

A woman with her hair in a bun, wearing a patterned dress and a multi-strand pearl necklace, is looking at a chart. The chart has the word 'MOSCOW' at the top and several columns of text below it, including 'Soul', 'Bolt', and 'Walt to'. There are many small, rectangular sticky notes attached to the chart. The entire image has an orange tint.

COMMUNITY GOALS ELEMENT

02



COMMUNITY GOALS

Introduction

The visions and goals that emerged through the Garden City 2040 comprehensive planning process represent the voices of the community as expressed in virtual meetings, pop-up events, and a survey conducted during 2020 and 2021.

The following results describe our community vision, goals and objectives for the next twenty years.

GARDEN CITY 2040

VISION & GOALS

Introduction

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

- The Vision
- Goals
- Objectives

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

The Vision

The Vision paints a picture of what Garden City desires to become. The Vision statement offered below was refined through discussion with the City Council, steering committee, and participants. The Vision is supported by the goals created to help shape Garden City's future development.

Garden City is a Safe, Family-Oriented and Business Friendly Community



Goals

Priorities are long-term outcomes the city hopes to achieve by implementing the Comprehensive Plan. They are aspirational, expressing Garden City's collective desires and values.

The community identified a number of goals to achieve in order to make Garden City'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 steering committee, and members of the public.





Promote Retail & Diversity of Housing Types

Throughout the planning process, increasing commercial and retail opportunities and providing a destination attraction for Garden City was a goal expressed by participants. Participants believed that opportunities have been lost by the business choosing to develop in surrounding areas instead.

At the heart of this goal is economic development and building long-term prosperity for all residents. It involves actively engaging the city and its economic development partners in business attraction and retention. The benefits of this goal include a strong tax base, a stable job market, and ready access to services and goods. The city seeks to promote the "blue collar aspect" of the economy and diversify with more retail and light commercial.

Efforts to provide a comprehensive management approach to retail and commercial development include at a minimum, a market analysis, market trends, and real estate selection which is particularly important to Garden City.

Objectives:

- The City will develop a Comprehensive Economic Development Plan that takes into consideration a market analysis, market trends, and real estate selection
- The City will approve retail and commercial proposals, subject to other policies, if: they are appropriate to the scale and function of the area; are compatible with land use character within the zone; are consistent with adopted strategic framework including urban design themes, traffic management arrangements; and provide for convenient pedestrian and vehicle access and linkages to adjoining commercial centers



Implement the City's Adopted Redevelopment Plan

Over the past twenty years, Garden City has experienced a significant shift from residential to industrial development, attributed to the growth of the Georgia Ports Authority. This changing dynamic in development led to disinvestment in some of the older neighborhoods, encroachment of industrial uses, and declining pockets of commercial and deteriorating buildings. The city is meeting the challenges related to housing, economic development and future development through the implementation of its Urban Redevelopment Plan.

The plan identifies three target areas, each with a unique development characteristic and varying needs as it relates to a redevelopment strategy. Garden City has established goals for housing within the redevelopment area which include eliminating substandard housing; encouraging quality infill development within established neighborhoods; creating affordable housing opportunities within the community; and creating a diverse housing stock in terms of housing types and densities. Additionally, the mix of commercial uses that serve a regional market is proposed for the commercial targeted redevelopment areas.

Garden City identified three target areas for redevelopment including the Garden City South Target Area; West Highway 21; and West Highway 21 Residential Area.

Objectives:

- Approve quality infill development within established neighborhoods within the Urban Redevelopment boundaries that are consistent with the neighborhood in terms of architecture and design
- The City will identify and protect historic resources within the Urban Redevelopment boundaries





Update City Codes & Ordinances

Garden City desires to manage growth and build a liveable 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 continually healthy community with access to affordable homes, amenities and services, making good use of natural resources and transportation options for all forms of travel.

The current zoning ordinance gives the City the authority to control a number of items related to development, but does not currently identify or directly address “safe growth” objectives.

Objectives:

- The City will update its 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 consider accounting for sea level rise trends when updating City policies



Protect Neighborhoods from Industrial Impacts

Throughout the planning process, preservation of Garden City's neighborhoods was a dominant goal expressed by participants. The main purpose of this goal focuses on including a balanced approach to the city's transportation system that serves to protect the neighborhood development areas from adverse impacts from port related traffic and encouraging connectivity.

Objectives:

- The City shall protect and improve the character and integrity of neighborhoods from negative impacts resulting from traffic related to the GPA
- The City shall coordinate with GDOT and other relevant agencies in planning mitigation strategies where impacts are expected within Garden City
- Garden City will explore a "complete streets policy"
- Garden City will improve connectivity throughout the city
- Garden City will address safety and mobility issues that may arise for all road uses and users of multi-modal





Create Design Guidelines for Commercial & Residential Development

Thoughtful design components play an important role 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 Garden City.

The prime areas of opportunity for attaining high quality design in commercial projects include: enhancing the quality of the pedestrian experience along commercial corridors; nurturing an overall active street presence; protecting and conserving the neighborhood architectural character; establishing height and massing transitions between residential and commercial uses; maintaining visual and spatial relationships with adjacent buildings; and optimizing opportunities for high quality infill development that strengthens the visual and functional quality of the commercial environment within the context of Garden City.

Objectives:

- The City will create and adopt design guidelines for commercial corridors 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 for commercial corridors that address issues of building size and massing, definition of open spaces, site character and quality as well as access and circulations



Branding the City through Marketing

Garden City takes seriously its responsibility towards building a positive image to support its vision both internally and externally and to provide a favorable experience.

The goal of branding Garden City is to define its culture and speak to its uniqueness. During the planning process, participants shared the need to positively change the perception and create a consistent context for marketing.

Producing a positive image promotes that the city embraces its vision for a safe, family-oriented and business friendly community.

Objectives:

- Garden City will develop a brand that creates an image that represents Garden City's essential identity
- Garden City will create a consistent message for the city's economic development efforts
- Garden City will set forth approved usage of the City's brand for communications in print, web, and electronic form





Expand Passive & Active Recreation Opportunities

Garden City desires to expand and manage passive and active recreation opportunities to provide additional outdoor and equitable access opportunities for its citizens.

While the expansion of parks and open space is one opportunity, creating trails, bike lanes and multi-use paths for connectivity is a vital advancement for the community.

This goal ensures that the focused investments on a multimodal network is an equitable opportunity since it serves all users in Garden City.

Objectives:

- The City shall provide parks, trails, bike lanes, and multi-use paths 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, and multi-use paths in an environmentally sensitive manner
- The City shall create a trail network and where feasible, develop interconnected trails and multi-use paths with bike lanes



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