

TODAY'S AGENDA

1. INTRODUCTIONS

2. COMPREHENSIVE PLAN BACKGROUND & PROCESS

3. COMMUNITY SURVEY

Review Feedback & Responses

4. ACTIVITY

SWOT Analysis

5. DISCUSSION OF VISIONS/GOALS/STRATEGIES

BUDGET ALLOCATION EXERCISE REVIEW

6. REVIEW CITY'S FUTURE LAND USE MAP

7. NEXT STEPS

**GARDEN
CITY
2040**

**ADVANCING TOGETHER
REDEFINING TOMORROW**



Jackie Jackson



Nic Fazio



Asia Hernton



Kait Morano

YOUR TEAM

WHAT WE DO

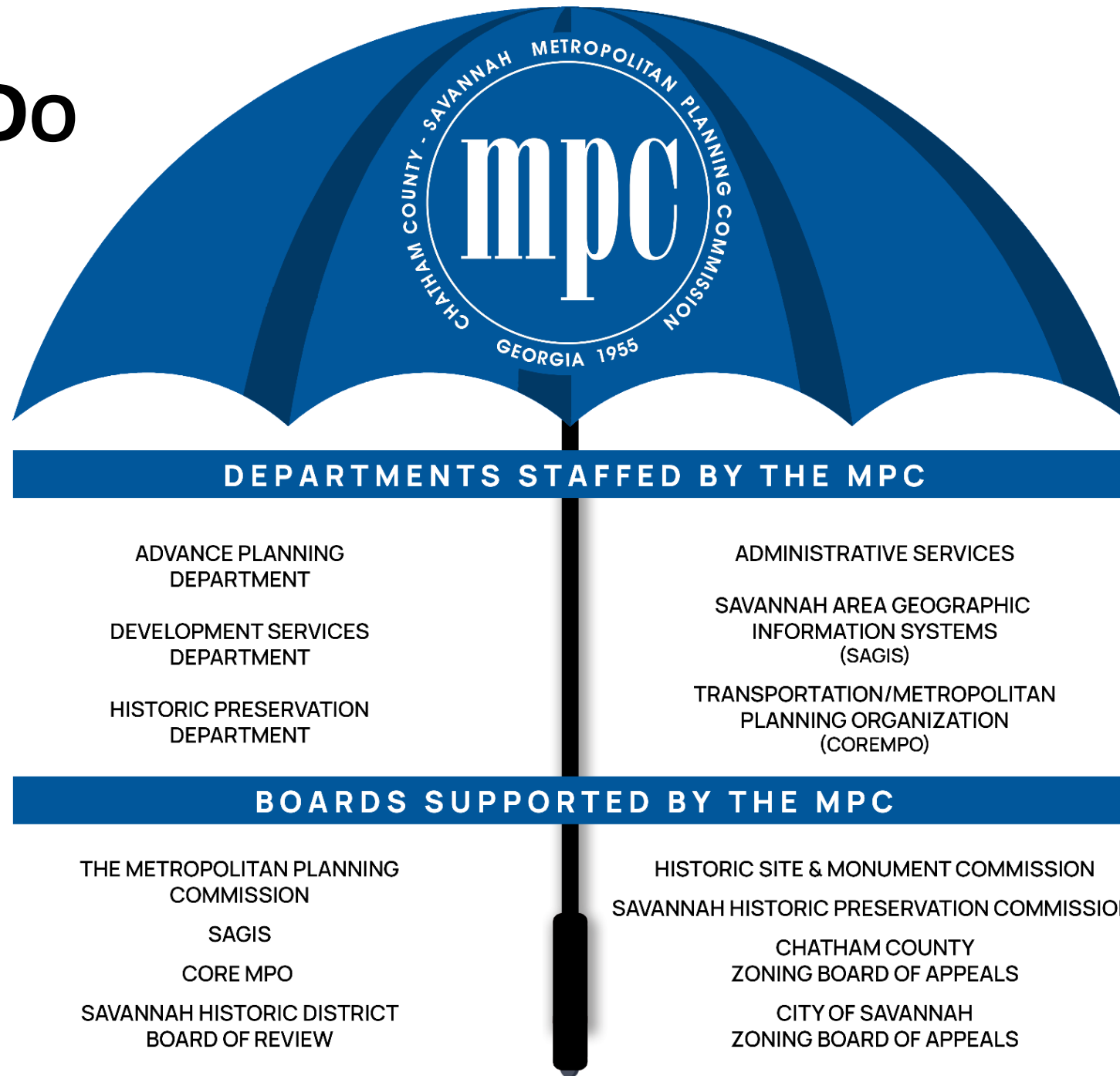
- Transportation Planning (CORE MPO)
- Historic Preservation Planning & Review
- Environmental & Resiliency Planning
- Urban Planning
- Development Services & Zoning
- Savannah Area GIS (SAGIS)
- Special Projects and Plans
- Grant Management

