

CITY OF NEWNAN
COMPREHENSIVE PLAN
1990 - 2010

Preliminary Draft

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INTRODUCTION

The Comprehensive Plan is the result of an eighteen-months-long research process conducted by the Newnan City Planning Department. A number of benefits can be attributed to developing such a plan for the community.

First, development of the comprehensive plan will assist the community in learning about their surroundings.

Second, the plan can serve as a community goal-setting mechanism. As various facts about the city emerge, participants will be able to discuss priorities and suggest courses of action to address specific problems. This process can assist city leaders in organizing their ideas and making realistic proposals that recognize both the potential and the limitation of city resources.

Third, the process will bring together residents and the city's planning staff in a series of formal and informal meetings. These meetings will allow the planning staff to become aware of resident's concerns, and to discuss strategies and implementation policy for the plan.

Fourth, city officials can use the plan for guidance and assistance in making budgeting decisions, particularly in the use of Community Development Block Grant revenues. The plan also will be useful in weighing development decisions and in capital improvement programming. For the private sector, the plan will help to identify investment opportunities and to motivate investment in Newnan.

The preliminary versions of the comprehensive plan outlined in this document are precisely that: preliminary versions intended to provoke discussion among public officials, members of the business community, and Newnan citizens. They should not be construed as final blueprints for development of Newnan.

PURPOSE AND SCOPE

Purpose:

This study is intended to help guide and direct the development of Newnan by providing information on development trends, both past and current. It is designed to be a working draft for discussion and practical use by government, private and civic organizations, and individual citizens.

Newnan is at a point where both public and private choices must be made about its future. These decisions, by defining the city's economic role in the region, will shape the course of our urban environment and the quality of life in this community.

Scope:

The comprehensive plan for the city of Newnan, focuses upon all land and environs within its corporate city boundary. Land immediate to the city limits is also included in this document.

The plan addresses areas of land use, housing, community facilities and services, economic development, natural and historic resources and transportation.

THE PLANNING PROCESS

In preparing this study, a six-phase "issue-oriented" planning process was used. As illustrated by the diagram in Exhibit 1-1, this process is continuous; the resulting plan must be periodically reviewed and updated to reflect changing conditions and new issues.

Issues - A survey of community development and social issues was used as a means of identifying topics worthy of special attention in the research and data collection, and goal and policy formation of the planning process.

Inventory and Analysis - Surveys were conducted of existing land use patterns, population distribution, the structural condition of housing, socioeconomic characteristics of the population, the local economic base, environmental resources, streets and utilities and public facilities to provide a data base for all elements of the comprehensive plan. Economic and population projections were prepared to provide a forecast of future land use and needs. The inventory and analysis phase of the planning process also included review of existing ordinances and regulatory development standards as they affect land use.

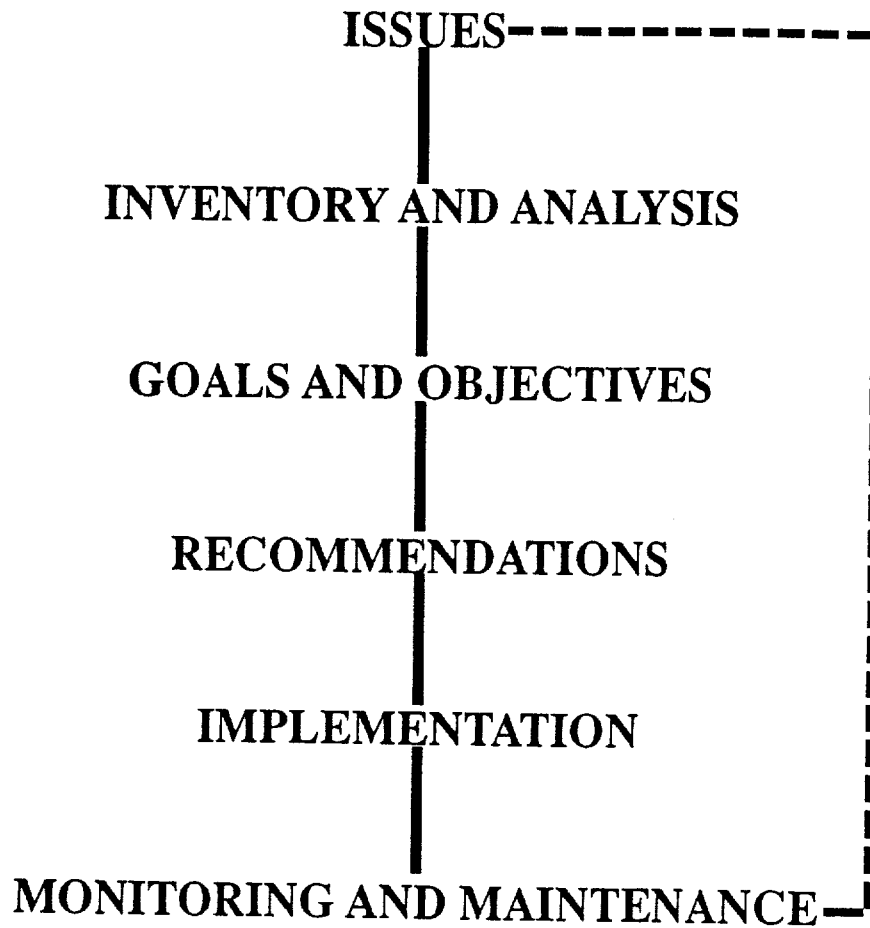
Goals and Objectives - A set of general goals and objectives for future land use policy was formulated and proposed by the Planning Department staff to address issues identified in the first phase of the planning process.

Recommendation - Based upon the issues, deficiencies, resources, projected demand, goals, and objectives identified in the earlier phases of the process, a body of written and graphic recommendations for physical development was formulated.

Implementation - This phase of the planning process involves enactment of the policies and proposals of the plan. A wide range of mechanisms, including capital improvement projects, ordinance revisions, and the potential Community Development Block Grant program are available for implementation of the plan. In addition to the public commitment to the plan, the private sector is encouraged to implement projects consistent with the goals and objectives of the comprehensive plan.

