

CITY OF MAYSVILLE
COMPREHENSIVE PLAN 2008—2030



APRIL 2008

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City of Maysville Comprehensive Plan 2008-2030
~
Community Assessment and Participation Program

April, 2008

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COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Purpose

The Community Assessment and the Community Participation Program are the first two of three documents comprising the local comprehensive plan in Georgia. Enclosed herein are the Community Assessment, the Community Participation Program and all necessary supporting material for the Town of Maysville, for the planning period between 2008 and 2030. This material will support the development of the third, and most important, element of the comprehensive plan: The Community Agenda.

The purpose of planning and community development is to provide guidance for everyday decision-making by local government officials and other community leaders. To this end, the requirements for local comprehensive planning in Georgia emphasize involvement of stakeholders and the general public in preparation of plans that include an exciting, well-conceived, and achievable vision for the future of the community. When implemented, the resulting plan will help the community address critical issues and opportunities while moving toward realization of its unique vision for the community's future.

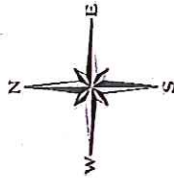
The Community Assessment presents a factual and conceptual foundation upon which the rest of the comprehensive plan is built. Preparation of the Community Assessment is largely a staff or professional function of collecting and analyzing data and information about the community and presenting the results in a concise, easily understood format, such as an executive summary, for consideration by the public and decision-makers involved in subsequent development of the Community Agenda.

The purpose of the Community Participation Program is to ensure that the local comprehensive plan reflects the full range of community values and desires, by involving a diverse spectrum of stakeholders in development of the Community Agenda. This broad-based participation in developing the Community Agenda will also help ensure that it will be implemented, because many in the community are involved in its development and thereby become committed to seeing it through.

Profile of Maysville

Maysville is a small community that straddles the Banks County/Jackson County line in northeastern Georgia. Currently the Town has approximately 1,500 residents, a large percentage of which has recently come to the community as part of metropolitan Atlanta's northward expansion. Maysville remains a minor commercial and residential hub along routes connecting larger cities and county seats such as Commerce, Jefferson, Gainesville and Homer, its economic status not changing too dynamically in light of the new development taking place in the surrounding areas. So long as Banks County retains a strong rural, agrarian culture Maysville will stand out as a historic downtown with ties to the rustic past. Should the region become awash in modern development and significant increases in density, the town will receive competition as a civic and social hub from neighboring commercial and residential developments. It is hoped that through this planning process Maysville will further define the community's character and vision, allowing the Town to proactively secure Maysville's future.

Regional Context Maysville, GA



Major Roads

State Route

County Road

Public Route

Ramp



City Limit Boundary



County Boundary

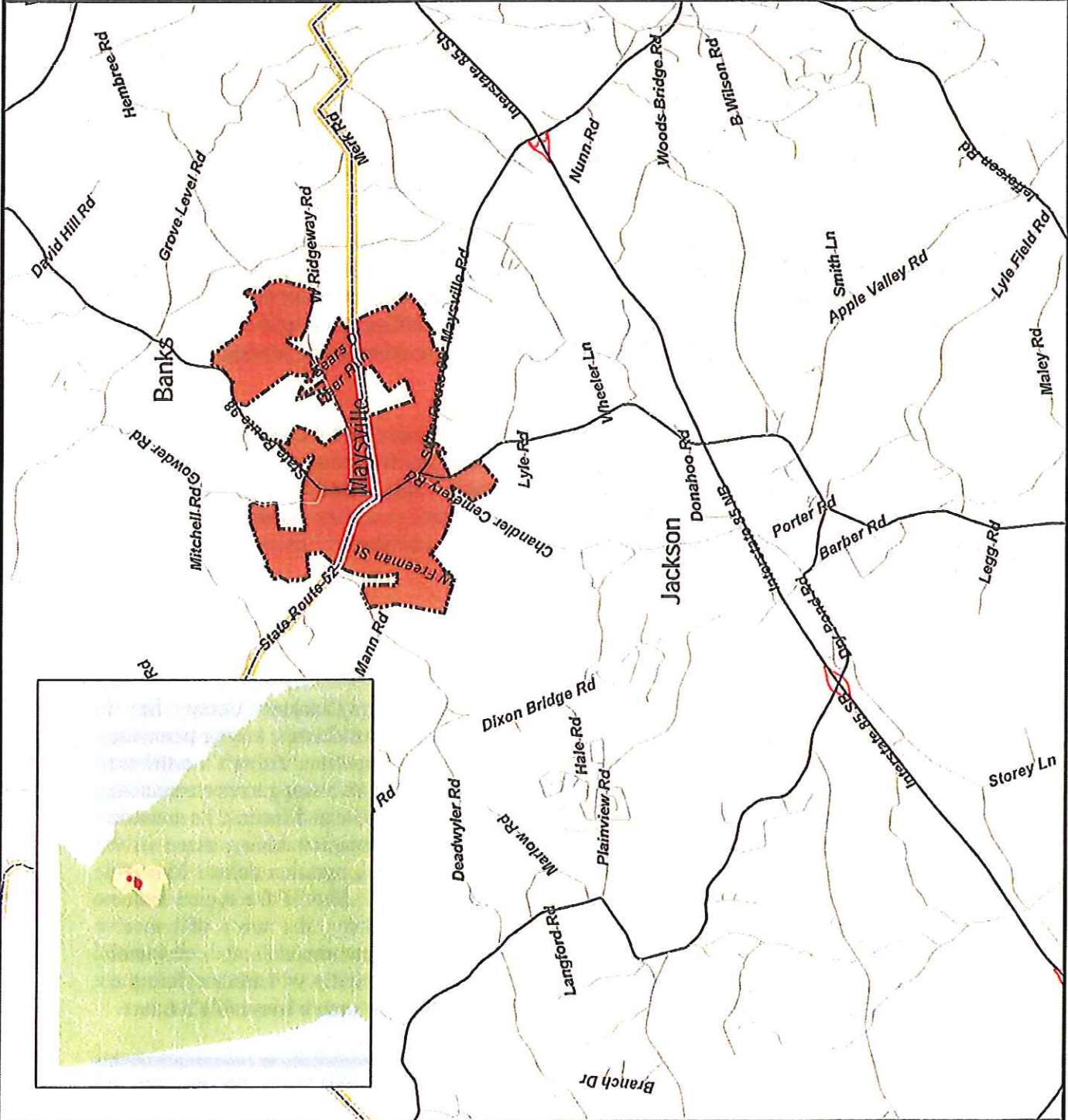
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Miles



GA Mountains RDC
JGD, February 2008



**A RESOLUTION OF THE CITY COUNCIL OF
MAYSVILLE, GEORGIA
ADOPTING THE CITY OF MAYSVILLE COMPREHENSIVE
PLAN, 2008-2030**

WHEREAS: The State of Georgia requires its local governments to develop and maintain a comprehensive plan for the purposes of coordinating future development policies and the investment of public services and facilities; and

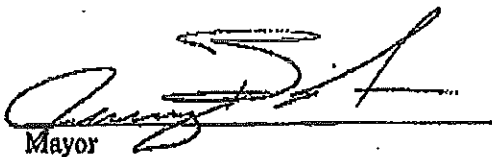
WHEREAS: The City Council, as the governing authority of the City of Maysville, Georgia, has participated in developing an update to the City of Maysville Comprehensive Plan; and

WHEREAS: The City of Maysville Comprehensive Plan, 2008 - 2030 was prepared in accordance with the Rules and Procedures of the Georgia Department of Community Affairs; and

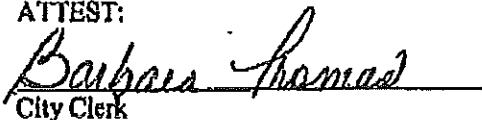
WHEREAS: The elements for the City of Maysville Comprehensive Plan, 2008 - 2030 - The Community Assessment, the Community Participation program and the Community Agenda - have all been reviewed and approved by the Georgia Mountains Regional Development Center and the Georgia Department of Community Affairs;

Now, therefore, **IT IS HEREBY RESOLVED** by the City Council that the City of Maysville Comprehensive Plan, 2008 - 2030 is adopted and it becomes the official plan for the City of Maysville.

Adopted by the City Council this 3rd day of December, 2008.


Mayor

ATTEST:


City Clerk

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Analysis of Development Patterns

Land use management policies and programs represent guidelines for shaping development patterns that provide for efficient growth while also protecting sensitive social and environmental areas. This section presents an inventory of existing land use patterns and development trends for the community, allowing the local government to produce the most effective policies needed to manage the demands from projected development.

Existing Land Use

As indicated earlier Maysville is a small rural town forged at the crossroads of two regional arterials. The remnants of an early 20th century downtown remain along with a historic district featuring many classic homes. Some modern businesses have crept into the tight configuration of blocks, and on the periphery the Town has seen new residential subdivisions, a refurbished elementary school and some industrial development.

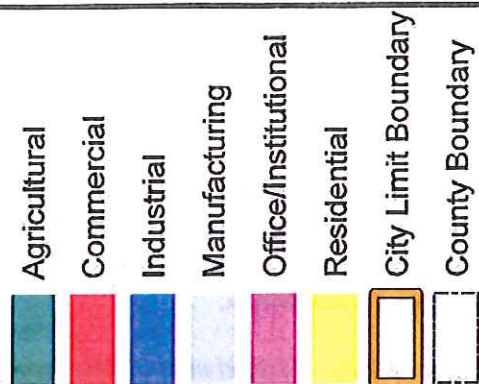
Land Use, 2007

Land Use	City of Maysville		
	Acres	Percent	Acres/Person*
Residential	1,569.4	58.6%	1.02
Commercial	158.9	5.9%	0.10
Public/Institutional	137.6	5.1%	0.09
Industrial	2.0	0.1%	0.00
Agricultural/ Forestry/ Undeveloped	810.5	30.3%	0.53
Transportation/ Communication/ Utilities	0	0.0%	
Park/ Recreation/ Conservation	0	0.0%	
Total	2678.345	100.00%	1.75

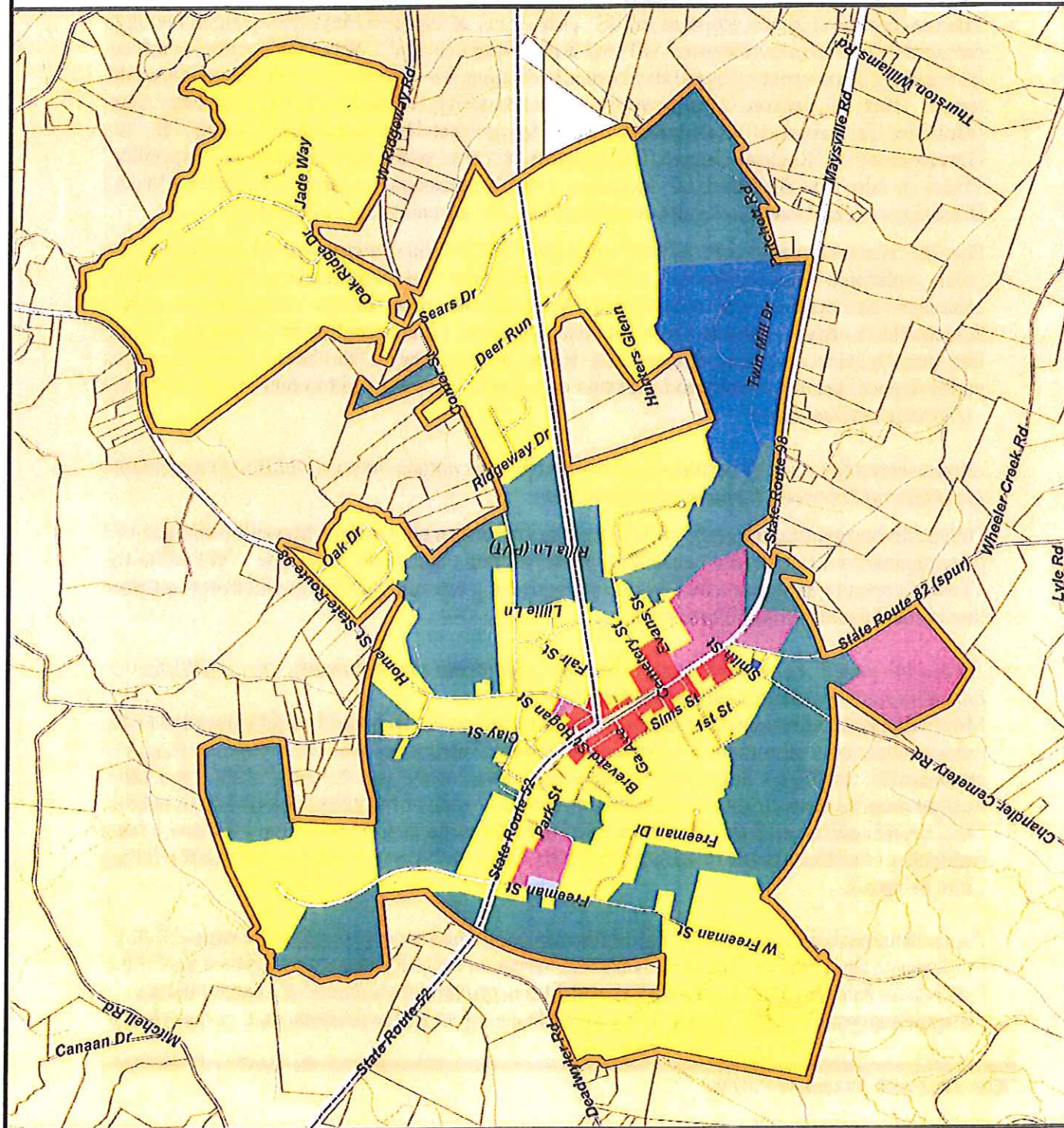
Source: GMRDC, 2007

* = Based on 2005 GOPB population estimate of 1,534 persons

Maysville's form and land use originate around State Route 52 that bisects the town. The road also serves as Main Street, running parallel to a railroad line atop a raised berm that signifies the heart of the town. Along the south side of Main Street is the prevalence of traditional, older downtown structures that still house some shops and service businesses. Behind those are 2-3 blocks of traditional neighborhood residential with many historic structures and design elements that remain from the early 20th Century. The same neighborhood form also exists across the railroad tracks reaching north and west from the town's center. Beyond this is a patchwork of open fields, some still used for farming, and the occasional subdivision or set of houses. All of this occurs within a tightly knit area inside Maysville's original 1-mile diameter boundary. Beyond this are subdivisions annexed into the town during the past 30 years, most of which feature larger lot sizes and a form resembling country living as opposed to urban or town fabric.



GA Mountains RDC
JGD, Dev. March 2008



COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Areas Requiring Special Attention

Analysis of the prevailing trends will assist in the identification of preferred patterns of growth for the future. More specifically such analyses can identify those areas requiring special attention with regard to management policies, such as natural or cultural resources likely to be intruded upon or otherwise impacted by development.

▪ *Areas where rapid development or change of land uses is likely to occur*

The concept of rapid development in this sense does not apply to Maysville, a small enough community that any development will constitute "rapid change." Where this matter is critical is recalling the prospect of rapid development changing the character of land surrounding the town. Parts of Jackson County within close proximity to Maysville have already been identified for proposed developments, including projects large enough to qualify for the Development of Regional Impact (DRI) review process within several miles of Maysville. There is also the likelihood of increasing growth pressures emanating from the Banks Crossing area and Commerce just several miles to the east and south of Maysville.

For this reason the only parts of Maysville identified for this category are the fringes of the older, traditional neighborhoods. As a land use pattern and significant part of the town's character and heritage, this collection of Victorian and other historic homes are the most susceptible to adverse impacts from the encroachment of incompatible development. More importantly, select portions of these units lie on the periphery of the historic district against undeveloped/ sparsely developed land that could easily be converted to other uses. (*Map ID – Threatened Resources*)

▪ *Areas where the pace of development has and/or may outpace the availability of community facilities and services, including transportation*

Given the current structure of service delivery arrangements within Maysville the pace of development will not exceed capacity without extreme annexation practices. Yet while the Town is open to annexation and growth strategies any outward expansion will occur at a pace that is sustainable with utility service.

▪ *Areas in need of redevelopment and/or significant improvements to aesthetics or attractiveness (including strip commercial corridors)*

Maysville has an abundance of aging and historic structures that could benefit from extensive renovations and restoration. Several dilapidated structures can be found among the commercial buildings lining Main Street, and even more can be seen within the older neighborhoods immediately surrounding downtown. Many of the units are simply in need of basic repair and/or cosmetic improvements, but Maysville lacks the economy for many local residents to redirect funds to such investments. As a result many units are at risk for falling into disrepair.

As a collective, the same residential and commercial district recognized for its susceptibility to impacts from new development is also the target area for this category. While some of the individual lots may be small enough to consider negligible, the volume of so many units in disrepair suggest the district as a whole should be earmarked for reinvestment, as there is not

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

one block that could be considered without some need for attention. (*Map ID – Redevelopment Target Areas*)

- *Large abandoned structures or sites, including those that may be environmentally contaminated*

Because of the town's size there are no major sites within Maysville that match this category but there are several vacant units or lots that occupy prime locations within the historic district to arrant recognition. Two are along either side of the Main Street corridor, including one collection of brick shops near the Town Hall and an old warehouse near the Fire Station. Another key location is a large corner lot 2 blocks removed from Main Street in the middle of the historic southside neighborhood. These sites represent the most available locations within the established parts of Maysville and their redevelopment could greatly enhance or detract from the community's character. (*Map ID – Vacant Sites/ Infill Target Areas*)

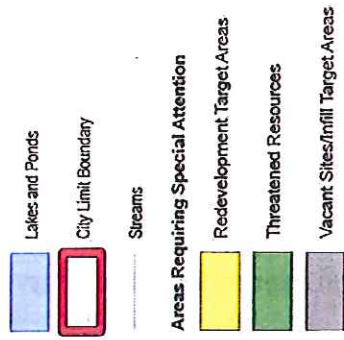
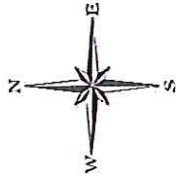
- *Areas with significant infill development opportunities (scattered vacant sites)*

The most significant infill opportunities within Maysville are the same properties discussed in the abandoned structures category. There may be additional lots within the general residential areas, but none have the location values as the three sites targeted above. (*Map ID – Vacant Sites/ Infill Target Areas*)

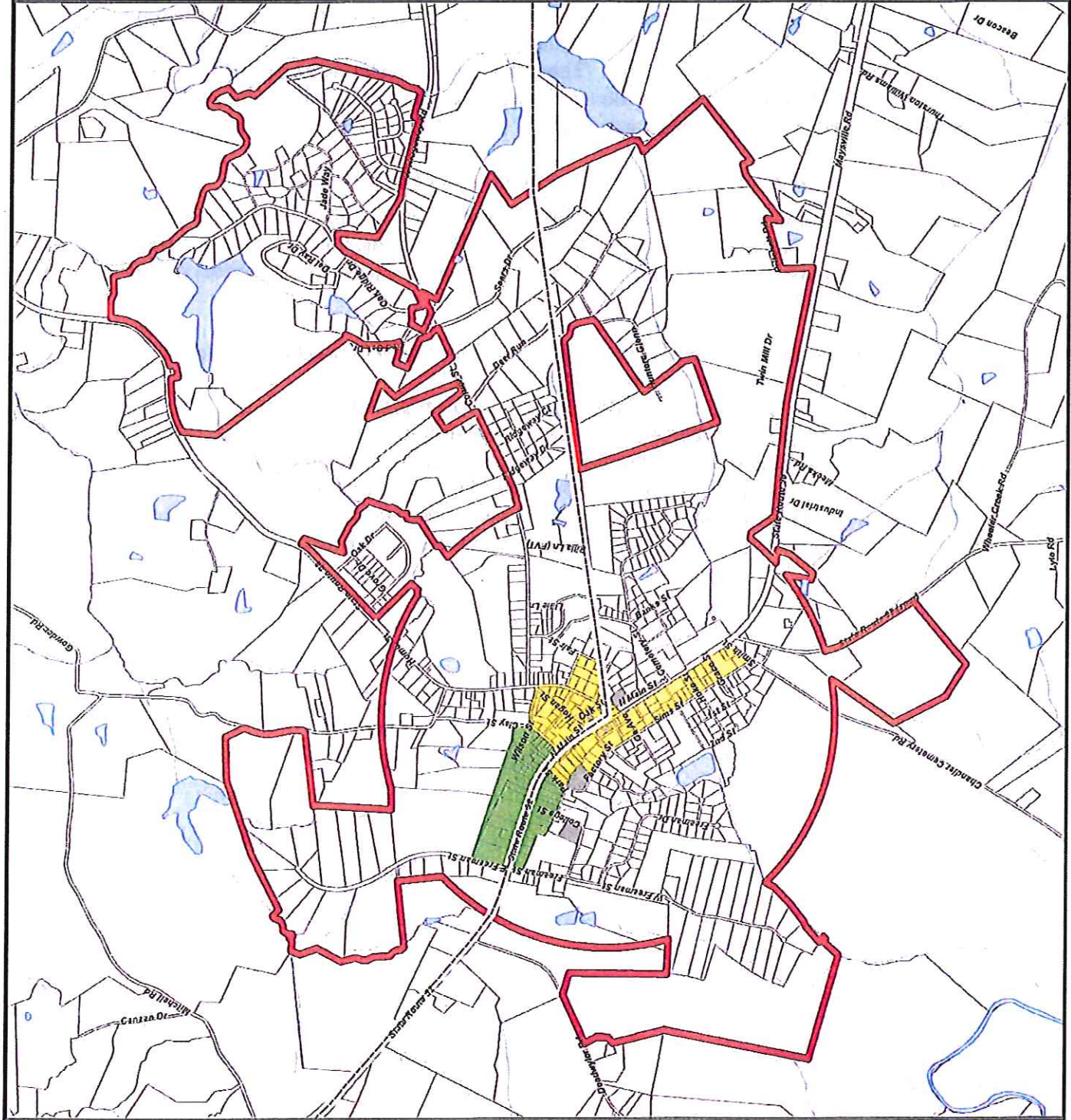
- *Areas of significant disinvestment, levels of poverty, and/or unemployment substantially higher than average levels for the community as a whole*

Maysville as a community is too small to feature a sub-area that could be identified as disenfranchised compared to the rest of the town. Any residential area is small enough in size and woven tightly enough into the fabric of the entire community that no area is considered completely removed from the rest of Maysville. The entire downtown and every residential could benefit from reinvestment, but the town as a whole is not economically depressed such that the entire community should be earmarked as disenfranchised.

Areas Requiring Special Attention Maysville, GA



GA Mountains RDC
JGD, March 2008



COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Recommended Character Areas

To further assist in identifying development needs and target areas it is crucial to understand not only the land use patterns but also the prevailing character and context of a community. It is possible to identify these sub-areas within the community defined by architectural scale and style, functions and roles, traffic flow, and other factors that differentiate one area from the next. These can include the areas requiring special attention identified above and/or existing community sub-areas for which plans have already been prepared.

Main Street

As suggested by the name, this is the corridor of Main Street stretching from Smith Street to Freeman Street. This area holds the bulk of historic structures and early 20th century commercial buildings that define Maysville's small town character. Small portions of this district reach outward for a couple blocks along and across from Homer Street, considered the heart of downtown where the Town Hall and a community greenspace reside. There is also the railroad line that parallels Main Street, acting as a buffer that will ensure the corridor does not take on a suburban, auto-oriented character.

This area will need some reinvestment to ensure the commercial viability of the properties and measures to protect the character of the town. It must also be determined how the form will expand in the future: Continue outward expansion along Main Street or find ways to incorporate depth. The decision will impact economic development strategies and plans for the surrounding residential neighborhoods.

Traditional Neighborhoods

These are the residential blocks that surround the Main Street corridor, most of which are included within the historic district. They are embodied by many older and historic homes with comparable architecture styles (majority Victorian) and features (smaller lot size, front porches, proximity to street). The road dimensions are often very narrow, as are most blocks and lots, reminiscent of a time when automotive traffic was decidedly more sparse and of different volumes, speeds and types.

Recommendations for this area includes protective development policies that encourage infill of compatible designs and foster long-term capital improvement plans that increase the viability of the residential uses. Sidewalks and improved street signage are encouraged, especially to assist in the pedestrian accessibility of traveling from these houses to the school, shops and library located within or immediately adjacent to the district.

Conventional Subdivisions

Dispersed throughout the town are four subdivisions that strike discernibly different character compared to the traditional neighborhoods. These are newer developments that feature minimalist streetscapes and designs, and are all comparably modest-sized subdivisions that chose cul-de-sacs as opposed to seeking to expand adjoining traditional neighborhood forms. In most cases the houses are built on slab and feature uncovered parking pads at the front or side of the house. These represent a form of affordable housing commonly developed in the 1980's and 1990's, wherein the bulk of the investment was

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

directed to the interior amenities of the house in order to reduce costs and allow the owner to develop the property as desired.

While there are limited measures needed or considered effective for improving reinvestment levels for these areas, there is a recommendation to strengthen the community character by managing development around these sites. Proliferation of this one housing type would minimize the housing choices for Maysville, would alter traffic volumes on the local streets and minimize the opportunity to expand the existing neighborhood fabric, a suggested objective of the community.

Industrial Area

This is the small area of town along the north side of State Route 52 near the eastern boundary. It's designation stems from the existing Marjac facility that occupies half the designated area. Undeveloped land adjacent to Marjac and the across from the school could accommodate more of this scale land use.

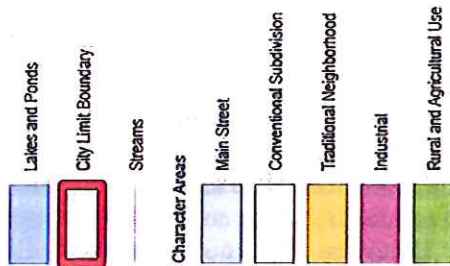
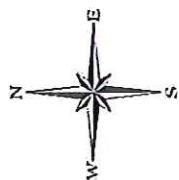
Recommendations for this area will require a clarification on the industrial demands of the town and the demands for land among prospective industries. This will determine the actual viability of this site for expanded industrial use, what other lands the town may need to consider and what improvements and management measures the Town must pursue in order to foster additional industrial use. In the interim, Maysville should consider restricting the development of this site from non-industrial uses.

Rural/ Agricultural Areas

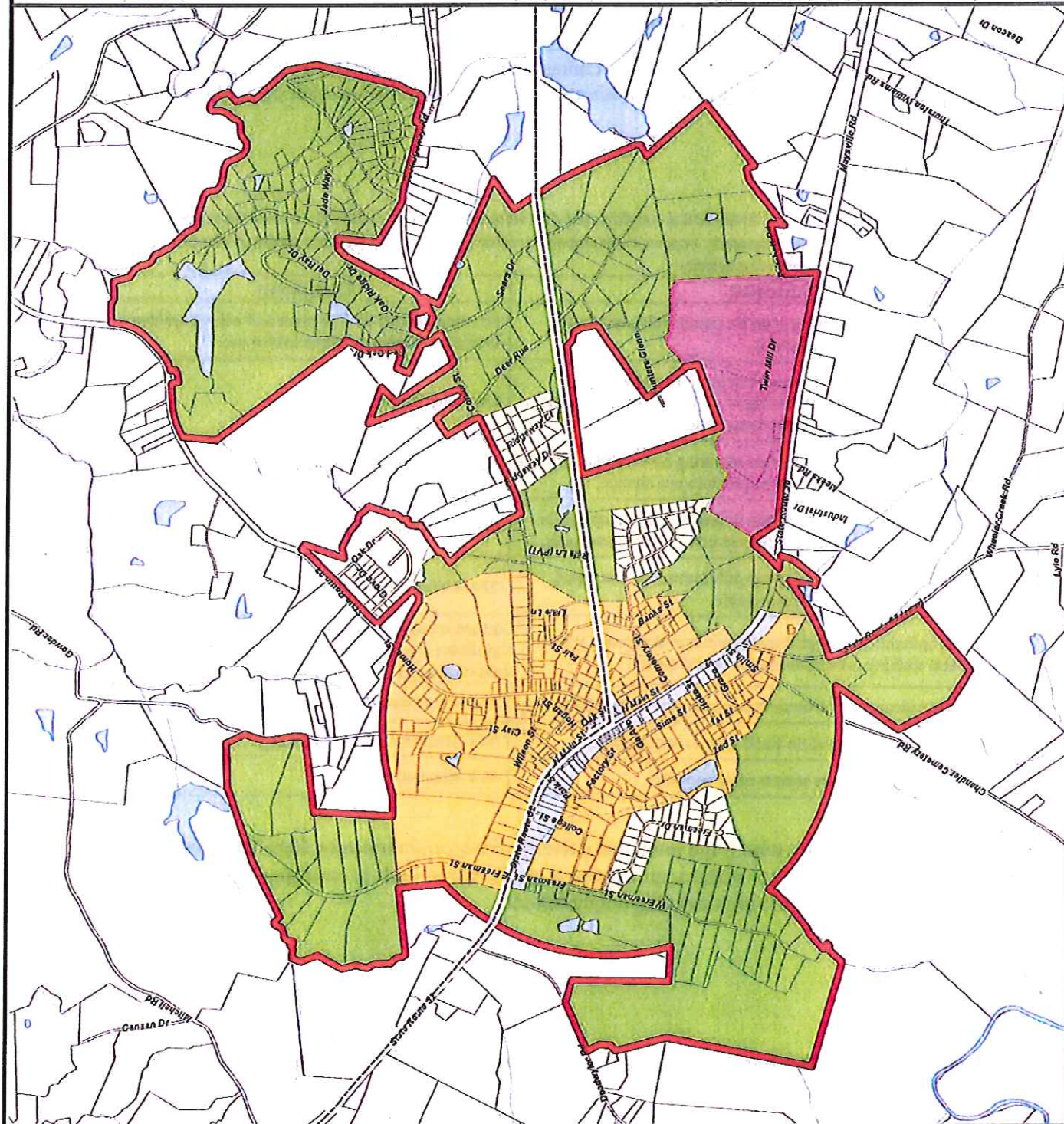
The remaining land around Maysville has been defined as Rural/Agricultural. This includes pockets of undeveloped land, several small, active farms, plus the variety residential developments. While there are some subdivisions in this area that are from the same era as those in the Conventional Subdivision area, those given the Rural designation typically feature larger lots, larger houses on foundations and with a garage or carport and street configurations that roll with the landscape to emote a country feel compared to the rigid block pattern of the traditional neighborhoods. This is the area where one transitions between rural banks County and the Maysville defined by a historic downtown and historic homes. Because of this and the presence of undeveloped land it is also where the bulk of future development is likely to occur, development which will impact the community's character and overall health as a residential and commercial destination.

There are no discernable needs for this area save for a recognition that the best hopes for greenspace within the town resides with the undeveloped land within this category. Should the community achieve a significantly higher density there could be a strong desire for park or conservation space within proximity of the downtown and established neighborhoods. Further, if the majority of new development is to be different from the established neighborhoods, the greenspace could be used as a buffer between the different residential sectors. Once the Town determines the vision and direction for new growth, much of that will take place within this district.

Character Areas Maysville, GA



GA Mountains RDC
JGD, March 2008



COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Consistency with Quality Community Objectives

In 1999 the Board of the Department of Community Affairs adopted 17 Quality Community Objectives (QCOs) as a statement of the development patterns and options that will help Georgia preserve her unique cultural, natural and historic resources while looking to the future and developing to her fullest potential. This assessment is meant as a tool to give a community a comparison of how it is progressing toward these objectives set by the Department, but no community will be judged on progress. The questions focus on local ordinances, policies, and organizational strategies intended to create and expand quality growth principles. A majority of positive responses for a particular objective may indicate that the community has in place many of the governmental options for managing development patterns. Negative responses may provide guidance as to how to focus planning and implementation efforts for those governments seeking to achieve these Quality Community Objectives. Should a community decide to pursue a particular objective it may consider this assessment as a means of monitoring progress towards achievement.

Development Patterns

Traditional Neighborhoods - Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Statement	Comments
1. Our zoning code does not separate commercial, residential and retail uses in every district.	New regulations both in place and being considered would accommodate some mixed use.
2. Our community has ordinances in place that allow neo-traditional development "By right" so that developers do not have to go through a long variance process.	Currently in place.
3. We have a street tree ordinance requiring new development to plant shade-bearing trees appropriate to our climate.	Currently in place.
4. Our community has an organized tree-planting campaign in public areas to make walking more comfortable in summer.	Only achieved through local garden club.
5. We have a program to keep our public areas (commercial, retail districts, parks) clean and safe.	There is a Keep Maysville Clean Program.
6. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	Limited existing supply but plans in place for significant improvements. Town needs funding and right of way for expansion.
7. In some areas, several errands can be made on foot, if desired.	Some, but limited due to lack of businesses in town.
8. Some children can and do walk/ bike to school safely.	Yes (Elementary), but not a large percentage.
9. Schools are located in or near neighborhoods.	Yes, Elementary.

This is an existing form within the town and a deciding factor in their established character. The Town has taken steps to sustain and expand these areas and is working to ensure new development is compatible with existing neighborhoods.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Infill Development - Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Statement	Comments
1. Our community has an inventory of vacant sites and buildings available for redevelopment and/or infill development.	Yes for 2-3 larger structures. Limited supply to deal with.
2. We are actively working to promote Brownfield redevelopment.	Not applicable.
3. Our community is actively working to promote greyfield redevelopment.	Not applicable.
4. We have areas that are planned for nodal development (compacted near intersections rather than spread along a major road.)	Not currently, but the concept is favorable and the Town will use this planning process to identify any potential in outward expansion.
5. We allow small lot development (<5000 SF) for some uses.	Allowed under certain conditions (sewer).

As with the discussion of traditional neighborhoods, this is considered a priority issue for Maysville and the Town is actively working to promote infill development. Amended regulations ensure such development will be compatible in form, and the Town is now working to improve promotion and economic development efforts to attract new businesses to existing structures.

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

Statement	Comments
1. If someone dropped from the sky into our community, he or she would know immediately where she was, based on our distinct characteristics.	Yes (small, rural town).
2. We have delineated the areas of our community that are important to our history and heritage and have taken steps to protect those areas.	Yes: Downtown Historic district and Victorian Home district.
3. We have ordinances to regulate the aesthetics of development in our highly visible areas.	Currently under development.
4. We have ordinances to regulate the size and type of signage.	Yes.
5. Our community has a plan to protect designated farmland.	Not applicable. Level of active farming within the Town is minimal and not considered in prime agricultural land. The Town is permissive of agricultural uses and hopes to preserve greenspace, but is not actively protecting farmland.

