



City of Senoia 2006-2026 Comprehensive Plan: Community Assessment

August 2005

Draft





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Technical Addendum

(found on the compact disc included at the end of this document)

Section I: Supporting Analysis of Data and Information

1. Population
2. Economic Development
3. Housing
4. Natural and Cultural Resources
5. Community Facilities and Services
6. Intergovernmental Coordination
7. Transportation System

Section II: Analysis of Consistency with Quality Community Objectives



I Introduction

Purpose

The primary purpose of this report is to lay the foundation for the update of the City of Senoia Comprehensive Plan. In particular, it provides a comprehensive review of the issues and opportunities that will affect the future growth of the community. This analysis is based on an analysis and inventory of existing conditions, land use patterns, public policies, and planned improvements. Over the next 20 years, Senoia is forecasted to triple in population. Community leaders recognize that this planning effort can play a critical role in directing that growth in a manner that is consistent with the community's vision for the future.

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, this report includes four basic components:

1. List of issues and opportunities that the community wants to address
2. Analysis of existing development patterns
3. Evaluation of current community policies, actions, and development patterns for consistency with the Quality Community Objectives
4. Analysis of supportive data and information

In its coverage of these four components, this report is written in an executive summary-like fashion so that citizens and decision makers can quickly review the essential elements and major findings of this planning effort.

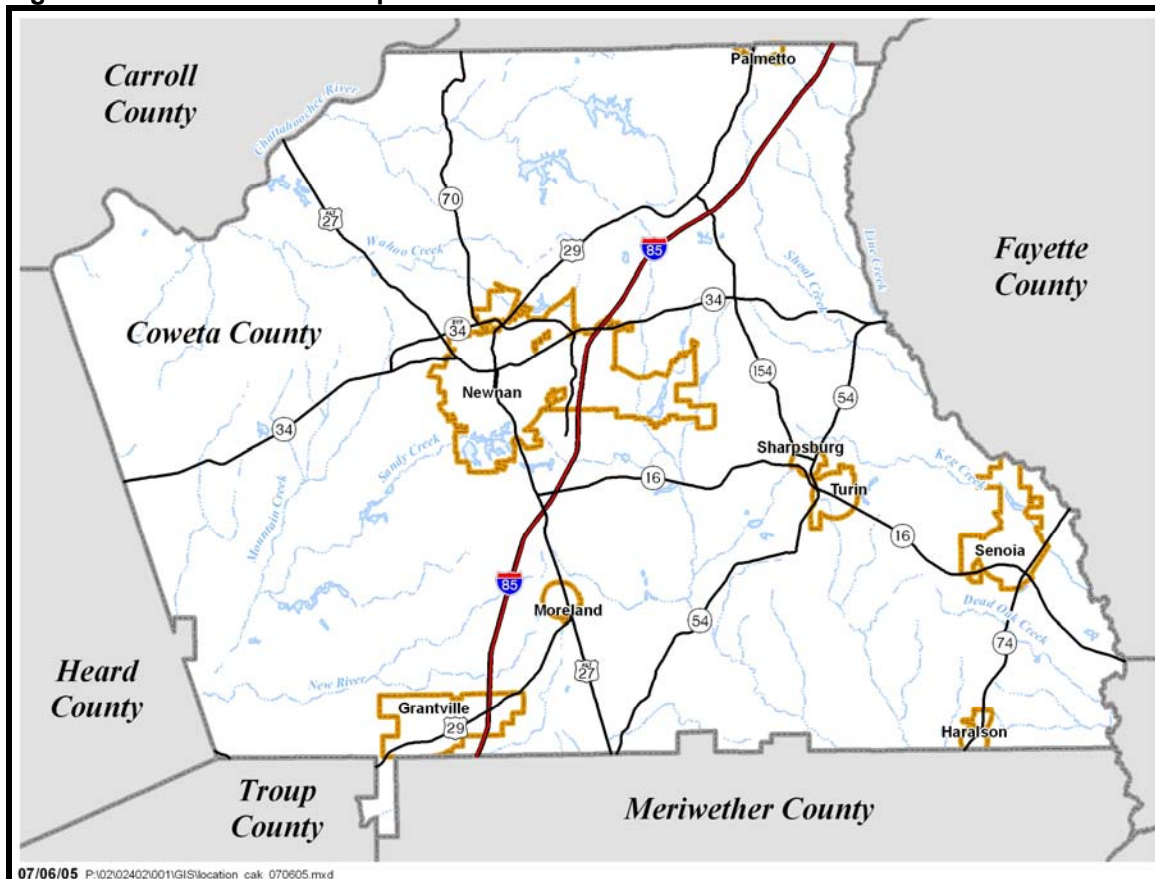
Most of the detailed findings of this assessment are included in a "Technical Addendum." A digital copy of this "Technical Addendum" is provided on compact disc attached to the back of this report.



Methodology and Schedule

As required by the DCA Standards, this Community Assessment is primarily the product of a review of City policies, plans, regulations, and development patterns. The study area for this Assessment is the incorporated area of the City of Senoia, an area of approximately 3,120 acres.

Figure 1: Senoia Location Map



This Community Assessment document is the first major step in preparation of Senoia’s Comprehensive Plan. The following schedule outlines the remainder of the process. This document and the Community Participation Program will be submitted to the DCA for approval. This will be followed by a 30-day comment and review period by the Chattahoochee-Flint Regional Development Center (RDC) and the DCA.

Upon approval of both documents, work on the Community Agenda will commence. The Community Agenda is the most important part of the plan; it includes the community’s vision for the future, key issues and opportunities it chooses to address during the planning period, and its implementation program for achieving this vision and addressing the identified issues and opportunities. To kick off the effort, a Community Visioning Meeting will be held in late September. This will be followed a month later by the Community Design Workshop. These two community involvement events will provide the public support and input critical to a



successful Comprehensive Plan. An Open House is scheduled for January 2006 to present the preliminary recommendations to the public.

Upon completion of the Community Agenda, it will begin its 3-month long adoption process. This is scheduled to take place between March and May of 2006.

Figure 2: Project Schedule

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

II Issues and Opportunities

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 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 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 only found outside Senoia.
4. No extra sewer capacity for economic development. All of the existing sewer capacity has been allocated to forthcoming developments; none is available to lure prospective employers.



Broad Street, Downtown Senoia



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 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, keeping the community safety, 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.



Southern Mills

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.



One of Senoia's many historic homes

Housing Opportunities

1. Incorporate traditional neighborhood developments. In the large undeveloped 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.

Cultural Resources Issues

1. Issue: Historic District zoning ordinance may be vulnerable to legal challenge.

Cultural Resources Opportunities

1. Opportunity: Reconstitute the Historic Preservation Commission. To encourage the future preservation and promotion of the historic character and resources within the City of Senoia.
2. Opportunity: 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.

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 coming 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. The majority of city residents use septic tanks and, over the planning horizon, many of these tanks will fail.



3. Stormwater Management. The City currently is not addressing the new NPDES requirements.
4. 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 adjacent jurisdictions will have to be maintained throughout this planning process.
5. The City water system is not adequate to meet current demands. The City intends to purchase additional water from the County.
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.



Downtown water tower

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.
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.



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, Georgia Regional Transportation Authority, and Georgia Department of Transportation.
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 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.



City Police Department

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.



Transportation Issues

1. Poorly connected or incomplete pedestrian network. The City needs a sidewalk installation program and funding source.

Transportation Opportunities

1. Mitigating increasing traffic congestion. Traffic congestion is going to get worse as the town grows. Steps need to be emplaced to slow the increase in congestion including requiring street connectivity, traffic studies, and a 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 abandoned 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 run down areas.

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 development. Traditional neighborhoods developments 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.



3 Analysis of Existing Development Patterns

The purpose of this analysis is to gain a clear understanding of the geographic setting within which Senoia is growing and to explore further those issues and opportunities that relate directly to the physical environment. The following analysis looks at three aspects of the existing development patterns in Senoia: Existing Land Use, Areas Requiring Special Attention, and Character Areas.

Existing Land Use

An existing land use map is a representation of what is on the ground at a given point in time. For purposes of this analysis, the Senoia Existing Land Use Map (**Figure 4**) shows what is on the ground as of July 2005. The map is based on a number of field surveys undertaken in the summer of 2005 and an analysis of 2004 aerial photography activity. The map illustrates uses found within the incorporated Senoia as well as the unincorporated County within the immediate vicinity. These uses were categorized using a variation of the standard category system prescribed by the Georgia DCA. **Figure 3** shows the amount of land categorized under each use.

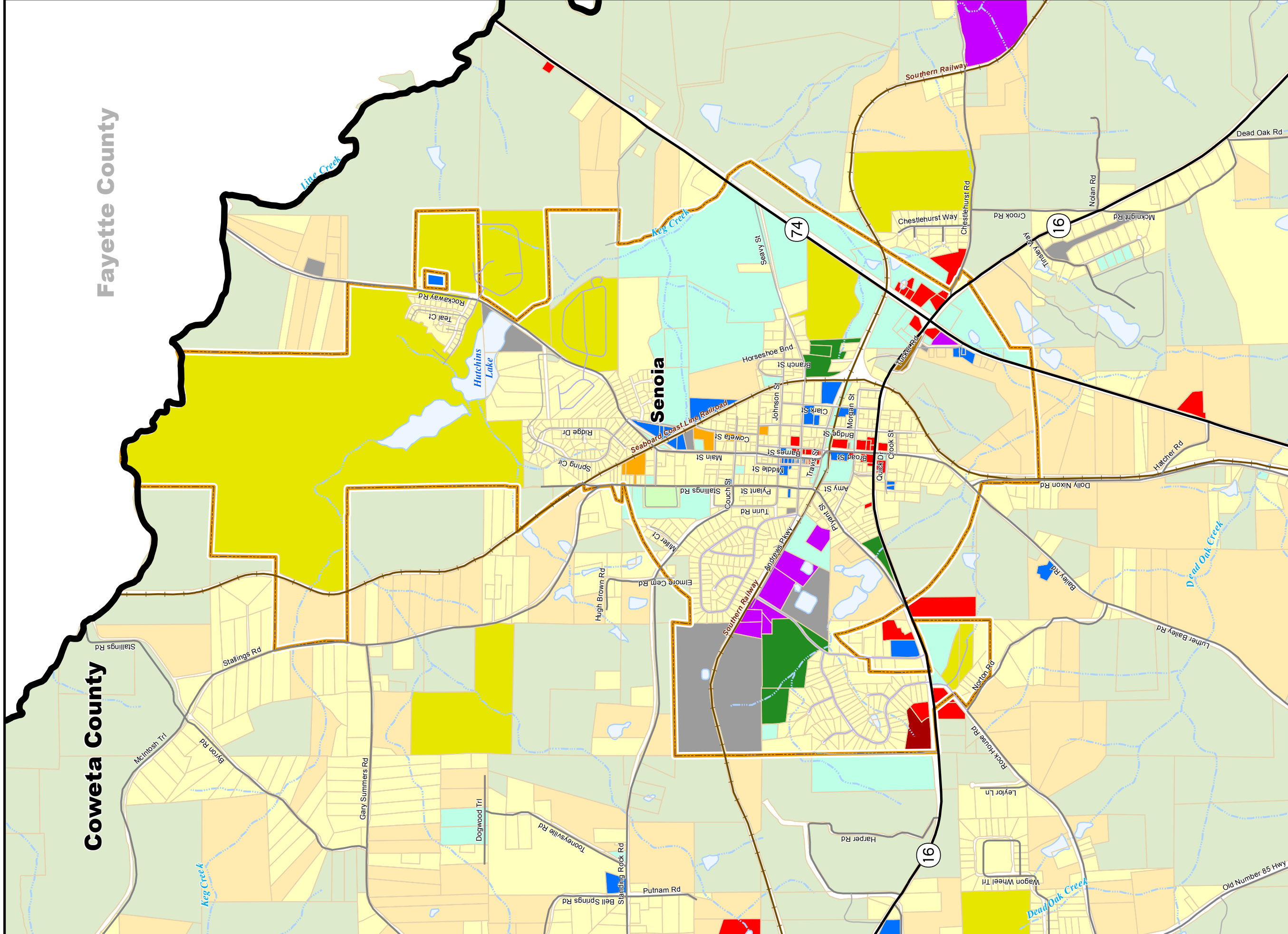
Figure 3: Existing Land Use, Senoia, July 2005

Existing Land Use Category		Acres	% of County Total
Standard Category	Sub-Category		
Residential		1,846	59.2%
	Estate Residential	182	5.8%
	Residential	765	24.5%
	Multi-Family Residential	10	0.3%
	Mobile Home Park	3	0.1%
	Under Construction Residential	886	28.4%
Agriculture/Forestry		262	8.4%
Transportation/Communication/Utilities		391	12.5%
	Road Right-of-Way	227	7.3%
	Other Transportation/Communication/Utilities	164	5.3%
Parks/Recreation/Conservation		65	2.1%
Undeveloped/Vacant		435	14.0%
Public/Institutional		40	1.3%
	Other Public/Institutional	32	1.0%
	Cemetery	8	0.3%
Industrial		39	1.3%
Commercial		40	1.3%
	Commercial	30	1.0%
	Under Construction Commercial	10	0.3%
Total		3,117	100.0%

Source: Jordan, Jones & Goulding, Inc

Coweta County

Fayette County



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

Existing Land Use



- Residential
- Multi-Family Residential
- Mobile Home Park
- Under Construction Residential
- Agricultural/Forestry
- Commercial
- Under Construction Commercial

- Industrial
- Park/Recreation/Conservation
- Cemetery
- Public Institutional
- Transportation/Communications/Utilities
- Undeveloped/Vacant
- Estate Residential

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



Figure 4



The following table presents the definitions of each of the land use categories.

Figure 5: Land Use Definitions

Existing Land Use Category	Definition
Estate Residential	Single-family residential uses up to 0.2 units per acre (5-acre or larger residential lots).
Residential	Single-family residential uses at less than 0.2 units per acre (less than 5-acre lots).
Multi-family Residential	Multi-family residential uses including apartments and duplexes.
Mobile Home Park	Land used for mobile home communities.
Under Construction Residential	Single-family or multi-family developments that are under construction at the time of the survey. Some lots may be occupied.
Agricultural/Forestry	Land used for agricultural purposes such as cropland or livestock production and all land used or potentially used for commercial timber production.
Commercial	Commercial and office uses; including strip malls, big-box retail, auto-related businesses, restaurants, convenience stores, and office buildings.
Under Construction Commercial	Property on which construction activity for future commercial uses was evident at the time of the survey.
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 as 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.
Road Right-Of-Way	Land dedicated to road right-of-way.
Undeveloped/Vacant	No active use on the property, includes property improved for real estate sale (cleared and graded but on structure) and property with vacant or abandoned structures with which no employment or residence can be associated. Property with recently constructed structures will fall under one of the under construction categories or the use for which it is intended.

The City of Senoia is urbanized to a much greater extent than may be commonly realized. Just 22 percent of the City's acres are undeveloped/vacant or agriculture/forestry categories. Most of the remaining undeveloped land lies to the south and west of town.



Commercial, while highly visible within the community comprises just 1.3 percent of the acres. Industrial utilizes another 1.3 percent. Clearly, there is an opportunity for expanding Senoia’s commercial and industrial base. Promoting commercial and industrial economic development will improve the area’s jobs-housing balance, fiscal situation and tax base, as well as provide the goods, services, and restaurants residents are leaving the City to find.

According to the Existing Land Use Map, Senoia is virtually surrounded by open space. This provides clear separation between Senoia and its neighbors and contributes to its strong sense of community, its identity as a small town. This is what defines the area’s rural character and what has attracted many new residents to Senoia and Coweta County.

Areas Requiring Special Attention

As Senoia grows and develops, it will have significant impacts on the existing residents, natural and cultural resources, community services and facilities, and infrastructure. This section summarizes the locations of some of the likely impacts of growth, including areas where growth should be avoided. Also included are areas in need of additional investment because of aesthetics, pollution, or disinvestment. These are areas where future growth should be directed.

Figure 6, Areas Requiring Special Attention, maps the locations of these various areas.

Areas Where Development is Likely to Occur

Because of the rapid pace and low density of projected growth over the next 20 years, all of Senoia’s developable land is likely to develop within the next twenty years. And not just within the City, but all along its outskirts, either as unincorporated developments at 1.6 units per acre or via annexation, as part of the City.

Within the City, development will challenge the community’s ability to provide the same level of service for infrastructure, community facilities, and services. Among the services requiring the most attention are:

- Highways and roads
- Schools
- Water and sewer

Significant Natural Resources

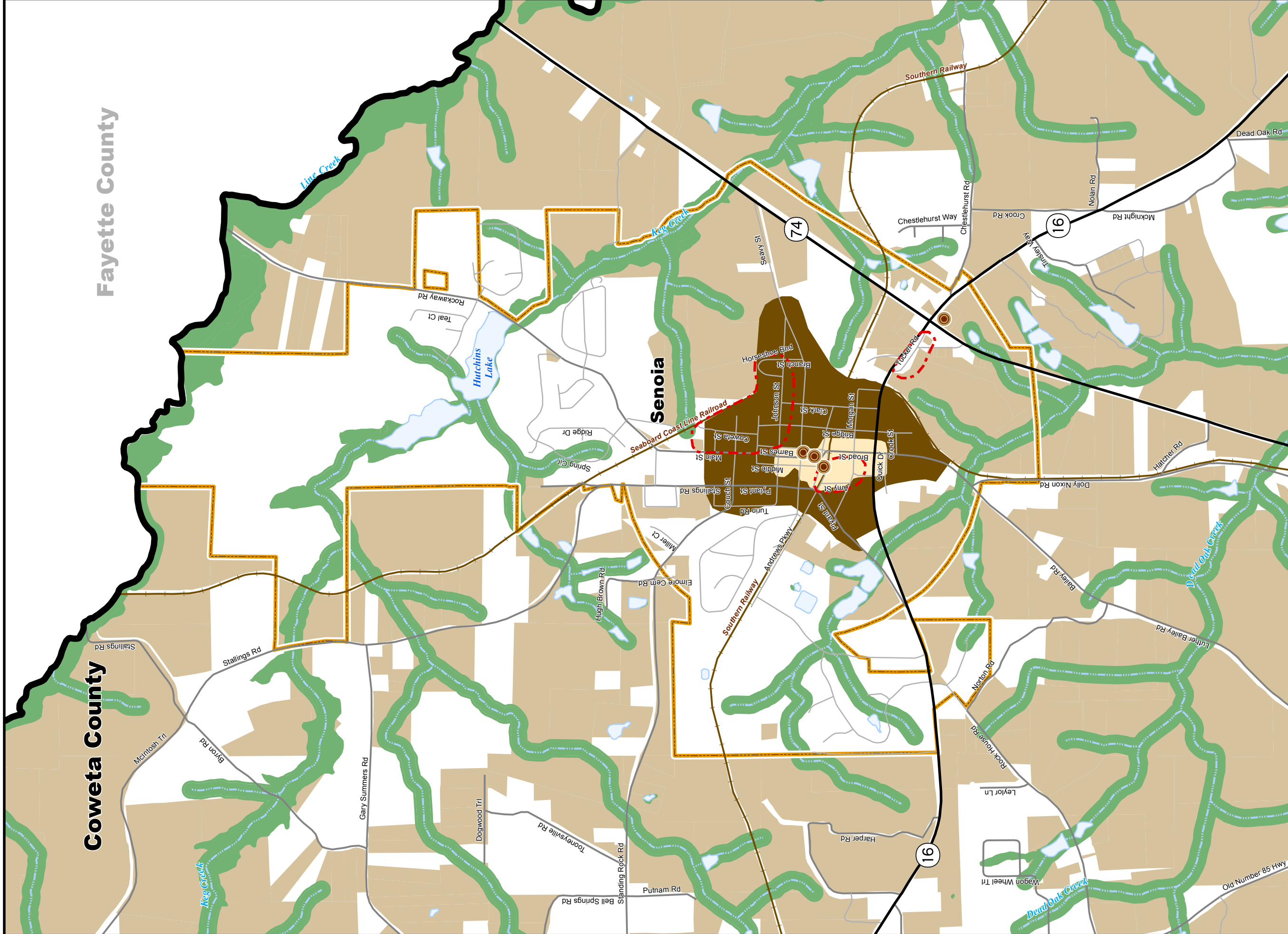
Critical natural resources such as wetlands, streams, and floodplains are located throughout Senoia. The green Conservation areas included in **Figure 6** illustrate the locations of these resources.



Redevelopment opportunity

Coweta County

Fayette County



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

*Areas Requiring
Special Attention*



- Possible Brownfield
- Historic Downtown Senoia
- Historic Residential
- Redevelopment/Reinvestment Area
- Conservation Area
- Developable
- State Highway
- County Road
- Road
- Railroad
- River/Stream
- Lake/Pond
- City Boundary
- County Boundary



Figure 6



Additionally, the water supply watershed for Hutchins Lake includes much of the northern half of the City and extends well into the unincorporated County. Protecting the water in this basin is vital to protecting drinking water supplies for most of the City's residents. Unfortunately, the water supply watersheds are located within the area where development is likely to occur.

Significant Cultural Resources

The historic district is Senoia's most prized resource. The district will likely experience unprecedented levels of infill development and modification to existing historic resources. The City needs to create a policy-regulatory framework for ensuring the long-term integrity of its esteemed historic district.



One of Senoia's many historic homes

Areas with Significant Infill Development Opportunities

There are not significant infill development opportunities with Senoia. There are a few vacant lots within the historic district. The most notable vacancies are within downtown and behind the Post Office. The Downtown Development Authority should develop a redevelopment or marketing strategy to foster the infill of downtown with historically compatible structures.

Brownfields

Three brownfields were identified during the inventory process. The most famous is the downtown warehouse listed on the Environmental Protection Agency's Superfund list. Additionally, there are two extinct gas stations. One is located on the southeast corner of the intersection of Highways 16 and 74. The second is on the southeast corner of Seavy and Broad Streets.



A potential brownfield

Areas of Disinvestment, Needing Redevelopment, or Improvements to Aesthetics or Attractiveness

Three such areas were identified in Senoia and are illustrated in **Figure 6**. These areas present opportunity for reinvestment. Many have particularly high levels of poverty and could be appropriate for rehabilitation or aesthetic improvements.

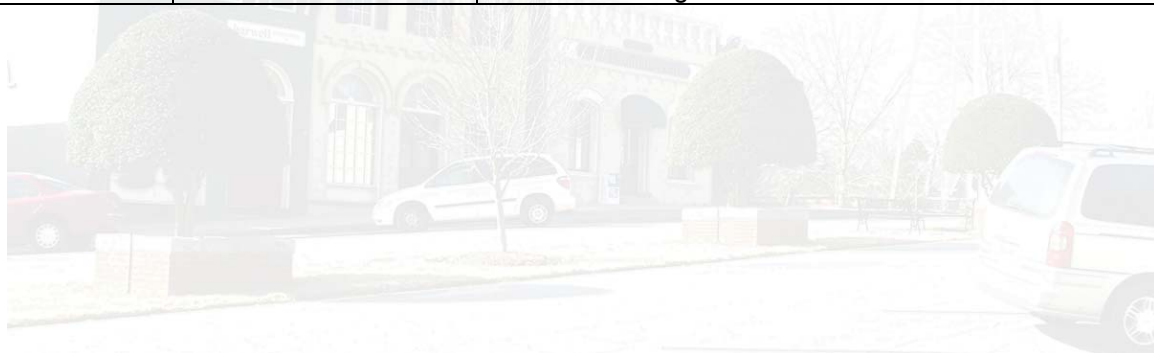


Recommended Character Areas

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 7**, and mapped in **Figure 8** below.

Figure 7: Character Areas within Senoia

Character Area	Description/Location	Development Strategy
Conservation Areas	Areas of protected open space including wetlands, floodplains, stream corridors, conservation areas, and natural buffers.	Preservation of more greenspace should be encouraged. Conservation areas should be as connected as possible.
Park/ Greenway	Dedicated parks including private facilities. Greenways may follow natural features such as streams or cultural features such as abandoned railways.	Expansion of parkspace 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.
Rural and Open Land	Consisting primarily of pastures, woodlands, and farmlands in open or cultivated state.	Maintain rural character by protecting viewsheds to natural areas from clear cutting, and prohibiting junk yards or outdoor storage of heavy equipment. Strive to protect rural and open land between Senoia and Cities/urbanizing areas.





Character Area	Description/Location	Development Strategy
Historic Downtown	Historic commercial core in downtown Senoia.	Downtown should include relatively high-density mix of retail, office, services, and employment to serve the greater area. 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 roadside with parking in the rear. 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, schools.
Historic Residential	Historic district and surrounding area. Encompasses a larger area than the Federally listed historic district.	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. Pedestrian access and parks should be provided to enhance citizen enjoyment of the area. Linkages to regional greenspace/trail system should be encouraged as well.
Suburban Residential	Residential subdivisions developed since 1960. These areas are characterized by automobile orientation, high degree of building separation, exclusively, residential and fragmented, disconnected street patterns, generally curvilinear.	Promote new developments that emulate the positive aspects of historic Senoia. Promote moderate density, traditional development (TND) style residential subdivisions. New development should be master planned with mixed uses, 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 master planned developments. 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. Foster the establishment of a regional network of greenspace and trails, available to pedestrians, bicyclists, and equestrians for both tourism and recreational purposes.



Character Area	Description/Location	Development Strategy
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 the development of ancillary business and employee services. Encourage attractive, landscaped entrances and grounds. Protect environmentally sensitive areas and buffer surrounding neighborhoods. Screen truck docks and waste handling areas from public view.
Highway Commercial	Auto-oriented commercial development. Found along Highways 16 and 74.	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 inter-parcel access.

Figure 8 shows the proposed location of each of these character areas.





