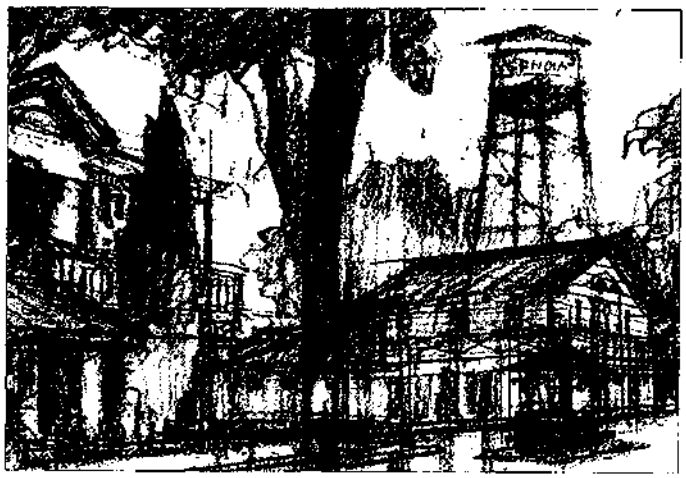
Workshop 3 Senoia

Blueprints for successful communities



The Senoia Community Design Workshop

results of a community design workshop for the city of Senoia, Georgia

A component of The Blueprints for Successful Communities Initiative of The Georgia Conservancy in Partnership with:

The Interprofessional Community Design Collaborative and,
The Georgia Tech Urban Design Workshop

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Ellen Keys of The Georgia Conservancy at the Senoia Workshop

The Blueprints Initiative

Over the last decade, growth and development have diversified and strengthened Georgia's economy, but at a significant risk to Georgia's environment. The good news for Georgia is that all across the state builders, developers, bankers, environmentalists and government officials are realizing that the way we have treated and used land over the last century cannot sustain our region in the coming century. For that reason, in 1995, the Georgia Conservancy formed a unique partnership comprised of the Urban Land Institute, the Greater Atlanta Home Builders Association, Georgia Trust for Historic Preservation, American Institute of Architects, and American Society of Landscape Architects to foster public education and facilitate a process for creating successful communities in Georgia.

To further this effort the Successful Communities Partners have joined with the Urban Design Workshop of the Georgia Tech College of Architecture and the Interprofessional Community Design Collaborative to conduct a series of workshops in selected communities in the Atlanta region to address specific development issues in those communities which may be prototypical for the region in general. The workshops also serve to integrate the Successful Communities Principles which have been established as a result of this initiative.

The Senoia Community Design Workshop is the third of many workshops planned. The Georgia Conservancy and its partners have concluded that this effort, combined with continued public education, will result in communities across Georgia which are economically strong, environmentally sound and socially progressive.

Successful Communities Principles

Successful Communities:

- work together to produce a high quality of life that they want to sustain;
- work to create regional strategies for transportation, land use and economic growth;
- understand that sustainable community design is based on the effect of the built environment on the natural environment, aesthetics, scale, history and culture;
- promote efficient use of existing infrastructure, energy, water and land;
- incorporate compact integrated land uses which bring people closer to work, to school and shopping and safeguard undeveloped lands for agriculture, greenspace and recreation
- provide transportation options so that each member of the community has access to goods, services and recreation
- are designed to be safe, healthy, economically strong, environmentally sound and inclusive.

The Conservancy believes that these principles apply to all communities, from those on the edge of urbanizing regions facing problems of managing rapid growth and change, to inner city neighborhoods facing problems of outmigration, economic disinvestment and deteriorating housing stock and infrastructure.

Senoia and Coweta County

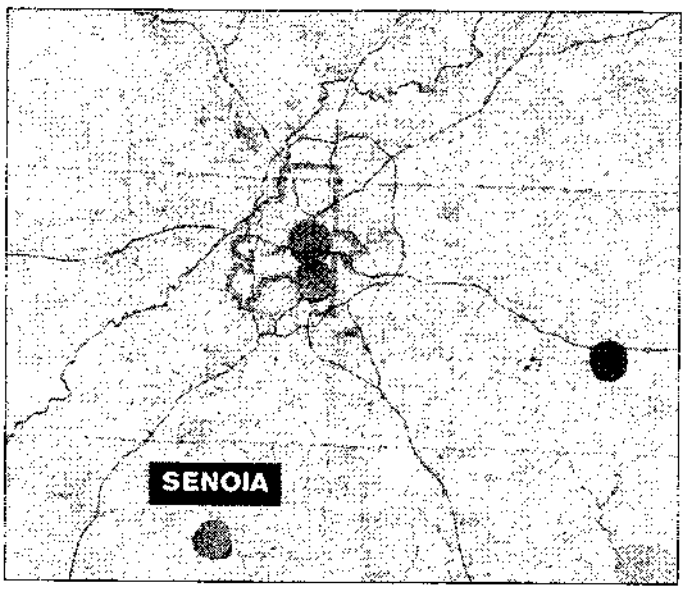
The City of Senoia is a unique historic railroad town of 1,000 population with nearly intact 19th century architecture and urban landscape. It is located in the southeast corner of Coweta County on the rapidly advancing southwest suburban edge of Metropolitan Atlanta, with approximately half of its population now made up of commuters to Atlanta. Senoia has begun to experience the effects of this growth, with a population expected to double in this part of the county over the next 20 years, an end-of-the-line stop on one of the region's proposed commuter rail lines and the annexation of several recent subdivisions.

The purpose of this Workshop was to evaluate the impact of these inevitable changes and to recommend ways that Senoia can proactively manage this growth to both preserve one of Georgia's historic treasures and improve the quality of life at the same time. Motivated by the sense that to do nothing will inevitably lead to a deterioration of their quality of life, Senoia has instead decided to take charge of its own future.

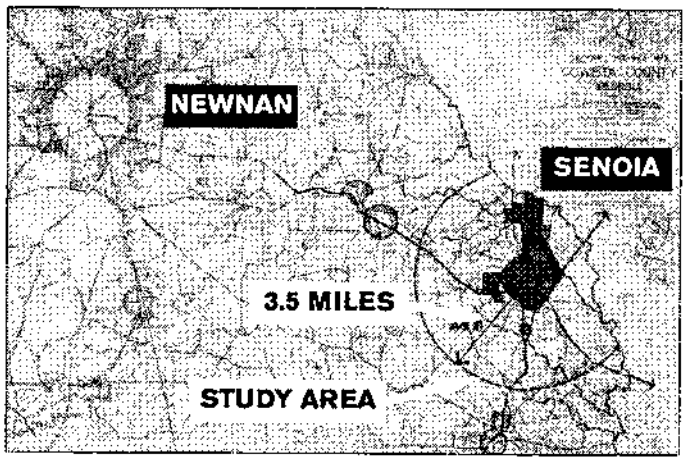
The first Workshop session centered on the question: Where is Senoia? By that is meant what is the perceived size of Senoia as a community? There are, in fact, three Senoias:

1. The historic core of the City, defined by the very visible limits of its 19th century street grid and architecture.
2. The City limits, a political boundary, which now includes annexed subdivisions and the Twin Lakes Planned Unit Development, is visually more or less defined by the current limits of existing development.
3. A perceived larger community of about 3.5 miles radius, which is defined more by community social ties and institutions, rather than by visual boundaries. In particular, this "Senoia" includes Eastside Elementary School, which is part of the Coweta County school system, and lies outside of the City limits. For purposes of the Workshop, this larger community constitutes the Senoia Study Area.

The Senoia Study Area is characterized by land that is suitable for both agricultural and urban development. This potential conflict of uses will need to be mitigated by strong policies and ordinances from Coweta County, particularly if farmland is to be preserved in light of the stronger economic returns offered by development. The County's current zoning ordinance favors very low density suburban sprawl without public utilities which neither protects farmland nor encourages more sustainable forms of development. The City of Senoia must work closely with the County to create an environment conducive to growth that is both economically and environmentally sustainable, not only within the City limits but throughout the Study Area as well.



Senoia in the Metro Atlanta Region



Senoia in Coweta County

ASSETS AND PROBLEMS

The Workshop Steering Committee was asked to describe the assets and problems of their community to help inform discussions on solutions and recommendations for the City:

Community Assets

A. Quality of Life
- Quiet neighborhoods
- Family atmosphere
- Sense of community
- People know your name
- "Affordable" or moderately priced housing

B. Security/Safety
- Sense of safety
- Low crime
- Knowing your neighbors

C. Physical Characteristics
- Architectural design
- Historic character
- Small town atmosphere
- Accessibility
- Museum

D. Livability
- Low traffic
- Areas for walking

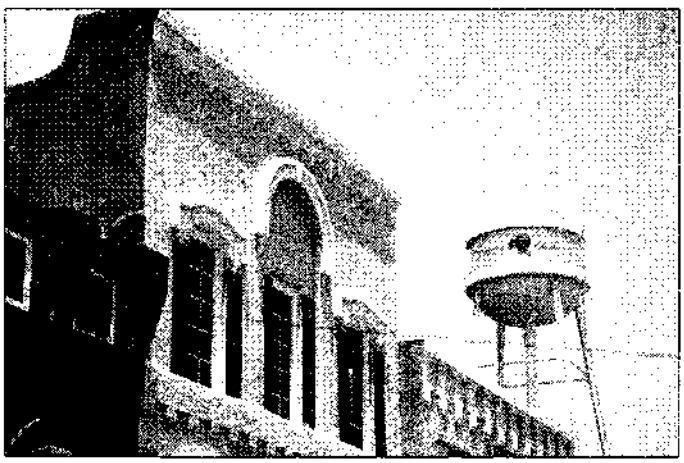
Community Weaknesses

A. Absence of Physical Quality
- Lack of cleanliness and upkeep (liter)
- Lack of landscaping (beautification), shade and seating in the downtown
- Inconsistent architecture
- Vacant buildings downtown
- Vacant lots in the historic district
- Varied architectural housing styles
- Unattractive retail and housing along Highway 16
- Overhead utilities
- Lack of identity and sense of place outside local population

B. Insufficient Infrastructure
- Lack of sidewalks
- Lack of gateway
- Inadequate signage

C. Missing Public Controls
- Lack of architectural guidelines
- Lack of tree and signage ordinances
- Lack of good development codes
- Lack of land preservation tools
- Lack of comprehensive plan
- Lack of enforcement
- Lack of community communication and participation

