



**City of Senoia 2006-2026 Comprehensive Plan:  
Community Agenda**

**November 2006**





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# I Introduction

## **Purpose**

The purpose of the Community Agenda is to lay out a road map for Senoia’s future. Over the next 20 years, Senoia is forecasted to triple in population. This level of growth presents both challenges and opportunities for all aspects of the community. This document develops a strategy for addressing that growth and ensuring it improves quality of life for Senoia. This strategy includes regulatory and policy changes and updates, capital investment, and strategic planning.

Another purpose of this report is to meet the intent of the “Standards and Procedures for Local Comprehensive Planning” as established by the Georgia Department of Community Affairs (DCA) on May 1, 2005. Preparation of a Comprehensive Plan in accordance with these standards is an essential requirement in maintaining Senoia’s status as a Qualified Local Government.



*Senoia Welcome Sign*

## **Scope**

As required in the DCA Standards, the Comprehensive Plan is divided into three parts. The Community Assessment and Community Participation Program were completed and submitted to the Chattahoochee-Flint Regional Development Center (RDC) and the DCA in August 2005.

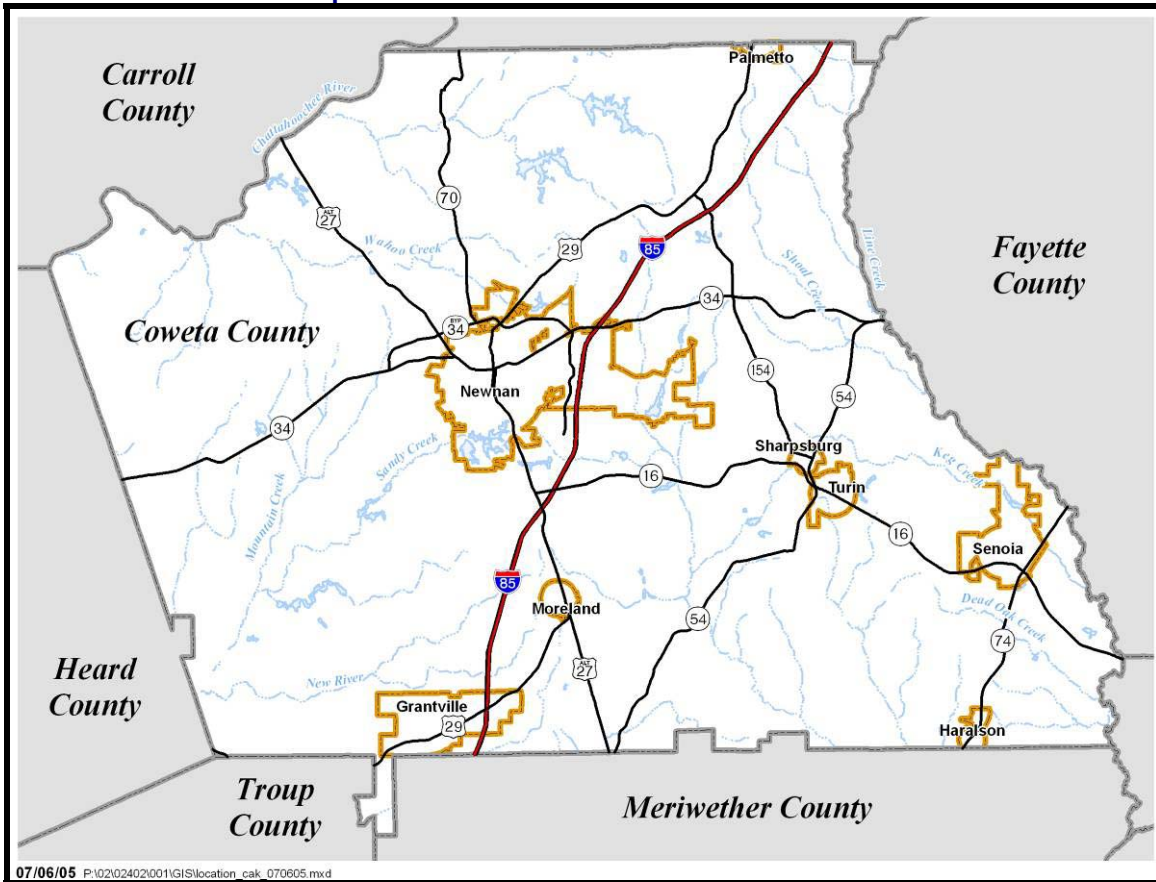
The Community Agenda is the third and most important part. This document defines the community’s vision for the future, outlines the key issues and opportunities facing Senoia over the next 20 years, and crafts an implementation program for achieving the vision and addressing each issue and opportunity. The Implementation Program includes a Future Development Map and Future Land Use Plan for guiding land use, character, and zoning decisions. It also includes an updated Short-term Work Program for guiding capital investments over the next 5 years.

## **Study Area**

The study area for this Community Agenda is primarily the incorporated area of the City of Senoia (City), an area of approximately 3,120 acres. For some portions of the Community Agenda, principally those related to land use planning or annexation, areas adjacent to the City were included.



**Figure 1: Senoia Location Map**



### **Planning Process and Schedule**

The Local Planning Requirements adopted by the DCA in May 2005 divide the Comprehensive Plan into three required documents: the Community Assessment, Community Participation Program, and, this document, the Community Agenda. The final printing of the Comprehensive Plan, after the RDC and DCA have reviewed and approved this Community Agenda, will combine what are now three separate documents into one binder.

The Community Assessment was the first major step in preparation of Senoia’s Comprehensive Plan. It assessed existing conditions within the community, analyzed existing land use patterns, and included a draft list of issues and opportunities facing Senoia.

The Community Participation Program outlined a program for community visioning and involvement. The process created for Senoia included an evening Visioning Workshop, an all-day Design Workshop, an Open House, interviews, and adoption hearings. The meetings were held between August 2005 and July 2006.





This document, the Community Agenda, is the blueprint for implementing the community’s vision. It includes a summary of the vision and results of the community involvement effort, a plan for land use, transportation, community facilities and other aspects of Senoia, and an Implementation Program. After the community has had a chance to review this draft Community Agenda, it will be submitted to the RDC and DCA for comment and approval, a process which takes several months.

The schedule below outlines the process employed in preparing this Comprehensive Plan.

**Figure 2: Project Schedule**

Task	2005												2006				
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Initial Client Kick-off Meeting																	
Community Assessment																	
Community Participation Program																	
Community Agenda																	
Completion of Service Delivery Strategy																	
Transmittal, Review, Adoption Processes																	
<b>Public Meetings</b>																	
Community Visioning Meeting																	
Community Design Workshop																	
Open House																	
Public Hearing/Presentation																	

## II Community Agenda

### *Community Involvement and Guiding Principles*

#### **Overview of the Community Involvement Process**

Jordan, Jones & Goulding (JJG) designed a public participation process for the Senoia Comprehensive Plan that not only provided opportunities for citizen input, but also generated dialogue, enthusiasm, and excitement for the future of the community. The strategy for public involvement in Senoia was grounded in the notion that in order to empower citizens, they must be provided with specific, relevant facts and information. By so doing, citizens were able to give meaningful input; because they had gained a thorough understanding of the issues, options, and the difficult choices facing them.

A diverse population, including business owners, residents, and officials, attended all three of the public meetings. In these sessions, the consultant team sought first to educate and, second, to involve the stakeholders in laying the framework for the Comprehensive Plan. Several tools, including a questionnaire and community preference survey, were used. These activities, combined with facilitated and spirited discussions, enabled participants to find consensus around common themes. The citizens of Senoia began to understand the various strengths of their community, which allowed them to form opinions about areas for improvement and the direction of future growth.



The community involvement process included three key meetings: a Visioning Workshop, a Design Workshop, and an Open House. To promote attendance at these workshops, an aggressive public outreach effort was made, including:

- A direct mailing to each Senoia household.
- Newspaper ads.
- Posters distributed and displayed at local businesses.
- Announcements at community meetings.

### **Visioning Workshop**

The Senoia Visioning Workshop was held on September 27, 2005. Visioning is a process that helps communities get ahead of change and shape it to the advantage of its citizens. With visioning, a community can develop a long-range, all-encompassing image to guide its plans and policies. This image is based on community values, explores various possibilities for the future, and is built around the development of a shared vision. Once a community has envisioned where it wants to go, it can begin to consciously work toward that goal.

### **Design Workshop**

The Design Workshop was the central public involvement event of this project. The day-long event was held on November 5, 2005. The workshop was organized around a series of interactive breakout sessions where participants sat around a common table and worked out solutions for their community. The process was highly participatory and helped reach consensus on possible solutions. Periodically, the groups convened to share their results and the different options generated between the different tables.



### **Guiding Principles of the Community Vision**

A tremendous amount of information was collected throughout the community involvement process. The following Guiding Principles serve as a concise summary of that information. However, they were also created to serve as a touchstone for the preparation of the Community Agenda and its implementation in the years ahead. Following each principle is a series of supporting ideas, comments, or remarks from participants.

### **Overview**

Overall, the people of Senoia are very fond of their town. Friendly people, affordability, recreation facilities, convenience to larger cities, and a slower lifestyle lead to a high quality of life for area residents. They like the small town atmosphere and strong sense of community. They enjoy the safe, peaceful, and quaint character of their historic district and have high hopes for its future. They are concerned and excited about the rate of growth and want to do



everything they can to ensure that their quality of life improves, not erodes, as the community grows.

**The Guiding Principles**

**Maintain and Strengthen Small Town Atmosphere**

- New development should look old, should fit in.
- New development should draw from Senoia’s historic district.
- Pedestrian friendly.
- Vibrant, yet uncrowded.
- Lots of locally owned places to shop and eat.
- Attractive to tourists.
- Redevelop old buildings.
- Fill in vacant lots with new, compatible development.
- Create places for people to meet and gather.
- Senoia should have some rural space around the City; should not bleed into Turin, Digby, and Haralson.

**Maintain Rural Character around Senoia**

- Designate scenic routes on key entrances into Senoia.
- Protected open space areas around the City.

**Balanced Transportation System**

- Adequate transportation network.
- Greenways.
- Trails.
- Connected network of sidewalks.
- Conservation space and parks near/within residential areas.
- Commuter rail.

**Thriving Economy**

- Thriving downtown.
- Strong small business sector.
- Better, high paying jobs with benefits.
- Numerous white collar jobs.
- Diverse economy.
- Active Development Authority.

**Efficient Growth and First-rate Services**

- Expansion of service delivery areas.
- Improve the level of service delivery.
- New development should be on sewer.
- Development would pay for its services.



### Strengthen Neighborhoods

- Protect existing neighborhoods and subdivisions.
- Revitalize struggling areas.

### Local Education

- Neighborhood elementary.
- Expanded library.

### Preserve and Conserve Open Space and Natural Resources

- Protected reservoir and clean drinking water.
- Clean streams and creeks.
- Tree canopy and old trees.
- Rural land and greenspace.
- Minimize stormwater runoff.

### Effective Government

- Low taxes.
- Efficient delivery of services.
- Responsive to citizen concerns.
- Balance the needs of existing residents and businesses against economic development and growth.
- Open dialogue with citizens.

## ***Issues and Opportunities***

This section summarizes the issues and opportunities facing Senoia over the next 20 years. It is based upon the extensive inventory and analysis of existing conditions completed in preparation of the Community Assessment portion of this plan; but, more importantly, it is also based on input received from stakeholders throughout the community involvement process. Each of the Issues and Opportunities is addressed in the following Plan, Policy, and Implementation Program and sections below.



*Broad Street, Downtown Senoia*

### **Population Issues**

1. Population is forecasted to triple in 20 years. This presents a myriad of issues for Senoia's services, environment, infrastructure, and quality of life.
2. Aging population. Will create the need for local healthcare and senior services.





### Economic Development Issues

1. Lack of employment for skilled labor. The City has a disproportionately high number of low-skill jobs. These jobs are needed both to have a diversified work force and economy, but also to provide employment to the incoming residents of Senoia's increasingly expensive subdivisions.
2. Increase tax base. Industrial and commercial growth has not kept pace with the burgeoning residential population.
3. Lack of in-town healthcare. Most health care services are found only outside Senoia.
4. No extra sewer capacity for economic development. All of the existing sewer capacity has been allocated to future residential developments; none is available to lure prospective employers.

### Economic Development Opportunities

1. Downtown revitalization and infill. Leverage the delightful historic downtown to bring infill and new commercial, office, and residential developments.
2. Promote downtown with marketing and festivals and events. A thoughtful marketing campaign, consisting of advertising and events, will raise the profile of the community and its interest to entrepreneurs and developers.
3. Promote historic-based tourism. Especially when marketed in conjunction with the other historic towns in the area, Coweta County and Senoia could become an attractive tourist destination.
4. Improve overall quality of life. Quality of life is now a key to creating a sustainable economy. This includes preserving rural character and open space, developing a network of greenways, improving healthcare and education, promoting the arts, keeping the community safe, and expanding its parks and conservation areas.
5. Expand infrastructure to attract industrial/business growth. Additional sewer capacity, fire protection, and high-tech options are needed.



### Housing Issues

1. Lack of balance in new housing units. Develop policy and regulations to encourage a diversity of housing types and price ranges for people of all ages and family types.
2. No traditional neighborhood zoning district. A TND district is needed that would allow a developer to develop in the tradition of historic Senoia: variable lot sizes, on a street grid, with religious, civic, and commercial uses mixed in.



3. Vacancy and dilapidated public housing. The public housing needs to be replaced or redeveloped as mixed-income housing, designed in a way that contributes to Senoia's historic character.

### Housing Opportunities

1. Incorporate traditional neighborhood developments. In the undeveloped areas surrounding the historic district, traditional neighborhood developments should be required.

### Natural Resource Issues

1. Loss of trees and canopy cover. Strengthen tree ordinance to protect existing trees and require street trees in new developments.
2. Declining water quality. As development progresses, water quality generally declines.
3. Poor air quality. Most City land use and transportation policies and regulations will exacerbate air quality problems.
4. Preservation of open space. Develop a plan to preserve land within developments and through conservation programs.



*Permanently protected greenspace in Senoia*

### Natural Resource Opportunities

1. Coordinate preservation of prime agricultural land and existing open space with Coweta County
2. Protect the water quality of Hutchins Lake. As the primary source of drinking water for Senoia, a coordinated protection effort between Coweta County and Senoia is warranted.
3. Increase usage of the conservation subdivision option for new developments. Craft a policy framework and minor ordinance revisions to encourage usage and preserve greenspace.
4. Protect residents' favorite natural areas and views. Many of Senoia's favorite natural areas remain undeveloped, including the Rock House. While the City is still surrounded by mostly rural land, it has the opportunity to purchase or protect some of those areas.

### Cultural Resources Issues

1. Non-contributing structures undergo the same level of scrutiny for minor modifications as contributing structures and new construction.



