

## COMMUNITY GOALS

The purpose of the Community Goals element is to lay out a road map for the City's future, developed through a very public process of involving community leaders and stakeholders in making key decisions about the future of the community. The Community Goals are the most important part of the plan, as this component identifies the jurisdictions' direction for the future. Further, community goals provide the general framework for the continued development of the City of Griffin.

The Community Goals section includes a General Vision Statement that paints a picture of what the community desires to become, providing a complete description of the development patterns to be encouraged within the jurisdiction. This section also includes a listing of community policies that require immediate attention for future development. Specific policies focus on the City's desires to provide ongoing guidance and direction to local government officials in making decisions consistent with achieving the Community Goals.

Griffin's Vision Statement was created through the Comprehensive Plan Community Involvement process. The Vision Statement is a verbal snapshot of what the City of Griffin desires to become by year 2038. Therefore this document summarizes the desired character and characteristics of our community. Finally, it provides the ultimate goals for future community planning and development efforts.

## Vision Statement

*A thriving community that is safe, educated, well-planned, promotes strong economic development, and supports equal opportunities for all.*

The citizens of Griffin embrace its strong historic character, while growing together as a community to promote economic prosperity and development, protect important natural and cultural resources and build a successful future for the next generation that includes these community priorities:

- A community that strives for a high quality of life for our residents.
- Guiding future development with informed land use plans that take into account the protection of our natural resources;
- Providing a variety of walkable neighborhoods that embrace the live, work, play model and includes sidewalks, greenway trails, and bike lanes;
- Creating a variety of opportunities for our children, including recreational facilities, historical and educational-oriented resources;
- An inclusive community that seeks to offer a variety of public transportation opportunities for its residents, with special attention to those disadvantaged by age, income, or special needs;
- A community that embraces its history with preservation of historic resources and neighborhoods;
- A clean, comfortable, peaceful, family-friendly oriented community;
- A community that actively promotes and pursues innovative businesses,
- A community that supports workforce development and local post secondary educational institutions; and
- A community rich with neighborhood parks.
- Providing infrastructure and resources to support sustainability and new development.

Community Goals for the City of Griffin are paramount to its current and future success. The Comprehensive Plan Steering Committee identified its top four priorities that are important to the community as a whole. The City of Griffin identified the following as community priorities.

### List of Priority Goals and Policies

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**GOAL 1:** To create a vibrant City that seeks to enhance overall quality of life for every citizen.

- ⇒ **POLICY 1:** Encourage development strategies which promote a live, learn, work, play and retire model for the City.
- ⇒ **POLICY 2:** Support local youth development, initiatives, and partnerships.
- ⇒ **POLICY 3:** Establish public-private partnerships with developers that primarily focus on neighborhood revitalization.
- ⇒ **POLICY 4:** Continue to partner with the education and business community for the promotion of workforce development.
- ⇒ **POLICY 5:** Support local youth advisory council.

**GOAL 2:** To promote an efficient, safe, and connected transportation system that serves all sectors of the City of Griffin.

- ⇒ **POLICY 1:** Promote multi-modal transportation network.
- ⇒ **POLICY 2:** Establish public-private partnerships for the establishment of public transit options.
- ⇒ **POLICY 3:** Research and seek to adopt a local Complete Streets policy.
- ⇒ **POLICY 4:** Promote the beautification and increased functionality of highway corridors within the City.
- ⇒ **POLICY 5:** Increase infrastructure that supports electric cars and other future transportation needs.

## List of Priority Goals and Policies Cont.

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**GOAL 3:** A comprehensive approach to economic development to create a vibrant community.

- ⇒ **POLICY 1:** Promote downtown revitalization.
- ⇒ **POLICY 2:** Increase mixed-use development.
- ⇒ **POLICY 3:** Support the expansion of existing industry and business including small and locally owned.
- ⇒ **POLICY 4:** Recruit new industry to the City.
- ⇒ **POLICY 5:** Promote and increase local tourism.
- ⇒ **POLICY 6:** Promote Griffin as a Film-Ready community.
- ⇒ **POLICY 7:** Support the implementation of the recommendations from the Griffin Spalding Tourism Resource Team Report.
- ⇒ **POLICY 8:** Support the efforts to expand and maintain complete broadband coverage within the City of Griffin and Spalding County.
- ⇒ **POLICY 9:** Create Business Improvement Districts and/or Community Improvement Districts.
- ⇒ **POLICY 10:** Form an Economic Development Council.
- ⇒ **POLICY 11:** Promote adaptive reuse of historic buildings.
- ⇒ **POLICY 12:** Provide infrastructure necessary to promote economic development in a sustainable manner.

## List of Priority Goals and Policies Cont.

**GOAL 4:** To ensure safe, quality, long-term, and attainable housing for all residents.

- ⇒ **POLICY 1:** Continue the implementation of the City's Substandard Housing Program.
- ⇒ **POLICY 2:** Work with the Griffin Housing Authority and the Land Bank Authority to establish affordable housing opportunities for residents.
- ⇒ **POLICY 3:** Establish a housing rehabilitation program, pursue grants and other funding that assists homeowners with repairs and improvement of housing conditions.
- ⇒ **POLICY 4:** Promote appropriate infill housing.
- ⇒ **POLICY 5:** Promote mixed use housing development.
- ⇒ **POLICY 6:** Support the development of attainable workforce housing.
- ⇒ **POLICY 7:** Promote housing around existing community facilities and amenities such as the City Park.
- ⇒ **POLICY 8:** Pursue resource opportunities and other incentives to promote home ownership.
- ⇒ **POLICY 9:** Continued evaluation of housing and property maintenance codes and stringent enforcement.