



**City of Sennoia**

**Comprehensive Plan 2021 *DRAFT***

**To be adopted October 2021**

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# INTRODUCTION

The Georgia General Assembly passed the Georgia Planning Act in 1989 (O.C.G.A. Sections 50-8), creating a coordinated planning program for the State of Georgia. The program enables local governments such as, the City of Senoia, to effectively plan for its future and to improve communication with its neighboring communities. The City of Senoia intends to use the comprehensive plan as a guide in the day-to-day decision-making. This plan update was completed in accordance with the Georgia Planning Act of 1989 and the Georgia Department of Community Affairs Minimum Standards and Procedures for Local Comprehensive Plan.

**THE PURPOSE:** The City of Senoia 2021-2041 Comprehensive Plan is intended to provide city elected and appointed officials, staff, community leaders, and residents of Senoia with a guide for the future growth and development of the city over the next 20-year horizon. The Plan was developed in cooperation and in accordance with the Minimum Planning-Standards and Procedures of the 1989 Georgia Planning Act. The Comprehensive Plan will serve as a guide for making everyday decisions, which are supportive of the community's stated vision for its future.

**PROCESS:** The Comprehensive Plan process follows the Rules of the Georgia Department of Community Affairs (DCA), O.C.G.A. Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning, which were recently revised to improve the process of developing and adopting a Plan. By allowing local governments' greater flexibility in choosing their Plan's content, the resulting Plan is designed to be more relevant to the unique issues that each community faces, and more useful in supporting day-to-day

decisions. Effective on March 1, 2014, the new rules require that plans include a minimum of three distinct components, which are: Community Goals (Vision Statement, Goals and Character Area Map or Land Use), Needs and Opportunities (i.e.: Community priorities) and Community Work Program (that is a five-year action plan with long term and ongoing activities). This component was formerly called "Short-Term Work Program".

**REVIEW PROCESS:** The City of Senoia will transmit the plan to the Three Rivers Regional Commission (TRRC) when all three components are complete. The transmittal must also include the community's certification that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria. Once it completes its review, the TRRC will forward the plan to the Georgia Department of Community Affairs (DCA) for their review. Once the plan has been found by the DCA to be in compliance with the Minimum Standards and Procedures, the City Council must adopt the approved plan. Adoption must occur at least 60 days, but no more than one year, after submittal to the TRRC for review.

**LOCATION:** Senoia is located in the southeastern quadrant of Coweta County in the west- central part of Georgia, and bordered to the north by Peachtree City in Fayette County, and approximately 35 miles southwest of Atlanta.

**ENVIRONMENTAL CRITERIA:** The Environmental Planning Criteria that are part of the Minimum Planning Standards deal specifically with the protection of water supply watersheds, groundwater recharge areas, wetlands, river corridors and mountains, the latter not quite applicable in this region. These criteria were developed by the Department of Natural Resources (DNR) as mandated in Part V of the Georgia Planning Act and in the Mountains and River Corridor Protection Act. The criteria require that local governments identify existing and future water supply watersheds and adopt a water supply

watershed protection plan for their jurisdiction. Some uses may be grandfathered such as land uses existing prior to the adoption of a watershed plan, mining activities permitted by DNR, certain utility placements, special forestry or agricultural services. The Environmental guidelines also spell out criteria for the delineation of small and large water supply watersheds, for the protection of groundwater recharge areas, for the protection of wetlands, and for the protection of river corridors which shall be incorporated into this comprehensive plan and addressed specifically and in more detail through local ordinances and land development code regulations.

Coweta County is part of the Metropolitan North Georgia Water Planning District Watershed Management Plan which was developed as part of the State Water Plan amendment August 28, 2013. The City of Senoia Code of Ordinances Chapter 40 Land Development, Section 40-127, 40-193, 404-194, 40-195 addresses Watershed Protection/erosion control, drainage. Flood control IN addition, Article XI of the City's Ordinances addresses Vegetation Protection and Landscape requirements. These Rules for Environmental Planning and the City's Ordinances were considered when developing the comprehensive plan update for the City of Senoia.

**REGIONAL WATER PLAN:** Coweta County is part of the Metropolitan North Georgia Water Planning District Watershed Management Plan which was developed as part of the State Water Plan amendment August 28, 2013. As such the City of Senoia falls under that jurisdiction and will adhere to all the requirements and regulations governing thereof.

**COMMUNITY AND CITIZEN PARTICIPATION:** Public participation was an integral part of the planning process. A public hearing was held on February 15, 2021 and August 30, 2021 to inform the local citizens of preparation and subsequent draft of the plan. In addition, citizens also participated in an online community survey which

Throughout the planning process a Committee of stakeholders that included community leaders, stakeholders, city staff, and interested citizens met to discuss issues they see important to guiding Senoia into the future. This Committee provided valuable feedback, guidance, and recommendations about the comprehensive plan and served the integral role of guiding the update and the content of the resulting document.

**2021-2041 SENOIA COMPREHENSIVE PLAN STAKEHOLDERS  
STEERING COMMITTEE MEMBERS**

NAME	AFFILIATION
Tom Nolan	Planning Commission
Dorinda Hilbun	Historic Preservation Commission
Allison Garret	Citizen
Ralph Simmons	Citizen
Tracy Brady	Council Member
Dale Reeder	Council Member
Jennifer Mears	Downtown Development



# COMMUNITY VISION

## *SENOIA VISION STATEMENT*

*The City of Senoia will provide sound and thoughtful growth focusing on sustainable economic development, excellent public services, preservation of historic resources, and continuation of its unique small town atmosphere.*



# OUR PAST AND OUR PRESENT



Who we are....

The City of Senoia is a unique, intact, late nineteenth to early twentieth century small community which developed around the railroad. Senoia's historic residential and commercial districts are its jewel and a big differentiator in Senoia's unique sense of place. To honor Senoia's history and unique sense of place, new development must complement Senoia's historic past.

*"The character of a place, be it a town or neighborhood, is determined at the outset in the layout of streets, building lot arrangements, and building setbacks in relation to the natural surroundings found already present. Senoia's character in this sense was determined just after the Civil War by the Savannah, Griffin, and North Alabama Railroad Company (SG&NA) engineers who designed the expansion of the small rural outpost of Reverend Baggarly to accommodate the new railroad line."*

*"Senoia and similar towns throughout the immediate region provide a wealth of historic structures that have endured the test of time and they are now fit to serve the present and future as beacons of what is right or what has been successful. Only when quality neighborhood patterns are accompanied by quality buildings are truly distinctive and historic places created. Senoia currently has such combinations and this document hopes to cement the continuity of a quality environment in which to live, work, and play."*

*from Senoia, Georgia Pattern Book, February 22, 2010*

Who we want to be...

- ❖ Honor, and preserve our identity, architecture, heritage and sense of place
- ❖ Build upon our grid and remain a walkable, connected, and healthy community
- ❖ Promote our people through the support of their work, their craft and the entrepreneurship

# *ECONOMIC DEVELOPMENT*

## GOAL

Senoia will encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.

## Policies and Strategies:

- We will support programs for retention, expansion and creation of businesses that are a good fit for our community's economy in terms of job skill requirements and linkages to existing businesses.
- We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings.
- We will seek to balance the supply of housing and employment in our community
- We will take into account access to housing and impacts on transportation when considering economic development projects.
- We will take into account impacts on infrastructure and natural resources in our decision-making on economic development projects.
- We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects.
- We will carefully consider costs as well as benefits in making decisions on proposed economic development projects.
- We will work to diversify the economy to increase tax base and revenue sources
- We will continue to promote the history and heritage of the community as an economic development tool.

Needs:

- Future expansion of water and sewer facilities in order to attract new development and economic development opportunities.
- Need to promote revitalization of some parts of our community.
- We would like to create more jobs or economic opportunities in our community.
- We would like to work with the Downtown Development Authority and the Development Authority in the development and implementation of a “Development Strategy”.
- Additional medical services
- Increased diversity of employment, especially high tech.
- Local lodging options

Opportunities:

- Increased industrial expansion at the former baseball and recreation fields
- Expansion of downtown, infill development, and mixed use
- Continued focus on capitalizing on community history and heritage for tourism.
- Partnerships with Coweta County and Visitors Bureau
- Film industry as a tourism opportunity
- Increased tax base with new businesses
- Expansion of recreation, parks, and trails
- Future business incubator



# *TRANSPORTATION AND MOBILITY*

## GOAL

Senoia will address the transportation needs, challenges, and opportunities of all community residents. This may be achieved by fostering alternatives to transportation by automobile, including walking and cycling; employing traffic calming measures throughout the community; requiring adequate connectivity between adjoining developments; or coordinating transportation and land use decision-making within the community.

## Policies and Strategies:

- We will make decisions that encourage walking, biking, car-pooling, golf-carts, multi-use trails and other alternative transportation choices.
- Our new and reconstructed roadways will be appropriately designed, using context sensitive design considerations, to enhance community aesthetics and to minimize environmental impacts.
- Our new and reconstructed roadways will be designed to accommodate multiple functions, including pedestrian facilities, parking, bicycle routes, public transit (if applicable) as well as local vehicular circulation.
- We will consider the adoption of a Complete Streets policy.
- We will promote connectivity of our road network (such as fostering a grid network of streets, multiple connections between subdivisions).
- We will update the subdivision ordinance and development regulations to support enhanced design and connectivity.
- We support creation of a community-wide pedestrian/bike and multi-use pathnetwork connecting neighborhoods and activity centers.
- We will encourage new development that supports and ties in well with planned public transit options in the community.
- We will ensure (through traffic calming and other design considerations) that excessive vehicular traffic will not harm the peaceful nature of our residential neighborhoods.
- We will promote the use of existing public transit.

Needs:

- Increased connectivity between neighborhoods through an expanded street grid network
- East – west connectivity could be improved
- Design and implement a sidewalk, multi-use path master plan
- Installation of electric vehicle charging stations
- Consider Senoia as a commuter – transit hub to Atlanta
- Increased connectivity to other cities in Coweta County such as an extended trolley system
- Improvement of sidewalks
- Increased ADA accessibility

Opportunities:

- Extension of multi-use paths
- Norfolk-Southern rail corridor



# *COMMUNITY FACILITIES, INFRASTRUCTURE, AND SERVICES*

## GOAL

Senoia will ensure that all community residents, regardless of age, ability, or income, have access to critical goods and services, safe and clean neighborhoods, and good work opportunities. This may be achieved by providing services to support the basic needs of disadvantaged residents; instituting programs to foster better health and fitness; or providing all residents the opportunity to improve their circumstances in life and to fully participate in the community.

## GOAL

Senoia will identify and put in place the prerequisites for the type of future the community seeks to achieve. These prerequisites might include infrastructure (roads, water, and sewer) to support or direct new growth; ordinances and regulations to manage growth as desired; and leadership and staff capable of responding to opportunities and managing new challenges.

