COMMUNITY AGENDA
FAYETTEVILLE COMPREHENSIVE PLAN

Submitted to:

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS
By:

CITY OF FAYETTEVILLE, GEORGIA

October 11, 2006

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Introduction

The Georgia Department of Community Affairs (DCA) administers Rules for Local Comprehensive Planning for all Qualified Local Governments in Georgia. The purpose of this program is to provide guidance for long range planning that will accomplish the following goals as outlined by the DCA:

- Involve all segments of the community in developing a vision for the community's future;
- Generate local pride and enthusiasm about the future of the community;
- Engage the interest of citizens in implementing the plan; and
- Provide a guide to everyday decision making for use by the local government officials and other community leaders.

The Chapter 110-12-1: Standards and Procedures for Local Comprehensive Planning, "Local Planning Requirements," were recently updated in May 2005. The updated guidelines require the completion of three major elements, the Community Assessment, Community Participation Plan, and Community Agenda as part of the Comprehensive Plan. The Community Assessment summarizes the local government's evaluation of its development patterns, issues and opportunities, and level of compliance with the DCA's Quality Community Objectives. The Community Participation Plan is a proposal for a community involvement program that will offer a wide range of opportunities to local citizens interested in participation in Comprehensive Plan development. Lastly, the Community Agenda includes an update of the material in the Assessment based on public input, as well as a short and long term work program and list of policies for land use decision making.

The DCA defines the intent of the Community Agenda as follows:

> *"The purpose of the Community Agenda is to lay out a road map for the community's future, developed through a very public process of involving community leaders and stakeholders in making key decisions about the future of the community. The Community Agenda is the most important part of the plan, for it includes the community's vision for the future, key issues and opportunities it chooses to address during the planning period, and its implementation program for achieving this vision and addressing the identified issues and opportunities. The Community Agenda is intended to generate local pride and enthusiasm about the future of the community, thereby making citizens wish to ensure that the plan is implemented."*

The City of Fayetteville Community Assessment and Community Participation Plan were submitted to DCA in November 2005. Upon approval of these documents in January 2006, the City began implementation of the Community Participation Plan and development of the Community Agenda. Fayetteville's deadline for submittal of the Agenda is February 28, 2007.

This document is the Community Agenda for the City of Fayetteville. It is being submitted to DCA 120 days in advance of the mandated deadline to allow for DCA review and City Council adoption prior to February 28, 2007.

This format of this document considers the outline proposed in the State Planning Recommendations, as well as Chapter 110-12-1-.05 of the Rules.

- Chapter 1 addresses the Communities Vision for the Future as established through the public involvement process. This chapter includes a summary of the public involvement, as well as a description of the Character Areas.
- Chapter 2 includes a summary of the Issues and Opportunities as developed in the Community Assessment and updated through the public involvement process.
- Chapter 3 contains an Implementation Plan that includes a Short Term Work Program (STWP) and Polices for Land Use.

1.   Vision for the Future

The City of Fayetteville has established a vision for its future through a comprehensive public involvement program. The public shared their views on future development and quality of life issues through participation in an online survey, as well as a through representation on a Stakeholder Committee. The City encouraged public participation through handouts, newspaper articles, and its webpage. Feedback gathered through these public events was interpreted by the City and the following Vision for the Future was established:

> *The City of Fayetteville has a wealth of natural, cultural, historical, and commercial resources that provides an amenity for residents, a destination for tourists, and an attractive location for commercial businesses. The City will continue to work internally and with regional partners to protect and promote these resources to ensure the continued excellent quality of life in Fayetteville.*

This vision is intended to communicate the City's pride in its existing attributes including the Historic Downtown/Main Street Area, successful regional commercial shopping corridor, community amenities such as the Amphitheatre, and cultural events. Additionally the vision reflects the City's commitment to the preservation and expansion of these resources through the implementation of the Community Agenda.

The public involvement and outreach that was conducted in an effort to establish a vision for the City is summarized in this chapter. This effort also enabled City staff to finalize the future land use (Character Areas), establish recommended development patterns, outline land use policies, and draft the Short Term Work Program. Each element of the approved Public Participation Program is addressed, and any applicable documentation is included in Appendix A.

1.1   Public Participation Program

As part of the development of the Community Agenda, the City found it essential to work with citizens to identify the issues and challenges unique to Fayetteville. The public participation process began with an evaluation of the current strengths and needs of the community that led to a vision for the future. The programs described below were intended to provide citizens the opportunity to offer their opinions and provide feedback on the Community Assessment. This approach has allowed the City to draft a Community Agenda that accurately reflects the overall vision for the community. The comprehensiveness of this public involvement program has ensured that the public will continue to feel vested in results of the planning process.

The participation strategies outlined in this report were implemented to ensure that citizens understood and had the opportunity to participate in the planning process. The City provided

multiple levels of public involvement so that citizens were able to contribute according to their desired level of participation.

In accordance with the approved Community Participation Plan, a Stakeholder Committee was convened to develop a vision and review the draft development strategies, issues and opportunities presented in the Community Assessment. Educational material has been available online on the City's website and at City Hall to keep the public informed throughout the process. An online survey was conducted to provide an opportunity for the public at large to offer input and ideas regarding the City's future. The Project Team continued to meet as necessary to provide guidance to City staff as the development of the Agenda progressed. Finally, prior to submittal of the Community Agenda and at the conclusion of the planning process, a second public meeting will be held to present the Agenda to the City Council and the public.

The following public involvement strategies have been implemented by the City as part of the public involvement strategy and are discussed in this report:

- Project Team
- Stakeholders Committee
- Community Survey
- Handouts
- Website

1.1.1   Project Team

The Project Team is a technical advisory committee that was established to coordinate project staff, provide feedback to the project managers, and to ensure that the Comprehensive Plan accurately represents the City's vision for the future. The team included the following members (9 members):

- Mayor
- City Manager
- Fayetteville Planning & Zoning Commission
- Public Services
- Planning Consultants

The Project Team participated as full members of the Stakeholder Committee and then continued to meet upon completion of the Stakeholder Committee exercise to develop the Community Agenda. Meetings occurred on June 20, 2006. The Project Team reviewed drafts of the Community Vision, Character Areas, Issues and Opportunities, Land Use Policies and the Short Term Work Program to ensure that they accurately reflected the City's Vision of the Future. Because the Project Team was largely composed of City staff and officials, they also reviewed the Short Term Work Program for concurrence with the stated Issues and Opportunities and for feasibility of implementation.

1.1.2   Stakeholder Committee

Stakeholder involvement was an essential part of the success of the Community Agenda development. Effective involvement from key individuals/groups from the community will ensure that the Agenda gains community wide support, addresses the issues and concerns of the general population, and is ultimately implemented.

The Stakeholder Committee was composed of the following members:

Name	Affiliation
Stakeholders	
Ken Steele	Mayor-Fayetteville
Larry Dell	City Council
Sarah Murphy	Planning and Zoning Commission
Lane Brown	Main Street Board
John Gordon	Clairmont Homeowners' Association
Don Reed	Highland Park Homeowners' Association
Mr. Bryan Lamberth	Lakemont Homeowners' Association
Chet Enigenburg	Stonebriar Homeowners' Association
Dennis Chase	Resident
Gary Baumgardner	Home Design Dynamics
Robert Jordan	Jordan Salvage
Alex Thompson	Thompson & Co
James Arnold	692 North Fayette Center
Jerry Whitaker	Fayette Board of Education
Mr. Brian Cardoza	Fayette County Development Authority
Virginia Gibbs	Fayette County Chamber of Commerce
Cherie Jolley	Fayette County Board of Realtors
Ryan Duff	Fayette Community Hospital
City Staff	
Joe Morton	City Manager
Don Easterbrook	Engineering
Eldridge Gunn	Planning & Zoning
Nancy Price	Main Street/DDA
Consultants	
Ron Feldner	ISE
Courtney Powers	ISE
Edward DiTommaso	ISE

The Stakeholder Committee met four times throughout the planning process to review progress and provide feedback to the City of Fayetteville. The City provided the Community Agenda to each Stakeholder, prior to the first meeting. Supplying this "read ahead" material was intended to ensure more productive meetings by allowing the Stakeholders to review pertinent information in advance. Stakeholder meetings were held in an informal but professional manner to create an environment that facilitated participation. Meetings were held from 7:00 PM to 9:00 PM on Tuesday nights to reduce conflicts with other City functions.

The following is a description of the meetings including the date held and topics discussed:

- Meeting 1 – Visioning (March 7, 2006): The Stakeholder Committee participated in a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of the City as a whole, as well as each established Character Area. This meeting allowed City staff to develop a draft Vision of the Future and to outline the description of the future Character Areas. The Character Area descriptions were carried forward for review at the second Stakeholder Committee meeting. A summary of the SWOT analysis is included in Appendix B.

- Meeting 2 – Development Patterns and Strategies (April 4, 2006): The Stakeholder Committee was broken up into sub-committees that were tasked with reviewing the Description, Development Patterns, and Strategies for a subset of the City's Character Areas. Three teams were created and each team reviewed three to four Character Areas. Sub-committees also made changes to the Character Area Map and performed an assessment of the Quality Community Objectives as they applied to each Area.

- Meeting 3 – Issues and Opportunities (May 2, 2006): The draft Issues and Opportunities, from the Community Assessment, were presented to the Stakeholder Committee. Stakeholders were encouraged to provide comments and suggested changes to better reflect their impression of issues faced by the City of Fayetteville. These changes were incorporated and a final draft of the Issues and Opportunities was developed.

- Meeting 4 – Land Use Policies and STWP (June 20, 2006): Based on previous work completed with the Stakeholder Committee and Project Team, project staff developed a preliminary draft of the Land Use Policies and STWP. These documents were provided to the Stakeholder Committee prior to this meeting. During the meeting, Stakeholders were asked to provide feedback and offer additional tasks and/or policies for inclusion in the final Agenda.

1.1.3   Online Survey

In an effort to increase public involvement, the City administered a community survey to gain feedback from citizens. The community survey has been an effective tool since it was available to a large population at a minimal cost. The survey was posted on the City website in February, and preliminary results were presented to the Stakeholder Committee in March.

The results of the surveys were tabulated and a summary of the results is included below. For a full description of the survey and results, please see Appendix C. Results of the survey were considered and incorporated into the final draft of the Community Agenda. The City's Vision of the Future, development patterns and future work program are all-reflective of the goals expressed by the community.

Soliciting input from residents, local businesses and property owners provided an opportunity in the planning process for the public to identify their opinions on various topics and issues, such as: community appearance, economic development, services, traffic and commuting, housing, quality of life, and overall planning issues.

The 20 question survey was made available on the City of Fayetteville's official website beginning in mid-February until July. A total of 159 surveys were received and tabulated during that period. The survey provided options, which respondents could select for each of the questions. Most choices were ranking or multiple-choice options.

The initial three questions determined the age, location, and length of residency for survey participants. Four out of five respondents were between the ages of 35 and 64 years old and approximately 77% have lived in Fayetteville 10 years or less.

Questions 4 and 5 rated the importance of characteristics that attracted respondents to the City of Fayetteville. The most important characteristics were the general aesthetics and attractiveness of the area, quality of schools, security of neighborhoods, and house price ranges. Over half responded negatively to question 6, which asked about the adequacy of employment opportunities. This is likely a reflection of the fact that Fayetteville is a bedroom community and most people commute outside the area.

In questions 7 & 8 people felt there were adequate restaurant options and overwhelming retail shopping opportunities. And in question 9 nearly 80% of respondents were in favor of setting aside portions of subdivisions as permanently protected greenspace even if it meant smaller lot sizes.

Question 10 (a ranking question) indicated residents were satisfied with the services listed except bike paths and biking trails. However, the City has been adding additional paths each year as new subdivisions develop. Questions 11-14 address development issues. Sixty-six percent of respondents felt that the City needed fewer apartments and 41% felt that the City needed less townhomes/condominiums. People were overwhelmingly satisfied with commercial, residential, and historic development. And nearly 60% favored concentrated in limited locations along major streets as the development pattern for commercial.

Another ranking question, the three areas ranked as the highest priority for the City of Fayetteville were creating a guideline for future development, educational opportunities, and community character.

Questions 16 and 17 assessed respondent's familiarity with the zoning environment near them. Approximately 70 % responded that they know how their area is zoned and what is allowed or not allowed. And 70% answered yes that their neighborhood has a homeowners association to consider proposed development or zoning changes in their area.

The final three questions address respondents that are moving out of the City of Fayetteville. Only 46% of the respondents plan on moving outside of the City within the next five years. Of those respondents planning to move approximately 35% plan to move out of the area, but

approximately 27% plan to move nearby. The three top reasons listed as primary reasons for moving were family considerations, too much traffic, and feel crowded.

The survey proved to be a valuable tool for gauging the overall community's vision for Fayetteville. It is clear from these results that the issues discussed as part of the overall comprehensive plan process are in line with the issues most important to everyday citizens. The overall positive responses expressed indicate that the City's challenge is to stay the present course while still accommodating sustainable growth in appropriate areas.

1.1.4   Public Information

In addition to the strategies identified above, the City utilized the following Public Information techniques:

- Media Coordination: The City has worked with local newspaper representatives to ensure that the Comprehensive Planning process was well publicized. The local newspaper, *The Citizen,* is widely read, with a citywide circulation of 11,050, which does not include those residents that access the paper online. An article was included in the November 29, 2005 issue of *The Citizen* to introduce the Comprehensive Plan to the public, and a second article was published on April 18, 2006 to encourage the public to take the online survey. Both articles can be found in Appendix D.

- Informational Handouts: Several informational documents were developed and distributed throughout the Comprehensive Planning process. An information packet was created as a handout for City elected officials and attendees at both Public Hearings. These handouts provided a summary of the Community Assessment and Community Agenda documents. An additional handout entitled, "Comprehensive Plan Components" was also developed and made available to the public at City Hall. Additionally, maps of the Character Areas, Current Land Use, and Areas Requiring Special Attention were mounted in City Hall for citizens to view.

- Webpage: A webpage was dedicated to the Comprehensive Plan and added to the City's website to allow for immediate dissemination of information related to the planning process. The webpage was posted in February 2006 and includes a link to the online survey, as well as electronic versions of the Community Assessment information packet and Comprehensive Plan Components handout.

1.1.5   Public Hearing

The state minimum standards require that a Public Hearing be held before City Council to inform the public that the planning process for updating the Comprehensive Plan is nearing completion. The Project Team staff will present the Community Agenda to the City Council Meeting prior to submittal of the document to the Georgia Department of Community Affairs. The presentation will inform the Council and the public about the scope of the plan

and allow them to provide feedback on the Agenda to the Project Team. The Project Team will then finalize the Community Agenda based on the comments received at the public hearing, and submit the Agenda to DCA for approval. The meeting will be open to the public and advertised in accordance with City procedures. The meeting schedule will be posted on the City's website and the agenda for the meeting will be made publicly available at City Hall prior to the hearing. The following items will be presented at the public hearing.

- Community Agenda
- Character Areas and Future Land Use
- Issues and Opportunities
- Land Use Policies
- Short Term Work Program

1.1.6   Public Participation Program Summary

The Public Participation Program described above has directly and significantly contributed to the content of this Community Agenda. Through feedback from Stakeholders and the general public, the Project Team was able to develop a Vision for the Future, revise the Character Area map and development strategies, expand the Issues and Opportunities, and draft an implementation plan to achieve the goals outlined within this document.

1.2   Future Development Strategy

The City of Fayetteville had devised a future development strategy based on the Character Areas included in the map in Appendix E. This map is the basis for the Future Land Use Map and Official Zoning Maps that will be used by City staff and elected officials to guide new development. The Future Land Use map and associated definitions are included in Appendix F, and the Official Zoning Map will be reviewed and updated, along with the Zoning Ordinance, as part of the Short Term Work Program to ensure that land use regulations match the spirit of this plan. A narrative description is provided for each Character Area and includes the following items:

- Character Area Description
- Desired Development Patterns
- Recommended Development Strategies
- Quality Community Objectives Assessment
- Desired Design and Architectural Styles (photo gallery)

1.2.1   Downtown Historic District

The Downtown Historic District (DHD) comprises the historic central business district and immediately surrounding commercial and mixed-use areas, including the Main Street and Downtown Development Authority areas. Surrounding residential areas includes older parts

of the community and more traditional development patterns. Characteristics of this district include sidewalks and mature trees; on-street parking; small, regular lots; limited open space; buildings close to or at the front property line; presence of alleys; low degree of building separation; and neighborhood-scale businesses. The unique and defining feature of this area is the Courthouse Square with the historic row of shops and numerous restored/redeveloped historic homes. This area also includes the Amphitheatre activity complex.

Desired Development Patterns:

- The historic Courthouse Square should be a destination point containing specialized retail and restaurant opportunities for residents of Fayetteville and the surrounding areas, as well as tourists.
- Regional activities should be located in the DHD to draw residents from surrounding areas.
- Historic resources should be restored and preserved, and should provide an amenity to the community.
- Infill development should be compatible with surrounding uses and architectural styles.
- Downtown commercial uses that continue to operate after 6:00 pm should be encouraged.
- Development in the DHD should have high pedestrian orientation.
- Pedestrian/bike connectivity should exist from traditional neighborhoods to other community amenities including greenspace and downtown center.
- Traditional neighborhoods should maintain their original character and development patterns.
- Residential development and commercial uses should complement each other and create a live/work environment.
- Provide a variety of housing options including single-family residential, townhomes, and condominiums.
- Compatible neighborhood commercial uses such as restaurants, retail, service commercial and professional office should be encouraged to locate in this area.
- Current corridor commercial development along Highway 85 should be transformed into commercial nodes as redevelopment occurs.
- Road edges should be clearly defined by locating buildings at roadside with parking in the rear.

Recommended Implementation Strategies:

- Encourage neighborhood business development in the DHD.
- Provide marketing services as an incentive for small neighborhood businesses to locate in the DHD.
- Provide financial incentives as appropriate.
- Support the Chamber of Commerce and Development Authority in their efforts to assist existing business owners.
- Encourage development/redevelopment of infill development and redevelopment.

- Develop an inventory of properties that are available for infill development or redevelopment.
- Provide a summary of all regulations and programs developers should be aware of.
- Develop a resource book with examples of desired architectural styles.
- Use Chamber of Commerce as delivery strategy.
- Preservation of historic structures should be encouraged.
- Develop an inventory of historic structures.
- Provide education on the value of historic structures and the advantages of restoring them.
- Develop an Adaptive Reuse Program that encourages the redevelopment of deteriorating, economically obsolete historic structures. The program would establish incentives such as rezoning, density, grandfathering, or reduced parking requirements in exchange for the preservation of the historic shell of identified structures.
- Support the Main Street Committee and their efforts to oversee restoration of the DHD.
- Identify organizations, institutions, businesses that specialize in historic renovation and adaptive reuse.
- Historic Courthouse Square should be recognized as a unique business/activity center and should be the focus of a revitalization program.
- Create an overlay district that is protective of character but also eliminates obstacles to small businesses and cultural activities.
- Courthouse should be utilized as an activity center for City functions, as well as seasonal events and markets.
- Identify the property directly north of Highway 54 as a potential redevelopment/infill area.
- Encourage stability within traditional neighborhoods through homeownership and property maintenance standards.
- Work with DOT to develop a vegetated median along Highway 85. Provide access for pedestrians and bicycles along the Highway 85 historic corridor.
- Historic and community resources, as well as parking locations should be well signposted. This includes directional signage, as well as historical markers where appropriate.
- Architectural standards and downtown zoning categories should be revised and updated to ensure that all redevelopment and infill projects meet with the historic style and character of this area.
- Develop a public conference/performing arts center in or near to the DHD.
- Encourage the redevelopment of underutilized properties in accordance with desired development patterns.

Quality Community Objectives Assessment:

The following table provides an analysis of each Quality Community Objective as applicable to the DHD.

Downtown Historic District - Quality Community Objectives			
Category	**Yes**	**No**	**Comments**
Traditional Neighborhoods	X		Traditional residential neighborhoods are an important feature of the DHD. These neighborhoods retain such features as sidewalks, grid street patterns, traditional architecture, and short front yard setbacks. These development patterns are viewed as desirable and their preservation is essential to DHD revitalization. The City must work to encourage infill development and redevelopment, and also to ensure that all development maintains the design and architectural standards associated with the traditional neighborhood.
Infill Development	X		There are vacant and underutilized properties within the DHD, which provides a great opportunity for infill development that is compatible with the surrounding neighborhood. This development will bring residents and neighborhood businesses back to the downtown area. This critical density is an essential element of downtown revitalization.
Sense of Place	X		The Courthouse Square in the DHD is a landmark with Fayetteville and the Atlanta metro region. Revitalization of this area adds to the community's sense of place. In addition, signage directing people to and providing a history of Fayetteville's unique features, will also add to the sense of place.
Transportation Alternatives	X		Encouraging pedestrian traffic throughout the day and evening is important to the success of DHD businesses. Improving the pedestrian environment is an essential to promoting more pedestrian traffic. In the future, a trolley system may also help to bring pedestrians to and move them around the DHD, and will help to promote tourism within the City.
Regional Identity	X		Fayetteville benefits from the countywide reputation for having one of the best public school systems in Metro Atlanta.
Heritage Preservation	X		One of, if not the most, important objectives for the DHD. The DHD is the historic small-town center of Fayetteville. Preserving the past safeguards a defining characteristic for the City. Restoration and adaptive reuse of identified historic structures will provide for aesthetics and history, as well as residential housing and shopping and restaurant options that will make the DHD a vital City center and destination.
Open Space Preservation	X		There is very little open space to be preserved within the downtown area, although incorporating public spaces and small pocket parks is important for drawing people to the area.
Environmental Protection	X		While the DHD had only low-intensity commercial uses, the density and amount of impervious surface associated with that requires consideration. Appropriate planning and stormwater controls are essential in this area.
Growth Preparedness		X	Lack of growth in the DHD is more of an issue than preparing for imminent growth.
Appropriate Businesses	X		Courthouse Square is underutilized and does not provide the commercial or cultural activities that draw residents or visitors. It is essential that the City develop a program to attract neighborhood-scale businesses including restaurants, cafes, craft stores, etc. that will draw people to this area. Businesses must also be unique enough to compete with the regional commercial area on Highway 85.
Employment Options		X	While revitalization of the DHD will provide some job opportunities, the DHD will never be an "employment center."

