

CITY COUNCIL
GIL MCDOUGAL, MAYOR
SHIRLEY MARCHMAN
MATTHEW MONTAHAN, MAYOR PRO TEM
LESLIE MCPHERSON
ANNA MCCOY
DANNY CARTER

City of Villa Rica



CITY MANAGER: TOM BARBER
CITY CLERK: ALISA DOYAL
CITY ATTORNEY: C. DAVID MECKLIN

571 W BANKHEAD HWY
VILLA RICA, GA. 30180
770.459.7000 | VILLARICA.ORG

MAYOR & COUNCIL WORK SESSION AGENDA

Holt-Bishop Justice Center, Municipal Courtroom, 101 Main Street
March 8, 2022 | 10:00 AM

Review of the Agenda (Mayor Gil McDougal)

A. Ceremonial Presentation

1. Introduction of Dr. Rachel Linn, Library Manager and Lisa Deming, Senior Center Manager

B. Community Development (Tracy Jarvis, Director)

1. VA-01-22 - Parcel # V02 0070012 - Hwy 61/101 at Leggett Drive - Request for Variance from Section 9.03(2)(c) and Public Hearing (Ron Johnson, Planning & Zoning Specialist)
2. Amendment to text of Section 2.02 of the Villa Rica City Zoning Ordinance (David Mecklin, City Attorney)
3. Fullerville Soccer Field Lighting Repair (Nic Griffin, Building and Project Manager)

C. Human Resources (Sarah Andrews, Interim Director)

1. Approval of Workers Compensation Insurance for March 10, 2022 to June 30, 2023

D. Public Works (Bobby Elliott, Director)

1. EPD Mandated Long Term Water Quality Monitoring

E. Finance (Jennifer Hallman, Finance Director)

1. Write Off Customer Receivables
2. Authorize the eligible use and transfer of American Rescue Plan Act (ARPA) funds to assist with upgrading the North Plant
3. FY2022 Budget Amendments - #146 - 168

F. City Manager (Tom Barber)

1. Approval of Special Event Permit Application and Sale of Alcohol
2. Final Adoption of the Villa Rica Livable Centers Initiative Study (Chris Montesinos, Special Projects Director)

G. Public Comment (We ask that you sign in for Public Comment before the meeting begins. Please state your Name and Address for the record and limit your comments to three minutes.)

H. Consent Agenda Review

Adjournment



CITY OF VILLA RICA

City Council Packet

SUBJECT: VA-01-22 – Parcel #: V02 0070012 –Hwy 61/101 at Leggett Drive

CITY COUNCIL AGENDA DATE: March 8th, 2022

DATE: February 24, 2022

PREPARED BY: Ronald Johnson, Planning and Zoning Specialist

PUBLIC HEARING REQUIRED: Yes

PURPOSE: Rockhaven Homes, LLC of Brookhaven, GA has requested a variance from Section 9.03(2)(c), which requires garage doors to be oriented towards the rear of the unit and/or a rear alleyway.

BACKGROUND: The applicant filed an application for a rezoning from Commercial Medium-Density (C2) to Single-Family Attached (SFA), which was granted on May 11, 2021. A copy of the conditions is listed below:

- Section 4.06/Table 4.4 – A minimum front yard setback of 35' is required from Leggett Drive and 25' from interior streets. A deviation to a 20' front yard setback has been permitted.
- Section 9.03(2)(e) – Individual buildings shall be located to avoid more than two (2) buildings with parallel orientations to a public street, unless offset by more than twenty (20) feet. Vary the orientation to lessen the massing. The maximum length of a multi-family building shall not exceed one-hundred ninety-two (192) feet. No more than eight (8) townhome units shall be attached in a single row. A reduction of the required 20' offset to a 5' offset has been permitted.

The applicant proposes to construct 210 “for sale” townhomes on the parcel, with a density of 9.62 du/acre. Three amenities and two entrances will be required.

STAFF RECOMMENDATION: Staff recommends APPROVAL

Reasons: The property in question has a considerable amount of topographic and site orientation concerns that has prompted this action from the applicant. Staff could not identify pockets/portions of conformity and acknowledges the request is not self-imposed given the rear retaining walls proposed for most interior lots.

PLANNING COMMISSION RECOMMENDATION: N/A

MOTION:

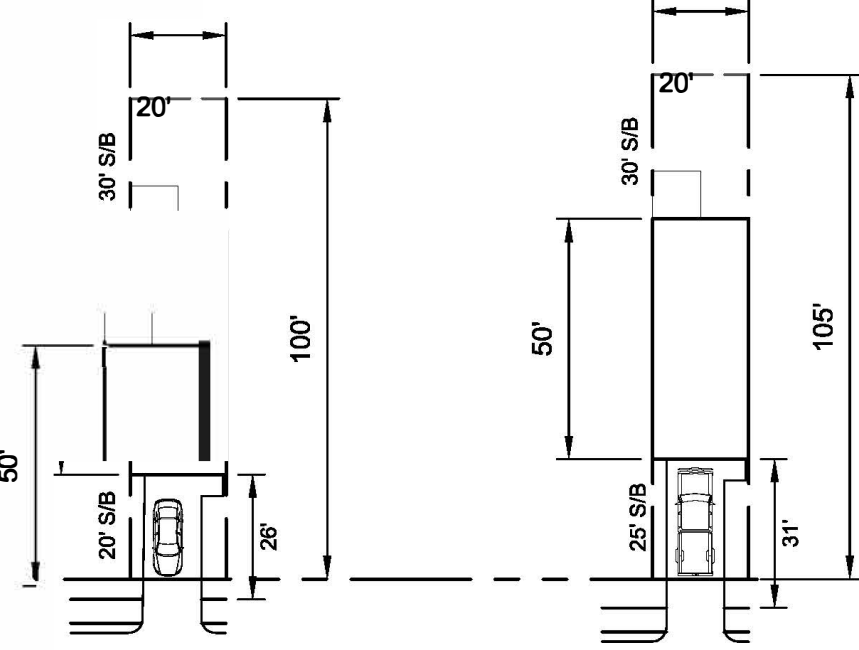
I move to approval the variance request from Starlight Homes, LLC of Villa Rica, GA from Section 9.03(2)(c).

LAND USE SUMMARY

TOTAL SITE AREA: 21.75 AC
PROPOSED ZONING: SFA-SINGLE FAMILY ATTACHED
TOTAL UNITS: 210
GROSS DENSITY: 9.6 du/ac
NET ACREAGE: 18.32 AC
NET DENSITY: 11.4 du/ac
COMMON SPACE AREA: 7.46 AC (34.3% of TOTAL AREA)

SFA DEVELOPMENT STANDARDS

TYPICAL LOT SIZE: 24'x100'
TYPICAL UNIT SIZE: 24'x50' w/2-CAR GARAGE
FRONT S/B: 20' & 25'
REAR S/B: 30'
SIDE S/B: 10', 20' BETWEEN BUILDINGS
FACADE OFFSETS: 5' EVERY OTHER BUILDING



TYPICAL TOWNHOUSE LAYOUT

1" = 40'

LEGGETT ROAD

6' CHAIN-LINK FENCE

4' WOVEN-WIRE FENCE

DETENTION

GREAT LAWN

PAVILION

DOG PARK

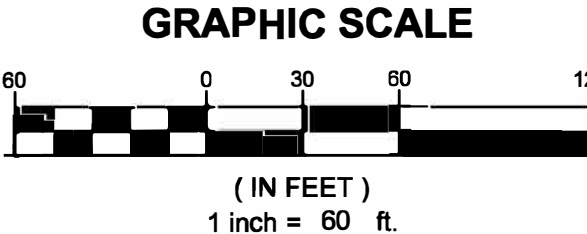
BUS STOP SHELTER

COMMON PARK

20' BUFFER

THE LAYOUT IS CONCEPTUAL IN NATURE AND IS BASED ON GIS INFORMATION.
FUTURE STUDIES INCLUDING SURVEYS, FLOOD PLAIN , AND ENVIRONMENTAL
ASSESSMENTS WILL BE REQUIRED TO DESIGN THE PROJECT.

PRELIMINARY (NOT FOR CONSTRUCTION)



CIVIL
ENGINEERING
CONSTRUCTION
MANAGEMENT

LAND
SURVEYING
LANDSCAPE
ARCHITECT

LAND
PLANNING

FALCON DESIGN
CONSULTANTS

STOCKBRIDGE OFFICE
251 COMB CTR. DR. STE 200
STOCKBRIDGE, GEORGIA 30261
PH (770) 939-5566 - Fax (770) 939-5566

NEWMAN OFFICE
40 GREENWAY CT., STE. A
NEWMAN, GEORGIA 30265
PH (770) 755-9778

CLAMMING OFFICE
550 PEARCE FERRY RD. STE. C
CLAMMING, GEORGIA 30309
PH (404) 867-7100

www.fdc-llc.com

CONCEPT PLAN
FOR
VILLA RICA TOWNHOMES

LOCATED IN:
LAND LOTS 2, DISTRICTS 2
VILLA RICA, GEORGIA

DATE	REVISIONS
1	
2	
3	
4	
5	
6	
7	
8	

Know what's below.
Call us today.
UTILITIES PROTECTION CENTER
(800) 882-4111 THROUGHOUT GEORGIA
OR (706) 521-1111

DATE: 6/17/21
SCALE: 1" = 60'
PROJ NUMBER: 136.014
DRAWN BY: MT
REVIEWED BY: JDL
REVISED BY:

THIS DOCUMENT IS NOT VALID UNLESS IT BEARS THE
ORIGINAL SIGNATURE OF THE REGISTRANT
ACROSS THE REGISTRANT'S SEAL.

SHEET NUMBER
1.0

PURCHASE AND SALE AGREEMENT

1. Purchase and Sale. The undersigned Purchaser agrees to buy, and the undersigned Seller agrees to sell all that tract or parcel of land, with such improvements as are located thereon, described as follows: All that tract of land containing 21.75 acres more or less located at Industrial Pkwy, City of Villa Rica in Carroll County, Georgia together with all rights, privileges, easements, appurtenances and together with all structures, improvements, topsoil, trees, timber and minerals located thereunder or thereon, the "Property"). The full legal description of said Property is as described in Exhibit "A" Legal Description attached hereto and made a part hereof.

2. Purchase Price. Purchaser shall pay Purchase Price to Seller via wire transfer of immediately available funds. The Purchase Price of said Property shall be One Million Nine Hundred Fifty-Seven Thousand Five Hundred and NO/100 Dollars (\$1,957,500.00), which Purchaser agrees to pay on the Closing Date.

3. Earnest Money. Within five business days from the Final Execution Date of this agreement the Purchaser shall deliver a check made payable to **Mahaffey Pickens Tucker LLP**, ("Escrow Agent"), for the sum of \$15,000.00 ("Earnest Money") and the Earnest Money shall be applied as a credit to the Purchaser against the Purchase Price at time of closing. Within five (5) business days after the expiration of the Zoning Contingency Period (as defined in Section 13 below), Purchaser shall deliver an additional Earnest Money ("Additional Earnest Money") in the amount of \$15,000 to the escrow agent and shall be applied as a credit to the Purchaser against the Purchase Price at the time of closing. The Additional Earnest Money shall be treated as "Earnest Money" for the purposes of this Agreement.

4. Closing and Possession. The sale shall be consummated at the office of Mahaffey Pickens Tucker LLP on that date which is 30 days after the expiration of the Development Permit Contingency Period (the "Closing Date"). Possession of property shall be granted by Seller to Purchaser at closing. Purchaser shall be entitled to close prior to the Closing Date upon 5 business days' notice to Seller. Closing may be via a "mail away" closing rather than in person.

5. Conveyance of Title. Seller warrants that he presently has title to said Property. At the time of closing, Seller agrees to convey good and marketable title to said Property by limited warranty deed, subject to all matters of record as of the Final Execution Date. Purchaser shall have until the date that is 15 days prior to the expiration of the Feasibility Period to examine title and to furnish Seller with a written statement of objections affecting the marketability of said title (the "Title Objections"). The Seller shall have ten (10) days from the date of receipt of such notification from the Purchaser (the "Seller's Cure Period") to cure such Title Objections. If the Seller fails to cure such objections or to correct any defects (correction of defects shall be deemed to include the Seller's obtaining title insurance over said exceptions) prior to the expiration of the Feasibility Period, the Purchaser may elect one of the following as its sole remedy: (i) terminate this Agreement and receive a refund of the Earnest Money in which event the parties shall have no obligations to each other except those that expressly survive termination or (ii) waive the Title Objections. In the event that Purchaser fails make a timely election, Purchaser shall be deemed to have elected to waive the Title Objections.

6. Survey. The Purchaser shall have the right to have the Property surveyed (the "Survey"). The Survey shall indicate to the nearest one thousandth of an acre the total number of acres contained in the property, exclusive of areas contained within any public road right-of-way.

7. Brokers' Commission. Seller hereby agrees to pay to Evergreen Real Estate Services, LLC, the "Broker(s)" a real estate commission in the aggregate of five (5%) percent of the Purchase Price (the "Commission"). The Commission shall be payable in cash at Closing if, and only if, the Closing contemplated by this Agreement actually occurs; and in the event the Closing does not occur, the Brokers shall not be entitled to receive the Commission.

8. Feasibility Period. The Purchaser or it's representatives shall have sixty (60) days from the date of Final Execution Date the right to enter upon the Property for the purpose of to make any investigations, soil tests and studies the Purchaser deems appropriate (the "Feasibility Period"). Notwithstanding the foregoing or anything else to the contrary in this Agreement, any invasive testing (e.g. Phase II environmental) shall require Seller's prior written consent. If prior to the end of the Feasibility Period, the Purchaser gives notice of termination that the Property is unacceptable this Agreement shall terminate, the parties shall have no further rights hereunder (except as may expressly survive termination) and the Earnest Money shall be returned to the purchaser.

Purchaser shall defend, indemnify, and hold harmless Seller, and Seller's partners, shareholders or members, as applicable, from and against all losses, costs, damages, claims, and liabilities (whether arising out of injury or death to persons or damage to the Property or otherwise) including, but not limited to, costs of remediation, restoration and other similar activities, failure to apply with applicable law, mechanic's and materialmen's liens, and attorneys' fees, arising out of or in connection with Purchaser's due diligence, except to the extent any of the same are caused solely by the gross negligence or willful misconduct of Seller. The provisions of this paragraph shall survive closing and termination of this Agreement.

Purchaser shall immediately repair and restore any damage to the Property caused by Purchaser's due diligence. The provisions of this paragraph shall survive closing and termination of this Agreement.

9. Time is of the Essence. Time is of the essence of this Agreement.

10. Utilities, Moratoria and Conditions. The Purchaser's obligations to close under this Agreement are subject to and conditioned upon no moratoria or condition (other than typical conditions such as the requirement of application and payment of fees) shall have been imposed, threatened or contemplated by any governmental authority having jurisdiction over the Property (a "Governmental Authority") with respect to the issuance of a Development Permit and or building permits or certificates of occupancy affecting the Property. If any such moratoria or condition have been imposed, the Purchaser shall elect one of the following as its sole remedy: (i) waive such conditions and close or (ii) terminate this Agreement and receive the Earnest Money, in which event the parties shall have no obligations to each other except as may expressly survive termination.

11. Successors and Assigns. This Agreement shall inure to the benefit of, and be binding upon, the parties hereto, their heirs, successors, administrators, executors and assigns. The Seller shall, and does hereby expressly consent and agree to the assignment by the Purchaser of the Purchaser's rights as the Purchaser hereunder to any firm, partnership, person or corporation including a corporation to be formed hereafter (an "Assignee"). If such assignment is made, then the sale contemplated by this Agreement shall be consummated in the name of such Assignee, and after any such assignment, Purchaser and such Assignee shall be jointly and severally liable for the performance and discharge of all the obligations and liabilities of Purchaser hereunder.

12. Default of Parties, Liquidated Damages & Consideration. In the event that the Seller fails to perform its obligations of this Agreement and such failure is not cured within ten (10) days after notice from the Purchaser, then Purchaser shall exercise one of the following as its sole remedy: (i) the Purchaser may terminate this Agreement by giving written notice to the Seller and Escrow Agent, whereupon the Earnest Money shall be immediately returned to the Purchaser, and the parties shall have no further rights or obligations hereunder, except for those which expressly survive any such termination, (ii) Purchaser may file suit for specific performance, provided that Purchaser shall file such lawsuit within 30 days of Seller's alleged default or waive such a remedy, or (iii) in the event of Seller's default as to a matter within Seller's reasonable control, pursue Seller for damages, provided that Purchaser shall file such lawsuit within 30 days of Seller's alleged default or waive such a remedy.

In the event the Purchaser shall fail to perform its obligations of this Agreement and such failure is not cured within ten (10) days after notice from the Seller (provided that Purchaser's failure to close shall not result in a notice and cure period), then the Seller shall as its sole and exclusive remedy have the right to terminate this Agreement and receive the Earnest Money which amount shall be and constitute valid and full liquidated damages for such breach, it being hereby agreed that the Seller's damages in the event of a default by the Purchaser hereunder are uncertain and difficult to ascertain, and that the Earnest Money and Extension Payments, if any, constitute a reasonable estimation of the amount of liquidated damages for such breach under the circumstances existing at the time this Agreement is entered into and is intended not as a penalty, but as full liquidated damages. Without limiting the foregoing, the Purchaser shall have no other liability in the event the Purchaser defaults or fails to perform hereunder and any and all other legal or equitable rights or remedies, which the Seller may have against the Purchaser as a result of the Purchaser's default being hereby waived. Notwithstanding anything to the contrary contained in this Agreement, if the Earnest Money is to be refunded to the Purchaser other than as a result of a default by the Seller, the Purchaser shall receive a refund of the Earnest Money and Extension Payments, if any, less One Hundred Dollars (\$100.00), which amount shall be paid to the Seller as consideration for the termination rights granted to the Purchaser herein.

This Section 12 shall not apply to Purchaser's indemnification and restoration obligations in Section 8 above.

13. Zoning. The Purchaser's obligations under this Agreement are subject to and conditioned upon the Property being zoned to permit at least 220 single family attached or detached homes (the "Intended Use") (such zoning being the "Required Zoning"). In the event unacceptable rezoning conditions, in the Purchaser's sole discretion, are imposed to achieve the Required Zoning, then Purchaser shall elect one of the following as its sole remedy, such election to be made prior to the expiration of the Zoning Contingency Period (as defined below): (i) terminate this Agreement and receive a return of the Earnest Money, in which event the parties shall have no obligations to each other except as may expressly survive termination or (ii) waive the Required Zoning condition. In the event that Purchaser fails make a timely election, Purchaser shall be deemed to have elected to waive the Required Zoning condition. The Seller agrees to cooperate in good faith with the Purchaser in such endeavors, provided that Seller shall not be required to expend any funds or incur any liability in such cooperation. The Purchaser shall diligently pursue an application for the Required Zoning and shall file an application with the applicable Governmental Authority (as defined below) within thirty (30) days from the end of the Feasibility Period. The Property shall be deemed to have received the Required Zoning for purposes of this Section 13 at such time as all of the following conditions are satisfied: (1) the Property has been duly rezoned to permit the Intended Use without conditions being placed on said rezoning that are unacceptable in the Purchaser's sole discretion and pursuant to the Purchaser's application(s) for rezoning; (2) all periods, if any, provided or permitted by law of the administrative or judicial appeal of such rezoning have expired, and (3) all suits, appeals, if any, challenging such rezoning have been dismissed finally and conclusively in favor of such rezoning. The "Zoning

Contingency Period" is period commencing on the expiration of the Feasibility Period and expiring on the earlier to occur of (i) 150 days after the expiration of the Feasibility Period and (ii) such time as all of the aforesaid conditions have been satisfied.

14. Development Permit. The obligations of the Purchaser to close is subject to and conditioned upon the Purchaser obtaining a development permit that is an official permit or approval required by the applicable Governmental Authority having jurisdiction over the Property before development may be lawfully begun on the Property (the "Development Permit"). The Purchaser shall use good faith efforts to make and file the required development application (the "Development Application") for such Development within thirty (30) days following the expiration of the Zoning Contingency Period. The Seller agrees to cooperate with the Purchaser in good faith in connection with the pursuit of a Development Permit, provided that Seller shall not be required to expend any funds or incur any liability in such cooperation. The Purchaser shall, in accordance with the provisions of this Agreement, use commercially reasonable efforts to pursue the Development Application. The "Development Permit Contingency Period" is period commencing on the expiration of the Zoning Contingency Period and expiring on the earlier to occur of (i) 120 days after the expiration of the Zoning Contingency Period and (ii) the issuance of the Development Permit. If the Purchaser complies with all of the Purchaser's obligations as to the Development Application process as set forth in this Agreement and if nevertheless that Development Permit sought by the Purchaser is not obtained by the expiration of the Development Permit Contingency Period, Purchaser shall elect one of the following as its sole remedy: (i) terminate this Agreement and receive a return of the Earnest Money, in which event the parties shall have no obligations to each other except as may expressly survive termination or (ii) waive the Development Permit condition. In the event that Purchaser fails make a timely election, Purchaser shall be deemed to have elected to waive the Development Permit condition.

15. Final Execution Date. For purposes of this Agreement, the term "Final Execution Date" shall mean the most recent date on which this Agreement is executed by the Seller or Purchaser, as indicated by their signatures on the signature page hereto or initials herein.

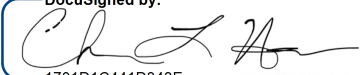
16. As-Is, Where-Is. THE TRANSACTION CONTEMPLATED BY THIS AGREEMENT HAS BEEN NEGOTIATED BETWEEN SELLER AND PURCHASER, THIS AGREEMENT REFLECTS THE MUTUAL AGREEMENT OF SELLER AND PURCHASER, AND PURCHASER HAS CONDUCTED (OR WILL CONDUCT) ITS OWN INDEPENDENT EXAMINATION OF THE PROPERTY. OTHER THAN THE MATTERS EXPRESSLY AGREED IN THIS AGREEMENT, PURCHASER HAS NOT RELIED UPON AND WILL NOT RELY UPON, EITHER DIRECTLY OR INDIRECTLY, ANY REPRESENTATION OR WARRANTY OF SELLER OR ANY OF SELLER'S AGENTS OR REPRESENTATIVES, AND PURCHASER HEREBY ACKNOWLEDGES THAT NO SUCH REPRESENTATIONS HAVE BEEN MADE. EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, SELLER SPECIFICALLY DISCLAIMS, AND NEITHER IT NOR ANY OTHER PERSON IS MAKING, ANY REPRESENTATION, WARRANTY OR ASSURANCE WHATSOEVER TO PURCHASER AND NO WARRANTIES OR REPRESENTATIONS OF ANY KIND OR CHARACTER, EITHER EXPRESS OR IMPLIED, ARE MADE BY SELLER OR RELIED UPON BY PURCHASER WITH RESPECT TO THE STATUS OF TITLE TO OR THE MAINTENANCE, REPAIR, CONDITION, DESIGN OR MARKETABILITY OF THE PROPERTY, OR ANY PORTION THEREOF, INCLUDING BUT NOT LIMITED TO (A) ANY IMPLIED OR EXPRESS WARRANTY OF MERCHANTABILITY, (B) ANY IMPLIED OR EXPRESS WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE, (C) ANY IMPLIED OR EXPRESS WARRANTY OF CONFORMITY TO MODELS OR SAMPLES OF MATERIALS, (D) ANY RIGHTS OF PURCHASER UNDER APPROPRIATE STATUTES TO CLAIM DIMINUTION OF CONSIDERATION, (E) ANY CLAIM BY PURCHASER FOR DAMAGES BECAUSE OF DEFECTS, WHETHER KNOWN OR UNKNOWN, WITH RESPECT TO THE PROPERTY (F) THE FINANCIAL CONDITION OR PROSPECTS OF THE PROPERTY AND (G) THE COMPLIANCE OR LACK THEREOF OF THE PROPERTY WITH GOVERNMENTAL REGULATIONS, IT BEING THE EXPRESS INTENTION OF SELLER AND PURCHASER THAT, EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, THE PROPERTY WILL BE CONVEYED AND TRANSFERRED TO PURCHASER IN ITS PRESENT CONDITION AND STATE OF REPAIR, "AS IS" AND "WHERE IS", WITH ALL FAULTS.

17. Closing Costs and Prorations. At closing, Seller shall pay its attorneys' fees and the transfer tax on the limited warranty deed. Purchaser shall pay all other closing costs. At closing, all income and expense of the Property shall be prorated as of the Closing Date, with Purchaser being the deemed owner of the Property on the Closing Date.

18. Entire Agreement; Amendments. This Agreement embodies the entire agreement and understanding of the parties hereto as to the subject matter contained herein. There are no restrictions, promises, representations, warranties, covenants, or undertakings other than those expressly set forth herein. This Agreement supersedes all prior agreements and understandings among the parties with respect to the subject matter hereof. This Agreement shall be amended only in a writing executed by Seller and Purchaser.

19. Attorneys' Fees. In the event it becomes necessary for either party hereto to file suit to enforce this Agreement or any provision contained herein, the party prevailing in such suit shall be entitled to recover, in addition to all other remedies or damages, as provided herein, reasonable attorneys' fees actually incurred at such attorney's standard hourly rates in such suit and any appeals.

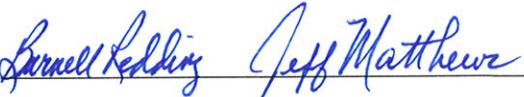
20. Counterparts. This Agreement may be executed in multiple counterparts that, when taken together, shall constitute a single document. Counterparts may be exchanged electronically, and such electronic versions shall constitute originals for all purposes.

DocuSigned by:
PURCHASER: 
1701D4C441D343E...

Print Name: Rockhaven Homes, LLC

Date: 9/18/2020

Address: 4062 Peachtree Rd NE
Suite A#277
Brookhaven GA 30319

SELLER: 

Print Name: Burnell Redding & Jeff Matthews

Date: 9/18/2020

Address: 2381 Lee Place
Villa Rica, GA 30180

and 215 West Bankhead Highway, Suite A
Villa Rica, Georgia 30180

With a copy to:

Jimmy C. Luke, II
Martin Bagwell Luke, P.C.
400 Northridge Road, Suite 1225
Atlanta, Georgia 30350

All notices, demands, requests and other communications under this Agreement shall be in writing and shall be deemed properly served if delivered by hand to the party to whose attention it is directed or if sent by fax machine, electronic mail (email), standard mail or registered or certified mail, overnight mail service or return receipt requested postage prepaid as addressed above. The refusal to accept delivery of any notice or the absence of anyone at a notice address to accept delivery shall not prevent any notice from being effectively given.

Binding date 9/18/10

Exhibit A



DS
[Signature]



APPLICATION FOR SPECIAL EXCEPTION

Please complete the blanks with the requested information. If any of the information or required materials is missing or incomplete, the application will not be processed. Also, please note the required information requested on the back of this page.

Date of Application: 1-28-22

APPLICANT

Applicant Name: Rockhaven Homes, LLC

Address: 4062 Peachtree RD NE A#277 **City:** Brookhaven **State:** GA **Zip:** 30319

Phone: (770) 519 - 1668 **Fax:** () - **Email:** bhughes@rockhavenga.com

Agent Name: Joe Fowler Hartley Rowe & Fowler, P.C.

Address: 12301 Veterans Memorial Hwy **City:** Douglasville **State:** GA **Zip:** 30134

Phone: (770) 920 - 2000 **Fax:** () - **Email:** JFowler@hrflegal.com

Owner Name (If different from applicant): Jeff Matthews & Burnell Redding

Address: 215 West Bankhead Hwy **City:** Villa Rica **State:** GA **Zip:** 30180

Phone: (770) 231 - 8572 **Fax:** () - **Email:**

(Note: A notarized statement signed by the property owner(s) authorizing the applicant to make this request shall be attached to the application.)

SPECIAL EXCEPTION

TYPE OF EXCEPTION (Select One): Conditional Use Permit x Development Standards Variance

Name: Pembridge Place

Special Exception Location (attach location map): Leggett Dr & Industrial Blvd

Proposed Use: Townhome development

Square Footage of Site: 21.74 Acres 946,994.40 SF

Assessor's Parcel Number: V02 0070012

Describe Proposed Special Exception: Variance from rear loaded to front facing garage for townhomes due to the topography of the property rear loaded townhomes are not feasible. The variance will be consistent with the rezoning and variances approved previously by staff and council for front facing garages as shown on the site plan attached hereto as exhibit.

(For Office Use Only)

Total Amount Paid \$ Cash Check # Received by:

Application checked by: Date: Map Number(s):

Planning Commission: Approved Denied Date: Conditions: No Yes How many:

City Council Decision: Approved Denied Date: Conditions: No Yes How many:

Manager's Signature: Date:



APPLICATION FOR SPECIAL EXCEPTION

The procedure for approval of a Special Exception is set forth in Section 11.09 of the Villa Rica Zoning Ordinance. Generally, the process involves review by the Community Development Director and final review and decision by the City Council.

I, Rockhaven Homes, LLC, hereby state that all of the above statements and statements contained in the documents submitted with this application are true.


Signature of Applicant

2-1-22
Date

Required Materials to Accompany the Application:

The Community Development Director may waive informational requirements upon finding that the information is not required to determine compliance with Zoning Ordinance requirements.

- 1) Copy of deed, lease, option agreement or other evidence of ownership or applicant's interest in the property. If the applicant is not the owner, attach a notarized statement signed by the owner authorizing the applicant to request the amendment.
- 2) A site development plan prepared in conformance with all application requirements;
- 3) *A written statement describing the following:*
 - a) The proposed use;
 - b) The effect the proposed development may have on surrounding properties and a statement of the facts indicating that the proposed change will not be detrimental to the general public interest and the purposes of this Code;
 - c) Whether such change is consistent with the intent and the purpose of this Code and the goals and policies of the Comprehensive Plan;
 - d) The areas that are most likely to be directly affected by such change and the likely effects;
 - e) Whether the proposed amendment is made necessary because of changed or changing social values, new planning concepts, or other social or economic conditions in the areas and zoning districts affected.
- 4) Any other exhibits as may be required by the Community Development Manager.



**APPLICATION FOR
SPECIAL EXCEPTION**

Disclosure of Campaign Contributions

In accordance with the Conflict of Interest in Zoning Act, O.C.G.A., Chapter 36-67A, the following questions must be answered:

Has the applicant made, within two (2) years immediately preceding the filing of this application for rezoning, campaign contributions aggregating \$250 or more or made gifts having in the aggregate a value of \$250 or more to a member of the City Council who will consider the application?

Yes _____ No X

If **Yes**, the applicant and the attorney representing the applicant must file a disclosure report with the City within ten (10) days after this application is first filed. Please supply the following information that will be considered as the required disclosure:

Council/Planning Commission Member Name	Dollar amount of Campaign Contribution	Description of Gift \$250 or greater given to Board Member
--	---	---

We certify that the foregoing information is true and correct, this 1 day of February, 2022.

Brad Hughes - Rockhaven Homes, LLC
Applicant's Name – Printed

[Signature]
Signature of Applicant

Applicant's Attorney, if applicable – Printed

Signature of Applicant's Attorney, if applicable

Sworn to and subscribed before me this 1 day of February, 2022.

M Homewood
NOTARY PUBLIC
GWINNETT COUNTY, GEORGIA
My Commission Expires
04/04/2023

[Signature]

M Homewood
NOTARY PUBLIC
GWINNETT COUNTY, GEORGIA
My Commission Expires
04/04/2023

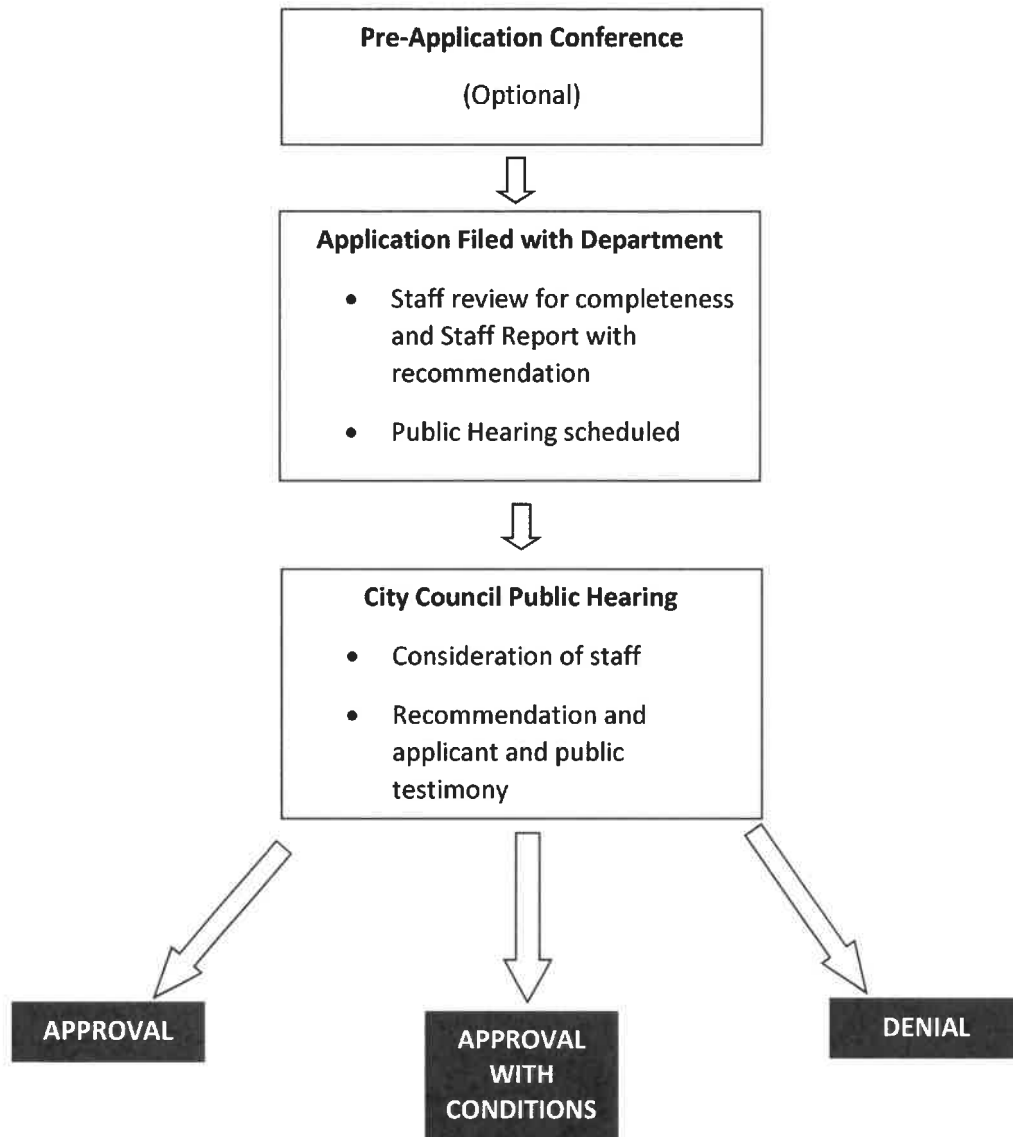
Notary Public

1. Applicant means any individual or business entity (corporation, partnership, limited partnership, firm enterprise, franchise, association, or trust) applying for rezoning or other action.



APPLICATION FOR SPECIAL EXCEPTION

PROCESS





February 24, 2022

Alisa Doyal, City Clerk
City of Villa Rica
571 W. Bankhead Highway
Villa Rica, GA 30180

Re: Planning Report
Rockhaven Homes, LLC
VA 01-22
Hwy 61 and 101 (Industrial Blvd) at Leggett Drive
Land Lot 162, District 6th
Parcel # V02 0070012
Acreage: 21.74
Ward: 5
City Council Member: Danny Carter
Planning Board Member: Mac Pilgrim
City of Villa Rica, Carroll County, Georgia

Dear Mrs. Doyal:

Rockhaven Homes, LLC (the Applicant) seeks a variance from Section 9.03(2)(c) of the Villa Rica Zoning Ordinance, which requires garages to be oriented away from streets or city roads. The applicant is proposing to orient garages towards the street. The property fronts onto Georgia State Highway 101/61 and Leggett Drive. The variance is outlined in Section D.

The following documents, which were submitted in support of the application, have been reviewed:

1. Application for a Variance, dated February 1, 2022 (4 pages);
2. Applicant Summary Description of Project, prepared by Joseph H. Fowler, dated December 10th, 2021 (2 pages);
3. Purchase and Sale Agreement, dated September 18th, 2020, signed by Jeff R. Matthews and Burnell Redding;
4. Site Plan, dated June 17, 2021, prepared by Falcon Design Consultants (1 page).



A. Existing Conditions

The subject property is located west of Industrial Boulevard and south of Leggett Drive. The parcel has frontage along both roadways (1,047' of frontage along Industrial Boulevard and 955' of frontage along Leggett Drive). The property is relatively flat with a stream that cuts through the southeast corner of the lot and continues parallel to Industrial Boulevard within the right-of-way (and outside of the property boundary).

The parcel is currently zoned Commercial Medium-Density (C-2) and features undeveloped land. The parcel does not border a city boundary/unincorporated area. The parcel is directly adjacent to the Industrial Medium-Density (I-2) zone to the west and north (across Leggett Drive). Two I-2 zoned parcels to the north of the parcel are undeveloped. The parcel is also adjacent to existing residential uses to the east and west. The western residential uses are single-family homes and are zoned I-2, whereas the residential structures to the east across Industrial Boulevard are zoned Multifamily Low-Density (MF1) and inclusive of Arbor Bend Apartments, Hampton Court Apartments and Hampton Court Apartments II. The southern border of the property is adjacent to Carroll County Fire Rescue Station 9 and raw undeveloped land, both zoned C-2.

Surrounding Properties:

TABLE 1 – SURROUNDING LAND USES		
	Current Zoning	Land Use Character Area
North	Industrial Medium-Density (I-2)	Industrial Conservation/Open Space
East	Multifamily Low-Density (MF1)	Urban Village Conservation/Open Space
South	Commercial Medium-Density (C-2)	Industrial Conservation/Open Space
West	Industrial Medium-Density (I-2)	Industrial



Industrial Blvd at Leggett Drive

VA-01-22

February 24, 2022

Page 3 of 10



Figure 1: Carroll County GIS image of the site, with the property boundaries approximated.



B. Site History

The parcel is vacant and has been vacant throughout its existence. The Unified Development Code (UDC) zoned the property as General Commercial (GC). The Community Development Office does not have record of any previous applications being filed for this property. In November of 2020, the City Council rezoned the property to Commercial Medium-Density (C2), which was a lateral change from the previous GC zone, at the request of the property owner. The city initially proposed to rezone the property Industrial Medium-Density (I2), however the property owner submitted documents to establish a vested right in the commercial zoning designation upon objection. The applicant filed an application for a rezoning from C2 to Single-Family Attached (SFA) in March 2021, which was approved with conditions in May 2021. A copy of the conditions are listed below:

- Section 4.06/Table 4.4 – A minimum front yard setback of 35' is required from Leggett Drive and 25' from interior streets. **A deviation to a 20' front yard setback has been permitted.**
- Section 9.03(2)(e) – Individual buildings shall be located to avoid more than two (2) buildings with parallel orientations to a public street, unless offset by more than twenty (20) feet. Vary the orientation to lessen the massing. The maximum length of a multi-family building shall not exceed one-hundred ninety-two (192) feet. No more than eight (8) townhome units shall be attached in a single row. **A reduction of the required 20' offset to a 5' offset has been permitted.**

C. Proposed Development

The applicant is proposing to construct a 210-unit townhome development. A variance has been requested from Section 9.03(2)(c), which states the following:

“Building Orientation. Multi-family building(s) shall be oriented to the street or city road, a common open space, or clustered to form neighborhoods. Multifamily buildings shall not be oriented to parking lots. Accessory buildings, including residential garages, storage buildings, etc., shall be located behind the primary building. No primary or accessory building shall have service doors, garage doors, loading doors, or similar service entrances opening toward or oriented to the street or city road.”

The applicant has indicated that the building orientation dictates the overall site layout, and the submitted concept plan showed front-facing garage doors. In order to have rear, alley loaded garage door openings, the entire site layout would need to change, and the number of units may be impacted. The applicant has also indicated that because of topographic, orientation or other site conditions, the requirements of the section should be varied because of the site conditions of the parcel.

Flood Plain

A portion of the subject property is located within a flood zone. A north-south traveling stream on the southeastern section of the lot is centered on the flood zone and is considered a Special Flood



Hazard Areas as designated by FEMA. This area is also considered in “Flood Zone A”, which is a flood area without base flood elevation levels determined. Figure 2, below, indicates the flood zone map:

National Flood Hazard Layer FIRMette



This map complies with FEMA's standards for the use of digital flood maps if it is the version described below. The basemap shown complies with FEMA's basemap accuracy standards.

The flood hazard information is derived directly from the authoritative NFHL web services provided by FEMA. This map was updated on 2/24/2022 at 2:55 PM and does not reflect changes or amendments subsequent to this date and time. The NFHL and effective information may change or become superseded by new data over time.

This map image is valid if the site or name of the following map elements do not appear: basemap imagery, flood zone labels, legend, scale bar, map creation date, community identifiers, FIRM panel number, and FIRM effective date. Map images for unmapped and unincorporated areas cannot be used for regulatory purposes.

Figure 2: FEMA Flood Map



D. Variances

The developer has requested variance relief from the zoning ordinance as outlined below. The applicant's stated reasons for not complying with the required front yard setback is due to topographic and site orientation related issues.

The Applicant has requested variance relief for the following:

1. Section 9.03(2)(c) – *“Building Orientation. Multi-family building(s) shall be oriented to the street or city road, a common open space, or clustered to form neighborhoods. Multifamily buildings shall not be oriented to parking lots. Accessory buildings, including residential garages, storage buildings, etc., shall be located behind the primary building. No primary or accessory building shall have service doors, garage doors, loading doors, or similar service entrances opening toward or oriented to the street or city road.”*

The applicant proposes garage doors to orient from the front of the buildings towards the roadway.

