

COMMUNITY NEEDS AND OPPORTUNITIES

SWOT Analysis

Strengths, Weaknesses, Opportunities, Threats (SWOT) are vital components of the comprehensive planning process that help community leaders identify specific needs and opportunities for future development. This process encourages local citizens and decision makers to brainstorm ideas about existing conditions and identify methods to improve the community. This analysis is designed to encourage communities to think about:

- Where they have been?
- Where they are?
- Where they want to be in the future?
- How they want to get there?

The Griffin Comprehensive Plan Steering Committee completed a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis at the beginning of the planning process. Identifying these particulars is an introduction to a broad range of issues that can be studied in greater detail within the comprehensive planning process. The SWOT Analysis technique guides the direction of some key focal points within the plan.

S.W.O.T. Analysis:

A brief definition of a Strength, Weakness, Opportunity, and Threat as used in a SWOT analysis is as listed:

- ♦ ***Strength:*** *Something that makes a community stand out when compared to other communities. Something that makes you proud to call the community home. A strength can be a physical asset, a program, an environmental condition or an impression or feeling.*
- ♦ ***Weakness:*** *Opposite of a strength. Problem that needs to be addressed.*
- ♦ ***Opportunity:*** *Something that could be done to improve the community.*
- ♦ ***Threat:*** *A threat may be internal or external. A threat can be anything that could jeopardize the future success of a community.*

SWOT Analysis Results

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ◆ University of Georgia Griffin Campus ◆ Spalding Medical Center ◆ Southern Crescent Technical College ◆ Library ◆ Parks and recreation facilities ◆ Infrastructure ◆ Award winning recycling program ◆ Downtown ◆ Spalding Collaborative ◆ Arts Alliance and community ◆ Water quality and water supply ◆ Wastewater capacity and treatment ◆ Regional transportation connectivity ◆ Housing and Redevelopment Authority ◆ and other partnerships for neighborhood revitalization ◆ College and Career Academy 	<ul style="list-style-type: none"> ◆ Lack of public buy-in with local city initiatives ◆ Lack of funding for transportation improvements ◆ Apathy regarding blight and other issues ◆ Lack of affective communication strategy ◆ Lack of multi-use trails ◆ Lack of community gathering spaces especially youth ◆ Lack of truck bypass ◆ High percentage of rental housing ◆ Low percentage of high paying jobs ◆ Lack of transit options for all citizens ◆ Lack of funding for water and wastewater infrastructure
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ◆ Film Ready community ◆ Housing affordability ◆ Educational Prosperity Initiative ◆ Future housing for UGA – Griffin ◆ Downtown retail, re-development, and infill growth ◆ Multi-cultural forums for citizens and leadership ◆ New airport and re-use of the existing Griffin-Spalding Airport ◆ Future commuter rail 	<ul style="list-style-type: none"> ◆ Lack of multi-modal transportation ◆ Aging infrastructure ◆ Sub-standard housing ◆ Lack of community cohesion ◆ Lack of diverse tax base ◆ Lack of space for industrial growth

List of Community Needs and Opportunities

This section provides an updated list of needs and opportunities for the City of Griffin. This updated version reflects public comments gained from the community participation activities as well as other input gathered during the Steering Committee Meetings.

Population

Needs:

- ◆ Need for public buy-in with local city initiatives.
- ◆ Need for additional community gathering spaces.
- ◆ Need for additional youth focused events and initiatives.
- ◆ Crime rates need to be addressed.
- ◆ Need to address the high poverty level.
- ◆ Need to pursue ways which encourage a live, work, and stay community that addresses the lack of population growth.
- ◆ Increased entertainment and night life.

Opportunities:

- ◆ Forums for multi-cultural and multi-generational dialogue and collaboration.
- ◆ Educational Prosperity Initiative.
- ◆ Secondary education opportunities within the community.

Housing

Needs:

- ◆ Need to encourage increased home ownership to address the high percentage of rental housing units.
- ◆ Need to continue to address blighted neighborhoods.
- ◆ Need to continue to address the large number of sub-standard properties.
- ◆ Need for new single-family housing construction.
- ◆ Need to seek to establish student housing for Southern Crescent and UGA.
- ◆ Need for housing assistance for those with student loans.
- ◆ Need for higher density housing and condominiums, that are close to amenities.

Opportunities:

- ◆ Residential infill opportunities.
- ◆ Housing rehabilitation programs such as local initiatives, CHIP and CDBG.
- ◆ The city Land Bank to address substandard housing.

List of Community Needs and Opportunities Cont.

