

PROJECT OVERVIEW



WHAT IS A COMPREHENSIVE PLAN?

A comprehensive plan is a visioning document that will guide future growth, development, investment, and land use within the City of Winder for the next twenty years. This is the first comprehensive plan that will set Winder apart and outline the unique vision for the City. The following elements are considered as part of the comprehensive plan:

- Land Use
- Housing
- Economic Development
- Transportation
- Quality of Life

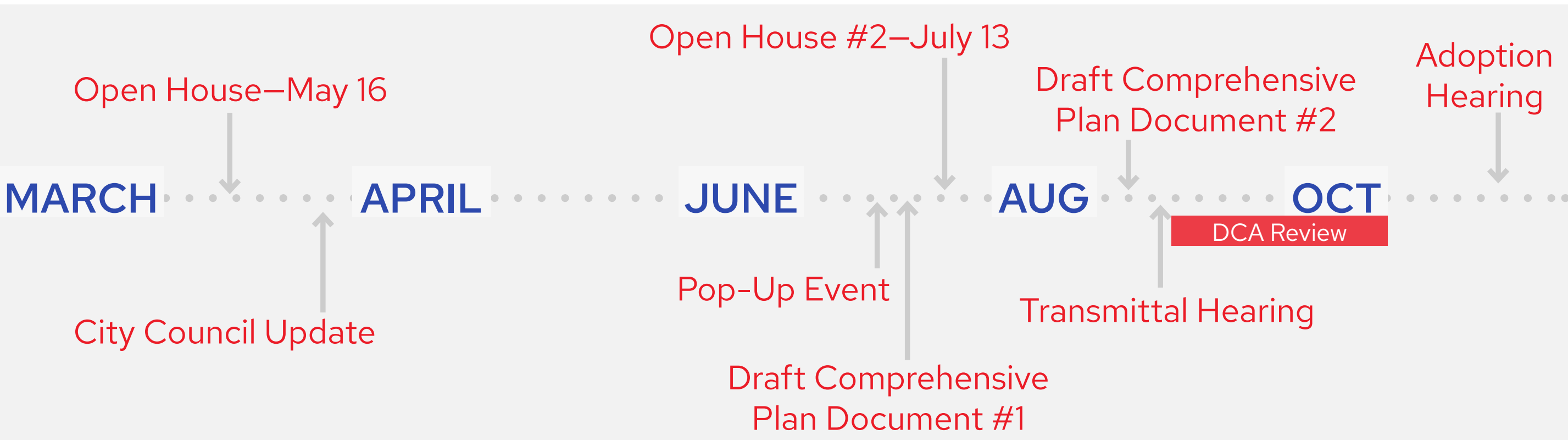
VISION STATEMENT

Winder honors its rich history while embracing growth, creating a vibrant, unique, and connected community that provides a safe and inviting home where commerce and community are intertwined.

STRATEGIC GOALS

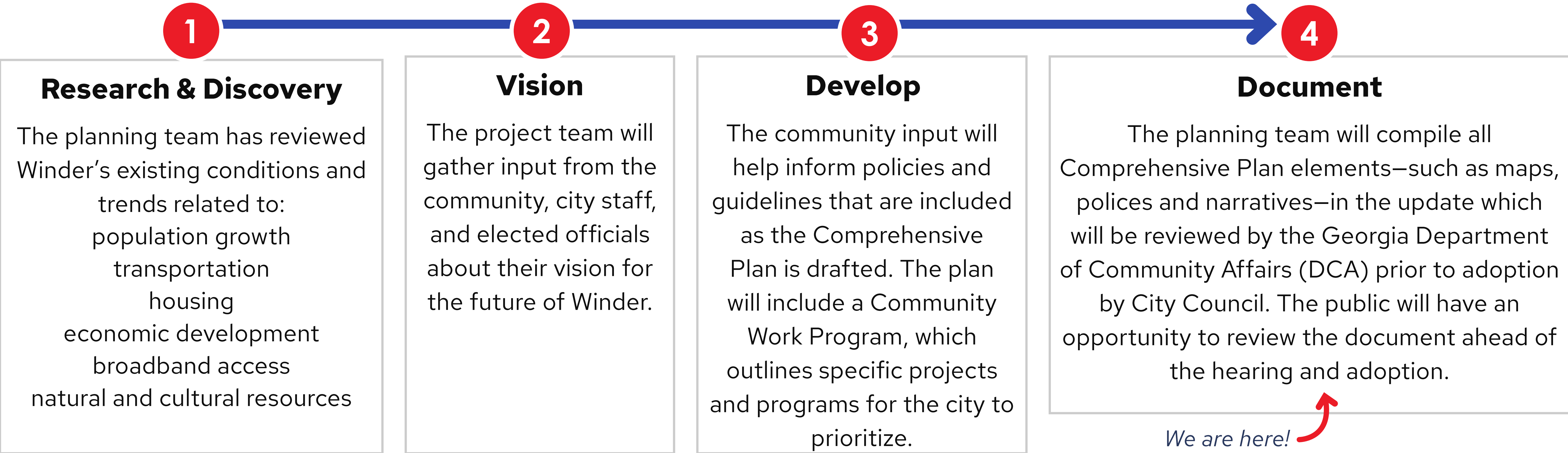
- Promote a well designed community
- Protect and celebrate Winder’s unique characteristics.
- Expand housing options and affordability.
- Preserve natural resources and beauty.
- Expand multimodal transportation options.
- Build a network of infrastructure and programs that support active, healthy lifestyles.

