

**DATE:** August 22, 2023

**TO:** Chair Carlotta Harrell, Henry County Commission  
**ATTN TO:** Yaritza Nieves, Planner III, Henry County  
**FROM:** Mike Alexander, COO, Atlanta Regional Commission

The Atlanta Regional Commission (ARC) has received the following proposal and is initiating a regional review to seek comments from potentially impacted jurisdictions and agencies. The ARC requests your comments related to the proposal not addressed by the Commission's regional plans and policies.

**Name of Proposal:** 2023 Henry County Comprehensive Plan Update

**Description:** A regional review of the draft 2023 Henry County Comprehensive Plan Update.

**Submitting Local Government:** Henry County

**Action Under Consideration:** Approval

**Date Opened:** August 22, 2023

**Deadline for Comments:** September 12, 2023

**THE FOLLOWING LOCAL GOVERNMENTS AND AGENCIES ARE RECEIVING NOTICE OF THIS REVIEW:**

ATLANTA REGIONAL COMMISSION  
GEORGIA DEPARTMENT OF TRANSPORTATION  
GEORGIA ENVIRONMENTAL FINANCE AUTHORITY  
CITY OF STOCKBRIDGE  
CITY OF STONECREST  
DEKALB COUNTY  
BUTTS COUNTY

GEORGIA DEPARTMENT OF NATURAL RESOURCE  
GEORGIA REGIONAL TRANSPORTATION AUTHORITY  
CITY OF McDONOUGH  
CITY OF LOCUST GROVE  
MARTA  
CLAYTON COUNTY  
NEWTON COUNTY

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
GEORGIA SOIL AND WATER CONSERVATION COMMISSION  
CITY OF LOVEJOY  
CITY OF HAMPTON  
ROCKDALE COUNTY  
SPAULDING COUNTY

**Review information is attached.**

Please submit comments to [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org). For questions, please contact ARC Plan Review Manager Donald Shockey at [dshockey@atlantaregional.org](mailto:dshockey@atlantaregional.org) or 470-378-1531. If no comments are received by September 12, 2023, ARC will close the review. The ARC review website is located at <https://atlantaregional.org/community-development/comprehensive-planning/plan-reviews/>.





**Board of Commissioners**

Carlotta Harrell  
Chair

Johnny Wilson  
District I

Neat Robinson  
District II

Dee Anglyn III  
District III

Vivian Thomas  
District IV

Kevin J. Lewis  
District V

Cheri Hobson-Matthews  
County Manager

Stephanie Braun  
County Clerk

140 Henry Parkway  
McDonough, Georgia 30253  
770-288-6001  
[www.co.henry.ga.us](http://www.co.henry.ga.us)

August 17, 2023

Atlanta Regional Commission  
229 Peachtree Street NE Suite 100  
Atlanta, GA 30303

RE: Comprehensive Plan Update Submittal

Henry County has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan<s> covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Allison Stewart-Harris at 470.751.2474 or [astewart-harris@tsw-design.com](mailto:astewart-harris@tsw-design.com).

Sincerely,

Carlotta Harrell,  
Chair of the Board of Commissioners, Henry County

Enclosures







RESOLUTION NO. 23-246

**A RESOLUTION AUTHORIZING TRANSMITTAL OF THE DRAFT HENRY COUNTY COMPREHENSIVE PLAN UPDATE FOR REVIEW BY THE ATLANTA REGIONAL COMMISSION AND DEPARTMENT OF COMMUNITY AFFAIRS BY THE CHAIR OF THE HENRY COUNTY, GEORGIA**

**WHEREAS**, the last full Comprehensive Plan was developed in 2018; and

**WHEREAS**, since the issues and challenges facing the community continue to change from when the Goals and Objectives were updated in the last 2018 Comprehensive Plan; and

**WHEREAS**, community input was gathered by the Henry County Planning and Zoning Department through virtual meetings, community events, social media, websites, a public online and written survey, and other channels to gauge the public's priorities for Henry County; and

**WHEREAS**, the Henry County Board of Commissioners updated the Comprehensive Plan to address economic development, land use, transportation, housing, and quality of life elements; and

**WHEREAS**, those Goals and Objectives have been incorporated into the draft Work Program of the Comprehensive Plan for Henry County, Georgia; and

**WHEREAS**, the Atlanta Regional Commission (CRC) and the Georgia Department of Community Affairs must review Henry County's draft Comprehensive Plan to ensure consistency with neighboring jurisdictions, consistency with Region 3's adopted regional plan, and verify compliance with Georgia's Minimum Standards and Procedures for Local Comprehensive Planning;

**NOW, THEREFORE BE IT RESOLVED**, that the Chair of Henry County authorize the transmittal of the draft Henry County – Comprehensive Plan for review by the Atlanta Regional Commission and Department of Community Affairs as required by the Georgia Planning Act of 1989.

**BE IT SO RESOLVED THIS 14<sup>TH</sup> DAY OF AUGUST, 2023.**

**BOARD OF COMMISSIONERS  
OF HENRY COUNTY, GEORGIA**



Carlotta Harrell, Chair

ATTEST:



Stephanie Braun, County Clerk





## >> ACKNOWLEDGMENTS

### HENRY COUNTY BOARD OF COMMISSIONERS:

- » Chair Carlotta Harrell
- » Commissioner Johnny Wilson, District 1
- » Commissioner Neat Robinson, District 2
- » Commissioner Dee Anglyn III, District 3
- » Commissioner Vivian Thomas, District 4
- » Commissioner Kevin J. Lewis, District 5

### HENRY COUNTY STAFF:

- » Toussaint Kirk, Cluster Lead, Planning and Economic Development
- » Kamau As-Salaam, Interim Assistant Director, Planning and Zoning
- » Yaritza Nieves, Planner III
- » Kenta Lanham, Planner II
- » Faith Palmer, Planner I
- » Clayton Carte, Citizen Liaison

### CONSULTANT TEAM:

#### TSW

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- » Nathan Brown, Associate Planner
- » Nick Johnson, Planner
- » Houston Harris, Engagement
- » Jia Li, Urban Designer
- » Alanna Fairburn, Graphic Designer

#### Contente Consulting

- » Andrea Cruz, Engagement
- » Jasmine Vitale, Engagement

#### Croy Engineering

- » Dan Dobry, Transportation Lead
- » Matt Reeves, Transportation Planner
- » Melanie Head, Civil Engineer

#### STEPS Economics

- » Randy Gibbs, Economic Development Planner



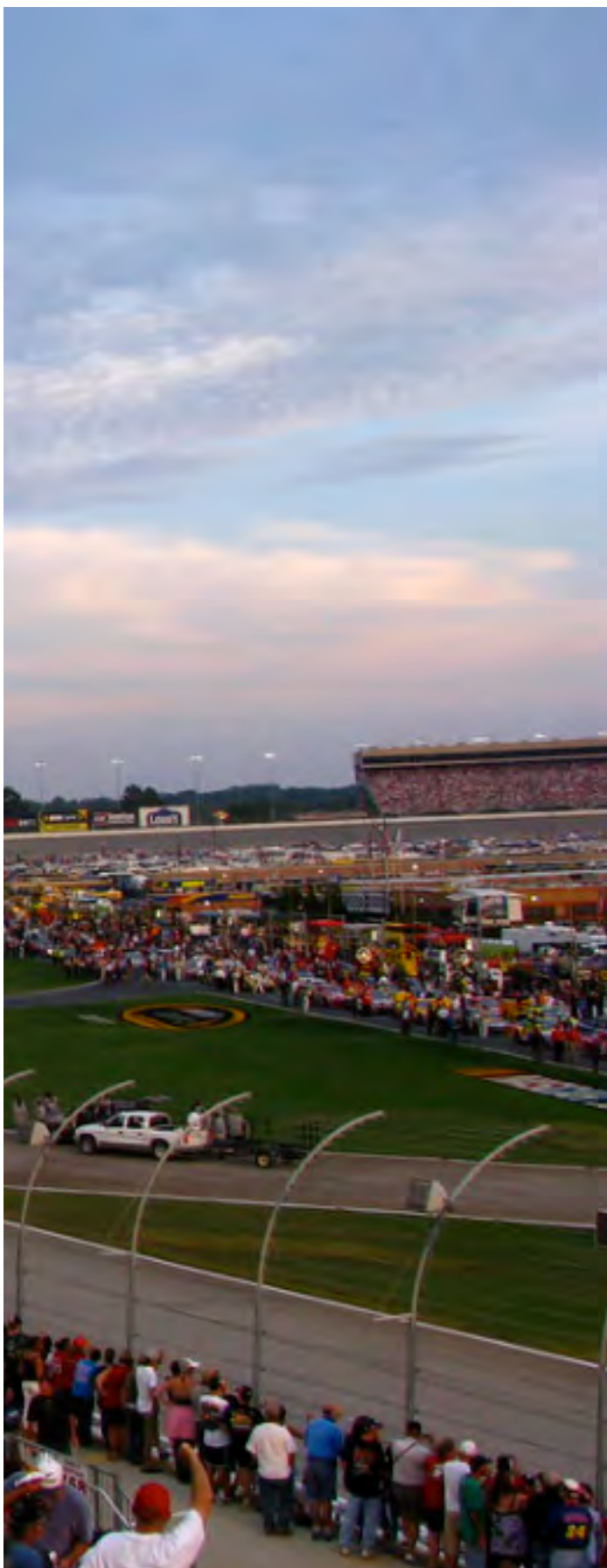
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## >> 1.1. OVERVIEW + PLAN INTENT

A comprehensive plan is a roadmap that describes how a community's long-range vision and how to achieve it over time. In Georgia, Comprehensive Plans typically have a 20-year outlook and are updated every 5 years. They are required by the State of Georgia for a jurisdiction to retain its Qualified Local Government (QLG) status, which provides numerous opportunities for funding and support.

The minimum requirements differ by jurisdiction, depending on their size and complexity. For Henry County, the Comprehensive Plan must include:

- » Community Goals
- » Needs and Opportunities
- » Community Work Program (CWP)
- » Land Use Element
- » Transportation Element
- » Broadband Element
- » Capital Improvements Element (CIE)



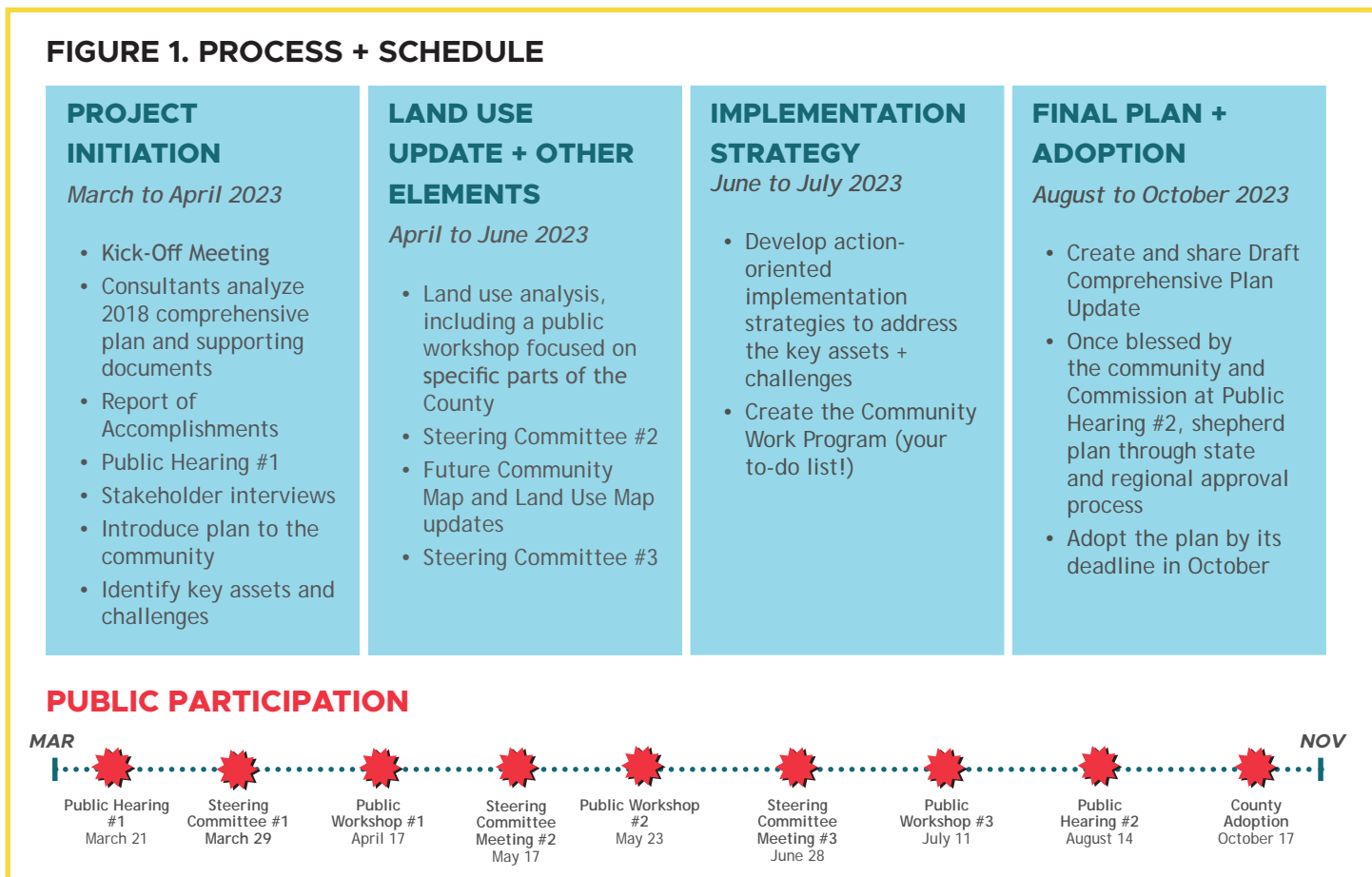
The Henry County Comprehensive Plan 2023 Update takes a different approach. Rather than trying to cover everything at a very high level, this plan seeks to tackle a handful of the County's most pressing challenges comprehensively and across disciplines.

This plan addresses the coming growth in a proactive, thoughtful way by:

- » Evaluating recent development patterns
- » Analyzing existing plans, particularly around infrastructure
- » Working with the community on a vision for growth
- » Providing an action-oriented plan to put Henry County in the driver's seat

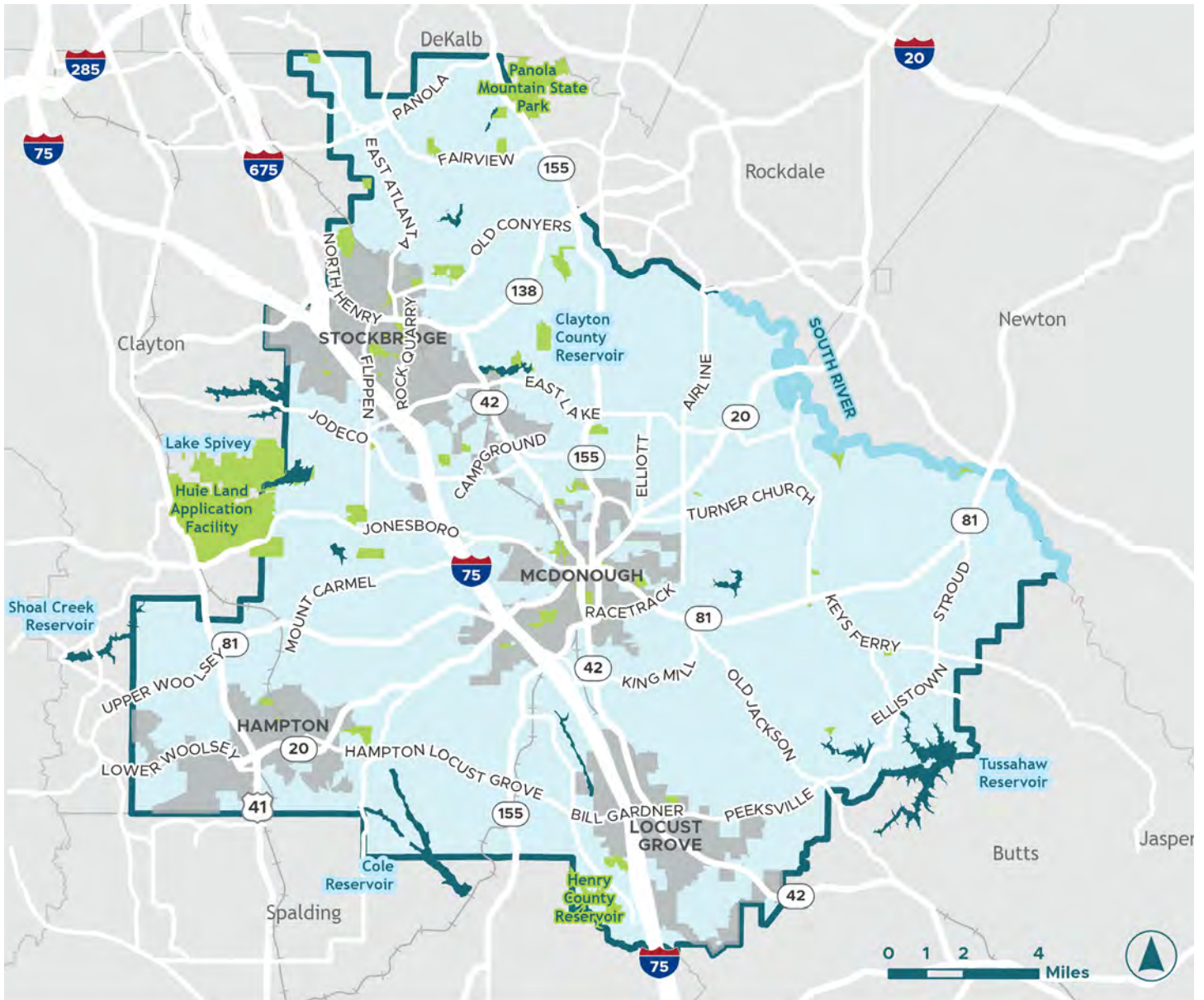


This comprehensive plan update occurred from March 2023 through October 2023, detailed below in Figure 1.





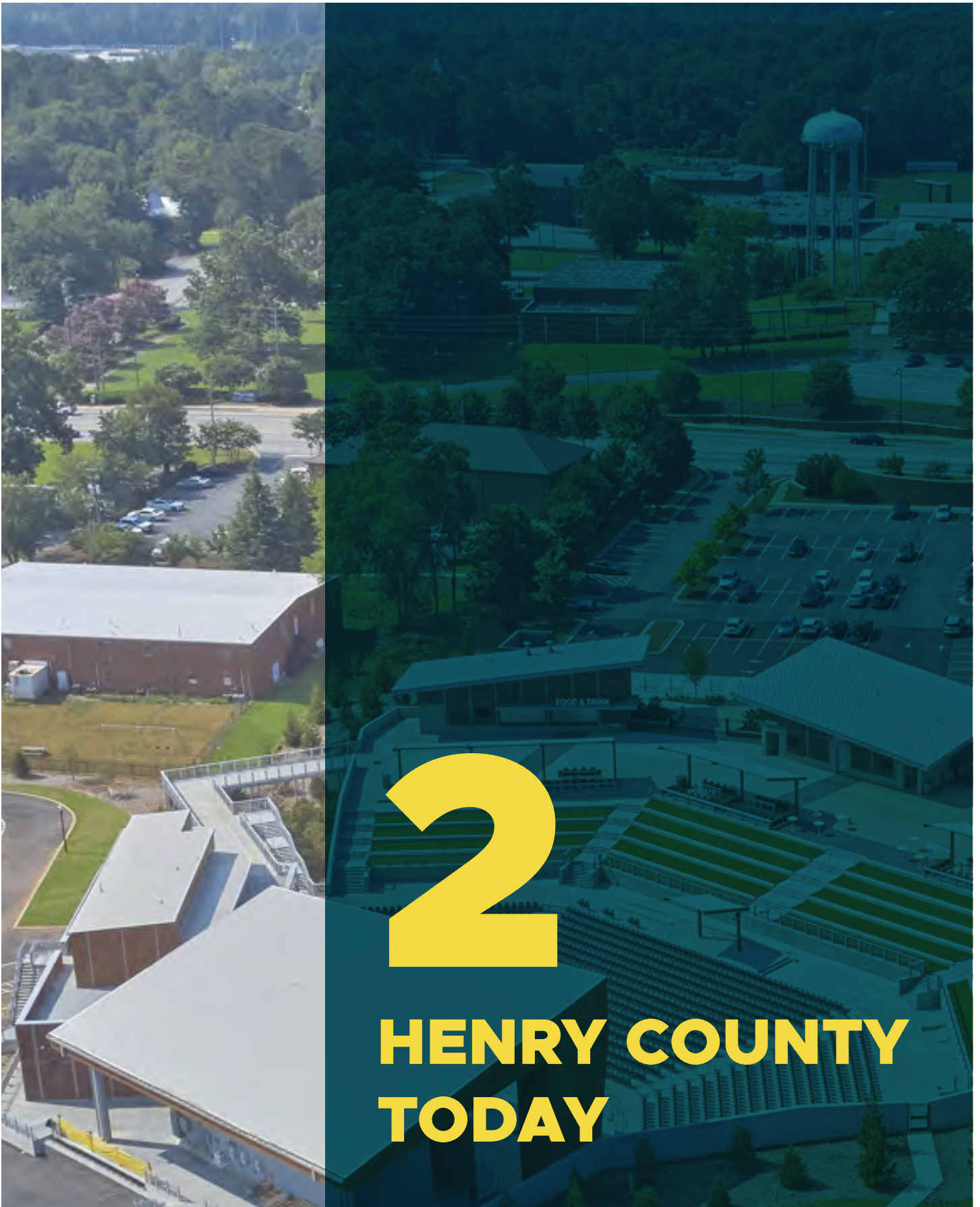
## >> MAP 1. HENRY COUNTY



### LEGEND

- Incorporated Areas
- Neighboring Counties
- Lakes and Reservoirs
- Parks AND Greenspace









## >> HENRY COUNTY TODAY

Since the last comprehensive plan update in 2018, Henry County has undergone remarkable changes. The county has been growing at a pace that outstrips its neighbors; development is happening in all corners, particularly new residential growth; and its warehousing and distribution centers are busier than ever. Layer in the impacts of the COVID pandemic and a worrisome shortage of attainable housing, and it is important to understand where the County stands today before charting a path for its future.

This section provides an overview of the following:

- » 2.1 Demographics
- » 2.2 Jurisdictions and Neighboring Counties
- » 2.3 Related Plans
- » 2.4 Land Use
- » 2.5 Housing
- » 2.6 Transportation
- » 2.7 Economic Development
- » 2.8 Quality of Life



## >> 2.1 DEMOGRAPHICS

### POPULATION AND HOUSEHOLDS

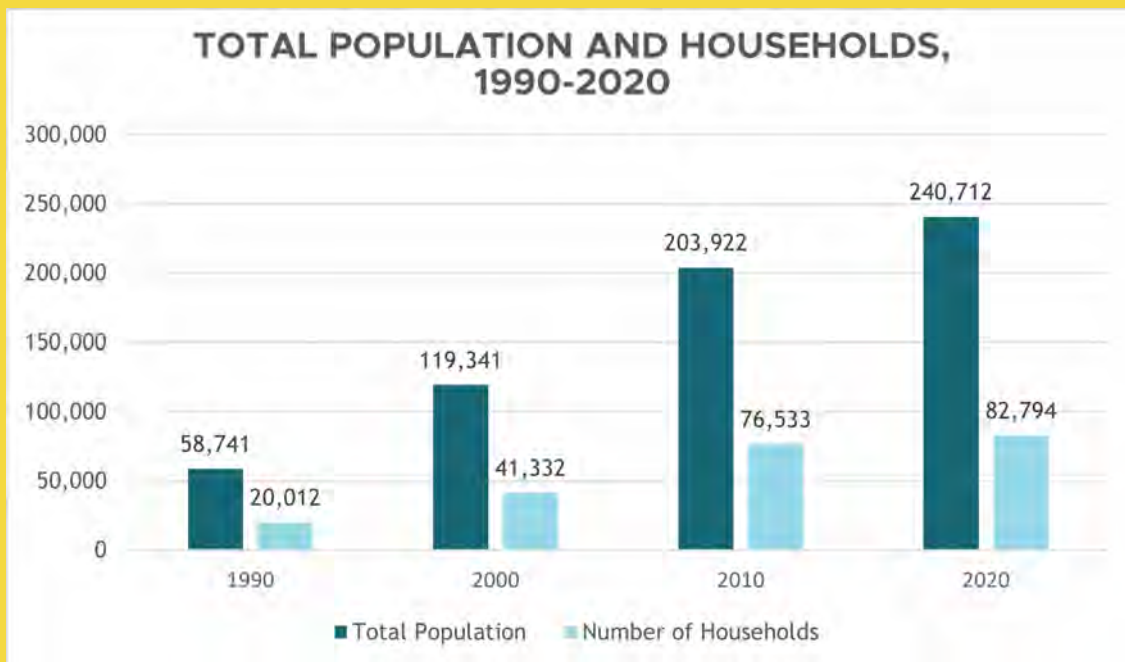
One of the roles of a government is to provide for the wellbeing of its constituents. This is done by providing services such as public safety, community services, economic programs, and land use regulation, the latter of which is utilized to manage and direct growth within a jurisdiction. To effectively manage this role, there needs to be an understanding of who lives within a place. One of the best ways to find this information is to use demographic data. Not only does this data paint a picture of the residents within an area, but it can also provide insight into patterns and trends into how and why people choose to live in Henry County.

At the time of the 2020 Census there were 240,712 people living in Henry County in approximately 82,794 households, making it the 9th most populous county in Georgia. During the 2010 Census the county had 203,922 residents, an increase of 36,790 people, or 18%, for the decade between the two census counts. By 2022, the

population was estimated to be 248,364. In terms of geographic area, Henry is around 322 square miles in size. Using the 2022 population projections, this equates to a population density of roughly 771.3 people per square mile.

Since its initial population boom leading up to the 21st century, the number of people residing in Henry County has continued to steadily increase. From 1990-2007, Henry saw annual population growth rates between 6 and 9%. The economic downturn and housing bust of the Great Recession slowed the pace of growth in Henry, but the county's population has still been increasing at an average rate of 1.8% annually over the past 15 years, much more aligned with national trends. That annual rate of growth since 2018 has risen slightly to 2.2%, with 2020 alone seeing a 3% increase. For comparison, nearby Newton and Butts Counties had average rates of growth for the same period of 1.7 and 2.2 percent, respectively.

**FIGURE 2. POPULATION + HOUSEHOLDS, 1990-2020**



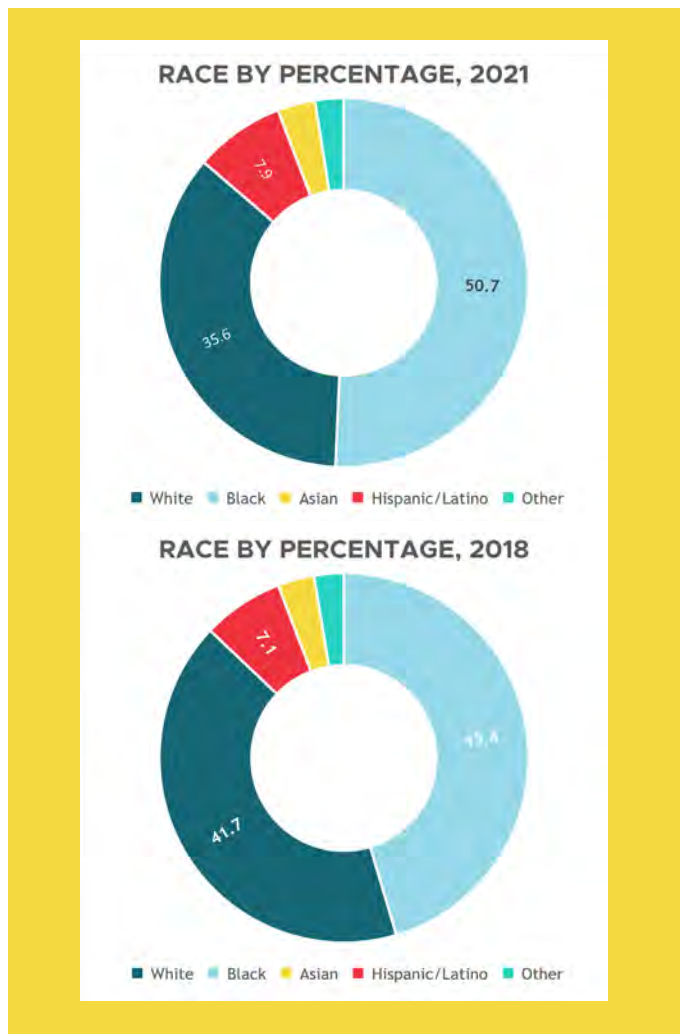


Not only is the population growing, it is changing. When the county began its expansion in 1990 most of the residents were white (87%), while the remaining residents were largely Black (10%). Within the past three decades the county transitioned to be much more racially and ethnically diverse—as of 2020 the largest racial group in the county was the Black population, constituting 49% of residents, with the white population comprising around 37% of the population, Hispanics and Latinos representing 7.7%, and the remainder identified as Asian or another race/ethnicity.

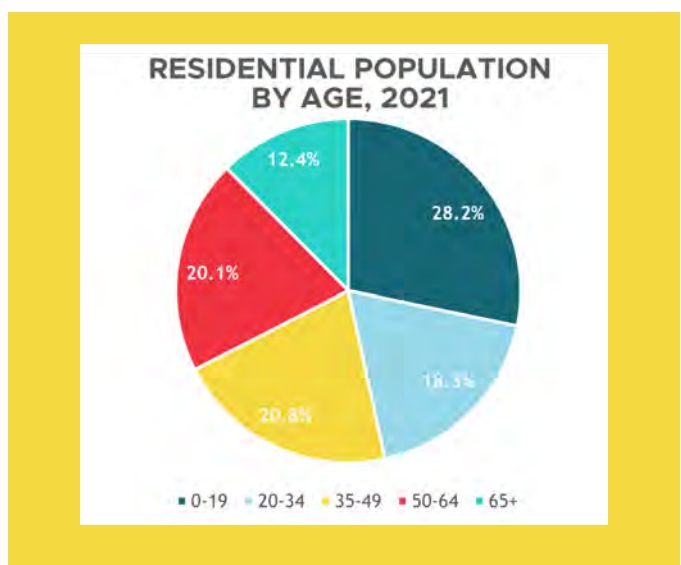
Since the last comprehensive plan update in 2018, these population and demographic trends have continued in a similar pattern. The county grew by an additional 6% overall, up to approximately 245,235 residents by 2021 (per the American Community Survey). The population has continued to diversify, and by 2021 over 50% of residents in the county were Black. Figure 3 provides a picture of how the racial and ethnic demographics changed over just a three-year period.

The median age for a person living in Henry County is currently 37.1 years old according to Census data from 2020. This number is higher for females than for males, with the median age for each being 38.1 and 35.7, respectively. The county as a whole skews younger, with residents between the ages of 0-19 comprising 28.2% of the total population. In contrast, those of retirement age (aged 65 years and older) are 12.4% of the population (Figure 4). However, when adjusted to include people who are approaching this demographic by adding people aged 55 and over, this number increases significantly to just over a quarter of the population. As this population continues to age, there will be a need for the county to provide support to them aging in place.

**FIGURE 3. POPULATION BY RACE**



**FIGURE 4. POPULATION BY AGE**





**FUTURE PROJECTIONS**

The next few decades appear to hold steady with the current rate of growth, at least based on projections by the Atlanta Regional Commission (ARC). While not exact, these projections have been shown to be reasonably accurate and are a good measure of what to expect using recent trends as a model. For example, in 2015 the ARC projected a 2020 population for Henry County of 246,317 people--only slightly below the population count collected during the 2020 Census.

With that in mind, by the year 2030 the ARC projects an additional 50,000 people will reside in Henry County. For 2040 that number increases to a total of 92,000 additional people, and by 2050 the projection is for roughly 370,000 total people living in Henry County—a difference of nearly 130,000 compared to the current population. These projections are based on the rate of growth staying at its current pace of 1.8 to 2.0% and do not consider the outcome if the county were to modify its land use policies.



**>> 2.2 JURISDICTIONS + NEIGHBORS**

**LOCAL MUNICIPALITIES**

Within Henry County there are four incorporated cities: McDonough, the county seat; Hampton, Locust Grove, and Stockbridge. McDonough and Stockbridge are the largest of the four cities based on population, as each city can lay claim to more than 28,000 residents at the time of the 2020 Census. Hampton and Locust Grove are smaller but expanding cities experiencing rapid growth within the past decade, though both places still have fewer than 10,000 residents according to the latest Census data. It should be noted that some of these population increases do not represent true growth, but are a reflection of recent annexations.

In this comprehensive plan update cycle, the cities of Henry County elected to develop their own individual plans. These plans were still underway and/or in draft form at the time of the county’s update, but all of the cities were invited to participate in the County’s Comprehensive Plan Steering Committee to encourage coordination and collaboration.

**NEIGHBORING COUNTIES**

Henry County shares its borders with six different counties. To the north and west are DeKalb and Clayton, respectively. Due in large part to their proximity to the City of Atlanta and Hartfield-Jackson Atlanta International Airport, these two counties trend slightly more urban and urban-suburban in their character, especially in comparison to the other neighboring counties. To the east of Henry County are Rockdale and Newton Counties and to the south are Butts and Spalding Counties. These four counties are generally more suburban and rural in nature, and more closely echo the varying composition of Henry itself.

As part of the planning process, each of Henry County’s neighbors’ comprehensive plans were reviewed with an eye towards land use policies at the border with Henry. In general, most of these plans are consistent with the county’s land uses, and show rural or low density suburban uses near Henry County. The exception is Lovejoy in Clayton County, which is growing rapidly with growth pressure spilling over into southwestern Henry.



**FIGURE 5. CITY POPULATIONS IN HENRY COUNTY**

	<b>HAMPTON</b>	<b>LOCUST GROVE</b>	<b>MCDONOUGH</b>	<b>STOCKBRIDGE</b>	<b>UNINCORP. HENRY COUNTY</b>
2000	3,968	2,402	8,224	9,658	95,089
2000 - 2010 GROWTH %	76.1%	124.9%	168.5%	165.4%	51.2%
2010	6,987	5,402	22,084	25,636	143,813
2010 - 2020 GROWTH %	19.8%	65.6%	31.5%	13.0%	15.0%
2020	8,368	8,947	29,051	28,973	165,373

SOURCE: US CENSUS

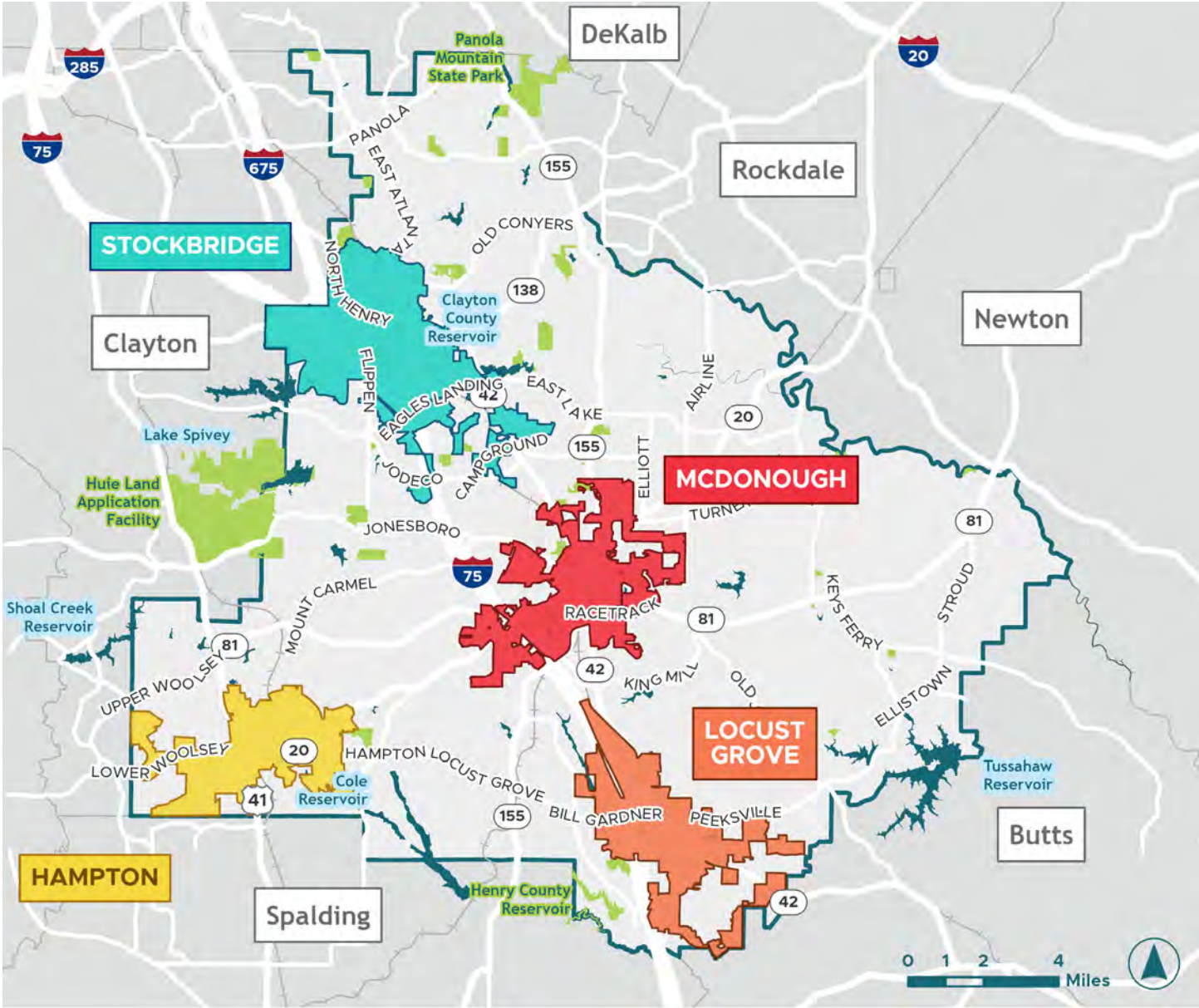
**FIGURE 6. NEIGHBORING COUNTY POPULATIONS**

	<b>BUTTS</b>	<b>CLAYTON</b>	<b>DEKALB</b>	<b>NEWTON</b>	<b>ROCKDALE</b>	<b>SPALDING</b>	<b>HENRY</b>
2000	19,522	236,517	665,865	62,001	70,111	58,417	119,341
2000 - 2010 GROWTH %	21.2%	9.7%	3.9%	61.2%	21.5%	9.7%	70.9%
2010	23,655	259,424	691,893	99,958	85,215	64,073	203,922
2010 - 2020 GROWTH %	7.5%	14.7%	10.5%	12.5%	9.8%	5.0%	18.0%
2020	25,434	297,595	764,382	112,483	93,570	67,306	240,712

SOURCE: US CENSUS



>> **MAP 2. NEIGHBORS + JURISDICTIONS**



**LEGEND**

- Neighboring Counties
- Lakes and Reservoirs
- Parks and Greenspace
- Railroads



## >> 2.3 RELATED PLANS

### 2018 COMPREHENSIVE PLAN

The county's previous comprehensive plan was completed in 2018 and highlighted several strengths, such as proximity to the Interstate; the history and appealing character of the local cities and neighborhoods; and the amount of land available and suitable for new development. The plan also discussed a few areas of concern that are still relevant topics in Henry County today including traffic congestion, the lack of housing options, needed infrastructure improvements (specifically roadways), and uncertainties regarding the rapid rate of growth.

Additionally, the 2018 plan discussed the ongoing expansion of the industrial and warehousing sectors in the county and how residents felt that there should be more emphasis on attracting professional or office jobs. While these identified strengths and areas of concern may seem at odds with each other, it highlights the often complex and dichotomous nature of growth and development and the community expectations that arise during the planning process.

Another aspect of the 2018 comprehensive plan was the creation of a Future Community Map. This map was a high-level overview of the county and established character areas based on projected growth and anticipated development types. The Future Community map was essentially a very generalized picture of future land uses in the county. These 11 land use categories laid out a vision for the type and intensity of development within the county.

### 2022 COMPREHENSIVE TRANSPORTATION PLAN (CTP)

In 2022 Henry County and its municipalities collaborated on a comprehensive transportation plan, the Henry County Comprehensive Transportation Plan (CTP). The plan reviewed and analyzed the data that contributes to travel demand and how future transportation projects will meet the needs of the county. An overarching theme focused on the projected urbanization through population growth and the expected travel demand from new residential, commercial, and economic centers through the I-75 corridor. It also referenced the information contained in 2018 comprehensive plan and other localized plans and studies. The goal of the plan was to provide a centralized, coordinated guide for recommendations on the future of transportation improvements in Henry County.

The CTP identified several transportation-related needs for the county to consider moving forward. Given the rapid growth in the county since the 1990s it is not surprising that the plan focused largely on the shortcomings of the roadway system, as the county's population explosion has outpaced its infrastructure investments. Because of this, most of the recommendations from the plan concentrate on increasing roadway capacity.

There were several recommendations from the CTP that will play a large part in how Henry County should focus its investment to move forward over the next few decades. The CTP identified short-term, mid-term, and long-term transportation projects to alleviate current and projected traffic concerns.



## 2022 TRANSIT PLAN

Similarly, and in tandem with the CTP, the Transit Master Plan (TMP) presents an overview of the existing conditions, analyzes the needs, and provides a guide for recommended projects, but focuses specifically on a transit vision for the county. The existing conditions reviewed current and past transit capabilities in Henry County, while the needs assessment reviews socioeconomic data and land uses to identify the most advantageous transit projects to support the residential community's demands.

Henry is currently served by two transit systems: Henry County Transit, which provides on-demand service to residents during the weekdays, and The ATL, which operates four commuter bus routes at fixed park-and-ride locations. The ATL provides service to Downtown and Midtown Atlanta from McDonough, Stockbridge, and Hampton. The TMP recognizes the importance of the framework these two transit services have established in the county as a major asset to the future of transit within Henry. Continued population growth and development patterns provide an opportunity for the expansion of current transit programs like the Henry County Transit service to provide a safe and dependable high-quality transit system that enhances the quality of life and delivers mobility options for more county residents.

The TMP recommends that higher density developments be focused around proposed future transit hubs, and that an emphasis on increasing the availability of sidewalks in tandem with a more robust trail network will be crucial to the overall health of the transportation systems within the county.



*SPLOST roadway project under construction*



*Future bus branding for Henry Connect  
Image Source: [mhfnews.org](http://mhfnews.org)*



## 2022 TRAILS PLAN

Concurrent with the Henry County CTP, a separate document was produced focusing entirely on the county trail system. Though the findings of the Henry County Trails Plan were incorporated into the overall CTP, it should be regarded as its own document with a comprehensive focus on needs and opportunities related to bicycle and pedestrian infrastructure.

The plan details the desire of the county and its cities for expanding the trails network within Henry and is supported by both residents and elected officials. At the time of the study, there were only a handful of existing trails in the county: one located within Stockbridge, one in McDonough, one in Hampton, and a small segment of the Panola Mountain Greenway in the northeast. The trails plan also recognized certain areas within the county which—due to factors such as current land uses and proximity to local cities, schools, parks, activity centers, and other services—were established as the highest propensity areas for potential pedestrian/bicycle needs and the focal point in the future development and expansion of the trail network. Advice on wayfinding and branding, funding, preservation of trail right of way, and a future trail map were all offered as part of the study.

## 2010 HUDSON BRIDGE – JONESBORO ROAD LCI

In 2010 Henry County was awarded a Livable Centers Initiative (LCI) grant from the ARC to study the area along I-75 between Hudson Bridge Road to the north and Jonesboro Road to the south, concentrating on parcels roughly ½ mile to the east and west of the Interstate corridor. Most of the area in the study was in unincorporated Henry County, though a portion to the north contained small sections of the City of Stockbridge. In total, more than 1,300 acres of land were included in the LCI, much of it undeveloped.

The results of the LCI echo themes from the 2018 comprehensive plan and still rings true today. There are needs in the employment sector, with many of the jobs in the area being related to the service or industrial uses. The plan discussed the assets of nearby natural resources and encouraged the protection of these areas, recommending the creation of a multi-modal trails system. The LCI study noted that there was a strong existing retail framework—47% of the 555 developed acres in the study area was commercial—but lacked the nearby density to support it. The report advocated for the county to focus on investing in pedestrian-oriented developments with a broader mix of uses, suggesting that more multi-family residential be constructed in the areas close to the retail.



*Boardwalk trail at Panola Mountain State Park; Image Source: Visit Henry County*



## >> 2.4 LAND USE

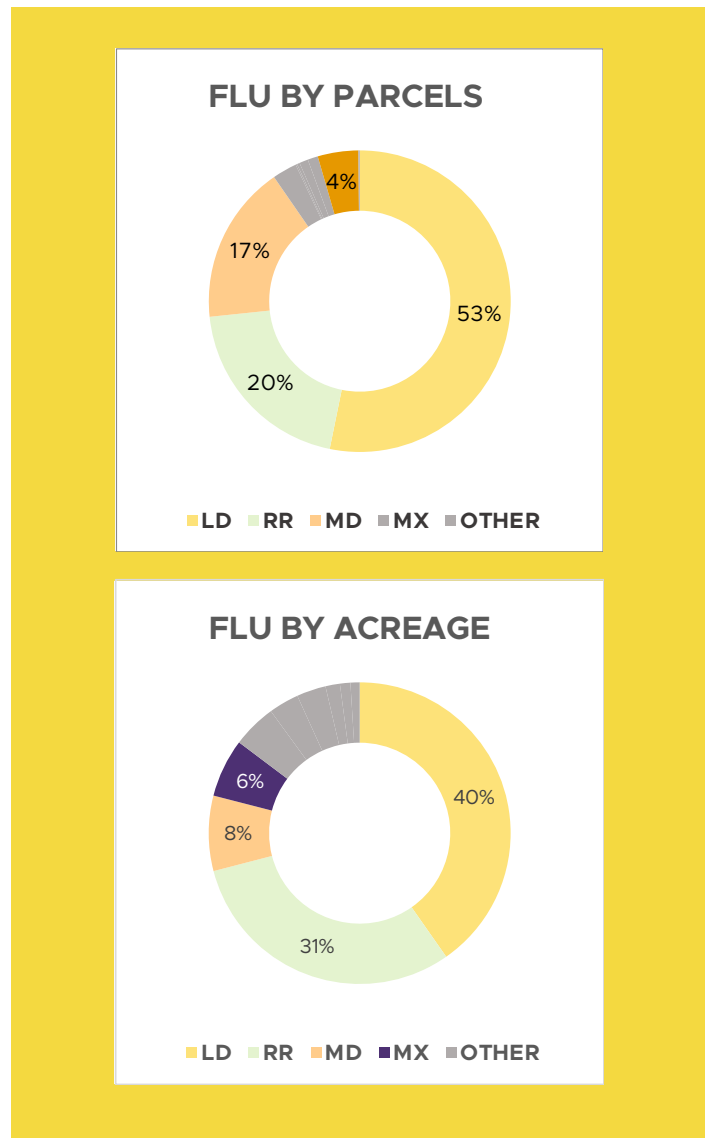
Henry County spans a large geography and includes a growing diversity of land uses. The regions in the north and northwest are closer to the heart of the Atlanta region; as such, the built environment is much more suburban, especially around Stockbridge. Lot sizes are typically smaller when compared to those areas in the southern part of the county, which have maintained a more rural character. There is also a stronger commercial presence along major arterial and collector roads.

I-75, which enters the county in the northwest near Stockbridge and exits south of Locust Grove, has had a significant impact on land use, giving rise to areas of dense retail around the Interstate exits and attracting an industrial and warehousing sector in the area south of McDonough near Highway 155. Meanwhile the eastern part of the county mimics somewhat the built environment of the south, with larger, rural residential lots and less commercial development.

The county also has several State Routes, many of which lead to McDonough. This convergence of major roadways, the presence of the county seat in McDonough, and the historic importance of the railroad there, has led to more density in the area surrounding McDonough. The same is true of the areas near Stockbridge, though for reasons that can be attributed more to its proximity to Atlanta and spillover growth. Meanwhile, Hampton, Locust Grove, and their surrounding environs have mostly avoided the transition to a suburban character and have largely maintained their more rural nature. The exception to this is the Atlanta Motor Speedway in Hampton, a large area of land devoted to larger scale entertainment uses.

The current future land use (FLU) map, adopted with the 2018 plan, has 11 different future land use categories. However, four of those land use designations account for 94% of all the parcels and 80% of the total acreage within the county. These are the Low Density (LD), Medium Density (MD), High Density (HD), and Rural Residential (RR) land use categories, all of which are specified solely for residential uses. When combined, the two lowest

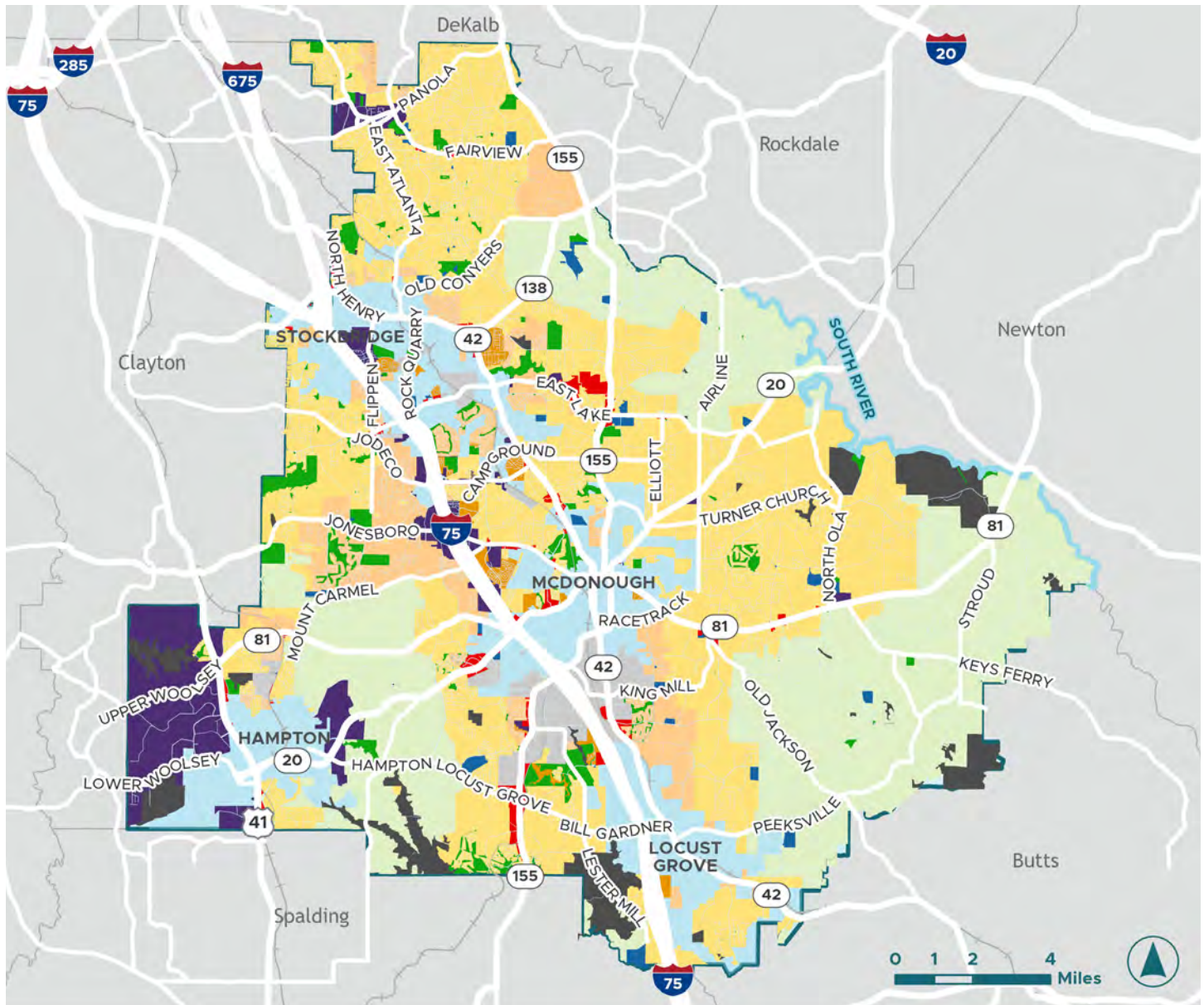
**FIGURE 7. FUTURE LAND USE (FLU) DISTRIBUTION**



density designations, LD and RR account for 73% of the parcels and 71% of the acreage in the county (Figure 7). With so much of the county dedicated to a single use, the remaining areas bear the burden of servicing the residents of Henry County with non-residential uses. This includes commercial, retail, and restaurants as well as healthcare, parks, and community centers. The Mixed Use designation, which allows a variety of commercial and residential uses, is a majority of the remainder but still only accounts for 2.5% of the total land use by parcels, while the industrial designation accounts for 1% by the same metric.