Proofs for Variances

In review of the variance requested for the development, the “benefits vs. detriments” of such an approval was reviewed in addition to the purposes of the Comprehensive Plan. The purposes of the request were made clear by the applicant in their application and, according to the applicant, stems from topographic conditions. Staff could not identify any benefits from an approval of the requested variance, other than the ability to supply more housing on the parcel. A potential detriment would be a more car-oriented community, and a community that is not as pedestrian friendly as what is promoted by this section.

The Future Land Use Plan prescribes “Industrial Activity Center” and “Conservation/Open Space” as future land uses for the parcels. The intent of the Industrial Activity Center is as follows:

“The Industrial Activity Centers are characterized by large building footprints and lots usually in excess of five (5) acres, where truck access is of primary concern. The Activity Centers may include landscaped roadways and uniform signage to create a cohesive industrial setting. Preservation and expansion of existing industrial development should respect adjacent land uses and existing development patterns (including building placement, lighting, site features, streetscape, etc.). When feasible, campus-style industrial developments are encouraged, with an emphasis on high quality construction and design and inter-connectivity.”

The existing development pattern in the area is consistent with the Comprehensive Plan from a density and site development standpoint. The nature of the variance appears to not impact the Comprehensive Plan.



Variance Decision Criteria

In taking action on all variance requests, the Council shall use the following decision criteria, consistent with the requirements of the Georgia Code.

a) Development Standards Variance. The Council may grant a variance from the development standards of this ordinance (such as height, bulk, area) if, after a public hearing, it makes a determination in writing (consistent with O.C.G.A. 36-66-1), that:

i) General Welfare. The approval will not be injurious to the public health, safety, morals, and general welfare of the community;

The approval of the variances would not be injurious to the public health, safety, morals, and general welfare of the community

ii) Adjacent Property. The use and value of the area adjacent to the property included in the variance will not be affected in a substantially adverse manner; and

The value of the surrounding properties is not expected to decline or be otherwise reduced in value by permitting the variances.

i) Practical Difficulty. The strict application of the terms of this ordinance will result in a practical difficulty in the use of the property. This situation shall not be self-imposed, nor be based on a perceived reduction of, or restriction on, economic gain.

The application of the required orientation of garage doors will result in a practical difficulty in supplying the number of units proposed on site, but is not considered by staff to be zoned into “inutility”. The applicant has specified that the requirement would cause a practical difficulty since certain topographic and lot dimensional issues are inherent with developing this parcel. Topographic conditions are not considered “self-imposed”.

E. Comments

No Staff Comments.

Recommendation:

Staff recommendation:

Variances: APPROVAL

Reasons: The property in question has a considerable amount of topographic and site orientation concerns that has prompted this action from the applicant. Staff could not identify pockets/portions of conformity and acknowledges the request is not self-imposed given the rear retaining walls proposed for most interior lots.



Industrial Blvd at Leggett Drive

VA-01-22

February 24, 2022

Page 8 of 10

Public Notifications:

As required by *Section 11.05* in the Code of the City of Villa Rica, the public has been notified in *Times-Georgian* and the *Douglas County Sentinel* on February 22nd, 2022; a sign has been posted on the subject properties; and all abutting property owners have received notification via regular and certified mail.

Public Response:

In response to the public notifications, no residents have contacted the city objecting to the proposed variances.

Should you have any questions concerning the above comments please do not hesitate to contact my office. We reserve the right to make additional comments based upon further review or submission of revised plans or new information.

Very truly yours,

Ronald Johnson

Planning & Zoning Specialist

cc: Tom Barber, City Manager (via email)

Tracy Jarvis, Community Development Director/City Engineer (via email)



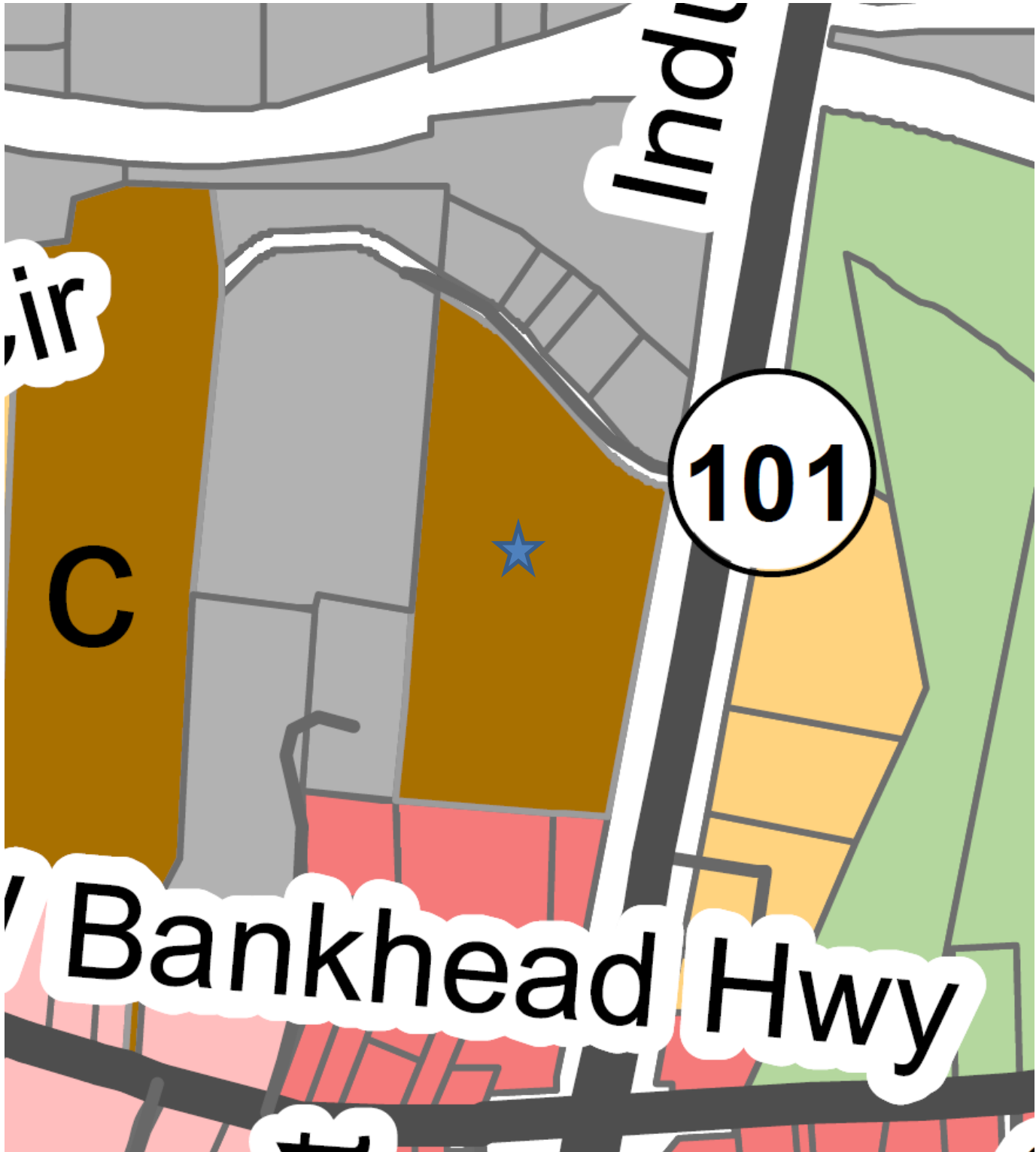
Industrial Blvd at Leggett Drive

VA-01-22

February 24, 2022

Page 9 of 10

Villa Rica Zoning Map:





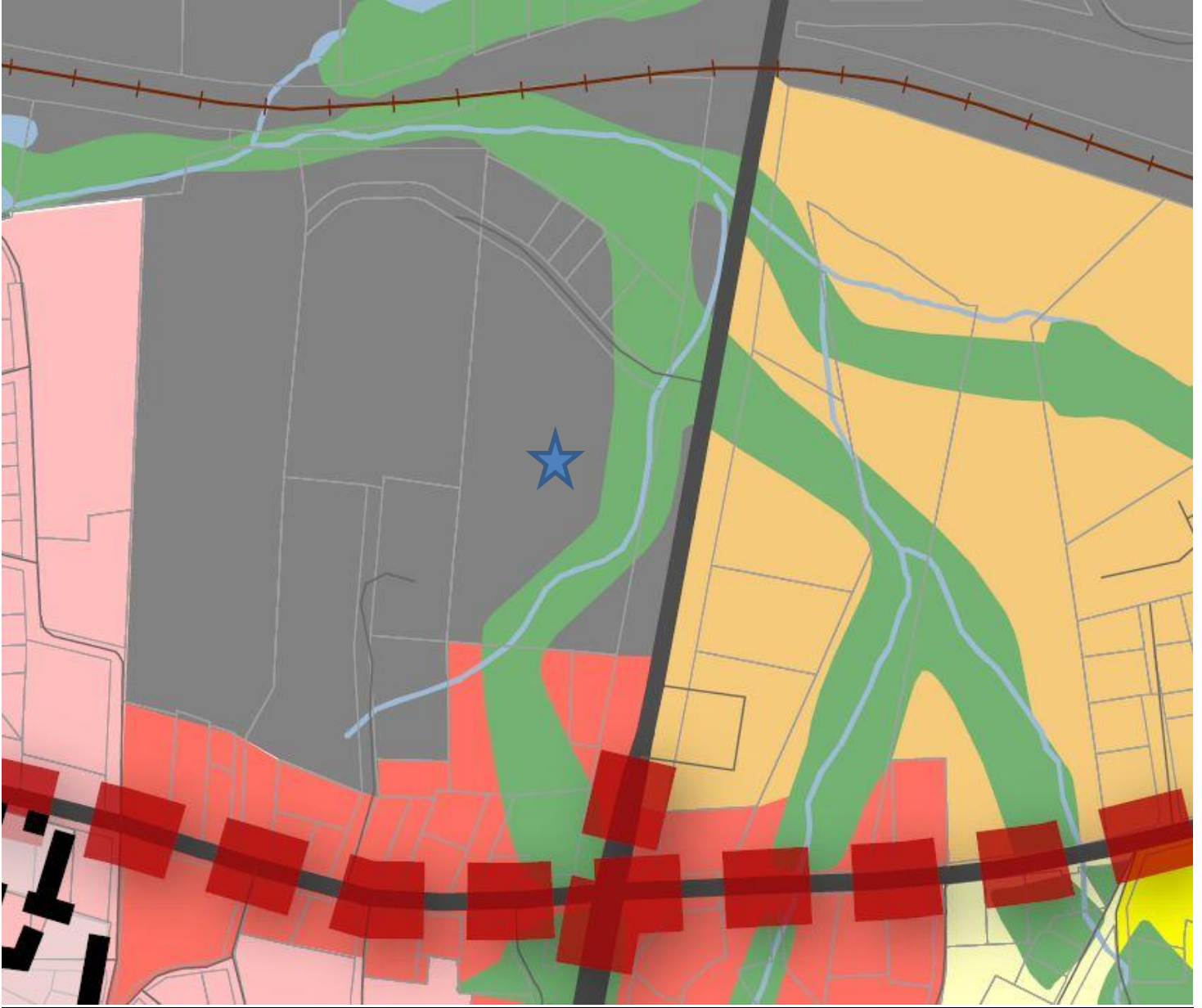
Industrial Blvd at Leggett Drive

VA-01-22

February 24, 2022

Page 10 of 10

Villa Rica Future Land Use Map:



GIL MCDOUGAL, MAYOR
CITY COUNCIL:
DANNY CARTER, MAYOR PRO
TEM
SHIRLEY MARCHMAN
LESLIE MCPHERSON
MATTHEW MONTAHAN

City of Villa Rica



CITY MANAGER: TOM BARBER
CITY CLERK: ALISA DOYAL
CITY ATTORNEY: C. DAVID MECKLIN

571 W BANKHEAD HWY
VILLA RICA, GA. 30180
770.459.7000 | VILLARICA.ORG

THE CITY OF VILLA RICA
LETTER OF DECISION
Case No.: RA-01-21 & VA-03-21

August 17, 2021

Brad Hughes
Rockhaven Homes, LLC
c/o Joseph H. Fowler, Esq.
PO Box 489
Douglasville, GA 30135

Dear Mr. Hughes,

On May 11, 2021, the Mayor and Council of the City of Villa Rica approved a rezoning of Parcel Number V02 0070012 from Commercial Medium-Density (C2) to Single--Family Attached (SFA) in order for a 210-unit townhouse development to be constructed on the property as a part of application RA-01-21/VA-03-21, in Land Lot 162 of the 6th District in Carroll County. There were no conditions as a part of the approval.

This letter is to confirm that the following variances have also been granted by the City of Villa Rica City Council on August 10, 2021:

1. Section 4.06/Table 4.4 – A minimum front yard setback of 35' is required from Leggett Drive and 25' from interior streets. **A deviation to a 20' front yard setback has been permitted.**
2. Section 9.03(2)(e) – Individual buildings shall be located to avoid more than two (2) buildings with parallel orientations to a public street, unless offset by more than twenty (20) feet. Vary the orientation to lessen the massing. The maximum length of a multi-family building shall not exceed one-hundred ninety-two (192) feet. No more than eight (8) townhome units shall be attached in a single row. **A reduction of the required 20' offset to a 5' offset has been permitted.**

You have now completed the Planning and Zoning process for your project and can move forward with working with Bobby Elliott, P.E., Community Development Director to receive preliminary plat approvals.

Sincerely,

Ronald Johnson
Planning & Zoning Specialist

HARTLEY, ROWE & FOWLER, P.C.

ATTORNEYS AT LAW

JOSEPH H. FOWLER

DIRECT DIAL: 770/920-2001
EMAIL: JFOWLER@HRFLEGAL.COM

12301 VETERANS MEMORIAL HIGHWAY
POST OFFICE BOX 489
DOUGLASVILLE, GEORGIA 30133-0489

TELEPHONE: 770/920-2000
FAX: 770/920-9119

February 28, 2022

VIA EMAIL ONLY
rjohnson@villarica.org

Mr. Ronald Johnson
Planning and Zoning Specialist
City of Villa Rica
571 West Bankhead Highway
Villa Rica, GA 30180

RE: *Application of Rockhaven Homes, LLC regarding justification
for variance requests*

Dear Ron:

Mr. Brad Hughes has asked that I write to provide the justification for the variance from Section 9.03(2)(c) regarding rear-facing garages and their orientation away from City streets.

As you will recall, the site has topographic challenges (with the eastward-facing slope, that resulted in other variance having been approved already). The site plan that was approved as a part of the rezoning, of course, showed all of the garages as front facing.

Please look this over and give us your thoughts.

Respectfully,

HARTLEY, ROWE & FOWLER, P.C.

Joseph H. Fowler

Joseph H. Fowler

JHF/rs
cc: Mr. Brad Hughes



CITY OF VILLA RICA

City Council Packet

SUBJECT: Amendment to text of Section 2.02 of the Villa Rica City Zoning Ordinance

CITY COUNCIL AGENDA DATE: March 8, 2022

DATE : February 25, 2022

PREPARED BY: David Mecklin, City Attorney

PUBLIC HEARING REQUIRED: Yes

PURPOSE: To amend Section 2.02 of the Villa Rica Zoning Ordinance to better establish the terms for members of the Planning & Zoning Commission.

BACKGROUND: Over the past few years there has been some uncertainty with regard to the terms of the members of the Villa Rica Planning & Zoning Commission. Additionally, there was some question with regard to the manner of appointment for membership on the Planning & Zoning Commission.

This proposed Ordinance change is intended to give some certainty as to the terms for current members serving on the Planning & Zoning Commission as well as to make certain terms for the future. Additionally, it makes clear that a member of the City Council has the initial opportunity to nominate a person from his/her Ward for membership on the Planning & Zoning Commission, but that the full Council has an opportunity to approve or reject that nomination.

STAFF RECOMMENDATION: Staff recommends approval of the proposed Ordinance change.

PLANNING COMMISSION RECOMMENDATION: The Planning & Zoning Commission considered the proposed Ordinance change at its meeting on February 15. At the Planning Commission meeting, Planning & Zoning Commission members suggested that language be added to the proposed Ordinance which will allow Planning & Zoning Commission members to continue in their seat after their term has expired until their successor is appointed. This language has been added to the current draft.

Planning & Zoning members propose to remove the language that would allow anyone other than residents of the City to serve on the Planning & Zoning Commission. The logic was that because Council members have to be elected by the residents, that Planning & Zoning Commission members should also be residents (Staff response to this recommendation is that it is sometimes difficult to find members to serve on the Planning & Zoning Commission and that the City has benefitted from having a broader pool of persons from which to draw to fill the Commission.

There are some business owners in Villa Rica who have a significant investment in the community and may have valuable input into the decisions being made by the Planning & Zoning Commission. When considering nominees to the Planning & Zoning Commission, the City Council has the opportunity to evaluate whether or not a particular nominee is appropriate for the position or not. Further, it is entirely within the discretion of the nominating Council member to determine whether or not they want to limit their nominations to City residents).

MOTION: A) I move to approve the proposed amendment to Section 2.02 of the City of Villa Rica Zoning Ordinance as attached hereto;

- OR -

B) I move to approve the amendment to Section 2.02 of the City of Villa Rica Zoning Ordinance as attached hereto with the amendment that the Planning Commission of the City of Villa Rica should be comprised of five (5) members who reside within the city limits of Villa Rica, Georgia. All other provisions of the amendment shall remain as in the attached proposed Ordinance change.

ORDINANCE OF THE CITY OF VILLA RICA

IT IS HEREBY ORDAINED THAT Section 2.02 of the City of Villa Rica Zoning Ordinance be hereby amended to read as follows:

Section 2.02. Planning & Zoning Commission.

8) MEMBERSHIP.

- a) The Planning & Zoning Commission of the City of Villa Rica shall be comprised of five (5) members who reside in, own property within, or operate and manage businesses within the city limits of Villa Rica, Georgia. The members shall be appointed for two (2) year terms, as shown below and every two (2) years thereafter. If a member is appointed to fill a vacancy during a term, the replacement member shall serve the remaining balance of that term. Each member of the Planning & Zoning Commission shall be denominated as a member for one of the five voting wards within the City. The City Council member representing that particular ward shall nominate candidates to fill the vacancy for that ward when they become available. Once nominated, the full Mayor and Council may approve that nomination or select an alternate candidate to fill the Planning & Zoning Commission position. All members shall continue to serve until their successor has been approved by the City Council.

The current terms for the wards within the City are as follows:

- Ward 1 – 01/01/2020 – 12/31/2022
- Ward 2 – 12/01/2019 – 12/31/2021
- Ward 3 – 01/01/2021 – 12/31/2023
- Ward 4 – 01/01/2021 – 12/31/2023
- Ward 5 – 01/01/2021 – 12/31/2022

Any and all other provisions of the City of Villa Rica Zoning Ordinance shall remain unchanged.

SO ORDAINED this _____ day of _____, 2022.

Gil McDougal, Mayor
City of Villa Rica, Georgia

Attest:

Alisa Doyal, City Clerk



CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Fullerville Soccer Field lighting repair

AGENDA DATE: March 8th, 2022

DATE PREPARED: February 24th, 2022

PREPARED BY: Nie Griffin

AMOUNT: \$12,933.00

GL ACCOUNT #: 100-6110-522240- Admin. M/R Grounds

BUDGETED ITEM? No

PURPOSE: To repair Forty-Five field lights at the Fullerville Soccer fields.

BACKGROUND: Currently, the soccer fields have Forty-Five lights that are out. West Georgia Lighting and Design has given the City a proposal to fix these lights. These proposals include the contingencies of all possible repairs that may be required of these fixtures. Meaning, we do not know if each lamp has a failed bulb, ballast, or capacitor. The company will adjust the price after the work is performed based on which repair is required. West Georgia Lighting and Design has done service for the City for the past eight years. Their prices for repair and replacement have always stayed competitive for the work quoted and performed. In the past, most of the repairs that the City requests involve less lighting poles or fixtures than what is currently quoted today. Staff would like to see the entirety of the Fullerville complex lights repaired so that we do not have to have a company make multiple trips within the season.

STAFF RECOMMENDATION: Staff recommends engaging West Georgia Lighting, Design, & Service, Inc to repair all field lights that are inoperable at Fullerville Soccer fields.

IMPACT: The City's soccer season has begun and the teams will be playing and practicing at the fields. Due to so many lights being out, the fields have areas where the lighting does not reach and it casts what looks like a shadow on the fields. Replacing these lights will provide adequate lights for everyone occupying the soccer fields.

MOTION: I move to engage West Georgia Lighting and Design to repair Forty-Five lights that are out at Fullerville Soccer fields in the amount not to exceed \$12,933.00.

WEST GEORGIA LIGHTING, DESIGN & SERVICE, INC.
P.O. Box 1026 Villa Rica, Georgia 30180
Phone Number 770-459-6266 Fax Number 770-459-2895
Email Address: wqlighting@msn.com

June 15, 2021

City of Villa Rica
ATTN: Tara

RE: Fullerville--Back Field

West Georgia Lighting purposes to furnish material, labor and equipment to complete the above referenced project as outlined below:

Repair/replace all 12 lamps that are out along with all other material to include but not limited to ballast, and capacitors.
All labor, and equipment included.

LumpSumTotal: \$4,136.50

Toby Shadix
Owner

****Please note if material, labor, or equipment Is not needed price will be adjusted.**

WEST GEORGIA LIGHTING, DESIGN & SERVICE, INC.
P.O. Box 1026 Villa Rica, Georgia 30180
Phone Number 770-459-6266 Fax Number 770-459-2895
Email Address: W1lighting@msn.com

June 15, 2021

City of Villa Rica
ATTN: Tara

RE: Fullerville--Field to Right

West Georgia Lighting purposes to furnish material, labor and equipment to complete the above referenced project as outlined below:

Repair/replace all 12 lamps that are out along with all other material to include but not limited to ballast, and capacitors.
All labor, and equipment included.

Lump sum Total: \$4,136.50

Toby Shadix
Owner

****Please note If material, labor, or equipment is not needed price will be adjusted.**

WEST GEORGIA LIGHTING, DESIGN & SERVICE, INC.
P.O. Box 1026 Villa Rica, Georgia 30180
Phone Number 770-459-6266 Fax Number 770-459-2895
Email Address: wqlightins@msn.com

June 15, 2021

City of Villa Rica
ATTN: Tara

RE: Fullerville--3 Small Fields

West Georgia Lighting purposes to furnish material, labor and equipment to complete the above referenced project as outlined below:

Repair/replace all 13 lamps that are out along with all other material to include but not limited to ballast, and capacitors.
All labor, and equipment included.

Lump Sum Total: \$3.653.00

Toby Shadix
Owner

****Please note If material, labor, or equipment is not needed price will be adjusted.**



CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Approve Workers Compensation Renewal
AGENDA DATE: 3-8-2022

DATE PREPARED: 3-3-2022
PREPARED BY: Sarah Andrews

AMOUNT: \$53,379
GL ACCOUNT #: Workers Comp Line Item – All Departments
FUNDING SOURCE: Various Funds, Personnel Expenses
BUDGETED ITEM? Yes

PURPOSE: To approve a short-term workers compensation renewal with Bitco.

BACKGROUND: Our workers compensation plans have run from March 10th to March 10th each year. We asked the broker, Mallory Agency, to see if we could get 15+ month quotes to switch to a 6/30 year-end plan. We thought we had a company that was interested to quote a 15-month plan to get us to June 30, 2023, however, they ended up not giving a quote.

The company we have been using for years, Bitco, was willing to give us a 12-month quote ending on March 10, 2023 and a short-term quote that ends June 30, 2022. The two quotes are comparable, with the short-term quote being only slightly higher (for 3.67 months).

The individual proposed rates are down than the current rates.

Expiring class/rate		Upcoming rate
7380	6.77	6.69
7520	4.00	3.57
7580	4.23	3.71
7720	4.00	3.38
8380	3.85	3.36
8742	.33	.31
8810	.16	.14
9015	5.19	4.39
9063	1.34	1.13
9101	5.73	4.54
9102	5.41	4.30
9402	9.92	8.39
9403	12.76	11.00

STAFF RECOMMENDATION: Approval.

IMPACT: To approve a short-term renewal to get us on a 6/30 renewal date going forward, and will allow the new HR Director to go to bid for a 12-month renewal.

MOTION: I move to approve the workers compensation renewal with Bitco for the period of March 10, 2022 – June 30, 2022, for an amount not to exceed \$53,379.

City of Villa Rica - WC Comparison

Class Code	Description	3/10/2022 to 3/20/2023 Annualized Premium			3/10/2022 to 6/30/2022 Short Term Options		
		Rate	Payroll	Premium	Rate	Payroll	Premium
7380	Drivers	6.69	\$ 52,703.04	\$ 3,526.00	6.69	\$ 16,180.00	\$ 1,082.00
7520	Waterworks	3.57	\$ 910,678.54	\$ 32,511.00	3.57	\$ 279,578.00	\$ 9,981.00
7580	Sewage Disposal Plant	3.71	\$ 476,435.48	\$ 17,676.00	3.71	\$ 146,266.00	\$ 5,426.00
7720	Police Officers	3.38	\$ 2,672,098.08	\$ 90,317.00	3.38	\$ 820,334.00	\$ 27,727.00
8380	Auto Mechanics/Shop	3.36	\$ 154,252.80	\$ 5,183.00	3.36	\$ 47,356.00	\$ 1,591.00
8742	City Administrator	0.31	\$ 446,487.70	\$ 1,384.00	0.31	\$ 137,072.00	\$ 425.00
8810	Clerical Office	0.14	\$ 1,876,426.40	\$ 2,627.00	0.14	\$ 576,063.00	\$ 806.00
9015	Building/Prop Management	4.39	\$ 282,903.92	\$ 12,419.00	4.39	\$ 86,852.00	\$ 3,813.00
9063	YMCA, YWCA, YMHA or YWHA, Institution - All Employees & Clerical	1.13	\$ 57,469.88	\$ 649.00	1.13	\$ 17,643.00	\$ 199.00
9101	School - All Other	4.54	\$ 119,631.62	\$ 5,431.00	4.54	\$ 36,727.00	\$ 1,667.00
9102	Lawn Maintenance	4.3	\$ 277,424.73	\$ 11,929.00	4.3	\$ 85,169.00	\$ 3,662.00
9402	Public Works	8.39	\$ 986,029.87	\$ 82,728.00	8.39	\$ 302,711.00	\$ 25,397.00
9403	Garbage Refuse/Collecting	11	\$ 194,315.68	\$ 21,375.00	11	\$ 59,655.00	\$ 6,562.00
9410	City Employees NOC	4.16	\$ 599,324.86	\$ 24,932.00	4.16	\$ 183,993.00	\$ 7,654.00
	Total Payrolls		\$ 9,106,182.60			\$ 2,795,599.00	
	Manual Premium			\$312,687.00			\$95,992.00
	Increased Limits			\$3,440.00			\$1,056.00
	Deductible (\$2,500 Ded)			(\$10,631.00)			(\$3,264.00)
	Sch Credit			(\$45,091.00)			(\$13,843.00)
	Drug Free Credit			(\$15,406.00)			(\$4,730.00)
	Premium Disc.			(\$21,661.00)			(\$5,833.00)
	Expense Constant			\$140.00			\$43.00
	Terrorism			\$2,732.00			\$839.00
	Exp Mod	0.82		(\$54,989.00)	0.82		(\$16,881.00)
	Total			\$171,221.00			\$53,379.00



CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: EPD Mandated Long Term Water Quality Monitoring

AGENDA DATE: March 8, 2022

DATE PREPARED: 2/17/2022

PREPARED BY: Jameson Green

AMOUNT: \$17,262

GL ACCOUNT #: 560-4320-523850

FUNDING SOURCE: Contract Labor

BUDGETED ITEM? YES

PURPOSE: To meet the requirements of Georgia Water Quality Control Act also called the “Clean Water Act” and to stay compliant with the city’s NPDES Wastewater Discharge Permit for the West Water Pollution Control Plant (WPCP), NPDES Permit Number GA0027162.

BACKGROUND: The City of Villa Rica began implementation of its Watershed Protection Plan in May 2011. Prior to this date, the City had been operating under a Long Term Monitoring Plan put in place in June 2007. Based on the results of the 2001 Carroll County Watershed Assessment, the Long Term Monitoring Plan of 2007 replaced an informal long-term monitoring arrangement carried out between 2002 and 2007 that was designed to preserve the integrity of the 2001 Assessment. This arrangement included the measurement and reporting of typical water quality parameters from field and laboratory work, and transitioned into the 2007 Long Term Monitoring Plan with little or no modification.

As mandated by the State of Georgia Environmental Protection Division, the City must conduct water quality monitoring at the current six (6) study locations approved in the Watershed Protection Plan for 2022. In addition, bacteriological monitoring (fecal coliform and E. coli) will be monitored during two (2) periods (May – October). During each sampling period, a total of four (4) grab samples will be collected on a regular schedule within a 30-day period. A report will be provided that describes the methods used, results, and discussion of results and potential problem areas, and EPD spreadsheets will be completed and submitted for sampling efforts.

STAFF RECOMMENDATION: In order to determine the long-term trends, comparisons of data over time (multiple years/samples) must be made to ensure accuracy and validity. “Like” data must have the same personnel. These factors should be considered when viewing the trend data. This is why it is important to use VHB (Vanasse Hangen Brustlin, Inc.) to continue with the water quality monitoring as mandated by the Georgia Environmental Protection Division. We have used CCR Environmental/VHB (Vanasse Hangen Brustlin, Inc.) for the past 6 years. Our budgeted amount is \$25,000.00, so we are saving \$7,738.00.

IMPACT: To protect resources and maintain and/or improve water quality in local streams and rivers within the City of Villa Rica and to meet the requirements of the West Wastewater Plant NPDES Permit Number GA0027162.

MOTION: I move to approve VHB (Vanasse Hangen Brustlin, Inc.) to conduct the Long Term Water Quality Monitoring as mandated by the Georgia Environmental Protection Division in the amount of \$17,262.00



Phone: 404.214.6745
www.vhb.com

Engineers | Scientists | Planners | Designers

Vanasse Hangen Brustlin, Inc.
1355 Peachtree St, NE
Suite 100
Atlanta, Georgia 30309

Client Authorization

☒ **New Contract** **Date** 2.10.22
☐ **Amendment No.** **Project No.** 81843.22/U150088

Project Name **Long-Term Watershed Monitoring
City of Villa Rica, GA**

To:	Jameson Green City of Villa Rica 571 Bankhead Hwy Villa Rica, GA 30180	Cost Estimate	<u>Amendment</u>	<u>Contract Total</u>
		Watershed Monitoring (Lump Sum)		\$15,180
		Annual Report (Lump Sum)		\$2,082

As Requested By: Chris Crow

☒ Fixed Fee ☐ Time & Expenses
☐ Cost + Fixed Fee ☐ Other

This Agreement is composed of Part I, Part II. Part I includes details of the services to be performed, timing of the services, and compensation. Part II (attached) contains the Terms and Conditions of Agreement, which are proposed general terms of the engagement between City of Villa Rica hereinafter called the "Client," and Vanasse Hangen Brustlin, Inc. (VHB).

SCOPE OF SERVICES

Water Quality Monitoring

Water quality monitoring will be conducted at the current six (6) study locations in 2022. Sampling will be performed for three dry events and one wet event. Two of the dry events and the wet event will be collected from May through October, and the third dry event will be collected from November through April. A dry event is one with no rainfall for 72 hours prior to sampling. A wet event will be defined as > 0.2 inches of rainfall over previous 24 hours with dry conditions (no rainfall) for 72 hours prior. Rainfall information will be tracked (real-time) using the USGS website (<http://water.usgs.gov/realtime.html>) for nearby sites. Stream flow will be measured directly during the sampling events at each site, whenever possible. Single, discreet grab samples will be collected for both the dry and wet events. Whenever possible, the wet sample will be collected on the rising limb of the hydrograph whenever possible.

Samples from all study sites will be analyzed in the laboratory (GEPD-approved) for the following parameters: COD, BOD₅, TSS, hardness, alkalinity, total phosphorus and orthophosphate, TKN, ammonia, nitrate-nitrite. The wet sample also will include analyses for dissolved metals (Pb, Cu, Zn, and Cd). The laboratory will be responsible for filtering the samples for dissolved metals. "Clean metals" techniques will be used during the metals sampling. In addition to laboratory analyses, the following *in situ* parameters will be measured during sample collection: air and water temperature, dissolved oxygen (DO), % DO, salinity, pH, turbidity, and specific conductance.

In addition to the aforementioned parameters, bacteriological monitoring (fecal coliform and *E. coli*) also will be monitored during two periods (May – October). During each sampling period, a total of four grab samples will be collected on a regular schedule (regardless of weather) within a 30-day period. No sample will be collected within 24 hours of another sample. No flow measurements will be made during bacteriological monitoring.

A report will be provided that describes the methods used, results, and discussion of results and potential problem areas, and EPD spreadsheets will be completed and submitted for sampling efforts.

Annual Watershed Protection Plan Progress Report

VHB will prepare the *Annual Watershed Protection Plan Progress Report* for 2022 to be submitted to the EPD by June 30, 2023. The *Annual Report* will include the Annual Certification of WPP Implementation Statement, Water Quality and Biology Monitoring Results, Long-Term Monitoring Trends, a Summary of Best Management Activities, and any proposed revisions to the Watershed Protection Plan or any recommendations. VHB will prepare the entire document, submit to the City of Villa Rica for review and signature, and submit to the EPD by the due date. The City will provide VHB with the previously collected water quality and biological data for the Long-Term Monitoring Trends analyses and with any BMP information.

ASSUMPTIONS

It is understood that VHB will perform services under the sole direction of the Client. In the performance of these services, VHB will communicate its efforts with those of other project team members as required.

- 6 study sites
- No access problems to sites (all sites easily accessible)

SERVICES NOT INCLUDED

The following services have not been included in this Agreement at this time:

- No meetings

Should work be required in these areas, or areas not previously described, VHB will prepare a proposal or amendment, at the Client's request, that contains the Scope of Services, fee, and schedule required to complete the additional work items.

CLIENT FURNISHED INFORMATION

VHB will rely upon the accuracy and completeness of Client-furnished information in connection with the performance of services under this Agreement.

SCHEDULE

VHB will begin performance of the above services on the date written authorization to proceed is received. The schedule is also subject to timely delivery of information promised by the Client and is exclusive of Client and local review of interim products.

COMPENSATION

VHB will perform the Scope of Services contained in this Agreement on a lump sum per task. VHB will bill on a percent complete and reserves the right to adjust budgeted amounts from task to task as may be required.

Prepared By: ge/cwc

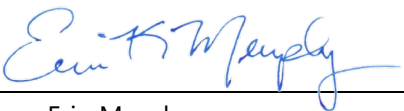
Department Approval:

Please execute this Client Authorization for VHB to proceed with the above scope of services at the stated estimated costs. No services will be provided until it is signed and returned to VHB.

☒ Subject to attached terms & conditions.

☐ Subject to terms & conditions in our original agreement dated

Vanasse Hangen Brustlin, Inc. Authorization

By 

Erin Murphy

Title Principal

Date 2/10/2022

Client Authorization *(Please sign original and return)*

By

Title

Date

GEORGIA ONLY

STANDARD TERMS AND CONDITIONS. The engagement of VHB by Client is under the following terms and conditions. These terms and conditions are an integral part of the collective Agreement between Client and VHB.

SCOPE OF SERVICES. VHB shall perform the services set forth in the attached Scope of Services. Requests for additional services and any associated fee adjustment must be authorized in writing before additional services can begin.

PERFORMANCE STANDARDS. VHB's services require decisions that are not based upon science, but rather upon judgmental considerations. In the performance or furnishing of professional services hereunder, VHB, and those it is responsible for, shall exercise the degree of skill and care ordinarily exercised by similarly practicing professionals performing similar services under similar conditions in the same locality ("Standard of Care"). VHB shall be entitled to rely on the accuracy and completeness of data, reports, surveys, requirements, and other information provided by Client.

SCHEDULE. VHB shall perform its services as set forth in the Scope of Services as expeditiously as consistent with the Standard of Care and the orderly progress of the Work. VHB shall not be responsible for failure to perform or for delays in the services arising out of factors beyond the reasonable control or without the fault or negligence of VHB.

PAYMENT. The fee estimate for the proposed Scope of Services is valid for 60 days from the date of Proposal. All schedules set forth in the attached Scope of Services commence upon receipt of a signed Agreement and, if requested, a retainer. Retainers will be applied to the last invoice. A RETAINER OF \$[] IS REQUIRED BEFORE SERVICES WILL COMMENCE.

Invoices will be rendered monthly and are due upon receipt. Any invoice unpaid more than 30 days after date of invoice will bear interest at 1-1/2 percent per month.

If Client fails to pay any invoice within 45 days of the date of invoice, VHB may, without waiving any other claim or right against Client or incurring any liability for delay, suspend the services until VHB has been paid in full. Sealed plans, final documents, reports, and attendance at meetings/hearings will not be provided unless payment for services is current.

If VHB is performing services for Client under multiple projects, payments must be current on all projects for services hereunder to continue. Client acknowledges VHB's right to suspend services and withhold plans and documents, as provided above, if any

payments are overdue. If services are suspended for 30 days or longer, upon resuming services VHB shall be entitled to expenses incurred in the interruption and resumption of its services. If services are suspended for 90 days or longer, VHB shall be entitled to expenses incurred in the interruption and resumption of its services and fees for remaining services shall be equitably adjusted.

The parties agree to coordinate invoices to assure timely payment. At minimum, VHB's project manager and Client's representative will confer as often as necessary about any issues involving invoicing and collections. Client's representative will contact VHB's project manager forthwith upon receipt of an invoice about any questions or issues concerning invoiced amounts. If Client's representative and VHB's project manager are unable to resolve any questions or issues, Client's representative will line item any disputed or questionable amount and pay VHB. VHB, at its option, may revise and resubmit disputed amounts at a later date.

Should it become necessary to utilize legal or other resources to collect any or all monies rightfully due for services rendered under this Agreement, VHB shall be entitled to full reimbursement of all such costs, including reasonable attorneys' fees, as part of this Agreement.

OWNERSHIP OF WORK PRODUCT. All work products (whether in hard or electronic form) prepared by VHB pursuant to the Agreement are instruments of service with respect to the Project and are not authorized, intended or represented to be suitable for reuse by Client or others on extensions of the Project or on any other Project. Any reuse by Client or a third person or entity authorized by Client without written verification or adaptation by VHB for the specific application will be at Client's sole risk and without liability or legal exposure to VHB. Client shall release, defend, indemnify and hold harmless VHB from all claims, damages, losses and expenses, including attorneys' fees, arising out of or resulting therefrom. Any such verification or adaptation will entitle VHB to additional compensation at rates to be agreed upon by VHB and Client, third person, or entity seeking to reuse said documents.

Client recognizes that information recorded on or transmitted as electronic media, including CADD documents ("Electronic Documents") is subject to undetectable alteration, either intentional or unintentional, due to, among other causes, transmission, conversion, media degradation, software error, or human alteration. Accordingly, the Electronic Documents are provided to Client for informational purposes only and are not represented as suitable for any use or purpose.

VHB retains the copyright in all work products produced in connection with this Agreement, unless otherwise agreed to in

writing by an authorized VHB representative. VHB licenses to Client on a non-exclusive basis the use of work products produced solely in connection with this Agreement. The license may be revoked for any failure of Client to perform under this Agreement.

CERTIFICATIONS. VHB shall not be required to sign any documents, no matter by whom requested, that would result in VHB having to certify, guarantee or warrant the existence of conditions whose existence VHB cannot wholly ascertain. Any certification provided by VHB shall be so provided based on VHB's knowledge, information, and belief subject to the preceding sentence, and shall reflect no greater certainty than VHB's professional opinion developed through and consistent with the Standard of Care. VHB shall be compensated for any work necessary to assess project compliance with regulatory standards for purposes of such certification.

INSURANCE. VHB agrees to carry the following insurance during the term of this Agreement:

- Workmen's Compensation and Employer's Liability Insurance in compliance with statutory limits
- Comprehensive General Liability Insurance including Products Completed, Contractual, Property, and Personal Injury coverage with combined single limits of \$1,000,000 per occurrence and \$2,000,000 in the aggregate
- Professional Liability Insurance with a limit of \$1,000,000 per claim and in the aggregate
- Automobile Liability Insurance including non-owned and hired automobiles with a combined single limit of \$1,000,000 per occurrence

Certificates of insurance will be furnished upon request. If Client requires additional insurance coverage, and it is available, Client agrees to reimburse VHB for such additional expense.

INDEMNITY. Client and VHB shall at all times indemnify and save harmless each other, their officers, and employees on account of damages, losses, expenses, reasonable counsel fees, and compensation arising out of any claims for damages, personal injuries and/or property losses sustained by any person or entity, to the extent caused by the negligent acts, errors or omissions of the indemnifying party, its employees, or subcontractors in connection with the Project, and/or under this Agreement.

Client agrees to the fullest extent permitted by law, to indemnify and hold harmless VHB, its officers, employees and subconsultants from and against any and all claims, suits, demands, liabilities costs including reasonable attorneys' fees, and defense costs caused by, arising out of, or in any way connected with the detection, presence, handling, removal, abatement, or disposal of any asbestos or hazardous or toxic substances, products, or material that exist on, about, or adjacent to the job site.

