

# AGENDA

CITY OF POOLER COMPREHENSIVE PLAN  
STEERING COMMITTEE MEETING #1  
JANUARY 22, 2021

## 1. INTRODUCTIONS

- Committee
- MPC Staff

## 2. SCOPE & SCHEDULE

- Comprehensive Plan Background
- Committee Meetings & Role
- Public Engagement Process
- Phases of the Plan

## 3. ACTIVITY

Mapping of City Issues & Opportunities

Budget Allocation/Project Priority Exercise

## 4. SWOT ANALYSIS

## 5. BREAKOUT DISCUSSIONS

## 6. VISIONS/GOALS/STRATEGIES

## 7. ACTIVITY

City's Future Land Use Map

## 8. CITY ONLINE COMMENT MAP

## 9. NEXT STEPS

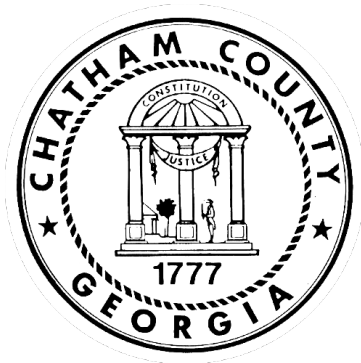
## NOTES





# PLAN 2040

## COMPREHENSIVE PLAN UPDATE



# PLANNING TEAM



Jackie Jackson



Nic Fazio




Asia Hernton



Kait Morano

# TODAY'S AGENDA

1. COMPREHENSIVE PLAN BACKGROUND & PROCESS
2. ACTIVITY
  - Mapping of City Issues & Opportunities
  - Budget Allocation/Project Priority Exercise
3. ACTIVITY  
SWOT Analysis
4. BREAKOUT DISCUSSIONS
5. DISCUSSION OF VISIONS/GOALS/STRATEGIES
6. REVIEW CITY'S FUTURE LAND USE MAP
7. COMMENT MAP
8. NEXT STEPS