Downtown Historic District - Quality Community Objectives			
Category	**Yes**	**No**	**Comments**
Housing Choices	X		Fayetteville's population is growing older and households and families are changing. Empty-nesters, singles, childless couples are all looking for alternative housing options. Single-family detached housing is not appropriate or desirable for everyone. These residents need to have quality residential development that meets their needs and the DHD can provide these alternatives, from townhomes to condos, to lofts. The City should continue to encourage these types of alternative developments including the adaptive reuse of historic homes.
Educational Opportunities	X		The old high school currently provides a location for continuing adult education. Redevelopment of this building could provide additional education opportunities, as could the establishment of a satellite campus.
Local Self Determination	X		The City needs the freedom and flexibility to make decisions regarding the DHD and programs designed to help preserve its history or encourage its revitalization.
Regional Cooperation	X		Regional cooperation is important, as there are many assistance and funding programs available for historic downtown revitalization. However, more important to the DHD is interagency coordination. Main Street, the Chamber of Commerce, and the Downtown Development Authority need to work together with The City to ensure a successful outcome.

1.2.2   Medical Services Cluster

Medical Services Cluster Character Area is an area of land masterplanned for the purpose of providing medical services for the Fayetteville community.

Desired Development Patterns:

- Development as part of a planned medical park having adequate water, sewer, storm-water, and transportation infrastructure for all component uses at build-out.
- Connectivity between developments and services (hospitals, restaurants, etc.)
- Varied residential uses to create a live/work environment.
- Medical park design should be very pedestrian-oriented, with strong, walkable connections between different uses within the development.
- Provide various housing types such as assisted living, elderly, and special needs.
- Uses should be compatible with one another.
- Provide convenience and connection to a wide array of services (restaurants, lodging, medical treatments facilities, etc.)

Recommended Development Strategies:

- Compatible design standards should be enforced for buildings and landscaping to protect the aesthetics of the development.
- Encourage signage and lighting guidelines to enhance quality image of development.
- Promote measures to mitigate impacts on the natural environment.
- Encourage mix of uses (such as retail and services to serve medical employees) to reduce reliance on automobiles on site.

- Promote more food services (restaurants) for people in the area and explore potential for lodging
- Masterplanning should be done to include residential, commercial, and office space.
- City and County need to work together to ensure similar development patterns take place along this corridor

Quality Community Objectives Assessment:

Medical Services Cluster - Quality Community Objectives			
Category	**Yes**	**N/A**	**Comments**
Traditional Neighborhoods		X	Traditional neighborhoods are not present in this character area.
Infill Development	X		Underutilized properties in this area provide a great opportunity for infill development. Infill development will likely take place in the form of office space.
Sense of Place	X		The area is developing as a medical cluster. Mix of uses, services and pedestrian-friendly corridors will add to the area's sense of place.
Transportation Alternatives	X		Designs will be done to incorporate a pedestrian friendly environment to encourage more pedestrian traffic in the area. Transit in the form of shuttle buses from the City center and other areas will provide this area with a better connection to the rest of the City.
Regional Identity	X		The quality of hospitals and services in this area has given it a regional identity that has helped both the City and the County.
Heritage Preservation		X	This area lacks the historic resources for preservation.
Open Space Preservation	X		The City's MO zoning classification requires a certain percentage of open space be incorporated into each site design (20% minimum).
Environmental Protection	X		The City's MO zoning classification requires environmental preservation to be addressed.
Growth Preparedness	X		Current development trends in this area are taking place to address the anticipated growth in the area.
Appropriate Businesses	X		The medical services area should continue to draw appropriate businesses that are consistent with existing services. Increasing the amount of restaurants and commercial/office space will add to the vitality of the area.
Employment Options	X		Employment opportunities are available for a wide range of people with varying education backgrounds and income levels.
Housing Choices	X		A goal for this area is to provide a healthy mix of housing options (mixed-use developments, assisted living, conservation neighborhoods).
Educational Opportunities	X		The City is working to obtain a satellite college campus in this area.
Local Self Determination	X		It is important that the City be able to determine the best types of development for this area and the community.
Regional Cooperation	X		The City has been working with the County to make sure development along the GA 54 corridor remains consistent.

1.2.3   Business/Industrial Park

The Business/Industrial Park Character Area identifies an area masterplanned to provide for commercial, light industrial and/or regional activities including: manufacturing, wholesale trade, distribution activities, sporting/training complexes, etc. These areas are intended to provide jobs and a tax base for the City.

Desired Development Patterns:

- Connection of industrial/manufacturing sites to major transportation corridors.
- Encourage masterplanned "Business Park" development versus single site/parcel industrial development.
- A vegetated buffer should exist between heavier industrial sites and residential areas.

Recommended Development Strategies:

- Where possible, these areas should be developed as a masterplanned park having adequate water, sewer, stormwater, and transportation infrastructure for all uses at build-out.
- Incorporate landscaping and site design to soften or shield views of buildings and parking lots, loading docks, etc.
- Incorporate signage and lighting guidelines to enhance quality image of development.
- Incorporate measures to mitigate impacts on the adjacent built or natural environments.
- Explore potential for Business Park near medical cluster character area.
- Identify remaining industrial space and potential redevelopment sites.

Quality Community Objectives Assessment:

Industrial / Business Parks - Quality Community Objectives			
Category	**Yes**	**N/A**	**Comments**
Traditional Neighborhoods		X	Traditional neighborhoods are not present in this character area.
Infill Development		X	The City has limited space available for Industrial uses and/or business parks and currently no space is available for infill.
Sense of Place	X		Sense of place existing in Business Parks, but does not exist in typical industrial developments.
Transportation Alternatives	X		Business park designs include transportation alternative in the form of multiuse paths and public transportation.
Regional Identity	X		It is important that the City draw appropriate businesses that will contribute to a regional identity.
Heritage Preservation		X	Industrial areas lack the historic resources for preservation.
Open Space Preservation	X		There is little open space to be preserved in existing industrial areas. However, open space preservation is incorporated into new business park developments.

Industrial / Business Parks - Quality Community Objectives			
Category	Yes	N/A	Comments
Environmental Protection	X		The City requires that environmental protection be taken into account for any development in these areas.
Growth Preparedness		X	There is little room for growth within this character area.
Appropriate Businesses	X		With limited space available for industrial uses, it is essential that the City focus on attracting businesses consistent with the vision for this area.
Employment Options	X		Industrial and business parks provide employment opportunities to people with a variety of educational backgrounds.
Housing Choices		X	Housing options are not being encouraged in this character area, but connections between business parks and neighborhoods are encouraged.
Educational Opportunities	X		There are not currently educational opportunities available in this area. However, the City is pursuing potential educational opportunities in other character areas.
Local Self Determination	X		With limited industrial space remaining, it is important that the City recruit businesses that are consistent with the future vision for this character area.
Regional Cooperation	X		A regional economic development plan would assist the City in achieving its vision for this area.

1.2.4   Regional Commercial

The Regional Commercial Character Area is reserved for attractive, well planned shopping centers designed to provide ample shopping and employment opportunities for residents of Fayetteville and surrounding areas and to provide a decent tax base and revenue source for the City.

Desired Development Patterns:

- Regional Commercial areas should include mix of retail, office, services, and employment to serve a regional market area.
- "Big box" retail should be limited to these areas.
- Infill development of vacant commercial structures is desirable.
- Commercial developments should be masterplanned to ensure that infrastructure will meet the needs of all commercial businesses at build-out.
- Uniquely designed commercial developments that incorporate landscape design are encouraged.
- Adjacent commercial uses should be compatible with one another.

Recommended Development Strategies:

- Encourage redevelopment of older shopping centers.
- Promote designs that encourage walkable connections between different uses.
- Promote multiuse paths in the design of new commercial developments.
- Encourage compatible architecture styles that maintain the local character.
- Encourage the establishment of major employers to support the regional commercial area.

- Provide incentives for greyfield redevelopment versus greenfield development.
- Encourage and promote inter-parcel access and shared driveways.
- Encourage well landscaped regional developments.

Quality Community Objectives Assessment:

Regional Commercial - Quality Community Objectives			
Category	**Yes**	**N/A**	**Comments**
Traditional Neighborhoods		X	The regional commercial character area does not contain traditional neighborhoods. These areas exist in high traffic volume areas, usually outside the downtown centers where traditional neighborhoods are more likely to be found.
Infill Development	X		Infill development exists in regional commercial areas, typically in the form of greyfield redevelopment opportunities. As businesses expand and/or relocate, they may generate the potential for infill development and reuse of vacant structures.
Sense of Place	X		Commercial development in Fayetteville has been done in a manner that incorporates landscape design. For example, the Pavilion is an attractively designed commercial center unique to Fayetteville.
Transportation Alternatives		X	Heavy vehicular traffic makes transportation alternatives difficult in this character area.
Regional Identity	X		Commercial centers have unique designs and are utilized by a regional market.
Heritage Preservation		X	The lack of historic resources in the regional commercial area leaves little room for heritage preservation.
Open Space Preservation		X	Stormwater management requirements and impervious surface limitations create some openspace and landscaped amenities.
Environmental Protection	X		Environmental protection measures are incorporated into commercial designs.
Growth Preparedness	X		Current and future regional commercial areas in Fayetteville will be able to accommodate the projected residential population increase.
Appropriate Businesses	X		It will be necessary for appropriate businesses develop in regional commercial areas in order to prevent intensive commercial uses from intruding into other character areas.
Employment Options	X		Commercial centers provide an employment options for people with varying educational backgrounds, income rages, and skill sets.
Housing Choices		X	Housing options are not recommended in regional commercial areas, but may be available in adjacent character areas.
Educational Opportunities		X	There are not currently educational opportunities available in the regional commercial centers. However, the City is pursuing potential education opportunities in other character areas.
Local Self Determination	X		As no template can be used for every city, it is important that Fayetteville determines the appropriate level of development for this area.
Regional Cooperation	X		Regional cooperation is important for any local government. The City understands the importance of working with the County and other localities in order to assure common goals.

1.2.5   Neighborhood Mixed-Use

Neighborhood Mixed-Use Areas should provide a mix of appropriate residential, office, and commercial uses near the downtown area to provide a live/work/shop environment and a more vital downtown center. Commercial uses should be designed to meet local residents' daily needs and match the character of the surrounding neighborhoods.

Desired Development Patterns:

- Residential development and commercial uses should be designed to complement each other and create a live/work environment.
- Varied residential uses should be allowed.
- Commercial uses should include a mix of retail, services, and offices to serve neighborhood residents' day-to-day needs, and should match the character of the neighborhood.
- Mixed-use area design should be very pedestrian-oriented, with easy connections between different uses.
- Provide connectivity to neighboring communities and major destinations, such as libraries, neighborhood centers, health facilities, commercial clusters, parks, schools, etc.
- Intensive commercial uses should be reserved for the Regional Commercial area.

Recommended Implementation Strategies:

- Mixed-use zoning category should be reviewed to ensure that it reflects the desired development patterns listed above.
- Design and architectural standards should be developed or revised to be compatible with the surrounding area.
- All new development and redevelopment, whether part of a common masterplanned development or located on a single parcel, should be required to connect to the existing or planned sidewalk/multiuse trail network.
- Adaptive reuse of existing structures should be allowed and encouraged.
- Mixed-use developments should be masterplanned to include a variety of housing and commercial/office uses. Master plan should address connectivity within the development and between the development and other areas.

Quality Community Objectives Assessment

Neighborhood Mixed-Use - Quality Community Objectives			
Category	Yes	N/A	Comments
Traditional Neighborhoods	X		Mixed-use character areas are not identified in the traditional neighborhoods; however, some aspects of traditional neighborhood design would be desirable in mixed-use areas including sidewalks. Additionally, many traditional neighborhoods had historical mixed-uses, such as corner stores, and these types of uses that serve nearby residents' daily needs should be encouraged.
Infill Development	X		There are infill opportunities in areas identified as part of the Mixed-Use Character Area.
Sense of Place	X		The City of Fayetteville has a unique and defining character, and the design and architecture of new and redevelopment projects should reflect that of the City as a whole.
Transportation Alternatives	X		Mixed-use development should provide for inter-parcel access through sidewalks/multiuse trails, as well as roadways.
Regional Identity	X		As mixed-use development is growing in popularity, and communities in the metro area move away from sprawling single-family residential developments, the Mixed-Use Character Area will become part of the regional identity.
Heritage Preservation	X		Mixed-use development will help Fayetteville to retain its traditional small-town heritage by providing live/work neighborhoods with neighborhood commercial uses that serve residents' daily needs.
Open Space Preservation	X		Open space preservation is important in mixed-use developments, and can be incorporated in masterplanned developments in the form of passive/active recreation areas and multiuse trails.
Environmental Protection	X		Environmental protection should be addressed through the allowed uses and site design.
Growth Preparedness	X		Mixed-use development is intended as a tool to address anticipated growth. The varied housing options, mobility, and convenience of mixed-use development are intended to serve the expanded population that is trending toward older and "empty nester" families.
Appropriate Businesses	X		It is essential that appropriate businesses are incorporated into mixed-use development. Overly intensive commercial uses may adversely affect residential uses and detract from a development.
Employment Options	X		Mixed-use development provides commercial/office jobs within the community, as well as a live/work environment.
Housing Choices	X		Mixed-use development will provide a variety of housing options.
Educational Opportunities		X	The areas identified as mixed-use within the City are unlikely to provide for significant educational opportunities.
Local Self Determination	X		It is important that the City of Fayetteville have and utilize the ability to determine the scale and type of mixed-use development for the community.
Regional Cooperation	X		Large parcel, masterplanned development may require regional cooperation to implement.

1.2.6   Residential

The residential areas of Fayetteville should be safe, attractive, pedestrian friendly neighborhoods that provide a mix of housing opportunities, have a unique and defining neighborhood focal point, and are interconnected through a system of greenspace and multiuse trails.

Desired Development Patterns:

New Development
- New development should include a mix of housing types including traditional neighborhood development style residential subdivisions.
- Internal street connectivity should be encouraged.
- Architectural styles should be compatible with regional character.
- New development street design should foster a pedestrian friendly environment.

Existing Development
- Existing neighborhoods should also foster a pedestrian friendly environment.
- Retrofit, infill and redevelopment of these areas to better conform to the City's desired development patterns should be encouraged.

Recommended Development Strategies:

New Development
- Ensure zoning regulations allow for a diversity of housing types in residential subdivisions.
- Encourage traditional neighborhood and conservation subdivision developments that by their nature provide a variety of housing options.
- Develop design and architectural standards for residential areas that are coordinated with regional character.
- Provide good vehicular and pedestrian/bike connections to: adjacent retail/commercial services; adjacent properties/subdivisions, and regional network of greenspace and trails.
- Street design should include a traffic-calming measure and should allow for bicycle and pedestrian facilities.

Existing Development
- Foster and encourage retrofitting developed areas to better conform to traditional neighborhood development principles.
- Identify and implement opportunities for sidewalks, multiuse trails, and greenspace in existing neighborhoods.
- Encourage the creation of neighborhood focal points by locating schools, community centers, or well-designed small commercial activity centers at suitable locations within walking distance of residences.

- Add traffic calming improvements, sidewalks, and increased street interconnections to improve the pedestrian environment and increase walk-ability within existing neighborhoods.
- Permit infill development and redevelopment only with compatible architectural styles, design, and uses.

Quality Community Objectives Assessment:

Residential - Quality Community Objectives			
Category	**Yes**	**N/A**	**Comments**
Traditional Neighborhoods	X		Traditional development patterns and styles of development are encouraged for new residential development, including high pedestrian orientation, flexible setbacks, and traditional architectural design standards.
Infill Development	X		The City supports and encourages the identification of infill areas for residential development. Infill residential development will help provide for additional housing and a critical mass of residents in the downtown area without requiring the addition of new infrastructure.
Sense of Place	X		Fayetteville is known for its safe and attractive residential neighborhoods. Future development should be designed to foster this reputation.
Transportation Alternatives	X		Residential development should include sidewalks and multiuse trails to provide opportunities for alternative transportation. Sidewalks and multiuse trails should be designed to provide connections within neighborhoods and between neighborhoods and other land uses.
Regional Identity	X		Safe, pedestrian-friendly, attractive neighborhoods is a goal for the whole metro region.
Heritage Preservation	X		Encourage new development to match the styles and architecture of traditional development is an essential part of heritage preservation.
Open Space Preservation	X		Open space preservation should be encouraged within the site plans for new development.
Environmental Protection	X		Open space that is preserved as part of conservation subdivisions can be directed to environmentally sensitive areas that are unlikely to be appropriate for development.
Growth Preparedness	X		Setting standards and guidelines for desired patterns of new residential development is an important part of growth preparedness, and is a less resource-intensive process than retrofitting after development has occurred.
Appropriate Businesses		X	To preserve the nature and character of residential neighborhoods, inappropriate commercial development should not be allowed.
Employment Options		X	Residential development is unlikely to provide additional employment opportunities within Fayetteville, with the exception of the developer and homebuilder.
Housing Choices	X		It is the City's goal to provide a variety of housing options through new residential development.
Educational Opportunities	X		Schools located within residential areas can create a neighborhood focal point in addition to educational opportunities.
Local Self Determination	X		It is important that the City of Fayetteville have and utilize the ability to establish its own desired patterns for residential development.
Regional Cooperation		X	Regional cooperation is not necessary for the City to achieve its desired development patterns.

1.2.7   Greenspace

Greenspace areas are areas of protected open space established for recreation, alternative transportation, environmental education, or conservation purposes. These areas include ecological, cultural and recreational amenities.

Desired Development Patterns:

- Preservation of greenspace for alternative transportation, environmental education, and conservation is a priority for the City of Fayetteville.

Recommended Development Strategies:

- Maintain property in as natural a state as possible.
- Work with regional partners to link greenspaces into a pleasant network of greenways, set aside for pedestrian and bicycle connections between schools, churches, recreation areas, City centers, residential neighborhoods and commercial areas.
- Allow only for minimal development and impervious surfaces as is appropriate for recreational uses.
- Promote these areas as passive-use tourism and recreation destinations.

Quality Community Objectives Assessment:

Greenspace - Quality Community Objectives			
Category	**Yes**	**N/A**	**Comments**
Traditional Neighborhoods	X		Pocket parks, as well as common open space areas are an essential element of traditional neighborhoods.
Infill Development		X	Greenspace areas should not be developed. The purpose of infill development is to avoid the development of "greenfields."
Sense of Place	X		It is important to the City to be recognized for the high priority set on greenspace preservation. Fayetteville's identity is dependant on the continued preservation of greenspace.
Transportation Alternatives	X		Greenspace preservation can provide opportunities for community connections and alternative transportation including bicycling and walking.
Regional Identity	X		Greenspace preservation is a priority throughout the metro region and has become part of the regional identity.
Heritage Preservation	X		Greenspace preservation is an important part of heritage preservation. Some of Fayetteville's heritage is tied to the land, not just historic structures.
Open Space Preservation	X		This quality community objective is the same as this priority for the City.
Environmental Protection	X		The City has identified environmentally sensitive areas and will encourage greenspace preservation within these areas.
Growth Preparedness	X		Identifying tracts of land for preservation is essential in preparing for future growth. This allows the City to ensure that there will be future passive recreational opportunities for residents, and that potential greenspace is identified before it is purchased for development.

Greenspace - Quality Community Objectives			
Category	**Yes**	**N/A**	**Comments**
Appropriate Businesses		X	Commercial business is not appropriate for greenspace areas.
Employment Options		X	Greenspace areas are unlikely to directly provide employment opportunities.
Housing Choices		X	Greenspace areas will not provide housing opportunities. Although conservation developments can provide alternative housing options, as well as greenspace.
Educational Opportunities	X		Greenspace areas can be utilized for environmental education. The City will look for opportunities to provide education through greenspace.
Local Self Determination	X		It is important that the City of Fayetteville have and utilize the ability to set goals for greenspace preservation.
Regional Cooperation	X		Regional cooperation is necessary to coordinate connected greenspace corridors and to preserve large tracks of land.

1.2.8   Community Access Points

Community Access Points should include attractively landscaped signs at appropriate City access points that communicate a message of welcome and covey information about the City's resources to residents and visitors alike.

Desired Development Patterns:

- Community access points should be utilized to introduce Fayetteville and communicate a message to residents and visitors to Fayetteville.
- Access points should include appropriate signage, landscaping and other beautification measures.

Recommended Development Strategies:

- Install and/or maintain appropriate directory signage to community amenities and developments.
- Establish design standards for access point signage and landscaping to standardize and protect the appearance of community access points.
- Use access points to promote historic and cultural resources of Fayetteville.