LIMITATION ON VHB'S RESPONSIBILITY AND JOBSITE

SAFETY. VHB will not be responsible for the acts or omissions of contractors or others at the Site, except for its own subcontractors and employees. Neither the professional activities of VHB nor the presence of VHB or its employees or subconsultants at a project site shall relieve the other parties on this project of their obligations, duties, and, including, but not limited to, construction means, methods, sequence, techniques, or procedures necessary for performing, superintending, and coordinating the Work in accordance with the contract documents and any health or safety precautions required by any regulatory agencies. VHB and its personnel have no authority to exercise any control over any construction contractor or its employees in connection with their work or any health or safety programs or procedures. Client agrees that Contractor shall be solely responsible for job site safety and warrants that this intent shall be carried out in Client's contract with Contractor.

ALLOCATION OF RISK. In recognition of the relative risks and benefits of the Project to both Client and VHB, the risks have been allocated such that Client agrees that to the fullest extent permitted by law, VHB's total liability in the aggregate to Client and any persons or entities claiming by, through or under Client, for any and all injuries, claims, losses, expenses, or damages whatsoever arising out of or in any way related to the Project and/or this Agreement from any cause or causes, including, but not limited to, VHB's negligence, errors, omissions, strict liability, statutory liability, indemnity obligation, breach of contract or breach of warranty shall not exceed the higher of \$50,000 (fifty thousand dollars), or ten (10) percent of the compensation actually paid to VHB. Client and VHB may agree to a higher limitation of liability for an increased fee.

DISPUTE RESOLUTION. All questions in dispute under this Agreement shall be submitted to non-binding mediation as a condition precedent to the institution of legal proceedings. On the written notice of either party to the other of the election to submit any dispute under this Agreement to mediation, each party shall designate their representative and shall meet within ten (10) days after the service of the notice. The parties shall then attempt to resolve the dispute within ten (10) days of meeting. Should the parties be unable to agree on a resolution of the dispute, then the parties shall proceed with mediation in accordance with the mediation rules of the American Arbitration Association. The cost of mediation shall be borne equally by both parties. This Agreement shall be governed and construed in accordance with the laws of the Commonwealth of Massachusetts.

LEGAL SUPPORT. To the extent VHB is required to respond to any dispute resolution process, including, but not limited to, requests for document production, discovery or a request to

appear in any deposition or legal proceeding, which is related to the Scope of Services but does not arise out of VHB's negligent acts, errors or omissions, Client shall compensate VHB for all costs incurred by VHB, including reasonable attorneys' fees.

DESCRIPTIVE HEADINGS AND COUNTERPARTS. The headings contained in this Agreement are for convenience of reference only and shall not constitute a part hereof, or define, limit or in any way affect the meaning of any of the terms or provisions hereof. This Agreement may be executed in two or more counterparts, and any party hereto may execute any such counterpart, which, when executed and delivered, shall be deemed to be an original and all of such counterparts taken together shall be deemed to be one and the same instrument.

EXCLUSIVE REMEDIES. In the event that any dispute is not remedied through the alternative dispute resolution procedures set forth herein, all claims, actions, and rights of action arising from or relating in any way to this Agreement or the services performed thereunder, whether in contract, tort, indemnity and all other rights of action whatsoever, shall be filed in a court of competent jurisdiction within three years of the completion of such services, or all such claims, actions and rights of action shall be waived. Recovery under this Agreement shall be limited by the parties' agreement on Allocation of Risk and the remainder of this section.

Notwithstanding any other provision of this Agreement, neither party shall be liable to the other for any liquidated, incidental, special, indirect or other consequential damages incurred, regardless of the nature of the cause or whether caused by Client or VHB, or their employees, subconsultants, or subcontractors. Consequential damages include, without limitation, loss of use, loss of profits, loss of production, or business interruption; however, the same may be caused.

VHB and Client waive all claims against each other arising out of or related to this Agreement or the services to the extent that losses, damages, and liabilities associated with such claims have been compensated by the proceeds of property insurance or any other insurance policy.

VHB makes no warranties or guarantees, express or implied, under this Agreement or any other contract document with respect to its provision of professional services. In entering into this Agreement, Client has relied only upon the representations set forth in this Agreement. No verbal warranties, representations, or statements shall be considered a part of this Agreement or a basis upon which Client relied in entering into this Agreement.

NO THIRD PARTY BENEFICIARIES. Nothing contained in this Agreement shall create a contractual relationship with, or a cause of action in favor of, a third party against either Client or VHB. In

addition, nothing herein shall be construed as creating a contractual relationship between Client and any VHB employee, representative, or consultant. Client agrees that in the event of a dispute regarding this Agreement or the services rendered by VHB hereunder, Client shall only seek recourse against VHB and waives any right to pursue a claim against VHB's individual directors, officers or employees.

VHB's commitments as set forth in this Agreement are based on the expectation that all of the services described in this Agreement will be provided. In the event Client later elects to reduce VHB's Scope of Services, Client hereby agrees to release, hold harmless, defend, and indemnify VHB from any and all claims, damages, losses or costs associated with or arising out of such reduction in services.

SEVERABILITY. The invalidity or unenforceability of any provisions of this Agreement shall not affect the validity or enforceability of any other provision of this Agreement, which shall remain in full force and effect.

TAXES. Any taxes or fees, enacted by local, state, or federal government and based on gross receipts or revenues, will be invoiced to and payable by Client as an additional amount due under this Agreement.

PROJECT SPECIFIC PROVISIONS. To the extent the Scope of Services involves any of the following services/geographies, the following general provisions apply accordingly:

AMERICANS WITH DISABILITIES ACT (ADA). Client understands and agrees that ADA standards are evolving and subject to varying, potentially contradictory interpretations and applications. VHB will use its reasonable professional efforts and judgment to interpret applicable ADA requirements and other federal, state and local laws, rules, codes, ordinances, and regulations as they apply to the project. VHB cannot and does not warrant or guarantee that Client's Project will comply with all ADA requirements or ADA interpretations or other applicable regulatory interpretations.

CLIMATE CHANGE/FLOOD ANALYSIS. Consultant shall not be responsible or liable for any damages, losses, litigation, expenses, counsel fees and compensation arising out of any claims, damages, personal injuries and/or property losses related to flooding conditions whether directly or indirectly due to flood water damage, and Client shall at all times indemnify and hold harmless VHB, its respective officers, agents and employees on account of any related claims, damages, losses, expenses and counsel fees related thereto.

CONSTRUCTION PHASE SERVICES

SITE VISITS. VHB shall make periodic site visits upon the request of Client or as otherwise agreed in writing by Client and VHB for the limited purpose of determining whether work is in general conformance with VHB's plans and specifications. Such visits are not intended to be an exhaustive check or a detailed inspection of Contractor's work. VHB shall not supervise or have control over Contractor's work nor have any responsibility for construction ways, means, methods, techniques, sequences, or procedures selected by Contractor nor for Contractor's safety precautions or programs in connection with the Work.

SHOP DRAWINGS. VHB's review and approval of submittals such as shop drawings, product data, samples, and other data, shall be for the limited purpose of checking for conformance with the design concept and the information in VHB's documents. This review shall not include review of the accuracy or completeness of details, such as quantities, dimensions, weights or gauges, fabrication processes, construction means or methods, coordination of the work with other trades, or construction safety precautions, all of which are the sole responsibility of Contractor and other unrelated parties. Review of a specific item shall not indicate that VHB has reviewed the entire assembly of which the item is a component. VHB shall not be responsible for any deviations from VHB's documents or other documents that are not brought to the attention of VHB in writing by Contractor. VHB shall not be required to review partial submissions or those for which submission of correlated items have not been received.

GEOTECHNICAL SERVICES. Client understands that VHB does not perform geotechnical services directly and, if requested, will retain a geotechnical subconsultant on behalf of Client, and VHB shall rely on the accuracy and completeness of data furnished as if the geotechnical services were contracted directly through Client.

TANK INSPECTION. Client will provide VHB with available underground storage tank (UST) documentation as necessary. VHB assumes that the documentation and site plans will be in order, be complete and meet regulatory compliance standards. VHB's inspection services are to fulfill regulatory requirements and do not include invasive testing or equipment calibration and testing. Accordingly, Client expressly agrees that VHB shall have no liability for equipment functioning or malfunctioning, product releases or spills.

LSP SERVICES – PROJECTS LOCATED IN MASSACHUSETTS. In accordance with the Massachusetts General Laws Chapter 21E, the performance of the services contained in this Agreement may require the engagement of a Licensed Site Professional (LSP) registered with the Commonwealth of Massachusetts under Massachusetts General Law Chapter 21A and the regulations

promulgated by the Massachusetts Department of Environmental Protection (MADEP) thereunder (collectively the LSP Program). These laws and regulations place upon the LSP certain professional obligations owed to the public, including in some instances a duty to disclose the existence of certain environmental contaminants to the MADEP. In the event that any site for which VHB has provided LSP services is audited by MADEP pursuant to the provisions of the Massachusetts Contingency Plan, VHB shall be entitled to additional compensation to provide such services as may be necessary to assist Client in its response to MADEP.

Client understands and acknowledges that in the event the LSP's obligations under the LSP Program conflict in any way with the terms and conditions of this Agreement or the wishes or intentions of Client, the LSP is bound by law to comply with the requirements of the LSP Program. Accordingly, Client recognizes that the LSP shall be immune for all civil liability resulting from any alleged and/or actual conflict with the LSP Program. Client also agrees to hold VHB and its LSP harmless for any claims, losses, damages, fines, or administrative, civil, or criminal penalties resulting from the LSP's fulfillment of its obligations under the LSP Program.



Agenda Item: _____

CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Write off Customer Receivables

AGENDA DATE: 03/08/22

DATE PREPARED: 02/16/22

PREPARED BY: Jennifer Hallman

AMOUNT: \$48,859.68

GL ACCOUNT #: 505-1590-574000 & 540-1590-574000

FUNDING SOURCE: Water & Sewer Fund and Sanitation & Solid Waste Fund

BUDGETED ITEM? \$35,500 was budgeted; so a budget amendment will be presented to Council for the difference of \$13,361

PURPOSE: To write-off uncollectible customer accounts from October 2020 through September 2021. There are 179 accounts totaling \$48,859.68.

BACKGROUND: The City has improved collection methods for receivables over the past several years. Cycle billing was implemented in October 2017 and the delinquent time allowed was shortened significantly. Also, the deposit amount was increased in April 2018.

Villa Rica's Write Off History		
Time Period	Amt.	% of Rev.
Nov '17 - Sept '18	\$ 31,850	0.53%
Oct '18 - Sept '19	34,996	0.40%
Oct '19 - Sept '20	35,705	0.39%
Oct '20 - Sept '21	48,859	0.52%

Entity Comparison - Write Offs As a % of Revenue		
Entity	Range	Avg.
City of Carrollton	0.10% - 0.51%	0.31%
Carroll County Water Authority	0.35% - 0.51%	0.43%
City of Villa Rica	0.39% - 0.53%	0.46%
Douglasville/DC Water Sewer Authority	0.75% - 0.93%	0.91%

STAFF RECOMMENDATION: To write off the uncollectible amounts as part of the year-end procedures.

IMPACT: To clean up the customer receivables as part of the year-end procedures.

MOTION: I move to authorize staff to write off the 179 uncollectible accounts totaling \$48,859.68, as presented.

Water Sewer - FY21 Write Off Customer Receivables

Customer	Balance	30 days	60 days	90 days	Over 90 Days	Last Date of Payment	Last Payment Amt	Final Bill Date
8.150644.04	\$ 94.03	\$ -	\$ -	\$ -	\$ 94.03		\$ -	06/03/18
1.339042.19	6.38	-	-	-	6.38	03/03/17	(10.62)	08/09/18
1.339092.13	19.11	-	-	-	19.11		-	08/28/18
1.339043.23	21.65	-	-	-	21.65	05/30/19	(21.65)	06/04/19
8.400087.04	30.83	-	-	-	30.83	09/08/15	(52.72)	06/11/19
2.105000.08	165.08	-	-	-	165.08	01/24/22	(50.00)	11/25/19
1.327674.14	27.00	-	-	-	27.00	03/17/16	(4.06)	01/05/20
1.330100.08	27.00	-	-	-	27.00		-	01/05/20
1.328203.16	158.18	-	-	-	158.18	05/05/17	3.79	01/09/20
1.339088.20	152.43	-	-	-	152.43	01/29/18	(12.97)	01/09/20
1.328216.12	151.99	-	-	-	151.99	11/10/16	(11.20)	01/09/20
1.339125.27	83.85	-	-	-	83.85		-	01/09/20
1.339105.05	72.21	-	-	-	72.21	06/06/17	(7.18)	01/09/20
1.327673.20	68.59	-	-	-	68.59		-	01/09/20
1.339110.22	60.84	-	-	-	60.84		-	01/09/20
5.301400.22	235.29	-	-	-	235.29	07/10/20	(140.00)	10/05/20
9.200034.10	635.43	-	-	-	635.43	08/24/20	(195.00)	10/07/20
9.260075.03	242.20	-	-	-	242.20	06/05/20	(316.07)	10/08/20
1.327665.16	99.13	-	-	-	99.13	04/17/20	(36.32)	10/12/20
1.339029.16	173.81	-	-	-	173.81	07/29/20	(127.81)	10/13/20
9.270219.21	469.39	-	-	-	469.39	07/29/20	(220.00)	10/20/20
9.000059.08	406.17	-	-	-	406.17	09/23/20	(200.46)	10/20/20
1.401500.16	86.15	-	-	-	86.15	09/16/20	(91.01)	10/21/20
4.204350.09	254.72	-	-	-	254.72	08/28/20	(199.17)	10/22/20
1.401700.09	648.95	-	-	-	648.95	06/09/20	(227.29)	10/26/20
3.119100.09	583.34	-	-	-	583.34	07/03/20	(100.00)	10/26/20
1.402200.25	323.14	-	-	-	323.14	06/09/20	(404.00)	10/26/20
1.329750.18	318.87	-	-	-	318.87		-	10/26/20
5.209803.16	288.99	-	-	-	288.99	07/28/20	(289.08)	10/26/20
9.270138.13	562.20	-	-	-	562.20	09/18/20	(90.00)	11/03/20
9.270142.18	179.00	-	-	-	179.00	10/15/20	(103.00)	11/03/20
9.290050.04	116.65	-	-	-	116.65	11/11/20	(100.00)	11/13/20
3.109600.11	73.49	-	-	-	73.49	10/20/20	(32.00)	11/16/20
9.270152.09	578.56	-	-	-	578.56	06/05/20	(254.43)	11/20/20
9.000108.20	386.90	-	-	-	386.90	09/27/20	(75.00)	11/23/20
2.300400.25	6.84	-	-	-	6.84	10/15/20	(52.32)	12/01/20
4.400000.16	4.40	-	-	-	4.40	10/16/20	(112.30)	12/01/20
1.339026.36	2.37	-	-	-	2.37	09/04/20	(125.53)	12/01/20
8.800184.17	887.50	-	-	-	887.50	10/23/20	(200.00)	12/03/20
1.208300.21	289.21	-	-	-	289.21	10/26/20	(487.00)	12/07/20
2.260003.16	103.80	-	-	-	103.80		-	12/10/20
4.307410.20	35.23	-	-	-	35.23	09/20/20	(47.66)	12/21/20
6.000024.01	136.88	-	-	-	136.88	11/19/20	(100.00)	12/23/20
4.304630.06	127.05	-	-	-	127.05	10/03/20	(166.67)	12/23/20
9.130002.05	3.73	-	-	-	3.73	07/05/18	(81.06)	12/23/20
8.150574.18	622.67	-	-	-	622.67	10/01/20	(200.00)	12/30/20
6.200001.17	222.71	-	-	-	222.71	09/14/20	(100.00)	12/31/20
2.206400.26	544.54	(186.80)	-	-	731.34		-	01/04/21
1.329700.07	75.66	-	-	-	75.66		-	01/05/21
9.000142.15	5.62	-	-	-	5.62	01/07/21	(13.77)	01/05/21
9.000051.08	67.04	-	-	-	67.04	12/04/20	(105.05)	01/06/21
5.209801.30	169.86	-	-	-	169.86	10/23/20	(110.00)	01/07/21
5.303960.31	3.34	-	-	-	3.34	09/30/20	(49.87)	01/08/21
2.103300.22	228.89	-	-	-	228.89	08/27/20	(187.00)	01/13/21
8.280065.05	62.82	-	-	-	62.82	01/13/21	(153.21)	01/13/21
5.102250.06	4.11	-	-	-	4.11	10/26/20	(40.73)	01/19/21

Water Sewer - FY21 Write Off Customer Receivables

Customer	Balance	30 days	60 days	90 days	Over 90 Days	Last Date of Payment	Last Payment Amt	Final Bill Date
9.330007.12	869.65	-	-	-	869.65	12/07/20	789.98	01/22/21
1.327674.17	42.44	-	-	-	42.44	11/15/20	(139.35)	01/22/21
2.203800.35	343.76	-	-	-	343.76	10/23/20	(221.07)	01/25/21
1.113700.01	3,815.35	-	-	-	3,815.35	08/17/20	(309.00)	02/01/21
2.260008.05	550.39	-	-	-	550.39	11/13/20	(200.00)	02/01/21
5.204300.10	290.35	-	-	-	290.35	12/03/20	(50.00)	02/01/21
3.307500.20	111.74	-	-	-	111.74	12/23/20	176.28	02/01/21
5.307600.00	19.29	(1.66)	-	-	20.95	08/24/20	(104.62)	02/01/21
9.500007.06	92.17	-	-	-	92.17	01/04/21	(154.85)	02/04/21
9.320098.02	184.26	-	-	-	184.26	12/02/20	(132.00)	02/11/21
1.339087.28	109.09	-	-	-	109.09	12/05/20	(100.00)	02/11/21
9.320093.02	310.81	-	-	-	310.81	06/24/21	283.31	02/12/21
9.310078.07	156.10	-	-	-	156.10	05/07/21	(125.00)	02/19/21
5.307500.14	29.56	-	-	-	29.56	12/31/20	(60.00)	02/19/21
6.705000.16	678.28	-	-	-	678.28	12/11/20	434.00	02/23/21
2.103400.18	583.42	-	-	-	583.42	12/01/20	(182.14)	02/24/21
9.310063.01	50.59	-	-	-	50.59	02/04/21	(90.00)	03/01/21
3.113550.11	570.03	-	-	-	570.03	12/04/20	(213.98)	03/02/21
4.500003.11	122.79	-	-	-	122.79	02/15/21	(46.19)	03/03/21
9.270166.04	131.75	-	-	-	131.75	10/23/20	(71.00)	03/09/21
3.401705.30	574.98	-	-	-	574.98	01/20/21	320.00	03/12/21
8.150625.12	64.41	-	-	-	64.41	02/28/21	(170.00)	03/12/21
9.220124.04	46.73	(16.41)	-	-	63.14	01/13/21	(159.00)	03/15/21
8.270092.01	123.54	-	-	-	123.54	03/05/21	(150.00)	03/17/21
2.240201.15	88.47	-	-	-	88.47		-	03/22/21
9.200043.03	4.44	-	-	-	4.44		-	03/23/21
3.114700.20	369.56	-	-	-	369.56		-	03/25/21
2.240060.04	116.72	-	-	-	116.72	12/29/20	(349.04)	03/26/21
2.105100.16	273.84	-	-	-	273.84	03/03/21	(149.50)	03/29/21
1.339005.19	137.46	-	-	-	137.46	01/14/21	(200.00)	03/29/21
9.600840.02	225.05	-	-	-	225.05	01/04/21	(46.78)	03/30/21
6.104900.04	703.39	-	-	-	703.39	12/04/20	(300.00)	04/01/21
3.306300.05	74.73	-	-	-	74.73	10/07/20	(25.38)	04/01/21
1.331000.26	28.99	-	-	-	28.99	03/05/21	(95.70)	04/12/21
9.320134.02	143.75	-	-	-	143.75	03/30/21	(84.00)	04/20/21
5.308200.11	3.76	-	-	-	3.76	02/19/21	(41.00)	04/22/21
9.320144.02	746.68	-	-	-	746.68	12/03/20	(411.41)	04/26/21
9.200181.05	219.70	-	-	-	219.70	03/14/21	(118.09)	05/05/21
9.140114.12	76.94	-	-	-	76.94	04/16/21	(90.00)	05/05/21
8.800038.22	332.42	-	-	-	332.42	02/26/21	(40.00)	05/06/21
5.401245.04	1.95	-	-	-	1.95	01/06/21	(41.00)	05/07/21
1.313090.24	33.01	-	-	-	33.01	10/18/21	(25.00)	05/11/21
9.270235.11	140.43	(50.00)	-	-	190.43	03/23/21	(166.63)	05/12/21
4.200900.14	211.32	(16.21)	-	-	227.53	11/17/20	(231.48)	05/13/21
4.104800.23	240.94	-	-	-	240.94	04/02/21	(80.32)	05/20/21
9.300132.16	69.20	-	-	-	69.20	03/25/21	(507.47)	05/20/21
4.404800.12	3.70	-	-	-	3.70	12/09/16	(25.20)	05/24/21
8.800073.20	268.19	-	-	-	268.19	01/06/21	(176.72)	05/26/21
3.402000.24	252.20	-	-	-	252.20	02/19/21	(209.47)	05/27/21
6.122500.16	1,424.95	-	-	-	1,424.95	02/10/21	(300.00)	06/01/21
2.108800.37	299.84	-	-	-	299.84	02/05/21	(93.20)	06/01/21
9.600520.01	66.96	-	-	-	66.96	04/05/21	(88.40)	06/01/21
5.209340.19	140.96	-	-	-	140.96	04/26/21	(94.31)	06/02/21
9.120003.17	135.29	-	-	-	135.29	05/06/21	(150.00)	06/02/21
9.100017.04	43.09	-	-	-	43.09	03/23/21	(223.74)	06/02/21
1.339073.15	0.48	-	-	-	0.48	05/28/21	(60.93)	06/02/21

Water Sewer - FY21 Write Off Customer Receivables

Customer	Balance	30 days	60 days	90 days	Over 90 Days	Last Date of Payment	Last Payment Amt	Final Bill Date
2.240163.03	322.83	-	-	-	322.83	08/31/21	(40.00)	06/04/21
3.204400.01	87.18	-	-	-	87.18	03/06/21	(98.81)	06/07/21
9.270418.03	15.31	-	-	-	15.31	04/16/21	(61.68)	06/09/21
8.500275.01	517.42	-	-	-	517.42	03/02/21	(144.00)	06/10/21
2.104200.08	353.01	-	-	-	353.01	02/26/21	(125.00)	06/10/21
1.313700.12	4.16	-	-	-	4.16	12/29/20	(53.17)	06/11/21
8.150571.07	68.74	-	-	-	68.74	03/23/21	(146.08)	06/15/21
8.800173.03	152.85	-	-	-	152.85	03/01/21	(170.32)	06/23/21
1.339004.25	3,230.44	-	-	-	3,230.44	03/02/21	(60.00)	06/24/21
2.200800.29	462.64	-	-	-	462.64	03/02/21	(228.79)	06/24/21
2.204900.11	104.04	-	-	-	104.04	03/09/21	(233.45)	06/29/21
9.200008.07	66.80	-	-	-	66.80	06/11/21	(164.00)	06/30/21
5.406700.11	128.51	-	-	-	128.51	07/27/21	(101.38)	07/02/21
4.500011.15	303.31	-	-	-	303.31	05/17/21	(100.00)	07/06/21
8.500197.13	348.84	-	-	-	348.84	03/29/21	(177.70)	07/08/21
2.207600.17	99.22	-	-	-	99.22	03/21/21	(272.15)	07/09/21
9.200027.10	129.06	-	-	-	129.06	06/08/21	(266.84)	07/16/21
9.270128.16	43.07	-	-	-	43.07	07/09/21	(76.28)	07/16/21
1.313180.00	100.91	-	-	-	100.91	04/14/21	(32.12)	07/19/21
1.339011.21	18.39	-	-	-	18.39	04/14/21	(59.12)	07/20/21
9.270304.03	254.76	-	-	-	254.76	04/16/21	(140.00)	07/26/21
9.000086.14	166.36	-	-	-	166.36	06/10/21	(55.64)	07/30/21
8.800146.12	29.48	-	-	-	29.48	07/13/21	(125.50)	07/30/21
3.110730.04	1,356.82	-	-	-	1,356.82		-	08/02/21
1.200600.00	2,554.22	-	-	-	2,554.22	05/23/21	(250.00)	08/03/21
4.202800.15	433.86	-	-	-	433.86	06/29/21	(16.25)	08/03/21
1.400600.00	370.57	-	-	-	370.57	04/01/21	(309.18)	08/03/21
8.154000.03	86.01	-	-	-	86.01	06/28/21	(106.42)	08/03/21
9.320103.01	5.57	(1,092.75)	-	-	1,098.32	02/01/19	(300.00)	08/03/21
9.320094.02	79.29	-	-	-	79.29	05/31/21	(104.99)	08/05/21
4.206400.24	0.04	-	-	-	0.04	07/26/21	(168.76)	08/05/21
9.320159.02	259.27	-	-	-	259.27	05/08/21	(360.05)	08/06/21
9.000166.18	137.27	-	-	-	137.27	09/15/21	(100.00)	08/06/21
1.400500.14	266.37	-	-	0.62	265.75	06/27/21	(100.00)	08/13/21
1.402100.23	37.63	-	-	2.79	34.84	08/30/21	(42.19)	08/16/21
9.220144.02	19.56	-	-	1.00	18.56	08/11/21	(94.91)	08/17/21
4.304620.19	143.77	-	-	1.26	142.51		-	08/19/21
1.331000.28	58.39	-	-	2.37	56.02	08/17/21	(95.00)	08/23/21
1.309850.12	2.24	-	-	-	2.24		-	08/23/21
1.109600.05	239.95	-	-	2.11	237.84	05/24/21	(143.14)	08/24/21
9.000101.25	100.56	-	-	1.14	99.42	06/03/21	(100.00)	08/25/21
5.108900.28	6.40	-	-	-	6.40	06/28/21	(56.35)	08/30/21
4.400000.19	98.85	-	-	5.04	93.81	05/17/21	(174.86)	08/31/21
4.410400.16	152.06	(13.27)	-	2.75	162.58	04/13/21	(301.73)	09/01/21
9.270148.04	151.68	-	-	1.16	150.52	08/14/21	(118.81)	09/01/21
8.400097.22	708.10	-	-	1.26	706.84	06/29/21	(149.76)	09/02/21
9.270146.26	332.60	-	-	1.82	330.78	06/30/21	(441.42)	09/02/21
5.209340.21	360.77	-	-	5.42	355.35		-	09/03/21
1.329000.11	192.41	-	-	7.33	185.08	08/20/21	(50.00)	09/03/21
1.404117.06	2,204.50	-	-	2.74	2,201.76		-	09/07/21
1.328600.33	184.92	-	-	8.34	176.58		-	09/08/21
5.207000.25	170.90	-	-	4.37	166.53	09/14/21	(60.00)	09/08/21
1.404116.01	1.92	(8.00)	-	-	9.92	01/01/22	(1.92)	09/08/21
6.113000.12	169.86	-	-	2.51	167.35	05/21/21	(76.18)	09/09/21
4.304400.07	449.48	-	4.23	14.93	430.32	06/25/21	(237.99)	09/10/21
6.105200.07	698.80	-	0.07	23.03	675.70	06/29/21	(100.00)	09/16/21

Water Sewer - FY21 Write Off Customer Receivables

Customer	Balance	30 days	60 days	90 days	Over 90 Days	Last Date of Payment	Last Payment Amt	Final Bill Date
9.320145.03	42.91	-	-	3.09	39.82	08/12/21	(150.00)	09/21/21
5.205100.06	21.48	-	1.69	-	19.79	08/16/21	(78.27)	09/21/21
3.119300.00	17.03	(7.51)	1.05	-	23.49	09/10/21	(134.73)	09/21/21
9.200064.05	40.43	-	-	2.58	37.85	01/19/22	(40.43)	09/22/21
1.313600.07	307.23	-	-	27.56	279.67	10/06/21	(300.00)	09/23/21
2.103300.23	637.82	-	22.26	15.27	600.29	06/08/21	(125.10)	09/28/21
9.100218.01	153.69	-	2.21	8.68	142.80	08/04/21	(94.10)	09/28/21
1.328201.24	56.38	-	0.21	53.76	2.41	09/16/21	(131.81)	09/28/21
1.339110.30	192.39	-	0.91	9.70	181.78	06/14/21	(329.21)	09/29/21
2.103400.19	158.59	-	2.60	8.02	147.97	06/11/21	(69.34)	09/30/21
5.209900.28	34.05	-	2.62	5.19	26.24	06/28/21	(159.91)	09/30/21
179 Accts.	\$ 48,859.68							

FY21 Revenue	
\$ 3,706,484.32	Water
5,138,289.77	Sewer
258,085.67	Misc.
339,115.26	Transfer In
\$ 9,441,975.02	Total Revenue
0.52% Write Offs as % of Total Revenue	

Villa Rica's Write Off History		
Time Period	Amt.	% of Rev.
Nov '17 - Sept '18	\$ 31,850	0.53%
Oct '18 - Sept '19	34,996	0.40%
Oct '19 - Sept '20	35,705	0.39%
Oct '20 - Sept '21	48,859	0.52%

Entity Comparison - Write Offs As a % of Revenue		
Entity	Range	Avg.
City of Carrollton	0.10% - 0.51%	0.31%
Carroll County Water Authority	0.35% - 0.51%	0.43%
City of Villa Rica	0.39% - 0.53%	0.46%
Douglasville/DC Water Sewer Authority	0.75% - 0.93%	0.91%



Agenda Item: _____

CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Authorize the eligible use and transfer of American Rescue Plan Act (ARPA) funds to assist with upgrading the North Plant.

AGENDA DATE: 03-08-2022

DATE PREPARED: 02-24-2022

PREPARED BY: Jennifer Hallman

AMOUNT: n/a

GL ACCOUNT #: n/a

FUNDING SOURCE: n/a

BUDGETED ITEM? n/a

PURPOSE: Request Council's approval of the eligible use and transfer of American Rescue Plan Act (ARPA) funds to assist with upgrading the North Plant.

BACKGROUND: Governments with populations less than 50,000 receive their ARPA funds from the State. Villa Rica's total allocation is \$5,996,642. The State distributed 50% of the allocation in July 2021 and the remaining 50% will be distributed in July 2022. Funding has been authorized for eligible expenditures incurred/obligated between March 3, 2021 and December 31, 2024. Governments have until December 31, 2026 to expend funds. Treasury published the "Final Rule" for ARPA on January 6, 2022.

Ineligible Uses:

- Offset reduction in net tax revenue for a state or territory;
- Pension fund deposits;
- Principal and interest on debt;
- Replenishing reserves/rainy day funds;
- Settlements/judgements;
- Activities that undermine/discourage compliance with CDC;
- Activities that violate conflicts of interest provisions;
- Activities that violate state law or federal law/regulations including Uniform Guidance.

Eligible Uses:

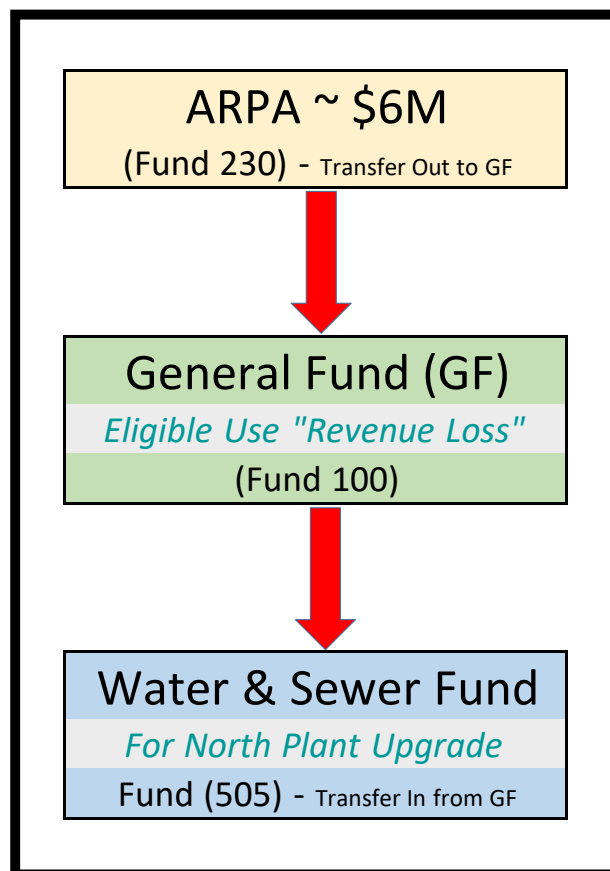
- Response to COVID-19 and its negative impacts;
- Premium pay for essential workers;
- Loss of Revenue;
- Water, Sewer, and Broadband Infrastructure

In the Final Rule, the “Loss of Revenue” eligible use was expanded to allow more flexibility for government entities such as:

- Funds may be used to pay for “government services” in an amount equal to the revenue loss experienced due to COVID-19.
 - “Government services” are any service traditionally provided by government.
- Recipients may elect the greater of a \$10 million “standard allowance” -OR- actual revenue loss using the formula provided in the Final Rule.
- Revenue replacement generally may be used to meet non-federal cost-share or matching requirements of other federal programs.
 - This is NOT allowed with other eligible uses.

STAFF RECOMMENDATION: To approve the transfer of ARPA funds to the General Fund by selecting “Loss of Revenue” as the eligible use. The funds will then be transferred to the Water & Sewer Fund to assist with upgrading the North Plant. Villa Rica will receive a total of \$5,996,641 which is under the “standard allowance” of \$10 million. The benefits for this eligible use are:

- Streamlined reporting to the Federal government;
- One single audit needed in FY22 @ an approximate cost of \$4,000 vs. single audits for multiple years based on amount of ARPA funds spent each year;
- Can be used for matching requirements for grant programs (if applicable).



MOTION: I move to approve the eligible use and transfer of American Rescue Plan Act (ARPA) funds to assist with upgrading the North Plant.



CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: 2022 Budget Amendments # 146-168

AGENDA DATE: 03-08-2022

DATE PREPARED: 02-24-2022

PREPARED BY: Jennifer Hallman, Finance Director

AMOUNT: See Exhibit A

GL ACCOUNT #:

FUNDING SOURCE:

BUDGETED ITEM?

PURPOSE: To adopt a resolution amending the 2022 budget

MOTION: I move to adopt the resolution amending the 2022 fiscal year budget pursuant to Section 2-71 of the City Charter.

Hillcrest Cemetery - Tree & Limb Removal

Source of Funds: Donation & Fund Balance

Using funds from VR Garden Club & Fund Balance to remove trees & limbs at Hillcrest Cemetery. CC Approved 02/08/22

Item	Account Name	Account Type		Amount
146 290-371050	Donations	Revenue	Increase	27,286
147 290-4950-522240	M/R Grounds	Expense	Increase	27,286
148 100-381000	Use of Fund Balance	Revenue	Increase	51,404
149 100-9000-611290	Transfer to Cemetery Fund	Expense	Increase	51,404
150 290-391100	Transfer from General Fund	Revenue	Increase	51,404
151 290-4950-522240	M/R Grounds	Expense	Increase	51,404

Backflow Software Upgrade - Rollover from FY21

Source of Funds: Fund Balance

Rollover funds from FY21 for Backflow Software Upgrade for Distribution & Collection

Item	Account Name	Account Type		Amount
152 505-381000	Use of Fund Balance	Revenue	Increase	9,974
153 505-4440-521300	Technical	Expense	Increase	9,974

Reallocate Douglas SPLOST Funds from Pine Mt. to Conners Rd Park

Source of Funds: Transfer between projects

Funds were originally budgeted for Pine Mt. site improvements; however, requesting to transfer funds to Conners Rd. Park

Item	Account Name	Account Type		Amount
154 322-6110-541201	DSPLOST - Conners Road Park	Expense	Increase	101,456
155 322-6172-541200	DSPLOST - Site Improvements - Pine Mt.	Expense	Decrease	101,456

Allocate 2015 Carroll SPLOST funds for Road Resurfacing

Source of Funds: SPLOST Funds

Allocate remaining funds in 2015 Carroll SPLOST for Road Resurfacing

Item	Account Name	Account Type		Amount
156 321-381000	Use of Fund Balance	Revenue	Increase	768,500
157 321-4210-541410	CSPLOST - Street Improvements	Expense	Increase	768,500

Customer Receivable Write Offs FY21

Source of Funds: Water & Sewer and Sanitation/Solid Waste Fund Balance

\$35,500 was budgeted for FY21 write offs; however actual write offs equal \$48,861

Item	Account Name	Account Type		Amount
158 505-381000	Use of Fund Balance	Revenue	Increase	11,900
159 505-1590-574000	Bad Debt - Water & Sewer	Expense	Increase	11,900
160 540-381000	Use of Fund Balance	Revenue	Increase	1,461
161 540-1590-57400	Bad Debt - Sanitation	Expense	Increase	1,461

American Rescue Plan Act Funding (ARPA)

Source of Funds: ARPA Funding

Transfer ARPA funds to General Fund using standard allowance for revenue loss based on IRS Final Rule. Then transfer ARPA funds to W&S for North Plant Upgrade

Item	Account Name	Account Type		Amount
162 230-332100	ARPA 2021 Local Fiscal Recovery Funds	Revenue	Increase	2,998,321
163 230-9000-611110	Transfer to General Fund	Expense	Increase	5,996,642
164 230-4115-541400	Infrastructure	Expense	Decrease	2,998,321
165 100-391230	Transfer from ARPA	Revenue	Increase	5,996,642
166 100-9000-611505	Transfer to W&S	Expense	Increase	5,996,642
167 505-391130	Transfer from General Fund	Revenue	Increase	5,996,642
168 505-4330-541300	Building Imprv - North Plant	Expense	Increase	5,996,642

STATE OF GEORGIA
CITY OF VILLA RICA

AN RESOLUTION TO APPROVE AN AMENDMENT TO THE BUDGET
FOR THE FISCAL YEAR 2022 FOR THE CITY
PURSUANT TO SECTION 2-71 OF THE CITY CHARTER

WHEREAS, the Mayor and City Council adopted the 2022 Budget on September 21, 2021, which incorporated all of the various funds of the City; and

WHEREAS, the Mayor and Council have determined it appropriate to amend the budget for the reasons set forth herein.

WHEREAS, the Mayor and Council have reviewed the proposed budget; and

WHEREAS, each of the funds, as amended, has a balanced budget, such that anticipated revenues equal or exceed proposed expenditures.

NOW, THEREFORE, the Mayor and City Council of the City of Villa Rica, Georgia, hereby resolve as follows:

Section 1. That the City of Villa Rica, Georgia, hereby amends the Budget for Fiscal Year 2022, said budget amendment being described as Amendment No. 146-168, attached hereto and incorporated as Exhibit A.

Section 2. That any increase or decrease in appropriations or revenue of any fund or for any department; the establishment of new capital projects; or the establishment of new grant projects other than those expectations provided for herein, shall require approval of the City Council.

Section 3. That the City Manager and his/her designee may promulgate all necessary internal rules, regulations and policies to ensure that this Budget Amendment Resolution is followed.

Section 4. This Resolution shall be effective immediately upon its adoption.

1. It is hereby declared to be the intention of the Mayor and City Council that all sections, paragraphs, sentences, clauses and phrases of this Resolution are and were, upon their enactment, believed by the Mayor and City Council to be fully valid, enforceable and constitutional.

2. It is hereby declared to be the intention of the Mayor and City Council that, to the greatest extent allowed by law, each and every section, paragraph, sentence, clause or phrase of this Resolution is severable from every other section, paragraph, sentence, clause or phrase of same. It is hereby further declared to be the intention of the Mayor

and City Council that, to the greatest extent allowed by law, no section, paragraph, sentence, clause or phrase of this Resolution is mutually dependent upon any other section, paragraph, sentence, clause or phrase of same.

3. In the event that any phrase, clause, sentence, paragraph or section of this Resolution shall, for any reason whatsoever, be declared invalid, unconstitutional or otherwise unenforceable by the valid judgment or decree of any court of competent jurisdiction, it is the express intent of the Mayor and City Council that such invalidity, unconstitutionality, or unenforceability shall, to the greatest extent allowed by law, not render invalid, unconstitutional or otherwise unenforceable any of the remaining phrases, clauses, sentences, paragraphs or sections of the same and that, to the greatest extent allowed by law, all remaining phrases, clauses, sentences, paragraphs and sections of the Resolution shall remain valid, constitutional, enforceable, and of full force and effect.

4. All ordinances or resolutions and parts of ordinances or resolutions in conflict herewith are expressly repealed.

5. The within resolution shall become effective upon its adoption.

SO RESOLVED AND EFFECTIVE this the _____ day of _____, 2022.

Approved:

Gil McDougal, Mayor

Attest:

Alisa Doyal, City Clerk



CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Approval of Special Event Permit Application and Sale of Alcohol

AGENDA DATE: March 8, 2022
PREPARED BY: Tom Barber

DATE PREPARED: March 03, 2022

AMOUNT: n/a
FUNDING SOURCE: n/a

GL ACCOUNT #: n/a
BUDGETED ITEM? n/a

PURPOSE: To approve a special event permit for the second annual cornhole tournament hosted by West Georgia Cornhole, and to also approve the on-site sale of alcohol.

BACKGROUND: West Georgia Cornhole, a manufacturer of cornhole boards, is located at 113 Conners Road in Villa Rica on an industrial section of the road near the railroad tracks. They would like to host their second annual cornhole tournament and have applied for a special event permit. They would also like to receive permission to sell alcohol on site. Their application, letter of introduction, site plan, and parking plan are attached. The event is scheduled for March 12 from 7:00 am to midnight.

STAFF RECOMMENDATION: Staff recommends approval of both the application and the request to sell alcohol.

IMPACT: Last year's tournament drew first-time visitors to the area and provided a new feature to include in our marketing materials.

