

ROME-FLOYD
CAVE SPRING
2040

FLOYD COUNTY COMMISSION PRESENTATION

JULY 10, 2018

COUNTY ADMINISTRATION BUILDING

TONIGHT'S AGENDA

- Planning Process
- The Plan
 - Vision & Goals
 - Key Policies
 - Projects
- Next Steps
- Questions

THE PLANNING TEAM



**Leadership +
Transportation**

**Land Use +
Design**

**Market
Study**

PLANNING PROCESS

RESEARCH + ANALYSIS

- ✓ Review and assess previous plans
- ✓ Update project status
- ✓ Transportation review
- ✓ Land use review
- ✓ Housing review
- ✓ Issues identification
- ✓ Summarize existing conditions

ECONOMIC DEVELOPMENT ELEMENT

- ✓ Examine existing and projected employment growth
- ✓ Identify best practices and incentives
- ✓ Prioritize strategies and opportunities
- ✓ Report

DRAFT + FINAL PLAN

- ✓ Develop concepts
- ✓ Update future land use map
- ✓ Update future development map
- ✓ Create economic strategy
- ✓ Create a project list
- ✓ Strategy for implementation
- ✓ Draft document
- ✓ Final plan review
 - Final document

STEERING COMMITTEE

- 27 individuals representing various communities within the county and cities of Rome and Cave Spring
- Purpose: provide guidance regarding local preferences, assist in making recommendations, and review draft materials.
- Gathered their views on various issues and opportunities via one-on-one interviews and 4 group meetings

PUBLIC MEETINGS

Kick-Off Meetings (March 6th and March 15th)

- Presented existing conditions
- Solicited input on Strengths, Weaknesses, Opportunities, and Threats in all 3 communities
- Mapped assets and areas needing improvement

Planning Workshops (March 20th and April 17th)

- Gathered ideas for a vision statement
- Asked the community to rate potential policies

Draft Plan Open House (May 1st)

- Presented policies for review
- Presented the future land use map and redevelopment ideas for 4 areas of the county

Final Plan Presentation (June 5th)

- Incorporated feedback from Draft Plan Open House
- Updated policies and projects were re-presented for additional feedback
- Incorporated into the draft planning document