D. Missing Services
- Downtown businesses
- Water and sewer
- Grocery
- Childcare facilities



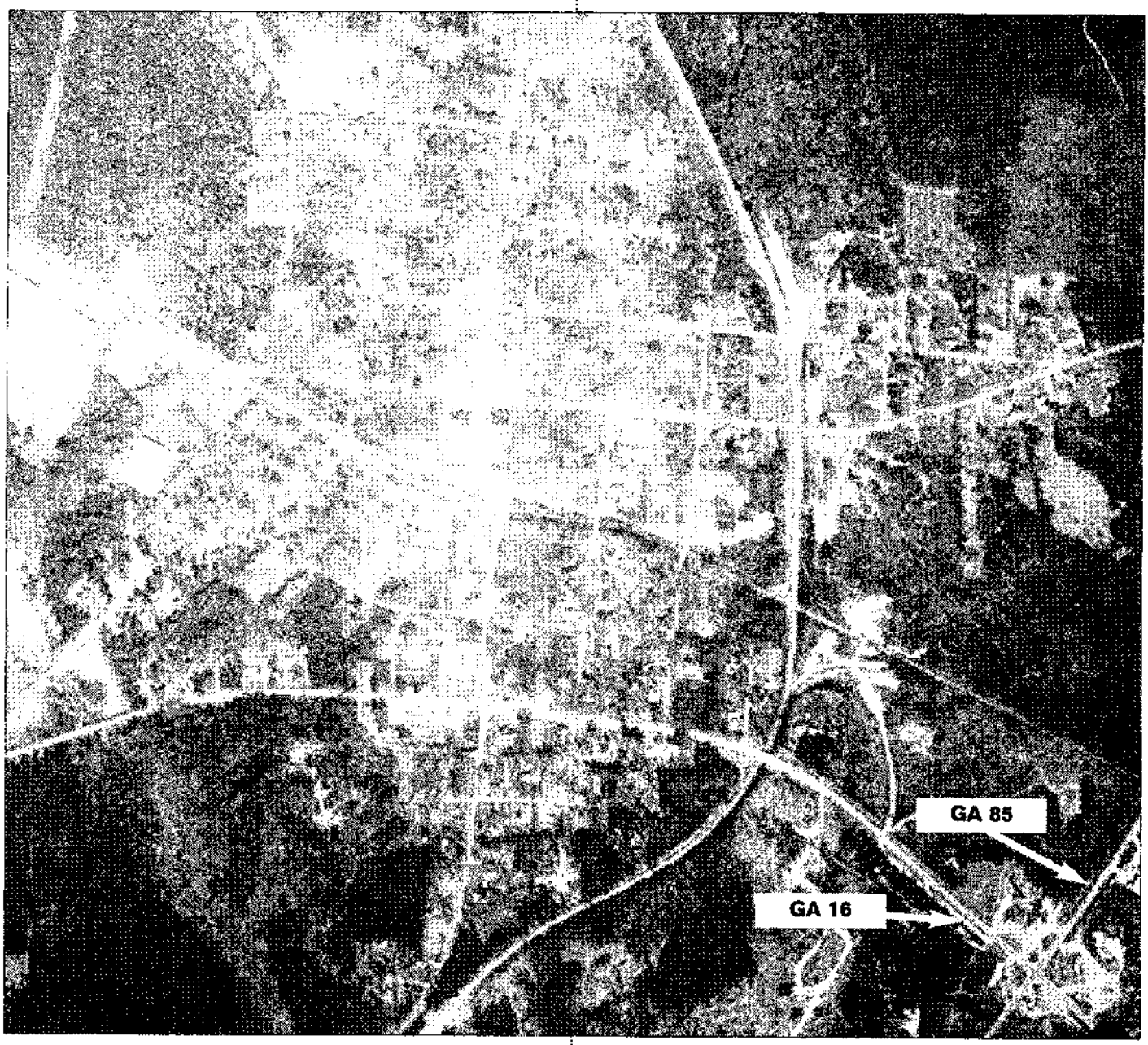
Historic Main Street

Historic Residential Street

- Medical services
- Recreation and civic facilities
- Neighborhood school

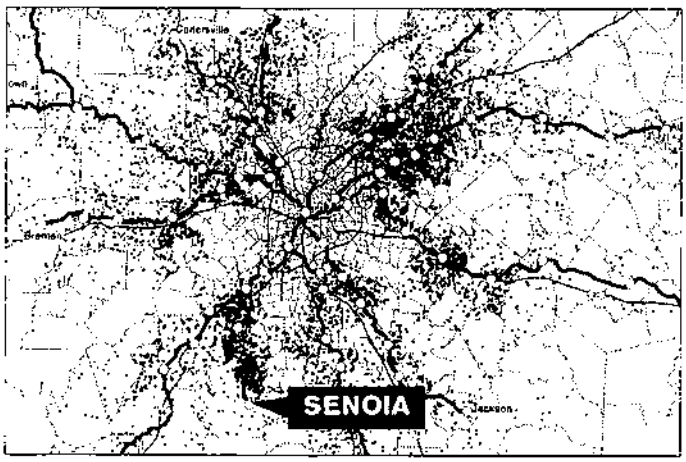
E. Inadequate funds

- Incentives for businesses
- Economic development
- Larger tax base



Senoia Aerial Photo

THE MAJOR ISSUES



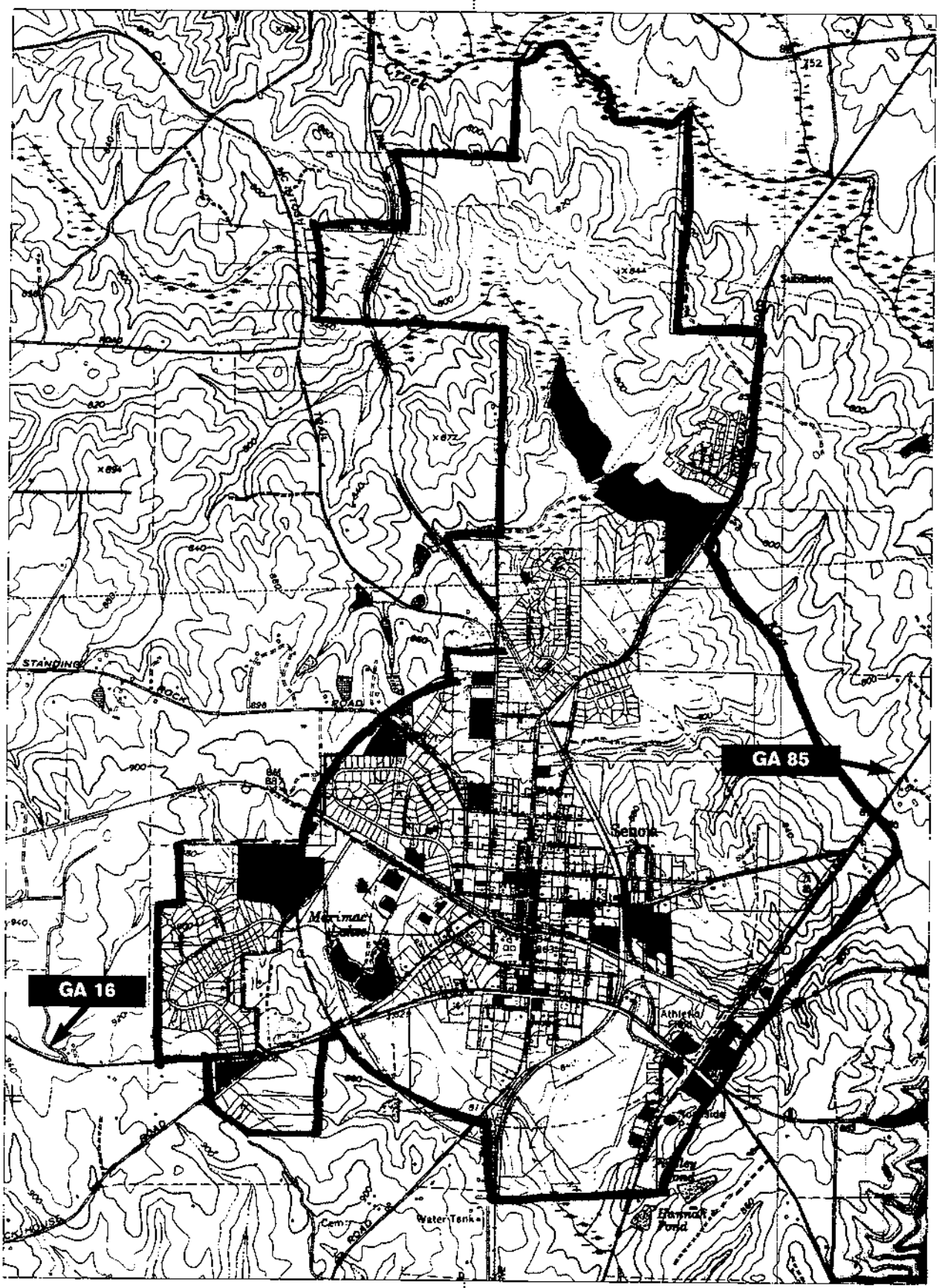
Preposed Commuter Rail System with
1990 Population Density (source: GA DOT)

The overall challenge of effectively managing high growth is conditioned in Senoia by three major issues that, when combined, create a context for growth that is unique.

1. Commuter Rail: Senoia is planned as the end station on one of the 12 commuter rail lines proposed for the Metro Atlanta area by the Georgia Department of Transportation in 1995. Although the proposed system is still in a preliminary evaluative stage, the Senoia line is listed as one of three Phase I lines, primarily due to high concentrations of both residential and office/industrial development in the Peachtree City area immediately north of the City. Construction of an end station in Senoia will accelerate growth, bring additional "park and ride" traffic to the roads in the Study Area, and, conversely, create opportunities to market Senoia's unique historic character as a visitor destination, enhancing the future stability of the Main Street commercial zone. The Workshop recommended locating the station in a central location within walking distance of downtown and directly accessible to Ga. 16 and Ga. 85, thereby keeping rail oriented automobile traffic out of the historic core. The Workshop also recommended purchasing and zoning land around the station to a) take advantage of the unique destination market it creates while b) protecting the existing town from any negative impacts the rail station might create.

2. Infrastructure: Senoia is currently unserved by public sewer and its water system has been inoperable for several years, with the City now purchasing water from nearby Peachtree City. Several package sewage treatment systems approved for large subdivisions and PUD's in the area have not proved satisfactory. Coweta County now requires a minimum of 1.6 acres for lots without public sewer and 3.0 acres for lots without water. Thus, without public water and sewer, all future growth in the Study Area will be "sprawled" on large lots. Further, the stabilization and the revitalization of Main Street will depend on public sewer to support the kinds of retail uses conducive to a historic Main Street project. The Workshop recommended finding a feasible means to provide public water and sewer to the most suitable area for compact growth, which, in turn, would pay for sewer to the existing historic town and help to protect lower densities in the surrounding region. The City would also then face the corresponding questions of annexation of any newly sewered areas.

3. Historic Preservation and Zoning: Senoia currently has no historic district zoning or architectural controls. With growth expected and in-fill lots available, such controls will be necessary to maintain the integrity of the historic town. Further, the Workshop recommended that new neighborhoods proposed within the existing city limits adjacent to the historic district to the east (see pp. 24) should be zoned and configured in keeping with the scale of the blocks, lots, building sizes and streets of the historic town. Strict architectural controls in these new neighborhoods is optional and should be further studied since requiring the replication of construction of existing historic houses may push or exceed the top end of the housing market.



Current City Limits and Topographic Conditions

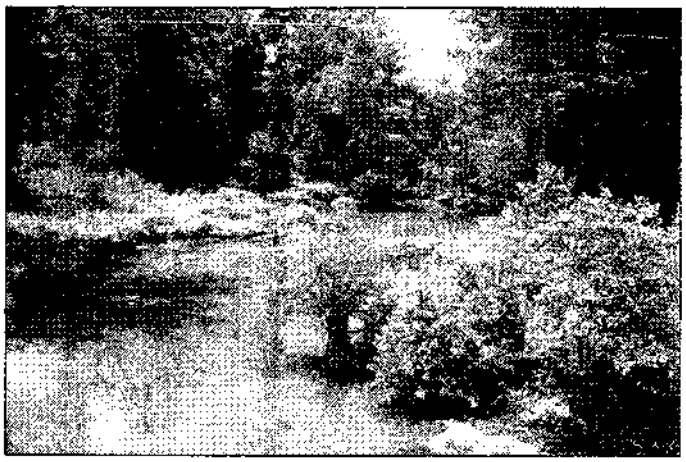
SITE ANALYSIS

The Senoia study area is characterized by the gently rolling farmland found throughout the Georgia Piedmont. The area lies within three watersheds: Line Creek on the north, which forms the boundary between Coweta and Fayette Counties; Keg Creek, also on the north, on which is located Twin Lakes with Senoia's currently inoperable water supply facility; and Dead Oak Creek on the south side of the City. The Main Street of Senoia, and its corresponding two rail lines, sits virtually astride the ridge dividing the Keg Creek and Dead Oak Creek Basins.

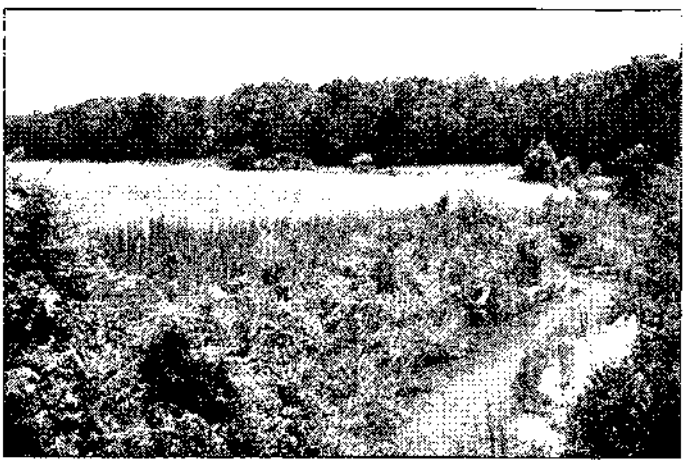
The Natural Features Analysis map depicts two kinds of areas which are generally unsuitable for all but the lowest density development:

1. Wetlands: These areas are prone to flooding and contain wet soils which are unsuitable for development.
2. Slopes: The analysis shows a) areas of slopes from 10% to 20% which, while developable, would require substantial grading (and therefore clearing) for roads and any but large lot single family development and b) areas of over 20% slopes, much more unsuitable for development but found in only a few locations.

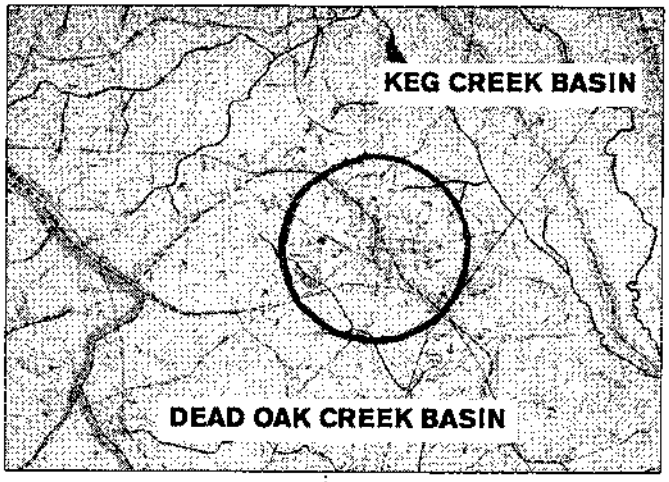
The analysis clearly shows that the two creek basins north of Senoia have substantially more undesirable land for development than does the Dead Oak Creek basin to the South. In addition to being more "flat and dry", this area is consequently better served by roads, including the major highways Ga. 16 and Ga. 85.



