

ENVISIONING STATESBORO'S FUTURE



CITY OF STATESBORO COMPREHENSIVE MASTER PLAN EXECUTIVE SUMMARY

VISION

Our community's neighborhood-oriented atmosphere will continue to evolve into an increasingly attractive destination for new residents, businesses, and commerce. Our community will preserve its history and environment, and will become a regional leader in quality growth and development. To achieve this, our community will:

- Be the hub of economic development for the region, and will proactively and strategically initiate business attraction, retention and expansion activities designed to strengthen and diversify our economy while advancing the quality of life for all. We will work together to market the community to appropriate industries and small businesses, appropriate service sector employers, and a mix of grocers, restaurants, and other entertainment establishments. Our educated workforce will attract clean industries and quality jobs, and our home grown businesses and entrepreneurs will continue to flourish.
- Embrace collaboration to promote sustainable, quality growth and stewardship, including wise management of our infrastructure, natural resources, education, recreation, and economic development.
- Promote the idea that all residents have a right to quality housing regardless of socio-economic standing. We will monitor housing needs, and will continue to emphasize walkability and interconnectedness in our neighborhoods. Our community will value the integrity of our historic neighborhoods and embrace innovation in providing diverse housing options to meet the needs of the community.
- Lead collaborative efforts with the county, universities, and other entities and agencies to present a unified front in the face of economic and resource protection challenges. Our city and countywide agencies will work closely together and with other stakeholders, forming a seamless approach to local government management.
- Develop and implement a balanced and forward thinking land use policy that provides for a sustainable community of thriving neighborhoods, business areas, and civic places that comprise an outstanding quality of life and physical environment. The City will expand in a manner which conserves the natural land resources and integrates new development in ways which minimize negative impacts and provides for a healthy ecosystem. Walkable, neighborhood commercial areas will be supported; pedestrian and bike connections will be emphasized; office and industrial development will be a priority. Citizen participation and informed decision-making will be a hallmark of our community's land use planning.
- Value preservation of natural habitat and historical features, and will carefully evaluate land use decisions and plan the transportation network with regard to natural, cultural and historic preservation. New or infill development will be designed to have minimal impact on natural, cultural and historic resources. Our community will provide diverse open space and park amenities to protect our natural resources and provide human access to nature. Trees and landscaping will soften urban development, providing shade, comfort, health benefits, and beauty.
- Have a comprehensive transportation network which places equal importance on all modes of transportation. The interconnected transportation network will serve to minimize traffic congestion and provide safe, well-maintained facilities for bikes and pedestrians. Public transportation will be integrated and provided for all users.
- Be a regional education center, from K-12 through university. Our excellent educational system will attract newcomers who seek opportunities to engage with the community, thus perpetuating the high quality of life in Statesboro.
- Value and promote our thriving downtown as the cultural, business, and lifestyle leader in the region. A variety of retail, dining, and entertainment venues will enhance an active daytime office and business community, providing a day and evening destination, with activities for young adults, retirees, families, residents, and visitors.

The City of Statesboro will continue to maintain a strong voice as the area's education, business, healthcare, and economic leader and promote a spirit of cooperation, collaboration, and unity.

City of Statesboro Goals

Maximize economic development opportunities
The city needs to be involved with economic development and the effort should be a collaborative one with the county and other stakeholders. As the competitive environment evolves, more companies are evaluating regions over specific cities or counties when deciding where to locate a new office or facility. Statesboro and Bulloch County are well-positioned to be the center of this region, working with Evans, Candler, Jenkins and Screven Counties. This collaborative approach can pool resources and assets in order to improve the region as a whole.

Coordinate growth
As the City of Statesboro and Bulloch County continue to grow, the line between city and county can become increasingly blurred. The city and county should work together to coordinate long-range planning activities, particularly for land use and transportation, that will enhance the character of both jurisdictions. Planning tools such as urban service areas can provide clear guidance to the community and decision-makers about the intended nature of future growth. The city and county should also work together to establish an annexation policy to clearly articulate the conditions and requirements for annexation into the city limits. The City should be proactive in fostering a strong relationship with both the County and the Board of Education. These three entities are the leaders in shaping the community and should work collaboratively in coordinating growth for the benefit of all.

