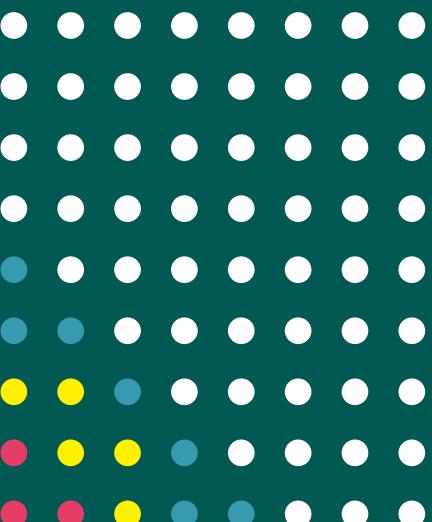




Lithia Springs

Small Area Plan



A CONNECTED EFFORT TO THE

DOUGLAS COUNTY
COMPREHENSIVE PLAN 

ACKNOWLEDGMENTS

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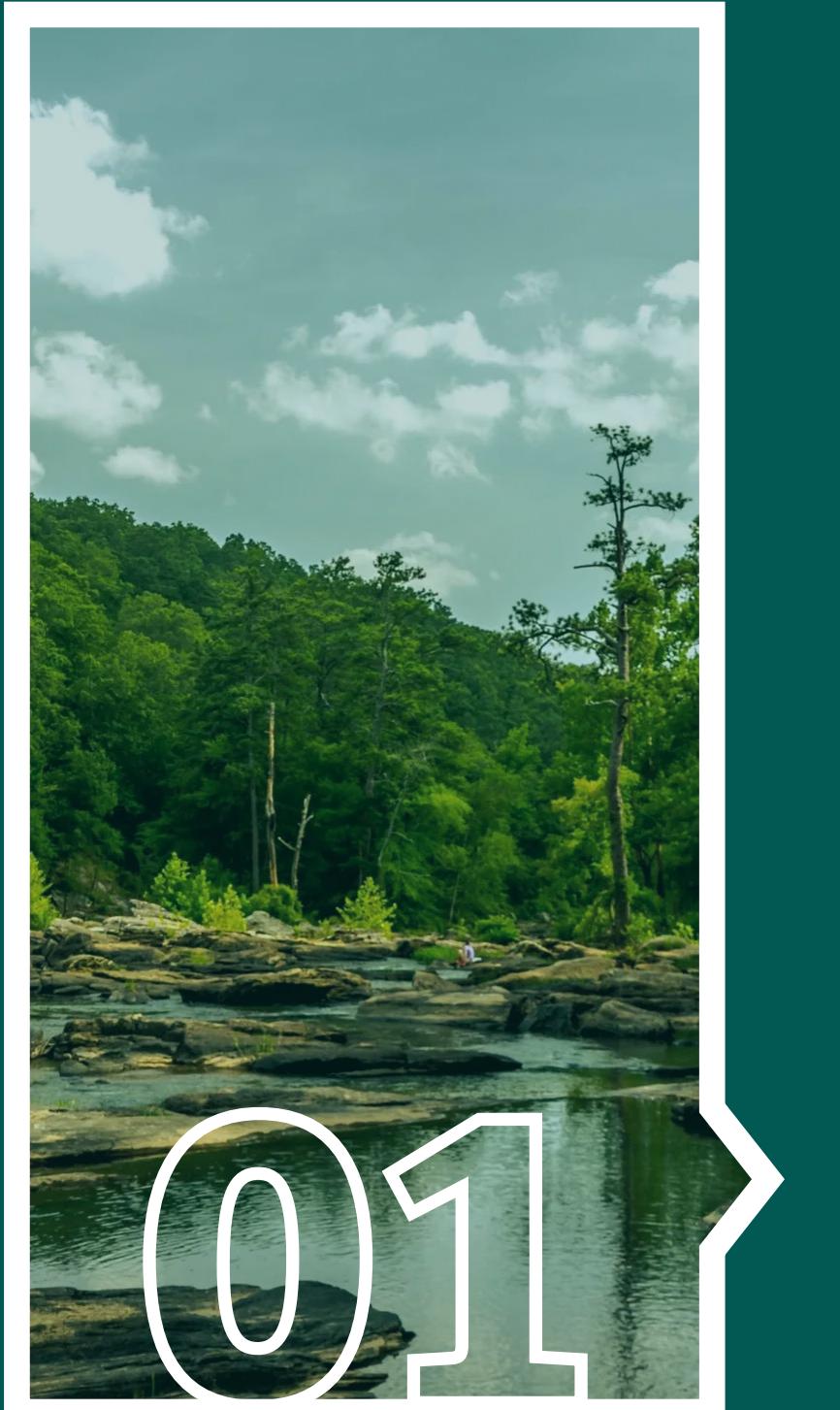
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INTRODUCTION

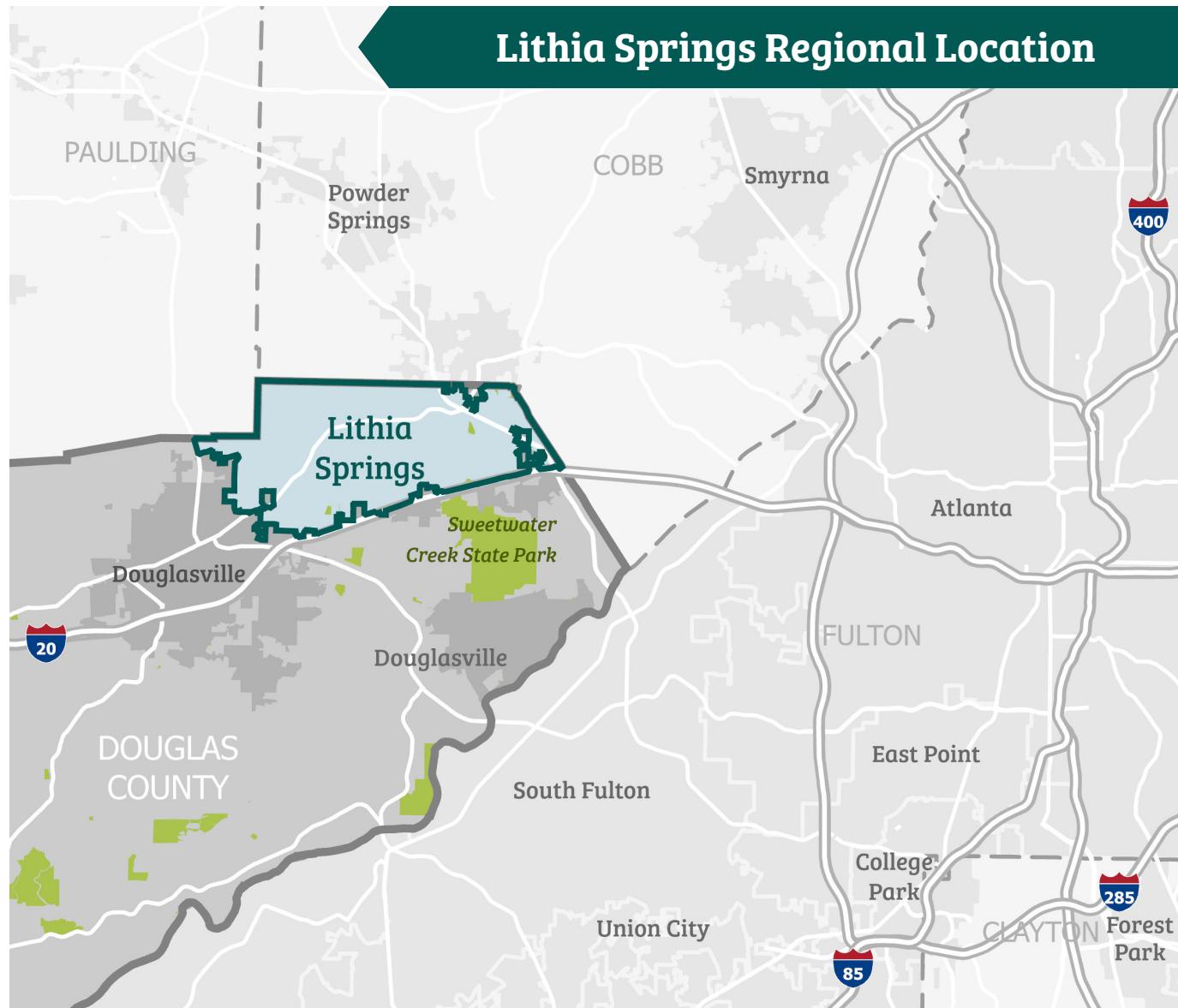
About Lithia Springs
An Evolving Community
Purpose of this Plan
Process



INTRODUCTION

About Lithia Springs

The greater Lithia Springs area is a unique community with a rich history. Currently, Lithia Springs is home to established, charming residential neighborhoods, but in its commercial districts, much of this community has suffered from disinvestment. Despite the decline, Lithia Springs possesses a number of assets priming it for revitalization. The area possesses a unique historic character and remarkable location near I-20, Cobb County, and the City of Atlanta. Just across the interstate, Sweetwater Creek State Park welcomes the most State Park visitors in Georgia. This Small Area Plan serves to leverage these assets to reverse the trajectory of commercial decline and introduce strategies to breathe life back into the Lithia Springs' commercial corridors, districts, and key gateways.



Lithia Springs Regional Location

INTRODUCTION



The Sweetwater Park Hotel (Source: GSU)



*Existing body shop on VMH
In business since 1962*

An Evolving Community

Before exploring strategies to plan the future of Lithia Springs, it is important to understand how this unique community developed. In the late 19th century, Lithia Springs—also known as Salt Springs—developed as a vacation destination around a mineral springs thought to have healing powers. The grand Sweetwater Park Hotel accommodated Lithia Springs' many visitors, providing them a place for rest and relaxation. Unfortunately, the historic hotel burned in 1912 and many other historic resort-oriented businesses no longer exist.

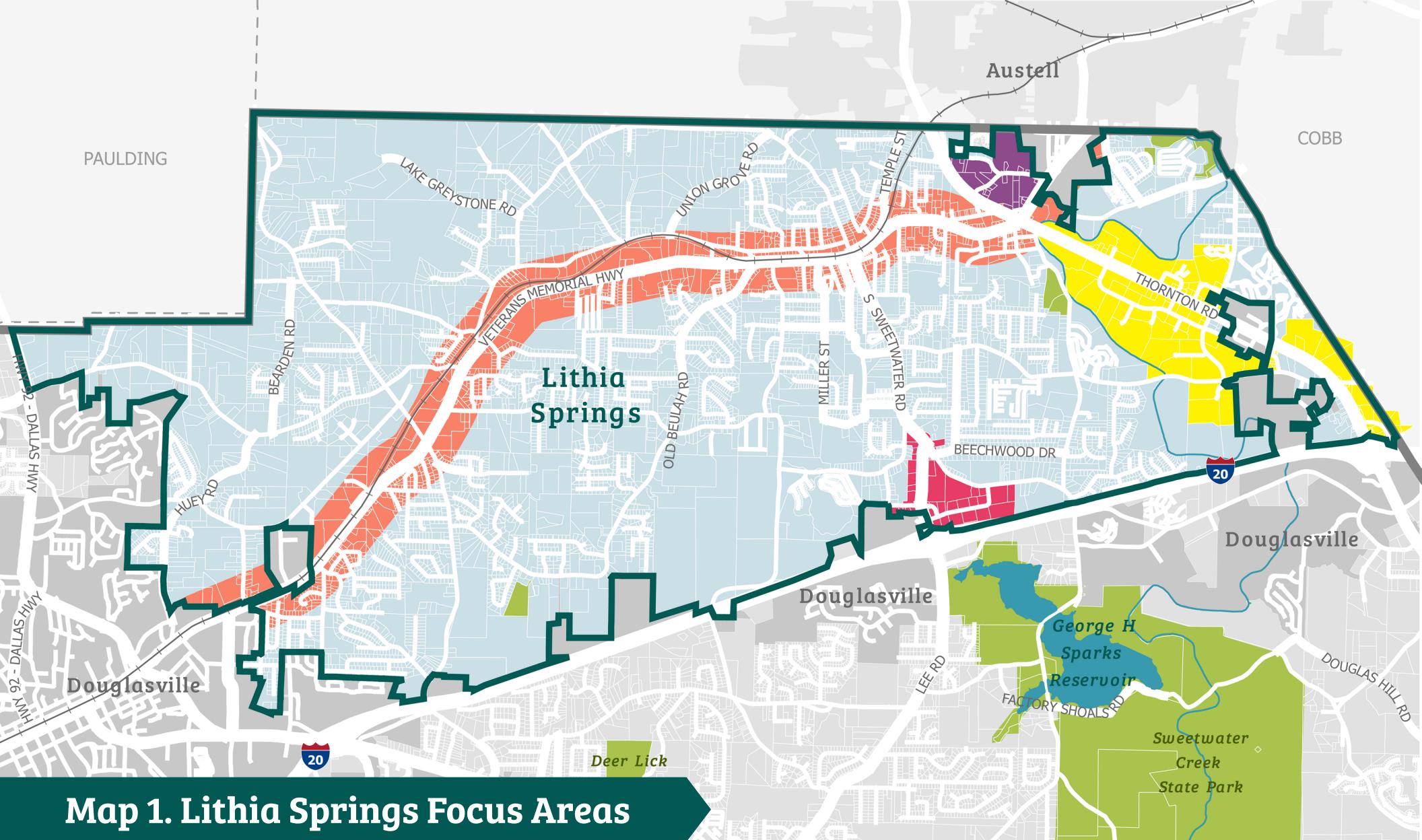
The community continued to evolve, particularly as Bankhead Highway (now Veterans Memorial Highway or Highway 78) was constructed, connecting Lithia Springs from Washington DC to San Diego, California. Constructed in 1919, this auto trail predates the US Highway System and is considered one of the first paved transcontinental routes constructed in 1919. The legacy of this auto trail remains in Lithia Springs. Several existing auto-oriented businesses exist along the corridor. Veterans Memorial Highway (referred to as 'VMH' for the remainder of the plan) has since served as the

'main street' for both Lithia Springs and all of Douglas County. Much like other commercial areas in Lithia Springs, VMH has witnessed commercial decline since the 1990s.

Purpose of This Plan

Relying on community engagement and an existing conditions assessment, the Lithia Springs Small Area Plan offers a redevelopment vision for VMH as well as three other focus areas in Lithia Springs: the Causey Gateway, the Lee Road Gateway, and Westfork. In addition to these focus areas, this plan introduces a unifying Sweetwater Creek Greenway trail concept to connect these points of interest to the rest of the region and draw redevelopment interest. In addition to establishing a vision for focus areas, the Small Area Plan charts out an action plan to realize this vision with detailed implementation strategies. Map 1 on the next page identifies the plan's four focus areas:

1. Lee Road Gateway
2. Causey Gateway
3. VMH Corridor
4. Westfork



Map 1. Lithia Springs Focus Areas

- LITHIA SPRINGS SMALL AREA PLAN BOUNDARY
- VMH FOCUS AREA
- LEE ROAD GATEWAY
- CAUSEY GATEWAY
- WESTFORK
- GREEN SPACE
- RESERVOIRS
- STREAM/RIVER
- DOUGLAS COUNTY
- RAILROADS





INTRODUCTION

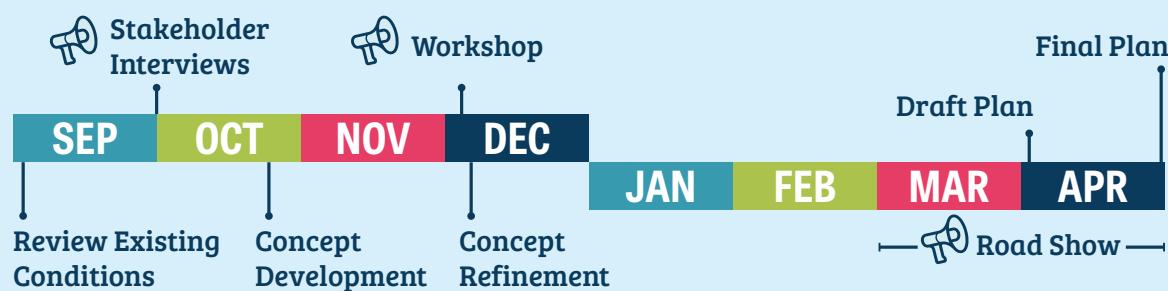
Process

Summarized below, the project team developed the Small Area Plan from September 2022 to April of 2023 in conjunction with Douglas County's Comprehensive Plan Update. At the start of the project, the team assessed existing conditions and conducted stakeholder interviews to better understand Lithia Springs and the needs of the four focus areas. Based off this information, the team drafted high-level concepts articulating potential development visions. Stakeholders and members of the public reviewed these concepts and provided input at a workshop on December 7th. The project team incorporated this feedback into refined redevelopment concepts and developed more detailed land use plans coupled with

implementation recommendations. Known as the 'Roadshow,' County staff presented and exhibited Comprehensive Plan and Small Area Plan information at various locations throughout Douglas. This public engagement effort allowed a broad audience to review and provide comments on key pieces of the plan.

This plan first summarizes the existing conditions analysis and community engagement and then contains a section for each focus area. Chapter 9 showcases the overall land use plan for Lithia Springs. Finally, the plan closes with an implementation strategy detailing how to achieve the vision.

Project Timeline



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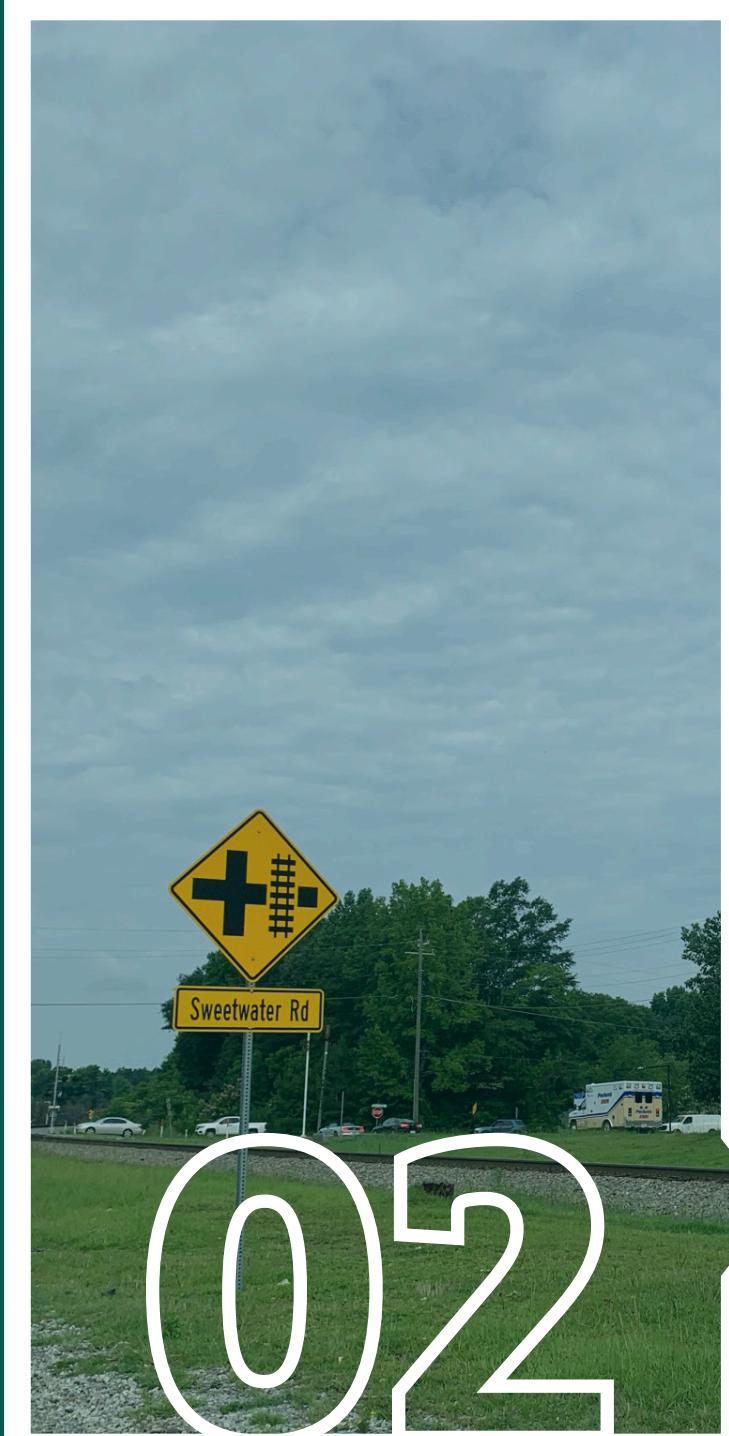
EXISTING CONDITIONS SUMMARY

Existing Plans

Redevelopment Potential

Environmental Efforts

Infrastructure



EXISTING CONDITIONS SUMMARY

The first step to creating a future vision for redevelopment was to better understand the greater Lithia Springs area. The team conducted a robust existing conditions analysis of the overall study area as well as took a more detailed look at each of the focus areas. The appendix includes the full analysis, but this section summarizes its key findings.

Existing Plans

Related to the greater Lithia Springs area, the analysis reviewed existing plans to ensure that the future vision was consistent with completed work.

Urban Redevelopment Area Plans and Opportunity Zone Documents

Lithia Springs had both State and Federal Opportunity Zones. These are economic development tools used to spur job growth and redevelopment in disinvested areas. Both these programs highlight the continued need for commercial reinvestment throughout Lithia Springs.

Shortly after the Great Recession in 2008, Douglas County designated two areas as state opportunity zones, one around most of Westfork

and another along VMH between South Sweetwater Road and Thornton Road. Although both are now expired, opportunity zone designation required urban redevelopment plans that document the levels of disinvestment in these areas and communicate the County's intent to spur revitalization through incentives and infrastructure improvements.

The heart of the Lithia Springs study area currently contains Federal Opportunity zones, offering tax breaks to investors if they invest capital into these distressed areas. This is a relatively new program, and vague reporting requirements result in uncertainty around its effectiveness in spurring investment.

Lithia Springs Small Area Plan (2021)

Completed in 2021, the County took a deeper dive into the Historic Lithia Springs footprint, providing an in-depth history and detailed land use recommendations. The greater Lithia Springs study area in this 2023 plan is larger and more general than the Historic Lithia Springs footprint studied in the 2021 plan. Where they overlap, the land use plan presented in a later chapter references the 2021 land use recommendations.

Lithia Springs Community Development Training Documentation

The Georgia Conservancy facilitated a training session on Lithia Springs focused on civic branding and public art; underutilized spaces; improvement incentives and funding mechanisms; streetscapes; and infill development and Missing Middle housing. Primarily an educational document, the plan included 10 ideas for implementation largely focusing on placemaking interventions and infill development opportunities.

Douglas County Comprehensive Transportation Plan (CTP)

Douglas County completed its update of its transportation plan earlier in 2022. The CTP is a detailed look at transportation across the County, and is a critical source of information on mobility challenges in the Lithia Springs Small Area Plan study area. Specific needs that address roadway congestion, safety, and pedestrian infrastructure are noted in each of the four focus areas, as well as recommended projects by implementation tier.

EXISTING CONDITIONS SUMMARY

Redevelopment Potential

For the focus areas where redevelopment is needed, the project team evaluated non-residential parcels for redevelopment potential, or the likelihood of a certain property to be redeveloped into a higher and better use. These focus areas included the Lee Road Gateway, Causey Gateway, and the VMH Corridor. Westfork was excluded, as it is fully built out and redevelopment is not anticipated.

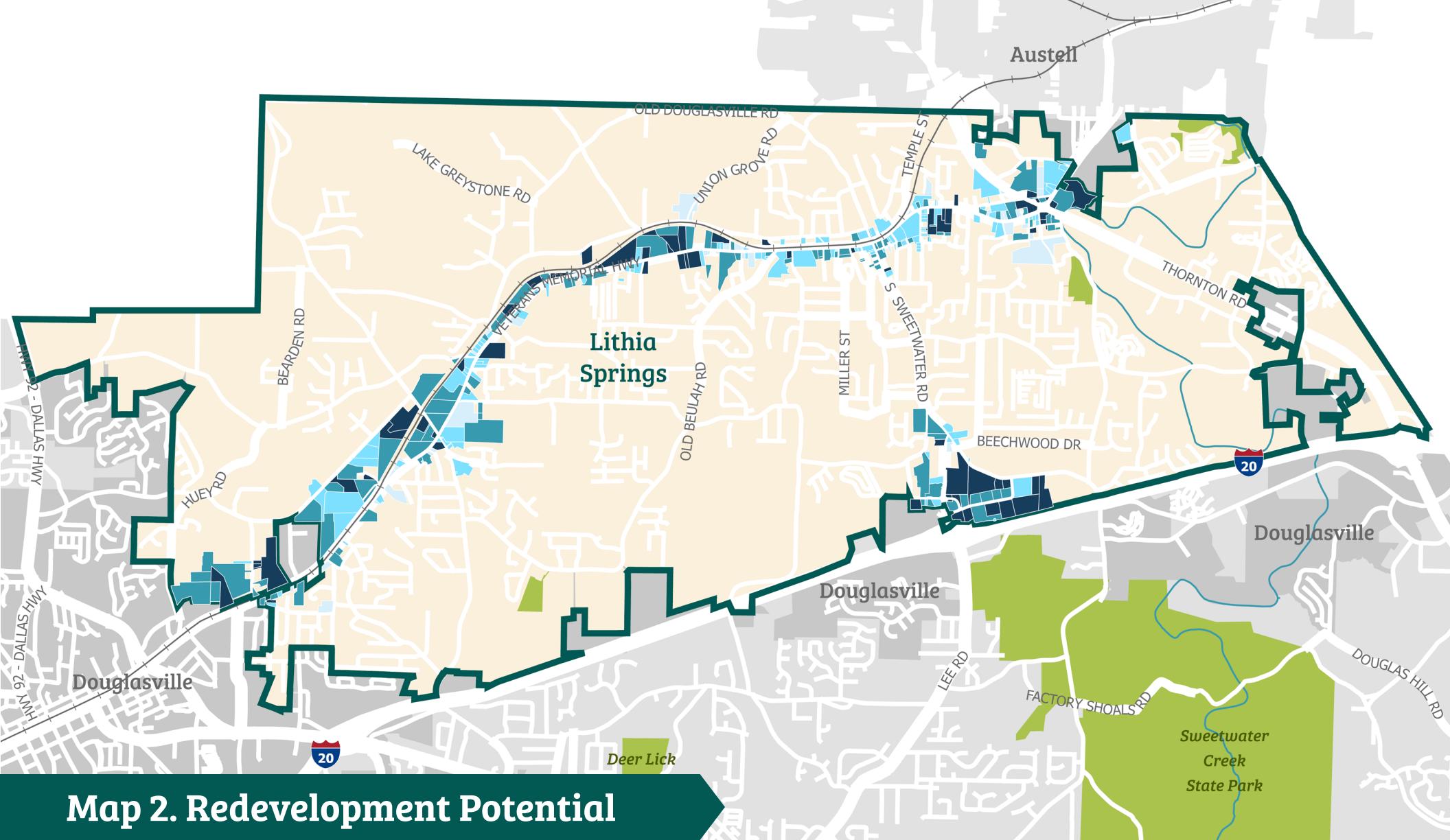
Criteria for redevelopment potential included property size; building value compared to land value; age of existing structures; ownership; sewer access; existence of floodplains and other water bodies; presence of granite deposits; and topography. Reasons for these criteria and a detailed methodology can be found in the appendix.