Monitoring and Maintenance - The monitoring and maintenance phase of the planning process is essential if the plan is to retain its relevance and usefulness over the years. The issues, problems and concerns which influence the formulation of land use policy are subject to change, as are the social, economic and technological factors which dictate the future needs. By reviewing the plan annually and revising it when needed, the plan's policies and proposals can be kept up to date. In this way the planning process become more or less continuous.

THE PLANNING PROCESS



LAND USE PLAN INTRODUCTION

The preservation of Newnan's unique small town character, while meeting the challenges of urban growth and change, is of paramount concern to most citizens. The pattern of growth and development play a considerable part in determining if Newnan's character will remain intact or if urban sprawl will forever rewrite Newnan's history. The general concern of Newnan citizens, is that the quality of life is enhanced for all and that the same quality of life is not compromised for a few. Fundamental and creative land use planning will provide the citizens of Newnan an opportunity to give logic and examination to the general layout and design of their community. The overall objective is to provide general policy guidelines for development and redevelopment responding to issues related to image, character and form for Newnan.

GENERAL LAND USE PROPOSALS

The land use plan is based upon a hierarchical system of activity centers and activity corridors to promote accessibility to land use activities and to provide an efficient spatial organization of the community. The activity centers represent clusters of mixed-use facilities and do not represent any single building or complex. The legend of Land Use Policy Diagram, indicates the range of uses that are potentially a part of each activity center. The plan proposes the use of four types of activity centers: **District Centers; Community Centers; Central Business District and Regional Center.**

Activity corridors are proposed along adjacent properties of Interstate 85, Bullsboro Drive, Hospital Road, Temple Avenue, and Lower Fayetteville Road. These corridors would provide for mixed uses and activities.

The plan provides for four types of areas within Newnan and the immediate areas adjacent its city limits: **Non-Urban Areas, Growth Reserves, Stable Areas, and Conservation and Revitalization Areas.** In addition to the four area types, **industrial and public areas are included.**

Non-Urban Areas include wetlands, the 100-year floodplain, and areas that could not feasibly be served by utilities.

Growth Reserves are areas recommended as potential areas for future growth and long term expansion areas for the city. These areas should be protected from inimical or substandard development which could jeopardize long-term growth prospects.

Stable Areas are Newnan's built-up areas and are characterized as having a good to excellent housing infrastructure. The areas are further characterized as being free from neighborhood deterioration and blight. Examples of a declining neighborhood, is mixed land use patterns, abandoned buildings and street design that are inappropriate for a residential development. Zoning and capital improvements should protect these areas from blighting influences.

Conservation and Revitalization Areas are the areas of the city that need immediate attention to prevent or reverse deleterious neighborhood conditions. These areas are commonly characterized by fair to poor housing conditions, incompatible mixtures of land uses and declining numbers of housing units and small businesses. Approaches toward the conservation and revitalization of these areas

include:

Rehabilitation of housing and businesses.

Improvement of public facilities, utilities, and streets.

Development and implementation of neighborhood plans.

Review of zoning patterns to protect established residential areas and encourage reinvestment in small businesses.

Spot demolition and redevelopment in severely deteriorated areas.

LAND USE GOALS, OBJECTIVES AND RECOMMENDATIONS

GOAL 110.0 Promote an orderly and functional growth pattern.

Newnan will continue to grow and the underlying foundation of the Comprehensive Plan is based upon the premise that growth is inevitable. Not only is growth desirable, but it is essential for the long term economic survival of the community. The Land Use Plan recommends that the management of growth should provide for an efficient and orderly land use development pattern to avoid wasteful use of capital improvement funds and excessive depreciation of land values resulting from incompatible land uses. The Comprehensive Plan additionally reserves ample land for future residential, commercial and industrial growth.

OBJECTIVE 111.0 Provide for contiguous land use development to link underutilized vacant areas.

The objective is to determine which physical infrastructure best characterize Newnan's identity both for the entire city and for individual distinct areas. Factors for determining the city's character should revolve around existing natural and urban physical inventories, area densities and the shapes of the emerging sub-areas of the city.

POLICY 111.1 Land use management decisions (zoning and subdivision policies) should regard the existing character and development trend of existing and emerging areas. Dissent from land use policy guidelines should be met with discerning caution.

POLICY 111.2 Commercial clustering at intersection nodes should be encourage through zoning and subdivision policies.

Although traditional strip commercial development is desirable among the development community, it has its disadvantages (traffic congestion, reduced accessibility by the consumer, underutilization of property, etc.). Commercial clustering allows for a compact location of commercial activity that will reduce the amount of trips by the consumer for comparative shopping. The clustering concept provides for better utilization of land and allows for more opportunity for green spaces.

POLICY 111.3 Review existing land use patterns to evaluate if there are any major land use inconsistencies due to inappropriate zoning and subdivision policies.

The Planning Commission should make recommendation to City Council if necessary, to take corrective action on any inappropriate land use pattern that may be inconsistent with the principles of the Comprehensive Plan.

GOAL 120.0 Protect and conserve existing neighborhoods and districts.

Although the central theme of the Comprehensive Plan is for the management of new development, protection of existing houses, commercial and public facilities is essential. The tremendous financial investment of the city's built up urban environment is of equal importance. The City is responsible for the protection of the urban assets through the administration of land use policies (zoning ordinance, subdivision, and flood control ordinances), through the construction and maintenance of basic public facilities and through the provision of fire, police and sanitation services. The actions of the City along with the cooperation and participation of private investors can help stabilize well established neighborhoods as well as revitalize declining ones.

OBJECTIVE 121.0 Assure that new development and redevelopment is sensitive and compatible to the established identity of neighborhood and district areas.

POLICY 121.1 Protect those areas and corridors that are visually significant from inappropriate visual and functional intrusive development.

The City should establish appearance and design codes that will provide a visually pleasant urban environment. The review process for development proposals should include standards that will encourage structural designs, but will not require significant manipulation of the site.

POLICY 121.2 Reduce the amount of negative impact in residential neighborhoods by reducing permitted non-essential activities in residential zoning districts.

The review of existing permitted uses in residential neighborhoods should be evaluated to determine their suitability. The importance of neighborhood support services should be emphasized as desirable activities, while eliminating non-residential activities that provide no direct service to the neighborhood.

GOAL 130.0 Improve the desirable image and physical appearance of Newnan.

