

## SECTION EIGHT LAND USE

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### OVERVIEW

Primary forces that shape future land use patterns include: existing land use, zoning, infrastructure, topography, hydrology, population growth and migration, economics, and cultural preference. This land use element:

- assesses existing land use and zoning patterns,
- considers various other land use constraints and opportunities,
- recommends a future land use pattern to accommodate projected population and employment growth; and
- establishes goals, objectives and policies to guide public and private decision-makers.

### EXISTING LAND USE

Existing land use patterns define the community character, and influence future growth alternatives. As shown in **Map 9**, low-density residential development is the primary land use in and around the City of Villa Rica. Future land use in Villa Rica should be compatible with the existing low intensity land use patterns. This does not mean that all development should be on large lots. However, infill development must provide for compatible land use transitions where higher density development abuts existing large lot development.

**Exhibit 74** lists the number of acres used for specific land use categories within the City and in the urban growth area (UGA) surrounding the City.<sup>1</sup> While much of the City (38.8%) currently is vacant or used for agricultural purposes, portions of this land are constrained by topography, floodplains wetlands, and fragmented ownership patterns. The larger tracts of vacant land within the City's UGA are experiencing stronger growth pressures, because parcel size and physical characteristics impose fewer constraints. After vacant land, the primary land uses within the City are residential (25.2 %) and industrial (4.9%) and commercial (6.4%).

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<sup>1</sup> The Urban Growth Area is the area where the City intends to provide municipal sewer serviced over the next 20 years. See Policies LU-3a through LU-3b .

**Exhibit 74: Existing Land Use within the City and UGA**

Existing Land Use Categories	City		UGA	
	Acres	Percent	Acres	Percent
Single Family Residential	2,749.7	24.3%	1,249	34.9%
Multi Family Residential	29	0.4%	-	
Mobile Home	37	0.5%	111.6	3.1%
Commercial	511	6.4%	133	3.7%
Industrial	378	4.9%	-	
Public	590	7.2%	136.3	3.8%
Parks and Recreation	543	1.7%	86	2.4%
Utilities	5	0.1%	3	0.1%
Agricultural	324	4.1%	535	14.9%
Vacant	2,742	34.7%	1325	37.0%
<b>Total</b>	<b>7,908</b>		<b>3,579</b>	

*Source: Carroll and Douglas County GIS*

Land use patterns are heavily influenced by public and private infrastructure investment. Major transportation routes, such as Highways 78 and 61, and the I-20 interchanges provide traffic and access needed to sustain commercial and industrial development. These corridors also connect residential development to employment and shopping opportunities. Municipal water and sewer facilities allow development at greater densities than can be supported in rural areas.

Villa Rica has adopted and enforces land use controls through zoning and subdivision regulations throughout its corporate limits. Carroll County applies similar zoning throughout the unincorporated areas, which includes the UGA. **Exhibit 75** lists the City and County zoning districts and the amount of land within each district as illustrated in **Map 10**. The prevalence of the PUD zoning illustrates the City's preference for that flexible district as a means of trading higher residential densities for improved design.

**Exhibit 75: Existing Zoning**

<b>Zoning District</b>	<b>Acreage</b>	<b>Percentage</b>
<b>City</b>		
R14 – Multi-family	458	5.8%
R20 – Single Family	1,052	13.3%
RD – Rural Development	1,770	22.4%
CR – Commercial-Residential	21	0.3%
GC – General Commercial	600	7.6%
LI – Limited Industrial	563	7.1%
OI – Office and Institutional	106	1.3%
PUD – Planned Unit Development	2,718	34.4%
Unclassified	20	0.3%
Subtotal	7,910	
<b>UGA</b>		
A – Agricultural	2,440	68.2%
R	98	2.7%
R1 – Low Density Residential	39	1.1%
R2 – Medium Density Residential	240	6.7%
R3 – High Density Residential	46	1.3%
MHS – Manufactured Home Subdivision	183	5.1%
HDDR – Higher Density Detached Residential	147	4.1%
C – Commercial	153	4.3%
OI – Office and Institutional	39	1.1%
Unclassified	193	5.4%
Subtotal	3,579	
<b>Total</b>	<b>11,489</b>	

*Source: Carroll County Office of the Tax Assessor, 2002*

**Map 11** shows the primary constraints to development and redevelopment within Villa Rica and its UGA. These primary physical constraints include floodplains and wetland areas. Also shown in the map is a buffer area adjacent to the railroad tracks, which is a constraint for residential development. Throughout most to the City, the primary constraint is the availability of developable land. In the UGA, the primary development constraint is the lack of municipal sewer service.