Within 3 of the 4 focus areas, the team scored the parcels based on these criteria, with calculated scores ranging from 4 to 14 (Map 2 on the next page). A higher score, like 14, indicates higher redevelopment potential according to these criteria.

The Lee Road Gateway focus area exhibited the most redevelopment potential with several properties scoring over 10. Other property clusters along VMH also exhibited high scores. This redevelopment potential factored greatly into the proposed redevelopment visions.

Table A. Redevelopment Analysis Scoring

Criterion	Score		
	0 points	1 point	2 points
Size of Property	Less than half an acre	Half an acre or larger	-
Building Value vs. Land Value	Ratio of 2 or higher	Ratio between 1 and 2	Ratio less than 2
Age of Existing Structures	Less than 20 years old	50+ years	20 to 50 years old; vacant or temporary structures
Ownership	Individual/Family Or Public/Institutional	-	LLC or similar entity
Sewer Access	Greater than 500 ft away	Access within 200 – 500 feet	Access within 200 feet
Floodplains + Water Bodies	50% + floodplain/ water body coverage	20-50% floodplain/ water body coverage	Less than 20% floodplain/ water body coverage
Topography/ Slope	50% + of site has steep slope (20%)	10-50% of site has steep slope (20%)	Less than 10% has steep slope (20%)
Hard Bedrock Deposits	50% + of site has hard bedrock deposit	10-50% of has hard bedrock deposit	Less than 10% has hard bedrock deposit



REDEVELOPMENT ANALYSIS SCORES

- 4 - 6
- 7 - 8
- 9 - 10
- 11 - 14

NOT STUDIED

- LITHIA SPRINGS SMALL AREA PLAN BOUNDARY
- GREEN SPACE
- STREAM/RIVER
- RAILROADS
- CITIES

0 1/4 1/2 1 1 1/2 2 MILES



EXISTING CONDITIONS SUMMARY

Environmental Elements

The team studied the area's environmental features including hard bedrock deposits, topography, flood zones, and groundwater recharge areas, shown in Map 3. This analysis revealed several challenges that may explain some of the lack of investment and redevelopment in the area. While all are influential, hard bedrock deposits and flood zones prove to be the most significant barriers to development.

Hard Bedrock

Hard bedrock, like granite, granitic gneiss, and quartzite, imposes significant barriers to development in the County and throughout the Lithia Springs area. Blasting through granite adds significant cost and time to construction projects and often is cost prohibitive to starting a project. Sourced from the United States Department of Agriculture (USDA) Natural Resource Conservation Service, data show a large swath of granite and granitic gneiss in central Lithia Springs, affecting portions of the VMH Corridor focus area and the entirety of the Causey and Lee Road Gateways. Quartzite deposits impact the small portions of the Westfork area.

Flood Zones

Flood zones, or floodplains, are areas where flooding is likely to occur during 100-year rain events. Additionally, floodplain protection is a critical to water quality, particularly upstream. As such, the County prohibits construction in the floodplain and imposes development buffers around them. The Lithia Springs area has a number of flood zones, with the most significant following Sweetwater Creek near the Westfork area by Thornton Road.

Natural Assets

It should be noted that while these features often complicate development, water bodies and other natural elements are assets. People enjoy natural, outdoor spaces; therefore, enhancing and creating access to nature can lend to a development project's success.

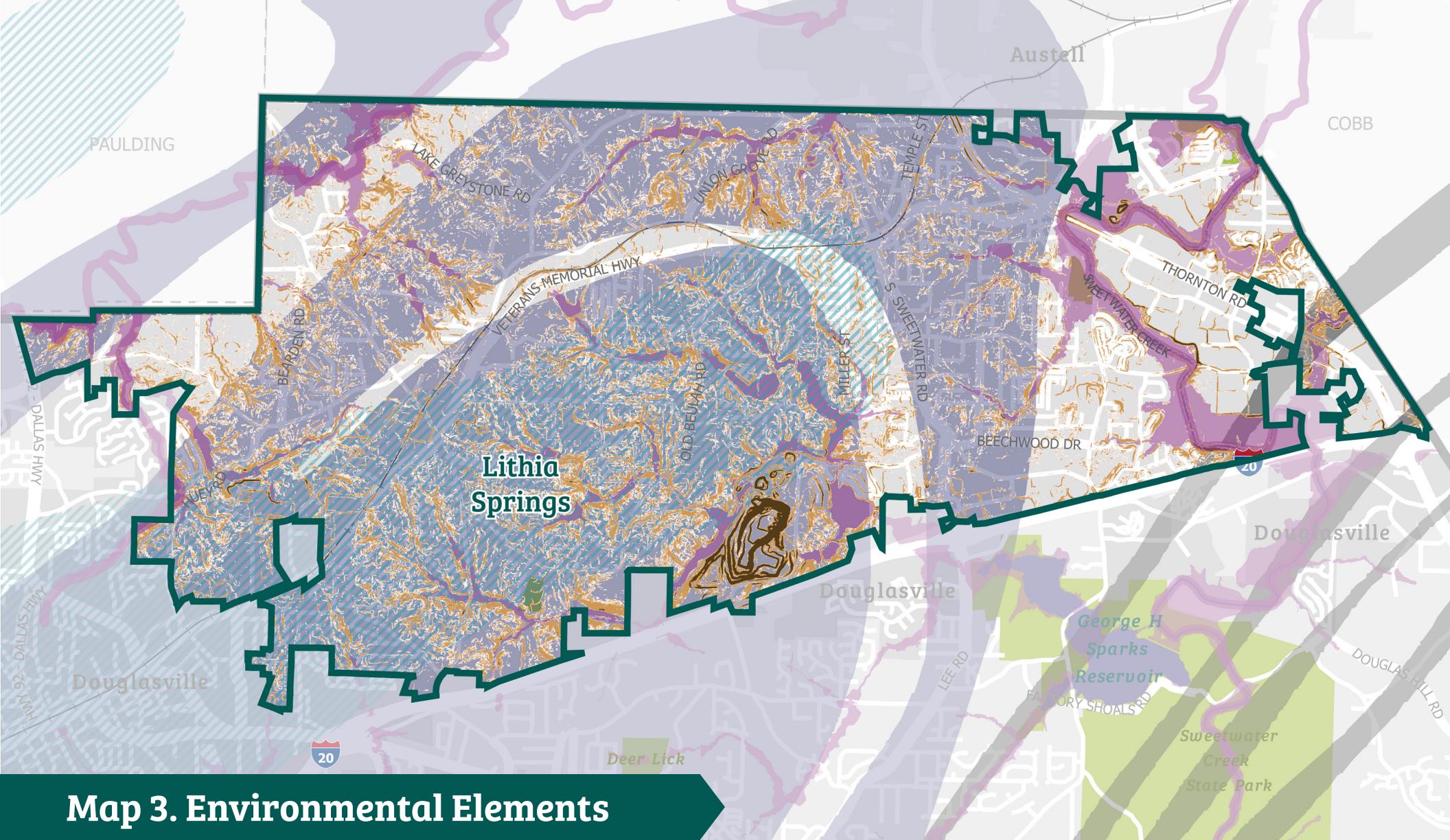
Infrastructure

Available infrastructure, particularly sewer, is a proven predictor of future development. Hard bedrock deposits also impose costs to the public construction of water and sewer lines, often limiting access to this critical infrastructure. Water line access is widespread

throughout the Lithia Springs area; however, sewer line access is much more limited, likely because of the granite/granitic gneiss deposits shown in Map 3. While Lithia Springs is certainly an established community, it lacks sewer infrastructure in a number of areas, particularly north of VMH and the western portion of Lithia Springs just north of I-20.

The County does not currently have plans in place to expand sewer to these areas; however, a sewer connection to Cobb County is currently under construction and will double the sewer capacity where sewer lines currently exist. This increase in capacity could allow for denser, infill development in these areas. This project should be complete by the end of 2023.

The four focus areas received a more detailed existing conditions analysis - read more starting in Chapter 4!



Map 3. Environmental Elements

- IMPAIRED STREAMS
- FLOOD ZONES
- GRANITE & GNEISS
- QUARTZITE
- GROUNDWATER RECHARGE AREAS
- STREAM/RIVER

- PARKS AND GREENSPACE
- RESERVOIRS
- 20-25% SLOPE
- 25-30% SLOPE
- 30-55% SLOPE
- 55+ SLOPE

- LITHIA SPRINGS SMALL AREA PLAN BOUNDARY
- RAILROADS
- CITIES
- COUNTIES

0 $\frac{1}{4}$ $\frac{1}{2}$ 1 $1\frac{1}{2}$ 2 MILES



ENGAGEMENT SUMMARY

Stakeholder Interviews

Public Workshop

Roadshow



ENGAGEMENT SUMMARY

Understanding community desires for Lithia Springs was fundamental in defining a clear vision for the future. Engagement efforts often piggy-backed on the Douglas County Comprehensive Plan Update, as the planning processes kicked off at the same time. Three main methods were used to gather community input:

1 - Stakeholder Interviews

As the project kicked off, stakeholder interviews provided in-depth information, particularly for documenting existing conditions. In total, the project team interviewed eight local stakeholders specifically for Lithia Springs and gleaned additional information from interviews dedicated to the Comprehensive Plan effort. Stakeholders ranged from local real estate agents, public library managers, business owners, high school principals, and economic development leaders. Interviewees provided their opinions on the current conditions, the changing local market, and improvements to attract private investment in Lithia Springs. The information learned from these interviews informed the existing conditions analysis summarized in the previous chapter as well as future development concepts.

2 - Public Workshop

After documenting existing conditions and gathering information from interviews, the team drafted two high-level redevelopment concepts for each focus area. On December 7th, 2022, the

project team held a public workshop at Mercer University's Douglas campus in Lithia Springs. At this workshop, the project team presented these initial concepts, providing alternatives from which the public could choose. Community members had the option to share their preferences and other feedback in an active discussion with the project team or leave written comments on informational boards.

3 - Roadshow

Between March and April of 2023, Douglas County representatives presented materials from the Comprehensive Plan and associated small area plans to the community at various venues throughout the County. Locations included libraries, parks, senior centers, and other community events. During this time, County staff held office hours for community members to drop by and chat about the plans. The project team affectionately referred to this series of engagement opportunities as the "Roadshow." An online survey with similar material accompanied this "Roadshow," and community members offered input in person and online.

This community engagement framework established key touchpoints with the community, and through these events, the public shaped the final development visions and implementation strategy. Each focus area chapter provides more detail on community preferences and feedback in the context of their existing conditions and redevelopment visions.



LEE ROAD GATEWAY

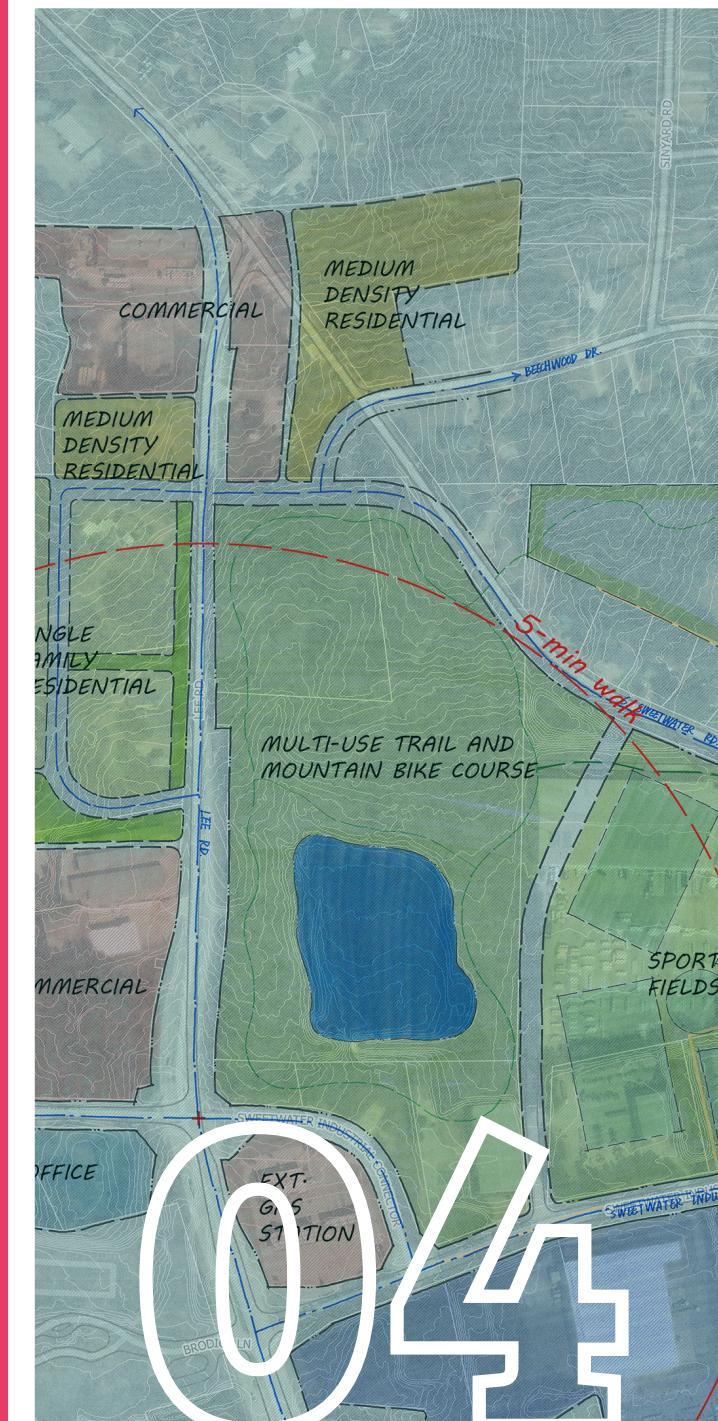
Introduction

Existing Conditions

Concept Development

Refined Concepts

Recommendations





Business on Sweetwater Industrial Boulevard



Vacant parcel on Lee Road



I-20 ramp on Lee Road

LEE ROAD GATEWAY

Introduction

The Lee Road Gateway is situated just north of I-20 and Sweetwater Creek State Park. It sits south of the Lithia Springs historic core and serves as a predominant gateway into Lithia Springs from the Interstate. The segment of Lee Road south of I-20, particularly near Highway 92, has received significant planning attention in the previous decades; however, the northern section, dubbed the Lee Road Gateway, requires more focus and an identity that truly welcomes people. Given its high visibility from I-20 as well as from Sweetwater Creek State Park visitors, this gateway has tremendous potential to transform into a well-defined community gateway.



Map 4. Lee Road Gateway Location

LEE ROAD GATEWAY

Existing Conditions*

Existing Land Use and Character

The Lee Road Gateway is a patchwork of different land uses without a clear identity. Some of these uses benefit from the proximity to the interstate or cater to its users. For instance, a newer gas station and fast-food restaurant serve I-20 travelers. Light industrial and warehouse buildings from the 1980s and 90s cluster around Sweetwater Industrial Boulevard, leveraging freight access to the Interstate. While these buildings are in good condition, they do not suit modern industrial uses in terms of ceiling height and other specifications.

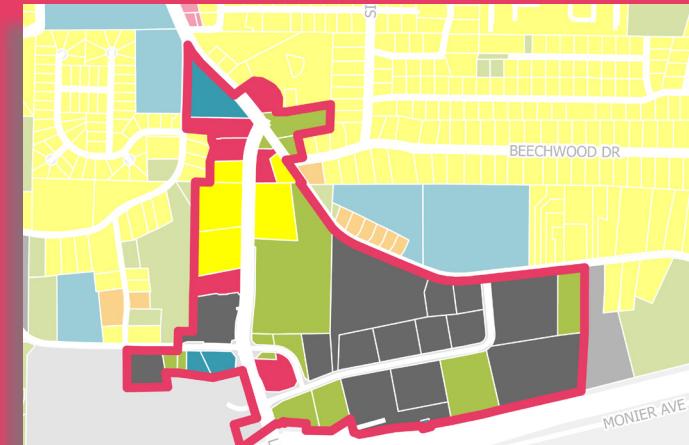
A mix of uses front Lee Road including a church, a powder-coating facility, and self-storage warehouse, single-family and multifamily homes, as well as a local restaurant which famously served as a filming location for the television show *The Walking Dead*. More commercial uses converge at the intersection of South Sweetwater Road, including a U-Haul dealer, an Ace Hardware store, an auto-repair shop, and an HVAC contractor. Each of these buildings appear to have been developed around midcentury, consistent with Lithia Springs's development as first-generation suburb.

There are a number of vacant or underdeveloped properties interspersed throughout the study area. Most notably is a large, forested property fronting the eastern side of Lee Road. The site has received significant redevelopment interest, yet this property remains vacant and densely wooded. Like much of Lithia Springs, the Lee Road Gateway sits on granite bedrock, and granite is particularly challenging on this property, historically proving cost-prohibitive to developers.

Zoning

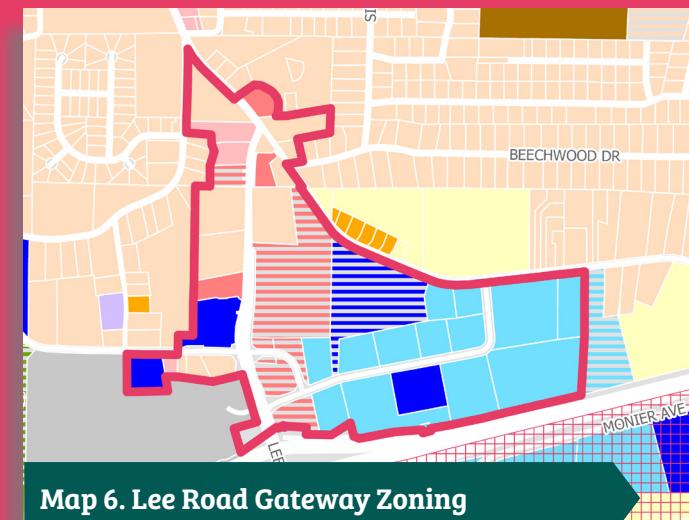
Four zoning districts currently exist within the Lee Road Gateway: Low Density Residential (R-LD), Light Industrial (LI), Heavy Commercial (C-H), and General Commercial (C-G). The western side of Lee Road is predominantly zoned R-LD with some LI, C-H, and C-G. Properties along Sweetwater Industrial Boulevard are zoned LI, consistent with its existing land use. C-G predominantly fronts the eastern side of Lee Road with a few parcels zoned C-H and R-LD.

Aside from the large, vacant parcel on the eastern side of Lee Road, the area's zoning is consistent with the hodgepodge of existing uses on the ground and does not lend itself to a warm welcome.



Map 5. Lee Road Gateway Existing Land Use

- Undeveloped/Vacant
- Single Family Residential
- Commercial
- Public/Institutional/Utility
- Industrial



Map 6. Lee Road Gateway Zoning

- R-LD: Low Density Residential
- LI: Light Industrial
- LI-R: Light Industrial Restricted
- C-G: General Commercial
- C-H: Heavy Commercial

*Full details in appendix

LEE ROAD GATEWAY

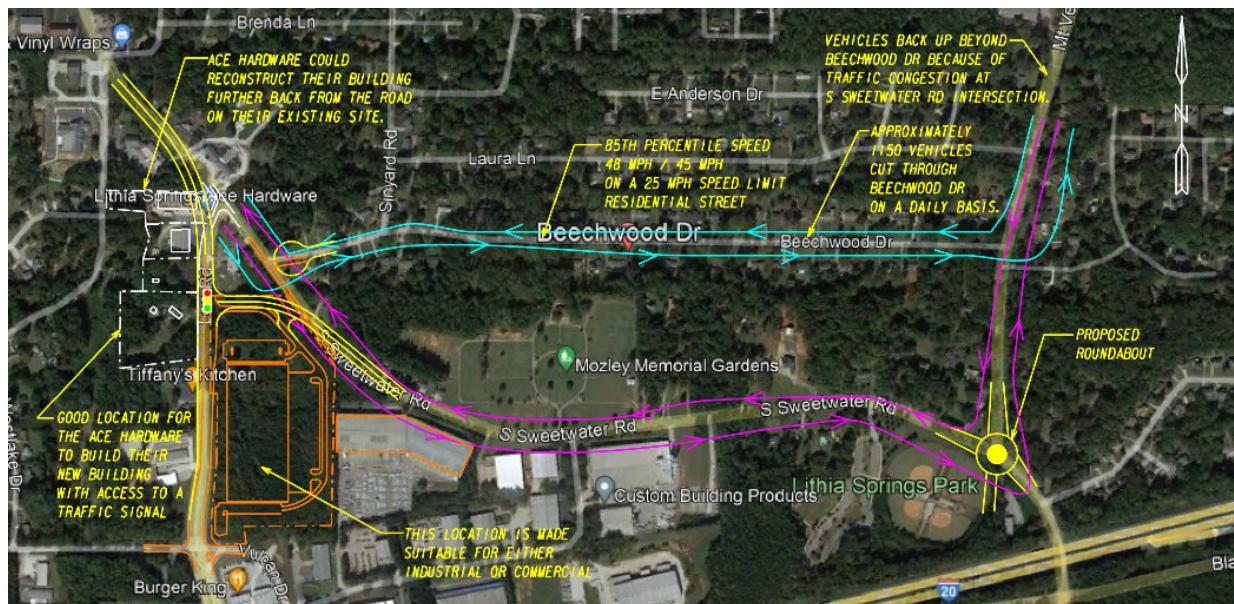
Transportation

Together, Lee Road and South Sweetwater Road serve as a major north-south roadway, connecting the historic core of Lithia Springs to the Interstate. Currently, Connect Douglas Route 40 uses the corridor.

Lee Road is expected to become even more multi-modal, as its future widening incorporates a multi-use path. The area greatly needs this improvement because it currently lacks pedestrian and bicycle infrastructure aside from sidewalks closer to the I-20 bridge. Outside the focus area, there are extensive sidewalk systems within residential neighborhoods. There may be an opportunity to connect these complete, but isolated systems through the study area. Currently, Lee Road serves automobiles and bus transit but is

envisioned to accommodate more active modes.

Douglas County Department of Transportation (DCDOT) is exploring improvements to the Lee Road area, particularly for Beechwood Drive. Drivers use Beechwood Drive as an east-west connection to South Sweetwater Road/Lee Road and Mount Vernon Road. While classified as a major collector, Beechwood Drive resembles more of a local, neighborhood street in character. Residents are concerned by the cut-through traffic, particularly with regard to safety. The proposed improvements include converting Beechwood Drive into a cul-de-sac to prevent cut-through traffic. While this improvement would calm traffic, it would reduce overall connectivity in the area.



Needs

- 1 Establish clear gateway signage that would define the Lee Road Gateway as an entrance into Lithia Springs
- 2 Develop more cohesive and welcoming land uses with a focus on aesthetics and placemaking
- 3 Work with existing environmental constraints to find a productive and desirable use of land
- 4 Balance maintaining mobility and connectivity with addressing neighborhood safety and concerns

Opportunities

- 1 Leverage its excellent location near the Interstate, Historic Lithia Springs, and Sweetwater Creek State Park
- 2 Capitalize on large, vacant parcels with development potential and existing interest from developers
- 3 Improve multi-modal travel with planned Lee Road improvements, including a multi-use path

LEE ROAD GATEWAY

Concept Development

After reviewing existing conditions and conducting stakeholder interviews, the project team took what they learned and crafted two redevelopment concepts that would better establish the Lee Road Gateway as a formal entrance into Lithia Springs.

Concept A – Mixed Use Gateway

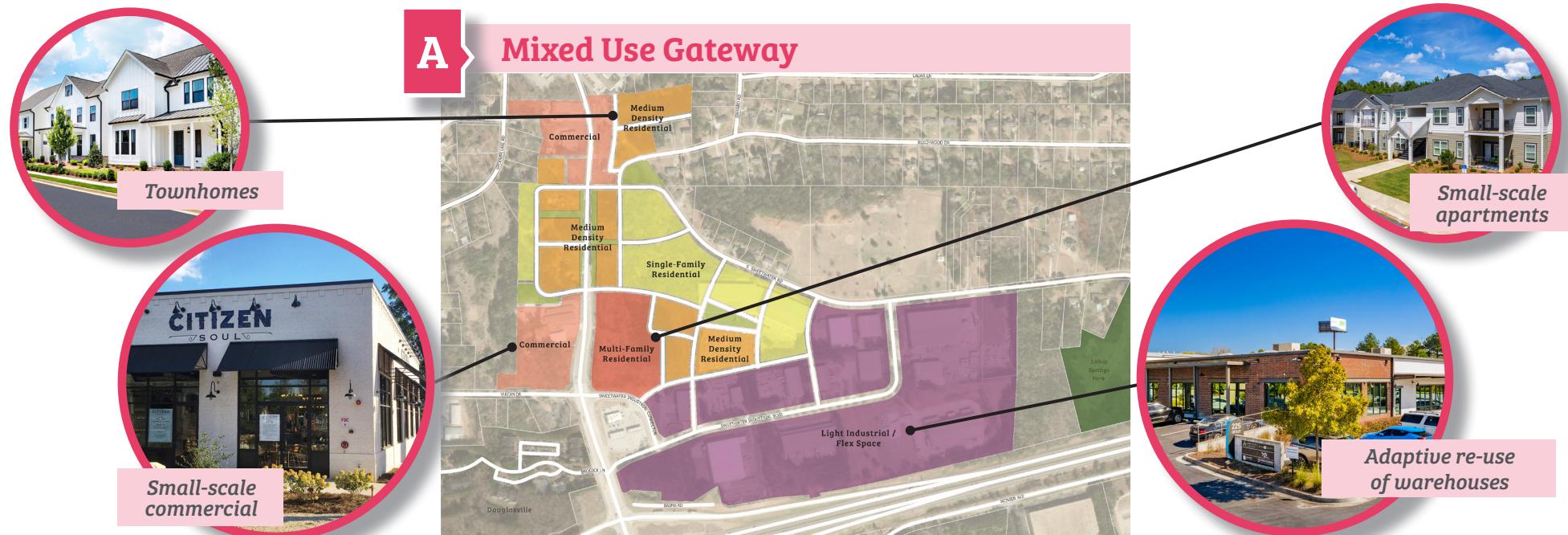
The Mixed Use Gateway concept reimagines the Lee Road Gateway as a unified community featuring a mix of residential, small-scale retail, and office. The concept proposes several housing types including townhomes, small-scale

apartments, and single-family homes. These homes would support additional commercial fronting Lee Road. These commercial uses include shops and restaurants, amenities that stakeholders emphasized as being important. The concept showed all of these uses as one to two stories, with the understanding that granite may restrict building heights because of excavation costs.

In addition to these mixed uses, Concept A features creative adaptive reuse of the light industrial district along Sweetwater Industrial Boulevard, allowing for the incremental transition of uses over time. Understanding

these buildings no longer serve industrial uses for modern day businesses, the vision retains these buildings but converts them to uses such as breweries, offices for non-profits, artisanal manufacturing, and other similar community-facing uses. Infill of underutilized properties is also envisioned.

Regarding transportation, the Mixed Use Gateway reconfigures the road network to maintain and create more connectivity. This proposed reconfiguration also discourages cut-through traffic on Beechwood Drive and acts as an alternative to the DCDOT proposal.



LEE ROAD GATEWAY

Concept B – Regional Park

The Regional Park concept has a strong focus on parks, greenspace, and recreation. It addresses the County's overall need for additional active recreation facilities such as ballfields. The existing warehousing district is converted to sports fields with one or two existing warehouses converted to an indoor recreation facility. To avoid challenges with granite bedrock, the large, vacant property on

the eastern side of Lee Road remains wooded and serves as a nature preserve with possible walking and/or mountain biking trails. These new greenspaces and sports facilities connect to the existing Lithia Springs Park to the east via a trail system. Through walking trails, the concept also ties into the existing cemetery, Mozley Memorial Gardens, creating another passive greenspace. Together, these parks, greenspaces, recreation facilities, and trails form a regional park destination.