Quality Community Objectives Assessment:

Community Access Points - Quality Community Objectives			
Category	**Yes**	**N/A**	**Comments**
Traditional Neighborhoods		X	Residential neighborhoods, traditional or otherwise, are not intended to be community access points.
Infill Development		X	This is not applicable.
Sense of Place	X		Community access points provide an opportunity for the City to install signage that will help create a sense of place for residents and visitors.
Transportation Alternatives		X	This is not applicable.
Regional Identity	X		Messages communicated through community access points can be designed to relate the regional identity.
Heritage Preservation	X		Signage at community access points, as well as at historic locations is essential to encourage and communicate the purpose for heritage preservation.
Open Space Preservation		X	This is not applicable.
Environmental Protection		X	This is not applicable.
Growth Preparedness		X	This is not applicable.
Appropriate Businesses		X	This is not applicable.
Employment Options		X	This is not applicable.
Housing Choices		X	This is not applicable.
Educational Opportunities	X		Community access points provide an opportunity to educate visitors to Fayetteville about the City's resources.
Local Self Determination		X	This is not applicable.
Regional Cooperation		X	This is not applicable.

2.   Issues & Opportunities

A truly effective Comprehensive Plan will not only identify issues faced by the community as it continues to develop, but will also provide solutions in the form of recommended land use policies, development standards, and community-based projects and programs. Part 110-12-1-.05 of the DCA rules for development of the Community Agenda state:

> *This [Chapter] is the final, locally agreed upon, list of issues and opportunities the community intends to address...Each of these issues or opportunities must be followed-up with corresponding implementation measures in the Implementation Program.*

Through the Public Involvement Program, the City reviewed the list of Issues and Opportunities submitted in the Community Assessment and amended this list as appropriate to better mirror the City's Vision for the Future. As in the Community Assessment, the City has given ample consideration to objectives and strategies identified in other plans including the Livable Center Initiative (LCI) Study, the Southside Masterplan, the Fayette County Comprehensive Transportation Plan, and the Main Street program goals as the Issues and Opportunities were revised. The issues and opportunities are organized by the major functional elements as defined in the Comprehensive Plan Rules. For each element, the major trends are outlined, followed by specific issues that result from the trends identified. Lastly, a list of potential opportunities is included.

2.1   Population Change

2.1.1   Population Growth

Major Trend: The previously rapid population growth has diminished over the last 10 years, and is likely to be slower over the next decade.

Issues:
- The proportion of the population that is over 45 years of age will increase.
- The average household size will continue to decrease due to an increase in the number of "empty nesters," single adults, and childless couples.

Opportunities:
- The City should encourage the development of special services and housing tailored to an older population.
- The City should develop alternative housing types that appeal to "empty nesters," single adults, and childless couples.

2.2   Economic Development

2.2.1   Regional Commercial Development

Major Trend: Regional commercial development serves the needs of the local community, as well as the regional area.

Issue:

- Older shopping centers/strip malls on Highway 85 are aesthetically displeasing and detract from neighboring development.

2.2.2   Downtown Historic District (DHD)

Major Trend: The DHD has not reached its full potential as a focal point and activity center for the community.

Issues:

- Small, neighborhood-based businesses and mixed-use developments are needed to vitalize the DHD.
- Pedestrian and bicycle traffic should be facilitated and encouraged in the DHD.
- An effective marketing strategy is needed to encourage developers and potential residents to locate in the DHD.
- Fayetteville should continue to be proactive on redevelopment projects in the DHD.
- There is a perceived lack of parking in the DHD.
- Additional activities/points of interest are needed to continue to attract residents to the DHD.

Opportunities:

- Develop an active small business recruitment and retention program.
- Identify properties available for commercial infill development or redevelopment.
- Develop a marketing strategy to identify and attract desirable business to the DHD.
- Encourage the development of cultural activities to attract residents and visitors to the DHD.
- Encourage appropriate development/redevelopment in the DHD and along Highway 85.
- Encourage the appropriate redevelopment of greyfields in identified corridors on Highway 85.
- Encourage the development of commercial nodes rather than corridor regional commercial development as identified in the LCI Study Area.
- Allow the development of neighborhood commercial uses to serve residential neighborhoods where appropriate.

- Continue to provide additional parking in the DHD that does not interfere with the character of the area.
- Clearly identify and promote existing parking areas in the DHD so that the public is more aware of parking availability.
- Implement streetscape and traffic calming improvements to make the downtown pedestrian environment safer and more attractive.
- Provide signage for commercial businesses, historic resources, and cultural amenities.

2.3   Housing

2.3.1   Single-Family Detached Housing

Major Trend: The current trend is focused on single-family detached housing.

<u>*Issues:*</u>

- Fayetteville needs to encourage varied housing options.
- There is a need for sufficient housing and density in proximity to the DHD to create a critical mass of residents to support the downtown revitalization.
- There is a desire to encourage the preservation of historic residential structures.

<u>*Opportunities:*</u>

- The City should encourage alternative housing types that appeal to "empty nesters," single adults, and childless couples.
- Identify areas appropriate for infill development and existing structures suitable for conversion or restoration.
- Develop design standards for infill development/redevelopment housing in identified areas.
- Encourage restoration rather than redevelopment of existing historic homes.
- Allow for a mix of residential density in appropriate locations near to the DHD or employment centers.

2.4   Land Use

2.4.1   Neighborhoods

Major Trend: Fayetteville desires the creation of traditional, mixed-use, pedestrian/bicyclist friendly neighborhoods.

Issues:

- Housing, jobs, daily needs and other activities are not within easy walking/bicycling distance of one another in the community.
- Pedestrian/bicyclist-friendly environments are needed to encourage alternative forms of transportation.
- Planned mixed-use developments must be monitored to ensure that commercial development is appropriate and suitable to surrounding residential uses.

Opportunities:

- Continue to require sidewalks within new residential developments and require that these sidewalks connect with the existing trail/sidewalk/multiuse path network.
- Provide connectivity through bikeways, sidewalks, or multiuse trails from the DHD to nearby neighborhoods and land uses.
- Implement streetscape improvements to make the downtown pedestrian environment safer and more attractive and to encourage people to visit the area.
- Encourage conservation and new urbanist designs.
- Allow for appropriate neighborhood commercial uses near residential neighborhoods in appropriate areas.

2.5   Transportation

2.5.1   Transportation Network

Major Trend: The City needs a transportation network that provides for alternative routes and modes of transportation including walking and bicycling.

Issues:

- Fayetteville's main street also doubles as a major throughway.
- Fayetteville needs additional sidewalks and bike trails that are well-linked and connect existing destinations.
- Connectivity is needed between roadways within new residential development, between commercial developments, and within the Citywide sidewalks/greenways network.

- Current transportation network could be more pedestrian/bicycle friendly.

Opportunities:

- Require interconnectivity of roadways within and between new and existing commercial and mixed-use developments.
- Support improvements to intersections that bottleneck traffic.
- Support the development of alternative routes around the DHD.
- Promote the development of streetscapes and vegetated medians as traffic calming and aesthetic improvement measures.
- Support the County Transportation Plan, including any bypass proposals that will alleviate congestion on Highway 85.

2.6 Natural & Cultural Resources

2.6.1 Community Resources

Major Trend: The City will continue to ensure that development does not impact ecological integrity, historic integrity, and cultural significance of community resources.

Issues:

- Education about community resources and the need for protection/preservation is needed.
- Preservation of greenspace should be continued.
- More linkages are needed between greenspace, parks, cultural or historic interest points, local trail systems, state designated bike routes, and existing trails/sidewalks in neighboring communities.
- The City must continue to ensure that land development activities do not increase the effects of stormwater runoff, which can impair water quality, increase demand on the existing stormwater infrastructure, and create flooding problems.
- Continued support for the downtown historic preservation effort is needed.
- Some restored historic structures are underutilized such as the Old Courthouse.

Opportunities:

- Continue education about resource conservation and protection that includes the public, local elected officials, developers, economic developers, etc.
- Look for opportunities to provide environmental education through greenspace.
- Continue to obtain and preserve greenspace where available and feasible. Make greenspace preservation a priority.
- Create linkages between greenspace, parks, cultural or historic interest points, local trail systems, state designated bike routes, and existing trails/sidewalks in neighboring communities. Coordinate with other parties (both public and private) to create regional trail systems.
- Implement SWMP in compliance with the City's Phase II MS4 NPDES permit.

- Masterplan the City by drainage basin, on a prioritized basis, to guide new development and plan the City's Capital Improvement/Replacement program.
- Utilize revenue from the City's stormwater utility to fund the SWMP, masterplanning, and capital programs.
- Enforce existing natural resources protection ordinances.
- Develop an inventory of historic structures in Fayetteville.
- Strengthen requirements and design standards set by the historic overlay in the DHD.
- Encourage restoration of existing historic buildings in the DHD.
- Encourage adaptive reuse of existing historic buildings in the downtown historic and traditional neighborhood character areas.
- Work with historic preservation groups to obtain additional funding and assistance with revitalizations projects.
- Support the recommendations of the Main Street Architectural Advisory Committee. Main Street Architectural Advisory Committee should function as the historic review board, where appropriate.
- Provide signage for historic structures, and encourage visitation through organized tours.
- Encourage public use of the Courthouse.

2.7 Facilities & Services

2.7.1 New Growth

Major Trend: Fayetteville will continue to proactively assess and provide infrastructure and services to accommodate new growth.

Issues:
- There are public/institutional buildings in the downtown area that could be better utilized.
- Future growth has necessitated expansion of the wastewater treatment facility.
- The stormwater management program should continue to address hydrological challenges associated with growth.

Opportunities:
- Work with public institutions to redevelop vacant or underutilized public buildings in the DHD.
- Utilize existing infrastructure by encouraging infill and redevelopment where feasible.
- Continue to assess the needs of the growing community and update infrastructure as necessary.
- Masterplan the City by drainage basin, on a prioritized basis, to guide new development and plan the City's Capital Improvement/Replacement program to alleviate potential stormwater issues arising from existing and future development.

2.8   Intergovernmental Coordination

2.8.1   Coordination

Major Trend: Effective coordination between the City of Fayetteville and other local, county, and state government/agencies is needed for regional planning and services delivery.

Issue:

- Fayetteville benefits from coordination with other local governments in order to manage economic opportunities, public facilities, and environmentally sensitive areas.

Opportunities:

- Fayetteville should continue to work with other local governments, when mutually beneficial, in order to ensure maintenance of roads; delivery of utility services; efficient investment in schools and other public buildings.
- Work towards compatibility with land use and development patterns in adjacent areas.
- Coordinate regional programs including: multiuse trails/greenspace preservation and educational/cultural opportunities.

3.   Implementation Program

The implementation program is the overall strategy for achieving Fayetteville's Vision of the Future, encouraging compliance with the Character Areas and Future Land Use Maps outlined in this Agenda, and for addressing each of the Issues and Opportunities. It identifies specific programs and tasks to be undertaken by the City to implement the Agenda. A proposed schedule, responsible parties, and potential funding sources are outlined within this plan. The Georgia Department of Community Affairs requires the following elements as part of a community's Implementation Program:

- *Short Term Work Program (STWP):* Communities must develop a STWP to identify specific implementation actions the local government, or other entities, intend to take during the first five-year time frame of the planning period. This includes any ordinances, administrative systems (such as site plan review, design review, etc.), community improvements or investments, financing arrangements, or other programs or initiatives to be put in place to implement the plan. The Short Term Work Program must include the following information for each listed activity:

    - Brief description of the activity;
    - Timeframe for undertaking the activity;
    - Responsible party for implementing the activity;
    - Estimated cost (if any) of implementing the activity; and
    - Funding source(s), if applicable.

- *Policies:* Communities must develop a set of policies the local government will adopt to provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Vision or addressing identified Issues and Opportunities.

- *Supplemental Plans (optional):* Communities should incorporate by reference any supplemental plans that focus on special areas, situations or issues of importance to the community, such as plans for conservation or management of natural or cultural resources, redevelopment plans for particular areas of the community, master plans for downtown development, neighborhood plans, corridor plans, gateway plans, rural preservation plans, recreation plans, or the community's required solid waste management plan (see definition in Chapter 110-12-1-.09).

3.1   Short Term Work Program

Project	Start Year	Year Completed	Cost Estimate	Funding Source	Responsible Party
Natural & Cultural Resources					
Utilize available material to educate and increase awareness of community resources.	2002	Ongoing	$2,000/yr	GF, Stormwater Fees	Public Services
Complete an inventory of environmentally sensitive areas and significant environmental areas for (potential) preservation.	2006	2008	$5,000	GF	Public Services
Implement Openspace Plan that includes development of recreational parks, protection of existing greenspace, establishment of greenways/multiuse trails, connectivity between parks, multiuse trials, identification/addition of new areas for preservation, and environmental education.	2000	Ongoing	$50,000/yr	GF, Stormwater Fees, Grants	Public Services
Seek funding sources to implement the Openspace Plan.	2000	Ongoing	$1,000/yr	GF, Stormwater Fees	Public Services
Work with FCBOE to develop an outdoor classroom for environmental education purposes.	2006	2008	$100,000	Grants, Outside Sources	Public Services
Implement SWMP including compliance with Cities Phase II MS4 NPDES permit and masterplanning/CIP.	2003	Ongoing	$400,000/yr	Stormwater Utility	Public Services
Continue to maintain and update inventory of historic resources in Fayetteville.	2003	Ongoing	N/A	Main Street/DDA LCI Study	Main Street/DDA
Identify historic structures that could be restored and utilized as part of an Adaptive Reuse Program.	2006	2007	N/A	Main Street/DDA	Main Street/DDA
Utilize the Art & Architectural Committee to compliment preservation efforts.	2003	Ongoing	$2,000/yr	GF	Planning
Work with historic preservation groups to identify funding sources for City-sponsored restoration and redevelopment projects in the DHD.	2006	Ongoing	N/A	Main Street/DDA	Main Street/DDA
Coordinate appropriate signage for historic resources.	2002	Ongoing	$5,000	Main Street/DDA	Main Street/DDA
Promote organized tours of the DHD.	2004	Ongoing-HDF Museum, Developing Walking Tour		Main Street/DDA	Main Street/DDA
Continue to implement Main Street objectives as they relate to preservation of cultural resources.	1996	Ongoing	N/A	N/A	Main Street/DDA

Project	Start Year	Year Completed	Cost Estimate	Funding Source	Responsible Party
Continue diverse programming at the Villages Amphitheatre.	2006	Ongoing	$180,000	Main Street Tourism Assoc./ Event Admission Fees/ Sponsorships	Main Street/DDA
Continue to sponsor cultural activities and events in the Main Street District.	1996	Ongoing	$40,000	Main Street Hotel/Motel Tax Vendor Fees	Main Street/DDA
Investigate the feasibility of a cultural activity/craft center in the DHD.	2006	2008	TBD	TBD	Main Street/DDA
Economic Development					
Continue to develop an active small business recruitment and retention program.	2006	2008	TBD	Main Street/DDA	Main Street/DDA
Identify properties available for commercial infill development or redevelopment.	2006	2007	$5,000	GF	Planning
Develop a marketing strategy to encourage appropriate businesses to locate in the DHD.	2006	2007	$5,000	Main Street DDA	Main Street/DDA
Expand the campaign to promote the historic resources of the area to tourist (include walking tours, biking tours, etc.).	2006	2008	$5,000	State Matching Grant/ Main Street DDA	Main Street/DDA
Identify greyfield shopping centers to be targeted for redevelopment.	2006	2007	$5,000	GF/Grants/LCI	Planning
Work with private owners to ensure the appropriate redevelopment of greyfields.	2006	Ongoing	$2,000/yr	GF	Planning
Develop new signage to call attention to available parking, businesses, historic resources and cultural amenities in the DHD.	2006	2007	$5,000	Main Street Tourism	Main Street/DDA
Continue to sponsor events/activities to attract residents to the downtown area.	1996	Ongoing	$40,000	Main Street Tourism/ Hotel Motel Tax	Main Street/DDA
Land Use					
Review Historic District Overlay to ensure appropriate design and architectural standards for new development, infill development, and redevelopment match the historic character of the area and provide consistency with surrounding land uses.	2002	Ongoing	$2,500/yr	GF	Planning
Continue to review design and architectural plans for redevelopment and/or new development in regional commercial areas to assure consistency with established standards and surrounding land uses.	2000	Ongoing	$5,000/yr	GF	Planning
Work with developers to promote/encourage mixed-use developments in identified areas.	2000	Ongoing	$7,000/yr	GF/Grants/LCI/ Private	Planning/Main Street/DDA

Project	Start Year	Year Completed	Cost Estimate	Funding Source	Responsible Party
Work with developers to facilitate the development of Conservation and/or New Urbanist subdivision where appropriate.	1999	Ongoing	$7,000/yr	GF	Planning/Main Street/DDA
Expand requirements for sidewalks in new residential development and require that these sidewalks conform to the City's Sidewalk Plan.	1999	1999	$1,000	GF	Public Services
Review Zoning Ordinance to ensure that appropriate commercial uses are allowed in proximity to residential neighborhoods to serve residents of those neighborhoods.	2000	Ongoing	$5,000/yr	GF	Planning
Encourage cooperative master planning of large greenfield areas.	1994	Ongoing	$5,000/yr	GF	Planning
Identify opportunities to provide connectivity between residential areas and other uses through multiuse trails/sidewalks and greenspace. Include in the Openspace Plan.	2000	Ongoing	$1,000/yr	GF	Public Services
Facilitate the implementation of the LCI Plan recommendations where feasible.	2003	Ongoing	$12,000,000	LCI, SPLOST	Public Services
Facilities & Services					
Work with public institutions to redevelop vacant or underutilized public buildings in the DHD.	2002	Ongoing	$5,000/yr	GF/Grants/LCI	Planning
Consider expanding public use of the Old Court House.	2006	2010	TBD	Main Street Hotel/Motel Tax	Main Street/DDA
Complete the expansion of the wastewater treatment facility to accommodate additional capacity.	2006	2007	$11,800,000	Revenue Bond, GEFA Loan	Public Services
Work with developers to meet the needs of the aging population as it relates to housing and associated services.	1997	Ongoing	$5,000/yr	GF	Planning
Continue to implement capital improvement programs.	1995	Ongoing	N/A	GF/Grants/LCI/ SPLOST Bonds/ GDOT	Administration
Utilize existing infrastructure by encouraging infill and redevelopment as opposed to greenfield development.	2002	Ongoing	$5,000/yr	GF	Planning
Continue to assess the needs of a growing community and update infrastructure accordingly.	1995	Ongoing	N/A	All Funds	Administration
Promote expanded development of regional medical facilities consistent with the Character Area map and Future Land Use map.	2007	Ongoing	$5,000/yr	GF	Planning
Work with appropriate parties to facilitate the location of higher education satellite campus facilities in Fayetteville.	2005	2007	TBD	Public/Private Partnership	Administration

Project	Start Year	Year Completed	Cost Estimate	Funding Source	Responsible Party
Develop a plan for Community Gateway Signage that meets the intent of the Character Area description.	2006	2008	N/A-Staff	N/A	Main Street/DDA
Identify and seek funding to implement Community Gateway Signage Plan.	2007	2008	10,000	Local Development Fund	Main Street/DDA
Housing					
Identify areas desirable for residential infill development and redevelopment.	2000	Ongoing	$5,000/yr	GF	Planning
Identify existing structures appropriate for conversion or restoration to provide housing.	2000	Ongoing	$5,000/yr	GF	Planning
Facilitate infill development and redevelopment in identified areas.	2000	Ongoing	$5,000/yr	GF	Planning
Encourage a mix of residential densities in appropriate areas near the DHD or employment centers.	2000	Ongoing	$5,000/yr	GF/Grants/LCI/ Private	Planning
Review Zoning Ordinance and design standards to ensure that they allow for and encourage a variety of housing options.	2000	Ongoing	$5,000/yr	GF	Planning
Transportation					
Support the County CTP, including bypass to alleviate congestion on Highway 85.	2003	2025	$140,000,000	Cities, County, SPLOST, DOT	Public Services
Provide educational material for residents that promotes alternative transportation modes (i.e. walking, biking, etc.) in the City.	2006	Ongoing	$1,000/yr	GF	Public Services
Explore potential for transportation alternatives to connect medical area to key locations in the City.	2007	2008	$20,000	GF	Public Services
Require inter-connectivity of roadways within and between new and existing commercial and mixed-use developments.	2004	Ongoing	$5,000/yr	GF	Public Services
Continue to implement the City Sidewalk Plan and update as necessary.	2006	Ongoing	$200,000/yr	IFF, SPLOST	Public Services
Coordinate with DOT to implement streetscape/vegetated median improvements on Highway 85.	2010	2012	$1,056,000	LCI, SPLOST	Public Services
Implement City SPLOST program.	2006	2012	$10,349,000	SPLOST, IFF, LCI, DOT, Grants, Private	Public Services
Implement LCI Plan transportation projects as funding becomes available.	2006	2020	$12,247,000	LCI, SPLOST, IFF, Private	Public Services
Intergovernmental Coordination					
Work with local governments to coordinate adjacent land uses and ensure efficient provision of services.	2000	Ongoing	N/A	N/A	Administration

Project	Start Year	Year Completed	Cost Estimate	Funding Source	Responsible Party
Develop local and regional partnerships to protect greenspace, develop a regional system of multiuse trials.	2000	Ongoing	N/A	N/A	Administration
Establish relationship with a higher level education institution to investigate the potential to locate a satellite campus in Fayetteville.	2005	2007	TBD	Public/Private Partnership	Administration

3.2   Policies

The implementation strategies defined in this section include a list of policies that the City of Fayetteville will consider when making land use and zoning decisions. The purpose of the State Planning Act is for Comprehensive Plans be developed, implemented, and actively utilized by local governments. The policies will provide guidance to local officials to assure that future decisions reflect the Community Vision as defined in the Agenda. The policies listed below were established based on conclusions drawn from the community assessment and issues identified during the public participation process.

