



# PAULDING COUNTY, GEORGIA

2017 Comprehensive Plan

*“Charting a Course”*

Revised 5/25/21



## 2014

BOC approves funding  
Leadership Retreat for county government, decision makers and key staff

## 2015

Steering Committee of representatives from government and business assembled  
Public Input begins  
External Expertise Engaged – Collaborative and fact-based planning  
Research Begins

## 2016

External Expertise Engaged – Land Use and Economic Development  
Public Input Program Begins

## 2017

Public Input Program Complete  
Plan Submitted, Reviewed, Adopted

## 2021

Plan Amended to include Broadband Element

## A COLLABORATIVE APPROACH

To develop an inclusive, fact based, community-driven and implementable comprehensive plan required strong collaboration throughout the 2-year planning period. A Steering Committee, known as the Multi-Jurisdictional Workgroup (MJW) was named in 2015 and met each month to research, analyze and assess process and strategies alongside the Community Development Department. A Stakeholder Committee, organized in 2016, provided regular feedback to the project team. See Page 35 and BOOK THREE for further details on both committees.

## EXTERNAL EXPERTISE

In early 2016, an external expert was engaged to study and offer recommendations on a key element of the Comprehensive Plan -- Land Use. The Georgia Conservancy was engaged to conduct the Land Use Study. In August, the Georgia Conservancy shared their preliminary findings with the Steering Committee, Stakeholder Committee and with the business community at the Chamber of Commerce's Georgia Power Luncheon.

# CONTENTS

## BOOK ONE

### THE PLAN

#### PART ONE : EXECUTIVE SUMMARY

Introduction	11
Planning Approach	15
Community Goals	29
Needs and Opportunities	31
Findings	42

#### PART TWO : COMMUNITY ASSESSMENT

Plan Elements	45
Analysis	49
Character Areas	61
Future Development Map	90

#### PART THREE : IMPLEMENTATION

Implementing the Plan	95
Work Programs	100
2017-2021 Work Programs	105
Summary	133

PART FOUR : Report of Accomplishments	135
---------------------------------------	-----

---

## BOOK TWO

### REFERENCE DOCUMENTS

Paulding County Land Use Study
Paulding County Comprehensive Transportation Plan (CTP)

## BOOK THREE

### REQUIRED COMPONENTS

Public Participation
Procedural



# COMMUNITY GOALS

The purpose of Community Goals is to chart a course for the future. Goals are developed through a public process involving community leaders and stakeholders. Community Goals are the most important part of the plan, for they identify the community's direction for the future, generating local pride and enthusiasm and motivating citizens and leaders to act to ensure that the plan is implemented.

## PROTECT AND PRESERVE NATURAL RESOURCES

Recognize the economic importance of natural resources, preserve and protect them. Ensure land use development policies protect drinking water resources and provide tools to conserve Paulding's distinct and extensive un-spoiled land.

## TARGET GROWTH

Align land use with infrastructure investments. Redevelop existing communities and undeveloped lots already linked to services. Design new development to minimize the impact on water resources.

## LEVERAGE AND PROMOTE EXISTING AND NEW ASSETS

Leverage and promote existing natural, historic, cultural, recreational, educational and economic assets that influence quality of life and offer a distinctive mix of economic development opportunities compared to neighboring counties.

## CREATE CONNECTIONS

Develop multimodal mobility throughout the county in a manner that promotes safety, connection, economic vitality and healthy living choices.

## MAINTAIN FISCAL VIABILITY

Structure a process of government agency coordination to implement the 2017 Comprehensive Plan and maintain fiscal viability by aligning infrastructure investments with land use, ensuring service obligations do not out-strip resources.