### Cultural Resources Opportunities

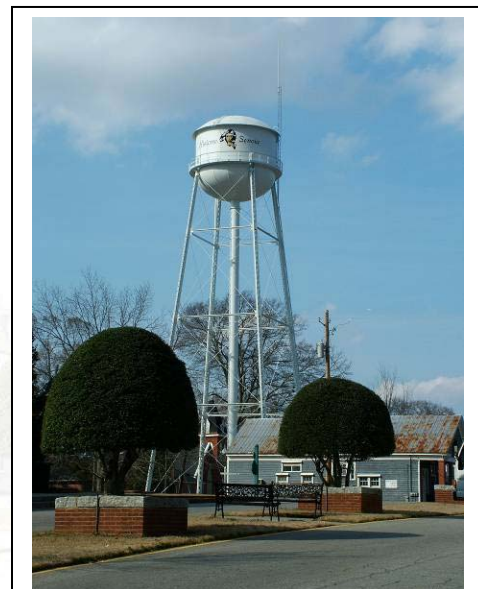
1. Reconstitute the Historic Preservation Commission. The Commission should be reconstituted in order to encourage the future preservation and promotion of the historic character and resources within the City of Senoia.
2. Update the Architectural Design Guidelines. The design guidelines lack the guidance and details necessary to guide owners and contractors through maintenance, rehabilitation, and new construction.



*One of Senoia's many historic homes*

### Community Facilities and Services Issues

1. Meeting the service demands of explosive population growth. The City has more than tripled in size since 1990; and, with that growth, has come increasing demands for public services. Careful planning is required to ensure adequate services are available over the next 20 years.
2. Anticipated failure of individual septic tank systems. Approximately 25 percent of City residents use septic tanks; and, over the planning horizon, many of these septic tanks will fail.
3. Stormwater Management. The City currently is not addressing the new National Pollutant Discharge Elimination System (NPDES) requirements.
4. Consistency with Service Delivery Strategy (SDS). Recent and proposed changes in service delivery, funding sources, and annexation policies will have to be reflected in another update of the SDS as part of this planning effort. Open communication and dialogue with the adjacent jurisdictions will have to be maintained throughout this planning process.
5. The City water system currently purchases additional water supply from Coweta County to meet peak day water demands. The City needs to ensure that adequate water supply is available for purchase from the County to meet future water needs.



*Downtown water tower*





6. Diminishing supply of regional water. Septic and land application systems are consumptive uses of water. As a result, there may be future political pressure to develop sewer systems with surface water discharges, as opposed to continued use of septic systems or land application systems.
7. City Hall and the City Library are operating at capacity and are in need of expansion. The City does have plans for a new library that may open in 2007.

### **Community Facilities and Services Opportunities**

1. Expanding sewer capacity. The City has plans to expand sewer service and make it available to more customers, but it should also explore the possibility of purchasing additional sewer capacity from Peachtree City or Coweta County.
2. Coordinate stormwater management with the County. The City needs to adopt a stormwater management ordinance. The Metropolitan North Georgia Water Planning District (MNGWPD) has created a series of model ordinances that can address this need.
3. Create an annexation policy. Senoia needs a clear annexation policy to define when annexation is or is not in its best interest and to define its expectations for prospective developers. Work closely with surrounding jurisdictions and state and regional planning agencies to ensure that new community facilities and services built within this sphere of influence support the needs of local residents and businesses and are compatible with the provisions of this plan.
4. Incorporate community meeting space within the new library. City Hall is in need of more community meeting space; the new library may be able to meet some of this need, because its plans call for the construction of more meeting space.
5. Redevelop old maintenance facility. The old City maintenance facility on Clark Street is in poor condition and underutilized. It could be redeveloped for a variety of civic or private uses that could serve as an asset to the community.
6. Bring an elementary school to Senoia. As the City grows, it should look for opportunities to bring a Coweta County School Board-run elementary school to the City.



*City Police Department*

### **Intergovernmental Coordination Issues**

1. Regional transportation planning. To ensure that proper coordination and execution of much needed transportation improvements, City officials need to be actively involved in transportation planning activities at the Atlanta Regional Commission (ARC),





- Georgia Regional Transportation Authority (GRTA), and Georgia Department of Transportation (GDOT).
2. Intergovernmental agreements needed to meet anticipated service demands. In particular, the City should explore the possibility of purchasing treatment capacity from neighboring jurisdictions.
  3. Land use conflicts that result from annexation.
  4. Special Purpose Local Option Sales Tax (SPLOST) renewal. City officials need to work closely with the County to help ensure that this important source of capital improvements funding is used effectively.
  5. Consistency with Service Delivery Strategy. Recent and proposed changes in service delivery, funding sources, and annexation policies will have to be reflected in another update of the SDS as part of this planning effort. Open communication and dialogue with the cities will have to be maintained throughout this planning process.
  6. NPDES/Stormwater management implementation and coordination with the County. Under new state requirements, the City is going to have to implement stormwater management practices. Though coordination of these activities with the County is not a requirement, it could be financially beneficial for the City to have the County provide this service, because the County has recently implemented such measures.

#### **Intergovernmental Coordination Opportunities**

1. Adopt a City annexation policy that identifies a greater territorial area or sphere of influence. Work closely with surrounding jurisdictions and state and regional planning agencies to ensure that new community facilities and services built within this sphere of influence support the needs of local residents and businesses and are compatible with the provisions of this plan.
2. Coordinate closely with the County in meeting the state and federal stormwater management requirements.
3. Work with Peachtree City to explore the possibility of purchasing sewer capacity.
4. Work with the Georgia Rail Passenger Authority (GRPA) to promote the development of a commuter rail station in the City.
5. Actively participate in regional transportation planning efforts.
6. Update Service Delivery Strategy (SDS). Senoia should work closely with Coweta County and Peachtree City while updating its SDS.
7. Reauthorize Special Local Option Sales Tax (SPLOST). SPLOST is an important source of funding for discretionary projects within Senoia. Prior to the next reauthorization, the City should work towards an optimal list of projects in coordination with Coweta County.
8. Protect Hutchin's Lake Reservoir. Much of the Hutchin's Lake Reservoir watershed is located in unincorporated Coweta County. Senoia must work closely with Coweta County to ensure the City's drinking water source is protected.
9. Coordinated Greenspace Plan. Many of Senoia greenways and greenspace planning ideas will require close planning and joint implementation strategies with other jurisdictions.



### Transportation Issues

1. Poorly connected or incomplete pedestrian network. The City needs a sidewalk installation program and funding source.
2. Dangerous intersections. The intersections of Pylant Street and Highway 16 and Seavy Street and Highway 85/74 are widely considered dangerous.
3. Truck traffic on Main Street. Since the Rockaway Street bridge over the railroad was improved, increasing the allowable weight limit, trucks have started cutting through Main Street rather than using the state route system.

### Transportation Opportunities

1. Mitigating increasing traffic congestion. Traffic congestion is going to get worse as the City grows. Steps need to be emplaced to slow the increase in congestion; including requiring street connectivity, traffic studies, and reconsideration of impact fees.
2. Improving street connectivity within and between developments.
3. Preserving bicycle safety. Senoia and Coweta County have an excellent bicycle plan to follow. In conjunction with a greenway trail to Griffin, Senoia could become a major destination for bicycling enthusiasts.
4. Prospective commuter rail. Commuter rail would be a boon for Senoia's economy. The City should press GDOT and its elected officials to speed up the process.
5. Greenway between Senoia and Griffin. The inactive railroad could be converted to a trail connecting the two cities.



*Greenway and trail opportunity*

### Land Use Issues

1. Clean up and redevelop brownfields. Connect developers to the federal and state incentives for cleaning up brownfield sites.
2. Aid to struggling areas. Create opportunities for reinvestment and redevelopment in rundown areas.
3. Outdated zoning regulations. Many of the zoning districts do not allow for traditionally designed residential or commercial developments consistent with Senoia's historic character, requiring instead development of a suburban character.

### Land Use Opportunities

1. Reserve land for industrial and commercial growth. Within the Future Land Use Plan, include adequate space for the growth of employment-related uses.
2. Preserve open space around the community. Work with the development community, Coweta County, and the non-profit community to preserve open space around Senoia.



3. Encourage traditional neighborhood developments (TNDs). TNDs can be viable in any context, but they should be required when developing adjacent to or within the historic district.
4. Protect natural resources within developments. Promote the use of the conservation subdivision ordinance, adopt a stream buffer ordinance, and create an incentive to create greenway connections.
5. Neighborhood mixed-use areas. Create a series of small neighborhood mixed-use areas throughout the City so that most residents can live within a short walk of some of their basic services and needs.

## ***The Plan***

This section outlines Senoia's plan for land use and future development; including housing, transportation, economic development, community facilities and services, and inter-governmental coordination.

## ***Land Use***

The Land Use Plan includes the Future Development Map, a plan for the future character of the community. The Future Development Map includes a map of future character areas and a matrix; which, for each character area, includes policies, appropriate zoning districts, and exemplary photographs. Additionally, a table correlating the DCA Quality Community Objectives against each character area is located in the **Appendix**. The Future Development Map is followed by the parcel-specific Future Land Use Plan with its supporting analysis and description.

## **Future Development Map (Future Character Areas)**



The use of character areas in planning acknowledges the visual and functional differences that exist today among the districts and neighborhoods of Senoia. They help guide future development through policies and implementation strategies that are tailored to each situation. These recommended character areas can be used to define areas that (1) presently have unique or special characteristics that need to be preserved; (2) have potential to evolve into unique areas; or (3) require special attention because of unique development issues. In some cases, different character areas are defined for existing land use and future land use in order to highlight appropriate transitions as the community evolves. Senoia's character areas are defined and described in the following table, **Figure 3**, and mapped in **Figure 4** below.








**Figure 3: Character Areas within Senoia\*\***

Character Area	Description/ Location	Development Strategy	Appropriate Zoning Districts
Conservation Areas	<p>Areas of protected open space; including wetlands, floodplains, stream corridors, conservation areas, and natural buffers.</p>	<p>Preservation of more greenspace should be encouraged. Conservation areas should be as connected as possible. Conservation subdivisions are an essential policy tool for preserving and linking conservation areas. In some cases, conservation areas also are planned to function as passive parks or greenways. Coordinate with the County on open space plan and PDR or TDR program.</p>	<p>Any district esp. R-40CSD</p>
			
Park/ Greenway	<p>Dedicated parks, including private facilities. Greenways may follow natural features such as streams or cultural features (abandoned railways, etc.).</p>	<p>Expansion of park space is encouraged. New residential areas should include neighborhood parks. Greenways should be developed to link greenspaces, schools, churches, recreation areas, downtown, residential neighborhoods, and commercial areas. These greenways can provide safe, efficient pedestrian linkages and, at the same time, give users an opportunity to enjoy the natural environment. Properly designed greenways can serve as an alternative transportation network; accommodating commuting to work or shopping as well as recreational biking, walking, and jogging.</p>	<p>Any district</p>
			






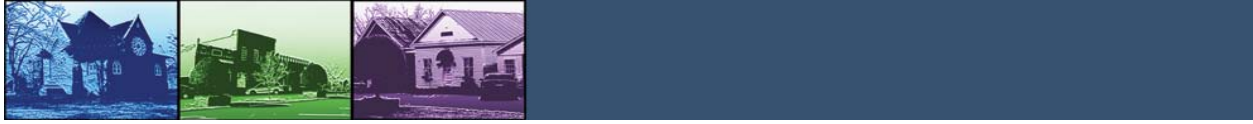
Character Area	Description/ Location	Development Strategy	Appropriate Zoning Districts
Rural and Open Land	<p>Consisting primarily of pastures, woodlands, and farmlands in an open or cultivated state.</p>	<p>Maintain rural character by protecting viewsheds to natural areas from clear cutting and prohibiting junk yards, outdoor storage of heavy equipment, billboards, mass grading, and metal buildings. Employ best forestry practices for timber harvesting. Strive to protect rural and open land between Senoia and cities/urbanized areas through a cooperative program between the City of Senoia and Coweta County.</p>	AG*
			





Character Area	Description/ Location	Development Strategy	Appropriate Zoning Districts
Historic Downtown	Historic commercial core in downtown Senoia.	Downtown should include a relatively high-density mix of retail, office, services, and employment to serve the residents of Senoia, but also strive to become a state-wide tourist attraction. Traditional architectural styles should be used. Residential development should reinforce the traditional town center through a combination of rehabilitation of historic buildings in the downtown area and compatible new infill development targeted to a broad range of income levels; including multi-family town homes, apartments, lofts, and condominiums. Design should be very pedestrian-oriented, with strong, walkable connections between different uses. Road edges should be clearly defined by locating buildings at the roadside with parking in the rear and on the street. Enhance the pedestrian-friendly environment by adding sidewalks and creating other pedestrian-friendly trail/bike routes linking to neighboring communities and major destinations; such as libraries, neighborhood centers, health facilities, commercial clusters, parks, and schools.	HT + HNO  IIR
			







Character Area	Description/ Location	Development Strategy	Appropriate Zoning Districts
Historic Residential	<p>Historic district and surrounding area. Encompasses a larger area than the federally listed historic district.</p>	<p>Protect historic properties from demolition and encourage rehabilitation with appropriate incentives. 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. New streets should conform to the historic pattern of narrow streets on 425-foot-long blocks arranged on a grid. Pedestrian access and parks should be provided to enhance citizen enjoyment of the area. Linkages to a regional greenspace/trail system should be encouraged as well.</p>	<p>R-40CSD + HNO R-40 + HNO IIR</p>









Character Area	Description/ Location	Development Strategy	Appropriate Zoning Districts
New Traditional Neighborhood Development Area	<p>Future predominantly residential developments located throughout Senoia and in likely annexation areas.</p>	<p>Promote new developments that emulate the positive aspects of historic Senoia. Promote moderate density, TND-style residential subdivisions. New development should be master planned with design standards; blending residential development with schools, parks, recreation, retail businesses and services, linked in a compact pattern that encourages walking; and minimizes the need for auto trips. There should be connectivity and continuity between developments and alley access for garages and utilities. There should be good vehicular and pedestrian/bike connections to retail/commercial services as well as internal street connectivity, connectivity to adjacent properties/subdivisions, and multiple site access points. Employ a mixture of lot sizes, even within the same block, similar to the Senoia Historic district. Foster the establishment of a regional network of greenspace and trails, available to pedestrians and bicyclists for both tourism and recreational purposes.</p>	<p>TND or TND Overlay*</p>
			
Suburban Residential	<p>Residential subdivisions developed since 1960.</p>	<p>Protect these areas from incompatible adjacent development, particularly loud or noxious uses. Construct sidewalks in subdivisions where they are absent. Connect subdivisions to each other and nearby commercial areas via greenways, sidewalks, and multi-use paths. Strive towards future or pedestrian street connections to future developments</p>	<p>R-40CSD R-40</p>
			





Character Area	Description/ Location	Development Strategy	Appropriate Zoning Districts
Commuter Rail-Oriented Development	Northwest corner of the intersection of Highways 16 and 74/85, including the preferred location for the commuter rail station.	Create an incentive-based district linked to a City-approved master plan to preserve land for the proposed station and parking areas in exchange for a density bonus on the remainder of the area. Developed area should include a relatively dense mixture of uses to support the commuter rail station including retail, office, and residential. The station area should be pedestrian- and bicycle-friendly with safe, convenient linkages to downtown and surrounding areas. <b>Figure 5</b> is a concept drawing for the character area prepared in 1998 as part of the Blueprints study.	CROD* + HC Overlay*
			
