

# Growth & Conservation Workshop

Street Plans | 02.15.24



**STREETPLANS**



**[canvas]**  
PLANNING GROUP



# Agenda

**01. What is Connect Senoia?**

**02. How should we think about conservation?** | Georgia Conservancy

**03. Where & how could growth happen?** | Street Plans

**04. Growth Mapping Activity**

**05. Share-out**

# What is Connect Senoia?

1

## Growth + Conservation Plan

to control growth and conserve natural lands.

2

## Connectivity Plan

that includes a full range of options - from walking, biking, transit, and micro-mobility.

3

## Town Center Master Plan

to lay out a vision for continued development in the town center.

4

## Unified Development Ordinance

to codify the vision identified in the master plans.

Summer Public Kickoff Meeting

June 13, 2024

Fall Charette Kick-off Workshop

October 23, 2023

Fall Charette Wrap-up Presentation

October 27, 2023

Growth & Conservation Winter Workshop

February 15

Town Plan Spring Charrette

April 25 - May 1

Public Unveiling Meeting

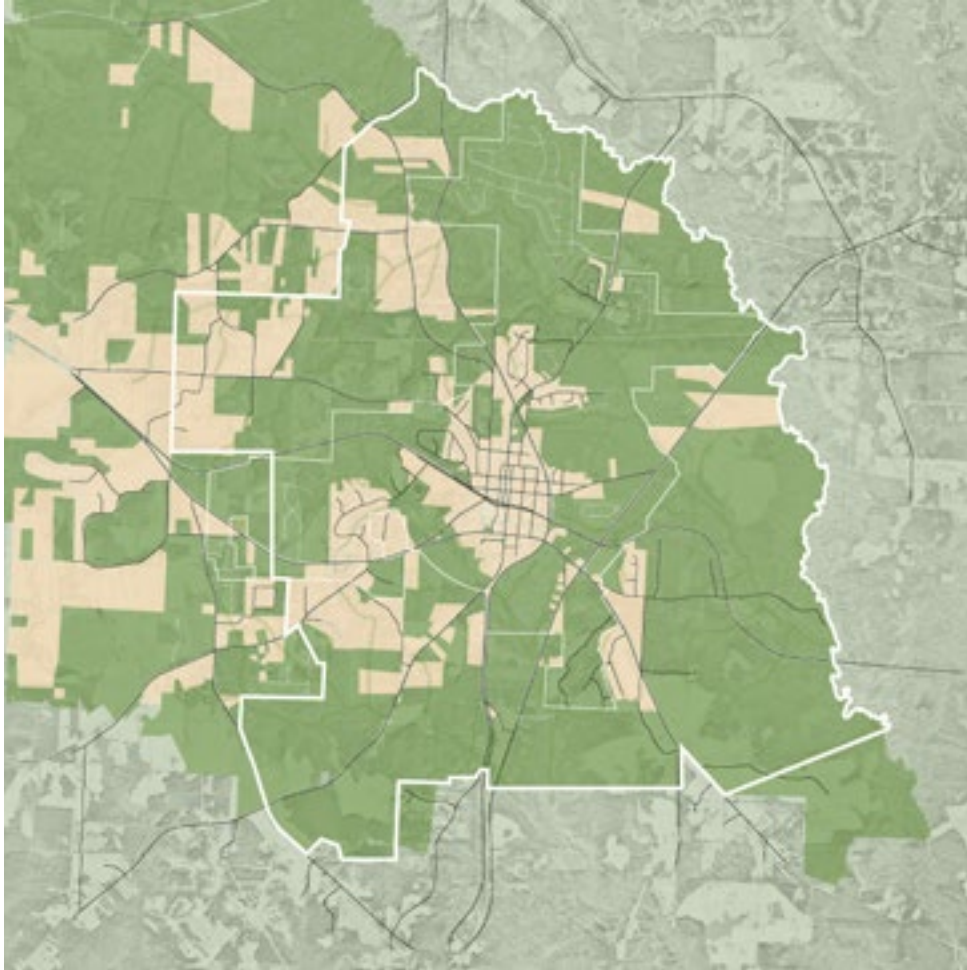
TBD



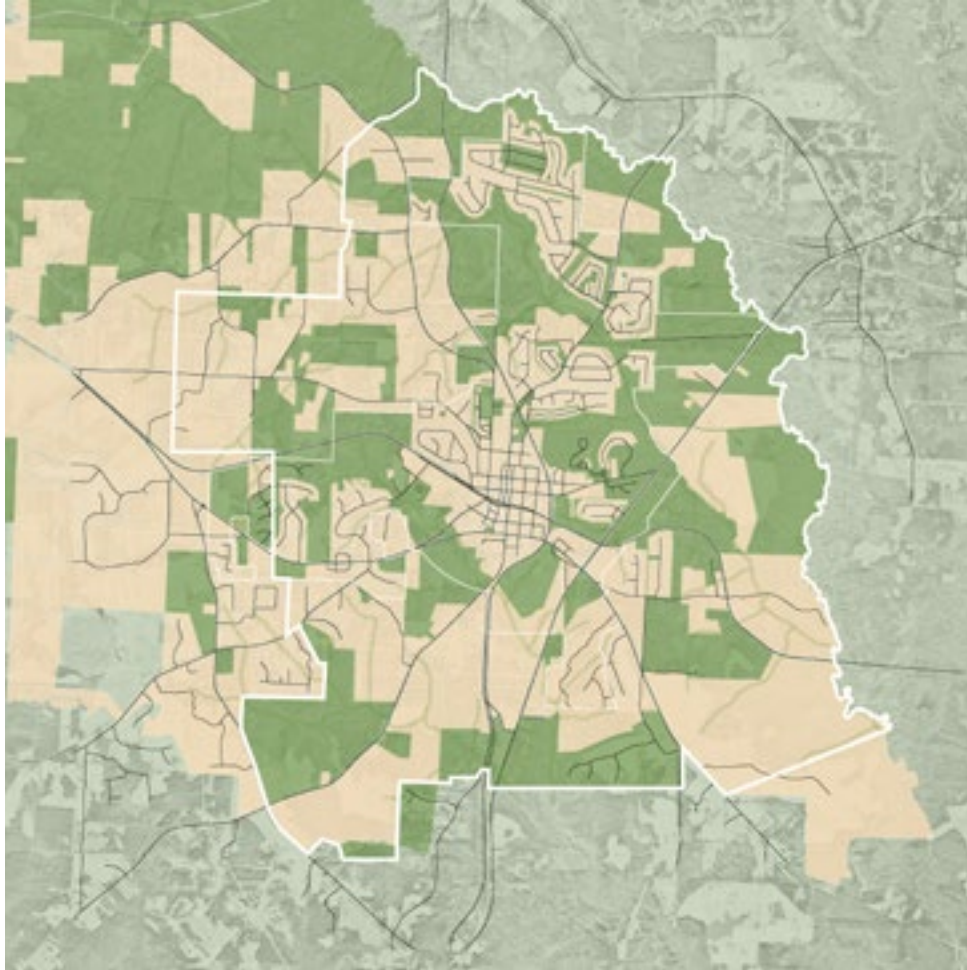
**Why should Senoia have a plan for  
growth & conservation?**



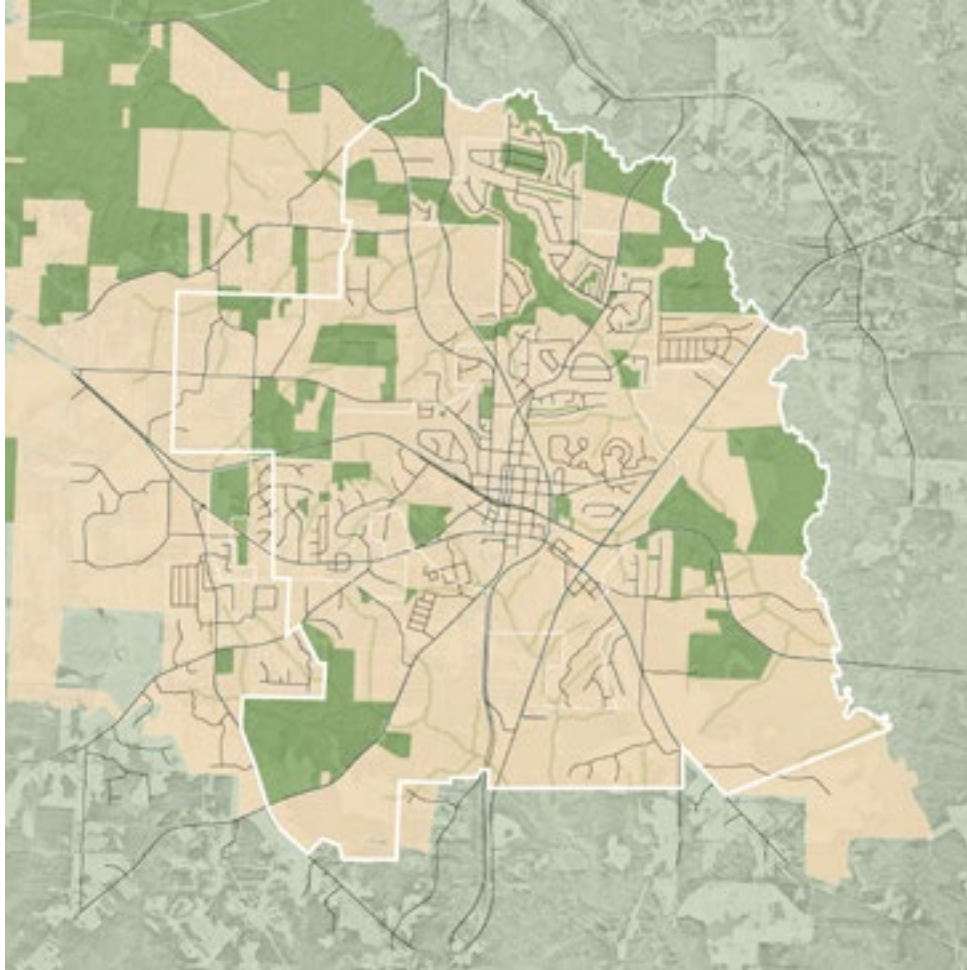
# Today Suburban Sprawl



**Yesterday**  
2000



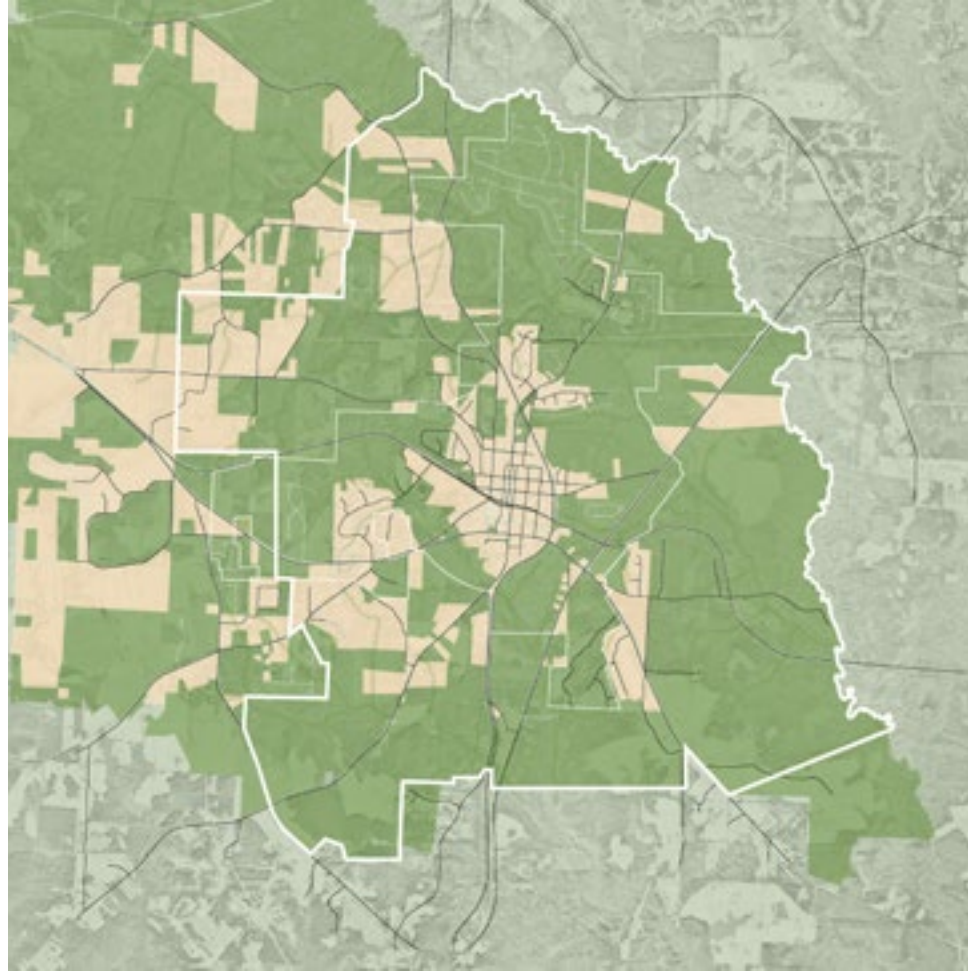
**Today**  
2023



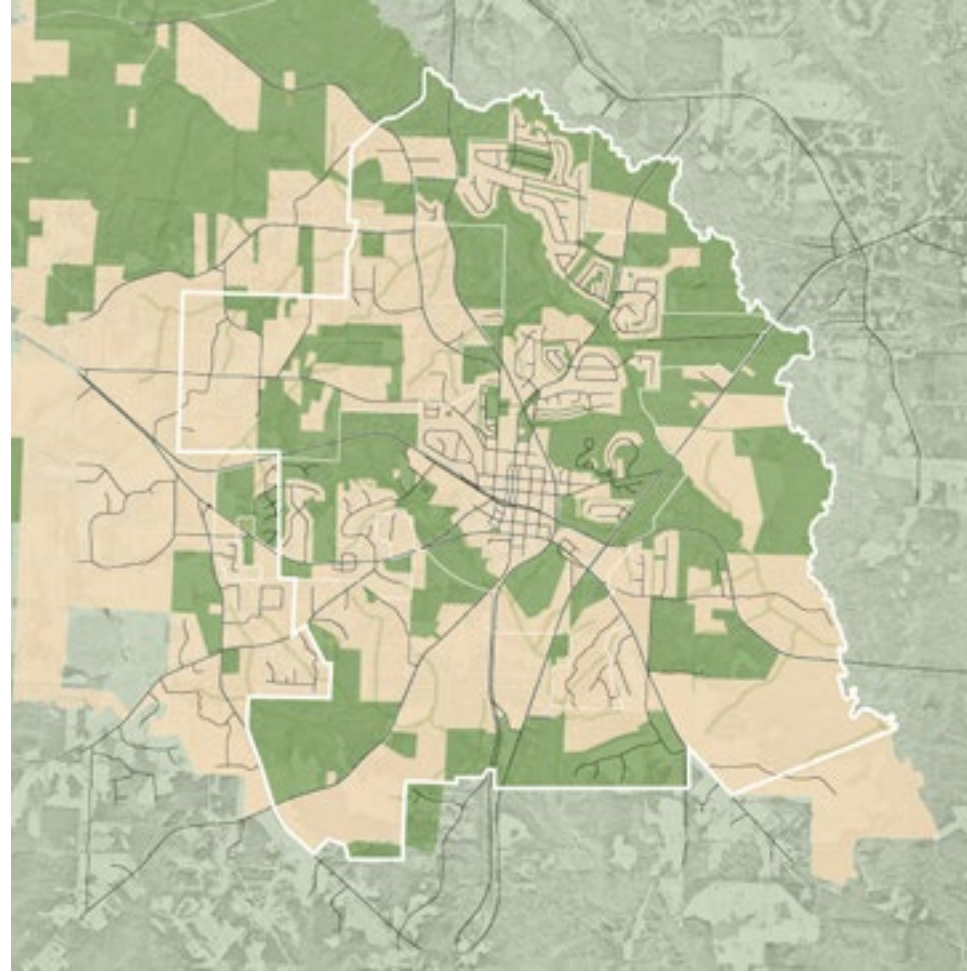
**Tomorrow**  
Current Applications



# Tomorrow?



Yesterday



Today



Tomorrow

We can be **proactive** about directing the location and type of **growth** that will occur so that it builds on - and doesn't take away from - the **town character**.

**How do we preserve Senoia's small town character and ecological value while allowing for intentional growth?**

# Step 1

**Identify areas of high ecological  
value for conservation**

Georgia Conservancy





# SENOIA CONSERVATION STRATEGY

Growth and Conservation Workshop | Winter 2024





# TABLE OF CONTENTS

<b>I</b>	Defining conservation in Senoia	<b>X</b>
<b>II</b>	Methodology and ranking process	<b>X</b>
<b>III</b>	Findings and initial strategy	<b>X</b>
<b>IV</b>	Next steps	<b>X</b>



# I. CONSERVATION, DEFINED

*What exactly is conservation? What should it look like in Senoia?*



Short-term  
Small scale

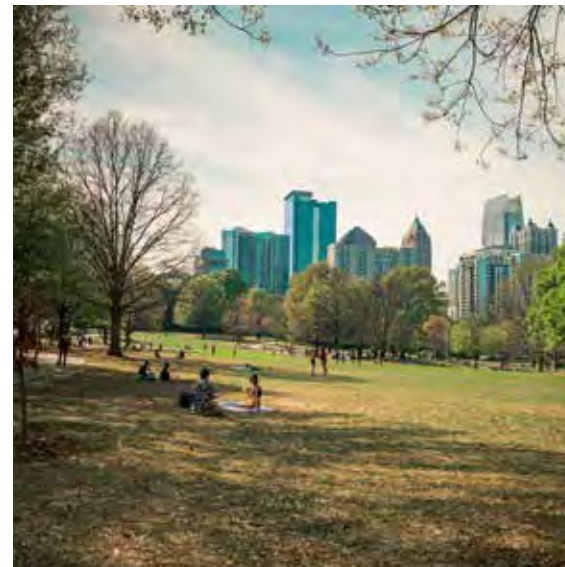
Long-term  
Large scale



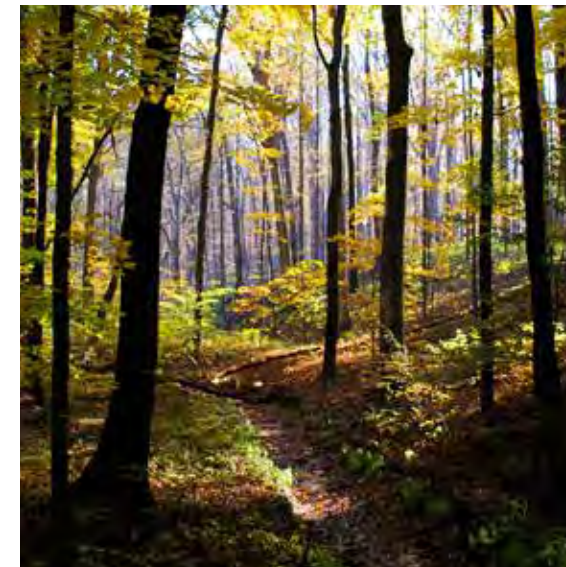
Spot (Tree)



Site (Patch/Garden)



Local (Park)



Regional



Wilderness



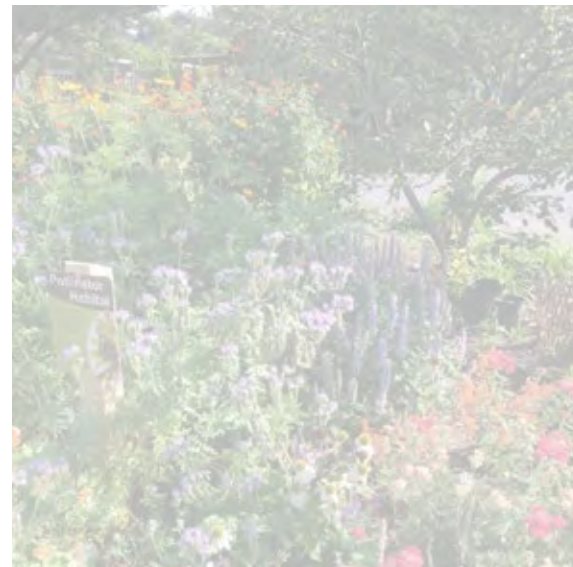


Short-term  
Small scale

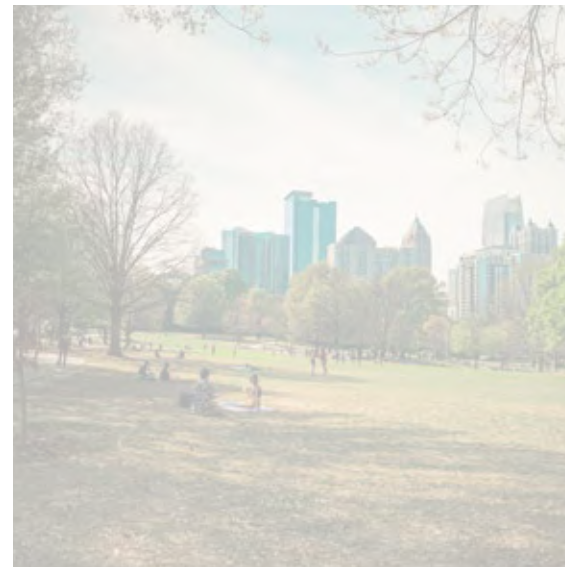
Long-term  
Large scale



Spot (Tree)



