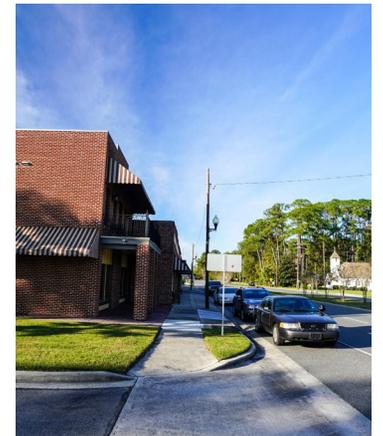
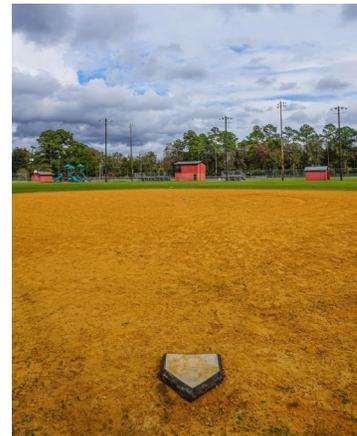
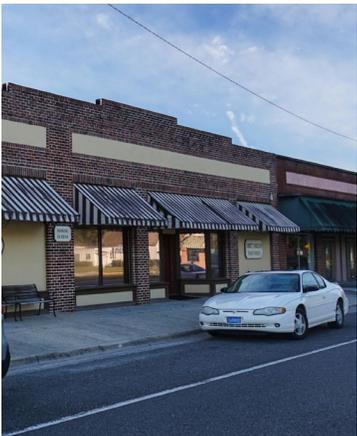




City of Woodbine Comprehensive Plan 2015-2019

Prepared by: Coastal Regional Commission



City of Woodbine

Cherish Yesterday, Embrace Today, Prepare for Tomorrow

310 Bedell Avenue/P. O. Box 26/Woodbine, Georgia 31569

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cityofwoodbine@tds.net/www.woodbinegeorgia.net

December 9, 2015

Coastal Regional Commission
1181 Coastal Drive, SW
Darien, Georgia 31305

RE: Comprehensive Plan Update Submittal

The City of Woodbine has completed an update of its Comprehensive Plan and is submitting it with this letter for review by the Coastal Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Kyle Tibbs, City Administrator at 912.576.32, Ext. 304.

Sincerely,



Steve Parrott
Mayor

/sr

Enclosures

ACKNOWLEDGEMENTS

We would like to thank all those who participated in the development of Woodbine's Comprehensive Plan. The content in this Plan reflects the ongoing collaboration between those who served on the Planning Commission, Steering Committee, and Advisory Groups. The Plan was further shaped by residents that provided input either online or at one of the events, meetings, or workshops. We recognize that the level of participation is extraordinary for a city of Woodbine's size.

Mayor

Steve Parrott

Woodbine City Council

Robert Baird

Randy Bordelon

Hank Higginbotham, Jr.

Louise Mitchell, Mayor Pro Tem

Citizen Planning

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EXECUTIVE SUMMARY

Since the adoption of the Joint Comprehensive Plan 2007-2027 for Camden County and its municipalities, the Georgia Department of Community Affairs (DCA) standards that Comprehensive Plans in Georgia are required to meet have been revised and updated. This update reassesses where the City of Woodbine is today and how it intends to develop in the future, as well as reorganizes the document to meet the requirements of the new state standards. It presents a community vision, corresponding goals and how Woodbine will address working towards their vision and includes a work program designed to make their vision a reality.

The Vision

The City of Woodbine is a family-friendly, safe community with a welcoming small-town appeal; it strives to be a vibrant community committed to preserving its natural amenities and rural character. (Excerpt see page 15)

This vision is supported by the following overarching goals created to help shape Woodbine's future development.



Promote access and improvements to the Satilla River.



Identify and promote areas for diverse economic development.



Preserve neighborhoods, and prepare for future growth.



Increase connectivity and enhance transportation options for all forms of travel.



Grow the arts as part of what makes Woodbine special.



Protect, preserve and promote natural resources.

KEY RECOMMENDATIONS

promote ecotourism,
provide access and
promote the Satilla River

create a transportation
master plan

grow the cultural arts

create traditional
neighborhood
development areas

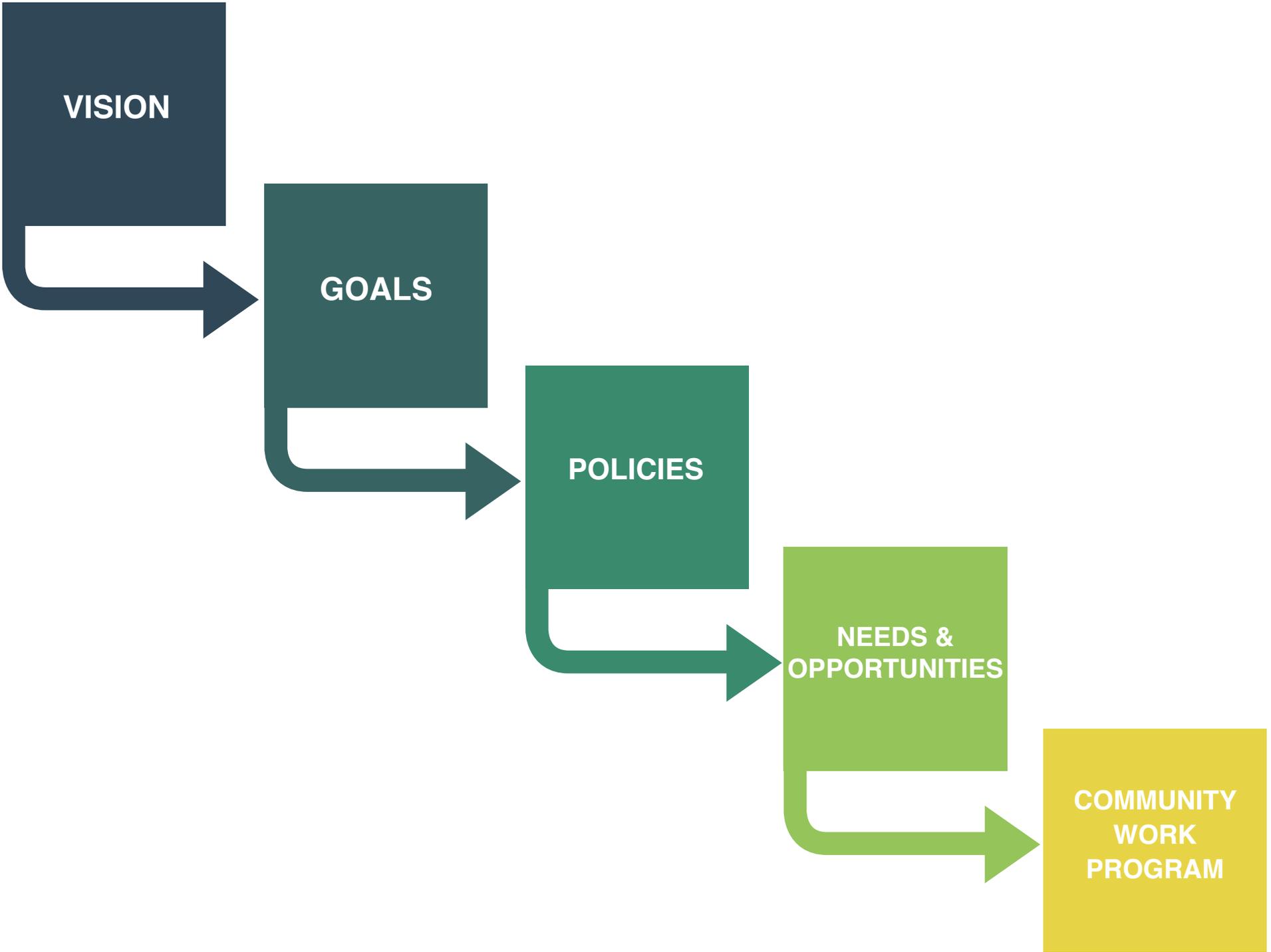
create design
guidelines for the
commercial district

“brand” the City of
Woodbine through
strategic marketing

	 Promote Satilla River	 Diverse Economic Development	 Prepare for Future Growth	 Enhance Transportation Options	 Enhance the Arts	 Natural Resources
1. Encourage use of wider range of transportation options/implement Complete Streets policy	●	●	●	●		
2. Provide an accessible boat ramp	●	●	●			
3. Expand dock/marina	●	●	●	●		●
4. Connect Waterfront to the downtown Woodbine	●	●	●	●	●	●
5. Promote and market the City of Woodbine's assets	●	●	●	●	●	●
6. Create a "Water Trail" and provide recreational opportunities	●	●	●	●	●	●
7. Build upon existing resources to support the cultural arts		●	●		●	
8. Continue to strengthen relationships with local, regional, state and federal partners	●	●	●	●	●	●
9. Encourage City of Woodbine's small business environment	●	●	●	●	●	●
10. Maintain the character of Woodbine	●	●	●	●	●	●
11. Improve transportation connectivity	●	●	●	●		●
12. Maintain the financial stability of Woodbine	●	●	●	●		
13. Create traditional neighborhood development areas and maintain the sense of community	●	●	●	●	●	●

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1. PLAN OVERVIEW

1.1 PURPOSE

The City of Woodbine Comprehensive Plan is a living document that is updated and shaped by its leadership, staff and citizens. It is a policy guide for making zoning and land use decisions and sets policies for City officials and staff concerning the future development of the City. Woodbine Comprehensive Plan is a five year update as required by the “The Minimum Standards and Procedures for Local Comprehensive Planning,” (Minimum Standards) adopted by the Georgia Department of Community Affairs (DCA). The latest version of these standards can be found in O.C.G.A Chapter 110-12-1, effective March 2014.

In meeting these standards, this plan enables the City to regain its Qualified Local Government Status, making it eligible to receive certain types of state funding. This update reassesses where Woodbine is today and how it intends to grow in the future. Following the requirements of the Minimum Standards, it presents a community vision, goals and a work program designed to make the vision a reality.

1.2 SCOPE

In keeping with the Minimum Standards, this plan is presented in three components:

1. **COMMUNITY VISION** – lays out the future vision and goals that the community wants to achieve in text and maps;
2. **NEEDS AND OPPORTUNITIES** – provides a list of the various needs and opportunities that the community will address; and
3. **COMMUNITY WORK PROGRAM** – provides a 5-year Short Term Work Program designed to address the needs and opportunities. This program include activities, initiatives, programs, ordinances and administrative systems to be put into place or maintained in order to implement the plan.

In addition, the plan incorporates planning elements as defined by the DCA Minimum Standards that are important to shaping the future of Woodbine.

A **Record of Accomplishments** highlighting the success of the previous Short Term Work Program, a description of the public involvement process, and a report on how this plan is consistent with the Regional Water Plan and Environmental Planning Criteria is a part of this report. The City of Woodbine is the county seat of Camden County, located on the south bank of the Satilla River. U.S. Route 17 passes through the center of the city. The City has a total area of 2.6 square miles. Camden County is bounded to the north by Glynn County and to the south by Nassau County in the State of Florida.

1.3 METHODOLOGY

The public outreach effort launched for this plan update included two public hearings and three community workshops. Announcements and notifications of these meetings were included on the City's website, and for those who could not make the workshops, comments were solicited through Constant Contact.

A Citizen Advisory Committee was formed comprised of members representing a cross-section of the community including an elected official, civic/religious organizations, bike and trail organization, local business interests, key staff, the Satilla River keeper, County staff, and residents.



1. COMMUNITY VISION AND GOALS

The Community Vision and Goals identify the City of Woodbine's direction for the future and are intended to serve as a guide to Woodbine officials in day-to-day decision making. They are the product of public involvement and the following components:

- Vision Statement
- Overarching Community Goals
- General policies
- Character Areas Map and Narrative
- Future Land Use Map

Each of these components were previously established in the City's prior Comprehensive Plan. Through the Woodbine Plan Update process community members were given opportunity to revisit and update each component.

2.1 VISION STATEMENT

The Community Vision paints a picture of what the City of Woodbine desires to become. The vision statement offered below was refined through discussion with the Citizen Advisory Board and participants.

The City of Woodbine is a family-friendly, safe community with a welcoming small town appeal; the community is alive, vibrant, full of possibilities, and possesses a commitment to preserving its natural amenities and rural character. Our goals are to protect our small town character while promoting our community to its fullest potential.

Our priorities include creating an all-inclusive community that appeals to young and old, promotes economic development opportunities, and encourages smart growth to preserve and enhance our quality of life.

2.2 GOALS

The community identified a number of goals to achieve in order to make Woodbine’s vision a continuing reality. The following goals represent the recurring themes, and like the vision statement, were derived from a vetting process involving city staff, the community advisory committee, and members of the public.



Promote access and make improvements to amenities on the Satilla River

Throughout the planning process, promoting and providing access to the Satilla River was a goal expressed by participants. Along the river’s approximately 235-mile course are the cities of Waycross, Waynesville and Woodbine. Efforts to maintain what many consider Woodbine’s strongest asset, the Satilla River, involves a broad approach that encompasses all aspects of the community; allowing for an appropriate balance between environmentally sound practices and the combined economic and health benefits derived from utilizing the river.



Nurture diverse economic development opportunities

At the heart of this goal is economic development and building long-term prosperity for all residents. It involves actively engaging the City and its economic development partners in business attraction and retention; and potential new industry proposed by Camden County. Its benefits include a strong tax base, a stable job market, and ready access to services and goods.