FRESH PERSPECTIVE

LOCAL KNOWLEDGE

PROVEN RESULTS

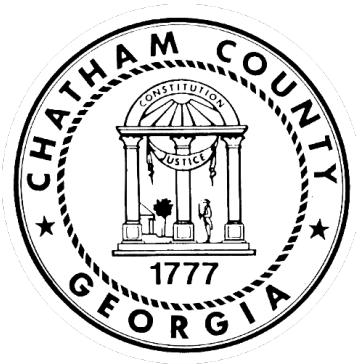
WHAT WE DO





PLAN 2040

COMPREHENSIVE PLAN UPDATE

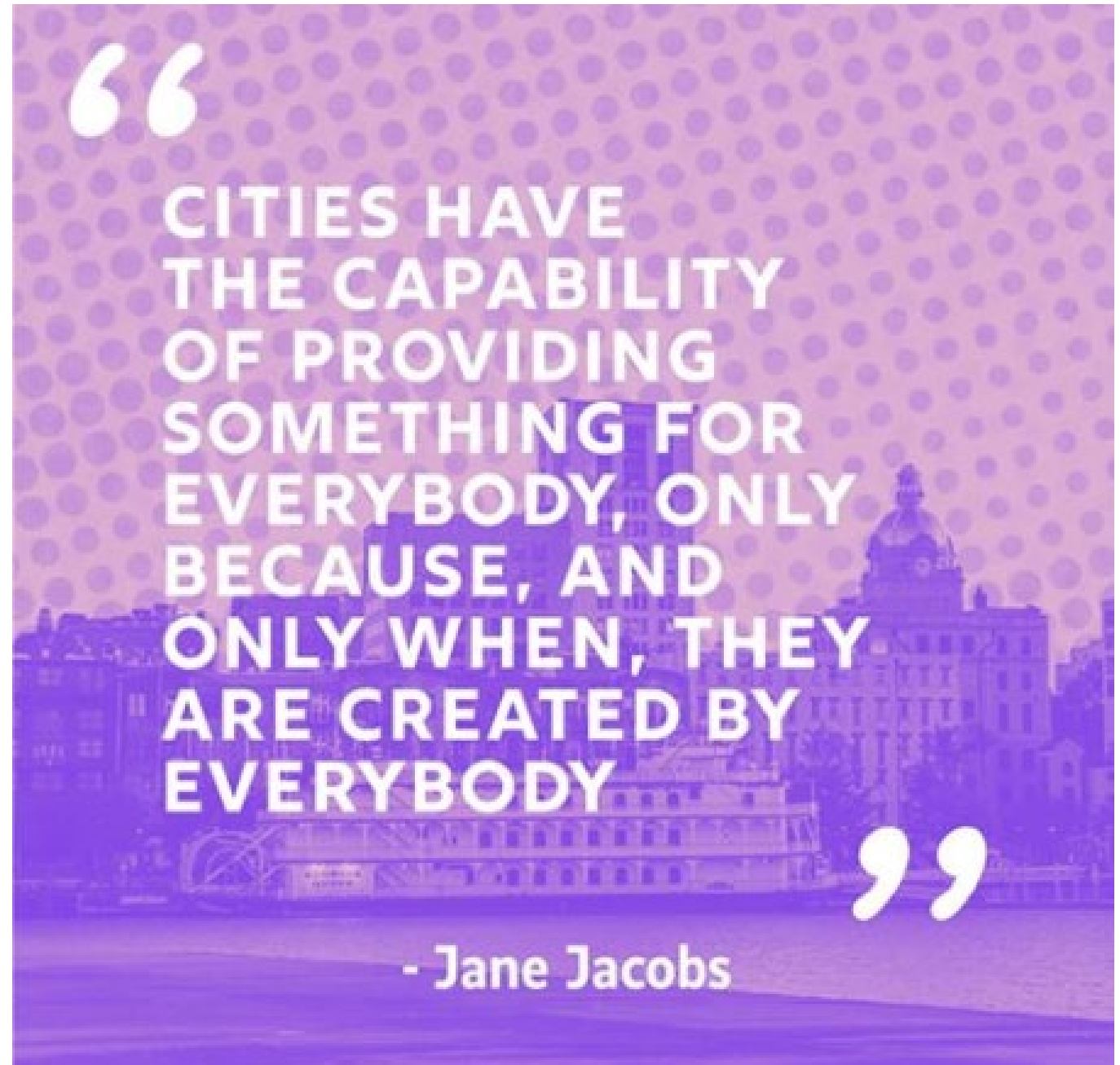


GARDEN CITY 2040

**ADVANCING TOGETHER
REDEFINING TOMORROW**

**GARDEN CITY'S
PLAN 2040**

- Since the 1980's, the MPC has been the entity overseeing the update and submittal of Comprehensive Plans.
- Last full update of the Garden City Comp Plan was done in 2008 with minor amendments approved in 2011 and 2016.
- We are also updating Comprehensive Plans for Unincorporated Chatham County, Pooler, and the City of Savannah.





And the Answer is...

**PLAN
2040**

ADVANCING TOGETHER
REDEFINING TOMORROW

A **Comprehensive Plan** presents a **vision for the future**, with long-range goals and objectives for all activities that affect the local government such as Transportation, Landuse, Historic Preservation and Natural Resources.

Most plans are written to provide direction for future activities over a 10-to 20 year period after plan adoption. However, plans should receive a review and possible update every five years.



Make sure your opinion is heard,
Follow us **@PLAN_2040** for updates...

WHAT *IS* A COMP PLAN?

- Comprehensive Plan process overseen by the Georgia Department of Community Affairs (DCA).
- Each local government must prepare, adopt, maintain, and implement an approved comprehensive plan as specified in the State of Georgia's standards to maintain "Qualified Local Government" (QLG) status.
- QLG status allows access to financial resources to aid in implementing their plans (ex. CDBG, GEFA, CIG, water/sewer loans, OneGeorgia Authority funds, etc.).
- The "Comp Plan" is intended to be a guide for the community's future.



- The Comp Plan's vision, goals and strategies is developed through a public process of involving community leaders, stakeholders, and residents in making key decisions about the future of the community.
- Intended to be a resource to track implementation of community-based policies as well as create an environment of predictability for local government, business and the general public.

**SOMETIMES YOU HAVE TO LOOK
BACK TO MOVE FORWARD...**

THE COMP PLAN 2016 UPDATE

*Did you know that our last
comprehensive plan update
was completed in 2016?
Check bio for link...*

Check out our previous plan
Follow us @PLAN_2040 for updates...

HIERARCHY OF POLICY DIRECTION IN A COMP PLAN

Goals, Objectives, and Policies are the typical framework for the overall policy direction established in the Plan

- **“Goals”** are general overarching, broad statements describing the direction that a community wants to go.
- **“Objectives”** are statements describing how those goals should be reached and are measurable and achievable.
- **“Strategies”** are statements of specific actions that should be taken, identifying the responsible party/parties, the time frame within which the action should occur, and other details for implementation to occur.



- The Comprehensive Plan must include the required plan elements specified in the “Required for” column to the right.
- However, the City will be going beyond these minimum required elements to enrich the Comprehensive Plan with other elements to ensure the document is fully applicable to the community.

PLAN ELEMENT	REQUIRED FOR
Community Goals	All Local Governments
Needs and Opportunities	All Local Governments
Community Work Program / Short Term Work Program	All Local Governments
Economic Development *(Chatham is a Tier 3)	Communities in Georgia Job Tax Credit Tier 1
Land Use Element	Communities with Zoning
Transportation Element	If included in a Metropolitan Planning Organization (CORE MPO)
Housing Element	HUD CDGB Entitlement Communities (Metropolitan Areas (MAs) or other cities within MAs that have populations of at least 50,000 and meet other criteria)

GARDEN CITY'S PLAN 2040 ELEMENTS



- 1) Executive Summary
- 2) Community Profile
- 3) Community Vision and Goals**
- 4) Economic Development**
- 5) Land Use**
- 6) Transportation**
- 7) Housing
- 8) Natural Resources
- 9) Quality of Life
 - a) Community Health
 - b) Education
 - c) Public Safety
 - d) Broadband**
 - e) Historic & Cultural Resources
- 10) Community Strategic Plan & Work Program (STWP)**
- 11) Community Participation Program**
- 12) Service Delivery Strategy (Current)**

PROJECT TIMELINE

- The 2021 update must be approved and adopted by Garden City's Council.
- Lastly, the plan must be approved by the Georgia Department of Community Affairs by October 31, 2021.

