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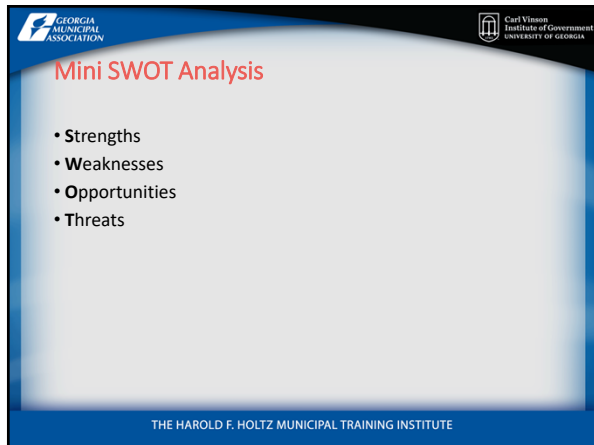
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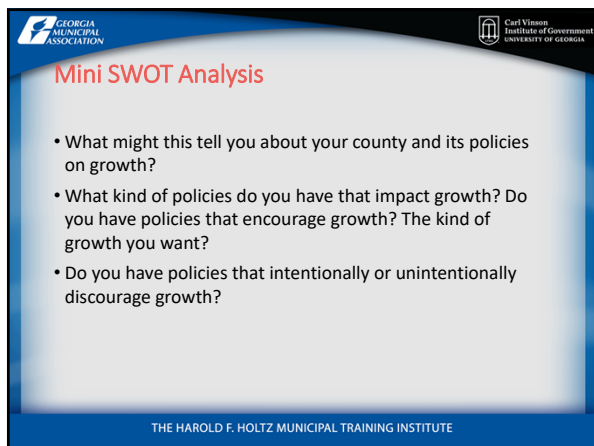
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## Today's Learning Objectives

- Examine various factors and reasons contributing to community growth and economic development
- Understand commission's policy-setting role in growth management & planning and its relationship to citizen quality of life
- Better understand the key elements of growth trends and strategies
- Provide tools, knowledge, and information on how to access resources needed to plan and manage growth
- Prepare commissioners to make well-informed decisions that maintain or increase the quality of life in their communities.

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## Economic & Community Development Specialty Track

- Community Revitalization
- Global Commerce & Georgia's Targeted Industries
- Land Use & Planning
- *Managing Growth*
- Regional Economic Development Training
- Tax Incentives & Financing for Economic Development
- Understanding Local Economic Development Assets
- Workforce Development & Education

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## History of Comprehensive Planning

- 1983: Georgia Constitution:
  - Local governing authorities may adopt plans and exercise power of zoning
- 1989: Georgia Assembly passes The Georgia Planning Act
- 2012: DCA passes revised Local Planning Requirements (2018 Updates)

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## Comprehensive Planning Research

Research out of the University of Georgia:

- Counties that consistently follow the county's comprehensive plan can expect a 17% increase in employment over 5 year span.

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## Cost of Community Services Studies

- Different land uses have different tax revenues and different level of services



American Farmland Trust  
Assessing the Cost of Community Services

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## A Look at Demand

- One-third of current buyers want smart growth / new urbanism features
- By 2030 about 40-50+ million households will want smart growth / new urbanism features

- Gregg Logan, RCLCo Manager, from EPA Large-Production Builders Conference Jan. 2007
- A.C. Nelson, Ph.D, FAICP, from Rebuilding Florida, May 2007

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## A Look at Demand: Neighborhood Preferences

- Walkable amenities located close to housing, alongside a strong dislike for high density development
- Convenient access to public transport, better street connectivity
- Space for walking and cycling
- Short commuting times
- Whole sweep of walkable neighborhood characteristics: buyers were prepared to pay a premium for homes in higher density, mixed use, pedestrian-friendly neighborhoods relative to similar homes in more conventional suburban settings.

