



# City of Carrollton Comprehensive Plan Draft Policies





## **Policies**

The following policies are intended to help the City of Carrollton in the decision-making process achieve the Community Vision and address community issues and opportunities. The policies are based upon community input gathered during the update process, the Georgia Department of Community Affairs State Planning Recommendations, and recent studies aimed at downtown planning and quality growth.

### Economic Development

The information gathered during the Comprehensive Planning process indicates moderate growth in the near future. Carrollton has been described as having a “balanced” community, a community that has a personality, one that does not depend upon a major neighboring city for jobs, shopping, entertainment or educational opportunities. As development pressures increase in the area, the population is expected to grow, and maintaining this balance will remain important in retaining Carrollton’s character. As Carrollton grows, land values will increase and revenue from other sources will mature. The policies below will guide Carrollton toward maximizing property values and economic opportunities.

- Continue to implement the Downtown Master Plan and DCA Quality Growth Resource Team Report for west Carrollton.
- Encourage Infill development that is appropriately planned and designed.
- Be active in local economic development programs offered by other jurisdictions and the State of Georgia.
- Promote tourism.
- Promote the unique characteristics of Carrollton to attract specialty shoppers and elevate the public image of Carrollton as a charming small town with a thriving balanced economy.
- Ensure that all new infill development and future annexation area development conforms to specific architectural, building, and development standards.

### Natural and Cultural Resources

During the numerous public involvement meetings held throughout the development of this plan, preserving and extending the City’s unique character emerged as one of the most important aspects of Carrollton’s vision for the future.

Additionally, with Carrollton falling into minimum compliance with the Georgia State streambank requirements for development, a strategy for further protection of water resources and means in which to identify additional natural and cultural resources may be needed.

The following policies will help Carrollton’s elected officials, city staff, and community leaders makes decisions that positively impact the City’s natural and cultural resources.

- Continue to implement the Downtown Master Plan
- Inventory, protect and conserve the community’s natural and historic resources.



- Develop and manage land and transportation networks to ensure the quality of air and water.
- Incorporate the preservation, connectivity, maintenance and enhancement of greenspace in all new development.
- Encourage new development in suitable locations in order to protect valuable natural, historic and cultural resources from human encroachment through land development regulations and/or incentives.
- Continually monitor and work with the local industries in an effort to prevent negative impact to water resources and air quality. In conjunction with improvements to Carrollton's wastewater treatment procedures, a coordinated program of industrial pretreatment can assure that no degradation of the environment occurs.

### Facilities and Services

City residents have spoken out for the need of additional active and passive recreation opportunities in Carrollton as well as the need to maintain open spaces for downtown events gathering. Residents also requested sidewalks and traffic calming to provide for a more pedestrian-friendly environment, particularly in areas adjacent to downtown. Additionally, residents have expressed the desire to establish alternative forms of transportation and the importance of quality water and wastewater facilities. The Comprehensive Plan has incorporated these concerns into the overall design.

The policies listed below will help guide future decisions regarding facilities and services.

- Make efficient use of existing infrastructure as well as future investments and expenditures for capital improvements and long-term operation and maintenance costs.
- Continue phased implementation of upgrades in fire and police departments that will ultimately result in better protection of persons and property.
- Continue to provide a high level of recreational programs and services that City residents currently enjoy while monitoring needs of special populations in order to assure that the needs of all segments are addressed.
- Initiate greater educational efforts at volume reduction and recycling in the area of solid waste management and collection.
- Emphasize the "community service" nature of City service delivery by staff and encourage responsiveness to requests and complaints.
- Ensure that new development does not cause a decline in local levels of service and those capital improvements or other strategies needed to accommodate the impacts of development are made concurrent with new development.
- Continue expanding the Carrollton Greenbelt and invest in parks and open space to encourage private reinvestment in downtown and nearby areas.

### Housing

The Community Assessment indicates a moderate growth in housing within the present town limits and considerably more with annexation, particularly for new single-family developments. As such, a means in which to further evaluate annexation requests may be needed.



Furthermore, a recurring issue witnessed during the update was consideration for a growing rental population. The presence of the University of West Georgia provides an additional rental market that other city of comparable size lack. As college enrolment increases, along with the city as a whole, a trend may develop leading to the erosion in the stability provided to Carrollton by the single-family, owner occupied housing stock. By using the policies listed below as guidelines, decision-makers will help ensure that housing in Carrollton continues to be well-suited and balanced for its residents.

