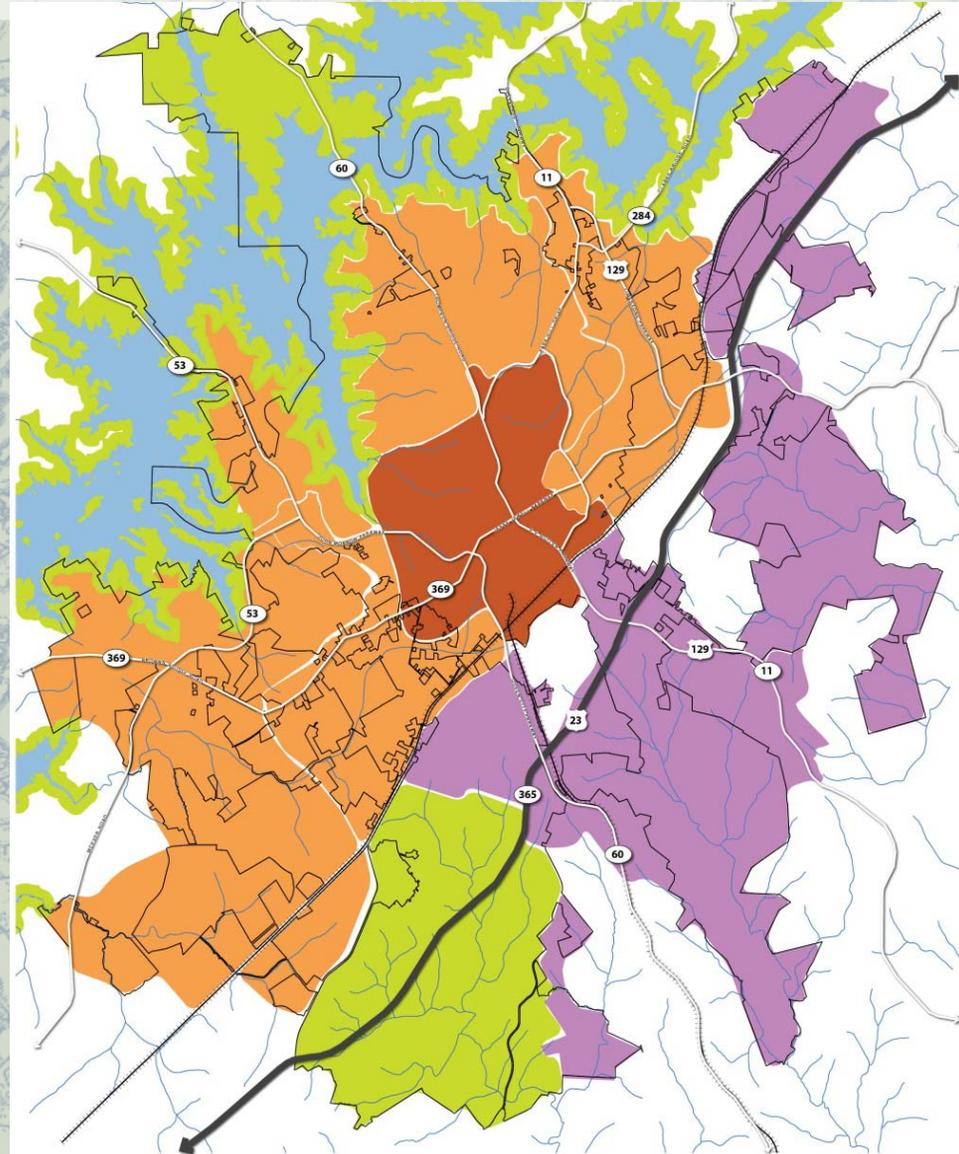


Compass Survey

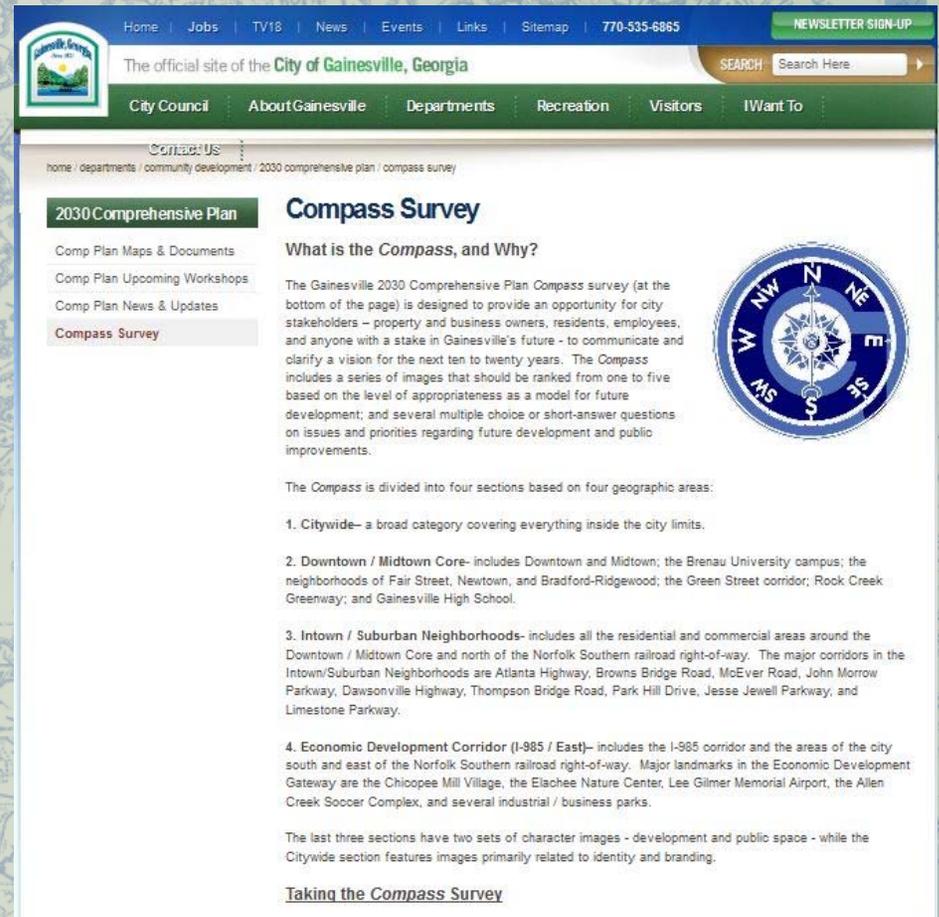
Character Images

- Four areas:
 - Citywide
 - Downtown / Midtown Core
 - Intown Neighborhoods
 - Economic Development Corridor / South of I-985
- Development and public space apply to Downtown/Midtown, Fringe, I-985
- Identity is primarily Citywide
- Participants rank the character images on the scale of 1 to 5 – 1 being least appropriate, and 5 being most appropriate



Compass Results

- Total 563 viewers; total 468 completed responses (Compass went live around July 11)
- Four areas:
 - Citywide (197)
 - Downtown / Midtown Core (126)
 - Outer Neighborhoods (79)
 - Economic Development Corridor / South of I-985 (66)
- No respondents to the Spanish language version
- Two components: images and multiple choice / short-answer questions



The screenshot displays the official website of the City of Gainesville, Georgia, specifically the page for the 2030 Comprehensive Plan Compass Survey. The page features a navigation menu at the top with links for Home, Jobs, TV18, News, Events, Links, Sitemap, and a phone number (770-535-6865). A search bar is also present. The main content area includes a sidebar with a table of contents for the 2030 Comprehensive Plan, where the 'Compass Survey' is highlighted. The main text area is titled 'Compass Survey' and includes a sub-heading 'What is the Compass, and Why?'. It explains that the survey is designed to provide an opportunity for city stakeholders to communicate and clarify a vision for the next ten to twenty years. A circular compass graphic is visible on the right side of the page. Below the text, there is a list of four geographic areas: 1. Citywide, 2. Downtown / Midtown Core, 3. Intown / Suburban Neighborhoods, and 4. Economic Development Corridor (I-985 / East). The page concludes with a note about character images and a link to 'Taking the Compass Survey'.

Home | Jobs | TV18 | News | Events | Links | Sitemap | 770-535-6865 | NEWSLETTER SIGN-UP

The official site of the City of Gainesville, Georgia

SEARCH Search Here

City Council | About Gainesville | Departments | Recreation | Visitors | IWantTo

home / departments / community development / 2030 comprehensive plan / compass survey

2030 Comprehensive Plan
Comp Plan Maps & Documents
Comp Plan Upcoming Workshops
Comp Plan News & Updates
Compass Survey

Compass Survey

What is the *Compass*, and Why?

