



CITY OF

VILLA RICA

COMPREHENSIVE PLAN

2018 update

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CHAPTER ONE. Executive Summary

The city of Villa Rica's Comprehensive Plan is a policy document that presents the community's primary goals for achieving its long-range vision for growth and development in the city.

This executive summary presents Plan Highlights and Putting the Plan into Action. The first section, **Plan Highlights**, provides a brief overview of the 'Community Vision,' including key goals organized by 'Vision Theme.' **Putting the Plan into Action** summarizes the steps and players involved in the plan's implementation.

Plan Highlights

Recognizing that Villa Rica will continue to have steady population growth, this plan is intended to balance opportunities for economic development with the desire to maintain existing "small town" ambiance and historical integrity. This plan also acknowledges the need to plan in more specific detail for community revitalization/redevelopment, open space protection and natural connections (e.g. greenways) with recreation planning, improvement and expansion of water and sewer facilities, and development of effective transit connections that manage traffic circulation and enhance connections between downtown and surrounding residential areas.

The Community Vision, as described by detailed strategies in Chapter 3 and the Future Development Guide in Chapter 4, are summarized below by primary goals organized by three Vision Themes: *Development Patterns*, *Resource Conservation*, and *Social and Economic Development*. These themes are intended to organize and represent citizens' ideas and concerns related to the topics of economic development, public facilities, community and housing revitalization, land use, natural resources, and historic resources.

Development Patterns (DP) Goals

- DP Goal 1:** Maintain small-town character and cultural identity while supporting growth
- DP Goal 2:** Maintain greenspace in redevelopment of existing areas and new developments
- DP Goal 3:** Improve multi-modal connectivity and circulation
- DP Goal 4:** Support mixed use development
- DP Goal 5:** Develop enhanced design standards for all development
- DP Goal 6:** Promote quality corridor development

Resource Conservation (RC) Goals

- RC Goal 1:** Protect water resources and improve water quality
- RC Goal 2:** Conserve, protect, and promote natural resources in Villa Rica
- RC Goal 3:** Identify and protect historic and cultural resources in Villa Rica

Social and Economic Development (SED) Goals

- SED Goal 1:** Stimulate revitalization activities and redevelopment of aging properties
- SED Goal 2:** Protect and enhance existing neighborhoods while supporting a diverse array of housing options to accommodate future growth
- SED Goal 3:** Create employment opportunities within the city and expand business diversity
- SED Goal 4:** Maintain high quality services for the citizens of Villa Rica
- SED Goal 5:** Enhance communication and coordination between various local, regional, and state agencies

Putting the Plan into Action

While adopting a comprehensive plan may seem like the end of the process, it actually represents the beginning of a new phase: *implementation*. Implementing the plan requires an understanding of the plan recommendations and tools available for putting the plan into action for the city of Villa Rica. In short, the plan is a tool that provides a policy basis for:

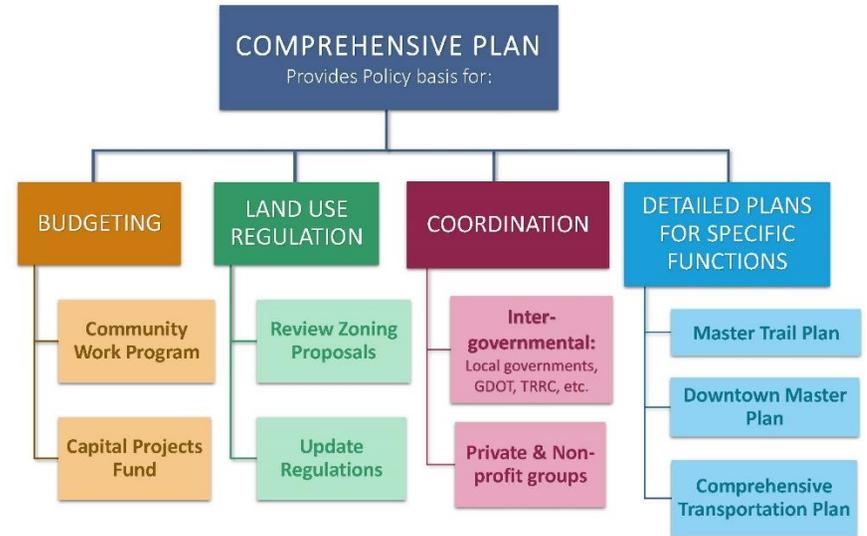
- Budgeting
- Local land use regulation
- Coordination among local governments, state and federal agencies, utilities, regional agencies
- Detailed plans for specific functions
- Promotion and economic development

Budgeting

The Implementation Program (see Chapter 5) outlines the overall strategy for achieving the Community Vision for future development and for implementing the Future Development Guide. A five-year Community Work Program (CWP) prioritizes the recommended strategies and assigns responsible parties to each. As presented, it provides elected officials and staff with a prioritized “to-do” list in addition to providing a policy guide.

Land Use Regulation

The policy basis for land use regulation occurs in two specific ways. First, the Future Development Guide provides a tool for evaluating rezoning requests. Second, local zoning and subdivision regulations sometimes require amendments based on the Comprehensive Plan recommendations.



Future Development Map

The Future Development Guide (see Chapter 4) consists of the Villa Rica Future Development Map and character area policy. The Future Development Map assigns a unique character area to each parcel in the city. The character area policy describes with text and illustrations the vision for growth and development for each character area shown on the map. The Future Development Map is used to guide future rezonings; proposed zone change requests are reviewed for consistency with the character area policy associated with the Future Development Map.

Zoning and Subdivision Regulations

Evaluation and adoption of changes to regulations that address land use and development is a common follow-up after adoption of a comprehensive plan. The purpose of any zoning updates and/or subdivision regulations is to ensure that local regulatory tools support the implementation of the Future Development Map and specified goals in this plan.

Intergovernmental Coordination

The policy basis for coordination occurs in two major components. First, city departments should coordinate their plans with that of the Comprehensive Plan. Second, coordination should occur between Carroll and Douglas County governments and other entities, whether at the local (public or private), regional, or state level.

Service Delivery

The city should review or develop service plans to ensure that they support the goals of the Comprehensive Plan. This includes ensuring that future facilities are planned to meet the service demand promoted by the plan. For example, future planning to provide infrastructure that supports targeted employment growth should be consistent with areas shown on the Future Development Map (and described in the Future Development Guide). The city of Villa Rica currently participates in Service Delivery Strategies with both Carroll and Douglas Counties.

Coordination

This plan provides the opportunity for the city, municipalities, and other entities to view future needs from a common policy playbook. For example, private developers, utility providers, and economic development agencies can each see that the community has designated specific areas for future growth and specific areas for rural preservation. As a result, these entities should be able to work together to ensure that their projects and policies support the Community Vision. In addition, coordination among the city, counties, other municipalities, and with other local (public and private) entities can facilitate implementation of community goals.

Detailed Plans for Special Functions

Functional plans address specific government services such as parks, recreation, and economic development. These individual plans can address issues and concerns raised by stakeholders during the public planning process in greater detail than a comprehensive plan. This Plan recommends the development and implementation of several stand-

alone plans that are coordinated with and supplement the Comprehensive Plan.

Villa Rica Master Trail Plan – This plan, which adopted in August 2018, seeks to manage the development of a trail and greenway system, referred to as the “Gold Nugget Trail,” that expands over 20 miles throughout the city, providing pedestrian linkages between parks, neighborhoods, schools, and activity centers. Through providing a bicycle and pedestrian network, this plan provides an opportunity to encourage an active, healthy lifestyle for both Villa Rica residents and visitors. The plan was adopted in August 2018 and is expected to be implemented in phases, as funding becomes available. The first action item, which is included in the 5-year work program is the completion of the trail’s “Model Mile,” which will extend from the Fullerville Trailhead to the Villa Rica Public Library.

Villa Rica Downtown Master Plan – This plan was prepared in concert with the Comprehensive Plan. The initial goal of the downtown plan was to integrate a wide variety of ideas that had been developed regarding downtown into a cohesive plan that also acknowledged proposed roadway improvements. Key aspects of the downtown plan include the realignment of Main Street to shift parking closer businesses; realignment of the Main Street/No Carroll Street intersection; expansion of the Mill Amphitheater to create a town square; the development of a centralized government building; the development of a visitor’s center; closing of the Cheeves Street railroad crossing and linkage to the proposed Mirror Lake Road connector.

Stormwater Utility – Throughout the Visioning Process the issues with stormwater infrastructure and facilities were mentioned. A stormwater utility is an organizational and financial entity that establishes a formal plan of action to secure the funding necessary to operate and maintain a stormwater management program.

Various Park Master Plans: The city is planning to develop separate master plans for several existing parks to guide various planned and desired enhancements over the next several years. From additional sports fields and recreation amenities to upgrades to existing structures

to planning future connections to the Gold Nugget Trail, these plans will unify current and future projects for each of the parks.

Comprehensive Transportation Plan: The Villa Rica Comprehensive Transportation Plan will guide citywide transportation development for short, intermediate, and long-term time frames. The plan will address both vehicular and pedestrian/bicycle connections and evaluate potential improvements for each. This plan should build off of and incorporate current city plans that address transportation-related projects.

Tax Allocation District (TAD): The city is actively pursuing the development of Tax Allocation Districts, including at least one in the downtown area (along a portion of US 78 and/or along the proposed Downtown-Mirror Lake Connector), and potentially additional TADs in other areas of the city, in order to help fund necessary infrastructure improvements, including upgrades to water/sewer infrastructure, streets and sidewalks, and other facilities.

2 CHAPTER TWO. Introduction

The city of Villa Rica is projected to experience continued steady growth and investment over the next 20 years. In an effort to meet the community's future needs, the city coordinated efforts of its citizens to create a community vision for future development that will be guided by Villa Rica's Comprehensive Plan.

Purpose

The city of Villa Rica's Comprehensive Plan represents the growth and development policy for the city, as expressed by a Future Development Map and supporting goals and implementation strategies. This plan also serves the purpose of meeting the intent and requirements of the Georgia Department of Community Affairs' (DCA) "Standards and Procedures for Local Comprehensive Planning," as established on March 1, 2014. Preparation of a plan in accordance with these standards is an essential requirement in maintaining status as a Qualified Local Government (QLG). QLG status allows communities to be eligible for state assistance programs. This plan allows Villa Rica to retain its QLG status; each municipality has its own comprehensive plan that it maintains and updates.

Scope

This plan addresses economic development, housing, natural and historic resources, land use and development patterns, and community revitalization. These 'planning elements' are organized into three Vision Themes (see Chapter 3) for the purpose of expressing community goals and implementing strategies. They are addressed as individual components in the Existing Conditions Summary (see Appendix B), which provides a summary of existing local conditions and trends and was used in the identification of community needs and opportunities.

A description of current conditions and issues is also provided in Appendix B-1. It is important to note that the topic of transportation is primarily addressed in the Carroll County Long Range Transportation Plan (2014) and the Douglas County Comprehensive Transportation Plan (2009), both of which are incorporated by reference.

Why We Plan

Comprehensive planning is an important management tool for promoting a strong, healthy community. A comprehensive plan is a significant policy document that guides the physical development of a community; it can be used to promote orderly and rational development, so the city can remain physically attractive and economically viable while preserving important natural and historic resources.

The comprehensive plan allows the community to become more certain about where development will occur, what it will be like, when it will happen, and how the costs of development will be met. It helps the city invest its money wisely in infrastructure such as roads, parks, and other facilities to maintain and improve residents' quality of life as well as economic development prospects.

The city of Villa Rica Comprehensive Plan represents these and additional ideas discussed during the public participation process. It lists city-specific needs and opportunities, supporting goals and strategies, desired development patterns and land uses, and a five-year prioritized work program (Community Work Program) to implement the plan.

Community Participation and Plan Development

Creating a functional comprehensive plan begins with defining a common vision for the future development of the community. A community vision is the overall image of what the community wants to be and how it wants to look at some point in the future. It is the starting point for creating a plan and actions to implement the plan. A successful visioning process requires meaningful participation from a wide range of community stakeholders.



Visioning Process

The visioning process, or citizen participation process, for this plan update included multiple layers of participation from residents and stakeholders. Several public workshops, stakeholder interviews, and an online survey provided opportunities for input, as described in this section.

Kick-Off Meeting

The citywide Kick-Off Meeting took place in December 2017 at a city Council meeting. The planning process, schedule, and future public involvement opportunities were presented to the public, who were invited to provide comment and share their contact information for inclusion on a project e-mail list that was used throughout the development of the plan to distribute meeting and plan status information.

Visioning Workshop

Participants provided their input on the future of Villa Rica at workshops that were held at Gold Dust Park on April 19, 2018. Public input was

received via prioritization exercises, facilitated discussion, and one-on-one conversations with the planning team. Visioning Workshop participants prioritized and contributed to a list of community assets, issues, and dreams that were compiled from responses to a community survey. Participants also provided input during a mapping exercise intended to generate discussion on desired community character (e.g. appropriate land uses, amount of open space, transportation, etc.), including which areas of the city are likely to support change or should remain relatively unchanged.



Future Land Use Charrette

A citywide Future Land Use Charrette was held June 11, 2018 at the Villa Rica Public Library. Attendees participated in a small group map exercise and conversed with the planning team to develop scenarios for preferred land use types and intensities across the city.



Open House

The public was invited to comment on draft recommendations of the plan at a citywide Open House held August 7, 2018 at the Villa Rica Public Library. Specifically, goals, strategies, and character areas associated with the Future Development Map were displayed for review and comment. Additionally, a graphic representation of the existing conditions

assessment and public input summary was provided. Attendees also had an opportunity to review concepts for the Downtown Master Plan. The meeting format allowed participants to drop-in at their convenience and stay as little or as long as they desired. Participants spoke individually with planning team members and filled out comment forms to present questions or concerns.



Steering Committee

A Steering Committee was appointed to provide feedback, advise the planning team, and provide assistance in shaping the overall planning process. The group met four times. Individuals invited to participate on the Steering Committee represented various segments of the community, including city staff and elected officials, Downtown Development Authority, Real Estate, Church leaders, and residents

Community Survey

A six-question online community survey was developed and promoted throughout the community as another forum for providing public input. It was open from December 2017 through June of 2018, and hard copies were provided, as necessary. In addition to being advertised on local utility bills, the surveys were also distributed at the public meetings held during the visioning process, and other local events. In total, approximately 670 responses were received.

Flyers, E-Mail Blasts and Project Webpage

Throughout the planning process, flyers were distributed both in person and electronically to announce and promote public meetings. An email distribution list was continually updated and was used to publicize the community survey and public meetings. Additionally, public meetings

and workshops were advertised on the city's website, in utility bills, and posted in public spaces throughout the community. Throughout the planning process, the consultant team attended local events, businesses, and churches, as well as a Villa Rica Rise-N-Shine meeting, and a Planning Commission meeting to provide status updates for the project and promote public workshops.

Additional Local Outreach

Aside from public workshops, the planning team also presented updates at a Planning Commission Meeting, City Council Work Session, and the monthly 'Rise and Shine' meeting downtown. In addition, the planning team facilitated a meeting between Carroll County and city of Villa Rica for coordination purposes, as each municipality was in the process of updating their Comprehensive Plans.

Chapter Summaries

The sequence of chapters in this plan is structured to follow the planning process, which can be thought of as answering the questions, "Where do we want to be in 20 years?", followed by "How do we get there?" The plan is organized into the following chapters:

- Chapter 1: Executive Summary
- Chapter 2: Introduction
- Chapter 3: Community Vision
- Chapter 4: Future Development Guide
- Chapter 5: Implementation Program
- Appendices

The chapters that follow this introductory chapter are summarized below.

Chapter 3: Community Vision

The Community Vision reflects the community's vision for growth and development for the next 20 years. This vision, which was developed with an extensive public visioning process, is defined by Vision Themes.

The Vision Themes organize primary needs and opportunities and corresponding goals and strategies under the following headings: Development Patterns, Resource Conservation, and Social and Economic Development. The listed strategies under each topic are used to create the Implementation Program chapter.

Chapter 4: Future Development Guide

The Future Development Guide defines the community’s desired development patterns and guides future decision-making related to the physical development of the community. It is comprised of a Future Development Map and supporting character area policy.

This chapter presents the recommended character areas for the city of Villa Rica. Character area policy text describes the intent, general characteristics, application, primary land uses, and design principles for each character area, which are areas with unique quality worth preserving or areas that have been identified with the potential to develop into something new or different.

Chapter 5: Implementation Guide

The Implementation Program identifies specific actions necessary to achieve the community’s vision. This chapter incorporates the strategies presented within the Community Vision and Future Development Guide chapters into a plan of action. The Implementation Program includes ordinances, programs, community improvements or investments, additional plans or studies, administrative systems, and financing arrangements or other initiatives to be put in place to implement the Comprehensive Plan.

The Community Work Program prioritizes strategies to be implemented over the next five years and assigns responsible parties, identifies potential funding sources, and provides a timeline for completion of each. Chapter 5 also details the specifics of maintaining the Comprehensive Plan in accordance with state requirements.

Appendices

The appendices supplement the information presented in Chapters 1-5 of the Comprehensive Plan as described below:

- Appendix A – Report of Accomplishments
- Appendix B – Existing Conditions Summary

3 CHAPTER THREE. Community Vision

The city of Villa Rica has unique needs and opportunities related to its development patterns and projected future growth. The Community Vision chapter uses a series of Vision Themes to describe a shared 'community vision' – what the community envisions for its future – in terms of identified needs and opportunities that are addressed by recommended goals and strategies.

Vision Themes

The Vision Themes organize primary needs and opportunities identified during the planning process as needing to be addressed, followed by goals and strategies that, in turn, address these needs and opportunities. Vision Themes represent the ideas and concerns of participants in the planning process and narrow the big picture vision to specific strategies that aim to make the Community Vision a reality. Recommended strategies are presented in the Implementation Program chapter as specific action items to be undertaken by the county.

The themes that are presented are:

- Development Patterns
- Resource Conservation
- Social and Economic Development

These themes generally address the planning topics of land use and transportation (Development Patterns), natural and historic resources (Resource Conservation), and economic development and housing/community revitalization (Social and Economic Development).

Development Patterns (DP)

Primary Needs and Opportunities

Maintain small-town character

As Villa Rica continues to grow and expand, there will be pressures for development and redevelopment. Throughout the Visioning Process, participants expressed the need to preserve the city's existing character, regardless of anticipated population growth and desired development. The city's existing development regulations address infill development requirements, but there is potential to strengthen these standards to ensure compatibility with existing development in terms of building design and character.

The Future Development Map seeks to encourage the location of higher density and intensity developments in concentrated areas to avoid strip development. This can be achieved through clustering, small or large-scale commercial/mixed uses. Infill development and redevelopment is encouraged in older, existing neighborhoods and areas of the community where opportunity exists and is compatible with the character of the surrounding area.

Preserve open space and accommodate greenway connections

During the development of the Comprehensive Plan, the Villa Rica Master Trail Plan was also being developed, which made the greenway connections and maintaining existing open space a popular subject during the Visioning Process. In an effort to enhance community connectivity and walkability, establishing trail and greenway connections to the proposed Gold Nugget Trail alignment should be a requirement for new developments that are near the trail. To this end, during the impending update of the city's development regulations, there is potential to provide better guidance for such connections.

Improve multi-modal connectivity

During the Visioning Process transportation-related issues such as traffic congestion, need for connectivity (both vehicular and pedestrian/

bicycle), and lack of transportation alternatives were frequently cited as major issues in Villa Rica. High volume traffic areas, including downtown and along Industrial Boulevard/SR 61 are worsened by the presence of tractor trailers serving nearby industrial locations and the railroad that bisects the city and Downtown District. The city is pursuing various functional and small area plans that collectively can improve multi-modal connectivity and circulation to mitigate traffic congestion, while also encouraging an active lifestyle by providing pedestrian and bicycle connectivity within the city.

Vehicular Connectivity

To begin address various traffic related issues, the city is planning to develop a Comprehensive Transportation Plan that will evaluate potential road connections and alternative road alignments in problematic areas. In the meantime, other plans exist to help guide various current and upcoming road projects.

Increased traffic congestion can be attributed to population growth and recent development patterns that occurred with little attention given to the overall relationship of the resulting land uses. Mitigating such issues requires the identification of areas or intersections where additional or alternative road connections are necessary to increase circulation. Another factor in reducing traffic congestion is coordinating transportation and land use patterns. The ‘nodal’ land use pattern (shown as Activity Centers and Community Crossroads on the Future Development Map) is intended to concentrate more dense development in “centers” such as prominent intersections instead of distributing it along roadways, which would potentially increase congestion. In addition, this plan will examine growth trends and travel patterns and interactions between land use and transportation and assesses compatibility issues between land use patterns and transportation facilities.

Various enhancements are targeted for downtown intersections, which are primarily addressed in the Downtown Master Plan and include improvements to various streets including Main Street, Temple Street, West Wilson Street, railroad crossing improvements (N. Carroll Rd/US

78); road realignment or reconfiguration (W. Montgomery/US 78; creation of alternative access over the railroad; potentially closing of one or two problematic railroad crossings); and streetscaping improvements.

As a several of these projects might impact railroad crossings, the city has begun discussions with Norfolk Southern about logistics and alternatives. Another connection recommended in this plan for downtown is a corridor between the Mirror Lake area and downtown, which will incorporate complete street concepts, stormwater management, and recommend land use/development for properties along the corridor.

Although it is considered a long-term project and will likely be addressed outside of the five-year time frame, GDOT’s North Loop Bypass project will provide an important connection between SR 101/Industrial Blvd. and SR 61 near Punkintown Rd, which will include mini-roundabouts at each of these intersections. The city is in the process of relocating utilities to accommodate this proposed corridor and related improvements. Construction on the bypass is anticipated to begin in 2024.

Pedestrian and Bicycle Connectivity

Public input often cited the lack of continuous sidewalks and the need for bike lanes as issues that needed to change. Villa Rica is missing a true, cohesive network of sidewalks and safe accommodations for bicyclists. The recent RSVP Plan provided an in-depth study of existing conditions of pedestrian infrastructure in the downtown area, which revealed a fragmented sidewalk network and absence of crosswalks at several major intersections.

The Villa Rica Master Trail Plan is a proposed system of trails and greenways, referred to as the Gold Nugget Trail, that will strengthen the existing transportation network by providing alternative connections between neighborhoods and popular destinations including parks, the library, and downtown. In order to mitigate connectivity issues caused by the presence of the railroad, this plan also suggests implementing pedestrian tunnels under the railroad, when necessary. Not only does this trail network enhance the overall quality of life of Villa Rica residents, but it also helps to boost the economy through tourism and recreation. Ultimately, the city intends to provide connections from its trail system

to other trail systems in the region, including Carrollton's GreenBelt and the Silver Comet Trail. Through implementing the Master Trail Plan and consistent sidewalk improvements, the city seeks to promote an active, healthy lifestyle for residents and visitors.

Implement plans that support mixed use development

Mixed use developments provide an opportunity for residents to live, work, and play within a compact, walkable area. Comments collected from the community survey and at public workshops indicated the desire for pedestrian-oriented development and enhanced walkability throughout the community. Enhanced pedestrian and bicycle facilities and linkages minimize the need for using cars, which helps alleviate traffic. While mixed use development is supported in downtown zoning regulations, it is not specifically accommodated in other areas. A key to successful walkable communities is the presence of people, and the residential component of such developments fulfills this need. Given the flexibility of mixed use developments in their ability to accommodate multiple compatible uses, the city should consider developing a Mixed Use zoning designation to accommodate and regulate such development, which is consistent with the vision of the Future Development Guide. Typically, mixed use developments also support increased density in a compact area.

An appropriate area for larger-scale mixed use development would be in the gateway areas identified on the Future Development Map. These areas can provide access to local goods and services, including gas station and hotel facilities, while also accommodating a variety of commercial and office uses, as well as residential uses (apartments, lofts).

Enhanced design standards for all development

The quality of higher density residential development, including apartments and townhomes, has been an issue of concern. Several residents associated multi-family housing developments with low-quality, low-income housing, which exhibits a skewed view of the potential of multi-family developments. With the construction quality of such developments voiced by citizens as a concern, the city's current

development standards for multi-family developments should be reviewed to ensure high quality standards are applied to structures. These standards, as well as commonly approved conditions of zoning relating to design, should be evaluated to determine which provisions should be integrated into other zoning regulations to ensure higher quality, consistent design standards are applied citywide.

High quality construction and site design should also be enhanced for commercial and industrial developments, especially those that are located adjacent to residential areas. The city's buffer and screening requirements should continue to be enforced and maintained.

Promote quality corridor development

Concerns along major corridors include maintaining traffic flow while reducing traffic congestions. Current commercial development along SR 61 towards Carrollton is somewhat disjointed. Carroll County's 2014 Long Range Transportation Plan projects the majority of growth in the entire county will occur along the segment of SR 61 between Villa Rica and Carrollton. As SR 61, which connects Villa Rica and the city of Carrollton continues to be developed, the city's development standards should be reviewed to ensure development along the corridor is coordinated with existing land use patterns and that it does not increase traffic congestion. In addition, the city should encourage streetscape or enhanced landscape requirements for properties as these corridors continue to develop. New development should also provide adequate pedestrian infrastructure, when feasible. Development regulations can be evaluated and amended to better address these concerns, specifically, limiting curb cuts, implementing access management elements and promoting complete streets.

Traffic congestion also plagues other corridors, including Industrial Blvd. and Mirror Lake Blvd., which provide access to I-20. These corridors, along with portions of SR 61 and US 78 are also heavily utilized by tractor trailer traffic related to industrial uses, which is attributed to augmented traffic issues. Entering the city from the north, SR 61 carries traffic right through the heart of downtown, which, when coupled with the railroad crossings in that area, further reduces traffic mobility. Alternative road

alignments and new intersections that seek to enhance traffic mobility downtown are explored in Villa Rica’s Downtown Master Plan, which is currently under development. Additionally, the North Loop Bypass, a proposed road connection between Rockmart Rd and SR 61/Dallas Hwy, is intended to reduce truck traffic through downtown Villa Rica. This project is in GDOT’s jurisdiction and is planned for implementation in FY2024.

As mitigating traffic issues will continue to be a primary objective for the city, development along corridors can be addressed through enhanced development regulations, area master plans, and in the city’s future Comprehensive Transportation Plan.

Goals and Strategies

DP Goal 1: Maintain small-town character and cultural identity while supporting growth

DP Strategy 1.1: Use the Future Development Map to guide decisions for new development and redevelopment within Villa Rica, while planning for expansion and growth

DP Strategy 1.2: Ensure non-residential development in Village areas indicated on the Future Development Map is compatible with existing character and scale of the surrounding area

DP Strategy 1.3: Ensure adequate buffering and screening is provided between residential areas and adjacent developments to minimize potential negative impacts

DP Strategy 1.4: Use the Future Development Map to guide planning for water, sewer, stormwater infrastructure expansion projects, limiting future service to targeted development locations

DP Goal 2: Maintain greenspace in redevelopment of existing areas and new developments

DP Strategy 2.1: Evaluate effectiveness of city’s tree protection standards, residential lot coverage requirements, and Conservation Subdivision design regulations and identify potential amendments, as necessary

DP Strategy 2.2: Where applicable, new developments should provide connections to nearby trails, greenways, or parks, in accordance with the Villa Rica Master Trail Plan

DP Goal 3: Improve multi-modal connectivity and circulation

DP Strategy 3.1: Develop and implement a citywide Comprehensive Transportation Plan that identifies areas or intersections where additional or alternative road connections are necessary to mitigate traffic congestion and addresses interface between vehicular and pedestrian/bicycle infrastructure

DP Strategy 3.2: Implement Villa Rica Trail Master Plan to enhance pedestrian and bicycle connectivity through a system of trails and greenways that will provide linkages between neighborhoods, schools, parks, and other destinations

DP Strategy 3.3: Identify opportunities to incorporate bicycle/pedestrian projects (i.e., Gold Nugget Trail) and streetscape enhancements (i.e., landscaping, street lighting, sidewalks) into future road improvement projects

DP Strategy 3.4: Continue development and implementation of Villa Rica’s Downtown Master Plan that seeks to mitigate issues regarding traffic circulation,

parking, pedestrian safety, railroad crossings, public parks/plazas, downtown revitalization, and implement a corridor connection between downtown and the Mirror Lake areas

DP Goal 4: Support mixed use development

- DP Strategy 4.1:* Review zoning regulations and evaluate the need to develop a Mixed Use zoning designation to support and regulate mixed use development
- DP Strategy 4.2:* Encourage an adequate variety of types and densities of housing needed to support higher density development
- DP Strategy 4.3:* Promote development patterns that incorporate human-scale development, and a walkable community that contains a variety of uses in a compact area

DP Goal 5: Develop enhanced design standards for all development

- DP Strategy 5.1:* Update development/zoning regulations (Streamline land use and development regulations to support the goals of the Comprehensive Plan)
- DP Strategy 5.2:* Review design standards for multi-family development (apartments, townhomes, du/tri/quadplexes, and similar) to ensure high quality standards are consistently applied to residential developments
- DP Strategy 5.3:* Review design standards for industrial, commercial, and similar development to ensure high quality construction standards are consistently applied to development

- DP Strategy 5.4:* Evaluate industrial and commercial areas to ensure uses are appropriately screened, especially when adjacent to a residential area

DP Goal 6: Promote quality corridor development

- DP Strategy 6.1:* Evaluate need to develop design standards for corridor development to help mitigate traffic mobility issues in high traffic areas and to ensure that new development/ redevelopment is designed to be compatible with the function of the corridors
- DP Strategy 6.2:* Prepare focused studies on major road corridors to address access management, interparcel connectivity, and land use/transportation relationships
- DP Strategy 6.3:* Coordinate decisions related to land use and zoning designations with transportation/ capital improvement projects

Resource Conservation (RC)

Primary Needs and Opportunities

Protection of water resources

Improving and protecting water quality is a top priority for Villa Rica and was cited multiple times during the visioning process. In accordance with the Georgia Environmental Protection Division (GAEPD), the city maintains a Watershed Protection Plan and Stormwater Management Plan. Additionally, the city follows the regional water plan (Metropolitan North Georgia Water Planning District Water Resource Management Plan) and has adopted ordinances that seek to protect water quality (i.e., wetlands, floodplain management, stream buffer protection, illicit discharge and connection, backflow prevention program, litter control ordinance, etc.).