THE PLAN

MULTI-USE TRAIL

Linear Park

Brewery

SHARROW

United Pentecostal Church
of Coosa Valley

Lindale
United
Methodist
Church

First Baptist Church of Lindale

Wolfe Park

Gilbreath
Recreation
Center

N 3RD ST SE

N 2ND ST SE

AVENUE D SE

AVENUE C SE

MAPLE RD SE

AVENUE A SE

SILVER ST SE

W 1ST AVE SE

N 1ST ST SE

OLD ROCKMART RD SE

RAILROAD ST SE

PARR AVE SE

S 1ST ST SE

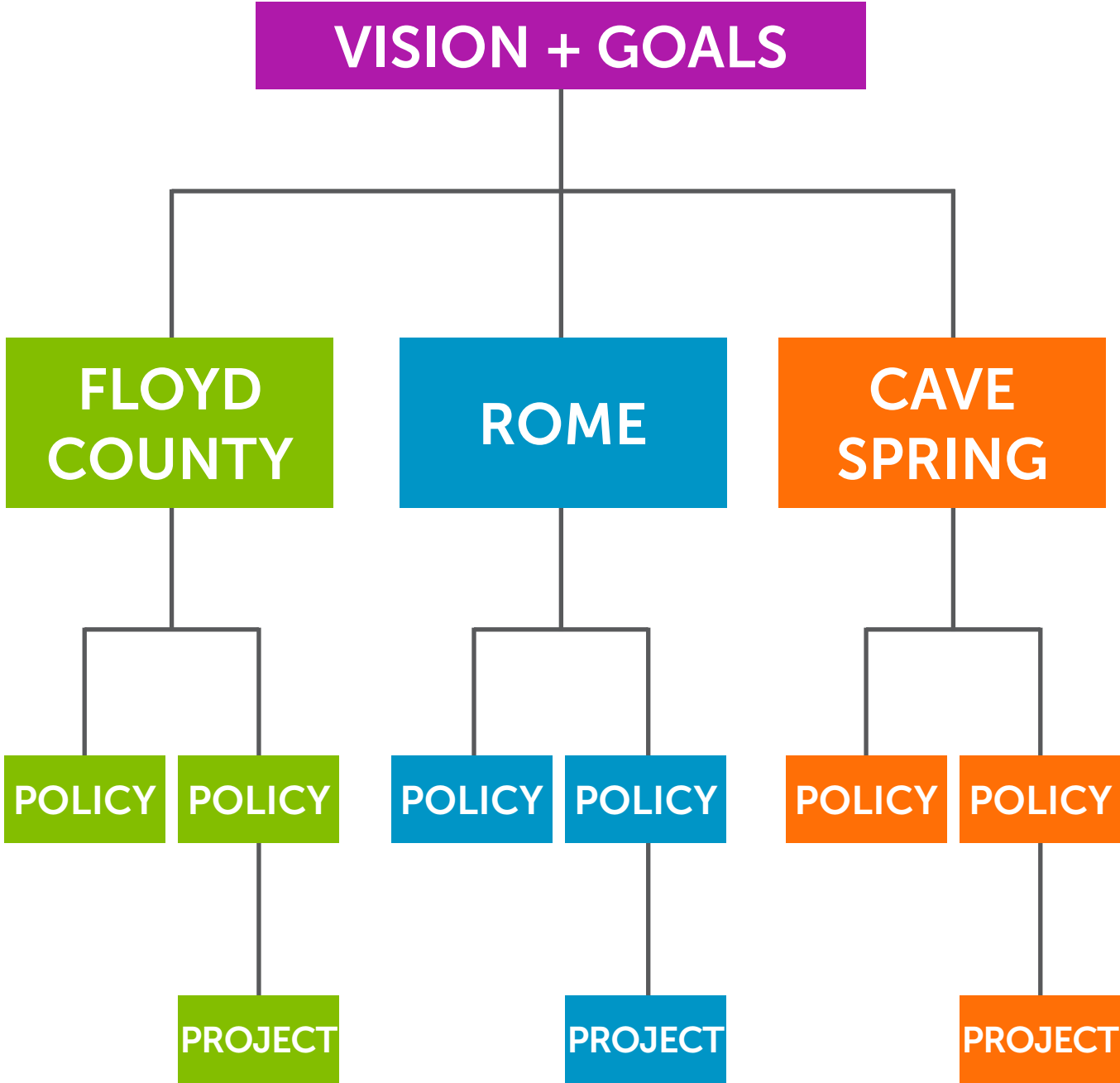
S 2ND ST SE

101 ST SE

WHAT'S IN THIS PLAN?

- Report of accomplishments
- Analysis of existing conditions, including market conditions
- Character area map update
- Future land use map update
- Sample redevelopment plans
- **52 unique** policies concerning land use, transportation, housing, economic development, and natural and cultural resources
- 5-Year Work Program with **57 projects**

HOW DOES THIS PLAN WORK?



VISION STATEMENT

Floyd County aspires to be a place that boasts a wide range of locales, from its beautiful, rural nature, to the small town feel that the cities of Rome and Cave Spring have to offer, all while remaining a community that provides equitable living options, efficient transportation, a strong local economy, and protection of natural and cultural resources.

GOALS



LIVABILITY

CREATE LIVABLE AND
EQUITABLE COMMUNITIES
THROUGHOUT FLOYD
COUNTY



ECONOMIC VITALITY

FOSTER AN ENVIRONMENT
WHERE BUSINESSES CAN
GROW AND INDUSTRIES
CAN THRIVE



MOBILITY

ENSURE THAT THE
TRANSPORTATION
NETWORK MEETS
EVERYONE'S NEEDS AND
EXPECTATIONS



PRESERVATION

PRESERVE HISTORIC,
CULTURAL, AND NATURAL
RESOURCES

POLICIES VERSUS PROJECTS

POLICY: Guidelines that provide direction for the implementation of the plan's goals.

Example: Promote the construction of senior housing.

PROJECT: Specific tasks, such as construction and further studies, with a defined cost and time frame that implements policy. Completion and success is measurable.

Example: Construct 100 new senior housing units by 2023.

Example: Adopt a new ordinance that will make senior housing easier to build.

FLOYD COUNTY POLICY EXAMPLES

- Prioritize investment into under-served communities and other areas needing long-term improvement.
- Preserve and protect agricultural areas, natural resources, forestry areas, wildlife habitats, and water bodies from encroachment of incompatible land uses.
- Complete the Rome Bypass.
- Explore opportunities to connect to Rome's transit service to areas that have a high number of households without vehicles.
- Repair and replace bridges of poor quality.
- Preserve naturally occurring affordable housing.