3.2.1   Economic Development

Main Objective: Future economic development in Fayetteville calls for a viable plan that promotes stable residential neighborhoods, development of a regional medical cluster, downtown revitalization, and regional commercial development along the Highway 85 corridor. More specifically, the City will work to create a vibrant downtown with cultural activities and neighborhood businesses that attract people/tourism. The City will also continue to encourage business/industrial development to support the needs of current residents and the City's tax digest.

Policies to Encourage Economic Development:
- Support programs that promote recruitment and retention of appropriate businesses in the DHD.
- Seek new commercial business development consistent with the Community Vision.
- Support greyfield redevelopment projects along Highway 85.
- Support the development of commercial nodes along Highway 85 in the DHD. This may entail allowing higher density residential development in between nodes.
- Support infill development, redevelopment, and restoration projects in the DHD that are consistent with the Community Vision.
- Encourage development of the DHD as a vibrant community center.

The type of future economic development that takes place in Fayetteville will have a direct impact on the quality of life for residents. Economic development, if appropriately planned, can provide jobs, increase the tax base, and improve the quality of life for residents in the

City. The policies and implementation plan will be used to facilitate appropriate types of commercial development.

3.2.2   Natural & Cultural Resources

Main Objective: The City of Fayetteville places protection of natural and historic resources at the forefront of its planning efforts. A high priority has been set for the addition of open space throughout the community and identification of historic resources fit for restoration.

Policies for Natural & Cultural Resource Protection:
- Encourage design of new developments that incorporate greenspace preservation.
- Encourage connectivity between existing and new greenspace within and between residential developments.
- Support protection of sensitive habitats and natural features (floodplains, groundwater recharge zones, etc.).
- Pursue acquisition of new greenspace.
- Protect surface water supplies by controlling pollution in water supply watersheds.
- Support historic preservation efforts.
- Encourage preservation/restoration of historic structures.
- Encourage adaptive reuse of historic structures.

The preservation of natural and cultural resources is an important component to consider as the City faces increasing development pressures. Maintaining and redeveloping the existing cultural resources and the addition and conservation of greenspace are essential if the City is to achieve the community vision outlined in this Plan. The implementation of these strategies will increase the overall quality of life for both current residents and future residents in the City.

3.2.3   Facilities & Services

Main Objective: Fayetteville will continue to maintain City facilities and offer services for residents. Priority has been placed on creating community facilities to provide additional recreational opportunities in the City, as well as to serve a changing population.

Policies for Facilities & Services:
- The City will make efficient use of existing infrastructure.
- Encourage development of new public facilities that can be utilized by residents.
- Minimize the impact new developments have on existing natural resources and undeveloped land.
- Invest in appropriate capital improvement projects to minimize the impacts of new development.
- Promote higher density developments in appropriate areas.
- Support investment to improve or add parks and open space.

- Support open space/recreational/transportation projects that link existing open space, sidewalks, or trails.
- Promote infill development and redevelopment in areas where infrastructure is already in place.

As Fayetteville continues to develop, it is important that the City continue to provide quality services to residents. Implementation of these strategies and policies will give the City a set of guidelines to help reduce the cost of new infrastructure, accommodate new development, and maintain the high standard of available City services.

3.2.4   Housing

Main Objective: The City will provide various housing options to meet the needs of current and future residents as the population continues to change.

Policies that Relate to Housing:
- Identify opportunities for infill residential development and redevelopment of vacant structures to provide additional housing in the DHD.
- Encourage a mix of residential types throughout the City.
- Encourage a mix of residential density in the DHD.
- Provide adequate affordable housing opportunities.
- Encourage home ownership.
- Promote pedestrian-friendly residential developments that contain trails, paths, and open space.
- Promote developments that have convenient access to parks, schools, commercial uses, etc.
- Promote mixed-use development in appropriate areas.

The City of Fayetteville is projected to see a significant shift in its population mix. A variety of housing options will be required if the City is to accommodate the changing population. The policies and implementation strategies will help the City promote desirable residential developments that provide a mix of housing options.

3.2.5   Land Use

Main Objective: The City will take a management-minded approach to land use development. Focus will be placed on greyfield development along major commercial corridors and appropriate small business development in the DHD and near residential neighborhoods. Mixed-use developments provide a live/work environment in the DHD and a variety of housing options and residential densities that appeal to the changing population. The City will encourage conservation of existing natural, historical, and cultural resources and promote the preservation of greenspace in new developments.

Policies that Relate to Land Use:

- Promote residential and commercial infill development in identified areas.
- Promote redevelopment and reuse of existing structures.
- Support mixed-use developments and higher density residential development in and near the DHD.
- Continue to enforce standards and guidelines to ensure new development is consistent with the community vision.
- Promote innovative developments that incorporate landscape design, preservation of open space, and multiuse trails linked to other uses.
- Encourage connectivity within and between new and existing commercial developments.

Development in the City of Fayetteville is continuing at a steady pace. Achieving the community vision outlined in this Plan will be directly related to the manner in which future development occurs. It is essential that the City utilize these policies and implementation strategies to manage land use patterns.

3.2.6   Transportation

Main Objective: The City will increase the availability of alternative forms of transportation and create a pedestrian-friendly network of movement in the City. Better connection between existing neighborhoods and within new neighborhoods is a priority for future development. The goal is to create an environment within the City that is more pedestrian-oriented and less auto-oriented. Pedestrian paths, multiuse trails, bike lanes, etc. are all components of this vision. The City will encourage the availability of alternative transportation options for travel around the City and within the Atlanta Metro Area.

Policies Related to Transportation:

- Support projects that minimize traffic congestion.
- Promote development of transportation corridors that support multiple modes of transportation.
- Encourage corridors and connections between commercial uses, recreational uses, and other public uses.
- Encourage appropriate public transportation as appropriate for community and regional mobility.
- Incorporate bike paths into new street development.
- Support shuttle operations to connect the medical services cluster and other areas of the City.

4.   Supplemental Plans

4.1   City of Fayetteville – Stormwater Management Plan

The Environmental Protection Division (EPD) requires Phase II communities to develop a comprehensive stormwater management plan (SWMP). The City of Fayetteville's Stormwater Management Program addresses the six minimum control measures including public education & involvement, illicit discharge detection and elimination, erosion & sedimentation, post-construction runoff control, and good housekeeping.

The City's SWMP reflects Fayetteville's commitment to effective water resources management, which ensures sustainable economic growth and quality of life for all residents. Addressing the issues in the SWMP allows the City of Fayetteville to protect the aesthetics, ecological integrity, function, and recreational use of water resources within the City.

4.2   Service Delivery Strategy

The DCA website states, "The 1997 Georgia General Assembly enacted the Local Government Services Delivery Strategy Act (HB 489). The intent of the Act is: a) to provide a flexible framework for local governments and authorities to agree on a plan for delivering services efficiently, effectively and responsively; b) to minimize any duplication and competition among local governments and authorities providing local services and, c) to provide a method to resolve disputes among service providers regarding service delivery, funding equity and land use.

In brief, the Service Delivery Strategy addresses the following:

- Identification of all services presently provided in the county by cities, counties and authorities.
- Identification of which local government or authority will be responsible for providing which service in what area of the county in the future.
- Identification of funding sources for all services.
- Identification of intergovernmental contracts, ordinances, resolutions, etc. to be used in implementing the strategy, including existing contracts.
- If a duplication of services is found, an explanation for its existence and a timetable for the elimination of the duplication must be provided.
- Jurisdictions charging water and sewer rate differentials to customers outside their boundaries must be able to justify such differentials.
- Services provided primarily for unincorporated areas must be funded by revenues derived exclusively from the unincorporated area of counties.

- Conflicts in land use plans within a county, between the county and its cities, must be eliminated.
- A process must be established for resolving land use classification disputes between a county and city arising over property to be annexed."

The DCA requires the periodic update of the Services Delivery Strategy in conjunction with the Comprehensive Plan Update.

4.3   Solid Waste Management Plan

The Georgia Comprehensive Solid Waste Management Act was passed in order to guide solid waste management planning at local, regional and state levels. The Act requires that all communities create a local and/or regional solid waste management plan that achieves the States goals related to waste reduction, collection, disposal, land limitation, and public education. The Act stipulates that Solid Waste Management Plans be updated every ten years. The City of Fayetteville will work together with Fayette County to update the Solid Waste Management Plan in accordance with the schedule and requirements set forth by the Department of Community Affairs.

4.4   Livable Center Initiative (LCI) Plan

In 2002, the Atlanta Regional Commission (ARC) awarded the City of Fayetteville with a regional Livable Center Initiative (LCI) grant to develop a plan for Downtown Fayetteville and the surrounding area. The Livable Center Initiative promotes the development of action plans to enhance livability, connectivity and mobility within existing town centers, while identifying development and redevelopment opportunities. The program also promotes cooperation between private and public entities to implement plan components, which commonly include regulatory changes, infrastructure investment, development and redevelopment projects and the creation or refinement of development incentives. The plan was adopted in 2002, and the City continues to move forward with implementation of the items identified in this plan.

4.5   Capital Improvement Element (CIE)

The Department of Community Affairs regulates the process by which local governments can charge impact fees. The DCA provides the following explanation for impact fees:

"New development creates a demand for additional schools, roads, sewer lines, and recreational facilities. Development impact fees are one-time fees charged to new development that are used to defray some of the costs of providing these additional public facilities. In addition to offering your local government a valuable source of revenue, impact fees help ensure that new development pays for the public facilities it requires, rather than these costs being borne by all taxpayers in the community."

Before impact fees can be collected, the local government is required to complete a Capital Improvement Element (CIE) that includes the schedule of improvements, service areas, and levels of service. After holding required public hearings, the local government then submits the CIE to the Georgia Department of Community Affairs for review and approval. Once the CIE is approved, your local government can then adopt the CIE and impact fee ordinance. The CIE must be updated annually and a report must be submitted to DCA summarizing the fees collected and expended in the last year, as well as a five-year projection of future capital projects.

The City of Fayetteville will continue to update the CIE annually in accordance with requirements and schedule established by DCA.

APPENDIX A
Public Participation Program Documentation

Agenda
Fayetteville City Council Meeting
October 5, 2006
7:00 P.M.

Call To Order Followed By The Pledge Of Allegiance To The Flag

1. Approval Of Minutes Of The Previous Meeting

PUBLIC HEARINGS:

2. Approval of Beer License for Village Market located 765 North Glynn Street for Feroz Moloo

3. Proposed Ordinance #0-19-06 - Amendment to Chapter 86 Water and Sewer Ordinance – Public Hearing and 1st Reading

4. Resolution R-11-06 – Public Hearing on Comprehensive Plan for Transmittal to the Atlanta Regional Commission and the Department of Community Affairs.

REPORTS AND COMMENTS:

5. City Manager And Staff Reports

6. City Council and Committee Reports

7. Mayors Comments

8. Public Comments

Fayetteville Comprehensive Plan
DCA Requirements

- **Rules of Georgia Department of Community Affairs (DCA), Chapter 110-12-1**
  - Updated May 2005
- **Comprehensive Plan**
  - Community Assessment
  - Public Participation Program
  - Community Agenda

- **Fayetteville Submission deadline: February 28, 2007.**
  - Assessment and Participation Program: November 2005
  - Community Agenda Report: October 2006
- **Project Approach**
  - ISE contracted September 2005
  - Project Team (City Staff, Consultant, Planning Commission, Main Street)

Fayetteville Comprehensive Plan
Community Agenda

- Development Pattern Assessment
  - Existing Land Use
  - Community Character Areas
  - Areas Requiring Special Attention
- Census Data Assessment
  - Technical Addendum
- Community Issues and Opportunities
  - Based on existing conditions and future vision
- Quality Core Objectives
  - Fifteen objectives proposed by DCA

Existing Land Use

- Current, parcel-based land use in September 2005
- Field GIS survey
- Land Use Categories:
  - Commercial
  - Industrial
  - Office
  - Multi-Family Residential
  - Single-Family Residential
  - Park/Recreation/Conservation
  - Transportation/Communication/Utilities
  - Undeveloped/Vacant

Legend

Centerline

Parcels

City Limits

Land Use Classifications

◇ Single-Family Residential

◇ Multi-Family Residential

◇ Office / Commercial

◆ Commercial

◆ Public / Institutional

◇ Mixed Use

◆ Park/Recreation/Conservation

◇ Transportation/Communication/Utilities

◇ Undeveloped/Vacant

HILLSDALE DRIVE

HOOD AVENUE

Lafayette Ave

HWY 54

HWY 54

HWY 314

HWY 85

HWY 85

REDWINE ROAD

OLD HWY 85

HWY 85

HWY 92

TRACE

VIEW

ROAD

INTEGRATED
Science &
Engineering
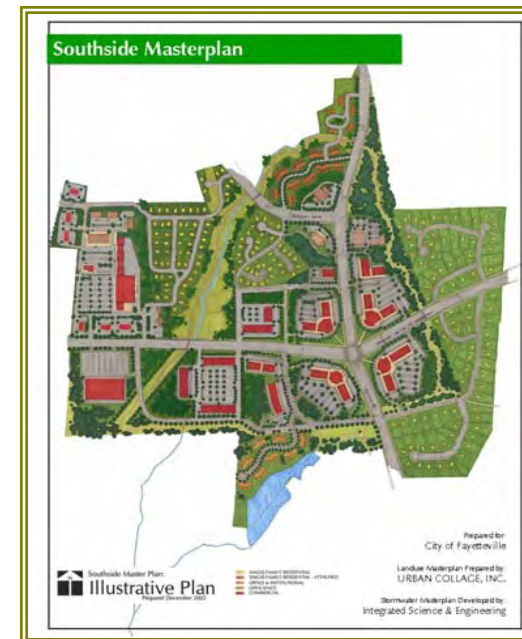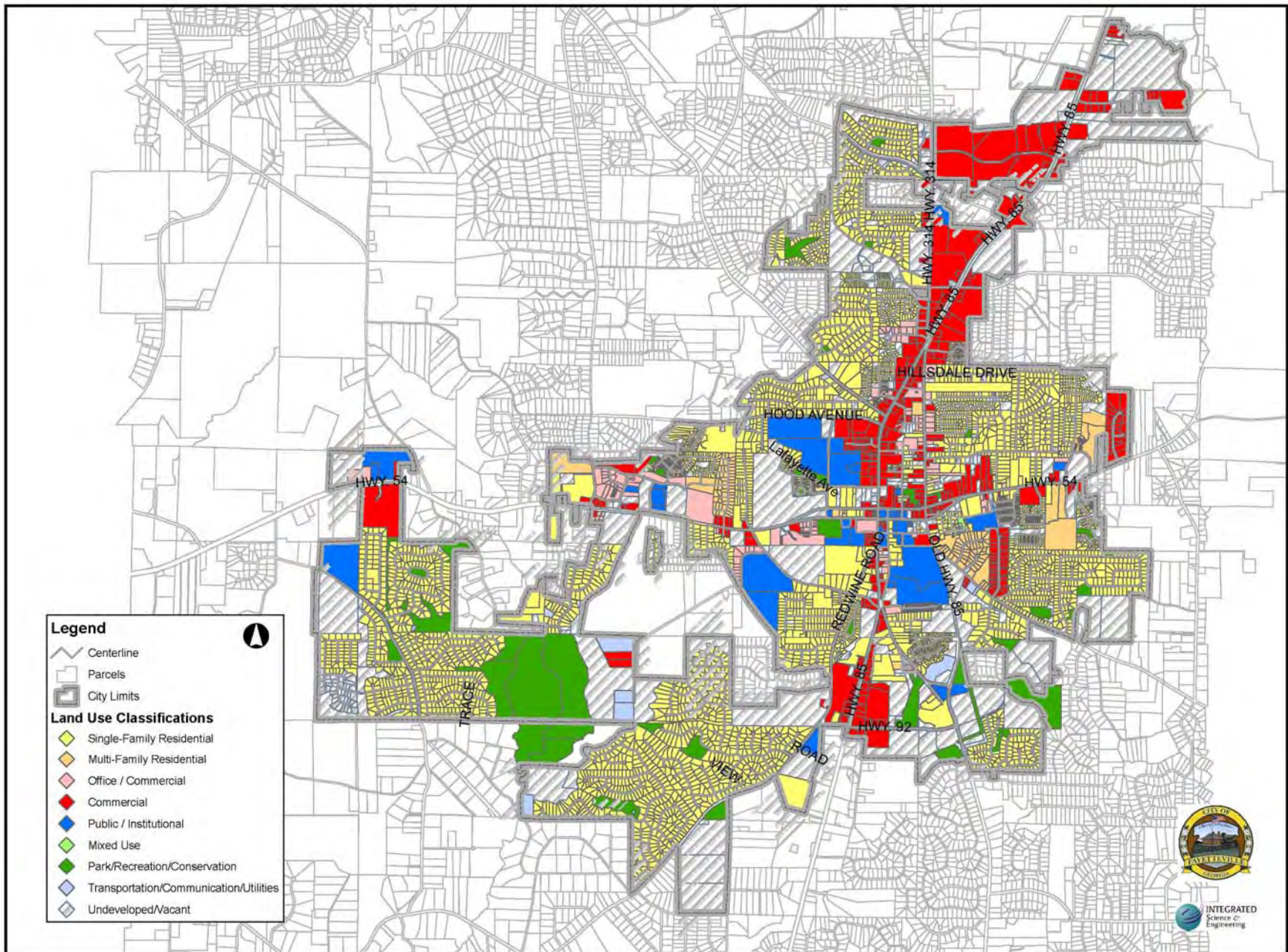
Community Assessment
Character Areas

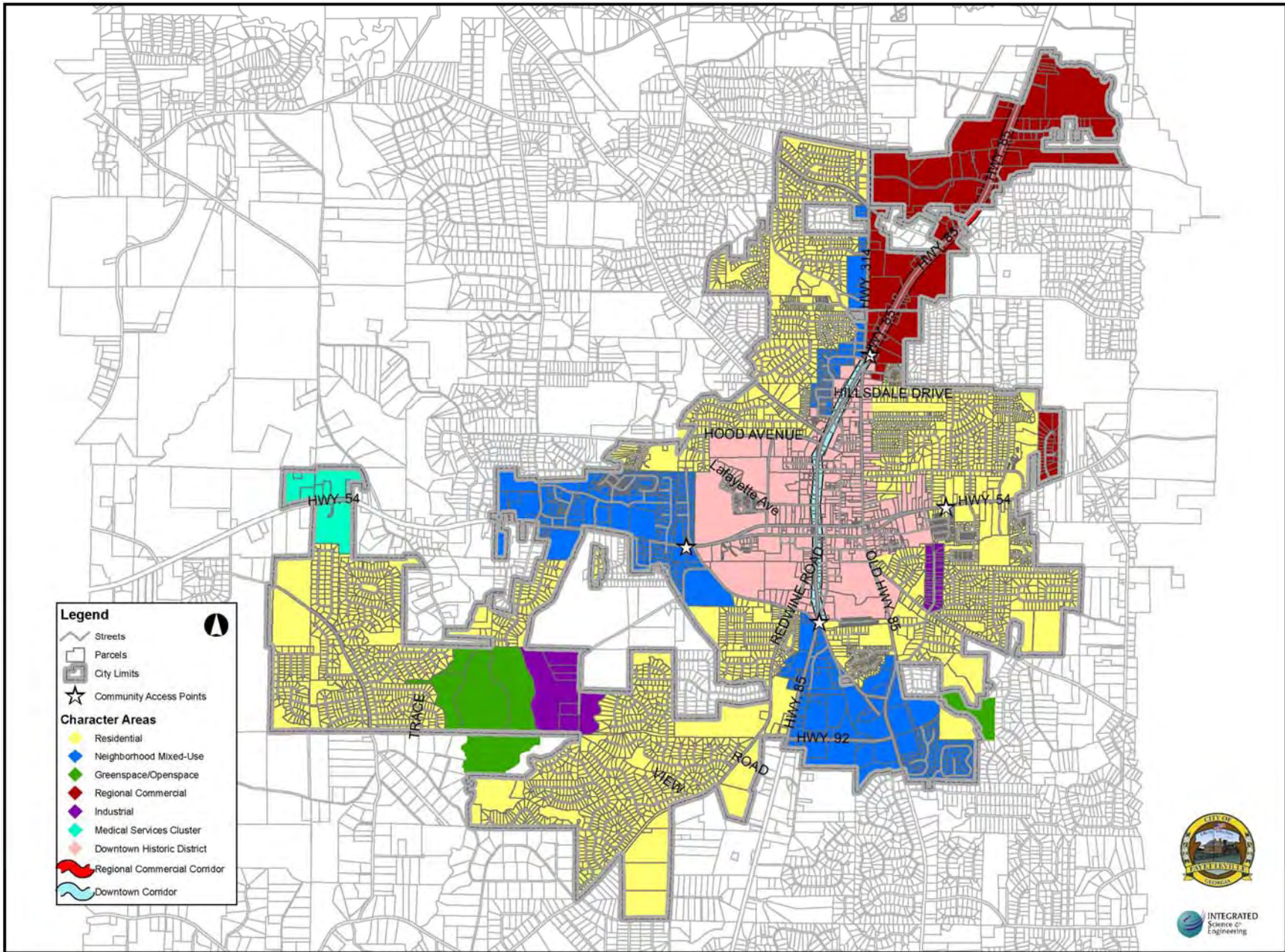- Identify the defining and desirable character of the unique areas/neighborhoods within Fayetteville.