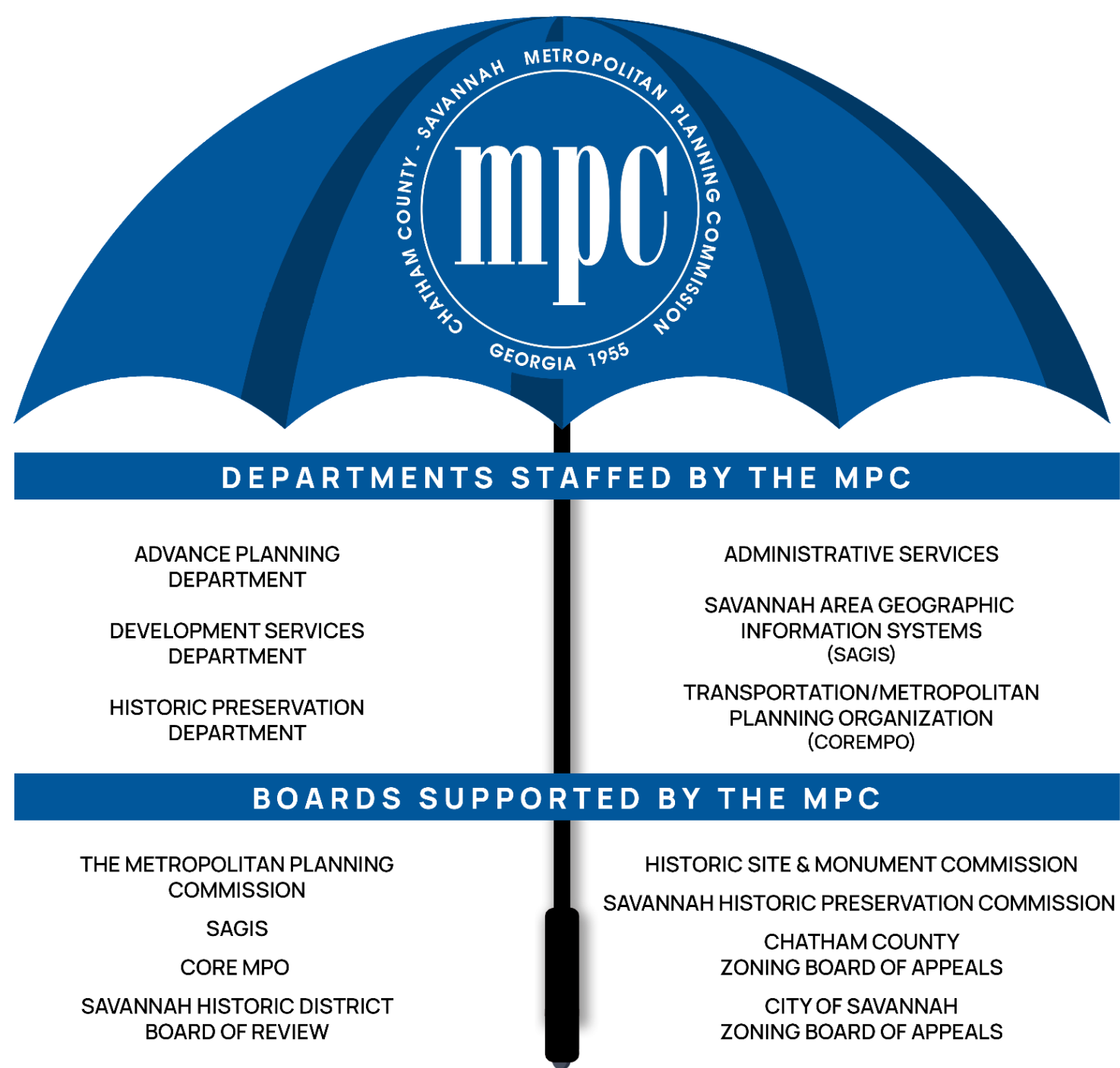


**POOLER  
2040**

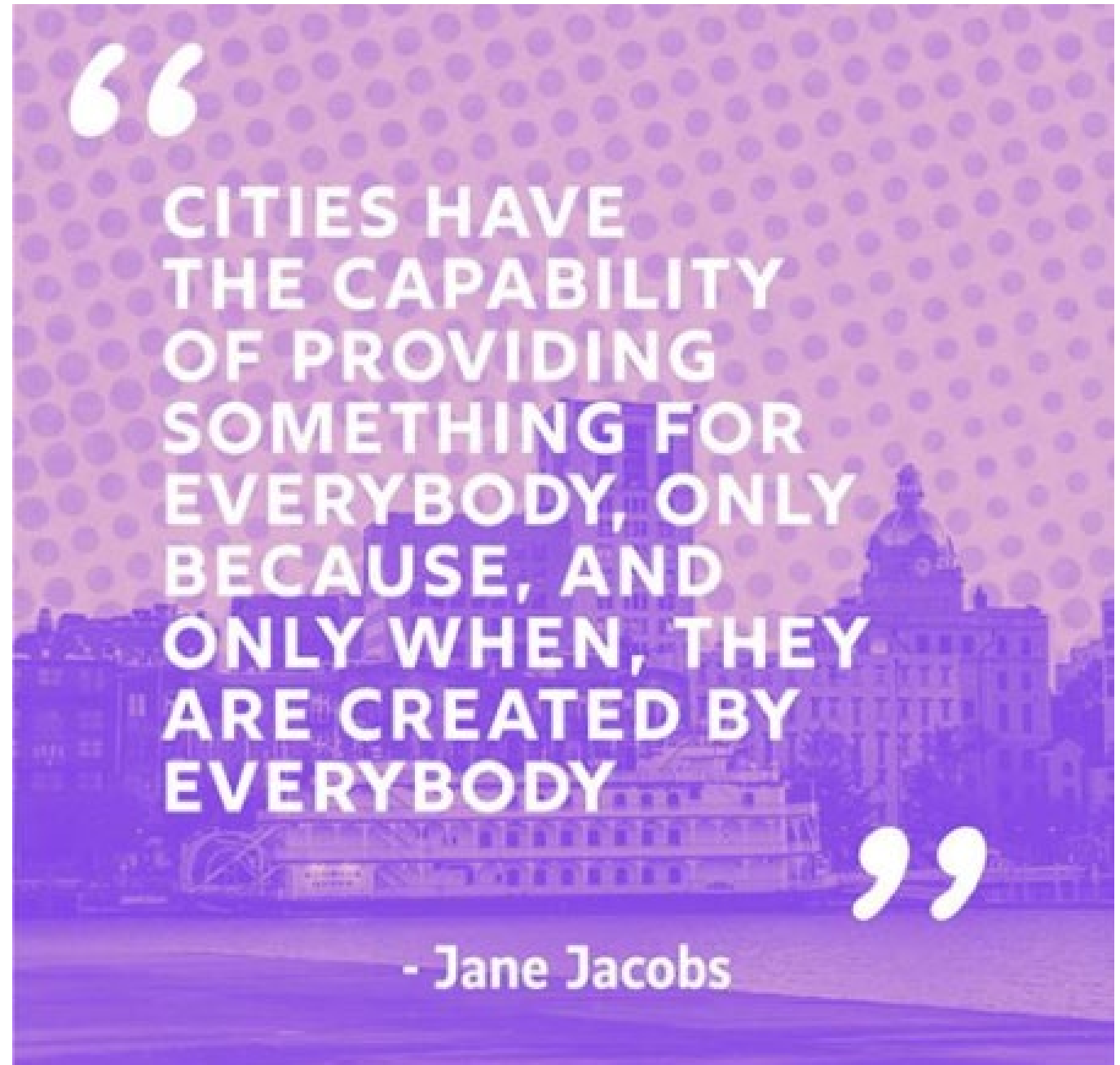
**ADVANCING TOGETHER  
REDEFINING TOMORROW**

# 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



- Since the 1980's, the MPC has been the entity overseeing the update and submittal of Comprehensive Plans.
- Last full update of the City of Pooler's Comp Plan was done in 2008 with minor amendments approved in 2012 and 2016.
- We are also updating Comprehensive Plans for Unincorporated Chatham County, Garden City, and the City of Savannah.



# WHAT IS A COMP PLAN?

And the Answer is...

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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...

- 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.





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

- 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.

## 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...

# PLAN IMPLEMENTATION

Goals, Objectives, and Strategies are the framework for the policy directions established in the Plan.

- **“Goals”** are general overarching, broad statements describing the direction that a community wants to go.
- **“Strategies”** are statements with actions that should be taken, identifying how much, who and when the action should occur.



Together, the Overarching Goals are achieved by implementing the Strategies within the Comprehensive Plan

- 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)

**CITY OF POOLER'S  
PLAN 2040**

**POOLER  
2040**

**ADVANCING TOGETHER  
REDEFINING TOMORROW**