Create traditional neighborhoods and plan for future growth

This goal centers on the preservation and creation of successful neighborhoods to ensure residents have the opportunity to live in safe, healthy, and affordable homes in neighborhoods of their choice. The availability of housing at all price levels provides for a direct economic benefit to the City of Woodbine. As such, housing is a core community value in Woodbine.



Increase connectivity and enhance transportation options for all forms of travel

The main purpose of this goal simply involves getting people around safely and efficiently by using whatever mode of travel they choose. Improving the City's network to encourage connectivity involves the creation of a balanced comprehensive transportation system. This goal incorporates the completion of the trail way to accommodate users including bicyclists, walkers, hikers, and joggers. Trails and greenways provide a variety of benefits that ultimately affect the sustainability of a region's economic, environmental, and social health.



Grow the cultural arts as part of what makes Woodbine special

The arts play an important role in defining a community and can distinguish it as a desirable destination. Participants in the planning process recognized that the City has an active arts community and much more could be done to support and establish cultural arts. This goal seeks to positively build up Woodbine by promoting the integration of arts and culture in community revitalization. The goal is to expand on the city's creative activities to contribute to the positive, economic, physical, social, and cultural changes in Woodbine.



Protect and preserve the City of Woodbine's natural resources

The City of Woodbine takes its responsibility towards environmental stewardship seriously as evidenced by its desire to promote and protect the character of Woodbine, its river, its historic charm, and its desire to preserve green space.

2.3 COMMUNITY POLICIES

The following policies are intended to provide on-going guidance and direction to local government officials for making decisions consistent with achieving the Community Goals. For this reason these policies are organized by goals, although individual policies will likely achieve multiple goals.



Promote access and make improvements to amenities on the Satilla River

- Develop a Comprehensive Economic Development Plan for the Satilla River Waterfront Park.
- Create and promote public access to the waterfront.
- Create a signage program for the waterfront that educates, informs and highlights the river's history, bio-diversity, native vegetation and recreational uses.
- Create a water trail and provide recreational activities.
- Create an accessible boat ramp.
- Expand the dock/marina.
- Preserve the Woodbine Riverwalk.
- Connect the waterfront to the City.



Nurture diverse economic development opportunities

- The City of Woodbine is business friendly community and supports small businesses that add to the character and quality of life for residents.
- The economic priority of the City is to protect a healthy tax base in order to function as a financially responsible government and provide the services and capital improvements desired by its residents and business owners.
- Cultivate a healthy and productive working relationship with nearby partners including the Camden County Joint Development Authority, Chamber of Commerce, Camden County PSA and Spaceport Committee to explore and develop niche markets.
- The City of Woodbine commits to maximizing resources through incentives and grants to target opportunities and attract business development.
- Develop an eco-tourism initiative, building off the Riverwalk and other natural resources.



Create traditional neighborhoods and plan for future growth

- The City of Woodbine will ensure growth does not exceed infrastructure investment.
- Housing infill in existing neighborhoods will be compatible with surrounding properties.
- The City of Woodbine will preserve the character of existing residential neighborhoods.
- Woodbine will require a master plan for future annexations.
- Woodbine will pursue grant opportunities for infrastructure in traditional neighborhoods.
- Woodbine will encourage reinvestment in older neighborhoods, particularly in south end.



Increase connectivity and enhance transportation options for all forms of travel

- Woodbine will encourage transportation corridors that support multiple modes of transportation, including trails.
- Woodbine will promote walk- and bike-‘ability’ to homes, schools, civic uses and open spaces.
- Woodbine will adopt a “complete streets policy.”
- Woodbine will improve connectivity from downtown to the Riverwalk.
- Woodbine will support the Coastal Georgia Greenway project to enhance quality of life and boost economic development.



Grow the cultural arts as part of what makes Woodbine special

- Woodbine will support the arts and opportunities for cultural activities and events.
- Woodbine will integrate its events and cultural arts in revitalization activities.



Protect and preserve the City of Woodbine’s natural resources

- Woodbine will protect, conserve, and enhance its natural resources by controlling the location of developments and requiring green space as part of development projects.
- Woodbine will protect its river corridor and promote a low impact development to mitigate the impacts of urban nonpoint source pollution on water quality.
- Woodbine will support efforts to improve water quality on the Satilla River.

2.4 CHARACTER AREAS

The Character Area Map is a visual representation of the City's future development policy. It was developed as part of the Camden County Joint Comprehensive Plan. This plan also includes a Future Land Use Map.

Interpretation of the Character Area Map is provided in the supporting text to be considered along with the City's zoning, the Future Land Use map, and other local policies when decision-makers consider land development questions or requests. The supporting text provides written description of the patterns of development that the City will encourage in each area.

The supporting narrative provides policy direction for regulating development with the goal of furthering consistent character within each area as defined by a 'vision.' Where appropriate, statements for policy and goals are also established.

The Character Areas for the City of Woodbine include:

- Agriculture
- Conservation/Greenspace
- Courthouse Square
- Gateway Corridor
- Historic Area
- In Town Corridor
- Industrial
- Major Highway Corridor
- Scenic Corridor/Bike Route
- Suburban Area Developing; and
- Traditional Neighborhood



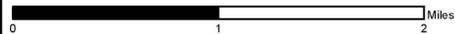
City of Woodbine: Character Areas

1:34,801
 Date: 12/11/2015
 Author: Lisa Fulton, GISP
 Published By: Coastal Regional Commission of Georgia
 Coordinate System: WGS 1984 Web Mercator Auxiliary Sphere
 Projection: Mercator Auxiliary Sphere
 Datum: WGS 1984
 Units: Meter



Legend

-  Agricultural Area
-  Courthouse Square
-  Historic Area
-  Industrial
-  Scenic Corridor/Bike Route
-  Traditional Neighborhood
-  Conservation Area/Greenspace
-  Gateway Corridor
-  In Town Corridor
-  Major Highway Corridor
-  Suburban Area Developing



AGRICULTURE AREA

Vision/Intent

Agricultural land is an important part of Woodbine's natural area, yet its role is limited to agricultural lands and Silviculture along the Interstate 95 corridor. Through best management practices agricultural uses will have a role in keeping and maintaining natural resources.

Future Development

Wise use and protection of basic soil and water resources helps to achieve practical water quality goals and maintain viable agriculture. Viable agriculture is the backbone of maintaining a functioning network of working farmland, open space, and natural areas. A range of strategies should be used to ensure the value of these areas within the region.

Urban development should be directed to those areas least desirable for agriculture based on factors of soil, slope, water, wind, and location.

Investments in infrastructure improvements should be directed into existing urban areas in order to increase urban population capacities and to avoid positioning agricultural lands for development.

Action Items

- Preserve areas for agricultural production by designating areas for rural residential development
- Limit potential conflicts between agriculture and residential subdivisions
- Adopt Transfer of Development Rights (TDR) and Purchase of Development Right (PDR) or Planned Resource Districts (PRD) for agricultural lands ordinances





CONSERVATION AREA GREENSPACE / GREEN INFRASTRUCTURE

Vision/Intent

The availability of natural, open, and green spaces, in conjunction with well planned, well promoted cultural and historic resources and well-placed urban centers speaks to the quality of life. Properly planned greenways provide efficient pedestrian linkages that can serve as alternative transportation to and from work, to services and other daily destinations.

Greenway linkages serve as outdoor recreation for biking, walking, and jogging.

Green infrastructure encourages the creation of transportation corridors and connections, which can foster ecotourism, tourism and outdoor recreation

Future Development

- Parks and preserves
- Managed networks of natural lands
- Working landscapes
- Other open spaces that conserve ecosystem values and functions
- Agricultural working lands
- Trails and other recreational features
- Cultural and historic sites



Green infrastructure planning provides multiple benefits. A benefit to a developer is greater certainty and predictability about where development can go because the lands to be protected, how they are to be protected, and the best locations for development are laid out in advance.

Action Items

- Preserve scenic vistas and natural ecological features
- Promote conservation easements and other incentives for natural space preservation
- Work towards establishing green infrastructure planning as the first step in the land-use planning and design process
- Identify the key physical, natural, ecological, landscape, historical, access and recreational assets that contribute to the functionality of the green infrastructure network
- Coordinate green infrastructure planning with planning for gray infrastructure — roads, bike trails, water, electric, telecommunication and other essential community support systems
- Identify new and enhanced assets required to improve the functionality of a green infrastructure network including opportunities for landscape and habitat enhancement, and the provision of new green spaces and green links
- Provide guidance such as Green Growth Guidelines (G3) for developers and planners on the integration of green infrastructure into development plans
- Provide a strategic framework for the implementation of a connected and multi-functional green infrastructure network of wildlife sites, public open spaces and green links with mapping and analysis



COURTHOUSE SQUARE

Vision/Intent

Courthouse Square is the area surrounding the County courthouses. Over time buildings become the defining pinnacle of a City and serve as a reminder of the important functions that take place in the building. Courthouse square serves a fundamental area contributing to Woodbine's 'sense of place.'

Future Development

Areas surrounding the County Courthouses.

Action Items

- Maintain architectural integrity of existing historical homes
- Encourage mixed use of residential/professional.
- Create a Courthouse Square Overlay District



GATEWAY CORRIDOR

Vision/Intent

The Georgia Spur 25 from Interstate 95 serves as the gateway into downtown Woodbine. Gateways play an important role in the movement of goods. Gateways announce to a visitor or resident that they are entering the city and contribute to the overall image of Woodbine, its quality of life, and can encourage investment and economic activity. Cohesive architectural design and streetscaping define gateways to Woodbine. Unifying design features such as way-finding signage link gateways to Woodbine.

Future Development

Ensure development is designed to preserve and enhance attractive natural and man-made vistas to contribute towards a positive image of the City of Woodbine.

Action Items

- Recognize the importance of gateways in shaping perceptions of Woodbine.
- Require new public and private investment/development adjacent to the corridor consists of high-quality architecture and materials.
- Prohibit billboards at gateway locations along the corridor within Woodbine.
- Avoid strip mall, “big-box” stores
- Maintain a landscape buffer between the roadway and development incorporating natural vegetation
- Preserve scenic vistas and natural ecological features

HISTORIC AREA

Vision/Intent

The historic environment is the cultural landscape of Woodbine. Historic areas connect us to our past. Woodbine's citizens value its historic area for the important role it plays in its social and economic lives. Historic places make the community unique and contribute to a 'sense of place.' Historic areas provide important elements of education, tourism development, boost economic development, and promote a quality of life.

Future Development

Infill and redevelopment should be mindful that historic areas enrich civic life and add value on many levels to the community.



Davis-Lang House Est. 1896

Action Items

- Provide education on the value of preserving historic sites from demolition
- Maintain architectural integrity of existing historic buildings through an architectural review board
- Provide education on maintaining the character of Woodbine through the use of Historic Design Guidelines and provide on-going education on how guidelines function
- Encourage compatible infill



IN TOWN CORRIDOR

Vision/Intent

This corridor is located from the south City limits to 7th St and from 3rd St., to north city limits. Corridors announce to a visitor or resident that they are entering the city and contribute to the overall image of Woodbine and its quality of life; and can encourage investment and economic activity. Cohesive architectural design and streetscaping will define Woodbine's corridors; and unifying design features, such as way-finding signage, will link them to Woodbine.

Future Development

Ensure development is designed to preserve and enhance attractive natural and man-made vistas to contribute towards a positive image of the City of Woodbine.

Action Items

- Create way-finding signage guiding visitors to downtown and scenic areas
- Create streetscape enhancements
- Enact design guidelines for new development
- Provide access for pedestrians and bicycles
- Coordinate bike/pedestrian facilities with transit stops
- Adopt shared parking regulations



INDUSTRIAL

Vision/Intent

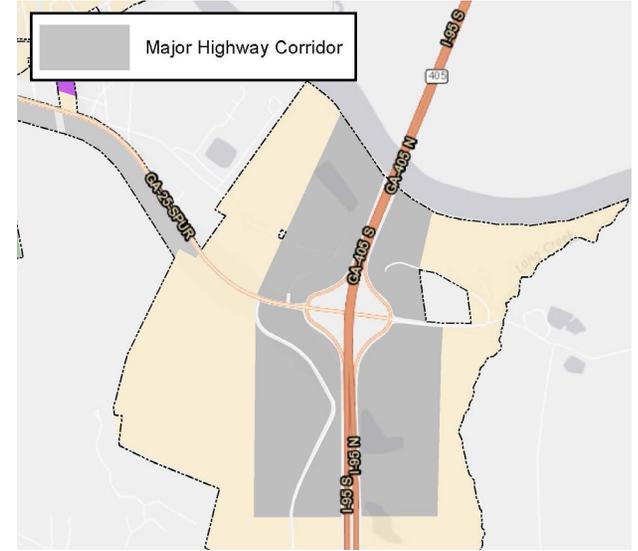
A defined area West of US Highway 17 between 7th and 11th Street at the south end of Woodbine created for industrial businesses to carry out their operations such that no nuisance is created or apparent.

Future Development

This zone provides opportunity for manufacturing, processing, assembly, and distribution; further, the zone is an important area for the economic viability of Woodbine.

Action Items

- Prepare targeted marketing strategy for the desired type of industry
- Encourage mix of business/industry uses
- Incorporate community plans for the strategic use of land for manufacturing and distribution while recognizing and respecting natural resources



MAJOR HIGHWAY CORRIDOR

Vision/Intent

The ability of Woodbine's major roadway network to meet existing and future travel needs is essential to the economic viability of Woodbine. Woodbine's major highway corridor area is adjacent to the I-95 interchange. Interchanges are essential components for providing reasonable access and mobility and usually merge into a major highway corridor or arterial road.