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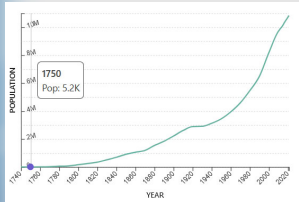
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## Population of Georgia



2021 estimate puts Georgia's population at 10,830,007 million.

Georgia at 3.03% growth which makes it one of the faster growing states in the country (11th).

Georgia Population. (2019-01-24). Retrieved 2019-04-03, from <http://worldpopulationreview.com/states/georgia/>

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## Population of Georgia: Projections

Year	Total Population	White NH	Black NH	Hispanic
2021	10,820,919	5,571,619	3,432,532	1,101,474
2031	12,085,763	5,965,260	3,854,561	1,390,036
2041	13,106,620	6,153,464	4,217,771	1,689,535
2051	14,042,674	6,153,464	4,217,771	1,689,535

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### Population of Georgia

- The South is the fastest growing region in the United States, according to newly released data from the 2020 census.
- The region had a 10.2% increase in population over the last decade
- Georgia grew by 10.6% in that time period

*Katherine Burgess, Memphis Commercial Appeal April, 2021*

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### Population of Georgia

- The South leads the way with 10 of the top 15 fastest-growing large U.S. cities (with a population of 50,000 or more)
- On average, small cities and towns (those with fewer than 5,000 people) have seen uneven growth across U.S. regions: Southern small towns grew by 6.7%.

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### Population of Georgia

- Bryan County, Georgia: sixth fastest growing county in the country
  - added 14,507 people, an increase of 48%.
  - 44,738 people in 2020, up from 30,233 in 2010.
- Forsyth County grew at 43%
- Columbia County grew 26%
- Outside of metro Atlanta, the counties with the higher growth rates tend to be smaller.
- More than 50% of the population growth in Georgia was in the metro Atlanta counties of Gwinnett, Fulton, Cobb, Forsyth and DeKalb counties

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## Population of Georgia

**The fastest growing counties in Georgia since 2010**

- Bryan County, 44,738, 48%
- Forsyth County, 251,283, 43.2%
- Oconee County, 41,799, 27.4%
- Columbia County, 156,010, 25.8%
- Jackson County, 75,907, 25.5%
- Cherokee County, 266,620, 24.4%
- Effingham County, 64,769, 24%
- Barrow County, 83,505, 20.4%
- Dawson County, 26,798, 20%
- Towns County 12,493, 19.3%

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## Population of Georgia

- A large swath of southwest Georgia is home to counties with the largest percentage decrease in population since 2010.
- Dooly County, lost one-fourth of its population, falling to 11,208 residents from 14,912 in 2010, a decrease of 24.9%
- Taliaferro County remained the smallest county in the state. Its census of 1,559 residents fell 9% since 2010.

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## Principles of Quality Growth

- 10 principles
- Their application will be different in different counties depending on your demographics, your strengths, your assets....

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### Create Range of Housing Choices



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### Create a Range of Housing Choices



Adapted from the ABCs of ADUs

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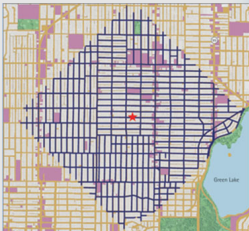
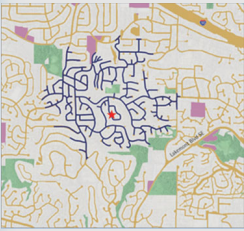
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### Create Walkable Neighborhoods



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Create Walkable Neighborhoods



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Encourage Collaboration



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Foster Distinctive, Attractive Communities



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## Foster Distinctive, Attractive Communities

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## Make Development Decisions Predictable

### Zoning Process

- The applicant obtains an application from the Planning Department.
- All necessary information is included in the application: site plan, legal description, picture(s) of the property, and fees.
- The planning technician will begin processing the application.
- The GIS division prepares maps for the proposed rezoning site.
- Information about the site plan is sent to Transportation Planning, Traffic Engineering, and Engineering departments to be reviewed.
- The application then goes before the Planning Advisory Commission (PAC).