# POOLER'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 Pooler’s City Council.
- Lastly, the plan must be approved by the Georgia Department of Community Affairs by October 31, 2021.

## 2020

July 2020	Project Kick-off
September 2020-December 2021	MPC internal review and assessment of existing and proposed plans and projects
October 2020	Public meeting for Pooler City Council to give Comprehensive Plan next steps and requirements
Late October 2020	Comprehensive Plan update kickoff
October 2020 – March 2021	Composition of Updated Pooler Comprehensive Plan document
November 2020 – February 2021	Plan Element Subcommittee designation and meetings 2 virtual meetings: 1. December 2020 2. February 2021
November 2020 - February 2021	Community outreach to gain public input, comments, and feedback: 1. December 2020 (outlet mall pop-up) 2. January 2021: Virtual public input meeting 3. October 2020- February 2021: social media outreach

## 2021

April 2021	Pooler City Council meeting to present draft for comment (DCA requires 2 public hearings)
May-June 2021	Present final draft to Pooler City Council
July 2021 (45 days)	Forward to DCA and Coastal Regional Commission (CRC) for review and comment
September 2021	Make any changes to Comprehensive Plan as required by DCA and CRC
September 2021	Present to Pooler City Council for Final approval
October 31, 2021	State deadline for adoption

# PHASE 1

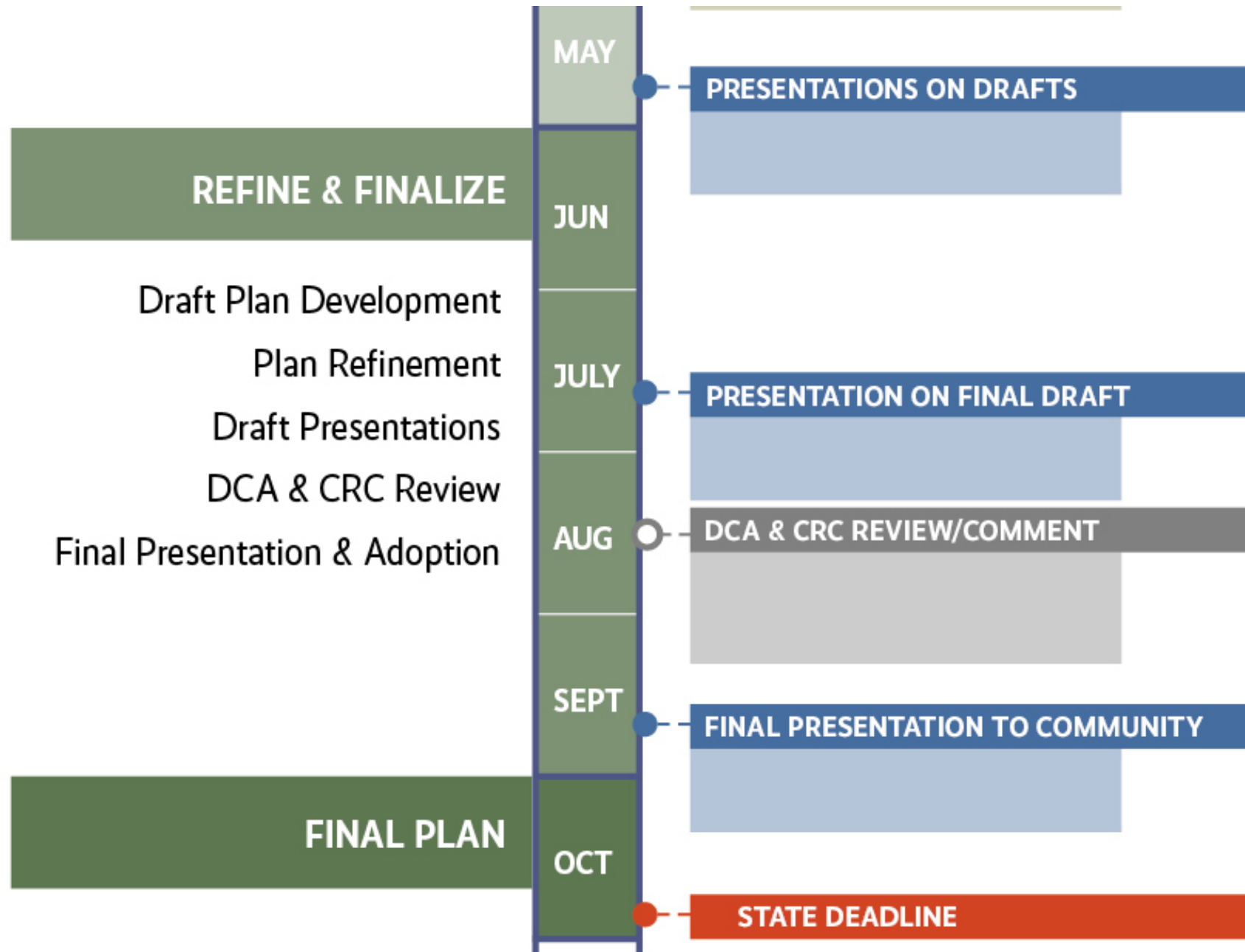


# PHASE 2





# PHASE 3



# COMMUNITY PARTICIPATION

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

[www.mpc.compplan2040.org](http://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...

