

CITY OF  
**VILLA RICA**  
COMPREHENSIVE PLAN

*DRAFT*

2023-2043

Updated by Three Rivers Regional  
Commission



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**TABLE OF CONTENTS**

ACKNOWLEDGEMENTS .....iii

TABLE OF CONTENTS .....iv

**CHAPTER ONE. Executive Summary .....5**

Plan Highlights ..... 5

Putting the Plan into Action ..... 6

Budgeting..... 6

    Land Use Regulation ..... 6

    Intergovernmental Coordination ..... 7

    Detailed Plans for Special Functions..... 7

**CHAPTER TWO. Introduction .....9**

Purpose..... 9

Scope ..... 9

Why We Plan ..... 9

Community Participation and Plan Development..... 10

**CHAPTER THREE. Community Vision .....11**

Vision Themes ..... 11

    Development Patterns (DP)..... 11

    Resource Conservation (RC) ..... 15

    Social and Economic Development (SED)..... 18

**CHAPTER FOUR. Future Land Use.....23**

Future Development Map ..... 23

    City of Villa Rica Future Development Map ..... 24

Future Development Village Areas .....24

Future Land Use Concepts .....25

**CHAPTER FIVE. Broadband .....38**

    DCA GBDI Broadband Map.....38

**CHAPTER SIX. Implementation .....39**

Community Work Program .....39

    Report of Accomplishments.....40

    Community Work Program 2023/2024 - 2028. ....50

Supplemental Plans.....52

Long-Term Projects .....52

Annual Review.....53

Plan Amendments.....53

Updates to the Comprehensive Plan .....53

**Appendix .....54**

## 1

## 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:

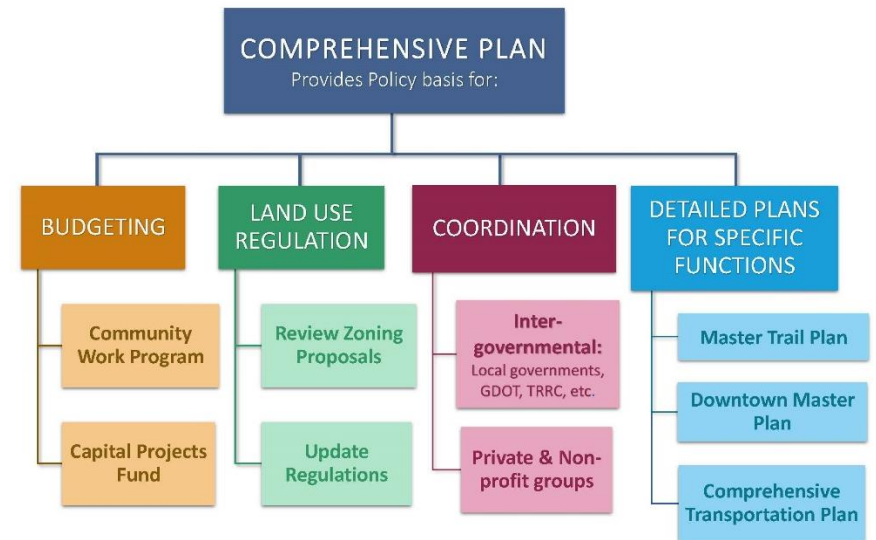
- Budgeting
- Local land use regulation
- Coordination among local governments, state and federal agencies, utilities, regional agencies
- Detailed plans for specific functions
- Promotion and economic development

### 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. 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 targeted and more detailed implementation the 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** – The 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.

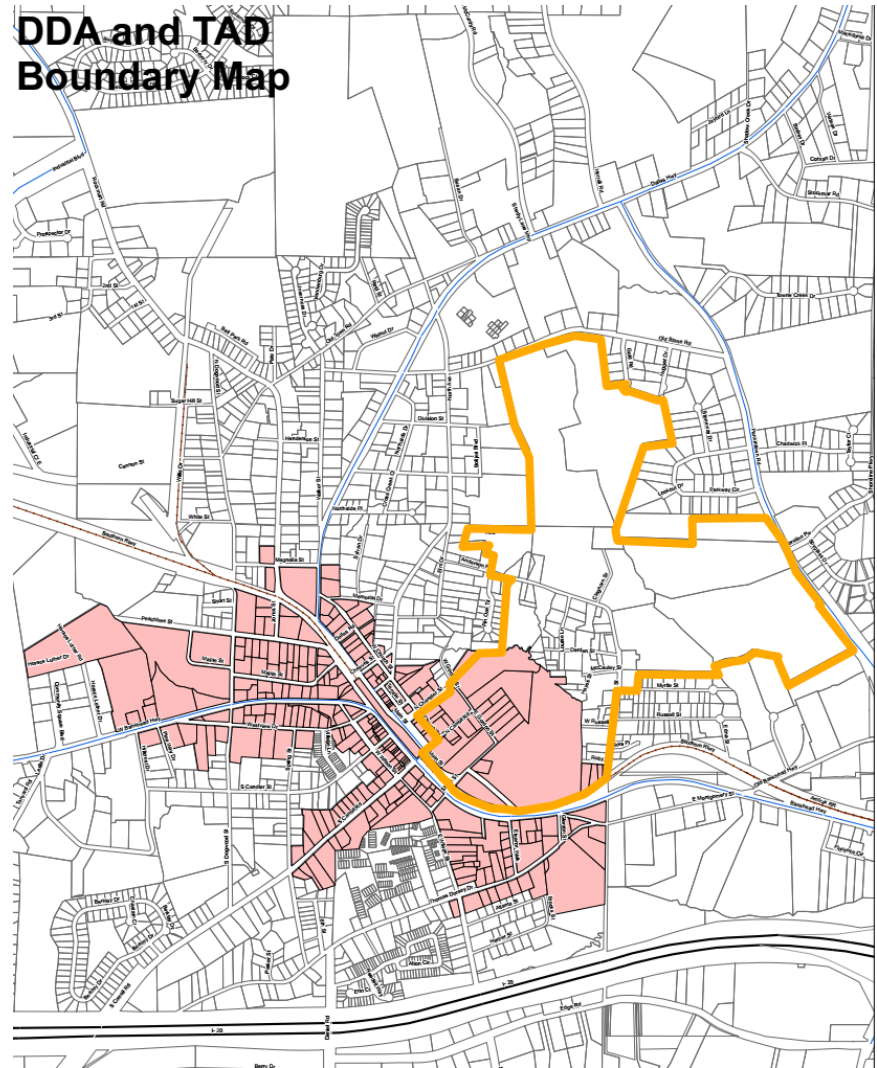
**Stormwater Utility** – A stormwater utility is an organizational and financial entity that establishes a formal plan of action to secure the funding necessary to operate and maintain a stormwater management program.

**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. A recreation master plan is also underway.

**Villa Rica Master Transportation Plan:** The Villa Rica Master Transportation Plan has been completed and 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 now has an approved TAD. The TAD covers an area including downtown and connecting to the Mirror Lake area. It has been deemed the Downtown-Mirror Lake Connector TAD. This development tool will help fund necessary infrastructure improvements, including upgrades to water/sewer infrastructure, streets and sidewalks, and other facilities. Potentially additional TADs in other areas of the city are likely to be pursued.



## 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

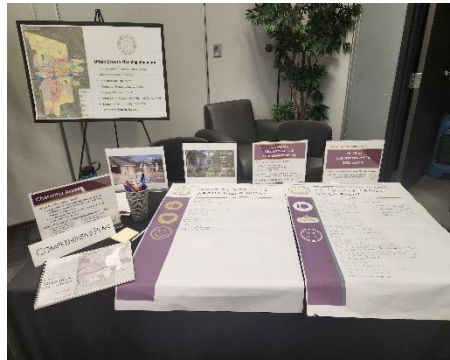
Creating a functional comprehensive plan begins with defining a common vision for the future development of the community. A community vision is the overall image of what the community wants to be and how it wants to look at some point in the future. It is the starting point for creating a plan and actions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

### *Kick-Off Public Hearing*

The citywide Kick-Off Meeting took place in April 2023 at a city Council meeting. The planning process, schedule, and future public involvement opportunities, including the stakeholder/steering committee were presented.

### *Visioning Open Houses*

A series of community visioning open houses were held to gather input from citizens regarding various Villa Rica initiatives including the comprehensive plan. Multiple stations were set up to gather specific feedback on each initiative. The comprehensive plan table included Open houses were held at different locations throughout the city.



### *Community Survey*

A multi-question online community survey was developed and promoted throughout the community as another opportunity for soliciting public input. Over 200 responses were collected.

### *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 to review and discuss the vision themes. Individuals invited to participate on the Steering Committee represented various segments of the community, and included city staff and elected officials, Downtown Development Authority/Main Street, planning commission, education representatives, and residents.



**Visioning Open House Schedule**

Date	Time	Location
April 13 <sup>th</sup>	12-5pm	Powell Park
April 18 <sup>th</sup>	5-7pm	Mirror Lake Elementary
April 27 <sup>th</sup>	3-7pm	Villa Rica Public Library

## 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, 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 has completed the Villa Rica Master Transportation Plan. This plan looks at every aspect of the transportation network in the city. The city is evaluating potential road connections and alternative road alignments in problematic areas.

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.

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 is currently underway on the bypass and future appropriate land uses along this corridor should be analyzed.

#### *Pedestrian and Bicycle Connectivity*

There is a lack of continuous sidewalks and the need for bike lanes. 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 Strategy 1.5:* Educate property owners about and promote the purpose of the Historic Preservation Commission (HPC) and their role in design review and how this tool is used to maintain small-town character.

**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:* Implement the Villa Rica Master 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 Strategy 3.5* Partner with local schools and the Georgia Safe Routes to School (SRTS) Resource Center for the

- promotion and implementation of safety and access to schools for kids within the city.
- DP Strategy 3.6* Consider the adoption of Complete Streets policy to codify and facilitate multi-modal access along roadways.
- DP Strategy 3.7:* Continue to address increased safety and connectivity across the Norfolk Southern Railroad in the downtown area

**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

*DP Strategy 6.4:* Improve access and circulation for delivery trucks in the downtown area

**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.). There is a need to update the floodplain mapping.

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 Connors 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., Conners 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:* Identify and remediate brownfield sites to prevent further pollution and prepare the land for alternate uses

*RC Strategy 2.5:* 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 Community Affairs and the Georgia Trust for Historic Preservation 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 to partner with preservation advocates or specialists for the adaptive 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, former First Methodist Church, old Fullerville Mill)

*RC Strategy 3.3:* Identify opportunities to protect and promote Villa Rica’s historic/cultural resources and locally designated landmark properties

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

*RC Strategy 3.5* Support the Villa Rica Historic Preservation Commission (HPC) and their efforts to protect historic resources within the city

*RC Strategy 3.6* Support the listing of eligible properties and districts on the National Register (properties identified in the city's 2010 Historic Inventory Assessment - Downtown Historic Districts)

*RC Strategy 3.7:* Consider possible expansion of local historic districts, likely residential areas adjacent to downtown, as part of the purview of the Historic Preservation Commission

**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**

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, “missing middle” (du/tri/quadplexes, townhomes, apartments) can increase the effectiveness of mixed use and “Village” style neighborhoods. Higher density development should be appropriately located, along road corridors where density already exists, and where the existing character and infrastructure 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.

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**

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. Sewer distribution capacity needs to be addressed especially in southern and western areas of the city.

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 Connors 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 Regional 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 Strategy 1.6:* Improve and activate alleys and shared spaces in downtown with the implementation of the recommendations in the 2022 Villa Rica Downtown Placemaking & Alley Activation Plan

**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 Strategy 2.5:* Promote and encourage participation in the current Georgia Initiative for Community Housing (GICH) Team and their efforts to enhance housing options throughout the city.

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

- SED Strategy 3.1:* Continue and improve coordination, 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 market existing businesses and attract a variety of new 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
- SED Strategy 3.7:* Promote the Villa Rica Rural Zone program to attract business and the continued revitalization of downtown

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

- SED Strategy 4.1:* Provide consistent upgrades to water, sewer, and stormwater infrastructure to support current facilities and support future growth
- 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, recreation facilities, and trails, pedestrian facilities crosswalks, sidewalks, library facilities, civic buildings)

<i>SED Strategy 4.4</i>	Develop Tax Allocation Districts in targeted areas to fund infrastructure and transportation improvements	MPO, GDOT) to efficiently address the social and economic needs and future land use needs of the city and surrounding area
<i>SED Strategy 4.5:</i>	Maintain current city Maps and update as needed (Existing Land Use, Zoning, etc.) for consistency	
<i>SED Strategy 4.6</i>	Maintain and expand broadband connectivity within the city	
<i>SED Strategy 4.7</i>	Expand broadband access into unserved pockets of the city	
<i>SED Strategy 4.8</i>	Study the feasibility of a new municipal complex to better serve the citizens and business needs of the city	
<i>SED Strategy 4.9:</i>	Expand and improve the VPLEX to attract regional sports events to increase tourism and as an amenity for local residents	
<i>SED Strategy 5.0:</i>	Eliminate, when possible, unincorporated islands within the city limits to more efficiently serve residents and business with services	
<i>SED Strategy 5.1:</i>	Consider an expansion of the senior center	
<b>SED Goal 5: Enhance communication and coordination between various local, regional, and state agencies</b>		
<i>SED Strategy 5.1:</i>	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.)	
<i>SED Strategy 5.2:</i>	Encourage coordination between the city, county, neighboring jurisdictions, and regional and state agencies (Housing Authority, Carroll County School District, Regional Water District,	

## 4 CHAPTER FOUR. Future Land Use

A major component to the comprehensive plan is future land use and To implement future development policy, the City of Villa Rica has designated geographic nodes and villages. Each node or village contains unique future development potential and utilize future land use concepts and appropriate zoning classifications.

The Future Land Use section of the plan includes the three sections shown below:

- Future Development Map
- Future Development Nodes/Villages
- Future Land Use Concepts
- Development Node/Village and Land Use Matrix
- Zoning Chart

### Future Development Map

The Future Development Map is used to identify the geographic location of the development nodes within Villa Rica. 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.

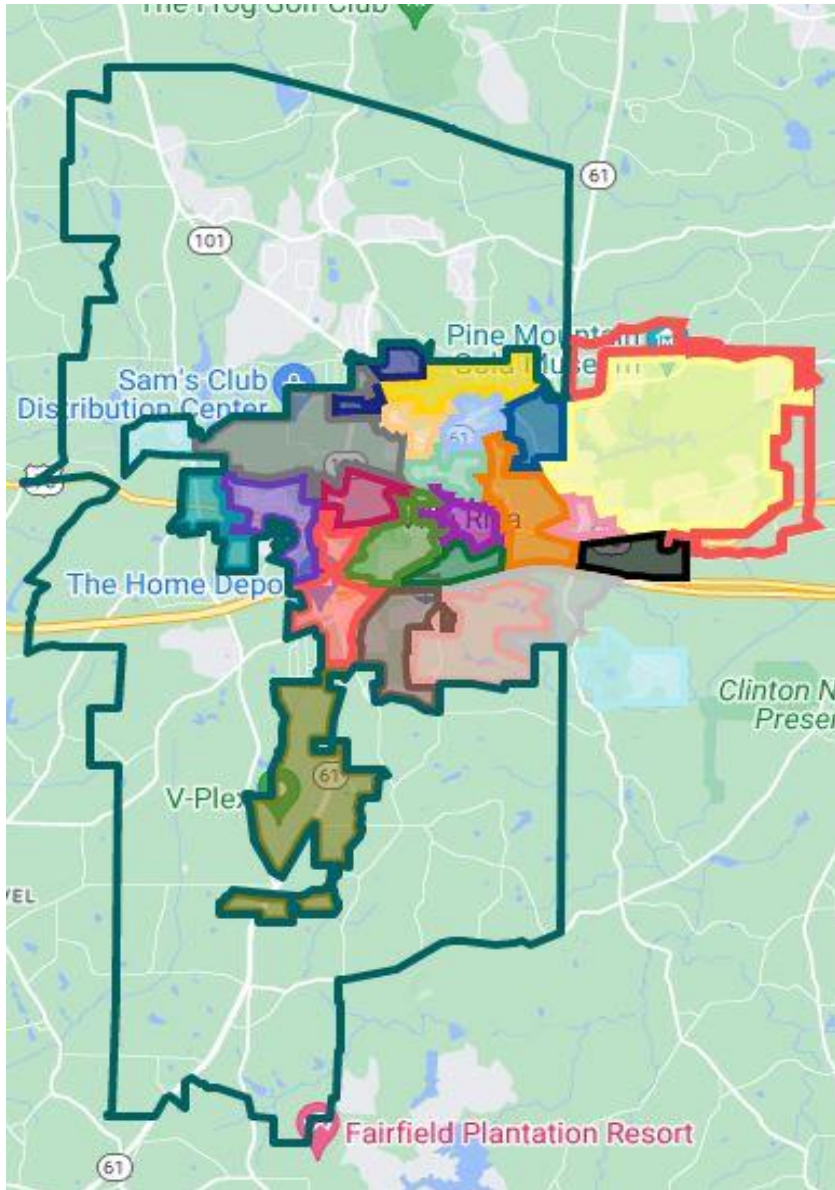
While the map recommends land uses and development patterns for a 20-year planning horizon, it is important that it is regularly reviewed to determine if amendments are needed based on changing market and demographic trends or local goals. At a minimum, the plan is required by the Georgia Department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

City of Villa Rica Future Development Map



Future Development Village Areas

Village Areas

- Downtown
- East Village
- Mirror Lake Commercial Village
- Mirror Lake Residential Village
- East Industrial Village
- Miner's Village
- Medical Village
- North Village
- South Village
- West Village
- Fullerville Village
- Urban Village
- Gold Dust Village
- West Industrial Village
- Commercial Village
- Rural Village
- Bankhead Village
- Neighborhood Residential Village
- Neighborhood Residential Village
- Liberty Village
- Carroll Village
- Traditional Village
- Suburban Village
- Punkintown Village
- Douglas County Future Growth Area
- Carroll County Future Growth Area

## Future Land Use Concepts

Future Development Village Areas contain one or more of the following future land use concepts.

- Conservation/Open Space
- Downtown
- Traditional Neighborhood
- Suburban Neighborhood
- Urban Village
- Industrial
- Commercial
- Commercial Corridor
- Medical
- I-20 Gateway

Each Future Land Use Concept incorporates the following components:

- **Intent** describes the policy intent of each concept, 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.
- **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).
- **Implementation 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.
- **Illustrative Photos** include both depictions of development types within the City of Villa Rica and examples from other jurisdictions showing desired growth patterns.

## 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.

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.

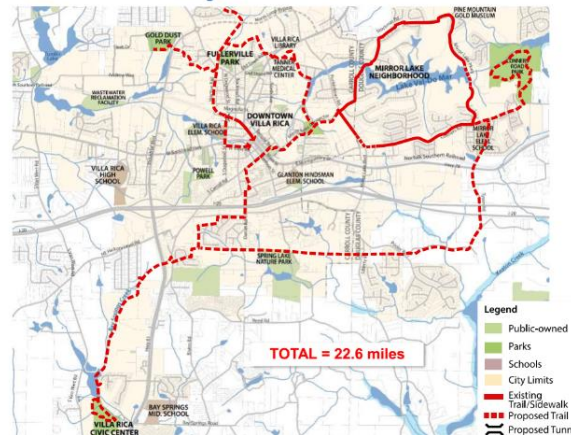
### Implementation Strategies:

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

### Illustrative Photos:



Villa Rica Trail System – DRAFT Master Plan



## 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

## 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.

**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

**Illustrative Photos:**



## 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

## 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.

**Implementation Strategies:**

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

**Illustrative Photos:**



### 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

## 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.

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.

**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

**Illustrative Photos:**



### 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

## 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.

### 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

### Illustrative Photos:



## 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

# 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.

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.

**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

**Illustrative Photos:**



## 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

## DOWNTOWN

**Intent:**

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

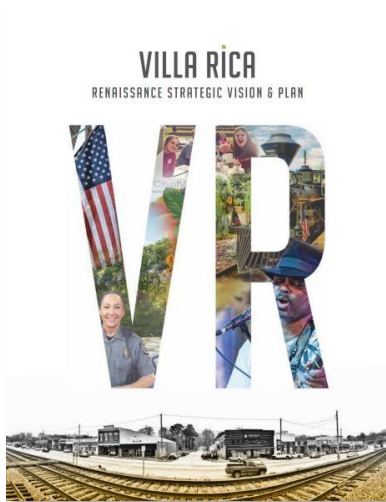
**General Description:**

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.

**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

**Illustrative Photos:**



## 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
- Uniform branding and accessories such as benches, planters, signage.

## INDUSTRIAL

**Intent:**

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

**General Description:**

Industrial areas are characterized by large building footprints and lots usually in excess of five (5) acres, where truck access is of primary concern. This 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.

**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

**Illustrative Photos:**



### 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

## COMMERCIAL

**Intent:**

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

**General Description:**

Concentrations of Commercial activity 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.

**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



### 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

## MEDICAL

**Intent:**

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

**General Description:**

The Medical land use 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 land use. Moving forward, future development should be focused on medical-related offices and facilities with the potential for campus-style development.

The area 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.

**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

**Illustrative Photos:**



### 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

## 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.

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.

### 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

### Illustrative Photos:



## 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

Future Development Village Areas and Land Use Matrix

Village Area	Land Use	Conservation	Downtown	Traditional Neighborhood	Suburban Neighborhood	Urban Village	Industrial	Commercial	Commercial Corridor	Medical	I-20 Gateway
Downtown			■			■					
East Village								■	■		
Mirror Lake Commercial Village								■			
Mirror Lake Residential Village							■				
East Industrial Village							■	■	■		
Miner's Village	■				■		■		■		
Medical Village				■						■	
North Village				■							
South Village				■							
West Village				■					■		
Fullerville Village	■			■		■					
Urban Village				■				■			
Gold Dust Village				■				■			
West Industrial Village							■	■	■		
Commercial Village								■			■
Rural Village								■			
Bankhead Village								■			
Neighborhood Residential Village	■				■						
Neighborhood Residential Village	■				■						
Liberty Village											■
Carroll Village					■			■			
Traditional Village	■				■			■			
Suburban Village	■				■				■		
Punkintown Village	■				■				■		

## 5 CHAPTER FIVE. Broadband

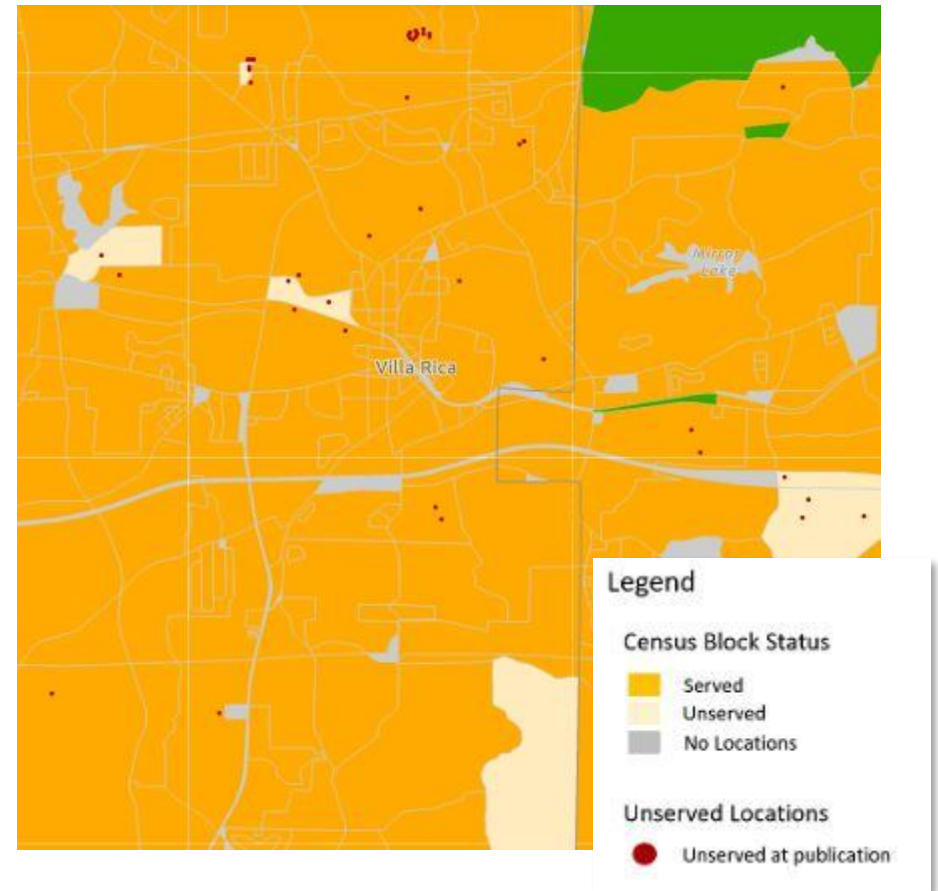
The State of Georgia has promoted the expansion of broadband access through the Georgia Broadband Deployment Initiative (GDBI) which was launched in 2018. As part of this endeavor, local jurisdictions are required to include broadband as part of the comprehensive plan. As evidenced in the data below and the 2023 Georgia Broadband Availability Map to the right, the City of Villa Rica is well served by broadband internet. Pockets of unserved areas are present in the west portion of the city that are occupied by industrial activity.

### Type of Internet Subscriptions – City of Villa Rica

Type	Total	% of Total
Total households	5,753	100.0%
Total with an internet subscription	5,332	92.7%
Dial-up	8	0.1%
Broadband (cable, fiber, DSL)	4713	81.9%
Satellite	578	10%
Internet Access without a subscription	421	7.3%

Source: US Census Bureau, 2021: ACS 5-Year Estimates Subject Tables- PRESENCE AND TYPES OF INTERNET SUBSCRIPTIONS IN HOUSEHOLD

### DCA GBDI Broadband Map



# 6

## CHAPTER SIX. Implementation

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 Report of Accomplishments
- 2023/2024 – 2028 Community Work Program
- 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
- Estimated cost
- Responsible party for implementing the activity
- Funding source
- **Strategy reference number (see Chapter 3)**

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 2018/2019 - 2023), as indicated in the table on the following pages.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
<b>Regulations</b>					
Update development/zoning regulations (Streamline land use and development regulations to support the goals of the Comprehensive Plan)		X			Strategy versus action items/projects?
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			Strategy versus action items/projects?
Review design standards for residential, commercial, industrial development to ensure high quality standards are consistently applied		X			Strategy versus action items/projects?
Evaluate zoning and development regulations related to density allowances and multi-family developments	X				
Review zoning regulations and evaluate the need to develop a zoning designation for Mixed Use	X				
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				

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
<b>Functional Plans</b>					
Implement Villa Rica Master Trail Plan (provides a network of trails and greenway connections ["Gold Nugget Trail"] throughout the city and encourages an active, healthy lifestyle)		X			Specific action items and details for new CWP?
Pursue creation of Stormwater Utility		X			Specific action items and details for new CWP?
Develop and designate Tax Allocation District in targeted areas (Downtown area, Downtown-Mirror Lake Connector)	X				
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				
<b>Small Area / Master Plans</b>					
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		RSVP did this? Ron says planned but not priority.
Prepare master plan of Gold Dust Park to for park upgrades and additional equipment		X			Specific action items and details for new CWP?
Prepare master plan of Fullerville to guide expansion and addition of soccer fields		X			Specific action items and details for new CWP?

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Prepare Master Plan of Villa Rica Sports Complex ("V-Plex") to guide expansion and addition of soccer fields		X			Specific action items and details for new CWP?
<b>Process / Program</b>					
Use the Future Development Map to guide planning for water, sewer, stormwater infrastructure expansion projects, limiting future service to targeted development locations		X			Strategy versus action items/projects?
Promote environmental and historic preservation activities and events on social media (City website, Facebook, flyers, local group meetings)		X			Strategy versus action items/projects?
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			Strategy versus action items/projects?
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			Strategy versus action items/projects?
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		Ongoing strategy. Take out of CWP. Note: HPD is now under the Department of Community Affairs.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
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			Strategy versus action items/projects?
Continue to encourage businesses to locate downtown through promoting initiatives of the Main Street Program and local Development Authorities (City/downtown)		X			Strategy versus action items/projects?
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			Strategy versus action items/projects?
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			Strategy versus action items/projects?
Maintain quality housing in a variety of dwelling types and densities to support the needs of the population		X			Strategy versus action items/projects?
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			Strategy versus action items/projects?
Provide and maintain connections to nearby trails, greenways, or parks, in new developments		X			
Identify and promote opportunities for higher paying jobs and small businesses		X			Strategy versus action items/projects?

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Pursue annexation opportunities within a general Urban Growth Area as depicted on the Future Development Map, based on determination of economic feasibility/benefit		X			Strategy versus action items/projects?
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				
Ensure adequate buffering and screening is provided between residential areas and adjacent developments to minimize potential negative impacts on residential development	X				
Pursue Green Community Certification through Atlanta Regional Commission				X	
<b>Inventory / Assessment</b>					
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				
Acquire rights to and/or restoration of Connally- Marchman home			X		New date, details, cost, action?
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				

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
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	
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			Strategy versus action items/projects?
Identify opportunities to accommodate expansion of industrial real estate (including infill development), where appropriately located, and acquire properties, as feasible		X			Strategy versus action items/projects?
Identify additional water source to support future growth		X			Strategy versus action items/projects?
Identify inflow and infiltration of rainwater into the sewer line				X	
Coordinate with the Housing Authority on the relocation and redevelopment of existing public housing sites				X	
Maintain current city Maps and update as needed (Existing Land Use, Zoning, etc.) for consistency	X				
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	

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
<b>Community Improvements &amp; Infrastructure Projects</b>					
Utilities (Water/Sewer/Wastewater/Stormwater)					
Replace water lines in the downtown area (replacing low pressure 2" galvanized with copper lines)		X			New date, details, cost, action?
Complete water and sewer model		X			New date, details, cost, action?
Redirect sewer from Mirror Lake Area to the West Plant		X			New date, details, cost, action? Cost: 6.5 Million
Southside regional lift station			X		New date, details, cost, action?
Cowan Lake Pump	X				
Lift Stations - Florence Circle, Edge Road	X				
Lift Station upgrades		X			New date, details, cost, action?
North Loop - Wastewater & Sewer Line Extension		X			New date, details, cost, action?
North Plant - additional clarifier				X	
North Plant - second filter				X	
Install water line from Mirror Lake tank to under Exit 26 bridge				X	

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Move and/or Restore Fullerville Water Tank		X			New date, details, cost, action?
Relocate utilities to accommodate proposed mini-roundabout at Dallas Hwy/Punkintown Rd intersection	X				
Relocate utilities to accommodate proposed mini-roundabout at Industrial Blvd/Rockmart Rd				X	
<b>Transportation</b>					
Pedestrian trail tunnel under North Loop Bypass			X		New date, details, cost, action?
North Loop Bypass engineering and utility relocation easements	X				
Downtown Parking Deck - (Purchase property, begin design & construction process)			X		New date, details, cost, action?
Repair and completion of Permian Way	X				
Upgrade of pedestrian crossing: Railroad crossing at N. Carroll Rd & Hwy 78	X				
Close Cheeves Street and implement intersection improvements with Wilson Street (Downtown Master Plan)		X			New date, details, cost, action?
Improve the intersection at Temple and N. Carroll Street (Downtown Master Plan)		X			New date, details, cost, action?
Create an alternative access over Norfolk Southern (Includes Closing Cheeves Street Crossing and Stone Street Crossing) (Downtown Master Plan)		X			New date, details, cost, action? Under construction.

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Construct parking lot off of W. Wilson Street (Downtown Master Plan)			X		New date, details, cost, action?
Install silent railroad crossings		X			New date, details, cost, action?
Reroute SR 61 out of Downtown		X			New date, details, cost, action? Part of bypass project.
Recreation and Community Facilities					
Implement Gold Nugget Trail "Model Mile" (Villa Rica Master Trail Plan)		X			New date, details, cost, action?
Stockmar Park - Camp sites				X	
Stockmar Park - Expansion	X				
Stockmar Park - Replace train engine at Gold Mine Museum		X			New date, details, cost, action?
Spring Lake Park clean up and development	X				
Villa Rica Sports Complex ("V-plex") - Restrooms and concession buildings				X	
Villa Rica Sports Complex ("V-plex") - Soccer field additions				X	
Gold Dust Park Gymnasium - HVAC & backup generator	X				
Gold Dust Park - Replace playground and outdoor fitness equipment	X				

PROJECT/ACTIVITY	STATUS				COMMENTS
	Completed	Underway	Postponed	Dropped	
Construct parking lot off of W. Wilson Street (Downtown Master Plan)	X				
Construct splash pads (Gold Dust Park (2020), Downtown (2023))	X				
Connors Road Park (Continue development and implementation of master plan for Connors Road)	X				
Fullerville Park - Soccer complex expansion	X				
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			New date, details, cost, action?
Convert Avanti building to create a Town Green (Downtown Master Plan)		X			New date, details, cost, action? Building will be repurposed.
Construct the downtown Visitor’s Center proposed in the RSVP Plan		X			New date, details, cost, action? To be relocated.
Construct a Veterans' memorial		X			New date, details, cost, action?
Public Safety					
Police Department Firing Range		X			New date, details, cost, action?
Community Protection Cameras		X			New date, details, cost, action?





## 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 (Gold Nugget Trail Plan)
- Villa Rica Downtown Master Plan
- Villa Rica Transportation Master Plan (serves as the Transportation Element)

## 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.

- **Villa Rica Master Transportation Plan:** The Villa Rica Master Transportation Plan serves as a 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 is to be used with other 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. The city is currently in the final states of a recreation master plan, which will likely include a comprehensive look at all parks and related recreation infrastructure.
- **Development and of a Stormwater Utility:** Water, sewer, and wastewater infrastructure continue to be a priority for the city. 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.

## 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

- Comprehensive Plan Committee Schedule
- Committee Sign-In Sheets
- SWOT Analysis
- Survey Results
- Open House / Visioning Results
- Villa Rica Growth Outlook Overview
- Villa Rica Transportation Master Plan (Transportation Element)



**Villa Rica Comprehensive Plan Update  
Steering Committee Meeting #1  
Tuesday, May 23, 2023  
Villa Rica Public Library**

Meeting Agenda

1. Welcome and Introductions
2. Purpose and Planning Process
3. Meeting Schedule
4. Public Outreach
5. SWOT
6. Next Meeting

<b>Comprehensive Plan Committee Meetings and Activities Schedule</b>				
<b>Date</b>	<b>Time</b>	<b>Meeting Topic/Activity</b>	<b>Location</b>	<b>Participants</b>
<b>April 11</b>	7pm	First Public Hearing – Kick Off	Council Chambers	Open
<b>May 23</b>	5:30pm	Introduction, Purpose, Schedule, SWOT, Public Outreach	Upper Library Conference Room	Steering Committee and Staff
<b>April 13</b> <b>April 18</b> <b>April 27</b>	12-5pm 5-7pm 3-7pm	Open House/Visioning Events	Powell Park Mirror Lake Ele. VR Library	Open
<b>June 28</b>	5:30pm	Development Patterns	Upper Library Conference Room	Steering Committee and Staff
<b>July 10</b>	6pm	Resource Conservation	Upper Library Conference Room	Steering Committee and Staff
<b>July 25</b>	6pm	Social and Economic Development and Broadband	Upper Library Conference Room	Steering Committee and Staff
<b>Sept 12</b>	6pm	Second Public Hearing - Tentative	Council Chambers	Open
<b>Oct</b>	6pm	Plan Adoption	Council Chambers	Open



Villa Rica Comprehensive Plan Update  
Steering Committee Meeting #1  
May 23, 2023

Sign-In Sheet

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE
John Hannabach	PTZ Comm	hanna.j073@gmail.com	404.401.5903
Amy Brown	Business Owner	amy@amylbrown.biz	678-840-5000
Carolene B Cox	Business Owner	Tosew4@gmail.com	678.952.6500
Ron Johnson	PTZ	rjohnson@ptz.gov	678-840-1238
The G. Barber Jr	City Mgr	tbarber@villarica.org	770.550.2320



Villa Rica Comprehensive Plan Update  
Steering Committee Meeting #2  
June 28, 2023

Sign-In Sheet

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE	INITIAL/SIGN
John Hannabach	Planning and Zoning Commission	<a href="mailto:Hannjo73@comcast.net">Hannjo73@comcast.net</a>	404-401-5703	
Amy Brown	Business Owner	<a href="mailto:amy@amybrown.biz">amy@amybrown.biz</a>	678-840-5000	AB
Carolene B. Cox	Business Owner	<a href="mailto:Tosew4u@gmail.com">Tosew4u@gmail.com</a>	678-952-6500	
Ron Johnson	Planning and Zoning Admin	<a href="mailto:rjohnson@villarica.gov">rjohnson@villarica.gov</a>	678-840-1238	
Tom Barber	City Manager	<a href="mailto:tbarber@villarica.gov">tbarber@villarica.gov</a>	770-459-7000	
Chris Montano	Special Projects	chris@villarica.gov	678-840-1237	
Alisa Royal	Main Street Manager	<a href="mailto:alira@villarica.gov">alira@villarica.gov</a>	678-840-1140	AR
DAVID HADIX	Public	<a href="mailto:dihadix@comcast.net">dihadix@comcast.net</a>	404-625-8607	DH
Haley Bell	Carol Tomorrow	<a href="mailto:haley@carroll-ga.org">haley@carroll-ga.org</a>	770-832-2446	HB
Chris Small	Douglas County School System	<a href="mailto:christopher.Small@DCSSGA.org">christopher.Small@DCSSGA.org</a>		CS
Tom Barber	VR City Mgr			



Villa Rica Comprehensive Plan Update  
Steering Committee Meeting #3  
July 10, 2023

Sign-In Sheet

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE	INITIAL/SIGN
John Hannabach	Planning and Zoning Commission	<a href="mailto:Hannjo73@comcast.net">Hannjo73@comcast.net</a>	404-401-5703	<i>JH</i>
Amy Brown	Business Owner	<a href="mailto:amy@amybrown.biz">amy@amybrown.biz</a>	678-840-5000	
Carolene B. Cox	Business Owner	<a href="mailto:Tosew4u@gmail.com">Tosew4u@gmail.com</a>	678-952-6500	
Ron Johnson	Planning and Zoning Admin	<a href="mailto:rjohnson@villarica.gov">rjohnson@villarica.gov</a>	678-840-1238	<i>RJ</i>
Tom Barber	City Manager	<a href="mailto:tbarber@villarica.gov">tbarber@villarica.gov</a>	770-459-7000	<i>Tom Barber</i>
Chris Montesinos	Special Projects	<a href="mailto:cmontesinos@villarica.gov">cmontesinos@villarica.gov</a>	678-840-1257	
Alisa Doyal	Main Street Manager	<a href="mailto:adoyal@villarica.gov">adoyal@villarica.gov</a>	678-840-1440	<i>Alisa Doyal</i>
David Hladik	Public	<a href="mailto:dlhladik@comcast.net">dlhladik@comcast.net</a>	404-625-8647	<i>DH</i>
Haley Bell	Carroll Tomorrow	<a href="mailto:haley@carroll-ga.org">haley@carroll-ga.org</a>	770-832-2446	
Chris Small	Douglas County School System	<a href="mailto:Christopher.Small@dcssga.org">Christopher.Small@dcssga.org</a>		



Villa Rica Comprehensive Plan Update  
Steering Committee Meeting #4  
July 25, 2023

Sign-In Sheet

Please print clearly.

NAME	ORGANIZATION	EMAIL ADDRESS	TELEPHONE	INITIAL/SIGN
John Hannabach	Planning and Zoning Commission	<a href="mailto:Hannjo73@comcast.net">Hannjo73@comcast.net</a>	404-401-5703	<i>JH</i>
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Carolene B. Cox	Business Owner	<a href="mailto:Tosew4u@gmail.com">Tosew4u@gmail.com</a>	678-952-6500	<i>CC</i>
Ron Johnson	Planning and Zoning Admin	<a href="mailto:rjohnson@villarica.gov">rjohnson@villarica.gov</a>	678-840-1238	<i>RJ</i>
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Alisa Doyal	Main Street Manager	<a href="mailto:adoyal@villarica.gov">adoyal@villarica.gov</a>	678-840-1440	
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Haley Bell	Carroll Tomorrow	<a href="mailto:haley@carroll-ga.org">haley@carroll-ga.org</a>	770-832-2446	
Chris Small	Douglas County School System	<a href="mailto:Christopher.Small@dcssga.org">Christopher.Small@dcssga.org</a>		
Matthew Mountsaka	Villa Rica City Council	<a href="mailto:mmountsaka@villarica.gov">mmountsaka@villarica.gov</a>	404-989-3902	<i>MM</i>
Michelle Simms	Douglas County School System	<a href="mailto:michelle.simms@dcssga.org">michelle.simms@dcssga.org</a>	404-480-3421	



## SWOT Discussion

### Strengths

- I-20, is why we exist. Also why there's so much housing interest.
- Schools are a strength.
  - Lots of Douglas County students go to Carroll County schools.
- Thriving downtown.

### Weaknesses

- Not much housing available in city limits
- Do not have industrial space, office space, or residential opportunities.
- Developers are sitting on land and waiting. Currently there's demand to develop, but financing is unaffordable, construction loans are very high. The city went 9 years without issuing a building permit at one point.
- What's being built is not really what's being desired.
- Nowhere for a college grad to go for housing.
- Teachers have limited places to live, housing/rent prices are even unaffordable for new doctors.
- No 2 bedroom apartments for rent to help people split rent. Or, rents are so high, splitting rent is quite unaffordable (e.g. \$1,800 apartment is still \$900 a month per roommate)
- Business licenses don't get renewed but businesses are still operating; limited enforcement, can create missed revenue.
- A lot of codes are somewhat generic. Laws need to be clear, have one understanding w/out gray area. The city is currently going through ordinances to correct/clarify generic codes.
- No gateway or wayfinding signage. Current comp plan had need for community gateway character areas coming off of the highway.
- Limited transportation for seniors, especially those outside of Carroll Connection service area, such as Mirror Lake.

### Opportunities

- Implementation of all the plans they've done. Alleyway plan, recreation, transportation, Gold Nugget trail.
- Trails are an opportunity
- Beautification of public properties, primarily along roadways. For example, Hwy 61 is in deep need of it.
- Gateway signs (they're in the planning phase).
- Dog parks and neighborhood pocket parks, including passive parks. It has been noted that people to to Bicentennial Park every day to eat and sit and relax. Even though it's passive greenspace and has nothing recreational at all, it is an opportunity to create more of these parks for residents.

### Threats:

- Community comments often reflect a fear of "Douglassville coming here." Some underlying factors include concern about how rapid growth was there, how the growth has been very auto dominated



## Villa Rica Comprehensive Plan Update SWOT Analysis 2023

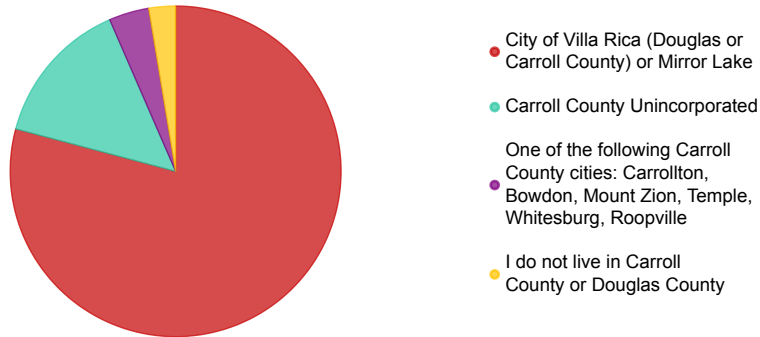
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and how the development and signage are not visually appealing, lacks landscaping, and gets littered. This situation can create an opportunity for VR to ensure comp plan and codes are in place to guide city away toward the type of growth wanted.

- Speed limit on 61.
- Temporary signs allowed over the weekend can create issues with appearance and enforcement.

## Villa Rica Comprehensive Plan 2023 Update - Community Survey

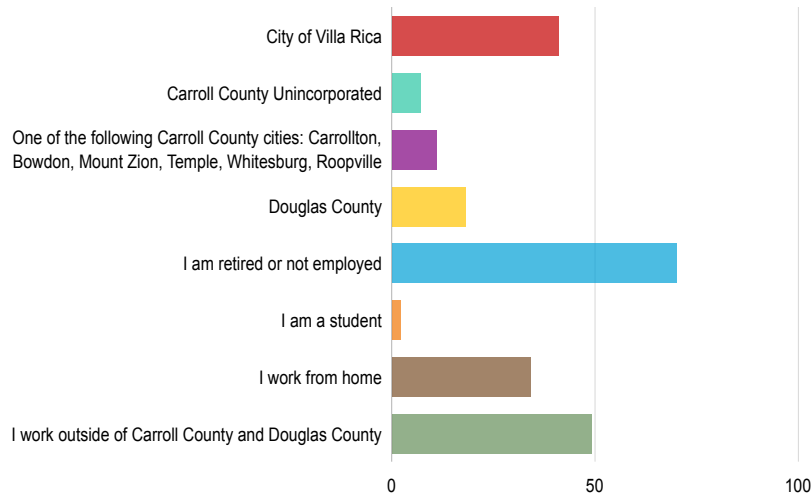
### Where do you live?



Answers	Count	Percentage
City of Villa Rica (Douglas or Carroll County) or Mirror Lake	182	78.11%
Carroll County Unincorporated	33	14.16%
One of the following Carroll County cities: Carrollton, Bowdon, Mount Zion, Temple, Whitesburg, Roopville	9	3.86%
I do not live in Carroll County or Douglas County	6	2.58%

Answered: 230 Skipped: 3

### Where do you work?

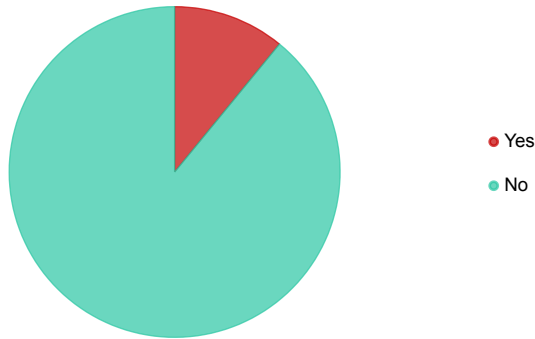


Answers	Count	Percentage
City of Villa Rica	41	17.6%
Carroll County Unincorporated	7	3%

One of the following Carroll County cities: Carrollton, Bowdon, Mount Zion, Temple, Whitesburg, Roopville	11	4.72%
Douglas County	18	7.73%
I am retired or not employed	70	30.04%
I am a student	2	0.86%
I work from home	34	14.59%
I work outside of Carroll County and Douglas County	49	21.03%

Answered: 232 Skipped: 1

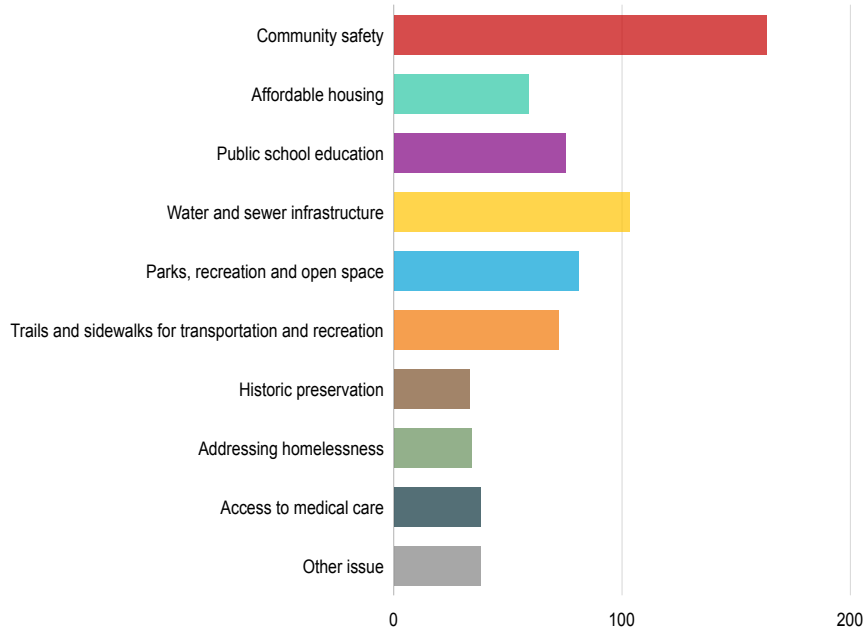
**Are you a military veteran?**



Answers	Count	Percentage
Yes	25	10.73%
No	204	87.55%

Answered: 229 Skipped: 4

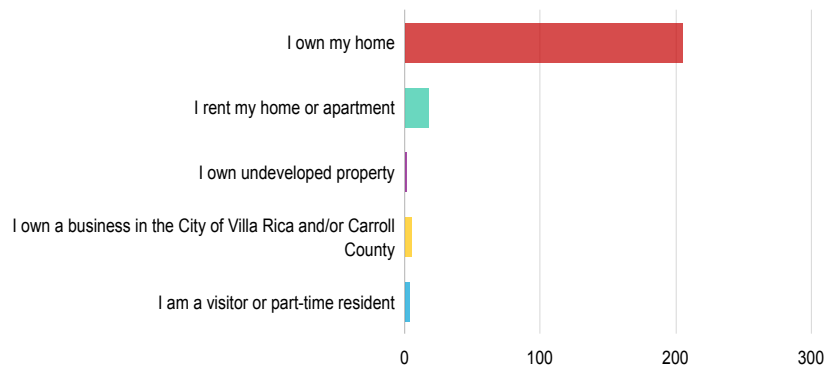
**Which three (3) issues are most important to you in Villa Rica?**



Answers	Count	Percentage
Community safety	163	69.96%
Affordable housing	59	25.32%
Public school education	75	32.19%
Water and sewer infrastructure	103	44.21%
Parks, recreation and open space	81	34.76%
Trails and sidewalks for transportation and recreation	72	30.9%
Historic preservation	33	14.16%
Addressing homelessness	34	14.59%
Access to medical care	38	16.31%
Other issue	38	16.31%

Answered: 232 Skipped: 1

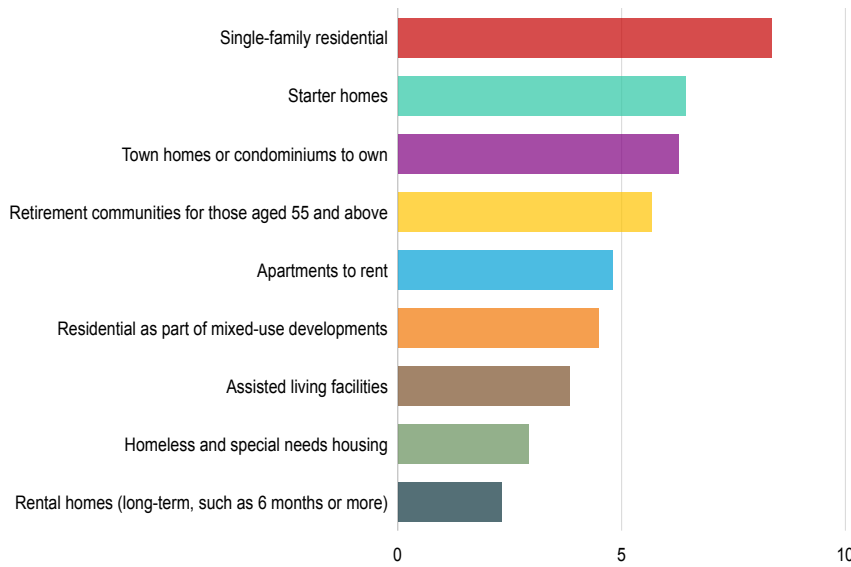
**Which of the following best describes your current status?**



Answers	Count	Percentage
I own my home	205	87.98%
I rent my home or apartment	17	7.3%
I own undeveloped property	1	0.43%
I own a business in the City of Villa Rica and/or Carroll County	5	2.15%
I am a visitor or part-time resident	3	1.29%

Answered: 231 Skipped: 2

Please rank the types of housing you think Villa Rica needs the most.



Rank	Answers	1	2	3	4	5	6	Average score
1	Single-family residential	59.38% 133	29.46% 66	4.91% 11	3.57% 8	0% 0	0.89% 2	8.33 2
2	Starter homes	11.61% 26	19.64% 44	7.59% 17	34.82% 78	17.41% 39	5.8% 13	6.42
3	Town homes or condominiums to own	3.57% 8	30.8% 69	25.89% 58	12.95% 29	6.7% 15	6.25% 14	6.7% 6.27 15
4	Retirement communities for those aged 55 and above	9.82% 22	8.04% 18	14.29% 32	8.48% 19	39.29% 88	11.16% 25	5.66
5	Apartments to rent	0.89% 2	1.34% 3	27.23% 61	22.32% 50	9.82% 22	6.7% 15	8.04% 4.78 18
6	Residential as part of mixed-use developments	8.48% 1	5.36% 1	3.57% 1	4.91% 1	8.48% 1	43.75% 1	4.48

Answered: 224 Skipped: 9

What improvements to housing would you like to see in your community?