Highway Commercial	Auto-oriented commercial development. Found along Highways 16 and 74/85.	Complete and integrate pedestrian improvements and crosswalks throughout. Connect commercial areas to nearby residential areas. The areas should be required to promote pedestrian comfort, safety, and convenience; promote high standards of landscape and sign controls to improve corridor appearance and maintain traffic speeds and capacity through access management and interparcel access. Highway commercial areas should be contained and not allowed to spread out indefinitely along highways.	GC + HCO*
			



Character Area	Description/ Location	Development Strategy	Appropriate Zoning Districts
Industrial Area	Consisting of industries, warehouses, and distribution facilities on level sites having close access to railroads, utilities, and highways.	Provide adequate infrastructure capacity and maintain designated truck routes to I-85 that are safe and maneuverable for heavy vehicles; and minimize noise, vibration, and intrusion of trucks in residential areas. Provide adequate room for expansion and development of ancillary business and employee services. Encourage attractive, landscaped entrances and grounds. Protect environmentally sensitive areas and buffers surrounding neighborhoods. Screen truck docks and waste handling areas from public view. Minimize signage.	GI
<p><i>Notes. * - Denotes a proposed district that is needed to help implement the Character Area Plan.</i>  <i>** - The Quality Community Objectives that will be pursued in each character area, as required by the state "Local Planning Requirements" is located in the Appendix at the end of this document.</i></p>			

Several new districts are needed to help implement the Character Area and Future Land Use Plans. These include:

- AG – An agricultural district with a 5 to 10-acre minimum lot size. This district also will serve as the sending area for the proposed joint Coweta County/City of Senoia Transfer of Development Rights (TDR) program.
- HT – Re-enact the Historic Town Center District, which would require historically compatible infill.
- IIR – An Intown Infill Redevelopment District would create a special set of standards for some of Senoia’s challenging redevelopment sites that are targeted for infill redevelopment. While Mayor and Council, the Historic Preservation Commission, and the Planning Commission will provide oversight and guidance to the redevelopment of these properties, the intent is to allow greater flexibility and where appropriate, more compact development, to facilitate the redevelopment of these sites. Specific areas within the City in need of redevelopment under this proposed ordinance are the “old gin site,” public housing, the Brantley Institute/Old Public Works site, and the Burn Pit property.
- TND or TND Overlay – A Traditional Neighborhood Development district that would require new development to draw from Senoia’s historic residential neighborhood.
- CROD – The Commuter Rail-oriented Development District and associated Master Plan would create the enforcement and incentive mechanisms to ensure the proposed commuter



rail station location remains undeveloped, and the area around it is developed in a transit-supportive manner.

- HC Overlay – The Highway Commercial Overlay District would create a special set of standards for protecting the rural and scenic quality and character of the Highway 16 and Highway 74/85 corridors.

### Commuter Rail Station Area

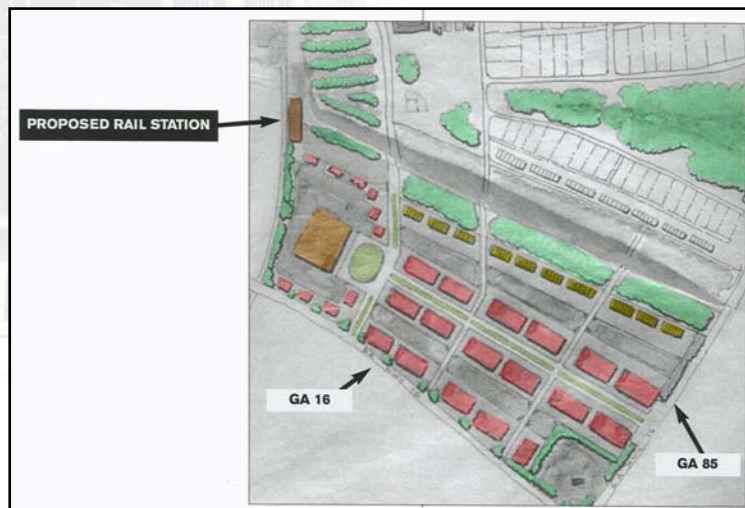
Despite political setbacks, the long-range Regional Transportation Plan still includes commuter rail service to Senoia. Its introduction to Senoia has numerous positive implications for the City. As Senoia is an historic railroad depot, it has cultural value. It could carry tourists and conventioners from downtown Atlanta to Senoia for overnight trips to stay at a bed and breakfast inns or bike the planned Rail to Trail. It would raise the profile of Senoia throughout the state. In short, the introduction of commuter rail service to Senoia would serve as a major economic generator and contribute to the successful revitalization of downtown.

As a result, this Comprehensive Plan, which has a 20-year planning horizon, includes the project as a potential reality. Both the Future Development Map and the Future Land Use Plan incorporate the proposed station location, which is on the CSX rail line, just south of the rail intersection and northwest of the intersection of Highways 16 and 74/85.

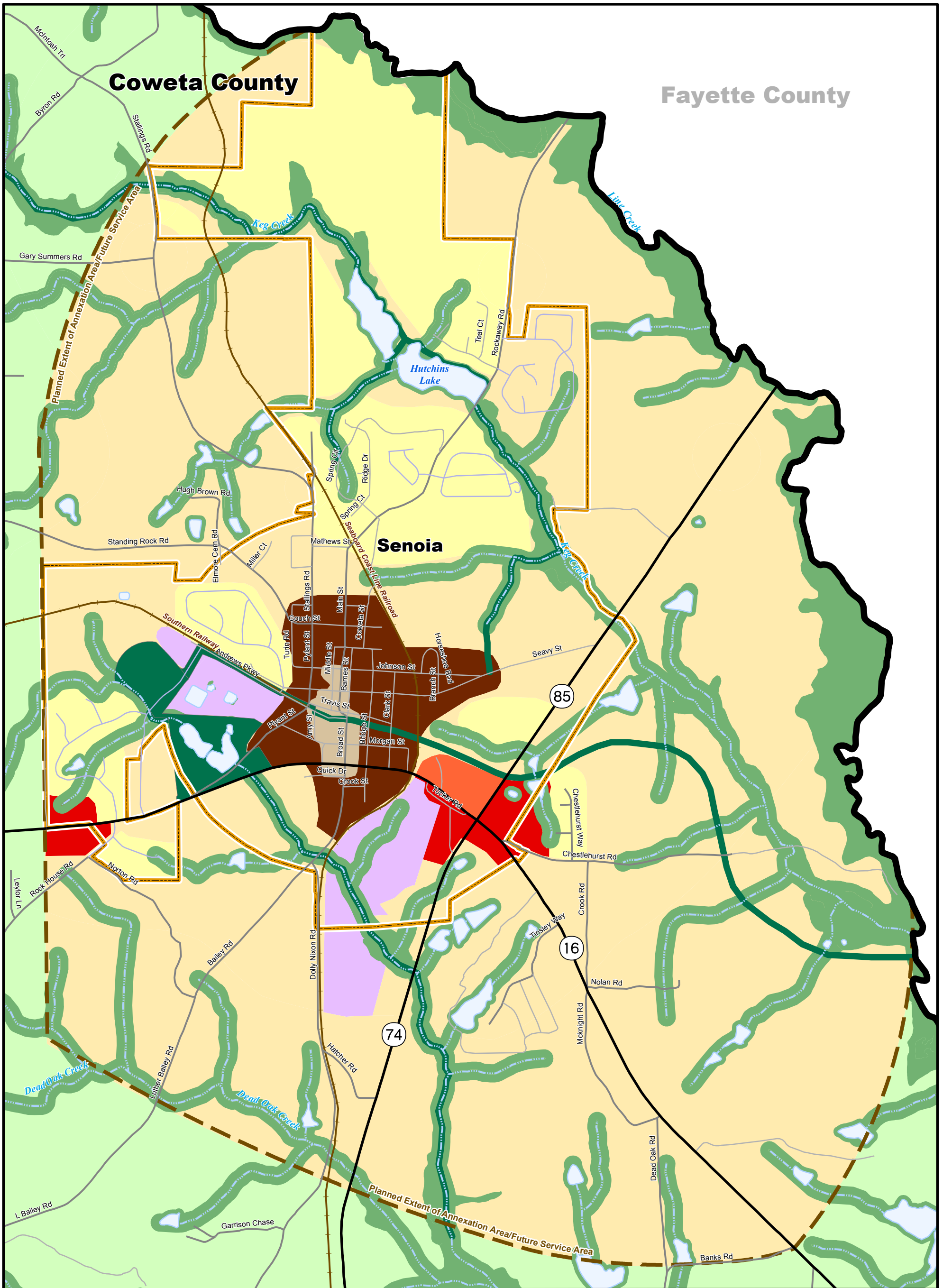
The character area discussion above outlines a development policy for the station area. In addition to that discussion is **Figure 4**, a concept drawing prepared in 1998 during the Georgia Conservancy-led Blueprints study. The concept calls for setting aside the western portion of the site for the rail station and parking and developing the rest of the site with a transit-supportive mixture of retail, office, and residential uses.

To facilitate a transit-friendly development on the site, a new zoning district is required. The CROD District would create the enforcement and incentive mechanisms to ensure that the proposed commuter rail station location remains undeveloped, and the area around it is developed in a transit-supportive manner.

**Figure 4: Conceptual Station Area Plan** (*Senoia Blueprints Study, 1998*)







**City of Senoia 2006-2026  
Comprehensive Plan**

*Future Development Map*



0 500 1,000 2,000 Feet

- Historic Downtown Senoia
- Highway Commercial
- Commuter Rail-Oriented Development
- Neighborhood Village
- Industrial
- Historic Residential
- Traditional Neighborhood Development
- Suburban Residential
- Conservation
- Park/Greenway
- Rural/Open

- State Highway
- County Road
- Road
- Railroad
- River/Stream
- Lake/Pond
- City Boundary
- County Boundary



**JORDAN JONES & GOULDING**

**Figure 5**





**Newnan Housing Authority Sub-area of the Historic District.**

The Newnan Housing Authority owns and operates a series of multi-plex housing units in the northeastern quadrant of the historic district on Ray, Couch, Middle, and Johnson Streets. The area contains the highest concentration of housing units with problems. The City is working with the Housing Authority for redevelopment and revitalization opportunities and is weighing various funding options. The goals of the redevelopment area are to:

- Revitalize the neighborhood.
- Improve housing quality.
- Provide a mixture of affordable and higher end housing.

A variety of funding options and approaches to the revitalization effort are under consideration. The City could prepare a Redevelopment Plan for the neighborhood, consistent with the Georgia Urban Redevelopment Act. The lead agency in implementation could be the Newnan Housing Authority, the City of Senoia, or the Senoia DDA. Funding options include HUD funds such as CDBG (Community Development Block Grants) or other grants or low-interest loan programs or the City could pursue a Tax Allocation District (TAD). Additionally, there are excellent public-private partnership opportunities for redevelopment.

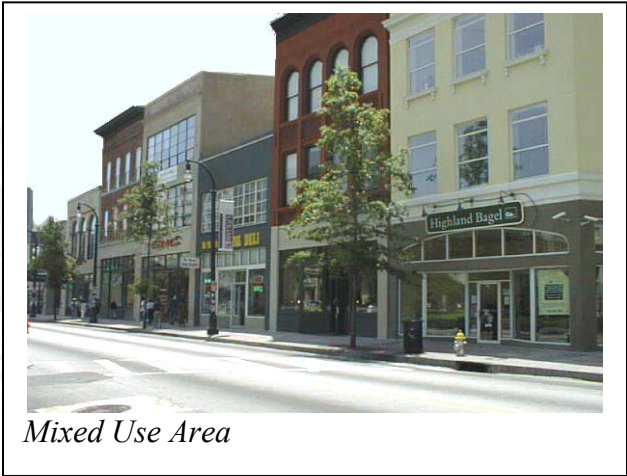
**Future Land Use Plan**

The Future Land Use Plan (**Figure 6**), in conjunction with the Future Development Map, serve as important policy guides for zoning, rezoning, and land development decisions. This Plan was prepared based on extensive community input during the community meetings and public hearings, and it follows directly from the Guiding Principles established as part of the community vision.

**Commercial and Mixed-use Development**

Commercial development throughout the City is clustered into several locations. As outlined in the character area plan above, most of these nodes are planned as pedestrian-friendly, mixed-use areas. The photo below is an example of a mixed-use development located in metro Atlanta.

The photo was the highest scoring mixed-use photo as ranked by participants during the Visioning Workshop, a community involvement event in conjunction with this plan. The example typifies the community’s aspirations for mixed-use areas in Senoia. The architecture is neo-traditional and human-scaled. The buildings are modulated and unique and of modest height, between two and three stories. The entire development puts pedestrians first, while still accommodating cars.





<INSERT FUTURE LAND USE PLAN ABOUT HERE. Figure 6>





## **Commercial Areas**

Of the seven commercial and mixed-use areas, downtown is the most important. The plan calls for a strong, thriving downtown and provides for the gradual expansion of downtown onto presently vacant or underutilized properties. Office zones are created on the edges of downtown. These serve as a buffer for residential areas and as a compromise between widespread, unconstrained commercial expansion along Highway 16. The office space should have a residential character.

Two highway commercial areas are recognized. These areas, presently established, also have some space to expand, but their containment is critical. The community is opposed to widespread strip commercial development and believes strongly in the importance of clustering of commercial areas. The highway commercial areas, unlike most of the other commercial nodes, are planned to have an automobile orientation consistent with their existing character. Along the two state routes, however, a Highway Commercial Overlay zoning district is planned. This district would regulate the character and functionality of these areas to minimize their negative impacts. The plan also calls for improved street and sidewalk connections between these areas and surrounding subdivisions and neighborhoods.

## **Traditional Neighborhood Development**

Traditional neighborhood development is an often misunderstood form of innovative residential development. The ARC's toolkit includes the following five-point definition for traditional neighborhood development:

1. Compact, defined neighborhoods comprising a compatible mix of uses and housing.
2. A network of connected streets with sidewalks and street trees to facilitate convenient and safe movement throughout neighborhoods for all modes of transportation.
3. Focus on the pedestrian over the automobile (while retaining automobile convenience).
4. Integration of parks and public spaces into each neighborhood.
5. Placement of important civic buildings on key sites to create landmarks and a strong sense of place.

Numerous opportunities for TNDs exist in and around Senoia and are identified on the Future Land Use Plan. These locations are close enough to the historic core that the traditional grid network found downtown could be extended into these areas. Other areas, just outside of downtown, would initiate their own grids and eventually connect to adjacent developments.