- Develop recommended development strategies for each Character Area.

- Character Areas will influence future Land Use and Zoning decisions within the City.

MEDICAL SERVICES AREA	Area of land masterplanned for the purpose of providing medical services for the Fayetteville community.
NEIGHBORHOOD MIXED USE	Area that has a mix of residential, office, and neighborhood commercial uses. Commercial uses should be designed to meet local residents' daily needs and match the character of the surrounding neighborhoods.
REGIONAL COMMERCIAL	Area that has a concentration of regionally marketed commercial and retail centers, office and employment areas, higher-education facilities, sports and recreational complexes.
RESIDENTIAL	Area where suburban residential subdivision development is occurring or has already occurred.
INDUSTRIAL	Area used in manufacturing, wholesale trade, distribution activities and other similar activities.
DOWNTOWN HISTORIC DISTRICT	This area comprises the historic central business district and immediately surrounding commercial and mixed-use uses, including the Mainstreet and Downtown Development Authority areas.
GREENSPACE	Area of protected open space established for recreation, alternative transportation, or conservation purposes. Includes ecological, cultural and recreational amenities.
COMMUNITY ACCESS POINTS	Developed or undeveloped land at an important entrance or means of access to the community.

Legend

Streets
Parcels
City Limits
Community Access Points

Character Areas
Residential
Neighborhood Mixed-Use
Greenspace/Openspace
Regional Commercial
Industrial
Medical Services Cluster
Downtown Historic District
Regional Commercial Corridor
Downtown Corridor

HWY. 314
HWY. 85
HILLSDALE DRIVE
HOOD AVENUE
Lafayette Ave
HWY. 54
HWY. 54
REDWINE ROAD
OLD HWY. 85
HWY. 85
HWY. 92
TRACE
VIEW
ROAD

CITY OF FAYETTEVILLE GEORGIA
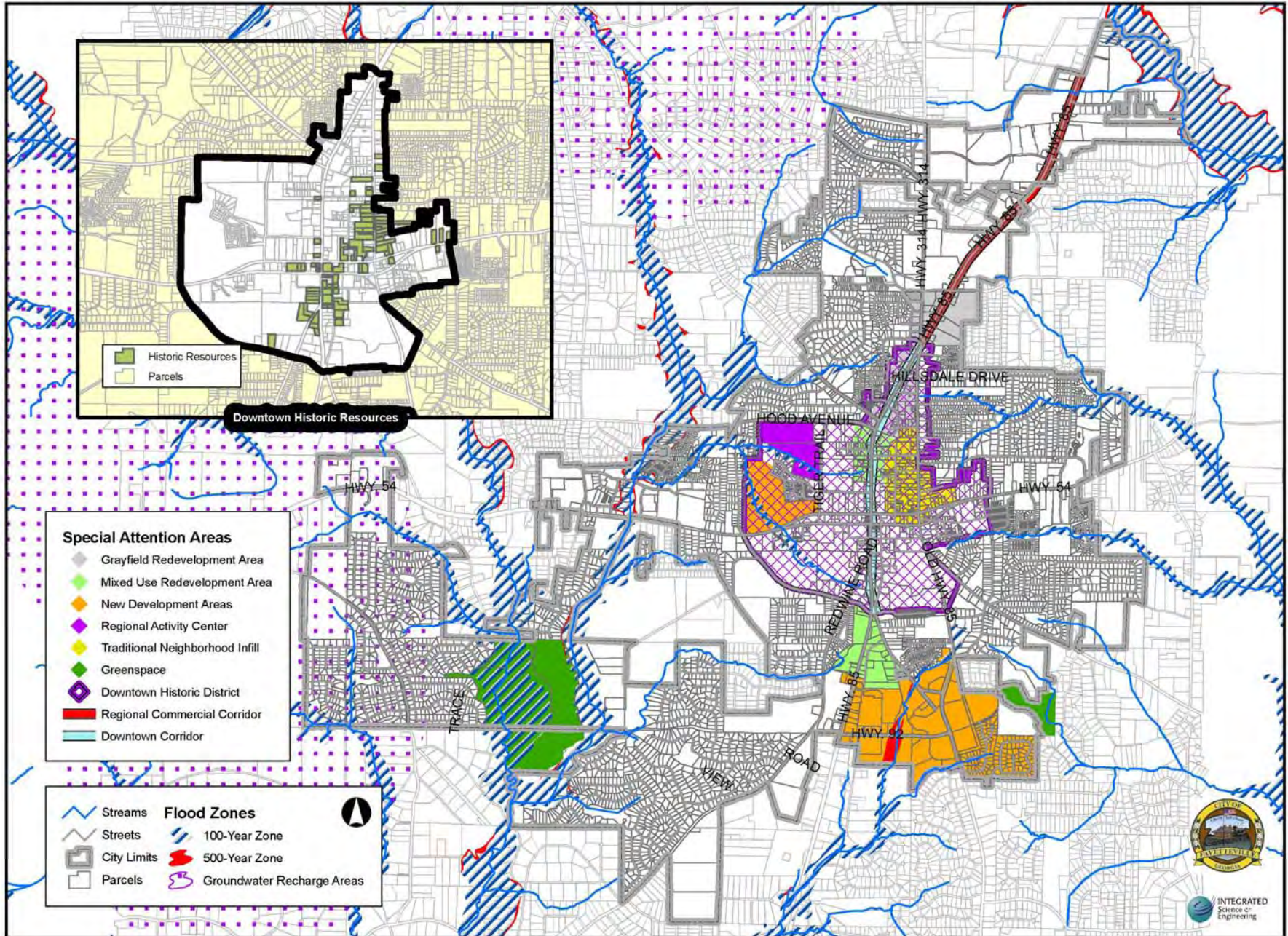
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Community Assessment
Areas Requiring Special Attention

- **Areas where current land use patterns and trends necessitate special attention**

- **Areas identified in Fayetteville:**
  - Areas where Development or Change of Land Use is Likely to Occur
  - Significant Natural Resources
  - Significant Cultural Resources
  - Areas with Significant Infill Development Opportunities
  - Grayfield Redevelopment Sites

Downtown Historic Resources

Historic Resources

Parcels

Special Attention Areas

- Grayfield Redevelopment Area
- Mixed Use Redevelopment Area
- New Development Areas
- Regional Activity Center
- Traditional Neighborhood Infill
- Greenspace
- Downtown Historic District
- Regional Commercial Corridor
- Downtown Corridor

Streams   **Flood Zones**

Streets

City Limits   100-Year Zone

Parcels   500-Year Zone

              Groundwater Recharge Areas

HWY-54

HWY-54

HILLSDALE DRIVE

HOOD AVENUE

HWY-85

HWY-85

HWY-92

TRACE

VIEW ROAD

REDWINE ROAD

TIGER TRAIL

INTEGRATED
Science &
Engineering

Community Assessment
Issues and Opportunities

- Population Growth
- Economic Development
- Housing

- Land Use
- Transportation
- Natural and Cultural Resources
- Facilities and Services
- Intergovernmental Coordination

Quality Community Objectives

DCA adopted Fifteen QCOs:

1. Traditional Neighborhoods
2. Infill Development
3. Transportation Alternatives
4. Regional Identity
5. Resource Conservation
6. Open Space Preservation
7. Environmental Protection

8. Growth Preparedness
9. Appropriate Business
10. Employment Options
11. Housing Choices
12. Education Opportunities
13. Local Self-Determination
14. Regional Cooperation
15. Sense of Place

QCOs should be used as guidelines for future development patterns and policies to encourage sustainable, livable, vital communities.

Fayetteville Comprehensive Plan
Community Participation

- Work with citizen stakeholders to identify issues, challenges & opportunities unique to their community

- Evaluate the current strengths and weaknesses of the area to develop a future plan and vision to guide future growth and development in a well planned manner.

Community Participation Strategies

- Project Team
- Public Meetings
- Stakeholders Committee
- Community Survey
- Handouts
- Website
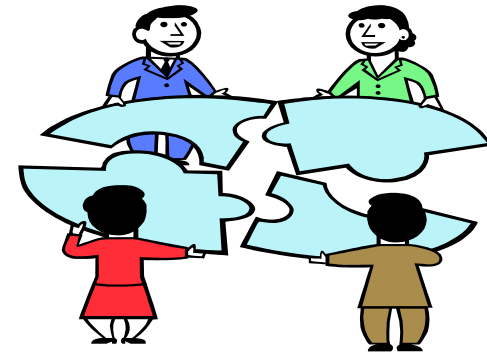
COMPREHENSIVE PLAN COMPONENTS

The Georgia Planning Act of 1989 requires that cities and counties prepare a comprehensive plan. An update to that plan is required every ten (10) years. The underlying concept of the local comprehensive planning requirements is the belief that communities can achieve their goals by addressing a comprehensive range of issues in a local plan, including demographics, economic development, natural and historic resources, housing, community facilities, and land use.

On May 1, 2005, new comprehensive planning rules took effect that created four planning levels (Minimal, Basic, Intermediate and Advanced) into which local governments are divided, based upon a combination of their population size in 2000 and their average annual growth rates for the period from 1990-2000. All jurisdictions in the Atlanta region, including the City of Fayetteville, are held to the highest standard, the Advanced Planning Level.

A comprehensive plan meeting the planning requirements for the Advanced Planning Level must include three components: (1) a Community Assessment, (2) a Community Participation Program, and (3) a Community Agenda, as described below.

Community Assessment

The first part of the comprehensive plan is an objective and professional assessment of data and information about the community that is intended to be prepared without extensive direct public participation. The purpose of the Community Assessment is to present a factual and conceptual foundation upon which the rest of the comprehensive plan is built. Preparation of the Community Assessment is largely a staff or professional function of collecting and analyzing data and information about the community and presenting the results in a concise, easily understood format, such as an executive summary, for consideration by the public and decision-makers involved in subsequent development of the Community Agenda.

There are four required components to the Community Assessment listed below:

1. Identification of Potential Issues and Opportunities. Review the list of typical issues and opportunities provided in the State Planning Recommendations and select those that may be applicable for the community. This initial step is intended to yield an all-inclusive list of potential issues and opportunities for further study, which may be modified through additional analysis.

2. Analysis of Existing Development Patterns. This must include the following three components: existing land use map, an evaluation of existing land use patterns and trends within the jurisdiction of the local

government (including areas that are likely to be annexed within the planning period) to identify any areas requiring special attention, and recommended character areas.

 3.   Analysis of Consistency with Quality Community Objectives. Evaluate the community's current policies, activities, and development patterns for consistency with the Quality Community Objectives.

4.   Supporting Analysis of Data and Information**.** This data may verify potential issues or opportunities identified above; may uncover new issues or opportunities not previously identified; may indicate significant local trends that need to be brought to the attention of decision-makers; may suggest adjustment of recommended character areas (e.g., to avoid intrusion into environmentally sensitive areas, etc.).

Community Participation Program

The second part of the comprehensive plan is a Community Participation Program that describes the local government's strategy for ensuring adequate public and stakeholder involvement in the preparation of the Community Agenda portion of the plan. The purpose of the Community Participation Program is to ensure that the local comprehensive plan reflects the full range of community values and desires, by involving a diverse spectrum of stakeholders in development of the Community Agenda. This broad-based participation in developing the Community Agenda will also help ensure that it will be implemented, because many in the community are involved in its development and thereby become committed to seeing it through.

Community Agenda

The third part of the comprehensive plan is the community's vision for the future as well as its strategy for achieving this vision. Because the Community Agenda provides guidance for future decision-making about the community, it must be prepared with adequate input from stakeholders and the general public. The Community Agenda must include three major components:

1. A community vision for the future physical development of the community, expressed in the form of a map indicating unique character areas, each with its own strategy for guiding future development patterns;

2. List of issues and opportunities identified by the community for further action which is the final, locally agreed upon, list of issues and opportunities the City intends to address. Each of these issues or opportunities must be followed-up with a corresponding implementation measures in the Implementation Program.

3.   Implementation Program is the overall strategy for achieving the Community Vision and for addressing each of the Community Issues and Opportunities. It identifies specific measures to be undertaken by the community to implement the plan.

The required update of comprehensive plans for all local governments in Georgia began in the year 2004 and ends in 2008. Fayetteville's update is required by February 28th, 2007.

FAYETTEVILLE, GEORGIA

"A HISTORY WITH A FUTURE"

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Downtown Development

Planning and Zoning

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  Applications

  Art and Architectural
  Advisory Committee

  Comprehensive Plan

  Livable Centers Initiative
  (LCI) Information

  Long Range Planning

  Monthly Reports

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  Planning and Zoning
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Public Safety

Public Services

Online Services

Bids and RFP's

City's History

New Residents

Comprehensive Plan Update

Printer-friendly Version

Comprehensive Plan

Public Input Needed on City's Comprehensive Plan

The Planning & Zoning Department is soliciting public input on Fayetteville's Comprehensive Plan. Please click Comprehensive Plan Public Opinion Survey and complete our short Public Opinion Survey.

The survey information, in addition to the public input received at community meetings, will be used to guide the goals and objectives of the Comprehensive Plan.

Fayetteville's update is required by February 28th, 2007. For more information, call 770-461-6029.

Comp Plan Components
Overview of Comprehensive Plan (presentation).pdf

Printer-friendly Version

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APPENDIX B
SWOT Analysis Summary
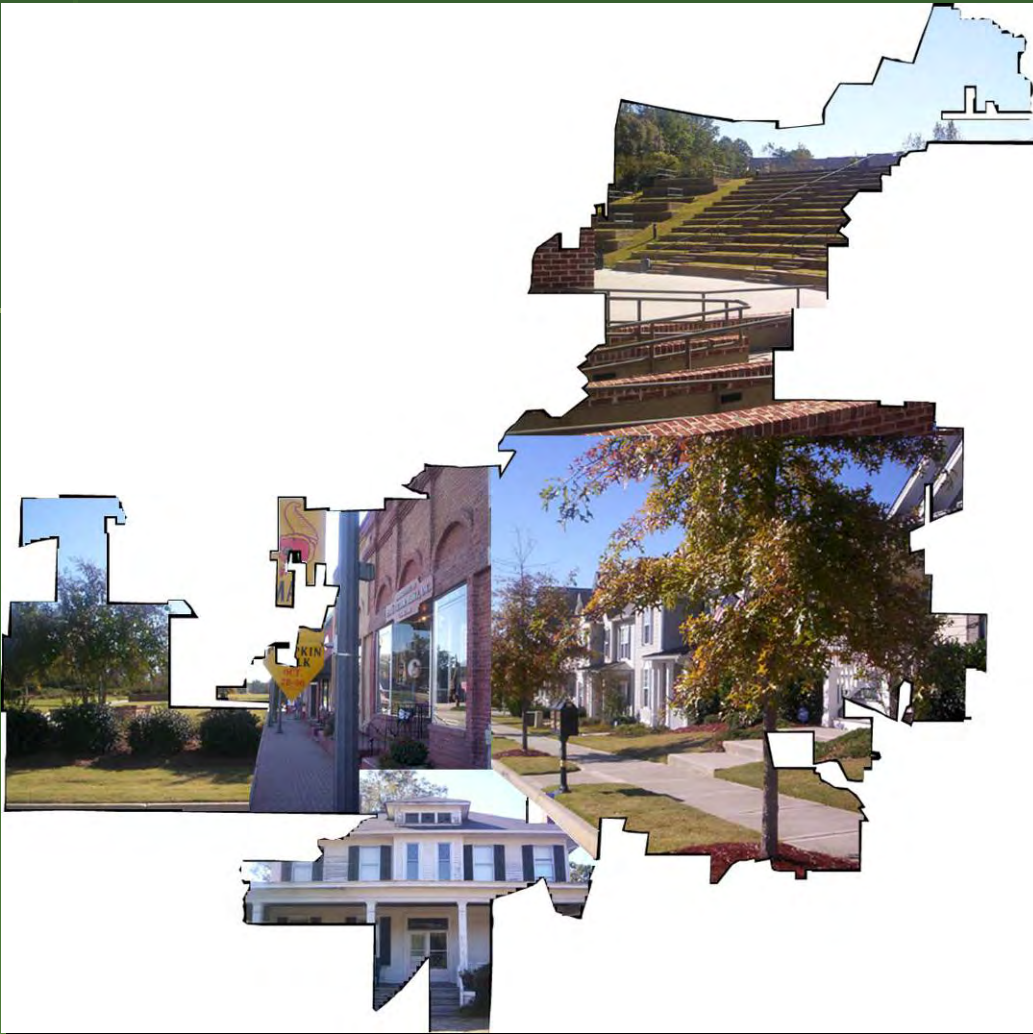
STAKEHOLDER COMMITTEE

March 7, 2006

Meeting # 1 Visioning

Facilitated by:
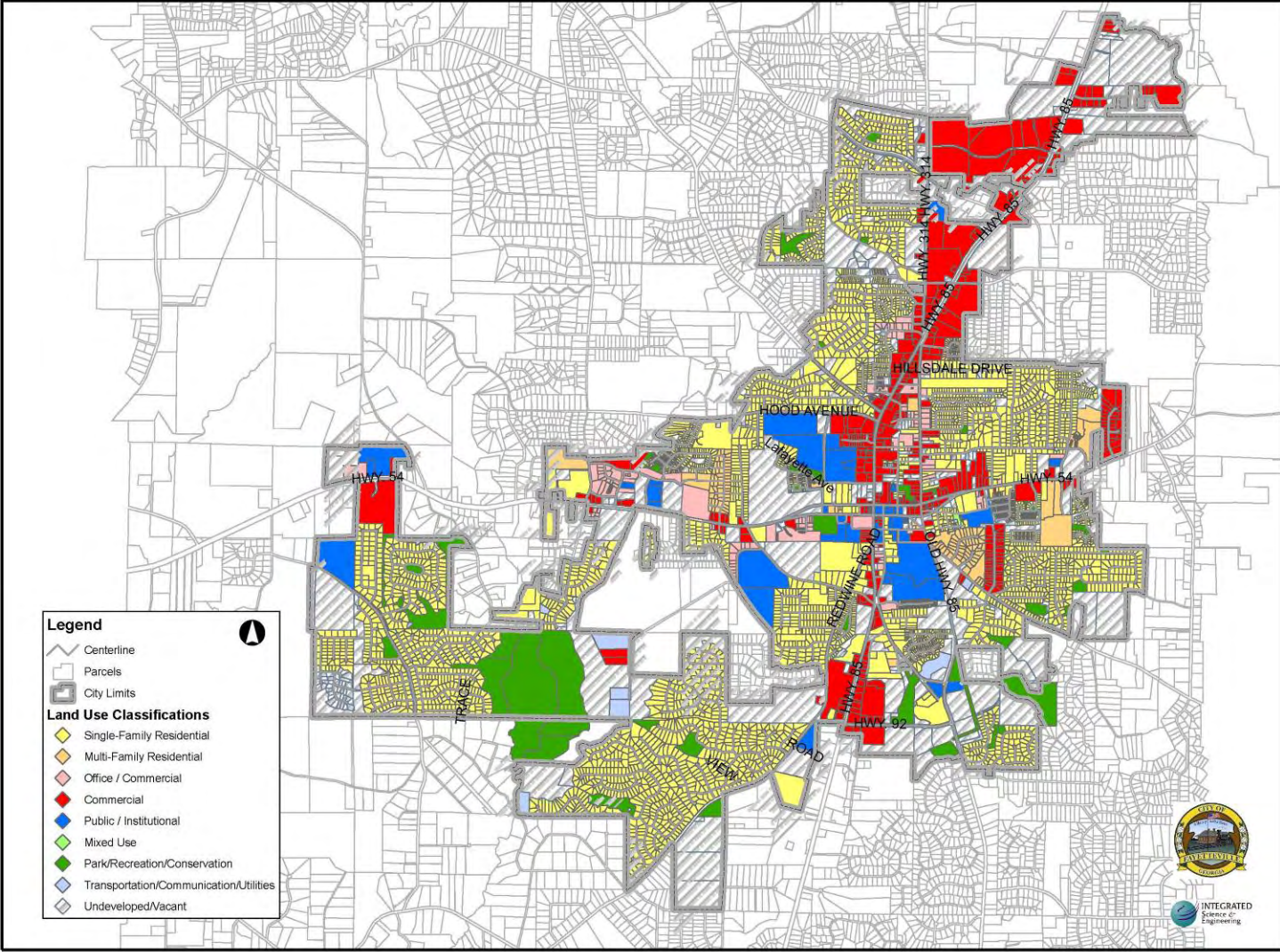
INTEGRATED Science & Engineering

Where are we?
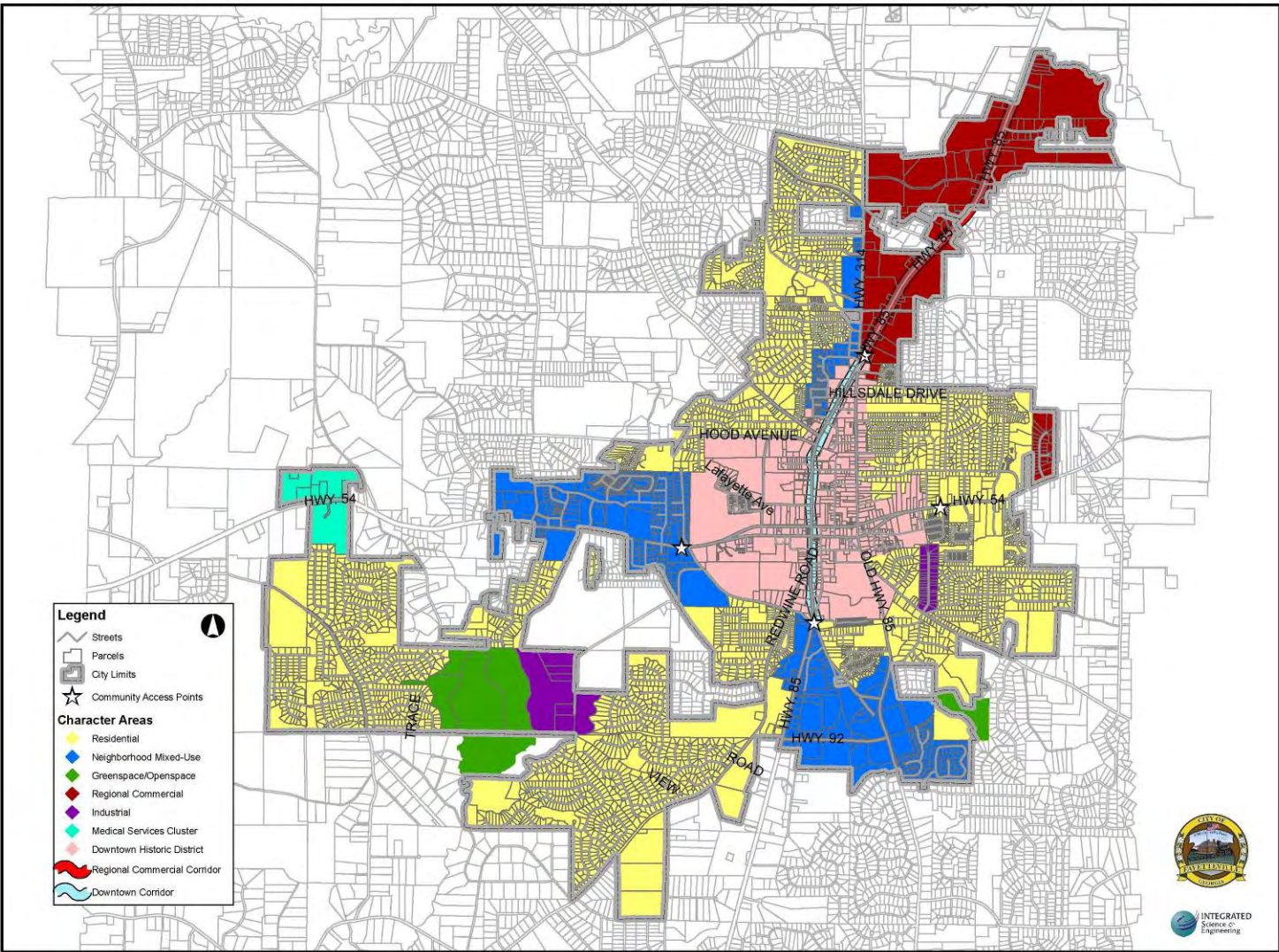
Where we are going?