The Gainesville 2030 Comprehensive Plan Compass survey (at the bottom of the page) is designed to provide an opportunity for city stakeholders – property and business owners, residents, employees, and anyone with a stake in Gainesville’s future - to communicate and clarify a vision for the next ten to twenty years. The *Compass* includes a series of images that should be ranked from one to five based on the level of appropriateness as a model for future development; and several multiple choice or short-answer questions on issues and priorities regarding future development and public improvements.

The *Compass* is divided into four sections based on four geographic areas:

1. **Citywide**– a broad category covering everything inside the city limits.
2. **Downtown / Midtown Core**- includes Downtown and Midtown; the Brenau University campus; the neighborhoods of Fair Street, Newtown, and Bradford-Ridgewood; the Green Street corridor; Rock Creek Greenway; and Gainesville High School.
3. **Intown / Suburban Neighborhoods**- includes all the residential and commercial areas around the Downtown / Midtown Core and north of the Norfolk Southern railroad right-of-way. The major corridors in the Intown/Suburban Neighborhoods are Atlanta Highway, Browns Bridge Road, McEver Road, John Morrow Parkway, Dawsonville Highway, Thompson Bridge Road, Park Hill Drive, Jesse Jewell Parkway, and Limestone Parkway.
4. **Economic Development Corridor (I-985 / East)**– includes the I-985 corridor and the areas of the city south and east of the Norfolk Southern railroad right-of-way. Major landmarks in the Economic Development Gateway are the Chocopee Mill Village, the Elachee Nature Center, Lee Gilmer Memorial Airport, the Allen Creek Soccer Complex, and several industrial / business parks.

The last three sections have two sets of character images - development and public space - while the Citywide section features images primarily related to identity and branding.

[Taking the *Compass* Survey](#)

Compass Results

• Profile of respondents

- Work in Gainesville – 74%
- Shop in Gainesville – 65%
- Live in Gainesville – 51%
- Own a property – 39%

• Approximately 63% of people live / work / shop in Gainesville

• Number of years lived in Gainesville

- Over 20 years – 34%
- 6-20 years – 25%
- 0 – 5 years – 21%

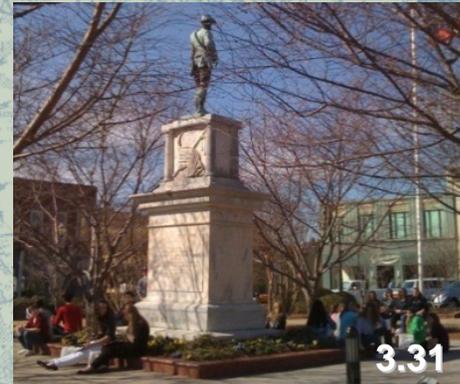
• Age group of respondents

- 36 to 50 - 37%
- Over 50 - 35%
- 21 to 35 – 15%

• Driving distance to work or school

- 5-10 miles – 25%
- Less than 5 miles – 23%
- 10-20 miles – 22%
- More than 20 miles – 16%

Compass Results: Citywide



Compass Results: Citywide



Compass Results: Citywide

- ***Favorite destinations:***

- Downtown Square
- Lake Lanier

- ***Important preservation targets:***

- Buildings around the Square
- Buildings along Green Street
- Historic Brenau buildings
- Municipal “quad”
- Train depot

- ***Popular parks / community facilities:***

- Wilshire Trails / Longwood Park
- City Park / Civic Center
- Francis Meadows Aquatic Center