Maysville currently has a clear sense of place, but could lose that depending on the growth that occurs both within and surrounding Maysville.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

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

Statement	Comments
1. We have public transportation in our community.	There is rural transit service for the elderly and handicapped, otherwise the town is too small and rural to justify public transportation.
2. We require that new development connects with existing development through a street network, not a single entry/exit.	New development must occur along paved roads but there is no regulation regarding location/ number of access points.
3. We have a good network of sidewalks to allow people to walk to a variety of destinations:	Not currently, but the Town is developing a sidewalk plan to coordinate improvements and expansion.
4. We have a sidewalk ordinance in our community that requires all new development to provide user-friendly sidewalks.	Not in place but concept is being considered.
5. We require that newly built sidewalks connect to existing sidewalks wherever possible	Not in place but concept is being considered.
6. We have a plan for bicycle routes through our community.	Not presently, but the town is included in the GMRDC Regional Bicycle and Pedestrian Plan.
7. We allow commercial and retail development to share parking areas wherever possible.	Yes.

The town is aggressively pursuing the improvement and expansion of pedestrian accessibility, and as a result of this process hopes to influence new development to match the intention. Maysville will rely heavily on outside funding assistance to put some sidewalk plans into place.

Regional Identity - Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

Statement	Comments
1. Our community is characteristic of the region in terms of architectural styles and heritage.	Yes, as a small, rural town with agrarian heritage.
2. Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.	Yes.
3. Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal)	Not currently, but the Town is considering measures to develop a coordinated economic development strategy.
4. Our community participates in the Georgia Department of Economic Development's regional tourism partnership.	Not directly, but the Town is trying to reestablish the Downtown development Authority.
5. Our community promotes tourism opportunities based on the unique characteristics of our region.	Not currently, but the Town is considering measures to develop a coordinated economic development strategy.
6. Our community contributes to, and draws from, the region, as a source of local culture, commerce, entertainment, education.	Yes.

Efforts to solidify the Town's character through management of new development will greatly assist in this regard.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Resource Conservation

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

Statement	Comments
1. We have designated historic districts in our community.	Yes: Downtown Historic district and Victorian Home district.
2. We have an active historic preservation commission.	The DDA will serve in this capacity once reestablished.
3. We want new development to complement historic development, and we have ordinances in place to ensure that happening.	Yes.

This is obviously critical to the Town and there have been significant steps put into place in this regard. The design standards for new development within the historic districts are being updated and the Town will work with the GMRDC in reestablishing the DDA for preservation and economic development purposes.

Open Space Preservation - *New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.*

Statement	Comments
1. Our community has a greenspace plan.	There is no formal plan currently, but will be considered during this process.
2. Our community is actively preserving greenspace – either through direct purchase, or by encouraging set-asides in new development.	Yes, through easements, and there is hope to buy some land, as well.
3. We have a local land conservation program/ work with state or national land conservation programs to preserve environmentally important areas in our community.	No active program in place at this time.
4. We have a conservation subdivision ordinance for residential development that is widely used and protects open space in perpetuity.	Current subdivision regulations allow/encourage conservation design principles.

The Town does recognize the need to consider a formal greenspace plan and will review environmental and other related issues during this planning process to discern the level of feasibility for such a plan right now. There is a long term hope to secure some open space within the town but currently little urgency and consensus on the type and location of greenspace to pursue.

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

Statement	Comment
1. We have a comprehensive natural resources inventory.	This will be accomplished through this planning process.
2. We use this resource inventory to steer development away from environmentally sensitive areas.	This will be accomplished through this planning process.
3. We have identified our defining natural resources and have taken steps to protect them.	This will be accomplished through this planning process.
4. Our community has passed the necessary Part V Environmental Ordinances, and we enforce them.	Yes,
5. Our community has and actively enforces a tree preservation ordinance.	No, however, some subdivisions have covenants enforcing this policy and the subdivision regulations encourage conservation design.
6. Our community has a tree-replanting ordinance for new development.	Not at this time.
7. We are using stormwater best management practices for all new development.	Town does receive some assistance in code enforcement through Jackson County.
8. We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.)	Yes, through DNR Part V criteria.

Maysville's size and location limit the volume of environmentally sensitive conditions. The Town employs the standard Environmental Planning Criteria and is working to maintain quality enforcement. These efforts should improve upon the completion of this planning process which will yield improved mapping information and coordination with land use management policies.

Social and Economic Development

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

Statement	Comments
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions.	This will be accomplished through this planning process.
2. Our local governments, the local school board, and other decision-making entities use the same population projections.	Yes. This will be updated through this planning process.
3. We have a Capital Improvements Program that supports current and future growth.	Not historically but this will be considered during this planning process.
4. We have designated areas of our community where we would like to see growth. These areas are based on the natural resources inventory of our community.	Yes (infill), No (location of Greenfield development). Limited size of town and preferred policies result in less concern for location but rather focus on the type of use in different locations.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

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

Statement	Comments
1. Our economic development organization has considered our community's strengths, assets, and weaknesses and has created a business development strategy based on them.	Not directly, but the Town is trying to reestablish the Downtown Development Authority that would manage this effort.
2. Our ED organization has considered the types of businesses already in our community, and has a plan to recruit business/industry that will be compatible.	Not directly, but the Town is trying to reestablish the Downtown Development Authority that would manage this effort.
3. We recruit businesses that provide/ create sustainable products.	Not directly, but the Town is trying to reestablish the Downtown Development Authority that would manage this effort.
4. We have a diverse jobs base, so that one employer leaving would not cripple us.	Likely not, but the Town is trying to reestablish the Downtown Development Authority that would address this concern.

While Maysville has been and will continue to participate in the Banks County Chamber of Commerce and Development Authorities, the Town is also trying to resurrect the Downtown Development Authority to provide more direct and local support. In the past there has not been the form of coordinated economic development that's desired now, due in part to the changing global and regional economies. The new DDA will develop a strategic plan that facilitates responses to all the issues raised above.

Employment Options - A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Statement	Comments
1. Our economic development program has an entrepreneur support program.	Not presently.
2. Our community has jobs for skilled labor.	Limited, and very much needed.
3. Our community has jobs for unskilled labor.	Limited in town but available in the region.
4. Our community has professional and managerial jobs.	Limited, and very much needed.

Maysville's location may limit the potential to attract regional-scale economic engines, but the potential remains to improve levels of economic diversity and wages. As the Town initiates projects as part of a coordinated economic development strategy and growth management plan, Maysville will be better positioned to attract and sustain more advanced businesses that will serve the region. In the interim the Town needs to solidify its form and function as a serviceable, mostly-residential community.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Housing Choices - A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

Statement	Comments
1. Our community allows accessory units like garage apartments or mother-in-law units.	Yes.
2. People who work in our community can afford to live here.	Yes.
3. Our community has enough housing for each income level (low, moderate, and above-average incomes)	There is marginal market need for higher end housing or elder-care housing, but those exist in limited supply.
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and recommending smaller setbacks.	Yes.
5. We have options available for loft living, downtown living, or "neo-traditional" development.	Some options are available, but not in abundance.
6. We have vacant and developable land available for multifamily housing.	Yes.
7. We allow multifamily housing to be developed in our community.	Yes.
8. We support community development corporations building housing for lower-income households.	Under certain conditions, yes, but existing corporate efforts are limited. Only one existing apartment complex.
9. We have housing programs that focus on households with special needs.	No programs currently, but this is permitted by policy.
10. We allow small houses built on small lots (less than 5,000 square feet) in appropriate areas.	Yes, under certain conditions.

Once the Town establishes its vision and objectives regarding future development scenarios, this will guide housing development policies. Current supply meets current demands, but the type of community desired in 2030 may require greater variety of types and costs.

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

Statement	Comments
1. Our community provides work-force training options for our citizens.	Not locally but through regional assistance options.
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.	Not locally but through regional assistance options.
3. Our community has higher education opportunities, or is close to a community that does.	Yes (Gainesville and others).
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	Not truly. Limited employment options within town and many in region do not require college degree.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Governmental Relation

Local Self-determination - Communities should be allowed to develop and work toward achieving their own vision for the future. Where the state seeks to achieve particular objectives, state financial and technical assistance should be used as the incentive to encourage local government conformance to those objectives.

Statement	Comments
1. We have a citizen-education campaign to allow all interested parties to learn about development processes in our community.	There is no formal campaign but civic matters are promoted and educational material is provided. The Town lacks web access to assist this effort.
2. We have processes in place that make it simple for the public to stay informed on land use and zoning decisions, and new development.	Yes, through public notices and availability of material for review.
3. We have a public-awareness element in our comprehensive planning process.	Yes.
4. We have clearly understandable guidelines for new development.	Yes.
5. We offer a development guidebook that illustrates the type of new development we want in our community.	Yes, as part of design standards for historic districts.
6. We have reviewed our development regulations and/or zoning code recently and are sure that our ordinances will help us achieve our QCO goals.	Yes, with some amendments.
7. We have a budget for annual training for planning commission members and staff, and we use it.	Yes.
8. Our elected officials understand the land-development process in our community	Yes.

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

Statement	Comments
1. We plan jointly with our cities and county for Comprehensive Planning purposes	Coordination with Banks County includes the Service Delivery Agreement
2. We are satisfied with our Service Delivery Strategies	Yes, but some amendments will be required for water and annexation policies in Jackson County.
3. We cooperate with at least one local government to provide or share services (parks and recreation, E911, Emergency Services, Police or Sheriff's Office, schools, water, sewer, other)	Yes.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

IDENTIFICATION OF ISSUES AND OPPORTUNITIES

Land Use

Land use regulations represent guidelines for shaping development patterns that provide for efficient growth while also protecting sensitive social and environmental areas. An assessment of land use conditions allows governments to produce the effective land use regulations needed to serve projected development demands generated from other comprehensive plan elements.

Issues

- *Attracting quality infill development* – Maysville has sites available for infill and standards to ensure compatibility, but the market is currently not conducive to the level of investment some sites may require to balance design and function.
- *Managing suburban encroachment* – New development is expected within and around the town, but Maysville must coordinate with Banks County to ensure the overall form and scale of development is conducive to retaining the town's character and commercial and civic stature. An over-abundance of auto-oriented development on the town's periphery could detract from the appeal and viability of Maysville.
- *Accommodating more/new commercial and industrial use* – For economic purposes the town may consider increasing the volume of commercial and industrial land use. To do this will require either an expansion of town limits or developing a strategy for incorporating these uses into the existing scheme.
- *Development vs. greenspace* – The Town is considering measures to preserve greenspace within the established parts of the community. Pursuing this will require the acquisition of existing greenspace or development policies requiring such.

Opportunities

- *Downtown properties available for infill/ redevelopment* – Maysville does have land available within the town to attract new business.
- *Regional growth will bring new development* – As metro Atlanta expands it is inevitable that the area around Maysville will attract more housing and new development. This means Maysville will have the opportunity to accommodate new development and try to build on the community's character.
- *Town Scale conducive to pedestrian accessibility* – The arrangement of blocks and location of uses gives Maysville the opportunity to provide walking access to the school, library and other public places from a sizable

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Population

Issues

- *Managing population growth* – Maysville and the surrounding region will experience dynamic growth levels that will change the character of the area. The town must consider how to incorporate this growth into the fabric of the community in order to sustain service levels and maintain the character desired.

Opportunities

- *Continuing positive social trends* – Efforts to improve education and income levels should be maintained so as to ensure the economic vitality of the community.

Economic Development

Issues

- *Need for economic development within town* – Maysville has the land available for business development within town, and a sizeable population base with growing needs for select products and services. Failure to develop businesses within the town that can fill these needs will only increase the likelihood such economic development will occur outside the town limits, drawing away potential tax revenue and possibly impacting the town's character.
- *Dealing with transition of economic base* – As Maysville and Banks County become more suburban the nature of industrial development and employment opportunities will change. Shifts from primarily goods production to service industries requires new strategies for education, business development and alters the scope and scale of community interactions.
- *Increase in Service sector/ hourly-rate employees* – Current growth in the Service industry can be a boon for local consumers but typically a weaker sector in terms of wages and benefits to local employees. Continued growth is encouraged but the Town must monitor the overall changes to the economy to ensure a diverse range of employment opportunities available for residents.
- *Need for a coordinated economic development strategy* – As a smaller community within a burgeoning suburban area, Maysville has had fewer resources or recourse for economic development. There has not been in the past any sense of targeted business recruitment for the town or a unified strategy for business development. Failure to become proactive in this sense, however, might lend to the dilution of the town's character and a general weakening of the economy.

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Opportunities

- *Economic potential of downtown* – Maysville has vacant properties within a historic district that is accessible to most of the community and region, including via the State highway. The district retains most of its character, lending itself to business development that wishes to build off the town's identity. Done correctly, the potential exists for Maysville to serve as a modest regional center in the middle of suburban and rural Banks and Jackson Counties.
- *Natural economic expansion* - As metro Atlanta grows outward, population and employment growth is assured. This will provide Maysville and Banks County with additional labor and increased market pull for new business development.
- *Proximity to regional resources* – Metropolitan expansion to this part of Georgia not only increases Maysville's accessibility to economic and employment centers (such as the outlet mall, health care, etc), but also comes because of the amenities already available, such as the mountains and parks.

Housing

Issues

- *Housing affordability* – City should research ways to decrease volume of households spending greater than 30% of income on housing. Some of this issue may relate to economic forces and household revenues.
- *Age of existing supply* – Maysville has many historic homes but also has many older units that are in need of renovation and improvement. Many units are of lower economic tiers and smaller size that should receive reinvestment to maintain market value.

Opportunities

- *New housing development through continued regional growth* -- As the Maysville area experiences more and more encroachment from suburban expansion, there will be the opportunity to introduce more new, modern housing units to the local supply.
- *Land available for development* – Undeveloped land within the city allows for new housing to be incorporated into the existing fabric of established neighborhoods, and allows space for variety of housing types and styles.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Public Facilities and Services

Issues

- *Viability of water and sewer service* – The distribution and collection system Maysville will require upgrades within the planning period, and may require expansion depending on long-term growth plans.
- *Demand for recreation space* – Sustained population growth will raise the demand for more accessible recreation spaces in or near Maysville
- *Expansion of Town facilities* – The Town Hall and Fire Department structures will need maintenance and possibly renovations/expansion during the planning period.

Opportunities

- *Space available for new facilities* – Through either infill or new development, Maysville has the space available for locating new civic structures within close proximity to the heart of town. Done properly, new facilities could assist efforts to strengthen the community's character.

Transportation

Issues

- *Balancing local traffic and commercial traffic* – As Maysville, Banks and Jackson County grow more suburban the major corridors will become viable for multiple uses. Uses that, at times, can lead to competing priorities, particularly in balancing through and tourist traffic with that of local residents. The Town must balance its overall priorities for growth, character and land use management to ensure clear priorities for all major roadways to ensure an efficient transportation system.
- *Maintaining the access corridors* – Connectivity to developing neighborhoods and state routes is a chief priority for residents and businesses alike. Yet this also causes the greatest blend of uses and competing demands as discussed above. For example, these routes could serve as a commercial destination, gateway, scenic corridor or simple rural arterial. Management of these routes will be critical to determining a vision for the community and the effectiveness of measures to achieve that vision.
- *Improving access to public transit* – Few opportunities currently exist for public transit, either as a local service or as a link to service in Gainesville or into metropolitan Atlanta. Though demand is not high for such modes at present, both the rate and styles of growth projected for the future suggest a strong need for such transit programs in order to mitigate transportation concerns for the Town.

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- *Improving road network interconnectivity* – Development patterns beyond the historic district were not based on an interconnected road system. This lack of connectivity hampers emergency response times, and leads to an overburden of the existing collector and arterial roads. Completion of a perimeter road, and establishing new roads would improve efficiency and safety within the system, and preserve the existing road system by reducing overuse of certain sections.
- *Improving safety and preservation of the road network* -- An updated system of road name signage and local speed limits would improve safety and efficiency of the road network. A locally established functional classification system would facilitate this, as well as establishing local road construction standards, access management, and other transportation/land use planning decisions such as zoning.

Opportunities

- *Long-Range Road Improvement Plan* - The town is served by some of the County's roads, and State Routes 52, 9, 142 and 136 located in the north section of the city, also serve as major corridors. The expansion to the north will prompt development and increased travel demand. There is a need to develop a focused road improvement program to guide public investment in the future, and to connect future land use planning with transportation planning. The plan may also include an updated system of road name signage and local speed limits to improve safety and efficiency of the road network
- *Downtown/Historic District Transportation Master Plan* – The historic district was developed on a grid pattern of roads that are narrow by modern standards. An opportunity exists to plan for new roads to carry freight traffic moving through the city, thus reducing the burden of heavy traffic on these smaller local roads. This plan may also incorporate bicycle and pedestrian elements.

Natural Resources

Issues

- *Maintain environmental protection efforts* – Maysville should continue enforcement of land use regulations that minimize threats to existing environmental resources. These efforts should be reviewed upon the completion of new flood plain mapping and aerial imagery for identifying wetlands.
- *Need for greenspace* – Maysville should explore options for preserved greenspace as a measure for increasing environmental protection, enhancing the town's rural character and providing space for passive recreation.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Opportunities

- *Land available for greenspace* – There is an abundance undeveloped land within and surrounding the town that could be preserved for greensapce.
- *Ability to incorporate near full sewer service* – Proposed expansions of sewage treatment capacity at both banks County and the City of Commerce provides Maysville with the chance to coordinate systems and provide near-complete coverage of sewer service within the area. Measures that increase the rates of sewer system participation and limiting the use of septic systems would improve the long-term viability of natural resources.

Cultural Resources

Issues

- Protection and maintenance of extensive historic architectural resources and archaeological sites
- Protection of open lands and historic view sheds that further define the character of the community
- The need for appropriate growth strategies designed to bolster cohesiveness within the community
- The need for historically-based overnight accommodations with the historic district
- Lack of Design Guidelines
- Lack of Protective Ordinances
- Lack of an Active Historic Preservation Commission

Opportunities

- Implementation of a new sensitive growth strategy that could a positive impact on growth planning region-wide
- Implementation of Green Building Codes to augment the protection of natural, historic and other cultural resources
- Improved economic growth with an increase in downtown merchants

Intergovernmental Coordination

Issues

- *Maintain levels of service* – It is critical the Service Delivery Agreements with Banks and Jackson Counties will be updated as part of this planning process to ensure the provision

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

of these services is accurate, consistent and done efficiently. The Town must be careful and consistent in their establishment of policy across both contracts.

- *Annexation and growth management* – The Town is likely to feel some pressure from development to expand boundaries. This requires not only coordination as part of the Service Delivery Agreement but also effective planning by the Town to ensure the proper quality of growth introduced to the area. The Town should ensure their goals for expansion are accommodated within their Service Delivery Agreements with Banks and Jackson Counties.

Opportunities

- *Existing intergovernmental cooperation* – Measures such as the Service Delivery Agreements and the Special Purpose Local Option Tax (SPLOST) provide existing mechanisms for cooperation and communication between governments.
- *Availability of services and resources* – Through partnerships with neighboring communities Maysville does have access to a high level of utilities and services.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Community Participation Program

The Community Participation Program outlines the basic public involvement process that will be used to ensure Goals and Objectives of the Comprehensive Plan represents the values and desires of the residents. Ensuring the participation of a variety of stakeholder groups in developing the Community Agenda will also improve efforts for implementing the Plan by securing wider public understanding, support and cooperation.

The completion of the Community Assessment provides a baseline of information about the community to assist with the public involvement process, assuring the participants have a better understanding of the conditions and issues involved. The Community Participation Program will guide how this information is presented to the open public and various stakeholder groups, whose responses will refine the information, prioritize the issues and goals and identify the preferred alternatives for achieving those goals.

Identification of Stakeholders

The stakeholders of Maysville can be classified in three major categories: Residents/general public, civic interests, and local businesses and industry. Because Maysville can be defined as a smaller, rural town, the most prominent group of stakeholders targeted for the planning process will be the residents and major landowners. With a relatively homogenous character akin to a bedroom community and very few sizable businesses within the town and immediate vicinity, the general residents of the population constitute the largest interest group within the community.

The civic interests will be largely involved through the Town Council and affiliated officers, whose involvement is critical considering that the comprehensive plan process was devised to provide local public discourse and direction about the management of local communities. The Elementary school, the largest employer in the community, will also be solicited for direct involvement, and will the Banks County Chamber of Commerce and the Banks County Industrial Development Authority for their roles in the economic development of the area. Due to their relationship with Maysville and the role in utility development, representatives from the City of Commerce and Jackson County will also be invited to participate in the process.

Apart from the elementary school and Town government, the most prominent employers in Maysville are the MarJac facility and a collection of smaller retail and service operations that exist within downtown. With cooperation from the Banks County Chamber of Commerce, every business within the community will be notified about the public meeting schedule and other means for submitting comments and questions (discussed below). If there is not the volume or dynamic of industries to necessitate a formal Stakeholder Advisory Committee, there will be an effort to coordinate just one or two special stakeholder meetings for business leaders in the community apart from the general public meetings. This will provide a forum that can concentrate on economic development topics and assist in soliciting involvement from Maysville businesses.

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

Public Involvement and Comment

A variety of measures will be employed to secure involvement from each group of stakeholders.

Given the rural character of the town and the short term prescribed for the planning process, the majority of public outreach activities will be driven through open public meetings. A series of open forums will be scheduled for the town library (the site of Town Council meetings and most formal gatherings) over the months of March, April and May, during which time the GMRDC and Town of Maysville will facilitate discussion about the community's vision, prioritize issues and identify critical objectives. The original schedule will focus on 4 meetings that will concentrate on the following topics:

- Meeting #1* Confirm community issues; Collect ideas for community vision
- Meeting #2* Confirm community vision; Prioritize issues; Propose character areas
- Meeting #3* Discussion of alternative development scenarios; Establishment of goals
- Meeting #4* Review of draft Community Agenda

In addition to the open forums the public will have additional opportunities to review material and provide comment. A display featuring copy of plan materials will be set up in the library and in the Town Hall. Citizens will be encouraged to review these items and provide comment to the Town or GMRDC at any time during the process. They will also have the opportunity to participate online via a Mayville Comprehensive Planning Process web page established on the GMRDC web site (www.gmrdc.org). The web site will include copies of plan materials, a schedule of public events, a survey that can be submitted as part of the process and contact information for submitting comments and questions to the GMRDC staff.

Advertising for the process and public events will be handled through several means. The local Banks County newspaper will be used for general advertising and will be contacted directly to provide notice of key events and offer cooperation for the development of any feature articles about the process. Copies of select material will be provided to the press directly and in electronic form for ease of reproduction. In addition, flyers advertising the process will be distributed to local businesses and churches for posting in shop windows and on bulletin boards. These flyers will be designed such that they provide information about the next public event as well as the locations for finding copies of Plan materials at the public displays or online.

The elected and administrative officers of Maysville will be constantly involved during the process and GMRDC staff will be available to provide additional discussion or presentations as part of regularly scheduled Council meetings.

Development of the Community Agenda

Development of the Community Agenda will focus on using the information generated in the Community Assessment for confirming and prioritizing issues and opportunities, developing the Vision and then crafting the goals and objectives that will address the issues and advance Maysville towards the stated Vision. The general timeframe for the process will be 10-12 weeks,

COMMUNITY ASSESSMENT AND PARTICIPATION PROGRAM

seeking to capitalize on a high-energy campaign for public involvement but allowing for evolving conditions. The GMRDC will work with the Town Council and staff to develop the actual document throughout the process, allowing everyone to see and understand that the work is contributing to a very tangible product that will be accessible in the near future.

Proposed Community Agenda Development Process

Activity	Timeframe
<i>Identify and invite members for Plan Advisory Committee</i>	Week 1
<i>Begin Displays and Promotion</i> Create promotional material, make copies of Plan material available, craft Plan status web page and establish locations for distribution of promotional material	Week 2
<i>Open Forums & Committee meetings - Initial</i> Review Community Assessment, confirm Issues and Opportunities, discuss Vision	Week 3-5
<i>Update Displays/ Communicate with Committee</i> Distribute updated information about draft Vision statement, key issues and goals for Maysville	Week 6
<i>Open Forums & Committee Meetings – Follow Up</i> Confirm Vision for Maysville, prioritize issues and goals, update Character Area maps and begin crafting Future Development Scenarios	Week 7-8
<i>Update Displays/ Communicate with Committee</i> Create draft Community Agenda and distribute for review	Week 9
<i>Open Forums and Draft Agenda Reviews</i>	Week 10-11
<i>Town Hearing and Approval of Community Agenda</i>	Week 12

City of Maysville Comprehensive Plan 2008-2030

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Supporting Data and Analysis

April, 2008

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CHAPTER 1

POPULATION

The Population Element provides an inventory and analysis of demographic data, defining significant trends and attributes to help determine how human services, public facilities, and employment opportunities can adequately support existing and future populations. The information may also assist in establishing desired growth rates, population densities, and development patterns consistent with the goals and policies for the region. The inventory presents various statistics for the region over the past twenty years, and, where applicable, shows projections for the next twenty years and beyond. In some categories local performance is also compared with the state and other communities in Georgia.

Demographics

The foremost task of any government is to promote the welfare of the existing and future populations. This is the basis for all strategies involved in economic development, capital improvement projects, and land use regulation. The hope is that growth can be encouraged and managed, such that the opportunities exist for economic expansion without diluting the quality of services provided.

The first step in achieving this lies in understanding the characteristics of both the present and future populations of the region; their traits, needs, and capabilities. Much of this begins with identifying trends within the population, to help explain current conditions and gain insight into probable future conditions.

Total Population

The total population of a region defines the volume of citizens for which a government is responsible. It explores the total size (volume) of the region as well as the trends that produced that size. Tracking a region's total population will introduce comparisons to others as well as provide a basis for which other calculations and projections will be made.

Population growth can identify numerous trends, ranging from economic expansion and a large volume of in-migration, to highlighting a comparably slow growth in relation to other areas. This information can then be used to address concerns over net migration, death and fertility rates, which in turn express greater issues to be addressed in other elements.

1 - POPULATION

Table 1.1 - Comparison of Growth

	1980	1990	2000	2005		'80-'90	'90-'00	'00-'05
Maysville	619	728	1,267	1,534		17.6%	74.0%	21.1%
Baldwin	1080	1439	2,467	2,824		33.2%	71.4%	14.5%
Carnesville	465	514	552	619		10.5%	7.4%	12.1%
Commerce	4092	4108	5,462	5,888		0.4%	33.0%	7.8%
Gillsville	142	113	195	205		-20.4%	72.6%	5.1%
Homer	734	742	950	1,060		1.1%	28.0%	11.6%
Jefferson	1820	2763	4067	5620		51.8%	47.2%	38.2%
Lula	857	1018	1,438	1,890		18.8%	41.3%	31.4%

Source: US Census Bureau

Table 1.2 – Regional Growth Trends

	1980	1985	1990	1995	2000	2005	*2010	*2015
Banks Co.	8,702	9,900	10,379	11,943	14,524	16,101	18,006	20,077
Franklin Co.	15,185	15,600	16,705	18,154	20,336	21,376	23,280	25,057
Habersham Co.	25,020	26,900	27,799	31,467	36,133	38,462	44,362	49,185
Hall Co.	75,649	84,000	96,215	114,464	140,923	156,496	194,861	226,233
Jackson Co.	25,343	27,600	30,195	34,526	41,918	52,357	59,781	70,344
Madison Co.	17,747	19,200	21,214	23,522	25,860	27,442	30,358	32,992
Stephens Co.	21,763	22,400	23,474	24,917	25,490	25,044	25,739	25,948
Banks Area	189,409	205,600	225,981	258,993	305,184	337,278	396,387	449,836

Source: US Census Bureau

*+Projections by US Census Bureau and Georgia Office of Planning and Budget

Maysville experienced a strong growth surge with the development of new subdivisions during the 1990's, a trend that has continued through today. As a modest social and commercial hub on the outskirts of urbanizing communities of Commerce and Jefferson, Maysville has attracted new residents seeking more rural character. The town has seen new residential construction on either side of the Banks/ Jackson County line, the residual effect of encroaching suburban development.

Natural, national factors are also heavily contributing to the population increase:

- People are generally living longer; 20th Century advances in health care and lifestyles have increased the average life expectancy in America by more than seven years.
- These same advances have also allowed *more* people to live longer, as innovations in medicine have reduced the numbers and potency of once deadly diseases and ailments. The success rate for births has grown nearly 50% and preventative medicine has helped increasing numbers of those babies to grow into healthier adults.
- These medical advances have in part contributed to the healthy aging of the "Baby Boom" population, the foremost demographic event of this century. Many boomers have also started families, producing a smaller population wave that is now impacting much of the United States.

1 - POPULATION

Households

Households are defined by the Census Bureau as *"all the persons who occupy a housing unit,"* and represent one view of *how* the region's population is living; as families, in groups, etc.. People living in households of more than one person typically share costs of living, producing a different economic profile than individuals. In addition, the market for housing units is more responsive to household characteristics, making it important to study the size, locations, and numbers of households as well as of the population in general.

Table 1.3 – Maysville Total Households

	1980	1990	2000		'80-'90	'90-'00	Δ '80-'00
Maysville	238	272	481		14.3%	76.8%	243
Homer	266	291	366		9.4%	25.8%	100
Baldwin	350	533	845		52.3%	58.5%	495
Gillsville	58	48	79		-17.2%	64.6%	21
Commerce	1,517	1,568	2,051		3.4%	30.8%	534
Jefferson	666	1,056	1,415		58.6%	34.0%	749
Banks Co.	3,034	3,775	5,364		24.4%	42.1%	2,330
Jackson Co.	8,619	10,721	15,057		24.4%	40.4%	6,438

Source: US Census Bureau

As with population trends Maysville has seen a marked growth in the volume of households, particularly with the subdivision development during the '90's and last few years. As a rate this growth has been greater than many surrounding communities, but this is largely based on Maysville beginning with such a small population base. That the volume of households has mirrored the pace of overall population growth, however, indicates the population consists largely of multi-person households and, most likely, related families.

This suggestion is corroborated by the trends in household size. Maysville, like most conventional rural communities, has sustained a solid average size above 2.5 persons per household. Most communities within the Maysville area feature comparable rates, enforcing the idea that family units and larger households remain prevalent in light of suburban development trends and styles.

Table 1.4 – Maysville Average Household Size

	1980	1990	2000	Δ '80-'00
Baldwin	2.77	2.41	2.71	-0.06
Jackson Co.	2.91	2.73	2.71	-0.20
Banks Co.	2.86	2.73	2.69	-0.17
Jefferson	2.70	2.62	2.67	-0.03
Homer	2.73	2.49	2.60	-0.13
Maysville	2.60	2.68	2.58	-0.02
Gillsville	2.45	2.35	2.47	0.02
Commerce	2.62	2.51	2.46	-0.16

Source: US Census Bureau

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While the figures for Maysville and neighboring communities remain considerably high, however, the overall trend is one towards smaller and smaller averages. Historically the average size of the American household has been shrinking since the late 1960's. One social reaction to the "Baby Boom" has been a trend towards marriage and children occurring later on in life. This trend is marked by an increase in the numbers of young, single adults entering the workforce and most commonly living alone or with a single roommate. Families are also having fewer children than previously, reducing the current numbers of families with more than two kids. Plus, as alluded earlier, there is a notable increase in the population of single elderly as a result of longer lives after widowing, divorce, or other circumstance.

Age Distribution

As defined by Woods & Poole, *"the mix of age groups defines the region's character and indicates the types of jobs and services needed."* Each age group, from children to retirement age, requires special needs with respect to public services and facilities, making it important for the providing government to identify the prevailing age distribution. Moreover, by defining the present age make-up of the community a government is also producing a portrait of future age distribution and can more effectively plan for future needs and concerns.

As the "Baby Boomers" rise in age, they are having fewer children and having them later in life, which accounts for the declining population share of the childhood age group. The actual numbers of children within the region are increasing because of new in-migrating families, as indicated by the overcrowding experienced in some of the region's schools. This change will have significant impacts on such concerns as schools and housing types, as well as long-term impacts on the strength of the region's labor pool.

Table 1.5 – Maysville Age Distribution

<u>Age Group</u>	<u>1980</u>	<u>1990</u>	<u>2000</u>		<u>'80-'90</u>	<u>'90-'00</u>
0 – 4	37	56	86		51.4%	53.6%
5 – 13	73	113	187		54.8%	65.5%
14 – 17	44	28	55		-36.4%	96.4%
18 – 20	27	26	43		-3.7%	65.4%
21 – 24	29	36	43		24.1%	19.4%
25 – 34	82	124	192		51.2%	54.8%
35 – 44	67	86	216		28.4%	151.2%
45 – 54	67	89	149		32.8%	67.4%
55 – 64	62	63	132		1.6%	109.5%
65 +	131	107	144		-18.3%	34.6%

Source: US Census Bureau

The distribution of age within Maysville indicates general growth across all age groups except within the older teens and younger adults between ages 14 and 24. This trend is not unusual for smaller, rural communities as this includes the most common ages for students and young

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professionals that must often leave home to pursue college or a career. Maysville lacks the employment opportunities base to sustain growth among this age cohort without risking higher unemployment figures.

Beyond the figures for late teens and young adults Maysville is experiencing growth in all age ranges, particularly with the older age groups. This is another result of the general in-migration of new residents and the aforementioned affect of people generally living longer. Retirement age residents have access to medical care and activities that allow them to reach higher and higher age levels, even as new residents move in to the community.

Table 1.6 – Comparison of Age Distribution, 2000

Age Group	Maysville	Homer	Baldwin	Gillsville	Commerce	Jefferson	Banks Co.	Jackson Co.
0 - 17	26.3%	28.1%	26.2%	20.0%	22.6%	28.1%	26.2%	26.6%
18 - 64	62.1%	60.1%	59.2%	60.5%	58.8%	59.5%	63.3%	63.0%
65 +	11.5%	11.8%	14.6%	19.5%	18.6%	12.5%	10.5%	10.4%

Source: US Census Bureau

Compared with other communities within the region Maysville exhibits stronger figures with respect to younger age groups. This is due in part to the absence of health care and special residences within the actual city to sustain the retirement age market (as compared to more urban centers like Commerce or Gainesville) and the relatively high percentage of families remaining within Maysville. As the town increases in suburban/urban development pressures there may be more and more single-adult residences and decreases in the share of children, but until then the community is based around more nuclear families and a balance of age groups that allows for sustainable trends.