## **Open Space Network**

One of the highlights of the plan is for the creation of an open space network throughout the City. Each stream and lake is buffered by a wide natural buffer. Along some segments of the network, recreational trails would be constructed. The open space network also includes the conversion of the inactive Senoia to Griffin railroad right-of-way into a recreational trail. In addition to the trails and streams, the community identified the following areas as worthy of protection:

- The Rock House property along Pylant Street.
- Hutchin's Lake and a natural buffer around the lake.



- The woods behind the former Public Works building on Clark Street and in the lower portion of the Seavy Street Park.
- The ponds down the hill from the southeast corner of the intersection of Highways 16 and 74/85.

### **Rural Area**

Among the most frequently voiced concerns by the citizens of Senoia were over the loss of small town and rural character of the area. Conventional development styles, locations, and designs are consuming the area's forests, farms and the open areas that make the region around Senoia special. As a result, the accompanying map includes a large area demarcated as "Rural." To preserve some areas of the County and implement the community's vision, new subdivisions and commercial development are discouraged from this area during the next 20 years.

As a long-range policy option, Coweta County has considered establishing a transfer of development rights (TDR) program. This plan calls for the close coordination and cooperation with Coweta County in the implementation of the program, because of its numerous potential benefits for the City.

A TDR program is a voluntary, market-based approach to protecting open space that protects private property rights, valuations, and open space. Because the program would be run largely by the County, the City would mostly serve a facilitation and education role for prospective Senoia developers.

When Senoia annexes property from the County, the lot sizes are reduced from 1.6 acres to 1 acre, a substantial density bonus is provided to the developer. Additionally, they receive superior City services, including sewer. A TDR program would require a developer to purchase the development rights from a willing seller, equivalent to the density bonus they would gain when they annexed into the City. For example, if a 100-acre parcel were to be annexed into Senoia, the developer's potential lot yield would increase from 62 to 100 lots (for simplicity, area lost for streets, etc. is ignored). As part of the annexation agreement, the developer would acquire 38 development rights from the rural area in the vicinity of Senoia, thereby preserving 60.8 acres ( $38 * 1.6 = 60.8$ ) of open space.

### **Extent of Annexation Area**

The Future Development Map indicates the planned extent of future annexation. The Policy section of this report includes a set of Annexation policies to guide and clarify the cities annexation policy. The planned extent of annexation rounds out the western side of the City, extends south to the planned Highway 16 bypass – a long range project (2030) contained within the Coweta County Transportation Plan – and extends east to include most of the unincorporated "peninsula" bounded on three sides by Senoia and Fayette County.



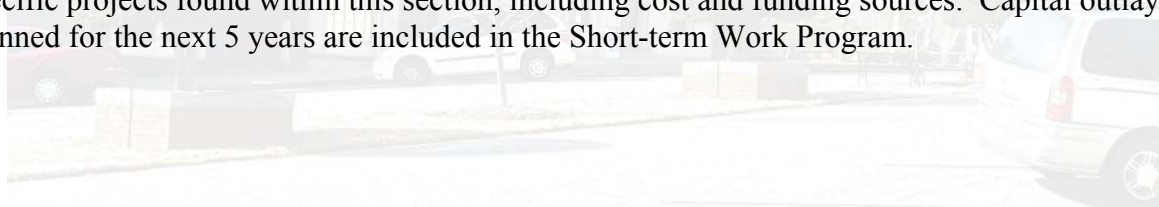


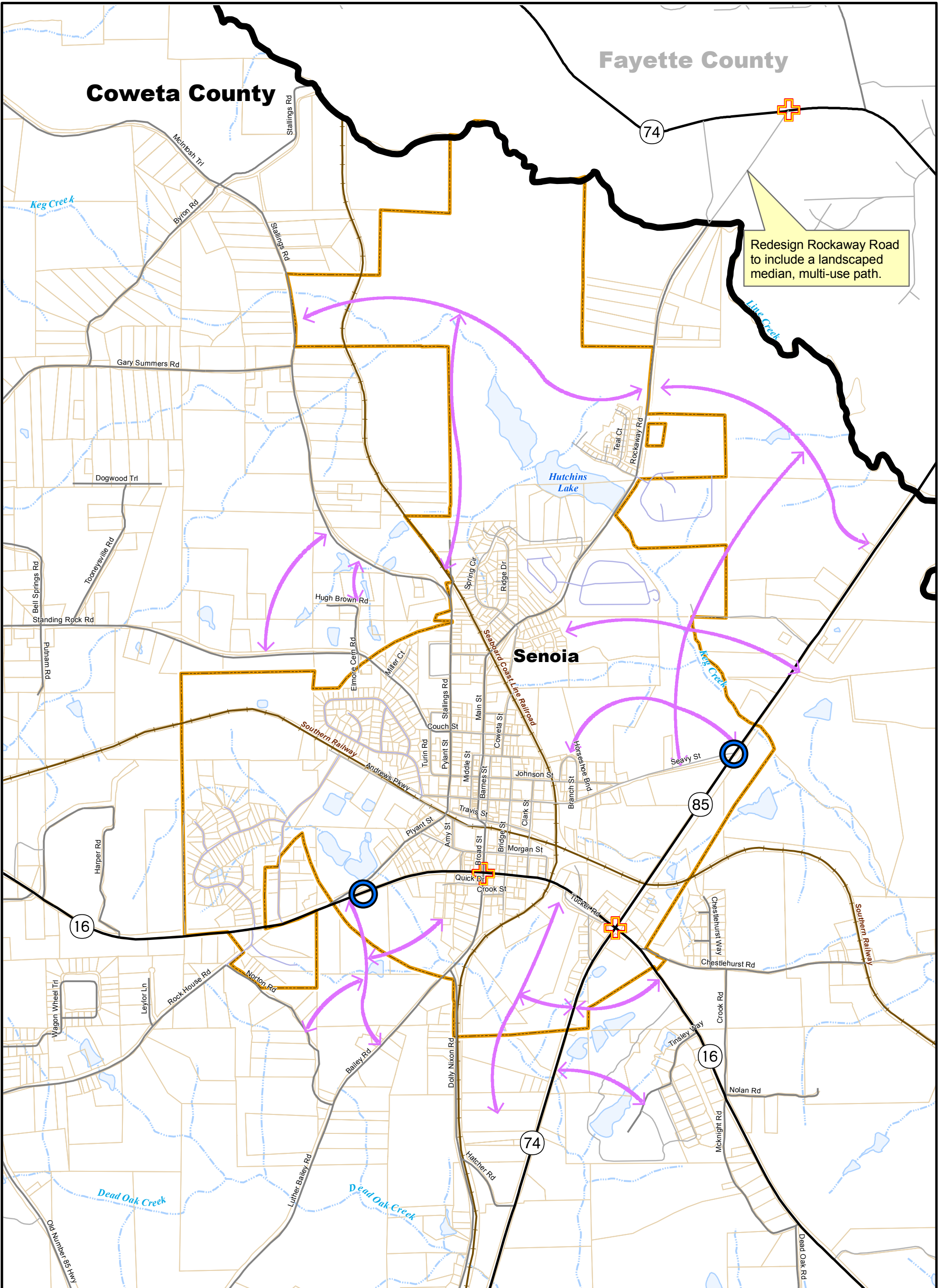
**Figure 7: Future Land Use Definitions**

Future Land Use Category	Definition
Residential	Single-family residential uses. Areas within the TND character area may include other incidental and neighborhood-scale uses.
Multi-family Residential	Multi-family residential uses include apartments and duplexes.
Commercial or Mixed Use	Highway Commercial uses include strip malls, auto-related businesses, restaurants, convenience stores, and office buildings. Mixed-use areas allow a combination of retail, commercial, office, residential, and civic-institutional buildings, including vertically mixed buildings.
Office	Office space. Residential in scale and design.
Industrial	Industrial uses.
Parks/Recreation/Conservation	Active and passive recreation areas, parks, and protected lands. Includes land owned by a land trust or public agency and preserved from future development and maintained as open space.
Cemeteries	Areas dedicated for the burial of human remains.
Public/Institutional	Community facilities (except utilities), general government, and institutional uses. Examples include schools, public safety stations, city halls, courthouses, jails, health facilities, churches, and libraries.
Transportation/Communication/Utilities (TCU)	Land used by transportation, communication or utility facilities; such as airports, cell towers, power stations, sewer plants, water towers, and water treatment facilities.
Rural (includes Agriculture/Forestry)	Includes estate residential (lots generally greater than 5 acres), agriculture, forestry, and open land.

## **Transportation**

This section outlines a plan for essential improvements for a multi-modal transportation network. These improvements are identified in **Figures 8 and 9**, the Transportation Improvements Plan. The improvements seek to enhance the transportation network by bridging missing connections and addressing circulation deficiencies. The plan also identifies key intersections where safety improvements are needed and critical bottleneck intersections where capacity improvements are needed. The Plan includes numerous improvements for pedestrians and bicyclists as well as the long-range commuter rail station. The Implementation Program, which compiles each of the specific projects found within this section, including cost and funding sources. Capital outlays planned for the next 5 years are included in the Short-term Work Program.

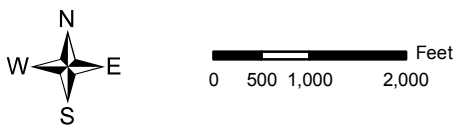




Redesign Rockaway Road to include a landscaped median, multi-use path.

**City of Senoia 2006-2026  
Comprehensive Plan**

**Transportation Improvements Plan  
Roadway and Safety Improvements**



Traffic Bottleneck/  
Intersection Improvement



Safety Concern/  
Intersection Improvement

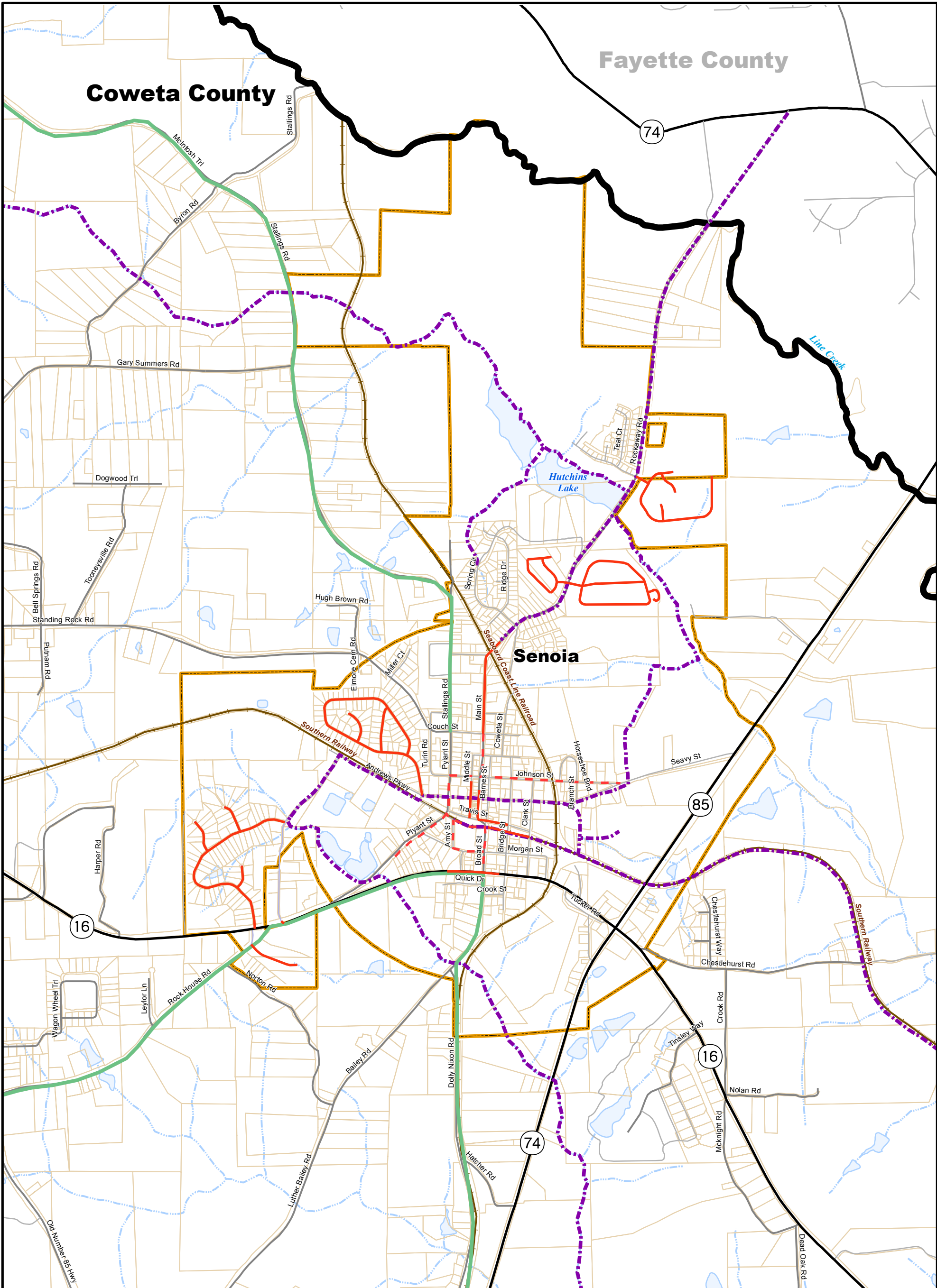
↔ New Street Connection  
(Conceptual Alignment)

- State Highway
- County Road
- Road
- Railroad
- River/Stream
- Lake/Pond
- City Boundary
- County Boundary



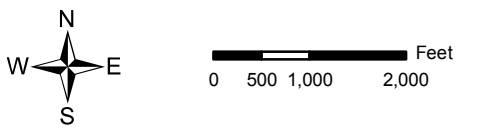
**Figure 8**





**City of Senoia 2006-2026  
Comprehensive Plan**

**Transportation Improvements Plan  
Non-Motorized Improvements**



- Existing Sidewalk
- Parcel Boundary
- Planned Improvements**
- Bike Lane/Bicycle Friendly Shoulder
- - - Future Sidewalk
- - - Multi-purpose path/Greenway

- State Highway
- County Road
- Road
- Railroad
- - - River/Stream
- Lake/Pond
- City Boundary
- County Boundary



**Figure 9**



## Street Connectivity Plan

The Transportation Improvements Plan (**Figure 8**) identifies many additional connection opportunities within and nearby Senoia for new streets. Throughout the undeveloped acreage within the City, many new street connections are possible. These conceptual new connections provide the template for the City and Coweta County to work with developers to connect new subdivisions together to improve the street network and create route choices for new residents. To help make this a reality, the City should adopt an official highway map and a connectivity ordinance (note that contemporary roadway design refers to all roadway types as “highways”). An official highway map would illustrate conceptually the connections that must be made by a developer. The map would simply specify the type of street and relate that to a typical cross section. The developer then could design the route in such a way as to minimize through-traffic.