COMPREHENSIVE PLAN SCHEDULE



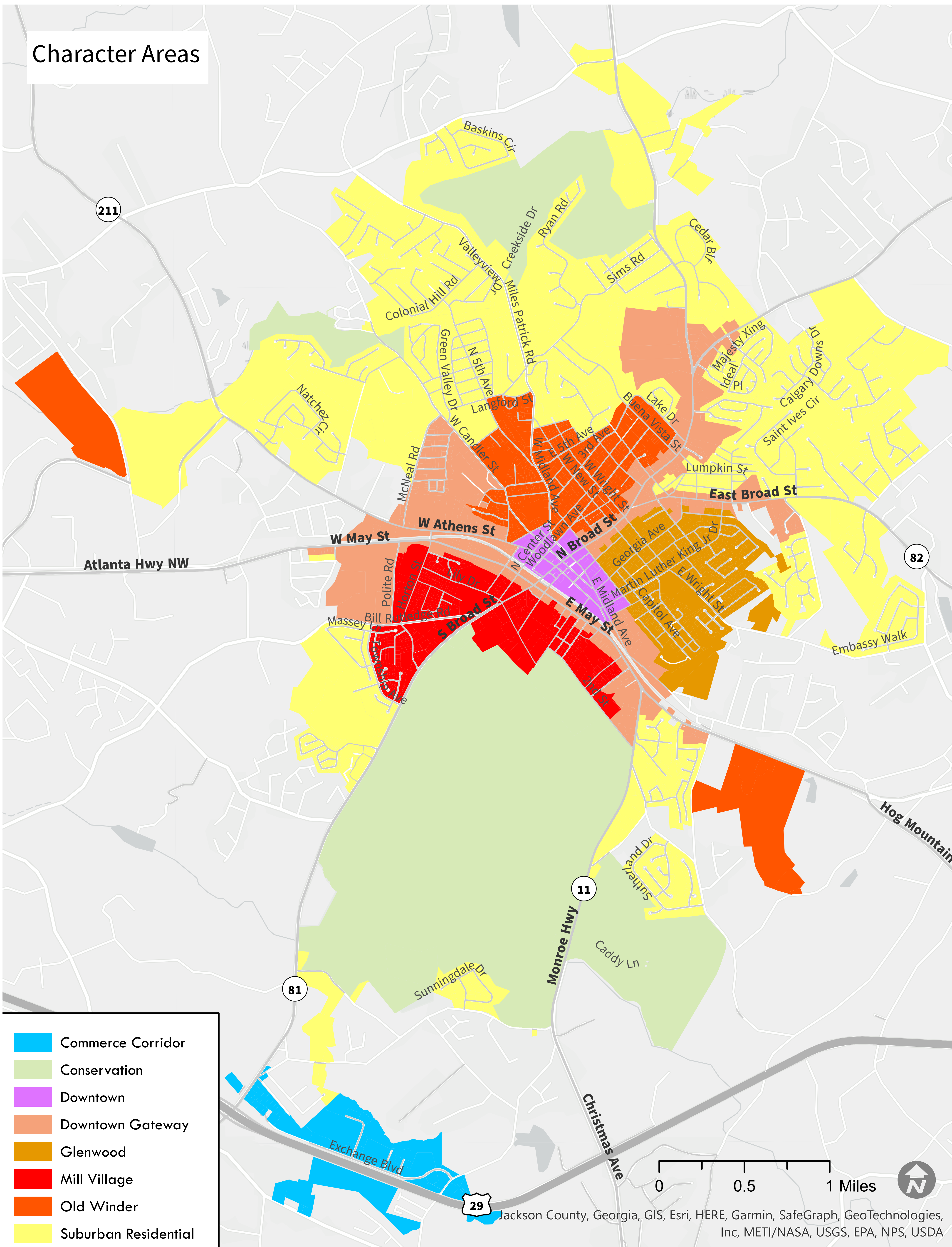
THE PLANNING PROCESS

The comprehensive planning process follows four steps:



CHARACTER AREAS

Character Areas



UPDATES TO THE CHARACTER AREA MAP

This proposed Character Areas Map illustrates the future for the City of Winder and is a culmination of the input received during the planning process. This map was developed to assist the City in planning for future growth and intentional conservation. Different from zoning, these