What we need to address?
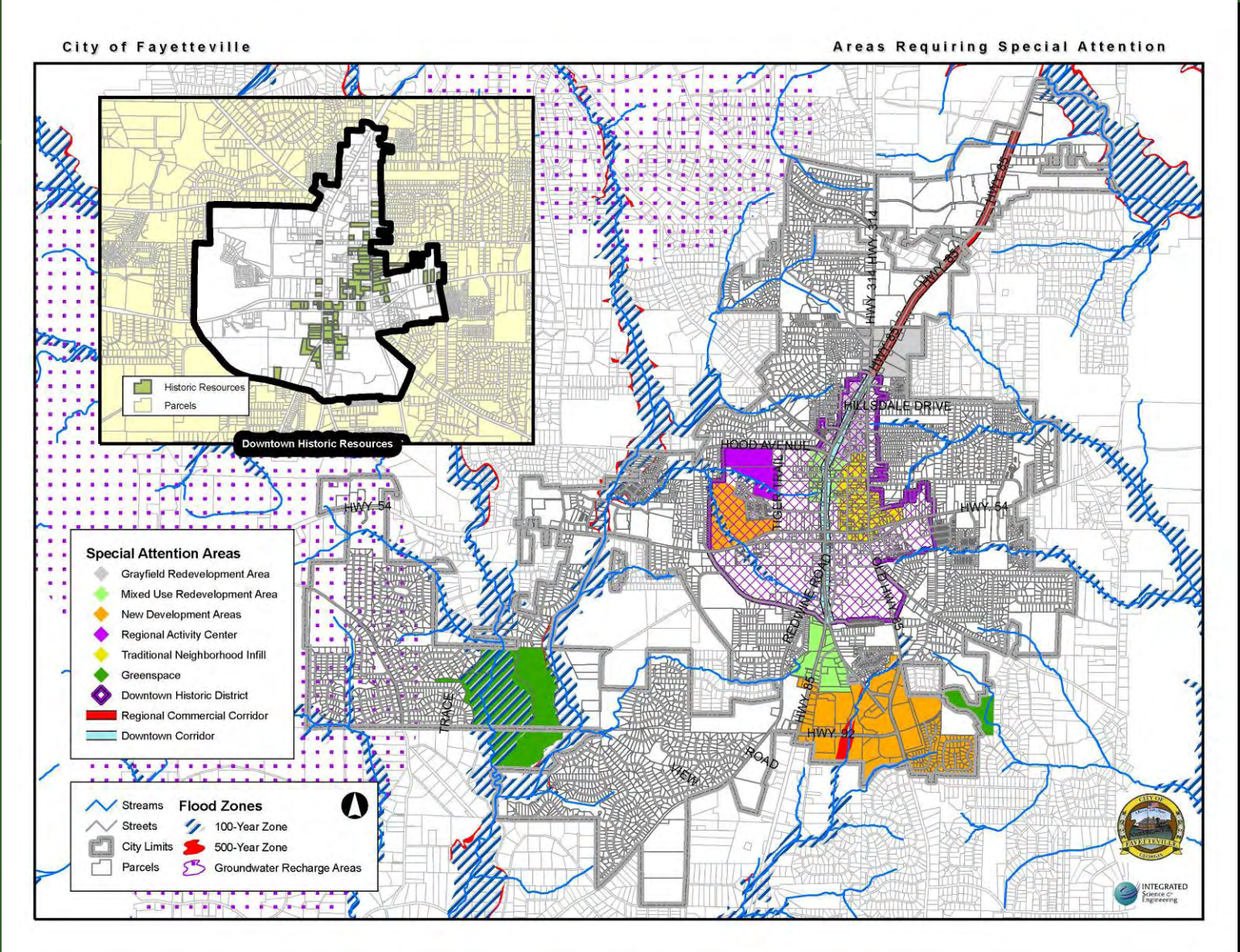
How will we develop our vision for Fayetteville's future?

- Review Stakeholder Input
- SWOT analysis in identified Character Areas
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- Identify priorities for the City of Fayetteville

Public Feedback

- Survey

Character Areas
SWOT Analysis

- Downtown Historic District
- Residential
- Regional Commercial
- Neighborhood Mixed-Use

- Medical Services Cluster
- Industrial
- Community Access Points
- Greenspace

City of Fayetteville

Downtown Historic District
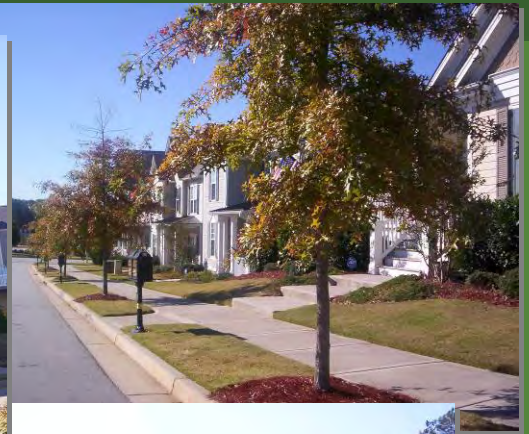
Residential

Regional Commercial

Neighborhood Mixed-Use

Medical Services Cluster

Industrial

Community Access Points

Greenspace

STAKEHOLDER COMMITTEE

May 2, 2006

Meeting # 3:

Issues & Policies

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DCA Requirements

- Issues and Opportunities for Fayetteville
- Policies
  - Policies the City will adopt to provide guidance to local government officials for making decisions consistent with the Community Vision
- Short Term/Long Term Work Program

Issues and Opportunities

- Issues are intended to identify what should be addressed by the Plan
- City wide or area specific
- Organized by Functional Area, such as land use, transportation, economic development
- Opportunities lead to development of Policies and Short Term Work Program

Policies

- Policies the City will adopt to provide guidance to local government officials for making decisions consistent with the Community Vision

- State Planning Recommendations

Short Term Work Program

- Implementation plan
  - Brief description of the activity
  - Timeframe for undertaking the activity
  - Responsible party for implementing the activity
  - Estimated cost (if any) of implementing the activity
  - Funding sources

Issues & Opportunities
Population
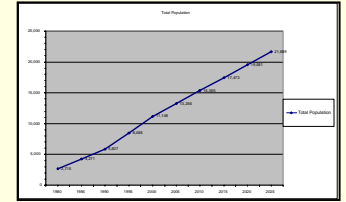
■ Issues

- Percentage of population over 45 is increasing

- Household size will continue to decrease: "empty nesters"

■ Opportunities

- Encourage development of special services and housing for older population.

- Develop alternative housing types for "empty nesters," and single adults

Issues & Opportunities
Economic Development (Regional)

Issues

- Population not large enough to support additional regional commercial business.
- Development of a HWY 85 commercial corridor draws business away from historic downtown.
- Old declining shopping centers/strip malls on HWY 85

Opportunities

- Encourage development of commercial nodes rather than commercial corridor development.
- Encourage redevelopment of declining shopping centers
- Incentives and standards to encourage appropriate development/ redevelopment
- Assess Commercial zoning to ensure it encourages appropriate development

Issues & Opportunities
Economic Development (Downtown)

Issues

- Neighborhood businesses and mixed-use developments are needed.
- Activities/points of interest are needed to attract residents to the DHD.
- Perceived lack of parking

Opportunities

- Fayetteville should continue to be proactive on redevelopment projects in DHD.
- Marketing/incentive strategy needed to attract developers and residents
- Implement streetscape improvements to encourage pedestrian traffic
- Active small business recruitment and retention program
- Establish/encourage additional neighborhood commercial uses where appropriate
- Signage for parking

Issues & Opportunities
Housing

Issues

- Need more housing options
- More residential density in DHD.
- Deterioration and inappropriate redevelopment of historic homes

Opportunities

- Allow for alternative housing types that appeal to "empty nesters," & single adults.
- Identify infill opportunities and encourage infill development in DHD.
- Develop design standards/incentives for infill housing in identified areas.
- Allow for a mix of residential density in appropriate locations near the downtown historic center or employment centers.
- Provide protection for existing historic homes. Encourage restoration of identified properties.

Issues & Opportunities
Land Use

Issues

- Mixed use developments are needed to allow a healthy mix of uses within easy walking/biking distance of residences.
- Pedestrian/bicyclist-friendly environments are needed to encourage alternative forms of transportation.
- Planned mixed-use developments must be monitored to ensure that commercial development is appropriate and suitable to surrounding residential uses.

Opportunities

- Require sidewalks that connect with the existing system/plan within residential developments
- Provide connectivity through bikeways, sidewalks, or multi-use trails from DHD to residential neighborhoods.
- Provide incentives for conservation and new urbanist designs.
- Develop mixed-use neighborhood zoning or overlay districts that allow for neighborhood commercial uses in appropriate areas.

Issues & Opportunities
Transportation

- Issues
  - Fayetteville's main street doubles as a major throughway.
  - Traffic congestion
  - Housing, jobs, daily needs and other activities are not within easy walking distance of one another in the community.

- Opportunities
  - Evaluate and make improvements to intersections that bottleneck traffic along major thoroughfares.
  - Provide connectivity between regional commercial developments, to provide alternate routes to HWY 85.
  - Promote vegetated medians on Hwy 85 as traffic calming and aesthetic improvement measures.
  - Support the County CTP, including any bypass proposals that will alleviate congestion on HWY 85.
  - Sidewalks and bike trails should be well-linked and connect existing destinations

Issues & Opportunities
Natural Resources

Issues

- Community is not aware of resources and the need for protection/preservation.
- Additional greenspace are desired.
- Parks, cultural and historic interest points are not well linked
- Land development activities must not increase the effects of stormwater runoff

Opportunities:

- Implement on-going and active education about resource conservation and protection
- Identify funding to obtain and preserve greenspace. Make Greenspace preservation a priority.
- Create linkages between local trail systems, state designated bike routes, and existing trails/sidewalks
- Implement SWMP in compliance with the City's Phase II MS4 NPDES permit

Issues & Opportunities
Cultural Resources

■ **Issues**

- Downtown historic structures are not always protected or maintained.
- Restored historic structures are underutilized

■ **Opportunities:**

- Develop standards and incentives for historic preservation/restoration.
- Strengthen requirements and design standards set by the historic overlay in the DHD.
- Enforce property maintenance requirements
- Work with historic preservation groups to obtain additional funding and assistance with revitalizations projects.
- Main Street Architectural Advisory Committee to be historic review board.
- Encourage adaptive reuse of existing historic buildings in the downtown historic and traditional neighborhood character areas.
- Encourage public use of the Courthouse
- Provide signage for historic structure
- Historic tours

Issues & Opportunities
Facilities and Services

- Issues
  - Public/institutional buildings in the downtown area that could be better utilized /redeveloped
  - Cultural and educational opportunities are needed in the DHD
  - Future growth will place a burden on existing infrastructure.

- Opportunities:
  - Work with public institutions to redevelop vacant or underutilized public buildings to provide educational/cultural opportunities.
  - Future growth has necessitated expansion of existing the wastewater treatment facility.
  - Masterplan the City by drainage basin, on a prioritized basis, to guide new development and plan the City's Capital Improvement/ Replacement program to alleviate potential stormwater issues arising from existing and future development.

Issues & Opportunities
Intergovernmental Coordination

■ **Issues**
- Coordination with other local governments is necessary to manage regional programs.

■ **Opportunities:**
- Work with other local governments, when mutually beneficial, in order to ensure maintenance of roads; delivery of utility services; public safety, efficient investment in schools and other public buildings.
- Work towards compatibility with land use and development patterns in adjacent areas.
- Coordinate regional programs including: multiuse trail/ greenspace preservation and educational/cultural opportunities.

Next Meeting

- Tuesday, June 20?
- Review Draft of Agenda
    - Character Areas (future Land Use)
    - Policies
    - Short Term Work Program
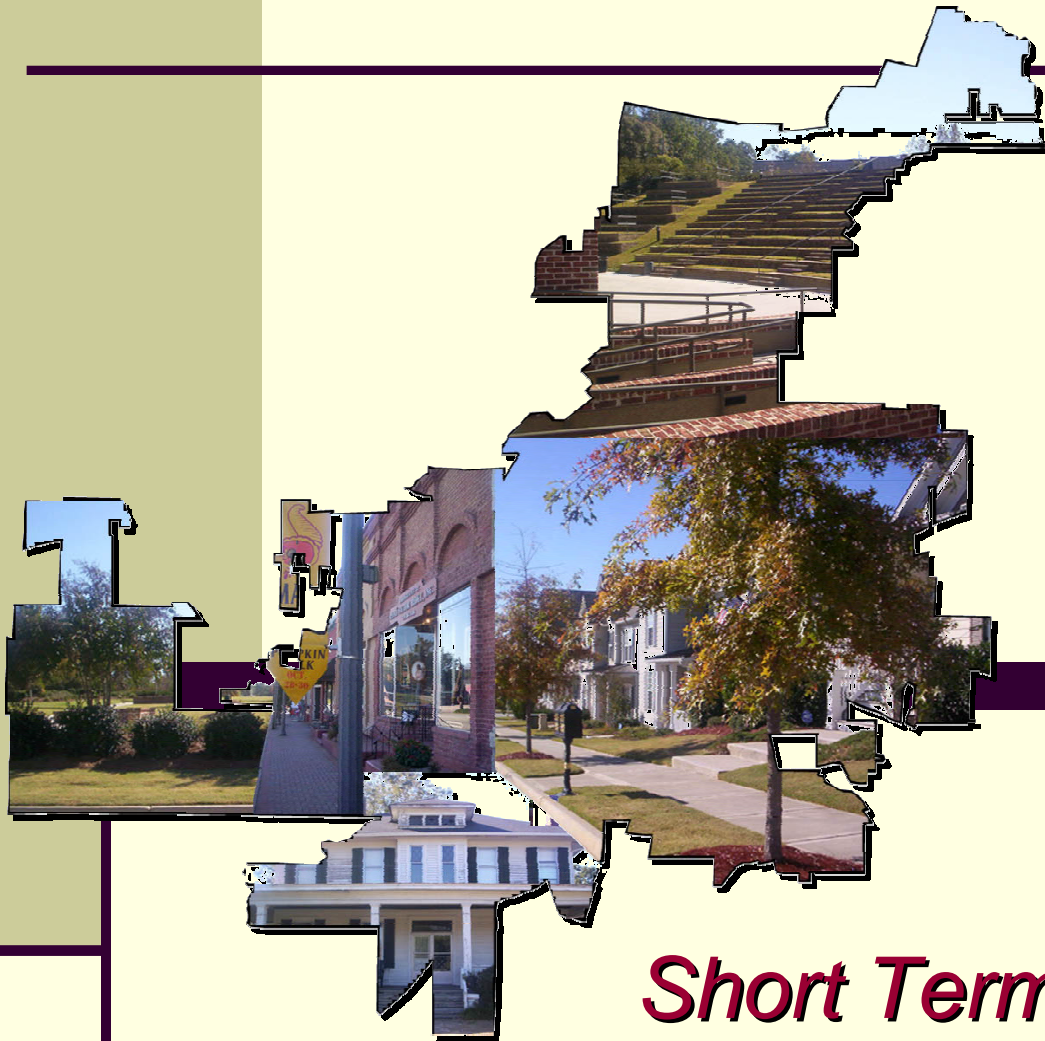
STAKEHOLDER COMMITTEE

June 20, 2006

Meeting # 4:

Short Term Work Program

INTEGRATED
Science &
Engineering

Community Agenda

- **Community Vision**
  - Overall Vision Statement
  - Summary of Public Participation
- **Character Areas (future Land Use)**
  - Vision for Each Character Area
  - Development Patterns
  - Development Strategies
- **Issues & Opportunities**
- **Policies**
- **Short Term Work Program**

Short Term Work Program

- Implementation plan
  - Brief description of the activity
  - Timeframe for undertaking the activity
  - Responsible party for implementing the activity
  - Estimated cost (if any) of implementing the activity
  - Funding sources

Short Term Work Program

Natural Resources

- Utilize available material to educate and increase awareness of community resources
- Complete an inventory of environmentally sensitive areas and significant environmental areas for (potential) preservation
- Develop an Openspace Plan that includes development of recreational parks, protection of greenspace, establishment of greeenways/multiuse trails, connectivity between parks, trails, and greenspace, and environmental education.
- Seek funding sources to implement the Greenspace Plan
- Work with BOE to develop an outdoor classroom for environmental education purposes.
- Implement SWMP including compliance with Cities Phase II MS4 NPDES permit and masterplanning/CIP program.

Short Term Work Program

Cultural Resources

- Develop an inventory of historic resources in Fayetteville
- Identify historic structures that could be restored and utilized as part of an Adaptive Reuse Program
- Utilize the Main Street Architectural Committee as a Historic Preservation Board to oversee preservation efforts
- Work with historic preservation groups to identify funding sources for City-sponsored restoration and redevelopment projects in the DHD
- Provide signage for historic resources
- Promote organized tours of the DHD

Short Term Work Program

Economic Development

- Develop an active small business recruitment and retention program.
- Consider revising liquor laws in the DHD to encourage restaurants to locate in the DHD
- Identify properties available for commercial infill development or redevelopment.
- Develop a marketing strategy to encourage appropriate businesses to locate in the Downtown Historic District
- Develop a campaign to promote the historic resources of the area to tourist (include walking tours, biking tours, etc.)
- Develop new signage to call attention to available parking, businesses, historic resources and cultural amenities in the DHD
- Establish events/activities to attract residents to the downtown area
- Facilitate a program to simplify the permitting process for DHD redevelopment projects
- Amend Zoning Ordinance to allow for development of commercial nodes on Hwy 85
- Identify greyfield shopping centers to be targeted for redevelopment
- Work with private owners to ensure the appropriate redevelopment of greyfields.

Short Term Work Program

Land Use

- Review and amend Historic District overlay to include design and architectural standards for new development, infill development, and redevelopment that match this historic character of the area and provide consistency with surrounding land uses
- Develop design and architectural standards for redevelopment and/or new development in regional commercial areas to assure consistency with surrounding land uses
- Work with developers to facilitate mixed-use developments in identified areas
- Work with developers to facilitate the development of Conservation and/or New Urbanist subdivisions.
- Enforce requirement for sidewalks in new residential development and require that these sidewalks conform with the City's Sidewalk Plan.
- Review and amend Zoning Ordinance as needed to allow for the development of commercial uses to serve residential neighborhoods proximate to those neighborhoods.
- Identify opportunities to provide connectivity between residential areas and other uses through multi-use trials/sidewalks and greenspace. Include in the Greenspace Plan.