Table 1.7 – Projected Trends – Maysville Age Distribution

Age Group	2000	2005	2010	2015	2020	2025	2030
0 - 4	6.9%	7.0%	7.1%	7.1%	7.2%	7.2%	7.3%
5 - 13	15.0%	15.4%	15.6%	15.9%	16.1%	16.2%	16.3%
14 - 17	4.4%	4.1%	3.9%	3.7%	3.5%	3.4%	3.3%
18 - 20	3.4%	3.3%	3.3%	3.2%	3.1%	3.1%	3.1%
21 - 24	3.4%	3.3%	3.2%	3.1%	3.0%	3.0%	2.9%
25 - 34	15.4%	15.6%	15.8%	16.0%	16.1%	16.2%	16.3%
35 - 44	17.3%	17.8%	18.3%	18.6%	18.9%	19.0%	19.1%
45 - 54	11.9%	12.1%	12.2%	12.3%	12.3%	12.4%	12.4%
55 - 64	10.6%	10.6%	10.6%	10.7%	10.7%	10.7%	10.8%
65 +	11.5%	10.7%	10.0%	9.5%	9.0%	8.7%	8.5%

Source: Extrapolation of trends via DCA online projection tool, modified by GMRDC, 2008

A projection of these trends gives one indication of how this will bear out, with a continued decrease in the share of retirement age residents and stable growth among the older adult ranges. This suggests Maysville will continue to harbor single-family style developments but lack the urban scale to attract and sustain special facilities and health care for its oldest residents. Thus, larger communities outside Maysville will likely attract that age group while Maysville continues to grow as a predominantly residential community.

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Racial Composition

As is consistent with rural communities in north Georgia, Maysville is a largely homogenous population with only subtle increases in the variety of races represented. Since 1980 there has been a notable influx of Hispanic residents, but overall the town has fewer than 5% minority residents. This is largely due to the general static nature of residents, wherein discussion with locals suggests turnover of existing households is very low and whatever change has come about is due almost entirely to the make-up of in migrating residents.

Table 1.8 – Maysville Racial Composition

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Caucasian	602	718	1,186
Black/African American	17	9	32
Native American/ Alaskan	0	0	1
Asian or Pacific Islander	0	1	3
Other	0	0	25
Persons of Hispanic origin	2	5	19

Source: US Census Bureau

When compared with other communities Maysville does appear more homogenous in distribution. This again is largely due to the town's nature as a residential center. Historically speaking, the trends for north Georgia indicate minority residents are more common in economic activity centers or more heavily populated communities, and Maysville currently exhibits neither of these factors. This does not indicate a problem or social concern, but supports the notion that Maysville will only become more diverse in racial composition as the entire region grows more suburban and experiences stronger employment growth.

Table 1.9 – Comparison of Racial Distribution

	<u>Maysville</u>	<u>Homer</u>	<u>Baldwin</u>	<u>Gillsville</u>	<u>Commerce</u>	<u>Jefferson</u>	<u>Banks Co.</u>	<u>Jackson Co.</u>
Caucasian	95.1%	84.3%	83.2%	99.5%	83.1%	80.4%	93.2%	89.0%
Black/African American	2.6%	11.8%	3.7%	0.0%	14.7%	16.1%	3.2%	7.8%
Native American/ Alaskan	0.1%	1.2%	0.3%	0.0%	0.2%	0.0%	0.3%	0.2%
Asian or Pacific Islander	0.2%	0.8%	3.3%	0.0%	0.5%	1.2%	0.7%	1.0%
Other	2.0%	1.9%	9.5%	0.5%	1.5%	2.3%	2.7%	2.1%
Persons of Hispanic origin	1.5%	2.0%	25.9%	1.5%	1.5%	4.2%	3.4%	3.0%

Source: US Census Bureau

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Projections

Having established a basic profile of existing conditions and their trends, the planning process requires an attempt to project trends forward so as to gauge potential demands, impacts and issues. Specifically for community development, this requires a projection of population trends and characteristics.

The population projections for Maysville produced as a part of this assessment assumed no major changes would occur to town boundaries, available utilities and infrastructure, and general approach of development regulations. Efforts to incorporate new design guidelines for the historic district and proposals for new subdivision regulations are also in progress but unlikely to dramatically alter the overall pace of growth for the town. As a result, the projections utilize an extrapolation of trends as depicted in Census accounts that are the adjusted to account for more recent trends and developments around the region that could influence growth rates. The variances between low, medium and high growth levels are based on altering the supposed influence of regional trends that could impact the projections for Maysville.

Table 1.9 – Maysville Population Projections

<u>Growth Rate</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2015</u>	<u>2020</u>	<u>2025</u>	<u>2030</u>
Low	1,267	1,534	1,652	1,791	1,955	2,150	2,331
Medium	1,267	1,534	1,657	1,816	2,034	2,340	2,703
High	1,267	1,534	1,662	1,840	2,104	2,523	3,089

Source: GMRDC, 2008

The resulting projections all indicate the town will, at a minimum, double the 2000 population during the planning time frame. High end projections would yield a doubling of the estimated 2005 population to more than 3,000 residents. Such growth would surely require changes in development form, to accommodate the higher density, or a much larger expansion of boundaries.

Table 1.10 provides and breakdown of the medium level growth projection, showing annual population changes between 2005 and 2030. This table incorporates several formula used to calculate changes in housing development which then correlate to calculations for net migration and natural growth changes. The general methodology is as follows:

- Housing permits per year – This represents an annual average of new housing unit development dispersed over the length of the planning period.
- Persons per households – This is an extrapolation of the trends in household size.
- Net Migration – This is a rough calculation of the new residents coming into Maysville via the new housing units, with an adjustment to account for presumed vacancy rates.
- Resident Population Change – This represents an annual average of new births to existing Maysville residents.

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Table 1.10 – Population Projection, Medium Scenario

Year	Housing permits/ year	Persons per household	Net Migration	Resident Pop. Change	Population
2005		2.58			1,534
2006	10	2.58	21		1,555
2007	10	2.58	22	1	1,579
2008	11	2.58	23	1	1,602
2009	12	2.57	26	1	1,629
2010	12	2.57	26	1	1,657
2011	13	2.57	27	1	1,685
2012	13	2.57	29	1	1,715
2013	14	2.57	30	1	1,747
2014	15	2.57	32	2	1,781
2015	16	2.57	34	2	1,816
2016	17	2.57	37	2	1,855
2017	18	2.56	39	2	1,895
2018	19	2.56	40	3	1,938
2019	20	2.56	43	3	1,985
2020	22	2.56	46	3	2,034
2021	23	2.56	49	3	2,086
2022	25	2.56	53	3	2,142
2023	27	2.56	57	4	2,203
2024	29	2.56	62	4	2,269
2025	32	2.55	67	4	2,340
2026	34	2.55	73	4	2,417
2027	38	2.55	80	5	2,502
2028	41	2.55	87	5	2,594
2029	45	2.55	95	5	2,693
2030	49	2.55	103	6	2,703

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EDUCATION

A leading component in making a community's population a strong resource for economic and civic prosperity lies in the opportunities for a quality education. The academic levels and performances achieved by local residents are strong measures of quality of life and a community's overall potential. Reviewing this information, then, allows insight into the *type* of population being studied and will help shape and clarify many income, economic and employment issues.

Educational Attainment

A region's educational attainment refers to the final level of education achieved within the adult population (age 25 and up), as identified by categories representing various levels of education. Ideally, communities would prefer a greater percentage of their populations achieving much higher education levels, surpassing high school and possibly graduating college.

Table 1.11 – Maysville Adult Educational Attainment

	1980	1990	2000		1980	1990	2000
< 9 th Grade	177	104	73		41.8%	22.9%	8.7%
9-12 th Grade (No Diploma)	108	123	132		25.5%	27.1%	15.7%
H.S. Graduate/ GED	98	142	348		23.2%	31.3%	41.4%
Some College (No Degree)	24	45	145		5.7%	9.9%	17.2%
Associate Degree	NA	11	39			2.4%	4.6%
Bachelor's Degree	2	15	66		0.5%	3.3%	7.8%
Graduate/ Prof. Degree	14	14	38		3.3%	3.1%	4.5%

Source: US Census Bureau

As with many communities around the state and the nation, Maysville is showing great improvements with respect to adult education levels. Much of this is attributed to the change in the business climate wherein more and more jobs require higher levels of education. Particularly as the agricultural and basic manufacturing industries shrink as the primary sources of employment, residents are generally seeking more education beyond high school. Another factor involved is the passing of older residents who did not need a post-secondary education to find a decent, well-paying job near their hometown.

In comparison with other communities in the area Maysville remains strong in this element. While Maysville does not feature as many post-graduate professionals within the town, the ratio of residents with less than a high school education is lower in Maysville than many other neighboring cities. This likely is tied to the percentage of families moving into the area, as Maysville is essentially a bedroom community for people employed elsewhere. Such demographics typically indicate stronger households with gainful employment and thus likely well educated.

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Table 1.12a – Comparison of Adult Educational Attainment

	Maysville	Homer	Baldwin	Gillsville	Commerce	Jefferson
< 9 th Grade	8.7%	14.9%	21.8%	11.4%	15.4%	12.6%
9-12 th Grade (No Diploma)	15.7%	21.4%	17.0%	21.6%	19.6%	18.6%
H.S. Graduate/ GED	41.4%	35.1%	30.6%	31.1%	35.4%	26.7%
Some College (No Degree)	17.2%	15.8%	15.5%	17.4%	15.0%	18.9%
Associate Degree	4.6%	2.9%	2.8%	4.2%	3.7%	4.1%
Bachelor's Degree	7.8%	6.3%	7.1%	10.8%	7.4%	11.1%
Graduate/ Prof. Degree	4.5%	3.6%	5.3%	3.6%	3.5%	7.9%

Source: US Census Bureau

Table 1.12b – Comparison of Adult Educational Attainment

	Maysville	Banks Co.	Jackson Co.	Hall Co.	Franklin Co.	Georgia
< 9 th Grade	8.7%	13.2%	11.3%	13.7%	11.0%	7.5%
9-12 th Grade (No Diploma)	15.7%	21.4%	20.5%	15.5%	21.9%	13.9%
H.S. Graduate/ GED	41.4%	38.3%	35.7%	29.7%	37.4%	28.7%
Some College (No Degree)	17.2%	15.3%	16.9%	17.9%	14.7%	20.4%
Associate Degree	4.6%	3.2%	3.9%	4.3%	4.5%	5.2%
Bachelor's Degree	7.8%	5.0%	7.5%	12.1%	6.5%	16.0%
Graduate/ Prof. Degree	4.5%	3.6%	4.3%	6.8%	3.9%	8.3%

Source: US Census Bureau

As a whole the education system within Banks County and Jackson County has made improvements with addressing dropout rates and improving test scores. For the 2005 graduating class the Banks County students especially fared very well in several performance factors. All the school systems in the area have acknowledged the need to continue improvements in developing students for post-secondary education and adapting skills for use in creating a stronger, more diverse labor pool.

Table 1.13a – School System Data, 2005 Graduating Class

	9-12 Gr. Dropout Rate	Public School Graduates #	Percent of Class Graduating % of Class	Graduates Entering Ga. Universities		Graduates Entering Ga. Technical Colleges	
				#	%	#	%
Banks Co.	5.4%	122	73.5%	35	28.7%	14	11.5%
Franklin Co.	6.2%	161	60.3%	58	36.0%	34	21.1%
Hall Co.	6.5%	1,014	68.5%	416	41.0%	34	3.4%
Jackson Co.	6.8%	266	64.6%	87	32.7%	12	4.5%
Madison Co.	8.3%	225	69.4%	66	29.3%	49	21.8%

Source: www.georgiastats.uga.edu; from Georgia Department of Education

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Table 1.13b – School System Data, 2005 Graduating Class

	Avg. SAT Score	Avg. ACT Score	% of AP Tests Scoring 3+
Banks Co.	1020	22.2	85.7%
Franklin Co.	940	20.5	51.9%
Hall Co.	982	20.3	19.3%
Jackson Co.	1011	19.8	68.1%
Madison Co.	961	19.5	35.4%

Source: www.georgiastats.uga.edu; from Georgia Department of Education

INCOME

Measuring income levels provides an indication of the economic health of the population. Just as education levels can offer insight into employment conditions and the quality of the labor pool, per-capita and household income levels measure the financial stability of the population, and how the local economy is responding to the educational climate. Higher income levels suggest a thriving economy, and offer a good indicator as to the success of a community.

Table 1.14 – Median Household Income Levels

			<u>As % of Ga. Median</u>		
	1990	2000	1990	2000	Δ '90-'00
Georgia	\$36,810	\$80,077			
Gillsville	\$32,492	\$73,281	88.3%	91.5%	125.5%
Jefferson	\$30,598	\$49,446	83.1%	61.7%	61.6%
Jackson Co.	\$29,448	\$48,746	80.0%	60.9%	65.5%
Commerce	\$26,636	\$48,023	72.4%	60.0%	80.3%
Homer	\$24,134	\$47,161	65.6%	58.9%	95.4%
Banks Co.	\$29,394	\$46,255	79.9%	57.8%	57.4%
Maysville	\$23,505	\$45,017	63.9%	56.2%	91.5%
Baldwin	\$24,165	\$39,249	65.6%	49.0%	62.4%

Source: US Census Bureau

With regard to income levels Maysville has struggled to keep pace with state levels and with growth in other communities. The median household income has almost doubled between 1990 and 2000, but the gap between Maysville and the State median has grown wider. Much of this can be attributed to the income levels generated in major metropolitan centers throughout Georgia that include many corporate CEO's and skilled professionals in industries that are not readily available in the Maysville area. What is more telling in this regard is that Maysville kept pace with or closed the gap for median levels between the town and other neighboring cities such as Homer, Commerce and Jefferson. This indicates the town is not experiencing any depression compared to the region as a whole.

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Table 1.15 – Per Capita Income Levels

	1980	1990	2000	As % of Ga. Per Capita		Δ '90-'00
				1990	2000	
Georgia		\$13,631	\$21,154			95.0%
Gillsville	\$5,010	\$14,127	\$27,551	103.6%	130.2%	87.3%
Commerce	\$5,904	\$10,286	\$19,270	72.8%	69.9%	57.7%
Jefferson	\$5,855	\$11,700	\$18,456	113.7%	95.8%	63.6%
Jackson	\$5,382	\$10,885	\$17,808	93.0%	96.5%	62.2%
Banks	\$5,496	\$10,741	\$17,424	98.7%	97.8%	83.9%
Homer	\$4,659	\$9,438	\$17,353	87.9%	99.6%	78.6%
Maysville	\$4,751	\$9,602	\$17,153	101.7%	98.8%	53.6%
Baldwin	\$4,886	\$9,154	\$14,059	95.3%	82.0%	

Source: US Census Bureau

The story regarding per capita income levels paints a healthier picture for Maysville, featuring closer margins between the town's income levels and those for the State. This likely dilutes the impact of income disparities between metropolitan and rural parts of the state and shows that Maysville is again maintaining the pace of income growth for the region. The per capita level did drop compared to the State figure between 1990 and 2000, but it remained within 1.2% of the State level and is within a couple hundred dollars of the Banks County and Jackson County levels.

Table 1.16 – Maysville Household Income Distribution

	1990	2000	'90 - '00	
			#	%
Total HH	269	488	-5	-7.6%
< \$9,999	24.5%	12.5%	-11	-30.6%
\$10,000 - \$14,999	13.4%	5.1%	-18	-43.9%
\$15,000 - \$19,999	15.2%	4.7%	20	45.5%
\$20,000 - \$29,999	16.4%	13.1%	7	25.0%
\$30,000 - \$34,999	10.4%	7.2%	22	275.0%
\$35,000 - \$39,999	3.0%	6.1%	65	590.9%
\$40,000 - \$49,999	4.1%	15.6%	42	221.1%
\$50,000 - \$59,999	7.1%	12.5%	36	327.3%
\$60,000 - \$74,999	4.1%	9.6%	37	740.0%
\$75,000 - \$99,999	1.9%	8.6%	24	
\$100,000 +	0.0%	4.9%	-5	-7.6%

Source: US Census Bureau

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Referring back to household income levels, Maysville has made improvements in the distribution of income between 1990 and 2000. Even as the supply of housing grew there was a real drop in the number of households earning less than \$15,000, and only modest gains among households earning between \$15,000 and \$35,000. This illustrates that fewer and fewer households are subsisting on lower income levels, which is the most desirable trend.

Compared with regional trends Maysville is again strong in featuring lower shares of households earning under \$20,000. The town does lack the share of households on the upper-most ends of the income scale when compared to Georgia and the more metropolitan communities like Jefferson and Jackson County, but the trends suggest Maysville is in line with regional averages.

Table 1.17 – Comparison of Household Income Distribution, 2000

	<u>Maysville</u>	<u>Homer</u>	<u>Baldwin</u>	<u>Gillsville</u>	<u>Commerce</u>	<u>Jefferson</u>	<u>Banks Co.</u>	<u>Jackson Co.</u>	<u>Georgia</u>
Total HH	488	374	867	82	2,067	1,418	5,322	15,029	
< \$9,999	12.5%	13.4%	14.8%	9.8%	12.0%	11.1%	11.4%	10.8%	10.1%
\$10,000 - \$14,999	5.1%	5.3%	8.9%	1.2%	9.3%	7.7%	6.4%	6.7%	5.9%
\$15,000 - \$19,999	4.7%	10.7%	7.3%	4.9%	7.6%	7.1%	6.0%	6.7%	5.9%
\$20,000 - \$29,999	13.1%	13.6%	20.4%	7.3%	16.5%	14.1%	12.9%	13.6%	12.7%
\$30,000 - \$34,999	7.2%	5.3%	6.0%	7.3%	5.6%	3.9%	7.6%	5.8%	6.2%
\$35,000 - \$39,999	6.1%	11.0%	8.1%	8.5%	6.4%	3.7%	7.3%	5.8%	5.9%
\$40,000 - \$49,999	15.6%	10.4%	9.3%	7.3%	11.2%	12.8%	15.5%	12.1%	10.9%
\$50,000 - \$59,999	12.5%	8.8%	8.3%	8.5%	9.6%	9.9%	10.3%	10.3%	9.2%
\$60,000 - \$74,999	9.6%	10.2%	6.2%	15.9%	6.5%	13.0%	9.6%	11.4%	10.5%
\$75,000 - \$99,999	8.6%	5.9%	5.4%	13.4%	5.9%	6.6%	6.5%	8.8%	10.4%
\$100,000 +	4.9%	5.3%	5.3%	15.9%	9.4%	10.0%	6.5%	7.9%	12.3%

Source: US Census Bureau

IDENTIFIED ISSUES AND OPPORTUNITIES

ISSUES

- *Managing population growth* – Maysville and the surrounding region will experience dynamic growth levels that will change the character of the area. The town must consider how to incorporate this growth into the fabric of the community in order to sustain service levels and maintain the character desired.

Opportunities

- *Continuing positive social trends* – Efforts to improve education and income levels should be maintained so as to ensure the economic vitality of the community.

CHAPTER 2

ECONOMIC DEVELOPMENT

The Economic Development element of a comprehensive plan attempts to define the assets and liabilities of industrial categories, geographical locations, and employment conditions. Economic development analyses inventory a community's functional conditions and achievements to identify the strengths, weaknesses and needs of native businesses. This portrait of a region's economic state is the foundation for assessing the performance of wages and job skills, employment and industry patterns, and the programs and efforts designed to improve local economies.

ECONOMIC BASE

Economic base analyses are used to identify the local significance of each industrial sector. Studied are the kinds of industry within a community, the total earnings those industries produce, and the wages distributed the resident population. Economic base studies can direct recruitment toward businesses that compliment existing industry or require the skills of residents currently exporting labor to other regions. This information is basic, but vital, for more effective decisions concerning the health of the local economy.

Employment by Economic Sector

The primary measure of an industry's value to a local economy is the number of people it employs. An economy grows stronger as it increases any form of gainful employment in the local population, redistributing wealth and encouraging economic growth.

Table 2.1 – Employment by Industry, Maysville

	<u>1980</u>	<u>1990</u>	<u>2000</u>		<u>'80-'90</u>	<u>'90-'00</u>
Total Employment	<u>246</u>	<u>330</u>	<u>603</u>		<u>34.1%</u>	<u>82.7%</u>
Manufacturing	103	102	122		-1.0%	19.6%
Edu., Health and Social Services	21	29	102		38.1%	251.7%
Retail	33	48	92		45.5%	91.7%
Wholesale	4	46	45		1050.0%	-2.2%
Prof., Scientific, Mgmt., Admin., and Waste Mgmt. Services	4	7	45		75.0%	542.9%
FIRE	2	23	41		1050.0%	78.3%
Construction	24	13	40		-45.8%	207.7%
Public Admin.	22	3	35		-86.4%	1066.7%
TCPU	17	28	28		64.7%	0.0%
Other Services	4	19	24		375.0%	26.3%
Arts, Entertainment, Rec. and Hospitality Services	2	0	14		-100.0%	100.0%
Agri. Services	10	12	9		20.0%	-25.0%
Information	NA	NA	6			

Source: Ga. Dept. of Labor

2 - ECONOMIC DEVELOPMENT

As Maysville has grown in population it has also grown as an employment center, almost doubling in total employment between 1990 and 2000. The largest single increase in the time period came in the Education, Health and Social Services category due largely to a new senior care facility. With that development, only the Manufacturing sector harbors more employees thanks in large part to the MarJac facility on the town's east side. The remaining balance of employment in Maysville is quite evenly disbursed throughout several service sectors designed largely to support local residential needs.

The employment figures for Maysville compare favorably with those of neighboring communities and the surrounding area. The town does feature lower numbers in the Construction sector but this is not uncommon for smaller communities to have some discrepancies. The higher ratio of employment in Wholesale Trade is also not surprising given the proximity to the outlet mall at Banks Crossing.

The figures suggest that as a distribution and indication of the economy, Maysville appears to have a stable and effective distribution of employment. The town should monitor trends to ensure it does not become too dependent on retail and service sectors that favor lower wage scales, except for those businesses that directly support local residents.

Table 2.2a – Comparison of Employment, 2000

	<u>Maysville</u>	<u>Homer</u>	<u>Baldwin</u>	<u>Gillsville</u>	<u>Commerce</u>	<u>Jefferson</u>
<i>Total Employment</i>	<u>603</u>	<u>446</u>	<u>1,082</u>	<u>99</u>	<u>2,468</u>	<u>1,789</u>
Manufacturing	20.2%	13.5%	33.5%	38.4%	19.7%	21.0%
Edu., Health and Social Services	16.9%	16.4%	16.0%	8.1%	17.5%	18.2%
Retail Trade	15.3%	14.6%	9.5%	13.1%	14.4%	9.7%
Wholesale Trade	7.5%	6.7%	2.7%	6.1%	3.4%	4.1%
Prof., Scientific, Mgmt., Admin., and Waste Mgmt. Services	7.5%	6.3%	2.5%	10.1%	5.2%	5.1%
FIRE	6.8%	2.7%	3.0%	3.0%	4.7%	4.4%
Construction	6.6%	11.9%	8.2%	3.0%	7.4%	9.0%
Public Admin.	5.8%	7.0%	5.1%	11.1%	5.2%	5.4%
TCPU	4.6%	5.6%	4.2%	1.0%	4.6%	4.8%
Other Services	4.0%	4.3%	2.9%	0.0%	3.9%	4.8%
Arts, Entertainment, Rec. and Hospitality Services	2.3%	7.2%	8.1%	2.0%	10.8%	8.6%
Agri. Services	1.5%	3.4%	2.1%	3.0%	0.9%	1.0%
Information	1.0%	0.7%	2.1%	1.0%	2.1%	4.0%

Source: Ga. Dept. of Labor

2 - ECONOMIC DEVELOPMENT

Table 2.2b – Comparison of Employment, 2000

	<u>Maysville</u>	<u>Banks</u>	<u>Jackson</u>	<u>Georgia</u>
<i>Total Employment</i>	<u>603</u>	<u>7,099</u>	<u>19,542</u>	<u>3,839,756</u>
Manufacturing	20.2%	23.7%	21.3%	14.8%
Edu., Health and Social Services	16.9%	13.5%	14.4%	17.6%
Retail Trade	15.3%	12.8%	12.3%	12.0%
Wholesale Trade	7.5%	4.4%	4.5%	3.9%
Prof., Scientific, Mgmt., Admin., and Waste Mgmt. Services	7.5%	4.5%	5.7%	9.4%
FIRE	6.8%	3.8%	4.5%	6.5%
Construction	6.6%	12.0%	11.1%	7.9%
Public Admin.	5.8%	6.0%	4.0%	5.0%
TCPU	4.6%	4.2%	5.3%	6.0%
Other Services	4.0%	4.6%	5.0%	4.7%
Arts, Entertainment, Rec. and Hospitality Services	2.3%	4.5%	7.2%	7.1%
Agri. Services	1.5%	4.5%	2.9%	1.4%
Information	1.0%	1.5%	1.9%	3.5%

Source: Ga. Dept. of Labor

Wages by Economic Sector

As the employment of each economic sector represents the value of each industry to the community's overall economic productivity, the wages provided by those sectors indicate the standard of living each industry will produce. Industries that can support higher wages yield more disposable income that can be reinvested elsewhere in the local economy. By contrast, industries with lower wages can become liabilities by leaving households dependent on additional sources of income.

The Banks and Jackson County region features lower weekly wage levels for 2005 compared to the State averages and some neighboring counties. Part of this can be attributed to the comparably lower cost of living in those communities when compared to more metropolitan areas such as Hall and Gwinnett Counties. This allows business to offer lower wage levels while still sustaining standards of living. The degree of difference, however, is in some cases vast enough to indicate a possible source of concern. This is particularly true when reviewing the wage levels for service industries in Banks County, which were less than half the State average and a full \$96 less than the second lowest county (Madison) for that category.

A closer examination of this revealed the bulk of this gap in wage levels appears to stem from differences in the professional services. Retail and Wholesale Trade sectors featured higher or average wage levels, however sectors such as Finance and Insurance, Professional and Scientific Services, rated significantly lower than levels for neighboring communities. Of the communities shown in Table 2.3, Banks County had the lowest wage levels in 6 of the 10 service sectors, in some cases by more the \$100 difference than the second lowest county. Much of this is being attributed to the largely agricultural nature of the County, suggesting the limited volume of service sector employees are not in a high cost, high demand market. Jackson County, with more urbanized areas and a larger population, scored much better in these same sectors.

2 - ECONOMIC DEVELOPMENT

Even with the cost of living adjustment the overall wage levels should be improved where possible. Combined with the information known about housing costs and the number of households spending greater than 30% of their income on housing, this information suggests the Maysville area is lagging behind comparably sized communities in terms of overall income production. With a substantial amount of employment coming from service industries, and with those industries paying on the lower ends of the wage scales, the Maysville economy is that much more subject to influences from consumer spending trends and price indexes. It is advised that Maysville work with the counties in efforts to increase Goods Producing industries and limiting the expansion of weaker Service sectors.

Table 2.3 – Average Weekly Wages, 2005

	Banks	Jackson	Hall	Franklin	Madison	Georgia
Total – All Industries	<u>\$498</u>	<u>\$562</u>	<u>\$650</u>	<u>\$534</u>	<u>\$507</u>	<u>\$752</u>
Goods Producing	\$623	\$680	\$711	\$612	\$542	\$788
Government	\$472	\$532	\$631	\$498	\$526	\$711
Service Producing	\$363	\$504	\$620	\$495	\$459	\$752
Goods Producing						
Manufacturing	\$528	\$683	\$716	\$612	\$565	\$811
Construction	\$448	\$684	\$696	\$622	\$519	\$768
Agriculture, Forestry, Fishing, & Hunting	\$1,181	\$497	\$660	NA	\$527	\$472
Service Producing						
Wholesale Trade	\$804	\$722	\$806	\$581	\$587	\$1,128
Finance & Insurance	\$672	\$745	\$862	\$711	\$687	\$1,205
Retail Trade	\$475	\$424	\$516	\$418	\$346	\$473
Transportation & Warehousing	\$447	\$609	\$744	\$709	\$744	\$816
Prof./ Sci./ Tech Services	\$417	\$727	\$824	\$603	\$568	\$1,187
Administrative & Waste Svcs.	\$384	\$432	\$454	\$439	\$390	\$549
Other Services	\$367	\$631	\$559	\$512	\$543	\$867
Accommodation & Food Svcs.	\$171	\$289	\$248	\$199	\$217	\$278
Health Care & Social Svcs.	NA	\$509	\$764	\$563	\$425	\$746
Information	NA	\$656	\$818	\$597	\$790	\$1,264

Source: Georgia Department of Labor

2 - ECONOMIC DEVELOPMENT

LABOR FORCE CHARACTERISTICS

Information concerning the skills and abilities of the labor force provides a strong indication of the economic potential of a region. Occupational characteristics highlight the strengths and weaknesses of the available labor pool, offering guidance as to the employment needs and limitations. An analysis of occupational employment, balanced by information concerning work location and commuting patterns, can be used to determine the assets of the existing labor force as well as to highlight which skills should be brought into the area. This analysis can then be used with economic base studies to direct activities for improving the local economic conditions.

Occupations

The occupational information reveals the kinds of skills & experience present in the local labor force, and provides an indication of how successfully that force can fill the labor needs of particular industrial sectors. Such information can also help explain commuting patterns, education needs, and possible changes in demands for consumer goods and services.

Table 2.4 – Comparison of Occupations

	<u>Banks</u>	<u>Franklin</u>	<u>Hall</u>	<u>Jackson</u>	<u>Madison</u>	<u>Georgia</u>
<i>Total Employed Civilians, Age 16+</i>	<i>7,092</i>	<i>9,007</i>	<i>66,587</i>	<i>19,542</i>	<i>12,498</i>	<i>3,839,756</i>
Production, Transportation & Material Moving	25.5%	25.1%	24.0%	22.6%	22.7%	15.7%
Sales & Office	22.7%	22.6%	23.9%	25.1%	25.5%	26.8%
Mgmt., Professional Related	21.1%	24.0%	26.3%	22.5%	21.9%	32.7%
Construction, Extraction & Maintenance	16.7%	11.6%	12.8%	14.6%	17.3%	10.8%
Service	12.3%	15.1%	12.1%	14.1%	11.7%	13.4%
Farming, Fishing & forestry	1.7%	1.7%	0.9%	1.1%	0.8%	0.6%

Source: US Bureau of the Census

Corroborating the trends indicated through employment and wage levels, occupation levels for Banks and Jackson County residents concentrate on the Sales & Office and Production, Transportation and Material Moving categories. These traditionally correspond to the employment ratings for Retail and Wholesale Trade industries as well as Manufacturing.

Overall the distribution of occupations suggests a labor force with a balanced skill set. Slightly higher than average figures for Construction, Extraction and Maintenance counters the Banks County employment and wage levels for those categories, suggesting a comparable weakness for Banks County in that sector. A similar comment could be made about Professional Services, wherein the volume of employment and skill sets rate more highly than the wage levels received. Apart from these highlights, and given the evolutions taking place in the regional economy there does not appear to be any indication of concern for Maysville. The Town should monitor the Banks and Jackson County information, however, to ensure the trends do not yield further drop off of residents in the Management and Professional Service Related occupations, nor a significant increase in general Service occupations, as these would counter the desired trends toward higher paying employment opportunities.

2 - ECONOMIC DEVELOPMENT

Employment Status

Another feature to be noted in addressing employment conditions is the general employment status with respect to gender and armed forces involvement. For example, higher rates of unemployment for women can often be cross-referenced with household sizes and family-status to establish a high number of stay at home mothers.

Table 2.5 – Employment Status, Maysville

	1990	2000
Total	551	963
In labor force #	350	639
In labor force %	63.5%	66.4%
In Armed Forces	0.0%	0.0%
Civillian Labor Force	100.0%	100.0%
Civ. Employed	94.3%	94.4%
Civ. Unemployed	5.7%	5.6%
Total Males	237	444
In labor force:	184	326
Not in labor force	77.6%	73.4%
In Armed Forces	0.0%	0.0%
Civillian Labor Force	100.0%	100.0%
Civ. Employed	94.6%	92.6%
Civ. Unemployed	5.4%	7.4%
Total Females	314	519
In labor force:	166	313
Not in labor force	52.9%	60.3%
In Armed Forces	0.0%	0.0%
Civillian Labor Force	100.0%	100.0%
Civ. Employed	94.0%	96.2%
Civ. Unemployed	6.0%	3.8%

Source: US Bureau of the Census

In this regard Maysville appears normal. The ratio of the population within the work force is not uncommon, given the volume of households with children, retirees and adults choosing to remain home, such as spouses or parents. The volume of residents within the work force has grown in accordance with the population, as well, particularly among women. This increase could have been expected as part of a generation trend with more and more mothers holding careers in addition to parenthood. Further, women in general are more commonly seen in a wider variety of occupations compared to 30 and 60 years ago. Provided these rates hold steady Maysville should be considered at least viable in terms of economic strength, with the nature of the employment options and wage scales then determining the level of prosperity.

2 - ECONOMIC DEVELOPMENT

In comparison with other communities, however, the figures for Maysville suggest the ratios may even be considered high. Compared with the other municipalities in the region Maysville has the highest percentage of residents in the work force in all three categories: For males, females and the total population. The variance isn't egregious, but this does correlate with the notion that Maysville is a bedroom community, with a larger than average labor pool that mostly travels out of the community for employment. Again, this information alone isn't cause for concern, but does indicate a level of dependency on outside forces to shape the town's economic fabric. As many of these workers are employed in lower paying positions, it presents Maysville as a bedroom community for the region's less skilled, or at least lowest-rewarded, workers. Further, even though the town fares favorably when compared with State and county figures, this implies that Mayville's peer municipalities may have stronger local economies and be less dependent on other areas for employment or revenue.

