GOOD MORNING!!!!

Welcome to Planning Essentials

Georgia Department of Community Affairs

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LET'S TALK ABOUT PLANNING

- WHAT is it?
- WHY do we do it?
- WHO does it?
- HOW do you do it?
- WHAT do you do with it when you've got it?

TO PLAN...

- Plan- *Verb*
  - Definition:
    - to arrange the parts of
    - to devise or project the realization or achievement of
    - To think in advance about a method

- Plan- *Noun*
  - Definition:
    - a detailed formulation of a program of action;
    - a method devised for doing something or achieving an end, involving a series if actions

WHAT IS PLANNING?

❖ That which guides a community's growth and development

❖ A.k.a. urban design, city planning, land use planning, ……..

❖ A science because it relies on date and forecasts

❖ An art because it is about design and aesthetics and visioning

❖ A tried and true way to help your community move forward

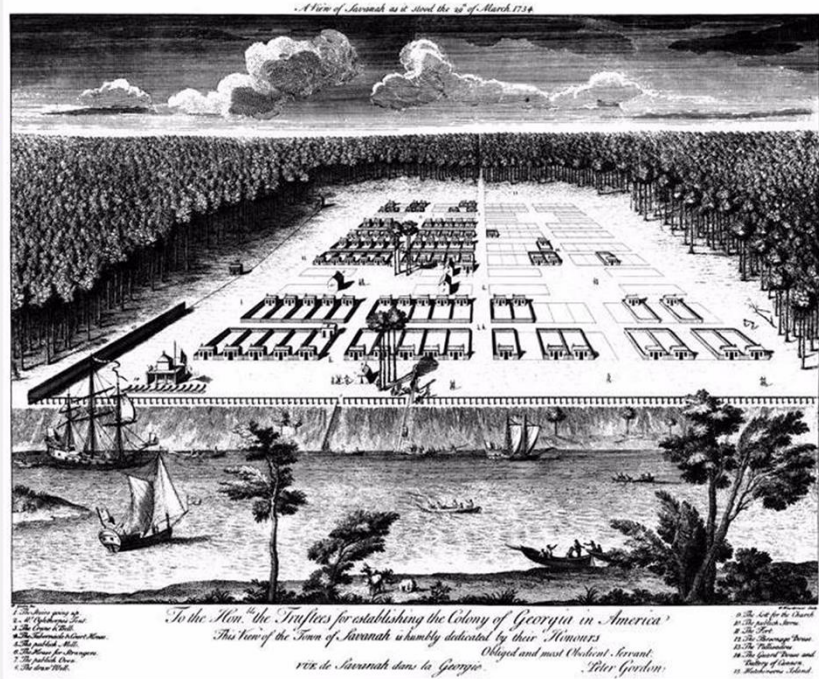❖ A dynamic blueprint for the future

❖ A to-do list

❖ ????

PLANNING ISN'T A NEW IDEA

□History is full of planned communities

□General Oglethorpe PLANNED Savannah in 1733

, with infrastructure and thought-out transportation systems- dating back to the Romans and others

Georgia's first planned community: Savannah 1734

- Our 1st planned city
- Organized buildings around open space
- The squares of Savannah were residential and commercial with agricultural lands available outside of town
- Intended this plan for Darien and Brunswick, but only Darien is still in its original planned layout

WHY PLAN?

- Why not? Why not think about what you're doing?

- Specifically
  - Helps protect property rights
  - Certainty is good for economic development
  - Helps maintain and improve your quality of life
  - Protect public investments: It's your money, after all.

"If you don't know where you're going, you might not get there."

Yogi Berra, famous baseball player and manager

WHY PLAN?

- Guide where development goes and what it will be
- Prevents surprises
- Helps you prepare for new growth
- Identify/maximize strengths
- Identify weaknesses to target

- Respond to a changing situation
- Prepare to apply for grants
- Protect community assets
- Be prepared for future growth
- It's the law!

WHO PLANS?

➢ Everybody– the plan should involve the entire community

➢ Elected officials

➢ Local government staff

➢ Consultants, developers

➢ Appointed officials

➢ Regional Commissions

➢ State of Georgia

It isn't just DCA

This is from the USDA Natural Resource Conservation Service. If you want to get money from them, you must first PLAN. This way, they know you are spending your money – and theirs- wisely.

HOW DO YOU PLAN?

Plan to Plan

Who will prepare it?

How long will it take?

How much will it cost?

Who will lead the project?

Who will be involved in the process?

THEN…You ask yourself 3 very important questions

What do we have?

What do we want?

How will we get it?

HOW WE DO IT IN GEORGIA

Georgia Planning Act is the foundation for community planning across the State

- 1st passed in 1989
- DCA administers the Local Planning Rules
- 2nd and 3rd iteration of Rules
- Will receive certain state funds, QLG

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THE RULES- what are they exactly?