Rapid population growth in Villa Rica and the surrounding area threatens the capacity of the city's water supply and ability to provide public sewer to all residents. Many municipalities have implemented a stormwater utility to manage and fund stormwater management activities. The city intends to implement a Stormwater Utility to establish a formal plan of action to secure the funding necessary to operate and maintain a stormwater management program, including necessary infrastructure upgrades. Additionally, the city will continue to coordinate with the Georgia Environmental Protection Division (GAEPD), to ensure compliance with the regional Water Resource Management Plan.

Protect Villa Rica's existing natural resources

During Visioning Process, many citizens expressed interest in permanently protecting some areas of the city from development through designating these areas as parks, trails, or recreation spaces. Environmentally sensitive areas are regulated through development regulations and are shown as conservation areas on the Future Development Map.

Currently, there are proposed parks that have adopted master plans which have yet to come into fruition. Moreover, implementation of Villa Rica's 2018 Master Trail Plan, which creates a pedestrian/bicycle network between park spaces, can provide a catalyst to move other park-related projects forward and provide a complete network of parks and trails. Other proposed parks include Conners Road Park and Spring Lake Park, which would further project existing open space and forested areas, while also providing recreation opportunities for city and county residents. Another open space opportunity expands upon the existing Mill amphitheater downtown to create a destination "Town Green" that promotes active and passive recreation opportunities while also providing more opportunities for community events. Additionally, the Downtown Master Plan recommends the creation of pocket parks in various locations throughout the downtown area.

Tree and open space preservation related to new development and redevelopment is included in the Development Pattern Goals and Strategies. New development should be designed to minimize the

amount of land consumed and open space should be set aside from development for use as public parks or greenbelt corridors. The city's current ordinances should be reviewed to ensure open space preservation opportunities are maximized. In an effort to protect the existing tree canopy, the city is going to prepare a tree inventory to identify tree species that should be protected or that should be removed.

Another approach to protecting natural resources is through designating properties that have real or potential contamination as Brownfields, which qualifies the project for federal funding to assist with the clean-up and remediation process. Brownfield designations offers both environmental and economic benefits to a community. Currently, the city is coordinating with other municipalities to evaluate potential properties that might be eligible for a brownfield assessment in order to prepare an application for Brownfield designation. In Villa Rica, the current focus is areas around Fullerville and downtown, where the opportunity for infill development exists, including old mill sites, underutilized industrial sites, and a vacant gas station. From an environmental perspective, brownfield projects prevent further pollution and can reduce the impact hazardous waste. Aside from environmental benefits, brownfield designations also provide economic benefits, which are detailed in the Social and Economic Development Needs and Opportunities section.

Preserve and protect Villa Rica's historic and cultural resources

The need to further protect and enhance local history and culture was noted throughout the Visioning Process as important to Villa Rica's future. The city's Historic Resource Surveys completed around 2010 can serve as a foundation for future preservation activities, including pursuing National Register designations for eligible properties in the city and developing a walking or trolley tour of historic properties. Currently, the North Villa Rica Commercial Historic District is the only historic district that has national registry status. The Historic Resource Survey identified several other areas that could be eligible for this status as well, such as the South Villa Rica Historic District. National Registry status grants access to certain tax benefits for downtown rehabilitation and renovation of historic downtown properties. Potential benefits for property owners in this area, include the National Park Service's existing 20% Historic

Rehabilitation Tax Credit available to downtown property owners. Through coordination between Villa Rica’s Historic Preservation Commission and the Carroll County Historical Society, these groups can work together to pursue preservation activities in the community.

In addition, both the RSVP Plan and Downtown Master Plan recommend the addition of iconic structures that commemorate the city’s history, including a Gold Miner statue, Veterans’ Memorial, and Thomas A. Dorsey Museum.

Goals and Strategies

RC Goal 1: Protect water resources and improve water quality

RC Strategy 1.1: Coordinate with the Georgia Environmental Protection Division (GAEPD) on future actions that may be necessary to remain in compliance with Metropolitan North Georgia Water Planning District’s Water Resource Management Plan

RC Strategy 1.2: Pursue creation of stormwater utility (an organizational and financial entity that establishes a formal plan of action to secure the funding necessary to operate and maintain a stormwater management program)

RC Goal 2: Conserve, protect, and promote natural resources in Villa Rica

RC Strategy 2.1: Continue development and implementation of proposed park projects/master plans (i.e., Connors Road Park, Spring Lake Park, Gold Dust Park, V-Plex, Fullerville Park)

RC Strategy 2.2: Implement Villa Rica Master Trail Plan (network of trails and greenway connections throughout the city) and other plans that support the

development of parks and trails to encourage an active, healthy lifestyle

RC Strategy 2.3 Promote environmental and historic preservation activities on social media (city websites, Facebook, flyers, local group meetings, etc.)

RC Strategy 2.4: Pursue Green Community Certification through Atlanta Regional Commission

RC Strategy 2.5: Identify and remediate brownfield sites to prevent further pollution and prepare the land for alternate uses

RC Strategy 2.6: Protect tree canopy (i.e., prepare a tree inventory, strengthen development regulations related to open space/tree canopy preservation)

RC Goal 3: Identify and protect historic and cultural resources in Villa Rica

RC Strategy 3.1: Consult with the Historic Preservation Division of the Georgia Department of Natural Resources to identify available technical resources, financial assistance, and incentives for preserving and enhancing historic resources (i.e., funding to acquire and repair historic properties such as the Connally-Marchman Home)

RC Strategy 3.2: Identify opportunities with preservation advocates or specialists for the reuse and/or maintenance of historic buildings and districts, especially properties that are in need of stabilization and repair (Downtown Historic Districts, Connally-Marchman Home, Wick’s Tavern)

RC Strategy 3.3: Identify opportunities to protect and promote Villa Rica’s historic/cultural resources (i.e.,

Pursue National Register status for eligible properties identified in the city's 2010 Historic Inventory Assessment - Downtown Historic Districts)

RC Strategy 3.4: Promote tourism tied to Villa Rica's historic and cultural resources (i.e. development of walking or trolley tour) that displays Villa Rica's historic resources

Social and Economic Development (SED)

Primary Needs and Opportunities

Stimulate revitalization activities and redevelopment of aging properties

Several master plans for downtown Villa Rica including the Downtown Master Plan and RSVP Plan recommend various changes that have potential to deeply enhance the downtown's economy, providing new business and residential development opportunities while also addressing traffic circulation and connectivity issues.

The historic component of downtown and aging structures also provides unique infill opportunities. Such opportunities should be carefully reviewed to ensure they are consistent with existing development in terms of aesthetics, scale, and overall character. In addition to downtown and surrounding areas, Fullerville also offers aging buildings that offer potential for infill. Moving forward, the implementation of the Villa Rica Master Plan also has the potential to stimulate revitalization efforts in these areas.

Brownfield development offers economic benefits by transforming previously contaminated land into a productive use that can be redeveloped. The federal Environmental Protection Agency (EPA) provides funding for qualifying brownfield projects through their Brownfields Program and Land Revitalization Program. These programs

help communities capitalize on existing assets that may be vacant or underutilized and can offer new opportunities for commercial, residential, and other types of development.

Protect and enhance existing neighborhoods while supporting future home options

Encroachment of large-scale commercial or industrial uses, lack of sidewalks, and loss of open space and tree cover are viewed by the community as having the potential to impair the quality of life that originally attracted many people to Villa Rica. Moreover, during the Visioning Process, some residents indicated a desire for more single-family homes, while others wanted to see a more diverse housing supply, including housing facilities for seniors. The city has addressed many of these issues with past plans and regulations, which can be used or modified to protect and enhance local neighborhoods.

Neighborhood character can be preserved by encouraging any commercial development to be clustered where it can serve as a focal point for the neighborhood, as opposed to piecemeal, arbitrary "strip"-style development. These neighborhood nodes are typically smaller scale in predominantly residential areas that include only a couple of neighborhood commercial options. However, more prominent, urban intersections may support larger-scale commercial development clustered. As presented on the Future Development Map, clustered commercial supports the development of "Villages" which create neighborhood centers that should support mixed use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment. Larger, more intense areas are referred to as Activity Centers and may be focused on industrial, commercial, or professional office. Activity Centers are more focused on employment centers, although pedestrian access and community amenities should be provided.

Supporting a range of housing options in terms of dwelling type, size, and density, meets local market needs and accommodate diverse population, from single family detached homes to multifamily apartment developments. While single family residential dwellings are expected to

remain the predominant housing type, incorporating multifamily developments (du/tri/quadplexes, townhomes, apartments) can increase the effectiveness of mixed use and “Village” style neighborhoods. Higher density development should be appropriately located, near Community Crossroads or Activity Centers (per Future Development Map), where density already exists, and where the existing character supports such development.

The city and Housing Authority have been in discussion regarding the potential relocation and redevelopment of public housing sites. The Housing Authority is considering consolidating its properties onto one site, which would provide redevelopment opportunities on its remaining properties. Although there are no concrete plans at this time, the city should continue coordinating with the Housing Authority on this project.

When considering development opportunities, the city should maximize the use of existing infrastructure and minimize the conversion of undeveloped land at the urban periphery by encouraging development or redevelopment of sites closer to downtown or the traditional urban core of the community. As needed to support development, the city intends to extend water and sewer infrastructure to areas that are suitable for growth.

Create employment opportunities within the city and expand business diversity

A frequently cited need voiced during the public participation process was the lack of local retail and dining options, both downtown and in other parts of the city. In addition, residents and business owners noted the limited availability of higher paying job opportunities and the need to expand opportunities for new industry and businesses to locate in Villa Rica. Moreover, residents and business owners expressed the need to mitigate parking issues and provide additional parking areas.

The RSVP Plan also noted parking as a major issue facing downtown businesses and recommended the construction of a parking deck based on public input. Although there is a perceived lack of parking downtown, an analysis in the RSVP indicated that there is actually a substantial amount of public and private parking areas downtown. Moreover, the

city could potentially acquire properties that could support parking, which is being evaluated as part of the Downtown Master Plan. Due to the high cost of development and construction of parking decks, it is recommended that revitalization and reconfiguration of existing parking opportunities be explored prior to beginning the construction process for a deck. As downtown continues to evolve and grow, certain developments that need to accommodate a large number of people for extended periods of time (convention center, hotel, or mixed use/residential) may warrant the need for parking deck facilities.

The proposed multi-use trail system has the potential to generate economic activity both downtown and in activity centers around the city. Multi-use trails, while embodying a commitment to Villa Rica’s quality of life, would also help to activate parts of downtown and other areas in the city that invite the kind of investment desired by the community.

The Future Development map identifies activity centers that build upon existing foundations that can be strategically developed to support a variety of employment opportunities. Development around Tanner Hospital includes small-scale medical-related offices that provide jobs at a variety of levels. The city should encourage future medical-related uses including offices, rehabilitation centers, and even senior or assisted living facilities to locate in the designated Medical Activity Center area. Major intersections along US 78 and SR 61, currently host commercial and service-related uses, which can easily be clustered around these prominent crossroads and further developed to support new employment opportunities. Finally, the I-20 access areas are identified as gateways on the Future Development Map, which promote concentrated commercial and mixed use development. The 2014 Carroll County LRTP estimates that the 2010 Annual Average Daily Traffic (AADT) volumes along I-20 between SR 61 and Douglas County exceed 60,000 vehicles per day (highest volume along this corridor within Carroll County). Thus, Villa Rica has an opportunity to capitalize on this commuter traffic by providing access to services and goods in the Gateway areas identified on the Future Development Map.

When seeking to expand industrial or commercial real estate, Villa Rica should consider opportunities for redevelopment within city limits or

pursue potential annexation outside of the city within Carroll County due to development restrictions in Douglas County. Both state-designated truck routes and a heavily-traveled freight train line run through the city's urban core. As Villa Rica seeks to expand industrial real estate, location is paramount. The Future Development Map directs future industrial growth to areas with direct access to I-20 access, with the intention to minimize the need for trucks to be routed through the city's core.

Maintain high quality services for the citizens of Villa Rica

During the Visioning Process, dissatisfaction with the existing conditions of the water and sewer network infrastructure were repeatedly cited as one of the most urgent issues facing the city. Lacking infrastructure can be detrimental to water quality and can limit a city's ability to expand and attract new industry. It is imperative that Villa Rica continue to pursue additional funding sources to address needed infrastructure improvements.

Considering Villa Rica's anticipated growth and potential for expansion, the city should continue exploring alternative financing opportunities. Currently, the city is pursuing the development of Tax Allocation District (TAD) in the downtown area that would help finance upgrades to infrastructure, including water and sewer infrastructures, streets and sidewalks, parking facilities, and other features. While the exact location for designated TADs are still being evaluated, current potential locations include a portion of US 78 and along the proposed Downtown-Mirror Lake Connector. Similarly, the proposed development and implementation of a Stormwater Utility will assess user fees to support the development and maintenance of stormwater management infrastructure. With regard to roadways, the city will address recommended improvements through various small area master plans and the proposed Comprehensive Transportation Plan.

Aside from infrastructure, the city also plans to develop master plans for several existing parks including Gold Dust Park, Fullerville Park, and the Villa Rica Sports Complex ("V-Plex") to guide necessary improvements for park and recreation amenities. The Spring Lake property is a city-owned property which the city intends to clean and implement a passive park

area. A master plan for Conners Road Park has already been developed and should be implemented as soon as it is feasible.

Additionally, the city is in the process of providing a digital platform for viewing various city maps that will provide an online map resource that can be accessed by the public.

Enhance communication and coordination between various public and private agencies

Coordination between local, regional, state, and sometimes federal agencies increases efficiency and encourages partnerships that can benefit the economy. City and county development authorities should coordinate to promote new opportunities and attract industry to the area. Comments from the community survey and public workshops noted the need for enhanced direct coordination, especially between local agencies and city boards and committees (City Council, Planning and Zoning Commission, Historic Preservation Commission, etc.).

Coordination between the city, counties, and regional and state agencies (Housing Authority, Carroll County School District, Three Rivers Commission, GDOT, Norfolk Southern) is encouraged in order to efficiently address the social and economic needs of Villa Rica and surrounding area. For example, the Housing Authority and the city are working together to evaluate potential relocation and redevelopment of public housing properties. Also, the city is working with other municipalities to identify potential brownfield sites that might qualify for funding towards remediation and redevelopment of those properties. The city regularly coordinates with GDOT on transportation matters and will continue to do so as the North Loop Bypass project moves forward. In addition, the city and county development authorities should work together to develop initiatives to attract new businesses and promote new business opportunities.

*Goals and Strategies***SED Goal 1: Stimulate revitalization activities and redevelopment of aging properties**

SED Strategy 1.1: Continue to encourage businesses to locate downtown through promoting initiatives of the Main Street Program and local Development Authorities (City/downtown)

SED Strategy 1.2: Continue to implement elements and vision of Villa Rica Downtown Renaissance Strategic Visioning Plan (RSVP), in conjunction with Villa Rica Downtown Master Plan and Villa Rica Master Trail Plan

SED Strategy 1.3: Promote infill development opportunities in residential and commercial areas by focusing funding for redevelopment within existing city limits

SED Strategy 1.4: Promote infill development (of remaining undeveloped properties inside city limits) and redevelopment (of properties with structures that are obsolete)

SED Strategy 1.5: Identify potential brownfield sites and pursue Brownfield grant funding to redevelop eligible properties in Fullerville and downtown

SED Goal 2: Protect and enhance existing neighborhoods while supporting a diverse array of housing options to accommodate future growth

SED Strategy 2.1: Ensure infill development and redevelopment is consistent with existing community character, scale, and aesthetic of surrounding area

SED Strategy 2.2: Evaluate zoning and development regulations related to density allowances and multi-family developments

SED Strategy 2.3: Maintain quality housing in a variety of dwelling types and densities to support the needs of the population

SED Strategy 2.4: Coordinate with the Housing Authority on the relocation and redevelopment of existing public housing sites

SED Goal 3: Create employment opportunities within the city and expand business diversity

SED Strategy 3.1: Continue coordination and participation in with local Chamber of Commerce (City/County), Main Street Program initiatives, Development Authorities (Villa Rica DA and Downtown DA), and similar agencies to attract a variety of businesses to Villa Rica

SED Strategy 3.2: Promote high quality Employment Centers (Industrial, Commercial, Office, Gateway) through enforcing development regulations related to building and site design and buffer and landscaping requirements, in accordance with the Future Development Guide

SED Strategy 3.3: Identify and promote opportunities for higher paying jobs and small business

SED Strategy 3.4: Identify opportunities to accommodate expansion of industrial real estate (including infill development), where appropriately located

SED Strategy 3.5: Pursue annexation opportunities within a general Urban Growth Area as depicted on the Future Development Map, based on determination of economic feasibility/benefit

SED Strategy 3.6: Identify existing and potential parking opportunities in the downtown area that can be improved to support the needs and continued economic vitality of downtown

Authority, Carroll County School District, Regional Water District, MPO, GDOT) to efficiently address the social and economic needs of the city and surrounding area

SED Goal 4: Maintain high quality services for the citizens of Villa Rica

SED Strategy 4.1: Provide consistent upgrades to water, sewer, and stormwater facilities to support current and future populations

SED Strategy 4.2: Maintain roadways and provide upgrades as needed (in coordination with other agencies as necessary – GDOT, County)

SED Strategy 4.3: Provide consistent upgrades to community services and associated facilities (i.e. Public parks and trails, pedestrian facilities crosswalks, sidewalks, library facilities, civic buildings)

SED Strategy 4.4: Develop Tax Allocation Districts in targeted areas to fund infrastructure and transportation improvements

SED Strategy 4.5: Maintain current city Maps and update as needed (Existing Land Use, Zoning, etc.) for consistency

SED Goal 5: Enhance communication and coordination between various local, regional, and state agencies

SED Strategy 5.1: Encourage direct coordination and cooperation between the city’s economic development agencies and other city boards and committees (City Council, Planning and Zoning Commission, Historic Preservation Board, etc.)

SED Strategy 5.2: Encourage coordination between the city, county, and regional and state agencies (Housing

4 CHAPTER FOUR. Future Development Guide

A key component of the comprehensive planning process is the creation of the Future Development Guide. The guide includes the Future Development Map, which depicts unique character areas that describe the type of development and land uses desired for particular areas. In addition to the goals and strategies presented in Chapter 3, this guide explains and helps illustrate the ‘community vision’ for growth and development in Villa Rica.

The Future Development Guide includes the three sections shown below:

- Future Development Map
- Character Area-Based Planning
- Character Area Policy

Future Development Map

The Future Development Map is used to identify the geographic location of the character areas within Villa Rica. The character areas are described in detail later in this chapter. The Future Development Map is intended to help guide decision making related to the physical location of development and where the most appropriate scale and intensity of development should occur.

While the map recommends land uses and development patterns for a 20-year planning horizon, it is important that it is regularly reviewed to determine if amendments are needed based on changing market and demographic trends or local goals. At a minimum, the plan is required by the Georgia Department of Community Affairs to be updated every five years.

Relationship of Future Development Map to Zoning

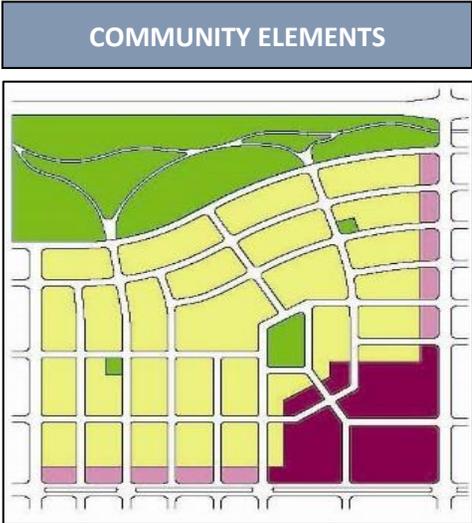
City zoning consists of a zoning map that assigns a zoning classification (one of the city’s rural, residential, commercial, industrial, or planned development districts) to every property. A zoning ordinance describes these classifications, including their allowable land uses and requirements for how buildings, parking, landscaping, signs and other site features may be placed on a parcel.

The zoning map and zoning ordinance provide properties in Villa Rica with certain rights to development, while the Comprehensive Plan’s Future Development Map serves as a *guide* to the future development of property. The Future Development Map and Character Area Policy should be used as a guide for future rezoning decisions undertaken by the city.

Character Area-Based Planning

Character area-based planning focuses on the way an area looks and how it functions. Tailored strategies are applied to each area, with the goal of enhancing the existing character/function or promoting a desired new character for the future.

Character areas are organized by community elements. These elements represent the four basic types of development – the primary ‘building blocks’ of a community – and include open space, neighborhoods, centers and corridors. The table below summarizes general characteristics of

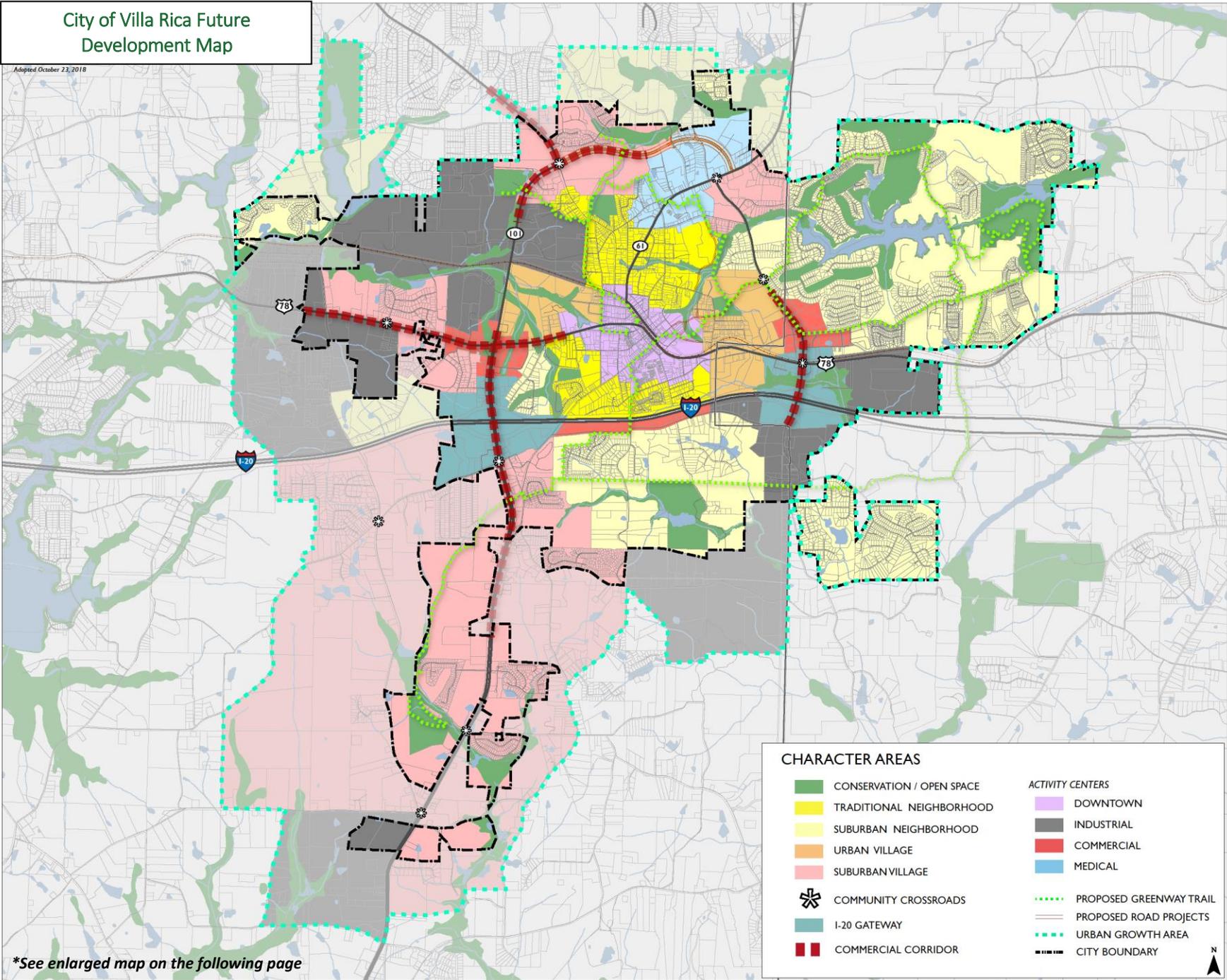


each element as well as their application on the Future Development Map as specific character areas. The character areas are further described in this chapter.

COMMUNITY ELEMENTS		
COMMUNITY ELEMENT & DIAGRAM	SUMMARY DESCRIPTION	CHARACTER AREA
OPEN SPACE 	<ul style="list-style-type: none"> – Parks, golf courses, floodplain, wetlands, greenspace (public or privately owned) – Intended to be maintained in a natural state or for passive recreation uses 	<ul style="list-style-type: none"> – Conservation / Recreation
NEIGHBORHOOD 	<ul style="list-style-type: none"> – Existing neighborhoods – Areas suitable for new housing development/infill development – Located near open spaces, centers/nodes, and corridors 	<ul style="list-style-type: none"> – Traditional Neighborhood – Suburban Neighborhood – Urban Village – Suburban Village
CENTER 	<ul style="list-style-type: none"> – Provides residents access to a variety of retail and civic uses/space – May be larger commercial (local retail / service uses) centers, single-use employment centers (e.g. business or industrial park), or mixed-use centers that include a variety of commercial, residential and/or employment elements – Includes smaller neighborhood commercial uses in rural and suburban areas 	<ol style="list-style-type: none"> <i>Community Crossroads:</i> <ul style="list-style-type: none"> – Urban Village – Crossroads Village <i>Activity Center:</i> <ul style="list-style-type: none"> – Downtown – Commercial – Industrial – Medical <i>I-20 Gateway</i>
CORRIDOR 	<ul style="list-style-type: none"> – Often links activity centers and neighborhoods – Primary transportation corridors or concentrations of specific land use / development type 	<ul style="list-style-type: none"> – Commercial Corridor

City of Villa Rica Future Development Map

Adopted October 23, 2018



*See enlarged map on the following page

CHARACTER AREAS

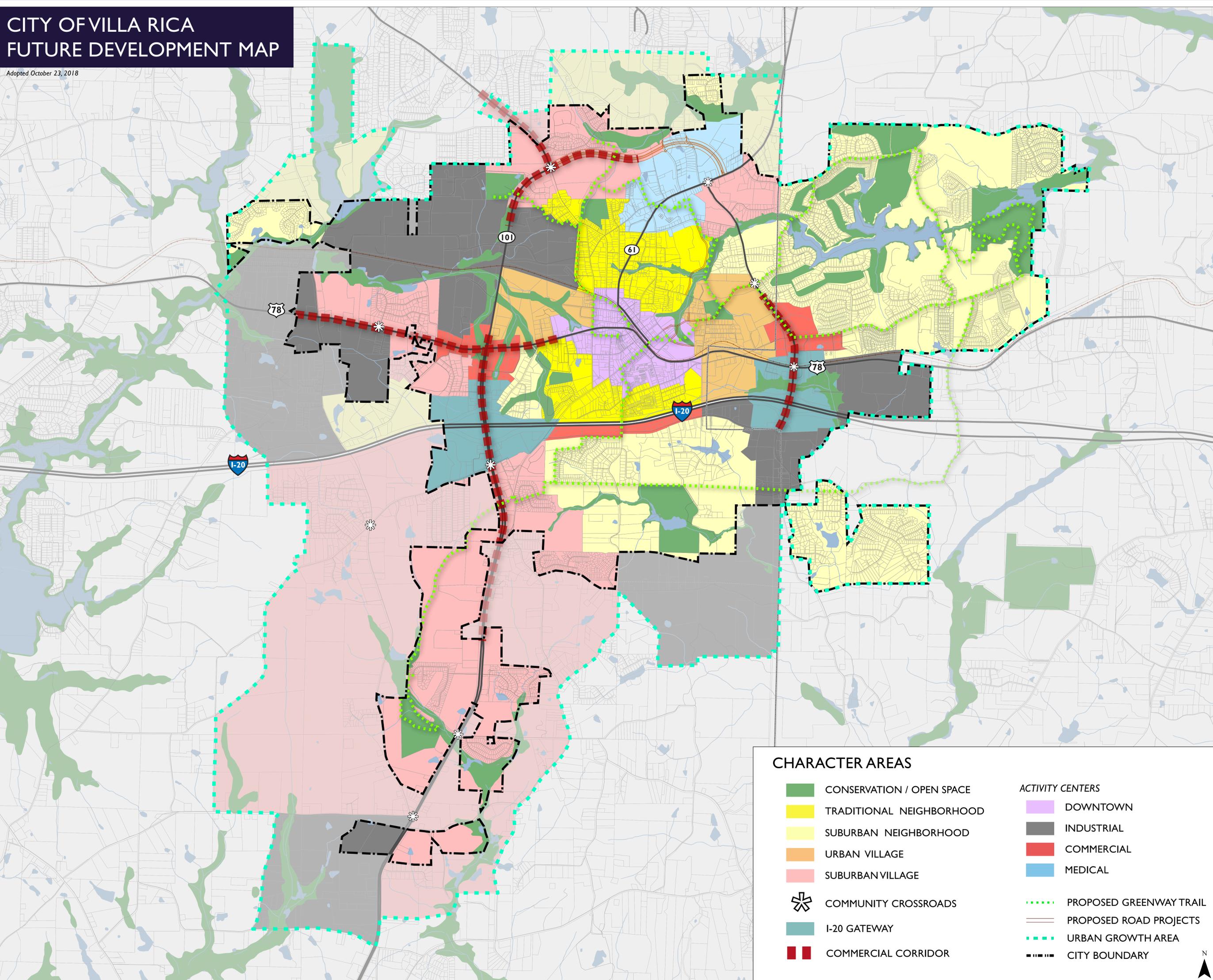
- CONSERVATION / OPEN SPACE
- TRADITIONAL NEIGHBORHOOD
- SUBURBAN NEIGHBORHOOD
- URBAN VILLAGE
- SUBURBAN VILLAGE
- COMMUNITY CROSSROADS
- I-20 GATEWAY
- COMMERCIAL CORRIDOR

- ACTIVITY CENTERS
- DOWNTOWN
 - INDUSTRIAL
 - COMMERCIAL
 - MEDICAL
 - PROPOSED GREENWAY TRAIL
 - PROPOSED ROAD PROJECTS
 - URBAN GROWTH AREA
 - CITY BOUNDARY



CITY OF VILLA RICA FUTURE DEVELOPMENT MAP

Adopted October 23, 2018



CHARACTER AREAS

	CONSERVATION / OPEN SPACE		DOWNTOWN
	TRADITIONAL NEIGHBORHOOD		INDUSTRIAL
	SUBURBAN NEIGHBORHOOD		COMMERCIAL
	URBAN VILLAGE		MEDICAL
	SUBURBAN VILLAGE		PROPOSED GREENWAY TRAIL
	COMMUNITY CROSSROADS		PROPOSED ROAD PROJECTS
	I-20 GATEWAY		URBAN GROWTH AREA
	COMMERCIAL CORRIDOR		CITY BOUNDARY



Character Area Policy

Character areas shown on the Future Development Map are described on the following pages. Each page presents a 'character area policy' that represents and describes the character area in terms of the desired development pattern and supporting implementation strategies.