MOTION: I move to authorize the City Manager to approve the special event permit application for Saturday, March 12 from West Georgia Cornhole for their second annual cornhole tournament and to also authorize the on-site sale of alcohol.



City of Villa Rica

SPECIAL EVENT PERMIT APPLICATION

Special Event Title: West Georgia Cornhole Baggin' Bash
Company: West Georgia Cornhole & Promo
Company Address: 113 Conners Road
Phone: 770-265-8466 Fax: _____
Location/Site Master: Brandon Greba
Cell: 770-265-8466 Email: sales@westgeorgiacornhole.com
Location/Site Master: Ben Horton
Cell: _____ Email: ben@westgeorgiacornhole.com

TYPE OF PROJECT

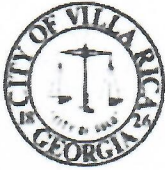
☐ Fair	☐ Tour
☐ Grand Opening Celebration	☐ Race
☐ Parade	☐ March
☐ Rally	☐ Assembly
☐ Festival	☒ Concert
☐ Holiday Celebration	☐ Bicycle/Run
☒ Block Party	☒ Other: <u>Tournament</u>

Description of Project: Second annual cornhole tournament.
We will have games, food trucks, raffles,
giveaways and a concert in the evening.

Location of Project: 113 Conners Road - WGC Headquarters

☒ Commercial Location ☐ Residential Location ☐ City Park ☐ Other

NOTE: If your Special Event occurs at a residential location and contains any of the two listed items below, a meeting with the City Manager is required and a minimum of one week in advance before your application can be accepted and processed:



Case # _____

SPECIAL EVENT REVIEW APPLICATION

1. Full and/or Partial Lane and Street Closures
2. Requested Variances to any City of Villa Rica Ordinance

Contact Name to Schedule the Meeting: N/A

Phone: _____ Fax: _____

Email: _____

Names of Attendees to Attend the Meeting: _____

List any Alteration of Vegetation or Building Modifications that Could Remain Permanent After the Completion of the Project: _____

N/A

Number of Tents: N/A Square Footage of Each Tent: _____

List Tent Locations: _____

Will Portable Restrooms (Porta Potties) be Utilized? ☒ Yes ☐ No

If Yes, Please List Placement and Locations: One normal, One Handicap

Location - Parkway Lot

SPECIAL EVENT PREP

DATES		HOURS	
From: <u>3/11</u>	To: <u>3/11</u>	From: <u>8</u>	To: <u>10</u>
From: _____	To: _____	From: _____	To: _____
From: _____	To: _____	From: _____	To: _____
From: _____	To: _____	From: _____	To: _____
From: _____	To: _____	From: _____	To: _____
From: _____	To: _____	From: _____	To: _____
From: _____	To: _____	From: _____	To: _____



Case # _____
SPECIAL EVENT REVIEW APPLICATION

Describe Preparation Activity: Parking lot set up, signage setup
stage prep

SPECIAL EVENT

DATES		HOURS	
From: <u>3/12</u>	To: <u>3/12</u>	From: <u>7</u>	To: <u>11:59</u> A.M./P.M. <u>(P.M.)</u>
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.

Describe Special Event Activity: Cornhole Tournament, Live music

CLEAN-UP/CLOSE OUT

DATES		HOURS	
From: <u>3/13</u>	To: <u>3/13</u>	From: <u>8</u>	To: <u>8</u> A.M./P.M. <u>(P.M.)</u>
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.
From: _____	To: _____	From: _____	To: _____ A.M./P.M.

Describe Clean Up/Close Out Activity: Trash disposal, remove signage

NOTE: The following three items must be provided when applicable:

1. Site Plan – Showing Special Event Location
2. Proof of permission from Property Owner for use of the Special Event Location
3. Notification of neighbors and businesses affected by the Special Event Location



Case # _____

SPECIAL EVENT REVIEW APPLICATION

USES: ()

N/A Street Closure

N/A Lane Closure

Other: _____

If any of the above are checked, please give a detailed description, including dates and times: _____

SERVICES REQUIRED: (Please Check Applicable)

☒ City Police

____ City Parks

____ Fire Department

____ Sanitation

____ Transportation

Other: _____

NOTE: The City of Villa Rica Shall Be Utilized if Available

If any of the above are checked, please give a detailed description, including dates and times: _____

We will be hiring an off duty officer again
this year to help with on-site security.



Case # _____

SPECIAL EVENT REVIEW APPLICATION

ELEMENTS AND SPECIAL EFFECTS OR STUNTS

- ☒ Generator(s)
- ☒ Special Lighting/Lighting Cranes
- ☒ Music Playback
- ☐ Smoke/Fire/Other Pyro
- ☐ Vehicles
- ☐ Animals
- ☐ Other: _____

If any of the above are checked, please give a detailed description, including dates and times: _____

March 12th, 2022

Live music will begin at 4:00 pm

Please List Any Special Requests Not Already Covered: _____

Alcohol & Food Trucks
will be present

Alcohol Vendor - Federico Gimenez - 404-326-3512

Email - Gimenezf10@gmail.com

NOTE: The City reserves the right to deny any Special Event Permit that is not within the best interest(s) of the City and its Residents. No Special Event Permit shall be issued more than once per quarter at any one residential location and shall be no more than fourteen (14) consecutive days in duration, unless otherwise previously requested and approved by the City Manager.

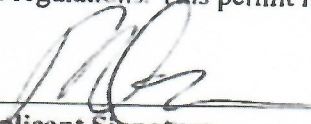


Case # _____

SPECIAL EVENT REVIEW APPLICATION

HOLDS HARMLESS AGREEMENT

The applicant agrees to indemnify the City of Villa Rica and to be solely and absolutely liable upon any and all claims, suites and judgements against the City and/or the application for personal injuries and property damages arising out of or occurring during the activities of the applicant, his/her (its) employees or otherwise. The applicant further agrees to comply with all pertinent provisions of Georgia laws, rules and regulations. This permit may be revoked at any time.



Applicant Signature

2/3/22

Date

Permit Fee: \$100.00/Day

\$500.00 Sanitation Bond Required if Filming Occurs in a City Owned Park or Facility





CITY OF VILLA RICA

City Council Meeting Agenda Item Cover Sheet

SUBJECT: Final Adoption – Villa Rica Livable Centers Initiative Study
AGENDA DATE: March 8, 2022

DATE PREPARED: February 28, 2022
PREPARED BY: Chris Montesinos, Director of Special Projects

AMOUNT: N/A
GL ACCOUNT #: N/A
FUNDING SOURCE: N/A
BUDGETED ITEM? N/A

PURPOSE: Final Adoption of the Villa Rica Livable Centers Initiative Study

BACKGROUND: The completion of the Villa Rica Livable Centers Initiative Study was delayed in late-December when the lead consultant went on paternity leave. All of the sub-consultants had finished their work, and the primary consultant only recently finalized the study. In mid-December, I requested that they price out a number of demonstration projects to give the City a baseline cost estimate for specific phases of implementation. We also required a professional print copy and a digital copy which we have only just received. As such, we have all of the final deliverables and should proceed with the adoption of the Villa Rica Livable Centers Initiative Study.

STAFF RECOMMENDATION: No public hearing is necessary for this agenda item, and staff recommendation is for adoption.

IMPACT: Finalizes the Villa Rica LCI Process and formally adopts the study.

MOTION: I move to adopt the Villa Rica Livable Centers Initiative Study finalized in February 2022.



VILLA RICA

LIVABLE CENTERS INITIATIVE STUDY

FALL 2021 | CITY OF VILLA RICA , GA



ACKNOWLEDGMENTS

Thank you to all who devoted their time and leadership in the creation of the Villa Rica Livable Centers Initiative Study. This plan would not be made possible without the community’s guidance, support, and enthusiasm in crafting a shared vision for Villa Rica.

CITY OF VILLA RICA MAYOR & CITY COUNCIL

- Gil McDougal, Mayor
- Shirley Marchman, Councilmember Ward 1
- Matthew Momtahan, Councilmember Ward 2
- Leslie McPherson, Councilmember Ward 3
- Michael Young, Councilmember Ward 4
- Danny Carter, Councilmember Ward 5

PROJECT MANAGEMENT TEAM

- Chris Montesinos, Deputy Director of Community Development
- Janet Chumley, Deputy Director of Community Development
- Andrew Smith, Atlanta Regional Commission

CITY STAFF

- Tom Barber, City Manager
- Bobby Elliott, Community Development Director & City Engineer
- Tracie Ivey, Director of Parks, Recreation and Leisure Services
- Alisa Doyal, City Clerk
- Theresa Campbell, Assistant City Clerk

STEERING COMMITTEE MEMBERS

- Andy Hill
- Melissa Garrett
- Angela O’Neal
- Alisa Doyal
- David Rogers

CONSULTANT TEAM

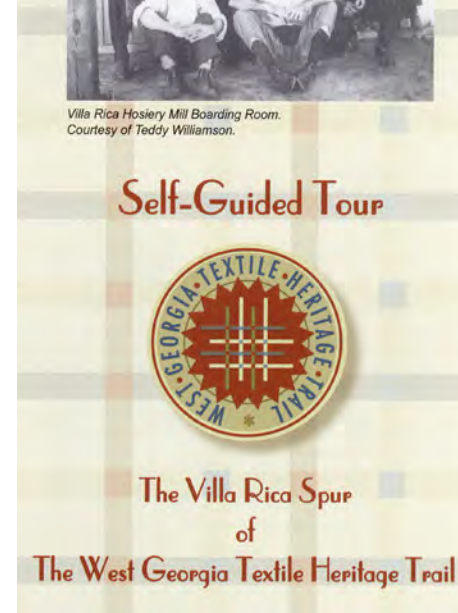
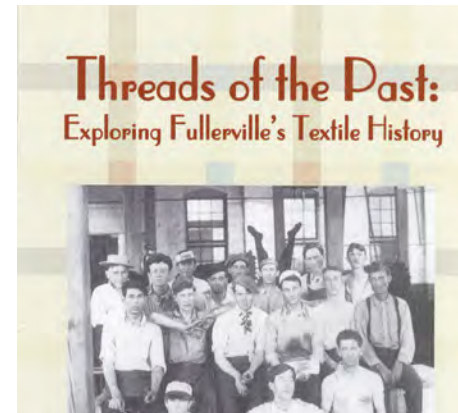
- MKSK
- Toole Design
- bae

The opinions, findings, and conclusions in this publication are those of the author(s) and not necessarily of the Department of Transportation, State of Georgia or the Federal Highway Administration.

Prepared in cooperation with the Department of Transportation, Federal Highway Administration and the Atlanta Regional Commission.support, and enthusiasm in crafting a shared vision for Villa Rica.

TABLE OF CONTENTS

SECTION 01 PLANNING CONTEXT	04
PURPOSE & PROCESS	08
PREVIOUS PLAN SUMMARY	10
SECTION 02 EXISTING CONDITIONS	12
NATURAL ENVIRONMENT	14
MOBILITY & TRANSPORTATION	16
COMMUNITY FACILITIES	20
FUTURE DEVELOPMENT	24
MARKET & HOUSING SUMMARY	28
SECTION 03 COMMUNITY ENGAGEMENT	40
OVERVIEW & SUMMARY	42
SECTION 04 THE VILLA RICA VISION	48
FRAMEWORK PLAN	50
FULLERVILLE FOCUS AREA	58
DOWNTOWN FOCUS AREA	70
SECTION 05 IMPLEMENTATION STRATEGY	88
OVERVIEW	90
IMPLEMENTATION MATRIX	92
5-YEAR IMPLEMENTATION STRATEGY	96
100-DAY ACTION PLAN	98
APPENDIX	
COMMUNITY ENGAGEMENT REPORT	
MARKET & HOUSING ANALYSIS REPORT	
TRANSPORTATION MEMORANDUM	



PLANNING CONTEXT

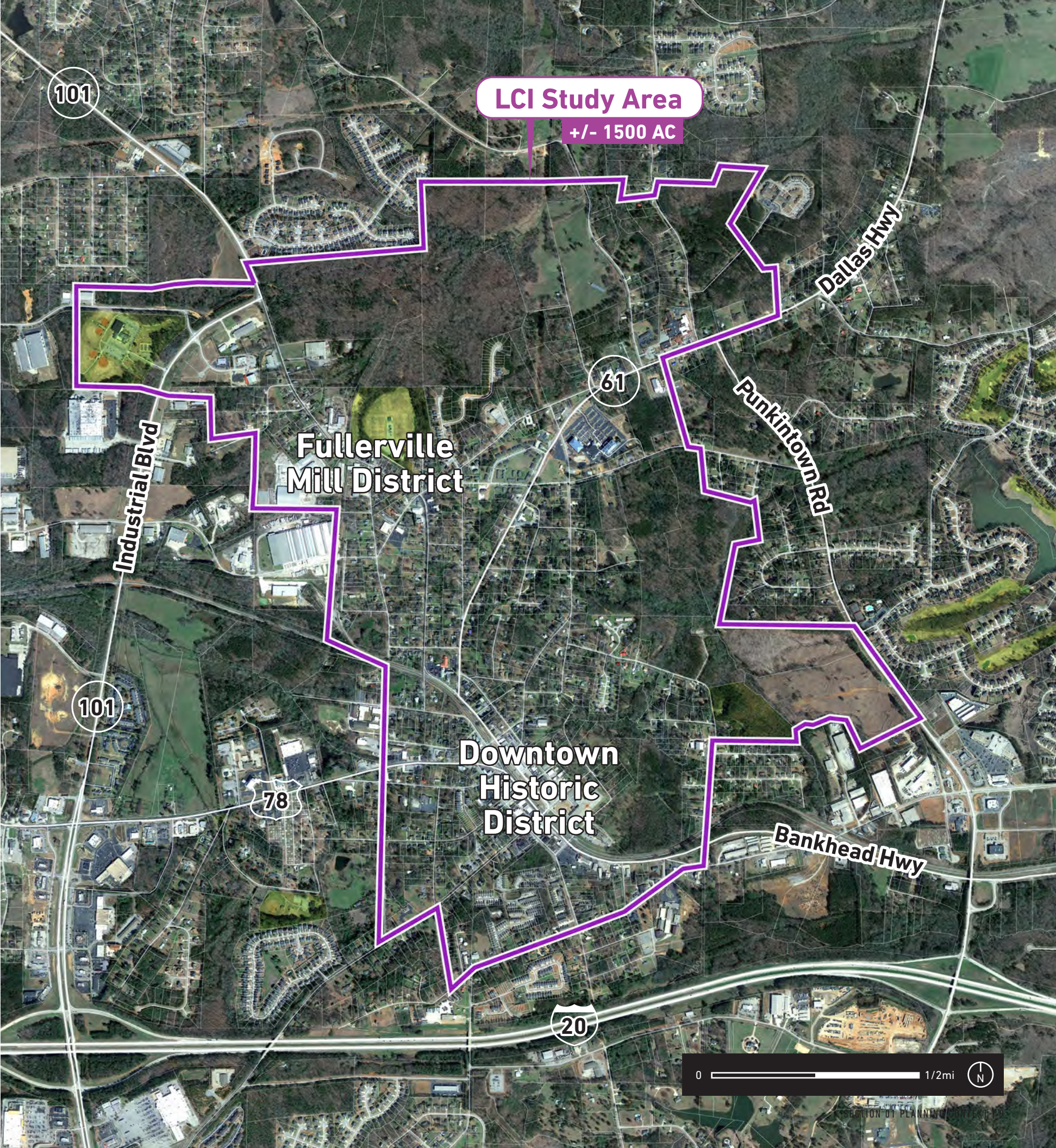
PURPOSE & PROCESS

AS THE VILLA RICA COMMUNITY CONTINUES TO PROGRESS AND ASPIRE TO A MORE WALKABLE, LIVABLE, AND ECONOMICALLY COMPETITIVE CITY, THE LIVABLE CENTERS INITIATIVE (LCI) STUDY OFFERS THE OPPORTUNITY TO ADVANCE THE VISION FOR THE DOWNTOWN AREA, HISTORIC FULLERVILLE MILL DISTRICT, AND ADJACENT NEIGHBORHOODS.

This planning effort envisions strategic recommendations and development concepts to transform the core of Villa Rica—downtown and the Fullerville Mill District—into a signature district that is connected, walkable, vibrant, equitable, and livable. This vision is creative and aspirational, but targeted and focused on the unique needs and challenges of a bustling modern renaissance city. This plan will help to ensure that future investment aligns with the community’s vision.

THE LCI PLANNING PROCESS WAS BROKEN UP INTO 5 PHASES:

- PHASE 1: EXISTING CONDITIONS & PLANNING ASSESSMENT**
The planning team collected data and performed analyses to develop a thorough understanding of the project area.
- PHASE 2: HOUSING & MARKET ANALYSIS**
The planning team performed technical analyses related to demographics, real estate, and housing to gain an in-depth understanding of the types of development that would meet demand.
- PHASE 3: COMMUNITY INPUT**
The planning team involved local residents, businesses, property owners, and other stakeholders in the planning process through creative community engagement exercises and online engagement opportunities.
- PHASE 4: DEVELOPMENT CONCEPT PLAN**
The planning team will develop a draft conceptual plan featuring catalytic site concepts, public realm & transportation recommendations, and policy & program recommendations.
- PHASE 5: PROJECT DELIVERABLES**
Based on community input, refine and finalize recommendations, then compile a final report with supporting exhibits.



PREVIOUS PLANS

SUMMARY OF THE PREVIOUS PLANNING EFFORTS

Aligning plan recommendations with current community priorities helped the planning team start to establish the goals for this planning effort. Several plans adopted by the city, regional agencies and private entities were reviewed. The following summarizes the key takeaways from those plans:

COMPREHENSIVE PLAN UPDATE (2018)

Key Overarching goal throughout the plan is to maintain the existing “small town” character.

Focuses of the plan include:

- Need to plan for community revitalization
- Open space conservation
- Recreation planning
- Expansion of utility infrastructure
- Develop effective transit connections within the community

Three “Vision Themes” which came as a result of citizen input:



RENAISSANCE STRATEGIC VISION AND PLAN (2018)

The “Top Hits” from the interviews and focus groups:

- The Mill is the Heart and Soul
- Festivals and Events
- Dining Options
- Walking from Place to Place
- Family Oriented Small Town
- Safety / Police Department

The “Top Issues” from interviews and focus groups:

- Parking
- The look (streetscape, signage and facades, gateway enhancements)
- Continuing to grow as a destination



GOLD NUGGET TRAIL MASTER PLAN (2018)

If fully implemented, the new comprehensive trail system would include 22.6 miles of trails.

Includes both bike and pedestrian trails.

Issues to overcome include notable road and railway crossings.

4 segments were identified as priority implementation projects that would connect from Fullerville Park to the Tanner Medical Center, Villa Rica Library, and to Downtwon area.

Plan also includes design standards and branding strategy.

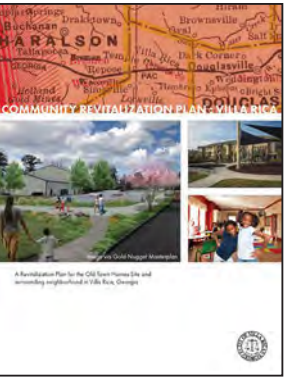


COMMUNITY REVITALIZATION PLAN (2019)

This plan looks at the areas surrounding the Tanner Medical Center, known as the Old Town Homes site.

Recommended plan for the area around Tanner Medical Center provides a mixed use program to address those challenges.

The plan also works to tie in with other plans like the Golden Nugget Trail system.



AVEMORE MASTER PLAN (2019)

The Avemore Master Plan is a conceptual plan for the 213.7-acre mixed-use development located off of Highway 61 in Villa Rica.

The proposed plan includes a community center, a chapel, parks, green spaces, ponds, walking trails, boardwalks, and wooded areas.

The area closest to Highway 61 is designed with more density and is intended to be more retail-oriented.

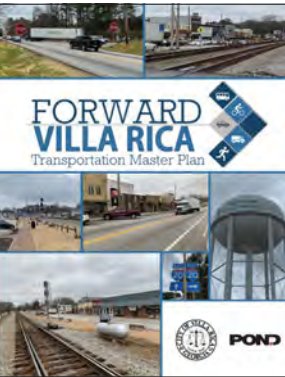


FORWARD VILLA RICA (2020)

The Forward Villa Rica Transportation Master Plan was created because of the strain put on Villa Rica’s roadways due to recent growth and changing travel patterns regionally.

The plan is intended to perform a review of transportation conditions and concerns in Villa Rica, to identify potential solutions to these challenges, and to prioritize these projects by need and by implementation difficulty.

The plan is meant to aid decision-makers as they choose which projects to pursue and when, and to coordinate with adjoining and overlapping organizations to ensure an effective transportation system.





SECTION 02

EXISTING CONDITIONS

THE FOLLOWING PAGES EXPLORE THE CHARACTER,
QUALITY, AND TRAJECTORY OF DOWNTOWN VILLA RICA



EXISTING CONDITIONS

NATURAL ENVIRONMENT

HYDROLOGY AND TOPOGRAPHY

The study area is home to two creek systems, the Mud Creek and the Town Branch. The Town Branch and its tributaries drain into to Mirror Lake and occupy much of the southeastern portion of the study area, while Mud Creek inhabits the northern border of the district. The floodplain for each is relatively constrained thanks to the area’s considerable topography.

TREE AND CANOPY COVER

The study area boasts an impressive amount of tree canopy in large part thanks to the natural corridors along the streams weaving their way through the study area. However, the downtown core is almost completely devoid of trees with the exception of the landscape strip dividing Main Street from Temple Street.

+XX

Spot Elevation

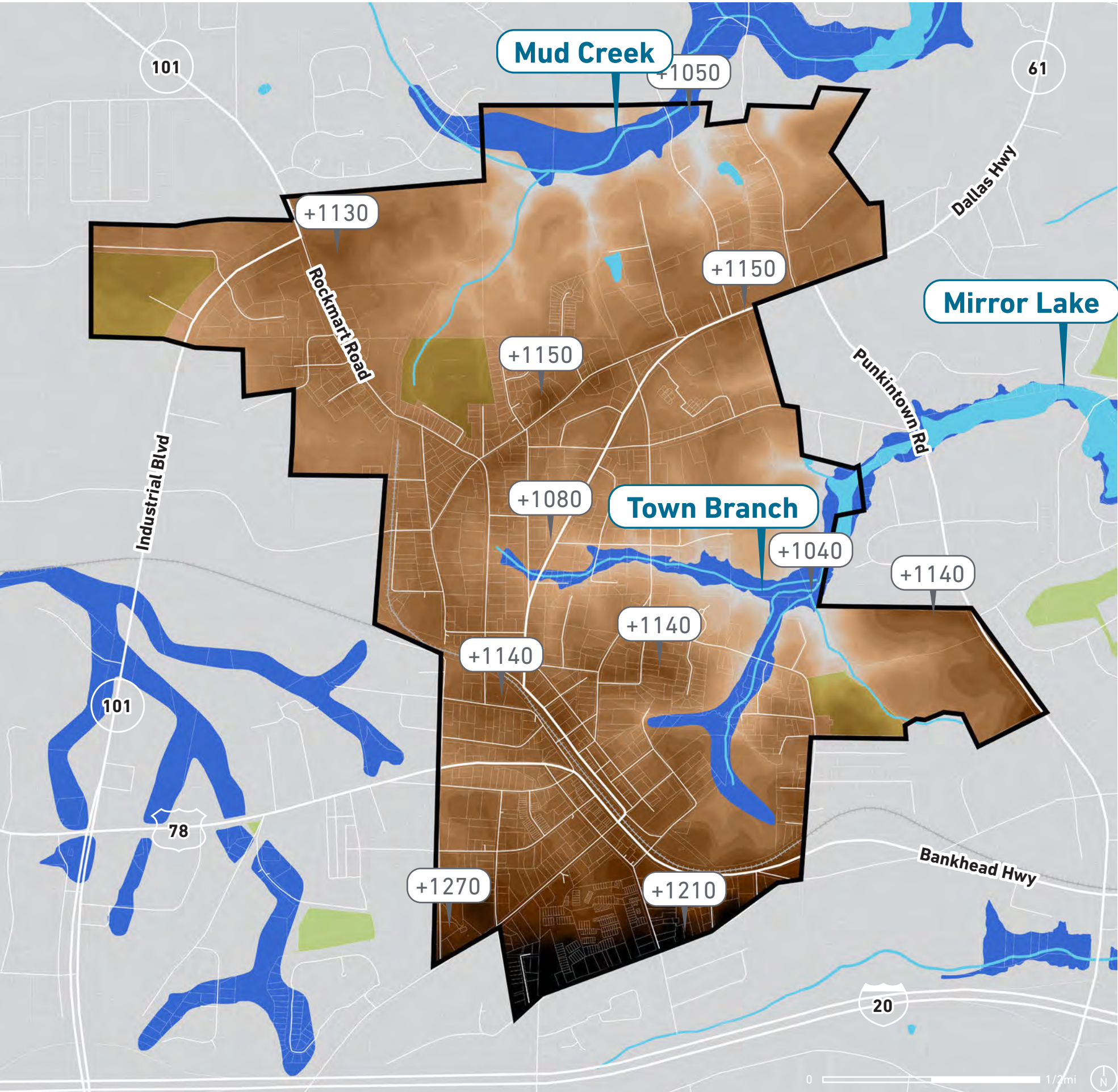
High Point

Low Point

100 Year Floodplain

Hydrology

Parks



EXISTING CONDITIONS

MOBILITY AND TRANSPORTATION

STREET NETWORK

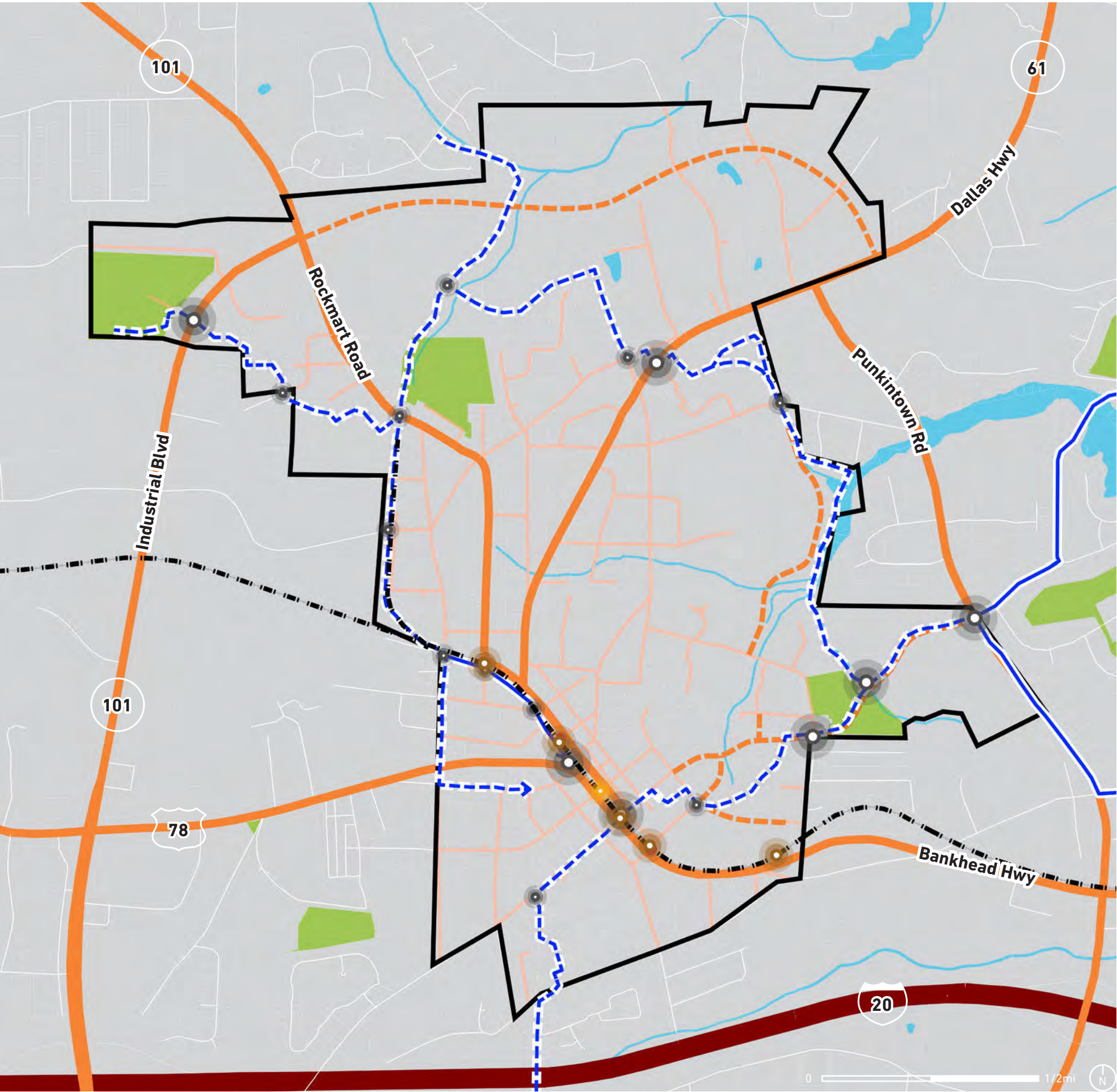
The street network in the study area lacks connectivity and continuity, pushing vehicular and heavy truck traffic to just a few roadways that traverse the district. This lack of connectivity is largely the result of the active and legacy rail infrastructure that bifurcates downtown, as well as the challenging topography adjacent to Villa Rica's creeks and their tributaries. The vast majority of streets in the study area are two-way, two-lane roads with the exceptions of Bankhead Highway that has turning lanes at key intersections and West Wilson Street which is a one-way.

BICYCLE AND PEDESTRIAN FACILITIES

The study area lacks a cohesive and comprehensive network of sidewalks and multi-use trails, making traveling by means other than a personal vehicle difficult. Where they do exist, concentrated within the downtown core and along Rockmart Road, their quality varies greatly. The completion of the planned Gold Nugget Trail, a 22.6-mile network of multi-use trails that will connect major destinations and neighborhoods across Villa Rica will greatly improve options to safely bike and walk in the community.

- Gold Nugget Trail**
Gold Nugget Trail (Existing)
Gold Nugget Trail (Proposed)
- Major Intersection / Crossing
 Minor Intersection / Crossing
 Hydrology
 Parks

- Roadway Network**
Roads - Planned Network Additions
Roads - Regional Connectors
Roads - Community Connectors
Roads - Internal Network
- Railroad Infrastructure**
Railroad
Railroad-Vehicle Crossing no sidewalk
Railroad-Pedestrian Crossing



STREET NETWORK

Below is a visual survey of the street configuration and condition at select points within the study area.



GOLD NUGGET TRAIL MASTER PLAN

Below is a visual survey of the proposed Gold Nugget Trail configuration and condition at select points within the study area.



RAIL INFRASTRUCTURE

Below is a visual survey of the railroad crossing configuration and condition at select points within the study area.



EXISTING CONDITIONS

COMMUNITY FACILITIES

PARKS AND PUBLIC SPACES

The study area is home to some of Villa Rica’s most active and beloved parks. Active recreation-centric parks like Fullerville Park and Gold Dust Park serve as both a regional draw for those participating in team sporting events and a local destination for members of the Villa Rica community looking to get outside. THE MILL is the cultural heart of downtown Villa Rica and is home to a 1,200-capacity amphitheater that hosts concerts, festivals, classic car and comedy shows, and numerous other events. Smaller neighborhood-serving parks and public spaces are found in the study area including Cleghorn Park, the Veterans Walk and rail corridor downtown, and the greenspace at the corner of Main Street and North Avenue.

HISTORIC & CULTURAL RESOURCES

The study area is home some of Villa Rica’s premier historic and cultural resources. The North Villa Rica Commercial Historic District, which is bounded by North Avenue, East Gordon Street, West Church Street, and the Southern Railroad Line, was added to the National Register of Historic Places in 2002 and features buildings dating back to 1875. Wicks Tavern, which is located on the southern side of downtown, dates back to 1830 and is the oldest commercial structure in Carroll County. Fullerville, once home to Villa Rica’s thriving textile industry, has retained much of its early 1920s character and is home to the Fullerville Jail which dates back to 1828 according to county property records.

- 5 Min Walkshed From Park

Floodplain

Hydrology

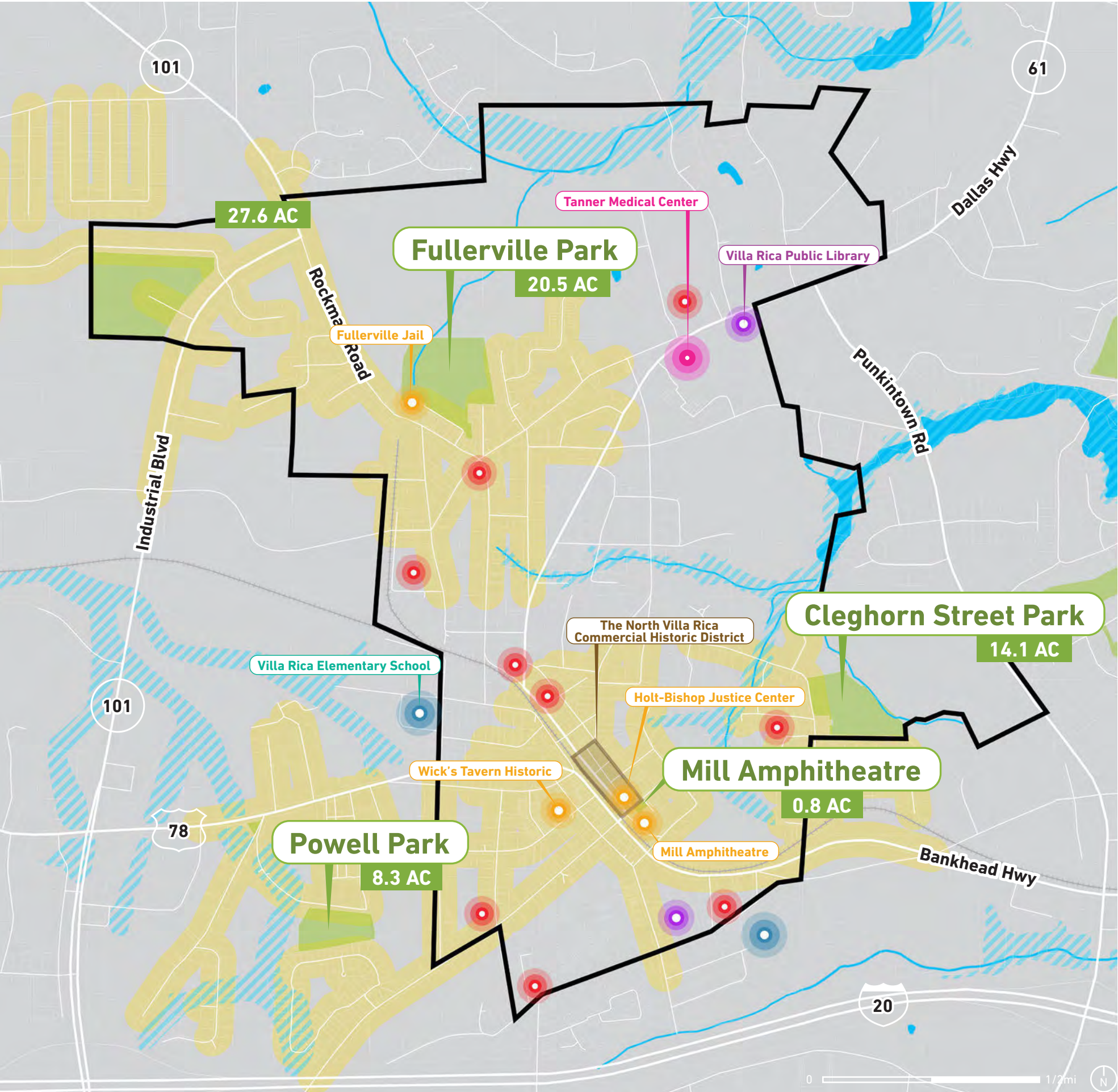
Parks
- Library

Cultural Assets

Church

School

Medical Facility



PARKS AND PUBLIC SPACES

Below is a visual survey of existing parks and public spaces within the study area.



FULLERVILLE PARK



CLEGGHORN PARK



GOLD DUST PARK



RAIL CORRIDOR

HISTORIC AND CULTURAL RESOURCES

Below is a visual survey of historic and cultural resources within the study area.



THE MILL



VILLA RICA PUBLIC LIBRARY



WICKS TAVERN



FULLERVILLE JAIL



TANNER MEDICAL CENTER



NORTH VILLA RICA COMMERCIAL HISTORIC DISTRICT



VILLA RICA COTTON MILLS



VILLA RICA HOSIERY MILLS

EXISTING CONDITIONS

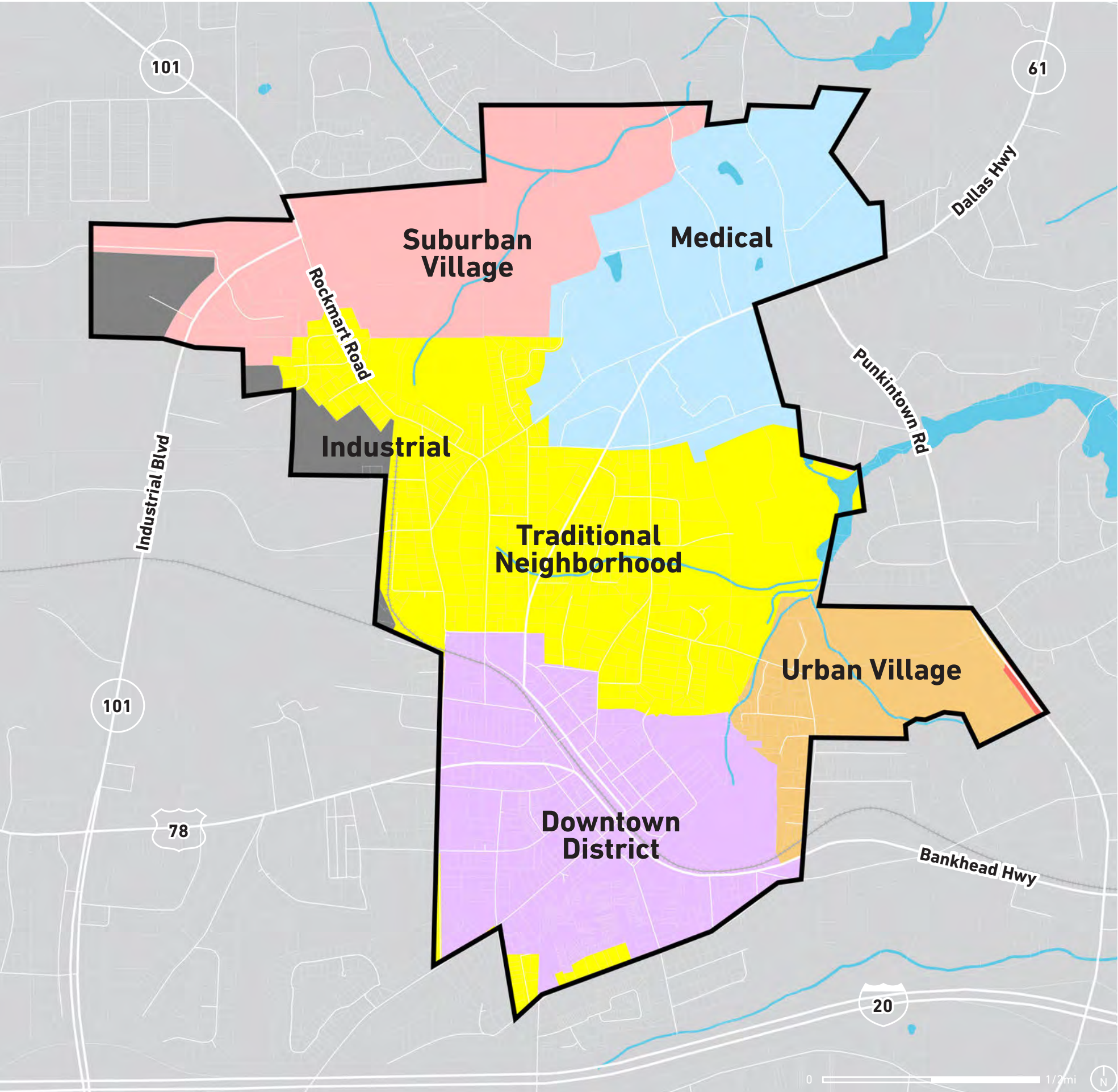
FUTURE DEVELOPMENT

FUTURE DEVELOPMENT GUIDE

The Future Development Map identifies the location of unique character areas within the study area as identified by the 2018 City of Villa Rica Comprehensive Plan Update. A complimentary Character Area Policy (also defined in the 2018 Comprehensive Plan Update) describes the type of development and land uses desired for particular geographies as well as supporting implementation strategies. These tools are intended to serve as a guide for future rezoning decisions undertaken by the city.

The study area is fairly evenly split between the Downtown District, Traditional Neighborhood, Suburban Village, and Medical character areas, with smaller proportions of the Urban Village occupying the southeastern portion of the district and slivers of Industrial occupying the northwestern edge. More detailed definitions of each character area can be found on the following pages.

- Downtown District
- Urban Village
- Suburban Village
- Traditional Neighborhood
- Industrial
- Medical
- Commercial
- Hydrology



CHARACTER AREAS

Below and opposite is a summary of the Design Principles set forth in the 2018 City of Villa Rica Comprehensive Plan Update for each character area found within the study area.