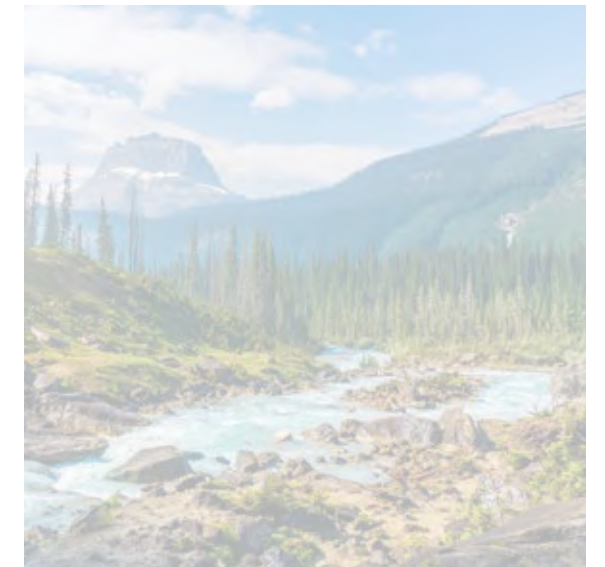
Site (Patch/Garden)



Local (Park)



Regional



Wilderness

**TODAY'S FOCUS**

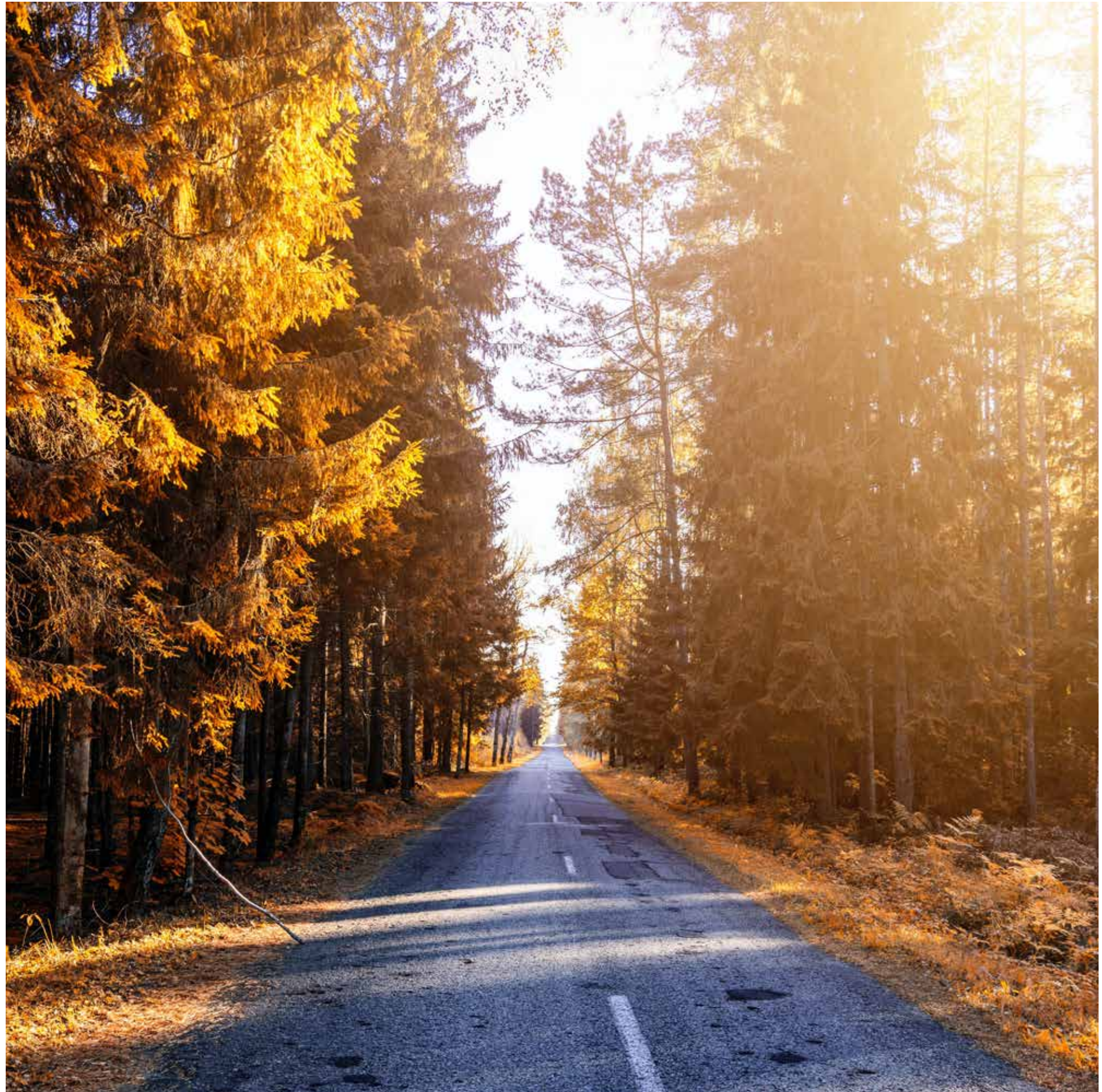




# SENOIA CONSERVATION GOALS

## 1. Conserve small-town community character

- Viewsheds, experience of being surrounded by nature
- Emphasis on natural resources, specifically:
  - Tree canopy
  - Bodies of water
- Protection of ecological resources on private lands

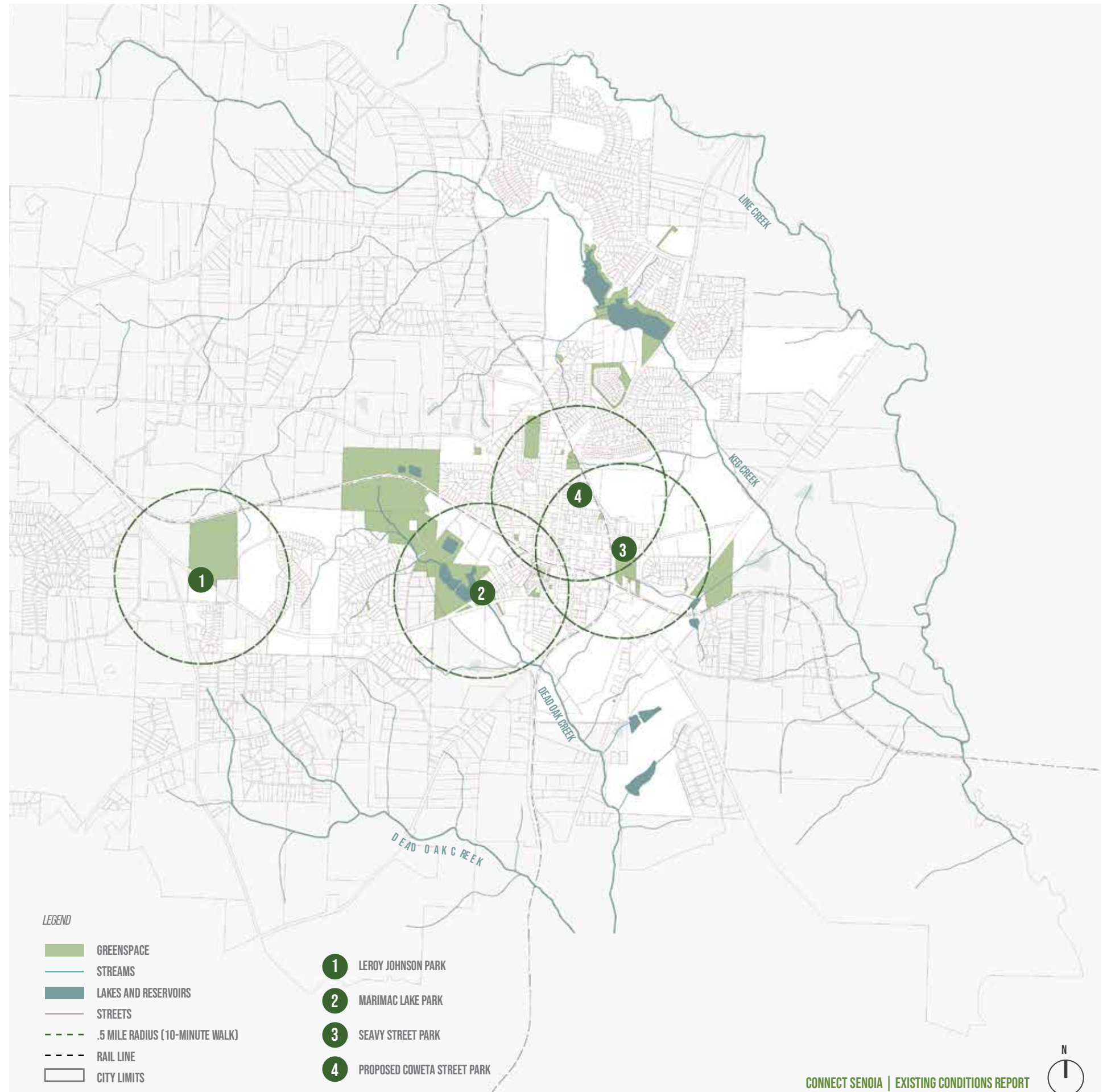




# SENOIA CONSERVATION GOALS

## 2. Prioritize active use and recreation-oriented conservation

- Public access and enjoyment of lands and resources
- Tie in to parks and greenspace





# SENOIA CONSERVATION GOALS

**Short term:** protect within Senoia, particularly existing tree canopy and riverside/lakeside property

- Building off a strong foundation, early intervention,
- And: If you fail to plan you plan to fail

**Long term:** buffer around existing development as town boundaries expand





# CONSERVATION GOALS



**CONSERVATION  
GOALS**



**GROWTH  
GOALS**



**CONSERVATION  
GOALS**



**CONSERVATION  
TOOLS**



# II. METHODOLOGY AND ANALYSIS

*Conservation scoring and process*

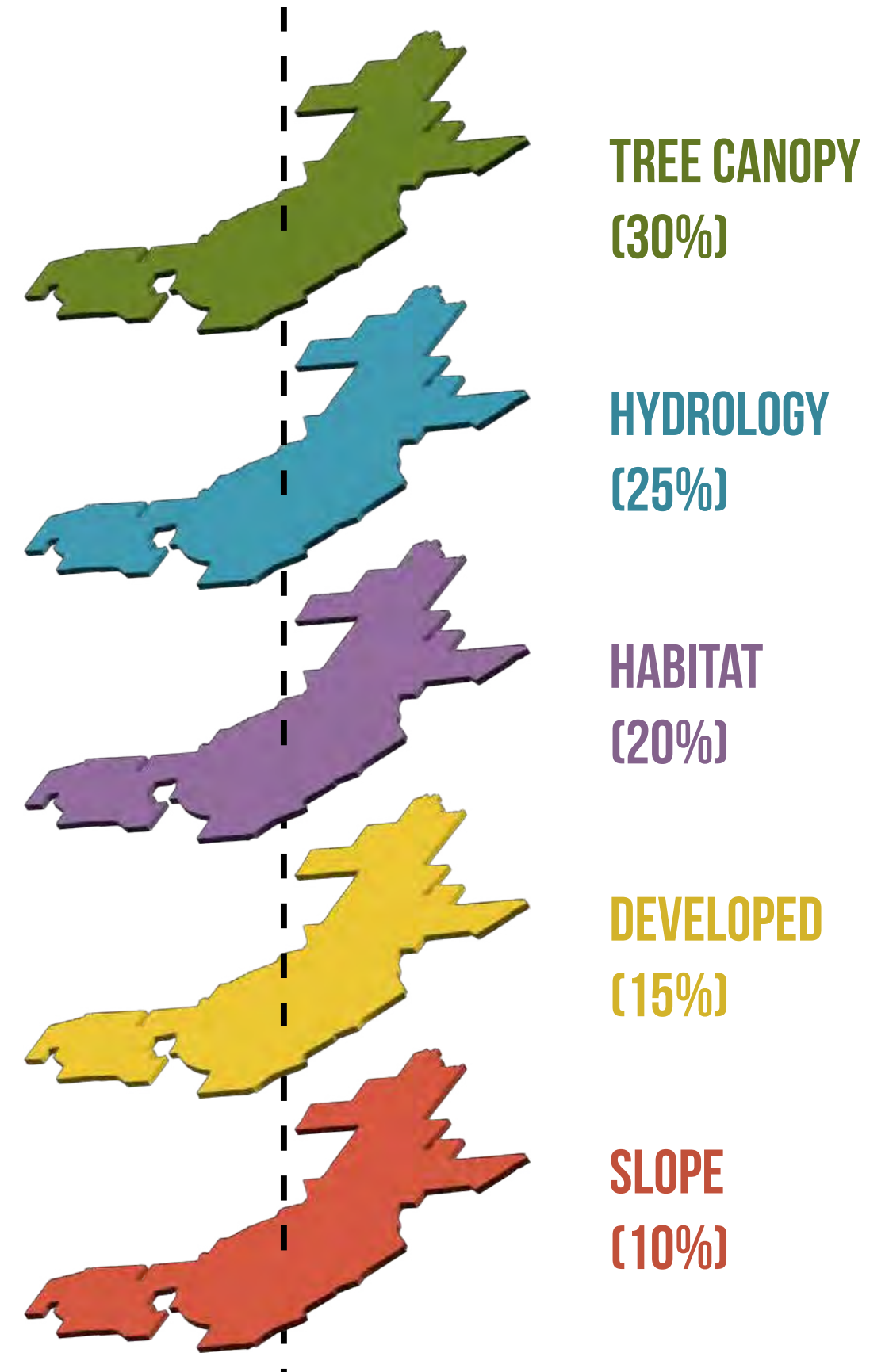


## METHODOLOGY

1. Analyze data on five key categories of conservation (see graphic on right)
2. Score each parcel for each category:
  - Determine if parcel meets criteria
  - Apply binary scoring of 0 or 1
  - Apply weights per category (see percentages in graphic on right)
3. Sum each category together for a final score per parcel
4. Identify clusters of high scoring, high ecological-value parcels

### Additional notes:

- Area of interest: 5 mile radius from center of Senoia, not including Fayette County
- Basic unit of analysis: parcel level data







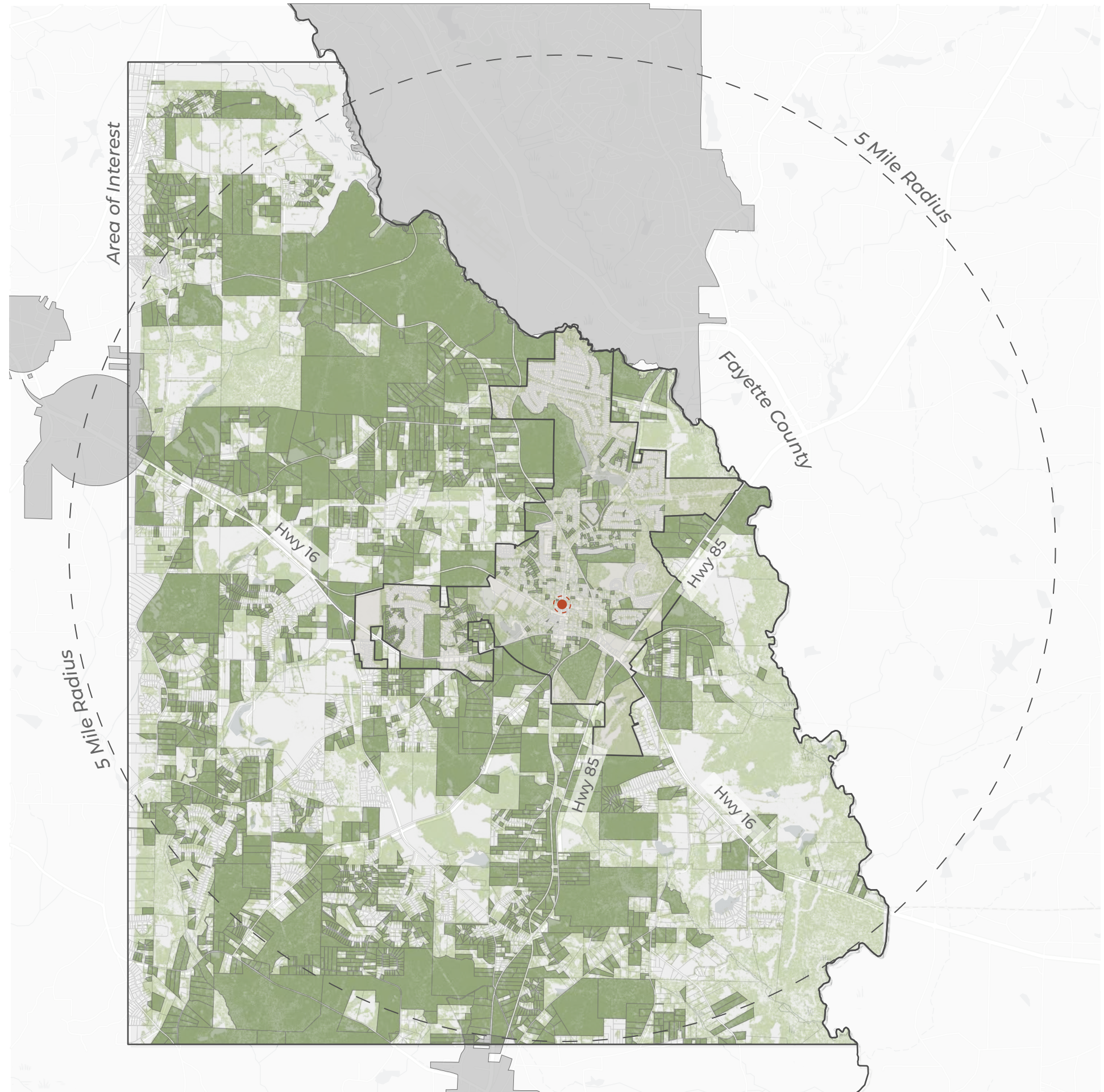
# TREE CANOPY (30% WEIGHT)

## Criteria:

- Properties with greater than 80% tree canopy cover=1
- Properties with less than 80% tree canopy cover=0