FLOYD COUNTY POLICY EXAMPLES

- Identify opportunities to construct special housing to support the growing senior population.
- Coordinate infrastructure investment and service improvements in targeted industrial development areas, while maintaining an inventory of industrial development sites that are “construction ready.”
- Continue to capitalize on opportunities to partner with local colleges and universities to emphasize logistics employment opportunities, among other initiatives.
- Continue to encourage riverfront development.
- Protect potential sources of water for future use through actions that could include land acquisition, zoning, transfer of development rights, or purchase of development easements.

PROJECTS

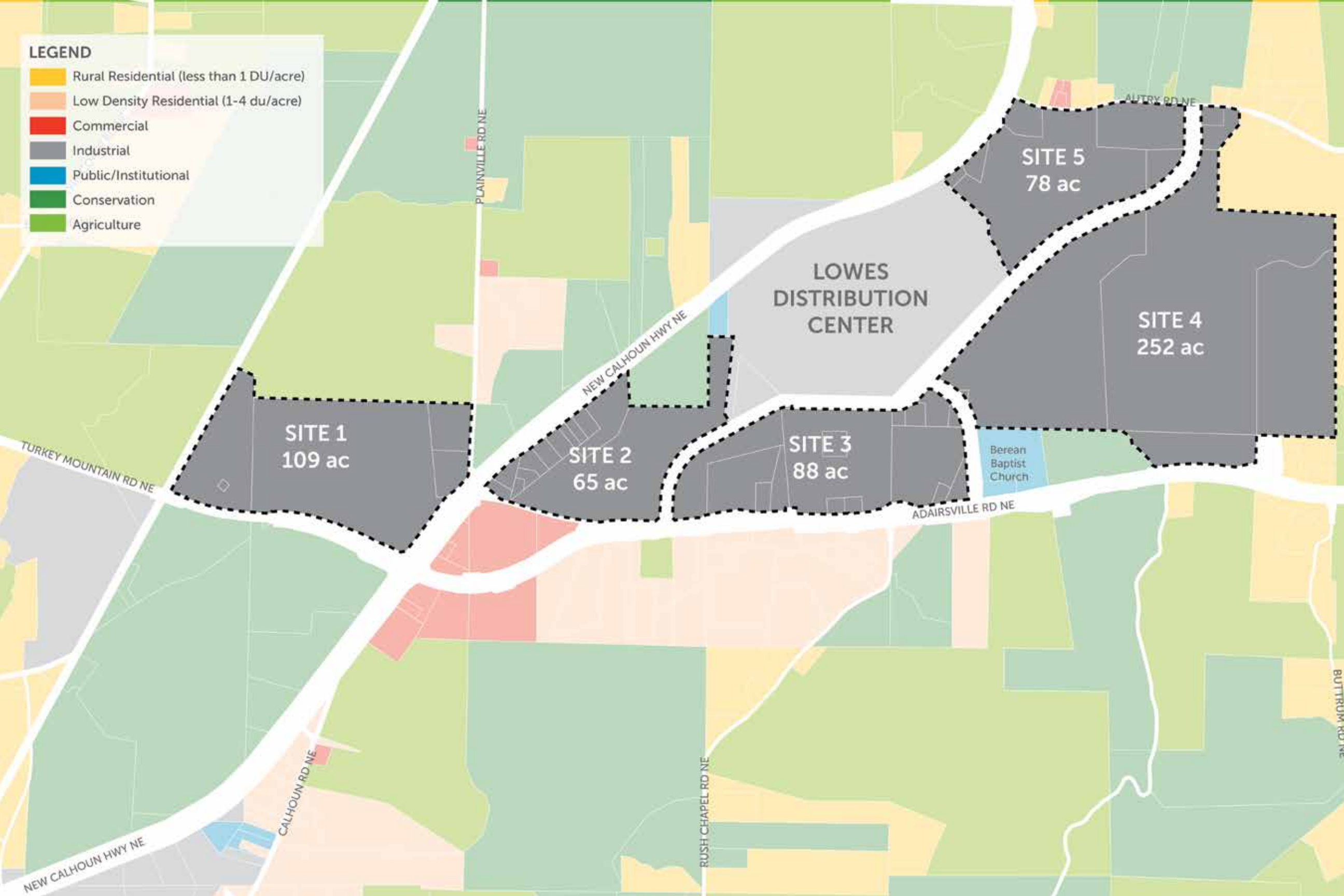
- **L.2 // Create a redevelopment plan for the Lindale Mill area that incorporates ideas for adaptive reuse of the mill and other underutilized or vacant properties, as well as provisions for mixed use development.**
- **TI.11 // Cooperate with the City of Rome on a feasibility study on expanding the Rome Transit Department's services into unincorporated Floyd County**
- **TI.16 // Lindale Mill Trail**
- **TI.24 // Cave Spring to Cedartown Trail**
- **H.1 // Collaborate Cave Spring to create a housing inventory that keeps record of the type, age, condition, value, and tenure of each housing unit within the county.**

