



Town of Moreland, Georgia
Established 1888

2006-2026 Comprehensive Plan

Adopted October 24, 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 for decision making for use by local government officials and other community leaders.

This 2006-2026 Comprehensive Plan for the Town of Moreland, Georgia achieves the above goals. All segments of the community were invited to participate in a series of visioning workshops and public meetings. The visioning workshops generated local pride and enthusiasm for the future as people expressed their hopes for Moreland's future. Participants were excited about protecting their historic town and are eager to implement the Comprehensive Plan. This Comprehensive Plan includes an Implementation Program that will serve as a guide for local officials, staff, and citizens as they make decisions in the future.

Population and Regional Context

The population of Moreland is estimated to be 424. According to the US Census, the population of Moreland was 366 in 1990 and 393 in 2000. This amounts to an annual growth rate of .7% from 1990 to 2000. More recently, the town has grown at a somewhat faster rate. From 2000 to 2005 the Town grew by an average of 1.6% per year. In order to reduce unnecessary burdens on very small municipalities such as Moreland, the Local Planning Requirements have established a *Minimal Planning Level*. Qualifying towns must

Population Growth Town of Moreland, Georgia		
Year	Total Population	Annual % Change
1990	366	0.2%
2000	393	0.7%
2005	424	1.6%
Source: US Census and Building Permit Data		

have a population of less than 500 and an average growth rate of less than 2.50% per year. Moreland's population meets both of those requirements. Therefore, this Comprehensive Plan was prepared to meet the requirements of the *Minimal Planning Level*.

Understanding that Moreland is not going to develop in isolation, special care was taken to ensure that the Moreland Comprehensive Plan is consistent with Coweta County's plans. Both the Coweta County Comprehensive Plan and the Coweta County Transportation Plan were important resources in the development of this Plan. Also, the Coweta County Planning Department was invited to provide input on plan consistency. The Town of Moreland has included the Coweta County Transportation Plan as Appendix IV of This Comprehensive

Plan and it will be adopted as a part of the Comprehensive Plan. Also, the Town intends to work in cooperation with the Coweta County as the area grows.

Community Participation

While a “Community Participation Program” is not required for Comprehensive Plans prepared at the Minimal Level, The Town of Moreland engaged in an aggressive Community Involvement Program modeled after the “Community Participation Program” in the DCA Local Planning Requirements. The Town wanted to ensure that the Comprehensive Plan reflects the full range of community values and desires. A diverse spectrum of stakeholders were involved in the development of the Plan. It is the



Moreland citizens participate in a Visual Preference Exercise at first Visioning Workshop.

hope of the Town that the broad-based participation in developing the Plan will ensure that it is implemented. The process and results of the Community Involvement Program are summarized in Appendix I.

Community Vision

The Community Vision is intended to paint a picture of what the community desires to become. It provides a complete description of the development patterns to be encouraged in the jurisdiction. The Vision for Moreland was developed during the Visioning Workshops by the citizens of the Town.

General Vision Statement for the Town of Moreland, Georgia

Moreland is a historic small town with strong community spirit. Buildings old and new will honor the heritage of the community by avoiding “anywhere USA” franchise-style development. Downtown Moreland will be the social and cultural heart of the community, featuring festivals, churches, museums, restaurants, quaint shops, and recreational opportunities to serve residents and neighboring communities. Neighborhoods will exude a small town charm where people feel safe and secure, away from the stresses of big city life.

Future Development

The Town of Moreland is a very small town. While there are undeveloped properties within the existing town limits, anticipated growth in Coweta County is likely to impact the town. There are a number of large undeveloped properties near the town limits. One of these properties is adjacent to Moreland and has been designate as an *Employment Center* in the Coweta County Comprehensive Plan. Also, the County Transportation Plan calls for a bypass that will go to the west of Moreland, through the County's *Employment Center*. The bypass is scheduled for 2030. The Town recognizes the strategic locations of these properties and that the future quality of development surrounding Moreland is critical to the quality of development within the Town limits. It is important that Moreland work closely with the County as the area develops and encourage high quality patterns of development that do not adversely impact Moreland's historic small town environment. Also, Moreland is considering annexation as a strategy to manage future development.

Character Areas

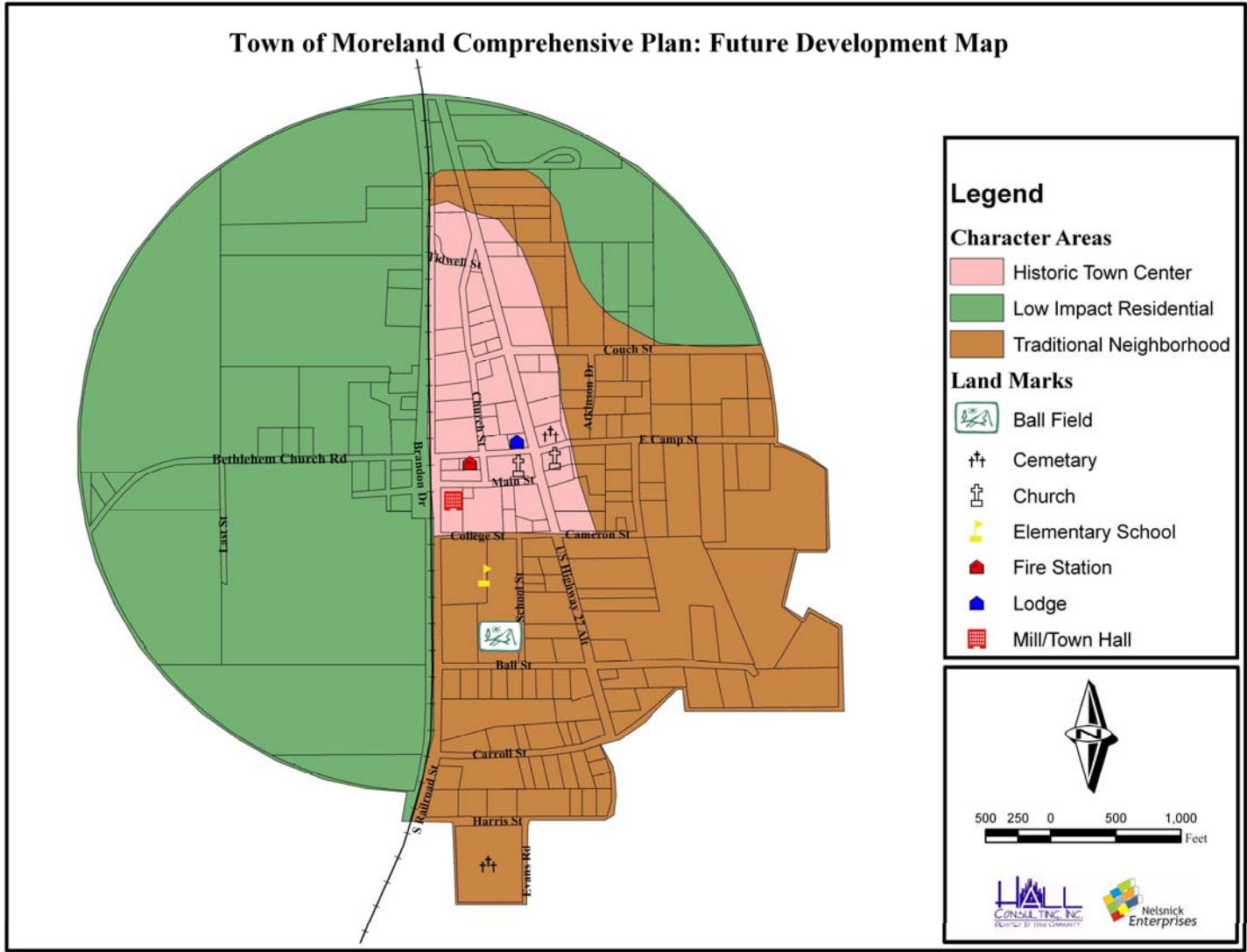
The Future Development Map on the following page delineates the boundaries of the Town's Character Areas and covers the entire community. There are four distinct Character Areas within Moreland's current boundaries:

- ◆ Historic Town Center;
- ◆ Low Impact Residential; and
- ◆ Traditional Neighborhood.

Each Character Area is described in detail on the pages following the Future Development Map. The descriptions include the patterns of development to be encouraged and the specific land uses to be allowed. Implementation Measures and Quality Community Objectives for the Character Areas follow after the Character Area descriptions.



Moreland residents work toward developing their town's Future Development Map.



Character Areas and Future Development

Historic Town Center

As illustrated on the Future Development Map, the Historic Town Center encompasses the majority of the buildings and areas that serves as the heart of the community. These include the Town Square, the Historic Mill, two large churches, and fire station. The gateway to Moreland’s Town Square is Church Street. It is included in the Historic Town Center along with the portion of Hwy 27/29 north of College Street to Church Street.

The Historic Town Center is Moreland’s traditional focal point with a concentration of uses such as preserved historic buildings, museums, churches, rustic retail, open space, and appropriate public uses easily accessible by pedestrians. The purpose of this Character Area is to preserve Moreland’s existing historic areas and provide space for local festivals, recreation facilities, and compatible uses to serve the Town. It is also the preferred location for public facilities such as the Town Hall and Fire Station. Any relocation of the Fire Station or Town Hall should occur within the historic Town Center. Also, any additional facilities such as a small police precinct or library should be located within the Town Center. New developments should be pedestrian friendly and include pleasant community gathering spaces that compliment and preserve existing structures, trees, and open space.

Development strategies to be pursued in the Historic Town Center are as follows.

- ◆ Historic properties should be maintained or rehabilitated/restored according to the Secretary of the Interior’s Standards for Rehabilitation.
- ◆ New development in the area should be of scale and architectural design to fit well into the historic fabric of that area.



The Historic Mill is the focus of the Historic Town Center.



Example of *Rustic Retail* appropriate for the Historic Town Center.



Moreland’s barbecue shelter and open space are critical to the annual Fourth of July Celebration in the Historic Town Center.

Character Areas and Future Development

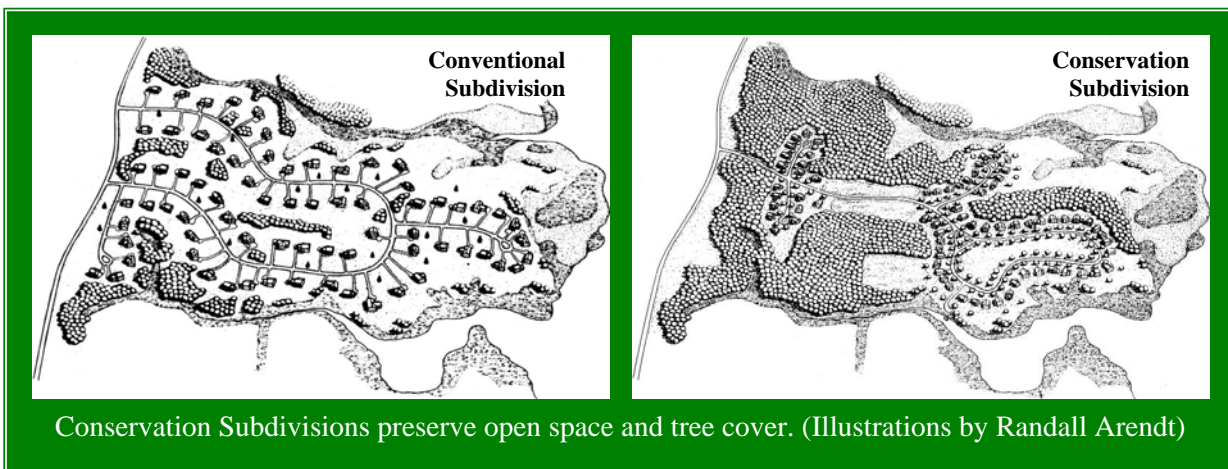
- ◆ Pedestrian access and open space should be provided to enhance citizen enjoyment of the area.
- ◆ Road edges should be clearly defined by locating buildings at roadside with parking in the rear. Include direct connections to greenspace and trail networks.

Low Impact Residential

The Low Impact Residential Character Area encompasses the entire western half of the town to the west of the railroad tracks. It also includes the northernmost part of town to the east of the railroad tracks and follows the town limits to Couch Street. These areas are likely to face pressures for new residential development on lots greater than one or two acres.

The purpose of this character area is to preserve Moreland’s rural residential character, maximize open space and tree cover, and provide recreation opportunities to residents while allowing for limited residential development. The Low Impact Residential Character area will be composed primarily of single family residential homes and community accessible open space such as bike and walking trails. The rural, small town atmosphere will be maintained while accommodating new residential development with the following development strategies.

- ◆ Permitting cluster or conservation subdivision design that incorporate significant amounts of open space.
- ◆ Wherever possible, connecting to a regional network of greenspace and trails, available to pedestrians, bicyclists, and equestrians for both tourism and recreational purposes.
- ◆ Allowing for greater pedestrian orientation and access, more character with attractive clustering of buildings within the center, and leaving open space surrounding the center.
- ◆ Preserving trees and tree cover.
- ◆ Encouraging styles of architecture that are consistent with Moreland’s small town character.