Each character area policy presented in the narrative incorporates the following components:

- **Intent** describes the policy intent of each character area, specifically to *preserve, maintain, enhance* and/or *create* a desired character.
- **General Characteristics** provides a general overview of desired development pattern in terms of characteristics that are more specifically addressed in the Design Principles.
- **Application** provides a general description of areas where the character areas can be found or appropriately applied based on characteristics of the land and infrastructure.
- **Primary Future Land Uses** lists appropriate land uses that support the desired mix and/or type of land uses in a character area.
- **Design Principles** describes the form, function and character of physical elements of the character area. This includes density/intensity, greenspace, transportation and infrastructure (public utilities).
- **Strategies** are the implementation measures needed to achieve the desired development patterns for the character area. They reference strategies identified in Chapter 3: Community Vision.

CONSERVATION / OPEN SPACE

- Intent** *Protect* environmentally sensitive areas and open space for conservation and passive recreation purposes. *Prevent* degradation to natural resources in areas that have developed or have the potential to develop.
- General Characteristics** Conservation areas are public or privately-owned properties that are not suitable for development and are intended to be permanently protected for natural area conservation and passive recreation purposes. Open space areas also include parks and undeveloped areas that provide both passive and active recreation opportunities.
- Application** Conservation and open space areas are located throughout Villa Rica, represented primarily by floodplain areas, wetlands, parks, and publicly and privately-owned land in its natural state as green space. In addition, trails and greenways associated with the Villa Rica Trail Master Plan (Gold Nugget Trail) are integrated into existing open space areas.

Primary Future Land Uses:

- Undeveloped areas in their natural state; Wetlands
- Passive Parks (environmentally constrained areas)
- Active Parks (areas without environmental constraints)
- Greenways/Trails; Golf course

Implementation Strategies:

- DP 2.1, DP 2.2, DP 3.2; RC 1.1, RC 2.1, RC 2.5; SED 4.3

Appropriate Zoning:

- WRD (Water Resource District)
- FH (Flood Hazard)
- Applicable to various zoning districts

DESIGN PRINCIPLES

Density/Intensity

- Natural landscape with limited recreation-related buildings to provide access to community
- Building placement and exterior materials should blend with surrounding landscape
- Minimize impervious surfaces

Green Space

- Natural landscape
- Maintain and create connections between natural features
- Public and private

Transportation/Connectivity

- Pedestrian connectivity with greenways and trails
- Limited vehicular access

Infrastructure

- Greenways/Trails
- Generally, not applicable

Illustrative Photos



TRADITIONAL NEIGHBORHOOD

Intent

Preserve established neighborhoods and create quality infill development that respects the prevailing single-family character and traditional building materials and site design.

General Characteristics

Traditional Neighborhoods are characterized by moderate density (up to 8 du/ac) residential development and neighborhoods, with some areas of higher density. Higher densities can be achieved through density bonuses, planned developments, and certain development types specified in the zoning regulations. Green space is largely provided on individual lots, but neighborhood open space and/or park amenities may also be provided. Pedestrian connectivity is moderate to high, where sidewalks may be internal to a neighborhood but may not currently connect to nearby parks and schools. However, such connections should be provided in new developments, and should provide linkages to the Gold Nugget Trail, when possible.

Future development will continue to be primarily detached, single-family homes, with opportunities for variations in housing types (including multifamily) and lot sizes based on surrounding uses and sewer availability. Smaller lots and pedestrian-oriented site design complemented by a compact road network is encouraged. Infill development/redevelopment should be compatible with the scale, setback, and style of existing adjacent homes.

Application

Traditional neighborhood areas surround Villa Rica’s Downtown District to the north and south and contain both single family and multifamily units. These areas also possess some of the cities older, historic homes and structures. In addition, the downtown and Fullerville areas contain infill development/redevelopment opportunities.

Primary Future Land Uses:

- Moderate density residential uses including detached single-family dwellings, two-family dwellings, and multi-family dwellings where similar land uses are located
- Civic benefit uses such as community centers, libraries, places of worship, and schools
- Parks, greenways, trails

Implementation Strategies:

- DP 1.1, DP 1.3, DP 4.3; RC 3.3; SED 1.3, SED 1.4, SED 1.5, SED 2.1, SED 2.2, SED 2.3

Appropriate Zoning:

- R-20; R-14; RT

DESIGN PRINCIPLES

Density/Intensity

- Moderate to high density (4 – 8 du/ac, higher density permitted in accordance with zoning regulations)

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Residential subdivision design should set aside a high percentage of open space (i.e., Conservation Subdivisions)
- Neighborhood and community parks; Trail/greenway connections

Transportation

- Moderate to high vehicular (street grid) and pedestrian (sidewalks, greenways, and trails/paths) connectivity

Infrastructure

- Public water and access to sewer

Illustrative Photos



SUBURBAN NEIGHBORHOOD

Intent

Preserve established neighborhoods and create quality new residential construction at suburban densities.

General Characteristics

Suburban Neighborhoods are characterized by detached, single-family homes at low to moderate density residential development and neighborhoods. Higher densities in suburban areas are established through in planned developments. Green space is largely provided on individual lots, but neighborhood open space and/or park amenities may also be provided. Pedestrian connectivity is moderate, where sidewalks may be internal to a neighborhood but may not currently connect to nearby parks and schools. Such connections should be provided in new developments.

Future development will continue to be primarily detached, single-family homes, with opportunities for variations in housing types and lot sizes based on surrounding uses and sewer availability. Multi-family developments may be acceptable when compatible with surrounding dwelling types and where it can be supported by sewer. The road network should provide connectivity to surrounding areas and activity centers.

Application

Suburban Neighborhoods are generally located within close proximity to the city limits, generally located outside of the city’s core and traditional neighborhoods. Suburban Neighborhoods in Villa Rica include a mix of developed residential areas and opportunities for additional development that can be served by public sewer. Mirror Lake subdivisions and other planned developments are also considered suburban neighborhoods.

Primary Future Land Uses:

- Primarily detached, single-family residential uses
- Secondary uses may include two-family dwellings, and multi-family dwellings (apartments, townhomes, lofts) where similar land uses are located; Senior housing developments; Conservation subdivisions
- Civic benefit uses such as community centers, libraries, places of worship, and schools
- Parks, greenways, trails

Implementation Strategies:

- DP 1.1, DP 1.3, DP 1.4, DP 2.2; SED 1.4, SED 2.1, SED 2.2

Appropriate Zoning:

- R-20; R-14; PD; RD

DESIGN PRINCIPLES

Density/Intensity

- Detached single-family homes at lower densities (1-2 du/ac for single-family development)
- Moderate density (4 – 8 du/ac) located near community crossroads or activity center;

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Neighborhood and community parks; Maintain and create connections between natural features (trails)

Transportation

- Low to moderate vehicular connectivity (curvilinear streets, more dispersed network when part of planned development) and higher pedestrian connectivity (sidewalks, greenways, and trails/paths), especially when near village or activity center, school, or community facility

Infrastructure

- Public water and access to sewer

Illustrative Photos



URBAN VILLAGE

Intent

Complement downtown area through establishing a development pattern characterized by a network of streets and paths suitable for both vehicles and pedestrians.

General Characteristics

Urban Village areas are characterized by moderate density residential development and neighborhoods. Urban Villages feature traditional neighborhood development with a focal point represented by neighborhood commercial development. This non-residential development is typically clustered around a prominent intersection in the neighborhood and can include neighborhood commercial services and retail options.

Application

Areas suitable for Urban Village development surround the downtown area and are an extension of compact, gridded development pattern of downtown. Typically, Community Crossroads are present, which provide an area suitable for small-scale commercial development (detached or attached structures) that serves the surrounding neighborhood, creating a “Village” character.

Primary Future Land Uses:

- Detached single-family dwellings
- Attached single family dwellings where compatible with adjacent character; Two-family dwellings (duplex), and multi-family dwellings (apartments, townhouses, similar)
- Clustered neighborhood commercial/Small-scale mixed use (restaurants, retail, single offices)
- Civic benefit uses such as community centers, libraries, places of worship and schools
- Parks, greenways, trails

Implementation Strategies:

- DP 1.1, DP 1.2, DP 1.3, DP 1.4, DP 2.2, DP 4.2, DP 4.3, DP 5.2; SED 1.3, SED 1.4, SED 1.5, SED 2.1, SED 2.2, SED 2.3

Appropriate Zoning:

- R-20; R-14; RT; PD; NC; OI

DESIGN PRINCIPLES

Density/Intensity

- Moderate to high density (Up to 8 du/ac for single family development); Higher densities

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Neighborhood and community parks; Maintain and create connections between natural features (trails); pedestrian connections to greenways/trails
- Adequate screening/buffer between residential and adjacent uses

Transportation

- Wide streets with on-street parking
- Dispersed road network; compact design
- Alleys for rear access to residential areas
- Road safety improvements

Infrastructure

- Public water and sewer access
- Underground utilities preferred, when feasible
- Pedestrian infrastructure/connectivity

Illustrative Photos



SUBURBAN VILLAGE

Intent

Create nodes in areas where potential for future development exists by establishing development pattern focused around Community Crossroads.

General Characteristics

Suburban Villages are characterized by clustered commercial development around the intersection of prominent roads (Community Crossroads) and include immediate surrounding residential areas, which are suburban in nature. The general development pattern is compact, with stand-alone or a few businesses on a site. However, in more suburban and rural areas, a single business typically occupies a property.

Future development should emphasize the compact, small-scale development that supports the immediate surrounding area, including residences, retail, and office uses. Higher density developments should be located closer to more dense/intense areas, where similar development exists. Sidewalks and pedestrian linkages to nearby parks and other amenities should be provided in new developments.

Application

Suburban Village areas are typically found outside of the urban core, especially towards the northern city limits, surrounding the Medical Activity Center area, and the southwestern city limits, on both sides of SR 61. In the area along the southern portion of SR 61 within the city, the presence of two schools and existing emerging commercial codes make this area prime for continued village-style development, where clustered commercial is surrounded by residential areas.

Primary Future Land Uses:

- Detached single-family dwellings
- Multifamily dwellings (if near higher density development or part of planned community; could also include townhomes, small-scale apartments)
- Senior/Assisted living facilities; Conservation Subdivisions
- Clustered neighborhood commercial/Small-scale mixed use (restaurants, retail, single offices)
- Civic benefit uses such as community centers, libraries, places of worship and schools
- Parks, greenways, trails

Implementation Strategies:

- DP 1.1, DP 1.2, DP 1.3, DP 1.4, DP 2.2, DP 4.2, DP 5.2; SED 2.2

Appropriate Zoning:

- R-20; R-14; RT; RD; PD; NC; OI

DESIGN PRINCIPLES

Density/Intensity

- Generally low to moderate density with concentrated neighborhood commercial development oriented around intersection/community crossroads; Lower in more rural areas

Green Space

- Formal landscaping with built areas
- Adequate screening between residential and non-residential uses

Transportation

- Internal vehicular and pedestrian/bicycle connectivity (Residential Areas)
- Road network should provide connectivity to surrounding area

Infrastructure

- Public water and sewer access
- Continuous sidewalks and linkages between neighborhoods and nearby parks, schools, and neighborhood amenities

Illustrative Photos



COMMUNITY CROSSROADS

Intent

Maintain and create access to local goods and services at prominent intersections throughout the community that serve surrounding neighborhoods.

General Characteristics

Community Crossroads are characterized by clustered commercial development around the intersection of prominent roads and include immediate surrounding residential areas which are urban or suburban in nature. Community Crossroads should emphasize the compact, small-scale development that supports the immediate surrounding area, including residences, retail, and office uses. Crossroads located in more urban areas or along major corridors may support general commercial uses (due to availability of infrastructure), while those located in areas that are primarily residential mostly accommodate small-scale, neighborhood commercial uses.

Future Community Crossroad development should be consistent with the surrounding context and character of the area. Clustered commercial development patterns are a necessity in avoiding strip commercial development. Pedestrian connections and road improvements should be focused in these areas, providing linkages to nearby parks and trails.

Application

Community Crossroads act as smaller-scale versions of activity centers and are located in suburban and urban areas at the intersection of prominent roads where there is existing or potential for commercial development. The general development pattern is compact, with stand-alone or multiple businesses on a site, depending on the location. In the context of Village areas, Community Crossroads are typically small-scale, neighborhood-oriented development. Crossroads located on Mirror Lake Boulevard will capitalize on development projects planned along the corridor that would support this land use pattern. Some crossroads are identified outside Villa Rica city limits.

Primary Future Land Uses:

- Neighborhood commercial uses (smaller-scale retail and service serving nearby residents)
- Civic benefit uses such as places of worship, parks, and community centers
- Parks, greenways, trails

Implementation Strategies:

- DP 1.1, DP 1.2, DP 1.3, DP 1.4, DP 3.3, DP 4.1, DP 4.3; SED 1.3, SED 2.1, SED 3.3

Appropriate Zoning:

- NC (Primary); GC where appropriate
- Existing Residential, PD

DESIGN PRINCIPLES

Density/Intensity

- Varies from neighborhood-scale development in areas that are primarily residential to general commercial in high-traffic areas

Green Space

- Formal landscaping with built areas
- Adequate screening/buffer between residential and non-residential uses
- Pedestrian connections to greenways and trails

Transportation

- Road network should provide connectivity to surrounding area
- Accommodations for pedestrians and bicycles

Infrastructure

- Public water and sewer access (when supported by growth patterns)
- Pedestrian amenities/sidewalks/bike racks

Illustrative Photos



COMMERICAL CORRIDORS

Intent

Enhance and maintain well-functioning, attractive corridors that serve local needs, facilitate traffic flow, and coordinate land use patterns without encroaching on adjacent neighborhoods.

General Characteristics

Corridors include primary roadways that may be predominately commercial, industrial, or residential in nature. Access management elements are utilized to minimize the impact of new development to traffic flow, including interparcel access, secondary road access, and driveway consolidation. On each corridor, access management measures are important so as not to impede traffic flow, especially since portions of these corridors are also designated truck routes. A major component of corridor design is avoiding strip, commercial development through coordinating transportation projects and adjacent land use/developments.

Application

Commercial Corridors are along arterials that support traffic patterns around major activity centers and I-20. These corridors also provide employment opportunities for local industry and a variety of businesses. SR 61/Industrial Blvd. between US 78 towards southern city limits; US 78 corridor between downtown and western city limits; Liberty Rd/Mirror Lake Blvd between Gateway area and proposed downtown connector. Due to its proximity to I-20 and sewer infrastructure, SR 61 immediately surrounding 1-20 (Industrial Boulevard north of interstate; Carrollton Villa Rica Highway south of interstate) is intended to provide additional larger-scale employment generators, such as planned commercial developments and shopping centers. This portion of SR 61, which includes areas of both Villa Rica and Carroll County is mostly commercial along its length, making additional commercial development likely where opportunities exist. Here emphasis should be on enhanced building and site design; with limited curb cuts and a high degree of interparcel access between adjacent developments, as to not impede regular traffic flow along the corridor.

Primary Future Land Uses:

- Commercial and retail; Professional Office; Mixed Use
- Civic benefit uses such as places of worship, community centers, municipal buildings; Trails, Parks

Implementation Strategies:

- DP 1.1, DP 1.4, DP 3.1, DP 3.3, DP 5.3, DP 5.4, DP 6.1, DP 6.2, DP 6.3; SED 3.2, SED 3.5, SED 4.2

Appropriate Zoning:

- NC, GC, HC, OI, PD

DESIGN PRINCIPLES

Density/Intensity

- Varies depending on location

Green Space

- Formal landscaping with built areas, including adequate screening between frontage uses and adjacent residential areas

Transportation

- High internal vehicular and pedestrian connectivity
- Limited curb cuts; Interparcel access between developments
- Limit signs & billboards

Infrastructure

- Public water and access to sewer
- Enhanced streetscape

Illustrative Photos



ACTIVITY CENTERS

Intent	<i>Provide</i> additional employment opportunities and neighborhood services, support a variety of uses that promote walkability and compact developments.
General Characteristics	Activity Centers are characterized by compact, walkable, and higher density or intensity developments, typically along major roadways. They may also be dedicated to a specific function such as offices, industrial, or commercial uses. These areas provide additional employment opportunities and where appropriate, support varied residential uses (townhomes, apartments, loft) that can contribute to a live-work environment. Future development should also emphasize high quality building and site design, including dedicated open/civic space.
Application	Activity Nodes are classified into four categories: Downtown District ; Industrial Center (Concentrations of existing or potential industrial development.); Medical Center (Tanner Hospital properties and surrounding area, including designated Medical Support Overlay district); Commercial Center (Concentrations of commercial development at major intersections (US 78/Industrial Blvd.; Mirror Lake Blvd./Conners Rd.)

Primary Future Land Uses:

- *Downtown District:* Mixed Uses – Residential, Office, Commercial, Retail
- *Industrial Center:* Heavy and Light Industrial
- *Commercial Center:* General Commercial; Light Industrial
- *Medical Center:* Office, Institutional, Commercial

Implementation Strategies:

- DP 1.1, DP 1.4, DP 2.2, DP 4.1, DP 4.3, DP 5.3, DP 5.4, DP 6.1, DP 6.3; SED 1.1, SED 1.3, SED 3.1, SED 3.2, SED 3.3, SED 3.4, SED 3.5, SED 3.6

DESIGN PRINCIPLES

Density/Intensity

- Higher density/intensity in general, including higher density residential in Mixed Use areas and higher intensity (i.e. light industrial vs. commercial) uses in Industrial/Commercial areas

Green Space

- Formal landscaping with built areas
- Open space (civic space)
- Adequate buffers/screening to minimize adverse impacts on adjacent uses

Transportation

- High internal vehicular and pedestrian connectivity
- Access management

Infrastructure

- Public water and sewer
- Sidewalks, crosswalks

Illustrative Photos



DOWNTOWN

Intent: Preserve traditional development patterns and architectural styles and *create* and *maintain* a vibrant, mixed use community focal point.

General Description: The Downtown District is and will continue to be the urban core of Villa Rica. Redevelopment and infill development should respect historic architecture and existing development patterns (including building placement, lighting, site features, streetscape, etc.), with emphasis on high quality construction and design. Maintaining a compact, pedestrian-oriented environment, with “human-scale” buildings will accommodate a more walkable community. In addition, a dispersed street grid network promotes enhanced traffic mobility. Moreover, supporting residential uses downtown, in the form of “above ground” residential developments (retail/commercial on ground floor) will provide the pedestrian traffic needed to sustain a downtown area.

Local Application: The Downtown “activity center” extends out from Villa Rica’s existing Downtown District and associated overlay districts. The recommended expansion maintains the existing development pattern and character of the existing Downtown District. High vehicular connectivity can be achieved through necessary road realignments and improvements, especially around the interface of the railroad and downtown streets.

Primary Future Land Uses:

- Neighborhood Commercial; Retail
- Mixed Use (including residential above ground-floor retail)
- Professional office, Government facilities
- Civic benefit uses such as community centers, libraries, places of worship, and schools
- Parks, trails, public plazas

Implementation Strategies

- DP 1.2, DP 2.2, DP 3.3, DP 3.4, DP 4.1, DP 4.3; RC 2.5; SED 1.1, SED 1.2, SED 1.3, SED 1.4, SED 1.5, SED 2.1, SED 2.2, SED 3.1, SED 3.3, SED 3.6

Appropriate Zoning:

- CBD (Central Business District); CMU (Commercial Mixed Use); COM (Downtown Commercial); MFR (Multifamily Residential); SFR (Single Family Residential)

DESIGN PRINCIPLES

Density/Intensity

- Moderate to high density/intensity in terms of all development
- Multi-story developments encouraged (must be compatible with surrounding aesthetic; Consider height limitations to maintain human-scale)

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Public parks, greenspace (Town Green), trails

Transportation

- Compact design; Street grid network
- High vehicular and pedestrian connectivity

Infrastructure

- Public water and sewer
- Streetscapes with pedestrian amenities
- Rear or underground utilities, when feasible

Illustrative Photos



INDUSTRIAL

Intent: *Enhance and create* concentrated industrial uses that minimize disruption of normal traffic flow.

General Description: The Industrial Activity Centers are characterized by large building footprints and lots usually in excess of five (5) acres, where truck access is of primary concern. The Activity Centers may include landscaped roadways and uniform signage to create a cohesive industrial setting. Preservation and expansion of existing industrial development should respect adjacent land uses and existing development patterns (including building placement, lighting, site features, streetscape, etc.). When feasible, campus-style industrial developments are encouraged, with an emphasis on high quality construction and design and inter-connectivity.

Local Application: Industrial activity centers are extremely important for the city, which is in the process of expanding their available industrial real estate and attracting new industry to Villa Rica. Incidentally, truck traffic related to these industrial uses is often routed through downtown, due to State Truck Route designations which impairs traffic mobility. Consideration of current and potential truck routes should be considered when locating industrial uses. Expansion of industrial facilities could be concentrated along I-20/Liberty Rd. exit, to provide better access for related traffic and minimize tractor trailer traffic in the city. Alternatively, frontage or access roads to other could be provided to other industrial areas, to minimize the amount of truck traffic on prominent corridors in the city.

Primary Future Land Uses:

- Limited and heavy industrial uses
- Heavy Commercial

Implementation Strategies:

- DP 1.1, DP 1.4, DP 3.1, DP 5.3, DP 5.4, DP 6.1, DP 6.3; SED 3.1, SED 3.2, SED 3.3, SED 3.4, SED 3.5

Appropriate Zoning:

- LI, HI, HC

DESIGN PRINCIPLES

Density/Intensity

- Moderate to high intensity

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Vegetative buffers/screening to minimize impacts on adjacent uses, especially residential

Transportation

- Truck access and heavy-duty road infrastructure with access to major transportation corridors and arterials

Infrastructure

- Potential to be large users of public water and sewer
- Heavy duty roads

Illustrative Photos



COMMERCIAL

Intent: *Enhance and create* concentrated commercial uses that serve the entire community.

General Description: Commercial activity centers are commonly found at intersections of prominent, high-traffic corridors. They provide access to goods and services that serve the entire community. Land use patterns should promote concentrated commercial and mixed use development and avoid disjointed, strip development. Access management tools, including minimizing curb cuts and interparcel connectivity, should be implemented when possible. Additionally, pedestrian access both between developments and to surrounding neighborhoods should be provided when possible.

Local Application: Two major commercial centers include the intersection of US 78/Industrial Blvd. and US 78/Conners Road. An additional commercial area follows a segment of existing commercial, light industrial, and office uses just south of I-20 along Edge Road and Berry Drive. Concentrated commercial uses are located around the Industrial Blvd./ US 78 intersection and the Mirror Lake Blvd.

Primary Future Land Uses:

- Commercial, retail, and office uses that serve surrounding neighborhoods
- Emphasis on commercial park/campus-style development
- Mixed Use (including residential above ground-floor retail)
- Professional office, Government facilities
- Civic benefit uses such as community centers, libraries, places of worship, and schools
- Parks, greenways, trails

Implementation Strategies:

- DP 1.1, DP 1.4, DP 2.2, DP 4.1, DP 5.3, DP 5.4, DP 6.1, DP 6.3; SED 1.3, SED 3.1, SED 3.2, SED 3.3

Appropriate Zoning:

- NC, GC, OI
- Residential may be appropriate when part of a PD or Mixed Use development

DESIGN PRINCIPLES

Density/Intensity

- Cluster developments around major intersections; avoid strip, disjointed development
- Moderate to high intensity

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Public parks and greenspace

Transportation

- Access management elements (interparcel connectivity; minimized driveway/curb cuts from main corridor)

Infrastructure

- Public water and sewer
- Pedestrian infrastructure within and between developments, as appropriate
- Pedestrian connection to nearby neighborhoods, if applicable

Illustrative Photos



MEDICAL

Intent: Create concentrated commercial, retail, and office uses that support existing medical facilities.

General Description: The Medical activity center supports medical-related offices, businesses, commercial, retail, and some residential uses. This area will encourage pedestrian and vehicular connectivity between developments/buildings. The road network should be well-connected to the surrounding area, with enhanced vehicular mobility as a priority around urgent care clinic and emergency facilities.

Local Application: The Medical activity center encompasses existing Tanner Medical Center and associated facilities, including the medical-related offices located near the hospital property. This area currently contains an assisted living facility and rehabilitation center, which are in character with the intent of this activity center. Moving forward, future development should be focused on medical-related offices and facilities with the potential for campus-style development.

Primary Future Land Uses:

- Professional offices (encourage medical-related offices)
- Small-scale commercial and retail uses (pharmacy)
- Residential (single and multifamily, including senior housing and group homes)
- Civic benefit uses such as community centers, libraries, places of worship, and schools
- Parks, Greenways and trails

Implementation Strategies:

- DP 1.1, DP 1.2, DP 1.3, DP 1.4, DP 5.3, DP 5.4, DP 6.3, SED 1.3, SED 2.1, SED 3.1, SED 3.2, SED 3.3

Appropriate Zoning:

- NC, GC, OI, MS (Medical Support Overlay District)
- Existing residential, RT, R-14, PD

DESIGN PRINCIPLES

Density/Intensity

- Moderate to high density/intensity in terms of all development

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Public parks and greenspace

Transportation

- Pedestrian connectivity between facilities
- Road network should provide high connectivity throughout surrounding area

Infrastructure

- Public water and sewer

Illustrative Photos



I-20 GATEWAY

Intent *Enhance* entrances into the city from I-20 and facilitate access to goods and services to serve residents and commuters. *Create* employment opportunities where a location benefits from interstate proximity and available infrastructure.

General Characteristics In a most basic form, Gateways serve as the primary entrances into the city, providing access goods and services for both residents and commuters. Gateways are similar to commercial activity centers, with an emphasis on capturing commuter traffic and providing a sense of arrival to Villa Rica. Gateway areas should support a variety of uses, including commercial, mixed use, and office-related developments which also offer employment opportunities. Such development can provide opportunities for hotels similar high intensity developments.

Application Gateway areas occur the entrances to I-20, which carries the heaviest traffic through the city along the interstate. The 2014 Carroll County LRTP indicates that that the portion of I-20 within Villa Rica has the highest daily volume along this corridor within Carroll County. Thus, Villa Rica has an opportunity to capitalize on this commuter traffic by providing access to services, goods, and employment opportunities in the Gateway areas. High quality development and site design should be encouraged, along with the implementation of access management tools to ensure unimpeded traffic flow on and off I-20.

Primary Future Land Uses:

- Commercial (Including service uses, hotels), Mixed use (including upper level residential, if appropriate)
- Professional Office
- Greenways, Trails
- Civic benefit uses such as places of worship, community centers, schools, municipal buildings

Implementation Strategies:

- DP 1.1, DP 1.3, DP 3.1, DP 3.3, DP 4.1, DP 4.3, DP 5.3, DP 5.4, DP 6.3; SED 3.1, SED 3.2, SED 3.3

Appropriate Zoning:

- GC, OI, LI
- Existing Residential, R-14, PD

DESIGN PRINCIPLES

Density/Intensity

- Higher intensity due to location adjacent to interstate interchange

Green Space

- Formal landscaping with built areas; informal landscaping with passive use areas
- Neighborhood and community parks; Maintain and create connections between natural features (trails)
- All residential areas within a short walk to green space and trails

Transportation

- Wide streets with on-street parking
- Dispersed road network
- Alleys for rear access to residential areas

Infrastructure

- Public water and access to sewer
- Underground utilities preferred, when feasible

Illustrative Photos



5

CHAPTER FIVE. Implementation Guide

The Implementation Program identifies the specific measures to implement the city of Villa Rica’s Comprehensive Plan. The Implementation Program includes the following elements:

- 2019 – 2023 Community Work Program
- Description of Specific Actions
- Supplemental Plans
- Plan Maintenance

Community Work Program

The Community Work Program (CWP) table identifies specific implementation actions the city and other entities intend to take during the first five-year timeframe of the planning period. This includes ordinances, programs, plans and studies, community improvements or investments, or other programs/initiatives to be put in place to implement this plan. For each action the CWP outlines the following information:

- Type of action/strategy and brief description
- Timeframe for undertaking the activity (2018/2019, 2020, 2021, 2022,2023)
- Estimated cost
- Responsible party for implementing the activity
- Funding source
- Strategy reference number (see Chapter 3)

Community Work Program 2019 – 2023.