The rest of the Regional Park concept resembles features of the Mixed Use Gateway. Like Concept A, the concept includes a mix of residential, commercial, and office along Lee Road. Some industrial buildings south of Sweetwater Industrial Boulevard remain and serve as flexible industrial space. Roadways preserve and improve connectivity while deterring cut-through traffic on Beechwood Drive.



LEE ROAD GATEWAY

Refined Concepts

To refine the concepts, the project team solicited feedback from the public to better understand community needs and obtain a clear direction on a final vision. At the public workshop, the team presented the draft concepts for the Lee Road Gateway along with the other focus areas. Participants indicated their preference for a particular alternative as well as provided feedback on both concepts.

Feedback on Concept A

Participants generally liked the mix of uses in the Mixed Use Gateway concept and emphasized the desire for intimate, people-scaled buildings. Community members also stressed the need for walkability and high development quality. For the light industrial district, people accepted the existing warehouses but did not want additional industrial uses. They responded positively to the transition of uses over time, particularly to those that served the surrounding community.

Feedback on Concept B

Attendees greatly favored the Regional Park concept over the Mixed Use Gateway,

highlighting the need for sports facilities and other recreation opportunities in the Lithia Springs area. Community members lauded the improved walkability and connection to existing greenspaces through the proposed local trail system and walking paths. However, discussions noted the challenge of the County acquiring all of the privately-held property to implement such a vision.

Refined Concepts

With the public preferring the Regional Park concept, the project team advanced the vision, outlining details like potential building and sports field configurations, shown in the detailed vision on page 24. While the goal was to reach consensus on one Lee Road Gateway redevelopment vision, the project team also developed a more modest outcome, taking into account the property acquisition hurdle. Shown on 22, the more modest outcome is likely more realistic than the full Regional Park concept because it requires much less property acquisition. This version still includes the nature preserve but retains the existing light industrial buildings for adaptive reuse and flexible, community-facing uses similar to those suggested in the Mixed Use Gateway Concept.



The team presented the Lee Road Gateway concepts at a stakeholder workshop at the Douglas campus of Mercer University in Lithia Springs



Lee Road Gateway Refined Concept - Modest Outcome



Lee Road Gateway Refined Concept - Regional Park



*An illustrative drawing showing small-scale commercial on the left and the proposed nature preserve on the right along with improved streetscaping
(Lee Road facing north at its intersection with Vulcan Drive/Sweetwater Industrial Connector)*

LEE ROAD GATEWAY

Recommendations

The following recommendations are steps to achieve the vision outlined in the refined concepts.

Land Use + Development

There are a handful of best-fit commercial and industrial uses for the Lee Road Gateway. Local- or community-serving retail would be desirable but should be built so that there are commercial frontages on Lee Road with parking in the interior. A small-footprint grocery store, like a Lidl or a Sprouts, would be an ideal tenant to anchor a new retail development. Limited office or civic space is also a possibility.

Existing light industrial uses are expected to remain at the Lee Road Gateway at least into the medium term. Over time, these uses are recommended to evolve into more community-facing production spaces such as a brewery. This area is expected to remain attractive to flex-type spaces serving heavier commercial uses and light industrial uses.

The ultimate goal is to transition a part of the area into a more regional-level park space. This part of Douglas County is very underserved by active recreation facilities. Lee Gateway, with its easy access to I-20 and environmental constraints, is an excellent location for expanding the parks system.

Longer term, there are further opportunities to expand Lee Road Gateway as a center for parks and recreation, as the Sweetwater Creek Greenway vision is realized, and once the Vulcan quarry just west of the study area is closed and potentially transitioned to a unique park space (see Chapter 8 for information on Sweetwater Greenway).

The land use vision also includes some limited residential development. Although the highest and best use of this area is commercial, industrial, and civic uses, it is also appropriate for some additional housing, particularly townhomes or medium-density single-family residential.

IMPLEMENTATION ACTION ITEMS

To summarize, some key implementation action items related to land use and development include:

- Rezone properties to align with redevelopment vision:
 - Planned Residential Development (PRD) offers flexibility to the areas marked as medium and low density residential. Appropriate density would be at 8-10 dwelling units per acre. PRD requires a min of 2 acres, so smaller lots would be limited as potential PRD unless consolidated.

- General Commercial (C-G) is appropriate for areas marked for commercial
- For the community-facing adaptive reuse area, Restricted Light Industrial (LI-R) suits the needs of re-use/conversion while limiting more intensive or noxious uses like trucking, automotive dealers, etc.

- Identify funding source to purchase parcel for the new passive park along Lee Road
- Meet with property owners on Lee Road and Sweetwater Industrial Boulevard to share the Lee Gateway vision, potential impacts of widening Lee Road, and discuss the owners' long-term plans for their properties
- Meet with Mozely Memorial Gardens to begin planning for connecting path

Transportation

Proposed transportation projects in the County's CTP are the best short-term opportunities to advance the Lee Road Gateway vision. These include:

- Coordinate with Douglas County DOT on the intersection realignment at Lee Road and Sweetwater Road and Beechwood Drive improvement (potential conversion to cul-de-sac) and advocate for conceptual realignment to maintain connectivity.

LEE ROAD GATEWAY

- Coordinate with Douglas County DOT on intersection realignment at Lee Road and Sweetwater Road and Beechwood Drive improvement (potential conversion to cul-de-sac) and advocate for conceptual realignment to maintain connectivity.
- The current CTP includes a project to widen Sweetwater Road from Blairs Bridge to Lee Road (CTP-24) and onto Skyview Drive (CTP-25). Ideally, this project's goals expand to include the realignment at Beechwood Drive and Lee Road, as well as incorporating the proposed Sweetwater Creek Greenway trail.
- If the Lee Road widening project moves forward, it is an opportunity to integrate streetscape improvements along this key corridor. Streetscape elements to consider include green medians, wide sidewalks, pedestrian-scaled lighting, street trees, and landscaping where appropriate.

Urban Design and Placemaking

Unlike other parts of Douglas County, the Lee Road Gateway does not have major historic assets to build off of to enhance a sense of place. Instead, this will need to be achieved through strong design requirements of new development and the creation of new parks spaces and streetscapes.

Buildings in the new Lee Road Gateway should shift away from the suburban model of

shopping centers behind large parking lots, to development where building front Lee Road and parking is provided behind. This is particularly important for the proposed commercial areas at Lee Road and Vulcan Drive and at the proposed realignment of Sweetwater Road and Beechwood Drive. Older industrial buildings along Sweetwater Industrial Boulevard are also opportunities for innovative adaptive reuse, such as transitioning to indoor recreational facilities or places that face the community like breweries.

The other major opportunity is through the development of a new, regional-scaled park

space starting with the natural area just east of Lee Road. This park can set the stage for some of the visual character in the area, extending back to the remainder of the proposed park space as the proposed Sweetwater Creek Greenway Trail.

Finally, there is also an opportunity to welcome people to the area from I-20. At Exit 41, there is already attractive landscaping. The County should consider a placemaking element here as well, with signage/art announcing to the thousands of people on I-20 every day that they are passing the gateway to Lithia Springs.



Adaptive reuse from industrial to brewery
(source: Shull & Associates, Inc.)

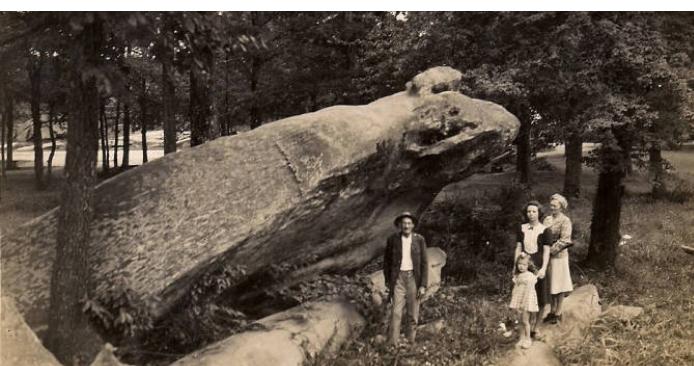
CAUSEY GATEWAY

- Introduction
- Existing Conditions
- Concept Development
- Refined Concept
- Recommendations





Thornton Road + VMH intersection



Historic photo of nearby 'Frog Rock'
(source: Georgia Archives)

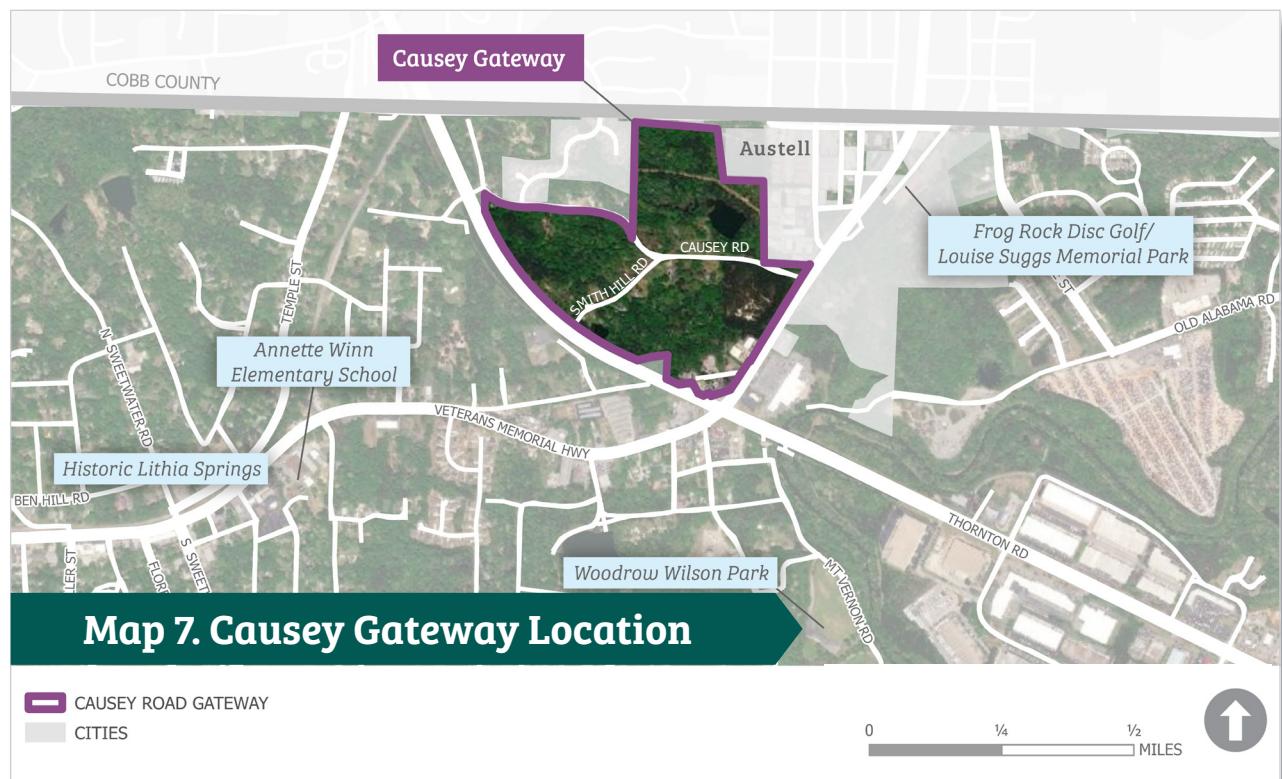


Historic map showing golf course location

CAUSEY GATEWAY

Introduction

Just south of the City of Austell, the Causey Gateway sits at the northeastern corner of the County, wedged between the major intersection of Thornton Road and VMH. Similar to Lee Road, this focus area acts as a gateway into eastern Douglas County from other parts of the region. The Causey Gateway greets people traveling south and west from the City of Austell and Cobb County, yet it is largely underdeveloped despite its location at a major intersection. While it lacks a clear identity, the Causey Gateway is nearby critical historic resources that define Lithia Springs, such as the Lithia Springs Bottling Company and Frog Rock. Within the focus area, a historic golf course once sat south of Causey Road and hosted the first golf lessons of Louise Suggs who founded the LPGA. Leveraging this historic character, the Causey Gateway presents an opportunity to create a unique entrance into Lithia Springs and catalyze redevelopment along VMH - Douglas County's main street.



CAUSEY GATEWAY

Existing Conditions*

Existing Land Use and Character

Car-oriented uses, like used auto dealerships and car repair shops, dominate the intersection of Thornton Road and VMH. Many of these businesses operate with small building footprints and large expanses of impervious pavement for parking. This development pattern reflects VMH's history as an auto trail.

Deeper within the study area, just south of Causey Road, large properties remain forested and undeveloped. The property owners intend to sell this land jointly, presenting opportunity for significant redevelopment.

Further north, the properties fronting Causey Road exhibit traditional suburban/rural development from the mid-20th century with large lots and ranch-style homes as well as undeveloped tracts of forested land.

Environmental conditions in the Causey Gateway are particularly challenging for redevelopment. Significant floodplains surrounding creeks restrict where developers can build. Granite bedrock is also pervasive in the study area, as are steep slopes.

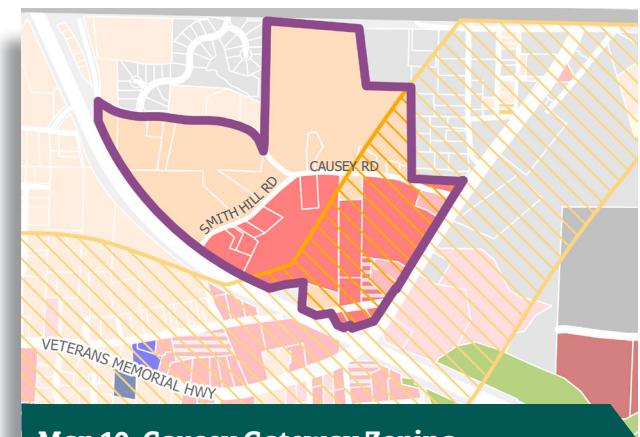
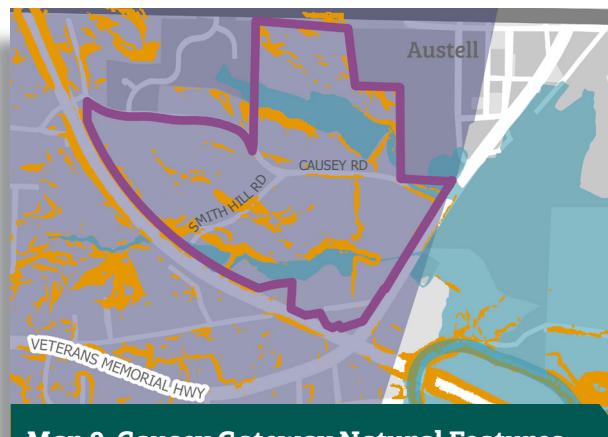
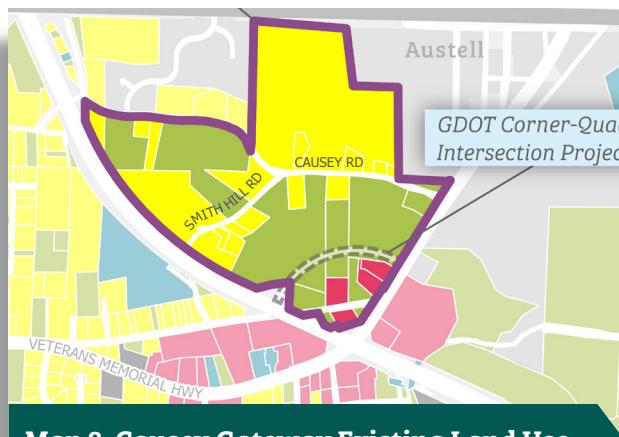
Zoning

The intersection of Thornton Road and VMH is primarily zoned for Heavy Commercial with a

sprinkling of General Commercial at a lower intensity. Surrounding this commercial zone is Low Density Residential.

Where they abut VMH, the zoning code subjects properties to a Highway Corridor Overlay. The overlay prescribes design and streetscape standards that promote high-quality and well-designed development. For example, it requires pedestrian-friendly streetscape design, wide sidewalks, street trees, and pedestrian lighting. In terms of design, the overlay stipulates building façade materials that reflect the County's character.

**Full details in appendix*



CAUSEY GATEWAY

Transportation + Infrastructure

Regarding roadway infrastructure, the Causey Gateway is positioned on one of the most congested intersections in the County. Thornton Road is a major freight route, connecting the Interstate to the Norfolk-Southern intermodal yard in Austell. Because of this traffic flow issue, GDOT plans to construct a corner-quad intersection connecting Thornton Road and VMH, as Causey Road currently does not pass all the way through to Thornton Road. This cut-through would primarily alleviate congestion and facilitate freight movement. At the existing intersection of VMH and Thornton Road, this project requires land acquisition as it cuts through four privately-owned parcels currently planned for redevelopment. It is unclear whether GDOT will permit local access or development fronting this new road or if access will be restricted to prioritize the flow

of vehicles; however, the County is currently advocating for the former.

Transit serves both these critical thoroughfares, with both Xpress Route 476 and Connect Douglas Route 40 running through the area.

The intersection of Thornton Road and VMH has crosswalks with pedestrian refuge islands. Outside this main intersection, Thornton Road and VMH lack sidewalks in the study area, though they exist on the south side of VMH going east. Otherwise, there is little pedestrian or bicycle infrastructure. The only trail in the area exists within a nearby park in the City of Austell.

Concerning other infrastructure, the Causey Gateway currently has limited sewer access, adding complications to future development. Existing granite bedrock could cause issues with plans to expand sewer.

GDOT corner-quad intersection improvements



Needs

- 1 Continue advocating for local access on proposed GDOT corner-quad intersection project
- 2 Accommodate floodplains and stormwater in future redevelopment scenarios
- 3 Ensure redevelopment concept is cohesive with existing single family residential character
- 4 Encourage better design and higher quality development to make the area more welcoming and attractive
- 5 Buffer properties from negative transportation impacts to better attract residential/mixed use development

Opportunities

- 1 Leverage location at the convergence of two major County thoroughfares and establish gateway identity
- 2 Highlight its unique history, including the site of a historic golf course, and proximity to other cultural resources
- 3 Catalyze development elsewhere along VMH with existing redevelopment interest

CAUSEY GATEWAY

Concept Development

Like the Lee Road Gateway, the existing conditions analysis and stakeholder interviews informed the creation of two concepts illustrating potential redevelopment scenarios for the Causey Gateway.

Concept A – Neighborhood Village

The Neighborhood Village concept imagines the Causey Gateway as a predominantly residential neighborhood with retail center at the main intersection of Thornton Road and VMH. The residential component includes a variety of housing types like single family homes, cottage court style homes, and townhouses. A local road

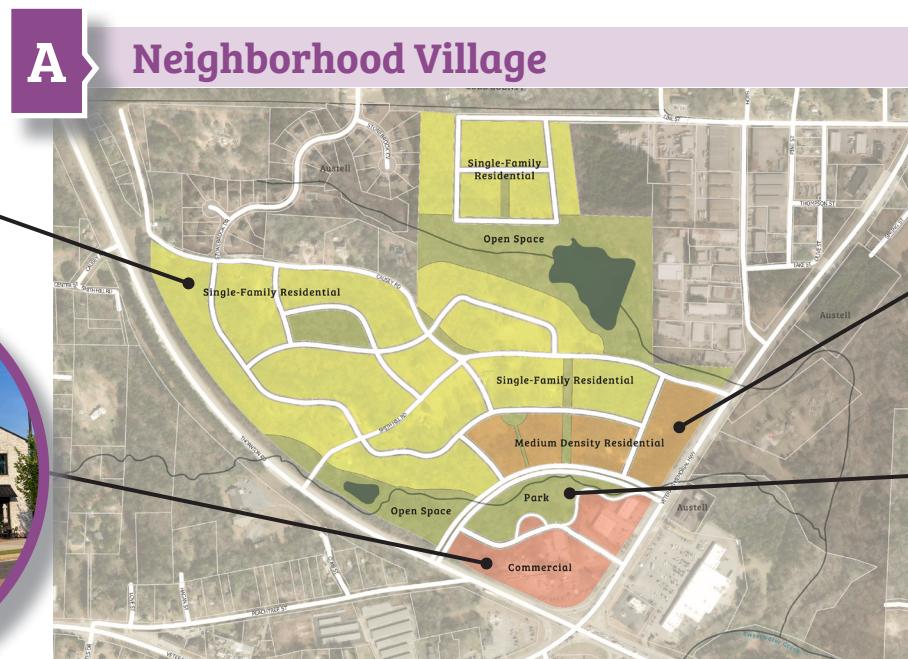
network would offer more connection points to Thornton Road and VMH, distributing traffic. This concept factors in the GDOT intersection design, but it assumes local road access to maintain connectivity. Within the bounds of the corner-quad intersection, the commercial village offers neighborhood-serving retail such as shops and restaurants.

Greenspace appears throughout Concept A. A park sits behind this commercial village serving as a community gathering space and an opportunity to manage stormwater, particularly because the access road lies in a floodplain. Natural open spaces protect floodplains and streams.



What is a Cottage Court?

Cottage courts are smaller, often single-story detached homes surrounding a common greenspace. These smaller footprints are particularly suitable for seniors because they are generally more affordable than traditional single family homes and more physically accessible.



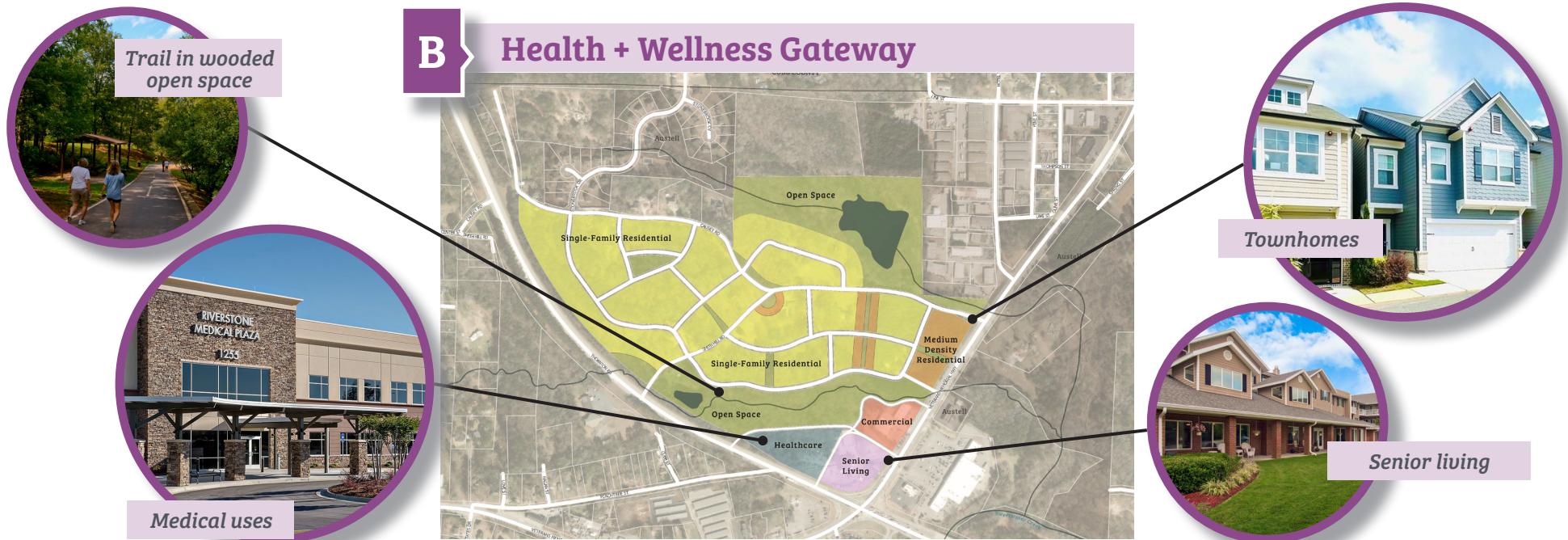
CAUSEY GATEWAY

Concept B – Health + Wellness Gateway

The Health + Wellness Gateway is also mainly residential but has a focus on health services and active spaces. Similar to Concept A, single-family homes make up the majority of the residential areas. Townhomes and cottage courts are also featured, but not as extensively as Concept A. However, this concept positions a senior living community at the corner of Thornton Road and VMH as

stakeholders mentioned the need for more affordable senior housing options. Interviews also revealed that the County needs primary care and other health services; therefore, Concept B includes a healthcare center near the senior living community. Like Concept A, natural open spaces also protect floodplains and streams, but Concept B also integrates walking and biking trails to foster physical activity and access to nature—other critical components to healthy living. This open space

also buffers the residential neighborhood from the busy intersection. The Health + Wellness Gateway is based on an alternative to the GDOT intersection design, showing Smith Hill Road connecting through to Thornton Road as well as other local connections to VMH to alleviate some intersection traffic.



CAUSEY GATEWAY

Refined Concepts

The public reviewed the two concepts at the public workshop and offered feedback to inform the final redevelopment vision. Generally, attendees emphasized how the final concept should capitalize on the area's springs and promote wellness. They also noted that a tax allocation district (TAD) could be a mechanism to encourage redevelopment of this area. One attendee wondered how a new development would interact with the rest of VMH and Thornton Road. She was concerned the corridors would have a haphazard and inconsistent look. The project team noted that these focus areas would catalyze development elsewhere along these corridors, incrementally becoming more cohesive corridors.

Feedback on Concept A

Meeting attendees generally preferred the Neighborhood Village Concept (A) over the Health + Wellness Gateway (B) because it had more opportunities for new retail and restaurants, emphasizing the need for higher end shopping and dining options in Lithia Springs. Participants also liked how the park connected to the commercial district. Regarding residential uses, they also liked the amount and the mix of residential in Concept A.

Feedback on Concept B

Although the majority of attendees preferred Concept A, attendees appreciated elements of the Health + Wellness concept. Its nod to the area's springs and health resort history resonated with the group. However, attendees noted that there is already a senior housing development nearby and while there are primary care needs elsewhere in the County, the Causey Gateway is close to existing health facilities.

Refined Concepts

Understanding that the public preferred the Neighborhood Village concept, the team fleshed out Concept A and adjusted the vision. On the following page, the refined concept shows potential building layouts for the commercial district, cottage court developments, and townhomes are detailed. Another adjustment includes buffering the residential areas from the access road, as it is intended to divert freight traffic from the intersection of VMH and Thornton Road. An illustration depicting the vision of the Causey Gateway is on page 36.



The public workshop gave attendees the option to participate in a facilitated review session or an open house style format (pictured) to provide feedback



Causey Gateway Refined Concept



An illustrative aerial view of refined redevelopment concept—commercial village at the prominent intersection and various housing types

CAUSEY GATEWAY

Recommendations

The following recommendations serve as action items to implement the redevelopment concept.

Land Use + Development

The best-fit commercial use for the Causey Gateway is community-level retail. No industrial uses are recommended for the area. The majority of development, however, is envisioned to be a mix of housing types ranging from cottage courts, to townhomes, to more traditional single-family products.