Future Development

Corridors serve multiple mobility functions. They serve as commuter routes, connecting residential and employment areas. They provide connectivity to and serve commercial traffic as well as tourist/recreational traffic. These corridors also serve as the primary road freight routes as well as evacuation routes. The ability of these primary corridors to provide safe and efficient mobility now and in the future is of critical importance to the City of Woodbine. Additionally, future development should be designed to contribute towards a positive image of the City of Woodbine.

Action Items

- Maintain a landscape buffer between the roadway and development
- Manage access with directory signage and way-finding signage
- Adopt a signage ordinance that protects this corridor and prohibits billboards and portable signs
- Encourage shared access roads and inter-parcel road connections to reduce curb-cuts and maintain traffic flow



SCENIC CORRIDOR / BIKE ROUTE

Vision/Intent

Scenic corridors along the Riverwalk and areas along Highway 17 contribute to the enjoyment and environmental enrichment of the citizens of Woodbine and visitors, enhance Woodbine's attraction to tourists, enhance civic pride, and protect economic values of affected properties.

Future Development

Design of scenic corridors and bike routes is an important component. Scenic corridors and bike routes link urban-rural communities, attractions, and recreational areas. Continuous routes should be identified, including routes of regional and state significance, highlighting historic features where appropriate.

Action Items

- Establish guidelines on development to protect the characteristics of scenic value
- Provide pedestrian/bicycle linkages to adjacent and nearby residential and commercial districts
- Provide connectivity to future bike/shared use paths along the abandoned rail corridor

SUBURBAN AREA DEVELOPING

Vision/Intent

A residential area that is characterized by a traditional suburban pattern of development with accessible sidewalks, extensive landscaping, access to parks and functional greenspace, places of worship, schools, and basic needs.

Future Development

Future development in the suburban area should include a variety of housing types and land uses in a defined area. The variety of uses includes educational facilities, civic buildings, and commercial establishments to be located within walking distance of private homes. This suburban area is served by a network of paths, streets, and lanes suitable for pedestrians as well as vehicles. This provides residents the option of walking, biking, or driving to places within their neighborhood.

Action Items

- New developments should be master planned with mixed uses, blended residential development with schools, parks, recreation, retail, and services linked in a compact pattern that encourages walking and minimizes the need for auto trips.
- Good vehicular and pedestrian/bike connections to retail / commercial services as well as internal street connectivity should be planned.





TRADITIONAL NEIGHBORHOOD

Vision/Intent

This is a stable, single-family residential area that is characterized by a traditional pattern of development. The characteristics of traditional neighborhoods in Woodbine have relatively well-maintained housing with large lots and off street parking located north of Spur 25 and east of Highway 17; north of 7th Street west of Highway 17.

Future Development

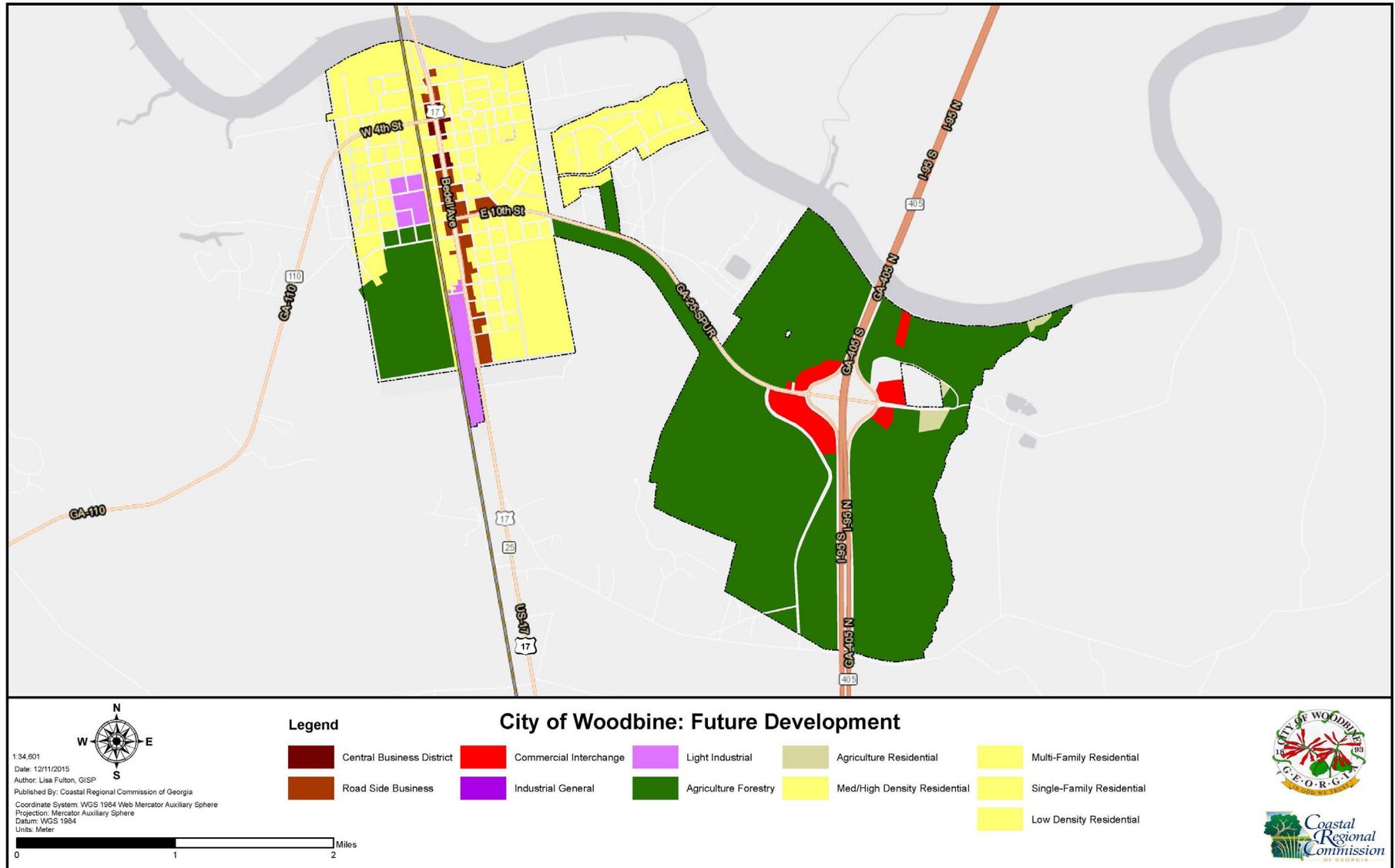
Traditional neighborhoods are characterized by grid street patterns, pedestrian circulation, open spaces, architectural character, and a sense of community.

Action Items

- Improve parks and public facilities to maintain the high desirability of the areas
- Develop pedestrian and bicycle connectivity to downtown

2.5 FUTURE LAND USE

The Future Land Use Map is a visual representation of the City's future development policy.



	LAND USE	DESCRIPTION	ZONING CATEGORIES
	Planned Development	Shopping center, planned residential areas, planned industrial, and large scale developments.	PD;
	Agriculture	Production of agricultural products. Also created to assist in conservation of natural resources.	A-F;
	Agricultural Residential	Low-density residential plus certain open areas where residential is designated by Land Use Plan.	R-1
	Single-family Residential	Chiefly low density residential together with recreation, religious and educational facilities.	R-1; R-2
	Multi-family Residential	Provides areas for duplexes, apartments, townhouses and condominiums.	R-3

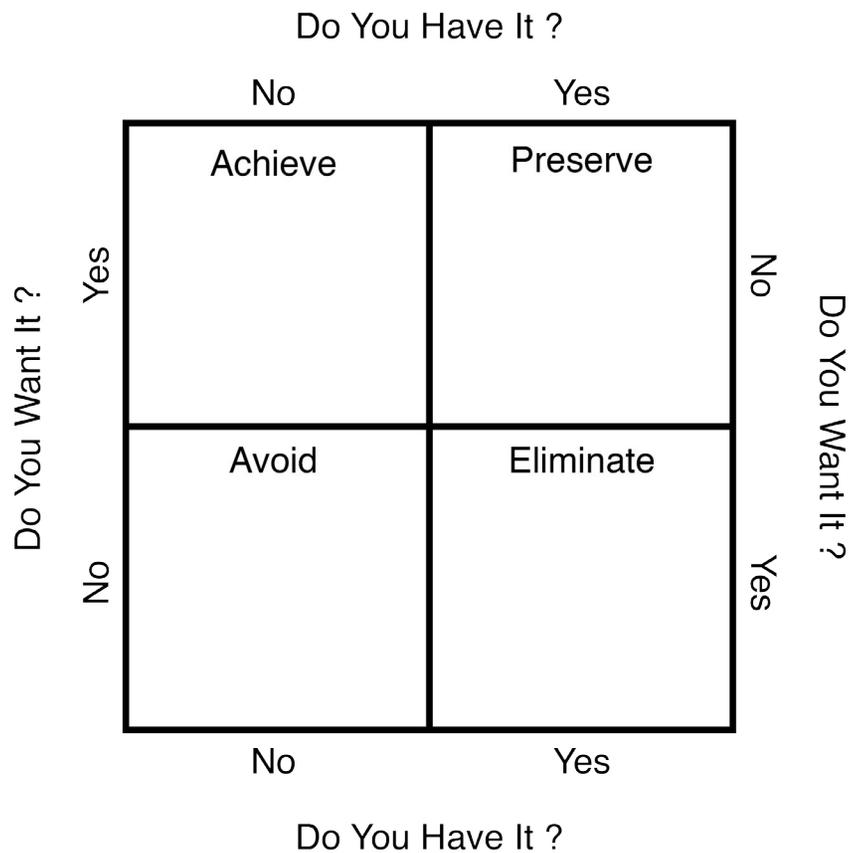
	LAND USE	DESCRIPTION	ZONING CATEGORIES
	Med/High Density Residential	Provides areas for duplexes, apartments, town-houses and condominiums.	R-3
	Low Density Residential	Chiefly low density residential together with recreation, religious and educational facilities.	R-1
	Single-family Mobile Home	Distinct area for conventional single-family homes and mobile homes.	R-2; MH
	Central Business District	Promotes and protects the commercial core of the city; oriented to pedestrian.	B-1
	Commercial	Provides for the goods and services needs of inter-regional traffic.	C-1

	LAND USE	DESCRIPTION	ZONING CATEGORIES
	Road Side Business	Primarily for development of business activities which cater to traveling public.	B-2
	Industrial	Development of heavy commercial and industrial intended to accommodate manufacturing or processing of raw materials.	I-2
	Light Industrial	Development of light manufacturing, whole-sale and service which utilize processed material for assembly or fabrication	I-1

3. NEEDS AND OPPORTUNITIES

In order to achieve Woodbine’s vision and goals for the future there are a number of needs and opportunities that the community must address. A need can be defined as a condition of something that is required or wanted, while an opportunity is a chance for progress or advancement.

The process identified needs and opportunities which are unique to the community based on the technical assessment as well as input collected as part of the engagement process.

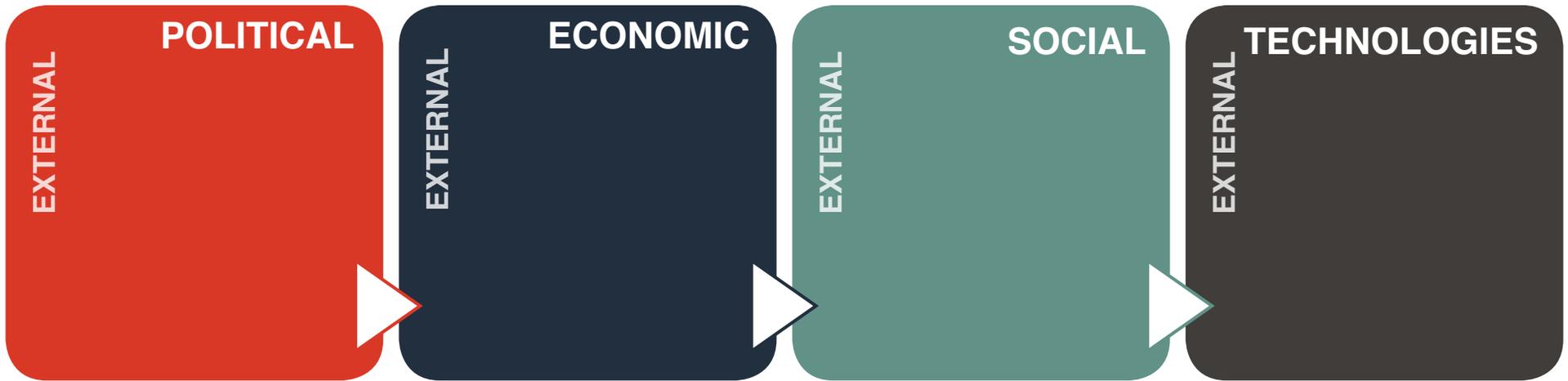


3.1 PUBLIC INPUT

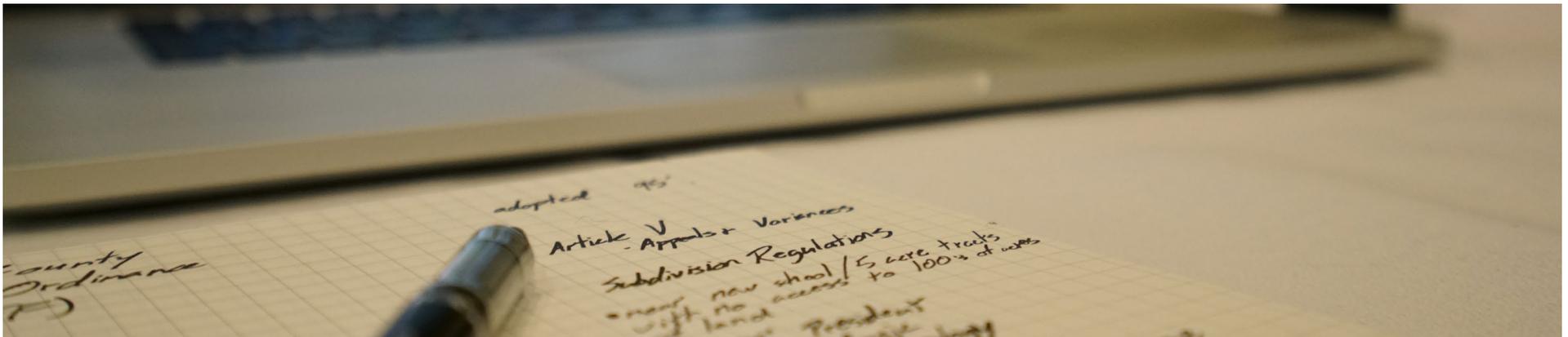
Community members participated in a Needs and Opportunities workshop held by the City of Woodbine on July 27th. Members of the public had an opportunity to participate in identifying Needs and Opportunities as well as provide comment during a public meeting on September 3rd.