## Policies and Strategies:

- Our community will make efficient use of existing infrastructure and public facilities in order to minimize the need for costly new/expanded facilities and services.
- We will protect existing infrastructure investments (i.e., already paid for) by encouraging infill redevelopment, and compact development patterns.
- We will ensure that new development does not cause a decline in existing levels of service for the community's residents and employers.
- We will limit development within our community to areas that can be reasonably served by public infrastructure.
- We will ensure that capital improvements needed to accommodate future development are provided concurrent with new development.
- Our community will use planned infrastructure expansion to support development in areas identified (in the comprehensive plan) as suitable for such development.
- The community will seek ways for new growth to pay for itself (in terms of public investment in infrastructure and services to support the development) to the maximum extent possible.
- The community will use sequential, phased extension of utilities and services to encourage rational expansion of development to areas immediately contiguous to already developed areas of the community.
- The city will plan new development in accordance with capacity of its utilities.
- We will invest in parks and open space to enhance the quality of life for our citizens. This will include implementation of elements of the 2011 Park and Recreation Master Plan and routinely updating the master

plan.

- We will work with the local school board to encourage school location decisions that support the community's overall growth and development plans.
- Senoia will continue to enforce and reexamine its stormwater management plan and develop plans to protect environmentally sensitive areas of the city.
- Senoia will continue to consider growth of its multi-use trail system into its decision-making.

Needs:

- Investments in new state-of-the-art technology
- Increased fiber optic infrastructure, especially for the expansion of broadband and connectivity
- Assess the impact of new development to associated infrastructure
- Additional parking downtown is needed
- Need to update the 2011 Park and Recreation Master Plan
- Need to expand city hall with the possibility of relocation

Opportunities:

- State and Federal grants to fund expansion of infrastructure
- City-owned land for future city hall
- Future community events facility such as an amphitheater





# *COMMUNITY DEVELOPMENT AND HOUSING*

## GOAL

Senoia will promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community. This may be achieved by encouraging development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing for residents of all socio-economic backgrounds; or coordinating with local economic development programs to ensure availability of adequate workforce housing in the community.

## GOAL

Senoia will maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community. This may be achieved by encouraging development or redevelopment of sites closer to the traditional core of the community; designing new development to minimize the amount of land consumed; carefully planning expansion of public infrastructure; or maintaining open space in agricultural, forestry, or conservation uses.

## Policies and Strategies:

- We are committed to creating walkable, safe, and attractive neighborhoods throughout the community, where people have easy access to schools, parks, and necessary services (grocery store, drug store) accessible to multi-use trails and sidewalks. Creation of recreational facilities and set-aside of greenspace are important to our community. The city should consider an amendment to the land development ordinance to further protect from the negative effects of timbering and preservation of open space. We are committed to providing pleasant, accessible public gathering places, golf cart access and parks throughout the community.
- We are committed to redeveloping and enhancing existing commercial and industrial areas within our community supported by smart growth development.
- We support appropriate residential and non-residential in-fill developments and redevelopment in ways that complement surrounding areas.
- We support increases in residential density in areas where community design standards, environmental constraints and available infrastructure capacities can satisfactorily accommodate the increased density.
- We support new land uses that contribute to protecting the environment and preserving meaningful open space.
- We support new land uses that enhance housing options in our community.
- We are open to land planning and development concepts that may be new to our area but have been successful in other places.
- We would like to redevelop the current public housing
- We would like to encourage the inclusion of various price

points with new housing development

- We need to promote attainable workforce housing

## Needs:

- A master plan for the city, designating future land use, such as new business sectors (software and medical, incubator spaces)
- We need to address the rate of demolition
- Update the annexation plan and coordinate with the County.
- We need to promote new development that reflects the community, sense of place and historic heritage.
- Continue downtown development with a focus on mixed use and the inclusion of both retail, office, and residential use.
- Need to develop vacant and activate under-utilized downtown properties.
- Need to increase wayfinding signage within the downtown
- Increase the amount of greenspace in our community.
- We would like to improve the curb-appeal of some commercial and residential areas.
- We would like to discourage visual clutter (such as excessive signage) along roadways.
- Improve our sign ordinance.
- We would like to increase the mix of housing (by size, type, and price range) in our city.
- Provide more protection of historic resources.

# *CONSERVATION AND PRESERVATION OF THE SENSE OF PLACE*

## GOAL

Senoia will promote the efficient use of natural resources and identify and protect environmentally sensitive areas of the community. This may be achieved by promoting energy efficiency and renewable energy generation; encouraging green building construction and renovation; preserving historic structures; utilizing appropriate waste management techniques; fostering water conservation and reuse; or setting environmentally sensitive areas aside as green space or conservation reserves.

## GOAL

Senoia will protect and enhance the community's unique qualities. This may be achieved by maintaining the downtown as focal point of the community; protecting and revitalizing historic areas of the community; encouraging new development that is compatible with the traditional features of the community; or protecting scenic and natural features that are important to defining the community's character.

## Policies and Strategies:

- Our decisions on new development will contribute to, not take away from, our planned community's character and sense of place. We will encourage development that is sensitive to the historic context, sense of place, and overall setting of the community. We want development whose design, landscaping, lighting, signage, and scale add value to our community. We will continue to encourage implementation and updating of our 2011 Park and Recreation Master Plan.
- Our gateways and corridors will create a "sense of place" for our community. We will encourage the development of downtown as a vibrant center of the community in order to improve overall attractiveness and local quality of life.
- The protection and conservation of our community's resources will play an important role in the decision-making process when making decisions about future growth and development.
- We will minimize inefficient land consumption and encourage more compact urban development in order to preserve green open space and natural resource areas.
- We will encourage new development to locate in suitable locations in order to protect natural resources, environmentally sensitive areas, or valuable historic, archaeological or cultural resources from encroachment.
- We will factor potential impacts on air and water quality in making decisions on new developments and transportation improvements.
- Infrastructure networks will be developed to steer new development away from sensitive natural resource areas.
- We will promote the protection and maintenance of trees and green open space in all new development. We will implement the Tree Ordinance and amend it to address landscape and land development plans that require maintenance of landscaping.
- We will promote low-impact development that preserves the

natural topography and existing vegetation of development sites.

- We will promote enhanced solid waste reduction and recycling initiatives.
- We will ensure safe and adequate supplies of water through protection of ground and surface water sources.
- We will encourage the protection and maintenance of our historic structures by continued support of the Historic Preservation Commission. We will preserve and promote the unique historic heritage and structures and honor our designation on the National Register of Historic Places.

## Needs:

- We need to study the feasibility of agricultural and/or rural zoning categories and guidelines
- Seek to increase residential buffers
- Increased recycling
- Need to ensure adequate future water supply
- Seek increased protection of natural resources
- Seek increased education of the historic preservation commission and other preservation tools

# GOVERNANCE

## GOAL

Senoia will cooperate with neighboring jurisdictions to address shared needs and future growth. This may be achieved by actively participating in regional organizations; identifying joint projects that will result in greater efficiency and less cost to the taxpayer; or developing collaborative solutions for regional issues such as protection of shared natural resources, development of the transportation network, or creation of a tourism plan.

## Policies and Strategies:

- We will seek opportunities to share services and facilities with neighboring jurisdictions when mutually beneficial.
- We will work jointly with neighboring jurisdictions on developing solutions for shared regional issues (such as growth management, watershed protection).
- We will pursue joint processes for collaborative planning and decision-making with neighboring jurisdictions.
- We will consult other public entities in our area when making decisions that are likely to impact them.
- We will provide input to other public entities in our area when they are making decision that are likely to have an impact on our community or our plans for future development.
- We will engage in cooperative planning between the local government and local school board in regard to the appropriate location and use of schools as community facilities.

## Needs:

- Increased coordination with Coweta County, Fayette County, Peachtree City, City of Newnan and neighboring jurisdictions on shared needs and growth strategies.
- We would like to reduce the cost of providing public services/facilities.
- We would like to maintain the quality of life for our citizens by maintaining the friendly and small town atmosphere of Senoia.
- We will continue to work with Coweta County and our neighboring jurisdictions of the Town of Sharpsburg, City of Newnan, Town of Moreland, City of Grantville, Town of Turin and City of Haralson on the joint Comprehensive Transportation Plan.

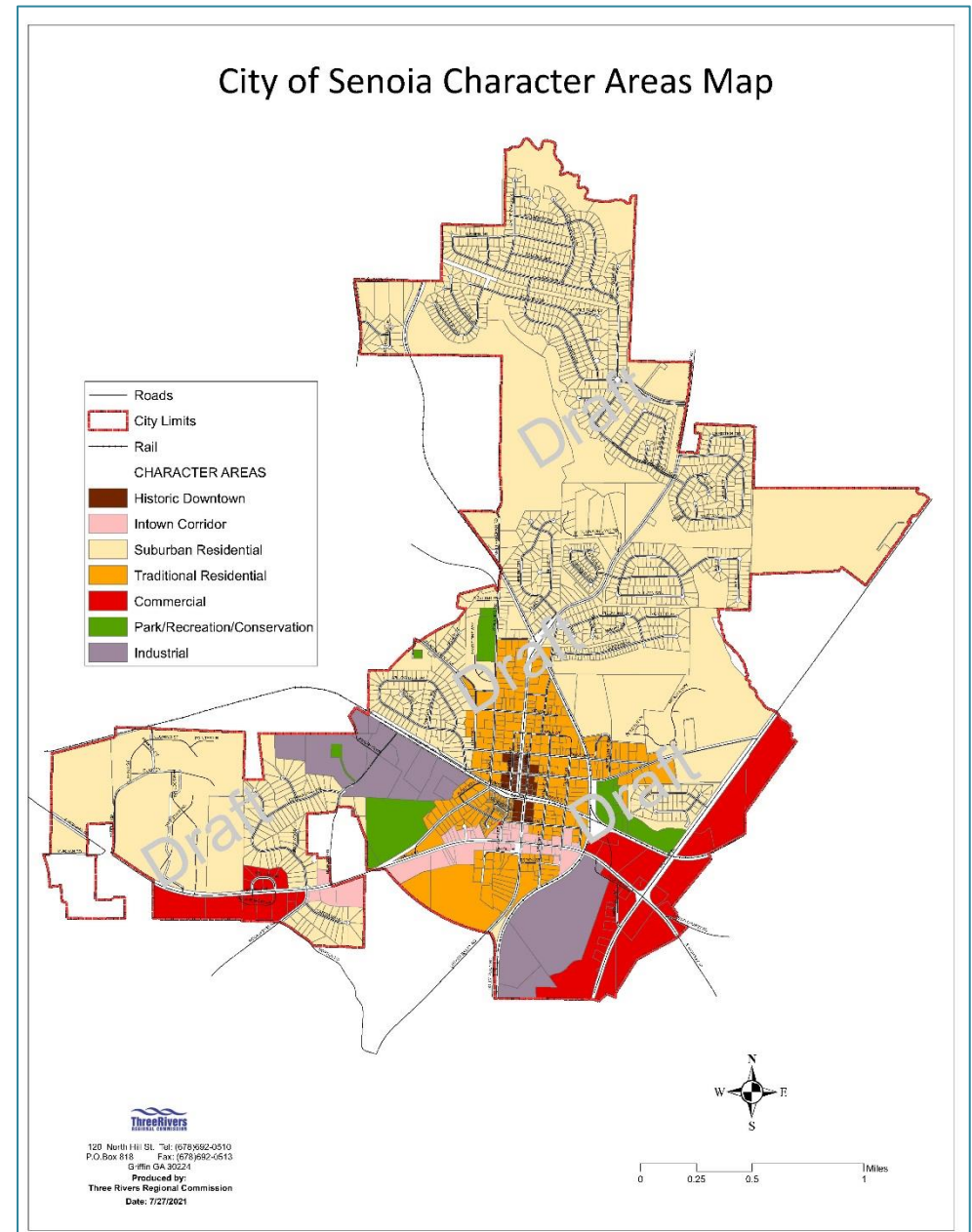
# CHARACTER AREAS And Future Land Use

Character areas are geographic sub-areas of a community which contain unique characteristics and physical form. Character areas have unique or special characteristics to be preserved or enhanced and have potential to evolve into a unique area with more intentional development and guidance. They may require specific and attention due to unique development issues.