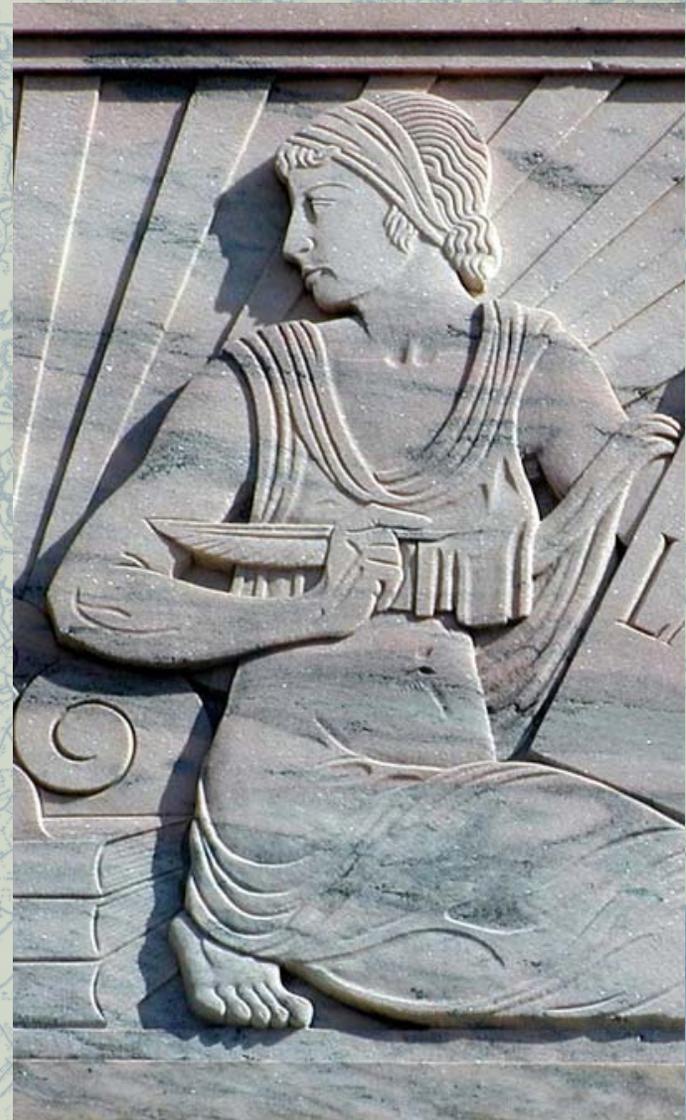
Compass Results: Citywide

- **Most important issue facing the city today:** economic development / job creation (40%); transportation (19%); education quality (12%); vacant properties (10%)
- **Highest priority for implementation:** general aesthetics / gateways (28%); better local retail (19%); better transit (10%); tourism / visitor center (10%)
- **Biggest obstacle to implementing improvements:** lack of funds (58%); lack of consensus / collaboration (42%)
- **Biggest challenge city will face in next ten years:**
 - Economy / economic growth
 - Increasing the tax base
 - Balancing growth and preservation



Compass Results: Citywide

- **Word / concept capturing “Spirit of Gainesville”:**
 - Big town with small town atmosphere
 - Lake Lanier
 - Southern, history, hometown
 - Diverse, melting pot, community
 - Some negative responses as well



Compass Results: Downtown / Midtown



Development



Compass Results: Downtown/Midtown



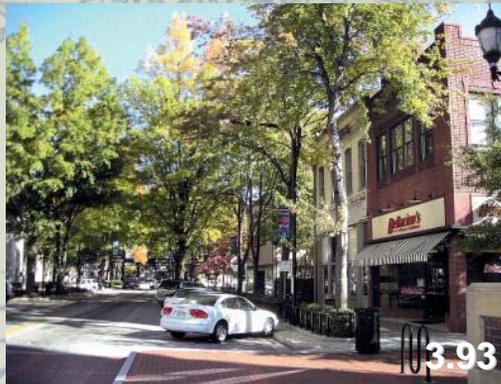
Development



Compass Results: Downtown / Midtown



Public Spaces



Compass Results: Downtown / Midtown



Public Spaces



Compass Results: Downtown / Midtown

- **Frequency of Downtown visits:** every day(56%); once or twice a week (19%); once or twice a month (19%)
- **Tasks / events bringing people Downtown:**
 - Work (25 responses); meetings
 - Dining / shopping; events in the Square
- **Retail patronage / need:**
 - *Frequent visits / high need:* coffee shops, upscale restaurants, drugstores, clothing stores, grocery, music stores, nightlife
 - *Occasional visits / some need:* gift stores / florists, professional services, boutiques / galleries, fast food
 - *Infrequent visits / little need:* dry cleaners, sporting goods / bike shop, home furnishings, toys / hobbies