These needs and opportunities were identified through a facilitated discussion of the Strengths, Weaknesses, Opportunities and Threats in Woodbine, or a SWOT Analysis. The SWOT analysis was designed to identify citywide priorities for the City and was conducted through a “Matrix” that included an exercise with the interplay of ‘yes’ and ‘no’ to the following questions? Do we have it? Do we want it?

The interplay of Yes and No answer to these questions defines four basic categories, Achieve, Preserve, Avoid or Eliminate. Once the four categories were identified, the analyses of the external environment such as social changes, new technologies, political environments to determine how, if at all might affect Woodbine. A chart for analyzing the external environment is the PEST chart, an acronym for Political, Economic, Social and Technologies analysis that encompass the process.



A critical component in the planning process is also documenting what Woodbine knows about itself, analyzing the internal environment. What defines woodbine's culture? What is its image in the eyes of its stakeholders and others?





The information derived from the external analysis feeds into the Opportunities and Threats segments of the SWOT analysis.

The information derived from the internal analysis drives the Strengths and Weaknesses components of the SWOT.

GOALS		 Promote Satilla River	 Diverse Economic Development	 Prepare for Future Growth	 Enhance Transportation Options	 Enhance the Arts	 Natural Resources
PRIORITY NEEDS AND OPPORTUNITIES							
1.	Brand & Market Woodbine Assets	X	X	X	X	X	X
2.	Use Satilla River as economic engine	X	X	X	X		X
3.	Create design guidelines for districts	X	X	X	X		X
4.	Create Transportation Plan						
5.	Grow Cultural Arts						
6.	Create TND Areas						
NEEDS AND OPPORTUNITIES							
7.	Preserve/enhance Woodbine Riverwalk	X	X	X	X		X
8.	Preserve aesthetic quality of City	X		X	X	X	X
9.	Preserve financial stability	X	X	X	X	X	X
10.	Preserve natural assets	X	X	X	X	X	X
11.	Preserve sense of community	X	X	X	X	X	X
12.	Preserve historic qualities of City	X	X	X	X	X	X
13.	Adopt Complete Streets policy	X	X	X	X		X
14.	Create accessible boat ramp	X	X	X	X		X
15.	Expand dock/marina	X	X	X	X		X
16.	Connect Waterfront to the City	X	X	X	X	X	X
17.	Create screened pavilions	X	X	X		X	X
18.	Create educational signage for bio-diversity along waterfront	X		X		X	X
19.	Boost amenities along waterfront	X	X	X	X	X	X
20.	Eliminate uninviting waterfront entrance	X					
21.	Eliminate/avoid blight		X	X			
22.	Set up water trail	X	X	X	X		X
23.	Avoid looking like Hwy 40		X	X	X		
24.	Create connectivity with parks	X	X	X	X		X

GOALS		 Promote Satilla River	 Diverse Economic Development	 Prepare for Future Growth	 Enhance Transportation Options	 Enhance the Arts	 Natural Resources
NEEDS AND OPPORTUNITIES							
25.	Avoid unplanned growth		X	X	X		X
26.	Avoid losing traditional downtown		X	X		X	
27.	Avoid Big Box development		X	X			
28.	Promote eco-friendly community	X	X	X	X		X

3.2 PRIORITY NEEDS AND OPPORTUNITIES

This section describes the nature and intent of each top priority needs and opportunities identified. This list is used later to form the development of implementation measure presented in the Community Work Program.

3.2.1 BRAND THE CITY of WOODBINE

Good answers to the right questions make all the difference for brand strategy. Coastal cities have essentially the same goals, needs and challenges so how can Woodbine share its assets to draw families, businesses, and communicate its dedication to improve the quality of life for its citizens? To make the point about a brand strategy, a question is posed. “Why has Burger King never been able to come close to McDonalds in sales?”

Answer: “Burger King sells a product and McDonald’s sells an experience.” The bottom line difference between both brands selling essentially the same short list of products to hungry customers was 27 billion dollars. (Heaton, 2015)

A key question for the City to answer as it relates to its brand strategy: Among all your current and possible audiences, who is your single most important consumer? Who can be activated by you without requiring any change in their behavior? Knowing the answer to this seemingly simple questions is very important if to use limited marketing dollars effectively.

Look at this from the marketing strategy side: If you were your chosen target, why would you care? What’s in it for you? Genuine answers to the above questions lead to a brand strategy, and brand strategy applied through marketing tactics can prevent the City from spending a lot of time and money.

3.2.2 GROW THE CULTURAL ARTS

The arts in all its many forms plays a very important role in defining the desirable character of Woodbine. The City is fortunate to have its Opry, but much more can be done to organize and leverage resources to establish Woodbine a recognized arts community. Though not a primary responsibility of the City government, the City can and should play a role in supporting their development through planning, access to facilities, and promotion of the art through various forms of media.

3.2.3 CREATE A TRANSPORTATION MASTER PLAN

Camden County and its municipalities conducted a Comprehensive Transportation Plan (CTP) in 2004. Carried out in four phases, the CTP provided an assessment of existing transportation conditions, public comment, project determination and prioritization. The CTP included a five-year short-term transportation program as well as a long-range, 20-year transportation plan. A Camden County Pedestrian and Bicycle Plan was completed in 2005. The plan was designed to facilitate and encourage safe and convenient transportation options. The Bike and Pedestrian Plan considered current conditions, planning, design and safety standards as well as a recommended implementation program. Participants recognize the need for ongoing transportation planning to address changing conditions and the need for updated plans.

3.2.4 CREATE TRADITIONAL NEIGHBORHOOD DEVELOPMENT AREAS

Participants expressed concern that as the community grows and changes that it does not lose its sense of place or historic charm that helps to set it apart. To maintain the character of the neighborhood, design guidelines can be adopted that reflect the neighborhood's identity.

3.2.5 CREATE DESIGN GUIDELINES FOR THE COMMERCIAL DISTRICT

Commercial Design Guidelines can provide minimum design criteria for commercial development. Guidelines are intended to enhance Woodbine's character and image as well as further the establishment of 'sense of place.'

3.2.6 PROMOTE ECO-TOURISM, PROVIDE ACCESS AND AMENITIES AND PROMOTE THE SATILLA RIVER

Eco-tourism is a form of tourism centered on learning experiences with ecological diversity that involves activities, environmental and cultural conservation measures, and community participation providing benefits for the local people. Efforts to maintain what many consider Woodbine's strongest asset, the Satilla River, involves a broad approach that encompasses all aspects of the community; allowing for an appropriate balance between environmentally sound practices and the combined economic and health benefits derived from utilizing the river.

4. COMMUNITY WORK PROGRAM

The Community Work Program outlines the overall strategy and action items for achieving the Community Vision and Goals and for addressing the priority Community Needs and Opportunities laid in Chapter 3. These actions are supported by the policies provided as part Community Vision and Goals laid out in Chapter 2, and are presented here in two parts. The first part is the implementation Program which outlines how the community addresses each of the priority needs and opportunities. The second part is the short term work program which lists the specific actions the City government and other partner entities will undertake to implement this plan within the first five-years of the planning horizon.

4.1 BRAND THE CITY of WOODBINE

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4.1.7 IMPLEMENTATION PROGRAM

The implementation program outlines a variety of action items that need to be undertaken to address the priority needs and opportunities. These action items include policies, ongoing efforts, short term efforts, and long term efforts. Short term efforts are those that can be accomplished in the next five years and are included in the Short Term Work Program. Long term item efforts are those that may be accomplished beyond the 5 year immediate time frame or an opportunity may arise.

4.1.8 MAINTAIN THE CHARACTER OF WOODBINE

- Preserve and enhance the suburban character of the community as defined by the Character Areas Map and supporting action items and policies. (Ongoing. Policy)
- Create a Courthouse Square Overlay District. (Short Term)
- Adopt Historic Design Guidelines and provide education on how guidelines function (Short Term)
- Require new public and private investment/development adjacent to corridor consists of high-quality architecture and materials. (Policy)
- New developments should be master planned with mixed uses, blended residential development with schools, parks, recreation, retail, and services linked in a compact pattern that encourages walking and minimizes the need for auto trips. (Ongoing)
- Establish green infrastructure planning as the first step in the land-use planning and design process (Ongoing. Policy)
- Improve parks and public facilities to maintain the high desirability of the areas. (Short Term)
- Conduct a housing inventory. (Short Term)
- Create small area plan for traditional neighborhood and redevelopment of south end. (Short Term)
- Require a master plan for future annexations. (Policy)
- Pursue grant opportunities for infrastructure in traditional neighborhoods.(Ongoing)
- Encourage reinvestment in older neighborhoods particularly in south end.(Ongoing)
- Create a Branding Strategy to promote the City of Woodbine (Short Term)

4.1.9 STRENGTHEN WOODBINE’S ECONOMIC DEVELOPMENT EFFORTS

- Prepare targeted marketing strategy for the desired type of industry. (Short Term)
- Encourage mix of business/industry uses. (Ongoing. Policy)
- Work with Development Authority, CRC, and Chamber to conduct a feasibility study for innovation/co-working space. (Short Term)
- Develop eco-tourism opportunities related to the River Walk, the greenway and other resources (Short Term)
- Cultivate a healthy and productive working relationship with nearby partners including the Development Authority, Chamber of Commerce and Spaceport Committee to explore and develop niche markets. (Ongoing)
- Develop an eco-tourism initiative, building off the Riverwalk and other natural resources. (Ongoing)

4.1.10 ENCOURAGE USE OF A WIDER RANGE OF TRANSPORTATION MODES

- Promote walk- and bike-“ability” to homes, schools, shopping, civic uses, and open space. (Policy)
- Adopt and implement the Complete Streets Policy (Policy)
- Provide pedestrian/bicycle linkages to adjacent and nearby residential and commercial districts (Ongoing)
- Provide connectivity to future bike/shared use paths along the abandoned rail corridor (Short Term)
- Develop pedestrian and bicycle connectivity to downtown (Short Term)
- Expand the City’s trail network trials and greenways with the goal of creating a community-wide pedestrian/bike path network (Short Term)

4.1.11 BUILD UPON EXISTING RESOURCES TO SUPPORT CULTURAL ARTS

- Support the arts and opportunities for cultural activities through the facilitation of community wide events. (Ongoing)

4.1.12 PROMOTE ACCESS AND MAKE IMPROVEMENTS TO AMENITIES AT THE SATILLA RIVER

- Develop a Comprehensive Economic Development Plan for the Satilla River Waterfront Park. (Short Term)
- Create and promote public access to the waterfront (Ongoing)
- Create a signage program for the waterfront that educates, informs and highlights the river’s history, bio-diversity, native vegetation and recreational uses. (Short Term)
- Create a water trail and provide recreational activities (Ongoing)
- Create an accessible boat ramp (Short Term)
- Expand the dock/marina (Short Term)
- Preserve the Woodbine River walk (Ongoing)
- Connect the waterfront to the City (Ongoing)

2. SHORT TERM WORK PROGRAM

The following short-term work program is comprised of projects that are ongoing or should be launched over the next five years to further the goals of the plan. The STWP is organized by element and lists implementation years, responsible part, estimated cost and potential funding sources.