PLAN 2040

TIMELINE

The following is a timeline for Plan 2040 — Garden City Comprehensive Plan.

2020	
September	Public Meeting for CORE MPO to give background on Comprehensive Plan history and update process
September	Public Meeting for City to give background on Comprehensive Plan history and update process
October 2020 — March 2021	MPC internal review of document and data
October	Comprehensive Plan Update Kickoff
November 2020 - February 2021	Plan Element Subcommittee Meetings
November 2020 - February 2021	Community outreach to gain public input, comments, and feedback
2021	
April — May	Community outreach to present final draft and maps for public comment
July	City Council Meeting to present final draft for comment (DCA requires 2 public hearings)
August (45 Days)	Forward to DCA and Coastal Regional Commission (CRC) for review and comment
September	Make any changes to Comprehensive Plan as required by DCA and CRC
September	Present to Garden City City Council for Final approval
October 31st	State deadline for adoption

PHASE 1

UNDERSTAND & EXPLORE

Project Kick Off & Work Plan
Background Review & Research
Pop-up Outreach

SEPT

OCT

NOV

DEC

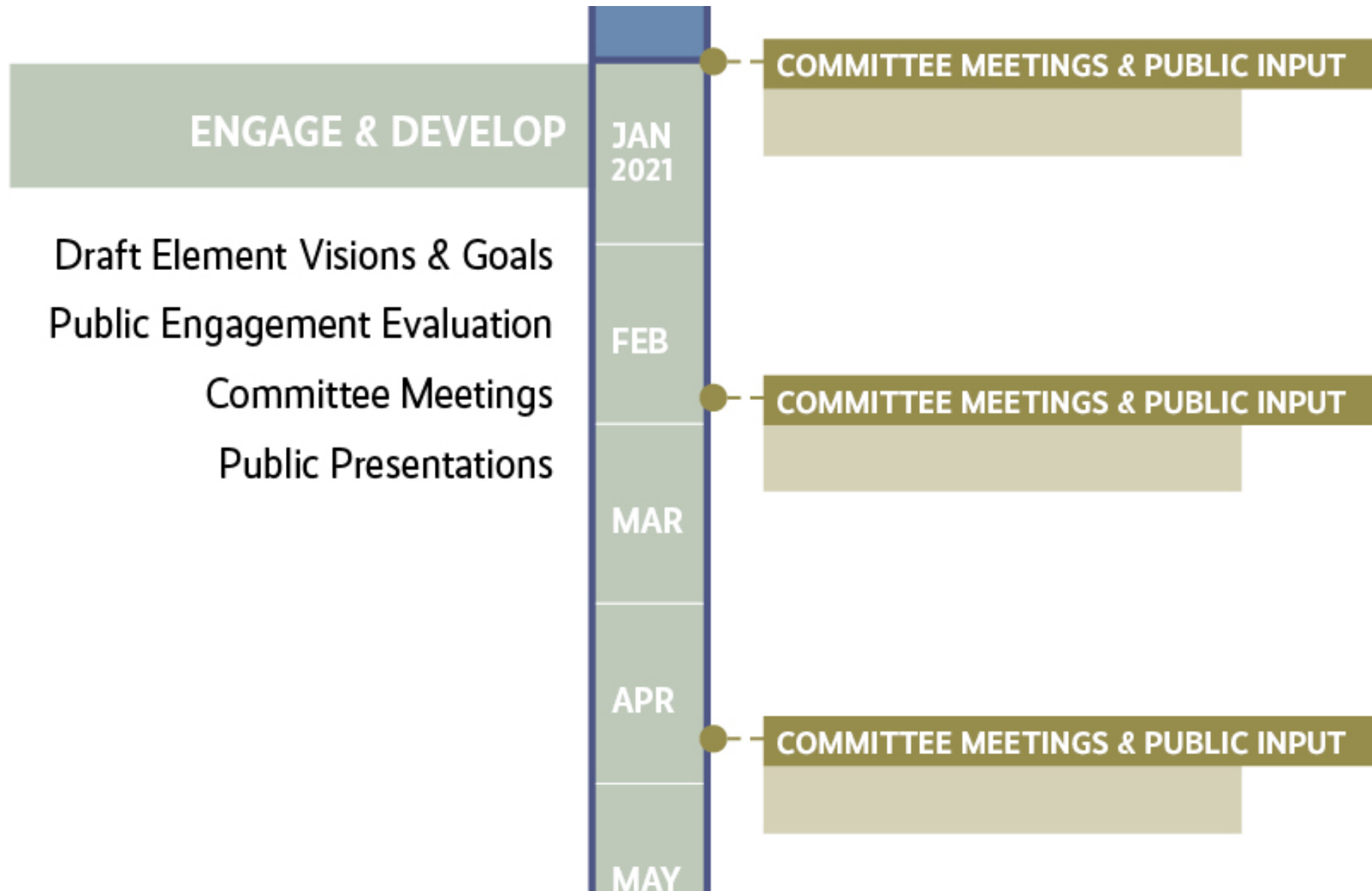
KICK OFF

POP-UP OUTREACH EVENTS

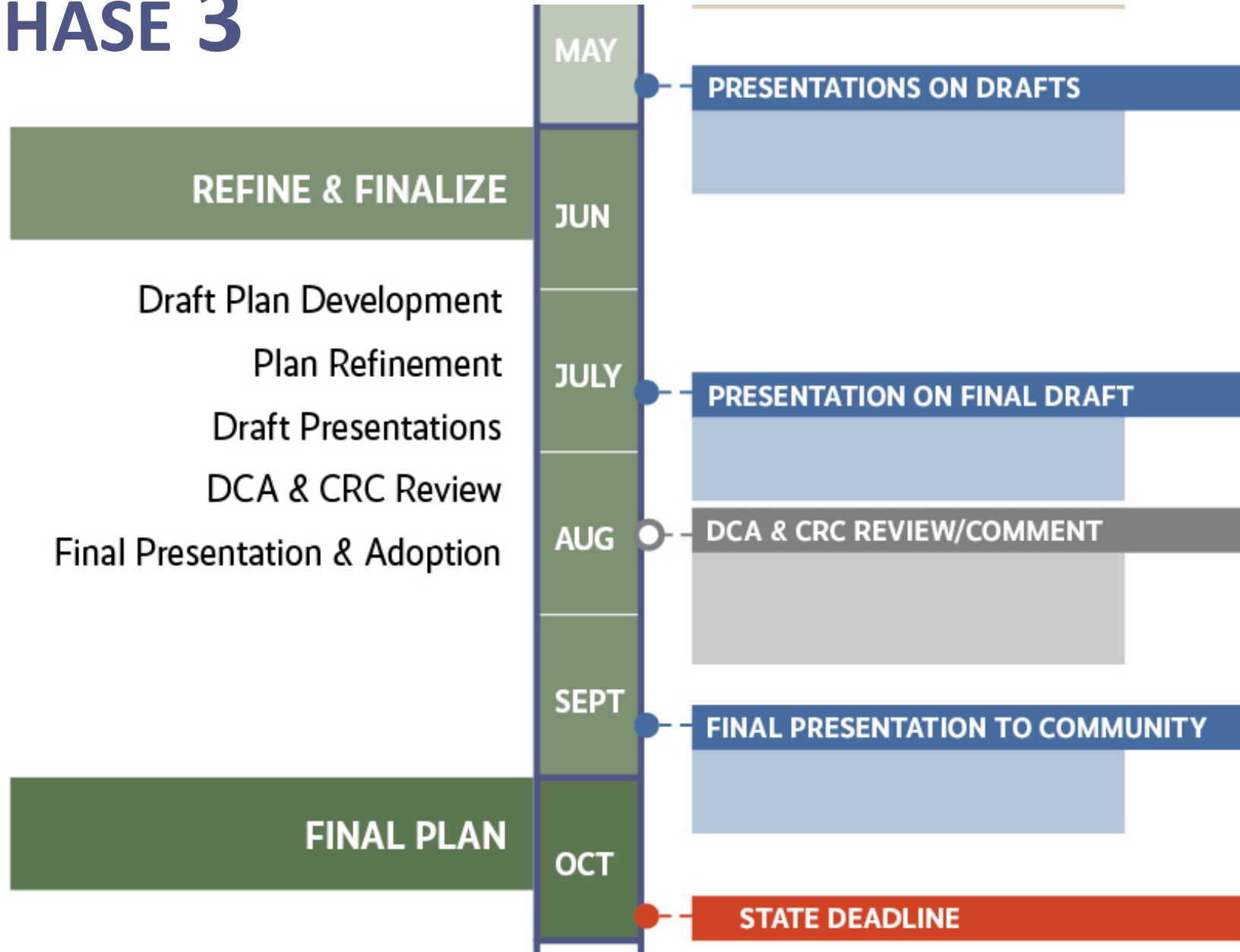
WE'RE HERE



PHASE 2



PHASE 3



HAPPENING NOW!

A Community Survey!

Includes topics on:

- Land Use
- Transportation/Infrastructure
- Housing
- Climate Change & Sea Level Rise
- Education
- Public Safety
- Historic/Cultural Resources
- And others

Make sure your opinion is heard,
Follow us **@PLAN_2040** for updates...

- Stay informed by following us on Instagram [@plan_2040](https://www.instagram.com/plan_2040) and
- Going to the Plan's website at www.mpc.compplan2040.org
- Forward any questions or comments to plan2040@thempc.org
- Or call us on the dedicated Comp Plan feedback line at 912-651-1480

COMMUNITY PARTICIPATION

Community input opportunities allowing input and feedback on goals and strategies will continue until early February.

Make sure your opinion is heard,
Follow us **@PLAN_2040** for updates...

plan2040@thempc.org



www.mpc.compplan2040.org

As we ramp up for Garden City's PLAN 2040...
You might be thinking...

**WHERE CAN I FIND
MORE INFORMATION
ABOUT PLAN 2040?**

...

Simple! Our website is up and running and will be updated daily!
Feel free to give us comments, we look forward to hearing from you.

Check blo for link...

Your input is valuable and important,
Follow us **@PLAN_2040** for updates...

THE
JOURNEY
BEGINS...

GARDEN CITY
2040

Metropolitan Planning Commission is updating
Garden City's Comprehensive Plan.

Your input is valuable and important,
Follow us @PLAN_2040