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## Make Development Decisions Predictable

**"We are easy to work with because we know what we want."**

Bryan Thompson, Former Mayor, City of Brunswick

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### Mixing Land Uses



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### Preserve Open Space, Farmland



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### Provide a Variety of Transportation Choices



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### Provide a Variety of Transportation Choices



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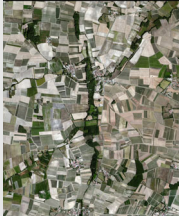

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### Strengthen Existing Communities



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### Take Advantage of Compact Building Design



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### Applying the Principles:

- “If the region represents the economic scale of real cities, the neighborhood represents the human scale.”  
• Kaid Benfield

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### Features:

#### Street Trees; On-Street Parking



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### Connectivity



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### Community Open Space



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### Front Porches, Garage Apartments



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### Preserved Natural Features



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## Infill Development

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## Mixing of Uses

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## Mixing of Uses

A Checklist for Planning Uses:

- ☐ linked by sidewalks?
- ☐ complementary / support each other economically?
- ☐ Convenient walking distances
- ☐ Parking separate from pedestrians
- ☐ Round-the-clock activity

Figure 3. Height and Scale in Mixed-Use Development

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A presentation slide with a blue header and footer. The header contains the Georgia Municipal Association logo on the left and the Carl Vinson Institute of Government logo on the right. The main content area is white with a blue border. The title 'Plan for it!' is in red, and the bullet point 'What are you planning for?' is in black. The footer contains the text 'THE HAROLD F. HOLTZ MUNICIPAL TRAINING INSTITUTE' in white.

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## Implementation Tools

- Comprehensive Plan
- Capital Improvement Plan
- Zoning
- Form-Based Codes
- Overlay Districts
- Planned Unit Development Districts

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### Implementation Tools

- Development Standards
  - Utilities location
  - Subdivision requirements
  - Stormwater management
  - Road construction standards
  - Sidewalk requirements / Allowable block lengths
  - Grading standards

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### Implementation Tools

- Lot Size Averaging
- Site Plan Approvals
- Sign Ordinances
- Natural Features Preservation
  - Agricultural Overlay
  - Ridgeline / Steep Slope Protection
  - Stream Corridor Protection
  - Tree Preservation

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### Implementation Tools

- What tools do you currently use?
- Are they working? Problems or issues using them?
- What tools do you want to use in the future?

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## Implementation

Plan

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Policies

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Tools =

## Implementation

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## Policies

- A deliberate system of principles to guide decisions and rational outcomes
- A statement of intent implemented as procedure or protocol

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## Resources



More Information. Smarter Decisions.

### Georgia County Snapshots

Obtain a quick overview of basic statistics for the state or a county.

### Detailed County Profiles

View more detailed statistics in areas such as agriculture, education, economics, health, transportation and more.

### Data Topics

View data and visualizations for counties, organized by topics including Agriculture, Economics, Education and Demographics.

### Data Tables

Access and download data tables from the Georgia County Guide using Excel.

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### Resources

- Georgia Department of Community Affairs:
  - Community plans, data & reports
  - Census data
  - Planning Rules
  - Maps
  - Annexation reporting

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### Creating Community À la City Comforts

1. Build to the sidewalk
2. Parking in back
3. Lots of openings (doors & windows)

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### Building Sustainable Community À la ICMA

1. Maximize Resources
2. Engage Stakeholders
3. Communicate

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### Creating Community

- *What will you do or approach differently in your county based on something you learned today?*

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“Remember that our children and grandchildren will ask not what we said, but what we did. Let us give an answer then, of which we can be proud.”



*His Royal Highness The Prince of Wales*

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### Managing Growth is about **CREATING COMMUNITY**



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## Managing Growth is about **CREATING** COMMUNITY



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## Economic & Community Development Specialty Track

- **Managing Growth** ✓
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- Understanding Local Economic Development Assets
- Regional Economic Development Training

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## Thank You!

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