designations identify the long-term goals for land use on each parcel in the city and are used to inform land use decisions.

The City of Winder's current character area map comes from the 2018 Barrow County Comprehensive Plan, but it does not adequately reflect Winder's unique districts or provide sufficient guidance for ongoing decision making by the City.

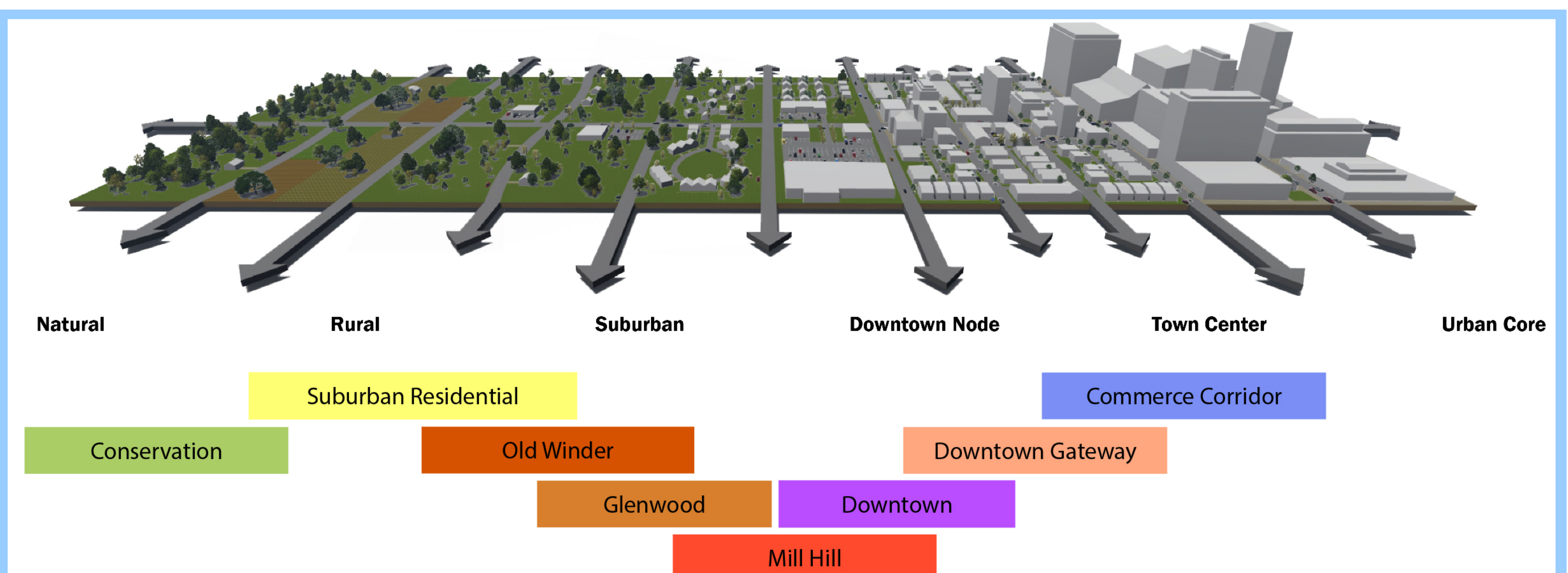
HOW WE GOT HERE

Input from City Council and staff:
The 2018 Character Area Map does not meet the city's needs.