## >> MAP 3: 2018 FUTURE LAND USE MAP



*Note: This is the Future Land Use Map as submitted in the 2018 Comprehensive Plan and does not show map changes made since then; the intention of this map is to show our starting point as the baseline for evaluating changes since.*

### LEGEND

 Incorporated Areas	 Medium Density Residential	 Industrial
 Mixed Use	 High Density Residential	 Public/Institutional
 Rural Residential	 Commercial	 Park/Rec./Conservation
 Low Density Residential	 Office Institutional	 Transportation/Communication/Utilities





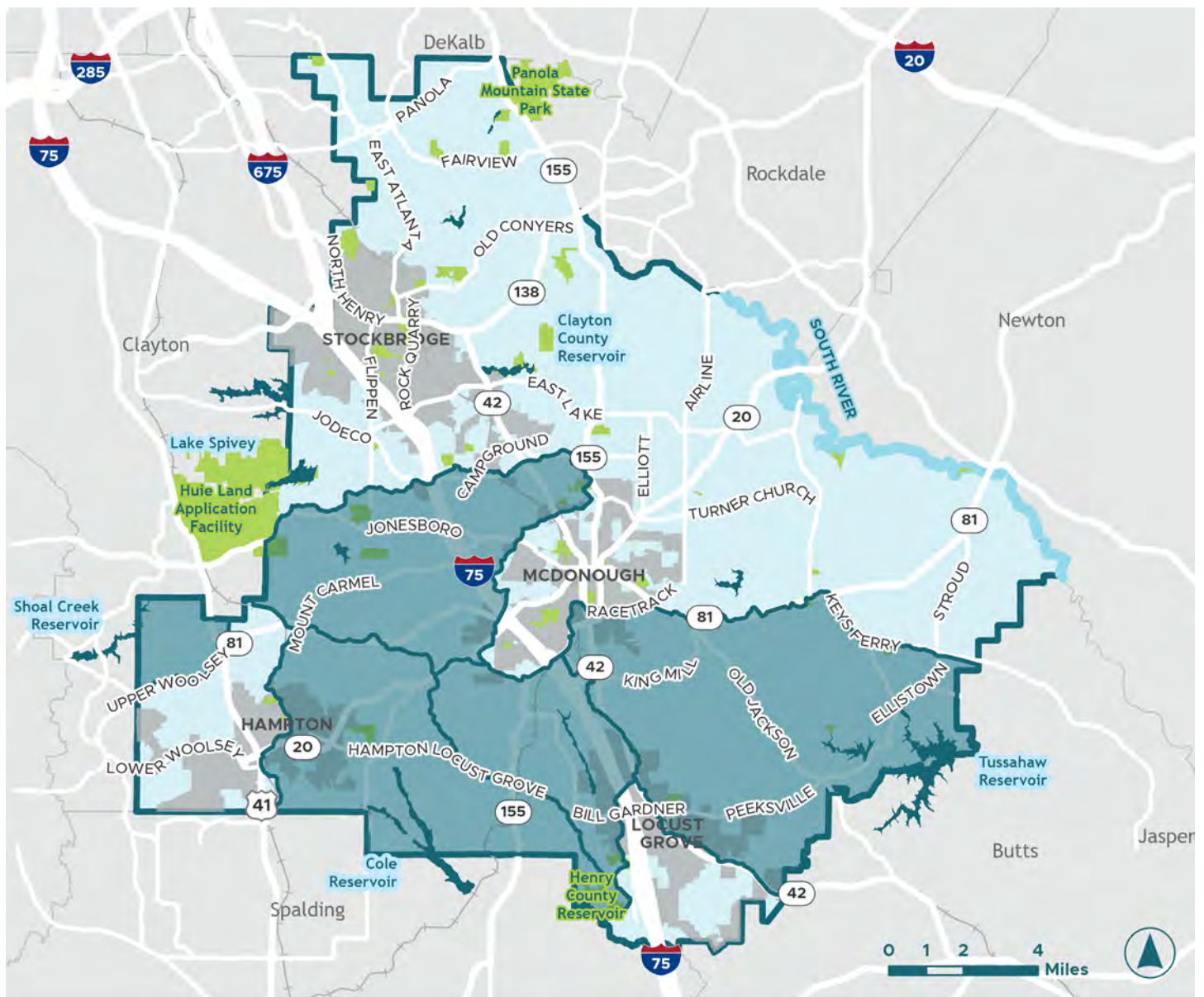
*Tussahaw Reservoir; Image Source: Henry County Water Authority*

The county also has an area designated for lower density uses that supersedes the future land use map. This is regulated in part by the watershed protection ordinance. The ordinance is intended to limit development inside its boundaries and offer an additional layer of protection against higher density developments within the Tussahaw, Indian Creek, Long Branch Creek, Towaliga Creek, and Shoal Creek watersheds. The watershed protection ordinance augments the zoning standards by placing restrictions on uses allowed within the watershed areas, increasing the minimum lot size requirements in these areas, enhancing site design standards and placing additional regulations on the use of impervious surfaces and septic tanks. It also creates buffers to watersheds and streams that are more restrictive than what the State of Georgia requires.



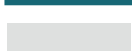



While the future land use tells part of the story, it is important to remember that the future land use map is really a policy instrument to guide zoning—specifically rezoning requests. Zoning is the tool that regulates improvements that can be made on a piece of property, sets standards such as minimum lot sizes and setbacks or yards, and implements regulatory aspects of the comprehensive plan’s land use policy. Theoretically, land use and zoning are aligned in such a way that multiple zoning districts are compatible with a single land use category, offering flexibility in the land use policy to adapt over time as conditions in the county evolve.



## >> MAP 4: WATERSHED PROTECTION AREAS



### LEGEND

	Watershed Protection Areas		South River
	Neighboring Counties		Railroads
	Lakes and Reservoirs		
	Parks/Greenspace		



## REVIEW OF MAJOR PROJECTS

Since the last comprehensive plan update in 2018, Henry County has developed rapidly. In the past five years alone (as of April 2023), there were 96 major new development projects in the unincorporated area including large-scale developments of both single and multi-family residential uses, commercial and retail developments, and industrial or manufacturing based uses.

Developments permitted since 2018 were generally comprised of new residential communities on formerly undeveloped land, or the occasional re-establishment of previously approved or platted residential subdivisions that had gone dormant. Of the 96 major projects, more than two-thirds (65 total) were single-family residential developments, with an additional 9 projects recognized as multi-family residential. In all, residential land uses accounted for approximately 77% of the major projects

during the 5-year time frame—a number consistent with current land use and zoning policies. Another 20% (19 total), split nearly evenly in number, were commercial or industrial land uses. The remaining 3% were identified as being associated with either healthcare or civic/institutional uses.

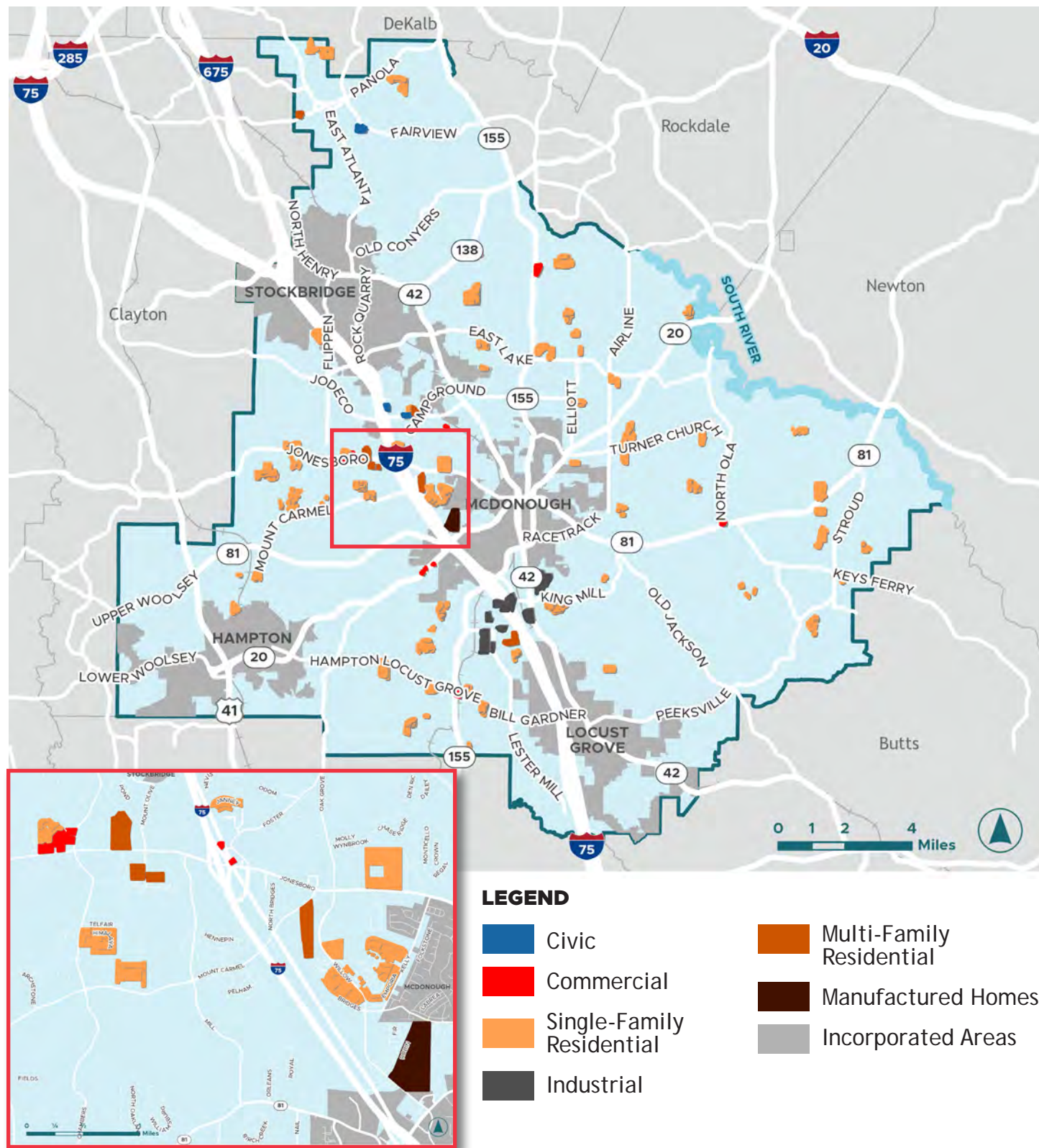
Geographically there were major land use changes dispersed throughout the county, though Map 5 shows the largest concentration of new development happened in the areas closest to I-75 and within the approximate geographic center of the county. It is within this development “hot zone” where much of the non-residential growth occurred. With the exception of a few commercial developments in the Kelleytown and Ola communities, the major land use changes in the county outside of this hot zone are predominately residential in nature.



*New apartment development on Mount Carmel Road near I-75; Image Source: Carmel Vista Apartments*



## >> MAP 5: LAND DEVELOPMENT PERMITS BY TYPE, 2018-2022







*The Grove Master Plan—a proposed high-impact development; Image Source: Geosam Capital*

## PIPELINE PROJECTS

Along with the major land use changes that were revealed by the building permit data, several other projects were identified which will have a future impact on land use within the county. These projects are being referred to as “pipeline” projects as they have not yet finalized the entitlement or permitting process and are typically in the preliminary design stage. In total there are 19 projects considered impactful enough to qualify as pipeline projects.

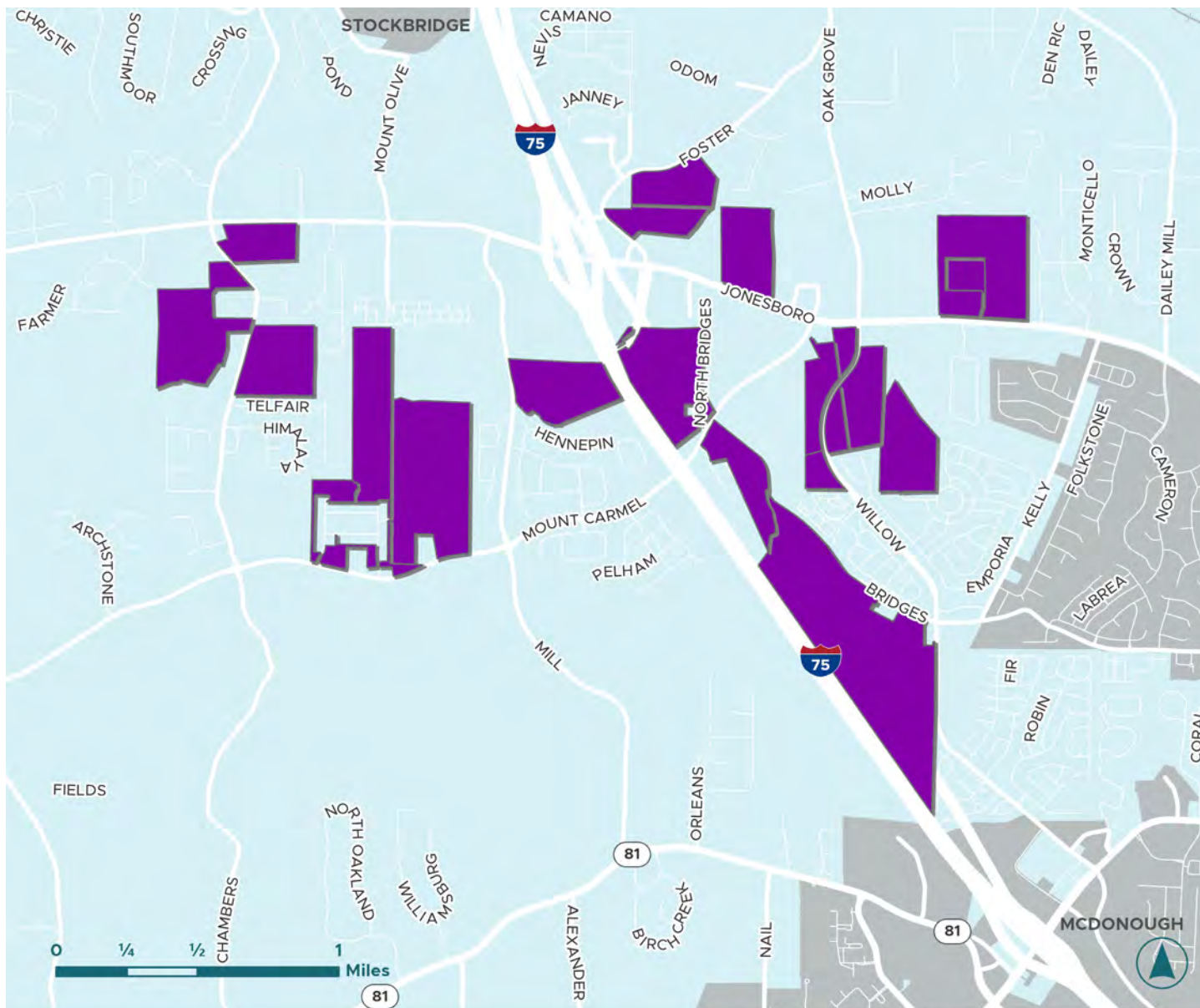
Apart from the construction of the Birch Creek Elementary school, the pipeline projects are mostly residential and include a mix of multi-family apartments, attached single-family townhomes, and detached single-family houses. Using information gathered from recent rezoning cases it does appear that several of the pipeline projects will be mixed-use, with plans to incorporate a

variety of non-residential uses such as retail and office spaces. In a similar pattern to what emerged during the major projects analysis, the pipeline projects are generally clustered immediately north and south of Jonesboro Road and within approximately 1.5 miles of I-75 (Map 6).

Another high-impact project in the pipeline is The Grove, located in the far southwestern corner of the county at the former location of the “Megasite.” As currently proposed, The Grove would add about 670,000 square feet (SF) of retail/commercial, 1.32 million SF of commercial multi-use, a hotel, 3,760 multi-family units, and 3,400 single family units across 1,278 acres. This is a massive development that, if it is implemented, would fundamentally alter the development trajectory of this now-rural part of the county, and the relatively undeveloped areas between it and I-75.



## >> MAP 6: PIPELINE PROJECTS JONESBORO ROAD AND I-75



### LEGEND

- Pipeline Residential/Mixed Use Projects
- Incorporated Areas



## >> 2.5 HOUSING

Henry County experienced a surge of population growth beginning in the 1990s and continuing into the mid-2000s. The availability of undeveloped land, the accessibility of I-75, and the proximity to regional employment centers available in nearby Atlanta were a major attraction for the development of housing, contributing in large part to the overall population increase.

The effect of this growth has been the transition from what was once a rural and agriculturally based county to a suburban bedroom community. Although there are still parts of Henry County that retain the rural nature that once dominated the landscape, the proliferation of residential development has spread throughout the county, drastically altering the character of the built environment and the lives of people who reside there.

Housing in Henry County since the 1990s can generally be characterized by the rise of suburban single-family subdivisions as developers have taken advantage of this rural to suburban transition. The availability of large tracts of land that were once agricultural or retained by family-/estate-owned properties has been a significant contributing factor in the change.

According to the US Census American Community Survey (ACS), there were approximately 88,830 total housing units in Henry County by the end of 2021. Out of these units an estimated 84.7% are single-unit detached structures, the typical single-family house type. This number has been consistent over the past few years as a similar percentage of the total housing units in 2018 were also in single-unit detached structures (86.9 %per the ACS). These single-family units are generally located in neighborhoods which have been developed as self-contained developments, resulting in a pattern of growth with little connection to adjacent communities, both physically and socially.

Of the housing units available in the county in 2021 there

were roughly 84,978 occupied, meaning about 4% of the total units in the county were vacant. A majority of these occupied units, or 76.4%, are owner-occupied, with the remaining units accessible for rental occupation. This is well above both the national average of 64.6% and the metro Atlanta average, which is more closely aligned with the national average at 64%.

The inclination towards larger housing is commonplace, as 86% of all the available housing units within Henry County have three or more bedrooms. Given the high rates of detached single-family houses and current policies this is not surprising, though it does suggest that there is a large proportion of the population whose housing needs are not being met by the existing housing stock.

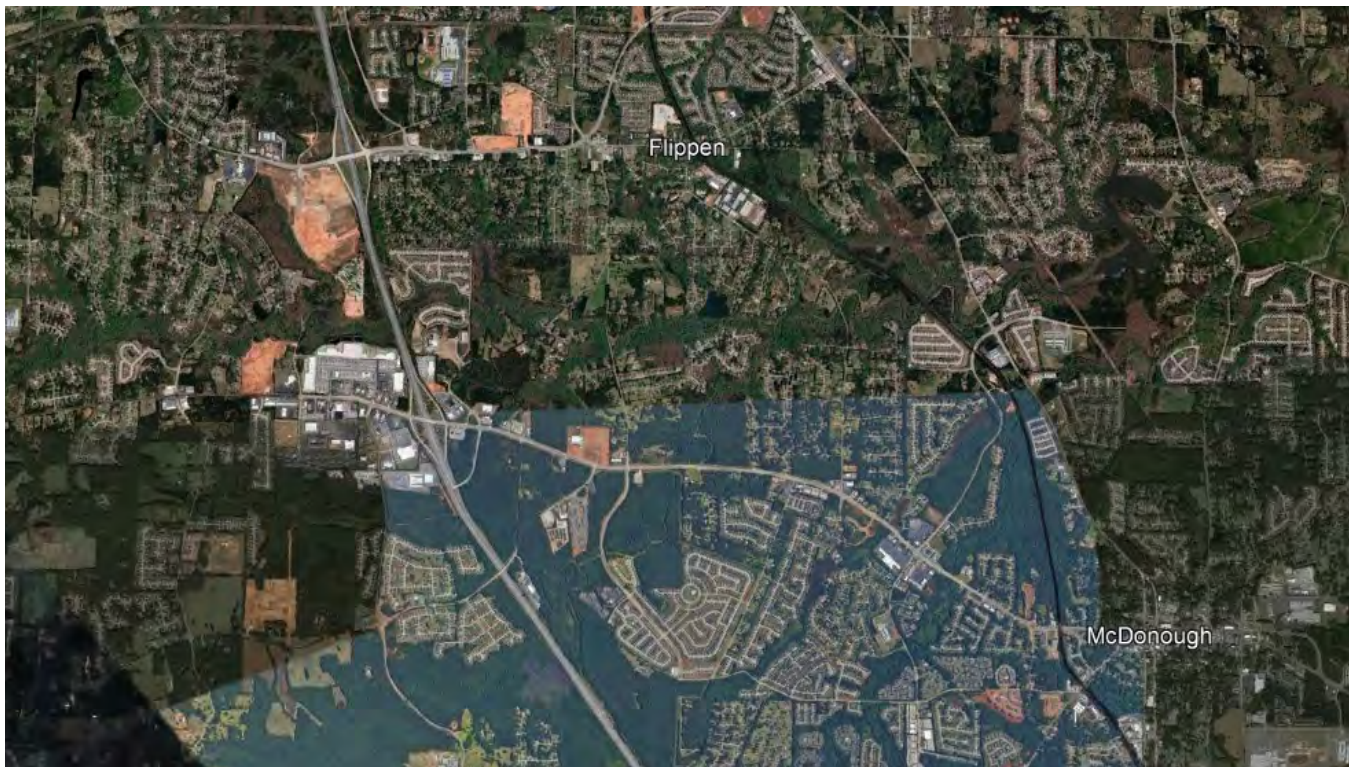
While in the past the tendency has been a preference for the development of detached single-family houses, there has been a recent trend towards more dense housing. Since 2018 the county has issued permits for the construction of nine apartment-style multi-family developments and several other attached single-family housing types (i.e., townhouses). There are also quite a few recent proposals in the pipeline that diverge from the traditional housing development in terms of their construction type and density.

However, because of the current land use policy—which has been guided in part by traditional definitions on what is considered a “typical” home—the frequency of detached single-family developments is still the predominant housing option. As the county quickly approaches a quarter of a million residents, the timing is optimal to review and adjust the policies that have created the current housing environment and ensure that a variety of housing is being offered that can cater to the diversifying population and changing viewpoints on how people are choosing to live.





*Aerial photo of Henry County, circa 1993. (Source: Google Earth)*



*Aerial photo of same location, 2022. The effects of decades of suburban growth are clearly visible. (Source: Google Earth)*



## >> 2.6 TRANSPORTATION



*Intersection improvement at Campground Road and Winbrook Drive*

Henry County's existing transportation system reflects its changing position in the Atlanta region—a once rural, bedroom community transitioning into a more urban-suburban place. The County is currently working diligently to expand its rural transportation bones into a system that can better accommodate more intense growth pressures, from widening roadways to becoming incrementally more multi-modal with better sidewalks and a future transit system.

### ROADWAYS

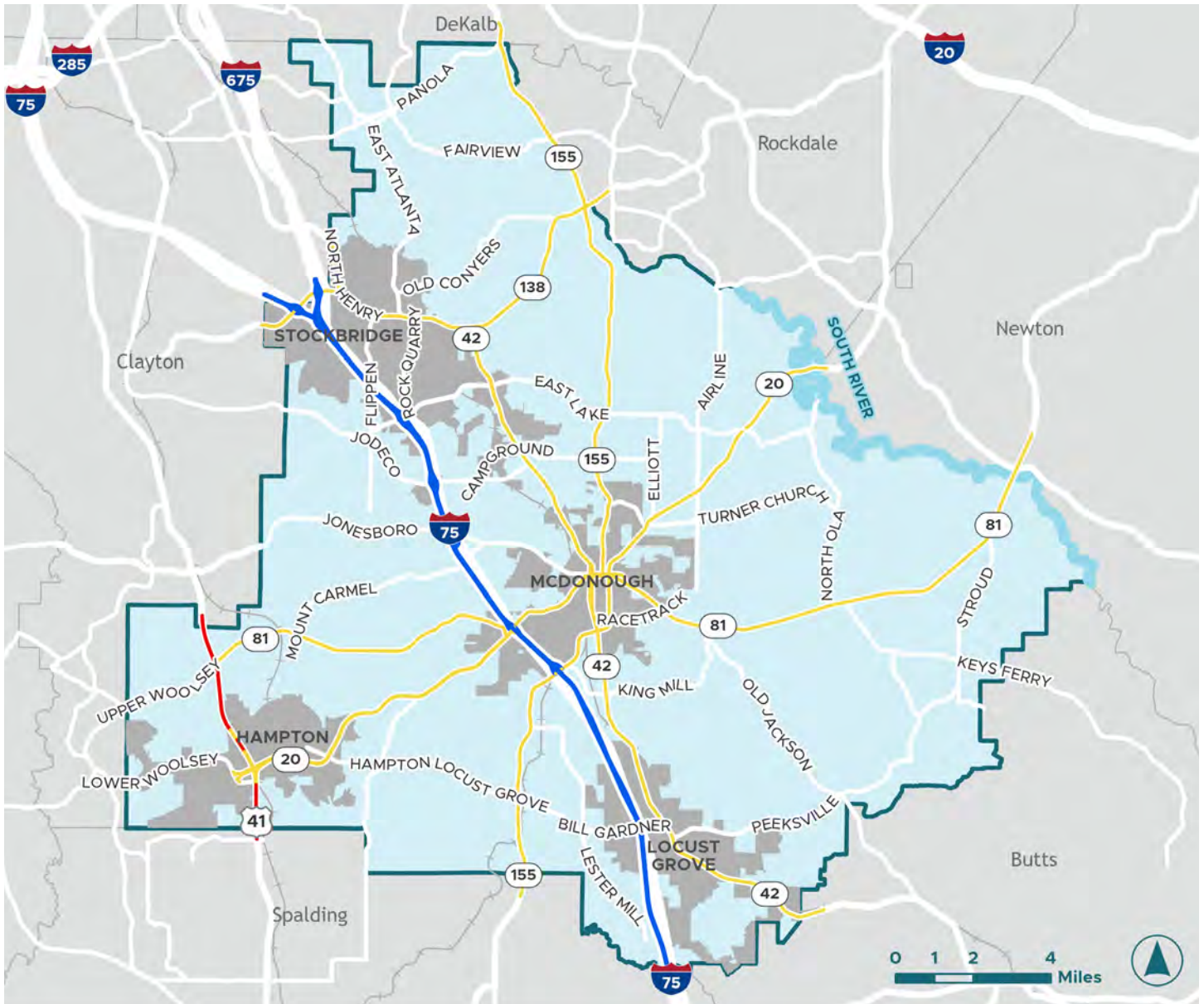
Henry County has a range of functionally classified roadways that include the Interstate (I-75 plus its interchange with I-675), principal arterials, major and minor collectors, and local roads. These classifications represent factors such as the access they provide to residential and other land uses, the number of lanes, and the speed limit. The amount of centerline miles varies from 25.8 miles of Interstate (1.6% of the total) to 1,278 miles of local roads (76.7% of the total).

### Roadway Management

Responsibility for the planning, operations, and maintenance of the roadways is influenced by the governmental agency whose control they are under. The Interstates, US Routes, and State Routes (SR) are under the purview of the Georgia Department of Transportation (GDOT) while local roads such as Jodeco Road and Eagles Landing Parkway are the responsibility of Henry County. In addition, roadways within incorporated city limits are the responsibility of that city. Further complicating matters is one of the State Road and Tollway Authority's (SRTA) facilities operated and maintained in coordination with GDOT, the managed lanes that are in the median of I-75 through Henry County.



## >> MAP 7. GDOT-MANAGED ROADWAYS



### LEGEND

- Interstate
- US Highway
- State Routes
- Incorporated Areas



## Traffic + Level of Service

Like most parts of the Atlanta region, traffic is a major consideration in Henry County. Traffic volume data is collected and then reported via GDOT's Traffic Analysis and Data Application (TADA). The highest daily volumes are at the northern end of I-75 and average more than 170,000 cars per day. Although volumes do decrease further south on I-75, they are still high at the southern end of the county, with approximately 90,000 vehicles per day. On surface streets the traffic volumes are highest in proximity to the interchanges with I-75. Many of these are within the county's cities such as SR 138 in Stockbridge (which reports approximately 40,000 vehicles per day) and parts of Jonesboro Road in McDonough (approximately 30,000 vehicles per day).

One way to simplify traffic data is to look at Level of Service (LOS). This measure consolidates congestion and delay data into six categories, A through F, with LOS

A being the least congested and LOS F being the most congested. The information is most often reported for the morning and evening peak commuting times. Although there is congestion in many parts of the county, it is the State Routes that experience the highest level of congestion and delay (LOS E and F) during one or both peak commuting periods.

## Crashes

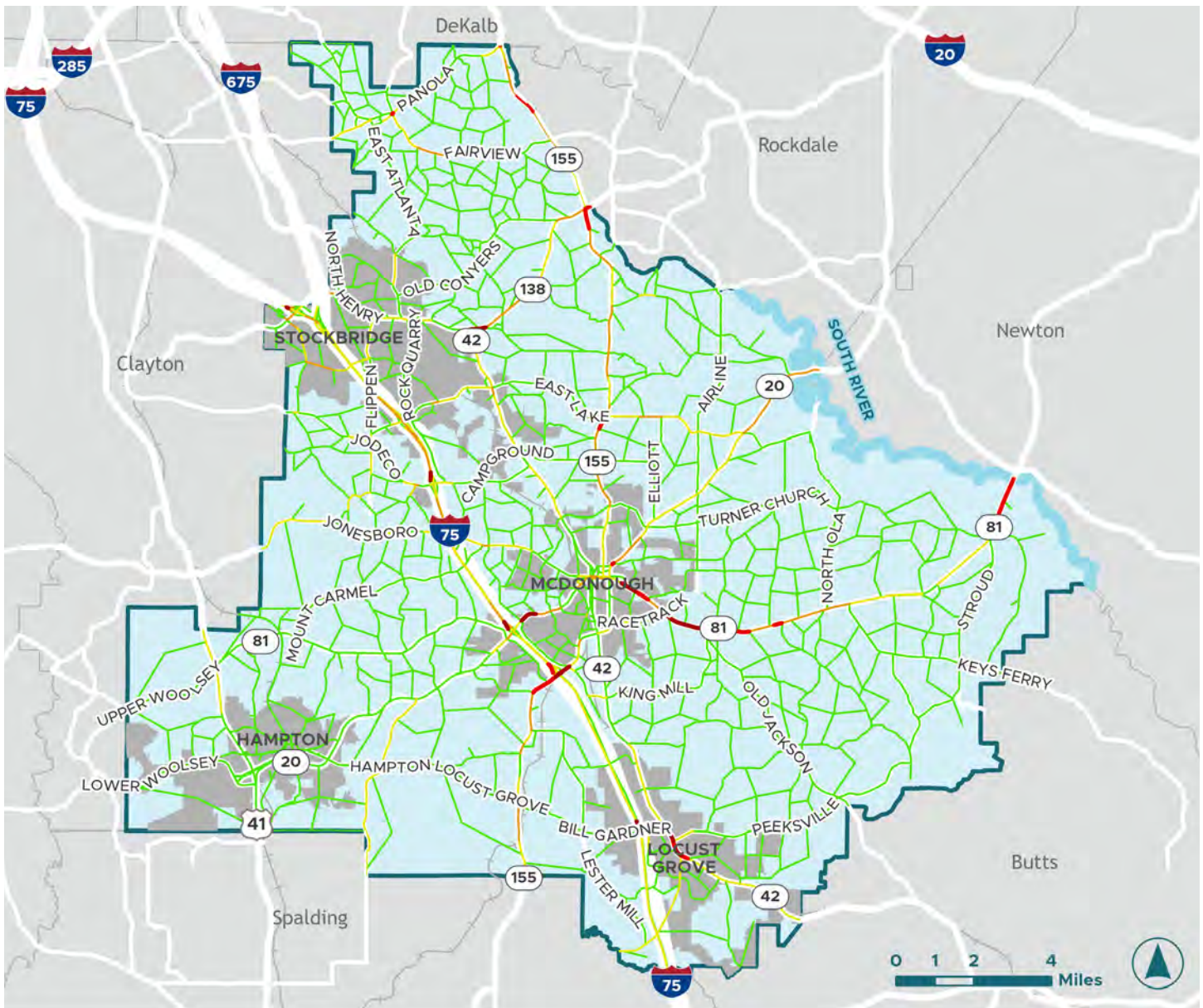
Crash record data is collected and then reported via GDOT's Georgia Electronic Accident Reporting System (GEARS). Crashes occur more frequently where there are higher speeds and higher volumes. In Henry County the crash hotspots are centered around the interchanges on I-75. From a recent analysis the highest percentage of crashes are the rear end type; fatal crashes were 0.2% of the total crashes that occurred in Henry County.



*Henry County's recent roundabout investments through SPLOST*  
*Image Source: mhfnews.com*



## >> MAP 8. CURRENT LOS



### LEGEND

Level of Service:





## FREIGHT

Because of its location between the Port of Savannah and the core of the Atlanta region, Henry County is one of the most important centers for warehousing and distribution in Georgia, resulting in large amounts of truck traffic. This not only impacts I-75, but also all the State Routes in the county, which by law cannot prohibit truck traffic. The increase in heavy vehicles has impacted traffic operations and pavement quality, and has contributed to an increase in crashes.

In addition to trucking, the railroads play a role in freight in Henry County. Norfolk Southern has three lines in the county: one through Hampton that roughly parallels US19/US 41 to the east; one that parallels SR 155 which then merges; and a third which parallels SR 42/US 23 and goes through Locust Grove, McDonough, and Stockbridge. There are 42 public railroad at-grade crossing associated with these lines. The trains can cause delays as they have the right-of-way; this condition is anticipated to be exacerbated as more freight is transported by rail from the increased activities at the Georgia ports.

## SIDEWALKS, BICYCLE FACILITIES + GREENWAYS

Henry County recently completed an inventory and analysis of the available sidewalk network. Even though sidewalks have been added in recent years, in unincorporated Henry County sidewalks are primarily within residential subdivisions. There is very little pedestrian infrastructure along arterials and collectors, and between residential subdivisions.

Bike facilities can take a number of forms such as shared travel lanes marked with sharrows, on-road bike lanes, multi-use side paths, and greenways. As it stands today Henry County has very few bicycle facilities; those that



*Wayfinding signage on the Panola Mountain Greenway  
Image Source: Path Foundation*

exist are isolated and do not connect with each other. One of the strongest facilities is a multi-use greenway trail extension from the Panola Mountain Trail system provides an extension as a pedestrian bridge over SR 155 to Austin Road Middle School.



## TRANSIT

Transit in Henry County is currently limited. Fixed route transit service was started a few years ago in a specific area of northern Henry County but was discontinued because of very low ridership. MARTA currently only provides local service to the Henry County line.

However, the Henry County Transit Department operates an on-demand service with reservations required. The for-fee service operates Monday through Friday from 6 am to 6 pm. The Transit Department also coordinates with the Georgia Department of Human Services to provide human services transportation for eligible individuals.

Additionally, the regional transit authority, The ATL, offers express routes from four park and ride lots in the county. The morning inbound routes are destined to Downtown and Midtown Atlanta, while in the afternoon/evening the outbound trips return to the park-and-ride lots. Commuters can also access vanpool services provided by SRTA with Georgia Commute Options providing ride matching services.

## SPLOST + TSPLOST

An integral part of planning for future improvements is to identify funding sources to pay for preliminary engineering, environmental mitigation, utility relocations, property acquisition, and construction. Henry County has two major revenue generating mechanisms in place: SPLOST and TSPLOST.

Henry County voters have approved a 1 cent sales tax to fund improvements including those related to transportation. The Special Local Option Sales Tax (SPLOST) projects are intended to improve quality of life, levels of service, protect public safety, and control environmental impacts. Voters have also approved another 1 cent sales tax as a Transportation Special Purpose Local Option Sales Tax (TSPLOST). This additional sales tax on goods and services, raises money to fund only transportation projects in Henry County and its municipalities.



*Henry TSPLOST branding  
Image Source: Henry County*



## >> 2.7 ECONOMIC DEVELOPMENT

By many measures, Henry County is economically healthy—its high level of residential growth and increasing traffic are testaments to that. But it also has its challenges, such as a lack of job diversity and a higher unemployment rate than the broader metro region. This section provides a high-level profile of key economic factors, such as employment and income, types of businesses in the county, educational institutions, and the tax base.

### EMPLOYMENT + INCOME

In 2021, an estimated 120,813 Henry County residents were in its civilian labor force. Henry County's unemployment rate was 7.5% in 2021, which exceeded

the Atlanta region (5.4%) and State (5.5%).

Henry County's median household income was \$74,614 in 2021, just shy of the Atlanta region (\$77,589) but well above the State's (\$66,559). However, it should be noted the income gains in Henry County since 2011 have been more modest than the Atlanta region and Georgia as a whole (Figure 8).

In 2021, Henry County had a greater percentage of its population earning incomes between \$50,000-\$99,999 than the Atlanta region and Georgia as a whole, but had a much lower percentage of households in the highest income brackets than the region (Figure 9).

**FIGURE 8. MEDIAN INCOME COMPARISON**

MEDIAN HOUSEHOLD INCOME	2011	2021	% CHANGE
Henry County	\$57,258	\$74,614	30.3%
Atlanta Metro. Statistical Area (MSA)	\$52,639	\$77,589	47.4%
Georgia	\$46,007	\$66,559	44.7%

SOURCE: US CENSUS

**FIGURE 9. HOUSEHOLD INCOME COMPARISON**

2021	HENRY COUNTY		ATLANTA MSA		GEORGIA	
	#	%	#	%	#	%
Total households	84,978		2,277,482		4,001,109	
Less than \$10,000	3,491	4.10%	112,178	4.90%	251,693	6.30%
\$10,000 to \$14,999	2,462	2.90%	65,529	2.90%	148,871	3.70%
\$15,000 to \$24,999	4,802	5.70%	144,370	6.30%	317,526	7.90%
\$25,000 to \$34,999	7,153	8.40%	162,636	7.10%	338,118	8.50%
\$35,000 to \$49,999	8,696	10.20%	236,630	10.40%	456,582	11.40%
\$50,000 to \$74,999	16,052	18.90%	380,313	16.70%	697,251	17.40%
\$75,000 to \$99,999	16,863	19.80%	313,095	13.70%	532,753	13.30%
\$100,000 to \$149,999	14,835	17.50%	401,290	17.60%	626,536	15.70%
\$150,000 to \$199,999	5,596	6.60%	204,682	9.00%	293,865	7.30%
\$200,000 or more	5,028	5.90%	256,759	11.30%	337,914	8.40%

SOURCE: US CENSUS



In 2020, the top four industries with the most jobs in Henry County were Retail Trade, Health Care and Social Assistance, Accommodation and Food Services, and Educational Services. Typically these sectors—particularly Retail Trade and Accommodation and Food Services—have lower wages than others, and can reflect a lack of office/“white collar” job opportunities nearby.

In 2020, Retail Trade industries in Henry County represented 10,801 jobs—the most of any sector. However, the classification that earned the most total

wages was the Healthcare and Social Assistance garnering over \$497 million; Transportation and Warehousing sector (48-49) was a close second, earning nearly \$421 million. This underscores the importance of looking beyond the quantity of jobs, and considering the how well paid these jobs are.

Another economic development data point is the Location Quotient (LQ). The LQ measures how concentrated a specific type of industry or cluster is in a place compared to the rest of the nation, and can signal a competitive

**FIGURE 10. 2020 JOBS BY SECTOR**

JOBS BY NAICS INDUSTRY SECTOR, 2020	COUNT	SHARE
Agriculture, Forestry, Fishing and Hunting	27	0.0%
Mining, Quarrying, and Oil and Gas Extraction	59	0.1%
Utilities	777	1.1%
Construction	2,180	3.2%
Manufacturing	3,279	4.8%
Wholesale Trade	2,846	4.2%
Retail Trade	10,801	16.0%
Transportation and Warehousing	6,506	9.6%
Information	1,470	2.3%
Finance and Insurance	1,438	2.1%
Real Estate and Rental and Leasing	901	1.3%
Professional, Scientific, and Technical Services	1,765	2.6%
Management of Companies and Enterprises	592	0.9%
Administration & Support, Waste Management and	5,415	8.0%
Educational Services	705	10.7%
Health Care and Social Assistance	9,091	13.5%
Arts, Entertainment, and Recreation	695	1.0%
Accommodation and Food Services	7,932	11.7%
Other Services (excluding Public Administration)	1,356	2.0%
Public Administration	3,117	4.6%

SOURCE: ONTHEMAP.CES.CENSUS.GOV



advantage or an element that makes a local economy unique. Unsurprisingly, the sector in Henry County with highest LQ is Transportation and Warehousing.

Although there are many components to a local economy, employment, income, and industry sectors are important markers in understanding Henry County's economy at a high level.

**FIGURE 11. 2022 EMPLOYMENT DATA**

NAICS CODE	INDUSTRY NAME	ESTABLISHMENTS (#)	JOBS (#)	TOTAL WAGES	AVG. WEEKLY WAGES	AVG. ANNUAL PAY	ESTABLISHMENTS (LQ)	JOBS (LQ)
23	Construction	407	2,170	\$5,412,816	\$ 1,200	\$62,395	0.97	0.58
31-33	Manufacturing	115	3,872	\$43,969,610	\$1,212	\$63,006	0.65	0.63
42	Wholesale Trade	183	-	\$ -	\$ -	\$ -	0.62	-
44-45	Retail Trade	665	11,386	\$386,291,193	\$652	\$33,928	1.35	1.52
48-49	Transportation and Warehousing	287	8,726	\$420,572,961	\$995	\$51,748	2.24	1.28
51	Information Sector	56	1,987	\$147,789,820	\$1,017	\$52,855	0.44	1.24
52	finance and Insurance	228	1,139	\$82,660,465	\$1,396	\$72,578	0.87	0.38
54	Professional, Scientific and Technical Services	387	1,850	\$115,373,292	\$1,768	\$91,916	1.10	0.24
53	Real Estate and Rental Leasing	224	1,033	\$61,584,194	\$1,146	\$59,612	1.02	0.91
55	Management	13	464	\$43,936,760	\$1,822	\$94,759	0.32	0.38
56	Administrative and Support and Waste Management	389	6,830	\$241,006,905	\$679	\$35,287	1.27	1.48
61	Educational Services	117	6,295	\$302,878,420	\$801	\$41,646	1.40	0.99
62	Healthcare and Social Assistance	614	7,627	\$497,991,166	\$1,084	\$56,382	1.15	0.48
71	Arts, Recreation and Entertainment	65	903	\$28,627,599	\$610	\$31,720	0.81	0.81
72	Accommodation and Food Services	550	9,531	\$195,897,844	\$395	\$20,554	1.55	1.47
81	Other	358	1,432	\$59,629,568	\$801	\$41,646	0.89	0.67
92	Public Admin	171	5,859	\$391,759,430	\$3,245	\$168,716	1.52	3.10
99	Nonclassifiable Establishments	657	350	\$19,414,890	\$1,066	\$55,432	3.94	2.29

SOURCE: QCEW



## >> 2.8 QUALITY OF LIFE



*Panola Mountain State Park; Image Source: Explore Georgia*

### PARKS AND RECREATION

Henry County owns and manages 33 parks. Over the last five years, the county has expanded its park services with four additional event venues, as well as a newly acquired recreation space formerly owned by the YMCA that allows for indoor events and activities. A highly anticipated aquatic center is underway with construction set to begin in September 2023. This two-story facility will be located on the Cotton Fields Golf Course property and will feature competitive swim lanes as well as an outdoor water park designed to meet accessibility needs.

Across all county facilities, amenities are available for several sports including disc golf, basketball, archery, soccer, lacrosse, golf and tennis. Additionally there are over 11 miles of walking trails, community garden space, rentable picnic pavilions and dedicated bird watching

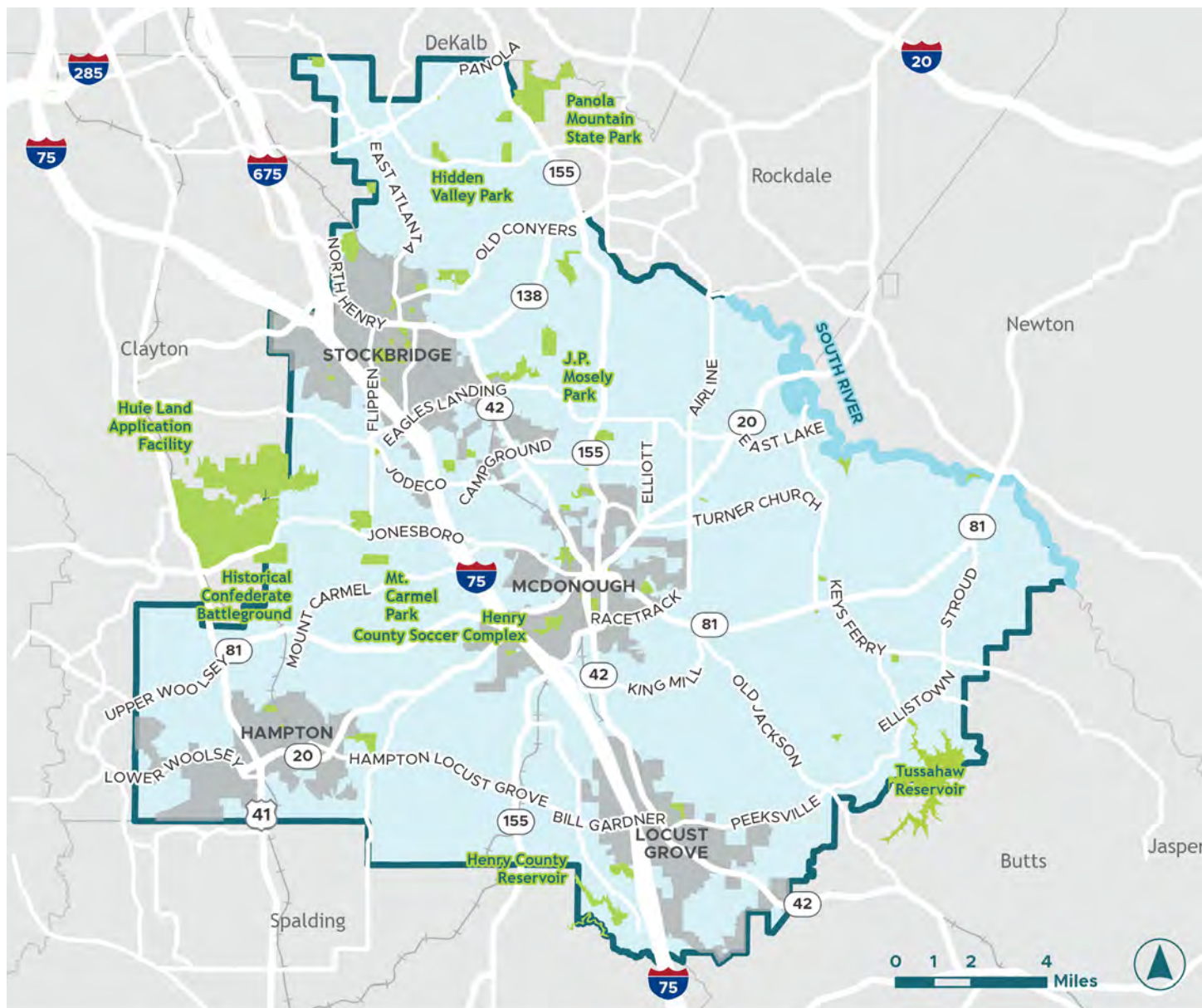
locations. On top of providing space for community members to meet and explore activities within their community, the Parks and Recreation Department supports numerous programs that encourage mental, physical, and social growth for residents.

Henry County residents also benefit from proximity to Panola Mountain State Park. It is part of the Arabia Mountain National Heritage Area, a partnership between Henry, Dekalb and Rockdale counties. The 100-acre granite outcropping offers many ranger-led programs and hikes that draw visitors from around the metro Atlanta area. Another large area that's popular for passive recreation is the Tussahaw Reservoir.

The South River located on the county's eastern boundary is a beautiful natural feature but is a largely untapped resource for recreation.



## >> MAP 9. PARKS + RECREATION



### LEGEND

- Major Parks/Greenspace
- Incorporated Areas
- South River
- Railroads



## PUBLIC SAFETY

Crime rates in Henry County are similar to other Georgia counties with a similar population size. 2021 crime statistics report Henry County as having a crime index of 17.88 per 1,000 residents; in comparison, Clayton County's crime index was 24.42 and Dekalb County's was 36.07 for the same year. More crimes are reported within the cities where populations are concentrated compared to unincorporated areas.

The county is dedicated to improving public safety and employs numerous techniques to lower crime rates. The county police department works in tandem with the police departments of the cities to support all residents. Recently the city of Stockbridge welcomed a new team of officers that took over duty from the county-wide police department as their population neared 30,000 residents.

With the population across the county growing, innovative methods were needed to better serve and protect residents. The county police department hosts a database that allows residents and businesses to connect private cameras to a linked system to better monitor the county. This allows investigators to gather evidence in case of incidents and rapidly respond to emergency situations. The department also focuses on crime prevention education through various social media

accounts and the Citizen Connect Crime Mapping tool. These strategies have been proven to increase public safety within the county.

The Henry County Fire Rescue department also does tremendous work towards improving the quality of life for residents. Sixteen stations across the county work together to provide an Insurance Services Office (ISO) Class 2 rating, putting Henry County in the top five percent of all fire departments across the nation. This top-quality service not only gives residents peace of mind during emergency situations, but it also reduces homeowners insurance premiums by up to 6% from the previous Class 4 rating levels. Of the 36,995 calls that were received by the department in 2022, 72% were for emergency medical services.

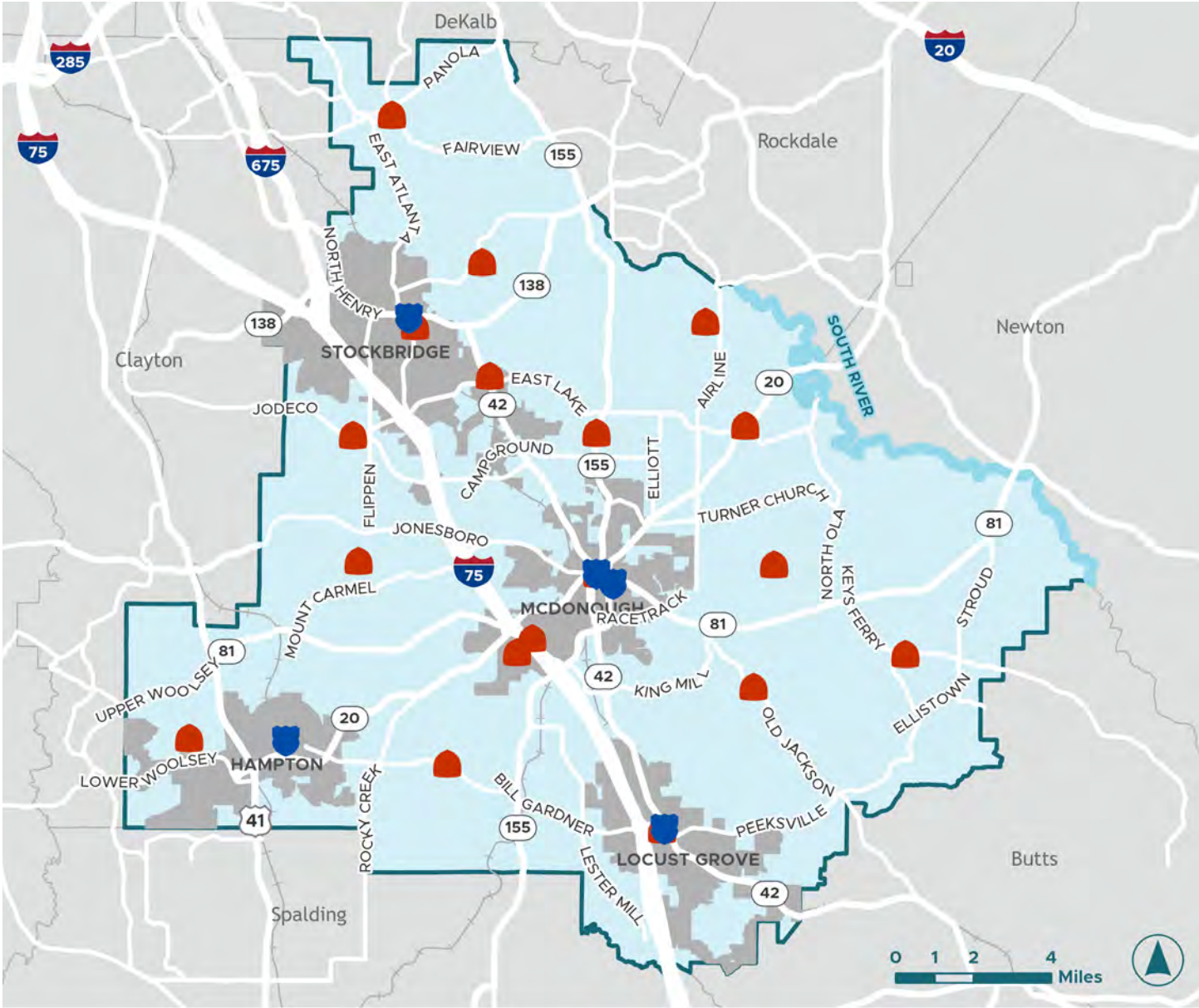
Since the previous comprehensive plan in 2018, the emergency medical services division has experience an increased volume of calls. To alleviate this pressure on the department, 170 paramedics or firefighter medics have been hired in the last 4 years. The department has also worked with the public on an educational campaign on what types of illnesses or injuries are best handled with various levels of care. One example of this is a fact sheet that residents can use to determine if a doctor, urgent care, or emergency room is needed.