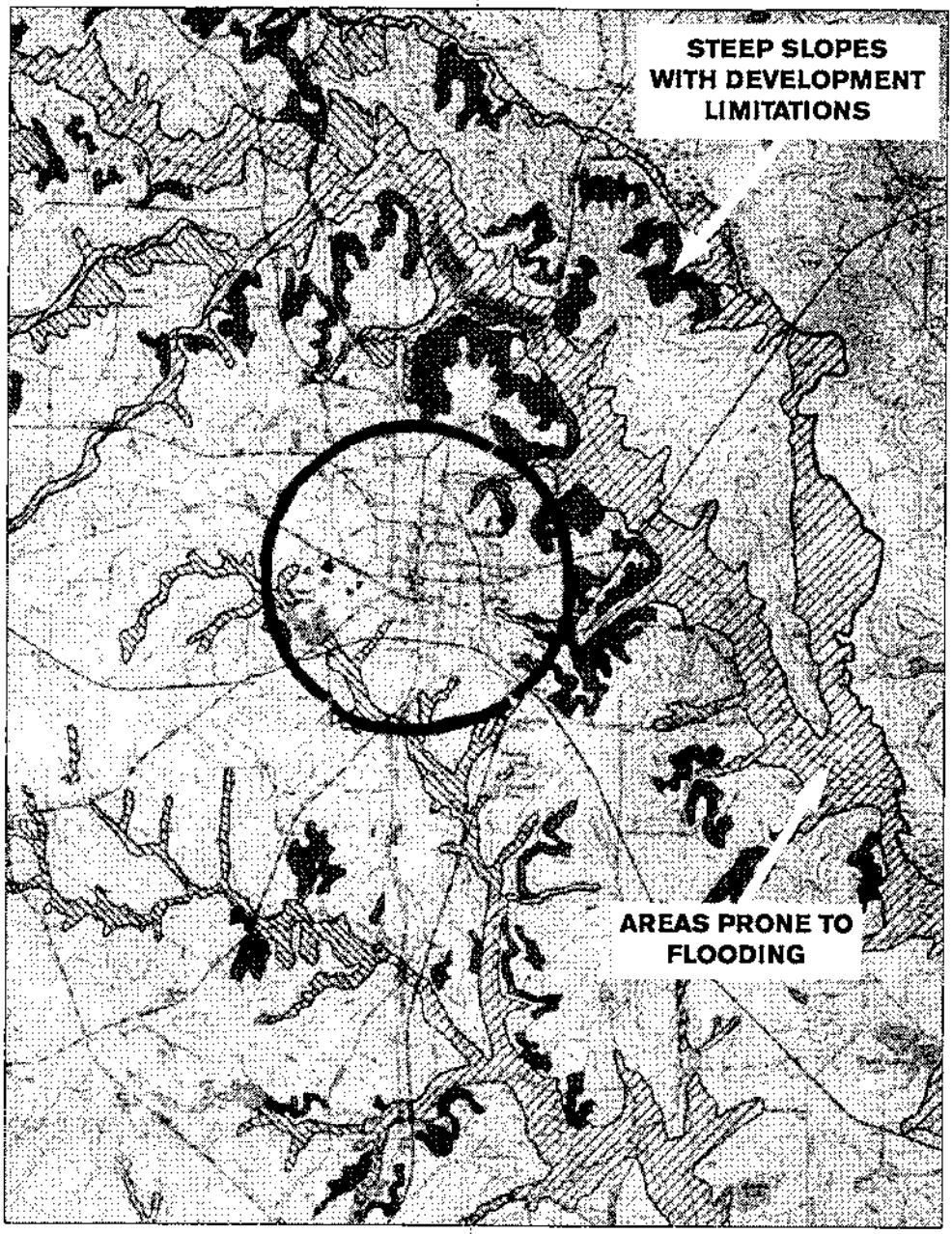
Line Creek



Dead Oak Creek



Senoia Watersheds



Natural features analysis

GROWTH PROJECTIONS

The historic character, quality of life and affordability of the area will attract another 2,600 family households to the Senoia area by 2015, assuming current growth patterns. (Projections could increase, assuming the development of the proposed Twin Lakes and/or other similar amenity-oriented, large-scale communities.) Proper planning for this growth can enrich Senoia and provide opportunities to enhance the community's assets by integrating the history, architectural design, culture and varying age groups of its growing population by:

A. Establishing more places for recreation, socializing and association

- Enhancing downtown spaces, strengthening and adding downtown businesses, planning for community and neighborhood parks, and adding walking and biking trails and sidewalks.

B. Designing neighborhoods for a mixture of ages, incomes and races.

- Planning for a mixture of product types (renter and owner-occupied units) and densities.

C. Bringing the community closer together physically

- Open space linkages, pedestrian pathways, better movement connections, architectural design guidelines.

D. Creating institutions and events which would draw citizens together and bring traffic to downtown businesses

- Festivals, art shows, museums, historic home and church tour, enhancement of civic and public spaces downtown.

E. Limiting strip retail development

Population Projections—Senoia and Coweta County

	1990 POPULATION	2015 POPULATION	CHANGE	PERCENT INCREASE
Coweta County	53,853	115,233	+61,380	126%
Census Tract 1705	6,591	16,771	+10,180	154%
Senoia City Limits	956	1,095	+139	13%

Note: Census Tract 1705 covers the Southeast Corner of Coweta County, slightly larger than the Senoia Study Area for the Workshop.
Source: Chattahoochee-Flint Reginal Development Center.

MARKET FACTORS

Opportunities

The following are potential market opportunities that could enhance Senoia's economic viability. These include:

- The build-out of Peachtree City and growth from Fayette into Coweta County.
- Limited opportunities for unique places to live and shop elsewhere in the County and in neighboring Fayette County.
- Commuter rail line planned for Senoia.
- Implementation of recommended plan.

Threats

The following are potential threats to the future of Senoia's quality of life and economic viability. These include:

- Strip retail along Highways 16 and 85.
- Increased traffic congestion to the north, increasing the commuting time to jobs in Newnan, Peachtree City and Atlanta.
- Poor development principles for residential communities.

Factors of Economic Viability and Growth

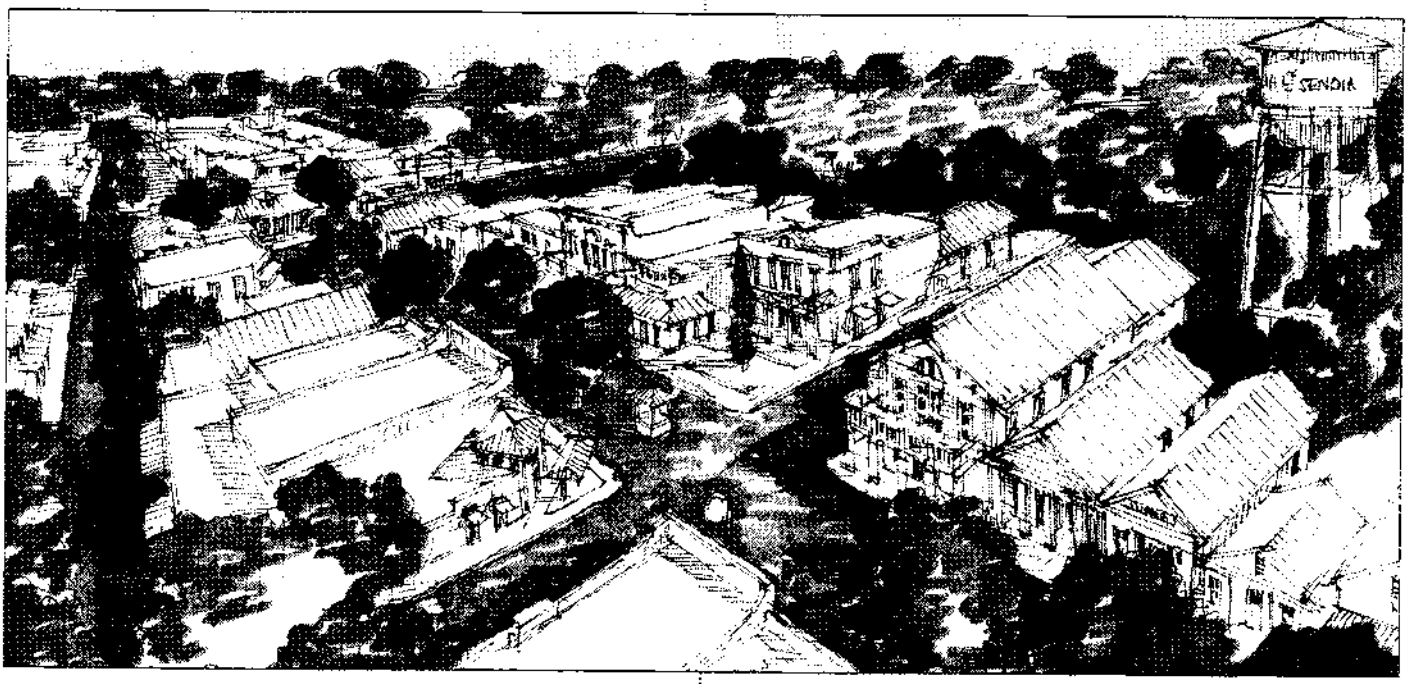
- Local employment
- A few local-serving businesses, including Southern Mills, a textile manufacturing company that employs some 200 persons.
- Access to regional employment
- Excellent access to jobs in Peachtree City
- Improved access via Rockaway Road (10 minute drive)
- New companies attracted to Peachtree City
- Good highway access to jobs in Atlanta and Hartsfield Airport
- Approximately 45 minutes to the airport
- Access to jobs in Newnan and Fayetteville
- Approximately 20 to 30 minute drive

Planned commuter rail stop

- Timing estimated at 5 to 10 years
- Relatively abundant supply of land at low prices

Quality of life potential

- Heritage Tourism destination
- Access to open space
- Rural setting



View of Main Street Proposed Improvements

GROWTH ALTERNATIVES

Based on the projected growth in the Senoia study area of 10,000 new persons over the next 25 years, the Georgia Tech Urban Design Workshop illustrated the outcomes of three growth management scenarios for use in the Workshop. Each followed the site analysis by preserving drainage areas and steep slopes. Each was based on average net residential density of two dwelling units per acre which assumes some form of sewage treatment facility for the illustrated development.

1. Alternate A:

Subdivision Sprawl

Using the current pattern of randomly located small to medium sized subdivisions on suitable development land, Alternative A shows the consequence of having no growth management plan. In actuality, this pattern of growth would likely be developed without sewage treatment and therefore, at the required 1.6 units per acre for development with septic tanks, would be over three times this illustrated size.

2. Alternate B:

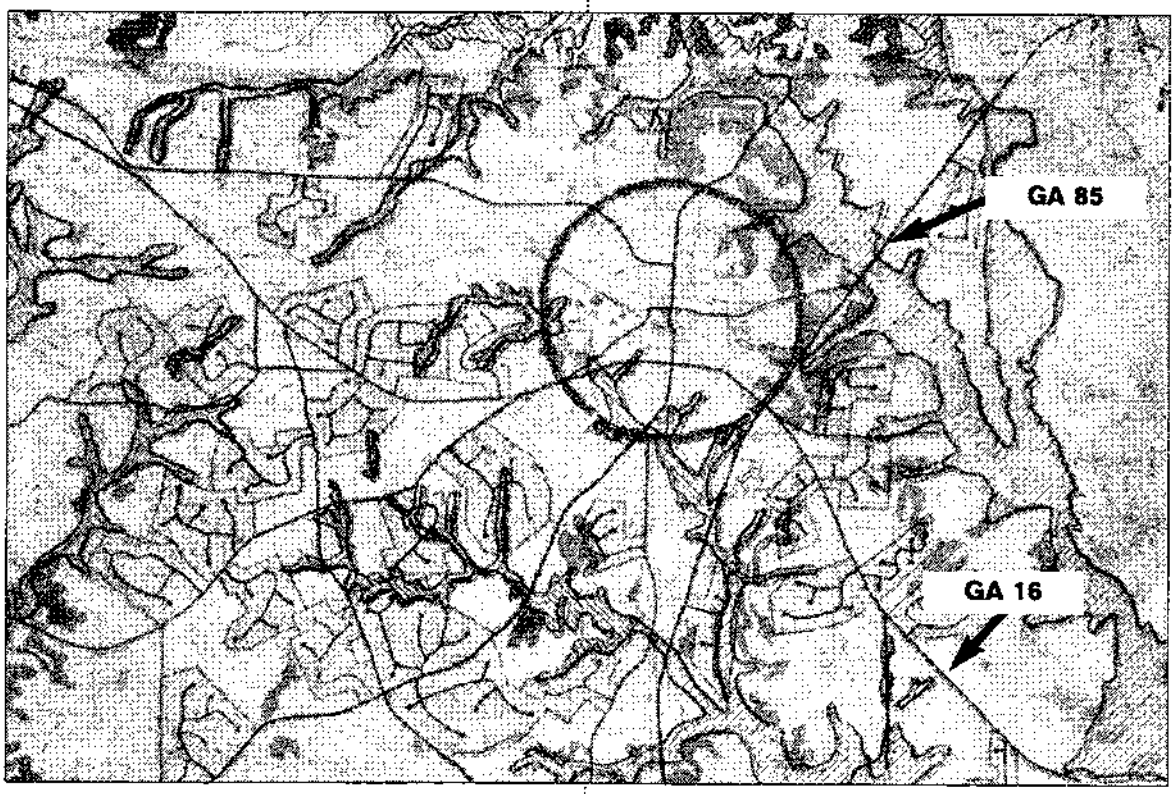
Compact Growth–Keg Creek Basin

This alternative shows the consequences of growth management in three compact "villages" assuming a sewage treatment facility is located downstream in the Keg Creek Basin. It would also include the currently zoned Twin Lakes Planned Unit Development (PUD). Although the development is "strung out" along Keg Creek with problems of accessibility, the creek basin also forms a natural northern boundary for the town and an opportunity to link neighborhoods by open space and pedestrian amenities.