Character Areas and Future Development

Traditional Neighborhood

The Traditional Neighborhood Character Areas are the stable neighborhoods located east of Hwy 27/29 and the neighborhood to the south of College Street. The purpose of this Character Area is to provide housing for residents in all stages of life in a small town environment. The primary use in the traditional neighborhood will be single family residential. Accessory units such as coach houses and “granny flats” will be allowed to accommodate the needs of elderly resident who wish to downsize and for other persons for whom a single family home may not be appropriate. The following development patterns are to be encouraged in the Traditional Neighborhood Character Area.



Illustrative example of walkable, small town Traditional Neighborhood development pattern.

- ◆ Accessory housing units that provide rental opportunities for small households and income generation for homeowners to increase affordability.
- ◆ New residential development that match the mix of housing types and styles of the older residential neighborhoods closer to the Historic Town Center.
- ◆ New development that reflects traditional neighborhood design principles, such as smaller lots, orientation to the street, mix of housing types, and pedestrian/bicycle access to the elementary school and the Historic Town Center.

Character Areas and Future Development

Character Area Implementation Measures

A first step toward implementing the Comprehensive Plan is identifying what tools and resources are available to help Moreland reach its goals. The implementation measures in the table on the following pages can be used to ensure that new growth enriches and promotes a better quality of life for all residents in each Character Area. The appropriate Character Area for each implementation measure is identified with a check mark. The *Vision* column designates implementation measures that are not specific to any particular Character Area. Instead, they could be used to guide the town toward its more general Community Vision.

The list should be used as a toolkit. Decision makers can draw from the resources and ideas described on the following pages. For example, there are several tools listed to protect open space. The Town can pick the most appropriate tool to meet its needs in the future. Appendix III provides links to DCA Internet resources for most of the implementation measures listed.

Character Area Implementation Measures

HTC = Historic Town Center LIR = Low Impact Residential TN = Traditional Neighborhood					
HTC	LIR	TN	VISION	Implementation Measure	Description
✓	✓	✓	✓	Preservation of Open Space	Preserving natural areas in and around localities bolsters local economies, preserves critical environmental areas, improves communities' quality of life and guides new growth into existing communities.
✓	✓			Conservation Easements	Donation of private development rights to qualified conservation organization or government agency in exchange for tax savings in order to protect open space.
✓	✓			Conservation Subdivision Ordinance	Residential or mixed use developments with a significant portion of site set aside as undivided, protected open space; while houses are clustered on remaining portion of site.
	✓	✓		Lot Size Averaging	An alternative to traditional minimum lot size standards. Instead of setting a minimum lot size, the local government establishes an "average" lot size standard for all lots within a development.
✓		✓		Historic Preservation Ordinance	Requiring protection of locally designated historic properties and districts. (Moreland adopted a Historic Preservation ordinance on June 6, 1989)
✓		✓		Historic Preservation	Protecting places, districts, sites, and buildings having historic or cultural or aesthetic value.

Character Areas and Future Development

HTC = Historic Town Center LIR = Low Impact Residential TN = Traditional Neighborhood					
HTC	LIR	TN	VISION	Implementation Measure	Description
✓		✓		Preservation through Local Planning	Protecting local historic resources with a historic preservation ordinance, preservation commission and local designation.
✓		✓		Georgia Register of Historic Places Nomination	State’s official listing of historic buildings, structures, sites, objects, and districts worthy of preservation. Designation offers eligibility for incentives for preservation and rehabilitation.
✓		✓		National Register of Historic Places Nomination	Formal recognition of property’s historic, architectural, or archaeological significance. Designation offers eligibility for preservation benefits and incentives.
✓	✓	✓		Historic Resources Design Standards	Requiring infill and material changes to historic properties or districts to follow design standards to maintain historic integrity and significance.
✓	✓	✓	✓	Tree Protection Requirements	Requiring preservation of a significant portion of the trees on a new development site.
✓	✓	✓	✓	Landscaping and Buffer Requirements	Requiring planting areas to mask unattractive land uses, provide visual and sound barrier between incompatible adjacent uses, protect water and quality of rivers and streams.
✓	✓	✓	✓	Landscaping Guidelines	Creates a pleasing and unified visual environment; safe, shaded areas for pedestrians and bicyclists.
✓		✓		Pocket Parks	Open spaces owned and managed by local people, providing free, open access to greenspace and protecting wildlife and landscape.
			✓	Strategic Location of Public Facilities	Being intentional in locating public facilities to ensure that these facilities contribute to achieving the community’s desired development patterns.
			✓	Adequate Public Facilities Standards	Controlling the timing and location of new development by coordinating development permits with availability of public facilities to serve the development.
			✓	Capital Improvement Programs	Long-term program for developing or improving public facilities (roads, water/sewer systems, sidewalks, recreational facilities, etc.) that brings predictability to the location and extent of future public facility expansions.
			✓	Options for financing local activities	Researching all options—federal, state, and local—for financing local government activities.

Character Areas and Future Development

HTC = Historic Town Center LIR = Low Impact Residential TN = Traditional Neighborhood					
HTC	LIR	TN	VISION	Implementation Measure	Description
			✓	Septic Area Development Regulations	Regulating to control the overall density of development that uses septic systems.
			✓	Septic System Installation Requirements	Mandating minimum specifications for septic system installation and procedures for choosing best location of system.
			✓	Septic System Monitoring	Educating property owners and enforcing minimum requirements for monitoring and maintenance of existing septic systems.
		✓		Inclusive Land Use Regulations	Requiring developers to include affordable homes when they build a particular number of market-rate homes.
	✓	✓		Residential Infill Development	Ensuring that new infill development is compatible with its neighborhood.
		✓		Accessory Housing Units	Permitting development of accessory housing units (garage apartments, granny flats, or similar secondary housing units located on the same lot with a single family residence) in key neighborhoods as means to bring affordable housing into all neighborhoods of the community.
✓	✓	✓	✓	Revising zoning and subdivision regulations	Revising land use and development regulations to achieve desired community vision and development patterns.
			✓	Workshops for the purpose of educating the community on land use and development techniques	Educating stakeholders of the benefits of various growth management best practices in order to reduce potential opposition and dispel commonly held misconceptions.
	✓			Low Impact Development	Using various land planning and design practices and technologies to conserve and protect natural resource systems and reduce infrastructure costs.
			✓	Assessing impact of annexation	Annexation provides a method to assure the orderly provision of urban services to densely populated or developed areas located on the fringe of a municipality.
✓		✓		Mixed Use Zoning	Zoning that allows different types of uses (such as housing, shopping, and offices) to locate within the same district, provided these uses are reasonably related and compatible.