**City of Senoia 2006-2026 Comprehensive Plan:
Technical Addendum to the Community Assessment**

August 2005



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Introduction

This “Technical Addendum” was prepared following the guidelines of the Rules of Georgia Department of Community Affairs, Chapter 110-12-1, Standards and Procedures for Local Comprehensive Planning, effective May 1, 2005. It is an extension of the *Community Assessment* and is presented in two parts. The first part includes the supporting analysis of data and information that was used in preparing the *Community Assessment*. The second part is a analysis of consistency with the Quality Community Objectives identified by the Georgia Department of Community Affairs.

Part 1: Supporting Analysis of Data and Information

1 Population

Total Population

Historic Population Growth

Figure 1: Historic Population Trends

Year	City of Senoia	Coweta County	Georgia
1980	900	39,480	5,484,440
1990	956	54,490	6,512,610
2000	1,738	90,150	8,234,370
2004	2,509	105,376	8,829,383

Sources: US Bureau of the Census; Woods & Poole Economics, Inc

The City of Senoia’s population is growing at a rapid rate. Between 1990 and 2004, Senoia grew at an average annual rate of 11.6 percent. Between 2000 and 2004, the average annual rate was 11.1 percent. Senoia’s growth rate since 1990 exceeded that of Georgia, Coweta County and the City of Newnan. This presents a myriad of issues for Senoia’s services, environment, infrastructure, and quality of life.

Figure 2: Historic Population Growth

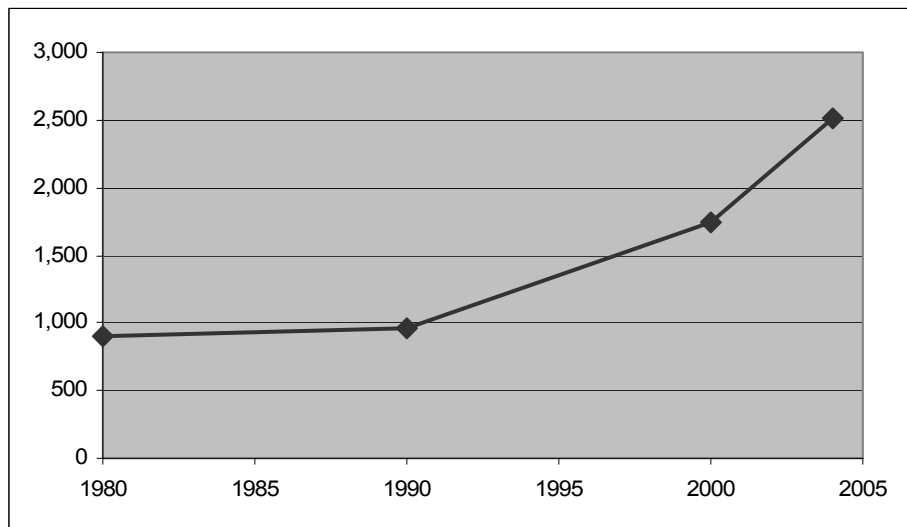
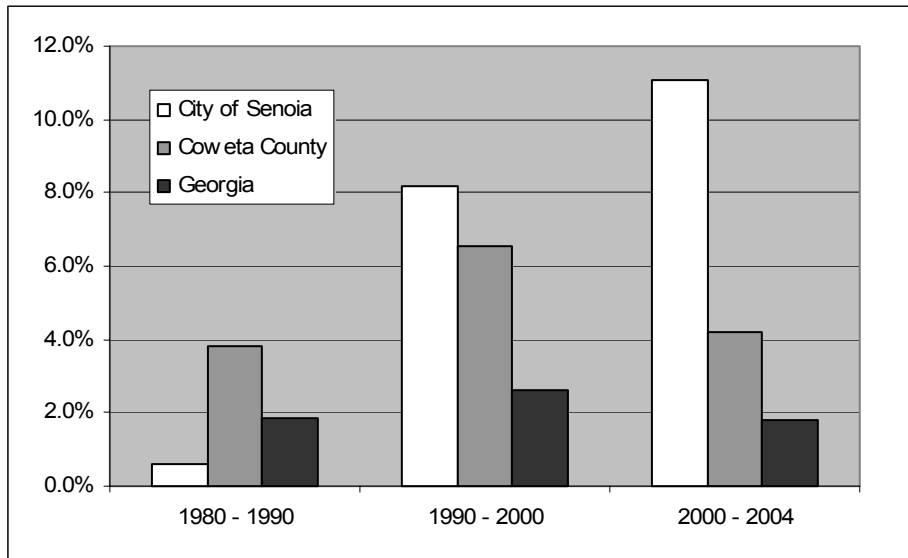


Figure 3: Annual Growth Rates

Year	City of Senoia	Coweta County	Georgia
1980 - 1990	0.6%	3.8%	1.9%
1990 - 2000	8.2%	6.5%	2.6%
2000 - 2004	11.1%	4.2%	1.8%

Sources: US Bureau of the Census; Woods & Poole Economics, Inc

Figure 4: Comparison of Annual Growth Rates



Population Growth in Surrounding Counties

Figure 5: Population Around Coweta County

Jurisdiction	2000	2004 (estimate)	Annualized Growth Rate (2000 - 2004)	2000 Share	2004 Share
Coweta County	90,150	105,376	4.2%	100.0%	100.0%
Senoia	1,783	2,509	10.2%	2.0%	2.4%
Unincorporated County	66,122	73,054	2.6%	73.3%	69.3%
Grantville	1,328	2,270	17.7%	1.5%	2.2%
Haralson	146	156	1.7%	0.2%	0.1%
Moreland	396	409	0.8%	0.4%	0.4%
Newnan	16,480	22,520	9.2%	18.3%	21.4%
Palmetto	3,406	3,813	3.0%	3.8%	3.6%
Sharpsburg	316	329	1.0%	0.4%	0.3%
Turin	173	316	20.7%	0.2%	0.3%

Source: US Bureau of the Census, 2005

Since 2000, Senoia’s share of the population of Coweta County has increased from 2.0 to 2.4 percent, while the share of the population in the unincorporated County has declined. Two factors have facilitated this transition. The County’s 1.6-acre minimum lot size spawned a construction boom in many of Coweta County’s cities. Additionally, Senoia’s new sewer system facilitated the approval of numerous substantial residential subdivisions.

Figure 6: Population Trends in Surrounding Counties

	1970	1980	1990	2000	2003 (Estimate)
Coweta	32,610	39,480	54,490	90,150	101,395
Carroll	45,880	56,670	71,880	88,040	98,525
Fayette	11,510	29,560	63,210	92,100	98,914
Fulton	604,840	591,980	650,700	817,560	818,322
Heard	5,380	6,540	8,690	11,100	11,152
Meriwether	19,580	21,240	22,450	22,540	22,786
Spalding	39,720	48,110	54,720	58,490	60,483
Troup	44,490	50,080	55,580	58,930	60,218

Sources: US Bureau of the Census, Woods and Poole Economics, Inc

Figure 7: Population Trends in Surrounding Counties

Years	1950-1960	1960-1970	1970-1980	1980-1990	1990-2000
Coweta	3.98%	11.83%	21.54%	37.14%	65.66%
Carroll	6.86%	24.56%	24.10%	26.76%	22.19%
Fayette	2.77%	38.60%	155.57%	114.91%	46.22%
Heard	-23.54%	0.39%	21.78%	32.33%	27.63%
Meriwether	-6.17%	-1.49%	9.08%	5.57%	0.55%
Spalding	14.04%	11.61%	21.22%	13.69%	7.27%
Troup	-5.32%	-5.77%	12.45%	11.07%	5.84%

Sources: US Bureau of the Census, Woods and Poole Economics, Inc

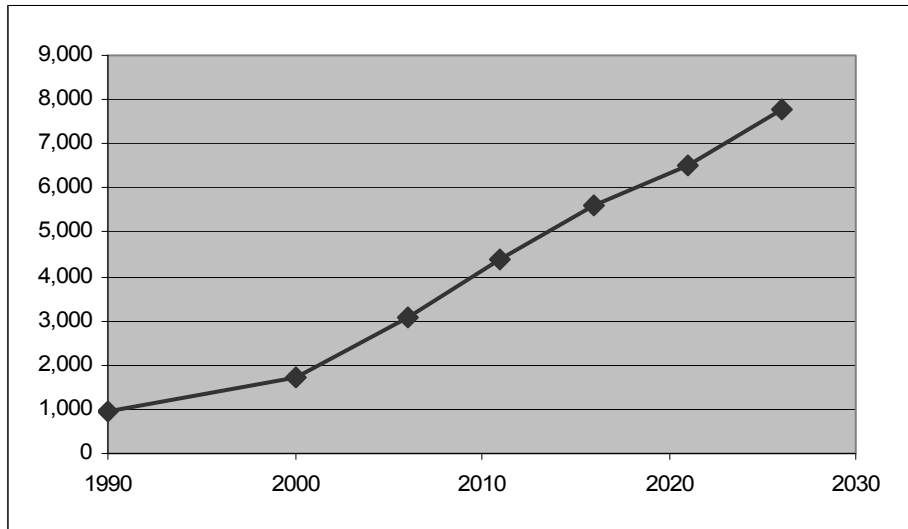
Population Projections

Figure 8: Population Projections

	City of Senoia		Coweta County			Georgia
	CIE	JJ&G	ARC	W&P	High	W&P
1990	956		54,490			6,512,602
2000	1,738		90,150			8,234,370
2006	2,544	3,059	109,000	100,800	114,500	9,034,000
2011	3,265	4,400	123,100	114,300	140,700	9,637,900
2016	-	5,600	137,200	134,700	173,000	10,261,700
2021	-	6,500	151,500	159,800	212,800	10,905,300
2026	-	7,800	166,100	186,300	261,600	11,568,700

Sources: City of Senoia, Capital Improvements Element; Jordan, Jones & Goulding, Inc; US Bureau of the Census, Atlanta Regional Commission, Woods & Poole Economics, Inc.

Figure 9: Forecasted Population Growth



Future population growth in Senoia is largely a function of four factors:

1. Senoia's annexation policy over the next 20 years
2. Senoia's investments in future sewer expansion
3. Coweta County's growth over the coming years
4. The regional housing market

Based on these factors, Senoia continues to expect robust growth over the next 20 years. Senoia has expressed an ongoing desire to expand its sewer system and continue annexing and growing its population and employment base. Coweta County is in the process of strengthening its growth management strategy. The regional housing market, by all indications, appears strong for the foreseeable future.

Age Distribution

Figure 10: Age Data

Age	City of Senoia			
	1990	2000	1990	2000
0 - 4 years old	97	167	10.3%	9.6%
5 - 9 years old	92	143	9.8%	8.2%
10 - 14 years old	51	135	5.4%	7.8%
15 - 19 years old	68	99	7.2%	5.7%
20 - 24 years old	90	103	9.6%	5.9%
25 - 29 years old	77	188	8.2%	10.8%
30 - 34 years old	46	177	4.9%	10.2%
35 - 39 years old	51	160	5.4%	9.2%
40 - 44 years old	41	92	4.4%	5.3%
45 - 49 years old	45	93	4.8%	5.4%
50 - 54 years old	60	106	6.4%	6.1%
55 - 59 years old	52	66	5.5%	3.8%
60 - 64 years old	35	61	3.7%	3.5%
65 years and over	136	148	14.5%	8.5%
Total	941	1,738	100.0%	100.0%

Sources: US Bureau of the Census; Woods & Poole Economics, Inc

Figure 11: Age Data by Share of Total Population

Age	City of Senoia	Coweta County	City of Senoia	Coweta County
	1990	1990	2000	2000
0 - 4 years old	10.3%	8.7%	9.6%	8.3%
5 - 9 years old	9.8%	7.9%	8.2%	8.4%
10 - 14 years old	5.4%	7.7%	7.8%	8.1%
15 - 19 years old	7.2%	7.4%	5.7%	6.5%
20 - 24 years old	9.6%	7.0%	5.9%	5.3%
25 - 29 years old	8.2%	8.3%	10.8%	7.3%
30 - 34 years old	4.9%	8.7%	10.2%	8.8%
35 - 39 years old	5.4%	8.0%	9.2%	9.0%
40 - 44 years old	4.4%	7.7%	5.3%	8.1%
45 - 49 years old	4.8%	6.3%	5.4%	6.9%
50 - 54 years old	6.4%	4.2%	6.1%	6.6%
55 - 59 years old	5.5%	4.2%	3.8%	5.0%
60 - 64 years old	3.7%	3.8%	3.5%	3.4%
65 years and over	14.5%	10.1%	8.5%	8.5%
Total	100.0%	100.0%	100.0%	100.0%

Sources: US Bureau of the Census; Woods & Poole Economics, Inc

Because of the growth in new single-family residential subdivisions that cater to younger couples and families, Senoia experienced a dramatic increase in children ages 14 and under and middle-aged persons 30 to 39 years old.

As the community grows and matures, one of the most important trends for the future is the rapidly growing population of seniors. Between 2006 and 2026, the share of residents over 65 is expected to increase from 9 percent to 14 percent. Assuming the accuracy of the population forecast, this translates into nearly 1,100 seniors living in Senoia in 2026.

Figure 12: Age Projections for Senoia

Age	2000	2006	2011	2021	2026
0 - 4 years old	167	264	336	491	585
5 - 9 years old	143	241	315	471	560
10 - 14 years old	135	236	309	440	538
15 - 19 years old	99	196	302	398	482
20 - 24 years old	103	193	311	418	479
25 - 29 years old	188	271	342	519	588
30 - 34 years old	177	264	301	523	621
35 - 39 years old	160	271	301	462	599
40 - 44 years old	92	207	334	383	516
45 - 49 years old	93	197	334	383	405
50 - 54 years old	106	188	299	420	418
55 - 59 years old	66	146	247	407	471
60 - 64 years old	61	119	221	353	442
65 years and over	148	265	447	830	1,095
Total	1,738	3,059	4,400	6,500	7,800

Sources: Jordan, Jones & Goulding, Inc; US Bureau of the Census

Figure 13: Age Projections for Senoia

Age	2000	2006	2011	2021	2026
0 - 4 years old	9.6%	8.6%	7.6%	7.6%	7.5%
5 - 9 years old	8.2%	7.9%	7.2%	7.2%	7.2%
10 - 14 years old	7.8%	7.7%	7.0%	6.8%	6.9%
15 - 19 years old	5.7%	6.4%	6.9%	6.1%	6.2%
20 - 24 years old	5.9%	6.3%	7.1%	6.4%	6.1%
25 - 29 years old	10.8%	8.9%	7.8%	8.0%	7.5%
30 - 34 years old	10.2%	8.6%	6.8%	8.0%	8.0%
35 - 39 years old	9.2%	8.8%	6.8%	7.1%	7.7%
40 - 44 years old	5.3%	6.8%	7.6%	5.9%	6.6%
45 - 49 years old	5.4%	6.4%	7.6%	5.9%	5.2%
50 - 54 years old	6.1%	6.1%	6.8%	6.5%	5.4%
55 - 59 years old	3.8%	4.8%	5.6%	6.3%	6.0%
60 - 64 years old	3.5%	3.9%	5.0%	5.4%	5.7%
65 years and over	8.5%	8.7%	10.2%	12.8%	14.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Sources: Jordan, Jones & Goulding, Inc; US Bureau of the Census

Race and Hispanic Origin

Figure 14: Race and Hispanic Origin in Senoia

City of Senoia	1990	2000	1990 - 2000
Total Population	956	1,738	82%
Race			
White	626	1,413	126%
African-American	314	314	0%
Other	4	36	800%
Hispanic Origin (any race)	11	27	145%
<i>Source: US Bureau of the Census (SF-3), 2005</i>			

Figure 15: Race and Hispanic Origin Around Coweta County

	White		African-American		Hispanic Origin	
	2000 Share	1990 - 2000 Growth Rate	2000 Share	1990 - 2000 Growth Rate	2000 Share	1990 - 2000 Growth Rate
Senoia	1,346	115%	339	8%	26	136%
Grantville	858	3%	411	28%	8	-
Newnan	9,042	40%	6,559	9%	624	791%
Palmetto	1,517	-10%	1,451	45%	439	796%
Coweta County	70,373	70%	16,126	33%	2,682	1196%
<i>Source: US Bureau of the Census; Woods & Poole Economics, Inc</i>						

Senoia is a predominantly white and African-American community. The growth in the community, however, has been almost entirely white with the African-American population seeing no change between 1990 and 2000. Hispanics continue to make up a small but growing share of the populace.

Income

Figure 16: Per Capita Income

Year	Senoia	Coweta County	Georgia
1989	\$11,461	\$13,708	\$13,631
1999	\$18,819	\$21,949	\$21,154

Source: US Bureau of the Census

Figure 17: Median Household Income

Year	Senoia	Coweta County	Georgia
1989	\$26,838	\$31,925	\$29,021
1999	\$50,089	\$52,706	\$42,433

Source: US Bureau of the Census

Figure 18: Household Income Distribution, 1999

	Senoia		Coweta County		Atlanta MSA	Georgia
Less than \$20,000	83	13%	4,735	15%	15%	22%
\$20,000 to \$44,999	227	37%	9,822	31%	33%	36%
\$50,000 to \$99,999	264	43%	12,439	40%	35%	30%
\$100,000 or more	47	8%	4,433	14%	18%	12%

Source: US Bureau of the Census

Senoia is solidly middle income with a much higher share of households in the \$50,000 to \$100,000 range than the Atlanta MSA (metropolitan statistical area) or Georgia. In 1999, median household income was slightly lower than that of the Atlanta MSA.

Figure 19: Poverty Status, 1999

	Senoia		Coweta County		Atlanta MSA	Georgia
Total families	483	100%	24,752	100%	100%	100%
Families in poverty	27	6%	1,515	6%	7%	10%
With own children	18	7%	1,100	8%	10%	14%
Families with female householder, no husband present, with children	9	21%	747	29%	26%	35%
Total population	1,738		88,224			
Population in poverty	128	7%	6,888	8%	9%	13%
Population under 18	515		25,642			
Under 18 in poverty	60	12%	2,523	10%	12%	17%
Population 65 and over	148		7,571			
65 and over in poverty	13	9%	747	10%	10%	13%

Source: US Bureau of the Census (SF-3, 2000)

Across every category, poverty rates in Senoia are lower than those of the state.

Education

The following table indicates the educational attainment percentages for Coweta County, all immediately adjacent counties (Fulton, Heard, Fayette, Carroll, Spalding, Troup, and Meriwether), and the State of Georgia.

Figure 20: Educational Attainment, 1990-2000

Coweta County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	4,207	12.61%	3,519	6.19%
Some high school, no diploma	6,667	19.98%	6,923	12.18%
High school graduate*	11,815	35.40%	18,664	32.85%
Some college, no degree	4,987	14.94%	12,964	22.82%
Associate degree	1,271	3.81%	3,042	5.35%
Bachelor's degree	2,867	8.59%	8,123	14.30%
Graduate or professional degree	1,559	4.67%	3,586	6.31%
Total Population Age 25+	33,373	100.00%	56,821	100.00%
Carroll County				
Carroll County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	7,060	16.69%	5,387	10.08%
Some high school, no diploma	9,637	22.78%	10,087	18.87%
High school graduate*	13,503	31.91%	18,292	34.21%
Some college, no degree	5,509	13.02%	8,973	16.78%
Associate degree	1,506	3.56%	1,897	3.55%
Bachelor's degree	2,762	6.53%	5,234	9.79%
Graduate or professional degree	2,334	5.52%	3,594	6.72%
Total Population Age 25+	42,311	100.00%	53,464	100.00%
Heard County				
Heard County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	1,208	22.83%	880	12.54%
Some high school, no diploma	1,487	28.10%	1,508	21.48%
High school graduate*	1,724	32.58%	2,929	41.72%
Some college, no degree	461	8.71%	1,022	14.56%
Associate degree	108	2.04%	168	2.39%
Bachelor's degree	189	3.57%	365	5.20%
Graduate or professional degree	115	2.17%	148	2.11%
Total Population Age 25+	5,292	100.00%	7,020	100.00%
Meriwether County				
Meriwether County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	2,617	19.19%	1,727	11.96%
Some high school, no diploma	3,979	29.18%	3,214	22.27%
High school graduate*	4,374	32.08%	5,146	35.65%
Some college, no degree	1,367	10.02%	2,305	15.97%
Associate degree	390	2.86%	483	3.35%
Bachelor's degree	552	4.05%	932	6.46%
Graduate or professional degree	357	2.62%	627	4.34%
Total Population Age 25+	13,636	100.00%	14,434	100.00%

Figure 20: Educational Attainment, 1990-2000 (continued)

Troup County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	6,379	18.58%	3,303	8.97%
Some high school, no diploma	7,073	20.60%	6,644	18.05%
High school graduate*	11,108	32.35%	12,395	33.67%
Some college, no degree	4,007	11.67%	6,340	17.22%
Associate degree	1,086	3.16%	1,519	4.13%
Bachelor's degree	3,247	9.46%	4,423	12.01%
Graduate or professional degree	1,432	4.17%	2,191	5.95%
Total Population Age 25+	34,332	100.00%	36,815	100.00%

State of Georgia	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	483,755	12.02%	393,197	7.58%
Some high school, no diploma	686,060	17.05%	718,152	13.85%
High school graduate*	1,192,935	29.65%	1,486,006	28.65%
Some college, no degree	684,109	17.00%	1,058,692	20.41%
Associate degree	199,403	4.96%	269,740	5.20%
Bachelor's degree	519,613	12.91%	829,873	16.00%
Graduate or professional degree	257,545	6.40%	430,305	8.30%
Total Population Age 25+	4,023,420	100.00%	5,185,965	100.00%

Fulton County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	32,935	7.93%	27,106	5.14%
Some high school, no diploma	59,201	14.26%	57,264	10.85%
High school graduate*	92,678	22.32%	102,246	19.37%
Some college, no degree	79,048	19.04%	97,894	18.55%
Associate degree	20,328	4.90%	24,823	4.70%
Bachelor's degree	87,950	21.18%	140,666	26.65%
Graduate or professional degree	43,051	10.37%	77,739	14.73%
Total Population Age 25+	415,191	100.00%	527,738	100.00%

Fayette County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	1,709	4.36%	1,313	2.22%
Some high school, no diploma	3,565	9.10%	3,189	5.40%
High school graduate*	11,800	30.12%	14,174	24.02%
Some college, no degree	9,273	23.67%	14,725	24.95%
Associate degree	2,726	6.96%	4,268	7.23%
Bachelor's degree	7,320	18.69%	14,111	23.91%
Graduate or professional degree	2,778	7.09%	7,236	12.26%
Total Population Age 25+	39,171	100.00%	59,016	100.00%

Figure 20: Educational Attainment, 1990-2000 (continued)

Spalding County	Educational Attainment			
	1990		2000	
	Number	Percent of Total	Number	Percent of Total
Less than 9th grade	6,021	17.89%	4,041	10.89%
Some high school, no diploma	7,447	22.13%	7,924	21.35%
High school graduate*	10,898	32.39%	12,885	34.72%
Some college, no degree	4,338	12.89%	6,145	16.56%
Associate degree	1,214	3.61%	1,487	4.01%
Bachelor's degree	2,333	6.93%	3,106	8.37%
Graduate or professional degree	1,400	4.16%	1,522	4.10%
Total Population Age 25+	33,651	100.00%	37,110	100.00%

Source: US Bureau of the Census
* Or equivalent.

2 Economic Development

It should be noted that the economic development data included in this section is for the entire county, including the cities. Also, the information collected for this analysis came from a variety of sources, including the U.S. Bureau of the Census, Georgia Department of Labor, the Atlanta Regional Commission, and Woods & Poole. As a result, there are inconsistencies in the way data is categorized and in the projections. For example, in some data tables employees of the Coweta Public School System are categorized under Education Services, and in other tables they are categorized under Local Government.

Also, note that the term “employment” describes people that work in the County, whereas the term “labor force” describes residents of the County that work. A large segment of Coweta’s labor force is employed outside of the County, and a large segment of Coweta’s employment base lives outside the County.

Economic Base

Historic Employment

Figure 21: Employment by Sector in Coweta County

Industry Sector	1990	1995	2000	2001	2002	2003	Annual % Change
Agriculture	112	232	347	134	N/A	N/A	N/A
Mining	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Construction	624	707	1,448	1,463	1,681	1,810	8.5%
Manufacturing	5,536	6,011	5,308	5,048	4,724	4,546	-1.5%
Transportation, Warehousing & Utilities	925	1,018	997	1,635	1,375	822	-0.9%
Wholesale Trade	462	634	858	738	777	832	4.6%
Retail Trade	4,253	5,215	7,161	4,239	4,661	4,769	0.9%
Finance, Insurance, Real Estate	529	535	889	775	781	827	3.5%
Services	2,832	3,863	5,422	9,313	9,386	9,744	10.0%
Government	2,286	2,878	4,455	4,472	4,439	4,683	5.7%
Other/Unclassified	20	16	21	48	192	231	20.7%
Total	17,579	21,109	26,906	27,865	28,016	28,264	3.7%
Note: Industries were reclassified in 2001 to conform to new federal standards.							
Source: Georgia Department of Labor							

Figure 22: Percent of Total Employment by Sector in Coweta County

Industry Sector	1990	1995	2000	2001	2002	2003
Agriculture	0.6%	1.1%	1.3%	0.5%	N/A	N/A
Mining	N/A	N/A	N/A	N/A	N/A	N/A
Construction	3.5%	3.3%	5.4%	5.3%	6.0%	6.4%
Manufacturing	31.5%	28.5%	19.7%	18.1%	16.9%	16.1%
Transportation, Warehousing & Utilities	5.3%	4.8%	3.7%	5.9%	4.9%	2.9%
Wholesale Trade	2.6%	3.0%	3.2%	2.6%	2.8%	2.9%
Retail Trade	24.2%	24.7%	26.6%	15.2%	16.6%	16.9%
Finance, Insurance, Real Estate	3.0%	2.5%	3.3%	2.8%	2.8%	2.9%
Services	16.1%	18.3%	20.2%	33.4%	33.5%	34.5%
Government	13.0%	13.6%	16.6%	16.0%	15.8%	16.6%
Other/Unclassified	0.1%	0.1%	0.1%	0.2%	0.7%	0.8%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Georgia Department of Labor

Coweta County had a 2003 employment base of 28,264 jobs, according to the Georgia Department of Labor. The economy has grown at a solid annual rate of 3.7 percent since 1990. Four economic sectors account for 84 percent of employment – services (34.1 percent), retail trade (16.9 percent), government (16.6 percent), and manufacturing (16.1 percent). Current trends related to these four dominant sectors are:

- Services:** Services is the fastest growing sector in Coweta County, increasing at a robust average annual rate of 10 percent. Healthcare is the dominant service sector employer, accounting for 30 percent of service sector jobs. Newnan Hospital (1,100 jobs) is one of the County’s top five employers, anchoring physician practices and other health-related services. Other important services include education, accommodations, and food services.