## Character Area and Future Land Use Map:

The Future Land Use Map is intended to be used as a guide for the decision and policy makers in Senoia to implement the growth and development vision within the community. The community stakeholders identified the following character areas with the City of Senoia.

- Historic Downtown
- Intown Corridor
- Suburban Residential
- Traditional Residential
- Commercial
- Parks
- Industrial





## *HISTORIC DOWNTOWN*

The historic downtown area is the heart of the City of Senoia and the Senoia National Register Historic District. This is the traditional central business district and contains a mix of retail and civic uses. Historic commercial structures blend in with new and sensitively designed infill development.

The Senoia Downtown Development Authority has taken steps to ensure future development is compatible architecturally. The Senoia Historic Preservation Commission adds an additional layer of design review to ensure any physical changes are appropriate and support the integrity of the historic district.

Land uses categories appropriate for the area include commercial, residential, public and institutional, and parks.

Implementation strategies:

- ❖ Development should be pedestrian oriented
- ❖ Infill should be appropriately designed to fit the district
- ❖ Utilize the historic tax incentives for rehabilitation of historic structures
- ❖ Utilize the Senoia HPC and Historical Society for educational efforts
- ❖ Enforce historic overlay zoning and HPC design review
- ❖ Encourage a mix of uses

# *INTOWN CORRIDOR*

This area of Senoia contains unique development opportunity and transportation accessibility. The is corridor traverses GA Highway 16 east and west of Main Street and Luther Bailey Road and is a major gateway into the heart of the community. The corridor currently contains a mix of small commercial outlets and residential parcels. The City of Senoia intends to implement a special overlay along this route to encourage a higher degree of pedestrian access and mixed use development.

Land use categories appropriate in the area include commercial, mixed-use, and institutional.

Implementation strategies:

- ❖ Require streetscape plans for new development
- ❖ Require underground utilities
- ❖ Encourage public street access and rear parking
- ❖ Appropriate building design
- ❖ Encourage two and three story structures
- ❖ Gateway signage
- ❖ Encourage development to locate close to roadways







## *SUBURBAN RESIDENTIAL*

This area is the largest character area within the City of Senoia. Suburban residential style development is located adjacent to the traditional residential area and moves outward into the edges of the city limits. The area includes established residential neighborhoods developed in curvilinear street patterns. Limited connectivity exists between developments but cart paths are becoming more common. These paths create increased connectivity for multiple users.

Land uses appropriate in this area are limited to single family residential, parks, and other institutions.

Implementation strategies:

- ❖ Promote the use of conservation subdivisions to preserve greenspace and rural setting
- ❖ Continue multi-use paths between neighborhoods
- ❖ Encourage sidewalk connections to existing network where appropriate.
- ❖ Tree canopy preservation
- ❖ Encourage road network connectivity, if possible connections to existing grid
- ❖ Utilize buffers and to protect rural setting where appropriate.
- ❖ Promote a mix of housing types and price points

# *TRADITIONAL RESIDENTIAL*

The traditional residential character area surrounds the historic downtown district of Senoia. The majority of housing in this area was constructed before 1950 and are contributing properties to the Senoia National Register District. This area also falls under the historic overlay district. Homes are highly maintained and owner-occupied. Many local residential and church landmarks are located within this area. Recently, vacant lots have been developed with architecturally appropriate housing. This area also falls under the jurisdiction of the Senoia Historic Preservation Commission.

Land uses appropriate for this area include residential and public and institutional.

Implementation strategies:

- ❖ Encourage the use of historic tax incentives for the rehabilitation of structures.
- ❖ Enforcement of the historic overlay guidelines and HPC design review
- ❖ Promote infill that is architecturally appropriate and of compatible with the neighborhood
- ❖ Educate new and existing residents of HPC design guidelines
- ❖ Encourage traditional neighborhood design principles



# COMMERCIAL

The commercial character areas are located along GA Highway 85 and GA Highway 16. Commercial developments along Highway 85 fall under special commercial overlay zoning. Big box retail store are limited. Both commercial areas are required to include landscaping and meet other site design standards. Much of the land within this area has yet to be developed.

Land uses appropriate for this area include commercial, public and institutional, and mixed-use.

Implementation strategies:

- ❖ Enforce overlay requirements
- ❖ Encourage connectivity between developments
- ❖ Encourage multi-use paths to connect to residential neighborhoods





## *PARKS*

This character area includes two city greenspaces, Marimac Lakes and Seavy Street Parks. Both parks offer scenic greenspaces and walkable recreation amenities in a rapidly growing area. Both parks also contain spaces for family and community gathering. Seavy Street Park offers future path connections to nearby shopping centers along Highway 85. The City of Senoia library is located along the banks of the lake at Marimac Lakes Park.

Land uses appropriate for this area is limited to passive parks, greenspace, and multi-use trails.

Implementation strategies:

- ❖ Encourage increased access via sidewalks and multi-use paths
- ❖ Increase amenities within each space while preserving the natural scenery
- ❖ Ensure proper maintenance of existing facilities

# *INDUSTRIAL*

There are two areas of Senoia that contain existing industrial activity or the potential for new. The active industrial district is home to two main companies, Winpak and Tencate. These locations are served by rail and local roads but no major highways. Adjacent to Winpak, the City of Senoia plan to convert underused recreation fields into expanded industrial use.

Land uses appropriate for these areas include general industrial and commercial.

Implementation strategies:

- ❖ Ensure water and sewer infrastructure capacity
- ❖ Place buffers between incompatible uses
- ❖ Ensure roadways are built to accommodate transportation needs
- ❖ Promote partnerships between businesses and local workforce development programs
- ❖ Incorporate landscaping and site design



# ECONOMIC DEVELOPMENT

The purpose of this Economic Development section is to identify local economic development trends. Policy decisions should be based on a healthy commercial and industrial tax base, with a focus on the retention of local businesses. This section examines the local economic base, the labor force, economic programs, tools, and resources that are available. This information is analyzed to determine the community's strengths and weaknesses. Given the city's size and population, this can pose a challenge for policy-makers, but it is imperative that well thought out development and review regulations are in place as the city prepares itself for growth from its neighboring jurisdictions.

The quality of life in any community relates to its economic health. The number of jobs in any given community may be a primary indicator of local economic health and vitality. Likewise, while the number of jobs is important, economic development should be about more than just jobs. The City of Senoia should embark on a pro-active vision to take full advantage of SR 16 and designate that area a commercial zone.

In 2006, as part of the community involvement effort, participants worked towards an economic development strategy for the city including a discussion of the city's strengths and weaknesses. At that time, Senoia was identified as having many strengths that could help to support economic development. Paramount to these strengths was the potential to expand the local tourism industry, a tactic that demands the preservation and enhancement of the city's historic small-town character. The DDA Downtown Development Authority is very active in the city and has held several open houses meeting as part of its own development and recruitment drives and the consultants were invited to

participate in one such open house as part of this planning process. The City also supports the efforts of the Senoia Development Authority (DA). The DA is in the process of developing a strategic plan to help in there efforts of attracting businesses to Senoia.

As a direct result and demand for development in Coweta County and neighboring jurisdictions, Senoia local economy will experience profound changes. As the population increases in the next 20 years, demands for services will increase, and the local economy will be forced to respond with new businesses and employment opportunities.

Despite being relatively small, Senoia is a community that is close to the urbanized City of Atlanta, which is just 30 minutes away. The City may want to continue to explore and work collaboratively with its Downtown Development Authority and its Development Authority in actively pursuing Strategic Economic Development. Through it, the City can consider the types of business it needs to attract to create a healthy economy, how it should attract and retain those businesses, and provide incentives and investment programs. The Three Rivers Regional Commission (TRRC), Economic Development Plan (CEDS), can also serve as a tool for the City. These plans should be led by the DDA and DA but also include participation by the City Government, Newnan Coweta County Chamber of Commerce, neighboring Downtown, Development, and/or Industrial Authorities as well as various City stakeholders. The city should also consider joint ventures with neighboring jurisdictions, such as Peachtree City. An under explored resource in attracting economic development is the quality of life of the community. The result of all surveys conducted expressed from the residents a desire for multi-use paths to and from Peachtree City. Quality of life factors like this and projects listed in the city's 2011 Park and Recreation Master Plan are critical to the city's development and small town uniqueness and individuality.

Senoia can benefit from overall economic health from Coweta County, the neighboring Spalding and Fayette Counties, Peachtree City, and the region as a whole. The continual upgrade and maintenance of roads, infrastructures, sewer and water within the City limits will further place the City in a favorable light and competitiveness.

The City of Senoia continues to play a leading role in the renaissance of its small city sense of place as expressed by the residents during the surveys and planning process. However, gateways into the city are critical and visible and attractive signage can go a long way in bringing attention to the city limits. Highway 16 and 74/85 are all critical pathways through the City of Senoia. Annexation can be another aspect as well along SR 74/85 and SR 16 and other major thoroughfares within the City, which will provide new opportunities for businesses. Gateways like SR 16, Rockaway Road and SR 85 should be taken advantage of by the city. The annexation boundary (see page 60) shows the limits the City is considering during this planning period.

The City of Senoia should continue to actively work on its identified goals to improve the overall economic development environment of the City. Those goals should include but not limited to:

1. Continued internal and external improvement for the City on a local, sub-regional, regional and national level.
2. Continued development of a broader relationship between the private and public sector.
3. The creation of more opportunities for the residents and a strong workforce for pro-active preparation for the job market.
4. The continued focus by both the DDA and DA in redefining and refining of targeted industries for business recruitment into the city.
5. The creation of a Community and/or Economic Development position to promote the City would be a major boast and

benefit to the City.

6. The encouragement and creation of business incubators, and or technology sectors into the City and in particular along SR 16 and 74/85 corridor.
7. The continued partnership between the city and the Downtown Development Authority (DDA) as they play a major role in the redevelopment of the downtown. Similar efforts should be made with the Historic Society as they too play a significant role in the development of the downtown and historic nature of the city. Grant acquisition and administration is also critical to the city's continued prosperity.
8. All parties including major stakeholders and the citizens should play a leading and coordinating role in the land redevelopment efforts.
9. Continued coordination and pro-active approach by the City with Coweta County, Three Rivers Regional Commission (TRRC), Atlanta Regional Commission (ARC),
10. Development of an investment and incentive package for business development.
11. Consider the recommendations of a Senoia Downtown Development Authority (DDA) strategic plan.

## Strengths:

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

## Weaknesses:

- No interstate access.
- Limited cultural facilities.
- Limited educational opportunities in the Community (but it should be noted that Coweta Charter Academy does serve K-8).
- Limited health care facilities or pharmacy.
- Limited fiber optics.

## Film and Television

The State of Georgia and in particular the metro Atlanta area is one of the fastest growing areas in the movies and filming industry. It is reported that filming is a \$7 Billion economic business to the state in 2015. Raleigh Studios is located in Senoia and is a state of the art film complex. Several TV shows and major pictures have been filmed in Senoia. The City will continue to work with the film industry in the future.