The physical character of the city is from the combination of natural and manmade influences. The quality of the city's urban form and character is what influences the opinion of Newnan by the residents, visitors and prospective business investors. The city has made several strides toward improving its urban image by revitalizing several neighborhoods, streetscaping and park development. A continued trend in this area is necessary to increase the positive image and improve the quality of life for the citizens of Newnan.

OBJECTIVE 131.0 Assure that infill and new development is sensitive to the physical character of the surrounding areas, especially in residential and special districts.

POLICY 131.1 Limit the range of diversity among permitted uses in zoning districts in order to promote a more homogenous land use character.

OBJECTIVE 132.0 Establishment of flexible street landscape design standards for the city's major corridors.

The creation of scenic overlay districts along the major arterial corridors would provide unique opportunities for the city to show its commitment toward the beautification of the city's major thoroughfares.

POLICY 132.1 Low cost landscape development standards should be incorporated along thoroughfares designated as scenic districts. These standards should allow developers flexibility in their design, yet provide a contiguous and uniform appearance.

OBJECTIVE 133.0 Monitor development to ensure a positive urban setting.

POLICY 133.1 Contract for the development of urban design codes, ordinances, and policies that will reflect community desires.

POLICY 133.2 Utilize existing review boards and commissions (Planning Commission, Tree Commission, Park Commission, Zoning Board of Appeals, etc.) when possible for the creation of a design review and appeals board.

GOAL 140.0 Promote the expansion and diversification of Newnan's economic base through the efficient use of future land.

The reserving of adequate land to accommodate commercial and industrial growth is vital in order to stimulate economic opportunities in Newnan. The identification of necessary capital improvements is necessary to make industrial and commercial sites attractive to potential developers.

OBJECTIVE 141.0 Create opportunities for mixed-use development on major arterial corridors.

Mixed-use development along major corridors is naturally inherent for many communities, Newnan is without exception. Developing standards to reduce their negative impact are essential if the overall desired urban appearance is to be achieved.

POLICY 141.1 Strip commercial development will be limited to the activity corridors.

POLICY 141.2 Convenient neighborhood commercial services should be located at the periphery of residential neighborhoods and should be located at the intersections of major arterial streets.

POLICY 141.3 Office development should serve as transitional buffers between commercial development and residential development.

OBJECTIVE 142.0 Promote the concentration of heavy commercial and industrial activities within industrial park type developments.

The City should avoid the placement of heavy commercial and industrial activities along traditional retail and service corridors. Those commercial and industrial activities considered as inimical toward more sensitive areas (retail, service, residential, etc.) should be provided suitable locations that would accommodate their traditional mode of operation (traffic, noise, dust, vibration, etc).

POLICY 142.1 Promote the creation of industrial park development through flexible site plan design.

The City should encourage the clustering of industrial and/or heavy commercial facilities in planned industrial parks by providing zoning incentives or bonuses. Developers should be encourage to provide creative site designs without compromising city standards.

POLICY 142.2 Warehousing, distribution centers and light industries will permitted in the activity corridors, only through public review and approval by City Council.

POLICY 142.3 Areas designated as industrial or heavy commercial will be protected from residential encroachment.

HOUSING PLAN INTRODUCTION

The quality and condition of a community's housing stock is considered the city's icon for measuring the level of their quality of life. Newnan has prided itself as having a noted housing inventory that is included in several historical districts. In addition to the homes that are noted more for their historical value, Newnan has a noted inventory of contemporary styled houses. This diversity in the city's housing stock has afforded Newnan the position to call itself the "City of Homes."

The Housing Plan is to provide a coordinated strategy to assure a quality residential environment for all the residents of Newnan. The long standing national policy of Congress to provide a decent home and a suitable living environment for every household is consistent with the development of this plan. This plan will focus on two approaches, the first approach is to assure optimal quality of the housing and neighborhoods in the city. The second approach is to make available quality housing and decent neighborhoods that is affordable to all residents of Newnan.

HOUSING GOALS, OBJECTIVES AND RECOMMENDATIONS

GOAL 210.0 Improve housing and neighborhood conditions.

The City and citizens should cooperatively work together to maintain stable neighborhood and ameliorate poor housing conditions, especially in the older central part of the city. The City has many policies that can assist in the maintenance of residential neighborhoods and the physical quality of housing. Such policies should be reviewed and enhanced in order to continue providing choice selection of housing and neighborhoods.

OBJECTIVE 211.0 Encourage programs that will promote quality improvements to existing residential neighborhoods.

POLICY 211.1 Development and implementation of specific neighborhood plans.

The identification of distinct neighborhoods should be established to provide for neighborhood plans that will address each neighborhood's specific issues.

POLICY 211.2 Protect residential neighborhoods from intrusion of higher intensity land uses.

POLICY 211.3 Establish the citizen and public notification procedures as part of the subdivision review requirements.

POLICY 211.4 Increase the level of resident participation concerning zoning and subdivision decisions affecting their neighborhood by expanding notification boundaries.

POLICY 211.5 The City should waive permit fees for any housing improvement that total \$10,000 or more.

The City should encourage home improvement by not charging a home owner a building permit fee to improve the appearance and condition of his home.

POLICY 211.6 The City should implement a tax abatement strategy to encourage neighborhood redevelopment.

The primary problem with neighborhood improvement in low to moderate income areas, is that any physical improvement to a home owner's property immediately results in higher property assessments. Thus many home owners are added with the burden of higher taxes. A program that incrementally phases the increase tax burden over a period of time is needed.

GOAL 220.0 Increase the availability of quality housing for low and moderate income households in an integrated setting.

OBJECTIVE 221.0 Minimize the construction and development cost of housing for low to moderate income families.

POLICY 221.1 Research and encourage new techniques, materials and housing design that would reduce the construction cost of housing.

The City should research many of the innovative techniques for housing construction and building materials that would reduce cost of housing. The Zoning and Subdivision ordinances and Building Codes should be revised to respond to these new advances in the construction industry.

POLICY 221.2 Explore the availability of federal funding for the financing of low to moderate income housing construction.

Federal funding for affordable housing is quite often taken advantage of by the larger communities and often ignored by smaller cities. The City should actively pursue any available funding sources and educate the citizenry of its function and availability.