Retail Trade: With more than 30 major shopping centers and 3.9 million square feet, the retail trade sector is very active in Coweta County. Most of the centers are relatively new and are the direct result of the boom in population and housing development in the area. Senoia likely will see expansion in the retail trade in the next 20 years as the local population continues to grow.
- Government:** The school system in Coweta County is the largest employer in the County. The system has an adequate K-12 program and a performing and visual arts program.
- Manufacturing:** Coweta County has three existing industrial parks that are home to some of its largest employers: Creekside Industrial Park, Shenandoah Industrial Park, and Newnan South Industrial Park. Two of the County’s most important manufacturers are located in Senoia: Southern Mills and Winpak. Manufacturing base has expanded from its textile roots into such areas as plastics and metal products. Southern Mills, the remaining textile manufacturer, has sustained market changes through diversification into manufacturing specialty fabrics. Winpak manufactures Polyethylene film.

Projected Employment

Figure 23: Employment Projections for Coweta County, Georgia, and US

Year	Coweta County		Atlanta	Georgia	US
	DOL/ARC	W&P	MSA		
1990	17,579	22,380	1,606,200	2,991,850	109,489,400
2000 (DOL)	26,906	N/A	2,289,700	3,949,100	131,791,900
2003	28,264	N/A	2,236,900	3,846,625	129,998,750
2000 (W&P)	N/A	38,070	2,789,760	4,918,110	167,283,780
2004	N/A	41,900	2,951,330	5,132,910	173,952,380
2006	32,371	43,902	3,041,540	5,252,430	177,868,400
2016	44,917	55,428	3,583,440	6,141,050	201,368,400
2021	53,661	61,896	3,890,770	6,506,790	214,301,800
2026	62,331	68,624	4,216,100	6,974,940	228,046,700
Annual % Change					
1990-2000 (DOL)	4.3%	5.5%	3.6%	2.8%	1.9%
2000-2003 (DOL)	1.7%	N/A	-0.8%	-0.9%	-0.5%
2000-2006 (W&P)	N/A	2.4%	1.5%	1.1%	1.0%
2006-2026 (W&P)	3.3%	2.3%	1.6%	1.4%	1.3%
Sources: Georgia Department of Labor (1990-2003), US Department of Labor (1990-2003), Atlanta Regional Commission (Coweta projections 2003-2026), and Woods & Poole Economics, Inc. (2000-2026 projections).					

Coweta County is projected to grow at a faster rate than metro Atlanta, Georgia, and the nation. However, both sources of County employment projections are predicting a slower pace of growth going forward compared to recent historic trends. The County is projected to add nearly 30,000 jobs from 2006 to 2026, representing an average annual increase of 3.3 percent, according to ARC projections. Woods & Poole Economics projects a lower growth rate of 24,722 jobs over the next 20 years (2006-2026) for an average annual growth rate of 2.3%. One explanation is that Atlanta's overall economy is maturing and is not expected to grow at the same robust pace as the last 20 to 25 years.

Location Quotient Analysis

Figure 24: Location Quotient Analysis (2002)

Industry Sector	Coweta Emp.	% of Total	U.S. Emp.	% of Total	Location Quotient*	LQ > 1	(LQ-1)/LQ	Basic Emp.	Non-Basic Emp.
Agriculture	N/A	N/A	1,155,890	0.009	N/A	N/A	N/A	N/A	N/A
Mining	N/A	N/A	505,979	0.004	N/A	N/A	N/A	N/A	N/A
Construction	1,681	0.060	6,683,553	0.052	1.15	Yes	0.131	221	1,460
Manufacturing	4,724	0.169	15,209,192	0.119	1.42	Yes	0.297	1,401	3,323
Textile Mills	268	0.010	291,642	0.002	4.21	Yes	0.762	204	64
Plastics & Rubber	523	0.019	846,766	0.007	2.83	Yes	0.646	338	185
Nonmetallic Mineral Prod.	451	0.016	517,217	0.004	3.99	Yes	0.749	338	113
Primary Metal	692	0.025	506,678	0.004	6.25	Yes	0.840	581	111
Fabricated Metal	437	0.016	1,540,867	0.012	1.30	Yes	0.230	100	337
Machinery	128	0.005	1,221,816	0.010	0.48	No	N/A	0	128
Wholesale Trade	777	0.028	5,617,456	0.044	0.63	No	N/A	0	777
Retail Trade	4,661	0.166	15,018,588	0.117	1.42	Yes	0.296	1,380	3,281
Transportation & Warehousing	880	0.031	3,989,116	0.031	1.01	Yes	0.010	8	872
Utilities	495	0.018	592,152	0.005	3.83	Yes	0.739	366	129
Information	590	0.021	3,364,485	0.026	0.80	No	N/A	0	590
Finance & Insurance	549	0.020	5,678,156	0.044	0.44	No	N/A	0	549
Real Estate	232	0.008	2,028,109	0.016	0.52	No	N/A	0	232
Professional & Tech. Services	653	0.023	6,654,743	0.052	0.45	No	N/A	0	653
Management	188	0.007	1,695,554	0.013	0.51	No	N/A	0	188
Adminst. & Waste Services	1,541	0.055	7,589,300	0.059	0.93	No	N/A	0	1,541
Education Services	156	0.006	1,951,003	0.015	0.37	No	N/A	0	156
Health Care & Social Services	2,609	0.093	13,395,715	0.104	0.89	No	N/A	0	2,609
Arts, Ent., & Rec. Svc.	344	0.012	1,798,621	0.014	0.88	No	N/A	0	344
Accommodation & Food Serv.	2,706	0.097	10,197,329	0.080	1.21	Yes	0.177	478	2,228
Other Services	497	0.018	4,246,011	0.033	0.54	No	N/A	0	497
Government – Federal	220	0.008	2,758,627	0.022	0.37	No	N/A	0	220
Government – State	407	0.015	4,485,071	0.035	0.42	No	N/A	0	407
Government – Local	3,812	0.136	13,412,941	0.105	1.30	Yes	0.231	882	2,930
Other/Unclassified	192	0.007	N/A	N/A	N/A	N/A	N/A	0	192
Total	28,016	1.000	128,233,919	1.000	1.00	N/A	N/A	4,736	23,280

* The Location Quotient is derived by dividing the % of local employment by the % of U.S. employment. All numbers are for the entire County. Note that employees of the Coweta Public School system are included under "Government – Local" not "Education Services"

Sources: Georgia Department of Labor and U.S. Department of Labor

The location quotient analysis is used to identify basic jobs, or export-oriented businesses and industry, in the local economy. It assumes that basic industries are the primary source of a community's income. It examines the extent to which production for export activities and the inflow of income stimulates the internal growth – population and jobs – of a local economy, which is accomplished by comparing basic employment to non-basic employment. As shown in the previous table, basic employment in Coweta County totaled 4,736 jobs in 2002, compared to 23,280 non-basic jobs. Basic industries in Coweta County (location quotient exceeding 1.0) include construction, manufacturing, retail trade, transportation and warehousing, utilities, accommodation and food service, and local government. Within the manufacturing sector, major

basic industries are textiles, primary metals, non-metallic mineral production, plastics and rubber, and non-fabricated metals.

Shift-Share Analysis

Figure 25: Employment Changes in Coweta County (1993-2003)

Industry Sector	1993 Employment	2003 Employment	Change in Employment	% Change 1993-2003
Trade, Transp. & Utilities	4,218	6,601	2,383	56.5%
Education & Health Services	3,309	6,155	2,846	86.0%
Manufacturing	5,255	4,566	-689	-13.1%
Leisure & Hospitality	1,380	3,283	1,903	137.9%
Professional & Bus. Services	1,252	2,158	906	72.4%
Construction	545	1,814	1,269	232.8%
Financial Activities	558	825	267	47.8%
Information	203	702	499	245.8%
Other Services	315	575	260	82.5%
Public Administration	876	285	-591	-67.5%
Natural Resources & Mining	53	198	145	273.6%
Total	17,964	27,162	9,198	51.2%

Source: University of Georgia Center for Agribusiness and Economic Development

Figure 26: Shift-Share Analysis for Coweta County (1993-2003)

Industry Sector	National Growth Component (Percent)	National Growth Component (Jobs)	Industrial Mix Component (Percent)	Industrial Mix Component (Jobs)	Competitive Share Component (Percent)	Competitive Share Component (Jobs)
Education & Health Services	16.8%	557	9.5%	314	59.7%	1,976
Trade, Transp. & Utilities	16.8%	709	-3.8%	(161)	43.5%	1,835
Leisure & Hospitality	16.8%	232	9.0%	124	112.1%	1,547
Construction	16.8%	92	24.6%	134	191.4%	1,043
Information	16.8%	34	0.6%	1	228.4%	464
Professional & Bus. Services	16.8%	211	20.6%	258	35.0%	438
Other Services	16.8%	53	3.4%	11	62.3%	196
Financial Activities	16.8%	94	0.3%	2	30.8%	172
Natural Resources & Mining	16.8%	9	-18.6%	(10)	275.3%	146
Manufacturing	16.8%	884	-30.5%	(1,602)	0.6%	30
Public Administration	16.8%	147	-6.6%	(58)	-77.7%	(680)
Total		3,022		(987)		7,167

Source: University of Georgia Center for Agribusiness and Economic Development

The purpose of a shift-share analysis is to assess the change in employment for an area – Coweta County – and to break it down into three sources that generated the change. Its underlying premise is that the local economy is affected by national cycles and trends, as shown:

- National growth component – During the time period shown (1993-2003), the nation’s employment grew at an overall rate of 16.8 percent. The national growth component

contributed 3,022 Coweta County jobs, primarily in the manufacturing and trade, transportation, and utilities sectors.

- Industrial mix component – This component calculates the difference between the national growth for a specific industry sector and the overall national growth rate. The purpose is to measure industry growth net of business cycle effects. As shown, the industrial mix component decreased the County’s employment by 987 jobs that were mostly attributed to the manufacturing sector. Conversely, the construction industry achieved the highest industrial mix component (24.6 percent and 134 jobs).
- Competitive share – The last component assesses the remaining employment change after the national and industrial mix components. If the sector’s competitive share is positive, it has a local advantage in promoting employment growth. The major sectors in competitive share were education and health services, trade, transportation, and utilities, and leisure and hospitality.

Labor Force

Labor Force Participation

Figure 27: Labor Force Participation in Senoia

Category	1980	1990	2000	Annual % Change 1980-1990	Annual % Change 1990-2000
Persons 16 years or older	640	696	1,268	9%	82%
Civilian Labor Force	338	406	842	20%	107%
Employed	338	368	816	9%	122%
Unemployed	24	38	26	-	-
Participation Rate	53%	58%	66%	9%	14%

Source: U.S. Bureau of the Census

Figure 28: Occupations of City of Senoia and Coweta County Residents

Occupation	Senoia		Coweta County	
Management, professional, and related occupations:	253	31%	13,074	30%
Service occupations:	104	13%	5,847	13%
Sales and office occupations:	187	23%	11,849	27%
Farming, fishing, and forestry occupations	3	0%	61	0%
Construction, extraction, and maintenance occupations:	114	14%	5,956	14%
Production, transportation, and material moving occupations:	155	19%	7,311	17%
Total	816	100%	44,098	100%

Source: US Bureau of the Census

According to the 2000 Census, the City of Senoia has a civilian labor force of 842 people, which has increased at an average annual growth rate of 10.7 percent between 1990 and 2000, commensurate with the population growth within the City.

Unemployment

Figure 29: Unemployment Rate for Coweta County vs. Georgia and US

Year	Coweta County	Georgia	United States
1990	5.9%	5.5%	5.6%
1991	5.5%	5.0%	6.8%
1992	7.3%	7.0%	7.5%
1993	5.3%	5.8%	6.9%
1994	4.2%	5.2%	6.1%
1995	4.1%	4.9%	5.6%
1996	3.8%	4.6%	5.4%
1997	4.0%	4.5%	4.9%
1998	3.3%	4.2%	4.5%
1999	2.8%	4.0%	4.2%
2000	3.6%	3.7%	4.0%
2001	3.4%	4.0%	4.7%
2002	4.7%	5.1%	5.8%
2003	4.6%	4.1%	6.0%

Sources: U.S. Bureau of Labor Statistics and Georgia Dept. of Labor

As of 2003, the County's unemployment rate at 4.6 percent was higher than the Georgia rate of 4.1 percent, but lower than the national rate of 6.0 percent. As the County replaces lost jobs, it is expected that this unemployment rate will remain consistent with past trends. The County has not experienced any major deviation in its unemployment rate over the years, with the exception of the early 1990s recession.

Figure 30: Earnings by Sector for Coweta County (in Millions)

Industry Sector	1970	1980	1990	2000	2005
Farm Earnings	\$6.47	\$5.68	\$1.93	\$2.57	\$1.80
Agriculture Services	\$0.47	\$0.35	\$2.98	\$9.77	\$12.85
Mining	\$0.20	\$0.55	\$0.67	\$1.70	\$1.86
Construction	\$11.13	\$15.38	\$32.01	\$77.20	\$85.69
Manufacturing	\$116.91	\$141.48	\$173.93	\$204.59	\$209.99
Transportation & Public Utilities	\$9.94	\$36.16	\$42.96	\$53.77	\$68.84
Wholesale Trade	\$3.99	\$11.06	\$14.66	\$44.26	\$42.77
Retail Trade	\$25.17	\$36.23	\$81.72	\$150.83	\$180.58
Finance, Insurance & Real Estate	\$7.29	\$10.07	\$16.03	\$33.69	\$40.51
Services	\$32.41	\$39.73	\$102.66	\$212.61	\$267.94
Federal Government - Civilian	\$2.73	\$3.47	\$5.60	\$13.02	\$11.40
Federal Government - Military	\$1.28	\$1.14	\$2.65	\$3.89	\$4.47
State & Local Government	\$24.94	\$41.19	\$59.66	\$123.40	\$169.41
Total - All Sectors	\$242.93	\$342.50	\$537.45	\$931.30	\$1,098.11

Source: Woods & Poole Economics, Inc. (2004)

Figure 31: Personal Income by Type for Coweta County (in Million; in 1996 Dollars)

Type of Income	1970	1980	1990	2000	2005
Wages & Salaries	\$195.93	\$271.13	\$431.95	\$748.33	\$885.20
Other Labor Income	\$13.92	\$34.24	\$58.10	\$82.99	\$93.84
Proprietors Income	\$33.07	\$37.13	\$47.40	\$99.99	\$119.06
Dividends, Interest & Rent	\$44.72	\$74.21	\$164.94	\$325.00	\$384.95
Transfer Payments to Persons	\$37.47	\$79.56	\$125.80	\$228.46	\$295.03
Less Social Insurance Contributions	(\$8.71)	(\$16.37)	(\$33.72)	(\$54.94)	(\$68.49)
Residence Adjustment	\$50.88	\$120.57	\$275.64	\$785.99	\$970.25
Total Personal Income	\$367.27	\$600.47	\$1,070.11	\$2,215.80	\$2,679.84
Income Per Capita (1996 \$)	\$11,262	\$15,210	\$19,640	\$24,580	\$25,222
Income Per Capita (Current \$)	\$3,154	\$8,398	\$16,817	\$26,396	\$29,709
W&P Wealth Index (U.S. = 100)	79.16	82.59	86.73	91.03	89.65

Source: Woods & Poole Economics, Inc. (2004)

Figure 32: Average Weekly Wages for Coweta County

Industry	1990	1995	2000	2001	2002	2003	Annual % Change
Agriculture, Forestry, Fishing	\$261	\$283	\$444	\$603	N/A	N/A	N/A
Mining	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Construction	\$386	\$410	\$581	\$637	\$553	\$532	2.5%
Manufacturing	\$446	\$546	\$684	\$674	\$701	\$716	3.7%
Transportation, Warehousing & Utilities	\$597	\$684	\$822	\$848	\$891	\$942	3.6%
Wholesale Trade	\$420	\$516	\$645	\$657	\$673	\$678	3.8%
Retail Trade	\$287	\$282	\$363	\$390	\$404	\$411	2.8%
Finance, Insurance, Real Estate	\$380	\$500	\$588	\$684	\$717	\$757	5.4%
Services	\$375	\$423	\$472	\$421	\$424	\$456	1.5%
Federal Government	\$466	\$584	\$655	\$756	\$744	\$765	3.9%
State Government	\$438	\$467	\$497	\$535	\$546	\$546	1.7%
Local Government	\$375	\$444	\$549	\$549	\$617	\$632	4.1%
All Industries	\$390	\$442	\$519	\$534	\$548	\$555	2.8%

Sources: U.S. Bureau of Labor Statistics and Georgia Department of Labor

Figure 33: Average Weekly Wages for All Industries - Coweta County vs. Georgia

Year	Coweta County	Georgia	Ratio
1990	\$390	\$424	92.0%
1991	\$403	\$444	90.8%
1992	\$423	\$471	89.8%
1993	\$425	\$480	88.5%
1994	\$437	\$488	89.5%
1995	\$442	\$509	86.8%
1996	\$446	\$531	84.0%
1997	\$427	\$562	76.0%
1998	\$493	\$598	82.4%
1999	\$501	\$629	79.7%
2000	\$529	\$658	80.4%
2001	\$534	\$676	79.0%
2002	\$548	\$687	79.8%
2003	\$555	\$704	78.8%

Sources: U.S. Bureau of Labor Statistics and Georgia Department of Labor

Coweta County has an average weekly wage of \$555, which is significantly lower than the Atlanta MSA (\$812) and the State (\$704). The County’s average wages have increased 2.8 percent per year since 1990. The highest wages are in the transportation, warehousing and utilities sector, while the lowest are in the retail trade and services sectors. Total earnings have grown at a rate of 4.4% per year from 1970 to 2005, and personal income has increased by 5.9% annually for this same period.

Figure 34: Commuting Pattern Trends for Coweta County

Year	Residents Working Inside the County		Residents Working Outside the County	
	Count	Percentage	Count	Percentage
1970	9,335	78.2%	2,598	21.8%
1980	10,504	70.6%	4,369	29.4%
1990	14,579	58.1%	10,534	41.9%
2000	20,735	48.1%	22,397	51.9%
Annual % Change				
1970-1980	1.2%	---	5.3%	---
1980-1990	3.3%	---	9.2%	---
1990-2000	3.6%	---	7.8%	---

Source: U.S. Bureau of the Census

Figure 35: Commuting Patterns for Coweta County Residents (2000)

County	Number	% of Total
Coweta	20,735	48.1%
Fulton	8,855	20.5%
Fayette	5,517	12.8%
Clayton	3,097	7.2%
Cobb	1,136	2.6%
DeKalb	1,014	2.4%
Troup	586	1.4%
Gwinnett	397	0.9%
Carroll	384	0.9%
Spalding	254	0.6%
Douglas	220	0.5%
Meriwether	219	0.5%
Henry	172	0.4%
Heard	102	0.2%
Other	444	1.0%
Total	43,132	100.0%

Source: U.S. Bureau of the Census

Residents commuting to jobs outside the County have outpaced the residents working in the County by a wide margin. In 1970, nearly 80 percent of County residents worked within the County, but by 2000 this ratio dropped to below 50 percent. The majority of residents working outside of the County commuted to jobs within metro Atlanta; particularly Fulton, Fayette, and Clayton Counties. This trend is expected to increase, unless more jobs that require local labor force skills are created within the community.

Economic Development Resources

Economic development throughout the County is promoted through the efforts of four primary agencies:

- ***Downtown Development Authority of Senoia:*** This organization promotes business development, redevelopment, and capital improvements in the downtown area.
- ***Newnan-Coweta Chamber of Commerce:*** The Chamber offers assistance to existing businesses in relocation and expansion. The Chamber also represents the business community in the County.
- ***Coweta Visitors Bureau:*** The Coweta Visitors Bureau uses tourism as an economic development tool to attract visitors and tourists to both Senoia and the County.
- ***Coweta County Development Authority:*** This organization promotes industrial development, financed through bonds, via industrial parks and incentives.

The education and training programs available for Coweta residents and businesses are primarily located in nearby counties, including Carroll Technical Institute and Clayton State College and University. Education is an area that the County could expand its services to increase training opportunities, both as a tool for economic development to attract new jobs and to maintain a

high-quality workforce in the County. However, there are three current education/training and marketing initiatives worth mentioning:

- **Yamacraw:** This program involves the construction of Technology Business Parks. It is a statewide program that encourages the growth of high-tech business in the Newnan and Coweta County area through the involvement of Newnan Utilities...
- **The Central Educational Center:** This is a unique partnership among business and industry, Coweta County Schools and West Central Technical College. It is a comprehensive use of partnerships that includes a charter school, a day and an evening technical college, customized training for business and industry, an evening high school, continuing education and adult education.
- **University of West Georgia – Newnan Campus:** This Carrollton-based university established a Newnan campus in 1988 to offer credit and non-credit evening and televised courses for enrolled students.

Economic Trends

Senoia's Economy can be divided into three distinct districts:

- **Manufacturing** remains the community's strongest sector with the presence of Winpak, Southern Mills, and, just outside the City limits, the RiverWood film studio. The community has 147 acres of undeveloped land zoned industrial. This area is served by rail and a major highway, but the community does not have reserved sewer capacity to foster development.
- **Historic Downtown** includes a mixture of shops, public and civic uses, two bed and breakfast inns, and a coffee shop/restaurant. The community is working with its Downtown Development Authority to promote continued investment downtown. A variety of initiatives are underway; including writing grants for special projects, a new greenway through downtown, improved marketing and promotional efforts, and economic development ideas.

In May 2005, Senoia held a Town Hall Meeting devoted to brainstorming and visioning for downtown. The group identified numerous ideas, including:

Desirable new businesses such as:

- Sit-down restaurant
- Farmers market
- Crafts center
- Bakery
- Drug store
- Book store
- Bike shop
- Garden center

Improved promotion and marketing of downtown including:

- New welcome center
- Monthly events, including a major festival and numerous smaller events
- Better marketing and advertising of the district

Capital improvements, including:

- Improved landscaping and street trees
 - Bike trail to Griffin
 - Underground utilities
 - Brick sidewalks
 - New focal point such as a park, plaza, or water feature
- **Highway Commercial** is found in three clusters within the City. The largest is located at the intersection of Highways 16 and 85. Another is located just south of downtown at the intersection of Broad Street and Highway 16, and a third and newest cluster is located further west on Highway 16 near its intersection with Rock House Road. These auto-oriented clusters include a mixture of shops and services, mostly locally owned.

Figure 36: Major Private-Sector Employers in Senoia

Employer	Product	Industry	Jobs
Southern Mills	Specialty Fibers	Manufacturing	188
Winpak Films, Inc.	Polyethylene film	Manufacturing	150

Source: Coweta County Development Authority

Figure 37: Major Manufacturers and Distributors in Coweta County (50+ Jobs)

Company	Product	Jobs
Albion Industries	Casters & wheels	77
Bon L. Mfg. Company	Alloy aluminum extrusions	650
Buffalo Rock-Pepsi	Beverages	170
Caldwell Tanks	Water storage tanks	67
Cargill Corporation	Beef & pork processing	350
Chromology	Turbine engine compress	100
Eckerd Distribution Center	Retail distribution center	360
EGO North America	Radiant heaters for glass	165
Foley Products Company	Precast concrete products	90
Georgia Power Company	Utility	350
Grezenbach Corporation	Conveyors	90
Kason Industries	Refrigeration hardware	250
Kawasaki Const. Machinery	Front end loaders	55
K-Mart Distribution Center	Retail distribution center	475
Maxxis Corporation	Ind. tire & wheel assembly	65
Oldcastle Precast	Precast equipment shelters	50
PetsMart Distribution Center	Retail distribution center	280
Southern Mills	Specialty fibers	188
Sygma Network, Inc.	Food service distribution	150
U.S. Can Company	Chicken boxes	145
Vistawall Architectural Prod.	Entrance & window systems	56
Winpak Films, Inc.	Polyethylene film	150
Yamaha Motor Mfg. Corp.	Golf carts	946
Yokogawa Corporation	Analytical instruments	680

Source: Coweta County Development Authority

Senoia has two major employers, both in the manufacturing sector. Southern Mills, the last remaining textile manufacturer in the County, has sustained its market by shifting to specialty fabrics. It is one of only two plants in the United States to manufacture Kevlar. Winkpak, the City's second largest employer, manufactures polyethylene film.

The largest private-sector employer in Coweta County is Newnan Hospital, but three manufacturers are included in the top five employers: Yamaha, Yokogawa, and Bon L. Manufacturing is the largest basic employment sector in the County with a diversified base of industries. The County has been vulnerable to employer downsizings and closings, affecting more than 1,000 industrial jobs from six major companies since 2001. Coweta County also recently replaced the loss of 250,000 square feet of warehouse distribution space vacated by Homeplace with Sigman/Sysco. This trend suggests that a stronger, more cohesive business retention program should be considered. Other significant employers are Wal-Mart, Georgia Power Company, and Newnan Utilities.