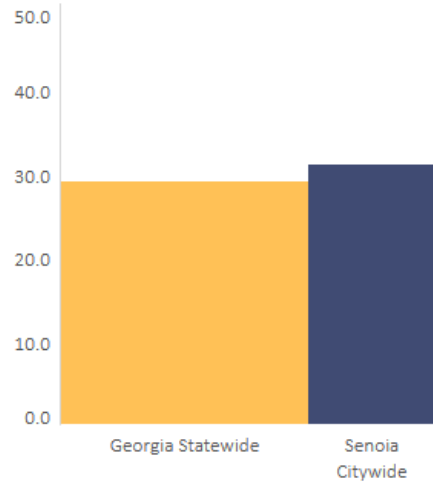
The State of Georgia has an attractive tax incentive in place for the film industry and the City of Senoia has been very pro-active and will continue to support the State's film tax credit and encourage the continuation and the expansion of the film and movie industry in the City and the State.

The data below (courtesy Georgia Municipal Association) reflects where the city is in comparison to the State of Georgia and can be used as a reference tool in planning and policy decision-making.

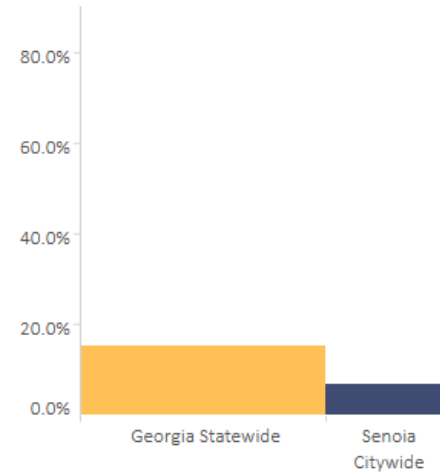


## ECONOMIC DATA

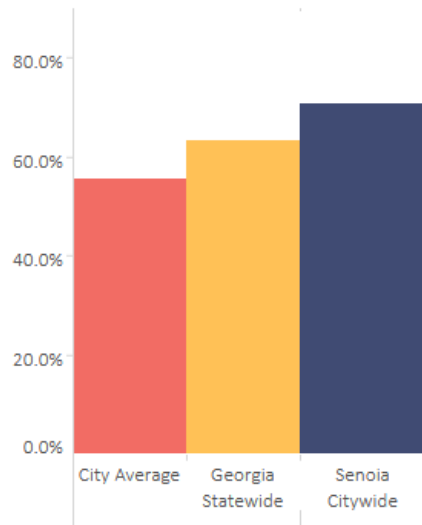
### Mean Travel Time to Work in Minutes



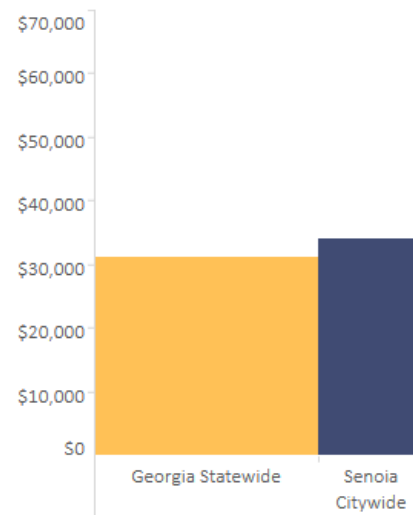
### Percentage of Population in Poverty



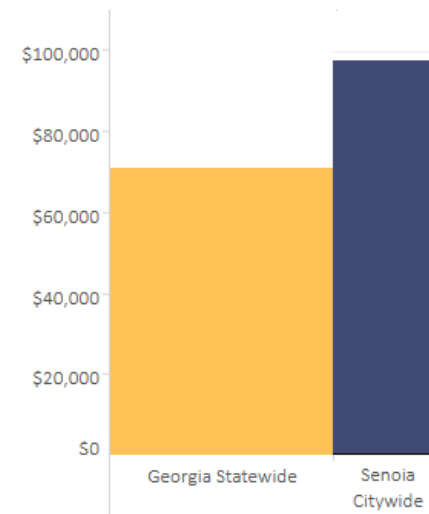
### Percentage in Labor Force



### Per Capita Income

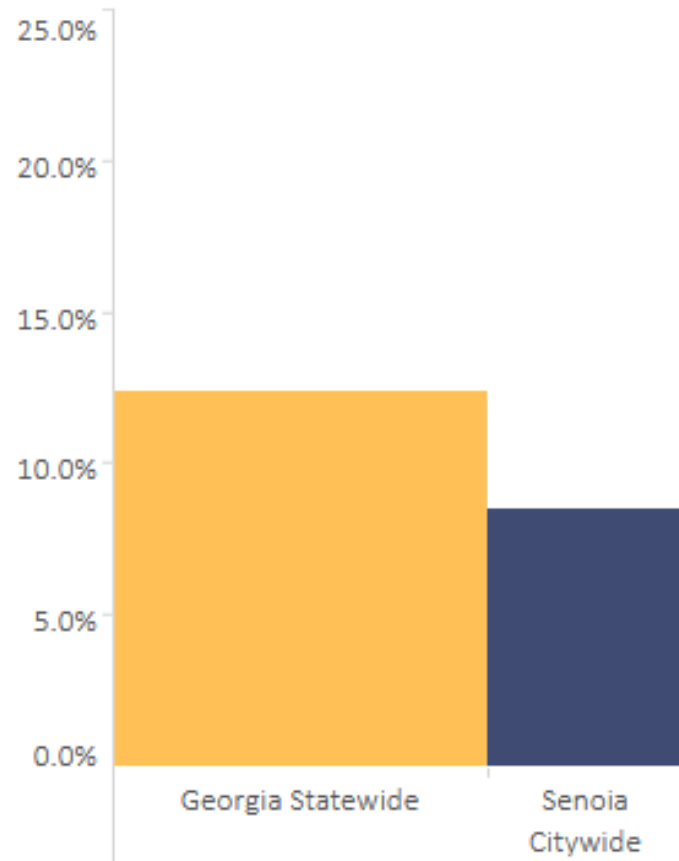


### Median Family Income

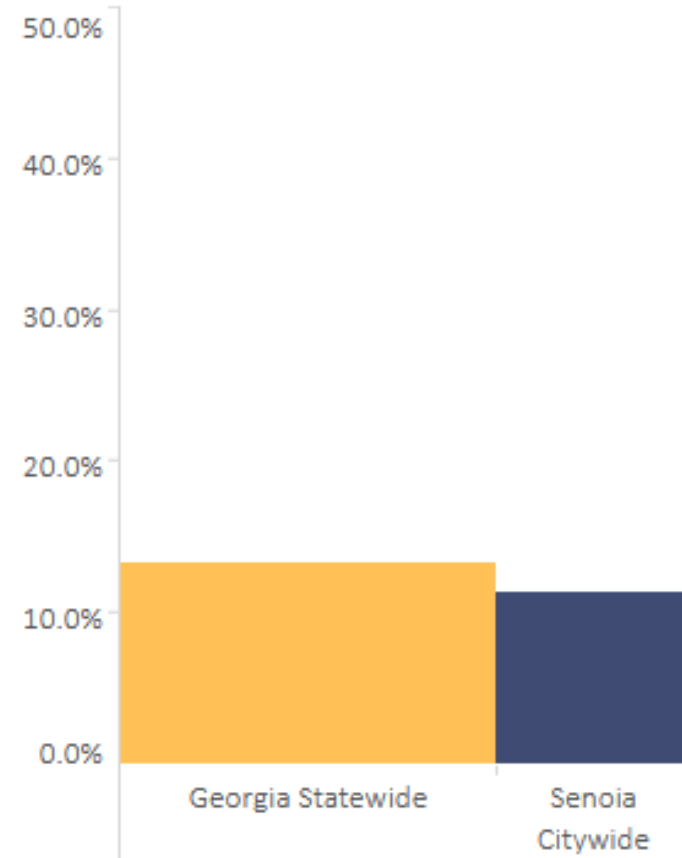


## HEALTH DATA

### Percentage of Population with a Disability

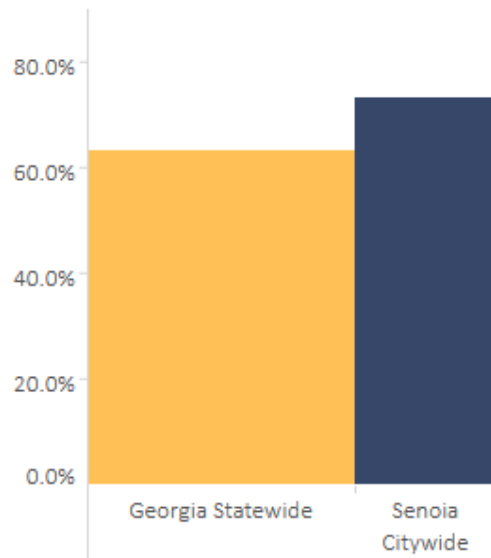


### Percentage of Population with No Health Insurance

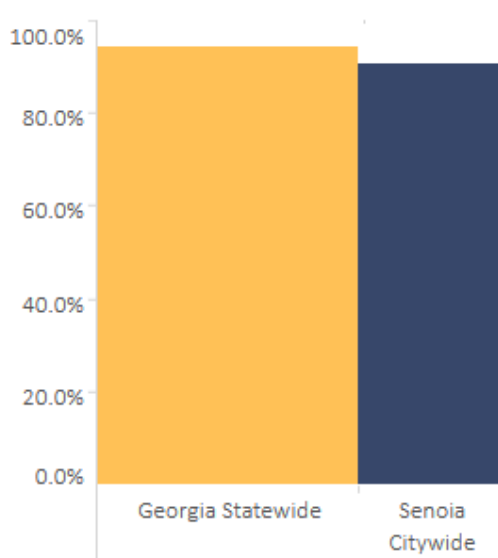


## LABOR DATA

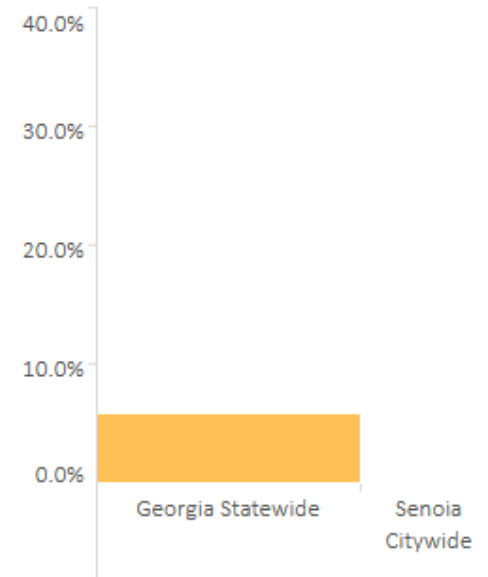
Percent in Labor Force  
(16 and older)



Percent of Civilian Labor  
Force Employed



Percent of Civilian Labor  
Force Unemployed



## Jobs by Industry

Darker blues represent higher employment; City Average, Selected City, and Unincorporated County area on separate color scales