**LAND USE ISSUES**

The following land use and issues must be addressed to retain and enhance Villa Rica’s quality of life.

**Coordinating City and County Growth** - The City’s comprehensive plan must be coordinated with the County. The comprehensive plan should address land use patterns and infrastructure within the City and in the extraterritorial areas where urban growth is anticipated. Carroll County has proposed the creation of

an urban growth area to facilitate long-term municipal growth. The City will need to pursue an inter-governmental agreement to implement the County's proposal.

**Ensuring a balanced land-use mix** - Villa Rica and its UGA encompasses urban, suburban and rural areas that are under pressure for residential development to serve the housing demands from the Atlanta Metropolitan Area. Until recently, much of this demand was for starter homes that generate greater fiscal burdens than benefits for the City. The City's fiscal and economic health depends on balancing the mix of residential and non-residential land uses as well as increasing the proportion of up-scale housing.

**Maintaining land use compatibility** - Land use compatibility is essential to protect the integrity of existing neighborhoods, the viability of commercial operations and the desirability/function of industrial areas. To these ends, the Comprehensive Plan should identify effective strategies to:

**Protect neighborhoods from encroachment of incompatible uses** - This does not mean that all neighborhoods will be homogenous; it means that a combination of buffers, design features and limited land use segregation through zoning will ensure that transitions between different land uses will mitigate potential off-site impacts (noise, traffic, glare) that would infringe on neighbors. Neighborhood compatibility is an issue for both for in-city development and for existing rural residential developments in the UGA.

**Protect industrial and commercial areas from encroachment** - Villa Rica's emphasis on economic development mandates the protection of industrial and commercial areas from encroachment by uses that would interfere with industrial and commercial operations. These uses frequently generate noise, glare, traffic and odors that are undesirable to adjacent residents. By designating areas intended for these operations and protecting those areas from residential encroachment, the County can increase the long-term viability of these vital economic engines.

**Planning for growth and development** - Villa Rica has experienced extraordinary growth over the last 5 years. This has emphasized the importance of planning for and effectively managing growth through a growth management process that:

- Results in predictable and equitable development decisions;
- Involves stakeholders in decisions early in the planning and development process – at times when they can have the most significant impact on development patterns;
- Ensures that new development pays its proportional share of the costs of growth; and
- Facilitates effective enforcement of zoning, development and building codes.

**Increasing Downtown Vitality** – Public and private investment in the Downtown has improved its economic health in recent years. The City has the opportunity to support existing businesses through the creation of a downtown civic center and to support the private sector creation of a regional tourism attraction through infrastructure investments that improve access across between existing businesses and the Avanti site, which could be developed as a downtown auto museum.

## **FUTURE LAND USE**

### **GROWTH ALTERNATIVES**

**Map 12** highlights existing vacant lands and shows the surrounding land zoning, which is largely consistent with existing land uses. The map also illustrates the potential mix of land uses throughout the City and its UGA. **Exhibit 76** generally describes each land use category; more detailed descriptions of allowed uses will be provided in the land development regulations. **Exhibit 77** summarizes existing plan designations and alternatives for each development area within the City and the desired character of each potential land use. The implications of each of the alternative are summarized in Appendix A of this Plan. The resulting development potential for undeveloped land for each of these alternatives is summarized in **Exhibit 78**. The City's Comprehensive Plan Steering Committee evaluated each of the potential land uses, considering the impacts of the development on the character of the community and the ability of the City to provide adequate facilities and services.