### Legend

-  Tree canopy
-  >80% Canopy Coverage





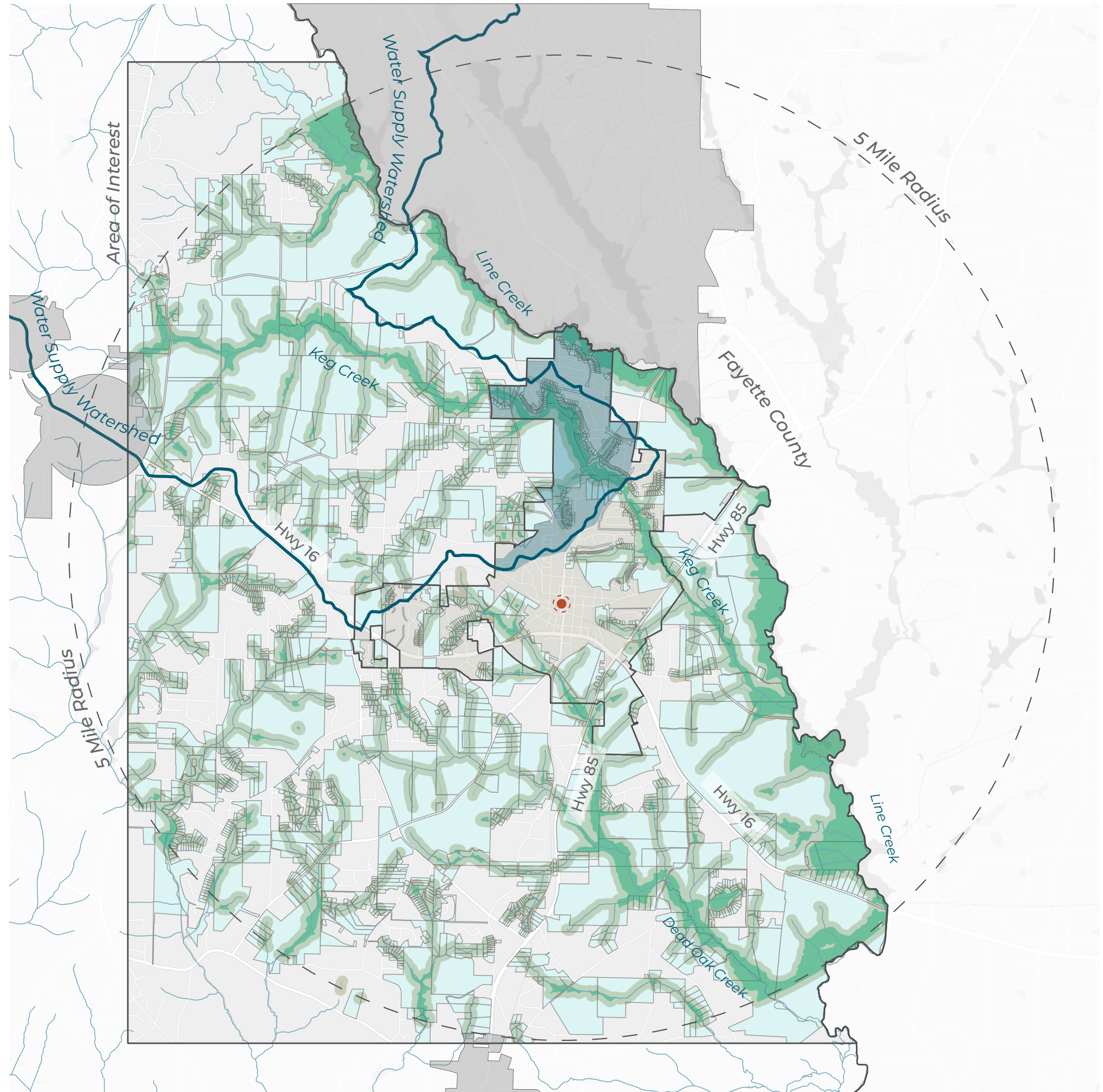
# HYDROLOGY (25% WEIGHT)

## Criteria:

- Properties overlapping with wetlands=1
- Properties with minimal/no overlap with wetlands=0

### Legend

- Parcels w/ Wetland Overlap
- Wetlands
- Wetland Buffer (300ft)
- Watershed Protection District
- Water Supply Watershed



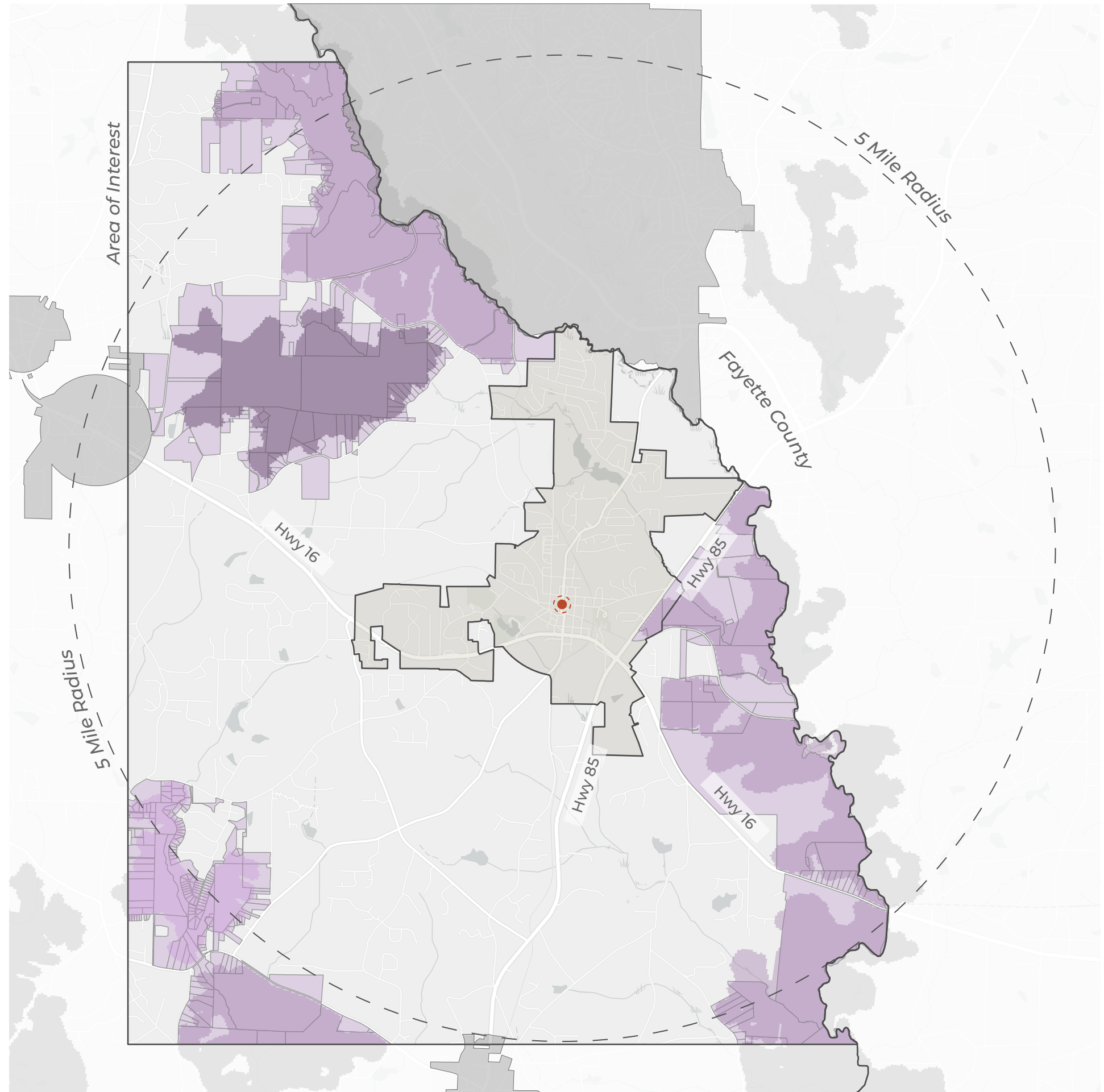
# HABITAT (20% WEIGHT)

## Criteria:

- Properties intersecting with top ranked habitat=1
- Properties with no intersection of top ranked habitat=0

### Legend

- Parcels w/ High Quality Habitat
- High Quality Habitat Score
- Highest Quality Habitat Score





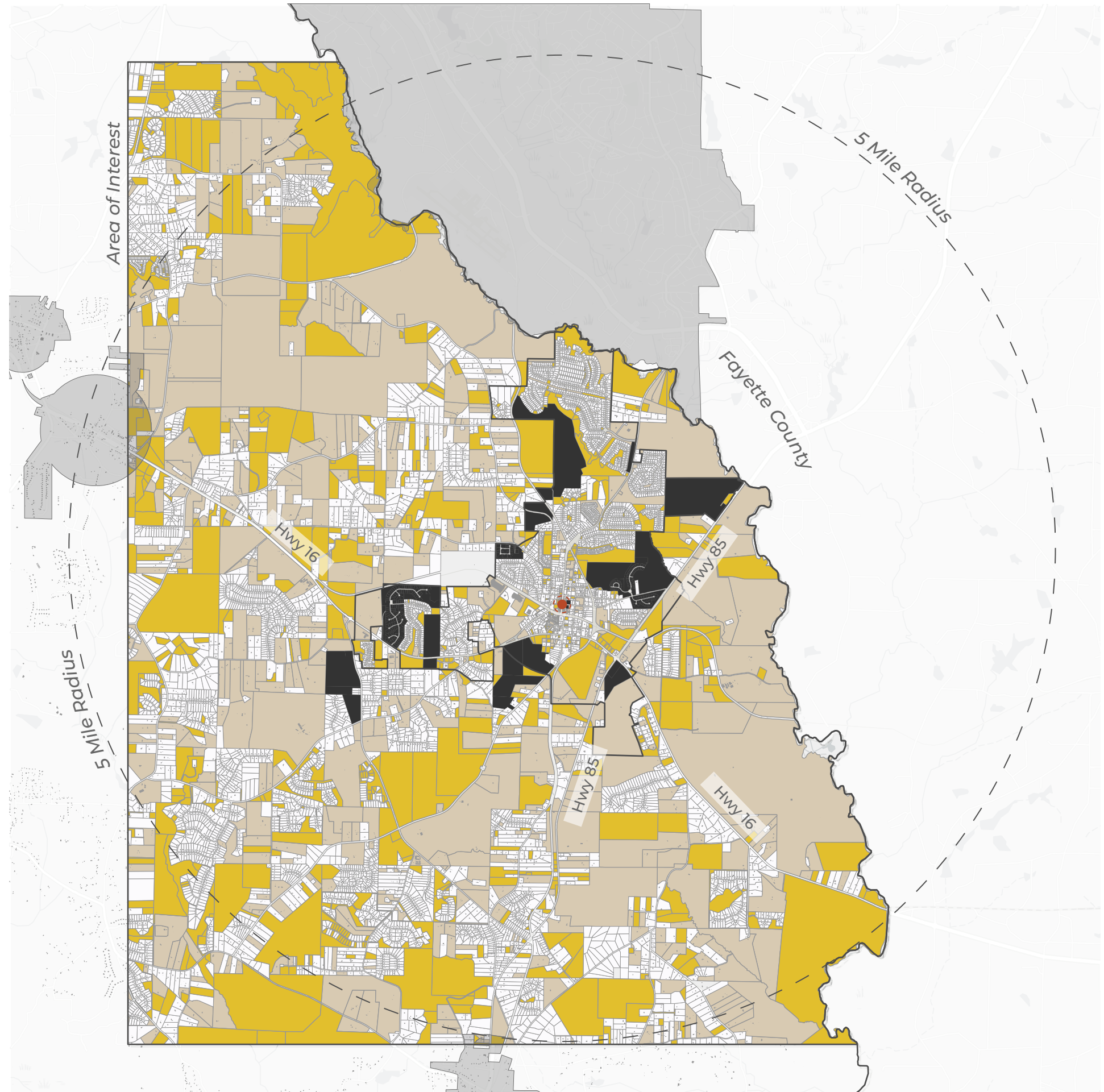
# DEVELOPED (15% WEIGHT)

## Criteria:

- Undeveloped or minimally developed properties=1
- Developed properties=0

### Legend

-  Undeveloped
-  Minimally Developed
-  Development Applications







# SLOPE (10% WEIGHT)

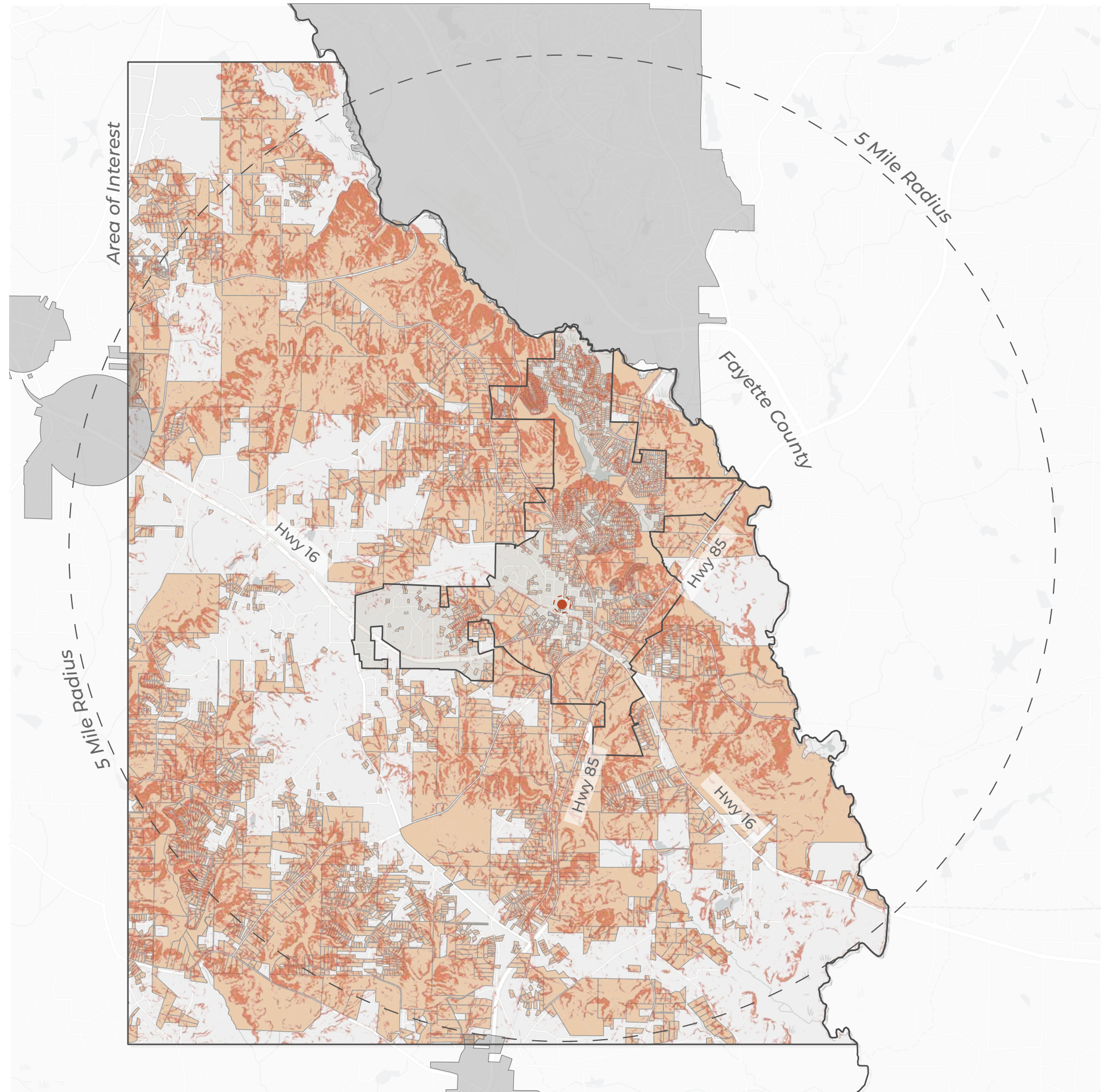
## Criteria:

- Steeply-sloped properties=1
- Gently-sloped or flat properties =0

\*\*Note: High slope areas are harder to develop, more likely to remain conserved (all else held equal)

## Legend

-  Parcels w/ 25% High Slope
-  High Slope (>25%)