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
REGULATIONS									
Update development/zoning regulations (Streamline land use and development regulations to support the goals of the Comprehensive Plan)	X	X	X			\$70,000/ Staff Time	Community Development/ City	General Fund	DP 5.1
Evaluate need to develop design standards for corridor development to help mitigate traffic mobility issues in high traffic areas (SR 61, US 78, Industrial Blvd.), and to ensure that new development/ redevelopment is designed to be compatible with the function of the corridors	X	X	X			Staff Time	Community Development/ City	General Fund	DP 5.1, DP 6.1
Review design standards for residential, commercial, industrial development to ensure high quality standards are consistently applied	X	X	X			Staff Time	Community Development/ City	General Fund	DP 5.1, DP 5.2, DP 5.3, SED 3.2
Evaluate zoning and development regulations related to density allowances and multi-family developments	X	X	X			Staff Time	Community Development/ City	General Fund	SED 2.2, DP 5.1
Review zoning regulations and evaluate the need to develop a zoning designation for Mixed Use	X	X	X			Staff Time	Community Development/ City	General Fund	DP 4.1, DP 4.2, DP 4.3
Evaluate effectiveness of the city's tree protection standards, residential lot coverage requirements, and Conservation Subdivision design regulations and identify potential amendments, as necessary	X	X	X			Staff Time	Community Development/ City	General Fund	DP 2.1, DP 5.1

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
FUNCTIONAL PLANS									
Implement Villa Rica Master Trail Plan (provides a network of trails and greenway connections [<i>"Gold Nugget Trail"</i>] throughout the city and encourages an active, healthy lifestyle)	X	X	X	X	X	\$4 million (Est.)	Parks and Recreation, Community Development, City	General Fund, SPLOST, Grants	DP 2.2, DP 3.2, DP 3.3, RC 2.2 , SED 4.3
Pursue creation of Stormwater Utility			X	X	X	\$138,000	City	General Fund	RC 1.2
Develop and designate Tax Allocation District in targeted areas (Downtown area, Downtown-Mirror Lake Connector)	X	X	X			Staff Time, TBD	City	General Fund	DP 3.4, DP 3.5, DP 6.2
Prepare citywide Comprehensive Transportation Plan (To identify areas or intersections where additional or alternative road connections are necessary to mitigate traffic congestion and to address interface between vehicular and pedestrian/bicycle infrastructure	X	X	X			\$100,000	City	General Fund, TBD	DP 3.4, DP 6.2
SMALL AREA / MASTER PLANS									
Prepare and adopt Villa Rica Downtown Master Plan (address traffic congestion/safety issues, new road connections, Downtown - Mirror Lake Connector, parking, pedestrian safety, railroad crossings, public parks/plazas, downtown revitalization)	X	X				\$50,000	Community Development, City, DDA	General Fund & UDAG	DP 1.2, DP 2.2, DP 3.1, DP 3.3, DP 3.4, DP 3.5, DP 4.2, DP 4.3, DP 5.2, SED 1.1, SED 1.2, SED 1.3, SED 1.4, SED 3.6
Prepare master plan of Gold Dust Park to for park upgrades and additional equipment	X	X				\$18,000	Parks and Recreation, Community Development, City	General Fund, SPLOST	RC 2.1, RC 2.2
Prepare master plan of Fullerville to guide expansion and addition of soccer fields	X	X				\$18,000	Parks and Recreation, Community Development, City	General Fund, SPLOST	RC 2.1, RC 2.2

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
Prepare Master Plan of Villa Rica Sports Complex ("V-Plex") to guide expansion and addition of soccer fields	X	X				\$18,000	Parks and Recreation, Community Development, City	General Fund, SPLOST	RC 2.1, RC 2.2
PROCESS / PROGRAM									
Use the Future Development Map to guide planning for water, sewer, stormwater infrastructure expansion projects, limiting future service to targeted development locations	X	X	X	X	X	Staff Time	Community Development, Engineering, City	General Fund	DP 1.1, DP 1.4
Promote environmental and historic preservation activities and events on social media (City website, Facebook, flyers, local group meetings)	X	X	X	X	X	Staff Time	City/ Historic Preservation Commission	General Fund	RC 2.3, RC 2.2, RC 3.4
Promote tourism tied to Villa Rica's historic and cultural resources (i.e. development of walking or trolley tour that showcases Villa Rica's historic resources)		X	X			Staff Time	City / Historic Preservation Commission	General Fund, Grant Funding	RC 2.3, RC 3.4, DP 3.4
Coordinate with the Georgia Environmental Protection Division (GAEPD) on future actions that may be necessary to remain in compliance with Metropolitan North Georgia Water Planning District's Water Resource Management Plan	X	X	X	X	X	Staff Time	City, VRDA, DDA	General Fund	RC 1.1, SED 5.2
Consult with the Historic Preservation Division of the Georgia Department of Natural Resources to identify available technical resources, financial assistance, and incentives for preserving and enhancing historic resources (i.e., funding to acquire and repair historic properties)	X	X				Staff Time	City / Historic Preservation Commission	General Fund	RC 3.1, RC 3.2, RC 3.3

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
Continue coordination and participation in with local Chamber of Commerce (City/County), Main Street Program initiatives, Development Authorities (Villa Rica DA and Downtown DA) to attract a variety of businesses to Villa Rica	X	X	X	X	X	Staff Time	City, VRDA, DDA	General Fund	SED 3.1, SED 5.1, SED 5.2
Continue to encourage businesses to locate downtown through promoting initiatives of the Main Street Program and local Development Authorities (City/downtown)	X	X	X	X	X	Staff Time	City, VRDA, DDA	General Fund	SED 1.1, SED 1.2, SED 1.4
Promote infill development (of remaining undeveloped properties inside city limits) and promote redevelopment (of properties with structures that are obsolete) in downtown and Fullerville areas and ensure it is consistent with existing community character, scale, and aesthetic of surrounding area	X	X	X	X	X	Staff Time	City, VRDA, DDA	General Fund	SED 1.3, SED 1.4, SED 2.1, DP 1.2
Ensure non-residential development in Urban and Suburban Village areas (indicated on the Future Development Map) is compatible with existing character and scale of the surrounding area	X	X	X	X	X	Staff Time	City	General Fund	DP 1.2
Maintain quality housing in a variety of dwelling types and densities to support the needs of the population	X	X	X	X	X	Staff Time	City	General Fund	DP 4.2, DP 5.2, SED 2.3
Promote development patterns that incorporate human-scale development, and a walkable community that contains a variety of uses in a compact area (i.e., Community Crossroads, Village areas, Activity Centers)	X	X	X	X	X	Staff Time	City	General Fund	DP 1.2, DP 4.3, DP 4.1
Provide and maintain connections to nearby trails, greenways, or parks, in new developments (in accordance with the Villa Rica Master Trail Plan)	X	X	X	X	X	Staff Time	City	General Fund	DP 2.2, DP 3.2, SED 4.3
Identify and promote opportunities for higher paying jobs and small businesses	X	X	X	X	X	Staff Time	City	General Fund	SED 1.1, SED 3.2, SED 3.3

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
Pursue annexation opportunities within a general Urban Growth Area as depicted on the Future Development Map, based on determination of economic feasibility/benefit	X	X	X			Staff Time	City, VRDA, DDA	General Fund	SED 3.5
Coordinate decisions related to land use and zoning designations with transportation/capital improvement projects, especially along major commercial corridors (i.e., SR 61, Industrial Blvd, US 78, SR 101)	X	X	X	X	X	Staff Time	City	General Fund	DP 6.3
Ensure adequate buffering and screening is provided between residential areas and adjacent developments to minimize potential negative impacts on residential development	X	X	X	X	X	Staff Time	City	General Fund	DP 1.3, DP 5.3, DP 5.4
Pursue Green Community Certification through Atlanta Regional Commission		X	X			Staff Time	Community Development/ Chamber of Commerce/City	General Fund	RC 2.4
INVENTORY / ASSESSMENT									
Identify opportunities with preservation advocates or specialists for the reuse and/or maintenance of historic buildings and districts (i.e., Connally-Marchman Home, Wick's Tavern)	X	X				Staff Time	City / Historic Preservation Commission	General Fund	RC 3.1, RC 3.2, RC 3.3
Acquire rights to and/or restoration of Connally-Marchman home		X	X			TBD	City	General Fund	RC 3.1, RC 3.2, RC 3.3
Identify properties (i.e., those identified in the city's 2010 Historic Inventory Assessment) that are eligible to pursue National Register status (South Commercial Downtown District, Connally-Marchman House, Wick's Tavern)	X	X				Staff Time	City / Historic Preservation Commission	General Fund	RC 3.1, RC 3.2, RC 3.3

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
Prepare a tree inventory to determine the presence of tree species that may need enhanced protection, or that are invasive and need to be removed, in order to ensure protection of existing tree canopy	X					TBD	City	General Fund	RC 2.6
Identify opportunities to incorporate bicycle/pedestrian projects (i.e., Gold Nugget Trail) and streetscape enhancements (i.e., landscaping, street lighting, sidewalks) into future road improvement projects	X	X	X	X	X	Staff Time	City	General Fund	DP 2.2, DP 3.2, DP 3.3
Identify opportunities to accommodate expansion of industrial real estate (including infill development), where appropriately located, and acquire properties, as feasible	X	X	X	X		\$3 million	City/Villa Rica Development Authority	City Development Authority, SPLOST, Carroll County DA, Private Funds	SED 3.4, SED 3.5
Identify additional water source to support future growth	X	X	X	X	X	\$100,000	City	General Fund	SED 4.1
Identify inflow and infiltration of rainwater into the sewer line	X					\$56,000	City	General Fund	SED 4.1
Coordinate with the Housing Authority on the relocation and redevelopment of existing public housing sites	X	X	X			Staff Time	City	General Fund	SED 2.4
Maintain current city Maps and update as needed (Existing Land Use, Zoning, etc.) for consistency	X	X	X	X	X	Staff Time	City	General Fund	SED 4.5
Coordinate with other municipalities and agencies to identify potential brownfield sites and pursue grant funding (EPA Brownfield programs) to remediate contaminated areas and redevelop eligible properties as a productive use in the Fullerville and downtown areas	X	X				Staff Time	City, Douglas County	General Fund, EPA Brownfield Grants	RC 2.5, SED 1.5

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
COMMUNITY IMPROVEMENTS & INFRASTRUCTURE PROJECTS									
<i>Utilities (Water/Sewer/Wastewater/Stormwater)</i>									
Replace water lines in the downtown area (replacing low pressure 2" galvanized with copper lines)	X	X	X	X	X	\$5 million	Public Works/City	General Fund, SPLOST, CDBG	SED 4.1, SED 4.4
Complete water and sewer model			X			\$80,000	Public Works/City	Water & Sewer Enterprise Fund	SED 4.1
Redirect sewer from Mirror Lake Area to the West Plant		X				\$500,000	Public Works	Water & Wastewater Enterprise Fund	SED 4.1
Southside regional lift station		X				\$1 million	Public Works/City	City & County SPLOST	SED 4.1
Cowan Lake Pump	X	X				\$50,000	Public Works/City	SPLOST	SED 4.1
Lift Stations - Florence Circle, Edge Road	X					\$500,000	Public Works/City	Water & Sewer Enterprise Fund, SPLOST	SED 4.1
Lift Station upgrades	X	X	X	X	X	\$150,000 per year	Public Works/City	Water & Sewer Enterprise Fund, SPLOST	SED 4.1
North Loop - Wastewater & Sewer Line Extension					X	\$1.25 million	Public Works/City	Water & Sewer Enterprise Fund, SPLOST	SED 4.1
North Plant - additional clarifier	X					\$500,000	Public Works/City	Water & Sewer Enterprise Fund	SED 4.1
North Plant - second filter	X					\$100,000	Public Works/City	Water & Sewer Enterprise Fund	SED 4.1
Install water line from Mirror Lake tank to under Exit 26 bridge		X	X			\$500,000	Public Works/City	Water & Sewer Enterprise Fund	SED 4.1

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
Move and/or Restore Fullerville Water Tank		X				\$200,000	City	Water & Sewer Enterprise Fund	SED 4.1
Relocate utilities to accommodate proposed mini-roundabout at Dallas Hwy/Punkintown Rd intersection	X					\$185,000	City	General Fund	DP 3.1, SED 4.1, SED 4.2
Relocate utilities to accommodate proposed mini-roundabout at Industrial Blvd/Rockmart Rd		X				\$150,000	City	General Fund, SPLOST	DP 3.1, SED 4.1, SED 4.2
<i>Transportation</i>									
Pedestrian trail tunnel under North Loop Bypass					X	\$375,000	City	General Fund, Grants	SED 4.2, SED, 4.3, RC 2.2, DP 2.2, DP 3.2
North Loop Bypass engineering and utility relocation easements					X	\$2 million	City	General Fund, SPLOST	SED 4.2
Downtown Parking Deck - (Purchase property, begin design & construction process)					X	\$1.5 million	City	SPLOST	SED 4.2, SED 4.4
Repair and completion of Permian Way			X			\$100,000	City	General Fund/Private Partnership	SED 4.2
Upgrade of pedestrian crossing: Railroad crossing at N. Carroll Rd & Hwy 78			X			\$60,000	City	SPLOST	SED 4.2, SED 4.4
Close Cheeves Street and implement intersection improvements with Wilson Street (Downtown Master Plan)			X	X		\$100,000	City/Norfolk Southern	General Fund, SPLOST	SED 4.2, SED 4.4
Improve the intersection at Temple and N. Carroll Street (Downtown Master Plan)			X	X		TBD	City	General Fund, SPLOST	SED 4.2, SED 4.4
Create an alternative access over Norfolk Southern (Includes Closing Cheeves Street Crossing and Stone Street Crossing) (Downtown Master Plan)				X	X	\$100,000	City/Norfolk Southern	General Fund, SPLOST	SED 4.2, SED 4.4

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
Construct parking lot off of W. Wilson Street (Downtown Master Plan)					X	\$50,000	City	General Fund, SPLOST	DP 3.4, SED 3.6
Install silent railroad crossings					X	TBD	City	SPLOST	SED 4.2
Reroute SR 61 out of Downtown					X	\$2 million	City, GDOT	SPLOST	DP 3.1, DP 3.4, DP 6.1, DP 6.2, SED 4.2
<i>Recreation & Community facilities</i>									
Implement Gold Nugget Trail "Model Mile" (Villa Rica Master Trail Plan)		X	X			TBD	Parks and Recreation, Community Development, City	Grant Funding, Private Funding, SPLOST, TBD	DP 3.2, DP 3.3, RC 2.2, SED 4.3
Stockmar Park - Camp sites		X				\$300,000	Parks and Recreation, City	General Fund; Douglas County SPLOST	SED 4.3
Stockmar Park - Expansion		X				\$275,000	Parks and Recreation, City	General Fund; Douglas County SPLOST	SED 4.3
Stockmar Park - Replace train engine at Gold Mine Museum				X		\$225,000	Parks and Recreation, City	General Fund	SED 4.3
Spring Lake Park clean up and development				X	X	\$800,000	Parks and Recreation, City, County	SPLOST	RC 2.1, SED 4.3
Villa Rica Sports Complex ("V-plex") - Restrooms and concession buildings					X	\$150,000	Parks and Recreation, City	SPLOST	RC 2.1, SED 4.3
Villa Rica Sports Complex ("V-plex") - Soccer field additions					X	\$100,000	Parks and Recreation, City	General Fund	RC 2.1, SED 4.3
Gold Dust Park Gymnasium - HVAC & backup generator			X		X	\$400,000	Parks and Recreation, City	SPLOST	RC 2.1, SED 4.3

Action/Implementation Strategy	Timeframe					Cost Estimate	Responsible Party	Funding Source	Strategy Reference Number
	2018/2019	2020	2021	2022	2023				
Gold Dust Park - Replace playground and outdoor fitness equipment	X					\$100,000	Parks and Recreation, City	SPLOST	RC 2.1, SED 4.3
Construct splash pads (Gold Dust Park (2020), Downtown (2023))		X			X	\$600,000 (\$300,000/each)	Parks and Recreation, City	General Fund	RC 2.1, SED 4.3
Connors Road Park (Continue development and implementation of master plan for Connors Road Park, including walking/hiking trails, dog park, pavilion)				X	X	\$720,000	Parks and Recreation, Community Development, City	General Fund, SPLOST, Douglas County	RC 2.1, RC 2.3; DP 2.2
Fullerville Park - Soccer complex expansion			X	X	X	\$100,000	Parks and Recreation, City	General Fund	RC 2.1, SED 4.3
Relocate City Hall to downtown (Build a new Government Center to consolidate city functions including Police and Courts, DDA, and City Hall, in accordance with Downtown Master Plan)					X	\$10 Million	City, DDA	General Fund, GO Bond	DP 3.4, SED 1.1, SED 1.2, SED 1.3, SED 4.3, SED 5.1
Convert Avanti building to create a Town Green (Downtown Master Plan)					X	TBD	City	General Fund	DP 3.4, RC 2.1, RC 2.2 SED 4.3
Construct the downtown Visitor's Center proposed in the RSVP Plan		X				\$400,000	City	General Fund	DP 3.4, SED 1.1, SED 1.2, SED 1.3, SED 1.5
Construct a Veterans' memorial					X	\$50,000	City	General Fund	RC 3.4, SED 4.3
<i>Public Safety</i>									
Police Department Firing Range					X	\$25,000	City and City of Temple	Temple, Villa Rica, Drug Fund	SED 4.3
Community Protection Cameras				X		\$50,000	Police Department	SPLOST	SED 4.3

Supplemental Plans

Supplemental plans are planning documents that address in detail a specific topic or issue of importance to the community and that have applicable project recommendations for Villa Rica. These plans support the implementation of the Comprehensive Plan by addressing identified goals and strategies in Chapters 3 and 4, and their recommendations should be used by the city to identify and prioritize projects in conjunction with the CWP. The supplemental plans listed below are incorporated into the plan by reference:

- Carroll County Long Range Transportation Plan
- Douglas County Comprehensive Transportation Plan
- Villa Rica Downtown Renaissance Strategic Vision & Plan (RSVP)
- Villa Rica Watershed Management Plan & Stormwater Management Plan
- Metropolitan North Georgia Water Planning District's Water Resource Management Plan
- Villa Rica Master Trail Plan
- Villa Rica Downtown Master Plan (currently under development)

Long-Term Projects

Villa Rica intends to address the following projects to support strategies from Chapter 3 beyond the five-year timeframe of the CWP. While it is feasible for the city to begin implementing some of these Plans, most will need to continue past the CWP's short term time frame.

- **Villa Rica Master Trail Plan:** This plan, which adopted in August 2018, seeks to manage the development of a trail and greenway system, referred to as the "Gold Nugget Trail," that expands over 20 miles throughout the city, providing pedestrian linkages between parks, neighborhoods, schools, and activity centers. Through providing a bicycle and pedestrian network, this plan provides an opportunity to encourage an active, healthy lifestyle for both Villa Rica residents and visitors. The plan was adopted in August 2018 and is expected to be implemented in phases, as funding becomes available. The first action item, which is included in the 5-year work program is the completion of the trail's "Model Mile," which will extend from the Fullerville Trailhead to the Villa Rica Public Library.
- **Villa Rica Downtown Master Plan:** The initial goal of the downtown plan was to integrate a wide variety of ideas that had been developed regarding downtown into a cohesive plan that also acknowledged proposed roadway improvements. The focus of the downtown plan for Villa Rica has been to mitigate impacts from the railroad including redesign of railroad crossings. In addition, the plan examines the expansion of downtown greenspace to create a town square; integration of transportation plans to establish linkage to existing and planned residential and commercial developments; new road connections and reconfigurations; redevelopment of a 1950's era gas station into a visitor's center and linkage of downtown into the comprehensive bike trail master plan. The downtown plan must also address parking concerns of merchants and establish design standards for mixed use infill development. Another major component of this plan is the development of a road connection between Downtown and the Mirror Lake area. This plan will also address streetscape, stormwater management, and land use along this corridor.

- **Comprehensive Transportation Plan:** The Villa Rica Comprehensive Transportation Plan will guide citywide transportation development for short, intermediate, and long-term time frames. The plan will address both vehicular and pedestrian/bicycle connections and evaluate potential improvements for each. This plan should build of and incorporate current city plans that address transportation-related projects.
- **Various Park Master Plans:** The city is planning to develop separate master plans for several existing parks to guide various planned and desired enhancements over the next several years. From additional sports fields and recreation amenities to upgrades to existing structures to planning future connections to the Gold Nugget Trail, these plans will unify current and future projects for each of the parks.
- **Development and of a Stormwater Utility:** Throughout the Visioning Process the issues with inadequate water, sewer, and wastewater infrastructure were cited repeatedly. A stormwater utility an organizational and financial entity that establishes a formal plan of action to secure the funding necessary to operate and maintain a stormwater management program, including necessary infrastructure upgrades.
- **North Loop Bypass (GDOT):** As of August 2018, the North Loop bypass project, which has been in the works since the previous Comprehensive plan update, was postponed until Georgia Department of Transportation’s (GDOT) FY 2024. Action items related to this project will remain on the city’s current work program, as there is potential for some items to be addressed beginning in 2023.

Plan Maintenance

Villa Rica’s City Council is responsible for maintaining Villa Rica’s Comprehensive Plan to accurately reflect current community conditions and the community’s vision and priorities for the future. Specific requirements for amendments and updates are described in the Rules of Georgia Department of Community Affairs (DCA) Chapter 110-12-1 “Minimum Standards and Procedures for Local Comprehensive Planning.”

Annual Review

City staff should provide a status of the plan implementation to the City Council on an annual basis, at the least. Specifically, the Community Work Program should be reviewed to identify the current status of the implementation measures and an informal progress report will be prepared. If the city chooses, the annual review process can be used to undertake a formal annual update (see below).

Plan Amendments

According to the DCA rules, the local government determines when a plan amendment is necessary to address changing circumstances that may have detracted from the usefulness of the plan as a guide to local decision-making.

Updates to the Comprehensive Plan

At a minimum, a plan update must be completed every five years, in accordance with the Local Comprehensive Plan Recertification Schedule maintained by DCA. An annual update option is provided for communities wanting to update their plan on a more frequent basis. The annual update requires submittal

of a new fifth year for the CWP and any changes needed for the other years of the CWP, and if needed, changes can be made to other elements of the Comprehensive Plan. For communities collecting impact fees, an annual update of the CWP is required.

Appendix A. Report of Accomplishments

The Report of Accomplishments (ROA) provides a status of each work item identified in the prior Community Work Program (previously referred to as the Short-Term Work Program) for the city of Villa Rica (for the years 2013-2018), as indicated in the table on the following pages.

Report of Accomplishments.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
COMMUNITY FACILITIES					
Renovate proposed new convention center facilities				X	Change in priorities and project. The location of the proposed convention center is being addressed in the Downtown Master Plan which is currently under development. Accommodations for a convention center should be address in the Downtown Master Plan Work Program.
Construct 15,000 sq. ft. library	X				Completed February 2017.
Convert old library space into cultural arts center				X	Priorities for this project have changed due to needs of the city. The old library space will be converted to house some functions of the city departments, beginning in 2019. Eventually, the city intends to construct a new City Hall downtown. A cultural arts center, or similar space, is being evaluated for the Downtown Master Plan, which is currently under development.
Purchase property for construction of new downtown parking lot			X		Postponed due to funding. Downtown parking facilities are being addressed in the Downtown Master Plan which is currently under development. Projects related to parking
Construct parking deck behind police department			X		Insufficient funding. The parking deck project will be addressed in the Downtown Master Plan, which is currently under development. This project is estimated to begin in 2023.
RECREATION					
Develop camp sites at Stockmar Park			X		Change in priorities. Expected to begin in 2020.
Develop miniature golf course at Stockmar Park				X	No longer a priority or need for this park.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Expand Stockmar Park land			X		This work is projected to begin in 2020.
Multi-use trail system/trail head	X				The Fullerville Trailhead was completed in June 2017. The Villa Rica Master Trail Plan for a Gold Nugget Trail (multi-use trail system connecting public parks throughout the city) was adopted August 2018 and will be implemented in phases, per available funding. The Gold Nugget Trail "Model Mile" is the first phase, which is planned to take place during 2019-2022.
Trail tunnel under North Loop Bypass			X		This item was postponed due to changes in GDOT's work program schedule. A pedestrian trail tunnel under proposed North Loop Bypass will be implemented in connection with North Loop Bypass construction and is subject to GDOT work program/schedule/available funding.
Construct new gymnasium				X	Change in priorities. There is an existing gymnasium at Gold Dust Park.
Complete Spring Lake Park project (clean up and park development)			X		Change in priorities and lack of funding. Projected to recommence in 2022.
V-Plex Lease	X				Completed.
V-plex restroom and concession for Buildings 2 & 4			X		Not yet completed due to funding constraints. This work is projected to begin in 2023. A master plan for the update and expansion of this park will be developed in 2019/2020.
CCC passive park and trails				X	Will be accomplished through Villa Rica Master Trail Plan
HVAC for Gold Dust Park Gymnasium			X		Not yet completed due to funding constraints. This work is projected to begin in 2021.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Playground and outdoor fitness zone equipment for Gold Dust Park			X		Not yet completed due to funding constraints. This work is projected to begin in 2019. This work will be included in the Gold Dust Park Master plan, which will be prepared in 2019.
Backup generator for Gold Dust Park Gymnasium			X		Not yet completed due to funding constraints. This work is projected to begin 2023. This work will be included in the Gold Dust Park Master plan, which will be prepared in 2019.
Install fencing around Amphitheater				X	Change in priorities - No longer needed.
Zero Depth water park (splashpad)			X		Not yet completed due to funding constraints. This project has slightly changed to include a splashpad at two locations - Downtown and Gold Dust Park. The project is expected to begin in 2020
Purchase new engine for train at Gold Mine Museum			X		Not yet completed due to funding constraints. This work is projected to begin in 2022.
WATER/SEWER					
Replace low pressure 2" galvanized with copper lines			X		Insufficient funding. This work is projected to begin in 2019 and was renamed "Replace water lines downtown".
Bay Springs regional lift station			X		Change in priorities. This project was renamed "southside" instead of Bay Springs on CWP 2019 - 2023. Work is projected to begin in 2020.
Cowan Lake pump		X			This work is projected to be completed in 2019.
Florence Circle lift station		X			This work is projected to be completed in 2019.
Edge Road lift station		X			This work is projected to be completed in 2019.
Lift Station Upgrades		X			This will continue as an ongoing activity.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Exit 26 water tank				X	Change in priorities - This project will now be a water line project that is expected to take place 2020/2021.
Rockmart Road water tank				X	Change in priorities - this work is no longer needed and was addressed through other utility projects
Partner with Carroll County Water Authority for off channel water storage				X	Change in priorities. Such a partnership will be reevaluated in the future, if needed.
North Loop Wastewater and Sewer Line Extension			X		This work is projected to begin in 2023, in accordance with GDOT schedule for North Loop bypass construction, which is planned for 2024.
Complete water/wastewater sewer model		X			These two activities are projected to be completed in 2021.
Replace Westview sewer line	X				Completed.
Dredging of Lake Fashion				X	Insufficient budget for implementation & change in priorities moving forward.
North Plant UV System	X				Completed.
North Plant additional clarifier			X		This work is projected to begin in 2019.
North Plant second filter			X		This work is projected to begin in 2019.
ROADS/STREETS					
Widening of Industrial Boulevard				X	The responsible party for this project is GDOT. The city will coordinate with GDOT once the project moves forward, which will be outside of the current CWP time frame.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Intersection improvement: Punkintown/Mirror Lake Blvd and Highway 61				X	This is a GDOT "Quick Response project that is pending the city's location of a 10" water line and will not fall in the CWP 2019 - 2023 time frame.
Street repairs and drainage repairs in high traffic areas, areas serving the school system, and areas of highest growth				X	Street/Drainage improvements are routine function of the Public Works Dept., typically funded through SPLOST. This will continue as an ongoing activity, in accordance with area master plans and the Future Development Guide.
Intersection caution lights for major roads for traffic calming purposes				X	Change in priorities: Pursuing alternative traffic calming methods
Sidewalk system improvements on streets with greatest number of homes				X	Sidewalk system improvements area addressed through area master plans which are currently under development (Villa Rica Downtown Master Plan, Villa Rica Master Trail Plan, Downtown - Mirror Lake Connector Master Plan, Comprehensive Transportation Plan, etc.)
North Villa Rica bypass engineering and utility relocation easements		X			The engineering portion of this project is already underway, although the construction of the North Loop bypass has been postponed until FY 2024.
Connors Road improvements - traffic calming and striping	X				Completed.
Connector road from Mirror Lake to downtown			X		Insufficient funding for implementation. This project is currently in the planning, design, and engineering phase, as a component of the Downtown Master Plan, with construction to begin in 2020, dependent upon plan approval.
Repair and completion of Permian Way			X		This work is projected to begin in 2021.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Upgrade of pedestrian crossing at railroad crossing at North Carroll and Highway 78			X		This project is expected will begin in 2021
PUBLIC SAFETY					
Police Department firing range			X		This work is projected to begin 2023.
Upgrade Police Department patrol car video equipment				X	Upgrades to police car equipment is considered a routine function of the Police Department, on an as needed basis.
Purchase Police Vehicles				X	This is considered a routine function of the Police Department, on an as needed basis.
Police Department renovations including new restroom in courtroom	X				Completed.
Community protection cameras			X		This work is projected to begin in 2021.
HISTORIC PRESERVATION					
Apply to Historic Preservation to become a Certified Local Government	X				Villa Rica obtained Certified Local Government status in 2016.
Develop a Historic Walking Tour of Fullerville			X		Change in priorities. Tour expanded to include downtown and potentially other areas (Stockmar Park), as well. Tour development is projected to begin in 2020.
Move and /or Restore Fullerville Water Tank			X		This work is projected to begin in 2021.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Acquire rights to and/or restoration of Connally-Marchman home			X		Change in priorities. This work is projected to begin in 2021. In addition to this historic property, the city is also planning to evaluate the acquisition of other historic properties that need stabilization and consider partnering with the County or Historic Preservation groups for potential uses and maintenance programs.
ECONOMIC DEVELOPMENT					
Purchase and protect greenspace				X	Preservation, protection, and management of greenspace is accomplished through Subdivision Regulations and Development Regulations. It is further supported by the Future Development Map
Fund Downtown Development Enterprise Fund to encourage new businesses to locate downtown (i.e. parking facilities, sidewalks...)				X	This is partially achieved through the active Villa Rica Main Street Program, which was established in 2015 to help revitalize the downtown area. The Main Street Advisory Board produces an annual work plan to guide their efforts and improvements to the downtown area. Additionally, the city is now planning to develop a Tax Allocation District (TAD) in the downtown area to address these issues.
Revise and implement Downtown Master Plan		X			This plan is currently under development and is included in the Small Area/Master Plan section of the 2019-2023 Community Work Program.
Acquire property for new industrial park			X		Process to identify property for new industrial park is projected to begin in 2019
Wetland mitigation				X	Regulated through local and state ordinances with minimum buffer requirements and limits on uses

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Obtain Green Community Designation			X		Reevaluated during Comprehensive Plan Update. Staff is expected to begin the application process in 2020.
Develop plan to provide a bonus/incentive for low-impact development				X	Accomplished through UDC (Density Bonuses, Subdivision Regulations, Development Regulations)
Provide citywide Wi-Fi services				X	Change in priority. Intended to be reevaluated during the 2024 - 2028 Community Work Program
OTHER					
Heavy Equipment Lift	X				

Appendix B. Existing Conditions Summary

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Introduction

This Existing Conditions Summary presents an inventory and evaluation of existing local conditions that were used, in conjunction with input from the public participation process, to identify needs and opportunities in the Villa Rica Comprehensive Plan. This summary is organized into the following sections:

- Socioeconomic Data Summary
- Population
- Housing
- Employment
- Land Use
- Natural Resources
- Cultural/Historic Resources
- Transportation
- Community Facilities
- Intergovernmental Coordination
- Appendix B-1: Detailed Socioeconomic Characteristics

Socioeconomic Data Summary

Villa Rica's convenient location along I-20, just over 30 miles outside Metro Atlanta, lend the city to high potential for accommodating economic growth while upholding the integrity of the city's culture and small-town ambiance for city residents. This outlook indicates a continued pattern of growth in the future, which makes it imperative that the city prepare for anticipated growth.

