



MARKETWATCH 2.0

COMMENTARY · FACTS · QUESTIONS · OPINIONS

AN INSTANT REACTION

From time to time, we will provide **Real-Time** commentary to actions or events we feel are of keen importance, affecting the fabric of one or more of our North Georgia communities.

On Thursday afternoon of last week, in A SURPRISE MOVE, the Hall County commission “suspended” all the high-density zonings, and a host of other categories for “a 6 month period”. The **hard reality** is that a “**suspension**” is just political speak for **Moratorium**. What’s so hard for us to put our head around is that the moratorium resolution affects a huge portion of the Unified Development and Comprehensive Plan they adopted in **November 2024 (9 months old) and passed by the same commissioners now voting AGAINST their own plan**, with the chairman the lone exception. They wanted tens of thousands of dollars with studies and input from professional planning groups and thousands of hours getting community feedback, all undermined in a 15 minute discussion and vote. History tells us to expect 12 to 18 months, not just 6.

Norton **understands growth** better than most anyone, the “push me, pull you” of a two-headed beast unsure of which way to go. After 97 years of business, we have learned a moratorium is not an effective tool

to deal with the complexities of that growth, and tempers community energy, investment or progress.

In recent memory, **Forsyth County** placed a moratorium on all sewer expansion. The unintended consequence was the **acceleration of the middle-class population wave**, in both Cherokee and Dawson counties. Without question, surrounding cities and counties are leaping with joy over Hall County's stumbling.

Politicians implementing moratoriums seem to lose focus on the future, "the big picture" they think its like dying on some hill of Nobility. They cave when faced with "red shirts" or Facebook Bullies promoting misinformation and avoiding reasonable fact-based dialogue (intemperate discourse is awash on the internet) versus calmly representing the **224,000 people in the county they serve**. Hall County is now the 10th most populous county in Georgia – not small by any means. Shifting politics unsettles the vested local businesses, the community's energy, priorities, opportunities and possibilities.

Hall County and its municipalities are a 15 billion-dollar economy with a 12 billion-dollar combined tax base. Hall is a regional economic **powerhouse** envied by at least 150 other counties. Yes, growth is a double-edged sword, but growth has gotten Hall County where it is **TODAY**; great new schools, thousands of acres of parks, scores of recreation and library facilities, a strong system of paved roadways, sewer systems protecting our natural resources, a **world class** Medical community and first responders **poised and ready** county-wide.

What's needed is **consistency** versus walking back on generations of progress. The reality is that Moritoriums unleash a

plethora of **well-funded** lawsuits
and **devaluation** of Legacy Family farmland.

Growth pulled North Georgia out of
the **depth** of Appalachian despair, onto the
fertile valley of locally grown jobs, keeping
our children home, seeking quality
opportunities. We shop at home, work close
to home, go to school at home, go to
Hometown doctors...we don't have to go
anywhere else by our choosing, all paid for
in large measure by visitors, patrons and
employees in short drive distances.

North Georgia / Hall County were built by
giants, men and women with
tremendous **VISION** who ignored the noise
and did what was best for their community,
regardless of their **ELECTION**
PROSPECTS. Its time, once again, to walk
amongst **GIANTS**.

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