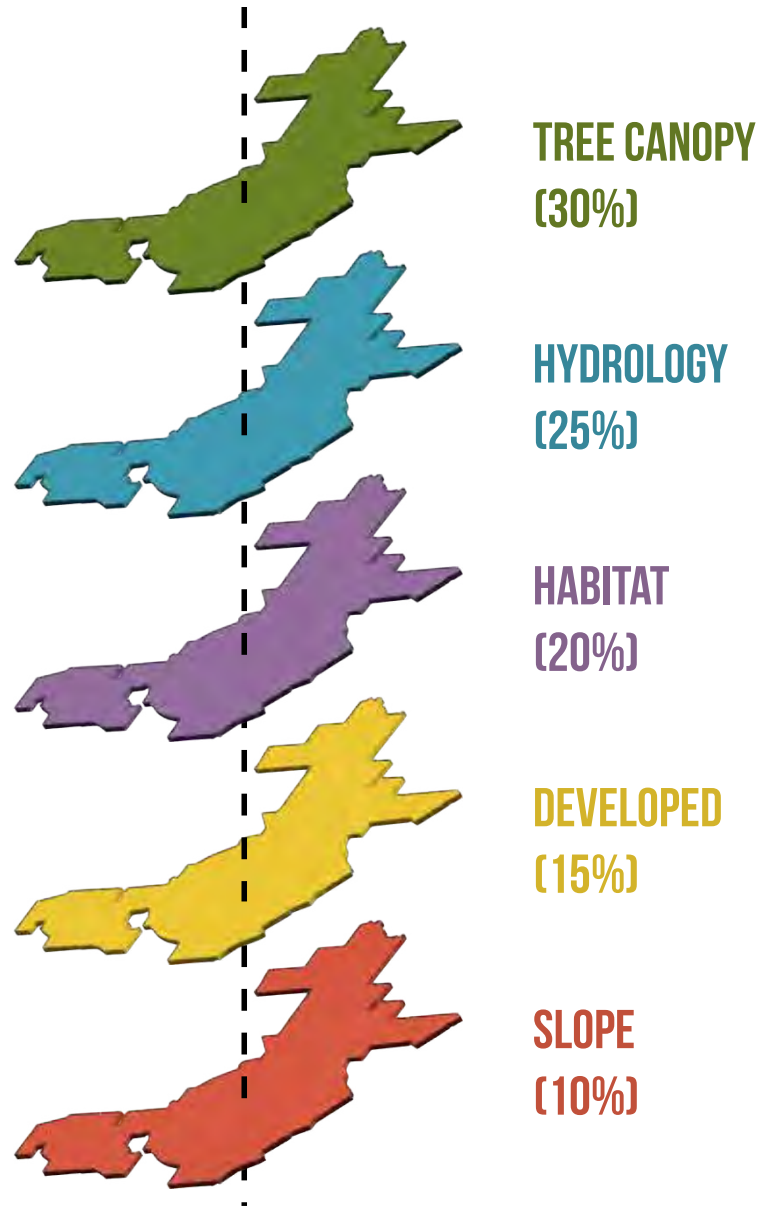


# III. FINDINGS

*Results, vision, and strategy*

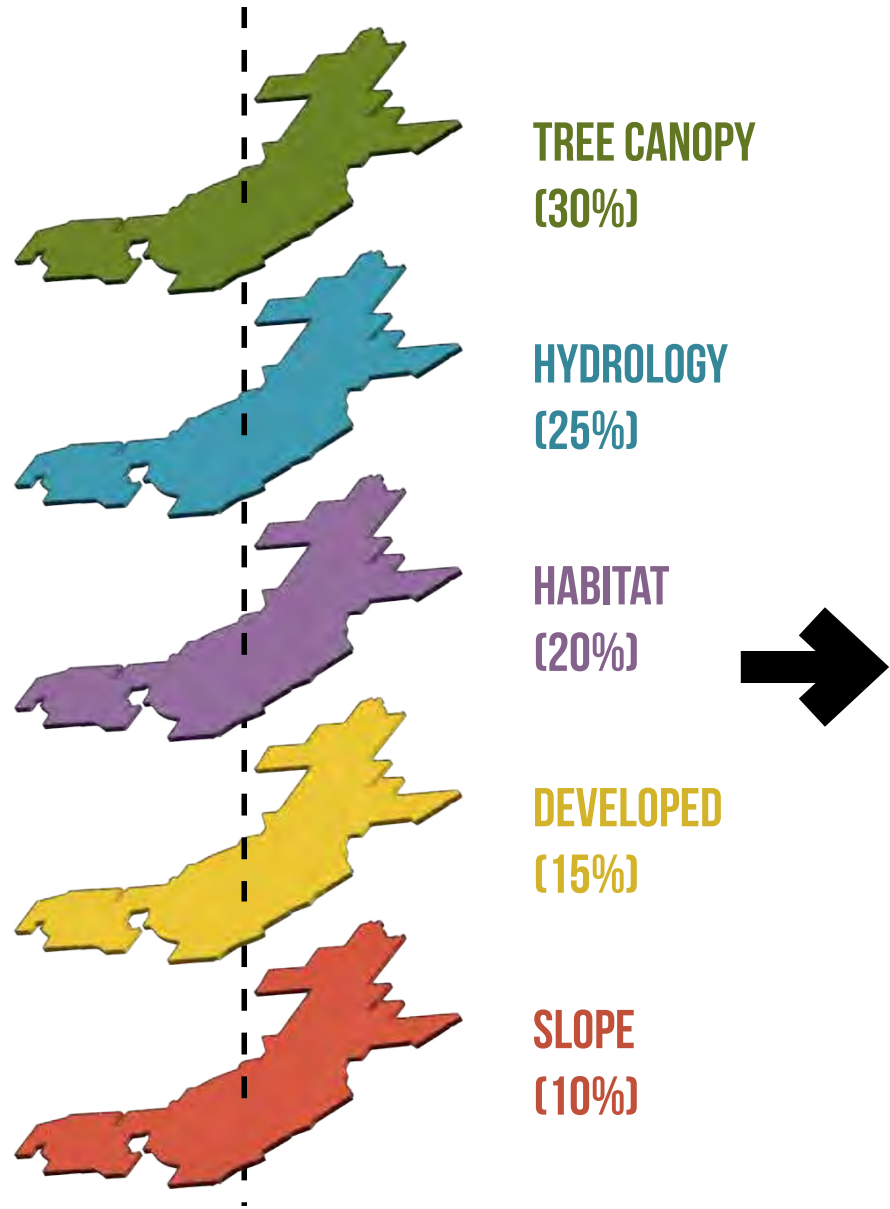


# RESULTS: HIGH RANKING PARCELS

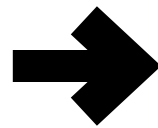
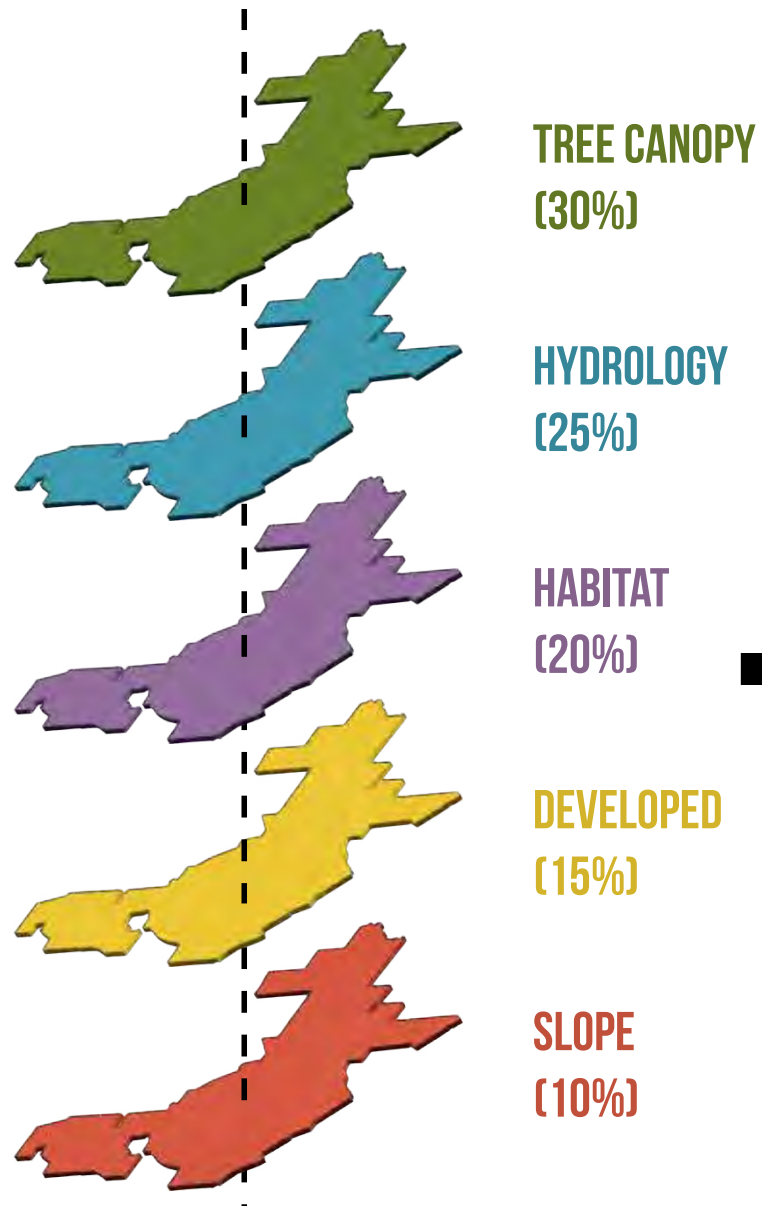




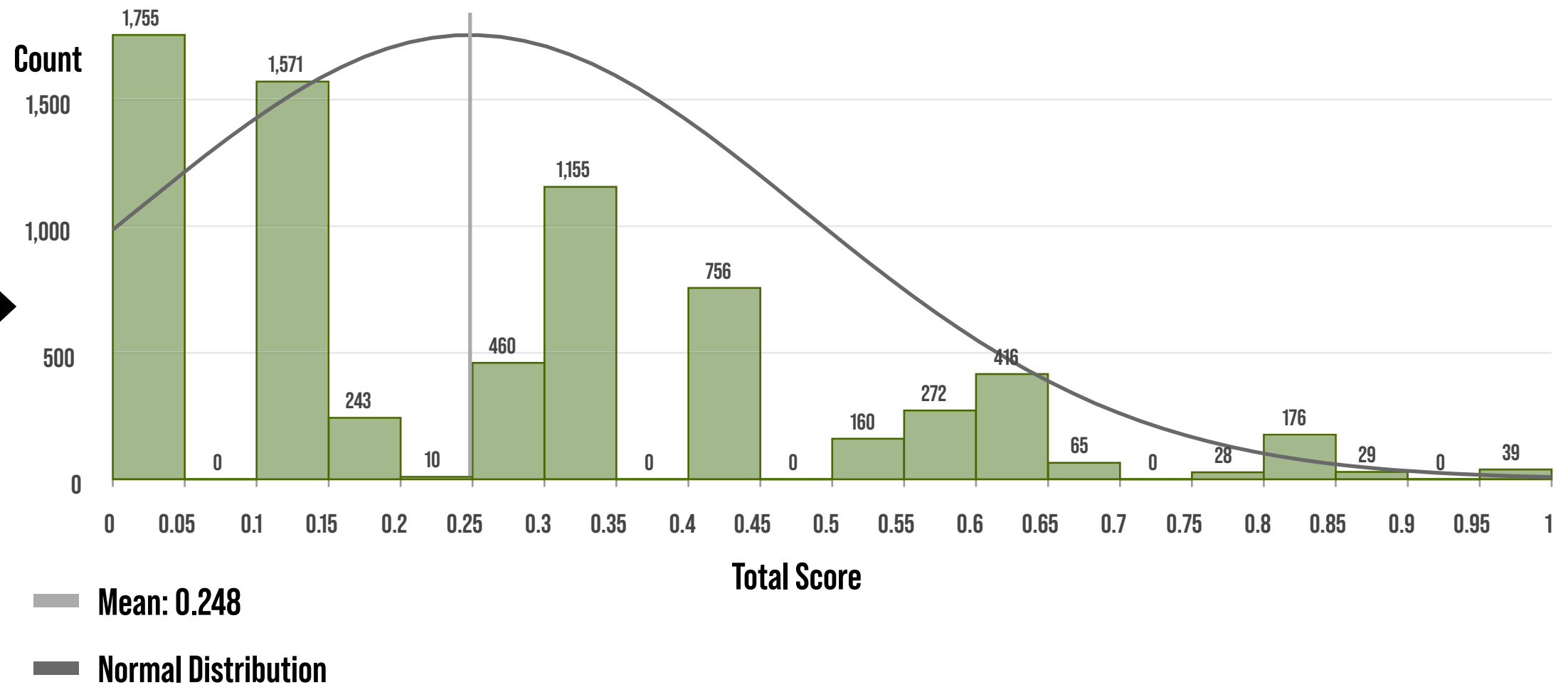
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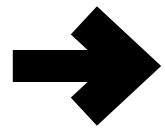
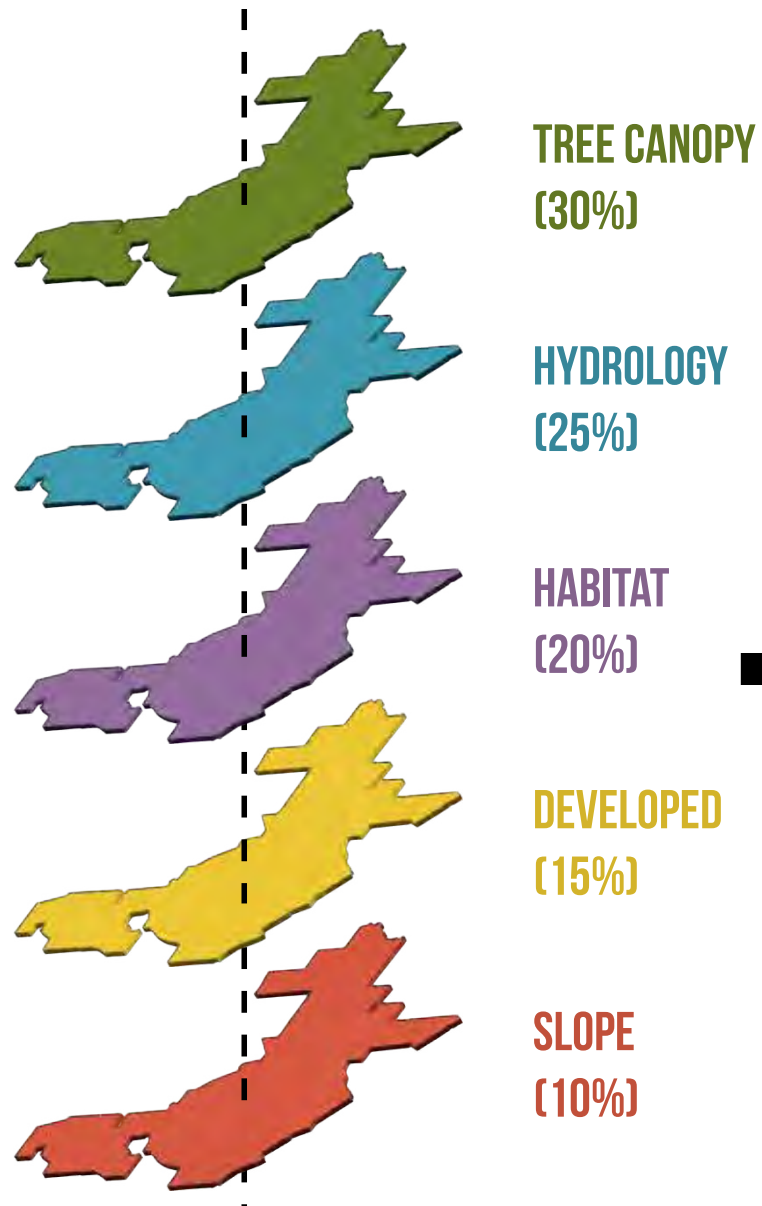


## Distribution of conservation scores for all parcels

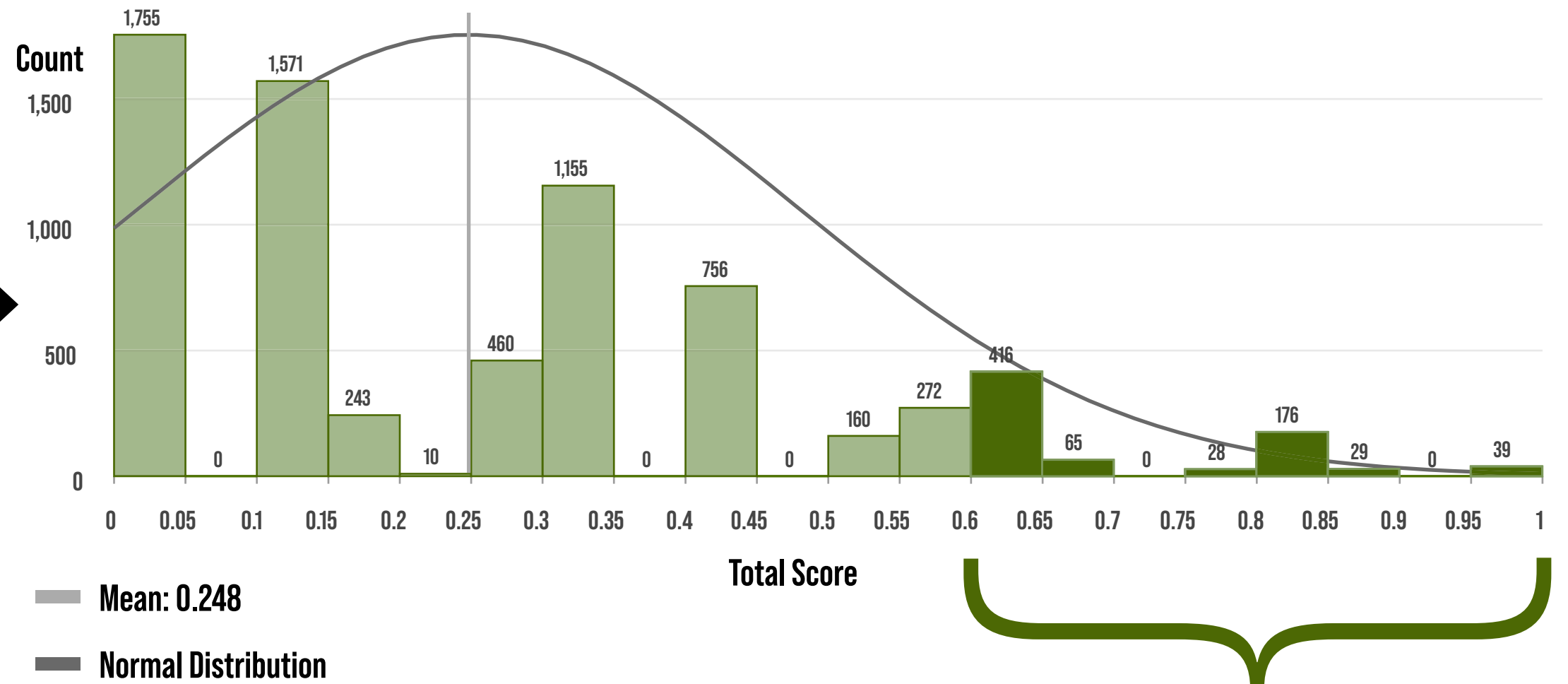




# RESULTS: HIGH RANKING PARCELS



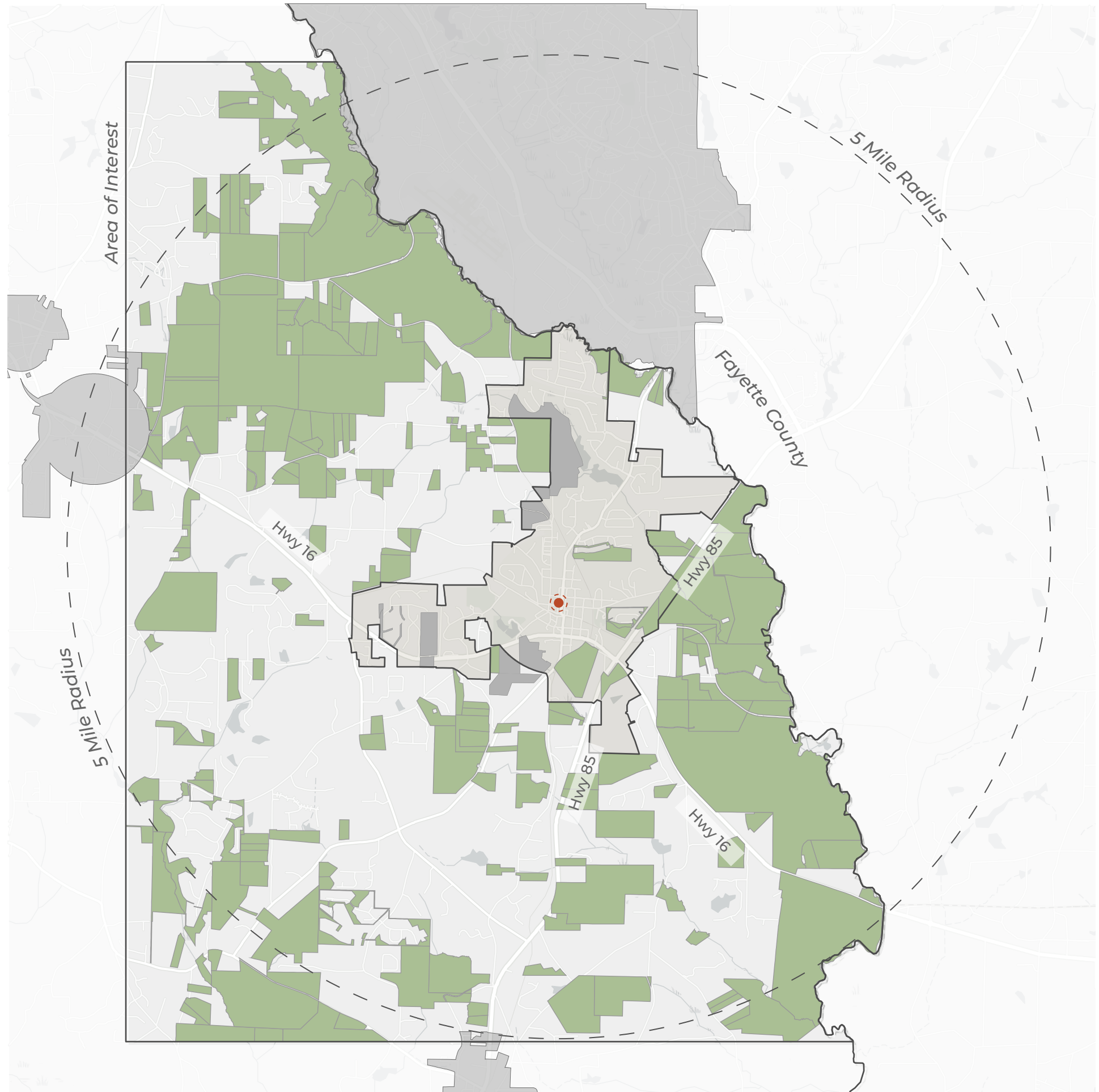
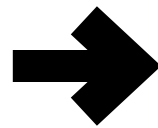
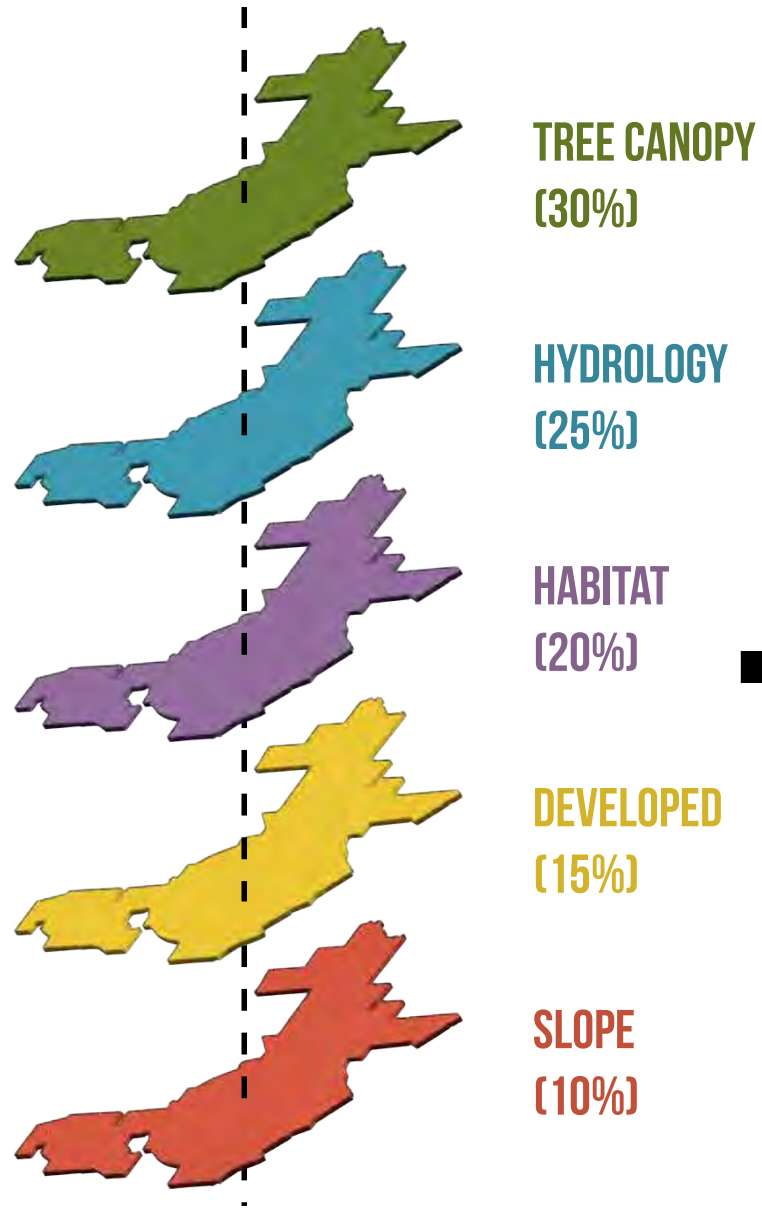
## Distribution of conservation scores for all parcels



