

Planning Group 4

Meeting Notes: Work Session 2
Feb. 20, 2007

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Group 4 is focused on increasing employment, protecting the environment and the development of downtown Cumming.

Downtown Cumming:

- Create a truly live, work and play community.
 - Provide housing choices in the city for new residents.
 - Improve day and night time activities.
- Create cultural and natural (park) incentives to attract people downtown.
- Ensure pedestrian friendly attractions.
 - Entertainment choices might include sports, cultural sites and restaurants.
 - Clean streets with nice trash and recycling receptacles along walkways and in public areas would enhance public beauty.
- Multimodal regional transportation hub.
 - Modify and improve traffic patterns.
- Maintain governmental presence.

Questions to Make the Vision Sing:

1. What language would make people want to move into Cumming over the next 20 years?
2. How would we describe the ideas above that would make Cumming a destination? The classic look. The feel of a real place.
3. What have we not included above that would be necessary for a compelling vision that will lead the way?

Employment:

- Ensure a quality of life (**this is being developed further in group one as well**) that attracts employers and employees.
 - Natural beauty like trees.
 - Architectural standards. (Master planning.)
 - Comprehensive master plan for mixed-use development.
 - Create appropriate zones for different kinds of businesses and industries.
- Create multi-price housing for the growing workforce.
- Recruit a diversity of businesses.
- Ensure a source of educated workers with a four-year university committed to civic involvement. (**Move this one to the education group.**)
- Provide incentives for businesses to move to Forsyth.

- Incentive geared toward attracting desired businesses.
 - Recruit two or three large businesses with “green” standards.
- Adequate infrastructure for:
 - Technology
 - Water
 - Sewers
 - Traffic
 - Rail, trolley, bicycles and parking alternatives.
 - Police and Fire
 - Utilities

Questions to Make the Vision Sing:

1. What are the results of a master-planning process that would be big ideas or that would make a big difference if the county attained them?
2. What would be the result of multi-price housing if it is successful? What benefit would it provide to the county?
3. Are there particular types of business that the county could successfully pursue? What might the mix be?
4. What might be the most creative incentives for attracting commerce to Forsyth?

Environment:

- Create incentives for businesses to be green friendly.
 - Provide extra incentives to developers for green friendly development.
- Create incentives for protecting environmentally sensitive areas.
- Establish a “LEEDS” program along with requirements for new development.
- Establish a recycling program coupled with conservation education.
- Encourage parks and green space that includes tree preservation.
- Connect green spaces and parks with live and work areas.
- Create alternative transportation like bicycle trails.
- Create an environmental court so that existing environmental laws can be enforced. (Currently used in other cities around the state.)
- Preserve Lake Lanier for personal and public use.
- Create site-specific planning.

Questions to Make the Vision Sing:

1. How can Forsyth make progress in balancing the need to make conditions attractive to new businesses while creating an environmentally healthy community?
2. What possible goals or vision might capture what Forsyth might look like if the environment is creatively preserved and sustained?
3. So far we have said little about water and air, what is the vision for high quality water and air? What can be done to address the need for water and air to sustain business and home development?

4. How does Lake Lanier fit into the future? How might it be preserved and used?

The following are elements of another place's vision statement. We do not want to copy theirs, but this may give us some ideas about how to frame these issues in a vision statement.

Consider what you find useful in these statements and what you might do differently.

In 2030, _____ County is known across the country as a **21st century community of towns**, a county on the edge of a major metropolitan area that has developed itself with **human scale** and **connectedness** as guiding principles. What this means is that incorporated and unincorporated parts of the county are developed as walkable, bikeable communities, often around town squares. One of the aims of this kind of development is to help people know one another better and be connected with their community.

That planning is also shown in the amount of **parks, recreational areas and other green space** that _____ County governments have been able to preserve. Because of this, it has the greatest amount of protected green space per capita of any urban county in the state. _____ County residents are deeply protective of their most important outdoor asset, Lake Jones, and have found innovative ways of opening the lake to more people while improving its water quality.

These are among the reasons _____ County has become a **center for the healthcare industry and technology companies**. _____ has another advantage in seeking advanced industries: its excellent transportation connections with the City, Alfred E. Neuman Tech School and the Airport and Athens and the State University. It also helps that _____ County wisely planned the location of its research and industrial parks and built the infrastructure to serve them.