IMPLEMENTATION ACTIONS:

- Currently Causey Gateway is zoned mostly for C-H and C-G, which does not align with the predominantly residential concept. To improve alignment between the vision and regulations, the following is recommended:
 - Define cottage courts as a use in zoning code—clarifying whether they are considered single-family or multi-family as well as which zoning districts permit them.
 - Consider rezoning parcels where the vision shows residential units but are currently zoned heavy commercial (C-H) to a zoning district that allows a residential mix, like high-density residential (R-HD).
 - Consider rezoning outer edges to medium density single-family (R-MD) for outer as they approach existing lower density residential.
- Instead of the preceding piecemeal rezonings, consider rezoning the residential portion of the vision to Planned Residential Development (PRD). This zoning district allows a diversity of housing types, flexibility of design for roads and alleys, parking, etc. However, PRD requires a min of 2 acres, so smaller lots would be limited as potential PRD unless consolidated.
- Identify and engage with homeowners in Stonebrook to understand their concerns
- There is currently development interest in this parcel; the County should meet with developers, sharing the concept and how it can work from a regulatory perspective.
- Work with the City of Austell on a long-range strategy to redevelop parcels along Hotel Street. Long term, it would be ideal for this area to develop into a residential area and serve as an alternative way for people walk and bike between the Causey Gateway and downtown Austell without using VMH. The street grid for this is already largely in place.
- Organize a tour with Douglas County elected officials to visit projects in the region with similar components, such as:
 - Cottages on Vaughan – Clarkston
 - The Shops at Belmont - Smyrna



Cottage court development in Clarkston, GA
(source: SaportaReport)



The Shops at Belmont development includes gateway signage and residential behind this commercial district
(source: Halpern Enterprises)

CAUSEY GATEWAY

Transportation

As with most of the other areas in the Lithia Springs study, the greatest opportunity for change comes with planned transportation improvements.

- GDOT's current planned corner-quad intersection is at odds with the vision for the Causey Gateway. Douglas County should advocate as strongly as possible for either an alternative solution to the intersection's challenges or at a minimum, ensure that there is at least two points of local access on the new roadway.
- The County will also need to monitor the evolution of GDOT's truck-friendly lane project on Thornton Road to find ways to minimize the negative impacts of trucks on the experience of the commercial area.
- One of the benefits of the Causey Gateway development is the addition of a denser network of local streets. These would be built through the private development process.
- Long term, there is a project to widen VMH, which will need to be considered in terms of streetscape and gateway improvements.
- As the Sweetwater Creek Greenway is established and recognized as an important amenity, there may be an opportunity to improve Sweetwater Shopping Center located across VHM from the Causey Gateway (see Chapter 8 for information on Sweetwater Greenway). Recruiting a higher

end grocery chain, such as a Sprouts, would be a great economic attractor to quality development in the area. If this comes to pass, there will be a need for improved pedestrian connectivity across VMH between the two developments.

Urban Design + Placemaking

The concept includes a series of primarily passive greenspaces that would be part of the private development concept.

In addition to greenspace, there are three major urban design and placemaking opportunities: leveraging the history of the area, accentuating natural features, and investing significantly in attractive streetscape.

GATEWAY TO HISTORY

The best placemaking is often rooted in an area's history and natural environment, both of which tend to get obscured over time and suburbanization.

One of the most interesting aspects of the Causey Gateway is its association with LPGA founder and championship golfer Louise Suggs. The County should reach out to the LPGA and the Suggs family to discuss a way to commemorate her at this high-visibility intersection. The challenge will be to create a gateway that can be experienced both by someone visiting the commercial area and as someone passing through on VMH/Thornton Road.



LPGA Founder Louise Suggs

(source: New York Times)

CAUSEY GATEWAY

This gateway element is something that can happen in the short term. Currently there is a strip of land in the public right of way (ROW); however, whatever is installed should anticipate a future widening of VMH that could impact the size of this area.

NATURAL FEATURES

Several natural features of the site should also be maximized to ensure that Causey Gateway has a sense of place. Primarily these are the existing water features, which should be integrated seamlessly into the site plan. The bedrock of granite/gneiss should also be part of the design where possible, exposing interesting outcrops and treating them as places of interest or focal points of smaller green spaces.

STREETSCAPE

Getting the streetscape right at the Causey Gateway will be critical. Most importantly, there will need to be a balance struck along Thornton Road and VMH to buffer people from trucks and these roadway's heavy traffic, yet not obscure the development from view. Typical streetscape elements should be included: green medians, wide continuous sidewalks, and pedestrian-scaled lighting. In this context, the green medians should include low-level plantings, like grasses, rather than trees to minimize interference with freight trucks as well as maintain views of the commercial development. Wide, landscaped buffers should be a safety and design priority to create an attractive barrier between pedestrians and the busy roads. These

landscaped buffers should include street trees, but not in locations that would screen the commercial district.

It seems the 'truck-friendly' lanes CTP project on Thornton Road has morphed into a largely operational project; however, if any physical improvements stem from this investment, the County should advocate for streetscape improvements on Thornton Road, particularly near its intersection with VMH.

Similarly, once a realistic schedule for the VMH widening is understood, the County should advocate for significant streetscape improvements in conjunction with this major infrastructure investment.



Existing rock outcrop at intersection of Causey Road and Smith Hill Road

VETERANS MEMORIAL HIGHWAY (VMH) CORRIDOR

Introduction

Existing Conditions

Concept Development

Refined Concept

Recommendations





Used auto-shops are common along VMH



Historic Lithia Springs - VMH and S Sweetwater Road

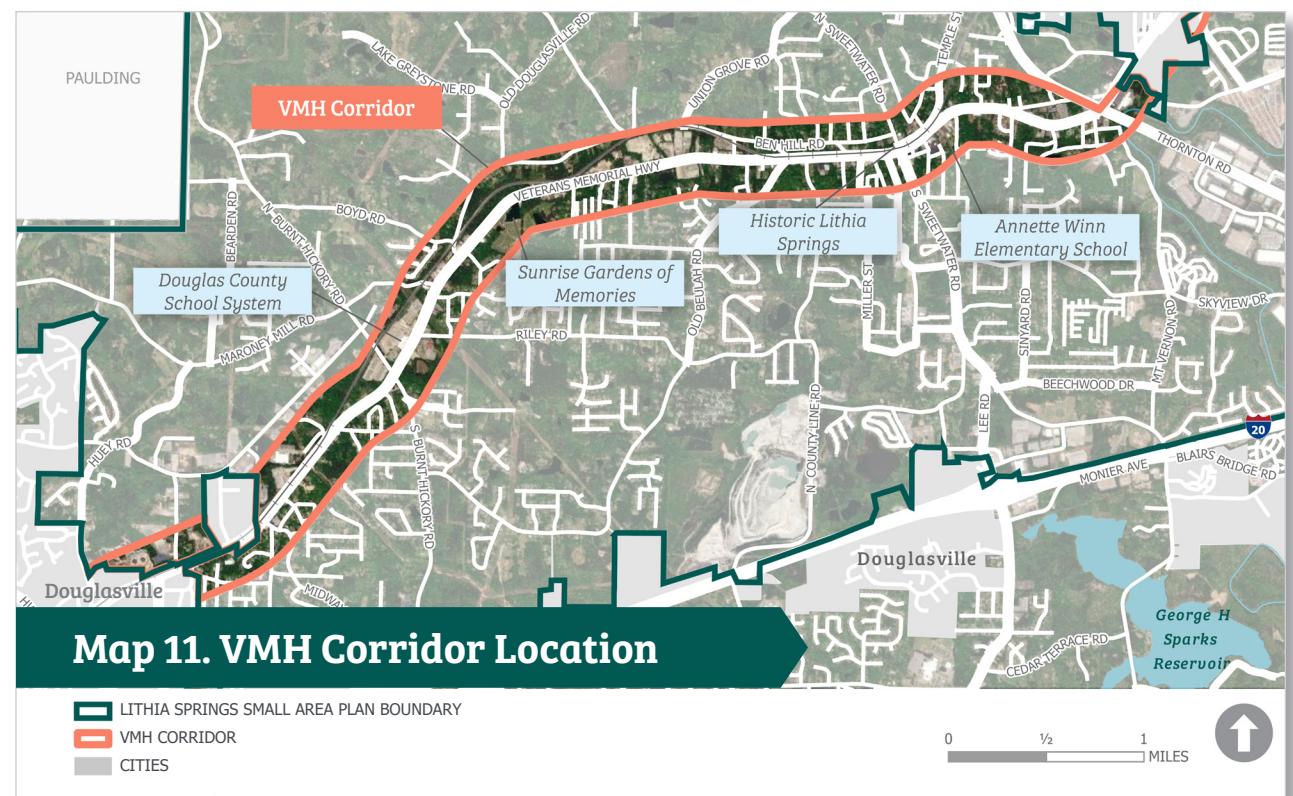


Existing industrial along VMH

VMH CORRIDOR

Introduction

Veterans Memorial Highway (VMH) is a key organizing element of the greater Lithia Springs area and is considered the “Main Street” for not only Lithia Springs but also all of Douglas County. This historic auto trail connected the east coast to the west coast before the Interstate system. With the construction of the Interstate, many trips diverted away from VMH leaving businesses with fewer potential customers passing by. Now, the corridor continues to suffer from disinvestment, made clear in that few buildings have been constructed in the last 20 years. In an interview, one stakeholder described the corridor as “old and country” as the corridor does not serve modern needs. The uncertainty of a road widening project along VMH further exacerbates this lack of investment. This long, looming project does not encourage owners to invest in maintaining their property because of potential property acquisition needed to widen the road. For these reasons, VMH needs a clear vision to strategically catalyze its revitalization.



VMH CORRIDOR

Existing Conditions*

Existing Land Use and Character

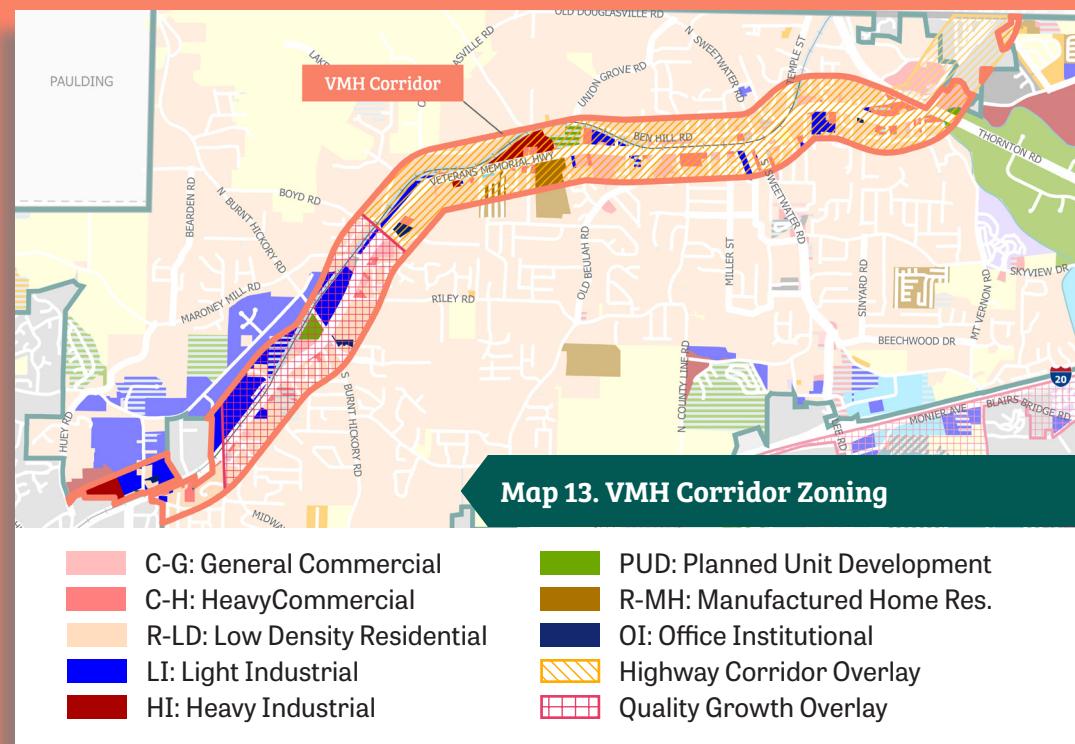
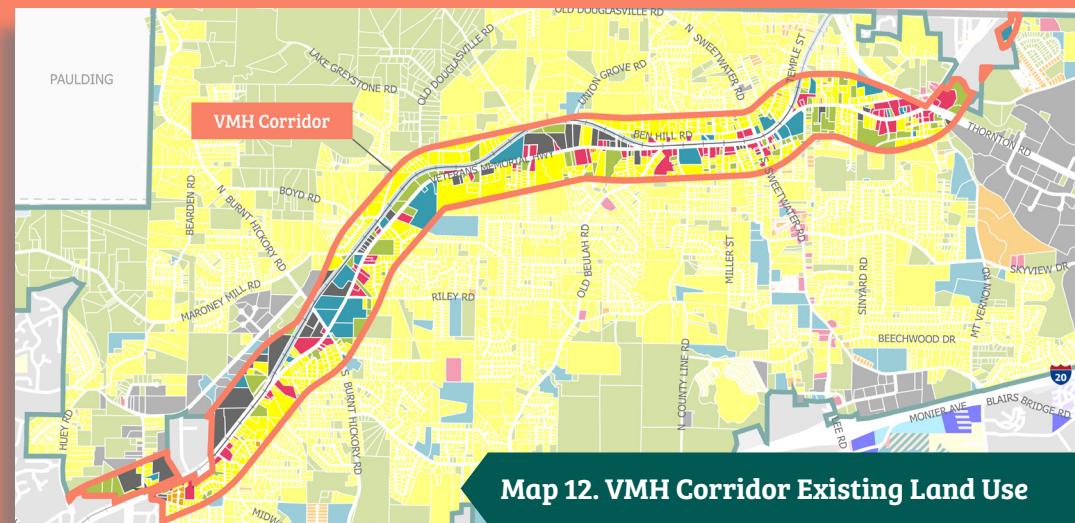
The VMH corridor currently exhibits ad hoc development pattern with predominantly car-oriented commercial uses characteristic of its automotive trail history. Gas stations, auto repair shops, and used car dealerships are common. Interspersed along the corridor are single-family homes, often next door to incompatible uses. There are pockets of industrial uses, like recycling centers. Institutional uses, like an elementary school and the Douglas County School System, are also present on VMH.

At the historic core of Lithia Springs, there are more consistent commercial land uses characteristic of a historic town center. Retail uses, like Wyatts Pharmacy, cluster near the intersection of VMH and South Sweetwater Road. The town center also boasts some historic buildings ideal for generating pedestrian activity because of their scale; however, the intersection and commercial district lack sidewalk and car-oriented uses, like tire shops, are still prevalent.

Overall, stakeholders expressed that several businesses along VMH look poorly maintained and outdated. There is little to do, and its current uses do not generate activity throughout the day.

One possible reason for the lack of investment is that the majority of the corridor sits atop granite bedrock, making redevelopment challenging. Sewer access is also scattered, adding yet another barrier to development.

*Full details in appendix



VMH CORRIDOR

Zoning

Shown in Map 13 on the previous page, zoning in the VMH study area reflects its patchwork development pattern. General and heavy commercial zoning is widespread, particularly in the Historic Lithia Springs area, but there are pockets of light and heavy industrial and low density residential zoning. Notably, VMH is subject to two overlays: the Highway Corridor Overlay and Quality Growth Overlay. East of Boyd Road, the Highway Corridor Overlay imposes design standards to promote high-quality redevelopment in the portion of VMH that is already developed. Between the City of Douglasville and Boyd Road, the Quality Growth Overlay applies to an undeveloped part of VMH that is anticipated to experience substantial change. Its stipulations focus on protecting natural resources and promoting the highest-and-best-use development.



Historic core has a human scale that is pedestrian friendly but lacks pedestrian infrastructure.

Transportation

VMH is a major east-west route through the County and is sometimes used as an alternative route for the Interstate. Only a small portion of the corridor is served by Connect Douglas transit, with Route 40 serving South Sweetwater Road and VMH until it turns east on Thornton Road.

Sidewalks are generally lacking along the corridor, particularly in the historic core of Lithia Springs. The CTP identifies this particular part of the corridor as a high priority pedestrian area, yet sidewalk projects are not programmed. Stakeholders have stressed the need for sidewalk connectivity in this area, particularly to attract business and improve the area's aesthetic.

Needs

- 1 Encourage maintenance or redevelopment of existing building stock
- 2 Account for potential future road widening in improvement projects
- 3 Promote walkability along the corridor, particularly around the historic core

Opportunities

- 1 Create a walkable, people-scaled town center with restored extant buildings as focal point
- 2 Cater to residents from surrounding stable neighborhoods with services like retail and restaurants
- 3 Celebrate Lithia Springs history and existing community identity

VMH CORRIDOR

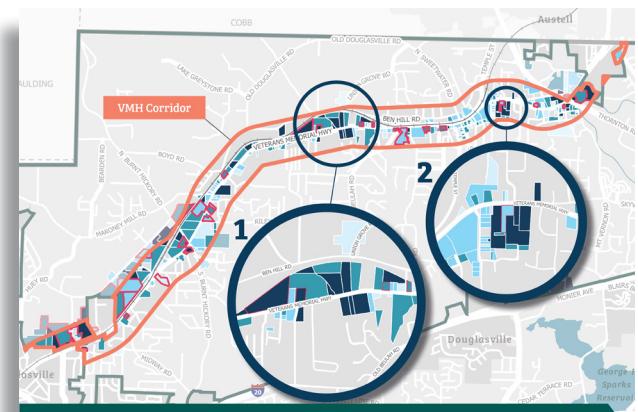
Concept Development

Similar to the gateways, the project team devised two concepts to present at a public workshop. However, the VMH concepts showed a high-level, land use perspective rather than specific redevelopment visions. The two land use concepts—Nodal Development and Historic Town Center—took different approaches to revitalizing the corridor.

Concept A – Nodal Development

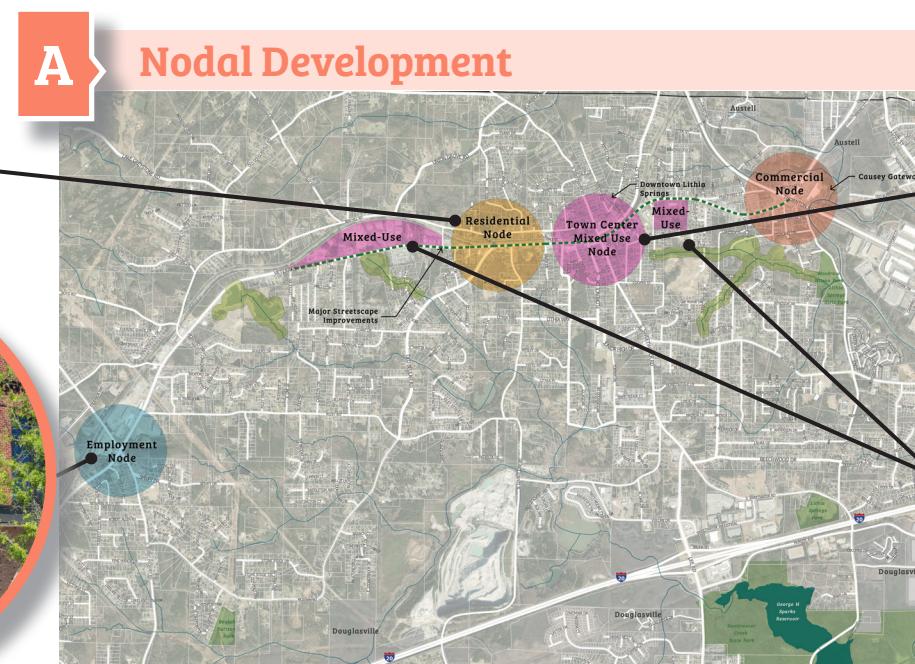
The Nodal Development concept spreads revitalization efforts to key points along VMH. Causey Gateway acts as the eastern most

commercial node. West of the Causey Gateway, there are three mixed use nodes, one at the historic core of Lithia Springs and two at areas that scored highly for redevelopment potential (shown on map to the right; refer to pages 10-11 for a summary of the redevelopment analysis). The concept identifies a key area for medium density residential that would support two mixed use nodes. Where VMH intersects with Old Burnt Hickory Road, professional uses like office, light industrial, and other job-generating uses are concentrated. The concept envisions major streetscape improvements from Thornton Road west to Little Road.



Map 14. VMH Redevelopment Potential

Lowest Redevelopment Potential
Highest Redevelopment Potential
Brownfield Sites



Medium-density residential



Professional uses



Mixed-use town center



Mixed-use development

VMH CORRIDOR

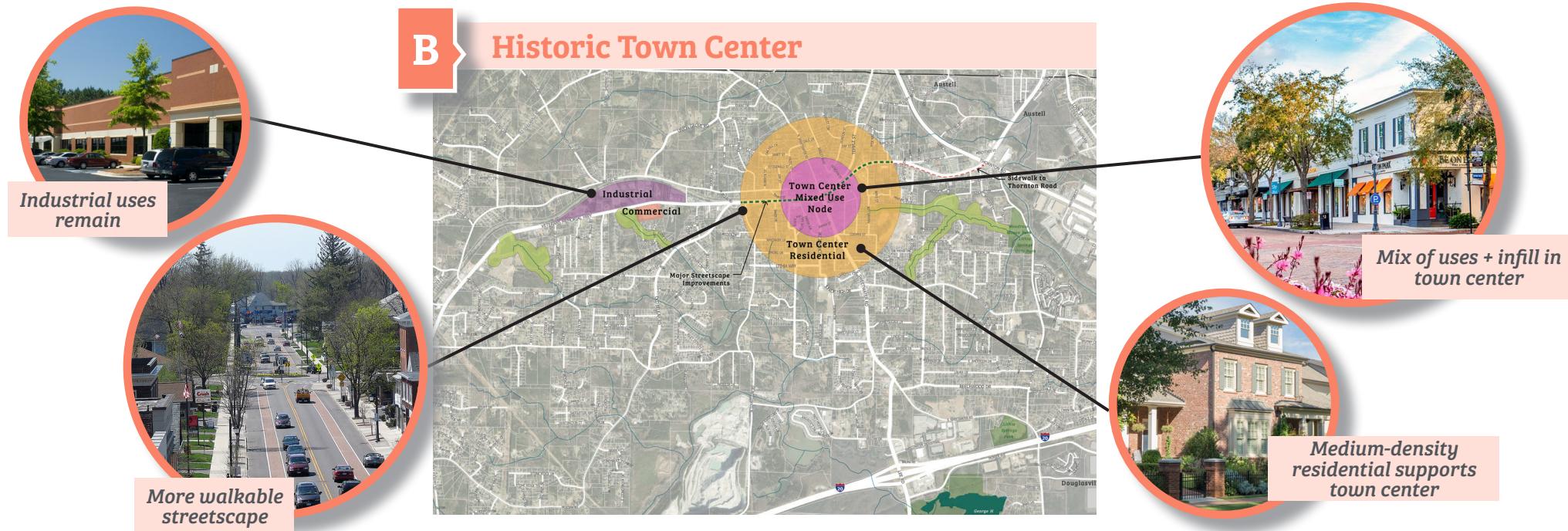
Concept B – Historic Town Center

Concept B takes a different approach to catalyzing development along VMH. Instead of spreading efforts, the Historic Town Center concept targets the historic core of Lithia Springs for mixed use redevelopment with the assumption that creating a successful, vibrant center will catalyze investment elsewhere along VMH. Following Concept B, the County would focus policies, economic development tools,

and other efforts to promote infill development and revitalization of existing historic buildings. Streetscape improvements are also confined to the historic core, with the focus of creating a more walkable environment. To further support existing and future town center businesses, medium density residential uses would add more patrons within walking distance.

The concept also shows the northern section of VMH between Little Road and Harper Road as all

industrial uses, whereas now, it has other uses peppered in with existing industrial. Concept B envisions this industrial district with right-sized facilities for modern industrial operations.



VMH CORRIDOR

Refined Concepts

At the workshop, attendees considered the two concept approaches. The need for transit along the corridor came up in discussion. Discussions also emphasized that the Lithia Springs community has a history of coming together to enact change. Overall, preferences were mixed. Participants in the facilitated workshop leaned toward Concept A while drop-in attendees preferred Concept B, but oddly, for the same reason. Each group believed that its preferred concept was the more practical and achievable vision.

Feedback on Concept A

Drop-in attendees preferred the nodal development concept, citing that it was more practical than Concept B; however, these attendees noted that Concept A would take a considerable amount of resources to implement and would spread County resources thin.

Feedback on Concept B

Facilitated workshop participants believed that focusing efforts on the Historic Town Center would be more attainable than spreading attention to various points along the corridor. The walkable town center captured the sense of community that participants desired. One drop-in attendee commented that the property acquisition needed to create a cohesive town center would be extremely challenging.



Refined Concepts

Because of the mixed reviews, the project team took parts of both concepts to meld together a final vision. Shown on the following page, the refined vision outlines future land uses to specific parcels.

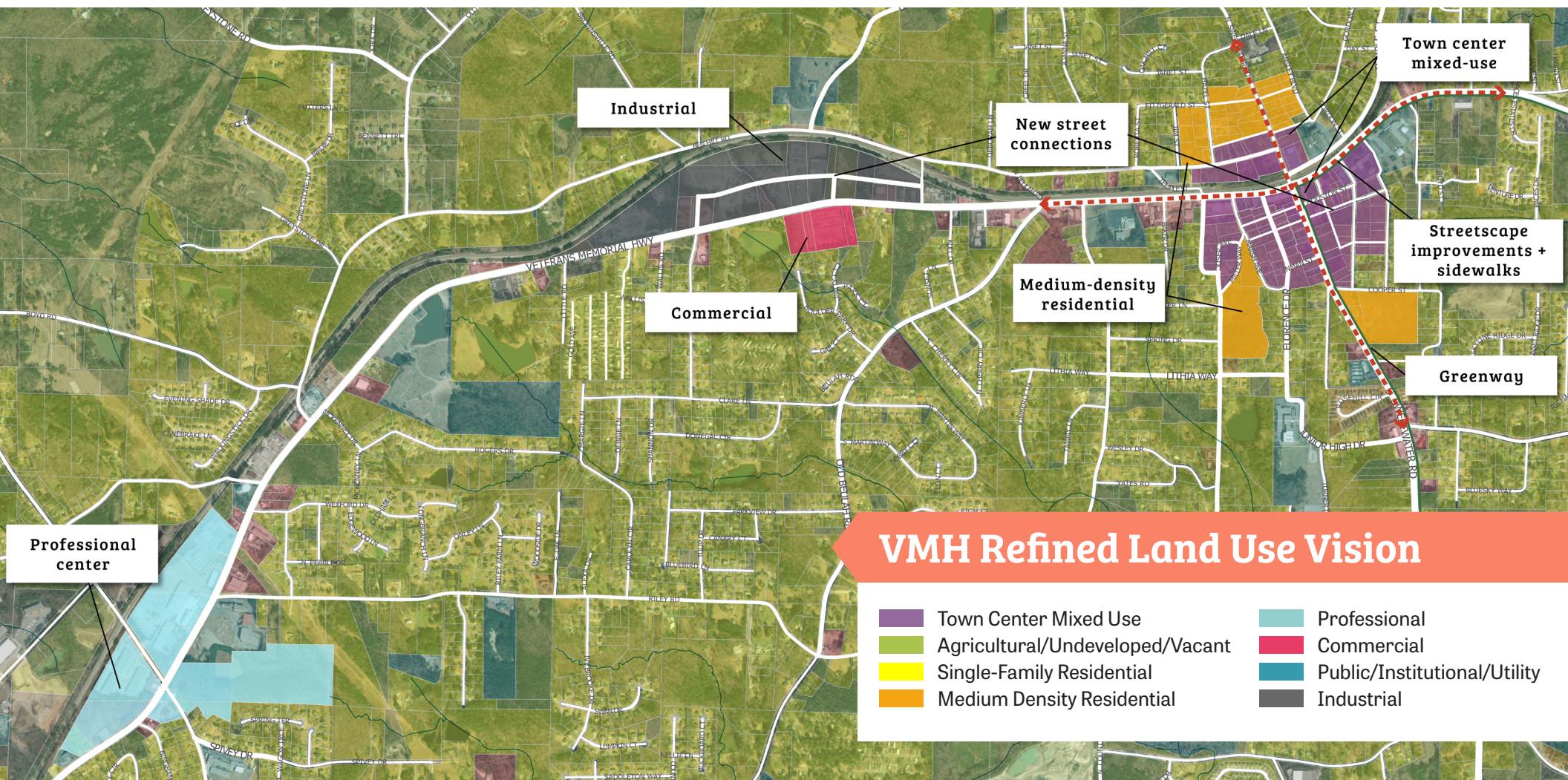
Elements from the Historic Town Center concept feature prominently in the refined concept. The land use vision focuses on developing a mixed-use town center surrounded by denser residential uses, like townhomes and high-density single-family homes.