Strengthen neighborhoods
As the university student population grows, neighborhoods can be impacted as homes transition from owner-occupied to student rentals. Other neighborhoods face issues of standard maintenance and slow economic decline. Historic neighborhoods can struggle with how to maintain the integrity of their urban fabric as homeowners work to renovate and restore homes, sometimes without the awareness how to make improvements that are historically accurate. While different issues will require different approaches, there are some general strategies to consider for the overall strengthening of neighborhoods.

Establish formal dialogue with GSU
Due to the significant impact of Georgia Southern University on the City of Statesboro, a formal dialogue should be established between the two entities to foster a continual dialogue. Informal and 'as needed' conversations will remain important, but regularly scheduled meetings which include diverse representation of both the city and the university can help to address long-range and chronic issues as well as those that are issue-specific and more acute.

Strengthen community involvement
Successful implementation of the comprehensive plan takes strong leadership from elected officials and an active and engaged citizenry. Advocacy groups can play a strong role in providing support for specific issues in the plan. The city has limited staff and resources and the involvement of the community can help bridge the gap between the desired state and the status quo. Similarly, public/private partnerships can be very instrumental in the success of the plan.

Foster collaboration & efficient services
The city and the county already collaborate on a number of community services. Opportunities to continue and expand collaborative efforts can provide services more effectively and efficiently. However, the city should remain vigilant in maintaining the appropriate facilities and services for their residents. In addition to working with the county, the city should also be proactive in working with the school board and universities in meeting community needs as well as ensuring that community services keep pace with new growth.

Focus on the vitality of downtown
Downtown should continue to be the heart of the greater Statesboro community. The establishment of the Averitt Arts Center in 2004 introduced a significant anchor for performing and fine arts in downtown Statesboro. Maintaining and increasing a viable cultural arts program is important for quality of life and fostering economic development. A vibrant downtown offers diverse assets, including arts, retail, office, entertainment, restaurants, and residential opportunities.

Diversify transportation options
Walking and cycling should be viable alternatives to driving in the City of Statesboro. Equal attention should be given to these facilities as to roads. Facilities should be safe, maintained, and in the proper locations. Multi-use trails should serve as a key element of the off-street bicycle and pedestrian network and should link into (and not compete against) the on-street network.

Promote infill & redevelopment
There are numerous key redevelopment sites located in the city limits of Statesboro, including three former warehouse sites, the former hospital site, the old Darby lumber site, the Packinghouse Road property and more. The city should actively encourage redevelopment of these sites. Redevelopment of these properties invigorates neighborhoods, brings vitality into currently underutilized areas, and contributes positively to the tax base. Infill development, which consists of developing vacant lots dispersed in developed areas, strengthens neighborhoods and reinvests money into infrastructure which is already in place.

Protect community character
The character of a community is largely defined by the combination of the natural and built environments. In Statesboro, the character of downtown Statesboro and the surrounding in town neighborhoods is in jeopardy due to the lack of inventory of historic resources and lack of protection from demolition and inappropriate restoration. Protecting the historic fabric and architectural integrity of downtown is a critical component of downtown's continued success.

FUTURE DEVELOPMENT MAP

URBAN CORE

Downtown is the historic core of city and should remain the activity and cultural hub of the region. In the *Urban Core*, traditional development patterns of buildings along the sidewalk and a lively streetscape should be respected and promoted. Historic buildings should be protected from demolition or inappropriate restoration which can degrade the architectural details of the structures. Additional residential opportunities, especially in the form of lofts or other residential over retail, should be promoted. Street-level uses should be reserved for retail, entertainment, or similar high-activity uses.

