



## INFRASTRUCTURE: TRANSPORTATION

### Guiding Principles

Infrastructure, including transportation, can be used as a tool to manage growth, protect our environment and influence our development patterns. Our vision is that Coastal Georgia will have regional resources and adequate funding allocated to the institutions that will provide adequate infrastructure in advance of development.

Transportation and land use coordination will be a priority, utilizing a proactive, rather than reactive, approach. We will direct growth to those areas with adequate infrastructure and use the investment in infrastructure to shape our development patterns. We encourage the state to enable the creation of regional agencies to address transportation, water supply and conservation and protection of natural areas consistent with this goal.

### Strategies

1. Provide the forum and the support to coordinate regional multi-modal transportation, including rail, airports, and public transportation, planning and development.
2. Promote the establishment of regional transportation compact(s) to provide a forum for local governments and MPOs to communicate and discuss transportation issues and decisions in the six-county Coastal Region. These compacts do not replace the existing federal and state processes mandated in law, but provide a forum to communicate issues, ideas and discussions.
3. Promote coordination among agencies
4. Encourage coordination of transportation network improvements and land use planning.
5. Develop (as subset of the multi-modal plan), a plan for a limited access/controlled access transportation system and determine where new access to support sustainable growth should be located.
6. Promote coordinated public infrastructure and schools planning with land use planning.
7. Identify alternative funding sources for multi-modal transportation improvements.



and jurisdictions in development of region-wide multi-modal transportation network, including transit, where applicable.

## Coastal Regional Council Responsibilities

### Planning and Coordination

- Coordinate with GDOT, MPOs, and local governments to develop a regional access/limited controlled thoroughfare plan identifying significant regional facilities.
- Coordinate transportation network improvements, land use planning, stormwater management, etc.
- Provide rural transportation planning assistance.
- Facilitate a discussion of alternative financing mechanisms to support transportation planning and improvements.
- Coordinate the development of the Coastal Georgia Greenway system and scenic byways.

### Review

- Review long-range transportation plans for consistency with regional plan and adjacent jurisdictions.

### Monitor

- Monitor all major transportation projects in the region.
- Monitor transportation/land use coordination.

## Performance Standards

### Minimum Standards

1. Require a comprehensive impact assessment for all developments that meet or exceed identified thresholds based on professionally identified sources, as established by ordinance of local governments.
2. Require mitigation of significant transportation impacts from

### Excellence Standards

1. Require or provide incentives for provision of sidewalks and/or multipurpose paths for new developments.
2. Provide sidewalks and/or multipurpose paths whenever the transportation network is constructed / reconstructed.
3. Require or provide incentives for context



developments.

3. Require the use of appropriate access management techniques for public roads and provide incentives for access management techniques for private roads.
  4. The transportation component and/or policies of the local comprehensive plan should strive to provide for multiuse corridors and address multi-modal transportation needs (including roadway, air, seaport, rail, bicycle, pedestrian, transit, and intracoastal) in coordination with existing plans. The comprehensive plan and policies should be consistent with the local and state transportation plans.
  5. Require identifying "build-out" corridor needs and a way to protect them from development encroachment.
4. Require or provide incentives for transportation connections between developments.
  5. Encourage or provide incentives for transit-oriented development in areas currently served or with the potential to be served by transit in the future.
  6. Make local transportation improvements consistent with all existing bicycle and pedestrian plans.
  7. Adopt and implement an ordinance requiring dedicated funding to properly classify, inventory, and maintain public roads to maintain public capacity to support new growth.



## ECONOMIC DEVELOPMENT: TOURISM

### Guiding Principles

Economic development is closely tied to our coastal resources, both through the port-related activities of our coastal waterways and the natural, historic, and cultural resources which drive the tourism industry. Our vision is that economic development will be successful through integrated land use, water resource management, transportation, and infrastructure decisions which protect and promote our coastal resources.

Our goal is that the entire region shares in jobs and investment that are created through the integrated balance of sustainable economic development initiatives.

### Strategies

1. Work with the Georgia Department of Economic Development to promote balanced, cooperative and coordinated cultural and resource-based tourism inherent to the Coastal Region.
2. Work with Georgia Department of Economic Development on product development: to promote and protect the coast as a whole, such as Georgia Wild Shrimp, etc.
3. Work with Keep Georgia Beautiful affiliates and other agencies as appropriate on regional anti-litter campaigns.
4. Coordinate federal, state and local tourism and economic development
8. Promote Southern Passages (US 17) as a scenic route and encourage designation as a National Heritage Corridor.
9. Create a corridor management plan along I-95.
10. Promote consistent signage at all interstate interchanges.
11. Balance recreational uses of coastal resources with appropriate protection of the environment on which our economy and quality of life depends.
12. Enhance access to natural, historic, and cultural core areas for recreation, public education, and tourist attractions as appropriate within the protection mission.



funding and initiatives.

5. Promote and develop incentives to enhance and grow regional cultural tourism.
6. Promote and develop incentives to enhance and grow regional eco-tourism.
7. Develop and promote a regional tourism and marketing strategy.

Promote these areas for heritage tourism.

13. Encourage local governments to actively pursue elimination of junkyards and other eyesores, especially along major thoroughfares and gateways.
14. Coordinate the development of the Coastal Georgia Greenway system and scenic byways.

## Coastal Regional Council Responsibilities

### Planning and Coordination

- Assist in developing tourism-based activities consistent with the regional plan.
- Promote natural resource awareness programs to tourists.

### Monitor

- Monitor local government consistency with the regional plan as part of the audit process.
- Monitor regional tourism statistics and impacts.
- Monitor public access to water and public access strategies.
- Monitor conditions (access, beach erosion, public health advisories, etc.) of three main public beaches (Tybee, St. Simons, Jekyll).

## Performance Standards

### Minimum Standards

Local governments with a Destination Marketing Organization (DMO) shall develop a tourism promotion plan for the community, as appropriate, and/or a Tourism product Development Plan that provides:

1. Inventory of the natural, historic, cultural and recreational resource areas that are important for local tourism as well as identify sites for

### Excellence Standards

1. Adopt and implement a sign control ordinance and a way-finding (directional signs) system to attractions/events (temp.).
2. Adopt and implement community appearance ordinances (for landscaping, litter control, design control, cleanup of dilapidated properties, corridor management, etc.).
3. Develop a list of the types of businesses



tourism operations.

2. Strategies to enhance the above resources for tourism use as appropriate.
  3. Coordinate among appropriate local agencies for product development and enhancement.
4. Monitor public access to the water and other important tourism resources, and implement strategies for enhancing public access while protecting the resources.
  5. Incorporate tourism product development and tourism promotion ideas into local businesses to develop products that give communities unique items/mementoes from their area.
  6. Include regional assets in local/smaller tourism promotional materials to attract more visitors to smaller sites. Cross-sell the region.
  7. Monitor return on investment for tourism programs.