Changes in the population and socioeconomic characteristics will have tremendous impacts on the social, economic, and physical environment of Villa Rica. As population increases and the city expands, the city must ensure that its existing facilities and services can accommodate additional demand. Different segments of the population will have different needs based on age, income, and other factors, which inevitably shape the demand for housing, services, and infrastructure.

This section summarizes the socioeconomic characteristics of Villa Rica and Carroll and Douglas Counties. In addition, a more detailed assessment including tables and charts is provided in Appendix B-1.

Population

During the first decade of the 21st century, Villa Rica experienced significant population growth, more than tripling in size. While the rate of growth has since slowed, the city's population continues to increase at a steady pace.

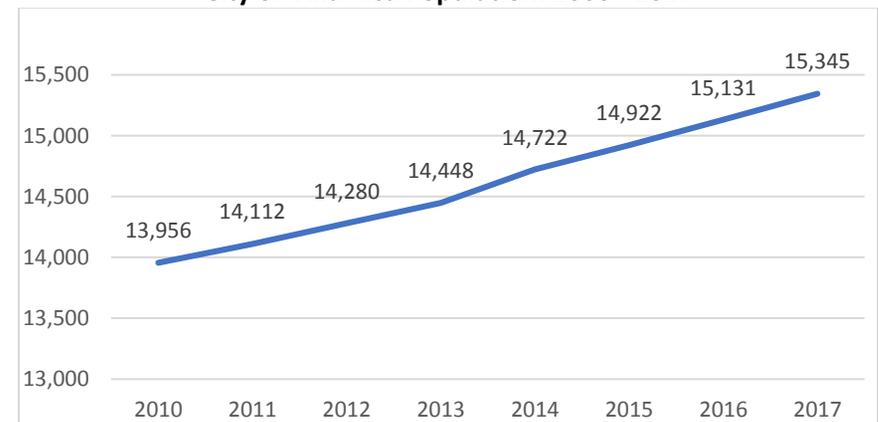
The Atlanta Regional Commission provides population estimates through the year 2040 for 20 counties in the greater Atlanta Metropolitan area, which includes both Carroll and Douglas Counties. Additionally, population estimates can be calculated using a combination of various statistical calculation methods and other factors such as economic forecasts and future land use and zoning regulations, which are further described in Appendix B-1.

Patterns and Forecasts

Between 2000 and 2010, the city's population increased from an estimated 4,134 to 13,956, which represents a growth rate of nearly 240%. Over the same period, both Carroll and Douglas Counties also experienced a surge in population growth, although not nearly as dramatic as Villa Rica's. Carroll County saw a 26.8% increase, while Douglas County experienced a 43.9% increase in population.

While this rapid growth rate has since slowed, largely due to the Great Recession, the estimated population as of July 1, 2017 of 15,345, indicates a continued pattern of growth for Villa Rica. Both Carroll and Douglas Counties experienced similar pattern of growth, although their rate of growth since 2010 remain a bit lower than that of Villa Rica.

City of Villa Rica Population: 2000 - 2017



Looking forward to 2040, population projections indicate that the city's population could reach up to 35,000 residents, representing an average annual growth rate of 3.73% since 2005. Some models also show a lower population in the mid to high 20,000 range. The Atlanta Regional Commission estimates that both counties will also experience population increases over the next twenty years, with Carroll County's population increasing by 46.7% to 166,926 residents and Douglas County's population increasing by 45.6% to 201,325 residents by 2040.

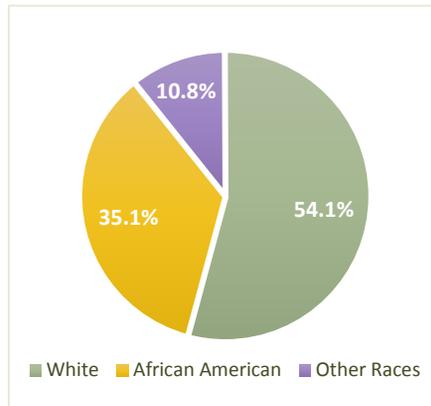
Ethnic Diversity

In 2010, over half of Villa Rica’s citizens were White (58.3%), over a third (33.5%) were Black or African American, and the remaining 8.2% of the population identified as either Asian or another race.

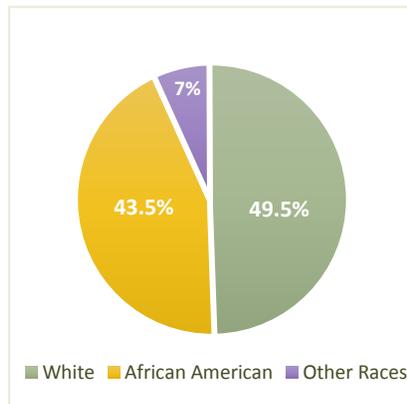
Since that time, the Census Bureau estimates that there has been a slight increase in Black or African American (35%) and other races (10.9%), while the White population decreased to 54%.

In comparison, Carroll County’s population remains predominately White, while Douglas County has seen its population become more diverse over the past decade.

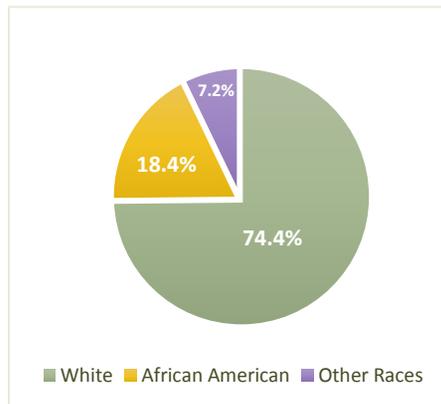
Villa Rica - 2016



Douglas County - 2016



Carroll County - 2016



The city’s Hispanic or Latino population (regardless of race) has decreased from 7.6% of the population in 2010 to 2.8% in 2016. On the contrary, both Carroll and Douglas Counties experienced a slight increase

in the Hispanic or Latino population during this time, which is similar to growth trends throughout the metro Atlanta area.

Families

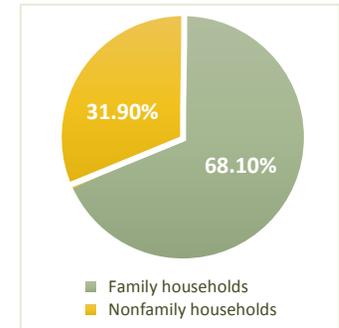
The Census Bureau defines a household as the person or persons occupying a dwelling unit. A “family household” consists of two or more related individuals, while a “nonfamily household” consists of only one individual or several individuals that live together but are not related.

In 2016, Villa Rica had a higher percentage of traditional families (68.1%) than non-family households, which was slightly lower than the number of traditional families in 2010 (71.8%).

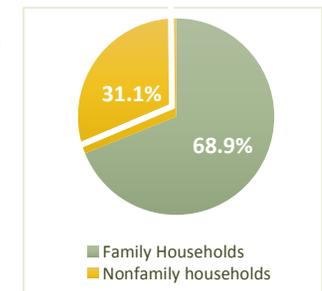
At 61.4% owner-occupied housing units, home ownership was slightly more prevalent in 2016, as compared to 60.8% in 2010.

However, between 2010 and 2016, both Carroll and Douglas County saw an increase in the number of renter-occupied units, while the number of owner-occupied units declined during this time.

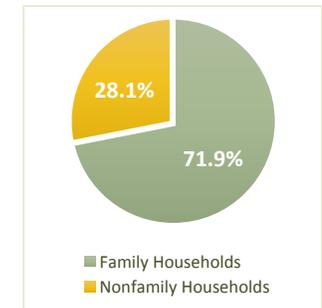
Villa Rica - 2016



Carroll County - 2016



Douglas County - 2016



Housing

In addition to the city's population boom between 2000 and 2010, the number of housing units also increased drastically during this time, by approximately 228%. As a result of the impacts of the Great Recession that followed close behind this significant increase in housing units, housing vacancy rates were also higher in 2010 as compared to 2000. However, since 2010, the city and both Carroll and Douglas Counties have seen an overall decrease in vacancy rates.

Availability

Since 2000, Villa Rica has seen a small increase in the number of rental units and a large increase in the total number of housing units. Over 12% of housing units were vacant between 2000-2010. Of Villa Rica's vacant housing stock in 2010, 39% of the units were available for rent while 32% were for sale. Other units were for seasonal use, unoccupied, or otherwise vacant. Since 2010, the percentage of vacant housing units has decreased to 7%, which is almost half of what it had been over the past couple of decades.

New Homes

The majority of new homes (63.6%) were built between 2000-2009 during a period of rapid population growth for Villa Rica, prior to the Great Recession. Many of these new homes were part of the development of the Mirror Lake subdivision, located in the Douglas County side of the city. The counties also experienced growth in the number of new homes, with 27.9% of the housing stock being built during this time in Carroll County and 33.9% in Douglas County.

However, the robust growth in the number of homes in the city and counties was severely curtailed by the collapse of the housing market in 2007-2008 and the lasting effects of the Great Recession. Since the economic recession, construction has slowly picked back up in the city.

Housing Entities

The Housing Authority in Villa Rica is a Public Housing Agency that seeks to provide affordable housing to very low, low, and moderate-income persons. Villa Rica's Housing Authority Board is comprised of five members. Currently, the Housing Authority is exploring options for consolidating public housing properties, which would provide redevelopment opportunities for the remaining public housing sites.

The Economy

Many businesses were hit hard by the Great Recession but continue to recover and strengthen. The Atlanta Regional Commission (ARC) estimates that the Metro Atlanta region, comprised of twenty counties, is expected to add more than 1 million jobs by 2040. The 2040 forecast also indicates a shift in industry leaders in the planning region from the past two decades. The ARC projects that the top employment sectors in the greater Atlanta region in the year 2040 will be health care, retail, education, and professional industries, which represents a departure from the manufacturing and production that were at the forefront of industry in the past.

A key strategy in Villa Rica's economic development continues to be the expansion of existing businesses and industry throughout the city. Industry in Villa Rica remains strong, with several companies planning expansions to existing facilities that are expected to bring hundreds of new jobs. Tanner Health System recently announced some \$40M in new construction and renovations on the Villa Rica campus. The health care industry, along with education and social services, is a vital part of Villa Rica's growth and success and has developed into the city's leading industry over the past two decades, followed by professional and business services and manufacturing.

Regional Ties

The commuting patterns of workers who live in Carroll or Douglas County and those who come into one of these counties to work provide a clear picture of the extent to which Villa Rica is economically intertwined with

the Atlanta Region and other nearby cities and counties. Additionally, the city's convenient accessibility to Atlanta and its location along I-20, make it attractive for both businesses and residents.

According to the most recent American Communities Survey (2012 – 2016), of the employed residents that lived in either Douglas or Carroll County, only about 38.5% actually worked there, while an estimated 60% held jobs in another county.

Economic Base

Throughout the early 2000s, manufacturing was the leading industry in Villa Rica, followed by retail and construction. Although manufacturing is no longer in the lead, it remains an important part of the economy. Not only in Villa Rica, but also across Carroll and Douglas Counties, the industry leader has shifted to health care and educational and social services, which has maintained a strong lead since 2010.

In Villa Rica, the retail industry, which was a primary employer in the first decade of the 21st century has continued to shrink, while the professional, scientific, and management sector is growing as the second leading industry throughout the city, followed by manufacturing.

Economic Development Organizations

Villa Rica Development Authority: The Villa Rica Development Authority is an economic development mechanism that strives to revitalize, develop, and redevelop business districts throughout the city. It focuses on attracting new businesses and industries to the city, promoting tourism, and fostering a vibrant downtown district.

Villa Rica Downtown Development Authority (DDA): The Villa Rica Downtown Development Authority seeks to oversee the revitalization and redevelopment of the central business district and to develop and promote for the public good and general welfare, trade, commerce, industry and employment opportunities. DDA members must either own a business or have an economic interest in the downtown. The DDA holds monthly public meetings

Main Street Program: Villa Rica's Main Street Program is a city-sponsored preservation-based economic development program designed to revitalize downtown through community support. This program has a program manager, an advisory board, and four committees – organization, promotion, design, and economic restructuring – that collaborate to manage and advise the program.



Some of Main Street Villa Rica's efforts include community partnerships, business recruitment, volunteer-led revitalization activities and events, business development and networking opportunities, as well as matching façade grants to improve downtown storefronts.

Through their BOOST Program, the Main Street Program offers financial assistance to downtown Villa Rica business owners and entrepreneurs looking to start or expand their business.

Villa Rica Convention & Visitor's Bureau: Villa Rica Convention & Visitors Bureau (VRCVB) is the official destination marketing organization for the city and serves to favorably impact Villa Rica's economy through conventions and tourism.

Carroll County Chamber of Commerce: This organization serves as a resource and advocate for the county's businesses, members, and community.

Carroll Tomorrow: Carroll Tomorrow is an economic development-oriented non-profit organization that promotes quality, sustainable growth in Carroll County, Georgia. In coordination with city and county leaders, this organization works closely with state economic developers to support expansion of existing business and recruit new companies to the area. Additionally, Carroll Tomorrow serves as the staff for Carroll County's four industrial development authorities.

Land Use

This section describes the nature of existing land use in Villa Rica in terms of different land use types. Existing land use refers to the current use of parcels of land and categorized in the Existing Land Use Categories table.

Predominant land uses in Villa Rica are residential, with low (1 – 4 du/ac) to medium (4 – 8 du/ac) density surrounding the city’s core. Planned developments throughout the city, including Mirror Lake subdivision, are low to medium density. Lower density areas are found of I-20 between SR 61/Carrollton Villa Rica Highway and Liberty Road.

The majority of industrial areas are located in the northwestern portion of the city, along Industrial Boulevard and W. Bankhead Highway. A smaller industrial area is situated just north of I-20, east of Liberty Road/Mirror Lake Boulevard. The city intends to expand industrial real estate to provide new opportunities for industry to locate in Villa Rica, which is further detailed in the Future Development Guide presented in Chapter Four.

Primary commercial corridors in the city include Industrial Boulevard north of I-20 and Carrollton Villa Rica Parkway (SR 61), to the south of I-

20, and US 78/Bankhead Highway. Commercial uses are found along portions of Mirror Lake Boulevard, as well. Existing commercial nodes in the city include Mirror Lake Blvd./Conners Rd., I-20/SR 61/Industrial Blvd, Industrial Blvd./US 78.

Future commercial development should be clustered and implement access management tools along corridors to avoid strip, piecemeal development. In residential areas, small-scale commercial development, such as retail and restaurants, should also be clustered and should complement the surrounding neighborhood’s character.

In addition, downtown Villa Rica hosts a mix of uses including neighborhood commercial, professional and government offices, retail, and even some residential. Developing mixed use standards would accommodate future infill developments and new developments that want to offer compact, walkable communities where residents can live, work, and play.

EXISTING LAND USE CATEGORIES	
CATEGORY	DESCRIPTION
Low density Residential	Predominantly single-family uses (including manufactured homes); Typically, 1-4 dwelling units per acre
Medium Density Residential	A mix of detached and attached single-family and multi-family (apartments, du/tri/quadplexes, townhomes) dwellings; Typically, 4 - 8 dwellings (or fewer) per acre
High Density Residential	Primarily attached single-family and multi-family dwellings (apartments, du/tri/quadplexes, townhomes); Densities vary depending on type of development
Parks/Recreation/Conservation	Public and private parks and recreational facilities for passive and active recreation
Commercial	Non-industrial businesses including retail sales, office, services, and entertainment
Industrial	Land dedicated to warehousing, wholesale trade, manufacturing, and other services that do not serve retail customers
Public/Institutional	State, federal or local government uses including city halls and government building complexes, police and fire stations, libraries, prisons, schools, etc.
Transportation/Communication/Utilities	Properties devoted to power generation plants, radio towers, telephone switching stations, electric utility substations, and other similar uses

Natural Resources

Environmental Planning Criteria

In order to protect the state's natural resources and environment, the Georgia Department of Natural Resources (DNR) developed Rules for Environmental Planning Criteria (Chapter 391-3-16). These minimum standards and procedures, also known as Part V Criteria, are required under the Georgia Planning Act to be used by local communities in the development of comprehensive plans. In addition, the Georgia Department of Community Affairs (DCA) Minimum Standards and Procedures for Local Comprehensive Planning (Chapter 110-2-1) require local governments to review the Part V Criteria to determine if there is need to adapt development regulations to address protection of the following natural resources:

- Water Supply Watersheds
- Groundwater Recharge Areas
- Wetlands
- Protected Rivers
- Protected Mountains

The Compliance with State Environmental Planning Criteria table in this section indicates whether these natural resources are present in the city of Villa Rica and, if so, associated protection efforts. See also the Natural Resources Map in this section.

Compliance with State Environmental Planning Criteria			
Resource	Definition ¹	Location	Local Protection
Water Supply Watershed	The area of land upstream of a governmentally owned public drinking water intake.	Upper Little Tallapoosa River Watershed: <i>Western portion of the city</i> Dog River Watershed: Southern portion of the City	Watershed Protection Ordinance: Yes
			Typical provisions: <ul style="list-style-type: none"> Enhanced stream buffer requirements and limitations on impervious surface within 7-mile radius of public water intakes; Uses associated with sanitary landfills or hazardous waste are prohibited
Groundwater Recharge Area	Any portion of the earth’s surface where water infiltrates into the ground to replenish an aquifer.	As delineated by DNR in Hydrological Atlas 18 (1989 Edition), Villa Rica contains groundwater recharge areas of low susceptibility to pollution. These areas are limited to the southwestern leg of the city, along Bay Springs Creek; a portion of the city within Douglas County, south of Mirror Lake; and a very small area along the city’s northern border, just north of Gold Dust Park.	Groundwater Recharge Area Protection Ordinance: Yes
			<ul style="list-style-type: none"> Special requirements for uses associated with on-site hazardous materials; Septic tank regulations, including minimum lot size requirements Permanent storm water infiltration basins are prohibited in areas of high pollution susceptibility
Wetland	Areas that are inundated or saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil conditions.	Wetlands are location throughout the city, typically along streams and waterbodies, as delineated by the U.S. Fish and Wildlife Service National Wetlands Inventory.	Wetlands Protection Ordinance: Yes
			Typical provisions: <ul style="list-style-type: none"> Uses associated with hazardous waste are prohibited; Local development permit is required for regulated activity
Protected River	Any perennial river or watercourse with an average annual flow of at least 400 cubic feet per second as determined by appropriate U.S. Geological Survey Documents.	Villa Rica does not contain any protected rivers.	Not applicable.
Protected Mountain	All land area 2,200 feet or more above mean sea level, that has a slope of 25% or greater for at least 500 feet horizontally, and shall include the crests, summits, and ridge tops which lie at elevations higher than any such area.	Villa Rica does not contain any protected mountains.	Not applicable.

¹ Source: DNR Rules for Environmental Planning Criteria (Chapter 391-3-16)

Regional Water Plan

DCA's Minimum Standards and Procedures for Local Comprehensive Planning require local governments to review the Regional Water Plan when preparing a comprehensive plan to determine whether additional or modified regulations/actions are needed.

The Metropolitan North Georgia Water Planning District (the District) coordinates regional resource management planning efforts for 15 counties and 93 municipalities, including Villa Rica. An update to the Water Resource Management Plan was adopted by the District in June 2017. This updated Plan highlights the interrelationships between approaches to water, wastewater, and watershed management, and is guided by the following policy goals:

- Protect Water Quality and Public Water Supplies
- Support Conservation and/or Demand Management
- Support Economic Growth and Development
- Equitably Distribute Benefits and Costs
- Promote Public Education and Awareness
- Facilitate Implementation
- Improve Resiliency

Water quality protection measures

The city's Watershed Protection Department is required to manage the Watershed Protection Plan (WPP) and the Storm Water Management Plan (SWMP). The SWMP was implemented to address storm water management within the jurisdiction of the city of Villa Rica. It has been developed as required under the State of Georgia, Department of Natural Resources, Environmental Protection Division (EPD) Phase II MS4 (Municipal Separate Storm Sewer System) General Permit GAG610000. The objective of the SWMP and the WPP is to reduce the discharge of pollutants from the MS4 to waters of the State to the maximum extent practicable, in order to protect water quality and to satisfy the appropriate Federal and State water quality requirements.

Specific measures Villa Rica must manage and address include:

- Public education and outreach on storm water impacts
- Illicit Discharge Detection and Elimination (IDDE program)
- Drainage systems operation and maintenance including inspections
- Capital improvement program planning e.g. replacing aging storm water infrastructure
- Annual reporting of the Storm Water Management Plan and Watershed Protection Plan
- Inspections of all city-owned drainage control structures
- Long-Term Water Quality Monitoring and Biological Monitoring and Assessments
- Storm water Maintenance Agreements regarding detention facilities (post development)
- Inspection of industrial facilities that are potential to pollute the waters of the State

The goals of the city's Stormwater Management Program include:

- Complying with the State and Federal regulations
- Keeping streams healthy for human consumption and wildlife
- Replacing aging infrastructure
- Performing necessary routine maintenance of infrastructure
- Inspecting all city-owned drainage infrastructures within the corporate limits of the city within 5 years.
- Pollution prevention/good housekeeping for municipal operations

In addition to its Watershed Protection and Storm Water Management Plans, the city has adopted various ordinances related to water quality protection:

- Ordinance for Post-Development Stormwater Management for New Development and Redevelopment
- Floodplain Management / Flood Damage Prevention Ordinance

- Stream Buffer Protection Ordinance
- Illicit Discharge and Illegal Connection Ordinance
- Litter Control Ordinance
- Backflow Prevention Program

Villa Rica faces complex decisions regarding how to balance economic growth and stability while maintaining adequate capacity of water and wastewater infrastructure and protecting the environment. The Community Work Program in this Plan sets forth various approaches to fund upgrades and expansion of water, sewer/wastewater, and stormwater infrastructure to support current and future populations. Potential funding solutions that are will be pursued over the next five years include the development of a Stormwater Utility,

Floodplains

In addition to the natural features identified in the Environmental Planning Criteria table, floodplains are also found throughout the county. A floodplain is any land area susceptible to being inundated by water from any source. Floodplains serve three major purposes: 1) natural water storage and conveyance, 2) water quality maintenance, and 3) groundwater recharge. Unsuitable development can prevent floodplains from serving their purpose. For example, any fill material placed in the floodplain eliminates essential water storage capacity, causing water elevation to rise, resulting in the flooding of previously dry land. The city's 100-year floodplains are shown on the Natural Resources Map in this section. The 100-year floodplain is an area that will be inundated by the flood event having a 1-percent chance of being equaled or exceeded in any given year.

In addition to state and regional requirements, development within the city's floodplain is regulated through Section 600, Floodplain Management and Flood Hazard Prevention, of the city's Development Regulations. A community's floodplain management activities, including having effective ordinances in place, can make it eligible to participate in the National Flood Insurance Program's (NFIP) Community Rating System

(CRS). The CRS program is a voluntary incentive program that recognizes and encourages activities that exceed the minimum NFIP requirements. Depending on the level of participation, flood insurance premium rates for policyholders can be reduced up to 45%.

Greenspace

The city's Park and Recreation Department is responsible for over 200 acres of parks within Villa Rica, with at least 150 acres of new parks space planned for implementation in the near future.

The existing inventory of parks and greenspace throughout the city include:

- Bicentennial Park
- Cleghorn Park
- Fullerville Soccer Complex and Trailhead
- Gold Dust Park
- Stockmar Park & Pine Mountain Gold Museum
- Powell Park
- Lamar Moody Park
- Villa Rica Civic Center and Sports Complex (V-Plex)

Although not technically a park, the Mill Amphitheater is a large greenspace in downtown Villa Rica that hosts local concerts and events. The Downtown Master Plan, which is still under development, is proposing a "Town Green" that builds off of the amphitheater and creates a large public, open space, that will accommodate a variety of activities and events, creating a park destination in the heart of downtown.

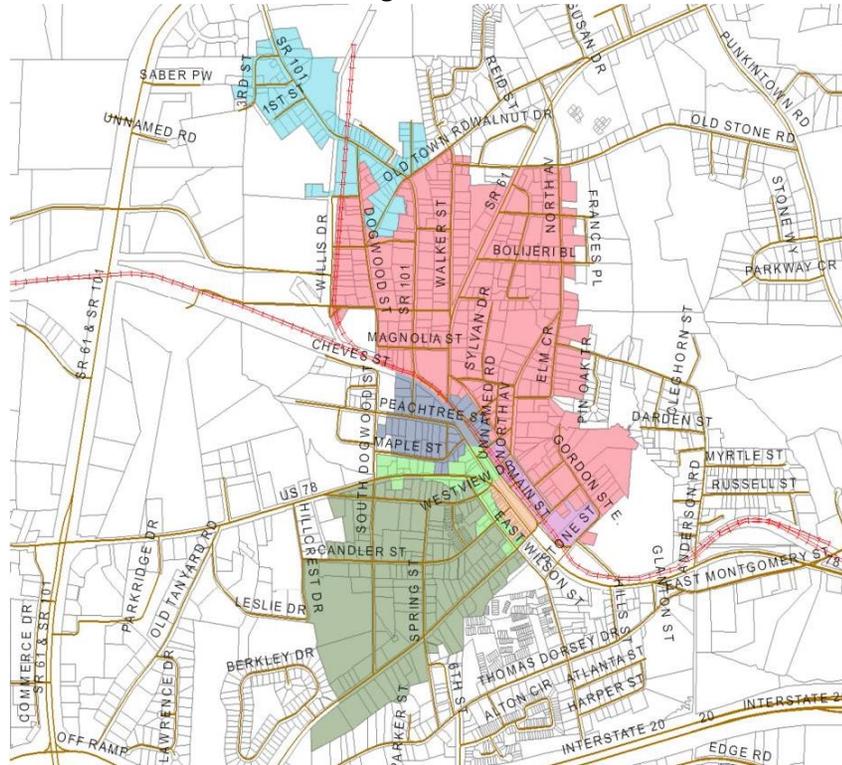
Throughout the city, there remain areas suitable for park development, which include, but are not limited to, Connors Road Park, the city's property around Spring Lake, and various locations in the downtown area and along the proposed Master Trail Plan that are adequate for additional open space, pocket parks, and trails.

Historic & Cultural Resources

Inventory of Historic Resources

Historic resource surveys provide a working base for communities in developing a local preservation strategy. In 2009, a team from the Center of Public History at the University of West Georgia conducted a historic resources survey of the downtown and immediate outlying areas of the city. The final report recommended the creation of six new historic districts based on architectural style, location, and the remaining historic fabric of whole streets.

Villa Rica Potential National Register Districts



Source: *Historic Inventory Assessment, city of Villa Rica, 2010*

National Register of Historic Resources

The National Register of Historic Places (National Register) is the official list of the nation's historic and archaeological resources worthy of protection. A program of the U.S. Department of the Interior's National Park Service, the National Register is intended to identify, evaluate, and protect historic places. As an honorary designation, National Register status places no obligations or restrictions on private owners. However, in order to take advantage of incentive-based preservation programs such as the 20% Federal Historic Preservation Tax Incentives Program, rehabilitation projects must retain a property's historic character by following the Secretary of the Interior's Standards for Rehabilitation.

The National Register includes three historic resources in the city of Villa Rica: North Villa Rica Commercial Historic District, Pine Mountain Gold Museum, and the Williams-Mitchell Farm. Other eligible properties include the Dorough Round Barn and Farm and Fullerville Jail.

North Villa Rica Historic District: The North Villa Rica Commercial Historic District includes five blocks of commercial buildings north of the rail line, constructed for the most part between 1900 and 1923. Within the district are the public square, six buildings that served as commercial cotton warehouses, and several industrial buildings.

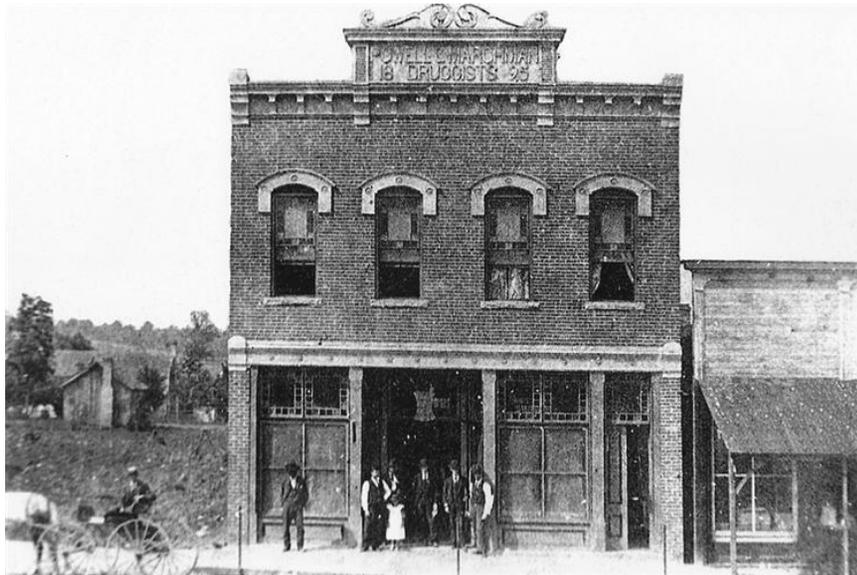
Pine Mountain Gold Museum: A historic gold mine of the 19th and 20th centuries, this site is now operating as a public park and museum, referred to as the Pine Mountain Gold Museum. Visitors can enjoy walking trails, a train tour of pine mountain, a theater, and even pet farm animals. In addition to gold mining artifacts, the museum contains regional artifacts, some of which date back as far as 12,000 B.C.

