

**Calhoun-Gordon County Stakeholder Meeting #2**  
**Gordon County Joint Comprehensive Plan Update**  
**October 20, 2022 4:00 pm Judicial Building Assembly Room**

**AGENDA**

1. Welcome and Introductions
2. Community Survey Update
3. Vision and Goals
4. Land Use overview
5. Strengths, Weaknesses, Opportunities and Threats (SWOT)

- Review of September 15 SWOT input
- Working Groups

Instructions: Please go first to the working group where you have the most expertise or interest. Pick a scribe. Then, rotate to other groups if desired. We will break for a switch at around 25 minutes.

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|----------------------------------|--------------------------|
| • Economic Development           | • Housing                |
| • Transportation                 | • Broadband              |
| • Community Facilities           | • Intergovernmental and  |
| • Natural, Cultural<br>Resources | Interagency Coordination |

- Report out from each group

6. Next Steps

## GOALS AND VISION STATEMENTS

Every community throughout the United States is working towards addressing a standard set of community goals, in addition to a specific vision of what each community wants to become. These goals include: an ever-growing economy, quality and affordable housing, public streets free of crime and gridlock, healthy communities with recreational opportunities and a clean environment. People also want to feel a sense of community, that they belong and are invested in the society.



Copper Creek Farms.

### Joint Community Goals

Gordon County and the cities and towns have created a set of Joint Community Goals, out of a shared sense of vision, cooperation and solidarity. Each jurisdiction mutually understands that certain geographic areas of the county are more likely to develop commercially, while some areas are best retained as rural residential/agricultural, so some goals will apply to some jurisdictions more than others. This spirit of enhancing the quality of life throughout the county, knowing the entire county will benefit is keeping with a quote attributed to former President John F. Kennedy, stating that “a rising tide lifts all boats.”

### Economic Development

Development and expansion of businesses and industries that complement our desired way of life will be aggressively pursued. The county, as a whole, will attract outside investment through business-friendly policies/taxes, infrastructure investments, development-ready land, and educational/job training opportunities for the local workforce.

### Resource Management

Environmentally sensitive areas will be identified, set aside as green space and protected for conservation. New development and renovation of existing buildings will promote energy efficiency, water conservation/reuse and proper waste management. Air quality will be maintained through protection of the tree canopy, while water quality will be maintained through use of pervious surfaces to allow the land to filter impurities from stormwater prior to it reaching the waterways.

### Broadband Goal

Broadband service speeds will meet the needs of residents, business and industry, and the public sector, throughout Gordon County.

### Efficient Land Use

Land use will be planned in an effort to promote desired development, while protecting quality of life, the environment and property values. We will maximize the efficiency of our existing infrastructure in

an effort to minimize the need for costly expansion to underdeveloped areas, preventing unnecessary sprawl. We will carefully plan for expansion of public infrastructure for the purposes of protecting open space and natural beauty.

### **Sense of Place**

We will continue to evolve and progress while maintaining our heritage and way of life. Historic downtowns will be protected as focal points, an homage to each community's small-town origins. Rural and natural areas will be preserved as a reminder of our agricultural beginnings.

### **Housing Options**

A wide range of quality, affordable housing options will be promoted for all ages, incomes and housing preferences. Housing options will also reflect changing priorities, from rural living to lofts and townhomes contained within live, work, play communities. Home ownership will be promoted for the sake of investment and pride in the community.

### **Transportation Options**

As a community we will continue to offer an increasing array of transportation options, including well-paved streets, free of traffic congestion, to an ever-growing network of pedestrian-friendly sidewalks and trails, as well as mass transit that is regularly being reevaluated for convenience and accessibility.

### **Educational Opportunities**

Educational and training opportunities will be readily available to all residents and will be routinely reevaluated for their effectiveness and relevancy with the ever-evolving world. Opportunities will be created to allow residents to enhance their skills, adapt to technological advances and pursue life ambitions.

### **Community Health**

Development will occur in a manner that promotes healthy, livable communities that promote walkability, both for the purpose of exercise and commuting to area amenities. This will allow all residents, regardless of age, ability or income, to have easy access to quality healthcare, services and fresh foods in an environment free of hazardous conditions.

## **Mission/Vision Statements**

Gordon County and each of the cities and towns therein have created either a Vision Statement in an effort to paint a picture of what they want their community to look like in the future, or a Mission Statement detailing the focus of their efforts.

### **Gordon County Vision Statement**

A balanced quality of life experience where robust economic development meets opportunity, and our past is the foundation of our future.

### **City of Calhoun Mission Statement**

To provide our community with responsive customer driven services, based on sound fiscal stewardship, and quality of life goals to ensure that Calhoun continues as a City of Excellence.

### **City of Fairmount Vision Statement**

To maintain low-density country living and to provide necessary services to promote the health, safety, and welfare of the residents, business owners, and visitors.

### **City of Plainville Vision Statement**

Plainville will continue to be a hidden gem, a friendly and affordable place to raise a family, surrounded by industry, commerce, educational opportunities and natural beauty.

### **Town of Ranger Vision Statement**

Ranger, GA – “A tightknit community where families will to be able to live, work, play and thrive.”

### **Town of Resaca Vision Statement**

Resaca, GA – “A safe place where people want to live and all citizens have a voice.”

## **LAND USE AND FUTURE DEVELOPMENT**

Modern land use planning is based on a process called zoning, whereby jurisdictions proactively decide what land uses should go where, whether it be residential, commercial, industrial, parks/greenspace, and so on. Zoning is based on the principal of “there’s a place for everything and everything in its place.” Zoning protects land values and quality of life by preventing incompatible land uses from being placed adjacent to each other. An example would be buying property in a downtown historic district and mining the land for minerals. Without buffers or other offsets, the noise, dust and traffic generated could conflict with the historic downtown.

Zoning can be used to prevent urban sprawl by promoting infill development. City centers should be the most densely developed areas and slowly become less dense closer to the city limits. The areas farthest from the city center should be rural residential, agricultural and conservation areas. The most urbanized areas should include parks, even if only smaller “pocket parks,” trees and natural features. Land use should consider natural resources and historical uses.

Future development maps with character areas help to describe and plan land use, and combine form and function to define distinct areas to move the community toward its vision. The future development map is also used in making zoning and land use decisions. The goal is to identify overall patterns of development, not just individual uses on a lot-by-lot basis. A character area has unique characteristics, holds potential to develop into a unique area, or must be cared for in special ways because of its particular development issues such as floodplains and greenspace. Character areas run the gamut from Greenspace, the least developed areas, to Industrial, the most heavily developed areas. Future development maps graphically guide managers in planning commercial, industrial, residential, and recreational development with geography and existing land uses in mind.

### **Gordon County Character Areas**

County In City	Highway 411 Multiuse (Commercial, Industrial)
Emerging Commercial	Industrial
Emerging Mixed Use	Industrial
Emerging Suburban	Interstate Commercial
Hillside Conservation	Public Institutional Core
Historic Resource Protection	Rural Agricultural Reserve
	West Calhoun

### **Calhoun Character Areas**

Agricultural  
Commercial  
Greenspace  
Highway 41 North Corridor  
Historical  
Industrial  
Residential