Image Source: J.R. Bowman



>> **MAP 10. POLICE + FIRE STATIONS**



**LEGEND**

-  Fire Stations
-  Police Stations
-  Incorporated Areas



## ENTERTAINMENT

Henry County offers numerous opportunities for the public to connect to local art, culture, and entertainment events. The Atlanta Motor Speedway is a year-round multipurpose facility that hosts events for the NASCAR Cup Series and is the site of the Georgia State Fair as well as the Atlanta Air Show.

A report done on the Americans for the Arts Creative industries in 2011 showed that 373 art related business were based within Henry County. These businesses employed around 800 people and together with the 43 cultural non-profits in county brought in around \$2.5 million of annual revenue.

A key facility is the Henry County Performing Arts Center. This facility, which opened in 1998, providing meeting and performance space for the Henry County school system as well as for many other organizations. On average, about 60,000 people attend events there ever year.

The Henry Arts Alliance is one non-profit that strongly promotes the arts within the county. The alliance hosts fourteen programs that provide a range of programs for dance, theater, music, and visual arts for the community. Many programs offer scholarships and meet accessibility demands to meet community needs. The Alliance offers free events so that county residents are not excluded from performance because of financial restraints. A common theme between the programs is to display or perform art in unusual places to touch various parts of the county. This has led to art showings in funeral homes and the emergency department of the hospital on a rotating schedule to help brighten visitors' days. The Parade of Pumpkins is one such program that invites local artists and staff from the library system to paint a pumpkin inspired by a children's story book. These pumpkins travel between the library branches and the



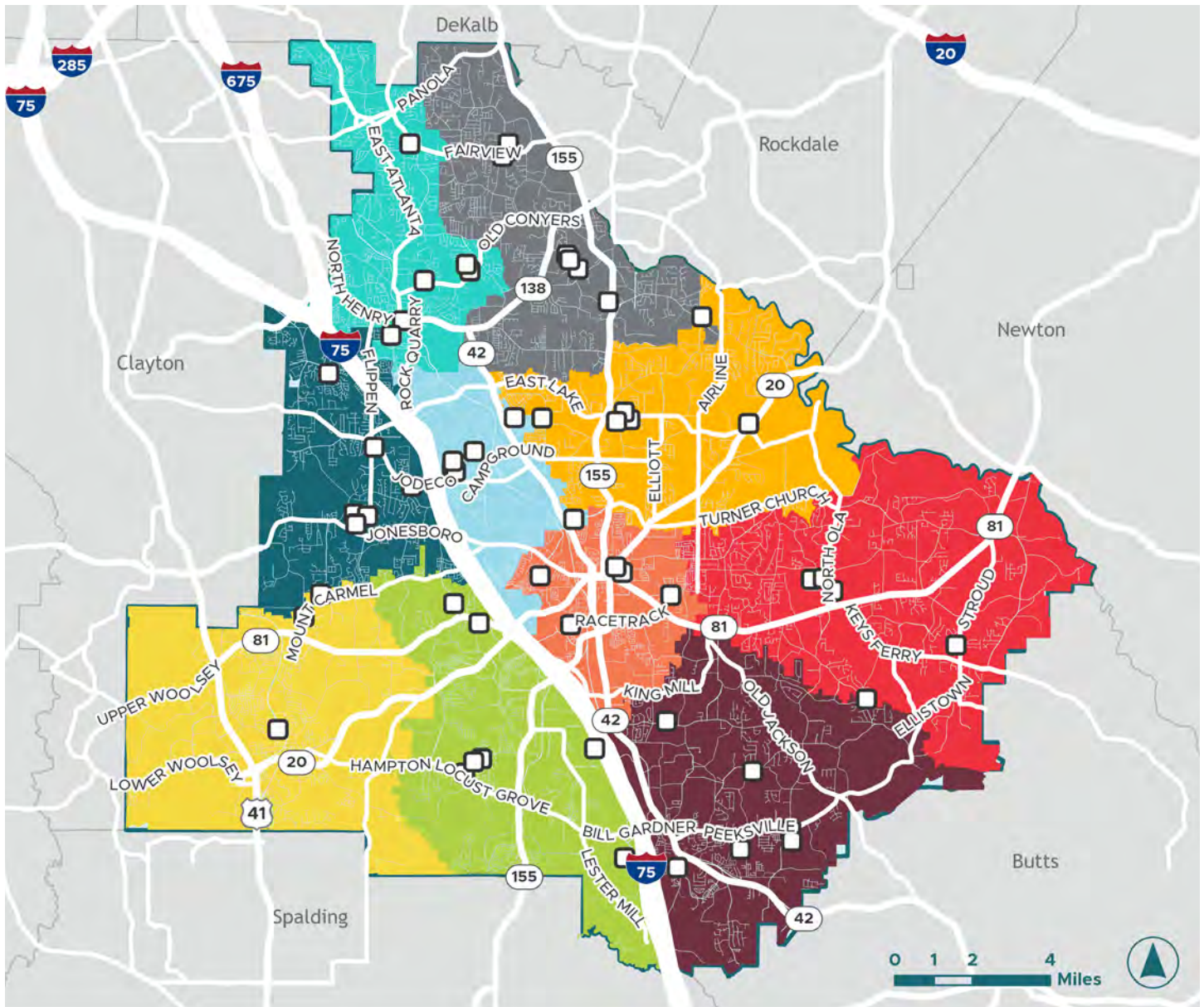
*Art installation on the Bushy Tail Art Trail  
Image Source: Get Lost in the USA*

Piedmont Henry Hospital to spread literacy and fun art to visitors. These art pieces are then raffled to raise money for more programs within the Henry Arts Alliance.













Another popular public art installation is the Bushy Tail Art Trail which allows local artists to collaborate on projects that are spread throughout the county. Residents are then able to use maps and geocached information to find the installations and share their experience on social media. These destinations, events, and installations allow members of the community to grow the county's cultural footprint and invite tourism from neighboring counties in a way that is fun, accessible, and constantly evolving.



## >> MAP 11. SCHOOL CLUSTERS



### LEGEND

	Dutchtown		Ola
	Eagles Landing		Stockbridge
	Hampton		Union Grove
	Henry County		Woodland
	Locust Grove		Neighboring Counties
	Luella		Schools



## EDUCATION

Education is an important service with immense quality of life impacts on families within Henry County. In the county's public school system, currently 42,000 students are being served across 49 schools and 4 academies. These schools are divided into ten clusters across the county. The county offers 29 Career, Technical & Agricultural Education (CTAE) Pathways with 8 that lead to industry certifications for students upon graduation. For students interested in higher education, a dual enrollment program is available that allows high school students to earn college credit at little to no costs. These programs help the county achieve their mission statement of success in a global society for all students.

The public library system is also a resource for continued education for Henry County residents. Among the five public libraries within the county, numerous digital and physical resources, books and classes are available. The library system also hosts events that help foster education, creativity and community building for residents of all ages.

**1,000 Books Before Kindergarten**

Goals of the Reading Program

- To promote reading to newborns, infants, and toddlers.
- To promote bonding through parent and child reading.
- To promote life-long readers.

[Click here](#) for more info

Henry County Library System

Your Destination for Learning, Creating & Connecting

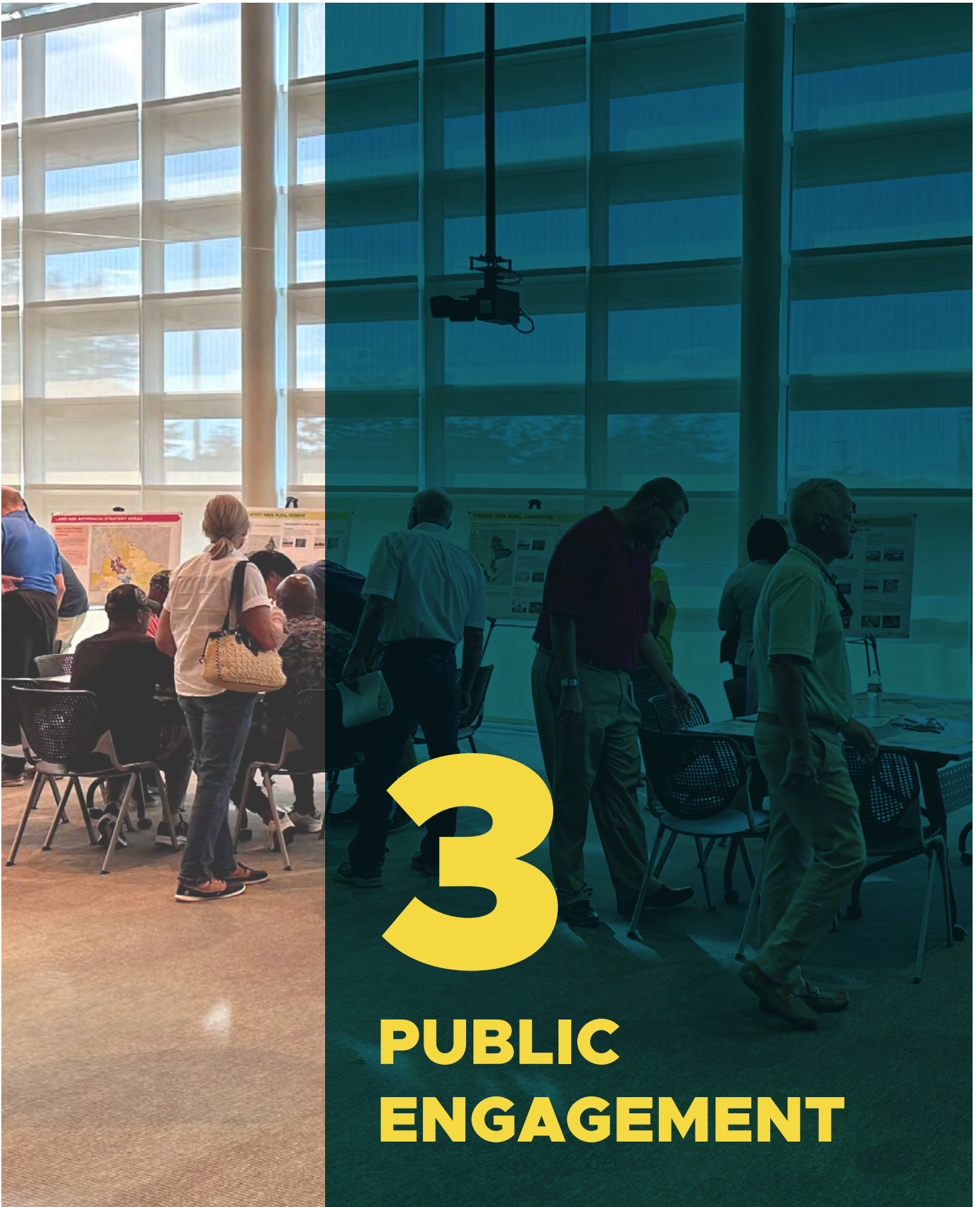
The graphic features illustrations of diverse children and adults reading books. A lightbulb icon contains a stack of books and gears, symbolizing learning and creativity.

*1,000 Books Before Kindergarten Challenge*  
Image Source: [henrylibraries.org](http://henrylibraries.org)



*Henry County Public Library*  
Image Source: *Wehr Constructors, Inc.*









Public engagement was a critical component of updating Henry County's comprehensive plan. The goals of all outreach efforts were to engage with the broader community and stakeholder groups in a meaningful way and to encourage their participation in guiding the comprehensive plan process.

The public engagement process included:

- » Establishing a timeline, including phasing
- » Identifying creative methods for engaging key groups
- » Presenting an outline of how the County incorporated feedback from the public and key groups to support the decision-making process

To collect input from the public, the planning team conducted:

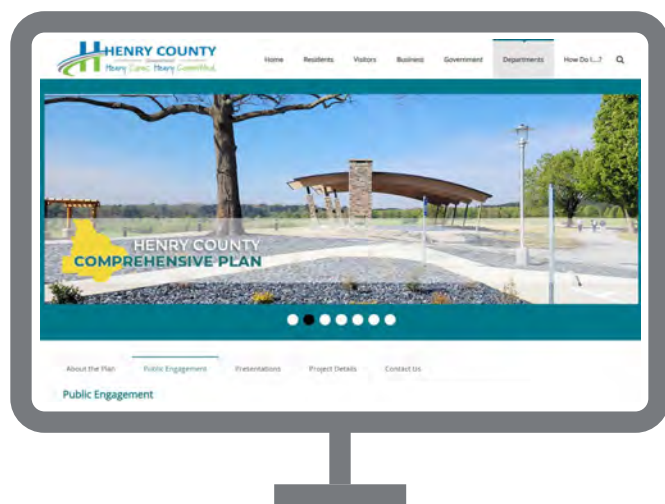
- » Stakeholder Interviews
- » Three Steering Committee meetings
- » Three public meetings
- » Two online surveys

This section is a summary of the engagement process; a full report and supporting materials can be found in the Appendix.



## >> 3.1 OUTREACH METHODS

To get the word out about the comprehensive plan process, Henry County maintained a project website with updated information supplied by the planning team, and the planning team implemented an awareness campaign using social media, Henry County Department of Transportation (DOT) electric signage, and email blasts. The planning team created a digital collateral package that included details of the in-person public updates to include a digital flyer, postcards, and social media graphics.



## >> 3.2 STAKEHOLDER INTERVIEWS

The County identified a list of vested stakeholders consisting of elected officials, business owners, County staff, public service leaders, and various representatives from community groups. The team conducted 21 individual stakeholder interviews to gather input and help identify key needs and opportunities. These interviews provided valuable insight as to what major changes have occurred within the past five years and what the top needs and opportunities are for the County right now. Feedback from stakeholders helped inform the preparations for the public meetings.

The main takeaways included the following:

- » Traffic is the number one problem
- » The development process feels unpredictable
- » There is a need for more entertainment and things to do
- » People want more amenities, trails, and connectivity
- » Fayette County is a good example of what to do
- » There is a misalignment of jobs and residents



## >> 3.3 STEERING COMMITTEE MEETINGS

### THE COMMITTEE

The Steering Committee was comprised of over 30 individuals identified by Henry County. This group included local experts and stakeholders whose diverse roles within the community strongly correlate with long-range comprehensive planning and visioning. The Steering Committee consisted of members from the following organizations:

- » Henry County Board of Commissioners
- » Henry County Board of Education
- » Henry County Chamber of Commerce
- » Henry County Water and Sewage Authority
- » Henry County Tax Commissioner's Office
- » Henry County Development Authority
- » Department of Transportation
- » Public service leaders
- » Transit agencies
- » Non-profit organizations
- » MHF News
- » Staff from the cities of Stockbridge, Locust Grove, McDonough and Hampton



*Members of the Steering Committee considering future land use ideas*

### STEERING COMMITTEE MEETING #1

The first steering committee meeting was held virtually on March 29, 2023, and served as an introductory kick-off. The meeting included an overview of the comprehensive plan update, discussion of the committee's role in the process, and a review initial work completed thus far.

After reviewing the purpose of the plan and the goals, the planning team gave an update on their progress, including sharing initial feedback from the stakeholder interviews. The team also shared the report of accomplishments from the previous comprehensive plan and the results of analysis conducted to-date. The biggest challenges shared with the planning team included:

- » Traffic
- » Growth outpacing infrastructure and services
- » Lack of housing options
- » Need for more entertainment

The final agenda item was a discussion about public engagement, including key dates for public engagement opportunities and how the Steering Committee could assist with promoting the plan to their community and their networks by utilizing a Partner Toolkit. The toolkit included social media graphics and narratives to help spread the word. The meeting ended with a brief Q&A period, along with what to anticipate as next steps.

### STEERING COMMITTEE MEETING #2

The second steering committee meeting was held in-person on May 17, 2023. The goal of this meeting was to provide an update to the Committee on project progress and also test run an intensive mapping activity to be used at Public Meeting #2.

The exercise that the Steering Committee test drove was "Sim County"--essentially, a simplified simulation



on decisions around development and the associated tradeoffs. Committee members were divided into small groups and given different colored bingo chips to represent different land uses. They were asked to place the chips on the map where they most wanted to see growth occur within each land use category. The planning team shared with the committee their plans to facilitate the same exercise with the community at the next public meeting to be held the following week.

During the meeting, committee members shared their concerns with traffic congestion as it related to new development and existing land uses. The committee expressed that further analysis and review of transportation options to support density needs was needed. Committee members also had meaningful discussions with the planning team about their vision and concerns related to future land use. The planning team received positive feedback from committee members about the meeting format. The meeting was concluded

after a brief Q&A, a reminder about the second public meeting scheduled for May 17, 2023, and updates on next steps.

## STEERING COMMITTEE MEETING #3

The third and final steering committee meeting, held on June 28, 2023, was focused on additional conversations around future land use and reviewing the what had been accomplished to-date:

- » Land use analysis
- » Analysis of existing plans
- » The future land use map focus group;
- » Two public meetings
- » Online surveys
- » Stakeholder interviews and focus group meetings
- » Development of future land uses

The planning team also shared outcomes from the May 23rd, 2023 in-person public meeting, as well as a review



*Presentation at the second Steering Committee meeting*



of draft implementation strategies. Next, the planning team led a review of future land use map designations and presented the information to be shared with the public for the third and final public meeting scheduled for July 11, 2023. Lastly, a list of next steps along with timelines was shared with the committee.

At the conclusion of the meeting, the Steering Committee members were thanked for their participation and support throughout the comprehensive plan process and ensured them that their feedback and input was critical in shaping Henry County’s vision, goals, and strategies for the community to focus on over the coming years.

## OVERVIEW



## >> 3.4 PUBLIC MEETINGS

The planning team hosted three public meetings throughout the process, summarized in the table below. Each meeting had an in-person and virtual option through livestreaming. The table also summarizes total attendance.

FIGURE 12. PUBLIC MEETINGS

DATE	TIME	LOCATION	IN-PERSON PARTICIPANTS	JOINED VIA LIVESTREAM
Monday, April 17, 2023	6:30pm - 8:30PM	Henry County Administrative Building	75	1,141
Tuesday, May 23, 2023	10:00am - 11:00am	Henry County Administrative Building	46	Not available
Tuesday, July 11, 2023	6:30PM - 8:00PM	Henry County Administrative Building	64	744
TOTAL			185	1,885





## PUBLIC MEETING #1

On April 17, 2023, the planning team hosted the initial public meeting to kick off conversations about the community's needs and desires for Henry County's future. 75

participants attended the public meeting in person, and over 1,100 people participated online via livestream. The planning team began the meeting with an initial overview of what the County was seeking to accomplish, along with the timeline and schedule.

Following a brief presentation, the planning team facilitated breakout sessions with meeting participants that addressed the future needs for Henry County. Everyone was grouped in five separate tables. The planning team spread out to each table to facilitate deep discussions around the county's main areas of needs and participants gave their recommendations on their vision for the future of Henry County.

The following points were raised during the meeting:

- » A clear vision for development and land use is needed—something predictable that respects the current community context;
- » Traffic and congestion are problems for almost everyone, but particularly around I-75 and its ramps;
- » There are not enough destinations nor things to do;
- » There are mixed feelings around housing - there is a need for more affordability, but a desire to curb the quick pace of new housing development; and
- » The community wants greater transparency on development decisions and better access to elected officials and leaders.

During the meeting, participants had the opportunity to ask questions and provide feedback. The first online survey was announced and launched during the meeting to provide opportunities for the general public to share additional feedback and insight.



Images from the first public meeting held in April 2023



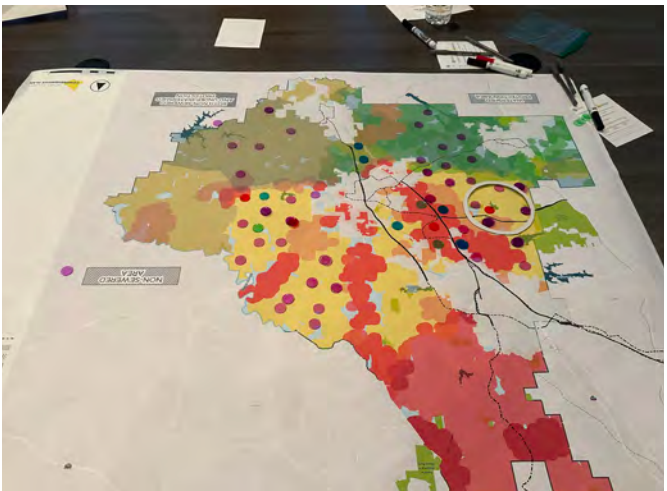


**PUBLIC MEETING  
#2**

On May 23rd, 2023 the team hosted the second public meeting. Forty-six participants attended the public meeting in person. Following

introductions, the planning team shared the outcomes from the first public meeting along with the first online survey results.

The goal of this meeting was to focus on future land use planning. Participants were split into breakout groups of ten. Much like the second Steering Committee meeting, the focus of the conversation was to discuss development density and the feasibility of what could be established throughout the county. Throughout the activity, the planning team reminded participants that while it is impossible to stop growth, they have the power to decide where it goes, how it’s used, and how it looks. Participants were able to have engaging conversations about their needs and concerns with the planning team and amongst their groups. Although the outcomes varied between tables, most groups added growth to the areas with the most infrastructure availability. No group added enough density to “qualify” for the destination entertainment center, and only a handful of groups elected to invest in transit.



*Images from the second public meeting held in May 2023*





### PUBLIC MEETING #3

The third and final public meeting was held on July 11, 2023, as a public open house. 64 people attended in person. For this meeting, no formal

presentation was given so that allotted time could be used to present recommendations, capture any potential last-minute ideas and feedback, and answer participants' questions.

The planning team set up nine boards that illustrated the recommendations. For more detailed input, the planning team provided draft future land use maps set up as "coloring book" exercises to gain feedback on the types of land uses the community thought were most appropriate. Participants were able to have conversations about their priorities and generally seemed optimistic when others shared similar ideas.

The recommendations shared with the community were received positively, and participants stated their appreciation for the opportunity to see how the whole county could develop while also having the option to just focus on just their neighborhoods. Two boards were set up for the public to write down their thoughts on sticky notes to place on one of the boards, while another board was utilized for a voting exercise on the priorities for infrastructure improvements and amenities in the Central District (results are in the Appendix).



Images from the final public meeting held in July 2023



## >> 3.5 ONLINE SURVEYS

### SURVEY # 1

To reach a broad audience, the planning team created an online survey to get input on residents' key needs and their perspectives on development patterns. The survey was open through May 2, 2023 and attracted 1,779 participants. Many participants agreed there has been sizeable growth in Henry County without commensurate investment in infrastructure.

The community expressed that their top priority for transportation within the next 10 to 20 years is to increase investments in its roadways. The majority of respondents also agreed they would like to have more relaxed, local destinations throughout the county where they can spend quality time over a meal or in a park with family and friends.

There were differing opinions regarding housing. Most of the responses indicated a preference for limiting new housing options as much as possible while respecting property rights. However, in terms of housing options, the preference was to increase the number of single-family homes of all sizes and limit the amount of higher-density housing options, such as apartments or condominiums.

Other ideas for Henry County in the next 10 to 20 years include trails, roadway lighting, a local transit system, and connecting cities through sidewalks and trails. Additionally, respondents mentioned a focus on clean water and more green space with activities that are inclusive of all ages. Lastly, the desire to receive continuous updates on the plan was expressed, along with the county making information easily accessible for the public.

### SURVEY 1 AT-A-GLANCE

The comprehensive planning process aimed to hear as many voices and perspectives as possible--and 1,779 people obliged! People learned about the first survey through the following channels:

- » Henry County's website
- » E-mail blasts
- » Social media
- » The Steering Committee
- » Henry County staff
- » Word of mouth

### WHO WE HEARD FROM

#### RACE

- » 52% identified as White
- » 17% identified as African American / Black
- » 4% identified as being of 2 or more races
- » 3% identified as Hispanic / Latino
- » 3% identified as something that was not listed

#### AGE

- » 3% were under the age 25
- » 17% were between the ages of 25 and 34
- » 25% were between the ages of 35 and 44
- » 26% were between the ages of 45 and 54
- » 22% were between the ages of 55 and 70
- » 5% were over the age of 70

### THE KEY TAKEAWAYS

- » People want to see less traffic on the road
- » People want more restaurants with outdoor eating spaces
- » People desire a live/play environment
- » They think Henry County is a great place where children who grew up there would want to return to



## SURVEY # 2

Ahead of the final public meeting, the planning team launched and promoted the second online survey. The purpose of the survey was to collect detailed feedback on land use and development across specific areas in Henry County.

Taking into consideration the initial thoughts and feedback from the public on growth, land use, and county-wide issues, the survey questions focused on the draft Development and Infrastructure Strategy Map. The survey was open for two weeks, beginning June 30, 2023 and closing on July 14, 2023, with a response of 251 participants. Key takeaways included:

- » About 60% of respondents indicated that they either Agreed or Strongly Agreed to allow the southeastern region of Henry County to remain rural and relatively underdeveloped, allow limited sewer expansion, and prioritize roadway safety and maintenance improvements.
- » For the “Bedrock Residential” area, the proposed vision is for it to remain largely the same with some low intensity growth that would only require more roadway capacity due to its anticipated higher volumes of traffic.
- » Over 60% of respondents indicated that they either Agreed or Strongly Agreed that land use development in the “Suburban Mix” area should be dedicated to single-family residences of different sizes and suburban-style retail and workplaces, allow expanded sewer capacity, and prioritize both a variety of roadway improvements for capacity purposes and investment in a trail system. Nearly 25% of respondents indicated that they either Disagreed or Strongly Disagreed on the proposed vision for Suburban Mix.

## SURVEY 2 AT-A-GLANCE

The comprehensive planning process aimed to hear as many voices and perspectives as possible. People learned about the second survey through the following channels:

- » Henry County’s website
- » E-mail blasts
- » Social media
- » The Steering Committee
- » Word of mouth

## WHO WE HEARD FROM

The planning team received input from 251 participants:

### AGE

- » Less than 2% were under the age of 25
- » 8% were between the ages of 25 and 34
- » 20% were between the ages of 35 and 44
- » 28% were between the ages of 45 and 54
- » 26% were between the ages of 55 and 64
- » 16% were over the age of 65

### RESIDENCY & EMPLOYMENT

- » Nearly 50% of respondents live, work, or own a business in Henry County
- » Almost 30% of respondents live in Henry County but work outside of the county
- » Nearly 20% of total respondents are either retired or do not work

## THE KEY TAKEAWAYS

- » People want to see enhanced landscaping throughout the county
- » People would like to see roadway intersections and sidewalks improved
- » Traffic congestion needs to be resolved



Participants also had the opportunity to provide open-ended feedback. Common themes of the open-ended feedback included:

- » Infrastructure needs should be prioritized before enabling more growth in the county
- » A variety of residential options should be ensured while prioritizing the number of single-family homes across Henry County
- » Prioritize attractive building facades, landscaping, and communal gathering areas
- » Safer and more effective traffic intersections, sidewalks, and well-kept, widened roadways should be a focus moving forward
- » Henry County should continue sharing key information with the public as much as possible



## >> 3.6 PUBLIC HEARINGS

In addition to the methods described above, the planning team conducted two Public Hearings: one at the beginning of the process on March 21, 2023 and one on August 14, 2023 to request approval to submit the plan for regional and State view. Both hearings following public advertising rules and met the State’s requirements for comprehensive plan engagement.





# 4

## KEY NEEDS + OPPORTUNITIES





After evaluating existing conditions (Section 2: Henry County Today) and findings from community engagement (Section 3), the planning team identified the major issues and opportunities facing the county:

1. Traffic congestion
2. Development feels unpredictable and unplanned
3. Lack of destinations and things to do
4. Housing development lacks diversity
5. A need for more accessible, transparent communication

This is not an exclusive list—there are many other issues worthy needs and opportunities in Henry County. However, these are the five major needs and opportunities that continued to bubble up through the planning process. Section 4 explains each topic area in more depth, with the ultimate goal of developing more detailed, multi-disciplinary strategies for addressing them (Sections 5 and 6).



## >> 4.1 TRAFFIC CONGESTION

### GOAL: ADDRESS EXISTING TRAFFIC CONGESTION AND PLAN AHEAD FOR FUTURE DEVELOPMENT NEEDS

#### OVERVIEW OF CHALLENGE

**Roadway infrastructure does not meet the capacity expectations of residents and visitors.** The community has expressed a high level of frustration with travel time delays and stop-and-go traffic. Multiple intersections and I-75 ramps have bottlenecks during peak hours and projected 2050 LOS on SR 155, SR 138, SR 81, SR 20, and Flippen Road all have poor levels of service (LOS) of “E” or “F” (Map 12). Multiple stakeholders noted that they avoid going near I-75 if they can, and public safety has designated service areas that avoid crossing the interstate altogether. One stakeholder called the area “the devil’s triangle.”

Part of the challenge is that the county’s existing roadway network has a proportionally fewer arterial and collector roadways compared to other jurisdictions. It is a roadway system that reflects Henry County’s rural legacy rather than its urbanizing present. This lack of county roads providing substantial east-west and north-south connections decreases route options, condensing demand onto limited roadways. Additionally, local curvilinear and cul-de-sac roadways contribute to the traffic congestion by limiting available routes and through-streets that could alleviate congestion.

Another consideration is that most of the major roadways used for intra-county travel are state or federally owned (Map 13), typically adding delays for responsive project improvements that can bring relief. The situation is further complicated by insufficient right-of-way (ROW) on many roadways that curtails the ability to add travel lanes.

**A lack of mobility options increases personal vehicle travel and the demand on roadway infrastructure.**

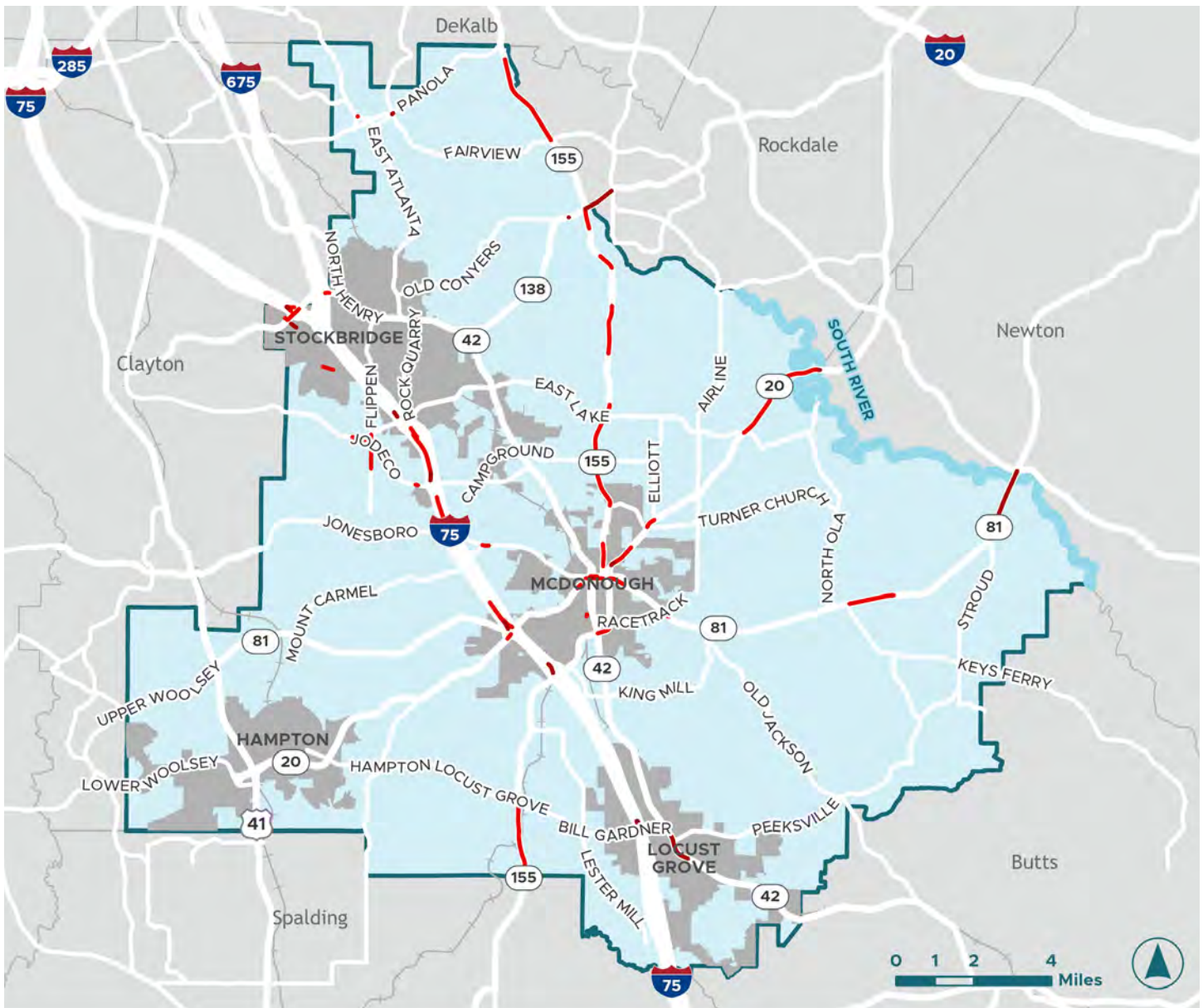
For the vast majority of trips in Henry County, there are currently no viable options for transportation beyond driving. The Xpress bus routes operate service from Henry County to Atlanta but ridership is low, and it does not provide options for intra-county trips or “last mile” connectivity to and from the park-and-ride locations.

Walking and biking is not a option for most trips in the county. Sidewalk and bicycle infrastructure is inconsistent and disconnected, and not developed enough to offer alternatives to shorter trips.

Map 14 illustrates the proposed trails and transit system from current transportation plans. However, even if these facilities existed, the low-density, auto-oriented development and land uses currently in the county-- which lack concentrations of density and destinations-- would struggle to support this system.



## >> MAP 12. FUTURE HIGH CONGESTION



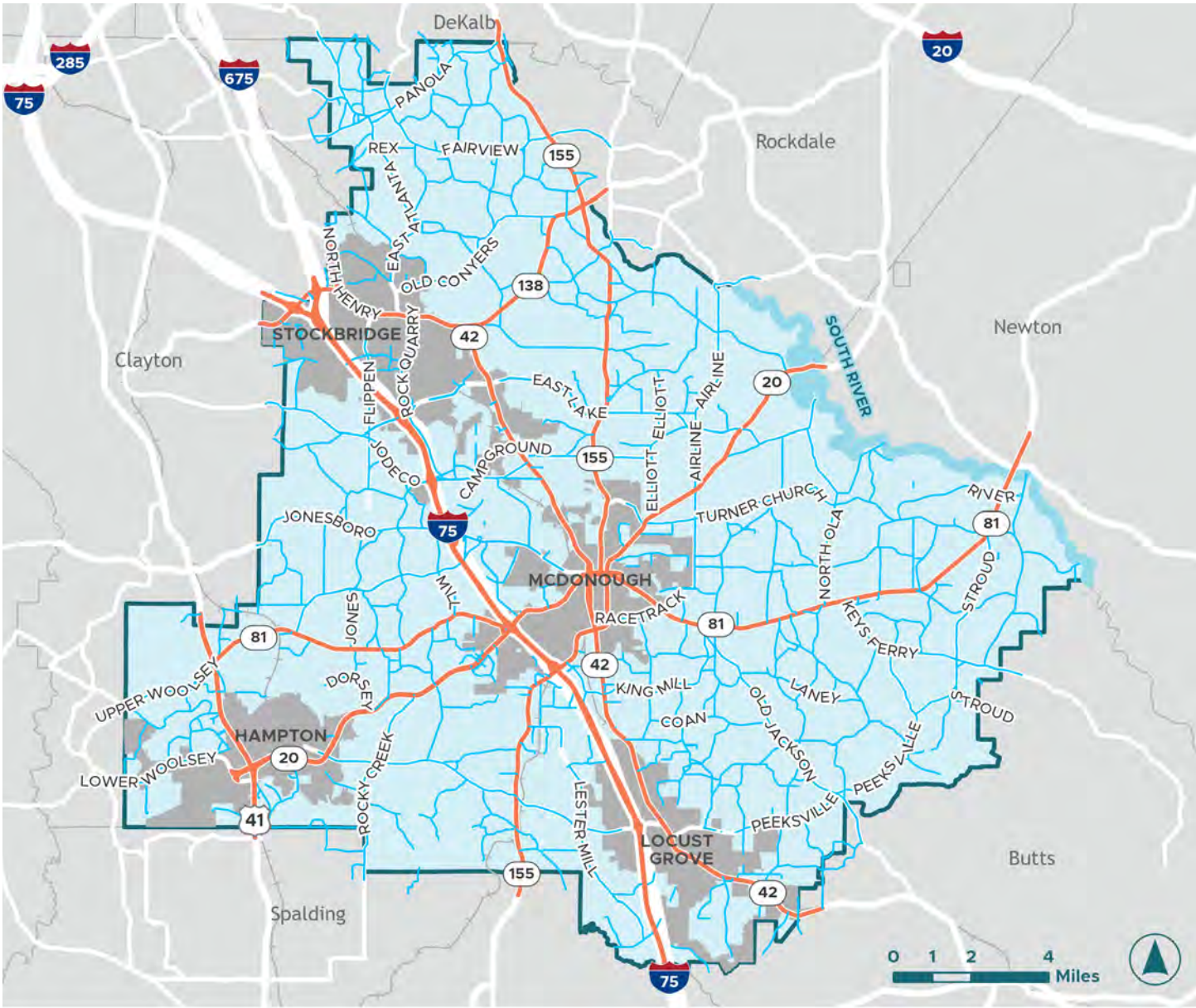
### LEGEND

PROJECTED LEVEL OF SERVICE:

- E
- F
- Incorporated Areas



>> **MAP 13. FEDERAL, STATE, + COUNTY ROADS**

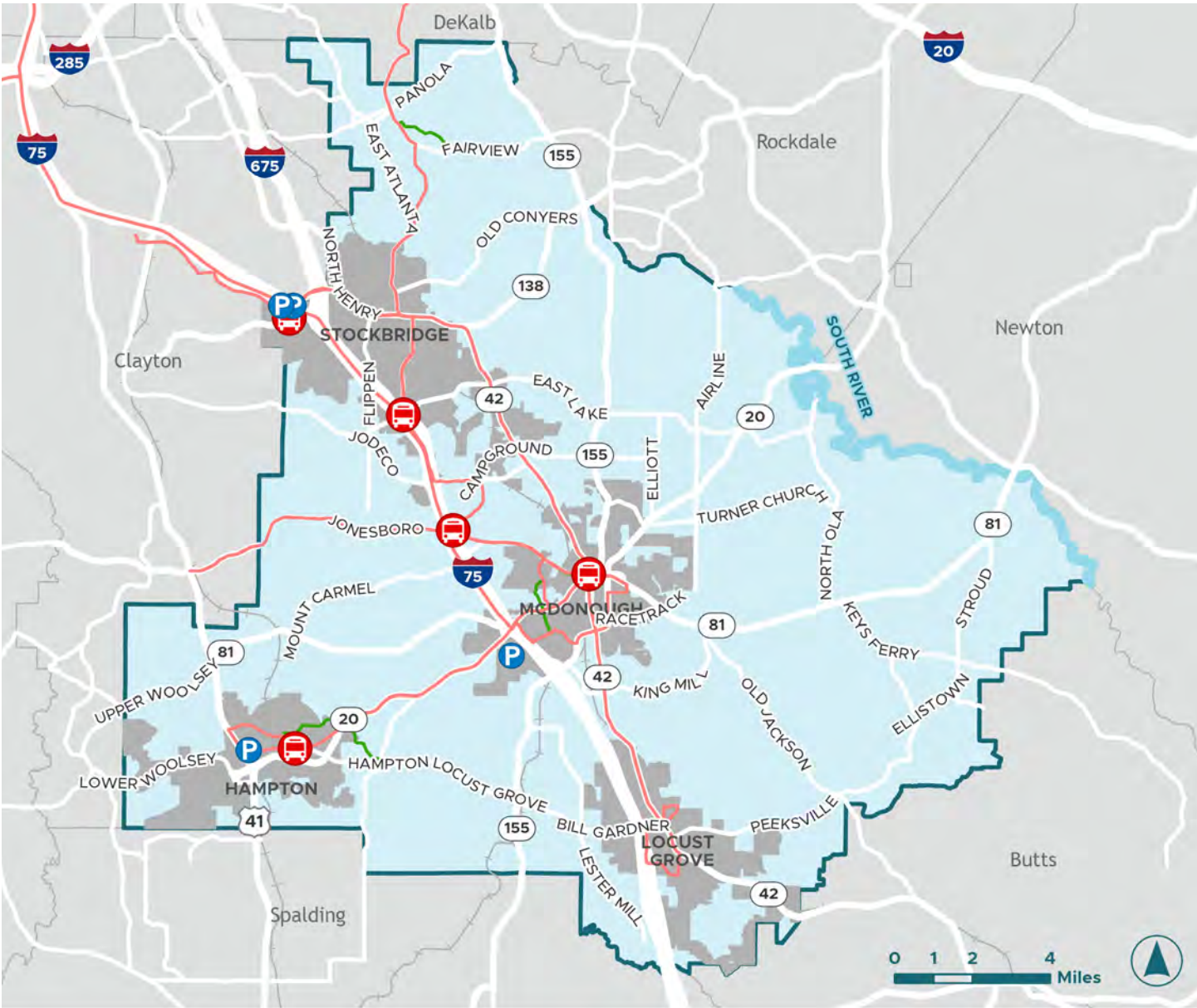


**LEGEND**

- State or Federal Roads
- County Roads
- Incorporated Areas



>> **MAP 14. PROPOSED TRAILS + TRANSIT PROJECTS**



**LEGEND**

- Xpress Park-and-Ride Locations
- Recommended Transit Stations
- Proposed Transit Routes
- Model Miles Trails
- Incorporated Areas



**Public input and stakeholder interviews have exposed a lack of coordination between residential, commercial, and industrial development and the available transportation infrastructure.** In some parts of Henry County, the pace of development has outstripped the roadway network's capacity to handle additional trips—and development continues to occur on these congested roadways. This is present particularly closer to I-75, but is beginning to occur in outlying areas as well. For example, building large commercial uses in traditionally rural areas has pushed two-lane roads like SR 81 to a poor LOS of D; even if the road is widened to four lanes, it is still only expected to function at an LOS of C by 2050.

Meanwhile, the increase in industrial and warehouse development has led to an increase in commercial vehicle traffic. Without the proper roadway infrastructure in place—like surface durability, wide turn lanes/

entrances, and enforced truck routes—the maintenance requirements of roadways and curbs that are damaged will increase.

**Henry County relies on SPLOST and TSPLOST funding for roadway infrastructure projects and maintenance.** The real cost of driving due to cheaper vehicles, more efficient mileage, and relatively cheaper gas no longer generates enough tax revenue to maintain and construct roadway infrastructure without additional tax.

Like many parts of the Atlanta region, Henry County is largely dependent on funding sources like SPLOST to complete major roadway improvements. If the residents of Henry County were to reject future SPLOST or TSPLOST projects, the available funds for roadway projects and maintenance would not cover the necessary projects to keep up with increased population and development.



*Example of truck damage on Highway 81; Image Source: Google Street View*



## >> 4.2 DEVELOPMENT FEELS UNPREDICTABLE

**GOAL: IMPROVE LAND USE POLICIES AND PROCESSES FOR BETTER TRANSPARENCY AND ALIGNMENT WITH INFRASTRUCTURE**

### OVERVIEW OF CHALLENGE

**Many developments in the past five years have deviated from the future land use map in significant ways.** An analysis of major developments in the past five years revealed that about 20% of developments approved significantly deviated from the future land use map (Map 15). Some were complete departures, but more commonly there were changes that typically resulted in higher-than-envisioned densities and the relaxing of mixed use standards.

Not only has this caused issues in planning accurately for services and infrastructure, it has also bred an environment of distrust and sense of futility in the planning process. Many stakeholders have noted “why even do a plan if we won’t follow it?”

Recent development in traditionally rural areas is concerning to many community members. Some of these projects are also perceived as not following the future land use map and as threats the quality of life of residents. Examples include the two recently constructed Publix shopping centers at Ola and Kelleytown. These were projects that did not follow the future land use map and are now poised to catalyze additional suburban-style growth nearby, but do provide desired services closer to home—it is an example of one of the many common development tradeoff discussions that need to occur in Henry County.

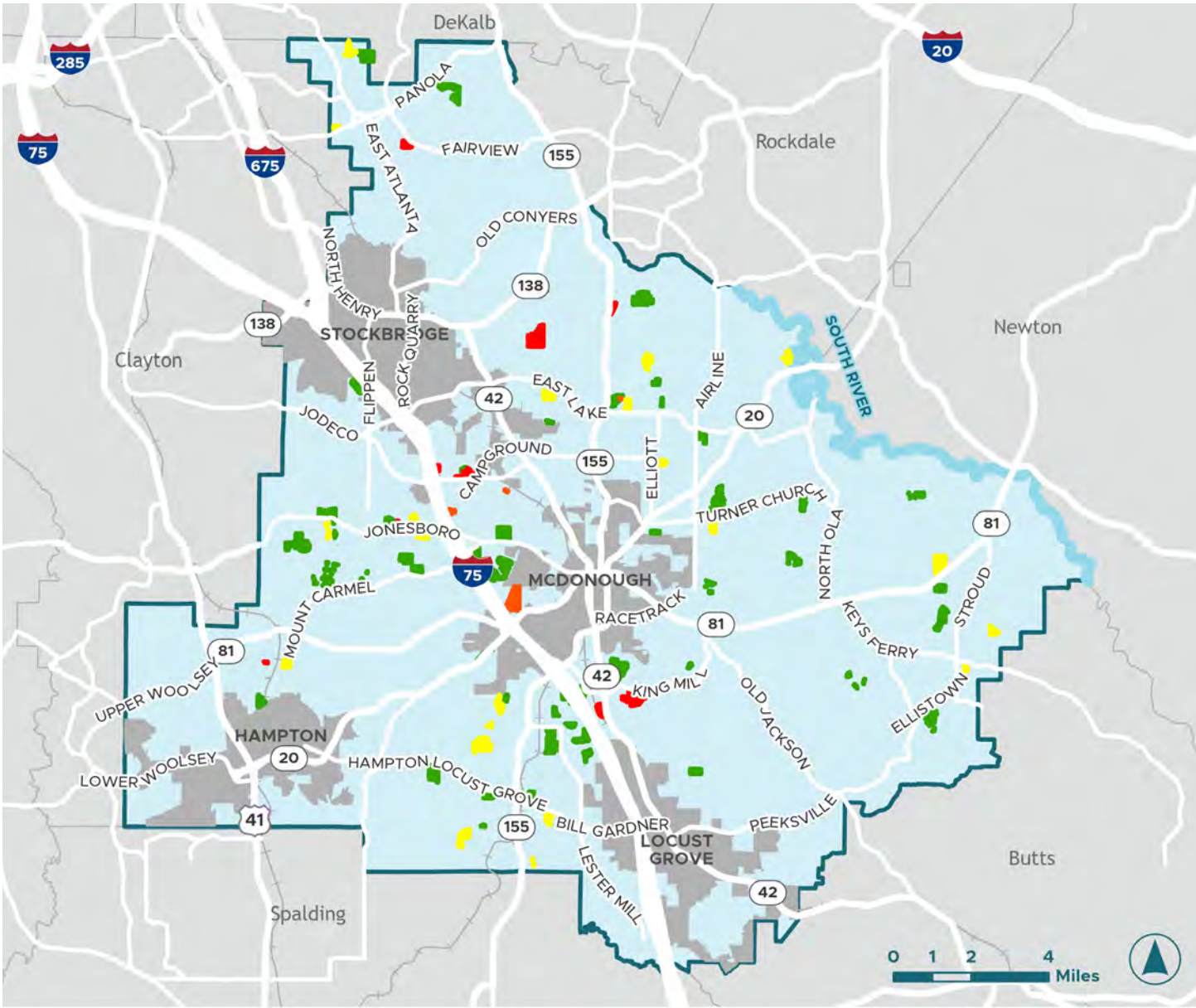
The situation is further strained by the state of agriculture in Henry County. Many farmers are aging, and their heirs have no plans to continue farming. As a quickly growing county on the fringe of the Atlanta region, the “highest and best use” of land is no longer agriculture as property owners can make considerable money by selling their land for development. Even if they did continue agricultural practices, the support infrastructure for agriculture in the County is no longer there. According to residents currently engaged in agriculture, there are very few suppliers nearby, and markets to sell their products are becoming more and more distant.

**There is a long lag between when development occurs and when infrastructure is improved.** For many years, few major roadway improvements occurred in Henry County. According to some stakeholders, this was an intentional decision by leadership at the time to discourage additional growth. The strategy did not work as intended. Growth continued to arrive in Henry County and the backlog of roadway improvements only grew. Multiple projects such as the widening of SR 81 are funded and moving forward, but the process is lengthy and completed construction is still years away.

One major concern for residents is that high density growth is clustering on roads that are essential links to








>> **MAP 15. LAND DEVELOPMENT + USE CHANGES, 2018-2022**



**LEGEND**

CONSISTENCY WITH FLUM:

- |  |                     |   |                    |
|--|---------------------|---|--------------------|
|  | No Change           |  | Incorporated Areas |
|  | Mostly Consistent   |   |                    |
|  | Somewhat Consistent |   |                    |
|  | Not Consistent      |   |                    |



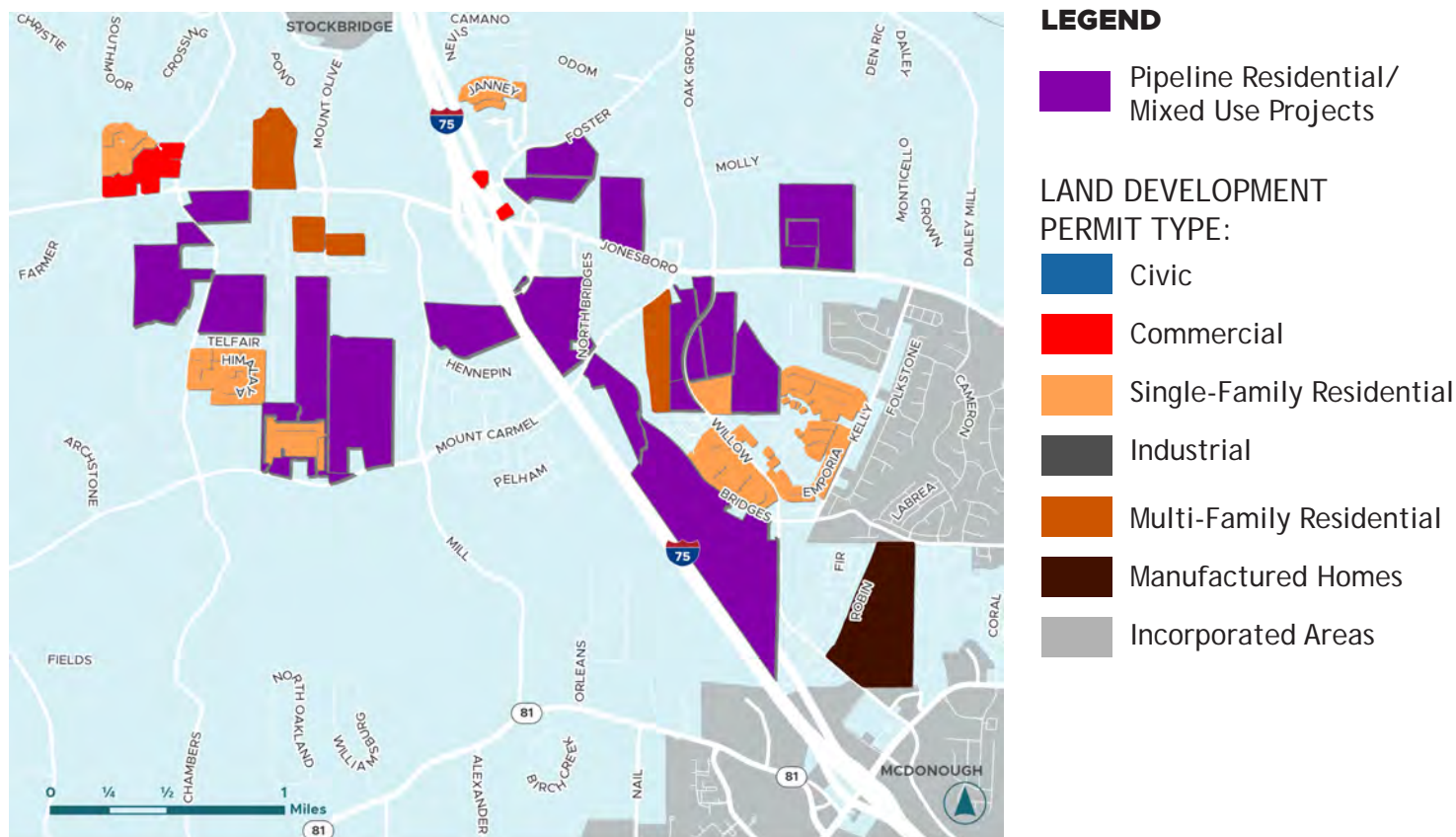
I-75. A prime example is the Jonesboro Road area with over 3,000 recently approved residential units (Map 16). The addition of these new units will together generate about 25,000 new vehicle trips every day. This is highly likely to further compound the existing bottlenecks at the I-75 Jonesboro Road Exit 221, which according to the Comprehensive Transportation Plan (CTP) can have queue lengths of up to 7 miles in length.