	Senoia	Unincorporated Coweta
% Accommodation and Food Services	17.0%	9.8%
% Administrative and Support and Waste Mana..	0.4%	5.9%
% Agriculture, Forestry, Fishing and Hunting	0.0%	0.3%
% Arts, Entertainment, and Recreation	0.7%	1.5%
% Construction	6.0%	4.6%
% Educational Services	6.0%	10.3%
% Finance and Insurance	3.1%	0.8%
% Health Care and Social Assistance	3.6%	12.5%
% Information	0.1%	0.4%
% Management of Companies and Enterprises	0.0%	0.1%
% Manufacturing	39.6%	19.9%
% Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%
% Other Services (except Public Administration)	1.5%	2.2%
% Professional, Scientific, and Technical Services	3.6%	2.0%
% Public Administration	0.0%	0.0%
% Real Estate and Rental and Leasing	1.3%	0.9%
% Retail Trade	10.9%	18.4%
% Transportation and Warehousing	1.0%	2.6%
% Utilities	0.0%	1.4%
% Wholesale Trade	1.3%	6.1%

## **ECONOMIC TRENDS AND OPPORTUNITIES**

The City of Senoia lacks sufficient jobs or economic opportunities for local residents. However, given the proximity to Atlanta and the potential in Coweta County to be a growing and diverse county along with possible growth that is expected in the area, the City has an opportunity to plan for the type of jobs that it would like to attract. The importance of developing an economic development plan is critical and would help the City focus its efforts on particular industries and job types and lay the groundwork for continued redevelopment and revitalization. The City recognized that and as part of its pro-active approach the Development Authority (DA) is currently developing a “Strategic Plan” with technical assistance from CVIOG (Carl Vinson Institute of Government) and that plan is expected to be complete in the fall of 2016. The City has access to many economic development agencies and tools. The primary resource for economic development should be the Economic Development Authorities (i.e.: County, Region and State). The City staff can also seek assistance directly from the Georgia Department of Community Affairs with the Three Rivers Regional Commission, Atlanta Regional Commission as a starting point.

## **ECONOMIC BASE**

The economic base of any community is referred to as those industry sectors that provide employment and generate taxes where the goods and services that community produces are exported to external markets. Generally, retail industries generate tax revenues, but they tend to circulate economic wealth internal to a market area because of the geographic location of their consumers. Industries such as manufacturing or even film generate wealth external to the local market area. Therefore, these industries form the “economic base” and are known as “basic industries”.

This plan helps to identify industry sectors that employ large numbers

of people on high-wage positions, looking at existing industries that would need to be retained, and new industries that can be drawn to the City through the necessary appropriate policies, incentives, with sound and decisive planning decisions. Senoia does not have many large tracts of land for such development without annexation, in accordance to its existing annexation policy. However, Senoia does have the opportunity to build on several unique opportunities and industries. The Southern Mills Kevlar plant is one of just two in the United States. The City should consider aggressively working and collaborating with Coweta County, the Newnan/Coweta Chamber of Commerce, DDA, DA and other stakeholders in targeting industries that create products out of Kevlar. Winpak has recently made significant expansions to its plant and operation and as a direct result, the City can benefit from their suppliers and customers as well.

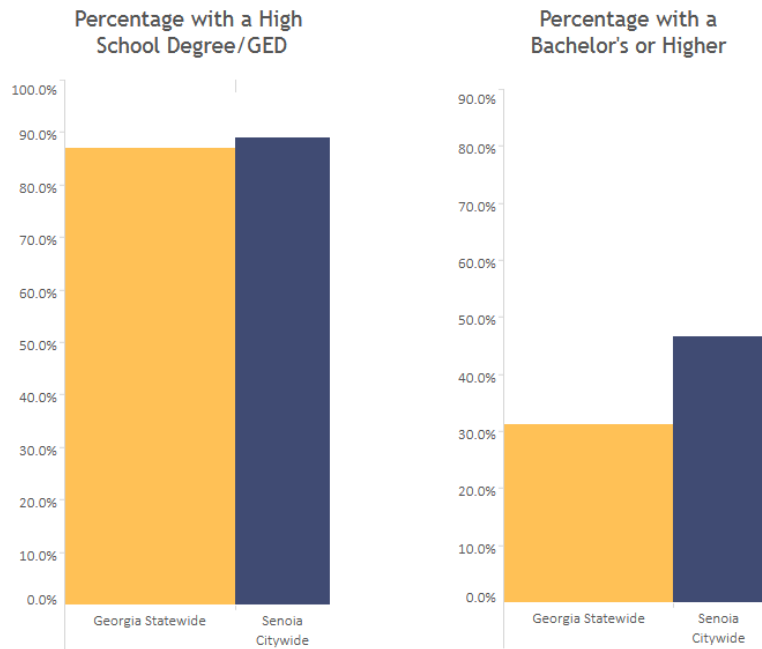
The City also has a reputation as a regional center for recreational bicycling. The City should consider building on that already established reputation with the Senoia to Griffin Rail-to-Trail project, the improvement of bicycle-friendly routes throughout Coweta County, Peachtree City and Fayette and Spalding Counties, and the introduction of golf cart throughout the community and to Peachtree City which is a desired wish of the citizens.

The downtown area is a significant regional and statewide tourist attraction. Currently, there are numerous infill and redevelopment opportunities that if pro-actively planned and designed with a historic feel will be compatible.

The educational data in the tables below reflects the many opportunities available to citizens of Senoia and how such data can be best utilized to both attract and begin a dialogue with these educational institutions to establish an incubator and post-secondary work in Senoia. This can be viewed as positive for Senoia as they can take advantage of the opportunity. The City can also pursue a film training institute and/or

technical college classes in the area since the city is a desired destination for television shows and movies and the film industry.

### EDUCATION OF THE LABOR FORCE (2019) THREE RIVERS REGIONAL COMMISSION



### Age and Educational Attainment

Institution Type	Percent of Total	18-24	25-34	35-44	45-64	65+
Elementary	6.0%	3.2%	3.7%	3.3%	4.7%	17.3%
Some High School	14.7%	20.6%	13.4%	10.8%	13.9%	17.7%
High School Grad/GED	36.8%	39.3%	33.6%	38.2%	38.1%	33.7%
Some College	21.1%	30.3%	24.9%	21.0%	18.7%	14.7%
College Grad 2 Yrs.	5.5%	2.9%	6.8%	7.0%	6.1%	3.3%
College Grad 4 Yrs.	10.5%	3.7%	13.4%	13.3%	11.2%	7.8%
Post Grad Studies	5.4%	0.2%	4.3%	6.4%	7.4%	5.5%

Note: Totals are based on the portion of the labor force between ages 18 – 65+. The “Some College” category represents workers with less than two years of college and no degree.  
 Source: U.S. Census Bureau – 2010 Decennial Census. Georgia Department of Labor Area Labor Profile, updated October 2019.

**HIGH SCHOOL GRADUATION RATES 2019 THREE RIVERS  
REGIONAL COMMISSION AREA**

**Educational Achievement**

<b>System Name</b>	<b>2019 Graduation Rate (%)</b>
<b>Butts</b>	83.5
<b>Carroll</b>	93.3
<b>Coweta</b>	86.9
<b>Heard</b>	83.3
<b>Lamar</b>	83.3
<b>Meriwether</b>	82.3
<b>Pike</b>	93.9
<b>Spalding</b>	88.6
<b>Thomaston- Upson</b>	90.9
<b>Troup</b>	86.6

Source: Georgia Department of Education, 2019, 4-year Graduation Rates by District

**Three Rivers Region Post-Secondary Educational Institutions**

<b>Institution</b>	<b>Website</b>
<b>Brewton-Parker-Newnan</b>	<a href="http://www.bpc.edu/newnan/">http://www.bpc.edu/newnan/</a>
<b>University of West Georgia-Newnan</b>	<a href="http://www.westga.edu/newnan/index.php">http://www.westga.edu/newnan/index.php</a>
<b>Mercer University-Newnan Center</b>	<a href="http://workingadults.mercer.edu/location/newnan">http://workingadults.mercer.edu/location/newnan</a>
<b>Gordon State College</b>	<a href="http://www.gdn.edu">www.gdn.edu</a>
<b>LaGrange College</b>	<a href="http://www.lagrange.edu">www.lagrange.edu</a>
<b>Point University</b>	<a href="http://www.point.edu">www.point.edu</a>
<b>West Georgia Technical College</b>	<a href="http://www.westgatech.edu">www.westgatech.edu</a>
<b>Southern Crescent Technical College</b>	<a href="http://www.sctech.edu">www.sctech.edu</a>
<b>The University of Georgia-Griffin</b>	<a href="https://www.griffin.uga.edu/">https://www.griffin.uga.edu/</a>
<b>University of West Georgia</b>	<a href="http://www.westga.edu">www.westga.edu</a>

Source: Integrated Postsecondary Education Data System (IPEDS).

# TRANSPORTATION

The City of Senoia is located in Coweta County. It is considered within the territory of the Atlanta Regional Commission's Metropolitan Planning Organization jurisdiction. As a result, Senoia is required to include a Transportation element in its comprehensive plan as described in the Georgia Department of Community Affairs (DCA) 2014 Rules. The City of Senoia is a very pro-active city and was involved in the development of the Coweta County Joint Comprehensive Transportation Plan Update that was adopted in 2014.

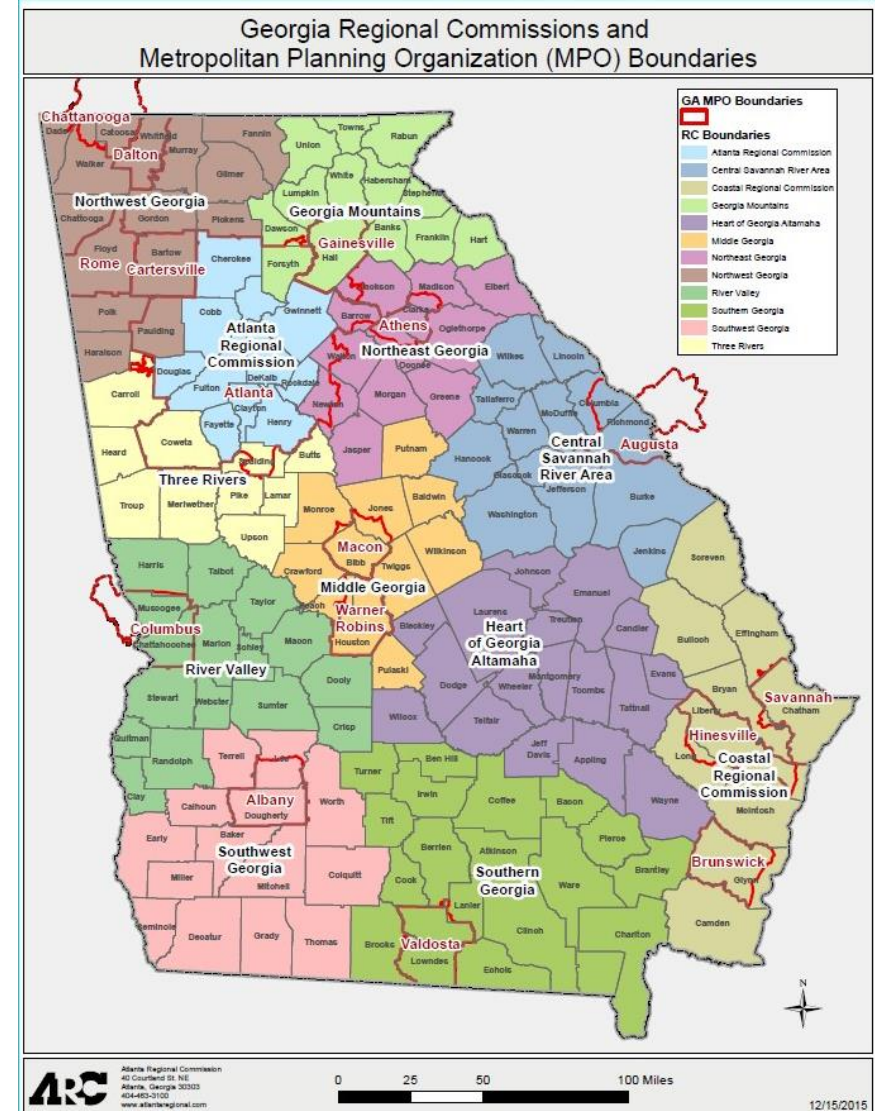
## Goals and Objectives

The ultimate goal of the CTP is to develop a plan for a comprehensive transportation system that improves mobility, connectivity, and safety for the efficient movement of people and goods within and outside of Coweta County. It seeks to:

- Promote coordination of land use and transportation
- Support economic and community development
- Improve accessibility, connectivity, and safety, for the movement of people and goods
- Develop a multimodal transportation system that maximizes community and regional support
- Preserve and enhance the natural and social environment

The CTP Plan Summary and supporting technical documentation was adopted by the Coweta County Board of Commissioners on March 4, 2014, followed by adoptions by the various municipalities:

The CTP is currently being updated and will be adopted in the fall of 2021.