# COMMUNITY ENGAGEMENT & SOCIAL MEDIA



**WHAT ARE THE  
ELEMENTS OF A  
COMPREHENSIVE  
PLAN?**

*Check back for a  
breakdown...*

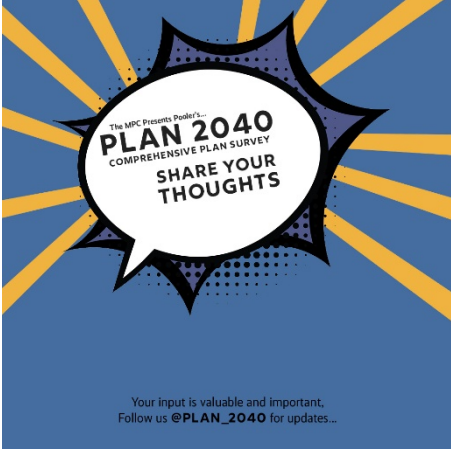
Your input is valuable and important,  
Follow us @PLAN\_2040 for updates...

The Chatham County - Savannah  
Metropolitan Planning Commission is updating  
Pooler's Comprehensive Plan.

**POOLER  
2040**

Pooler's Plan 2040 is a Comprehensive Plan update that is a  
long-range development strategy for the community.

Your input is valuable and important,  
Follow us @PLAN\_2040 for updates...



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

Your input is valuable and important,  
Follow us @PLAN\_2040 for updates...



**HOW CAN I PARTICIPATE I  
THE UPCOMING PROCESS?**

**Simple...**

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

**OUR WEBSITE IS  
LAUNCHED**



**POOLER  
2040**

**[www.mpc.complan2040.org](http://www.mpc.complan2040.org)**  
Be sure to like, and feel free to comment  
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# SOCIAL MEDIA

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43 posts

144 followers

182 following

The MPC

A Community Planning Effort to Provide Transparency & Collaboration. 🏠🗺️👥

@cityofsavannah, @chathamcountyga, @visitgardencityga, @poolerchamber

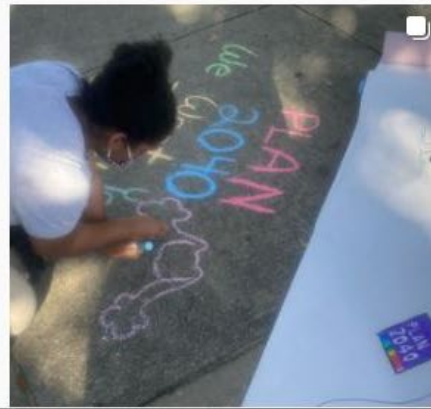
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POSTS

IGTV

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# MEETINGS & POP-UP EVENTS

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

- **November 21** – Forsyth Farmers’ Market
- **November 24** – Garden City Senior Center
- **December 9** – Garden City Gym
- **December 12** – Forsyth Farmers’ Market
- **December 15** – Garden City City Hall Meeting
- **January 12** – Garden City City Hall Meeting
- **January 22** – Pooler City Hall Meeting
- **January 26** – 5:30 P.M. Countywide Virtual Meeting
- **January 27** – 10:30 A.M. Countywide Virtual Meeting
- **January 27** – 3:00 P.M. Countywide Virtual Meeting



# PUBLIC ENGAGEMENT

Instagram

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43 posts

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The MPC

A Community Planning Effort to Provide Transparency & Collaboration. 🏠🗺️👥

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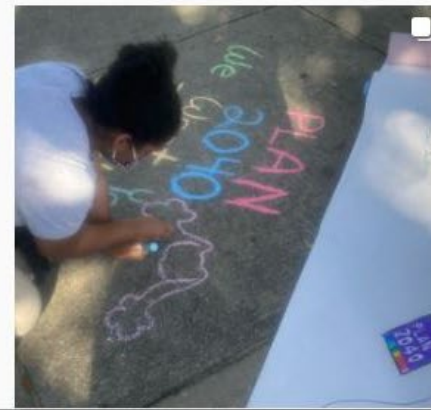
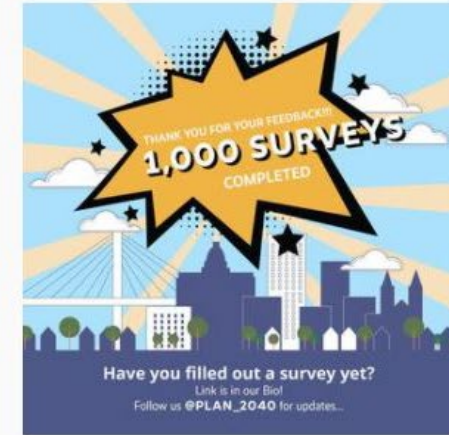
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# COMMUNITY SURVEY

- Live for 82 days
- Included topics on:
  - Land Use
  - Transportation/Infrastructure
  - Housing
  - Climate Change & Sea Level Rise
  - Education
  - Public Safety
  - Historic/Cultural Resources

# OUR SURVEY HAS LAUNCHED

[www.surveymonkey.com/r/MPCPlan2040](https://www.surveymonkey.com/r/MPCPlan2040)

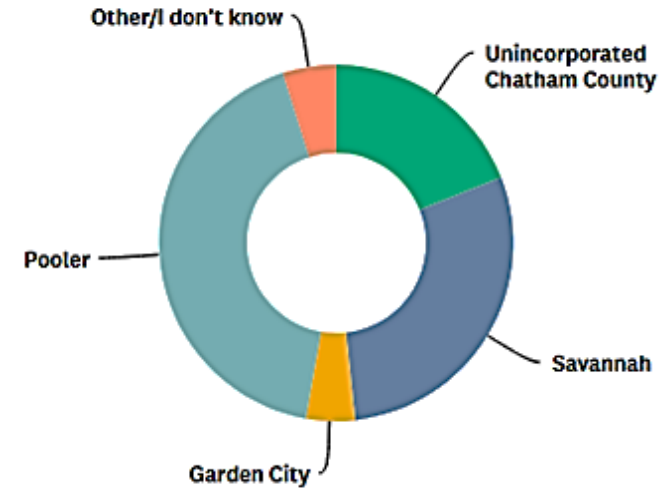
Link is in our Bio!  
Follow us @PLAN\_2040 for updates...

# SURVEY HIGHLIGHTS

Total Pooler Survey  
Response Count: **855**

First things first ... where do you live?