Character Areas and Future Development

HTC = Historic Town Center LIR = Low Impact Residential TN = Traditional Neighborhood					
HTC	LIR	TN	VISION	Implementation Measure	Description
✓			✓	Overlay Districts	A mapped area where special regulations on development are applied. An overlay is typically superimposed over conventional zoning districts, but may also be used as stand-alone regulations to manage development in desired areas of the community.
			✓	Sign Regulations	Controlling the aesthetic impact of signage on the community by restricting the location, size, and appearance of advertising signs.
✓				Maximum setback requirement	Requiring the distance between the right-of-way and developments to be at maximum distances versus traditional minimum distances. Setting maximums allows development to come closer to the street for better walkability and traffic calming.
✓	✓	✓	✓	Design Review	Reviewing architecture, aesthetics, and site characteristics of new development to achieve compatibility with existing development and maintain community character
✓	✓	✓	✓	Design Guidelines	Evaluates the appropriateness of buildings, properties, and land uses to create an architecturally and physically cohesive area of specified character.
✓	✓	✓	✓	Design Standards	Community design standards can ensure that the physical appearance of new development or improvements to existing properties is compatible with the existing and/or historic character that makes communities unique. Design standards or guidelines are intended to provide a basis for local planning and zoning boards to evaluate proposals and to address various concerns related to the physical design of development in a specific area. They also provide guidance to developers, property owners and businesses in developing proposals for new construction or for the expansion of existing facilities.
	✓	✓		Cluster Zoning	Cluster zoning has been defined as an innovative land use control device for grouping or 'clustering' building to increase densities on some portion of the development area in order to open the remaining area to recreational and other purposes.

Character Areas and Future Development

HTC = Historic Town Center LIR = Low Impact Residential TN = Traditional Neighborhood					
HTC	LIR	TN	VISION	Implementation Measure	Description
	✓	✓		Cluster Development	Commercial, residential or mixed-use developments in which a significant portion of the site is set aside as undivided, permanently protected open space, while the buildings (houses, shops, etc.) are clustered on the remainder of the property.
✓	✓	✓	✓	Subdivisions and Land Development	Provides for the regulation of subdivision plats and land developments. There is probably no other regulation more important than subdivision regulations, because the resulting designs and patterns of land subdivision establish the geography and geometry of the community and in turn influence the entire character of the city or county.
✓	✓	✓	✓	Improvements Required for Subdivisions and Land Development	Establishing minimum design requirements, standards, and specifications for improvements within subdivisions, including sidewalks, curbs and gutters, and street lighting improvements.
✓	✓	✓	✓	Residential Infill Development	Ensures that new infill development is compatible with its neighborhood, maintains harmony and character of existing residential areas, and that development occurs in an orderly and desirable manner.
✓	✓	✓		Enlist land trusts for open space preservation	Non-profit land trusts working with communities to help save communities' land heritage through voluntary land conservation.
✓	✓	✓	✓	Planned Unit Developments (DCA Model Code 3-8)	Revising land development regulations to encourage developers to propose planned mixed-use developments for sites they choose in the community. Developer's plans are approved only if they meet specified community standards.
✓	✓	✓		Flexible Street Design Standards	Revising street design requirements in local development regulations to tailor streets to the scale of the neighborhood and types of traffic they serve. Revisions may include reducing required street widths, requiring bicycle lanes, or adding on-street parking.
✓	✓	✓	✓	Transportation Enhancement Program	Providing grant funds for alternative transportation projects, such as sidewalks, bike trails, rail depot renovations, and streetscape improvements. A diverse array of projects are eligible for funding, including those related to cultural, natural, and scenic elements of the transportation network.

Character Areas and Future Development

HTC = Historic Town Center LIR = Low Impact Residential TN = Traditional Neighborhood					
HTC	LIR	TN	VISION	Implementation Measure	Description
✓	✓	✓	✓	Design for walkability	Walkability is a term for the extent to which walking is readily available as a safe, connected, accessible and pleasant mode of transport. Neighborhood design for walkability is concerned with the extent and size of the sidewalk network, its internal and external connectivity, and the attractiveness and security of the sidewalks and street crossings.
✓	✓	✓	✓	Sidewalk & pedestrian network design	An effective sidewalk and pedestrian network creates healthy neighborhoods and commercial areas. Proper design provides for more pedestrian-friendly street environments, affords appropriate access for bicyclists, and facilitates implementation of the community's multi-modal transportation element of its comprehensive plan.
✓	✓	✓	✓	Creating a network of trails & greenway	Trails and greenways positively impact individuals and improve communities by providing not only recreation and transportation opportunities, but also by influencing economic and community development.
			✓	Rural/Suburban Arterial Corridor Overlay (DCA Model Code 4-9)	Establishing an amenity zone adjacent to arterial corridors to provide for sidewalks and other enhancements, and to manage development so as to avoid a strip commercial pattern.
✓	✓	✓	✓	Access Control Measures	Providing reasonable access to developments, while preserving the safe flow of traffic on a highway. Access Management techniques, such as managing where and how approaches or signals are allowed, use of medians, use of turn lanes and use of supportive local ordinances, mitigate the driving atmosphere through management of entering and exiting traffic onto and off the highway.
✓	✓	✓	✓	Traffic Calming	Physical improvements designed to decrease traffic speed and increase the pedestrian-friendliness of roadways. Typical traffic-calming improvements include raised crosswalks, narrower traffic lanes, addition of on-street parking, and landscaped medians.

Character Areas and Future Development

HTC = Historic Town Center LIR = Low Impact Residential TN = Traditional Neighborhood					
HTC	LIR	TN	VISION	Implementation Measure	Description
✓	✓	✓		Flexible Parking Standards	Revising land development regulations to remove rigid parking requirements that typically result in an oversupply of unnecessary parking spaces. Revisions may include reducing the number of required parking spaces, or allowing shared parking between adjacent facilities.
✓	✓	✓	✓	Education & Marketing	Educating stakeholders of the benefits of various growth management best practices in order to reduce potential opposition and dispel commonly held misconceptions.

Character Area Quality Community Objectives

DCA has established statewide goals and a number of Quality Community Objectives that further elaborate the state goals. These goals and objectives provide targets for local governments in developing and implementing their comprehensive plans. Given the very small population and geographic size of Moreland, the Town must rely on Coweta County and nearby communities to pursue some of the State’s Quality Community Objectives. However, Moreland has made an effort to address as many Quality Community Objectives as possible. They are listed in the table below.