POLICY 221.3 The cost of land for housing construction should be lower.

The City should review current zoning and subdivision policies that may have a direct influence on the cost of housing. Cluster housing and planned unit development should be encourage as a means of reducing the cost per housing unit. Zoning and Subdivision regulations should be sensitive to impact that it may have upon the cost of residential construction, especially for low and moderate housing development.

POLICY 221.4 Low density residential development should not exceed 2.8 units per acre.

POLICY 221.5 Medium density residential development should not exceed 8.5 units per acre.

POLICY 221.6 High density residential development should not exceed 14 units per acre.

High density residential development should serve as a buffer or transition between commercial development or major arterial automobile traffic and low/medium density residential development.

POLICY 221.7 Zero lot line development and cluster housing should be required as a planned unit development and should have a minimum area of 5 acres.

POLICY 221.8 High density residential development should be allowed in areas proposed or zoned for general commercial.

POLICY 221.9 Residential density levels should decrease as residential development moves from major arterial and commercial development.

OBJECTIVE 222.0 Provide alternative housing for economically and socially displaced persons and families.

The most recognizable issue facing this country today is what to do with families, especially children that are without permanent shelter. This issue is no longer just the problem of the large inner cities, but rural and small town America is also faced with this ever growing problem. The social tenacity of a community can be measured by the level in which this problem is confronted and resolved. The resolution of this issue cannot be government's alone but a total community effort to make available temporary and eventually permanent shelter for displaced families and persons.

POLICY 222.1 The City should work with organizational and county leaders in developing a task force that will address the social, political and legal issues in mitigating the homeless problem in Newnan.

COMMUNITY FACILITIES AND SERVICES PLAN INTRODUCTION

This portion of the Comprehensive Plan is essential in assuring the residents of Newnan that basic services are maintained and enhanced to ensure an optimum quality of life. The basic utility services of wastewater, water, solid waste and electric can continue to be provided within a framework that does not disrupt the natural environment of Newnan. Efficient management of these services is essential to prevent costly and unnecessary urban sprawl.

Strategic long range planning for water and wastewater utility services is necessary for pursuing efficient growth management. Annexation and proper taxation will insure that there is an equitable distribution of municipal costs.

Services such as police/fire protection, library, and the city auditorium should continue to maintain high levels of service and their status should periodically be updated.

COMMUNITY FACILITIES AND SERVICES GOALS, OBJECTIVES AND RECOMMENDATIONS

GOAL 310.0 Provide utility services in the most efficient and equitable manner consistent with sound environmental standards.

OBJECTIVE 311.0 Minimize negative environmental impacts of utility construction and operation.

POLICY 311.1 Minimize wastewater treatment odor and minimize the damage to water quality from wastewater treatment plant effluent.

POLICY 311.2 Reduce the overflow of sewage from wastewater mains during periods of peak flow through replacement or relief of overload lines and lift stations.

POLICY 311.3 Implement programs to eliminate storm water infiltration into older, existing wastewater systems.

POLICY 311.4 Minimize damage to creekbeds from sewer line placement through improved procedures, including restoration and placement of lines away from the creek.

POLICY 311.5 Locate and construct power plants, electric substations, utility lines, water and wastewater treatment plants and other utility facilities in a manner compatible with surrounding land uses, minimizing as much visual pollution as possible.

OBJECTIVE 312.0 Aggressively promote programs that promote and educate citizens about energy and resource conservation.

POLICY 312.1 Discourage the use of lighted outdoor displays and signs which consume an excessive amount of electricity.

POLICY 312.2 Review and evaluate current building codes and technology to promote efficient heating and cooling.

POLICY 312.3 Pursue residential and business education programs to encourage increase heating, lighting, air-conditioning systems and household appliances efficiency.

OBJECTIVE 313.0 Promote a compact and contiguous urban form using utility infrastructure as the guiding force for growth.

The development of a compact land use pattern prevents the over extension of the utility infrastructure by allowing utility lines to be constructed over a shorter distance. Urban sprawl causes protective services to travel greater distances which have negative consequences toward cost and service quality. Before additional public facilities are constructed, existing areas should reach it full development potential.

POLICY 313.1 Development of a long range wastewater and water program that will promote a compact and contiguous urban landscape.

The City of Newnan and Newnan Water and Light Commission should provide cooperative leadership in addressing those issues that will lead to the efficient location of utility infrastructure within the city. This cooperative effort will be instrumental in the Capital Improvement Program and will allow future land development to be matched with the proper level of utility infrastructure.

POLICY 313.2 Areas that potentially demonstrate economic soundness in the delivery of wastewater and water services should be annex.

This will encourage the development of areas proposed for utility services by indicating future areas for annexation. This approach will mitigate the speculative pricing of land by holding it off the market.

POLICY 313.3 Encourage the development of undevelop and under-developed portions of the city where existing utilities are present.

GOAL 320.0 Promote the efficient delivery of government services to all Newnan citizens.

OBJECTIVE 321.0 Continue to provide optimum fire protection services to all citizens.

POLICY 321.1 Research and institute latest trends in fire protection services to reduce property loss and damage.

POLICY 321.2 Continue to provide equitable fire services to all areas of the city.

POLICY 321.3 Investigate the feasibility of a joint city/county fire department.

Current, propose and future development in the county near the city limits can best be serve by a joint fire department as oppose to spending additional funds to build separate stations.

OBJECTIVE 322.0 Provide the highest quality in the delivery of library services to all citizens of Newnan.

POLICY 322.1 The City should actively pursue the development of neighborhood library services throughout the city.

OBJECTIVE 323.0 Increase the diversity and quality of cultural amenities for all levels of the Newnan population.

POLICY 323.1 Investigate the feasibility of developing a multi-purpose facility capable of holding large gatherings such as art exhibits, dance recitals, meetings, and limited sporting events.

OBJECTIVE 324.0 Provide an efficient and environmentally sensitive waste disposal program.

The State has enacted the Georgia Solid Waste Management Act that requires local governments to be more responsible in the disposal of its solid waste, in addition to reducing the amounts of solid waste going into landfills. Newnan has joined with Coweta County and Chattahoochee/Flint Regional Development Center in meeting the state mandates.

POLICY 324.1 Review the feasibility of new alternative technologies for solid waste disposal.