- Newest Rules from 2014
- Also known as the *Minimum Standards and Procedures for Local Comprehensive Planning*
- *MUST have community buy-in*
  - *Community stakeholders must take a part in development*
  - *2 required hearings; lots of public meetings*

- Menu of planning elements
  - 3 things required for everybody
  - 5 things required for some
  - Others are discretionary
- Update every 5 years
- RC there to help develop plans
- RC there to help implement plans

PUBLIC INVOLVEMENT

- It is required
- 2 hearings plus as many public meetings as you can hold
- Must use a SWOT or similar process

To meet the minimum standards, you must:
- ✓ *Identify Stakeholders*
- ✓ *Identify Participation Techniques*
- ✓ *Involve the stakeholders using those techniques*
- ✓ *Hold Legally-Required Hearings*

MUST have a Steering Committee that MUST include Elected Officials and Economic Development folks

- The plan must reflect the community's vision for their future

THE MENU

□ Required for everybody:
- ❑ Community Goals
- ❑ Needs and Opportunities
- ❑ Community Work Program

Optional (examples) for all:
- ❑ Public Safety
- ❑ Greenspace
- ❑ Natural Resources
- ❑ Cultural Resources
- ❑ Education
- ❑ Recreation

□ Required for some:
- ❑ Land Use
- ❑ Economic Development
- ❑ Transportation
- ❑ Housing
- ❑ Capital Improvements Element

- ❑ Infrastructure
- ❑ Solid Waste Management
- ❑ Human Services
- ❑ Intergovernmental Coordination
- ❑ Sustainability
- ❑ Disaster Resilience

COMMUNITY GOALS

- Required for everyone
- Includes at least 1 or a combination of:
  - General *VISION* Statement
  - List of *GOALS*
  - List of *POLICIES*
  - *CHARACTER AREAS* w/narrative
- Only have to do this once
  - Update only when you think needs it
- Roadmap for the community's future

- VISION:
  - Paints a picture of the future
  - As much detail as you want
- GOALS:
  - Overarching ideals to achieve
- POLICIES:
  - Guidance and direction on HOW to meet the goals
- CHARACTER AREAS:
  - Goals/policies by specific areas of the community
  - Map them

NEEDS AND OPPORTUNITIES

- Required for everybody
- Update every 5 years
  - In-depth community involvement
  - Use previous one as a starting point
- Use a SWOT or similar to get your answers
  - **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats

- MUST be comprehensive
- MUST make sense to and for your community
- MUST involve the community
- Bullet list or other is fine
- NOT a to-do list

COMMUNITY WORK PROGRAM (CWP)

- Required for everybody
- Update every 5 years with in-depth community involvement
- Two parts:
  - Report of Accomplishments: Completed, Underway, Postponed (and why) and Not accomplished (and why)
  - NEW work program- your to do list for the next 5 years
- Can have short term (5 years) and long term
- Activities must be specific and measurable
  - No "consider" or "encourage" or policy statements

CWP includes…

- Brief description of the activity
- Timeframe for accomplishing
- Responsible party
- Estimated cost
- Proposed funding source(s)
- May also include:
  - Goal addressed
  - Any legal authorization needed

- Things to remember:
  - Keep it simple but thorough
  - Is a template if you chose to use it
  - Specific projects
  - Can phase projects to ensure more specificity
  - Meet immediate and long term needs

REQUIRED FOR SOME

Economic Development	• Job tax credit Tier 1
Land Use	• Zoning or the equivalent
Transportation	• All or part in an MPO
Housing	• CDBG Entitlement
Capital Improvements	• Collect Impact Fees

1. Economic development- FOR THOSE IN Job Tax credit Tier 1
   1. Can substitute the CEDS for the region
   2. Be sure to pull out any high priority items for including in CWP

2. Land Use- FOR THOSE with zoning or other land development regs subject to the ZPL
   1. Character area narrative and map, or
   2. Future land use map and narrative

3. Transportation- FOR THOSE IN an MPO
   1. Can use the MPO transportation strategy for the region
   2. If not, must identify network, alternative modes, parking issues, etc.
   3. Be sure to pull out high priority items for the CWP

4. Housing- FOR **CDBG** ENTITLEMENT COMMUNITIES
   1. Can substitute the local consolidated plan
   2. Pull high priority items

5. Capital improvements- FOR THOSE THAT COLLECT IMPACT FEES
   1. Due annually

ONCE THE PLAN IS COMPLETED

- Submit for review to your Regional Commission, but, before you do…
  - Certify that
    - Public Hearings were Conducted as Required by Law
    - Regional Water Plan was Consulted
    - "Part 5" Environmental Planning Criteria were Reviewed

- After Approval: Adoption Resolution
  - Proves the plan was officially adopted by the local government. Legally grounds the plan and makes it the official foundation for future development decisions.
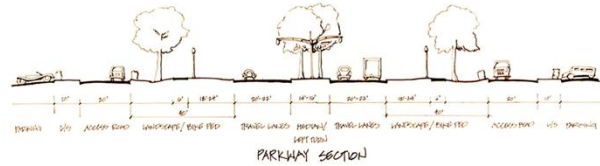
Then-- WHAT DO YOU DO WITH IT?

- Plan Implementation tools
  - Traditional zoning
  - Form Based codes
- Best Practices
- PlanFirst program

PlanFirst Community
A Program of the Georgia Department of Community Affairs

OTHER COMMUNITY PLANS

- Master Plans
- Small Area Plans
- Strategic Plans
- Recreation Plans
- Transportation Plans
- Urban Redevelopment Plans
- Greenspace Plans

TAKE AWAYS…

- Plans are for everybody

- It is YOUR plan!!

- Thinking about what you're doing in advance helps save money and time

- Be sure to involve your citizens

- Your RC is there to help you develop your plan

- DCA is here to help, too

- Plans are dynamic and should be revisited and updated all the time