ESTABLISHED

The traditional residential neighborhoods in the *Established* area were developed from the late 19th to mid 20th century, and feature connected street grids linked with downtown. Sidewalks should be located on both sides of major streets; lesser streets may have limited facilities. Major corridors in this area may support a mix of residential and commercial uses. As corridors transition from residential to commercial, the original structures should be maintained and renovated whenever possible. Any new structures should respect the existing fabric of the neighborhood, through similar front, side, and rear setbacks.

DEVELOPING

The *Developing* area is primarily residential consisting largely of single-family homes, although nodal commercial development should also be included to serve the needs of residents. Although the current street network has limited connectivity, new development should strive to increase connectivity within developments, to existing streets, and to adjacent undeveloped properties. Sidewalk facilities should be located along major roadways and along neighborhood streets. Commercial development in this area may range from small-scale neighborhood stores to larger retailers. Regardless of the size, pedestrian access should remain a priority.

GREEN SPACE

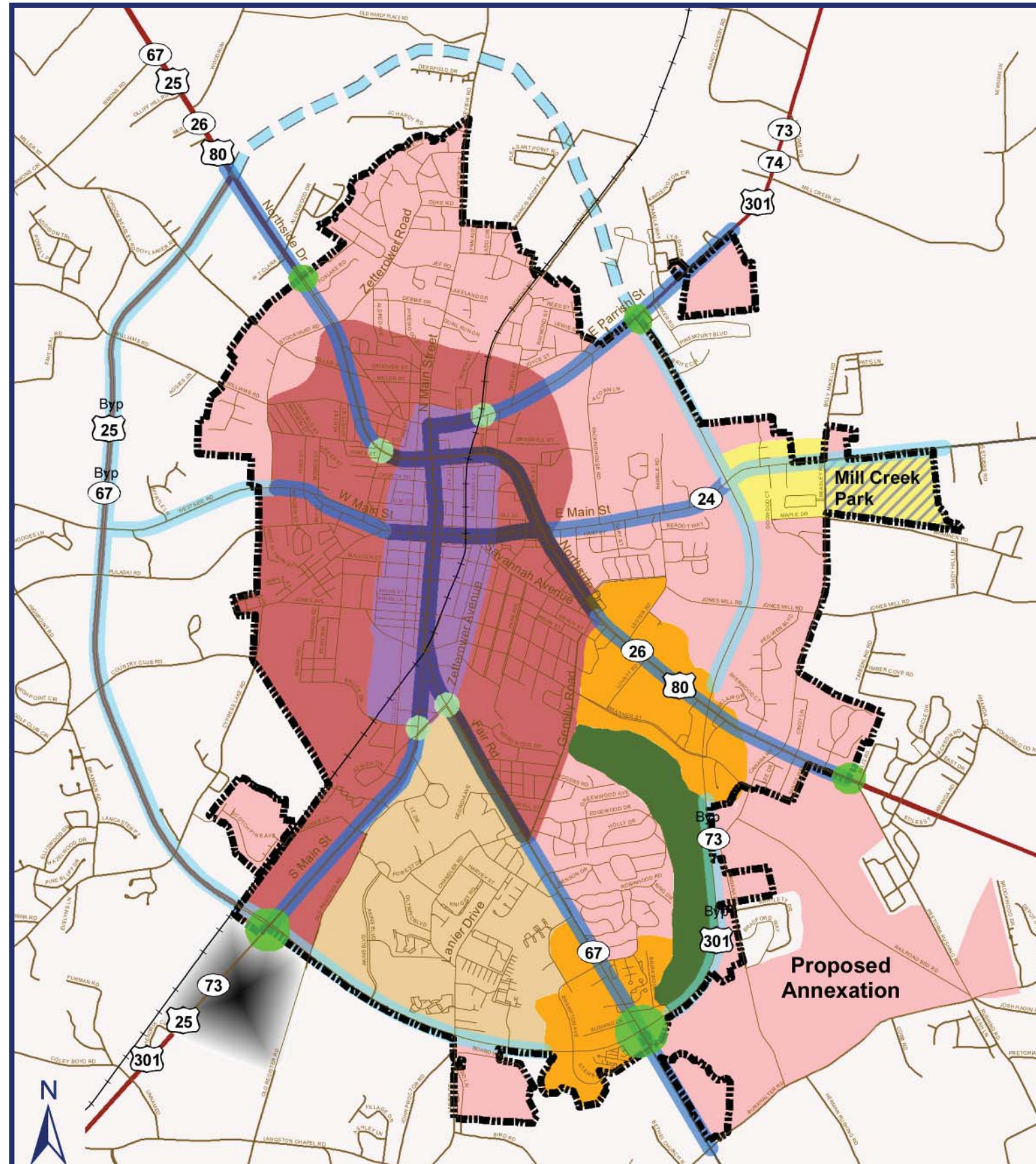
Large areas of *Green Space* will be conserved for active and passive recreation, as well protection of environmental sensitive areas, such as wetlands and floodplains.