Figure 38: Agriculture Analysis of Coweta County & Surrounding Counties

County	Number of Farms		% Change 1997-2002	Land in Farms (Ac.)		% Change 1997-2002	Avg. Farm Size (Ac.)		2002 Farms as a % of Total Land
	1997	2002		1997	2002		1997	2002	
Coweta	421	480	14.0%	48,155	60,820	26.3%	135	127	21.47%
Carroll	852	975	14.4%	82,750	94,124	13.7%	111	97	29.48%
Fayette	241	235	-2.5%	20,914	18,039	-13.7%	100	77	14.30%
Fulton	359	328	-8.6%	33,622	27,975	-16.8%	106	85	8.27%
Heard	203	209	3.0%	31,278	42,082	34.5%	173	201	22.21%
Meriwether	321	339	5.6%	73,514	84,135	14.4%	268	248	26.12%
Spalding	246	249	1.2%	28,683	25,587	-10.8%	138	103	20.20%
Troup	273	294	7.7%	45,854	61,252	33.6%	195	208	23.12%

Source: University of Georgia Center for Agribusiness and Economic Development

Agriculture, once a mainstay of the Georgia and Coweta County economies, is on a severe decline in much of metro Atlanta, as many pastures give way to new subdivision development. Although agriculture is not an important industrial sector for Coweta County, the pastoral lands provide the greenspace and rural character that draw new residents (and businesses) to the area. The information shown in the previous table provides an update to the Comprehensive Plan Amendment adopted November 11, 2004. As indicated, nearly 25 percent of the County's land is classified as farmland. The number of farms and farmland acreage actually increased in Coweta County between 1997 and 2002, but the average farm size has decreased from 135 to 127 acres. This recent increase follows several decades of decline. In 1964, the County had an inventory of 683 farms, compared to 421 farms in 1997 and 480 farms in 2002. One explanation of this recent upturn is that Coweta County has recently attracted new residents seeking an equestrian or large-estate lifestyle.

Senoia offers several *strengths* for economic growth and development, including:

- Strong geographic location –Proximity to Peachtree City, Atlanta, and Hartsfield-Jackson Airport.
- Small-town lifestyle.

- RiverWood Studios
- The Central Education Center, as well as quality and cost of the local workforce
- Availability of land to accommodate businesses.

The City also has a few *challenges* for economic development:

- Providing the infrastructure – roads, water, and sewer – to support business development. (Sewer service and capacity is at a critical juncture).
- Providing better workforce training opportunities...
- Providing a more pro-active approach to business marketing, recruitment and retention.

3 Housing

Housing Types and Mix

Figure 39: Housing Market Trends by Type of Unit for Senoia

Year	Single-Family	Multi-Family	Mobile Home	Total
Total				
1990	288	50	23	361
2000	552	52	46	650
% of Total				
1990	79.8%	13.9%	6.4%	100%
2000	84.9%	8.0%	7.1%	100%
Annual % Change				
1990-2000	91.7%	4.0%	100.0%	80.1%
<i>Sources: U.S. Bureau of the Census</i>				
<i>Note that the increase in Mobile Home shown in 2000-2005 has not been reflected in County permit activity.</i>				

The City of Senoia has a 2000 inventory of 650 housing units. The number of housing units has increased by 80 percent since 1990, resulting in a rapid average annual growth. The vast majority of Senoia’s housing stock is single-family (detached and attached) units, comprising 85 percent of total units. The other primary components are multi-family units (8 percent) and mobile homes (7 percent). Between 1990 and 2006, new housing units were almost exclusively single-family.

Figure 40: Housing Permit Trends for Senoia

Year	City of Senoia	
	Single-Family	Accessory Buildings and Changes
1999	38	24
2000	67	12
2001	74	16
2002	37	26
2003	23	28
2004	95	16
2005*	53	8
Total	387	130
Annual Avg.**	56	20
<i>Source: City of Senoia</i>		
<i>* Year to date as of June 6, 2005. ** 1999 to 2004.</i>		

Housing permit activity in Senoia has increased gradually since 1999 and is expected to continue increasing for the next several years. Between 1999 and 2005, an average of 56 units per year were permitted. By comparison, 2004 and 2005 both saw roughly 100 permits for single-family residences.

Newnan and many other Coweta County cities saw permit activity increase in recent years. Coweta County, on the other hand, has seen its permit activity decline. Between 1993 and 1999, an average of 1,340 units per year were permitted, compared to 890 units per year from 2000 through 2003. The County has a minimum residential lot size of 1.6 acres as an effort to slow growth, spread growth out, and protect against septic tank failures. This policy was established on January 31, 1997, by a Residential Growth Strategy Ordinance; it was the result of a *Growth Management Strategy for Coweta County, Georgia* prepared by Robert Charles Lesser & Co. in July 1996. At the time, it increased the minimum lot size (for property on public water) to 1.6 acres from 0.8 acres.

As a result of this policy, many developers and private property owners are requesting annexation into local municipalities as a way to avoid this large minimum lot policy. Limited sewer service in the County also is fueling this trend. The County has a general policy of not providing sewer for residential development, except in areas near the I-85 corridor and other commercial corridors and areas. Whereas, Senoia recently added sewer, allocating much of it to new residential growth.

Housing Condition and Occupancy

Figure 41: Age of Housing

Year Unit Built	Senoia		Coweta
	Count	Share	Share
1990 - 2000	330	51%	45%
1980 - 1989	67	10%	19%
1970 - 1979	42	6%	12%
1960 - 1969	50	8%	8%
1940 - 1959	41	6%	9%
1939 or earlier	120	18%	7%
Median Year Unit Built	-	1990	1988

Source: US Bureau of the Census

Figure 42: Percent of Houses Built Before 1939

Area	1990	2000
Senoia	33%	18%
Coweta County	11%	7%
State of Georgia	8%	6%
United States	18%	15%

Source: U.S. Bureau of the Census

Figure 43: Housing Condition

	Senoia		Coweta County		Georgia
Complete Plumbing Fixtures (number or share of units)					
1990	347	96.1%	98.5%	98.9%	
2000	647	99.5%	99.3%	99.1%	
% Change 1990-2000	-	86%	64%	25%	
Lack of Complete Plumbing Fixtures (number or share of units)					
1990	14	3.9%	1.5%	1.1%	
2000	3	0.5%	0.7%	0.9%	
% Change 1990-2000	-	-79%	-26%	4%	
<i>Source: U.S. Bureau of the Census</i>					

The median year built for housing units in Senoia is 1990 and 1988 in Coweta County, as indicated in the 2000 Census. Approximately 20 percent of housing units have been built since the 2000 Census, and more than 50 percent since the 1990 Census. Senoia is known as an historic community, and 120 of its homes (18 percent) were constructed prior to 1940. The City’s housing stock is generally in good condition. Less than 1.0 percent lack plumbing fixtures.

Figure 44: Tenure of Housing Units

Category	Senoia		Coweta County	
	1990	2000	1990	2000
Total Housing Units	361	650	20,413	33,182
Total Households	317	621	18,930	31,442
% Owner Occupied	69.5%	82.0%	72.8%	78.0%
% Renter Occupied	30.5%	18.0%	27.2%	22.0%
Vacant Units	33	30	1,483	1,740
Vacancy Rate	9.1%	4.5%	7.3%	5.2%
<i>Sources: U.S. Bureau of the Census</i>				

Senoia has 621 households, as of 2000, resulting in a housing occupancy rate of 95.5 percent and a housing vacancy rate of 5.5 percent. The vacancy rate is significantly lower than the Georgia average (8.4 percent). Other housing tenure trends include:

- **Increase in Ownership:** Owner-occupied housing has increased from 70 percent in 1990 to 82 percent in 2000. The City’s ownership rate is significantly higher than the Georgia average by approximately 14 percentage points.
- **Decrease in Renter Occupancy:** Renter-occupied housing decreased from 31 percent in 1990 to 18 percent in 2000. Renters are split between single-family and multi-family products in the marketplace.

Cost of Housing

Figure 45: Cost of Housing

Category	City of Senoia			Coweta County		State of Georgia	
	1990	2000	% Change	2000	% Change (1990 to 2000)	2000	% Change (1990 to 2000)
Owner Median Property Value	\$64,300	\$120,600	87.6%	\$121,740	77.0%	\$100,600	41.1%
25th Percentile	\$41,900	\$93,500	123.2%	\$91,000	92.0%	\$77,000	62.8%
75th Percentile	\$82,800	\$143,000	72.7%	\$161,900	68.3%	\$167,400	64.0%
Renter Median Rent	\$236	\$525	122.5%	\$628	95.6%	\$613	67.9%
25th Percentile	\$99	\$234	136.4%	\$306	68.1%	\$320	58.4%
75th Percentile	\$346	\$618	78.6%	\$663	67.0%	\$692	48.5%

Source: U.S. Bureau of the Census

According to the 2000 Census, Senoia has a median owner-occupied house value of \$120,600 and a median rent of \$525 per month. Between 1990 and 2000, median house values increased by 88 percent, and median rents nearly doubled. Other notable trends relating to housing costs include:

- Increase in Affluence:** Between 1990 and 2000, the median house values rose from below to above the Georgia average, indicating an increase in affluence in Senoia. This trend appears to be continuing in earnest through 2005. Several of the new subdivisions are listing houses in the mid 200s to low 300s.
- Narrow House Value Spread:** The City’s house value spread between the bottom and top 25th percentile (\$93,500 to \$143,000) of \$49,500 is significantly narrower than either the County’s of \$70,900 or the Georgia spread of \$90,400. Compared to the State, Senoia’s housing stock is newer and the quality is not as varied.
- Rental Market Growth Potential:** The City’s overall median rent is substantially lower than the County or Georgia. Rates throughout the County are growing at a faster rate than that of Georgia. However, the median rents and spreads for the bottom and top 25th percentiles for Senoia and the County are lower than Georgia. The City’s rental market is somewhat immature compared to other areas in metro Atlanta and Coweta County at large.

The household characteristics of Senoia provide important indicators for housing demand, including affordability and costs. The Population section summarizes relevant household information for the City; including the type, race, age, and income of householders. There are several demographic factors shaping the local housing market, including:

- The market is dominated by family households, representing 78 percent of total households. More than half of family households have children that likely will require a more traditional single-family neighborhood.
- Non-family households are increasing at a faster rate than family households, and people living alone represent a significant number (19 percent) of households.
- The majority of householders are white (81 percent).
- Householders are gaining affluence. The City had a 2000 median household income of \$50,089. Approximately 24 percent of households have incomes exceeding \$75,000. Conversely, nearly 8.1 percent of households earned less than \$15,000 per year and are in need of low-cost housing.

Figure 46: House Sales Trends by Zip Code for Coweta County

Zip Code	City	2000	2001	2002	2003	2004	Total
30220	Grantville	103	109	117	139	152	620
30259	Moreland	56	44	43	53	69	265
30263	Newnan	1,020	1,040	1,152	1,080	1,291	5,583
30265	Newnan	897	841	843	936	1,036	4,553
30268	Palmetto	13	24	24	45	55	161
30276	Senoia	287	312	291	287	337	1,514
30276	Sharpsburg	634	607	599	553	536	2,929
Total	Coweta County	3,010	2,977	3,069	3,093	3,476	15,625

Source: Atlanta-Journal-Constitution Home Sales Report

Figure 47: House Sales Price Trends by Zip Code for Coweta County

Zip Code	City	2000	2001	2002	2003	2004	Annual %Change
30220	Grantville	\$86,400	\$87,900	\$95,950	\$104,700	\$106,850	5.5%
30259	Moreland	\$76,200	\$82,850	\$79,000	\$117,900	\$113,600	10.5%
30263	Newnan	\$98,500	\$103,650	\$117,000	\$119,500	\$123,000	5.7%
30265	Newnan	\$149,000	\$155,000	\$163,000	\$165,000	\$165,350	2.6%
30268	Palmetto	\$105,600	\$93,950	\$97,000	\$150,000	\$157,700	10.5%
30276	Senoia	\$102,000	\$107,700	\$115,300	\$135,000	\$128,600	6.0%
30277	Sharpsburg	\$145,000	\$153,500	\$162,500	\$168,600	\$167,950	3.7%
Total	Coweta County	\$114,353	\$117,448	\$126,333	\$138,826	\$139,447	5.1%

Source: Atlanta-Journal-Constitution Home Sales Report

Sales prices are another way to gauge housing costs. As shown on the previous table, average median home sales prices in Coweta County were approximately \$140,000 in 2004, up from just over \$114,000 in 2000. Median prices also are increasing rapidly in Senoia, averaging 6.0 percent annually. Overall, Senoia and Coweta County are still considered affordable places to live, compared to other areas of metro Atlanta.

Cost-Burdened Households

Figure 48: Affordability Mismatch Output for All Households for City of Senoia (2000)

Housing Units by Affordability	Renter Units by Bedrooms				Owner Units by Bedrooms			
	1	2	3+	Total	1	2	3+	Total
	Rent <=30%*							
Occupied Units	18	18	16	52	N/A	N/A	N/A	N/A
% Occupants	55.6	55.6	25	46.2	N/A	N/A	N/A	N/A
% Built Before 1970	44.4	44.4	87.5	57.7	N/A	N/A	N/A	N/A
% Some Problem	22.2	22.2	25	23.1	N/A	N/A	N/A	N/A
Vacant for Rent/Sale	0	0	4	4	N/A	N/A	N/A	N/A
	Rent >30% to <50%				Value <=50%**			
Occupied Units	8	16	20	44	8	20	104	132
% Occupants	100	50	40	54.5	0	80	11.5	21.2
% Built Before 1970	125	50	70	72.7	50	70	36.5	42.4
% Some Problem	50	25	50	40.9	0	50	9.6	15.2
Vacant for Rent/Sale	0	4	0	4	0	0	0	0
	Rent >50% to <80%				Value >50% to <80%			
Occupied Units	4	12	8	24	0	22	289	311
% Occupants	100	66.7	50	66.7	N/A	54.5	20.4	22.8
% Built Before 1970	100	33.3	0	33.3	N/A	54.5	9.7	12.9
% Some Problem	100	83.3	0	58.3	N/A	0	0	0
Vacant for Rent/Sale	0	0	0	0	0	4	4	8
	Rent >80%				Value >80%			
Occupied Units	0	0	0	0	8	8	77	93
Vacant for Rent/Sale	0	0	0	0	0	4	4	8

* Rent 0-30% = Units with gross rent (rent and utilities) that are affordable to households with incomes below 30% of HUD Area Median Family Income. Affordable is defined as gross rent less than or equal to 30% of a household's gross income.

** Value 0-50% = Homes with values affordable to households with incomes at or below 50% of HUD Area Median Income. Affordable is defined as annual owner costs less than or equal to 30% of annual gross income. Annual costs are estimated assuming the cost of purchasing a home at the time of the Census based on reported value of the home. Assuming a 7.9% interest rate and national averages for utility costs, taxes, and hazard and mortgage insurance, multiplying income times 2.9 represents the value of a home a person can afford to purchase. For example, a household with an annual gross income of \$30,000 is estimated to be able to afford an \$87,000 home without having total costs exceed 30% of their annual household income.

Source: Comprehensive Housing Affordability Strategy (CHAS) Data Book

Cost-burdened households are those paying 30 percent or more of net income on housing costs. The previous table shows renters and owners in Senoia, broken down by incomes related to the percentage of U.S. Department of Housing and Urban Development (HUD) median income for the area – metro Atlanta. It is based on 2000 Census data. At that time, the Atlanta Metropolitan Statistical Area (MSA) had a median income of \$59,127, compared to \$50,089 for Senoia.

As shown, 52 occupied rental units are affordable to households earning less than 30 percent of HUD Area Median Income (AMI). These rental units tend to be older (more than half were built before 1970) and have some problems. Another 44 rental units are affordable to households earning 30 to 50 percent of HUD Annual Median Income (AMI). Additionally, 132 owner-

occupied units, representing 25 percent of total owner-occupied units, are affordable to households at or below 50 percent of HUD AMI. Thus, a total of 228 occupied housing units in the City are affordable to households earning 50 percent or less of HUD AMI – representing 36 percent of total households. By comparison, the City has 109 households earning less than \$25,000 per year, and 184 households earning less than \$35,000 per year, based on 2000 Census data. This assessment indicates that the City generally has an adequate inventory of affordable housing units.

Figure 49: Residents Using Public Assistance in Coweta County

Category	FY 2001	FY 2002	FY 2003	Annual % Change 2001-2003
Food Stamps				
Avg. Households/Month	1,831	2,148	2,557	18.2%
Avg. Recipients/Month	3,939	4,699	5,950	22.9%
% of Population	4.2%	4.8%	5.9%	---
Medicaid				
Recipients	12,063	13,311	12,420	1.5%
% of Population	12.8%	13.6%	12.3%	---
Temporary Assistance to Needy Families (TANF)				
Avg. Families/Month	289	309	313	4.1%
Avg. Recipients/Month	533	565	594	5.6%
% of Population	0.6%	0.6%	1.3%	---
Supplemental Security Income (SSI)				
Aged Adults	214	190	187	-6.5%
Blind/Disabled Adults	1,213	1,225	1,247	1.4%
Total SSI Recipients	1,427	1,407	1,434	0.2%
% 65+	27.0%	42.6%	23.7%	---
% Also Receiving OASDI	44.3%	42.6%	41.0%	---
% of Population	1.5%	1.4%	1.4%	---
OASDI (Social Security)				
Retirement Beneficiaries	7,615	8,080	8,530	5.8%
% 65+	64.4%	64.6%	64.7%	---
% of Population	12.3%	12.5%	4.9%	---
<i>Source: University of Georgia Center for Agribusiness and Economic Development</i>				

Coweta County residents receiving public assistance is on the rise; particularly Food Stamps and Temporary Assistance to Needy Families, which are geared to families in need. Social Security income also is increasing, a trend that is expected to continue as the population ages. The number of Supplemental Security Income recipients has stabilized; however, the vast majority (87 percent) of these recipients are blind or disabled adults.

Special Housing Needs

Figure 50: Special Needs Housing in Coweta County

Project	Location	No. of Units/ Beds	Target Population
Public Housing			
City of Newnan	Newnan	398	Individuals & Families
City of Senoia	Senoia	31	Individuals & Families
City of Newnan - HUD Section 8 Vouchers	Newnan Area	68	Individuals & Families
Total - Public Housing		497	
Emergency Shelters			
Community Welcome House	Newnan	30	Women & Children
Angel's House	Newnan	8	Children
Good Shepherd	Newnan	8	Men
Total - Emergency Shelters		46	
<i>Sources: Newnan Housing Authority, Community Welcome House, and Alliance for Children's Enrichment.</i>			

Interviews with several area service providers furnished valuable information for assessing the special needs of Coweta County, including a list of housing options available for low-income and homeless people in the local community. As shown in the previous table, Senoia has an inventory of 31 public-subsidized housing units, which are managed by the Newnan Housing Authority. Newnan offers the only emergency shelters in Coweta County, totaling 46 beds. Some mobile home parks and limited-service hotels also offer weekly rates geared to lower-income people. Interviews with service providers, combined with hard data sources, revealed the following about special housing needs in Coweta County:

- Elderly:** A total of 5,740 householders in the County are aged 65+, as of 2005 according to Claritas, representing 15.2 percent of total households. Of these, 1,314 senior householders (22.9 percent) earn less than \$15,000 per year and 2,344 (40.8 percent) earn under \$25,000 per year. The County offers two nursing homes (260 beds) with an average occupancy of 69 percent as of 2003. Wesley Woods is the only market-rate continuing care retirement center. The local housing authorities also accept low-income elderly householders, but there exists a need for additional housing for low-income and higher-income households.
- Homeless:** There are no population estimates for homeless victims in the County or in Senoia, but there are three emergency shelters to serve this group (46 beds). They also get priority for public housing as units become available. There is a critical need for a men's shelter of 10 beds, as well as another women and children's shelter of 10 beds, according to local service providers.
- Domestic Violence Victims:** There are no population estimates for domestic violence victims in Senoia or the County. They do receive priority for public housing, and one homeless shelter serves this population – Community Welcome House. Again, there is a need for an additional women's shelter to serve this group.
- Migrant Farm Workers:** According to local service providers, there is not a notable population of migrant farm workers in Coweta County that require housing assistance.

- **Disabled Persons (Mental and Physical):** According to 2000 Census data, there are 244 people (aged 5+) in Senoia with disabilities, representing 14 percent of the City’s total population. This includes 160 persons who are of working age (16 to 64), of which 64 percent are employed.
- **HIV/AIDS Patients:** Between 1981 and 2003, only 83 AIDS cases were reported in Coweta County, according to the University of Georgia Center for Agribusiness and Economic Development. This does not create a notable unmet housing need for this group.
- **Persons Recovering from Substance Abuse:** There is not a population estimate for this group, but there are two local short-term treatment programs for substance abuse patients: Pathways and Charter. There is a need for a longer-term, more intensive drug treatment program in the County, particularly since many low-income housing providers require drug testing. The closest is the Pathways facility in Griffin that includes a home in conjunction with treatment.

Job-Housing Balance

Figure 51: Jobs-Housing Balance for Coweta County

Category	1990	2000	2003
Population	54,490	90,150	101,395
Average Household Size	2.82	2.81	2.81
Number of Households	18,930	31,442	35,210
Housing Units	20,413	33,182	37,153
Employment	17,579	26,906	28,264
Employment/Population Ratio	0.32	0.30	0.28
Employment/Housing Unit Ratio	0.86	0.81	0.76

Sources: U.S. Bureau of the Census and Georgia Department of Labor.

Jobs-housing balance seeks a geographic equilibrium between housing and jobs. The underlying theory is that, as jobs and housing are more evenly distributed and mixed, people will be able to live closer to their jobs, and traffic congestion and vehicular traffic will be reduced. A balanced community generally has a jobs-housing ratio of 1.25 to 1.75, with 1.4 considered ideal. Coweta County has a low jobs-housing ratio of 0.76, as of 2003. This ratio actually has fallen from 0.86 in 1990, which indicates that the County serves as a bedroom community more than a balanced community. This is further indicated by the fact that nearly 52 percent of residents worked inside the County in 2000, compared to nearly 80 percent in 1970.

Figure 52: Correlation of Average Weekly Wages to Housing Prices for Coweta County Workers (2000)

Industry	Average Weekly Wage	Average Monthly Income	Monthly Income Available for Housing (30%)	Equivalent House Price*
Agriculture, Forestry, Fishing	\$444	\$1,924	\$577	\$91,324
Mining	N/A	N/A	N/A	N/A
Construction	\$581	\$2,518	\$755	\$119,502
Manufacturing	\$684	\$2,964	\$889	\$140,688
Transportation, Warehousing & Utilities	\$822	\$3,562	\$1,069	\$169,072
Wholesale Trade	\$645	\$2,795	\$839	\$132,666
Retail Trade	\$363	\$1,573	\$472	\$74,663
Finance, Insurance, Real Estate	\$588	\$2,548	\$764	\$120,942
Services	\$472	\$2,045	\$614	\$97,083
Federal Government	\$655	\$2,838	\$852	\$134,723
State Government	\$497	\$2,154	\$646	\$102,225
Local Government	\$549	\$2,379	\$714	\$112,921
All Industries - Coweta County	\$519	\$2,249	\$675	\$106,750
All Industries - Atlanta MSA	\$764	\$3,311	\$993	\$157,143
All Industries - State of Georgia	\$658	\$2,851	\$855	\$135,340
* Based on a 95% loan at 7% interest for 30 years.				
Sources: U.S. Bureau of Labor Statistics, Georgia Department of Labor, and Ackerman & Co.				

Figure 53: Correlation of Average Weekly Wages to Housing Prices for Coweta County Workers (2003)

Industry	Average Weekly Wage	Average Monthly Income	Monthly Income Available for Housing (30%)	Equivalent House Price*
Agriculture, Forestry, Fishing	\$577	\$2,500	\$750	\$118,680
Mining	N/A	N/A	N/A	N/A
Construction	\$532	\$2,305	\$692	\$109,424
Manufacturing	\$716	\$3,103	\$931	\$147,270
Transportation, Warehousing & Utilities	\$942	\$4,082	\$1,225	\$193,754
Wholesale Trade	\$678	\$2,938	\$881	\$139,454
Retail Trade	\$411	\$1,781	\$534	\$84,536
Finance, Insurance, Real Estate	\$757	\$3,280	\$984	\$155,703
Services	\$456	\$1,976	\$593	\$93,792
Federal Government	\$765	\$3,315	\$995	\$157,348
State Government	\$546	\$2,366	\$710	\$112,303
Local Government	\$632	\$2,739	\$822	\$129,992
All Industries- Coweta County	\$555	\$2,405	\$722	\$114,155
All Industries - Atlanta MSA	\$812	\$3,519	\$1,056	\$167,015
All Industries - State of Georgia	\$704	\$3,051	\$915	\$144,802
* Based on a 95% loan at 7% interest for 30 years.				
Sources: U.S. Bureau of Labor Statistics, Georgia Department of Labor, and Ackerman & Co.				

The previous three tables illustrate supportable housing prices based on income of Coweta County residents and wages for workers in the County. Workers in the County are less affluent than residents by a wide margin. In 2000, County residents had an average household income of \$61,955, which can support a house price of approximately \$245,000. By comparison, average county wages in 2000 were \$519 per week (\$26,988 per year), which would support a house price of about \$107,000, based on a single-income household. As previously indicated, median house values for Coweta County were \$121,740 in 2000 and average median sales prices were \$114,000 for the same year. There is a huge disparity between housing costs affordable to residents versus workers in the County. The County's wages also are significantly lower than metro Atlanta (by 46 percent) and Georgia (by 27 percent). As a result, many County residents are working outside the County in higher wage areas of metro Atlanta; and conversely, many Coweta County workers are living outside the County, because they cannot afford to live in Coweta County.