POLICY 324.2 Enhance and expand the existing recycling program through more education programs and public involvement.

POLICY 324.3 Cooperatively work with other local and regional governments to meet the Georgia Solid Waste Management Act.

GOAL 330.0 Provide a full range of park facilities accessible to all citizens.

Every neighborhood should be serve by a neighborhood park and clusters of neighborhoods should be served by a community park.

OBJECTIVE 331.0 Utilize existing park land resources at maximum efficiency.

POLICY 331.1 Existing park facilities should be upgraded with the addition and replacement of park equipment.

POLICY 331.2 Each park should be upgraded and maintained based upon an approved park development plan.

POLICY 331.3 Whenever possible additional land should be acquired to upgrade substandard parks.

OBJECTIVE 332.0 Provide park facilities to meet the special needs of the elderly, physically handicapped and poor.

POLICY 332.1 Where deficient special facilities for the handicapped shall be provided in the park system.

POLICY 332.2 Accessible park amenities should be provided through neighborhood park system to the less mobile elderly.

POLICY 332.3 Local residents should be totally involved in the decision making process concerning neighborhood park development in their area.

The consideration of local needs concerning park amenities should be weighed as opposed to general needs when planning for park amenities. Personal interest vary sharply with differing ages, backgrounds, and socio-economic levels.

OBJECTIVE 333.0 Increase efforts to secure state and federal funding for parks and the dedication of land for park development.

POLICY 333.1 The City should seek funding sources that will assist in the development and upgrade of city parks.

POLICY 333.2 The City should be willing to accept land donated for park development, especially in deficient areas.

In built up areas of the city where neighborhood park development may be difficult, the city should accept land donations for mini-park development.

GOAL 340.0 Insure an equitable distribution of recreational opportunities for all neighborhoods.

OBJECTIVE 341.0 Cooperate with the school district to jointly provide recreational services to local residents.

POLICY 341.1 The City and Coweta County School System should establish year round recreation programs for local neighborhood residents.

POLICY 341.2 Readapt unused school and other public facilities for recreational purposes whenever possible.

OBJECTIVE 342.0 The establishment of a YMCA and YWCA should be pursued as an additional provider of recreational services.

POLICY 342.1 A city wide fund raising effort should be provided to establish and maintain both a YMCA and YWCA to provide recreational services to Newnan citizens.

OBJECTIVE 343.0 Create jogging trails, hiking paths, recreational bike paths and scenic trails.

POLICY 343.1 Whenever possible parks shall be linked by a series of open space multi-purpose corridors.

POLICY 343.2 Drainage corridors shall be designed for recreation and pedestrian/bicycle usage.

POLICY 343.3 The planning of planned unit developments and subdivision containing cluster housing should include an open space corridor concept.

NATURAL AND HISTORIC RESOURCES PLAN INTRODUCTION

This chapter will contain concepts necessary for the protection of Newnan's natural and manmade resources. There must be a balance of economic growth and sensitivity to important natural features of the city. Land use policies will provide the fundamental tools to minimize urbanization in naturally sensitive areas. Zoning and subdivision ordinances must reflect the city's desire to protect the natural inventories of the city in order to keep an ecological balance between the demand for higher living standards and the need to maintain a livable environment.

NATURAL AND HISTORIC RESOURCES GOALS, OBJECTIVES AND RECOMMENDATION

GOAL 410.0 Assure quality development that is sensitive to the natural environmental features of Newnan.

OBJECTIVE 411.0 Establish and upgrade when necessary strong standards for environmentally sensitive areas.

POLICY 411.1 Periodically review and modify when necessary existing standards for development within floodplain areas.

The City currently has in place protective standards for development within floodplain areas designated as zones A, AO, or A1-A30 on the Flood Insurance Rate Map. Continued enforcement and monitoring of this ordinance is necessary to avoid potential flooding hazards in the city.

POLICY 411.2 Create new standards that will mitigate development within areas identified as wetland.

The City should adopt standards for the protection of identifiable wetlands to at least meet the established state criteria for wetland protection. The development review process should incorporate review and approval procedures that will reflect wetland protection standards.

POLICY 411.3 Create new standards that will protect groundwater recharge areas.

The City should establish joint efforts in developing criteria for protecting groundwater recharge areas. Standards for groundwater protection should meet at least the minimum state requirements.

POLICY 411.4 Adopt by reference Coweta County's standards for protecting areas classified as water supply watersheds and streams from which potable water is drawn.

The City should adopt by reference the protective zoning standards of the county for

water supply watersheds especially for Line Creek and Sandy Creek basins which are located outside Newnan's city limit. County standards are in compliance with the state's minimum protective standards.

POLICY 411.5 The City of Newnan and Newnan Water and Light will develop a Water Supply Reservoir Management Plan as required by Georgia Department of Natural Resources, Environmental Protection Division. *Eddie Whitlick*

POLICY 411.6 Continue to provide and improve when necessary guidelines for stormwater management.

POLICY 411.7 Investigate the need for a city wide storm water management study.

POLICY 411.8 Protect vegetation during the development process.

The City should maintain as much natural vegetation as it can by requiring green belts and natural buffers between development.

GOAL 420.0 Preserve those features of Newnan that reflect the historical, architectural and cultural past.

OBJECTIVE 421.0 Assure protection of known landmarks and areas that have historical, architectural or aesthetic value.

POLICY 421.1 The City should officially designate historical districts on the zoning map.

The City should establish legal boundaries for its historic districts that would give legal framework for any future design or development requirements in these areas.

POLICY 421.2 The City should investigate all Federal, State and local laws that would inhibit and negatively affect the character of all historic districts.

POLICY 421.3 Promote a compatible transition between existing structures in historic areas with new structures.

POLICY 421.4 Formulate design guidelines that would assist property owners in restoration efforts of historically significant structures.

ECONOMIC DEVELOPMENT PLAN INTRODUCTION

The efforts of this chapter will strategically target economic development activities to promote economic growth in Newnan. Job creation and retention is necessary to keep a viable economy and reduce the level of hopelessness found by many of the unemployed.

Economic development efforts of the city should examine the best possible economic base combination to assure long term growth and still remain environmentally sensitive. Most successful economic development programs uses a public and private sector partnership to promote community assets as well as to eliminate factors hindering existing business growth.