Character Area Quality Community Objectives

Character Area			Quality Community Objective
Historic Town Center	Low Impact Resid.	Trad. Nbrhood	
✓	✓	✓	Regional Identity Objective: Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.
✓	✓	✓	Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Character Areas and Future Development

Character Area			Quality Community Objective
Historic Town Center	Low Impact Resid.	Trad. Nbrhood	
✓	✓	✓	Heritage Preservation Objective: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community's character.
✓	✓	✓	Open Space Preservation Objective: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.
✓	✓	✓	Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.
✓	✓	✓	Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.
	✓	✓	Housing Opportunities Objective: Quality housing and a range of housing size, cost, and density should be provided in each community, to make it possible for all who work in the community to also live in the community.
		✓	Traditional Neighborhood Objective: Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.
		✓	Infill Development Objective: Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.
✓	✓	✓	Sense of Place Objective: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

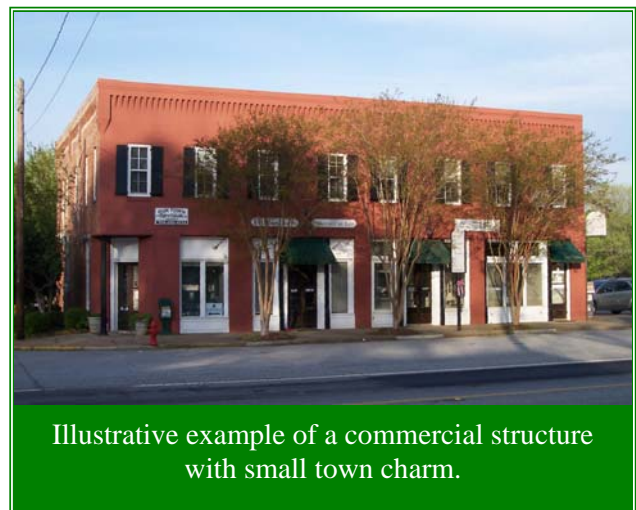
Character Areas and Future Development

Supplemental Character Area: The Small Town Corridor

The Town of Moreland is a very small town, less than one square mile in size with a population of 393 according the 2000 census. While there are undeveloped properties within the corporate town limits, anticipated growth in Coweta County is expected to impact the Town in the future. There are a number of properties along the Hwy 27/29 corridor and along the proposed Moreland Bypass, which, at some point will become desirable properties for future development. The Town recognizes the strategic locations of these properties and that the future quality of development surrounding Moreland is critical to the quality of development within the town limits.

This Comprehensive Plan provides a model for development for these properties if they are annexed. It is the hope of the Town that new developments on these major roads become the *Small Town Corridor* Character Area. This Character Area will be a commercial and residential activity area located along the highway corridor. The purpose of the Small Town Corridor is to preserve Moreland’s small town atmosphere, limit traffic in residential areas, and provide needed services to local residents. It will provide a suitable location for a small grocery store, small pharmacy, and similar appropriately-scaled retail establishments serving all of Moreland’s residents. Homes, shops, and small businesses should be grouped together in attractive mixed use centers to serve adjacent neighborhoods.

Architecture styles that maintain the local small town character will be encouraged. “Franchise” or “corporate” architecture is not compatible with the small town character of this area. Efforts to rehabilitate existing commercial structures allowing for “Rustic-



Character Areas and Future Development

Retail” to maintain historic small town environment should be supported. Also, converting existing single family homes to retail or office use is acceptable in this Character Area. Small, local businesses such as fruit stands, boutiques, and small offices should be encouraged.

Residents support high standards of landscaping, sign control, and tree protection to maintain the appearance of the Corridor. This Character Area should be connected to nearby residential areas, the nearby Historic Town Center, and Moreland Elementary School. The connections should include pedestrian access and the Small Town Corridor Character Area should include pedestrian improvements throughout.

Implementation Program

The implementation program is the overall strategy for achieving the Community Vision and for encouraging the preservation and development of each Character Area. It identifies specific measures to be undertaken by the community to implement the plan. The Implementation Program includes a Short Term Work Program and Policies.

Short Term Work Program

The Short Term Work Program identifies specific implementation actions the Town intends to take during the first five-year time frame of the planning period. This includes any ordinances, administrative systems, community improvements or investments, financing arrangements, or other programs or initiatives to be put in place to implement the plan.

Each item in the Short Term Work Program includes a beginning and ending date, a responsible party, a cost estimate, and funding source. The Short Term Work Program for Moreland is presented in the table on the following pages. The List of Accomplishments for the 2003 Short Term Work Program is included in Appendix II of this Comprehensive Plan.

Town of Moreland Comprehensive Plan

Implementation Program

2006-2011 Short Term Work Program									
Activity	2006	2007	2008	2009	2010	2011	Responsible Party	Estimated Cost	Funding Source
Community and Cultural Development									
1	Continue 4th of July Celebration	✓	✓	✓	✓	✓	Town	\$1,000	General Fund
2	Expand Southview Cemetery	✓	✓				Moreland Cemetery Trust/Town	\$100,000	SPLOST
3	Construct a pavilion on Town Property			✓			Town	\$10,000	SPLOST
4	Continue rehabilitation of Old Mill	✓	✓	✓	✓	✓	Town	\$100,000	SPLOST
5	Repair streets in Southview Cemetery	✓		✓			Town	\$200,000	SPLOST
Land Use and Development Regulations									
6	Update and Adopt Comprehensive Plan	✓					Town	\$5,000	General Fund
7	Continue to provide training opportunities for Planning and Zoning Commissioners	✓	✓	✓	✓	✓	Town/RDC	\$0	n/a
8	Develop permit fee schedule	✓	✓				Town/RDC	\$0	n/a
9	Review Current Development Regulations for consistency with 2006 Comprehensive Plan	✓					Town	\$1,000	General Fund
10	Appoint a committee to develop a Tree Protection Ordinance		✓				Town	\$500	General Fund

Town of Moreland Comprehensive Plan

Implementation Program

2006-2011 Short Term Work Program										
Activity		2006	2007	2008	2009	2010	2011	Responsible Party	Estimated Cost	Funding Source
11	Revise Development and Zoning Ordinances to be consistent with Comprehensive Plan		✓	✓	✓	✓	✓	Town	\$5,000	General Fund
Land Use and Development Regulations										
12	Work closely with the County on development plans for area north and west of Moreland.		✓	✓	✓	✓	✓	Town	\$0	n/a
13	Work with new developers on design plans for new annexation areas.		✓	✓	✓	✓	✓	Town	\$0	n/a
14	Develop and adopt Historic Overlay District with Ordinance		✓	✓				Historical Society/Town		
15	Appoint a committee to develop strategies for acquiring Open Space and recreation areas		✓	✓				Town		
Transportation										
16	Widen entrance of Intersection: Hwy 29 and all cross streets	✓	✓	✓	✓	✓	✓	Town/DOT	\$250,000	Town/DOT
17	Add sidewalks to E. Camp Street	✓	✓					Town	\$75,000	SPLOST
18	Continue adding sidewalks to all remaining streets	✓	✓	✓	✓	✓	✓	Town	\$300,000	General Fund/SPLOST/ Other

Implementation Program

2006-2011 Short Term Work Program									
Activity	2006	2007	2008	2009	2010	2011	Responsible Party	Estimated Cost	Funding Source
Miscellaneous									
18	Utilize Georgia Programs Supporting Economic Development				✓		Town	\$0	na
19	Continue to meet or exceed the 25% solid waste reduction	✓	✓	✓	✓	✓	Town	\$3,000	General Fund

Implementation Program

Policies

The following policies are designed to help Moreland in the decision-making process to achieve the Town's Vision. They are based on the DCA's State Planning Recommendations and the input of Moreland's citizens. The policies apply to areas within the existing town limits and areas to be annexed in the future that do not yet have a Character Area Designation

Economic Development

Coweta County is expected to grow in population and economic opportunity over the next 30 years. The policies below will help the town adjust to regional growth pressure and develop in accordance with this Comprehensive Plan.