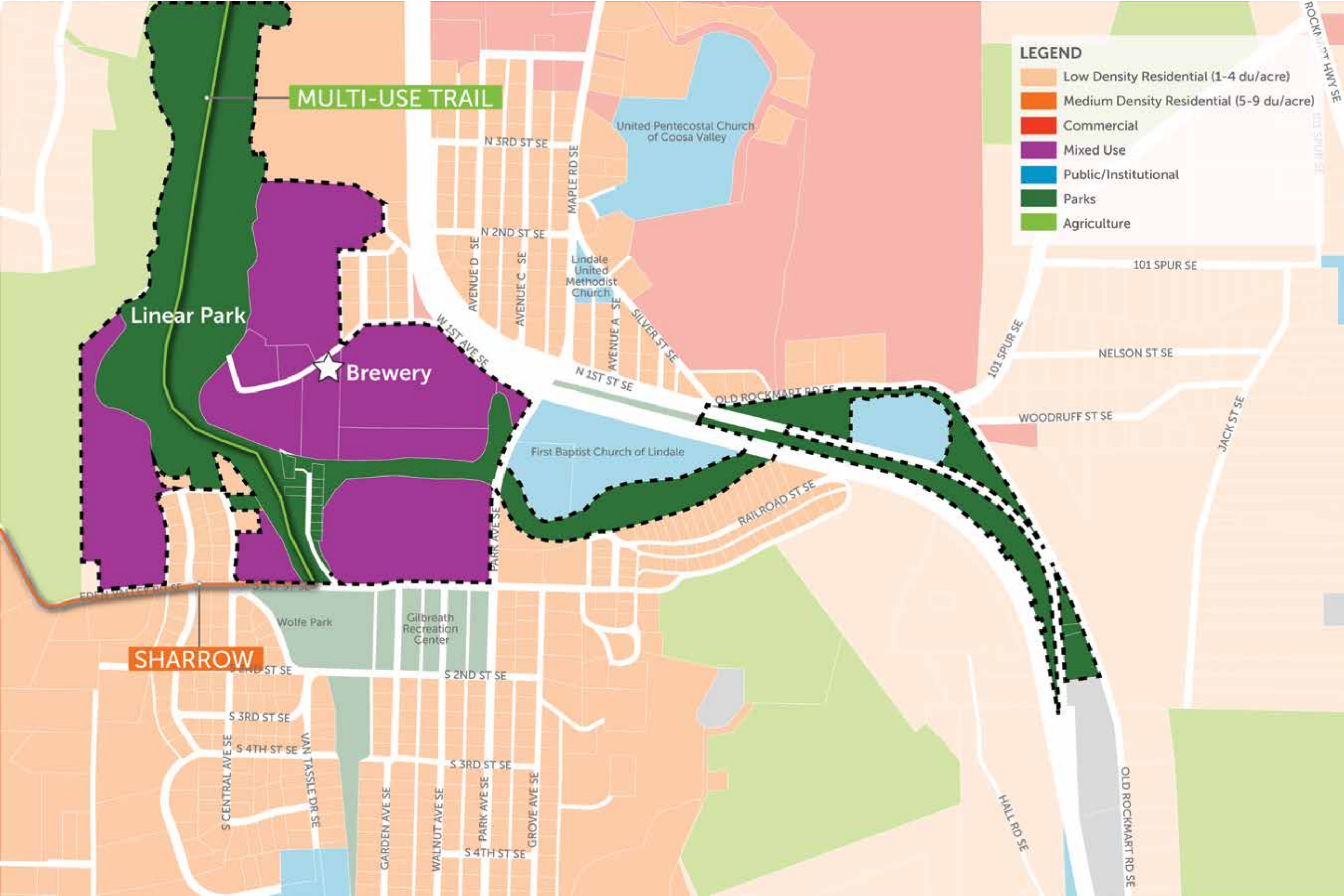
PROJECTS

- H.3 // Review and adapt the ULDC to encourage the development of housing that is diverse in type and pricing using inclusionary housing policies, and remove administrative barriers to the creation of market-rate affordable dwelling units.
- ED.3 // Purchase parcels slated for industrial development near the Lowe's Distribution Center, create development pads of at least 50 acres to sell to prospective industries looking to locate in Floyd County.
- ED.5 // Determine areas within the county that may qualify for the state Opportunity Zone program and apply for designation
- ED.6 // Determine areas within the county that may qualify for the federal Opportunity Zone program and apply for designation
- NC.4 // Develop a parks and recreation plan with Rome and Cave Spring.

LEGEND

- Rural Residential (less than 1 DU/acre)
- Low Density Residential (1-4 du/acre)
- Commercial
- Industrial
- Public/Institutional
- Conservation
- Agriculture





LEGEND

- Low Density Residential (1-4 du/acre)
- Medium Density Residential (5-9 du/acre)
- Commercial
- Mixed Use
- Public/Institutional
- Parks
- Agriculture

MULTI-USE TRAIL

Linear Park

Brewery

SHARROW

United Pentecostal Church of Coosa Valley

Lindale United Methodist Church

First Baptist Church of Lindale

Wolfe Park

Gilbreath Recreation Center

N 3RD ST SE
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SILVER ST SE
PARK AVE SE
S 1ST ST SE