ECONOMIC DEVELOPMENT GOALS, OBJECTIVES AND RECOMMENDATIONS

GOAL 510.0 Assure a fair and equitable distribution of economic opportunities and resources to all citizens of Newnan.

OBJECTIVE 511.0 Encourage full employment of all segments of Newnan's population.

POLICY 511.1 Assess the suitability of proposed or desired development on the local economy.

The agents of economic development should attempt to create an economic base that will depend more on the local economy as opposed to national or foreign markets. This would lessen exposure to cyclical trends that are common to external markets.

POLICY 511.2 Economic development efforts should stress industrial development that would have interdependent relationships.

Those industries which would create strong interindustry ties in the local economy and which would be very sensitive to the national business cycle would tend to increase cyclical unemployment in local economy. On the other hand, these industries would also exert strong job-creating forces during an upward economic trend.

POLICY 511.3 Close alignment between the skill level requirement of the work place and occupational skill level of the work force is necessary.

The labor force work skills should be equip to meet the increasing changes in the work place. Competition has created technologies that require less physical skills and in order for job attraction to occur in Newnan, the labor force must have an existing skill level or the ability to acquire the training.

OBJECTIVE 512.0 Encourage direct public participation in Newnan's economic development efforts.

The City should take a leadership role as being one of the agents of job creation and

retention in the community. One of the key factors that companies assess when examining the viability of a community is the public involvement and commitment. Without this frontline leadership, probability of business attraction is mitigated.

POLICY 512.1 The City should facilitate market research and forecasting for the local economy of Newnan.

Economic analysis and projection of national, state and local trends are necessary in order to assess their impact on Newnan's economy.

POLICY 512.2 The City should encourage and assist in the facilitation of a county wide multi-jurisdictional economic development council.

This council would be composed of the mayors of each municipality and the chairman of the county. Additional members would include the president of the Chamber of Commerce and the Executive Director of the Chattahoochee-Flint Regional Development Center. The daily operations of the council should be handled by a paid professional staff in which the director would be a highly skilled person in economic development negotiation. Staff support would be provided through the contributions of each local government.

OBJECTIVE 513.0 Continue expansion of economic opportunity through the elimination of racial, ethnic and sexual discrimination.

POLICY 513.1 Create and enforce a city Equal Employment Opportunity ordinance.

The City should adopt an Equal Employment Opportunity ordinance that promotes Newnan's employment efforts regardless of race, sex, religion, national origin or physical handicap. This ordinance should parallel the Civil Rights Act of 1991. Government should take the leadership role in preventing illegal discrimination.

POLICY 513.2 Appointments to all boards and commissions should be representative of the entire community.

The public interest should be adequately represented on boards and commissions.

GOAL 520.0 Assure the viability of the Central Business District (CBD).

OBJECTIVE 521.0 Maximize the economic competitiveness of the Central Business District by providing comprehensive and long range economic, cultural and physical programs.

POLICY 521.1 The development and adoption of a Central Business District plan that will provide long range policy guidelines toward the future of the CBD.

GOAL 530.0 Promote the diversification of Newnan's economy through the development of a job intense tourist industry.

OBJECTIVE 531.0 Encourage the promotion and visibility of Newnan's physical and cultural assets to attract visitors.

POLICY 531.1 The City should encourage a private/public council to premier Newnan's tourist economy as a major job generator.

The City should solicit the input from the County and organizations such as the Chamber of Commerce, Main Street, Downtown Development Authority and the Newnan/Coweta County Historical Society in order to concentrate and maximize efforts to nurture tourism in Newnan and Coweta County.

IMPLEMENTATION STRATEGY INTRODUCTION

A successful transition from the existing urban growth trends based upon the recommended policies of the previous chapters will depend on an aggressive, yet practical implementation strategy. Current growth trends are intrinsic to the social and economic fiber of the community and will require a substantial amount of community commitment and time to transform. Change will be incremental and placed on a time schedule that will allow transition to occur with the least amount of adverse impact. Implementation of programs that will provide transition in urban form, environmental quality, alternative housing, public and private fiscal policies and community infrastructure can be accomplished through the means in this chapter.

AUTHORITY FOR IMPLEMENTATION

The implementation of any Comprehensive Plan must be based on the authority granted by the State of Georgia to municipalities. The authority must be incorporated in effective local ordinances and policies by the municipality and should be continually monitored and updated.

The legal authority given to the City of Newnan to govern and regulate activities within its jurisdiction is based upon powers granted to home rule cities under the Constitution for the State of Georgia, Article IX, Section II, Paragraph 4 of the Official Code of Georgia Annotated (O.C.G.A.). Additional powers granted to cities allows for the regulation of subdivision and platting (O.C.G.A. 32-6-150) and the use of land through zoning policies (O.C.G.A. 36-66-1).

HOME RULE AUTHORITY

Under the Constitution for the State of Georgia, Article IX, Section II, Paragraph 4 of the Official Code of Georgia Annotated (O.C.G.A.) the Georgia General Assembly passed the Municipal Home Rule Act of 1965. This statute provided cities with the authority

...to adopt clearly reasonable ordinances, resolutions, or regulations relating to its property, affairs, and local government for which no provision has been made by general law and which are not inconsistent with the Constitution or any charter provision applicable thereto.

The provisions of 36-34-2 (O.C.G.A.), Powers of Municipal Corporations are listed below and are only enforceable within the corporate limits of Newnan.

1. The power to establish municipal officers, agencies, and employment.
2. The power to define, regulate, and alter the powers, duties, qualifications, compensation, and tenure of all municipal officers agents, and employees...
3. The power to authorize any of the officers, agents, and employee of the municipal corporation to serve, in any manner prescribed by applicable law, any process, summons, notice or order on all persons...

4. The power to establish merit systems, retirement systems, and insurance plans for all municipal employees...
5. The power to contract with any state department or agency or any other political subdivision for joint services or the exchange of services...
6. The power to legislate, regulate, and administer all matters pertaining to absentee voting in municipal elections.
7. The power to grant franchises to or make contracts with railroads, street railways, or urban transportation companies, electric light or power companies, gas companies, steam-heat companies, telephone and telegraph companies, water companies, and other public utilities...