**Exhibit 76: Future Land Use Categories**

<b>Category</b>	<b>Description</b>
Residential <ul style="list-style-type: none"> <li>• Suburban</li> </ul>	Predominantly detached single-family units at gross density of 4 dwellings per acre or less. Higher densities may be achieved through bonuses established in the land development regulations. A mix of residential unit types may be allowed through the planned development process.
<ul style="list-style-type: none"> <li>• Medium Density</li> </ul>	A mix of detached and attached single-family and multi-family dwellings at a gross density of 8 or fewer dwellings per acre. Higher densities may be achieved through bonuses established in the land development regulations.
<ul style="list-style-type: none"> <li>• High Density</li> </ul>	Primarily attached single-family and multi-family dwellings at densities of up to 10 dwellings per acre. Higher densities may be achieved through bonuses established in the land development regulations.
Mixed Use	A mix of residential and commercial uses may be included within a single site. Sites may be used for a single use, but the land development regulations shall encourage the development of an integrated mix of residential and commercial uses on larger parcels.
Commercial	Retail and service uses, including stores, offices, restaurants and other uses that draw customers to the sites
Industrial	Production, warehouse, distribution and other business and public service uses that do not serve retail customers. These areas may include outdoor operations and storage.
Business Park	Includes commercial and industrial uses not primarily engaged in retail sales or service provision. These areas are intended to be developed to higher aesthetic standards than industrial areas, with limits placed on outdoor storage, display and operations.
Parks and Recreation	Includes public and private parks and recreation facilities for active and passive recreation.
Public/Quasi-Public	Includes schools, governmental offices, museums, religious facilities and other facilities providing governmental, educational, cultural or spiritual services for the public. Note that many of these facilities may be authorized under other land use categories pursuant to the City's land development regulations

**Exhibit 77: Alternatives for Vacant and Underdeveloped Areas**

Area	Existing Plan Designations	Alternatives for Vacant Land		
		Uses	Intensity	Character
Downtown	Commercial	Mixed use	Low to medium density at 1-2 stories	Walkable, interconnected land uses
		Commercial	Medium to high intensity at 2-3 stories	
Neighborhood Infill	Residential	Exclusively residential	Reflect existing low densities	Reflect existing suburban and rural character
		Residential and neighborhood services at specified locations	Medium densities with stringent compatibility standards	Urban street cross-sections with sidewalks, curbs and gutters. Buffering required where densities differ.
North Dallas Road Corridor	Residential	Residential	Low to medium	Compatible mix of detached and attached units.
		Mixed use	Medium	Compatible mix of detached and attached units with commercial development at major intersections
		Commercial	Medium, with higher intensity near hospital	Mix of 1 and 2-story office, service and retail uses along the corridor
Loop/NE Quadrant	Commercial	Commercial mix	Medium	Primarily retail, office and service uses
		Commercial/industrial mix	Medium	Mix of retail, office and business park uses
Mirror Lake Area – Unplatted	Commercial and Unmapped	Residential	Low to high	Mix of residential types
		Mixed use	Medium	Mix of residential types with supporting retail, office and service uses
E Hwy 8/78 Corridor	Industrial	Strip Commercial	Low to medium	Mix of all types of commercial uses lining roadway

		<b>Alternatives for Vacant Land</b>		
		Nodal Commercial w/ interspersed service uses	Low to medium	Retail near intersections, mix of service and other uses in coordinated centers with internal access to lots
Liberty Road Interchange	Commercial	Highway oriented commercial	Medium	Auto mobile-oriented highway services
		Highway oriented commercial	Medium	Truck facilities
		Business Park	Medium to high intensity at interchange	Business park with limited services at interchange
SE Quadrant	Residential, Public/Institutional and Unmapped	Single-family residential	Low to medium density	Primarily single family residential served by centralized utilities
		Mixed residential	Low to medium density	Mix of unit types interspersed with a usable system of green space
		Mixed use – predominantly residential	Low to medium density	Mix of unit types, with neighborhood commercial and service uses at key intersections
Hwy 61 South Corridor	Commercial and Unmapped	Commercial	Medium	Strip commercial
		Mixed use	Medium	Centers accessed through frontage roads or parallel collectors
W Hwy 8/78 Corridor	Commercial and Industrial	Mixed use	Medium	Compatible mix of residential and service uses
		Commercial	Medium	Primarily small-scale commercial and service uses
		Commercial/industrial	Medium	Primarily small scale commercial and industrial uses
Van Wert Corridor	Unmapped	Mixed use	Medium	Compatible mix of residential and service uses
		Commercial	Medium	Primarily small-scale commercial and service uses
		Commercial/industrial	Medium	Primarily small scale commercial and industrial uses