Compass Results: Downtown / Midtown

- **New Downtown development:**

- *Most appropriate:* storefront infill; mixed-use development
- *Somewhat appropriate:* convenience retail, including grocery stores and drugstores
- *Not appropriate:* big box retail

- **New Midtown development:**

- *Most appropriate:* mixed-use development
- *Somewhat appropriate:* storefront retail; convenience retail, including grocery stores and drugstores
- *Not appropriate:* big box retail



Compass Results: Downtown / Midtown

- ***New housing development in the core:***

- *Most appropriate:* mixed-use development; multifamily lofts / condos
- *Somewhat appropriate:* townhouses / row houses; senior housing
- *Not appropriate:* multifamily housing; duplexes / triplexes; student housing; SF detached

- ***Downtown / Midtown open space / features:***

- *Most needed:* walking / biking trails; performance space / amphitheater
- *Somewhat important:* pocket parks; decorative fountain; urban plazas; urban gardens
- *Not essential:* active recreation (playgrounds, ball fields, tennis courts); swimming pool



Compass Results: Downtown / Midtown

- **Downtown / Midtown community facilities:**
 - *Essential:* performing arts center / theater; convention center; cultural arts center / museum; library / media center
 - *Somewhat important:* recreation center; health / wellness clinics; day care center
 - *Not essential:* elementary schools; secondary education; adult / continuing education
 - *Mixed feelings:* senior center
- **Existing community facility for improvement:**
 - Georgia Mountains Center
 - Library
 - Post office relocation



Compass Results: Downtown / Midtown

- **Transportation issues to resolve:**

- *Most important:* pedestrian safety / sidewalks; traffic congestion; streetscapes; parking supply / location
- *Somewhat important:* street condition; transit; wayfinding
- *Least important:* truck access (for delivery)

- **Most congested street / intersection:**

- *E. E. Butler*
- *Jesse Jewell Parkway*
- *Green Street*



Compass Results: Intown Neighborhoods



Development



Compass Results: Intown Neighborhoods



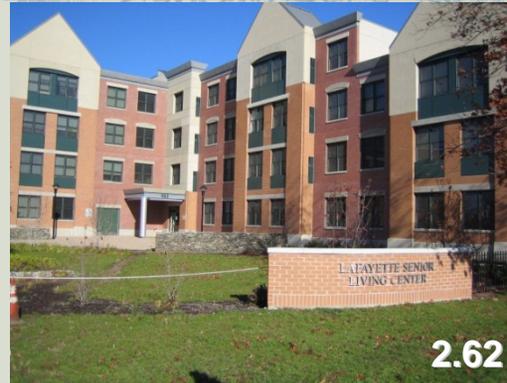
Development



Compass Results: Intown Neighborhoods



Development



Compass Results: Intown Neighborhoods

- **Types of new development:**

- *Most needed:* retail mixed-use; “town center” subdivisions
- *Somewhat needed:* hotels / motels; office buildings / corporate campuses
- *Not needed:* larger residential-only subdivisions; big box retail
- *Mixed feelings / not sure:* infill housing; multifamily housing; industrial / business parks

- **Appropriateness of new housing:**

- *Most appropriate:* SF detached; multifamily lofts / condos
- *Generally appropriate:* senior housing; townhouses / row houses
- *Not appropriate:* duplexes / triplexes; student housing; multifamily housing (split w/ appropriate)



Compass Results: Intown Neighborhoods

- ***Neighborhood community facilities:***

- *Most needed:* family recreation center
- *Somewhat needed:* senior center
- *Not needed:* continuing education / adult education / job training; health / wellness clinics
- *Mixed feelings:* library / media center; youth recreation center; day care center; cultural arts center / performing arts center / museum (split between yes and no)

- ***Existing community facility for improvement:***

- Community Service Center with senior facilities
- Expand Frances Meadows Center to include gym
- Clarks Bridge Olympic venue



Compass Results: Intown Neighborhoods

- **Neighborhood open space / features:**

- *Most needed:* walking / biking trails; pocket parks; community gardens
- *Somewhat important:* active recreation (playgrounds, ball fields, tennis courts);
- *Not essential:* decorative fountains; splash pad; swimming pool
- *Mixed feelings:* Performance space / amphitheater; large formal park

- **Most important issue related to Lake**

Lanier: lack of “Harbortown” development(34%); environmental conservation (25%); water quality / supply (24%); lack of public access (17%)