Other supplementary powers granted under the Georgia Constitution provides cities with the authority to provide the following services:

8. Police and fire protection.
9. Garbage and solid waste collection and disposal.
10. Public health facilities and services, including hospitals, ambulance and emergency rescue services, and animal control.
11. Street and road construction and maintenance, including curbs, sidewalks, street lights, and devices to control the flow of traffic on streets and roads constructed by counties and municipalities or any combination thereof.
12. Parks, recreational areas, programs, and facilities.
13. Storm water and sewage collection and disposal systems.
14. Development, storage, treatment, purification, and distribution of water.
15. Public housing.
16. Public transportation.
17. Libraries, archives, and arts and sciences programs and facilities.
18. Terminal and dock facilities and parking facilities.
19. Codes, including building, housing, plumbing, and electrical codes.
20. Air quality control.
21. The power to maintain and modify heretofore existing retirement or pension systems, including such systems heretofore created by general laws of local application by population classifica-

tion, and to continue in effect or modify other benefits heretofore provided as a part of or in addition to such retirement or pension systems and the power to create and maintain retirement or pension systems for any elected or appointed public officers and employees whose compensation is paid in whole or in part from county or municipal funds and for the beneficiaries of such officers and employees...

Other powers Constitutionally granted to municipalities are the ability to adopt plans and exercise the power of zoning and eminent domain. Cities are also given the legal authority to regulate the subdivision of land.

The framework for growth management in Newnan has mostly been established, with the exception of several other tools to protect environmentally sensitive areas.

Subdivision Authority

The power to regulate the subdivision of property is a very important tool when the managing the urban form of a community. Article 9, Section 2, Paragraph 4 of Georgia's Constitution provide broad language that allows for municipalities to develop and enforce policies that regulate the subdivision of land.

Newnan's Planning Commission composed of local citizens is charged with the responsibility of publicly reviewing subdivision proposals based upon the established policies of the city's subdivision ordinance. The Planning Commission may impose additional requirements during the subdivision process to ensure compatibility with adjacent properties.

Zoning Authority

Zoning is a powerful tool for implementing land use policy in a community. State statute regards zoning as the "power of local government to provide within their respective territorial boundaries for zoning or districting of property for various uses and the prohibition of other or different uses within such zones or districts and for the regulation of development and the improvement of real estate within such zones or districts in accordance with the uses of property for which such zones or districts were established."

Newnan's Planning Commission is also responsible for publicly reviewing and recommending to City Council zoning policies within the city. The Planning Commission currently has sixteen criteria by which rezoning proposals is judged in the city.

The Zoning Board of Appeals (Z.B.A.) is another citizen's group appointed by the elected officials in which the Z.B.A. provide public review and decision toward granting a variance(s) to the city's zoning ordinance. Their decisions are guided by five criteria for granting a variance to the zoning ordinance.

Comprehensive Plan

The State of Georgia enacted legislation (36-70-1, O.C.G.A.) that provides counties and municipalities the authorization for the establishment, implementation, and performance of coordinated and

comprehensive planning. The local governments are authorized to do the following:

1. To develop, or to cause to be developed pursuant to a contract or other arrangement approved by the governing body, a comprehensive plan;
2. To develop, establish, and implement land use regulations which consistent with the comprehensive plan of the municipality or county, as the case may be;
3. To develop, establish, and implement a plan for capital improvements which conforms to minimum standards and procedures and to make any capital improvements plan a part of the comprehensive plan of the municipality or county, as the case may be;
4. To employ personnel, or to enter into contracts with a regional development center or other public or private entity, to assist the municipality or county in developing, establishing, and implementing its comprehensive plan;
5. To contract with one or more counties or municipalities, or both, for assistance in developing, establishing, and implementing a comprehensive plan, regardless of whether the contract is to obtain such assistance or to provide such assistance; and
6. To take all action necessary or desirable to further the policy of the state for coordinated and comprehensive planning, without regard for whether any such action is specifically mentioned in this chapter or is otherwise specifically granted by law.

FIVE YEAR IMPLEMENTATION STRATEGY

The following charts provides a five year implementation strategy that outlines probable time frames that the recommended policies can most likely be carried out by the responsible parties. The time frames for expected policy implementation are approximate dates and may require more or less time given the nature of the recommended policy.

The category for responsibility may change due to unexpected interested parties or parties that may disassociate themselves from the process for various reasons. The Comprehensive Plan implementation portion is probably the most critical portion of the plan because it will set in motion the desired goals of the community. The majority of the recommended policies require that the city take action of which most will require revision and modification of city ordinances and the creation of many new ordinances. Other parties involved with the implementation of the Comprehensive Plan are community leaders from both the private and public sectors.

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS				1994 QUARTERS				1995 QUARTERS				1996 QUARTERS				1997 QUARTERS				RESPONSIBILITY
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	
LAND USE																					
Policy 111.1																					CITY
Policy 111.2																					CITY
Policy 111.3																					CITY
Policy 121.1																					CITY
Policy 121.2																					CITY
Policy 131.1																					CITY
Policy 132.1																					CITY
Policy 133.1																					CITY
Policy 133.2																					CITY
Policy 141.1																					CITY
Policy 141.2																					CITY

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS				1994 QUARTERS				1995 QUARTERS				1996 QUARTERS				1997 QUARTERS				RESPONSIBILITY
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	
Policy 141.3																					CITY
Policy 142.1																					CITY
Policy 142.2																					CITY
Policy 142.3																					CITY
HOUSING																					
Policy 211.1																					CITY, NEIGHBORHOOD CITIZENS
Policy 211.2																					CITY
Policy 211.3																					CITY
Policy 211.4																					CITY
Policy 211.5																					CITY
Policy 211.6																					CITY
Policy 221.1																					CITY

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS				1994 QUARTERS				1995 QUARTERS				1996 QUARTERS				1997 QUARTERS				RESPONSIBILITY
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	
Policy 221.2																					CITY
Policy 221.3																					CITY
Policy 221.4																					CITY
Policy 221.5																					CITY
Policy 221.6																					CITY
Policy 221.7																					CITY
Policy 221.8																					CITY
Policy 221.9																					CITY
Policy 222.1																					CITY
COMMUNITY FACILITIES																					CITY, COUNTY, SOCIAL ORGANIZATIONS
Policy 311.1																					NEWNAN WATER & LIGHT
Policy 311.2																					NEWNAN WATER & LIGHT