The need for single family homes with community environments is gravely missing from the city. We continue to see apartment style living increasing which appears to overlook or deflect the need or desire of homeownership.	1
The consideration of others who already live in the city of villa rica	1
The community is very cluttered and is continually growing. Better roads are needed.	1
Stopping trying to turn Villa Rica into a big city. Persevere the reason why people stay and move to Villa Rica.	1
Stop!	1
STOP with the apartments and cheap housing!!!	1
Stop the transient apts	1
Stop tearing down buildings and older homes and repurpose them	1
Stop encouraging and approving the multiple apartments being built as its only going to overpopulate our community more and bring far more crime to what use to be a small and inviting town.	1
Stop building! The schools are overcrowded as it is. Where will these kids go to school? The traffic is terrible already around town.	1
Stop building the apartments, and townhouses! We do not have The infrastructure to handle it. We do not want to be like Douglasville and Dallas!	1
Stop building single family attached rentals but specifically rental properties	1
Stop bringing in low end housing and development. Promote growth by bringing in mid-to-higher end homes and retail/dining.	1
Stop allowing apartments and townhouses, car washes and Dollar Generals.	1
Stop all of the rental construction	1
Smaller, more affordable, family and couple homes on smaller land lots, not on agricultural land.	1
Smaller homes.	1
slow the building of homes . too much building too fast. roads not sufficient to handle the excess building	1
single family unattached	1
Single family homes \$300k+	1
Sidewalks, walking trails. Restrictions and on destroying natural habitats just to build new stuff. See Hilton Head Island for an example.	1
Save Homes on Darden Street	1
Safety	1
Safer communities	1
Roads and infrastructure	1
Remember what low income people earn	1
Regulation of city code ordinances and HOA covenants	1
Quit building rental housing! Quit allowing developers to clear cut land to build subdivision for rental and then not maintain the development	1
Quality homes that allows current homeowners to retain their property value	1
Preserve the "country feel". Slow down the growth	1

Possibly a Shelter or income based housing	1
Paving roads with multiple houses off of them.	1
Over 55 communities. Affordable housing for poor. Emergency shelter for homeless.	1
None! Don't need anymore building!	1
None	1
No more rentals. I could not prioritize this to the bottom	1
No more multifamily developments. The infrastructure cannot handle the load. Traffic is a nightmare already...	1
NO more APARTMENTS! VR is a fast growing young community, you have approved enough retirement communities! We need affordable single family homes, starter homes for these young families that want to come to the suburbs to raise families outside Atlanta.	1
No apartments	1
Neighborhoods that are new do not look up to code with basketball goals and truck cabs are on the street preventing traffic from flowing.	1
Need housing where the younger people can have a chance to become home owners so that they won't have to just pay rent at 2000 dollars or more.	1
Neat, well kept homes and yards downtown Villa Rica	1
N/a	1
More upscale single family homes, larger lots	1
More trees and greenspace between homes	1
More street lights!, HOA	1
More single family residential less apartments the roads cannot handle the amount of traffic now	1
More single family residences	1
More Single Family Housing	1
More single family homes on more than 2 acres, less apartments	1
More sidewalks!	1
More sidewalks and connectivity between neighborhoods; better water quality in Douglas County area of M L	1
More pedestrian paths that connect residential to business	1
More low cost housing and assisting the homeless.	1
More local investments (mainly groups from GA) in housing instead of out of state investors.	1
More housing options for people with disabilities	1
More houses less apartments	1
More flexibility in required lot size and square footage for smaller more affordable housing	1
More emphasis on home ownership as opposed to low income housing	1
More affordable housing but not increased section 8 housing.	1
Moratorium on new residential development until water and sewer needs are met Additional traffic is unwaranted.	1

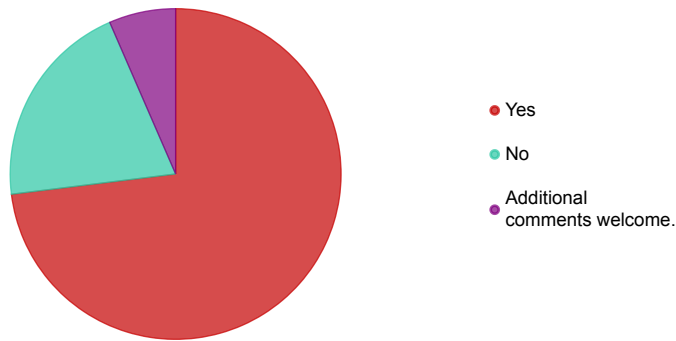
Mixed-use residential is essential to getting the most revenue per square mile. It is also a necessary component of having a thriving and vibrant town center.	1
mixed use development! this is the only way to long term sustainability!	1
Minimum lot requirements of 1 acre per house	1
Mandated rent limits and better legal protection for tenants.	1
Maintained Dog Park and more mixed trash receptacles	1
less rentals	1
less rental homes. renters are not invested in keeping homes nice.	1
Less of it. Stop destroying the city and county with horrible cheap subdivisions and apartments.	1
Less niche housing and more affordable housing, or starter homes for all ages.	1
Less housing more trees.	1
Less growth	1
Less developments, at least until infrastructure to accommodate it is addressed. For every development there should be a mandatory commitment to preserving 1-2x the same acreage in greenspace in town.	1
Less development so traffic will decrease and stores and businesses will be more accessible.	1
Less apartments. Traffic is already a nightmare on Liberty Rd and Conners road will be just as bad with the 100s of new houses! Please stop all the new housing projects!	1
Less apartments more single family homes	1
Less apartments	1
Leave it alone	1
landscaping, traffic, and maintenance controls	1
Keeping Nice housing and only adding nice housing that is well landscaped.	1
Increased supply of single family that fits the median income of the residents here.	1
Improvement in affordability. There is currently a crisis that is not being acknowledged	1
Improved streets, right of way, and traffic flow	1
If they are rentals they need to be owned by persons not corporations.	1
I'd like to see more sidewalks	1
I'm not wild about the increase in rental property...focus on ownership	1
I would love to see us stop building these apts and townhomes on every open field. These schools are so overpopulated it's insane. What's the plan for the high school? Just keep building onto it? Makes absolutely no sense.	1
I would love to see some of the blighted areas reinvigorated. Would community grants for improvements in specific neighborhoods be an option?	1
I would like to see more affordable housing and townhomes.	1
I would like to see LESS development of residential homes. We have already outgrown our abilities to provide water/sewer and schools. Transportation is bad and getting worse.	1
I would like to see ALL abandoned homes/businesses taken down and rebuilt. ALL abandoned properties need to be cleaned up. Our roads need to be fixed.	1

I consider home ownership the optimal way to preserve the quality of our residential areas. Rental homes are not cared for and reduce the property value and safety aspects of our communities.	1
Hoa subdivision	1
higher density mixed use housing in and around the downtown core	1
Higher Density & mixed use	1
Get the low cost housing OUT!	1
Fix up the communities we have, stop building pointless restaurants and hotels	1
Fewer apartments and housing projects.	1
Fewer apartments	1
Family owned communities	1
Ensure resources like water are plentiful and planned for before adding more residency in our community. By driving population increase in VR to generate tax revenue without proper planning for our future needs. There has been too much kicking the can.	1
Enforce codes! There are 3 houses in our n'hood that always look like landfills. We can't undo what's happening, but all of the apartments and growth, has us now on track to move away in 5-10 years, where as before, this was going to be our forever home!	1
Enforce clean up of yard and cutting grass	1
Emphasis on more density less urban sprawl to help with reducing overall city upkeep in addition to making things more walkable.	1
Eliminate derelict homes	1
Drainage problem	1
Do away with the Spanish theme in this town demolish old run down structure or at least renovate them don't build to many apartments that will cause to much traffic congestion	1
Did not work try again	1
Development of medium to high end housing and consideration for how it impacts other services	1
Development closer to city center. Less spreading	1
Community Care	1
Cleanup/updating business and lots on hwy 61!!!	1
City needs affordable homes for people that want to own, but can't afford a palace in Mirror Lake.	1
Cease constructing new apartment buildings.	1
Bike path on streets	1
Better Street Lights, More entries and exits	1
Better quality of water and plenty of it!	1
Better Maintenance and more community activities	1
Better housing options for singles that aren't 55 years old yet	1
Basic housing with space. Not everything needs to look luxurious.	1
Affordable housing.	1
Affordable housing or grants to improve homes in Villa Rica	1

Affordable 55+ apartment/complex	1
Affordable 55+ and assistance living facilities. Water availability cannot sustain single family and apartment homes.	1
Affordability	1
Actually I would prefer to see less development in this area.	1
55+ home communities	1
55 and older	1

Answered: 150 Skipped: 83

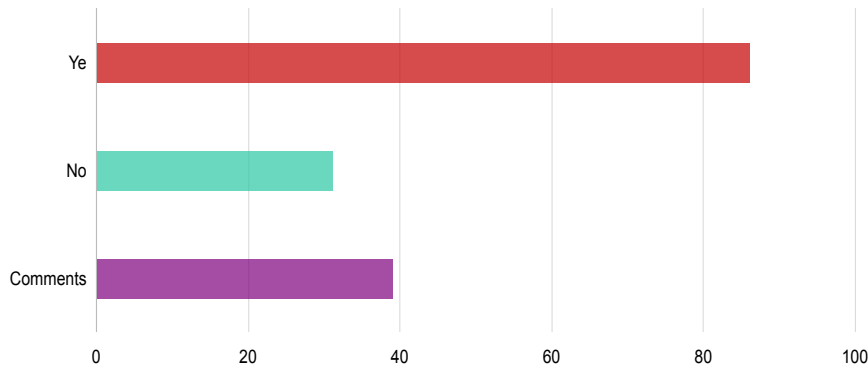
**Are you able to meet your medical needs locally?**



Answers	Count	Percentage
Yes	168	72.1%
No	47	20.17%
Additional comments welcome.	15	6.44%

Answered: 230 Skipped: 3

**If you have school-age children, you are zoned for a specific elementary, middle and high...**

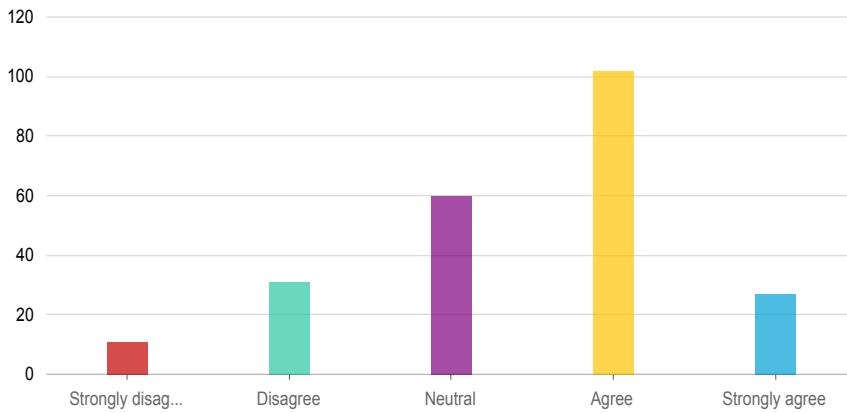


Answers	Count	Percentage
Yes	86	36.91%

No	31	13.3%
Comments	39	16.74%

Answered: 139 Skipped: 94

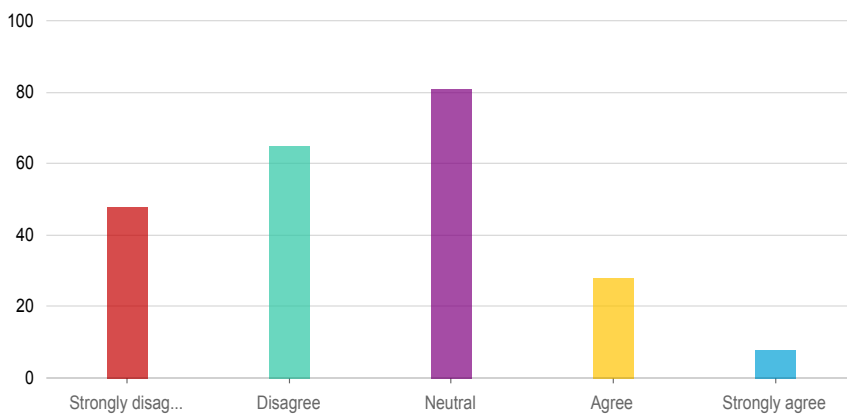
**I can live affordably in Villa Rica.**



Answers	Count	Percentage
Strongly disagree	11	4.72%
Disagree	31	13.3%
Neutral	60	25.75%
Agree	102	43.78%
Strongly agree	27	11.59%

Answered: 231 Skipped: 2

**Our local natural resources are being preserved for a healthy environment and futu...**

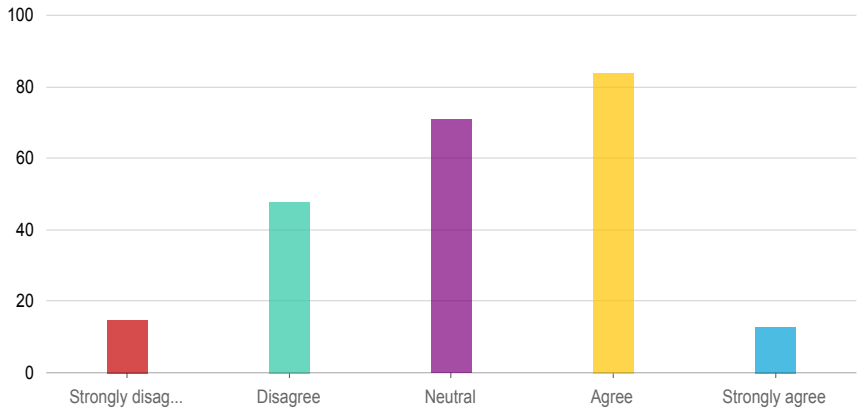


Answers	Count	Percentage
Strongly disagree	48	20.6%
Disagree	65	27.9%
Neutral	81	34.76%
Agree	28	12.02%

Strongly agree	8	3.43%
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Answered: 230 Skipped: 3

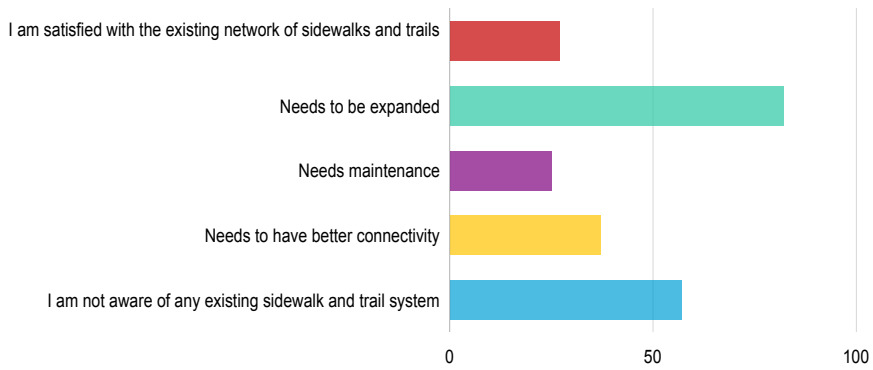
**I am able to live a healthy lifestyle in Villa Rica.**



Answers	Count	Percentage
Strongly disagree	15	6.44%
Disagree	48	20.6%
Neutral	71	30.47%
Agree	84	36.05%
Strongly agree	13	5.58%

Answered: 231 Skipped: 2

**Which statement best describes your opinion about the existing sidewalk and trail...**



Answers	Count	Percentage
I am satisfied with the existing network of sidewalks and trails	27	11.59%
Needs to be expanded	82	35.19%
Needs maintenance	25	10.73%
Needs to have better connectivity	37	15.88%
I am not aware of any existing sidewalk and trail system	57	24.46%



Without a car can't go anywhere really.	1
With my own vehicle.	1
With a car I am able.	1
We'll never be able to build enough roads to keep up with the expected growth. We need more options that get at least local traffic out of their cars. More sidewalks, bike / cart paths and maybe a shuttle van or bus service.	1
We need increased access to public transportation and more roads due to congestion.	1
We do not need a transportation system in VR.	1
VR needs more bicycle and pedestrian lanes. Old Town Road is narrow and dangerous and should be converted to 1-way between Dallas Hwy and Rockmart Road.	1
Villa Rica is an overly car dependant city. Having multi-use paths and separated bike lanes (along side mixed-use development and the expansion of downtown) would significantly reduce traffic and increase public health.	1
Villa Rica is a rural community. Public all access transportation will bring issues to our town that would strain our infrastructure or even overcome our safety services at times. Historically raising crime rates.	1
Transportation would help if the Huge tractor trailer TRUCKS it's a mess to wait on the railroad and the huge trucks. When that will ever happen???	1
Transportation would be better if you didn't have to fight with golf carts clogging up every road near Mirror Lake.	1
Transportation services are available	1
Traffic is starting to get very congested	1
Traffic is getting worse. It needs to be addressed before the 100s of new houses are built.	1
Traffic is getting very congested especially Mirror Lake Blvd. Expansion and growth in teh area is making the congestion worse and planning to allow large truck traffic on Mirror Lake Blvd will make traffic even worse.	1
traffic is becoming an issue, with all the developments and new housing, the streets are not being improved for the amount of cars.	1
Traffic is awful	1
Traffic infrastructure is bad. Also where are the trails and sidewalks that we can walk on???	1
Traffic has started to be a bit much, but overall (so long as there's controlled growth), things haven't gotten too bad.	1
Traffic has increased over the past years making it more difficult to get around. Streets have had the same potholes that were there 10 years ago in some places. I do not need public transportation.	1
Traffic getting worse	1
traffic controls and trucks are real problems on several main arteries of roads	1
Traffic can be heavy at times with so many routes cutting through the city.	1
traffic becoming a problem on Pumpkintown Rd to 61 to Stockmar area.	1
Too much train blockage and traffic is getting worse	1
Too many poorly constructed roads. Pot holes get patched, last for three months and need additional repair. Round-abouts are popping up everywhere and the smaller ones are extremely hazardous. OTR 18-wheelers are all over the place - hazardous/congestion	1
There isn't enough of public transportation in Villa Rica	1

There is too much car dependency, there should be trolley replica battery electric shuttle buses. Connections are good.	1
There is no transportation system in VR	1
There is no public transportation that I am aware of.	1
There are several choke points in the area where it could be improved with stop lights or more roundabouts	1
The traffic is becoming too congested. These new developments and proposed truck routes are not acceptable.	1
The round-about at Punkintown helped with traffic. The one at 3-way (Industrial) will help. But the added truck stop will cause more traffic, crime & trucks tearing up a frequently driven hwy. Make roads better, then stop, don't add to make it worse again	1
The 61 Corridor needs to be more walkable	1
Stop the trains from stopping on the tracks constantly and blocking roads!!!	1
Sidewalks and bike paths are needed	1
Seniors need better transportation	1
roads expansion . not necessarily public transportation	1
Road improvements are needed	1
Public transportation needs to be expanded or added in Villa Rica. Everybody doesn't have a car.	1
Public transportation is needed for those who don't drive or have a car. People are walking in the roads or in the overgrown side because of inadequate sidewalks.	1
Progress being made. Do NOT want more trucking in the area. No truck stops.	1
Poor planning	1
Overpopulation has greatly affected my travel time.	1
Not with the trucks and train issues. Traffic is not under control.	1
Not anymore	1
Nope. Would like to walk downtown safely, across the tracks, across the street, etc.	1
non-motorized transport is difficult with the lack of bike lanes and connectivity	1
Nonexistent	1
None I know of except autos. Golf cart trails would be a good improvement	1
None Available	1
No. We need more connections, less trucks, roads improved, roads or sidewalks that golf carts can travel and to keep them clean, landscaped, and cross walk lights for cross walk intersections.	1
No, the traffic and accessibility make it hard to get anywhere in a timely manner	1
No we need Taxis. We do not need a transit bus system nor a train system. We just need to be able to call a taxi and move around if needed the elderly needs more medical bus transportation to get them to and from doctor appointments and to the hospital	1
No to much traffic	1
No public transport's available	1
NO public transportation is needed!!!	1

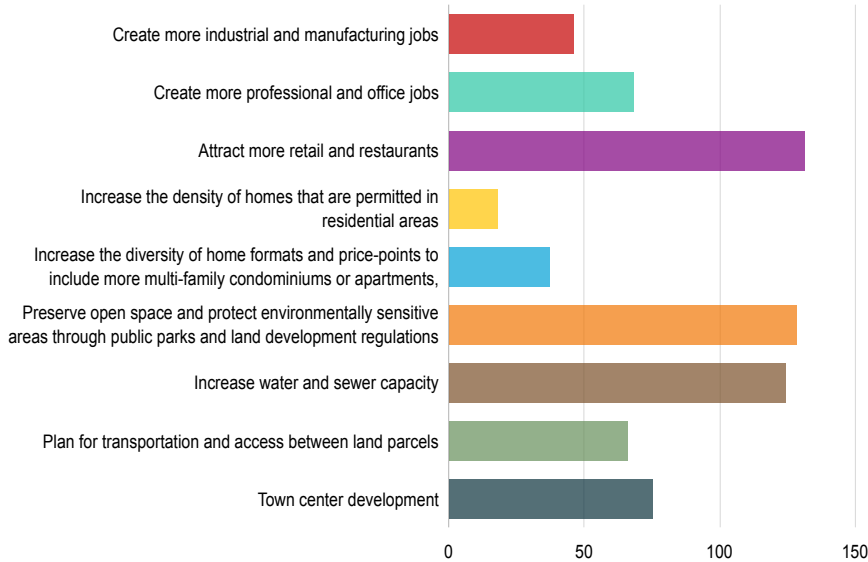
No feelings	1
No - need bike/ped/PTV trails throughout the city	1
Needs transit to ATL Airport to to Douglasville transport hub to connect to transit.	1
Needs Buses	1
Need something like golf cart paths for people who dont want to or need to drive at a slower pace	1
Need sidewalks, greenbelt and trails for walkers and bike riders.	1
Need more public transportation in VR , Ga. and entire us. Need a train system like Europe.	1
Need more pedestrian and bicycle routes	1
Need more acces to public transportation or access for connection.	1
NEED GOLF TRAILS	1
Need a trail to downtown	1
NA	1
More connectivity needed while maintaining the existing roads/ and sidewalks	1
Lots of traffic because of city expansion.	1
Lots of new traffic since we moved here 18 years ago.	1
Lack of public transportation	1
It's fine too much traffic	1
It's good	1
It's fine.	1
It's fine the way it is	1
It would be wonderful to have a bus service to catch in Villa Rica that could connect you to another service t o get you where you want to go.	1
It is terrible and getting more congested. Roundabouts are expanding and people do NOT know how to use them. There is NO public transportation.	1
It is a nightmare and they are adding to demand before addressing capacity. Whoever is in charge and maki ng decisions on adding major residential and commercial projects before addressing infrastructure is an idio t.	1
Is there public transportation? I haven't seen any. I have to drive everywhere.	1
Infrastructure is not keeping up with growth.	1
In a car yes but on a bike, golf cart or walking no	1
I'm not in favor of the semi trucks taking a wrong turn and ending up in my front yard.	1
If you don't have a car, then you cannot get around easily.	1
If I didn't have transportation it would be public transportation	1
If I didn't drive, I would have no options available. There is no city or community transportation available that I am aware of.	1
I'm fine with it but concerned about future growth	1
I would like to see additional biking, golf cart, walking, running paths and connectivity. I am concerned about tractor trailers in residential areas increasing particularly where they are not allowed to access!	1

I still drive but would like to see more bus services.	1
I or family member drives me. Public transportation would be a real plus.	1
I have my own car so yes	1
I drive my own car, so I have adequate transportation.	1
I drive my own car but it would be nice to have transportation available	1
I don't have an issue with getting around VR.	1
I can in a vehicle but it would be nice to travel by bike or foot safely	1
I can connect easily. I do not want to see public transportation here, unless it is specifically for the elderly for medical appointments, church, grocery shopping, etc.	1
I am not aware of any available transportation in Villa Rica	1
I am close enough that I can walk to the business area of my home. I am close to Interstate access. I am within 5 miles of Tanner Medical facilities.	1
I accepted the limited transportation when I moved here.	1
Growing too fast	1
Good yes	1
Good	1
From where I live, without a car, it would be difficult to get to the area's amenities.	1
For the love of god do not bring in buses.	1
Fix pot hole	1
Downtown is too crowded and doesn't have the structures in place it needs to prevent accidents. Particularly on Montgomery in front of the police station. Also? Every new roundabout you put in increases the chance of an accident.	1
Current road system is inadequate.	1
Congested in areas	1
City keeps encouraging residents from other counties to "cut through" Villa Rica, as well as encouraging truck traffic through residential areas. Neither are good.	1
Buy a car	1
Auto and truck traffic is becoming horrible, and the worst is yet to come. We are adding significant new residential units in areas that cannot handle current traffic. There is a need for some form of public access for the elderly who can no longer drive.	1
Although the Carroll Connection access is affordable to people without transportation, rides have to be booked way in advance. Also the wait time for pick up FROM our destination is way too long. We need more than six buses for this county.	1
All Villa Rica has is Uber and Lyft	1
Affordable public transportation is necessary	1
Absolutely!	1
A passenger train would be great. Busy main streets need to be wider. At least Two lanes on each side.	1
A local electric bus system would be more than welcome. Even just from areas around downtown to mirror Lake or residential areas.	1

A community bus for in VR limits would be great for people that have no transportation	1
Traffic is horrible and -villa Rica it's hard to get around. It's only kept getting worse with the unwanted development of apartments and townhomes. We do not want to be like Douglasville in Hiram stop all of this development.	1
i drive now. I believe there is a need for transportation needs of those who do not drive	1

Answered: 169 Skipped: 64

**The City of Villa Rica has more than quadrupled in population over the past 20 years, and...**



Answers	Count	Percentage
Create more industrial and manufacturing jobs	46	19.74%
Create more professional and office jobs	68	29.18%
Attract more retail and restaurants	131	56.22%
Increase the density of homes that are permitted in residential areas	18	7.73%
Increase the diversity of home formats and price-points to include more multi-family condominiums or apartments, cottage-size single family, and mixed-use development that includes residential units	37	15.88%
Preserve open space and protect environmentally sensitive areas through public parks and land development regulations	128	54.94%
Increase water and sewer capacity	124	53.22%
Plan for transportation and access between land parcels	66	28.33%
Town center development	75	32.19%

Answered: 231 Skipped: 2

**Historic resources in the City of Villa Rica, including homes, sites, and downtown commercial...**



Would like to take them downtown but there are very few stores/restaurants that are open and interesting. O ld owners should sell to those who'd develop the area.	1
Where I live in Mirror Lake	1
Well, nothing. We tend to leave the city and go elsewhere due to lack of entertainment/attractions.	1
We usually go outside of VR there are no movie theaters or arcades	1
We stay home or go out of county. What used to be a nice town is now being over ran construction and the drug problem in Villa Rica is embarrassing	1
We go out of Villa Rica or even downtown Carrollton. However, IF VR was more like Marriatta Square, we w ould do more with friends here	1
We don't do anything in VR as there is nothing I would want to show them here. We always travel to the city	1
We don't really do anything in Villa Rica outside of a restaurant.	1
Walk around downtown or Stockmar	1
Visit my Family home on Darden Street it's Historical	1
Visit area restaurants and parks.	1
Visit a local restaurant	1
Villa Rica has gone downhill in the last 10 years. When we have company in town, we often go to Newnan.	1
Used to be the amphitheater and pine mountain but the city has ruined them both	1
Unfortunately, nothing. We typically drive to Atlanta for food and fun options.	1
There's not a lot to show them downtown outside of Mexican restaurant and a home shop, there's just not m uch to do or see typically	1
There's nothing worth seeing in VR. We go to Carrollton for all the fun things. VR has the mill but could be u tilized more often.	1
There isn't much to do in this area.	1
There is nothing to do	1
there is nothing here to do.	1
Ther is nothing to do or show. Stop somewhat embarrassing to show our visitors the ugliness of our city.	1
The town is becoming embarrassing, although the old homes are gorgeous. I prefer to be outside the city li mits.	1
The surrounding counties, los cowboys, pine mountain gold museum	1
The Residential neighborhoods have easy acres but aren't crowded.	1
The Pine Mountain Gold Rush Museum	1
The historic district	1
The Greenbelt	1
The Green Belt - unfortunately I have to travel to Carrollton to enjoy this activity.	1
The Gold Museum	1
The Downtown Restaurants and a few of the stores.	1
The best think Carroll County has right now, in my opinion is the Carrollton Greenbelt. Villa Rica needs som ething of this nature. In VR the amphitheatre is nice, just needs to be utilized more for all age groups.	1

The amphitheater in downtown VR	1
The amp complex and downtown area is as good as we have to show anyone.	1
Tell them to go to Carrollton or Bremen because Villa rica is horrible	1
Take them to the lake or walk the trails or go to the pool or go to the activities in the area	1
Take them for a short golf cart ride bc we can't take them far. That's about it.	1
Take a walk to downtown VR	1
summer concerts	1
Stay at home because the lack of care for anything in this town is horrendous. Beautify what we have already before adding more garbage	1
Show them all the homeless camps in the woods	1
Shopping and eating places	1
Restaurants, Greenbelt	1
really nothing to see or do.	1
Quality restaurants. Carroll County Veterans Memorial Park near Carrollton.	1
Printer's Ale	1
Primarily I entertain at my home.	1
Play golf, but it is becoming unreasonably expensive.	1
Play golf	1
Pine Mountain/ parks	1
Pine Mountain Gold Museum, Pickleball at Gold Dust	1
PINE MOUNTAIN GOLD MUSEUM	1
Performances at the mill or the amp, craft fairs, good restaurants (none in VR currently)	1
Parks, gold museum	1
Outdoor concerts and festivals. Going to local movie theater and restaurants. Local parks for picnics and outdoor recreation.	1
Our visitors usually want to go into Atlanta	1
Our historic homes, buildings and sites	1
Other than gold mine, not much to do, so usually take them elsewhere.	1
NOTHING.... THERE IS NOTHING HERE	1
Nothing. We usually meet in Alabama or Tallapoosa bc of the crowds in VR.	1
Nothing. Became too dirty of a town. Clean up garbage and make people clean up their homes	1
Nothing.	1
Nothing!	1
Nothing to do in Villa Rica	1
Nothing other than the gold mine and train ride for the grandchildren	1
Nothing close by.	1

Nothing ... there needs to be more thought to improve existing city center and less commercial spreading to edges of city.	1
Not much. Take kids to pine mountain park	1
Not much to show	1
not much to see in either location	1
Not much to do	1
not much	1
Not many options other than going out to eat.	1
No one visit from outside carroll county.	1
N/A	1
My home.	1
My home	1
My gardens	1
Mirror lake pool	1
Mirror Lake Golf course and lake	1
Mexican food is the only thing to brag about in this town we have nothing else to offer no malls no shopping no retail stores that are any good other than Walmart. Everybody has a Walmart.	1
McIntosh Park, John Tanner Park	1
Local festivals, parks, restaurants and walking trails	1
Local churches, The amp, older neighborhoods where I grew up.	1
Jerry's burgers, Hixtown, Evan's	1
I take them to the Main Street area downtown, to Gold Dust Park and to The Pine Mountain Gold Museum	1
I show them the multitude of apartments/townhomes being built and explain how this place has become little Douglasville.	1
I really don't know of a place or places I would take them to...	1
I go outside the county to entertain.	1
Honestly, we take them to another city outside our church and possible Evans visit.	1
Honestly, it used to be Gabe's. Now? There's not much that's a must for out-of-towners. Pine Mountain is nice, but if you've seen it once, it loses it allure. We need more gathering places, like restaurants or breweries.	1
Hixtown brewery, Clinton Nature preserve, pine mountain gold museum	1
Hixtown	1
Historic structures and exciting areas of growth	1
Hard to reach the parking and the other is most people do not want to come to VR as the congestion and the eye sore coming as you go to see the old an awful business looks a mess.	1
Green belt in carrollton and the Square.	1
Good, unique food	1
Golf	1

Gold museum, Evans BBQ the country side	1
Gold mine park or downtown	1
Gold Dust Park is about the only thing Villa Rica that is interesting. The county as a whole has very little. We have taken guests to Cartersville and as far away as Helen.	1
Gold dust park and museum, Carrollton green belt, Tanner park	1
Go to restaurants downtown	1
Go to downtown Carrollton	1
Go to Carrollton because VR sucks	1
Go somewhere else	1
Go outside VR and Carroll county	1
Fireworks in ML Subdivision	1
Everything City and country life	1
eating dinner, although choices are limited.	1
Downtown, or villa rica gold museum	1
Downtown VR	1
Downtown Shops/ University of West Georgia	1
downtown shops and restaurants	1
Downtown main street	1
Downtown area. Gabe's or olive tree.	1
Downtown area and park	1
Downtown and gold dust Park. Have not tried the Gold museum but looking forward to it. Also the nature preserve.	1
down restaurants and the Mill amphitheater	1
Disappointed In restaurants	1
Dining	1
Dine, go to an event if anything is going on, maybe take kids to gold dust park	1
Dine	1
Chill out. Maybe visit a local lake or park or hang out at my house and entertain.	1
Belt Line	1
Amphitheater and museum	1
All the city	1
Absolutely nothing. There's nothing here to show!	1
...	1

Answered: 152 Skipped: 81

**Villa Rica Bypass. The purpose of the Villa Rica Bypass is to divert commercial an...**



The understanding that villa rica does not need to be changed just maintained	1
The proposed walking trail around the city, an aquatics center/ pool, skate park	1
The construction of affordable housing for regular families.	1
Taxes should be affordable	1
Stop the overcrowding with rental homes and apartments.	1
Stop putting all these townhomes and apts up. Traffic is already getting crazy. Where are these kids going to go to school????	1
Stop growing. At least halt growing until the roads (Punkintown especially) are equipped better. Deal with the street walkers causing dangerous road conditions. Make mirror lake Blvd nice again, deal with the shopping cart mafia!	1
Stop expanding.	1
Stop building apartments, multi family housing, cheap gross stores, tearing down nature and fix the roads!	1
Stop building	1
Stop attracting all these people	1
Stop building housing so the city can adjust to the transition of growth. Traffic is a nightmare and schools are overcrowded already. Lack of good places to eat also needs to be addressed...	1
Start putting a larger investment into passive recreation as has been happening with infrastructure now that it has been addressed.	1
Some the growth to slow down. I definitely don't want it to become another Douglasville or Newnan!	1
Slow growth until the appropriate infrastructure is in place.	1
Slow down the multi-family housing projects. Would like to see more middle to upper class single family homes being built.	1
Slow down on apartments and rental homes	1
Slow down in growth	1
Sit down restaurants.	1
Shopping area	1
Save historic homes that are being allowed by present owners to deteriorate in favor of parking lots and new construction.	1
Roadway expansion	1
Road safety maintenance, minimal homeless people about, land preservation	1
Return yard debris pick up to once a week and lower the cost of water.	1
Renovation of downtown Villa Rica	1
Remain a small town	1
Public transit	1
Preservation of green space, as well as an effort to improve the existing infrastructure.	1
Please build pickleball court facilities! Please build the trail system that has been in the works for years now. Golf cart access and connectivity.	1
Nothing	1
Not a junk store in the soon to be old Publix. Upgraded roadways and less housing developments	1

No new rental units.	1
No homes or lands are taken from people.	1
Nice restaurants. Flow of traffic better	1
New leadership who cares about responsible growth over just any growth	1
Myself and family move away.	1
movie theatre	1
Mountain bike trails	1
More trails and communities activities and more retail and restaurants	1
More thought and quality zoning approvals.	1
More sit down restaurants and things for families with teenagers to do some kind of bowling alley or movies	1
More retail, grocery, restraurants	1
More retail and restaurants.	1
More retail and restaurants	1
More retail	1
More restaurants, more activities for folks like bowling or mini golf or skate park. Eateries, different grocery stores, would be nice to have a downtown similar to carrollton or Woodstock with a lively night time. Better schools	1
More restaurants expand to hwy 101. No more fast food.	1
More restaurant options	1
More quality restaurants and grocery stores, like Whole Foods and Trader Joes	1
More options to get around VR, sidewalks, bike/cart paths, a shuttle van or bus service? We'll never build roads fast enough to keep up with the population growth that's coming.	1
More nice places to sit and eat, with more outdoor seating. Improve lanscaping and keep grass cut around town. . Make VR more golf cart friendly. Have more boutique type shops. Have more Healthy food options around us. Add more light up cross walk sign.	1
More national sit down restaurants.	1
More housing for the senior population. Renting and owning.	1
More homes for the single families, more sit down restaurants	1
More Growth and development to the downtown area.	1
More green space, walking trails, parks	1
More Green Space, A rubber walking track	1
More golf cart paths more better quality sit down restaurants and get rid of low cost housing and no more fast food	1
More family friendly resources--ways to help alleviate so much traffic at major intersections-keep smalltown feel---better access to sewer infrastructure	1
More family friendly places bowling etc.	1
More entertainment movie theaters or parks	1
More emphasis on home ownership, and less emphasis on low income housing.	1

More diversity in retail and restaurants	1
More dining, improvement of parks and trails	1
More dining options and healthier grocery stores (whole foods, sprouts, trader Joe's etc.), sidewalks and bike paths, shopping	1
More dedicated pickleball courts.	1
More consideration given to helping the lower income people of the area rise above their current status through education.	1
More community involvement in town matters.	1
More activities/entertainment for families, more retail and sit down dining	1
mixed use development, NEED a coffee shop, pizza shop, skatepark, food hall, playground/park, covered pavilion, BETTER RETAIL OPTIONS!	1
Mirror lake corridor to downtown	1
Maybe a krispy kreme place, but there is too much growth in housing.	1
Make Punkintown more than a two lane road	1
Major improvements to our historic downtown, additional roads and connectivity for traffic flow, work on the gold nugget trail	1
Maintain small town charm & atmosphere. Slow growth until infrastructure can accommodate, stop placing burden and inconvenience upon current residents.	1
Lower taxes for city residents and lower sewage /water bills	1
Lower taxes and adopting a must own a firearm policy	1
Lower property taxes and utility costs for seniors	1
Lower property tax, the same amount of people or less.	1
lower property tax	1
Listen to your residents and STOP THE BUILDING. We have enough people and enough houses.	1
Limit the number of new housing developments. Limit truck traffic.	1
less traffic, better roads, better restaurants stores	1
Less traffic, less commercial development and less residential development	1
Less houses being built, fix our roads, attract business where we don't have to drive to Carrollton, Hiram or Douglasville	1
Less homes, shopping center and another grocery store.	1
Less growth. More catering to existing residence.	1
Less growth and more fixing and preserve what we have now	1
Less development protection of green space	1
Less developed!!!	1
Less apartments, more retail and restaurants so we do not have to go to other cities for most everything.	1
Less apartments and less land being destroyed. More parks and space for wild life. To thrive	1
Learn how to keep the money in Villa Rica instead of having to go outside of Villa Rica for shopping.	1
Leadership who listens to the community	1

Kroger	1
Keep its small town, historical community feeling which is why I moved here. Absorb the Douglas County niche of Villa Rica into Carroll County	1
It stay a small town.	1
investment in main street retail and dining	1
Increase in the number of higher end establishments for entertainment. I would like to see the city stick to plans & see them through. Where's the park that was supposed to happen on the other side of Mirror Lake? Where's the trailhead at Fullerville?	1
Increase in shopping, more attention to Historic downtown. A stronger focus on education for Villa Rica schools, a large percentage of our students are not well prepared.	1
Improvements to the downtown area and increasing of mixed developments.	1
Improved water and sewer capacity	1
Improved walkability, improve pumkintown rd, additional downtown shops.	1
Improve water and sewer facilities with better sources for water that are more reliable and independent of other of other counties. Better regular maintenance to road in and around residential areas to recover from construction activity.	1
Improve water and sewer by having more industries and less homes built	1
Improve the appearance of downtown, build a new city hall, and offer more options	1
Improve quality of living my diversifying grocery, food and shopping. Improve and create well maintained park areas and improve the operations of the existing community centers.	1
Improve infrastructure, reduce taxation on property, slow down the growth of multi family housing.	1
Improve downtown and infrastructure/less development	1
Implement the above and use existing structures to accommodate homeless people	1
I'd like to see more affordable housing, and something need to be done about the homelessness in this city. We need shelters for these people.	1
Id like to see a Park with walking trails	1
I would love for the city to grow but not take away from anyone else livelihood, I know with growth comes change but it should be housing not apartments, we need more downtown stores.	1
I would like to see water and sewer improvements	1
I would like to see Villa Rica focus on density and mixed use zoning. The city needs to build up instead of out, We can attract developers for more apartments in downtown.	1
I would like to see development slow down in order for the water/sewer and other infrastructure to catch up with demand. I would like to see the Fullerville Historic District improved with repaired sidewalks, better signage and an overall cleaner look.	1
I would like to see better paying office rule jobs ie finance and accounting. I would like to see major retailers and grocery chains asses like Target, Kroger and Best Buy.	1
I would like to see a lot more jobs available for the younger generation, not just fast food	1
I would like the truck stops to be removed!	1
I want to see VR retain its small town feel BUT with development in of mixed use communities and desirable retail options. Entertaining an aquatic center such as Boundart Waters would be a huge addition to our community.	1
I love it!	1

Homes on Darden Street stay n no new road on Darden	1
Historic homes and buildings still there	1
Healthy restaurants, Kroger shopping	1
Have the by pass connect to hwy 20 on both ends Build a movie theater add mor shopping add better restaurants make the roads better do more with down town and make people want to visit us not just drive thru town	1
Growth on the south side of the interstate instead of the north.	1
Greenbelt/walking, better retail/restaurant options, traffic management, school/youth support from the community,	1
Green belt similar to Carrollton; additional bike and pedestrian lanes around the city	1
golf cart paths extended to downtown from Mirror Lake	1
Get the infrastucture repaired - maintain and repair existing roads and by ways, increase retail and restaurants NOT add dollar stores or fast food quit allowing developers to clear cut land to build tacky houses for rent	1
Get rid of the eye sore that is on the Main Street and should get Jane's a vacated	1
Get rid of mayor and city Council	1
Focus on sustainable housing solutions and less on apartment complexes that will deteriorate in 5-10 years. Stop introducing duplicate stores and strip malls.	1
Focus on mixed-use residential and decrease on car dependency.	1
Fix the roads! Make them safer!	1
Fix roads, clean up abandoned properties, more family friendly restaurants, no more fast food restaurants.	1
Fix pumpkintown Rd. Finish the bypass. Idk if there still doing the bike trail.	1
Family Centered activities and locations, Restaurants, Sidewalks,Trails, golfcart paths,Road maintenance, parks, NO MORE DOLLAR STORES, less consignment stores, more shops.	1
Expansion of parks and sidewalks	1
Efforts to improve the curb appeal throughout the city. It is not a very attractive city.	1
Downtown development..try to clean up eyesores like pink buildings...Walmart shopping and fast food area around ChicFiiA.Ugly	1
Don't become Douglasville.	1
Diversity in the police force.	1
Develop downtown and attract more fine dining options. Build decent roads that accommodate existing community before adding more congestion.	1
Develop a real downtown.	1
Decrease population and turn the city back 50 years. Turn away any and all new developments or attractions and allocate money to refresh the property already owned and maintained by the city. Make what we have nice, don't build new things.	1
Controlled growth and more strategic planning that is not only focused on economic development to generate tax revenues	1
Controlled growth	1
control growth based on availability of potable water for all	1

continued expansion in business variety. additional affordable homes	1
Codes enforced, new visionary mayor and council not afraid of J Collins.	1
Cleaned up, more retail/restaurants, a bike trail like silver comet,	1
Clean up ugly buildings (non-historic) in downtown. Get better restaurants. Existing restaurants get better service— especially at night.	1
Clean it up. Clean up or tear down homes not being kept up. Get rid of kids roaming the neighborhoods. Look like gangs	1
Cease expanding residential growth which is adding to our misery with water, sewer and transportation!	1
Bypass, Gold Nugget Trail, downtown development	1
Building stopping or slowing	1
Build a YMCA with indoor/outdoor pool for health/wellness and family recreation.	1
Bring more retail	1
Bring better restaurants	1
Better water for lower prices	1
Better transportation	1
Better traffic flow, more diversity of manufacturing, industrial and office jobs, diversity of restaurants and maintenance of local parks, playgrounds and rec department	1
Better school systems, and possibly another high school.	1
Better school opportunities for children. Safer traffic flow	1
Better roadside beautification	1
Better roads, retail businesses and restaurants.	1
Better restaurant with diversity. No more Mexican restaurants 12 is enough	1
Better restaurant choice and better choices in shopping and grocery stores,	1
Better repairs to current infrastructure and more focus to Manufacturing opportunities	1
Better quality and quantity of water and sewer	1
Better planning for the growth we have	1
Better infrastructure. A swimming pool. Listen to residents. Did not happen this week with new developments approved	1
Better infrastructure and roads.	1
Attract more diverse dining and shopping options. We have enough Antique/home stores/barber shops. More mixed use developments, limit the number of apartment only. Build sidewalks and trails. Live 1 street back from downtown and 0 sidewalks	1
Apartment/townhomes stop until schools are built	1
All these Yankees move back where they came from	1
Abandoning the "growth for growth's sake" mentality. Be smart about it. Retain original character.	1
A Villa Rica bypass for trucks and helping the flow of traffic. More grocery stores, more office and manufacturing jobs and more sidewalks and trails.	1



water independence	1
Water and Sewer infrastructure (I've been hearing about this for at least the last 20 years)	1
Water and sewer and traffic	1
Transportation and Sewer infrastructure.	1
Traffic, water and sewer, more places to work.	1
Traffic, overpopulated and not enough local jobs.	1
Traffic, Over taxing natural resources, growth and gentrification, white male leaders that don't consider diversity and housing & healthcare access for all a priority	1
Traffic, affordable housing, job growth and safety	1
Traffic will be a nightmare with very poor infrastructure	1
traffic management	1
Traffic being isolated to one area of the city when there are other areas that can be utilized. i	1
Traffic and road ways	1
Traffic and not enough room in all the schools in VR for all incoming population	1
Traffic and housing	1
Too small for the building that has been approved	1
Too much rapid growth and not enough infrastructure to handle it.	1
Too many people.	1
Too many people and not enough things to do	1
Too many houses/apartments will bring more crime	1
Too many businesses that are eyesores.Examples : junkyards, truck stops, auction houses	1
Too fast residential growth with little industrial growth, and terrific traffic problems. Access to clean, affordable water!	1
To much growth to much traffic	1
To much development!!	1
To keep this area from being known for the most fast/junky food, trashy looking, unlandscaped with old trashy shops in there down town.	1
The truck stops are and will only crowd the city more than they already do.	1
The local government and law enforcement.	1
The local government and law enforcement	1
The economy	1
The city trying to tear down historic property that don't belong to them	1
The city only thinks about revenue and not it's people.	1
Tearing down areas that are historic is sad	1
Stop expansionand truck traffic.	1
Staying ahead of expansion	1
Stable, affordable water supply and growth focused on home ownership and retail space	1

Space	1
Sewer and water capacity, infrastructure expansion, traffic congestion, quality of life, crime.	1
Schools, fire departments,	1
Schools being over-crowded	1
Schools	1
Safety, Having/Not having enough piliere	1
Safe traffic flow	1
Roads need to be developed more	1
roads	1
Riads	1
Rental communities, increased crime, and traffic issues due to increased population	1
quit trying to be everything to everyone- take what we have and make it better	1
Quality and sustainable infrastructure. City that people are proud call home.	1
Preserving the small town feel that is so attractive	1
preserving a quiet way of life. do not allow industrial business or rental property or trucking	1
Population growth, and with it, crime	1
Population growth as more people look to move west outside of Atlanta for affordable homes	1
Population growth	1
Population growth & loss of habitats & greenspaces.	1
Poor leadership. Leadership looking at today and tomorrow vs. 10+ years down the road	1
Poor leadership.	1
Poor city planning.	1
Planning for more walkable and less car dependency as well as continued improvements to infrastructure to support growth. Currently looking like they are going to be another Douglasville.	1
Planned limited growth	1
People trying to make it something its not and should never be.	1
Overpopulation. With the unending development comes the risk of turning into a second Douglasville - right down the road and considered to be one of the most dangerous cities in the country. Why do you want to grow so badly? It is no longer sustainable.	1
Overpopulation, drugs and crime.	1
Overpopulation and increase property taxes forcing out longtime residents causing a loss of community	1
Overpopulation	1
Over population.	1
Over population and traffic issues with all the apartment developments	1
Over population and crime	1
Over populating and turning unsafe like Douglasville or Atlanta.	1
over development causing a small city to become a big metropolis	1

Over development	1
Over crowded . Traffic	1
over building	1
Outside developments taking advantage of small town land prices.	1
Our leadership wanting progress when progress is the opposite of what we need.	1
old people stuck in their ways and unwilling to accept the inevitable growth	1
Not turning into low rent slums	1
Not destroying our quiet city with industrial businesses and rental properties	1
Not being prepared for economic growth!	1
Not becoming like Douglasville	1
Not allowing outside influence and money to turn us into another Douglas County.	1
None I can think of	1
Need 2nd entrance at Charleston place	1
More places to work,,,	1
Massive population growth. We need a plan to deal with a doubling / tripling of our population. Housing , job s, traffic, schools and entertainment.	1
Managing population growth	1
Managing growth and retaining identity. We don't need to become another charmless interstate stop full of c hains that looks like everywhere else in America.	1
Manage growth	1
Maintaining our small town roots while being mismanaged by outsiders who have no respect for our history.	1
Limit population growth.	1
Leaders egos	1
Lack of Space. Traffic.	1
Lack of housing and businesses that bring in money to the city	1
Keeping up with the population growth in regard to traffic and housing.	1
Keeping up with population growth and applying resources appropriately	1
Keeping the city infrastructure updated. With more residents come more trash. Old buildings needs updatin g to reflect the current times.	1
Keeping population growth CONTROLLED so that infrastructure can keep up, whilst still allowing profession al businesses to grow, bringing in more tax revenue. Providing safety to all citizens by continuing to properly fund the police and fire departments.	1
Keeping a small town feel	1
Job growth	1
Its Infrastructure	1
infrastructure, traffic, crime	1
Infrastructure to support the development growth	1

Infrastructure specifically traffic patterns for increased growth in mostly residential areas.	1
Infrastructure not ready for growth. Stop approving rental apartments/condo's. These people do not pay taxes and their sales tax will be spent for the most part in other cities because they will travel there to eat and shop.	1
Infrastructure keeping pace with development	1
Infrastructure and emotional health issues. Would love to see more community resources for mental health.	1
Infrastructure and crime	1
Infrastructure and attracting the right business.	1
Infrastructure and affordable housing	1
Increased population and increased crime, deteriorated roadways with too much traffic.	1
Increased housing develop without supporting infrastructure such as roads and schools.	1
Increased crime rates.	1
Ignoring infrastructure and utilities during the housing boom.	1
How to grow in the right way. We need to keep families with better schools to go to, business opportunities non warehouse, less crime and drugs	1
Housing traffic non commercial space retail stores you get generation moving away to a more exciting town easier access tk shopping	1
Housing for homeless and low income families	1
Housing crisis. To many people not enough affordable homes for families	1
High property taxes!	1
Growth without preparation	1
Growth and keeping housing affordable	1
Growth and Crime	1
growth	1
Growing too fast with no controls	1
Growing too fast and becoming like Douglas County. Crime, traffic & bad schools.	1
Growing too fast	1
Growing to fast without supporting the infrastructure first!	1
Growing to fast where Infrastructure is not kept up.	1
Growing the town without having high density areas.	1
Growing responsibly. Not becoming Douglasville.	1
Growing faster than infrastructure can keep up. Keeping it feeling like small townn	1
Government understanding of the public. Just because they do it everyday doesn't mean the community can read their minds and understand government requirements.	1
Government	1
Getting to big	1
Getting out of its own way. Growth and progress can be painful. But we need to stop trying to prevent what's already happened and accept that VR has the potential to be a great city. Stop preventing growth!	1

Getting its own mall, and bowling alley	1
Getting existing services and resources ready for the impact the growth will bring.	1
Getting balanced right between revenue and quality of life	1
Gentrification!!! Education and Safety. No true concerns for citizens. Greed- pumping money into the wrong areas will result in larger population and the quality of education and safety will continue to diminish.	1
Finding and keeping affordable housing.	1
Fighting gentrification & School over-crowding	1
Exponential increase in population	1
Expansion without FARSIGHTED preparation.	1
Excessive growth without a real long term plan	1
Drivability. More police needed with all the building.	1
Don't become Douglasville!! Over population and land stripping. Too many corporations taking away local family businesses	1
Decent people that care about others	1
Crime.	1
Crime, traffic	1
Controlling the balance between good jobs , living spaces ,shops and keeping that historic Villa Rica City of Gold	1
Controlled growth	1
Control Growth, crime, provide services, and develop a close cultural atmosphere	1
Continuing to work on infrastructure as well as giving residents a reason to stay here.	1
congestion and nowhere to expand to	1
Complete lack of affordable housing for regular families.	1
City officials wasting money, and not planning for the future while trying to make the city pretty instead of efficient and safe.	1
City manager trying to make Villa Rica the new Atlanta with all these new apartments	1
Carroll County government and Carroll County Schools are both involved in stifling VR growth.	1
Busy roadways	1
Building more things	1
budget	1
Better needs people that knows what they are doing.	1
Being Over populated	1
Becoming swallowed by Atlanta & Douglasville and losing the small town char.	1
Becoming like everything east of us.	1
Attracting upper echelon retail and restaurants	1
attracting the younger generation of families and sustaining those that lived here in the last 20 years like myself	1



Used to be quiet community with moderate traffic. It is expanding too fast and is losing the charm it had when I moved there.	1
unique main street. the mill	1
Unique history and a great sense of community. The University is also a great asset that the city should be trying to use to their advantage. (Its a great in-between for the UWG campus and Atlanta)	1
To continue to have great Schools, better communities.	1
This is hard to say. It's harder to even imagine. Most of us feel like this town is going in the exact opposite direction of what we want it to be.	1
There are none	1
The potential to do things right and think ahead	1
The people. We are VR!	1
The people that have been in the city for years.	1
The people are nice. Hopefully we can keep it that way!	1
The people are interested in improving what is here and making it better.	1
The Mill and downtown restoration has been awesome! The concert/art programs help to unite our community and show its beautiful cultural diversity. This effort to unite our town using the arts should be expanded into the Fullerville District.	1
The lakes	1
The history, peacefulness, safe environment, the community.	1
The fact that it has a small town feel.	1
The fact residents want to build the community and keep business growth within the city	1
The desire to grow. The area in a balanced safe way	1
The community.	1
The community sticking together	1
The city has potential.	1
The citizens love of their city - or at least what it used to be before the last 3-5 years	1
The citizens care about what's going on	1
The average citizen is more involved in their community now than ever. I foresee this having a profound effect on the representation of low income to lower middle class citizens within local government.	1
The attractiveness of a SMALL community	1
That will be up to you, be smart.	1
That is a community connected area and give a sense of comfort	1
Tanner and Mirror Lake	1
Stronger community	1
Still a quaint small town. The Mill!	1
staying small would keep the city from becoming over crowded	1
Small town.	1
Small town, friendly, safe atmosphere. And it is rapidly disappearing.	1

Small town feeling centrally located between Carrollton and Douglasville that said the town offers nothing else	1
Small town feela	1
Small town feel, sense of community	1
Small town feel, safety and medical facilities.	1
Small town feel, green spaces	1
Small town feel and community.	1
small town community feel	1
small town atmosphere so don't destroy that	1
Small town atmosphere - less suburban issues	1
Small town appeal and the convenience to Atlanta	1
Sense of community;	1
Sense of community & family	1
Safety and location	1
Safe and small feel -you know your neighbors	1
Residents who care about were we live.	1
Publix	1
Proximity to major city for jobs	1
Proximity to I20 and the expansion of metro Atlanta	1
Proximity to I-20 and Atlanta as well as Birmingham.	1
Proper planning (at least in some areas)	1
Plans are well underway to accommodate growth.	1
People	1
Parks	1
Our strong sense of community. Our location. Remembering what brought us to where we are today. Our conviction that we are all one family and our standing together to reject outside disruptive and destructive influences by those seeking to profit.	1
Opportunity for positive controlled growth	1
Nothing. We are doing nothing to preserve the history of Villa Rica. All the mayor and City council wants is to cram more people into this already overpopulated city all the while not fixing the infrastructure and bringing what we have up to date.	1
Nothing! Mayer and all council members should be removed	1
Nothing	1
Not sure. More jobs available potentially	1
Not aware of any great strengths	1
None that I can see currently.	1
None	1

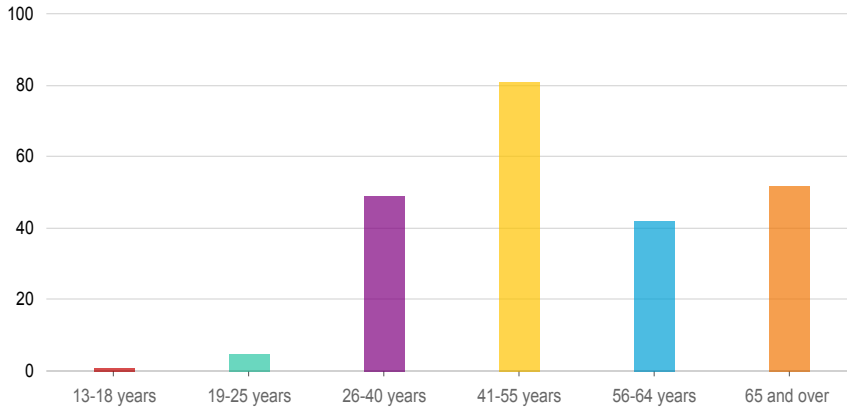
No over populated	1
Need good managers	1
More community involvement,	1
Money money money	1
Mirror Lake Subdivision !	1
Mirror Lake (the lake), continued investment in parks & trails, equitable access to affordable housing	1
Maintaining small town feel	1
Location/quint community/potential with the increased funding in many areas.	1
Location.	1
location, the number of people who care about our community and want good things to happen	1
Location, people.	1
location, affordability, quality of life	1
Location!	1
Location and access to safe community	1
Local festivals, rec department, children and youth programs and festivals	1
Keeping the small town community feel seems to be what most residents have in common	1
Keeping it a small town.	1
keeping empty nesters	1
It's people	1
its not too late to save the city if we act now	1
It's location, controlled growth, keeping homeowners tax base as low as possible	1
Its location	1
It's access to the interstate	1
It being small.	1
Interstate access will make it easier for us to move to another town with affordable housing.	1
Industrial job market	1
Improvement of local parks and recreation centers.	1
I have lived here only a short time, so I'm unable to answer some questions	1
I dont see any.	1
I don't know I don't see it being positive	1
I can't see things getting much better if you don't stop selling out the town to developers for profit. You are r uining a nice place to live.	1
Hopefully it will be listening to the "common" people and not the politicians.	1
Hopefully it can keep the small town feel	1
Hopefully deterring new growth	1
Hometown feel, parks and recreation, good police force	1

Hometown community	1
Historical Villa Rica Homes the way they are not destroying homes for renew roads	1
historic areas	1
Green spaces provided for current residents.	1
Green space	1
Great question.	1
Great question, however based on our current trajectory, I don't seem future strength	1
Great planning	1
Good Place to raise a family, Great for older people, School are good	1
Good living	1
good leadership	1
Family	1
Even as the city grows, it still holds a close, small town feel that I enjoy. Keeping that feeling is important to me.	1
Educational opportunities	1
Economic diversoty	1
Easy access to I 20 for travel to the city for work.	1
Do not see any currently, if trends continue as they are today. I will likely move away.	1
Diversity and financial income for the city/county.	1
Diversity	1
Continue with a small town community feel	1
Conservatives	1
Concentrate on family wellbeing and not business	1
Community cohesion	1
Community	1
Combination of yesterday and tomorrow	1
Close to major city and interstate	1
Close enough to Atlanta to commute far enough to not deal with the traffic.	1
C	1
Being open to change is the greatest strength.	1
Being able to adjust to the current environment and economic needs	1
Because Villa Rica is next to I -20 there should be a lot more industry witch means more jobs,.	1
As right now I don't see any	1
Adjacency to large cities.	1
Access to local school system, health care, housing.	1
Access to Interstate...	1

Accepting the diversity of this city, and the population growth.	1
A willingness on behalf of our City Council to push for a better way forward for us together.	1
A new generation should be taking official seats.	1
??	1
? People	1
the close proximity to the city and the nature	1

Answered: 159 Skipped: 74

**What is your age?**



Answers	Count	Percentage
13-18 years	1	0.43%
19-25 years	5	2.15%
26-40 years	49	21.03%
41-55 years	81	34.76%
56-64 years	42	18.03%
65 and over	52	22.32%