WHAT ARE THE
ELEMENTS OF A
COMPREHENSIVE
PLAN?

*Check back for a
breakdown...*

Your input is valuable and important,
Follow us @PLAN_2040 for updates...

The MPC Presents Garden City's...
PLAN 2040
COMPREHENSIVE PLAN SURVEY
**SHARE YOUR
THOUGHTS**

Your input is valuable and important,
Follow us @PLAN_2040 for updates...

COMMUNITY ENGAGEMENT & SOCIAL MEDIA

**OUR SURVEY HAS
LAUNCHED**

PLAN
2040

GARDEN CITY
2040

PLAN
2040

www.surveymonkey.com/r/MPCPlan2040

Link is in our Bio!
Follow us @PLAN_2040 for updates...

you know...



ECONOMIC DEVELOPMENT

The Economic Development policies and activities of Garden City encourage development and expansion of businesses and industries available for the community. This element is an inventory and assessment of the community's economic base, labor force characteristics, and employment opportunities and resources. It is the base for developing policies for the economic well-being of the community.

Your input is valuable and important,
Follow us **@PLAN_2040** for updates...



HOUSING

The Housing element of the Comprehensive Plan is an inventory and assessment of the community's housing stock, as well as a discussion of the issues and needs associated with housing within Garden City. In the plan we identify major housing problems, determine future needs, and develop a plan for managing housing development in the future.

Did you know...

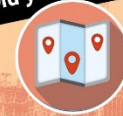


QUALITY OF LIFE

Unlike other communities, Garden City's Comprehensive Plan also includes an inventory and assessment of the following issues within its Quality of Life element: Public Safety, Health, Education, Natural Resources, and Historic and Cultural Resources.

Your input is valuable and important,
Follow us **@PLAN_2040** for updates...

Did you know...



LAND USE

The Land Use element of the Comprehensive Plan provides a history of development in Garden City, as well as existing and future development patterns. Due to unique attributes, each area of study requires careful assessment and planning to protect physical and environmental resources and chart future growth and stewardship.

Your input is valuable and important,
Follow us **@PLAN_2040** for updates...

Did you know...



TRANSPORTATION

Transportation policy decisions and transportation project designs can have a profound effect on things like mode choice, land uses, economic development, the natural environment, health, and general quality of life.

Your input is valuable and important,
Follow us **@PLAN_2040** for updates...



HOW CAN I PARTICIPATE IN THE UPCOMING PROCESS?

Simple...

We have listed out some
important ways for you to
participate in Garden City's
PLAN 2040.