**Exhibit 78: Development Alternatives for Currently Undeveloped Land**

Land Use	Alternative 1		Alternative 2		Alternative 3	
	Acres	Percentage	Acres	Percentage	Acres	Percentage
Residential						
Rural	127	2.2%	291	5.1%	387	6.8%
Suburban	4,204	73.8%	3,778	66.3%	3,218	56.6%
Medium Density	225	3.9%	256	4.5%	598	10.5%
Sub-Total	4,556	80.0%	4,325	75.9%	4,203	73.8%
Mixed Use	425	7.5%	425	7.5%	846	14.8%
Commercial	303	5.3%	303	5.3%	234	4.1%
Industrial	8	0.1%	8	0.1%	8	0.1%
Business Park	378	6.6%	636	11.2%	406	7.1%
Public	27	0.5%	0	0%	0	0%
<b>Total</b>	<b>5,697</b>		<b>5,697</b>		<b>5,697</b>	

**PREFERRED GROWTH ALTERNATIVE / FUTURE LAND USE**

**Map 13** illustrates the planning area boundaries for Villa Rica and its UGA. The future land uses for each of these planning areas are illustrated in **Maps 14 through 18**. **Exhibit 79** shows the future land use mix for the City and its UGA. **Exhibit 80** shows the additional residential development potential for each planning area that would result from build-out of currently vacant land.<sup>2</sup>

Population growth creates the need for shelter and demand for jobs, goods and services, both public and private. The amount of future non-residential development is in part a function of employment projects, population growth and the City’s ability to capture regional demand for goods and services. **Exhibit 81** quantifies the non-residential acreage for each planning area of the City based on the vacant land supply and the future land use categories.

<sup>2</sup> These totals do not reflect platted, but undeveloped lots.

**Exhibit 79: Future Land Use Mix**

Land Use Category	City		UGA		Total	
	Acreage	Percent	Acreage	Percent	Acreage	Percent
Residential						
Existing Residential	2,665	33.7%	891	24.9%	3,557	31.0%
Existing Multi-Family	29	0.4%	0		29	0.2%
Low Density	1,314	16.6%	1,652	46.2%	2,967	25.8%
Medium Density	603	7.6%	337	9.4%	941	8.2%
High Density	120	1.5%	55	1.5%	174	1.5%
Mobile Home	37	0.5%	110	3.1%	147	1.3%
Mixed Use	220	2.8%	73	2.0%	293	2.6%
Commercial	1,165	14.7%	265	7.4%	1,431	12.5%
Industrial	704	8.9%	56	1.6%	760	6.6%
Public/Parks	1,046	13.2%	136	3.8%	1,182	10.3%
Utilities	5	0.1%	3	0.1%	9	0.1%
Total	7,908		3,579		11,487	

**Exhibit 80: Residential Development Potential**

Category	Acreage	Density Assumption	New Dwellings
Planning Area 1			
• Suburban Residential	152.3	3.5 du/a	533
• Medium Density	14.3	8 du/a	114
• Mixed Use	26.1	6 du/a	157
Subtotal	192.7		804
Planning Area 2			
• Suburban Residential	716.7	3.5 du/a	2,508
• Medium Density	75.4	8 du/a	603
Subtotal	792.1		3,112
Planning Area 3			
• Suburban Residential	344.9	3.5 du/a	1,207
• Medium Density	258.9	8 du/a	2,071
• Mixed Use	194.2	6 du/a	1,165
Subtotal	798.0		4,444
Planning Area 4			
• Suburban Residential	2,161.2	3.5 du/a	7,564
• Medium Density	504.6	8 du/a	4,037
Subtotal	2,665.8		11,601
Planning Area 5			
• Rural Residential	267.1	1 du/a	267
• Suburban Residential	416.8	3.5 du/a	1,459
• Medium Density	239.5	8 du/a	1,916
Subtotal	923.4		3,642
Total	5,372.0		23,601

**Exhibit 81: Non-Residential Development Potential**

Category	Acreage	FAR Assumption	New Square Footage
Planning Area 1			
• Commercial	105.9	0.15	691,944
• Industrial	143.5	0.1	625,029
Subtotal	249.4		1,316,973
Planning Area 2			
• Commercial	130.9	0.15	855,484
• Industrial	23.4	0.1	101,774
Subtotal	154.3		957,257
Planning Area 3			
• Mixed Use	194.2	0.15	1,268,929
Subtotal	194.2		1,268,929
Planning Area 4			
• Commercial	447.7	0.15	2,925,180
Subtotal	447.7		2,925,180
Planning Area 5			
• Commercial	95.5	0.15	624,291
• Industrial	214.3	0.1	933,704
Subtotal	309.9		1,557,995
Total	1,355.5		8,026,335

As shown in **Exhibit 82**, the future land use plan provides more than adequate capacity to support projected population and employment growth through the year 2025.