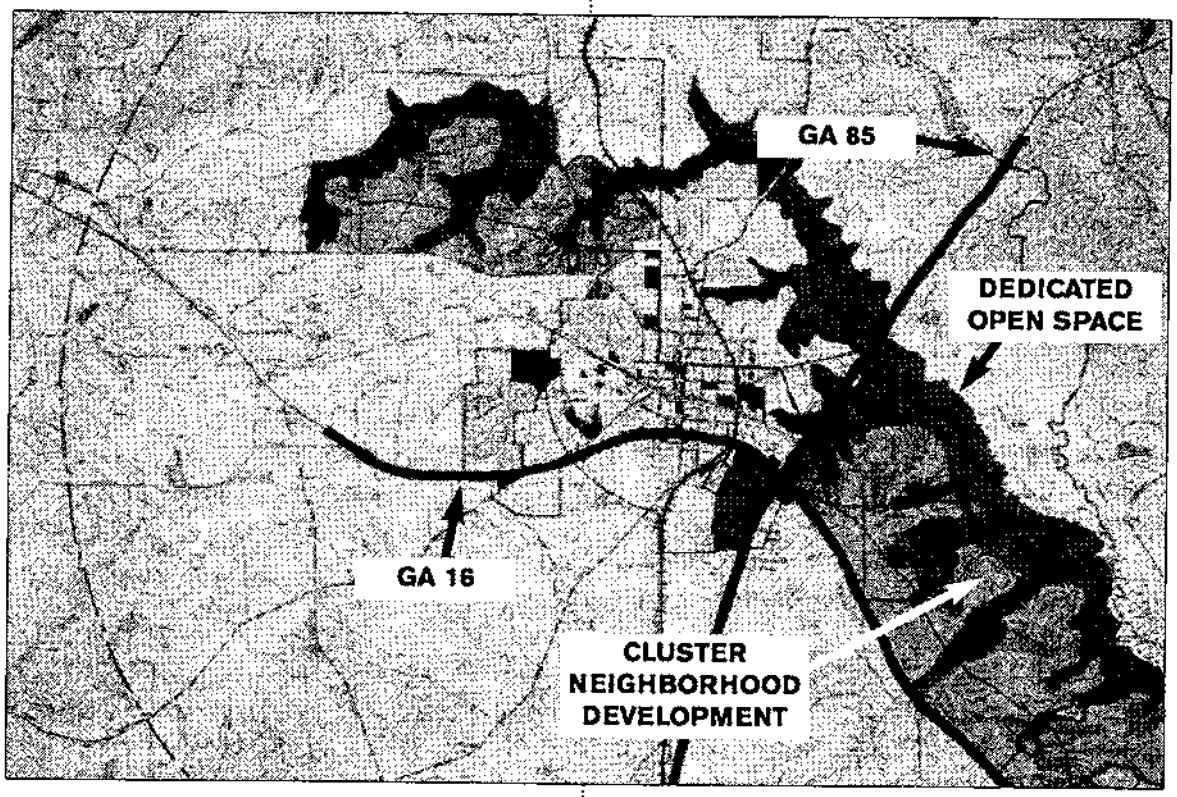
3. Alternate C:

Compact Growth, Dead Oak Creek Basin

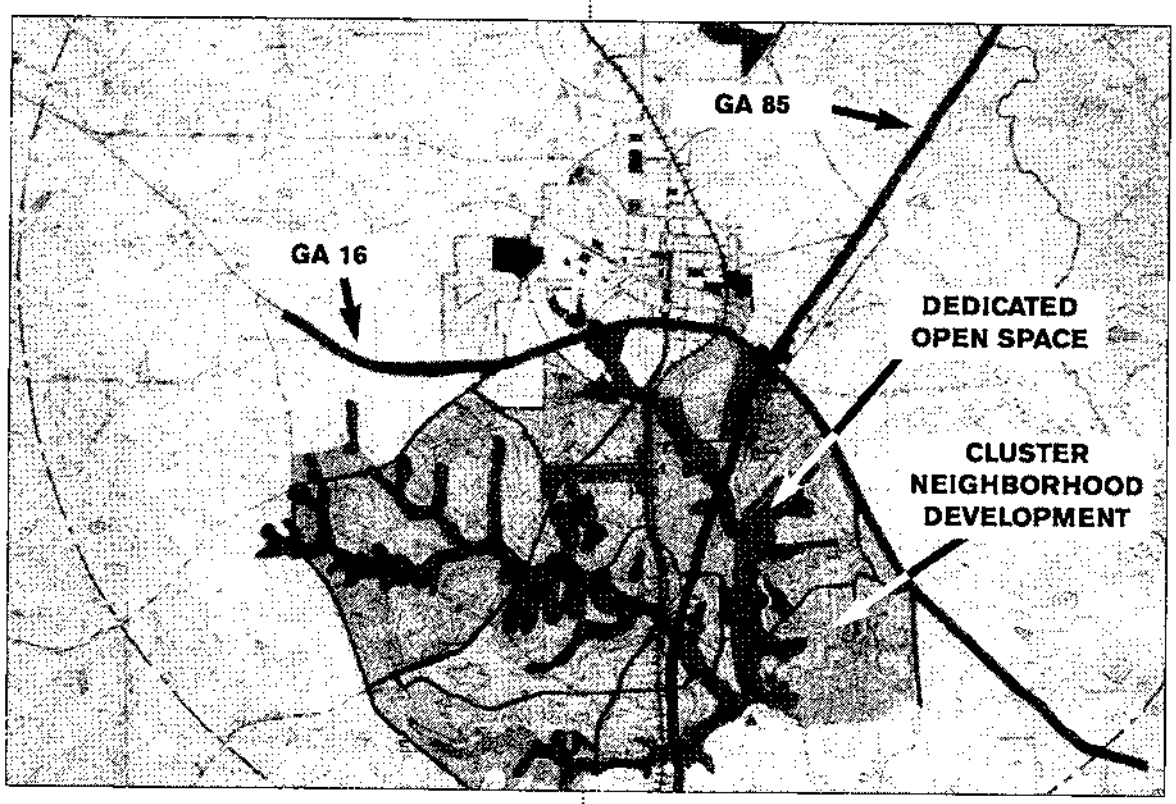
This alternative assumes a sewage treatment facility located in the Dead Oak Creek Basin on the south side of Senoia. Also illustrated in three compact villages, this alternative consumes the least amount of land due to a higher percentage of land being suitable for development. It also has better existing road accessibility than Alternate B.



Growth Alternative A



Growth Alternate B



Growth Alternate C

RECOMMENDED GROWTH MANAGEMENT PLAN

Given the environmental infrastructure and market conditions previously discussed for the Senoia area, a recommended growth management plan for the Senoia region is based on four basic concepts:

1. Compact Growth in "Villages":

Growth in Senoia should proceed incrementally by neighborhoods which form "villages" of 1000 to 3000 persons each. Each village can accommodate a village center made up on convenience / retail stores, a small park, and other civic uses that can be reached within a 1/4 mile walk form any point in the village. Each village would contain a variety of housing products, catering to family age, income and size diversity. Growth by neighborhoods also allows for appropriate market absorption rates. The existing historic town forms the core of one village as does the Twin Lakes PUD. Two new villages are proposed over the 25 year growth period.

2. Rural Cluster Zoning:

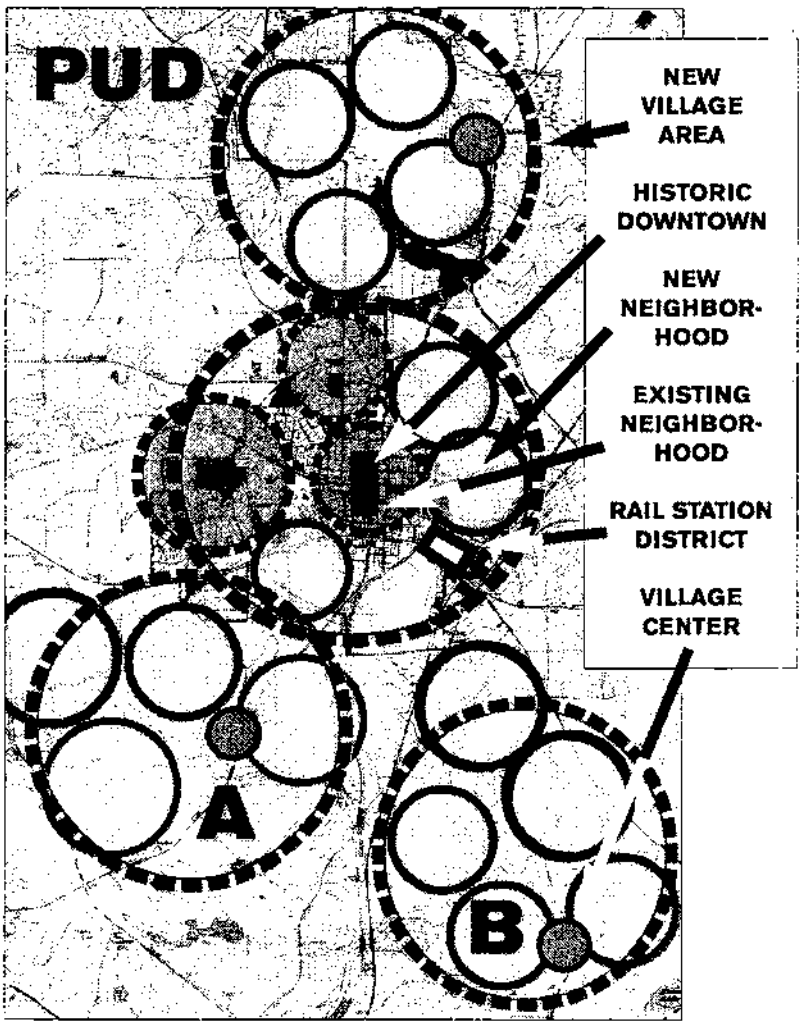
For those areas not located in compact growth villages and served by public sewage treatment, Coweta County requires a minimum of 1.6 acres per lot if served by water and 3.0 acres per lot if not. For these areas rural cluster zoning is recommended where these lower densities are maintained but allowed to cluster in groups to both a) preserve open space and b) minimize other infrastructure costs (roads, utilities, etc.). In the Senoia area, appropriately 400 new units can be accommodated in this fashion.

3. Commercial and Economic Development:

The projected growth of 10,000 new persons in the Study Area will attract approximately 150,000 sq. ft. of commercial development to serve it, including the three proposed village centers.

Recommended Growth Program/Senoia Study Area

	Dwelling Units	Commercial Development (sq.ft.)
Historic Village	800	30,000
Twin Lakes PUD Village	800	15,000
Village A	800	15,000
Village B	800	15,000
Rail Station District	0	75,000
Rural Cluster Zone	400	0
TOTAL	3600 units	150,000 sq. ft.



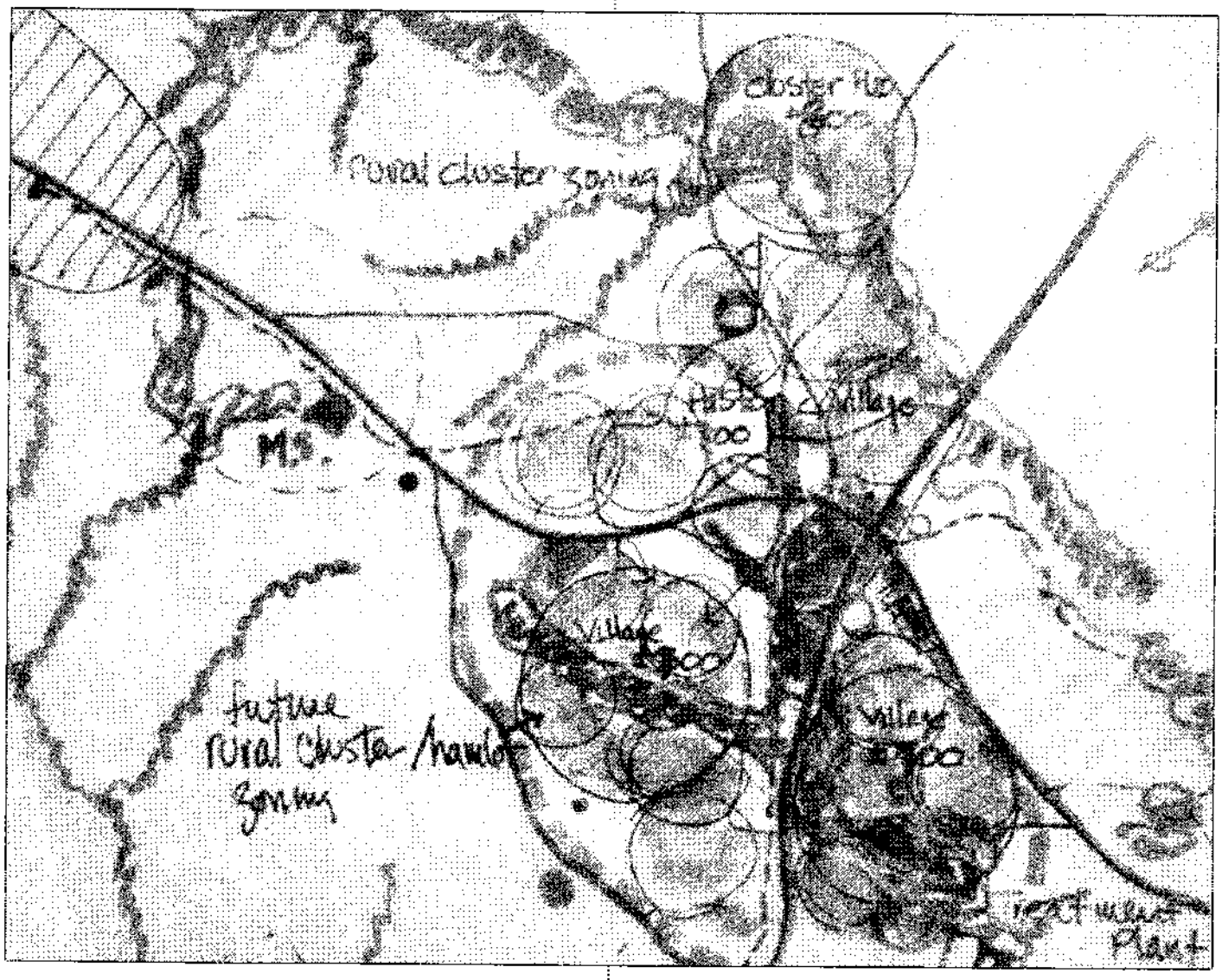
Compact Growth in Villages

The remaining commercial development is recommended in two areas:

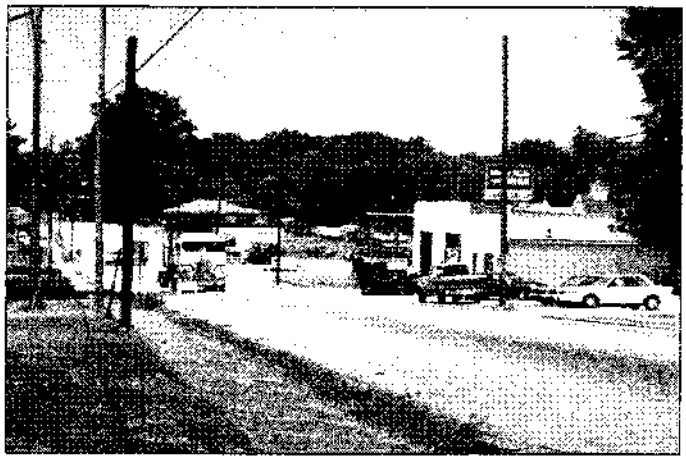
- The historic Senoia downtown. This area can accommodate approximately 30,000 sq. ft. including existing stores. Downtown should attract retail uses that "fit" the historic scale and architectural character of Main Street, including specialty retail catering to visitors to Senoia. (see pp. 20)
- The Commuter Rail Station District—The proposed Commuter Rail Station would be located in this district which also would be accessible to Ga. 16 and Ga. 85. Retail and office uses dependent on this kind of high accessibility and larger floor sizes would be attracted to this district. (see pp. 22)

4. Water/Sewer:

No managed growth can occur in the Senoia area without a viable solution to serving the existing town and its future growth with adequate water supply and sewage treatment. In order to facilitate needed downtown revitalization in the near term, a temporary sewage package treatment (possibly used or leased) is recommended near the post office site. At the same time a study should be initiated to determine the best location for a permanent future treatment plant that can serve compact development of lots less than one acre and the proposed Commuter Rail District. The Workshop recommended the Dead Oak Creek Basin as the most favorable sewer service area.



Proposed regional growth management plan



Entry to Senoia on GA 16

REGIONAL ISSUES/ RECOMMENDATIONS

TRANSPORTATION

A. Roadways

- The addition of 2,600 new households in the greater Senoia area (an approximate 3.5-mile radius) will add approximately 20,000 to 25,000 daily trip ends to the streets and highways. GA 85 and GA 16 currently operate under capacity and could handle much of this additional traffic. However, depending upon the rate of growth in the region there will be some increases in congestion, particularly on Highway 85. Within approximately 10 years there may be a need to widen Highway 85 and possibly Highway 16 to four lanes. This widening should be taken into consideration when designing buffers and setbacks.

- GA 85 and GA 16 should function to move traffic. Therefore, access points should be somewhat limited along these roads.

- The function of local streets is to provide access to homes and businesses. These streets should be designed to encourage a grid pattern. The goal of local streets is to keep speed and volume of traffic down, provide many access alternatives, and provide good emergency vehicle access.

- New local streets should be built with sidewalks. Due to low volumes on local streets, bicycles can share lanes with automobile traffic. Minimize the use of cul-de-sacs in new neighborhoods. Promote connecting new development to existing neighborhoods by both streets and paths.

- A system of bicycle / pedestrian paths is desirable. This bicycle / pedestrian system should connect to the proposed rail station.

- Railroad crossing points should be limited to existing locations. Some crossings (like Coweta Street) may require upgrading for safety and improved vehicular operations. New crossings would be expensive and difficult to obtain.

B. Commuter Rail

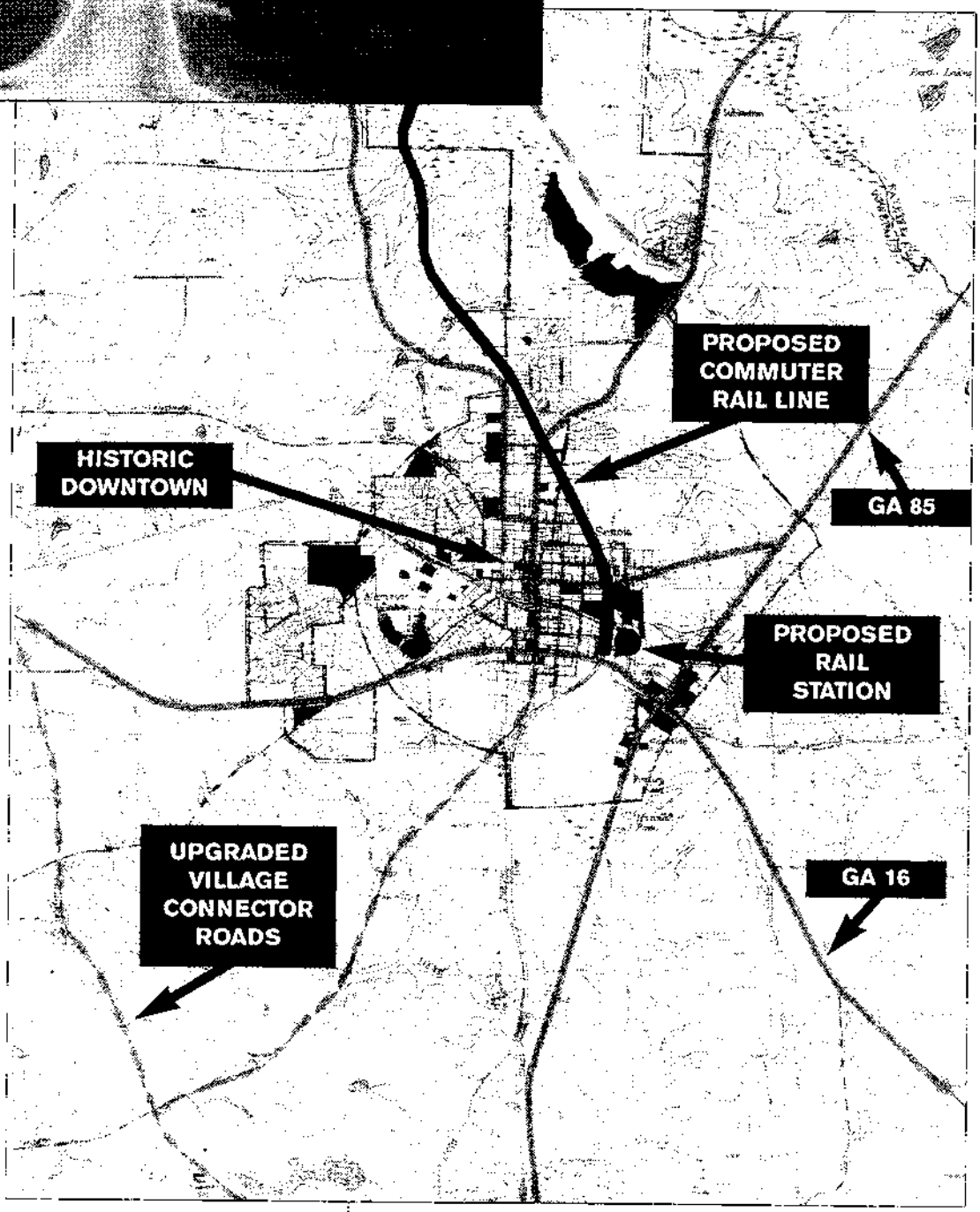
- The Georgia Department of Transportation's (DOT) 1995 Commuter Rail Plan designates a commuter rail line, which would have its terminus in Senoia, as "a strong candidate for implementation". The timing of the implementation of this line is unknown, but could happen within five to ten years.

- The DOT study anticipates approximately 230 daily riders using the station in Senoia by 2010. This would represent 460 trip ends. Many of these trips would come from the surrounding areas. Therefore, the location of the station should be accessible to GA 85 and GA 16 and provide sufficient parking.

- It is projected that three trains would travel from Senoia to downtown Atlanta during the morning peak two-hour period and three trains would travel back to Senoia from downtown Atlanta in the evening peak two-hour period.

- Parking requirements for 230 riders should assume some "kiss-ride" activity and some (limited) carpool activity. Therefore, 230 parking spaces may not be necessary.

View South on GA 85.
Senoia on right



Proposed Treansportation Facilities

REGIONAL ISSUES/ RECOMMENDATIONS

View of Main Street from Old Depot Site along proposed rail line pedestrian path from rail station

OPEN SPACE/PEDESTRIANIZATION

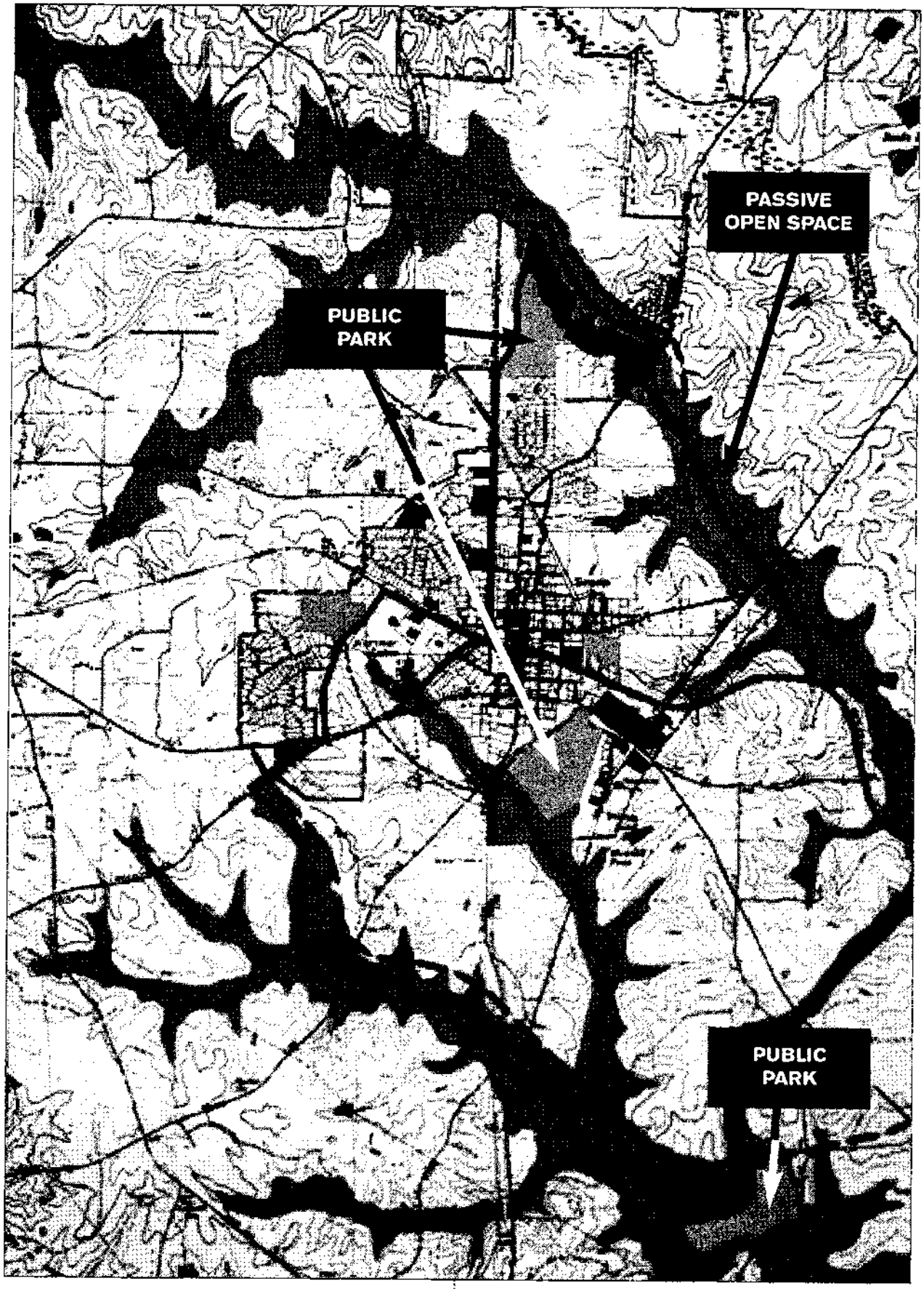
The proposed open space system which supports the long term growth management plan has three main components:

1. Passive Open Space; located primarily along major drainageways. Most of these areas are undesirable for development due to the presence of wetlands or steeper slopes. They can be preserved in private ownership through the rural cluster zoning concept which allows an owner to transfer the development rights to more buildable sites, keeping the same overall density. Some portion of these areas could also be protected by donated or purchased conservation easements.

2. Active and Passive Public Park Land; three potential areas exist for new public park land:

- On the south side of Twin Lakes within the PUD. This is a particularly beautiful area that would make a well located passive public park and which could be dedicated to the City by the PUD developer.
- A large parcel south of Ga. 16 across form the proposed Rail Station. This site could accommodate both active and passive recreation and has excellent automobile and pedestrian access. It could be part of the Downtown Development Authority's Rail Station District development, with both land sales and property tax proceeds being used to develop and maintain the park.
- A sports field development located adjacent to the proposed sewage treatment facility site and the future village center in that area. This site is flat and particularly suitable for athletic fields which could be developed in conjunction with the treatment plant.

3. Pedestrian and Bikeway System; A major interconnected pedestrian and bikeway system can be developed along the drainageways abandoned rail lines and, selected streets within the City. The system would serve not only residents by lowering the number of automobile trips, but could act as a visitor destination in itself, enhancing the potential for visitor oriented economic development.