DOWNTOWN DISTRICT

DENSITY/INTENSITY

- Moderate to high density/intensity in terms of all development
- Multi-story developments encouraged (must be compatible with surrounding aesthetic; Consider height limitations to maintain human-sale)

GREEN SPACE

- Formal landscaping with built areas; informal landscaping with passive use areas
- Public parks, greenspace (Town Green), trails

TRANSPORTATION

- Compact design; Street grid network
- High vehicular and pedestrian connectivity

INFRASTRUCTURE

- Public water and sewer
- Streetscapes with pedestrian amenities
- Rear or underground utilities, when feasible



URBAN VILLAGE

DENSITY/INTENSITY

- Moderate to high density/intensity (Up to 8 du/ac for single family development); Higher densities

GREEN SPACE

- Formal landscaping with built areas; informal landscaping with passive use areas
- Neighborhood and community parks; Maintain and create connections bewwtween natural features (trials); pedestrian connections to greenways/trails
- Adequate screening/buffer between residential and adjacent uses

TRANSPORTATION

- Wide streets with on-street parking
- Dispersed road network; compact design
- Alleys for rear access to residential areas
- Road safety improvements

INFRASTRUCTURE

- Public water and sewer access
- Underground utilities preferred, when feasible
- Pedestrian infrastructure/connectivity



SUBURBAN VILLAGE

DENSITY/INTENSITY

- Generally low to moderate density with concentrated neighborhood commercial development oriented around intersection/ community crossroads; Lower in more rural areas

GREEN SPACE

- Formal landscaping with built areas
- Adequate screening between residential and non-residential uses

TRANSPORTATION

- Internal vehicular and pedestrian/bicycle connectivity (Residential Areas)
- Road networks should provide connectivity to surrounding area

INFRASTRUCTURE

- Public water and sewer access
- Continuous sidewalks and linkage between neighborhoods and nearby parks, schools, and neighborhood amenities



TRADITIONAL NEIGHBORHOOD

DENSITY/INTENSITY

- Moderate to high intensity (4-8 du/ac, higher density permitted in accordance with zoning regulations)

GREEN SPACE

- Formal landscaping with built areas; informal landscaping with passive use areas
- Residential subdivision design should set aside a high percentage of open space (i.e., Conservation Subdivisions)
- Neighborhood and community parks; Trail/ greenway connections

TRANSPORTATION

- Moderate to high vehicular (street grid) and pedestrian (sidewalks, greenways, and trails/ paths) connectivity

INFRASTRUCTURE

- Public water and access to sewer



INDUSTRIAL

DENSITY/INTENSITY

- Moderate to high intensity

GREEN SPACE

- Formal landscaping with built areas; informal landscaping with passive use areas
- Vegetative buffers/screening to minimize impacts on adjacent uses, especially residential

TRANSPORTATION

- Truck access and heavy-duty road infrastructure with access to major transportation corridors and arterials

INFRASTRUCTURE

- Potential to be large users of public water and sewer
- Heavy duty roads



MEDICAL

DENSITY/INTENSITY

- Moderate to high density/intensity in terms of all development

GREEN SPACE

- Formal landscaping with built areas; informal landscaping with passive use areas
- Public parks and greenspace

TRANSPORTATION

- Pedestrian connectivity between facilities
- Road network should provide high connectivity throughout surrounding area

INFRASTRUCTURE

- Public water and sewer



COMMERCIAL

DENSITY/INTENSITY

- Cluster development around major intersections; avoid strip, disjointed development
- Moderate to high intensity

GREEN SPACE

- Formal landscaping with built areas; informal landscaping with passive use areas
- Public parks and greenspace

TRANSPORTATION

- Access managment elements (interparcel connectivity; minimized driveway/curb cuts from main corridor)

INFRASTRUCTURE

- Public water and sewer
- Pedestrian infrastructure within and between developments
- Pedestrian connection to nearby neighborhoods, if applicable



EXISTING CONDITIONS

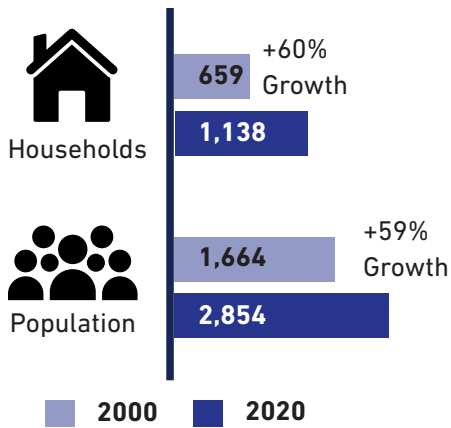
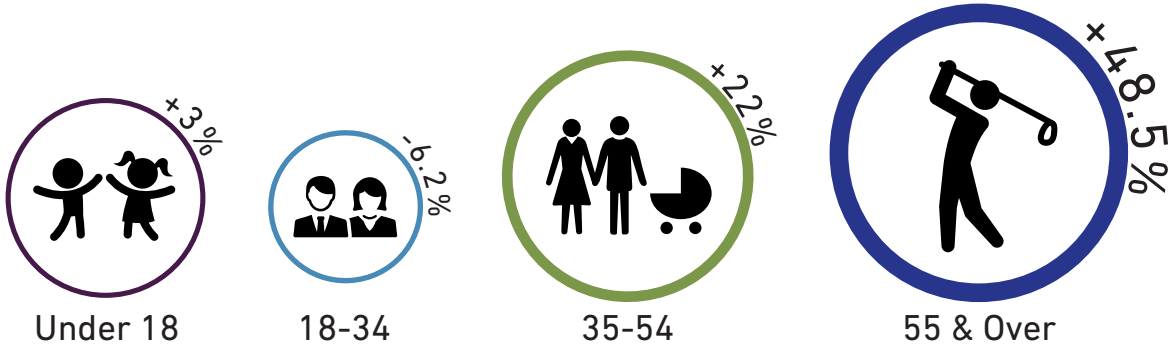
DEMOGRAPHICS & ECONOMIC CONDITIONS

POPULATION

The Study Area is at the core of a rapidly expanding city. Over the past 20 years, Villa Rica has grown from a small town of fewer than 5,000 residents to a city of over 16,000. Villa Rica’s population more than tripled in the 2000-to-2010 decade and grew by an additional 15 percent over the subsequent ten years.

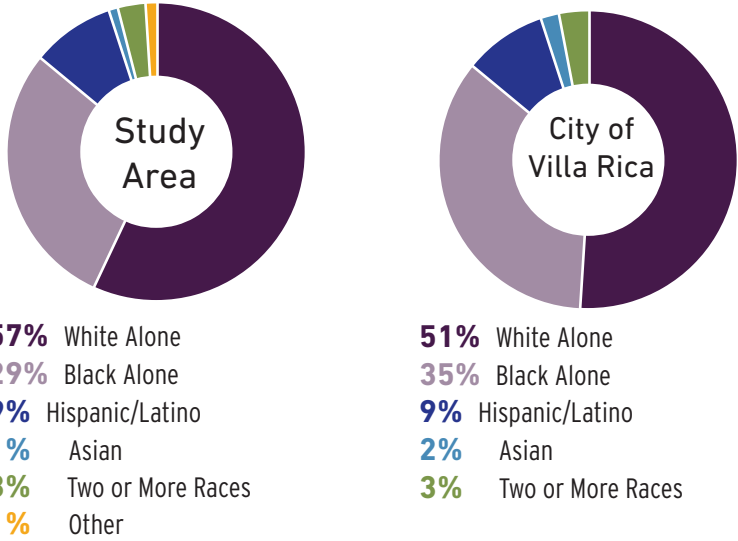
AGE DISTRIBUTION

The age distribution of the Study Area population is very similar to that of Villa Rica as a whole. Both populations have seen rapid growth on the older end of the age spectrum over the past decade. Between 2010 and 2020, the median age in the Study Area increased by 2.4 years to 34.0 years old. The jump was even greater citywide, increasing 3.6 years to 35.0 years old.



RACE & ETHNICITY

The Study Area’s population, like that of Villa Rica as a whole, has become increasingly racially and ethnically diverse. While Non-Hispanic White residents comprised a majority of the Study Area population in 2020, African Americans and Latinos made the largest population gains between 2010 and 2020.



EDUCATION DISTRIBUTION

Study Area residents have slightly lower levels of educational attainment, on average, than residents of Villa Rica overall. Among Study Area residents age 25 or older, approximately 90 percent held at least a high school diploma or its equivalent in 2020, which is on par with the City and Douglas County, and is modestly higher than Carroll County. The Study Area recorded a relatively small proportion of college degree holders, which include associate, bachelor’s, and graduate/professional degree recipients, as compared to the City and Douglas County. Lower levels of educational attainment generally correlate with lower incomes, a pattern observed in the Study Area. However, the Study Area has lower median and per capita incomes but higher levels of education than Carroll County, suggesting that County residents are more likely to work in better paying industries than Study Area residents.

BACHELOR'S DEGREE

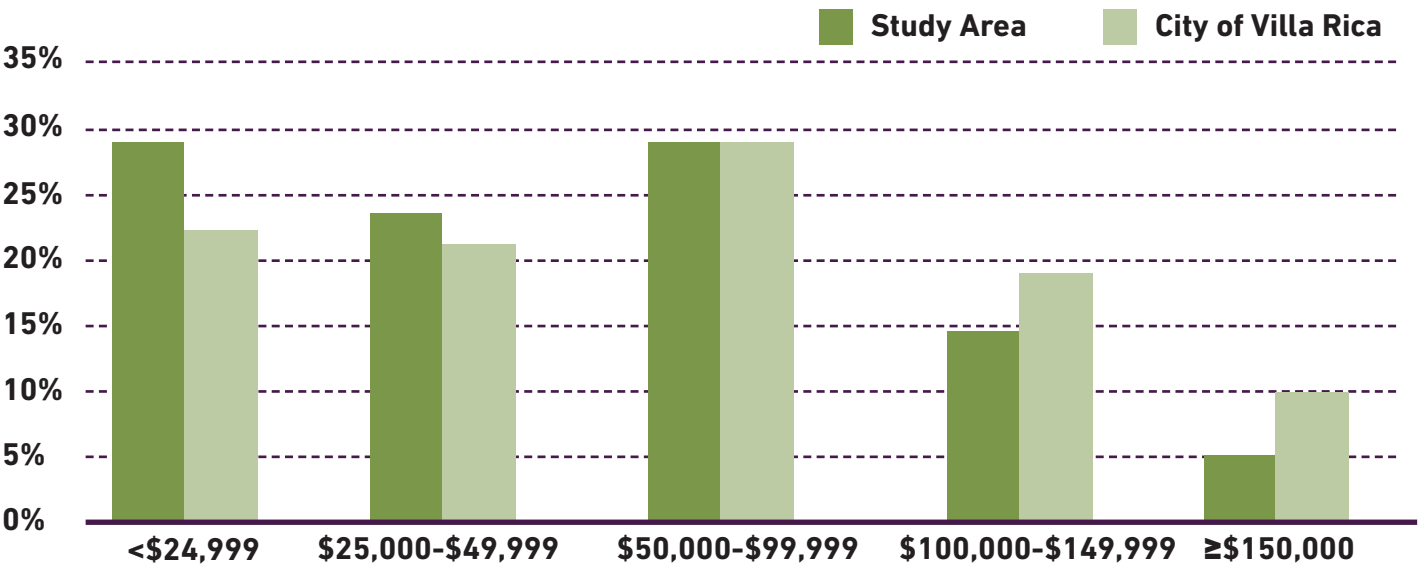


Sources: ESRI Business Analyst; BAE, 2020.

Sources: ESRI Business Analyst, 2020; BAE, 2021.

INCOME DISTRIBUTION

The Study Area’s median household income in 2020 was approximately \$46,000, which is about \$10,000 lower than the median household income citywide. It is also lower than the median household incomes for Carroll County (\$53,000) and Douglas County (\$61,000). The Study Area’s comparatively low household incomes may be due, in part, to its relatively small household sizes; smaller households generally have fewer income earners and, thus, lower total household incomes.



Household Income Distribution

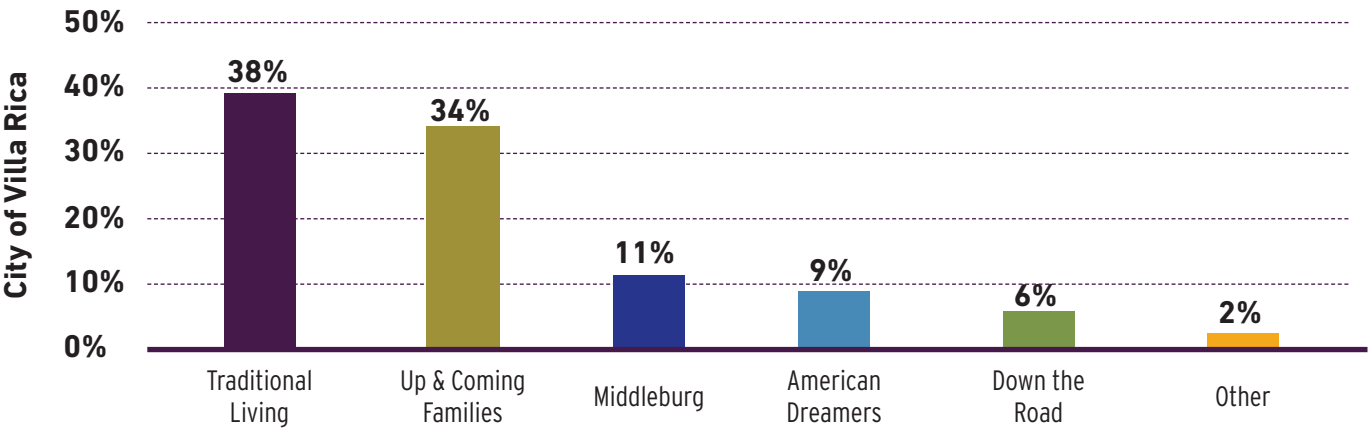
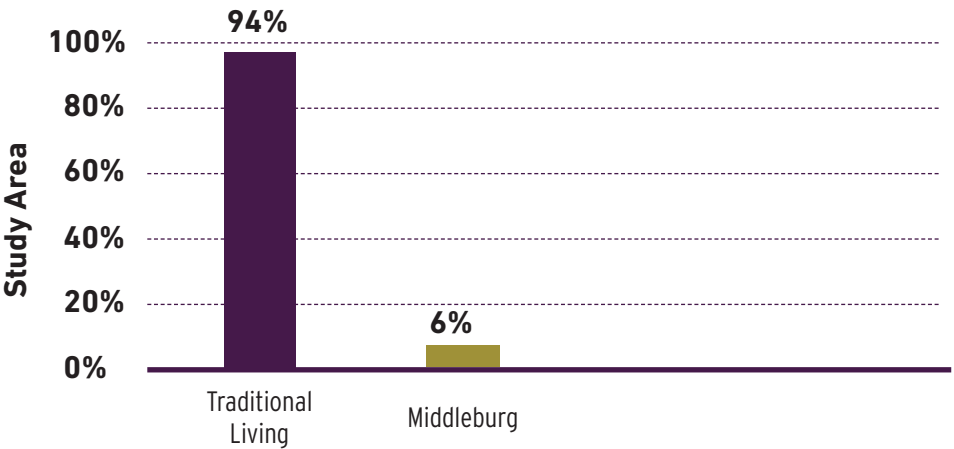


Median Household Income

Sources: ESRI Business Analyst, 2020; BAE, 2021.

TAPESTRY SEGMENTATION

The Study Area’s adult population falls into just two lifestyle segments: Traditional Living, which accounts for 94 percent of adult residents, and Middleburg, which captures the remaining six percent. The Traditional Living segment is characterized by young families, many of whom grew up in the same community where they currently reside. Residents in this segment are generally cost conscious, frequenting discount retailers like Walmart for groceries and household goods. They generally spend less than the national average in all household spending categories, but especially on apparel and contributions to retirement savings. With relatively few assets, Traditional Living households report a significantly lower median net worth than the national median. Traditional Living is the most common lifestyle segment in Villa Rica, comprising nearly 40 percent of the city’s adult population, and is the third most common segment in Carroll County.



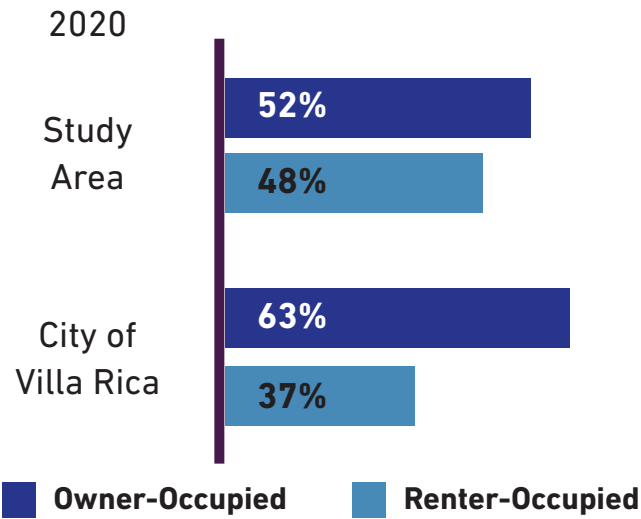
Sources: ESRI Business Analyst, 2020; BAE, 2021.

EXISTING CONDITIONS

HOUSING CHARACTERISTICS

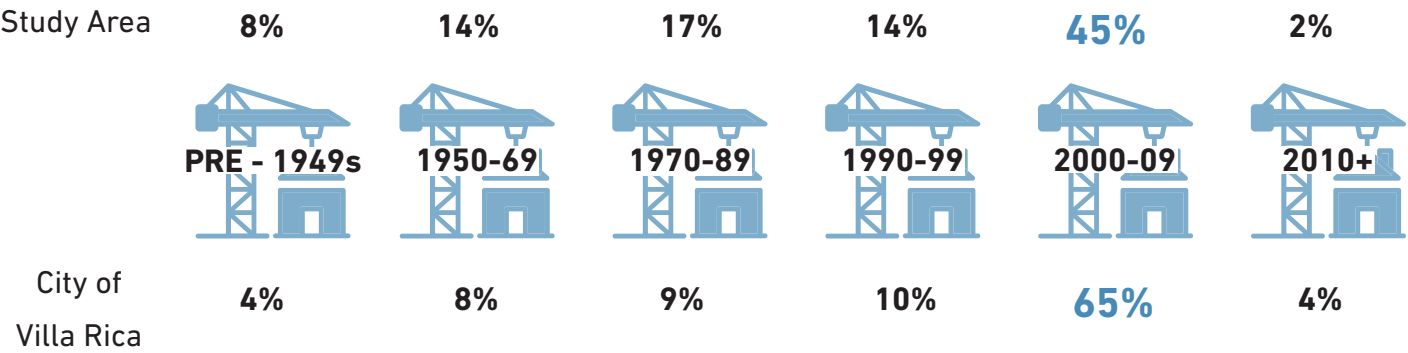
HOUSEHOLD TENURE

Unlike the City and both counties, the Study Area features a fairly even mix of owner-occupied and renter-occupied housing units. Renter-occupied units comprised 48 percent of occupied units in the Study Area in 2020, compared to 37 percent in Villa Rica, 32 percent in Carroll County, and 34 percent in Douglas County. Similar to the City and Carroll County, though, the Study Area recorded a significantly larger increase in the number of owner-occupied units than renter-occupied units between 2010 and 2020.



YEAR BUILT

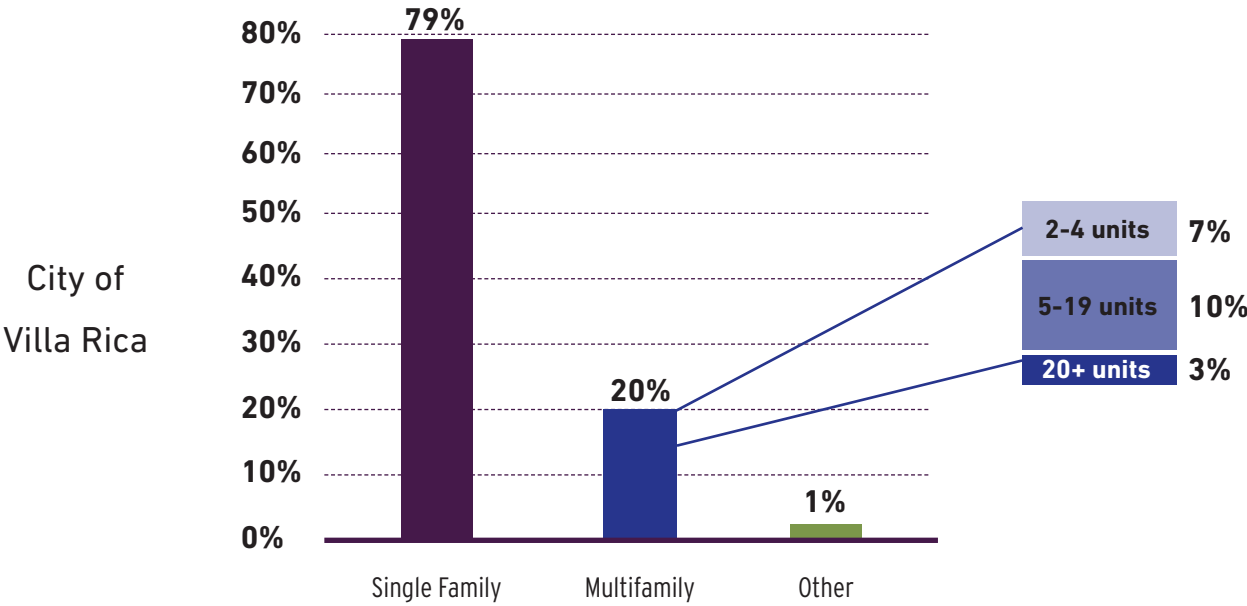
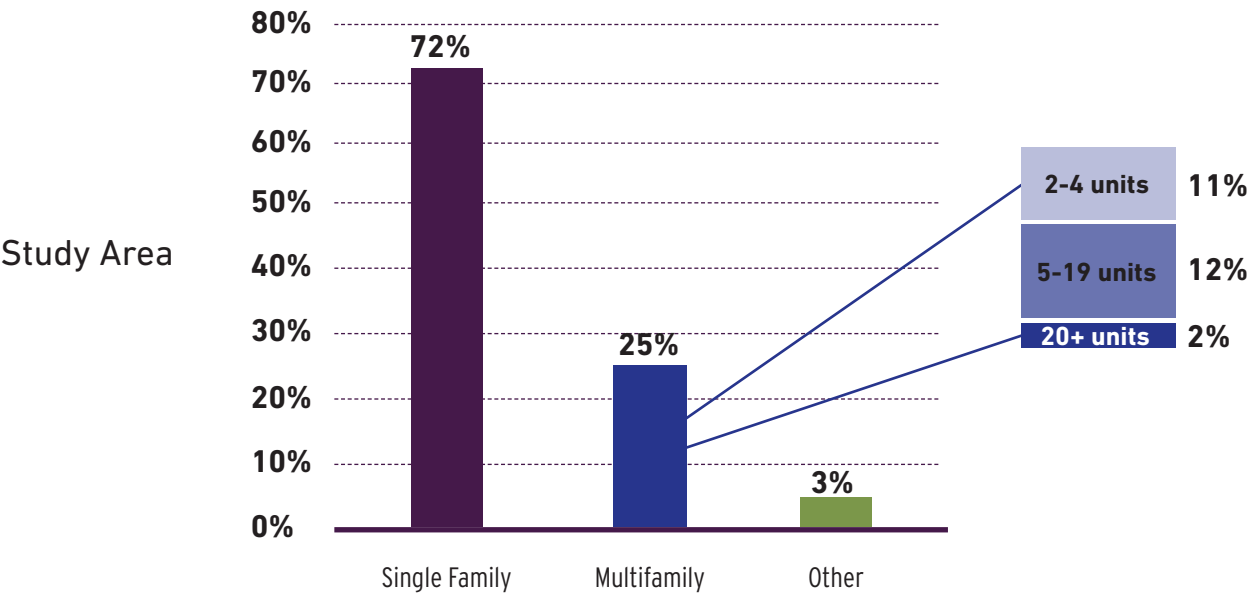
The 2000-to-2010 decade is the most common era of construction among units in the Study Area, City, and both counties—a legacy of the wave of rapid development that swept through the area during that decade prior to the Great Recession. Approximately 45 percent of Study Area units and nearly two-thirds of City units were constructed during those ten years. Notably, development in the real estate expansion occurring after the economic recovery has been relatively limited in the Study Area and Carroll County compared to the City and Douglas County, where more development has occurred, albeit at a lower rate than any time since the 1950s.



Sources: ESRI Business Analyst, 2020; BAE, 2021.

UNITS IN STRUCTURE

The 2014-2018 ACS estimates that detached single-family units comprised two-thirds of units in the Study Area and approximately three quarters of units in each of the other three areas. The remainder of units were either in attached single-family structures (i.e., units that are on their own foundations but share walls with other units, such as townhomes), multifamily structures (e.g., apartment or condominium buildings), mobile homes, RVs, or vans.



Sources: American Community Survey 2014-2018 Five-Year Sample Estimates via Esri Business Analyst; BAE 2021.

EXISTING CONDITIONS

REAL ESTATE
MARKET CONDITIONS

FOR-SALE HOUSING

In 2020, the median sale price for a single-family home in the Study Area was \$129,000 or \$100 per building square foot. The smaller but newer townhomes recorded a median sale price of \$169,000 or \$103 per building square foot. Single-family sale prices in the Study Area were lower than those reported citywide. Sale prices for Study Area townhomes were roughly on par with citywide figures, which ranged from a monthly median of \$124,000 (October 2020) to \$215,000 (September 2020).



Single Family

\$ \$152,806
Median sale

1,427 sq. ft.
Average size



Condominium /
Townhome

\$ \$164,450
Median sale

1,270 sq. ft.
Average size

RENTAL HOUSING

While renters are often associated with apartment buildings, they may also reside in detached single-family homes, townhomes, or any other type of housing structure. Also included among renter households are residents of public housing and other forms of subsidized affordable rental housing. The Study Area includes Old Town Homes, a public housing community that is currently undergoing a major transformation to a modern, 90-unit mixed-income senior living community called Legacy at Walton Trail. Though Old Town Homes has been vacated for the redevelopment, its 62 former households are likely counted in the 2020 renter household estimates.

RETAIL

The Study Area primarily has the potential to revitalize through retail uses that enhance the area as a destination. Currently, downtown Villa Rica boasts local restaurants, salons, and antique stores that differentiate its offerings from those available in neighboring communities. Building on the success of these uses will be critical to realizing a vibrant LCI area.

Study Area	City of Villa Rica	Carroll County
 3,006 sq. ft. median building size	 5,000 sq. ft. median building size	 4,000 sq. ft. median building size
\$ Avg. Rent Q4 2020: n/a	\$ Avg. Rent Q4 2020: \$14.28 per sq. ft.	\$ Avg. Rent Q4 2020: \$12.48 per sq. ft.
— n/a growth since 2019	↑ +10.2% growth since 2019	↑ +31.6% growth since 2019

OFFICE

Although not traditionally an office market, some businesses are reusing older homes just outside of the downtown core as office space. Office uses can strengthen the performance of downtown retail, providing a “captive audience” during daytime hours. In addition, as the downtown becomes more of a destination, local businesses will want to locate downtown near amenities like lunch restaurant spots to better attract local talent.

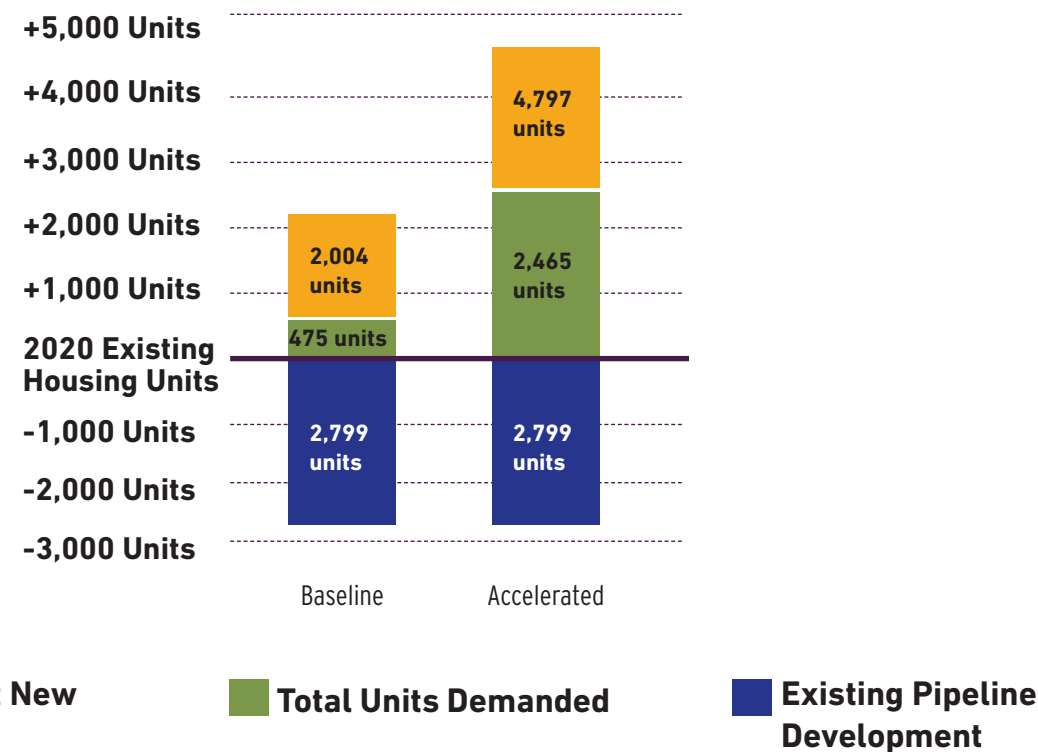
Study Area	City of Villa Rica	Carroll County
 1,700 sq. ft. median building size	 1,900 sq. ft. median building size	 2,600 sq. ft. median building size
\$ Avg. Rent Q4 2020: \$19.08 per sq. ft.	\$ Avg. Rent Q4 2020: \$15.96 per sq. ft.	\$ Avg. Rent Q4 2020: \$22.20 per sq. ft.
↓ -2.5% growth since 2019	↑ +1.5% growth since 2019	↑ +36.0% growth since 2019

EXISTING CONDITIONS

RESIDUAL DEMAND PROJECTIONS

HOUSING

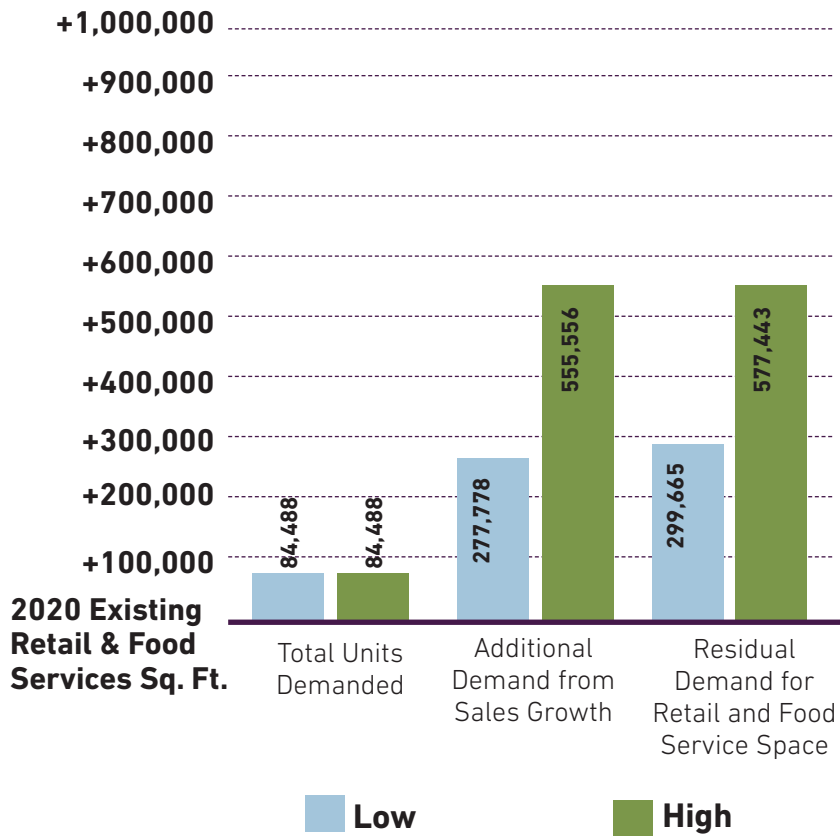
According to 2014-2019 five-year sample estimates from the American Community Survey, Villa Rica recorded a housing market vacancy rate of 1.8 percent. It should be noted that this vacancy rate reflects only vacant units that are actively on the market (i.e., for rent or for sale). It omits most vacant units in the City, which are held vacant due to probate, foreclosure, 53 abandonment, renovations, or other issues. Some of these units may return to the market at some point in the future, but many are in disrepair and would require some level of upgrading before being offered for rent or sale. Because these units will not necessarily be made available for future absorption, this analysis excludes them from the unmet demand/excess supply analysis.



Sources: Esri Business Analyst; U.S. Census Bureau; CoStar; Atlanta Regional Commission; BAE, 2021.

RESIDUAL RETAIL DEMAND

Along with the additional space required to reach a vacancy rate resulting in a more stabilized market where rents are not rising excessively (as discussed above), new retail space will be developed to accommodate growth in demand due to population growth or other factors such as increasing disposable income levels, or to replace functionally obsolete space.



\$19,737 per capita retail sales in Carroll & Douglas County

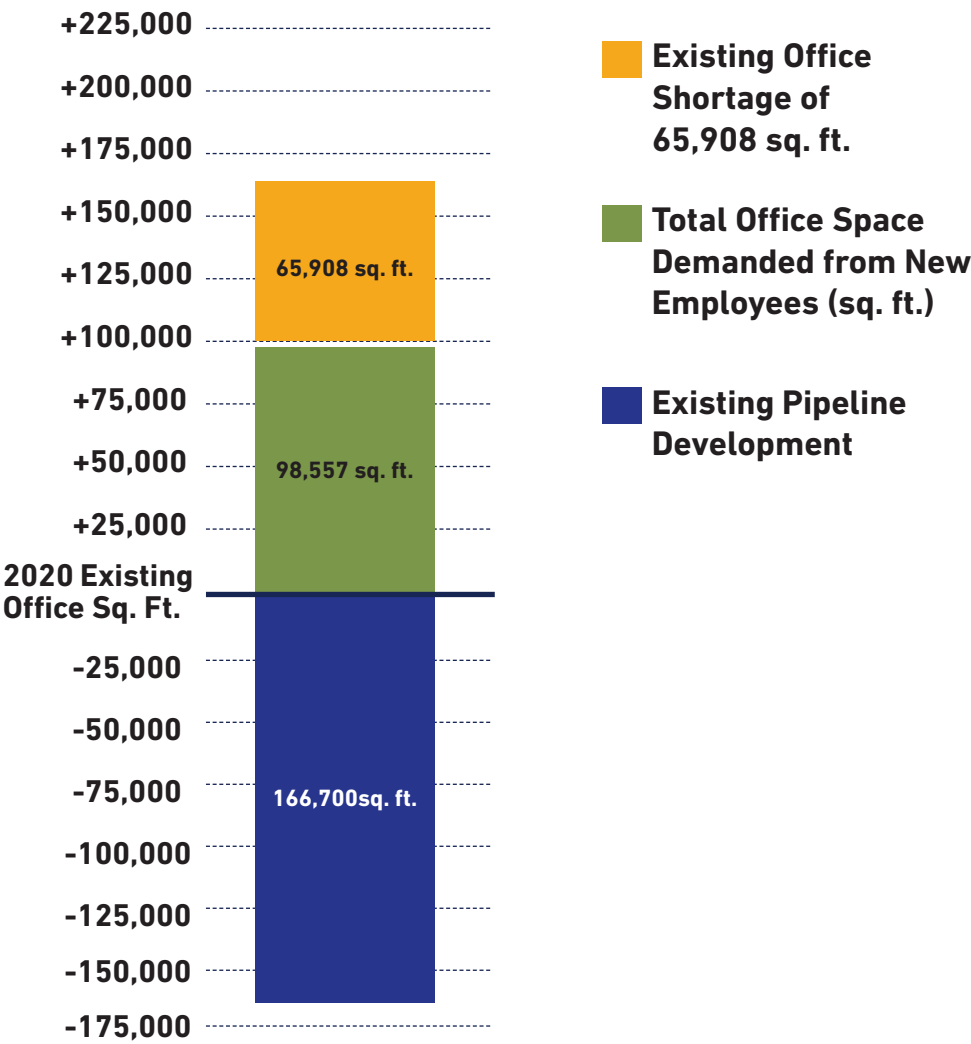


8% of both counties retail and food services sales are in the City of Villa Rica

Sources: U.S. Census Bureau, Economic Census, 2017; Bureau of Labor Statistics; Esri Business Analyst; BAE, 2021.

RESIDUAL OFFICE DEMAND

In 2020, approximately 16 percent of all Villa Rica jobs occur in industries that traditionally take place within an office environment. Assuming that rate remains constant suggests that by 2050, Villa Rica will need enough office space to support nearly 400 jobs. Office jobs account for 25 percent of all two-county area jobs, suggesting that those areas will need enough space to support 4,900 new workers.



THIS PAGE LEFT INTENTIONALLY BLANK

Sources: Esri Business Analyst; U.S. Census Bureau; CoStar; Atlanta Regional Commission; BAE, 2021.



SECTION 03

COMMUNITY ENGAGEMENT

THE FOLLOWING PAGES PROVIDE AN OVERVIEW OF THE
VILLA RICA COMMUNITY SHAPED THE PLAN



PROCESS & APPROACH

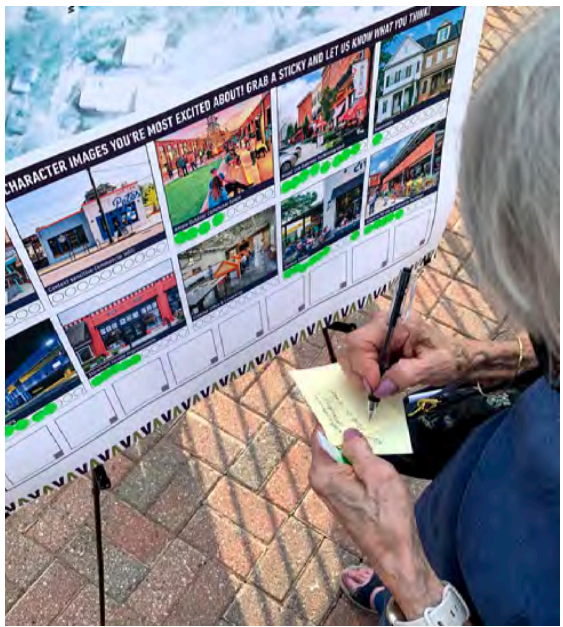
COMMUNITY
ENGAGEMENT

CENTRAL TO THE VILLA RICA LCI STUDY IS THE BELIEF THAT THE COMMUNITY MUST BE ENGAGED IN WAYS THAT CREATE CIVIC PRIDE, BUILD RELATIONSHIPS, AND FOSTER OWNERSHIP OF THE PLAN. IT IS THIS SENSE OF PRIDE, CONNECTION, AND OWNERSHIP THAT ULTIMATELY LEADS TO EFFECTIVE IMPLEMENTATION ACROSS TIME.

To cultivate this sense of stewardship, the planning team embraced a sustained and inclusive approach to community engagement. Throughout the planning process the team listened, explored, and collaborated with the Villa Rica community in a variety of ways. The following pages summarize the engagement performed during the planning process. A detailed summary of the community engagement results can be found in the Appendices.

MORE THAN 300 MEMBERS OF THE VILLA RICA
COMMUNITY HELPED SHAPE THE PLAN THROUGH:

- » Engagement with the project website which has served as the digital home for all LCI related materials.
- » A steering committee made up of key stakeholders
- » Small focus groups with residents, business owners, property owners, community groups, and agency partners.
- » A series of online surveys exploring the community’s vision for the study area and the planning teams big ideas for its future. Collectively the surveys received almost 300 responses.
- » An in-person Community Workshop at the Holt Bishop Justice Center to explore the draft recommendations and big ideas for the study area.
- » An in-person Community Workshop at the Holt Bishop Justice Center to discuss and prioritize the draft recommendations and big ideas for the study area.
- » Multiple touchpoints with City Staff and Elected Officials throughout the planning process.



TOP THEMES FROM OUR VISIONING CONVERSATIONS

At the beginning of the planning process the team hosted a series of focus group sessions with residents, business owners, property owners, community groups and agency partners as well as conducted an online survey to explore the communities collective vision for the study area. The top themes from those touchpoints can be found below.



STUDY AREA CONNECTIVITY AND STREETScape IMPROVEMENTS ARE NEEDED IN VILLA RICA

Across responses, there was an emphasis on connectivity and pedestrian safety. These include traffic calming, sidewalk, path, and greenway connectivity. Comments about aesthetic improvements included the public realm, such as lighting and streetscapes. Desired private realm improvements include facade upkeep and historic preservation.



STUDY AREA PUBLIC REALM AND OPEN SPACE IMPROVEMENTS WILL STRENGTHEN VILLA RICA

Overall, the community values open space and recreation and would like to see more connectivity from place to place with parks and trails, and more places to enjoy recreation and green space



FULLERVILLE RICH HISTORY AND RECREATION DEFINE THE FULLERVILLE MILL DISTRICT

The Fullerville Mill District is celebrated for its recreation amenities including for family activities and destinations including Fullerville Park, Gold Dust Park, soccer fields, ballpark, and open space. People emphasized the textile history of this area and its collection of historic structures.



DOWNTOWN PEOPLE WOULD LIKE TO SPEND MORE TIME DOWNTOWN

There is a desire for more restaurants, shops, and recreation opportunities downtown. Ideas for extending the options of existing gathering places include outdoor dining, extended hours, and special events. There is support for investments that would make downtown even more of a destination to enjoy, including public art and placemaking, sidewalk and safety improvements.