Project or Activity	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
DEVELOPMENT PATTERNS								
Update Development Ordinances	x					City	TBD	General Fund
Draft Water and Sewer Master Plan	x	x				City	TBD	Water / Sewer Fund / SPLOST
Codify Ordinances and Publish on City Website	x	x	x			City	Staff	General Fund
Work w/ property owners and Camden County JDA large tract development	x	x				City, JDA	Staff	General Fund
ECONOMIC DEVELOPMENT								
Coordinate with and support Chamber, JDA,	x	x	x			City	Staff	General Fund
Work with private property owners and Camden County JDA for large tract development.	x	x	x			City, JDA	Staff	General Fund

Project or Activity	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
ECONOMIC DEVELOPMENT CONTINUED								
Develop a plan to market City-owned 14 acres for commercial and industrial areas.	x					City, JDA	Staff Time	General Fund
Build support for volunteers for festivals.	x	x	x			City	Staff Time	General Fund
Develop eco-tourism opportunities.	x					City, CRC	TBD	General Fund, SPLOST, GRANTS
Plan for making Woodbine a wireless community.	x	x	x			City, CRC	TBD	General Fund
Create policies and programs that support entrepreneurial activities.	x	x	x			City, CRC	TBD	General Fund, Grants
HOUSING								
Complete Zoning amendment Ordinance to provide for appropriate residential densities, lot sizes and mixed use neighborhoods.	x					City	TBD	Grants, General Fund

Project or Activity	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
HOUSING CONTINUED								
Conduct housing inventory	x	x	x			City, CRC	TBD	General Fund
Work with housing partners to create affordable senior housing.	x	x	x			City, Habitat for Humanity	TBD	General Fund, Grants, SPLOST
Investigate available programs and funding sources to stimulate redevelopment.	x	x	x			City, CRC	Staff Time	General Fund
Identify existing substandard structures and take appropriate measures.	x	x	x			City	Staff Time	General Fund
Encourage appropriate infill and take advantage of existing infrastructure.	x	x	x			City	Staff Time	General Fund

Project or Activity	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
NATURAL AND CULTURAL RESOURCES								
Encourage non-profit agencies to acquire land suitable for conservation.	x	x	x			City, CRC	Staff Time	General Fund
Explore expanding Satilla River walkway	x	x	x			City, CRC	TBD	General Fund, Grants, SPLOST
COMMUNITY FACILITIES AND SERVICES								
Adopt a Capital Improvements program public facilities (roads, sidewalks, recreational facilities, etc.)		x	x			City, CRC	Staff Time	General Fund
Construct Riverwalk improvements	x	x				City, DNR	TBD	SPLOST, GRANT
Satilla Waterfront Improvements	x	x	x			City, CRC	TBD	SPLOST, GRANT
Adopt a Capital Improvements program for Equipment/ Vehicle Replacement.	x	x	x			City	Staff Time	General Fund
Rehab City Buildings.	x	x	x			City	TBD	SPLOST, GRANT

Project or Activity	2015	2016	2017	2018	2019	Responsible Party	Cost Estimate	Funding Source
COMMUNITY FACILITIES AND SERVICES CONTINUED								
Assist groups such as the Woodbine Woman's Club in developing a phased plan to establish a community lending library.	x					City, Civic Organization	Staff Time	General Fund
INTERGOVERNMENTAL COORDINATION								
Work in with neighboring jurisdictions to implement the Joint Comprehensive Plan	x	x	x			City	TBD	General Fund, Grants, SPLOST
Renew existing intergovernmental service agreements	x	x	x			City	Staff Time	General Fund
Identify local and regional partners to enhance efficient delivery of services.	x	x	x			City	Staff Time	General Fund
Continue coordinating with adjacent jurisdictions on region-wide issues.	x	x	x			City	Staff Time	General Fund
TRANSPORTATION								
Implement Woodbine portions of the Signature Communities Greenprint Plan (2008).		x	x			City	TBD	Grants
Implement traffic calming techniques in residential neighborhoods schools and recreational areas.	x	x	x			City	TBD	Grants, SPLOST

City of Woodbine

Comprehensive Plan Technical Addendum 2015-2019



City of Woodbine
Comprehensive Plan
Technical Addendum
December 2, 2015



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A. RECORD OF ACCOMPLISHMENTS: 2008 – 2015

PROJECT/ACTIVITY	Completed	Underway	Postponed	Not Accomplished	Explanation
Development Patterns					
New Development should be consistent with Master Plan				x	Master Plan not adopted by City Council
Adopt Conservation Subdivision Ordinance			X		
Modify subdivision regulations to require preservation of sensitive/natural areas			X		
Draft Annexation Plan			X		
Update Development Ordinances			X		
Adopt Corridor Overlay District for prominent roads			X		
POPULATION GROWTH					
Formulate Growth Management Plan			X		
Adopt impact fees				X	City Council reduced tap fees to encourage growth
Draft Water and Sewer Master Plan		X			
ECONOMIC DEVELOPMENT					
Allocate funding to Better Hometown to develop marketing program				X	BHT designation lost
Develop plan to market City-owned 14 acres for commercial/industrial		X			
Build volunteer support for festivals		X			
Develop eco-tourism opportunities		X			
Create plan to bring theater back into use				X	Theatre demolished
Create policies and programs to support entrepreneurial activities		X			
Plan for making Woodbine wireless community		X			

PROJECT/ACTIVITY	Completed	Underway	Postponed	Not Accomplished	Explanation
HOUSING					
Complete Zoning Ordinance to provide for appropriate residential densities, lot sizes and mixed-use		x			
Develop area plan for redevelopment of south end			x		
Consider adopting inclusionary language in Zoning Ordinance that offers developments a density bonus to provide a percentage of units for affordable housing		x			
Investigate programs and funding sources to stimulate redevelopment		x			
Identify substandard structures and take appropriate measures		x			
Encourage infill		x			
NATURAL AND CULTURAL RESOURCES					
Create incentives to link greenspace, creating a publicly accessible network			x		
Adopt historic preservation ordinance with design standards to protect locally designated historic properties and districts				x	Effort rejected by community
Adopt local historic designation for building of historic significance	x				
Complete renovations to Woodbine Theatre				x	Theatre demolished
Explore acquiring land suitable for conservation as opportunity arises		x			

PROJECT/ACTIVITY	Completed	Underway	Postponed	Not Accomplished	Explanation
COMMUNITY FACILITIES					
Adopt capital improvement program for improving public facilities (roads, sidewalks, recreational activities)		X			
Implement impact fees				X	Lack of development
Pursue rails-to-trails and greenway designation for Riverwalk	X				
Re-establish police services				X	Lack of funding services provided by Camden Sherriff
INTERGOVERNMENTAL COORDINATION					
Work with neighboring jurisdictions to implement Joint Comprehensive Plan		X			
Renew existing intergovernmental service agreements		X			
Identify local and regional partners to enhance efficient delivery of service		X			
Continue to coordinate with adjacent jurisdictions for region-wide issues		X			
TRANSPORTATION					
Improve intersection of US Hwy 17 7 Georgia Spur 25	X				
Construct multi-use path along Satilla River				X	
Improve connectivity of Riverwalk to downtown				X	
Implement traffic calming techniques in residential areas, schools and recreation		X			
Implement portion so Woodbine Signature Communities Greenprint Plan (2008)		x			

40 projects were identified in the 2008 Comprehensive Plan's Short Term Work Program to be completed within 5 years. This chapter documents where each project is to date.

- 7.5% of the projects have been completed
- 37.5% of the projects are designated as underway
- 30% have the projects have been postponed
- 25% of the projects have not been completed.



Project or Activity	Status				
	completed	underway	postponed	not accomplished	total
Summary					
DEVELOPMENT PATTERNS	0	0	5	1	6
	0%	0	83%	17%	
POPULATION GROWTH	0	1	1	1	3
	0%	33%	33%	33%	
ECONOMIC DEVELOPMENT	0	5	0	2	7
	0%	71%	0%	29%	
HOUSING	0	5	1	0	6
	0%	83%	17%	0%	
COMMUNITY FACILITIES	1	1	0	2	4
	25%	25%	0%	50%	
NATURAL AND CULTURAL RESOURCES	1	1	1	2	5
	20%	20%	20%	40%	
INTERGOVERNMENTAL COORDINATION	0	0	4	0	4
	0%	0%	100%	0%	
TRANSPORTATION	1	2	0	2	5
	20%	40%	0%	40%	
TOTAL	3	15	12	10	
	7.5%	37.5%	30%	25%	40

B. PUBLIC INVOLVEMENT DOCUMENTATION

The public involvement process for the City of Woodbine Comprehensive Plan update spanned a multi-month process. A Steering Committee was formed, a Stakeholder Committee was formed and together they formed the Citizens Planning Committee. These groups were a representative mix of residents, an elected official, planning commission member, staff and community stakeholders who helped provide feedback on the planning and general direction of the plan. In July 2015 a kick-off was initiated, followed by a public hearing in September 2015 to City Council.

The overall outcomes of the community involvement are reflected in the plan's vision and goals, priorities and implementation plan. Input coupled with technical analysis formed the bases of the plan update.

B.1.1. COMMUNITY PARTICIPATION TECHNIQUES

The participation program was designed to ensure community members, including residents, businesses, property owners, and others with a vested interest in the community could be engaged.



Plan

- PSA on WKBX Radio and WECC Radio
- City Website
- City Marquee
- Posted on City Hall Door
- Sent to City Information Email List

- An input wall for on the spot feedback used at City Hall
- Public Hearing to initiate plan
- Three plan building workshops
- Constant Contact emails with the Citizen Planning Committee
- Outreach list from the planning team regarding minutes and upcoming workshops
- Public Meeting to transmit the

B.1.2 SUMMARY OF OUTREACH

The outreach for this small community included plan building workshop that was supported by efforts to ensure a two-way dialogue between the planning team and the community throughout the process.

Steering Committee

- Sandy Rayson, City Administrator
- Everette Sapp, Public Works Director
- Steven Parrott, Mayor
- Anne Blakely, Planning Commission
- Rick Baird, Downtown Development Authority

Stakeholder Committee

- Ashby Nix, Satilla Riverkeeper
- Rev. Terry Mack, Camden Avenue Church of God
- Terry Landreth, Camden Bicycle Center
- Rhetta Sutton, Woodbine Woman's Club
- Sabra Maddox, Woodbine Pharmacy

The Citizens Planning Committee reviewed draft materials, provided insight and served as champions of the planning process to facilitate involvement of the broader community. The Citizens Planning Committee was made up of representative local stakeholders that reflect the diverse voices and leaders of the community.

B.2.3 PUBLIC WORKSHOP AND HEARINGS

- Public Hearing 1: Public kick-off hearing with Mayor/Council to introduce the community to the planning process and input opportunities and to take public comments held on September 3, 2015
- Public Hearing 2: Council Hearing to collect public comments and transmit plan to the CRC December 8, 2015
- Public Hearing 3: Council Adoption Hearing and formally adopt the Comprehensive Plan

PLAN BUILDING PUBLIC WORKSHOPS

The CRC hosted community-wide workshops to discuss and prioritize the **Community Goals** to identify the community's direction and to serve as a guide for implementation and the following four components:

- i. Vision Statement
- ii. List of Community Goals
- iii. Community Policies
- iv. Character Areas and Defining Narrative

The CRC hosted a workshop with community stakeholders to create a list of **Needs and Opportunities** with a **SWOT** analysis followed-up with implementation measures in the **Community Work Program**.

Community Goals Workshop and **Needs and Opportunities Workshop**. The workshops were hands-on and collaborative asking participants to share input on a variety of topics focused on Woodbine's future through activities and discussions.

The Needs and Opportunities workshop provided a collaborative environment for identifying community priorities.

Community Work Program Workshop formulated the priorities for the city's focus for the next five years. The workshop allowed for small group discussion on topics identified in the first workshop.



[Woodbine Invitation Memo](#)

[Citizen Planning Committee](#)

[DCA Rules for Comp Plans](#)

[Team Members](#)

[Camden County and the Cities of Woodbine, Kingsland and St. Marys Community Agenda 2008](#)

Dear Teresa,

You have been selected and are invited to participate on the Citizen Planning Committee for the preparation of the 2016 Woodbine Comprehensive Plan.

The Georgia Department of Community Affairs (DCA) requires communities complete and maintain a Comprehensive Plan that directs future growth and development.

Together with the Coastal Regional Commission (CRC) we will identify community goals, needs, opportunities and identify specific action items the City can undertake to achieve the goals, address identified needs, and maximize opportunities for community success.

Your involvement is important to the planning process! We look forward to working together on implementing Woodbine's vision!

Our Kick-Off Meeting is scheduled:

Monday, July 27, 2015



City of Woodbine Comprehensive Plan Update

Citizens Advisory Committee Meeting

July 27, 2015

AGENDA

- I. Opening Remarks – Sandy Rayson, City Administrator
- II. Introductions from Committee Members
- III. Opening Remarks – Lupita McClenning, Director of Planning and Government Services, CRC
- IV. Needs and Opportunities through SWOT Analysis
- V. Analyzing External Environment: Looking Outward
- VI. Analyzing Internal Environment: Looking Inward
- VII. Next Steps



City of Woodbine Comprehensive Plan Update Citizens Advisory Committee Meeting #1 July 27, 2015 Minutes

Opening Remarks – Sandra L. Rayson, City Administrator

Sandra Rayson, City Administrator opened the meeting by expressing her appreciation to those on the Citizens Advisory Committee and Coastal Regional Commission (CRC) representatives. She explained the kick-off was a “working lunch,” and asked members line up to get lunch and bring back to table to get started.

Introductions – Citizen Advisory Committee Members/Team Members

The Kick-Off luncheon began with introductions listed below:

Terry Landreth – Owner of Camden Bicycle Center; and serves on various of Boards

Eric Landon – Planning Director for Camden County

Anne Blakely – retired school teacher and principal; serves on the Woodbine Planning Commission; lives in Woodbine

Mary Freund – Outreach Coordinator for Satilla Riverkeeper in Woodbine; Woodbine resident

Rhetta Sutton – retired school teacher and president of the Woodbine Woman’s Club; lived in Woodbine 44 years

Rick Barrett – Chairman of Downtown Development Authority; resident of Woodbine; president of the Lions Club

Everette Sapp – works for City of Woodbine – Public Works Director; has lived in Woodbine all his life

Sabra Maddox – owns Woodbine Pharmacy

Bill Compton – Regional Planner and Grant Specialist for the CRC (20 years’ experience)

Teresa Townsend - Administrative Assistant with CRC (30 years’ experience in computer information systems and administrative management and assistance); lives and works in McIntosh County

Sandy Rayson – City Administrator for Woodbine; has lived in Woodbine/Waverly since 1981

Lupita McClenning – Planning and Government Services Director for CRC

Terry Mack – Pastor of Camden Avenue Church of God for 23 years

Opening Remarks -Lupita McClenning, Planning and Government Services Director – Coastal Regional Commission (CRC)

The Coastal Regional Commission (CRC) is a multi-faceted agency (ten counties and 35 municipalities) providing long-term comprehensive planning, transportation planning, environmental planning, historic preservation, economic development, and serves as the Area Agency on Aging.