Table 2.6a – Comparison of Employment Status, 2000

	<u>Maysville</u>	<u>Homer</u>	<u>Baldwin</u>	<u>Gillsville</u>	<u>Commerce</u>	<u>Jefferson</u>
<u>Total</u>	<u>963</u>	<u>736</u>	<u>1,907</u>	<u>191</u>	<u>4,186</u>	<u>2,947</u>
In labor force #	639	467	1,203	102	2,560	1,869
In labor force %	66.4%	63.5%	63.1%	53.4%	61.2%	63.4%
In Armed Forces	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
Civilian Labor Force	100.0%	100.0%	100.0%	100.0%	99.7%	99.8%
Civ. Employed	94.4%	95.5%	89.9%	97.1%	96.7%	95.9%
Civ. Unemployed	5.6%	4.5%	10.1%	2.9%	3.3%	4.1%
<u>Total Males</u>	<u>444</u>	<u>347</u>	<u>993</u>	<u>94</u>	<u>1,809</u>	<u>1,343</u>
In labor force:	326	239	698	56	1,252	949
Not in labor force	73.4%	68.9%	70.3%	59.6%	69.2%	70.7%
In Armed Forces	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%
Civilian Labor Force	100.0%	100.0%	100.0%	100.0%	99.4%	99.6%
Civ. Employed	92.6%	92.9%	89.8%	100.0%	97.6%	97.0%
Civ. Unemployed	7.4%	7.1%	10.2%	0.0%	2.4%	3.0%
<u>Total Females</u>	<u>519</u>	<u>389</u>	<u>914</u>	<u>97</u>	<u>2,377</u>	<u>1,604</u>
In labor force:	313	228	505	46	1,308	920
Not in labor force	60.3%	58.6%	55.3%	47.4%	55.0%	57.4%
In Armed Forces	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Civilian Labor Force	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Civ. Employed	96.2%	98.2%	90.1%	93.5%	95.8%	94.8%
Civ. Unemployed	3.8%	1.8%	9.9%	6.5%	4.2%	5.2%

Source: US Bureau of the Census

2 - ECONOMIC DEVELOPMENT

Table 2.6b – Comparison of Employment Status, 2000

	<u>Maysville</u>	<u>Banks</u>	<u>Jackson</u>	<u>GA</u>
<u>Total</u>	<u>963</u>	<u>11,136</u>	<u>31,608</u>	<u>6,250,687</u>
In labor force #	639	7,321	20,237	4,129,666
In labor force %	66.4%	65.7%	64.0%	66.1%
In Armed Forces	0.0%	0.0%	0.1%	1.6%
Civilian Labor Force	100.0%	100.0%	99.9%	98.4%
Civ. Employed	94.4%	97.0%	96.6%	94.5%
Civ. Unemployed	5.6%	3.0%	3.4%	5.5%
<u>Total Males</u>	<u>444</u>	<u>5,603</u>	<u>15,479</u>	<u>3,032,442</u>
In labor force:	326	4,034	11,098	2,217,015
Not in labor force	73.4%	72.0%	71.7%	73.1%
In Armed Forces	0.0%	0.0%	0.1%	2.6%
Civilian Labor Force	100.0%	100.0%	99.9%	97.4%
Civ. Employed	92.6%	96.5%	97.1%	95.0%
Civ. Unemployed	7.4%	3.5%	2.9%	5.0%
<u>Total Females</u>	<u>519</u>	<u>5,533</u>	<u>16,129</u>	<u>3,218,245</u>
In labor force:	313	3,287	9,139	1,912,651
Not in labor force	60.3%	59.4%	56.7%	59.4%
In Armed Forces	0.0%	0.0%	0.0%	0.5%
Civilian Labor Force	100.0%	100.0%	100.0%	99.5%
Civ. Employed	96.2%	97.5%	96.1%	93.9%
Civ. Unemployed	3.8%	2.5%	3.9%	6.1%

Source: US Bureau of the Census

Unemployment Levels

Another lead indicator of an economy's strength is the measure of its unemployment levels. Trends in this area reflect the stability and prosperity of local industries, as well as the results of past economic development strategies. Unemployment levels also represent a measure of the poverty level within the area and potential deficiencies in the redistribution of wealth.

Table 2.7 – Unemployment Trends

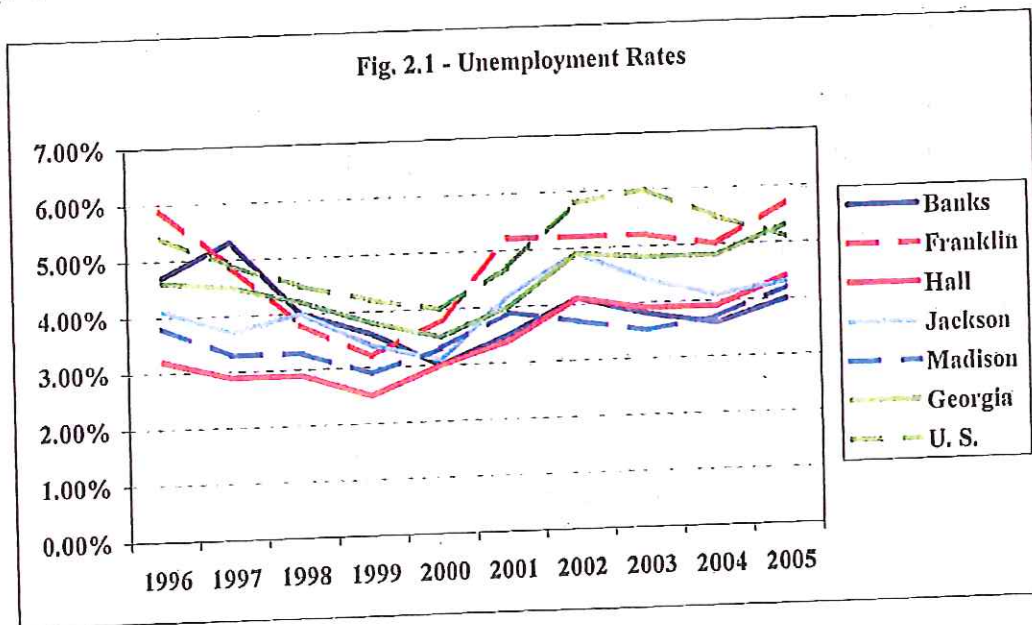
	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>
Banks	4.7%	5.3%	4.0%	3.6%	3.0%	3.5%	4.1%	3.8%	3.6%	4.0%
Franklin	5.9%	4.9%	3.8%	3.2%	3.8%	5.2%	5.2%	5.2%	5.0%	5.7%
Hall	3.2%	2.9%	2.9%	2.5%	3.0%	3.4%	4.1%	3.9%	3.9%	4.4%
Jackson	4.1%	3.7%	4.0%	3.4%	3.1%	4.2%	4.9%	4.4%	4.1%	4.3%
Madison	3.8%	3.3%	3.3%	2.9%	3.3%	3.9%	3.7%	3.5%	3.7%	4.2%
Georgia	4.6%	4.5%	4.2%	3.8%	3.5%	4.0%	4.9%	4.8%	4.8%	5.3%
U. S.	5.4%	4.9%	4.5%	4.2%	4.0%	4.7%	5.8%	6.0%	5.5%	5.1%

Source: US Bureau of the Census

2 - ECONOMIC DEVELOPMENT

Given the participation rates noted for Maysville and the suggestion that Banks and Jackson are experiencing the early waves of metropolitan expansion, it stands to reason these communities would feature very low levels of unemployment. With the exception of one year for Jackson, both counties have consistently scored better than the State and US unemployment rates since 1998. The same can be said for some of the other counties in the region, and, perhaps more telling, is the fact the rates have held fairly steady. In the case of Banks County, the overall unemployment rate went down between 1996 and 2005.

The unemployment rates have been increasing overall the past few years due to various economic forces. Some of it is the increase in single income households and early retirees still considered within the labor force. Other factors include changes to the economic base and reduction of manufacturing jobs in the area, and the increase in working-age children and young adults moving to the area. However, until the figures stray from the regional averages or grow closer to those for the nation this isn't considered cause for alarm. As economic indicators these figures indicate the health of the regional economy. Even as wage levels remain low there has been real job growth coinciding with the population expansion. Provided the growth occurs through multiple industrial sectors and the labor force can maintain pace with the occupational demands, the unemployment rates will remain at healthy levels and the overall levels of production and prosperity should improve.



Sources of Personal Income

While wage rates represent one gauge of a population's wealth, wages constitute only a portion of each household's net income. Additional sources of revenue include earned interest, dividends, proprietor's income and financial assistance. These sources must be evaluated to levy a true measure of local economic health.

2 - ECONOMIC DEVELOPMENT

Table 2.8 – Sources of Household Income, Maysville

	1990	2000	'90-'00	'90-'00
Total income	\$6,393,307	\$21,653,400	\$15,260,093	238.7%
Aggregate...				
Wage or salary income for households	\$4,794,270	\$16,940,000	\$12,145,730	253.3%
Other types of income for households	\$53,213	\$294,700	\$241,487	453.8%
Self employment income for households	\$206,975	\$690,900	\$483,925	233.8%
Interest, dividends, or net rental income	\$335,716	\$831,200	\$495,484	147.6%
Social security income for households	\$779,880	\$1,601,100	\$821,220	105.3%
Public assistance income for households	\$67,010	\$171,400	\$104,390	155.8%
Retirement income for households	\$156,243	\$1,124,100	\$967,857	619.5%

Source: US Bureau of the Census

As expected, all sources of income for Maysville households increased in accordance with inflation and natural population growth for the years between 1990 and 2000. Wages and salaries remained the largest component and also saw the largest increase in share of overall income (3%). The next largest increase came from the retirement income component, which increased in share by 2.8%. This information correlates with the increase in retirement age residents within the town, either through new migration or longer lifespans. However, despite notable growth in terms of real dollars, the social security income component saw the most significant decrease in share (4.8%) over that time frame, revealing a shift in priority of financial resources for the retirement age group. The other most telling feature of the figures for Maysville is the decrease in share for public assistance. Though the real funds for this component did increase, it did so by the smallest amount, suggesting the households are at least subsisting on earned income and not a facet of welfare support.

After reviewing the regional trends, Maysville rates well in terms of shares of income produced through wages or retirement funds versus income received through outside assistance. There remains room for improvement with the levels for social security and with earned interest and dividends. However, the trends for these components are favorable and as the region experiences more suburban growth these figures should fall more inline with State averages.

Table 2.9a – Comparison of Sources of Household Income, 2000

	Maysville	Homer	Baldwin	Gillsville	Commerce	Jefferson
Total income	\$21,653,400	\$17,261,000	\$33,165,400	\$5,789,300	\$98,495,500	\$69,966,600
Aggregate...						
Wage or salary income for households	78.2%	75.6%	80.8%	55.1%	70.0%	76.4%
Social security income for households	7.4%	6.2%	5.9%	6.8%	5.7%	6.4%
Retirement income for households	5.2%	5.4%	3.2%	22.9%	5.4%	4.7%
Interest, dividends, or net rental income	3.8%	3.1%	6.9%	5.7%	5.6%	5.4%
Self employment income for households	3.2%	6.6%	1.4%	2.8%	9.4%	4.7%
Other types of income for households	1.4%	2.2%	1.5%	6.1%	3.1%	1.4%
Public assistance income for households	0.8%	1.0%	0.3%	0.6%	0.8%	1.0%

Source: US Bureau of the Census

2 - ECONOMIC DEVELOPMENT

Table 2.9b – Comparison of Sources of Household Income, 2000

	<u>Maysville</u>	<u>Banks</u>	<u>Jackson</u>	<u>Georgia</u>
Total income	<i>\$21,653,400</i>	<i>\$248,112,200</i>	<i>\$733,976,000</i>	
Aggregate...				
Wage or salary income for households	78.2%	71.4%	77.1%	78.2%
Social security income for households	7.4%	5.5%	4.9%	4.0%
Retirement income for households	5.2%	4.8%	4.1%	4.6%
Interest, dividends, or net rental income	3.8%	3.7%	4.0%	5.3%
Self employment income for households	3.2%	12.0%	7.5%	5.6%
Other types of income for households	1.4%	1.9%	1.5%	1.7%
Public assistance income for households	0.8%	0.7%	0.9%	0.0%

Source: US Bureau of the Census

Commuting Patterns

One significant struggle with accommodating both residential and industrial needs lies in the effective use of regional infrastructure. The rapid development of modern transportation and infrastructure improvements has lead to drastic changes in the commute to work and the unemployment patterns discussed above. The same modes of transit that may easily bring people and commerce into an area can just as easily take them away. This creates a governmental concern over the commuting patterns and increased interdependence among communities. An imbalance between needs for employment and availability of employees can lead to increases in commuting, leading to a disparity in the provision of governmental services.

Table 2.10 – Commuting Patterns, Maysville

	<u>1990</u>		<u>2000</u>	
Total population	728		1,247	
Worked...				
In State of residence	319	100%	588	100%
Outside of state of residence	0	0.0%	0	0.0%
In place of residence	33	10.3%	41	7.0%
Outside of place of residence	286	89.7%	547	93.0%

Source: US Bureau of the Census

Figures for commuting patterns confirm what previous indicators suggested in that Maysville is predominantly a bedroom community with notable shares of residents working elsewhere. This is not uncommon for smaller towns in rural areas, especially areas in the early throes of suburban expansion. Housing growth traditionally outpaces commercial and business growth along metropolitan fringes, and that most residents leave the town for work is more the result of the towns overall size (geographically and in population) rather than an indicator of employment woes. While the community has room and desire for economic development, the volume of employment options within the town limits is not the primary issue.

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The figures for overall commuting patterns within Banks County support this notion. As a mostly rural, agrarian community Banks County is not a major employment center for a burgeoning suburban area and as such still subject to high (>50%) level of people commuting outside the county to work. Fortunately there are enough economic activity centers surrounding Banks county that the vast majority (>80%) of the County's laborers work within Banks County or in one of three neighboring counties: Hall, Habersham and Jackson. This is not surprising given the presence of some regional attractions in those counties and means that most residents are within close proximity to a variety of employment options. In the case of Maysville, this means less than 30 miles to Gainesville, which features a regional medical center and an abundance of manufacturing, and the outlet mall and regional chopping centers at Banks Crossing near Commerce.

The range and volume of opportunities outside Banks county might suggest why there remains a significant volume of people commuting *into* Banks County for employment. Rural communities detached from metropolitan areas might see rates of 60% or more of the local employment filled by local residents. However, as northeast Georgia is experiencing rapid growth and change it appears that employees throughout the region find the commute into Banks County worthwhile. This condition may be impacted by the location of the outlet mall, which lies within Banks County but near enough to the county line that many employees likely come from Jackson and other counties.

As a whole the commuting figures do not indicate a problem for Maysville, but the long-term goal for the Town and both counties is to see higher ratios of local residents filling local jobs, thus having shorter commutes and indicating the health of the local community.

Table 2.11 – Banks County Commuting Patterns - 2000

Location of Employment for Banks County Residents			Location of Residency for Banks County Employees		
<u>Destination</u>	<u>#</u>	<u>%</u>	<u>Residency</u>	<u>#</u>	<u>%</u>
Banks Co. GA	1,721	24.8%	Banks Co. GA	1,721	43.6%
Hall Co. GA	1,492	21.5%	Jackson Co. GA	748	19.0%
Jackson Co. GA	1,386	20.0%	Habersham Co. GA	398	10.1%
Habersham Co. GA	1,078	15.6%	Hall Co. GA	230	5.8%
Clarke Co. GA	274	4.0%	Franklin Co. GA	229	5.8%
Gwinnett Co. GA	184	2.7%	Madison Co. GA	143	3.6%
Franklin Co. GA	112	1.6%	Clarke Co. GA	138	3.5%
Stephens Co. GA	103	1.5%	White Co. GA	58	1.5%
Fulton Co. GA	96	1.4%	Stephens Co. GA	51	1.3%
<u>Other</u>	<u>482</u>	<u>7.0%</u>	<u>Other</u>	<u>231</u>	<u>5.9%</u>
Total	6,928	100.0%	Total	3,947	100.0%

Source: US Bureau of the Census

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ECONOMIC DEVELOPMENT RESOURCES

Many communities employ a number of methods to encourage and strengthen local business and economic conditions. Economic development resources can take the form of development agencies, government programs, or special features within an education system that foster desired business environments. These resources are a means of supporting the local economy, and as such become strong factors in the analysis of regional economic development patterns.

Agencies

Numerous organizations are often available to assist local governments with economic development efforts. Together with Banks County, the Town of Maysville actively partners with the *Banks County Chamber of Commerce* and the *Banks County Development Authority* to promote the entire county for business growth and retention. These organizations serve as liaisons between business interests and the local governments, alerting the civic leaders to the needs and issues facing local industries. In addition, there is also a *Joint Development Authority* involving Banks, Habersham and Rabun Counties to facilitate economic development within these three counties that share the Highway 441 corridor. While much of their work may be directed outside of Maysville proper, all of these organizations are constructive partners in helping bring employment to the region and helping the Town understand how to foster healthier economic conditions and business development. Current relationships with these organizations are considered stable and satisfactory, though it is hoped that as the Town completes this planning process the local leaders may be able to better coordinate activities with direct impacts on Maysville.

Through the State and Federal levels the Town is provided assistance by the following:

- *Georgia Mountains Regional Development Center* – This is the RDC serving the 13 counties in the northeastern corner of Georgia, including Banks County and neighboring Franklin and Hall Counties. The GMRDC has a department for Planning and one for Economic Development, each available to provide a full array of services to assist the City with plans, grant writing and other community development efforts. With part of the town within Jackson County Maysville could also participate in projects facilitated by the RDC that serves Jackson County, the Northeast Georgia RDC in Athens.
- *Federal EDA Appalachian Regional Commission, USDA Rural Development* – Maysville and Banks County remain eligible for assistance from these Federal Agencies for projects that directly translate into new employment opportunities. This includes funding loans and matching grants for capital improvement and downtown development projects that attract new businesses or facilitate business expansion.
- *Georgia Departments of Labor, Community Affairs and Economic Development* – The State of Georgia assists local economic development through the provision of training programs, expert recruitment resources and financial assistance. Staff from all three Departments communicates with the Town regarding programs and resources for which Maysville is eligible.

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Programs and Tools

Local governments sometimes participate in several programs designed to assist business initiatives and improve the quality of the local labor force.

Through the State agencies Maysville and Banks County are eligible for both the *OneGeorgia* and *BEST* programs that are designed specifically to support economic development in rural communities. Depending on the specific program, this support can include tax credits for new employment, assistance with job skills training and assistance with capital improvement projects. Maysville is also eligible to apply for assistance through programs such as the *Transportation Enhancement* (TE) Grant, *Employment Incentive Program* (EIP) Grant and *Community Development Block Grant* (CDBG) programs. Funds awarded as part of these programs can assist with a select range of projects such as small loans for infrastructure improvements and facility developments that support job growth. These programs can also provide loans directly to businesses for utility improvements and training programs that support economic development. Georgia communities can also utilize the *QuickStart* program provided in conjunction with the Georgia Department of Economic Development and the Department of Adult and technical Education. This program provides resources for area technical colleges to develop and provide specific job training programs at the request of businesses seeking new/more employees. This service is also provided at no or defrayed cost to the employees that enroll for the one-time training.

Education and Training Facilities

There are no major post-secondary educational facilities within Maysville or Banks County. However, there are multiple education facilities within the region, many of which are readily accessible to/from Maysville.

Several units of Technical College System of Georgia are located within close proximity of Maysville. The Technical College System of Georgia is considered an active and open partner with local education and economic development needs, and the rapport between the System and the local governments within the region is considered strong. The closest facility is *Lanier Technical College's* main campus is located in neighboring Hall County, approximately 25 miles west of Maysville. An expanding college with more than 5,000 full time students, many more part-time students and additional special training courses, Lanier Tech has become a very active partner in regional economic development efforts. The facilities and resources are highly considered and the college is very much oriented to supporting local communities such as Maysville.

Two other technical colleges are near enough to Maysville that they could assist in job training and general education efforts: *North Georgia Technical College* is located approximately 30 miles north in Clarkesville, while *Athens Technical College* is approximately 40 miles from Maysville. Depending on the exact location of new industries and/or the commuting

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arrangements for town residents, either facility could provide additional training resources for the local labor force.

Three full universities are also considered easily accessible from Maysville. The closest unit of the University System of Georgia is *Gainesville State College* in neighboring Hall County. The Gainesville State College campus, adjacent to the Lanier Tech campus in Oakwood, is considered a modest-to-easy commute from Maysville for prospective students. Gainesville State features a variety of general education majors as well as a growing assortment of technical and advanced professional majors. The *University of Georgia* in Athens is the state's flagship institution with more than 40,000 full-time students and curricula that includes doctoral level research programs in more than 150 majors. *North Georgia College and State University* in Dahlonega, like Gainesville State, is a much smaller campus but growing in enrollment and scope.

Several private colleges are also within close proximity of Maysville, adding the variety of resources available to Maysville residents and businesses. Combined these institutions educate more than 5,000 students in an assortment of liberal arts, theological studies and general education and business majors. Brenau University, a women's university in Gainesville, is also expanding into nursing fields with assistance from neighboring Northeast Georgia Medical Center.

- Brenau University - Gainesville
- Emmanuel College - Franklin Springs
- Piedmont College - Demorest
- Toccoa Falls College - Toccoa

Identified Issues and Opportunities

Issues

- *Need for economic development within town* - Maysville has the land available for business development within town, and a sizeable population base with growing needs for select products and services. Failure to develop businesses within the town that can fill these needs will only increase the likelihood such economic development will occur outside the town limits, drawing away potential tax revenue and possibly impacting the town's character.
- *Dealing with transition of economic base* - As Maysville and Banks County become more suburban the nature of industrial development and employment opportunities will change. Shifts from primarily goods production to service industries requires new strategies for education, business development and alters the scope and scale of community interactions.
- *Increase in Service sector/ hourly-rate employees* - Current growth in the Service industry can be a boon for local consumers but typically a weaker sector in terms of wages and benefits to local employees. Continued growth is encouraged but the

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Town must monitor the overall changes to the economy to ensure a diverse range of employment opportunities available for residents.

- *Need for a coordinated economic development strategy* – As a smaller community within a burgeoning suburban area, Maysville has had fewer resources or recourse for economic development. There has not been in the past any sense of targeted business recruitment for the town or a unified strategy for business development. Failure to become proactive in this sense, however, might lend to the dilution of the town's character and a general weakening of the economy.

Opportunities

- *Economic potential of downtown* – Maysville has vacant properties within a historic district that is accessible to most of the community and region, including via the State highway. The district retains most of its character, lending itself to business development that wishes to build off the town's identity. Done correctly, the potential exists for Maysville to serve as a modest regional center in the middle of suburban and rural Banks and Jackson Counties.
- *Natural economic expansion* - As metro Atlanta grows outward, population and employment growth is assured. This will provide Maysville and Banks County with additional labor and increased market pull for new business development.
- *Proximity to regional resources* – Metropolitan expansion to this part of Georgia not only increases Maysville's accessibility to economic and employment centers (such as the outlet mall, health care, etc), but also comes because of the amenities already available, such as the mountains and parks.

CHAPTER 3

HOUSING

The Housing Element of the comprehensive plan is used to evaluate whether existing and projected development will meet the county's housing needs with respect to supply, affordability, and accessibility. Housing is a critical issue to every community as a primary factor of quality of life. The costs and availability of quality housing is a key gauge in calculating local costs of living and one measure in defining the long-term sustainability of the resident population.

Total Units/ Type of Structure

In reviewing the housing trends across a community, the number of units alone does not provide the most accurate picture. Instead, the number of housing units must also be divided into three categories that further define the type of housing involved. For the purposes of this plan, the assessment of housing units will utilize three primary housing types: Single family, multi-family, and manufactured housing. Because each type of housing provides different options for lifestyle choices and economic conditions for local households, they also require varying sets of needs and demands with respect to land conditions, public services, and facilities. Understanding the different housing types and how they are dispersed throughout a community can assist governments in more effective distribution of public services and facilities.

Single-family units are defined as free-standing houses, or as units that are attached but completely separated by a dividing wall. Associated with the "American Dream," single family housing is often the most desirable by all parties involved; To residents for the ownership rights and symbolism of achievement, to governments for the tax revenue and investment in the community, and to developers for the potential return value.

Multi-family housing consists of structures containing two or more units, including large multi-unit homes, apartment complexes, and condominiums. Compared to single family housing, multi-family units are more cost effective to produce and associated with a more temporary residency, factors which have spurred the growth of this market in a national society achieving new levels of mobility.

Manufactured housing is currently defined by the US Census as all forms of pre-fabricated housing, with a special HUD definition for units produced before June 10, 1976. This category is generally the least expensive means of housing production and ownership, but is also often associated with weaker economic conditions because of how local communities continue to evolve in their approach to taxing such structures, treating modern units the same as their mobile-home predecessors. However, the difference between modern manufactured housing and conventional housing is growing smaller and smaller, with much of the remaining difference being stylistic and less in terms of functionality or impacts on public services. The issue of how manufactured units fits into overall housing plans will remain prevalent until the real and taxable

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values of manufactured housing can be clearly defined in relation to conventional units.

TABLE 3.1 - MAYSVILLE HOUSING UNITS BY TYPE

	<u>1980</u>	<u>1990</u>	<u>2000</u>
TOTAL Housing Units	<u>253</u>	<u>297</u>	<u>542</u>
Single Units (detached)	87.4%	73.4%	75.3%
Single Units (attached)	0.0%	0.7%	0.4%
Double Units	1.6%	0.7%	0.0%
3 to 9 Units	1.2%	0.0%	2.2%
10 to 19 Units	1.2%	0.0%	0.9%
20 to 49 Units	0.0%	0.0%	0.0%
50 or more Units	0.0%	0.0%	0.0%
Mobile Home or Trailer	8.7%	23.9%	20.7%
All Other	0.0%	1.3%	0.6%

Source: US Census Bureau

Like many rural towns Maysville is characterized by a high volume of single-family detached units and/or manufactured housing. A few attached or multi-family units exist, the bulk of which can be found in the neighboring properties featuring a small apartment complex and an elder-care facility. Beyond that the town is overwhelmingly individual housing units and properties.

While the share of single-family detached housing has decreased since 1980, the actual number of such units has increased significantly, almost doubling (87%) between 1990 and 2000. Much of this increase came about with subdivisions on the Banks County side that have annexed into the town in order access to public utilities. Such patterns are not uncommon in this region of Georgia and have not significantly altered the scale of the community. Most of the newer housing is of a common market type and price range, including starter and mid-range homes.

Manufactured housing has also increased significantly, gaining market share since 1980. However, despite actual increases in the number of units between 1990 and 2000 (41 new units), the share decreased in that time frame as the newer subdivisions were added to the city.

The trends suggest Maysville is at a proverbial crossroads in determining the desired housing type, if there is a preference. Depending on the types of manufactured housing permitted, continued rates of growth for this sector could address issues of affordability but could also eventually impact the town's character and prevailing architectural heritage. It may also represent another issue related more to land values and prevailing wage scales for local households.

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Table 3.2 - Housing Units by Type - 2000

	<u>Maysville</u>	<u>Homer</u>	<u>Gillsville</u>	<u>Baldwin</u>	<u>Commerce</u>	<u>Jefferson</u>
TOTAL Housing Units	<u>542</u>	<u>420</u>	<u>98</u>	<u>877</u>	<u>2,230</u>	<u>1,518</u>
Single Units (detached)	75.3%	56.9%	96.9%	45.8%	70.4%	73.8%
Single Units (attached)	0.4%	0.0%	0.0%	1.8%	0.9%	0.7%
Double Units	0.0%	3.1%	0.0%	1.1%	6.6%	7.6%
3 to 9 Units	2.2%	5.2%	0.0%	17.4%	5.7%	6.9%
10 to 19 Units	0.9%	1.9%	0.0%	3.8%	0.0%	2.6%
20 to 49 Units	0.0%	1.0%	0.0%	1.8%	0.4%	0.3%
50 or more Units	0.0%	0.0%	0.0%	0.6%	0.0%	0.2%
Mobile Home or Trailer	20.7%	31.9%	3.1%	27.6%	16.0%	8.0%
All Other	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%

Source: US Census Bureau

The issue becomes magnified when the figures for Maysville are compared to surrounding communities. Several comparably sized municipalities feature equal or higher rates of manufactured housing, as do both Banks and Jackson Counties. Depending on the policies established and preferred for Maysville, continued rates of new manufactured units will steer the Town towards the character of Baldwin, Homer or the unincorporated counties. This suggests that Maysville's character could become more rural in accommodating such shares of manufactured housing.

What Maysville does show, however, is that the town remains a small, rural community. There is no guarantee that the pace of new development will sustain the current level of expansion. However, given the allusion to preserving the historic housing units and expanding the architectural guidelines, Maysville should consider the impact of their policies in fostering and/or attracting certain housing types.

Table 3.3 - Housing Units by Type - 2000

	<u>Maysville</u>	<u>Banks</u>	<u>Jackson</u>	<u>Georgia</u>
TOTAL Housing Units	<u>542</u>	<u>5,808</u>	<u>16,226</u>	
Single Units (detached)	75.3%	58.7%	63.2%	67.1%
Single Units (attached)	0.4%	0.3%	0.4%	
Double Units	0.0%	0.6%	2.0%	*20.8%
3 to 9 Units	2.2%	1.1%	2.6%	*
10 to 19 Units	0.9%	0.1%	0.4%	*
20 to 49 Units	0.0%	0.1%	0.2%	*
50 or more Units	0.0%	0.0%	0.1%	*
Mobile Home or Trailer	20.7%	38.9%	30.8%	12.2%
All Other	0.6%	0.2%	0.1%	

Source: US Census Bureau

*=Figure represents all types of multi-family

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Projections

Projections for housing are done in conjunction with those for households, using the projected population growth as a guide for calculating the numbers and types of housing units demanded. Local governments can then use these projections to create the conditions needed for successful housing development policies. The projections made for Table 5.2 were based upon recent trends in housing permits and subdivision activity in Butts County, with long-range calculations adjusted from projections made by numerous other sources, including reports from the US Census and the Georgia Department of Natural Resources.

Table 3.4 – Projected Housing Units, 2008 – 2030

	2000	2005	2010	2015	2020	2025	2030
Population*	1,267	1,534	1,657	1,816	2,034	2,340	2,703
Total Units	542	592	647	718	815	950	1156
Single-Units Detached	75.3%	74.7%	74.1%	73.5%	72.8%	72.2%	71.5%
Multi-Family**	4.0%	4.2%	4.4%	4.6%	4.9%	5.1%	5.4%
Manufactured	20.7%	21.1%	21.5%	21.9%	22.3%	22.7%	23.2%

Source: GMRDC, 2008

*=Utilizes medium level projection for population growth

**=Combination of multi-family units and single-family attached units

Based on the medium level population projections for Maysville (see *Population element*) the Town can expect to continue modest growth rates in the number of households and housing units. Current trends in the distribution of housing types are expected to continue with minimal change. Until the town becomes more urbanized and capable of supporting more local commercial and professional businesses, the market for multi-family housing will grow at minimal rates, if at all. All new development in this category will likely resemble the small-scale complexes that exist within the town today.

Single-family units and manufactured housing will continue as the dominant types of residency, given the projected demands and availability and costs of land. The Town may choose to preserve the volume of undeveloped land within the existing town limits, forcing the decision between no growth, growth via higher densities or continued expansion of boundaries. The direction chosen by the Town will ultimately influence the nature of housing types developed, as continued outward expansion and maintaining the current distribution of development will cater to lower cost housing that facilitates the use of manufactured units.

Age and Conditions

The US Census of Housing includes information on units without complete plumbing and water service, allowing governments to target concentrations of such housing for service upgrades or redevelopment. The number of housing units constructed prior to 1939 is one indicator of the overall age and productivity of the local housing market.

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Table 3.5 - Housing Conditions

1990	Total units	Date of Construction				Incomplete Facilities	
		Pre 1939	1940-'59	1960-'79	1980+	Plumbing	Kitchen
Maysville	297	28.6%	16.2%	39.4%	15.8%	1.0%	0.0%
Homer	332	20.8%	16.9%	38.3%	24.1%	2.7%	1.2%
Gillsville	57	22.8%	42.1%	28.1%	7.0%	10.5%	0.0%
Baldwin	577	10.6%	18.5%	37.4%	33.4%	0.0%	0.0%
Commerce	1,724	22.2%	26.5%	33.2%	18.1%	1.8%	0.3%
Jefferson	1,136	17.6%	20.3%	32.4%	29.7%	1.0%	0.2%
Banks	4,193	13.3%	12.8%	42.9%	31.1%	2.7%	1.1%
Jackson	11,775	12.7%	16.0%	38.3%	33.0%	1.6%	1.0%
Georgia	2,638,418	8.1%	18.1%	41.7%	32.1%	1.1%	0.9%
2000	Total units	Pre 1939	1940-'59	1960-'79	1980+	Plumbing	Kitchen
Maysville	542	24.4%	10.3%	14.6%	50.7%	0.0%	0.0%
Homer	420	11.7%	15.2%	28.6%	44.5%	0.0%	2.1%
Gillsville	98	28.6%	13.3%	42.9%	15.3%	0.0%	0.0%
Baldwin	877	3.1%	11.9%	26.6%	58.5%	1.3%	0.8%
Commerce	2,230	16.0%	22.2%	32.3%	29.6%	1.1%	0.4%
Jefferson	1,518	10.7%	16.6%	21.4%	51.3%	0.6%	0.1%
Banks	5,808	8.5%	8.2%	26.3%	56.9%	0.9%	1.0%
Jackson	16,226	8.8%	11.3%	25.8%	54.1%	1.2%	1.1%
Georgia	3,281,737	5.9%	13.0%	31.2%	49.9%	0.9%	1.0%

Source: US Census Bureau.

Where Maysville stands out compared to other neighboring and comparably-sized municipalities is in the distribution of housing units by age. Apart from Gillsville, which has a much smaller overall inventory, Maysville has by far the greatest share and volume of units constructed prior to 1939 (24.4%). Most of these are within the historic district, residing on either side of the railroad track and surrounding downtown with a pair of traditional neighborhoods. While none of the units (as of 2000) had incomplete plumbing or kitchens a number of older and smaller units likely have limited/ no heating or ventilation systems, asbestos shingles and/or steel plumbing. When combined such conditions with the general conditions of older structures can render the housing units difficult to maintain, subject to neglect and deterioration, and eventually loss of value and viability. Communities with older housing stock must foster private reinvestment to sustain the quality of the housing supply and, if desired, the very character of the community.