Compass Results: Intown Neighborhoods

- **Transportation issues to resolve:**

- *Most important:* pedestrian safety / sidewalks; streetscape appearance; traffic congestion;
- *Somewhat important:* wayfinding; transit service; parking supply / location; street maintenance; traffic speed
- *Least important:* traffic safety; truck traffic

- **Most congested street / intersection:**

- Green Street
- Jesse Jewell Parkway
- Browns Bridge Road
- Thompson Mill Road
- Dawsonville Hwy



Compass Results: Intown Neighborhoods

- **Lakeshore Mall patronage:** frequent visits (19%); occasional visits (38%); rare visits (35%); never visit (8%)
- **Desired improvements to Lakeshore Mall:** better retail options(36%); better interiors / aesthetics (19%); special events / offers (12%); needs to be completely redeveloped (33%)
- **Other Lakeshore Mall comments:**
 - Needs to be upgraded / redeveloped
 - Needs better mix of retail
 - Parking lot needs enhancement with trees and flower beds
 - Gainesville does not need more retail, it needs more natural / green / beautification areas and more mixed development areas



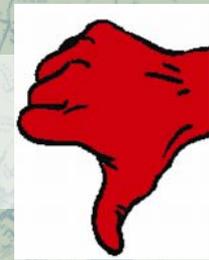
Compass Results – ED Corridor



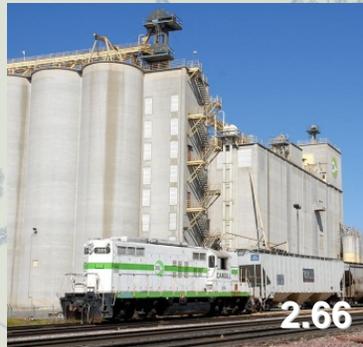
Development



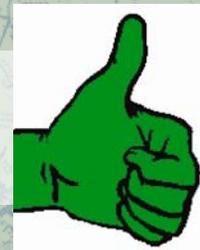
Compass Results – ED Corridor



Development



Compass Results – ED Corridor



Public Spaces



Compass Results – ED Corridor



Public Spaces



Compass Results: ED Corridor

- **Types of new development:**

- *Most appropriate:* office buildings / business parks; light industrial / warehousing
- *Generally appropriate:* recreational facilities / expansions; conventional / convenience retail
- *Not appropriate:* larger residential subdivisions
- *Mixed feelings:* heavier industrial / processing; big-box retail; multifamily / mixed-use development

- **Goods / services missing or desired:**

restaurants(26%); hotels / motels(24%); grocery stores (17%); drugstores (15%) auto repair (10%); dry cleaners (8%)

- **Existing land use to eliminate:**

- Add more green space in industrial parks, clean industries, remove Blaze and the rendering plants



Compass Results: ED Corridor

- **ED Corridor open space / features:**
 - *Most appropriate:* conservation areas / nature preserves; walking / biking trails; open space integrated into business parks
 - *Generally appropriate:* regional active recreation (sports fields)
 - *Not appropriate:* smaller neighborhood parks; large formal parks
- **Importance of green / sustainable design in new industrial development:** very important (66%); somewhat important (27%); not important (7%)
- **Main 985 gateway:** E. E. Butler (61%); Jesse Jewell (19%); Queen City (15%); Atlanta Highway (6%)
- **Gateway requiring most improvement:**
 - Exit 20 and Exit 22



Compass Results: ED Corridor

- **Transportation issues to resolve:**

- *Most important:* road connectivity; streetscape comfort / appearance; I-985 access; traffic congestion
- *Somewhat important:* pedestrian safety / sidewalks; traffic safety; road maintenance; truck traffic
- *Least important:* transit service; traffic speed

- **Most congested street / intersection:**

- Atlanta Highway
- Athens Highway



Compass Results: ED Corridor

- **Areas to benefit from additional planning:** Athens Street (30%); Gainesville Mill area (27%); Ridge Road (22%); Chicopee Mill / village (19%); none (2%)
- **Most important issue facing ED Corridor:** streamlining new industrial development (27%); conserving natural areas(22%); improving appearance / aesthetics (22%); cleaning up “island” annexation (14%); taking better advantage of airport (8%); improving neighborhood conditions (6%)