Answered: 230 Skipped: 3



**Villa Rica Comprehensive  
Plan Update  
Visioning / Open House  
Feedback Results**

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**What do you love about Villa Rica?**

- We have history!
- The amphitheater
- Everyone is so friendly and helpful
- Senior center
- Small town feel (commented many times)
- Nature
- Small town but you can find most of what you need
- The people and community
- Outdoor theater
- Quiet, good community
- Quiet and low key with lots of trees
- Gold Dust park
- Library
- Love this town, my home town
- The friendly environment/downtown

**What do you want to change about Villa Rica?**

- Let's clean up our commercial spaces...building facades, trash, landscaping, etc
- Volunteer community clean up days – let's all help beautify
- Require a GADL to drive golf carts
- More small, family-owned restaurants
- Dedicated cart paths and parking
- Can we use permeable concrete whenever possible?
- More 55+ housing
- Liquor sales
- More nature trails and dog parks
- Larger facility for senior citizens
- Less big city, more hometown
- More wholesome places for the youth (more sports facilities)
- Dog parks
- Sidewalks, roundabouts – Hickory Level behind Home Depot
- Exercise room in senior center:
  - Instead of ping pong table that's not used, use the space for senior exercise equipment. 1) bicycle with a padded chair that you can sit on. 2) resistant bands to workout hands and arms by pulling from a metal structure for upper body workouts!! 3) 3 to 4 padded chairs that you can sit on. 2) resistant bands to workout hands and arms by pulling from a metal structure for upper body workouts!! 3) 3 to 4 foot pool for exercise for senior mobility! 4) widescreen TV in cafeteria for health info and recipes for single individuals that lost their partner!
- Fix alley way in downtown Villa Rica for more marketing (online)
- Less traffic (industrial/Rockmart Rd)



**Villa Rica Comprehensive  
Plan Update  
Visioning / Open House  
Feedback Results**

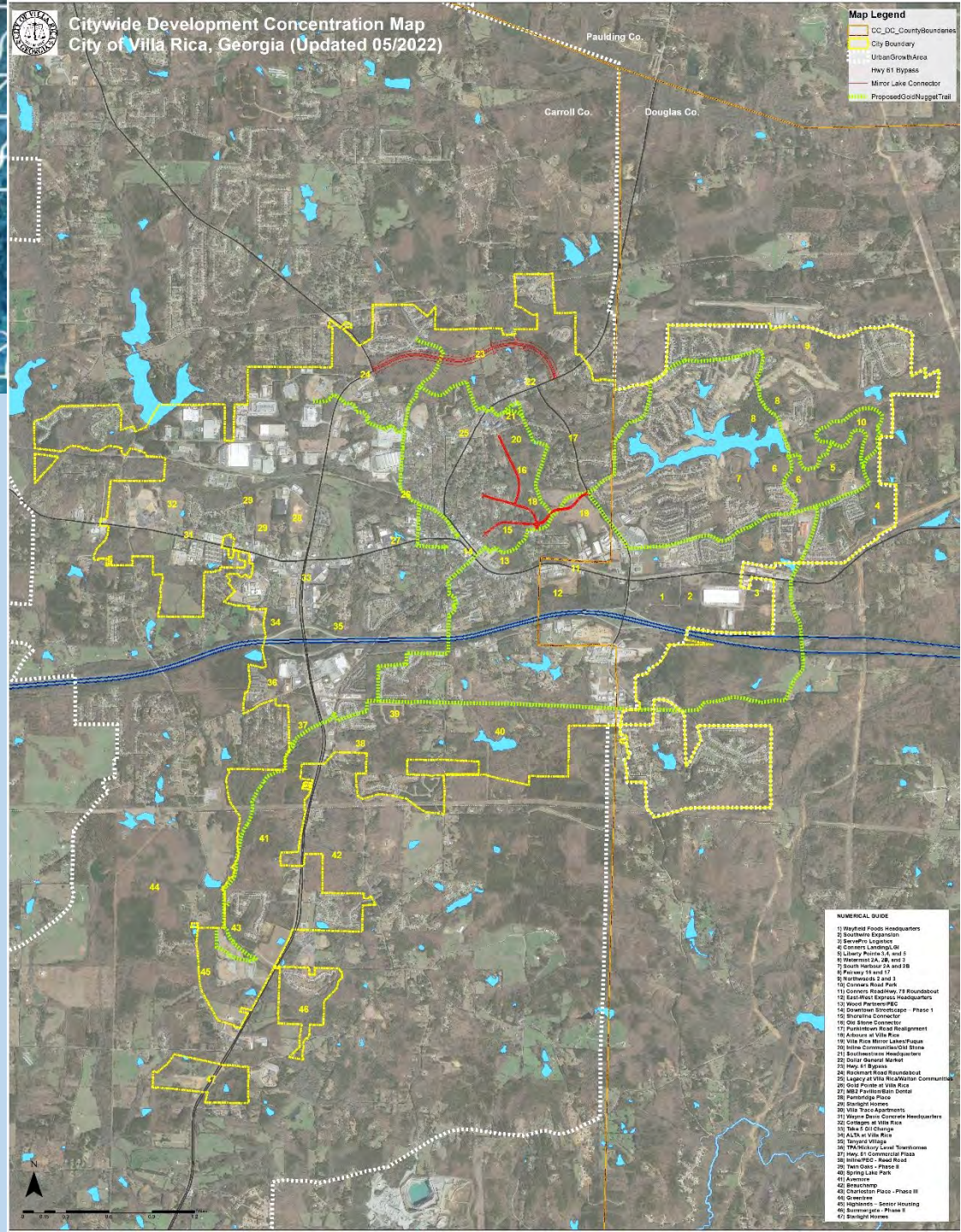
- 
- Add skate-park for kids to stay out of trouble
  - More community service projects
  - More awesome restaurants and shopping locations



# VILLA RICA's *renaissance*

2025 Growth Outlook

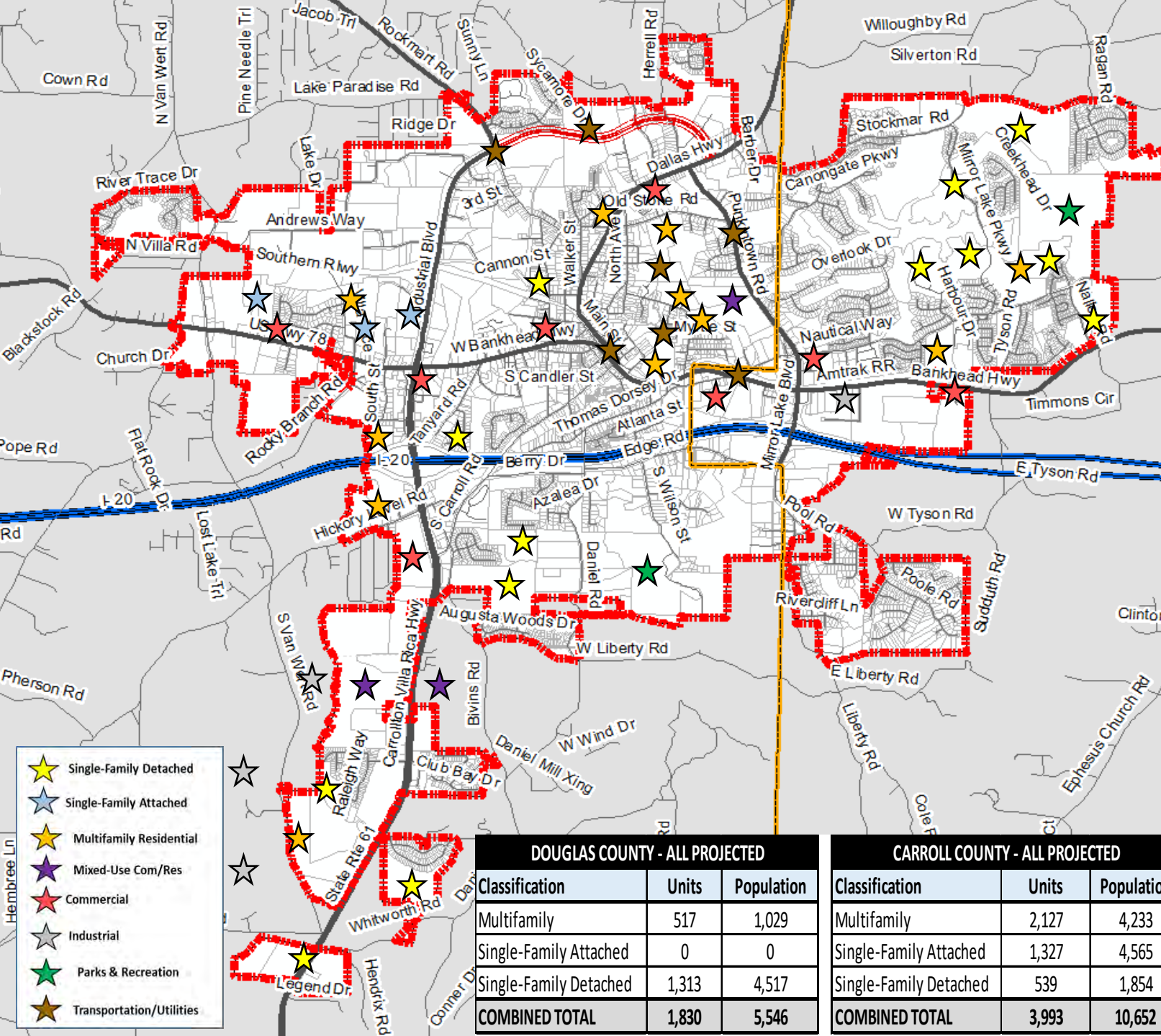




CARROLL COUNTY DOUGLAS COUNTY

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>1) Wayfield Foods Headquarters</li> <li>2) Southwire Expansion</li> <li>3) ServePro Logistics</li> <li>4) Conners Landing/LGI</li> <li>5) Liberty Pointe 3,4, and 5</li> <li>6) Tract 1 – Conners Road</li> <li>7) Watermist 2A, 2B, and 3</li> <li>8) South Harbour 2A and 2B</li> <li>9) Fairway 16 and 17</li> <li>10) Northwoods 2 and 3</li> <li>11) Conners Road Park</li> <li>12) Connors Road/Hwy. 78 Roundabout</li> <li>13) East-West Express Headquarters</li> <li>14) Wood Partners/PEC</li> <li>15) Downtown Streetscape – Phase 1</li> <li>16) Shoreline Connector</li> <li>17) Old Stone Connector</li> <li>18) Punkintown Road Realignment</li> <li>19) Arbours at Villa Rica</li> <li>20) Villa Rica Mirror Lakes/Fuqua</li> <li>21) Inline Communities</li> <li>22) VERIDA Headquarters</li> <li>23) Hwy. 61 Bypass</li> <li>24) Rockmart Road Roundabout</li> </ul> | <ul style="list-style-type: none"> <li>26) Legacy at Villa Rica/Walton Communities</li> <li>26) Gold Pointe at Dogwood</li> <li>27) MB2 Pavilion/Bain Dental</li> <li>28) Pembridge Place/Rockhaven</li> <li>29) Starlight Homes</li> <li>30) Villa Trace Apartments</li> <li>31) Wayne Davis Concrete Headquarters</li> <li>32) Cottages at Villa Rica</li> <li>33) Take 5 Oil Change</li> <li>34) ALTA at Villa Rica</li> <li>35) Tanyard Village</li> <li>36) TPA/Hickory Level Townhomes</li> <li>37) Hwy. 61 Commercial Plaza</li> <li>38) Inline Communities/Reed Road</li> <li>39) Twin Oaks - Phase II</li> <li>40) Spring Lake Park</li> <li>41) Avemore</li> <li>42) Beauchamp</li> <li>43) Charleston Place - Phase III</li> <li>44) Greentree</li> <li>45) Highlands – Senior Housing</li> <li>46) Summergate - Phase II</li> <li>47) Evergreen/Starlight Homes</li> </ul> |
|---|--|

- NUMERICAL GUIDE**
- 1) Wayfield Foods Headquarters
  - 2) Southwire Expansion
  - 3) ServePro Logistics
  - 4) Conners Landing/LGI
  - 5) Liberty Pointe 3, 4, and 5
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  - 13) Wood Partners/PEC
  - 14) Downtown Streetscape – Phase 1
  - 15) Shoreline Connector
  - 16) Punkintown Road Realignment
  - 17) Arbours at Villa Rica
  - 18) Villa Rica Mirror Lakes/Fuqua
  - 19) Inline Communities/Old Stone
  - 20) VERIDA Headquarters
  - 21) Wayne Davis Concrete Headquarters
  - 22) Dolar General Market
  - 23) Hwy. 61 Bypass
  - 24) Rockmart Road Roundabout
  - 25) Legacy at Villa Rica/Walton Communities
  - 26) Gold Pointe at Dogwood
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  - 28) Pembridge Place
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  - 41) Avemore
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  - 44) Greentree
  - 45) Highlands – Senior Housing
  - 46) Summergate - Phase II
  - 47) Evergreen/Starlight Homes



ID#	Project Name	Classification	Acreage	Units/Square Footage	Restrictions
1	Wayfield Foods Headquarters	Commercial	6.23	17,345	-
2	Southwire Expansion	Industrial	36.83	237,600	-
3	ServPro Logistics Facility	Industrial	10.81	75,000	-
4	Conners Landing	Single-Family Detached	62.76	196	-
5	Liberty Pointe	Single-Family Detached	47.30	298	-
6	Tract 1 - Conners Road	Multifamily	25.89	259	-
7	Watermist III	Multifamily	26.86	268	-
7	Watermist 2A and 2B	Single-Family Detached	63.93	105	-
8	South Harbor 2A and 2B	Single-Family Detached	62.54	84	-
9	Fairway 16 and 17	Single-Family Detached	59.23	209	-
10	Northwoods 2 and 3	Single-Family Detached	117.32	259	-
11	Conners Road Park	Parks/Recreation	159.30	-	-
12	Conners Road/Hwy.78 Roundabout	Transportation Improvement Project	-	-	-
13	East-West Express Headquarters	Commercial	33.50	18,000	-
14	Wood Partners/PEC	Multifamily	24.90	300	-
15	Downtown Streetscape - Phase I	Transportation Improvement Project	-	-	-
16	Mirror Lake Connector	Transportation Improvement Project	-	-	-
17	Arbors of Villa Rica	Multifamily	13.46	192	192 - Income
18	Villa Rica Mirror Lakes/Fuqua	Commercial	60.07	75,000	-
	Villa Rica Mirror Lakes/Fuqua	Multifamily	-	208	-
	Villa Rica Mirror Lakes/Fuqua	Single-Family Attached	-	255	-
19	Old Stone Connector	Transportation Improvement Project	-	-	-
20	Punkintown Realignment	Transportation Improvement Project	-	-	-
21	Inline Communities/Old Stone	Multifamily	61.93	302	-
	Inline Communities/Old Stone	Single-Family Attached	-	152	152 - Age
	Inline Communities/Old Stone	Single-Family Detached	-	91	91 - Age
22	Verida Headquarters	Commercial	13.80	36,000	-
23	Highway 61 Bypass	Transportation Improvement Project	-	-	-
24	Rockmart Road Roundabout	Transportation Improvement Project	-	-	-
25	Legacy at Wilton Trail	Multifamily	6.40	233	Age - 90/Income - 233
26	Gold Pointe at Dogwood	Single-Family Detached	5.10	15	-
27	MB2 Pavilion/Bain Dental	Commercial	4.15	18,316	-
28	Pembridge Place/Rockhaven	Single-Family Attached	21.75	210	-
29	Starlight Homes	Single-Family Attached	29.21	268	-
30	Villa Trace Apartments	Multifamily	12.49	64	-
31	Wayne Davis Concrete Headquarters	Commercial	2.07	12,200	-
32	Cottages at Villa Rica	Single-Family Attached	32.12	181	-
33	Take 5 Oil Change	Commercial	0.56	1,475	-
34	ALTA at Villa Rica	Multifamily	16.06	305	-
35	Tanyard Village	Single-Family Detached	20.04	34	-
36	TPA/Hickory Level Townhouses	Single-Family Attached	12.69	110	-
37	Hwy.61 Commercial Parcels/Kroger Hole	Commercial	50.31	14 Outparcels	-
38	Inline Communities/Reed Road	Single-Family Detached	75.00	181	-
39	Twin Oaks - Phase II	Single-Family Detached	24.82	66	-
40	Spring Lake Park	Parks/Recreation	103.00	-	-
41	Avemore	Single-Family Detached	192.09	222	-
	Avemore	Multifamily - Senior	-	300	300 - Age
	Avemore	Commercial	-	145,550	-
	Avemore	Multifamily	-	233	-
	Avemore	Single-Family Attached	-	70	-
42	Beauchamp	Commercial	65.00	-	-
	Beauchamp	Single-Family Detached	-	-	-
43	Charleston Place - Phase III	Single-Family Detached	19.42	53	-
44	Greentree/Tolbert - Unincorporated	Industrial	600.00	-	-
45	Summergate - Phase II	Single-Family Detached	52.63	60	-
46	Highlands	Multifamily	67.14	60	60 - Age
47	Evergreen/Starlight Homes	Single-Family Detached	92.08	318	-

DOUGLAS COUNTY - ALL PROJECTED			
Classification	Units	Population	
Multifamily	517	1,029	
Single-Family Attached	0	0	
Single-Family Detached	1,313	4,517	
<b>COMBINED TOTAL</b>	<b>1,830</b>	<b>5,546</b>	

CARROLL COUNTY - ALL PROJECTED			
Classification	Units	Population	
Multifamily	2,127	4,233	
Single-Family Attached	1,327	4,565	
Single-Family Detached	539	1,854	
<b>COMBINED TOTAL</b>	<b>3,993</b>	<b>10,652</b>	

**NEW HOUSING UNITS**  
**Douglas County: 1,830**  
**Carroll County: 3,993**

**UNDER CONSTRUCTION**      **IN PLAN REVIEW**  
**Douglas: 342**      **Carroll: 422**      **Douglas: 259**      **Carroll: 334**

# MIRROR LAKE

P.U.D.

CITY OF VILLA RICA  
CARROLL & DOUGLAS COUNTY, GEORGIA

## REVISED MASTER PLAN

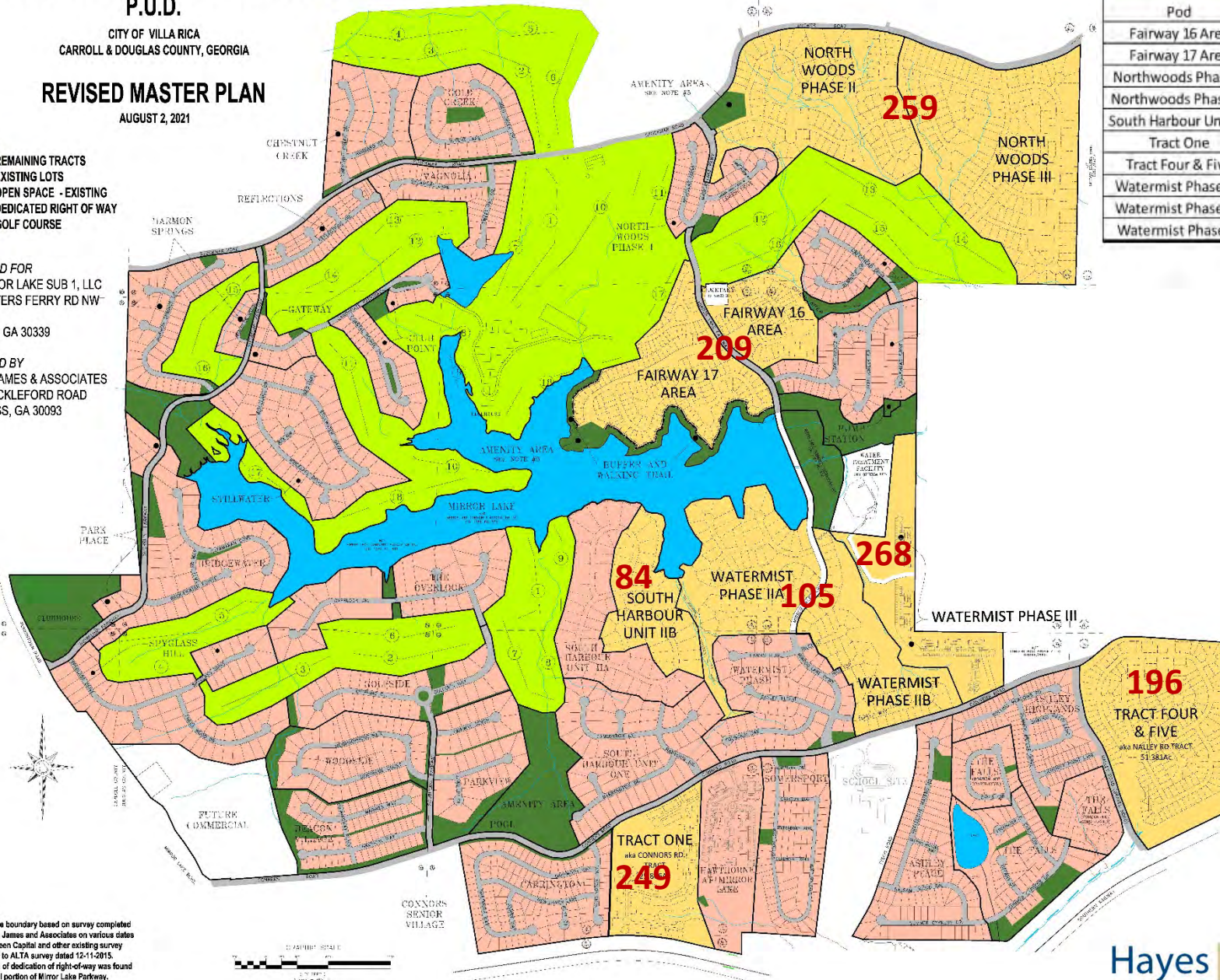
AUGUST 2, 2021

### LEGEND

- REMAINING TRACTS
- EXISTING LOTS
- OPEN SPACE - EXISTING
- DEDICATED RIGHT OF WAY
- GOLF COURSE

PREPARED FOR  
JLC MIRROR LAKE SUB 1, LLC  
6300 POWERS FERRY RD NW  
STE 600  
ATLANTA, GA 30339

PREPARED BY  
HAYES, JAMES & ASSOCIATES  
4145 SHACKLEFORD ROAD  
NORCROSS, GA 30093



Undeveloped Portions of Land						
Pod	Min Lot Width (ft)	Land Use	Available Acreage (AC)	Min Lot Size (sft)	Dwelling Per Acre	Maximum Total Lots
Fairway 16 Area	50	Cluster	17.55	6,000-7,000	3.8	66
Fairway 17 Area	60	High Den.	41.16	7,500	3.7	152
Northwoods Phase II	70	Med. Res.	51.31	8,000	2.0	105
Northwoods Phase III	70	Med. Res.	66.39	8,000	2.3	154
South Harbour Unit IIB	90	Med. Res.	19.57	10,000	1.8	36
Tract One	n/a	MF	24.89	-	10.0	249
Tract Four & Five	50	High Den.	51.38	6,000	3.3	172
Watermist Phase II A	70	Med. Res.	36.17	8,000	1.5	56
Watermist Phase II B	70	Med. Res.	27.76	8,000	1.8	49
Watermist Phase III	n/a	MF	26.86	6,000	10.0	268

SINGLE FAMILY TOTAL PROPOSED : 790 LOTS  
MULTIFAMILY TOTAL PROPOSED: 517 LOTS  
MAXIMUM TOTAL PROPOSED: 1,307 LOTS

MAXIMUM TOTAL LOTS FOR MIRROR LAKE: 3,289 LOTS

**1,370 new housing units in Mirror Lake alone !!**

- Multifamily Units – 517
- Single Family Detached – 853

**“All but two developments (Tract One and Watermist III) should be complete or under construction within the next 24 months.”**

**We’ll look further into population projections and student enrollment later in the presentation.**

REFERENCES:  
1. Composite boundary based on survey completed by Hayes, James and Associates on various dates for Fairgreen Capital and other existing survey data prior to ALTA survey dated 12-11-2015.  
2. No record of dedication of right-of-way was found for central portion of Mirror Lake Parkway.

# 2025 POPULATION GROWTH FORECAST

**2020 Census Population: 16,970** (based on Georgia Office of Redistricting)

Douglas County – 7,264    Carroll County – 9,706

**2022 Population Estimate: 18,319** (based on 01/2020 - 01/2022 Residential COs)

Douglas – 7,897    Carroll: 10,422

DOUGLAS COUNTY - 2020-2022		
Classification	New Units	Population
Multifamily	0	0
Single-Family Attached	0	0
Single-Family Detached	184	633
<b>COMBINED TOTALS</b>	<b>184</b>	<b>633</b>

CARROLL COUNTY 2020-2022		
Classification	New Units	Population
Multifamily	0	0
Single-Family Attached	0	0
Single-Family Detached	208	716
<b>COMBINED TOTALS</b>	<b>208</b>	<b>716</b>

**2025 Population Estimate: 30,490**

Douglas – 11,836    Carroll: 19,015

(based on Permitted Construction – 12,532 POP. INCREASE)

DOUGLAS COUNTY - 2022-2025		
Classification	New Units	Population
Multifamily	268	533
Single-Family Attached	0	0
Single-Family Detached	990	3,406
<b>COMBINED TOTALS</b>	<b>1,258</b>	<b>3,939</b>

CARROLL COUNTY 2022-2025		
Classification	New Units	Population
Multifamily	1,214	4,176
Single-Family Attached	1,076	3,701
Single-Family Detached	240	716
<b>COMBINED TOTALS</b>	<b>2,530</b>	<b>8,593</b>

**COMBINED UNITS UNDER CONSTRUCTION/PERMITTING/PLAN REVIEW: 3,788 NEW HOUSING UNITS**

## DENSITY DISTRIBUTIONS

Douglas County – 1,507 New Units

Carroll County – 2,432 New Units

## POPULATION CALCULATIONS

Multifamily – 1.99 persons/unit

Single-Family Attached – 3.44 persons/unit

Single-Family Detached – 3.44 persons/unit

ALL RESIDENTIAL PROJECTS PROJECTED		
Classification	Units	Population
Multifamily	2,644	5,262
Single-Family Attached	1,327	4,565
Single-Family Detached	1,852	6,371
<b>COMBINED TOTAL</b>	<b>5,823</b>	<b>16,198</b>

New Development Matrix CARROLL COUNTY								
Project Name	Classification	Acreage	Units	Restrictions?	Status	County	Sale/Rent	24-Month Buildout
Legacy at Walton Park	Multifamily	6.40	233	Income and Age	Completed (Phase 1) - 90 Units	Carroll County	Rent	143
Arbours of Villa Rica	Multifamily	13.46	192	Income	Under Construction	Carroll County	Rent	192
Gordon Street East - Woodall/PEC	Multifamily	24.88	300	-	Zoned - Concept Approved	Carroll County	Rent	-
Inline Communities/Old Stone	Multifamily	61.93	302	-	Zoned - Concept Approved	Carroll County	Rent	302
Villa Trace Apartments	Multifamily	12.49	64	-	Zoned - Concept Approved	Carroll County	Rent	64
Avemore	Multifamily	-	233	-	Zoned - Concept Approved	Carroll County	Rent	-
Villa Rica Mirror Lakes - Fuqua	Multifamily	-	208	-	Under Construction	Carroll County	Rent	208
ALTA at Villa Rica	Multifamily	16.06	305	-	Under Construction	Carroll County	Rent	305
Avemore	Multifamily - Senior	-	290	Age	Zoned - Concept Approved	Carroll County	Rent	-
Rivershire Place (behind CCFD)	Single-Family Attached	21.75	210	-	Under Construction	Carroll County	Sale	210
Hickory Level Townhouses	Single-Family Attached	12.69	110	-	Under Construction	Carroll County	Sale	110
Villa Rica Mirror Lakes	Single-Family Attached	-	255	-	Under Construction	Carroll County	Sale	255
Inline Communities/Old Stone	Single-Family Attached	-	52	Age	Zoned - Concept Approved	Carroll County	Sale	52
Avemore	Single-Family Attached	-	70	-	Zoned - Concept Approved	Carroll County	Sale	-
Inline Communities/Reed Road	Single-Family Attached	75.00	181	-	Zoned - Concept Approved	Carroll County	Sale	181
Cottages at Villa Rica	Single-Family Attached	32.12	181	Age	Zoned - Concept Plan Approved	Carroll County	Rent	-
Starlight Homes	Single-Family Attached	29.21	268	-	Under Construction	Carroll County	Sale	268
Beauchamp	Single-Family Detached	-	-	-	Unincorporated	Carroll County	Sale	-
Buildmore/White Street	Single-Family Detached	5.10	15	-	Completed	Carroll County	Sale	15
Tanyard Village	Single-Family Detached	20.04	34	-	Under Construction	Carroll County	Sale	15
Charleston Place - Phase III	Single-Family Detached	19.42	53	-	Under Construction	Carroll County	Sale	53
Inline Communities/Old Stone	Single-Family Detached	-	91	Age	Zoned - Concept Approved	Carroll County	Sale	91
Avemore	Single-Family Detached	192.09	220	-	Zoned - Concept Plan Approved	Carroll County	Sale	-
Summergate - Phase III	Single-Family Detached	52.63	60	-	Zoned - Concept Plan Approved	Carroll County	Sale	-
Twin Oaks -Phase II	Single-Family Detached	24.82	66	-	Under Construction	Carroll County	Sale	66

New Development Matrix DOUGLAS COUNTY								
Project Name	Classification	Acreage	Units	Restrictions?	Status	County	Sale/Rent	24-Month Buildout
Conners Road - Tract 1	Multifamily	25.86	249	-	Zoned - Concept Approved	Douglas County	Rent	-
Watermist III	Multifamily	26.86	268	-	Zoned - Concept Approved	Douglas County	Rent	-
Brandywine Lake - Phase 2	Single-Family Detached	41.81	100	-	Completed	Douglas County	Sale	-
Liberty Pointe - Phase I, II, and III	Single-Family Detached	29.71	223	-	Completed	Douglas County	Sale	-
Liberty Pointe - Phase IV and V	Single-Family Detached	29.71	75	-	Under Construction	Douglas County	Sale	75
Conners Landing	Single-Family Detached	62.76	196	-	Under Construction	Douglas County	Sale	196
South Harbor 2A and 2B	Single-Family Detached	62.54	84	-	Under Construction	Douglas County	Sale	84
Watermist 2A and 2B	Single-Family Detached	63.93	105	-	Under Construction	Douglas County	Sale	105
Fairway 16 and 17	Single-Family Detached	59.23	209	-	Zoned - Concept Approved	Douglas County	Sale	209
Northwoods 2 and 3	Single-Family Detached	117.32	259	-	Zoned - In plan review	Douglas County	Sale	259

## 5,823 New Residential Units

Under Construction, Permitted, or Zoned/Platted

Current Population (2020 Census): 16,970

Projected Population Growth: +16,198

**Projection Period End Population: 33,168**

**3,458 Units currently Under Construction as of 07/2023**



# IMPACT ON LOCAL SCHOOLS

990 Single-Family Detached Units in Douglas County  
517 Multifamily and Townhomes in Douglas County

Projection: 1,389 School-Aged Students (Douglas)

DOUGLAS COUNTY - 2022-2025							
			45%	25%	30%		
	Units	Students	Elem	Middle	High	Total	
Apartments	268	80	36	20	24	80	
Townhomes	0	0	0	0	0	0	
Houses	990	931	419	233	279	931	
	<b>1,258</b>	<b>1,011</b>	<b>455</b>	<b>253</b>	<b>303</b>	<b>1,011</b>	

**1,954 STUDENTS**

Based on the number of housing units under construction, issued an LDP, or in plan review.

DOUGLAS COUNTY - ALL PROJECTED							
			45%	25%	30%		
	Units	Students	Elem	Middle	High	Total	
Apartments	517	155	70	38	47	155	
Townhomes	0	0	0	0	0	0	
Houses	1,313	1,234	555	309	370	1,234	
	<b>1,830</b>	<b>1,389</b>	<b>625</b>	<b>347</b>	<b>417</b>	<b>1,389</b>	

**3,188 STUDENTS**

Based on the number of housing units under construction, in plan review and have approved zoning and/or concept plans.

539 Single-Family Detached Units in Carroll County\*\*  
3,454 Multifamily and Townhomes in Carroll County\*\*

Projection: 1,799 School-Aged Students (Carroll)

\*\* There are 523 multifamily, 233 townhouse units, and 91 single-family detached units that are age restricted and will not contribute to the student population = 847 units.

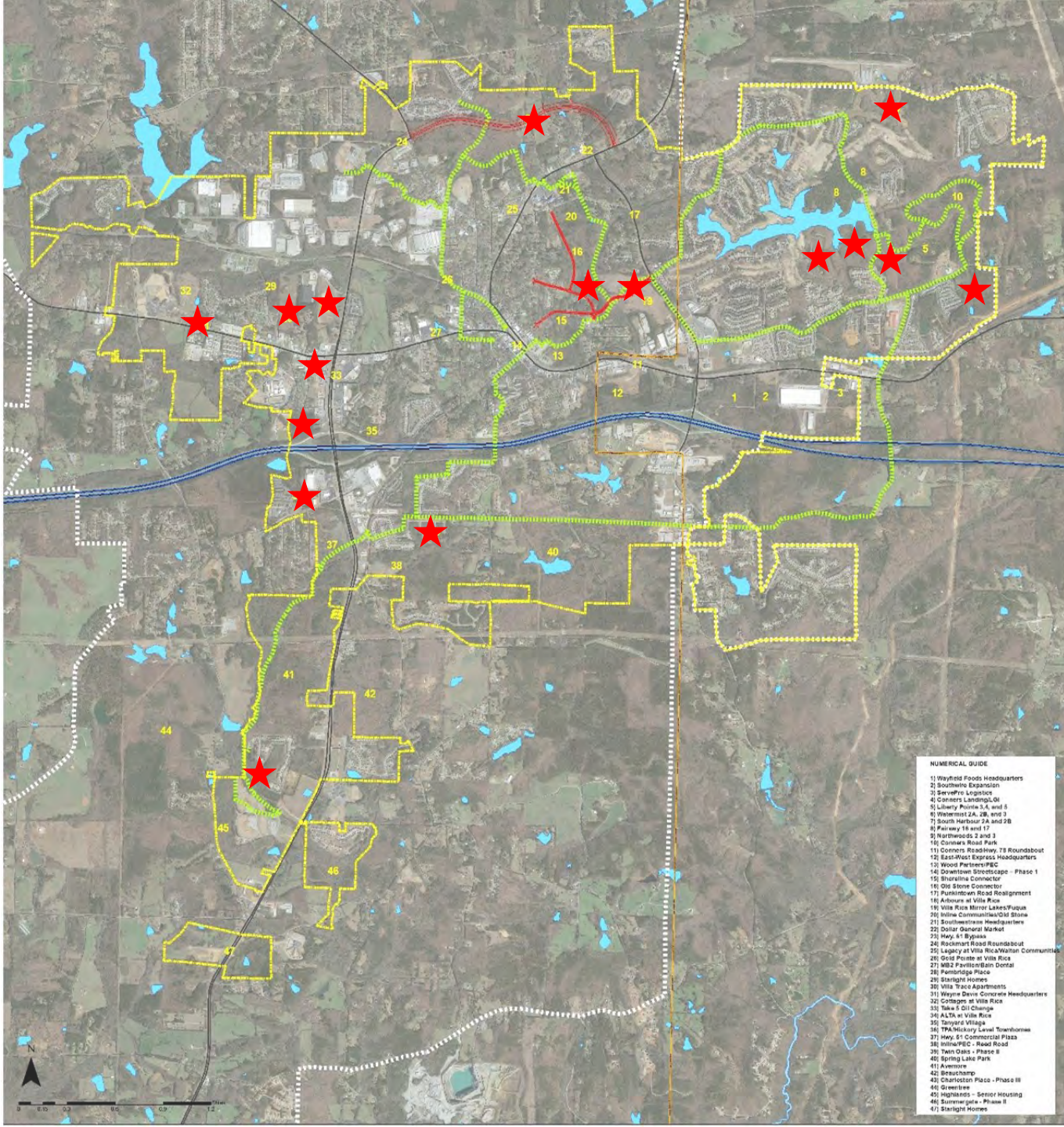
CARROLL COUNTY 2022-2025							
			45%	25%	30%		
	Units	Students	Elem	Middle	High	Total	
Apartments	691*	207	93	52	62	207	
Townhomes	843*	691	311	173	207	691	
Houses	149*	45	20	11	14	45	
	<b>1,683*</b>	<b>943</b>	<b>424</b>	<b>236</b>	<b>283</b>	<b>943</b>	

\* Excludes 523 MF, 233, TH, and 91 SF Age Restricted Units

CARROLL COUNTY - ALL PROJECTED							
			45%	25%	30%		
	Units	Students	Elem	Middle	High	Total	
Apartments	1,604*	481	216	120	144	481	
Townhomes	1,094*	897	404	224	251	897	
Houses	448*	421	189	105	126	421	
	<b>3,146*</b>	<b>1,799</b>	<b>810</b>	<b>450</b>	<b>522</b>	<b>1,799</b>	

\* Excludes 523 MF, 233, TH, and 91 SF Age Restricted Units

# Active Development Projects



★  
Active Development Projects

- NUMERICAL GUIDE**
- 1) Wayfield Foods Headquarters
  - 2) Southwile Expansion
  - 3) ServePro Logistics
  - 4) Connors Landings/DL
  - 5) Liberty Pointe 3, 4, and 5
  - 6) Westmont 2A, 2B, and 3
  - 7) South Harbour 2A and 2B
  - 8) Parkway 16 and 17
  - 9) Northwoods 2 and 3
  - 10) Connors Road Park
  - 11) Connors Roadway 78 Roundabout
  - 12) East-West Express Headquarters
  - 13) Wood Partners/PEC
  - 14) Downtown Streetscape - Phase 1
  - 15) Burlingame Connector
  - 16) Oak Stone Connector
  - 17) Parktown Road Realignment
  - 18) Ashmore at Villa Rica
  - 19) Villa Rica Mirror Lakes/Purua
  - 20) Inline Communities/Old Stone
  - 21) Southwestern Headquarters
  - 22) Dollar General Market
  - 23) Hwy. 61 Bypass
  - 24) Rockmart Road Roundabout
  - 25) Legacy at Villa Rica/Walton Communities
  - 26) Gold Poste at Villa Rica
  - 27) M&Z Furniture/Bath Dental
  - 28) Pembroke Place
  - 29) Starlight Homes
  - 30) Villa Trace Apartments
  - 31) Wayne Drive Concrete Headquarters
  - 32) Cottages at Villa Rica
  - 33) Taka 5 Oil Change
  - 34) ALTA at Villa Rica
  - 35) Tanager Villages
  - 36) TPANickory Level Townhomes
  - 37) Hwy. 61 Commercial Plaza
  - 38) Inline/PEC - Road Road
  - 39) Train Oaks - Phase II
  - 40) Spring Lake Park
  - 41) Avonire
  - 42) Brachamp
  - 43) Charleston Place - Phase III
  - 44) Greentree
  - 45) Highlands - Senior Housing
  - 46) Sunningdale - Phase II
  - 47) Starlight Homes

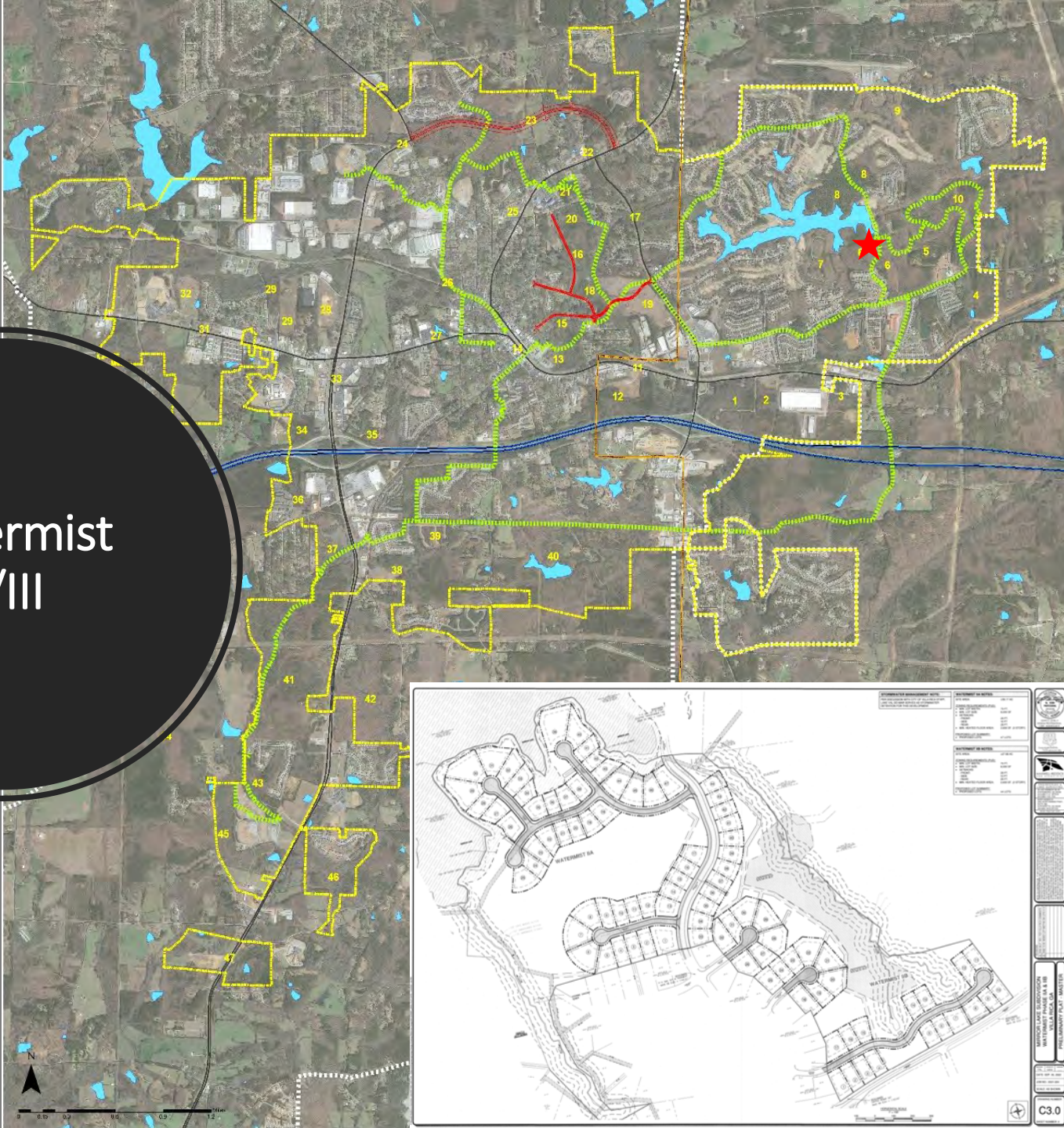


# Conners Landing





# Watermist II/III



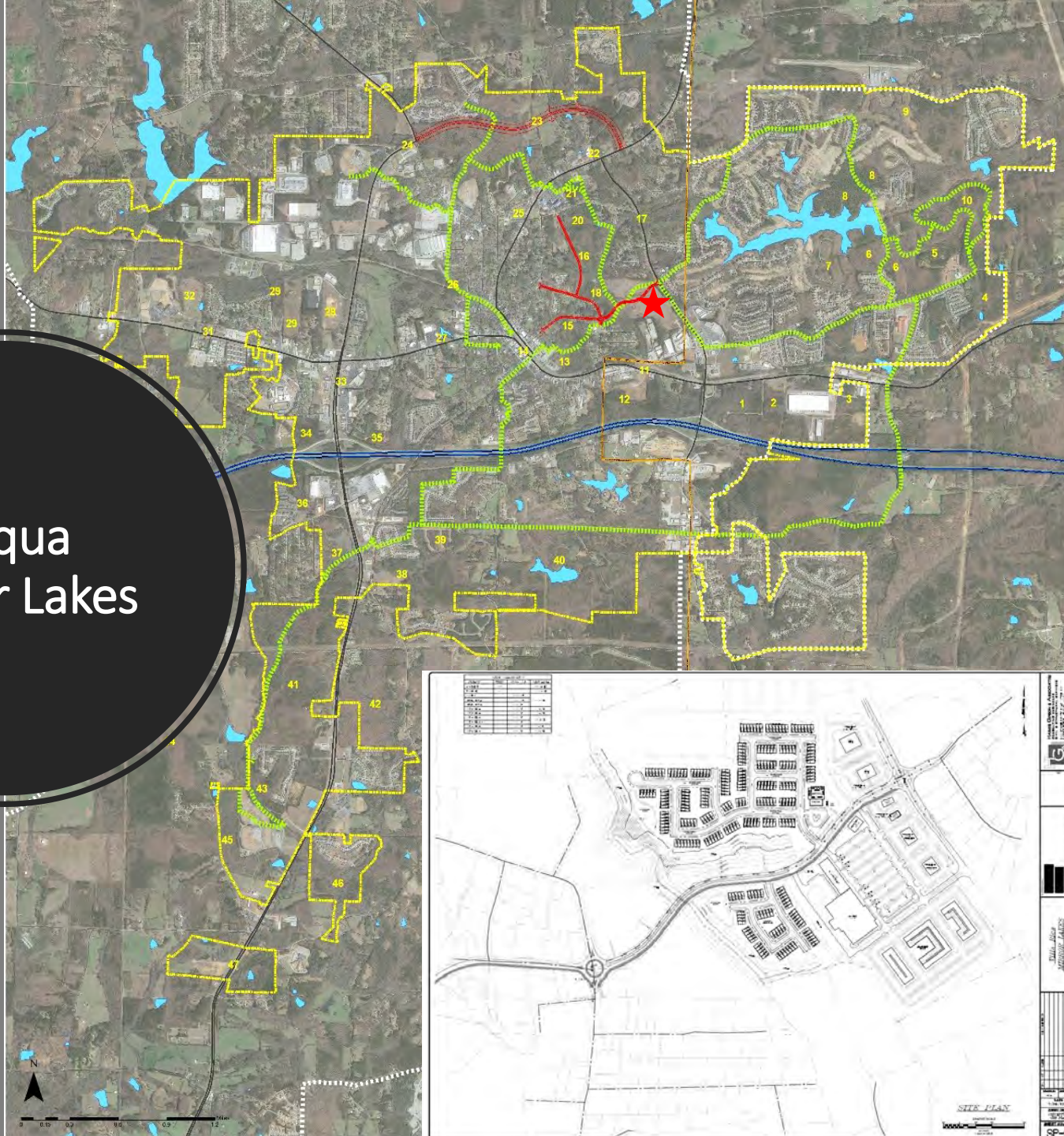
<b>GENERAL NOTES</b>	<b>LEGEND</b>
1. ALL CONSTRUCTION SHALL BE IN ACCORDANCE WITH THE LATEST EDITIONS OF THE INTERNATIONAL RESIDENTIAL CODE BOOK (IRC) AND THE INTERNATIONAL BUILDING CODE (IBC).	1. LOT LINES
2. ALL UTILITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE LATEST EDITIONS OF THE INTERNATIONAL PLUMBING CODE (IPC) AND THE INTERNATIONAL ELECTRICAL CODE (IEC).	2. WATER MAIN
3. ALL UTILITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE LATEST EDITIONS OF THE INTERNATIONAL MECHANICAL CODE (IMC) AND THE INTERNATIONAL FIRE CODE (IFC).	3. GAS MAIN
4. ALL UTILITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE LATEST EDITIONS OF THE INTERNATIONAL SEWER AND DRAINAGE CODE (ISD) AND THE INTERNATIONAL WATER MAIN CODE (IWM).	4. SEWER MAIN
5. ALL UTILITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE LATEST EDITIONS OF THE INTERNATIONAL WATER MAIN CODE (IWM) AND THE INTERNATIONAL SEWER AND DRAINAGE CODE (ISD).	5. OTHER UTILITIES
6. ALL UTILITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE LATEST EDITIONS OF THE INTERNATIONAL WATER MAIN CODE (IWM) AND THE INTERNATIONAL SEWER AND DRAINAGE CODE (ISD).	6. WATER MAIN
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46. ALL UTILITIES SHALL BE INSTALLED IN ACCORDANCE WITH THE LATEST EDITIONS OF THE INTERNATIONAL WATER MAIN CODE (IWM) AND THE INTERNATIONAL SEWER AND DRAINAGE CODE (ISD).	46. WATER MAIN

# Northwoods II & III

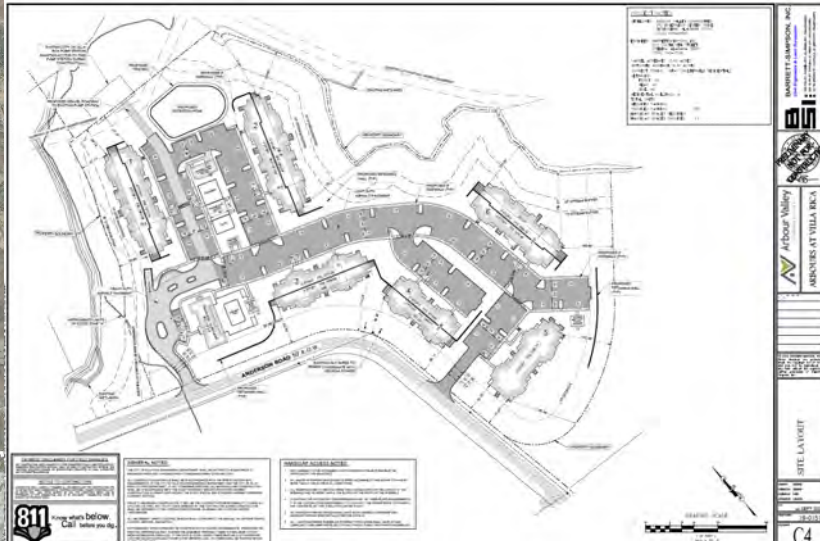


255 Single-Family Attached  
208 Multifamily  
75,000 sf Commercial

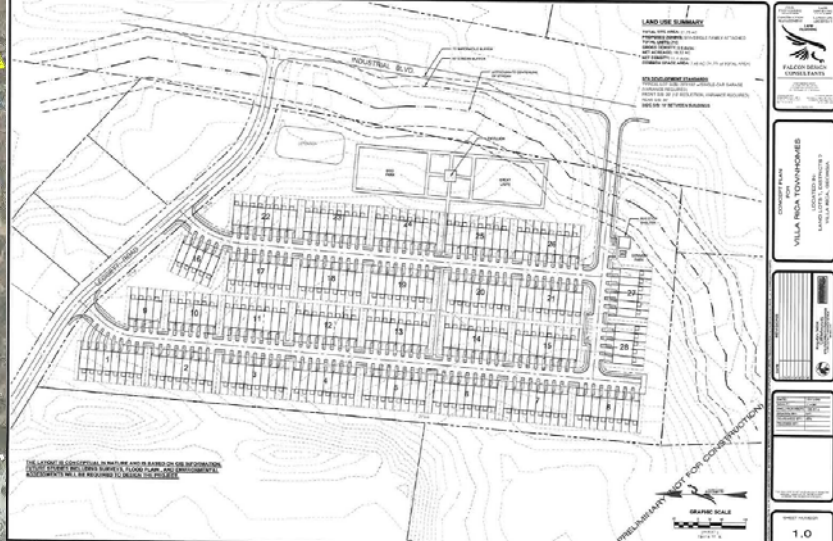
# Fuqua Mirror Lakes



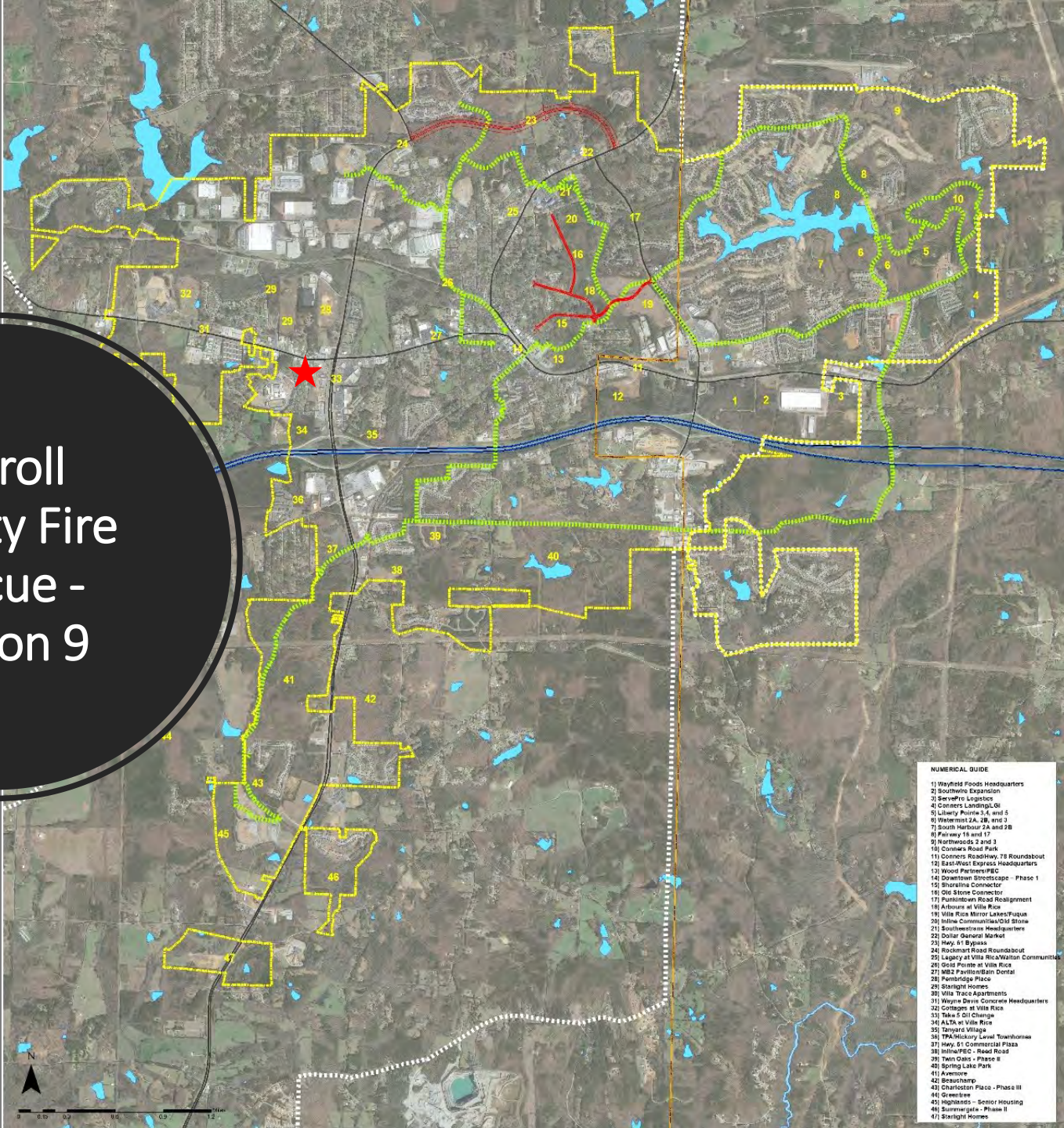
# Arbors at Villa Rica



# Rivershire Place

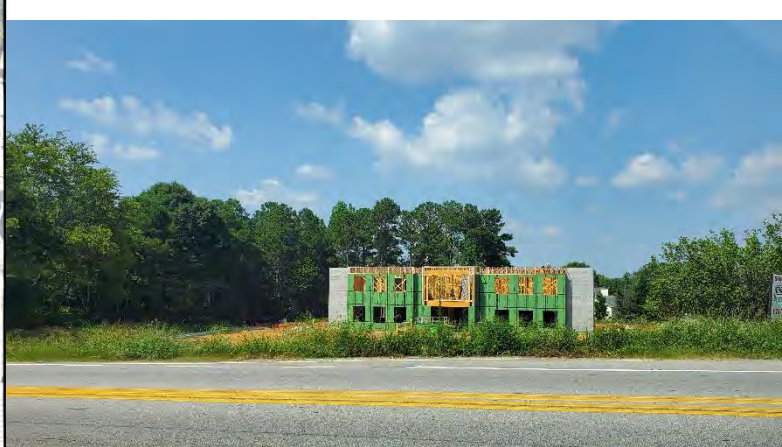
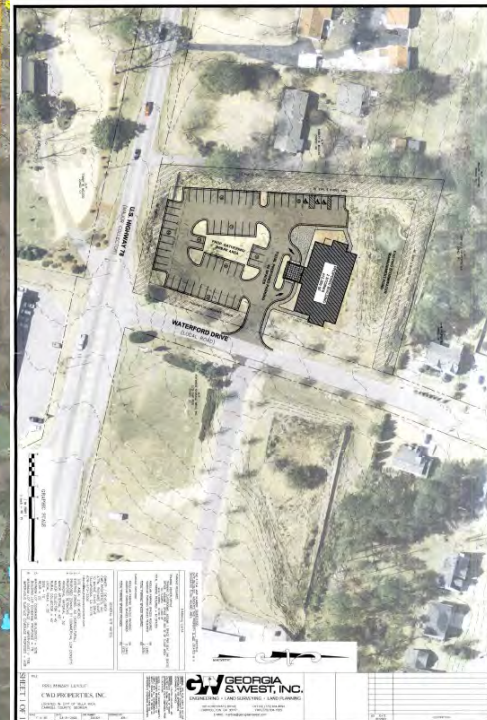
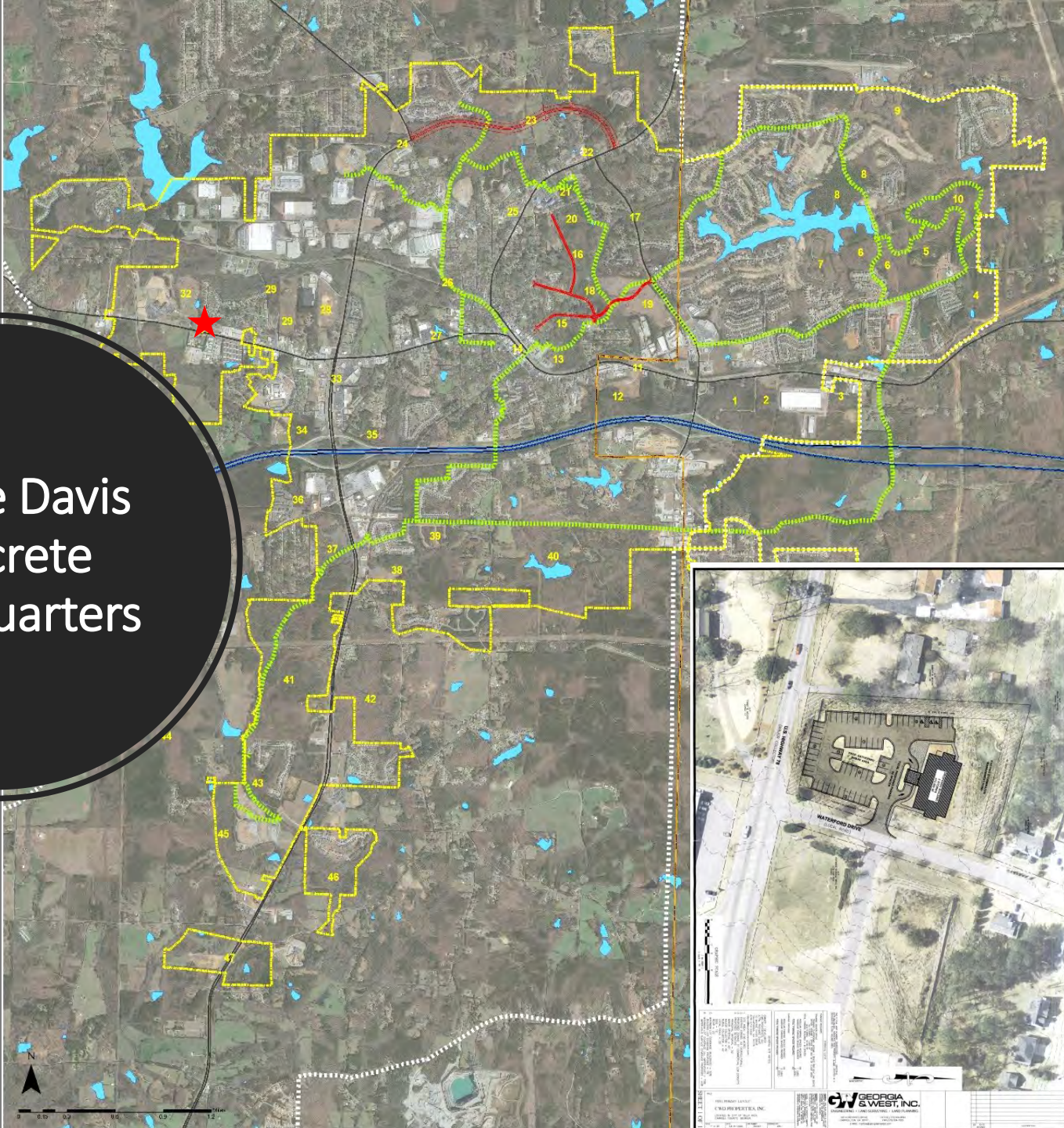