# HOUSING

One of the most basic of human needs is shelter. The quantity and quality of housing within a community is directly tied to the economic and physical well being of residents. Different segments of the population place various demands on the housing market. The housing stock should provide a range of housing options that suit the needs of the community. This element reviews housing information, identifies key housing issues and provides policy guidance on housing related concerns.

## HOUSING BY TYPE

In 2010, the U.S. Census reported there were a total of 1,289 housing units in Senoia. Between 2000 and 2010, the number of housing units in the City increased greatly, as illustrated below. In total, there was an increase of 627 housing units in the City during that time, representing a 48.64% increase. It is estimated in 2019 there were 1,440 housing units, representing an -1% decrease in the number of housing units from 2014-2019.

### Housing Units, Senoia, 2000-2019

Entity	2000	2010	2000-2010 % change	2019	2014-2019 % change
Senoia	662	1,289	48.64%	1,440	-1.0%

Source: US Census Bureau, 2014 ACS

The predominate housing type in Senoia is single family, making up 94.3% of housing units in 2019, as reflected in the table below. Multi-family units comprise 5.7% of all housing units within Senoia in 2019.

## Housing Units by Type, Senoia, 2019

Housing Unit Type	2019	% of total
<b>Total housing units</b>	1,440	-----
<b>1 unit, detached</b>	1,358	94.3%
<b>1 unit, attached</b>	0	0.0%
<b>Single Family Total</b>	1,358	94.3%
<b>2 Units</b>	0	0.0%
<b>3 or 4 units</b>	0	0.0%
<b>5 to 9 units</b>	40	2.8%
<b>10 to 19 units</b>	0	0.0%
<b>20 or more units</b>	0	0.0%
<b>Mobile home</b>	42	2.9%
<b>Boat, RV, van, etc.</b>	0	0.0%
<b>Multi-family total</b>	82	5.7%

Source: US Census Bureau, 2019 ACS

## AGE OF HOUSING UNIT

The table below reflects the overall characteristics of the housing stock in Senoia. Over half of the housing stock within Senoia was constructed after 1990. The peak of home building occurred during the decade between 2000 and 2009.

**Age of Housing – Senoia - 2019**

<b>Year Structure Built</b>	<b>Housing Units</b>	<b>% of Total</b>
<b>Total</b>	1440	100.0%
<b>2014 or later</b>	132	9.2%
<b>2010 to 2013</b>	158	11.0%
<b>2000 to 2009</b>	553	38.4%
<b>1990 to 1999</b>	388	26.9%
<b>1980 to 1989</b>	123	8.5%
<b>1970 to 1979</b>	0	0.0%
<b>1960 to 1969</b>	15	1.0%
<b>1950 to 1959</b>	0	0.0%
<b>1940 to 1949</b>	27	1.9%
<b>1939 or earlier</b>	44	3.1%

Source: US Census Bureau, 2019 ACS

**Rooms of Housing – Senoia - 2019**

<b># of Rooms</b>	<b>Housing Units</b>	<b>% of Total</b>
<b>Total housing units</b>	1,440	100.0%
1 room	0	0.0%
2 rooms	0	0.0%
3 rooms	0	0.0%
4 rooms	99	6.9%
5 rooms	230	16.0%
6 rooms	279	19.4%
7 rooms	274	19.0%
8 rooms	291	20.2%
9 rooms or more	267	18.5%

Source: US Census Bureau, 2019: ACS 5-Year Estimates Data Profiles

S

### Bedrooms/Facilities of Housing – Senoia

Bedrooms	Housing Units	% of total
Total housing units	1,387	100.0%
No bedroom	0	0.0%
1 bedroom	0	0.0%
2 bedrooms	106	7.4%
3 bedrooms	648	45.0%
4 or more bedrooms	566	39.3%
5 or more bedrooms	120	8.3%
Lacking plumbing facilities	0	0.0%
Lacking kitchen facilities	0	0.0%
No Telephone Service Availa	54	3.9%

Source: US Census Bureau, 2019: ACS 5-Year Estimates Data Profiles

Most housing units within the City have 3 to 4 bedrooms, with all units having complete plumbing and kitchen facilities. This would indicate that the majority of the households are couples, a parent or parents with a child or children, or roommates.

### OCCUPANCY CHARACTERISTICS

Housing tenure refers to whether housing units are occupied by the owner or by a renter. This is an important factor, as neighborhoods with a high rate of owner-occupancy tend to be more stable than neighborhoods with a higher ratio of renter-occupied housing units. Senoia has a mixture of owner and renter occupied housing within the community. According to US Census data, of the total number of housing units in Senoia in 2010, it is estimated that 1,175 or 91.2% are occupied and 114 or 8.8% are vacant.

The 2010 U.S. Census data indicates that 75.6% of occupied units within Senoia are owner-occupied housing units, with the remaining 15.5% renter-occupied housing units. decrease in the percentage of

owner-occupied housing units from 78.2% in 2000 to 75.6% in 2010. There is been a slight decrease in vacant housing from 8.8% in 2010 to 3.7% in 2019.

### Housing Tenure 2010-2019 – Senoia

Housing Tenure	2010	% of Total	2019	% of Total
Owner-occupied housing units	975	75.6%	1,206	75.6%
Renter-occupied housing units	200	15.5%	181	15.5%
Vacant Housing Units	114	8.8%	53	3.7%
Total Housing Units	1,289	100%	1,440	100%

Source: US Census Bureau, 2010 and 2019

## HOUSING COST

Housing cost includes analysis of household units with and without mortgages, contract rent and gross rent. The majority of housing units in Senoia fell into the range of \$200,000 to \$299,999 since 2014.

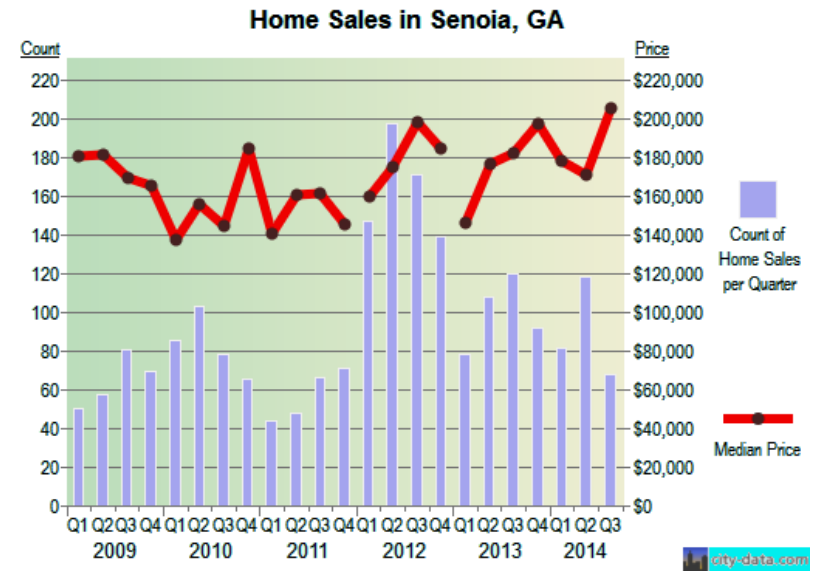
Value of Owner-Occupied Housing Units, 2014 and 2019

Ranges of Value	Senoia 2014	Senoia 2019
Less than \$50,000	6	13
\$50,000 to \$99,999	30	34
\$100,000 to \$149,999	150	109
\$150,000 to \$199,999	272	170
\$200,000 to \$299,999	436	506
\$300,000 or greater	18	374
Total	912	1,206
Median Value (\$)	\$173,300	\$251,300

Source: US Census Bureau, 2010- 2019 ACS

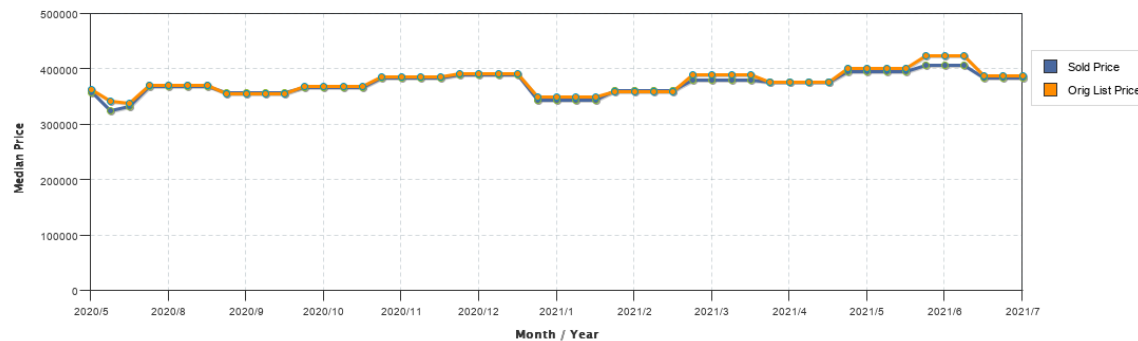
According to the Georgia Multiple Listing Service (MLS), the sale of homes in Senoia peaked in the 2<sup>nd</sup> quarter of 2012 and began a steep decline until the 1st quarter of 2013.

Senoia Home Sales, 2009-2014



Source: Georgia MLS

Median List Price Versus Sold Price



As stated earlier, 15.5% of housing units within Senoia are renter-occupied households. The table below analyzes the gross rent within Senoia in 2014 and 2019. It is important to note that gross rent allows for those units where landlords may include utilities in the monthly payment.