- ◆ We will target reinvestment in the Small Town Corridor Character Area to encourage private sector redevelopment and accommodate future growth.
- ◆ We will encourage the development of the Historic Town Center as a vibrant center for culture, festivals, and recreation.
- ◆ Our community will accommodate new development while enhancing existing local assets.
- ◆ We will work closely with the Coweta County in the planning of developments near Moreland so as to protect the area within the current Town limits and to provide nearby employment and shopping opportunities.

Natural and Cultural Resources

- ◆ The protection and conservation of our community's resources will play an important role in the decision-making process.
- ◆ We will incorporate the connection, maintenance, and enhancement of greenspace in all new development.
- ◆ We will reduce the impact of development on existing vegetation through limiting land disturbance activities and clear cutting.
- ◆ We will encourage new development in suitable locations in order to protect natural resources and valuable historic or cultural resources from human encroachment through land development regulations and/or incentives.

Community Facilities

- ◆ We will invest in parks and open space to encourage private reinvestment in our community.
- ◆ We will limit the amount of development within our community to areas that can be reasonably served by public infrastructure.
- ◆ Our community will use planned infrastructure to support areas identified as suitable for development.

Implementation Program

Housing

- ◆ We will stimulate infill housing development in existing neighborhoods.
- ◆ Our neighborhoods will be interactive communities where people have easy access to schools, parks, residences, and businesses through walkways, bike paths, and roads.
- ◆ We will promote walkable, safe neighborhoods.
- ◆ We will provide pleasant, accessible public gathering places.
- ◆ We will encourage common open space, walking paths, and bicycle lanes that are easily accessible.
- ◆ We will encourage parks and community facilities to be located as focal points in neighborhoods.

Land Use

- ◆ Recreation and greenspace will become an integral facet of our community's land use.
- ◆ We will support opportunities for residential and non-residential in-fill development that positively impacts the character of existing neighborhoods.
- ◆ We will encourage the use of landscaping, lighting, signage, underground utilities, and building design to add value to our community.
- ◆ Our gateways and corridors will create a "sense of place" for our community.
- ◆ Green space will be a major component within our neighborhoods, along our streets, parking lots and within commercial developments.
- ◆ We will encourage walkability, interaction among businesses, clear visibility of entryways, and centralized open space.
- ◆ We will employ innovative planning concepts to achieve desirable and well-designed neighborhoods, protect the environment, preserve meaningful open space, improve traffic flow, and enhance the quality of life in our community.
- ◆ We will review land planning and development concepts that may be new to our area, but have been successful in other places.

Transportation

- ◆ We will support the Coweta County Transportation Plan.
- ◆ We will encourage transportation corridors that support multiple modes of transportation and enhance the aesthetics of the community.
- ◆ We will address the location, vehicular/pedestrian/open space design, landscaping, and furnishing of residential and non-residential streets as one of the community's most important components contributing to the character, structure, and development pattern of the community.
- ◆ We will ensure that vehicular traffic will not harm the residential nature of our neighborhoods.

Implementation Program

- ◆ Our new and reconstructed roadways will reflect community standards of aesthetics, environmental stewardship, and urban design.
- ◆ We will encourage walking, biking, or car-pooling or sustainable transportation choices.

Intergovernmental Coordination

- ◆ We will share services and information with other public entities within the jurisdiction.
- ◆ We will establish coordination mechanisms with adjacent local governments to provide for exchange of information.
- ◆ We will pursue joint processes for collaborative planning and decision-making.

Appendix

Appendix I: Summary of Community Involvement

The process and results of the Community Involvement Program are described below.

Identification of Stakeholders

The Town compiled a list of stakeholders who needed to have a voice in the development of the Comprehensive Plan. The stakeholders formed the foundation of the *Stakeholder Committee* which offered oversight as the plan was developed. The stakeholders are identified below.

Billy Burgess	Moreland Masonic Lodge
Emily Wilbert	Moreland Methodist Church
Howard Wilson	Moreland Baptist Church
Margie Madaris	Business Owner
Bill Haynes	Public Safety
Charles Carmical	Property Owner
Emily Watson	Resident
Jeff Myers	Resident
Chris Brown	Business Owner
Tim Wilson	Resident
Josh Evans	Resident
Andre Malcolm	Resident

Kickoff Presentation and Public Hearing

Moreland’s Citizens were invited to a Kickoff Presentation on May 2, 2006. At this meeting the Consultant presented an overview of issues and opportunities facing Moreland and Coweta County over the next 30 years. Residents were intruded to the Comprehensive Planning Process, they learned about visioning, and the importance of being prepared for change.

First Visioning Workshop

The first of two visioning workshops was held on May 23, 2006. Participants were asked to fill out a *Questionnaire and Comment Form*. They were asked about their favorite places in Moreland and what they think should be preserved in their town. 24 surveys were returned. Participants were also asked to identify these, and other, areas on large maps. The surveys and mapping exercise were instrumental in developing the Character Areas and Policies presented in the Comprehensive Plan. However, the most important exercise of the First Visioning Workshop was the Visual Preference Exercise. Participants were shown several photos of various types and styles of developments in the following categories.

- | | |
|-----------------------------|-----------------|
| ◆ Parking | ◆ Office |
| ◆ Multi Family Residential | ◆ Retail |
| ◆ Single Family Residential | ◆ Mixed Use |
| ◆ Streets | ◆ Miscellaneous |

Appendix

Among the photos shown during the exercise, the ones in the summary below generated the largest response, either positive or negative, from participants.



Parking

Respondents prefer parking choices that are consistent with historic commercial and residential areas and park-like settings. On street parking and parking in the rear of the building was preferable to large, strip-mall style parking lots in commercial areas. Using grassy open space for overflow parking is also desirable.