Although housing prices, or costs, in Coweta County are considered relatively affordable compared to more urban counties of metro Atlanta, costs are rising more rapidly than incomes. Median house values have increased at an average annual growth rate of 4.9 percent since 2000. Median sales prices also are on the rise, increasing at an average rate of 5.1 percent per year. By contrast, average household incomes have increased by 3.1 percent annually, and average weekly wages have increased at an annual rate of 2.3 percent. This analysis points to a need for housing at both ends of the spectrum. First, there is clearly a need for workforce housing in the County, but it may be difficult to develop a more affordable housing product with the County's current land use and housing policies that limit densities. Lastly, there is a dearth of higher-priced, executive-level housing (homes priced from \$300,000+), which is a fast-growing segment of County households.

4 Natural and Cultural Resources

Wetlands

In most rapidly growing areas, developers often want to drain or fill in wetlands to create developable property. Unlike other states, Georgia has no law protecting wetlands, other than along the coast. Freshwater wetland protection rests with the U.S. Army Corps of Engineers. Section 404 of the Clean Water Act, which gives the Corps authority to protect navigation channels, regulates the discharge of dredged or fill material in waters or wetlands.

Until recently, Section 404 applied to all wetlands. In January 2001, however, the Supreme Court ruled that the Corps has jurisdiction over only those wetlands that are adjacent to navigable waterways. This ruling, known as the Swank Decision, places many of Senoia's wetlands at increased risk.

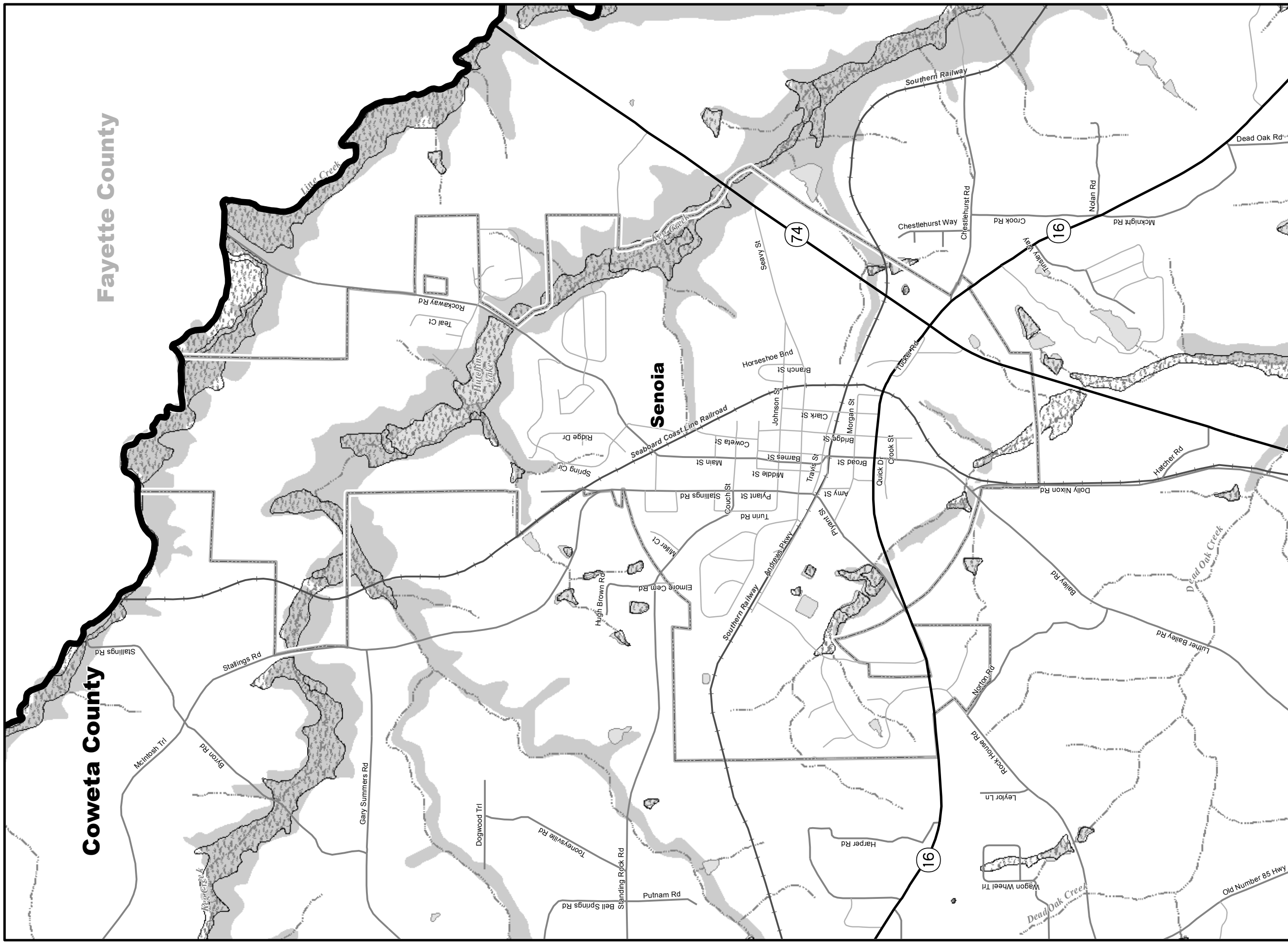
Disturbing wetlands through drainage or discharge of fill is prohibited unless there is "no practicable alternative." Practicable alternatives can consider cost, existing technology, and logistics and can include the acquisition of other suitable property. The Corps has considerable discretion in interpreting this provision. Applicants often suggest that securing another site would be too costly. If the developer argues there is an unavoidable loss of wetland, he may propose "mitigation," or recreating more wetlands elsewhere, as compensation.

Senoia has an adopted a wetlands protection ordinance consistent with the requirements of Georgia's Environmental Planning Criteria. The ordinance ensures proper coordination between the City and the Army Corps of Engineers in wetland permits.

Figure 54 illustrates the locations of wetlands within Coweta County. Of the approximately 241 acres of wetlands in the City of Senoia, most are at risk of impact from new development.

Coweta County

Fayette County



Senoia

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

Wetlands and Floodplains



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

- Wetland
- 100-Year Floodplain



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Figure 54

Groundwater Recharge Areas

Senoia does not contain any groundwater recharge areas requiring state-mandated local protection. This does not preclude localized contamination sites from polluting groundwater. As Senoia derives approximately 15 percent of its drinking water supply from a groundwater source, care should be taken to prevent and clean up soil contamination. **Figure 6,** in the main document of the Community Assessment, includes the locations of known or potentially contaminated sites.

Protected Rivers

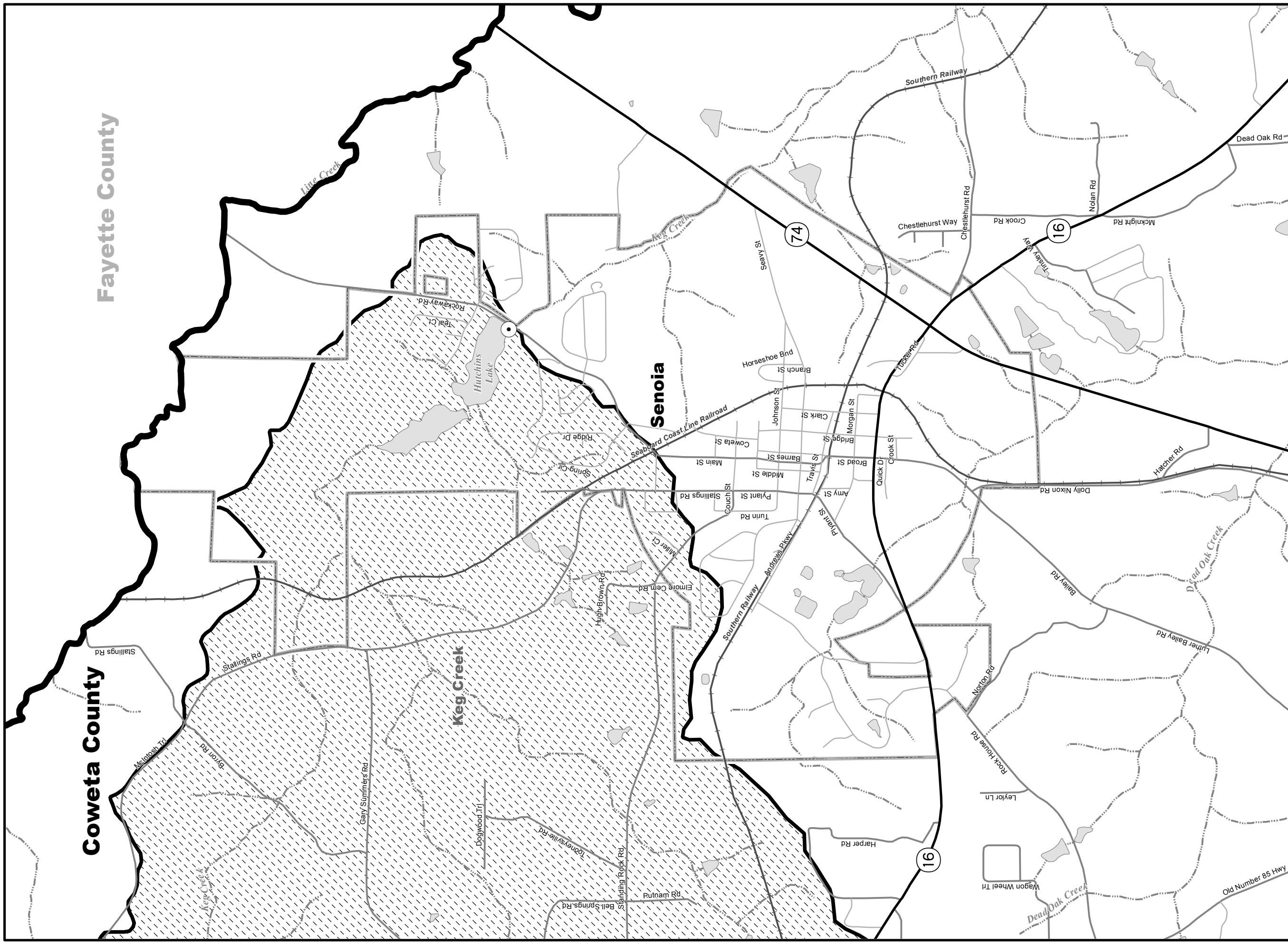
There are no state-protected rivers within the City of Senoia.

Water Supply Watersheds and Water Supply Sources

Figure 55 illustrates the location of Senoia's water supply watershed and surface drinking water source. Hutchins Lake is the site of the City's principal drinking water intake. From that point, the protected watershed fans out to the north and west. The watershed is protected by the Watershed Protection Zoning District. These regulations require stream and reservoir buffers of natural vegetated land, and they establish setback standards for impervious surfaces and establish impervious surface limits.

Coweta County

Fayette County



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

*Water Supply Watersheds and
Drinking Water Intakes*



- Drinking Water Intake
(Surface Water Intakes Only)
- Water Supply Watershed
- State Highway
- County Road
- Road
- Railroad
- River/Stream
- Lake/Pond
- City Boundary
- County Boundary



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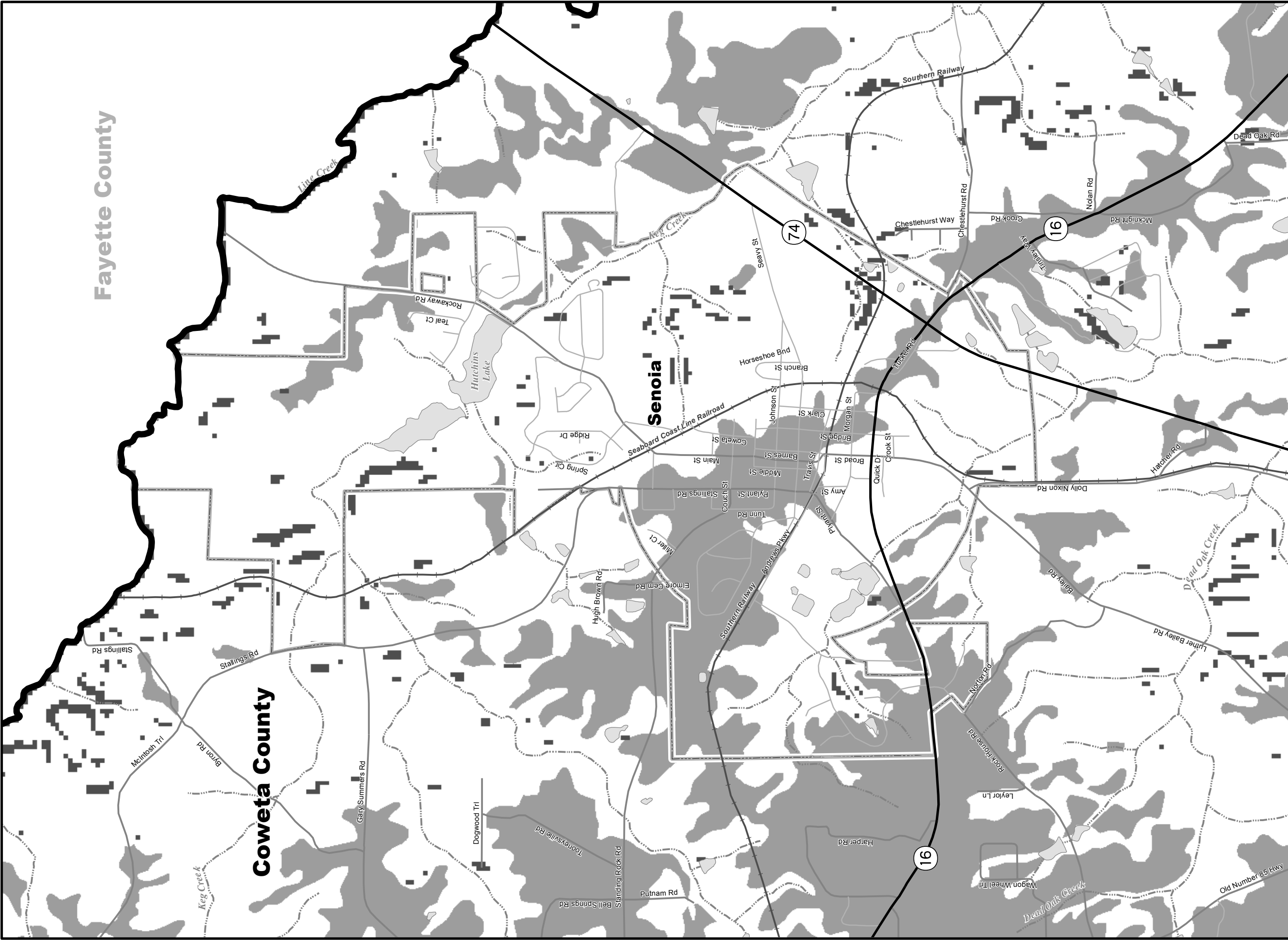
Figure 55

A stream is generally considered “impacted” when imperviousness within the watershed exceeds 10 percent of the land area, and considered “degraded” when imperviousness exceeds 30 percent. The Watershed Protection Zoning District caps imperviousness at 25 percent for most new developments within the district. As a result, Senoia’s water supply watershed is vulnerable to degradation through increases in impervious surface cover, even up to the 25 percent threshold.

Soils: Steep Slopes

In 2002, the City of Senoia adopted its present Land Development Ordinance, which includes watershed protection/erosion control standards. While it does not afford steep slopes special protection, it does attempt to control erosion on such slopes when development does occur through the use of Best Management Practices and monitoring.

Slopes greater than 15 percent are illustrated in **Figure 56**. As is evident by the map, steep slopes are fairly rare within the City. The proposed Twin Lakes development includes the most substantial areas of steep slopes. The other prominent location is within undeveloped land east and northeast of downtown Senoia, along tributaries of Keg Creek.



Fayette County

Coweta County

Senoia

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

*Slopes and
Prime Agricultural Land*



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

- Slopes that are 15% and Greater
- Prime Agricultural Land



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Figure 56

Soils: Prime Agricultural Land

There are 643 acres of prime agricultural land in Senoia, but most of it has been developed. The most substantial swaths that remain undeveloped are located on the western side of the City along the CSX rail line and Highway 16.

Senoia does, however, lie in the midst of one of the largest remaining, contiguous concentrations of prime agricultural land in all of metropolitan Atlanta. Between Senoia and the towns of Turin and Sharpsburg and south to the county line lie 22,400 acres of prime agricultural land.

However, the area is threatened by encroaching development. Between 1980 and 2005, Coweta County, as a whole, developed roughly 10,900 acres, or 19 percent, of the prime agricultural land, mostly into residential subdivisions. Most of these acres are located further north, closer to the interstate. But, it is clear that suburbanization is rapidly approaching.

Soils: Septic Tank Suitability

Figure 57 breaks down the septic tank capability of Senoia's soils. None of the City's soils are well-suited to septic tank drainage fields. The soils throughout the City simply do not drain well enough. As the table details, 25 percent of the City's soils are very limited and 72 percent are somewhat limited.

To address this issue, Senoia completed the installation of its first public sewer system in 2004. (See the section on Community Facilities and Services for more information.)

Figure 57: Septic Tank Capability of City of Senoia Soils

Septic Capability	Acres	Share
Very Limited	794	25.5%
Somewhat Limited	2,242	72.0%
Other*	79	2.5%
Total	3,115	100%
<i>Source: US Natural Resources Conservation Commission, 1980</i>		
<i>*Other includes urbanized areas, water, and exposed rock.</i>		

Floodplain

Senoia protects property from flood damage through its Flood Control section of its Land Development Ordinance. These regulations apply to all areas within the floodplain. These regulations also provide an adequate level of protection to minimize property damage and human harm from floods.

Figure 54 includes the locations of the 100-year floodplain in and around Senoia. There are 545 acres of wetlands within the City limits. Not surprisingly, the floodplains and the wetlands are closely aligned.

Air Quality

Metropolitan Atlanta's air quality is among the worst in the United States. Senoia is part of a 21-county air quality non-attainment basin. Coweta County is in violation of the Clean Air Act standards for ground-level ozone and particulate matter. This non-attainment status directly

affects the County's ability to expand its system of regionally significant roadways, because automobile emissions are directly linked to these high levels of air pollution. As a result of federal regulations, non-attainment designation directly impacts the County's road improvement program and its ability to add additional travel capacity to regionally significant roads, such as through street widening.

The City's recent development trends likely will exacerbate air quality problems in Coweta County. With rare exception, recent developments have been entirely auto-centric either effectively or by design. Contributing factors include the segregation of uses, low-density residential patterns, lack of street connectivity and preponderance of dead-end streets, lack of accommodation or design for pedestrians or bicyclists, and lack of local employment opportunities.

Because of Coweta County's non-attainment status, Senoia falls under the jurisdiction of the Georgia Regional Transportation Authority (GRTA). This regional Authority is working to improve regional transit service and lessen the impact of Developments of Regional Impact (DRIs). GRTA also has influence over some aspects of new transportation investments.

Senoia does not have an identifiable strategy for addressing air quality. In fact, many of its land use policies and ordinances, although unintentionally, likely will exacerbate the problem. These include:

- The strict segregation of uses by zoning
- Poor street connectivity of new developments
- Lack of pedestrian or bicycle accommodation in and between new developments

Water Quality

Eleven significant rivers and streams in Coweta County are identified by the US Environmental Protection Agency, via the Georgia Environmental Protection Division, as not supporting Clean Water Act (CWA) standards. The list of waterways not meeting the CWA mandate is referred to as the 303(d) list, referring to the section of the CWA requiring the list. None of these streams, however, are located in or around the City of Senoia.

For the majority of contaminated streams in Coweta County, the clear, overwhelming sources of contamination are nonpoint source pollution and urban runoff. Every community experiences nonpoint source pollution. Small communities often do not have to worry about it. But Senoia is growing rapidly. As the town continues to expand nonpoint source pollution from stormwater runoff could become a problem.

At this time, Senoia has several items within its existing ordinances that contribute to protecting water quality, including:

- Tree preservation ordinance
- Water supply watershed overlay zoning district
- Watershed protection/erosion control standards within the Land Development Ordinance

Plant and Animal Habitats

The following species are listed on both the Federal Endangered Species List and Georgia's Protected Species List. While some of these species are not known to live in Coweta County or the City of Senoia, they have been sighted in neighboring counties.

Animals

Federally Protected under the US Endangered Species Act

Red-Cockaded Woodpecker	<i>Pocoides Borealis</i>
Peregrine Falcon	<i>Falco peregrinus tundrius</i>
Southern Bald Eagle	<i>Haliaeetus leucocephalus</i>
Gulf Moccasinshell	<i>Medionidus penicillatus</i>
Oval Pigtoe	<i>Pleurobema pyriforme</i>
Shinyrayed Pocketbook	<i>Lampsilis subangulata</i>
Purple Bankclimber	<i>Elliptoideus sloatianus</i>

Georgia Protected Species

Highscale Shiner	<i>Notropis hypsilepis</i>
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Species of Special Concern

Delicate Spike	<i>Elliptio arctata</i>
Downy Rainbow	<i>Villosa villosa</i>
Lined Pocketbook	<i>Lampsilis binominata</i>
Rayed Creekshell	<i>Anodontoides radiatus</i>
Sculptured Pigtoe	<i>Quincuncina infucata</i>
Southern Brook Lamprey	<i>Ichthyomyzon gagei</i>
Southern Creekmussel	<i>Strophitus subvexus</i>
Southern Elktoe	<i>Alasmidonta triangulata</i>

Plants

Federally Protected under the US Endangered Species Act

Monkeyface Orchid	<i>Platanthera integrilabia</i>
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Georgia Protected Species

Bay Starvine	<i>Schisandra glabra</i>
Pink Ladyslipper	<i>Cypripedium acaule</i>

Natural Communities

Officially, neither the City of Senoia nor Coweta County contain any of Georgia's natural communities of special concern. That has more to do with the fact that a countywide survey has never been completed than a true lack of important natural communities.

Nature Parks, Recreation and Conservation Areas

The City of Senoia does not contain any parks or recreation areas devoted to the conservation of natural resources. However, the city does have a conservation subdivision ordinance. This

ordinance offers a density bonus in exchange for setting aside 25 percent of the gross developable acreage as permanently protected greenspace.

Greenspace

In November 2002, Coweta County adopted the Coweta County Greenspace Acquisition and Protection Plan, which included the City of Senoia. This plan was developed in accordance with the State of Georgia Governor's Greenspace Program. It targets wetlands, floodplains, upland habitat, and areas of vulnerable groundwater recharge for greenspace acquisition and permanent preservation. The Greenspace Acquisition and Protection Plan provides a basis for preserving these environmentally sensitive areas through ordinances that require conservation easements.

The Greenspace Acquisition and Protection Plan includes greenspace objectives that are coordinated with the Goals and Policies of the Comprehensive Plan. The Comprehensive Plan includes the following list of greenspace-related strategies for the City of Senoia:

- Promote and pursue the eventual protection of at least 20 percent of the landmass of the City of Senoia as permanently protected greenspace, as defined by the administrative rules for the Governor's Greenspace Program.
- Pursue permanent greenspace protection status, as defined in the administrative rules for the Governor's Greenspace Program, of the most sensitive areas through fee simple purchase, conservation easement, or other measure.
- Work with land trusts to educate landowners on the process and benefits of conservation easements.
- Promote public education and awareness of the benefits of permanently protected greenspace.
- Work with the Senoia Citizen Greenspace Advisory Committee to develop methods of informing the public of the benefits of greenspace and Coweta County's participation in the Governor's Greenspace Program.
- Investigate the feasibility of purchasing and/or permanently protecting as greenspace suitable privately owned lands.
- Work with the Senoia Citizen Greenspace Advisory Committee and other interested groups or organizations to identify and pursue permanent protection of historic and cultural sites that are eligible as greenspace.
- Identify and pursue the purchase of tracts of land for permanent greenspace protection to be used for passive recreation and linkages between environmental areas.

Scenic Views

Scenic corridors are roadways of any functional type that are characterized by specific attributes, are officially designated by Senoia through the Comprehensive Plan, and whose abutting properties receive special regulations regarding roadway access and appearance. Scenic corridors may:

- Exhibit aesthetic or environmental qualities of countywide significance
- Move through large open areas
- Contain an abundant landscape
- Control access points

- Limit non-residential uses along the corridor

In and around Senoia, the following roadways support consideration as scenic corridors:

- Pylant Street between Highway 16 and the railroad tracks
- Highway 16 between Senoia and Turin
- Stallings Road is in the southeastern portion of the County and runs from Senoia along the Line Creek watershed to near the Sharpsburg and Turin communities

To reinforce, enhance, and create the attractive features of scenic corridors, development regulations must be revised to:

- Provide and preserve views to particular scenic or unique features such as water bodies, farms, or views.
- Prohibit billboards and limit signs.
- Require a wide buffer zone along roadways to be kept in a natural or agrarian state.

Cultural Resources

A map illustrating the location of local cultural resources can be found in **Figure 58**.

Local History

Historic Context from the National Register of Historic Places Nomination Form for the Senoia Historic District.

The City of Senoia is located in the southeastern portion of Coweta County. The County was created in 1825 from Indian lands and opened for white settlement by the 1927 Land Lottery. The area within which Senoia was eventually created was used mostly as farmland until the time of the Civil War. There are six antebellum farmhouses that remain within the Senoia Historic District.

The first settlement in the area was called “Location,” 2 miles south of present-day Senoia where a post office had been established. Then, in 1854, a post office in the community of “Willow Dell” was created and a postmistress named. The post office continued its service until the 1860s when it was discontinued. Soon after the closing of the Willow Dell post office, the community of Senoia established one in 1864 with the same postmistress, indicating that the two communities were most likely in close proximity. The first building to be erected was known as the Rock House. Intended for mercantile purposes, it soon became a commissary for the Confederacy, as the war broke out soon after its completion. The community of Senoia began to form, although it was not officially chartered as a city until around 1905, like many small communities, around the introduction of the railroad. The Savannah, Griffin, and North Alabama Railroad was graded to come through Senoia but had to stop work during the Civil War.