**Exhibit 82: Summary of Development Potential**

	Capacity	Demand	Surplus Capacity
Residential	23,601 New dwellings	9,643 new dwellings	13,958 new dwellings
Commercial	6,365,828 square feet		
Industrial	1,660,507 square feet		

## **IMPLICATIONS OF FUTURE LAND USE ALTERNATIVES**

### **DOWNTOWN**

- a. Issues
  - i. Business vitality
  - ii. Parking
  - iii. Access across the railroad tracks
  - iv. Appearance
- b. Land Use Alternatives
  - i. Gateway Opportunities
    - 1. Heavy Commercial – the downtown currently is bracketed by some relatively heavy commercial uses on the north side of the east entry. The west gateway is defined by auto service businesses on small parcels with highly visible outdoor operations. These uses may be maintained, or phased out over time.
    - 2. Civic Center – the north side of downtown’s eastern gateway is sparsely used and relatively unattractive. The vacant land presents an opportunity for a civic center and attractive green entryway. The extensive vacant land in this area could be used as a community park and gathering area.
    - 3. Museum – the Avanti auto assembly plant presents a unique opportunity for downtown. Within the plant is a museum quality collection of automobiles that could serve as a strong regional tourism draw. The relatively unattractive industrial building could be modified to complement the historic commercial core and the front parking area upgraded to continue the downtown landscaping theme.
  - ii. Neighborhood Alternatives
    - 1. Maintain existing low residential densities.
    - 2. Increase densities within walking distance of downtown to generate more pedestrian traffic to support downtown businesses.
  - iii. Commercial Corridor Alternatives
    - 1. Maintain the existing intensity
    - 2. Facilitate development of second floor residences and offices
- c. Implications
  - i. Carrying capacity – The key choices that will affect downtown residential carrying capacity are the intensification of surrounding neighborhoods and the creation of second floor residences. Given existing use patterns both these

alternatives are not likely to result in significant increases in the total number of units in this area.

- ii. Character – The identified alternatives could result in significantly different characters for downtown. On the commercial front, the introduction of a downtown civic center (with city hall, park land and an outdoor pavilion and/or amphitheater) and car museum would add a significant new customer base for downtown businesses without creating the need for much additional parking. Completion of the planned streetscape and parking improvements would create a more pedestrian friendly and vital downtown. Increases in the intensity of downtown densities, particularly the creation of second floor residences or offices also would increase commercial traffic. However, to facilitate this, the City would need to coordinate with property owners to create additional parking. Increasing densities on parcels within walking distance of downtown could generate additional business, without increasing downtown business parking requirements. However, this will require the redevelopment of numerous lots currently developed for low density single family homes. New units are likely to include a mix of patio homes, town homes and other attached residential unit types.
- iii. Infrastructure – to be determined
- iv. Policy Implications – the preceding alternatives raise the following policy implications, which should be addressed in the future land use element:
  - 1. Parking
    - a. Should the City facilitate provision of additional parking to serve downtown businesses?
    - b. Should that facilitation be funded by the general fund, by downtown businesses requiring the parking or a combination of those sources?
  - 2. Civic Center. The existing city hall building will not be adequate to continue to serve the demands of the City's growing population. Developing a new city hall as part of a civic center in the downtown would provide additional support for businesses in the area and could improve the downtown's gateway. While this move will require significant capital funding, it could stimulate additional downtown business and development.
  - 3. Museum. A downtown auto museum is likely to generate significant weekend tourist traffic and some traffic throughout the week. This traffic would bring new revenues to the downtown merchants and the city.
    - a. Should the City participate in improving the street front and parking of the Avanti site?

- b. Should the City support or participate in the development of the museum?
- 4. Downtown Residential. With few exceptions, any additional residential development will consist of redevelopment of existing properties. While unabated rezonings to accommodate such development could destabilize the neighborhoods, a clearly defined area of intensification would, over time, foster creation of new housing alternatives that would help support downtown businesses. To ensure that this redevelopment remains an asset, the City will need to establish adequate design standards.

