

City of Bowdon, Georgia

2008–2028 Comprehensive Plan

Community Agenda



Old Bowdon College
1857 – 1936

*Prepared by Chattahoochee-Flint
Regional Development Center*

The City of Bowdon

Mayor

James W. Watts, Jr.

Council Members

Johnny Cook

Ray Garrett

Wes McEntyre

Betty McGuire Smith

City Clerk

Stacy Folds

**136 City Hall Avenue
Bowdon, GA 30108**

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I. Introduction

Purpose

The purpose of creating the Community Agenda is to set forth a plan through which the City of Bowdon can address its issues and opportunities, guide economic development opportunities and protect areas of historic and cultural importance.

Scope

The Community Agenda establishes the community's vision for the future and lays out the implementation plan by which it hopes to achieve that vision. The Community Agenda is the third and most important document in the Comprehensive Planning process. The intent of the document is to inspire the City of Bowdon's leaders and citizens in planning for the future of their community.

Special Note

On Sunday, November 16, 2008, the Carlisle Tire and Wheel Company burned, completely destroying the facility that employs 320 people in Bowdon. As of this writing, the company has temporarily relocated to a vacant building in nearby Heflin, Alabama. Company officials, city and county leaders, and representatives from state agencies are deliberating on possible strategies to rebuild at an available site in Bowdon. The City of Bowdon leadership is very hopeful that the company will rebuild in Bowdon. The company has expressed its commitment to rebuild, but the location has yet to be determined. This employer is essential to Bowdon's future.

II. Community Vision

Community Overview

The City of Bowdon is located in Carroll County in west Georgia, approximately 10 miles south of the I-20 corridor. The community was named for Franklin Welch Bowdon, Alabama congressman in 1853. Bowdon, which is known as "The Friendly City," lives up to its name. The downtown business district is thriving, having recently undergone significant redevelopment, much in the Historic District. The downtown is home to several new restaurants, a specialty coffee roaster, an art gallery and a veterinary hospital.

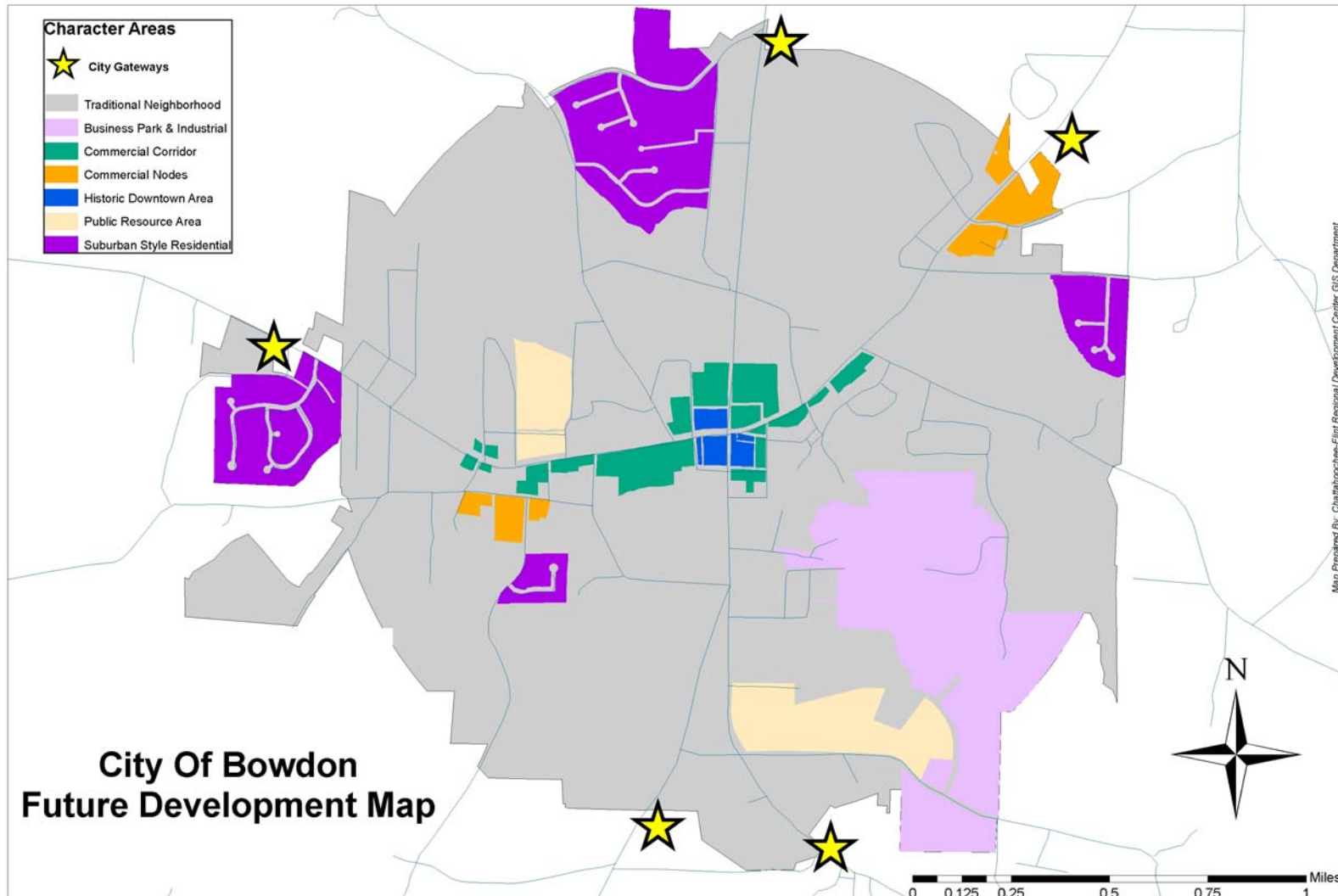
The citizens of Bowdon have easy access to medical care, educational institutions and entertainment and recreational venues. A significant factor in the quality of life in Bowdon is the natural beauty of the farms and woodlands that surround this city.

