PLANNING IN RURAL GEORGIA

CHALLENGES AND OPPORTUNITIES

Ariel Godwin, AICP
• 18 Counties
• 45 Municipalities
• 411,000 People
• Population is 51.4% rural
• Land area is 98.5% rural
• 13% of total state area
CHALLENGES

Distance

Size
Intergovernmental Coordination
The Comprehensive Plan Update provides an opportunity for collaboration...

• When collaboration is otherwise lacking
• When disputes exist about other topics
• Helps people to focus on the big picture
• Shows that successful collaboration is possible
1. Communities need identity.
2. Downtown’s role has changed
Downtown is no longer where the most money is spent
People still want downtown to be the center
In comp plans, keep in mind the economic vs. social pull; include strategies for downtown development in planning efforts.
3. Resources are an opportunity
4. The Work Program is crucial

- Individual meetings with each jurisdiction
- Separate work program for each jurisdiction
- Make sure all topics are covered

<table>
<thead>
<tr>
<th>PROJECTS</th>
<th>ESTIMATED COST</th>
<th>FUNDING SOURCE</th>
<th>RESPONSIBLE PARTY</th>
<th>GOAL</th>
<th>FY 18</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
<th>FY 22</th>
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<tbody>
<tr>
<td>ECONOMIC DEVELOPMENT</td>
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<tr>
<td>Conduct a program to recruit local and outside entrepreneurs to expand or locate in downtown Patterson.</td>
<td>Staff time</td>
<td>Local governments, grants</td>
<td>City of Patterson, Main Street, Chamber of Commerce, IDBA</td>
<td>1</td>
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<tr>
<td>Establish an Enterprise Zone or Opportunity Zone within the City to encourage redevelopment and infill.</td>
<td>$10,000</td>
<td>Local, grants</td>
<td>City of Patterson</td>
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<tr>
<td>Update website and create infrastructure to make Patterson a Camera-Ready Community.</td>
<td>Staff time</td>
<td>Local</td>
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<td>Secure funding for economic development</td>
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<td>HOUSING</td>
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<td>Develop a redevelopment plan</td>
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<td>Local, State, Federal, grants</td>
<td>City of Patterson</td>
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5. Character Areas are helpful

St. George Character Area

Description:
St. George was founded as a Colony Company community for retired Civil War Veterans. Today, the unincorporated area of St. George is a blue-collar bedroom community for Jacksonville, Florida and MacClenny, Florida. Of the 3,000 residents in southern Chattooga County, approximately 1,000 residents live in the unincorporated St. George area. St. George is also home to the Chehaw Tribal Gardens and is a crossroads for heavy truck traffic from I-10 near MacClenny to Valdosta, Valdosta, and Waycross, as well as truck traffic destined for the Chehaw Island Lagoon.

Predominant Land Uses:
The dominant land uses for this character area are identical to those already existing here. The predominant land uses in St. George are one to five-acre residential parcels with various infill parcels. The mixed-use designation of SR 54 and SR 121 also features a small commercial center including a feed store, two restaurants, two gas stations, a general store, the volunteer fire department, a community center, and an elementary school. The predominant type of home is a manufactured home, making up approximately 50 - 76% of the housing stock in Chattooga County.

Vision for the Future:
To develop a thriving community that will provide services, employment, and quality housing for residents in southern Chattooga County.

Quality Community Objectives:
- Economic Prosperity: Encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining sustainability include job skills required, long-term sustainability, linkage to other economic activities in the region, impact on the resources of the area, or prospects for creating new business opportunities that meet the needs of a diverse local workforce.
- Resource Management: Promote the efficient use of natural resources and infrastructure and protect environmentally sensitive areas of the community. This may be achieved by promoting energy efficiency and renewable energy generation; encouraging green building construction and renovation; utilizing appropriate waste management techniques, fostering water conservation and reuse, or setting environmentally sensitive areas aside as green space or conservation reserves.
6. Opportunities for collaboration

- Combine comp plan meetings with reminders about the Service Delivery Strategy
7. Follow up on implementation
What other innovative solutions are there?
Thank you

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