Proposed Regional Open Space
& Pedestrian Plan

SITES: DOWNTOWN

Senoia's historic Main Street represents a unique double economic opportunity to a) add to its inventory of local shopping amenities as Senoia grows and b) a visitor destination as a unique historic architectural resource in the Atlanta Region. However, to be able to accommodate any new growth, it must be tied to a sewage treatment facility including a) a temporary facility in the near term and b) a permanent facility serving the entire city in the future. Once served by sewer, the following special public facilities are recommended as possible projects to be undertaken by the Downtown Development Authority.

1. A village green and civic pavilion on the site of the historic train depot. This central location can serve as a symbolic center for Senoia, a site for special events such as exhibits, festivals, etc., and an arrival point for visitors arriving on foot from the commuter Rail Station to the east.

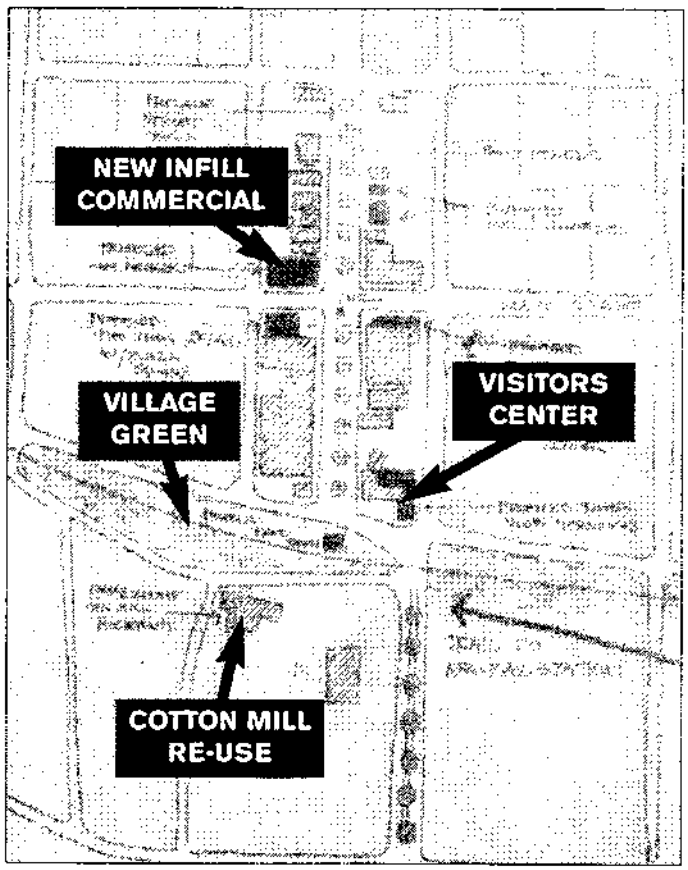
2. A Visitor's Center, which can be located in an existing storefront or in a small new building at the northern visual terminus of Broad Street where parking can be provided. The Center can also serve as a museum for Senoia's history.

3. New streetscape treatment along Main Street, including conversion of parallel median parking to angled parking interspersed with new street trees, reconstruction of the well in the center of the street, a gateway enhancement at the entry of Broad Street from Ga. 16, coordinated signage and historic markers, and a storefront awning program.

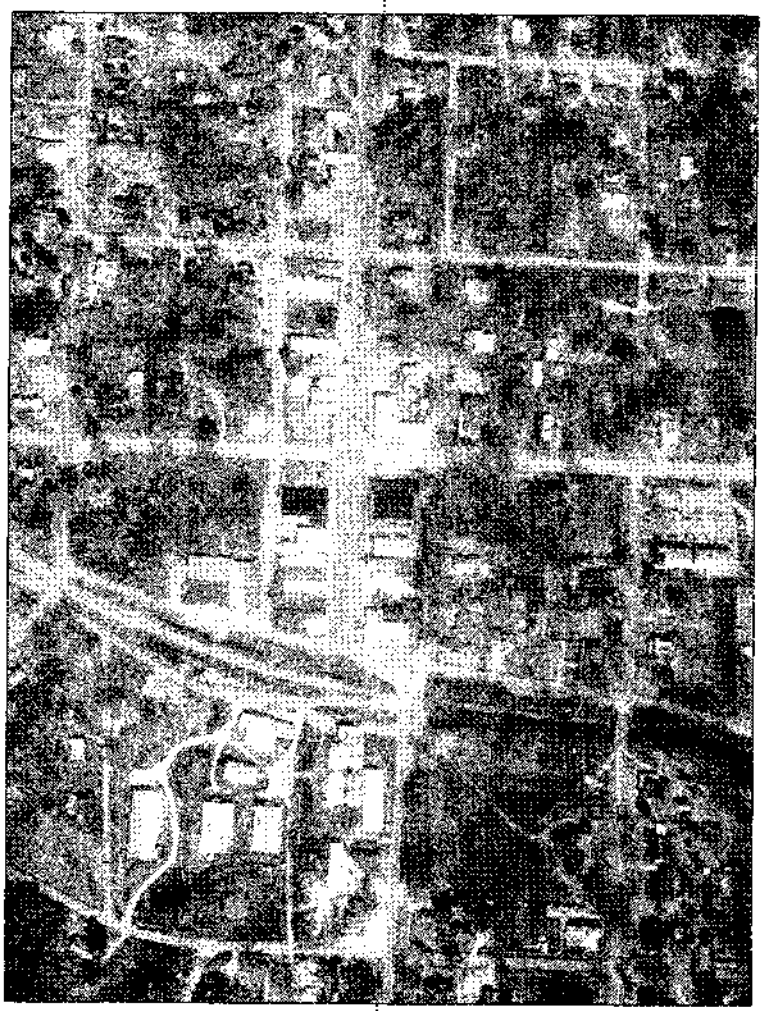
4. In-fill commercial buildings, located according to market demand, but with particular attention to the west side of the intersection of Main and Seavy Streets. This includes the preservation of the town's permanent "Christmas tree" on that corner as the centerpiece of a proposed small public plaza.

5. Adaptive re-use of the historic Cotton Mill buildings on the south side of the rail line as a restaurant, entertainment and commercial complex along with historic interpretation of the Cotton Mill.

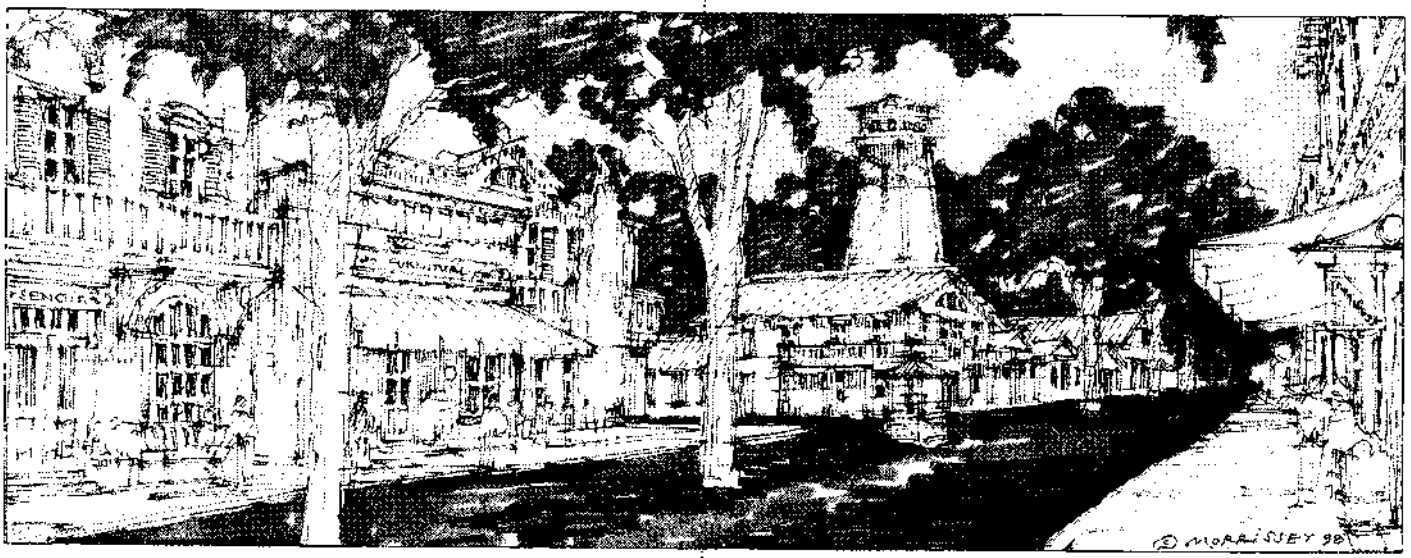
View North on Main Street



Concept Plan for Main Street



Downtown District



Proposed Improvements on Main Street

SITES: RAIL STATION DISTRICT

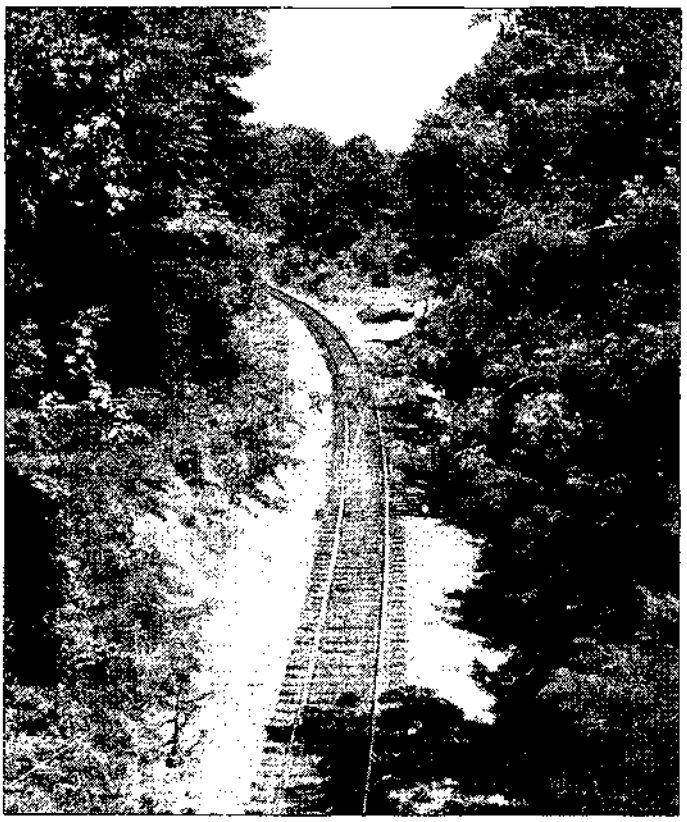
The proposed Rail Station District occupies the northwest quadrant of the intersection of Ga. 16 and Ga. 85 formed by the highways and the two rail lines which pass through the City. Three district configurations were briefly studied, each based on a separate location for the proposed Commuter Rail Station:

1. Alternate A—assumes the Rail Station to be located on an east-west station spur adjacent to Ga. 85.
2. Alternate B—assumes the Rail Station to be located along an east-west station spur closer to the historic City area.
3. Alternate C—assumes the Rail Station to be located directly on the north-south CSX line that serves as the commuter rail line.

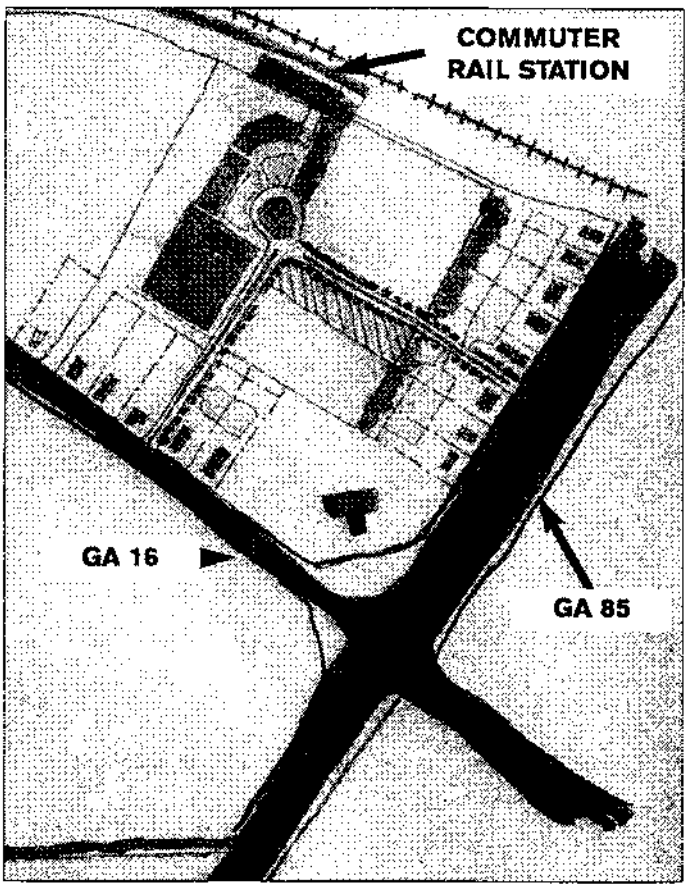
The Workshop recommended Alternate C as the preferred plan and it is developed in somewhat more detail on pp. 23. However, in any of the alternatives the following criteria are followed:

1. The station is immediately adjacent to proposed new commercial/office development with direct and visible access from both Ga. 16 and Ga. 85.
2. Parking for this commercial/office district can also serve as parking for the Rail Station.
3. A pedestrian/bike path connects the station to historic downtown.