DOWNTOWN SMALL TOWN CHARM SETS DOWNTOWN APART

The character and scale of downtown-its history, walkability, and scale-are the framework of why people are drawn to spend time there. Beautification, facade improvements, and redevelopment that is complementary to the existing built environment will support the enduring charm of downtown,



DOWNTOWN DOWNTOWN IS A GREAT PLACE TO GATHER AND VISIT

Downtown is a destination for visiting shops an restaurents. People like the walkability and charm of downtown to spend time with their families and friends and attend special events. Local businesses are a strength of the area

TOP THEMES FROM OUR BIG IDEAS CONVERSATIONS

Building on the vision established during the beginning of the planning process, a series of big ideas and aspirations for the study area were developed and shared with the community during an in-person workshop and through an online survey. Feedback on which aspirations the community valued most can be found below.

FOCUS AREA DOWNTOWN

WHICH ASPIRATIONS ARE MOST IMPORTANT FOR CREATING A LIVABLE AND VIBRANT DOWNTOWN?

- 1

Expand the Walkable Downtown District

97.06% of Respondents
- 2

Make the Public Realm Beautiful and Safe

86.29% of Respondents
- 3

Create Public Greenspace to Anchor Business Activity & Community Life

61.76% of Respondents
- 4

Provide More Options to Live & Work Downtown

50.00% of Respondents
- 5

Strengthen the Sense of Place

47.06% of Respondents
- 6

Unlock Key Redevelopment Sites

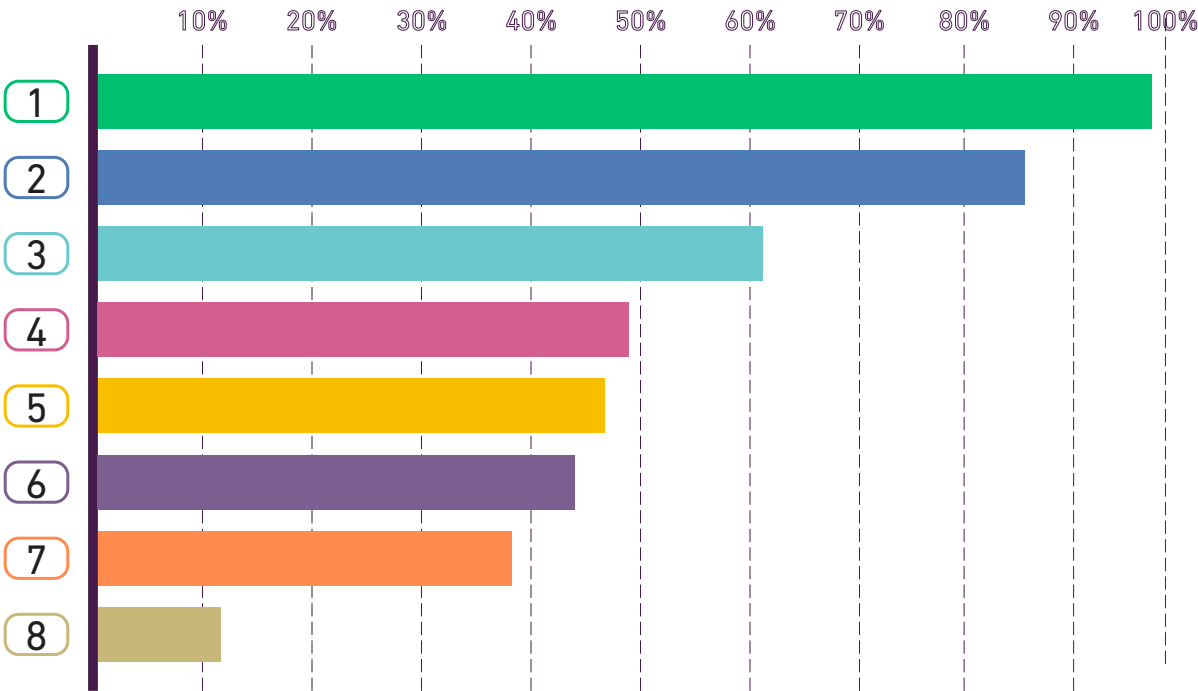
44.12% of Respondents
- 7

Create a Critical Mass of Retail/Commercial Activity

38.24% of Respondents
- 8

Other

11.76% of Respondents



FOCUS AREA FULLERVILLE

WHICH ASPIRATIONS ARE MOST IMPORTANT FOR CREATING A LIVABLE AND VIBRANT FULLERVILLE?

- 1

Improve Bike and Pedestrian Connectivity

67.65% of Respondents
- 2

Provide More Ways to Access & Experience Nature

64.71% of Respondents
- 3

Cultivate Neighborhood Serving Retail

58.82% of Respondents
- 4

Foster a Culture of Creativity and Entrepreneurship

52.94% of Respondents
- 5

Create a Community Hub

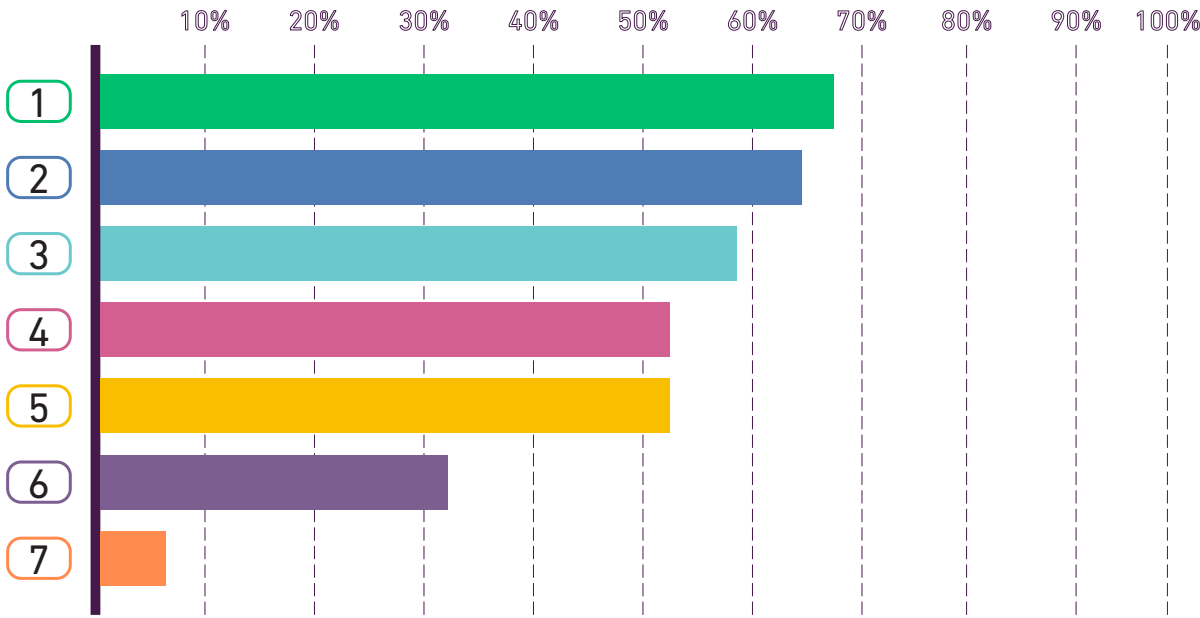
52.94% of Respondents
- 6

Promote Context-Sensitive Redevelopment

32.35% of Respondents
- 7

Other

5.88% of Respondents





SECTION 04

THE VILLA RICA VISION

**THE FOLLOWING PAGES EXPLORE THE COLLECTIVE
VISION FOR THE HEART OF VILLA RICA**



LCI STUDY AREA

THE HEART OF VILLA RICA

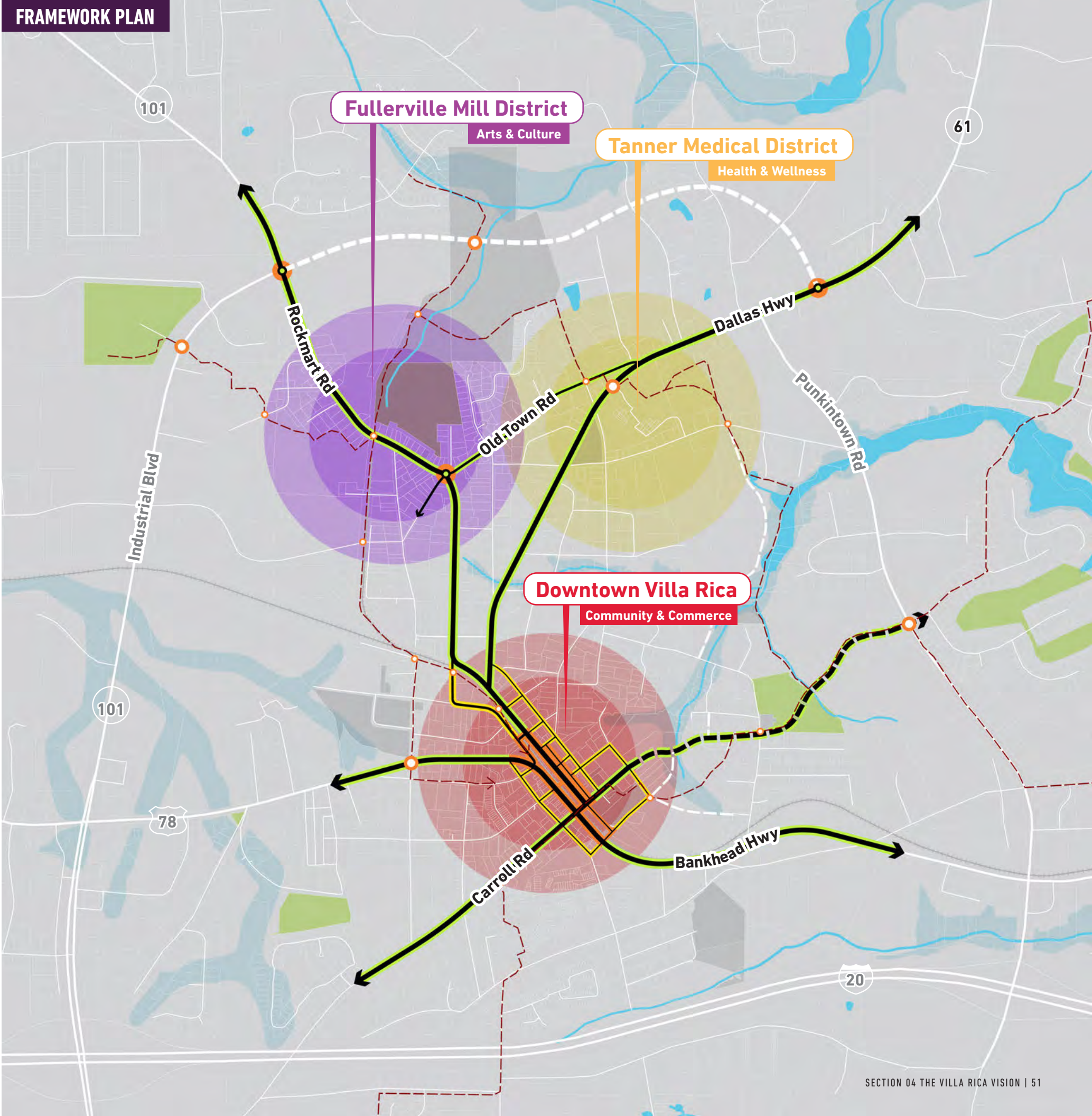
THE VISION FOR THE STUDY AREA IS TO TRANSFORM THE CORE OF VILLA RICA – DOWNTOWN AND THE FULLERVILLE MILL DISTRICT – INTO A SIGNATURE DISTRICT THAT IS CONNECTED, WALKABLE, VIBRANT, EQUITABLE, AND LIVABLE.

It's the place people think of when they want to meet up for a stroll, grab a bite, have a drink, and explore what's new at the shops and studios. It's where people, young, old and in between, want to live. It's the place entrepreneurs and makers want to be when starting their new business and want to stay as they grow. It is the heart and soul of the growing Villa Rica community.

FRAMEWORK PLAN

The Framework Plan defines the overall structure for where to focus investments in public realm and transportation infrastructure, and a nuanced vision for the character and quality of activity centers within the study area. These are expanded upon further in the chapter.

- Gold Nugget Trail
- Walkable Ways
- Pedestrian Priorities
- Community Connectors
- Proposed Roadway (Current)
- Floodplain
- Lakes, Rivers, Streams
- Publicly Owned Parcels
- Existing Park

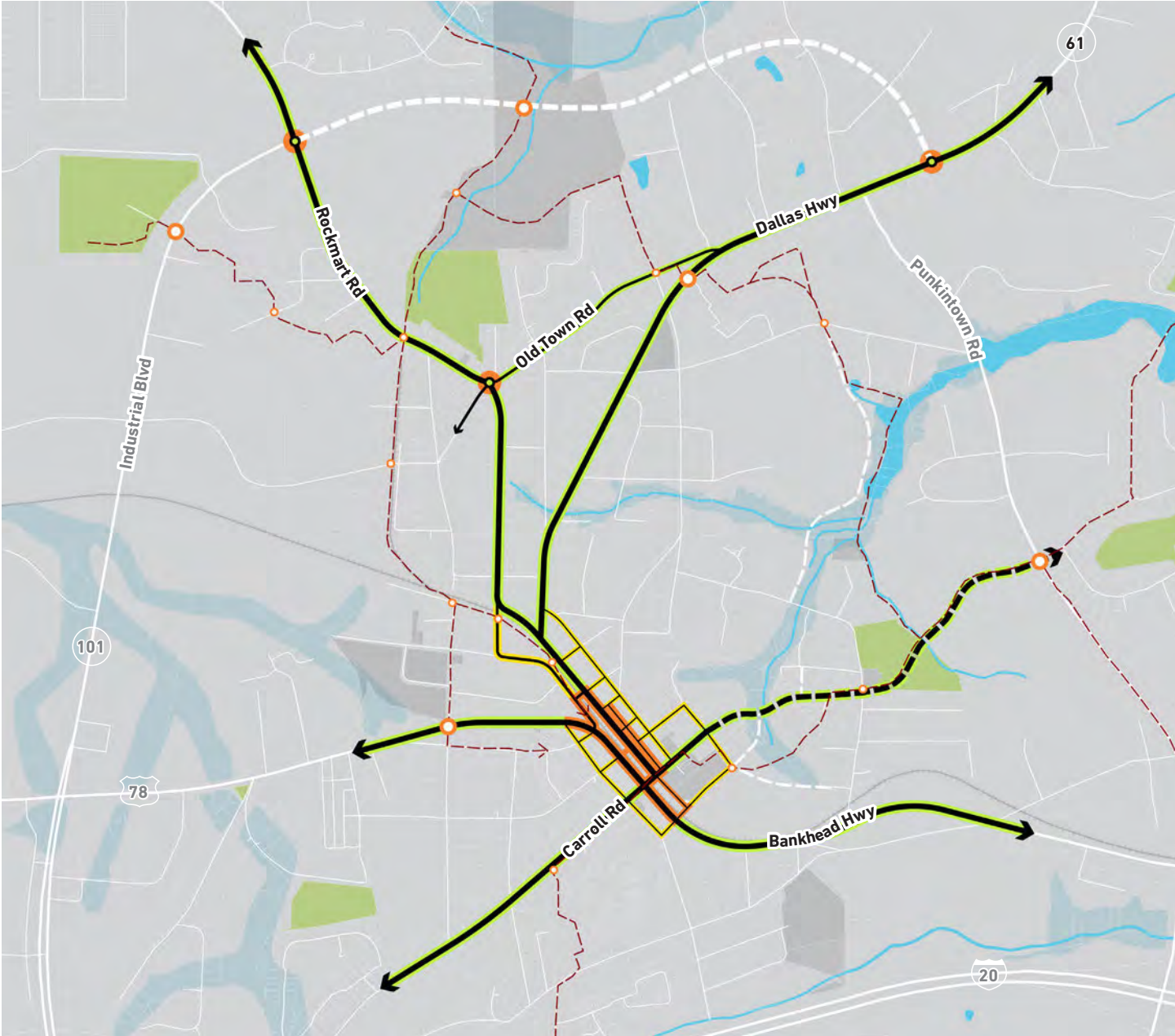


LCI STUDY AREA

TRANSPORTATION AND MOBILITY FRAMEWORK

A welcoming, safe, and connected network of public ways and public spaces is one of the most important ingredients of a vibrant community. The Transportation and Mobility Framework identifies where to focus investments in public realm and transportation infrastructure to connect people to one another and the places they live, work, and want to be.

These improvements are divided into 4 categories: the **Gold Nugget Trail**, **Community Connectors**, **Walkable Ways**, and **Pedestrian Priorities**. Each is further explained on the right and identified on the map below.



GOLD NUGGET TRAIL

The proposed Gold Nugget Trail network consists of 22.6 miles of bicycle and pedestrian trail connectivity opportunities within Villa Rica. When complete, the Gold Nugget Trail will connect the downtown, city parks, neighborhoods, and major activity centers throughout the community.

Gold Nugget Trail Priority Segments include: Old Stone Road to Old Town Road, Old Town Road to Fullerville, Downtown to Mirror Lake Boulevard, and Gleghorn Park to Old Stone Road.



COMMUNITY CONNECTORS

Community connectors are streets that tie together neighborhoods and connect it to adjacent communities. These streets are designed to provide safe and comfortable access for pedestrians and cyclists. They feature generous multiuse paths, sidewalks, consistent wayfinding, lighting, placemaking elements, and other amenities.

Community Connectors include: Rockmart Road, Dallas Highway, Old Town Road, Carroll Road, the future Shoreline Connector, and Bankhead Highway.



WALKABLE WAYS

Walkable ways are streets located adjacent to mixed-use and commercial centers. These streets are designed with ample sidewalks for pedestrians, parklets and amenity spaces for local businesses, on-street parking, lighting, placemaking elements, green infrastructure, and other human-scaled amenities.

Walkable Ways include: Church Street, Wilson Street, Cheeves Street, North Avenue, Candler Street, Stone Street, Gordon Street, and Westview Drive.



PEDESTRIAN PRIORITIES

Pedestrian Priorities are streets located in the heart of Downtown. These streets are designed as signature pedestrian promenades that serve as the public face of Villa Rica. They feature generous sidewalks, accessible crossings, high-quality materials, distinctive placemaking elements, on-street parking, green infrastructure, and other human-centered amenities.

Pedestrian Priorities include: Main Street, Temple Street, Montgomery Street, Cheeves Street, Carroll Road, and Stone Street.

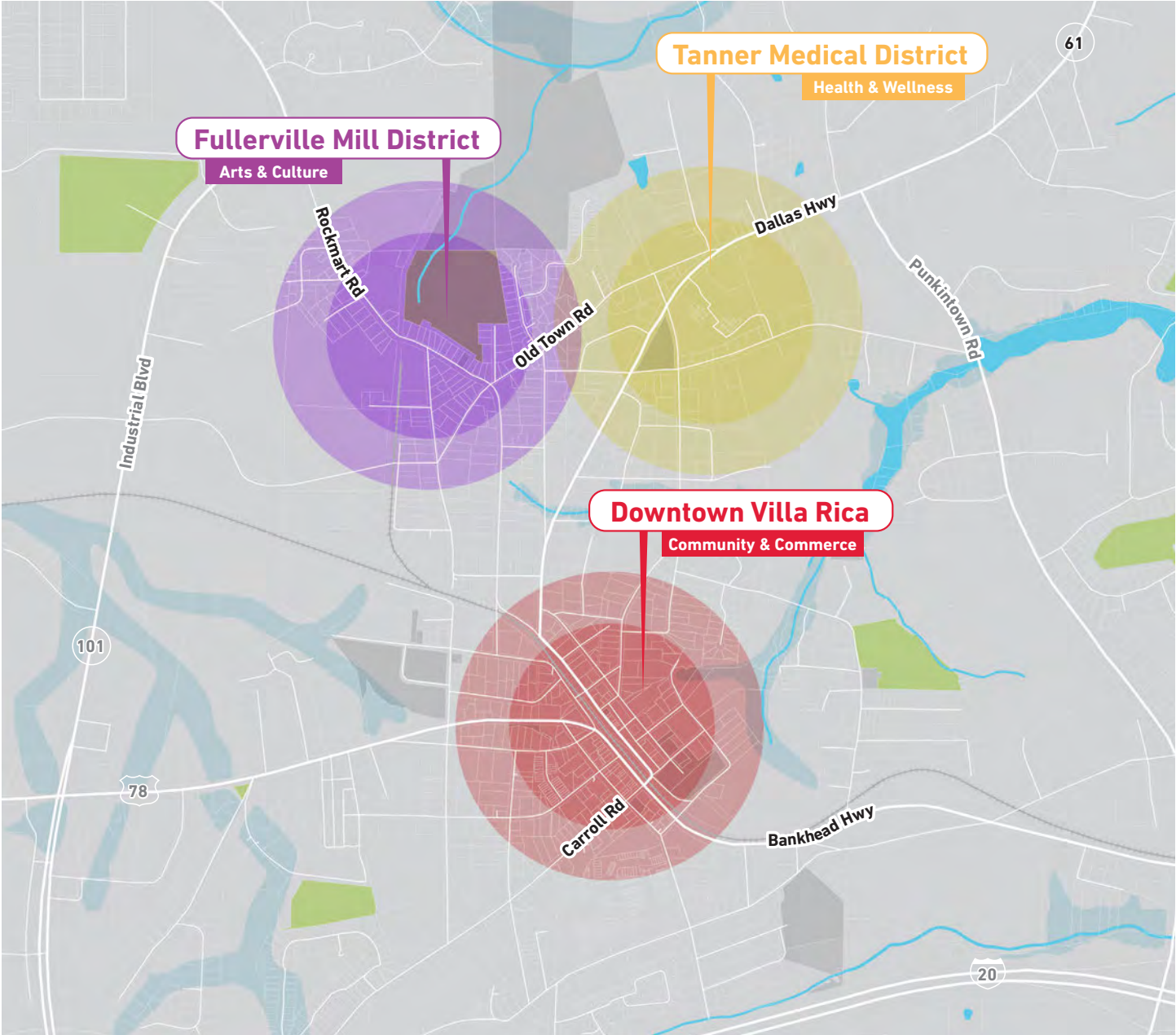


LCI STUDY AREA

CHARACTER AREA FRAMEWORK

The Character Area Framework defines a nuanced vision for the character and quality of activity centers within the study area.

The plan identifies three activity centers: the **Tanner Medical District**, the **Fullerville Mill District**, and **Downtown Villa Rica**. Each is further explained on the right and identified on the map below. Design concepts for the Fullerville Mill District and Downtown Villa Rica are further explored later in the chapter.



TANNER MEDICAL DISTRICT

VILLA RICA'S HOME OF HEALTH AND WELLNESS

The Tanner Medical District capitalizes on the growing momentum generated by the Tanner Medical Center to create a new community hub surrounding this important asset. The vision supports the creation of concentrated commercial, retail, and office uses that complement the existing medical facilities, with compact residential development providing housing opportunities for those looking to live in the district.



FULLERVILLE MILL DISTRICT

VILLA RICA'S HUB FOR ARTS AND CULTURE

The Fullerville Mill District celebrates Villa Rica's textile history and positions the area as the community's home of the arts. The vision reimagines the Villa Rica Cotton Mill and Villa Rica Hosiery Mill sites into a cultural art complex and the surrounding district as an arts village. Restoration of the historic housing stock, compact walkable development, distinctive placemaking elements, and access to nature define the character of the district



DOWNTOWN VILLA RICA

THE HEART OF VILLA RICA

Downtown is and will continue to be the commercial and civic heart of Villa Rica. The vision builds on the district's strengths by emphasizing redevelopment and infill development opportunities that complement the Downtown built character, as well as investment in the public realm, that enhances the historic charm and human-scale of the area. High-quality construction and design, distinctive placemaking elements, and pedestrian-oriented amenities define the Downtown experience.



FRAMEWORK PLAN

PROJECT AND POLICY RECOMMENDATIONS

PUBLIC REALM AND TRANSPORTATION

- 0 1.01 GOLD NUGGET TRAIL** – Pursue implementation of the Gold Nugget Trail system consistent with the Gold Nugget Trail Master Plan (Adopted 2018).
- 0 1.02 DALLAS HIGHWAY STREETScape** – Develop bicycle and pedestrian facilities from the future Villa Rica North Loop Bypass to Main Street. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.
- 0 1.03 OLD TOWN ROAD STREETScape** – Develop bicycle and pedestrian facilities from the Dallas Highway to Rockmart Road. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.
- 0 1.04 BANKHEAD HIGHWAY STREETScape** – Develop bicycle and pedestrian facilities from the Industrial Boulevard to Mirror Lake Boulevard. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.
- 0 1.05 CARROLL ROAD STREETScape** – Develop bicycle and pedestrian facilities from the Industrial Boulevard to Mirror Lake Boulevard. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.

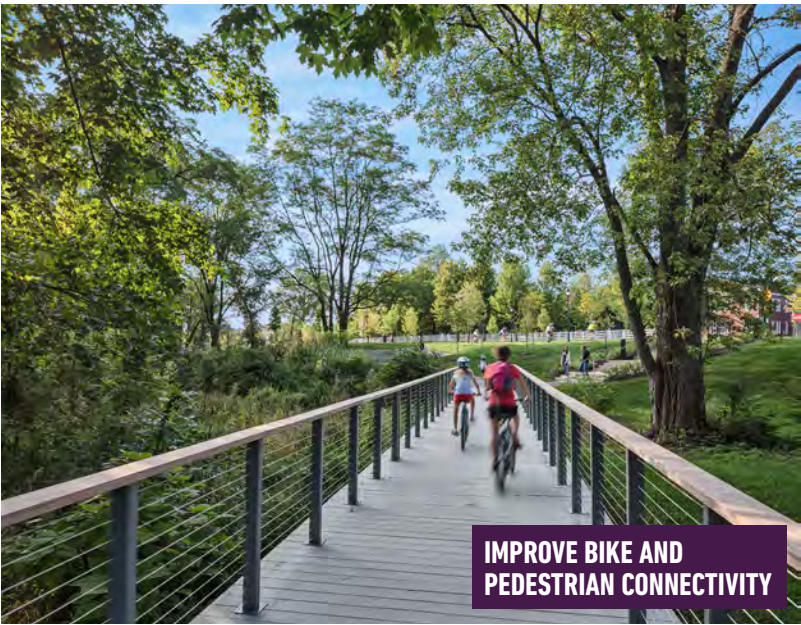
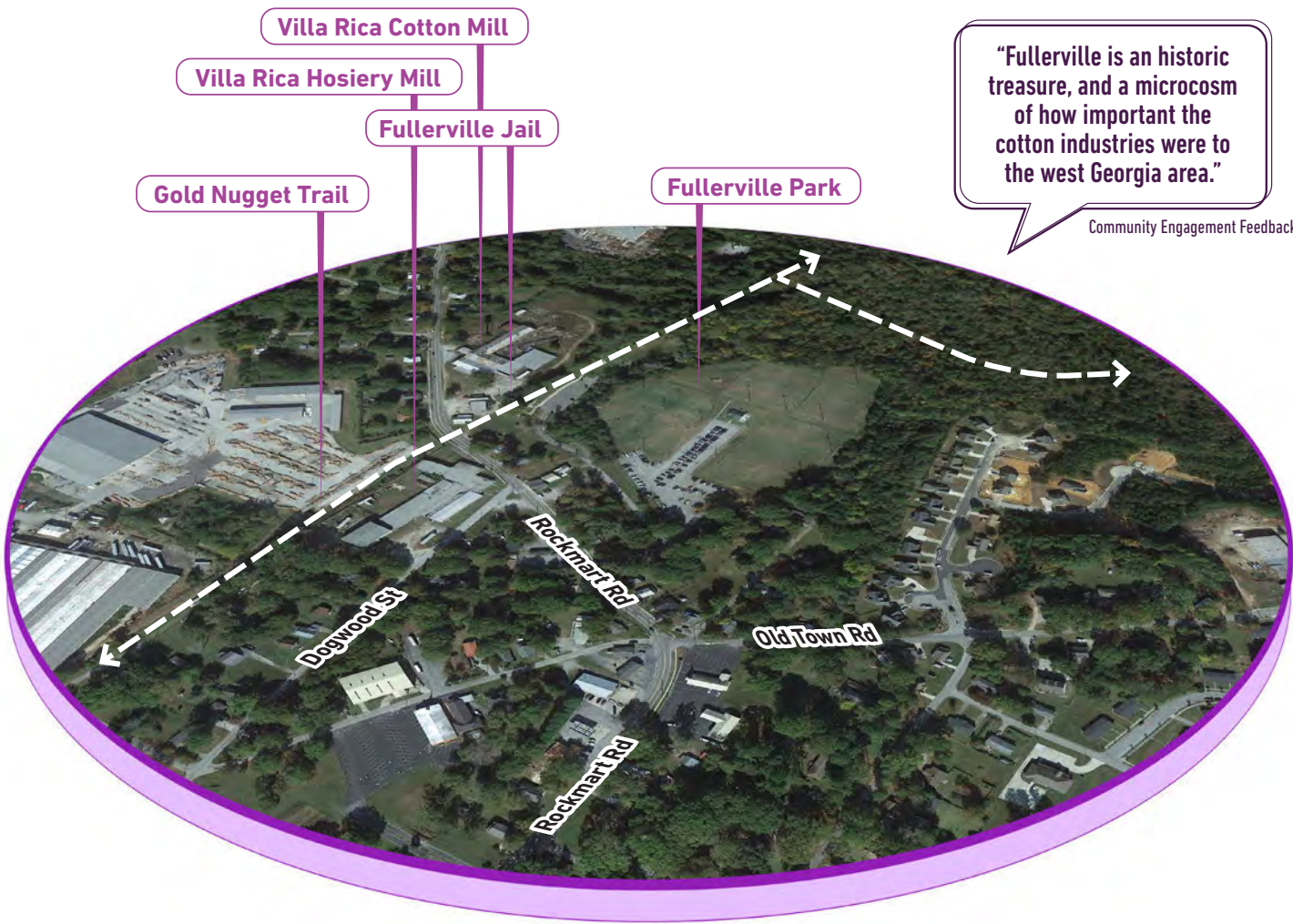


FULLERVILLE

VILLA RICA'S HUB FOR ARTS AND CULTURE

Once the home of Villa Rica's thriving textile industry, the Fullerville Mill District is well positioned for a renaissance. It's proximity to Downtown and the Tanner Medical Center, collection of historic sites and building stock, and access to trails and parks all point to a bright future for this part of the Villa Rica community. The concepts put forth in this plan build on the strengths referenced above and focus investments in the arts, culture, and open space to propel this historic district towards the community's vision for a vibrant cultural district.

The core of the Fullerville Focus Area is shown below in the map exhibit and inspirational imagery associated with the six guiding principles for the district are shown on the right.



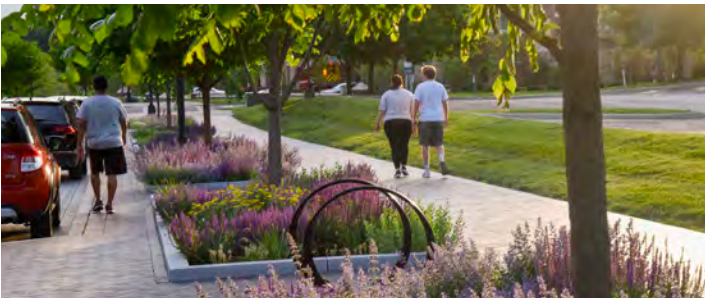
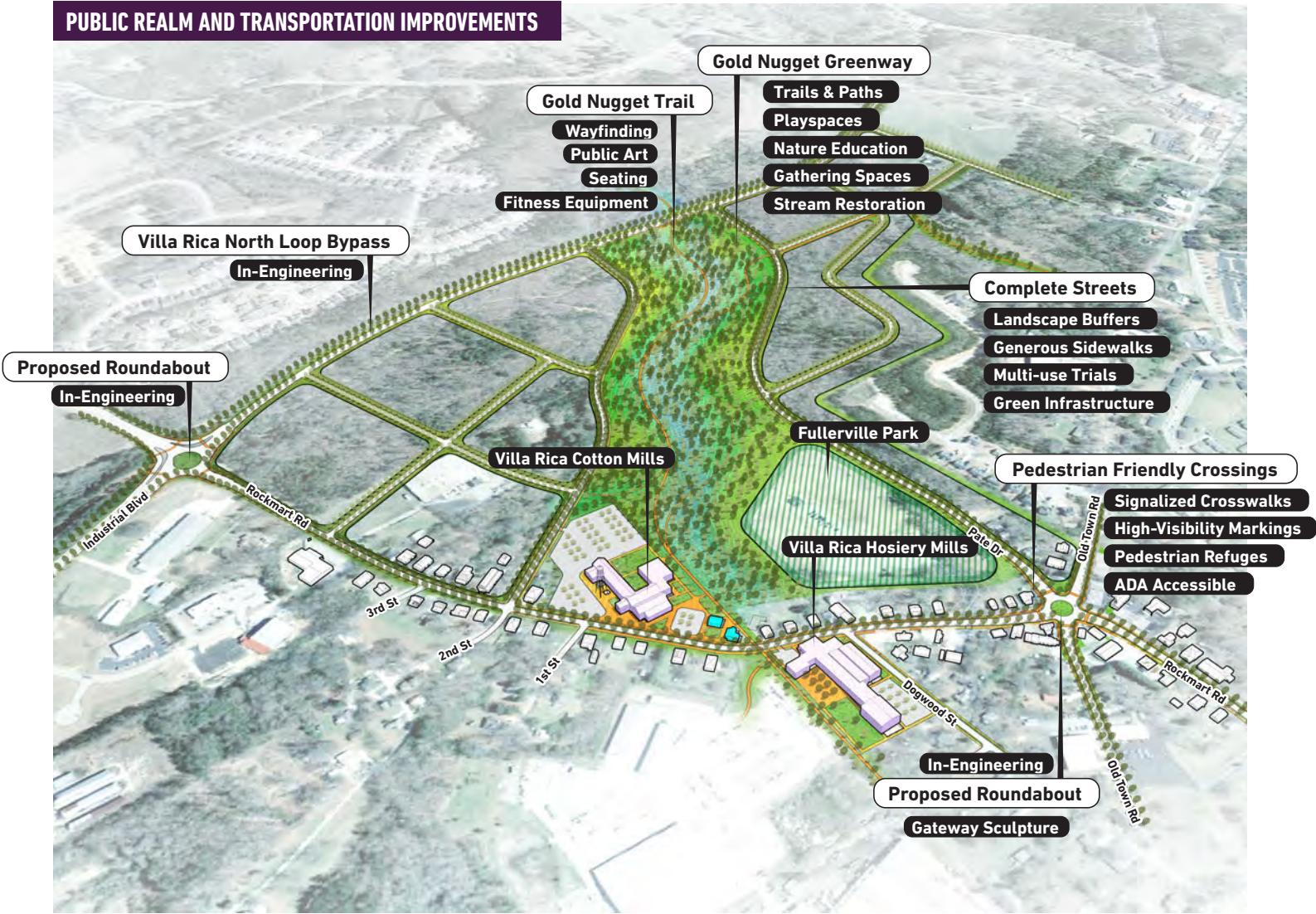
LCI FOCUS AREA | FULLERVILLE

PUBLIC REALM AND TRANSPORTATION IMPROVEMENTS

A well-connected and well-appointed street network is the foundation upon which all other moves in Fullerville will be made. This street network should be designed with walkability and bikeability at the forefront and include all the amenities and infrastructure needed to create a safe, comfortable, and welcoming experience for those traveling by means other than a personal vehicle. The creation of a passive park along the Gold Nugget Trail provides new and exciting ways to access and experience nature in Villa Rica.

Specific improvements for the Fullerville Focus Area are noted below in the map exhibit and in the Projects and Recommendations section of this chapter. Inspirational imagery describing the character, quality, and experience of the concept can be found on the right.

“Make the green belt and then I’ll be there.”
Community Engagement Feedback



LCI FOCUS AREA | FULLERVILLE

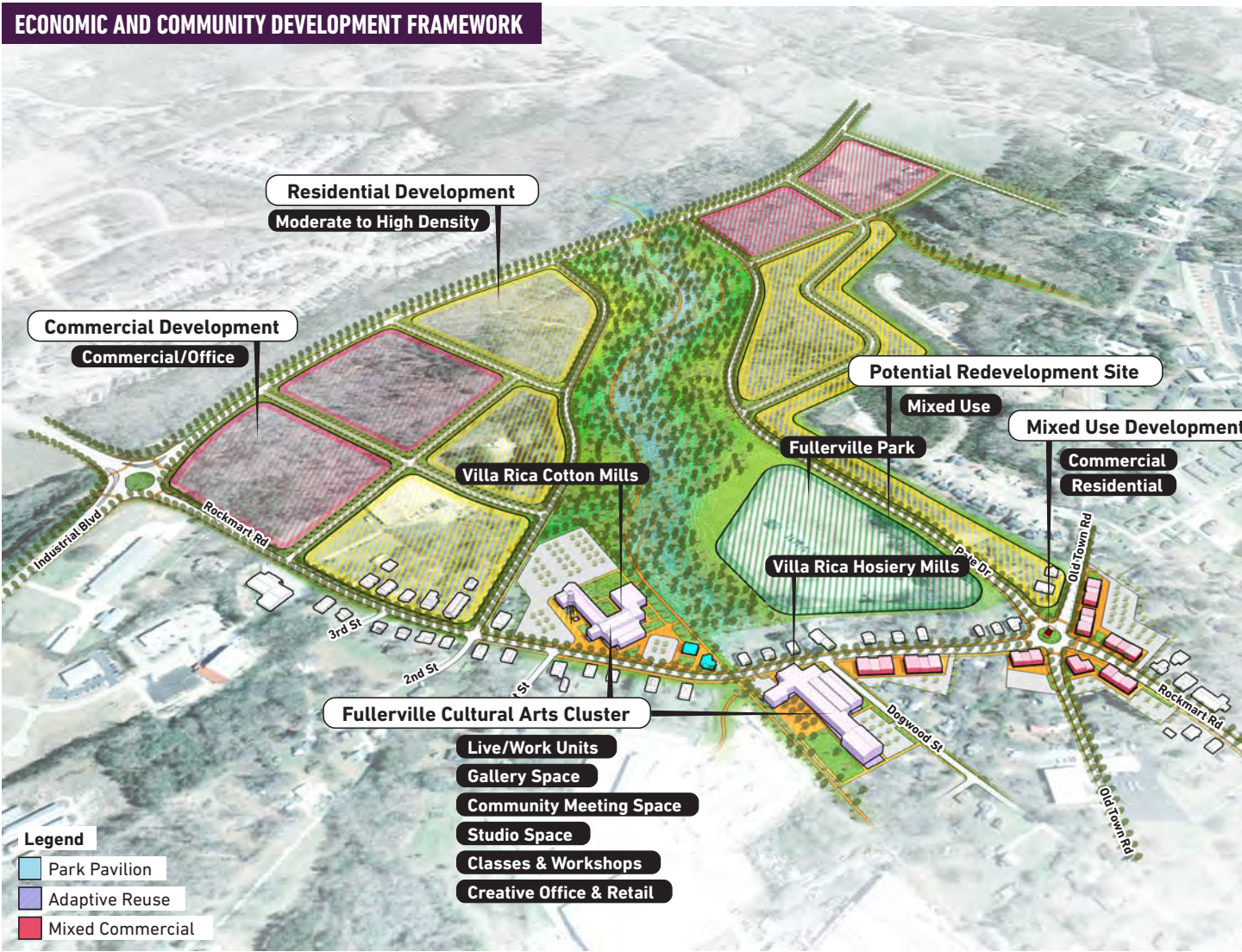
COMMUNITY AND ECONOMIC DEVELOPMENT RECOMMENDATIONS

Development in Fullerville should capitalize on the rich textile heritage unique to the district, and complement the scale, character, and charm of the historic mill village. Redevelopment of the former mill sites into a cultural arts cluster and the creation of a neighborhood-serving retail center at the intersection of Rockmart Road and Old Town Road will provide much needed opportunities to dine and shop in the district, while also improving opportunities for small business owners, entrepreneurs, and creatives to gain exposure and grow their practices in Villa Rica.

Specific recommendations for the Fullerville Focus Area are noted below in the map exhibit and in the Projects and Recommendations section of this chapter. Inspirational imagery describing the character, quality, and experience of the concept can be found on the right.