**Parking
Visual Preference Exercise Results Summary**

Parking Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Generally, respondents like the idea of reducing the appearance of garages from the front of single family homes. ✓ This alleyway was ugly, too condense, with too much concrete ✓ The houses are too close together ✓ Alleys should be landscaped and have trees too.
	<ul style="list-style-type: none"> ✓ Too commercial for Moreland ✓ Wouldn't want to live next door.
	<ul style="list-style-type: none"> ✓ Popular choice for parking ✓ Open space and grassy like the town is now ✓ Consistent with existing small town atmosphere

Appendix

Parking Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Unpopular parking design ✓ Too much concrete ✓ Dirty ✓ Don't want strip mall grocery store ✓ Would prefer attractive, historic looking lighting that does not impact adjacent properties.
	<ul style="list-style-type: none"> ✓ Most popular parking option ✓ Relaxing and visually pleasing ✓ Natural setting and limited concrete ✓ Keeps cars cooler ✓ park-like - people can sit in their cars and eat or take a break




Mixed Use

Mixed use was not a popular type of development among some participants. However, other participants liked mixed use developments that had historic small town appeal. Modern styles and large Buildings were relatively unpopular. During the discussion about mixed use development, residents said they like walkable, landscaped developments that had attractive, historic style architecture and attractive lighting.

**Mixed Use
Visual Preference Exercise Results**

Mixed Use Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Many votes but variable opinions ✓ Does not look like a neighborhood ✓ Looks too residential ✓ Business does not appear stable ✓ Respondents like the re-use of existing buildings ✓ Looks homey and residential

Appendix

Mixed Use Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Second most popular mixed use development ✓ Architecturally interesting with a variety of facades and building heights ✓ Attractive lighting with trees and landscaping ✓ The building has been upgraded and maintained ✓ Historical touches so it could fit in with historic area
	<ul style="list-style-type: none"> ✓ Most unpopular mixed use development ✓ No on street parking ✓ Too commercial, large, and modern for Moreland ✓ Utilities should be underground
	<ul style="list-style-type: none"> ✓ Most popular mixed use development ✓ Historic appeal ✓ Interesting architecture with high quality brickwork ✓ Landscaping and trees ✓ Inviting sidewalk

Multifamily Residential

Multifamily was the least popular development type among participants. There were several issues associated with multifamily developments in Moreland. One is that this type of development typically requires sewer. Also, some participants believe that it can bring crime and drugs. Some participants felt strongly that multifamily would not be good for Moreland. Some said that multifamily provides good starter homes that young people can afford and that multifamily provides opportunity for elderly people to downsize. Finally, the architecture of multifamily should be interesting and attractive.

Appendix

**Multifamily Residential
Visual Preference Exercise Results Summary**

Multi Family Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ The only multi family development to receive no negative votes ✓ Attractive and interesting architecture ✓ Nice landscaping with trees
	<ul style="list-style-type: none"> ✓ The most popular type of multifamily development ✓ In scale with Moreland ✓ Looks like a single family home
	<ul style="list-style-type: none"> ✓ Least popular type of development of any kind presented in the exercise ✓ Too big for Moreland

Single Family Residential

Single family residential is the most popular type of land use in Moreland. Respondents want to keep Moreland primarily residential with a small town feel. In general, participants did not like cluster developments.

Appendix

**Single Family Residential
Visual Preference Exercise Results Summary**

Single Family Residential Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Received no negative votes ✓ Attractive, interesting, and "fancy" architecture ✓ Well maintained and landscaped ✓ During discussion participants indicated that they did not like the homes so close to the street with no yards, needs sewer, lots are too small, and would generate too much traffic ✓ Should be limited to specific locations
	<ul style="list-style-type: none"> ✓ Very popular with no negative votes ✓ Appropriate for Moreland ✓ Has sidewalks and trees and is well maintained ✓ Architecturally interesting variety among houses
	<ul style="list-style-type: none"> ✓ Popular home style ✓ Appropriate for Moreland ✓ Fits in with existing zoning regulations ✓ Greenspace is important ✓ Brick homes should be all brick ✓ The house does not appear to be high quality and property is not well maintained
	<ul style="list-style-type: none"> ✓ Least popular single family development ✓ Big sign with corporate feel ✓ Cluster community looks like an office ✓ Lacks distinction

Appendix

Single Family Residential Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Most popular residential style ✓ Open yard ✓ Interesting, attractive architecture ✓ Lot has trees and a sidewalk and is well maintained ✓ Some respondents did not like the small yard

Streets





The community is very concerned about safety and traffic flow. Access is becoming a problem on US 27. It is hard to get in and out of businesses and side streets. Cars travel too fast and there is limited visibility in some locations. The bi-pass for through traffic and truck traffic is a popular plan. The most popular streets in the Visual Preference Exercise have buffers between sidewalks and cars with landscaping and limited curb cuts.

Streets

Visual Preference Exercise Results Summary

Streets Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Unpopular street and neighborhood design ✓ Street and neighborhood looks crowded and dense ✓ Looks too controlled and restricted ✓ Underground utilities were popular ✓ Too wide open no trees ✓ Despite sidewalks and lighting the street and neighborhood are not inviting.
	<ul style="list-style-type: none"> ✓ Very unpopular, only streets photo to receive no positive votes ✓ Too many access points/curb cuts ✓ No street landscaping or sidewalks ✓ Obtrusive signage typical of rural highway ✓ Drainage might be good because there are no curbs

Appendix

Streets Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Popular street design ✓ Sidewalk is buffered from road with distance and landscaping
	<ul style="list-style-type: none"> ✓ Very popular ✓ Attractive streetlights ✓ Well landscaped with greenspace ✓ Landscaped island slows traffic and makes on-street parking easier to use ✓ Generally did not like the manicured tree look
	<ul style="list-style-type: none"> ✓ Least popular street among residents ✓ Too many curb cuts ✓ No buffer for pedestrians ✓ Stark and could be anywhere ✓ No landscaping
	<ul style="list-style-type: none"> ✓ Most popular street ✓ Consistent with single family residential as the most popular land use type for most of Moreland ✓ Peaceful and relaxing ✓ Many trees ✓ Looks like some existing streets in Moreland.




Appendix

Office


Respondents did not want generic looking or large office complexes. Moreland wants offices that serve local residents and that are walkable and include retail so people could do more than one errand from one parking place. Participants want to concentrate office space in the downtown area or along the highway corridor to protect residential areas from traffic congestion.

Office

Visual Preference Exercise Results Summary

Office Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Out of scale for Moreland ✓ It is too big ✓ The architecture is attractive but the development is too big
	<ul style="list-style-type: none"> ✓ Most popular office development ✓ Style would fit in downtown Moreland ✓ Historic area ✓ Sidewalks and trees ✓ On-street parking with additional parking in the rear ✓ Attractive brick and historic small town appeal
	<ul style="list-style-type: none"> ✓ General popular but did not get as many overall votes as other styles ✓ Would fit in with existing neighborhoods ✓ Concerned about traffic in residential neighborhoods ✓ Residents may leave and tenants may not care about neighborhood appearance ✓ Many people cannot walk up steps in businesses in redeveloped old homes

Appendix

Office Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Least popular office development ✓ Looks low quality ✓ Single story with no character ✓ The landscaping, sidewalk, and shade trees were popular

Retail

According to respondents, the most needed retail stores are a supermarket, pharmacy, and bank. But, they do not want a large, strip-mall style grocery store. Participants want local retail services. They do not want commercial that will increase traffic. One respondent hoped for a rustic "Ma and Pa" deli with outdoor seating.