Senoia’s strongest development phase took place following the Civil War, when it was incorporated as a town in 1866 once the railroad was completed through Newnan. The town’s center was where the public road crossed the railroad track near a local store. The original town limits were drawn in a circle with a radius of ½ mile from the intersection. This gave the original town an area of approximately 502 acres, laid out in a gridiron plan by a firm working for the railroad, and is still intact. The railroad depot was constructed at the end of Main Street, adjoining the railroad, but is now gone.

Commercial development naturally followed the arrival of the railroad. Gins, warehouses, and seed and fertilizer buildings were located to the south and adjacent to the railroad. Smaller businesses formed along Main Street, which ran northward and perpendicular to the railroad. The first commercial structures were free-standing wooden buildings. Brick commercial buildings were not built until the 1880s. By 1900, there were grocery stores, a post office, a furniture store, dry goods, an undertaker, shoe repair, a restaurant, a millinery shop, and a meat market, all located along the east side of Main Street. On the west side, there was a cotton warehouse, dry goods, general store, barbershop, drug store, bank, hardware company, grocery, buggy and wagon shop, two blacksmith shops, and a carpenter shop. Many of the buildings are still standing.

While the Town of Senoia grew up around the original depot site and the gridiron plan established by the railroad, it was also heavily influenced by the construction of a second railroad. The Atlanta, Birmingham, and Atlantic Railroad arrived in 1909 and connected Atlanta with Birmingham, Alabama. It is now the Seaboard Coastline/CSX Railroad.

The residential areas of Senoia developed, mainly from the 1880s through the 1920s, around the central business district downtown and the industrial area along the railroad. Based on the existing 1898 map and a current survey of extant buildings, it appears that most of the historic housing remains and consists of small, one-story and two-story houses. The residential structures include houses designed and built in the Queen Anne style, Eastlake, Classical Revival style, Craftsman Bungalow, and Victorian eclectic.

There were three main areas of Senoia where the African-American population lived. One is located within the downtown historic district of Senoia, the other two were known as Sugar Hill, located in the southwest portion of the Town and TenCentville, located on the northern end of town, just outside the city limits, extending from the cemetery eastward to the railroad.

The original Town Plan was expanded when it was incorporated as a city, and the limits were enlarged in 1906 from a radius of ½ mile to ¾ of a mile. One of the most important local landscaping features is the divided median on the northern portion of Main Street. It gives the appearance of a “town square” to the central business district.

The economy of Senoia was based primarily on the surrounding agricultural enterprises, with cotton as one of the major products. Senoia’s prosperity began to peak in the 1880s, with the cotton mills and a new guano distribution plant. In 1898, the Couch brothers built a factory to manufacture horse collars, and within a year were manufacturing horse collars for the U.S. Government and every state in the union. The Couch Brothers Factory and Gin survives south of the railroad in the industrial area on Gin Street. Because the Town of Senoia was created after the Civil War, it was not affected by the war, but prospered as a result of the post-war boom that occurred in many cities and towns in Georgia.

Prosperity and post-Civil War growth ended for Senoia, as happened with many other southern communities, with the 1920s; and the advent of the boll weevil followed at the end of the decade with the Great Depression. After World War II, the major development in Senoia was on the southern portion of town along Georgia 16, in an area outside the historic downtown center. Present-day Senoia has an active downtown core with the preservation of many of the historic buildings in the downtown business center and in its historic residential areas.

Sites Listed on the National Register of Historic Places

Name: Hollberg Hotel

Address: Corner of Seavy and Barnes Streets, Senoia

The Hollberg Hotel was constructed in 1906. It is a two-story, wood frame structure with both Victorian and Neo-Classical details represented. The hotel served as a principal hotel during the early part of the 1900s. It currently functions as a Bed and Breakfast Inn known as “The Veranda.”

Name: Senoia Historic District

Address: In Senoia, in the area north of Highway 16, bordered by the railroad track on the northeast side and a modern industrial area on the west.

The Senoia Historic District is a collection of late 19th century to early 20th century commercial, residential, religious, and industrial structures, which developed around the railroad and encompass approximately 70 acres. A central business area of two blocks has a variety of brick and frame buildings. The Town originally was laid out on a grid pattern, with the original blocks being subdivided many times. The majority of the district is residential, with architectural styles that vary from Greek Revival for the few antebellum homes to the Victorian Era, which reflect the use of the Queen Anne and Italianate styles and some Neo-Classical detailing. There are also a few Craftsman Bungalows, which were built in the 1930s.

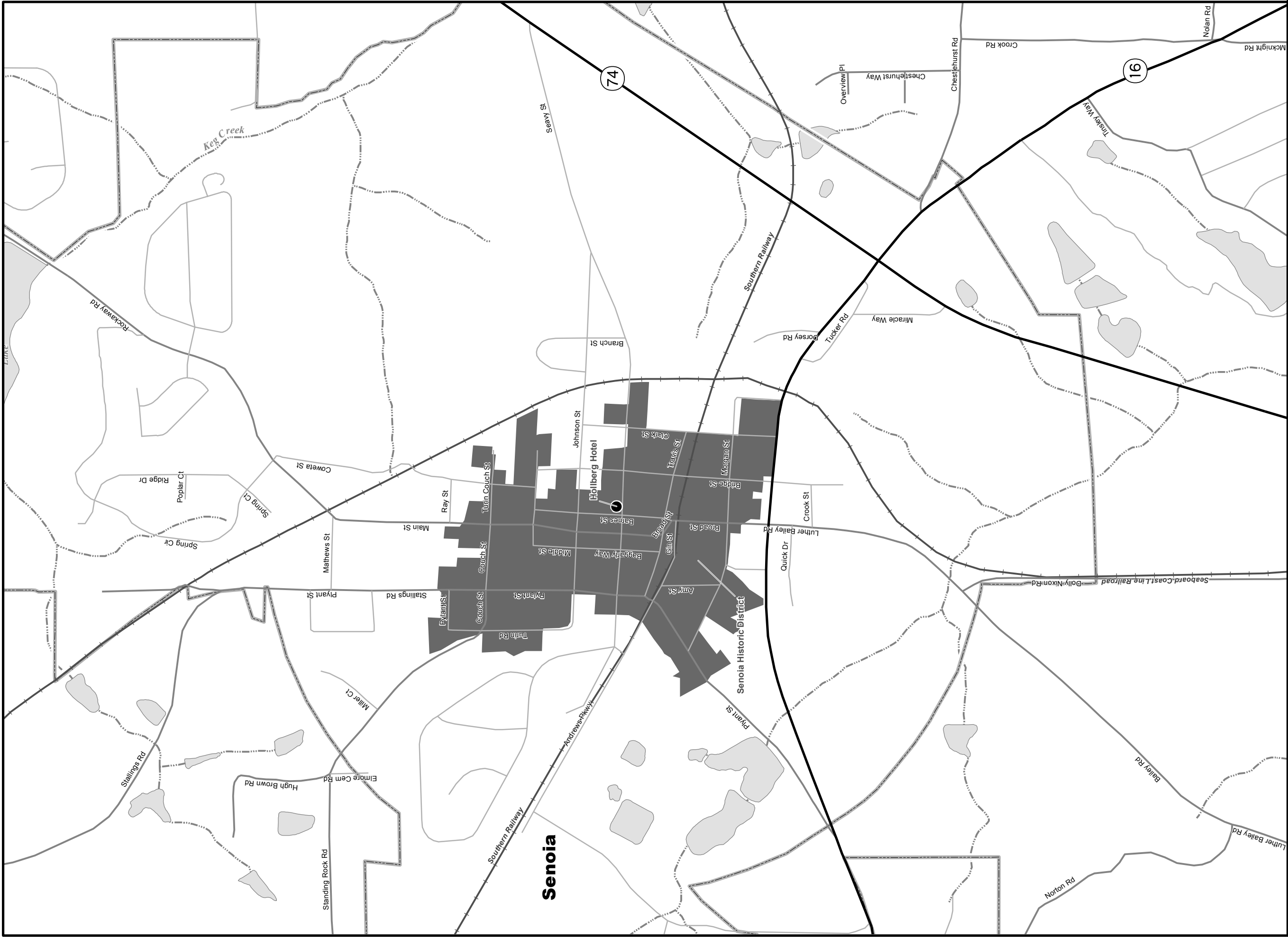
Regulations and Policies

The National Register of Historic Places' listing of a property is a federal recognition of its significance, but it does not offer protection for the site. Federally funded undertakings will avoid a listed or eligible resource as much as possible, but the listing does not protect a historic home or district from changes.

To protect historic structures and sites, Senoia has created a "Historic District" overlay zoning district to protect them from future changes. The district extends well beyond the limits of the federally-listed historic district, encompassing many of the parcels adjacent to the historic district, including many vacant lots and properties, as well as structures eligible for federal listing. The zoning district created a Historic Preservation Commission to oversee the administration of the regulations and assist the City with development applications within the district.

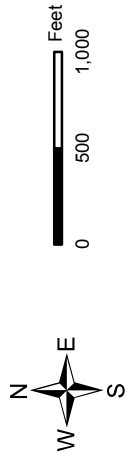
In 2005, the City of Senoia developed a set of architectural design guidelines to provide assistance to maintain the character and integrity of the district. The Architectural Design Guidelines for historic resources act as a guide for both appropriate maintenance of existing structures and for new construction of structures within the historic district. They are meant to do the following:

- Reinforce the historic character of properties within Senoia
- Protect its visual aspects
- Serve as a tool for designers and clients in making design decisions
- Increase public awareness
- Discourage inappropriate new construction
- Deal with exterior only
- Promote "high quality" construction
- Be specific but not restrictive



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

Historic Resources



- National Register Historic Site
- National Register Historic District
- State Highway
- County Road
- Road
- Railroad
- - - River/Stream
- Lake/Pond
- City Boundary
- County Boundary



Figure 58

5 Community Facilities and Services

Purpose

As **Figure 8** in the Population section of this Technical Addendum indicated, since 1990, the City of Senoia has seen a three-fold increase in population, and by 2026 that population is projected to more than double. With this large amount of growth also comes growing demands for services. One of the biggest challenges in preparing this plan is determining what those demands may be and how the City is going to pay for them. The following assessment inventories existing facilities and services, describes standard levels of service for each, and what demands on those services may be expected over the planning horizon.

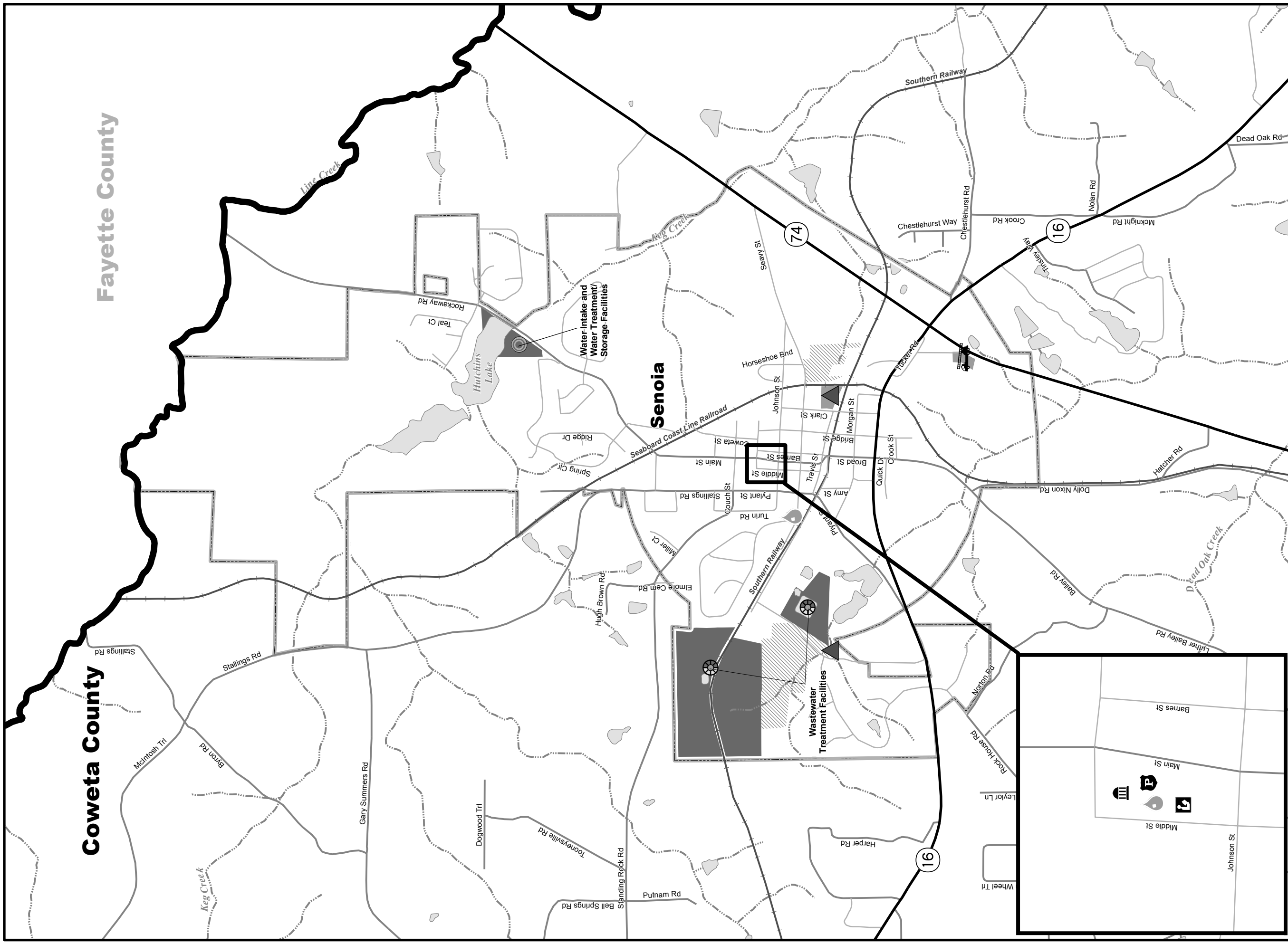
Following the guidelines of the Local Planning Requirements, this review of community services and facilities covers several key aspects of community services that impact future development, including:

- Water supply and treatment
- Sewerage system and wastewater treatment
- Other community facilities
 - Fire protection
 - Public safety
 - Parks and recreation
 - Stormwater management
 - Solid waste management
 - Libraries
 - General government
- Consistency with the Service Delivery Strategy

The following map illustrates the location of City community facilities.

Coweta County

Fayette County



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

Community Facilities



- City Hall
- Police Station
- Library
- Fire Department
- Public Works
- Wastewater Treatment Plant

- Water Intake and Water Treatment/Storage Facility
- Water Tower
- Public Institutional
- Park
- Transportation/Communication/Utility

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



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Figure 59

Water Supply and Treatment

Water Service Area. The City of Senoia Water System provides water service to approximately 1,000 customers in 2005. The City's water service area is aligned with the Senoia City Limits.

Water Distribution System. The City maintains a distribution network of pipes. Water distribution system storage consists of two elevated storage tanks - a 200,000-gallon tank and a 75,000-gallon tank.

Existing Water Supply and Demand. Water currently is obtained from two water supply sources within the City– the Plyant Street Well and Hutchins Lake, as well as Coweta County. The City is permitted to withdraw 50,000 gallons per day (gpd), on an average day basis, from the Plyant Street Well; water from this well is chlorinated and pumped to the distribution system. The City owns and maintains a water supply reservoir, Hutchins Lake, and a water treatment plant (WTP) located adjacent to the reservoir. The WTP is permitted to treat 300,000 gpd on a peak-day basis. The WTP has a conventional process train consisting of flocculation, sedimentation, filtration, and disinfection. Finished water is stored in the 100,000-gallon clearwell from which it is pumped to the distribution system.

In 2004, Senoia's annual average daily demand (AADD) was 250,000 gpd.

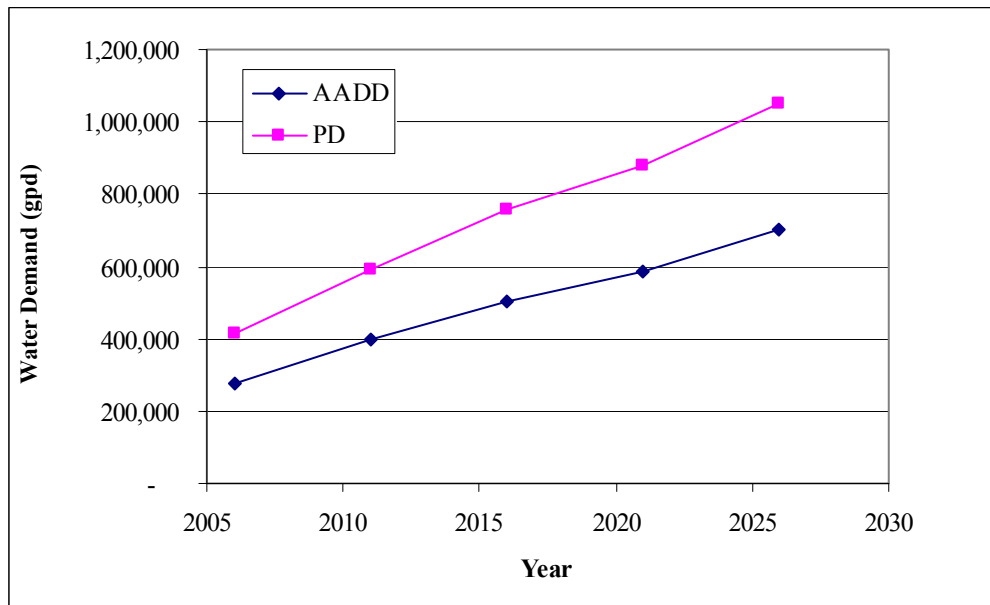
Future Water Supply and Demand.

Water demand projections were developed for the City based on population projections and current water usage patterns. The water projections are presented in **Figure 60** and **Figure 61**.

Figure 60: Projected Water Demands

Year	AADD (gpd)	Peak Day (gpd)
2006	275,300	413,000
2011	396,000	594,000
2016	504,000	756,000
2021	585,000	877,500
2026	702,000	1,053,000

Figure 61: Projected Water Demands



The City's existing water supply is not adequate to meet projected demands. The shortfall will be purchased from Coweta County's water system.

Sewerage System and Wastewater Treatment

Sewer Service Area. Sewer service is provided within the Senoia City Limits to approximately 675 customers in 2005. Plans to expand sewer service and make it available to more customers within Senoia are already underway.

Treatment Facility and Discharge. The City owns and operates a Wastewater Treatment Facility (WWTF) with a permitted capacity of 0.49 million gallons per day (MGD). The effluent from the facility is land applied on 73 acres.

Private Septic Tank Systems. Although sewer service is being expanded in Senoia, the majority of residences have on-site septic systems to management their wastewater. Overall, the septic tanks are performing well for residential developments; however, older homes that had septic systems installed over 30 years ago are beginning to fail. As these septic systems fail, residents will have the opportunity to connect to the sewer system.

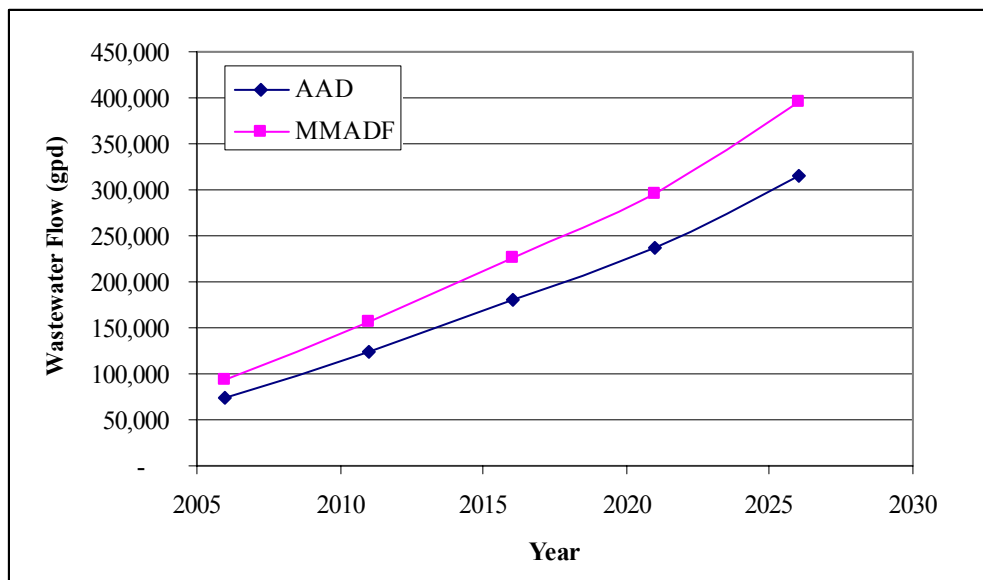
There has also been some use of community septic systems, which also have experienced problems. Two community systems in Senoia have failed in the past 10 years.

Future Wastewater Needs. Wastewater flows were projected through year 2026 based on Senoia's population growth, water usage, and wastewater generation patterns. Currently, approximately 30 percent of the population is estimated to have sewer service. In developing the projections, it was assumed that by 2026, 50 percent of the population would have sewer service. These projections are presented in **Figure 62** and **Figure 63**.

Figure 62: Projected Wastewater Flows

Year	Annual Average Day (AAD) (gpd)	Maximum Month Average Daily Flow (MMADF) (gpd)
2006	74,300	92,900
2011	124,700	155,900
2016	181,400	226,800
2021	236,900	296,100
2026	315,900	394,900

Figure 63: Projected Wastewater Flows



The capacity of the City's WWTF is anticipated to be adequate through the planning period. However, additional development or connections to the sewer system may change the projections substantially.

Future Regional Wastewater Needs. According to the Metro Atlanta Chamber of Commerce Quality Growth Task Force:

"Under Georgia's previous draft Tri-State agreements with Alabama and Florida, septic tanks, land application systems and outdoor irrigation were considered '100% consumptive' of water supply, as they did not return measurable amounts of water to the rivers (unlike sewers, that treat and return wastewater). Under this premise, a house on a septic tank can 'consume' 6.6 times the water of a house served by sewer."

(Source: "Metro Atlanta Quality Growth Task Force, Consolidated Recommendations", dated May 7, 2004)

It should also be noted that land application systems would be treated the same as individual septic tanks under the assumptions of these tri-state agreements. With the region's available water supply diminishing as result of regional growth, this suggests that 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.

Other Community Facilities

Fire Protection

The Coweta County Fire Department provides fire service for the City of Senoia. Station 10 is located within the City limits at 2746 GA Highway 85. The station was opened in 1978 and was remodeled in 2001. The station is open 24 hours a day, 7 days a week. The current ISO rating of the City is 6.

Altogether, the Coweta Fire Department has 14 stations that serve the entire County, with the exception of the City of Newnan. The Department currently has 104 employees, of which 99 are regular firefighters. There have been 16 new hires in the last 2 years.

A national standard for firefighters is 1.65 per 1,000 residents. In 2005, there were approximately 83,000 residents in the county fire service area (county population minus City of Newnan population), suggesting 136 firefighters would be an appropriate staffing level for the County fire department. According to the County Fire Chief, the Fire Department would like to hire 40 additional staff over the next 5 years.

The Fire Department currently has no plans for new stations in the Senoia area, though there are plans to remodel Station #10. Compared to other areas of the County, Senoia has very good fire coverage, because the entire City falls within a 5-mile radius of Station #10.

Public Safety

The City of Senoia Police Department is centrally located near City Hall. The Department employs one chief and eight police officers. The department operates nine patrol cars with one car on patrol at all times. The City is fully integrated into the county 911 system and relies upon that system for dispatching officers. The Coweta County Sheriff's Department and the Georgia State Patrol work closely with the City Police and provide backup when needed. Prisoners are transported to the Coweta County Jail for detention.

Reflecting the recent growth in City population, the Police Department also has recently expanded, from a small 1,094-square foot facility to one over twice that size. Much of this expansion was funded through impact fees.

The current Capital Improvements Element for the City uses a standard level of service based on the previous ratio of facility square footage to population, or 0.38 square feet of building area per capita. Given the 2006 estimate of population of 3,059, this would equate to a 1,162-square foot facility indicating the current facility is adequate to serve the needs of the population.

The Police Department currently has plans to hire 4 additional officers in 2005. A typical method used by police departments to measure level of service is the number of police personnel serving 10,000 residents. According to the U.S. Census of Governments in 2000, local governments in Georgia employed approximately 26.8 public safety personnel per 10,000 residents or 2.68 public safety personnel per 1,000 residents. The planned expansion in police personnel will increase the police staff to 13, yielding a ratio of 4.25 per 1,000 residents which should be adequate to address current service needs. By 2026, however, the Department staff will need to expand by 8 more personnel to a total of 21 officers to keep up with a projected population of 7,800.

Parks and Recreation

There are two major parks in the City Senoia; one operated by the County and one operated by the City. The City owns both sites but leases the one to the County Recreation Department. These facilities are spread around the County in several parks and complexes. Within the City of Senoia, the County operates recreation facilities, including a senior center and 5 baseball fields both contained on a 32-acre site. All the capital improvements in the County were paid for through the SPLOST program

The City-operated park covers 11 acres and includes a walking trail, two tennis courts, a play area, and community meeting room. The City has plans to improve the park by resurfacing the tennis courts, improving the parking, and expanding the play ground. The City park improvements will be paid for from City impact fees.

The City is also in the process of building a 10-foot-wide paved trail that will connect the two parks. The City acquired a federal grant for the project and hopes to complete it in 2006.

Figure 64 summarizes City recreation facilities against national recreation standards. Compared with the national standards, the City has adequate facilities; though these findings need to be weighed against local preferences for facilities.