Top 10% of all parcels

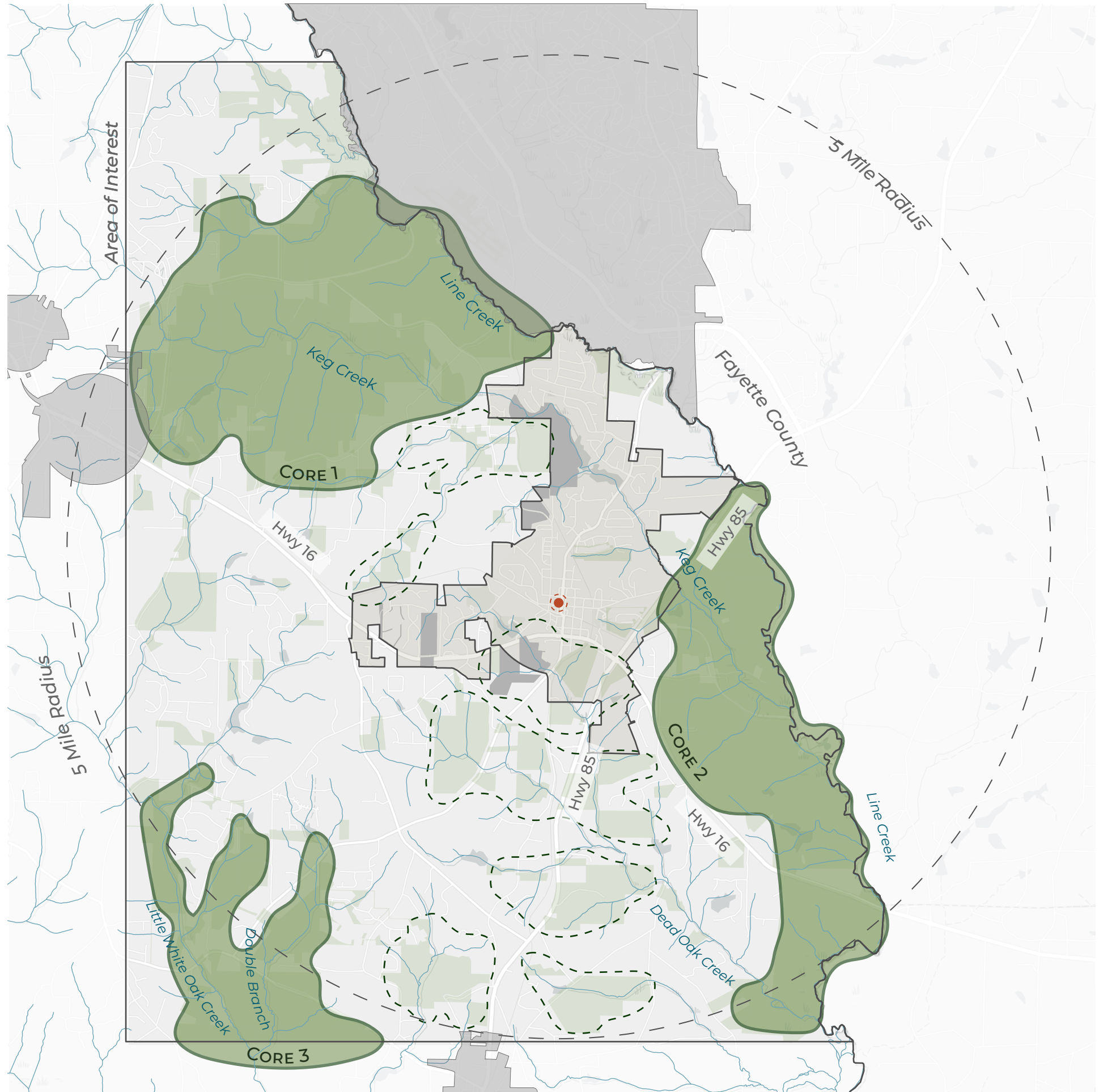
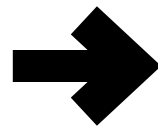
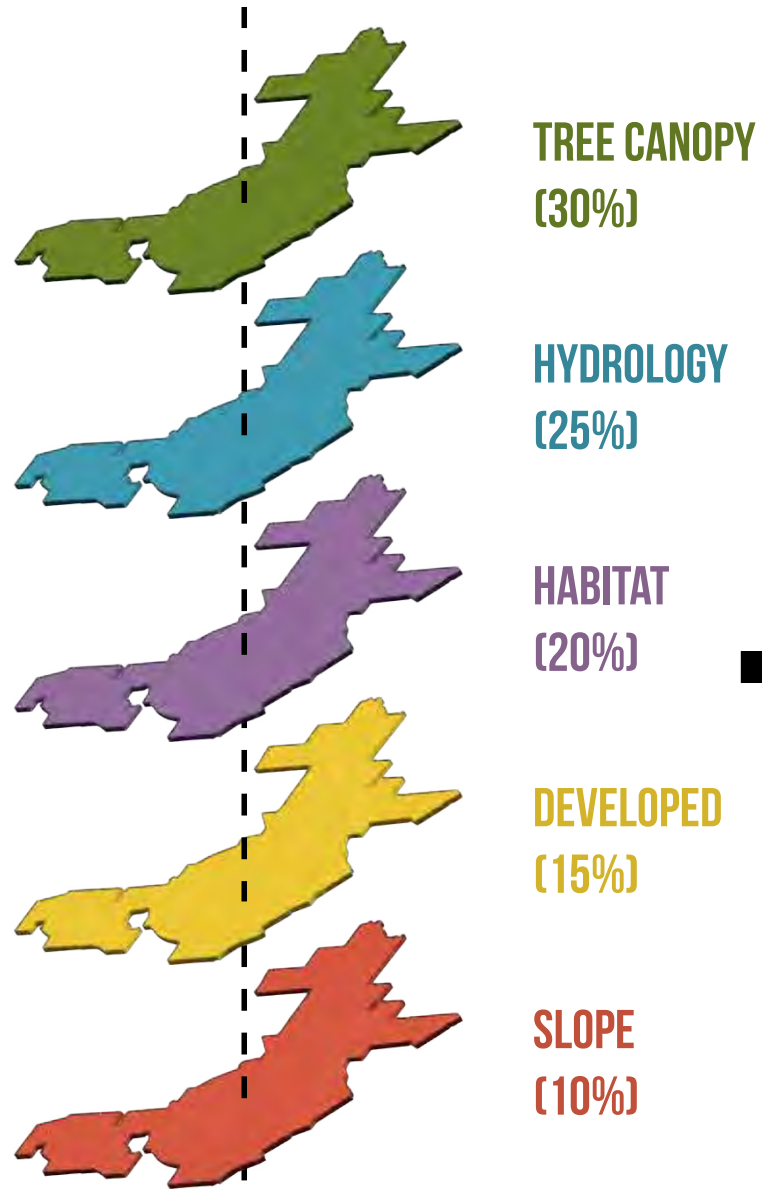


# RESULTS: HIGH RANKING PARCELS MAP





# RESULTS: POTENTIAL CONSERVATION CORES





# CONSERVATION CORES

- Large swaths of **connected, contiguous** lands
- Priority on **ecological** value - wilderness, wildlife, biodiversity, and protecting existing natural resources
  - Particularly protecting greenfields from low-density sprawl
- Denotes **either public ownership and/or public access** to land - though neither are required.
- Can look like, for example:
  - Conservation-oriented development (cluster development close together, leave aside conserved areas)
  - Publicly owned parks and recreational facilities
  - Sending areas for transfer of development rights (TDR) via conservation easement





# **SENOIA CONSERVATION GOALS:**

**1.**





**CONSERVE SMALL-  
TOWN COMMUNITY  
CHARACTER**

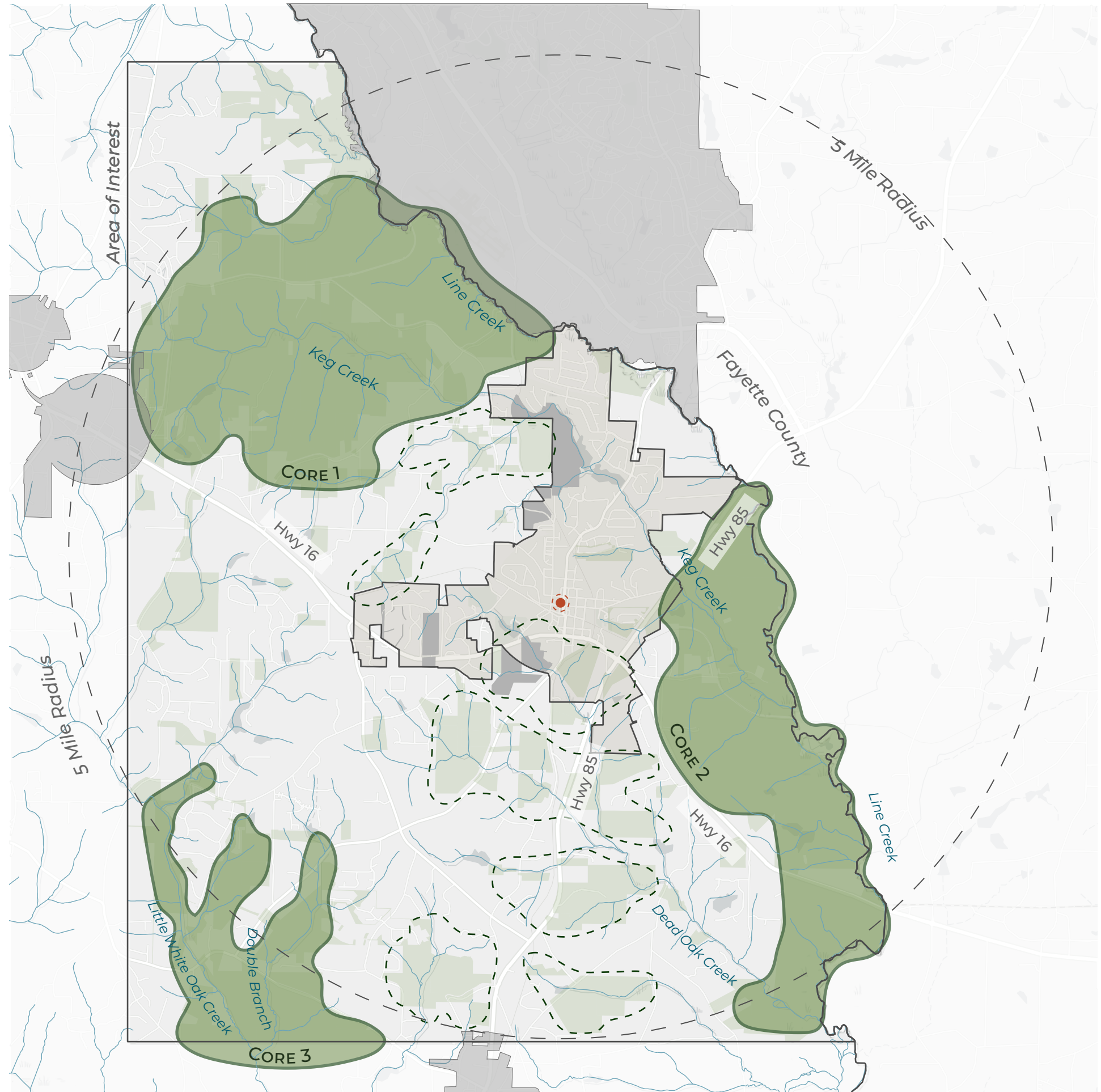
**2.**

**PRIORITIZE  
ACTIVE USE AND  
RECREATION-ORIENTED  
CONSERVATION**



# POTENTIAL CONSERVATION CORES

-  HIGH RANKING CONSERVATION PARCELS
-  PRIMARY CONSERVATION CORES
-  SECONDARY CORES
-  RIVERS





# POTENTIAL CONSERVATION CORES

-  HIGH RANKING CONSERVATION PARCELS
-  PRIMARY CONSERVATION CORES
-  RIVERS

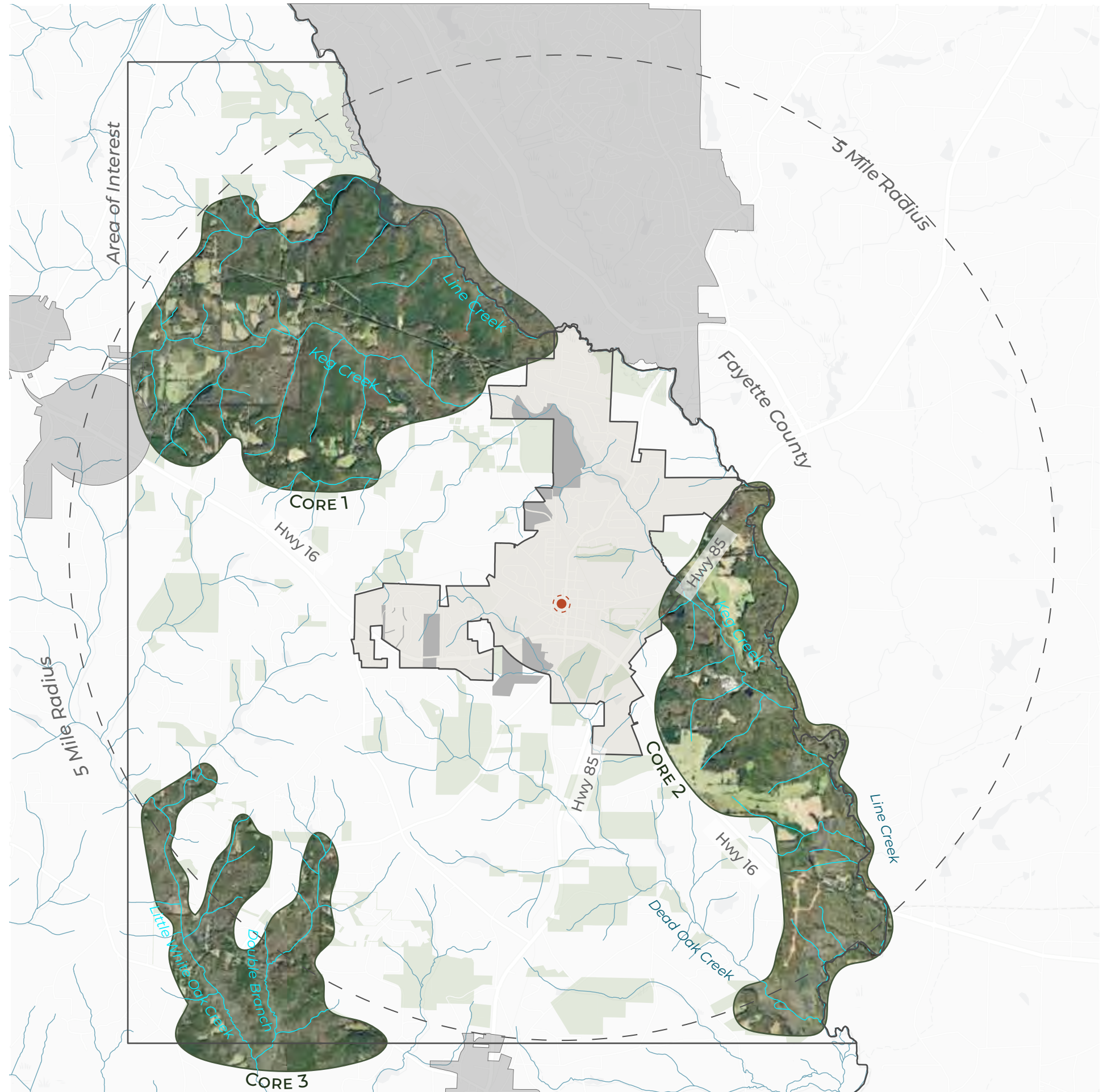
## Conservation Core character areas:

Core 1: "Dense Forest"

Core 2: "Wetland Pass"

Core 3: "Creek Confluence"

\*Definitions provided in appendix





## WHAT ABOUT AREAS OUTSIDE OF THE CORES?

- This framework is quantitative in nature. Our work is intended to create a cohesive, clear, action-oriented vision but it is not prescriptive.
  - You all know your place better than we do!
  - Use our findings as a springboard for action - where and what to focus on.
- Any property with interested, active landowners should be engaged with!
  - True regardless of size, location, rural/suburban/urban, etc.
  - Nearly all land in area of interest is privately owned - regardless of location, need strong incentives for landowner participation
- Don't let perfect be the enemy of good- better to conserve bits and pieces than nothing





# IV. NEXT STEPS

*Where do we go from here?*



**CONSERVATION  
GOALS**



**CONSERVATION  
TOOLS**





<b>Conservation Toolkit</b>
Transfer of Development Rights (Conservation Easement)
Purchase of Agricultural Easements (Conservation Easement)
Zoning strategies
Green infrastructure
Landowner assistance
Community benefit agreement/developer agreement
Watershed management plans
Urban Growth Boundary
Georgia Statewide programs: Georgia outdoor stewardship program, Georgia Conservation Tax Credit, Conservation Use Valuation Assessment



Conservation Toolkit	Core
Transfer of Development Rights (Conservation Easement)	X
Purchase of Agricultural Easements (Conservation Easement)	
Zoning strategies	X
Green infrastructure	
Landowner assistance	
Community benefit agreement/developer agreement	X
Watershed management plans	X
Urban Growth Boundary	X
Georgia Statewide programs: Georgia outdoor stewardship program, Georgia Conservation Tax Credit, Conservation Use Valuation Assessment	X





<b>Conservation Toolkit</b>	<b>Core</b>	<b>Everywhere</b>
Transfer of Development Rights (Conservation Easement)	X	X
Purchase of Agricultural Easements (Conservation Easement)		X
Zoning strategies	X	X
Green infrastructure		X
Landowner assistance		X
Community benefit agreement/developer agreement	X	X
Watershed management plans	X	X
Urban Growth Boundary	X	X
Georgia Statewide programs: Georgia outdoor stewardship program, Georgia Conservation Tax Credit, Conservation Use Valuation Assessment	X	X



Conservation Toolkit	Core	Everywhere
<b>Transfer of Development Rights (Conservation Easement)</b>	X	X
Purchase of Agricultural Easements (Conservation Easement)		X
Zoning strategies	X	X
Green infrastructure		X
Landowner assistance		X
Community benefit agreement/developer agreement	X	X
Watershed management plans	X	X
Urban Growth Boundary	X	X
Georgia Statewide programs: Georgia outdoor stewardship program, Georgia Conservation Tax Credit, Conservation Use Valuation Assessment	X	X

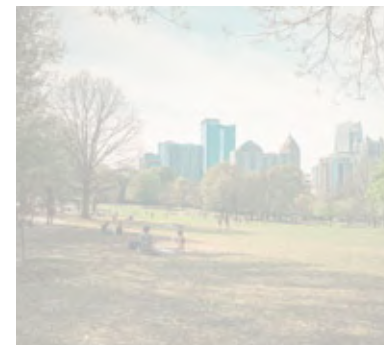
Short-term,  
Small scale



Spot (Tree)



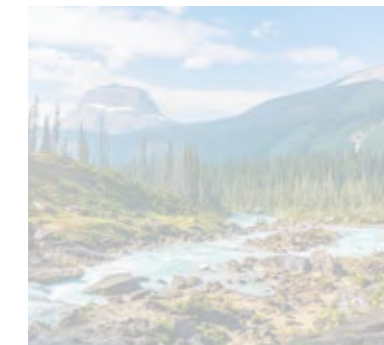
Site (Patch/Garden)



Local (Park)