# Carroll County Fire Rescue - Station 9

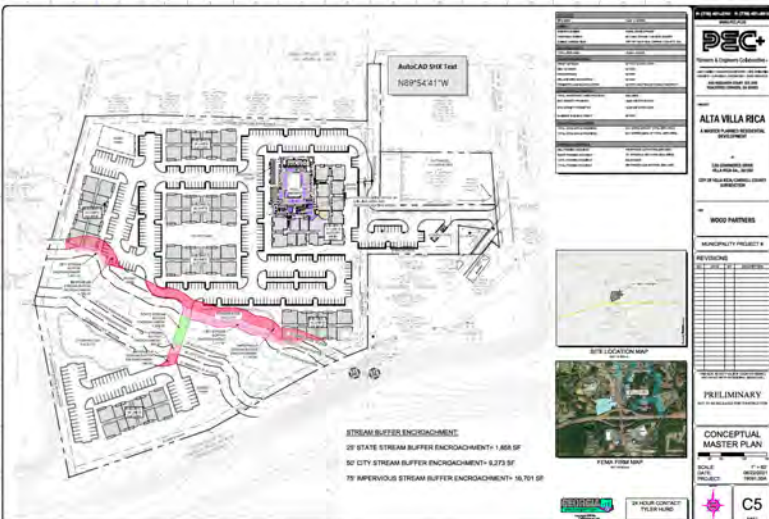




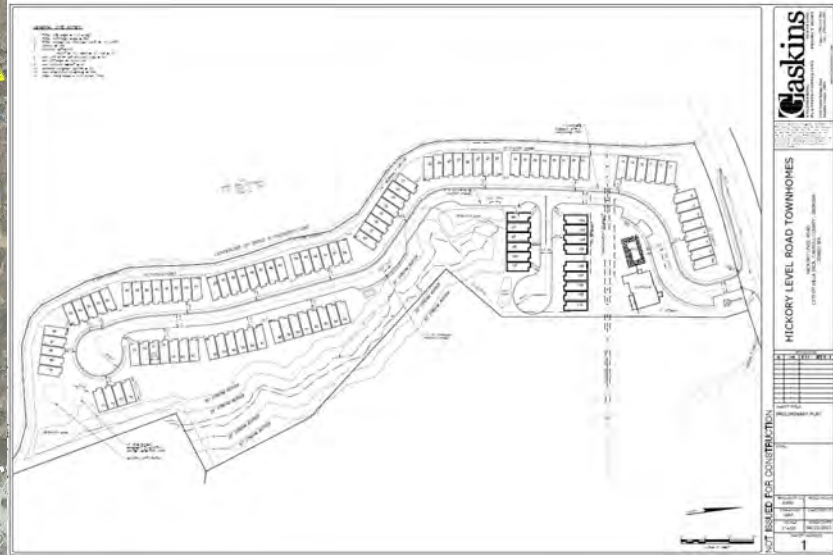
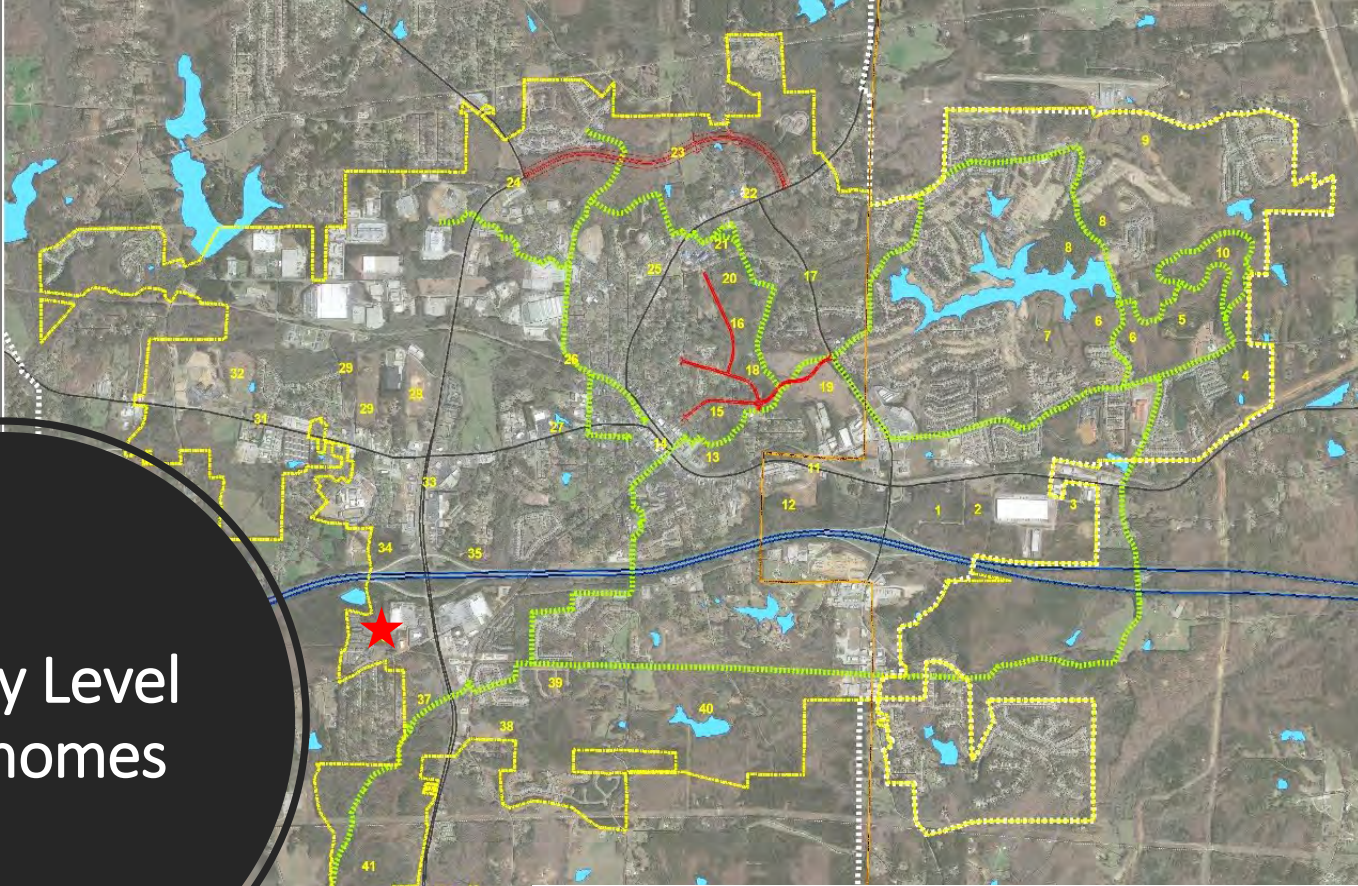
# Wayne Davis Concrete Headquarters



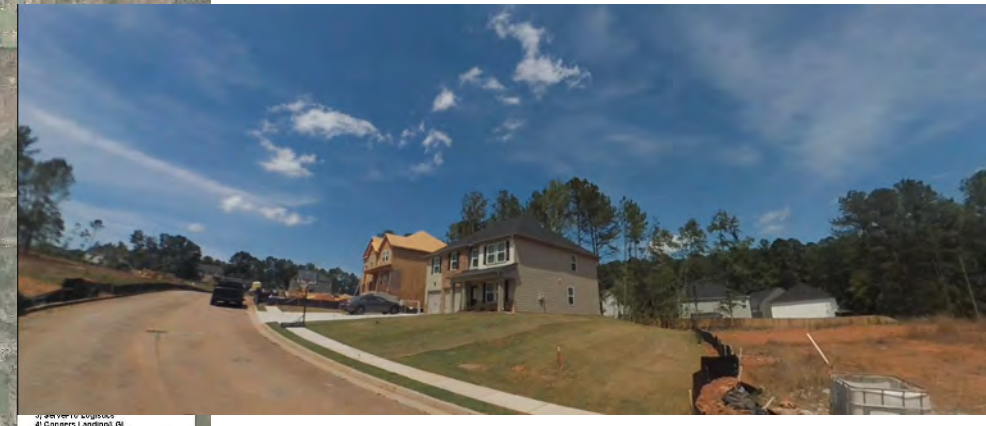
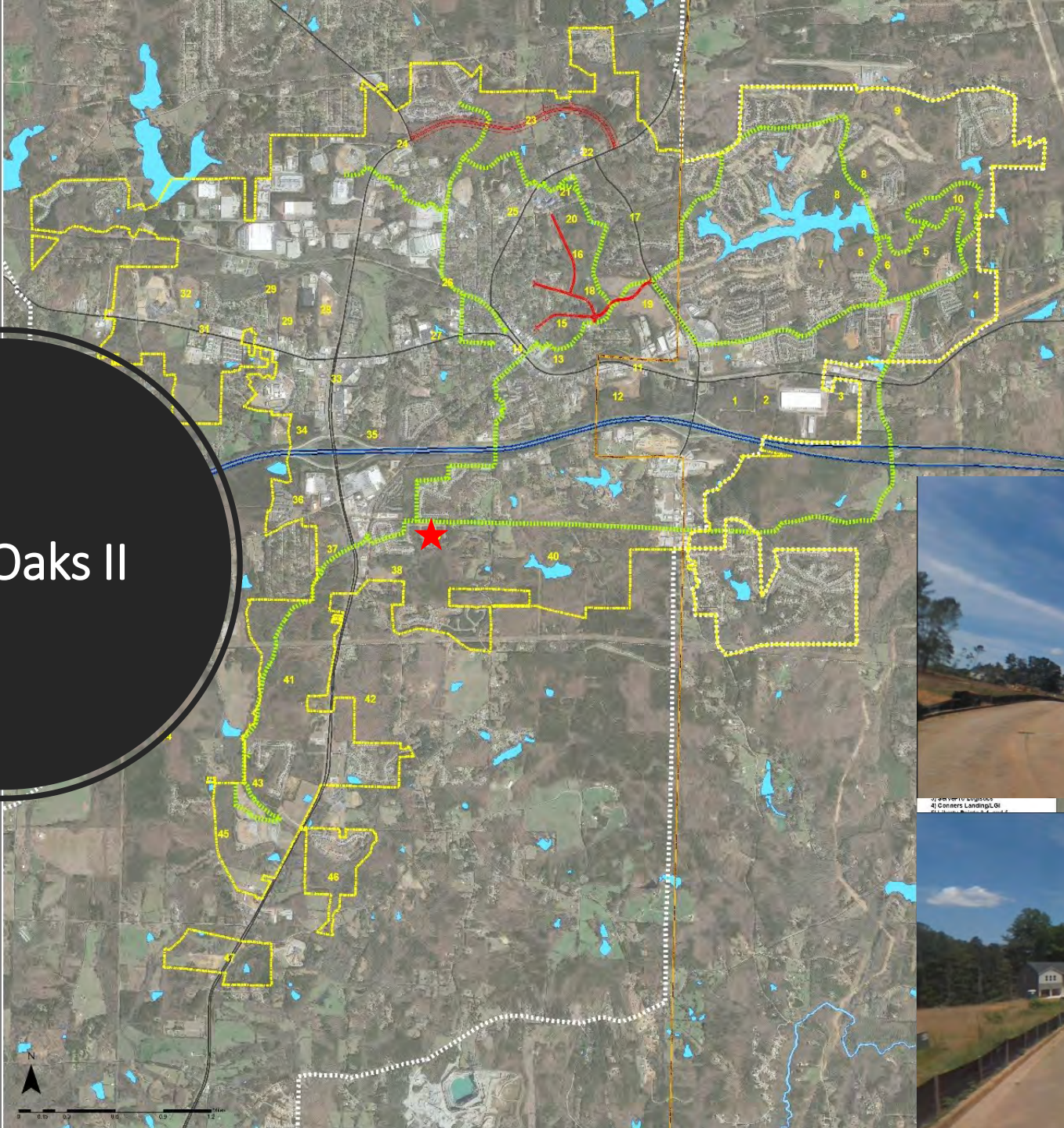
# ALTA Villa Rica



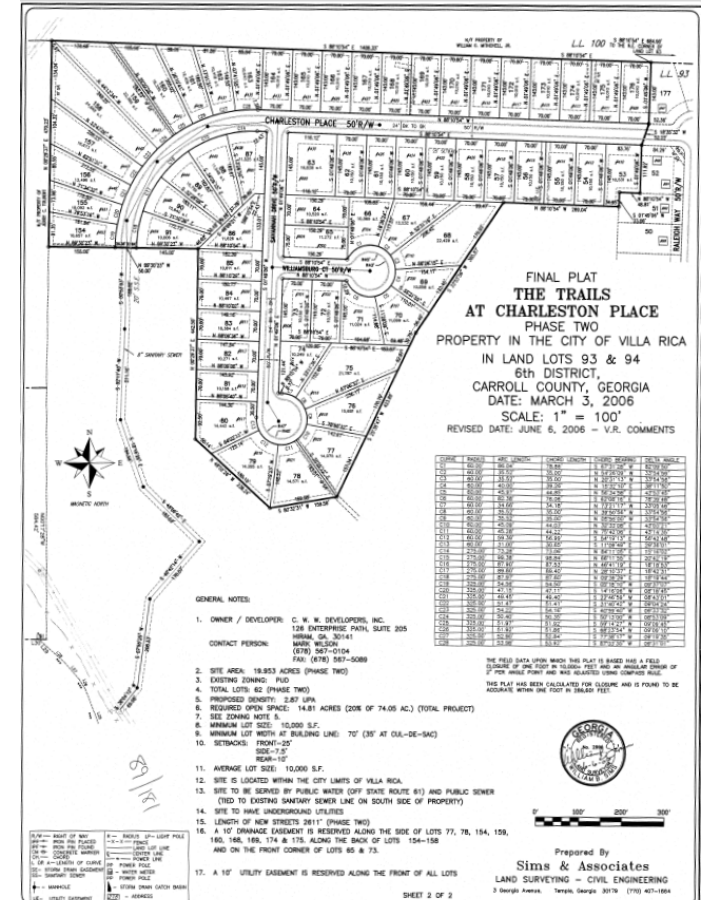
# Hickory Level Townhomes



# Twin Oaks II

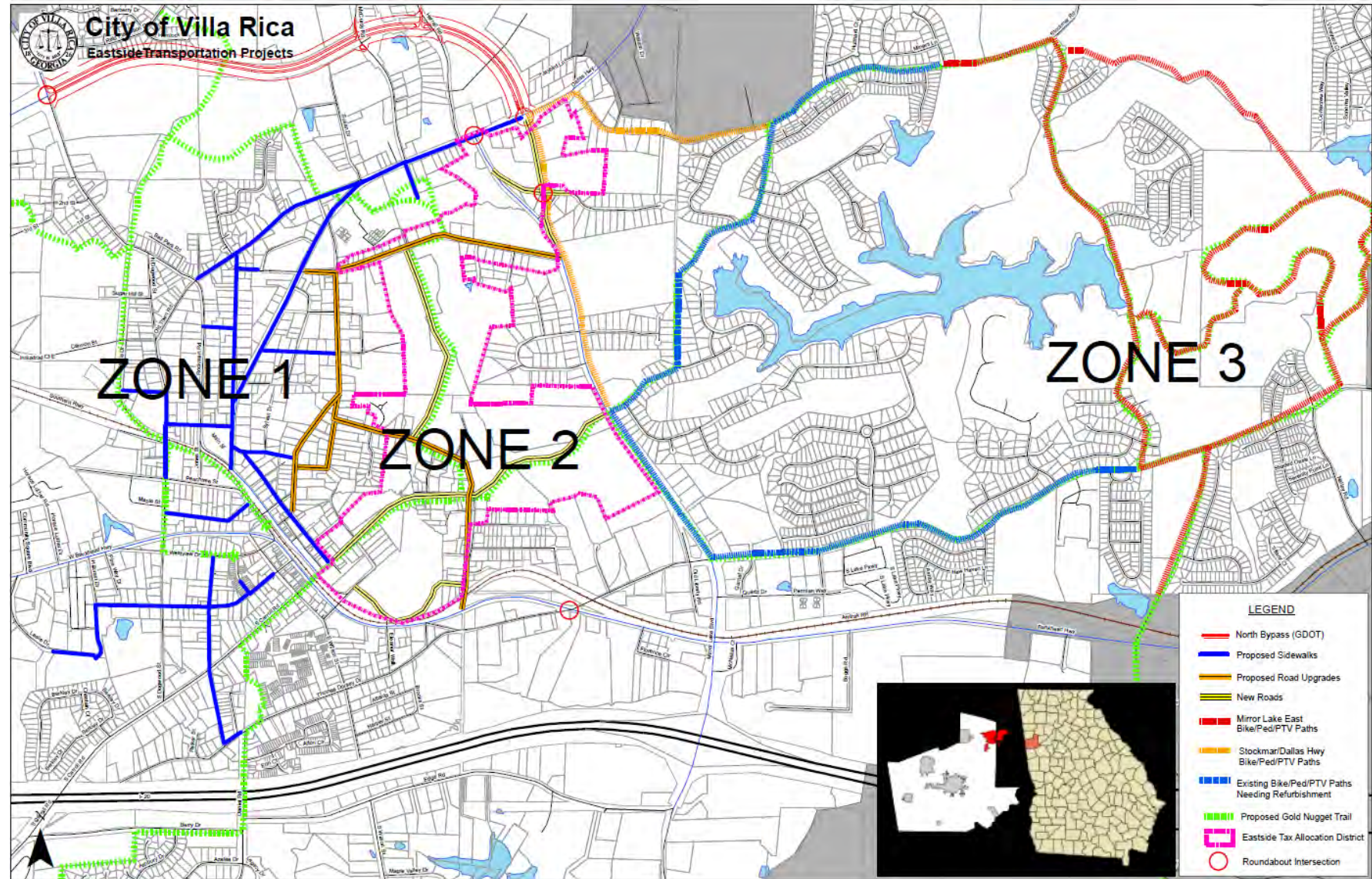


# Charleston Place II

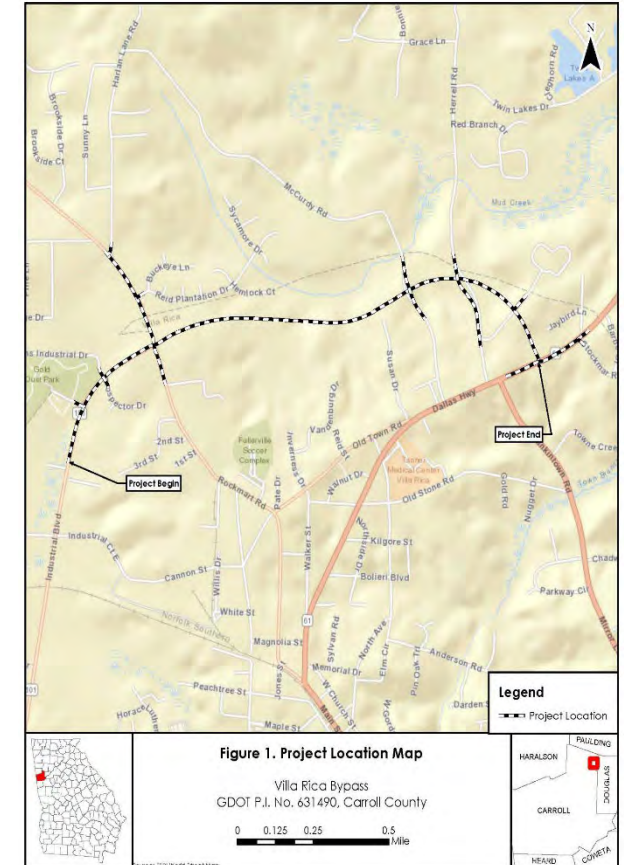


# Transportation Project Zones

- **Zone 1**
  - Complete sidewalk network
  - Partners: GDOT and Georgia Safe Routes to School
- **Zone 2**
  - Upgraded roads
  - New road networks
- **Zone 3**
  - Refurbishment of existing multimodal paths
  - New multimodal path networks



# Transportation Project Zones – Hwy 61 Bypass



# Transportation Project Zones – Mirror Lake Connector





- Urbanized Villa Rica
- Focus on Downtown and Fullerville
- Roughly 70% of the Gold Nugget Trail Network
- Priorities: Housing, Blight Removal, Economic Development, Multimodal Paths, and Placemaking
- 80% Federal Funding for LCI Implementation Projects

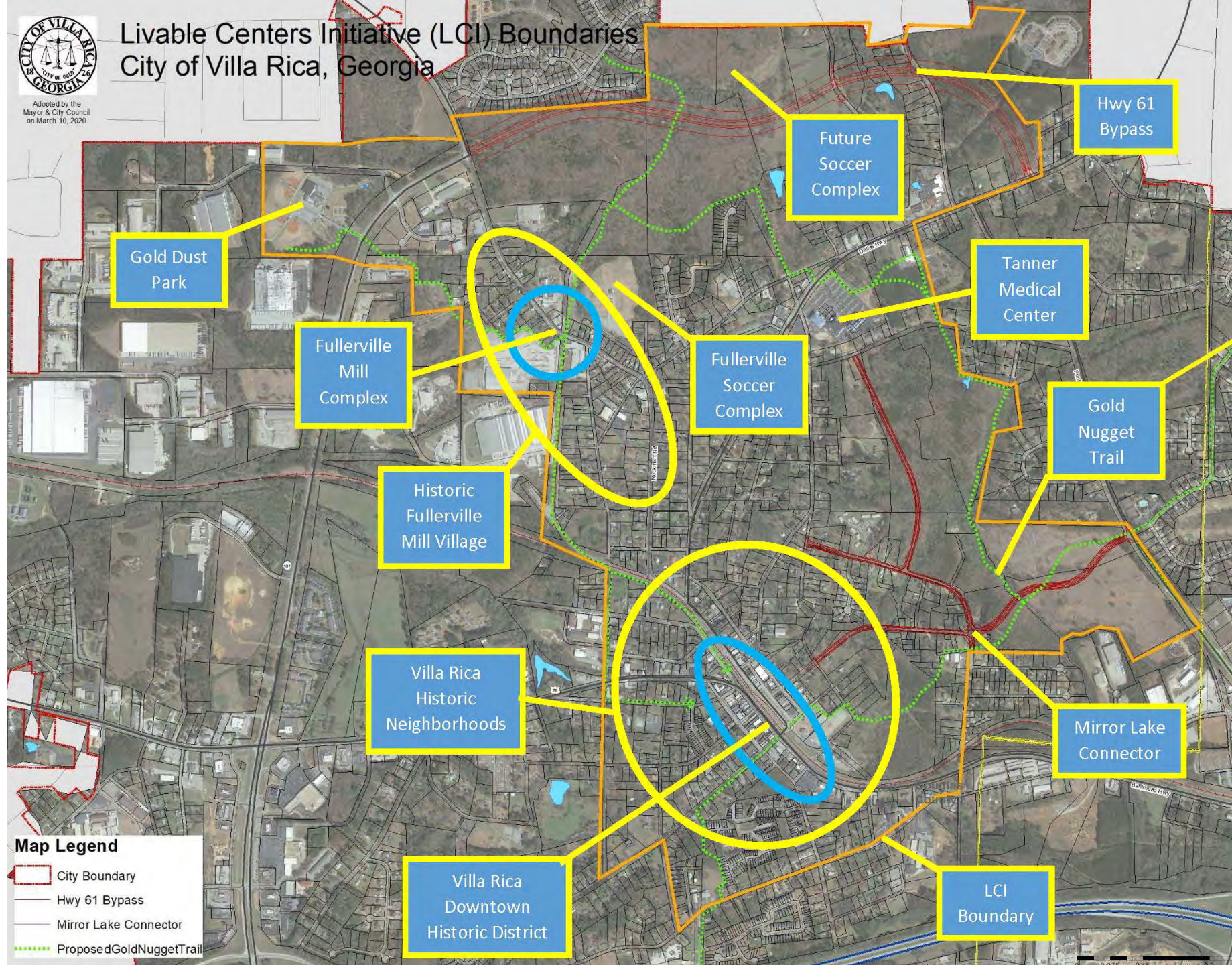


Atlanta Regional Commission

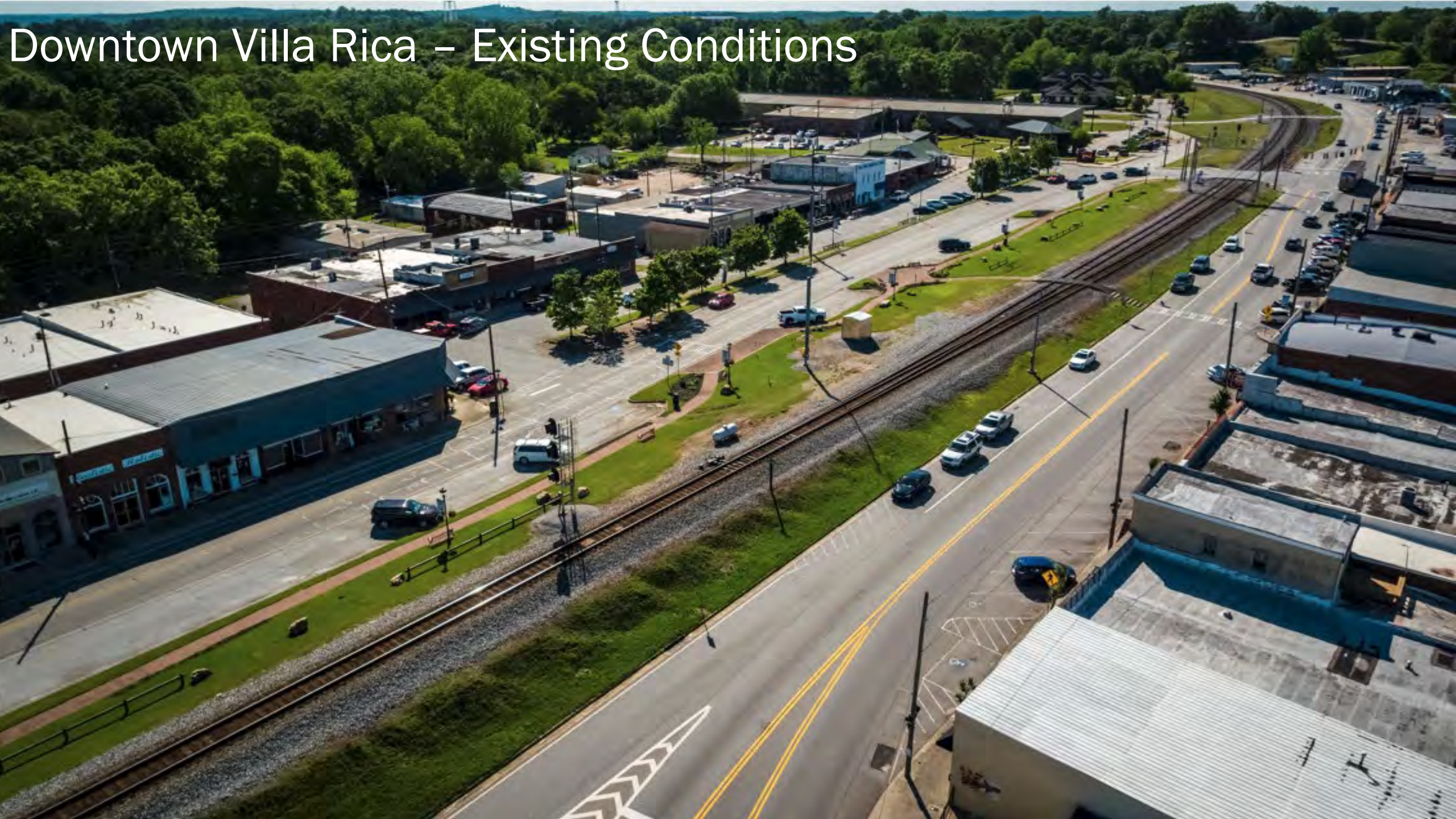


## Livable Centers Initiative (LCI) Boundaries City of Villa Rica, Georgia

Adopted by the Mayor & City Council on March 10, 2020



# Downtown Villa Rica – Existing Conditions





# \$1,430,000 Phase I Project Cost

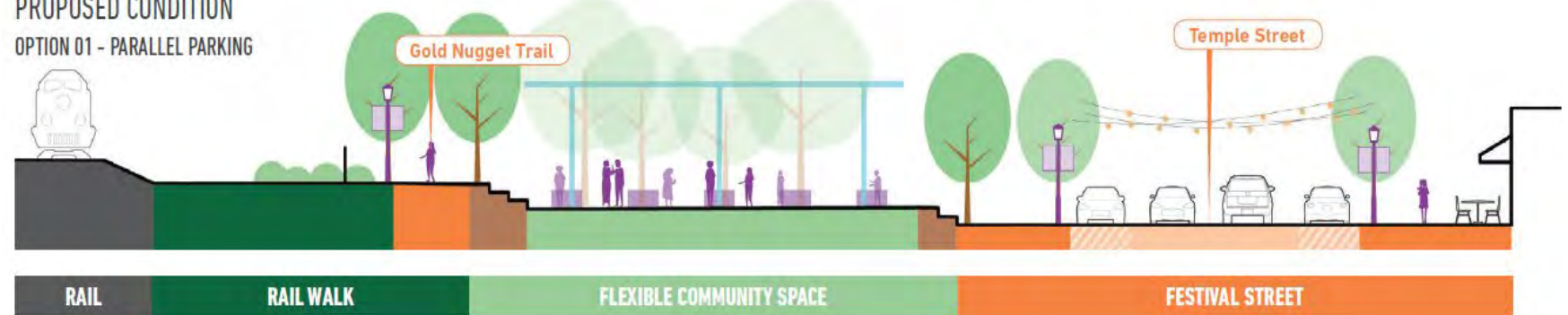
\$1,144,000 LCI Grant Request/ \$286,000 City Match

## NORTHSIDE DOWNTOWN STREETScape

- Downtown Streetscapes
- Pedestrian Upgrades
- Transportation Safety Improvements
- Significant Urban Design Modifications
- RFQ Issued in December 2022, and an engineering firm will be selected in the coming weeks.



PROPOSED CONDITION  
OPTION 01 - PARALLEL PARKING



**Estimated Total Project Cost \$19,000,000**

# GOLD MINERS GREEN



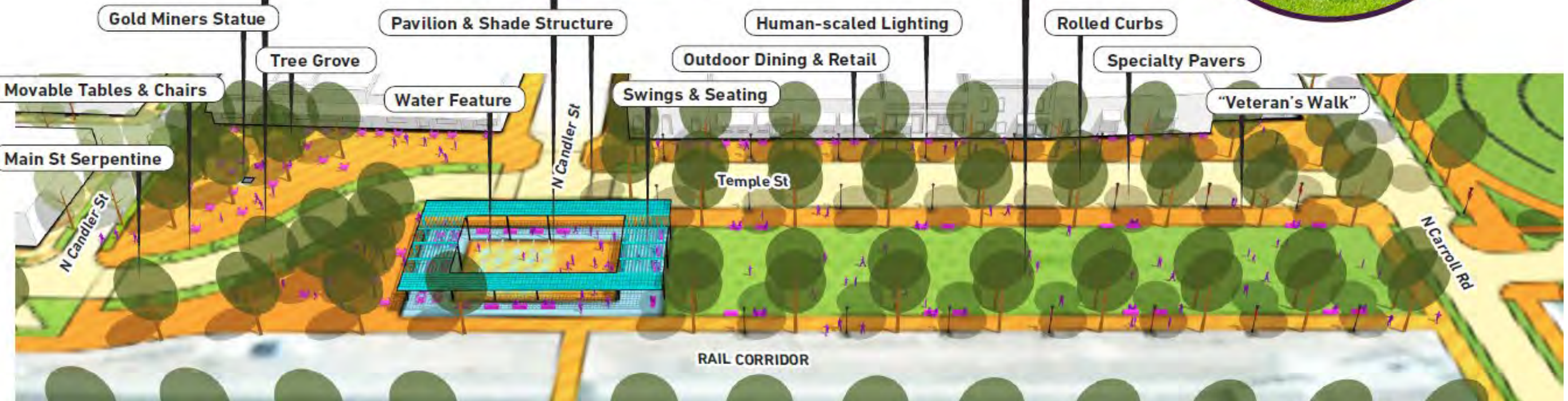
**"The Grove"**



**"The Gateway"**

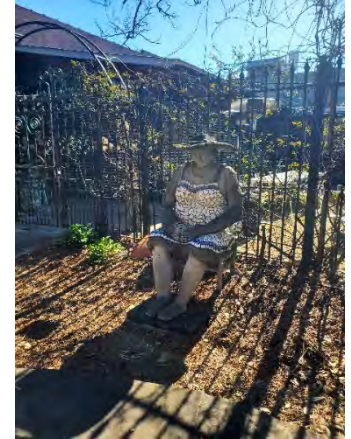
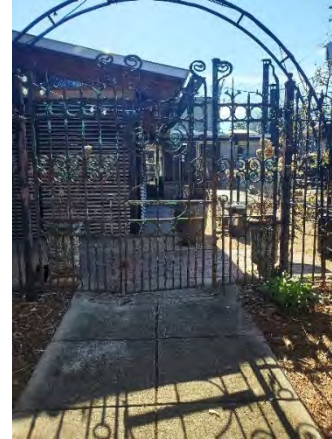


**"The Green"**



# Great Downtowns Don't Happen Accidentally

## Downtown Placemaking



## Downtown Placemaking

- Livable Centers Initiative – Downtown LCI Study – Atlanta Regional Commission (2021)
- Northside Downtown Streetscape Project – Atlanta Regional Commission (2023)
- Downtown Placemaking and Alleyway Activation Program – Georgia Conservancy (2023)
- Main Street Design Committee – Placemaking Pilot Project (2023)
- Georgia Economic Placemaking Collaborative – Georgia Cities Foundation (2025)

# Great Downtowns Don't Happen Accidentally

## Downtown Placemaking



### Villa Rica Main Street – Georgia Mural Trail Ribbon Cutting – March 16, 2023

We're thrilled to announce that mural that we awarded as a part of the Georgia Mural Trail is complete! We are number 60 on the trail 🎉.

It was an exciting project for us to be a part of, but filled with some sadness as we lost the very talented artist **John Christian** in the process. John passed away unexpectedly in December. His family and friends along with his son Michael and brother Ed were able to complete the mural, and for that we are very thankful and appreciative.



# Great Downtowns Don't Happen Accidentally

## Downtown Placemaking

### PROSPECTOR'S PARK

Prospector's Park is a public park owned by the City of Villa Rica located at the intersection of Main Street and North Avenue. The park is run-down due to neglect and age with broken rocks around the stage, overgrown shrubs, other signs of disrepair, inviting, and unsafe. Due to these issues, people cannot enjoy the park because it does not provide the benefits that parks are supposed to provide.

The Main Street Design Committee selected the park as the Pilot Placemaking Project. The purpose of the project is to transform the space to a variety of purposes such as a small music venue, a place where residents can meet and interact with one another, picnics, periods of relaxation, and additional green space downtown.



# Great Downtowns Don't Happen Accidentally

## Downtown Placemaking

### PROSPECTOR'S PARK

Work on the park upgrades started on August 3, 2023. Here are some pictures during the installation of the first batch of new furnishings.

The next step will be an engineering assessment of the wall facing the eastern side of the park, and ultimately the removal and reconfiguration of the stage and retaining wall.



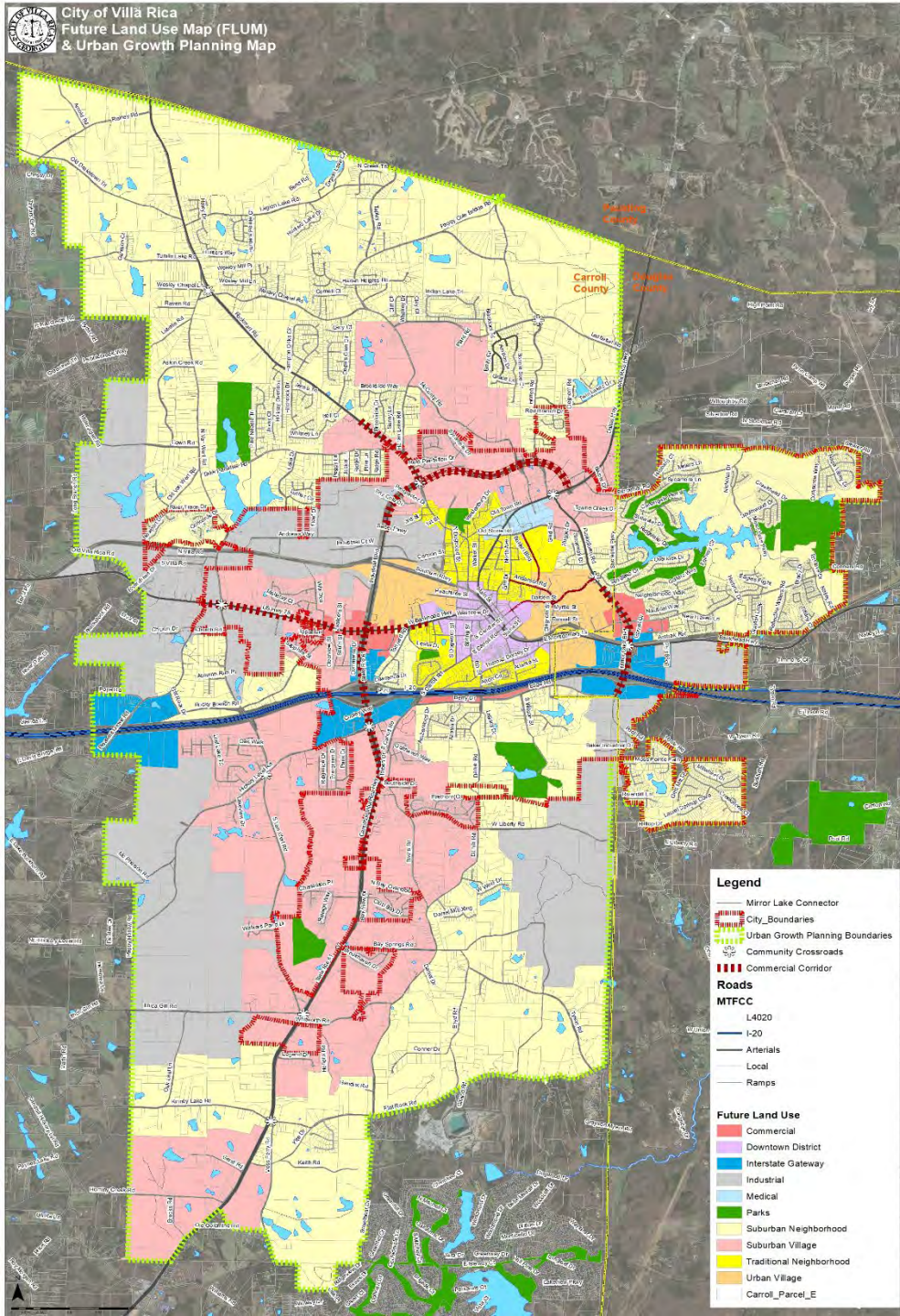
# Great Downtowns Don't Happen Accidentally

## Downtown Placemaking

### FARMERS MARKET PAVILION

The city consulted with Rickman Architecture + Design, RAD to develop a conceptual rendering of a farmers market pavilion. The city is working to identify a funding mechanism to offset the cost to the city's taxpayers. Currently, the Farmers Market is held at The Mill Amphitheater – with no shade or weather shielding and multilevel venue not easily ADA navigable. The city has identified a suitable location behind the Mill with direct access to utilities and existing public restrooms.

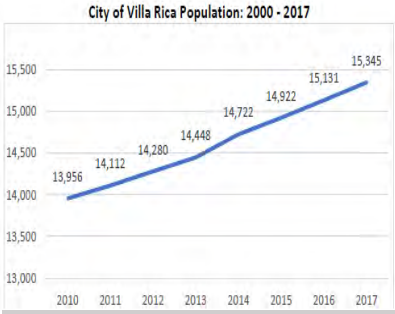




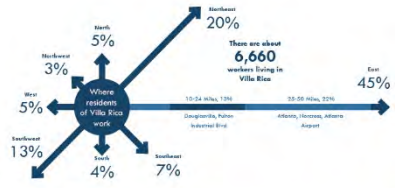
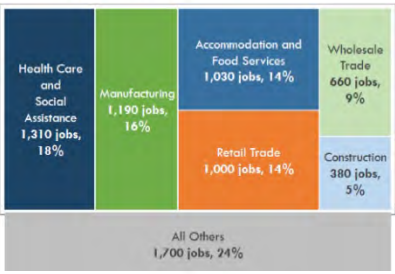
## Urban Growth Priorities

- Transportation Improvement Projects
- Water and Sewer Capacity
- Infrastructure Expansion
- Population Pressure and Land Use
- Directed/Planned Growth
- Strategic Density and Development Concentration
- Economic Recruitment/Job Centers
- Workforce/Housing Balance

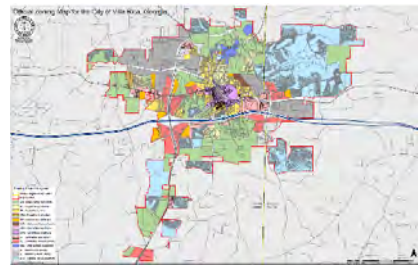
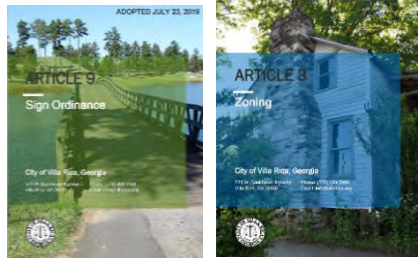
# GROWING MARKET



Roughly 14,000 vehicles cross into or out of Villa Rica each day, not to mention those that are passing through to get to other destinations.



# READY FOR GROWTH



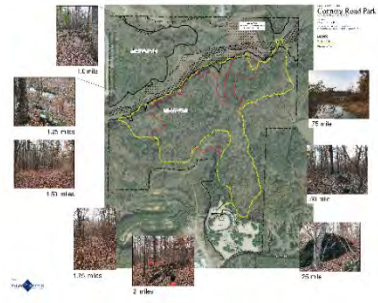
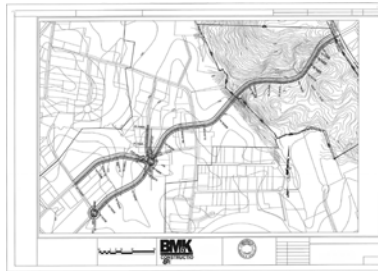
# MASTER PLANNING



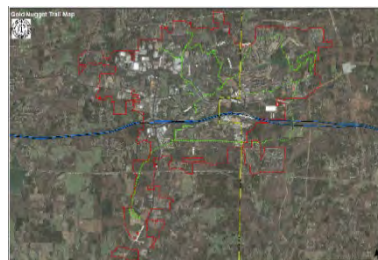
# HIGH SPEED INTERNET



# INFRASTRUCTURE INVESTMENTS



# GOLD NUGGET TRAIL



# Growth Strategy

- Market Forecasting and Modeling
- Master Planning
- Modernized Zoning/Development Codes
- Identified Priority Project Implementation Plan
- Restructured Departments and Key Personnel
- Eliminated or Reduced Operational Deficiencies
- Streamlined Internal Processes
- Operational Automation Where Possible



**GROWTH IS COMING**  
**AND**  
**WE WILL BE READY!!**

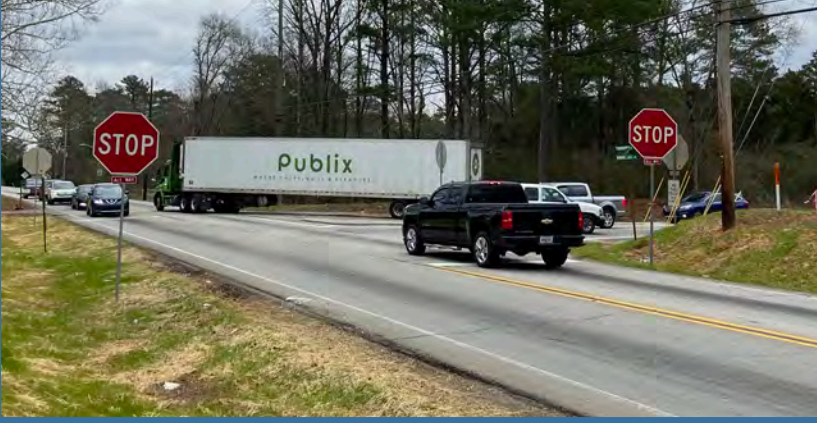
**Chris Montesinos, AICP**

Director of Special Projects

Office of the City Manager

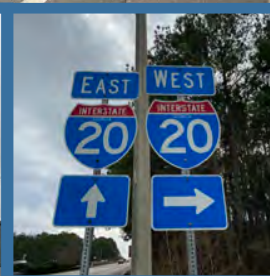
City of Villa Rica, GA

[cmontesinos@villarica.gov](mailto:cmontesinos@villarica.gov)



# FORWARD VILLA RICA

Transportation Master Plan



**POND**

# TABLE OF CONTENTS

<b>1. INTRODUCTION .....</b>	<b>4</b>
<b>2. COMMUNITY PROFILE.....</b>	<b>6</b>
<b>3. COMMUNITY GOALS .....</b>	<b>18</b>
<b>4. PLAN DEVELOPMENT .....</b>	<b>24</b>
<b>5. EVALUATION AND IMPLEMENTATION PLAN.....</b>	<b>58</b>

## APPENDICES

- A. COMMUNITY ENGAGEMENT DOCUMENTATION**
- B. INTERSECTION ANALYSIS RESULTS**
- C. FIELD REVIEW NOTES**
- D. GROWTH RATE CALCULATIONS**
- E. FUTURE YEAR TRAFFIC VOLUMES**
- F. PROJECT ONE-SHEETS**

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# INTRODUCTION

## HISTORY OF THE CITY

Villa Rica was formally incorporated in 1881, having existed as Hixtown in the 1820s and changing names in 1832 after gold was found in the area. The small gold rush that followed left behind a community of a few hundred people that continued to grow on the border between Douglas and Carroll Counties in northwest Georgia. Over one hundred years after this gold rush, suburban expansion from Atlanta – thirty miles to the east on Interstate 20 – reached Villa Rica, which has added live art and family-friendly events to their vibrant, historic downtown. These amenities and ongoing development radiating out from Atlanta has caused substantial growth in Villa Rica in its most recent decades.

## PURPOSE OF THE PLAN

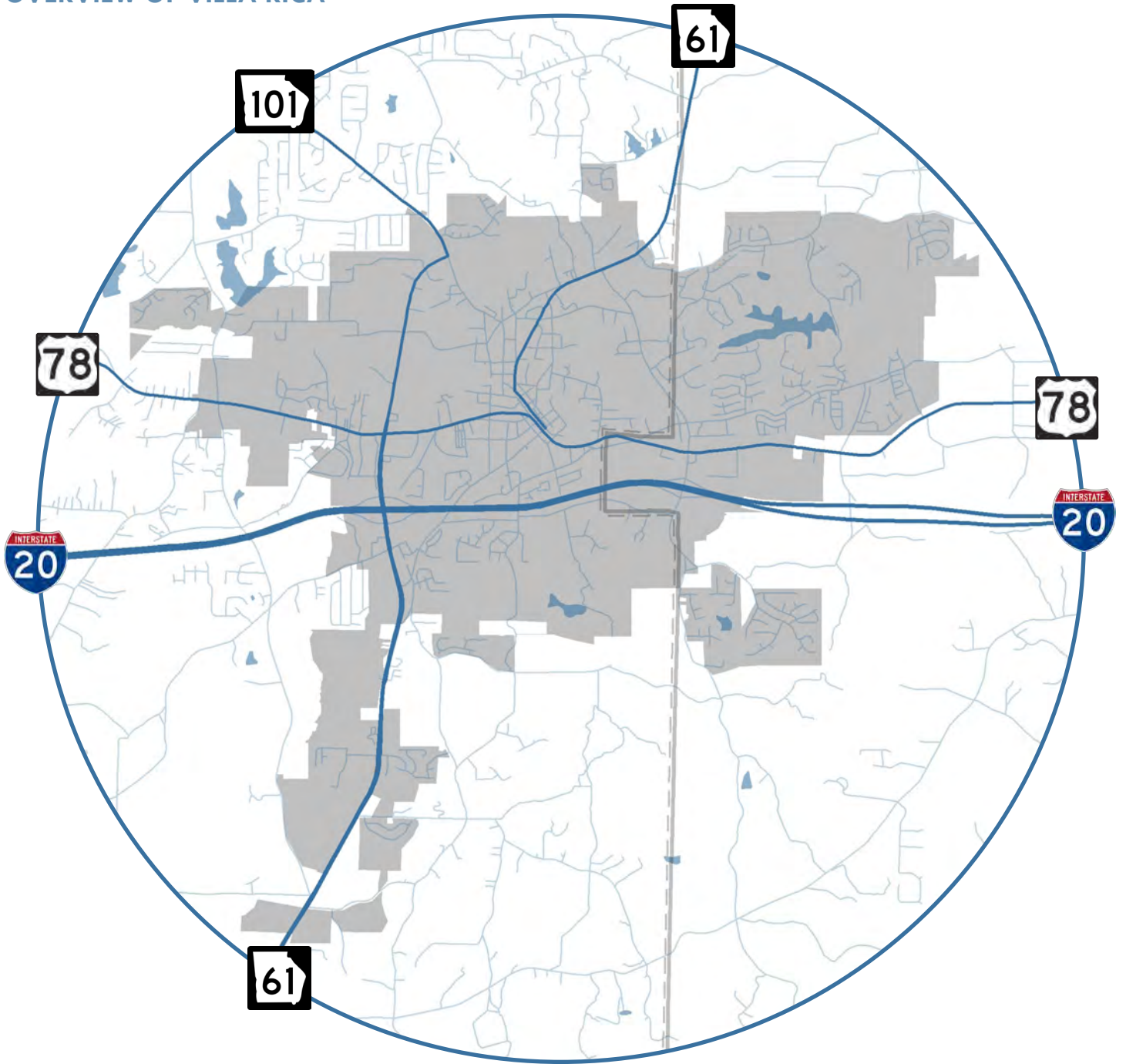
With the growth Villa Rica has experienced recently, there are new needs and challenges to serve residents and businesses. This growth has put a strain on existing roadways with new traffic traveling throughout the community and to and from other regional destinations. This plan is intended to perform a review of transportation conditions and concerns in Villa Rica, to identify potential solutions to these challenges, and to prioritize these projects by need and by implementation difficulty. This plan should aid decision-makers as they choose which projects to pursue and when, and to coordinate with adjoining and overlapping organizations to ensure an effective transportation system.

## HOW TO USE AND UNDERSTAND THE TMP

The Transportation Master Plan (TMP) document is organized to largely reflect the process that was used to create the TMP. As such, it includes the following elements:

- Chapter 1, Introduction: Introducing the purpose of the TMP and the history of the City.
- Chapter 2, Community Profile: An exploration of underlying community conditions and trends in the City that influences travel behavior, transportation needs, and decision making.
- Chapter 3, Community Goals: A description of various transportation and broader community related goals that are used to help guide the transportation planning process. These goals include consideration of federal, state, and regional transportation goals; localized goals; and systematic goals that describe holistically the local vision for the future of the transportation system.
- Chapter 4, Plan Development: A documentation of the various efforts used to inform the plan's recommendations. This includes discussion of the community engagement efforts utilized as well as the various technical analyses utilized to determine the transportation system's existing and future needs.
- Chapter 5, Evaluation and Implementation Plan: Further documentation focusing on the plan's recommendations, including the efforts to develop transportation projects and initiatives, evaluate and prioritize those projects and initiatives, and finally documentation of an Implementation Plan that includes fiscal considerations of future transportation funding and anticipated implementation costs.