Figure 64: NRPA Recreation Standards and Needs for Senoia

Facility	City	NRPA Standard	NRPA Recommendation	NRPA-Based Need
Parklands	43 ac	5-8 ac per 1,000 residents	15 to 24 acres	None
Baseball fields	5	1 per 5,000 residents	1	None
Tennis court	2	1 per 2,000 residents	2	None

Sources: Coweta County Recreation and Parks Department; National Recreation and Parks Association

Stormwater Management

Stormwater runoff and streams in the City drain into the Flint River. The stormwater management system in Senoia should consist of conveyance, storage, and treatment facilities as well as the current existing procedures for proper design, permitting, construction, enforcement, and management of new facilities to control the quantity and quality of non-point source discharges into streams and other waterbodies. The management of these facilities, both in the City and the County, are subject to the Clean Water Act and numerous related federal and state regulations.

Under the requirements of the National Pollution Discharge Elimination System (NPDES), all development sites that disturb greater than 1 acre are required to receive a permit before they can begin land disturbance. Larger development sites, those with more than 5 disturbed acres, must prepare an approved erosion, sedimentation, and pollution control plan with Best Management Practices to control soil erosion and sedimentation at the site and maintain on-site water quality monitoring during construction.

Also under this NPDES Phase II permit, Senoia is required to inventory its stormwater management facilities and discharges and create a monitoring database that maintains and evaluates samples of water quality for the discharges. Information such as the location, size, and discharge rate of stormwater management facilities in Coweta County are being entered into a Geographic Information System so that the information can be mapped and tracked. The vast majority of stormwater management facilities in Coweta and the City are privately owned and maintained. Most publicly owned and maintained stormwater management facilities have been constructed in conjunction with the construction of highway and utility projects.

The Clean Water Act also includes monitoring of the quality of fresh water rivers, streams, and lakes. The Clean Water Act provides water quality standards and guidelines that the Georgia Environmental Protection Division (EPD) implements with Total Maximum Daily Loads (TMDLs) for various waterbodies based on certain designated uses. All stream segments in Coweta County are given designated uses, such as fishing, swimming, and potable water withdrawal, and then divided into three categories based on ambient levels of water quality: fully supporting designated uses, partially supporting designated uses, and not supporting designated uses. In Coweta County, there are a number of rivers and streams that do not support their designated uses, but none of these are within the City limits of Senoia.

Coweta County and the City of Senoia are members of the MNGWPD. The MNGWPD created a District-Wide Watershed Management Plan that includes a suite of model stormwater management ordinances:

1. Model Ordinance for Post-development Stormwater Management for New Development and Redevelopment
2. Model Floodplain Management /Flood Damage Prevention Ordinance
3. Model Conservation Subdivision/Open Space Development Ordinance
4. Model Illicit Discharge and Illegal Connection Ordinance
5. Model Litter Control Ordinance
6. Model Stream Buffer Protection Ordinance

These ordinances are designed to meet the requirements of the NPDES Phase II permits that stress the management of water quality, as well as water quantity, when designing stormwater management systems. The Georgia Stormwater Management Manual contains a detailed battery of Best Management Practices that are designed to filter harmful pollutants from stormwater before it is released into state waters. All local governments within the MNGWPD were required to implement new stormwater management ordinances that meet or exceed the standards of those prepared by MNGWPD. Coweta County passed its stormwater management ordinances in early 2005; the City of Senoia, however, has not done so to date.

Some of the issues related to stormwater management in Coweta County and Senoia include:

- Administration and staffing for the new procedures for plan review, engineering, permitting, and enforcement of stormwater management ordinances.
- Public education and developer training regarding the new development procedures related to stormwater management.
- Enforcement of new stormwater management and erosion/sedimentation control ordinances.
- Updating FIRM maps of floodplain.
- Identifying and financing the retrofit of failing or inadequate stormwater management facilities such as existing culverts and ponds that pose a risk to public health and property.
- Consideration of cost-effective stormwater management methods such as area-wide stormwater storage and treatment.
- Coordination of stormwater management implementation strategies and funding with municipalities.
- Implementing Best Management Practices in support of TMDL's in sub-basins of streams that do not fully support designated uses.

All of these issues are made more urgent by the current rate of growth in Coweta County and the City.

Solid Waste Management Facilities

The County Environmental Management Office is responsible for the solid waste program and recycling for Senoia. The County currently operates under a 1993 Solid Waste Management Master Plan and is planning on updating the master plan by October 2006. Currently, the County is able to meet its solid waste management needs through the update of the master plan. The County will assess its ability to meet future needs.

The County's solid waste facilities and services are paid for through the general fund, recycling sales, and garbage user fees. The trash pickup is based on trash bag sales at local grocery stores (yellow and white bags). In 2004, the County collected \$157,736 in bag sales. Trash pickup is franchised. There are about eight carriers in the County, and they are not restricted by service areas. The Environmental Management Office permits the carriers and collects the franchise fees. The County collects about \$50,000 a year from recycling sales.

There is no active landfill in Coweta County; the County disposes of its waste in at Pine Ridge Landfill in Griffin. The County has a 10-year contract with Pine Ridge. There is also an old

landfill west of Newnan. The County does maintain a C&D landfill in the County, a transfer station, and 16 collection sites (12 are staffed). Recycling centers are located at the 12 staffed sites.

Library

The Senoia Library is a member of the Troup-Harris-Coweta Library System. Currently, the City operates a 2,200-square foot building at 70 Main Street. The Library has only been at that location since January 2004, but it has already run out of shelf space. Though the Library is a City facility, as a member of the tri-county system, it actually serves a larger estimated population of 10,000.

With the population growth of the City, the Library has seen a significant increase in activity. In 2002, the Library had, over an average month, 440 patrons and 1,232 circulation; in 2005, these figures increased to 1,072 patrons and 2,260 circulation. To meet this growing demand, there are plans to build a new 5,000-square foot facility. The new library will cost approximately \$1.7 million, \$500,000 of which will be paid for through SPLOST; and the other \$1.2 million will come from state grant money. The new library likely will open in 2007. Currently, there is only one City librarian who is assisted by three part-time staff. After the construction of the new facility, at least one other full-time staff person will be needed.

According to the current Capital Improvement Element, the goal level of service for the Library System is 3 volumes per capita, minimum. The Library contains 13,005 volumes, which comes to 1.3 volumes per capita if you consider the 10,000 regional patrons it is intended to serve. This indicates that the current level of service is inadequate and supports the need for a new facility.

General Government

The City of Senoia government is led by a Mayor/Council form of government with four councilmen. The City Hall is located in the center of town on Main Street. It is approximately 3,160 square feet and contains the offices of the City Administrator, City Clerk, City Council, Mayor, 2 utility clerks, and 1 code enforcement officer. Not counting the library and police staff already discussed, the City staff includes 12 employees, 5 that work at City Hall and 7 that work at the Public Works building. The City plans to make expansion upgrades to the City Hall to allow more space for community meetings.

The Public Works building is located at 460 Howard Road and is 7,200 square feet in size. The City also owns an old maintenance facility on Clark Street that is 2,550 square feet in size. The old maintenance facility is only being used for storage, and the City would like to redevelop the site if an appropriate use can be found.

Consistency with Service Delivery Strategy

The Service Delivery Strategy agreement was last updated in 2004 to correspond with the last update of the County Comprehensive Plan. The following table outlines the general provisions of the SDS that relate to Senoia.

Services Provided	Coweta County Service Delivery Strategy (1999)	Areas served	Changes in SDS Update (2004)
Airport	Coweta Co. Airport Authority operates the Newnan-Coweta Airport and receives its funding from grants, user fees, and the County general fund	Coweta County and all cities	
Animal Control	Coweta Co. provides for the County. Newnan, Palmetto, Senoia and Grantville provide service for their cities. Coweta agrees to provide the same level of service to all the cities provided that the cities amend their animal control ordinances to be consistent with the County's ordinance	Coweta County and all cities	
Building Insp.	Each government provides its own services	Coweta County and all cities	
Business Regulations	Coweta Co., Newnan, Palmetto, Grantville, Senoia, and Turin serve their own communities	Coweta County and listed cities	Add Sharpsburg
Cable TV	Newnan and Grantville provide services; Turin grants franchises to private firms. Coweta has franchise agreement with service providers.	Coweta, Newnan, Grantville, Turin	Add Sharpsburg
Cemeteries	Newnan, Grantville, Moreland, and Senoia provide services.	Newnan, Grantville, Moreland, Senoia	
Code Enforcement	Each government entity provides services; Coweta agrees to serve the cities	Coweta County and all cities	
Convention/ Tourism	County provides services throughout the County; Newnan will build a convention center - funded by hotel/motel tax	Coweta County and Newnan	
Court Services	Coweta provides Superior Court, State Court, Juvenile Court, and Magistrate Court for entire County; Cities provide City Court for municipal code violations	Coweta County and listed cities	Municipal Courts in Senoia, Grantville, and Sharpsburg Recorders Courts in Palmetto and Newnan
Economic Development	Service to all the cities provided by Coweta County Development Authority and 21st Century Coweta	Coweta County and all cities	
Elections	Provided by Coweta County for all cities	Coweta County and all cities	
Electric/Gas Service	Provided by Newnan, Grantville, Palmetto, and Moreland only	Newnan, Grantville, Palmetto, Moreland	
Emergency Mgmt.	Coweta provides for entire County and all cities	Coweta County and all cities	
Emergency Medical	Coweta provides County-wide with private firm	Coweta County and all cities	
Emergency Rescue	Coweta provides County-wide with special tax district (not County-wide)	Coweta County and all cities	

Services Provided	Coweta County Service Delivery Strategy (1999)	Areas served	Changes in SDS Update (2004)
E-911 Dispatch	Coweta provides County-wide through assessment on telephone service supplemented from general fund	Coweta County and all cities	
Fire Services	Coweta provides County-wide. Haralson, Senoia, and Grantville contract with County. Newnan provides own services. Newnan, Haralson, Senoia, and Grantville provide own service from general fund.	Coweta County, Newnan, Grantville, Haralson, Senoia	
Hospital Services	Coweta serves entire County through Hospital Authority	Coweta County and all cities	Indigent Health Care provided by Newnan Hospital (Private, non-profit facility)
Indigent Defense	Coweta provides for entire County and all cities	Coweta County and listed cities	Cities of Newnan, Palmetto, Grantville, Senoia, and Sharpsburg provide Indigent Defense.
Jail	Coweta County provides for entire County and all cities	Coweta County and all cities	
Juvenile Intake	Coweta serves entire County and all cities	Coweta County and all cities	
Law Enforcement	Coweta Sheriffs Dept. serves entire County. Newnan, Grantville, Palmetto, and Senoia provide enhanced law enforcement services to their communities	Coweta County and all cities	
Library	County and Newnan provide joint Library; Senoia also provides Library	Coweta County, Newnan, Senoia, (Grantville, Turin)	Coweta to build Library in NE County; Grantville and Turin operate separate libraries
Mapping	Coweta serves unincorporated area. Newnan and Palmetto serve their cities; Turin and Moreland contract for service with Chatt-Flint RDC	Coweta County, Newnan, Palmetto, Turin, Moreland, (Sharpsburg)	Turin, Moreland, and Sharpsburg provide their own mapping (no services from RDC)
Parks & Recreation	Coweta serves entire County. Newnan, Senoia, Sharpsburg, and Grantville own and maintain facilities that are operated by the County	Coweta County and all cities	
Planning and Zoning	Each local government provides their own services from general revenues	Coweta County and all cities	
Probate Supervision State & Superior Ct.	Coweta County provides for entire County and all cities	Coweta County and all cities	
Probate Supervision Municipal Court	Newnan, Grantville, Palmetto, and Senoia provide services.	Newnan, Grantville, Palmetto, Senoia	
Public Health Services	Coweta County provides for entire County and all cities.	Coweta County and all cities	
Public Works	Coweta County provides for entire County and all cities. Newnan, Grantville, Senoia, Palmetto, and Turin	Coweta County and all cities	

Services Provided	Coweta County Service Delivery Strategy (1999)	Areas served	Changes in SDS Update (2004)
	supplement County services.		
Road/ Street Constr.	Coweta County provides for entire County and all cities. Haralson, Moreland, Newnan, Grantville, Senoia, Palmetto and Turin supplement County services.	Coweta County and all cities	Sharpsburg provides services through General Fund/ State Contracts.
Road/ Street Maint.	Coweta County provides for entire County and all cities. Haralson, Moreland, Newnan, Grantville, Senoia, Palmetto, and Turin supplement County services.	Coweta County and all cities	
Solid Waste Mgmt.	Coweta provides disposal County-wide- compactors and special garbage bags. Newnan and several cities provide door-to-door garbage pickup.	Coweta, Newnan, and other listed cities	Coweta Co. and Newnan provide own services. Grantville and Turin provide services through private collector.
Storm Water Mgmt.	Coweta, Newnan, Palmetto, Grantville, Moreland, Sharpsburg, Turin, and Haralson provide separate services. Coweta uses stormwater development fees.	Coweta, Newnan, and other listed cities	
Water supply/distr.	Coweta purchases water from Newnan Utilities; County wholesales water to Senoia and Grantville. Newnan Utilities serves City of Newnan. Palmetto provides water to its citizens; Turin serves its citizens and also Sharpsburg. Unincorporated areas are served by Coweta County as well as Newnan Utilities, Senoia, Grantville, Palmetto with coordination by County.	Coweta County and Cities of Newnan, Senoia, Grantville, Turin, Sharpsburg, and Palmetto	
Sewage Collection and Disposal	Coweta serves limited areas in unincorporated County; Newnan, Grantville, Senoia and Palmetto serve their citizens with no duplication.	Coweta, Newnan, Grantville, Senoia and Palmetto	
Tax Assessment	Coweta County provides for entire County and all cities.	Coweta County and all cities	
Tax Collection	Coweta, Newnan, Palmetto, Grantville, Moreland and Senoia collect taxes.	Coweta County and listed cities	Sharpsburg also provides tax collection
Voter Registration	Coweta County provides for entire County and all cities.	Coweta County and all cities	
Coordination Issues	Incompatible land uses adjacent land uses (Office/Institutional vs. Residential; Commercial vs. Residential; Industrial vs. Residential; Industrial vs. Commercial	Buffer Standards by 6/30/01 Annexation Resolution Agreement signed in 1998	

The provisions of the last SDS agreement, as shown in this table, are now in the process of being updated as part of this planning effort and the County's comprehensive plan update process. In reviewing the SDS, both the County and City have identified the need to better reflect the proper

funding sources of the different services and changes in sewer service. Another general concern expressed by the public and elected officials from the County perspective is the need for better coordination concerning annexation and land use coordination issues. As work on the Comprehensive Plan continues, work also will continue to update the SDS to be consistent with the recommendations of the plan and recent changes in service delivery in the City.

6 Intergovernmental Coordination

Purpose

According to the State Planning Goals and Objectives of *the Standards and Procedures for Local Comprehensive Planning, Chapter 110-12-1-.06*, local governments must evaluate the consistency of their policies, activities, and development patterns with the following goal for Intergovernmental Coordination:

“To ensure the coordination of local planning efforts with other local service providers and authorities, with neighboring communities and with state and regional plans and programs.”

According to the *Standards and Procedures for Local Comprehensive Planning, Chapter 110-12-1-.07*, this is to be done by identifying existing coordination mechanisms and processes with adjacent local governments, independent special authorities and districts, independent development authorities and districts, school boards, and federal, state, or regional programs and activities that relate to local planning.

Coordination Partners

Intergovernmental coordination in Senoia concerns the ongoing communication and cooperation of the City’s general purpose government with Coweta County and neighboring Peachtree City and Fayette County.

In addition, Senoia government coordinates with the School Board and several authorities that serve the City and Coweta County. The authorities include:

- City of Senoia Downtown Development Authority
- Coweta County Development Authority
- The Development Authority of Coweta County
- Coweta County Solid Waste Authority
- Coweta, Fayette, Meriwether Joint Development Authority
- Residential Care Facilities Authority for the Elderly of Coweta County

Senoia is located in the Chattahoochee-Flint Regional Development Center. The RDC has been most active in Coweta County by assisting other cities with their GIS mapping needs, including Moreland, Sharpsburg, and Turin. The RDC also prepared the City’s current Comprehensive Plan.

Because Senoia is in the Atlanta urbanized area, according to the census, securing federal and state funding for transportation improvements requires close coordination with the ARC, which serves as the Metropolitan Planning Organization (MPO) for the Atlanta region. Any transportation project that uses federal or state funds must be part of the long-range Atlanta Regional Transportation Plan (RTP) and be listed on the current Transportation Improvement Program (TIP). As part of its role in planning for the regional transportation needs, ARC also, from time-to-time, undertakes long-range transportation studies, the recommendations of which are often given priority in determining what transportation projects are funded. For example,

ARC is about to undertake a Southern Crescent study that looks at addressing the needs for transportation improvements that improve east-west mobility between I-75 and I-85, south of the perimeter.

In addition, Senoia is one of the destinations on a proposed commuter rail line from Atlanta. Though plans for the commuter rail line are long-range, at least 10 years into the future, the rail line would have a significant impact on the City and could be a catalyst for more economic and residential growth. The City should work closely with the GRPA, GRTA, RDC, and ARC to promote and support plans for the line.

Primary responsibility for intergovernmental coordination within the City government lies with the City Administrator's office.

Existing Policy and activities

Some of the ongoing forms of intergovernmental cooperation in Senoia include:

1. Coweta County voters approved a SPLOST program, with funds currently shared by Coweta County and all eight of its cities. The SPLOST renewal vote likely will come up again in March 2006.
2. Joint library agreement between the City and the County.
3. Joint provision of Emergency Management and E-911 services through the County.
4. Coweta County coordinates state Local Assistance Road Paving (LARP) funding for cities and provides minor road maintenance assistance to small cities.
5. City residents have access to school recreation facilities after school hours.
6. Mutual aid for public safety and fire protection.
7. Coordination on metro Atlanta transportation issues with the ARC.

In 2003, Coweta County and its municipalities, Newnan Utilities, and the School Board established the Coweta Intergovernmental Association (CIA). The CIA met only once, on February 7, 2003. Their meeting was facilitated by the University of Georgia's Carl Vinson Institute of Government. Issues that were raised for discussion included rapid growth, school enrollment, need for cross-County transportation improvements, transportation funding sources, regional water supply, water conservation, stormwater management, buffers for annexed property, jurisdiction notification regarding annexation, coordinated comprehensive planning, and recreation sites in planned developments. Since then, the CIA has been replaced by an Intergovernmental Committee with more involvement of staff and less involvement with elected officials. The new Intergovernmental Committee has yet to meet.

Coweta County executed an annexation agreement with all the municipalities in the County, except for Senoia, in July 1998. The agreement outlines a service delivery strategy, as well as annexation criteria and process. County officials acknowledge that annexation has accelerated since the new land use and annexation policies were implemented. Since 2000, a total of 14 annexations have transpired in the County, comprising more than 509 acres. Of those annexations, Senoia comprised 215 acres in three separate actions. The County is interested in working with the City to execute an annexation agreement that can help mitigate any potential land use conflicts.

7 Transportation

This assessment of existing transportation conditions was taken from a technical report prepared by the consulting firm URS Corporation for the **Coweta County Joint Comprehensive Transportation Plan (CTP)**. The CTP will identify projects and strategies to provide for the mobility needs of both the current and future citizens of City of Senoia, Coweta County and six other incorporated municipalities. The CTP study area includes the entirety of Coweta County and an approximate five-mile buffer externally surrounding the County.

Senoia's transportation system currently contains a number of elements including roads, sidewalks, bike routes, and railroads. All of these elements have been inventoried as part of the CTP planning effort. Two major state routes intersect within the City: Highways 74 and 16. The City is also traversed by CSX and Southern Railway rail lines and two state bicycle routes.

The purpose of this section is to inventory and document the existing transportation system conditions in Senoia. An understanding of the existing conditions is essential for developing a Comprehensive Plan that balances transportation needs against other important community values such as quality of life, economic development, and rural character. This section describes existing transportation data including:

- Roadway inventory
- Traffic signal locations
- Traffic control infrastructure
- Functional classifications
- Traffic volumes
- Level of service
- Planned improvements
- Bridges
- Bicycle and pedestrian facilities
- Parking facilities
- Public transportation
- Freight movements
- Railroads and airports

Data information sources included prior plans and studies, information from Coweta County, the cities of Newnan, Senoia, Grantville, Moreland, Sharpsburg, Turin, and Haralson, the Atlanta Regional Commission (ARC), the Chattahoochee-Flint Regional Development Center, the Georgia Department of Transportation (GDOT), and the Georgia Regional Transportation Authority (GRTA). To ensure accuracy, this data was then field verified by the URS project team.

Road Network

The existing roadway system in Senoia includes roadways constructed and maintained by several government agencies, including the state, County, and the City. The existing road inventory is

illustrated in **Figure 65** and includes the locations of bridges, known Average Annual Daily Traffic (AADT) counts, and the functional classification for each road.

Traffic Signals

One traffic signal is located in Senoia at the intersection of Highways 74 and 16. Intersection improvements are planned for the intersection of Pylant Street and State Route 16.

Connectivity

The historic street network of Senoia is a well-connected grid, with typical blocks of 400- to 450-feet in length. The streets in these neighborhoods are typically narrow with on-street parking, which, with the short block lengths, keep traffic moving slowly. Many streets have sidewalks while others, typical of many Georgia small-towns, are flanked by grassy swales.

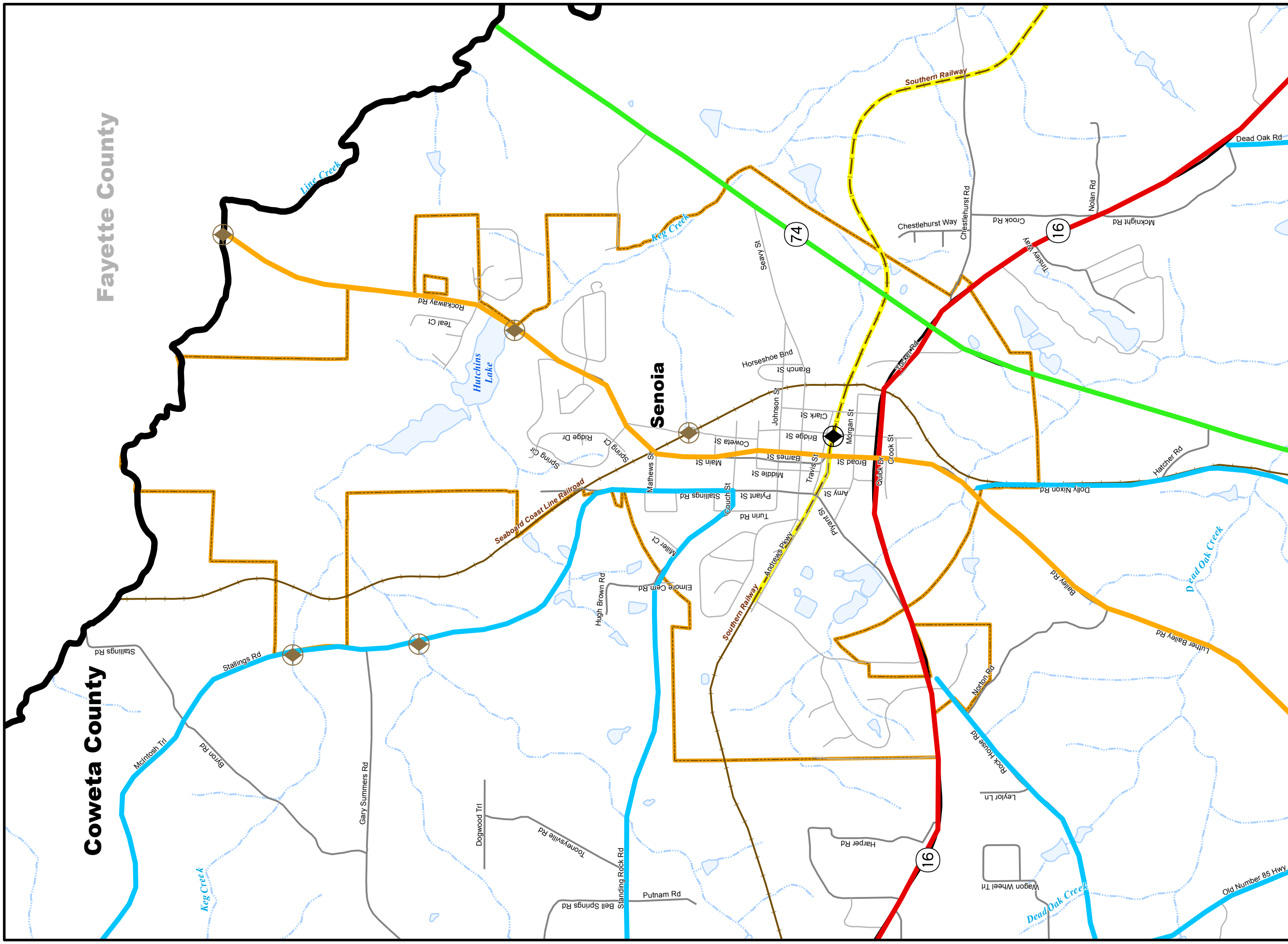
The new suburban-style residential subdivisions generally have street networks that emphasize discouraging thru-traffic. However, the lack of a grid street network in these developments and the use of cul-de-sacs has negative consequences. The organization around cul-de-sacs and discouragement of through traffic challenge some aspects associated with livability and “quality of life.” There are few connections between subdivisions and adjacent schools and shopping areas, making trips by bicycle or foot unrealistic. Also, there are few connections between subdivisions, which would allow for shorter trips between neighbors by children and adults. These aspects of subdivision design present an opportunity for the City to work with the community and the existing subdivision design to promote connectivity, bicycle and pedestrian trips, and improved access to the natural environment, while preserving low levels of cut-through traffic.

Roadway Geometrics

There are a number of intersections with obsolete geometric configurations and design (e.g., turning radii, sight-lines). One example in Senoia is the intersection of Pylant Road and State Route 16.