The connectivity ordinance is an essential companion to the Official Highway Map. A connectivity ordinance would set standards for access points to subdivisions, access between subdivisions, and establish minimum block sizes. Continuing Senoia’s historic 425-foot-long blocks serves both an important historic and cultural function, as well as serves a vital transportation function. Street networks on a grid diffuse traffic across literally hundreds of possible routes, rather than concentrating all traffic on the state and county roadways, reducing traffic congestion on the collectors and arterials. Gridded networks also ensure shorter and more direct trips, resulting in less gas burned and cleaner air. More connected street networks also improve the efficiency of service delivery such as trash collection, emergency response, and school busses. Finally, in and around each of the commercial areas, street connectivity plays an essential role in ensuring residents have short and direct pedestrian-friendly routes available.

## Rockaway Road

The majority of the new subdivisions have access to Rockaway Road. As these and future subdivisions are constructed, the road will become increasingly congested. At the same time, many of these new residents feel disconnected from downtown. This plan call for improving Rockaway Road by installing a median to improve the road’s functionality, adding landscaping



to improve its aesthetics and add a unifying look





to the corridor, and create a wide multi-use path on one or both sides of the road. The multi-use path will provide the residents of subdivisions along Rockaway Road the opportunity to safely ride their bicycle to downtown Senoia. Additionally, over the long run, the path will serve as the connection between Senoia's network of trails, paths and sidewalks and Peachtree City's renowned network of golf cart paths.

### **State Route 16 Bypass**

The Coweta County Comprehensive Transportation Plan includes a Senoia-Sharpsburg-Turin bypass on SR16. This project facilitates improved travel for both intra county as well as through county travel as it improves this route over the entire length through the county. Improvements include widening the existing roadway from 2 to 4 lanes and building new 4 lane segments to provide a consistent 4 lane roadway. A new segment is proposed to parallel the existing SR 16 beginning near the Spalding County line to the intersection with Poplar Road. This will consist of a divided roadway with limited access and leave the existing SR 16 as a local road between these points. While this approach will preclude widening conflicts in the Senoia and Turin areas, care should be taken in alignment development to minimize border infringement in the rural conservation area.

### **Traffic Bottlenecks**

According to the Development of Regional Impacts Traffic Study prepared for the Heritage Homes subdivision, Senoia has two intersections within its City limits that are operating at an unacceptable level of service. These are Broad Street and Highway 16 and the intersection of Highways 16 and 74/85. Both intersections need to be redesigned to improve the capacity, including additional left turn capacity and improved signalization. In the case of Broad Street, it also needs to be realigned with Luther Bailer Road to eliminate the jog and improve flow.

Senoia's greatest traffic bottleneck is actually Peachtree City. The most frustrating intersection for most Senoia residents is the intersection of Rockaway Road and Highway 74. The City should continue to lobby GDOT and Peachtree City to improve the intersection as quickly as possible.

### **Safety Concerns**

Senoia residents identified two dangerous intersections in the City: the intersections of Pylant Street and Highway 16 and Seavy Street and Highway 74/85. Both intersections occur at odd angles, straining visibility, and both need to be realigned and considered for a new traffic signal.

### **Sidewalks and Streetscapes**

Outside of Main Street, Senoia has few sidewalks. The plan includes a series of sidewalk improvements and one streetscape project, as well as a suite of greenways and multi-use paths. Together, they eventually knit together a viable network for safe and efficient pedestrian traffic.

The street in need of a streetscape is Main Street/Broad Street. The streetscape should include a redesigned Main Street and median, bulb-outs at crosswalks, new shade trees, handicapped-



friendly ramps, decorative pedestrian and street lighting, and may include special detailing such as brickwork at intersections.

In addition to the streetscape project, the following sidewalk installation projects are planned:

- Main Street to mend gap just north of downtown
- Johnson Street
- Pylant Street
- Amy Street, W. Morgan Street and Gin Street

## **Greenways and Multi-use Paths**

The Transportation Improvements Plan identifies numerous opportunities for future greenways and multi-use paths. These greenways generally follow street right-of-way or local streams and creeks. Along the creeks, they typically follow sewer easements and include the natural or landscaped stream buffer and an 8-foot wide multi-use path. Greenways are a key component of the bicycle network, but they also accommodate walkers, joggers, and rollerbladers. In addition to their recreational dimension, greenways help keep streams clean and healthy by keeping the area adjacent to the stream natural. The Transportation Improvements Plan (**Figure 9**) illustrates the proposed locations of future greenways and multi-use paths.

The most important and inspiring greenway opportunity is the conversion of the inactive Southern Railway line between Senoia and Griffin. If developed, it could become a huge regional attraction for a City that already has a reputation as a destination for recreational bicyclists.

The other planned locations for greenways include:

- Along Keg Creek and Hutchin's Lake.
- Between the Seavy Street Park, along an unnamed stream to Keg Creek.
- Between Spring Circle within the Martinwood subdivision and the Hutchin's Lake Reservoir.
- From Leroy Johnson Park, through the Rock House property, continuing south along a tributary of Dead Oak Creek.
- A short spur trail between the Seavy Street Park and the Stonebridge Subdivision.

## **Bicycle Routes**

Senoia has a well-deserved reputation as a great place for long-distance recreational bicyclists. The City is bisected by two designated bicycle routes, one designated by the state and one by the County. Additionally, it is surrounded by numerous, scenic country roads with low traffic volumes. To help support this important local economy, the Transportation Improvements Plan (**Figure 9**) includes three bicycle route projects. These projects generally would occur when the route is repaved. At that time, either a 5-foot wide striped and marked bicycle lane should be added to the road or a 5-foot wide clear zone outside of the travel lane. In either case, if a rumble strip is added during the repaving, it should not encroach on the bicycle lane or shoulder. The routes planned for bicycle accommodations are:

- Stallings Road/McIntosh Trail



- Rock House Road
- Dolly Nixon Road

## **Community Facilities and Services**

Over the coming years, the City faces several service delivery challenges that will need to be met with careful planning and investment. In the short run, the City needs to expand its sewer capacity, build a new library, and plan for the construction of a new City Hall. Besides these capital investments, most of the activities that local officials can undertake to meet the demands of growth involve regular monitoring of growth indicators, and regularly communicate with surrounding jurisdictions. In particular, the City should be an active partner with Coweta County and the Atlanta Regional Commission in planning for local transportation needs. City officials should also be working with the Coweta County School System to locate a new elementary school within the city. And the city should also be working with Peachtree City and Coweta County to plan for and meet its growing water and sewer demands.

## **Capital Investments**

In response to growing population, city staff has in turn grown and facilities that house them are no longer adequate to meet their basic needs for work and meeting space. This plans calls for the expansion of City Hall in manner consistent with the downtown character. The new City Hall should be located close to its current location, though parking for the new facility should be moved off of Main Street to preserve Main Street on-street parking for tourists and downtown business patrons. The new facility should incorporate enough space for the expansion of the Police Department, city clerical staff. The facility should also include adequate meeting space for public hearings and City Council meetings.

The current plans to construct a new City Library should support the vision of creating and maintaining an active a vibrant downtown. The new 5,000 square foot facility will provide much need room for larger media collection and more community meeting space to help draw City residents downtown. The new site will serve a community gathering spot and local destination that should attract business to downtown.

## **Elementary School**

Another civic element that capital investment can that support and play an important role in defining the cities character would be the development of a local school. The Coweta County School System is constantly looking for new sites. This plan recommends that City should donate a site for a new elementary school, so that it may be able to ensure that the new facility is integrated properly into the fabric of the community. A local school will help to foster local identity and sense of place.

Possible locations for an elementary school include:

- Within the Heritage Point subdivision
- Redevelopment of the public housing on one of the following blocks:
  - The northeast or southeast corner of the intersection of Main Street and Ray Street
  - The southwest corner of the intersection of Johnson Street and Clark Street



- Near the intersection of Seavy Street and Highway 74
- On Rockaway Road, north of Morningside subdivision

## **Water and Sewer Expansion**

Water and sewer capacity and availability play a major role in determining the density and location of new development. Sewer also is less consumptive of water than septic systems, and provides a potential source of revenue for the city. Currently, if all proposed developments were to be built, the City will use up its available sewer capacity. If the City wishes to expand its economic and housing base, it does have the option to build on septic, but the large lots required for septic tank development do not support continuation of the downtown development pattern.

The city recently undertook a special study to determine additional wastewater treatment capacity needs in December 2004. The study outlined three different alternatives:

1. Pump the wastewater to Peachtree City and pay a wholesale treatment rate (this option would necessitate a revision to the service delivery strategy).
2. Upgrade the existing aerated lagoon to its maximum capacity and obtain an additional land application site.
3. Construct additional wastewater treatment capacity at a different site.
4. Update the existing treatment plant to allow for the treated wastewater to be either land applied or to be used as reuse water.

City officials need to determine which option best suits their needs. The cheapest alternative was Alternative 1 to pump the treatment to Peachtree City, but that requires an intergovernmental agreement. In May of 2006, however, the Peachtree City City Council voted unanimously to deny Senoia access to the sewer system. As an alternative the City has made application for development of a new wastewater treatment facility that would service Senoia's growth and which could guarantee capacity in this area of the County.

## ***Economic Development***

Senoia's economy comprises a small, but important part of the regional Atlanta economy. In 2006, the City had just 30 acres of commercial land with an additional 10 acres under construction. The City also had 39 acres devoted to industrial use. In order to avoid just being a bedroom community of Atlanta and Peachtree City, Senoia needs to provide more local jobs. As part of the community involvement effort, participants worked towards an economic development strategy for the City including a discussion of the City's strengths and weaknesses. Fortunately, the City has many strengths that can help to support economic development, as outlined below. Central to these strengths is the potential to expand the local tourism industry, a tactic which demands the preservation and enhancement of the city's historic small-town character. Another critical aspect of this plan is the fostering of local economic development leadership and the expansion of its Downtown Development Authority. A local champion must come forward for this plan to be a success.





## Strengths and Weaknesses

### Strengths of Senoia's economy include:

- Historic district, including space to expand the downtown commercial district.
- Downtown is not bisected by a state route.
- Movie studio.
- Kevlar plant.
- Winpack plant.
- Reputation as a great place for recreational bicycling. The City has numerous designated state and County bicycle routes and a potential Senoia to Griffin rail-to-trail.
- Proximity to:
  - Peachtree City.
  - Peachtree City – Falcon Field Airport.
  - Atlanta.
  - Hartsfield-Jackson International Airport.
- Strong demand for new housing and growth.
- Trending toward higher quality housing.
- Highway 16 (best way to get from I-75 to I-85 without going to I-285).
- Two active rail lines.
- Sewer system.
- Potential for commuter rail to Atlanta.
- Liquor by the drink is permitted.
- Downtown Development Authority (DDA).

### Weaknesses of Senoia's economy include:

- No interstate access.
- Limited cultural facilities.
- No schools or education facilities.
- No health care facilities or pharmacy.
- Underutilized DDA.
- No fiber optics.
- Some of the weaknesses downtown include: vacant lots, storefront churches, no welcome center or public bathrooms, no sit down restaurant, weak design guidelines, limited promotions and few annual events.

### Economic Development Ideas

Senoia has the opportunity to build on several unique opportunities and industries.

- Kevlar. The Southern Mills Kevlar plant is one of just two in the United States. The City and the Coweta County Chamber of Commerce should target industries that create products out of Kevlar.
- Film. RiverWood Studios is a state of the art film complex, and Senoia makes a great set. Again, the City and Chamber should target other film-related companies, beginning with firms that have a history of working directly with RiverWood Studios.



- **Bicycling.** Senoia has a reputation as a regional center for recreational bicycling. The City should build on this reputation by (1) developing the Senoia to Griffin Rail-to-Trail project, (2) improving the bicycle-friendly routes throughout Senoia, Coweta County, and Spalding County, (3) attracting a bicycle shop to the City, (4) sponsoring events to raise the profile of the city, such as an annual bicycle race or monthly bike tours.
- **Downtown Senoia.** Historic Senoia has the potential to become an important regional or statewide tourist attraction. There are numerous infill and redevelopment opportunities that must be undertaken with the greatest sensitivity to design, historic compatibility, and quality. During the DDA-sponsored Town Hall Meeting held in May 2005, participants identified the following businesses that would fit in well and likely prosper in downtown Senoia:
  - Sit down restaurant
  - Upscale shops
  - Craft center
  - Bakery
  - Pharmacy
  - Book store
  - Gifts and crafts shop
  - Bike shop
  - Garden center
  - Flower shop
  - Art gallery

## **Downtown Development Authority**

Senoia's Downtown Development Authority (DDA) has laid a great foundation for playing a vital role in the redevelopment of downtown. In May 2005, the DDA sponsored a successful Town Hall Meeting to discuss the future of downtown and the role the DDA can play. At that time, the DDA organized four task forces to facilitate implementation and has since sponsored a successful downtown festival for antique cars. In addition to community organizing, the DDA needs to assume three additional roles:

1. Leading and coordinating land redevelopment efforts.
2. Grant acquisition and administration.
3. Planning additional downtown festivals and events.

To get the process moving forward, the City of Senoia needs to take three initiating steps:

1. Hire a full- or part-time Executive Manager for the DDA.
2. Seed the DDA with a start-up fund of approximately \$100,000.
3. Turn the former public works building over to the DDA for redevelopment.

The public works site is an excellent first project for the fledgling DDA and offers the DDA the opportunity to raise critical funds. The concept drawing (**Figure 10**), prepared during the Design Workshop, illustrates how the property could be dividing into 10 single-family lots centered on a small community park.



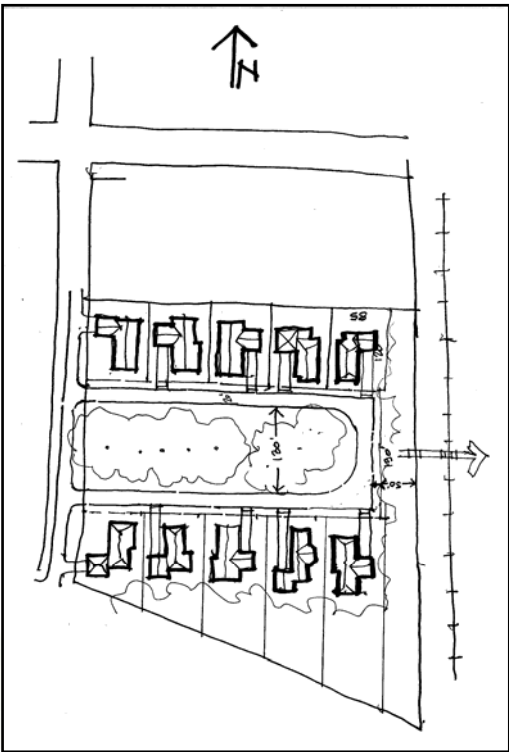
As the DDA gains momentum, it can begin to address downtown redevelopment. The areas where the DDA could play an essential role include the following:

- The McKnight gin property.
- The Baptist Church.
- The City-owned parking lot north of City Hall.
- Any of the brownfields located in the downtown area.