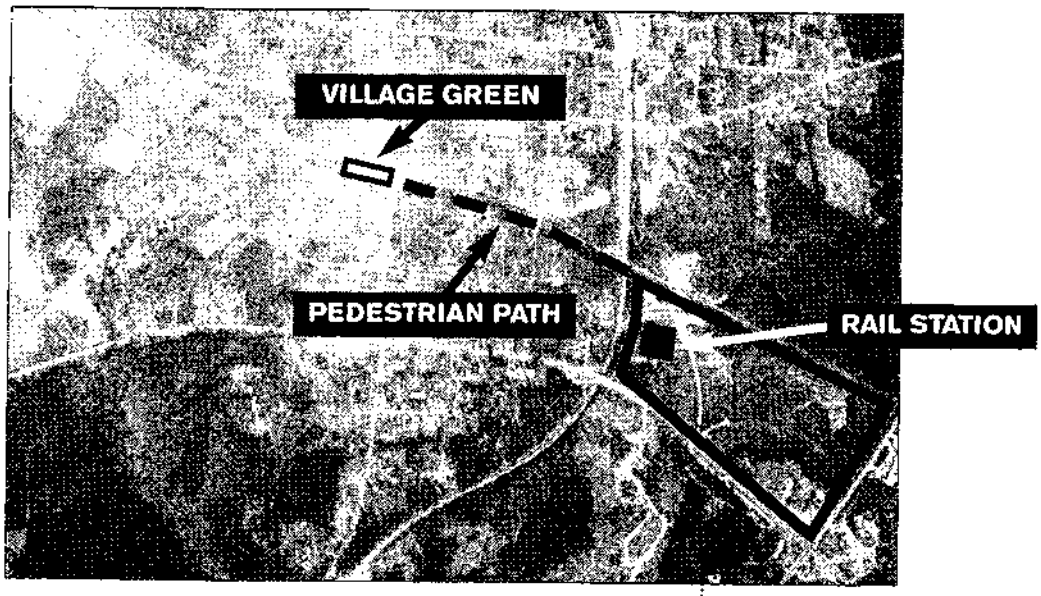
This district is intended to a) provide for highway related commercial that would not be appropriate for downtown, b) provide office development adjacent to the rail station as a potential employment destination, and c) provide pedestrian and bike access (through bike rentals) to historic downtown for visitors. The district should be purchased, zoned and marketed by the Senoia Downtown Development Authority and could be combined with a proposed public park south across Ga. 16. (see pp. 18)



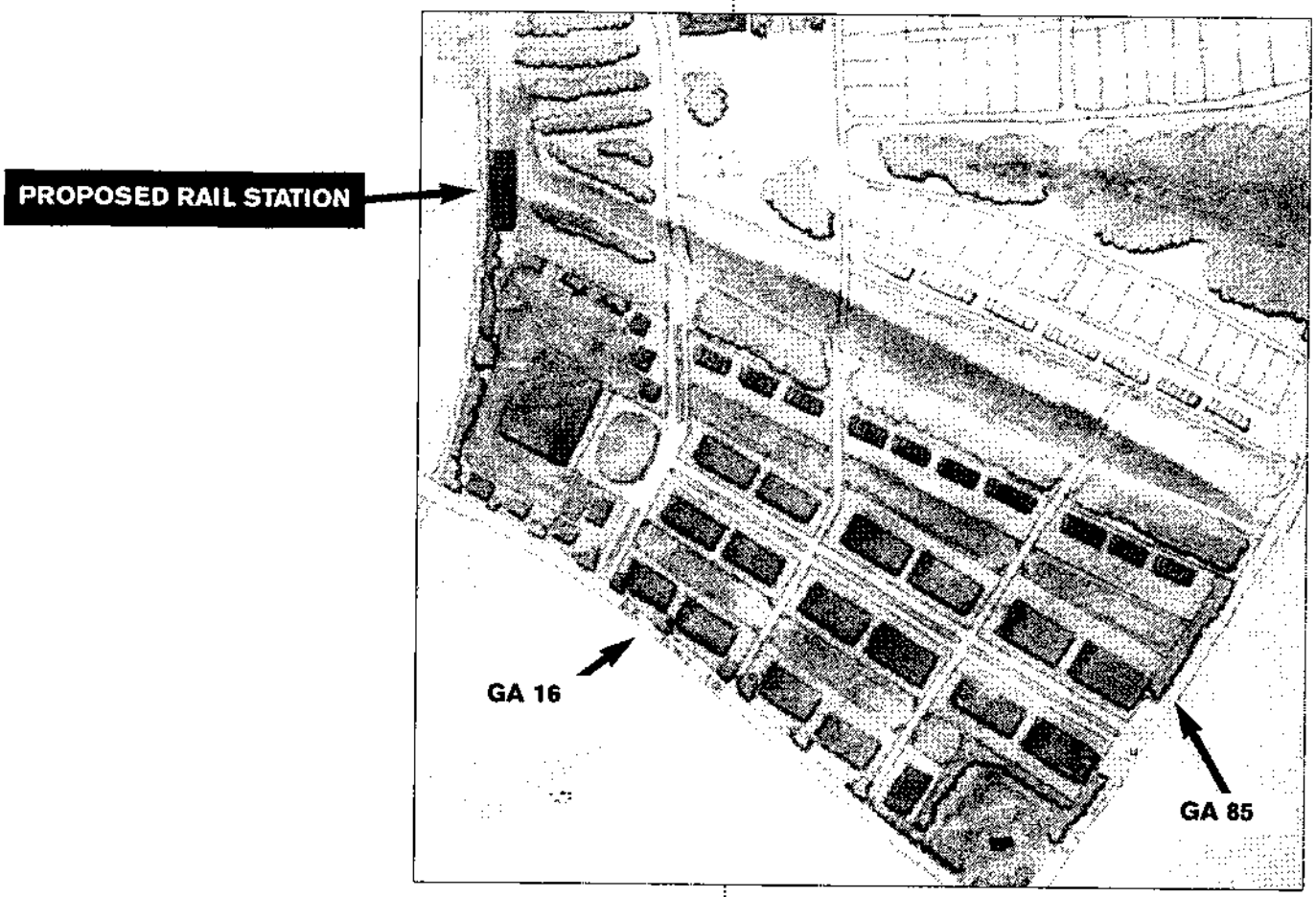
View North of Commuter Rail Line in Proposed Station Area



Proposed Alternate B

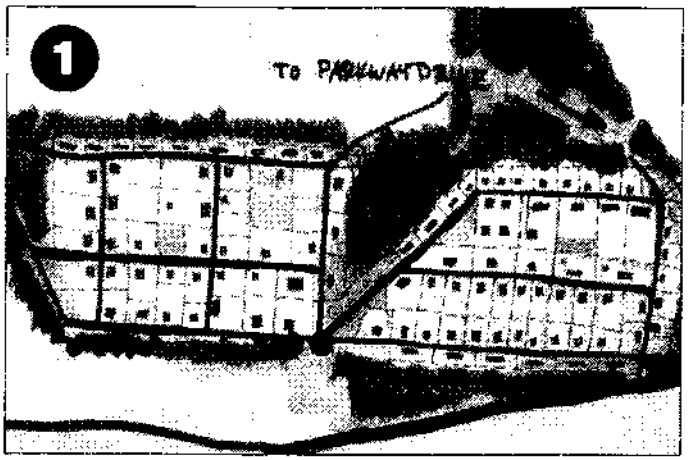


Rail Station District

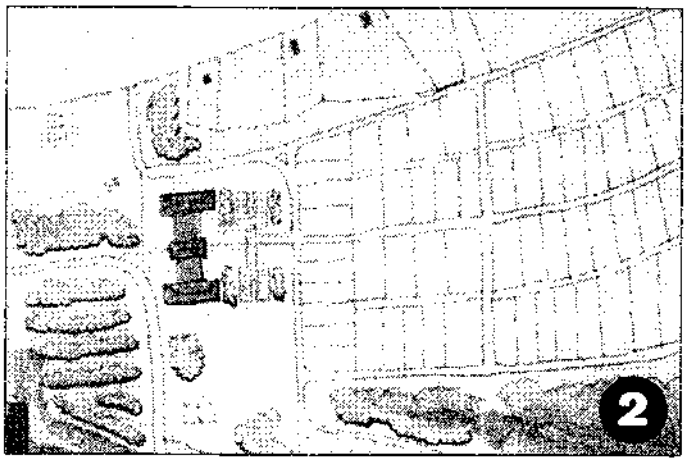


Proposed Plan–Rail Staion District–Atternate

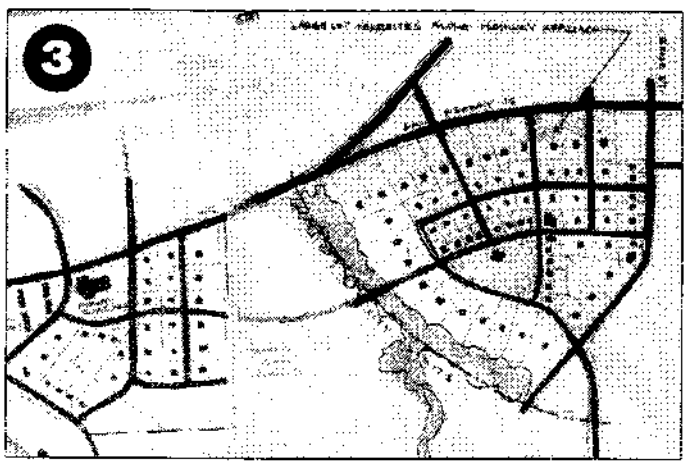
SITES: NEW NEIGHBORHOODS



Concept Plan–Neighborhood 1



Concept Plan–Neighborhood 2



Concept Plan–Neighborhood 3

To Provide opportunities for a diverse type of residential development within the downtown core, while creating a connection to the existing historic street pattern, three new neighborhoods within the existing City limits are recommended:

1. East Side, North of Seavy Road

Extend the historic block and lot dimensions from rail line to proposed parkway. Allow for a variety of housing types with architectural controls to match historic character of town. Set aside drainage ravine as open space.

2. East Side, South of Seavy Road

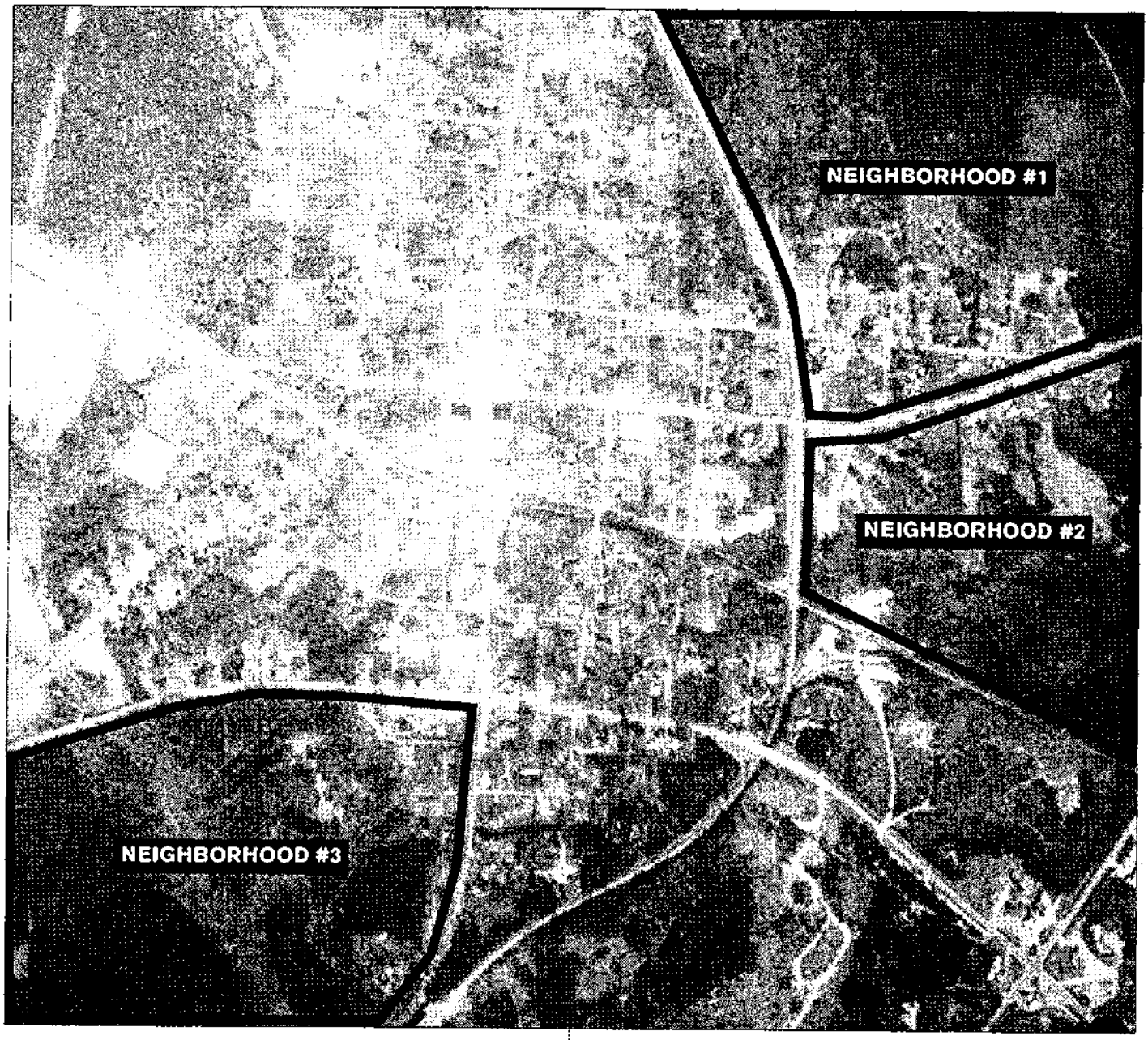
Extend the historic block and lot dimensions south and east of Seavy Road with larger lots on hill overlooking Ga. 85 with public buffer zone between highway and neighborhood street. Provide a pedestrian connection to the Commuter Rail Station District proposed immediately to the South