S 2ND ST SE
S 3RD ST SE
S 4TH ST SE
S CENTRAL AVE SE
VAN TASSLE DR SE
GARDEN AVE SE
WALNUT AVE SE
PARK AVE SE
GROVE AVE SE

101 SPUR SE
NELSON ST SE
WOODRUFF ST SE
JACK ST SE
HALL RD SE
OLD ROCKMART RD SE

EMPLOYMENT SECTOR GROWTH

- Matrix at right assesses historic and projected growth of employment sectors and their average annual wages county-wide.
- The key sectors with high growth and higher wages are shown in the upper right quadrant:
 - Wholesale Trade & Transportation
 - Manufacturing
 - Health Services
 - Financial Activities
- Future growth in these employment sectors represent the best opportunities for economic impact throughout Floyd County.



ECONOMIC DEVELOPMENT STRATEGIES

ATTRACT

- Leverage existing progressive economic development programs, such as the annual Confluence conference, to attract growth in the Information and Professional/Business Services sectors.
- Grow Advanced Manufacturing industry and related employment sectors.
- Build on the emerging Distribution/Logistics hub at the North Floyd Industrial Park (SR-53 and SR-140)

ECONOMIC DEVELOPMENT STRATEGIES

TRAIN

- Grow additional opportunities to leverage the quality local post-secondary education options for economic growth, particularly in the Technology, Education, and Healthcare sectors.
- Continue to capitalize on opportunities to partner with local colleges and universities to emphasize Logistics employment opportunities, among other initiatives.