- Preserve stable residential neighborhoods throughout the City with an active program of codes enforcement and zoning.
- Monitor trends in owner/renter percentages of housing units and assess whether or not the City should take actions to counterbalance housing needs.
- Improve the overall quality of housing within Carrollton and ensure that new development meets high quality standards and provides diversity in housing.
- Develop an objective Annexation Policy.
- Consider housing opportunities for a diverse population at all stages of life and health.
- Ensure that all new development conforms to specific architectural, building and development standards for new infill development and future annexation area development.
- Development should provide for a variety of residential types and densities.
- Take special consideration for infill housing development in existing neighborhoods.
- Provide for access to schools, parks, residences and businesses through walkways, bike paths, and roads.
- Encourage common open space, walking paths, and bicycle lanes that are easily accessible.
- Encourage parks and community facilities to be located and designed as focal points in neighborhoods.

### Land Use

Carrollton's Vision is that new development will come in the forms of architectural and land-plan design similar to downtown. This Vision can be categorized as traditional design, where neighborhoods are located within walking distance to employment, shopping and entertainment areas. The policies below will help decision-makers guide the City toward its Vision.

- Implement the Downtown Master Plan.
- Provide a balance of housing choices.
- Discourage development which would conflict with environmentally sensitive areas and historic areas of the City.
- Require open space to be provided in newly developed areas.
- Increase recreational opportunities, both passive and active.
- Continue providing for social and civic interaction throughout the City, especially in the downtown historical area.



- Promote efficient use of land by requiring well-designed, pedestrian friendly development patterns with a mix of uses and an efficient, creative use of land.
- Encourage developments that provide a mix of shopping, housing and jobs.
- Encourage the use of landscaping, lighting, signage, underground utilities and building design to add value to the community.
- Create a "sense of place" for the community and historic downtown with gateways and corridors.
- Reduce the adverse visual impact of the automobile in both commercial and residential areas of the community through landscape design and parking facility placement.
- Guide appropriate residential and non-residential in-fill development and redevelopment in a way that complements surrounding areas.
- Employ innovative planning concepts to achieve desirable and well-designed neighborhoods, protect the environment, preserve meaningful open space, improve traffic flow, and enhance the quality of life in our community.

### Transportation

The Carrollton Downtown Master Plan gave the community of Carrollton a public process to focus and address transportation issues in downtown, resulting with the basic concept that downtown should remain pedestrian-friendly and extend to adjacent transportation corridors. As such, the Master Plan provides an additional tool taken into consideration throughout the Comprehensive Plan.

Although the main roadways, S.R. 27, S.R. 166, and S.R. 16 continue to function as the primary arterials, the local streets are to be enhanced with sidewalks, street lights, and enhanced streetscapes, connecting outlining areas to downtown. It is not anticipated that any roadway will need widening in Carrollton because the concept of using narrow streets to slow traffic is part of the design criteria for the Downtown Master Plan.

Additionally, the need for public forms of transportation surfaced as a common concern expressed during the public involvement process.

- Address the location, design, landscaping, and furnishing of residential and non-residential streets as one of the community's most important components contributing to the character, structure, and development pattern of the community.
- Ensure that vehicular traffic will not harm the residential nature of our neighborhoods.
- Encourage walking, biking, car-pooling, and sustainable transportation choices.
- Encourage connectivity with a system of local trails between neighborhoods, commercial areas, and community facilities.
- Continually evaluate public transportation needs.



### Intergovernmental Coordination

The provision of services for new development will be critical in the implementation of future capital improvements. Population projections indicate that population will increase from 22,000 in 2007 to over 31,000 in 2027 and only a percentage of that population growth will occur inside the current town limits. Considerable annexation of surrounding areas is envisioned by the year 2027. As such, coordination on a number of issues between Carrollton and Carroll County will be necessary to further the implementation of each local government's long-range goals. The policies below will help Carrollton improve relationships and communication with other jurisdictions.

- Share services and information with other public entities within the jurisdiction.
- Establish coordination mechanisms with adjacent local governments to provide for exchange of information.
- Pursue joint processes for collaborative planning and decision-making.