Regional



Wilderness

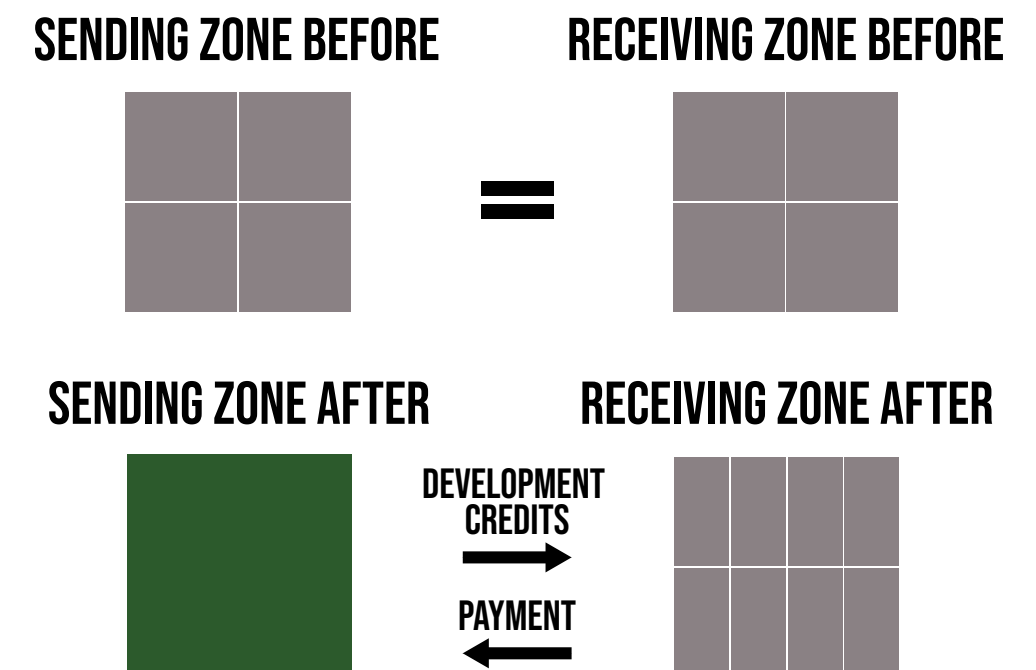
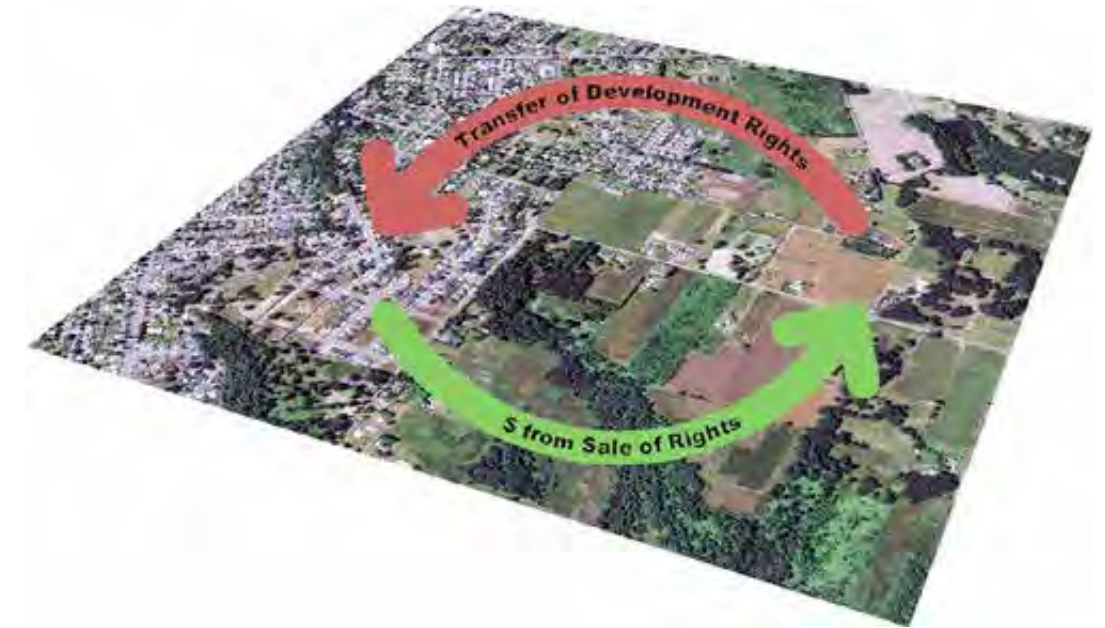
Long-term,  
Large scale



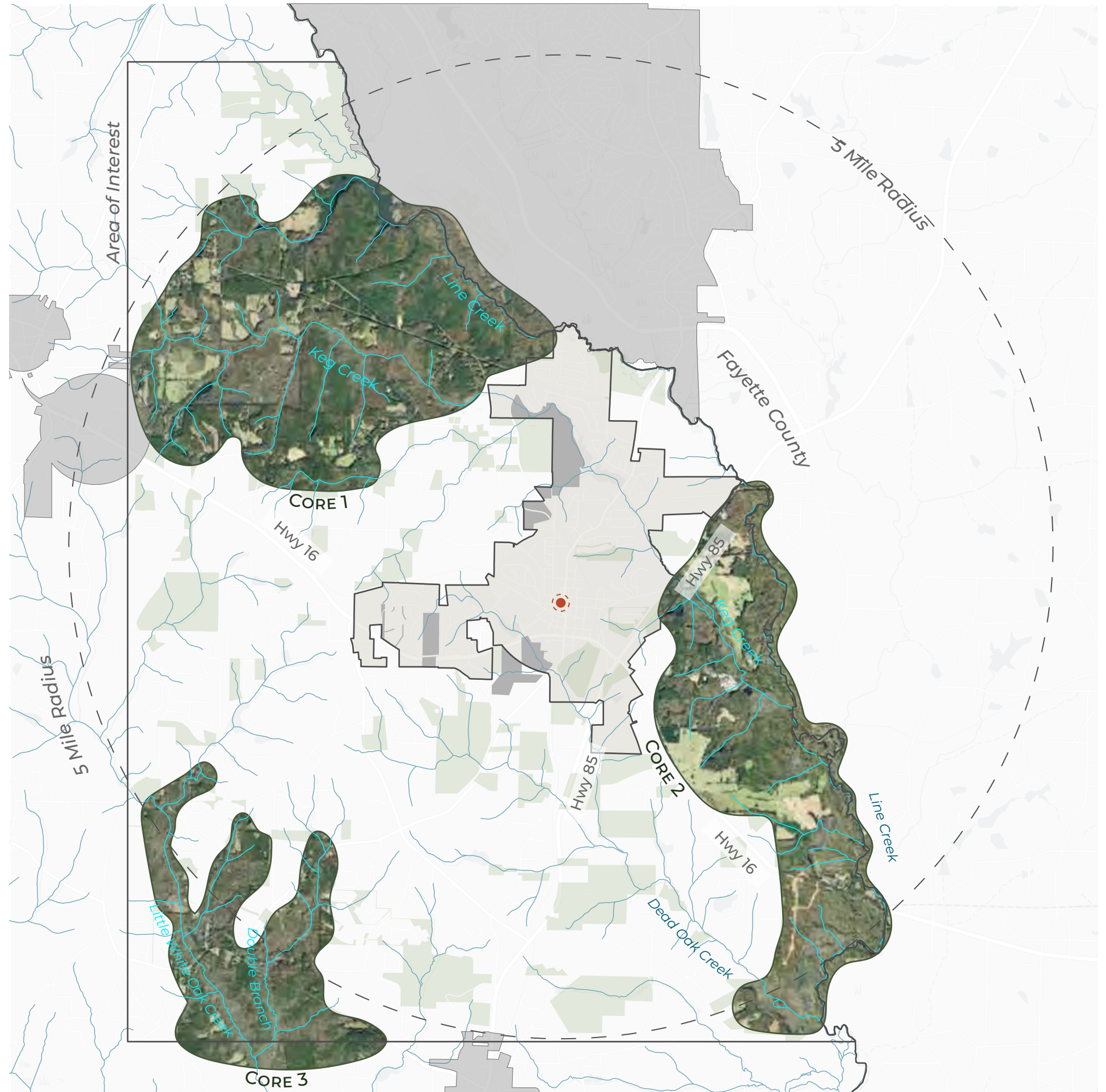


# TRANSFER OF DEVELOPMENT RIGHTS (TDR)

- Voluntary, legal agreement that permanently limits development of the land in order to protect its conservation values
  - Voluntary, market-based mechanism
- TDR removes development rights from a conservation-focused area, and transfers these development rights to a growth-focused area which can then be developed at a higher intensity
  - Moving development from one area to another, not restricting it outright
  - Ties together conservation strategy with growth strategy
- Especially relevant for regional conservation strategy
- **One of many conservation tools to utilize!**



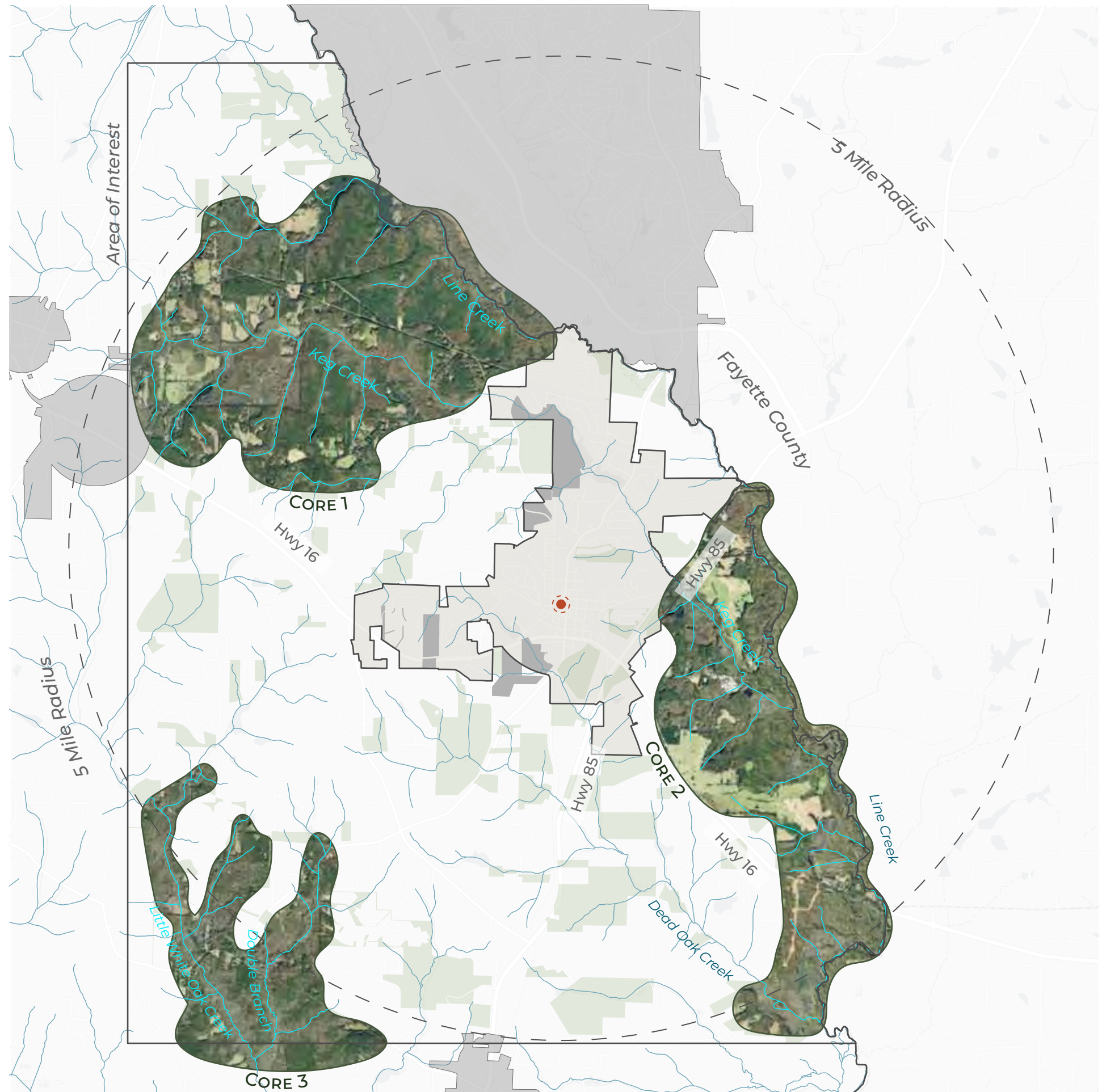
# GROWTH AND CONSERVATION ARE TWO SIDES OF THE SAME COIN





**GROWTH AND  
CONSERVATION ARE  
TWO SIDES OF THE  
SAME COIN**

**CONSERVATION CORES  
SEEK TO PROTECT  
THE THINGS YOU LOVE  
ABOUT SENOIA...**







**...YOU CANNOT ACHIEVE THIS WITHOUT  
STRATEGIC, PLANNED, SUSTAINABLE  
GROWTH**



# GROWTH EXERCISE



# APPENDIX/REFERENCES



# CONSERVATION CORES CHARACTER AREA DEFINITIONS

## Core 1: “Dense Forest”





Large properties of densely forested land, with some agricultural activity, and minimally developed overall. Bordered by Line Creek and straddling Keg Creek and overlapping with the water supply watershed.

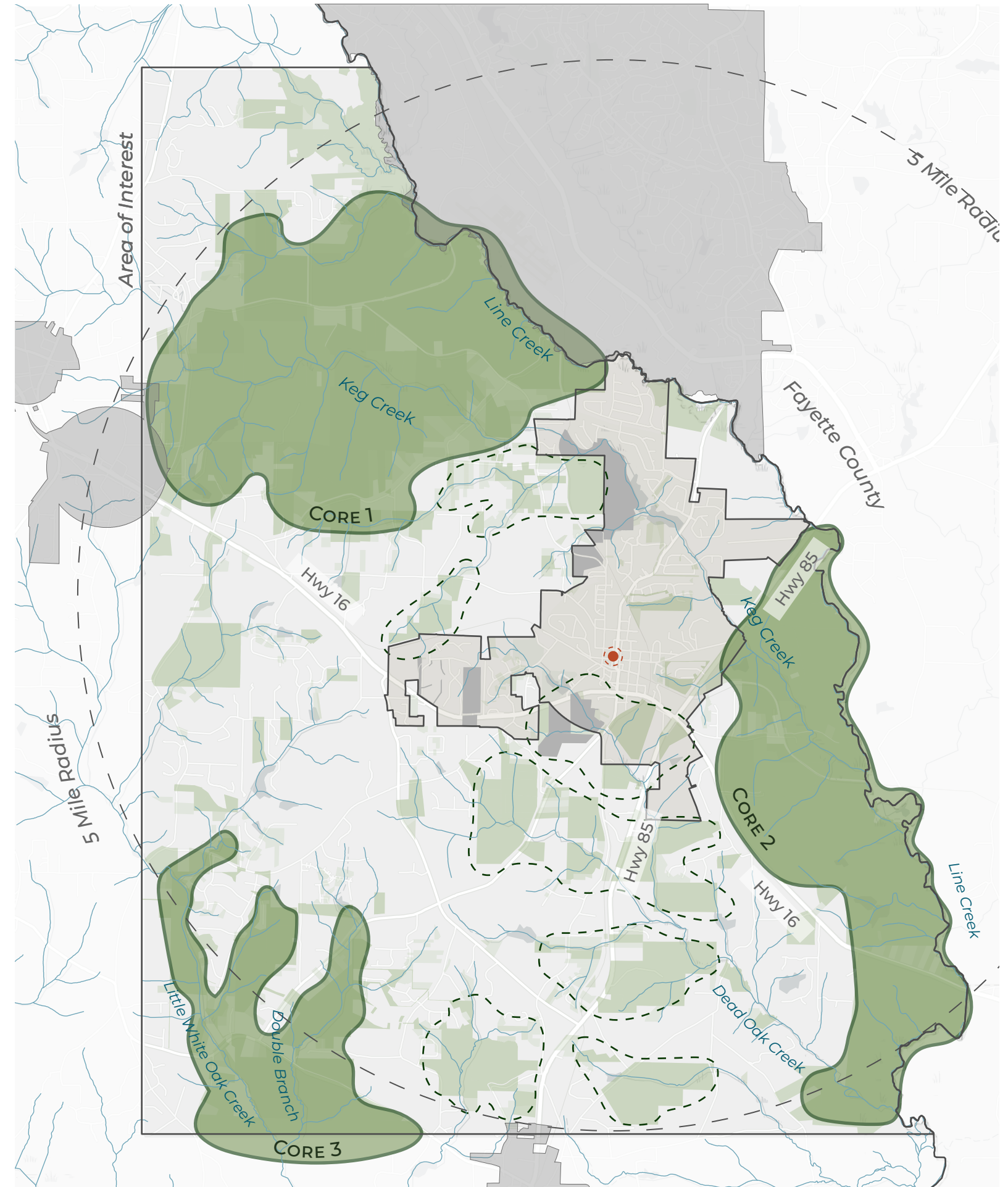
## Core 2: “Wetland Pass”

Significant overlap with wetlands, downstream Keg Creek and Line Creek, and minor tributaries. Some large, minimally developed agricultural land; essentially no low intensity suburban development. Much of the land adjacent to the east of Line Creek (Fayette County) also undisturbed.

## Core 3: “Creek Confluence”

Envisions conservation areas along tributaries that feed Little White Oak Creek. Tributaries converge on a larger undisturbed tract of land southward along Little White Oak Creek. Most developed and subdivided of the three conservation cores.