There is a benefit to Maysville having such a large supply of housing units being constructed after 1980. This suggests the town does have a strong volume of units that should have modern amenities and be competitive in current markets. Unfortunately much of this supply resides in the starter home category, where units are built for affordability. There may be opportunities for structural expansions but such investments are often subject to the returns realized by the owner, which are greatly influenced by the quality of the surrounding properties. If concentrations of lower-priced homes are neglected the possibility exists that the area could see adverse impacts in property values, lose incentives for investment and fall into economic depression. This issue

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must be monitored by the Town to ensure the viability of the housing supply.

Occupancy/Residency Characteristics

Similar to the different economic and social needs defined by demographic statistics, occupancy and residency conditions can also indicate specific trends or needs of the region's population. Whether a housing unit is being leased or owned indicates the financial abilities of the household, as well as suggesting the health of the local economy. Vacancy rates, meanwhile, tell whether the market is ahead or behind the pace of population growth and demands. Typically, a strong market is defined by a relatively high percentage of homeowners and low occupancy rates.

Table 3.6 – Maysville Occupancy/ Vacancy Rates

	<u>1990</u>	<u>2000</u>		<u>1990 - 2000</u>	<u>1990 - 2000 (%)</u>
TOTAL Units	<u>297</u>	<u>542</u>		<u>245</u>	<u>82.5%</u>
Vacant	33	51		18	54.5%
	11.1%	9.4%			
Owner Occupied	233	404		171	73.4%
	78.5%	74.5%			
Renter Occupied	46	87		41	89.1%
	15.5%	16.1%			

Source: US Census Bureau

Maysville has seen improvements in the vacancy rates since 1990, but the figure could still be considered higher than desirable. The absence of second homes and the minimal number of apartments would normally indicate a high rate of ownership properties, for which a community in north Georgia should strive for a vacancy rate below 8%. However, the town is experiencing a recent influx of new properties causing a market adjustment, and there are a substantial number of single-family units available for rent, which can also impact vacancy rates. If the trends continue to show improvement the housing supply for Maysville should be in balance with the demand.

The prevailing type of occupancy of ownership matches the general form expected given the distribution of housing types. Communities high in proportions of single-family units are typically high in owner occupancy rates, indicative of positive economic trends for the community. With respect to Maysville this remains true, though there is a strong undercurrent provided by the volume of starter homes within this market. As with the vacancy levels Maysville does not exhibit any signs for concern with regard to types of residency, but should monitor the trends for adjustments that may adversely impact the share of owner occupied units.

Reviews of Maysville's housing conditions appear more positive when compared to the occupancy and vacancy rates for neighboring communities. Maysville has a higher rate of ownership than other comparably sized communities, and a vacancy rate inline with regional and state trends. Provided new development is provided in accordance with new demand, the figures for both rates should only grow stronger.

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Table 3.7 – Occupancy/ Vacancy Rates

	<u>Maysville</u>	<u>Homer</u>	<u>Gillsville</u>	<u>Baldwin</u>	<u>Commerce</u>	<u>Jefferson</u>	<u>Banks</u>	<u>Jackson</u>	<u>GA</u>
TOTAL Units	542	420	98	877	2,230	1,518	5,808	16,226	3,281,737
Vacant	9.4%	10.2%	14.3%	4.2%	8.5%	6.3%	7.6%	7.2%	8.4%
Owner Occupied	74.5%	54.8%	68.4%	54.0%	59.3%	62.6%	74.8%	69.5%	61.8%
Renter Occupied	16.1%	35.0%	17.3%	41.7%	32.2%	31.1%	17.5%	23.3%	29.8%

Source: US Census Bureau

Housing Costs

Understanding the physical conditions of housing options within a community is relatively useless without also understanding the market for housing affordability. An assessment of housing costs is critical to understanding the accessibility of the housing supply to the residents, and goes a long way toward explaining the strengths and weaknesses of the housing supply.

Table 3.8 – Average Housing Costs

			<u>As % of Georgia Avg.</u>		
	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>'90 – '00</u>
Owner Costs					
<u>Georgia</u>	<u>\$71,300</u>	<u>\$111,200</u>	<u>100%</u>	<u>100%</u>	<u>56.0%</u>
Jefferson	\$57,900	\$111,600	81.2%	100.4%	92.7%
Jackson	\$55,300	\$102,900	77.6%	92.5%	86.1%
Banks	\$49,500	\$92,400	69.4%	83.1%	86.7%
Baldwin	\$49,600	\$92,100	69.6%	82.8%	85.7%
Homer	\$40,000	\$90,000	56.1%	80.9%	125.0%
Gillsville	\$39,600	\$90,000	55.5%	80.9%	127.3%
Maysville	\$42,300	\$86,400	59.3%	77.7%	104.3%
Commerce	\$50,200	\$79,300	70.4%	71.3%	58.0%
Monthly Rent					
	<u>1990</u>	<u>2000</u>	<u>1990</u>	<u>2000</u>	<u>'90 – '00</u>
<u>Georgia</u>	<u>\$433</u>	<u>\$613</u>	<u>100%</u>	<u>100%</u>	<u>41.6%</u>
Commerce	\$288	\$528	66.5%	86.1%	83.3%
Jefferson	\$298	\$508	68.8%	82.9%	70.5%
Jackson	\$326	\$501	75.3%	81.7%	53.7%
Baldwin	\$326	\$475	75.3%	77.5%	45.7%
Banks	\$297	\$424	68.6%	69.2%	42.8%
Homer	\$260	\$393	60.0%	64.1%	51.2%
Maysville	\$403	\$375	93.1%	61.2%	-6.9%
Gillsville	NA	\$375	0.0%	61.2%	

Source: US Census Bureau

3 - HOUSING

As noted in earlier discussion, Maysville is regarded as a very affordable community with an abundance of housing regarded as "starter homes;" housing on the lower end of the price scale that would be affordable to new, younger households entering the housing market for the first time. Part of this is the result of the relatively low cost for land and the limitations of utilities within the area, but also has to do with the town's location. Maysville is not a major civic or commercial center, with most retail and industrial activity for the region oriented around Commerce, Jefferson and Gainesville. As such, Maysville has evolved as a residential destination amidst a rural section of Banks and Jackson Counties, one that has attracted predominantly first time homebuyers and households unable or unwilling to live closer to the urbanized areas to the south and west. In the absence of additional amenities such, as more shopping, it is unlikely the Town will generate much change in this trend, but it also means the town will likely maintain it's relatively low cost of living.

An additional factor in assessing housing costs and values is the impact of property taxes. Property taxes are one of the primary revenue generators for local governments. Residential property, however, generally does not supply enough taxes to offset the demand for services and utilities, and the difference must be made up from commercial and industrial land uses. It is in the best interest of local communities, even municipalities that do not collect property taxes for themselves, to maintain trends of increasing property values to ensure proper revenues for schools and other public services. In this regard, Maysville will need to consider long-term impacts of new development and the possible need for land use management policies that encourage higher standards of housing.

Table 3.9 – Housing Costs as Share of Household Income

	% of Total Units - 1990				% of Total Units - 2000		
	30% - 49% of Income	50% + of Income	Not Computed		30% - 49% of Income	50% + of Income	Not Computed
Maysville	10.8%	NA	6.1%		8.3%	5.7%	4.4%
Homer	9.9%	NA	6.9%		3.1%	4.8%	5.0%
Gillsville	5.3%	NA	0.0%		2.0%	3.1%	8.2%
Baldwin	12.3%	NA	2.3%		9.2%	8.8%	4.1%
Commerce	9.6%	NA	3.5%		7.6%	11.4%	5.5%
Jefferson	9.6%	NA	1.8%		11.6%	7.8%	1.9%
Banks	8.1%	NA	3.8%		5.7%	3.6%	3.4%
Jackson	11.2%	NA	2.8%		8.2%	6.3%	3.6%
Georgia	11.3%	NA	2.1%		12.1%	8.5%	3.0%

Source: US Census Bureau

The measure of housing costs as a percent of income is the primary gauge used to monitor the efficiency of the housing market. As a factor considered in loan approval and in assessing a community's affordability, the rule of thumb provided for housing costs is that a household should spend no more than 30% of its income on housing.

It is in this light that the housing supply of Maysville comes under greater scrutiny, specifically with regards to the scope of actual affordability versus the general incomes of local households. As a share of the total housing supply Maysville features a significantly high share of households spending greater than 30% of their income on housing. Considering the already moderate to low

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cost for housing in Maysville, this suggests the bulk of households within the community have comparably low income levels. It suggests a high susceptibility to times of economic hardship and limited potential among property owners to reinvest in their land and structures. While the trend indicates improvements in this measure the figures remain in the upper extremities for regional and state averages. If Maysville cannot find the means to improve household income levels for the area, it may be difficult for the Town to foster positive impacts on property and housing values.

Table 3.10 – Overcrowding Conditions

Table 3.16 - Overcrowding Conditions							
	Occupied Units - 1990				Occupied Units - 2000		
		>1 person per room				>1 person per room	
	<u>Total</u>	<u>#</u>	<u>%</u>		<u>Total</u>	<u>#</u>	<u>%</u>
Georgia	2,366,615	95,828	4.0%		3,006,369	145,235	4.8%
Baldwin	545	13	2.4%		840	100	11.9%
Gillsville	45	0	0.0%		84	5	6.0%
Jefferson	1,056	40	3.8%		1,422	56	3.9%
Banks	3,775	116	3.1%		5,364	211	3.9%
Homer	287	10	3.5%		377	14	3.7%
Jackson	10,721	417	3.9%		15,057	562	3.7%
Commerce	1,568	53	3.4%		2,041	50	2.4%
Maysville	279	6	2.2%		491	5	1.0%

Source: US Census Bureau

While Maysville may be subject to concerns about overall values of housing it is not showing concerns for overcrowding. Given the steady figures for average household size (2.56) in Maysville but the relatively low percentage of households in overcrowded conditions, this suggests a strong, balanced disbursement of like-sized households and especially families. Considering the general lack of large scale social services and the presence of several urban areas within close proximity, it stands to reason that Maysville hasn't attracted volumes of large but poorer households. If the economic and housing trends remain this feature is not likely to change.

Special Needs Housing

In addition to considerations for various income levels, housing assessments must also consider those persons and households with special needs such as the disabled, elderly, victims of domestic violence, those suffering with HIV or from substance abuse. This segment of the population not only requires basic housing, but also housing that matches affordability with functionality due to their limited abilities or need for access to medical care and human services.

Maysville does have one senior living/elder care facility, but otherwise does not feature a strong need for special housing types. Most special needs housing is located in, or immediately adjacent to, more urbanized areas with an abundance of healthcare facilities and employment options. Given Maysville's rural character and smaller size the town has not attracted a volume of residents needing these housing types.

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Identified Issues and Opportunities

Issues

- *Housing affordability* – City should research ways to decrease volume of households spending greater than 30% of income on housing. Some of this issue may relate to economic forces and household revenues.
- *Age of existing supply* – Maysville has many historic homes but also has many older units that are in need of renovation and improvement. Many units are of lower economic tiers and smaller size that should receive reinvestment to maintain market value.

Opportunities

- *New housing development through continued regional growth* – As the Maysville area experiences more and more encroachment from suburban expansion, there will be the opportunity to introduce more new, modern housing units to the local supply.
- *Land available for development* – Undeveloped land within the city allows for new housing to be incorporated into the existing fabric of established neighborhoods, and allows space for variety of housing types and styles.

CHAPTER 4

PUBLIC FACILITIES AND SERVICES

Public facilities and services are those elements vital to a population's health, safety, and welfare that are most effectively provided by the public sector, such as sewerage, law enforcement and school services. The Public Facilities and Services element examines the community's ability to adequately serve the present and projected demands for such services, identifying concerns with the spatial distribution and conditions affecting service delivery. These assessments can then assist in projecting future demands and in planning future capital improvement projects.

Public Water Service

Water is among the foremost utilities provided by local governments, and is generally considered the primary benchmark of progressive modern communities. A stable, healthy water supply is considered critical for attracting industrial growth, and the scope and quality of the distribution system will play a significant role in shaping how a community grows over time.

Maysville operates its own public water supply system for service within the town and select areas immediately adjacent to the town, serving approximately 2,000 customers. Water for this service is drawn from a pair of public wells but the Town can also purchase water from the Banks County Utilities Department or from the City of Commerce. Storage capacity has been managed through a pair of water tanks totaling some 260,000 gallons in capacity. However, these tanks are aging and will soon be retired from service. Likewise, much of the distribution system is also aging. Many of the pipes are from the original system that was laid in the early 1950's, and will need to be replaced.

As a secondary source, the Banks County Utility Department currently operates a reservoir in northern Banks County and has reserve agreements to purchase water from Commerce, Franklin County or the City of Toccoa as needed. The County's supply is currently averaging 500,000 – 600,000 treated gallons per day, but Utility Department is planning to expand capacity to more than 1.5 MGD, pending approval of permits.

Current levels of service are considered adequate by existing customers, and the supply should be sufficient for projected growth pending the expansion of boundaries and/or any major industrial growth. The Town policies require new development to be on Maysville utilities, which will restrict growth only to that which they can sustain on their utility system. However, as a precaution and to assist in accommodating new growth, the Town has been advised to secure larger guaranteed sources through contracts with other communities or otherwise as a doubling of the customer base would necessitate supply greater than current withdrawal averages.

It should also be noted that Maysville, like all Georgia communities, has been trying to minimize water demands in accordance with current drought policies and objectives identified by the State. This has not caused a current adverse impact on Maysville but it does indicate the Town should work to ensure storage capacity for future emergencies.

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Sewerage System and Wastewater Treatment

A local community's sewerage system and ability to treat wastewater is the utility most responsible for facilitating growth from rural to suburban and urban conditions. Managed properly, sewer service permits densities and levels of industrial capacity that allows cities' to receive volumes of development with comparably marginal impacts on the environment.

As with water Maysville maintains its own public sewer service, based around a modest treatment system capable of around 70,000 gallons per day. A four acre stabilization pond located at the back end of the residential area southwest of Main Street receives the treated discharge. This system was not intended to serve beyond the main town limits and, like the water lines, is also aging and in need of repair. If Maysville is to accommodate significant growth without relying on variations of septic systems or private sewer systems, the Town will need to coordinate connections and system expansion with other providers in the region.

Solid Waste Management

As communities grow they also incur more garbage, necessitating proper management of the collection and disposal of various forms of solid waste. Some items can be recycled, some require special measures for disposal. All forms of waste management should be considered so as to ensure the continued health and safety of local residents.

Maysville currently contracts with a private hauler to collect and dispose of waste for town residents and businesses. Current levels of service are considered adequate and the storage capacity of the disposal site is anticipated to last through the planning period. The Town is currently updating its Solid Waste Management Plan in conjunction with the comprehensive planning process, which will provide full and proper accounting of disposal capacity, levels of service, strategies for waste reduction and for waste collection in times of emergency. Once the Solid Waste Management Plan has been completed, the necessary information will be added to this plan as an amendment, including and especially any findings necessitating action by Maysville to secure continued collection and disposal.

Public Health and Safety

It is the primary responsibility of government to preserve the health and welfare of its citizens, and nothing embodies this role greater than the management of services directly involved in public safety. These services, such as fire and police protection, typically demand volumes of specialized manpower to attain effective levels of service and to help a community remain secure.

Fire Protection

Fire protection services provide not only the direct benefit of safety against hazards, but the ability to provide such services traditionally ensure a higher quality of life for urbanized

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communities by permitting greater numbers of residents and activities at lower insurance costs. Half of this is dependent on the distribution of the public water system, the other half is the make up of the personnel, facilities and equipment needed to perform the actual protection services.

The Town of Maysville operates its own fire station supported by 15 volunteers. Available vehicles include 2 pumper trucks, one 9 years old and the other 39yo, one mini-pumper, one tanker and a service truck purchased in 2006. In terms of vehicles the existing fleet is considered adequate for existing types of housing and industry. The Town also has an agreement with the City of Commerce in the event outside support is needed for an emergency. Increases in density, notable changes in building heights or nature of industries may necessitate investment in newer vehicles and equipment.

The situation with the limited and aging water system is another matter impacting the provision of fire service. There is a need for more water pressure to ensure the most efficient use of equipment and manpower, as well as a need for more hydrants. Additional building space is also needed, or the construction of a new facility on the south side of the town if Maysville does seek to accommodate high volumes of new growth.

To help measure the performance or value of fire protection services, a national fire protection rating system has been established by the Insurance Services Organization to evaluate the adequacy of fire protection services in a community. Ranging from 1 to 10, communities with more than adequate personnel and water systems would score very low, while areas with sparse public water and volunteer firemen would score very high. Maysville's fire insurance rating is currently rated at 6, which is considered satisfactory for communities of this size and location.

Police Protection

Police protection, or law enforcement, is the public service designed to safeguard community residents and businesses from acts of theft, personal violence and other crimes. Such protection builds community character and support and can serve as a tool for attracting tourism and growth. Preventative protection also can lower costs of living and contribute to an overall higher standard of living within the community.

The Town of Maysville provides its own Police Department, which includes 3 full-time and 6 part-time field personnel. This would put the community inline with the Federal Bureau of Investigation's suggested ratio of 3.8 full-time employees per-1000 persons for suburban communities, plus the Department has aid-agreements in place with Banks County when needed. The Department also has it's own building and a fleet of 5 vehicles, ranging in age from 1 to 9 years old.

Existing levels of service are considered adequate, but the Department suspects that additional personnel may be needed once the population of the service area reaches 2,000. The need may actually be more urgent, however, if the daytime population continues to grow as well, further taxing the needs of the Department as the school grows and as new businesses and their customer base come into the community.

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Emergency Management Systems

Emergency Management Systems (EMS) refers essentially to two things: The communication network that facilitates the response actions of public safety organizations, and the availability of ambulance carriers to address health transport needs that fall beyond the normal purview of police and fire protection services. Combined these services provide an additional means for supporting the general health and welfare of the citizens.

Banks County manages the EMS services on behalf of the entire county. This includes coordinated communication between the 911 service and the Maysville Police and Fire Departments. Current levels of service are considered satisfactory and should be sufficient for the planning period.

Hospitals and Health Facilities

The remaining aspect addressed within the Public Safety element is the availability of hospitals and healthcare facilities to treat the ill and infirmed. Access to such facilities is required in order for a community to sustain its level of function and prosperity.

Primary medical care for Maysville residents is provided by the Banks-Jackson-Commerce Medical Center (BJCMC) located in Commerce. This facility features 90 beds and provides both inpatient and outpatient care, including varieties of surgical operations and laboratory testing. BJCMC also coordinates with medical facilities and primary care physicians in four other counties for assistance with specialty care.

Locally there is also a Banks County Health Department and Banks County Mental Health Center located in Homer, as well as a Med Link clinic. These facilities serve the entire Banks County area and Maysville residents.

Service levels for these facilities are considered sufficient for existing and projected demand, save for the BJCMC which is considering long-term expansion plans to accommodate regional growth.

Parks and Recreation Facilities

Recreational facilities provide communities with a quality that is difficult to measure but considered vital to its social well-being. By offering a variety of recreational activities a region can strengthen the residents' quality of life and stimulate facets of the local economy.

Parks and recreation facilities and services are provided countywide by Banks County in coordination with the Banks County School Board. There are no public athletic fields, indoor recreation centers or general park space within Maysville except those available to the Elementary School. There are pockets of open space around the town that serve as passive parks, including a small piece within downtown adjacent to the railroad tracks. The closest

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fields and gyms for organized activities are located at the Banks county High School and Windmill Farm Recreation Center, both located in Homer.

The Town of Maysville may wish to consider the acquisition of land and development of space for recreational purposes. As the community grows the demand for recreational facilities and open space will increase. Coordination with the County's Parks and Recreation Department could assist in locating appropriate space inside or, most likely, outside of the town.

Education Facilities

Education facilities are those places and programs designed to support the learning and development of youth and the general labor force. These can include general or specialized education facilities and programs, and are closely tied to economic development efforts: Economic growth is often dependent of the levels of education and skill sets available within a community, thus it is in the best interest of every community to have the best education resources available.

Primary and Secondary Schools

The base level of education and the most prevalent within most American communities is that of primary and secondary schooling, which entails the common curricula taught between kindergarten and 12th grade. This education is designed to arm children and youth with the basic understanding of communication, analytical and social skills required to function within society. Often these schools will incorporate higher levels of study for those inclined to continue their education. They may also include technical and professional job-skill training programs that provide specialized instruction on common and available jobs, so that graduates can immediately (re)enter the workforce.

Maysville Elementary, a facility of the Jackson County School Board, is the only school within the town. Students then proceed to the appropriate middle school based on county of residence. Banks County students would continue on to Banks County Middle and High Schools, both located in Homer. As a whole, the Banks County system enrolled more than 3,000 students for the last school year ('06-'07), and has completed several facility improvement projects to ensure structural capacity for the next five years. At the completion of the Banks County Comprehensive planning process the School Board will begin a new long-range planning process to identify the need for new facilities.

Post-Secondary Facilities

Post-secondary education facilities are those colleges, universities and other programs that allow high school graduates to pursue higher levels or different fields of study. Their programs are designed to strengthen the real-world skills of the younger labor force for a variety of subjects.

Several units of Technical College System of Georgia are located within close proximity of Maysville. The Technical College System of Georgia is considered an active and open partner

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with local education and economic development needs, and the rapport between the System and the local governments within the region is considered strong. The closest facility is *Lanier Technical College*'s main campus is located in neighboring Hall County, approximately 25 miles west of Maysville. An expanding college with more than 5,000 full time students, many more part-time students and additional special training courses, Lanier Tech has become a very active partner in regional economic development efforts. The facilities and resources are highly considered and the college is very much oriented to supporting local communities such as Maysville.

Two other technical colleges are near enough to Maysville that they could assist in job training and general education efforts: *North Georgia Technical College* is located approximately 30 miles north in Clarkesville, while *Athens Technical College* is approximately 40 miles from Maysville. Depending on the exact location of new industries and/or the commuting arrangements for town residents, either facility could provide additional training resources for the local labor force.

Three full universities are also considered easily accessible from Maysville. The closet unit of the University System of Georgia is *Gainesville State College* in neighboring Hall County. The Gainesville State College campus, adjacent to the Lanier Tech campus in Oakwood, is considered a modest-to-easy commute from Maysville for prospective students. Gainesville State features a variety of general education majors as well as a growing assortment of technical and advanced professional majors. The *University of Georgia* in Athens is the state's flagship institution with more than 40,000 full-time students and curricula that includes doctoral level research programs in more than 150 majors. *North Georgia College and State University* in Dahlonega, like Gainesville State, is a much smaller campus but growing in enrollment and scope.

Several private colleges are also within close proximity of Maysville, adding the variety of resources available to Maysville residents and businesses. Combined these institutions educate more than 5,000 students in an assortment of liberal arts, theological studies and general education and business majors. Brenau University, a women's university in Gainesville, is also expanding into nursing fields with assistance from neighboring Northeast Georgia Medical Center.

- Brenau University - Gainesville
- Emmanuel College – Franklin Springs
- Piedmont College – Demorest
- Toccoa Falls College - Toccoa

Libraries

In addition to the formal education programs directed through schools and post-secondary institutions, libraries provide an important resource for individual learning and development, as well as a source of recreation. As the default media and archive center of a community, the availability and scope of library services can prove significant in shaping the potential of a

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community. Libraries provide information and tools needed to support continued learning, ingenuity and creativity outside the structured environment of schools.

The Maysville Public Library is part of the Piedmont Regional Library System serving Banks, Jackson and Barrow Counties. The facility is located in downtown and includes a public meeting room regularly used for civic hearings including Town Council meetings. The library has mutli-media features including internet accessibility. Coordination with other branches in the regional system allows residents access to a vast collection of books and video resources, even if the Maysville branch does not have an item in supply.

Current levels of service and condition of the building are both considered adequate. As the population of the service area grows the library may need to expand or amend space to accommodate increased multi-media needs.

General Government

General government facilities are those resources required for the government to perform its operations: Administration and office space, meeting facilities, storage space, etc. In order for the government to function efficiently (both fiscally and physically) the operating facilities must be conducive the nature of the operations.

Maysville Town Hall is located in a historic Atkins Bank Building in downtown Maysville. Space within this facility is considered adequate for current needs, but will need expansion or renovation if the Town were to increase operation at this site. Currently the Town does not host public meetings at this facility due to the lack of large enough rooms. There are also concerns with ADA accessibility, technical capacities and costs associated with long-term maintenance. During the planning period it is expected the Town will have to review demands and options for new and/or expanded administrative space.

Identified Issues and Opportunities

Issues

- *Viability of water and sewer service* – The distribution and collection system Maysville will require upgrades within the planning period, and may require expansion depending on long-term growth plans.
- *Demand for recreation space* – Sustained population growth will raise the demand for more accessible recreation spaces in or near Maysville
- *Expansion of Town facilities* – The Town Hall and Fire Department structures will need maintenance and possibly renovations/expansion during the planning period.

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Opportunities

- *Space available for new facilities* – Through either infill or new development, Maysville has the space available for locating new civic structures within close proximity to the heart of town. Done properly, new facilities could assist efforts to strengthen the community's character.

CHAPTER 5

TRANSPORTATION

Transportation concerns the accessibility to sites and land uses. The demands for transportation facilities and services vary by land use, demographics and other factors. The dynamic nature of accessibility and the various factors that combine to determine functional performance in infrastructure suggest transportation for larger or rapidly growing communities requires special attention outside of the traditional public facilities and services. Because transportation plays such a large part in shaping development patterns, and because transportation systems can be assessed as all together a utility, a set of facilities and a service, transportation must often be assessed as its own element.

Street/Road Network

State roads are classified as interstates, arterials, collectors, or local roads based on average trip lengths, trip destinations, traffic density and speeds. Each classification represents the relative weight, or value, of a roadway, which helps govern the types of service and development conditions permitted. In this modern era characterized by the automobile, a community's accessibility is largely defined by the quality and quantity of its street network, particularly its access to major arterials. As a result, business and land development is often dictated by the conditions of the local roads and related capital improvements.

Existing Conditions

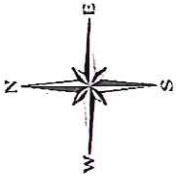
Maysville serves as one of the gateways into Banks County and is a crossroads of SR 52 and SR98, and an active rail line of Norfolk Southern. The road network in Maysville is a primarily small collector road network that serves residential areas. The arterials that connect these local roads are either county-maintained roads or state routes. Maysville has a total of 19.32 miles of roads within the city. Of these, more than 70% percent (14.32 miles) are local roads, leaving only a small minority as State Routes (3.04 miles) and county roads (1.96 miles).

At the heart of the historic area, SR 98 and SR 52 intersect and bring modern day traffic through an area with undersized roads and rights-of-way for the needs of today's larger and heavier vehicles. On average, more than XXXXX vehicles a day funnel through two-lane State Routes and 20-foot wide local streets and around historic structures. Maysville and the outlying areas of the county are expected to increase population during the planning horizon. With this increase in growth, it is predicted that the number of vehicles will far exceed the current capacity of these small roads, and travel through this vital intersection will gridlock.

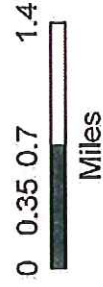
This condition is illustrated through an analysis of Banks County's road network with the Multimodal Transportation Planning Tool. This computer analysis of projected Levels of Service (LOS) for 10-year and 20-year future travel demand through use of a number of factors, including traffic counts, location of common destinations and other demographic information.

LOS is expressed by a letter grade A through F. Generally, a LOS of C or better is acceptable. At current levels, the section of SR 52 lying within the city limits has a LOS of D. Increases in traffic counts predicted at the 20-year mark show volume of vehicles exceeding capacity, and reaching a degree of congestion generally unacceptable by drivers.

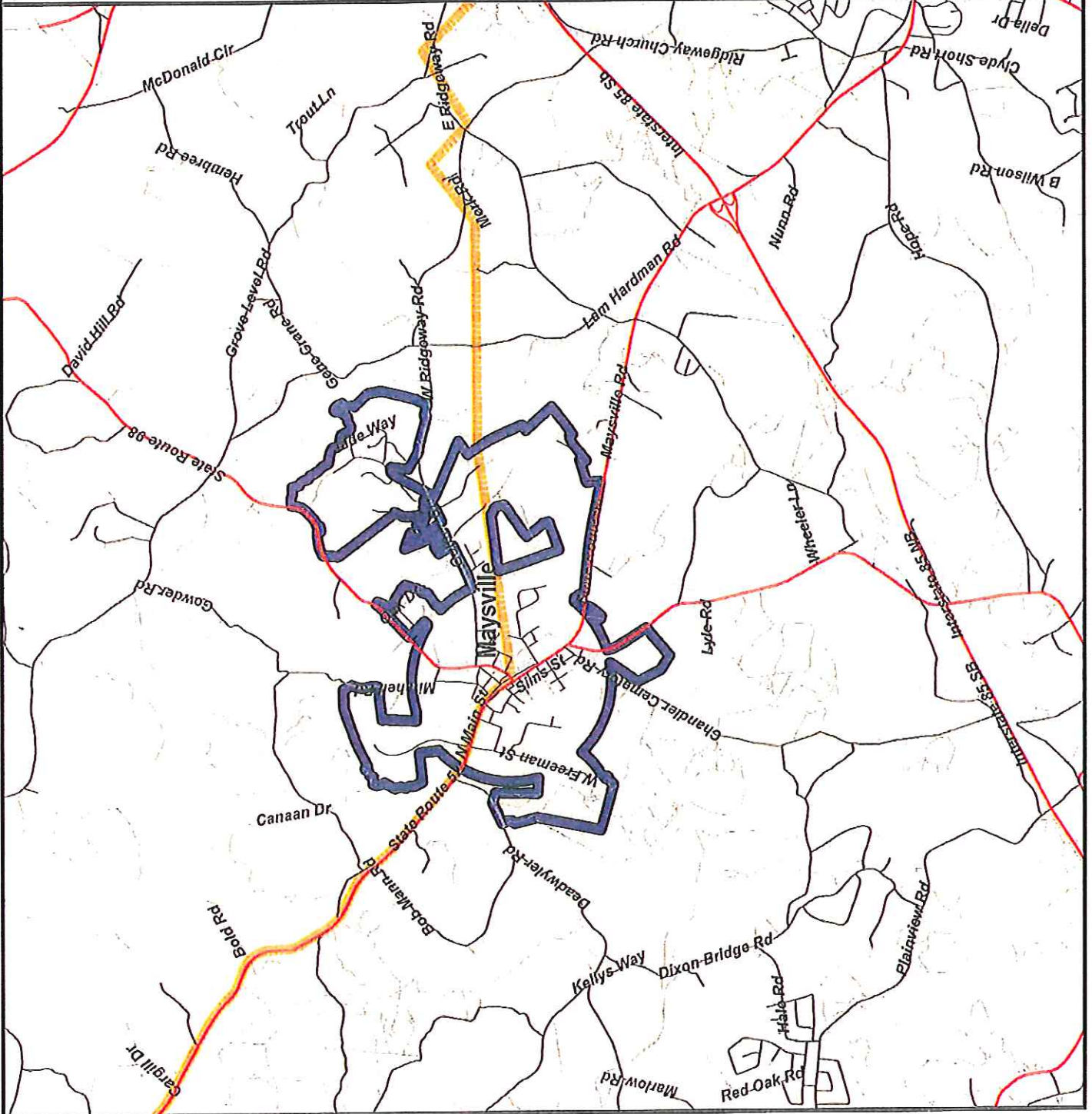
Road Classification Maysville, GA



- State Route
- County Road
- City Street
- Ramp
- Local Road
- City Limit Boundary



GA Mountains RDC
JGD, Dev. April 2008



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Without changes to increase the efficiency the current road network and to reduce the projected volumes into the center of Maysville, these vital travel routes through the town would effectively choke the area's ability to prosper.

This need to reduce the number of vehicles traveling through the town was identified in earlier plans by both the Town and Banks County. In preparation for the increase in residential units in the western portion of the county (which will be traffic generators), it is recommended that the two governments work collaboratively to plan and develop alternative routes to better manage the traffic flowing through the historic area.

Land use is a key consideration in transportation. As the town grows through annexations and future development, it is important to consider whether a proposed land use is likely to generate traffic (residential) or attract traffic (retail and service, recreation, schools, etc.). Given the location of annexations north of town, and the likelihood that this and other unincorporated areas will experience residential development, it is recommended that thought be given to the future increase in traffic along SR 52 and SR 98.

Safety and efficiency of travel along these growth corridors may also be improved by addition of accel/decel and left turn lanes, as appropriate, to serve new development. Access management and parcel interconnectivity in commercial areas, as appropriate, will also increase safety and efficiency by limiting the location of curb cuts along heavily traveled roads.

In order to carry out these recommendations, it would be necessary to amend the Town's development regulations. Changes in the zoning ordinance also may be advisable for consistency with the 2008-2027 Comprehensive Plan. It is also recommended that consideration be given to development of a locally established functional classification system for the town's streets. This information may be used to determine appropriate road design standards for new development, plan for future road improvements, and assist in determining recommended speed limits for local roads.

It is recommended that the town develop a priority list for local road improvement, given the number of miles of local roads. Delayed routine maintenance of roads will lead to deterioration of road surfaces and road beds, thus requiring higher costs for repair and replacement. Preservation of the existing road network is considered a high priority in federal and state transportation planning.

It is recommended that Maysville, in conjunction with Banks and Jackson County, give consideration to new roads and/or development corridors in order to direct future development and to preserve future road corridors. These future roads would provide alternative routes for heavy traffic away from the narrower streets in the historic area.

Alternative Transportation

A number of these short trips may be accomplished by pedestrian or bicycle rather than vehicular travel. The opening of additional roads and addition of sidewalks between the central part of town and redevelopment areas would increase the ability and safety of pedestrian travel. The

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pedestrian experience may be improved with the addition of streetscaping, lighting and crosswalks, particularly in the areas near existing and future public buildings and facilities.

It should be noted that Maysville has begun planning and/or the construction of a number sidewalks that will link some residential areas, the downtown, and the library. The Town also maintains a local bicycle and pedestrian plan that prioritizes future public investment in these facilities.