Vision Statement

The City of Bowdon will continue to preserve its small-town rural heritage and its agricultural influences while encouraging diverse economic development opportunities that would enhance the prosperity of the community and its residents.

III. Character Area Narratives & Future Development Map

Future Development Map



Historic Downtown District



Looking West on
College Street

Looking East on
College Street



Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p>Historic Downtown District</p> <p>Comprises historic downtown commercial and residential parcels. The area was nominated in 2005 for National Register of Historic Places status. The National Register has not determined the status. There has been some revitalization in this area; however, there are other buildings that need rehab as well.</p>	<ul style="list-style-type: none"> ▪ Traditional Neighborhoods ▪ Infill Development ▪ Sense of Place ▪ Transportation Alternatives ▪ Heritage Preservation ▪ Open Space Preservation ▪ Appropriate Businesses ▪ Employment Options 	<p>DD (Downtown District)</p> <p>C-1 (Local Commercial)</p>	<ul style="list-style-type: none"> ▪ The Historic Downtown District should include a mix of office, retail, services, employment and residential. ▪ Signage should denote Historic Downtown District. ▪ Pedestrian oriented, with walkable connections between the various uses. ▪ Off-street parking should be established behind buildings. ▪ Create a more pedestrian- and bicycle-friendly environment by adding sidewalks to link to nearby communities and facilities like schools, health facilities, parks, and libraries.

Traditional Small Town Neighborhoods



Infill Housing

Typical Traditional Small
Town Neighborhood Housing





Typical Traditional
Small Town
Neighborhood
Housing

Typical Traditional
Small Town
Neighborhood
Housing



Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p>Traditional Small Town Neighborhoods The majority of parcels within the Bowdon City Limits would be categorized as part of Traditional Small Town Neighborhoods. Streets are laid out in a grid pattern, often having sidewalks, and there are no <i>cul-de-sacs</i>. The neighborhoods have a mixture of housing styles.</p>	<ul style="list-style-type: none"> ▪ Traditional Neighborhoods ▪ Transportation Alternatives ▪ Heritage Preservation ▪ Open Space Preservation ▪ Housing Choices 	<p>R-1 (Residential-low density) R-2 (Residential-medium density) MHP (Mobile Home Parks)</p>	<ul style="list-style-type: none"> ▪ Promote rehab of older homes. ▪ Encourage pedestrian and bicycle travel to Historic Downtown District and Commercial Corridor. ▪ Sidewalks should be increased, upgraded and maintained.

Gateways to City



Westbound on
Hwy 166

Eastbound on
Hwy 166



Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p>Gateways to the City</p> <p>Major entrance points into the city, marked by Bowdon City Limits and "Welcome to Bowdon" signage.</p>	<ul style="list-style-type: none"> ▪ Sense of Place ▪ Regional Identity ▪ Heritage Preservation ▪ Open Space Preservation 	<p>Any district</p> <p>Strip development should be discouraged.</p>	<ul style="list-style-type: none"> ▪ Improve and maintain signage for City Gateways. ▪ Add signage for civic groups. ▪ Keep vistas intact. ▪ Consider adding gateway signs at other gateway locations.