Needs and Opportunities through Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis

In order to collectively steer the City of Woodbine in the direction the City want it to go in, the members participated in 2X2 Grid Matrix. The Matrix is constructed by examining the YES and NO answer to two very basic questions in four different categories. These results below include the items that were discussed in each category:

Achieve (Do you want it? Yes. Do you have it? No)

- Complete Streets (methodology and principle that has now been mandated for new capital improvement/infrastructure that is being expanded has to include multi-accessible - making room for not only automobiles, but also pedestrians and cyclists).
- Accessible boat ramp
- Expanding dock/Marina (for transient boat access so people can be brought to Woodbine by boat and be able to get to rest of City)
- Connect Waterfront to City (even though the PSA has just invested more than \$20,000 in the park, additional improvements are needed such as pavilion screens).
- Screened pavilions (have bare minimum pavilions now and in summer, especially, need screens)
- Educational signage for plants, bio-diversity along Boardwalk (telling people about the plants they are looking at; environmental preservation)
- Boost amenities
- Marketing Woodbine assets
- Using river as economic driver (kayak tours, restaurants, etc. to pull people off Interstate to Woodbine)
- Set up a water trail
- Market Satilla River (Woodbine is major last stop on Satilla River)
- Design Guidelines (nothing has been formerly adopted)
- Network connectivity parks
- Eco-friendly
- Downtown

Preserve (Do you want it? Yes. Do you have it? Yes)

- Sense of community

- Natural assets (beauty, plants, etc.)
- Financial stability (has been stable for many years; small city – overhead costs not much; never had to borrow; no huge pension obligations)
- Aesthetic quality of city
- Woodbine River Walk
- Historic quality of Woodbine (sizable nice parks; nice old houses)
- Music/Opry

Avoid (Do you want it? No. Do you have it? No.)

- Spur looking like Hwy. 40 (aesthetics)
- Unplanned growth
- Losing traditional downtown Woodbine
- Big Box (if Spaceport comes and Exit 14 traffic increases, a Walmart may come in and Woodbine would be a ghost town)

Eliminate (Do you want it? No. Do you have it? Yes)

- Uninviting waterfront entrance
- Blight (abandoned houses, for example)

The next exercise was Analyzing External Environment: Looking Outward – How it Impacts Garden City.

There are 4 parts to analyze: Political, Economic, Social and Technologies (PEST). External environments are items we don't quite have control over. For example, the Spaceport coming is an external environment that could potentially impact the City of Woodbine.

Political:

- Elected officials
- BOCC – Woodbine treated as afterthought

Economic:

- Spaceport (some are worried; Spaceport at Cape Canaveral has brought more businesses, industry, colleges- people will need to be trained for these jobs; new residents coming in could be a positive – would encourage need for fire department, city police)
- Pipeline
- Kings Bay Submarine Base

Social:

- Elderly – limited income
- Events

Technologies:

- Skilled workforce

- Technical school proposed
- Broadband missing

The final exercise was *Analyzing the Internal Environment: Looking Forward*

Analyzing the Internal Environment: Looking Inward

1. What does Woodbine know about itself?
 - a. Good financial stability
 - b. Sense of community
 - c. Longevity/ new key strategic employees
 - d. Natural resources

2. What defines the culture of Woodbine?
 - a. Woodbine residents/proud/protective way of life
 - b. Socially open
 - c. Welcoming

3. What is the image of Woodbine in the eyes of stakeholders?
 - a. Unengaged
 - b. Insignificant
 - c. "All the way to Woodbine"

4. What is the City's capacity as it relates to complex systems of sanitation, utilities, land usage, housing and transportation?
 - a. Great capacity water/sewer
 - b. Update land use plan
 - c. Need Senior housing
 - d. Have ADA compliant sidewalks
 - e. Street resurfacing project almost done
 - f. Need traffic calming device coming into Woodbine

5. What are the interactions between people and business, people and recreation, and how is the City managing urban growth?
 - a. Need to plan for Spaceport

Additional comments to the 2x2 Matrix one week after sending out minutes and results via Constant Contact. Comments can be emailed to Teresa Townsend – ttownsend@crc.ga.gov

Next Steps/Meeting

Review of SWOT Summary by Steering Committee (tentative date August 21)

Citizen Advisory Meeting #2 - Vision Statement; List of Community Goals, Policies; Character Areas

Sharing of Information via Constant Contact - Ongoing

SWOT - Strengths



- Sense of Community
- Natural assets
- Financial stability
- Aesthetic quality of City
- Woodbine River Walk
- Historic Quality of City
- Music/Opry
- Woodbine residents proud/protective way of life
- Social open and welcoming
- Great capacity
- water/sewer
- Good Camden County Government/elected officials
- Eco-friendly
- ADA compliant sidewalks
- Streets resurfaced
- Senior housing

SWOT - Weaknesses



- Don't have accessible boat ramp
- Waterfront is not connected to City
- Pavilions are not screened in
- No educational signage
- No current marketing for Woodbine assets
- Land Use Plan needs updating
- No Design Guidelines
- Uninviting Waterfront entrance
- Blight
- Elderly – limited income
- Broadband missing
- Not enough skilled workforce
- Most travel out of town for jobs
- Need skilled work force

SWOT - Opportunities

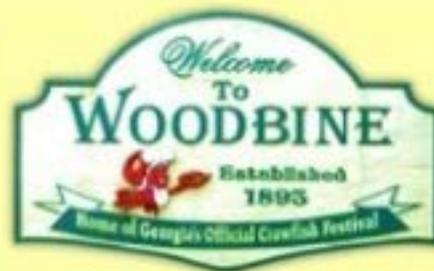


- Complete Streets
- Accessible boat ramp
- Expanding dock/Marina
- Connect Waterfront to City
- Screen in pavilions
- Education signage
- Boost amenities
- Market Woodbine assets
- Use river as economic driver
- Set up a water trail
- Design guidelines
- Network connectivity parks
- Eco-friendly
- Spaceport
- Update land use plan
- Technical school proposed
- Small "Mom and Pop" businesses

SWOT - Threats



- Spaceport
- Spur looking like Hwy 40 (aesthetics)
- Unplanned growth
- Losing traditional downtown Woodbine
- Pipeline
- Sometimes Woodbine is an afterthought (politically)
- Internet not fast enough for people to work from home
- Big Box businesses



[Woodbine Invitation Memo](#)

[Citizen Planning Committee](#)

[DCA Rules for Comp Plans](#)

[Team Members](#)

[Camden County and the Cities of Woodbine, Kingsland and St. Marys Community Agenda 2008](#)

[Quick Links Minutes of Kick-Off Meeting](#)

[Agenda for Sept. 3 Public Hearing/Citizens Planning Committee](#)

Dear Teresa,

An Agenda for tonight's Public Hearing/Citizen Planning Committee Meeting for the Woodbine Comprehensive Plan update is now available. The meeting is scheduled:

WHEN: September 3, 2015

TIME: 6:30 p.m.

WHERE: Woodbine City Hall

All interested persons are invited to attend this meeting and participate in the planning process for the City. For further information contact City Hall via [email](#) or call (912) 576-3211.

To RSVP email [Teresa Townsend](#).

We look forward to seeing you there!

Sincerely,

Sandra Rayson
City Administrator
Woodbine, GA USA

Lupita McClenning
Director of Planning & Government Services

**City of Woodbine Comprehensive Plan Update
Citizens Advisory Committee Meeting
September 3, 2015
AGENDA**

- I. Opening Remarks – Mayor Parrott (5 min)
- II. Introductions – Citizen Advisory Committee Members (5 min)
- III. Overview of Comprehensive Planning Process (5 min)
- IV. Review of Strengths, Weaknesses, Opportunities & Threats (SWOT)
Analysis Summary (45 min)
- V. Public Comments (25 min)
- VI. Next Steps/Meeting (5 min)
- VII. Citizen Advisory Meeting #3 – late September/ early October
- VIII. Sharing of Information via Constant Contact – Ongoing



[Woodbine Invitation Memo](#)

[Citizen Planning Committee](#)

[DCA Rules for Comp Plans](#)

[Team Members](#)

[Camden County and the Cities of Woodbine, Kingsland and St. Marys Community Agenda 2008](#)

[Minutes of Kick-Off Meeting](#)

[SWOT Analysis](#)

Dear Teresa,

The City of Woodbine's 2nd Citizen Planning Committee for the preparation of the 2016 Woodbine Comprehensive Plan is scheduled:

WHEN AND WHERE:

October 20, 2015

11:00 a.m. to 1:00 p.m.

City Hall - Woodbine

Lunch will be served

We have a lot to accomplish at this meeting! Please review the [Agenda for the Meeting](#). Your involvement is important to the planning process! We look forward to working together on implementing Woodbine's vision!

[RSVP to Sandra Rayson and Teresa Townsend](#)

City of Woodbine Comprehensive Plan Update

Citizen Planning Committee Meeting

October 20, 2015

AGENDA

- I. Opening Remarks
- II. Review Meeting Minutes
- III. Develop Vision Statement
- IV. Develop List of Community Goals
- V. Develop Community Policies
- VI. Develop Character Areas and Defining Narrative
- VII. Develop Implementation Measures in Community Work Program
- VIII. Draft Community Work Program
- IX. Next Steps:
 - a. Comp Plan Update DRAFT

Public Hearing #2 (to brief the community on the contents of the Plan, provide an opportunity for residents to make final suggestions, additions or revisions, and notify community of when plan to be submitted to Regional Commission.

Community Goals

The CRC hosted a community-wide workshop to discuss and prioritize the preliminary **Community Goals**



Key Recommendations

promote eco-tourism, provide access and promote the Satilla River

create a transportation master plan

grow the cultural arts

create traditional neighborhood development areas

create design guidelines for the commercial district

"brand" the City of Woodbine through strategic marketing



Promote eco-tourism and the Satilla River



Traditional Neighborhood Areas





Transportation Master Plan



Guidelines for Commercial District





Guidelines for Commercial District



Grow Cultural Arts



**APPRECIATION
OF THE ARTS**



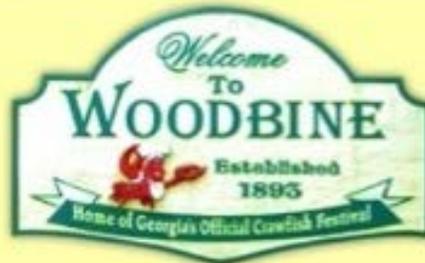
FRIDAYS
Acoustic Stringband & Gospel

SATURDAYS
Amplified Country



Strategically Brand the City of Woodbine





[Citizen Planning Committee](#)

[DCA Rules for Comp Plans](#)

[Team Members](#)

[Camden County and the Cities of Woodbine, Kingsland and St. Marys Community Agenda 2008](#)

Dear Teresa,

Thank you for serving on the Citizens Planning Committee for the preparation of the Woodbine Comprehensive Plan Update. Your involvement has been important in the planning process and in implementing Woodbine's vision!

Please review the [DRAFT Comp Plan Update](#) and respond with comments no later than Monday, December 7, 2015 by emailing Lupita McClenning at lmcclenning@crc.ga.gov.

Sincerely,

Lupita McClenning
Director of Planning & Government Services
Coastal Regional Commission

C TECHNICAL ANALYSIS

The Technical Appendix provides the supporting information gathered in preparing Woodbine's Plan Update. It contains all necessary information in accordance with Department of Community Affairs (DCA) guidelines for the Comprehensive Plan.

C.1 POPULATION AND HOUSING

Understanding demographic trends is key to sound comprehensive planning. This is especially true when population growth is expected to be robust and when the amount of population growth is difficult to predict. Through data and analysis we can examine population predictions and analyze that against the amount of available land for new households. This analysis will allow Woodbine to guide the direction and location of growth in its community and also informing the community of its current capacity for growth. This chapter provides a snapshot of the demographics of the community in effort to gain a better understanding and insight into its needs, desires and vision.

C.1.1 METHODOLOGY AND SOURCES

Data examined in this section was obtained primarily from the U.S. Census Bureau, ESRI Business Analyst, and the Georgia Coast 2030: Population Projections for the 10-County Coastal Region.

C1.2 ASSESSMENT OF EXISTING CONDITIONS

Historic Population Growth

From 2000 to 2010 City of Woodbine's population increased by 15 percent. Growth is projected to grow nearly 62.8 percent by 2030. These projections predict fairly robust growth; however, the one factor that is not represented in these projections is the recent announcement of the development of Spaceport Camden. While Spaceport is still in its very early stages, indications are this will have a significant impact on the entire region in terms of economic development and population growth. Woodbine, at 12 miles away, is the closest community to the Spaceport site. All of the communities in Camden and Glynn Counties – Kingsland, St. Marys, and Brunswick will be affected along with Woodbine. See Table 1.