POP-UP EVENTS:

1. NOVEMBER 21 – FORSYTH FARMER'S MARKET
2. NOVEMBER 24 – GARDEN CITY SENIOR CENTER
3. DECEMBER 12– FORSYTH FARMER'S MARKET
4. JANUARY 9 – FORSYTH FARMER'S MARKET

PUBLIC MEETINGS:

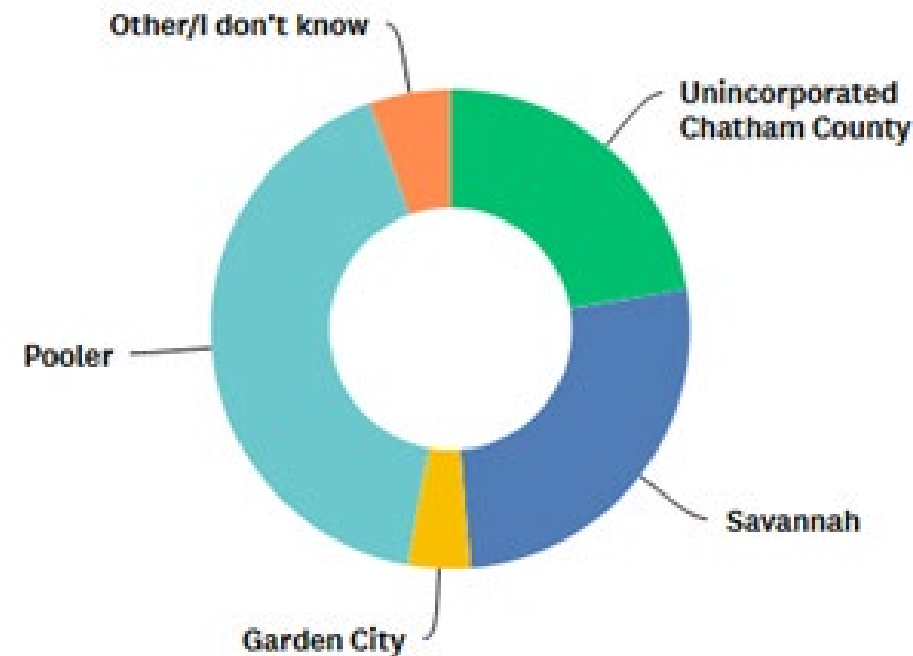
5. DECEMBER 9– GARDEN CITY GYM PUBLIC MEETING
6. DECEMBER 15 – 1ST CITY HALL PUBLIC MEETING
7. JANUARY 2021 – 2ND CITY HALL PUBLIC MEETING

ONLINE PUBLIC VIRTUAL MEETING DATES:

