### Summary

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| The applicant is requesting to construction a gas station with convenience store on lots 1 & 2 of the Village West commercial subdivision.  |

### Zoning

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| Existing Zoning/Requested Zoning | Existing Land Use | Surrounding Zoning | Site Improvements |
| GC | Commercial | Commercial | Undeveloped lots will need to hook up to city sewer and water |

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| Staff Report  |  |  |  |

**The applicant is requesting to be permitted to construct a gas station with convenience store on lots 1 & 2 of the Village West Commercial subdivision. The properties where this would be located on fronts Highway 16 and Village West Circle.**

**The zoning ordinance states need to be 15 ft. from the right of way.**

**(a)The existing land uses and zoning classification of nearby property. - The nearby property is zoned the same as the subject property.**

**(b)The suitability of the subject property for the conditionally permitted use. The only condition put on this type of use is for the pumps to be 15 feet from the right of way, the applicant meets this requirement.**

**(c)The extent, if any, to which the property values of adjacent and nearby property will be diminished by the grant of a conditional use. Adjacent and nearby property have the same zoning, the use should not diminish the value of the adjacent properties.**

**(d)The relative gain to the public, as compared to the hardship imposed upon the application for a conditional use permit. The relative gain to the property would be to have a viable business where there is currently an open lot.**

**(e)Whether there are adequate buffers and access to or egress from the property so as not to unduly compound traffic congestion within the area. The staff feels there are adequate access but traffic congestion could be a factor during business hours.**

**(f)Whether there are other conditions, such as lighting, location of structures, parking, or other considerations necessary for protection of surrounding and nearby property owners. There are no other considerations at this time.**

**Commercial**

**The commercial character areas are located along GA Highway 85 and GA Highway 16. Commercial developments along Highway 85 fall under special commercial overlay zoning. Big box retail store**

**are limited. Both commercial areas are required to include landscaping and meet other site design standards. Much of the land within this area has yet to be developed.**

**Land uses appropriate for this area include commercial, public and institutional, and mixed-use.**

**Implementation strategies:**

 **Enforce overlay requirements**

 **Encourage connectivity between developments**

 **Encourage multi-use paths to connect to residential neighborhoods**

**Economic Development**

**Goals - Senoia will encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.**

**Policies and Strategies:**

**We will support programs for retention, expansion and creation of businesses that are a good fit for our community’s economy in terms of job skill requirements and linkages to existing businesses. ¬**

**We will target reinvestment to declining, existing neighborhoods, vacant or underutilized sites or buildings.**

 **We will seek to balance the supply of housing and employment in our community**

**We will take into account access to housing and impacts on transportation when considering economic development projects.**

 **We will take into account impacts on infrastructure and natural resources in our decision-making on economic development projects.**

**We will consider the employment needs and skill levels of our existing population in making decisions on proposed economic development projects. ¬**

**We will carefully consider costs as well as benefits in making decisions on proposed economic development projects.**

**We will work to diversify the economy to increase tax base and revenue sources**

 **We will continue to promote the history and heritage of the community as an economic development tool**

**Needs:**

 **Future expansion of water and sewer facilities in order to attract new development and economic development opportunities.**

**Need to promote revitalization of some parts of our community.**

**We would like to create more jobs or economic opportunities in our community.**

**We would like to work with the Downtown Development Authority and the Development Authority in the development and implementation of a “Development Strategy”.**

**Additional medical services**

 **Increased diversity of employment, especially high tech.**

 **Local lodging options**

**Opportunities:**

 **Increased industrial expansion at the former baseball and recreation fields**

 **Expansion of downtown, infill development, and mixed use**

 **Continued focus on capitalizing on community history and heritage for tourism.**

 **Partnerships with Coweta County and Visitors Bureau**

 **Film industry as a tourism opportunity**

 **Increased tax base with new businesses**

 **Expansion of recreation, parks, and trails**

 **Future business incubator**

**The purpose of the Economic Development section of the comprehensive plan is to identify local economic development trends. Policy decision should be based on a healthy commercial and industrial tax base, with a focus on the retention of local business.**

**The quality of life in any community relates to its economic health. The number of jobs in any given community may be a primary indicator of local economic health and vitality. Likewise, while the number of jobs is important, economic development should be about more than just jobs.**

**The City of Senoia should embark on a pro-active vision to take full advantage of SR 16 and designate that area a commercial zone.**

**As a direct result and demand for development in Coweta County and neighboring jurisdictions, Senoia local economy will experience profound changes. As the population increases in the next 20 years, demands for services will increase, and the local economy will be forced to respond with new businesses and employment opportunities.**

**The City of Senoia continues to play a leading role in the renaissance of its small city sense of place as expressed by the residents during the surveys and planning process. However, gateways into the city are critical and visible and attractive signage can go a long was in bringing attention to the city limits. Highway 16 and 74/85 are all critical pathways through the City of Senoia. Development along SR 74/85 and SR 16 within the City, which will provide new opportunities for businesses. Gateways like SR 16, Rockaway Road and SR 85 should be taken advantage of by the city.**

**The City of Senoia should continue to actively work on its identified goals to improve the overall economic development environment of the City.**

**Those goals should include but not limited to:**

**1. Continued internal and external improvement for the City on a local, sub-regional, regional and national level.**

**2. Continued development of a broader relationship between the private and public sector.**

**3. The creation of more opportunities for the residents and a strong workforce for pro- active preparation for the job market.**

**4. The continued focus by both the DDA and DA in redefining and refining of targeted industries for business recruitment into the city.**

**5. The creation of a Community and/or Economic Development position to promote the City would be a major boast and benefit to the City.**

**6. The encouragement and creation of business incubators, and or technology sectors into the City and in particular along SR 16 and 74/85 corridor.**

**7. The continued partnership between the city and the Downtown Development Authority (DDA) as they play a major role in the redevelopment of the downtown. Similar efforts should be made with the Historic Society as they too play a significant role in the development of the downtown and historic nature of the city. Grant acquisition and administration is also critical to the city’s continued prosperity.**

**8. All parties including major stakeholders and the citizens should play a leading and coordinating role in the land redevelopment efforts.**

**9. Continued coordination and pro-active approach by the City with Coweta County, Three Rivers Regional Commission (TRRC), Atlanta Regional Commission (ARC),**

**10. Development of an investment and incentive package for business development.**

**11. Consider the recommendations of a Senoia Downtown Development Authority (DDA) strategic plan.**

**Current Zoning - General Commercial**

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**Future Character**

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