**The development process is lengthy—sometimes it can take up to two years for approvals—and projects are typically beset by pages of conditions.** Although there is great developer interest, many people in the development community expressed deep frustration at the current state of doing business in Henry County. Specifically, stakeholders are weary of the lengthening

timeframes for getting projects approved and the sense of unpredictability.

One of the major sources of frustration is the number of conditions put on projects. Although placing some conditions on projects is the norm in many jurisdictions, the average number of conditions in Henry County is very large. In a review of 46 recent rezoning cases, the number of conditions per case ranged from 4 to 40, with an average of 19. Many of these conditions are repeated across cases, including significantly higher minimum square footage of residential homes than the zoning mandates and requiring two-car garages. Lengthy lists of conditions add more cost and time to the development process, and the conditions themselves lead to larger, more expensive homes.

## >> MAP 16. NEW DEVELOPMENT + PIPELINE PROJECTS JONESBORO ROAD AND I-75





## >> 4.3 A LACK OF DESTINATIONS + THINGS TO DO

### GOAL: EXPAND OPTIONS FOR RETAIL AND ENTERTAINMENT CLOSER TO HOME

**Community members expressed a desire for higher caliber restaurant and retail experiences close to Henry County.** The types of activities that Henry County residents want vary widely from walking on multi-purpose trails to enjoying cultural experiences like concerts and performing arts. Residents have also expressed interest in a range of experiences such as enjoying professional and collegiate sporting events and fine dining.

Better restaurants are very high on the community's wish list; one restaurant brand frequently mentioned as desirable was The Cheesecake Factory, which can be

examined as a case study. Why are there no Cheesecake Factory Restaurants in Henry County now? According to The Cheesecake Factory's 2023 Annual Report, the company seeks to "operate in the upscale casual dining segment, which is positioned above core casual dining, with standards that are closer to fine dining." When evaluating sites for potential new restaurants, The Cheesecake Factory considers the trade area's average household income and population density. Site-specific characteristics like visibility, accessibility, and proximity to activity centers such as shopping centers and competitors also play a role.

**FIGURE 13. CHEESECAKE FACTORY TRADE AREAS IN REGION**

SITE	2022 POPULATION	DENSITY (RESIDENT/ AREA)	2022 MEDIAN HH INCOME	2022 MEDIAN NET WORTH
Lenox Mall	346,656	4,416	\$109,886	\$138,000
Cumberland Mall	213,093	2,715	\$89,458	\$126,485
Perimeter Mall	264,150	3,365	\$102,724	\$174,457
North Point Mall	199,118	2,537	\$120,507	\$340,324
Henry Marketplace	95,108	1,212	\$77,892	\$142,888
Henry County	249,258	762	\$79,309	\$176,830



The Cheesecake Factory currently has four restaurants in metro Atlanta, located at the Perimeter Mall, North Point Mall, Lenox Mall and Cumberland Mall. Each location is in relatively affluent and/or denser communities. Looking at their 5-mile trade areas, these locations average 3,258 people per square mile and have a median income of \$105,600. Contrast these market characteristics with that of a 5-mile trade area around Henry MarketPlace, with a population density of 1,212 people per mile and a median household income of \$77,892.

Figure 13 details the demographic characteristics of the corresponding 5-mile trade areas surrounding each metro Atlanta Cheesecake Factory location in comparison to Henry County. Despite strong community desire, Henry County does not yet have the residential density with the necessary income levels to attract and support higher-end dining establishments such as The Cheesecake Factory.

**Beyond shopping and retail, community members expressed a desire for more recreation options—though it is unclear whether there is a need for more, or a need to better communicate what is already on offer.** Group conversations with community members revealed that there were existing cultural experiences

that other members within the community were unaware of. Venues like the Stockbridge Amphitheatre and gatherings like the Henry County Geranium Festival were not commonly known by all of the participants. Just about everyone knew of at least one farm to visit—but at least one member of each Public Workshop break-out table was introduced to at least one farm that they had not yet heard of. The overarching point became clearer as the conversations continued: Henry County and its cities would enhance the quality of life for their residents by improving the coordination and communication of recreational events and venues amongst each other.

Though communication and promotion is perhaps one barrier, there is likely a need to better serve young people (school-aged) and seniors in terms of quality activities. The publicly offered programs by the local government and school system frequently lack the capacity to support Henry County residents wanting to participate. This lack of capacity of programs—especially youth programs in the summer months—is particularly concerning to some families who need affordable options to keep kids in productive activities.



*Henry County Geranium Festival. Image Source: Henry County Times*



## >> 4.4 HOUSING DEVELOPMENT LACKS DIVERSITY

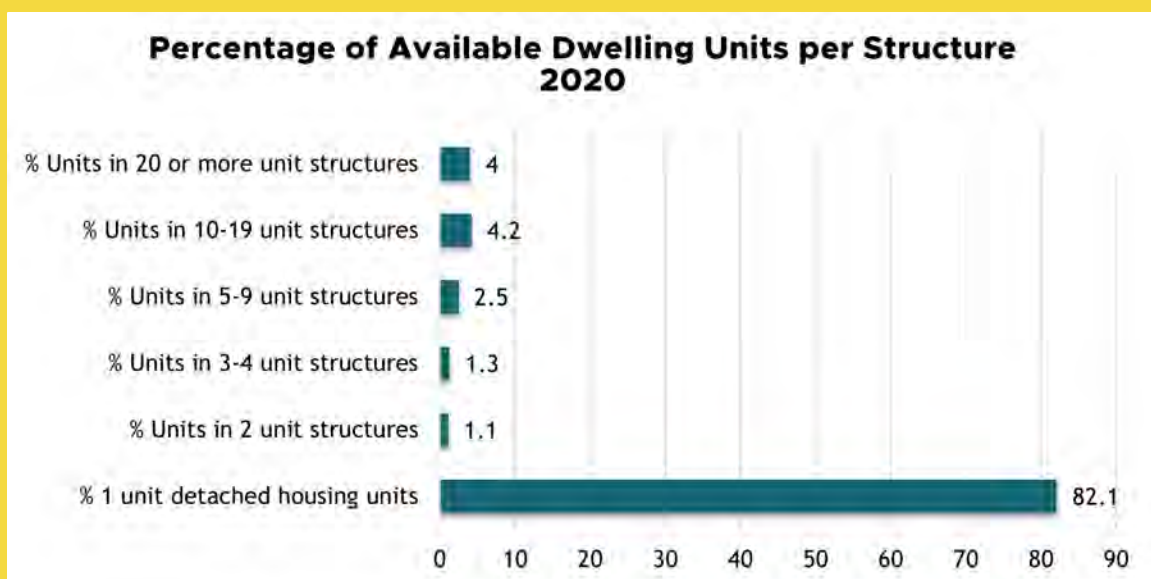
### GOAL: DIVERSIFY HOUSING OPTIONS FOR RESIDENTS

#### OVERVIEW OF CHALLENGE

**Approximately 82% of housing in Henry County is single-family detached, but only 46% of households in Henry County are married couples with children—the typical household type that prefers single-family homes.** According to the ARC, in 2021 the household composition of Henry County was 46% married family, 26% single parent-family, and 28% non-family. This is not to say that only married couples with children want to live in single-family homes, but with high housing prices the costs of many traditional homes are out-of-reach for households on a single income.

This high percentage of single-family detached homes does not seem likely to change considerably if current policy remains in place. The developments identified during the land use analysis show that almost 68% of the major projects developed or currently under construction between 2018 and 2022 are comprised exclusively of single-family residences, compared to just 9.5% of the projects offering multi-family residential options.

FIGURE 14. DWELLING UNITS PER STRUCTURE 2020





**It's not just the real estate market causing the issue—current land use policy and regulations**

**contribute to this imbalance.** The 2018 Comprehensive Plan's future land use map designates nearly 71% of the area of the county as either Low Density or Rural Residential, uses that can only be developed with single-family detached dwellings. Along with the land use designation, the county zoning ordinance sets minimums for single-family dwelling sizes in all residential districts of 1,500 - 1,800 square feet. Examination of rezoning cases for the county over the past five years shows that the County Commission often enacts conditions of zoning which *increase* the minimum required square footage, typically between 2,200 - 2,500 square feet. The outcome of these policies is an absence of smaller detached dwelling units within the county. Options are limited for persons or families who do not desire, or cannot afford, to reside in a large single-unit detached housing type.

**The high percentage of single-family homes fuels issues around housing affordability—not just for the households with the lowest incomes, but those with middle incomes as well.** Using data published by the real estate website Zillow, known as the “Zillow Observed Rent Index,” or ZORI, the ARC released a series of reports in the fall of 2022 detailing the increased housing cost for renters in metro Atlanta. These reports indicate that Henry County saw a 45% increase in monthly rental rates from January 2020 to September 2022, going from roughly \$1,400 to slightly over \$2,000. The good news is that this number is lower than the average increase across the entire metro region, which saw a 53.3% spike in rental costs. However, the increase in housing cost has created a void in the attainability of lower cost housing, especially for renters. For the period between 2014-2022 for all 11 counties included in the ARC research, the total number of rental units available at a monthly rate of less than \$1,250 decreased while rental rates of \$1,250 and above increased. Homeowners in the county are not

exempt from the rising cost of housing either. The median home sale price in Henry County in 2020 was \$220,000; by April, 2023 this number had risen dramatically to \$328,000, a 49% increase in just three years.

One of the best ways to combat inflation in rental rates, according to research by the Pew Charitable Trust, is to add new market-rate housing. In a study of four cities which have in recent years loosened their zoning ordinances to allow for more by-right density, the Trust's research indicates that the four cities saw rental rates increase by an average of just 3.5% between 2017-2023, much lower than the national average of 31%.

With the rising cost of housing, it is not surprising that nearly 45% of all rental households and 29% of all owner-occupied households within Henry County fall under the classification of being “cost-burdened” according to the 2020 Census. Cost-burdened households are identified as households that are spending more than 30% of their income on rent, mortgage, and other housing needs. Given that this data was collected prior to the spike in rental rates between 2020-2022, and subsequently paired with the stagnation in wage growth and increased transportation costs, it is likely that number is even higher today with a disproportionate impact on renters.

**Seniors are a particularly vulnerable population, and the lack of housing options that meet their needs make it difficult to age in place.** Another concern raised by the community was the lack of available housing for seniors. Currently approximately 1/3 of all residents within Henry County are aged 50 or older, according to estimates by the 2021 ACS. As this demographic continues to age it will be important that housing is available for people to relocate to communities and facilities that can offer the amenities and services needed to support them.



## >> 4.5 MORE ACCESSIBLE COMMUNICATION

### GOAL: IMPROVE COMMUNICATIONS WITH THE COMMUNITY

#### OVERVIEW OF CHALLENGE

**Many community members expressed frustration at what they see as a lack of clear communication from the County and a sense that their elected officials were inaccessible.** Transparency between governments and their communities is defined by the federal government as being transparent, participatory, and collaborative. These values are all meant to ensure public trust and establish a system of openness that strengthens trust in the government and make the government processes more efficient and effective for its constituents. During the comprehensive planning process, participants have commented on many ways that they would like to improve communication with their elected officials.

The first challenge that residents relayed was the lack of general communication from the elected officials. Currently, Henry County has numerous ways to communicate with residents including a website, a county news page, and a television channel. Despite the many methods of digital outreach, residents attending the first public workshop remarked on how they would also like the opportunity to regularly meet with their commissioners and other elected officials outside of public hearings. Community members felt like these hearings didn't leave enough time to ask questions about specific projects or gain more knowledge about the planning processes happening in the county.

**Residents want an easier way to learn more about the projects impacting their communities.** For many residents who mentioned concerns about specific projects, their questions centered around the lack of communication on the progress of these developments. To them, it seemed as if certain projects approved even years prior were now suddenly beginning construction even though the existing site conditions were no longer relevant. At the same time, other projects that weren't an immediate need for residents seemed to be quickly approved and constructed. Many participants at Public Workshop #1 insisted that even a consistency of code enforcement would make it much easier to expect changes in their built environment and ask questions in real time.

**It is time for Henry County, Stockbridge, McDonough, Hampton, and Locust Grove to communicate with one another and collaborate for the greater good.** Transparency is also needed in how Henry County communicates with the cities. During an interview with the Main Street coordinators, they noticed how communication affected local centers of commerce. With a confusing tapestry of city- and county-owned properties being reviewed with sometimes conflicting land use maps, many areas appeared to not have clear jurisdiction. This confusion impacted general maintenance, infrastructure, and overall connectivity within the county. These impacts then continue to tourism within the county.



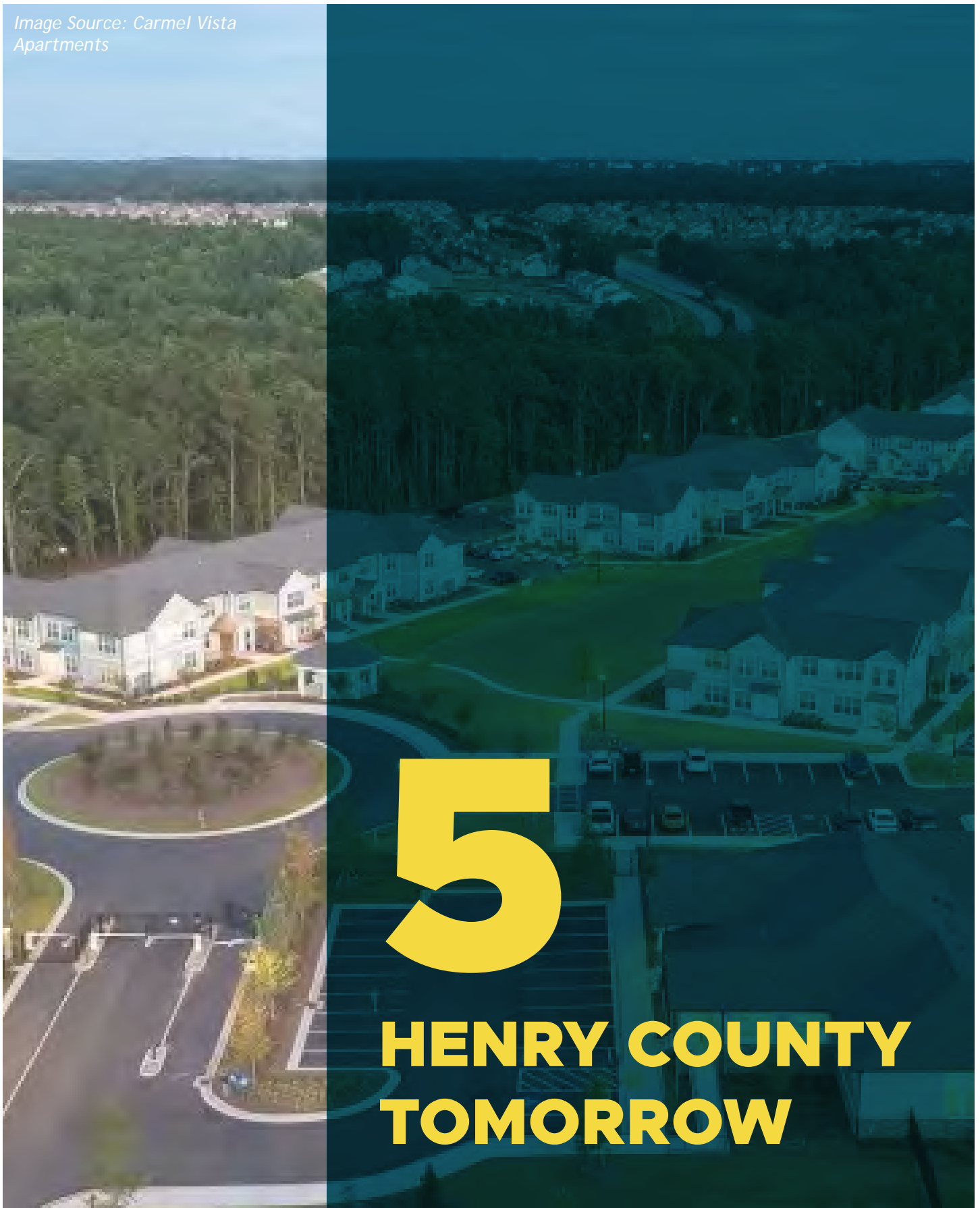
A similar disconnect is seen in the provision of essential services. One example is in public safety with providing fire services. Recently the jurisdictions have appointed their own fire chiefs, who oversee building plans and ensure that they meet fire safety standards. The County no longer reviews these plans nor sees them, yet the County Fire Department is still responsible for responding to calls in these jurisdictions that could involve these structures. This lack of sharing information critical to public safety is a major vulnerability that could have disastrous consequences.



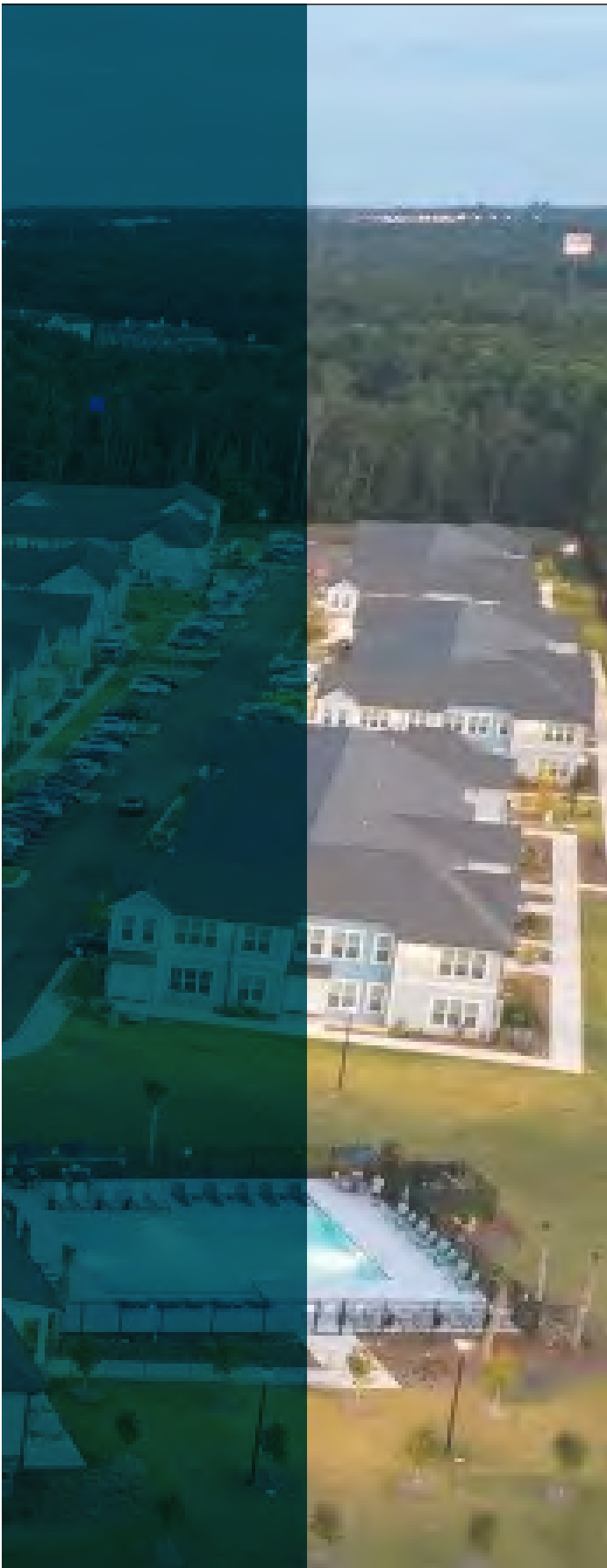
*Groundbreaking for road improvement of Peeksville Road in Locust Grove in April 2023. Image Source: Henry Herald*



Image Source: Carmel Vista  
Apartments







Henry County Tomorrow focuses on the two biggest drivers of development and quality of life in Henry County: land use and transportation. It is not just a vision for the future, but provides a clear, transparent process for County officials, staff, and the community.



## >> 5.1 LAND USE ELEMENT

Throughout the comprehensive planning process, residents consistently expressed frustration over how fast development is occurring and how the infrastructure does not seem to be keeping up.

To address this concern, the planning team revamped the county's approach to future land use planning by replacing the 2018 plan's Future Community Map with a stronger tool, the Development and Infrastructure Strategy Map.

### DEVELOPMENT + INFRASTRUCTURE STRATEGY MAP

In the 2018 Comprehensive Plan Update, the Future Community Map showed high-level policy direction for growth. The map included special interest areas such as the Megasite and the Henry Global Gateway, an area with industrial focus between McDonough and Locust Grove centered along I-75. The remainder of the county was shown predominantly as "rural area" or "suburban area" with a handful of "Activity Centers" and "Town Centers" connected by "Main Street Henry" and "Planned Paths."

This map illustrated a generalized vision for Henry County, but in practice was rarely used by staff or the community. Additionally, projects such as the Megasite and "Main Street Henry" are no longer moving forward, rendering these aspects of the map obsolete.

The need to overhaul the Future Community Map in general posed an opportunity to better—and more clearly—address the community's concerns about growth outpacing infrastructure. Instead of just updating the Future Community Map using the areas established in 2018, this plan completely reconfigured the map to more closely tie growth policy with infrastructure investment. It also serves as a framework for guiding the evaluation

of how appropriate each land use types is within specific areas.

### GROWTH MANAGEMENT

Another reason for the revised approach is that infrastructure investment is one of Henry County's best and most powerful tools for guiding growth. New roadways, roadway widenings, and sewer capacity expansion very frequently attract growth, as they make land more valuable for development.

The new Development and Infrastructure Strategy Map (Map 17) shows six major areas of growth and infrastructure policy:

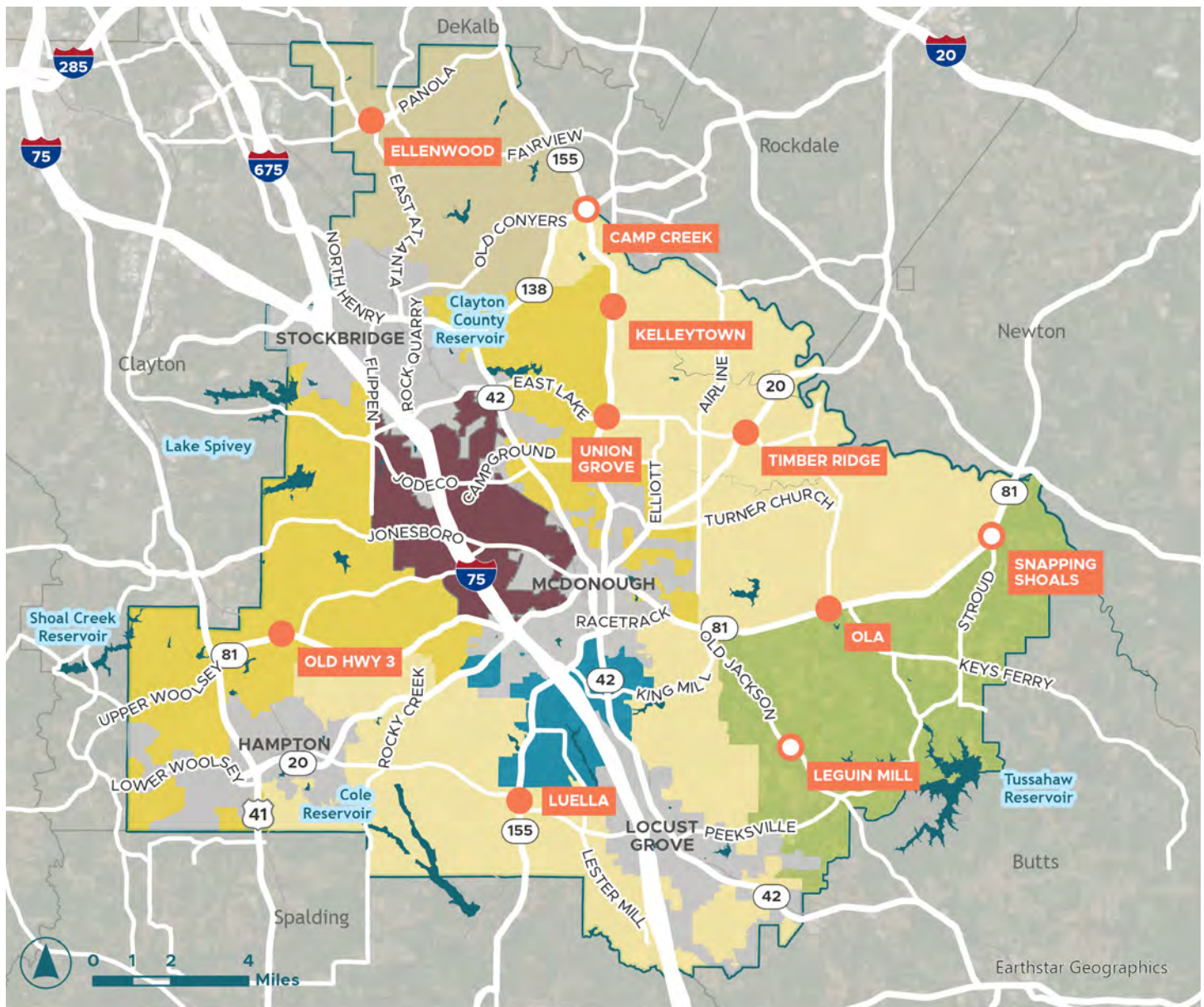
- » Rural Reserve
- » Rural Communities
- » Panola Mountain
- » Suburban Mix
- » Central District
- » Workplace Center

It also shows ten community centers (nodes).

The following section is an overview of each of the six main areas, their general strategy for providing transportation and sewer infrastructure, and more detailed guidance on the most appropriate land uses that align with this infrastructure. Descriptions of each land use can be found in the following section.










## >> MAP 17. DEVELOPMENT + INFRASTRUCTURE STRATEGY AREAS



### LEGEND

#### DEVELOPMENT + INFRASTRUCTURE STRATEGY AREAS:

	Central District		Rural Communities		Lakes + Reservoirs
	Rural Reserve		Workplace Center		Incorporated Areas
	Suburban Mix		Community Center		
	Panola Mountain		Future Community Center		



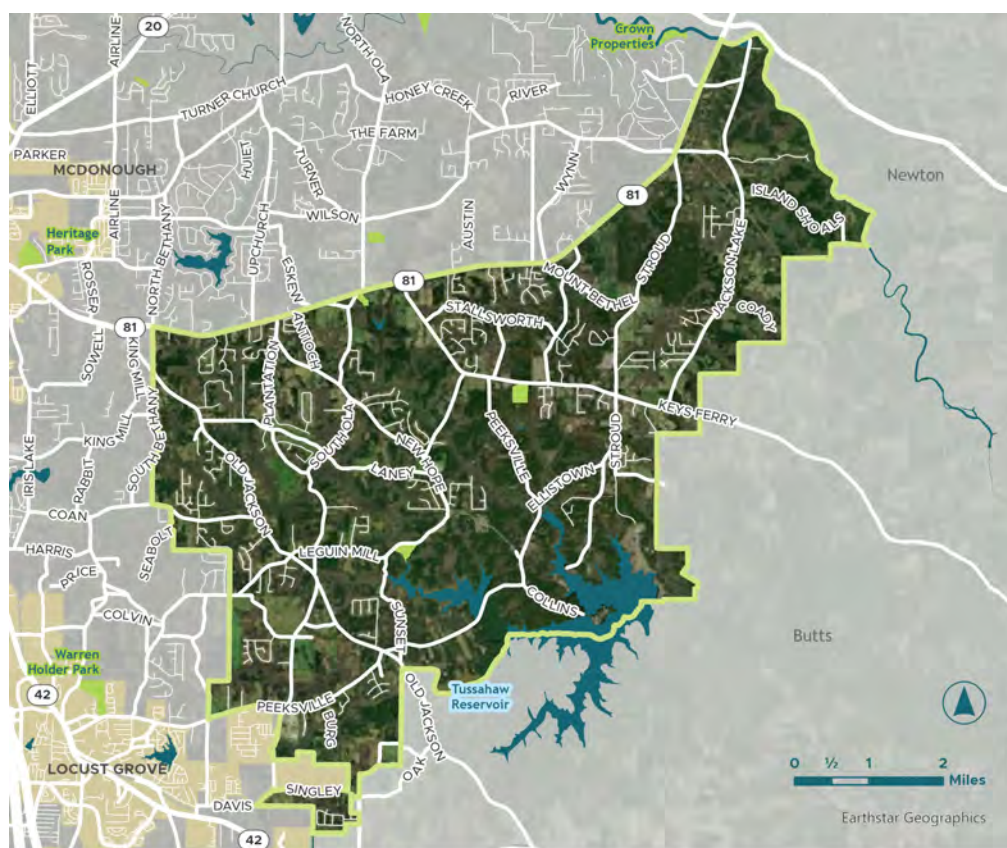
# RURAL RESERVE

The Rural Reserve (Map 18) is located in southeastern Henry County. It is roughly bounded by Highway 81 to the north, Old Jackson Road/Bethany Road to the west, and the Butts County line to the south.

The vision for the Rural Reserve is to remain relatively undeveloped over the next 10+ years, which is already largely regulated by the presence of the Watershed Protection Overlay. To re-enforce this slow growth policy, transportation improvements should be limited to very targeted roadway improvements such as addressing safety and maintenance issues. Roadway widenings in particular are not recommended in this area.

Sewer expansion into this area is not expected in the next five years but it should be noted that the county does have future plans for a wastewater facility on the Tussahaw Reservoir. However, this area plays an important role in maintaining the rural feel of Henry County; future growth should be very slow and sensitive to both watershed protection needs and the community's desire to retain more natural and rural areas.

## >> MAP 18. RURAL RESERVE



### LEGEND

- Rural Reserve
- Parks/Greenspace
- Lakes and Reservoirs
- Incorporated Areas



## RURAL RESERVE AT A GLANCE



### SEWER CAPACITY INVESTMENTS:

Little to none in next 10 years;  
slow expansion longer term



### TRANSPORTATION INVESTMENTS:

Limited to addressing safety concerns and maintenance needs; no roadway widenings (adding lanes)



### LAND USE GUIDE

	LAND USE	CONDITIONS
<b>APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» Rural Residential</li> <li>» Village</li> <li>» Parks and Greenspace</li> </ul>	N/A
<b>APPROPRIATE IF MASTER PLANNED* AND CONDITIONS ARE MET</b>	<ul style="list-style-type: none"> <li>» Low Density Suburban Residential</li> <li>» Medium Density Suburban Residential</li> </ul>	<ul style="list-style-type: none"> <li>» Must be able to safely operate on an onsite wastewater system</li> <li>» Should have a wide vegetated buffer along public roadways to protect rural character or be designed as neighborhood conservation district</li> <li>» Should maintain at least 50% open space</li> </ul>
	<ul style="list-style-type: none"> <li>» Suburban Commercial</li> </ul>	<ul style="list-style-type: none"> <li>» Should be more than 3 miles from a designated Community Center</li> </ul>
	<ul style="list-style-type: none"> <li>» Industrial</li> </ul>	<ul style="list-style-type: none"> <li>» Should have a wide vegetated buffer along public roadways to protect rural character</li> <li>» Should be located on a designated truck route</li> <li>» Should be within a 2-mile trip of I-75</li> <li>» Must be able to safely operate on an onsite wastewater system</li> <li>» Should maintain at least 50% open space</li> </ul>
	<ul style="list-style-type: none"> <li>» Public-Institutional</li> </ul>	<ul style="list-style-type: none"> <li>» Should have operational reason/requirement to be located specifically in the Rural Reserve</li> </ul>
	<ul style="list-style-type: none"> <li>» Utilities</li> </ul>	<ul style="list-style-type: none"> <li>» Should have operational reason/requirement to be located specifically in the Rural Reserve</li> </ul>
<b>NOT APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» High Density Suburban Residential</li> <li>» Urban Residential</li> <li>» Low Density Mixed Use</li> <li>» High Density Mixed Use</li> <li>» Office-Institutional</li> </ul>	N/A

*\*For sites under 10 acres in size, the County may waive the Master Plan requirement*



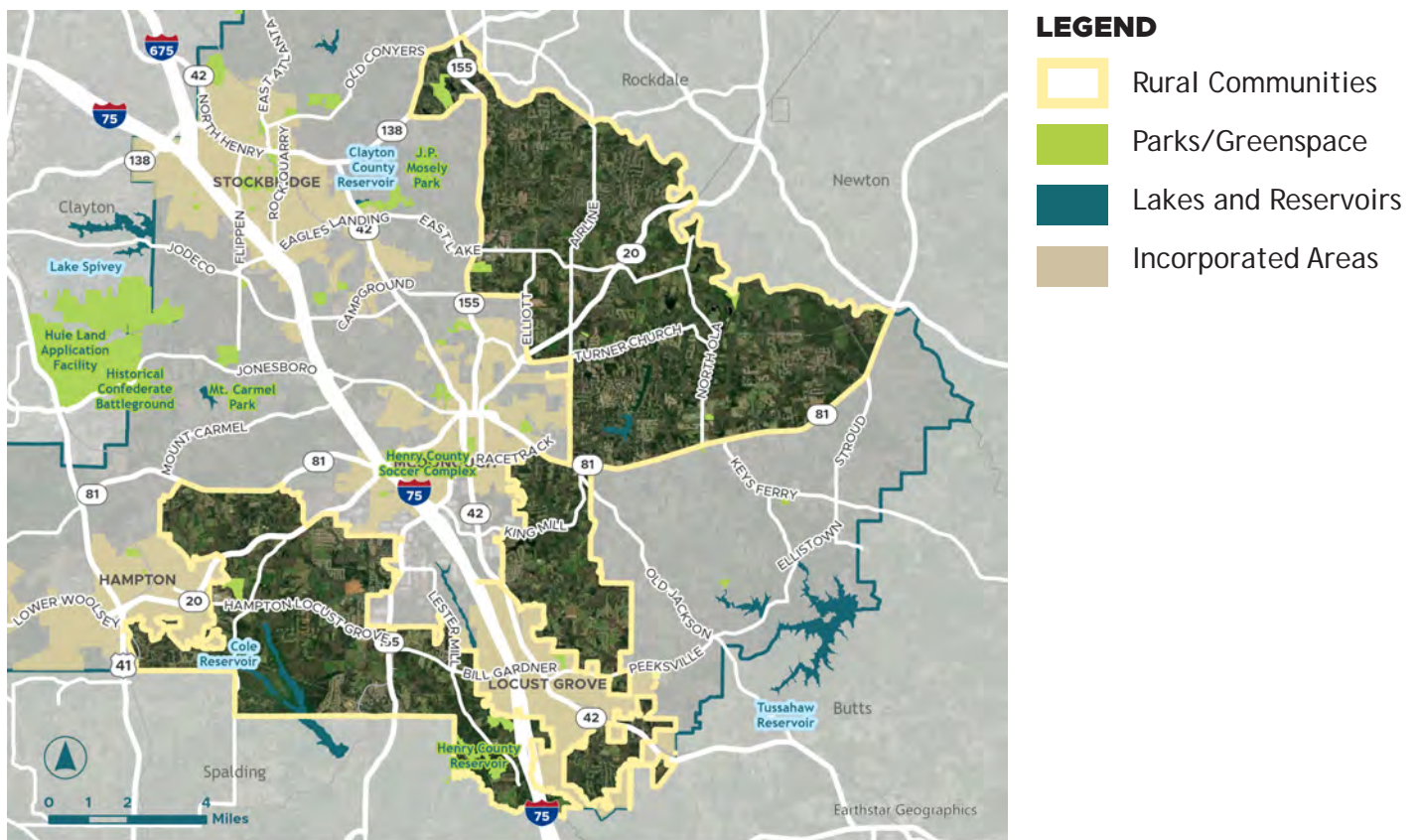
# RURAL COMMUNITIES

The largest of the six Development and Infrastructure Strategy Areas, Rural Communities is a growth policy area that applies primarily to two parts of the county:

- » East of I-75, Rural Communities is shown as the area largely east of Highway 155 and City of McDonough, and north of Highway 81
- » In the south, it is an area surrounding the City of Locust Grove and extends west to Hampton, but south of Highway 81

Most of these areas have some access to sewer and are experiencing pressure for residential growth. However, the vision for Rural Communities areas is to maintain a rural environment that accommodates some low-intensity residential growth. Sewer capacity should be expanded slowly in targeted amounts, and roadway improvements should focus on projects that address safety and maintenance issues. Roadways should only be widened if experiencing very high congestion levels (LOS E or F). Investment in multi-use trails in this area is recommended but primarily for recreation purposes.

## >> MAP 19. RURAL COMMUNITIES





## RURAL COMMUNITIES AT A GLANCE



### SEWER CAPACITY INVESTMENTS:

Slow, targeted expansion



### TRANSPORTATION INVESTMENTS:

Limited to addressing safety concerns and maintenance needs; intersection improvements; roadway widenings only for extreme congestion (LOS E or F)



### LAND USE GUIDE

	LAND USE	CONDITIONS
<b>APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» Rural Residential</li> <li>» Low Density Suburban Residential</li> <li>» Village</li> <li>» Parks and Greenspace</li> </ul>	N/A
<b>APPROPRIATE IF MASTER PLANNED* AND CONDITIONS ARE MET</b>	<ul style="list-style-type: none"> <li>» Medium Density Suburban Residential</li> </ul>	<ul style="list-style-type: none"> <li>» Should have a vegetated buffer along public roadways to protect rural character <u>or</u> be designed as a conservation subdivision</li> <li>» Should be at least 30% open space</li> </ul>
	<ul style="list-style-type: none"> <li>» Low Density Mixed Use</li> </ul>	<ul style="list-style-type: none"> <li>» Should only to be used for enlargening/enhancing a designated Community Center that requires more design flexibility</li> <li>» Should be supported by a majority of property owners within 1 mile of the site</li> </ul>
	<ul style="list-style-type: none"> <li>» Commercial</li> </ul>	<ul style="list-style-type: none"> <li>» Should be more than a 2-mile trip from the nearest designated Community Center</li> </ul>
	<ul style="list-style-type: none"> <li>» Industrial</li> </ul>	<ul style="list-style-type: none"> <li>» Should have a vegetated buffer along public roadways to protect rural character</li> <li>» Should be located on a designated truck route</li> <li>» Should be within a 2-mile drive of I-75</li> </ul>
	<ul style="list-style-type: none"> <li>» Office-Institutional</li> </ul>	<ul style="list-style-type: none"> <li>» Should have a vegetated buffer along public roadways to protect rural character</li> </ul>
	<ul style="list-style-type: none"> <li>» Public-Institutional</li> </ul>	<ul style="list-style-type: none"> <li>» Should have operational reason/requirement to be located specifically in the Rural Communities</li> </ul>
	<ul style="list-style-type: none"> <li>» Utilities</li> </ul>	<ul style="list-style-type: none"> <li>» Should have operational reason/requirement to be located specifically in the Rural Communities</li> </ul>
<b>NOT APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» High Density Suburban Residential</li> <li>» Urban Residential</li> <li>» High Density Mixed Use</li> </ul>	N/A

\*For sites under 10 acres in size, the County may waive the Master Plan requirement



# PANOLA MOUNTAIN

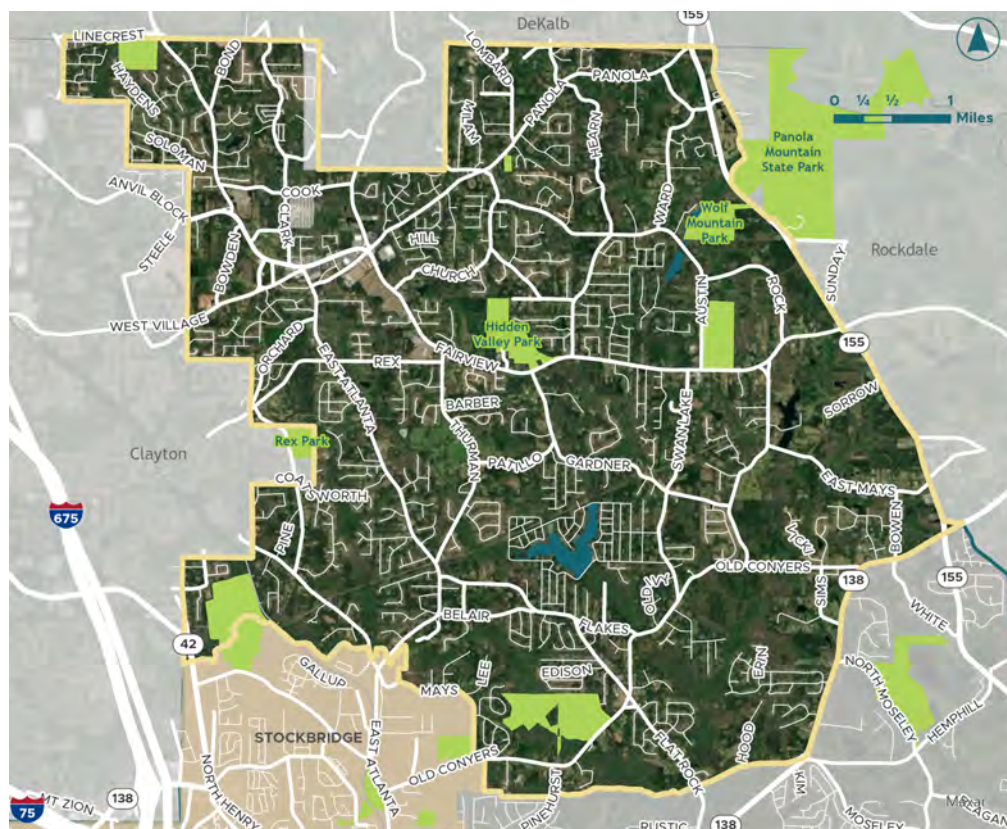
One of the most unique areas in Henry County is its northern section. This area—roughly everything north of Highway 138—lies atop a foundation of dense, hard rock making it very expensive to expand sewer and build densely. However, because it is the area of Henry County closest to Atlanta, it has still experienced growth. It is not exactly rural, but it is not totally suburban either, and its geology will make it very costly for this area to grow substantially.

The vision for Panola Mountain is to remain largely unchanged. Some low intensity growth is anticipated, but not at a quantity that would require expansion of sewer. The exception to this would be the desired expansion and redevelopment of the low-density mixed-use center at Ellenwood.

Although growth itself in this area would not likely require more roadway capacity, its proximity to Clayton, DeKalb, and Rockdale Counties means higher volumes of traffic than other parts of Henry County. Improved roadway and sidewalk connectivity is recommended in the Ellenwood area, linking the commercial area with surrounding neighborhoods, parks, and schools. A high-quality, multi-use path connection to Panola Mountain State Park is also recommended.

It should be noted that Henry County currently purchases wastewater services from DeKalb County and Clayton County to service this area. Although this works from a functional perspective, it is financially very costly and undesirable. Therefore, only low-density uses are recommended for future development to avoid increasing the amount of wastewater services the County must purchase from its neighbors.

## >> MAP 20. PANOLA MOUNTAIN



### LEGEND

- Panola Mountain
- Parks/Greenspace
- Lakes and Reservoirs
- Incorporated Areas



## PANOLA MOUNTAIN COMMUNITIES AT A GLANCE



### SEWER CAPACITY INVESTMENTS:

No expansion



### TRANSPORTATION INVESTMENTS:

Limited to addressing safety concerns and maintenance needs; intersection improvements; roadway widenings only for extreme congestion (LOS E or F)



### LAND USE GUIDE

	LAND USE	CONDITIONS
<b>APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» Rural Residential</li> <li>» Low Density Suburban Residential</li> <li>» Village</li> <li>» Parks and Greenspace</li> </ul>	N/A
<b>APPROPRIATE IF MASTER PLANNED* AND CONDITIONS ARE MET</b>	<ul style="list-style-type: none"> <li>» Medium Density Suburban Residential</li> </ul>	<ul style="list-style-type: none"> <li>» Must be able to operate safely on an onsite wastewater system</li> <li>» Should have a wide vegetated buffer along public roadways to protect rural character or be designed as conservation subdivision</li> </ul>
	<ul style="list-style-type: none"> <li>» Low Density Mixed Use</li> </ul>	<ul style="list-style-type: none"> <li>» Must be able to operate safely on onsite wastewater system or on sewer that is already available</li> <li>or</li> <li>» Enlarging existing Low Density Mixed Use area at Ellenwood</li> </ul>
	<ul style="list-style-type: none"> <li>» Commercial</li> </ul>	<ul style="list-style-type: none"> <li>» Should be more than 2 miles from a designated Community Center</li> </ul>
	<ul style="list-style-type: none"> <li>» Industrial</li> </ul>	<ul style="list-style-type: none"> <li>» Should have a wide vegetated buffer along public roadways to protect rural character</li> <li>» Should be located on a designated truck route</li> <li>» Should be able to operate safely on septic systems or on sewer that is already available</li> </ul>
	<ul style="list-style-type: none"> <li>» Public-Institutional</li> </ul>	<ul style="list-style-type: none"> <li>» Should have operational reason/requirement to be located specifically in the Rural Reserve</li> </ul>
	<ul style="list-style-type: none"> <li>» Utilities</li> </ul>	<ul style="list-style-type: none"> <li>» Should have operational reason/requirement to be located specifically in the Rural Reserve</li> </ul>
<b>NOT APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» High Density Suburban Residential</li> <li>» Urban Residential</li> <li>» High Density Mixed Use</li> <li>» Office-Institutional</li> </ul>	N/A

\*For sites under 10 acres in size, the County may waive the Master Plan requirement



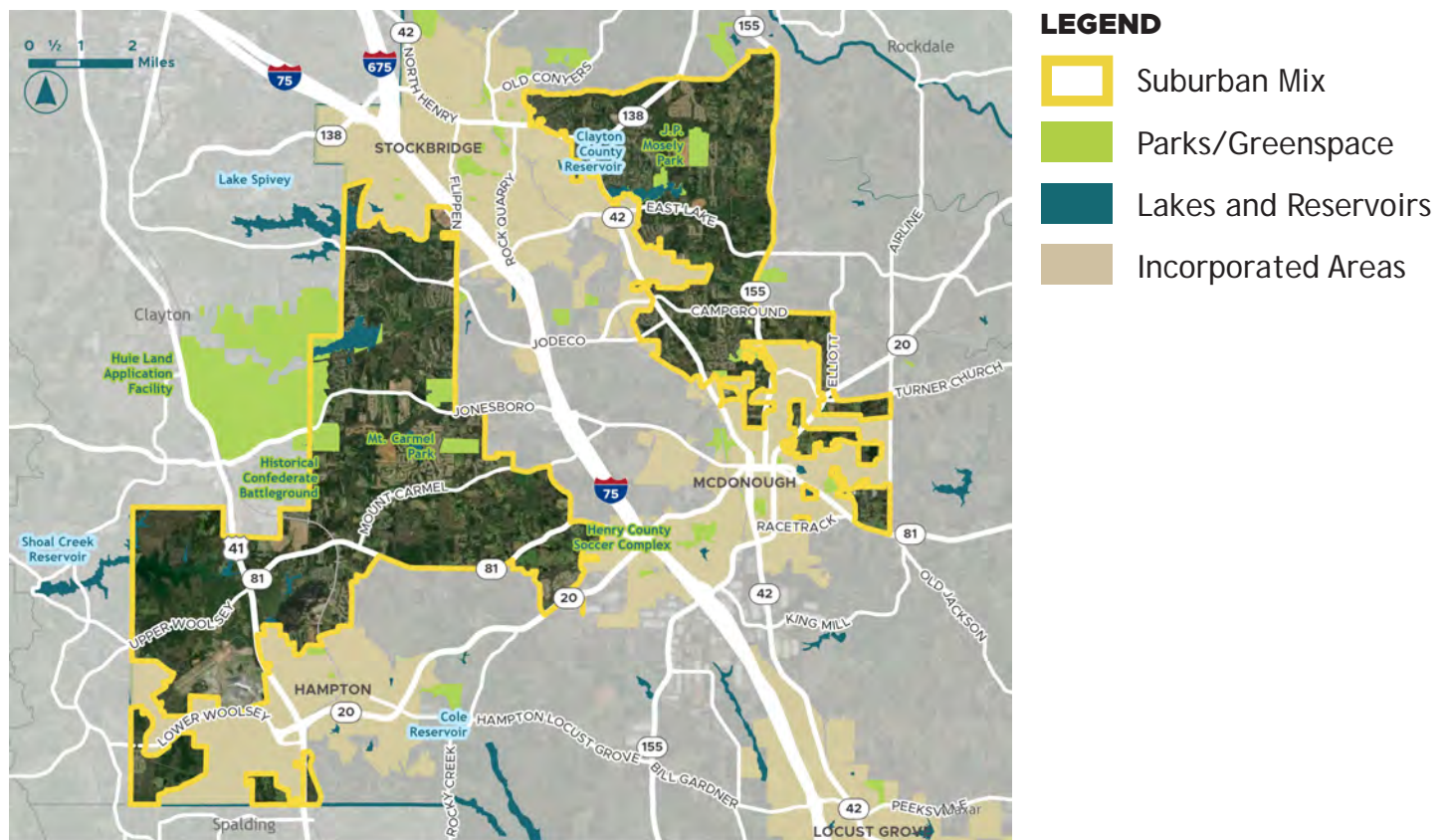
# SUBURBAN MIX

Suburban Mix areas are largely already developed in a suburban style many single-family neighborhoods and strip commercial centers. This pattern is seen in the area between Highway 23/42 and Highway 155 in the eastern part of the county, and the area to the west of I-75 between Stockbridge and Highway 81. West of Highway 41 is also shown as Suburban Mix to reflect anticipated development that will be at this scale.

The vision for the Suburban Mix area is to accommodate a variety of types of residential neighborhoods that are

predominantly single family, as well as some supporting areas for retail (shopping) and workplaces. Sewer capacity should be expanded to support suburban-level intensities of development, and the roadway network should be improved to accommodate expected trip numbers. A system of multi-use trails supports both transportation and recreation goals, and sidewalks should be prioritized around schools, parks, and designated Community Centers.

## >> MAP 21. SUBURBAN MIX





## SUBURBAN MIX AT A GLANCE



### SEWER CAPACITY INVESTMENTS:

Capacity expanded to meet demand



### TRANSPORTATION INVESTMENTS:

All types of roadway improvement projects (including capacity/widening projects), multi-use trails, and sidewalks within ½ mile of community facilities/destinations



### LAND USE GUIDE

	LAND USE	CONDITIONS
<b>APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» Medium Density Suburban Residential</li> <li>» High Density Suburban Residential</li> <li>» Low Density Mixed Use</li> <li>» Suburban Commercial</li> <li>» Office-Institutional</li> <li>» Public-Institutional</li> <li>» Parks and Greenspace</li> <li>» Utilities</li> </ul>	N/A
<b>APPROPRIATE IF MASTER PLANNED* AND CONDITIONS ARE MET</b>	» Low Density Suburban Residential	» Allowable only if parcel shapes and sizes preclude feasibility of other single-family residential land use types
	» Village	» Allowable in areas where surrounding land uses are Medium Density Suburban Residential or lower intensity (see page 89)
	» Commercial	» Should be more than 2 miles from a designated Community Center
	» Industrial	<ul style="list-style-type: none"> <li>» Should have a wide vegetated buffer along public roadways to protect suburban character</li> <li>» Should be located on a designated truck route</li> <li>» Should be within a 2-mile trip of I-75</li> </ul>
<b>NOT APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» Rural Residential</li> <li>» Urban Residential</li> </ul>	N/A

\*For sites under 10 acres in size, the County may waive the Master Plan requirement



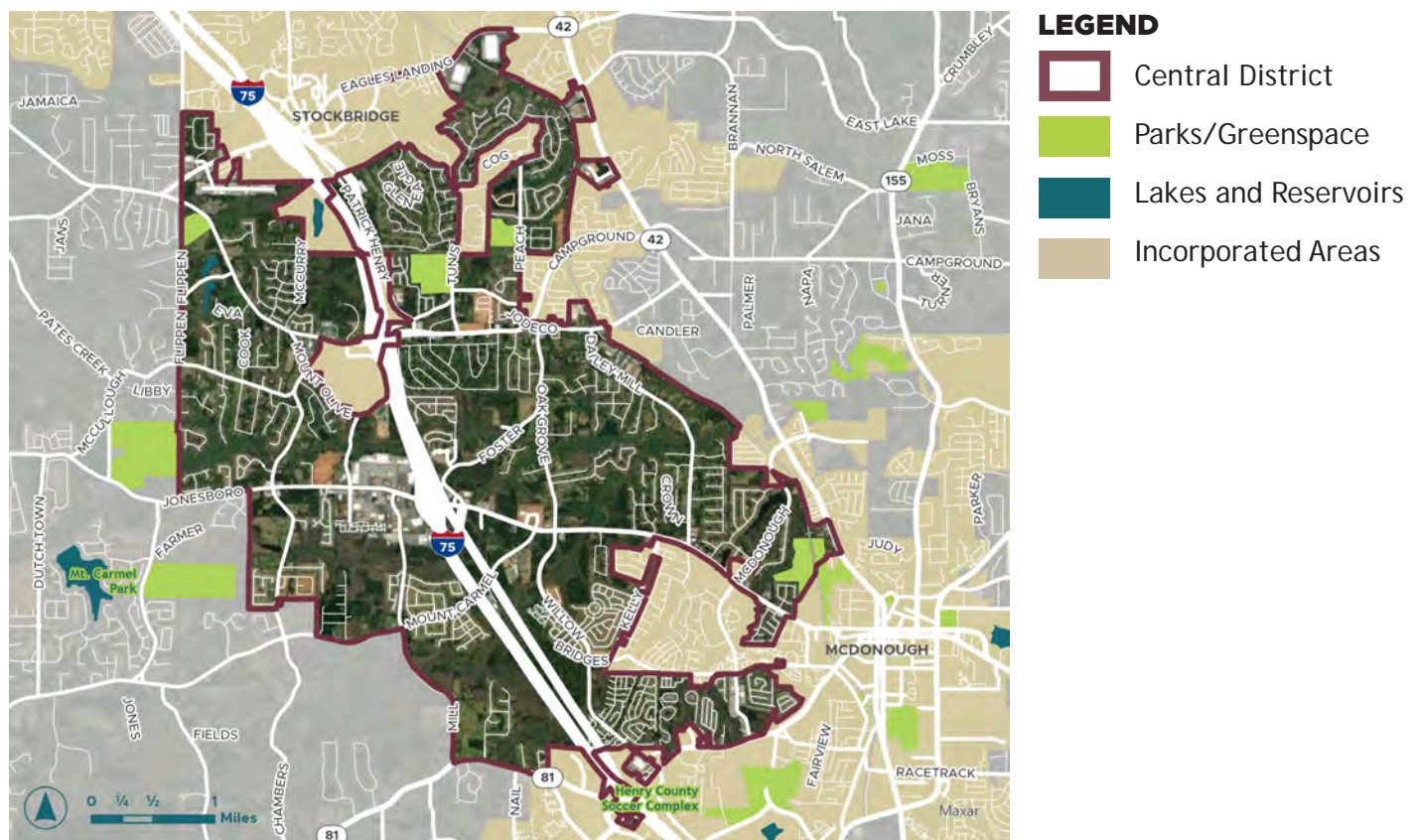
# CENTRAL DISTRICT

The Central District is the heart of unincorporated Henry County. It is delineated as the area between Stockbridge and McDonough between Flippen Road and the railroad line, encompassing much of the I-75 corridor in the county.