Input from the community:
Change/Preserve and Community
Scale mapping activities online and
in-person at the March 30, 2023
Open House.

Input from the Comprehensive Plan Steering Committee:
The group was presented with the community input and worked with the project team and city staff to update the Character Area Map boundaries.

Character Areas help plan for future growth by identifying where development may be appropriate within the city.



FUTURE DEVELOPMENT CHARACTER

Review each character area description and imagery for future development below. **Place a dot on the boards to indicate your thoughts.**

Commerce Corridor

This character area is intended to serve as a vibrant activity center. This strategic intersection is located to provide direct access from SR 316, which benefits, employment centers and large-scale commercial developments.

Appropriate land uses: Light industrial, commercial and retail centers, office, services, residential



Agree

Disagree

Conservation

This character area represents large swaths of ecologically sensitive and natural, undisturbed lands that should be preserved. The purpose of this area is to provide active and passive recreation opportunities and to preserve natural ecosystems for native species.

Appropriate land uses: Passive and active recreation areas, undeveloped areas in their natural state



Agree

Disagree

Downtown

This character area will continue to serve as a destination point and source of pride for the City. It is designed to preserve traditional development patterns and architectural styles to create and maintain a vibrant community focal point that provides a mix of shopping, dining, and entertainment.

Appropriate land uses: Retail, neighborhood commercial, professional office, mixed use, government facilities, parks



Agree

Disagree

Downtown Gateway

This character area serves as commercial and mixed-use corridors connecting the city's edges to downtown. Mixed-use, pedestrian friendly development and streetscaping will signal that these corridors are for more than just vehicle mobility. They are for community-serving services. Services in this area serve, both, the community and visitors.

Appropriate land uses: Commercial, Mixed Use, higher density residential, government facilities, parks



Agree

Disagree

Glenwood

This character area will accommodate small-lot single-family and multi-family residential near commercial zones.

Appropriate land uses: Neighborhood commercial, services, community spaces, live/work spaces, medium density residential, mixed use, government facilities, parks



Agree

Disagree

Mill Village

This character area is designed to foster established neighborhoods and provide a transition between the Downtown Gateway and less intense uses to the south. These areas are predominantly residential neighborhoods.

Appropriate land uses: Cottage homes, townhomes, duplexes, garden apartments, government facilities, parks, multi-family



Agree

Disagree

Old Winder

This character area is designed to preserve and enhance established, historic neighborhoods, as well as expand the areas that are developed using the design elements that Winder residents know and love as "Old Winder." The core of Old Winder is the neighborhood to the north of Downtown.

Appropriate land uses: Single-family residential, neighborhood-scale commercial and services, live/work units



Agree

Disagree

Suburban Residential

This character area fosters stable, established suburban neighborhoods. Existing single-family neighborhoods are preserved and protected in their state.

Appropriate land uses: Single-family residential



Agree

Disagree



GUIDING POLICIES

The comprehensive planning process includes the development of guiding policies for the City of Winder. These policies reflect the vision statement and goals of the plan and are put into five categories: Quality of Life, Transportation, Land Use, Housing and Economic Development.



Place dots in the corresponding boxes to show how these policies should be prioritized.

★ QUALITY OF LIFE POLICIES



QL1. Encourage a built environment that adds value to the community through **high quality design, landscaping, lighting, signage, and scale.**

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



QL3. **Minimize inefficient land consumption** and encourage more compact development to preserve green open space and natural resource areas.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



QL5. Ensure that new development does not cause a decline in existing **levels of service** for the community’s residents and employers.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



QL7. Preserve Winder’s **built heritage and unique character.**

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



QL2. **Expand access** to pleasant, accessible public gathering places and parks throughout the community.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



QL4. Ensure safe and adequate supplies of water through **protection of ground and surface water sources.**

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

QL6. Support the use and development of environmentally sustainable building and landscape practices to **reduce energy and water needs.**



<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

QL8. **Encourage dynamic neighborhoods** where people have access to parks, public open space, residences, and businesses through walkways, bike paths, and roads, thereby creating a live-work-play atmosphere.