8. TUESDAY, JANUARY 19 5:30 P.M.
9. WEDNESDAY, JANUARY 20 10:30 A.M.
10. WEDNESDAY, JANUARY 20 3:00 P.M.

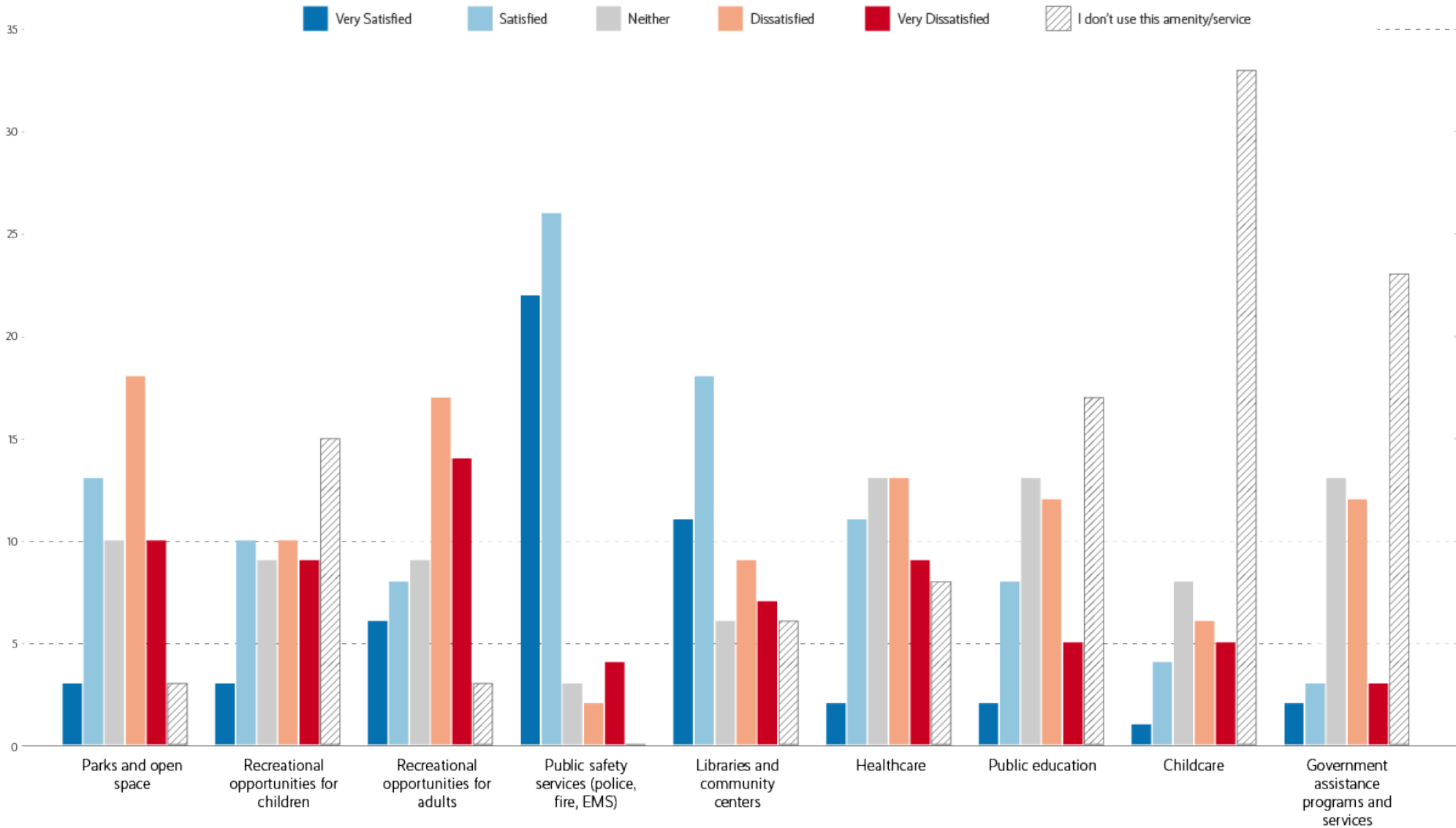
SURVEY RESPONSES HIGHLIGHTS

Current Garden City Survey Response Count: 65

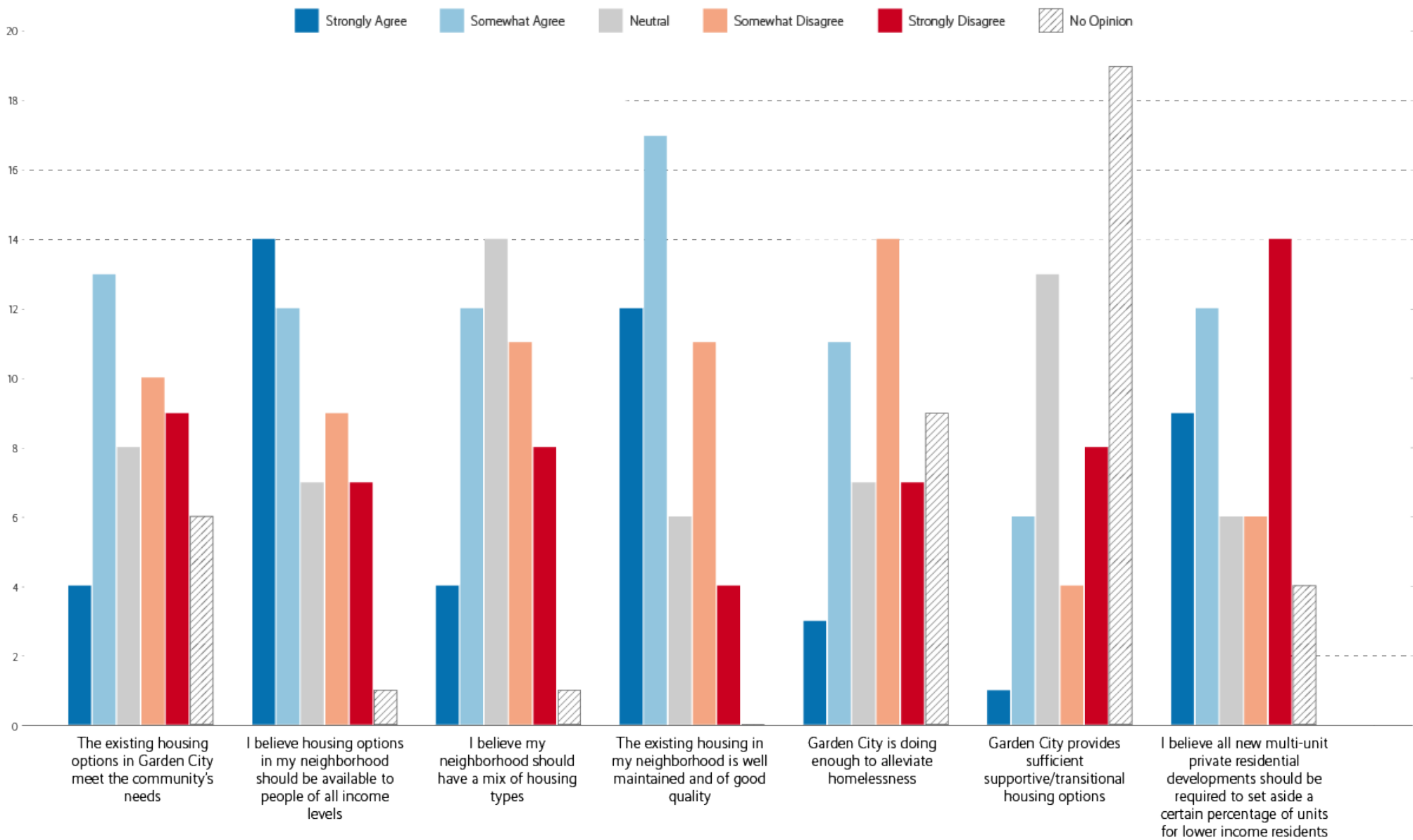


ANSWER CHOICES	RESPONSES
Unincorporated Chatham County	22.35% 344
Savannah	26.32% 405
Garden City	4.22% 65
Pooler	41.65% 641
Other/I don't know	5.46% 84
TOTAL	1,539

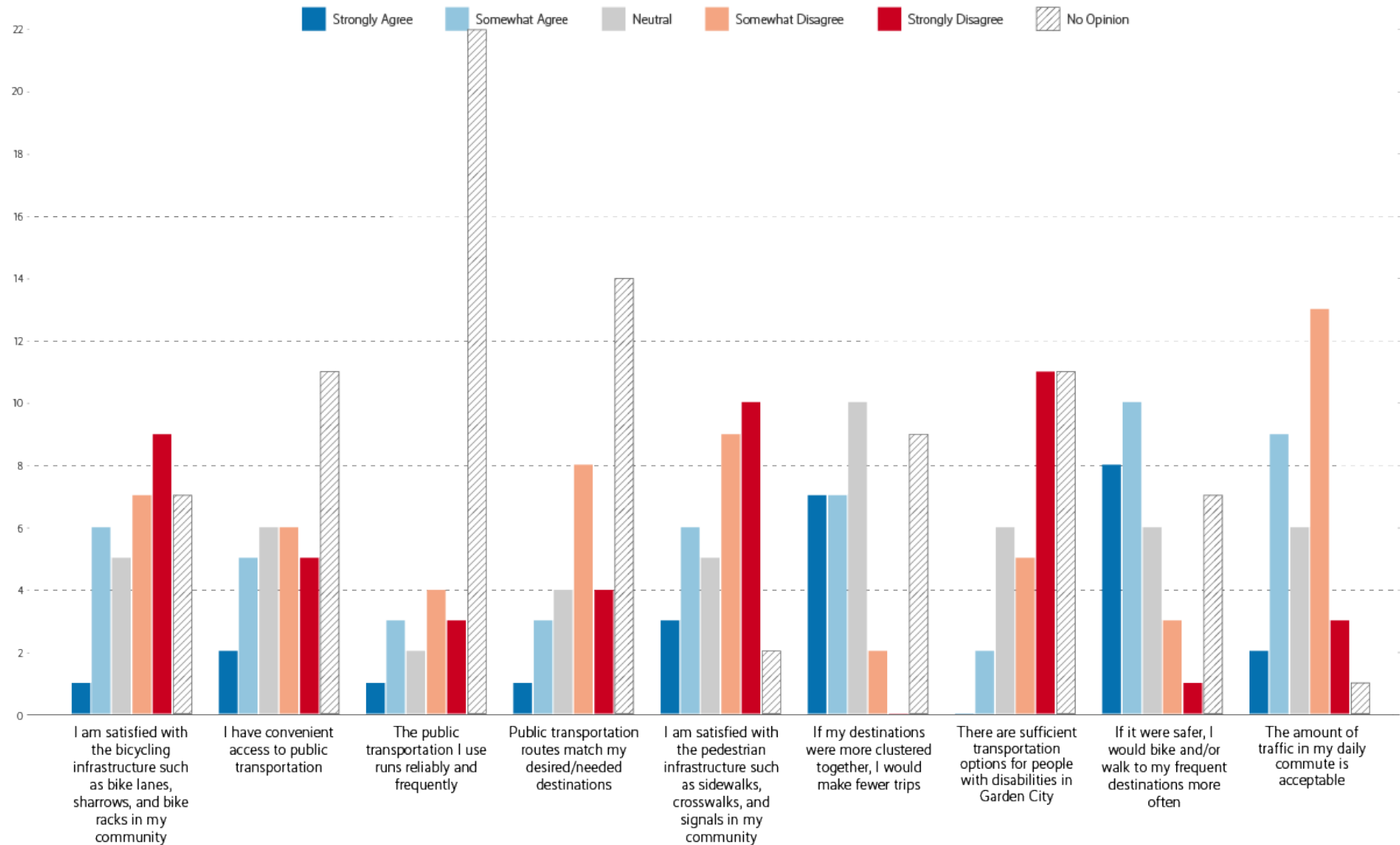
Please rate your satisfaction with the following public amenities and services in your community.