Many community members have expressed frustration about the high levels of growth in this area and its accompanying congestion. The development is not going away, and additional projects are expected—it is **not an option to reverse course and make this area lower density**. To meet this reality, the Comprehensive Plan Update recommends prioritizing significant sewer, transportation, and quality of life investments in this core area to make it more livable.

The vision for this area is to make concerted infrastructure and aesthetic improvements to support the recent and anticipated levels of higher intensity development. Land uses include a variety of residential neighborhoods (including multi-family and townhomes), retail, office (with a focus on medical uses along Patrick Henry Parkway), and buffered industrial uses. The sewer system will be expanded as necessary to accommodate the growth, and the transportation network will focus on creating a dense, interconnected system of “Complete Streets”—these are corridors that provide safe methods of travel for all types of users, whether they are driving, walking, bicycling, or taking transit.

## >> MAP 22. CENTRAL DISTRICT





## CENTRAL DISTRICT AT A GLANCE



### SEWER CAPACITY INVESTMENTS:

Capacity expanded to meet demand



### TRANSPORTATION INVESTMENTS:

Prioritization of a well-connected, multi-modal network for corridors that support cars, pedestrians, cyclists and future transit.



### LAND USE GUIDE

	LAND USE	CONDITIONS
<b>APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» Urban Residential</li> <li>» Office-Institutional</li> <li>» Public-Institutional</li> <li>» Parks and Greenspace</li> </ul>	N/A
	<ul style="list-style-type: none"> <li>» High Density Mixed Use</li> </ul>	<ul style="list-style-type: none"> <li>» Max 50% of buildings should be all residential; a building can qualify as non-residential if at least 50% of its ground floor is a non-residential use (retail preferred)</li> </ul>
<b>APPROPRIATE IF MASTER PLANNED* AND CONDITIONS ARE MET</b>	<ul style="list-style-type: none"> <li>» High Density Suburban Residential</li> </ul>	<ul style="list-style-type: none"> <li>» Allowable only if parcel shapes and sizes preclude feasibility of other residential land use types; minimum of 6 dwelling units (du)/acre</li> </ul>
	<ul style="list-style-type: none"> <li>» Utilities</li> </ul>	<ul style="list-style-type: none"> <li>» Should have operational reason/requirement to be located in the Central District</li> </ul>
<b>NOT APPROPRIATE</b>	<ul style="list-style-type: none"> <li>» Rural Residential</li> <li>» Low Density Suburban Residential</li> <li>» Medium Density Suburban Residential</li> <li>» Low Density Mixed Use</li> <li>» Commercial</li> <li>» Industrial</li> <li>» Village</li> </ul>	N/A

*\*For sites under 10 acres in size, the County may waive the Master Plan requirement*



# CENTRAL DISTRICT

## AN AMENITY- AND INFRASTRUCTURE-RICH PLACE

With a higher density of development, it will be critical to make sure that the Central District is rich in strong infrastructure and quality of life amenities. These components are pictured at right, and represent a mix of both public and private investment.



**Wide, Safe Sidewalks**

Source: Pinterest



**Improved Roadway Intersections**

Source: Austin American Statesman



**Multi-Use Trails**

Source: Livable Buckhead



**Better Traffic Signal Timing**

Source: LinkedIn



**Connected local roads**

Source: City of Sacramento



**Transit Access**

Source: MARTA





### Streetscape Improvements

Source: OHM Advisors



### More Parks and Open Space

Source: Discover Lehigh Valley



### More Trees

Source: NC State



### Enhanced Landscaping

Source: Pinterest



### Public Art

Source: Trees Atlanta



### Stricter Controls on Signage

Source: Molly's Cupcakes



### Better Designed Parking Lots

Source: Crowley Landscape



### Parking Lots That Are Less Visible (not in front of buildings, etc.)

Source: Broken Sidewalk



### Quality Building Materials

Source: The Surface Shop

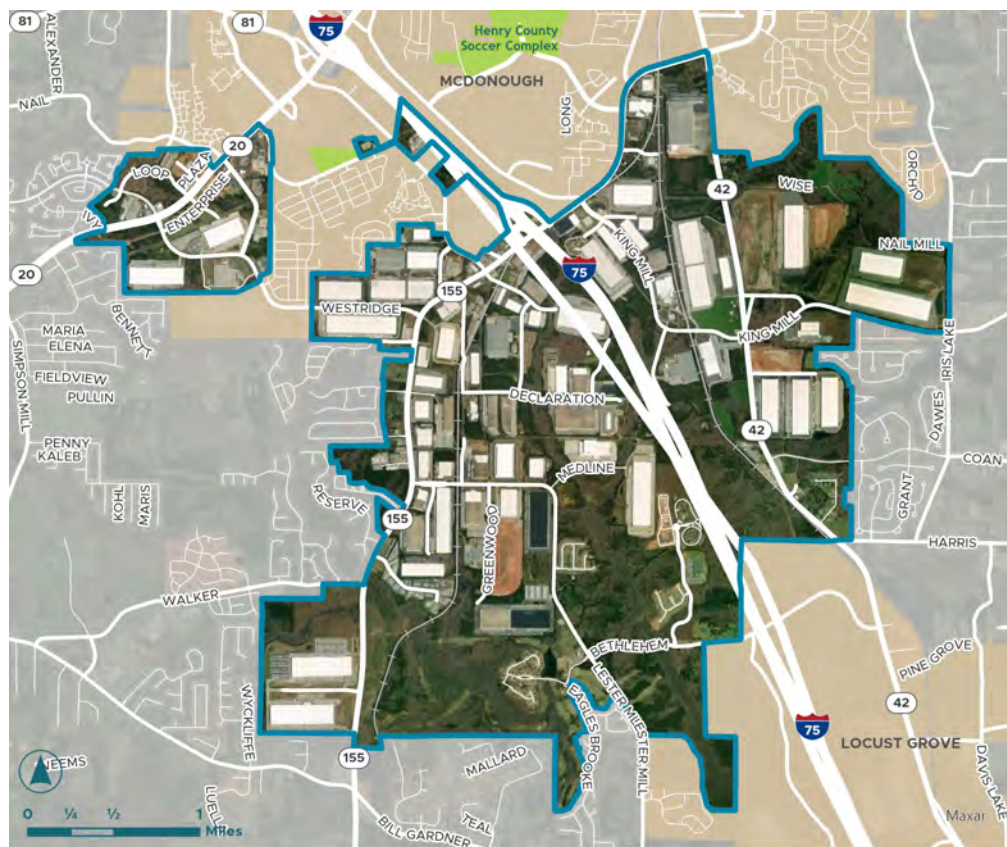


# WORKPLACE CENTER

The area along I-75 between McDonough and Locust Grove is an established workplace center with an emphasis on light industrial uses—warehousing and logistics in particular. There is a need to augment this area with compatible, higher density residences that can

house workers, as currently many of the employees in these businesses travel large distances from other areas to work in Henry. This is not only a quality of life issue for workers, but adds to the extreme traffic congestion of the area.

## >> MAP 23. WORKPLACE CENTER



### LEGEND

- Workplace Center
- Parks/Greenspace
- Lakes and Reservoirs
- Incorporated Areas



## WORKPLACE CENTER AT A GLANCE



### SEWER CAPACITY INVESTMENTS:

Capacity expanded to meet demand



### TRANSPORTATION INVESTMENTS:

Roadway improvements to improve the support of freight and safety and multi-use trails where appropriate



### LAND USE GUIDE

	LAND USE	CONDITIONS
APPROPRIATE	» Urban Residential	» Bonus density of up to 30 du/acre if at least 20% of units are priced at 80% Area Median Income (AMI) or below
	» High Density Suburban Residential » Industrial » Office-Institutional » Utilities » Parks and Greenspace	N/A
APPROPRIATE IF MASTER PLANNED* AND CONDITIONS ARE MET	» High Density Mixed Use » Commercial	» Allowable if includes at least 5,000 square feet of retail to serve nearby businesses and residences
	» Public Institutional	» Must have operational reason/requirement to be located in Workplace Center
NOT APPROPRIATE	» Rural Residential » Low Density Suburban Residential » Medium Density Suburban Residential » Low Density Mixed Use » Village	N/A

*\*For sites under 10 acres in size, the County may waive the Master Plan requirement*



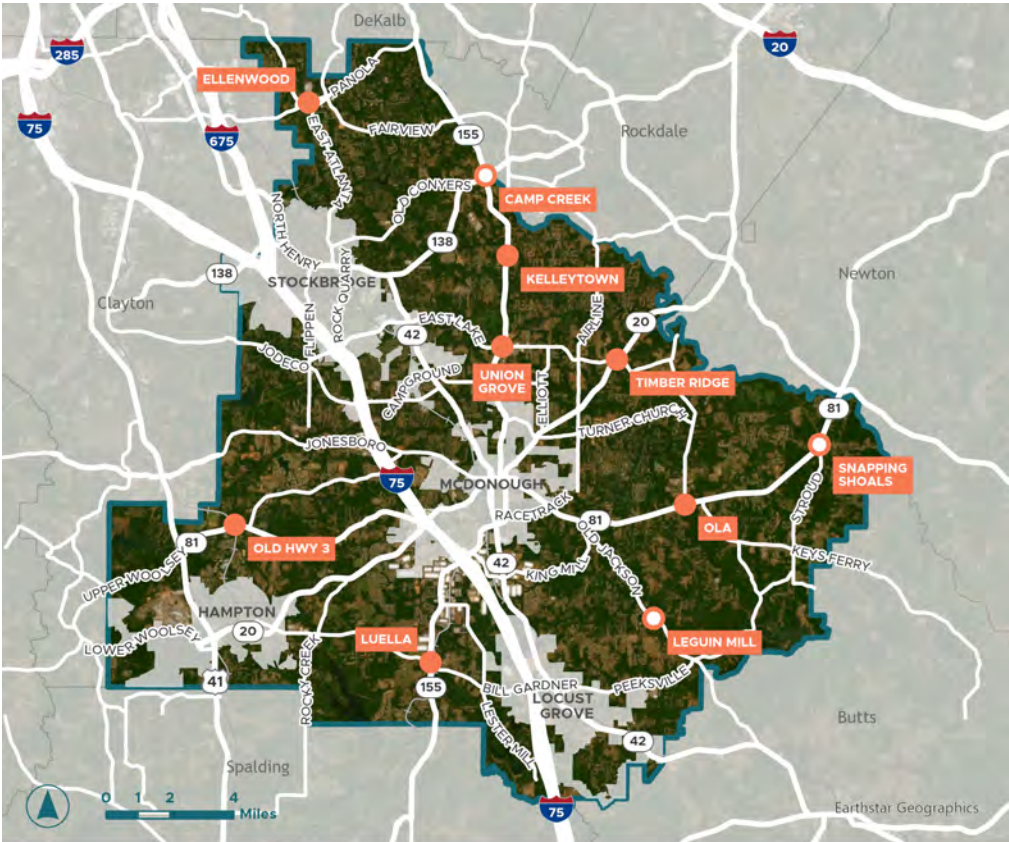
## COMMUNITY CENTERS

The ten Community Centers shown in the Development and Infrastructure Strategy Map are a key addition to this Comprehensive Plan Update. Throughout the process, residents consistently cited a need for access to commercial areas to serve their daily/weekly needs, such as grocery stores. This is supported by the market, as seen in the recent construction of small-scaled shopping centers in Ola and Kelleytown. It is not only an important component of the land use strategy, but part of the strategy to address roadway congestion by reducing trip lengths currently required by many residents to reach these services closer to the I-75 corridor.




These Community Centers should vary depending on their context. In the more rural areas, they should be low-intensity commercial concentrated at key intersections with well-connected, context-sensitive residential adjacent. In more established suburban areas, community centers are envisioned to be mixed use (vertical or horizontal) but with an emphasis on neighborhood-/community-level commercial development and enhanced walkability.

Three of these community centers—Timber Ridge, Snapping Shoals, and Leguin Mill—are envisioned to be future, long-range developments that are unlikely to occur in the near future.

## >> MAP 24. COMMUNITY CENTERS



## LEGEND

-  Community Center
-  Future Community Center
-  Incorporated Areas



# COMMUNITY CENTERS



*Community Center Character in Suburban Mix*  
Source: Amenta Emma

## COMMUNITY CENTERS AT A GLANCE



### **SEWER CAPACITY INVESTMENTS:**

Determined by Development and Infrastructure Strategy Area



### **TRANSPORTATION INVESTMENTS:**

Intersection improvements, pedestrian improvements within ¼-1/2 mile depending on size of the Community Center



### **FUTURE LAND USES**

Village in Rural Reserve and Rural Communities, Low Density Mixed Use in Suburban Mix; Bedrock Communities can vary



## FUTURE LAND USES

The Development and Infrastructure Strategy areas set the vision for how areas of the county should be developed using public infrastructure assets as the guide.\* The Future Land use categories are then employed as the mechanism for how the vision of these investment areas is implemented over time by establishing the desired land use on a parcel by parcel basis. The establishment of a future land use designation will further determine the zoning district which is appropriate for a parcel as it develops or redevelops,

and provides assistance to homeowners, developers, and County staff and elected officials. **The zoning districts in this document will likely change when the County undergoes the recommended update to the ULDC.**

The Comprehensive Plan Update includes 14 future land use designations, with the key 12 land uses summarized in Figure 15; additional detail follows. Note that density bonuses for affordable housing are not reflected in the table.

**FIGURE 15. FUTURE LAND USE SUMMARY CHART**

COLOR	DESIGNATION	DESCRIPTION
	<b>RURAL RESIDENTIAL</b> 0-1 dwelling unit/acre	This is the least developed of all future land uses and is characterized by agricultural and natural land uses, with scattered, very low density single-family homes. It has a rural transportation network of two-lane roadways.
	<b>LOW DENSITY SUBURBAN RESIDENTIAL</b> 0-2 dwelling units/acre	This category consists of single-family homes on fairly large lots (mostly 0.5-1.0 acre in size) to maintain the lower density single-family character of unincorporated Henry County, but with improved aesthetics and roadway connectivity.
	<b>MEDIUM DENSITY SUBURBAN RESIDENTIAL</b> 0-4 dwelling units/acre	This residential category is for single family attached or detached homes with public sewer and water service. New development should provide pedestrian facilities, including sidewalks and crosswalks, and have an appropriate streetscape.
	<b>HIGH DENSITY SUBURBAN RESIDENTIAL</b> 0-8 dwelling units/acre	The highest intensity suburban residential category, this land use allows up to eight dwelling units an acre and requires access to both public sewer and water. The density can be reached using a number of housing types, including small-lot single-family residential, duplexes/triplexes, and townhouses. It is not intended to support lower intensity multi-family garden-style apartments.
	<b>URBAN RESIDENTIAL</b> 4-12 dwelling units/acre	The Urban Residential use is intended to delineate areas within the Central District, specifically for higher density residential use. At a density range of 4-12 dwelling units per acre, this can still include small-lot residential neighborhoods, but is more geared towards housing products like townhomes and multi-family residences.

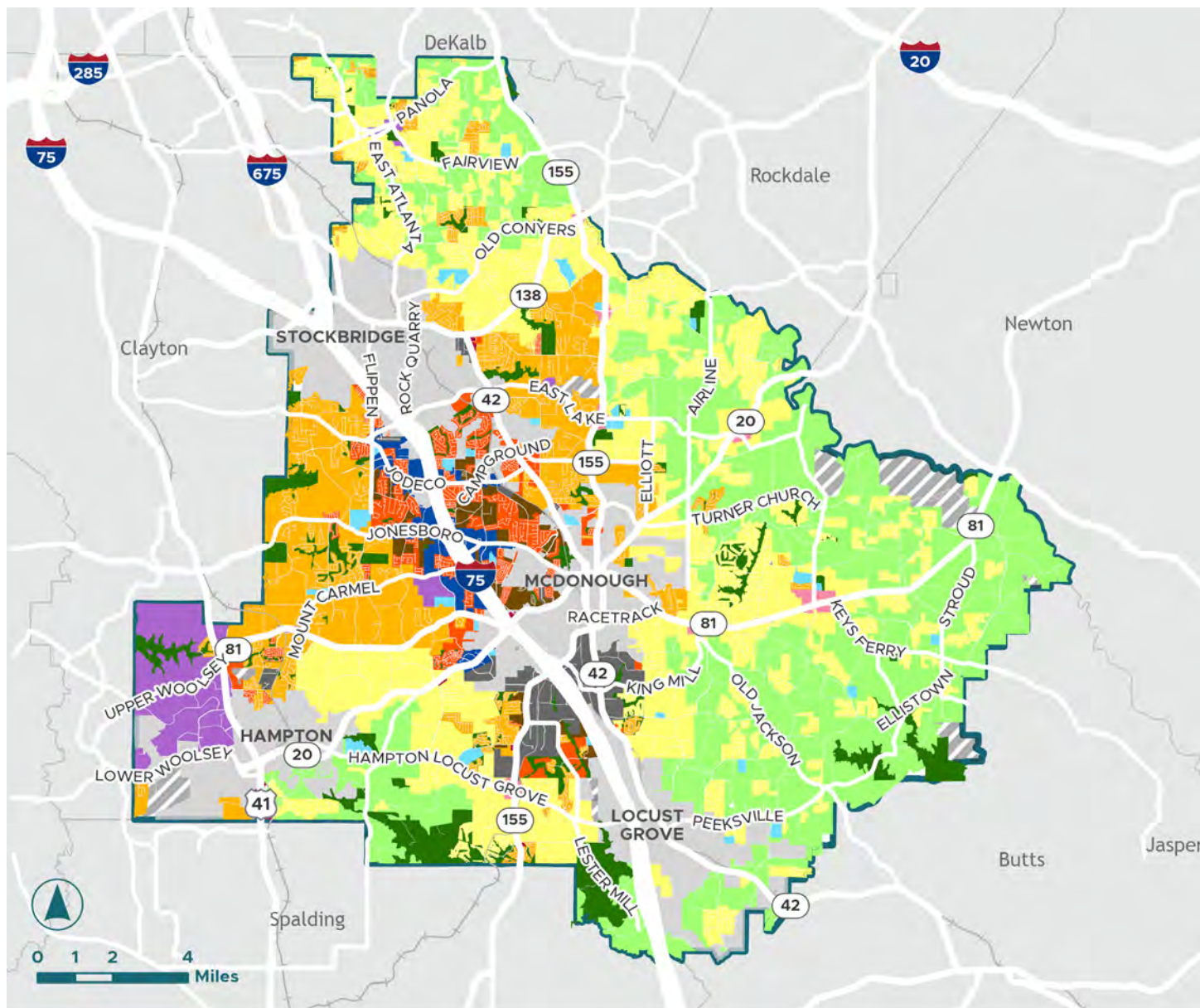


COLOR	DESIGNATION	DESCRIPTION
	<b>LOW DENSITY MIXED USE</b> 0-8 dwelling units/acre	Low Density Mixed Use is a new future land use designation intended to support lower intensity mixed use developments. These areas can include a variety of uses, including commercial, office, and housing in a walkable, people-oriented environment.
	<b>HIGH DENSITY MIXED USE</b> 8-20 dwelling units/acre	High Density Mixed Use is the most dense of all the future land uses. It is intended to support both vertical and horizontal mixed use projects, with a focus more on form and character rather than the use itself. This land use should have very strong pedestrian and bicycle facilities and high standards for streetscapes and building design.
	<b>VILLAGE</b> 1-2 stories	Village is a new future land use designation intended to support Community Centers in more outlying areas. These nodes can include a variety of uses in a walkable, people-oriented environment. Housing in these areas would be at the same density/intensity of the surrounding community with strong pedestrian connectivity to non-residential uses.
	<b>COMMERCIAL</b> 1-5 stories	This category includes suburban-style neighborhood and regional retail and commercial service activities, typically seen in shopping centers and plazas of all sizes. The higher number of stories is intended to accommodate uses such as hotels.
	<b>OFFICE-INSTITUTIONAL</b> 1-5 stories	This category includes small single-occupant structures for individual offices, as well as large office parks with a variety of tenants in multi-story buildings, including medical and professional services.
	<b>PUBLIC-INSTITUTIONAL</b> n/a	This category includes public uses such as schools, colleges, hospitals, municipal community centers, cemeteries, municipal buildings, and post offices.
	<b>INDUSTRIAL</b> 1-5 stories	The purpose of this category is to provide for areas where industry can be located, with a preference for advanced manufacturing and logistics. Primary uses in this category currently include light manufacturing, warehousing, wholesale/distribution, and assembly. New developments within this category should provide substantial buffers, and screening from different adjacent uses.

*\* Note: some designations on the Future Land Use Map are not in alignment with the Development and Infrastructure Strategy area guidance. These are legacy developments that are unlikely to change, but additional development in that future land use is not recommended going forward.*



## >> MAP 25. FUTURE LAND USE MAP



### LEGEND

#### 2023 FUTURE LAND USE:

	Park/Open Space		Urban Residential		Industrial
	Rural Residential		Commercial		Public-Institutional
	Low Density Suburban		Village		Office-Institutional
	Medium Density Suburban		Low Density Mixed Use		Utilities
	High Density Suburban		High Density Mixed Use		Incorporated Areas



# RURAL RESIDENTIAL

## DESCRIPTION

The rural residential land use is the least developed of all future land uses in Henry County. These areas are characterized by agricultural and natural land uses, and a rural transportation network of two-lane roadways.

Lots can range from small (less than 1 acre) to very large; the main way they are distinguished from Low Density Suburban Residential land uses is their frontage on a local roadway, as opposed to being part of a subdivision.

## POLICY CONSIDERATIONS

- » Although RA zoning allows 1-acre lots, larger lots should be encouraged
- » Where large-lot residential subdivisions are built:
  - » There should be significant buffers between them and active agricultural lands to prevent land use conflicts.
  - » Wide vegetated buffers (30 feet or greater) are encouraged along rural roadway frontages outside the neighborhood to screen new residential housing and help preserve the rural viewshed/character
  - » Conservation subdivisions should be encouraged

**FIGURE 16. RURAL RESIDENTIAL DETAILS**



Primary Development + Infrastructure Strategy Areas	Rural Reserve, Rural Communities, Panola Mountain
Density/Intensity	0-1 dwelling units/acre
Appropriate zoning district(s)	Residential-Agriculture (RA)
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Google Street View and Google Earth



# LOW DENSITY SUBURBAN RESIDENTIAL



## DESCRIPTION

This category is one of the largest land use in terms of acreage within Henry County and consists of single-family homes on fairly large lots (most between 0.5 and 1.0 acre in size). It is intended to maintain the lower density single-family character of unincorporated Henry County, but with improved aesthetics and roadway connectivity. If a project is near a proposed Henry County Trail segment, right of way or trail construction should be provided.

## POLICY CONSIDERATIONS

- » New curb cuts along streets and roadways should be discouraged when alternative access is available
- » Wide vegetated buffers should be required along existing roadways to help screen new residences and preserve the rural character of the corridor
- » As much as possible, larger subdivisions (over 50 lots) should contribute to local roadway connectivity by avoiding dead-ends/single entry points
- » If the project is within 1 mile of a planned or existing multi-use trail, the development should provide a minimum 5-foot sidewalks with a minimum 3-foot grass buffer on the roadway; where applicable, as an alternative the development can provide a different method of access (minimum 5-feet wide) to a feeder trail system that does not use the roadway right-of-way
- » No subdividing into flag lots
- » Consider implementing residential design guidelines that reflect the desired character of houses within Henry County

**FIGURE 17. LOW DENSITY SUBURBAN RESIDENTIAL DETAILS**

Primary Development + Infrastructure Strategy Areas	Rural Communities, Panola Mountain
Density/Intensity	0-2 dwelling units/acre
Appropriate zoning district(s)	Residential-Agriculture (RA), Single-Family Residence (R-1), Single-Family Residence (R-2)
TYPICAL CHARACTER	INTENSITY
	

*Image Sources: Google Street View and Google Earth*



# MEDIUM DENSITY SUBURBAN RESIDENTIAL

## DESCRIPTION

This residential category is for single-family attached or detached homes with public sewer and water service. New development should provide pedestrian facilities, including sidewalks and crosswalks, and have an appropriate streetscape. Lots typically are about 0.25 to 0.50 acres in size.

## POLICY CONSIDERATIONS

- » Sidewalks should be provided internally in the neighborhood on at least one side of the roadway, with a minimum 5 feet of width
- » If the project is within 1 mile of a planned or existing

multi-use trail or Community Center the development should provide a minimum 5-foot sidewalk with a minimum 3-foot buffer on the roadway that provides access to the development

- » No subdividing into flag lots
- » No dead-ends or cul-de-sacs; developments must contribute to overall connectivity of the local roadway network, with subdivisions of over 50 lots having at least two entry/exit points
- » Consider the implementation of residential design guidelines that reflect the character of houses within Henry County

**FIGURE 18. MEDIUM DENSITY SUBURBAN RESIDENTIAL DETAILS**



Primary Development + Infrastructure Strategy Areas	Suburban Mix
Density/Intensity	0-4 dwelling units/acre
Appropriate zoning district(s)	Single-Family Residence R-2, R-3, R-4, R-5
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Google Street View and Google Earth



# HIGH DENSITY SUBURBAN RESIDENTIAL

## DESCRIPTION

The highest intensity suburban residential category, this land use allows up to eight dwelling units an acre and requires access to both public sewer and water. The density can be reached using a number of housing types, including small-lot single-family residential, duplexes/triplexes, and townhouses. It is not intended to support lower intensity multi-family garden-style apartments.

## POLICY CONSIDERATIONS

- » When applied to the Central District, a minimum of 6 du/acre should be required
- » Sidewalks should be provided internally in the neighborhood on at least one side of the roadway, with a minimum 5 feet of width
- » No dead-ends or cul-de-sacs; developments must contribute to overall connectivity of the local roadway network, with subdivisions of over 50 lots having at least two entry/exit points
- » Blocks within the subdivision should have perimeters no larger than 3,200 feet to promote walkable block sizes and a connected street network
- » If the project is within 1 mile of a planned or existing multi-use trail, Community Center, or public facility, the development should provide a minimum 5-foot sidewalk with a minimum 3-foot buffer on the roadway that provides access to the development
- » Consider the implementation of residential design guidelines that reflect the character of houses within Henry County
- »

**FIGURE 19. HIGH DENSITY SUBURBAN RESIDENTIAL DETAILS**

Primary Development + Infrastructure Strategy Areas	Suburban Mix, Workplace Center
Density/Intensity	0-8 dwelling units/acre
Appropriate zoning district(s)	Single-Family Residence (R-5), Residential Duplex (RD), Residential Suburban (RS)
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Google Street View and Google Earth



# URBAN RESIDENTIAL

## DESCRIPTION

A new future land use category, the Urban Residential use is intended to delineate areas within the Central District and Workplace Center for higher density residential use. At a density range of 4-12 dwelling units per acre, this can still include small-lot residential neighborhoods, but is more geared towards housing products like townhouses and garden-style multi-family residences. Density bonuses for including workforce housing (units available at 80% AMI) are encouraged.

## POLICY CONSIDERATIONS

- » Internal to the development, sidewalks should be provided on both sides of the streets with a minimum width of 5 feet and 3-foot landscaped buffers
- » External to the development along roadways, wide paths must be provided at least 8 feet in width with at least a 3-foot buffer between the path and the roadway
- » No dead-ends or cul-de-sacs; developments must contribute to overall connectivity of the local

- roadway network, with subdivisions of over 50 lots having at least two entry/exit points
- » Blocks within the subdivision should have perimeters no larger than 3,200 feet to promote walkable block sizes and a connected street network
- » Require more usable greenspace in Urban Residential projects
- » Development must adhere to Central District design standards (to be developed through the recommended Central District Master Plan process) which include specifications for streetscape, landscape, parking and building design
- » Prioritize a diversity of housing types within developments that can support a range of household incomes and sizes; up to 30 du/acre should be allowed if at least 20% of units are affordable at 80% AMI
- » Consider the removal of minimum floor area requirements for residential uses to offer more flexibility in design and market driven dwelling size; alternatively, set a low a minimum such as an average floor area size of 600 square feet

**FIGURE 20. URBAN RESIDENTIAL DETAILS**

Primary Development + Infrastructure Strategy Areas	Central District, Workplace Center
Density/Intensity	4-12 dwelling units/acre (du/acre); up to 30 du/acre with density bonuses
Appropriate zoning district(s)	Single-Family Residence (R-5), Residential Duplex (RD), Multifamily Residential (RM), Residential Suburban (RS), Mixed Use (MU)
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Google Street View and Google Earth



# LOW DENSITY MIXED USE

## DESCRIPTION

Low Density Mixed Use is a new future land use designation in Henry County. It is intended to support lower intensity mixed use developments primarily in the Suburban Mix area. These nodes can include a variety of uses, including commercial, office, and housing in a walkable, people-oriented environment. Housing in these areas is anticipated to be slightly denser than in surrounding areas to better support retail, but still no greater than 8 dwelling units per acre.

## POLICY CONSIDERATIONS

- » Walkability is a key component of these areas, both within the mixed use development and in providing access to/from the area. As such, a strong, connected system of sidewalks and paths should be part of any site plan, including:
  - » Sidewalks with 6-foot width minimums, and
- 3-foot buffers from roadways minimum
  - » A maximum block perimeter of 3,200 feet
- » Commercial uses, such as shopping centers, should be designed to include public plazas and semi-public spaces for outdoor seating, as well as enhanced landscaping and internal pedestrian connections
- » Vertical mixed use is preferred, but horizontal is allowed
- » No more than 70% of the site area (net) should be residential
- » Reduce front yard setbacks for neighborhood commercial districts so buildings can be placed closer to the street
- » Encourage the placement of parking areas to the side or rear of structures to create a more visually pleasing environment to foster pedestrian activity
- » Prioritize a diversity of housing types within developments that can support a range of household incomes and sizes.

**FIGURE 21. LOW DENSITY MIXED USE DETAILS**

Primary Development + Infrastructure Strategy	Suburban Mix
Density/Intensity	0-8 dwelling units/acre; up to 2 stories for non-residential
Appropriate zoning district(s)	Mixed Use (MU)



*Image Sources: Amenta Emma and Digital Twins*



# HIGH DENSITY MIXED USE

## DESCRIPTION

High Density Mixed Use is the most dense of all the future land uses. It is intended to support both vertical and horizontal mixed use projects, with a focus more on form and character rather than the use itself. This land use should have very strong pedestrian and bicycle facilities and high standards for streetscapes and building design.



## POLICY CONSIDERATIONS

- » A maximum of 50% of buildings in a High Density Mixed Use development should be all residential; buildings with a ground floor of at least 50% non-residential can be counted as non-residential (retail/office preferred)
- » Development must adhere to Central District design standards (to be developed through the recommended Central District Master Plan process) which should include specifications for streetscape, landscape, parking, and building design
- » Green space and attractive landscaping is a high priority; developments in High Density Mixed Use areas should provide at least 10% of their sites as usable greenspace
- » Walkability is a priority; sites should have strong pedestrian networks internally and multiple links to the broader local sidewalk network
  - » Sidewalks with 8-foot width minimums, and 3-foot buffers from roadways minimum
  - » A maximum block perimeter of 3,200 feet (industrial exempted)
- » Surface parking should be placed to the side or behind buildings to create a more people-friendly environment; to this end, front setbacks should be decreased substantially to a maximum of 20 feet with 0-foot lot lines allowable
- » Encourage the use of shared parking across uses to reduce the impact of parking areas and promote walkability
- » Reduce parking minimums and establish parking maximums to avoid an over-supply of surface parking and consider instating parking maximums
- » Removal of minimum floor area requirements for residential uses to offer more flexibility in design and market driven dwelling sizes; alternatively, consider a low minimum average floor area requirement of 600 square feet
- » Prioritize a diversity of housing types within developments that can support a range of household incomes and sizes



# HIGH DENSITY MIXED USE

**FIGURE 22. HIGH DENSITY MIXED USE**

Primary Development + Infrastructure Investment Areas	Central District
Density/Intensity	8-20 dwelling units/acre; up to 5 stories non-residential/mixed use
Appropriate zoning district(s)	Mixed Use (MU)
TYPICAL CHARACTER	INTENSITY
	

*Image Sources: Redfin and Google Earth*



# VILLAGE

## DESCRIPTION

Village is a new future land use designation in Henry County. It is intended to support Community Centers in outlying areas. These nodes can include a variety of uses, including commercial, office, and housing in a walkable, people-oriented environment. Housing in these areas would be at the same density/intensity of the surrounding community.

## POLICY CONSIDERATIONS

- » Only non-residential uses should be allowed within 800 feet of the main intersection of Community Centers; beyond an 800-foot radius, residential uses at a similar scale/density to the surrounding community should be allowed but with stronger roadway and sidewalk networks (see Figure 23)
- » Walkability is a key component of these areas, both within the mixed use development and in providing access to/from the area. As such, a strong, connected system of sidewalks and paths should be part of any site plan
  - » Sidewalks should be required at least 8 feet in width, with at least 3 feet of buffer space between the sidewalk and the roadway
  - » Maximum block perimeters of 3,200 feet
- » Commercial uses, such as shopping centers, should be designed to include public plazas and semi-public spaces for outdoor seating, as well as enhanced landscaping
- » Commercial buildings should face the street

**FIGURE 23. VILLAGE COMMERCIAL CONCEPT**





# VILLAGE

**FIGURE 24. VILLAGE DETAIL**

Primary Development + Infrastructure Strategy Areas	Rural Reserve, Rural Communities, Panola Mountain
Density/Intensity	Maximum 2 stories
Appropriate zoning district(s)	Mixed Use District (MU); outside 800 ft from main intersection, single-family residential districts that match existing adjacent zoning are appropriate as well as Residential Suburban (RS)
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Publix and Google Earth



# COMMERCIAL

## DESCRIPTION

This category includes suburban-style commercial service activities, typically seen in shopping centers and plazas of all sizes.

## POLICY CONSIDERATIONS

- » Improving walkability and connectivity is important; new commercial developments should include a strong, clear network of pedestrian paths as well as

wide sidewalks (at least 8 feet) with buffer strips (at least 4 feet in width) along major arterials and collectors

- » Encourage the practice of shared parking across uses to reduce the impact of parking areas and promote walkability
- » Reduce the parking requirements to avoid an over-supply of surface parking and consider instating parking maximums

**FIGURE 25. SUBURBAN COMMERCIAL DETAILS**



Primary Development + Infrastructure Strategy Areas	Suburban Mix, Community Center
Density/Intensity	1-5 stories
Appropriate zoning district(s)	Neighborhood Commercial District (C-1), General Commercial district (C-2), Highway Commercial District (C-3)
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Google Street View and Google Earth



# OFFICE/INSTITUTIONAL


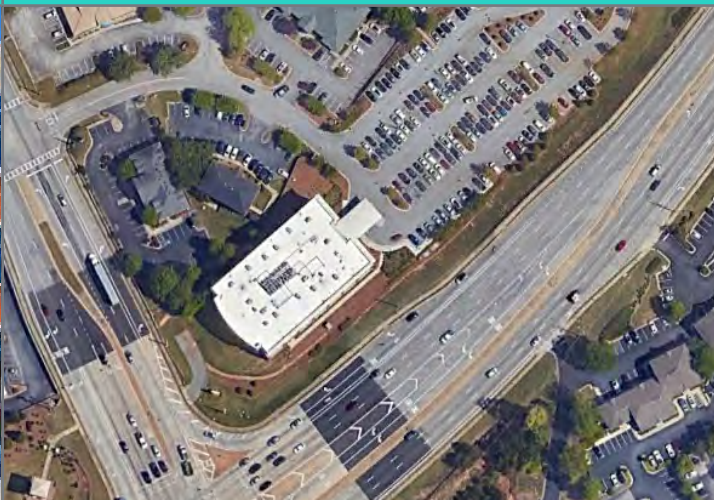
## DESCRIPTION

This category includes small single-occupant structures for individual offices, as well as large office parks with a variety of tenants in multi-story buildings, including medical and professional services. It also includes buildings and facilities used by private non-profit institutions such as houses of worship, private schools, and charitable organizations.

## POLICY CONSIDERATIONS

- » Improving walkability and connectivity is important; new commercial developments should include a strong, clear network of pedestrian paths as well as wide sidewalks (at least 8 feet) with buffer strips (at least 3 feet in width) along major arterials and collectors
- » Office/institutional uses should be located near or connected to commercial and retail developments to reduce daytime vehicle trips by workers and employees

**FIGURE 26. OFFICE/INSTITUTIONAL DETAILS**

Primary Development + Infrastructure Strategy Areas	Suburban Mix, Central District, Community Centers
Density/Intensity	1-5 stories
Appropriate zoning district(s)	Office-Institutional (O-1), Mixed Use (MU)
TYPICAL CHARACTER	INTENSITY
	

*Image Sources: Ackerman & Co. and Google Earth*



# INDUSTRIAL

## DESCRIPTION

The purpose of this category is to provide for areas where industry can be located, with a preference for advanced manufacturing and logistics. Primary uses in this category include light manufacturing, warehousing, wholesale/distribution, and assembly. New developments within this category should provide substantial buffers, and screenings from different adjacent uses.

## POLICY CONSIDERATIONS

- » Industrial uses should have substantial vegetated buffers

- » New industrial uses should only occur where the roadway network can handle additional traffic from large vehicles and on designated truck routes
- » Encourage the use of green/sustainable infrastructure and design to limit impacts of large-scale developments
- » Promote a variety of industrial uses to encourage a more diverse job base
- » Additional warehouses and distribution centers are not desired

**FIGURE 27. INDUSTRIAL DETAILS**

Primarh Development + Infrastructure Strategy Areas	Suburban Mix, Central District, Workplace Center
Density/Intensity	1-25
Appropriate zoning district(s)	Light manufacturing (M-1), Heavy Manufacturing (M-2)
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Honor Froods and Google Earth



# PUBLIC/INSTITUTIONAL


## DESCRIPTION

This category includes public uses such as schools, colleges, hospitals, municipal community centers, cemeteries, municipal buildings, and post offices.

## POLICY CONSIDERATIONS

- » When there is a choice of where a facility can be located, Public/Institutional uses ideally should be located in the Central District or the Suburban Mix
- » Where a facility needs to be located in the Rural Reserve, Rural Communities, and Bedrock Communities, the preferred location is in or very close (within a ½ mile) to a Community Center
- » Outside the Central District, facility scale and intensity should be similar to the surrounding community with a maximum height of two stories
- » Sidewalks and pathways for pedestrians should be incorporated into site design. Facilities should connect to greenway/bicycle trails when available

**FIGURE 28. PUBLIC/INDUSTRIAL DETAILS**

Primary Development + Infrastructure Strategy Areas	All
Density/Intensity	n/a
Appropriate zoning district(s)	All; Office-Institutional (O-1), Mixed Use (MU) preferred
TYPICAL CHARACTER	INTENSITY
	

*Image Sources: Google Street View and Google Earth*



# PARKS + GREENSPACE


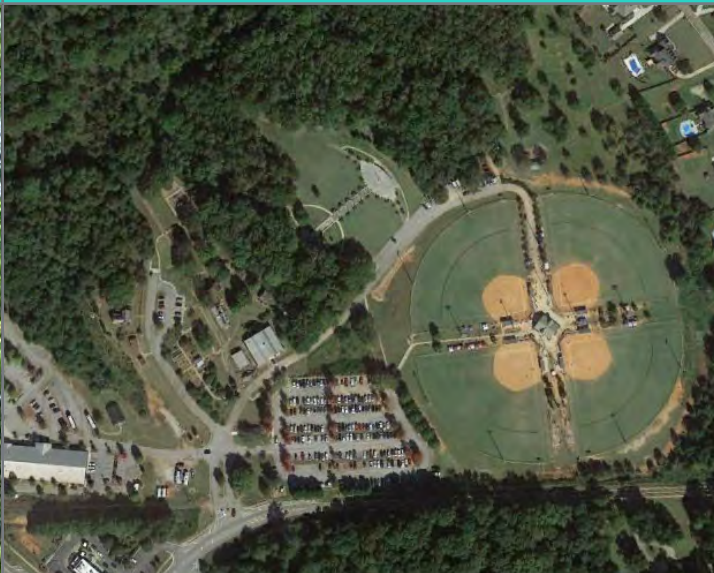
## DESCRIPTION

This category includes public parks, recreation areas, cemeteries, and open spaces, as well as areas to be preserved for greenways or land conservation. It is a land use that is appropriate and welcome in all parts of Henry County, but should be mindful of the context of the surrounding community.

## POLICY CONSIDERATIONS

- » Public parks should reflect the intensity/development character of the surrounding community; large active-use parks with lighted fields should be buffered from nearby residences
- » Smaller, passive parks should be considered as an alternative to large active-use parks where land may not be suitable or available for a higher intensity use

**FIGURE 29. PARKS AND GREENSPACE DETAILS**

Primary Development + Infrastructure Strategy Areas	All
Density/Intensity	n/a
Appropriate zoning district(s)	All
TYPICAL CHARACTER	INTENSITY
	

*Image Sources: Google Street View and Google Earth*



# TRANSPORTATION/COMMUNICATION/UTILITIES

## DESCRIPTION

This category includes such uses as landfills, water treatment plants, wastewater treatment plants, power substations, rail yards, mass transit facilities, airports, etc. These uses may be either public or private. Typically the locations for these facilities are determined by functional factors; when there is a choice on where these uses can be located, industrial areas are preferred.

## POLICY CONSIDERATIONS

- » Where adjacent to residential and mixed uses, facilities should have dense buffers (at least 20 feet)
- » Additional landscape buffers along streets and roadways should be considered to visually screen utilities

**FIGURE 30. TRANSPORTATION/COMMUNICATION/UTILITIES DETAILS**



Primary Development + Infrastructure Strategy Areas	All
Density/Intensity	n/a
Appropriate zoning district(s)	All, but Light manufacturing (M-1) and Heavy manufacturing (M-2) are preferred
TYPICAL CHARACTER	INTENSITY
	

Image Sources: Google Street View and Google Earth



## HOW THE LAND USE ELEMENT ADDRESSES THE FIVE KEY NEEDS AND OPPORTUNITIES

The major focus of this comprehensive plan update was to provide better, more clear direction for land use in Henry County. But because land use impacts nearly every other aspect of long-range planning, it is also an opportunity to address all five of the key needs and opportunities noted in Section 4. By implementing the Development and Infrastructure Strategy and its land use recommendations, Henry County can also be addressing some of the challenges associated with its key needs and opportunities.

NEED/OPPORTUNITY	HOW THE LAND USE ELEMENT ADDRESSES IT
<b>1. TRAFFIC CONGESTION</b>	<ul style="list-style-type: none"> <li>» Matches development intensities with recommended types of roadway improvements</li> <li>» Emphasizes a Complete Streets, multi-modal approach for the Central District to encourage a shift away from cars for shorter trips</li> <li>» Adds Community Centers to meet more daily/weekly needs of residents in more rural areas, reducing trips into the more congested parts of the County</li> </ul>
<b>2. DEVELOPMENT FEELS UNPREDICTABLE AND UNPLANNED</b>	<ul style="list-style-type: none"> <li>» Provides detailed charts designating if a land use is appropriate, appropriate with conditions, or not appropriate in a certain area</li> <li>» Aligns development intensities with infrastructure investments</li> </ul>
<b>3. LACK OF DESTINATIONS AND THINGS TO DO</b>	<ul style="list-style-type: none"> <li>» Creates a foundation for density and infrastructure in the Central District for a future entertainment destination</li> <li>» Creates opportunities for closer-to-home retail/restaurants in Community Centers</li> </ul>
<b>4. HOUSING DEVELOPMENT LACKS DIVERSITY</b>	<ul style="list-style-type: none"> <li>» Provides additional future residential land uses with more nuance</li> <li>» Includes density bonuses for workforce housing in Urban Residential areas</li> <li>» Policy considerations encourage lower minimum lot sizes and unit sizes</li> </ul>
<b>5. A NEED FOR MORE ACCESSIBLE, TRANSPARENT COMMUNICATION</b>	<ul style="list-style-type: none"> <li>» Provides detailed charts designating if a land use is appropriate, appropriate with conditions, or not appropriate in a certain area - giving greater clarity for what the community can expect.</li> </ul>



**FIGURE 31. LAND USE SUMMARY TABLE**

STRATEGY AREA	APPROPRIATE LAND USES	ZONING					
		RA	R-1	R-2	R-3	R-4	R-5
<b>RURAL RESERVE</b>	Rural Residential	X					
	Village						
<b>RURAL COMMUNITIES AND PANOLA MOUNTAIN</b>	Rural Residential	X					
	Low Density Suburban Residential	X	X	X			
	Village		*	*	*		
<b>SUBURBAN MIX</b>	Medium Density Suburban Residential			X	X	X	X
	High Density Suburban Residential						X
	Low Density Mixed Use						
	Commercial						
	Office-Institutional						
	Public-Institutional						
<b>CENTRAL DISTRICT</b>	Urban Residential						X
	Office-Institutional						
	Public Institutional						
	High Density Mixed Use						
<b>WORKPLACE CENTER</b>	Industrial						
	Office-Institutional						
	High Density Suburban Residential						X
	Urban Residential						X

*Notes: Parks and Greenspace and Utilities appropriate in all  
\* Outside 800' of main intersection*



ZONING										
RD	RS	RM	RMH	OI	C-1	C-2	C-3	M-1	M-2	MU
	X									X
	*									
X	X									
										X
					X	X	X			
				X						X
				X						X
X	X	X								X
				X						X
				X						X
										X
								X	X	
				X						
X	X									
X	X	X								



## >> 5.2 TRANSPORTATION ELEMENT

Transportation is a major component of daily life in Henry County. Throughout the study process, residents and stakeholders unequivocally agreed that congestion and poor mobility are major issues in the county. Although the county is making progress on much-needed improvement projects, there is more to be done—especially in terms catching up to development and making sure infrastructure investments are aligned with the land use vision.

### CTP RECOMMENDATIONS

Henry County completed its most recent CTP in 2022. The process included defining existing conditions, conducting a needs analysis, engaging the public through an extensive outreach program, developing a prioritization methodology, and preparing cost estimates for performing a fiscally constrained plan, a series of projects allotted over short-, medium-, and long-term timeframes.

Although the bulk of recommendations focus on the roadway network, the CTP was multi-modal and developed a diverse typology of improvement projects. These projects span the next two decades and included road widenings, new connector roadways, operational and safety enhancements, arterial upgrades; intersection improvements, technology deployment considerations, sidewalk and multi-use trail construction; and transit. However, the projects that will have the most near-term impact are those currently programmed—and in some cases under construction—through the SPLOST program. Map 26 shows the short-range transportation projects.

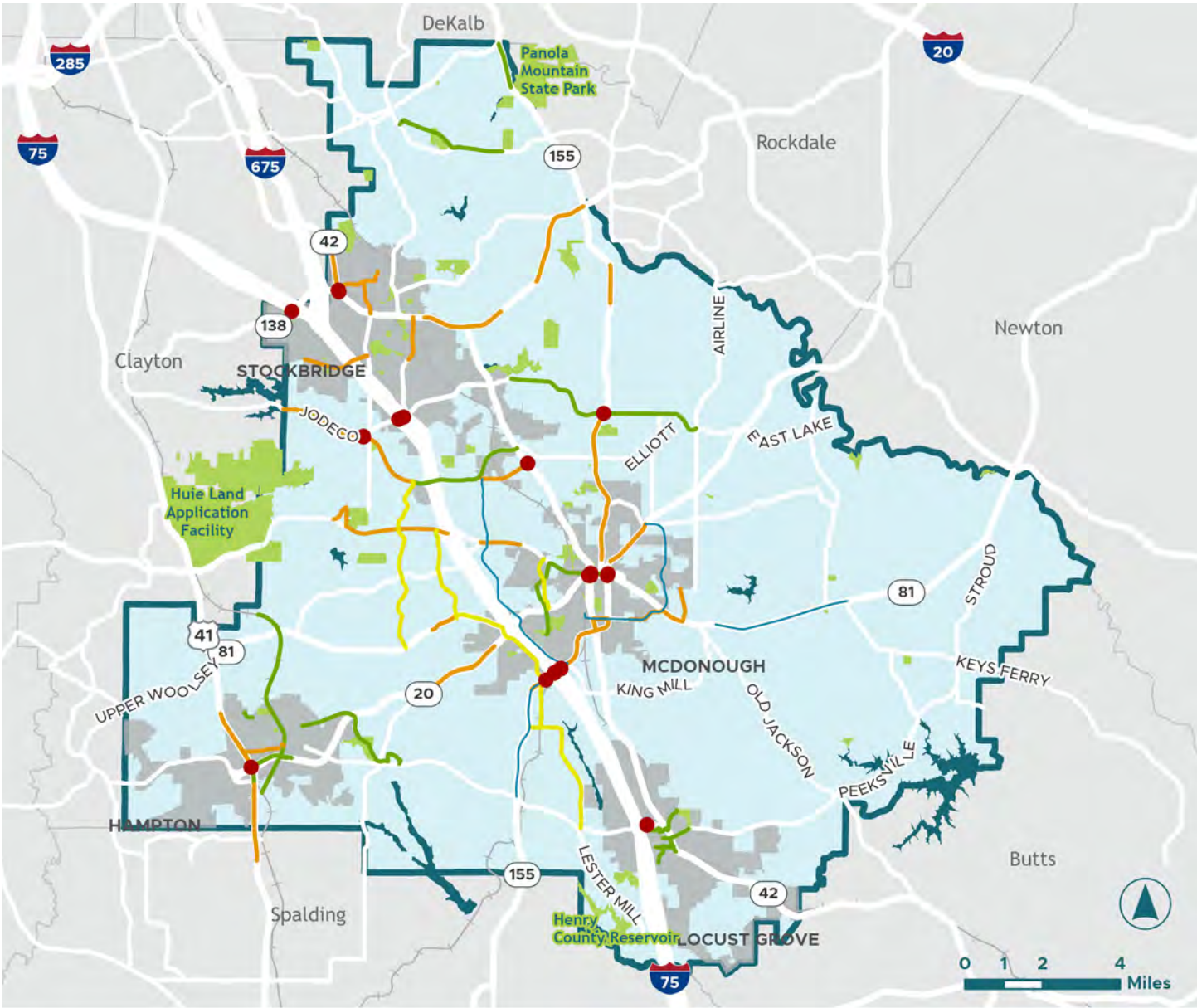
In addition to specific project recommendations, the CTP also outlined potential policy recommendations that are supportive of this Comprehensive Plan vision. Among these were Complete Streets implementation; updates to the Unified Land Development Code in conjunction with dedicated sidewalk funding; street lighting policy; and updates to ARC's Regional Transportation Plan. For detailed information, reference the Henry County Comprehensive Transportation Plan, 2022 Update.