Williams-Mitchell Farm: Also known as Goldworth Farm, the main house dates back to 1882, while the property includes several other farm buildings, which once served as a dairy and cotton farm. In addition, a Civilian Conservation Corps camp was established on the site in 1937 to help struggling farmers conserve their aging cotton fields by terracing the fields and planting kudzu. Several student groups have used the site as a basis for academic research projects.

Historical Markers

Historical markers educate citizens and visitors about the people and events that shaped Georgia's past and present. The Georgia Historical Society has managed the state markers program since 1998. Prior to that time markers were placed by the Georgia Historical Commission. Additionally, local historical societies may also erect markers.

Currently, Villa Rica has three historic markers, including the birthplace of Thomas A. Dorsey, known as the "Father of Gospel Music;" the ancestral home of the Tyson family, one the oldest families in Villa Rica, having moved to the city in 1853; and the historic Berry's Pharmacy, the location of the Villa Rica explosion, which destroyed numerous buildings and caused injury and loss of life.



Berry's Pharmacy

Source: City of Villa Rica Historic Photos

Historical Markers in the City of Villa Rica		
Marker Name	Location	Year
The Grove	Tyson Road, 3 miles due south of downtown Villa Rica	1853
Thomas A. Dorsey	U.S. Hwy 78, near birthplace of Dorsey	1899
Villa Rica Explosion	130 Montgomery Street, downtown	1957

Sources: Georgia Historical Society & History of Villa Rica Webpage

Historic Sites

Wick's Tavern: Saved by local historic preservation activists in 1998, this building remains the oldest commercial structure in all of Carroll County. In the early 19th century, the tavern was a gathering place for gold miners in the area. Eventually, the historic building was moved to W. Wilson Street in downtown Villa Rica, where it once operated as a living history museum. However, it is no longer open to the public, as it has fallen into disrepair and is no longer safe for visitors.

Fullerville: Active between 1916-1956, this small community is situated north of downtown Villa Rica, along Rockmart Road Old Town Road, and was eventually annexed into the city. This area contains the historic Fullerville Jail, which reportedly dates back to 1828.

Historic Churches: Villa Rica contains several historic churches that date back to the 1800s. These churches include First United Methodist Church of Villa Rica, First Presbyterian Church of Villa Rica, and Mt. Prospect Baptist Church.

Historic Preservation Resources / Tools

Certified Local Government Program

The Certified Local Government Program (CLG) is a federal program administered at the state level by HPD. Any city, town, or county that has

enacted a historic preservation ordinance and enforces that ordinance through a local preservation commission, is eligible to become a CLG.

The benefits of becoming a CLG include eligibility for federal historic preservation grant funds, the opportunity to review local nominations for the National Register prior to consideration by the Georgia National Register Review Board, opportunities for technical assistance, and improved communication and coordination among local, state, and federal preservation activities.

In 2016, the city of Villa Rica became Georgia's 94th CLG. The city adopted a local historic preservation ordinance in 2008 and has a five-person citizen board serving as its Historic Preservation Commission (HPC).

Carroll County Historical Society

Established in 1975, the Carroll County Historical Society is the local historical organization of Carrollton and Carroll County. It holds annual events and meetings to promote the history of Carroll County and to raise funds to preserve local historic places.

Moving forward, the city and counties should collaborate on historic preservation projects, when applicable. For example, Wick's Tavern located in downtown Villa Rica is the oldest remaining commercial structure in all of Carroll County. It has fallen into disrepair and is in dire need of restoration, which presents an opportunity for the city and county to work together to obtain necessary funding to address these issues.

Community Facilities

Community facilities include public facilities and services available to Villa Rica residents. Factors such as public safety, sufficient public infrastructure and access to quality education, healthcare, cultural activities, and recreation determine a community's ability to attract and retain residential, commercial, and industrial development. As such, the economic vitality of a community is closely tied to the availability and quality of services provided to its citizens.

As the Villa Rica continues to grow, the level of service provided by community facilities will need to be able to accommodate additional capacity. Increased demand for additional facilities and services will strain the city's existing resources and ability to provide sufficient capacity. In addition, shifting demographics create intensified needs for specific types of services and amenities. For instance, seniors will demand increased medical services, passive recreational opportunities and public transportation. Increases in families with young children will generate demands day care facilities, schools, active recreational opportunities and a mix of transportation options.

When planning for the maintenance and expansion of community facilities, regional coordination is an important component. Service Delivery Strategies between Villa Rica and Carroll and Douglas Counties adequate service is provided by various entities. Strategic coordination between Villa Rica and the counties and agencies that are associated with it will remain important in future endeavors to expand community facilities and infrastructure.

The following sections provide an overview of Villa Rica's existing community facilities while highlighting of potential improvement.

Water, Sewer, and Wastewater Facilities

Issues facing the city's water and sewer infrastructure that were identified in the 2005 Comprehensive Plan remain pertinent today. Aging infrastructure and rapid population growth threaten the capacity of the

city's systems. While various maintenance and expansion plans for water and sewer lines and facilities are underway, it is recommended that the city consider developing an equitable and affordable plan to fund continued maintenance and expansion of its infrastructure to support future growth in the city's utility service areas. Currently, the city is pursuing the development of Tax Allocation Districts (TAD) in the downtown area and potentially other areas of the city that would help finance upgrades to infrastructure, including water and sewer facilities.

The city's Watershed Protection Plan (2010, revised 2015) was consulted during the development of the following sections and is incorporated by reference. Currently, the majority of stormwater management activities are funding through its Water & Sewer Enterprise Fund.

Water Supply & Treatment Facilities

Villa Rica operates in own water distribution system, with the primary source of water being the Upper Little Tallapoosa River. Villa Rica also purchases water from Carroll County Water Authority (CCWA), a separate entity from the County government, as well as the Douglasville-Douglas County Water and Sewer Authority (WSA). Villa Rica's water system serves over 6,000 customers, including those location in some areas outside municipal city limits. In accordance with the Future Development Map, the city intends to provide service to areas as they are annexed into the city.

Lack of centralized water systems in unincorporated areas of Carroll County continues to be a constraint for future development. As Villa Rica expands, it is imperative the city and county coordinate to ensure future capacity demands can be met.

Wastewater Treatment

Villa Rica operates and maintains a sewer and treatment system, which includes two water treatment plants. As sewer becomes available, residents within the city's service area are required to disconnect from private on-site wastewater systems and connect to public sewer. In limited circumstances, where public sewer is not yet available, septic

tanks may be permitted if they conform to requirements of the code and approved by the city.

The main facility, West Water Reclamation Facility is located in Villa Rica's industrial area in the northwest part of the city, between N. Van Wert Road and Industrial Boulevard, just south of the railroad line. The North Water Reclamation Facility is located near Mirror Lake, on the Douglas County side of the city.

The population of Villa Rica and demand for sewer service is growing rapidly, which is beginning to strain the city's aging infrastructure. Coordinating growth with plant expansion to meet increased need for sewer service is one of the city's most important and urgent issues. In addition, the city is currently exploring alternative funding solutions to support the maintenance and expansion of water and sewer infrastructure.

Solid Waste Management

Villa Rica contracts with a private provider, Waste management, Inc., for residential solid waste pick-up. The provider transfers waste to the Carroll County Transfer Station for final disposal. City residents also have disposal access at a county-run waste convenience center located on along Highway 61. The Dryer Road facility also recycles paper products, glass, and aluminum.

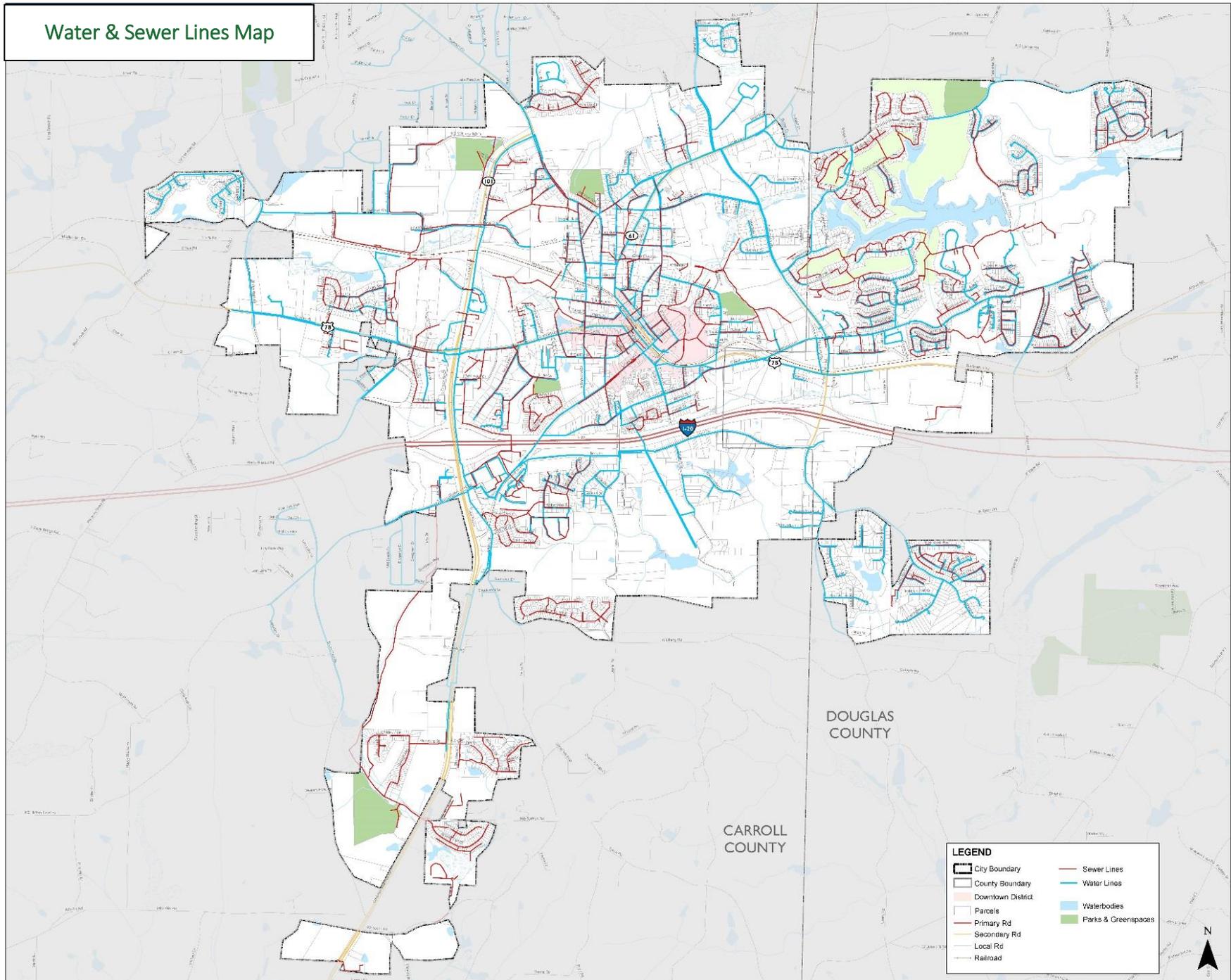
Stormwater Management

In accordance with the Metropolitan North Georgia Water Planning District, Villa Rica developed a Stormwater Management Program that incorporates regulatory actions, educational outreach, and monitoring activities to minimize the impact of stormwater. An overview of the city's stormwater management plan is described in the Natural Resources element.

As recommended in the Villa Rica's Watershed Protection Plan, due to the requirements to implement stormwater management activities and apparent need for additional financing for such activities, it is recommended that Villa Rica consider development of a Stormwater

Utility to provide a separate source of funding for stormwater management. Implementation of a Stormwater Utility would allocate the cost of stormwater management to all contributors. Typically, a Stormwater Utility assesses a user fee to developed properties based on the amount of impervious surface contained on their parcel. The amount of impervious surface on a parcel is directly correlated to the amount of stormwater runoff that is contributed to the city's MS4 (stormwater discharge from municipal storm sewer systems) and the cost to the city to provide stormwater services to that parcel. The cost of providing stormwater services to all developed parcels in the city are developed as part of the cost of service analysis performed in support of the Stormwater Utility. Revenues from a Stormwater Utility are then used to fund programs and BMPs related to drainage system operations and maintenance, regulatory compliance, capital improvements, and program administration.

Water & Sewer Lines Map



Public Safety Facilities

While Villa Rica operates its own Police Department, ambulance and fire services are provided by Carroll and Douglas counties.

Villa Rica Police Department: Located downtown beside the municipal court building, the Villa Rica Police Department strives to serve and protect the community and its residents. Villa Rica’s Police Department is a Georgia Association of Chiefs of Police Certified Agency, which enables it to calculate and improve its overall performance. Currently, the Police Department is involved in or sponsors several public involvement programs which include, Citizens Academy, Move Over Law Program, Police Emergency Notification (P.E.N.) Program, Advanced Learning in Vehicle Education (ALIVE) Program, Civilian Response to Active Shooter Events (C.R.A.S.E.) Program, Shop with a Cop, and Ladies Self Defense Program.

Georgia State Patrol: Villa Rica contains a Georgia State Patrol office (Post 4), which is assigned to Carroll and Douglas Counties.

Carroll County Fire Rescue Station 9: Headquartered in Carrollton, Carroll County’s operates 13 fires stations in addition to headquarters. Fire Station 9 is located in Villa Rica along Industrial Boulevard.

Douglas County Fire Rescue Station 8: The Douglas County Fire Department is headquartered in Douglasville and consists of ten stations that serve an area of 202 square miles. Fire Rescue Station 8 is located on Tyson Road, just north of Bankhead Highway.

Medical Facilities

Tanner Medical Center Villa Rica: Operated by Tanner Health System, the Villa Rica Tanner Medical Center serves Carroll, Douglas, and Paulding counties and other west Georgia Communities. The Carroll County Health Department and West Georgia Family Medicine provide public health services.

Educational Facilities

Unlike roads, sanitary sewer, solid waste, drainage, potable water, recreation and mass transit, which are the responsibility of local governments, the School Board, by constitutional mandate, is responsible for managing and providing educational facilities to meet the needs of current and future students for the associated school district. The local governments, therefore, do not have control of the funding sources or the allocation of funds for new or renovated schools, which may add student capacity.

Current population trends indicate Villa Rica is home to a younger population with over one third under the age of 19. With expected population increases and the continued pattern of an increasing number youth, maintaining appropriate level of service for educational facilities will be paramount.

Villa Rica contains seven public schools including one high school, two middle schools, and four elementary schools. In addition, the city also has two private schools.

High Schools

Villa Rica High School is located west of Industrial Boulevard, just north of I-20. As part of the Carroll County School System, it is the largest high school in the County.

Middle Schools

Villa Rica is served by two middle schools, which are both located in Carroll County. Villa Rica Middle School is located along Highway 101, just north of the city limits, while Bay Springs Middle School is located near the southern most portion of the city.

Elementary Schools

The city of Villa Rica is served by three elementary schools that are part of the Carroll County school system, including Villa Rica Elementary School, Ithica Elementary School, and Glanton-Hindsman Elementary.

Mirror Lake Elementary School also serves the city and is part of the Douglas County school system.

Private Schools

Villa Rica contains two private schools, Sunbrook Academy at Bay Springs and Mirror Lake Academy. Both schools provide educational services for children ages six weeks to 12 years of age.

Recreational Facilities

Villa Rica's Parks and Recreation Department manages over 200 acres of active and passive parks throughout the city, which provide a variety of amenities, including walking trails, basketball courts, baseball fields, soccer fields, tennis courts, racket ball courts, playground facilities, a gym, picnic areas, and more.

- **Bicentennial Park:** Picnic Tables and gazebo
- **Cleghorn Park:** 13.57 acres; Basketball courts
- **Fullerville Soccer Complex & Trailhead:** 20.39 acres; Soccer fields for league play

Various enhancements to Fullerville Park, including the expansion of soccer fields and development a connection to the Gold Nugget Trail's "Model Mile" will be addressed in the Community Work Program.

- **Gold Dust Park:** 31.14 acres; Playground, picnic pavilion, walking trails, basketball courts, tennis courts, outdoor racket ball, baseball fields, gym, senior center, and more.

The city is planning to develop a master plan for Gold Dust Park in order to provide necessary enhancements of existing structures, sports fields, and outdoor exercise equipment, while also adding new elements, including a splashpad, playground, and trail connections to the proposed Gold Nugget Trail system.

- **Stockmar Park & Pine Mountain Gold Museum:** 28.78 acres; The park offers a 4,800 square foot museum and theater. A train

tour of the scenic pine mountain. Other amenities include picnic tables, three (3) miles of walking trails, and farm animals.

Upgrades planned for this park include addition of camp sites, expansion of the developed park area, and a new engine for the train engine at the Gold Mine Museum.

- **Powell Park:** 7 acres; The park offers tennis courts and pickup baseball/softball fields; Facility rentals available for weddings, conferences, and more.
- **Lamar Moody Park:** 133 acres to include an 8-acre lake and small pond; Park includes picnic tables and pond that is stocked periodically by the city. The park is open daylight until dusk every day, and admission is free. Boats permitted with electronic motors only and a fishing license is required of all anglers, according to state regulations.
- **Villa Rica Sports Complex & Civic Center:** 50.2 acres; Playground; Nine lighted baseball/softball diamonds and a football field for league play; 6,000-square-foot facility available for conferences, wedding receptions, family reunions, special events and more.

The city intends to develop a master plan for the "V-plex" which will address various enhancements to the existing sports fields, concession buildings, and restrooms, as well as adding more soccer fields.

In addition to existing parks, the city is intends to implements plans to develop additional parks, including Connors Road Park and Spring Lake Park. Each of these parks will be more passive in nature, providing walking trails and open space areas. In 2017, City Council adopted a master plan for this future park, a 157-acre area located near Mirror Lake, at the northwest corner of the Connors Road and Enclave Drive intersection. Plans for this park incorporate walking and biking trails, dog parks, a pavilion, and a playground.

Spring Lake Park has been on the city's agenda for a long time, however plans for the park have not been implemented due to a combination of lack of funding and changing priorities over the years. With the development of the Master Trail Plan, which proposes connections

between each of these parks to other areas of the city, the city should implement plans to develop these park spaces as soon as it is feasible.

Similarly, Villa Rica is preparing master plans that encompass improvements to existing parks, including Gold Dust Park, Fullerville Park, and the Villa Rica Sports Complex (“V-Plex”).

In August 2018, the Villa Rica Master Trail Plan was adopted by City Council, which proposes greenway trail system named the “Gold Nugget Trail,” that will promote pedestrian connectivity to parks, neighborhoods, schools, and other community amenities. The proposed pedestrian and bicycle network expands over 20 miles throughout the city, encouraging an active, healthy lifestyle for both Villa Rica residents and visitors. The plan is expected to be implemented in phases, as funding becomes available. The first action item, which is included in the 5-year work program is the completion of the trail’s “Model Mile,” which will extend from the Fullerville Trailhead to the Villa Rica Public Library. The city is currently seeking funding to implement this initial phase of the trail system, which will likely be a combination of public and private funding.

Although not technically a park, the Mill Amphitheater is a large greenspace in downtown Villa Rica that hosts local concerts and events. The Downtown Master Plan, which is still under development, is proposing a “Town Green” that builds off of the amphitheater and creates a large public, open space, including a new splash park. The Town Green will be able to accommodate a variety of activities and events, creating a park destination in the heart of downtown, promoting a walkable, engaging environment.

Throughout Villa Rica, there remain areas suitable for park or open space designation, especially smaller, neighborhood and “pocket” park development. Such areas are found in existing residential areas, as well as throughout downtown, as recommended in the Downtown Master Plan.

Other Community Facilities

Villa Rica City Hall: Villa Rica City Hall is currently located west of downtown, along Bankhead Highway. City Hall houses several city departments including Community Development, Utilities, Building Permitting, Finance, and Administration.

In the future, the city intends to relocate and potentially consolidate all departments (City Hall, Police, Courts) into a single building. This notion is currently being evaluated and refined in the development of the Downtown Master Plan.

Holt-Bishop Justice Center: Villa Rica Municipal Court takes place at the Holt-Bishop Justice Center which is located downtown adjacent to the Police Department.

Library: The Villa Rica Public Library was completed in 2015, is a member of the West Georgia Regional Library System which includes Carroll, Douglas, Haralson, Heard, and Paulding Counties. It is also part of the statewide Public Information Network for Electronic Services (PINES) network, which allows card holders free access to books and other materials in approximately 300 libraries and affiliated service outlets throughout the state, essentially operating as a statewide “borderless” library.

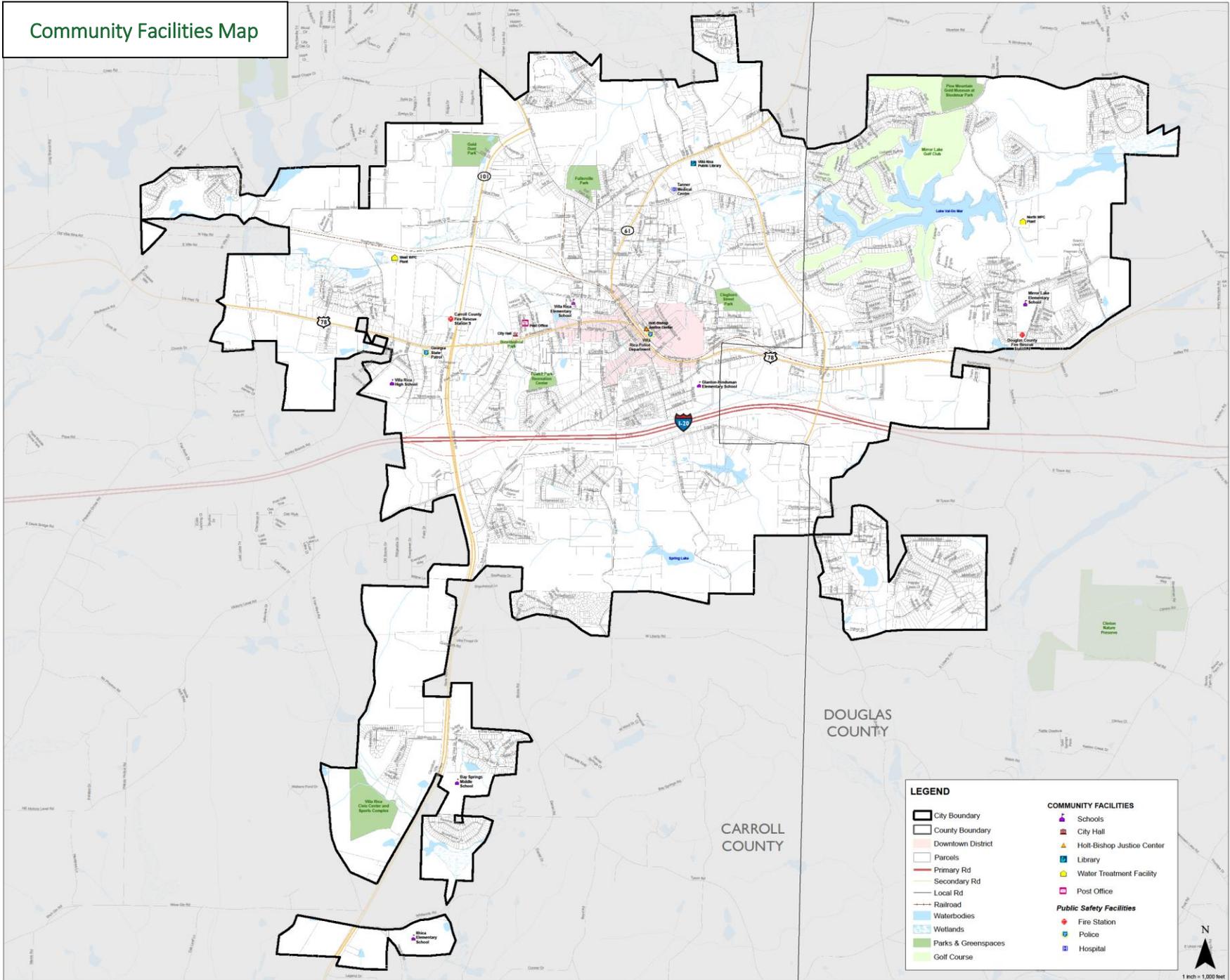
Villa Rica Senior Center of Gold Dust Park functions as a community gathering place for adults over the age of 60. Members received daily meals throughout the week and can participate in a variety of planning programming activities including games, exercise, and day trip excursions.

Pine Mountain Gold Museum is located at Stockmar Park and celebrates Villa Rica’s history as an early gold mining town. The museum and park are situated on an original mining site, where visitors can utilize walking trails, a train tour of pine mountain, a theater, and even pet farm animals. In addition to gold mining artifacts, the museum contains regional artifacts, some of which date back as far as 12,000 B.C. The museum also hosts annual events and festivals.

The MILL amphitheater is a greenspace amphitheater located in the heart of the downtown. Concerts, festivals, and numerous annual events are scheduled throughout the year.

Wick's Tavern is a historic landmark in Villa Rica and remains the oldest commercial structure in all of Carroll County. Due to dilapidation over the years, the building is currently closed to the public due to dilapidation over the years. The Downtown Master Plan recommends relocating this structure closer to the central area downtown, near the proposed Welcome Center (a few blocks from its current location). Due to its significance to the county, there is potential for the city to partner with the county in obtaining funding for stabilize and repair the structure.

Redevelopment plans in Villa Rica's downtown area reveal other opportunities for cultural and community facilities. Such facilities and elements are planned for the city to be implemented as part of various plans, including the RSVP Plan and Downtown Master Plan. The RSVP Plan recommends that an old gas station located on US 78 be transformed into a new Welcome Center, which could also accommodate the proposed Gold Miner's statue. Aside from these facilities, the plans also highlight opportunities for implementing greenspace such as "pocket" parks and a town green. In addition, these plans recommend spaces to accommodate a museum applauding the legacy of Thomas A. Dorsey, the "Father of Gospel Music," and Veteran's Memorial to celebrate Villa Rica's history.



Intergovernmental Coordination

Intergovernmental coordination seeks to formulate improved coordination processes among local governments, and with local, regional, state, and federal agencies that make direct or indirect decisions influencing land use decisions in Villa Rica. The establishment, maintenance and utilization of channels of communication between governmental bodies, for information exchange and problem resolution is basic to the planning process. This element will establish the necessary relationships and provide principles and guidelines for use in effectively coordinating between the city of Villa Rica, Carroll and Douglas Counties, and other entities with which the city shares common boundaries and/or common planning interests.

Adjacent Local Governments

The City of Villa Rica resides in two counties: Carroll County and Douglas County. Service agreements between the city and other governments allow for coordination provision of services to city and county residents.

Independent Agencies, Boards, Authorities

Development Authorities

Villa Rica Development Authority: The Villa Rica Development Authority is an economic development mechanism that strives to revitalize, develop, and redevelop business districts throughout the city. This authority focuses on attracting new businesses and industries to the city, promoting tourism, and fostering a vibrant downtown district.

Villa Rica Downtown Development Authority: The Villa Rica Downtown Development Authority (DDA) seeks to oversee the revitalization and redevelopment of the central business district and to develop and promote for the public good and general welfare, trade, commerce, industry and employment opportunities. DDA members must either own

a business or have an economic interest in the downtown. The DDA holds monthly meetings which are open to the public.

School Boards

Carroll County Board of Education: The Carroll County School Board of Education manages the public school system and its facilities in Carroll County. The six-member elected School Board is the official governing body for the school system. Its responsibilities include policy making, budget approval, hiring and evaluation of the superintendent, hearing appeals of discipline and grievance issues, and other duties as prescribed by law.

Douglas County Board of Education: The Carroll County School Board of Education manages the public school system and its facilities in Carroll County. The five-member elected School Board is the official governing body for the school system. Its responsibilities include policy making, budget approval, hiring and evaluation of the superintendent, hearing appeals of discipline and grievance issues, and other duties as prescribed by law.

Regional and State Agencies

Atlanta Regional Commission (ARC): The ARC is the regional planning commission and intergovernmental coordination agency for the ten-county Atlanta Region. This agency works with local municipalities and various regional partners to

Three Rivers Regional Commission (TRRC): TRRC is a ten-county regional planning organization created and managed under Georgia law by its member local governments in West Central Georgia. The TRRC develops, promotes, and provides comprehensive planning and development services and technical assistance for its member communities. The commission mainly works with local governments in areas including aging services, workforce development, transportation, and local/regional planning.

Metropolitan North Georgia Water Planning District: The District establishes strategies for water supply and conservation, watershed and

wastewater management for its 15 counties and 93 municipalities located partially or fully within these counties. The District is responsible for developing comprehensive regional and watershed-specific water resource management plans to be implemented by local governments. Both Douglas County and the city of Villa Rica are included in the District.

Georgia Department of Transportation (GDOT): GDOT maintains and improves State and Federal highways in Carroll and Douglas Counties and provides financial assistance for local road improvements.

Georgia Department of Community Affairs (DCA): DCA has several management responsibilities for the state's coordinated planning program and reviews plans for compliance with the state's adopted minimum planning standards. It also provides a variety of technical assistance and grant funding to counties and cities.

Georgia Department of Natural Resources (DNR): DNR is available to provide assistance and guidance to municipalities in a number of important areas including: water conservation, environmental protection, wildlife preservation and historic preservation. It is the mission of the DNR to sustain, enhance, protect and conserve Georgia's historic and cultural resources for present and future generations, while recognizing the importance of promoting the development of commerce and utilize sound environmental practices. The department has nine divisions working to accomplish this mission: Environmental Protection Division (EPD), the Coastal Resources Division, Pollution Prevention Assistance Division, Wildlife Resources Division, Water Conservation Program, and the Program Support Division.

Service Delivery Strategy (SDS)

In 1997, the state passed the Service Delivery Strategy Act (HB489). This law mandates the cooperation of local governments with regard to service delivery issues. The act required each county to adopt a Service Delivery Strategy (SDS), which can be renegotiated every ten years.