Business Park/Industrial Area



Entrance to Bowdon Industrial Park

Bowdon Hatchery Facility located in Bowdon Industrial Park



Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p><i>Business Park/Industrial Area</i></p> <p>The Bowdon Business Park.</p>	<ul style="list-style-type: none"> ▪ Infill Development ▪ Transportation Alternatives ▪ Environmental Protection ▪ Growth Preparedness ▪ Appropriate Businesses ▪ Employment Options 	<p>MFG (Manufacturing)</p>	<ul style="list-style-type: none"> ▪ Supply adequate infrastructure capacity and improve truck routes. ▪ Provide adequate room for expansion of industrial park. ▪ Promote businesses that maintain attractively landscaped entrances and grounds. ▪ Environmentally sensitive areas near the industrial park should be protected.

Commercial Corridor



Junction of
Hwy 100 and
Bowdon Tyus
Road

Looking West
on Hwy 166 on
the Eastern
side of Bowdon



Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p><i>Commercial Corridor</i></p> <p>Stretches along Georgia Highway 166.</p>	<ul style="list-style-type: none"> ▪ Infill Development ▪ Transportation Alternatives ▪ Environmental Protection ▪ Growth Preparedness ▪ Appropriate Businesses ▪ Employment Options 	<p>COM (Commercial)</p>	<ul style="list-style-type: none"> ▪ Encourage a pedestrian-friendly mode of transportation by increasing, upgrading and maintaining sidewalks. ▪ Provide adequate infrastructure capacity. ▪ Improve truck route to ease congestion. ▪ Encourage diversity of businesses. Promote businesses that maintain attractively landscaped entrances and grounds. ▪ Environmentally sensitive areas near the commercial district should be protected. ▪ Protect Gateways to City.

Commercial Nodes



Mitchell Avenue,
former hospital

Mitchell Avenue,
Dentist office



Hwy 166,
Healthcare Center

Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p><i>Commercial Nodes</i></p> <p>Small, isolated commercial parcels. Usually in groups of four units or less.</p>	<ul style="list-style-type: none"> ▪ Infill Development ▪ Transportation Alternatives ▪ Environmental Protection ▪ Growth Preparedness ▪ Appropriate Businesses ▪ Employment Options 	<p>COM (Commercial)</p>	<ul style="list-style-type: none"> ▪ Encourage a pedestrian-friendly mode of transportation by increasing, upgrading and maintaining sidewalks. ▪ Provide adequate infrastructure capacity. ▪ Encourage diversity of businesses. Promote businesses that maintain attractively landscaped entrances and grounds. ▪ Environmentally sensitive areas near the commercial district should be protected. ▪ Also buffer adjacent neighborhoods.

Public Resources Area



Bowdon Elementary School



Bowdon High School



Copeland Hall event center

Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p><i>Public Resources Area</i></p> <p>Schools, library and community meeting space (Copeland Hall).</p>	<ul style="list-style-type: none"> ▪ Educational Opportunities ▪ Transportation Alternatives ▪ Environmental Protection ▪ Growth Preparedness ▪ Employment Options 	<p>Public Use & Schools</p>	<ul style="list-style-type: none"> ▪ Encourage a pedestrian-friendly mode of transportation by increasing, upgrading and maintaining sidewalks. ▪ Provide adequate infrastructure capacity. ▪ Market use of Copeland Hall as a meeting or event venue. ▪ Seek funding sources to add public recreational areas and to augment current resources by providing bicycle /pedestrian access and connectivity.

Suburban Style Residential



Multi-family
Housing Units on
Tarpley Avenue

Scarlett Place
Subdivision



Modular Home
Subdivision on
Navajo Trail

Character Area	Quality Community Objectives	Land Use/Zoning for this area	Implementation Strategies
<p><i>Suburban Style Residential</i></p> <p>Residential developments accessible from a limited number of points. These developments usually contain <i>cul-de-sacs</i>. The housing styles are more uniform and newer than those in the Traditional Small Town Neighborhood Areas.</p>	<ul style="list-style-type: none"> ▪ Housing Options ▪ Transportation Alternatives ▪ Environmental Protection ▪ Growth Preparedness 	<p>R-3 (Residential-medium to high density)</p> <p>R-4 (Residential-high density, multi-family)</p>	<ul style="list-style-type: none"> ▪ Encourage a pedestrian-friendly mode of transportation by increasing, upgrading and maintaining sidewalks. ▪ Provide adequate infrastructure capacity. ▪ Review development guidelines.