Scheduled/ Proposed Improvements

- *Design and Completion of Pedestrian Enhancements-* Completion of the planned multi-phase sidewalk project, funded through Transportation Enhancement grants, will improve pedestrian safety.
- *Maintenance Program-* Completion of a Paving/Maintenance Program for the scheduled upkeep of the city's existing 14.32 miles of streets will serve as a budgeting and management tool.
- *Proposed Roadway Corridors-* Planning for future roadway corridors will help to direct future development and to preserve these areas for future road construction. Completion of the road(s) will reduce congestion in the historic district, improve freight movement within the city and county, and safety for local traffic, pedestrians and cyclists sharing the road. A focused transportation study is recommended to determine alternative routes. Findings from this study can guide future public investment in corridor preservation.

Public Transportation

Public transportation allows people otherwise unable to travel greater access to the community, and can support a community's health and vitality by providing a functional alternative to private automobile ownership. Public transportation is also a means of diffusing traffic pressures, alleviating the environmental concerns stemming from roadside development, and for stimulating residential and commercial activity.

Maysville is a minor hub for educational, governmental and other services for the region, serving as a modest destination for many citizens going about their daily business. A public transportation system that can transport citizens to and from outlying areas into town could serve a number of persons who are unable to drive or choose not to drive. Improving linkages to public transit between Maysville and larger destinations such as Commerce or Gainesville would provide an important link to commuter service for employment and other commercial activities for residents. As the town's population increases a stronger need for such transit programs will develop.

A Rural Transit Development Plan for Banks County was completed in July 2007. This plan evaluated current transit services and considered broader implementation of programs available in Georgia, including coordination with human service agencies and the general public. As the city's population grows, Maysville may choose to support a transit route linkage with the established Banks County transit program.

5 - TRANSPORTATION

Railroads and Air Transportation

While personal automobiles are the most common form of transportation, rail and air travel remain critical to the efficient movement of people and goods. More importantly, these facilities require specialized planning and development to ensure efficient operation and not adversely impact surrounding land uses.

Railroads

Railroad service has declined in priority in the US since the 1950's but is still crucial to several industries. Maysville receives freight rail service by a low-density route operated by Norfolk Southern. The route runs between Lula to the north through Lula and south to Commerce and Center, then further south to Bishop. Maysville is not served by passenger rail service, however. Amtrak provides passenger rail service along the Norfolk Southern route, which runs northeasterly to Greenville, S.C., and southwesterly to Atlanta. The nearest passenger depot to Maysville is located 20 minutes west in the City of Gainesville.

The Georgia Department of Transportation developed plans for a Rail Passenger Program in 2002, and a station is proposed for Gainesville as part of the commuter service into Atlanta. This same rail corridor from Atlanta to Greenville, S.C. is a federally designated High Speed Rail Corridor. Should the Georgia Rail Passenger Program come to fruition during the planning horizon, Maysville and Banks County may consider establishment of a transit link to these commuter routes.

Air Transportation

All public use airports in Georgia are assigned one of three functional levels as the facility relates to the state's transportation and economic needs, as discussed in the current Georgia Aviation System Plan, a 20-year plan for the state's public use airports. These functional levels are generally described as:

Level I- Minimum Standard General Aviation Airport

Level II- Business Airports of Local Impact

Level III- Business Airports of Regional Impact

Maysville and Banks County are not directly served by a public use airport. Public use airports in close proximity to Maysville include Jackson County, Gainesville and Athens.

County	City	ID	Runway Length (ft.)	Runway Width (ft.)	Functional Level
Hall	Gainesville	GVL	5,500	100	III
Clarke	Athens-Ben Epps				
Jackson					

5 - TRANSPORTATION

Identified Issues and Opportunities

Issues

- *Balancing local traffic and commercial traffic* – As Maysville, Banks and Jackson County grow more suburban the major corridors will become viable for multiple uses. Uses that, at times, can lead to competing priorities, particularly in balancing through and tourist traffic with that of local residents. The Town must balance its overall priorities for growth, character and land use management to ensure clear priorities for all major roadways and efficient transportation systems.
- *Maintaining the access corridors* – Connectivity to developing neighborhoods and state routes is a chief priority for residents and businesses alike. Yet this also causes the greatest blend of uses and competing demands as discussed above. For example, these routes could serve as a commercial destination, gateway, scenic corridor or simple rural arterial. Management of these routes will be critical to determining a vision for the community and the effectiveness of measures to achieve that vision.
- *Improving access to public transit* – Few options exist for public transit, either as a local service or as a link to service in Gainesville or into metropolitan Atlanta. Though demand is not high for such modes at present, both the rate and styles of growth projected for the future suggest a strong need for such transit programs in order to mitigate transportation concerns for the Town.
- *Improving road network interconnectivity* – Development patterns beyond the historic district were not based on an interconnected road system. This lack of connectivity hampers emergency response times, and leads to an overburden of the existing collector and arterial roads. Completion of a perimeter road, and establishing new roads would improve efficiency and safety within the system, and preserve the existing road system by reducing overuse of certain sections.
- *Improving safety and preservation of the road network* -- An updated system of road name signage and local speed limits would improve safety and efficiency of the road network. A locally established functional classification system would facilitate this, as well as establishing local road construction standards, access management, and other transportation/land use planning decisions such as zoning.

Opportunities

- *Long-Range Road Improvement Plan* - The town is served by some of the County's roads, and State Routes 52, 9, 142 and 136 located in the north section of the city, also serve as major corridors. The expansion to the north will prompt development and increased travel demand. There is a need to develop a focused road improvement program to guide public investment in the future, and to connect future land use planning with transportation planning. The plan may also include an updated system of road name signage and local speed limits to improve safety and efficiency of the road network
- *Downtown/Historic District Transportation Master Plan* – The historic district was developed on a grid pattern of roads that are narrow by modern standards. An opportunity exists to plan for new roads to carry freight traffic moving through the city, thus reducing the burden of heavy traffic on these smaller local roads. This plan may also incorporate bicycle and pedestrian elements.

CHAPTER 6

NATURAL RESOURCES

A region's natural resources are the native conditions and elements that contribute to the local character and livelihood. As the rivers and lakes supplying public water, mineral deposits that support local industry, or a scenic park serving locals and tourists alike, these resources can, properly managed, greatly serve a community's health, culture, and economy. Because these sites and conditions are highly susceptible to disturbance from human activity, they are regarded environmentally sensitive and need to be preserved for public benefit.

Environmental Planning Criteria

The Environmental Planning Criteria was established through the Georgia Planning Act as a method of identifying minimum standards that should be implemented to protect Georgia's most sensitive natural resources including wetlands, water supply watersheds, protected rivers, groundwater recharge areas, and mountain protection areas. Local governments are encouraged to adopt regulations for the protection of relevant natural resources to maintain their eligibility for certain state grants, loans, and permits. The Georgia Department of Natural Resources has developed model ordinances to be used as guides for local governments as they develop the necessary regulations to meet EPD standards. Of the features addressed by the Environmental Planning Criteria only water supply watersheds and wetlands fall within the Town of Maysville.

Water Supply Watersheds

Water supply watersheds include all areas within a watershed that are located upstream of a public water supply intake. Proper land use management within these areas is critical to ensure that raw public water supplies are of high quality and do not become degraded to the point where it cannot be treated to meet drinking water standards.

Maysville lies within the Grove River water supply watershed, the resource that supports the City of Commerce water withdrawal intake. This is a small watershed (< 100 square miles), meaning the limited size of the drainage basin increases the potential for pollutants to reach the intake point prior to natural dilution. As such, Maysville must carefully monitor land disturbance activity and on-site storage/disposal of potential pollution sources. The Town has adopted the necessary Part V regulations to assist in this effort.

Groundwater Recharge Areas

Groundwater recharge areas are drainage basins that direct water into underground aquifers for possible water supplies. When combined with severe conditions for soil types and slope

6 - NATURAL RESOURCES

conditions, recharge areas lose their ability to naturally treat potential contaminants and efficiently replenish underground aquifers.

A significant groundwater recharge area has been identified along the eastern edge of Maysville on the Jackson County side, near the elementary school. Maysville must carefully monitor land disturbance activity and on-site storage/disposal of potential pollution sources. The Town has adopted the necessary Part V regulations to assist in this effort.

Wetlands

Wetlands play an important role in maintaining environmental quality by providing habitat for a variety of rare and sensitive species and serve human needs by storing natural flood waters and stormwater, purifying water through filtration, and providing open space and recreation areas.

The National Wetlands Inventory developed by the U.S. Fish and Wildlife Service identifies a minimal number of wetland areas scattered within Maysville (See map). Most are scattered in low-lying areas adjacent to streams. The Town has adopted the necessary Part V regulations to assist in this effort, but should update this map upon the completion of the new Flood Plain mapping effort currently underway for Banks County.

While Section 404 of the Clean Water Act, as administered by the U.S. Army Corps of Engineers, provides a measure of protection through a permitting and mitigation process for all activities that impacts wetlands, local oversight of wetland disturbing activity should consider the following:

- Whether impacts to an area would adversely affect the public health, safety, welfare, or the property of others.
- Whether the area is unique or significant in the conservation of flora and fauna such as threatened, rare or endangered species.
- Whether impacts or modification by a project would adversely affect fishing or recreational use of wetlands.
- Whether alteration of wetlands would have measurable adverse impacts on adjacent sensitive natural.

In addition, the Environmental Planning Criteria recommends local regulations develop a list of unacceptable uses for wetland areas such as receiving areas for toxic or hazardous waste, or sanitary waste landfills.

Other Ongoing Protection Plans

Water quality testing by Georgia EPD has identified the portion of the Hudson River along the Franklin County/ Madison County line as not meeting its water quality standards due to fecal coliform impairment. A Total Maximum Daily Load (TMDL) Implementation Plan has been developed for the watershed that drains this section of the Hudson River, which includes portions of Maysville. The TMDL Implementation Plan, developed by the Georgia Mountains RDC,

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incorporates field surveys and public and governmental input to identify potential pollution sources, appropriate management measures to improve water quality, and develops a timeframe for the implementation of the management measures.

Other Environmentally Sensitive Areas

Floodplains

In their natural or relatively undisturbed state, floodplains provide three broad sets of values: (1) water maintenance and groundwater recharge; (2) living resource benefits, including habitat for large and diverse populations of plants and animals; and (3) cultural resource benefits, including archeological, scientific, recreational, and aesthetic sites. In addition, some sites can be highly productive for agriculture, aquaculture, and forestry where these uses are compatible.

Maysville participates in the National Flood Insurance Program (NFIP) that is administered by the Federal Emergency Management Agency (FEMA). The NFIP provides federally backed flood insurance to citizens in communities that participate. To qualify for the NFIP, local governments must adopt regulations, as required by FEMA, which provide for floodplain management and develop a permitting system for all developments in the flood hazard area. The 2002 FIRM identifies a small number of flood prone areas in Maysville that are located in low lands adjacent to major streams.

According to FEMA, an updated Flood Insurance Rate Map (FIRM) will be released this year for Maysville and Banks County. As flooding conditions change due to alterations in environmental conditions such as precipitation fluctuations, and man made changes to the environment such as the level of urbanization, maintaining an updated flood hazard map is critical to determine areas at risk during flood events. Maysville will need to review the updated flood hazard maps to ensure their codes and enforcement staff is aware of the new official conditions.

Soils

Soils are an important factor for both natural and manmade settings. Soils dictate the type of vegetation and its growth rate, suitability for agricultural and forestry production, propensity for erosion, suitability for building foundations and septic systems, and indicate depth to bedrock.

Soil surveys for banks and Jackson Counties indicate Maysville consists almost exclusively of Paccolet and Fine Kaolintic soil associations, which carry a moderate to high rating for susceptibility to groundwater contamination. For this reason the Town should be vigilant in monitoring the onsite storage of chemicals and toxic metals, as well as ensuring the highest standard for septic systems.

Steep Slopes

Steep Slopes include areas other than protected mountains where the slope of the land is severe enough to warrant special management practices. Soil conditions are often shallow and unstable in these areas, resulting in erosion, loss of vegetation and habitat and ultimately reduced water

6 - NATURAL RESOURCES

quality. Steeper slopes can also require more expensive and specialized construction measures, yielding concerns over the safety or efficiency of development

Maysville is not prone to steep topography and only minor pockets of the community exhibit severe sloping. Most of the town features sloping conditions under 10%. Provided minimum standards for land disturbance and environmental protection are maintained, steep slopes should not be a concern for Maysville.

Identified Issues and Opportunities

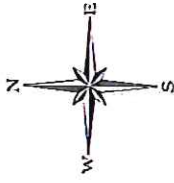
Issues

- *Maintain environmental protection efforts* – Maysville should continue enforcement of land use regulations that minimize threats to existing environmental resources. These efforts should be reviewed upon the completion of new flood plain mapping and aerial imagery for identifying wetlands.
- *Need for greenspace* – Maysville should explore options for preserved greenspace as a measure for increasing environmental protection, enhancing the town's rural character and providing space for passive recreation.

Opportunities

- *Land available for greenspace* – There is an abundance undeveloped land within and surrounding the town that could be preserved for greensapce.
- *Ability to incorporate near full sewer service* – Proposed expansions of sewage treatment capacity at both banks County and the City of Commerce provides Maysville with the chance to coordinate systems and provide near-complete coverage of sewer service within the area. Measures that increase the rates of sewer system participation and limiting the use of septic systems would improve the long-term viability of natural resources.

Environmentally Sensitive Areas Maysville, GA

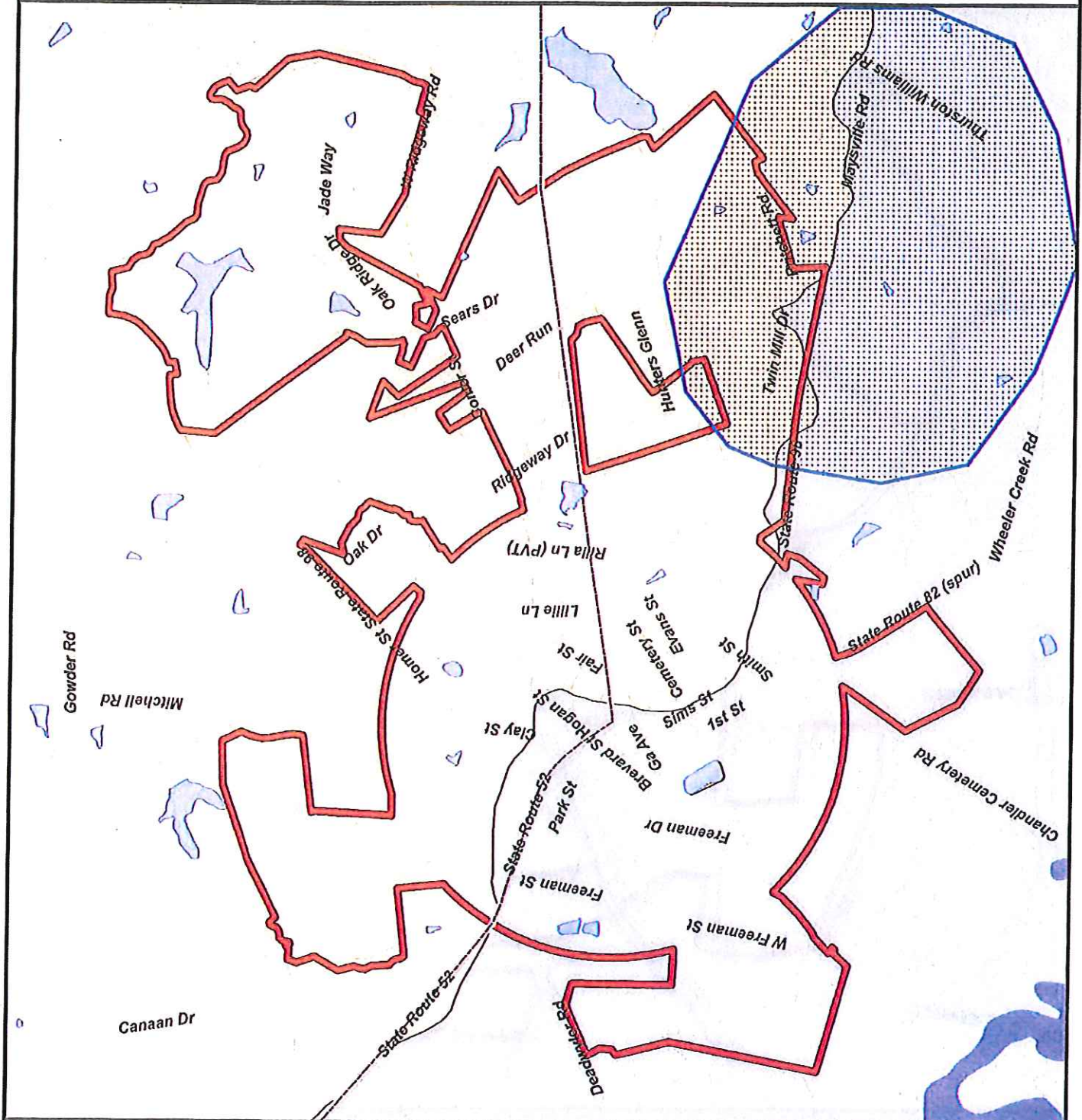


- Flood Zone Boundaries**
 - 100 Year Flood Zone
 - 500 Year Flood Zone
- Wetlands**
- Groundwater Recharge Area**
- Lakes and Ponds**
- County Boundary**
- City Limit Boundary**
- Rivers & Streams**
- Water Supply Watersheds**
 - City of Athens/Clarke County
 - City of Commerce

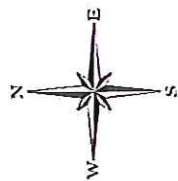
0 0.1 0.2 0.4 0.6 Miles



GA Mountains RDC
JGD, March 2008



Steep Slopes Maysville, GA



- County Boundary
- City Limit Boundary
- Rivers & Streams

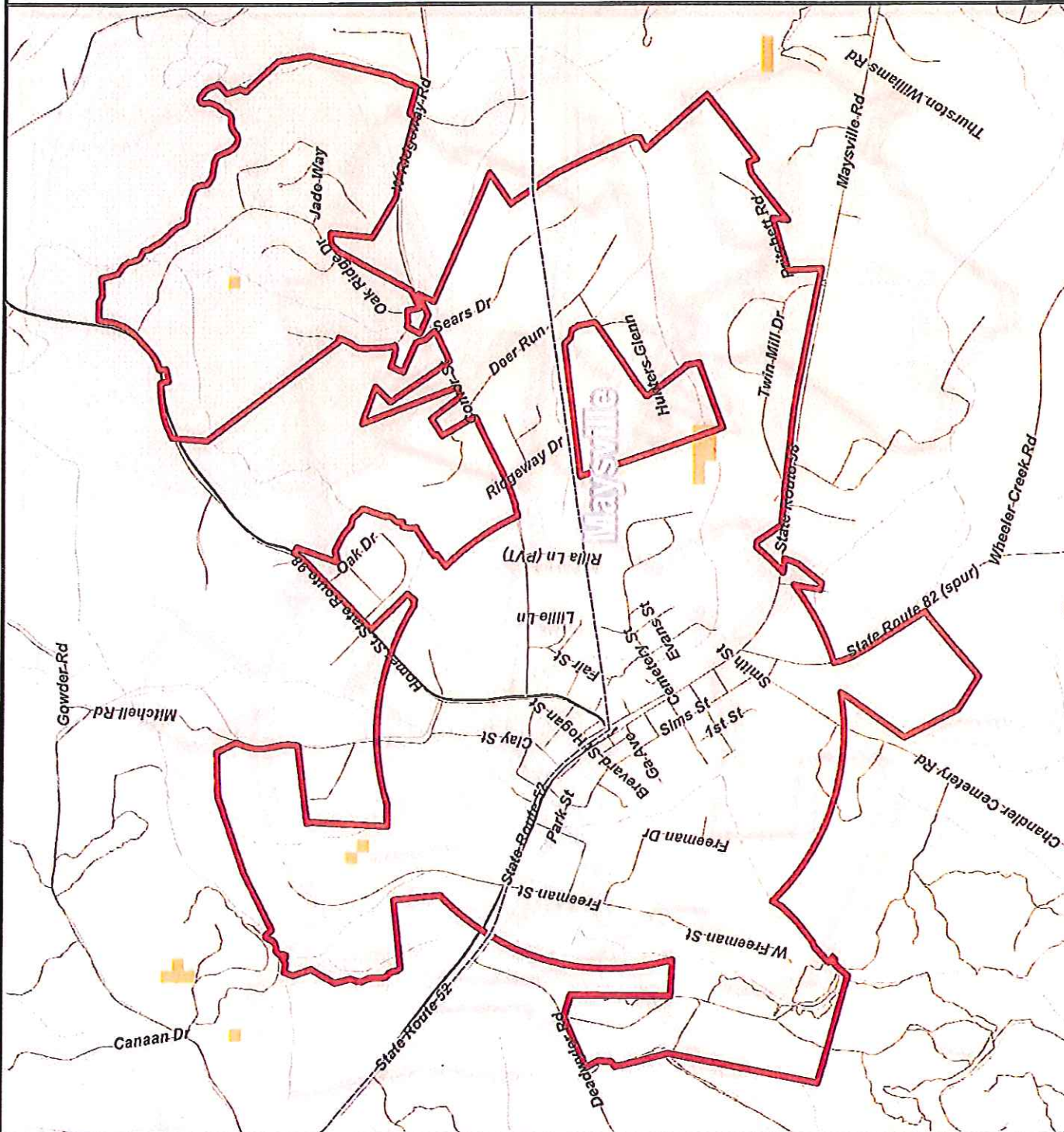
Slope

- 0 - 15 %
- 15 - 25 %
- 25 %+

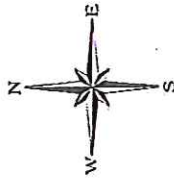
0 0.10.2 0.4 0.6 Miles



GA Mountains RDC
JGD, Dev. March 2008



Soil Classifications Maysville, GA



Generalized Soil Class

Ashlar Sandy Loam

Pacolet- Fine, Kaolinitic

Well-drained Pacolet

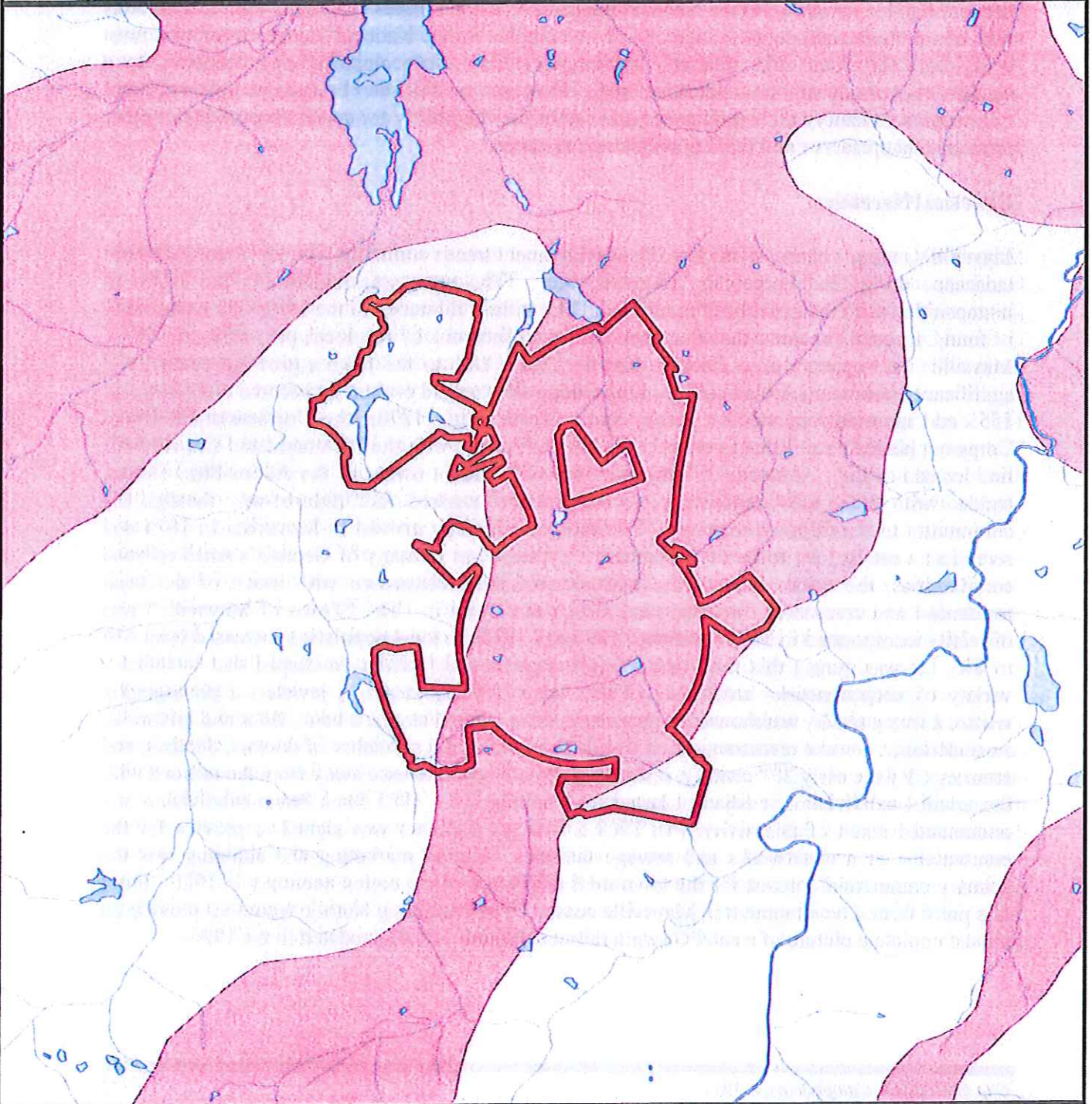
City Limit Boundary

Streams

0 0.250.5 1 1.5
Miles



GA Mountains RDC
JGD, February 2008



CHAPTER 7

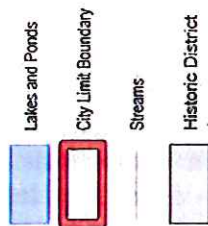
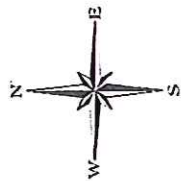
CULTURAL RESOURCES

Cultural resources are those man-made sites, structures and resources that contribute to the identity of a community. Such resources are typically classified as historic or non-historic and are often viewed as having a worth beyond their direct economic value. Non-historic resources are defined as popular civic or public resources that play a key part in local culture, such as new parks, a civic center or theatre halls. Historic resources are typically defined as buildings, objects or sites that are listed or eligible for listing, in the National Register of Historic Places because of their associations with certain times and people in history. To be eligible for the National Register a resource must be at least fifty years old, relatively unchanged (unless archaeological), and connected to a significant person, event, or architectural style. However, qualification brings a complete account of a resource's history and significance and establishes eligibility for special tax credits or other programs that preserve and build upon historic resources.

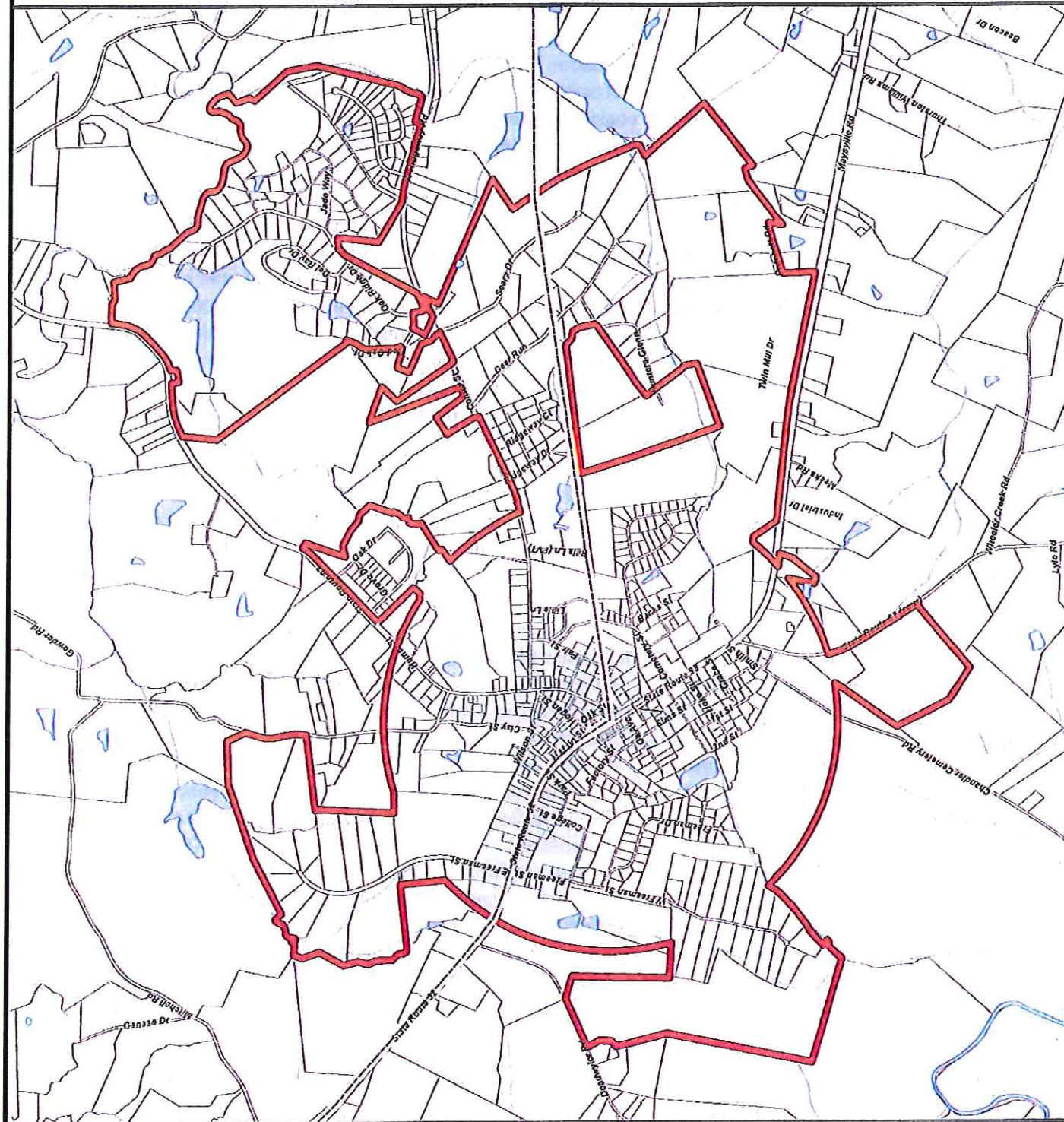
Historical Narrative

Maysville's unique charm stems from the development trends commonly seen on Georgia's rural landscape during the burgeoning Industrial Age. The town was laid out in the 1870s in juxtaposition with the arrival of the railroad. The earliest reference to the Maysville community is found in postal records that document the establishment of the local post office in 1847. Maysville first appears on a Georgia map in 1854. Due to the town's growing commercial significance, Abraham Atkins built his home along what would eventually become Sims Street in 1855 and reportedly operated a nearby store. In the early 1870s, the Northeastern Railroad Company planned a rail line to connect the City of Athens with the Richmond and Danville Air line located at Lula. Amanda J. Sims, widow and resident owner of the Atkins-Sims House, banded with other local landowners to deed a one hundred foot right-of-way through the community to the railroad company. The railroad officially arrived in Maysville in 1876 and served as a catalyst for further development. Typically, as in many of Georgia's small railroad communities, the tracks became the backbone of local commerce with much of the local residential and commercial development strung out along it. The "Town of Maysville" was officially incorporated in 1879. Between 1890 and 1910 the local population increased from 116 to 805. It was during this time that a bustling commercial center developed that included a variety of entrepreneurial enterprises. There were clothing stores, a jeweler, a photography studio, a livery stable, warehouses, a pharmacy, three general stores, a bank, flour and gristmills, an undertaker, several restaurants, an oil mill, two hotels, and a number of doctors, dentists, and attorneys. By the early 20th century, residential growth began to ease away from the railroad with the gradual subdivision of adjacent larger land holdings, the 1905 Sims Street subdivision is a documented result of this activity. In 1909 a new town charter was signed to provide for the construction of a waterworks and sewage facilities. Cotton marketing and shipping was the primary commercial interest for the town until the failure of the cotton economy in 1920. From this point further development in Maysville ceased. The remaining historic resources provide an almost complete picture of a rural Georgia railroad community, as it existed in the 1920s.

Historic District Maysville, GA



GA Mountains RDC
JGD, March 2008



7 - CULTURAL RESOURCES

Historic Properties & Districts

The City of Maysville has a wealth of historic resources that span from the days of its earliest beginnings to the mid twentieth century. The styles of architecture associated with this lengthy expanse of time include Folk Victorian commercial and residential structures as well as governmental and institutional examples of the later International Style. The majority of these edifices are found within the boundaries of a widely recognized historic district. The Maysville Historic District was listed on the National Register of Historic Places on December 10, 1985 and comprises approximately one-half of the total land area inside the city limits. A unique characteristic of the community is its location in both Banks and Jackson Counties. The boundary runs along the Southern Railroad track through the center of town. Homer Street is the north-south axis of the town and is considered one of the community's central arteries in conjunction with East and West Main Streets. East and West Main are located on either side of the railroad and roughly represent the town's east-west axis. Systems of smaller surface streets extend from these three principal arteries that form the backbone of the present historic district. The district is characterized by an attractive combination of both undulating and level terrain. The highest elevations can be found along Homer Street, the highest reaching 941 feet above sea level. From this point the topography gradually slopes downward to a fairly flat area along the railroad grade and the land directly to the south and west. Maysville's commercial area is surrounded by three distinct residential areas: a ribbon development that follows the railroad toward the northwest; a large area on the rolling slopes of Homer Street and the smaller feeder streets overlooking the railroad; and an area along Sims Street to the south of the commercial area laid out in a grid-iron plan in 1905. Development is densest at the town center; residential lots become larger towards the edges of town where many small farms are located. Late 20th and early 21st century residential construction patterns have begun to impact sections of the larger outlying parcels. Most of this construction has occurred south of State Road 98 along Grove Drive, West Ridge Road and Oak Ridge Drive. Sections along East Freeman and West Freeman Streets are also being impacted by this development trend. Larger lots are being subdivided to allow increased residential density and a drastic decrease in open land and important historical view sheds.