The SDS includes an identification of services provided by various entities, assignment of responsibility for provision of services and the location of

service areas, a description of funding sources, and an identification of contracts, ordinances, and other measures necessary to implement the SDS.

The city of Villa Rica has entered into service agreements with both Carroll and Douglas Counties, to ensure proper provision of public services to its residents. Georgia's Department of Community Affairs indicates that Carroll County's SDS was last updated in 2012, while Douglas County's was updated in 2015.

Transportation

Multi-modal transportation networks are essential for efficient movement of people, commodities, goods and services within and through cities, counties, and even regions. This element provides an overview of Villa Rica's existing transportation network and introduces opportunities for improvement to the overall system.

In addition to the information provided in this section, the Carroll County 2040 Long Range Transportation Plan (2014) and the Douglas County Comprehensive Transportation Plan (2009) also evaluate local conditions and were each developed in collaboration with the city of Villa Rica. These plans are incorporated by reference.

Roads and Highways

Transportation networks provide access to goods and services through multiple transit modes. They also provide important connections between emergency and public safety facilities and residences and businesses. This section describes Villa Rica's road network in terms of the Functional Classification of the roadways.

Road Network Hierarchy

Roadways are grouped into functional classifications according to the character of traffic they are intended to support. The Federal Highway Administration (FHWA) and Georgia Department of Transportation (GDOT) guidelines and Carroll County's 2014 Long Range Transportation Plan (LRTP) were consulted to develop the descriptions presented in this section.

Interstate: Provides the highest level of service at the greatest speed for the longest uninterrupted distance, with some degree of access control.

Arterials: Provides the next highest level of service mobility so that traffic can move from one place to another quickly and safely. Arterials can be further classified as principal or minor arterials.

Collectors: Provides lower level of service at a lower speed for shorter distances by collecting traffic from local roads and connecting them with arterials. Collectors can be further classified as major or minor collectors.

Local Roads: Consists of roads not defined as arterials or collectors. Primarily provides access to homes, businesses, and other property, with minimal "through" movement.

Existing Road Network

Villa Rica is located along I-20, a major east-west interstate that transects the state of Georgia, providing connections between states, regions, counties, cities, and other urbanized areas. As an interstate, I-20 provides the highest level of service in the city, in terms of distance and speed. Moreover, Carroll County's LRTP indicates that the section of I-20 between Douglas County and SR 61, which is within Villa Rica city limits, carries this corridor's heaviest average daily traffic volumes for all of Carroll County.

Predominant arterials in Villa Rica include US Highway 78 (US 78), State Route 61 (SR 61), State Route 101 (SR 101). US Highway 78 (includes portions of East and West Bankhead Highway, East Montgomery Street, SR 8) is an east-west corridor, providing alternate connections to neighboring communities such as Douglasville and Temple. A portion of this corridor passes through downtown. Aside from the downtown area, the majority of land use along the corridor is commercial. The intersection of US 78 and Industrial Blvd./SR 101 is heavily commercial and sees a lot of industrial-related traffic, as well. Another major intersection along US 78 is at Mirror Lake Blvd, which is also primarily commercial in nature.

SR 61 (includes portion of Carrollton Villa Rica Highway, Industrial Boulevard, and Dallas Highway) is an arterial providing a direct connection between Villa Rica and Carrollton. Carroll County's LRTP indicates that this corridor will see a substantial amount of commercial and residential growth over the next two decades. Commercial developments are located sporadically along the corridor, and developers have shown interest in subdividing large lots in the area for residential development. The Future Development Map presented in

Chapter Four of this Plan designates the majority of SR 61 within the city's planning area as a "Commercial Corridor," which implies that access management tools and coordinated land use and transportation planning practices should be implemented as the corridor and surrounding area develop.

SR 101 is a north-south arterial corridor that enters the city from northern Carroll County and eventually intersects with Industrial Boulevard. The northern portion of this the road is also referred to as Rockmart Road, and is currently more residential in nature as it approaches the City limits. SR 101 turns south and follows Industrial Blvd. through the city, where it becomes more commercial with some industrial-related uses located near the city's existing industrial park.

Collector roads within Villa Rica include Rockmart Road, S. Carroll Road, and Mirror Lake Boulevard/Punkintown Road, which provides vital north-south connections that bypass downtown. Rockmart Road connects the northwestern part of the city to Fullerville and the greater downtown area, while S. Carroll Road provides an alternative connection from Carrollton Villa Rica Hwy/SR 61 (located south of I-20) and the southwest area of the city to downtown.

For the most part, local roads include neighborhood roads, or roads connecting collectors to private property.

Alternative Modes of Transportation

Enhancing urban connectivity and walkability in downtown and other areas remains a primary objective for Villa Rica as steady growth continues.

Pedestrian facilities & Sidewalks

In order to provide enhanced pedestrian and bicycle access between residential areas and downtown and other community centers, the city should prioritize the implementation of sidewalks, trails, and safer crosswalks and railroad crossings.

The 2016 RSVP Plan provided a full inventory and analysis of conditions in downtown Villa Rica, noting the availability of pedestrian

infrastructure and crosswalks, open spaces, land use, and available parking in an effort to enhance connectivity, walkability, infill development and parking solutions in the city's urban core. With regard to connectivity, the analysis revealed a disjointed sidewalk network and limited crosswalks at several major intersections. The RSVP Plan, Villa Rica Master Trail Plan, and Downtown Master Plan all recommend enhancing existing pedestrian infrastructure in the downtown area of the city, while also providing new connections to address any missing links. When feasible and where applicable, sidewalk and bike path projects could be implemented during road improvements for efficiency.

In August 2018, Villa Rica adopted a Master Trail Plan to implement a multi-use path around the city, connecting neighborhoods, parks, activity centers, and other community facilities through a network of sidewalks, greenways, and trails. Through providing a multi-modal transportation network, this trail system will also encourage an active, healthy lifestyle.

Parking

Input received throughout the public involvement process indicated an overall opinion that available parking downtown was insufficient to meet community needs in the downtown area. The RSVP Plan emphasizes that existing parking facilities located downtown could be used more effectively with some improvements to better serve businesses and residents. Providing better linkages between parking areas and downtown is also paramount in their success, as well as saving the city money on costly infrastructure. That being said, development and redevelopment planned for the downtown Area have the potential to greatly increase the number of people working, living, and playing downtown, which may ultimately require the addition of a parking deck.

While there is potential to expand parking opportunities through better-utilization of existing parking opportunities, the construction of a parking deck in the downtown area is being considered as plans for downtown redevelopment are implemented. The construction of the parking deck should coincide with other major development recommended for downtown, such as a new City Hall and government offices, potential hotel/convention center development, and other facilities.

Public Transportation

With regard to public transit, Villa Rica currently does not have a public transportation network. As the city grows and demands change, the city should reevaluate the need for a public transit service to sufficiently accommodate the needs of its community.

Railroads, Trucking, and Airports

Railroads

An active Norfolk Southern east-west freight line traverses the city of Villa Rica, roughly following the course of US 78 through downtown Villa Rica, at which point it continues north and then west across the city, towards the city of Temple. Approximately 20-25 trains pass along this route per day.

A historic “railroad town,” the railroad right-of-way virtually splits downtown Villa Rica in half, which has resulted in a multitude of connectivity issues as the city continues to grow. In addition, SR 61 and a portion of US 78 are designated truck routes that run parallel to parts of the railroad, which adds stress to the already traffic-prone downtown area. To make matters worse, trucks often get stuck when attempting to cross the railroad, which causes further problems in traffic congestion due intersection blockages and train delays. Other events cause train delays which sometimes block certain intersections in the downtown area, as well.

In order to effectively move forward with the Downtown Master Plan and other objective related to traffic issues, Villa Rica must continue to coordinate with GDOT and Norfolk Southern on mitigating railroad crossing issues. Discussions between the city and Norfolk Southern regarding road projects that may affect existing railroad crossings are already underway.

Truck Routes

Villa Rica contains designated truck and freight network routes, which include the SR 61 and I-20. The truck route follows the SR 61 corridor

through the city, including portions of US 78, West Bankhead Highway, and East Montgomery Street, as they pass through the downtown area. From downtown, it continues west along US 78 and again turns south on Industrial Boulevard/Carrollton Villa Rica Highway, where SR 61 picks back up.

Tractor-trailer traffic traveling through downtown is heightened by the presence of several at-grade railroad crossing issues. As previously mentioned, trucks regularly get stuck on these railroad crossings when attempting to cross over, which coincidentally exacerbates congestion.

Contingent with the implementation of the North Loop Bypass, Villa Rica should coordinate with GDOT to evaluate alternative truck route options once the bypass is completed, to minimize the impact of freight traffic routed through downtown.

Airports

While there are no airports within the municipal limits of Villa Rica, Hartsfield-Jackson Atlanta International Airport is located approximately 35 miles. In addition, Stockmar Airport is located just north of the city.

Transportation and Land Use

Villa Rica’s transportation network should support planned development patterns to maximize the capacity of the existing and planned transportation network. Management of the type and location of future growth could support the reduction of traffic congestion and yield a higher quality of life. In addition, providing inter-parcel access and alternative access facilities between developments enhances mobility and alleviates traffic congestion.

Major transportation routes such as I-20, US 78, and SR 61 have attracted a mix of commercial and residential development adjacent to their corridors, which will likely serve as a catalyst for future growth in the surrounding areas. Strategic corridor design will ensure future compatibility with new development.

Moving Forward

Most critical transportation issues facing Villa Rica continue to be related to traffic congestion and its effect on circulation between activity centers and other destinations around the community, and within the Downtown District.

The city is pursuing the development of a Comprehensive Transportation Plan that will address transportation-related issues discussed in this Plan. Access management along corridors that connect major activity centers and residential areas will be a key component in avoiding continued traffic issues as the city grows and expands. The Future Development Guide provides direction in linking land use and corridor development/redevelopment for both vehicles and pedestrians/bicycles and should be consulted regularly during the permitting process for new developments. As available funding can be a major barrier in pursuing transportation and infrastructure projects, the city should continue pursuing the creation of a Tax Allocation District in the downtown area that could provide financing for improvement and expansion of infrastructure, sidewalks, parking facilities, and more.

Villa Rica Downtown Master Plan

The initial goal of the Downtown Master Plan was to integrate a wide variety of ideas that had been developed regarding downtown into a cohesive plan that also acknowledged proposed roadway improvements. The primary focus of the downtown plan for Villa Rica has been to mitigate impacts from the railroad, including redesigning railroad crossings. In addition, the plan examines the expansion of downtown greenspace to create a town square; creation of pocket parks throughout the downtown area; integration of transportation plans to establish linkage to existing and planned residential and commercial developments; development of a Welcome Center into a visitor's center, a linkage of downtown into the comprehensive bike trail master plan, and a road connection between downtown and the Mirror Lake area.

The downtown plan also seeks to address parking concerns of merchants and establish design standards for mixed use infill development. Specific elements of the plan that are feasible in a short-term timeframe are

included in the Community Work Program under the Community Improvements section.



Villa Rica Downtown Master Plan: Conceptual rendering of proposed Town Green



Villa Rica Downtown Master Plan: Conceptual rendering of downtown as proposed

Appendix B-1. Detailed Socioeconomic Characteristics

People

Identifying socioeconomic trends in a community’s population overtime enables a community to more efficiently accommodate projected service and facility demands, as they relate to the population.

Table 1 presents data that is taken from the American Community Survey, conducted by the Census Bureau on an annual basis. The numbers for 2010 vary somewhat from the 2010 Census figures because the ACS is based on a sample survey rather than full counts of the total population. The data is useful, however, when viewing changes on a comparable basis over time. In addition, it should be noted that although the ACS produces population estimates, the Census Bureau’s Population Estimates Program (PEP) that produces the official estimates of the population for the nation, states, counties, cities and towns. In the table below, the estimates for 2015 and 2017 are based on PEP estimates.

During the 2000s, Villa Rica experienced a dramatic increase in population, with the number of residents more than tripling. Although the growth rate has since slowed, overall population growth remains steady. Both Carroll and Douglas County have experienced a similar pattern of increased growth during this time.

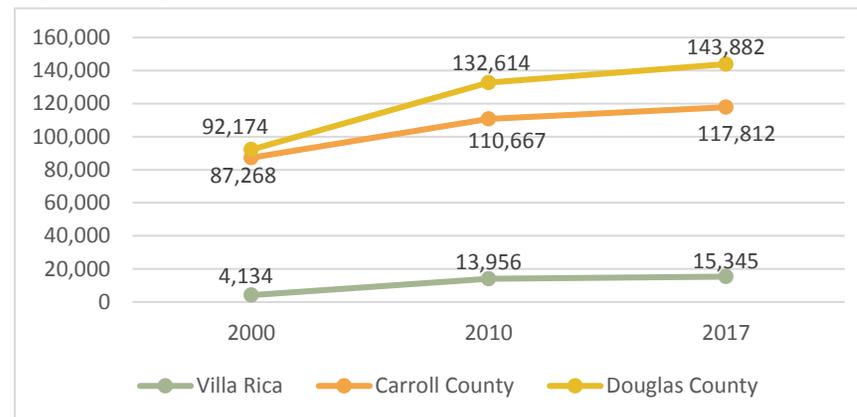
Table 1: Population Growth 2000 – 2017

	2000	2005	2010	2015	2017	Percent Change: 2000-2010	Percent Change: 2010-2017
Villa Rica	4,134	10,264	13,956	14,922	15,345	238%	10.0%
Carroll County	87,302	102,526	110,527	114,491	117,812	26.7%	6.6%
Douglas County	92,315	113,354	132,403	140,466	143,882	43.6%	8.7%

Source: U.S. Census Bureau Decennial Census for 2000 & 2010; American Community Survey for 2016; U.S. Census Bureau Population Estimates Program; Villa Rica Comprehensive Plan 2005-2025

Much of Villa Rica’s high growth rate during the early 2000s can be linked to the development of Mirror Lake Subdivision, which reportedly added over 3,000 new homes to the Douglas County side of the city during that time. Between 2000 and 2010, the city’s population more than tripled, increasing from 4,134 to 13,956 people, an increase of almost 240%. Although not nearly as dramatic, both Carroll and Douglas Counties also had high population growth during this time, 26.7% and 43.6%, respectively.

Figure 1: Regional Population Growth 2000-2017



Since 2010, the population growth rate throughout the study area has slowed considerably, largely due to the lingering effects of the Great Recession. The most recent annual population estimates from the U.S. Census Bureau’s PEP indicate Villa Rica’s population increased by 10% between 2010 and 2017, to a population of 15,345 residents. This increase was higher than that of both Carroll County (6.6%) and Douglas County (6.7%), but notably lower than the previous decade.

Looking ahead, the Atlanta Regional Commission estimates that Carroll and Douglas counties will continue to grow, with Carroll County reaching

a population of almost 167,000 and Douglas County a population over 201,000 residents by the year 2040. This would constitute about a 40% increase for each county over the 2016 population estimated by the Census Bureau’s American Community Survey.

Age and Sex

Identifying demographic indicators, such as age distribution patterns within a community, provides insight into potential needs and demands for that population.

Table 2: Population by Age & Sex

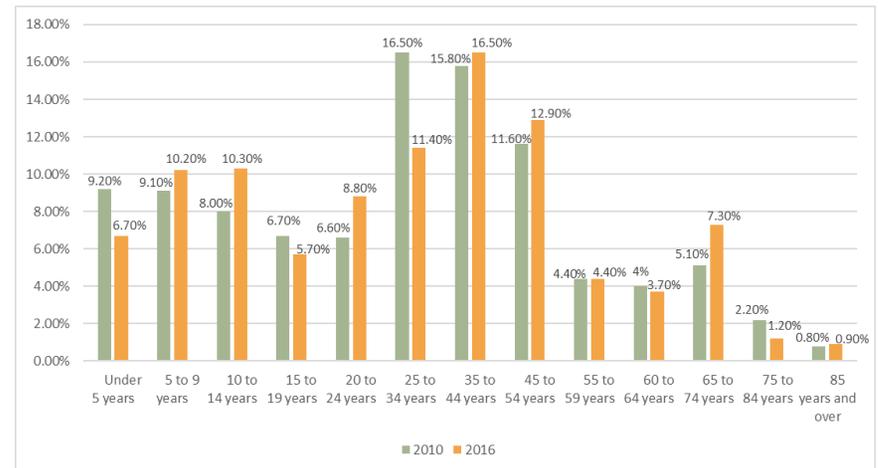
	Villa Rica		Carroll County		Douglas County	
	2010	2016	2010	2016	2010	2016
AGE						
Total Population	13,956	14,755	110,527	113,756	132,403	138,283
Under 5 years	9.2%	6.7%	7.1%	6.5%	7.4%	6.5%
5 to 9 years	9.1%	10.2%	7.1%	6.6%	7.8%	7.2%
10 to 14 years	8.0%	10.3%	7.0%	7.1%	8.2%	8.3%
15 to 19 years	6.7%	5.7%	8.4%	8.4%	7.7%	7.6%
20 to 24 years	6.6%	8.8%	8.9%	9.0%	5.6%	6.4%
25 to 34 years	16.5%	11.4%	13.3%	13.4%	13.2%	12.3%
35 to 44 years	15.8%	16.5%	13.3%	12.5%	16.6%	14.9%
45 to 54 years	11.6%	12.9%	13.3%	13.0%	14.7%	15.2%
55 to 59 years	4.4%	4.4%	5.6%	6.2%	5.6%	6.3%
60 to 64 years	4.0%	3.7%	5.0%	4.8%	4.6%	4.9%
65 to 74 years	5.1%	7.3%	6.5%	7.7%	5.5%	6.8%
75 to 84 years	2.2%	1.2%	3.3%	3.6%	2.2%	2.9%
85 years and over	0.8%	0.9%	1.2%	1.2%	0.8%	0.7%
Median Age	31.3	32.8	33.5	34.1	35.0	36.1
SEX						
Male	46.9%	44.5%	48.7%	48.9%	48.2%	47.9%
Female	53.1%	55.5%	51.3%	51.1%	51.8%	52.1%

Source: U.S. Census Bureau 2010 Census and 2012-2016 American Community Survey

Villa Rica is home to a growing number of youth, with about one third (33%) of the population under the age of twenty, according to the Census Bureau. Although the median age has slightly increased since 2010, Villa Rica maintained a relatively young population in 2016 with a median age of 32.8 years. Carroll and Douglas Counties also have a younger population, with median ages of 34 and 36, respectively.

In Villa Rica, growth patterns in age since 2010 indicate an increase in youth between the ages of 5 and 14 years, young adults ages 20 to 24, and adults ages 35 to 54. Additionally, the Baby Boomer age group (65 to 74) as well as elderly population (85 years and up) also increased during this time.

Figure 2. Population by Age Distribution: 2010 & 2016



Carroll County, on the other hand, has seen very little change in age trends since 2010, with the highest population split between age groups spanning 25 to 54 years old. While the children population of ages 9 and under experienced a slight decrease of about 0.6% during this time, there were slight increases in older adult populations ages 55 to 59 years, and 65 to 84 years.

Similar to Carroll County, the bulk of Douglas County's population (42.4%) falls within the 25 to 54-year age range. The highest decrease since 2010, was in the 35 to 44-year age group, slight decreases of less than one percent also seen in the 9 years and under age group and 25 to 34-year age group. However, the older adult population saw increases in several age groups ranging from 45 to 84 years, with the highest increase seen in the 65 to 74-year age group. These patterns are indicative of a community aging in place.

Female residents continue to comprise over half the population in Villa Rica and the counties. This is also consistent with statewide trends of a higher female population.

Ethnicity

Table 3: Population by Race and Ethnicity

POPULATION: RACE & ETHNICITY	Villa Rica				Carroll		Douglas	
	2010		2016		2010	2016	2010	2016
	Estimate	Percent	Estimate	Percent	Percent		Percent	
Total:	13,956	100.0%	14,755	100.0%	110,527	113,756	132,403	138,283
<i>White alone</i>	8,132	58.3%	7,976	54.1%	75.6%	75.4%	52.5%	49.5%
<i>Black or African American alone</i>	4,669	33.5%	5,178	35.1%	18.2%	18.4%	39.5%	43.5%
<i>American Indian and Alaska Native alone</i>	45	0.3%	0	0.0%	0.4%	0.3%	0.3%	0.2%
<i>Asian alone</i>	242	1.7%	507	3.4%	0.8%	0.9%	1.4%	1.6%
<i>Native Hawaiian and Other Pacific Islander alone</i>	4	0.0%	0	0.0%	0.0%	0.1%	0.1%	0.0%
<i>Some other race alone</i>	468	3.4%	336	2.3%	2.8%	2.7%	3.8%	3.2%
<i>Two or more races</i>	396	2.8%	758	5.1%	2.2%	2.3%	2.4%	2.0%
<i>Hispanic or Latino (regardless of race)</i>	1064	7.6%	420	2.8%	6.2%	6.3%	8.0%	7.0%

The 2010 Census indicated that the City of Villa Rica had a predominantly White population at 58%, while the African American population comprised over a third (34%) of the city's total population. Other races, which included Native Americans, Asians, Native Hawaiians, people of two or more races and all others, encompassed about 8% of the

population. Since that time, the White population slightly decreased to 54%, while the African American population increased to 35%.

Over three-quarters of Carroll County's 2010 population identified as White, while 18% of the population was African American. Other races, as described above, made up just 6% of the population. The 2016 American Communities Survey indicated that there were minimal changes in race distribution in the county.

Douglas County's racial make-up was slightly more diverse than both the city and Carroll County's, with just over half of the population being White at 52.5%, a relatively large African American population at 39.5%, and all other races making up 8% of the population. By 2016, the County's population was even slightly more diverse, with the White population comprising just under half the population (49.5%) and the African American representing 43.5% of the population.

People of Hispanic or Latino descent, whether White, Black or of some other racial background, represented almost 8% of Villa Rica's population in 2010. However, by 2016, the Hispanic population had shrunk to less than 3%. While Douglas County experience a 1% decrease during this time, Carroll County's Hispanic population saw little to no change.

Population Projections

Population forecasts provide insight into what a community might look like twenty or so years down the road. Such projections can address how and where a community will grow through following a comprehensive plan and implementing development regulations and short term strategic work plans. Population projections are produced by a variety of agencies and can also be calculated through several statistical methods.

For counties in the Greater Metro Atlanta area, the Atlanta Regional Commission (ARC) provides population growth estimates. Both Carroll and Douglas Counties are included in the ARC’s planning area. The most recent forecasts project that by 2040, Carroll County’s population will have increased by over 46% to 166,926. Douglas County is projected to experience a similar growth, with an estimated 2040 population of 201,325, which represents an increase of over 45%.

Table 4: Population Projections

METHOD 1: Annual Growth Trend Extrapolation Model						
	Average annual growth rate	Average Annual Increase (People/Year)	2010	2020	2030	2040
LOW	1.25%	215	13,956	15,928	18,034	20,420
	(2010 – 2017)					
MEDIUM	3.73%	722	13,956	17,127	24,702	35,626
	(2005 – 2017)					
HIGH	11.35%	5610	13,956	21,185	62,078	181,904
	(2000 – 2017)					
METHOD 2: Constant Share-Based Model						
	Applied Share of County Populations	Average Annual Increase (People/Year)	2010	2020	2030	2040
MAINTAIN	5.74%	240	13,956	16,356	18,756	21,155
INCREASE	10.00%	762	13,956	28,470	32,648	36,825

While specific city-level population projection data was not readily available, population calculations can be achieved through various statistical calculation methodologies. In addition to statistical calculations, other factors contributing to growth patterns were considered when developing population projections for the Villa Rica, including regional growth projections, development potential in and around the city, the housing market, and economic conditions.

Method 1: Annual Growth Trend Extrapolation Model

Method 1 presented in Table 4 depicts projections based on annual growth trends since over the past several decades. The average annual growth rate was extrapolated for three different time periods, which represented low, medium, and high projections.

The “high” projection encompasses growth patterns between 2000 and 2017 and predicts a population of 181,904 by the year 2040. The major growth that took place in Villa Rica between 2000-2005 is considered an

anomaly, due to the large population increase during this time (mostly due to Mirror Lake subdivision development). This high growth rate in the early part of the century gives somewhat of a skewed view of growth for the 2000 to 2017 duration. Also the high projection in Method 1 is unlikely, it is included for consistency. percentage increases in the 2005-to-present or 2010-to-present time periods.

The “low” projection extrapolates the average annual growth rate between 2010 and 2017, a rate of 1.25%. While this period does not include growth from the early 2000s, it does include a period when the city was recovering from the economic recession, which are generally anticipated over a 20-year time frame. The low projections from Method 1 indicate a 2040 population of 20,420. Being that the current population is upwards of 15,000 people, this project over the next couple of decades seems somewhat low, especially with recent trends and expected development that could attract new residents.

Comparatively, the “medium” projection in Method 1 seems the most realistic, as the period between 2005 and 2017 saw economic highs and lows that are likely over a 20-year period. With an average annual growth rate of 3.73%, the 2040 population is predicted to be around 35,626 people.

Method 2: Constant Share-Based Model

The second method used to develop 2040 population projections for the city of Villa Rica is the constant share-based model which incorporated county-level projection data from ARC. This model combines the populations of Douglas and Carroll County and calculates the percentage of Villa Rica’s population as a share of the combined county population in 2010.

In 2010, Villa Rica’s population of 13,956 represented approximately 5.74% of the combined county population of 242,930. The “maintain” alternative in Method 2 applied this same percentage (5.74%) to calculate population projections in ten-year increments, beginning in 2010, for a 2040 population of 21,155, which represents an average annual increase of 240 people per year. Method 2 incorporated a projection based on a flat-rate annual increase of 10%, which estimates an average of about 762 new residents, per year. This calculated estimated a 2040 population of 36,825 people, which is similar to the “medium” projection from Method 1.

While other methods and statistical calculations can be utilized for population predictions, these estimates provide a likely range for Villa Rica’s 2040 population, which falls between the mid to upper-20,000s and mid-30,000s. For accuracy, these projections should be reevaluated and adjusted, as needed, during the next Comprehensive Plan update.

Population Trends

Following the major influx of new residents to Villa Rica between 2000 and 2010, change has come slowly to Villa Rica. The most recent annual population estimate released by the Census Bureau suggests a 10% population growth between 2010 and 2017.

The ACS estimates indicate that compared to Villa Rica and Douglas County, Carroll County has experienced slower growth overall, while Villa Rica has experienced the highest growth, with Douglas County not far behind. Looking ahead to 2040, data suggests that Carroll County will take the lead at some point, expecting a 41.7% population increase, compared to a 39.9% increase in Douglas County.

The latest Census data suggests that the age dynamics in Villa Rica have changed since 2010. Reportedly, the school-age population (under 19 years old) has been rising in number, while the number of residents 65 and older has also been increasing. This is indicative of a population aging in place, while also attracting both younger families with children, and perhaps more mature families, into the city.

Also of interest is the change in population among ethnic groups in the Planning Area. Douglas and Villa Rica, who each had predominately White populations in 2010, have seen an increase in other races in their communities. However, despite its continued growth, the make-up of Carroll County's population with regard to age, race, and sex, remains reflects similarities to the composition of the 2010 population.

Families

This section utilizes the most recent American Community Survey data to evaluate the composition of families in Villa Rica and Carroll and Douglas counties. The Census Bureau refers to families as “households”, with a “family household” consisting of two or more related individuals, and a “nonfamily household” consisting of only one individual or several individuals that live together but are not related. The term “family” is used more generally to refer to all types of households.

Table 5: Household Type: 2010 - 2016

HOUSEHOLD TYPE	Villa Rica		Carrol County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent
2010						
Total households	5,067	100.0%	39,187	100.0%	46,624	100.0%
Family households*	3,638	71.8%	27,923	71.3%	34,429	73.8%
<i>Male householder</i>	2,207	43.6%	18,775	47.9%	21,792	46.7%
<i>Female householder</i>	1,431	28.2%	9,148	23.3%	12,637	27.1%
Nonfamily households**	1,429	28.2%	11,264	28.7%	12,195	26.2%
<i>Male householder</i>	594	11.7%	5,150	13.1%	5,776	12.4%
<i>Living alone</i>	449	8.9%	3,648	9.3%	4,506	9.7%
<i>Female householder</i>	835	16.5%	6,114	15.6%	6,419	13.8%
<i>Living alone</i>	718	14.2%	4,849	12.4%	5,496	11.8%
2016						
Total Households	5,272	100%	40,287	100%	47,534	100%
Family Households*	3590	68.1%	27,758	68.9%	34,177	71.9%
<i>Married-couple family</i>	1637	45.6%	13,740	49.5%	16,713	48.9%
<i>Male Householder</i>	129	3.6%	1,471	5.3%	1,777	5.2%
<i>Female Householder</i>	679	18.9%	3,914	14.1%	6,083	17.8%
Nonfamily Households**	1682	31.9%	12,529	31.1%	13,357	28.1%
<i>Living Alone</i>	429	25.5%	3,095	24.7%	3,152	23.6%
<i>Not Living Alone</i>	108	6.4%	802	6.4%	601	4.5%

*A family household has at least one member of the household related to the householder by birth, marriage, or adoption.

** A nonfamily household consists of people living alone and households which do not have any members related to the householder.

In 2010, Villa Rica had 5,067 households, with 71.8% (3,638) considered traditional family households, and 28.2% (1,429) classified as non-family households. Carroll County had a similar percentage of family households (71.3%), while Douglas County had the highest percentage of family households (73.6%) out of the three areas.

The 2016 ACS found that Villa Rica still had a healthy percentage of traditional family households, with 68% of the population identifying as a traditional family. Carroll and Douglas counties showed similar numbers at an estimated 68.9% and 71.9%, respectively. Overall, while the number of traditional family households slightly decreased in both the city and

counties, these areas continue to host a high percentage of families.

Since 2010, the average household size in both Villa Rica and Carroll County has increased by a small percentage, while Douglas County's stayed about the same. In 2016, Villa Rica's average household size increased to 2.8 persons per household. This number is similar to that of Douglas County (2.9) and just over Carroll County's average size of 2.7.

Overall, the city and counties have similar percentage distribution in terms of household size, though there have been some notable shifts since 2010. The number of households with 4 people or more remains strong in Villa Rica, at 28.9%, which is almost one third of the city's households.