#### **EXISTING NEIGHBORHOODS**

- d. Issues
  - i. Stability
  - ii. Compatibility
  - iii. Safety
- e. Alternatives – the Steering Committee expressed the desire to protect existing neighborhoods from destabilizing influences. These influences may include low quality infill, excessive densities and incompatible design of new or remodeled units.
- f. Implications
  - i. Carrying capacity – to be calculated
  - ii. Character – For the most part, changes to existing neighborhoods will be minimal. Where infill lots exist, development should reflect the character of existing neighborhoods. While somewhat higher densities may be allowed, lots abutting existing homes should provide effective transitions through compatible lot widths and/or buffering.
  - iii. Infrastructure – limited impact anticipated
  - iv. Policy – to truly protect existing neighborhoods, the City’s development regulations should address compatibility and scale for infill, remodeling and redevelopment projects within neighborhoods.

#### **DALLAS HIGHWAY**

- g. Issues
  - i. Traffic
  - ii. Economic opportunity
  - iii. Neighborhood compatibility
- h. Alternatives – This corridor will undoubtedly receive existing pressure for development as traffic from the north increases. The hospital expansion will spawn increased pressure for retail, service and office space in this primarily residential corridor. While it may be possible to retain some of the residential scale and character in parts of this

corridor, the City should consider designating areas near the hospital and the intersection of Dallas Highway and the new loop for intensification. The area near the hospital should allow for moderate density housing (attached units and various types of senior housing), office and service uses. The area near the intersection of this corridor and the loop could support some retail development. The remainder of the corridor will face strong market pressure for conversion to non-residential uses. The City could seek to maintain the balance of the corridor for single family use, allow broad commercial use of the corridor or allow limited commercial use for office and service use at a residential scale.

- i. Implications
  - i. Carrying capacity – to be calculated
  - ii. Character – The corridor currently has a predominantly low density residential character with the exception of the hospital corridor. The hospital area already has become an activity center with medium intensity residential and office uses. The creation of a commercial node around the loop would change the existing low density residential character of the area. Committee members expressed interest in ensuring that the development was well designed, which suggests extensive landscaping and buffering within one or more planned centers at the intersection. The character of the remainder of the corridor will depend on the alternative selected by the committee. If change is limited to the two nodes, the rest of the corridor will not change in design character, though as traffic increases, homes are more likely to become rental property. If limited commercial is allowed, the character is likely to be largely retained, though potentially with enhanced streetscaping. If commercial development is allowed to the full extent of market demands, the corridor is likely to be stripped with a mix of retail, office and service uses.
  - iii. Infrastructure – to be completed
  - iv. Policy – regardless of the alternatives selected by the committee, the future land use element will need to define the edges of planned commercial node and corridor development. Additionally, the plan and development regulations should address:
    - 1. the location, scale and design of parking areas;
    - 2. building scale and transitions between land uses;
    - 3. access;
    - 4. signage;
    - 5. lighting;
    - 6. streetscape design; and
    - 7. landscaping.

## **PROPOSED NORTH LOOP**

- j. Issues
  - i. Economic development opportunities
  - ii. Transportation adequacy, including access
  - iii. Land use transitions
  - iv. Development design quality
- k. Alternatives – While the area near the intersection of the proposed north loop and Hwy. 101 historically has been planned and zoned for industrial development, recent approvals of residential subdivisions creates some potential compatibility issues between potential residential and business uses. The intersection will continue to experience increased traffic, which may support limited commercial near at one or more of the intersection quadrants. Because residential development projects have been approved for the northern wedge of this intersection any business park or industrial development should be limited to the other quadrants.
- l. Implications
  - i. Carrying capacity – to be calculated
  - ii. Character – the northern quadrant of this intersection will be predominantly detached, single family residences. To the south and west is a mix of industrial development and vacant land that may be developed for industrial or business park purposes. If residential development is approved to the south of the loop road, it should be designed to be compatible with abutting industrial and public land uses. If retail uses are established at this location, they should be designed so they do not interfere with traffic flow through this busy intersection and so that they are compatible in scale and design with adjacent residential development.
  - iii. Infrastructure – to be completed
  - iv. Policy – In addition to defining the boundaries between future land uses on the land use map, this area will require clear policies on land use transitions. In particular, industrial or business park development will need to be designed to minimize views of operational areas from this entry corridor.