My vision is “bike paths and food truck alley. Artsy District; Museum about textile industry.”
Community Engagement Feedback

ECONOMIC AND COMMUNITY DEVELOPMENT FRAMEWORK



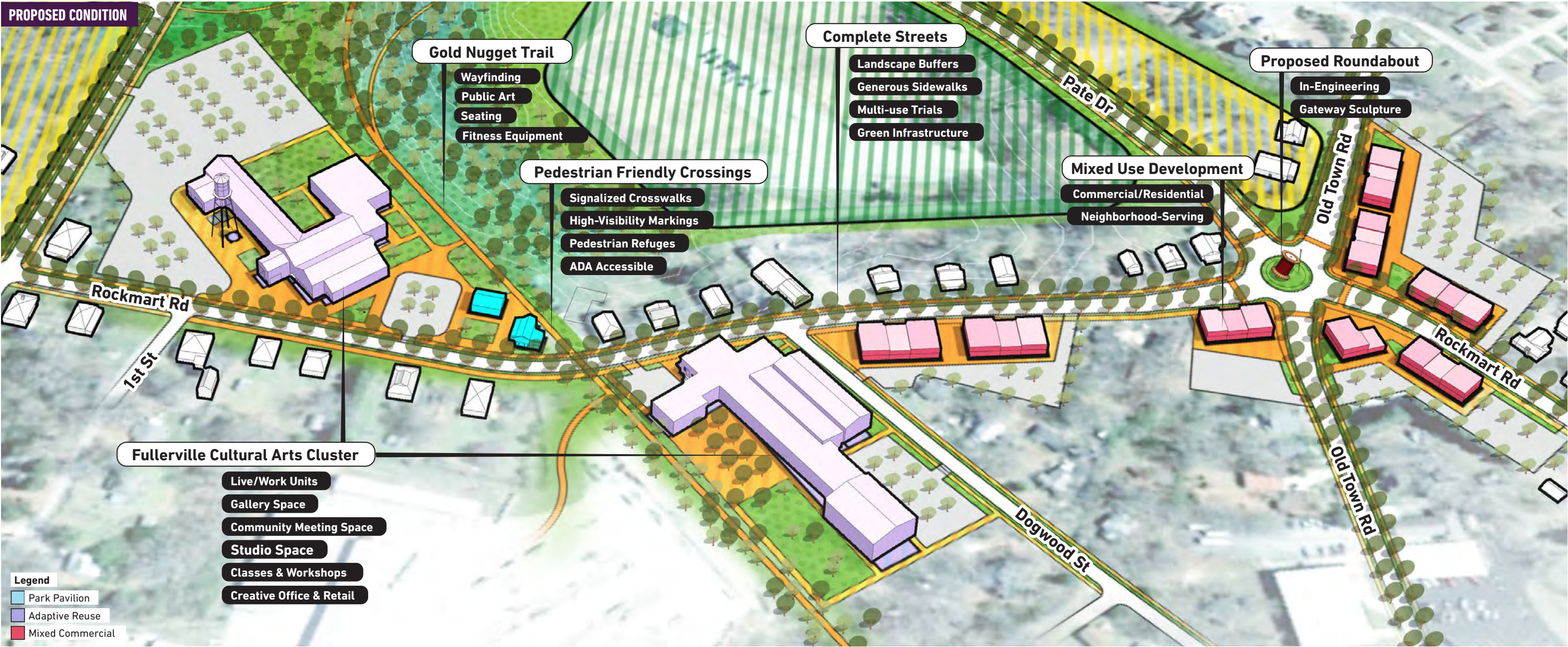
LCI FOCUS AREA | FULLERVILLE

FULLERVILLE CULTURAL ARTS COMPLEX AND GOLD NUGGET TRAIL

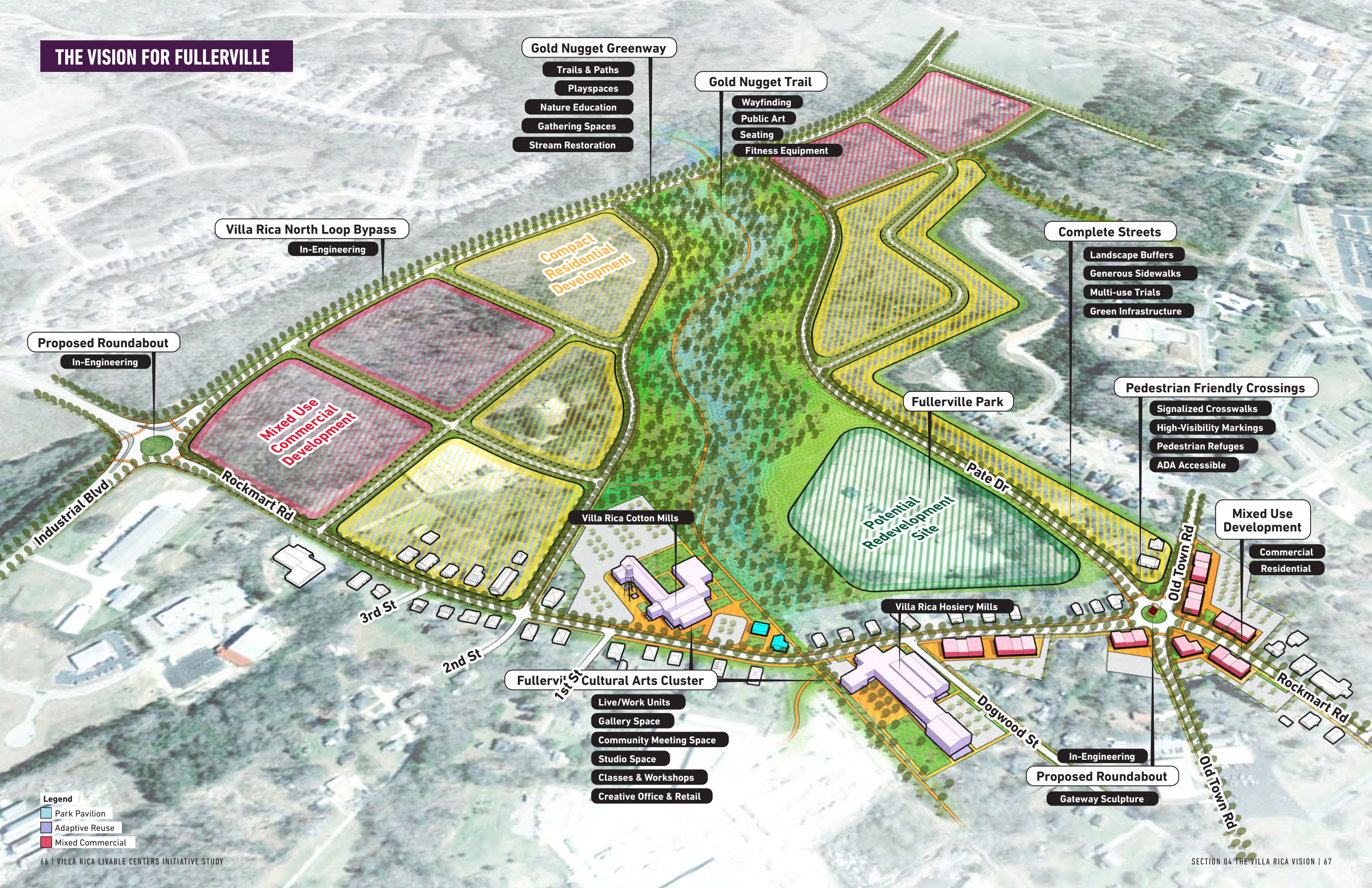
The historic mill sites located in Fullerville are reimagined as a cultural arts complex complete with live/work units, art galleries, community meeting room(s), studio art space, class and workshop space, and creative office and retail. This complex is connected to the larger Villa Rica community by an upgraded Rockmart Road featuring bicycle and pedestrian infrastructure, amenities, and placemaking elements, as well as the Gold Nugget Trail.

My vision is “an arts district rich with heritage and revitalized residential and retail.”

Community Engagement Feedback



THE VISION FOR FULLERVILLE



FULLERVILLE

PROJECT AND POLICY RECOMMENDATIONS

PUBLIC REALM AND TRANSPORTATION FRAMEWORK

- F 1.01 GOLD NUGGET GREENWAY** – Craft a passive, naturalistic park from the future Villa Rica North Loop Bypass to Rockmart Road. The new greenspace features the mainline Gold Nugget Trail, a variety of nature trails and paths, spaces for nature play and education, gathering and community spaces, fitness equipment, and public art and placemaking elements set in a restored natural setting.
- F 1.02 GOLD NUGGET TRAIL** – Pursue implementation of the Gold Nugget Trail “Fullerville to Reid Plantation”, “Old Stone Road to Fullerville”, “Gold Dust Park Connector”, and “Fullerville Park to Main Street” segments consistent with the Gold Nugget Trail Master Plan (Adopted 2018).
- F 1.03 WEST GEORGIA TEXTILE HERITAGE TRAIL** – Formalize the self-guided tour of The Villa Rica Spur of The West Georgia Textile Heritage Trail through continued investment in art and placemaking improvements throughout Fullerville.
- F 1.04 ROCKMART ROAD STREETScape** – Construct a multi-use trail on the western portion of Rockmart Road and widen the sidewalk on the eastern portion from the future Villa Rica North Loop Bypass to Main Street. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.
- F 1.05 PUBLIC REALM FRAMEWORK PLAN** – Create a Public Realm Framework Plan that establishes a well-connected local street network, bike and pedestrian ways, public open space, green infrastructure solutions, and supporting infrastructure for future redevelopment.

COMMUNITY AND ECONOMIC DEVELOPMENT FRAMEWORK

- F 1.06 FULLERVILLE CULTURAL ARTS CLUSTER** – Collaborate with private property owners to explore redevelopment of the Villa Rica Cotton Mill and Villa Rica Hosiery Mill sites into a cultural arts complex. Potential uses include live/work units, art galleries, community meeting room(s), studio art space, class and workshop space, and creative office and retail.
- F 1.07 MIXED-USE DEVELOPMENT** – Update the Zoning Code to allow a mix of uses surrounding the intersection of Rockmart Road and Old Town Road and along the future Villa Rica North Loop Bypass.
- F 1.08 GREENSPACE REQUIREMENTS** – Ensure new development incorporates usable and productive greenspace into their proposals. This could come in the form of pocket parks, courtyards, amenity spaces, playgrounds, recreation facilities, bioswales, rain gardens, etc.



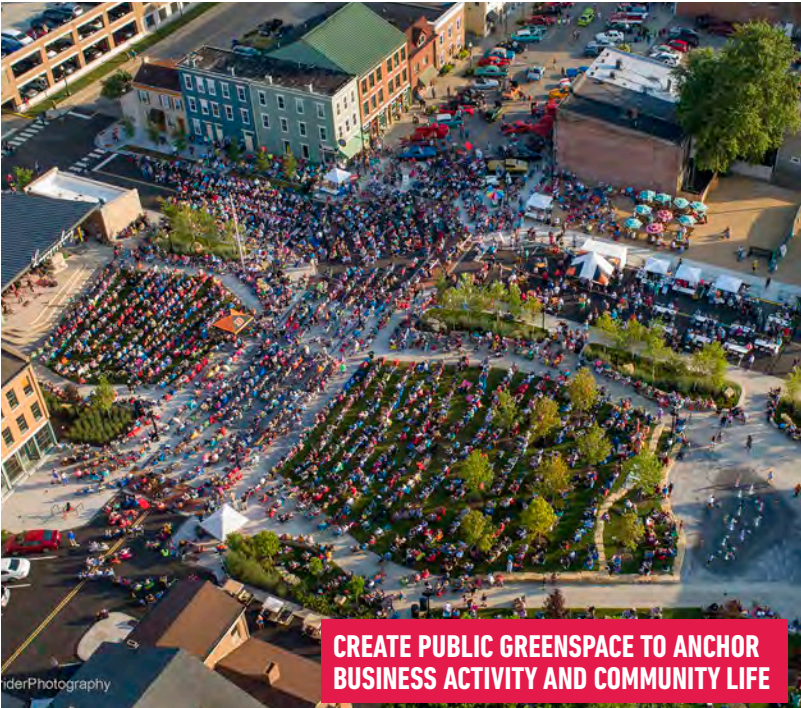
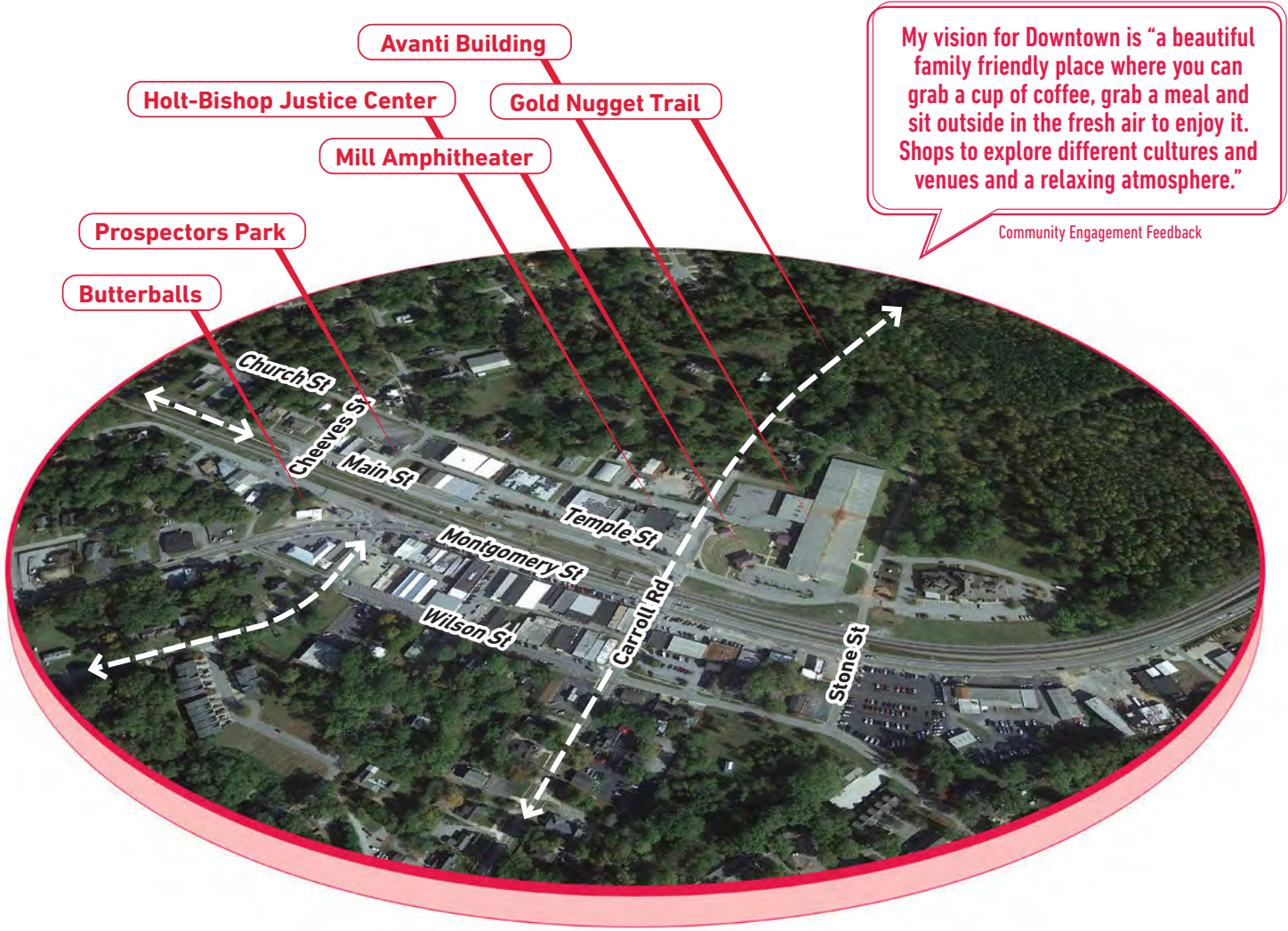
LCI FOCUS AREA

DOWNTOWN

THE HEART OF VILLA RICA

Downtown is the hub of civic life and activity in Villa Rica. It's small-town charm, historic character, retail activity, and community events attract residents and visitors alike to the enjoy the district. The concepts put forth in this plan build on the beloved qualities of Downtown and focus investments to better connect and position Downtown Villa Rica as the region's premier community and commercial destination.

The core of the Downtown Focus Area is shown below in the map exhibit and inspirational imagery associated with the six guiding principles for the district are shown on the right.



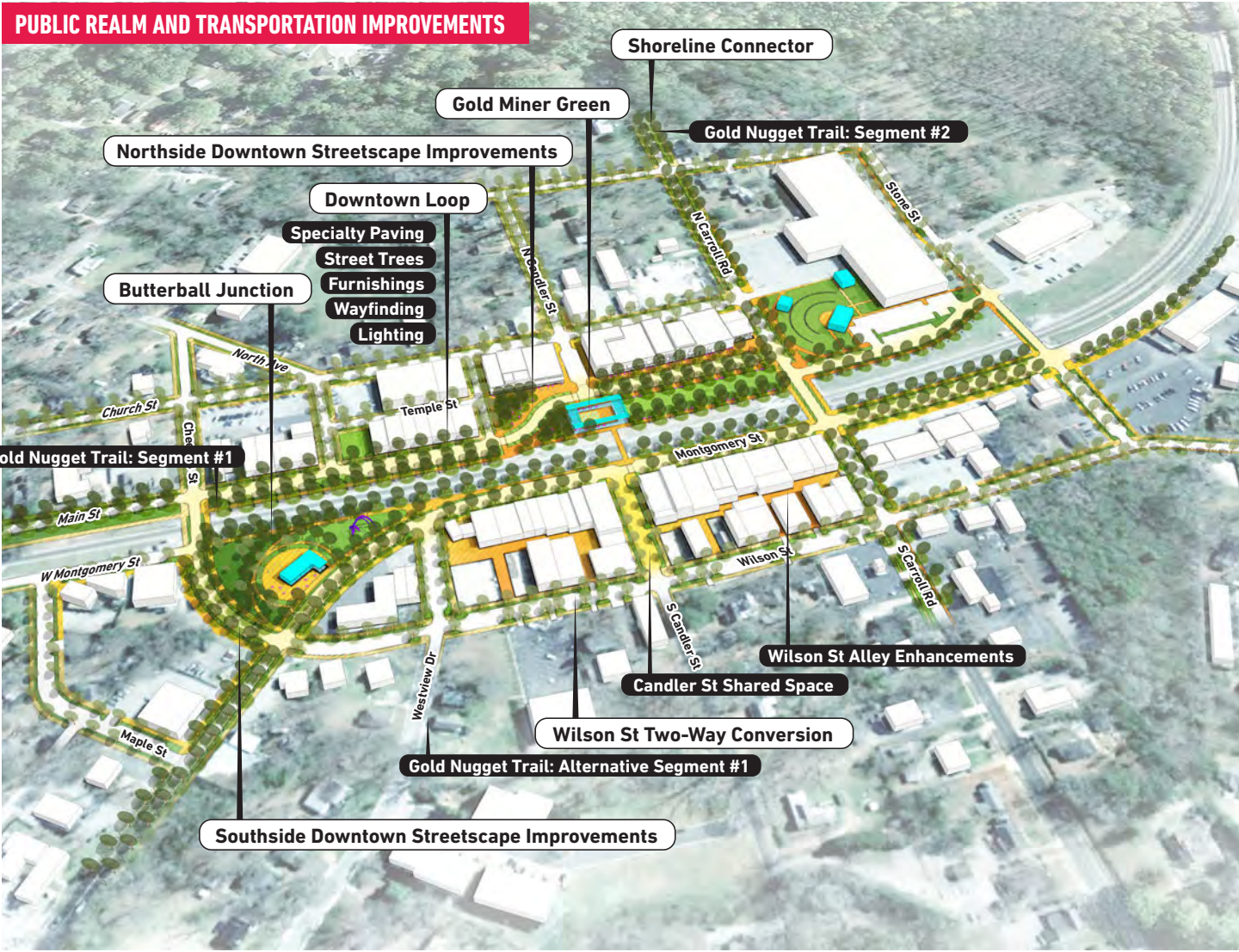
LCI FOCUS AREA | DOWNTOWN

PUBLIC REALM AND TRANSPORTATION IMPROVEMENTS

Crafting a safe, comfortable, and welcoming public realm is paramount to the future health and vibrancy of Downtown Villa Rica. Generous sidewalks and trails, accessible crossings, high-quality materials, legible wayfinding, distinctive placemaking elements, and ample community space not only improve the experiential qualities of Downtown but also its economic development potential.

Specific improvements for the Downtown Focus Area are noted below in the map exhibit and in the Projects and Recommendations section of this chapter. Inspirational imagery describing the character, quality, and experience of the concept can be found on the right.

My vision is “add more green, make streets walkable. Remove parking, expand sidewalks.”
Community Engagement Feedback



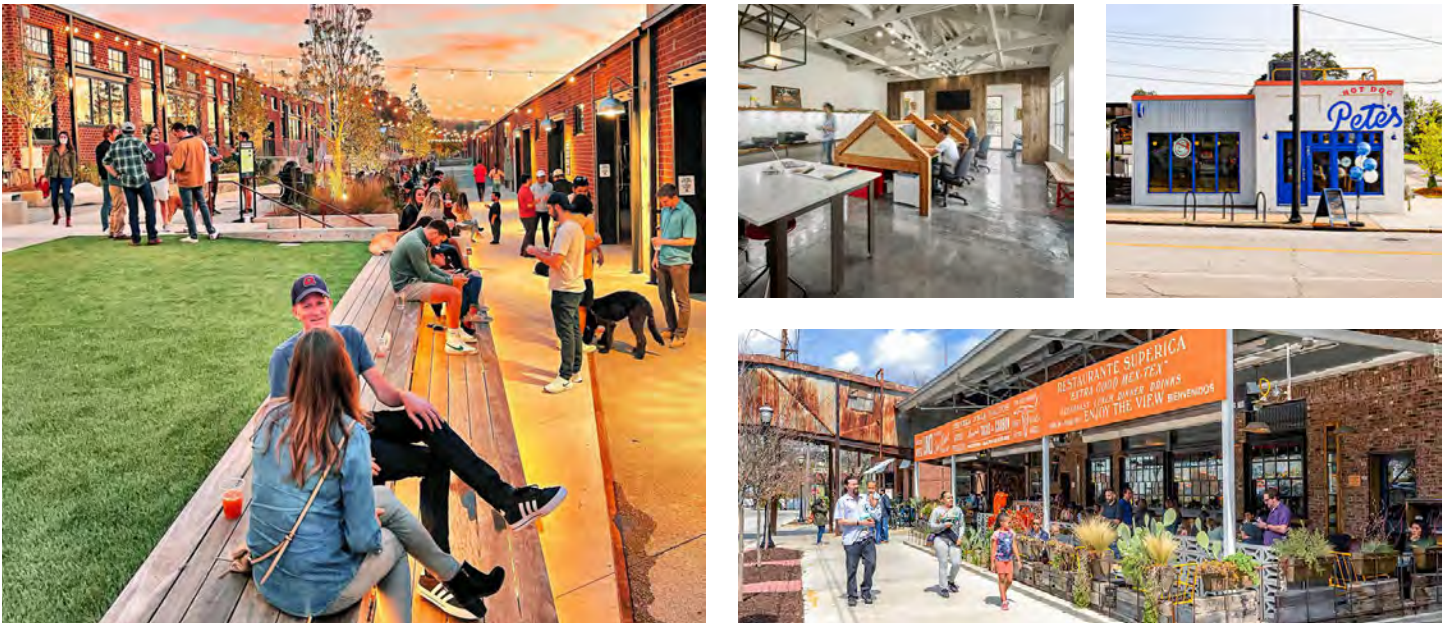
LCI FOCUS AREA | DOWNTOWN

COMMUNITY AND ECONOMIC DEVELOPMENT RECOMMENDATIONS

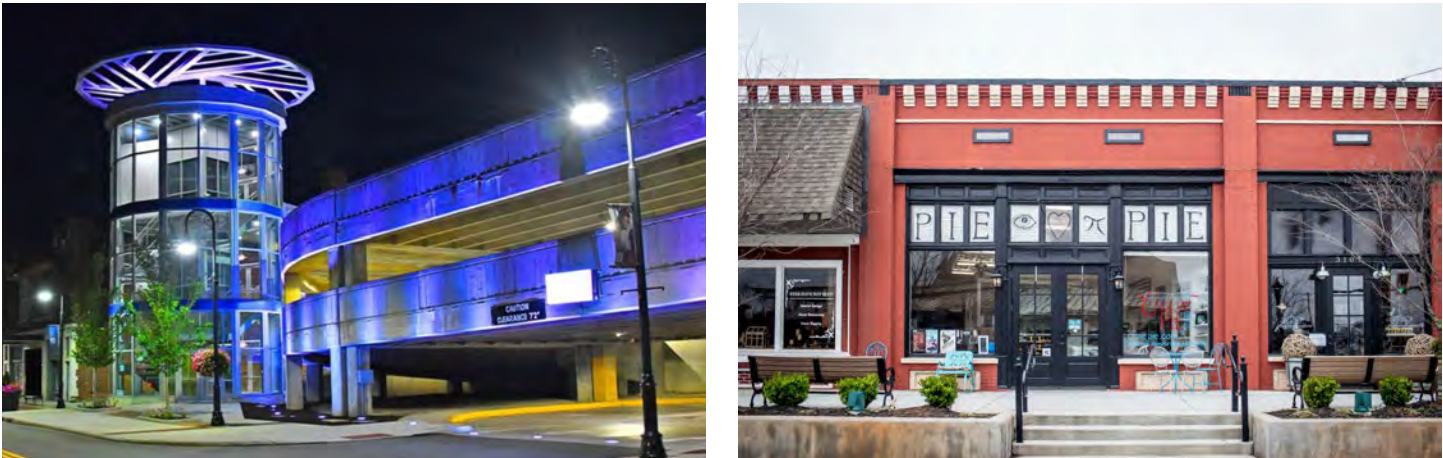
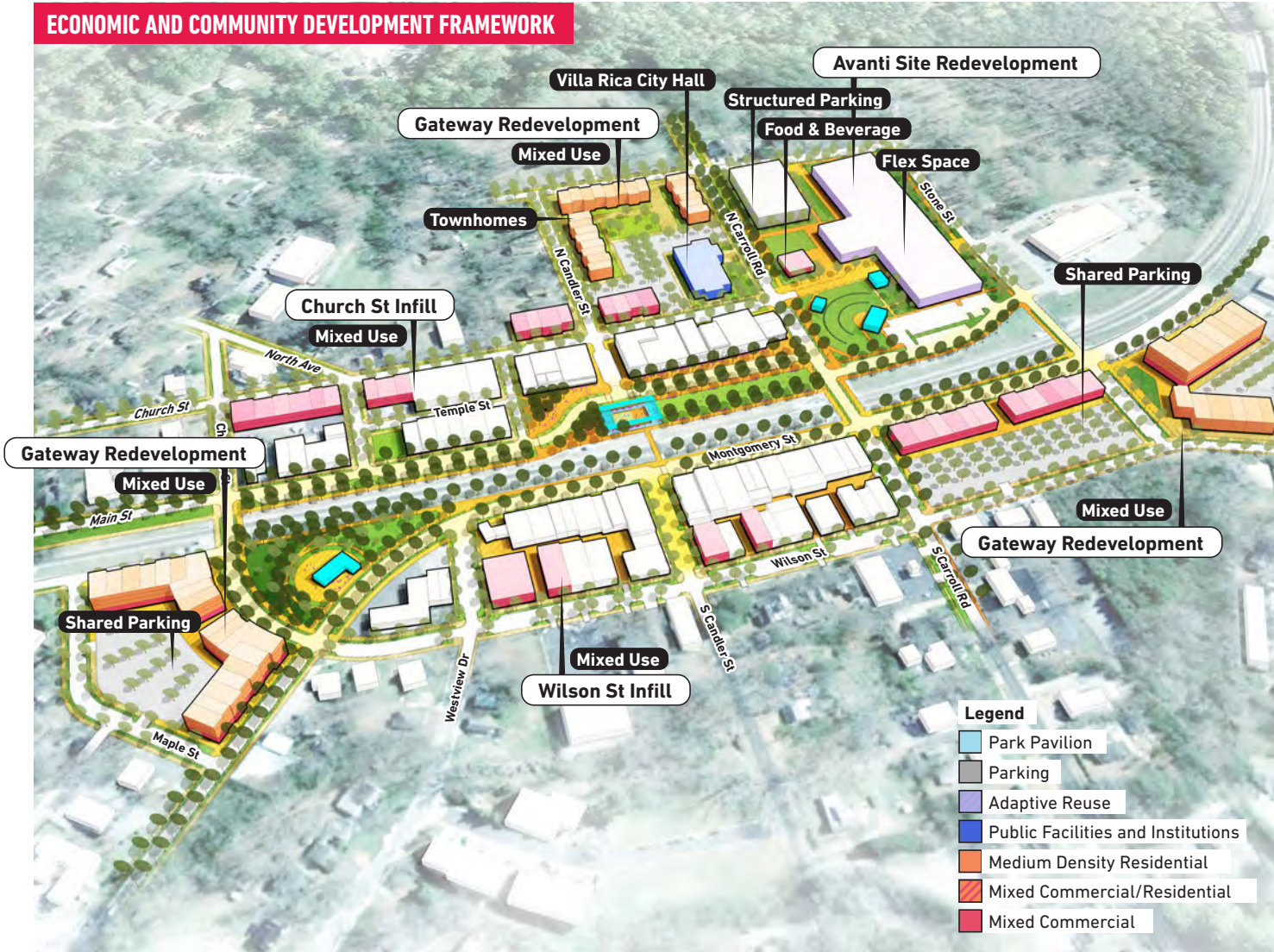
Redevelopment and infill development Downtown is anchored by the elevated public realm and compliments the historic charm the area. High-quality construction and design, a mix of uses, and a human-scale define the future of Downtown. Gateway Redevelopments signal arrival to the district and present an opportunity for increased density, while infill development throughout Downtown strengthens the sense of place and creates a critical mass of commercial activity. Adaptive reuse and/or redevelopment of the Avanti Building and relocation of City Hall to Downtown present tremendous economic development opportunities.

Specific recommendations for the Downtown Focus Area are noted below in the map exhibit and in the Projects and Recommendations section of this chapter. Inspirational imagery describing the character, quality, and experience of the concept can be found on the right.

“Make the downtown a destination for the arts, entertainment, and cultural events.”
Community Engagement Feedback



ECONOMIC AND COMMUNITY DEVELOPMENT FRAMEWORK



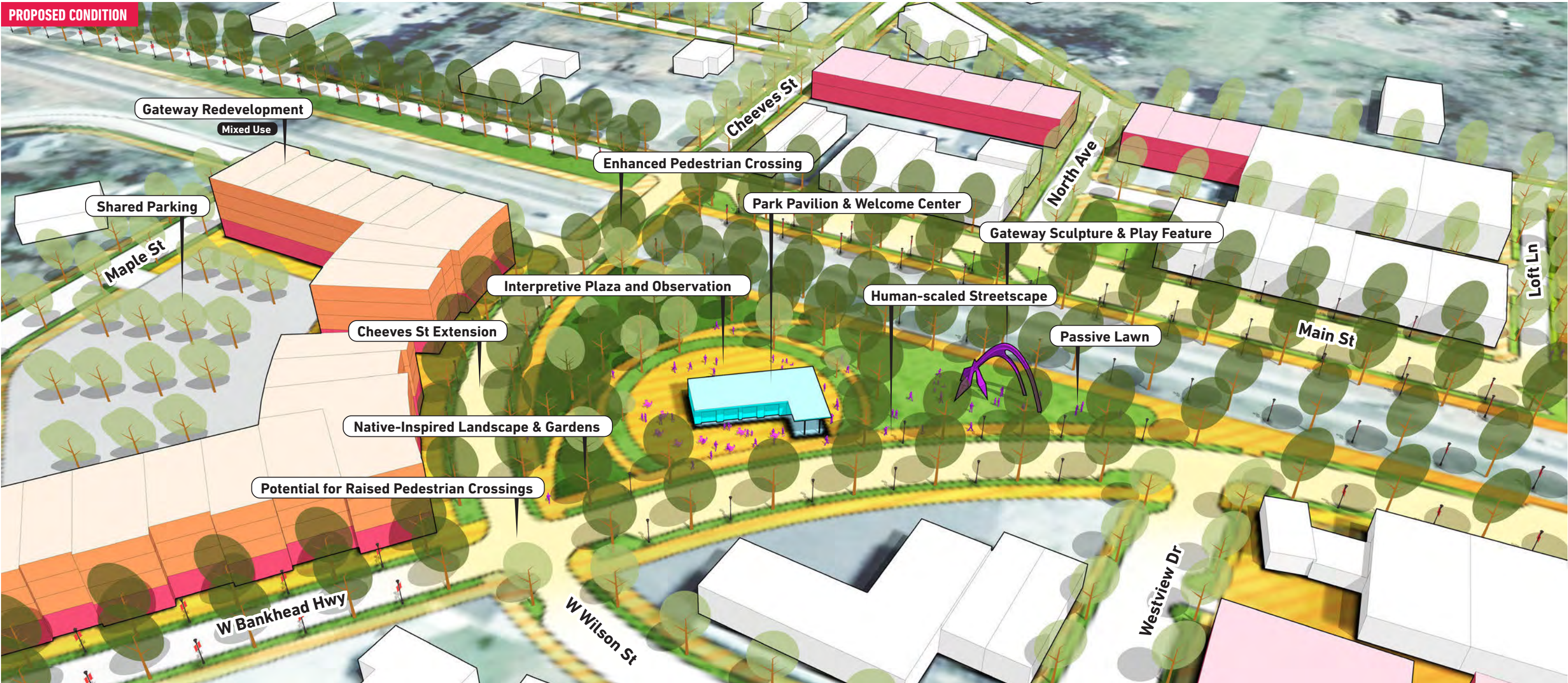
LCI FOCUS AREA | DOWNTOWN

SOUTHSIDE DOWNTOWN STREETScape AND BUTTERBALL JUNCTION

The street network on the south side of Downtown is reimagined by extending Cheeves Street south to connect with West Wilson Street, terminating West Montgomery Street at Cheeves Street, and extending Maple Street to connect with Bankhead Highway. These moves help to improve connectivity, safety, and economic development potential, while creating the opportunity for development of a signature civic space at the former site of “Butterballs”.

“Closing some side streets and making pedestrian areas with a park like feel” would transform Downtown into a more livable, vibrant place.

Community Engagement Feedback



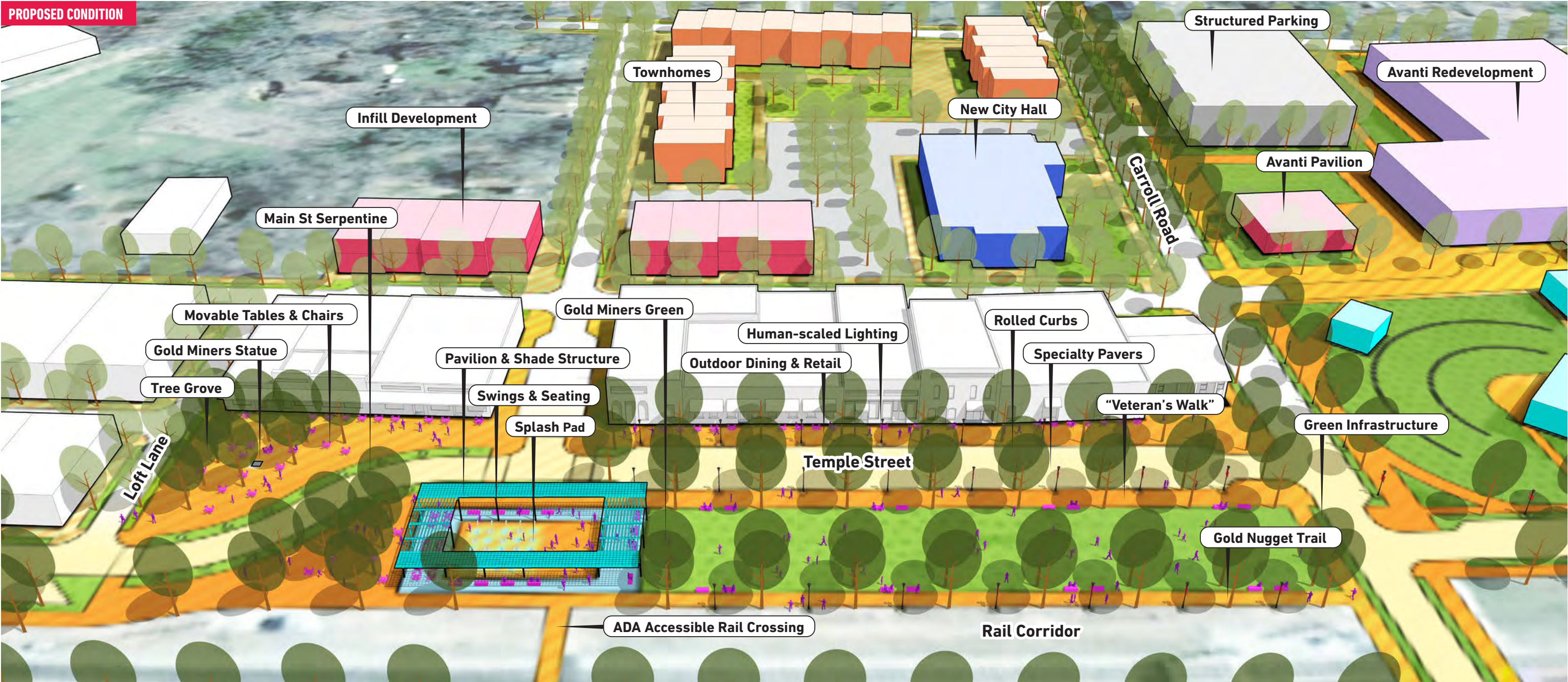
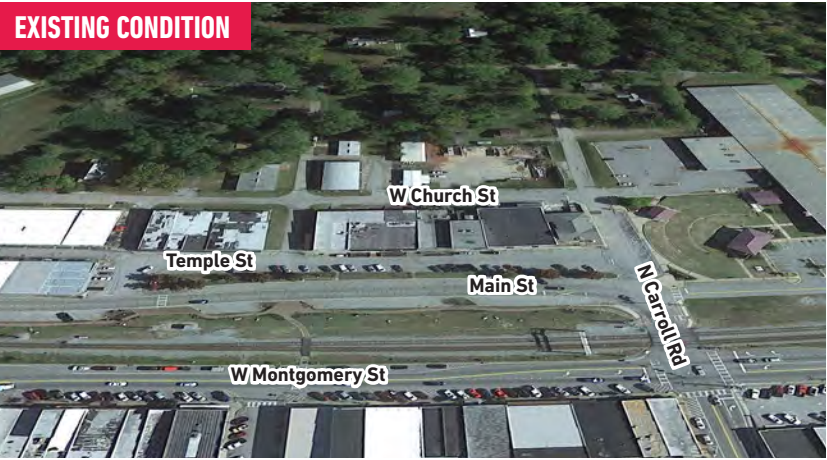
LCI FOCUS AREA | DOWNTOWN

NORTHSIDE DOWNTOWN STREETScape AND GOLD MINERS GREEN

The street network on the north side of Downtown is reimagined by realigning Main Street at Loft Lane to connect with Temple Street at North Candler Street. The new street alignment is designed in the model of a “Shared Space” featuring high-quality materials and furnishings, generous pedestrian and amenity zones, street trees and native plantings, green infrastructure best management practices, angled and parallel parking, and two-way traffic. This realignment consolidates redundant infrastructure, improves safety, and creates the opportunity to craft a signature civic space in the heart of Downtown - Gold Miners Green.

“More inviting outdoor places to sit, eat & play, safer walkways” would transform Downtown into a more livable, vibrant place.

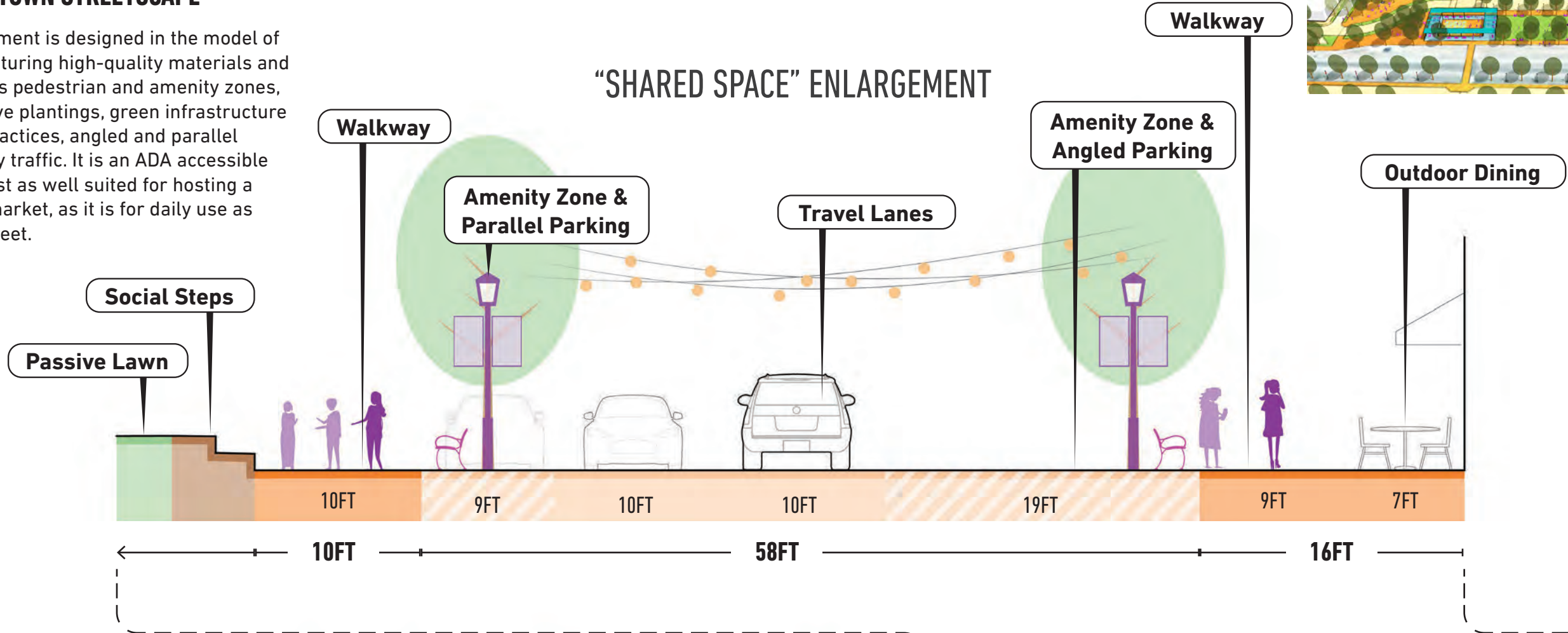
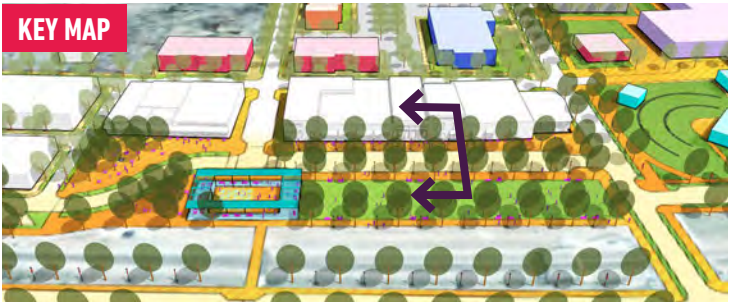
Community Engagement Feedback



LCI FOCUS AREA | DOWNTOWN

NORTHSIDE DOWNTOWN STREETScape

The new street alignment is designed in the model of a “Shared Space” featuring high-quality materials and furnishings, generous pedestrian and amenity zones, street trees and native plantings, green infrastructure best management practices, angled and parallel parking, and two-way traffic. It is an ADA accessible and flexible space just as well suited for hosting a festival or farmers market, as it is for daily use as downtown’s Main Street.