The majority of structures located in the historic district date from the 1870s to the 1920s, and almost all are associated with the Folk Victorian Style. Commercial buildings, located along East and West Main Street as well as Homer Street, are modest one and two story, load bearing masonry structures with ornamental brick detailing. A number of these structures have party walls and are further characterized by distinct corbelled cornices, sign bands, trabeated and arched windows, recessed doorways, large plate-glass display windows, arched transoms, and metal-sheathed awnings. The interiors of these buildings include tongue and groove heart pine flooring, plaster walls, and pressed tin ceilings. Many retain their original storefront configuration. Of particular note is the former Atkins National Bank Building, which now houses the City Hall. Considered to be the finest commercial building in town, this magnificent structure exhibits segmental arched windows and an elaborate corner entryway that faces the intersection of Homer and North Main Street. The interior remains intact complete with teller cages, bank vault, and pressed tin ceiling. Of additional note are the former City Hall building, two masonry warehouses, the Post Office, and a circa 1920 service station.

7 - CULTURAL RESOURCES

Residential structures consist primarily of one-story, wood frame structures with prominent front porches and limited Folk Victorian details. Chamfered and turned posts, spindlework brackets and ergonomically pleasing railings found associated with porches as well as gable-end detailing comprise the principle decorative architectural features. There are also one and one-half and two story houses scattered throughout the district; these houses are considered to be the most elaborate examples of Maysville's residential Folk Victorian structures. The McCurdy residence, located on Homer Street, has a Carpenter-Gothic inspired porch located along the front façade, an arched entrance pediment with a sunburst design, and boxed cornice returns. The Hale House, located on East Main Street, has a two-tiered portico extending across the front façade, Chinese Chippendale inspired porch railings, and decorative woodwork in the gabled ends. The Atkins House, also known as the Stephens Hotel, is a large structure with a wrap-around porch delicately ornamented with bracketed columns and a cutwork railing. There is one documented Antebellum structure in the district. This residence is locally known as the Atkins-Sims House and is located on Sims Street. Constructed of brick, this two-story Greek Revival home was built in 1855. Scattered throughout the district are a number of simple Craftsman inspired cottages. The remaining historic church is a wood-framed Folk Victorian style building dating from the latter half of the 19th century. A 1937 wood framed gymnasium built by the WPA is all that remains of Maysville's historic school building that burned in 1954.

Close attention should be paid to structures built after 1940 and before 1959. A survey of these now historically significant structures should be made to ascertain a correct numeric count and assess current conditions. The inclusion of these structures as contributing elements to the local historic district is vital in defining Maysville's architectural timeline and the pattern of growth since 1920.

Historic Landscape Design Elements

Its large open spaces and its informal residential landscaping directly define Maysville's landscape. The inclusion of street trees in the downtown area serves to visually tie the entire district together into one cohesive unit. The right-of-way along the old Southern Railroad serves as the town center's linear open space and is an important aspect of rural railroad towns in Georgia. The Sunrise Cemetery, sited on a high hill northeast of the town center, exemplifies the national popularity of park-like cemetery design of the late 19th century. Individual yards, informally planted with shade trees, shrubs, and grasses are also attributed to this national landscape design phenomenon. Pecan groves, found in association with some of the small outlying farmsteads at the edges of the district, serve to document the inter-weaving of commercial and residential landscape features in rural Georgia common in the early 20th century. Maysville's street trees, especially in the Sims Street subdivision, where in some places they are situated two abreast, are significant and should be incorporated as a dominant feature in any future Urban Redevelopment Plan. Recommended species include a mixture of maples, oaks, dogwoods, elm, and crape myrtles.

7 - CULTURAL RESOURCES

Archaeological Resources

Archaeological resources are the material remains left behind by past human activity. Maysville's archaeological record is associated with patterns of pre- and post-industrial growth during the 19th and early 20th centuries. The topography, rich soils, and ample water supply also indicate the high probability of earlier aboriginal activity. Archaeological remains are associated with historic landscapes such as yards, old residential and commercial building sites, and prominent ridges near a water source. The assessment of potential remains is carried out through the Section 106 process. The type and extent of archaeological mitigation required by the Georgia Department of Natural Resources will vary depending on the nature of the materials found on site.

Impacts on Historic Resources in Maysville

The City of Maysville is currently facing urban growth pressures from surrounding cities and pocket development areas. Although steps are underway to bolster existing downtown ordinances to protect the community's scenic and historical resources, additional steps will be required to insure that future growth and redevelopment planning appropriately contribute rather than detract from this rural setting. Maysville is considered to be a "bedroom community" for the cities of Athens, Commerce, Jefferson, and Gainesville. As these larger communities continue to grow there is an increased need for additional space. Maysville's quiet and charming atmosphere is an attractive suburban alternative to commuters working in nearby urban centers. Paradoxically, these eye-catching qualities can be quickly eradicated by unregulated growth and leapfrog development patterns. Another potential impact on the quality life and irreplaceable historic resources in Maysville is its key location at the junction of three major highways. Highway 98 East leads to Commerce and goes on to connect with Highway 441, the direct artery to Athens. Highway 82 South is the direct route to Jefferson, while Highway 82 North links Maysville with the communities of Gillsville and Lula. Highway 82 also intersects C.R. 323, which is a popular route for commuters traveling to and from Gainesville. The community's close proximity to the Chattahoochee National Forest, the Wilson Shoals Wildlife Management Area, the local folk pottery trade, and the Jackson County Airport serves to further make Maysville a prime candidate for increased residential growth.

Future regulatory ordinances should recognize the importance of Maysville's historic character and stipulate measures to appropriately protect it. The adoption or updating of the existing historic district ordinance is mandatory in conjunction with the appointment of a Historic Preservation Commission. The City should also consider adopting Design Guidelines to regulate and protect its historic resources, regulate demolition of contributing architectural resources, initiate the design review process, and encourage appropriate historically-based in-fill design and construction. Design Guidelines can also bolster any local ordinance that is designed to protect open lands and view sheds. Having a National Register District in the middle of downtown should have a positive impact in regulating Georgia Department of Transportation and Federal Highway Administration activity. The protection of historic resources will be considered prior to road widening and relocation projects. Please direct concerns within Maysville's Historic District to Chip Wright, Historic Preservation Planning Consultant, GMRDC.

7 - CULTURAL RESOURCES

Other Cultural Resources

Amenities that are neither historic nor classified as public facilities or services (such as parks or schools) are generally referred to as cultural amenities. These can include museums, fairgrounds, scenic vistas or other recognized gathering spots considered crucial to the community's identity or culture. Their common trait and what makes them so valuable is their contribution to the local character.

The primary cultural attractions for Maysville have been addressed through other elements of the planning process. These include the railroad corridor and minor park space within the Downtown Historic District and the public library. There are no other specific public facilities or sites that have been identified as significant enough to warrant protective action or reinvestment.

As a result of this assessment, however, it does suggest a possible need for new public or civic spaces that could enhance the community's character and provide new gathering space. This will be evaluated as part of the development of the Community Agenda.

Identified Issues & Opportunities

Issues

- Protection and maintenance of extensive historic architectural resources and archaeological sites
- Protection of open lands and historic view sheds that further define the character of the community
- The need for appropriate growth strategies designed to bolster cohesiveness within the community
- The need for historically-based overnight accommodations with the historic district
- Lack of Design Guidelines
- Lack of Protective Ordinances
- Lack of an Active Historic Preservation Commission

Opportunities

- Implementation of a new sensitive growth strategy that could a positive impact on growth planning region-wide
- Implementation of Green Building Codes to augment the protection of natural, historic and other cultural resources
- Improved economic growth with an increase in downtown merchants

CHAPTER 8

INTERGOVERNMENTAL COORDINATION

Modern communities are more intertwined than at any time in history, with neighboring jurisdictions sharing environmental features, coordinated transportation systems and other socio-economic ties. In order to provide the efficient and effective delivery of governance, such relationships require coordinated planning between counties, cities and across all public sector organizations.

The Intergovernmental Coordination chapter provides local governments an opportunity to inventory existing intergovernmental coordination mechanisms and processes with other local governments and governmental entities that can have profound impacts on the success of implementing the local government's comprehensive plan. The purpose of this element is to assess the adequacy and suitability of existing coordination mechanisms to serve the current and future needs of the community and articulate goals and formulate a strategy for effective implementation of community policies and objectives that, in many cases, involve multiple governmental entities.

* Note: A number of the topics discussed in this chapter are also discussed in Public Facilities and Services chapter or the Natural and Cultural Resources chapter. For those topics, the focus in this chapter is the effectiveness of coordination between the entities involved and not the overall effectiveness of the provision of services.

Coordination with Other Entities

The intergovernmental coordination element requires an inventory and assessment of the relationships between the local government and the various entities assisting in the provision of public sector services and facilities. This can include other units of local government providing services but not having regulatory authority over the use of land, such as constitutional officers. The inventory of each item must address the nature of the entity's relationship to the local government comprehensive plan, the structure of existing coordination mechanisms or agreements, and the parties responsible for coordination.

Adjacent local governments

Maysville is formally recognized as a municipality within Banks County. As such, the Town participates in a contractual agreement with Banks County and other cities (such as Homer and Baldwin) known as the Service Delivery Agreement (SDA, further discussed later). This agreement coordinates the provision of select services and functions throughout the county and Maysville. The current agreement is considered satisfactory, pending any amendments required as a result of the current planning process for any of the parties involved.

8 - INTERGOVERNMENTAL COORDINATION

Maysville also straddles the county line and receives services from communities outside Banks County, necessitating the Town's participation in a SDA with Jackson County and the City of Commerce. Most facets of this agreement are considered satisfactory for Maysville, but the Town has expressed concern for the policies with respect to annexation and land use mitigation.

There are no other formal arrangements existing between the Town and adjacent or neighboring governments.

School Boards

Through an agreement with the Jackson County School Board, the Maysville Elementary School provides education to all elementary-grade students within the Town of Maysville, even those residing within Banks County.

Independent Districts and Authorities

Maysville is currently not a member of, or designated a part of, any independent special districts. Maysville does contract with Banks County for several services, including those that Banks County may coordinate through the independent Banks County Development Authority, the Joint Development Authority of Banks, Habersham and Rabun Counties and/or the Banks County Chamber of Commerce.

Regional and State Entities

Maysville and Banks County are part of the Georgia Mountains Regional Development Center (GMRDC). The GMRDC is responsible for monitoring local planning, implementing a regional plans and projects, assisting local governments with community development concerns and with assisting select State and Federal efforts within the region. Maysville is not directly accorded a member to the GMRDC Board of Directors but is represented through the County appointee. Coordination with the GMRDC includes participation in the development of the Georgia Mountains Regional Plan, with which this local Plan must show consistency.

Various Departments of State government also have regional district offices assigned to serve Maysville and Banks County. Premier among these are the **Department of Transportation** (District 2), the **Department of Community Affairs** (District 2) and **The Department of Economic Development** (Georgia Mountains Region). All of these State Departments are based out of Gainesville offices is assigned to monitor Maysville for issues and demands related to their fields and then to work with the community in developing resolutions as needed. Such initiatives have included studies for major road improvements and training for economic development officials. To date, communication occurs on a casual, as needed basis but no significant need for change has been identified.

Coordination with Other Programs

In addition to evaluating the coordination with other entities, the local government must also inventory other applicable related state programs and activities that are interrelated with the

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provisions of the local government's comprehensive plan. The purpose of such an inventory is to identify existing agreements, policies, initiatives, etc. that may/will have an effect on the options a local government may want to exercise as part of its comprehensive plan.

Service Delivery Strategy

The 1997 Georgia General Assembly enacted the Local Government Services Delivery Strategy Act (HB 489). The intent of the Act is to provide a flexible framework for local governments and authorities to agree on a plan for delivering services, to minimize any duplication and competition in providing local services, and to provide a method to resolve disputes among service providers regarding service delivery, funding equity and land use. In summary, in each County the Service Delivery Strategy Act provides local governments and authorities with an opportunity to reach an agreement to deliver services in an effective and cost efficient manner.

Local governments must also maintain and adhere to their service delivery strategy and submit it to DCA for verification in order to remain eligible for state administered financial grants or state permits. No state administered financial assistance or state permits will be issued to any local government or authority that is not included in a DCA-verified service delivery strategy. In addition, no state administered financial assistance or state permits will be issued for any local project which is inconsistent with the agreed upon strategy.

Summary of Banks County Agreement

Banks County last updated the full Service Delivery Agreement in 2004, and updated the water and sewer service areas to reflect existing distribution in 2006. The SDA covers 26 separate public services and includes arrangements with 6 municipalities, several authorities and even other counties.

The following elements of the SDA concern services provided countywide. Most are owned and operated by the County through various funding resources, though some involved coordination with outside entities such as independent authorities and the State of Georgia. In each case, the service is provided equally throughout the county and no major change of terms is considered necessary.

• <i>Chamber of Commerce</i>	• <i>EMS</i>
• <i>Clean and Beautiful Program</i>	• <i>Jail</i>
• <i>County Coroner</i>	• <i>Probation Management</i>
• <i>Court Clerk</i>	• <i>Public & Mental health Services</i>
• <i>Court Services</i>	• <i>Public Transit</i>
• <i>Dept. of Family and Children Services</i>	• <i>Recreation</i>
• <i>E-911</i>	• <i>Senior Citizens Program</i>
• <i>Economic development</i>	

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The remaining elements of the Banks County SDA reflect a degree of local control, which in most cases is outright, on behalf of Maysville. Any significant revisions considered necessary have been identified within the following descriptions.

- *Planning and Zoning* – Will be updated to reflect each jurisdiction provides its own service
- *Libraries* – Will be updated to reflect Maysville Library and Banks County Libraries are now part of a regional network.
- *Water* – Maysville provides the service within town boundaries, purchasing water from banks County.
- *Sewer* – Maysville provides the service within town boundaries, purchasing water from banks County.
- *Solid Waste Collection* – Maysville provides the service within town boundaries, through contract with a private waste hauler.
- *Law Enforcement* – Maysville provides its own police force within town limits. Agreements allow for cooperation and support between Maysville and County forces.
- *Fire Protection* - Maysville provides its own fire protection within town limits. Agreements allow for cooperation and support between Maysville and both Banks County and Jackson County fire departments.
- *Elections Services* – Maysville provides this service for all Town elections. Banks county provides this service for all countywide elections.
- *Tax Assessor* – Banks County coordinates and collects taxes for the entire county. Maysville is the only municipality that levies an additional municipal tax and coordinates that service independent from the County.
- *Road Maintenance* – Banks County provides a road maintenance work crew and will provide service within municipalities pending funding and coordination from the impacted community.

Consistency between Comprehensive Plan and SDA

Conditions outlined within the SDA are being considered when evaluating the needs and objectives for each related public service or facility within this plan. While most conditions are already consistent, it's also known the Banks County SDA will be updated as soon as the Town and County complete their individual planning processes. With regard to the agreements with Jackson County and Commerce, the Town of Maysville will pursue amendments to the agreement more inline with the objectives identified as part of this process.

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Summary of dispute resolution land use process

The following describes the process outlined for resolving land use disputes between Maysville and Banks County:

- The City/Town will notify Banks County prior to initiating any annexation activities, providing information about the property and proposed development;
- If the County has no objection or does not respond by the established deadline, the City/Town is free to proceed with the annexation process;
- If the County has a bona fide objection as defined by State Code, the City/Town can either:
 - Agree and implement conditions defined by the County;
 - Agree and discontinue with the annexation;
 - Disagree with the validity of the objections and pursue a declaratory ruling in court;
 - Initiate the defined mediation process
- In the event mediation occurs, the parties will agree on a mediator and process terms, equally sharing in related costs. If the mediation process does not yield resolution then the City cannot proceed with the annexation. If the mediation does produce an agreement, the parties will draft an annexation agreement affirming the conditions to be required of the annexation.

Summary of Jackson County Agreement

Maysville is featured within the Jackson County SDA with respect to water service, fire and police protection, schools and land use mitigation. The water service pertains to the Town's option to purchase water from the City of Commerce, while the fire and police protection allows the Town to call on Commerce and Jackson County for support in emergency situations.

The crucial aspect of this agreement is the discussion of mitigation measures for land use disputes. As currently frames the Jackson County SDA places strict limitations on the ability of the Town to annex land in Jackson County, while in turn the Town has marginal means to challenge incompatible land use issues with the County or another municipality. As this part of the region is experiencing strong growth pressures the concern is that these conditions will limit the Town's ability to accommodate future growth and, more importantly, leave it susceptible to development patterns that might adversely impact Maysville. As the Town defines its vision for the future it must revisit this SDA and work with Jackson County to ensure Maysville's interests are properly represented and respected.

Articulation of the Community Vision, Goals and Implementation Measures

The Vision, Goals and Implementation Program for the Town of Maysville will be defined during the Community Agenda process, as outlined within the Community Participation Program. Preliminary discussion has established a desire to strengthen the community's

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downtown, retain the character of the historic district and continue improving the conditions for local businesses and households.

Assessment

Issues arising from growth and development?

Maysville will need to continue improving planning and land use management measures if there is a desire to retain character and design standards in the midst of suburban encroachment. This will involve increased coordination with both Banks and Jackson County with respect to permitting and zoning. Maysville must also ensure the agreements for so many services provided by outside parties are sustainable and inline with the Town's own plans for growth.

Adequacy of existing coordination mechanisms? Needs that would benefit from further coordination?

Measures for coordinating programs and policies with other agencies and governments (such as the SDA and service agreements) are considered adequate. Maysville will have to participate in measures to amend these documents and working within two different counties means the Town will have to coordinate with entities that may have differing agendas. However, as vehicles for facilitating this coordination the SDAs are considered effective and will only improve over time due to improvements in the levels of information and technology that assist with the community development process. The increased transparency and consistency in the application of these measures can also assist in diffusing any political conflicts and allow parties to provide more effective services.

Identified Issues and Opportunities

Issues

- *Maintain levels of service* – It is critical the Service Delivery Agreements with Banks and Jackson Counties will be updated as part of this planning process to ensure the provision of these services is accurate, consistent and done efficiently. The Town must be careful and consistent in their establishment of policy across both contracts.
- *Annexation and growth management* – The Town is likely to feel some pressure from development to expand boundaries. This requires not only coordination as part of the Service Delivery Agreement but also effective planning by the Town to ensure the proper quality of growth introduced to the area. The Town should ensure their goals for expansion are accommodated within their Service Delivery Agreements with Banks and Jackson Counties.

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Opportunities

- *Existing intergovernmental cooperation* – Measures such as the Service Delivery Agreements and the Special Purpose Local Option Tax (SPLOST) provide existing mechanisms for cooperation and communication between governments.
- *Availability of services and resources* – Through partnerships with neighboring communities Maysville does have access to a high level of utilities and services.

City of Maysville Comprehensive Plan 2008-2030

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Community Agenda

August, 2008

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COMMUNITY AGENDA

Purpose

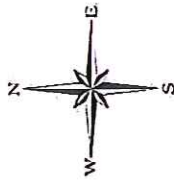
This document, the *Community Agenda* of the *Town of Maysville Comprehensive Plan: 2008-2030*, represents the culmination of the City's efforts to plan for the future well-being of its residents and businesses by identifying the critical, consensus issues and goals for the city of Maysville. The purpose of planning and community development is to provide guidance for everyday decision-making by local government officials and other community leaders. Implementing the plan will help the community address those critical issues and opportunities while moving towards realization of the unique vision for its future.

The Community Agenda, the last of three documents comprising a local comprehensive plan in Georgia, is the forward-looking element that outlines the community's goals and the actions needed to achieve those goals. It defines the general vision, objectives and strategies for a community for the next 20-25 years. The previous two elements, known as the Community Assessment and the Community Participation Program, provided the supplemental data and analysis necessary to identify the current trends, issues and opportunities confronting a community. That information was then used in public workshops and by various stakeholders to support the development of the Community Agenda.

Profile of Maysville

Maysville is a small community that straddles the Banks County/Jackson County line in northeastern Georgia. Currently the Town has approximately 1,500 residents, a large percentage of which has recently come to the community as part of metropolitan Atlanta's northward expansion. Maysville remains a minor commercial and residential hub along routes connecting larger cities and county seats such as Commerce, Jefferson, Gainesville and Homer, its economic status not changing too dynamically in light of the new development taking place in the surrounding areas. So long as Banks County retains a strong rural, agrarian culture Maysville will stand out as a historic downtown with ties to the rustic past. Should the region become awash in modern development and significant increases in density, the town will receive competition as a civic and social hub from neighboring commercial and residential developments. It is hoped that through this planning process Maysville will further define the community's character and vision, allowing the Town to proactively secure Maysville's future.

Regional Context Maysville, GA



Major Roads

State Route

County Road

Public Route

Ramp

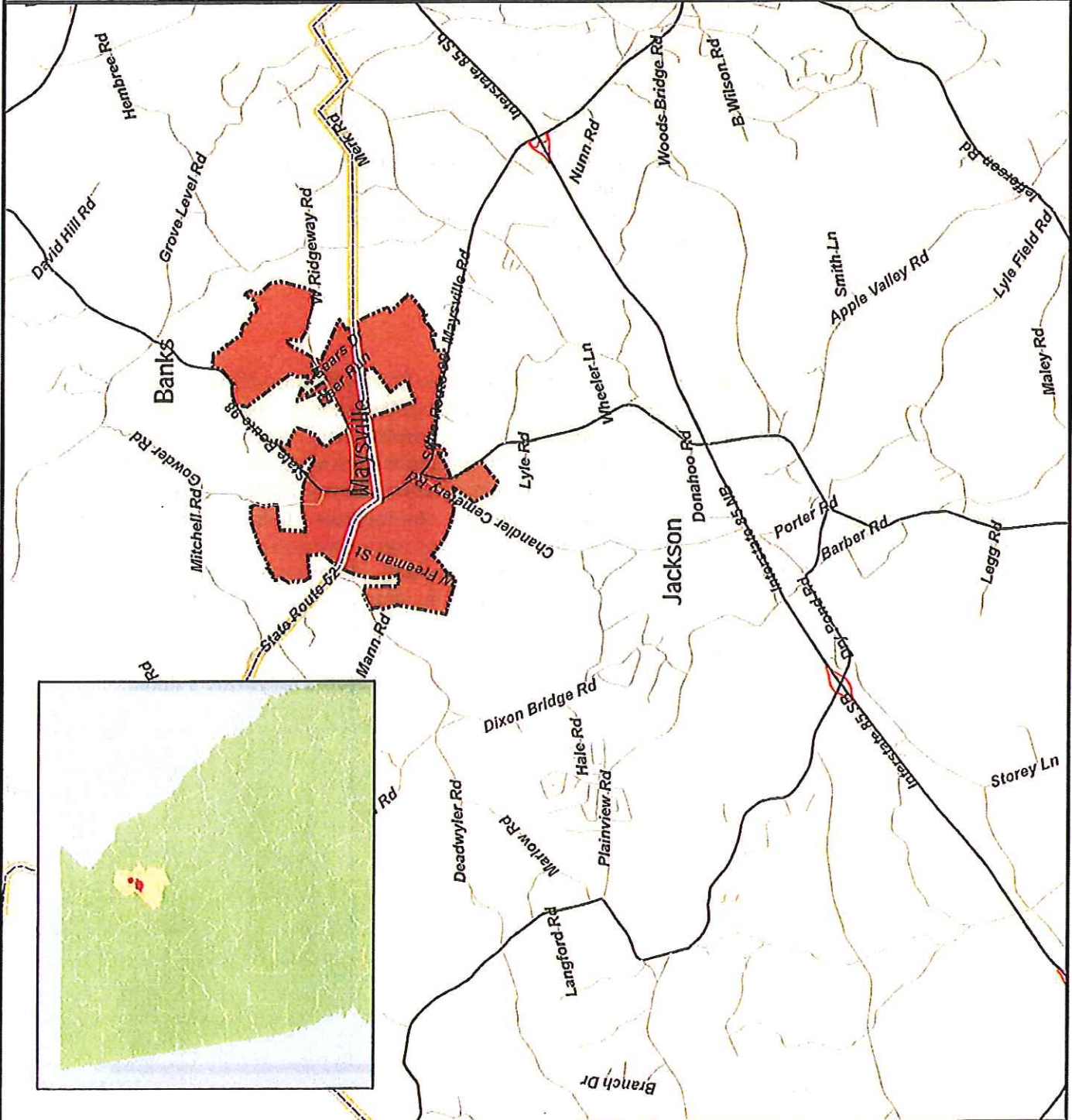
City Limit Boundary

County Boundary

0 0.30.6 1.2 1.8
Miles



GA Mountains RDC
JGD, February 2008



**A RESOLUTION OF THE CITY COUNCIL OF
MAYSVILLE, GEORGIA
ADOPTING THE CITY OF MAYSVILLE COMPREHENSIVE
PLAN, 2008-2030**

WHEREAS: The State of Georgia requires its local governments to develop and maintain a comprehensive plan for the purposes of coordinating future development policies and the investment of public services and facilities; and

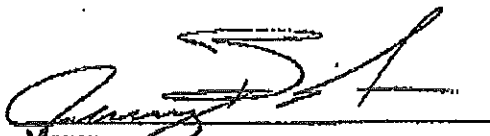
WHEREAS: The City Council, as the governing authority of the City of Maysville, Georgia, has participated in developing an update to the City of Maysville Comprehensive Plan; and

WHEREAS: The City of Maysville Comprehensive Plan, 2008 - 2030 was prepared in accordance with the Rules and Procedures of the Georgia Department of Community Affairs; and

WHEREAS: The elements for the City of Maysville Comprehensive Plan, 2008 - 2030 - The Community Assessment, the Community Participation program and the Community Agenda - have all been reviewed and approved by the Georgia Mountains Regional Development Center and the Georgia Department of Community Affairs;

Now, therefore, **IT IS HEREBY RESOLVED** by the City Council that the City of Maysville Comprehensive Plan, 2008 - 2030 is adopted and it becomes the official plan for the City of Maysville.

Adopted by the City Council this 3rd day of December, 2008.



Mayor

ATTEST:



City Clerk

COMMUNITY AGENDA

COMMUNITY VISION

The Minimum Standards and Requirements for Local Comprehensive Planning defines a community vision as something "... *intended to paint a picture of what the community desires to become, providing a complete description of the development patterns to be encouraged within the jurisdiction.*" It is required as an element of the comprehensive plan so that communities can truly establish a pure and simple ideal for themselves in a format that is easily expressed and understood.

Visioning provides communities with an opportunity to pause and consider the "big picture" as well as to attempt to clearly define their ideal future. Developing a vision means that community has at least tried to identify current values, describe how they're to be realized in the future and use that image as a foundation for short and long-term planning. As a process this also requires the community to develop a consensus on what conditions to change or to preserve.

General Vision Statement

Discussions with various stakeholders revealed several common themes that contributed to the proposed vision statement for Maysville.

Many stakeholders expressed a strong desire to retain and build off of the existing historic areas that provide much of the community's existing small-town appeal. This includes the Victorian residential district and the 1930's era buildings along Main Street. At the least the consensus is that Maysville should retain a central commercial and civic district and traditional neighborhoods that provide a sense of walk-ability, all elements of the small-town form cherished by current residents.

Additionally there was strong concern for maintaining Maysville's viability as a hometown. Despite variances in the tenure of current residents, most everyone agreed that the Town's future lay as a residential center due to the appeals for residents and the obstacles in considering major economic development. The desire is to create a home town capable of supporting all types of households across income ranges, age groups and household conditions.

Finally, there was a strong undercurrent of support for building the community's general efficiency, both as a political entity and as an economic center. Residents desired an efficient government that was "run like a business," and wished to see a coordinated effort to implement the various capital improvement plans established in the past. Maysville has recently made strides in community development efforts, and the residents wished to see that level of proactive initiative continue.

"Maysville will be a quality hometown for all residents, a community that strives for prosperity while preserving its history and small-town character, and a place known for integrity, safety and pride."

COMMUNITY AGENDA

Broken down, the General Vision for Maysville expresses the following values:

<i>"Maysville will be a quality hometown</i>	The emphasis here is on the word 'hometown,' wherein Maysville is first and foremost a place where people live. Thus, the Town must cater to their needs for housing and all the amenities that support raising a family – quality schools, parks, etc.
<i>... for all residents,</i>	This mission is respective of all persons and households, regardless of gender, income, age group, etc.
<i>... a community that strives for prosperity</i>	Maysville will always work for the general economic growth of the community, recalling the need to support commerce and employment options.
<i>... while preserving its history</i>	Maysville will seek to protect and sustain its historic resources and to recall its history for the knowledge and benefit of all.
<i>... and small-town character,</i>	Maysville is small enough to need only one central social, economic and political node. Keeping this general size and form will allow the town to retain its charm, simplicity and character for residents, not feeling so large that residents feel lost or unimportant.
<i>... and a place known for integrity, safety and pride."</i>	The government of Maysville will strive to conduct itself with pride, honesty and respect so as to inspire others to do the same.

Goals and Objectives

In addition to the values identified within the Vision Statement, other goals for Maysville were raised for consideration. In most cases, these goals are ideal principles and objectives that simply could not be efficiently incorporated into the Vision Statement but generally compliment the values expressed therein.

- *Continue improvements in communication of government policies and activities* – Citizens are responding to several planning initiatives and capital improvements and would prefer to see this form of progress continue.
- *Seek to revitalize Main Street as a commercial and business center* – To accommodate any economic growth Maysville must either revitalize Main Street and downtown or seek annexation, with the former being the preferred option.
- *Establish an identity for the community* – Maysville needs to develop and sustain a unique identity if it is to compete with places like Commerce and Banks Crossing if it is to lure the desired businesses and residents.

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- *Maintain small-town character, as defined by scale and form of Main Street* – Residents would prefer that new development respect the traits of existing structures and spaces, encouraging infill and the preservation of historical elements that provide Maysville's current character and charm.
- *Continue working to improve relations with partner governments* – Better relationships with Banks County, Jackson County and Commerce will help Maysville prosper and provide improved levels of service.

Identification of Issues and Opportunities

The Community Assessment produced a summary listing and discussion of potential issues and opportunities identified during the analysis of data and information. These have been refined and prioritized through additional analysis as part of the development of the Community Agenda. These issues must be addressed for Maysville to fully achieve the goals and vision identified.

Population

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Managing population growth</i> –The town must consider how to incorporate projected growth into the fabric of the community in order to sustain service levels and maintain the character desired.	Annual Utility and Infrastructure Reports to ensure efficiency of services Monitor and sustain land use management policies through Comprehensive Planning and development regulations.

Housing

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Housing affordability</i> – Town should work to decrease volume of households spending greater than 30% of income on housing.	Market Study to assess breakdown of housing cost factors, gauging the influence of development policies.
<i>Age of existing supply</i> – Maysville has many older housing units in need of renovation and improvement, many units of lower economic tiers and smaller size that should receive reinvestment to maintain market value.	Promote housing revitalization programs to homeowners. Explore grants for neighborhood improvement projects
<i>New housing development through continued regional growth</i> – Encroachment from suburban expansion will mean the opportunity to introduce more new, modern housing units to the local supply.	Market study to assess breakdown of housing cost factors, gauging the influence of development policies.

COMMUNITY AGENDA

Land Use

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Attracting quality infill development</i> – Maysville has sites available for infill and standards to ensure compatibility, but the market is currently not conducive to the level of investment some sites may require to balance design and function.	Maintain inventory of viable infill opportunities. Develop Property Redevelopment Guide, a policy for Town directed efforts to encourage and support infill.
<i>Managing suburban encroachment</i> – New development is expected within and around the town, but must be coordinated with Banks Co. to ensure the overall form and scale is conducive to retaining the town's character and commercial and civic stature.	Monitor and sustain land use management policies through Comprehensive Planning and development regulations.
<i>Accommodating more/new commercial and industrial use</i> – For economic purposes the town may consider increasing the volume of commercial and industrial land use, possibly through an expansion of town limits.	Develop Industrial Capacity Report to determine the potential for industrial use within and around Maysville.
<i>Balancing development and protection of greenspace</i> – The Town is considering measures to preserve greenspace within the established parts of the community, which will require land acquisition or development policies requiring such.	Consider conservation design regulations for larger development. Explore options for financing of greenspace acquisition.
<i>The town scale is conducive to pedestrian accessibility</i> – The arrangement of blocks and location of uses provides the opportunity to walk to the school, library and other public places from a sizable	Update development regulations to allow/encourage traditional neighborhood design surrounding key public destinations. Implement Bicycle and Pedestrian Master Plan

COMMUNITY AGENDA

Economic Development

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Need for economic development within town</i> – Maysville has land available for business development and a sizeable population base with growing needs. Failure to develop businesses to fill these needs within the town limits potential tax revenue and possibly impacts the town's character.	Maintain inventory of viable infill opportunities. Develop Property Redevelopment Guide, a policy for Town directed efforts to encourage and support infill. Work with Chamber and Development Authorities to develop targeted marketing campaign.
<i>Dealing with transition of economic base</i> -- As Maysville becomes more suburban the nature of industrial development and employment opportunities will change. Shifts from primarily goods production to service industries require new strategies for education, business development.	Work with Chamber and Development Authorities to develop targeted marketing campaign. Continue to support and participate in Chamber and Development Authorities.
<i>Increase in Service sector/ hourly-rate employees</i> – Current growth in the Service industry is typically a weaker sector in terms of wages and benefits to local employees. Economic trends should be monitored to ensure a diverse range of employment opportunities available for residents.	Work with Chamber and Development Authorities to develop targeted marketing campaign. Continue to support and participate in Chamber and Development Authorities.
<i>Need for a coordinated economic development strategy</i> –Maysville has historically had fewer resources or economic development, limited targeted business recruitment and no unified strategy for business development. Failure to become proactive in this sense might lend to the dilution of the town's character and a general weakening of the economy.	Work with Chamber and Development Authorities to develop targeted marketing campaign. Continue to support and participate in Chamber and Development Authorities.
<i>Proximity to regional resources</i> – Metropolitan expansion to this part of Georgia comes in part because of the amenities already available, such as the mountains, lakes and parks.	Support marketing of regional tourism and amenities within Maysville.