Streetscape improvements are also targeted in the historic core to foster a walkable environment. The Sweetwater Creek Greenway



concept, discussed in Chapter 8, is envisioned to follow VMH and South Sweetwater Road, further elevating the bike and pedestrian infrastructure in the area.

Industrial land uses remain and extend to neighboring parcels further west down the corridor. From Concept A, the professional node was incorporated into the final concept to encourage employment-generating uses to cluster at this intersection.



Professional and commercial uses



Medium-density residential



Walkable town center



Improved streetscape + walkability

VMH CORRIDOR

Recommendations

The following recommendations aid the County in realizing the vision outlined in the VMH land use framework.

Land Use and Development

The land use vision focuses on the development of three different centers of activity: the Historic Lithia Springs area, an enhanced industrial area west of Harper Road, and an professional center focused at Burnt Hickory Road.

Specific to Historic Lithia Springs, one of the easiest ways to attract development interest is to start with housing. Attracting new, denser housing will signal to the broader the community that change is at last happening on VMH. Recommended housing types include townhomes, duplexes, triplexes and quadplexes. To better fit in with the surrounding single family neighborhoods, apartments are not recommended. With this 'gentle' density, more rooftops translate into more potential customers to support the types of new businesses desired in downtown Historic Lithia Springs.

To achieve this desired housing mix, key parcels in/near Historic Lithia Springs need to be rezoned to a combination of Medium Density Residential (R-MD) and High Density Residential (R-HD). R-MD allows for duplexes, and R-HD allows for townhomes, triplexes, and quadplexes. Any parcels abutting existing

single-family homes should be rezoned to R-MD to better transition into established residences.

Zoning and land development regulation changes are a key implementation mechanism for other parts of the VMH corridor. Currently, Low Density Residential (R-LD) zoning is widely spread along the corridor. VMH can support much more residential density and commercial uses. Targeted rezonings away from R-LD will be needed.

For both the industrial area and professional center, rezoning R-LD properties over time to more compatible zoning districts like Light Industrial (LI) or Heavy Commercial (C-H) will better define these spaces as employment-generating hubs. Specific to the professional center, the County should also consider amending the Quality Growth Development Overlay to require sidewalks.

For the industrial area, one strategy to encourage redevelopment along VMH is to facilitate the assembly of key parcels. These parcels include the industrial parcels west of Harper Road; although many are sizable, aggregating three or four of these parcels would create a much more appealing project to the development community.

Elsewhere along the corridor, higher residential densities like R-MD and R-HD would better support future commercial developments than R-LD.

Supporting Creative Businesses

One goal of the VMH plan is to expand opportunities for creative businesses to thrive in the greater Lithia Springs area. Becoming part of the Georgia Main Street program—whether as a classic Main Street program or a downtown affiliate—is one way to provide a formalized support system to small, local businesses looking to grow.

Many of these businesses would benefit from high-visibility, high-traffic areas. As the VMH corridor develops, the County should ensure that spaces on the Lithia Springs "oceanfront"—the Sweetwater Greenway—are available for small businesses. Ways to encourage range from reduce minimum square footage for retail spaces to very low amounts like 300 square feet to more intensive projects like the County renting a storefront space to incubate small creative businesses who can apply for the space, and set up shop for a nominal monthly rent.

Another aspect to supporting creative businesses is making sure there are affordable, flexible spaces where creative businesses can take root and grow. Oftentimes, the presence of these spaces is limited by code requirements.

VMH CORRIDOR

To better support small creative businesses, the following provisions in the County's code should be reconsidered along VMH:

- Expand maker businesses as allowable uses into other districts.
- Add of "craft manufacturing" or "maker space" as a use in the zoning code.
- Allow for small scale manufacturing of goods to be sold on premises, limited by size of establishment.
- Allow art studios and similar uses by right in industrial districts instead of requiring a Special Permit to take advantage of aging industrial sites.

A final strategy is to work with properties that already in place but could use improvement such as Bill's Flea Market. This market already supports many entrepreneurs and small businesses, but its lack of improvements and challenging physical conditions are likely a deterrent to potential customers.

Local governments are prohibited from directly allocating grants to for-profit businesses; however, they can distribute certain federal funding for business renovations. The U.S. Department of Housing and Urban Development (HUD) allocates funding through its Community Development Block Grant (CDBG) program. Local governments can allocate CDBG funds to businesses for revitalization. Unfortunately, CDBG grants are hard to come by. Other options include connecting these

small businesses to Elevate Douglas, the County's economic development partnership, to learn about available small business loans and other business support programs.

Another potential strategy for this property is to pursue an assembly strategy where the Bill's Flea Market property includes the lake property next door. Together, these two properties provide a unique opportunity to create a creative shopping and recreation destination.

Transportation

As the heart of this area study, ensuring VMH's mobility efficiency is critical. A major action item is to coordinate more aggressively with GDOT to understand the agency's intentions around when it plans to widen VMH. This project getting underway can kickstart the redevelopment process not only by providing an opportunity to build a key segment of the Sweetwater Creek Greenway, but also to give property owners and businesses clarity on the futures of their parcels.

The proposed widening of Lee Road is also an opportunity to integrate streetscape improvements and build additional segments of the Sweetwater Creek Greenway.

Another key aspect is proactively creating a denser, more downtown-like grid of roadways in Lithia Springs.



Maker's space

(source: Georgia Tech College Of Engineering)

VMH CORRIDOR

Urban Design and Placemaking

The rich history of Lithia Springs is a trove of inspiration for placemaking and urban design. Design standards should be in place in Historic Lithia Springs to ensure that new buildings are people-scaled, front the street, and establish a classic “Main Street” atmosphere. This should be re-enforced by streetscape improvements on VMH and Lee Road in particular, as well as

accomplished through the development of the Sweetwater Creek Greenway.

Redevelopment and adaptive re-use are long-term projects that will take years to materialize. In the interim, and in partnership with the Georgia Main Street program and local arts organizations such as the Cultural Arts Council should pilot a mural façade program for key buildings in the corridor. Currently there are

a handful of buildings with great human scale, but their facades are lacking in visual interest. Working with property owners and pairing them with local artists, the County could sponsor a program that develops eye-catching murals that encompass whole building facades and help tell the story of Lithia Springs in a creative, compelling way.



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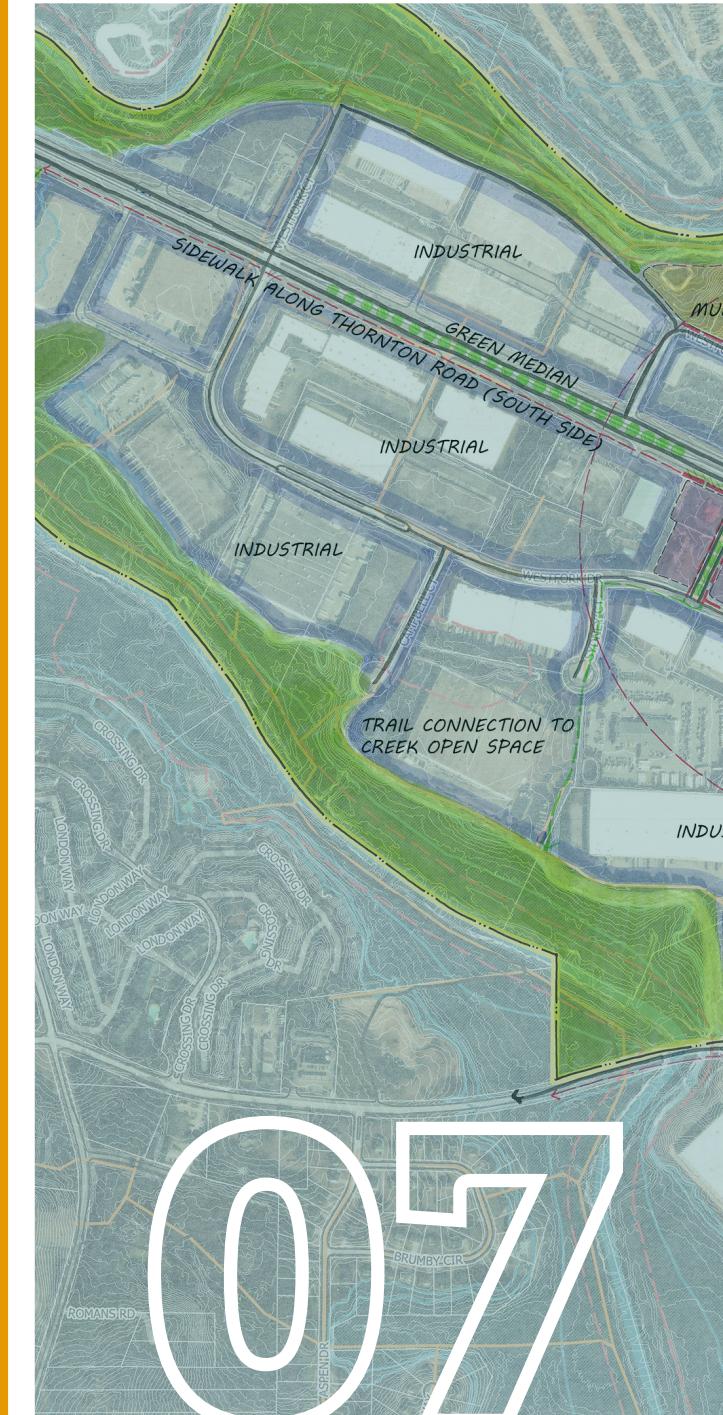
WESTFORK

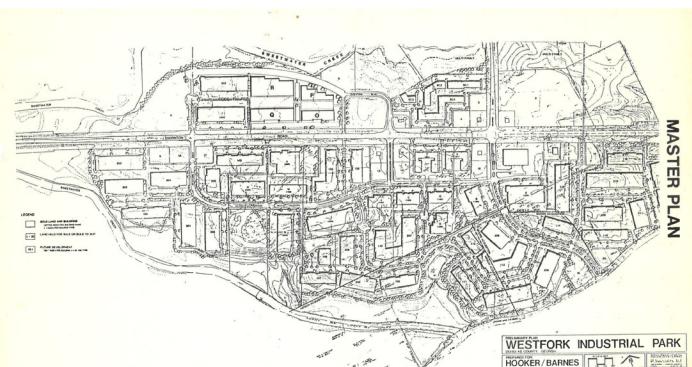
Introduction

Existing Conditions

Zoning Recommendation

Other Recommendations





Original 1973 Master Plan



Large-scale commercial on Thornton Road



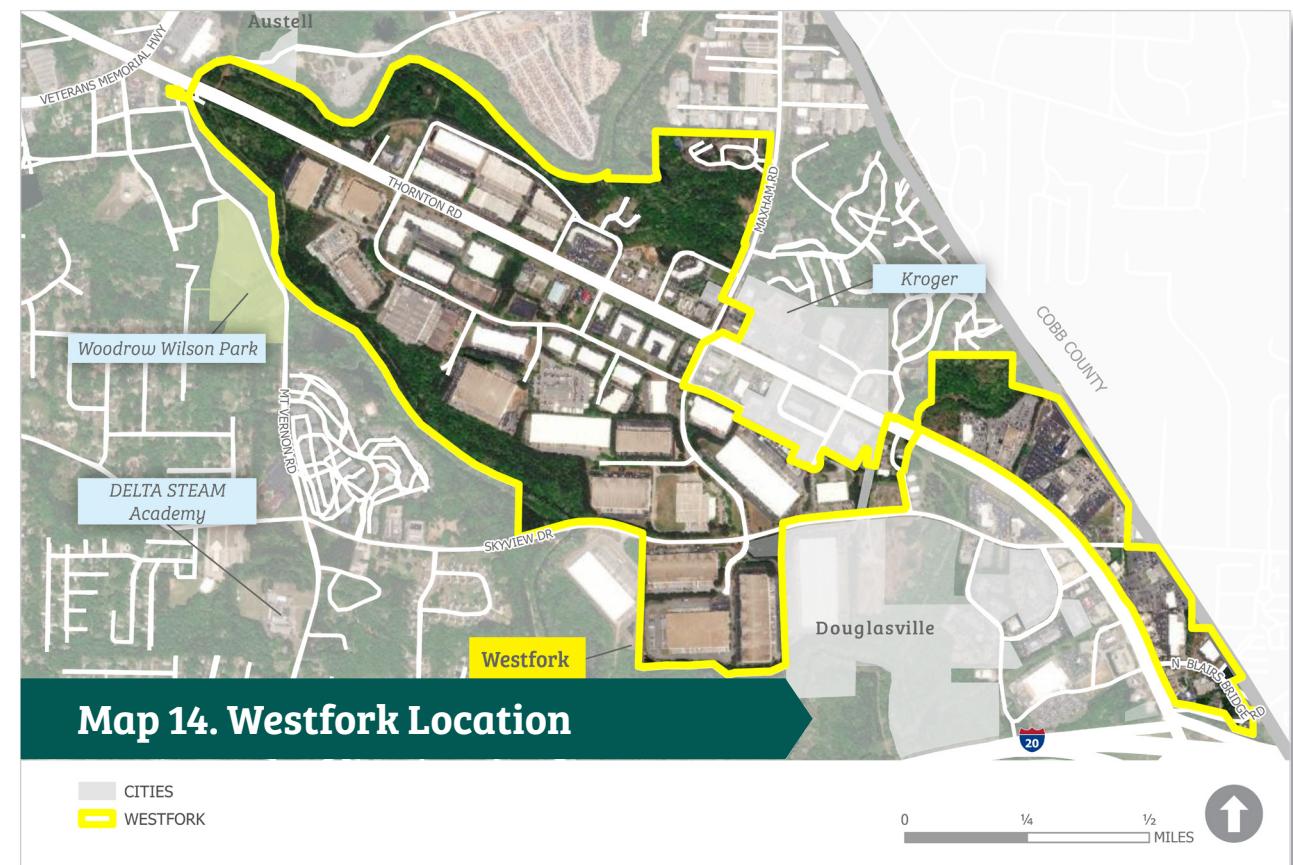
Large-scale industrial/warehouse

WESTFORK

Introduction

Centered along Thornton Road, the Westfork area is a unique part of Douglas County. Its current form—largely light industrial and large-scaled commercial uses—dates from 1973, when the area was imagined as the Westfork Industrial Park by the developer Hooker/Barnes. Before this, the area was mostly rolling farmland and floodplain around branches of Sweetwater Creek.

The master plan included technology and office parks, a distribution/industrial center, highway-oriented retail, some residential, and a 75-acre regional shopping center intended as an alternative to Greenbriar Mall. Over the 1980s and 1990s, much of the Westfork industrial and office concept became a reality, as did one of the residential developments. The regional shopping center, however, did not materialize.



WESTFORK

Unlike the other focus areas, Westfork is largely built out; therefore, the project team focused on urban design and zoning interventions rather than creating a redevelopment vision.

Existing Conditions*

Existing Land Use and Character

Today, Westfork has a mix of light industrial and flex commercial uses, with some auto-oriented retail serving travelers along Thornton Road.

The lower intensity, Class C flex commercial buildings fronting Thornton Road are the most limited in terms of the uses they can support—though they have the best visibility, they are smallest in size, have the smallest footprints, and the lowest ceiling heights. These limitations are reflected in the leasing; although few of these buildings are empty, many have vacancies, and tenant turnover is common.

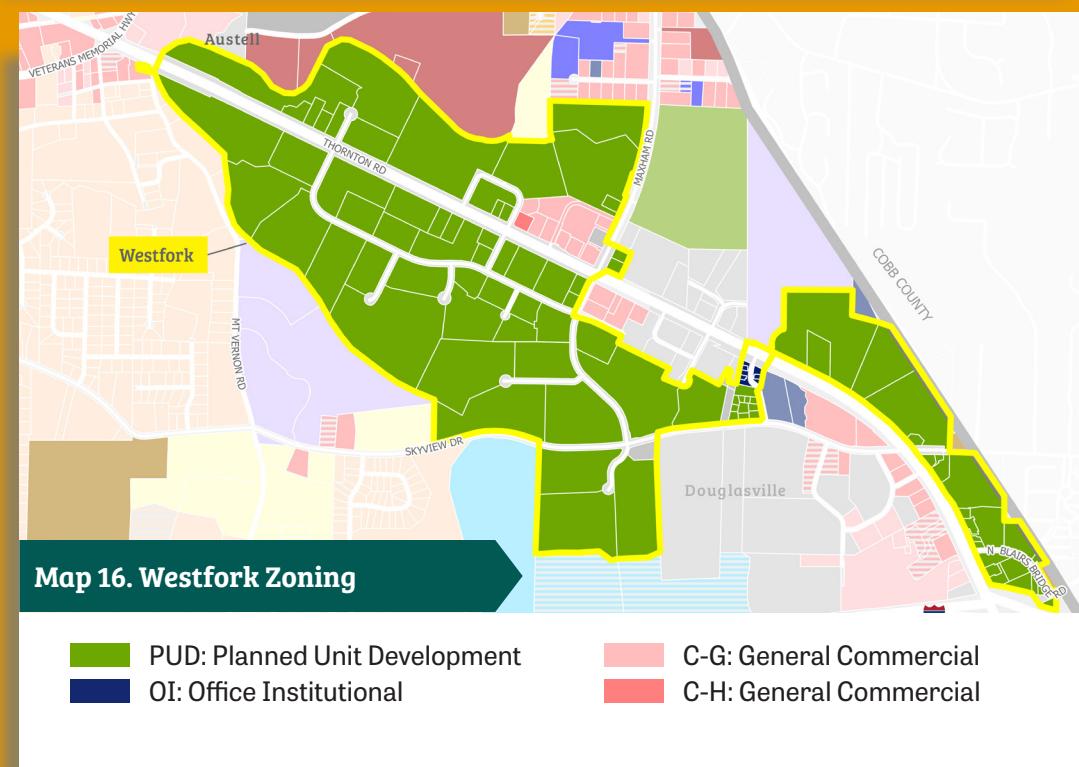
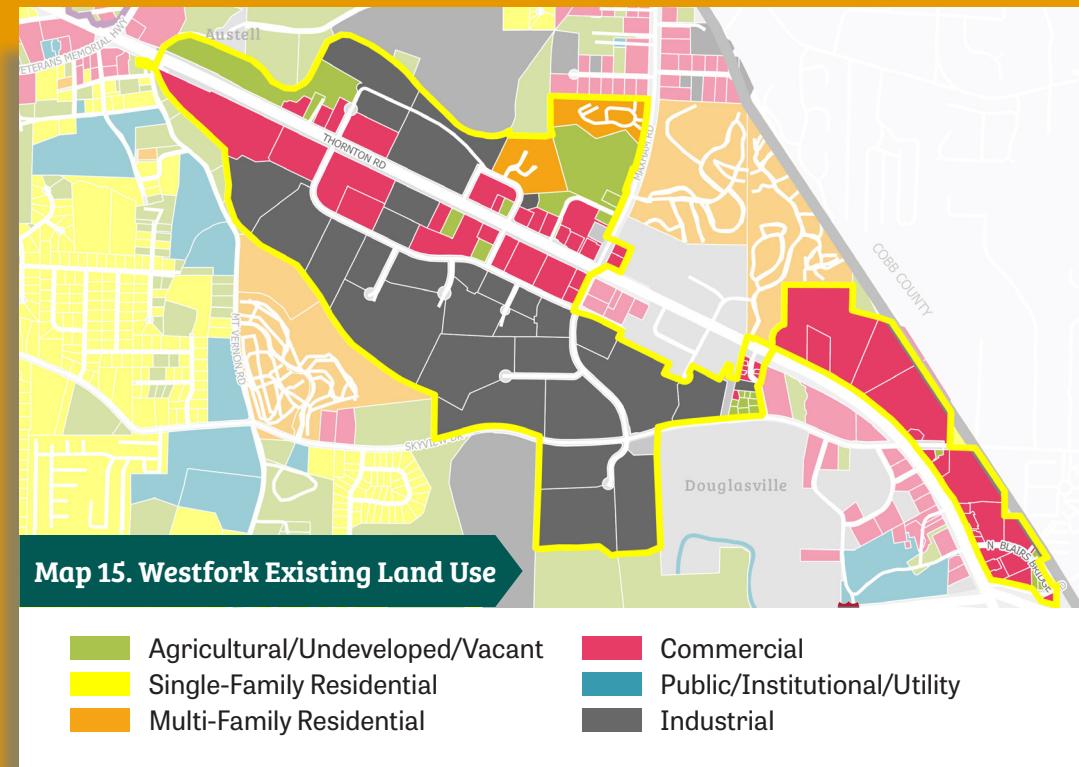
Industrial and warehousing uses are located further away from Thornton Road, particularly in the southern part of the district. These buildings are typically newer and larger, both in terms of total square footage and clear ceiling heights. These Class A industrial spaces are well leased, and can tap into the strong regional market for warehousing and distribution operations.

The edges of Westfork are characterized by two forks of Sweetwater Creek and its associated floodplains. These areas are densely wooded and provide a natural buffer between Westfork and neighboring uses, but also are a barrier to connectivity.

Zoning

Shown in Map 16, most of Westfork is zoned Planned Unit Development (PUD) with the exception of some properties located near the intersection of Maxham Road and Thornton

*Full details in appendix



WESTFORK

Road. These are zoned Commercial General (C-G) and Heavy Commercial (C-H).

The PUD zone is challenging for the County to administer. The original PUD application was vague, and the concept was not fully built out as planned. In particular, one of the challenges is in knowing which uses are allowed and which ones are not. There is a strong need for clear zoning regulations to provide better consistency in decision-making and support the vision of the plan.

Transportation

As the defining transportation feature of Westfork, Thornton Road serves dual purposes: short local trips and longer regional trips connecting to the interstate, creating conflict and congestion. As a result Thornton Road is a hotspot for vehicular crashes in Douglas County—especially those involving freight trucks. This segment of Thornton Road is a critical truck route connecting I-20 with the Norfolk-Southern

intermodal yard in Austell. The warehouse and distribution uses in Westfork further contribute to this freight traffic, and pose a challenge to creating a hospitable environment for other modes.

Bicycle and pedestrian safety is a concern on Thornton Road. Although major intersections have crosswalks, sidewalks are very limited, and there are no bicycle facilities. Maxham Road north of Thornton Road is the only roadway with consistent sidewalks, and the CTP identifies this intersection as a priority pedestrian area. Despite this infrastructure, bicyclist and pedestrian-involved crashes highly concentrate at the intersection Thornton Road and Maxham Road.

The Westfork area is well served by transit. Two transit lines serve the area: Xpress Route 476, connecting Hiram to Downtown and Midtown Atlanta and Connect Douglas Route 40, linking the West Douglas Park and Ride to Cobb County.



Intersection of Thornton Road and Maxham Road; Source: Crexi

Needs

- 1 Clarify appropriate uses and simplify zoning administration of the PUD
- 2 Expand and improve safety of pedestrian and bike infrastructure
- 3 Improve connectivity, where possible. Sweetwater Creek acts as a natural barrier

Opportunities

- 1 Capitalize on location and existing economic vitality of the district
- 2 Retrofit and expand uses of Class C flex buildings along Thornton Road
- 3 Create access to Sweetwater Creek—a beautiful natural resource and asset that is largely hidden

WESTFORK

Zoning Recommendation - Create the Westfork Overlay

The most important needed change in Westfork is clarifying the zoning that regulates it. Adopting a zoning overlay can resolve ambiguity on allowed and prohibited uses, addressing administrative issues.

An overlay can also act as a tool to achieve a desired vision. Specifically, it can establish streetscape and urban design standards to implement the desired future character of Westfork: a unique, campus-like environment with interconnected paths, public spaces, and attractive landscaping. As owners improve their properties over time—either as a part of partial or complete redevelopment—this vision is realized.

A Westfork Overlay should include these four key elements:

1. Define 'tiers' for distinct character/uses
2. Define prohibited uses and establish allowable uses
3. Define development and design standards
4. Establish redevelopment thresholds

1 Define 'tiers' for distinct areas

This overlay should differentiate between the two main types of spaces and land uses in the district: the older, more office/flex industrial type uses closer to Thornton Road and the newer, larger distribution centers closer to the edges. The standards and redevelopment thresholds can be consistent across both types, but the permitted uses should be different. The map on the following page outlines these recommended districts, or 'tiers.'

TIER 1: WESTFORK CORE + BUSINESS INCUBATION

The oldest buildings date mostly from the 1980s and do not meet the needs of 21st century industry: the building footprints are too small and the ceiling clearances are lower than desired. However, these spaces serve an important function as transitional spaces for smaller, office-heavy or very light industrial businesses that need affordable space and good access to infrastructure.

TIER 2: WESTFORK INDUSTRIAL + DISTRIBUTION

Because they were built later, the Tier 2 buildings at Westfork are larger and serve a different type of business. These are predominantly more established businesses associated with warehousing and distribution, as well as other types of large scaled uses like construction material exposition centers.