Economic Development

Needs:

- ◆ Need to continue to increase economic diversity and economic tax base.
- ◆ Need to attract higher skill and higher paying jobs.
- ◆ Need to attract more small businesses and manufacturing facilities.
- ◆ Need to continue to promote comprehensive downtown revitalization.
- ◆ Need to promote the use of tax incentives for properties located in the Griffin Commercial Historic District for the rehabilitation of structures.
- ◆ Need more downtown events such as first Fridays and art walks.
- ◆ Need to promote Griffin for livability and small town lifestyle.

Opportunities:

- ◆ University of Georgia @ Griffin.
- ◆ Griffin-Spalding Airport expansions.
- ◆ Wellstar Spalding Regional Hospital.
- ◆ Southern Crescent Technical College.
- ◆ Public infrastructure and utilities.
- ◆ Growing industrial parks.
- ◆ Enhanced and expanded program curriculum and increase student enrollment at the University of Georgia @ Griffin.
- ◆ Increasing job opportunities.
- ◆ Increasing tourism opportunities.
- ◆ Expanding youth employment programs.

Transportation

Needs:

- ◆ Need to increase public transportation options.
- ◆ Need to increase bike-pedestrian network and overall connectivity.
- ◆ Need to create multi-modal and alternative transportation options.
- ◆ Need for truck route to bypass downtown.
- ◆ Need to seek partnerships to establish future commuter rail.
- ◆ Need to recruit and promote bike sharing infrastructure.

Opportunities:

- ◆ Become a bicycle/pedestrian friendly community.
- ◆ Increased interregional access with the new local airport.
- ◆ The establishment of a truck route to bypass downtown.
- ◆ Increase collaboration with the school system.
- ◆ TSPLOST to fund transportation needs.

List of Community Needs and Opportunities Cont.

Land Use

Needs:

- ◆ Need to increase buffers between industrial uses and historic neighborhoods may
- ◆ Need to increase mixed-use developments.
- ◆ Need to lessen the encroachment of commercial/ industrial uses into residential areas.
- ◆ Need to continue reduction of vacancy rate of commercial spaces.
- ◆ Need to lessen the proliferation of auto-oriented land uses along Taylor and Experiment Streets.
- ◆ Need to limit the proliferation of store-front churches within Downtown and other retail activity areas.

Opportunities:

- ◆ Former industrial sites redeveloped or converted to mixed use development, loft apartments, office or retail space.
- ◆ Increased mixed use development and traditional neighborhood development plans.
- ◆ Promotion of appropriate infill development due to the update of the local infill ordinance.

Intergovernmental Coordination

Needs:

- ◆ Need to create a communication plan for increased partnership between the various City departments and other authorities.

Opportunities:

- ◆ Increased City/County collaboration.
- ◆ Griffin Housing Authority Redevelopment efforts.
- ◆ Generous, caring citizens, organizations, churches, and charities.
- ◆ Citizens Local Government Academy.
- ◆ Citizens Police academy.
- ◆ The establishment of neighborhood partnerships that focus on revitalization of older neighborhoods and mill communities.
- ◆ Increased public awareness of accomplishments within the community.

List of Community Needs and Opportunities Cont.

Historic and Natural Resources

Needs:

- ◆ Need to identify additional historic properties and neighborhood districts.
- ◆ Need to promote local history and cultural sites.
- ◆ Need a local history center or museum.
- ◆ Need to address illegal dumping by creating a local Adopt-a-Mile program and other community clean up initiatives.
- ◆ Need to promote Adopt-a-Stream groups.
- ◆ Need additional greenspace, parks, dog parks, and multi-use trails.

Opportunities:

- ◆ Creation of community gardens.
- ◆ Increased preservation and re-use of historic buildings.
- ◆ The creations of an updated inventory of historic structures.
- ◆ Local history preservation with the Griffin Spalding Archive.
- ◆ Preservation and history of Rosenwald Schools such as the Fairmont School.
- ◆ Increased neighborhood improvement projects as in the Fairmont community.
- ◆ Increased recreational opportunities with the new county park at the old quarry site.

Community Services and Facilities

Needs:

- ◆ Need for more parks and passive recreation.
- ◆ Need for bike trails.
- ◆ Need to convert abandoned railroads into trails.
- ◆ Need to ensure complete broadband capability and coverage in the City.

Opportunities:

- ◆ Local library and expanded programs.
- ◆ Parks and Recreation facilities expansion.
- ◆ Available public infrastructure and utilities.
- ◆ Strong Arts Community.
- ◆ Recycling Program.
- ◆ Strong Public Works Department.
- ◆ Sufficient water and sewer capacity and infrastructure improvements.
- ◆ Growth opportunities for recreational and youth activities.
- ◆ Establishing additional mentorship programs.
- ◆ Expansion of youth employment programs.