Answered: 2,021 Skipped: 0



ANSWER CHOICES	RESPONSES	
Unincorporated Chatham County	19.05%	385
Savannah	29.24%	591
Garden City	4.50%	91
Pooler	42.31%	855
Other/I don't know	4.90%	99
<b>TOTAL</b>		<b>2,021</b>



# POOLER BY THE NUMBERS

## BY THE NUMBERS

WHAT'S GOING ON IN POOLER

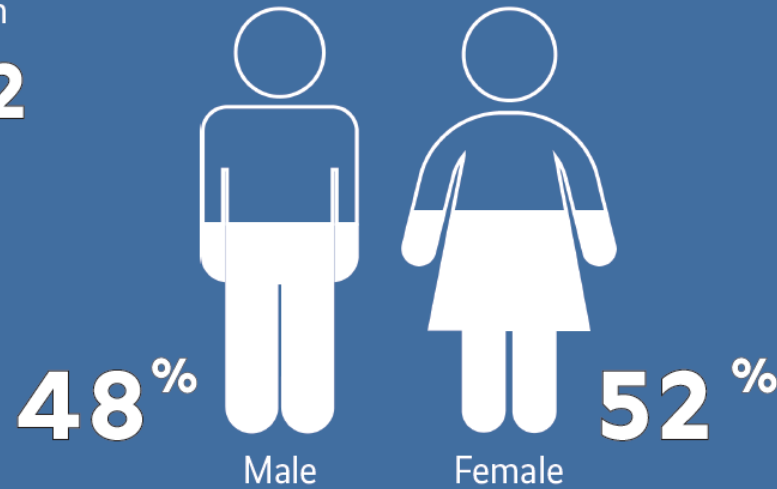
### POPULATION

Total Population

**23,102**

Median Age

**37.3**



% Foreign Born

**6.7%**

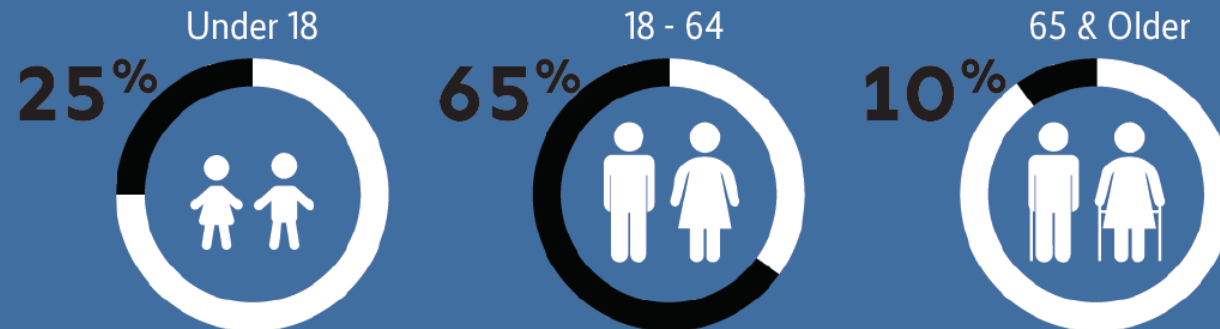
Percent Poverty

**5.1%**

Broadband Internet Subscription

**91.4%**

### AGE DISTRIBUTION



POOLER  
2040

# POOLER BY THE NUMBERS

## EDUCATION, EMPLOYMENT, INCOME

% Unemployment

**4.8%**

% With College Degree or Advanced

**37.1%**

% With No Degree

**8.6%**

## HOUSING

Total Housing Units

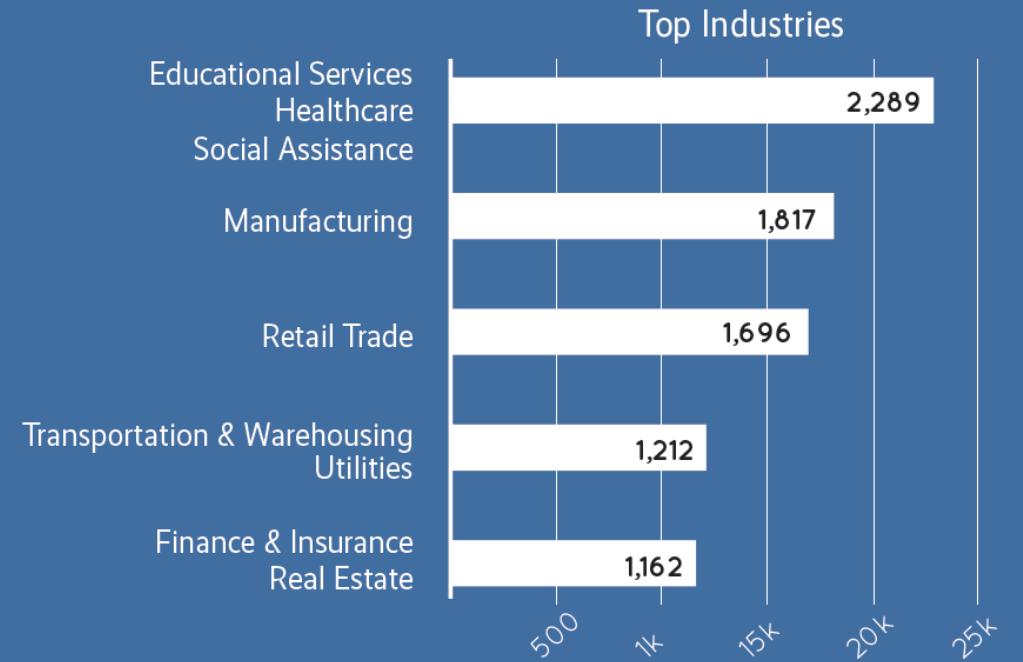
**8,985**

Median Household Income

**\$78,102**

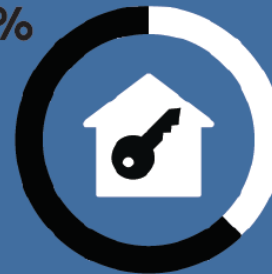
Median Gross Rent

**\$1,217**



Tenure

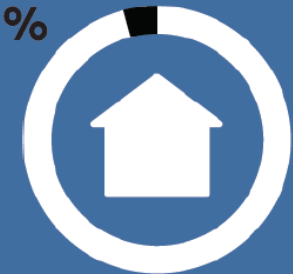
**62%**  
Owner



**38%**  
Renter

Occupancy

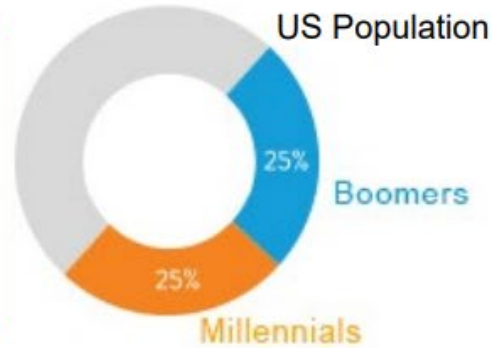
**4%**  
Vacant



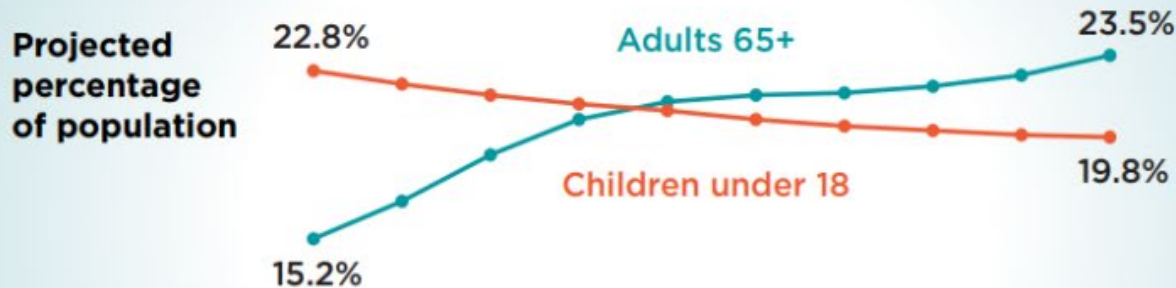
**96%**  
Occupied

# U.S. STATISTICS

Millennials and Baby Boomers are driving housing preferences

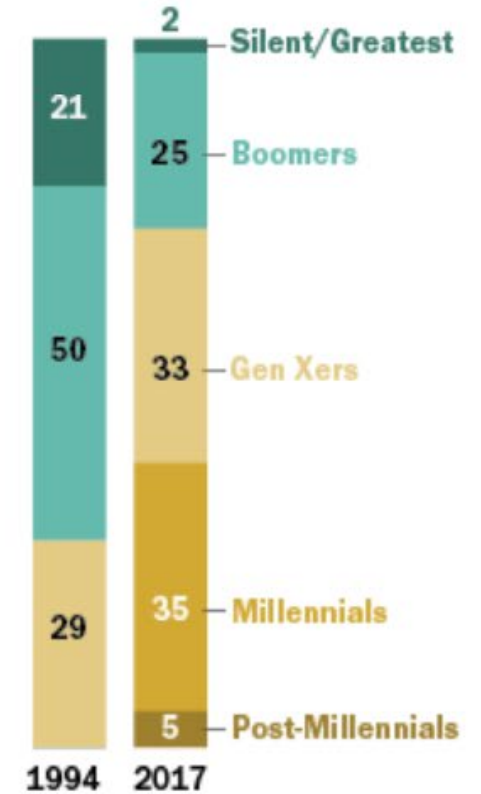


For the First Time in U.S. History Older Adults Are Projected to Outnumber Children by 2035



More than a third of the workforce are Millennials

% of the U.S. labor force



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

????

## WEAKNESSES

Sense of Place

????

## OPPORTUNITIES

Good Location for  
Residential/Multi-  
Family

Improve QoL for  
Residents

????

## THREATS

GPA ?

????

Growth

# POOLER'S CURRENT VISION

## What is a Vision Statement?

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

The City of Pooler is:

*A growing, prosperous community with a diverse population, offering a balanced range of residential settings and a thriving business community set on continually improving the community's quality of life.*



# POOLER'S VISION FOR THE NEXT 20 YEARS

The City of Pooler is:

*A growing, prosperous community with a diverse population, offering a balanced range of residential settings and a thriving business community set on continually improving the community's quality of life.*

# GOALS

## **How do Goals support the Vision?**

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.

# CURRENT GOALS



- PROMOTE HOUSING OPTIONS
- DEVELOP PARKS, TRAILS AND BIKE LANES
- UPDATE THE CITY'S CODES AND ORDINANCES
- EXPAND RECREATIONAL RESOURCES
- CREATE CITY-WIDE GUIDELINES FOR DEVELOPMENT
- BRAND THE SMALL-TOWN AND VIBRANT COMMERCIAL