OVERVIEW OF VILLA RICA



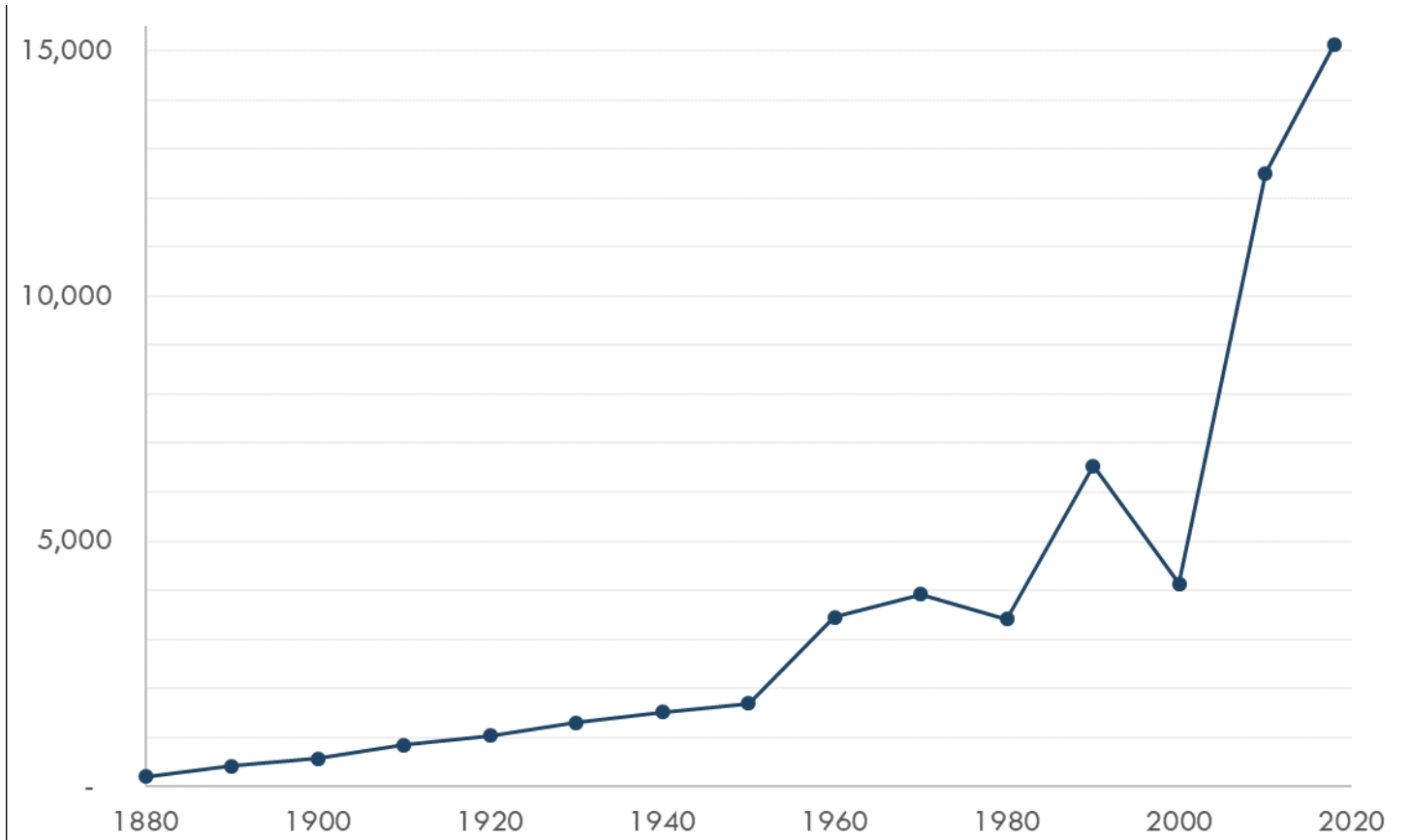
# COMMUNITY PROFILE

## TRENDS IN POPULATION

Villa Rica is a rapidly growing community. While the population stayed under 2,000 people through 1950, the period since then has seen quicker growth, especially in the last twenty years. In 1980, the U.S. Census reported that Villa Rica’s population was 3,420 people. In 2018, the U.S. Census Bureau’s American Community Survey (ACS) estimates the population was over 15,000 people, more than four times the population less than forty years ago. Some of this population growth has occurred as a result of annexation, which brings people already living in the area into the city limits and thus into their population count, but much of the growth can be attributed to an overall increase in the residential population of the area. The Mirror Lake subdivision alone, which began construction in the late 1990s, will include thousands of homes upon completion, attracting new residents to Villa Rica.

The Villa Rica Comprehensive Plan 2018 Update references a handful of projections that anticipate continued growth, with the population reaching 25,000-35,000 by year 2040.

## HISTORIC POPULATION OF VILLA RICA, 1880-2018

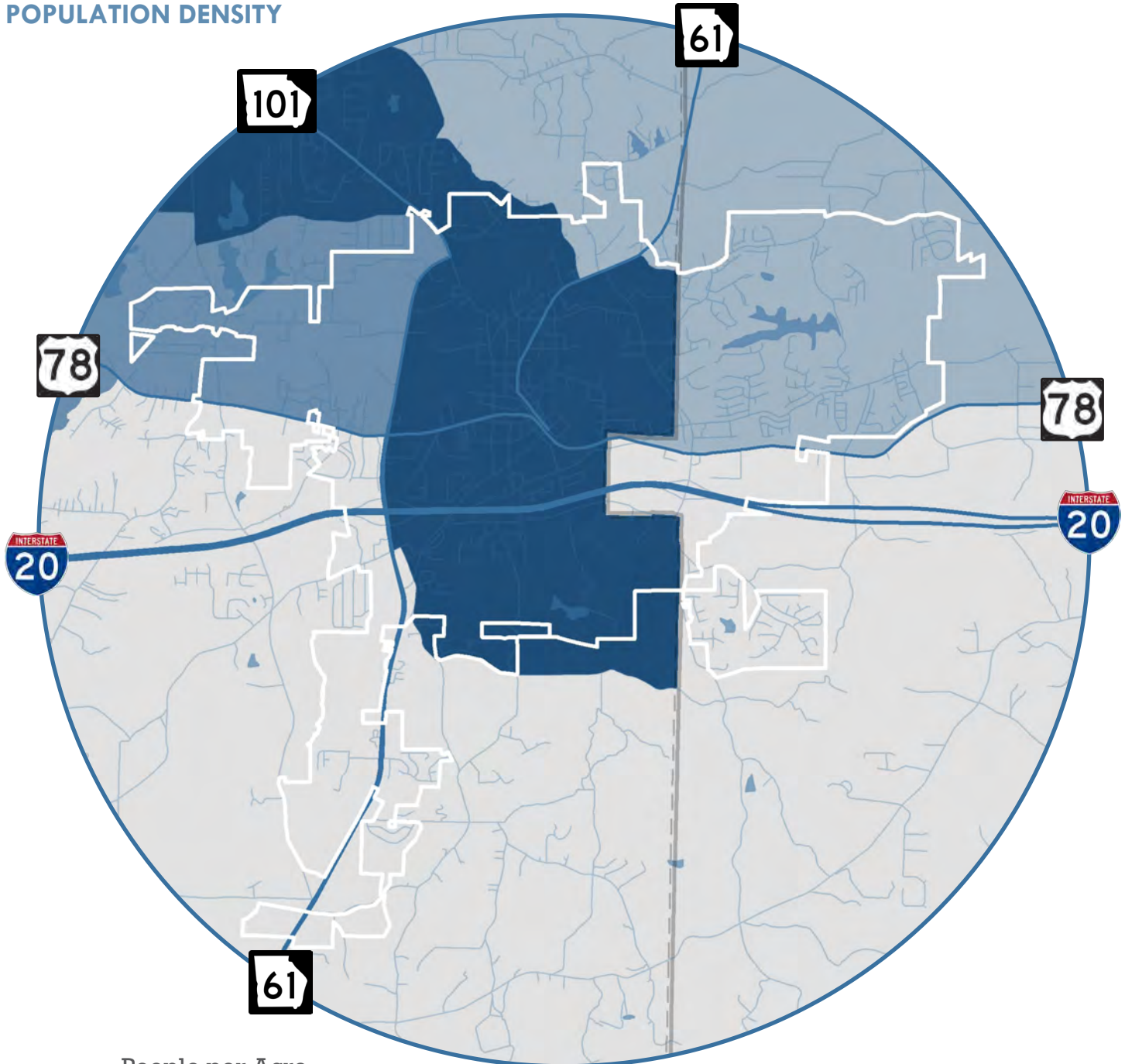


Source: US Census Bureau

# POPULATION DENSITY

While total population and households help to define why a region or area may need specialized transportation planning through a TMP process, there is also a need to understand where and how population is clustered in the community. The population is most concentrated in the downtown area. In addition, there is a higher population density in the northern area of the city relative to the southern area.

## POPULATION DENSITY



People per Acre



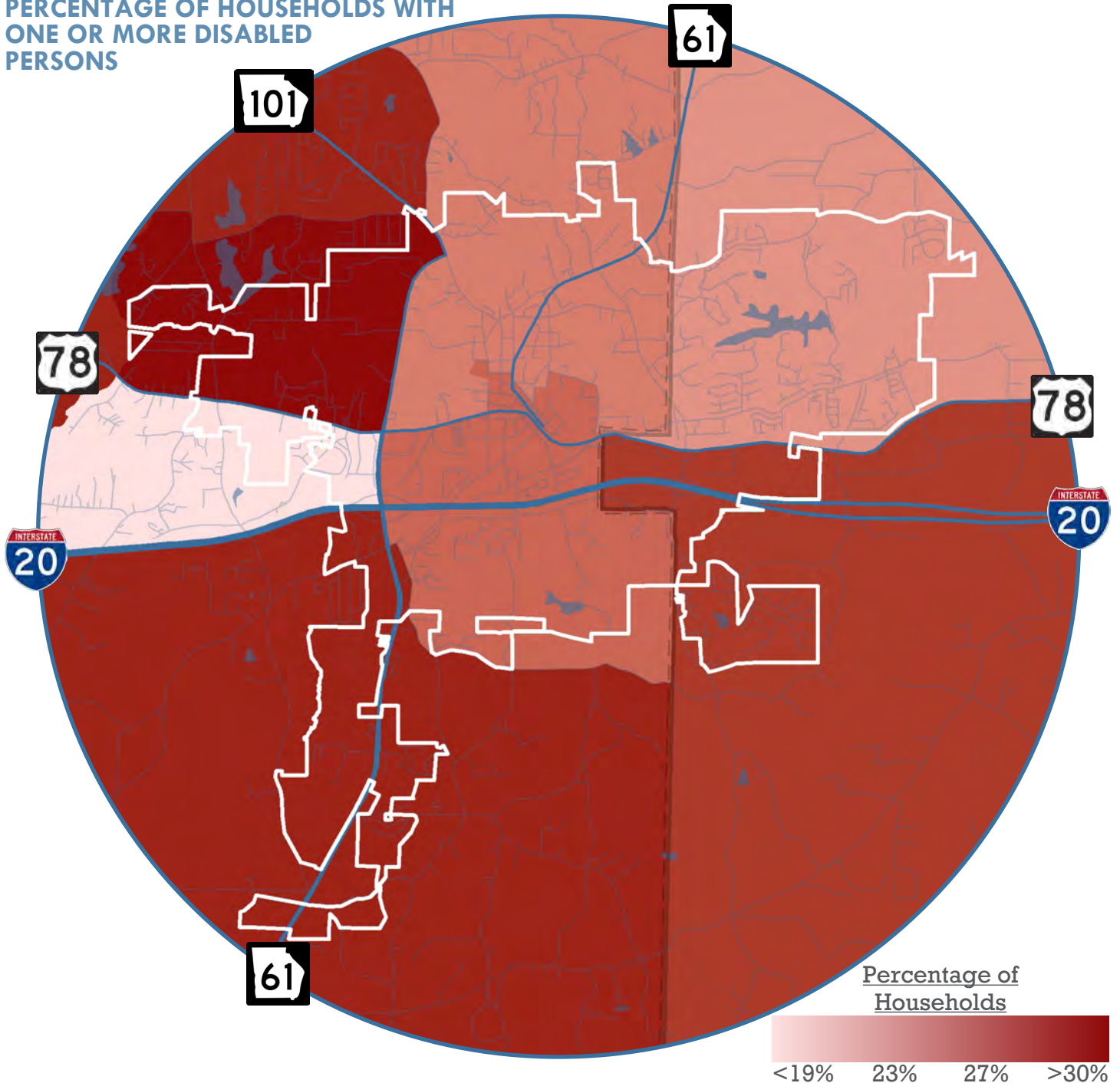
## SENSITIVE POPULATIONS

In addition to general population and household density, there are also sensitive populations that have specialized needs. Understanding what areas have higher concentrations of these populations is needed to effectively serve them.

### DISABLED POPULATION

In the city of Villa Rica, 21.9% of households are with one or more persons with a disability. Using Census block groups, mapping of the region shows several areas exceeding the regional average.

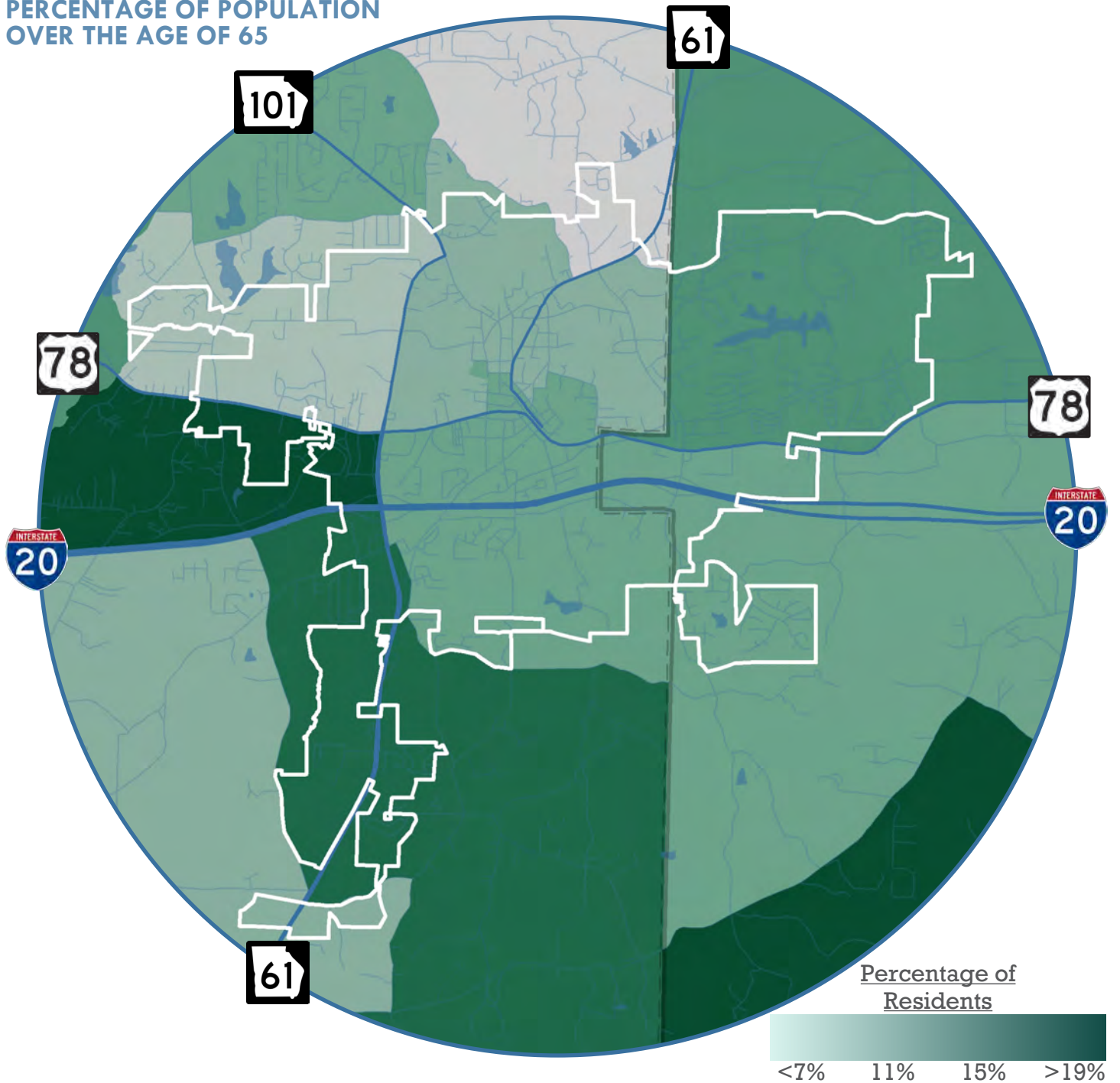
### PERCENTAGE OF HOUSEHOLDS WITH ONE OR MORE DISABLED PERSONS



## ELDERLY POPULATION

The city of Villa Rica has a regional average elderly population of 9.1 percent of the total population. Using Census block groups, mapping of the region shows several areas exceeding the regional average.

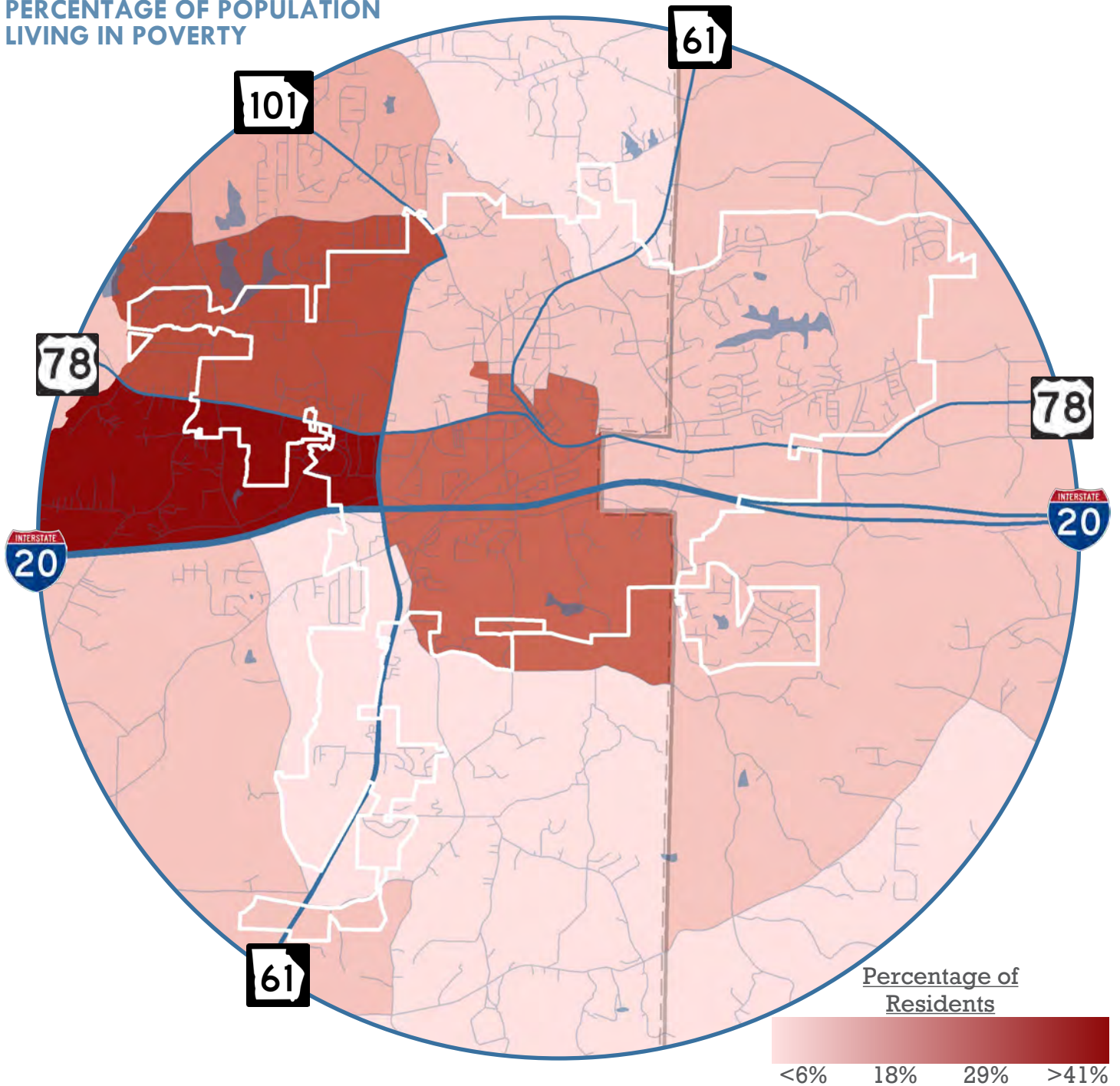
### PERCENTAGE OF POPULATION OVER THE AGE OF 65



**IMPOVERISHED POPULATION**

The City of Villa Rica has a regional average impoverished population of 13.7 percent of the total population. Using Census block groups, mapping of the region shows several areas exceeding the regional average.

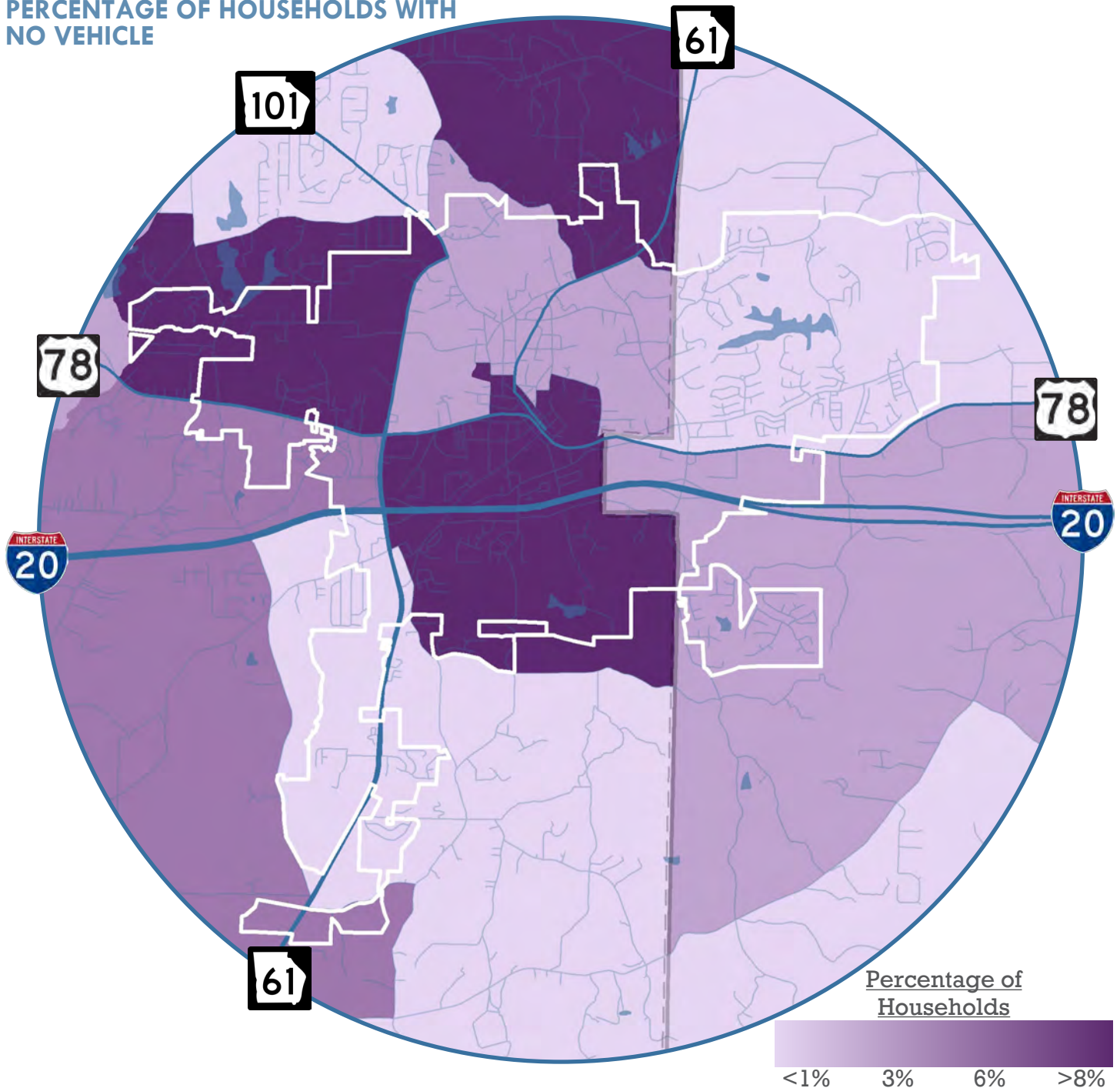
**PERCENTAGE OF POPULATION LIVING IN POVERTY**



## HOUSEHOLDS WITH NO VEHICLES

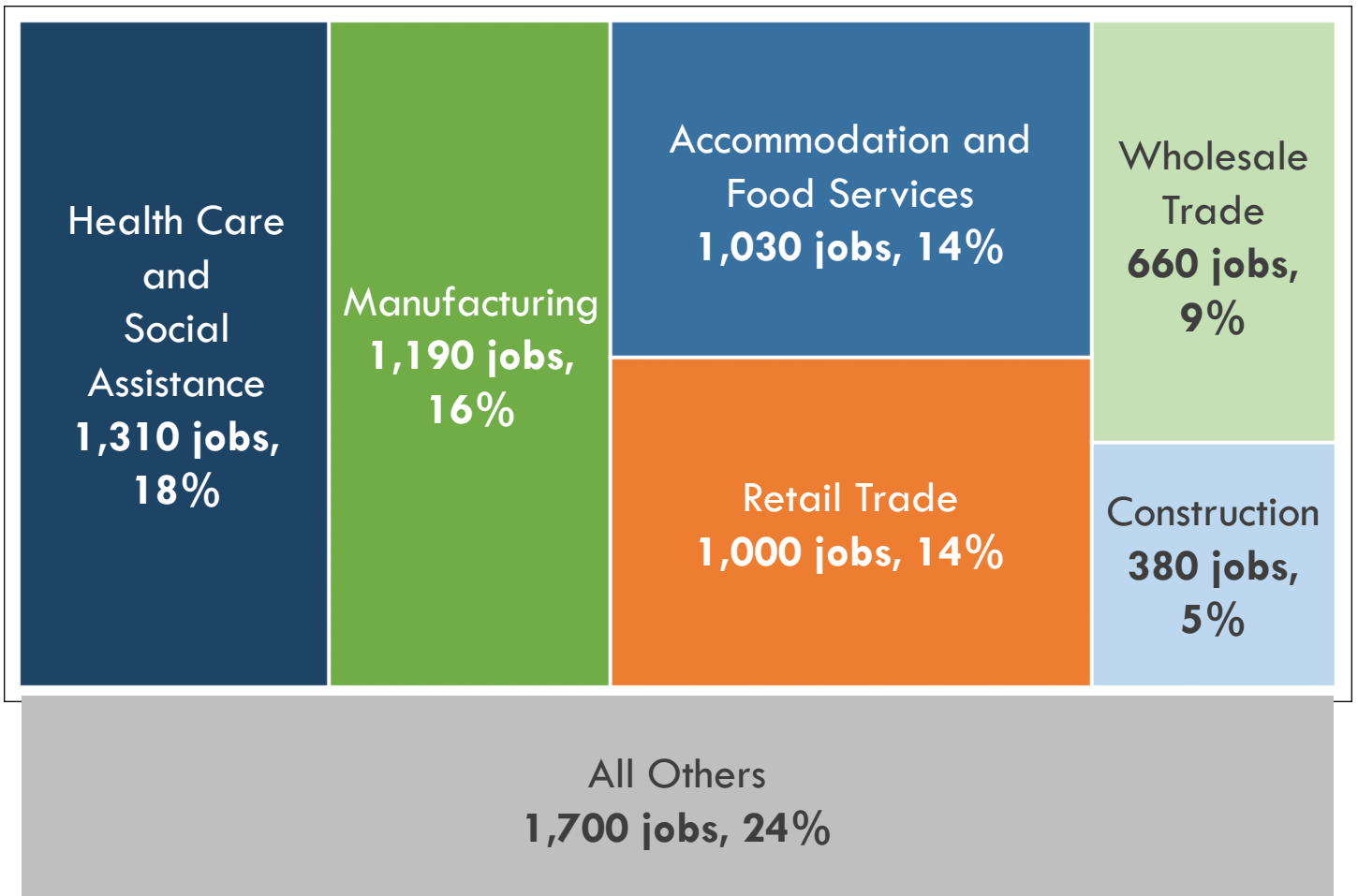
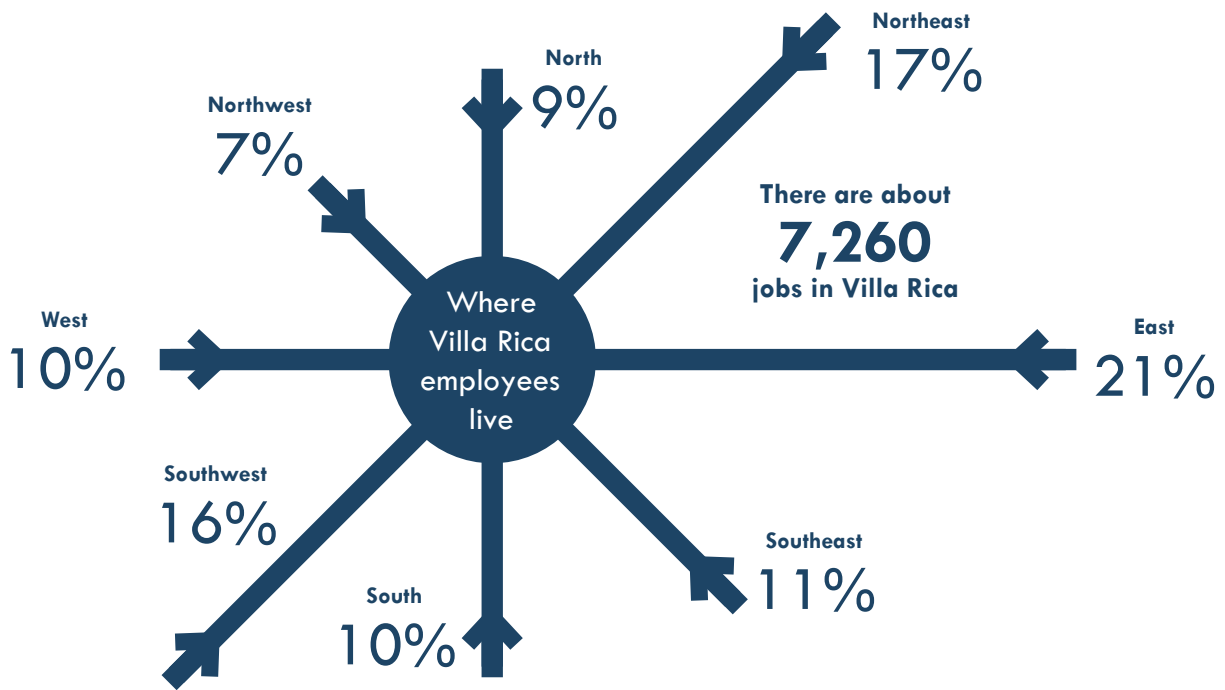
The City of Villa Rica has a regional average of households with no access to a vehicle of 6.3 percent of the total population. Using Census block groups, mapping of the region shows several areas exceeding the regional average.

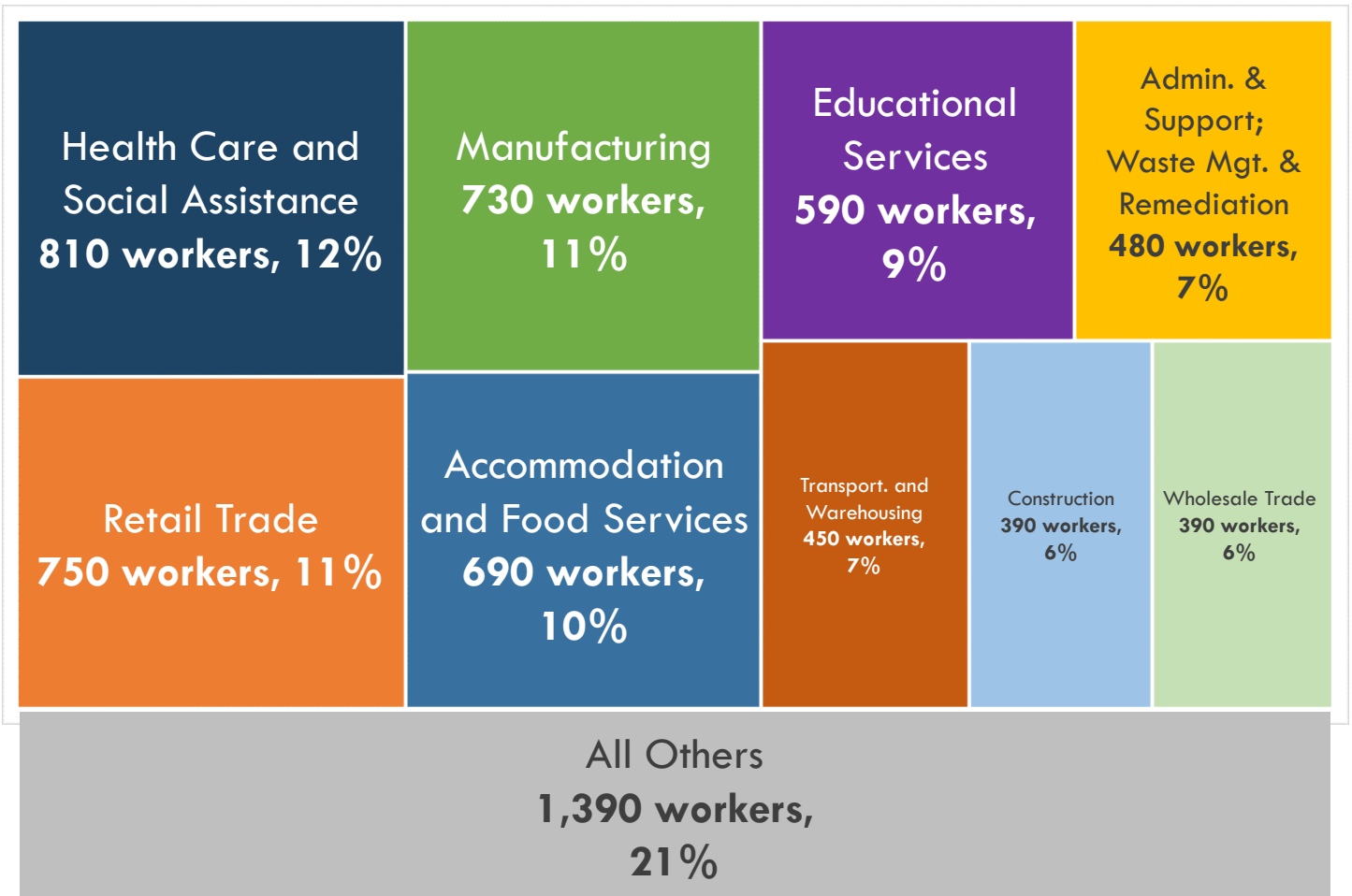
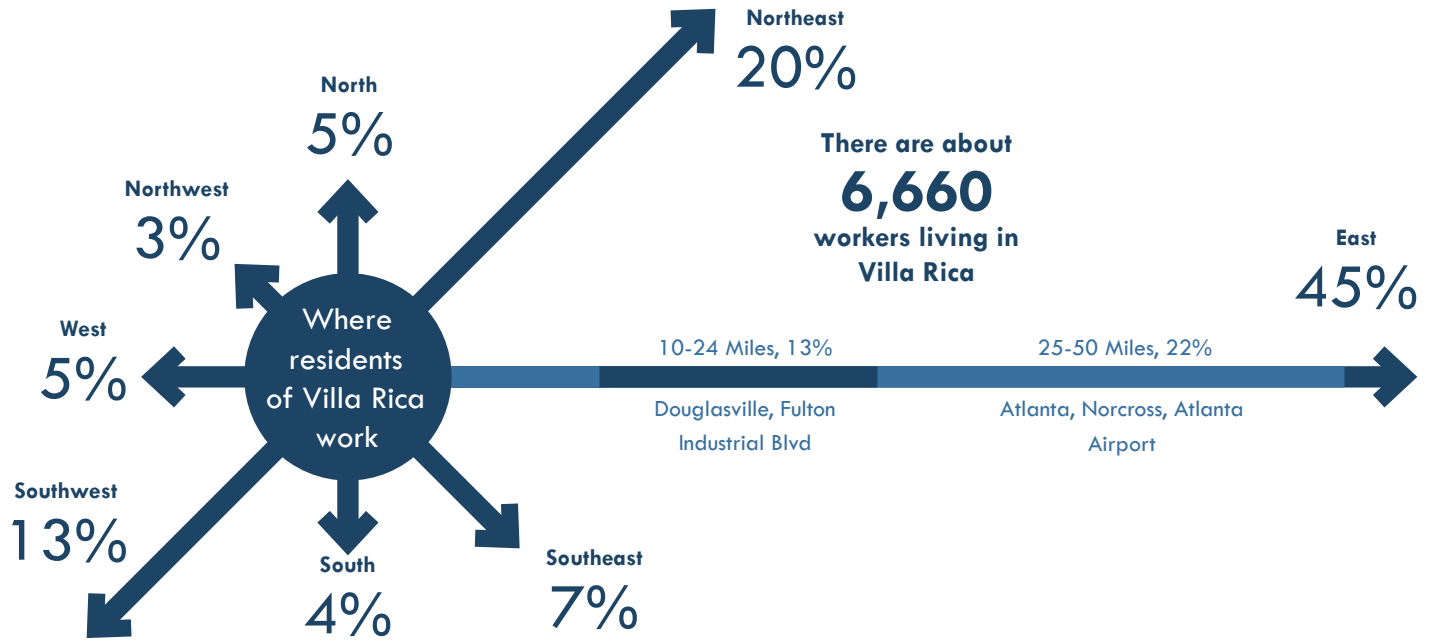
### PERCENTAGE OF HOUSEHOLDS WITH NO VEHICLE



## **COMMUTER PATTERNS**

The graphics on the following pages show the directions that commutes to and from Villa Rica travel for work. Villa Rica has a similar number of jobs as it does workers (7,260 jobs to 6,660 workers), but very few Villa Rica residents are also Villa Rica workers (about 570 people in 2017). This is not atypical for peer communities in suburban areas, as many suburban community residents commute towards the center city for work. Over two-thirds of workers who live in Villa Rica commute to the east (including the northeast and southeast), and many of these likely travel on I-20 for at least part of their commutes. This kind of concentration of commute trips can drive traffic and indicates how important access to points east is to Villa Rica as a whole.

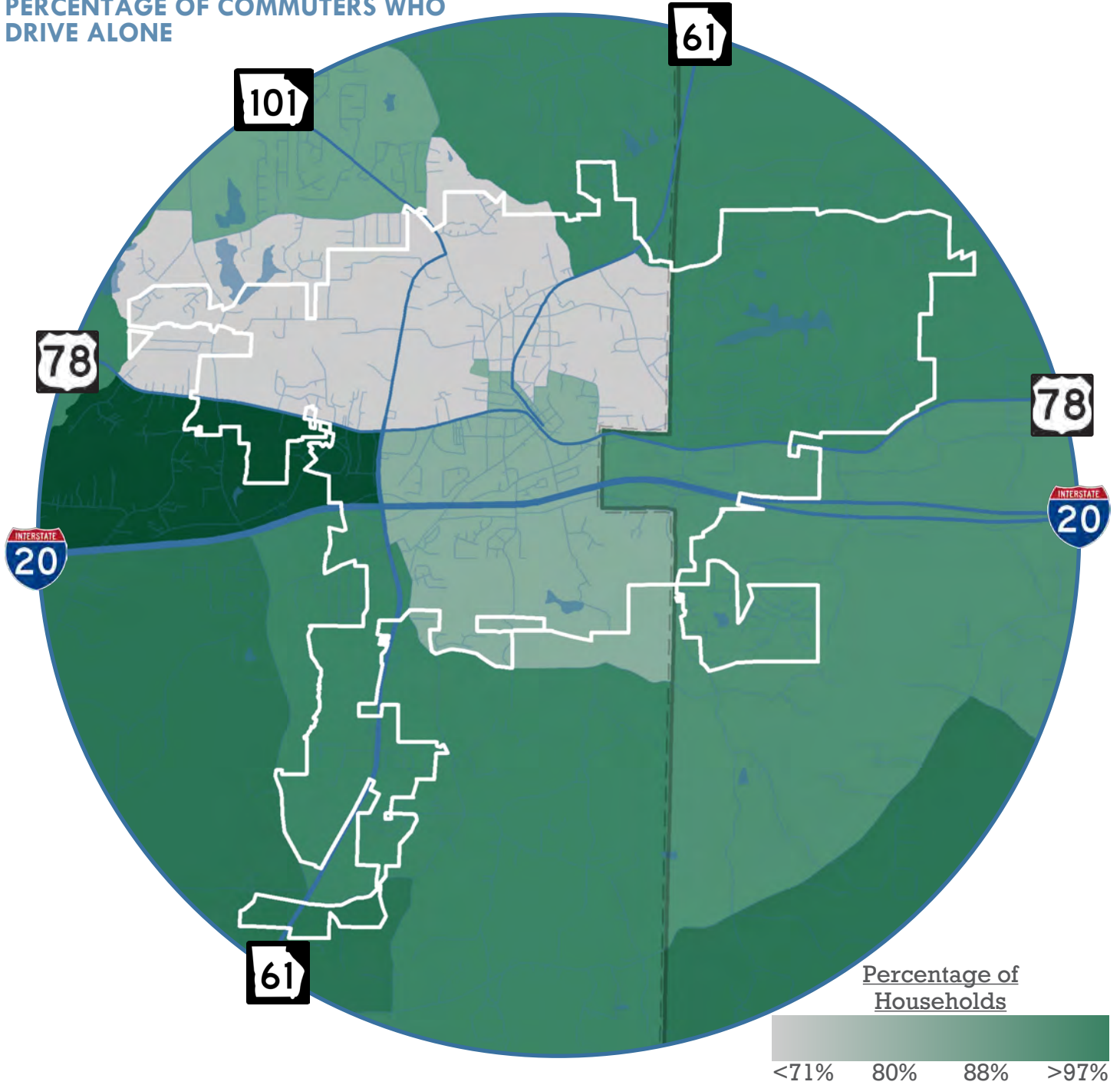




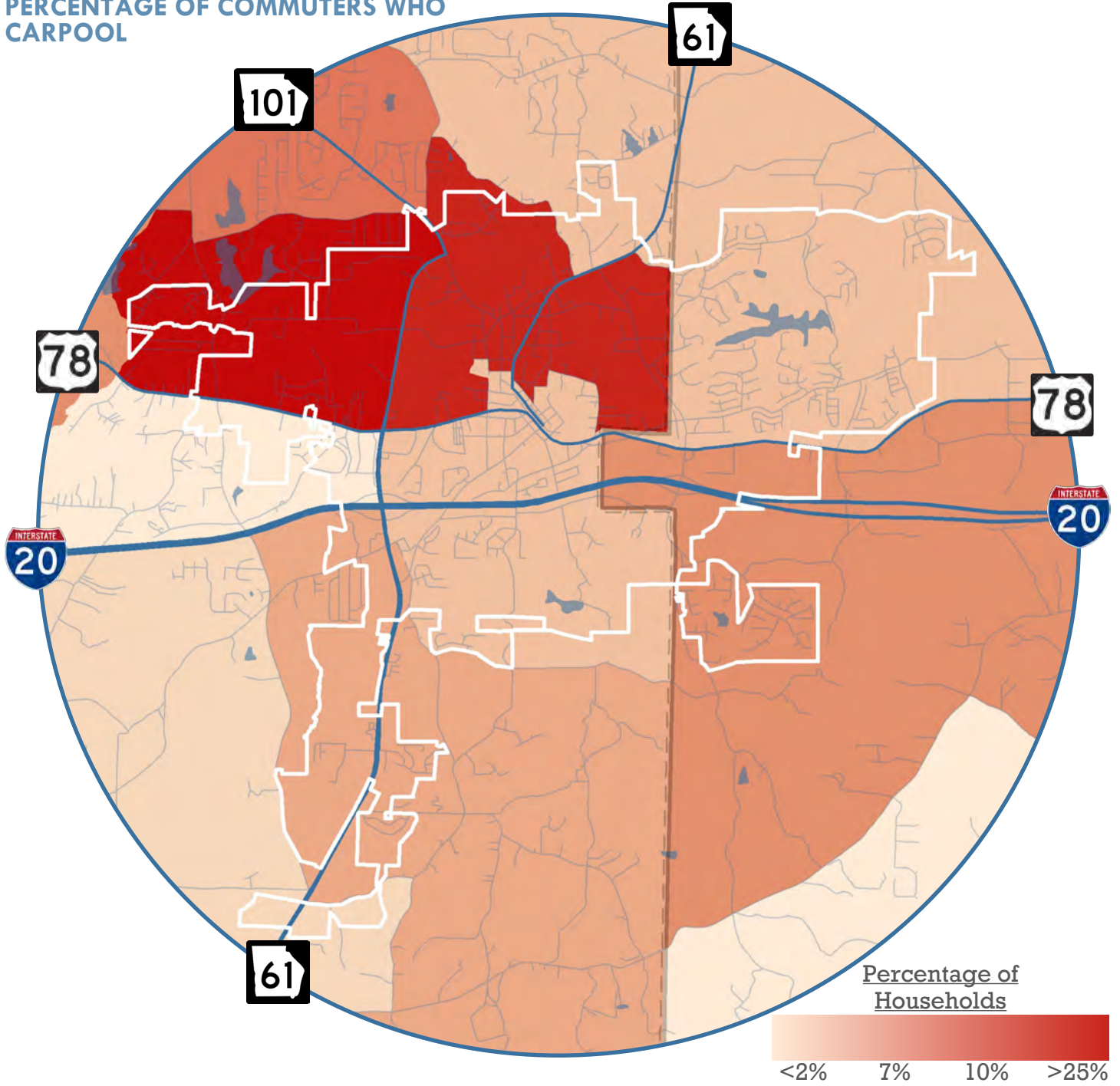
# COMMUTER MODES

Using American Community Survey data, we can also understand that the majority of commuters in Villa Rica (86.4 percent) drive alone to work. However, a relatively high amount of people (9.7 percent) indicate that they carpool with others to get to and from their place of work.

## PERCENTAGE OF COMMUTERS WHO DRIVE ALONE



**PERCENTAGE OF COMMUTERS WHO  
CARPOOL**



## **EMPLOYMENT AND WORKFORCE IN VILLA RICA**

Employment refers to jobs that are physically located in the City of Villa Rica. About 7,260 jobs call Villa Rica home, and are shown by industry in the graphic on top of the facing page. The top industries present in the area include health care, manufacturing, hospitality, retail and wholesale trades, and construction.

Workforce refers to the types of jobs done by workers who live in the City of Villa Rica (regardless of whether their job is physically in the City or elsewhere). The graphic at the bottom of the facing page shows the breakdown of the approximately 6,660 jobs worked by Villa Rica residents. Many of the top industries are similar to those in Villa Rica employment – all of the top six employment industries also employ over 5% of the Villa Rica workforce. However, some categories like education appear in much higher rates in the workforce than in the employment. This suggests that Villa Rica houses more teachers and similar professionals than it employs, and that these residents must commute elsewhere to find work in their field.

## **LAND USE AND COMPREHENSIVE PLANNING**

Much of the anticipated growth in the region is guided by the comprehensive planning being conducted by local governments in the region with particular emphasis on the elements of these plans focusing on future land use and development.

### **THE CITY OF VILLA RICA**

The city of Villa Rica's Comprehensive Plan was prepared by the city and adopted in 2018. The Land Use Regulations section for this plan identifies several 'Character Areas' that relate to land use and offer narrative descriptions implying the future intensity of development and the overall 'character' intended for these areas.

### **DOUGLAS COUNTY**

The Douglas County Comprehensive Master Plan Update was prepared by the county adopted in 2018. Similarly, the Future Land Use and Narrative section of this plan identifies several 'Character Areas' that relate to land use and offer narrative descriptions implying the future intensity of development and the overall 'character' intended for these areas.

### **CARROLL COUNTY**

The Carroll County Comprehensive Master Plan Update was prepared by the county adopted in 2018. Similarly, Analysis of Development Patterns section of this plan identifies several 'Character Areas' that relate to land use and offer narrative descriptions implying the future intensity of development and the overall 'character' intended for these areas.

# COMMUNITY GOALS

## PLANNING LEGACIES

In addition to incorporating anticipated changes in population and employment growth and the land use elements of the region's Comprehensive Plans, the TMP is influenced heavily by the legacy of transportation planning and policy for the region. Much of this is articulated in the context of national, state, and regional goals as described in the following section.

## FAST ACT

On December 4, 2015, President Obama signed the Fixing America's Surface Transportation (FAST) Act – federal law authorizing \$305 billion over fiscal years 2016 through 2020 for highway and motor safety, public transportation, motor carrier safety, hazardous materials safety, rail, and research, technology, and statistics programs. The FAST Act states that the metropolitan transportation planning process must address specific factors as described below:

- Support **economic vitality** of the metropolitan area, especially by enabling global competitiveness, productivity and efficiency
- Increase the **safety** of the transportation system for motorized and non-motorized users
- Increase the **security** of the transportation system for motorized and non-motorized users
- Increase **accessibility and mobility** of people and freight
- **Protect and enhance the environment**, promote energy conservation, **improve the quality of life**, and promote consistency between transportation improvement and state and local planned growth and economic development patterns
- Enhance the **integration and connectivity of the transportation system, across and between modes, for people and freight**
- Promote **efficient system management** and operation
- Emphasize the preservation of the existing transportation system
- Improve the **resiliency and reliability** of the transportation system and reduce or mitigate stormwater impacts of surface transportation
- Enhance **travel and tourism**

Further, the national Federal-aid Highway Program performance goals as established by Congress are:

- **Safety** - To achieve a significant reduction in traffic fatalities and serious injuries on all public roads.
- **Infrastructure Condition** - To maintain the highway infrastructure asset system in a state of good repair
- **Congestion Reduction** - To achieve a significant reduction in congestion on the National Highway System
- **System Reliability** - To improve the efficiency of the surface transportation system
- **Freight Movement and Economic Vitality** - To improve the national freight network, strengthen the ability of rural communities to access national and international trade markets, and support regional economic development.
- **Environmental Sustainability** - To enhance the performance of the transportation system while protecting and enhancing the natural environment.
- **Reduced Project Delivery Delays** - To reduce project costs, promote jobs and the economy, and expedite the movement of people and goods by accelerating project completion through eliminating delays in the project development and delivery process, including reducing regulatory burdens and improving agencies' work practices

**GEORGIA STATEWIDE STRATEGIC TRANSPORTATION PLAN**

Similarly, the Georgia Statewide Strategic Transportation Plan (SSTP) Update from 2018 includes several goals that relate to the federal goals as described below.

SSTP GOAL	RELATED FEDERAL GOAL
Improve safety	Safety
Improve reliability	System Reliability
Reduce congestion	Congestion Reduction
Maintain and preserve the system	Infrastructure Condition
Improve freight/economic growth	Freight Movement and Economic Vitality
Improve the environment	Environmental Sustainability

## ATLANTA REGIONAL COMMISSION REGIONAL TRANSPORTATION PLAN

The 2020 Atlanta Regional Transportation Plan (RTP) was prepared by the Atlanta Regional Commission (ARC) with the goal of allocating funding for transportation projects in the 20-county Atlanta region through the year 2050. The RTP includes the following objectives:

- Improve quality of life at the neighborhood, city, county, and regional levels
- In partnership with local communities, equitably and strategically focus resources in areas of need and importance
- Improve public health through the built environment
- Integrate sound environmental principles that ensure the region’s sustainability
- Maintain and operate the existing transportation system to provide for reliable travel
- Improve transit and nonsingle-occupant vehicle options to boost economic competitiveness and reduce environmental impacts
- Strategically expand the transportation system while supporting local land use plans
- Provide for a safe and secure transportation network
- Promote an accessible and equitable transportation system
- Support the reliable movement of freight and goods
- Foster the application of advanced technologies to the transportation system

## TRANSPORTATION SYSTEM GOALS

With these considerations, broader transportation system goals were developed to help guide long term transportation investment decisions. These goals are shown below and presented on the next page with correlated federal, state, and regional goals.



**Developing East-West Travel**



**Developing an Active Mode Network**



**Improving North-South Travel**



**Making Connections to I-20**



**Developing Freight Corridors**



**Supporting Economic Development**

VILLA RICA TRANSPORTATION SYSTEM GOAL	RELATED ARC RTP GOAL(S)	RELATED SSTP GOAL(S)	RELATED FEDERAL GOAL(S)
Developing East/West Travel	<ul style="list-style-type: none"> <li>•Strategically expand the transportation system while supporting local land use plans</li> <li>• Provide for a safe and secure transportation network</li> <li>• Promote an accessible and equitable transportation system</li> <li>• Support the reliable movement of freight and goods</li> <li>•Improve quality of life at the neighborhood, city, county, and regional levels</li> <li>• In partnership with local communities, equitably and strategically focus resources in areas of need and importance</li> </ul>	<ul style="list-style-type: none"> <li>•Improve safety</li> <li>•Improve reliability</li> <li>•Reduce congestion</li> <li>•Improve freight/economic growth</li> </ul>	<ul style="list-style-type: none"> <li>•Safety</li> <li>•System Reliability</li> <li>•Congestion Reduction</li> <li>•Freight Movement and Economic Vitality</li> </ul>
Developing an Active Mode Network	<ul style="list-style-type: none"> <li>•Strategically expand the transportation system while supporting local land use plans</li> <li>• Provide for a safe and secure transportation network</li> <li>• Promote an accessible and equitable transportation system</li> <li>• Improve public health through the built environment</li> <li>•Improve quality of life at the neighborhood, city, county, and regional levels</li> <li>• In partnership with local communities, equitably and strategically focus resources in areas of need and importance</li> </ul>	<ul style="list-style-type: none"> <li>•Improve safety</li> <li>•Improve reliability</li> </ul>	<ul style="list-style-type: none"> <li>•Safety</li> <li>•System Reliability</li> </ul>
Improving North/South Travel	<ul style="list-style-type: none"> <li>•Strategically expand the transportation system while supporting local land use plans</li> <li>• Provide for a safe and secure transportation network</li> <li>• Promote an accessible and equitable transportation system</li> <li>• Support the reliable movement of freight and goods</li> <li>•Improve quality of life at the neighborhood, city, county, and regional levels</li> <li>• In partnership with local communities, equitably and strategically focus resources in areas of need and importance</li> </ul>	<ul style="list-style-type: none"> <li>•Improve safety</li> <li>•Improve reliability</li> <li>•Reduce congestion</li> <li>•Improve freight/economic growth</li> </ul>	<ul style="list-style-type: none"> <li>•Safety</li> <li>•System Reliability</li> <li>•Congestion Reduction</li> <li>•Freight Movement and Economic Vitality</li> </ul>

VILLA RICA TRANSPORTATION SYSTEM GOAL	RELATED ARC RTP GOAL(S)	RELATED SSTP GOAL(S)	RELATED FEDERAL GOAL(S)
Make Connections to I-20	<ul style="list-style-type: none"> <li>•Strategically expand the transportation system while supporting local land use plans</li> <li>• Provide for a safe and secure transportation network</li> <li>• Promote an accessible and equitable transportation system</li> <li>• Support the reliable movement of freight and goods</li> <li>•Improve quality of life at the neighborhood, city, county, and regional levels</li> <li>• In partnership with local communities, equitably and strategically focus resources in areas of need and importance</li> </ul>	<ul style="list-style-type: none"> <li>•Improve safety</li> <li>•Improve reliability</li> <li>•Reduce congestion</li> <li>•Improve freight/ economic growth</li> </ul>	<ul style="list-style-type: none"> <li>•Safety</li> <li>•System Reliability</li> <li>•Congestion Reduction</li> <li>•Freight Movement and Economic Vitality</li> </ul>
Develop Freight Corridors	<ul style="list-style-type: none"> <li>•Strategically expand the transportation system while supporting local land use plans</li> <li>• Provide for a safe and secure transportation network</li> <li>•Support the reliable movement of freight and goods</li> <li>•In partnership with local communities, equitably and strategically focus resources in areas of need and importance</li> </ul>	<ul style="list-style-type: none"> <li>•Improve safety</li> <li>•Improve reliability</li> <li>•Reduce congestion</li> <li>•Improve freight/ economic growth</li> </ul>	<ul style="list-style-type: none"> <li>•Safety</li> <li>•System Reliability</li> <li>•Congestion Reduction</li> <li>•Freight Movement and Economic Vitality</li> </ul>
Supporting Economic Development	<ul style="list-style-type: none"> <li>•Strategically expand the transportation system while supporting local land use plans</li> <li>• Provide for a safe and secure transportation network</li> <li>• Promote an accessible and equitable transportation system</li> <li>• Support the reliable movement of freight and goods</li> <li>•Improve quality of life at the neighborhood, city, county, and regional levels</li> <li>• In partnership with local communities, equitably and strategically focus resources in areas of need and importance</li> </ul>	<ul style="list-style-type: none"> <li>•Improve safety</li> <li>•Improve reliability</li> <li>•Reduce congestion</li> <li>•Improve freight/ economic growth</li> </ul>	<ul style="list-style-type: none"> <li>•Safety</li> <li>•System Reliability</li> <li>•Congestion Reduction</li> <li>•Freight Movement and Economic Vitality</li> </ul>

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# PLAN DEVELOPMENT

## COMMUNITY ENGAGEMENT

In order to incorporate public opinion into the planning process, several opportunities for the community to provide input were provided. Details of the community engagement process are provided in Appendix A.