Table 6: Household Size: 2010 – 2016

HOUSEHOLD SIZE	Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent
2010						
Total households	5,067	100%	39,187	100%	46,624	100%
1-person household	1,167	23.0%	8,497	21.7%	10,002	21.5%
2-person household	1,464	28.9%	12,611	32.2%	9,114	19.5%
3-person household	931	18.4%	7,215	18.4%	8,888	19.1%
4-or-more-person household	1505	29.7%	10,864	27.7%	14,006	30.0%
2016						
Total households	5,272	100%	40,287	100%	47,534	100%
1-person household	1,344	25.5%	9,951	24.7%	11,218	23.6%
2-person household	1,608	30.5%	12,610	31.3%	14,545	30.6%
3-person household	796	15.1%	8,017	19.9%	8,604	18.1%
4-or-more-person household	1,524	28.9%	9,709	24.1%	13,119	27.6%
Average Household Size	2.8	(x)	2.7	(x)	2.9	(x)
Change 2010 - 2016						
Total households	205		1,100		910	
1-person household	177	2.5%	1,454	3.01%	1,216	2.1%
2-person household	144	1.6%	-1	-0.9%	5,431	11.1%
3-person household	-135	-3.3%	802	1.5%	-284	-1.0%
4-or-more-person household	19	-0.8%	-1,155	-3.6%	-887	-6.3%

Source: U.S. Census Bureau 2012-2016 American Community Survey

Between 2010 and 2016, Douglas County experienced the largest increase in its 2-person households, which increased by about 5,431 households. Two-person households make up the majority in the county, at 30.6%, followed by 4-person households, which includes 27.6% of the total.

Carroll County saw the largest increase in 1-person households and the largest decrease in households with 4 or more members. One and two-person households are the majority in 2016, at 24.7% and 31.3%, respectively.

The type and size of households is indicative of other population trends, such as age. Thus, a high percentage of family households and a growing average family size, indicates both growing number of families and an increasing number of children per family in Villa Rica. This is further confirmed by the growing number of people under the age of nineteen, as shown in Figure 2, Age Distribution.

Tenure Status of Families

Overall, Villa Rica did not see much change between the number of residents who owned their home compared to those who rented a home between 2010 and 2016. Since 2010, the number of renter-occupied households has slightly decreased, while the number of owner-occupied households has slightly increased, each by only half of a percentage point.

Table 7: Change in Housing Occupancy: 2010-2016

	Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent
2010						
Total Households	5,067	100%	39,187	100%	46,624	100.0%
Owner Households	3,082	60.8%	26,261	67.0%	32,571	69.9%
Renter Households	1,985	39.2%	12,926	33.0%	14,053	30.1%
2016						
Total Households	5,272	100%	40,287	100.0%	47,534	100.0%
Owner Households	3,235	61.40%	25,716	63.8%	31,228	65.7%
Renter Households	2,037	38.60%	14,571	36.2%	16,306	34.3%
Change 2010 - 2016						
Total Households	205		1,100		910	
Owner Households	153	0.6%	-545	-3.2%	-1,343	-4.2%
Renter Households	52	-0.6%	1,645	3.2%	2,253	4.2%

Source: U.S. Census Bureau 2012-2016 American Community Survey & 2010 Census.

Both Counties experienced shifts in the opposite direction, with an increase in the number of rented homes and a decrease in the number of homes occupied by the owners. However, owner households remain the large majority overall.

Homes

Between the 2000 and 2010 Censuses, Villa Rica experienced a 228% increase in the number of housing units, which grew from 1,769 units in 2000, to 5,810 units in 2010. Much of this growth was seen prior to the Great Recession and has since slowed. Since 2010, the American Community Survey indicates that the total housing stock has actually decreased by about 150 units, a 2.3% drop.

Table 8: Total Housing Units by Occupancy: 2000 - 2016

HOUSING UNITS	Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent
2000						
Total Housing Units	1,769	100.0%	34,067	100.0%	34,825	100.0%
Occupied Housing Units	1,550	87.6%	31,580	92.7%	32,805	94.2%
Vacant Housing Units	219	12.4%	2,487	7.3%	2,020	5.8%
2010						
Total Housing Units	5,810	100.0%	44,607	100.0%	51,672	100.0%
Occupied Housing Units	5,067	87.2%	39,187	87.8%	46,624	90.2%
Owner Occupied	3,082	60.8%	26,261	67.0%	32,571	69.9%
Renter Occupied	1,985	39.2%	12,926	33.0%	14,053	30.1%
Vacant Housing Units	743	12.8%	5,420	12.2%	5,048	9.8%
2016						
Total Housing Units	5,660	100.0%	44,691	100.0%	51,891	100.0%
Occupied Housing Units	5,272	93.1%	40,287	90.1%	47,534	91.6%
Owner Occupied	3,235	61.4%	25,716	63.8%	31,228	65.7%
Renter Occupied	2,037	38.6%	14,571	36.2%	16,306	34.3%
Vacant Housing Units	388	6.9%	4,404	9.9%	4,357	8.4%

Source: U.S. Census Bureau American Communities Surveys for 2010 and 2016; 2000 Census

Over the past two decades, the amount of vacant housing units has decreased from 12.4% of the total housing stock in 2000 to 6.9% in 2016. Prior the Great Recession, Villa Rica's percentage of vacant housing was notably higher than that of Carroll and Douglas counties. In 2000, 7.3% of Carroll County's housing units and 5.8% of Douglas County's housing units were vacant. By 2010, each county experienced an increase of vacant housing to 12.2% and 9.8%, respectively. The downturn of the residential real estate market during the economic recession likely impacted the increase in housing vacancies. While the number of vacant units in Carroll and Douglas counties has decreased since 2010, they still have a higher percentage of vacancies compared to Villa Rica.

Home ownership in Villa Rica, as well as both Carroll and Douglas Counties, has been the general rule since 2010. A higher percentage of residents of Villa Rica owned their homes (61.4%) in 2016, compared to the 38.6% who rented. In comparison to the city, both Carroll and Douglas Counties had a higher number of owner-occupied housing units overall, 63.8% and 65.7% respectively.

Between 2010 and 2016, Villa Rica experienced slightly different occupancy pattern than that of both Carroll and Douglas Counties. Although minimal, Villa Rica saw a small increase (0.6%) in owner-occupied units during this period. On the contrary, both counties experienced a rise in the number rental units, which increased by 3.2% in Carroll County and 4.2% in Douglas County.

It should be noted that changes in occupancy do not necessarily reflect new construction to the extent that owners were forced to rent out their homes during the Great Recession.

The Housing Supply

This section examines the availability of vacant homes as an indicator of potential population absorption. Housing that is considered “available” is limited to vacant housing units that were for sale or rent. “Other vacant” units indicated in the table may be under repair, not in the market, or dilapidated.

In 2010, the percentage of vacant housing units Villa Rica was 12.8%, which was only 0.4% higher than it was in 2000. However, this percentage has since decreased to 6.9% in the city of Villa Rica, which is slightly lower than that of Carroll and Douglas counties.

In 2010, about 71% of vacant units in Villa Rica were available either for sale or for rent. In comparison, 53% of the vacant units in Carroll County and 62% in Douglas County were for sale or rent.

Table 9: Availability of Vacant Housing in Villa Rica: 2010 – 2016

VACANT HOUSING	2010		2016		Change 2010 - 2016
	Number	Percent	Number	Percent	
Total Housing Units	5810	100.0%	5660	100.0%	N/A
Vacant Housing Units	743	100.0%	388	100.0%	N/A
For rent	291	39.2%	0	0.0%	-39.2%
Rented, not occupied	7	0.9%	0	0.0%	-0.9%
For sale only	238	32.0%	146	37.6%	5.6%
Sold, not occupied	12	1.6%	40	10.3%	8.7%
For seasonal, recreational, or occasional use	25	3.4%	52	13.4%	10.0%
For migrant workers	0	0.0%	0	0.0%	0.0%
Other vacant	170	22.9%	150	38.7%	15.8%

Source: U.S. Census Bureau American Communities Surveys for 2010 and 2016

Since 2010, the number of vacant units available for rent as decreased to 0.0%. In addition, there has been a 5.6% increase in the number of vacant homes for sale, which was 37.6% of the available housing stock in 2016. The majority of available homes in Villa Rica fall into the “other vacant” category, which includes housing units that are under repair, not in the market, or dilapidated.

Housing Types

Primary housing types in Villa Rica include mostly detached, single-family homes, which comprise almost 77% of the housing supply. Single-unit attached homes and structures that contain up to 20 or more units comprise about 21% of the housing stock. Many of these units qualify as multifamily due to the density of the development.

Table 10: Number of Units in Structure

Total Housing Units	5,660
1-unit, detached (Single Family)	76.6%
1-unit, attached (Townhome)	2.8%
2 units	2.6%
3 or 4 units	3.3%
5-or-more-units (Apartments)	13.6%
Mobile home	1.1%
Boat, RV, van, etc.	0.0%

Source: Census Bureau 2016 American Communities Survey

Housing Value

At \$127,700, Villa Rica's median household value reflects a high-quality supply of housing. Douglas County's median household value follows closely behind (\$127,400), while Carroll County's is the lowest of the three (\$113,700), comparatively.

Table 11: Housing Value 2016

HOUSE VALUE	Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent
<i>Owner-occupied units</i>	3,235	100.0%	25,716	100.0%	31,228	100.0%
Less than \$50,000	102	3.2%	2,933	11.4%	2,479	7.9%
\$50,000 to \$99,999	862	26.6%	7,762	30.2%	8,431	27.0%
\$100,000 to \$149,999	997	30.8%	6,753	26.3%	7,572	24.2%
\$150,000 to \$199,999	728	22.5%	3,876	15.1%	5,091	16.3%
\$200,000 to \$299,999	409	12.6%	2,475	9.6%	4,927	15.8%
\$300,000 to \$499,999	115	3.6%	1,409	5.5%	2,178	7.0%
\$500,000 to \$999,999	22	0.7%	398	1.5%	447	1.4%
\$1,000,000 or more	0	0.0%	110	0.4%	103	0.3%
Median (dollars)	127,700	(X)	113,700	(X)	127,400	(X)

Source: Census Bureau 2012 – 2016 American Community Survey

Housing Trends

Compared to the 2000 – 2010 period, when the number of housing units increased dramatically, the number of new units has not increased much since 2010. These findings are consistent with population growth patterns during that same period.

In 2010, Carroll County had a lower number of homeowners who had a mortgage (48.7%), compared to Villa Rica (53.2%) and Douglas County, where over 57% of homeowners had a mortgage. Between 2010 and 2016, the number of housing units with a mortgage increased throughout each area significantly. Villa Rica's residents had the highest increase in the number of mortgages, jumping about 27% to 80.5% of housing units now having a mortgage. In Carroll County, the percentage of housing units with a mortgage increased by 18.6%, to 67.3%, which remains lower than that of both Villa Rica and Douglas County. During this time, Douglas County experienced the lowest increase, at 14.1%, in the number of homeowners with a mortgage, which reached 71.8% in 2016.

During this same period, the number of owner-occupied households in Villa Rica also experienced an increase. In addition, the number of vacant housing units decreased by approximately 6%. Overall, trends over the past ten years indicate a healthy housing market in Villa Rica, with a strong percentage of occupied housing units (93%), home-ownership (61.4%), and a relatively high-quality housing supply.

Workers

The people who work in Villa Rica, and the businesses and institutions that employ them are the backbone of the city's economic base.

Regional Setting

Both Douglas and Carroll counties were included in the Atlanta Metropolitan Statistical Area (MSA) as far back as 1999, reflecting the area's economic ties to the region. In addition, Douglas County is included in the 10-county Atlanta Regional Commission Region, while Carroll County is just outside of the area. As illustrated on the map of the Atlanta Region on the next page, by 2013 the Atlanta MSA had expanded beyond Carroll County to include the adjacent counties of Haralson and Heard.

Table 12: 2016 Employment Status

Source: U.S. Census Bureau 2012 – 2016 American Community Survey

*Working Age Population refers to citizens age 16 years and over

EMPLOYMENT	Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent
Working Age Population*	10,538	100.0%	89,200	100.0%	105,545	100.0%
In labor force**	7,062	67.0%	54,324	60.9%	70,886	67.2%
Civilian labor force	7,060	67.0%	54,272	60.8%	70,854	67.1%
Employed	6,249	59.3%	48,410	54.3%	64,449	61.1%
Unemployed	813	7.7%	5,862	6.6%	6,405	6.1%
Armed Forces	0	0.0%	52	0.1%	32	0.0%
Not in labor force***	3,476	33.0%	34,876	39.1%	34,659	32.8%

**Labor Force: All non-institutionalized civilians who are either employed or unemployed

***Not in labor force: Includes, but not limited to students, institutionalized people, housewives, retired workers

The city of Villa Rica was included in the region's Urban Clusters in the year 2000. By 2010 the city was considered an Atlanta Urbanized Area, as indicated on the map on the following page.

Commuting Patterns

The Census Bureau produces statistics for commuting flows on national, state and county levels. Data related to commuting patterns can be accessed in the American Community Survey and the Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (LODES).

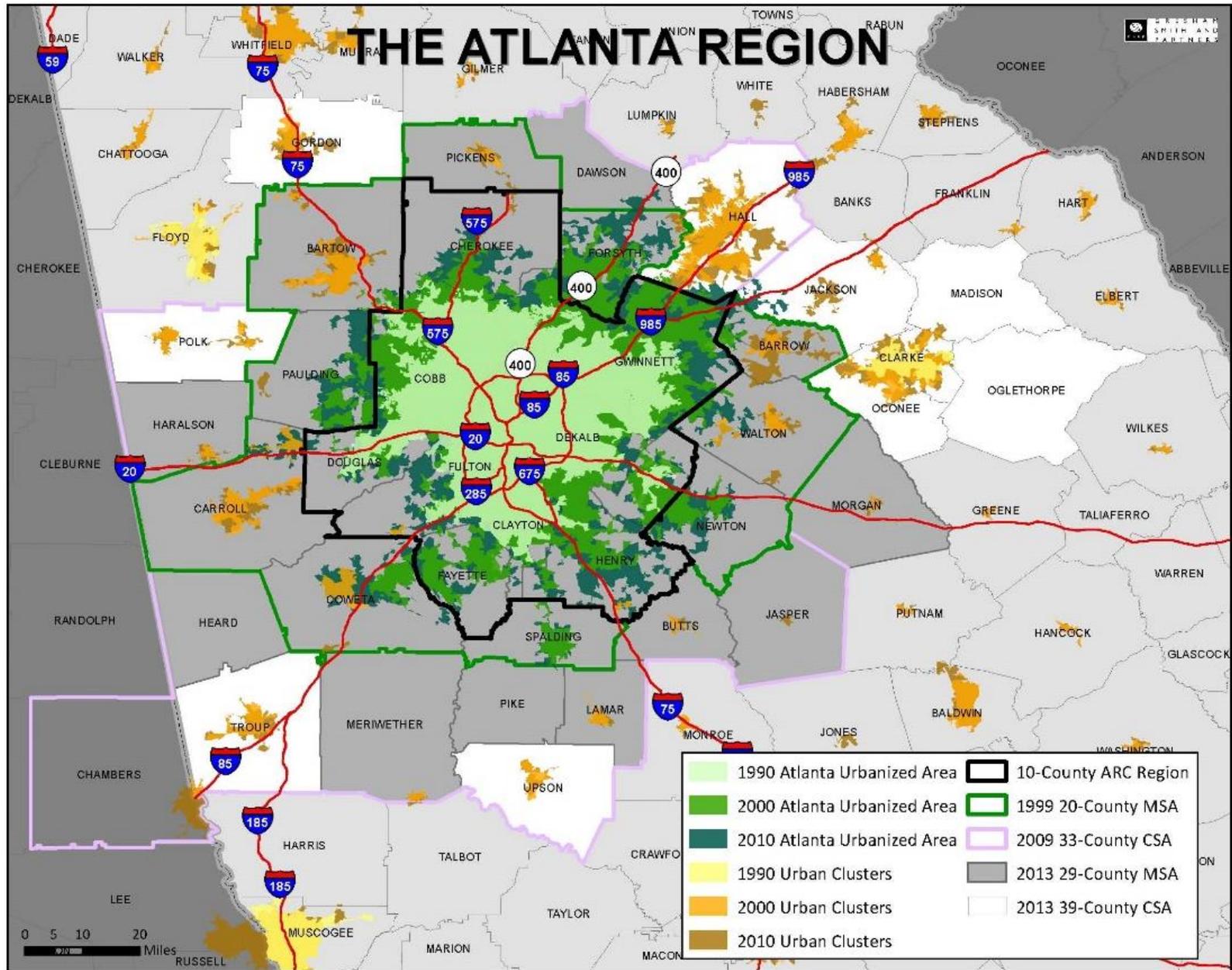
The American Community Survey also provides insight into commuter patterns for workers, including place of work. Of the estimated 6,249 employed workers living in Villa Rica in 2016, the majority (60.8%) commuted to work outside of the county in which they resided (be it Douglas or Carroll), while about 37.7% lived and worked in their county of residence.

Both data products indicated that compared to Villa Rica and Douglas County, Carroll County has the highest percentage of residents who both live and work in the county (61.6%).

Table 13: Commuter Patterns – Place of Work

COMMUTER PATTERNS	Villa Rica	Carroll County	Douglas County
Worked in state of residence	98.5%	98.7%	98.6%
Worked in county of residence	38.5%	61.6%	38.0%
Worked outside county of residence	60.0%	37.1%	60.6%
Worked outside state of residence	1.5%	1.3%	1.4%

Figure 3: Atlanta Metropolitan Statistical Area 1990 – 2013



Note:
MSAs are delineated by the US Office of Management & Budget and are generally comprised of a large central city and surrounding areas (counties) that have strong social and economic ties to the central city or other parts of the MSA region.

Employment by Industry

Employment data is particularly pertinent to understanding the economic base of an area. It is important to note that the Census data is based on employed persons, not necessarily on jobs alone. Thus, a person working multiple jobs is counted only once by the Census. As noted, the jobs exclude sole proprietors and businesses that have no employees.

Table 14: Employment by Industry: 2000 - 2016

INDUSTRY	Villa Rica			Carroll County			Douglas County		
	2000	2010	2016	2000	2010	2016	2000	2010	2016
Civilian employed population 16 years and over (labor force)	1,809	5,406	6,249	40,527	48,461	48,410	46,944	59,913	64,449
Agriculture, forestry, fishing and hunting, and mining	0.0%	0.0%	0.7%	0.80%	0.9%	1.0%	0.3%	0.2%	0.4%
Construction	14.3%	5.9%	4.4%	11.20%	9.7%	8.2%	8.9%	7.8%	8.1%
Manufacturing	21.6%	14.8%	14.2%	19.30%	15.4%	16.4%	11.8%	10.6%	8.3%
Wholesale trade	4.0%	6.2%	3.7%	3.50%	4.6%	3.5%	7.0%	5.3%	3.6%
Retail trade	15.3%	11.9%	9.3%	13.40%	12.6%	11.8%	13.2%	11.3%	12.6%
Transportation and warehousing, and utilities	5.2%	8.4%	6.0%	6.40%	6.4%	6.6%	9.4%	9.9%	9.2%
Information	2.5%	1.2%	2.2%	1.80%	1.5%	1.7%	3.8%	2.9%	2.8%
Finance and insurance, and real estate and rental and leasing	4.5%	8.0%	4.9%	4.70%	5.1%	3.9%	6.6%	6.3%	5.3%
Professional, scientific, and management, and administrative and waste management services	7.8%	10.3%	14.7%	5.70%	6.7%	8.3%	9.1%	10.5%	10.5%
Educational services, and health care and social assistance	6.6%	16.4%	19.4%	18.10%	20.0%	20.6%	14.2%	17.2%	19.1%
Arts, entertainment, and recreation, and accommodation and food services	10.9%	11.1%	11.6%	7%	8.8%	10.1%	6.3%	7.4%	9.3%
Other services, except public administration	3.6%	3.1%	3.1%	4.70%	4.6%	4.3%	4.9%	4.9%	6.1%
Public administration	3.5%	2.6%	5.6%	3.60%	3.6%	3.7%	4.6%	5.6%	4.7%

In addition to data from the 2000 census, the numbers on the following tables are taken from the American Community Surveys (ACS) for 2010 and 2016, which are prepared by the Census Bureau but are estimates extrapolated from partial survey data, not actual counts.

Workers over 16 years of age are considered to be either “in labor force” or “not in labor force.” According to the Census, the labor force includes employed and unemployed members of the civilian labor force as well as members of the Armed Forces. The “not in labor force” group constitutes

working age citizens which consists mainly of students, housewives, retired workers, seasonal workers not currently working, institutionalized people (jail, mental institution), and those in a nursing home.

The number of business workers in 2005 predates the Great Recession, which started with the collapse of the housing market in 2007-2008. The country was still in the depths of the recession in 2010.

Prior to the Great Recession, manufacturing was a leading industry throughout the region, employing the highest number of workers in both Villa Rica and

Carroll County and serving as the third largest employer among industry in Douglas County. Although manufacturing is no longer the top employer, it remains in the top three employers in both Villa Rica and Carroll County. For both the counties, as well as for Villa Rica, the industry leader has shifted to health care and educational and social services and has maintained a strong lead since 2010.

In Villa Rica, the retail industry, which was a primary employer in the first decade of the 21st century has continued to shrink, while the professional, scientific, and management sector is growing as the second leading industry throughout the city, followed by manufacturing.

Since 2000, the manufacturing industry has slowly declined in Carroll County and Villa Rica. Although it remains one of the top three employers, the manufacturing industry has dropped from number one to number three over the past two decades. Across both Douglas and Carroll Counties, the educational services and health care industry employs the most workers.

Employment by Occupation

Table 15 displays data related to occupation and takes a different view of employment in Villa Rica, focusing on the occupations of people that live in the city, as opposed to all employees that work for companies in the city regardless, of where they live. Also, unlike the figures for employment by industry in Table 14, the following tables include all working residents, including government employees and sole proprietors.

As noted earlier, 2010 was a point in time at the severest depths of the Great Recession, while by 2016, the country was well on its way economic recovery. Between 2010 and 2016, the number of employed city residents continued to rise from 5,406 workers to 6,209, an increase of over 800 workers. During this time, the unemployment rate also decreased from 14.6% to 11.5% of the total civilian labor force.

Table 15 provides a clear picture of which occupations “held their own” despite the difficult economic times between 2000 and 2016 and indicates which occupations suffered major losses.

Villa Rica’s top three job categories in the year 2000, were 1) Sales and office; 2) Production, transportation, and material moving; and 3) Natural resources, construction, and maintenance. By 2010, the leading occupation had shifted to Management, business, science, and arts (34%), followed by sales and office occupations (28%). Since that time, although the 2 leading occupations remain the same, the overall job distribution in begun to diversify. The management, business, science, and arts sector continues to lead, employing 31.5% of Villa Rica’s residents. Sales and office occupations employs 26% of residents, while 20.5% of the residents work in a service occupation.

The most notable reduction in employees since 2000 was the natural resources, construction, and maintenance occupation, which decreased from 20.6% of the employed population to 5.9% in 2016. Similarly, the construction industry in Villa Rica has also been declining over the past two decades.

Since 2000, the management, business, science and arts occupations have employed the majority of Carroll County residents, employing 26.4% of the working population in 2016. Sales and office and service jobs were also relatively prominent occupations in 2016.

Similar to Carroll County, the management, business, science and arts occupations have also remained a steady employer for Douglas County’s working population, followed by sales and office jobs.

Table 15: Employment by Occupation: 2000 – 2016

OCCUPATION	Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent
2000						
Civilian employed population 16 years and over	1,809	100.0%	40,527	100.0%	46,944	100.0%
Management, business, science, and arts occupations	289	16.0%	10,760	26.6%	13,856	29.5%
Service occupations	269	14.9%	5,695	14.1%	5,360	11.4%
Sales and office occupations	490	27.1%	10,242	25.3%	14,441	30.8%
Natural resources, construction, and maintenance occupations	372	20.6%	5,813	14.4%	6372	13.6%
Production, transportation, and material moving occupations	389	21.5%	8,017	19.8%	6,915	14.7%
2010						
Civilian employed population 16 years and over	5,406	100.0%	48,461	100.0%	59,913	100.0%
Management, business, science, and arts occupations	1,843	34.1%	13,866	28.6%	19,316	32.2%
Service occupations	692	12.8%	7,861	16.2%	8,397	14.0%
Sales and office occupations	1,524	28.2%	12,144	25.1%	17,255	28.8%
Natural resources, construction, and maintenance occupations	404	7.5%	5,669	11.7%	6,394	10.7%
Production, transportation, and material moving occupations	943	17.4%	8,921	18.4%	8,551	14.3%
2016						
Civilian employed population 16 years and over	6,249	100.0%	48,410	100.0%	64,449	100.0%
Management, business, science, and arts occupations	1,966	31.5%	12,800	26.4%	21,873	33.9%
Service occupations	1,283	20.5%	8,954	18.5%	9,747	15.1%
Sales and office occupations	1,646	26.3%	11,163	23.1%	17,141	26.6%
Natural resources, construction, and maintenance occupations	367	5.9%	5,751	11.9%	6,320	9.8%
Production, transportation, and material moving occupations	987	15.8%	9,742	20.1%	9,368	14.5%

Source: U.S. Census Bureau, American Community Survey for 2010 and 2016

Income

Median earnings for city and county residents in the various occupations in 2010 and 2016 are shown in Table 16. Of the three municipalities, Douglas County's median household income remains the highest (\$57,384), while Carroll County's is now the lowest (\$45,216), and Villa Rica's median household income is in between (\$48,519).

While both Villa Rica and Douglas County median household income increased between 2010 and 2016, Carroll County's median household income saw a minimal decrease of only \$73.00.

Between 2010 and 2016, Villa Rica's median household income increased by \$3,303.00 to \$48,519.00. During this period, higher income ranges including \$50,000-\$74,999 and \$100,000-\$150,000 or more, saw increases in the percentage of households.

Unlike the increase or reduction in the number of workers during the same period, increases and decreases in the earning medians reveal no particular patterns but hold some interest, nonetheless.

Table 16: Median Household Income

HOUSEHOLD INCOME	Villa Rica		Carroll County		Douglas County	
	2016	2010	2016	2010	2016	2010
Total Households	5,272	4,751	40,287	39,421	47,534	44,747
Less than \$5,000	5.10%	4.3%	4.20%	4.6%	2.70%	3.2%
\$5,000 to \$9,999	5.40%	4.7%	4.90%	5.1%	3.10%	1.9%
\$10,000 to \$14,999	4.80%	6.4%	5.00%	6.1%	4.60%	4.2%
\$15,000 to \$19,999	7.10%	5.2%	5.80%	5.8%	4.80%	3.6%
\$20,000 to \$24,999	6.00%	5.2%	6.70%	5.9%	4.40%	4.4%
\$25,000 to \$34,999	10.00%	8.2%	12.20%	11.0%	10.50%	10.7%
\$35,000 to \$49,999	13.40%	20.8%	15.40%	15.6%	13.70%	15.8%
\$50,000 to \$74,999	20.50%	19.4%	18.50%	20.3%	21.50%	21.4%
\$75,000 to \$99,999	11.10%	12.4%	12.50%	12.3%	13.80%	15.1%
\$100,000 to \$149,999	11.60%	9.5%	10.00%	9.1%	13.80%	13.9%
\$150,000 or more	5.00%	3.7%	4.70%	4.2%	7.20%	5.9%
Median household income	\$48,519	\$45,216	\$45,486	\$45,559	\$57,384	\$55,852

Source: U.S. Census Bureau, American Community Survey for 2010 and 2016

Note: 2010 and 2016 median earnings are shown in then-current 2010 and 2016 dollars, respectively.

September 5, 2018

Kirk Fjelstul, Executive Director
Three Rivers Regional Commission
120 North Hill Street / P.O. Box 818
Griffin, Georgia 30224-

Re: City of Villa Rica Comprehensive Plan Transmittal

Dear Mr. Fjelstul:

The City of Villa Rica has completed preparation of our comprehensive plan update pursuant to the 2014 Minimum Planning Standards and Procedures of the Georgia Department of Community Affairs (DCA). Please consider this letter as formal submittal and request for review of this comprehensive plan in accordance with the Planning Standards.

This comprehensive plan has been developed with appropriate public and community involvement. Community involvement activities included a public kickoff meeting, a broad-based steering committee, stakeholder interviews, a community survey, two public workshops, and an open house to receive public comments on draft recommendations.

We formally certify that both the Metropolitan North Georgia Water Planning District's Water Resource Management Plan and the Rules for Environmental Planning Criteria were considered during the process of developing this comprehensive plan.

Please initiate formal review for our comprehensive plan in accordance with the DCA Minimum Standards for our governments. If you have any questions concerning our submittal, please do not hesitate to contact Lenise Lyons with Villa Rica's Department of Community Development at (678) 840-1225 or llyons@villarica.com, on behalf of all of us.

Respectfully,



Jeff Reese, Mayor
City of Villa Rica



City of Villa Rica

Mayor Jeff Reese • Shirley Marchman • Leslie McPherson • Gil McDougal • Danny Carter

RESOLUTION

to adopt the 2018-2038 Comprehensive Plan Update for the City of Villa Rica as approved by Three Rivers Regional Commission (TRRC) and the Department of Community Affairs (DCA)

WHEREAS, the Villa Rica City Council completed a 20-year Comprehensive Plan Update document; and

WHEREAS, the Comprehensive Plan Update is the product of a planning process that included public workshops, informational meetings, and community surveys; and

WHEREAS, the Comprehensive Plan Update has been prepared according to the Georgia Department of Community Affairs' Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the Three Rivers Regional Commission and the Georgia Department of Community Affairs have reviewed the Comprehensive Plan Update and have determined that the applicable minimum standards have been met;

BE IT THEREFORE RESOLVED, that the Villa Rica City Council does hereby adopt the Comprehensive Plan Update, on this 23rd day of October 2018.

The City Clerk is hereby requested to transmit a certified copy of this Resolution to the Three Rivers Regional Commission within seven (7) days of this date.



Mayor Jeff Reese



Councilmember Gil McDougal, Pro-Tem



Councilmember Shirley Marchman



Councilmember Leslie McPherson



Councilmember Danny Carter



David Mecklin, City Attorney

ATTEST:



Alisa Doyal, City Clerk