-  HIGH RANKING CONSERVATION PARCELS
-  PRIMARY CONSERVATION CORES
-  SECONDARY CORES
-  RIVERS

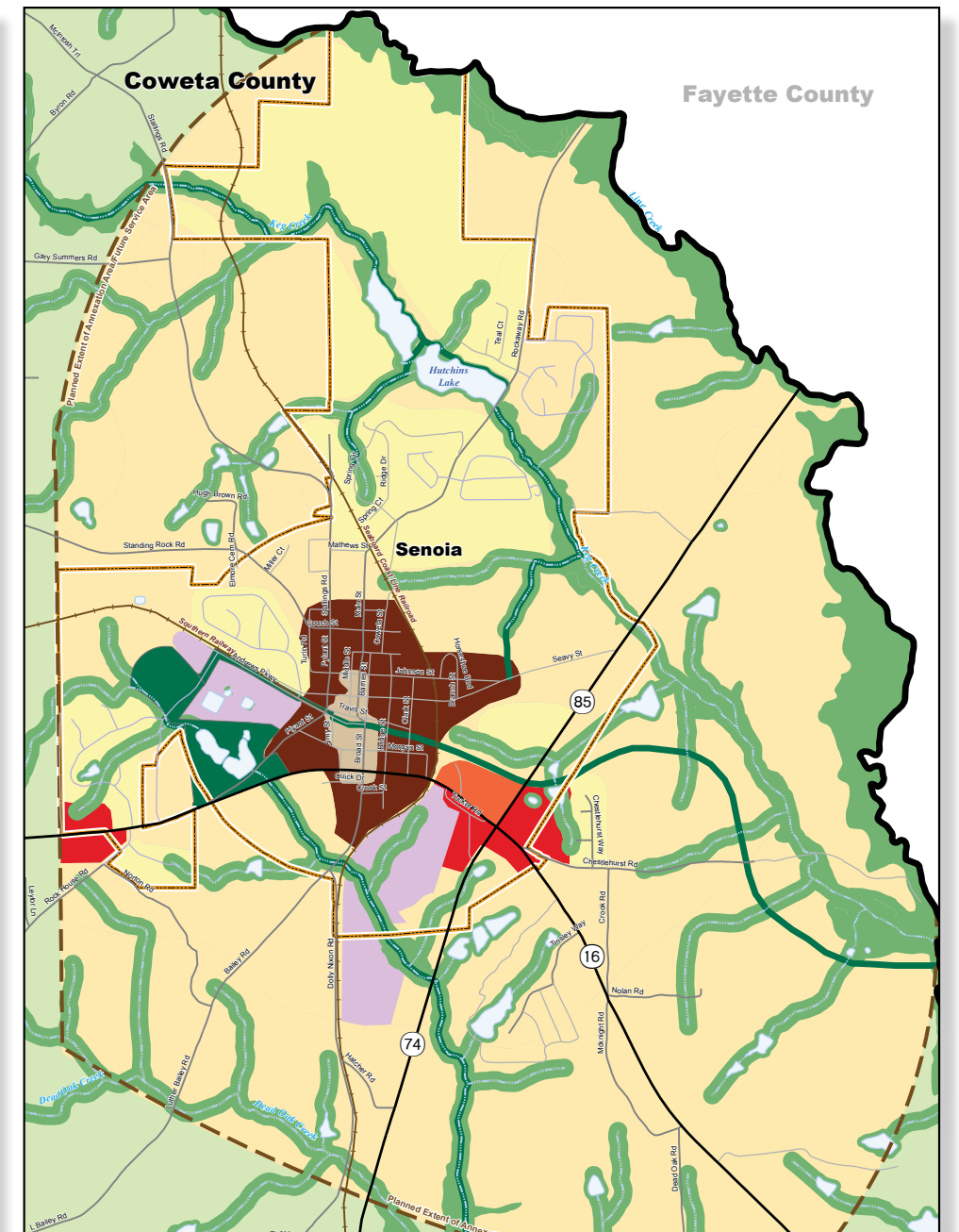
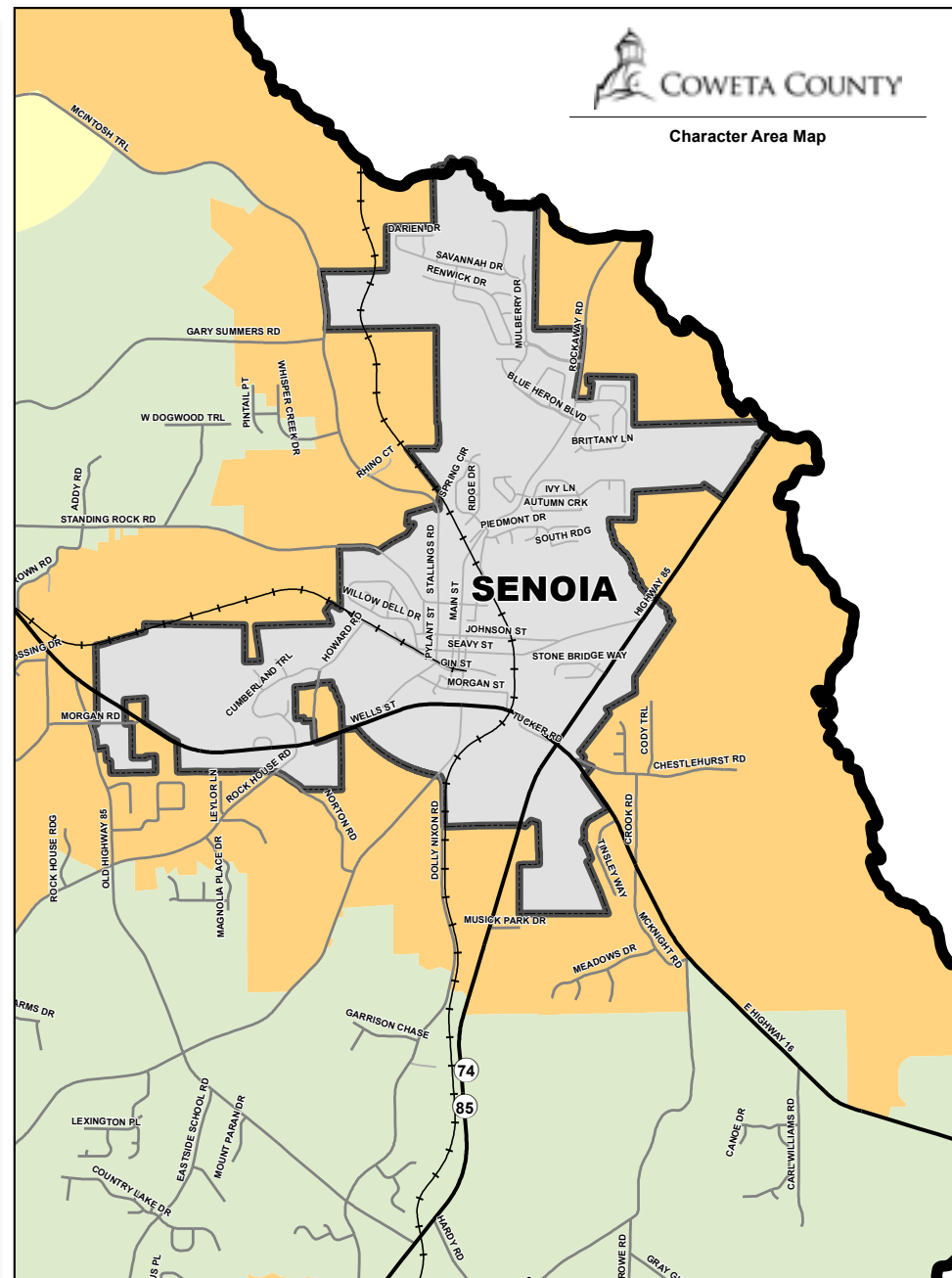
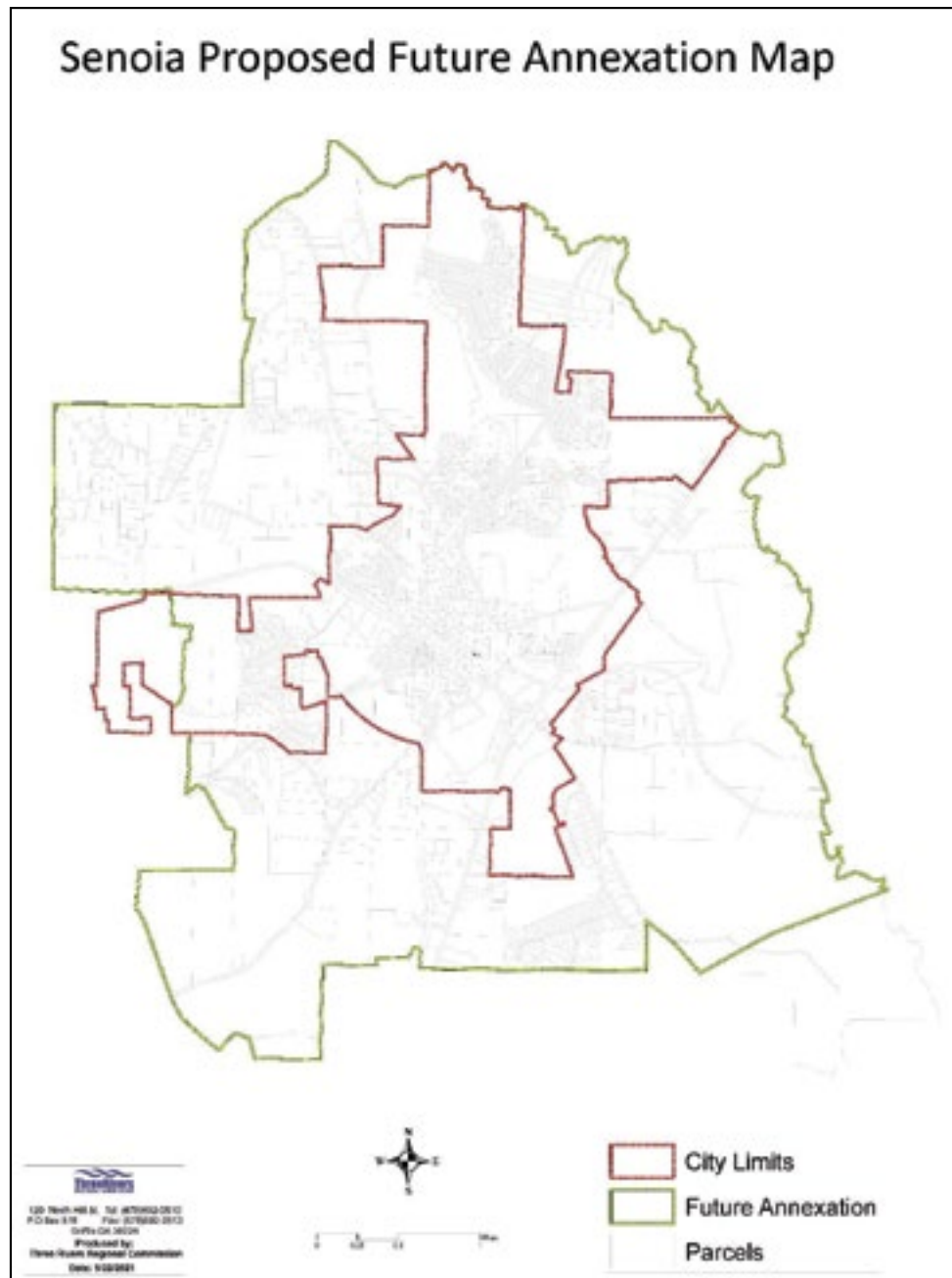


# Step 2

**Set a growth boundary**

Street Plans

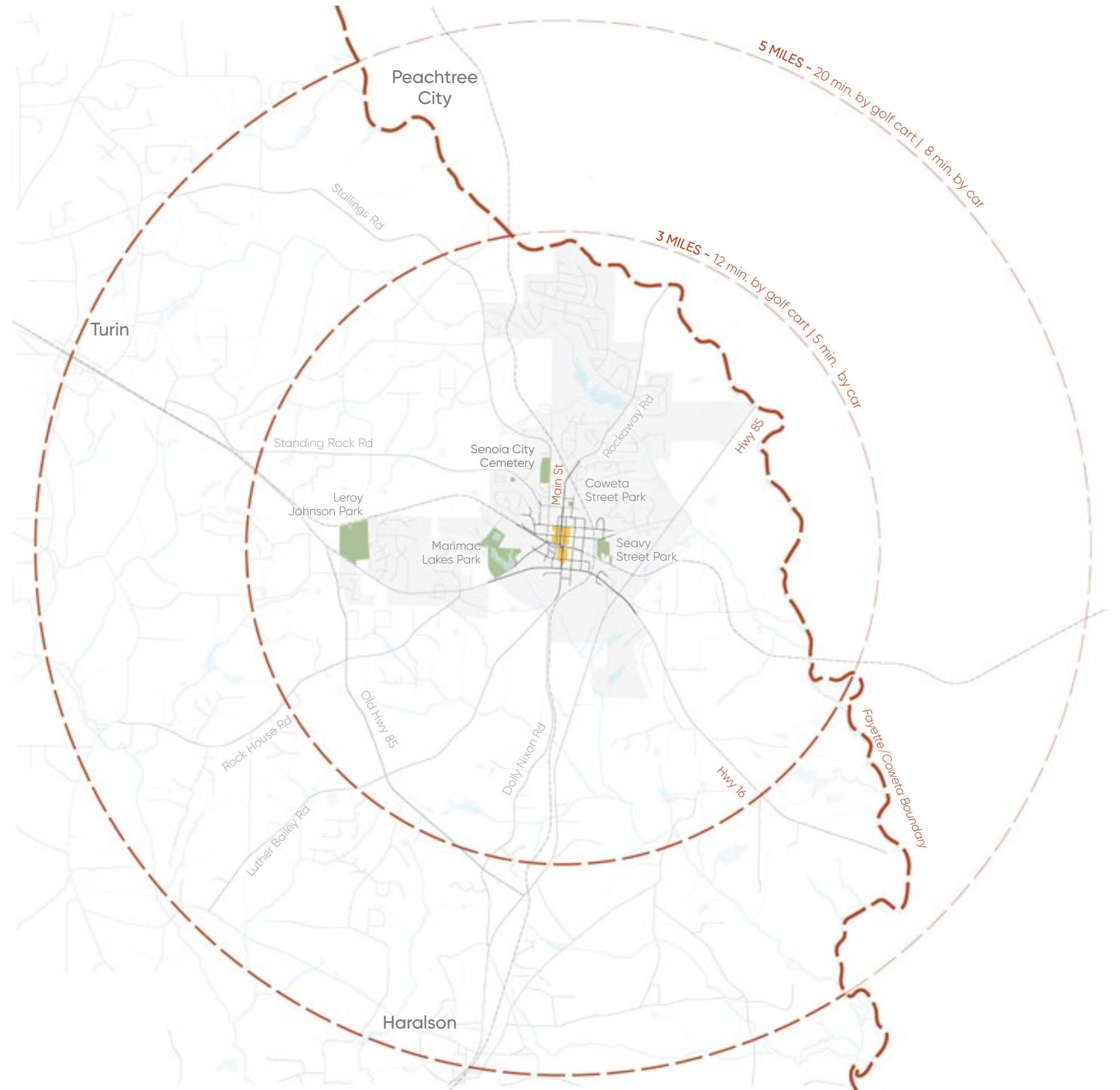
# Where is Senoia's Annexation Boundary?





**We can develop the growth boundary  
by identifying conservation cores  
and growth nodes that create an  
intentional physical boundary**

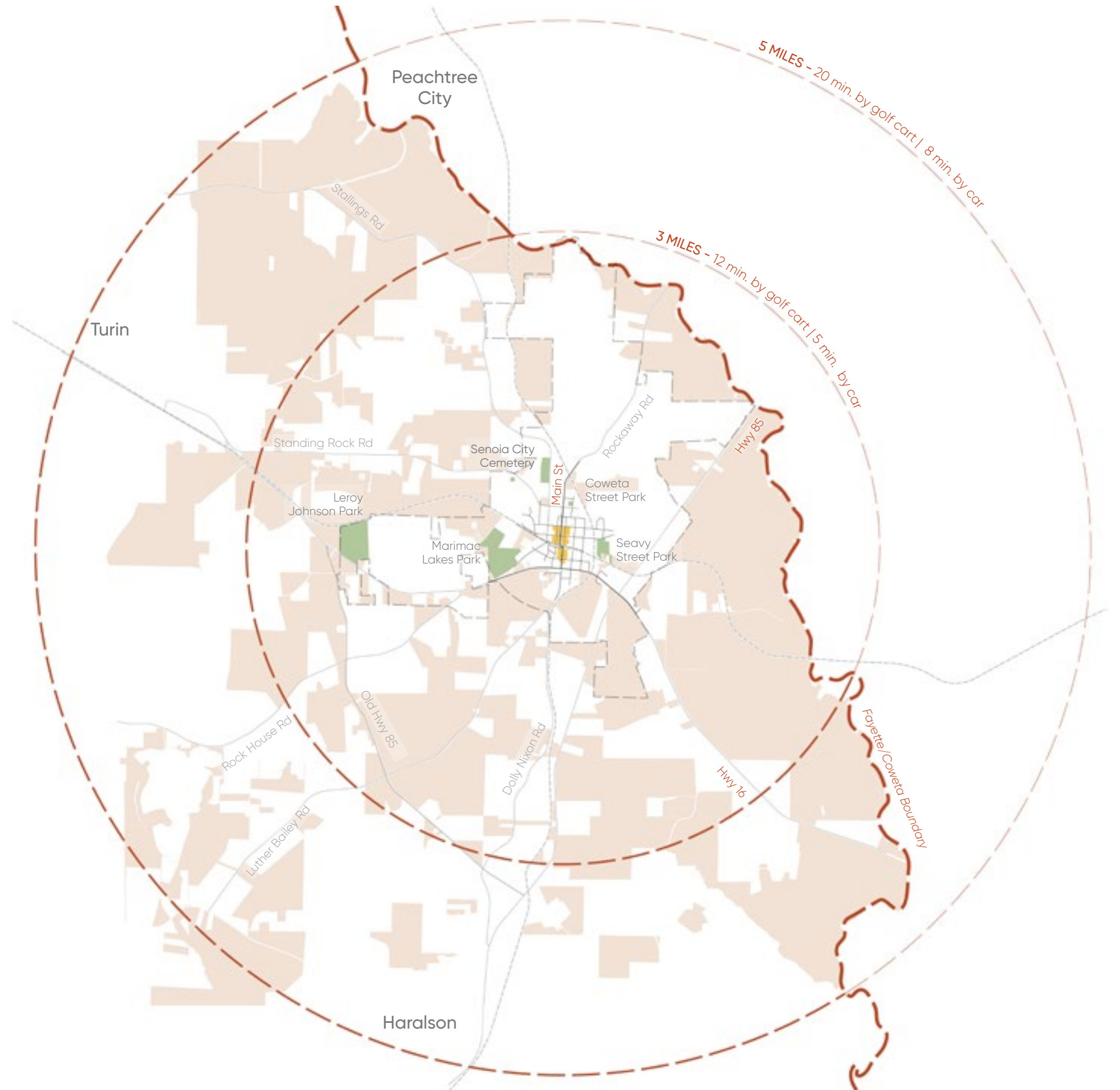
# Context



## Legend

- City Limits
- Fayette/Coweta County Boundary
- Streets
- Rail Lines
- Town Center
- Parks and Cemeteries

# Developable Areas

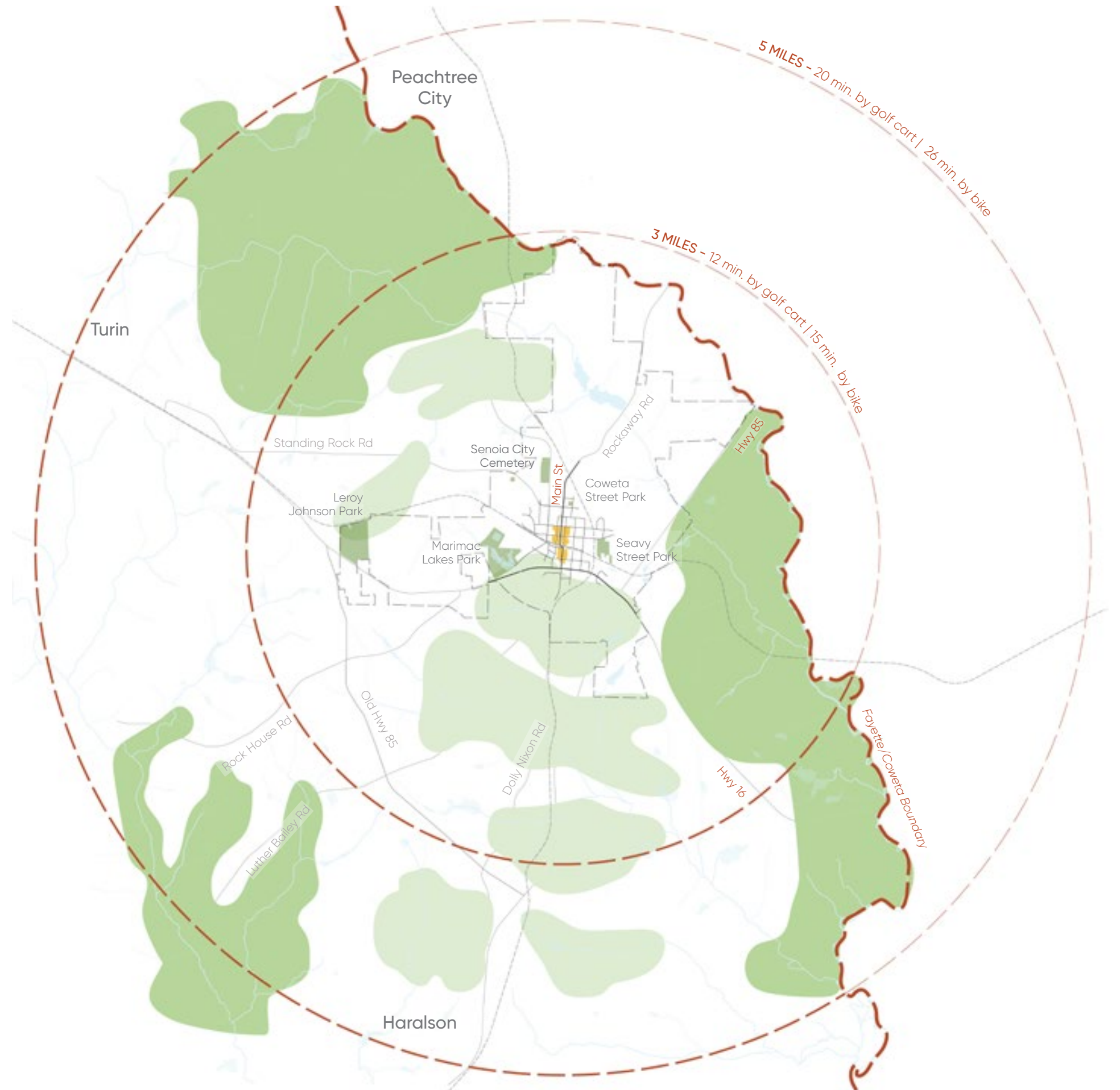


## Legend

- City Limits
- Fayette/Coweta County Boundary
- Streets
- Rail Lines
- Town Center
- Parks and Cemeteries
- Developable Parcels