Gross Rent

Gross Rent	Senoia 2014	Senoia 2019	Coweta 2015-2019
Less than \$200	0	0	105
\$200-299	0	0	253
\$300-\$499	20	0	436
\$500-\$749	45	0	1,589
\$750-\$999	116	14	3,033
\$1,000-\$1,499	185	126	5,494
\$1,500+	23	41	2,483
Total Units with Rent	389	181	14,139
Median Gross Rent	\$1,034	\$1,203	\$1,096

Source: US Census Bureau, 2014/2019 ACS

## COST BURDENED HOUSEHOLDS

The census defines “cost burdened” as paying more than 30% of income for housing. This is also known as being considered “house poor” or owing more home than one can afford. Understanding the extent to which households are cost burdened enables jurisdictions to determine whether there is a need for affordable housing and other programs, such as foreclosure assistance programs to assist households. U.S. Census data estimates for 2019, shown in the table below, indicate that Senoia owner-occupied households have a higher rate of mortgages than the state. 85.6% of owner-occupied housing has a mortgage, while only 69.4% of Georgia owner-occupied housing has a mortgage.

### Owner-occupied Housing Unit Mortgage Status 2019 (estimated)

Location	Owner-occupied	Housing Unit w/Mortgage	%	Housing Unit w/o Mortgage	%
Senoia	1,206	1,032	85.6%	174	14.5%
Georgia	2,256,703	1,565,587	69.4%	691,116	30.6%

Source: US Census Bureau, 2019 ACS

Selected monthly owner costs, such as mortgage payments and utilities, are a measure of the cost of homeownership. When combined with income, selected monthly owner costs offer an excellent measure of affordability and excessive shelter costs.

## 2019 Selected Monthly Owner Costs (SMOC) as a Percentage of Household Income (Mortgage)

SMOC	Housing Units	Percent	Coweta County Housing Units	Coweta County Percentage
Less than 20.0%	492	40.7%	14,104	37.3%
20.0 to 24.9%	200	16.6%	4,447	11.7%
25.0-29.9%	119	9.9%	2,646	7.0%
30.0-34.9%	41	3.4%	1,364	3.6%
35.0% or more	167	13.8%	4,155	11%
Unverified	13	1.1%	53	0.1%

Source: US Census Bureau, 2019 ACS

### 2019 SMOC in dollar amounts with Mortgages

SMOC	Housing Units	Percentage
Less than \$500	0	0.0%
\$500 to \$999	70	6.8%
\$1,000 to \$1,499	361	35.0%
\$1,500 to \$1,999	256	24.8%
\$2,000 to \$2,499	168	16.3%
\$2,500 to \$2,999	150	14.5%
\$3,000 or more	27	2.6%
Median (Dollars)	\$1,644	X

Source: US Census Bureau, 2019 ACS

As seen above, the majority of owner-occupied households in Senoia are not cost burdened based on mortgages as a percentage of household income. More than 40% of home owners pay less than 20% of their income.

The majority of renter-occupied households in Senoia are cost burdened, based on gross rent as a percentage of household income (GRAPI).

**Gross Rent as a Percentage of Household Income (GRAPI)**

GRAPI %	Housing Units	Percent	Coweta County Housing Units	Coweta County Percentage
Occupied units paying rent	181	100.0%	13,065	100%
Less than 15.0%	14	7.7%	1,674	12.8%
15.0 to 19.9 %	72	39.8%	1,905	14.6%
20.0 to 24.9 %	11	6.1%	1,982	15.2%
25.0 to 29.9 %	42	23.2%	1,093	8.4%
30.0 to 34.9 %	14	7.7%	1,382	10.6%
35.0 % or more	28	15.5%	5,029	38.5%

Source: US Census Bureau, 2019: ACS 5-Year Estimates Data Profiles

**HOUSING FOR SENIOR POPULATION**

Housing for senior citizens is and will continue to be an important issue for every community. The senior citizen population is expected to continue to grow as the baby boomer generation ages.

**2019 Senoia Senior Population**

Population	Estimate	% of Total Population
Total Population	4,256	-----
Total Senior Population (65+)	591	13.9%%
Male 65+	258	6.0%
Female 65+	333	7.8%
55-64 male & female	553	12.9%
55+ male & female	1,144	26.9%

Source: US Census Bureau, 2019 ACS

# BROADBAND

The City of Senoia is located in a area well served with broadband internet access. Of those surveyed by the US Census, approximately 90% of internet subscribers have broadband service in cable, fiber, or DSL format. This is 30% of the total population of Senoia according to the 2019 5-year estimates.

## Type of Internet Subscriptions – Senoia - 2019

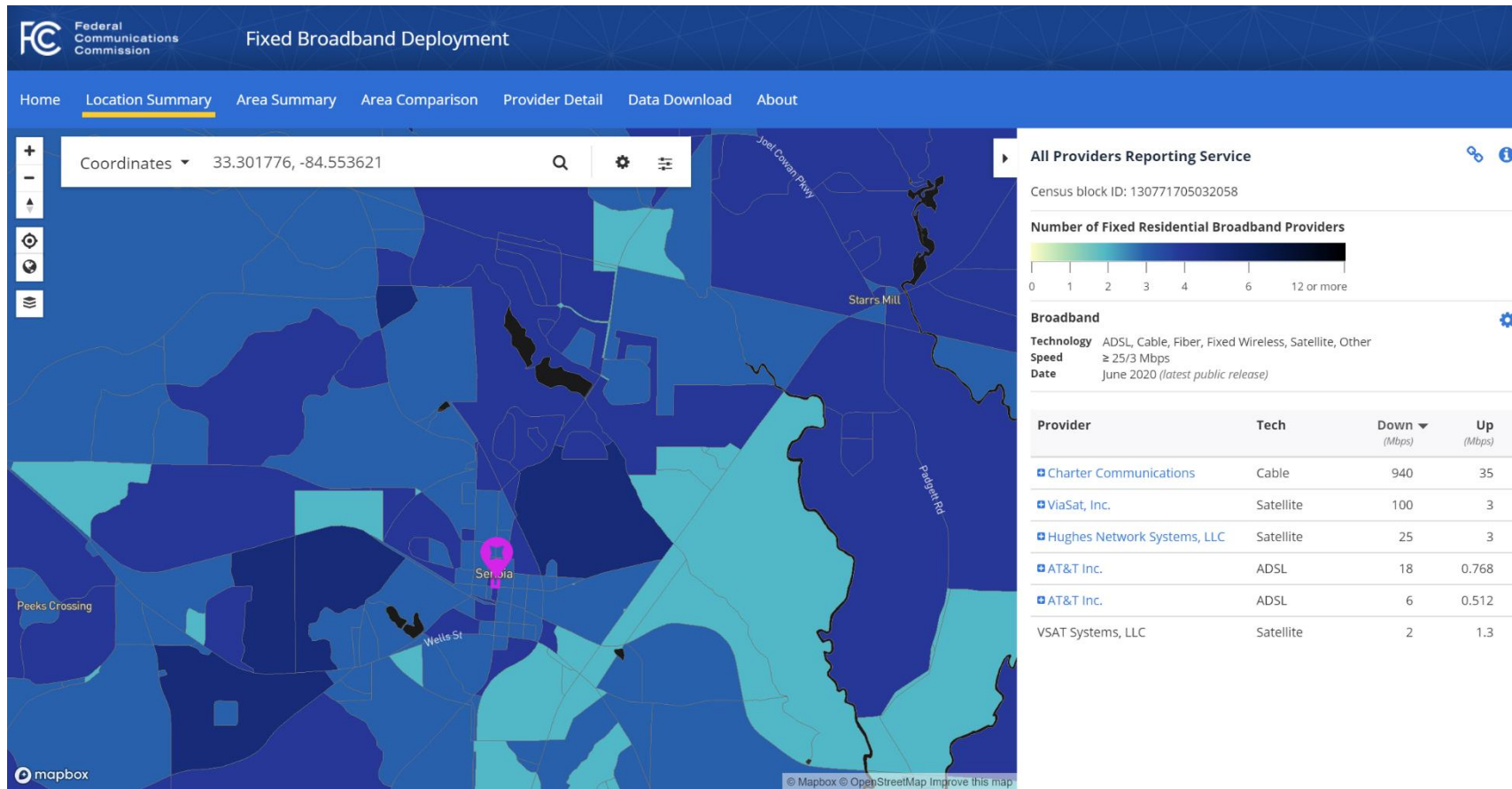
Type	Total	% of Total
Total Surveyed	1,387	100.0%
Total with an internet subscription	1,322	95.31%
Dial-up	0	0.0%
Broadband (cable, fiber, DSL)	1,193	86%
Satellite	82	6%
Internet Access without a subscription	11	.79%
Homes without internet access	54	3.89%

Source: US Census Bureau, 2019: ACS 5-Year Estimates Subject Tables-  
PRESENCE AND TYPES OF INTERNET SUBSCRIPTIONS IN HOUSEHOLD



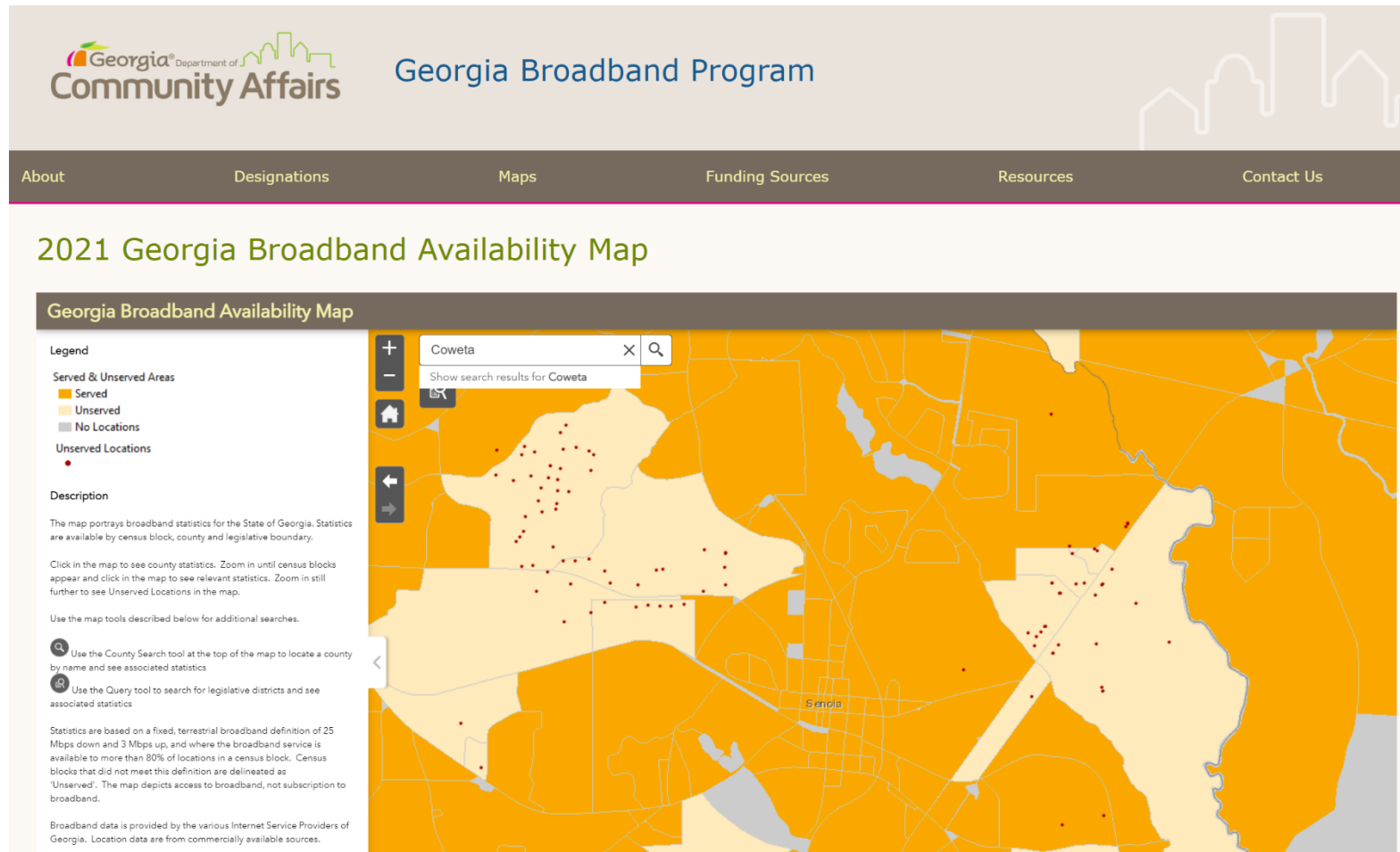
# FCC Broadband Coverage Map

The FCC map below shows the majority of the area within the city limits of Senoia have access to one broadband provider with 1G download speeds. Some areas have three or more providers with speeds well above the state and federal standard.