Image Source: LSM



>> **MAP 26. CTP PROJECTS**

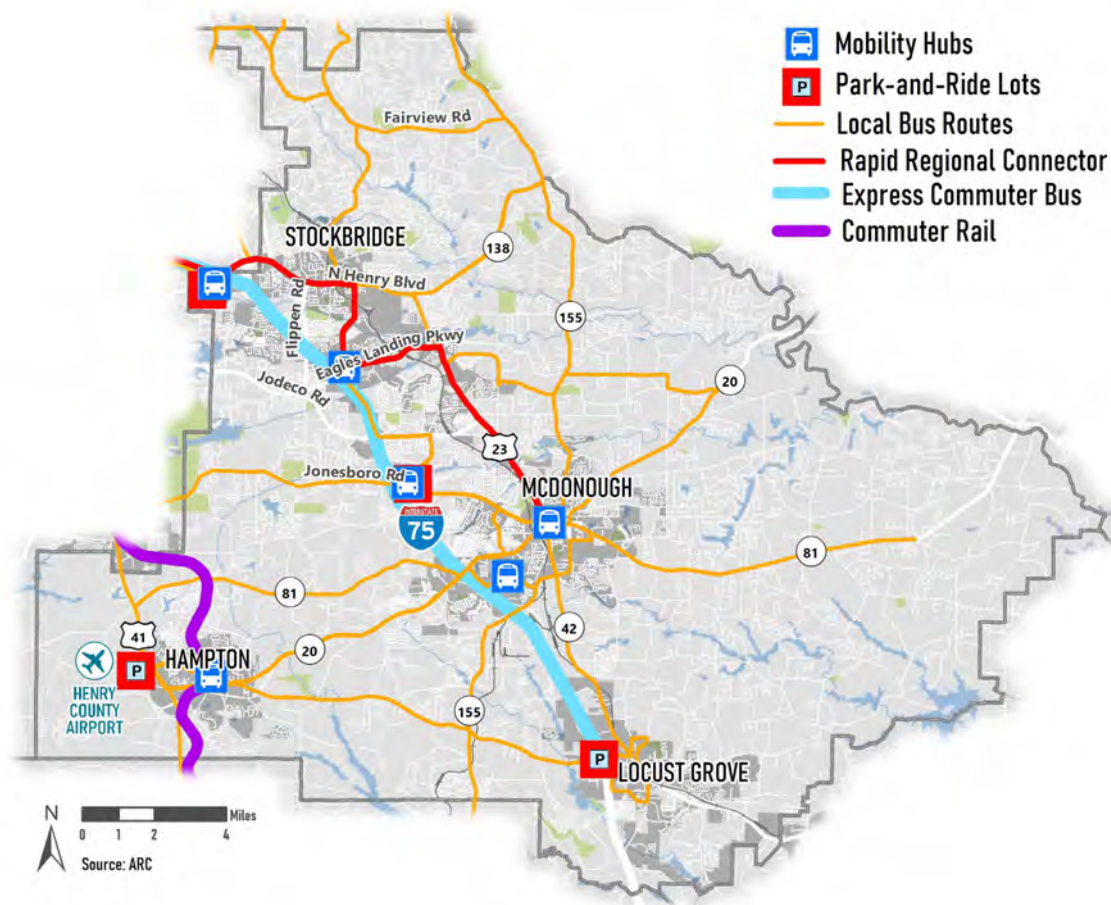


**LEGEND**

- |                             |                      |
|-----------------------------|----------------------|
| ● Intersection Projects     | — Trails Projects    |
| — Roadway Capacity Projects | ■ Parks & Greenspace |
| — Roadway Safety Projects   | ■ Lakes & Reservoirs |
| — Sidewalk Projects         | ■ Incorporated Areas |



**FIGURE 31. HENRY COUNTY TRANSIT VISION**



## TRANSIT PLAN RECOMMENDATIONS

In the recently completed Henry County Transit Master Plan, the vision statement communicates an aspiration “to provide a safe and dependable high-quality transit system that enhances the quality of life and delivers mobility options for all county residents.” With a robust system, identified needs that will be addressed include increased transit accessibility and connectivity, expanded multi-modal choices, support economic development, and providing a safe, equitable, and cost effective transit system.

A product of the transit study was a list of short-, medium-, and long-range recommendations for consideration to advance the transit network. Two examples of short-range projects within the next five

years include conducting a Microtransit Feasibility Study and Service Implementation plus complete preparations for Xpress Commuter Bus Service from Stockbridge to Hartsfield Jackson International Airport. Medium-range recommendations for the ten year period from 2027 to 2037 included developing transfer facilities at the Henry Medical Center Mobility Hub and constructing new operations and maintenance facility for servicing expanding service fleet. The long-range recommendations include establishing a bus transfer facility at the Jonesboro Mobility Hub and creation of a dedicated annual funding source for transit supportive infrastructure.

The Comprehensive Plan Update recommends future land uses—particularly in the Central District and Workplace



**FIGURE 32. HENRY COUNTY TRAILS VISION**



Center—with higher densities that will support transit ridership. In addition to interconnected sidewalks and incorporating Complete Street design elements in these areas, a policy should be considered for new project developments to incorporate transit access into their design. One example would be space for and delivery of safe and attractive bus stops and/or rideshare facilities.

## TRAIL PLAN RECOMMENDATIONS

The recent Henry County Trails Master Plan identified a series of projects that provide opportunities for an alternative mode of travel, an economic development tool, social amenity, and support a healthy lifestyle. Through the study process alternative alignments were evaluated, and right-of-way and environmental impacts analyzed. The study identified three model miles that would be used to gain momentum to spur continued

future expansion of the trail network. These Model Mile projects were the Towaliga River, Fairview, and Camp Creek River Trails.

Information from public engagement did identify traffic congestion as the top priority but providing a targeted multi-modal system specific to the Development and Infrastructure Strategy Areas is important for the continued smart growth and quality of life envisioned for Henry County. It is recommended that Henry County not only annually commit funding for intentionally expanding the trail system but increase the parks maintenance and operations budget for upkeep of a quality system. Also, the Trails Plan should be a guide for private development to include delivery of the infrastructure within and abutting its property, but more detailed planning is needed to determine specific right-of-ways.



## **ALIGNMENT WITH DEVELOPMENT + INFRASTRUCTURE STRATEGY**

These three recently completed plans—the CTP, the Transit Master Plan, and Trails Master Plan—are still valid, but specific project recommendations and priorities should be re-evaluated in light of updated land use policies pegged to the Development and Infrastructure Strategy.

- » **RURAL RESERVE** - As an area that will retain its rural character, substantial development is not projected and roadway widenings are not forecasted. The primary need for transportation improvements is to address developing effective crash reduction countermeasures and prioritizing ongoing maintenance needs, but there are no short-term projects in the CTP identified for these purposes.
- » **RURAL COMMUNITIES** - Rural communities are areas of lower density development that cause less demand on the roadway network. As such, capacity and safety issues are typically going to occur at intersections and not along corridors. Therefore, capacity adding/roadway widenings should not occur, but intersection improvements are appropriate (such those currently part of the SPLOST program). Transportation investment improvements should only occur where there are significant safety concerns and congestion (LOS E or F); some long-range general purpose capacity projects in the Regional Transportation Plan (RFP) should be given a second look to make sure they align with the Rural Communities infrastructure strategy direction.
- » **PANOLA MOUNTAIN** - Like Rural Communities, the transportation strategy in Panola Mountain is to focus on addressing safety concerns and maintenance needs. Intersection improvements are appropriate but roadway widenings should only occur to alleviate extreme congestion (LOS E or F). Also in these areas, trail plans should be prioritized, such as the Fairview Model Mile and a stronger pedestrian/bicycle link to Panola Mountain State Park.
- » **SUBURBAN MIX** - These suburban areas have the typical land uses of varying densities of residential development, supportive commercial, and office/institutional. The transportation network is expected to remain auto-based, but should take on a more multi-modal system with sidewalks within ½ mile of community facilities/destinations, multi-use trails, and infrastructure supportive of transit operations. As safety issues and congestion emerges, all types of roadway improvement projects (including capacity/widening projects) are appropriate and should be considered.
- » **CENTRAL DISTRICT** - With anticipated higher intensity development, a diverse multi-modal network should provide increased non-vehicular connectivity. Although it is unlikely that many people will stop driving altogether, a multi-modal system can provide alternative options particularly for shorter trips and last-mile connectivity to future transit investments. The most important component is implementing Complete Streets strategies, which will create a safe and attractive network that support cars, pedestrians, cyclists and future transit. The recommended Central District Master Plan should identify specific “Complete Street” projects that will have the highest impact toward developing a more multi-modal network. The proposed mobility hub



near I-75 and Jonesboro Road is potentially a key feature, and the county should consider prioritizing it for implementation.

- » **WORKPLACE CENTER** - The transportation strategy for this area should balance the needs of light industrial uses (particularly in accommodating freight) with livability considerations around work force housing. Maintenance of roadways in this area will be critical, as will be safely accommodating pedestrians on main corridors with sufficient protection from higher traffic volumes.




*Edgewood Retail District in Atlanta is an example of a development that combines auto access and walkability  
Image Source: TSW*









Many planning processes produce great visions, but lack reality-based strategies for implementation. In comprehensive plans, this can sometimes be due to the fact that they tend to be very high level and broad, trying to address everything. This often leads to overly generalized policies and actions that do not provide true direction to a jurisdiction's elected officials, staff, and constituents.

To avoid this issue, the Henry County Comprehensive Plan Update intentionally zeroed in on five key issues facing the County (see Section 4):

1. Transportation: traffic and congestion
2. Land use: development feels unpredictable and unplanned
3. Economic development: lack of destinations and things to do
4. Housing: housing products lacks diversity
5. Communications: a need for more accessible, transparent communication

This implementation strategy focuses specifically on these five issues from a multi-disciplinary perspective, as each of these challenges influences the others.



## >> 6.1 TRANSPORTATION

For communities in the Atlanta region, traffic is a common challenge with few clear universal solutions and no single silver bullet.

In general, areas with higher density and interconnected street patterns are better positioned to address congestion because they have more opportunities to introduce different modes of travel such as walking, biking, or transit. Areas outside the urban core with emerging transportation networks struggle to balance maintenance costs, widening projects, and new roadway construction to meet the demands of personal vehicles as populations increase and continue to spread out across longer and longer distances.

Henry County falls into the latter category: a transitioning suburban/rural county that is increasingly facing growth pressures and mounting congestion, but currently lacks the density and transportation network to better manage it. The best way to improve the transportation system is through an incremental, multifaceted strategy that is closely aligned with development types and needs.

Transportation best practices vary greatly among communities and between urbanized and non-urbanized areas. The amount of funding is limited for high-cost projects with stiff competition for internal and external funding sources and community needs. Projects that address multiple facets of community priorities, set the transportation network up for greater future success, and associated policy changes are all necessary to improve Henry County's transportation network.

### RECOMMENDED GOALS + POLICIES

- » Align transportation investments with the Development and Infrastructure Strategy
- » Avoid widening roadways and increasing capacity in areas where additional growth is not envisioned
- » Focus on roadway maintenance, bridge repairs, and safety improvements in more rural areas
- » Pursue and prioritize the creation of a dense multi-modal network of Complete Streets in the Central District
- » Require stronger connectivity in new developments, both internally and external to the development
- » Use technological improvements and travel demand management (TDM) strategies to improve the transportation network, avoiding large capital costs
- » Approach transportation infrastructure and funding incrementally, particularly the use of the SPLOST program
- » Regularly communicate the status of planned roadway and multi-modal projects, increasing public confidence



## KEY INITIATIVES

**Evaluate proposed transportation projects for alignment with the Development and Infrastructure Strategy.** One of the first recommended actions is to evaluate the proposed transportation projects in the County's Comprehensive Transportation Plan (CTP), Transit Master Plan (TMP), and Trails Plan. This does not imply that these plans are invalid—they were simply developed prior to the Comprehensive Plan Update and do not reflect the Update's shift in policy direction and the Development and Infrastructure Strategy. Many proposed projects in these plans will remain relevant, but others should be reconsidered such as capacity projects in lower growth strategy areas (like Rural Reserve and Rural Communities), and reprioritizing multi-modal, Complete Street projects that can have high impacts in the Central District.

**Require stronger connectivity in the Unified Land Development Code (ULDC).** One of the biggest transportation challenges in Henry County is the lack of a strong, interconnected network of local roadways. This is largely the result of a legacy rural roadway network paired with a development code with weak requirements for improving connectivity. The majority of development in Henry County is built as self-contained projects with limited connectivity to the rest of the transportation network. As a result, this funnels trips onto a limited number of historically rural roadways, with few options for alternative routes that help distribute these trips more broadly. When the County updates its ULDC (see 6.2), stronger measures for both roadway and sidewalk connectivity should be included.

**Begin investing in the multi-modal network of the Central District as soon as possible.** Also tagged to a key land use implementation strategy, the county should begin building its multi-modal network in the Central District as soon as possible. This will be a slow, incremental process that will take decades to complete

but should begin immediately. The recommended Central District Master Plan should identify key corridor improvements, focusing on the roadways which the County controls, as well as identifying a realistic network of sidewalks, bikeways, and trails that the development community can also contribute to as additional projects come online.

**Identify specific alignments for key greenways and trails projects.** Beyond the Central District, there is a proposed network of greenways and trails from the County's Trails Master Plan. Currently this plan is very high-level and gives general guidance on the location of trails. While this is a helpful starting point, it does not provide the needed detail for where the trail's actual alignment will be—this makes it impossible to not only require developers to build segments or set aside right-of-way within their projects, but also endangers the entire greenway from being built as the County continues to develop and potential right-of-way disappears.

**Influence the demand side of transportation too.** Another effective tool is prioritizing travel demand management (TDM) policies. TDM seeks to reduce travel demand or to redistribute this demand by location in the county or time of day. It is most effectively applied with alternative incentives or financial consequences. TDM addresses the demand side of travel behavior by reducing the number of vehicles that travel on roadways through the promotion of alternatives to driving alone. Common TDM strategies include ridesharing (carpool and vanpool), transit, biking, walking, telecommuting, and flexible work-hour scheduling. It is a cost-effective alternative to increasing capacity. TDM can be used effectively in coordination with regional agencies such as Georgia Commute Options by implementing a focused, data-led strategy that targets the specific needs and travel demands of Henry County.



**Complete current transportation projects on budget with clear and updated communication about project status.**

One of the common themes of the Comprehensive Plan Update is to improve transparency and access to information for the community. Although the community primarily raised this as an issue regarding development, it also applies to public projects as well. It is important that the county maintains and clearly advertises its Cleargov website so that the community can follow the process and gain confidence in the county's ability to make progress on congestion issues.

**Address immediate concerns, but ultimately build towards the long view.**

Special Purpose Local Option Sales Tax (SPLOST), and the transportation focused TSPLOST, are a unique tool for Georgia cities and counties to generate additional funds for projects, including projects to improve transportation networks. Henry County is already utilizing this funding source. It is recommended that projects selected for this funding address the immediate needs while building towards a longer-range planning effort. This incremental and phased approach can help Henry County afford much larger projects over multiple SPLOST programs rather than all at once.



*Multi-modal suburban street. Image Source: AARP*



## >> 6.2 LAND USE

Implementing the land use vision is already into the Development and Infrastructure Strategy and the updated future land use categories (see 5.1). By directly tying infrastructure and development types and providing more specific guidance and transparent flexibility in land use designations, Henry County and the community should be able to move forward with a more nuanced, predictable process for growth.

### KEY INITIATIVES

#### **Commit to the Development and Infrastructure Strategy.**

Throughout the Update process, the community expressed their perception that the development process was unpredictable, lacked transparency, and was resulting in rapid growth without commensurate infrastructure. In response, the Comprehensive Plan Update team created a new, innovative Development and Infrastructure Strategy that provides clear guidance to both elected officials and the community, yet acknowledges the need for flexibility and nuance. However, this strategy is only as effective as the will to commit to it—to build better trust between the community and the County, as well as a more coordinated pattern of development, it is essential that a good faith effort is made to follow this strategy. This means resisting the temptation to support one-off projects that do align with the strategy, while also potentially reversing course on previously considered public projects that no longer reflect this new policy direction.

#### **Develop a more detailed plan for the Central District.**

A more concrete initiative is the development of a Central District Master Plan. In the last five years alone, multiple projects have been approved in this area but there has been no coordinated effort to integrate them together into a functional, high-quality community. A Central District Master Plan should be undertaken as soon as possible and at a minimum should include the following:

- » A single master plan vision for the Central District,

### RECOMMENDED GOALS + POLICIES

- » Clearly tie infrastructure investments with appropriate levels of development
- » Leverage sewer capacity investments as a way to guide growth
- » Invest in a dense, multi-modal network of Complete Streets in the Central District
- » Hold the development community to a higher standard of building to better reflect local character
- » In new development, prioritize the creation of high-quality, usable green spaces
- » Respect the Watershed Protection Overlay—“hold the line” on the development in this area to not only preserve the County’s future water supply, but retain the traditional rural character of southern Henry County

showing how all of these new developments will fit in with current development, and a vision for how undeveloped/under-developed sites should be built out to enhance the community

- » Complete Street recommendations for corridors under the control of Henry County
- » Identification of specific pedestrian and bicycle projects to improve connectivity
- » Improved roadway and streetscape standards
- » More detailed transit planning
- » A plan for public space and parks
- » A market assessment and recommendations for attracting high-quality retail and office uses (see 6.3)
- » Recommendations for implementing the plan through regulations in the Unified Land Development Code (ULDC)



### **Update the County's Unified Land Development**

**Code (ULDC).** Second to committing to the Development and Infrastructure Strategy, the best way to implement the Comprehensive Plan update is to update the ULDC. At a minimum, this should include the following:

- » Updating zoning regulation to reflect the more nuanced future land uses, particularly around mixed use
- » Design guidelines for the Central District (as a potential overlay)
- » Higher standards for roadway and sidewalk connectivity in, to, and through new developments
- » Mechanisms for density bonuses for projects that provide workforce housing units (see 6.4)
- » Allowing uses to support a future entertainment district, such as allowing breweries

**Streamline the development process.** The current development process is sometimes characterized by unpredictability and multi-month delays. The Development and Infrastructure Strategy—and particularly the land use appropriateness tables—should help to provide clear expectations for development. However, there are opportunities to improve the process itself. As part of updating the ULDC, the County should also consider measures that would streamline process, including ways to reduce the number of projects tabled, as well as mechanisms to reach decisions more quickly so that more projects can be scheduled at a hearing. Not only would this make the process more predictable, but unnecessary delays in rezoning often result in higher costs for development projects that are passed on the end consumer and contribute to increasing housing costs.



*Breweries as gathering places. Image Source: BringFido*



*Strong sidewalk requirements. Image Source: Where the Sidewalk Starts*



## >> 6.3 ECONOMIC DEVELOPMENT

Henry County has unique assets that if properly branded and marketed could enhance the quality of life for residents. Additionally - if positioned properly as key amenities - these assets could also bolster the attraction of businesses to Henry County as well.

### KEY INITIATIVES

**Leverage and Promote Existing Assets.** There is no debate that Henry County has unique offerings such as the Atlanta Motor Speedway, agri-tourism destinations, and the Stockbridge Amphitheatre, amongst others. However, a lack of consistent promotion and attention results in these facilities often being forgotten and overlooked when Henry County residents look for things to do locally.

To encourage growth in its restaurant offerings in particular, it is vital Henry County leaders to support the businesses and places that already exist within its boundaries. The best indication for the future success of new restaurants and entertainment venues is to evaluate the current success of similar places. Intentionally and consistently supporting local establishments sends the demand signal that not only can Henry County support businesses like The Cheesecake Factory and Top Golf—but, more importantly, that it will.

#### **Conduct a Retail and Recreation Leakage Study.**

It would be useful for county officials to conduct a focused Retail, Recreation, and Leakage study to have a greater understanding of the consumer needs of its residents. Where are Henry County residents spending their money? And how much are they spending? Answering these questions will help inform the county's leaders and prospective retailers of their current and future market base. This study can be specifically tied to the broader Central District Master Plan effort.

### RECOMMENDED GOALS + POLICIES

- » Lay the foundation for a long-range goal of attracting a destination retail use in the Central District
- » Expand the types of retail and entertainment uses that are explicitly allowed in the ULDC
- » Support the development of smaller community centers with close-to-home options for retail and entertainment
- » Improve coordination between Henry County, the cities, and allied organizations and partners in promoting existing assets

#### **Align Policies and Incentives to Enable Destination Development.**

The primary barrier to attracting an entertainment destination is the lack of density in Henry County; this challenge can be addressed over time with the growth and enhancement of the Central District (see 6.1 and 6.2 above) and understanding current demands and leakage. In the meantime, there is an opportunity to remove policy barriers that are also preventing the development of places where Henry residents can gather and have fun without driving to Atlanta or Fayette County.

A good example is making breweries an explicitly allowable use in specific parts of the county, like the Central District. The boom of breweries in the Atlanta region over the last decade has been both a catalyst and anchor for major redevelopment projects. Similarly, pop-up markets, food truck parks, and other temporary vending operations have helped create gathering spots in the region. Presently, Henry County's ULDC does not explicitly support these activities - thus creating additional administrative hurdles to overcome. Aligning policies to encourage more flexible and non-traditional retail activities and entertainment would help advance the ability of the development community to meet this need.



**Begin Activating the Central District.** Activations bring positive attention and energy to places where they are held. They can be simple, community-scaled events like neighborhood cleanups, meetups, and “Screen on the Green” or more involved activities like music festivals and road races. Placemaking is unique in that it can provide an area with a greater feeling of safety and sense of being a place where people want to be. As such, renovating deteriorated facilities and adding artwork and people-scaled infrastructure (i.e., benches, tables, streetlights, etc.) help induce the senses of safety and interesting.

**Provide Retail and Commercial Options Closer to Home.** Henry County is a target-rich environment with plenty of interesting things to do. While some of those unique opportunities are off the beaten path, most of the recreational, retail and restaurant options are clustered along the I-75 corridor. The public has been adamant and consistent with the need to develop activity nodes throughout the county, and this plan has responded accordingly. To address this need, the Update has identified ten community centers in less densely developed parts of the County; these areas have protected space for local-service commercial and retail options to serve the surrounding community.



*Movies in the park. Image Source: Block Club Chicago*



## >> 6.4 HOUSING

The rising costs of housing and access to affordable places to live has become a familiar concern for communities across the country. There is an ongoing need to create housing that serves the needs of lower-income families and provides home-ownership opportunities for entry-level buyers. For several years now, local governments have been enacting a wide-ranging set of policies in an effort to curtail the effects of this increasing unaffordability. While not all these policies may be appropriate for Henry County there are several best practices that have been identified by the consultant team that could be a benefit to the county and community in the coming years.

In addition to taking an in-depth look at the best practices currently used by other governments to see what might be appropriate for Henry County, the consultant team is providing several other suggestions. These recommended goals and policies should be considered as additional measures the county can take to address and alleviate further pressure on the housing market.

### RECOMMENDED GOALS + POLICIES

- » Increase housing supply by permitting alternatives to traditional single-family housing and expanding areas where multi-family housing can be built by-right in concert with the goals of the Comprehensive Plan
- » Encourage the adaptive reuse of existing structures for potential housing developments and alternative solutions to standard building forms. This includes the potential conversion of non-residential structures into housing and the utilization of parking areas within existing developments which may be over-parked for residential uses
- » Create a cross-disciplinary task force to address housing within the county by working with partners and stakeholders from the public and private sector, including local municipalities within the county and adjacent jurisdictions
- » Revise ULDC to address zoning codes/policies that may be prohibiting the diversity of housing options
  - » Include missing middle housing typologies such as triplex, quadraplex, smaller apartments and cottage courts (amend “cluster housing” in current code)
  - » Reduce the minimum lot size requirements in certain zoning districts
  - » Reduce the minimum dwelling size requirements to offer flexibility in the sizes of new housing and allow the market to dictate housing size



## KEY INITIATIVES

### **Open more land within the county to the development of multi-family residential housing by revising the ULDC.**

One of the practices that is becoming more widespread across the country is the reduction of districts in which single-family zoning is the only permitted housing type. Several cities and states—such as Minneapolis, MN, Oregon, and Vermont—have gone so far as to eliminate single-family in its entirety. Although this does not appear to be a reasonable action for Henry, a pared down version of this policy, in which more housing types are permitted in zoning districts that were previously only single-family, might be considered. Typically, these new housing typologies are at a scale similar to the single-family typologies that are permitted, such as duplexes, triplexes, or other “missing middle” housing types. This allows the higher density infill housing to blend in with the existing character of an area. Revising a few of the existing zoning districts which have smaller lot sizes and are considered a more typical urban form, such as the R-4 and R-5 districts, to allow denser by-right housing is an option that the county should explore. Another option would be the creation of additional residential zoning districts in the ULDC which permit a variety of housing options and densities.

### **Allow Accessory Dwelling Units to be offered as an alternative to traditional housing.**

Another widespread policy change that has become commonplace is the acceptance of using Accessory Dwelling Units (ADUs) as a form of housing. This comes in multiple forms, including detached ADUs, such as dwellings in an accessory structure, or attached ADUs, which are small dwellings incorporated the primary structure of a house, like basement apartments. ADUs have shown to have benefits to homeowners by providing an alternative source of income or even a separate living quarters for relatives who may need additional care, and also contribute to the available stock of affordable housing in a community due to their smaller footprint and floor area. While Henry County currently has Accessory Dwellings as a permitted

accessory use, the zoning code places limitations on who can reside in the dwelling, going so far as to prohibit the use of the dwelling as a rental property and making it a de facto guest house. Updating the policy around ADU's would be a simple way to for the county address housing affordability.

### **Create incentive programs for developers who incorporate workforce housing into multi-family developments.**

There are also tools available for a local government to enact that can contribute to the construction of affordable housing within its jurisdiction. One of the more frequently used of these tools is the implementation of incentives for developers who include housing at a percentage of the Area Median Income (AMI) or are willing to create developments with a mixture of housing types and price ranges. Examples of incentives offered to developers include density bonuses in which a developer is allowed to exceed maximum established densities, reductions in parking requirements, the expedited processing of permits, waivers in permitting fees, and tax abatements. Again, all of these options may not be a fit for Henry County—nonetheless it is worth investigating to determine what incentives could be implemented.

### **Reduce the impact of rising costs in construction to the end consumer.**

As the cost of construction has increased over the past few years, access to affordable housing has been harder to find as some of the burden of these rising costs has been passed on to the end consumer. Although it is not possible for the county to reduce the cost of construction, it is possible to potentially lower the overall costs on a project basis by reducing parking requirements, especially for multi-family or mixed-use development that includes housing. This is especially true if a development proposes structured parking, which only increases the construction cost of parking even more. Currently, Henry County requires that all residential dwelling units be serviced by a minimum of two parking spots. This is true regardless of the number of bedrooms, so that a one-bedroom



apartment requires the same parking as a 3-bedroom apartment. A 2018 presentation by the Bleakly Advisory Group to the Georgia Planning Association identified that reducing parking requirements for low-rise apartments to just 1.25 spaces per dwelling could save an estimated \$2,000 per unit in construction cost when in a parking lot. It is anticipated that this number would be even higher today given the rise in construction costs since that report was produced. By making incremental adjustments in parking requirements the county could lower overall construction costs and potentially reduce the burden on the end consumer.

**Conduct a Housing Needs Assessment and review county policies to find additional ways to promote housing affordability.** In order to effectively address issues of housing affordability an organization needs to have an understanding of the primary concerns affecting its community. One way to do this is by conducting a Housing Needs Assessment, which would create a comprehensive report of current housing conditions and areas of need within the county. The assessment takes inventory of current housing and projects the number of housing units that are needed to meet projected growth. It should survey and analyze current housing for potentially vulnerable areas and formulate a plan to preserve and stabilize any naturally occurring affordable housing for low to moderate income families that may be threatened. This document would also provide community leaders with the proper guidance on how to begin to address those needs, and tools the county can use to combat affordability such as the creation of a Housing Trust Fund or leveraging of publicly owned lands for the development of workforce housing.



*Accessory Dwelling Unit (ADU). Image Source: Illinois Realtors*



*Homes on small lots in a cottage court style. Image Source: HUD User*



## >> 6.5 COMMUNICATIONS

In order for Henry County to develop transparent communication with the community special attention needs to be focused on how information is shared, how the community can provide feedback and how the given feedback can be applied to decision-making processes. Below are a few best practices that the county can keep in mind moving forward to achieve this.

### KEY INITIATIVES

**Improve the County's website.** When sharing information, the main objective is to create a more accessible system of presenting information. Henry County's current website is a great resource of information on many topics of interest throughout the county. One way that this resource can become more accessible is to follow a consistent format across all documents and pages from all departments.

It is also essential the website is maintained and updated regularly. Specifically for the Planning and Zoning page. One example of this is a link that refers the public to courses on how to read the county's zoning map, but the link to this very important information is broken. Accessibility of the website can also be considered in the order that information is seen by visitors to the website. The 'Where to Start' and 'FAQs' tabs on the Planning and Zoning section of the website have great information for visitors, but neither is the first thing that viewers see when visiting the website. A focus on user design can help community members find information quickly and save county staff time on answering questions that are readily available on the website.

**Communicate with the audience in mind.** Another way to ensure that information is easily accessible is to focus on how the information could be interpreted by the audience. Information that is easily translated into various languages, or use assistive technology such as tools that can read text aloud or change the text format, will widen the audience that the County can reach. If

### RECOMMENDED GOALS + POLICIES

- » Provide clear, easily accessible channels for sharing information about County activities
- » Expand opportunities and methods for the community to provide input
- » Collaborate with Henry County jurisdictions to communicate as a single Henry community and help point residents and stakeholders in the right direction for information

these tools are not able to be supported by the County's website, checking that the information available can be supported by tools widely available will be essential. Staff developing the material should also keep in mind the literacy levels of their community. According to a study performed by the Program for the National Assessment of Adult Competencies, 54% of adults in the United States read below the equivalent of a sixth-grade literacy level. Avoiding acronyms and focusing on simplifying topics as much as possible will help eliminate any gaps in understanding the audience may have. Using clear graphics to explain topics as much as possible is another way to make information more accessible. By focusing information on fact sheets, simple graphics can be used to explain a topic and text can be added to further support the concept or explain the information.

Currently the Henry County Planning and Zoning Department has great process charts for Comprehensive Plan amendments, conditional uses, variances, and rezoning. These graphics would be much more helpful if there was supporting text tied to the image with an example of when each process is used for different types of projects. This would allow property owners to identify which process is best for their project and approach any county staff with more informed questions. If more information is needed, additional text or links to more



resources can be provided that answer any commonly asked questions. Each fact sheet would only cover one topic and by limiting the length of the document to one page, the most important information is shared without overwhelming the audience.

**Clarify and expand opportunities for input.**

Currently the County has inconsistent policies for the public to comment on its communications platforms. The County website, Henry County TV and the county-run social media accounts are great methods for sharing information but the way people engage with the information can be confusing. For instance, the recordings of the Board of Commissioners meetings are available on the county's Youtube Channel and the Facebook account. These same recordings are advertised on the website, but have not been consistently available since 2020. If someone were to watch a recording on the County's Youtube channel, they would not be able to comment on the content due to the current setting restrictions. If they attempted to watch the same video on the County's Facebook page, they would be able to comment on the video, but there is no moderator responding to any questions or to direct people to the appropriate locations within the website for more information on the topic.

Rather than trying to match engagement across multiple platforms, the County should consider reducing its services to just those that are most used by the community. By limiting the number and types of platforms, the County can invest more to each, potentially by moderating comments during feeds and making input mechanisms more consistent.

Beyond digital platforms, participants mentioned that they would like the opportunity to hear directly from their elected officials to learn about how decisions were made within the county. This opportunity for education and feedback could come in the form of expanded question and answering periods in public hearings or a new casual way to connect to elected officials such as

quarterly, casual "Coffee with a Commissioner" events.

Once the feedback has been given, finding ways to best implement the information and track progress will be important for the county to maintain transparency. One way to implement feedback from the public would be a dashboard system—ideally one where a development site with a zoning application sign containing a QR code would take interested parties directly to the pertinent information. This will allow the public to quickly see what projects or initiatives the county is working on, why they are important and what stage of the process the project is in. A great dashboard example is the one used by the District of Columbia, Open Data DC.

For developers, this tool could offer a chance to confirm what documents or conditions need to be met for permits. It could also give real-time updates on which projects will be discussed at each meeting and provide an anticipated timeline for approval processes. These practices will demonstrate to the public that the county is dedicated to transparency. It will also give the county a way to make their processes more efficient by seeing what topics the public has more questions about and how information can be shared differently for later projects.



## >> 6.6 COMMUNITY WORK PROGRAM

PROJECT NAME/INITIATIVE	EXPECTED IMPLEMENTATION YEAR(S)				
	2024	2025	2026	2027	2028
<b>LAND USE</b>					
Central District Master Plan	X				
ULDC Update	X	X			
Ellenwood LCI			X		

<b>TRANSPORTATION</b>					
Evaluate CTP projects for their alignment with the Development and Infrastructure Strategy areas	X				
Implementation of Complete Streets projects in Central District Master Plan		X	X	X	X
SR 81 Widening, Phase 1 (HE-005)		X			
Microtransit Feasibility Study	X				
SR 155 Widening/South (HE-189)				X	
Western Parallel Connector (HE-179)			X		
SR 81 Widening, Phase 2 (HE-205)					X
Planning/Engineering for Fairview Road Sidepath Model Mile					X
Trail Alignment planning for proposed greenways in Trail Plan			X	X	X

<b>ECONOMIC DEVELOPMENT</b>					
Retail and Recreation Leakage Study	X				



RESPONSIBLE AGENCY	FUNDING SOURCE	ESTIMATED COST
Henry County - Planning and Development	General Fund	\$100,000
Henry County - Planning and Development	General Fund	\$200,000
Henry County - Planning and Development	ARC, General Fund	\$30,000 (local match)

Henry County	Staff time	n/a
GDOT/Henry County	TBD	TBD
GDOT/Henry County	FHWA/Henry County	\$33,970,000
Henry County	Henry County	\$500,000
GDOT	GDOT	\$90,496,000
GDOT/Henry County	Henry County	\$60,601,750
GDOT/Henry County	FHWA/Henry County	\$39,000,000
Henry County	TBD	\$1,101,898
Henry County	Henry County	\$850,000

Henry County	General Fund	\$50,000
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	EXPECTED IMPLEMENTATION YEAR(S)				
PROJECT NAME/INITIATIVE	2024	2025	2026	2027	2028
<b>HOUSING</b>					
Establish a Housing Task Force	X				
Analyze administrative processes to identify potential obstacles to permitting	X				
Create a Housing Trust Fund	X	X			
Establish incentive program for developers to include workforce housing	X	X			
Conduct a Housing Needs Assessment	X	X			
Revise ULDC to implement policies of the comprehensive plan	X	X	X		
Identify public properties to be utilized for the creation of workforce housing	X	X	X		
Implementation of Housing Task Force and Housing Needs Assessment findings	X	X	X	X	X

<b>COMMUNICATIONS</b>					
Standardize all layouts for information within the Planning and Zoning website	X				
Create a consistent format across all platforms for live streaming content	X				
Create a tab on the Planning and Zoning website to submit public comments ahead of the BOC meetings	X				
Create a digital dashboard system to track permit, code violations, zoning conditions and anticipated agenda timelines	X				



RESPONSIBLE AGENCY	FUNDING SOURCE	ESTIMATED COST
Department of Community Development	General Fund	Staff Hours
Department of Planning and Zoning; Department of Building and Plan Review	General Fund	Staff Hours
Department of Community Development	Grants, General Fund	\$350,000.00
Department of Planning and Zoning	General Fund	Staff Hours
Department of Community Development; Consultant	General Fund, Grants	\$75,000.00
Department of Planning and Zoning; Consultant	General Fund	\$200,000.00
Department of Planning and Zoning	General Fund	Staff Hours
Department of Planning and Zoning	Grants, General Fund	TBD

Henry County Planning and Zoning Department, Henry County Communications Department	Staff Time	N/A
Henry County Planning and Zoning Department, Henry County Communications Department	Staff Time	N/A
Henry County Planning and Zoning Department, Henry County Communications Department	Staff Time	N/A
Henry County Board of Commissioners, Henry County Planning and Zoning Department, Henry County Communications Department	Staff Time	TBD





**APPENDIX**



**B**

**APPENDIX**





# **APPENDIX**



**D**

**APPENDIX**



# E

## APPENDIX





**APPENDIX**



# Report of Accomplishments

Project Name/Description	Complete	Underway	Postponed	Dropped	Notes
Develop a Greenspace, Parks and Recreation Plan		X			
Update Capital Improvement Plan	X				
Develop a Trails Master Plan	X				
Prepare a Development Plan for Henry County Speedway Megasite				X	
Develop a Masterplan for the Henry Global Gateway				X	
Develop a Transit Plan	X				
Prepare corridor plans for major corridors			X		
Evaluate the feasibility of a Transfer of Development Rights (TDR) program and implement program				X	
Examine corridors for scenic protection and update the ULDC to protect scenic vistas	X				
Examine options to implement smart corridors and signals		X			
Annually update ULDC in response with new planning trends and issues.		X			
Prepare resport illustrating how County implements the plan			X		



**B**

**APPENDIX**



## **Broadband Element**

Broadband is commonly understood to be a high-speed internet connection that is always on. More technically speaking, however, broadband is defined as 25 megabits per second (mpbs) download speed and a 3 mpbs upload speed. For instance, at this speed, a user would be able to load a high-quality YouTube video with ease. This is how the state of Georgia defines it as well, and in 2018, the state launched the Georgia Broadband Deployment Initiative (GBDI) in recognition of how vital broadband is to thriving communities.

### **Overview**

Henry County recognizes the need to ensure access to quality broadband coverage across the entire county to compete in the 21<sup>st</sup> century. By including strategies and proposed policies in this comprehensive plan, Henry County is taking the first step toward becoming designated as a Broadband Ready Community. While the county enjoys a large coverage of broadband service at 99%, the 1% of the county that is not serviced by broadband represents 768 locations. By becoming designated as a Broadband Ready Community, Henry County can unlock resources at the state and federal levels to ensure all citizens and companies can enjoy high speed internet access to bolster the county's economic development for businesses and increase the quality of life for residents.

### **Georgia's Broadband Deployment Initiative**

Georgia Broadband Deployment Initiative (GBDI) launched in 2018 to promote and deploy broadband to unserved areas. The GBDI is an interagency effort between Georgia Department of Community Affairs (DCA), Georgia Technology Authority (GTA), Department of Economic Development (DECD), State Properties Commission (SPC), and Georgia Department of Transportation (GDOT). Led by DCA and GTA, this group coordinates stakeholders such as providers and local governments to expand access. DCA requires comprehensive plans to have a broadband component to ensure that broadband integration and prioritization is state-wide.

### **How to Expand Broadband Coverage**

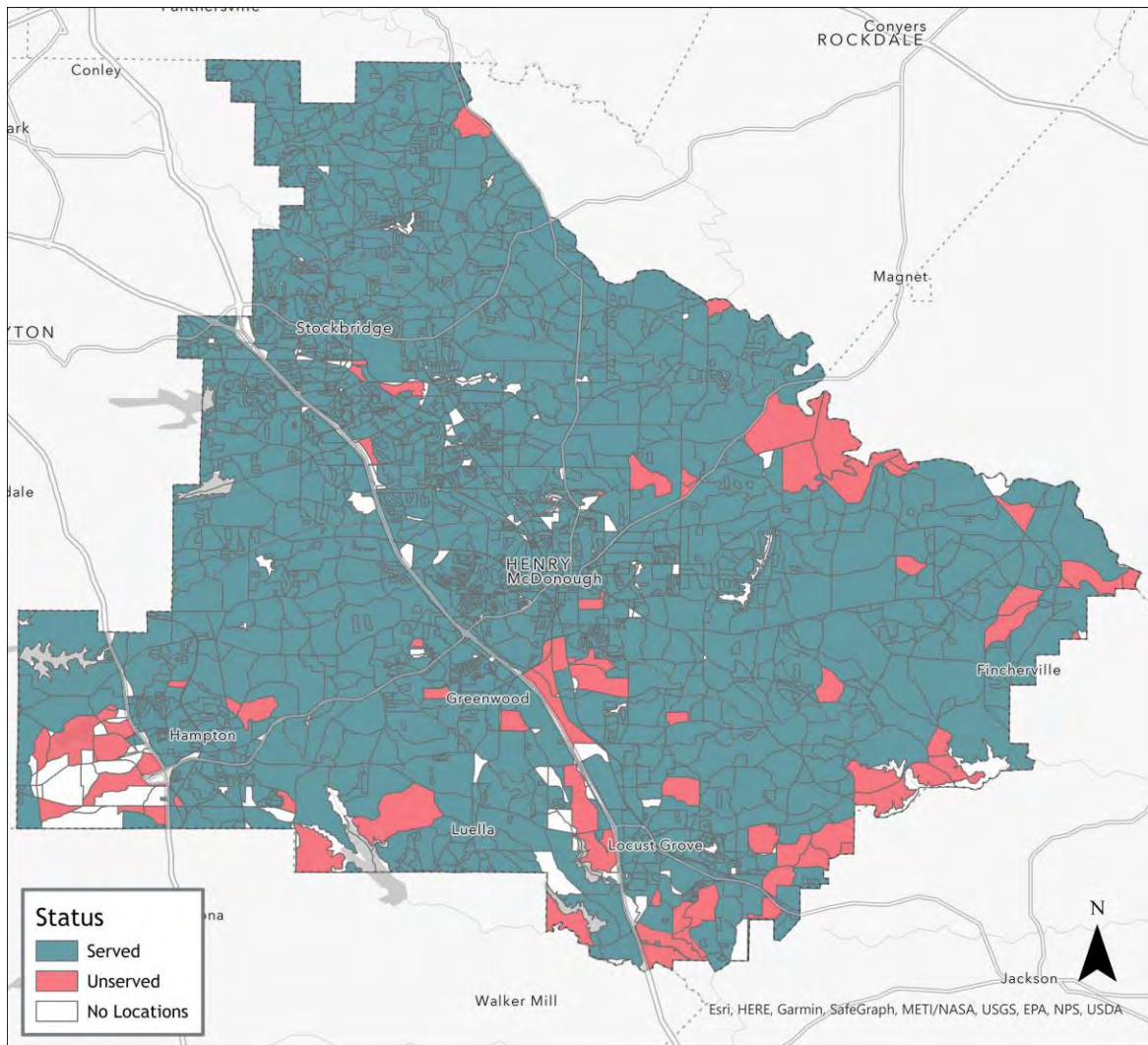
Broadband expansion requires both policy solutions and infrastructure investments. Jurisdictions must have policies that open the area to broadband investment and make it enticing for providers. One of the first actions that Henry County can take next is passing the GBDI's model ordinance and applying to be a Broadband Ready



Community. The county must also plan for the broadband infrastructure that services the residents, just like any other utility. Broadband infrastructure could refer to cables, fiber optics, wiring or other permanent fixtures that can provide internet connections and advanced telecommunications capacity (Cornell University).

## Henry County's Current Broadband Conditions

### Henry County Broadband Service Status Map



The map above represents the most recent data from the state, which was published June 30, 2023. An interactive version of this map that includes detailed locations of the unserved areas, and data on the entire state of Georgia, can be found at <https://broadband.georgia.gov/2022-georgia-broadband-availability-map>.



## Detailed Broadband Conditions

Henry County enjoys extensive broadband coverage (**blue**), about 99% of the county. However, there are areas along the county's southern boundary and around Hampton and Locust Grove that remain unserved (**red**). It should be noted that many of the areas that currently show no service are largely undeveloped. According to the Census Bureau, almost 90 percent of the county's population had a subscription to broadband service in 2021.

The map is organized by census blocks within the county. For the purposes of this map, areas that are **served** are defined as having a "broadband definition of 25 Mbps down and 3 Mbps up, and where the broadband service is available to more than 80% of locations in a census block." Any census blocks that do not meet these standards are classified as **unserved**.

The areas within the county that are neither served nor unserved are classified as "no location," meaning there is no commercially available source for the data.

### *Service Statistics Summary*

- Unserved locations: 768
- Served Locations: 93,880
- Percent Unserved: 1%

## Broadband Goals and Proposed Policies

To unlock resources at the state and federal level to expand broadband access in Henry County, the county can pursue designation by DCA as a "Broadband Ready Community." The county currently does not qualify for this designation, but by including Broadband as part of the Comprehensive Plan, the County has taken the first step toward joining 34 other counties that are designated Broadband Ready Communities. The designation's purpose is to show that the county has taken steps to reduce obstacles to broadband infrastructure investment. The next step toward becoming a Broadband Ready Community is to adopt a model ordinance as outlined in O.C.G.A. §50-40-40.

### **Goals:**

#### *A.1: Reach Full Broadband Coverage for Henry County*

Goal A.1.1: Pass Broadband Ready Community Model Ordinance

Goal A.1.2: Become designated as a Broadband Ready Community





# APPENDIX



# Environmental Planning Requirements

## Environmental Planning Standards

The Georgia Department for Community Affairs' (DCA) Minimum Standards and Procedures for Local Comprehensive Planning (Chapter 110-2-1) require local governments to review Rules for Environmental Planning (Chapter 391-3-16) set forth by the Georgia Department of Natural Resources (DNR) that serve to protect natural resources across the state. Following this review, communities are required to determine the need for adjustments to existing regulations to protect the following natural resources:

- Large water supply watersheds
- Small water supply watersheds
- Groundwater recharge areas
- Wetlands
- Protected rivers

Henry County has adopted a series of environmental planning ordinances in its Unified Land Development Code. This series includes regulation for the protection of floodplains, stream buffers, wetlands, groundwater recharge areas, and river corridors. In addition, Henry County has enacted ordinances mitigating illicit discharge of pollutants and effluent into streams and promoting the protection and connectivity of open space and greenspace (Henry County ULDC § 3.00.00-3.08.00). The protections of each ordinance are summarized below:

Ordinance	Summary of Protections
Floodplain protection (3.01.00)	Encroachment of development into flood zones, alteration of stormwater flow and base flood elevations, permit requirements for new development
Stream buffer protection (3.03.00)	Establishment of buffer zones, setback requirements, limitation on septic tanks and drain fields
Wetland protection (3.05.00)	Buffer requirements, limited uses within wetlands extents
Groundwater recharge protection (3.06.00)	Lot size requirements, septic tank and drain field regulations, limited uses within GWR zones



River corridor protection (3.07.00)	Establishment of river corridor protection areas, buffer requirements, limited uses within protection area
-------------------------------------	--

In addition to these regulations, Henry County has adopted a Watershed Protection Ordinance, which applies to its small water supply watersheds. These include Indian Creek, Long Branch Creek, Shoal Creek, Towaliga River, and Tussahaw Creek (see map X in Chapter 2). Within each watershed, the ordinance establishes a Limited Development Area and a smaller, more restrictive Water Quality Critical Area. Development within these two areas are subject to regulations governing impervious surface coverage, buffer zone requirements, maximum units per acre, minimum lot sizes, setback requirements, and septic tank drain field requirements.

## **Regional Water Plan**

DCA's Minimum Standards and Procedures for Local Comprehensive Planning require local governments to review the Regional Water Plan(s) for their jurisdiction to determine whether new or modified regulations governing development and implementation strategies are necessary to protect natural resources. The Metropolitan North Georgia Water Planning District's Water Resources Management Plan was updated in 2022, setting forth the following planning principles:

- protection of water quality and water supply
- support for conservation and/or demand management
- support for economic growth and development
- equitable distribution of benefits and costs
- public education and awareness
- streamlined implementation
- support for resiliency

Henry County, as well as McDonough, Stockbridge, Hampton, and Locust Grove, provide water and wastewater services to the county and are working to implement the planning principles and implementation steps outlined in the 2022 Water Resources Management Plan.



**D**

**APPENDIX**



# HENRY COUNTY COMPREHENSIVE PLAN

## Public Engagement Summary Report

July 19, 2023



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## Project Description

The Henry County Comprehensive Plan serves as roadmap for future land use decisions and investments by landowners, developers, businesses, citizens, and County officials and is established to guide how a community's long-term vision will be met over time. By considering the types and locations of development and services desired for the future, decision makers are better able to evaluate proposals in the context of long-term goals.

The Plan provides a 20+ year outlook on the community's vision for the future, lays out a groundwork of planning to guide actions, and provides a framework for working together toward common goals. Comprehensive plans are usually updated every 5 years to allow for re-evaluation of documents to ensure it reflects the residents' current desired goals, needs and plans. The City Council adopted the current plan in 2018 with 2023 being the 5- year benchmark to do a review of the plan.

As part of the rehaul and update process, the County first identified TSW Design firm as their project partner. Over the course of the project, the multidisciplinary project team closely collaborated with the County to address these seven needs in it's plan

- Community Goals
- Needs and Opportunities
- Community Work Program
- Land Use Element
- Transportation Element
- Broadband Element
- Capital Improvements Element (CIE)

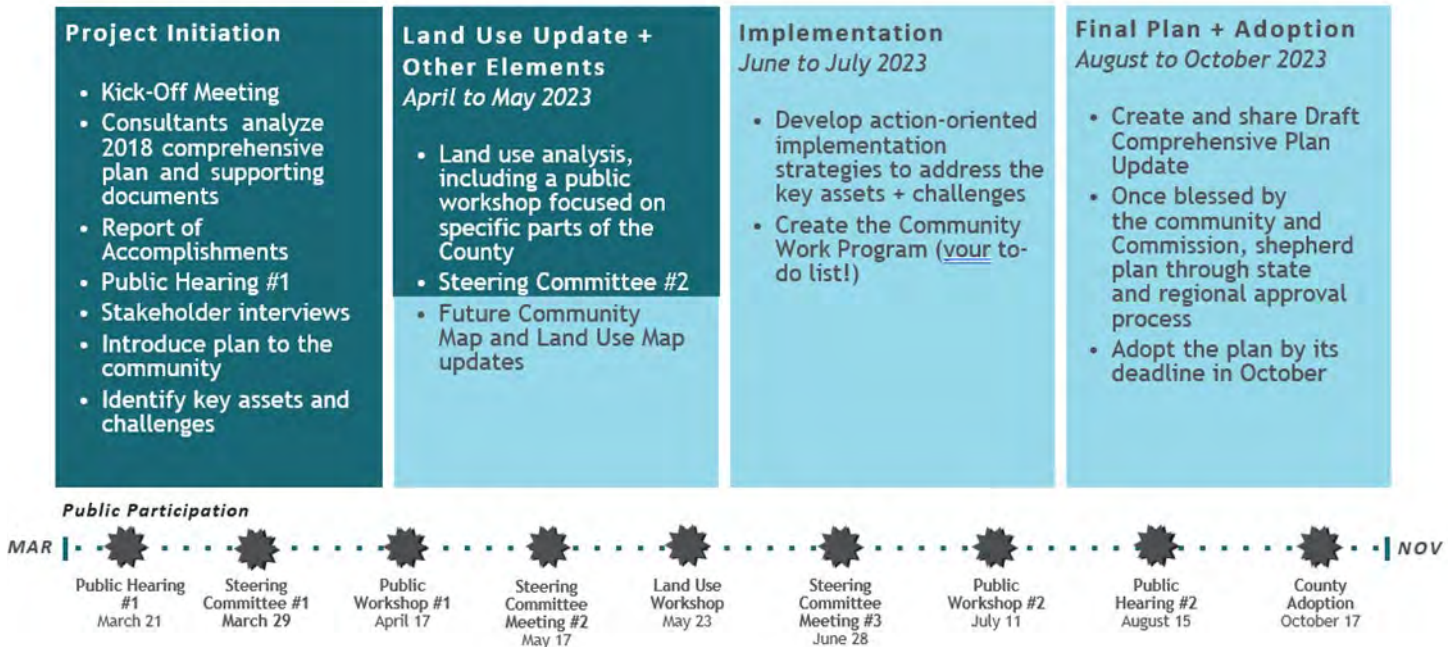
The Comprehensive Plan project formally kicked off in March 2023 with the driving focus to engage the citizens within the County and ensure their ideas, opinions and concerns are incorporated in the development of the plan. During each planning phase of the project the community had the opportunity to engage with County staff, the project team and with each other during three public workshop meetings and other focused activities.

The comprehensive planning process was guided by three formal bodies: the Steering Committee, TSW Design Project Team, and Henry County Planning & Zoning.



# 1. Project Process & Schedule

The project schedule was established and shared with the public for full transparency from the beginning of the project kickoff. Progress updates during each phase was provided and communicated to the public as we progressed through the schedule of activities.