IV. Issues and Opportunities

Population

Issues

1. The lack of population and economic growth in Bowdon may be the largest challenge the city is currently facing. The city's population has shown slight decreases over the past fifteen years while other cities in Carroll County have experienced double-digit gains over the same time period. The issue, in regard to the population, is directly associated with funding and economic growth. Currently, funding for SPLOST and other revenues sources is based on population; therefore as Bowdon accounts for less of the total county population, funding will decrease.

Policies: We will consider annexation options, along with economic development and housing improvements, to encourage growth.

We will review the Comprehensive Plan and Short Term Work Program on an annual basis to evaluate the population growth change and needs of the community.

Economic Development

Issues

1. Carroll County has had and continues to have a higher unemployment rate than surrounding counties and the average for the State of Georgia.
2. Due to educational levels, many adults in Bowdon entering the workforce may find it difficult to compete for entry-level employment in segments outside of manufacturing and the service sector.
3. Citizens often do not have the financial backing to establish new business ventures.

4. With the remaining manufacturing and agricultural jobs located throughout the community, employers have attracted an increase in Spanish speaking immigrants. Communication and cultural differences presents a challenge to city and education services currently provided. Increased language diversity may impact public safety and administrative services delivered by the city.
5. Strip malls should be limited in order to direct more business to the Downtown District and to reduce traffic congestion and decrease the need for new infrastructure.
6. The challenge facing the City is to balance the job growth so that it does not disproportionately favor low-income industry and does not limit the diversity of job types. We will work with regional authorities to capitalize on the labor pool to bring in some moderate professional (historically under-represented) jobs with higher base salaries than its manufacturing/retail counterpart.
7. The Medical Center needs to recruit additional physicians and medical staff to serve the population of Bowdon.

Opportunities

1. The University of West Georgia is approximately 10 miles east of the City limits.
2. The City of Bowdon has an available workforce suited for new manufacturing jobs.
3. Bowdon has recently experienced a surge of reinvestment in the Downtown District: a number of restaurants, a veterinary office, a health club, several retail shops and a computer training school.
4. Tanner Health System, a 202-bed hospital, is located approximately 12 miles east of Bowdon, and the City has a new medical center which houses one full-time doctor and other medical staff. The easy access to medical care along with affordable housing and available land can be an attraction for the development of senior housing or a planned retirement community.
5. Copeland Hall is a 500-seat auditorium and a basketball gymnasium that can be used to host special events.

6. Because of Bowdon's location and amenities (including proximity to I-20, US 27, and Carrollton, small town atmosphere, and new manufacturing plants in Tallapoosa and West Point), the City's economic base is poised to grow. The City plans to initiate a strategy to market available land and services.
7. There is opportunity for industrial growth in the SR 100 North area of Bowdon. Road improvements could be made in this area to facilitate a large industrial site.
8. There are plans for a sub-acute care/rehab facility that will operate in the former Bowdon Hospital building.
9. The City's location between Atlanta and Birmingham provides access to amenities and economic gains from those two metropolitan areas.

Policies: We will support programs for retention, expansion and creation of businesses that are a good fit for our community's economy in terms of job skill requirements and linkages to existing businesses.

We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings in preference to new economic development projects in Greenfield (previously undeveloped) areas of our community.

We will seek to balance the supply of housing and employment in our community and consider their location in relation to each other.

We will take into account access to housing and impacts on transportation when considering economic development projects.

We will take into account impacts on infrastructure and natural resources in our decision-making on economic development projects.

We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects

We will carefully consider costs as well as benefits in making decisions on proposed economic development projects.

Community Facilities

Issues

1. The City will need to improve recreational facilities, i.e. reseeding the baseball fields, and making general improvements in order to compete with other facilities in the area for tournaments and/or other events.

Policy: We will invest in parks and open space to enhance the quality of life for our citizens.

Land Use

Issues

1. The City of Bowdon needs to annex adjacent parcels for economic and population growth.

Opportunities

1. The City of Bowdon has maintained its small town charm along two State Roads and easy access to I-20. Currently there are five large tracks of land within the city limits that can be used for new development. The City plans to work with the property owners to market this land to increase the city's available housing and industry. Annexation of adjacent parcels may also provide opportunity for economic investment.