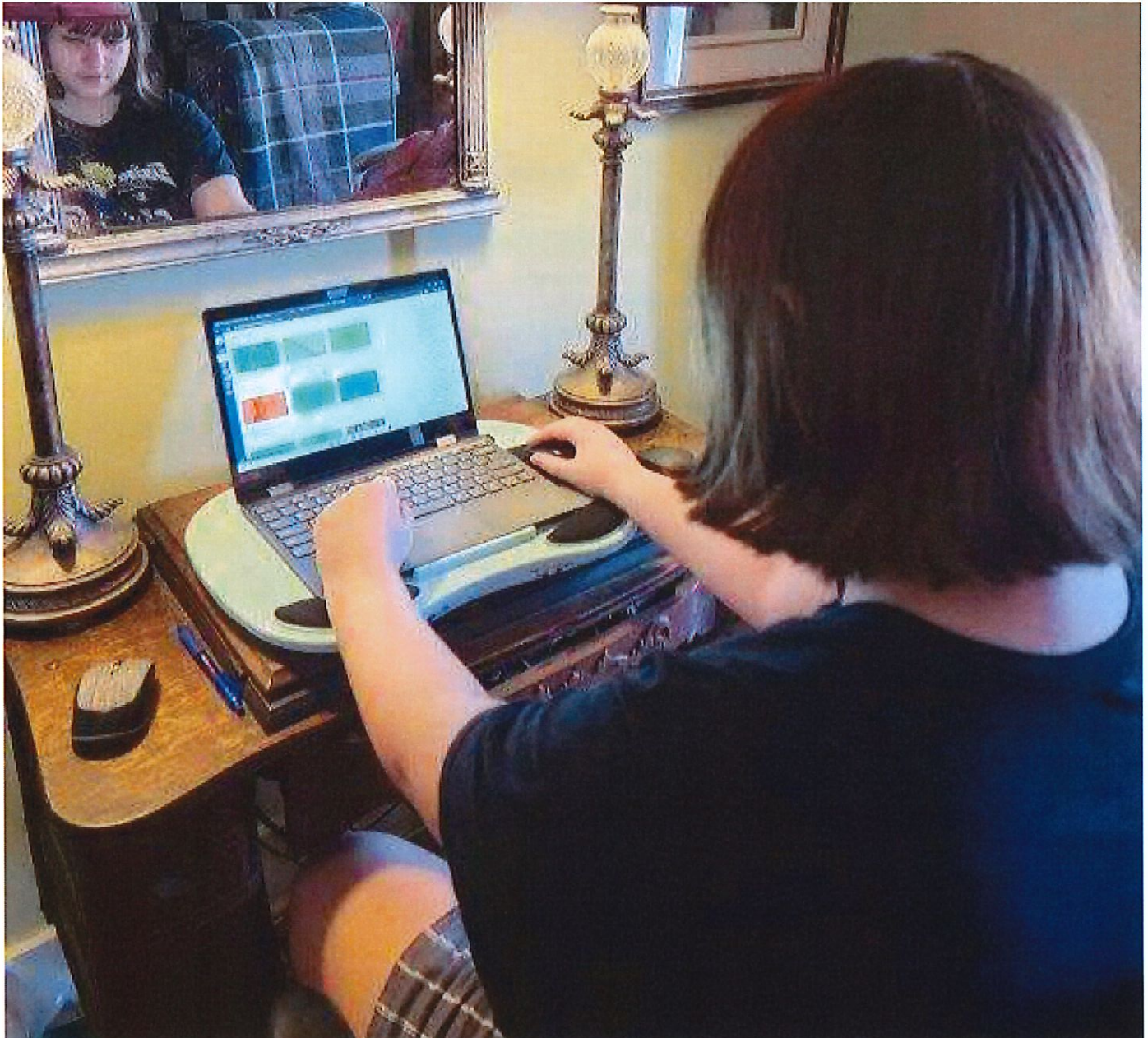
## BROADBAND AND TELECOMMUNICATIONS

Make broadband services available throughout Paulding County to meet residential, business and industry, education, public safety, and governmental needs.





## **PAULDING COUNTY CAN FACILITATE THE EXPANSION OF BROADBAND SERVICES IN UNSERVED AREAS**



# NEEDS AND OPPORTUNITIES

## BROADBAND AND TELECOMMUNICATIONS

34. Improve broadband availability, reliability, and access throughout Paulding County to meet residential work-from-home and educational needs.
35. Improve broadband availability, capacity, and reliability to serve business, industry, healthcare, and education needs, in downtown core areas, to industrial parks and sites, and throughout Paulding County.
36. Improve public access to Wi-Fi connectivity through adding hotspots at parks in unincorporated Paulding County and City of Hiram