Coweta County

Fayette County



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

**Roadways,
Bridges
and Railroads**

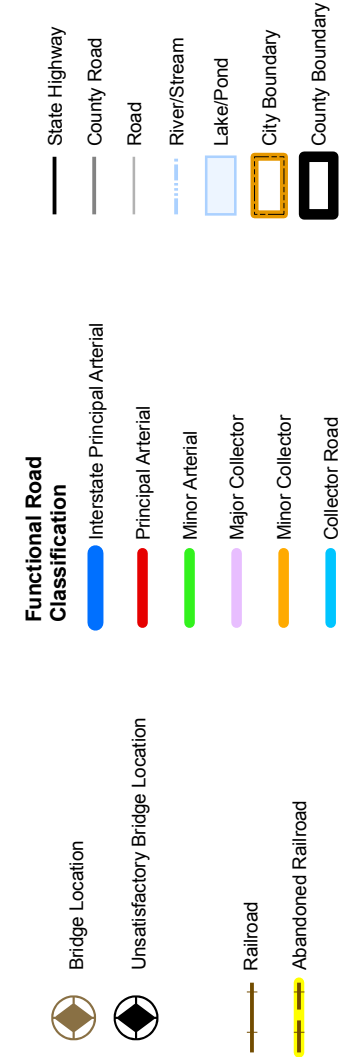
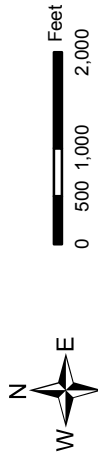


Figure 65

Average Annual Daily Traffic

AADT volumes were collected as part of the Comprehensive Transportation Planning process to give an indication of the overall utilization of roadways in the County. These volumes were obtained using mechanical road tube counters or by manual traffic counting.

Level of Service

The volume-to-capacity relationship of an intersection or roadway section is expressed in terms of its Level of Service (LOS), which is a measure of the amount of delay and congestion experienced by motorists as they pass through an intersection or roadway section. LOS A represents free flow conditions with very little delay and LOS F indicates forced flow with extreme congestion and long delays. In most urban areas, LOS E is typically considered to be the limit of acceptable delay; however, it should be noted that the acceptable level of LOS is a policy decision by individual jurisdictions.

As of 2005, two key intersections are presently a problem: Broad Street and Highway 16 and Rockaway Road and State Route 72 in Fayette County. Both of these intersections operate at LOS F for part of the day. By 2012, according to the Twin Lakes Development of Regional Impact Study, the intersection of State Route 16 and State Route 74/85 will operate at a LOS F, without improvements to the roadway network.

Bridge Inventory and Conditions

Bridge inventory data was obtained from Georgia Department of Transportation via the Coweta County Comprehensive Transportation Plan. The overall bridge rating is indicated by its sufficiency rating, where a sufficiency rating greater than 50 is considered satisfactory and a rating less than 50 is considered unsatisfactory (i.e. needing replacement). Countywide, a total of 109 bridge reports were reviewed and 39 percent of the bridges are in unsatisfactory condition. **Figure 66** compiles the location and condition of Senoia area bridges that are in unsatisfactory condition. These bridges require immediate attention, which could include reconstruction or replacement. Some routine maintenance is required to preserve the status of bridges in satisfactory condition. **Figure 65** shows the locations of the Senoia area bridges.

Figure 66: Senoia Area Bridges in Unsatisfactory Condition

Condition	Sufficiency Rating	Structure ID	Facility Carried	Location	Year Built
Unsatisfactory	41.24	077-5044-0	Gray Girls RD	4.0 Miles SE of Senoia	1960
Unsatisfactory	30.41	077-5082-0	Bridge ST	At City Limits of Senoia	1940
Unsatisfactory	48.60	077-5035-0	Nixon RD	At City Limits of Senoia	1945
Unsatisfactory	12.78	077-5033-0	Luther Bailey RD	3.5 Miles SW of Senoia	1960

Source: Georgia Department of Transportation

Alternative Modes

Bicycle and Pedestrian Facilities

Planning Efforts

A Coweta County Bicycle Plan was created in 2000, which identified seven on-street routes that are predominantly recreational in nature. A field survey by the CTP project team verified signage (designated bicycle route and share the road) along each of the identified routes in the Plan. However, signage is directional and not located at all key turns. Two designated bike routes pass through Senoia:

1. Coweta County's Black Route begins downtown, heads west out of town on RockHouse Road, making a 12.2 mile sweep through southeastern Coweta County ending at Haralson.
2. The State's White House Route runs north-south through Coweta County. It enters Senoia from the south following Dolly Nixon Road, passes through downtown, and heads north towards Palmetto on Stalling Street.

A recently adopted plan, by the Chattahoochee-Flint Regional Development Center also identifies proposed bicycle and pedestrian facilities including greenways, on-road bicycle facilities and project areas for sidewalk improvements. Many of the recommendations from the Coweta County Bicycle Plan made their way into this regional plan.

Assessment of Existing Bicycle Network

The project team conducted a field survey of all county-wide roads, classified as minor collector and higher, to determine suitability of these existing roads for bicycle travel. The following criteria were used in the subjective evaluation of roadways and are based on a Type B user as described in the Guide for Development of Bicycle Facilities developed by AASHTO. Type B cyclists typically know the rules of the road and how to ride a bicycle. The main distinction between this user type and other user types is that they prefer less traveled routes to and from their destinations and are less confident along roadways with high volume vehicular traffic. These cyclists may use facilities for transportation purposes, but will forego the most direct and fastest route in favor of a less traveled, safer, or more scenic route.

Figure 67: Bicycle Suitability Criteria

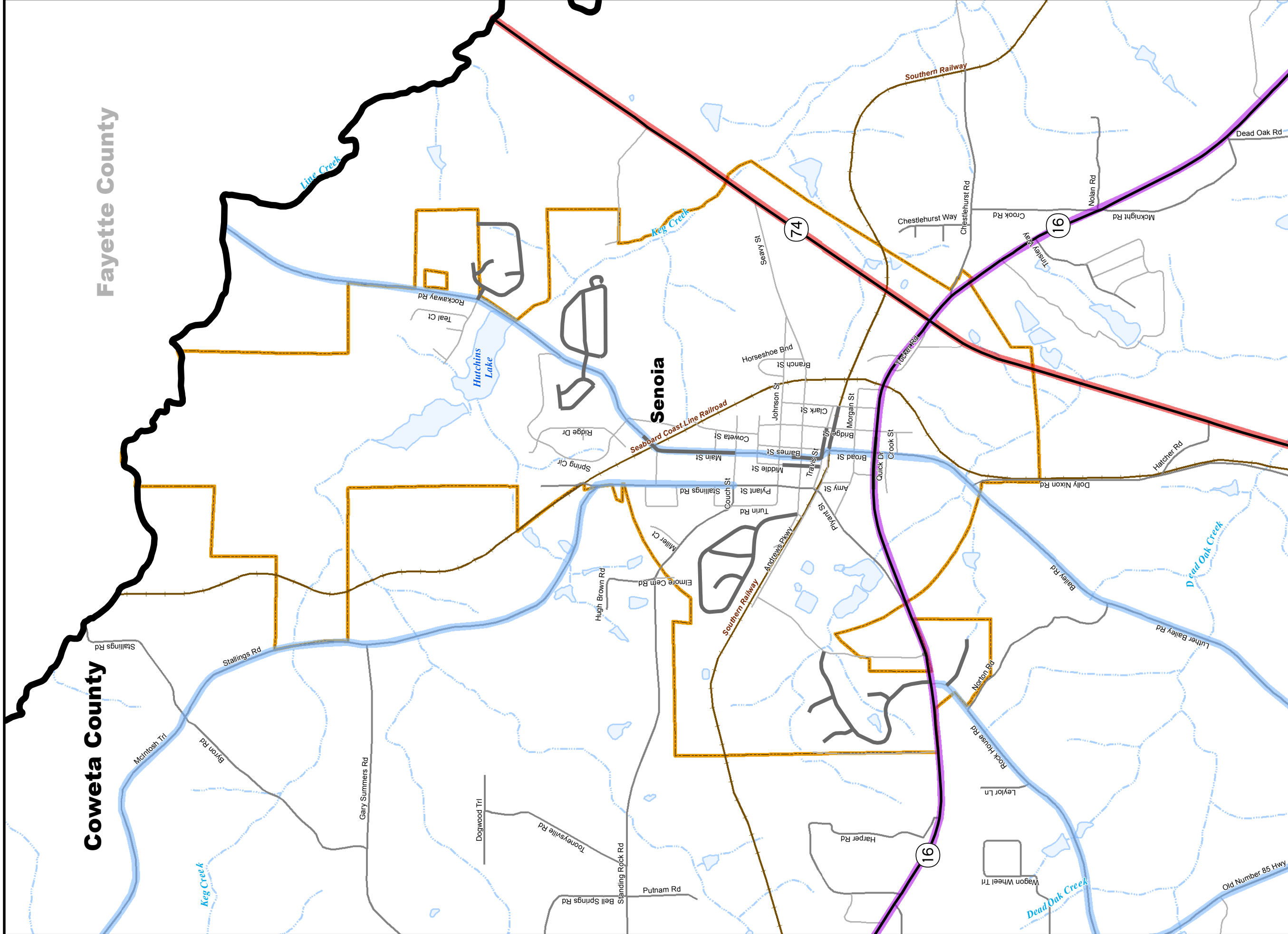
Criteria	Suitability
Traffic volume	
Less than 2500 vehicles per day per lane	Good
Between 2500 and 5000 vehicles per lane per day	Average
More than 5000 vehicles per lane per day	Poor
Roadway width	
Existence of shoulders (at least 2 feet wide ¹)	Good
No shoulders, wider than 11 feet	Average
Less than 11 feet	Poor
Driveways	
Very few driveways	Good
Mainly residential driveways	Average
Numerous driveways, with some being commercial	Poor
Automobile traffic speed (posted and observed)	
Less than 35 miles per hour	Good
Between 35 and 45 miles per hour	Average
More than 45 miles per hour	Poor
Truck Traffic (observed)	
Light	Good
Medium	Average
Heavy	Poor
Terrain	
Smooth grades, excellent sight distance	Good
Moderate grades, moderate sight distance	Average
Severe grades, short sight distance	Poor
Pavement Surface	
Smooth	Good
Some uneven surfaces	Average
Uneven, cracked surface, drainage grates	Poor
<i>Source: URS Corp.</i>	

The results of the bicycle survey are mapped in **Figure 68**. Many of the rural routes around Senoia are among the most bicycle-friendly roadways in the County.

¹ The project field personnel noted the existence of rumble strips within the two foot paved shoulder of most rural state routes. While these provide an important safety measures for motorists, they also present a hazard to cyclists and were not rated as suitable for bicycle travel. Bicycle friendly design standards for rumble strips do exist and should be considered for use in new or reconstructed roadways throughout the County.

Coweta County

Fayette County



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

*Sidewalk Inventory
and Bicycle Suitability*



- Sidewalk
- Excellent
- Average
- Poor
- State Highway
- County Road
- Road
- Railroad
- River/Stream
- Lake/Pond
- City Boundary
- County Boundary



Figure 68

Sidewalk Conditions

The project team conducted an inventory of sidewalks throughout Senoia. The inventory identified specific existing gaps in the pedestrian network, evaluating gaps based on the following criteria:

- Existence of a worn walking path along a roadway
- Pavement gap between two existing sidewalks
- No facility between existing sidewalk facilities and key pedestrian destination points (i.e. libraries, post offices, neighborhood stores, churches)

The findings of this inventory are included in **Figure 69**. It is important to note that this evaluation does not take into account sidewalk location preferences, only gaps within an existing network.

Public Transportation and Services

The only public transportation service in Coweta County is express bus service that operates between Newnan and downtown Atlanta. This service was implemented in 2004 and is operated by the GRTA. The service is provided within GRTA's regional "Xpress" system that operates in partnership with eleven metropolitan Atlanta counties including Coweta County. The service is supported by passenger fares and federal, state, and local funds. Each participating county made a one-time payment to help fund the first five years of the Xpress operations. In exchange for this support, funds were provided to the County for the construction of arterial road improvements, which are scheduled in the ARC's Transportation Improvement Program (TIP).

No other urban or rural public transportation services are available in the County; however, taxicab service is provided by Atlanta South Taxi & Transportation, Inc. located in Newnan. Service is provided on demand through a six-vehicle fleet, at all times, with metered fares, and to destinations within and outside the County. Greyhound Lines, Inc. previously provided intercity bus service to and from a Newnan station located on Jefferson Street, but this service was discontinued.

Parking

The project team conducted a general assessment of existing parking conditions as required by DCA requirements in Chapter 110-12-1, *Standards and Procedures for Local Comprehensive Planning*, Section 07 – Data and Mapping Specifications.

In downtown Senoia, most commercial parking is located on-street and is shared by users throughout downtown including City Hall. In some cases, surplus parking is located to the rear of buildings. This arrangement of parking areas, where buildings are built close to the street, is one of the most charming aspects of downtown Senoia.

Outside downtown, commercial parking follows the typical suburban model. Parking is located in large lots in front of each building or strip mall. In these cases, the buildings are set back from the street. The parking and site planning of these uses fail to reflect or edify the unique and historic character of downtown Senoia.

Freight and Goods

Freight Roadways

Two state highways serve Senoia. Both of these are suitable for over-the-road freight movement. Highway 16 is designated as an oversized truck route.

Freight Railroads

Two rail freight lines operate in the City. A Norfolk Southern local line travels in an east-west direction from Carroll County and passes through the Sargent, Newnan, Sharpsburg, and Turin areas and terminates in Senoia. Although the track is still in place to Griffin, operations east of Senoia have been discontinued for a number of years. Two CSX Transportation main lines pass through the County. One of these lines passes through Senoia on its way between Atlanta and Waycross. **Figure 65** shows the rail facilities in Senoia.

Airports

The Newnan-Coweta Airport is located near the I-85/US-29 intersection, was established in 1966, and is the only airport in the County. This facility is owned and operated by the Newnan-Coweta County Airport Authority and accommodates a variety of aviation related activities including recreational flying, corporate business jets, police/law enforcement and helicopters. The airport currently experiences approximately 31,000 annual aircraft takeoffs and landings and has 84 based aircraft.

Atlanta's Hartsfield-Jackson airport is the primary commercial airport serving Senoia. It is located 37 miles north of Senoia.

Transportation – Land Use Connection

The historic district of Senoia is a classic example of how to balance commercial, residential, civic and institutional uses in a way that minimizes land use conflicts, but still allows residents to walk or bicycle to many destinations. Even though most of the historic district lacks sidewalks, walking is still relatively safe and convenient because traffic is moving slowly. The commercial buildings in the historic downtown are all oriented towards the pedestrian. Most parking is on the street with surplus parking found on side streets and behind buildings. The streets are laid out on a grid to diffuse traffic. By providing numerous route choices, traffic congestion in the historic district is rare. Senoia's charming historic district is not just worth preserving, but emulating in new developments throughout the City.

The newer residential and commercial developments found in the City are typical suburban: strict segregation of uses, disconnected street network, and autocentric. The overall land use policies and current land development patterns of the City favor this pattern. New residential subdivisions are single-use developments where driving is the only transportation option for trips outside the subdivision. New commercial development is located along major highways, set back from the road, with generous parking.

To improve pedestrian movement in commercial areas, some consideration should be given to reducing building setbacks, orienting building toward the street as opposed to the parking lot, and requiring parking to be located at the side and rear of the buildings.

The low housing densities found in the City do not favor the implementation of local-serving mass transit. However, commuter rail service, where Senoia served as a regional hub, could be viable.

Even though the existing land use policies and regulations favor vehicular orientation, they also often hinder the efficient flow of traffic. Land uses are currently segregated by type, forcing residents and workers to utilize automobiles to meet most of their daily needs.

There also is a need for better connectivity standards between adjoining developments. The current isolated development patterns force almost all trips within a major residential subdivision or commercial development onto the arterial road network.

Planned Improvements

As a result of prior and ongoing transportation planning efforts, several transportation projects within the Senoia area are included in local plans, the ARC 2005 – 2010 Transportation Improvement Program (TIP), the ARC 2030 Regional Transportation Plan (RTP), and the ARC aspirations-based plan. These planned improvements are detailed in this section.

Local Projects

Time frames for local projects include short range from 2005 to 2010 and long range from 2011 to 2030. Currently, there is one long range local project planned within the City of Senoia.

Pylant ST/SR 16 E Intersection

Project Jurisdiction: Senoia

Project Description: Safety upgrades.

Project Implementation: 2011 - 2020

Transportation Improvement Program Projects

The following six projects are included in the 2005 – 2010 TIP. They include new roadways, bridge upgrades and a multi-use trail.

SR 74/85

Project #: CW-028A

Project Description: Bridge upgrade at the Central Of Georgia Line between SR 16 and Seavy ST.

Project Sponsor: GDOT

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SR 74/85

Project #: CW-028B

Project Description: Bridge upgrade at the Central of Georgia Line between SR 16 and Seavy ST.

Project Sponsor: GDOT

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SR 74

Project #: CW-031A

Project Description: Bridge upgrade at Line Creek and the Coweta/Fayette County line

Project Sponsor: GDOT

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SR 74

Project #: CW-031B

Project Description: Bridge upgrade at Line Creek and the Coweta/Fayette County line

Project Sponsor: GDOT

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Senoia Multi-Use Trail

Project #: CW-AR-BP001

Project Description: Multi-use bicycle and pedestrian facility from Senoia City Park to Leroy Johnson Park Ballfield

Project Sponsor: City of Senoia

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TDK Boulevard Extension

Project #: FA-253

Project Description: Roadway capacity project that runs from McIntosh Trail in Coweta County to the intersection of TDK Boulevard and Dividend Drive in Fayette County.

Project Sponsor: Fayette County and Coweta County

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Regional Transportation Plan Projects

While there are no Senoia area projects listed in the RTP, the following project is included in the aspirations-based plan. The aspirations based plan is not fiscally constrained and the projects are not programmed at this time.

Project: Commuter Rail Service – Atlanta to Senoia

Project #: AR-246

Project Description: Fixed Guideway Transit Capital

Project Sponsor: GDOT

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Part 2: Analysis of Consistency with Quality Community Objectives

This section is intended to meet the Minimum Standards for Local Comprehensive Planning requirement that the Community Assessment include an evaluation of the community’s current policies, activities, and development patterns for consistency with the Quality Community Objectives contained in the State Planning Goals and Objectives. Each of the 15 Quality Community Objectives is listed below with a brief summary of Senoia’s strengths, issues, and opportunities with respect to the objective. The objectives are organized around the five statewide planning goals.

Land Use and Transportation Goal

Sense of Place Objective: Traditional downtown areas should be maintained as the focal point of the community or, for newer areas where this is not possible, the development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment.

Quality Community Objective	Status
1. If someone dropped from the sky into our community, he or she would know immediately where she was, based on our distinct characteristics.	True.
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.	True.
3. We have ordinances to regulate building materials in our highly visible areas.	Senoia is in the process of preparing architectural design guidelines for the historic district. These guidelines do not have the force of law. Building materials within our major highway corridors are not regulated.
4. We have ordinances to regulate the size and type of signage in our community.	True.

Traditional Neighborhood Objective: Traditional neighborhood development patterns should be encouraged; including use of more human-scale development, mixing of uses within easy walking distance of one another, and facilitating pedestrian activity.

Quality Community Objective	Status
1. If we have a zoning code, it does not separate commercial, residential, and retail uses in every district.	False.
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.	False.
3. We have a street tree ordinance that requires new development to plant shade-bearing trees appropriate to our climate.	False.

4. Our community has an organized tree planting campaign in public areas that will make walking more comfortable in summer.	False.
5. Our community maintains its sidewalks and vegetation well so that walking is an option some would choose.	True.
6. In some areas, several errands can be made on foot, if so desired.	True.

Infill Development Objective: Communities should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to the downtown or traditional urban core of the community.

Quality Community Objective	Status
1. Our community has an inventory of vacant sites and buildings that are available for redevelopment and/or infill development.	True.
2. Our community is actively working to promote Brownfield redevelopment.	False.
3. Our community is actively working to promote greyfield redevelopment.	False.
4. We have areas of our community that are planned for nodal development (compacted near intersections rather than spread along a major road.)	True.
5. Our community allows small lot development (5,000 SF or less) for some uses.	False.

Transportation Alternatives Objective: Alternatives to transportation by automobile, including mass transit, bicycle routes, and pedestrian facilities, should be made available in each community. Greater use of alternate transportation should be encouraged.

Quality Community Objective	Status
1. We have public transportation in our community.	False.
2. We require that new development connects with existing development through a street network, not a single entry/exit.	False.
3. We have a good network of sidewalks to allow people to walk to a variety of destinations.	False.
4. We have a sidewalk ordinance in our community.	Sidewalks are required for most non-residential developments. The City often requires sidewalks as part of the annexation process.
5. We have a plan for bicycle routes through our community.	True.
6. We allow commercial and retail development to share parking areas wherever possible.	False.

Economic Development Goal

Appropriate Businesses Objective: The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.

Quality Community Objective	Status
1. Our economic development organization has considered our community's strengths, assets, and weaknesses and has created a business development strategy based on them.	The Downtown Development Authority is in the process of preparing a downtown development strategy.
2. Our ED organization has considered the types of businesses already in our community and has a plan to recruit business/industry that will be compatible.	This work is being done by the Coweta County Chamber of Commerce.
3. We have a diverse jobs base, so that one employer leaving would not cripple us.	True.

Educational Opportunities Objective: Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt to technological advances, or to pursue entrepreneurial ambitions.

Quality Community Objective	Status
1. Our community provides work-force training options for our citizens.	Available in Newnan and Griffin.
2. Our workforce training programs provide citizens with skills for jobs that are available in our community.	True.
3. Our community has higher education opportunities, or is close to a community that does.	True.
4. Our community has job opportunities for college graduates, so that our children may live and work here if they choose.	Few.

Employment Options Objective: A range of job types should be provided in each community to meet the diverse needs of the local workforce.

Quality Community Objective	Status
1. Our community has jobs for unskilled labor.	True.
2. Our community has jobs for skilled labor.	Few.
3. Our community has professional and managerial jobs.	Few.

Housing Goal

Housing Opportunities Objective: Quality housing and a range of housing sizes, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community.

Quality Community Objective	Status
1. Our community allows accessory units like garage apartments or mother-in-law units.	False.
2. People who work in our community can afford to live here, too.	True, but becoming false.
3. Our community has enough housing for each income level (low, moderate, and above-average incomes)	True, but becoming false.
4. We encourage new residential development to follow the pattern of our original town, continuing the existing street design and recommending smaller setbacks.	False.
5. We have options available for loft living, downtown living, or “neo-traditional” development.	False.

Natural and Cultural Resources Goal

Environmental Protection Objective: Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character or quality of life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

Quality Community Objective	Status
1. Our community has passed the necessary Part V Environmental Ordinances, and we enforce them.	True.
2. We have a natural resources inventory.	True.
3. We use this resource inventory to steer development away from environmentally sensitive areas.	True.
4. Our community has a tree preservation ordinance.	True.
5. Our community has a tree-replanting ordinance for new development.	True.
6. We are using stormwater best management practices for all new development.	False
7. We have land use measures that will protect the natural resources in our community (steep slope regulations, floodplain or marsh protection, etc.)	Wetlands are protected. Other resources can be protected through the Conservation Subdivision zoning district.

Open Space Preservation Objective: New development should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or as greenbelts/wildlife corridors.

Quality Community Objective	Status
1. Our community has a greenspace plan.	True.
2. Our community is actively preserving greenspace – either through direct purchase or by encouraging set-asides in new development.	True.
3. We have a local land conservation program, or, we work with state or national land conservation programs to preserve environmentally important areas in our community.	False.
4. We have a conservation subdivision ordinance for residential development that is a proven success.	Senoia has a Conservation Subdivision zoning district, but it has been met with mixed success.

Heritage Preservation Objective: The traditional character of the community should be maintained through preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important to defining the community’s character.

Quality Community Objective	Status
1. We have designated historic districts in our community.	True.
2. We have an active historic preservation commission.	False.
3. We want new development to complement our historic development, and we have ordinances in place to ensure that happening.	Senoia has architectural guidelines for the historic district, but does not have standards.

Community Facilities and Services Goal

Growth Preparedness Objective: Each community should identify and put in place the prerequisites for the type of growth it seeks to achieve. These may include housing and infrastructure (roads, water, sewer, and telecommunications) to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.

Quality Community Objective	Status
1. We have population projections for the next 20 years that we refer to when making infrastructure decisions.	True.
2. We have a Capital Improvements Program that supports current and future growth.	True.
3. We have designated areas of our community where we would like to see growth.	True.

Intergovernmental Coordination Goal

Regional Identity Objective: Regions should promote and preserve an “identity,” defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.

Quality Community Objective	Status
1. Our community is characteristic of the region in terms of architectural styles and heritage.	True.
2. Our community is connected to the surrounding region for economic livelihood through businesses that process local agricultural products.	True.
3. Our community encourages businesses that create products that draw on our regional heritage (mountain, agricultural, metropolitan, coastal)	True.
4. Our community participates in the Georgia Department of Economic Development’s regional tourism partnership.	True.
5. Our community promotes tourism opportunities based on the unique characteristics of our region.	True.
6. Our community contributes to the region, and draws from the region, as a source of local culture, commerce, entertainment, education.	True.

Regional Cooperation Objective: Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions; particularly where it is critical to the success of a venture such as protection of shared natural resources.

Quality Community Objective	Status
1. We plan jointly with our cities and County for Comprehensive Planning purposes	True.
2. We are satisfied with our Service Delivery Strategies	True.
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)	True.

Regional Solutions Objective: Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.

Quality Community Objective	Status
We plan jointly with our cities for transportation planning purposes.	True.
We have a regular meeting process with the County and neighboring cities to discuss solutions to regional issues.	Coweta County is organizing.