



Vision 2030 – “The 15 Big Ideas”

- Create a culture of community wellness.**
- Support and sustain life-long learning.**
- Build an economy around emerging life sciences.**
- Encourage innovative growth and infrastructure development.**
- Promote cultural integration.**

■ By the year 2030....

1. **Downtown Hotel/Conference Center**

A state of the art hotel/conference center is located in downtown Gainesville and has been the catalyst for redevelopment in the downtown/midtown area.

- The Gainesville City Council has approved a proposal for Town View Plaza – changing to City View Center – includes two multi-story office towers and a hotel w/meeting space. In addition, this proposal includes a pedestrian bridge connecting the proposed hotel to The Georgia Mountains Center across Jesse Jewell Parkway. SPLOST VI funds include funding for the pedestrian bridge. Construction is underway on the Georgia Mountain Center Parking Deck and should be completed later this year.

2. **Culture of Wellness**

Gainesville-Hall County is a model for providing high-quality, affordable healthcare to its residents. We strive to create a culture of wellness among our residents and our community.

- HealthSmart Wellness Expo – The 3rd annual event is scheduled for October 7 at The Georgia Mountains Center.
- GET FIT/STAY FIT 5K – Just completed the second annual event and it drew 2,000+ from our community to participate in a 5k walk and run event. Plans are underway for 2010.

3. **Life-Long Learning**

All students in Gainesville, Hall County or private area High Schools have taken some classes from a post-secondary institution (Gainesville State College, Lanier Technical College, Brenau University, and North Georgia College) before they graduate. For some, it means graduation involves receiving three pieces of paper; a diploma, a training certificate from a post-secondary institution and a job offer from an employer.

- Education Consortium – Gainesville City Schools, Hall County Schools, Lakeview Academy, Lanier Tech, Gainesville State College, Brenau University and other private schools – meet every other month to discuss individual school activity and to determine opportunities for collaboration.
- The Featherbone Communiversality

4. **Post Office Re-located**

The Post Office has been relocated to Midtown Gainesville and the historic Green Street area has become a greater community asset.

- Community leaders have met with representatives of the US Postal Service to determine the specified requirements of a new facility when relocated. On-going activity is taking place with regard to finding several suitable locations for the new facility and funding mechanisms that could be utilized. SPLOST VI included funds for relocating the Post Office – the funds earmarked would be for the purchase of property.

5. **Green Space Initiative**

Gainesville-Hall County has the greatest amount of protected green space (parks, recreation areas and privately owned open land) of any urban county in Georgia. Elachee Nature Science Center in Chicopee Woods, Smithgall Woodland Garden and Don Carter State Park are key anchors of the green space effort. A highlight of the green space initiative is a network of pathways connecting North Hall, Gainesville & South Hall.

- The Vision 2030 Green Space Committee – chaired by Bill Andrew. The group has mapped existing Green Space in Gainesville/Hall County. The Green Space group is now working on coordinating efforts between the City and the County on specific pedestrian trails, specifically Central Hall Trail. SPLOST VI includes funds to continue the Central Hall Multi-Use Trail.

6. **Healthcare Center**

Gainesville-Hall County is a center for healthcare education, employment, life-sciences companies (including veterinary medicine) and medical-device manufacturers. These industries work closely together on training & research and fully utilize the Center of Innovation and Manufacturing Excellence at the Featherbone Communiversality.

- Brenau University Medical School Study – Brenau University and NGMC funded a feasibility study for a possible new medical school located on the Brenau University Campus.
- Northeast Georgia Medical Center recently opened the North Patient Tower, a \$180 million expansion of the existing facility. In addition, the Medical Office Park in South Hall that includes integrated and private physicians and an acute care facility is open. This level of expansion speaks volumes for the dedicated physician community in the Gainesville/Hall County area.

7. “Harbor Town” Mixed Use Community

There is a major mixed-use community on Lake Lanier, with restaurants, an amphitheater and commercial, retail and residential space. The community is a tourist attraction and considered a model for the creative blending of residential and commercial development.

- Lake Lanier Islands

8. Visitor’s Center

There is a state-of-the-art regional visitors’ center near Interstate 985 that makes Gainesville-Hall County the necessary first stop for tourists looking to explore Lake Lanier and the North Georgia mountains.

- Land has been identified on Exit 16 – Lake Lanier Convention and Visitors Bureau is taking the lead with this initiative. Funds have been designated in the SPLOST VI project list to build the facility.

9. Leadership

Gainesville-Hall County has a “Senior Leadership” program that is considered to be a national model. The community is utilizing the experience and expertise of the growing “55” and older population.

10. Theater Festival

Gainesville-Hall County hosts the Southeastern Community Theater Festival, which brings in groups from schools, colleges and local theaters from around the region every year to compete and learn from one another.

11. High Speed Rail

There is a high-speed rail service linking Gainesville with Athens and the University of Georgia, Atlanta and Hartsfield-Jackson Airport, Emory University and Georgia Tech. Each of these destinations is only a 30-minute trip from Gainesville.

12. Gainesville Bypass

There are highway bypasses around Gainesville, and traffic on downtown’s Green Street has lessened considerably.

13. Community of Towns

Future development preserves the traditional scale of Gainesville-Hall County buildings, streets and public spaces and encourages connectedness among residents, workers & visitors.

- Oakwood 2030
- The Village at Deaton Creek
- Flowery Branch Redevelopment Project
- City of Lula – Streetscape Improvements

14. Art Districts

There are unique art districts across Gainesville-Hall County, including ones centered on downtown Gainesville (theater, public art, visual arts, etc.) Lake Lanier (music, amphitheater), Chicopee Woods (outdoor art, amphitheater) and Gillsville/Lula (cultural arts, folk art, pottery).

15. OneHall – Model for Diversity

The Intercultural Arts Conference Center is a meeting place for groups looking to bring together Gainesville-Hall County’s diverse population to work on community issues and a center for ethnic culture and arts. OneHall, located at the Center, is an organization that connects across racial, ethnic and other barriers and provides opportunities for leadership development, networking, employment and programs about inclusion. OneHall is a national model for integrating residents of all cultures into the life of the community through a multitude of educational, informational, citizenship and English-language programs. School groups from across the region tour this facility to learn how ethnic groups can work together and learn from one another.