*According to the current data from the Georgia Broadband Initiative, 3% of Paulding County residential and business locations, or 1,738 locations, are unserved.*



## BROADBAND ELEMENT

Improved broadband availability and service is an identified need throughout Paulding County and each municipality. In 2015, the Federal Communications Commission defined High-Speed Internet as 25 megabits per second (MBPS) download speed and 3 MBPS upload speed via fixed, terrestrial broadband. Georgia's 2018 Achieving Connectivity Everywhere (ACE) act for promotion and deployment of broadband service codified the statewide effort to bring this standard of internet availability to its residents. As part of these efforts, the Georgia Broadband Deployment Initiative, a five-agency collaborative team, developed the Broadband Ready Community program in which communities making a commitment to improve broadband deployment would adopt the state's model broadband ordinance and formalize this commitment in their comprehensive plan. The Broadband Deployment Initiative also worked with providers to map unserved areas that do not receive broadband at these speeds. Paulding County, Braswell, Dallas, and Hiram have assessed these needs and have developed a plan of action to facilitate the expansion of broadband services in unserved areas, by working with EMCs, providers, utilities, and state and federal agencies, to identify potential funding sources, to prepare service plans and cost estimates, and to implement the range of activities and projects needed to improve broadband access to unserved areas.

Recent COVID-19 challenges have underscored these needs, as residents with school-aged children suffered lack of access or insufficient bandwidth to meet the needs of virtual learning. Because Paulding County is a largely residential county, the vast majority of its citizens were shifted almost overnight from a daily commute into the metro Atlanta area to a virtual office environment, creating a steep upward demand for capacity and bandwidth from providers and a call for additional service areas.

*Broadband is a vital service necessary to provide information and serves as a link between the residents of Paulding County, their current needs, and future opportunities*

Downtown businesses and industries saw increased demand for bandwidth and capacity as customer orders, hiring, supply and logistics chains shifted online. Local governments, educators and public safety and health providers were challenged to operate both virtually and in hybrid mode to provide services, meet requirements, follow public procedures, and ensure safety for citizens and employees.

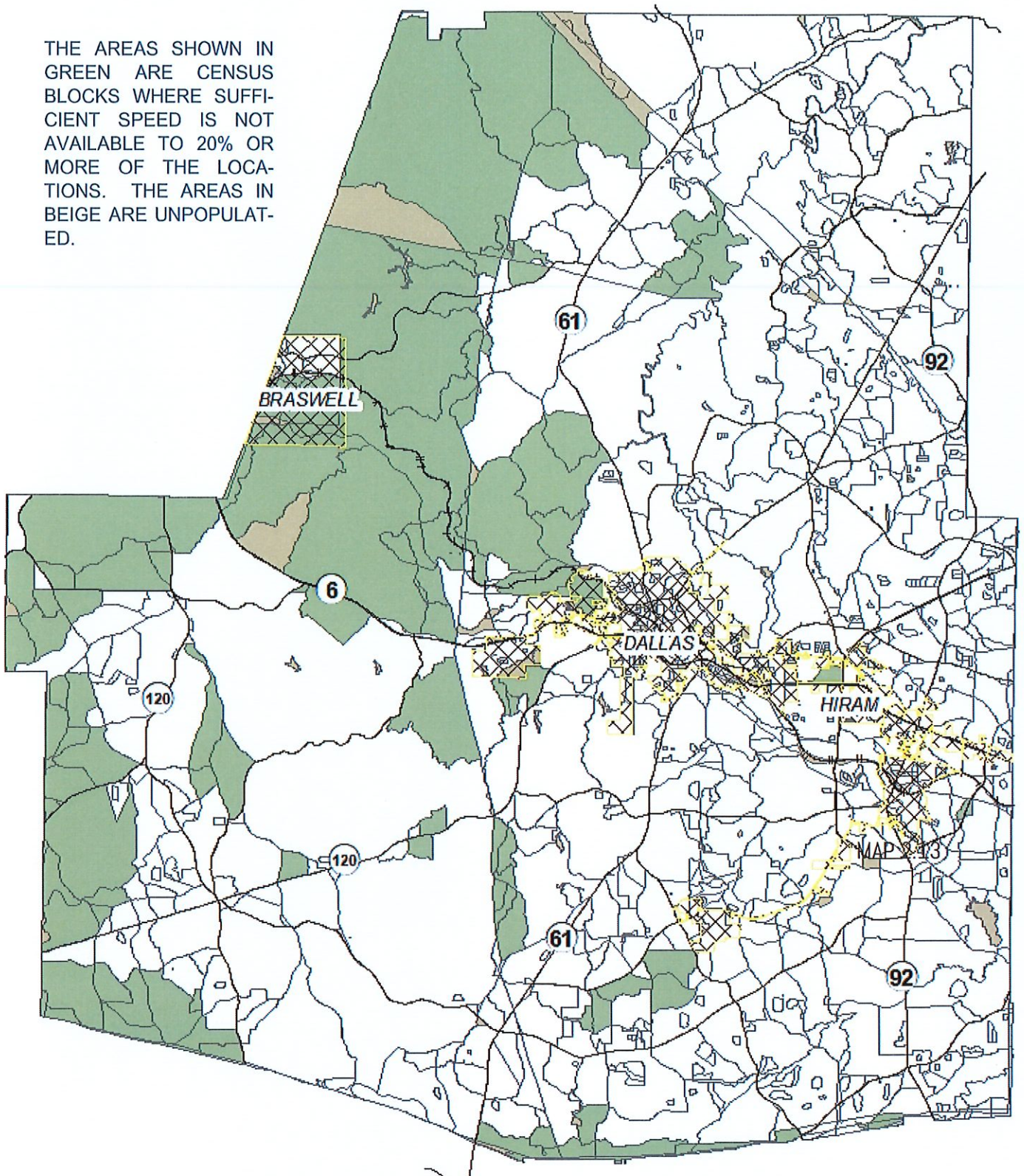
According to the current data from the Georgia Broadband Initiative, 3% of Paulding County residential and business locations, or 1,738 locations, are unserved, primarily in southwest Paulding County and western Paulding County. County statistics are based on a fixed, terrestrial broadband definition 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. Census blocks not meeting this definition, in which this speed is not available to 20% or more of the locations, are shown as Unserved (green). The map depicts access to broadband, not subscription to broadband. Broadband data is provided by the various Internet Service Providers of Georgia. Location data are from commercially available sources.