**Figure 10: Conceptual Drawing for the Former Public Works Site**

**Gateways and Directional Signage**

Throughout the community involvement, most participants agreed on the need to improve the



directional and gateway signage leading into the historic district. Because the historic district is not bisected by a state highway (which has numerous advantages), improved gateway signage that clearly identifies where to turn and how far to go to get to historic Senoia is critical. The community identified four critical locations for historic district directional signage:

- Rockaway Road and Highway 74
- Pylant Street and Highway 16
- Broad Street and Highway 16
- Seavy Street and Highway 74/85

**Intergovernmental Coordination**

In order to achieve the community’s vision for the future and to meet the growing demands for governmental services, the City has to be an active partner in county and regional planning





activities. These activities call for regular monitoring of the public agendas and published reports of such groups as the Coweta County Board of Commissioners, the Atlanta Regional Commission, Georgia Department of Transportation, and the Chattahoochee-Flint Regional Development Center, just to name a few. It is important that local officials work with these organizations actively promote and locally supported planning initiatives.

Another key aspect of effective intergovernmental coordination is the close adherence to local plans and policies. In particular, Coweta County is now exploring the establishment of “Municipal Gateways” around each city. The County and City will then work together in adopting appropriate development policies and planning for adequate services within these spheres. The spheres will also serve to define the extent of future annexations. The County and City need to work together to regularly update the Future Land Use Plan within these spheres and both the County and the City if annexations are involved need to uphold the recommendations of the plan or at a minimum update the plan prior to rezoning.

As described in the Community Facilities section there are many opportunities for intergovernmental cooperation. Primary responsibility for exploring these opportunities rests with the City Manager’s office, but it should be stressed that there are many players in this effort, include City Council members and department heads. Besides the Municipal Gateways described above, other current opportunities that need to be explored further and monitored include:

- Preparation of a Service Delivery Strategy
- Purchase of water and sewer capacity from either Peachtree City or Coweta County
- Construction of the new library
- Future renewal of the SPLOST program
- Initiation of storm water management practices comparable with the counties
- Construction of a Commuter Rail Station
- Construction of a Rails-Trails line from Senoia to Griffin
- Construction of a local elementary school

### ***Citywide Policies***

The following policies serve as a decision-making guide for capital, fiscal, land development, and other civic actions. The City should not undertake activities in violation or conflict with its policy. In addition to the policies below, character area-based policies are located within **Figure 3**.

### **Economic Development**

- We will support local tourism by maintaining the historic small-town character of our downtown.
- We will support programs for retention, expansion, and creation of businesses that enhance our economic well-being.
- We will encourage economic development and redevelopment.



- We will target reinvestment in declining, existing neighborhoods to further encourage private sector redevelopment and accommodate future growth.
- We will encourage the development of downtown as a vibrant center for culture, government, dining, residential, and retail diversity.
- We will establish an atmosphere in which entrepreneurial enterprise is nurtured in our community.
- Our community will accommodate new development while enhancing existing local assets.

### **Natural and Cultural Resources**

- We will ensure adequate supplies of quality water through protection of ground and surface water sources.
- The protection and conservation of our community's resources will play an important role in the decision-making process.
- Land and transportation networks will be developed and managed to ensure the quality of our air and water.
- We will support enhanced solid waste reduction and recycling initiatives.
- We will incorporate the connection, maintenance and enhancement of greenspace in all new development.
- We will reduce the impact of development on the natural topography and existing vegetation through limiting land disturbance activities and clear cutting.
- We will encourage new development in suitable locations in order to protect natural resources, environmentally sensitive areas, or valuable historic, archeological or cultural resources from human encroachment through land development regulations and/or incentives.

### **Community Facilities and Services**

- Our community will make efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long-term operation and maintenance costs.
- We will coordinate public facilities and services with land use planning to promote more compact urban development.
- We will maximize the use of existing facilities and services.
- We will ensure that new development does not cause a decline in locally adopted level of service and that capital improvements or other strategies needed to accommodate the impacts of development are made or provided for concurrent with new development.
- We will coordinate development review processes that will protect or enhance public facilities and sites to ensure that they can fulfill their identified functions.
- We will encourage and facilitate innovative solutions to providing neighborhood schools.
- The community will encourage a pattern of future development expansion in areas contiguous to developed areas with a utility extension policy that is sequential and phased.



- We will limit the amount of urban development within our community to areas that can be reasonably served by public infrastructure.
- The community will establish regulations that serve as a way for new growth to pay for itself.
- We will establish coordination between the issuance of utility permits and building permits.
- We will make investments in new community facilities in ways that spur economic development and yield the greatest long-term benefit for Senoia.
- We will locate important civic buildings and institutions downtown.

## Housing

- Development shall provide for a variety of residential types and densities.
- We will eliminate substandard or dilapidated housing in our community.
- We will stimulate infill housing development in existing neighborhoods.
- We will create affordable housing opportunities to insure that all those who work in the community have a viable choice or option to live in the community.
- Our neighborhoods will be interactive communities where people have easy access to schools, parks, residences and businesses through walkways, bike paths, roads and public transportation.
- Our growth strategies will continue to provide resources that support revitalization of neighborhoods and effectively address the physical environment of the disadvantaged.
- We will encourage home ownership.
- We will accommodate our diverse population by encouraging a harmonious mixture of housing types and uses.
- We will increase opportunities for low- to moderate-income families to move into affordable owner-occupied housing.
- We will work toward programs that disperse assisted housing throughout the community and create incentives for mixed-income developments.
- We will encourage efficient gross residential densities.
- 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.
- We will plan for a variety of housing types, styles, and price points, including affordable and high-end product, toward the goal of creating “lifecycle” housing in the community.

## Land Use

- We will promote development that is sensitive to the land and gives consideration to adjoining, existing, and planned development, as well as the overall community.
- We will promote efficient use of land by promoting well-designed, more pedestrian-friendly development patterns with a mix of uses and an efficient, creative use of land.





- Our community will use land effectively to avoid the costs and problems associated with urban sprawl.
- Recreation and greenspace will become an integral facet of our community's land use.
- We will guide or direct patterns of land development throughout the planning process.
- We will establish meaningful and predictable standards for the use and development of land and meaningful guidelines for the content of more detailed land development and use regulations.
- We will express the community's intent with regard to the future locations of land uses within the Future Development Map and the Future Land Use Plan.
- We will actively work with Coweta County to plan for appropriate future development of the surrounding area.
- We will support development where it can be served adequately by public facilities.
- We will encourage innovative land-use planning techniques to be used in building higher density and mixed-use developments, as well as infill developments.
- We will be committed to redeveloping brownfield sites located within our community.
- We will encourage mixed-use development and design standards that are more human-oriented and less auto-oriented.
- We will encourage developments that provide a mix of shopping, housing, and jobs.
- We will support opportunities for residential and non-residential infill development that positively impacts the character of the historic district.
- We will encourage the use of landscaping, lighting, signage, and building design standards and underground utilities to add value to our community and protect existing residents.
- We will reduce the adverse visual impact of the automobile in both commercial and residential areas of our community.
- We will encourage upper floor residential in downtown to add people and a variety of uses to the area.
- We will encourage new commercial developments to draw from the historic buildings in Senoia; including walkability, street presence, massing, scale, and architecture.

## Transportation

- 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.
- The multi-modal transportation network will be used to support efficient land use, minimize traffic congestion, and facilitate community-wide and regional mobility.
- We will ensure that new developments will be designed to be conducive to walking and biking and are served by transit.
- Transportation and greenway corridors will be supported by the community standards of aesthetics, urban design and environmental stewardship.



- Our new and reconstructed roadways will reflect community standards of aesthetics, environmental stewardship, and urban design.
- Our new and reconstructed roadways will fully accommodate multiple functions; including pedestrian movements, parking, alternate modes of transportation, and local vehicular circulation.
- We will plan for the proposed commuter rail station to lie at the center of a transit-oriented development to include a mixture of residences, retail, office space, and parking.
- We will encourage connectivity between road network and pedestrian/bike paths based on the City's historic 425-foot block length.
- We will encourage walking, biking, or car pooling or sustainable transportation choices.

### **Intergovernmental Coordination**

- We will establish a clearly defined extraterritorial sphere of influence in the surrounding county and will not annex outside this boundary. The boundary will conform to the Traditional Neighborhood Development character area as defined in the Future Development Map.
- We will plan for the expansion of city services within this sphere of influence, and we work with Coweta County to establish any necessary intergovernmental agreements.
- 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.
- The long-term prosperity of our community will be supported by the educational function of our parks and recreational services, public libraries, museums and other cultural amenities.
- We will promote the concept of neighborhood schools in future development, as well as, promote the same concept regarding the use of schools that are currently located near or in close proximity to existing neighborhoods.
- We will support other existing educational institutions and encourage development of new opportunities to educate our citizens.

### **Annexation**

- Property being considered for annexation shall be located within the planned developed areas on the Future Development Map. Annexation of the "Rural/Open" areas should be avoided. This boundary shall be reviewed and revised accordingly on a regular basis.
- Senoia will plan for the expansion of City services to the planned developed areas, and will work with Coweta County to establish any necessary intergovernmental agreements.
- Annexed land should be served by City services. The City should only annex land where it has the ability, or can commit, to provide services.
- Annexed land shall be served by sewer. Where sewer is planned, but not yet available, the area should be developed on dry sewer.



- Annexed land should have a positive financial impact on the City. Areas of the County that are considered a liability should be avoided, unless they are of strategic priority or they benefit the City in some way that mitigates the financial impact.
- Annexed land should promote a compact and contiguous City. Unincorporated islands, enclaves, and peninsulas should be annexed.
- Annexations of areas larger than 5 acres are strongly encouraged to avoid the smaller, piecemeal annexations of individual lots. A number of smaller, contiguous parcels may apply collectively for annexation to reduce piecemeal and fragmented annexation.
- Annexation should be considered where, without annexation, potential development activity is likely to have an adverse fiscal or environmental impact on the City.
- All annexations shall comply with applicable state law and any intergovernmental agreements such as those included within the latest Service Delivery Strategy.

### ***Implementation Program***

A fundamental component of this Comprehensive Plan is a clear course of action for the years ahead. Implementation actions are organized into two tables below. The first includes all actions necessary for implementation and organized according to the Issues and Opportunities defined above. Some of the actions are repeated within this table as they address more than one issue or opportunity. The second table is the Short-term Work Program, a five year list of projects including cost estimates.







**Figure 11: Implementation Program**

Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
<b>POPULATION</b>			
<i>PI-1 is addressed throughout<sup>1</sup></i>			<i>Population growth (PI-1)</i>
Increase opportunities for housing attractive to seniors	City of Senoia	Senoia DDA	Aging population (PI-2)
Attract a local health clinic (e.g. "doc-in-a-box")	Chamber of Commerce	City of Senoia, Senoia DDA	Aging population (PI-2)
Construct a local walking track	City of Senoia	Coweta County, Coweta County School Board	Aging population (PI-2)
Attract a pharmacy	Chamber of Commerce	City of Senoia, Senoia DDA	Aging population (PI-2)
<b>ECONOMIC DEVELOPMENT</b>			
Revise commercial zoning district to increase supply of mixed use buildings that have flex space on the upper floors (space that could be condominiums or office)	City of Senoia	Senoia DDA	Skilled employment (EDI-1)
Increase overall quality of life within the community including promoting the arts, education, health care, parks and recreation, and providing opportunities to walk places from new residential developments.	City of Senoia	Senoia DDA	Skilled employment (EDI-1)
Reserve prime industrial and commercial land in the appropriate zoning district. Disallow other uses (e.g. commercial in an industrial zone)	City of Senoia	None	Tax base (EDI-2)
Attract employers to Senoia	Coweta County Chamber of Commerce	City of Senoia, Senoia DDA	Tax base (EDI-2)
Consider requiring some employment within residential developments (office or commercial space)	City of Senoia	None	Tax base (EDI-2)
Attract a local health clinic (e.g. "doc-in-a-box")	Chamber of Commerce	City of Senoia, Senoia DDA	Health care (EDI-3)
Attract a pharmacy	Chamber of Commerce	City of Senoia, Senoia DDA	Health care (EDI-3)

<sup>1</sup> Each Issue and Opportunities is given an abbreviation in the table. "PI-1" stands for Population Issue 1. "EDI-2" stands for Economic Development Issue 2. "EDO-3" stands for Economic Development Opportunity 3, and so on.



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Expand sewer system	City of Senoia	Peachtree City, Coweta County	Sewer capacity (EDI-4)
Facilitate redevelopment of strategic parcels downtown including the McKnight gin property, the former Public Works building, the Baptist Church, and other vacant or non-contributing parcels along Main Street	Senoia DDA City of Senoia	City of Senoia	Downtown revitalization (EDO-1)
Seed the Senoia DDA with startup funds.	City of Senoia	Senoia DDA	Downtown revitalization (EDO-1)
Seed the Senoia DDA by hiring a professional manager.	City of Senoia	Senoia DDA	Downtown revitalization (EDO-1)
Seed the Senoia DDA by turning over the former public works building to redevelop	City of Senoia City of Senoia	Senoia DDA	Downtown revitalization (EDO-1)
Streetscape Main and Broad Streets	City of Senoia	None	Downtown revitalization (EDO-1)
Convert railroad right-of-way into a town green. Incorporate a central defining feature such as an interactive fountain or stage.	City of Senoia City of Senoia	Senoia DDA	Downtown revitalization (EDO-1)
Build new City Library	City of Senoia	None	Downtown revitalization (EDO-1)
Identify and court potential retail and commercial developers who have tenant relationships and downtown development experience	Senoia DDA	None	Downtown revitalization (EDO-1)
Strive towards three annual festivals including one large festival of 10,000 attendees	Senoia DDA	City of Senoia	Promoting downtown (EDO-2)
Explore creation of a Senoia Film Festival in partnership with RiverWood Studio	Senoia DDA	City of Senoia	Promoting downtown (EDO-2)
Develop a strategic marketing campaign to promote the downtown business district	Senoia DDA	City of Senoia, Coweta County Chamber of Commerce	Promoting downtown (EDO-2)
Improve gateway and directional signage	Senoia DDA	City of Senoia	Promoting downtown (EDO-2)
Hire a part time arborist/horticulturalist for downtown beautification	City of Senoia	None	Promoting downtown (EDO-2)
Construct a welcome center downtown	City of Senoia	Senoia DDA	Promoting downtown (EDO-2)



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Add public restrooms downtown	City of Senoia	Senoia DDA	Promoting downtown (EDO-2)
Move police department parking off Main Street	City of Senoia	None	Promoting downtown (EDO-2)
Organize and provide space for a weekly local farmers market	City of Senoia	None	Promoting downtown (EDO-2)
Partner with other small downtowns in the Coweta County to promote historic-based tourism	Senoia DDA	Coweta County Chamber of Commerce; Cities of Sharpsburg, and Moreland, Newnan.	Promoting historic tourism (EDO-3)
Strengthen design standards for downtown and the historic district	City of Senoia	Historic Preservation Commission	Promoting historic tourism (EDO-3)
Create design standards for each key gateway corridor into downtown Senoia including Highway 16, Rockaway Road, and Highway 74/85.	City of Senoia	Coweta County	Promoting historic tourism (EDO-3)
<i>For EDO-4, see population, transportation, community facilities sections.</i>			<i>Improve quality of life (EDO-4)</i>
<i>For EDO-5, see community facilities section.</i>			<i>Infrastructure for industry (EDO-5)</i>
<b>HOUSING</b>			
Update zoning to allow residential uses within the planned mixed-use areas.	City of Senoia	None	Balanced housing (HI-1)
Incorporate a variety of housing types, styles, and price points, including affordable and high-end product, toward the goal of creating "lifecycle" housing in the community	City of Senoia	None	Balanced housing (HI-1)
Replace residential zoning districts with Traditional Neighborhood Development zoning districts or create a TND overlay zoning district for residential areas.	City of Senoia	None	TND ordinance (HI-2)