## **MIRROR LAKE**

- m. Issues
  - i. Residential densities and build-out potential
  - ii. Buffering the wastewater treatment plant
  - iii. Open space
- n. Alternatives – While most of this area has been planned for a mix of residential development as part of the initial Mirror Lake PUD, the City has not closely monitored the total numbers of units between projects. Furthermore, there are a few out-parcels that were not encompassed within the original PUD. The primary option for

development of the remaining sites are to choose between suburban (single-family) and medium (attached or mixed unit types) density development. High density development should not be considered due to site access limitations.

- o. Implications
  - i. Carrying capacity – to be calculated
  - ii. Character – neither development option is likely to have any influence on the character of surrounding development.
  - iii. Infrastructure – to be calculated
  - iv. Policy -- The primary policy issues affecting development in this area are:
    - 1. the adequacy of the transportation and wastewater systems to support new development;
    - 2. buffering between the wastewater treatment plant at adjacent development; and
    - 3. the integration of open spaces with new development.

#### **E HWY 8 / 78**

- p. Issues
  - i. Mix and compatibility of uses
  - ii. Access
  - iii. Development holding time
- q. Alternatives. This area has excellent access to I-20 via the Liberty Road interchange, has fiber optic cabling and is relatively easy to provide with wastewater service. The fact that this site is isolated from adjacent development enables this site to be used for any of the following purposes without external land use compatibility issues:
  - i. Residential uses;
  - ii. Retail uses;
  - iii. Mix of residential and office, retail or service uses; or
  - iv. Business park or industrial uses
- r. Implications
  - i. Carrying capacity – to be calculated
  - ii. Character – none of the development options is likely to have any influence on the character of surrounding development. Due to the location of the site between I-20 and the railroad tracks, this site is likely to be noisy for residential purposes unless significant sound abatement is provided. With the retention of adequate screening between I-20 and the development, this area could be developed for relatively intensive business or industrial purposes without detracting from the appearance of this community gateway.
  - iii. Infrastructure – to be determined
  - iv. Policy – Other than the future land use decision, the key policy issues affecting this site are access and buffering. Under all scenarios, the Plan should address the number of access points allowed from Hwy 78. If this site is developed for retail

purposes the plan also should address the design issues relative to I-20. If the site is planned for other uses, then the Plan should address screening of the site from I-20 and Hwy 78.

#### **LIBERTY ROAD INTERCHANGE**

- s. Issues
  - i. Land use mix
  - ii. Extent of non-residential uses
- t. Alternatives – While the existing land use pattern at the interchange already is determined, the uses, extents and character of the surrounding land uses remain undecided. While the land along the interstate lacks adequate access, it has high visibility that is likely to make it desirable for non-residential purposes. To the south of the existing truck stop and gas station, several sites have been graded and there is one existing industrial use. While limited site investment has not prejudiced the future land use decisions on the sites to the south, the predominance of rural and suburban residential development to the south suggests that any future development should be designed to be compatible with residential traffic (e.g., minimal truck or other heavy traffic, safe access and attractive design). There is some potential for low intensity industrial development to the west of Liberty Road.
- u. Implications
  - i. Carrying capacity – to be calculated
  - ii. Character – This area transitions from highway-oriented uses (truck stop and gas station) to rural development. While the roadway is largely rural in character, there are several suburban residential developments along the road to the south. The I-20 frontages are largely wooded, although limited clearing has occurred on some of the parcels. Currently, this is not an attractive interchange, but with greater attention to building, driveway and landscape design, its appearance could be improved if the most of the remaining land is developed for retail, service and/or office uses. The area west of Liberty Road offers an out-of-the-way location for low intensity industrial uses, if it is adequately screened from the I-20 and Liberty Road.
  - iii. Infrastructure – to be determined
  - iv. Policy – The policy issues facing this area are similar to those affecting the E-78 corridor, which include providing safe access and ensuring that non-retail development is adequately screened.