### STAKEHOLDER ENGAGEMENT

On February 27, 2020, community stakeholders were invited to participate in roundtable discussions. This included one meeting aimed at agencies and organizations in the City and a separate meeting targeted at businesses and property owners. These meetings were utilized to understand specific issues or concerns as well as to publicize the community open house.

### COMMUNITY MEETINGS

One formal community meeting was held on March 5, 2020. A total of eighteen people attended this meeting, which included the following informational material and input exercises:

- An Introduction station including background on the TMP process
- An Existing Conditions Station including the initial research on the transportation system
- An ‘Exercises’ Station where the community could provide facilitated input including:
  - A ranking of the transportation system goals previously described in Chapter 3
  - A ranking of which project types would be most beneficial to the community
  - An exercise where community members could indicate on a map the areas they felt transportation investments were the most critical
  - An exercise where community members could comment on a map of the existing Gold Nugget Trail Master Plan

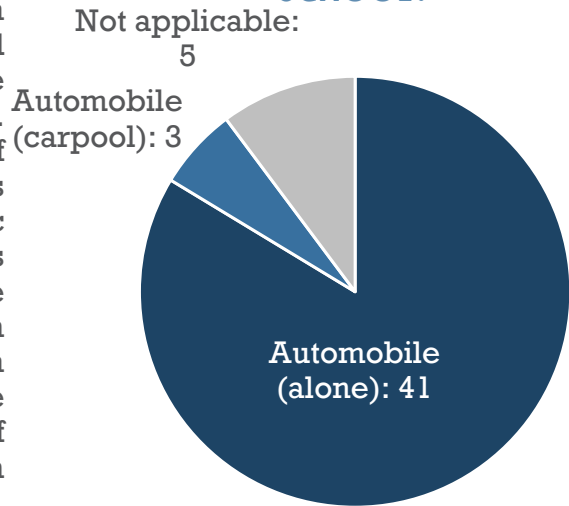


## ONLINE ENGAGEMENT

To supplement the in-person engagement, opportunities for the community to engage online were created through a Social Pinpoint website that included traditional survey formats and an interactive map. This website was publicized in a variety of ways including via social media, e-mail lists, and coordination with planning partners in the region. 58 people participated in the traditional survey component of the site, while 187 comments were registered on the interactive map. The online survey was developed to replicate two of the exercises from the traditional community meetings while included a handful of additional demographic questions in order to understand how well responses reflected known transportation conditions in the community. For instance, respondents were asked on their typical commute modes (as shown below) which compares relatively well – in both the number of ‘drive alone’ responses as well the relatively large number of ‘carpoolers’ - to data on the region from the American Community Survey.

Other questions in the survey focus on overall transportation conditions such as average distance and travel time to/from work.

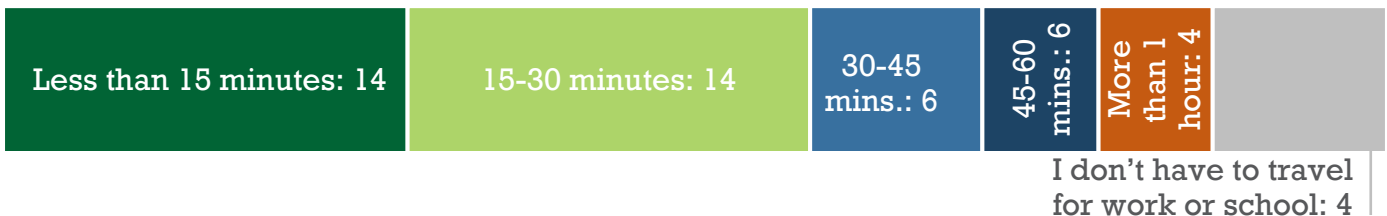
### SURVEY RESPONSES TO “WHAT IS YOUR PRIMARY MODE OF TRANSPORTATION FOR COMMUTING TO WORK OR SCHOOL?”



### SURVEY RESPONSES TO “HOW FAR DO YOU TRAVEL TO WORK OR SCHOOL?”



### SURVEY RESPONSES TO “HOW LONG DOES IT TYPICALLY TAKE YOU TO GET TO/FROM WORK OR SCHOOL?”



The key part of the survey replicates two of the exercises from the public meetings. One question focuses on the types of transportation projects that would be most helpful. Respondants were asked to rank project types from one (most desired) to seven (least desired.) Similar to what was observed in the community meetings, the top categories include ‘roadway capacity and operations’ and ‘intersection improvements.’

<b>CATEGORY</b>	<b>AVERAGE RANK</b>
Roadway Capacity and Operations	2.3
Intersection Improvements	2.2
Roadway Safety	3.2
ITS Infrastructure	3.9
Bicycle Infrastructure	5.5
Pedestrian Infrastructure	5.5
Freight Mobility	5.5

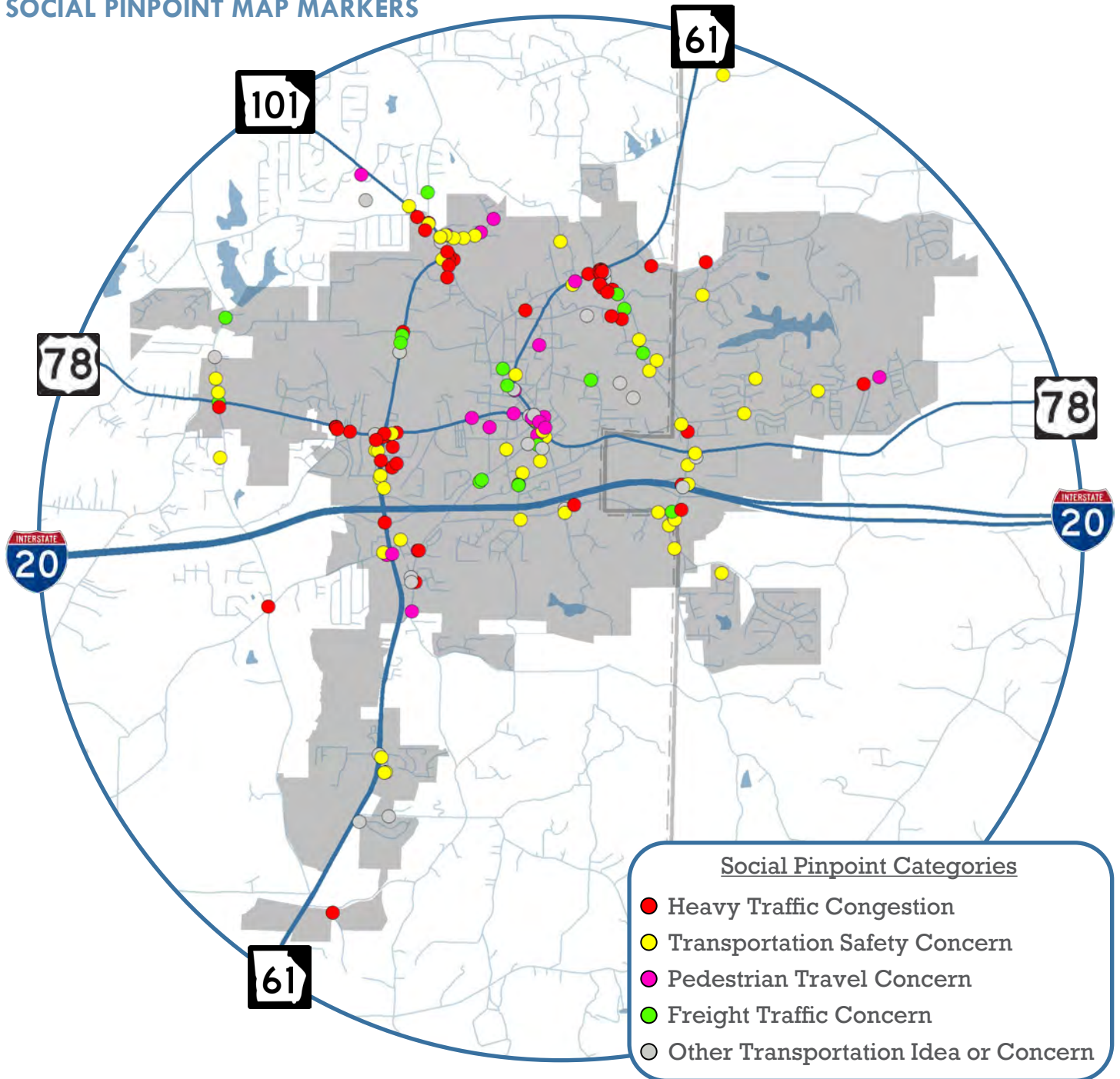
Similarly, respondents were also asked on their preferences for the transportation system goals, showing collective preferences similar to what was observed in the community meetings, with a larger emphasis on developing east west travel and developing freight corridors.

<b>CATEGORY</b>	<b>AVERAGE RANK</b>
Developing East West Travel	2.6
Developing an Active Mode Network	4.5
Improving North South Travel	2.9
Making Connections to I-20	4.6
Developing Freight Corridors	4.8
Supporting Economic Development	4.5

The other component of the online engagement involved the use of an interactive map where respondents could place pins down on a map representing different types of concerns and comments and provide additional commentary as they felt needed. Categories included:

- Transportation Safety Concern
- Heavy Traffic Congestion
- Freight Traffic Concern
- Pedestrian Travel Concern
- Other Transportation Idea or Concern

### SOCIAL PINPOINT MAP MARKERS

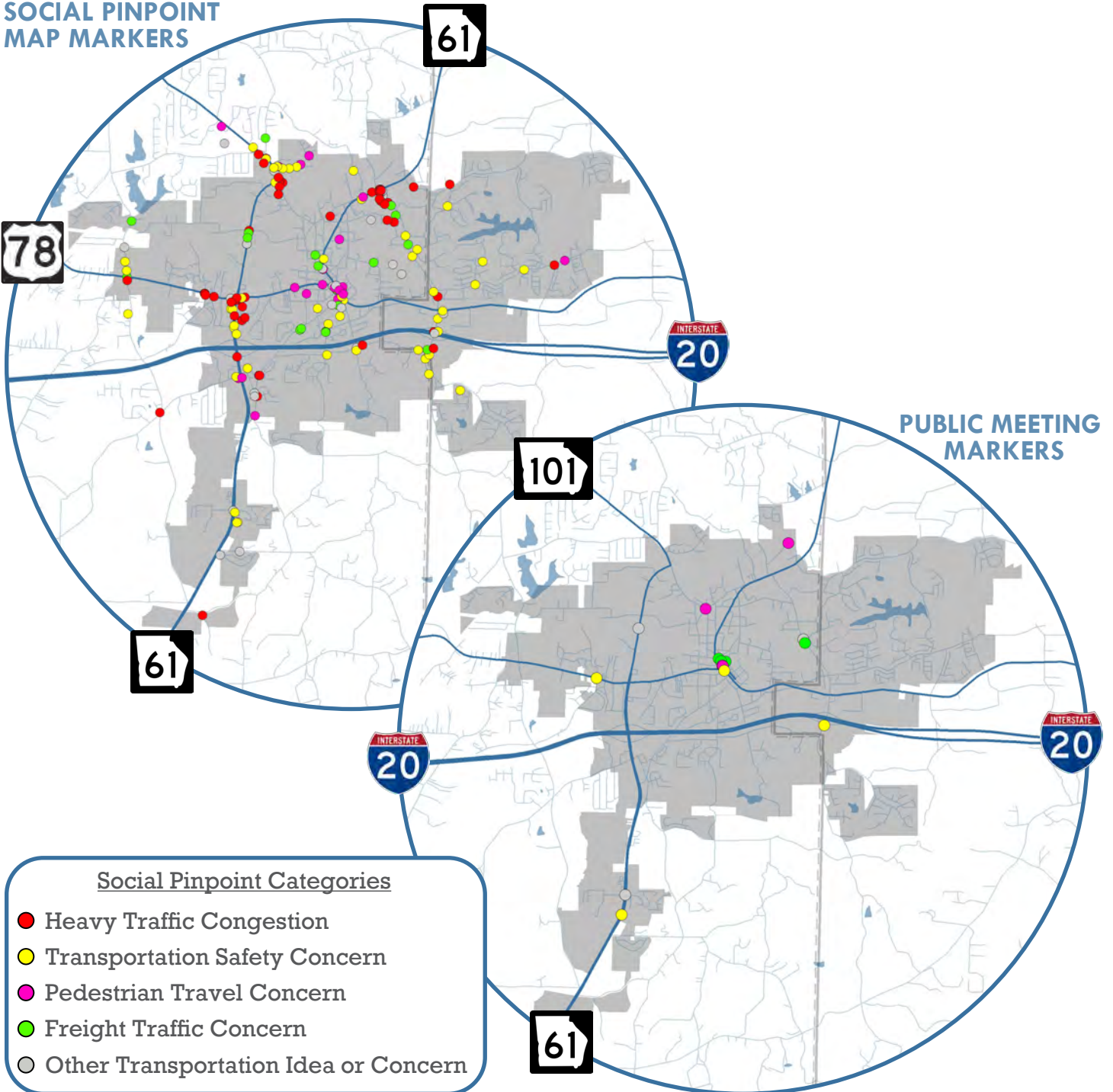


## SUMMARY OF COMMUNITY ENGAGEMENT AND INPUT

Given the disparate sources of community engagement and input, further compilation of results and input was appropriate to understand the collective direction from the community. In particular, this includes the three main exercises and questions held over the course of both the public and stakeholder meetings as well as through the online engagement tools.

- An exercise where community members could indicate on a map the areas where they felt transportation improvements were the most critical, the results presented below.

### SOCIAL PINPOINT MAP MARKERS



- A ranking of the transportation system goals previously described in Chapter 3, the results presented below

### PUBLIC MEETING GOALS RANKING

CATEGORY	NUMBER OF DOTS
Developing East West Travel	3
Developing an Active Mode Network	5
Improving North South Travel	13
Making Connections to I-20	2
Developing Freight Corridors	10
Supporting Economic Development	6

### ONLINE SURVEY GOALS RANKING

CATEGORY	AVERAGE RANK
Developing East West Travel	2.6
Developing an Active Mode Network	4.5
Improving North South Travel	2.9
Making Connections to I-20	4.6
Developing Freight Corridors	4.8
Supporting Economic Development	4.5

### COMMUNITY GOALS RANKING

CATEGORY	MEETING SCORE	SURVEY SCORE
Developing East West Travel	48	100
Developing an Active Mode Network	62	75
Improving North South Travel	100	94
Making Connections to I-20	39	75
Developing Freight Corridors	88	73
Supporting Economic Development	70	75

## TECHNICAL ANALYSIS

Complimenting the community input during the TMP process, a technical analysis was used to evaluate and understand different aspects of the transportation system including establishing existing conditions and needs, identify anticipated future conditions, and determine the needed improvements.

### INTERSECTION IMPROVEMENT PROJECTS

#### EXISTING CONDITIONS ANALYSIS

In coordination with the City staff, the planning team identified 29 major intersections at the city to analyze in further detail. Peak hour turning movement counts were collected the week of November 20, 2019 at these locations. The AM and PM peak hour conditions were modeled using the traffic engineering software Synchro and analyzed using standard reference Highway Capacity Manual (HCM) methodology in order to determine the average delay experienced by each vehicle at each intersection, which in turn is used to determine Level of Service (LOS). The HCM reports are included in Appendix B.



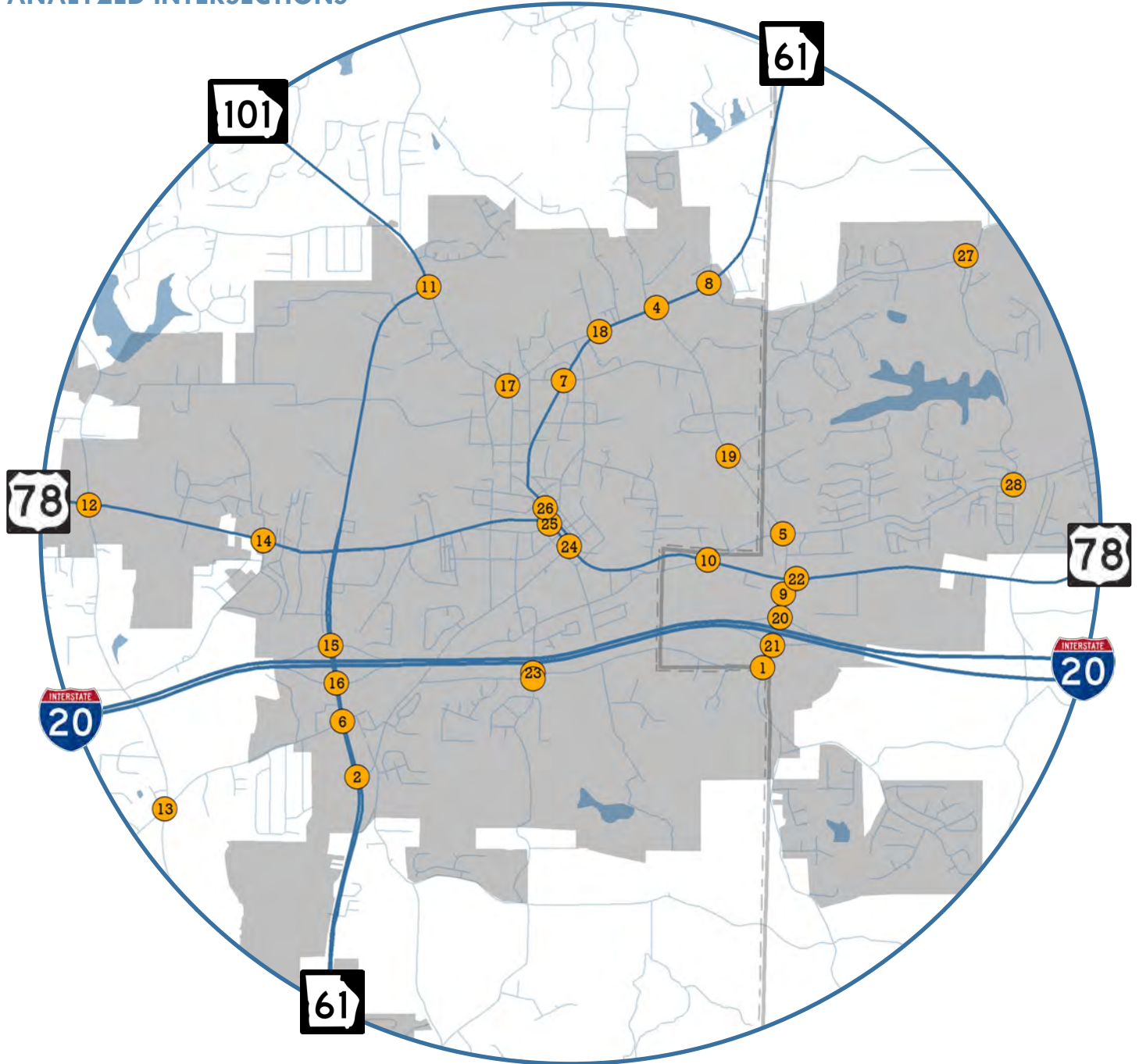
Two additional intersections (SR 61 at Vicksburg Dr/Bay Springs and SR 101/Rockmart Road at Reid Plantation Drive) were identified in the community engagement process. Due to the nature of the desired improvement at SR 61 at Vicksburg Dr/Bay Springs (a median break), it was not modeled in Synchro. Instead, volumes were calculated using the ITE Trip Generation Manual and delay was calculated based on the distance to the nearest median break. Due to the late addition and limited data availability, congestion was not calculated for SR 101/Rockmart Road at Reid Plantation Drive.

The improvement of the intersection of US 78 and GA SR 61 is a planned and funded GDOT project. While it is included in this plan, it was not analyzed as the project planning and design is already underway.

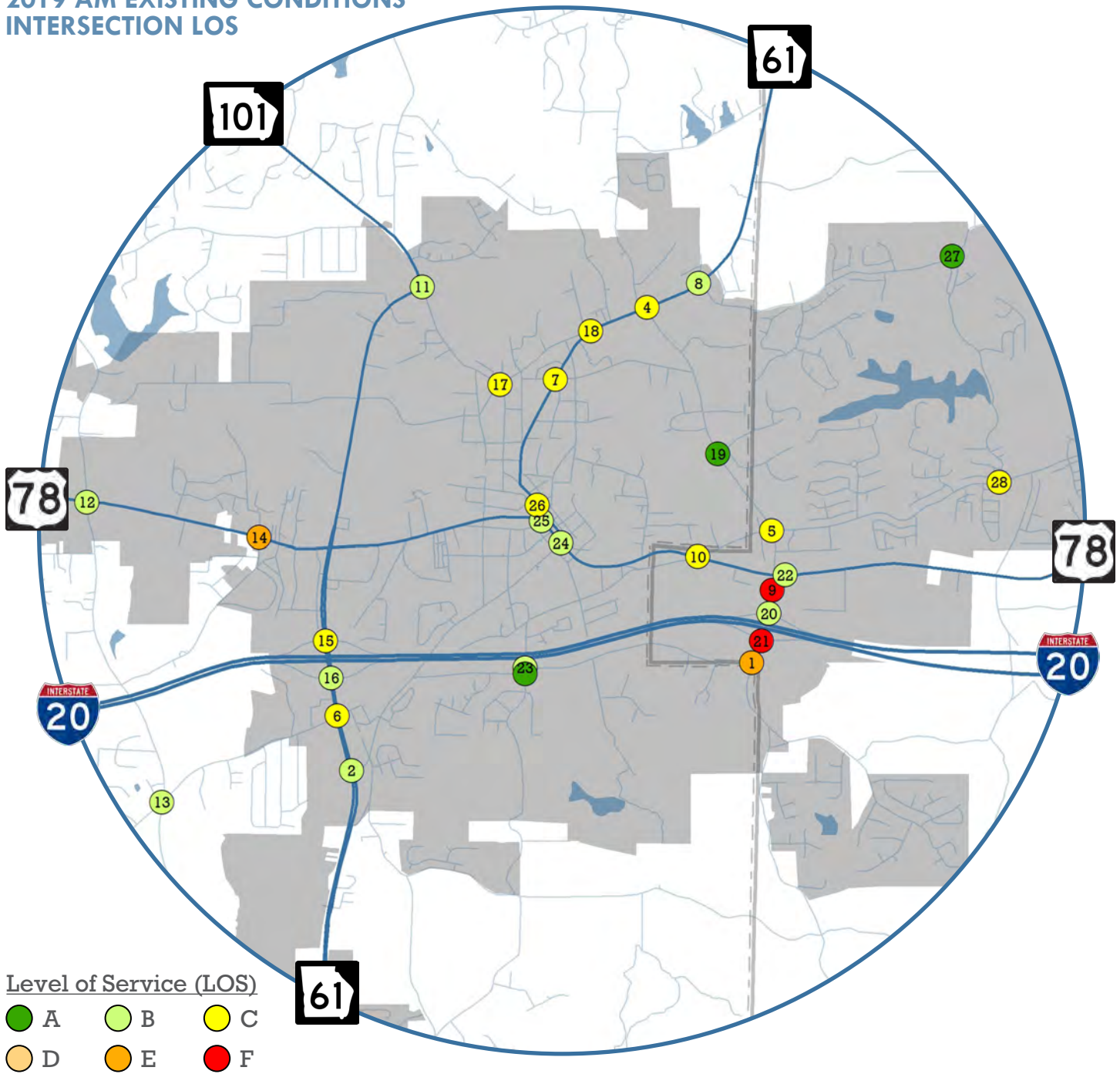
## ANALYZED INTERSECTIONS

INTERSECTION ID	INTERSECTION
1	Liberty Rd @ Edge Rd
2	Hwy 61 @ South Carroll Rd
3	Hwy 61 @ US 78/; US 78 @ Rocky Branch Rd
4	Punkintown Rd @ Dallas Hwy
5	Mirror Lake Blvd @ Conners Rd
6	Hwy 61 @ Hickory Level Rd
7	Dallas Hwy @ Old Stone Rd
8	Hwy 61 @ Stockmar Rd
9	Liberty Rd @ Liberty Rd Connector
10	Conners Rd @ Veterans Memorial Hwy
11	Hwy 61 @ West/East Industrial Blvd
12	Us 78 @ Van Wert Rd
13	South Van Wert Rd @ Hickory Level Rd
14	Rocky Branch Rd @ Hwy 78
15	Hwy 61 @ I-20 @WB Ramps
16	Hwy 61 @ I-20 @EB Ramps
17	Rockmart Rd @ Old Town Rd
18	Dallas Hwy @ Old Town Rd
19	Punkintown Rd @ Shoreline Pkwy
20	Liberty Rd @ I-20 WB Ramps
21	Liberty Rd @ I-20 EB Ramps
22	Liberty Rd Connector @ Hwy 78
23	Daniel Rd @ Edge Rd
24	Hwy 78 @ South Carroll Rd
25	Hwy 78 @ Westview Dr
26	Main St @ Cheeves St
27	Mirror Lake Pkwy @ Stockmar Rd
28	Mirror Lake Pkwy @ Conners Rd
29	Daniel Rd @ Berry Dr
50	SR 61 @ Vicksburg Dr/Bay Springs Dr

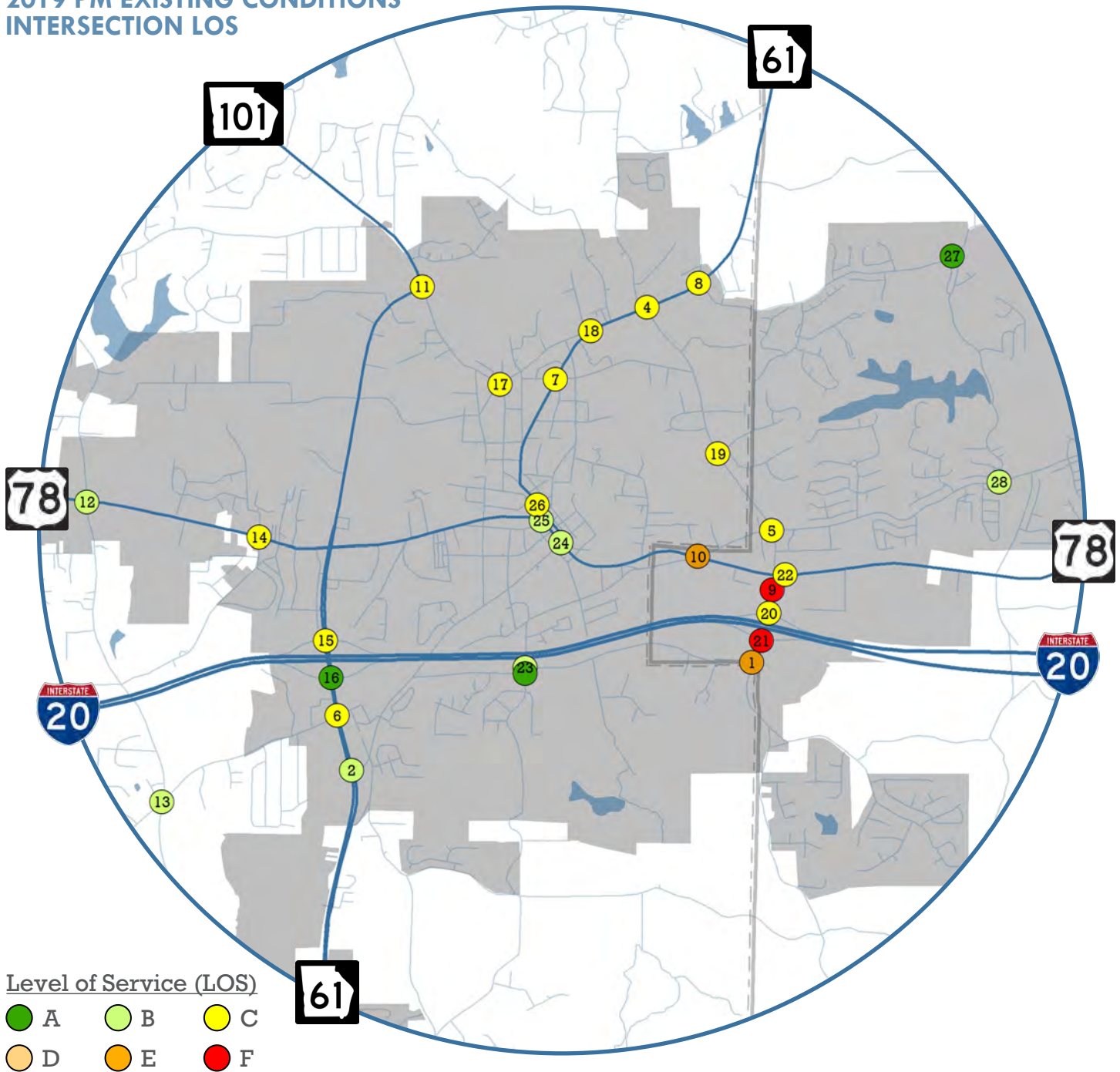
### ANALYZED INTERSECTIONS



2019 AM EXISTING CONDITIONS  
INTERSECTION LOS



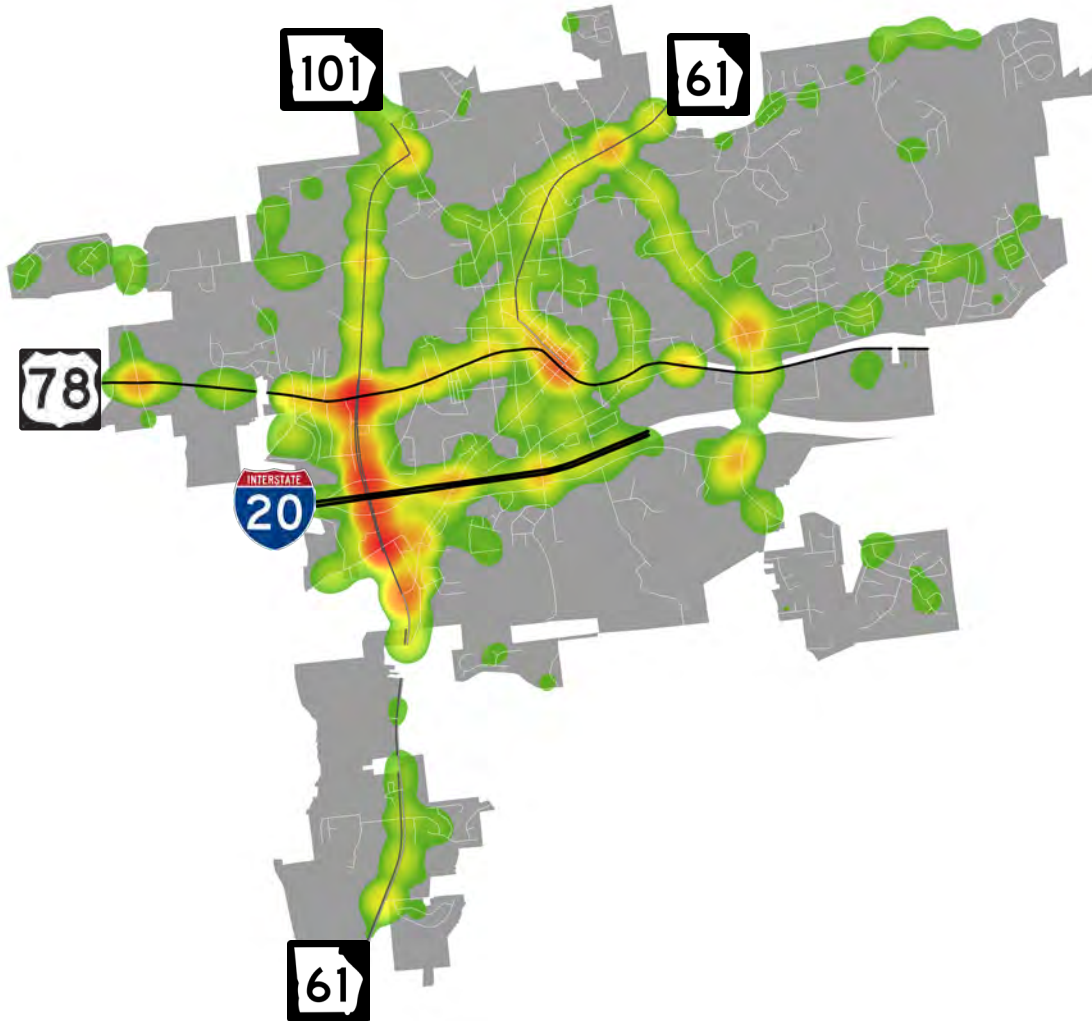
**2019 PM EXISTING CONDITIONS  
INTERSECTION LOS**



Crash history from the years 2014-2018 was collected through the city and analyzed at each intersection using the Georgia Electronic Accident Reporting System (GEARS) to identify safety issues.

## HEATMAP OF VILLA RICA CRASH HISTORY

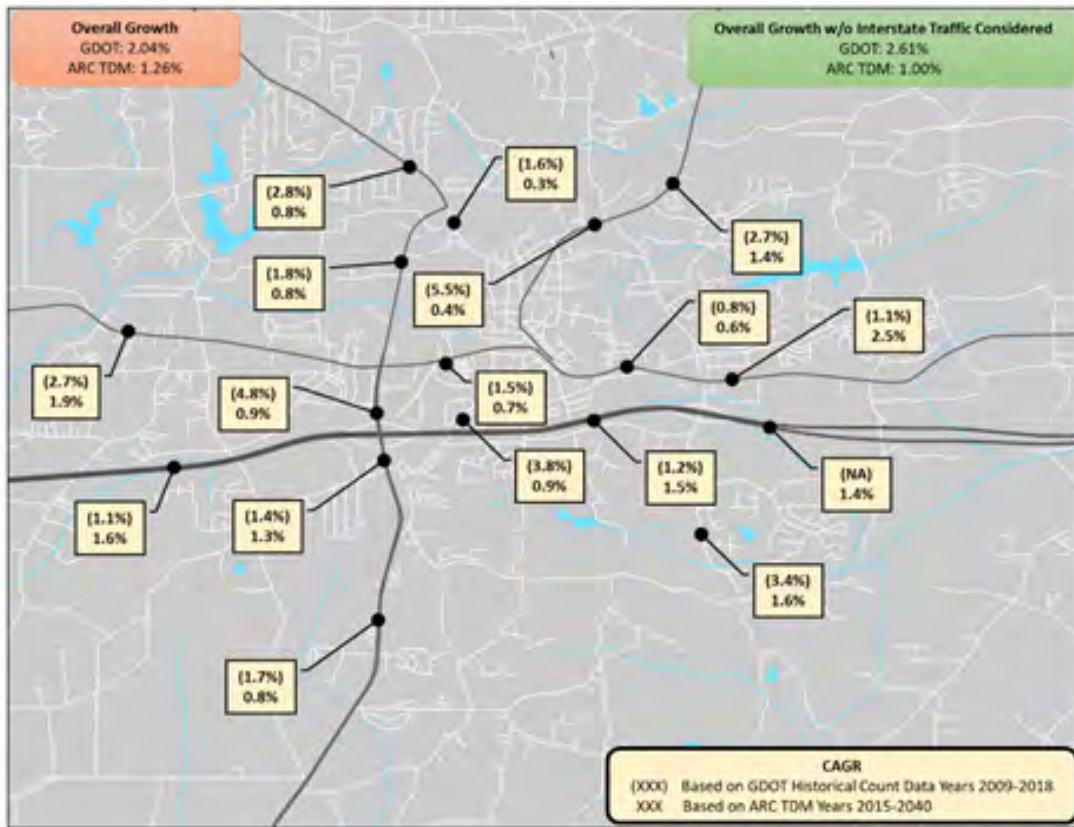
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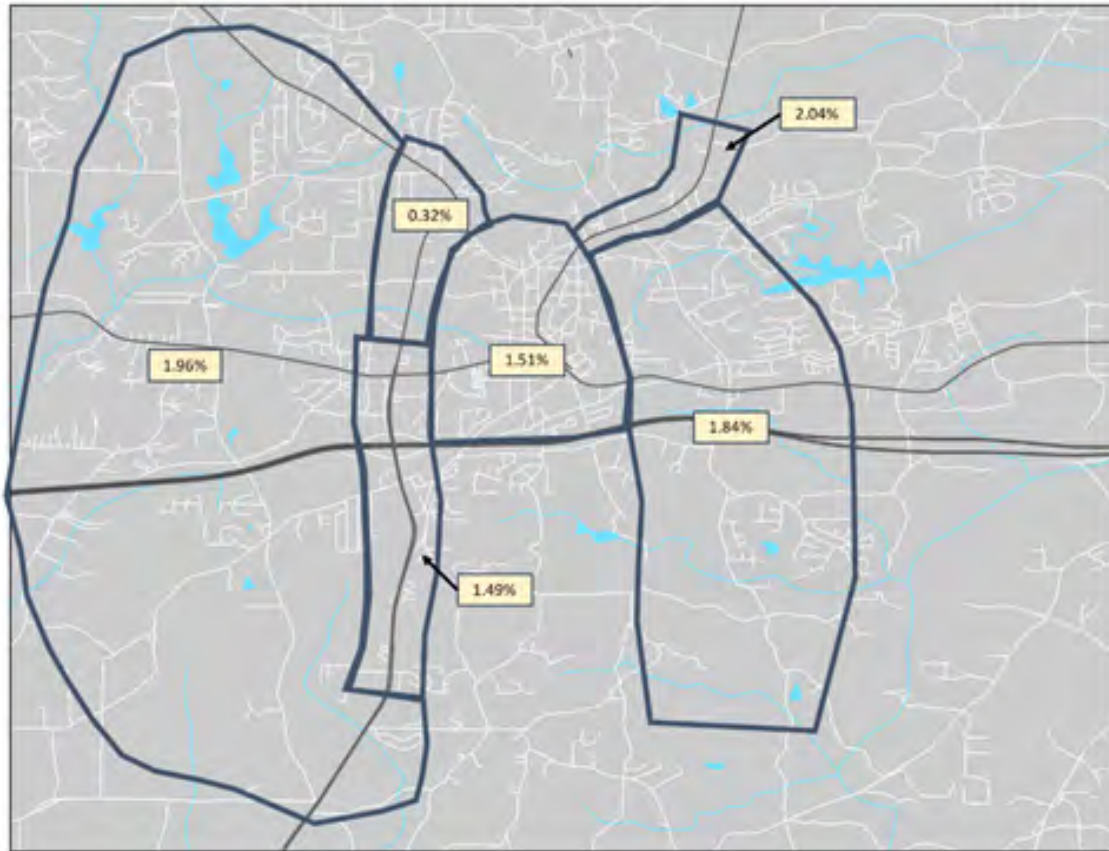
A field review was performed on February 4, 2020 in order to further identify operational and safety concerns. The operation of each intersection was observed in the AM and PM peak hour. The notes from this field review and the crash data are included in Appendix C.

**TRAFFIC FORECASTING**

In order to determine needed improvements, future traffic volume forecasting was performed. Intersection turning volumes were calculated for the planned year of 2045 using a compound annual growth rate determined using GDOT historical data and the ARC’s Travel demand model (TDM) The historical data was used to determine past annual growth rates based on an exponential regression model of best fit. The TDM was utilized to understand projected traffic volume trends for the future along the corridor which is based on information about the anticipated demand of traffic (generated through anticipated changes in land use) and couples it with information on the anticipate supply (where roads are location, number of lanes, etc.) of the transportation system. It is important to note that the while the exact traffic volumes from the TDM may not accurately reflect actual volumes on study area roadways, changes in volume identified by the model are still useful for traffic projections because they account for changes in future land uses, land use intensities, population, and employment. A growth rate based on the TDM was calculated at each GDOT count location, presented below. The growth calculations based on historical data and the TDM are included in Appendix D.



In order to account for the fact that different areas of the city are expected to grow at different rates, the city was divided into six “growth zones,” presented below. GDOT historical count stations within each zone and the corresponding TDM based growth rates were averaged in order to determine a growth rate for each zone, presented below.

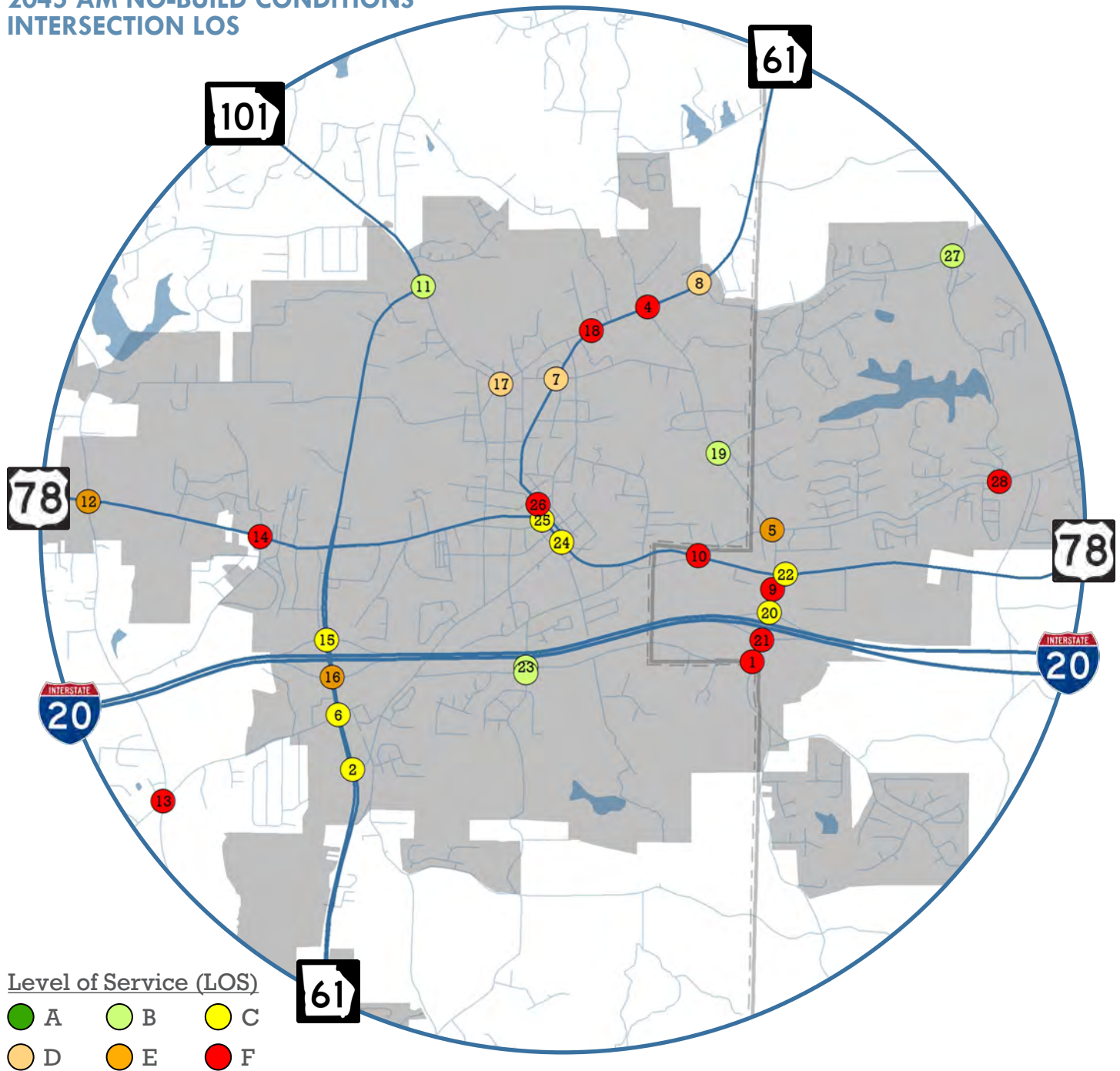


The calculated growth rates were applied to the existing 2019 traffic counts at each intersection to calculate 2045 future volumes. Future traffic volumes are provided in Appendix E.

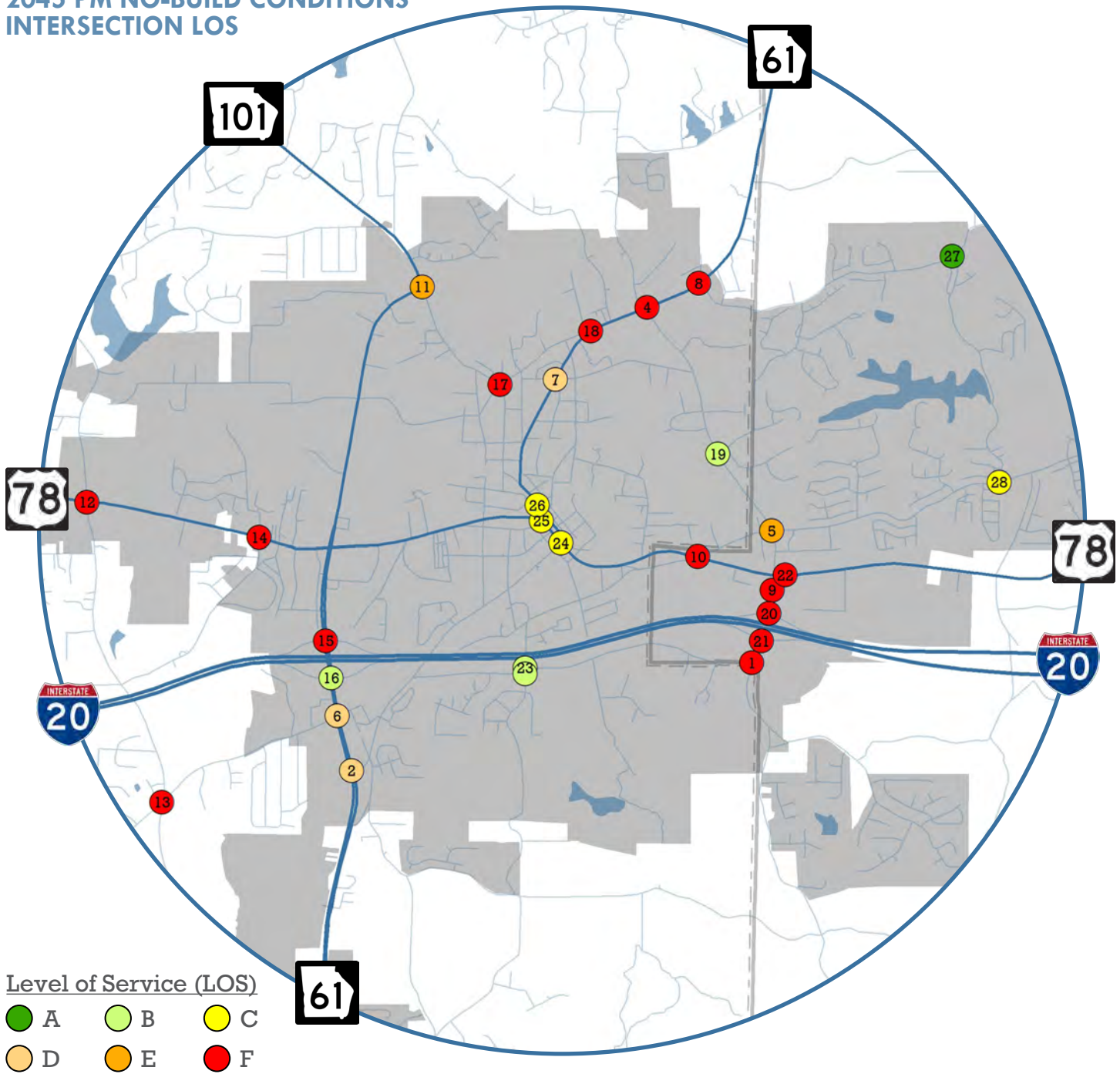
#### PROJECT DEVELOPMENT

The forecasted traffic volumes were input into the Synchro model and analyzed using HCM methodology to determine the 2045 No Build conditions in the AM and PM peak hours. At each location project improvements, if needed, were determined based on engineering judgment, feasibility and delay reduction. Each intersection was added as a project for consideration in the Transportation Master Plan if improvements were determined to be necessary. These improvements were modeled in Synchro and analyzed using HCM methodology to calculate the 2045 Build Conditions in the AM and PM peak hours.

**2045 AM NO-BUILD CONDITIONS  
INTERSECTION LOS**



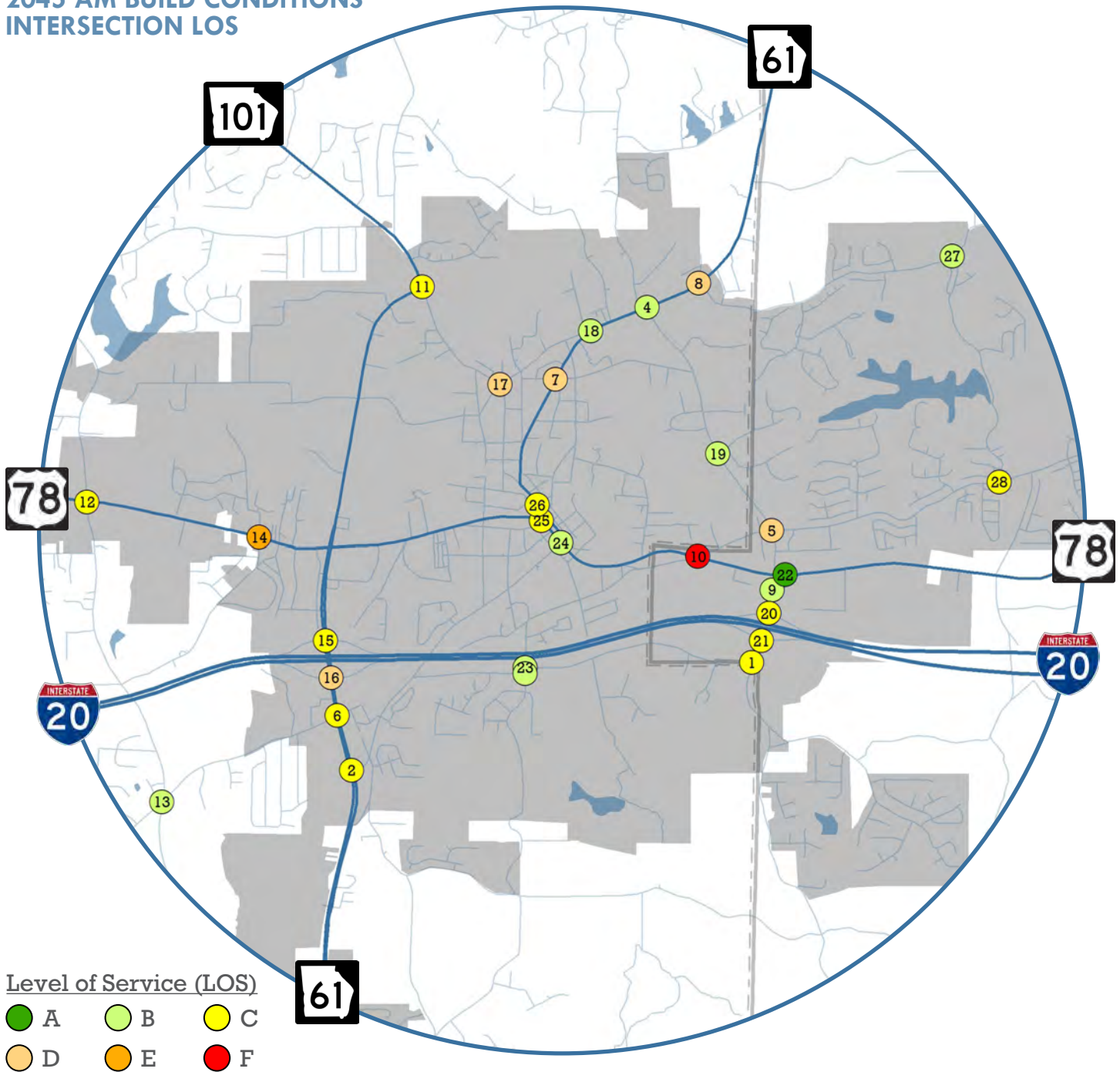
2045 PM NO-BUILD CONDITIONS  
INTERSECTION LOS



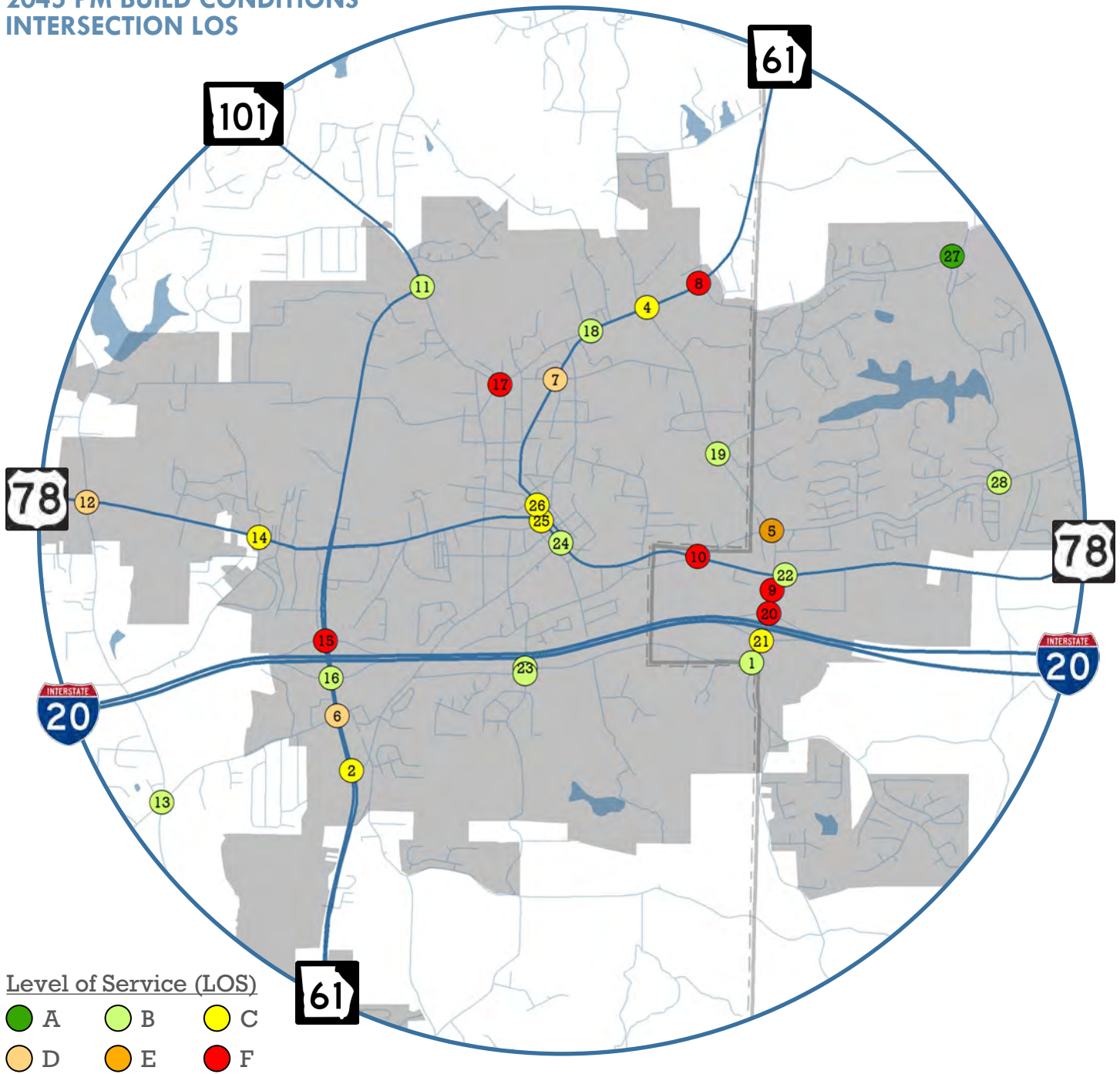
Level of Service (LOS)