Short Term Work Program
Facilities & Services

- Work with public institutions to redevelop vacant or underutilized public buildings in the DHD.

- Promote Tourism in the DHD by opening the Old Court House for public viewing//use

- Expand the existing wastewater treatment facility to accommodate additional capacity.

- Work with developers to establish special services and housing for an older population near the Medical Cluster

- Continue to implement capital improvement programs

- Utilize existing infrastructure by encouraging infill and redevelopment as apposed to greenfield development

- Continue to assess the needs of a growing community and update infrastructure accordingly.

Short Term Work Program
Housing

- Identify areas desirable for residential infill development and redevelopment
- Identify existing structures appropriate for conversion or restoration to provide housing.
- Work with development community to provide future housing through infill development and redevelopment
- Allow for a mix of residential densities in appropriate areas near the DHD or employment centers
- Review and amend Zoning Ordinance and design standards to ensure that they allow for a variety of housing options
- Work with local banks to provide education and assistance to increase the percentage of home ownership

Short Term Work Program

Transportation

- Support the County CTP, including bypass to alleviate congestion on HWY85.
- Provide educational material for residents that promotes alternative transportation modes (walking, biking, etc.) in the City
- Explore potential for public transportation from Medical area to key locations in the City
- Require inter-connectivity of roadways within and between new and existing commercial and mixed use developments.
- Continue to implement the City Sidewalk Plan and update as necessary.
- Coordinate with DOT to implement streetscape/vegetated median improvements on HWY 85 in the DHD.

Stakeholder Summary

- Public Hearings: September 2006

- Agenda Submittal: October 2006
  - DCA Review
  - Revise Agenda

- Agenda Approval February 2007
  - City Council Adoption

Summary

ATTENDEES

The following Stakeholders were in attendance at this meeting

Joe Morton	Sarah Murphy	Ryan Duffy
Jerry Whitaker	John Gordon	Brian Cardoza
Ken Steele	Chet Enigenburg	Virginia Gibbs
Nancy Price	Dennis Chase	Robert Jordan
Larry Dell	Alex Thompson	James Crain
Lane Brown	Gary Baumgardner	Eldridge Gunn
Don Easterbrook		

Staff present from ISE included:

Ron Feldner
Ed DiTommaso
Courtney Power

INTRODUCTION

The Mayor opened the meeting by welcoming stakeholders, providing a brief description of the process to date, and leading introduction of the entire stakeholder group. Courtney Power then began the presentation by expanding on the description of the Community Assessment and Participation Plan. Courtney also discussed the proposed process for establishing a vision and introduced the concept of a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats.)

COMMUNITY SURVEY

The City has created a survey to gather citizen input on planning priorities and issues within the City of Fayetteville. Eldridge Gunn provided handouts and made a presentation to the Stakeholder group summarizing the twelve (12) survey results that had been received to date. Eldridge spoke to the group about the tentative conclusions that could be made based on the preliminary results. The City will continue to collect survey results until the development of the Draft Community Agenda is complete.

VISIONING

The Stakeholder Group began a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of the Character Areas as outlined in the Community Assessment. The results of the analysis were as follows:

City of Fayetteville

The Stakeholders general vision for the City as a whole is as a community with a wealth of existing resources including natural, cultural, historical, and commercial. The City has abundant opportunities to work internally and with regional partners to protect and promote these resources as an amenity for residents and tourists alike.

Strengths	Weaknesses	Opportunities	Threats
Protects natural resources	Not well connected to community	Reduce lot sizes in subdivisions and add greenspace	Public perception as it relates to smaller lot sizes
Provides recreational areas for residents	Not enough acreage of greenspace	Acquire greenspace in environmentally sensitive areas	Poor maintenance
		Maintain greenspace in natural state for passive recreation	Lack of defined responsibilities
		Promote as tourist amenity	
		Need for public education about the benefits	
		Educate developers	
		Work with regional partners	
		Use of greenspace as an educational tool	

Downtown Historic District

The Stakeholder's general vision of the DHD, as defined in the Community Assessment, is as the heart of the community, a unique and defining element of the City. There is great potential for revitalization by improving pedestrian mobility and creating a destination for residents and tourist that includes historic resources, shopping and dining.

Strengths	Weaknesses	Opportunities	Threats
Historic buildings and resources	Public perception of parking	Restoration of historic buildings as commercial establishments	Regional Commercial Development may take away from downtown businesses
Mixed uses	Lack of pedestrian traffic	Downtown shopping / restaurants	Destruction of historic buildings
Sidewalks and street trees	Pedestrian environment (crossing at major roads)	Multi-use trails and sidewalks to connect to nearby neighborhoods	
Minimal front/side setbacks	Lack of viable downtown businesses	Implementation of sidewalk plan	
Neighborhood commercial businesses	Lack of developable space	Inventory of historic preservation, infill and redevelopment opportunities	
Amphitheater		Provide better public utilization/ access to the courthouse	
Main Street Committee and DDA		Create pedestrian traffic by linking courthouse to trail system	
		Use the courthouse as an anchor/community center	
		City "districts' that incorporate appropriate uses as they approach the downtown	
		Downtown trolley / historic tours	

Residential

The Stakeholders' vision for the residential areas of Fayetteville is for safe, attractive, pedestrian friendly neighborhoods that provide a mix of housing opportunities, have a unique and defining neighborhood focal point, and are interconnected through a system of greenspace and multi-use trails.

Strengths	Weaknesses	Opportunities	Threats
Sidewalks and trees	High dependence on automobiles	Create neighborhood focal points, e.g. schools, community centers, neighborhood commercial	Suburban areas become disconnected from downtown
School systems	Lack of connectivity between neighborhoods from a emergency services standpoint	Add traffic calming improvements, e.g. sidewalks, trees	Perception problem with high density development
Offer a variety of housing options		Connections via greenspace, bike paths, etc.	Difficulty in redevelopment/infill development
Diversity of income ranges		Appropriate Infill development	
Safe neighborhoods		Greyfield developments	
Minimal traffic in subdivisions		Higher density development to account for projected regional growth	
		market redevelopment opportunities	

Regional Commercial

The Stakeholder's vision for regional commercial development in Fayetteville is for attractive well planned shopping centers to provide ample shopping opportunities for residents of Fayetteville and surrounding areas and to provide a decent tax base and revenue source for the City.

Strengths	Weaknesses	Opportunities	Threats
Variety of shopping options	Increases traffic		Can lead to strip development
Provides Jobs		Encourage redevelopment of declining/underused shopping centers	Too much commercial
Brings in people/revenue from outside city			Impact of intensive developments on surrounding properties
Increases Tax Base			Perception of "old" versus "new" development
Stringent design standards			Proximity of commercial development to downtown

Mixed Use

The Stakeholder's vision for mixed-use development in the City is for a mix of appropriate residential, office, and commercial uses near the downtown area to provide a live/work/shop environment and a more vital downtown center.

Strengths	Weaknesses	Opportunities	Threats
Creates a more vibrant downtown area		Provides a designation for walking/biking	Lack of understanding / perception by citizens
Increases pedestrian traffic in mixed-use areas		Can reduce some dependence on automobile	Potential for noise/activity for residents
Reduces need for automobile		Will increase pedestrian traffic in mixed use areas	
Historic renovations for mixed uses		Residential upstairs / commercial downstairs in DHD	
Provides a live/work environment		Standards should ensure that uses and design are compatible with surrounding neighborhood	

Medical Cluster

The stakeholders vision for the medical cluster on HWY 54 is for a masterplanned medical center that can provide medical and assisted living services to city and regional residents. Such a center would provide a mix of uses to serve the people working and utilizing the center.

Strengths	Weaknesses	Opportunities	Threats
Provides jobs	Disconnected from rest of city	Commercial development opportunities	Allowing unwanted suburban development
Increases tax base	High traffic along major roads (54)	Provide assisted living and elderly housing	Failure to develop a plan for the undeveloped part of the area
Concentration of medical uses in one area		Mix of land uses	
Brings in people from outside city		Create walkable / pedestrian friendly corridors	
Provide assisted living and elderly housing		Provides for an aging population	
		Create masterplan for park with design standards for development	
		Access and services according to plans	

Industrial

The stakeholder's vision for the limited industrial land that exists within the City is for small, masterplanned parks to accommodate light industrial activities so as to provide jobs and a tax base for the City.

Strengths	Weaknesses	Opportunities	Threats
Provides jobs	Too intensive for residential areas	Promote design guidelines that protect environment and improve aesthetics of industrial sites	Can lead to environmental issues if not monitored
Tax base	General aesthetics of industrial areas	Masterplanning	
Lack of infrastructure to support heavy industrial uses	Lack of infrastructure to support heavy industrial uses	Integration of landscape designs / planning	
		Shift focus from old-industrial to more high-tech	

Community Access Points

The Stakeholders vision for community access points is for attractively landscaped signs at appropriate City access points that communicate a message of welcome and covey information about the City's resources to residents and visitors alike.

Strengths	Weaknesses	Opportunities	Threats
Provides a sense of place		Develop new signage	Lack of maintenance
Encourages tourism		Place landscaped signage at major entrance points	
Shows civic pride		Communicate message about Fayetteville	
		Directional signage for landmarks / historic features	

Greenspace

The Stakeholders vision for greenspace in the community is to identify and preserve tracks of greenspace to preserve natural resources and provide places for passive recreation and environmental education.

Strengths	Weaknesses	Opportunities	Threats
Protects natural resources	Not well connected to community	Reduce lot sizes in subdivisions and add greenspace	Public perception as it relates to smaller lot sizes
Provides recreational areas for residents	Not enough acreage of greenspace	Acquire greenspace in environmentally sensitive areas	Poor maintenance
		Maintain greenspace in natural state for passive recreation	Lack of defined responsibilities
		Promote as tourist amenity	
		Need for public education about the benefits	
		Educate developers	
		Work with regional partners	
		Use of greenspace as an educational tool	

APPENDIX C
Online Survey Description & Results

Results for: City of Fayetteville Comprehensive Plan Public Opinion Survey

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1) Which of the following categories describes your age?

		Percentage	Responses
Under 20		0.0	0
20-34		14.5	23
35-49		56.6	90
50-64		25.2	40
65 and older		3.8	6
	Total responses:		**159**

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2) What portion of Fayetteville do you live in?

		Percentage	Responses
North		13.2	21
South		25.8	41
East		6.9	11
West		49.7	79
I do not live in Fayetteville		4.4	7
	Total responses:		**159**

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3) How long have you lived in Fayetteville?

		Percentage	Responses
0-5 years		52.9	82
6-10 years		24.5	38
11-15 years		5.2	8
16-29 years		11.6	18
Over 30 years		5.8	9
	Total responses:		**155**

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4) Please rate the following characteristics according to how important they were to you when you moved to Fayetteville.

	1 Most Important	2 Important	3 Not Important	Responses	Average Score
Employment/Job	47 (30.52%)	57 (37.01%)	50 (32.47%)	154	2.02 / 3 (67.33%)
The military	9 (5.96%)	14 (9.27%)	128 (84.77%)	151	2.79 / 3 (93.00%)

	1 Most Important	2 Important	3 Least Important	Responses	Average Score
To be close to family and friends	35 (23.18%)	43 (28.48%)	**73 (48.34%)**	151	2.25 / 3 (75.00%)
To be located in the Atlanta Metro Region	30 (20.13%)	**78 (52.35%)**	41 (27.52%)	149	2.07 / 3 (69.00%)
The general aesthetics and attractiveness of the area	**92 (59.74%)**	58 (37.66%)	4 (2.60%)	154	1.43 / 3 (47.67%)
The variety of retirement living options	9 (6.04%)	19 (12.75%)	**121 (81.21%)**	149	2.75 / 3 (91.67%)
The quality of health care	34 (22.52%)	**81 (53.64%)**	36 (23.84%)	151	2.01 / 3 (67.00%)
The quality of schools	**116 (74.36%)**	21 (13.46%)	19 (12.18%)	156	1.38 / 3 (46.00%)
The cultural activities available here	20 (13.33%)	**76 (50.67%)**	54 (36.00%)	150	2.23 / 3 (74.33%)
The recreational activities available here	29 (19.46%)	**88 (59.06%)**	32 (21.48%)	149	2.02 / 3 (67.33%)
The affordability of the area	60 (38.46%)	**77 (49.36%)**	19 (12.18%)	156	1.74 / 3 (58.00%)
					2.06 / 3 (68.67%)

5) Please rate each of the following characteristics according to how important they were to you when you moved into your current neighborhood.

	1 Most Important	2 Important	3 Least Important	Responses	Average Score
It's close to my job	47 (30.52%)	**61 (39.61%)**	46 (29.87%)	154	1.99 / 3 (66.33%)
It's close to my family	32 (20.92%)	46 (30.07%)	**75 (49.02%)**	153	2.28 / 3 (76.00%)
My friends live in this neighborhood	8 (5.33%)	29 (19.33%)	**113 (75.33%)**	150	2.70 / 3 (90.00%)
I like the convenience of shopping in the neighborhood	26 (17.22%)	**71 (47.02%)**	54 (35.76%)	151	2.19 / 3 (73.00%)
I like the open spaces/parks	45 (29.80%)	**85 (56.29%)**	21 (13.91%)	151	1.84 / 3 (61.33%)
I am close to my children's schools	**67 (44.08%)**	36 (23.68%)	49 (32.24%)	152	1.88 / 3 (62.67%)
The neighborhood is secure	**107 (69.93%)**	42 (27.45%)	4 (2.61%)	153	1.33 / 3 (44.33%)
The houses are in my price range	**94 (60.65%)**	50 (32.26%)	11 (7.10%)	155	1.46 / 3 (48.67%)
					1.96 / 3 (65.33%)

6) Do you feel there are adequate employment opportunities in the City of Fayetteville?

		Percentage	Responses
Yes		44.0	70
No		56.0	89
	Total responses:		159

7) Are there adequate retail shopping opportunities in the City of Fayetteville?

		Percentage	Responses
Yes		88.7	141
No		11.3	18
	Total responses:		159

8) Are there adequate restaurant options in the City of Fayetteville?

		Percentage	Responses
Yes		53.5	85
No		46.5	74
	Total responses:		159

9) Would you be in favor of setting aside portions of subdivisions as permanently protected greenspace even if it meant smaller lot sizes?

		Percentage	Responses
Yes		77.1	121
No		22.9	36
	Total responses:		157

10) Please rate your level of satisfaction with each of the following.

	1 Very Satisfied	2 Satisfied	3 No Opinion	4 Dissatisfied	5 Very Dissatisfied	Responses	Average Score
Tree protection efforts in your neighborhood	26 (16.46%)	68 (43.04%)	32 (20.25%)	21 (13.29%)	11 (6.96%)	158	2.51 / 5 (50.20%)
Solid waste collection	24 (15.19%)	86 (54.43%)	22 (13.92%)	21 (13.29%)	5 (3.16%)	158	2.35 / 5 (47.00%)
Parks	10 (6.41%)	82 (52.56%)	22 (14.10%)	30 (19.23%)	12 (7.69%)	156	2.69 / 5 (53.80%)
Bike paths and biking trails	6 (3.82%)	41 (26.11%)	31 (19.75%)	57 (36.31%)	22 (14.01%)	157	3.31 / 5 (66.20%)
Sidewalks	25 (15.92%)	61 (38.85%)	12 (7.64%)	40 (25.48%)	19 (12.10%)	157	2.79 / 5 (55.80%)
Drainage Systems	19 (12.18%)	94 (60.26%)	20 (12.82%)	9 (5.77%)	14 (8.97%)	156	2.39 / 5 (47.80%)
Cleanliness of public spaces	29 (18.35%)	85 (53.80%)	17 (10.76%)	20 (12.66%)	7 (4.43%)	158	2.31 / 5 (46.20%)

2.62 / 5
(52.40%)

11) Do you think the City needs more, less or the same amount of the following types of housing?

	1 More	2 Less	3 Same	4 Don't Know/No Opinion	Responses	Average Score
Single-Family Residential	56 (35.22%)	21 (13.21%)	71 (44.65%)	11 (6.92%)	159	2.23 / 4 (55.75%)
Apartments	5 (3.16%)	105 (66.46%)	31 (19.62%)	17 (10.76%)	158	2.38 / 4 (59.50%)
Townhomes/Condominiums	30 (18.99%)	65 (41.14%)	46 (29.11%)	17 (10.76%)	158	2.32 / 4 (58.00%)
Mixed Use Residential	24 (15.29%)	58 (36.94%)	28 (17.83%)	47 (29.94%)	157	2.62 / 4 (65.50%)
						2.39 / 4 (59.75%)

12) Do you feel there is a need for more of the following special housing in the City?

	1 Yes	2 No	3 Don't Know	Responses	Average Score
Housing for young couples/families	56 (35.22%)	70 (44.03%)	33 (20.75%)	159	1.86 / 3 (62.00%)
Housing for low income households	13 (8.18%)	119 (74.84%)	27 (16.98%)	159	2.09 / 3 (69.67%)
Adult housing (55+)	75 (47.17%)	55 (34.59%)	29 (18.24%)	159	1.71 / 3 (57.00%)
Housing for disabled or individuals with special needs	59 (37.11%)	50 (31.45%)	50 (31.45%)	159	1.94 / 3 (64.67%)
					1.90 / 3 (63.33%)

13) Are you satisfied with the layout and architectural design of the following types of new developments?

	1 Yes	2 No	3 Don't Know	Responses	Average Score
Commercial Development	101 (63.52%)	53 (33.33%)	5 (3.14%)	159	1.40 / 3 (46.67%)
Residential Development	115 (72.33%)	36 (22.64%)	8 (5.03%)	159	1.33 / 3 (44.33%)
Historic Development	91 (57.23%)	38 (23.90%)	30 (18.87%)	159	1.62 / 3 (54.00%)
					1.45 / 3 (48.33%)

14) Which of the following patterns of commercial development do you think is best for the City?

		Percentage	Responses
Concentrated in limited locations along major streets		57.9	92
Scattered throughout the City		20.8	33
In designated areas within each neighborhood		15.1	24
I don't know		6.3	10
		Total responses:	159

15) How much of a priority do you feel the following issues are for the City of Fayetteville?

	1 High Priority	2 Priority	3 Low Priority	4 Not a Priority	Responses	Average Score
Community Character	85 (54.84%)	57 (36.77%)	11 (7.10%)	2 (1.29%)	155	1.55 / 4 (38.75%)
Downtown Revitalization	69 (44.23%)	62 (39.74%)	25 (16.03%)	0 (0.00%)	156	1.72 / 4 (43.00%)
Historic Preservation of the Downtown	72 (46.45%)	51 (32.90%)	31 (20.00%)	1 (0.65%)	155	1.75 / 4 (43.75%)
Availability of cultural resources within the City	37 (23.57%)	64 (40.76%)	47 (29.94%)	9 (5.73%)	157	2.18 / 4 (54.50%)
Alternate transportation	23 (14.65%)	29 (18.47%)	52 (33.12%)	53 (33.76%)	157	2.86 / 4 (71.50%)
Creating a guideline for future development	98 (62.42%)	49 (31.21%)	7 (4.46%)	3 (1.91%)	157	1.46 / 4 (36.50%)
Neighborhood commercial development	16 (10.32%)	43 (27.74%)	62 (40.00%)	34 (21.94%)	155	2.74 / 4 (68.50%)
Walkable communities	74 (46.84%)	56 (35.44%)	15 (9.49%)	13 (8.23%)	158	1.79 / 4 (44.75%)
Neighborhood revitalization/redevelopment	38 (24.52%)	70 (45.16%)	34 (21.94%)	13 (8.39%)	155	2.14 / 4 (53.50%)
Environmental protection	78 (49.68%)	59 (37.58%)	15 (9.55%)	5 (3.18%)	157	1.66 / 4 (41.50%)
Recreation	56 (36.36%)	75 (48.70%)	21 (13.64%)	2 (1.30%)	154	1.80 / 4 (45.00%)
Community policing	68 (43.87%)	64 (41.29%)	17 (10.97%)	6 (3.87%)	155	1.75 / 4 (43.75%)
Educational opportunities	91 (57.96%)	53 (33.76%)	10 (6.37%)	3 (1.91%)	157	1.52 / 4 (38.00%)
Traffic	101	38	14	4	157	1.50 / 4 (37.50%)

(64.33%) (24.20%) (8.92%) (2.55%)

1.89 / 4
(47.25%)

16) Are you aware of how your area is zoned and what is allowed or not allowed to be built in your area?

		Percentage	Responses
Yes		67.1	106
No		32.9	52
	Total responses:		**158**

17) Does your neighborhood have a homeowners association to consider proposed development or zoning changes in your area?

		Percentage	Responses
Yes		70.7	111
No		29.3	46
	Total responses:		**157**

18) Do you expect to move during the next 5 years?

		Percentage	Responses
Yes		46.5	73
No If no, skip to end.		53.5	84
	Total responses:		**157**

19) Where do you plan to move?

		Percentage	Responses
Different neighborhood or another area within Fayetteville		6.7	5
Same neighborhood, just a different house or apartment		2.7	2
Nearby area (Fayette County, Peachtree City, South Fulton, etc.)		26.7	20
Out of the area		34.7	26
Not Sure		29.3	22
	Total responses:		**75**

20) What are your primary reasons for moving?