3. South of Ga. 16

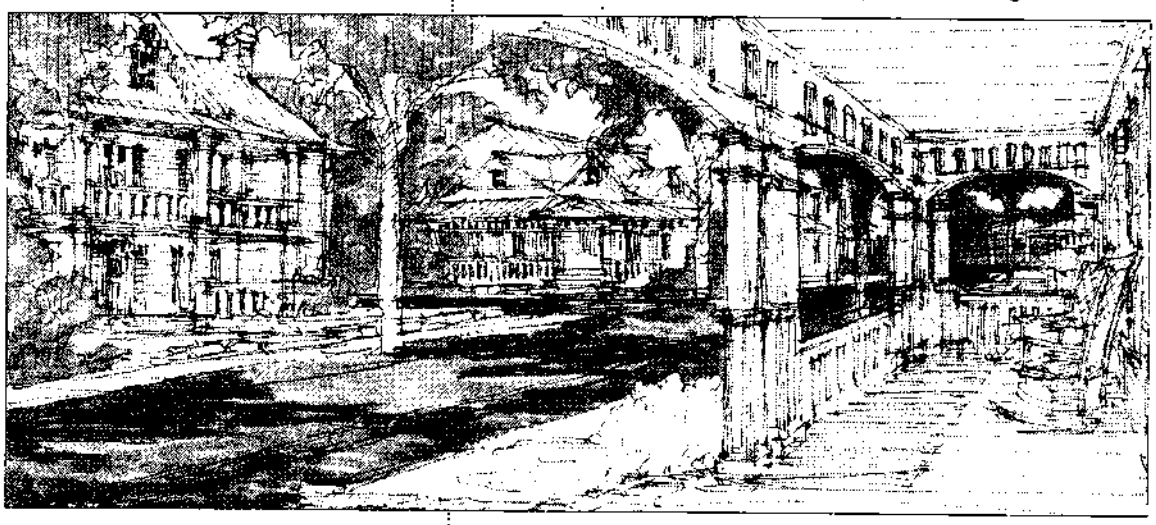
Reconfigure the lot sizes south of Ga. 16 to permit large lot home sites overlooking highway and smaller lots in the interior adjacent to similar existing homes in the area. Consider annexing area along Ga. 16 between two areas now within existing City limits in order to create a coherent accessible neighborhood in this area.

Design Criteria:

1. Pedestrian Orientation
2. Continuity of primary streets (Seay, Johnson)
3. Accommodate a diverse population–age, income, race in each neighborhood
4. Open space in the form of small neighborhood parks
5. Complementary architectural styles
6. Environmental sensitivity
7. Driveways to the back of houses so cars are not visible from street
8. Lots should accommodate ancillary structures (mother-in-law apts., garage apts., etc..)
9. Houses should have similar front setbacks.
10. Encourage small setbacks for better relationship to streets



Location of Proposed 3 Neighborhoods



View of New Neighborhood Street

PHASE I STRATEGIC ACTIONS

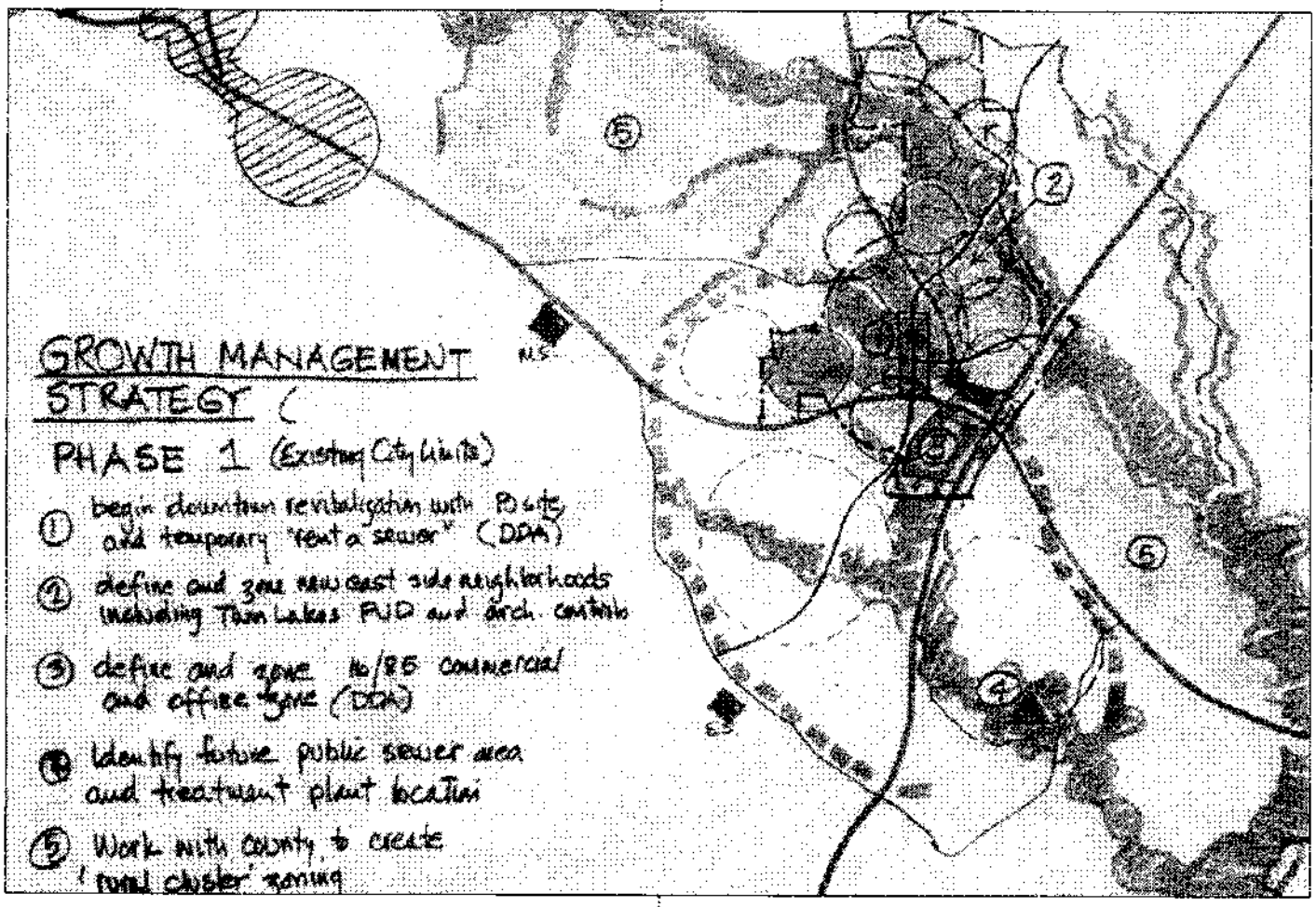
1. Begin downtown revitalization by:
   - Building a temporary wastewater package plant (used and/or leased) behind the Post Office to serve "downtown" only.
   - Building a "pavilion" on the old train depot site as a town symbol and location for public events (festivals, markets, etc.)
   - Preparing a Main Street streetscape and facade plan including a feasibility study of burying power lines with new sewer lines.

2. Establish a new zoning category and/or overlay zoning for traditional in-fill or new development within the City to be in keeping with historic character of town.

3. Revise existing zoning ordinance to include:
   - Reconfiguration and lower density for the Twin Lakes PUD.
   - New proposed "east side" neighborhoods with architectural controls.
   - Reconfigured commercial and office zone at corner of Ga. 16 and Ga. 85. Extend the jurisdiction of the Downtown Development Authority to include this zone.

4. Undertake a study to identify most appropriate site for future public sewer plant and catchment area.

5. Begin working with Coweta County to develop "rural cluster" zoning for unsewered portions of the Senoia area.



Phase 1—Strategic Action

Proposed New Heart of Downtown Senoia

Panelist Gary Cornell

Panelist Chair Tom Low

PARTICIPANTS

Senoia Steering Committee:

Coordinators:

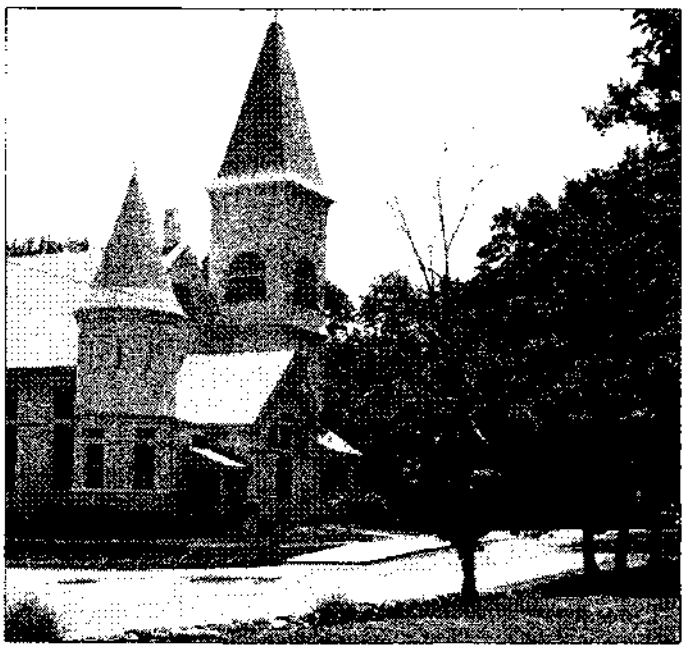
- Ellen Keys, The Georgia Conservancy
- Randal Roark, AIA, AICP, Georgia Tech Urban Design Workshop
- Lisa J. Hollingsworth, AICP, Planning Director, Chattahoochee Flint Regional Development Center

Professional Panel:

- Thomas Low, AIA, Chair; Duany, Plater-Zyberk & Co.
- Stephanie Gibbs, ASLA, Assistant Professor, University of Georgia
- Michael Morrisey, AIA, Toronto
- Belinda Sword, Robert Charles Lesser & Co
- Randy Vinson, ASLA, Newton County

Representing the ICDC:

- Mark Akenpoura, ITE, LRE Engineering, Inc.
- Gary Cornell, GPA, EDAW
- Leon S. Eplan, ICDC Coordinator
- Richard Rothman, AIA, Richard Rothman & Associates
- Alycen Whiddon, ASLA, Atlanta Bureau of Planning



Senoia First Methodist Church

Senoia Steering Committee:

- Joan Trammell, Mayor
- Maggie Armstrong
- Alison Baker
- Terri Ball
- Judy & Robert Belisle
- Bobbie Blandburg
- Jan Boals
- Bernice Crawford
- Tom Harber
- Emory Holland
- Barry Hulsey
- Bruce Humphrey
- Jimmy Hutchinson
- Jack Merrick
- Tom McKeehan
- Evelyn Middlebrooks
- Nancy Roy
- Joyce Smith
- Darlene Stanley
- Caldonia Watson
- Weston Young

From the Chattahoochee-Flint Regional Development Center:

- Sandra R. Parker, Economic Development Planner

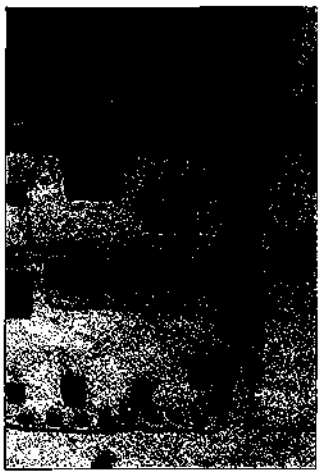
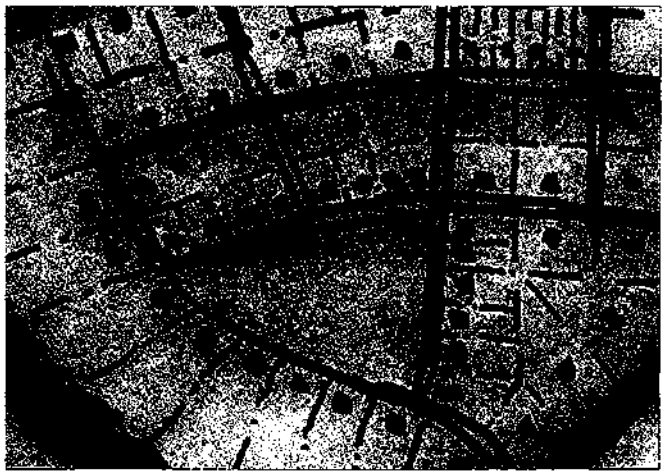
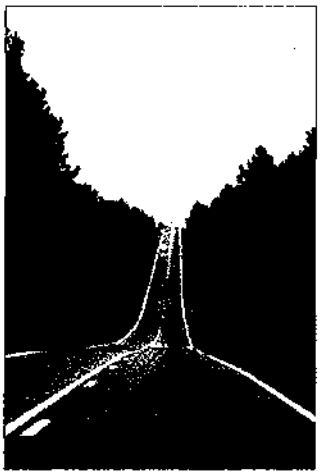
Georgia Tech Students

- Brooks Ballard
- Alicia Corral
- Aaron Fortner

University of Georgia Students:

- Billy Burke
- Scott Carlock
- Maxine Coleman
- Josh Esque
- Tyler Fishman
- Holly Lynn
- Jon Mautz
- Kevin McHenry
- Johnathan Meeks
- Brett Oliver
- Kim Kroll Pfeifffer
- Billy Roberts
- Camedon Teeter
- Jud Thompson
- Patrick Waylor

Workshop 3
Senoia



Blueprints for successful communities