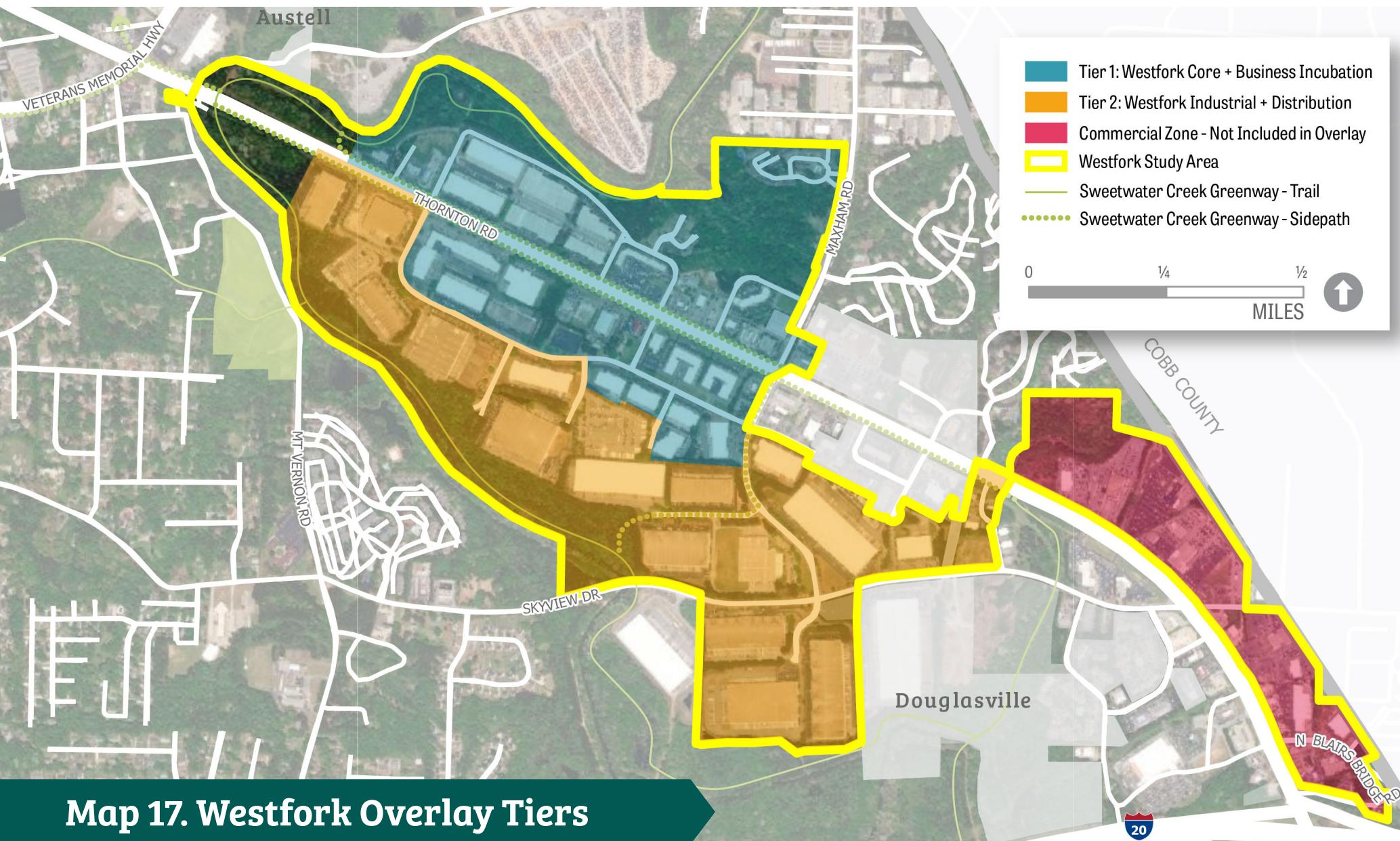
COMMERCIAL ZONE

East of the two tiers, car dealerships and other businesses form a distinct commercial area. The overlay should exclude these parcels. Instead, Douglas County should consider rezoning these parcels from PUD to C-H to simplify administration. Given the context of this area, consideration should be given to developing the CH zoning districted as Restricted (CH-R) to manage the uses that would be allowed in this area.

2 Define prohibited uses and establish allowable uses

To ensure consistency, the overlay should define permitted uses in a similar format to its Unified Development Code (UDC). In Article 2, Section 210, the UDC provides a table of allowed principal uses. The overlay should include a similar table to clarify allowable uses for the Westfork Overlay.

In general, Tier 1 Business Incubation Uses are more oriented to offices, professional services, and light industrial/manufacturing that occurs at an artisanal level rather than mass production. Tier 2 Industrial and Distribution uses include most of Tier 1 uses, but are expanded to include larger industrial uses, warehousing, and distribution uses as well—these are very similar to the County's current uses allowed and prohibited in L1. Appendix A has a complete listing of recommended prohibited and allowable uses, as well as uses that would require special use approval.



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3 Define Standards

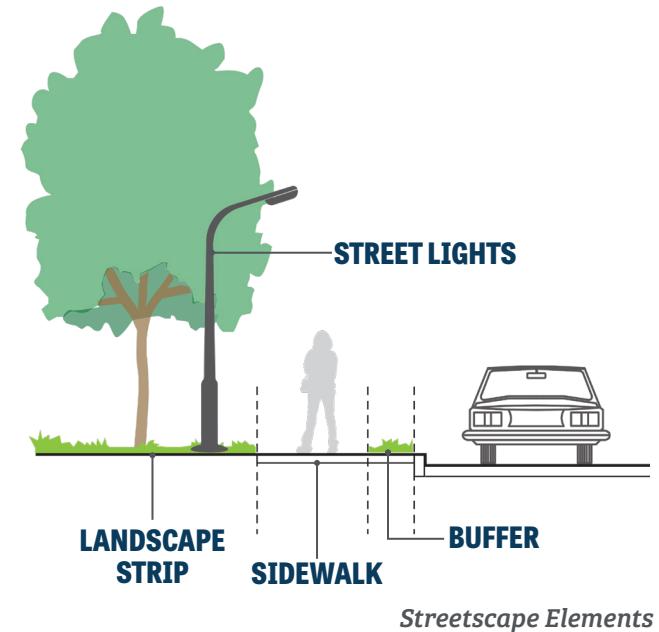
The overlay should include standards for various desired improvements in the district. Recommended sections for these standards are detailed below.

STREETSCAPE STANDARDS DEFINED BY TYPE

Defining streetscape standards by type will encourage a consistent streetscape throughout Westfork. Type refers to the roadway classification, differentiating between busier, larger roadways and local streets. Table B is an example of how the overlay could define those standards by

street type. Because the UDC inherently does not define these standards for PUD zoning, the table offers figures from other zoning districts or overlays as an example—not as a formal recommendation. The overlay is an opportunity to include these specifics and can reference existing portions of the UDC.

Suggested streetscape standards include minimum requirements for a landscaped setback between the sidewalk and curb (buffer); the width of sidewalk (sidewalk); a landscape strip at the back of the sidewalk on private property (landscape strip); and street lights.

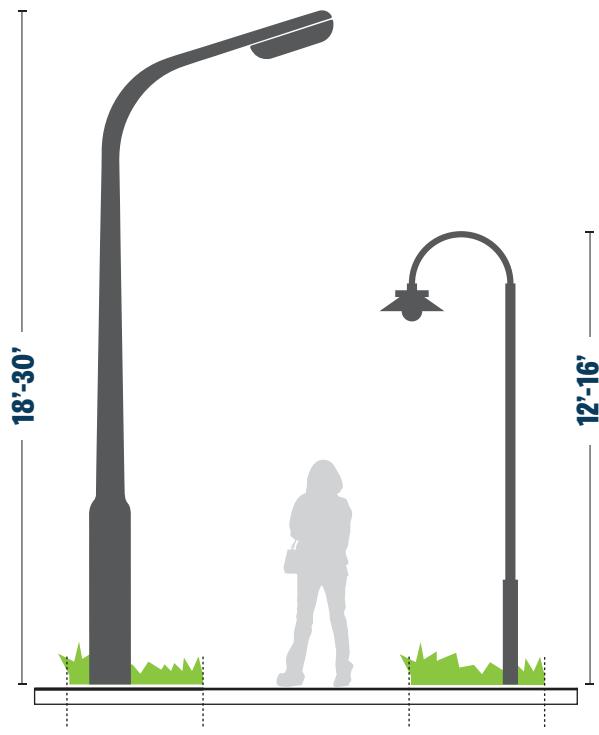


Streetscape Elements

Table B. Example Streetscape Table
(Illustrative Only)

Street type	Applicable streets	Buffer (sidewalk setback from curb)	Sidewalks	Landscape strip	Street lights
GDOT Controlled-Principal/Major/Minor Arterial, Major Collector	Thornton Road	GDOT Standards	Min. 5 ft. (GDOT Standard)	Min. 15 ft. (see Sec. 804.C.4.A (Sidewalks))	GDOT Standards
Principal/Major/Minor Arterial, Major Collector	Maxham Road (north of Thornton Road) and Skyview Drive	Min. 6 ft.	Min. 8 ft.	Min. 15 ft. (see Sec. 804.C.4.A (Sidewalks))	Required: pedestrian-scaled and vehicle-scaled (see Lighting Standards Sec. 4.30.7 of Overlay)
Local	Bosch Court, Campbell Court, Creekside Circle, Maxham Road (south of Thornton Road), Misty Lane, Sydney Court, Thornton Way, West Park Place, and Westfork Drive	Min. 2 ft.	Min. 5 ft.	Min. 10 ft. (see Sec. 804.C.4.A (Sidewalks))	Required: pedestrian-scaled (see Lighting Standards Sec. 4.30.7 of Overlay)

WESTFORK



**VEHICLE-SCALE
FIXTURES**

**PEDESTRIAN-SCALE
FIXTURES**

Lighting Scale

LIGHTING STANDARDS

The streetscape standards can require lighting, but a section devoted to Lighting Standards can further define the style, distribution, size, and other specifications. Recommended specifications include the following stipulations:

- Define and differentiate lighting scale by street type, e.g. pedestrian-scaled and vehicle-oriented
- Style and decorative characteristics, like fixture head, and type/finish
- Distance between streetlights
- Review requirements

PEDESTRIAN ACCESS

Improving walkability in Westfork is a priority. The overlay can stipulate sidewalk standards, but also pedestrian access to buildings. To further improve walkability, the pedestrian access section should require a walkway between buildings and adjacent public right-of-way at specified width.

ACCESS MANAGEMENT

Thornton Road is a congested thoroughfare, and managing vehicular access to this road may reduce unnecessary local trips. The Access Management section can include stipulations on driveways, and inter-parcel access to

reduce unnecessary congestion on Thornton, and other "Priority" corridors in the district. For instance, the section could specify the number of driveways per project, particularly on roads identified as "Priority" corridors. More importantly, the Access Management section can encourage inter-parcel access, such as joint driveways, cross-access drives, and access easements to facilitate vehicular movement between businesses, rather than on congested roadways.

BUILDING DESIGN

The overlay can include building design standards that encourage a cohesive look and higher-quality design. Westfork's large-scale commercial and industrial operations typically require large spaces, and their buildings exhibit this scale. While this scale serves an important function, it also poses design challenges, as these buildings often have large surface areas without much visual interest. At the same time, many of the original buildings in Westfork's master plan are approaching historical status. The overlay should include building design standards that promote more visual interest and other design elements while recognizing and preserving the historic character of Westfork.

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Some key building design elements to consider include:

- **Building entrance/pedestrian access:**

As a fundamental design element, building entrances should be clearly visible, accessible, and at a human-scale. These characteristics provide visual interest, deemphasize the bulk typical of Westfork buildings, and contribute to the connected, campus-like feel. The overlay can specify standards on how to achieve these design goals from landscaping, entrance canopies, and orientation toward the street.

- **Fenestration:**

Fenestration describes the amount, arrangement, and transparency of openings or glass on a building's façade, particularly windows and doors. Windows and doors

can create visual interest and break up the large surface areas typical of industrial and large-scale commercial buildings. Transparency is also a consideration as it subtly suggests that the public realm is being observed, contributing to safety. The overlay can specify these details on the desired fenestration.

- **Building materials:**

Exterior finishes are also essential to building design and quality. The overlay can specify appropriate exterior finish materials like brick, stucco, or stone. The overlay can also limit the proportion of a certain exterior building materials, like stucco. Because of the Westfork's historic character, stipulations should consider materials, like brick, that are compatible with the original buildings of the master plan.

- **Building façade:**

To create additional visual interest, the overlay can provide design standards for building façades. Creating a sense of depth, changing color or materials, and including other detailing can interrupt large expanses of otherwise flat surfaces.

Special consideration should be paid to the unique needs of different uses, especially industrial. Standards should focus on the front of the property visible from the street and the connection to the public realm. Outside of this, standards should lend some flexibility to the sides and rear of buildings.



The commercial buildings at 561 and 591 Thornton Road date back to the 1970s and are considered historic.

WESTFORK

4 Establish Redevelopment Thresholds

A critical piece to implementing the desired standards is to include specific redevelopment thresholds to trigger these required improvements. Defining these thresholds is essential because the district is largely built out, and complete redevelopment is unlikely. These will ensure that necessary upgrades are made, even when complete redevelopment is not contemplated.

Examples A and B show how different jurisdictions have defined redevelopment thresholds.

Example A establishes thresholds by the level of renovation. This includes destruction of a portion of an existing structure, the expansion of an existing structure, significant site disturbance, or a change of use.

Example B defines redevelopment thresholds by the cost of improvement in proportion to the fair market value of the structure.

Douglas County should choose how to define these thresholds based on past redevelopment activity, implementation goals, and ease of administration.

**Table C. Example Redevelopment Threshold Table - Level of Renovation
(Illustrative Only)**

Sections that shall apply	30% or more destruction	Expansion	Site disturbance	Change of use
Sec. ##.6 Streetscape standards	Mandatory	Not mandatory	Mandatory	Not mandatory
Sec. ##.7 Lighting standards	Mandatory	Not mandatory	Mandatory	Not mandatory
Sec. ##.8 Pedestrian access	Mandatory	Mandatory	Mandatory	Mandatory
Sec. ##.9 Access Management	Mandatory	Not mandatory	Not mandatory	Not mandatory
Sec. ##.10 Building Design	Mandatory	Mandatory	Mandatory	Mandatory

**Table D. Example Redevelopment Threshold Table - Cost of Improvement
(Illustrative Only)**

	Redevelopment costs as a % of the structure's fair market value		
Sections that shall apply	Less than 40%	40% - 70%	70% or more
Sec. ##.6 Streetscape Standards	Not mandatory	Mandatory	Mandatory
Sec. ##.7 Lighting Standards	Not mandatory	Mandatory	Mandatory
Sec. ##.8 Pedestrian Access	Mandatory	Mandatory	Mandatory
Sec. ##.9 Access Management	Not mandatory	Not mandatory	Mandatory
Sec. ##.10 Building Design	Not mandatory	Mandatory	Mandatory

WESTFORK

Recommended Outline

A recommended overlay outline is below:

SECTION 4.30. WESTFORK OVERLAY DISTRICT

Sec. 4.30.1. Purpose

The purpose of the Westfork Overlay District is to enhance the quality of design of the Westfork business district that respects the district's original master plan while promoting livability. The overlay is further intended to provide clarity on allowed and prohibited uses in the area as well as to encourage improved streetscapes and urban design throughout the district.

Sec. 4.30.2. Applicability

Sec. 4.30.3. Redevelopment Thresholds

Sec. 4.30.4. Definitions

Sec. 4.30.5. Use Provisions

A. General

B. Prohibited uses

Sec. 4.30.6. Streetscape Standards

A. Sidewalk setback from curb

B. Sidewalks

Sec. 4.30.7. Lighting Standards

Sec. 4.30.8. Pedestrian Access

Sec. 4.30.9. Access Management

A. Driveways

B. Inter-Parcel Access

Sec. 4.30.10. Building Design

Other Considerations

The overlay can be amended to include additional standards. One standard the County might consider in the future is a trails component for the Sweetwater Creek Greenway (see Chapter 8 for information on Sweetwater Greenway). Once the alignment is determined in further studies, certain redevelopment thresholds should trigger trail building in places where the trail alignment is on private property.

Other Recommendations

Westfork Community Improvement District

Because redevelopment is likely to happen very slowly, and/or not until far into the future, substantial improvements to the streetscape and landscaping will likely not happen through private development. One way to potentially expedite these improvements is to consider establishing a community improvement district (CID), which can advance the implementation of sidewalk networks, trails, and the general beautification of Westfork.

Branding and Promotion

Westfork is a unique place and creating a cohesive branding scheme can further advertise it as a business district. Now that Westfork's core has a concrete vision, Douglas County should consider promoting its identity



Photo from Gwinnett Daily Post

Gateway85 CID

Where Jimmy Carter Boulevard meets I-85, Gateway85 is a CID in Gwinnett County. Industrial, warehousing, and heavy commercial characterize the district—much like Westfork on a larger scale. Of its many functions, the CID promotes a distinct branding and signage scheme that creates a sense of place.

as a business incubation and entrepreneurship hub. The proposed CID can aid in implementing such a marketing campaign. While a CID itself is not well-equipped to recruit entrepreneurs or businesses, the CID can partner with agencies that can. For example, Elevate Douglas—the County's economic development arm—can work with the future CID to promote the district as a business incubation hub through recruitment.

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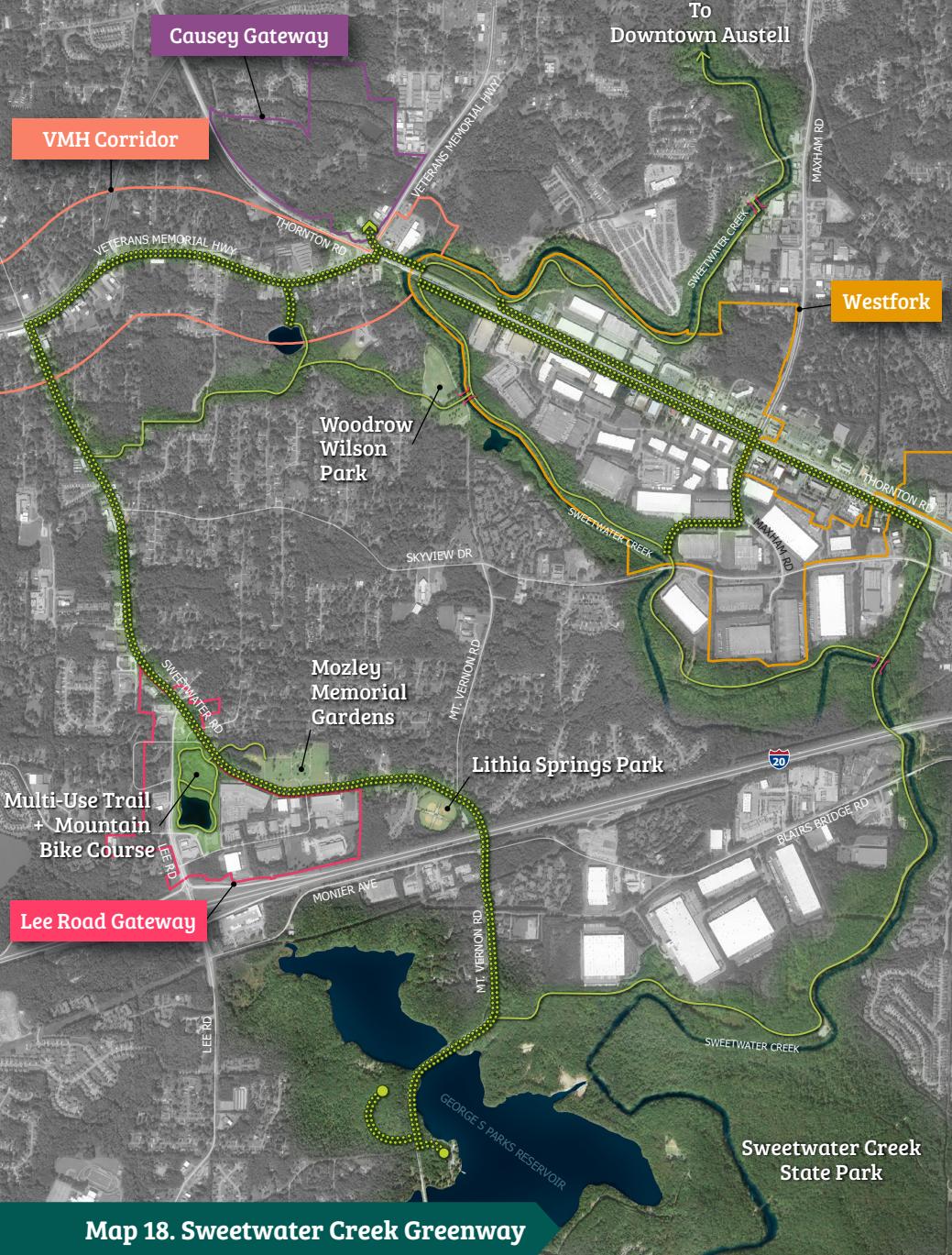
SWEETWATER CREEK GREENWAY

The Concept

The Incentive



08



SWEETWATER CREEK GREENWAY

The Concept

Each of the focus areas discussed in previous chapters are distinct but are still a part of the character of Lithia Springs. Creating the Sweetwater Creek Greenway, a multi-use trail, would further connect these critical areas, accentuate Lithia Springs' beautiful, natural features, and may spur development, particularly in the focus areas.

Connection

Shown in the map to the left, the Sweetwater Creek Greenway would connect Sweetwater Creek State Park along Sweetwater Creek north to the City of Austell in Cobb County. The system's concept provides people with an alternative, active way to access to several destinations than by car. Walkability was a key concern to Lithia Springs residents and stakeholders, and a multi-use trail system would create more walkable, connected spaces.

Key connections include greenspaces like the State Park and other local parks. Specifically, the proposed trail passes by Lithia Springs Park, the proposed passive park in the Lee Road Gateway, and Woodrow Wilson Park.

Other key destinations include commercial and business districts like the Lee Road and Causey Gateways, Historic Lithia Springs, Westfork, and Downtown Austell in Cobb County.

PROPOSED GREENWAY TRAIL

PROPOSED BRIDGE

PROPOSED SIDEPATH TRAIL

PROPOSED SIDEPATH TRAIL

PROPOSED SIDEPATH TRAIL

PROPOSED SIDEPATH TRAIL

SWEETWATER CREEK GREENWAY

Context-Sensitive Trails

While the primary trail would run along the creek, the Sweetwater Creek Greenway would act as a larger system of context-sensitive multi-use paths, including urban/suburban sidepath trails and rural, off-street greenway trails connected via bridges. While this is not the final, adopted alignment, Map 18 shows a conceptual mock-up of where these various trail typologies could work, and the imagery to the right shows examples of these trail typologies.

Building Out the System

The conceptual alignment of the trail system aims to maximize public right-of-way along streets and through County-owned property such as public parks; however, acquiring property and easements to create a continuous corridor will be necessary to build out this extensive system.

Much of the conceptual rural greenway system snakes along creeks and streams as well as through flood zones. Douglas County prohibits development of buildings and other structures in these areas to both protect water quality but also to prevent property damage from flooding. While most development is prohibited in these

areas, trail development is typically allowed—innately creating a continuous, natural corridor for trail development free of structures or other impediments. While there are few buildings to contend with, the County would still have to work with property owners to acquire trail easements on privately-owned land.

Accentuation of Natural Features

Sweetwater Creek is a defining natural feature of Lithia Springs, and the proposed greenway concept allows people to experience this natural asset; however, Sweetwater Creek needs environmental restoration. Currently, its banks are clogged with debris and in many places, it is no longer free flowing.

Local citizen, Howard Williams, developed the Sweetwater Blueway project with the express purpose of cleaning up the creek as it stretches through three counties: Douglas, Paulding, and Cobb. His goal is to restore it as a usable recreational blueway with activities like kayaking and fishing.

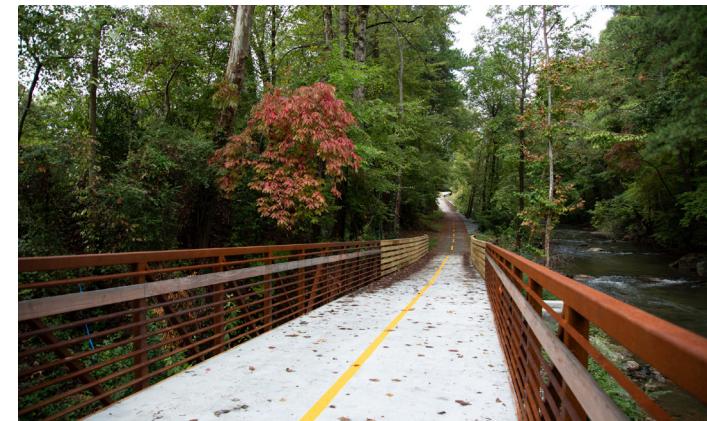
In conjunction with the Sweetwater Creek Greenway, the project would attract people to enjoy the creek and appreciate Lithia Springs' natural environment.



Urban/suburban sidepath trail Source: Emory News Center



Rural off-street greenway trail



Greenway bridge

Source: Cumberland Trails

SWEETWATER CREEK GREENWAY

The Incentive *Economic Development*

Trails provide countless economic development benefits to communities, including increased property values and tourism. Tourism and recreation-spending on hotels, gear, and other items provide a boost to the local economy.

This amenity can also draw development interest, whether it's commercial, residential, or mixed use. There are a number of variables other than trails that predict redevelopment, but greenways increase an area's quality of life and provide an amenity on which developers could capitalize. The redevelopment concept for the historic core of Lithia Springs shows how this path would be integrated into the fabric of the neighborhood.

Other Community Benefits

In addition to economic development, trails and greenway systems provide countless other community benefits. Implementing the Sweetwater Creek Greenway would further add to a sense of place—connecting the major redevelopment opportunities and further defining the distinct focus areas of Lithia Springs. These connections would also enhance multimodal mobility options, providing alternative, active transportation options and contributing to public health.