ACTIVITY CENTERS

Currently dominated by auto-oriented design and large surface parking lots, the *Activity Centers* will evolve into pedestrian-oriented shopping, office, and entertainment places that may also accommodate high-density residential development. Where excess parking is located, infill development can break up large surface lots. Tree plantings and landscaping will be generous to soften the development intensity in these areas. Access to these activity centers will be easily achieved for pedestrians, cyclists, and drivers alike.

EMERGING ACTIVITY CENTERS

The *Emerging Activity Center* around Mill Creek Park and Splash in the 'Boro will be a family-oriented area, to include additional opportunities for restaurants, retail, and family entertainment. The area will evolve into a pedestrian-oriented environment to facilitate safety and accessibility for all ages. Future transportation alternatives will allow visitors to arrive by other options than just automobile.



UNIVERSITY DISTRICT

The *University District* is anchored by Georgia Southern University, a traditional four-year college campus. Academic and administrative buildings, residence halls and dorms, student activity centers, cafeterias, performing arts venues, and ancillary buildings are found in the campus core, which is organized around an internal pedestrian circulation system. Pedestrian and bicycle connectivity within the campus is excellent. Parking lots are found along the periphery, allowing students, faculty and staff to park and walk to buildings and facilities in the core.

EMERGING BUSINESS

The *Emerging Business* area will support the creation of an industrial park to also support office and business development opportunities. This area is ideally situated adjacent to the Veteran's Memorial By-pass, Highway 301, the rail line, and near Georgia Southern, Ogeechee Technical College, and the AgriBusiness Center. This business incubator center is well-positioned to coordinate with the College of Information Technology at Georgia Southern University.

URBAN CORE GATEWAY

Gateways into the Urban Core should make it clear to residents and visitors that they are entering into the heart of the City and the central business district. Changes in the street design, streetscape elements, building types, and paving materials can all serve as gateway elements.

CITY LIMIT GATEWAY

Gateways into Statesboro, which are primarily located on major arterials at their intersections with the by-pass, should make it clear to residents and visitors that they are entering into the incorporated area of the City through careful attention to development standards, signage, landscaping, and similar elements.

URBAN CORRIDOR

Urban Corridors provide highly visible access to the most intensely developed properties in Statesboro. As connectors through and between downtown and the major activity centers, these corridors should place a high priority on pedestrian and bicycle accommodations. Transitions to Urban Corridors should serve as a gateway into the Statesboro Urban Core.

TRANSITIONAL CORRIDOR

Transitional Corridors provide a gradient from the urban corridors into suburban commercial and predominately residential areas. Pedestrian and bicycle facilities remain important, but may be accommodated in less urban settings.

ACCESS CORRIDOR

The primary purpose of the *Access Corridors* is to move traffic efficiently. In order to achieve this goal, access will be limited and properties will be served primarily through frontage roads and inter-parcel connectivity.