Retail

Visual Preference Exercise Results Summary

Retail Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Most controversial retail development ✓ Residents like the idea of a local grocery store, but not a large strip-mall style supermarket
	<ul style="list-style-type: none"> ✓ Generally popular because residents want a bank ✓ Dislike architecture but like lighting, landscaping, and small scale ✓ Would prefer brick/antebellum style

Appendix

Retail Photo	Summary of Comments
	<ul style="list-style-type: none"> ✓ Popular among new retail developments ✓ Clean and walkable ✓ Old style with historic downtown appeal ✓ Landscaped with attractive lighting
	<ul style="list-style-type: none"> ✓ Generally popular ✓ A pharmacy is needed in Moreland ✓ This building has historic appeal ✓ Landscaping would increase popularity of this building
	<ul style="list-style-type: none"> ✓ Generally popular ✓ Like the reuse of existing house ✓ Fits in with existing neighborhoods ✓ Small, unobtrusive signage ✓ Retail businesses are more likely to maintain property than office ✓ Do not like the idea of more traffic in residential neighborhoods
	<ul style="list-style-type: none"> ✓ Like "rustic retail" ✓ Antique look fits in with old mill town character of Moreland ✓ Historic appeal

Appendix

Miscellaneous

Of the “Miscellaneous” photos shown, the photo of Wal-Mart was the least appealing to respondents. The gas station and warehousing/transportation business were also very unpopular. Not surprisingly, the most popular photo in this category was the baseball field. The ball field fits in with the residential nature of Moreland. The unpopular developments are not consistent with the small town atmosphere of Moreland.

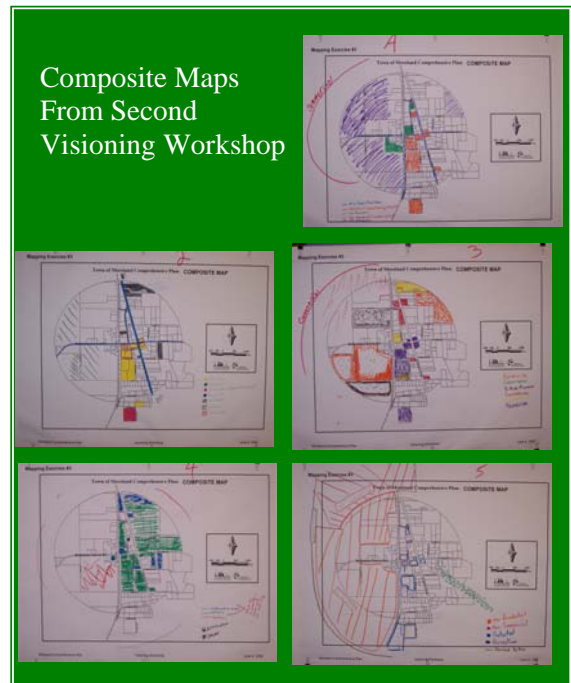
Stakeholder Committee Meeting

The Stakeholder Committee met on June 1. The results of the first visioning workshop were presented at the Stakeholder Committee. A casual discussion focusing on the Future Development Map and Character Area Descriptions followed. The Stakeholder Committee’s input was used to refine the presentation and format of the Second Visioning Workshop.

Second Visioning Workshop

The results of the First Visioning Workshop were presented at the Second Visioning Workshop on June 8. Participants were then asked to respond to a draft Community Vision Statement that was based on community input up to that point. The Community Vision Statement presented in this report is based on the Vision presented and refined at this meeting.

The final exercise of the Visioning Workshop was a Cognitive Mapping Exercise. Each participant was asked to develop an *Attitudes Map* depicting attractive and unattractive areas, important travel routes, places with special meaning, places frequently visited and any other areas they felt are important. Each participant was then asked to develop a *Futures Map* that shows areas for new commercial development, new residential development, new recreation areas, protected areas, and other features. After a short break the maps were randomly redistributed back to participants. Then, they worked in five groups of five to develop composite maps that combine the results of the *Attitude Map* and *Futures Map* that were redistributed. The resulting five *Composite Maps* along with the mapping exercise from the First Visioning Workshop became the foundation for the Future Development Map.



Appendix

Public Review of Comprehensive Plan

After a Draft Comprehensive was reviewed and revised by the Stakeholder Committee it was made available for a 5 day public review period. The Plan was made available in the Town Hall and on the World Wide Web. Meeting participants who provided their e-mail addresses were provided the link directly to their e-mail.

Transmittal Hearing Presentation

After the Draft Comprehensive was reviewed and revised based on public comment, the Plan was presented at a Public Hearing and the Town Council resolved to transmit it to the RDC and DCA for approval.

Appendix

Appendix II: List of Accomplishments

Project or Activity from Previous Short Term Work Program	Status	Explanation for Postponed or Not Accomplished Project or Activity	Additional Information
1 Continue 4th of July Celebration	Completed and Ongoing		This project will be carried into Work Program Update
2 Develop Long Range Recreation Plan	Not Completed	Limited funding and staff.	The town has SPLOST funds for recreation facilities. The usage of this money will be incorporated on 2006 Short Term Work Program.
3 Support efforts to provide public transportation services	Completed		
4 Widen entrance of Intersection: Hwy 29 and all cross streets	Currently Underway		This project will be carried into Work Program Update
5 Add sidewalks to E. Camp Street	Currently Underway		This project will be carried into Work Program Update
6 Continue to meet or exceed the 25% solid waste reduction	Completed		The Town has met State requirements
7 Expand Southview Cemetery	Currently Underway		This project will be carried into Work Program Update
8 Repair streets in Southview Cemetery	Not Completed	Need DOT to resurface. Should be done in 2008. This project will be carried into Work Program Update	This project will be carried into Work Program Update
9 Construct a pavilion in Town Square	Not Completed	Limited funding	Town is planning to try to make this a SPLOST Project This project will be carried into Work Program Update
10 Continue rehabilitation of Old Mill	Currently Underway and Ongoing		This project will be carried into Work Program Update
11 Establish environmental education for members of planning and zoning commissions	Completed		Town will continue to provide training opportunities to its Planning and Zoning Commissioners
12 Develop building inspection and codes enforcement program	Completed		
13 Develop permit fee schedule	Completed and Ongoing		

Appendix

Appendix III: Links to Implementation Measures

Appendix IV: Coweta County Transportation Plan

Digital copies of Appendixes III and IV are included in the CD at the back of this document.



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