Existing - S Sweetwater Road at VMH



Future redevelopment and sidepath

LAND USE PLAN

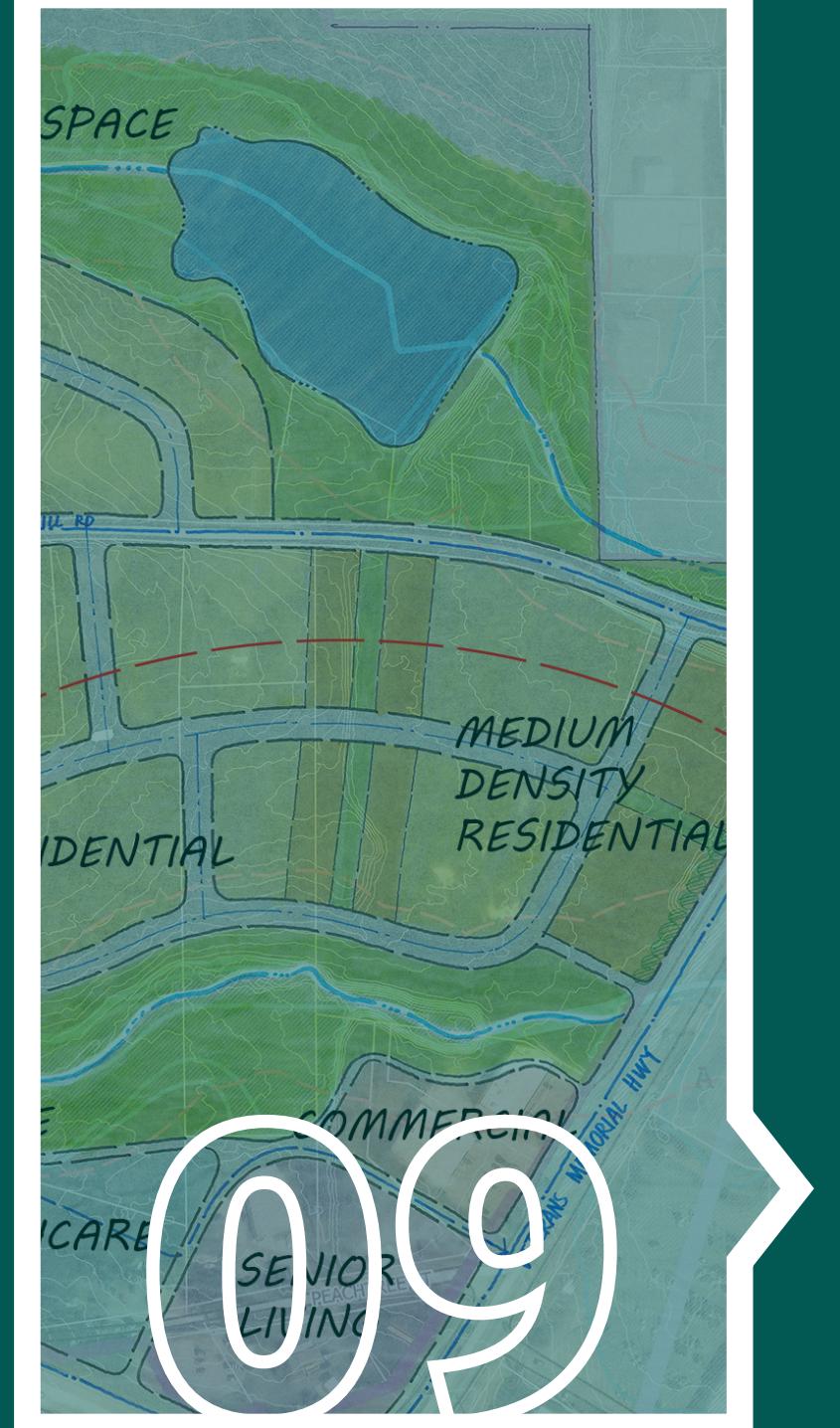
Overview

Causey Gateway

Lee Road Gateway

Historic Lithia Springs

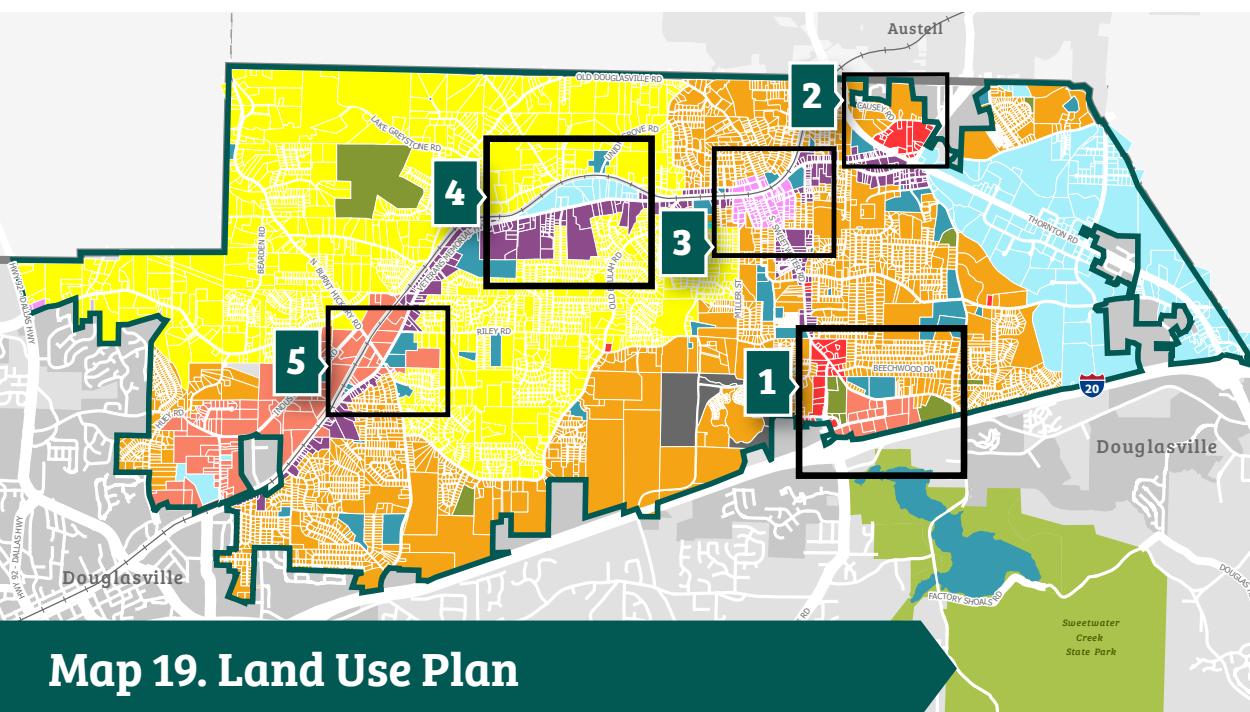
Industrial + Professional Center



LAND USE PLAN

Overview

Future land use designations used in the County's Comprehensive Plan serve as the base for the Lithia Springs land use plan depicted in the map below. The greater Lithia Springs area is home to stable residential neighborhoods that are unlikely to change drastically; therefore, the future land use map is largely unchanged. However, there are five key recommended differences (Map 19) along commercial corridors and nodes to support the redevelopment visions for the Causey Road Gateway, Lee Road Gateway, and VMH. Westfork's current future land use designations align with its future vision and is therefore, not included.



Key Future Land Uses

Suburban Residential

Predominantly characterized by established single-family residential neighborhoods

Urban Residential

Predominantly characterized by older, established single-family homes that may include a mix of single family, duplex and townhomes

Neighborhood Village Center

Small-scaled commercial and service uses located at key crossroad intersections that provide amenities to surrounding neighborhoods

Community Village Center

Higher intensity of commercial activity—like grocery stores and offices—designed to serve more than one neighborhood

Commerce Center

Industrial and office park type developments that are appropriately buffered from established and future residential development

Workplace Center

Current and future intensive commercial, office and technology development along major corridors that are major employment generators

Mixed Use Corridor

A mix of non-residential uses in proximity to major thoroughfares and support a greater urban density of form, scale and use

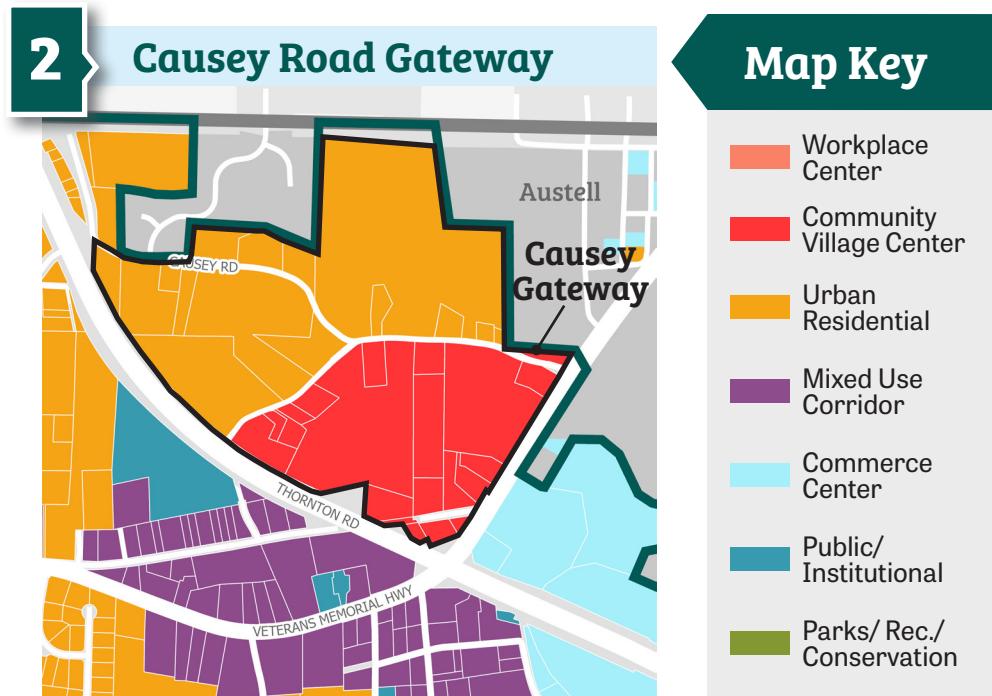
LAND USE PLAN

Lee Road Gateway

For the Lee Road Gateway, this land use plan curbs the wide use of Community Village Center in the adopted map and only applies it to parcels fronting Lee Road and South Sweetwater Road. The land use plan also shows the Urban Residential designation where residential neighborhoods currently exist to the west of those frontage parcels. The Lee Road Gateway redevelopment vision identifies a future passive park on the property on the west side of Lee Road. Developers have struggled implementing their visions on this parcel due to hard granite bedrock. The Parks/Recreation/Conservation designation reflects the redevelopment vision of a natural park space as an amenity for the community village. Finally, the land use plan applies the Workplace Center designation to the parcels surrounding Sweetwater Industrial Boulevard. This future land use designation better reflects the anticipated transition from light industrial to community-facing services and flexible uses identified in the redevelopment vision. The current building stock cannot support modern industrial uses, but adaptive reuse of these existing buildings is encouraged.

Causey Gateway

For the Causey Gateway area, this land use plan is consistent with recommended future land use changes from the previous Lithia Springs Small Area Plan completed in 2021. This previous plan proposed changing the Causey Gateway corner to a combination of Community Village Center and Urban Residential designations. These changes are compatible with the refined redevelopment vision discussed and shown in Chapter 5.



Map Key

- Workplace Center
- Community Village Center
- Urban Residential
- Mixed Use Corridor
- Commerce Center
- Public/Institutional
- Parks/ Rec./Conservation

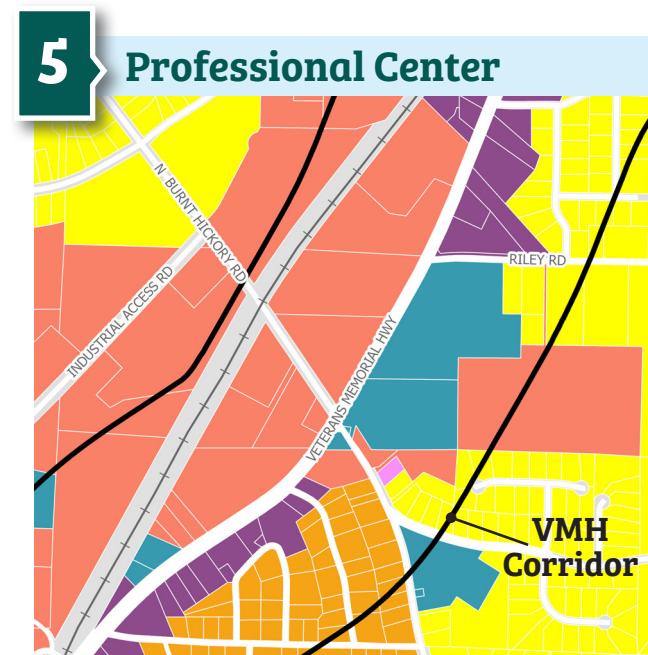
LAND USE PLAN

Historic Lithia Springs

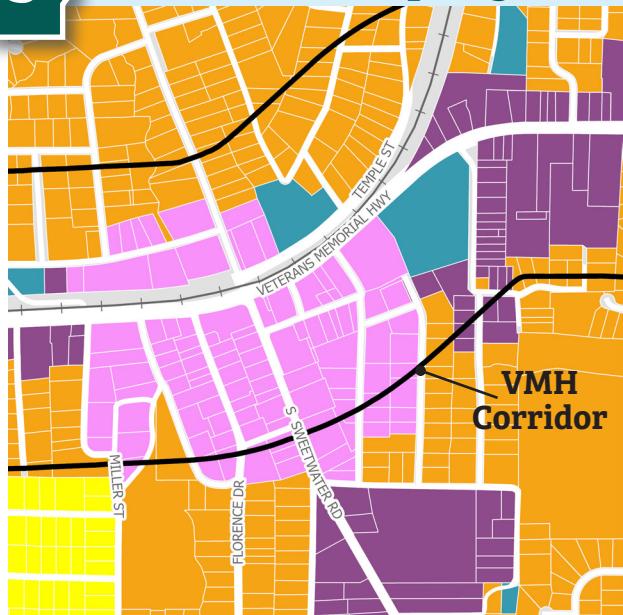
The land use plan reassigned the Historic Lithia Springs area with Neighborhood Village Center, rather than the adopted Mixed Use Corridor designation. The previous Lithia Springs Small Area Plan proposed that this area become Neighborhood Village Center as well. The Historic Town Center redevelopment concept aligns better with this less intense future land use designation. Surrounding residential uses are also consistent with the future land use designation changes proposed in the 2021 plan.

Industrial + Professional Center

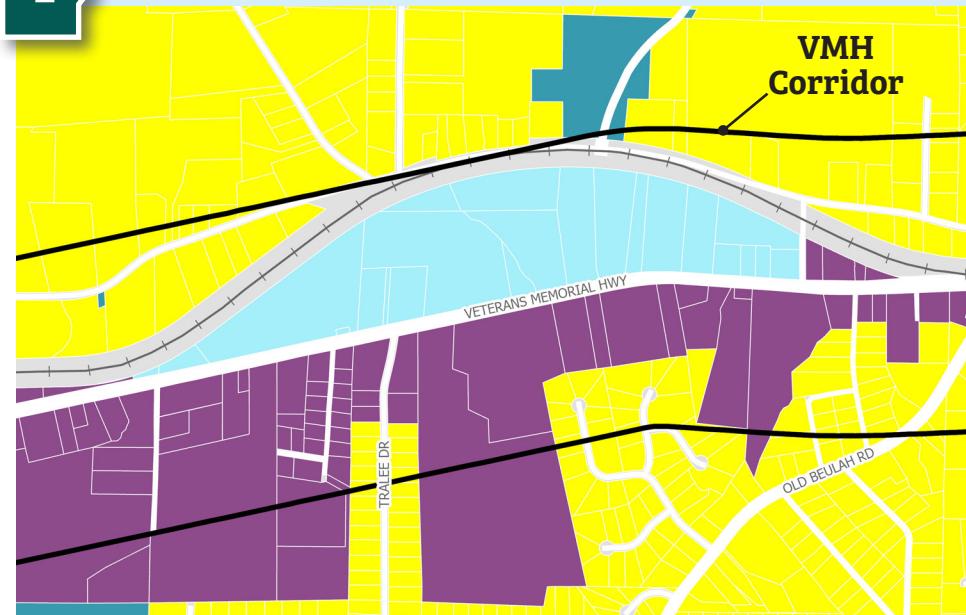
The VMH redevelopment vision identifies the area on the north side of VMH and west of Old Beulah Road as a place to maintain and expand industrial uses due to its existing character and proximity to heavy rail. The land use plan assigns Commerce Center to this area - rather than Intensive Industrial - to allow for future industrial uses but also flexibility. Additionally, the vision marked the intersection of VMH and North Burnt Hickory as a professional center for office and similar uses. The land use plan replaces Mixed Use Corridor with Workplace Center to emphasize this focus.



3 Historic Lithia Springs



4 Industrial Center



Map Key

- Neighborhood Village Center
- Commerce Center
- Workplace Center
- Mixed Use Corridor
- Public/ Institutional
- Urban Residential
- Suburban Residential

LAND USE PLAN

Informing the Comprehensive Plan

In addition to future land use designation changes, the Lithia Springs Small Area Plan helped define character areas in the Comprehensive Plan. Character areas are similar to future land uses but summarize a general area's desired character at a higher-level. Shown in Map 21, Historic Lithia Springs, Westfork, and VMH Professional Corridor are three Comprehensive Plan character areas found only in Lithia Springs.

Historic Lithia Springs

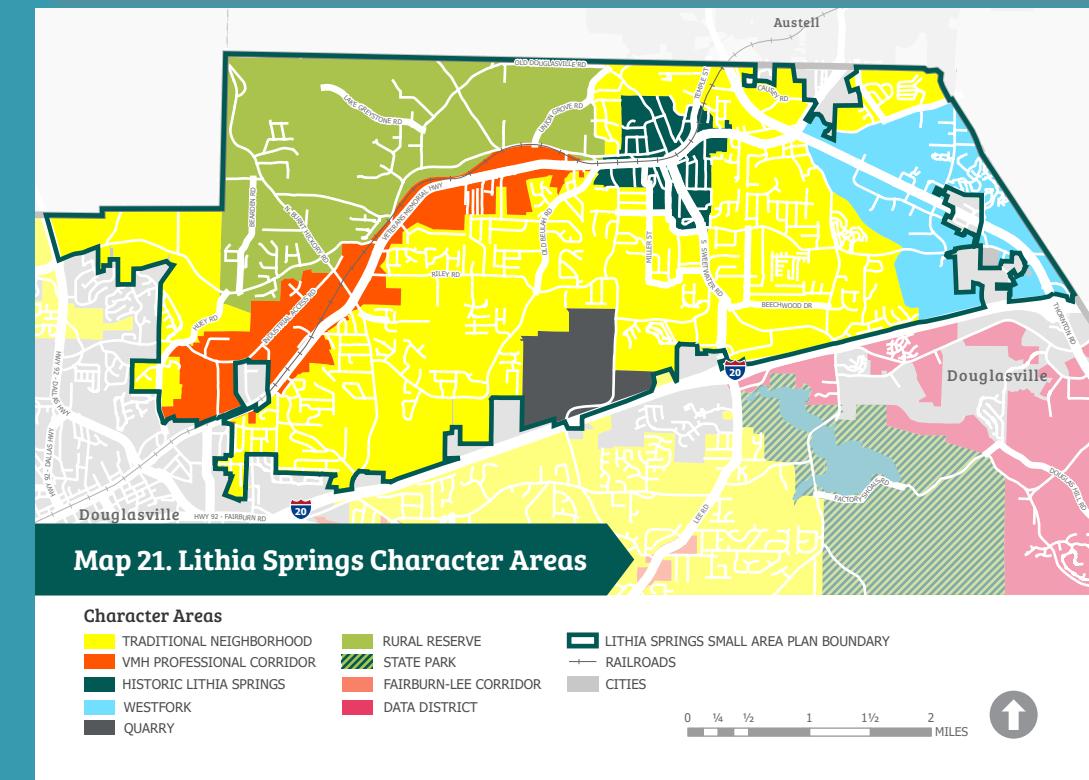
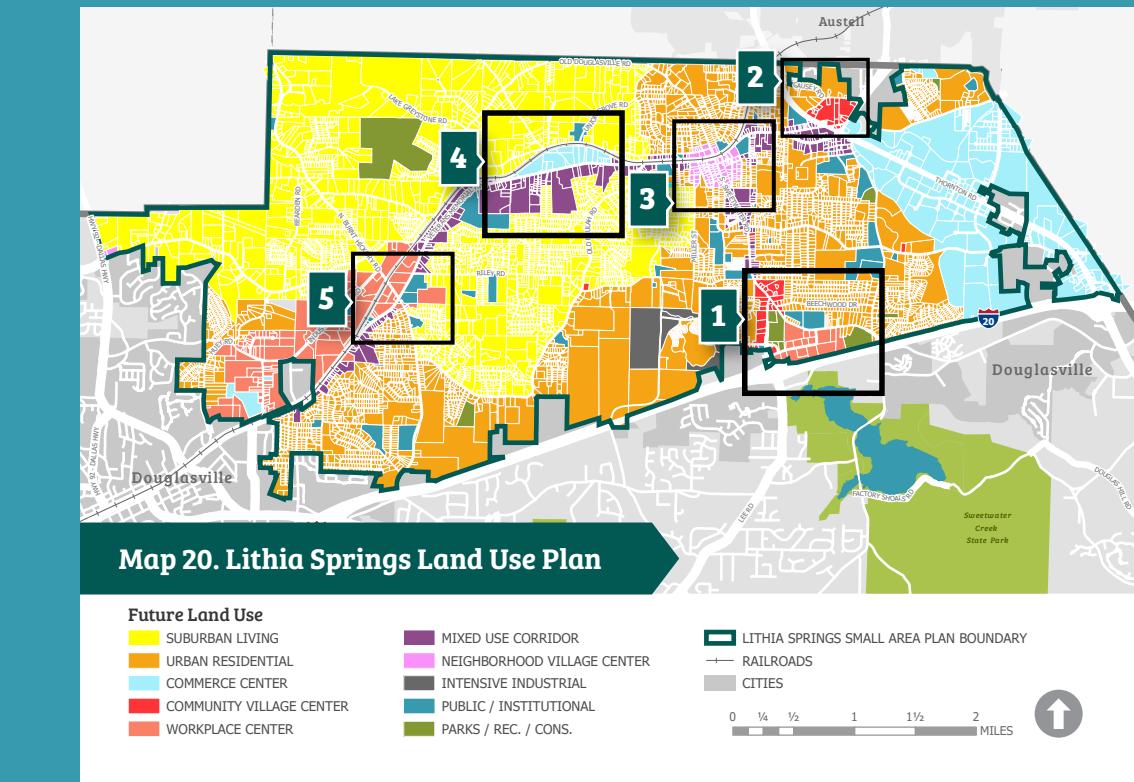
The Historic Lithia Springs character area roughly corresponds with the recommended future land use change number 3 (Map 20). This character area further supports the desire to revitalize this historic town center and promote small businesses.

VMH Professional Corridor

The VMH Professional Corridor character area approximately follows the suggested future land use changes numbers 4 and 5 (Map 20). This character area emphasizes professional and employment generating uses in line with the desired character associated with the Workplace and Commerce Center future land use designations.

Westfork

Westfork's study area—discussed in Chapter 7—serves as the base for the Westfork character area. This character area reinforces Westfork as a distinct business district intended for business incubation in its commercial core and industrial and warehouses at its outer edges.



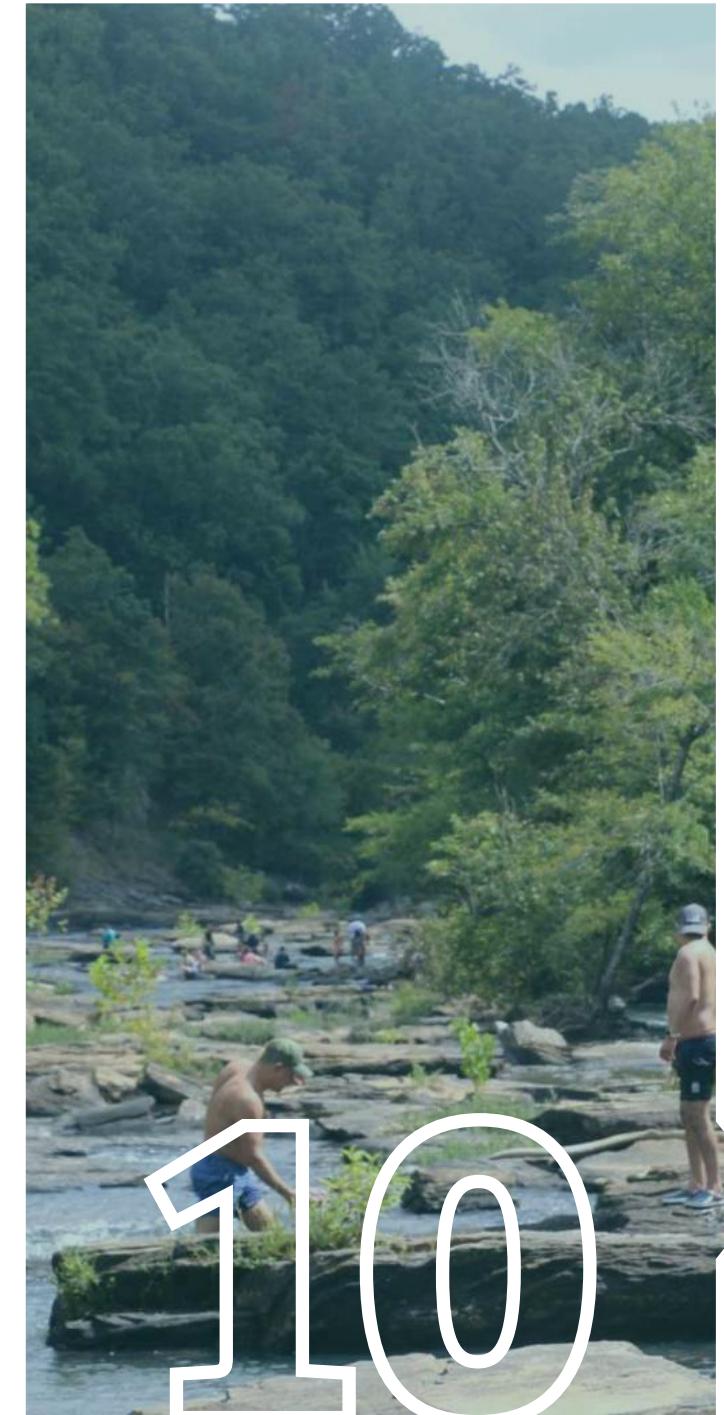
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IMPLEMENTATION

Overview

List of Action Items

Community Work Program



IMPLEMENTATION STRATEGY

Overview

Each preceding section offered recommendations on how to realize the desired redevelopment visions for the focus areas and all of Lithia Springs. This implementation strategy pulls top action items from the focus area recommendations as well as presents additional recommendations that apply to all of Lithia Springs. The actions outlined in this chapter aim to catalyze implementation in the near term.

Where appropriate, many of these items will be integrated into the community work program (CWP) of Douglas County's Comprehensive Plan. The CWP serves as a list of projects that the County intends to complete in the next 5 years. Table E summarizes the top action items appropriate for the work program.

List of Action Items

Top Action Items Across All of Lithia Springs

1. Amend Future Land Use Map in Comprehensive Plan to reflect changes recommended in the Land Use Plan in Chapter 9.
2. Complete the Sweetwater Creek Greenway scoping/feasibility study in conjunction with the Greenways and Trails Master Plan.
3. Start a Creatives Collaborative. Identify a team of artists, etc. in Douglas County to serve as the County's creative task force. This group should join the County at the table in brainstorming placemaking initiatives, ensuring a broad spectrum of possible ideas while keeping things authentic to Douglas County. One starting point to identifying this group is to work with the Cultural Arts Council's Teaching Artists to brainstorm ideas on how to best engage the local arts community.
4. Install gateway features and wayfinding signage at all focus areas. "Lithia Springs" should be on all signage as a unifying element.



IMPLEMENTATION STRATEGY

Lee Road Gateway Top Action Items

1. Begin planning realignment/intersection improvements for Sweetwater Road, Beechwood Drive, and Lee Road.
2. Make sure that streetscape improvements are included in the proposed Lee Road and Sweetwater road widening projects.
3. Work with DOT to explore a placemaking installation at the Exit 41 Lee Road Lithia Springs from I-20. The element should be integrated into the existing landscape, and welcome people to Lithia Springs from the Interstate (see Top Action Items Across All of Lithia Springs #4).
4. Identify funding source for purchase of future park property.

Causey Gateway Top Action Items

1. Work with GDOT to modify its current plans for the corner-quadrant intersection.
2. Define cottage courts as a use in zoning code—clarifying whether they are considered single-family or multi-family as well as which zoning districts permit them.
3. Begin work on a public art/gateway feature at Thornton Road and VMH to start establishing a sense of place and direction for the quality of future development expected (see Top Action Items Across All of Lithia Springs #4).
4. Partner with Austell on a long-range plan for the area from Causey Gateway to Downtown Austell. This is the primary gateway into Austell from Thornton Road, and there is an opportunity for redevelopment along Hotel Street to help better link the two into a more human-scaled place.

VMH Corridor Top Action Items

1. Rezone key Lithia Springs parcels to general or heavy commercial (C-G or C-H) in the commercial core where needed and rezone parcels in residential support area to High Density Residential (R-HD) or Medium Density Residential (R-MD). Accompany these residential rezonings with aggressive marketing to residential developers.
2. Work with GDOT to clarify a realistic schedule for VMH's widening, and ensure that the Sweetwater Creek Greenway is incorporated into the design.
3. Enroll Lithia Springs as a Downtown Affiliate of the Georgia Main Street program.
4. Begin plans for developing downtown Lithia Springs' future street grid.
5. Meet with property owners in the industrial area west of Harper Road to evaluate opportunities for property assembly.

Westfork Top Action Items

1. Create Westfork Overlay that defines permitted uses, tiers, redevelopment thresholds, and desired standards.
2. Conduct a CID feasibility study for Westfork and meet with commercial property owners to evaluate desire to form a CID.
3. Meet with Elevate Douglas to discuss possible branding and promotion of Westfork as well as develop strategies for attracting entrepreneurs to Westfork's business incubation core (Tier 1).
4. Add gateway features at Thornton Road and Maxham Road in line with Westfork's branding scheme. (see Top Action Items Across All of Lithia Springs #4).