Table 1. Population Growth and Projected Growth (2000-2030)

City	2000	2010	% Change 2000-2010	annualized	2020	2030	% Change 2000-2030
City of Woodbine	1,218	1,412	15%	1.5%	1,826	1,980	62.8%

Source: U. S. Census, Georgia Coast 2030: Population projections for the 10-county Coastal Region

POPULATION COMPARISON

Table 2. Population Comparison(2000-2020)

	2000	2005	2010	2015	2020	Increase 2000-2005	Increase 2005-2010	Increase 2010-2015	Increase 2015-2020
City of Woodbine	1,218	1,353	1,412	1,529	1,609	11.1 %	4.4%	8.3%	5.2%
Kings Land	12,146	11,588	15,946	16,410	16,692	- 4.6%	37.6%	2.9%	1.7%
St. Mary's	17,804	16,187	20,200	20,903	21,492	- 9.1%	24.8%	3.5%	2.8%
Camden	43,664	45,108	50,153	52,096	54,010	3.3%	11.2%	3.9%	3.7%
Georgia	8,186,453	8,868,675	9,687,653	10,044,421	10,505,627	8.3%	9.2%	3.7%	4.6%

Source: DCA, U.S. Census, Business Analyst Online

AGE DISTRIBUTION

From 2000 to 2010, the City of Woodbine median age declined from 33.3 to 31.6 years old; however, by 2020 it is expected to increase to 39.3. Similar trends can be seen in the change to the adult population (ages 18+) which increases from 1,035 in 2010 to 1,272 by 2020. These age shifts also trend upwards in the 65+ population, which grows from 116 to 275 in Woodbine by 2020. This age shift in Woodbine follows national trends. Nationally, one of the fastest growing populations is the group known as the *Baby Boomers*. This group is born between 1945 and 1964.

See Tables 3, 4, and 5.

Table 3 Shift in Median Age (2000 – 2020)							
	Median Age 2000	Median Age 2010	Median Age 2015	Median Age 2020	Percent Change 2000-2010	Percent Change 2010-2015	Percent Change 2015-2020
City of Woodbine	33.3	31.6	38.3	39.3	-5.1%	21.2%	2.6%
Source: U. S. Census, Business Analyst Online							

Table 4. Shift in Population Ages 18+ (2000 - 2020)							
	Ages 18+ 2000	Ages 18+ 2010	Ages 18+ 2015	Age 18+ 2020	Percent Change 2000-2010	Percent change 2010-2015	Percent Change 2015-2020
City of Woodbine	852	1,035	1,194	1,272	21.5%	15.4%	6.5%
Source: U. S. Census, Business Analyst Online							

Table 5. Shift in Population Ages 65+ (2000 – 2020)							
	Ages 65+ 2000	Ages 65+ 2010	Age 65+ 2015	Age 65+ 2020	Percent Change 2000-2010	Percent Change 2010-2015	Percent Change 2015-2020
City of Woodbine	116	160	226	275	31.9%	41.3%	21.7%
Source: U. S. Census, Business Analyst Online							

RACE AND ETHNICITY

The racial and ethnic composition of Woodbine remains relatively stable from 2000 to projected populations of 2020. The percentages are generally 54 percent White, 44 percent Black or African American, and 2 percent Hispanic or Latino in 2000, with a shift to 57 percent White, 39 percent Black or African American, and 3 percent Hispanic or Latino by 2020. Changes in other ethnicities, for example, American Indian, Asian, and Native Hawaiian seem more dramatic; however, relative to total population, these groups are only nominally represented.

See Tables 6a and 6b below.

Table 6a. Trends in Race and Ethnicity (2000- 2010)

City of Woodbine	2000	Percent Total Population	2010	Percent Total Population	Numerical Change	Percent Change
Total Population	1,218	100%	1,412	100%	194	15.9%
One race	1,205	98.9%	1,382	97.9%	177	14.7%
White	653	53.6%	807	57.2%	154	23.6%
Black or African American	534	43.8%	556	39.4%	22	4.1%
American Indian and Alaska Native	4	0.3%	3	0.2%	-1	-25.0%
Asian	3	0.2%	1	0.1%	-2	-66.7%
Native Hawaiian and Other Pacific Islander	0	0.0%	3	0.2%	3	300%
Some other race	11	0.9%	4	0.3%	-7	-63.6%
Two or more races	13	1.1%	30	2.1%	17	130.8%
<hr/>						
Total Population	1,218	100%	1,412	100%	194	15.9%
Hispanic or Latino (of any race)	28	2.3%	33	2.3%	5	17.9%
Not Hispanic or Latino	1,190	97.7%	1,379	97.7%	189	15.9%
Source: U. S. Census Business Analyst Online						

Table 6b. continued Trends in Race and Ethnicity (2010-2020)

City of Woodbine	2010	Percent Total Population	2020	Percent Total Population	Numerical Change	Percent Change
Total Population	1,412	100%	1,609	100%	197	14.0%
One race	1,382	97.9%	1,569	97.5%	187	13.5%
White	807	57.2%	920	57.2%	113	14.0%
Black or African American	556	39.4%	629	39.1%	73	13.1%
American Indian and Alaska Native	3	0.2%	14	0.9%	11	366.7%
Asian	1	0.1%	3	0.2%	2	200%
Native Hawaiian and Other Pacific Islander	3	0.2%	5	0.3%	2	66.7%
Some other race	4	0.3%	6	0.4%	2	50.0%
Two or more races	30	2.1%	40	2.5%	10	33.3%
Hispanic or Latino (of any race)						
Total Population	1,412	100%	1,609	100%	197	14.0%
Hispanic or Latino (of any race)	33	2.3%	53	3.3%	20	60.6%
Not Hispanic or Latino	1,379	97.7%	1,556	96.7%	177	12.8%

Source: U. S. Census, Business Analyst Online

INCOME

The poverty rate in Woodbine is significantly higher than the rate for Camden County as a whole; and conversely the Median Family Income (MFI) is lower in Woodbine than in the county. This apparent income disparity could be from a variety of factors, or a combination of factors, including high unemployment, a large number of senior citizens on fixed incomes, lower wage jobs. Woodbine should do further economic analysis to discover the root cause of these lower incomes and develop an economic development plan to address the issue accordingly. Lower incomes directly affect a family's ability to obtain safe, decent, and sanitary housing, healthy meals, adequate healthcare, and appropriate recreational opportunities. See Tables 7 and 8 below.

Table 7. Poverty Rate for Families and Persons		
	Families	Persons
City of Woodbine	25.0%	26.0%
Camden	13.7%	15.5%
Source: U.S. Census		

Table 8. Median Family Income		
	MFI	L/M Thresh
City of Woodbine	\$44,113	\$35,290
Camden	\$65,400	\$52,320
Source: U. S. Census		

HOUSEHOLDS

Table 7. Number of Households(2000-2020)

	2000	2005	2010	2015	2020	Increase 2000 - 2010	Increase 2010- 2015	Increase 2015- 2020
City of Woodbine	437	N/A	481	530	563	10.3%	10.2%	6.2%
Camden County	14,705	N/A	18,047	18,866	19,729	22.7%	4.5%	4.6%

Source: U.S. Census, Business Analyst Online

HOUSING

It is the policy of the City of Woodbine to ensure, to the extent possible, that its citizens have safe, decent, and affordable housing. Additionally, Woodbine recognizes that a diverse housing stock makes the community more attractive and that it promotes growth and economic development. Further, as discussed above, Woodbine must examine growth projections and available land for housing as it plans for its future needs.

The City of Woodbine, like Camden County and the State of Georgia, has seen housing costs increase for both purchase prices and rents over the past decade. Woodbine's housing costs have been more dramatic relative to income, leading to housing becoming less affordable in Woodbine. See Tables 8 and 9.

Table 8. Housing Value & Rental Costs									
Category	City of Woodbine			Camden County			Georgia		
	2000	2010	Diff.	2000	2010	Diff.	2000	2010	Diff.
Median Housing Value of owners-occupied	\$68,800	\$114,400	66.2%	\$85,300	\$154,500	81.1%	\$111,200	\$151,300	36%
Median Rent	\$362	\$497	37.2%	\$551	\$886	60.7%	\$613	\$860	40%

Source: DCA; U.S. Census

Table 9. Housing Affordability Ratio			
Category	City of Woodbine	Camden County	Georgia
Median Housing Value of owners-occupied	\$114,400	\$154,500	\$151,300
Median Household Income	\$35,714	\$51,990	\$49,179
Affordability Ratio	3.20	2.97	3.07

Source: U.S. Census

Woodbine’s housing stock spans all ages, with the most robust construction periods being in the 1950s to 1960s and the 1990s. Like the entire region, home construction in Woodbine was severely impacted by the recent recession. Regionally housing starts declined by 86 percent and in Woodbine they declined by 79 percent. See Tables 10 and 11.

AGE OF HOUSING STOCK

Table 10a. Age of Housing Stock

	Total Units	Built 2010 or later	Built 2000 to 2009	Built 1990 to 1999	Built 1980 to 1989
City of Woodbine	593	13	61	109	116
Camden	21,174	221	5,444	5,965	4,898
CRC Region	291,887	2,928	72,065	56,337	47,856

Source: U. S. Census

Table 10b. - continued Age of Housing Stock

	Built 1970 to 1979	Built 1960 to 1969	Built 1950 to 1959	Built 1940 to 1949	Built 1939 or earlier
City of Woodbine	45	69	96	17	67
Camden	1,741	947	946	479	533
CRC Region	37,665	24,291	21,003	11,414	18,328

Source: U. S. Census

Table 11. Annualized Rate of Construction

	2010+	2000-2009	1990-1999	1980-1989	1970-1979	1960-1969	1950-1959	1940-1949	1939 Or earlier	Decline in bldg. rate from 2000 to 2010
City of Woodbine	13	61	109	116	45	69	96	17	67	79%
Camden	74	544	597	490	174	95	95	48	53	86%
CRC Region	976	7207	5634	4786	3767	2429	2100	1141	1833	86%

Source: U. S. Census and CRC

HOUSING TENURE

Housing tenure is the term used to describe whether homes are owned or rented. Woodbine shows a homeownership rate of 64 percent, which is slightly higher than Camden County and the CRC Region, and compatible with the state and national average of 65 percent. See Table 12.

Table 12. Housing Tenure					
County	Occupied Housing Units	Owner Occupied	Percent	Renter Occupied	Percent
City of Woodbine	492	316	64.2%	176	35.8%
Camden	18,386	11,594	63%	6,792	37%
CRC Region	244,686	146,917	60%	97,859	40%
Georgia	3,518,097	2,292,030	65%	1,226,067	35%
United States	115,610,216	75,075,700	65%	40,534,516	35%

Source: U.S. Census

The City of Woodbine has 11.3 percent of its population residing in mobile homes. This is lower than Camden County as a whole, but higher than the state and national averages. See Table 13.

Table 13. Percentage Living in Mobile Homes	
	Percent Mobile Home
City of Woodbine	11.3%
Camden	14.2%
Georgia	9.3%
United States	6.5%

Source: U. S. Census

The City of Woodbine has 2.7 percent of its population residing in substandard housing. This is lower than Camden County and the CRC Region. See Table 14.

Table 14. Substandard Units							
	Total Units	Lacking complete plumbing facilities	Lacking complete kitchen facilities	No telephone service available	1.5 or more persons per room	Total Substandard Units	Percent Substandard Units
City of Woodbine	593	8	8	0	0	16	2.7%
Camden	18,386	123	157	474	76	830	4.5%
CRC Region	246,678	1,174	1,516	6,139	1,013	9,842	4.0%

Source: U. S. Census

COST-BURDENED HOUSEHOLDS

Housing affordability is an important factor for a community to consider when it considers its housing needs and determines what type of housing to develop in the future. The term “cost-burdened” refers to residents who are paying in excess of 30 percent of their gross monthly income for housing costs. For homeowners, these costs are principle, interest, taxes, and insurance (PITI) and for renters it is rent plus utilities. Homes where monthly housing costs are in excess of 35 percent are considered “severely cost-burdened.”

The City of Woodbine should consider the data presented in the tables below as it plans for its community’s housing needs going forward. The percentage of cost-burdened homes in Woodbine is lower than in Camden County or in the region, yet it still represents 183 households whose housing costs impact their family budgets. See Tables 15 a-c.

Table 15. a Housing Cost Burden – Owner-Occupied Housing Units with a Mortgage					
	Housing units with a mortgage	Monthly Costs 30.0-34.9%	Percent	Monthly Costs 35%	Percent
City of Woodbine	210	32	15.5%	52	25.1%
Camden	7,892	727	9%	2,336	30%
CRC Region	96,323	7,663	8%	26,772	28%

Source: U.S. Census

Table 15. b Housing Cost Burden – Owner-Occupied Housing Units without a Mortgage					
	Housing units without a mortgage	Monthly Costs 30.0-34.9%	Percent	Monthly Costs 35%	Percent
City of Woodbine	106	0	0%	12	11.3%
Camden	6,354	635	10%	2,356	37%
CRC Region	89,132	8,257	9%	39,808	45%

Source: U.S. Census

Table 15.c Housing Cost Burden – Renter-Occupied Housing Units					
	Housing Units paying rent	Gross Rent 30.0-34.9%	Percent	Gross Rent 35%+	Percent
City of Woodbine	156	28	17.9%	59	37.8
Camden	6,354	635	10%	2,356	37%
CRC Region	89,132	8,257	9%	39,808	45%

Source: U. S. Census

C.2 ECONOMIC DEVELOPMENT

EMPLOYERS

The following tables provide data on the leading employers by industry and the size of their labor force in the City of Woodbine as compared to state and national data. See Tables 16 – 18.