The county and municipalities have also identified parks and industrial sites as areas where broadband deployment or improvement of service is necessary to support economic vitality. The local governments may identify other areas where access, technology, speeds, or other factors should be improved



## BROADBAND AVAILABILITY

THE AREAS SHOWN IN GREEN ARE CENSUS BLOCKS WHERE SUFFICIENT SPEED IS NOT AVAILABLE TO 20% OR MORE OF THE LOCATIONS. THE AREAS IN BEIGE ARE UNPOPULATED.



MAP 2.12a



## SHORT TERM WORK PROGRAM, 2017—2021

### PAULDING COUNTY

	PROJECT / ACTIVITY DESCRIPTION	TIMEFRAME					RESPONSIBLE AGENCY / DEPT.	COST ESTIMATE	FUNDING SOURCE	STATUS	NEED/OPP REF. #	NOTES
		2017	2018	2019	2020	2021						
PCWP -94	Pass a Broadband Ordinance					×	Paulding County	\$1,000/ Staff Time	General Fund		N/0-34, 35	
PCWP -95	Become designated as Broadband Ready Community; reapply to keep designation current.					×	Paulding County	\$1,000/ Staff Time	General Fund		N/0-34, 35	
PCWP -96	Apply for funding under the Georgia Broadband Deployment Initiative to improve broadband service in identified unserved areas					×	Paulding County, providers	\$5,000/ Staff Time	Local, SPLOST, state and federal grants, loans		N/0-34, 35	
PCWP -97	Paulding will partner with EMC's and other providers to extend broadband service to unserved areas in qualified Census tracts in Southwest Paulding County to increase available speeds to at least 25 Mbps down and 3 Mbps up.					×	Paulding County, Carroll EMC, SyncGlobal		OneGeorgia and other state and federal grants & loans, local, SPLOST		N/0- 35	
PCWP -98	Work to install public Wi-Fi in each County Park					×	Paulding County, providers	\$100,000- \$150,000	Local, SPLOST		N/0 - 35	