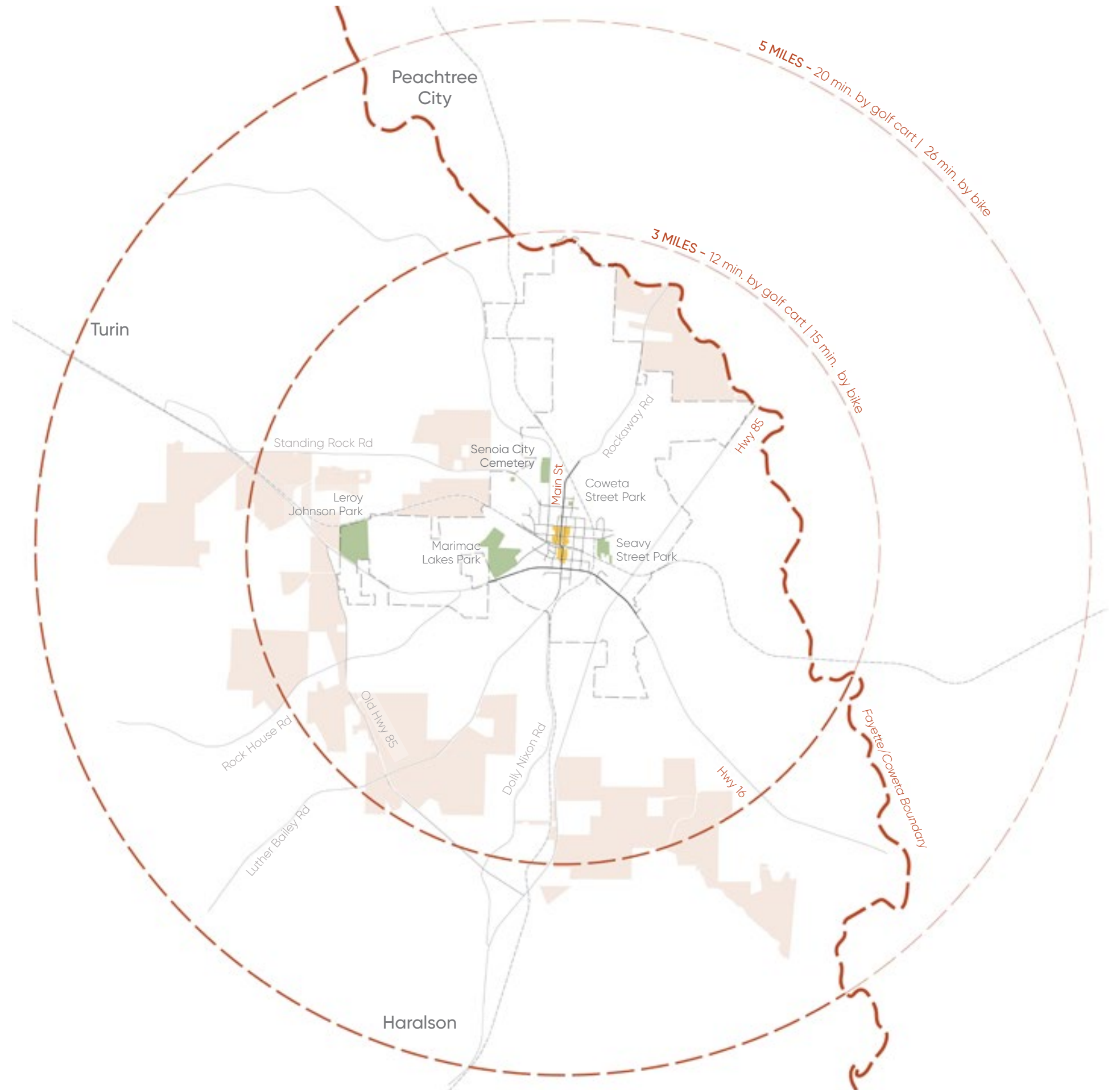
# Potential Conservation Cores



## Legend

- City Limits
- Fayette/Coweta County Boundary
- Streets
- Rail Lines
- Town Center
- Parks and Cemeteries
- Primary Conservation Areas
- Secondary Conservation Areas

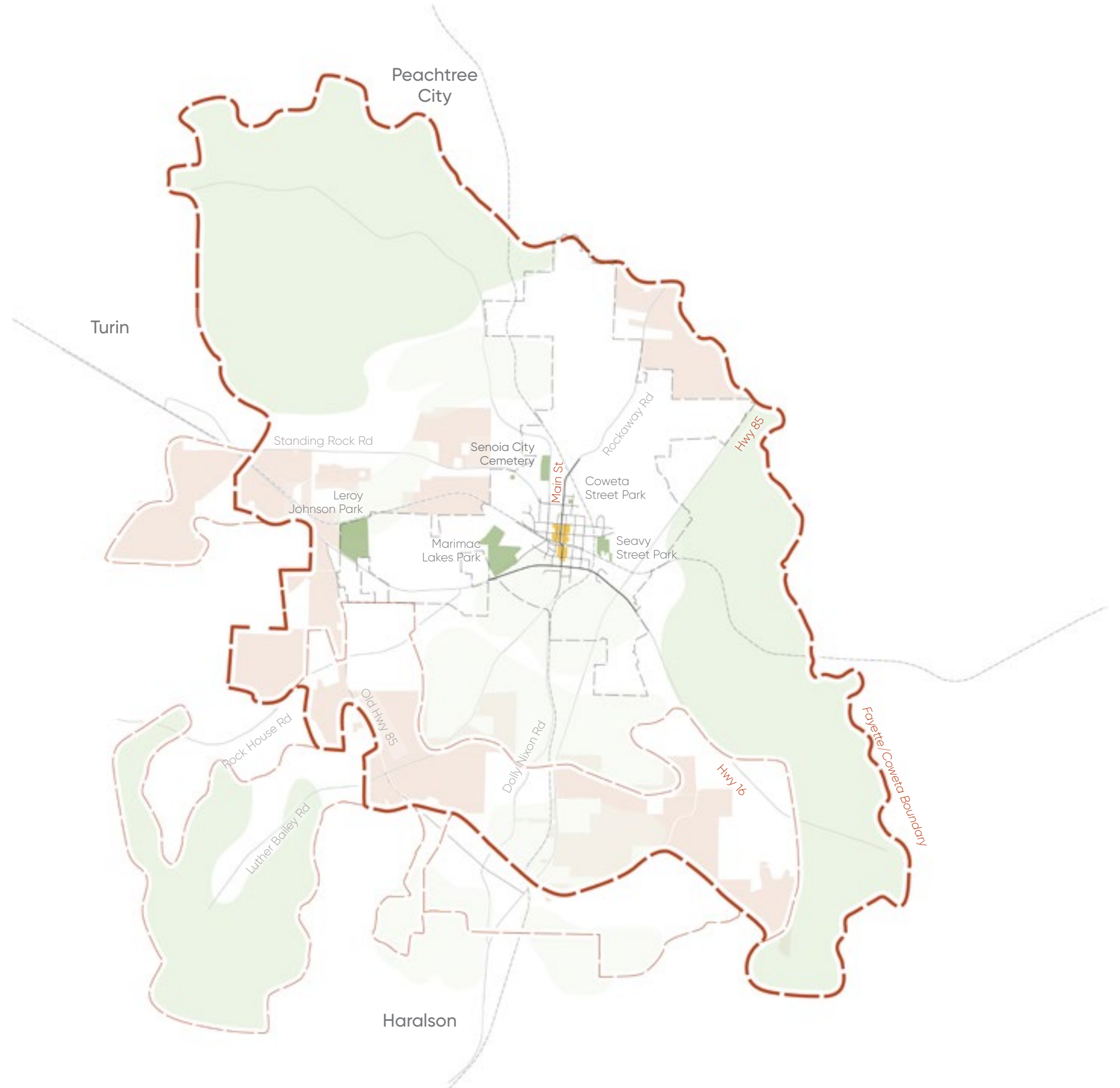
# Potential Growth Nodes



**Legend**

- City Limits
- Fayette/Coweta County Boundary
- Streets
- Rail Lines
- Town Center
- Parks and Cemeteries
- Potential Growth Nodes Developments

# Potential Future Annexation Boundary



## Legend

- City Limits
- Potential Annexation Boundaries
- Streets
- Rail Lines
- Town Center
- Parks and Cemeteries
- Potential Growth Nodes Developments
- Potential Conservation Cores



# Step 3

**Specify how growth  
look & function**

**How much growth could occur  
surrounding Senoia if we do nothing?**

**~3,500 units**

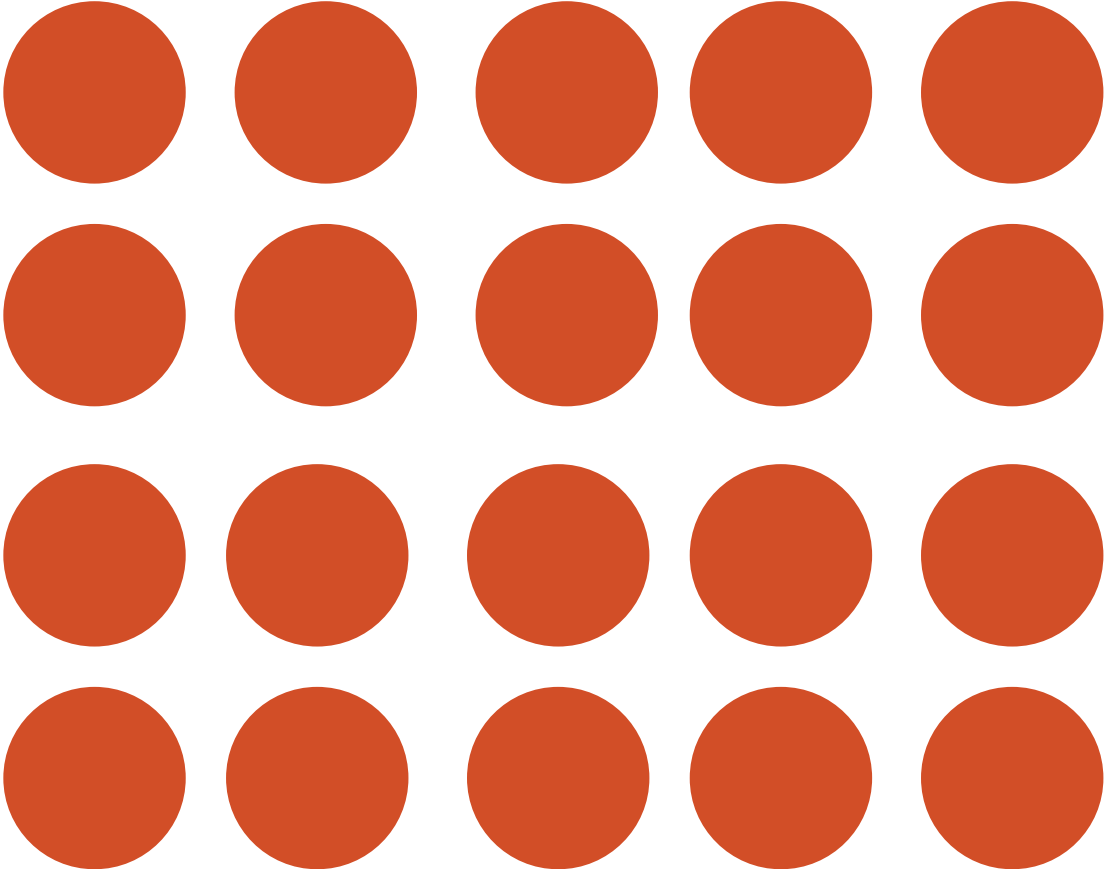
There are ~7,000 acres of undeveloped land surrounding the current Senoia city limits

We can assume a density of 0.5 units/acre which is in line with Coweta County 's zoning

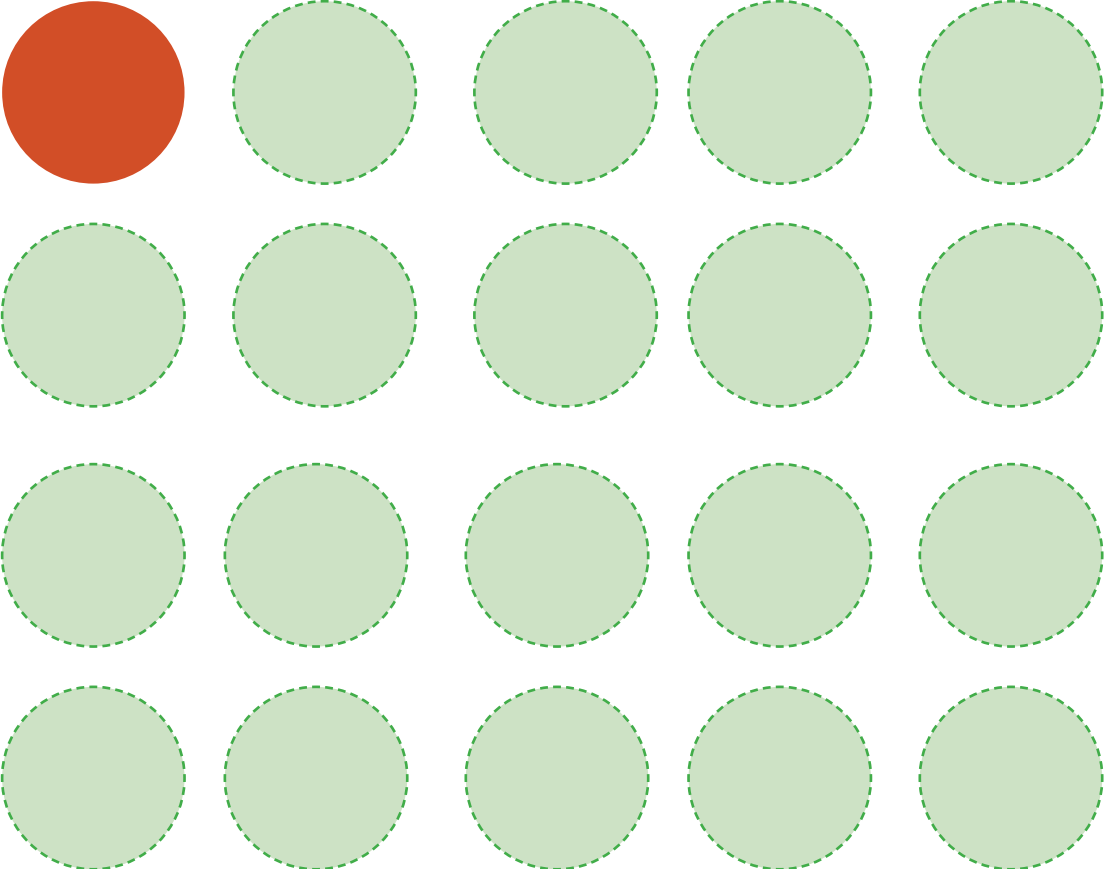


# Suburban Sprawl v. Traditional Neighborhood

Suburban Sprawl  
0.5 units / acre  
**7,000 acres**



Traditional Neighborhood  
10 units / acre  
**350 acres**



**What could this look like?**

# Growth Nodes





# Density & Building Types

Denser

Less dense



Commercial & Loft



Townhome



Cottage



House

# Density & Building Types

Denser

Less dense



Commercial & Loft



Townhome



Cottage



House

**Hamlet** [3-5 units/acre]



**Village** [6-8 units/acre]



**Town Center** [14-20 units/acre]





# Hamlet

RANGE

10-20 acres  
3-5 units/acre

EXAMPLE

20 acres  
80 units  
[4 units/acre]





# Village

RANGE

20-40 acres  
6-8 units/acre

EXAMPLE

40 acres  
320 units  
[8 units/acre]





# Town Center

RANGE

40-80 acres

14-20 units/acre

EXAMPLE

80 acres

1,280 units

[16 units/acre]





# Growth Nodes



## Hamlet

10-20 acres  
3-5 units/acre

RANGE

20 acres  
80 units  
[4 units/acre]

EXAMPLE



## Village

20-40 acres  
6-8 units/acre

40 acres  
320 units  
[8 units/acre]



## Town Center

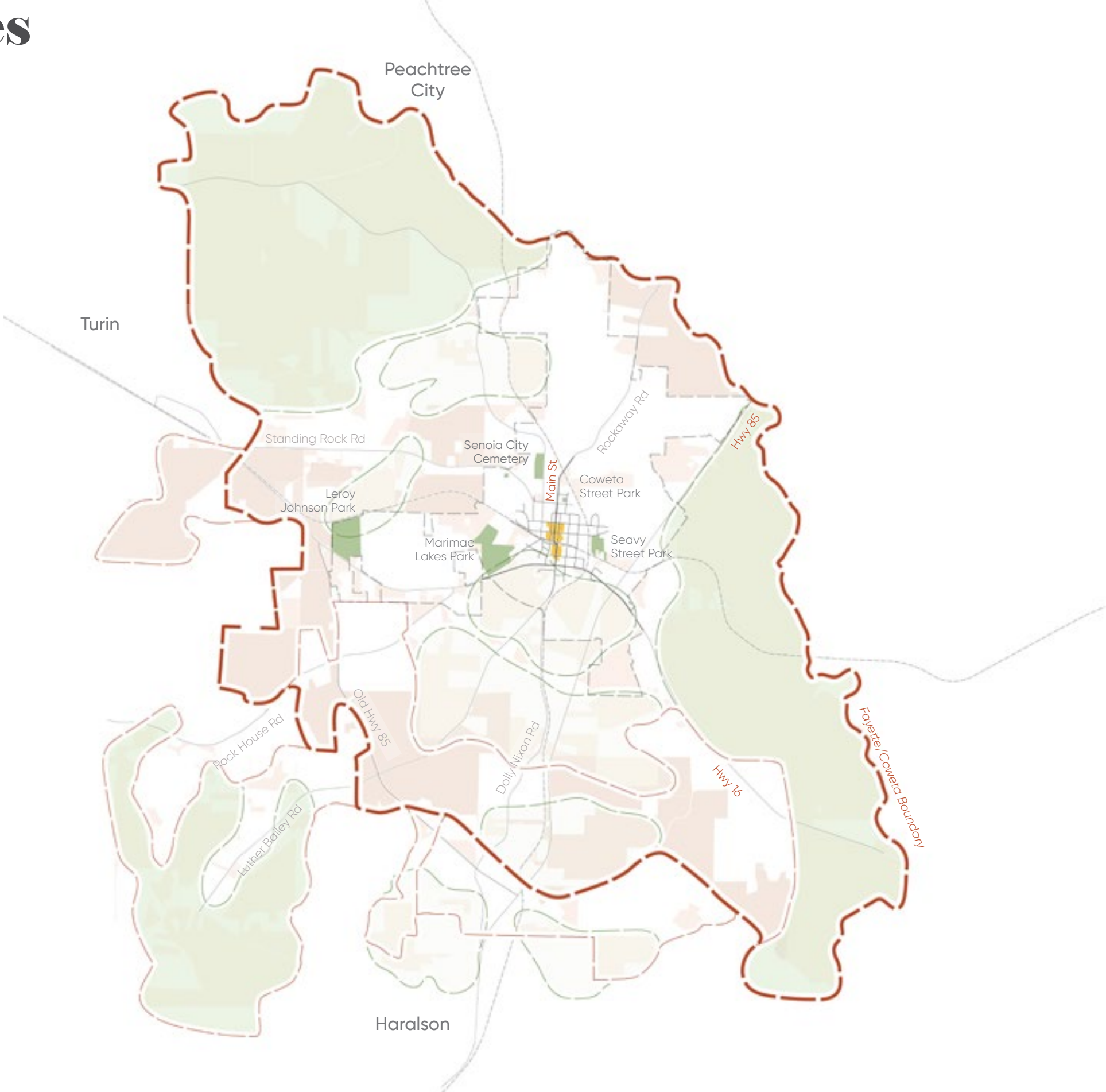
40-80 acres  
14-20 units/acre

80 acres  
1,280 units  
[16 units/acre]



**Mapping Activity**  
**Which areas should be conserved?**  
**Where should growth happen?**

# Potential Growth Nodes & Conservation Cores

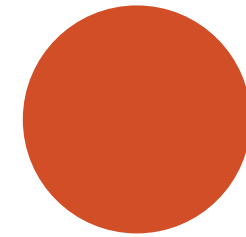


# Mapping Growth

3,500 units

**350 dots**

2 units/acre



**1 dot = 10 units**