Policies: Our decisions on new development will contribute to, not take away from, our community's character and sense of place.

We encourage development that is sensitive to the historic context, sense of place, and overall setting of the community.

We will consider annexation options, along with economic development and housing improvements, to encourage growth.

Housing

Issues

1. There is adequate subsidized housing in Bowdon, but there is a lack of higher-end housing.
2. There is substantial non-owner occupied housing in Bowdon

Opportunities

1. There are vacant spaces above some downtown businesses that could be converted to loft-style living space.

Policies: We will accommodate our diverse population by encouraging a compatible mixture of housing types, densities and costs in each neighborhood.

We will assure quality housing opportunities through code development and enforcement.

We will encourage housing policies, choices and patterns that move people upward on the housing ladder from dependence to independence (home-ownership).

We will increase opportunities for low-to-moderate income families to move into affordable owner-occupied housing.

Cultural and Natural Resources

Opportunities

1. The City of Bowdon has an active Historical Preservation Society that has compiled a tour guide brochure that details the historical sites in Bowdon.
2. Several historical home sites have been added to the National Register of Historic Places, including The Lovvorn

House, and The McDaniel-Huie Place (also known as The Word Place).

3. The Annual Founder's Day celebration brings in tourism dollars but also is an opportunity for the community to gather together.
4. The City recently created a small park downtown.
5. Enhanced recreational facilities are in the planning stages for Bowdon.

Polices: The protection and conservation of our community's resources will play an important role in the decision-making process when making decisions about future growth and development.

We will actively encourage tourism of our historic sites and recreational facilities.

We will encourage new development to locate in suitable locations in order to protect natural resources, environmentally sensitive areas, or valuable historic, archaeological or cultural resources from encroachment.

We will promote the protection and maintenance of trees and green open space in all new development.

We will work to redirect development pressure away from agricultural areas in order to conserve farmland to protect and preserve this important component of our community.

Education

Issues

1. Local labor pool needs instruction on basic skills and work ethic.
2. Educational attainment in the City of Bowdon continues to lag behind the State of Georgia and the Nation. As of the 2000 Census, 34% of people over age 25 did not have a high school diploma or GED. Of those students who do obtain a college education, many settle in a different area and their skills rarely provide local economic development

benefits. Economic growth is further hindered due to the current drop out rate compiled with a quarter of the population listed as disabled.

Opportunities

1. The Bowdon Hospital Authority offers a full scholarship each year. Additional scholarships may become available for participation in the West Central Tech Nursing Program.
2. The Adequate Yearly Progress Report for Bowdon High School has shown an increase over the past three reporting periods for the graduation rate. In 2006, the graduation rate was 71.7%; 2007, 72.8%; and 2008, 76.4%.
3. The proximity to the University of West Georgia and the West Georgia Technical College is a real benefit to the residents of Bowdon.

Policies: We will support initiatives from the local educational institutions that serve to improve educational attainment in our community.

We will participate in economic development planning groups that seek to address workforce readiness issues.

V. Implementation Program

Short Term Work Program, 2008 to 2013

Project or Activity	Years	Responsible Party	Cost Estimate	Funding Source
Build New Wastewater Treatment Plant	2007 - 2011	City Council		USDA/RD EPD
Develop Liquor Pouring License by the Drink ordinance	2008	City Council		
Expand Recreation Department facilities	2008 - 2009	City Council	\$2.5M	SPLOST (Carroll & Bowdon)
Purchase Historic Property for inclusion in Recreation facilities	2008 - 2009	City Council & HP Committee		Local
Develop a golf cart ordinance	2008 - 2009	City Council		
Collaborate with Carlisle Tire & Wheel leadership, as well as city, state and federal agencies to rebuild plant	2009	City Council & all stakeholders	Unknown at this time	
Review and update Personnel Policy Manual	2009 - 2010	City Council		Local
Expand City Limits	2009 - 2012	City Council		Local
Continue successful annual Founders Day celebration	Ongoing	City Council & HP Committee	\$1,000	Local
Continue to participate in solid waste reduction activities	Ongoing	City Council	\$4,000	Local
Maintain active Downtown Merchants Association	Ongoing	City Council & Merchants Association		Local
Obtain funding and permits to expand water production capability	Ongoing	City Council	\$3M	GEFA, USDA/RD
Construct elevated storage tank	Ongoing	City Council	350,000	USDA/RD