## **SE QUADRANT**

- v. Issues
  - i. Development intensity
  - ii. Phasing with adequacy of street and wastewater capacity
  - iii. Compatibility with existing rural development
  - iv. Quality of residential development
  - v. Open space provision
- w. Alternatives – The two basic alternatives in this area are for rural or suburban density residential development. While there are scattered rural residential developments at densities between 1 and 2 dwellings per acre, any areas receiving municipal wastewater service should be developed at average gross densities of 3.5 dwellings per acre or higher.
- x. Implications
  - i. Carrying capacity – to be calculated
  - ii. Character – With the exception of development abutting the commercial corridor, suburban or rural residential development should be designed to maintain the rural character along roadways and abutting existing rural developments. Interior to sites, the City may seek a conventional suburban character or promote residential clusters that retain more meaningful open space within the development. Generally, this type of development will allow smaller lots and a wider variety of unit types in exchange for the added amenity provided by the open space.
  - iii. Infrastructure – to be calculated
  - iv. Policy – the development of this area triggers numerous policy issues, including:
    - 1. How will infrastructure be funded?
    - 2. How will the City ensure that development is phased with the provision of adequate water, wastewater and transportation system capacity?
    - 3. What standards will the City use to ensure that development meets minimum standards for quality and sustainability?

## **HWY 61 SOUTH CORRIDOR**

- y. Issues
  - i. Commercial design standards
  - ii. Consistency with County standards
  - iii. Access
  - iv. Maintaining highway capacity
  - v. Phasing development with sewer capacity
- z. Alternatives – The location and existing zoning in the corridor reflect the strong demand for commercial development within the corridor, though some attached housing may be appropriate.

aa. Implications

- i. Carrying capacity – to be determined
- ii. Character – The character of this corridor is largely established by the mix of automobile oriented retail development.
- iii. Infrastructure – to be determined
- iv. Policy – The key policy areas in this corridor relate to projection of the corridor and include
  1. Ensuring that commercial development meets City standards for high quality building and site design;
  2. Coordinating City and County development standards;
  3. Coordinating site access to minimize interference between traffic flow along Hwy. 61 and traffic accessing commercial development in the corridor; and
  4. Phasing development with the availability of adequate wastewater capacity.

**W. HWY 8 / 78**

bb. Issues

- i. Mix of land uses
- ii. Land fragmentation
- iii. Wastewater service availability
- iv. Traffic capacity

cc. Alternatives – This corridor includes a hodgepodge of residential and non-residential development. Residential development ranges from rural to suburban densities and non-residential development includes retail, service and light industrial uses. Land patterns are highly fragmented, inhibiting large-scale development projects. As traffic continues to increase in this arterial corridor, single-family residential development along the frontage will become less desirable. Given these facts, the following land use alternatives seem most likely:

- i. Office and service uses along the corridor, with light industrial uses, such as contractor shops behind these businesses.
- ii. Multiple use development with a mix of retail, service and multi-family development along the corridor, with lower density residential development to the rear.
- iii. Office, retail and service uses along the corridor, with rural residential development outside the corridor.

dd. Implications

- i. Carrying capacity – to be calculated
- ii. Character – The three alternatives described above will result in very different areas. The first alternative will provide for long-term business development needs of the city, but could create some land use conflicts with existing residential subdivisions unless adequate buffering is established. The second alternative will be more compatible with existing

development, but also would generate more traffic along this constrained corridor. While the frontage along Hwy. 78 will be similar for each of the alternatives, the third alternative will result in much lower intensity development to the south of the corridor, with development using on-site wastewater systems rather than municipal wastewater.

- iii. Infrastructure – under the first two alternatives, the City will need to expand wastewater capacity into this area. The third alternative would require only modest increases in wastewater capacity.
- iv. Policy – Under each of the alternatives, the City would need to:
  - 1. protect roadway capacity through access limitations and policies increasing access between parcels;
  - 2. ensure compatibility between residential and non-residential uses;
  - 3. establish appearance standards for development fronting on the corridor; and
  - 4. phase development with the availability of adequate water and wastewater capacity.

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<sup>[1]</sup> Sustainable development patterns maintain environmental quality, social equity, economic and fiscal health, and efficient land use practices.

<sup>[2]</sup> Compatibility is the ability of adjacent land uses to co-exist without significant interference with the normal activities of either use. The intent of this definition is to ensure that where different uses are established adjacent to one another, any negative impacts of those uses are mitigated.