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Explore redevelopment options for Griffin Housing Authority units including (1) redevelopment as mixed-income housing, (2) location for an elementary school, and (3) raze existing units and adopt an affordable housing component to the residential zoning district.	Griffin Housing Authority	City of Senoia, Senoia DDA	Blighted public housing (HI-3)
Add TND design standards to the historic preservation district.	City of Senoia	None	TND downtown (HO-1)
<b>NATURAL RESOURCES</b>			
Hire a part time arborist/horticulturalist for canopy replacement citywide.	City of Senoia	Tree Commission	Tree Canopy (NRI-1)
Adopt MNGWPD ordinances or verify that existing ordinances are equivalent including post-development stormwater management ordinance, floodplain management ordinance, conservation subdivision/open space development ordinance, illicit discharge and illegal connections ordinance, litter control ordinance, and stream buffer protection ordinance	City of Senoia	None	Water quality (NRI-2)
Adopt street and sidewalk connectivity standards.	City of Senoia	None	Air quality (NRI-3)
Increase allowances for mixed use development within the Future Land Use Plan and the development regulations	City of Senoia	None	Air quality (NRI-3)
Hire a part time arborist/horticulturalist for canopy replacement citywide.	City of Senoia	Tree Commission	Air quality (NRI-3)
Adopt street, sidewalk, and path connectivity standards.	City of Senoia	None	Air quality (NRI-3)
Adopt an Official Map for future collector streets.	City of Senoia	None	Air quality (NRI-3)
Plan for a network of neighborhood-scale mixed-use areas to create opportunities to meet some basic needs by walking or bicycling.	City of Senoia	None	Air quality (NRI-3)





Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Consider joint Transfer of Development Rights (TDR) program with Coweta County	City of Senoia	Coweta County, American Farmland Trust, Chattahoochee Hill Country Alliance	Agricultural land (NRO-1)
Amend conservation subdivision ordinance by adding a density incentive to developers and increasing the required conservation area to 40%.	City of Senoia	None	Natural Areas (NRO-4)
Adopt a future parks and conservation plan as an Official Map	City of Senoia	None	Natural Areas (NRO-4)
Purchase/protect property along Highway 16 across the highway from the "triangle property" and the Rock House property.	City of Senoia	None	Natural Areas (NRO-4)
Purchase/Protect the ponds southeast of the intersection of Highways 16 and 75/84	City of Senoia	None	Natural Areas (NRO-4)
Adopt a viewshed protection ordinance to protect important views including the western gateway to Senoia, the Highway 16 corridor, and the view across Hutchin's Lake Reservoir	City of Senoia	None	Natural Areas (NRO-4)
<b>CULTURAL RESOURCES</b>			
Relax renovation requirements for non-contributing structures within the historic district	City of Senoia	Historic Preservation Commission	Non-contributing renovations (CRI-1)
Reconstitute the Historic Preservation Commission	City of Senoia	None	Historic Preservation Commission (CRO-1)
Consider combining the Historic Preservation Commission and the Planning Commission	City of Senoia	Planning Commission	Historic Preservation Commission (CRO-1)
Revise Architectural Design Guidelines to improve clarity and strength	City of Senoia	Historic Preservation Commission	Design Guidelines (CRO-2)
Assemble a historic preservation resource packet for prospective buyers of Senoia's historic properties	City of Senoia	Historic Preservation Commission	NA
<b>COMMUNITY FACILITIES AND SERVICES</b>			



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Continue to update the Capital Improvements Element on a regular basis to monitor growth and level of service standards	City of Senoia	None	Explosive growth (CFSI-1)
Conduct a study of septic tank use in the city. Use housing data, soil conditions and previous failure incidents to predict where and when large numbers of septic system failures may be expected. Develop a plan of response for preventive or remedial measures.	City of Senoia	Coweta County	Septic failures (CFSI-2)
Adopt MNGWPD ordinances or verify that existing ordinances are equivalent including post-development stormwater management ordinance, floodplain management ordinance, conservation subdivision/open space development ordinance, illicit discharge and illegal connections ordinance, litter control ordinance, and stream buffer protection ordinance	City of Senoia	MNGWPD	Stormwater management (CFSI-3)
Work with Coweta County to Update the Service Delivery Strategy Agreement to reflect proposed changes in service delivery agreements, service areas, and annexation policies	City of Senoia	Coweta County	SDS consistency (CFSI-4)
Continuously monitor population growth and water demands and work with Coweta County to update water purchase agreement if necessary.	City of Senoia	Coweta County	Additional water supply (CFSI-5)
Implement water conservation measures during peak usage times	City of Senoia	None	Additional water supply (CFSI-5)
Require new development within City Sewer Service boundary to be on sewer if adequate capacity is available.	City of Senoia	None	Additional water supply (CFSI-5)
Build new City Library.	City of Senoia	Senoia DDA	Facility expansion (CFSI-7)
Move Police Parking to the rear of City Hall.	City of Senoia	Senoia DDA	Facility expansion (CFSI-7)
Build new City Hall.	City of Senoia	None	Facility expansion (CFSI-7)
Expand sewer system.	City of Senoia	Coweta County, Peachtree City	Sewer capacity (CFSO-1)



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Explore the possibility of purchasing additional sewer capacity from Coweta County or Peachtree City.	City of Senoia	Coweta County, Peachtree City	Sewer capacity (CFSO-1)
Adopt impact fees for water and sewer.	City of Senoia	Coweta County	Stormwater Management (CFSO-2)
Coordinate stormwater management efforts with Coweta County. Consider turning the service over to Coweta County.	City of Senoia	Coweta County	Stormwater Management (CFSO-2)
Create a dedicated funding source for the implementation of a stormwater management plan.	City of Senoia	Coweta County	Stormwater Management (CFSO-2)
Work with Coweta County to establish a Municipal Gateway area.	City of Senoia	Coweta County	Annexation policy (CFSO-3)
Build new Library with adequate meeting space.	City of Senoia	None	New library and meeting space (CFSO-4)
Redevelop old Maintenance Facility for single-family residential.	Senoia DDA Coweta County	City of Senoia	Old maintenance facility (CFSO-5)
Work with Coweta County School System to locate an Elementary School in Senoia.	School Board	City of Senoia	Elementary School (CFSO-6)
INTERGOVERNMENTAL COORDINATION			
Establish a future annexation boundary that is reflected on the Future Development Map. Monitor all county rezoning requests within the area and report to City Council. Offer opinions and rezoning conditions to the County that help to ensure consistency with City land use policies.	City of Senoia	Coweta County	Annexation policy (ICO-1)
Work with Coweta County to ensure that local stormwater management efforts are consistent with county stormwater efforts.	City of Senoia	Coweta County	Stormwater coordination (ICO-2)
Prepare a study that analyzes the possibility of purchasing additional sewer capacity from surrounding jurisdictions, and its cost/benefits compared to expansion of Senoia's sewer system.	City of Senoia	Coweta County, Peachtree City	Additional sewer from other sources (ICO-3)



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Work with GRPA to determine site requirements for a commuter rail station, and through the Downtown Development Authority, reserve an appropriate site.	Senoia DDA	GRPA	Commuter rail (ICO-4)
Participate in regional transportation planning activities. Monitor the upcoming agendas of the Transportation Coordinating Committee at ARC, and work with county representatives on that committee to promote locally supported transportation projects.	City of Senoia	ARC, Coweta County	Regional planning (ICO-5)
Work with Coweta County to update Service Delivery Strategy.	City of Senoia	Coweta County	Update SDS (ICO-6)
Work with Coweta County to reauthorize SPLOST.	City of Senoia	Coweta County	Reauthorize SPLOST (ICO-7)
Coordinate stormwater and riparian area protection ordinances to protect the Hutchin's Lake Reservoir.	City of Senoia	Coweta County	Protect reservoir (ICO-8)
Coordinate greenspace planning efforts.	City of Senoia	Coweta County, Peachtree City	Coordinated greenspace planning (ICO-9)
<b>TRANSPORTATION</b>			
Adopt sidewalk and path connectivity standards.	City of Senoia	ARC, GDOT	Network (TI-1)
Adopt official street, sidewalk, and multi-use path cross sections and design standards. <b>Sidewalk Projects</b>	City of Senoia	ARC, GDOT	Network (TI-1)
Install sidewalks on Main Street to mend gap just north of downtown.	City of Senoia	ARC, GDOT	Network (TI-1)
Install sidewalks on Broad Street.	City of Senoia	ARC, GDOT	Network (TI-1)
Install sidewalks on Johnson Street.	City of Senoia	ARC, GDOT	Network (TI-1)
Install sidewalks on Pylant Street.	City of Senoia	ARC, GDOT	Network (TI-1)
Install sidewalk on Amy Street, W. Morgan Street and X Street.	City of Senoia	ARC, GDOT	Network (TI-1)
Main Street/Broad Street streetscape. <b>Greenways and Multi-Use Trail Projects</b>	City of Senoia	ARC, GDOT	Network (TI-1)





Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Southern Railway Line between Senoia and Griffin.	City of Senoia	ARC, GDOT	Network (TI-1)
Keg Creek and Hutchin's Lake.	City of Senoia	ARC, GDOT	Network (TI-1)
Between the Seavy Street Park, along an unnamed stream to Keg Creek.	City of Senoia	ARC, GDOT	Network (TI-1)
Between Spring Circle and the Hutchin's Lake Reservoir.	City of Senoia	ARC, GDOT	Network (TI-1)
From Leroy Johnson Park through the Rock House property continuing south along X Creek.	City of Senoia	ARC, GDOT	Network (TI-1)
Short spur trail between the Seavy Street Park and the X Subdivision.	City of Senoia	ARC, GDOT	Network (TI-1)
Improve safety of intersection of Pylant Street and Highway 16.	City of Senoia	ARC, GDOT	Unsafe intersections (TI-2)
Improve safety of Seavy Street and Highway 74/85.	City of Senoia	ARC, GDOT	Unsafe intersections (TI-2)
Sign truck route around downtown Senoia/ban truck traffic through downtown Senoia.	City of Senoia	Coweta County DOT, GDOT, Fayette County DOT	Truck traffic (TI-3)
Require a transportation study for sizable developments.	City of Senoia	None	Traffic congestion (TO-1)
Adopt Impact Fees for roads.	City of Senoia	ARC, GDOT	Traffic congestion (TO-1)
Improve intersection of Broad Street and Highway 16.	City of Senoia	ARC, GDOT	Traffic congestion (TO-1)
Improve intersection of Highway 16 and Highway 74/85.	City of Senoia	ARC, GDOT	Traffic congestion (TO-1)
Redesign Rockaway Road to improve functionality, appearance, and create safe opportunities to walk and bike - add a landscaped median, construct a ten-foot wide multi-use path on one or both sides of the highway, require a 50' natural, undisturbed buffer requirement for reverse fronting subdivision lots.	City of Senoia	ARC, GDOT	Traffic congestion (TO-1)



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Adopt street connectivity standards.	City of Senoia	Coweta County	Street Network (TO-2)
Adopt an Official Highway Map for critical future street connections.	City of Senoia	Coweta County	Street Network (TO-2)
Rockaway Road - Add a median, landscaping, and multi-use path.	City of Senoia	Coweta County, ARC, GDOT	Street Network (TO-2)
Replace Bridge Street Bridge over railroad.	City of Senoia	Coweta County, ARC, GDOT	Street Network (TO-2)
SR 74, upgrade bridge over Central Line of Georgia between SR 16 and Seavy Street.	GDOT	ARC, City of Senoia	Street Network (TO-2)
SR 74, upgrade bridge over Line Creek near Fayette Co line.	GDOT	ARC, City of Senoia	Street Network (TO-2)
Prepare a Coweta County Comprehensive Bicycle Facility Plan.	Coweta County	Cities	Bicycle network (TO-3)
Install bike lanes or bicycle friendly shoulder on Stallings Road.	City of Senoia	Coweta County, ARC, GDOT	Bicycle network (TO-3)
Install bike lanes or bicycle friendly shoulder on Rock House Road.	City of Senoia	Coweta County, ARC, GDOT	Bicycle network (TO-3)
Install bike lanes or bicycle friendly shoulder on Dolly Nixon Road.	City of Senoia	Coweta County, ARC, GDOT	Bicycle network (TO-3)
Create a bike route along the GTC power line easement.	GTC	City of Senoia, Coweta County, ARC, GDOT	Bicycle network (TO-3)
Meet regularly with GRPA (Georgia Rail Passenger Authority), Governor, and other related agencies.	City of Senoia	GRPA, Fayette and Fulton Counties	Commuter rail (TO-4)
Coordinate land use planning with the prospective commuter rail station including a special zoning district for the station area.	City of Senoia	GRPA, Fayette and Fulton Counties	Commuter rail (TO-4)
Form an intergovernmental committee to oversee creation of the Senoia to Griffin greenway.	City of Senoia	Coweta County, Spalding County, City of Griffin, railroad, Rails to Trails Conservancy	Senoia to Griffin Greenway (TO-5)
Work towards getting funding for the greenway project in the TIP.	City of Senoia	Coweta County, Spalding County, City of Griffin, Atlanta Regional Commission	Senoia to Griffin Greenway (TO-5)



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
<p>Create a new roadway north of Senoia, connecting Rockaway Road and SR 74.</p> <p>Signage inventory and wayfinding study</p>	<p>City of Senoia Coweta County</p>	<p>GDOT, Coweta County  Cities</p>	<p>Other Transportation Projects Other Transportation Projects</p>
<b>LAND USE</b>			
<p>Assemble a brownfield resource packet for prospective developers of one of Senoia's brownfields including information about liability limitation and state tax credits.</p>	<p>City of Senoia</p>	<p>Coweta County Chamber of Commerce, Senoia DDA</p>	<p>Redevelop brownfields (LUI-1)</p>
<p>Consider acquisition of brownfields by the Senoia DDA to expedite clean up and redevelopment.</p>	<p>Senoia DDA City of Senoia</p>	<p>City of Senoia  None</p>	<p>Redevelop brownfields (LUI-1) Aid to struggling areas (LUI-2)</p>
<p>Adopt a property maintenance code?</p>			
<p>Explore redevelopment options for Newnan Housing Authority units including (1) redevelopment as mixed-income housing, (2) location for an elementary school, and (3) raze existing units and adopt an affordable housing component to the residential zoning district.</p>	<p>Newnan Housing Authority</p>	<p>City of Senoia, Senoia DDA</p>	<p>Aid to struggling areas (LUI-2)</p>
<p>Develop incentives to encourage property owners to rehabilitate dilapidated structures.</p>	<p>City of Senoia</p>	<p>None</p>	<p>Aid to struggling areas (LUI-2)</p>
<p>Apply for a Community Development Block Grant (CDBG) for housing rehabilitation and related supporting infrastructure.</p>	<p>City of Senoia</p>	<p>Griffin Housing Authority</p>	<p>Aid to struggling areas (LUI-2)</p>
<p>Overhaul zoning and land development regulations to help implement this plan. Consolidate individual action items into a single effort.</p>	<p>City of Senoia</p>	<p>None</p>	<p>Update zoning regulations (LUI-3)</p>
<p>Reserve prime industrial and commercial land in the appropriate zoning district. Disallow other uses (e.g. commercial in an industrial zone).</p>	<p>City of Senoia</p>	<p>None</p>	<p>Industrial and commercial land (LUO-1)</p>
<p>Incorporate mandatory open space requirements for new developments.</p>	<p>City of Senoia</p>	<p>None</p>	<p>Preserve open space (LUO-2)</p>
<p>Create incentives for developers to link their open spaces together into a publicly-accessible open space network.</p>	<p>City of Senoia</p>	<p>None</p>	<p>Preserve open space (LUO-2)</p>