COMMUNITY AGENDA

Public Facilities and Services

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Viability of water and sewer service</i> – The distribution and collection system Maysville will require upgrades within the planning period, and may require expansion depending on long-term growth plans.	Annual Utility and Infrastructure Reports to ensure efficiency of services Confirm future partnership terms and conditions with all utility providers. Implement water and sewer system improvement plan.
<i>Demand for recreation space</i> – Sustained population growth will raise the demand for more accessible recreation spaces in or near Maysville	Work with Banks County and/or Jackson County to identify land and resources for new park in or around Maysville. Explore funding resources for park space.
<i>Expansion of Town facilities</i> – The Town Hall and Fire Department structures will need maintenance and possibly renovations/ expansion during the planning period.	Perform cost/benefit analysis of expansion/ renovation options for Town Hall and Fire Department facility. Explore funding resources for park space.
<i>Space available for new facilities</i> – Through either infill or new development, Maysville has the space available for locating new civic structures within close proximity to the heart of town.	Maintain inventory of viable infill opportunities.

COMMUNITY AGENDA

Transportation

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Balancing local traffic and commercial traffic</i> – As Maysville grows the major corridors will feature competing uses. The Town must balance its overall priorities for growth, character and land use management to ensure clear priorities for all major roadways and an efficient transportation system.	Update report concerning GDOT plans for region, including options for bypass and/or improvements to SR 98 and West Main Street Update Transportation element of Comprehensive Plan.
<i>Improving road network interconnectivity</i> – Development patterns beyond the historic district were not based on an interconnected road system. This lack of connectivity hampers emergency response times and leads to a burden of the existing roads.	Amend development regulations to encourage/require traditional neighborhood design.
<i>Improving safety and preservation of the road network</i> -- An updated system of road name signage and local speed limits would improve safety and efficiency of the road network.	Review and amend local standards for road construction and signage.
<i>Long-Range Road Improvement Planning</i> - There is a need to develop a focused road improvement program to guide public investment in the future, and to connect future land use planning with transportation planning.	Update report on GDOT plans for region, including options for bypass and/or improvements to SR 98 and West Main Street. Update Transportation element of Comprehensive Plan.

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Natural Resources

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Maintain environmental protection efforts –</i> Maysville should continue enforcement of land use regulations that minimize threats to existing environmental resources. These efforts should be reviewed upon the completion of new flood plain mapping and aerial imagery for identifying wetlands.	Acquire updated floodplain and soil information from respective authorities. Update Environmental element of Comprehensive Plan. Ensure updated information is accessible to Planning Commission and Town Council
<i>Need/ Land available for greenspace –</i> Maysville should explore options for preserved greenspace as a measure for increasing environmental protection, enhancing the town's rural character and providing space for passive recreation.	Consider conservation design regulations for larger development. Explore options for financing of greenspace acquisition.
<i>Ability to incorporate near full sewer service –</i> Proposed expansions of sewage treatment capacity at both Banks County and the City of Commerce provides Maysville with the chance to coordinate systems and provide near-complete coverage of sewer service within the area. Measures that increase the rates of sewer system participation and limiting the use of septic systems would improve the long-term viability of natural resources.	Annual Utility and Infrastructure Reports to ensure efficiency of services Confirm future partnership terms and conditions with all utility providers. Implement water and sewer system improvement plan.

COMMUNITY AGENDA

Cultural Resources

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Lack of Protective Ordinances</i> - Protection and maintenance of extensive historic architectural resources and archaeological sites	Develop/ Adopt design regulations for historic district.
<i>Protection of open lands and historic view sheds</i> -- These areas further define the character of the community	Consider conservation design regulations for larger development. Explore options for financing of greenspace acquisition.
<i>Lack of Design Guidelines</i> - The need for appropriate growth strategies designed to bolster cohesiveness within the community	Consider design standards for whole town or, at a minimum, development surrounding historic districts.
<i>Lack of an active Historic Preservation Commission</i>	Certify Downtown Development Authority to serve as HPC.

Intergovernmental Coordination

<i>Issues and Opportunities</i>	<i>Implementation Strategies</i>
<i>Maintain levels of public services</i> -- Citizens desire all public services to either improve or, at a minimum, remain at existing levels despite increased growth.	Annual Utility and Infrastructure Reports to ensure efficiency of services Confirm future partnership terms and conditions with all utility providers. Update Service Delivery Agreements.
<i>Annexation and growth management</i> -- The Town is likely to feel pressure to expand boundaries, requiring not only coordination as part of the Service Delivery Agreement but also effective planning to ensure the proper quality of development.	Update Service Delivery Agreements.
<i>Existing intergovernmental cooperation</i> -- Measures such as the Service Delivery Agreements and the Special Purpose Local Option Tax (SPLOST) provide existing mechanisms for cooperation and communication between governments.	Update Service Delivery Agreements. Planning session to prepare for new SPLOST. Maintain communications with GMRDC and State community development offices.
<i>Availability of services and resources</i> -- Through partnerships with neighboring communities Maysville does have access to a high level of utilities and services.	For each partner organization, designate a Council member to serve as liason.

COMMUNITY AGENDA

FUTURE DEVELOPMENT STRATEGY

General Land Use Plan

Maysville's form and land use originate around State Route 52 that bisects the town. The road also serves as Main Street, running parallel to a railroad line atop a raised berm that signifies the heart of the town. Along the south side of Main Street is the prevalence of traditional, older downtown structures that still house some shops and service businesses. Behind those are 2-3 blocks of traditional neighborhood residential with many historic structures and design elements that remain from the early 20th Century. The same neighborhood form also exists across the railroad tracks reaching north and west from the town's center. Beyond this is a patchwork of open fields, some still used for farming, and the occasional subdivision or set of houses. All of this occurs within a tightly knit area inside Maysville's original 1-mile diameter boundary. Beyond this are subdivisions annexed into the town during the past 30 years, most of which feature larger lot sizes and a form resembling country living as opposed to urban or town fabric.

Maysville's future development will largely be a combination of infill and methodical expansion of the municipal boundaries. There remains room for additional residential growth within the city limits and the intention is to carefully marry that development with the existing traditional neighborhood forms, on both sides of Main Street and the railroad tracks. Further outside the downtown area more conventional forms of residential and rural land uses will be invited, though the Town will seek to maximize the densities for efficiency of services and utilities. This will also aid in supporting the desired level of economic growth within the area.

More importantly, Maysville will seek the revitalization of the Main Street corridor and the downtown as a whole. Plans are already in place with an emerging streetscape and sidewalk plan, while planning and historic preservation initiatives will provide greater levels of development oversight. Additionally there will be an emphasis on infill development and the renovation of many dilapidated properties within downtown. A more grand downtown development strategy will be pursued in the long term, one that addresses Georgia DOT improvement scenarios for Main Street and options for improving connectivity with West Main Street and SR 98 heading towards Homer.

Additional industrial and commercial activity would be considered towards the southeastern part of town, near the existing industrial properties and beyond the school. However, much of this would be reliant on coordination with Jackson County and the various partners involved in the provision of public services and utilities within Maysville.

COMMUNITY AGENDA

Quality Community Objectives

In 1999 the Board of the Department of Community Affairs adopted 17 Quality Community Objectives (QCOs) as a statement of the development patterns and options that will help Georgia preserve her unique cultural, natural and historic resources while looking to the future and developing to her fullest potential. In developing the Community Assessment portion of the Comprehensive Plan, the community is encouraged to review the QCOs for their applicability to local conditions and goals. Their general application to Dawsonville is described here, while the description of each character area will also identify specific QCOs addressed for that area.

(Note: Not every QCO was recognized as applying to Dawsonville in regards to this discussion.)

Traditional Neighborhoods - Traditional neighborhood development patterns should be encouraged, including use of more human scale development, compact development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Maysville not only has historic, traditional neighborhoods but as a community is focused on maintaining the small-town form that grew out of the same principles illustrated in this QCO. Specifically, Maysville is aspiring to maintain the pedestrian accessibility between their neighborhoods, the downtown district and the elementary school.

Infill Development - Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Maysville has several properties within the town that are viable candidates for infill development, and, as best as possible, is intent on building "up from within" before expanding outward for economic development.

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

Maysville can be recognized as a historic railroad town, but beyond that its identity remains unclear. Implementation of the planned improvements would strengthen the community's role as a hometown, but further study must be done to determine additional options for creating a more unique identity.

COMMUNITY AGENDA

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

As previously expressed Maysville is intent on improving and sustaining the pedestrian scale and accessibility of the community. The Comprehensive Plan supports the expansion of the traditional neighborhood form and the implementation of the existing Bicycle and Pedestrian Master Plan as two important elements of this objective. The Town is also partnering with the GMRDC and GDOT with long-range monitoring and planning for rural transit services within Banks County.

Regional Identity - Each region should promote and preserve a regional "identity," or regional sense of place, defined in terms of traditional architecture, common economic linkages that bind the region together, or other shared characteristics.

Maysville does exhibit traits of traditional railroad communities within north Georgia. However, the Town could further capitalize on its regional location and identity by increasing promotional ties with area partners and attractions, and then using those ties as additional selling points to prospective businesses and residents.

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

The Town is in the process of re-activating the Downtown Development Authority and having that body certified to oversee historic preservation efforts throughout Maysville. The Town is also working with the GMRDC to improve design guidelines and policies for the two historic districts.

Open Space Preservation - New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors. Compact development ordinances are one way of encouraging this type of open space preservation.

Maysville does not currently have or need a formal greenspace plan but the Town is considering conservation design policies that encourage open space protection. As a long-term goal the Town is supportive of maintaining some greenspace within close proximity of the existing downtown and will work with Banks and Jackson Counties towards the implementation of larger greenspace plans.

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

Maysville does have the minimum environmental protection criteria in place, however the Town and Banks County are awaiting updated information with regards to floodplains and soil conditions. As this information becomes available, the Town will amend the Comprehensive Plan as necessary.

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

Maysville understands that certain businesses and industries are better suited for the area's conditions and resources, and will work with the local Chamber of Commerce and Development Authorities to improve targeted recruiting measures.

Employment Options - A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Maysville recognizes the changes in the regional economies and the need to be part of a diverse and dynamic economy. The Town will partner with area educational institutions, economic development agencies and other stakeholders to help bring additional jobs to the area and to support the economic vitality of the downtown area.

Housing Choices - A range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community (reducing commuting distances), to promote a mixture of income and age groups in each community, and to provide a range of housing choice to meet market needs.

Maysville is largely a residential hometown, and as such the local government is aspiring to provide for the housing and family needs of all residents. A variety of housing types and conditions is preferred for the town and Maysville will support measures that increase the choices and affordability of quality housing that in turn sustain the Town's future development strategy.

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

Maysville acknowledges the importance of education as a resource for economic prosperity and improved well being for community residents. The Town is committed to supporting the local elementary school and in working with Banks County on the possibility of having an additional

COMMUNITY AGENDA

school in/near Maysville in the future. Further, the Town will support programs that provide post-secondary education opportunities for residents.

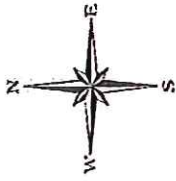
Regional Cooperation - Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or development of a transportation network.

The Town recognizes the importance of cooperation given the volume of political ties necessitated by its location. As such, Maysville will be an active and cooperative partner with their neighboring communities and service partners, supporting a policy of open communication and collaborative community development.

Recommended Character Areas

To further assist in identifying development needs and target areas it is crucial to understand not only the land use patterns but also the prevailing character and context of a community. It is possible to identify these sub-areas within the community defined by architectural scale and style, functions and roles, traffic flow, and other factors that differentiate one area from the next. These can include the areas requiring special attention identified above and/or existing community sub-areas for which plans have already been prepared.

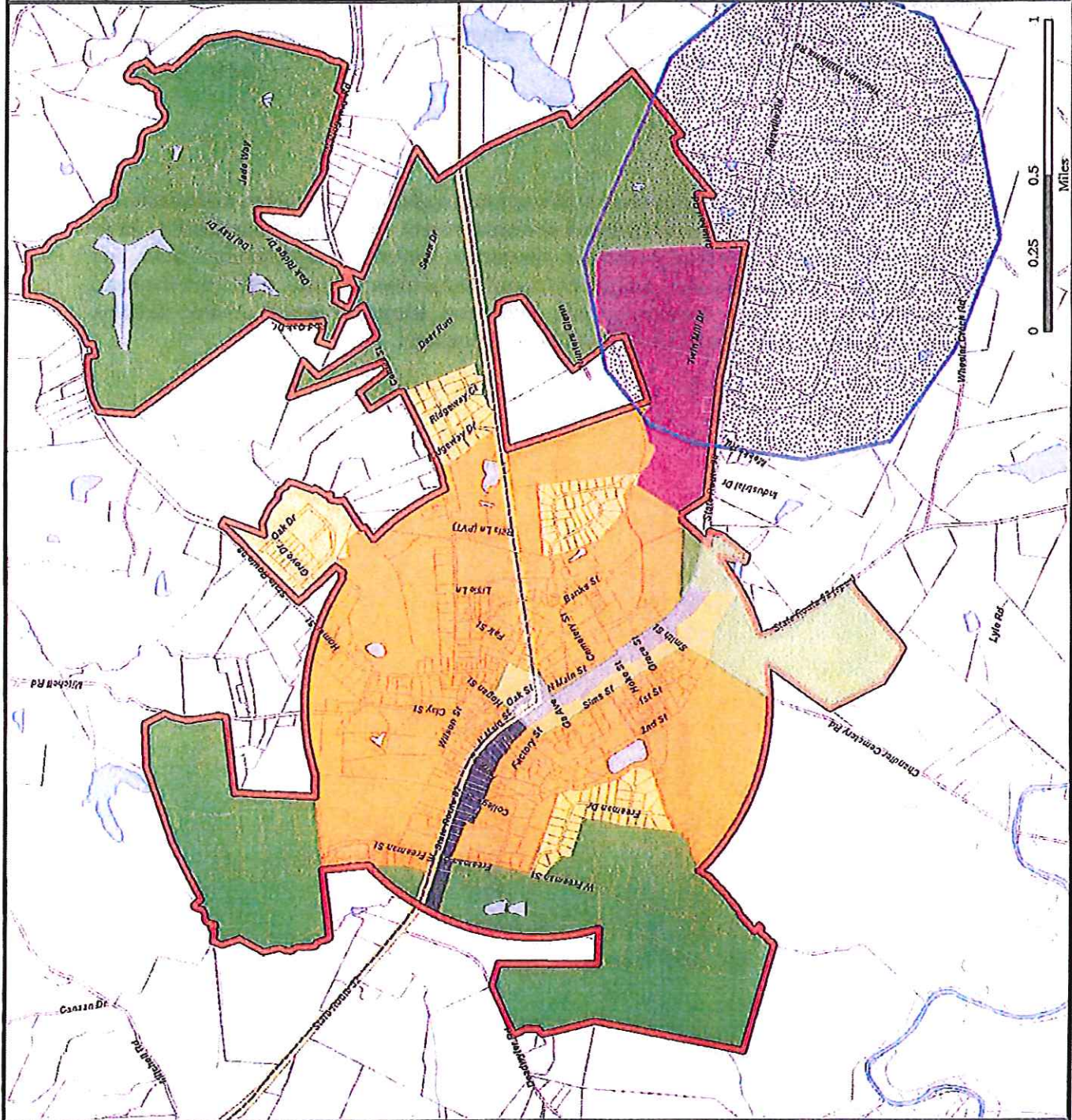
Character Areas Maysville, GA



- Conventional Subdivision
- Industrial
- Main Street
- Mixed Use
- Rural Residential/Agricultural
- Traditional Neighborhood
- 100 Year Flood Zone
- Groundwater Recharge Area
- Lakes and Ponds
- Rivers & Streams
- City Limit Boundary



GA Mountains RDC
JGD, Rev. August 2008



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Residential Main Street

This is the corridor West Main Street that runs from the Library to the western municipal boundary. This area holds some of historic residential structures and early 20th century commercial buildings that define Maysville's small-town character.

Maysville is currently progressing with both streetscape and sidewalk plans that include major renovations of the Main Street corridor. Most of these improvements are aimed at the pedestrian accessibility of the area and modest measures for improving parking. The first two phases of the streetscape occur within the Main Street corridor and will extend sidewalks from downtown to the elementary school and SR 82.

Additional objectives for this area include:

- ✓ Increased parking improvements/ options
- ✓ Infill development
- ✓ Restoration of historic structures
- ✓ Improved management of railroad corridor
- ✓ Improved connections at intersection of West Main Street and SR 98

Land Uses

Residential
Neighborhood Commercial*
Mixed use structures*
Office*
Civic/Institutional*

*= Conditional

Quality Community Objectives

Infill Development
Sense of Place
Transportation Alternatives
Regional Identity
Heritage Preservation
Appropriate Businesses
Housing Choices

Implementation Strategies

Develop/ maintain inventory of
infill properties

Consider design guidelines for
outside historic districts

Update report concerning GDOT
plans for region, including options
for bypass and/or improvements to
SR 98 and West Main Street

Notify GDOT of Maysville's
objectives for State Routes in and
around the area.

COMMUNITY AGENDA

Mixed Use

This area features the bulk of the Main Street corridor and additional blocks that support expanding the depth of the uses and general form of downtown Maysville off of the State arterial. Small portions of this district reach outward for a couple blocks along and across from Homer Street, considered the heart of downtown where the Town Hall and a community greenspace reside. There is also the railroad line that parallels Main Street, acting as a buffer that will ensure the corridor does not take on a suburban, auto-oriented character. This area will need some reinvestment to ensure the commercial viability of the properties and measures to protect the character of the town. Main Street itself is limited by the raised intersection with the railroad, which hampers any natural expansion of the downtown area across this axis.

This Mixed Use district will require the same level of design considerations as the Main Street area, a concession to entice further redevelopment of the area. Development in this area should complement the scale and form of Main Street, however, and will require some design and development standards. This area may also serve as a receiving point for newer development while the Main Street corridor focuses on the restoration of existing facilities. Further, this district supports long-term potential for higher densities and an expansion of businesses uses, and strengthens the interaction between downtown and the SR 82 corridor and elementary school.

Additional objectives for this area include:

- ✓ Increased parking improvements/ options
- ✓ Infill development
- ✓ Restoration of historic structures
- ✓ Improved management of railroad corridor
- ✓ Improved connections at intersection of West Main Street and SR 98

Land Uses

Residential
Multi-family residential
Commercial
Mixed use structures
Office
Civic/Institutional

Quality Community Objectives

Traditional Neighborhoods
Infill Development
Sense of Place
Transportation Alternatives
Regional Identity
Heritage Preservation
Appropriate Businesses
Housing Choices

Implementation Strategies

Develop/ maintain inventory of infill properties

Consider design guidelines for outside historic districts

Update report concerning GDOT plans for region, including options for bypass and/or improvements to SR 98 and West Main Street

Notify GDOT of Maysville's objectives for State Routes in and around the area.

COMMUNITY AGENDA

Traditional Neighborhoods

These are the residential blocks that surround the Main Street corridor, most of which are included within the historic district. They are embodied by many older and historic homes with comparable architecture styles (majority Victorian) and features (smaller lot size, front porches, proximity to street). The road dimensions are often very narrow, as are most blocks and lots, reminiscent of a time when automotive traffic featured decidedly different volumes, speeds and types.

This area has been extended to the city limits north and east of the existing neighborhoods with the intention of ensuring compatibility from new development. The ideal is to expand the existing patterns and foster a sustainable density of housing around the downtown area. Non residential uses would be permitted within the Mixed-use overlay or along SR 98 north of downtown, provided their scale and design did not conflict with the scale and character of neighboring residential activity. Such uses would include neighborhood scale shops, churches and civic/institutional activities.

Recommendations for this area includes protective development policies that encourage infill of compatible designs and foster long-term capital improvement plans that increase the viability of the residential uses. Sidewalks and improved street signage are encouraged, especially to assist in the pedestrian accessibility of traveling from these houses to the school, shops and library located within or immediately adjacent to the district.

Land Uses

Residential
Neighborhood Parks
Churches
Neighborhood Commercial*
Civic/Institutional*

*=Conditional

Quality Community Objectives

Traditional Neighborhoods
Infill Development
Sense of Place
Transportation Alternatives
Regional Identity
Heritage Preservation
Housing Choices

Implementation Strategies

Amend development policies to allow/ encourage traditional neighborhood design

Develop/ maintain inventory of infill properties

Consider design guidelines for outside historic districts

Consider neighborhood assistance programs for concentrations of dilapidated properties

COMMUNITY AGENDA

Conventional Subdivisions

This district is reserved for four existing subdivisions dispersed throughout the town that strike discernibly different character compared to the traditional neighborhoods. These are newer developments that feature minimalist streetscapes and designs, and are all comparably modest-sized subdivisions that chose cul-de-sacs as opposed to seeking to expand adjoining traditional neighborhood forms. In most cases the houses are built on slab and feature uncovered parking pads at the front or side of the house. These represent a form of affordable housing commonly developed in the 1980's and 1990's, wherein the bulk of the investment was directed to the interior amenities of the house in order to reduce costs and allow the owner to develop the property as desired.

While there are limited measures needed or considered effective for improving reinvestment levels for these areas, there is a recommendation to strengthen the community character by managing development around these sites. Proliferation of this one housing type would minimize the housing choices for Maysville, would alter traffic volumes on the local streets and minimize the opportunity to expand the existing neighborhood fabric, a suggested objective of the community.

Land Uses

Residential

Quality Community Objectives

Housing Choices

Implementation Strategies

Maintain development policies

COMMUNITY AGENDA

Industrial Area

This is the small area of town along the north side of State Route 52 near the eastern boundary. Its designation stems from the existing Marjac facility that occupies half the designated area. Undeveloped land adjacent to Marjac and the across from the school could accommodate more of this scale land use.

Recommendations for this area will require a clarification on the industrial demands of the town and the demands for land among prospective industries. This will determine the actual viability of this site for expanded industrial use, what other lands the town may need to consider and what improvements and management measures the Town must pursue in order to foster additional industrial use. In the interim, Maysville should consider restricting the development of this site from non-industrial uses.

There is a significant groundwater recharge area within this district that must be considered in all future development/land disturbance activity. Maysville does have regulations in place for enforcement of minimum standards but should also be considerate of best management practices that could further mitigate any potential impacts to this resource.

Land Uses

Commercial
Office
Industrial
Civic/Institutional

Quality Community Objectives

Employment Options
Appropriate Businesses
Environmental Protection

Implementation Strategies

Restrict encroachment of
incompatible uses

Work with Development Authority
and stakeholders to monitor and
maintain viability of industrial
properties

COMMUNITY AGENDA

Rural/ Agricultural Areas

The remaining land around Maysville has been defined as Rural/Agricultural. This includes pockets of undeveloped land, several small, active farms, plus the variety residential developments. While there are some subdivisions in this area that are from the same era as those in the Conventional Subdivision area, those given the Rural designation typically feature larger lots, larger houses on foundations and with a garage or carport and street configurations that roll with the landscape to emote a country feel compared to the rigid block pattern of the traditional neighborhoods. This is the area where one transitions between rural banks County and the Maysville defined by a historic downtown and historic homes. Because of this and the presence of undeveloped land it is also where the bulk of future development is likely to occur, development which will impact the community's character and overall health as a residential and commercial destination.

There are no discernable needs for this area save for a recognition that the best hopes for greenspace within the town resides with the undeveloped land within this category. Should the community achieve a significantly higher density there could be a strong desire for park or conservation space within proximity of the downtown and established neighborhoods. Further, if the majority of new development is to be different from the established neighborhoods, the greenspace could be used as a buffer between the different residential sectors. Once the Town determines the vision and direction for new growth, much of that will take place within this district.

Land Uses

Residential
Agricultural
Conservation
Parks

Quality Community Objectives

Sense of Place
Regional Identity
Open Space preservation
Environmental Protection
Housing Choices

Implementation Strategies

Restrict capital improvements in this area

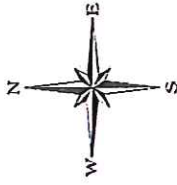
Amend development policies to allow/ encourage conservation design

COMMUNITY AGENDA

Potential Annexation Area

<p>This refers to the island of properties within the overall form of Maysville but not within the municipal limits. State law outlines how such properties should not be left as islands and should be assumed by the surrounding jurisdiction, pending special conditions agreed to by the governments involved.</p> <p>As such, it is realized that this property may eventually become part of Maysville. Initial planning suggests this property should remain as currently used, which is as rural residential use that matches the Rural/ Agricultural character area. Barring changes in utilities and infrastructure this is also the recommended use for the planning time frame.</p>	<p><u>Land Uses</u></p> <p>Residential Agricultural</p> <p><u>Quality Community Objectives</u></p> <p><i>Sense of Place</i> <i>Regional Identity</i> <i>Open Space preservation</i> <i>Environmental Protection</i> <i>Housing Choices</i></p> <p><u>Implementation Strategies</u></p> <p>Restrict capital improvements in this area</p> <p>Amend development policies to allow/ encourage conservation design</p>
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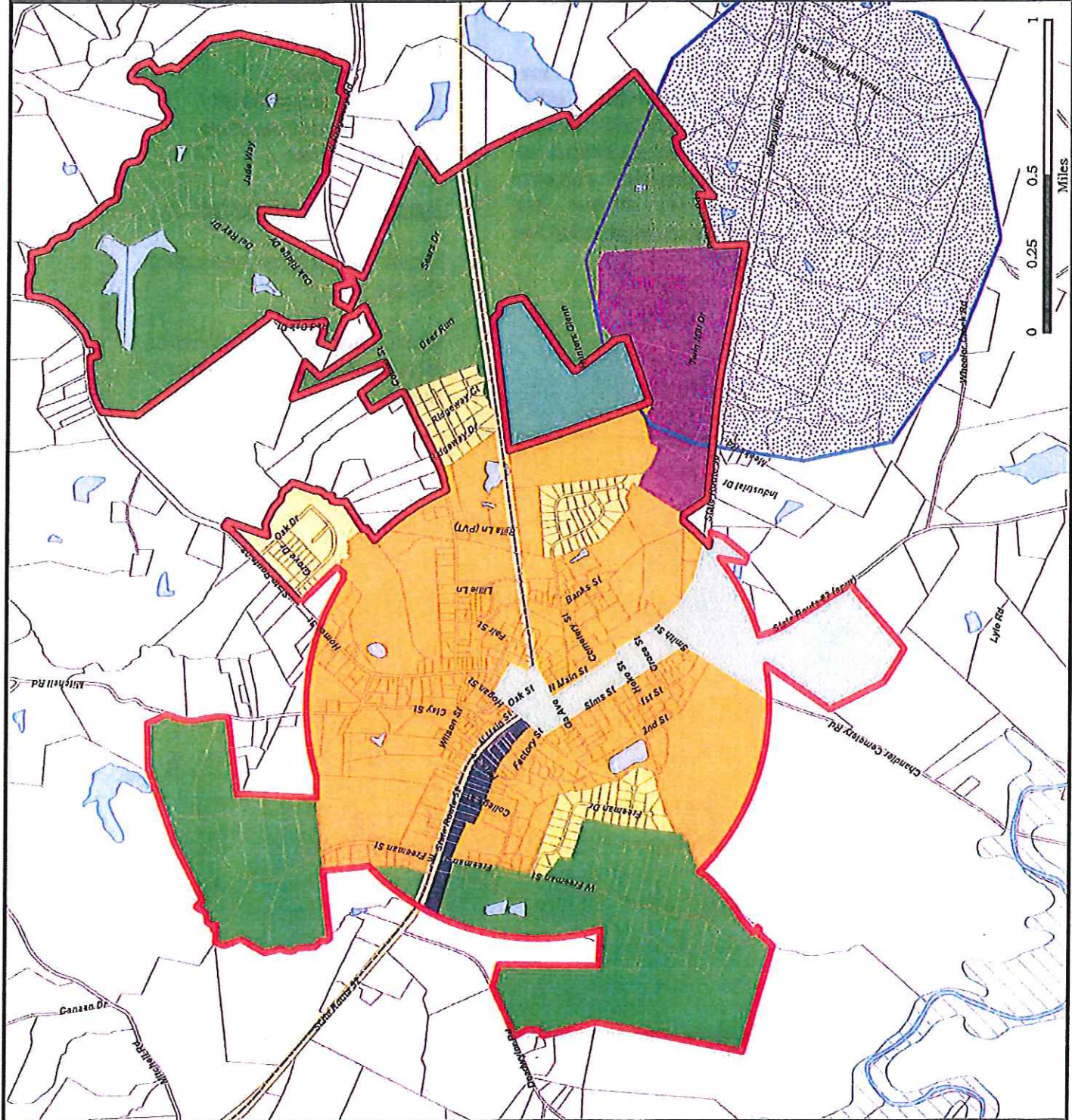
Future Development Maysville, GA



- Conventional Subdivision
- Industrial
- Main Street
- Mixed Use
- Potential Annexation
- Rural Residential/Agricultural
- Traditional Neighborhood
- 100 Year Flood Zone
- Groundwater Recharge Area
- Lakes and Ponds
- Rivers & Streams
- City Limit Boundary



GA Mountains RDC
JGD, Rev. September 2008



COMMUNITY AGENDA

IMPLEMENTATION PROGRAM

While the Future Development Map illustrates the physical conditions expressed within the Vision, the Implementation Program is the overall strategy for achieving the Community Vision and for addressing each of the Community Issues and Opportunities. It identifies specific measures, both short and long-term, that must be undertaken by the community in order realize the community's goals.

Policies

One type of action a community can establish to achieve its vision is the establishment of policy. These are those ongoing principles and practices that the community will observe in order to realize specific objectives. Some policies may compliment single action-items while others may provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Vision or addressing Community Issues and Opportunities.

- ✓ Support marketing of regional tourism and amenities within Maysville.
- ✓ Continue to support and participate in Chamber and Development Authorities.
- ✓ Promote housing revitalization programs to homeowners.
- ✓ For each partner organization, designate a Council member to serve as liaison.
- ✓ Annual Utility and Infrastructure Reports to ensure efficiency of services
- ✓ Monitor and sustain land use management policies through Comprehensive Planning and development regulations.
- ✓ Maintain communications with GMRDC and State community development offices.

Long-Term Activities and Ongoing Programs

In addition to establishing policy, communities may also establish long-term or ongoing programs and activities that support identified objectives. These measures may compliment policies or may simply be action items that must be employed more than once. These are recognized here so as to distinguish their need and conditions apart from the single-action items and to identify any required special terms or context.

- ✓ Explore funding resources for park space.
- ✓ Explore grants for neighborhood improvement projects
- ✓ Explore options for financing of greenspace acquisition.
- ✓ Implement Bicycle and Pedestrian Master Plan
- ✓ Implement Water and Sewer System Improvement Plan.

COMMUNITY AGENDA

Short-Term Work Program

The third forward-thinking element of the Implementation Program is the Short-Term Work Program (STWP). This identifies specific implementation actions the local government or other entities intend to take during the first five-year time frame of the planning period. This can include any ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs or initiatives to be put in place to realize the plan goals.

Year	Action	Estimated Cost	Funding Source	Responsibility
2009	Certify Downtown Development Authority to serve as HPC	\$3,000	DNR, Town	Town
2009	Report confirming utility partnerships	NA	NA	Town
2009	Develop/ Adopt design regulations for historic district	\$5,000	DNR, Town	Town, GMRDC
2009	Develop inventory of viable infill opportunities.	\$2,000	Town	Town, GMRDC
2009	Update Service Delivery Agreements	\$8,000	Town	Town
2009	Notify GDOT of Maysville objectives for State Routes	NA	NA	Town
2010	Study re: adoption of traditional neighborhood design standards	\$5,000	DCA, Town	Town, GMRDC
2010	Pave or resurface Hunters Glen Road	TBD	GDOT, SPLOST	Road Dept.
2010	Apply for Better Hometown Program	NA	NA	DDA, GMRDC
2010	Study re: conservation design regulations	\$3,000	DCA, Town	Town, GMRDC
2010	Study re: design regulations for non-historic areas	\$5,000	DCA, Town	Town, GMRDC
2010	Develop Property Redevelopment Guide	\$3,000	DCA, Town	Town, GMRDC
2010	Conduct Housing Market study	\$5,000	DCA, Town	Town, GMRDC
2010	Study for expansion/ renovation for Fire Department facility	\$3,000	Town	Town
2010	Planning session to prepare for new SPLOST	NA	NA	Town, GMRDC
2010	Report concerning DOT plans for region	NA	NA	Town, DOT
2010	Develop Maysville Business and Marketing Strategy	\$5,000	DED, Town	Town/ Dev. Authority
2011	Update floodplain and soil information	\$5,000	NRCS, DNR	Town
2011	Develop Industrial Capacity Report for Maysville	\$2,000	DED, Town	Town, GMRDC
2011	Study for expansion/ renovation for Town Hall	\$3,000	Town	Town
2011	Review/ Amend standards for road construction and signage	\$2,000	DOT, Town	Town
2012	Update Natural Resources, Transportation elements of Comp. Plan	\$1,000	DCA, Town	Town, GMRDC
2013	Study for new park space in/ around Maysville	\$4,000	Town	Town, Counties

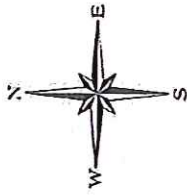
COMMUNITY AGENDA

Report of Accomplishments

This is the review of the STWP from the previous five years. As a new STWP is produced every five years, the items within the previous STWP must be identified for their status as either complete, in progress, postponed or cancelled. Those items that have been postponed or are in progress must be shown in the next STWP where appropriate, while those items that have been postponed or cancelled must also include a reason for their status.

Action	Status	Comment
Replace City entrance signs that have been vandalized	Complete	
Update Pedestrian Ordinance to comply with CLG standards	Complete	
Encourage nominations to the National Register of Historic Sites	Complete	
Implement Maysville Memorial Park Plan	Complete	
Construct a water tank in the industrial park	Complete	
Replace Galvanized lines in the following streets: North Main, Ga. Avenue, Alley, Brevard, Garnett, Hoke and Newton..	Complete	
Install a 12" line from industrial park to Yarbrough Ridgeway Road for fire protection	Complete	
Pave or resurface the following streets: Church, Banks, Hunters Glen, Ellison, Hogan, Factory and Ga. Avenue	In Progress	Hunters Glen unfinished
Apply for Better Hometown program	Postponed	Re-establishing DDA
Replace carpet and fixtures in the library meeting room.	Complete	

Central Maysville, GA



Legend

Proposed Streetscape Projects

Phase 1

Phase 2

Phase 3

Phase 4

Phase 5

Phase 6

Potential Project-Sims Street & Ridgeway Rd.

Maysville Baptist Church

Maysville Methodist Church

Maysville Post Office

Maysville Public Library

Parcels

City Limit Boundary

Lakes and Ponds

Streams



GA Mountains RDC
JGD, Rev. August 2008