## 2. Steering Committee

The Steering Committee was comprised of over 30 individuals identified as advisory bodies made up of experts and stakeholders whose diverse roles within the community strongly correlate with long range comprehensive planning and visioning. The Committee Members consisted of staff members from the following organizations:

- Henry County
- Board of Education
- Chamber of Commerce
- HC Water and Sewage Authority
- Development Authority
- Department of Transportation
- Leaders from Public Service
- Tax Commissioner
- Transit
- Non-Profit
- MHF News
- Staff from the City of Stockbridge, Locust Grove, McDonough and Hampton



### Steering Committee Meeting #1- March 29, 2023

The first steering committee meeting was held virtually and was an introductory kick-off meeting. The purpose of the meeting was to share the project overview of the purpose of the Henry County Comprehensive Plan update, the role of committee members and discuss initial work completed thus far. The goals and what needed to be accomplished with Henry County's 2018 Comprehensive Plan rehaul was defined as:

- Evaluate recent development patterns
- Analyze existing plans, particularly around infrastructure
- Work with the community on a vision for growth
- Provide an action- oriented plan to put Henry County in the driver seat

After reviewing purpose and goals the project team discussed work completed thus far to include initial feedback from Stakeholder interviews conducted that helped determine top priorities and focus for the project team. Additionally, a project schedule timeline was shared as well as an update on report of accomplishments which included the creation of the base map, analyzation of existing plans and current land analysis efforts.

The committee discussed with the project team what the biggest challenges are in Henry County are and here's what we heard:

- *Traffic*
- *Growth outpacing infrastructure and services*
- *Lack of housing options*
- *Need for more entertainment*

The final agenda item discussed was key dates for public engagement opportunities and how the Steering Committee could assist with promoting to the community and their networks by utilizing a Partner Toolkit that was provided by the project team. The toolkit included social media graphics and narratives to help spread the word! The meeting ended with a brief Q & A along with what to anticipate as next steps for the project.

### Steering Committee Meeting #2 - May 17, 2023

A second steering committee meeting was held In-Person. The main goal of the meeting was to begin prioritizing the challenges and opportunities heard from public engagement meetings, feedback and the survey to take a specific look at Land Use needs. The team shared a presentation discussing revisions for the future land use map to zero in on some big issues to develop real, action-oriented strategies.

The project team organized the meeting space with large colorful printed maps on multiple tables and facilitated an engaging and interacting exercise that allowed committee members to make density decisions and determine feasibility of what could be different potential land uses. This was facilitated by giving committee members 5 different colored bingo chips to represent different land uses. They were asked to place the chips on the map where they wanted growth to be within each land use category. The project team shared with the committee the plans to host the same engaging exercise with the community at the next public meeting that was held on May 23, 2023.



During the meeting Committee members shared their concerns with Traffic congestion as it relates to new development and the existing land. Here's what we heard:

- *Need further analyzation and review of transportation options to support density needs*

future state for Land Use needs. The team received positive feedback from committee members about their interactive meeting experience and closed the meeting with Q & A, engagement opportunities, reminder about the second public meeting scheduled for May 17, 2023, along with updates on next steps.

### **Steering Committee Meeting #3 – June 28, 2023**

The third and final steering committee meeting was focused on additional conversations around land use and overview of what's been accomplished for the project thus far. The accomplishments included:

- Created the Base Map
- Analyzed Existing Plans
- Future Land Use Map Focus Group
- Public Workshops, Public Surveys
- Stakeholder Interviews and Focus Groups
- Land Use Analysis and Future Land Uses

The team shared outcomes from the May 23rd, 2023 in-person public meeting and feedback from the participants on the Land Use Workshop- Sims County activity. Each group separated into 10 tables to designate land uses on an infrastructure map to include needs such as expanding transit routes, residential, offices, industrial, commercial and regional designations.

Next on the agenda was review of Land Use Maps and information to be shared with the public for the 3<sup>rd</sup> and final public meeting scheduled for Jul 11, 2023.

The Maps that were reviewed with committee members were as follows:

#### **Community Maps**

- Rural Reserve
- Rural Residential
- Bedrock Residential
- Suburban Mix
- Multi-Model Mixed Use Core
- Community Centers

#### **Residential Land Use Maps**

- Low Density Suburban
- Medium Density Suburban
- High Density Suburban
- Urban Residential
- Low Density Mixed Use
- High Density Mixed Use



Additionally the project team’s presentation included a review of draft implementation strategies traffic congestion, development predictability, destinations/things to do, housing and transparent Communications. What we heard from the committee members:

### *Biggest opportunity for the county?*

- *Infrastructure Investment*

At the end of the meeting the project team encouraged Steering Committee members to participate. Additionally members were asked to help promote the final public meeting scheduled for Tuesday, July 11, 2023 ,– Henry County Administrative Building

Additionally, the following next steps of the project was shared with timelines provided:

- Plan to take Committee’s input and finalize materials for final public meeting on July 11
- Compile draft Comprehensive Plan
- Present plan to BOC on August 15
- Submit plan for state review
- Target goal of adoption on October 17

During closing remarks the project team thanked the Steering Committee members for their participation and support throughout the Comprehensive Plan project process. Their feedback and input was critical in helping to shape Henry County’s vision, goals, and strategies for the community to focus on over the coming years. Photos provided in Appendix

## **3. Stakeholder Interviews**

The County identified a list of vested Stakeholders consisting of elected officials, business owners, County staff, public service leaders and various community service representatives. The project team conducted 21 individual Stakeholder interviews to gather input, opinions and needs to uncover key issues within the County related to the Comprehensive Plan update. These interviews provided valuable insight as to what some of the major changes have been in the County within the past 5 years and what the top needs and opportunities are for the County right now. Feedback from Stakeholder helped to establish planning efforts and preparations for facilitation of the multiple Public Engagement workshops.

### **What We Heard From Stakeholders**

- *Traffic is the number one problem*
- *Unpredictable development process*
- *Need more things to do, entertainment*
- *Want more amenities, trails, and connectivity*
- *Fayette County is doing it right!*
- *Misalignment of jobs and residents*



## 4. Public Engagement Goals

Public engagement and participation in the planning process is a key requirement and both County staff and decision makers value input from the community to use their feedback to make informed decisions. The goal of the outreach efforts was to engage with the Henry County community and its stakeholders in a meaningful way that encouraged their participation in guiding the Comprehensive planning process.

The team identified creative methods for engaging key audiences, established a timeline and phases for activation, and presented an outline of how the County incorporated feedback from the public and key audiences to support formal decision-making structure to prepare for plan approval process by October 2023.

As part of the Engagement plan, the team facilitated 3 public workshop meetings in an immersive and interactive way to encourage participants to feel comfortable with sharing their feedback, needs and vision for the future. The meetings were a platform for all participants to bring their voices into the process and to share their own ideas, backgrounds, and experiences to plan for a future that benefits everyone.

Stakeholders across the Henry County community were engaged with the purpose of driving attendance at the public meetings with County Staff and the project team.

The team also launched two public comment surveys that were advertised during the meetings, through social media, and other digital channels. The issues, comments, and stories the community contributed throughout the planning process provided critical insight to allow the team to present the County a well-organized community engaged driven plan.

### Meeting Formats

Date	Time	Location	In-Person Participants	Joined Livestream
Monday 4/17/23	6:30 p.m. – 8:30 p.m.	Henry County Administrative Bldg. 140 Henry Parkway; McDonough, GA 30253	75	1,141
Tuesday 5/23/23	10:00 a.m. – 11:00 a.m.	Henry County Administrative Bldg. 140 Henry Parkway; McDonough, GA 30253	46	<i>Not Available</i>
Tuesday 7/11/23	6:30 p.m. – 8:00 p.m.	Henry County Administrative Bldg. 140 Henry Parkway; McDonough, GA 30253	64	744
Total:			185	1,885





## 4.1 In-Person Public Meeting # 1

Monday, April 17th, 2023 @ 6:30-8:30pm | Henry County Administrative Building

PUBLIC MEETING # 1	
Engagement Activity Type	Public Engagement Total
In-Person Attendance	75
Facebook Live Reach	1,141
HenryTV	20
YouTube	8

On April 17th, 2023 the project team hosted the initial Kick-Off meeting to begin having conversations around the needs and desires of the community for Henry County's Comprehensive Plan update. Over 75 participants attended the public meeting in person and reached over 1,100 participants online. The Consultants provided an initial project overview of what the County was seeking to accomplish along with timeline schedule. They then facilitated breakout sessions with meeting attendees that addressed the future needs for Henry County. Everyone was grouped by 5 separate tables. The Consultants went to each table to have deeper dive discussions around the main areas of needs and attendees were able to give their recommendations on their vision for the future of Henry County.

### The Public's Primary Needs – What We Heard:

- A clear vision for development and Land Use
- Traffic and Congestion
- Destinations, entertainment and things to do
- Housing and vulnerable populations

During the public meeting, the attendees had the opportunity to ask questions and provide feedback. The first public survey was launched and announced during the meeting to begin publicizing the opportunities for the community to share additional feedback and insight. While at the meeting participants were also able to complete comment cards about their experience for the evening. Comment Card results listed in Appendix.





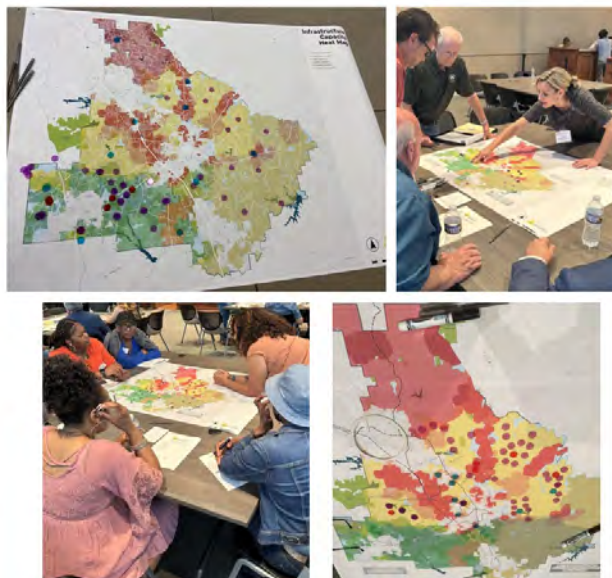
## 4.2 In-Person Public Meeting # 2

Tuesday, May 23rd, 2023 @ 6:30-8:30pm | Henry County Administrative Building

PUBLIC MEETING # 2	
Engagement Activity Type	Public Engagement Total
In-Person Attendance	45
Facebook Live Reach	Not Available
HenryTV	Not Available
YouTube	Not Available

On May 23rd, 2023 the team hosted the second public workshop. Over 45 participants attended the public meeting in person. Following introductions, the project team shared outcomes from the 1st Public Workshop and activities completed thus far along with the first online public survey results. The purpose of the 2nd public workshop focused specifically on future Land Use Planning.

Participants were seated as groups at 10 separate tables with the team circulating between each table. The project team organized the meeting space with large colorful printed maps on each table and facilitated breakout sessions with meeting attendees. The focus of the conversation was to gain insight on the choices the groups made, review density decisions and discuss feasibility of what could be established in the county. Each table was given 5 different colored bingo chips to represent different land uses. They were asked to place the chips on the map where they wanted growth to be within each land use category. The team reminded participants that it is impossible to stop growth, but we can influence where it goes, how it's used and how it looks. Participants were able to have engaging conversations about their needs and concerns with the planning team and amongst their groups. The results of the breakout session was a key component in supporting the team with data and information to analyze regarding the community's land use and needs to prepare for next steps in the project phase.





### 4.3 In-Person Public Meeting # 3

Tuesday, July 11th, 2023 @ 6:30-8:30pm | Henry County Administrative Building

PUBLIC MEETING # 3	
Engagement Activity Type	Public Engagement Total
In-Person Attendance	64
Facebook Live Reach	744
HenryTV	Metrics Not Available
YouTube	13

Over 64 participants attended the in-person public meeting.

The 3rd and last public meeting was hosted in an open discussion forum. For this meeting, no formal presentation was given. The focus was intentionally and thoughtfully about the public. The team wanted to use the time during the last meeting to capture any potential last ideas and feedback to be utilized as well as ensure the participants would leave with no unanswered questions.

The team set up 12 descriptive and visually pleasing boards displayed on tall easels and positioned in a half circle layout throughout the room to make it easier for participants to see the different maps of Henry County and it's municipalities on a larger scale. The public was able to walk around the room to take up close deeper dive looks at the boards, ask questions and share their feedback. The team was divided into groups and positioned so that someone from the team was always assessable and ready to assist with any questions or concerns participants had.

Communities within Henry County collaborated with each other and discussed their diverse opinions and preferred solutions. Participants were able to have dialogue about their priorities and felt optimistic when others shared their mutually likeminded needs. The room was filled with positive energy and participants appreciated the opportunity to see divided Land Use maps so they could either look at all areas of the county but also have the option to just focus on their neighborhoods separately.

The last couple of boards in the row were used for the public to write their comments and thoughts on sticky notes to place on one of the boards. Another board was utilized for a public voting dot exercise on the priorities for infrastructure improvements and amenities in the multi-model mixed core use. Voting results provided in Appendix.



## 5. Public Outreach

To best meet the needs of the community and provide them the opportunity to gain insight on the Henry County Comprehensive Plan project, the project team hosted a series of 3 in-person public workshop meetings to provide stakeholders, residents, and businesses in the community with opportunity to engage with the project. The Public Meetings were designed to be as inclusive and interactive as possible.

The project team leveraged Henry County Production team's digital technology for live broadcasting via HenryTV and Henry County Facebook live to interact with the public and provide an opportunities for insight and input.

The general and targeted tactics outlined in this report were executed to encourage stakeholders, residents, and business owners to attend the in-person meetings where they could provide input on the project details in areas of concern such as land use, infrastructure needs, development and housing concerns. This report summarizes outreach activities implemented to notify residents and stakeholders of the public meetings and input received during the meeting in addition to the public surveys.

Outreach activities consisted of a digital, physical, and comprehensive stakeholder coordination designed to share details on the project and obtain public input. The team developed a list of stakeholder organization/partner contacts, outlined an approach to distribute signage across several station locations, digital notifications, and digital materials for stakeholder organizations/partners to share details of the meeting with their respective communities and constituents.

### EMAIL BLASTS

- Promoted 3 public engagement meeting dates and 2 surveys
- E-blasts mailed to the comprehensive stakeholder list



### SOCIAL MEDIA ENGAGEMENT

- Graphics and content strategically scheduled on the Henry County social media pages (*Facebook, Instagram and Twitter*)
- Public Workshop meetings live streamed via Facebook



### PROJECT WEBSITE

- Comprehensive Development web page was created on Henry County's master website
- Project overview, timeline, community engagement events, surveys and presentations posted



### TV PRODUCTION

- Public Workshop meetings aired live on Henry Television



### MEDIA PARTNER TOOLKIT

- For each of the 3 public engagement meetings a Partner Toolkit was created and shared with Steering Committee members to assist with promoting surveys and public engagement meetings.



#### The Toolkit included:

- Project Overview
- Press Release
- Digital Meeting Flyer
- Social Media posts with content and graphics
- Email blast content with graphics

### DOT SIGNAGE

- Digital Transportation Signage used at 4 strategic locations to advertise public workshop meetings





## 5.1 Partner Toolkit

The project team developed and distributed a partner toolkit to Steering Committee Members and stakeholders. sample social media posts, a digital flyer, and language describing the project and purpose of the public meeting. Stakeholders were encouraged to share information included in the toolkit across their own social media channels, newsletters, and communication platforms. See partner emails and additional toolkit materials in the Appendix.

### Henry County Comprehensive Plan Steering Committee

#### About the Comprehensive Plan


A Comprehensive Plan is a roadmap that outlines how a community's long-term vision will be met over time. Having a 20+ year outlook, Comprehensive Plans are continuously updated, usually every 5 years. Henry County is now conducting a rehaul of the 2018 Comprehensive to address the coming growth in a proactive, thoughtful way. We will accomplish this goal by evaluating recent development, analyze existing plans around infrastructure, work with the community on a vision for growth and provide an action-oriented plan to put Henry County in the driver's seat.

#### Partner Toolkit:

1. Social Media with sample content and graphics
2. Digital & Print Flyer
3. Press Release

#### Sample Social Media Posts & Email

Please use the messaging and graphics below to share on your social media channels, in newsletters, and any means how you best communicate with your network. We appreciate your commitment and support in helping us to promote this very important public event!

Source	Content: Sample communication you can copy & paste for your convenience	Graphic: Make your content stand out! Grab followers' attention by using the graphic image provided.
Facebook Instagram Twitter	<p>We want to hear YOUR thoughts about the growing community's needs! Join us to learn more and share your feedback on planning efforts to best guide Henry County's direction towards the future!</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters</p>	<p>(Attached as jpeg file for ease of mobile use)</p> 

<p><b>Email- Public Event #1</b></p>	<p>I'm excited to share that I'm currently a member of the 2023 Henry County Comprehensive Plan Steering Committee!</p> <p>Join me in attending Henry County's 1st Public Workshop to share your thoughts on the growing community's needs. See the attached flyer for more event details!</p> <p>Monday, April 17<sup>th</sup> @ 6:30pm  <b>Location:</b> Henry County Administration Bldg.   Community Room.  <b>Address:</b> 140 Henry Parkway; McDonough, GA 30253</p> <p><b>Stay Engaged &amp; Connected:</b></p> <ul style="list-style-type: none"> <li>• To learn more about Henry County and the Comprehensive Plan visit <a href="https://www.co.henry.ga.us/">https://www.co.henry.ga.us/</a></li> <li>• For questions or to submit comments, please contact <a href="mailto:compplan@co.henry.ga.us">compplan@co.henry.ga.us</a></li> <li>• Follow Henry County on <a href="#">Facebook</a> and <a href="#">Instagram</a></li> </ul>	<p>(Flyer attached to email)</p> 
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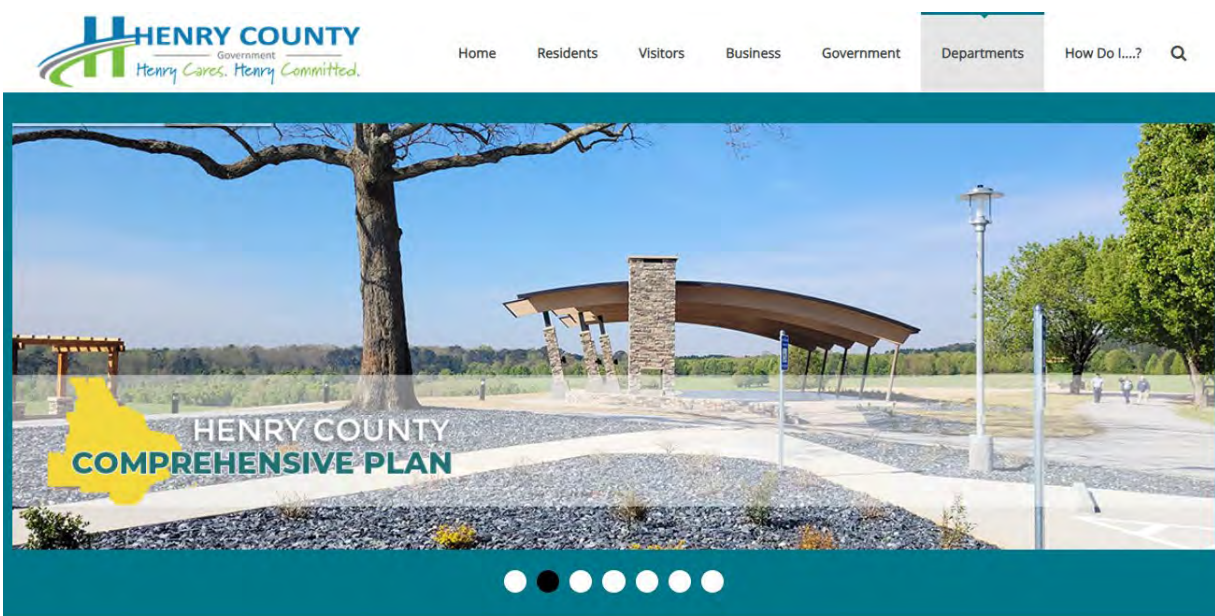


## 5.2 Project Website

A project webpage, [www.henrycompplan.com](http://www.henrycompplan.com) was created on the Henry County website and provided all the project information and engagement activities for the Henry County Comprehensive Plan project.

The webpage was an additional outreach sources to provide the community with updates, Comprehensive plan activities, surveys and engagement opportunities. Throughout the outreach process, materials, meeting schedule for engagement opportunities and surveys were made available which coincided with each in-person public workshop meeting.

Members of the public were directed to the Henry County project webpage for the most current information and updates on the project.



[About the Plan](#) [Public Engagement](#) [Presentations](#) [Project Details](#) [Contact Us](#)

### Public Engagement

[Take the Survey!](#)

MARCH  
21

March 21st, 2023  
The first presentation to the Board of Commissioners detailed the project plan, next steps and key dates to the public.

APRIL  
17

April 17th, 2023, 6:30-8:30pm | Henry County Administration Building Community Room  
The first public meeting will introduce the project to residents, share key findings as well preliminary ideas before gathering input on the community's vision.

MAY  
23

May 23rd, 2023, 6:30-8:30pm | Henry County Administration Building Community Room  
The land use workshop will include a presentation to the public on the most current project ideas. This will be a chance for the public to share their ideas on what uses they would like to see in specific locations within the county.

JULY  
11

July 11th, 2023, 6:30-8:30pm | Henry County Administration Building Community Room  
The third and final public workshop will present the most up to date project concepts to achieve the community's vision for Henry County. The feedback received at this meeting will be used to update the plan before it is presented to the for approval.



### 5.3 Henry County Social Media Schedule

The project team executed a social media campaign with posts and accompanied graphics scheduled with multiple posting touchpoints in advance leading up to the in-person public workshops on Facebook, Instagram, Twitter. Schedule and impressions are as follows:

Public Workshop #1:				
Date	Image/Graphic	Platforms	Topic	Post
Week of 4/3	Press Release	Facebook Instagram Twitter	April 17th Public Workshop	Join us to learn more and share feedback on Henry County's comprehensive plan! Your input is critical in creating a successful vision for our community.
4/6, 4/13, 4/17	Digital Flyer	Facebook Instagram Twitter	April 17th Public Workshop	Join us to learn more and share feedback on Henry County's comprehensive plan! Your input is critical in creating a successful vision for our community.
Week of 4/3	Digital Flyer	Facebook Instagram Twitter	April 17th Public Workshop	Join us to learn more and share feedback on Henry County's comprehensive plan! Your input is critical in creating a successful vision for our community.
4/6, 4/10, 4/13, 4/17	Social Media Graphic	Facebook Instagram Twitter	April 17th Public Workshop	<p>We want to hear YOUR thoughts about the growing community's needs! Join us to learn more and share your feedback on planning efforts to best guide Henry County's direction towards the future!</p> <p>Henry County Comprehensive Plan Public Workshop #1, April 17th at 6:30 at the Henry County Administration Bldg. (Community Room) 140 Henry Parkway; McDonough, GA 30253</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters</p>
4/19	Survey Graphic	Facebook Instagram Twitter	Survey	Share your feedback today! Take the Henry County Comprehensive Plan Survey!
4/21	Survey Graphic	Facebook Instagram Twitter	Survey	We want to hear from you! Take the Henry County Comprehensive Plan Survey!
4/25	Survey Graphic	Facebook Instagram Twitter	Survey	Share your feedback today! Take the Henry County Comprehensive Plan Survey before it closes May 2 <sup>nd</sup> !
5/2	Survey Graphic	Facebook Instagram Twitter	Survey	Your voice matters! TODAY is the final day to take the Henry County Comprehensive Update public survey!



Public Workshop #2:				
Date(s)	Image/Graphic	Platforms	Topic	Post
5/15	Graphic #2	Facebook Instagram Twitter	2 <sup>nd</sup> Public Workshop (In-person)	<p>Join us to learn more and share feedback on Henry County's comprehensive plan! Your input is critical in creating a successful vision for our community.</p> <p>Public Workshop #2, July 11<sup>th</sup> at 6:30   Henry County Administration Bldg. (Community Room) 140 Henry Parkway; McDonough, GA 30253</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters #Compplan2023</p>
5/19	Graphic #2	Facebook Instagram Twitter	2 <sup>nd</sup> Public Workshop (In-person)	<p>Don't forget to attend the Public Workshop #2 To provide feedback on what the community needs for Henry's County's Comprehensive Plan!</p> <p>Held on 7/11 at 6:30 held in the Henry County Administration Bldg. (Community Room) 140 Henry Parkway; McDonough, GA 30253</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters #Compplan2023</p>
5/23	Graphic #2	Facebook Instagram Twitter	2 <sup>nd</sup> Public Workshop (In-person)	<p>Join us today! Public workshop #2 at 6:30 Community input for the County's Comprehensive Plan!</p> <p>Held at the Henry County Administration Bldg. (Community Room) 140 Henry Parkway; McDonough, GA 30253</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters #Compplan2023</p>



### Public Workshop #3:

Date(s)	Image/Graphic	Platforms	Topic	Post
6/22	Survey Graphic	Facebook Instagram Twitter	Survey	<p>We want to hear from you! Take the Land Use Public Survey to share your feedback for Henry County Comprehensive Plan! Open now until July 14<sup>th</sup>!</p> <p><a href="#">Henry County Com Plan Survey Land Use</a></p>
6/26	Graphic #3	Facebook Instagram Twitter	3rd Public Workshop (In-person)	<p>Join us July 11<sup>th</sup> @6:30 pm for the final Public Workshop meeting to hear about the 2023 Henry County Comprehensive Plan Update!</p> <p>Held at the Henry County Administration Bldg. (Community Room) 140 Henry Parkway; McDonough, GA 30253</p> <p>#henrycounty #Communityinfluencesgrowth #Compplan2023</p>
6/28	Survey Graphic	Facebook Instagram Twitter	Survey	<p>We want to hear from you! Take the public survey before it closes on July 6<sup>th</sup> to share your feedback on Land Use for the Henry County Comprehensive Plan!</p> <p><a href="#">Henry County Com Plan Survey Land Use</a></p>
7/3	Graphic #3	Facebook Instagram Twitter	3rd Public Workshop (In-person)	<p>Join us next week on July 11<sup>th</sup> @ 6:30 pm for the final Henry County Comprehensive Plan workshop meeting to hear updates from the project team!</p> <p>Held at the Henry County Administration Bldg. (Community Room) 140 Henry Parkway; McDonough, GA 30253</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters #Compplan2023</p>
7/10	Survey Graphic	Facebook Instagram Twitter	Survey	<p>Share your feedback today on Land Use for the Henry County Comprehensive Plan before it closes 7/14!</p>



				<a href="#">Henry County Com Plan Survey Land Use</a>
<b>7/11</b>	Graphic #3	Facebook Instagram Twitter	3rd Public Workshop (In-person)	<p>JOIN US TODAY @ 6:30 pm for the final 2023 Henry County Comprehensive Plan Public Meeting!</p> <p>Held at the Henry County Administration Bldg. (Community Room) 140 Henry Parkway; McDonough, GA 30253</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters #Compplan2023</p>
<b>7/14</b>	Survey Graphic	Facebook Instagram Twitter	Survey	<p>Your voice matters! TODAY is the final day to take the Henry County Comprehensive Update public survey!</p> <p><a href="#">Henry County Com Plan Survey Land Use</a></p>

## 6. Outreach Marketing Materials

Based on success in communities similar to Henry County, the project team decided that the best means of marketing the collateral for the public meetings and project information was through a digital campaign and disbursement.

The project team created a digital collateral package that included details of the in-person public updates to include a digital flyer, postcards and social media graphics (in appendix)





## 7. Surveys and Comment Cards

The project team created, promoted and deployed two surveys throughout the project.

### Public Survey # 1

At the April 17th In-Person Public meeting the project team announced the launch of the first public survey and encouraged participants to share their feedback on planning efforts to best guide Henry County’s direction towards the future!

The survey was open from April 17th until May 2nd, 2023, with a successful response rate of 175 participants.

A majority of participants agreed there has been sizeable growth in Henry County with not as many considerations in ensuring that infrastructure, such as roadways, traffic systems, and resources such as residential and school capacity, is emphasized for development. The community expressed that their priority for transportation needs within the next 10-20 years is for increased investments in it’s roadways to improve congestion, with lots of new widenings and intersection improvements.

In addition to infrastructure related needs, the survey asked community about their desired vision for entertainment related destinations and options. Majority agreed they desire for Henry County to have

relaxed, low-key destinations throughout the County where they spend quality time over a meal or in a park with family and friends. The idea is for the county to create a live, work, and play environment so that families and individuals can feel comfortable remaining in Henry County.

There were differing opinions regarding residential options for Henry County. A majority of the responses concerning the vision for housing in Henry County in the next 10-20 years was a preference for limiting new housing options as much as possible while respecting people’s property rights, however, in terms of housing options, the preference was to increase single-family homes of all sizes and limit the amount of higher-density housing options, such as apartments or condominiums.

Other visions for Henry County in the next 10-20 years includes a county that includes trails, lights on roadways, local transit system, connecting cities through sidewalks and trails. Additionally, priorities were

### OUTREACH EFFORTS

The Comprehensive Plan process aims to hear as many voices and perspectives as possible. People heard about the survey in the following ways:

- Henry County Website
- E-mail
- Social Media
- Word of Mouth
- Steering Committee
- Henry County Staff

### WHO WE HEARD FROM

We asked participants to tell us a little bit about themselves. Here’s the demographic makeup of who we heard from:

Race: 52% identified as white  
17% as African American  
4% as Bi-Racial  
3% as Other  
1% Asian, 1% Native American  
21% Preferred to Not Answer  
Ethnicity: 3% Hispanic

Age: 22% 35-44, 20% 45-54, 20% 55-64, 15% over 65,14% 25-34, 5% under 18, 4% 18-24

### WHAT WE HEARD

- Less traffic
- More outdoor eating restaurants
- A live & play environment
- Coffee shops and communal spaces
- Great place where children want to grow up and remain



focused on clean water, more green space with activities that are inclusive of all ages. Lastly, the public expressed the desire to receive continuous updates on the project status and for Henry County to ensure that the information released is easily accessible for the public.

Public Survey #2

Ahead of and during the July 11th Draft Future Land Use Open growth, land use needs, and issues for House, the project team opened and promoted the second Henry County CDP public survey. The purpose of the survey was to collect key, detailed feedback on land use development across specific areas in Henry County growth, land use needs, and issues for House, the project team opened and promoted the second Henry County CDP public survey. The purpose of the survey was to collect key, detailed feedback on land use development across specific areas in Henry County.

This feedback on land use planning efforts will best guide Henry County towards the future!

The draft future land use survey focused on capturing feedback on unincorporated Henry County: the Cities of Stockbridge, Hampton, McDonough, and Locust Grove. Taking into consideration initial thoughts and feedback from the public on Henry County, the survey questions were divided by the two types of land use maps in its Comprehensive Plan: the Future Community Map and the Future Land Use Map. This new update proposed an approach that considered the amount and type of infrastructure in coordination with the development type and concentration.

The survey was open from June 30th until July 14, 2023, with a successful response rate of over 251 participants. Below is a list of needs/issues in Henry County that we’ve heard about during our second survey process. Remember, this feedback is all related to future land and community use!

In terms of the southeastern region of Henry County, which is the area roughly bounded by Highway 81 to the north and Old Jackson Road/South Bethany Road to the west, and the Butts County boundary, over 60% of respondents either Agreed or Strongly Agreed to allow this area to remain rural and relatively underdeveloped with limited expansion of sewer and only developing very targeted roadway safety and maintenance improvements.

WHO WE REACHED

People heard about the survey in the following ways:

- Henry County Website
- E-mail
- Social Media
- Word of Mouth
- Steering Committee Networks

We asked participants to tell us a little bit about themselves. Here’s the demographic makeup of who we heard from:

16% of respondents were 65+  
26% of respondents were 55-64  
28% of respondents were 45-54  
20% of respondents were 35-44  
8% of respondents were 25-34  
<2% of respondents were <24

WHAT WE HEARD

- Enhanced landscaping
- Improve roadway intersections and sidewalks
- Traffic congestion issues need to be resolved
- Focus on infrastructure
- Develop Henry County into a place where children want to grow up and remain



As for an area called “Bedrock Residential,” the proposed vision is for it to remain largely the same into the future with some low intensity growth that would only require more roadway capacity due to its anticipated higher volumes of traffic. In general, over 60% of respondents either Agreed or Strongly Agreed to allow this area to remain rural and relatively underdeveloped with limited expansion of sewer, and only developing very targeted roadway safety and maintenance improvements.

When asked about the Suburban Mix area, such as the area between Highway 23/42 and Highway 155 to east, or the area to the west of I-75 between Stockbridge and Highway 81, over 60% of respondents Agreed or Strongly Agreed that land use development should be dedicated to single-family residences of different sizes and suburban-style retail and workplaces, expanded sewer capacity, and a variety of roadway improvements for capacity purposes while investing in a trail system. Nearly 25% of respondents Disagreed or Strongly Disagreed on these proposed visions for Suburban Mix.

In developing this draft future land use survey, the project team also wanted to ensure that participants had the opportunity to provide open-ended feedback. Common themes of the open-ended feedback include:

- Consider infrastructure needs before enabling more growth in the County and its regions
- Ensure there is a variety of residential options while prioritizing the number of single-family homes across Henry County
- Attractive building facades, landscaping, and communal gathering areas throughout Henry County
- A focus on safer and more effective traffic intersections, sidewalks, and well-kept, widened roadways.
- Henry County to continue sharing this key information to the public as much as possible



## 8. Appendix

### i. Flyers and Postcards for Distribution



**HENRY COUNTY  
COMPREHENSIVE PLAN**

*join us!*  
for a  
**PUBLIC  
WORKSHOP**





### ABOUT

The Henry County Comprehensive Plan process is underway. The voices of residents and stakeholders are needed to develop a vision for the future that addresses the rapid development, infrastructure challenges and the needs of the community.

Come out for a formal presentation, interactive activities and have your questions answered by the planning team and county staff.



### DETAILS

**Monday, April 17 at 6:30 PM**  
Henry County Administration Building - Community Room  
140 Henry Parkway,  
McDonough, GA 30253



### CONNECT

Presentation accessible via HenryTV, Facebook and Youtube. Direct all comments & questions to pertaining to the Comprehensive Development Plan to:  
[compplan@co.henry.ga.us](mailto:compplan@co.henry.ga.us)



Join us!

for a

# PUBLIC WORKSHOP

The Henry County Comprehensive Plan process is underway. Come out for a formal presentation, interactive activities and have your questions answered by the planning team and county staff.

Take the brief survey at  
[bit.ly/HenryCoCompPlan](https://bit.ly/HenryCoCompPlan)

For more information  
visit the project website:



Contact: [compplan@co.henry.ga.us](mailto:compplan@co.henry.ga.us)



## DETAILS

**Tuesday, May 23rd &  
July 11th at 6:30 PM**

Henry County Administration  
Building - Community Room  
140 Henry Parkway,  
McDonough, GA 30253

Presentation accessible via  
HenryTV, Facebook and Youtube

Join us!

for a

# PUBLIC WORKSHOP

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Take the brief survey here :



For more information visit the project website:  
[www.henrycompplan.com](http://www.henrycompplan.com)

Contact: [compplan@co.henry.ga.us](mailto:compplan@co.henry.ga.us)



## DETAILS

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6:30 PM**

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Presentation accessible via  
HenryTV, Facebook and Youtube



## ii. Social Media Graphics



Join us!  
for a  
**PUBLIC WORKSHOP**

**HENRY COUNTY  
COMPREHENSIVE PLAN**

**When?**  
**Monday, April 17<sup>th</sup>  
6:30 PM**

**Where?**  
**Henry County  
Administration Building -  
Community Room  
140 Henry Parkway,  
McDonough, GA 30253**



**HENRY COUNTY  
COMPREHENSIVE PLAN**

*Give us your input!*  
Take our  
**PUBLIC SURVEY**

It's time to update Henry County's  
Comprehensive Development Plan!  
Your voice matters! Take the survey by  
July 6th at the link below.



Join us!  
for a  
**PUBLIC WORKSHOP**

**HENRY COUNTY  
COMPREHENSIVE PLAN**

The Henry County Comprehensive Plan  
process is underway. Come out for a  
formal presentation, interactive activities  
and have your questions answered by the  
planning team and county staff.

Take the brief survey here : 

For more information visit the project website:  
**[www.henrycompplan.com](http://www.henrycompplan.com)**

Contact: [compplan@co.henry.ga.us](mailto:compplan@co.henry.ga.us)

**DETAILS**  
**Tuesday, July 11th at  
6:30 PM**

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Building - Community Room  
140 Henry Parkway,  
McDonough, GA 30253

Presentation accessible via  
HenryTV, Facebook and Youtube





*join us!*  
for a  
**PUBLIC  
WORKSHOP**



## ABOUT

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Building - Community Room  
140 Henry Parkway,  
McDonough, GA 30253



## CONNECT

Presentation accessible via  
HenryTV, Facebook and Youtube.

Direct all comments & questions to  
pertaining to the Comprehensive  
Development Plan to:

**[compplan@co.henry.ga.us](mailto:compplan@co.henry.ga.us)**



PRESS RELEASE  
For Immediate Distribution

HENRY COUNTY HOSTS PUBLIC MEETING FOR  
COMPREHENSIVE PLAN

The Henry County will host a public workshop to gather stakeholder and community input on revisions to the county's existing 20-year Comprehensive Plan. These plans are usually updated every 5 years and with the last revision completed in 2018. This is a community-driven plan designed for addressing the community's greatest challenges, opportunities, and diverse needs on how long-term visions will be met over time.

The public workshop will provide the community the opportunity to share feedback on the county's city and neighborhood planning efforts to best guide Henry County for our direction towards the future!

Join us so your voice can be heard! The workshop is on Tuesday, April 17 at 6:30 in the Henry County Administration Building's Community Room (140 Henry Parkway; McDonough, GA 30253) The workshop presentation will be accessible via HenryTV, Facebook and YouTube. We invite the public to join us and participate in these interactive forums as your input is critical in creating a successful vision for our community.

- WHAT:** Public Meeting for the Henry County Comprehensive Plan
- WHEN:** Tuesday, April 17, 2023  
6:30 p.m.
- WHERE:** Henry County Administration Building (Community Room)  
140 Henry Parkway; McDonough, GA 30253

PRESS RELEASE  
For Immediate Distribution

HENRY COUNTY HOSTS PUBLIC MEETING FOR  
COMPREHENSIVE PLAN

The Henry County will host a public workshop to gather stakeholder and community input on revisions to the county's existing 20-year Comprehensive Plan. These plans are usually updated every 5 years and with the last revision completed in 2018. This is a community-driven plan designed for addressing the community's greatest challenges, opportunities, and diverse needs on how long-term visions will be met over time.

The public workshop will provide the community the opportunity to share feedback on Land Use planning efforts to best guide Henry County for our direction towards the future!

Join us so your voice can be heard! The workshop is on Tuesday, May 23<sup>rd</sup> at 6:30 in the Henry County Administration Building's Community Room (140 Henry Parkway; McDonough, GA 30253) The workshop presentation will be accessible via HenryTV, Facebook and YouTube. We invite the public to join us and participate in these interactive forums as your input is critical in creating a successful vision for our community.

<b>WHAT:</b>	Public Meeting for the Henry County Comprehensive Plan
<b>WHEN:</b>	Tuesday, May 23 <sup>rd</sup> , 2023 6:30 p.m.
<b>WHERE:</b>	Henry County Administration Building (Community Room) 140 Henry Parkway; McDonough, GA 30253



## **HENRY COUNTY HOSTS PUBLIC MEETING FOR COMPREHENSIVE PLAN**

The Henry County will host the last Comprehensive Plan public meeting to share revisions to the county's existing 20-year Comprehensive Plan. These plans are usually updated every 5 years and with the last revision completed in 2018. This is a community-driven plan designed for addressing the community's greatest challenges, opportunities, and diverse needs on how long-term visions will be met over time.

Join us to be a part of the conversation! The workshop is on Tuesday, July 11 at 6:30 in the Henry County Administration Building's Community Room (140 Henry Parkway; McDonough, GA 30253) The presentation will be accessible via HenryTV, Facebook and YouTube.

<b>WHAT:</b>	Public Meeting for the Henry County Comprehensive Plan
<b>WHEN:</b>	<b>Tuesday, July 11, 2023</b> 6:30 p.m.
<b>WHERE:</b>	Henry County Administration Building (Community Room) 140 Henry Parkway; McDonough, GA 30253



## iv. Partner Toolkits

### Henry County Comprehensive Plan Steering Committee

#### About the Comprehensive Plan


A Comprehensive Plan is a roadmap that outlines how a community's long-term vision will be met over time. Having a 20+ year outlook, Comprehensive Plans are continuously updated, usually every 5 years. Henry County is now conducting a rehaul of the 2018 Comprehensive to address the coming growth in a proactive, thoughtful way. We will accomplish this goal by evaluating recent development, analyze existing plans around infrastructure, work with the community on a vision for growth and provide an action-oriented plan to put Henry County in the driver's seat.


#### Partner Toolkit:

1. Social Media with sample content and graphics
2. Digital & Print Flyer
3. Press Release

#### Sample Social Media Posts & Email

Please use the messaging and graphics below to share on your social media channels, in newsletters, and any means how you best communicate with your network. We appreciate your commitment and support in helping us to promote this very important public event!

Source	Content: Sample communication you can copy & paste for your convenience	Graphic: Make your content stand out! Grab followers' attention by using the graphic image provided.
Facebook Instagram Twitter	<p>We want to hear YOUR thoughts about the growing community's needs! Join us to learn more and share your feedback on planning efforts to best guide Henry County's direction towards the future!</p> <p>#henrycounty #Communityinfluencesgrowth #Yourvoicematters</p>	<p>(Attached as jpeg file for ease of mobile use)</p>  <p>The graphic is a vertical poster for a 'PUBLIC WORKSHOP'. At the top, it says 'Join us!' in a script font. Below that, 'PUBLIC WORKSHOP' is written in large, bold, blue letters. Underneath, there are two sections: 'When?' and 'Where?'. 'When?' says 'Monday, April 17th 6:30 PM'. 'Where?' says 'Henry County Administration Building - Community Room 140 Henry Parkway, McDonough, GA 30253'.</p>

<p>Email- Public Event #1</p>	<p>I'm excited to share that I'm currently a member of the 2023 Henry County Comprehensive Plan Steering Committee!</p> <p>Join me in attending Henry County's 1st Public Workshop to share your thoughts on the growing community's needs. See the attached flyer for more event details!</p> <p>Monday, April 17<sup>th</sup> @ 6:30pm  <b>Location:</b> Henry County Administration Bldg.   Community Room.  <b>Address:</b> 140 Henry Parkway; McDonough, GA 30253</p> <p><b>Stay Engaged &amp; Connected:</b></p> <ul style="list-style-type: none"> <li>• To learn more about Henry County and the Comprehensive Plan visit <a href="https://www.co.henry.ga.us/">https://www.co.henry.ga.us/</a></li> <li>• For questions or to submit comments, please contact <a href="mailto:compplan@co.henry.ga.us">compplan@co.henry.ga.us</a></li> <li>• Follow Henry County on <a href="#">Facebook</a> and <a href="#">Instagram</a></li> </ul>	<p>(Flyer attached to email)</p>  <p>The flyer is a vertical poster for a 'PUBLIC WORKSHOP'. It features a photo of people at a table. Text on the flyer includes: 'HENRY COUNTY COMPREHENSIVE PLAN', 'Join us! for a PUBLIC WORKSHOP', 'ABOUT: The Henry County Comprehensive Plan process is underway. The voices of residents and stakeholders are needed to develop a vision for the future that addresses the rapid development, infrastructure challenges and the needs of the community.', 'DETAILS: Monday, April 17 at 6:30 PM, Henry County Administration Building - Community Room, 140 Henry Parkway, McDonough, GA 30253', and 'CONNECT: Presentation accessible via Henry TV, Facebook and Youtube. Direct all comments &amp; questions to pertaining to the Comprehensive Development Plan to: <a href="mailto:compplan@co.henry.ga.us">compplan@co.henry.ga.us</a>'.</p>
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## v. Public Comment Card Summary

How was your experience?	Total	Percent
Excellent	11	41%
Satisfactory	15	56%
Not Satisfactory	0	0%

Did you learn more about the Comprehensive Plan process?	Total	Percent
Yes	21	78%
No	4	15%

Were all of your questions addressed?	Total	Percent
Yes	15	56%
No	8	30%

How likely would you be to attend another event like this one?	Total	Percent
5 (most likely)	18	67%
4	4	15%
3	4	15%
2	0	0%
1 (least likely)	0	0%

How did you hear about this project?	Total	Percent
Elected official	5	19%
Word of Mouth	8	30%
Signage	3	11%
Postcard/Flyer	0	0%
Social Media	5	19%
Email	3	11%



Additional Open Comments
More communication about the meeting. I learned about it via text from a friend
Henry County need a resident advisory group of professionals
Prior Commissioners meeting for Henry County
Henry County has the potential to be the most beautiful county in GA. Just need to execute progress
There are a lot of rumors. We need a place to get the true scoop about progress, proposals, timing, infrastructure to support plans
Email meeting advertising info to all homeowners
Is this open on zoom. Need to do breakout rooms
Update littering laws. Keep seeing deer on side of the road of hwy. Better fences, land bridges or tunnels for our wildlife
This was a great meeting. Enjoyed the working collaborative group concept
Work the infrastructure and education first
Be proactive with roads, sewer, schools, infrastructure. Especially growth- Southpoint traffic is tough. Also, Jonesboro Rd/Chambers
Text messages about meetings
We need more transparency on what's coming to our community further in advance
I feel doubtful that many ideas or suggestions will ever be utilized



## vi. In-Person Public Meeting #1 Photos







## VISION: Traffic and Congestion

Instead of congestion, we have...

- Railroad @ Jackson St and Jonesboro Rd.
- Separated lane on interstate, and direction
- High Quality Road maintenance from freight
- Trucks on Price Rd
- Roundabouts (not like SR 81) larger 2 lanes
- Beautification (75 + 500000)
- ITS and Synced lights
- Springdale Rd Right-turn lane
- SR 855 Bypass Finish
- SPLIT allocation and transparency
- SR 155 Intersections (Trucks blocking)
- More county roads, improve access
- Oak @ Sodaco
- Jonesboro Rd (decel lanes)
- Commercial Truck traffic
- Passenger / High speed rail
- Backup on off-ramp 2 lanes or more
- Southpoint access
- More sidewalks schools/parks
- More developers required to add sidewalks
- BRT + Dedicated lanes (+ some dissuagement)
- Multi-use path (w/ golf carts)
- More transparency in decisions (including Stakeholder meetings)
- More pedestrian + Sidewalks
- US 23 / SR 42 → 4 lane to reduce I-75 congestion
- Ride share
- Turner Church Rd + SR 155
- State law about traffic + zoning
- \* Referendum on Camp Plan

HENRY COUNTY  
COMPREHENSIVE PLAN



## VISION: What Else?

Other great things about Henry County are...

- Proactive Growth
- One-handed school
- Addressed education in K-12 schools
- No more sprawl
- Lighted parking areas + creative
- Accessibility for natural resources (hiking trails)
- Belongs to community
- Make the land use process more efficient + faster to proceed
- Decade the # of schools in the area
- Breakdown / Allocated resources
- Offer time for being shared into the city
- Services + housing for seniors
- Community Relationship Development (using not meeting)
- Unified group in development style
- Storage + Branding for the city's city
- Access trails
- Mountain Lake (new natural beauty)
- Love crime
- Better incentives for first servants
- Push developers to create shopping centers
- High Transit
- Creating ordinances for them; + changing it
- for good growth
- Opportunities for community education on planning processes
- Improved higher education
- More types of companies
- Better Fiber / Broadband connection (county owned + private)
- Updated communication between residents + school district
- Be proactive about development
- protect the wildlife + habitat
- Better lighting
- Activities for young people (yogas)
- More Community Chapter (like the city)
- Start over
- cash as incentive
- Education expenses
- Strategic plan (educational issues + transportation)
- Collaboration w/ Developers (state)
- Storage plans for school facilities
- Educational travel studies
- Relationship between developers + the public
- Regional Multi-use trail (not on roads)
- Make Rural Area (not on roads)
- EMS Management / Safety Plan (State / private location)
- Expanded Healthcare / Hospitals
- Home / Mixed use development
- New bridges
- Golf Cart Trails
- Consistency + create entrepreneur
- Making business accessible
- More police officers - Higher pay for safety officers
- Clear plan for how long developers / farmers are allowed
- Plans for repurposing developments
- preservation of green space
- Better regulations / permits
- Grants
- Spread out park facilities (especially on main streets)
- Recent rules
- Spread growth (Controlled)
- Make good example
- Urban agriculture / farms
- Reconnect to the old growth
- Roads as the #1 priority
- Transparency of related efforts + stakeholders
- Green space (connect to main roads)
- Walkability
- Trail is (like the old time)
- Connection between developers + residents
- Variety of young streets
- Accessibility (for disability + driving)
- Underground parking
- Collaborate with developers
- Plan case plan (idea cases)
- Better urban design in development (especially for walkability / connectivity)
- Natural resource planning (not)
- Lower Cost (Trust issues) for young
- Types of high paying jobs
- In long term view
- Clear plan for emergency services w/ development
- One Board of Commissioners the power to create traffic in this setting

HENRY COUNTY  
COMPREHENSIVE PLAN





## VISION: A Clear Vision for Development

\* Beautify inland port

Planning Commission term limits

- unbiased code enforcement

\* sunset clause

Future development in Henry County looks like...

- better access to Commission members to have conversation around growth  
- recycling center/waste services make it easy

\* Clear retail/commercial areas, clear residential

→ But spread out more neighborhood nodes

→ Large/Destination retail in higher density areas

→ clear plan for attract high-end residential to support high end retail → don't ↓ housings, ↑ incomes → but keep affordability

\* aligning infra. projects w/ dev. \*

\* Clear places for density and low density. Not a mix everywhere

\* areas for industrial built to accom. trucks, etc.

\* Clear type/brand - pick one!

\* Zoning aligned w/ vision +

upheld by officials \*\*

\* strong place for attracting jobs - no tax abatements needed

\* Clear way to access info on development/projects

\* traffic design barriers overcome

HENRY COUNTY COMPREHENSIVE PLAN

\* ↑ design standards

\* notifications of projects

+ zoning how to easier understand

\* Clear plan for attracting high-end residential to support high end retail → don't ↓ housings, ↑ incomes → but keep affordability

\* rural is still rural

\* single-family neighborhoods are maintained/protected

\* incentives for County civil servants to live in Henry → attention to pedestrian infrastructure around schools

\* amendments are very difficult + rare

\* supports quality jobs - not just warehouse/logistics → profession

\* All County Departments collaborating, working together → on the same page

\* supports ec. dev. that is more than warehousing

\* Better standards for comm. service-type retail

\* improved design standards for industrial

\* wildlife crossings/land bridges



## VISION: Housing and Vulnerable Populations

We take care of housing and vulnerable populations by...