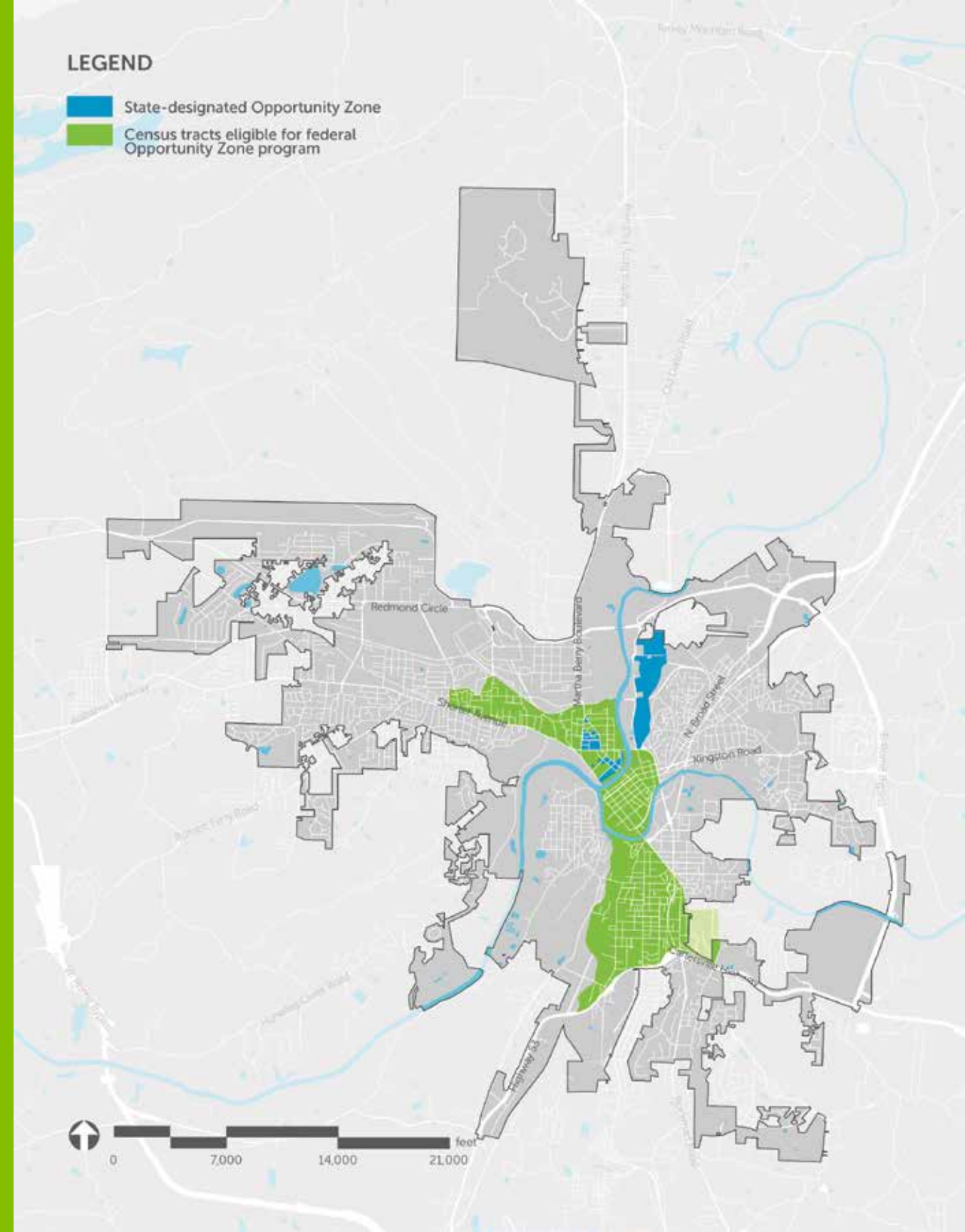
ECONOMIC DEVELOPMENT STRATEGIES

RETAIN

- Encourage development of more housing options, particularly those with a higher-density walkable orientation, to attract younger workers and grow the options for older households/retirees.
- Invest in quality of life amenities, such as connected trails, to enhance the current attractiveness of the area as a place to live, work, learn, and play.
- Invest in infrastructure and amenities that support entrepreneurs and remote workers.

OPPORTUNITY ZONES (OZs)

- State designated or federal (new program)
- State designated OZs provide a tax credit for new jobs created as part of a new development within the OZ and net new employees in an existing business.
- Tax credits can be claimed for up to 5 years
- New federal program would give tax credits to development investors



NEXT STEPS

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

PUBLIC COMMENT PERIOD
6/22 - 7/22

PLAN REFINEMENT
JULY - SEPTEMBER

REVISED DRAFT
SEPTEMBER - OCTOBER

★
PRESENTATION TO FLOYD COUNTY
7/10

★
TRANSMITTAL TO NWGRC
7/22

★
ADOPTION BY FLOYD COUNTY
10/23

★
SEND TO DCA
10/24

PUBLIC COMMENT PERIOD

Visit www.romefloydplan.com

**AVAILABLE
UNTIL JULY
22nd**

Comment reporting tool



The plan



The plan is now available for public comment!

Thank you to everyone who has given us their input for the Rome-Floyd/Cave Spring 2040 Plan! We have concluded our program of public meetings, and are pleased to present the draft plan for public comment.

The plan will be available for comment [here](#) until July 22nd.

To view the plan in its entirety, please click [here](#).

QUESTIONS