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS				1994 QUARTERS				1995 QUARTERS				1996 QUARTERS				1997 QUARTERS				RESPONSIBILITY
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	
Policy 311.3																					NEWNAN WATER & LIGHT
Policy 311.4																					NEWNAN WATER & LIGHT
Policy 311.5																					NEWNAN WATER & LIGHT, CITY
Policy 312.1																					NEWNAN WATER & LIGHT, CITY
Policy 312.2																					NEWNAN WATER & LIGHT, CITY
Policy 312.3																					NEWNAN WATER & LIGHT, CITY
Policy 313.1																					NEWNAN WATER & LIGHT, CITY
Policy 313.2																					NEWNAN WATER & LIGHT
Policy 313.3																					NEWNAN WATER & LIGHT, CITY
Policy 321.1																					NEWNAN WATER & LIGHT, CITY
Policy 321.2																					CITY
Policy 321.3																					CITY, COUNTY
																					CITY

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS				1994 QUARTERS				1995 QUARTERS				1996 QUARTERS				1997 QUARTERS				RESPONSIBILITY
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	
Policy 324.1																					CITY
Policy 324.2																					CITY
Policy 324.3																					CITY
Policy 331.1																					CITY
Policy 331.2																					CITY
Policy 331.3																					CITY
Policy 332.1																					CITY
Policy 332.2																					CITY
Policy 332.3																					CITY
Policy 333.1																					CITY
Policy 333.2																					CITY
Policy 341.1																					CITY
																					CITY, COWETA COUNTY SCHOOL SYSTEM

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS				1994 QUARTERS				1995 QUARTERS				1996 QUARTERS				1997 QUARTERS				RESPONSIBILITY
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	
	TIME																				
Policy 341.2																					CITY, COWETA COUNTY SCHOOL SYSTEM
Policy 342.1																					CITIZENS, COUNTY, CITY
Policy 343.1																					CITY
Policy 343.2																					CITY
NAUTRAL & HISTORIC																					
Policy 411.1																					CITY
Policy 411.2																					CITY
Policy 411.3																					CITY
Policy 411.4																					CITY
Policy 411.5																					CITY
Policy 411.6																					CITY
Policy 411.7																					CITY, CONSULTING ENGINEER

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS				1994 QUARTERS				1995 QUARTERS				1996 QUARTERS				1997 QUARTERS				RESPONSIBILITY
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	
Policy 411.8																					CITY
Policy 421.1																					CITY
Policy 421.2																					CITY, NEWNAN/COWETA HIST. SOCIETY
Policy 421.3																					CITY
Policy 421.4																					CITY, NEWNAN/COWETA HIST. SOCIETY
ECONOMIC DEVELOPMENT																					
Policy 511.1																					CITY, CHAMBER OF COMMERCE
Policy 511.2																					CHAMBER OF COMMERCE, CITY, COUNTY
Policy 511.3																					CHAMBER OF COMMERCE, CITY, COUNTY
Policy 512.1																					CITY
Policy 512.2																					CHAMBER OF COMMERCE, CITY, COUNTY
Policy 513.1																					CITY

FIVE YEAR IMPLEMENTATION STRATEGY

ACTIVITY	1993 QUARTERS			1994 QUARTERS			1995 QUARTERS			1996 QUARTERS			1997 QUARTERS			RESPONSIBILITY	
	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd	4th	1st	2nd	3rd		4th
Policy 513.2																	CITY
Policy 521.1																	CITY, MAIN ST., DOWNTOWN DEV. AUTH.
Policy 531.1																	CITY, CHAMBER OF COMMERCE

**APPENDIX
PUBLIC COMMENTS FOR
THE COMPREHENSIVE PLAN**

The following comments were expressed in the April 15, 1992 public hearing for the comprehensive plan:

1. Identify Newnan's special assets.
2. Reflect on Newnan's heritage and history.
3. Protect the city's charm.
4. Identify areas of abuse in the city.
5. Review current zoning policies.
 - a) Are there problems with R-2 zoning district?
6. Revitalize distress areas of the city, especially the Mill Town area. Is there commercial opportunity in the Mill Town area?
7. Provide public assistance/incentives for economic ventures.
8. Improve park amenities and strengthen recreational programs.
9. Initiate a job retention program to encourage businesses to stay in Newnan.
10. Promote an economic development program that will focus on tourism as a primary industry.
11. Public sponsorship of a county wide transit system.

The following comments were expressed in the April 23, 1992 public hearing for the comprehensive plan:

1. A need for a Historic Preservation Ordinance.
2. Investigate the feasibility of linking on to the commuter rail.
3. Build tourist industry.

The following comments were expressed in the April 27, 1992 public hearing for the comprehensive plan:

1. Improve park amenities, provide a park master plan.

2. Maintain the Central Business District, Downtown Plan?
3. Neighborhood drug problem.
4. Standing water infested with mosquitos.
5. Unmaintained vacant lots in residential neighborhoods.
6. Stray animals roaming neighborhoods.
7. Lack of sidewalks in many neighborhoods.
8. Greater frequency of rubbish pickup.
9. Upgrade neighborhood appearances.
10. Lack of neighborhood cohesiveness.
11. Poor accessibility to recreational facilities.
12. Vehicle parking on residential sidewalks.
13. Education, upgrade labor force skills for future jobs.
14. Attract either technical/vocational school or college to the Newnan area.
15. Selective placement of capital improvements in Newnan.

The following comments were expressed in the May 5, 1992 public hearing for the comprehensive plan:

1. Better recreation programs and facilities.
2. A need for public transportation.
3. Strengthen historic preservation efforts.
 - a. Development of a historic preservation ordinance.
4. Development of a tourist economy.
5. Examine the planning efforts of other cities.
6. Provide art/cultural facilities, examine the possibility of using existing facilities.
7. Promote the efforts to diversify downtown.
8. Preserve residential neighborhoods.

9. Neighborhood self determination.

10. Promote home ownership in Newnan.

11. Economic incentives for property upgrading in distress neighborhoods.

12. Accessibility to recreation services.