	Percentage	Responses

Change in employment		7.8	15
Family considerations		10.9	21
Taxes too high		5.2	10
Feel crowded		8.9	17
Too much traffic		9.9	19
Schools		5.7	11
Crime		6.3	12
Racial Tension		6.3	12
Want a bigger home		7.8	15
Want a smaller home		4.7	9
Want a less expensive home		5.2	10
Want a more expensive home		1.6	3
Neighborhood has deteriorated		7.8	15
Too much commercial activity		4.7	9
Retirement		6.8	13
No Reason		0.5	1

APPENDIX D
Articles from *The Citizen*

F'ville comprehensive plan in works

Tue, 11/29/2005 - 6:58pm
By: Ben Nelms

Fayetteville council members voted Nov. 17 to submit the Community Assessment and Public Participation portions of the Fayetteville Comprehensive Plan to the Georgia Department of Community Affairs (DCA) for approval. Public involvement in the plan begins in January.

Integrated Science and Engineering, the city's consultant for the project, headed the project team that completed the initial work on the first phase of the plan. The project team included representatives from ISE, city staff, planning and zoning commission and Main Street, said ISE's Courtney Power.

Power told council members that DCA had recently updated comprehensive plan requirements. Those changes will result in a more integrated and user-friendly plan, she said.

The Community Assessment components included a development pattern assessment, Census data assessment drawn from a variety of available sources, community issues and opportunities and quality community objectives that include 15 objectives proposed by DCA.

Power said the development pattern assessment relied on the city's current land use plan, on identified community character areas, a new requirement by DCA, and identification of areas requiring special attention. Community character areas were categorized under headings such as neighborhood mixed use, regional commercial, residential, industrial, downtown historic district, greenspace, critical services area and community access points.

Areas identified as requiring special interest included areas where development or change of land use in likely to occur, grayfield redevelopment sites, areas with significant infill development and those areas with significant natural and cultural resources.

The community issues and opportunities portion of the community assessment included a variety of categories such as population growth, economic development, natural and cultural resources, facilities and services, housing, transportation, land use and intergovernmental coordination.

A final component of the community assessment included a series of 15 DCA-proposed quality community objectives. The objectives function as guidelines for future development patterns and policies to encourage sustainable, livable and vital communities.

The proposed objectives include transportation alternatives, growth preparedness, infill development, resource conservation, traditional neighborhoods, regional identity, environmental protection, open space preservation, appropriate businesses, housing choices, education opportunities, regional cooperation, local self-determination, employment options and a sense of place.

"It is interesting to note that many of the 15 objectives came from us to begin with," said Mayor Kenneth Steele. "They looked at several communities, including Fayetteville, and incorporated their efforts into the 15 objectives."

The second portion of the submission to DCA, the community participation component, lays out a methodology that will make the public aware of the various aspects of the plan and provide a venue for residents to offer their input.

Included in the community participation portion is the commitment to work with citizen stakeholders to identify issues, challenges and opportunities unique to the Fayetteville community and to evaluate the current strengths and weaknesses of the area to develop a future plan and vision to guide future growth and development in a well-planned manner. Combined with the community assessment, Power said the methodology of the public participation program will lead to the last phase of the comprehensive plan, the community agenda, set to begin in January.

The community agenda constitutes the public process of the comprehensive plan, said Power. The community agenda portion of the project will begin in January to present the plan and solicit input from all stakeholders. The strategy for soliciting input will come in the form of public venues such as community surveys, stakeholder committee functions, public meetings, handouts and through information posted on the city's Web site.

Power said Monday that the comprehensive plan process is familiar to Fayetteville due to the city's significant planning experience in past years. She anticipated that Fayetteville will generate additional ideas that will tie in with existing plans to produce a unified vision.

The deadline for submission of the community agenda is October 2006. The deadline for the completed plan is Feb. 28, 2007.

Fayetteville wants input on Comp Plan

Tue, 04/18/2006 - 5:50pm
By: The Citizen

The City of Fayetteville is working to update its Comprehensive Plan which will provide a guide to everyday decision making for use by local government officials and other leaders. An important part of the update is finding out which issues are important to Fayetteville residents and businesses.

We would like to know what is most special to you about your community, and what you would like to change as we look forward. Please let your opinions be known by completing our short online survey. The survey is located on the City's website at www.Fayetteville-ga.gov under the Latest Headlines section or click Online Services.

The survey information, in addition to the public input received at community meetings, will be used to guide the goals and objectives of the comprehensive plan. The Georgia Department of Community Affairs requires that the Fayetteville Comprehensive Plan update be completed by February 28, 2007.

APPENDIX E
Community Character Map
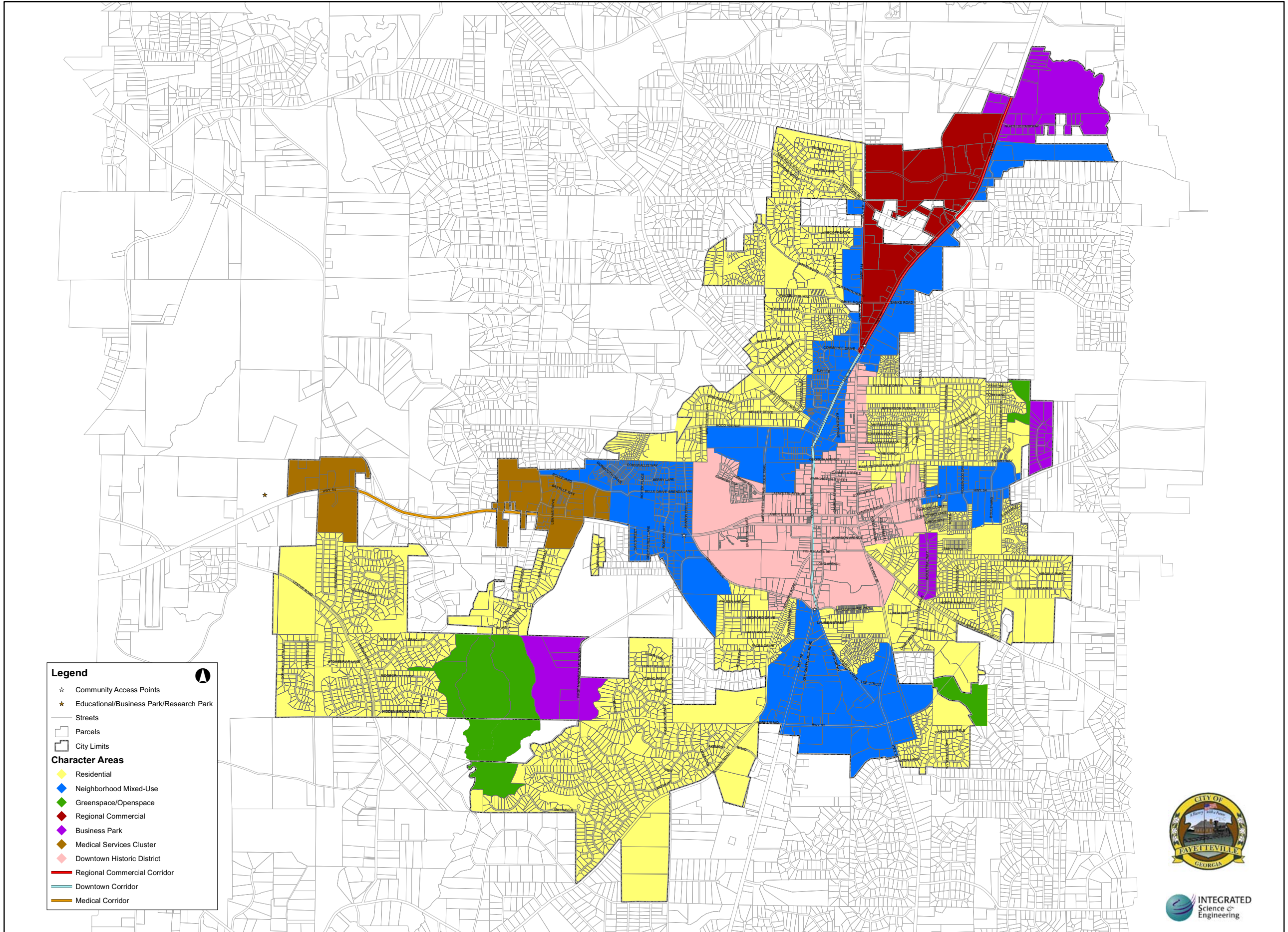
Legend

☆ Community Access Points
★ Educational/Business Park/Research Park
— Streets
☐ Parcels
☐ City Limits

Character Areas
◆ Residential
◆ Neighborhood Mixed-Use
◆ Greenspace/Openspace
◆ Regional Commercial
◆ Business Park
◆ Medical Services Cluster
◆ Downtown Historic District
— Regional Commercial Corridor
— Downtown Corridor
— Medical Corridor

CITY OF FAYETTEVILLE GEORGIA

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APPENDIX F
Future Land Use Descriptions & Map

City of Fayetteville Comprehensive Plan
Future Land Use

The City of Fayetteville used a variety of sources to create a Future Land Use map consistent with both the City's vision for the future and City's 2005 Future Land Use map. The Future Land Use map was then updated by overlaying the Community Character Areas and adjusting the land use categories accordingly. The land use categories were modified to reflect current development patterns and the overall vision of this plan. The table below defines each of the categories used for the City's Future Land Use Map and its corresponding character area.

Land Use Category	Definition	Corresponding Character Area
Low Density Single-Family	Large lot, single-family residential use. Lot sizes can be 43,560 sq ft and larger.	Residential
Medium Density Single-Family	Medium lot, single-family residential use. Lot sizes range from 22,500 sq ft to 43,559 sq ft.	Residential
High Density Single-Family	High density, single-family use intended to provide for areas with higher population density. Single-family detached lot sizes range from 15,000 sq ft to 22,499 sq ft. This land use can also include town homes/condominiums with a maximum of six dwellings per acre.	Residential
Multi-Family	High-density multi-family land use that provides for areas with higher population density. This land use can include apartments, condominiums, mobile home parks, etc. Attached structures with two or more units per parcel fall into this category.	Residential
Downtown Mixed-Use	This category includes mixed land uses appropriate to the Downtown Historic District, which include the Main Street and Downtown Development Authority areas. This area is characterized by a balanced mix of uses that includes commercial retail and services, offices, appropriate densities of residential units, openspace, and public/institutional. The goal within this land use area is to promote creative and innovative redevelopment while preserving existing cultural resources.	Downtown Historic District
Neighborhood Mixed-Use	Mixed land uses appropriate for a more residential, less densely populated area. These land uses provide a transition from downtown mixed-use to residential and other land uses. This area allows for an appropriate level of commercial and office activities that have a minimal impact on the surrounding residential uses. A balance of residential uses appropriate for this area can include single-family detached, townhouses, and condominiums. Appropriate non-residential uses include neighborhood scale retail and service businesses and public institutional and professional uses.	Neighborhood Mixed-Use
Community Commercial	This category describes areas reserved for community shopping and services convenient to neighborhoods. These areas are designed to be local centers that provide retail and services to surrounding residential areas. New developments will be encouraged to focus on desirable designs and pedestrian movement.	Neighborhood Mixed-Use

Land Use Category	Definition	Corresponding Character Area
Highway Commercial	Commercial areas in this category are reserved for retail trade and services, which primarily cater to the traveling public. This commercial area is designed to accommodate a regional market and consists of higher intensity commercial uses.	Regional Commercial, Regional Commercial Corridor
Office	The office category includes the development of individual properties as office space, as well as development of professional office parks. Office parks can include professional and residential uses. Appropriate commercial development is permitted if it serves the office use and is compatible with nearby residential uses.	Neighborhood Mixed-Use, Medical Services Cluster
Medical Mixed-Use	This category refers to a campus-like setting that allows for the establishment of local and regional medical centers, allied health services and necessary support businesses. Uses deemed appropriate in this area include: offices, planned residential developments, service related commercial establishments.	Medical Services Cluster
Business Park	Business parks are planned, mixed-use development generally along a major thoroughfare or expressway. This category is intended to provide employment opportunities that focus on knowledge-based industries, research & development, office space, and limited light industrial uses. An appropriate level of commercial development is permitted if it serves the park and is consistent with the surrounding uses.	Business Park
Industrial Park	This category is defined as a planned, mixed-use development that provides for a variety of industrial establishments and businesses. These areas provide employment opportunities in the form of manufacturing, wholesale, production, and other industrial uses.	Business Park
Public / Institutional	Category to describe public and institutional land uses. Typical uses include government buildings, including federal, state, county, and local government agencies. Other uses are places of worship, schools, fire stations, training centers, day care centers, etc.	All Character Areas
Parks / Recreation / Conservation	Category used to describe designated areas of open space. Includes areas that are permanently protected, as well as those areas set aside as parks and other recreational uses.	Greenspace/Openspace
Transportation / Communications / Utilities	This category refers to tracks of land dedicated for use by public and private utilities. Common uses include parcels of land that contain infrastructure relating to gas, electricity, water services, phone towers, etc.	Residential, Neighborhood Mixed-Use, Business Park, Medical Services Cluster
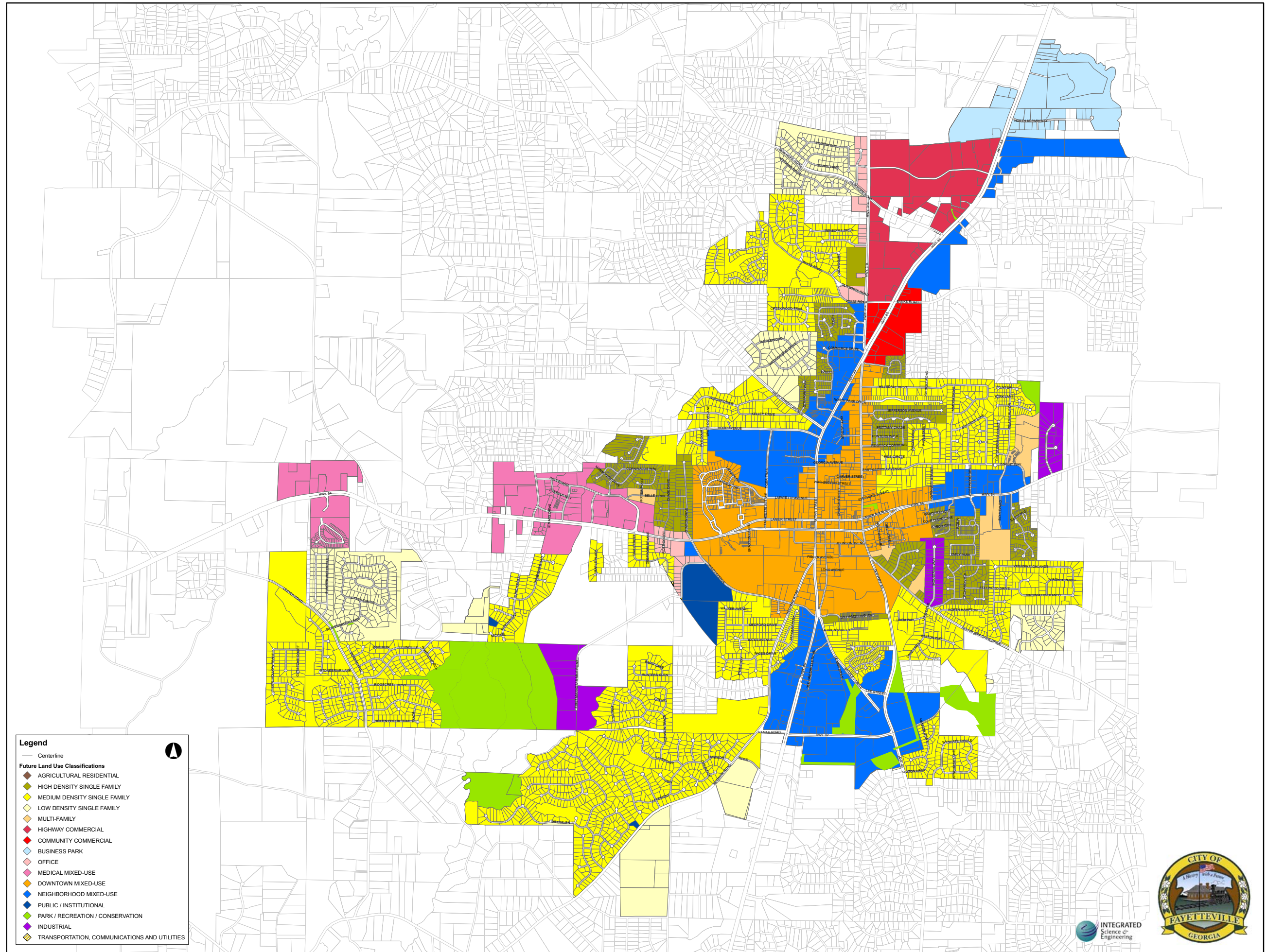
Legend

—— Centerline

Future Land Use Classifications

- ◆ AGRICULTURAL RESIDENTIAL
- ◆ HIGH DENSITY SINGLE FAMILY
- ◆ MEDIUM DENSITY SINGLE FAMILY
- ◆ LOW DENSITY SINGLE FAMILY
- ◆ MULTI-FAMILY
- ◆ HIGHWAY COMMERCIAL
- ◆ COMMUNITY COMMERCIAL
- ◆ BUSINESS PARK
- ◆ OFFICE
- ◆ MEDICAL MIXED-USE
- ◆ DOWNTOWN MIXED-USE
- ◆ NEIGHBORHOOD MIXED-USE
- ◆ PUBLIC / INSTITUTIONAL
- ◆ PARK / RECREATION / CONSERVATION
- ◆ INDUSTRIAL
- ◆ TRANSPORTATION, COMMUNICATIONS AND UTILITIES

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APPENDIX G

Desired Design Patterns & Architectural Styles Guidebook

City of Fayetteville
Comprehensive Plan

DESIRED DESIGN STYLES & ARCHITECTURAL PATTERNS

Traditional Residential

Desired Styles and Design Patterns
- Traditional/neo-traditional architecture
- Preserved/restored historic structures
- Short front yard setbacks
- Front porches
- Sidewalks
- Mature trees
- Street tree canopy
- Traditional building materials
- Attractive landscaping
- Grid street pattern

Appropriate Character Areas
- Downtown Historic District
- Residential
- Neighborhood Mixed-Use

Single-Family Residential

Desired Styles and Design Patterns
- Front porches
- Sidewalks
- Mature trees
- Traditional building materials
- Attractive landscaping
- Traffic calming street pattern
- Cluster development
- Differing architectural styles
- Rear or side entry garage

Appropriate Character Areas
- Residential
- Neighborhood Mixed-Use

High Density Residential

Desired Styles and Design Patterns
- Mixed-uses (commercial downstairs and residential upstairs)
- Short or zero front yard setbacks
- Front porches/patios
- Sidewalks
- Mature trees
- Traditional building materials
- Attractive landscaping
- Differing architectural styles
- Rear or side parking

Appropriate Character Areas
- Neighborhood Mixed-Use
- Downtown Historic District
- Office Park

Downtown Mixed-Use

Desired Styles and Design Patterns
- Adaptive reuse
- Historic preservation/restoration
- Low-intensity uses
- Restaurants/services
- Connected to nearby neighborhoods by sidewalks
- Mature trees
- Traditional building materials
- Attractive landscaping
- Differing architectural styles
- Rear or side parking

Appropriate Character Areas
- Downtown Historic District

Neighborhood Mixed-Use

Desired Styles and Design Patterns
- Low-intensity uses
- Restaurants/services/offices
- Connected to nearby neighborhoods by sidewalks
- Mature trees
- Traditional building materials
- Attractive landscaping
- Differing architectural styles
- Redevelopment
- Adaptive Reuse

Appropriate Character Areas
- Neighborhood Mixed-Use

Regional Commercial

Desired Styles and Design Patterns
- Differing architectural styles
- Brick and stucco facades
- Attractive landscaping
- Mature trees
- Alternative paving surfaces
- Attractive pedestrian environment
- Masterplanned development
- Attractive lighting fixtures

Appropriate Character Areas
- Regional Commercial

Office

Desired Styles and Design Patterns
- Attractive landscaping
- Office primary uses
- Mixed-uses secondary uses (office, commercial, residential)
- Brick or stucco facades
- Multiuse paths
- Connectivity
- Adaptive reuse
- Historic preservation

Appropriate Character Areas
- Downtown Mixed-Use
- Neighborhood Mixed-Use
- Office
- Business Park
- Regional Commercial

Business Park

Desired Styles and Design Patterns
- Masterplanned development
- Attractive landscaping
- Mixed-uses (office, commercial)
- Multiuse paths
- Connectivity
- Attractive facades
- Office or low-intensity industrial primary uses

Appropriate Character Areas
- Business Park
- Regional Commercial

Medical Services Cluster

Desired Styles and Design Patterns
- Masterplanned development
- Attractive landscaping
- Buffers
- Mixed-uses (medical, office commercial/services)
- Connectivity
- Transportation access
- Attractive facades

Appropriate Character Areas
- Medical Services Cluster

Open Space/Parks & Recreational

Desired Styles and Design Patterns
- Masterplanned development
- Attractive landscaping
- Buffers
- Multiuse trails
- Pocket parks
- Passive recreation
- Preserved in natural state

Appropriate Character Areas
- Suburban
- Downtown Historic District
- Neighborhood Mixed-Use
- Business Park
- Medical Services Cluster
- Greenspace

Public Institutional

Desired Styles and Design Patterns
- Differing architectural styles
- Brick and stucco facades
- Attractive landscaping
- Mature trees
- Alternative paving surfaces
- Attractive pedestrian environment
- Masterplanned development
- Attractive lighting fixtures
- Adaptive reuse
- Historic preservation

Appropriate Character Areas
- Downtown Historic District
- Neighborhood Mixed-Use
- Business Park
- Office
- Medical Services Cluster