Project or Activity	Years	Responsible Party	Cost Estimate	Funding Source
Prepare listing of scenic areas	Ongoing	City Council, RDC & HP Committee		Local
Develop uniform county-wide watershed protection ordinance	Ongoing	City Council, RDC & DCA		Local & other stakeholders
Develop a tourism marketing plan	Ongoing	City Council & Merchants Association	\$25,000	Local & grants if available
Expand Industrial Park, by acquiring at least 47 acres	Ongoing	City Council	\$150,000	DCA-EIP ARC USDA/RD
Update land use and zoning maps	Ongoing	City Council & RDC		Local
Update Comprehensive Plan and Short Term Work Program	Ongoing	City Council & RDC		Local

Report of Accomplishments

Project or Activity	Status
Develop design for civic/auditorium complex	Completed
Preserve/restore Protestant Methodist Church	Completed
Develop HP Handbook with design guidelines	Completed
Resurface two Recreation Department tennis courts	Completed
Acquire property to improve downtown parking	Completed

Project or Activity	Status
Adopt Sign Ordinance	Completed
Pursue staffing of auditorium	Completed
Obtain Better Hometown Designation	Tabled
Adopt Tree Ordinance	Tabled
Complete National Register Nomination for specified districts	Completed
Revise and define zoning categories	Completed



City of Bowdon

Telephone 770-258-8980 • Fax 770-258-8982

MAYOR
James W. Watts, Jr.
COUNCIL MEMBERS
Ray Garrett
Wes McEntyre
Betty Smith
Johnny Cook
CITY MANAGER
Danny Mabry

RESOLUTION

To Transmit A Draft of the Bowdon Community Agenda to the Chattahoochee-Flint RDC and the Georgia Department of Community Affairs for Review and Comment

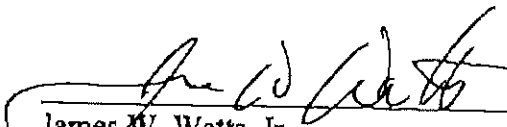
WHEREAS, Chattahoochee-Flint Regional Development Center has prepared the City of Bowdon's Community Agenda document as part of the 20-year Comprehensive Plan Update,

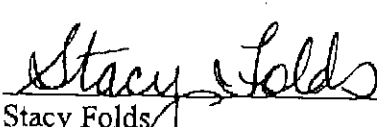
WHEREAS, this document was prepared according to the Standards and Procedures for Local Comprehensive Planning effective May 1, 2005, and established by the Georgia Planning Act of 1989, and the required public hearing was held on January 12, 2009 to accept public comments,

WHEREAS, Stakeholder interviews were conducted with numerous residents and business owners representing an array of social and business interests, notice of the hearing was advertised and the documents were posted on the City's website,

NOW, THEREFORE, LET IT BE RESOLVED, that the Bowdon City Council does hereby transmit the Community Agenda portion of the 20-year Comprehensive Plan Update to the Chattahoochee-Flint Regional Development Center and the Georgia Department of Community Affairs for official review.

ADOPTED this 12TH day of January 2009.


James W. Watts, Jr.
Mayor


Stacy Folds
City Clerk



City of Bowdon

Telephone 770-258-8980 • Fax 770-258-8982

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Jimmy Mcigs

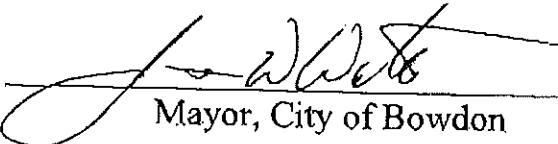
A RESOLUTION OF THE CITY COUNCIL OF BOWDON TO ADOPT THE CITY OF BOWDON COMPREHENSIVE PLAN 2008-2028

WHEREAS, The City of Bowdon has completed the Comprehensive Plan,

WHEREAS, The City of Bowdon Comprehensive Plan was prepared according to the Standards and Procedures for Local Comprehensive Planning effective May 1, 2005 and established by the Georgia Planning Act of 1989, and the required Public Hearing was held on January 12, 2009, with additional community meetings on April 10, 2006 and October 13, 2008, and community stakeholder interviews conducted in October and November 2008,


NOW, THEREFORE, LET IT BE RESOLVED, that the City of Bowdon Council does hereby adopt the City of Bowdon Comprehensive Plan 2008-2028.

Adopted this 17TH day of February 2009.



Mayor, City of Bowdon

ATTEST:



Clerk, City of Bowdon