SHORT TERM WORK PROGRAM, 2017—2021  
CITY OF DALLAS

PROJECT / ACTIVITY DESCRIPTION	TIMEFRAME					RESPONSIBLE AGENCY / DEPT.	COST ESTIMATE	FUNDING SOURCE	STATUS	NEED/OPP REF. #	NOTES	
	2017	2018	2019	2020	2021							
<b>CG-6: BROADBAND AND TELECOMMUNICATIONS</b>												
DWP-39	Pass a Broadband Ordinance					×	City of Dallas	\$1,000/Staff Time	General Fund		N/O - 34, 35	
DWP-40	Become designated as Broadband Ready Community; reapply to keep designation current					×	City of Dallas	\$1,000/Staff Time	General Fund		N/O - 34, 35	
DWP-41	Apply for funding under the Georgia Broadband Deployment Initiative to improve broadband service in identified unserved areas.					×	City of Dallas, providers	\$5,000/Staff Time	Local, SPLOST, state and federal grants & loans		N/O - 34, 35	

SHORT TERM WORK PROGRAM, 2017—2021  
CITY OF HIRAM

PROJECT / ACTIVITY DESCRIPTION	TIMEFRAME					RESPONSIBLE AGENCY / DEPT.	COST ESTIMATE	FUNDING SOURCE	STATUS	NEED/OPP REF. #	NOTES	
	2017	2018	2019	2020	2021							
<b>CG-6: BROADBAND AND TELECOMMUNICATIONS</b>												
HWP-25	Pass a Broadband Ordinance					×	City of Hiram	\$1,000/ Staff Time	General Fund		N/O - 34, 35	
HWP-26	Become designated as Broadband Ready Community; reapply to keep designation current					×	City of Hiram	\$1,000/ Staff Time	General Fund		N/O - 34, 35	
HWP-27	Apply for funding under the Georgia Broadband Deployment Initiative to improve broadband service in identified unserved areas.					×	City of Hiram, providers	\$5,000/ Staff Time	Local, SPLOST, state and federal grants & loans		N/O - 34, 35	
HWP-28	Work to install public Wi-Fi in each City Park					×	City of Hiram, providers	\$15,000- \$30,000	Local, SPLOST		N/O - 35	



**SHORT TERM WORK PROGRAM, 2017—2021**  
**CITY OF BRASWELL**

	PROJECT / ACTIVITY DESCRIPTION	TIMEFRAME					RESPONSIBLE AGENCY / DEPT.	COST ESTIMATE	FUNDING SOURCE	STATUS	NEED/OPP REF. #	NOTES
		2017	2018	2019	2020	2021						
<b>CG-4: CREATE CONNECTION</b>												
BWP-10	Develop a Trailhead Plan to Connect with the Silver Comet Trail (SCT)		×				City of Braswell	\$30,000	Local/State		N/O 11, 13, 20	
<b>MAINTAIN INFRASTRUCTURE</b>												
BWP-11	Repave West Amber Street			×	×	×	City of Braswell	\$18,700	Local/State		N/O - 08, 33	
BWP-12	Repave Eastern Street			×	×	×	City of Braswell	\$37,400	Local/State		N/O - 08, 33	
BWP-13	Repave Jacob Trail			×	×	×	City of Braswell	\$44,200	Local/State		N/O - 08, 33	
<b>CG-5: FISCAL VIABILITY / IMPLEMENTATION</b>												
BWP-14	Design and fund, along with other MJW agencies, a process to implement the 2017 Comprehensive Plan	×					MJW Partners	\$25,000	Local		N/O - 27, 28	
<b>CG-6: BROADBAND AND TELECOMMUNICATIONS</b>												
BWP-15	Pass a Broadband Ordinance					×	City of Braswell	\$1,000/ Staff Time	General Fund		N/O - 34, 35	
BWP-16	Become designated as Broadband Ready Community; reapply to keep designation current					×	City of Braswell	\$1,000/ Staff Time	General Fund		N/O - 34, 35	
BWP-17	Apply for funding under the Georgia Broadband Deployment Initiative to improve broadband service in identified unserved areas.					×	City of Braswell	\$5,000/ Staff Time	Local, SPLOST, state and federal grants & loans		N/O - 34, 35	