Table 16. Employment by Industry – State & National Comparison			
Census Year 2010	City of Woodbine	Georgia	Nation
Agriculture, Forestry, Fishing, Hunting & Mining	0.0	1.2%	1.9%
Construction	0.8	6.5%	6.2%
Manufacturing	12.9%	10.7%	10.5%
Wholesale Trade	0.0%	3.0%	2.8%
Retail Trade	10.5%	12.0%	11.6%
Transportation, Warehousing & Utilities	6.4%	5.9%	4.9%
Information	5.1%	2.5%	2.2%
Finance, Insurance, & Real Estate	0.0%	6.3%	6.7%
Professional, Scientific, Management, Administrative, & Waste Management Services	11.8%	11.4%	10.8%

Educational, Health & Social Services	26.2%	21%	23.2%
Arts, Entertainment, Recreation, Accommodation & Food Services	2.1%	9.0%	9.3%
Other Services	2.1%	5.0%	5.0%
Public Administration	22.1%	5.4%	5.0%

Source: U.S Census

Table 17. Employment of the City of Woodbine Labor Force by Industry 5 Years ACS

Category	2006-2010	2007-2011	2008-2012	2009-2013
Total Employed	420	431	421	
Civilian Population				389
Agriculture, Forestry, Fishing, & Mining	1	2	0	0
Construction	3	4	8	3
Manufacturing	49	20	40	50
Wholesale Trade	0	17	0	0
Retail Trade	6	38	47	41
Transportation, Warehousing & Utilities	36	13	17	25
Information Services	23	44	22	20
Finance, Insurance & Real Estate	4	0	0	0
Professional, Scientific, Management, Administrative, & Waste Management Services	76	51	51	46
Educational, Health & Social Services	90	106	99	102
Arts, Entertainment, Recreation, Accommodation & Food Services	69	39	29	8
Other Services	0	8	8	8
Public Administration	63	89	100	86

Source: U.S. Census

Table 18. Percentage of Employment of City and County Labor Force by Industry

Category	2000		2010	
	City of Woodbine	Camden County	City of Woodbine	Camden County
Agriculture, Forestry, Fishing, & Mining	1.8%	0.6%	0.2%	0.9%
Construction	8.2%	7.9%	0.7%	7.7%
Manufacturing	10.6%	13.3%	11.7%	8.3%
Wholesale Trade	2.0%	1.6%	0.0%	2.8%
Retail Trade	12.6%	11.2%	1.4%	13.1%
Transportation, Warehousing & Utilities	3.3%	4.2%	8.6%	5.8%
Information	1.1%	1.7%	5.5%	1.4%
Finance, Insurance & Real Estate	6.2%	5.1%	1.0%	4.2%
Professional, Scientific, Management, Administrative, &	5.1%	6.5%	18.1%	9.8%
Educational, Health & Social Services	21.9%	19.4%	21.4%	18.4%
Arts, Entertainment, Recreation, Accommodation & Food Services	7.5%	13.0%	16.4%	10.6%
Other Services	4.4%	3.5%	0.0%	3.7%
Public Administration	15.3%	12.0%	15.0%	13.4%

Source: U.S. Census

Labor Force

The following tables provide data on the labor force including employment occupations, leading industries, personal income, wages, and commuting patterns in the City of Woodbine as compared to state and national data. See Tables 19 – 21.

Occupations

Table 19. City of Woodbine Workforce by Occupation(2013)

Occupation	City of Woodbine	Camden County
Management, business, science & arts Occupations	27.8%	31.5%
Service Occupations	24.4%	19.3%
Sales & Office Occupations	20.8%	28.1%
Natural Resources, Construction and Maintenance Occupations	7.5%	10.3%
Production, Transportation & Material Moving Occupations	19.5%	10.8%

Source: Census Bureau

Earnings

Table 20. Median Earnings of Workers (2013)

Median Earnings (dollars)	City of Woodbine	Camden County
Male full-time, year-round workers	\$57,857	\$40,926
Female full-time, year-round workers	\$25,446	\$30,616

Source: Census Bureau

Commuting Characteristics

Table 21. Commuting Characteristics in City of Woodbine (2013)

Transportation to work	Total Workers	Percentage
Car, Truck or Van	360	92.7%
Public Transportation	0	0.0%
Walked	5	1.3%
Bicycle	4	1.0%
Taxicab, motorcycle, or other means	0	0.0%
Worked at home	19	5.0%

Source: U.S. Census

C.3 NATURAL AND CULTURAL RESOURCES

Following is an inventory of Woodbine's natural and cultural resources.

C.3.1 WATERWAYS

The Satilla River runs for approximately 5.5 miles along the northern edge of Woodbine.

C.3.2 WATER SUPPLY WATERSHED

The City of Woodbine is in the Satilla River watershed.

C4. Community Facilities and Services

Water Supply and Treatment

Potable water is provided by the City of Woodbine. More than 90 percent of Woodbine residents are on city water, the remainder use private wells.

Sewerage System and Wastewater Treatment

Sanitary sewer and wastewater treatment is provided by the City of Woodbine. More than 90 percent of Woodbine residents are on city sewer, the remainder use septic systems.

C5. Intergovernmental Coordination

The City of Woodbine coordinates with Camden County, the Cities of St. Marys and Kingsland, and the Coastal Regional Commission of Georgia for Comprehensive Planning purposes. Additionally, Woodbine has the following inter-local agreements as evinced by the Service Delivery Strategy adopted in 2008.

Countywide services provided by Camden County include: Animal Shelter, Family & Children, District Attorney's Office, Emergency Management Agency, EMS, Health Department, Jail, Landfill, Magistrate Court, Mosquito Control, Public Defender, Recreation/Leisure Services, Superior Court, and Voter Registration.

Services contracted by City of Woodbine with other communities include: Building Inspections, Building Permits, Code Enforcement – provide by City of Kingsland, Fire Suppression – Camden County, Sheriff's Office – Camden County, and Senior Citizen Services – PSA and Camden County.

Downtown Woodbine participates in the Main Street Program through the State of Georgia.

C6. Transportation

Road Network – roadways serving the City of Woodbine include Interstate 95 (I-95), GA Highway 25 (Spur 25), U. S. Highway 17 (Hwy. 17), and a local street grid in the urbanized portion of Woodbine. Spur 25 serves as a connector from I-95 to Hwy. 17 and downtown Woodbine.

Alternative Modes – Woodbine is the home to several designated bicycle paths and plans exist to expand this network. Recreational boating on the Satilla River serves as an alternative means of transportation.

Railroads, Trucking, Port Facilities and Airports – Goods arrive in Woodbine via Hwy. 17, I-95, and Spur 25. Woodbine has no port; however, the Port of Brunswick is nearby, and the Port of Savannah and the Port of Jacksonville are within the region. The closest airport facilities would be Brunswick, GA; with larger airports available in Jacksonville, FL and Savannah, GA.

Transportation and Land Use Connection – Woodbine has defined as Character Areas the Major Highway Corridor, which include the I-95/ Spur 25 interchange and the Gateway Corridor, which is Spur 25 from I-95 to Hwy. 17.

C7. Land Use

Woodbine contains the following land uses: Agriculture Forestry, Agriculture Residential, Central Business District, Commercial Interchange, Road Side Business, Industrial General, Light Industrial, Low Density Residential, Single-Family Residential, Multi-Family Residential, and Medium/High Density Residential.

The analysis below shows the gross acreage, developed acreage, percent developed, and percent available for development for each land use category.

Table 22. Land Use Analysis	
Land Use	Gross Acreage
Agriculture Forestry	1,724
Agriculture Residential	15
Central Business District	12
Commercial Interchange	73
Road Side Business	50
Industrial General	<1
Light Industrial	66
Low Density Residential	<1
Single-Family Residential	724
Multi-Family Residential	96
Medium/High Density Residential	15
Source: CRC, ESRI	

C8. Consideration of the Regional Water Plan and Environmental Planning Criteria

The Coastal Georgia Regional Water Planning Council was established February 2009 to establish policy, create plans and promote coordination of water issues. On November 17, 2009 the Coastal Council identified six goals for the region.

1. Manage and develop high quality water resources to sustainably and reliably meet domestic, commercial, industrial and agricultural water needs.
2. Identify fiscally responsible and implementable opportunities to maximize existing and future supplies including promoting water conservation and reuse.
3. Optimize existing water and wastewater infrastructure, including identifying opportunities to implement regional water and wastewater facilities.
4. Protect and maintain regional recreation, ecosystems, and cultural and historic resources that are water dependent to enhance the quality of life of our current and future citizens, and help support tourism and commercial activities.

5. Identify and utilize best available science and data and apply principles of various scientific disciplines when making water resource management decisions.
6. Identify opportunities to manage stormwater to improve water quantity and quality, while providing for wise land management, wetland protection, and wildlife sustainability.

The City of Woodbine also coordinates closely with the Coastal Regional Commission of Georgia on matters regarding the Regional Water Plan and Environmental Planning, as such, it includes the following guiding principles for guidance for future growth and development.

Guiding Principles for Water and Wastewater

Seven guiding principles are identified in the Regional Plan for water and wastewater:

1. Require the use of green building strategies to minimize water demand.
2. Promote the use of a standardized protocol to forecast water needs to meet reasonable future water needs throughout region.
3. Promote use of purple pipe and grey water techniques and use of surface water in addition to groundwater where appropriate.
4. Promote water conservation through use of a tiered rate system.
5. Promote the use of the best available technology, dependent on soil type, for wastewater treatment.
6. Large areas of Coastal Georgia are beyond the reach of urban wastewater infrastructure, or centralized wastewater treatment facilities. To ensure sustainable communities, require proper siting, design, construction, use, and maintenance of decentralized wastewater treatment, or ISTS (Individual Sewage Treatment Systems).
7. Pursue regional coordination in provision of water and wastewater facilities.

Guiding Principles for Stormwater Management

Five guiding principles are identified in the Regional Plan for Stormwater Management:

1. Encourage development practices and sitings that do not significantly impact wetlands and habitat areas or allow for the preservation and conservation of wetlands and habitat areas through appropriate land use practices.
2. Promote the use of coast-specific quality growth principles and programs, such as the Green Growth Guidelines, Earthcraft Coastal Communities and the Coastal Supplement to the Georgia Stormwater Management Manual, to guide site planning and development.
3. Minimize impervious coverage wherever possible. The level of impervious cover in a development, rather than population density, is the best predictor of whether development will affect the quality of water resource.
4. Develop stormwater programs across the region.
5. Pursue State-level funding for regional water quality monitoring activities due to the statewide importance of coastal waters and estuaries.

Guiding Principles for Natural Resources

Twenty guiding principles are identified in the Regional Plan for Natural Resources:

1. Promote the protection, restoration, enhancement and management of natural resources.
2. Continue the traditional use of land and water (such as farming, forestry, fishing, etc.) as feasible, provided that any significant impacts on resources can be prevented or effectively mitigated.
3. Protect and enhance Coastal Georgia's water resources, including surface water, groundwater, and wetlands and ground water recharge areas.
4. Protect and enhance water quality, quantity and flow regimes.
5. Commit to investing in the protection of natural resources before any restoration and/or remediation is needed.

6. Encourage the restoration and protection of wetlands to provide flooding, storm and habitat protection.
7. Maintain viewsheds of significant natural resources.
8. Enhance access to natural resources for recreation, public education, and tourist attractions as appropriate within the protection mission.
9. Encourage utilization of universities, foundations, and non-government organizations to advise, monitor, and enhance management.
10. Promote the establishment of partnerships and funding mechanisms for the development and utilization of incentives to restore, rehabilitate, protect or reuse natural resources as appropriate.
11. Encourage development practices and sitings that do not significantly impact environmentally sensitive areas.
12. Promote low impact design practices that protect natural resources.
13. Promote to local governments a program of monitoring installation and impacts of individual and community docks along the coast.
14. Promote the monitoring of cumulative impacts of waterfront development along the coast.
15. Maintain a range of landscapes and environments that provide diversity of habitats, species, resources and opportunities for recreation, commerce, community enjoyment and cultural practices.
16. Encourage the development and use of a method to place a value on ecosystem services.
17. Promote the identification of innovative funding sources and development of ecosystem services markets (e.g. carbon, storm buffers, traditional land and water uses).
18. Promote the Adopt-a-Wetland program in areas that can be used as reference sites and that are within projected development areas.

19. Encourage coordination among agencies and jurisdictions in developing and funding conservation land uses and ensuring public access to publicly held and supported conservation areas.

20. Encourage coordination among agencies in studying the impacts of climate change and sea level rising.

CITY OF WOODBINE
RESOLUTION TO ADOPT
THE COMMUNITY AGENDA PORTION OF THE
4 YEAR COMPREHENSIVE PLAN UPDATE

NOW THEREFORE BE IT RESOLVED, that the City of Woodbine certifies that the minimum public participation and other procedural requirements, as identified in the Standards and Procedures for Local Comprehensive Planning, have been met or exceeded in preparing the Community Agenda portion of the 4-year Comprehensive Plan Update; and

BE IT FURTHER RESOLVED, that the City of Woodbine hereby adopts the Community Agenda portion of the 4-year Comprehensive Plan Update.

Adopted this 4th day of April 2016.

CITY OF WOODBINE

BY: *Steven J Parrott*

STEVEN PARROTT, MAYOR

ATTEST: *M. Lynn Courson*

M. LYNN COURSON, CITY CLERK