# 2040 GOALS ?

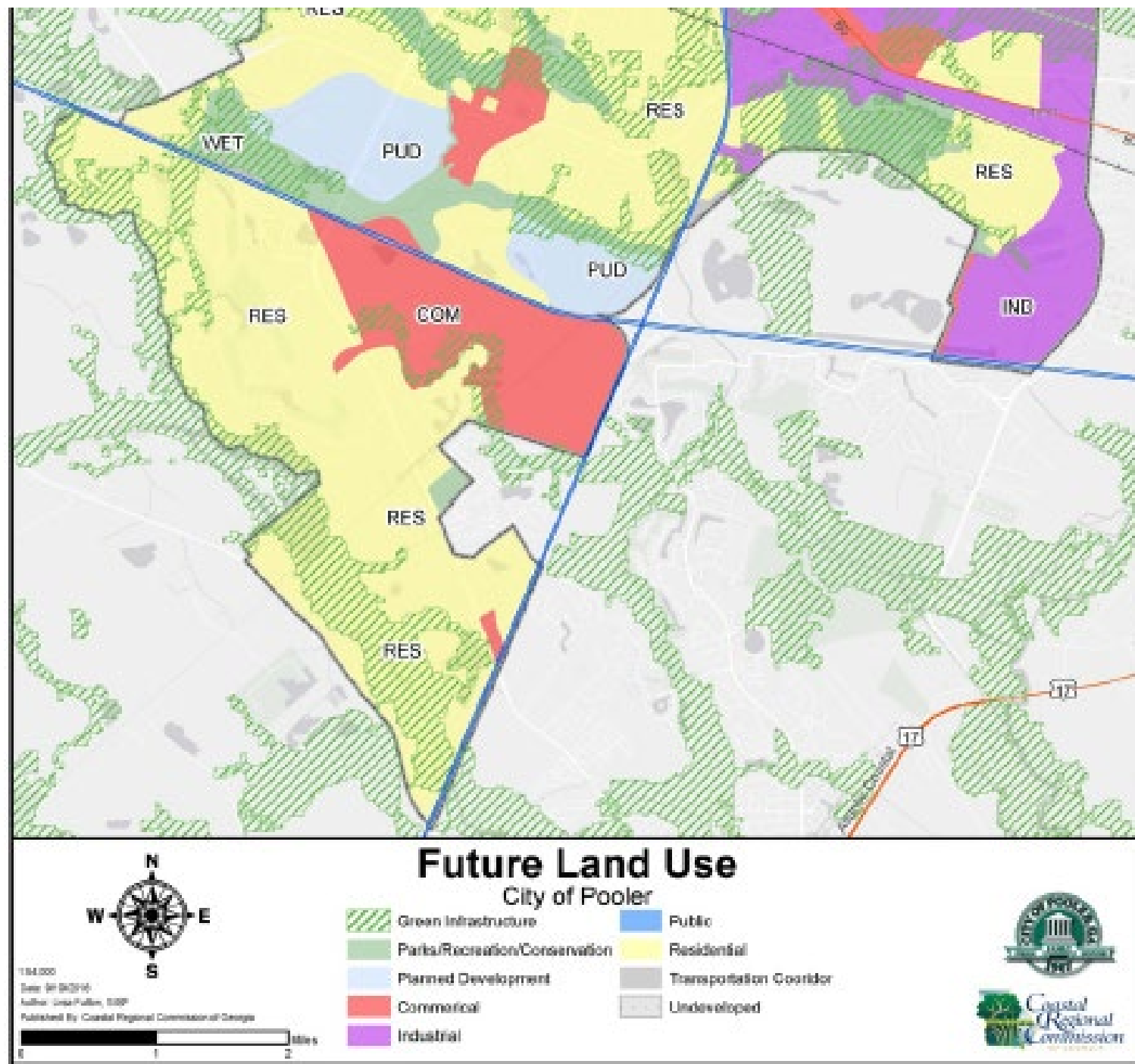


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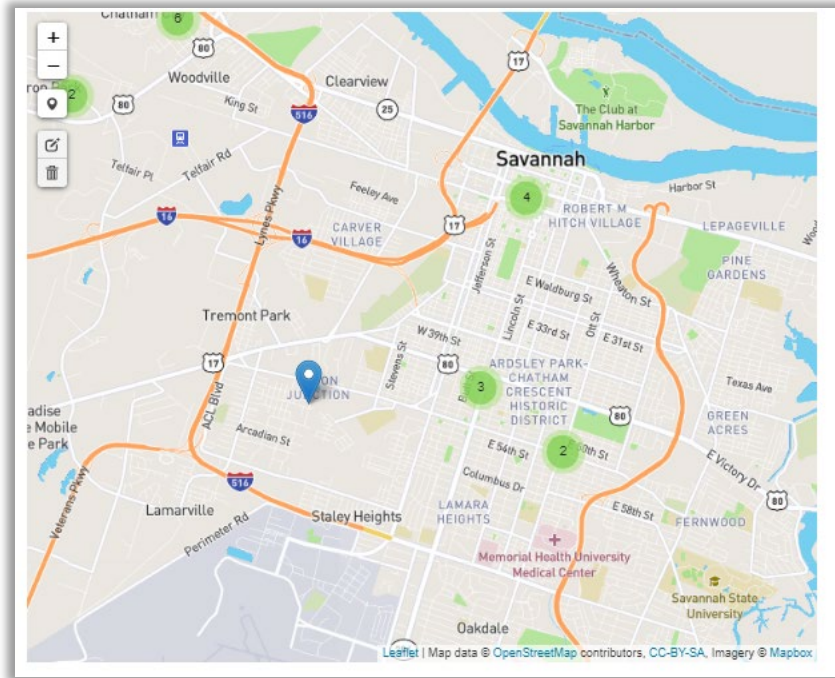
# CURRENT STRATEGIES

Activities	Implementation Schedule					Responsible Party	Budget	Funding Source
	2016	2017	2018	2019	2020			
<b>Transportation</b>								
Reduce traffic congestion on commercial corridors.	X					Administration	\$1.2 million	SPLOST
Explore ways to encourage the development of bike paths to connect commercial and residential areas.	X	X	X	X	X	Administration	Staff Time	General Fund
Work closely with GDOT to make improvements to Highway 80 corridor, including rehabilitation efforts and signalization.	X	X	X	X	X	Administration	Staff Time	General Fund
<b>Housing</b>								
Continue to eliminate or upgrade dilapidated buildings.	X	X	X	X	X	Administration	TBD	General Fund
Continue to encourage a sense of neighborhood pride in keeping property and streets clean.	X	X	X	X	X	Administration	Staff Time	General Fund
Continue to upgrade and enforce zoning ordinance.	X	X	X	X	X	Administration	Staff Time	General Fund
Continue to support the Neighborhood Crime Watch community program.	X	X	X	X	X	Police Department	Staff Time	General Fund
Continue to eliminate incompatible land uses which negatively impact neighborhood quality of life.	X	X	X	X	X	Administration	Staff Time	General Fund

# POOLER'S FUTURE LAND USE MAP (FLUM) REVIEW



# NEXT STEPS



## GET INVOLVED!

Chatham County, Garden City, Pooler, and Savannah are asking residents to share their ideas and visions for the future of our communities.

As the plan continues to take shape, the MPC will engage with as many community members as possible. Check out the various ways you can be involved in the plan below.

TAKE THE PLAN 2040 SURVEY 

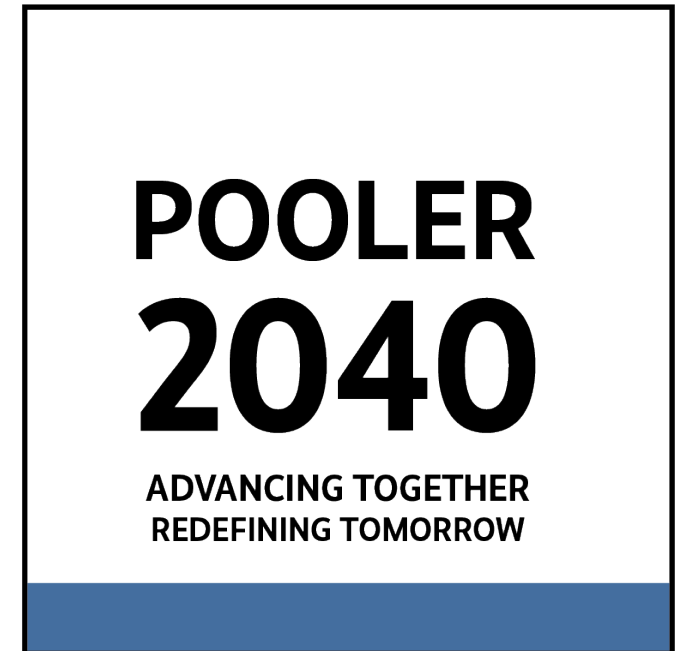
PUT YOUR IDEAS ON THE MAP 

[Para descargar la encuesta del Plan 2040 en español, haga clic aquí.](#)

<https://mpc.complan2040.org/Home/Index>

# NEXT STEPS

- Stay informed by following us on Instagram [@plan\\_2040](#)
- Going to the Plan's website at [www.mpc.complan2040.org](http://www.mpc.complan2040.org)
- Forward any questions or comments to [plan2040@thempc.org](mailto:plan2040@thempc.org)
- Or call us on the dedicated Comp Plan feedback line at 912-651-1480





# POOLER 2040

ADVANCING TOGETHER  
REDEFINING TOMORROW

## **JACKIE JACKSON**

DIRECTOR OF ADVANCE PLANNING & SPECIAL  
PROJECTS:

COMPREHENSIVE PLAN PROJECT MANAGER

## **MELANIE WILSON**

EXECUTIVE DIRECTOR

CHATHAM COUNTY-SAVANNAH

METROPOLITAN PLANNING COMMISSION

912-651-1479

[JACKSONJ@THEMPC.ORG](mailto:JACKSONJ@THEMPC.ORG)

[WWW.MPC.COMPLAN2040.ORG](http://WWW.MPC.COMPLAN2040.ORG)



CHATHAM COUNTY - SAVANNAH  
**METROPOLITAN PLANNING COMMISSION**  
110 EAST STATE STREET, P.O. BOX 8246, SAVANNAH GEORGIA 31412 - 8246

# CITY OF POOLER SWOT ANALYSIS

## STRENGTHS

- Characteristics that give Pooler an advantage over others.
- What is your highest value, how does it differentiate with your "competitors"?
- What do others perceive as your strengths?

## WEAKNESSES

- Characteristics that place the City at a disadvantage relative to others.
- What do other Cities do better than Pooler?
- What do others perceive as your weaknesses?

## OPPORTUNITIES

- What are the elements Pooler could utilize to its advantage?
- What trends or conditions may positively impact you?

## THREATS

- What are elements in the environment or area that could cause trouble for the City?
- What trends or conditions may negatively impact the City?

**Budget Allocation Priority Exercise**

You only have \$1200, where and how would you like to divide up your dollars between these 12 areas? You do not have to fund every area.

Drainage	
Recreation & Gym	
Grass & Ditch Cutting	
Historic Preservation	
Fire Equipment & Staff	
Community Centers	
Parks & Open Space	
Sidewalks	
Road Paving & Repair	
Police Equipment & Staff	
City Lighting on Roads	
City Welcome & Directional Signs	

## Breakout Session 1: Land Use, Housing, and Transportation

- **Affordable housing:** How is the issue of housing affordability impacting your neighborhood?
- **Land use planning and resilience:** Resilience is a broad term. In comprehensive planning it can apply to how we think about flooding, natural resources, climate emissions, food security, and more. What does resilience mean for you? What steps can the City take to increase our resilience?
- **Walkability:** Where do you see the greatest need for improved bicycle/pedestrian safety in the City of Pooler?
- **Public Transportation:** Would you like to see the expansion of public transportation throughout the City even if that meant the community would have to pay for services provided?