<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

🏠 HOUSING POLICIES



H1. Use the **Character Area Map as an overall guide** to identify where, and under what conditions, housing of various forms may be appropriate.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



H3. **Encourage workforce housing opportunities** to ensure that those who work in the community have a viable option to live in the community.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



H5. Create housing and land use policies that foster a **‘lifelong’ community** and make aging in place possible.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

H2. **Support infill housing** when it is appropriately scaled and designed, and compatible with its context.



<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

H4. Accommodate our diverse population by **encouraging a compatible mixture of housing types, densities, and costs** across Winder.



<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

🚦 TRANSPORTATION POLICIES



T1. **Create walk- and bike-friendly neighborhoods** throughout the community, where residents have access to recreation, services, and schools without the need for a vehicle.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



T3. **Support the creation of a community-wide pedestrian/bike path network** through implementation of Winder’s Bicycle and Pedestrian Plan.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



T5. Ensure that prime commercial and industrial land is **served with the necessary transportation infrastructure.**

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



T2. New and reconstructed roadways will use **context sensitive design** considerations to enhance community aesthetics and to minimize environmental impacts.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--



T4. Continue to make transportation improvements that **boost business recruitment.**

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

T6. Ensure that new and reconstructed roadways continue to be designed with a **complete street approach**, accommodating multiple functions, including pedestrian facilities and bicycle routes as well as local vehicular circulation.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

T7. **Pursue funding opportunities** at the federal, state, and local levels to support identified transportation projects.

<div> THIS SHOULD BE PRIORITIZED</div> <div></div>	<div>THIS SHOULD NOT BE PRIORITIZED </div> <div></div>
--	--

GUIDING POLICIES

The comprehensive planning process includes the development of guiding policies for the City of Winder. These policies reflect the vision statement and goals of the plan and are put into five categories: Quality of Life, Transportation, Land Use, Housing and Economic Development.

Place dots in the corresponding boxes to show how these policies should be prioritized.



TRANSPORTATION POLICIES CONTINUED

T8. Continue to **partner** with the Georgia Department of Transportation to address traffic issues along state routes.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



T9. **Develop a Comprehensive Transportation Plan** that provides a citywide, multi-modal assessment and path to implementing high priority projects.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LAND USE POLICIES

LU1. Encourage development that is **sensitive to the historic context**, sense of place, and overall setting of the community.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU2. Encourage development of a rational network of commercial nodes to **meet the service needs of citizens** while avoiding unattractive and inefficient strip development along major roadways



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU3. **Identify and preserve** priority areas for rural and agricultural uses within Winder.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU4. **Support the adaptive re-use** of existing vacant and underutilized buildings where feasible.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU5. Encourage compact, nodal development to **increase land use efficiency** and improve the appearance and access to major roadways.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU6. Ensure that new and existing **development is supported with necessary investments in infrastructure** – particularly roads, water supply, wastewater treatment systems, public facilities including schools, and public safety protection.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU7. **City zoning and development trends** will reflect the principles and policies established in the Comprehensive Plan and will balance the existing character of the city while planning for future growth.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU8. The City of Winder will **identify future areas of growth** and focus development in those areas.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



LU9. As Winder’s boundaries expand, **annexed areas will be developed in a manner that conserves natural resources** and limits development in environmentally sensitive



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ECONOMIC DEVELOPMENT POLICIES

ED1. **Strengthen downtown** Winder by building on its current successes and small town atmosphere.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ED2. **Encourage the growth of downtown** as a vibrant center of the community in order to improve overall attractiveness and local quality of life.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ED3. **Identify corridors** outside of downtown where new commercial and industrial is feasible.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ED4. City investment in infrastructure will **support economic development** that retains and grows existing employers, attracts new employers, and attracts redevelopment.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ED5. Redevelopment is an economic imperative for the City and a priority for citizens to **diversify the tax base to support a high quality of life.**



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ED6. Support programs for the **retention, expansion, and creation of businesses** that enhance the local economy.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ED7. **Study feasibility of a Tax Allocation District (TAD)** along Downtown Gateway corridors to generate municipal revenue for infrastructure improvements along those corridors.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED



ED8. Expand **workforce training programs** for younger generations.



THIS **SHOULD** BE PRIORITIZED

THIS **SHOULD NOT** BE PRIORITIZED