Description/Action	Responsible Party	Partners	Issue/Opportunity Addressed
Amend conservation subdivision ordinance by adding a density incentive to developers and increasing the required conservation area to 40%.	City of Senoia	None	Preserve open space (LUO-2)
Adopt a future parks and conservation plan as an Official Map	City of Senoia	None	Preserve open space (LUO-2)
Purchase/protect property along Highway 16 across the highway from the "triangle property" and the Rock House property.	City of Senoia	None	Preserve open space (LUO-2)
Purchase/Protect the ponds southeast of the intersection of Highways 16 and 75/84	City of Senoia	None	Preserve open space (LUO-2)
Consider joint Transfer of Development Rights (TDR) program with Coweta County	City of Senoia	Coweta County, American Farmland Trust, Chattahoochee Hill Country Alliance	Preserve open space (LUO-2)
Replace residential zoning districts with Traditional Neighborhood Development zoning districts or create a TND overlay zoning district for residential areas.	City of Senoia	None	Encourage TND (LUO-3)
Amend conservation subdivision ordinance by adding a density incentive to developers and increasing the required conservation area to 40%.	City of Senoia	None	Protect natural resources (LUO-4)
Plan for a network of neighborhood-scale mixed-use areas to create opportunities to meet some basic needs by walking or bicycling.	City of Senoia	None	Neighborhood mixed use areas (LUO-5)
Create a mixed-use zoning district that includes design guidelines	City of Senoia	None	Neighborhood mixed use areas (LUO-5)
Consistently apply the Future Land Use Plan to rezoning decisions	City of Senoia	None	NA
Update the Future Development Map and the Future Land Use Plan	City of Senoia	None	NA





**Figure 12: Short Term Work Program (2006 – 2010)**

Planning Activity	2006	2007	2008	2009	2010	Cost Estimate	Responsible Party	Funding Source
<b>Community Facilities</b>								
<b>Government</b>								
1. Improve Permanent Fixtures in Library	x	x	x	x	x	\$113,211.15	City	City/Impact Fees
2. Improve meeting facilities in City Hall	x	x				\$10,000	City	City
<b>Recreation</b>								
3. Development of bike paths/walking trails connecting all parks and Senoia residential communities	x	x	x			\$10,000	City	Grants
4. CMAQ Trail	x	x				\$162,848	City/RDC	GDOT/City/FHWA
5. Purchase land and equipment	x	x	x	x	x	\$180,000	City	City/SPLOST/ Impact fees/Grants
<b>Transportation</b>								
6. Continue to monitor resources for public transportation	x	x	x	x	x	\$0	City	N/A
7. Annual street repair/resurfacing	x	x	x	x	x	\$20,000/yr	City/GDOT	LARP/SPLOST
8. Repair or construct sidewalks (streetscape)	x	x	x	x	x	\$50,000	City/GDOT	Grants/City
9. Bridge Street Bridge maintenance	x	x	x	x	x	\$25,000	City	City/SPLOST/ LARP
<b>Cultural Activities</b>								
10. Library Expansion	x	x	x	x	x	\$600,000	City	City/County/ SPLOST/Impact Fees
<b>Waste Water System</b>								
11. Implement design to eliminate storm water problems: Main and Broad Street	x	x	x	x	x	\$5000/yr	City	Grants/City



Planning Activity	2006	2007	2008	2009	2010	Cost Estimate	Responsible Party	Funding Source
<b>Planning Activity</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>Cost Estimate</b>	<b>Responsible Party</b>	<b>Funding Source</b>
Amy and Johnson Streets	x	x	x	x	x	\$5000/yr	City	Grants/City
Coweta and Middle Streets	x	x	x	x	x	\$5000/yr	City	Grants/City
Standing Rock and Pylant Streets	x	x	x	x	x	\$5000/yr	City	Grants/City
12. Evaluate the Storm Water system in the City of Senoia	x	x	x	x	x	\$100,000	City	City
<b>Sanitary Sewer System</b>								
13. Sewer System Improvements	x	x	x	x	x	\$5.7 million	City	City/Sewer and Water fund/RD/Capital recovery fees
<b>Public Water System</b>								
14. Water System Improvements	x	x				\$1.385 million	City	Capital Rec. Fees
15. Review water and sewer rate schedule	x	x	x	x	x	\$2000/yr	City	City
<b>Land Use and Ordinance</b>								
16. Reevaluate impact fees	x	x	x	x	x	\$5,000	City	City
17. Amend zoning ordinance	x	x	x	x	x	\$5,000	City	City
18. Apply for Certified Local Government status from SHPO	x	x				\$500	City/RDC	City
19. Green space	x	x	x	x	x	\$670,000	City	SPLOST/LWCF Grant/Impact Fees





### **III. Appendix**

#### ***A. Community Preference Survey Results***



City of Senoia  
Visioning Meeting  
Community Preference Survey Results

November 5, 2005



**We want your opinions on the following**

Single-family Residential  
Townhomes  
Mixed Use  
Office Buildings  
Retail Buildings  
Streetscapes  
Parking  
Street Types

**Single-family Residential**



How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Highest Ranked**



**8**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

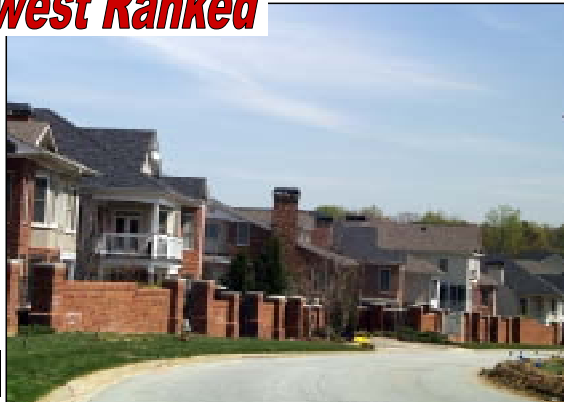
**Second Highest**



**3**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Lowest Ranked**



**7**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Biggest Spread***



**1**

**Townhomes**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Highest Ranked***



**14**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Lowest Ranked***



**13**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Biggest Spread*** ***Second Highest***



**15**

Mixed Use

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Highest Ranked**

**23**



How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Second Highest**

**18**



How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Lowest Ranked**

**22**





How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Biggest Spread***



21

**Office Buildings**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Highest Ranked***



32

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Lowest Ranked***



27

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Biggest Spread*** ***Second Highest***



31

Retail Buildings

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Highest Ranked**



39

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Second Highest**



34

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Lowest Ranked**



36

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Biggest Spread***

40



**Commercial  
Streetscapes**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Highest Ranked***

44





How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Second Highest***



42

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Biggest Spread***



43

Residential  
Streetscapes

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Highest Ranked**



**50**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Second Highest**



**49**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Lowest Ranked Biggest Spread**



**48**

## Parking

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Highest Ranked***



**57**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Second Highest***



**58**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Lowest Ranked***



**54**

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

***Biggest Spread***



**52**

Street Types



How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Highest Ranked**



60

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Lowest Ranked**



59

How appropriate is this picture for Senoia?  
5 = Very appropriate      1 = Not appropriate

**Biggest Spread | Second Highest**



62



***B. Quality Community Objectives to Pursue within each Character Area***



Character Area	Conservation Areas	Park/ Greenway	Rural and Open Land	Historic Downtown	Historic Residential	New Traditional Residential	Suburban Residential	Neighborhood Development Area	Commuter Rail-Oriented Development	Highway Commercial	Industrial Area
<p><b>Sense of Place Objective</b>  <b>Quality Community Objective</b>            1. If someone dropped from the sky into our community, he or she would know immediately where she was, based on our distinct characteristics.            2. We have delineated the areas of our community that are important to our history and heritage and have taken steps to protect those areas.            3. We have ordinances to regulate building materials in our highly visible areas.            4. We have ordinances to regulate the size and type of signage in our community.</p>	•	•	•	•	•	•	•	•	•	•	•
<p><b>Traditional Neighborhood Objective</b>  <b>Quality Community Objective</b>            1. If we have a zoning code, it does not separate commercial, residential, and retail uses in every district.            2. Our community has ordinances in place that allow neo-traditional development “By right” so that developers do not have to go through a long variance process.            3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.            4. Our community has an organized tree planting campaign in public areas that will make walking more comfortable in summer.            5. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.            6. In some areas, several errands can be made on foot, if so desired.</p>	•	•	•	•	•	•	•	•	•	•	•







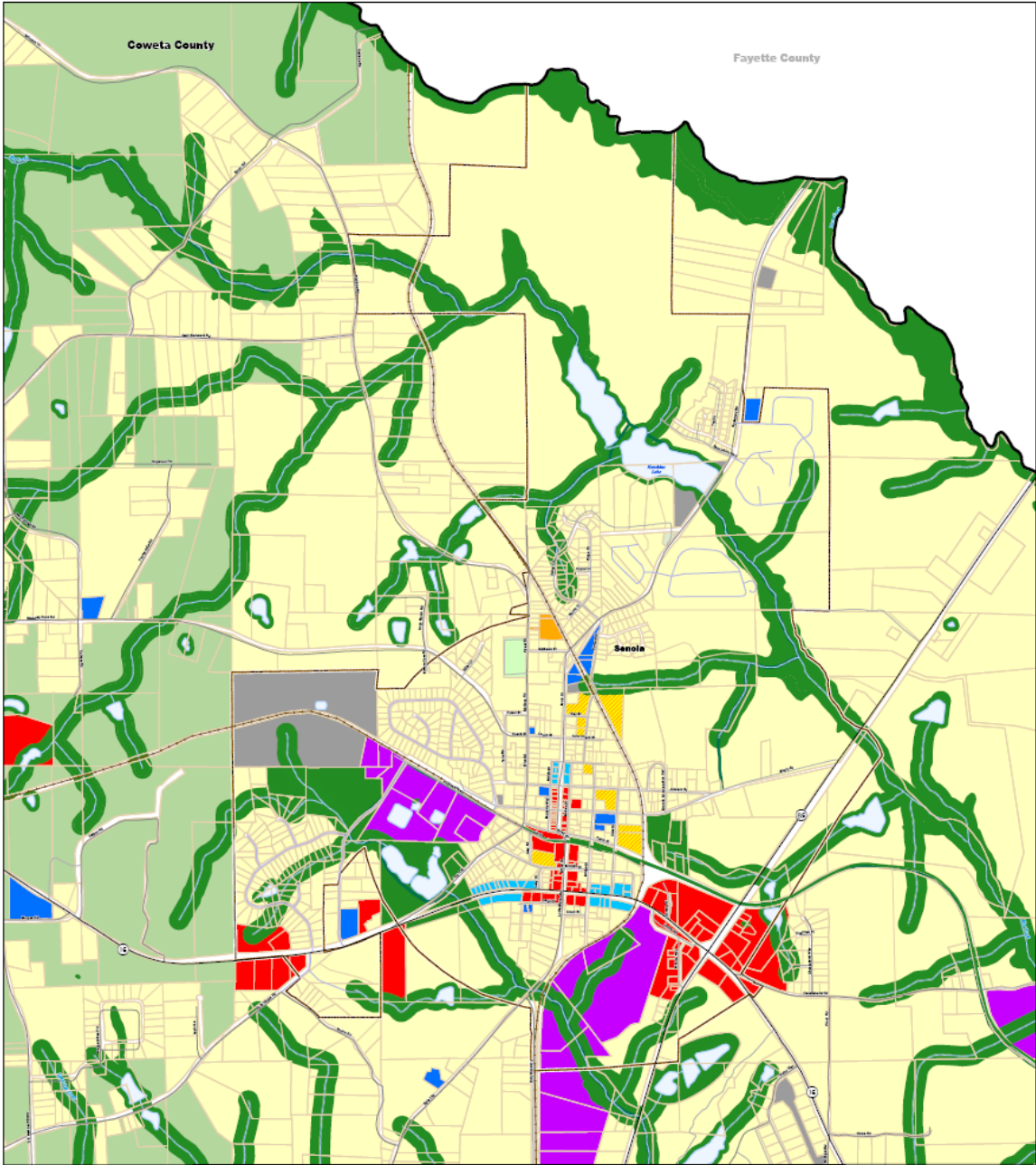








Character Area	<i>Conservation Areas</i>	<i>Park/ Greenway</i>	<i>Rural and Open Land</i>	<i>Historic Downtown</i>	<i>Historic Residential</i>	<i>New Traditional Residential</i>	<i>Suburban Residential</i>	<i>Neighborhood Development Area</i>	<i>Commuter Rail-Oriented Development</i>	<i>Highway Commercial</i>	<i>Industrial Area</i>
1. We plan jointly with our cities and County for Comprehensive Planning purposes 2. We are satisfied with our Service Delivery Strategies 3. We cooperate with at least one local government to provide or share services (parks and recreation, E911, Emergency Services, Police or Sheriff's Office, schools, water, sewer, other)	•	•	•	•	•	•	•	•	•	•	•
<b>Regional Solutions Objective</b> <b>Quality Community Objective</b> We plan jointly with our cities for transportation planning purposes. We have a regular meeting process with the County and neighboring cities to discuss solutions to regional issues.	•	•	•	•	•	•	•	•	•	•	•



**City of Senoia 2006-2026  
Comprehensive Plan**

*Future Land Use*



- |                          |                                          |                 |
|--------------------------|------------------------------------------|-----------------|
| Residential              | Park/Recreation/Conservation             | State Highway   |
| In-town 1st/2nd          | Cemetery                                 | County Road     |
| Multi-Family Residential | Public Institutional                     | Road            |
| Commercial or Mixed Use  | Transportation/Communicational/Utilities | Railroad        |
| Office                   | Rural                                    | River/Stream    |
| Industrial               |                                          | Lake/Pond       |
|                          |                                          | City Boundary   |
|                          |                                          | County Boundary |



**JORDAN  
JONES &  
GOLDING**

**DRAFT**