How strongly would you agree with the following statements about housing in Garden City?



How strongly would you agree with the following statements about transportation in Garden City?



BY THE NUMBERS



WITH THE WORLD'S
URBAN POPULATION
PROJECTED TO
REACH 60% BY
2030, URBAN
PLANNERS FACE A
WHOLE NEW SET OF
CHALLENGES IN THE
21ST CENTURY

GARDEN CITY BY THE NUMBERS

BY THE NUMBERS

WHAT'S GOING ON IN GARDEN CITY

POPULATION

Total Population

8,936

Median Age

31.1



% Foreign Born

14.1%

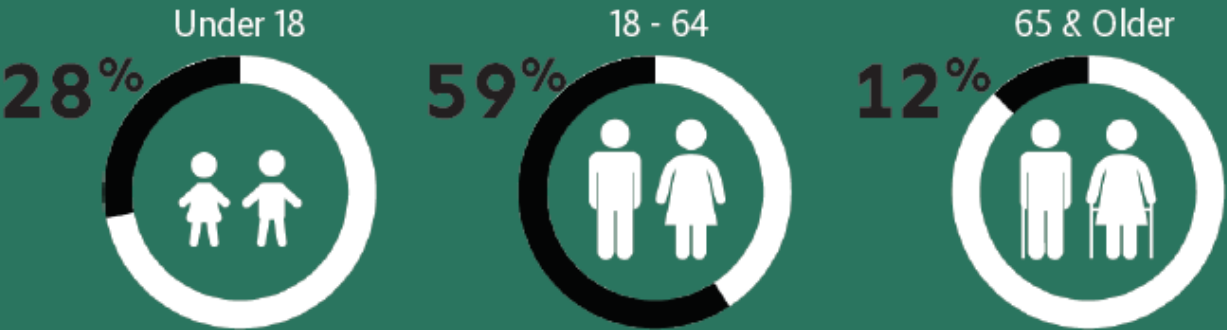
Percent Poverty

23.7%

Broadband Internet Subscription

77.5%

AGE DISTRIBUTION



2018 5-year ACS

GARDEN CITY
2040

GARDEN CITY BY THE NUMBERS

EDUCATION, EMPLOYMENT, INCOME

% Unemployment

3.4%

% With College Degree or Advanced

12.7%

% With No Degree

17.3%

HOUSING

Total Housing Units

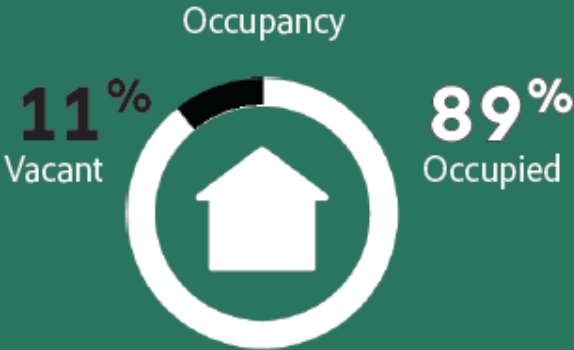
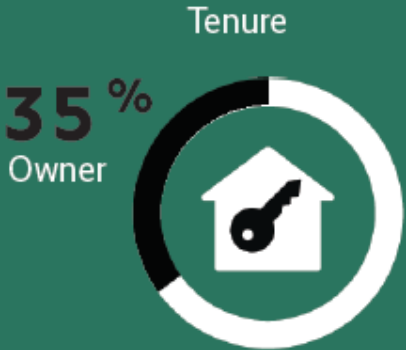
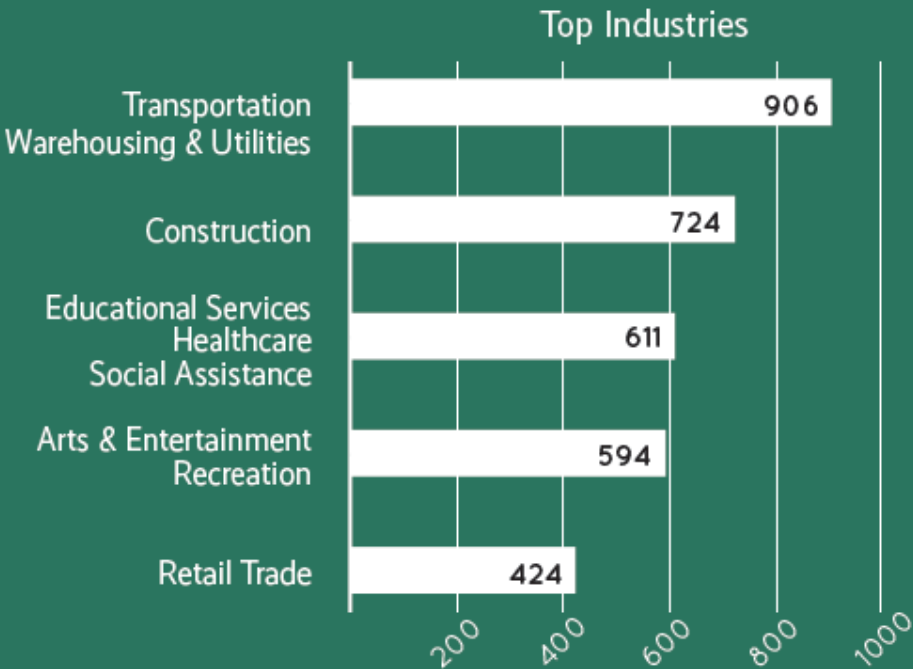
3,552