- A    ● B    ● C
- D    ● E    ● F

**2045 AM BUILD CONDITIONS  
INTERSECTION LOS**



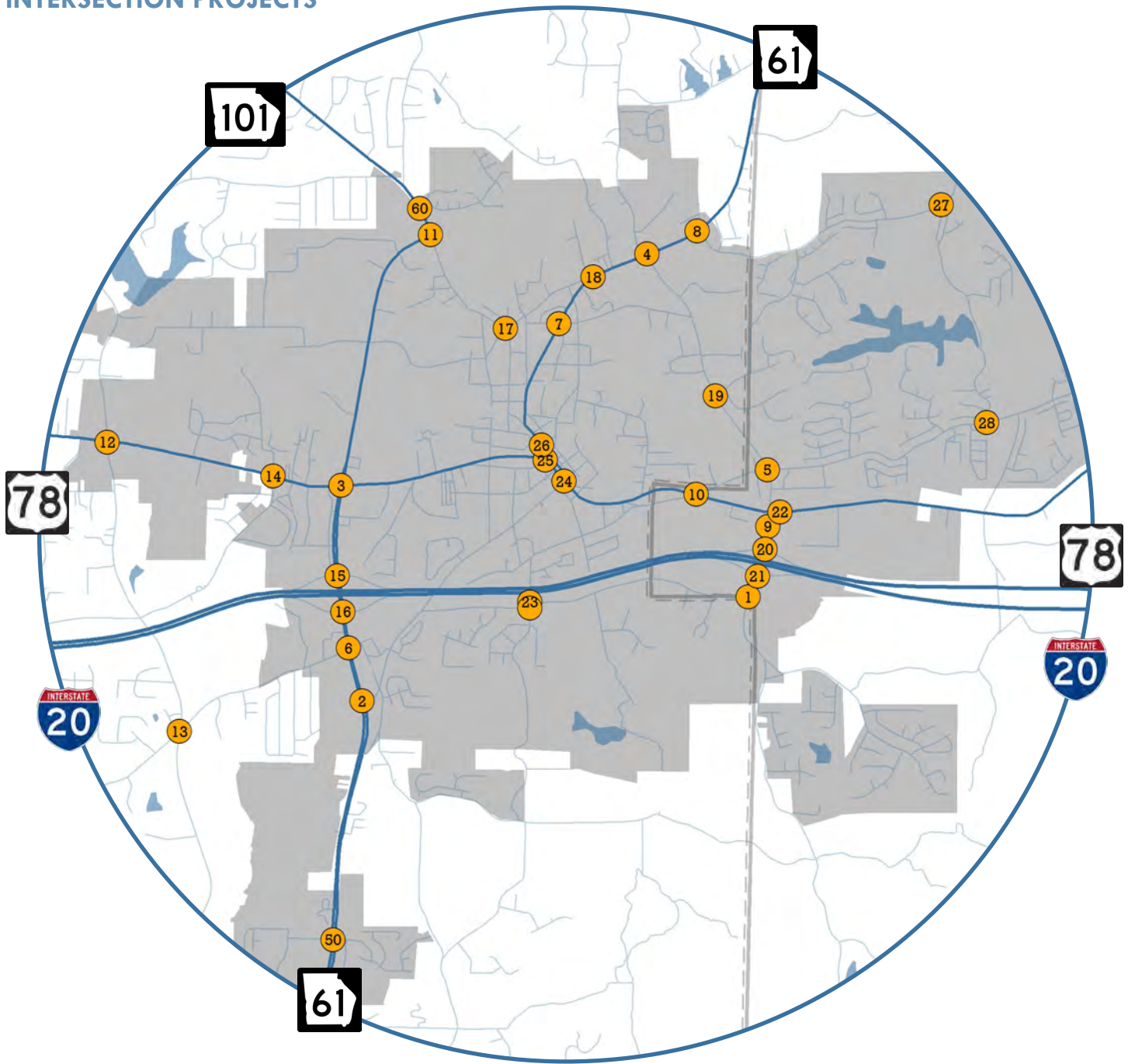
2045 PM BUILD CONDITIONS  
INTERSECTION LOS



## INTERSECTION PROJECTS

PROJECT ID	PROJECT	DESCRIPTION
1	Liberty Rd @ Edge Rd	Install roundabout
2	Hwy 61 @ South Carroll Rd	Make WBL double LT
3	Hwy 61 @ US 78/; US 78 @ Rocky Branch Rd	GDOT intersection improvements
4	Punkintown Rd @ Dallas Hwy	Install roundabout with bypasses on all approaches
5	Mirror Lake Blvd @ Conners Rd	Install EB and WB double LT
7	Dallas Hwy @ Old Stone Rd	Add SB LTL
8	Hwy 61 @ Stockmar Rd	Install roundabout
9	Liberty Rd @ Liberty Rd Connector	Restrict westbound lefts, route around and back down; Long term, construct connector bridge on west side of Mirror Lake Blvd
10	Conners Rd @ Veterans Memorial Hwy	Install roundabout
11	Hwy 61 @ West/East Industrial Blvd	Install roundabout
12	Us 78 @ Van Wert Rd	Install SBL and SBR turn lanes; Install NBL turn lane
13	South Van Wert Rd @ Hickory Level Rd	Install roundabout
14	Rocky Branch Rd @ Hwy 78	Signalize; Give WBL pm+pt phase
15	Hwy 61 @ I-20 @WB Ramps	Extend NBL turn bay to 250 ft; make NBL double LT
16	Hwy 61 @ I-20 @EB Ramps	Extend SBL turn bay to 250 ft; make SBL double LT;
17	Rockmart Rd @ Old Town Rd	Install WBR turn bay
18	Dallas Hwy @ Old Town Rd	Install roundabout
19	Punkintown Rd @ Shoreline Pkwy	Install WBR turn bay
20	Liberty Rd @ I-20 WB Ramps	Make WBR double RT, add lane with taper OR drop lane at Liberty Rd connector intersection
21	Liberty Rd @ I-20 EB Ramps	Signalize; make SBL double left
22	Liberty Rd Connector @ Hwy 78	Install roundabout
24	Hwy 78 @ South Carroll Rd	Install SBR turn bay
26	Main St @ Cheeves St	Install TWLTL
28	Mirror Lake Pkwy @ Conners Rd	Install SB LTL; NB RTL; TWLTL
50	SR 61 @ Vicksburg Dr/Bay Springs Dr	Provide median break
60	SR 101/Rockmart Rd @ Reid Plantation Dr	Convert to unsignalized High-T intersection

# INTERSECTION PROJECTS



## BICYCLE AND PEDESTRIAN PROJECTS

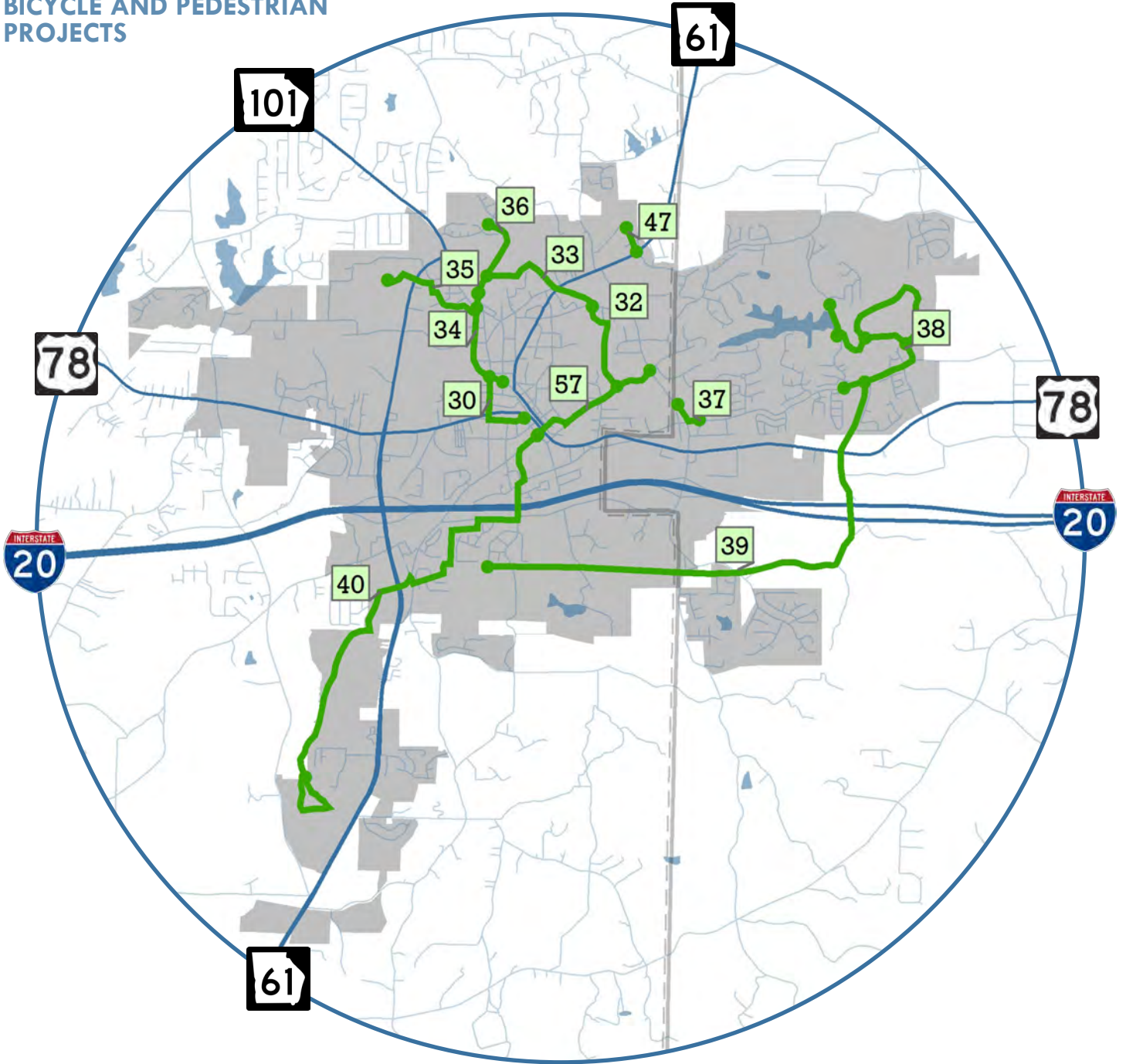
### PROJECT DEVELOPMENT

Bicycle and pedestrian projects include trails, sidewalk, and bike lanes. The starting point for the bicycle and pedestrian element of the Transportation Master Plan was the Gold Nugget Trail Master Plan. All projects from that effort were incorporated into the Transportation Master Plan, as well as other projects added based on input from the community and city staff. The bicycle and pedestrian component of the Shoreline Connector New Location roadway was also analyzed and incorporated into project evaluation.

### BICYCLE AND PEDESTRIAN PROJECTS

PROJECT ID	PROJECT
30	Downtown Connector Trail
32	Cleghorn to Old Stone Rd Trail
33	Tanner to Fullerville Trail
34	Downtown to Fullerville Trail
35	Gold Dust Park Connector Trail
36	Fullerville to Reid Plantation Trail
37	Mirror Lake Loop Trail
38	Conners Rd Park Trail
39	Tyson Rd Corridor Trail
40	South Connector Trail
47	Seniors Trail
57	Shoreline Connector
59	Downtown Grade Separated Ped RR Crossing

**BICYCLE AND PEDESTRIAN  
PROJECTS**



### PROPENSITY ANALYSIS

Each bicycle and pedestrian project was evaluated for propensity. Propensity analysis in combination with public input helps to determine which projects will be the most effective at serving community needs. Data collected and evaluated in this analysis includes:

- History of bicycle and pedestrian crashes from the years 2014-2018 in the project vicinity utilizing GEARS data
- Population density utilizing American Community Survey data
- Employment density utilizing Longitudinal Employer-Household Dynamics (LEHD) data
- Density of households with no vehicle utilizing American Community Survey data
- Project connection to the downtown area based on the project limits

PROJECT ID	CRASHES	POPULATION DENSITY (PERSONS/ACRE)	EMPLOYMENT DENSITY (JOBS/ACRE)	HH W/ NO VEHICLE DENSITY (HH/ACRE)	DOWNTOWN CONNECTION
30	4	1.49	1.72	0.06	Yes
32	0	0.75	1.61	0.06	No
33	2	0.95	1.44	0.05	No
34	0	1.14	0.76	0.06	Yes
35	1	0.44	0.91	0.05	No
36	0	0.94	0.2	0.06	No
37	0	1.02	0.26	0.01	No
38	0	1.02	0.08	0	No
39	0	1.23	0.03	0.02	No
40	9	1.04	0.78	0.03	Yes
47	0	0.63	0.22	0.02	No
57	4	1.3	1.02	0.06	Yes
59	0	1.49	1.72	0.06	Yes

### ROADWAY PROJECTS

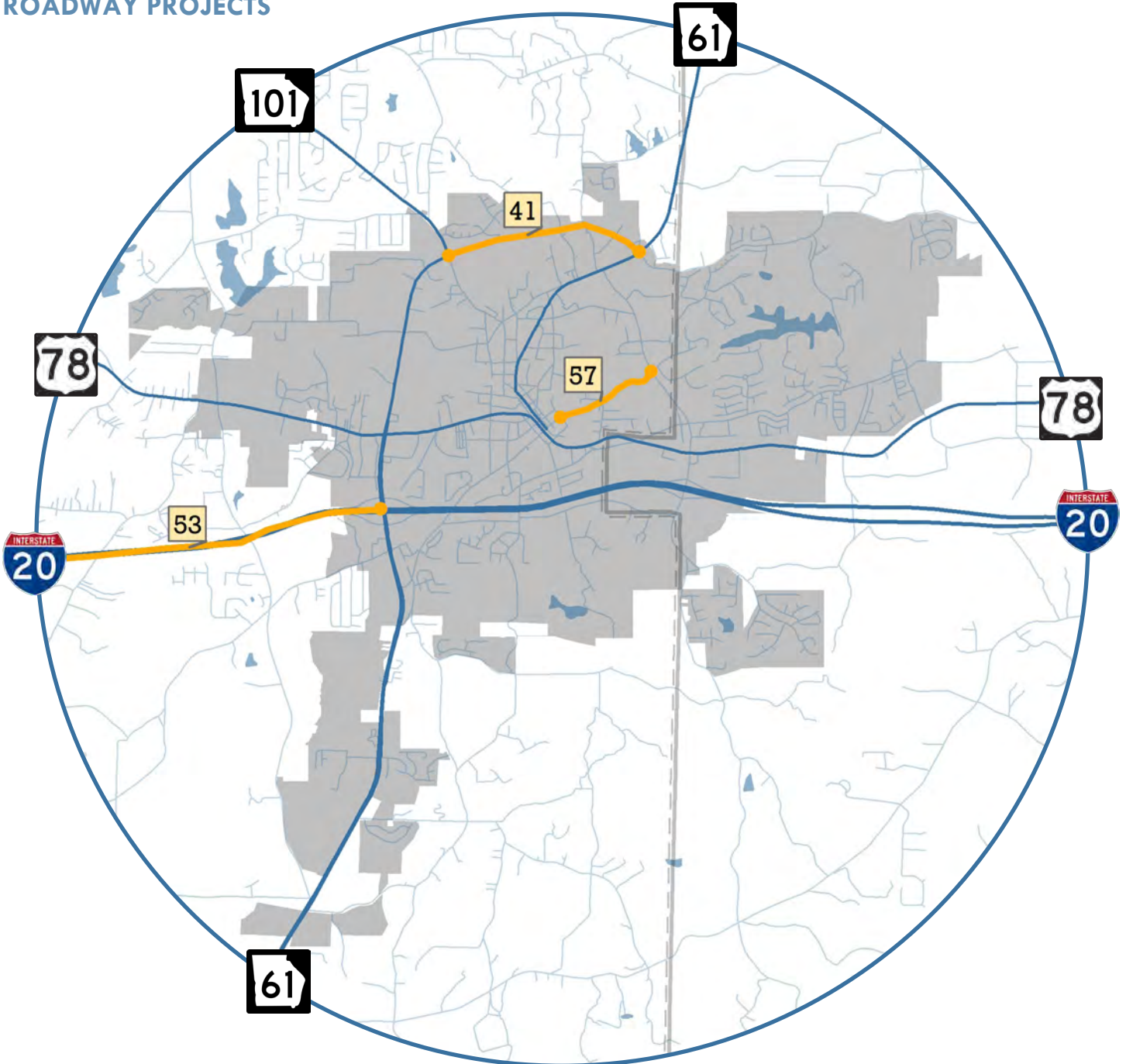
#### PROJECT DEVELOPMENT

Roadway projects include widening and new location projects. The list of roadway projects was developed using existing planned state and local projects in addition to community input.

## ROADWAY PROJECTS

PROJECT ID	PROJECT	DESCRIPTION
41	North Loop	New Roadway
53	I-20 from SR 61 to SR 113	Widening to 6 Lanes
57	Shoreline Connector	New Roadway

## ROADWAY PROJECTS



**CRASH ANALYSIS**

Vehicle crash history from the years 2014-2018 was collected for the affected area of each project using GEARS.

INTERSECTION ID	CRASHES	EXISTING WEIGHTED CONGESTION	NO BUILD WEIGHTED CONGESTION	BUILD WEIGHTED CONGESTION	VEHICLES SERVED
41	125	6,046	10,653	9,393	49,769
53	348	124,982	213,414	173,545	707,014
57	230	5,268	8,537	8,213	39,187

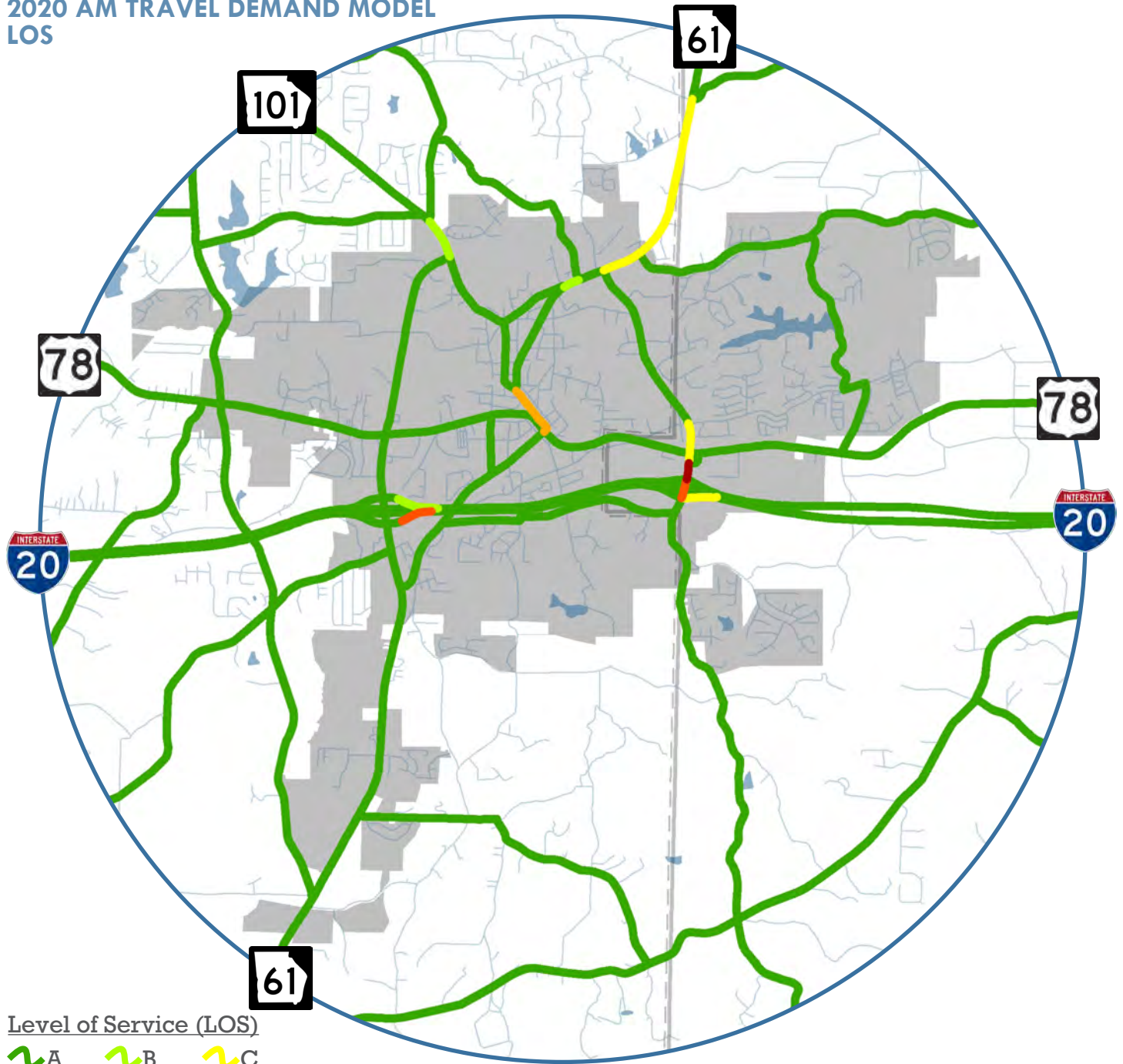
## TRAVEL DEMAND MODEL ANALYSIS

Roadway projects were analyzed using the ARC TDM in Cube software. Projects were modeled in three scenarios: 2020 Existing Conditions, 2020 No Build Conditions, and 2050 Build Conditions to compare and contrast how traffic flow and overall congestion may change. The following data from the model runs for each project affected area was used to evaluate the projects:

- Existing Conditions weighted congestion- Calculated based on the 2020 Existing Conditions model run, this data is the result of summing the multiple of volume to capacity ratio and vehicle miles traveled for all affected links for each project. This is an indication of the amount of congestion travelers currently experience in the project affected area.
- No-Build Conditions weighted congestion- Calculated based on the 2050 No Build Conditions model run, this data is the result of summing the multiple of volume to capacity ratio and vehicle miles traveled for all affected links for each project. This is an indication of the amount of congestion travelers are projected to experience in the project affected area in the year 2050 if the project is not installed.
- Build Conditions weighted congestion- Calculated based on the 2050 Build Conditions model run, this data is the result of summing the multiple of volume to capacity ratio and vehicle miles traveled for all affected links for each project. This is an indication of the amount of congestion travelers are projected to experience in the project affected area in the year 2050 if the project is installed.
- Vehicles Served- Calculated based on the 2050 Build Conditions, this data is the result of summing vehicle miles traveled for all links in the project affected area. This is an indication of the number of travelers that will be impacted by the project in the year 2050 if the project is installed.

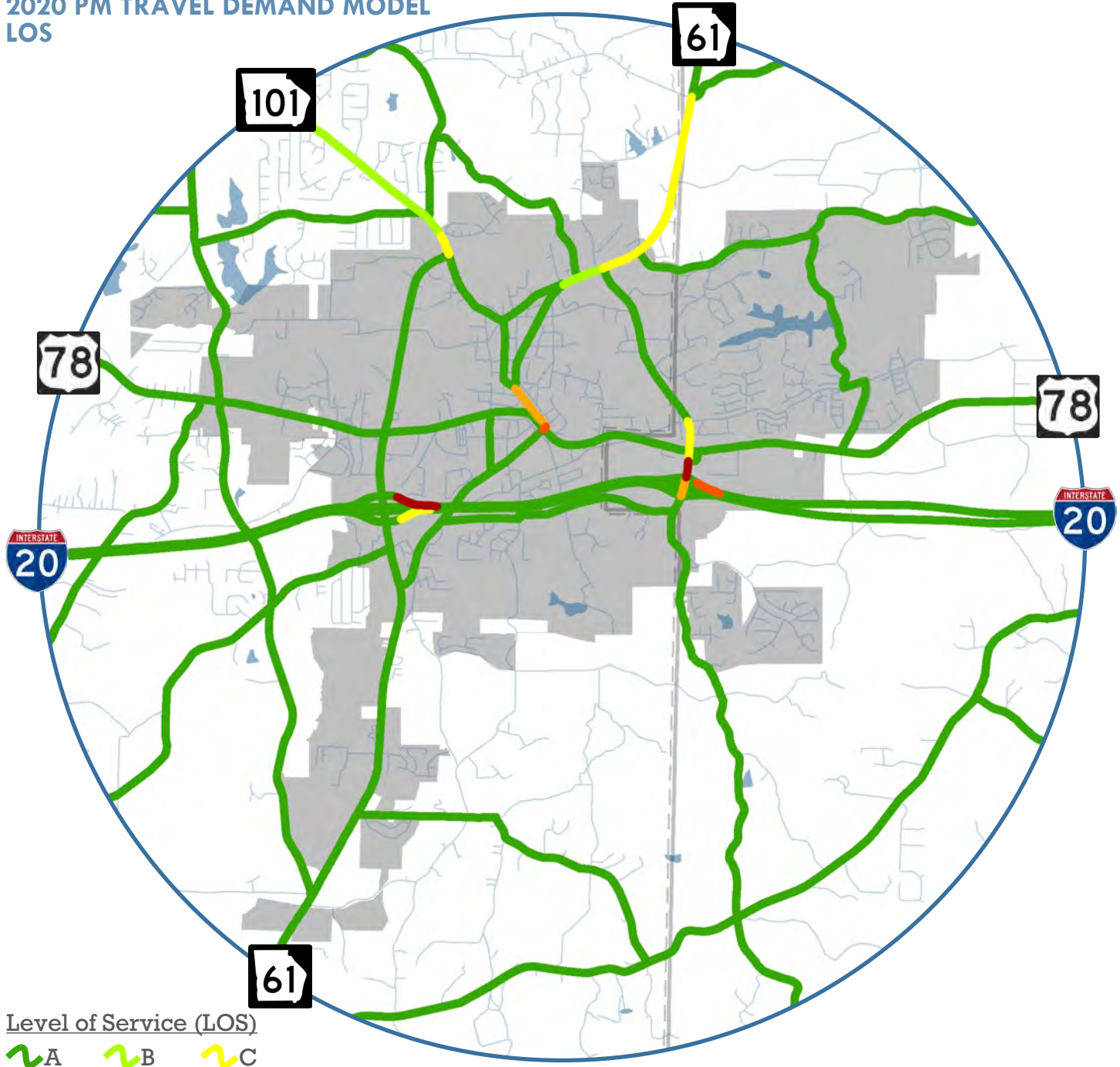
The results of the model runs are plotted by peak hour Level of Service in the AM and PM conditions for each scenario. The Level of Service results indicated from the travel demand model are more generalized to the overall capacity of roadway segments, based on the number of through lanes. Unlike the intersection Level of Service analysis, this Level of Service isn't able to understand the impacts of signal timing or intersection constraints and how that may impact congestion.

**2020 AM TRAVEL DEMAND MODEL  
LOS**



Level of Service (LOS)  
 ~ A    ~ B    ~ C  
 ~ D    ~ E    ~ F

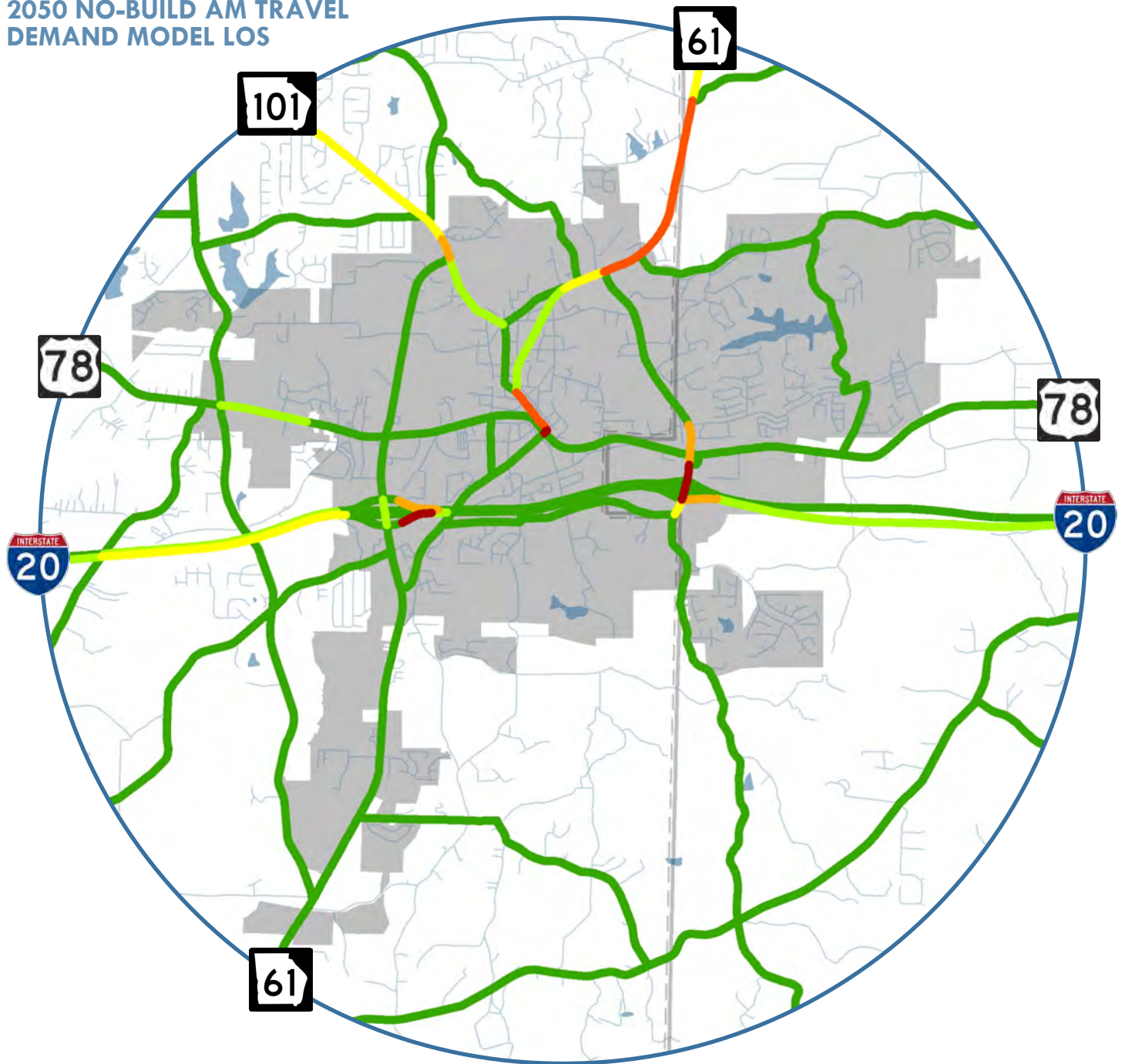
2020 PM TRAVEL DEMAND MODEL  
LOS



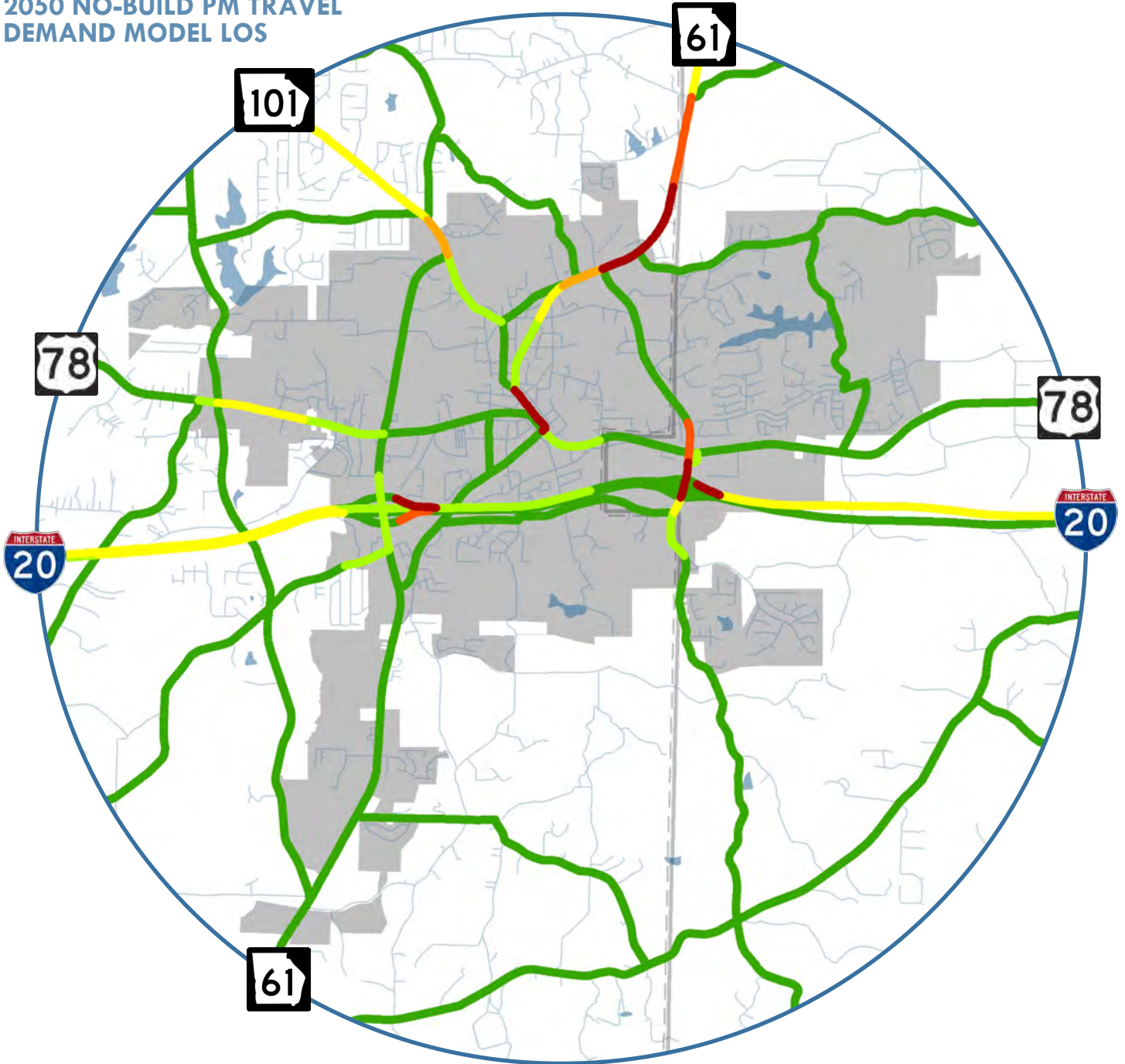
Level of Service (LOS)

A	B	C
D	E	F

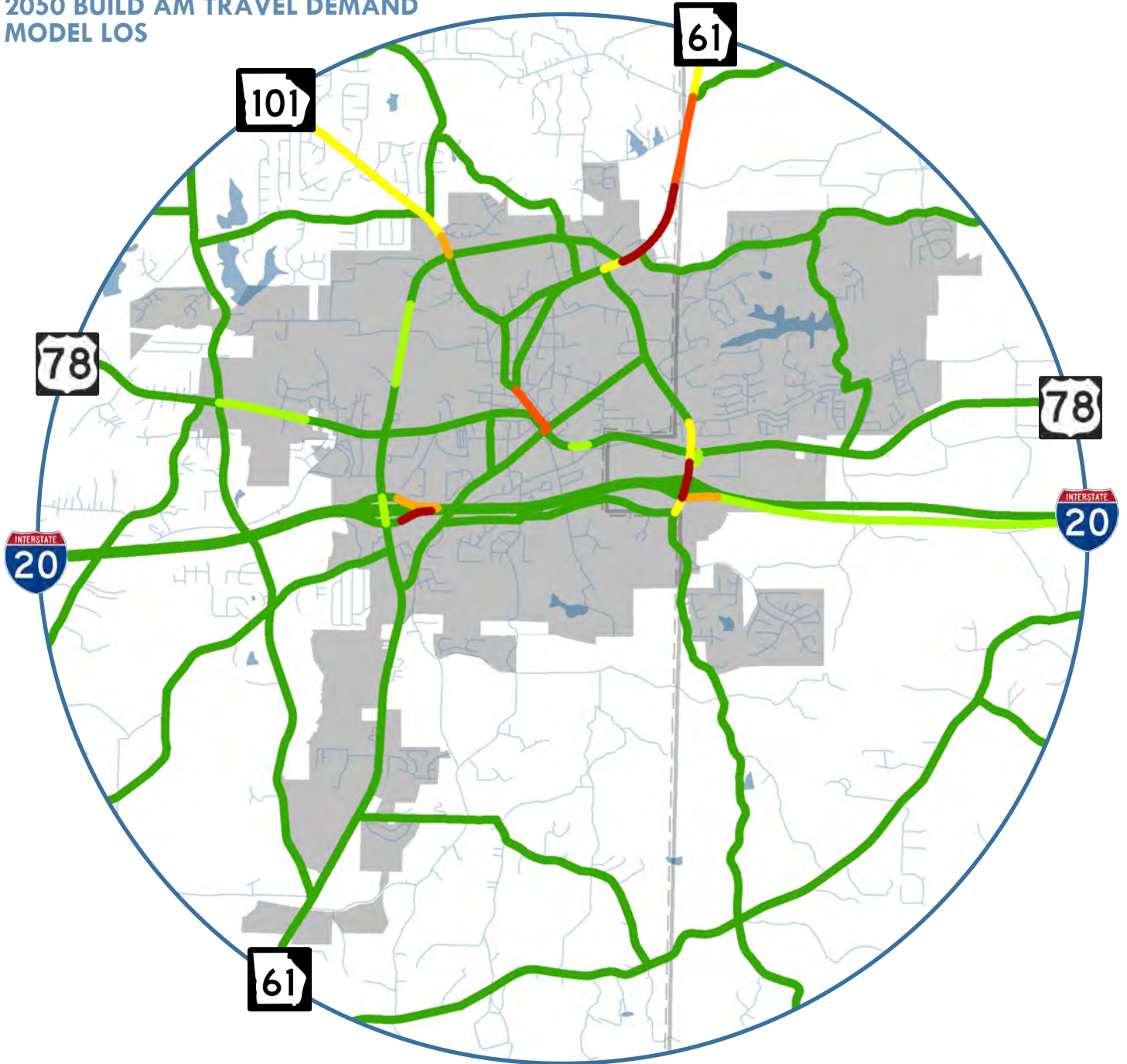
**2050 NO-BUILD AM TRAVEL  
DEMAND MODEL LOS**



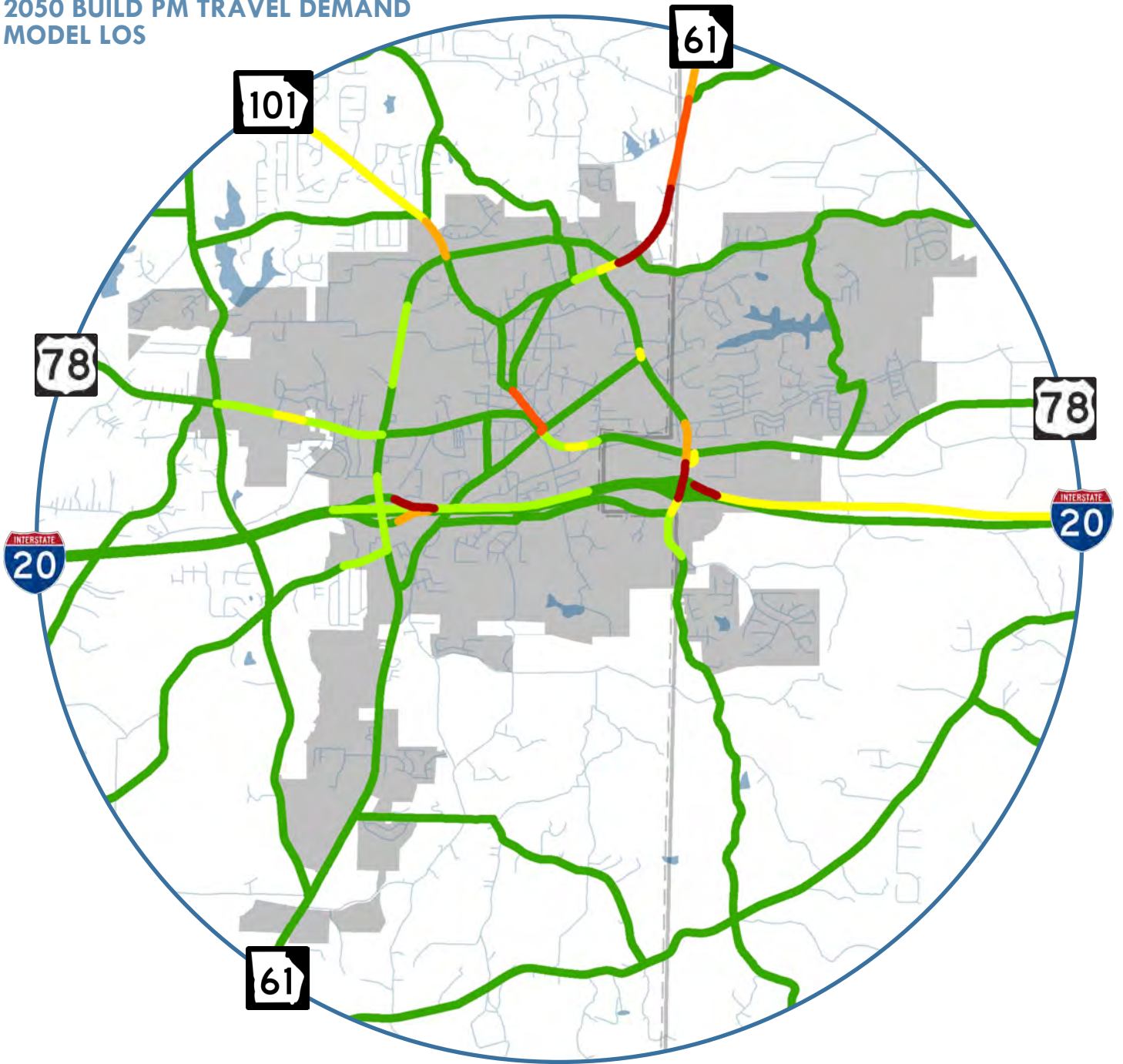
2050 NO-BUILD PM TRAVEL  
DEMAND MODEL LOS



**2050 BUILD AM TRAVEL DEMAND  
MODEL LOS**



2050 BUILD PM TRAVEL DEMAND  
MODEL LOS



**SAFETY/OPERATIONAL PROJECTS**

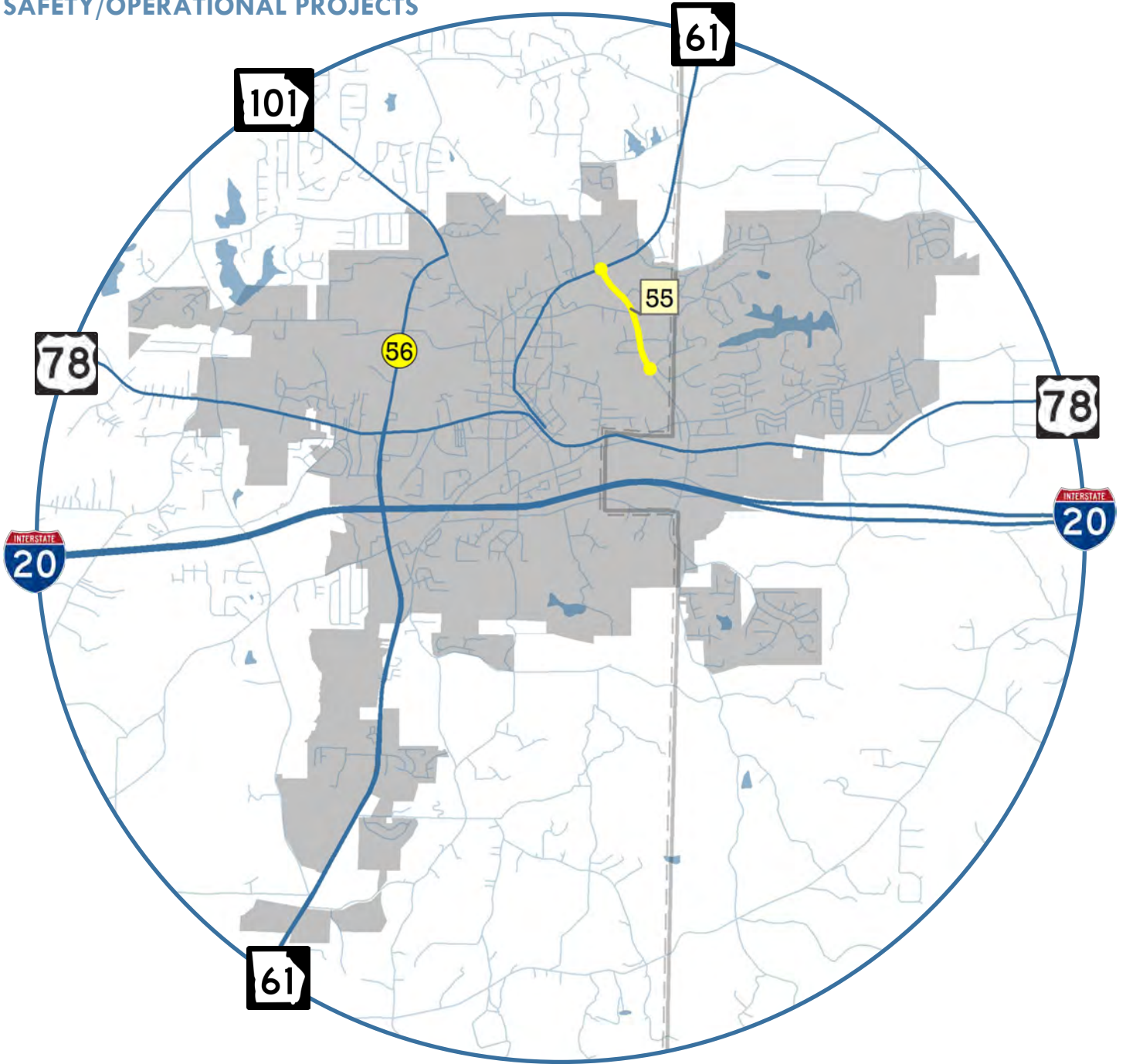
Several projects were developed based on input from the community and city staff to enhance the safety and operation of the city transportation system. While these improvements could not be analyzed for delay reduction using Synchro or Cube software, they were evaluated based on the following criteria:

- Vehicle crash history from the years 2014-2018 collected from GEARS.
- Number of Vehicles Served based on GDOT historical count data and ADT traffic counts collected the week of November 20, 2019 for the purposes of this plan.

**SAFETY/OPERATIONAL PROJECTS**

<b>INTERSECTION ID</b>	<b>INTERSECTION</b>	<b>CRASHES</b>	<b>ESTIMATED AADT</b>
55	Punkintown Rd	45	14,421
56	Industrial Blvd Railroad Crossing	6	16,200

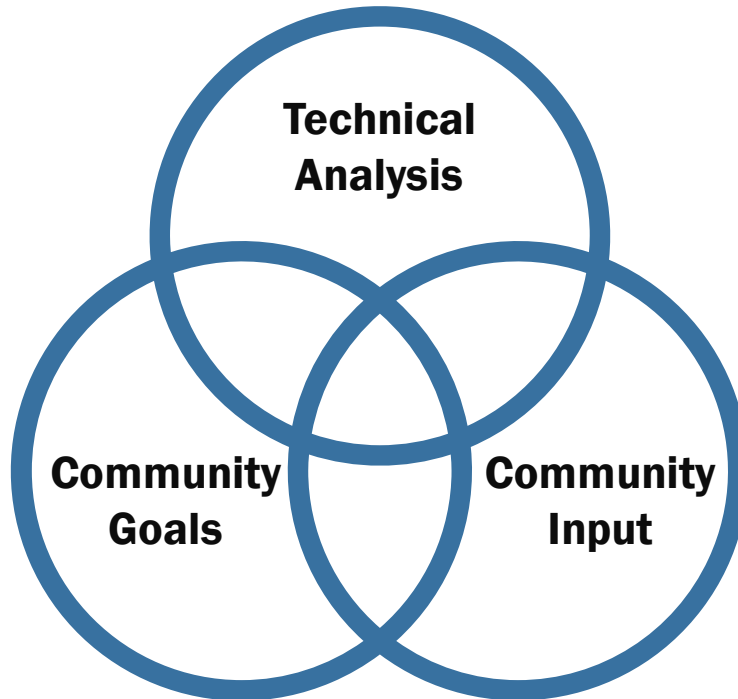
SAFETY/OPERATIONAL PROJECTS



# EVALUATION AND IMPLEMENTATION PLAN

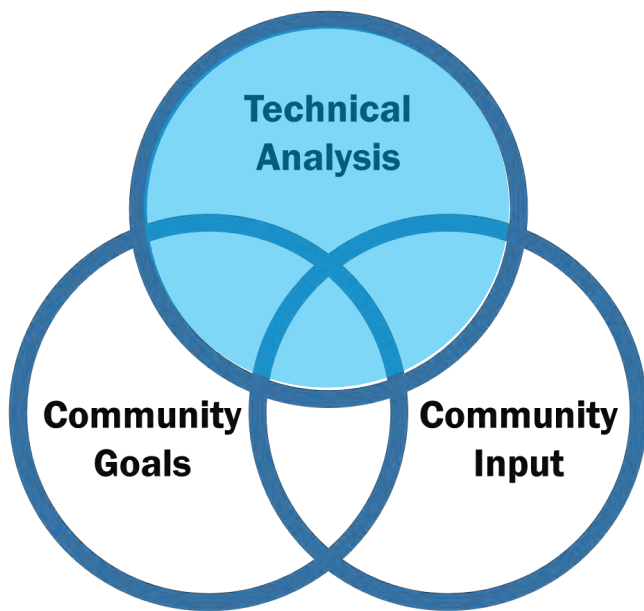
## PROJECT EVALUATION

In order to provide a blueprint for the installation of transportation projects an evaluation process was developed to help guide decision making on which projects are likely to be the most beneficial for the city of Villa Rica. In this process, projects were prioritized by developing a scoring system based on plan goals, community input, and technical analysis. A score was calculated out of ten points for each category based on various performed analysis. A total project score was developed by adding the technical, community goals, and community input scores together. The scoring system is relative, each calculated score and is calculated by comparison to the project that most effectively meets the project needs for that evaluation metric.



## TECHNICAL ANALYSIS

Project scores were developed based on technical analysis of intersection, bicycle and pedestrian, roadway, and safety/operational projects discussed in Chapter 4. These scores represent the projects effectiveness at meeting community needs based on the analyzed data for each type of project. As different transportation project types have different potential metrics, purposes, and methods for analysis different analysis procedures were developed as discussed below.



### Roadway Projects

- Congestion Reduction
- Number of Vehicles Served
- Existing Congestion
- Crash History

### Intersection Projects

- Delay Reduction
- Existing Control Delay
- Number of Vehicles Served
- Crash History

### Bike/Ped Projects

- Population Density
- Employment Density
- Density of Households with No Vehicles
- Crash History
- Connection to Downtown

## INTERSECTION PROJECTS

These projects incorporated four equally weighted technical analysis metrics to evaluate the relative value of each candidate project:

**Delay Reduction:** In order to prioritize locations that are likely to experience the most dramatic decreases in delay if a transportation project is introduced, the Synchro models discussed in Chapter 4 were used to compare delay between the 2045 No Build Conditions the 2045 Build Conditions.

**Number of Vehicles Served:** Locations that are anticipated to serve the most vehicles in the future were prioritized by identifying the total number of travelers at each intersection in the year 2045.

**Level of Existing Delay:** Intersections where vehicles currently experience the highest delay were also prioritized by comparing the delay observed in the 2019 Existing Conditions Synchro model at each intersection.

**Crashes:** To incorporate potential safety benefits of projects, the volume of at each intersection were also compared with the logic that the introduction of new designs (as well as the engineering and study that goes along with these design) can be used to potentially mitigate safety challenges.

Please note that the intersection of SR 101/Rockmart Road at Reid Plantation Drive was added during the planning process as a response to community feedback. As such, a full intersection turning movement count was not taken at this location. Due to this limitation, delay scores could not be calculated. The intersection volume was approximated based on two pieces of information. The volume on SR 101/Rockmart Road was taken from the count performed at SR 101/Rockmar Road at Industrial Boulevard. An estimate of the volume on Reid Plantation Drive was generated using the number of homes in the attached subdivision and the 2017 version of the ITE Trip Generation Manual. The total score at this location was based only on these two scores.

## INTERSECTION PROJECTS

PROJECT ID	PROJECT	DELAY REDUCTION SCORE	VEHICLES SERVED SCORE	EXISTING DELAY SCORE	CRASH SCORE	TECHNICAL SCORE
1	Liberty Rd @ Edge Rd	2.1	1.6	0.8	1.3	5.8
2	Hwy 61 @ South Carroll Rd	0.6	2.3	0.8	1.2	5.0
3	Hwy 61 @ US 78/; US 78 @ Rocky Branch Rd	N/A	N/A	N/A	N/A	N/A
4	Punkintown Rd @ Dallas Hwy	1.9	1.9	0.6	0.8	5.2
5	Mirror Lake Blvd @ Conners Rd	0.4	2.1	0.8	1.2	4.6
7	Dallas Hwy @ Old Stone Rd	0.0	1.3	0.4	0.7	2.4
8	Hwy 61 @ Stockmar Rd	0.2	1.7	0.6	0.5	2.9
9	Liberty Rd @ Liberty Rd Connector	2.5	2.0	1.5	1.4	7.4
10	Conners Rd @ Veterans Memorial Hwy	1.9	1.6	0.7	0.5	4.8
11	Hwy 61 @ West/East Industrial Blvd	0.4	1.5	0.6	0.6	3.1
12	US 78 @ Van Wert Rd	1.2	1.9	0.6	0.8	4.5
13	South Van Wert Rd @ Hickory Level Rd	1.2	1.4	0.4	0.3	3.4
14	Rocky Branch Rd @ Hwy 78	2.3	1.8	0.8	0.9	5.8
15	Hwy 61 @ I-20 WB Ramps	0.5	2.4	1.0	2.0	6.0
16	Hwy 61 @ I-20 EB Ramps	0.5	2.5	0.7	2.5	6.2
17	Rockmart Rd @ Old Town Rd	0.3	1.3	0.5	0.4	2.5
18	Dallas Hwy @ Old Town Rd	1.7	1.5	0.5	0.8	4.5
19	Punkintown Rd @ Shoreline Pkwy	0.1	1.7	0.5	0.5	2.9
20	Liberty Rd @ I-20 WB Ramps	0.6	2.1	0.7	1.6	5.0
21	Liberty Rd @ I-20 EB Ramps	2.5	1.9	2.5	1.7	8.5
22	Liberty Rd Connector @ Hwy 78	1.1	1.4	0.4	1.5	4.3
24	Hwy 78 @ South Carroll Rd	0.5	1.8	0.5	1.2	4.0
26	Main St @ Cheeves St	0.6	1.4	0.5	1.2	3.7
28	Mirror Lake Pkwy @ Conners Rd	1.2	1.1	0.4	0.4	3.0
50	SR 61 @ Vicksburg Dr/Bay Springs Dr	0.1	0.2	0.1	0.4	0.9
60	SR 101/Rockmart Rd @ Reid Plantation Drive	N/A	1.5	N/A	0.9	4.7

### BICYCLE AND PEDESTRIAN PROJECTS

Bicycle and Pedestrian projects were evaluated using the five equally weighted technical analysis metrics described below:

**Crashes:** To incorporate potential safety benefits of bicycle and pedestrian projects, the volume of crashes involving bicyclist and pedestrians the vicinity of locations where projects are being considered were compared.

**Accessibility to Population Density:** Acknowledging that areas in the city that have more population density are likely to have both more bicycle and/or pedestrian need as well as more appropriateness in land use and urban character to introduce bicycle and/or pedestrian facilities, the population density of the areas surrounding candidate bicycle and pedestrian projects were compared.

**Accessibility to Employment Density:** Similarly, locations with more accessibility to employment were prioritized.

**Accessibility to Households With No Vehicles:** Locations where Census data tell us that there are more households without access to vehicles were prioritized acknowledging these communities are likely to have an acute need for bicycle and pedestrian facilities.

**Connection to Downtown:** Projects with access to the downtown area will provide economic benefit and likely be more utilized than projects that do not.

## BICYCLE AND PEDESTRIAN PROJECTS

PROJECT ID	PROJECT	CRASH SCORE	POPULATION DENSITY SCORE	EMPLOYMENT DENSITY SCORE	HH W/ NO VEHICLE SCORE	DOWNTOWN CONNECTION SCORE	TECHNICAL SCORE
30	Downtown Connector Trail	1	2	2	2	2	9.3
32	Cleghorn to Old Stone Rd Trail	0	1	2	2	0	5.3
33	Tanner to Fullerville Trail	0.9	1.6	1.8	1.9	0	6.3
34	Downtown to Fullerville Trail	0	1.7	1.3	1.9	2	7
35	Gold Dust Park Connector Trail	0.7	1.1	1.5	1.8	0	5
36	Fullerville to Reid Plantation Trail	0	1.6	0.7	1.9	0	4.2
37	Mirror Lake Loop Trail	0	1.7	0.8	0.7	0	3.1
38	Conners Rd Park Trail	0	1.7	0.4	0	0	2.1
39	Tyson Rd Corridor Trail	0	1.8	0.3	1.3	0	3.3
40	South Connector Trail	2	1.7	1.3	1.4	2	8.4
47	Seniors Trail	0	1.3	0.7	1.1	0	3.1
57	Shoreline Connector	1	2	2	2	2	8.7
59	Downtown Grade-Separated Ped RR Crossing	1.3	2	2	2	2	9.3

## ROADWAY PROJECTS

Roadway projects were evaluated using the four equally weighted technical analysis metrics described below:

**Change in Corridor Congestion:** In order to prioritize locations that are likely to experience the most dramatic decreases in congestion if a transportation project is introduced, the travel demand models were used to compare weighted congestion between the 2050 No Build Conditions and the 2050 Build Conditions.