IMPLEMENTATION STRATEGY

Table E. Community Work Program Items

Comprehensive Plan Goal	Project/Initiative	2024	2025	2026	2027	2028	Department
Recreation	Complete the Sweetwater Creek Greenway scoping/feasibility study in conjunction with the Greenways and Trails Master Plan.	X	X				Parks & Recreation, Planning & Zoning, Transportation
Recreation	Form a Creatives Collaborative	X					Parks & Recreation, Planning & Zoning
Economic Development	Install Lithia Springs placemaking features in the Lee Road Gateway, Causey Road Gateway, Historic Lithia Springs, and Westfork			X	X		Planning & Zoning, Elevate Douglas
Infrastructure	Design/plan realignment/intersection improvements for Sweetwater Road, Beechwood Drive, and Lee Road.	X					Transportation
Infrastructure	Widening, Operational improvements, and streetscaping - Lee Rd and S. Sweetwater Rd	X	X	X	X		Transportation
Economic Development	Define cottage courts as a use in zoning code	X	X				Planning & Zoning
Economic Development	With the City of Austell, complete a long-range plan for the area between Causey Gateway to Downtown Austell			X	X		Planning & Zoning
Economic Development	Rezone key Historic Lithia Springs parcels to support redevelopment vision.	X	X				Planning & Zoning
Economic Development	Enroll Lithia Springs as a Downtown Affiliate of the Georgia Main Street program	X					Planning & Zoning, Elevate Douglas
Economic Development	Create Westfork Overlay that defines permitted uses, tiers, redevelopment thresholds, and desired standards.	X	X				Planning & Zoning
Economic Development	Conduct a CID feasibility study for Westfork		X				Planning & Zoning, Elevate Douglas

APPENDIX A

Westfork Overlay Recommended Uses



WESTFORK RECOMMENDED USES

P=Permitted

S=Special Use Permit

L=Limited; allowed if under 5,000 square feet

NAICS Code	Principal Uses	Tier 1	Tier 2
Agriculture, Forestry, Fishing and Hunting			
111	Crop Production, except Greenhouse, Nursery, and Floriculture Production		
1114	Crop Production: Greenhouse, Nursery, and Floriculture Production		S
	Animal Production		
1121	Cattle Ranging and Farming, except feedlots		
112112	Cattle feedlots		
1122	Hog and Pig Farming		
1123	Poultry and Egg Production		
1124	Sheep and Goat Farming		
1125	Animal Aquaculture		
1129	Other Animal Production, such as Horses, Bees, Rabbits, etc.		
113	Forestry and Logging		
114	Commercial Fishing, Hunting, and Trapping		
1151	Support Activities for Crop Production		
1152	Support Activities for Animal Production		
1153	Support Activities for Forestry		
42259	Livestock Sale Pavilion and Auction		P
Residential Uses			
	Single-Family Detached: site-Built or Modular Home		
	Single-Family Detached: Manufactured Home		
	Single-Family Attached: Duplex		
	Single Family Attached: Townhomes/Condominiums		
	Multi-Family		S
	Fraternity and Sorority Houses		
	Mixed-Use Dwelling, including Lofts		S
Nursing and Residential Care Facilities			
6239	Assisted Living Facility - See Personal Care Homes		
6231	Nursing Care Facilities		

WESTFORK RECOMMENDED USES

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NAICS Code	Principal Uses	Tier 1	Tier 2
6232	Residential Mental Retardation, Mental Health and Substance Abuse Facilities		
6233	Retirement Community		
6239	Personal Care Homes, Family (up to 6 under care)		
6239	Personal Care Homes, Family (up to 15 under care)		
6239	Personal Care Homes, Congregate (more than 15 under care)		
Subdivisions			
	Minor Subdivisions		
	Manufactured Home Subdivisions		
	Manufactured Home Park		
	Conventional Residential Subdivision		
	Planned Unit Development	P	P
	Commercial and Industrial Subdivisions	P	P
Administrative and Professional Offices			
55	Corporate Management Offices	P	P
5111	Newspaper, Periodical, Book, and Database Publishers	P	S
5112	Software Publishers	P	S
51223	Music Publishers	P	S
519190	All Other Information Service: On-Line Information Services	P	S
5222	Credit Card Issuing and Sales Financing	P	S
52231	Mortgage and Nonmortgage Loan Brokers	P	S
52232	Financial Transactions Processing, Reserve, and Clearinghouse Activities	P	S
52239	Mortgage Servicing and Other Activities Related to Credit Intermediation	P	S
523	Financial Investments and Related Activities	P	S
5241	Insurance Carriers	P	S
525	Funds, Trusts, and Other Financial Vehicles	P	S
4541	Electronic Shopping and Mail-Order Houses	P	S
4543	Direct Selling Establishments, except Fuel Dealers	P	S

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NAICS Code	Principal Uses	Tier 1	Tier 2
5411	Lawyers, Notaries, and Other Legal Services	P	S
5412	Accounting, Tax Preparation, Bookkeeping and Payroll Services	P	P
5413	Architectural, Engineering, and Related Services	P	P
5414	Interior Design, Graphic Design, and other Specialized Design Services	P	P
54143	Art Studio	P	S
5416	Management, Scientific, and technical Consulting Services	P	P
54171	Research and Development in the Physical, Engineering, and Life Sciences	P	P
54172	Research and Development in the Social Sciences and Humanities	P	S
6211	Medical Offices of Physicians	P	
6212	Medical Offices of Dentists	P	
6213	Medical Offices of Health Specialists	P	
6215	Medical and Diagnostic Laboratories	P	P
54194	Veterinary Services, including Animal Hospitals	S	
7113	Promoters of Performing Arts, Sports, and Similar Events	P	P
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	P	P
Commercial Services			
Finance, Insurance, and Real Estate Services			
5221	Banks, Credit Unions and Savings Institutions	P	
522298	All Other Non-Depository Credit Intermediation (Pawnshops)	S	S
5242	Insurance Agencies, Brokerages, and Other Insurance Related Activities	P	P
531	Real Estate Office	P	
Day Care Services			
6244	Group Day Care Facility (18 or fewer persons in care)		
6244	Day Care Center (more than 18 persons in care)	S	
Traveler Accommodation/Transient Lodging			
72111	Hotels and Motels		
721191	Bed-and-Breakfast Inns/Country Inns		

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NAICS Code	Principal Uses	Tier 1	Tier 2
	Vacation Rental Homes: VRBO, AirBnB, ADU Short-term rental		
721214	RV Parks and Recreation Camps		
721310	Rooming and Boarding Houses		
	Dormitories and Worker Camps		
	Automotive Repair and Maintenance		
811111	General Automotive Repair		
811111	Heavy Truck or Bus Repair Shops, general		S
811112	Automotive Exhaust System Repair		
811113	Automotive Transmission Repair		
811121	Automotive Body, Paint, and Interior Repair and Maintenance		
811122	Automotive Glass Replacement Shops		S
811191	Automotive Oil Change and Lubrication Shops		S
811192	Car Washes - Manned-full service		
811192	Car Washes - Self Serve		
	Other Repair and Maintenance Services		
8112	Electronic and Precision Equipment Repair and Maintenance	P	P
8113	Commercial and Industrial Machinery and Equipment Repair and Maintenance	S	P
811310	Welding Repair Services and Shops	S	P
811411	Home and Garden Equipment Repair and Maintenance	S	P
811412	Home Appliance Repair and Maintenance	P	P
81142	Reupholstery and Furniture Repair and Maintenance	P	P
81142	Shoes and Leather Goods Repair and Maintenance	P	P
81149	Personal and Household Goods Repair and Maintenance	P	P
	Personal Care Services		
812111	Barber Shops	P	
812112	Beauty Salons	P	
812113	Nail Salons	P	

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NAICS Code	Principal Uses	Tier 1	Tier 2
812191	Diet and Weight Reducing Centers	S	
812199	Personal Services not listed Above	S	
812199	Other Personal Care Services	S	
Dry-cleaning and Laundry Services			
81231	Coin-operated Laundries and Drycleaners		
81232	Dry-cleaning and Laundry Drop-Off Station	S	P
81232	Dry-cleaning and Laundry Services (except Coin Operated)		P
812331	Linen and Uniform Supply	P	P
812332	Industrial Launderers		S
Health Related Services			
6216	Home Health Care Services	S	
621910	Ambulance Services	S	P
621991	Blood and Organ Banks		P
Other Personal Services			
81221	Funeral Homes Without Crematory		
81291	Pet Care, Grooming, Training, Pet Sitting, and Boarding	S	S
81291	Non-profit Animal Rescue Corporation	S	S
812921	Photofinishing Laboratories	P	P
812922	Photofinishing, One-Hour	P	P
81293	Automobile Parking Lots and Garages		
81299	Personal Services not listed Above	S	S
Rental and Leasing Services			
531120	Convention Center		
53211	Passenger Car Rental and Leasing		P
53212	Truck, Utility Trailer, and RV Rental and Leasing		P
53221	Consumer Electronics and Appliance Repair	P	P
532281	Formal Wear and Costume Rental	P	

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NAICS Code	Principal Uses	Tier 1	Tier 2
532281	Video Rental	P	
532283	Home Health Equipment Rental	P	P
532284	Recreational Goods Rental	P	P
532299	All Other Consumer Goods Rental	P	P
53241	Construction, Transportation, Mining, and Forestry Machinery and equipment Rental and Leasing	S	P
532420	Office Machinery and Equipment Rental and Leasing	P	P
53249	Computers, Medical, and Other Commercial and Industrial Machinery and Equipment Rental and Leasing	S	P
Business Support Services			
561410	Document Preparation Services	P	P
561421	Telephone Answering Services	P	P
561422	Telemarketing Bureaus	P	P
56143	Business Service Centers	P	P
56144	Collection Agencies	P	P
56145	Credit Bureaus	P	P
561491	Repossession Services	P	P
561492	Court Reporting and Stenotype Services	P	P
561499	All Other Business Support Services	P	P
Other Business Services			
323111	Photocopying and Duplicating Services	P	P
4922	Couriers and Messengers, Local Delivery	P	P
519110	News Syndicates	P	
518210	Data Processing Services	P	P
53111	Real Estate Rental or Leasing (Residential)	P	
54151	Computer Systems Design and Related Services	P	P
5418	Advertising, Public Relations and Related Services	P	
54191	Marketing Research and Public Opinion Polling	P	P
54192	Photographic Studios and Commercial Photography	P	P

WESTFORK RECOMMENDED USES

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NAICS Code	Principal Uses	Tier 1	Tier 2
54193	Translation and Interpretation Services	P	P
5611	Office Administrative Services	P	P
5612	Office Facilities Support Services	P	P
5613	Employment Placement and Temporary Help Services	P	P
5615	Travel Agencies, Tour Operators, and Convention and Visitors Bureaus	P	P
56191	Packaging and Labeling Services	P	P
Investigation and Security Services			
561611	Investigation Services	P	P
561612	Security Guards and Patrol Services	P	P
561613	Armored Car Services	P	P
56162	Security Systems Services	P	P
561622	Locksmith Shops	P	P
Services to Buildings and Dwellings			
56171	Exterminating and Pest Control Services	P	
56172	Janitorial Services	S	P
56173	Landscaping Services	S	P
56174	Carpet and Upholstery Cleaning Services	P	
56179	Swimming Pool, Duct, Gutter, and Drain Cleaning, and Other Services to Buildings and Dwellings	P	
Construction Services			
23	Construction Contractors, Builders, and Developers, office only	P	P
23	Construction Contractors, Builders and Developers, with outdoor storage		P
Education Services: Private Schools & Personal Enrichment			
6114	Business Schools and Computer and Management Training	P	P
6115	Technical and Trade Schools	P	P
61161	Fine Arts Schools (Art, Drama, Music, and Dance Studios)	P	P
611620	Sports and Recreation Instruction	S	P
61163	Language Schools	P	P

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NAICS Code	Principal Uses	Tier 1	Tier 2
611691	Exam Preparation and Tutoring	P	
611692	Automobile Driving Schools	P	P
6117	Educational Support Services	P	
6243	Job Training and Vocation Rehabilitation Services	P	P
Arts, Entertainment and Recreation			
519120	Libraries and Archives	P	
7111	Performing Arts Theaters	P	
711510	Independent Artists, except Taxidermists	P	P
711510	Taxidermists		
541430	Commerical Artist's Studios	P	P
71211	Museums and Historical Sites	P	P
71213	Zoo and Botanical Gardens		
71219	Nature Parks	P	P
512131	Motion Picture Theaters (except Drive-Ins)	P	
512132	Motion Picture Theaters, Drive-In	P	S
711211	Stadiums, Coliseums, Arenas, Amphitheaters	S	S
Spectator Sports			
711212	Racetracks		S
711219	Other Spectator Sport Facilities		S
71311	Amusement and Theme Parks		
71312	Amusement Arcades		
Amusement and Recreation Uses, Other:			
71391	Golf Courses and Country Clubs		
71393	Marinas		
71394	Fitness and Recreational Sports Center, Health Clubs	S	S
71394	Ice- or Roller-Skating Rink		S
71394	Tennis Courts	P	S

WESTFORK RECOMMENDED USES

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NAICS Code	Principal Uses	Tier 1	Tier 2
71395	Bowling Centers	P	S
713990	Billiard and Pool Halls		
713990	Miniature Golf		S
713990	Golf Driving Range		
713990	Riding Stables		
713990	Community Recreation Facility (non-profit), including YMCA	S	S
713990	Neighborhood Recreation Centers, includign Private Playgrounds		
713990	Private Parks, Playgrounds nd other Open Space Amenities		
713990	Amusement and Recreation Uses not listed Above	S	
Retail Trade Motor Vehicle and Parts Dealers			
441110	New Car Dealers		
441120	Used Car Dealers		
44112	New and Used Auto Brokers - Office Only		S
441210	Recreational Vehicle Dealers		
441122	Motorcycle Dealers		
441222	Boat Dealers		
4412	Other Motor Vehicle Dealers		
441310	Automotive Parts, Accessories No service bays		S
441310	Automotive Parts, Accessories with service bays		
4441320	Tire Dealers		
326212	Used Tire Store (recaps/retreads)		
Electronics and Appliance Stores			
423620	Household Appliance Stores	P	
443142	Radio, Television, and Other Electronics Stores	P	
443142	Computer and Software Stores	P	
443142	Camera and Photographic Supplies Stores	P	

WESTFORK RECOMMENDED USES

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NAICS Code	Principal Uses	Tier 1	Tier 2
Building Materials and Supplies Dealers			
444110	Home Centers		
44412	Paint and Wallpaper Stores	P	
444130	Hardware Stores	P	
44419	Lumber Yards		P
44419	Heating and Plumbing Equipment	S	P
44419	Electrical Supply	S	P
44419	Glass Stores	S	P
444190	Other Building Material Dealers	S	P
Lawn and Garden Equipment and Supplies Stores			
44421	Outdoor Power Equipment Stores		P
44422	Nursery and Garden Centers	S	P
Food and Beverage Stores			
44511	Supermarkets and Other Grocery Stores		
44512	Convenience Food Stores without Fuel Pumps		
455211	Warehouse Clubs, superstores, or supercenters		
455219	Small Box Discount Stores (Dollar-Type Stores)		
4452	Specialty Food Stores	S	
4453	Beer and Wine Sales	S	
311811	Retail Bakeries and Pastry Shops		
Health and Personal Care Stores			
44611	Pharmacies and drug stores		
44612	Cosmetics, Beauty Supplies, and Perfume Stores		
44613	Optical Goods Stores		
446191	Food (Health) Supplement Stores		
Gasoline Stations			
4471	Gasoline Stations, Full Service		

WESTFORK RECOMMENDED USES

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NAICS Code	Principal Uses	Tier 1	Tier 2
44711	Gasoline Stations with Convenience Stores		
44719	Trucks Tops and Other Gasoline Stations		
Clothing and Clothing Accessories Stores			
4481	Clothing Stores		
4482	Shoe Stores		
44831	Jewelry Stores		
44832	Luggage and Leather Goods Stores		
Sporting Goods, Hobby, Book, and Music Stores:			
45111	Sporting Goods Stores and Bicycle Shops		
45112	Hobby, Toy, and Game Stores		
45113	Sewing, Needlework, and Piece Goods Stores		
45114	Musical Instrument and Supplies Stores		
Book Stores			
451212	News Dealers and Newsstands		
453142	Prerecorded Tape, Compact Disc, and Record stores		
452	General Merchandise and Department Stores		
Miscellaneous Retailers			
442	Furniture and Home Furnishings	P	
4531	Florists	P	P
45321	Office Supplies and Stationery Stores	P	
45322	Gift, Novelty, and Souvenir Stores		
4533	Used Merchandise Stores		
45331	Used Merchandise Stores Including Antique Shops		
45391	Pet and Pet Supplies Stores		
45392	Art Dealers	P	
45393	Manufactured (Mobile) Home Dealers		S
453991	Tobacco Stores		

WESTFORK RECOMMENDED USES

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NAICS Code	Principal Uses	Tier 1	Tier 2
453998	Accessory Utility Structures, Prefabricated Sheds and Gazebo Dealers		P
453998	Farm Equipment and Implements		P
453998	Auction House	P	P
Temporary Events and Other Direct Selling Establishments			
454390	Roadside Produce Stand		
454390	Revival Tent		
454390	Seasonal Business Use		
454390	Special Indoor/Outdoor Event	P	P
454390	Agricultural Related Activities		
454390	All Other Temporary Events		
454390	Swap Meets, Flea Markets, Craft Shows and Farmers' Markets	P	
Food Services and Drinking Places			
722511	Restaurants, Full Service, Family	P	
722511	Restaurants, Full Service, Quality	P	
722513	Restaurants, Limited Service, Inlcuding Fast Food and Take-Out	P	
722513	Restaurants, Limited Service, including Cafeterias	P	
722515	Restaurants, Specialty	P	
445210	Delicatessen, Baked Ham Stores, Butcher shops, Meat Markets, Poultry Dealers	S	
722310	Caterers and Other Food Contractor Services	P	
7224	Bars, Taverns, and Other Drinking Places	P	
Manufacturing, Wholesaling and Warehousing			
311	Food Manufacturing, except animal slaughtering and retail bakeries	L	P
3116	Food Manufacturing, animal slaughtering and processing		
312	Beverage and Tobacco Product Making	L	P
313	Textile Mills		
314	Textile Product Mills		P
315	Apparel Manufacturing, except Dressmakers and Tailors		P

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NAICS Code	Principal Uses	Tier 1	Tier 2
31521	Dressmakers and Tailors	P	P
316	Leather and Allied Product Manufacturing	L	
3161	Leather and Hide Tanning and Finishing		
321	Wood Product Manufacturing, except Sawmills and Wood Preservation	S	P
3211	Sawmills and Wood Preservation		
322	Paper Manufacturing, except Finished Stationery Products	L	
32223	Paper Manufacturing, Finished Stationary Products	S	P
323	Printing and Related Support Activities, except Photocopying	P	P
32411	Petroleum Refining		
32412	Petroleum and Coal Products		
325	Chemical Manufacturing except Pharmaceutical and Medicine		
3254	Chemical Manufacturing: Pharmaceutical and Medicine	P	
325920	Chemical Manufacutring: Explosives		
3261	Plastics Product Manufacturing	S	
3262	Rubber Product Manufacturing	P	
32621	Rubber Produts: Tire Manufacturing	P	
Concrete, Clay, Stone, Glass and Other Nonmetallic Mineral Product Manufacturing			
3271	Brick and Other Clay Manufacturing		
3272	Glass and Glass Product Manufacturing		
32732	Cement Manufacturing: Ready-Mix		
32733	Cement Manufacturing: Concrete Pipe, Brick and Block		
327331	Cement Manufacturing: Concrete Block and Brick		
327332	Cement Manufacturing: Concrete Pipe		
32739	Cement Manufacturing: Other Concrete Products		
3274	Lime and Gypsum Product Manufacturing		
3279	Other Nonmetallic Mineral Product Manufacturing		
331	Primary Metal Manufacturing		

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Fabricated Metal Products Manufacturing			
3321	Forging and Stamping	L	S
3322	Cutlery and Hand-Tool Manufacturing	L	P
3323	Architectural and Structure Metals Manufacturing	L	P
3324	Boiler, Tank and Shipping Container Manufacturing		P
3325	Hardware Manufacturing	L	P
3326	Spring and Wire Product Manufacturing	L	P
3327	Machine Shops: Turned Product; and Screw, Nut and Bolt Manufacturing	L	P
3328	Coating, Engraving, Heat Treating, and Allied Activities		
3329	Other Fabricated Metal Product Manufacturing, except Munitions	L	P
333	Machinery Manufacturing	L	P
Computer and Electronic Product Manufacturing			
3341	Computer and Peripheral Equipment Manufacturing	L	P
3342	Communications Equipment Manufacturing	L	P
3343	Audio and Video Equipment Manufacturing	L	P
3344	Semiconductor and Other Electronic Component Manufacturing	L	P
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	L	P
3346	Producing Software, Compact Discs, and Other Magnetic and Optical Media	L	P
335	Electrical Equipment, Appliance, and Component Manufacturing	L	P
336	Motor Vehicle and Other Transportation Equipment Manufacturing		P
337	Furniture and Related Product Manufacturing	L	P
339116	Miscellaneous Manufacturing		
33991	Medical Equipment and Supplies	L	P
339116	Dental Laboratories	L	P
33991	Jewelry and Silverware Manufacturing	L	P
33992	Sporting and Athletic Goods Manufacturing	L	P
33993	Doll, Toy, and game Manufacturing	L	P

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NAICS Code	Principal Uses	Tier 1	Tier 2
33994	Office Supplies (except Paper) Manufacturing	S	P
33995	Sign Manufacturing	P	P
339991	Gasket, Packing, and Sealing Device Manufacturing		P
339992	Musical Instrument Manufacturing	S	P
339993	Fastener, Button, Needle, and Pin Manufacturing	S	P
339994	Broom, Brush, and Mop Manufacturing	S	P
339995	Burial Casket Manufacturing	S	P
339999	All Other Miscellaneous Manufacturing	S	P
Wholesale Trade			
42	Wholesale Trade with Customer Showrooms, except Livestock	P	P
42	Wholesale Trade, no Showrooms or Outdoor Storage	P	P
42	Wholesale Trade with Outside Storage, except Junkyards and Scrap Yards		P
4542	Vending Machine Operators	P	P
Fuel Dealers			
454310	Heating Oil Dealers		P
454310	Liquefied Petroleum Gas		S
454310	Other Fuel Dealers		P
Warehousing and Storage			
4931	Warehousing and Storage, except Petroleum Storage		P
493190	Petroleum or Bulk Storage		
531130	Mini-warehouses and Self-Storage Units		P
Motion Picture and Video Industries			
51211	Motion Picture and Video Production	P	P
51212	Motion Picture and Video Distribution	P	P
51219	Postproduction services and other motion picture and video industries	P	P

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NAICS Code	Principal Uses	Tier 1	Tier 2
Sound Recording Industries			
512250	Record Production	P	P
512250	Integrated Record Production/Distribution	P	P
512250	Sound Recording Studios	P	P
512290	Other Sound Recording Industries	P	P
Waste Management and Remediation Services			
423140	Junkyards		
421930	Scrap Yards		
562111	Solid Waste or Recycling Transfer Station		
562111	Solid Waste Collection Company Office		P
562112	Hazardous Waste Collection Company Office		P
562111	Hazard Waste Treatment and Disposal		
562212	Solid Waste Landfill Subtitle B		
562212	Solid Waste Landfill (Inert)		
562213	Solid Waste Combustors and Incinerators		
562219	Composting Facility		
56292	Other Remediation Services including Asbestos Abatement		
56292	Recycling and Materials Recovery		
56292	Recycling Center - Collecting		
56292	Recycling Center - Reprocessing		S
562991	Septic Tank Cleaning and Portable Toilet Services		
21231	Mining: Stone Mining and Quarrying		
326212	Tire Retreading and Recapping		
Transportation, Communications and Utilities			
481	Airport and Other Air Transportaiton		
481219	Helicopter Landing Pad		

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NAICS Code	Principal Uses	Tier 1	Tier 2
Rail Transportation			
4821	Rail Transportation Company Office	P	P
488210	Support Activities for Rail Transportation Rail Yards, Rail and Train Service and Repair		S
Truck Transportation			
48411	General Freight Trucking, Local		P
48412	General Freight Trucking, Long-Distance		P
48421	Used Household and Office Goods Moving		P
48422	Specialized Freight (except Used Goods), trucking local		P
48423	Specialized Freight (except Used Goods), long distance		P
Transit and Ground Passenger Transportation			
485111	Mixed Mode Transit Systems	P	P
485112	Commuter Rail Systems	P	P
485113	Bus and Other Motor Vehicle Transit Systems	P	P
485119	Other Urban Transit Systems	P	P
4852	Interurban and Rural Bus Transportation and Bus Stations	P	P
4853	Taxi and Limousine Service	P	P
4854	School and Employee Bus Transportation	P	P
4855	Charter Bus Industry	P	P
485991	Special Needs Transportation	P	P
485999	All Other Transit and Ground Passenger Transportation	P	P
486	Pipeline Transportation Company		P
487	Scenic and Sightseeing Transportation	P	P
Support Activities for Transportation			
48841	Motor Vehicle Towing including storage and wrecking		
48841	Motor Vehicle Towing with NO storage		P
4885	Freight Transportation Arrangement	S	P
48891	Packing and Crating	S	P

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NAICS Code	Principal Uses	Tier 1	Tier 2
488999	Emissions Inspection		
447190	Truck Parking as a principal use without fuel		
Broadcasting and Telecommunications			
5151	Radio and Television Broadcasting Stations	S	P
5152	Cable Networks and Program Distribution	S	P
238	Telephone and Other Wired Telecommunications Carriers	S	P
517	Cellular and Other Wireless Telecommunications Carriers (except Satellite)	S	P
517	Telecommunications Resellers	S	P
517/515	Satellite Telecommunications		P
518	Data Processing, Hosting, and Related Services	P	P
519	Other Information Services: Internet Publishing, Broadcasting and web search portals	P	P
Radio, Television, and Telecommunications Antennae and Towers			
517	Ham Radio Tower Less than 70 feet	P	P
517	Micro Telecommunications Facilities	S	S
517	Macro Telecommunications Facilities	S	S
517	Alternative Tower Structure	S	S
517	Monopole Tower 150 feet or less		
517	Guyed or Lattice Tower 150 feet or less		
517	Monopole, Guyed or Lattice Tower higher than 150 feet		S
517	Co-location on an existing tower		
Utilities			
22111	Electric Power Generation		S
22112	Electric Power Transmission, Control, and Distribution		S
2212	Natural Gas Distribution		S
22131	Water Supply and Irrigation Systems		S
22132	Sewage Treatment Facilities		S

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NAICS Code	Principal Uses	Tier 1	Tier 2
Public and Institutional Uses			
8131	Religious Organizations including Churches	S	S
8132	Charitable Organization Offices	P	
8133	Social Advocacy Organizations	P	
8134	Civic and Social Organizations with Private Bar or Restaurant	P	
8134	Civic and Social Organizations without private bar or restaurant	P	
8139	Business, professional, labor, political, and similar organizations	P	
9221	Government - Justice, Public Order, and Safety Activities	P	P
926120	Government - Motor Vehicle Licensing offices	P	P
926	Government - General Offices	P	P
Hospitals			
6214	Outpatient Medical Care Centers	P	P
6221	General Medical and Surgical Hospitals		
6222	Psychiatric and Substance Abuse Hospitals		
622310	Specialty Hospitals		
6231	Nursing Care Facilities		
6232	Residential Intellectual and Developmental Disability/Mental Health Facilities		
6233	Continuing Care Retirement Communities and Assisted Living		
6241	Social Services Assistance, including Individual and Family Services	P	
6242	Community Food and Housing and Emergency and Other Relief Services	P	
81222	Cemeteries		
81222	Crematories		
Educational Services			
6111	Private Schools: elementary and Secondary		
6112	Private Schools: Junior Colleges		
6113	Private: Colleges, Universities, and Professional Schools		