## Breakout Session 2: Development, Conservation and Historic Preservation

- **Development:** How would you like to see development patterns and building practices change for the next 10 years of growth in the City?
- **Historic Preservation:** Would you be interested in options to better recognize or protect historic areas in the City?
- **Conservation of Open Space:**
  - *Poll:* How would you most like to see the City dedicate a portion of the City's Annual Budget funding?
    - a. many small urban pocket parks
    - b. large open spaces of conserved land to help protect residential areas.
    - c. conservation of properties vulnerable to flooding and threatened by development.

### 3. COMMUNITY VISION AND GOALS

The Community Vision and Goals identify the City of Pooler's direction for the future and are intended to serve as a guide to Pooler officials in day-to-day decision making. They are the product of public involvement and the following components:

- Vision Statement
- Overarching Community Goals
  - General policies
- Character Areas Map and Narrative
- Future Land Use Map

Each of these components was previously established in the City's prior Comprehensive Plan. Through the Pooler Plan Update process community members were given opportunity to revisit and update each component.

#### 3.1 VISION STATEMENT

The Community Vision paints a picture of what Pooler desires to become. The vision statement offered below was refined through discussion with the Citizen Advisory Board and participants.

The City of Pooler is:

*"A growing, prosperous community with a diverse population, offering a balanced range of residential settings and a thriving business community set on continually improving the community's quality of life."*

Pooler is committed to achieving this vision through:

- Balanced growth guided by planning and management
- A robust infrastructure that anticipates the needs of growth
- Exceptional public safety services
- Extensive cultural, recreational and green space resources
- Environmental stewardship to create a balance between built and natural systems

This vision is supported by the following overarching goals created to help shape Pooler’s future development.

### 3.2 GOALS

Goals are long-term outcomes the City hopes to achieve by implementing the Comprehensive Plan. They are aspirational, expressing Pooler’s collective desires and values.

The community identified a number of goals to achieve in order to make Pooler’s vision a continuing reality. The following goals represent the recurring themes, and like the vision statement, were derived from a review process involving City staff, the community advisory committee, and members of the public.



Promote housing options

A well-functioning housing market is essential for the City of Pooler to meet its full potential as area which is a good place to live and for its future economic success. Good housing is essential for social, environmental and economic well-being. A broad range of housing of different types

and sizes, of different values and tenures are required to create and maintain a mixed and balanced community.



### Develop parks, trails and bike lanes

This goal centers on the City of Pooler's desire to develop a network of parks, trails and bike lanes with links to schools, shopping and amenities to provide viable, safe, attractive facilities that encourage a healthier lifestyle.



### Update the City's codes and ordinances

This goal centers on the City's desire to manage growth and build a livable city with successful neighborhoods and districts. The goal of auditing and updating ordinances is to ensure residents have the opportunity to live in a safe and healthy community with access to affordable homes, amenities and services, making good use of natural resources, and transportation options for all forms of travel.



### Expand recreational resources

Throughout the planning process, expanding recreational resources was a goal expressed by participants. The main purpose of this goal involves the creation or enhancement of facilities that includes places for exercise, recreation and play as well as opportunities for social interaction.



## Create city-wide guidelines for development

Thoughtful design components play an important role in defining a community and can distinguish it as a desirable destination. Participants in the planning process recognize that design guidelines can reinforce the positive identity of a community's commercial core and contribute to neighborhood character. Design guidelines are intended to address some of the most common, overarching challenges in planning commercial developments within Pooler.



## Brand the small-town and vibrant commercial

The City of Pooler is working toward building a positive image to support its vision both internally and externally and to provide a favorable experience. The goal of branding Pooler is to encourage visitors to stay longer through enhanced attractions, provide a stronger sense of arrival, strengthen its brand, and be attractive to all ages and cultures.



### 3.4 COMMUNITY POLICIES

Policies set preferred direction and describe what must be done to achieve these broad goals. They are specific enough to help determine whether a proposed project or program would advance the values expressed in the goals.

The following policies are intended to provide on-going guidance and direction to local government officials for making decisions consistent with achieving the Community Goals. For this reason these policies are organized by goals, although individual policies will likely achieve multiple goals.



#### Promote housing options

- The City will identify areas in the City where the addition of new housing is possible and desirable.
- The City shall ensure that zoning and other regulatory tools will encourage or require the diversity of housing types in areas where new housing is anticipated or planned for.
- The City will improve participation in the current Recycling Program.



## Develop parks, trails and bike lanes

- The City shall provide parks, trails and bike lanes to meet the community's growing needs.
- The City will ensure design allows access to each type of experience for people of all abilities to the maximum extent possible.
- The City will develop parks, trails and bike lanes in an environmentally sensitive manner.
- The City shall create a trail network and where feasible, develop interconnected trails with bike lanes.



## Update codes and ordinances

- The City will update their ordinances to be user-friendly and easy to understand.
- The City's ordinances will be illustrated with graphics, diagrams and concise tables.
- The City's ordinances will allow for a streamlined development review process.
- The City's code update will be created so as to foster the desired type of redevelopment and future development with design standards and specific building material to change the aesthetics of the corridor.
- The City will update its transportation policy to guide growth to safe locations.
- The City shall reduce requirements that result in additional impervious surface such as driveway width, roadway width, and parking standards.
- The City shall establish maximum parking requirements versus minimum requirements to encourage safe growth.
- The City will implement erosion and sedimentation control regulations based upon State criteria.
- The City will participate in a countywide effort to propose protective land use measures for adoption by governments outside Chatham County to protect the water supply watershed.

- The City will participate fully in the National Flood Insurance Program.
- The City will promote environmental protection, education and preservation of local natural resources in order to promote the area as an ecotourism center.
- The City will implement programs to comply with Environmental Protection Division requirements.



## Expand recreational resources

- The City shall provide quality recreation facilities and programs that improve community image and livability.
- The City shall create a strategic plan establishing criteria and standards for the provision of parks and recreation services.
- In the design of recreational resources, the City shall consider providing features, facilities and services that also promote tourism and make Pooler an attractive location for economic development as well as serve its residents.
- The City of Pooler will provide amenities such as community centers, sport field, dog parks and community gardens.
- The City will support community events such as the Patriot Weekend Festival.



## Create city-wide guidelines for development

- The City will create and adopt design guidelines that define key elements and determine patterns and standards that should be adhered to when developing site or building projects.
- The City will create and adopt design guidelines that address issues of building size and massing, definition of open spaces, site character and quality as well as access and circulations.