**Number of Vehicles Served:** Locations that are anticipated to serve the most vehicles in the future were prioritized by identifying the total number of travelers in the vicinity of each project location in the 2050 Build Conditions in the travel demand model.

**Level of Existing Congestion:** Locations that already suffer from some level of congestion were also prioritized by comparing the amount of congestion observed in the 2020 Existing Conditions travel demand model in the affected area of projects that are being considered.

**Crashes:** To incorporate potential safety benefits of projects, the volume of crashes in the vicinity of locations where projects are being considered were also compared with the logic that the introduction of new designs (as well as the engineering and study that goes along with these design) can be used to potentially mitigate safety challenges.

## ROADWAY PROJECTS

PROJECT ID	PROJECT	CHANGE IN CONGESTION SCORE	VEHICLES SERVED SCORE	EXISTING CONGESTION SCORE	CRASHSCORE	TECHNICAL SCORE
41	North Loop	0.4	0.7	0.5	1.5	3.2
53	Widen I-20 from SR 61 to SR 113 from 4-6 lanes	2.5	2.5	2.5	2.5	10.0
57	Shoreline Connector	0.2	0.6	0.5	2.0	3.4

**SAFETY/OPERATIONAL PROJECTS**

Safety/Operational projects were evaluated using the two equally weighted technical analysis metrics described below:

**Crashes:** The volume of crashes at the location of these projects was used to evaluate the need for safety improvements.

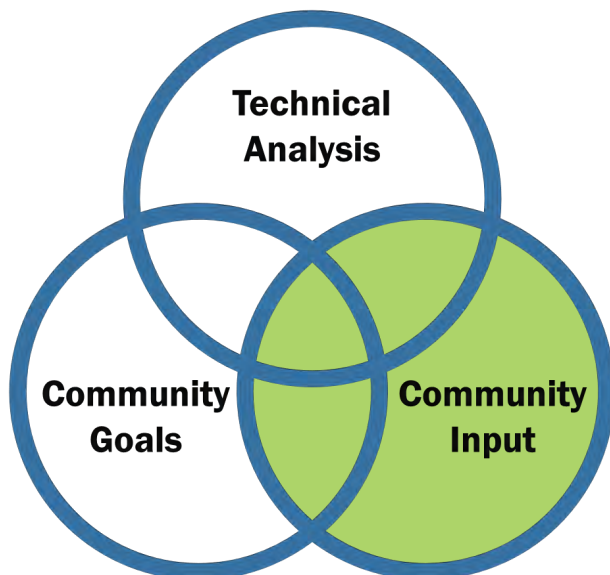
**Number of Vehicles Served:** Locations that are anticipated to serve the most vehicles in the future were prioritized by identifying the total number of travelers at each intersection in the year 2045.

PROJECT ID	PROJECT	CRASH SCORE	VEHICLES SERVED SCORE	TECHNICAL SCORE
55	Punkintown Rd	5.0	4.7	9.7
56	Industrial Blvd Railroad Crossing	1.8	5.0	6.8

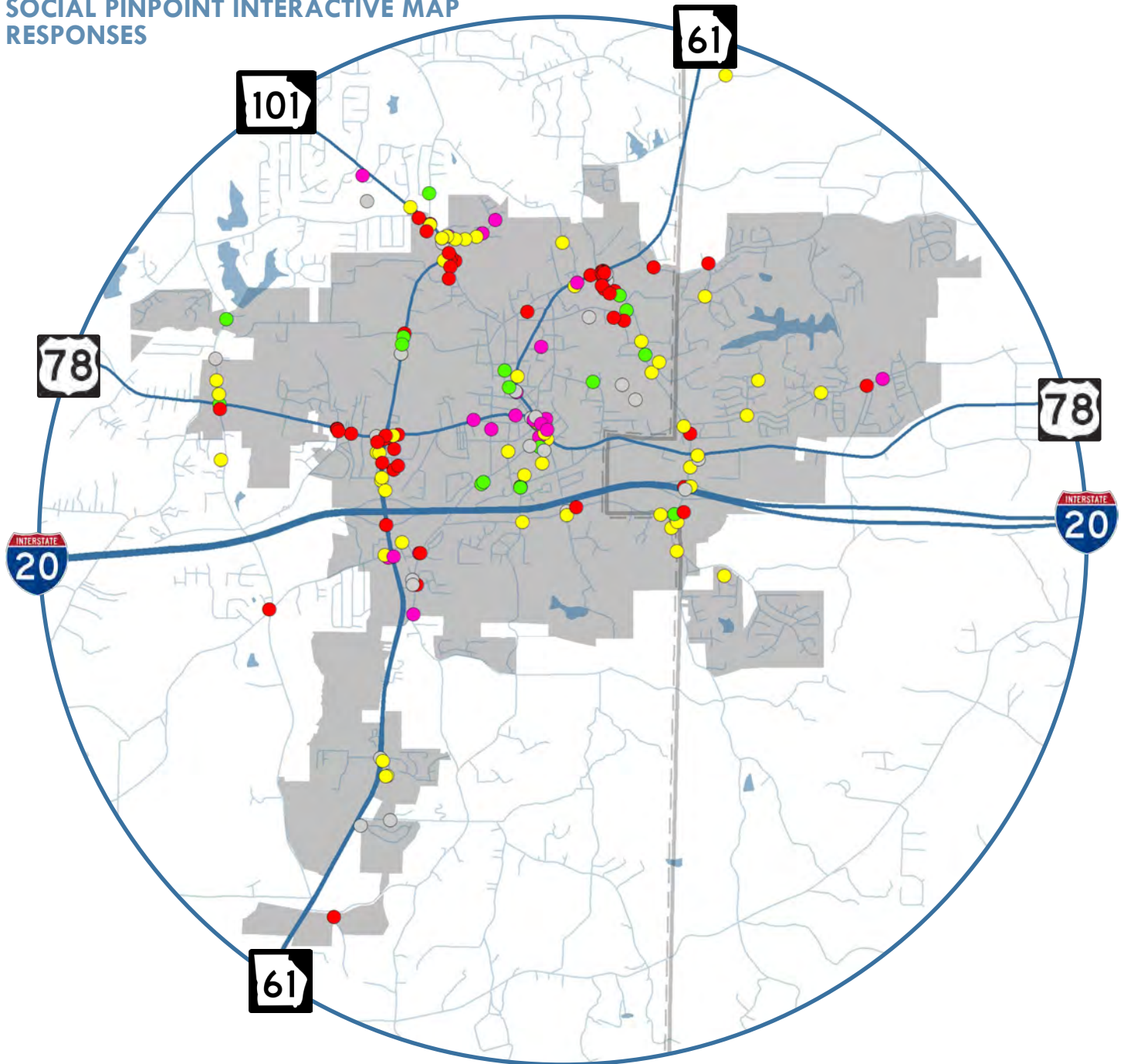
## COMMUNITY ENGAGEMENT

Each of the projects were ranked and analyzed based on the relative amount of community input received in the vicinity of their locations. Using spatial analysis, a capture area was created around the affected area of each project and compared to the geographic locations indicated by the community from the formal community meeting and online interactive map which were depicted in Chapter 4 on Page X and shown here again for convenience.

- Comments identified as “Transportation safety concern” were used to score the relative volume of comments for all project types
- Comments identified as “Pedestrian travel concern” were used to score the relative volume of comments for bicycle and pedestrian projects
- Comments identified as “Heavy traffic congestion” were used to score the relative volume of comments for all project types except bicycle and pedestrian projects
- Comments identified as “Freight traffic concern” were used to score the relative volume of comments for all project types except bicycle and pedestrian projects
- Comments identified as “Other transportation idea or concern” were used to score the relative volume of comments for all project types except bicycle and pedestrian projects



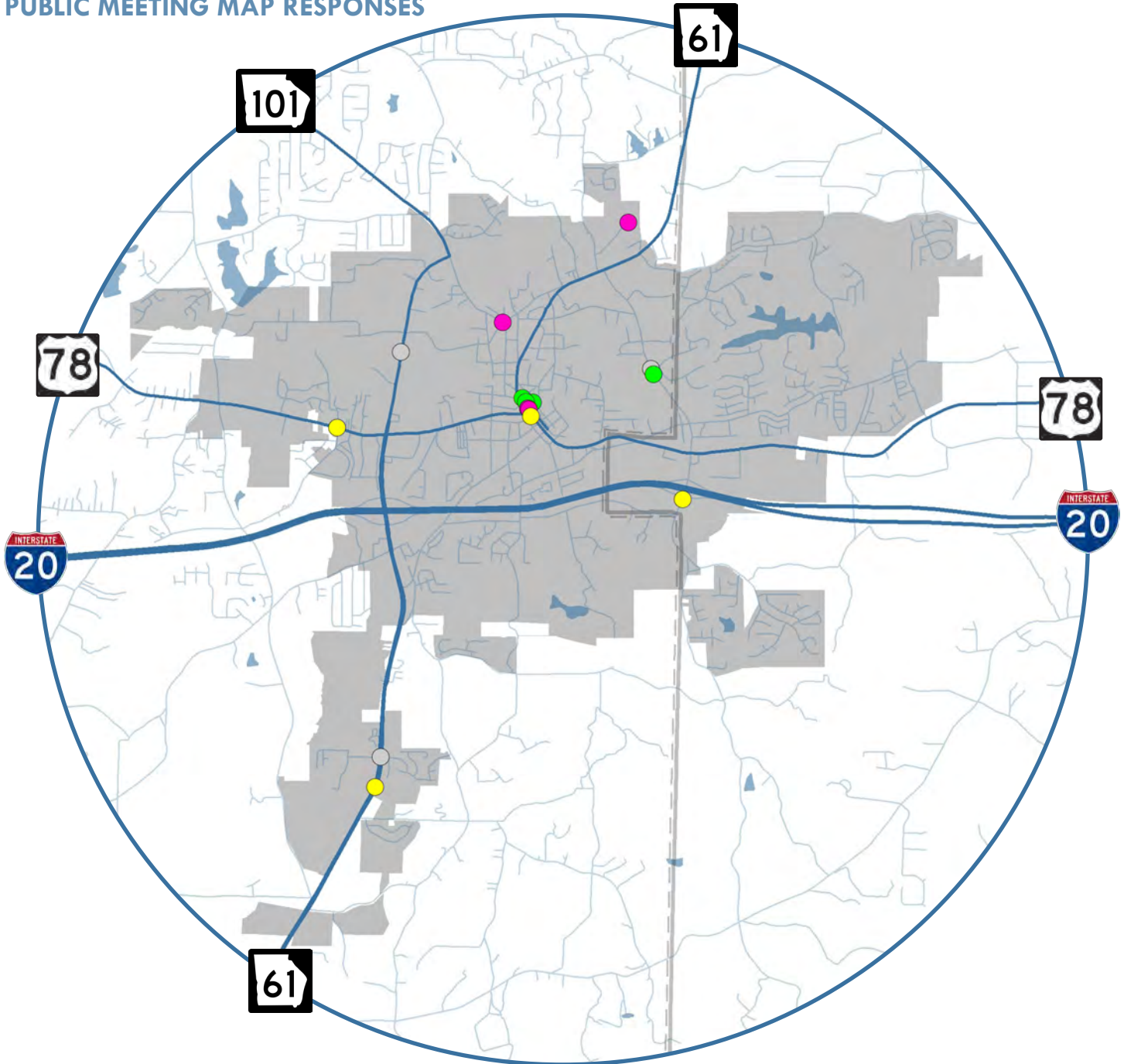
**SOCIAL PINPOINT INTERACTIVE MAP  
RESPONSES**



Public Input Categories

- Heavy Traffic Congestion
- Transportation Safety Concern
- Pedestrian Travel Concern
- Freight Traffic Concern
- Other Transportation Idea or Concern

# PUBLIC MEETING MAP RESPONSES

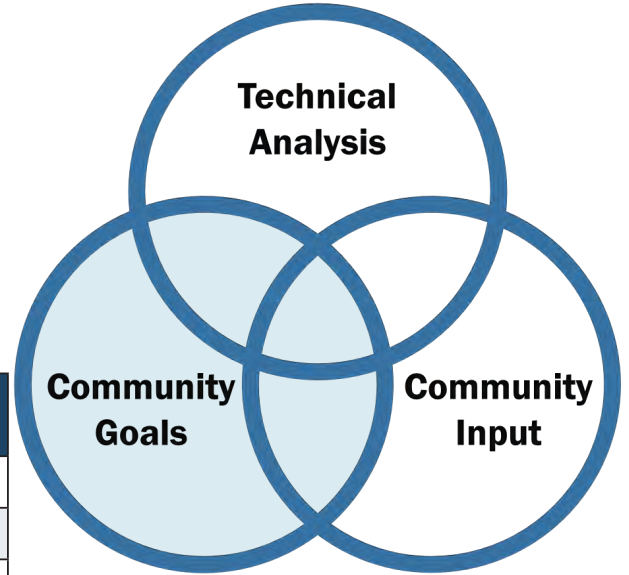


**Public Input Categories**

- Heavy Traffic Congestion
- Transportation Safety Concern
- Pedestrian Travel Concern
- Freight Traffic Concern
- Other Transportation Idea or Concern

### TRANSPORTATION SYSTEM GOALS

The transportation system goals were also used to rank the relative value of projects based on each project’s ability to support the system goals. The relative importance of these goals as indicated by the community through the community meeting and online survey were used to weight the importance of each goal category as presented below, with a total possible score of 1.



### PUBLIC MEETING GOALS RANKING

CATEGORY	NUMBER OF DOTS	SCORE
Developing East West Travel	3	0.48
Developing an Active Mode Network	5	0.62
Improving North South Travel	13	1.00
Making Connections to I-20	2	0.39
Developing Freight Corridors	10	0.88
Supporting Economic Development	6	0.68

### ONLINE SURVEY GOALS RANKING

CATEGORY	AVERAGE RANK	SCORE
Developing East West Travel	2.6	1.0
Developing an Active Mode Network	4.5	0.8
Improving North South Travel	2.9	0.9
Making Connections to I-20	4.6	0.8
Developing Freight Corridors	4.8	0.7
Supporting Economic Development	4.5	0.8

### COMMUNITY GOALS RANKING

CATEGORY	MEETING SCORE	SURVEY SCORE	TOTAL SCORE
Developing East West Travel	0.5	1.0	0.7
Developing an Active Mode Network	0.6	0.8	0.7
Improving North South Travel	1.0	0.9	1.0
Making Connections to I-20	0.4	0.7	0.6
Developing Freight Corridors	0.9	0.7	0.8
Supporting Economic Development	0.7	0.8	0.7

## COMMUNITY GOALS SCORING

PROJECT ID	PROJECT	DEVELOPING EAST/WEST TRAVEL	DEVELOPING AN ACTIVE MODE NETWORK IMPROVING NORTH SOUTH TRAVEL MAKE	CONNECTIONS TO I-20	DEVELOP FREIGHT CORRIDORS	SUPPORTING ECONOMIC DEVELOPMENT	WEIGHTED GOALS AGGREGATE	GOALS SCORE	
1	Liberty Rd @ Edge Rd	0	0	1	0	1	1	2.48	7.70
2	Hwy 61 @ South Carroll Rd	1	0	0	0	1	1	2.26	7.00
4	Punkintown Rd @ Dallas Hwy	1	0	0	0	1	1	2.26	7.00
5	Mirror Lake Blvd @ Conners Rd	0	0	1	0	0	0	0.97	3.00
7	Dallas Hwy @ Old Stone Rd	0	0	1	0	1	1	2.48	7.70
8	Hwy 61 @ Stockmar Rd	1	0	1	0	1	1	3.22	10.00
9	Liberty Rd @ Liberty Rd Connector	1	0	1	0	0	0	1.71	5.30
10	Conners Rd @ Veterans Memorial Hwy	1	0	0	0	1	1	2.26	7.00
11	Hwy 61 @ West/East Industrial Blvd	0	0	1	0	1	1	2.48	7.70
12	US 78 @ Van Wert Rd	1	0	0	0	1	1	2.26	7.00
13	South Van Wert Rd @ Hickory Level Rd	1	0	1	0	0	0	1.71	5.30
14	Rocky Branch Rd @ Hwy 78	1	0	0	0	1	1	2.26	7.00
15	Hwy 61 @ I-20 @WB Ramps	0	0	1	1	1	1	3.05	9.47
16	Hwy 61 @ I-20 @EB Ramps	0	0	1	1	1	1	3.05	9.47
17	Rockmart Rd @ Old Town Rd	1	0	0	0	0	0	0.74	2.30
18	Dallas Hwy @ Old Town Rd	1	0	1	0	1	1	3.22	10.00
19	Punkintown Rd @ Shoreline Pkwy	1	0	0	0	0	0	0.74	2.30
20	Liberty Rd @ I-20 WB Ramps	0	0	1	1	1	1	3.05	9.47
21	Liberty Rd @ I-20 EB Ramps	0	0	1	1	1	1	3.05	9.47

PROJECT ID	PROJECT	DEVELOPING EAST/WEST TRAVEL	DEVELOPING AN ACTIVE MODE NETWORK IMPROVING NORTH SOUTH TRAVEL	MAKE CONNECTIONS TO I-20	DEVELOP FREIGHT CORRIDORS	SUPPORTING ECONOMIC DEVELOPMENT	WEIGHTED GOALS AGGREGATE	GOALS SCORE	
22	Liberty Rd Connector @ Hwy 78	1	0	0	0	1	1	2.26	7.00
24	Hwy 78 @ South Carroll Rd	0	0	1	0	0	0	0.97	3.00
26	Main St @ Cheeves St	0	0	1	0	0	0	0.97	3.00
28	Mirror Lake Pkwy @ Conners Rd	0	0	1	0	0	0	0.97	3.00
30	Downtown Connector Trail	0	1	0	0	0	1	1.40	4.35
32	Cleghorn to Old Stone Rd Trail	0	1	0	0	0	0	0.69	2.13
33	Tanner to Fullerville Trail	0	1	0	0	0	0	0.69	2.13
34	Downtown to Fullerville Trail	0	1	0	0	0	1	1.40	4.35
35	Gold Dust Park Connector Trail	0	1	0	0	0	0	0.69	2.13
36	Fullerville to Reid Plantation Trail	0	1	0	0	0	0	0.69	2.13
37	Mirror Lake Loop Trail	0	1	0	0	0	0	0.69	2.13
38	Conners Rd Park Trail	0	1	0	0	0	0	0.69	2.13
39	Tyson Rd Corridor Trail	0	1	0	0	0	0	0.69	2.13
40	South Connector Trail	0	1	0	0	0	1	1.40	4.35
41	North Loop	1	0	0	0	1	1	2.26	7.00
42	Mirror Lake Blvd Widening	0	0	1	0	0	0	0.97	3.00
45	SR 61 @ I-20 Left Turn Lanes	0	0	0	1	1	1	2.09	6.47
47	Seniors Trail	0	1	0	0	0	0	0.69	2.13
50	SR 61 @ Vicksburg Dr/Bay Springs Dr	0	0	0	0	0	0	0.00	0.00
53	Widen I-20 from SR 61 to SR 113 from 4-6 lanes	1	0	0	1	1	0	2.11	6.55

**COMMUNITY GOALS SCORING (CONTINUED)**

PROJECT ID	PROJECT	DEVELOPING EAST/WEST TRAVEL	DEVELOPING AN ACTIVE MODE NETWORK IMPROVING NORTH SOUTH TRAVEL	MAKE CONNECTIONS TO I-20	DEVELOP FREIGHT CORRIDORS	SUPPORTING ECONOMIC DEVELOPMENT	WEIGHTED GOALS AGGREGATE	GOALS SCORE
55	Punkintown Rd	0	0	1	0	0	0.97	3.00
56	Industrial Blvd RR Crossing	0	0	1	0	1	1.77	5.49
57	Shoreline Connector	1	1	0	0	0	2.14	6.64
58	Hwy 61 @ Hwy 78	1	0	1	0	1	3.22	10.00
59	Downtown Grade-Separated Ped RR Crossing	1	1	0	0	0	2.14	6.64
60	SR 101/Rockmart Rd @ Reid Plantation Dr	0	0	1	0	0	0.97	8.71

## OVERALL EVALUATION RESULTS

The transportation system goals were also used to rank the relative value of projects based on each project’s ability to support the system goals. The relative importance of these goals as indicated by the community through the community meeting and online survey were used to weight the importance of each goal category as presented below, with a maximum score for each category of 10 and a maximum total score of 30.

## OVERALL EVALUATION RESULTS

PROJECT ID	PROJECT	GOALS SCORE	COMMUNITY INPUT SCORE	TECHNICAL SCORE	TOTAL SCORE
1	Liberty Rd @ Edge Rd	7.70	6.06	5.77	19.53
2	Hwy 61 @ South Carroll Rd	7.00	4.06	4.99	16.04
4	Punkintown Rd @ Dallas Hwy	7.00	8.86	5.19	21.05
5	Mirror Lake Blvd @ Conners Rd	3.00	3.73	4.59	11.32
7	Dallas Hwy @ Old Stone Rd	7.70	1.13	2.44	11.27
8	Hwy 61 @ Stockmar Rd	10.00	1.13	2.91	14.04
9	Liberty Rd @ Liberty Rd Connector	5.30	4.50	7.37	17.16
10	Conners Rd @ Veterans Memorial Hwy	7.00	0.00	4.76	11.76
11	Hwy 61 @ West/East Industrial Blvd	7.70	9.14	3.11	19.95
12	Us 78 @ Van Wert Rd	7.00	7.63	4.48	19.11
13	South Van Wert Rd @ Hickory Level Rd	5.30	0.00	3.42	8.71
14	Rocky Branch Rd @ Hwy 78	7.00	5.85	5.83	18.67
15	Hwy 61 @ I-20 @WB Ramps	9.47	4.77	5.99	20.23
16	Hwy 61 @ I-20 @EB Ramps	9.47	3.56	6.18	19.20
17	Rockmart Rd @ Old Town Rd	2.30	1.13	2.47	5.89
18	Dallas Hwy @ Old Town Rd	10.00	2.52	4.54	17.05
19	Punkintown Rd @ Shoreline Pkwy	2.30	5.03	2.88	10.20
20	Liberty Rd @ I-20 WB Ramps	9.47	5.28	5.04	19.79
21	Liberty Rd @ I-20 EB Ramps	9.47	6.16	8.53	24.17
22	Liberty Rd Connector @ Hwy 78	7.00	4.36	4.30	15.66
24	Hwy 78 @ South Carroll Rd	3.00	6.56	4.01	13.57
26	Main St @ Cheeves St	3.00	6.06	3.69	12.75

**OVERALL EVALUATION RESULTS (CONTINUED)**

PROJECT ID	PROJECT	GOALS SCORE	COMMUNITY INPUT SCORE	TECHNICAL SCORE	TOTAL SCORE
28	Mirror Lake Pkwy @ Conners Rd	3.00	1.95	3.05	8.00
31	Downtown to Cleghorn St Park Trail	4.35	7.03	8.69	20.06
32	Cleghorn to Old Stone Rd Trail	2.13	2.52	5.28	9.92
33	Tanner to Fullerville Trail	2.13	2.52	6.27	10.91
34	Downtown to Fullerville Trail	4.35	2.98	7.02	14.34
35	Gold Dust Park Connector Trail	2.13	2.52	4.96	9.61
36	Fullerville to Reid Plantation Trail	2.13	2.25	4.18	8.55
37	Mirror Lake Loop Trail	2.13	3.18	3.10	8.41
38	Conners Rd Park Trail	2.13	1.95	2.08	6.16
39	Tyson Rd Corridor Trail	2.13	2.25	3.34	7.72
40	South Connector Trail	4.35	9.00	8.43	21.78
41	North Loop	7.00	10.00	3.16	20.15
43	Downtown Connector	2.30	6.46	3.36	12.12
47	Seniors Trail	2.13	0.00	3.12	5.25
50	SR 61 @ Vicksburg Dr/Bay Springs Dr	0.00	3.56	0.90	4.46
53	Widen I-20 from SR 61 to SR 113 from 4-6 lanes	6.55	2.98	10.00	19.53
54	SR 61 Park and Ride Lot	N/A	N/A	N/A	N/A
55	Punkintown Rd	3.00	9.35	9.72	22.06
56	Industrial Blvd Railroad Crossing	5.49	3.56	6.83	15.87
58	Hwy 61 @ US 78/; US 78 @ Rocky Branch Rd	N/A	N/A	N/A	N/A
59	Downtown Grade Separated Ped RR Crossing	6.64	3.38	9.33	19.35
60	SR 101/Rockmart Rd @ Reid Plantation Dr	3.00	8.71	4.67	16.38

## IMPLEMENTATION PLAN

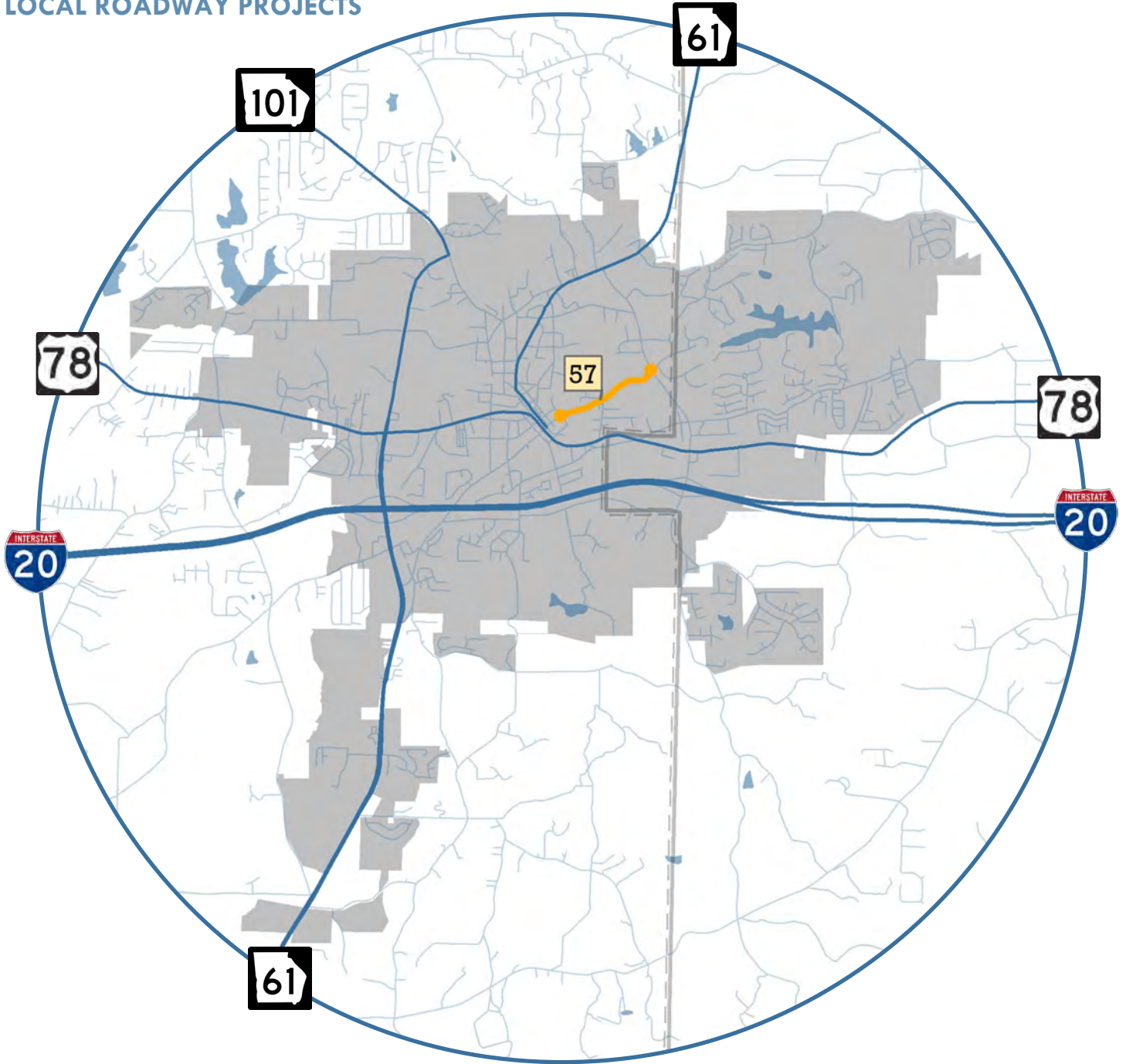
The implementation plan was developed by grouping together similar projects into project classes and prioritizing projects within those groups using the project scores. This allows for easy comparisons of similar projects in the transportation decision-making process. While all projects are recommended and will provide value to the Villa Rica community, this process can be used to understand how projects prioritize when compared with each other. Therefore, each project is assigned as either High Priority, Medium Priority, or Low Priority which are then organized to all of the locally funded project classifications. A One-Sheet for each project with an overview map, prioritization and cost information has been prepared and is provided in **Appendix F**.

### LOCAL ROADWAY PROJECTS

These projects consist of widening and new location projects that are currently not programmed by GDOT. They are expected to improve mobility, connectivity, and safety for vehicles.

PROJECT ID	PROJECT	TOTAL SCORE	RANK	PRIORITY
57	Shoreline Connector	21.1	1	High

LOCAL ROADWAY PROJECTS

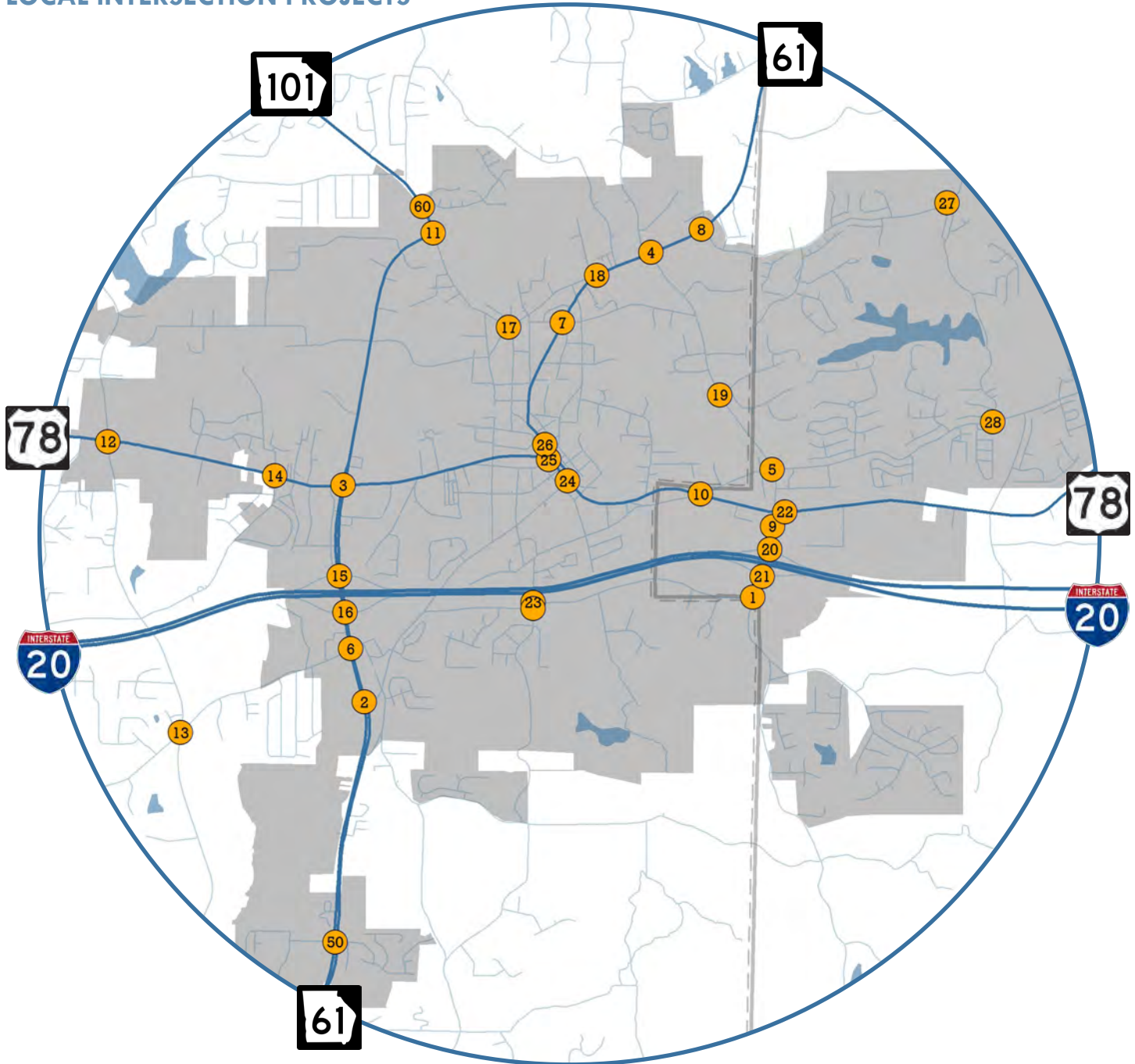


## LOCAL INTERSECTION PROJECTS

These projects consist of intersection improvement projects that are currently not programmed by GDOT. They are expected to reduce delays and improve safety at roadway intersections within the city.

PROJECT ID	PROJECT	TOTAL SCORE	RANK	PRIORITY
1	Liberty Rd @ Edge Rd	19.53	6	High
2	Hwy 61 @ South Carroll Rd	16.04	12	Mid
4	Punkintown Rd @ Dallas Hwy	21.05	2	High
5	Mirror Lake Blvd @ Conners Rd	11.32	17	Low
7	Dallas Hwy @ Old Stone Rd	11.27	18	Low
8	Hwy 61 @ Stockmar Rd	14.04	14	Mid
9	Liberty Rd @ Liberty Rd Connector	17.16	9	Mid
11	Hwy 61 @ West/East Industrial Blvd	19.95	4	High
12	US 78 @ Van Wert Rd	19.11	8	High
13	South Van Wert Rd @ Hickory Level Rd	8.71	20	Low
15	Hwy 61 @ I-20 @WB Ramps	20.23	3	High
16	Hwy 61 @ I-20 @EB Ramps	19.2	7	High
17	Rockmart Rd @ Old Town Rd	5.89	22	Low
18	Dallas Hwy @ Old Town Rd	17.05	10	Mid
19	Punkintown Rd @ Shoreline Pkwy	10.2	19	Low
20	Liberty Rd @ I-20 WB Ramps	19.79	5	High
21	Liberty Rd @ I-20 EB Ramps	24.17	1	High
22	Liberty Rd Connector @ Hwy 78	15.66	13	Mid
24	Hwy 78 @ South Carroll Rd	13.57	15	Mid
26	Main St @ Cheeves St	12.75	16	Mid
28	Mirror Lake Pkwy @ Conners Rd	8	21	Low
50	SR 61 @ Vicksburg Dr/Bay Springs Dr	4.46	23	Low
60	SR 101/Rockmart Rd @ Reid Plantation Dr	16.38	11	Mid

# LOCAL INTERSECTION PROJECTS

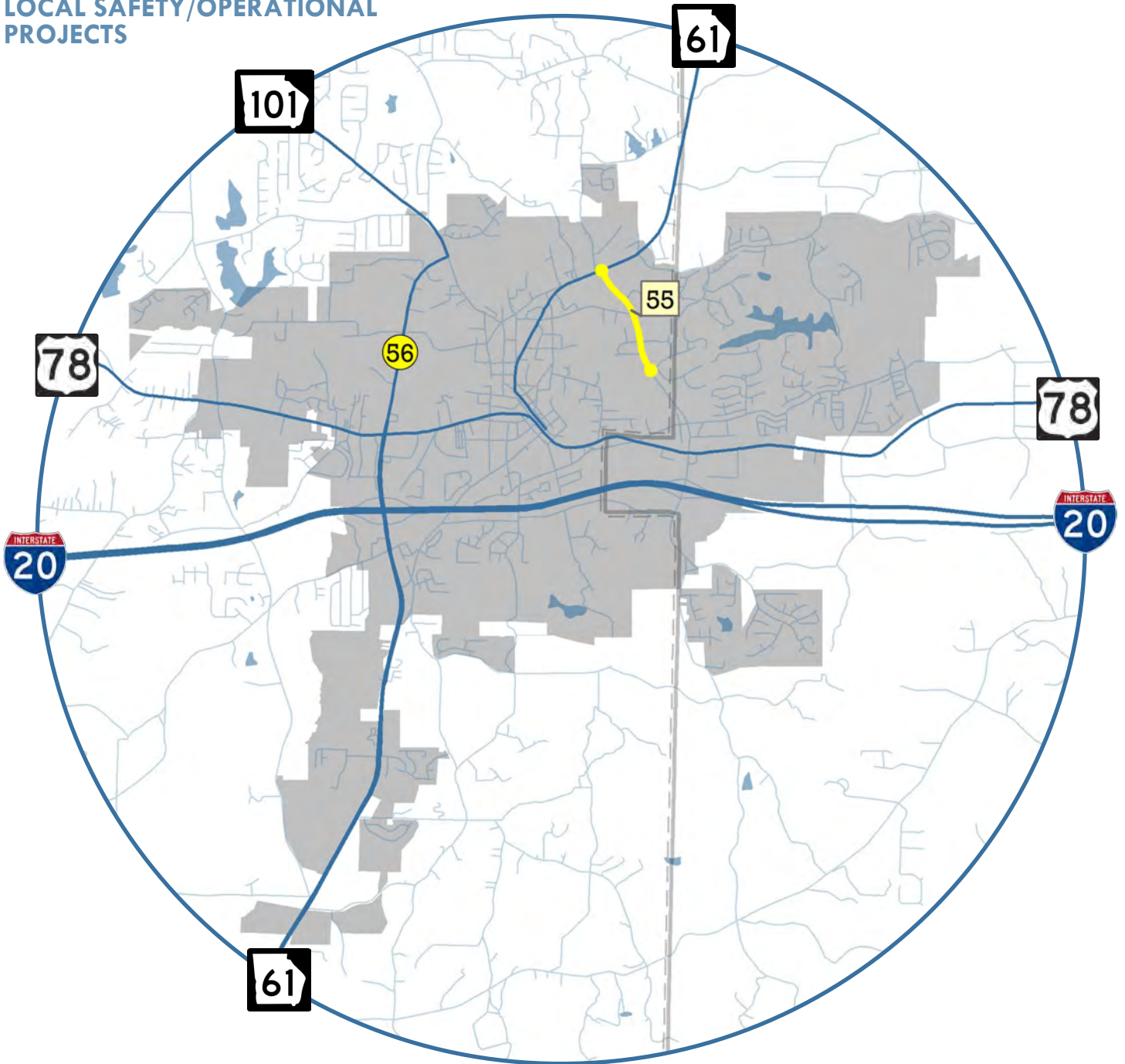


### LOCAL SAFETY/OPERATIONAL PROJECTS

These projects improve the safety and/or operation of the existing transportation network and are not currently planned by GDOT. They are expected to reduce crashes and/or delays at the locations they are installed.

PROJECT ID	PROJECT	TOTAL SCORE	RANK	PRIORITY
55	Punkintown Rd	22.06	1	High
56	Industrial Blvd Railroad Crossing	15.87	2	Mid

LOCAL SAFETY/OPERATIONAL PROJECTS

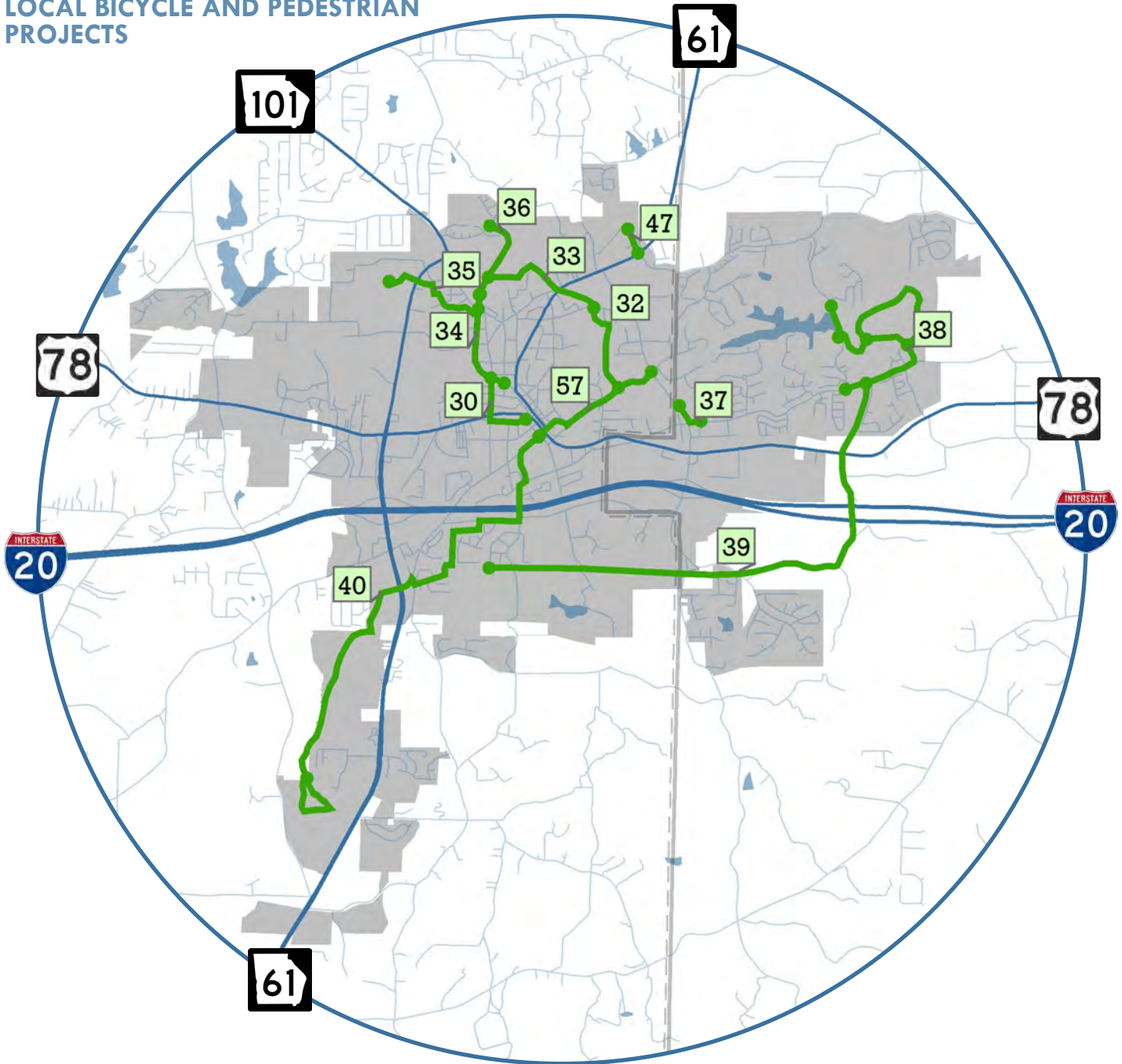


## LOCAL BICYCLE AND PEDESTRIAN PROJECTS

These projects consist of improvements to the bicycle and pedestrian network that are currently not programmed by GDOT. They are expected to provide better facilities for bicyclists and pedestrians and improve safety.

PROJECT ID	PROJECT	TOTAL SCORE	RANK	PRIORITY
30	Downtown Connector Trail	21.23	2	High
32	Cleghorn to Old Stone Rd Trail	9.92	8	Mid
33	Tanner to Fullerville Trail	10.91	7	Mid
34	Downtown to Fullerville Trail	14.34	6	Mid
35	Gold Dust Park Connector Trail	9.61	9	Mid
36	Fullerville to Reid Plantation Trail	8.55	10	Low
37	Mirror Lake Loop Trail	8.41	11	Low
38	Conners Rd Park Trail	6.16	13	Low
39	Tyson Rd Corridor Trail	7.72	12	Low
40	South Connector Trail	21.78	1	High
47	Seniors Trail	5.25	14	Low
57	Downtown Connector	16.67	5	High
59	Downtown Grade Separated Ped RR Crossing	19.35	4	High

**LOCAL BICYCLE AND PEDESTRIAN  
PROJECTS**

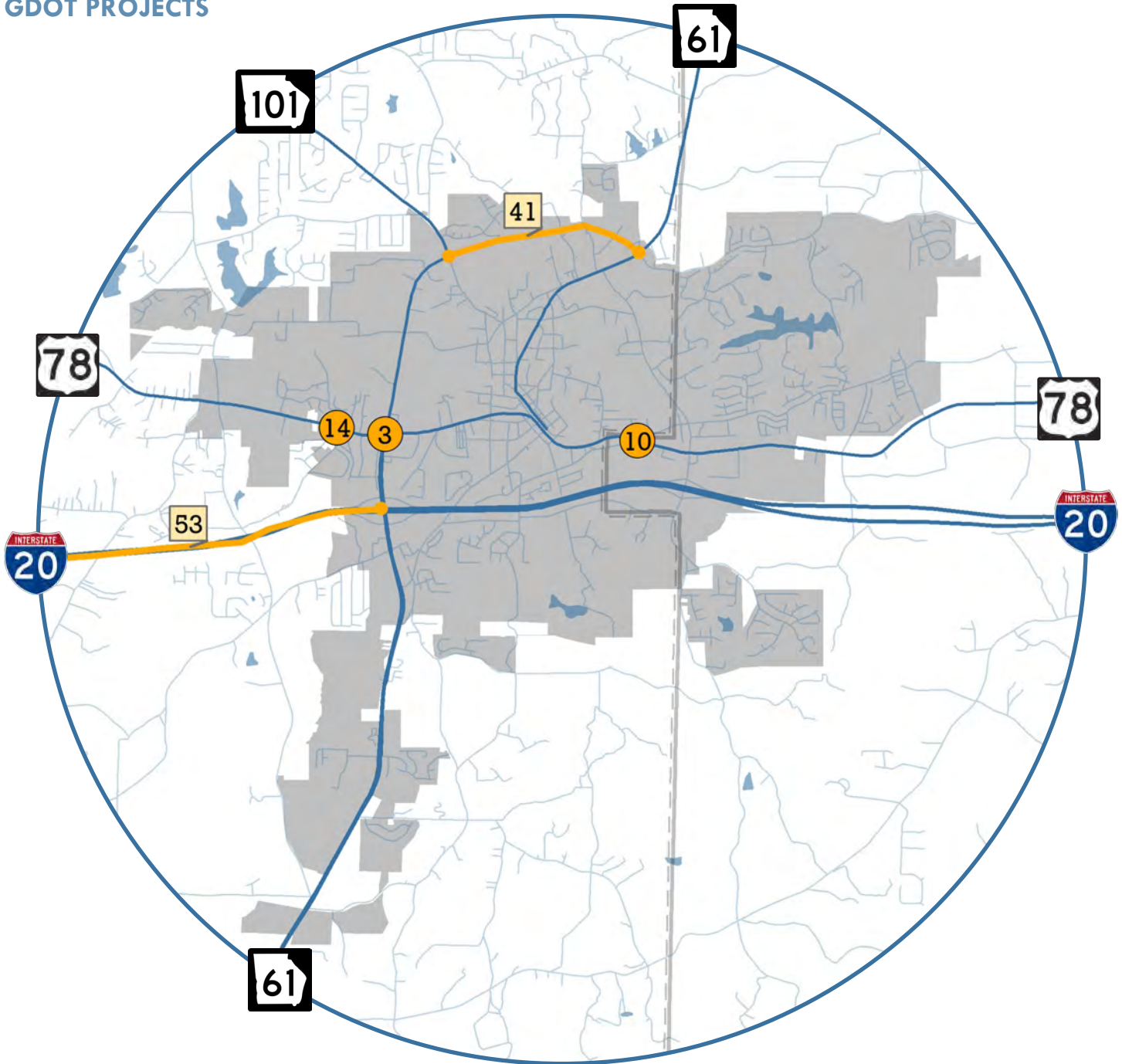


## GDOT PROJECTS

These projects would largely be the responsibility of GDOT and will be implemented based on their internal schedules.

PROJECT ID	PROJECT	TOTAL SCORE	GDOT PI#
3	Hwy 61 @ US 78/; US 78 @ Rocky Branch Rd	N/A	Not Yet Available
10	Conners Rd @ Veterans Memorial Hwy	11.76	15679
14	Rocky Branch Rd @ Hwy 78	18.67	Not Yet Available
41	North Loop	20.15	631490
53	Widen I-20 from SR 61 to SR 113 from 4-6 lanes	19.53	14888

GDOT PROJECTS



## COST ESTIMATES

In order to assist transportation decision makers, the costs of candidate transportation projects were estimated to include the cost of preliminary engineering, right-of-way, utilities, construction, and contingencies if feasible. For other projects, a more detailed scoping is required to develop realistic cost estimates. Most cost estimates are considered 'planning-level' in that they are reflect general ballpark estimation that may fluctuate as actual engineering, design, and construction of the project is conducted. For some projects, GDOT was a source of more detailed costing information. Project Cost Estimates are presented below. Note: Project development and cost currently being conducted through separate GDOT process for Project ID #3.

### COST ESTIMATES BY PROJECT

PR ID	PROJECT	DESCRIPTION	PE COST	ROW COST	UTL COST	CST COST	CONTIN-GENCY COST	TOTAL COST
1	Liberty Rd @ Edge Rd	Install roundabout	\$225,000	\$149,195	\$225,000	\$1,500,000	\$390,000	\$2,340,000
2	Hwy 61 @ South Carroll Rd	Make WBL double LT	\$15,750	\$45,040	\$15,750	\$105,000	\$27,300	\$163,800
4	Punkintown Rd @ Dallas Hwy	Install roundabout with bypasses on all approaches	\$225,000	\$28,150	\$225,000	\$1,500,000	\$390,000	\$2,340,000
5	Mirror Lake Blvd @ Conners Rd	Install EB and WB double LT	\$42,000	\$1,309	\$42,000	\$280,000	\$72,800	\$436,800
7	Dallas Hwy @ Old Stone Rd	Add SB LTL	\$15,750	\$12,668	\$15,750	\$105,000	\$27,300	\$163,800
8	Hwy 61 @ Stockmar Rd	Install roundabout	\$225,000	\$-	\$225,000	\$1,500,000	\$390,000	\$2,340,000
9	Liberty Rd @ Liberty Rd Connector	Restrict westbound lefts, route around and back down; Long Term: Construct connector bridge on west side of Mirror Lake Blvd	\$37,500	\$68,686	\$37,500	\$250,000	\$65,000	\$390,000
10	Conners Rd @ Veterans Memorial Hwy	Install roundabout	\$37,500	\$265,736	\$37,500	\$250,000	\$65,000	\$390,000
11	Hwy 61 @ West/ East Industrial Blvd	Install roundabout	\$225,000	\$5,630	\$225,000	\$1,500,000	\$390,000	\$2,340,000

**COST ESTIMATES BY PROJECT (CONTINUED)**

PR ID	PROJECT	DESCRIPTION	PE COST	ROW COST	UTL COST	CST COST	CONTIN- -GENCY COST	TOTAL COST
12	US 78 @ Van Wert Rd	Install SBL and SBR turn lanes; Install NBL turn lane	\$39,000	\$8,727	\$39,000	\$260,000	\$67,600	\$405,600
13	South Van Wert Rd @ Hickory Level Rd	Install roundabout	\$225,000	\$-	\$225,000	\$1,500,000	\$390,000	\$2,340,000
14	Rocky Branch Rd @ Hwy 78	Signalize; Give WBL pm+pt phase	\$37,500	\$12,749	\$37,500	\$250,000	\$65,000	\$390,000
15	Hwy 61 @ I-20 WB Ramps	Extend NBL turn bay to 250 ft; make NBL double LT; Long Term: Interchange study	\$31,500	\$12,842	\$31,500	\$210,000	\$54,600	\$327,600
16	Hwy 61 @ I-20 EB Ramps	Extend SBL turn bay to 250 ft; make SBL double LT; Long Term: Interchange study	\$15,750	\$-	\$15,750	\$105,000	\$27,300	\$163,800
17	Rockmart Rd @ Old Town Rd	Install WBR turn bay	\$7,500	\$7,601	\$7,500	\$50,000	\$13,000	\$78,000
18	Dallas Hwy @ Old Town Rd	Install roundabout	\$225,000	\$-	\$225,000	\$1,500,000	\$390,000	\$2,340,000
19	Punkintown Rd @ Shoreline Pkwy	Install WBR turn bay	\$7,500	\$23,646	\$7,500	\$50,000	\$13,000	\$78,000
20	Liberty Rd @ I-20 WB Ramps	Make WBR double RT add lane with taper OR drop lane at Liberty Rd connector intersection; Long Term: Add additional NB lane along Mirror Lake Blvd	\$15,750	\$12,272	\$15,750	\$105,000	\$27,300	\$163,800
21	Liberty Rd @ I-20 EB Ramps	Signalize; make SBL double left	\$53,250	\$109,785	\$53,250	\$355,000	\$92,300	\$553,800

**COST ESTIMATES BY PROJECT (CONTINUED)**

PR ID	PROJECT	DESCRIPTION	PE COST	ROW COST	UTL COST	CST COST	CONTIN- -GENCY COST	TOTAL COST
22	Liberty Rd Connector @ Hwy 78	Install roundabout	\$225,000	\$2,494	\$225,000	\$1,500,000	\$390,000	\$2,340,000
24	Hwy 78 @ South Carroll Rd	Install SBR turn bay	\$7,500	\$-	\$7,500	\$50,000	\$13,000	\$78,000
26	Main St @ Cheeves St	Install TWL/TL	\$31,500	\$9,684	\$31,500	\$210,000	\$54,600	\$327,600
28	Mirror Lake Pkwy @ Connors Rd	Install SB LTL; NB RTL; TWL/TL	\$54,750	\$-	\$54,750	\$365,000	\$94,900	\$569,400
30	Downtown Connector Trail	Bike/Ped improvements	\$73,751	\$-	\$-	\$618,934	\$103,903	\$796,588
32	Cleghorn to Old Stone Rd Trail	Bike/Ped improvements	\$118,970	\$-	\$-	\$1,058,357	\$176,599	\$1,353,926
33	Tanner to Fullerville Trail	Bike/Ped improvements	\$226,294	\$-	\$-	\$1,935,057	\$324,203	\$2,485,554
34	Downtown to Fullerville Trail	Bike/Ped improvements	\$76,653	\$-	\$-	\$517,248	\$89,085	\$682,986
35	Gold Dust Park Connector Trail	Bike/Ped improvements	\$138,549	\$-	\$-	\$1,131,682	\$190,535	\$1,460,766
36	Fullerville to Reid Plantation Trail	Bike/Ped improvements	\$97,822	\$-	\$-	\$670,715	\$115,281	\$883,818
37	Mirror Lake Loop Trail	Bike/Ped improvements	\$106,972	\$-	\$-	\$3,207,666	\$497,196	\$3,811,834
38	Connors Rd Park Trail	Bike/Ped improvements	\$314,803	\$-	\$-	\$3,217,842	\$529,897	\$4,062,542
39	Tyson Rd Corridor Trail	Bike/Ped improvements	\$624,166	\$-	\$-	\$5,954,709	\$986,831	\$7,565,706
40	South Connector Trail	Bike/Ped improvements	\$685,077	\$7,990,000	\$-	\$5,955,557	\$996,095	\$7,636,729
41	North Loop	New roadway	\$769,000	\$368,765	\$504,956	\$14,907,697	N/A	\$24,171,653

**COST ESTIMATES BY PROJECT (CONTINUED)**

PR ID	PROJECT	DESCRIPTION	PE COST	ROW COST	UTL COST	CST COST	CONTIN- -GENY -COST	TOTAL COST
47	Seniors Trail	Bike/Ped	\$19,845	\$28,150	\$19,845	\$132,300	\$34,398	\$206,388
50	SR 61 @ Vicksburg Dr/ Bay Springs Dr	Intersection	\$21,000	\$-	\$21,000	\$140,000	\$36,400	\$218,400
53	Widen I-20 from SR 61 to SR 113 from 4-6 lanes	Widening	*	*	*	*	*	*
54	SR 61 Park and Ride Lot	Transit	*	*	*	*	*	*
55	Punkintown Rd	Safety/Operational	*	*	*	*	*	*
56	Industrial Blvd Railroad Crossing	Safety/Operational	*	*	*	*	*	*
57	Shoreline Connector	New roadway	*	*	*	*	*	*
58	Hwy 61 @ US 78; US 78 @ Rocky Branch Rd	Intersection	*	*	*	*	*	*
59	Downtown Grade Separated Ped RR Crossing	Bike/Ped	*	*	*	*	*	*
60	SR 101/ Rockmart Rd @ Reid Plantation Dr	Convert to unsignalized High-T intersection	\$32,100	\$14,075	\$32,100	\$214,000	\$58,455	\$350,730

\* These projects will require significant additional development before a reasonable cost estimate can be constructed