# DCA GBDI Broadband Coverage Map

According to the DCA map below, the vast majority of the City of Senoia is considered served. The one area unserved is located along the eastern side of the GA Highway 16 commercial corridor.



# COMMUNITY WORK PROGRAM

## 2012-2021 Report of Accomplishments

CITY OF SENOIA											
Community Work Program	2016-2021										
Activity	2016-2017	2018	2019	2020	2021	Estimated Cost	Responsible Party	Funding Sources	Status		
<i>Community Facilities</i>											
Government											
1. Library Access Improvements			X			\$100,000	City	100% Impact Fees	Complete		
Activity	2016-2017	2018	2019	2020	2021	Estimated Cost	Responsible Party	Funding Sources			
Recreation											
2. Seavy Street Park Improvements									Underway		
a. Multi-purpose Field			X			\$350,000	City/park committee	20% Impact Fees, 80% SPLOST	Underway. Changed to splash pad in New CWP.		
b. Pavilions			X			\$50,000	City/park committee	20% Impact Fees, 80% SPLOST	Underway		
c. Landscaping			X			\$25,000	City/park committee	20% Impact Fees, 80% SPLOST	Underway		

d. Water Feature			X			\$100,000	City/park committee	20% Impact Fees, 80% SPLOST	Underway. Part of new splash pad item in new CWP.
3. Leroy Johnson Park									
a. Tennis Courts			x			\$80,000	City/County	100% SPLOST	Underway
4. Marimac Lakes Park									
a Gazebo / Restroom				X	X	\$175,000	City	20% Impact Fees, 80% SPLOST	Underway
b. Events Lawn				X	X	\$50,000	City	20% Impact Fees, 80% SPLOST	Underway
c. Parking				X	X	\$50,000	City	20% Impact Fees, 80% SPLOST	Underway
5. Recreational Trails									
a. Cumberland to Cumberland Village		X	X			\$60,000	City/Developer	20% Impact Fees, 80% SPLOST	Underway
b. Seavy St. Park to Stonebridge		X				\$30,000	City	20% Impact Fees, 80% SPLOST	Complete
c. Ivy lane to Seavy Street (PE Only, add RW and CST when approved by ARC)	X	X	X			\$110,000	City / GDOT	80% TAP, 20% Impact Fee	Underway
d. Cumberland Village to Leroy Johnson			X	X		\$40,000	City/Developer	100% developer	Underway
Activity	2016-2017	2018	2019	2020	2021	Estimated Cost	Responsible Party	Funding Sources	
Transportation									
6. Sidewalk Improvements									
a. Broad Street-Morgan to Gin			X	X		\$100,000	City	20% SPLOST 80% TE Grant	Underway

b. Main Street- Seavy to Travis			X	X		\$300,000	City	20% SPLOST 80% TE Grant	Underway
c. Barnes Street	x					\$200,000	City	100% SPLOST	Underway
7. Annual street repair/resurfacing (see STIP)	x	x	x	x	x	\$35,000/yr	City/GDOT	70% LMIG / 30%SPLOST	Underway
									Underway
8. Pylant St. @ SR 16 intersection and Bridge Improvement		X	X	X		\$2,000,000	City/GDOT	80% Grant / 20% City SPLOST	Underway
9. Gateway Signage			X	X		\$40,000	City	100% City Gen. Fund	Underway
10. Parking lot - Seavy and Barnes		X	X			\$250,000	City	SPLOST	Complete
11. Couch Street/Main Street Intersection Improvements			x	x		\$150,000	City	SPLOST	Underway
12. Downtown Bypass Plan - Barnes and Baggarly			X	X	X	\$1,000,000	City	100% SPLOST	Underway
13. Develop Corridor Plan for GA 16		X	X			\$25,000	City	General Fund	Underway
14. Develop sidewalk connectivity plan			X	X		\$25,000	City	General Fund	Underway
Activity	2016- 2017	2018	2019	2020	2021	Estimated Cost	Responsible Party	Funding Sources	
Waste Water System									
12. Implement design to eliminate storm water problems:									
a. Coweta and Piedmont Streets	X	X				180,000	City	100 % City	Underway
b. Downtown Mitigation Plan									Underway
i. Engineering/Permitting	x	x	x			\$200,000	City	100% CITY/ GEFA	Underway
ii. Land acquisition		x	x			\$50,000	City	100% CITY/ GEFA	Underway
III. Construction		x	x			\$1,350,000	City	100% CITY/ GEFA	Underway



25. Reevaluate impact fees		x			x	\$5,000	City	City	Move to Policies
26. Evaluate and Amend Land Development and Zoning Ordinances	x	x	x	x	x	\$5,000	City	City	Move to Policies

## 2021-2026 Community Work Program

<b>CITY OF SENOIA</b>										
<b>Community Work Program</b>										
<b>Planning Activity</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>	<b>Cost Estimate</b>	<b>Responsible Party</b>	<b>Funding Source</b>	
<b>Community Facilities</b>										
<b>Library</b>										
1. Landscaping	x	x					\$8,000	City	40% City, 60% Impact fee	
<b>Public Works</b>										
2. Water Tower			x	x	x		\$2,000,000	City	40% City, 60% Impact fee	
3. Salt Shed/Material Bins					x		\$30,000	City	40% City, 60% Impact fee	
4. Storage Buildings				x	x		\$100,000		40% City, 60% Impact fee	
<b>Police Department</b>										
5. Outdoor Building			x	x	x		\$15,000	City	40% City, 60% Impact fee	
6. Carport			x	x	x		\$30,000	City	40% City, 60% Impact fee	
7. Awning			x	x	x		\$16,000	City	40% City, 60% Impact fee	
8. Landscaping			x	x	x		\$5,000	City	40% City, 60% Impact fee	
<b>City Hall</b>										
9. New City Hall		x	x	x			\$1,000,000	City	40% City, 60% Impact fee	
<b>Recreation</b>										
10. Seavy Street Park Improvements		x	x				\$1,195,000	city/park committee	20% Impact Fees, 80% SPLOST	



a. Renovation of the Freeman Sasser Building		x					\$150,000	city/park committee	40% City, 60% Impact fee
b. Splash Pad		x					\$400,000	city/park committee	20% Impact Fees, 80% SPLOST
c. Pavilions				x	x		\$35,000	city/park committee	20% Impact Fees, 80% SPLOST
d. Landscaping		x	x				\$100,000	city/park committee	20% Impact Fees, 80% SPLOST
e. Basketball Courts					x		\$80,000	city/park committee	20% Impact Fees, 80% SPLOST
f. Pickle Ball Court				x	x		\$80,000	city/park committee	20% Impact Fees, 80% SPLOST
11. Leroy Johnson Park									
a, Tennis Courts					x		\$80,000	City/County	100% Splost
12.. Marimac Lakes Park				x	x		\$175,000	City	20% Impact Fees, 80% SPLOST
a Gazebo / Restroom			x	x			\$150,000	City	20% Impact Fees, 80% SPLOST
b. Trail to Road		x	x				\$100,000	City	20% Impact Fees, 80% SPLOST
c. Parking	x						\$55,000	City	20% Impact Fees, 80% SPLOST
d. Landscaping		x					\$25,000	City	20% Impact Fees, 80% SPLOST
e. Events Lawn				x	x		\$50,000	City	20% Impact Fees, 80% SPLOST



21. Gateway Signage and beautification at Entrances into the city			x	x			\$250,000	City	SPLOST
22. Downtown Bypass Plan - Barnes and Baggerly		x	x				\$1,000,000	City	General Fund
23. Couch Street/Main Street Intersection Improvements			x	x			\$25,000	City	General Fund
24. Develop Corridor Plan for GA 16	x	x					\$25,000	City	General Fund
25. Install HAWK and diagonal crossings at Rockaway Rd			x	x			100,000	City	City/SPLOST
26. Install moveable street bumps/tables on select streets						x	100,000	City	City/SPLOST
<b>Bridges/culverts</b>	x	x							
27. Howard Road @ Cumberland Pkwy						x	\$535,000	City/County	General Fund
28. Develop sidewalk connectivity plan		x	x				\$100,000	City	General Fund
29. Sidewalk from Main/Broad from Seavy to Morgan St			x	x			\$400,000	City	Completed
30. Rockaway Road - Stormwater Imp / TE			x	x			\$200,000	City	Grants/City
<b>Safety/intersection/new roads</b>									
31. Connection Rockaway/SR 85				x	x		\$2,000,000	City/GDOT	City/SPLOST
32. Heritage Pointe Parkway at Rockaway Road						x	400,000	City	SPLOST/Dev
33. Andrews Parkway	x						12,000	City	SPLOST/Dev
<b>Waste Water System</b>									
<b>Implement design to eliminate storm water problems:</b>									
34. Coweta and Piedmont Streets		x	x	x			\$250,000	City	100% CITY/ GEFA
35. Downtown Mitigation Plan	x	x	x				\$200,000	City	100% CITY/ GEFA
a. engineering/permitting	x	x					\$50,000	City	100% CITY/ GEFA

b. Land acquisition	x	x					\$1,350,000	City	100% City / GEFA
c. Construction	x	x					\$2,300,000.00	City	100% City / GEFA
<b>Sanitary Sewer System</b>									
36. Sewer System Improvements increase capacity	x	x	x				\$15,000,000	City	City/Sewer and Water fund/Capital recovery fees
<b>Public Water System</b>									
37. Stonebridge to SR 16 / SR 85 Upgrades	x	x	x				\$150,000	City	Water Fund
38. Public Water System Building Remodel			x				\$300,000	City	Water Fund
39. Well exploration/Development			x	x			\$25,000	City	Capital Rec. Fees
40. Water Flow Improvements	x	x	x				\$200,000	City	Water Fund
41. Hutchinson Lake Improvements				x	x		\$1,000,000	City	Water Fund
42. Water Plant Improvements			x	x	x		\$250,000	City	Water Fund
43. Remove Sludge from ponds				x	x		\$100,000,000	City	Sewer Fund
<b>Community Development</b>									
44. Update HPC design guidelines	x						Staff time	City	City

# APPENDIX