## Brand the small-town and vibrant commercial

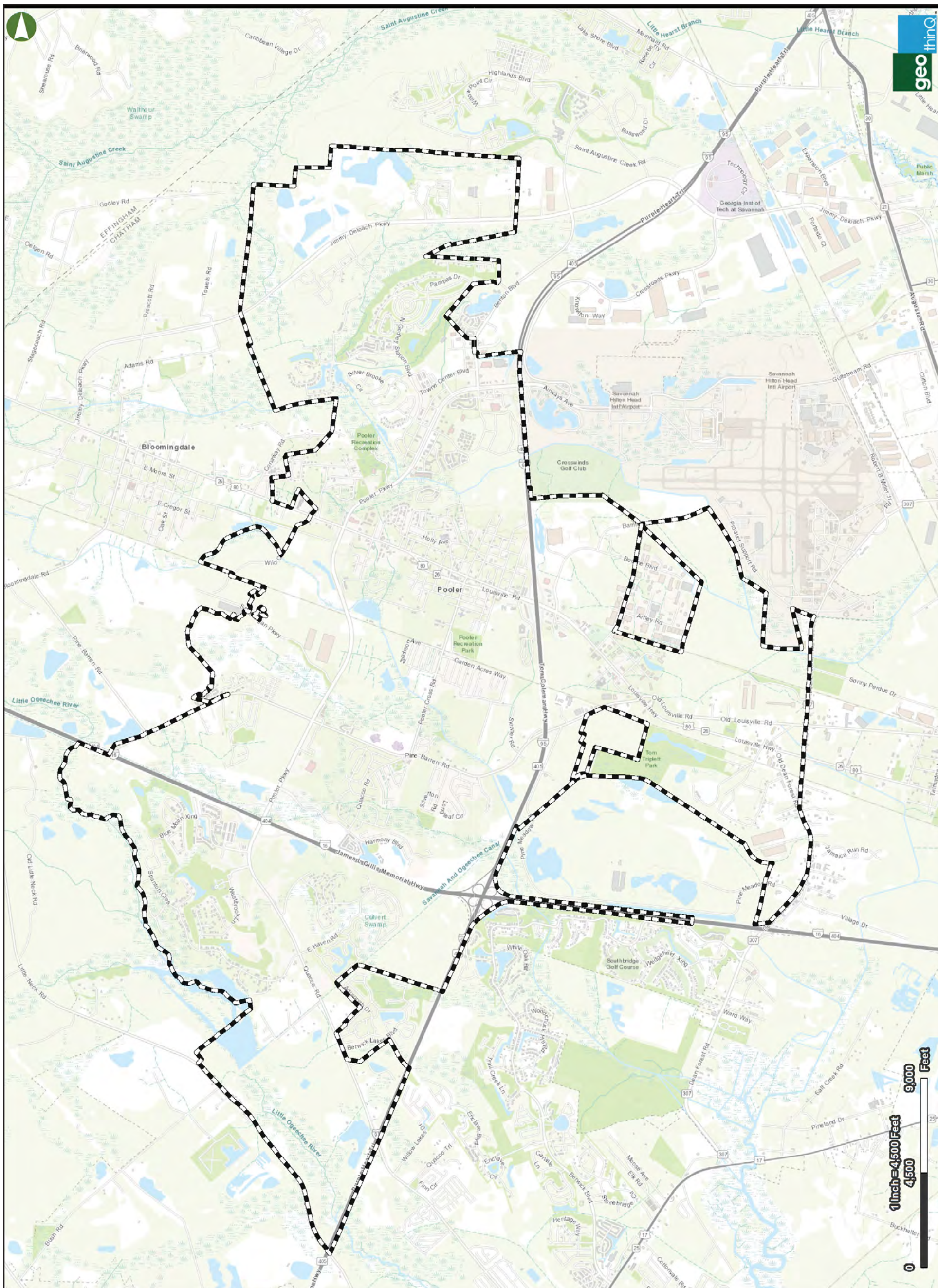
- The City of Pooler will develop a brand that creates an image that represents Pooler's essential identity.
- The City Pooler will create a consistent message for the City's economic development efforts.
- The City Pooler will set forth approved usage of the City's brand for communications in print, Web and electronic form.
- The City will support Chamber of Commerce to actively recruit retail commercial and appropriate industries.



# City of Pooler

**PLAN  
2040**

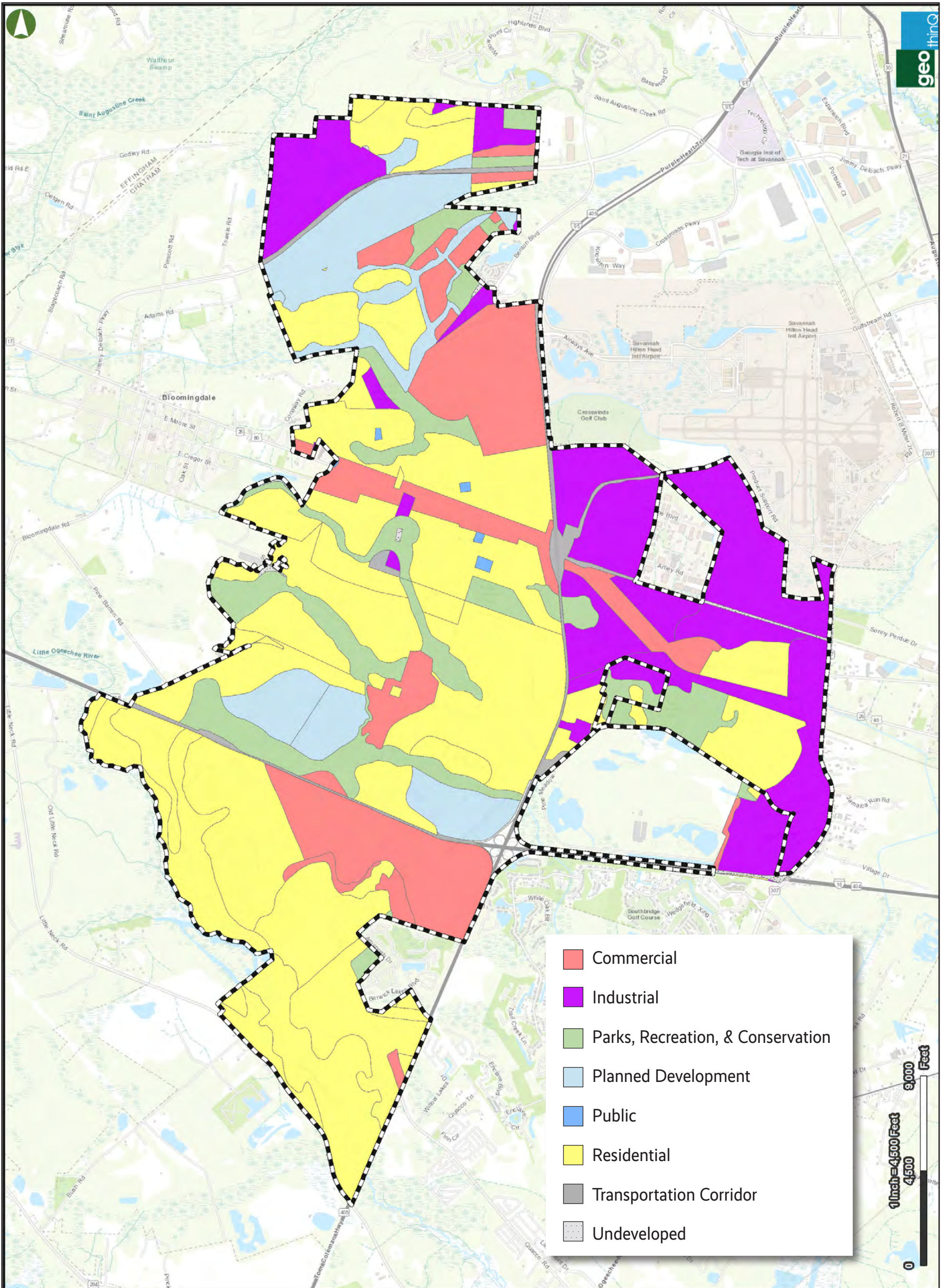
**POOLER  
2040**





City of Pooler

# Future Land Use





# City of Pooler Zoning

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