Median Household Income

\$43,194

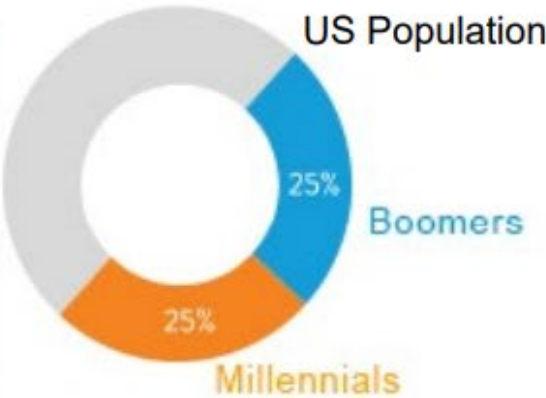
Median Gross Rent

\$855



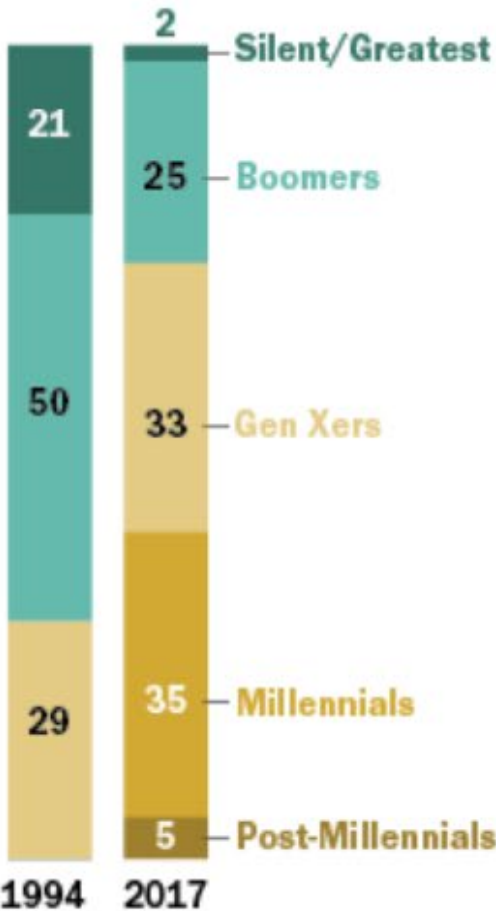
GENERAL STATISTICS

Millennials and Baby Boomers are driving housing preferences

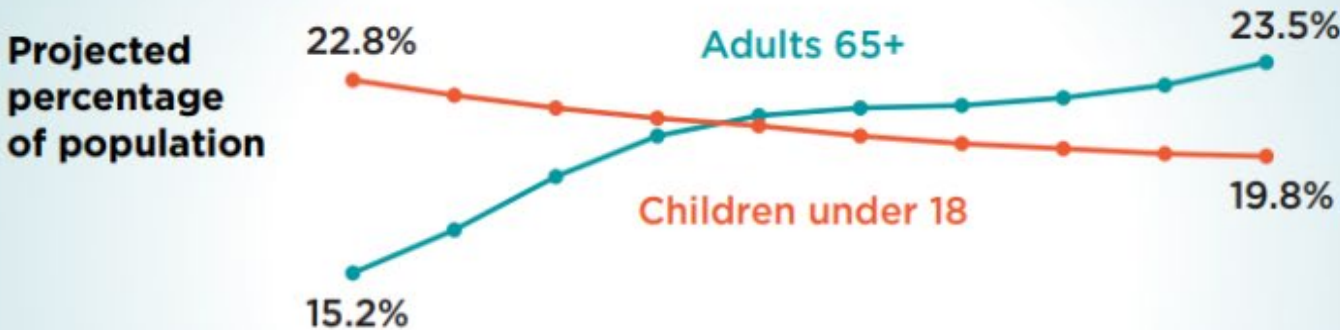


More than a third of the workforce are Millennials

% of the U.S. labor force



For the First Time in U.S. History Older Adults Are Projected to Outnumber Children by 2035



Source: PEW Research Center; The Nielsen Company; U.S. Census Bureau (2018)

HOUSING

About half of Millennials are renters- 60% which rent apartments or townhouse-style units.

Source: Urban Land Institute (2014), Gen Y and Housing Survey: What They Want and Where They Want It



PUBLIC SPACE & RECREATION

Running, jogging, and trail running is the most popular outdoor recreation activity in America.

Source: Outdoor Foundation (2018), Outdoor Participation Report



Parkland generally adds at least 5% to the assessed property value of nearby dwellings.

Source: The Trust for Public Land (2009), Measuring the Economic Value of a City Park System



A typical small community has one park for every 1,231 residents.

Source: National Recreation and Parks Association (2019), NRPA Agency Performance Review

RETAIL & LOGISTICS

Local business generates 70% more local economic activity per square foot than big box retail.

Source: Civic Economics (2004), The Andersonville Study of Retail Economics

2018 marked a 10- year high in the amount of brick and mortar retail closures by square footage.

Source: CoStar (2018), CityLab

The percent of U.S. retail spending made online rose from less than 1% in 2000 to nearly 10% in 2018.

Source: U.S. Census Bureau (2018), Retail E-Commerce Sales Report



SWOT ANALYSIS

SWOT stands for strengths, weaknesses, opportunities, and threats.

It is a straightforward **strategic planning model** that helps identify your Strengths and Weaknesses and examine the Opportunities and Threats that you face.

- **Strengths** = what you do well
- **Weaknesses** = challenges, what you do not well, what you could improve
- **Opportunities** = (external conditions) turning your strengths into opportunities, identifying a favorable situation that you can gain ground
- **Threats** = (external conditions), potentially unfavorable conditions, what threats your weaknesses may expose

SWOT ANALYSIS

STRENGTHS

**STRONG
ECONOMY**

OPPORTUNITIES

**Central Location for
Residential/Multi-
Family**

WEAKNESSES

SENSE OF PLACE

THREATS

GPA

GARDEN CITY'S VISION

Vision Statement

The **Community Vision** paints a picture of what Garden City desires to become. This vision was refined through discussion with the Steering Committee and Stakeholders.

Garden City is a safe, family-oriented and business friendly community.

GOALS

This vision is supported by overarching goals achieved by implementing the Comprehensive Plan.

The goals represent the recurring themes and were also derived from a vetting process involving City staff, Steering Committee, Stakeholders, and members of the public.

	Promote retail and light commercial
	Implement the redevelopment plan
	Update the City's codes and ordinances
	Protect neighborhood developments from adverse impacts from the Georgia Ports Authority – Garden City Terminal
	Create design guidelines for development along commercial corridors
	"Brand" the City through strategic marketing

GARDEN CITY 2040

**ADVANCING TOGETHER
REDEFINING TOMORROW**

JACKIE JACKSON

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