- Apartments are too concentrated - SPREAD IT OUT

- RENTALS CAUSE INSTABILITY IN COMMUNITIES

- AFFECTS ON PROPERTY VALUE

APARTMENT DEVELOPMENTS ARE TOO LARGE

MORE SENIOR HOUSING - BUILD MORE

MORE LUXURY HOMES

- RENT-TO-OWN

- INCENTIVES FOR HOME OWNERSHIP

SHELTERS + HEATING FACILITIES

INCREASE EXISTING PROGRAMS

VOUCHER PROGRAMS - HOTELS, ETC

CAP ON INVESTOR OWNED PROPERTIES (%)

- DRIVING UP PRICES

STICK TO THE CDP - DON'T CHANGE THE PLAN

PORELEVATION OF BULK ACREAS CONSERVATION

- LIMIT #'S OF HOUSING TYPES BY AREA

- HOUSING SHOULD HAVE ACCESS TO TRANSIT

- CONVERT UNDERUTILIZED PROPERTIES INTO HOUSING

- HOUSES ARE TOO LARGE - ALLOW SMALLER HOUSES

- DIFFERENT TYPES OF HOUSING - CONDOS, TOWNHOMES, ETC

→ MORE OPTIONS IN DEVELOPMENTS - VARIETY

- SMALLER FOOTPRINTS

- HOUSING CLOSE TO EMPLOYMENT CENTERS / JOBS

- EXPAND TRANSIT OPTIONS TO MORE AREAS

- AWARENESS FOR RESIDENTS FOR THESE OPTIONS

APP, WEBSITE

AND OTHER ACTIVITIES/OPTIONS

→ RETAIL/GROCERY STORES / ETC

- AFFORDABILITY - NEEDS TO BE EMBEDDED IN THE SYSTEM

- PROPER AMENITIES PROVIDED IN DEVELOPMENTS

→ MIX OF SMALLER AND LARGER OPTIONS

HENRY COUNTY COMPREHENSIVE PLAN



vii. In-Person Public Meeting #2 Photos





viii. In-Person Public Meeting #3 Photos







Henry County CDP - Public Meeting # 3	
What are the priority infrastructure improvements & amenities?	
Option	Voting DOT Totals
Wide, Safe Sidewalks	10
Multi-Use Trails	10
Bicycle Lanes (On-Street)	0
Transit Access	1
Improved Roadway Intersections	5
Better Traffic Signal Timing	1
Streetscape Improvements	9
Enhanced Landscaping	12
More Parks and Open Space	12
Public Art	6
Quality Building Materials	10
More Trees	11
Better Design Parking Lots	6
Parking Lots that are Less Visible	5
Stricter Controls on Signage (higher quality, no billboards)	11



ix. Steering Committee Photos





## x. Public Survey # 1 Results

<b>Henry County has experienced a lot of growth in the past five years. Which of the statements below best reflects your opinion about this growth?</b>	
Answer Choices	Responses
There's too much of all types of growth!	62.97%
I'm OK with growth in general, but think it should be slower	13.64%
I'm OK with the new residential growth, but think there's too much industrial and commercial (shops, offices, etc.)	3.78%
I'm OK with the industrial and commercial (shops, offices, etc.) growth but think there's too much new residential	12.74%
I'm neutral about it/No opinion	1.24%
I love it! Keep it coming	3.83%
None of these	1.80%

<b>Below is a list of needs/issues in Henry County that we've heard about during our process so far. What would you say are the three most important needs/issues we need to tackle in the coming years?</b>	
Answer Choices	Responses
Traffic and congestion	95.57%
Need more things to do and destinations with great shops and restaurants	23.85%
Need a clear, consistent vision for development	45.82%
Need to protect the character of rural parts of Henry County	67.92%
Need a broader variety of housing types	6.12%
Need more jobs in Henry County	10.99%
Other (please specify)	

<b>If there's one thing most people in Henry County agree on, it's that traffic is a big challenge. Which statement below best reflects your vision for what transportation looks like in 10-20 years?</b>	
Answer Choices	Responses
Henry County has made huge investments in its roadways to improve congestion, with lots of new widenings and intersection improvements	44.86%
While most people still get around by car, Henry County has also become much more friendly to walking and bicycling for short trips	9.63%
Henry County is a transportation mecca! We have great roadways, a strong network of sidewalks and paths, and targeted transit service	10.69%
Write your own!	34.82%



**One thing our team is hearing from the community is that people want better options for entertainment and places to go to hang out with family and friends. Which statement below best reflects your vision for destinations for entertainment and fun?**

Answer Choices	Responses
We don't have to go to Fayette County anymore! We have great spots here in Henry County with classic Main Streets with local shops and restaurants.	14.44%
We have our own version of Atlantic Station now: a whole complex with high-end restaurants, shops, a movie theater, and urban-style parks and plazas.	12.54%
We've attracted national brands/experiences to set up shop here and there in Henry County, like Top Golf, Bowlero and other well-known businesses.	9.45%
We have some spots with a real Henry County vibe—relaxed, low-key destinations throughout the County where we can spend quality time over a meal or in a park with family and friends.	44.62%
Write your own!	18.95%

**There are a lot of differing opinions about housing. Which statement below best reflects your vision for housing in Henry County in the next 10-20 years?**

Answer Choices	Responses
Limit new housing as much as possible while respecting people's property rights	58.75%
Some more single-family neighborhoods are OK in areas that already have lots of homes, but I don't want to see much else	12.69%
I'm OK with a little bit more single-family housing, but I'd really like to see more options: smaller single-family, nice apartments, and units that are affordable to young people, working families, and seniors	9.12%
No more single-family! We should focus on denser housing where we have roadway and sewer capacity	5.84%
I'm good with it all! The more housing the better, we need it	2.21%
Write your own!	11.39%



**Do you have any other visions for Henry County in the next 10-20 years? Share them here!**

*A county that creates a live and play environment. A county with a comprehensive plan that is adhered too. A county that includes trails, lights on roadways, local transit system, connecting cities through sidewalks and trails, clean water, more green space , inclusive of all ages for activities, better schools, etc.*

*a place that children up and want to stay instead of moving away*

*As far as housing and warehouses, we're full.  
Unless we're going to have high level eateries or entertainment, we don't need it.*

*Better traffic, more outdoor eating restaurants*

*Coffee Shops and Communal Meeting Spaces.*

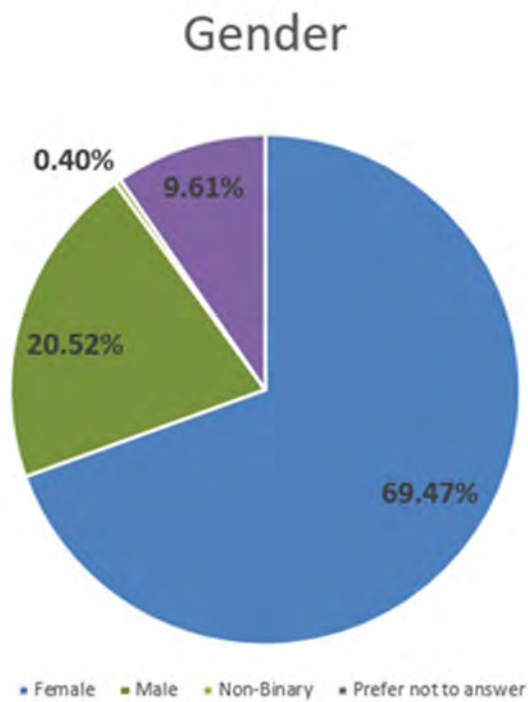
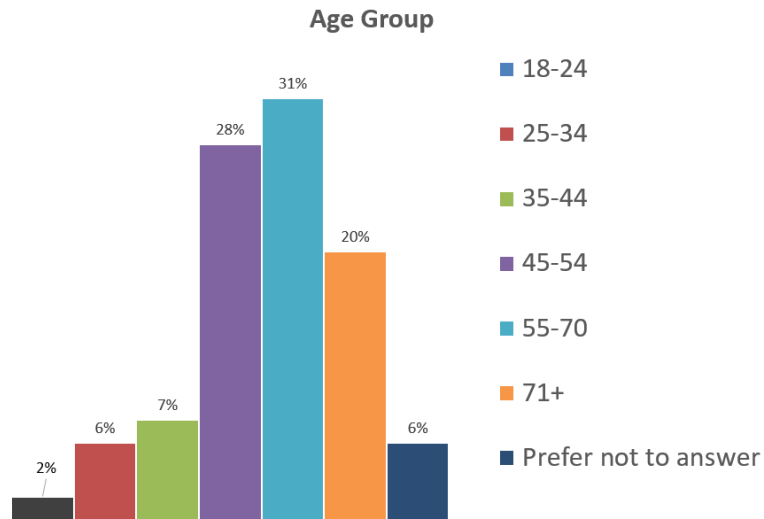
*Crime needs to decrease exponentially. We shouldn't smell weed on every corner and as we drive down the road. There shouldn't be homeless people living in brushy areas all across the county. Schools need to be safe and our kids need to feel safe in them. Weapons should be on schools campuses. This should be prevented. Teachers should be respected and supported instead of the top looking out for themselves and their statistics. Churches should be more involved in the community and more people should turn to a solid faith in God by which this country was built. No structure will stand if not on solid ground. Mental health should be addressed broadband as people are overwhelmed and stressed out, depressed and anxious.*

*Equal distribution as much as possible for each city*

*Every time I look up, Henry County is building new apartment complexes. I would rather see single family homes. I would also love new attractions and things to do in our community. As a home owner I'm also extremely terrified of houses or apartments popping up in my back yard and taking the land behind my home. I moved to Hen Co. due to its rural nature but that is changing quickly.*

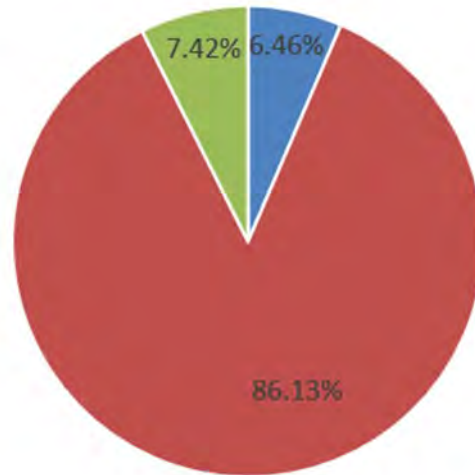


## Survey Demographics



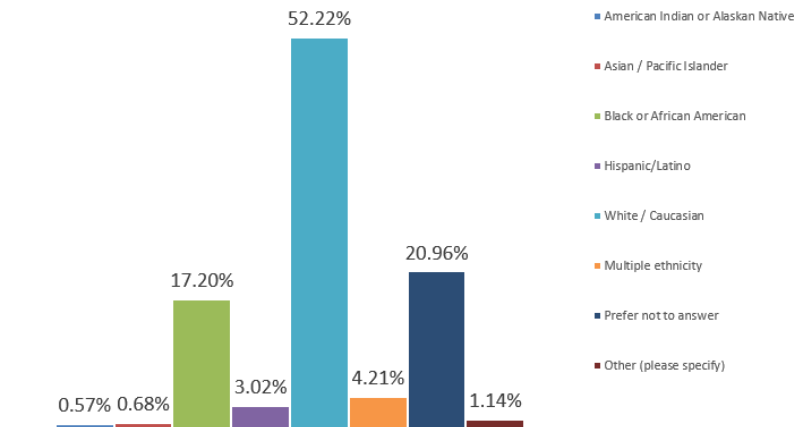


## Do you have a disability?

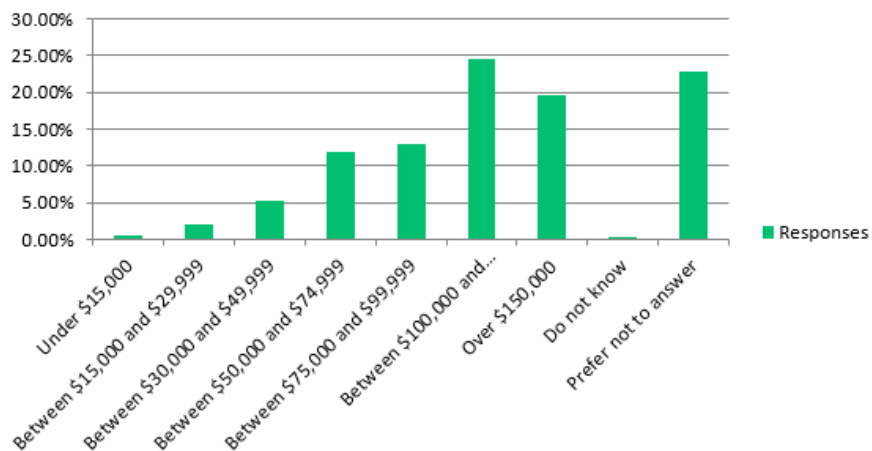


■ Yes ■ No ■ Prefer not to answer

## Race/Ethnicity



## What is your annual household income?

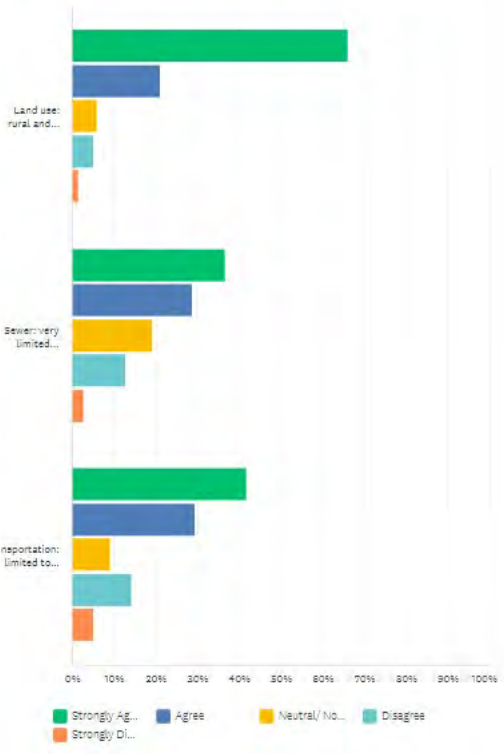




xi. Public Survey # 2 Results



The draft vision for the southeastern area is to remain rural and relatively undeveloped over the next 10+ years with limited expansion of sewer and only very targeted roadway improvements such as addressing safety and maintenance issues (and not expanding capacity by adding lanes, etc). In general, do you agree or disagree with this vision?



If you picked “Disagree” or “Strongly Disagree” to any of these, please share your reasons below.

☐ we don't need more people living here when we cant support the people who do. the roads are overcrowded. it takes forever to get anywhere now. how bout we lift this thing up evenly.

7/14/2023 10:58 AMView respondent's answersAdd tags▼

☐ Need to make 81 a four lane so we don't have so much traffic. Tired of going 35-45 mph on a state Hwy because people want to take their sweet time and have no regard for the line of cars behind them.

7/14/2023 12:55 PMView respondent's answersAdd tags▼

☐ As the population increases the need for improved roadways also increases. This affects safety and routes traveled for many citizens.

7/14/2023 12:29 AMView respondent's answersAdd tags▼

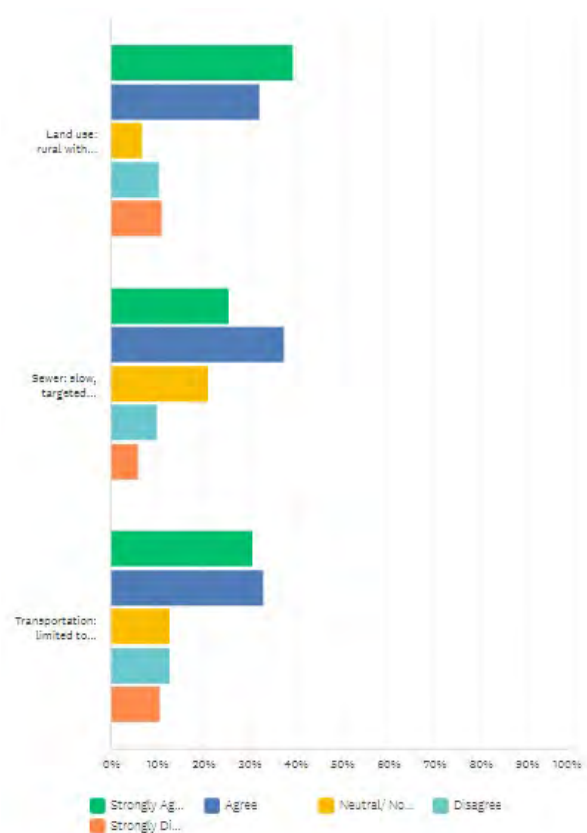
☐ Many of the roads need more regular maintenance.

7/13/2023 07:17 PMView respondent's answersAdd tags▼

☐ Henry County is growing! Infrastructure needs improvement because whether you like it or not more and more individuals are



The vision for this area is to maintain a rural environment that accommodates some low-intensity residential growth, and the existing industrial uses remain. Sewer should be expanded slowly and in targeted amounts, and roadway improvements should focus on roadway projects that address safety and maintenance. Roadway capacity projects should only be pursued in cases of areas of excessive congestion (such as a “level of service” of “E” or “F”). Multi-use trails are also part of the transportation system, but are primarily recreational in nature. In general, do you agree or disagree with this vision?



If you picked “Disagree” or “Strongly Disagree” to any of these, please share your reasons below.

☐

My family owns land in the Kelletown area that we have under contract with a developer who is seeking a rezoning to R2. We have encountered issues with the rezoning under the current restrictions surrounding the rural residential designation. There is much R2 zoning already in the area including subdivisions contiguous with our property. I am glad to see that lower intensity residential development is expected and apparently will be allowed in the new rural residential areas as that is currently not the case. I hope this will include R2 if it fits with the overall character of the community.

7/14/2023 04:57 PM

[View respondent's answers](#)

[Add tags](#)

☐

I live in this area (Ola) and we do not need any further land use expansion and many of our roads need better upkeep

7/13/2023 07:17 PM

[View respondent's answers](#)

[Add tags](#)

☐

Henry county needs to stop pursuing industrial companies that drive these humongous trucks tearing up our roads. Instead , the focus should be on attracting corporate white collar businesses. The caliber of person that you attract from Warehouse personnel is not the same as the person that works in an office. Trucks tear up our roads constantly causing the county to spend more money out of the budget to repair these damages. The flow of traffic is already a nightmare just in Henry County.

7/13/2023 04:58 AM

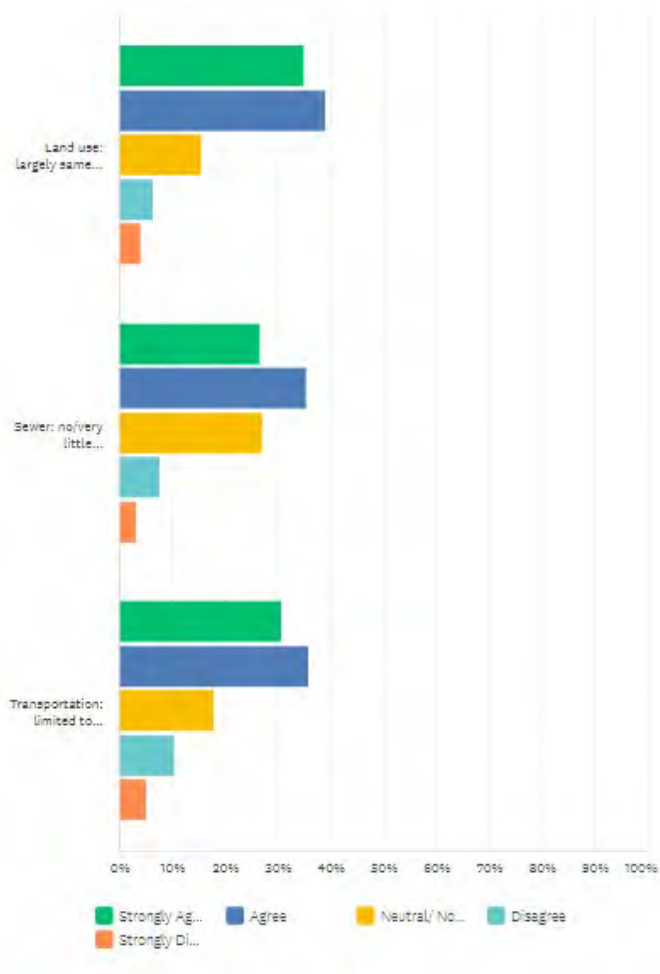
[View respondent's answers](#)

[Add tags](#)

The vision for this area, which is called “Bedrock Residential” is to remain largely the same into the future. Some low intensity growth is anticipated, but not at a quantity that would require expansion of sewer.



Although growth itself in this area would not likely require more roadway capacity, its location close to Clayton, Dekalb, and Rockdale Counties means higher volumes of traffic than other parts of Henry County.



If you picked “Disagree” or “Strongly Disagree” to any of these, please share your reasons below.

Filter by tag

☐ Showing 55 responses

☐ No need for further land use development at all.
 

7/13/2023 07:17 PM

[View respondent's answers](#)
[Add tags](#)

☐ Roadwork is always a concern. Regular maintenance should always be a priority!
 

7/13/2023 04:58 AM

[View respondent's answers](#)
[Add tags](#)

☐ Several roads in that area are heavily traveled and need to be improved. There are several smaller arterial roads that get a lot of use due to the more populous roads not being able to handle the amount of vehicles. Both sets of roads need to be improved.
 

7/12/2023 07:44 PM

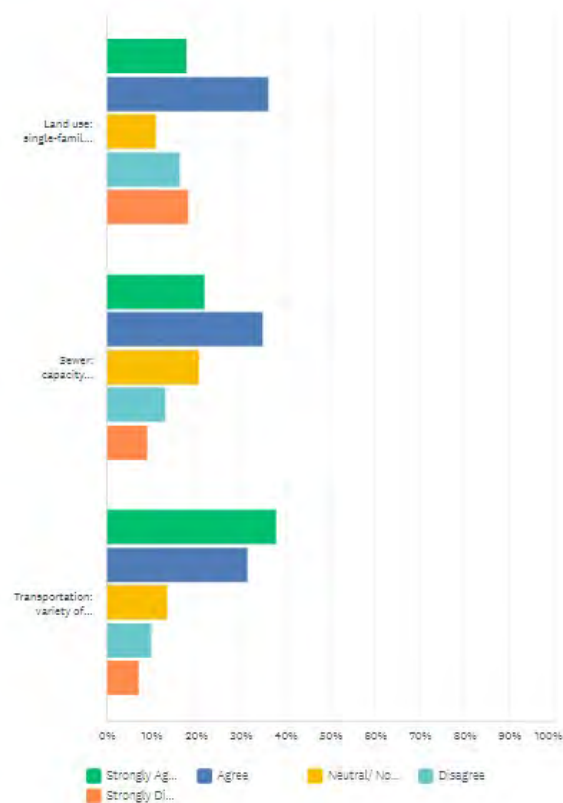
[View respondent's answers](#)
[Add tags](#)

☐ I feel like This area can grow into a really nice area if given the opportunity
 

7/12/2023 06:55 PM

[View respondent's answers](#)
[Add tags](#)





If you picked “Disagree” or “Strongly Disagree” to any of these, please share your reasons below.

Search Responses

?

Filter: by tag ▼

Showing 102 responses

7/13/2023 07:17 PM

View respondent's answers

Add tags ▼

We don't need any more strip malls or dollar stores. These businesses don't take care of their properties and are an eye sore

7/13/2023 03:04 PM

View respondent's answers

Add tags ▼

Leave as is.

7/13/2023 07:17 AM

View respondent's answers

Add tags ▼

I do agree however I would also like to add the magnitude of apartments being built in the area needs to come to a complete stop. This area should only focus on single family home that residents own. As it stands the excessive number of apartments that have already inundated the roads causing the drive to be a driving nightmare. It really doesn't matter what time of day it is, traffic is a nightmare! Do we need expansion absolutely however the reason is because the premature building of the thousands of apartments without having the proper infrastructure creating the problem so yes, absolutely we do need to enhance the road work.

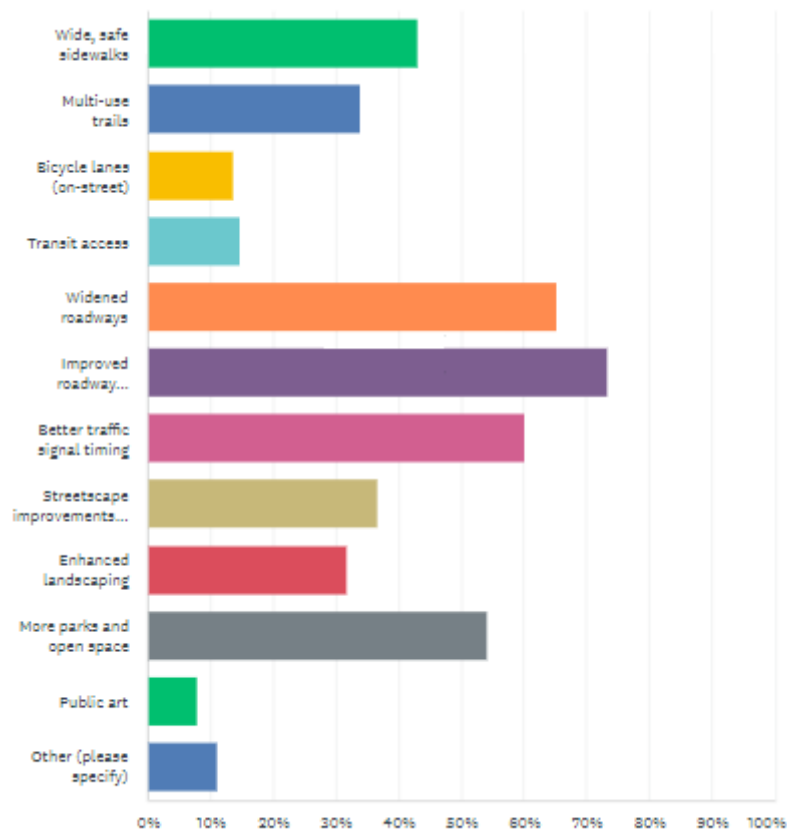
7/13/2023 04:58 AM

View respondent's answers

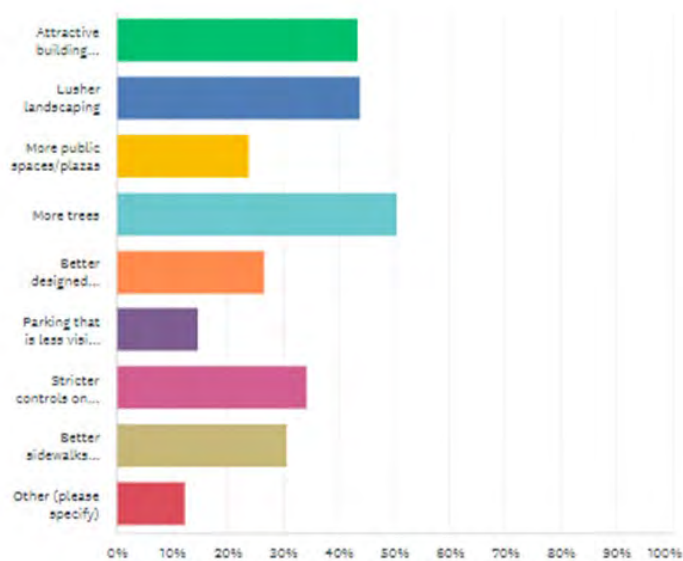
Add tags ▼



The list below contains a number of investments that can be pursued to support this vibrant, multi-modal mixed use core. Please select the top 5 improvement types you’d most like to see in this area:



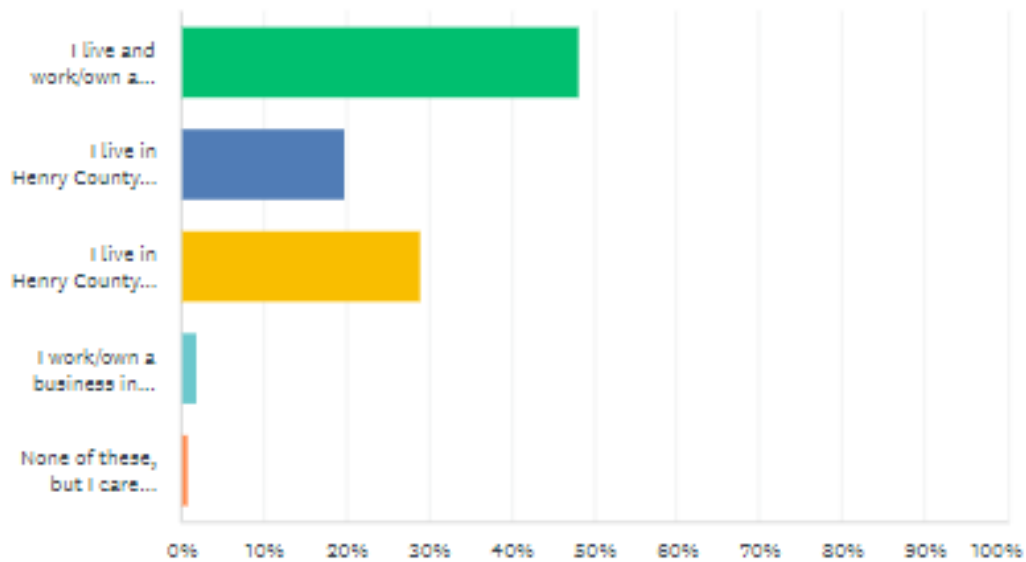
As one of the most desirable areas for development because of proximity to I-75, the County has an opportunity to require “better” development. Please select the top 3 things you’d like to see development have in this area in the future.



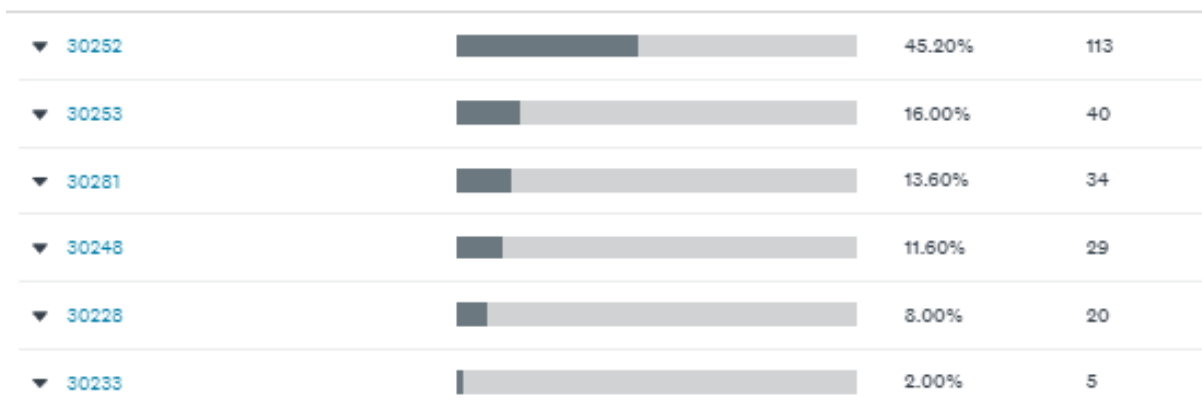


## Survey Demographics

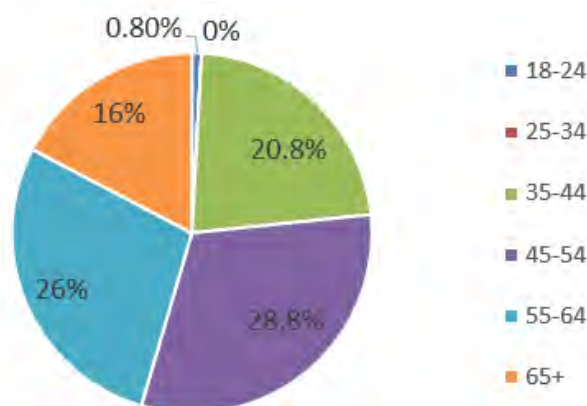
What best describes you?



Your zip code?



Age?





# Classifieds

henryherald.com

HEART  
LINEARS: Pub. Date: WE  
SAT  
DISPLAY AD: Pub. Date: WE  
SAT

## PUBLIC HEARING/ NOTICE

the Unified Land Development Code of the Henry County Code of Ordinances to provide for new and/or amended definitions, regulating standards for special events facilities/special events, vineyards, and for other purposes. **Countywide**

### REZONING:

**RZ-21-35**  
Alliance Residential Company of Atlanta, GA requests a rezoning from M-1 (Light Manufacturing) and C-2 (General Commercial) to RM (Multifamily Residential) for property located on Highway 155 west of Greenwood Industrial Parkway in Land Lots 254 and 254 of the 7th District. The property consists of 47.438 +/- acres, and the request is for a multifamily apartment development. **District 5**

## PUBLIC HEARING/ NOTICE

quest is for a multi-family residential apartment development. **District 5**

### COMPREHENSIVE PLAN AMENDMENT:

#### COM-P-AM-21-11

Barry Boyd of Griffin, GA; McGarity Investments, LLC of McDonough, GA; and James Sutherland of Forest Park, GA request an amendment to the Comprehensive Plan for property located north of Highway 20/81 West at International Avenue in Land Lots 157 and 158 of the 7th District. The property consists of 21.379 +/- acres, and the request is to amend the Future Land Use Map designation from Low Density Residential and Commercial to High Density Residential. **District 5**  
96832-3/4/2023

## PUBLIC HEARING/ NOTICE

### PUBLIC HEARING NOTICE Henry County Board of Commissioners (BOC)

**Date:** March 21, 2023  
**Location:** Henry County Administration Building  
140 Henry Parkway,  
McDonough, Georgia  
30223  
**Public Meeting:** 6:30 PM,  
Community Meeting Room

#### TWS Public Hearing

A presentation by ISW of Atlanta, Georgia to inform Henry County citizens about upcoming meetings regarding the Henry County Comprehensive Plan 2040 Update, to include the planning process and opportunities for public input. **Countywide**

### UNIFIED LAND DEVELOPMENT CODE AMENDMENT:

#### LU-DC-AM-22-08

An Ordinance by Henry County, Georgia, to amend

#### RZ-21-38

Barry Boyd of Griffin, GA; McGarity Investments, LLC of McDonough, GA; and James E. Sutherland of Forest Park, GA request a rezoning from RM (Multifamily Residential), OI (Office-Industrial), C-1 (Neighborhood Commercial), and M-1 (Light Manufacturing) for property located north of Highway 20/81 West at International Avenue in Land Lots 157 and 158 of the 7th District. The property consists of 21.379 +/- acres, and the re-

#### RZ-21-36

Hecht Walker Jordan, P.C. of Stockbridge, GA requests a rezoning from C-2 (General Commercial) and OI (Office-Industrial) to MU (Mixed-Use) for property located on Jonesboro Road east of Chambers Road in Land Lot 109 of the 6th District. The property consists of 21.5 +/- acres, and the request is for a mixed townhome, apartment, and commercial development. **District 5**



# classifieds

henryherald.com

9003

Public Hearing

9003

Public Hearing

9003

Public Hearing

Development Department. The Five-Year Update comprises an update to reflect recent development patterns in the City, and it also includes a new Future Land Use Plan and Map. The land use categories have been modified to make needed corrections and clarifications, and to include the new zoning districts which were created through the adoption of the Stockbridge Unified Development Code on March 14, 2022.

Vanessa Holiday,  
City Clerk  
7:29, 2023

Hdh1862  
spn16

## PUBLIC HEARING NOTICE Henry County Board of Commissioners (BOC)

Date: August 14, 2023  
Location: Henry County  
Administration Building  
140 Henry Parkway,  
McDonough, Georgia  
30253  
Public Meeting: 6:30 PM,  
Community Meeting  
Room

### APPEAL:

AP-23-04

Kelleytown Senior, LP of Atlanta, GA requests an appeal to an administrative decision for property located on the east side of Highway 155 North, south of Kelleytown Road in Land Lot 58 of the 1<sup>st</sup> District. The property consists of 22.32 +/- acres, and the request is regarding a denied administrative waiver request. District 3

**TWS Public Hearing**  
A presentation by TSW of Atlanta, Georgia to inform Henry County citizens about upcoming meetings regarding the Henry County Comprehensive Plan 2040 Update, to include the planning process and opportunities for public input. Countywide  
7:29, 2023



**E**

**APPENDIX**



**RESOLUTION NO. 22-235**

**HENRY COUNTY, GEORGIA**

**CAPITAL IMPROVEMENTS ELEMENT AND COMMUNITY WORK PROGRAM  
UPDATE TRANSMITTAL**

**WHEREAS**, Henry County, Georgia has prepared an update to its Capital Improvements Element and Community Work Program; and

**WHEREAS**, the annual update of the Capital Improvements Element and Community Work Program was prepared in accordance with the Development Impact Fee Compliance Requirements and the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, as amended; and a Public Hearing was held on September 7, 2022;

**NOW THEREFORE, BE IT RESOLVED THAT** the Henry County Board of Commissioners does hereby authorize the Planning & Zoning Department to transmit the annual update of the Capital Improvements Element and the Community Work Program and this resolution to the Atlanta Regional Commission and the Georgia Department of Community Affairs as required by the Georgia Planning Act.

**BE IT SO RESOLVED** this 7<sup>th</sup> day of September, 2022.



Carlotta Harrell, Chair

**ATTEST:**



Stephanie Braun, County Clerk



# Classifieds

[henryherald.com](http://henryherald.com)

## HENRY HERALD ADVERTISING DEADLINES

LINE#S:	Pub. Date:	WEDNESDAY SATURDAY	DEADLINE:	TUESDAY 3 PM FRIDAY 3 PM
DISPLAY AD:	Pub. Date:	WEDNESDAY SATURDAY	DEADLINE:	TUESDAY 3 PM THURSDAY 10 AM

### PUBLIC HEARING/NOTICE

#### PUBLIC HEARING NOTICE

Henry County Board of Commissioners (BOC)

Date: September 7, 2022

Location: Henry County Administration Building

140 Henry Parkway, McDonough, Georgia 30253

#### Public Meeting: 9:30 AM, Community Meeting Room

**UNIFIED LAND DEVELOPMENT CODE AMENDMENT:**

ULDC-AM-22-06

An Ordinance by Henry County, Georgia, to amend the Unified Land Development Code (ULDC) of the Henry County Code of Ordinances regarding the regulation of Traffic Impact Studies (TIS). Developments of Regional Impact (DRI), and for other purposes. Countywide

#### ULDC-AM-22-07

An Ordinance by Henry County, Georgia, to amend the Unified Land Development Code (ULDC) of the Henry County Code of Ordinances regarding the requirements for single-family dwellings, and for other purposes. Countywide

#### HENRY COUNTY CODE OF ORDINANCES AMENDMENT:

#### HC-CODE-AM-22-08

An Ordinance by Henry County, Georgia, to amend the Henry County Code of Ordinances regarding the regulation of the parking, keeping, and storing of commercial vehicles in Henry County, and for other purposes. Countywide

79465-8/20/2022

### PUBLIC HEARING/NOTICE

#### PUBLIC HEARING NOTICE

Notice is hereby given that the Henry County Board of Commissioners will conduct a public hearing for the purpose of approving the resolution to transmit the Henry County/ Henry County Water Authority Capital Improvements Element (CEI)/Community Work Program Update, 2022 to the Atlanta Regional Commission. Copies of the document will be available at the Henry County Planning & Zoning Department, 140 Henry Parkway, McDonough, GA 30253.

**Transmittal Public Hearing**

Henry County Board of Commissioners

Wednesday, September 7, 2022

9:00 a.m.

**Location:** Henry County Administration Building

140 Henry Parkway, McDonough, GA 30253

**Public Hearing**

City of Hampton Mayor and City Council

September 13, 2022

6:00 p.m.

Notice is hereby given that the City of Hampton Mayor and City Council will hold a Public Hearing on September 13th at 6:00 p.m. at Hampton City Hall located at 17 East Main Street, South Hampton, Georgia for the following purpose:

To hear from the public regarding a text amendment to create a use classification known as Food Truck

### PUBLIC HEARING/NOTICE

#### PUBLIC HEARING NOTICE

Courts. The modifications are being considered to the following sections of the City Zoning Code: Appendix A, Article 2, Section 2-1 Definitions, Article 4, Section 4-16, Food Truck Courts, Article 6, Section 6-7 Allowed Uses, Article 7, and Section 7-5 Allowed Uses

**PUBLIC HEARING NOTICE**

Henry County Zoning Advisory Board (ZAB)

Date: September 8, 2022

Location: Henry County Administration Building

140 Henry Parkway, McDonough, Georgia 30253

**Public Meeting: 6:30 PM, Community Meeting Room**

These ads shall repeal and replace the legal ads which were previously advertised in the August 13-14, 2022, edition of the Henry Herald.

#### VARIANCE:

**VR-21-25**

North Ola Land Holdings, LLC of Monroe, GA requests a variance from development standards for property located to the northwest of the intersection of Highway 81 and North Ola Road in Land Lot 145 of the 7th District. The property consists of 106.25 +/- acres, and the request is for relief from Highway Corridor Overlay District requirements. District 3

**VR-22-10**

Salina Richardson and Samuel Richardson of Stockbridge, GA request a variance from development standards for property located at 7271 Wilkerson Road

in Land Lot 133 and 134 of the 12th District. The property consists of 1.93 +/- acres, and the request is for relief from setback requirements. District 5

#### REZONING:

**RZ-21-40**

North Ola Land Holdings, LLC of Monroe, GA requests a rezoning from RA (Residential-Agricultural) to RS (Residential Suburban) and C-1 (Neighborhood Commercial) for property located to the northwest of the intersection of Highway 81 and North Ola Road in Land Lot 145 of the 7th District. The property consists of 106.25 +/- acres, and the request is for a mixed single-family residential, multifamily residential, and commercial development. District 3

**RZ-22-12**

Eagles Landing Equity Holdings, LLC of Chamblee, GA requests a rezoning from RA (Residential-Agricultural) to C-1 (Neighborhood Commercial) for property located at 235 Springdale Road in Land Lot 3 of the 11th District. The property consists of 7.733 +/- acres, and the request is for a commercial development. District 4

**RZ-22-16**

Mehulkumar Gajjar of Locust Grove, GA requests a rezoning from RA (Residential-Agricultural) to C-2 (General Commercial) for property located at the northeast corner of the intersection of Upchurch Road and Highway 81 East in Land Lot 174 of the 7th District. The property consists of 6.27 +/- acres, and the request is for a commercial development. District 3

**COMP-AM-21-10**

North Ola Land Holdings, LLC of Monroe, GA requests an amendment to the Comprehensive Plan for property located to the northwest of the intersection of Highway 81 and North Ola Road in Land Lot 145 of the 7th District. The property consists of 106.25 +/- acres, and the request is to amend the Future Land Use Map designation from Low Density Residential to Commercial to Mixed Use. District 3

#### COMPREHENSIVE PLAN AMENDMENT:

#### COMP-AM-21-10

North Ola Land Holdings, LLC of Monroe, GA requests an amendment to the Comprehensive Plan for property located to the northwest of the intersection of Highway 81 and North Ola Road in Land Lot 145 of the 7th District. The property consists of 106.25 +/- acres, and the request is to amend the Future Land Use Map designation from Low Density Residential and Commercial to Mixed Use. District 3

#### COMP-AM-22-10

Mehulkumar Gajjar of Locust Grove, GA requests an amendment to the Comprehensive Plan for property located at the northeast corner of the intersection of Upchurch Road and Highway 81 East in Land Lot 174 of the 7th District. The property consists of 6.27 +/- acres, and the request is to amend the Future Land Use Map designation from Low Density Residential to Commercial. District 3

79469-8/20/2022



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***2021***

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**Henry County, Georgia  
&  
Henry County Water Authority**

**CAPITAL IMPROVEMENTS ELEMENT  
ANNUAL UPDATE**

**COMPILED AND PRESENTED BY:  
HENRY COUNTY PLANNING & ZONING DEPARTMENT AS REQUIRED TO MAINTAIN QUALIFIED LOCAL  
GOVERNMENT STATUS**



# HENRY COUNTY FINANCIAL IMPACT FEE REPORT

## Schedule of Capital Improvements July 1, 2020 through June 30, 2021

Henry County Impact Fee Financial Report for Public Facilities	Library	Parks & Recreation	Fire Protection	Sheriff's Protection	Police Protection	Emergency 911	Greenspace	Administration	CIE Prep	TOTALS
	Henry County	Henry County	Henry County	Henry County	Henry County	Henry County	Henry County	Henry County	Henry County	Henry County
Service Area										
Impact Fee Fund Balance Ending FY 2019	742.11	2,595,546.71	4,122.54	2,753.21	1,773.29	129,063.06	84,237.63	213.52	2.93	2,818,455.00
Impact Fees Collected in FY 2020	289,472.48	1,177,509.72	483,707.68	322,613.94	208,476.38	34,034.18	29,294.26	76,356.06	866.95	2,622,331.65
Accrued Interest	1,767.63	7,190.34	2,953.71	1,970.01	1,273.04	207.83	178.88	466.26	5.29	16,012.99
(Administration / Other Cost)										-
Encumbered	-	-	-	-	-	-	-	-	-	-
Refunds	273.09	1,110.85	456.33	304.35	196.68	32.11	27.64	72.03	0.82	2,473.89
(Project Expenditures)	291,982.22	762,819.09	485,760.42	323,979.61	209,364.32	(17.50)	21.26	76,378.53	867.70	2,151,155.65
Impact Fee Fund Balance Ending FY 2020	-	3,017,427.68	5,023.51	3,357.55	2,158.39	163,322.57	113,689.51	657.31	7.47	3,305,643.99



### Schedule of Capital Improvements July 1, 2020 through June 30, 2021

Fund Category	Project Description	Schedule	Responsible party	Cost Estimate	Funding Source	Status	Comments
Library System	Collection Expansion	Annual	Henry County	\$250,000 / annually	100% Impact Fees Eligible	Ongoing	The Library is following our August 2003 CIE to purchase Collection Materials for future demand. Although the new dwellings by future years per the 2003 forecast have not been as many, so have the annual collected impact fees been correspondingly less; and still collections have been less than the new materials demanded growth needs.
Parks and Recreation	Indebtedness Paydown	Until Principal/Interest is Paid	Henry County	\$5,264,782	100% Impact Fees Eligible	Ongoing	The county bought a park (Nash Farms) in 2008 and created annual debt and interest payments to be paid from each year's total Park and Recreation impact fee allocation. When the economy faltered, impact fee collections shrunk due to a lack of new construction and were insufficient to cover the annual obligation. Annual Park and Recreation Impact Fee collections will first pay whatever portion of the current year's debt it can, with the remaining amount that they are unable to pay, added to the prior unpaid debt to the General Fund, until sufficient future year collections can pay this remaining outstanding unpaid debt to the General Fund.
Parks and Recreation	Walking Trail from Warren Holder Park to the Senior Center to the lake across from Locust Grove Public Works	Annual	Henry County	\$1,000,000	100% Impact Fees Eligible	Ongoing	Parks & Recreation impact fees will be used to fund these projects within the next few years.
	Build a new softball field at Sandy Ridge Park						
	Build an inclusive playground at Locust Grove Recreation Center						
	Convert Nash Farm Activity Building into a Cultural Art Center and Flex Space Theater						
	Build sidewalks at North Ola Park						
	Build a 10,000 s.f synthetic turf golf putting green at The Village Park at North Henry						



Fire Protection	Indebtedness Paydown	Until Principal/Interest is Paid	Henry County	\$1,724,057.00	100% Impact Fees Eligible	Ongoing	100% of the Fire Department annual Impact Fee collections have been assigned, together with the Police Protection impact fees, to a \$5,500,000 debt (without interest) created in 2006 for a Public Safety Building/Annex, at which both the Fire and Police Department reside. Since this is a County-wide growth project, 100% of the collections are utilized for repayment of this debt. Both the Fire and Police Department's annual Impact Fee collections have been and are currently insufficient to cover the annual cost of interest and principal on this debt. Annual Impact Fee collections of both the Fire and Police Department will first pay whatever portion of the current year's debt it can, with the remaining amount that they are unable to pay, being added to the prior unpaid debt to the General Fund, until sufficient future year collections can pay this remaining outstanding unpaid debt to the General Fund.
Police Protection	Indebtedness Paydown	Until Principal/Interest is Paid	Henry County	See Fire Department above	100% Impact Fees Eligible	Ongoing	See Fire Department Above



## Capital Improvements Element Update

### Schedule of Capital Improvements July 1, 2020 through June 30, 2021

Fund Category	Project Description	Schedule	Responsible party	Cost Estimate	Funding Source	Status	Comments
Sheriff Protection	Indebtedness Paydown	Until Principal/Interest is Paid	Henry County	\$3,000,000.00	100% Impact Fees Eligible	Ongoing	100% of the Sheriff Department annual Impact Fee collections have been assigned to a \$14,800,000 debt (without interest) created in 2006 for additions to the Henry County Jail which the Sheriff's Department is responsible. Since this is a County-wide project, 100% of the collections are utilized for repayment of this debt. The Sheriff Department's annual Impact Fee collections have been and are insufficient to cover the annual cost of interest and principal on this debt. Annual Impact Fee collections of the Sheriff's Department will first pay whatever portion of the current year's debt it can, with the remaining amount that it is unable to pay, added to the prior unpaid debt to the General Fund until sufficient future year collections can pay this remaining outstanding unpaid debt to the General Fund.
Green Space Acquisition	Cost-Sharing Panola Mountain Greenway Project	2015-2017	Henry County	\$176,400	100% Impact Fees Eligible	Ongoing	The county applied in 2011 and was successful with a grant for a multi-use trail. This has been finalized in October 2015, where the county will contribute \$211,000 for its share of the project. The County only expended \$34,600 for this project in fiscal year 2018; however, but plans are in place for future years.
Administration		Annual	Henry County	3% annual collections	100% Impact Fees Eligible	Ongoing	This amount is to be spent on the annual administration of the program. Only the amount collected and allocated to Administration is disbursed to the General Fund on a year over year basis. Fund collected are usually disbursed annually to the General Fund to reimburse expended cost of administration.



CIE Preparation		Annual	Henry County	See comments	100% Impact Fees Eligible	Ongoing	This is a very small amount allocated to this category, (less than \$600 this year) and is not enough to cover the cost of this category but is used to cover whatever portion of the annual CIE preparation cost it can. Fund collected are usually disbursed annually to the General Fund to reimburse expended cost of CIE Preparation.
E911	Replacement and Update of Equipment	Annual	Henry County	\$300,000	100% Impact Fees Eligible	Ongoing	This amount is to be spent on replacement and update the Training areas of the Center, projector system, and computers for EOC/Training Center E911 (2) Units (20); Tornado sirens and response vehicle for E911 Manager over the next few years.
	Server						
	Vehicle						



Henry County Community Work Program for 2023-2027

IMPACT FEE PROGRAM Project	5-Year Work Program					Responsibility	Cost Estimate	Funding Source
	2023	2024	2025	2026	2027			
<b>LIBRARY SERVICES</b>								
Acquire collection materials	*	*	*	*	*	Library System	\$ 1,069,356	95.41% impact fees, 4.59% General Fund
<b>PARKS, RECREATION &amp; GREENSPACE</b>								
Greenway Trail MU-67		*	*	*	*	Parks & Recreation	\$ 12,815,634	100% Impact Fees
Park and Tennis Court Projects	*					Parks & Recreation	\$ 681,228	96.77% Impact Fees, 3.23 % SPLOST
<b>ANIMAL CONTROL</b>								
New Vehicles (2)	*					Animal Care and Control	\$ 110,500	100% Impact Fees
<b>FIRE PROTECTION &amp; EMS</b>								
District 2 Fire Station	*					Fire Rescue Department	\$ 3,000,000	100% Impact Fees
District 3 Fire Station			*			Fire Rescue Department	\$ 3,000,000	100% Impact Fees
District 4 Fire Station					*	Fire Rescue Department	\$ 3,000,000	100% Impact Fees
<b>SHERIFF'S OFFICE</b>								
Debt payments for Henry County Jail Additions (2006 bond)	*	*	*	*	*	Sheriff Department	\$ 3,000,000	100% Impact Fees
Jail Pod Addition	*	*				Sheriff Department	\$ 4,000,000	100% Impact Fees
<b>POLICE PROTECTION</b>								
Police Precinct District 2	*					Police Department	\$ 1,500,000	100% Impact Fees
Police Precinct District 3			*			Police Department	\$ 1,500,000	100% Impact Fees
Police Precinct District 4					*	Police Department	\$ 1,500,000	100% Impact Fees
Forensic Garage	*					Police Department	\$ 25,000	100% Impact Fees
Property and Evidence space expansion	*					Police Department	\$ 50,000	100% Impact Fees
EVOC Course training addition			*			Police Department	\$ 50,000	100% Impact Fees
Use of force tactics lab	*					Police Department	\$ 5,000	100% Impact Fees
Training buildout range - addition		*				Police Department	\$ 700,000	100% Impact Fees
<b>ROAD PROJECTS</b>								
SR 81 Widening	*	*	*	*	*	Transportation Planning	\$ 8,426,554	42.48% Impact Fees, 57.55% SPLOST
McDonough Parkway	*	*	*	*	*	Transportation Planning	\$ 4,408,969	42.48% Impact Fees, 57.55% SPLOST
Flippen Rd. Extension	*	*	*	*	*	Transportation Planning	\$ 3,391,556	42.48% Impact Fees, 57.55% SPLOST
East Lake Road Widening	*	*	*	*	*	Transportation Planning	\$ 286,500	42.48% Impact Fees, 57.55% SPLOST
Airline Road Extension	*	*	*	*	*	Transportation Planning	\$ 51,660	42.48% Impact Fees, 57.55% SPLOST
Rock Quarry Road Widening	*	*	*	*	*	Transportation Planning	\$ 8,712,911	42.48% Impact Fees, 57.55% SPLOST
Fairview Road Widening	*	*	*	*	*	Transportation Planning	\$ 10,725,500	42.48% Impact Fees, 57.55% SPLOST
West Village Parkway (aka West Panola Road)	*	*	*	*	*	Transportation Planning	\$ 854,477	42.48% Impact Fees, 57.55% SPLOST



# Henry County

## EXECUTIVE SUMMARY

### BOARD OF COMMISSIONERS MEETING

Meeting Date:

September 7, 2022

Department Requesting Agenda Item:

Henry County Planning & Zoning

Action Type:

☒

Action requested by BOC

☐

For informational purposes only

Attachments/Exhibits for Agenda Item:

1. Executive Summary
2. Community Work Program Transmittal Resolution
3. Legal Ad
4. Capital Improvements Element Annual Update

Presenter:

Toussaint Kirk, Planning Director

Agenda Item:

**(Public Hearing).** Resolution to transmit the State required Capital Improvement Element annual update and CIE Community Work Program to the Atlanta Regional Commission for evaluation by the Georgia Department of Community Affairs. (Presenter: Toussaint Kirk, Planning Director)

Background:

Each year DCA requires an annual update of the capital improvement element and impact fee report. This annual update must be approved by DCA and adopted by October 31 in order for the County to continue to collect impact fees.

Financial Implications/Considerations: N/A

The project is budgeted.	Y	or	N
The project will require the use of Fund Balance.	Y	or	N
If yes, please state amount _____.			
The project will require no funds.	Y	or	N
The project is grant funded and will require a _____% match, and those funds are/are not budgeted.	Y	or	N
Is this request a Capital Project and part of the Capital Project List?	Y	or	N

Additional Comments / Recommendation:

Staff recommends transmitting the report to ARC as is done each year.



# Henry County Future Land Use Map

## Future Land Use

- Greenspace
- Rural Residential
- Low Density Suburban
- Medium Density Suburban
- High Density Suburban
- Urban Residential
- Commercial
- Village
- Low Density Mixed Use
- High Density Mixed Use
- Industrial
- Public-Institutional
- Utilities
- Office-Institutional
- Incorporated Area



0 1 2 4 Miles