PROPOSED CONDITION

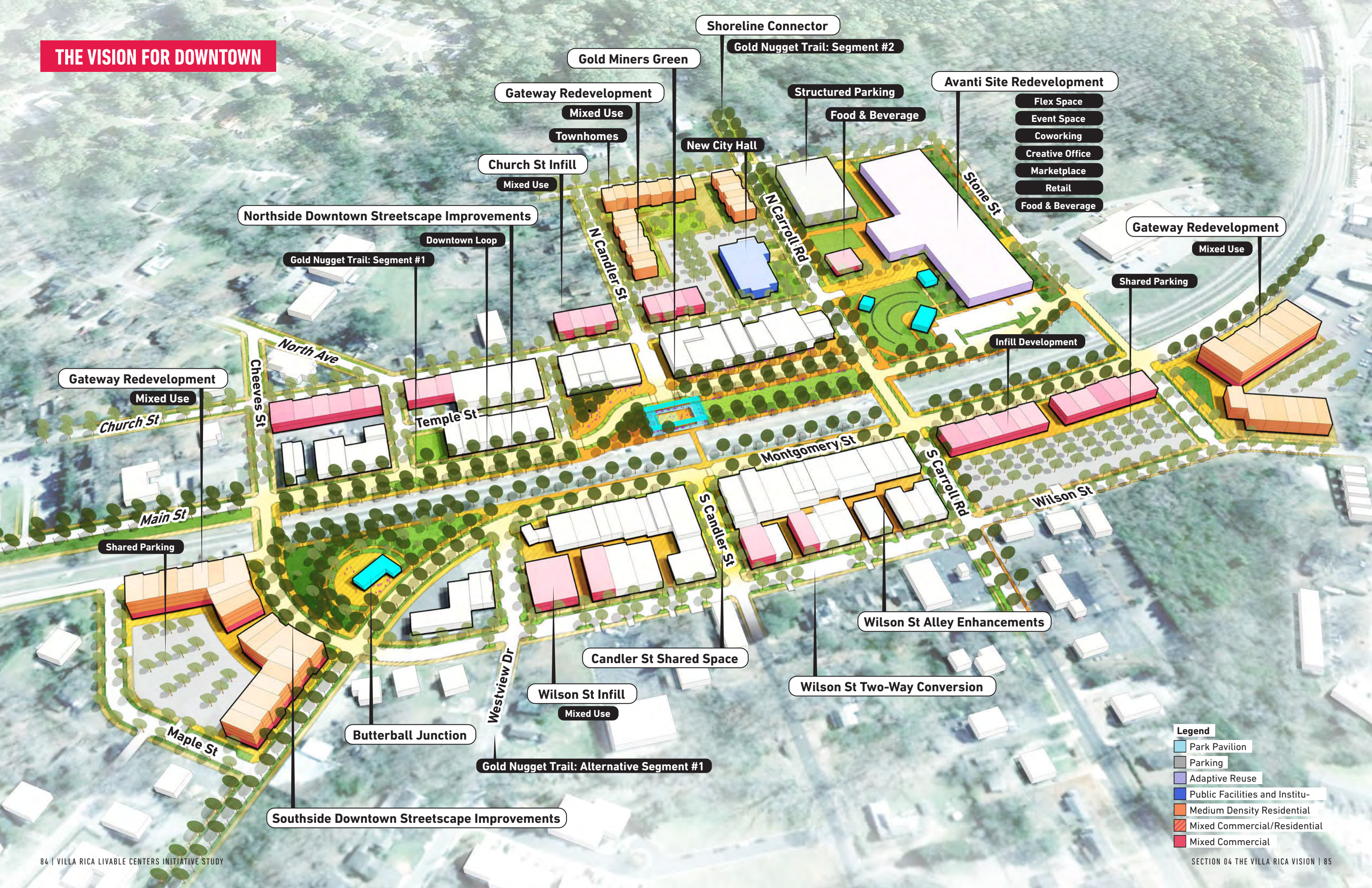


FOCUS AREA | DOWNTOWN

MAIN STREET LOOKING NORTHWEST - PROPOSED



THE VISION FOR DOWNTOWN



DOWNTOWN

PROJECT AND POLICY RECOMMENDATIONS

PUBLIC REALM AND TRANSPORTATION

- D 1.01 NORTHSIDE DOWNTOWN STREETScape IMPROVEMENTS** – Realign Main Street at Loft Lane to connect with Temple Street at North Candler Street. Design the street in the model of a “Shared Space” featuring high-quality materials and furnishings, generous pedestrian and amenity zones, street trees and native plantings, green infrastructure best management practices, angled and parallel parking, and two-way traffic. This realignment consolidates infrastructure and creates a flexible public realm suited to the everyday needs of Villa Ricans while also allowing for special events. It will improve the safety, comfort, accessibility and vibrancy of downtown.
- D 1.02 SOUTHSIDE DOWNTOWN STREETScape IMPROVEMENTS** – Extend Cheeves Street south to connect with West Wilson Street, terminate West Montgomery Street at Cheeves Street, and extend Maple Street to connect with Bankhead Highway. Potential exists for a raised pedestrian crossing at the intersection of Bankhead Highway and Wilson Street. This reconfiguration improves connectivity, safety, and economic development potential.
- D 1.03 DOWNTOWN GATEWAYS** – Create gateway features along high visibility corridors and at key redevelopment sites to signify arrival to downtown and convey the charm and character of the Villa Rica community.
- D 1.04 GOLD MINERS GREEN** – Craft a signature civic space from Loft Lane to North Carroll Road In conjunction with the “Northside Downtown Streetscape Improvements” that provides a space for community events, leisure, and recreation. The space features a central pavilion with swings, seating, and a splash pad; a pedestrian plaza with a tree grove and the recently commissioned Gold Miners statue; native landscaping and a passive lawn; public art and placemaking elements; high quality materials and furnishings; and the existing Veteran’s Walk.
- D 1.05 BUTTERBALL JUNCTION** – Craft a signature civic space at the former site of “Butterballs” that serves as a gateway to the southern core of downtown. The space features a welcome and interpretive center, native landscape and gardens, passive lawn, children’s play area, and a gateway sculpture.
- D 1.06 “DOWNTOWN LOOP”** – Craft a signature Downtown Loop, complete with generous sidewalks, accessible crossings, high-quality materials, and distinct placemaking elements, that links the north and south sides of Downtown Villa Rica along Main Street/Temple Street, Carroll Road, Stone Street, East Montgomery Street and Cheeves Street.
- D 1.07 CANDLER SHARED SPACE** – Reconceive of North Candler Street between East Church Street and Temple Street and South Candler Street between West Bankhead Highway and West Wilson Street as shared streets complete with high-quality materials and furnishings, generous pedestrian and amenity zones, street trees and native plantings, green infrastructure best management practices.

- D 1.08 CANDLER STREET PEDESTRIAN RAIL CROSSING** – Provide ADA accessible routes for the rail crossing aligned with North and South Candler Streets, and improved pedestrian crossings at the intersections with Temple Street and West Bankhead Highway.
- D 1.09 GOLD NUGGET TRAIL** – Pursue implementation of the Gold Nugget Trail “Downtown Connector” and “Downtown to Mirror Lake Boulevard” segments consistent with the Gold Nugget Trail Master Plan (Adopted 2018).
- D 1.10 WEST WILSON STREET TWO-WAY RESTORATION** – Restore West Wilson Street to two-way traffic from South Carroll Road to Westview Drive to increase mobility options, reduce congestion, support walking, and improve economic development potential.
- D 1.11 WEST WILSON STREET ALLEY ENHANCEMENTS** – Reconceive of the interstitial spaces between Montgomery Street and West Wilson Street as an inviting shared space with opportunities for gathering, dining, landscaping, and public art.
- D 1.12 DISTRICT WAYFINDING AND SIGNAGE** – Install signage and wayfinding elements along high visibility corridors, at key redevelopment sites, and in civic spaces that guide visitors to downtown destinations, available parking spaces, and adjacent neighborhoods.
- D 1.13 PUBLIC ART PROGRAM** – Establish a public art program that would identify places in downtown to locate new art, identify appropriate art mediums, and administer a fund that would commission pieces from local artists.
- D 1.14 PARKING MANAGEMENT STRATEGIES** – Improve access and supply of parking spaces downtown by brokering shared parking agreements with private property/business owners, including on-street parking as part of future streetscape improvements, and prioritizing investment in pedestrian and bicycle facilities that connect parking resources with downtown destinations.
- D 1.15 TRANSPORTATION DEMAND MANAGEMENT (TDM) STRATEGIES** – Incentivize TDM measures that support walking and biking downtown. Such measures could include the installation of bike racks throughout downtown and development of a bike share program.

COMMUNITY AND ECONOMIC DEVELOPMENT

- D 1.16 BUSINESS RECRUITMENT STRATEGY** – Collaborate with the Downtown Development Authority to define targeted recruitment strategies for businesses that fill gaps in daily goods and services and foster an 18-hour downtown.
- D 1.17 SMALL BUSINESS SUPPORT SERVICES** – Collaborate with the Downtown Development Authority to expand existing support services (such as the Façade Improvement, Exterior Improvement, BOOST, and Rural Zone Grants) and craft new offerings including a Pop-Up Villa Rica program to connect small business owners and entrepreneurs with short-term ready-to-lease space.
- D 1.18 EXPAND DOWNTOWN PROGRAMMING AND EVENTS** – Collaborate with the Downtown Development Authority to build on the success of existing programs and expand the types of events that are hosted downtown.
- D 1.19 HOUSING PRESERVATION AND ENHANCEMENT** – Conduct a housing inventory to define and identify the health of downtown’s existing housing stock. Consider increased code enforcement, creation of a grant program, or establishment of a public-private partnership as tools to improve the overall quality of units.
- D 1.20 GATEWAY REDEVELOPMENT** – Acquire key redevelopment properties at the gateways to downtown or partner with current owners to market these sites to developers. Consider incentivizing context-sensitive, high-quality, mixed-use development though tax incentives, grant programs, expedited permitting processes, and/or the reduction or waiving of fees.



SECTION 05

IMPLEMENTATION STRATEGY

THE FOLLOWING PAGES PROVIDE A
ROADMAP FOR HOW TO ACHIEVE THE VISION



IMPLEMENTATION GUIDE

ROADMAP FOR ACHIEVING THE VISION

The summary matrix on the following pages is a catalog of all the goals, strategies, and objectives introduced in this plan. The matrix is divided into the three sections: **Downtown Focus Area, Fullerville Focus Area, and Framework Plan.**

IMPLEMENTATION MATRIX KEY

TIMELINE	EST. COSTS	ABBREVIATIONS
Ongoing 0-3 years 4-7 years 8+ years	\$ Low cost \$\$ Medium cost \$\$\$ High cost	ARC Atlanta Regional Commission P&E Planning & Engineering TIP Transportation Improvement Program SPLOST Special Purpose Local Option Sales Tax

FUNDING SOURCES

The implementation guide identifies potential funding sources for each of the recommendations. The following text describes the different funding sources that may be utilized:

The **City of Villa Rica’s General Fund** takes in revenues from property taxes, sales tax, business taxes, business licenses, permit fees, and other sources. This fund pays for the City’s staff, public works projects, parks and recreation projects and maintenance, among other items.

Special Purpose Local Option Sales Taxes (SPLOST) are used in Georgia to pay for a variety of capital projects within a county or municipality. When voters approve the one percent sales tax for a particular project, the revenues created from that tax can be used to pay back bonds issues to complete various capital projects in the near-term. Carroll County has had a SPLOST since 1987 and the revenues are divided among its cities, including Villa Rica, according to a formula based on their population.

The **Transportation Improvement Program (TIP)** allocates funds for use in the construction of the highest priority projects in the Regional Transportation Plan (RTP), the long-term transportation vision for the ARC’s 20-county region. Projects in the TIP must be fully funded to be included.

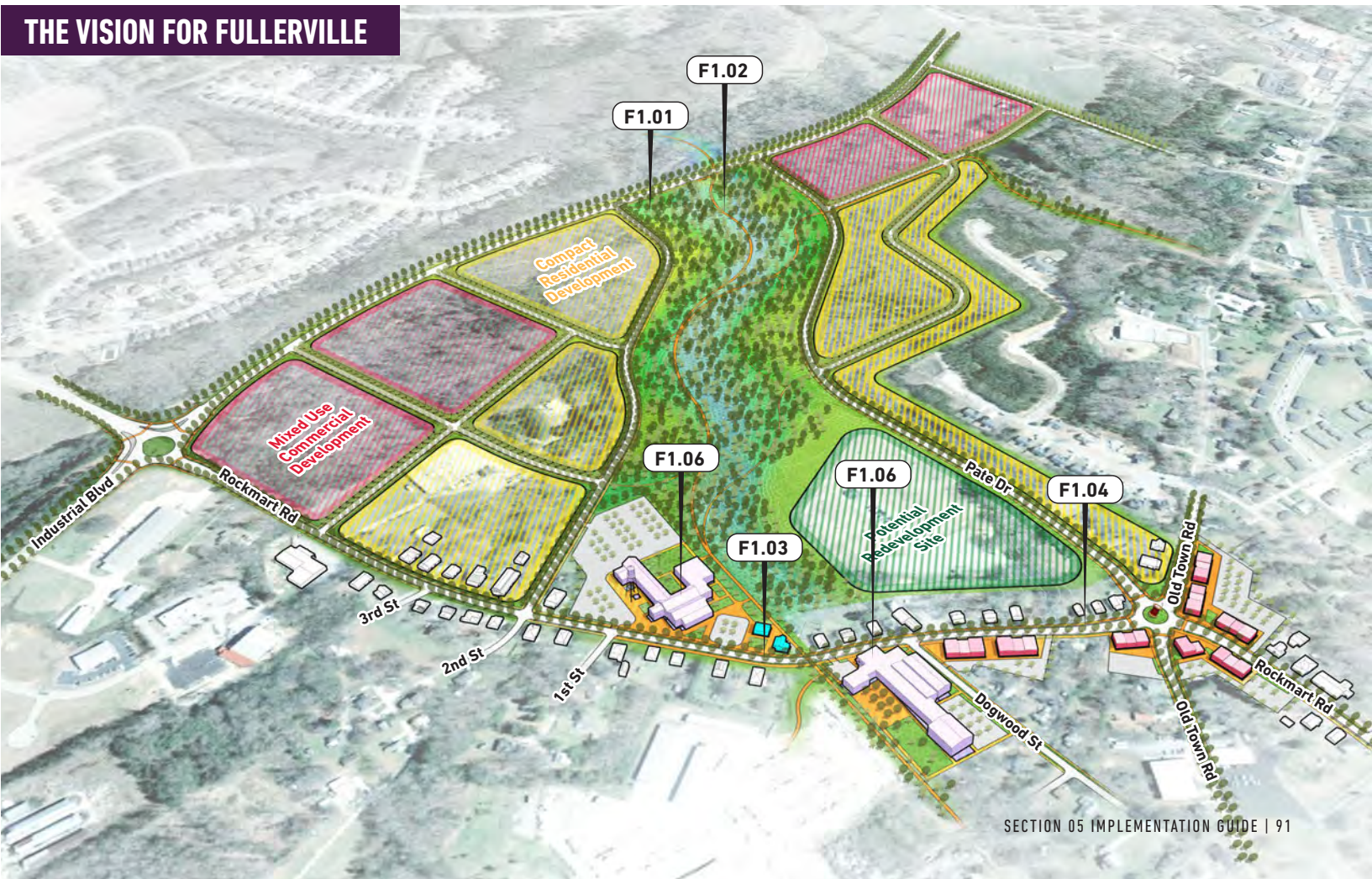
Private partners will be the primary funding source for private developments, while public projects will largely be financed by the City and its various partners. Some public-private partnerships may be required to fund some public projects, especially those happening concurrently with private development.

Development **impact fees** are imposed by local governments who wish to charge private developers for a portion of infrastructure and public facilities needed to serve a new development.

THE VISION FOR DOWNTOWN



THE VISION FOR FULLERVILLE



VILLA RICA LCI STUDY

PROJECT & POLICY RECOMMENDATION MATRIX		NEXT STEPS	TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
FRAMEWORK PLAN						
01.01	Gold Nugget Trail – Pursue implementation of the Gold Nugget Trail system consistent with the Gold Nugget Trail Master Plan (Adopted 2018).	P&E, Construction		\$\$	SPLOST, Impact Fees, City	Community Development
01.02	Dallas Highway Streetscape – Develop bicycle and pedestrian facilities from the future Villa Rica North Loop Bypass to Main Street. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	Scoping, P&E, Construction		\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
01.03	Old Town Road Streetscape – Develop bicycle and pedestrian facilities from the Dallas Highway to Rockmart Road. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	Scoping, P&E, Construction		\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
01.04	Bankhead Highway Streetscape – Develop bicycle and pedestrian facilities from the Industrial Boulevard to Mirror Lake Boulevard. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	Scoping, P&E, Construction		\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
01.05	Carroll Road Streetscape – Develop bicycle and pedestrian facilities from the Industrial Boulevard to Mirror Lake Boulevard. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	Scoping, P&E, Construction		\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development

PROJECT & POLICY RECOMMENDATION MATRIX		NEXT STEPS	TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
FULLERVILLE FOCUS AREA						
F1.01	Gold Nugget Greenway – Craft a passive, naturalistic park from the future Villa Rica North Loop Bypass to Rockmart Road. The new greenspace features the mainline Gold Nugget Trail, a variety of nature trails and paths, spaces for nature play and education, gathering and community spaces, fitness equipment, and public art and placemaking elements set in a restored natural setting.	Scoping, P&E, Construction		\$\$	SPLOST, Impact Fees, City	Community Development
F1.02	Gold Nugget Trail – Pursue implementation of the Gold Nugget Trail “Fullerville to Reid Plantation”, “Old Stone Road to Fullerville”, “Gold Dust Park Connector”, and “Fullerville Park to Main Street” segments consistent with the Gold Nugget Trail Master Plan (Adopted 2018).	P&E, Construction		\$\$	SPLOST, Impact Fees, City	Community Development
F1.03	West Georgia Textile Heritage Trail – Formalize the self-guided tour of The Villa Rica Spur of The West Georgia Textile Heritage Trail through continued investment in art and placemaking improvements throughout Fullerville.	Scoping, Coordination, Installation		\$	City, Private Partners	Community Development
F1.04	Rockmart Road Streetscape – Construct a multi-use trail on the western portion of Rockmart Road and widen the sidewalk on the eastern portion from the future Villa Rica North Loop Bypass to Main Street. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	Scoping, P&E, Construction		\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
F1.05	Public Realm Framework Plan – Create a Public Realm Framework Plan that establishes a well-connected local street network, bike and pedestrian ways, public open space, green infrastructure solutions, and supporting infrastructure for future redevelopment.	Scoping		\$	City	Community Development
F1.06	Fullerville Cultural Arts Cluster – Collaborate with private property owners to explore redevelopment of the Villa Rica Cotton Mill and Villa Rica Hosiery Mill sites into a cultural arts complex. Potential uses include live/work units, art galleries, community meeting room(s), studio art space, class and workshop space, and creative office and retail.	Coordination with Private Property Owners and Project Partners		\$\$	City, Private Partners	Community Development, Economic Development
F1.07	Mixed-use Development – Update the Zoning Code to allow a mix of uses surrounding the intersection of Rockmart Road and Old Town Road and along the future Villa Rica North Loop Bypass.	Planning, Coordination		\$	City	Community Development
F1.08	Greenspace Requirements – Ensure new development incorporates usable and productive greenspace into their proposals. This could come in the form of pocket parks, courtyards, amenity spaces, playgrounds, recreation facilities, bioswales, rain gardens, etc.	Planning, Coordination		\$	City	Community Development

VILLA RICA LCI STUDY

PROJECT & POLICY RECOMMENDATION MATRIX		NEXT STEPS	TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
DOWNTOWN FOCUS AREA						
D1.01	Northside Downtown Streetscape Improvements – Realign Main Street at Loft Lane to connect with Temple Street at North Candler Street. Design the street in the model of a “Shared Space” featuring high-quality materials and furnishings, generous pedestrian and amenity zones, street trees and native plantings, green infrastructure best management practices, angled and parallel parking, and two-way traffic. This realignment consolidates infrastructure and creates a flexible public realm suited to the everyday needs of Villa Ricans while also allowing for special events. It will improve the safety, comfort, accessibility and vibrancy of downtown.	Traffic Analysis, Scoping, P&E,		\$\$\$	ARC TIP, SPLOST, Impact Fees, City, Grants	Community Development
D1.02	Southside Downtown Streetscape Improvements – Extend Cheeves Street south to connect with West Wilson Street, terminate West Montgomery Street at Cheeves Street, and extend Maple Street to connect with Bankhead Highway. Potential exists for a raised pedestrian crossing at the intersection of Bankhead Highway and Wilson Street. This reconfiguration improves connectivity, safety, and economic development potential.	Traffic Analysis, Scoping, P&E,		\$\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
D1.03	Downtown Gateways – Create gateway features along high visibility corridors and at key redevelopment sites to signify arrival to downtown and convey the charm and character of the Villa Rica community.	Scoping, Planning,		\$\$	City, Private Partners	Community Development
D1.04	Gold Miners Green – Craft a signature civic space from Loft Lane to North Carroll Road In conjunction with the “Northside Downtown Streetscape Improvements” that provides a space for community events, leisure, and recreation. The space features a central pavilion with swings, seating, and a splash pad; a pedestrian plaza with a tree grove and the recently commissioned Gold Miners statue; native landscaping and a passive lawn; public art and placemaking elements; high quality materials and furnishings; and the existing Veteran’s Walk.	Scoping, P&E,		\$\$\$	SPLOST, Impact Fees, City	Community Development
D1.05	Butterball Junction – Craft a signature civic space at the former site of “Butterballs” that serves as a gateway to the southern core of downtown. The space features a welcome and interpretive center, native landscape and gardens, passive lawn, children’s play area, and a gateway sculpture.	Scoping, P&E,		\$\$\$	SPLOST, Impact Fees, City	Community Development
D1.06	“Downtown Loop” – Craft a signature Downtown Loop, complete with generous sidewalks, accessible crossings, high-quality materials, and distinct placemaking elements, that links the north and south sides of Downtown Villa Rica along Main Street/Temple Street, Carroll Road, Stone Street, East Montgomery Street and Cheeves Street.	Scoping, P&E,		\$\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
D1.07	Candler Shared Space – Reconceive of North Candler Street between East Church Street and Temple Street and South Candler Street between West Bankhead Highway and West Wilson Street as shared streets complete with high-quality materials and furnishings, generous pedestrian and amenity zones, street trees and native plantings, green infrastructure best management practices.	Scoping, P&E,		\$\$	SPLOST, Impact Fees, City	Community Development
D1.08	Candler Street Pedestrian Rail Crossing – Provide ADA accessible routes for the rail crossing aligned with North and South Candler Streets, and improved pedestrian crossings at the intersections with Temple Street and West Bankhead Highway.	Scoping, P&E,		\$\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
D1.09	Gold Nugget Trail – Pursue implementation of the Gold Nugget Trail “Downtown Connector” and “Downtown to Mirror Lake Boulevard” segments consistent with the Gold Nugget Trail Master Plan (Adopted 2018).	P&E,		\$\$	SPLOST, Impact Fees, City	Community Development

PROJECT & POLICY RECOMMENDATION MATRIX		NEXT STEPS	TIME FRAME	EST. COST	FUNDING SOURCES	RESPONSIBLE ENTITY
DOWNTOWN FOCUS AREA						
D1.10	West Wilson Street Two-Way Restoration – Restore West Wilson Street to two-way traffic from South Carroll Road to Westview Drive to increase mobility options, reduce congestion, support walking, and improve economic development potential.	Traffic Analysis, Scoping, P&E,		\$	SPLOST, Impact Fees, City	Community Development
D1.11	West Wilson Street alley enhancements – Reconceive of the interstitial spaces between Montgomery Street and West Wilson Street as an inviting shared space with opportunities for gathering, dining, landscaping, and public art.			\$\$	Impact Fees, Private Partners	Community Development
D1.12	District Wayfinding and Signage – Install signage and wayfinding elements along high visibility corridors, at key redevelopment sites, and in civic spaces that guide visitors to downtown destinations, available parking spaces, and adjacent neighborhoods.	Scoping, Planning, Design, Installation		\$	City, Private Partners	Community Development
D1.13	Public Art Program – Establish a public art program that would identify places in downtown to locate new art, identify appropriate art mediums, and administer a fund that would commission pieces from local artists.	Planning,		\$	City, Private Partners	Community Development, Economic Development
D1.14	Parking Management Strategies – Improve access and supply of parking spaces downtown by brokering shared parking agreements with private property/business owners, including on-street parking as part of future streetscape improvements, and prioritizing investment in pedestrian and bicycle facilities that connect parking resources with downtown destinations.			\$-\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
D1.15	Transportation Demand Management (TDM) Strategies – Incentivize TDM measures that support walking and biking downtown. Such measures could include the installation of bike racks throughout downtown and development of a bike share program.			\$	ARC TIP, SPLOST, Impact Fees, City	Community Development
D1.16	Business Recruitment Strategy – Collaborate with the Downtown Development Authority to define targeted recruitment strategies for businesses that fill gaps in daily goods and services and foster an 18-hour downtown.	Planning,		\$	City	Economic Development
D1.17	Small Business Support Services – Collaborate with the Downtown Development Authority to expand existing support services (such as the Façade Improvement, Exterior Improvement, BOOST, and Rural Zone Grants) and craft new offerings including a Pop-Up Villa Rica program to connect small business owners and entrepreneurs with short-term ready-to-lease space.	Planning,		\$	City	Economic Development
D1.18	Expand Downtown Programming and Events – Collaborate with the Downtown Development Authority to build on the success of existing programs and expand the types of events that are hosted downtown.	Planning,		\$	City, Private Partners	Economic Development
D1.19	Housing Preservation and Enhancement – Conduct a housing inventory to define and identify the health of downtown’s existing housing stock. Consider increased code enforcement, creation of a grant program, or establishment of a public-private partnership as tools to improve the overall quality of units.	Scoping, Planning,		\$	City	Economic Development
D1.20	Gateway Redevelopment – Acquire key redevelopment properties at the gateways to downtown or partner with current owners to market these sites to developers. Consider incentivizing context-sensitive, high-quality, mixed-use development though tax incentives, grant programs, expedited permitting processes, and/or the reduction or waiving of fees.			\$\$\$	City, Private Partners	Community Development, Economic Development

VILLA RICA LCI STUDY

ESTIMATED ORDER OF MAGNITUDE COST		FUNDING SOURCES	RESPONSIBLE ENTITY	PLANNING & ENGINEERING	CONSTRUCTION	TOTAL
5 YEAR IMPLEMENTATION STRATEGY						
I1.01	Gold Miners Green (Northside Downtown Streetscape Improvements Phase II) – Craft a signature civic space from Loft Lane to North Carroll Road In conjunction with the “Northside Downtown Streetscape Improvements” that provides a space for community events, leisure, and recreation. The space features a central pavilion with swings, seating, and a splash pad; a pedestrian plaza with a tree grove and the recently commissioned Gold Miners statue; native landscaping and a passive lawn; public art and placemaking elements; high quality materials and furnishings; and the existing Veteran’s Walk.	SPLOST, Impact Fees, City	Community Development	\$233,900 to \$285,800	\$2,105,100 to \$2,572,200	\$2,339,000 to \$2,858,000
I1.02	Southside Downtown Streetscape Improvements – Extend Cheeves Street south to connect with West Wilson Street, terminate West Montgomery Street at Cheeves Street, and extend Maple Street to connect with Bankhead Highway. Potential exists for a raised pedestrian crossing at the intersection of Bankhead Highway and Wilson Street. This reconfiguration improves connectivity, safety, and economic development potential.	ARC TIP, SPLOST, Impact Fees, City	Community Development	\$370,000 to \$317,000	\$3,483,000 to \$2,853,000	\$3,870,000 to \$3,170,000
I1.03	Butterball Junction – Craft a signature civic space in conjunction with the “Southside Downtown at the former site of “Butterballs” that serves as a gateway to the southern core of downtown. The space features a welcome and interpretive center, native landscape and gardens, passive lawn, children’s play area, and a gateway sculpture.	SPLOST, Impact Fees, City	Community Development	\$232,000 to \$190,000	\$2,088,000 to \$1,710,000	\$2,320,000 to \$1,900,000
I1.04	Gold Nugget Trail – Pursue implementation of Segments “A - Downtown Connector”, “E - Downtown to Fullerville”, and “G - Fullerville to Reid Plantation” of the Gold Nugget Trail consistent with the Gold Nugget Trail Master Plan (Adopted 2018).	SPLOST, Impact Fees, City	Community Development	\$247,400 to \$302,300 Total	\$1,698,300 to \$2,075,700 Total	\$2,354,500 to \$2,874,800 Total
I1.04a	A - Downtown Connector	SPLOST, Impact Fees, City	Community Development	\$73,500 to \$89,800	\$581,700 to \$711,000	\$793,600 to \$967,000
I1.04b	E - Downtown to Fullerville	SPLOST, Impact Fees, City	Community Development	\$76,400 to \$93,400	\$486,200 to \$594,200	\$680,400 to \$831,600
I1.04c	G - Fullerville to Reid Plantation	SPLOST, Impact Fees, City	Community Development	\$97,500 to \$119,100	\$630,400 to \$770,500	\$880,500 to \$1,076,200
I1.05	West Wilson Street Two-Way Restoration – Restore West Wilson Street to two-way traffic from South Carroll Road to Westview Drive to increase mobility options, reduce congestion, support walking, and improve economic development potential.	SPLOST, Impact Fees, City	Community Development	\$810 to \$990	\$7,290 to \$8,910	\$8,100 to \$9,900
I1.06	Highway 78 Streetscape Improvements: South Carroll Road to Cleghorn Street – Develop bicycle and pedestrian facilities from South Carroll Road to Cleghorn Street. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	ARC TIP, SPLOST, Impact Fees, City	Community Development	\$135,600 to \$111,100	\$1,220,400 to \$999,000	\$1,356,000 to \$1,110,000
I1.07	Highway 78 Streetscape Improvements: South Carroll Road to West Wilson Street – Develop bicycle and pedestrian facilities from South Carroll Road to West Wilson Street. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	ARC TIP, SPLOST, Impact Fees, City	Community Development	\$104,600 to \$85,600	\$941,400 to \$770,400	\$1,046,000 to \$856,000
I1.08	Main Street Streetscape Improvements: Cheeves Street to Dallas Highway – Develop bicycle and pedestrian facilities from Cheeves Street to Dallas Highway. Add placemaking elements, human-scaled amenities, and traffic calming measures to enhance the identity, experiential quality, and safety of the corridor.	ARC TIP, SPLOST, Impact Fees, City	Community Development	\$70,900 to \$58,000	\$638,100 to \$522,000	\$709,000 to \$580,000

The estimates above are considered ‘planning-level’ and will require additional development before a more targeted project cost can be identified.

100-DAY ACTION PLAN

THE FIRST STEPS TO ACHIEVE THE VISION

The early days following the completion of the Villa Rica LCI Study will be critical to its long-term success. Implementation of this ambitious plan must start with small actionable steps that provide opportunities for the Villa Rica community to work together and generate positive momentum behind the plan.

The list of recommendations below should be considered a series of actionable steps that can be completed within 100 days of project completion to kick-start the implementation process.

- » **Adopt the Downtown Villa Rica LCI Plan.**
- » **Conduct a plan implementation workshop.**
- » **Form a plan implementation committee.**
- » **Identify key parcels for City acquisition.**
- » **Determine tactical improvements and public art projects for public/private partnerships and capital funding.**
- » **Advance priority segments of the Gold Nugget Trail toward implementation.**
- » **Draft a scope of work and identify funding for the Northside Downtown Streetscape and Gold Miners Green**
- » **Draft a scope of work and identify funding for the Downtown Housing Inventory.**
- » **Draft a scope of work and identify funding for a municipal building space utilization study.**
- » **Plan and host a “Developer Day” to build relationships with local commercial developers and market opportunities in Downtown Villa Rica.**



PLAN PREPARED BY

MKSK + **TOOLE** + bae



VILLA RICA

LIVABLE CENTERS INITIATIVE STUDY

FALL 2021 | CITY OF VILLA RICA, GA
APPENDIX | COMMUNITY ENGAGEMENT REPORT



PROCESS & APPROACH

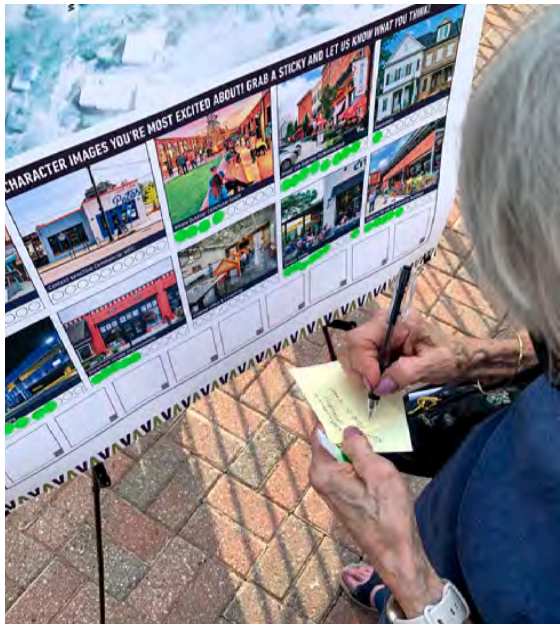
COMMUNITY ENGAGEMENT

CENTRAL TO THE VILLA RICA LCI STUDY IS THE BELIEF THAT THE COMMUNITY MUST BE ENGAGED IN WAYS THAT CREATE CIVIC PRIDE, BUILD RELATIONSHIPS, AND FOSTER OWNERSHIP OF THE PLAN. IT IS THIS SENSE OF PRIDE, CONNECTION, AND OWNERSHIP THAT ULTIMATELY LEADS TO EFFECTIVE IMPLEMENTATION ACROSS TIME.

To cultivate this sense of stewardship, the planning team embraced a sustained and inclusive approach to community engagement. Throughout the planning process the team listened, explored, and collaborated with the Villa Rica community in a variety of ways. The following pages summarize the engagement performed during the planning process. A detailed summary of the community engagement results can be found in the Appendices.

MORE THAN 300 MEMBERS OF THE VILLA RICA COMMUNITY HELPED SHAPE THE PLAN THROUGH:

- » Engagement with the project website which has served as the digital home for all LCI related materials.
- » A steering committee made up of key stakeholders
- » Small focus groups with residents, business owners, property owners, community groups, and agency partners.
- » A series of online surveys exploring the community’s vision for the study area and the planning teams big ideas for its future. Collectively the surveys received almost 300 responses.
- » An in-person Community Workshop at the Holt Bishop Justice Center to explore the draft recommendations and big ideas for the study area.
- » An in-person Community Workshop at the Holt Bishop Justice Center to discuss and prioritize the draft recommendations and big ideas for the study area.
- » Multiple touchpoints with City Staff and Elected Officials throughout the planning process.





VISION SURVEY – ALL RESPONSES

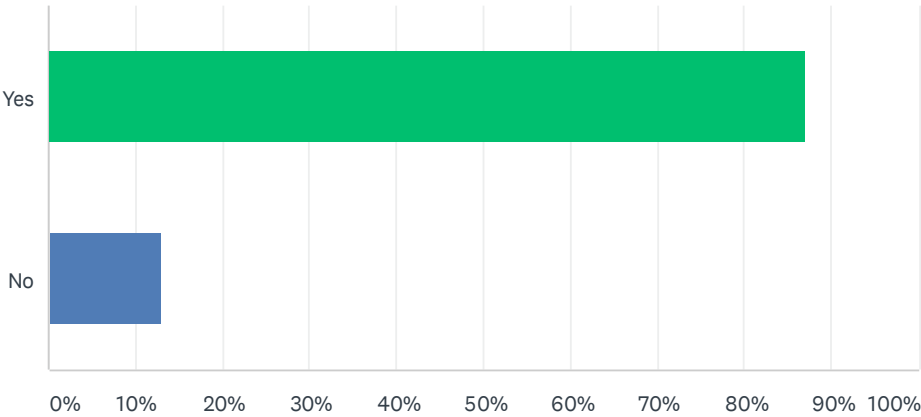
CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY

MARCH 23, 2020 | CITY OF VILLA RICA, GA



Q1 Do you live in Villa Rica?

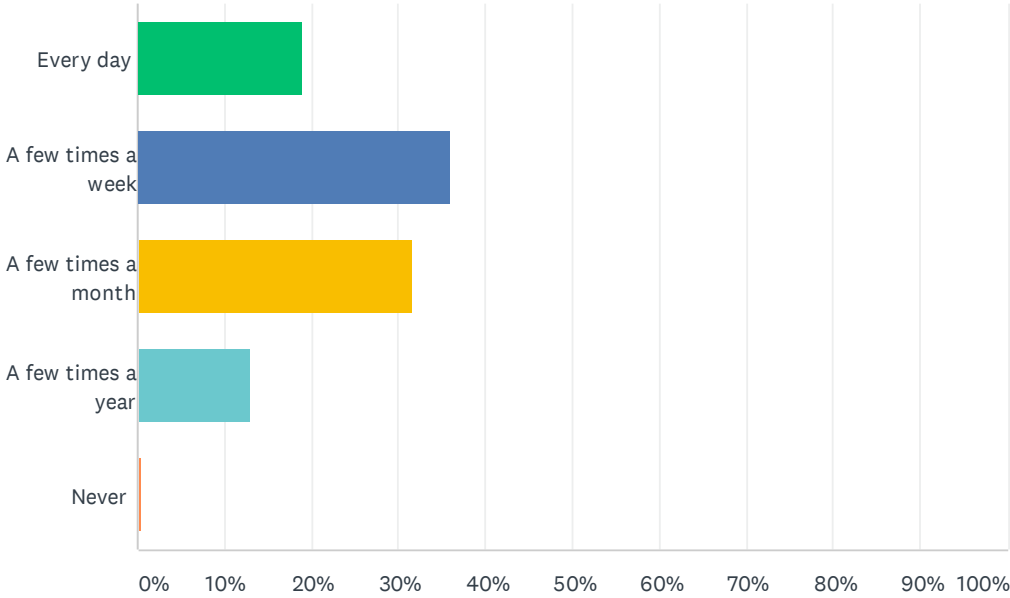
Answered: 209 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	87.08%	182
No	12.92%	27
TOTAL		209

Q2 How often do you visit Downtown Villa Rica?

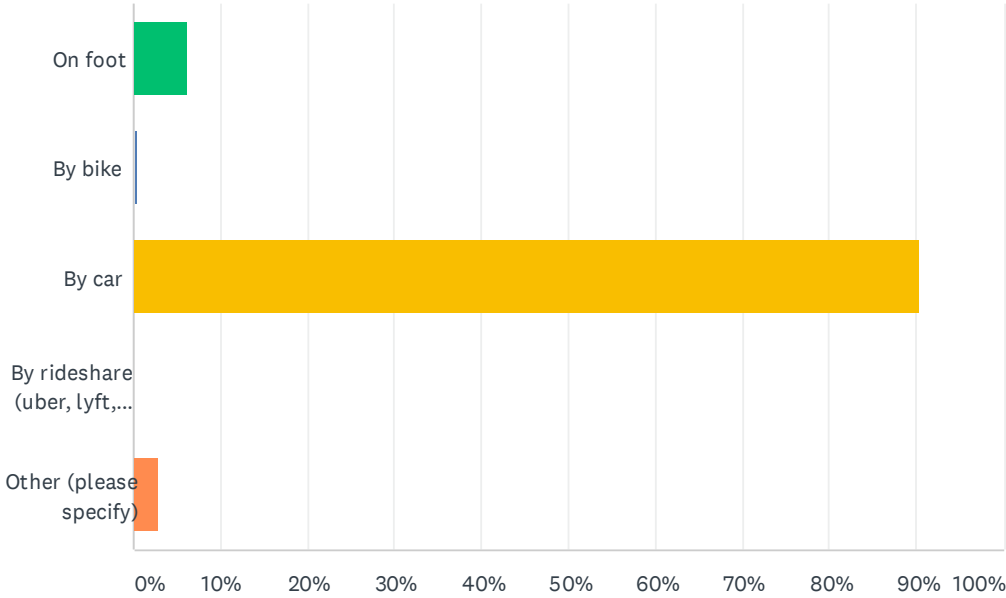
Answered: 209 Skipped: 0



ANSWER CHOICES	RESPONSES	
Every day	19.14%	40
A few times a week	35.89%	75
A few times a month	31.58%	66
A few times a year	12.92%	27
Never	0.48%	1
TOTAL		209

Q3 How do you typically travel to Downtown Villa Rica?

Answered: 209 Skipped: 0

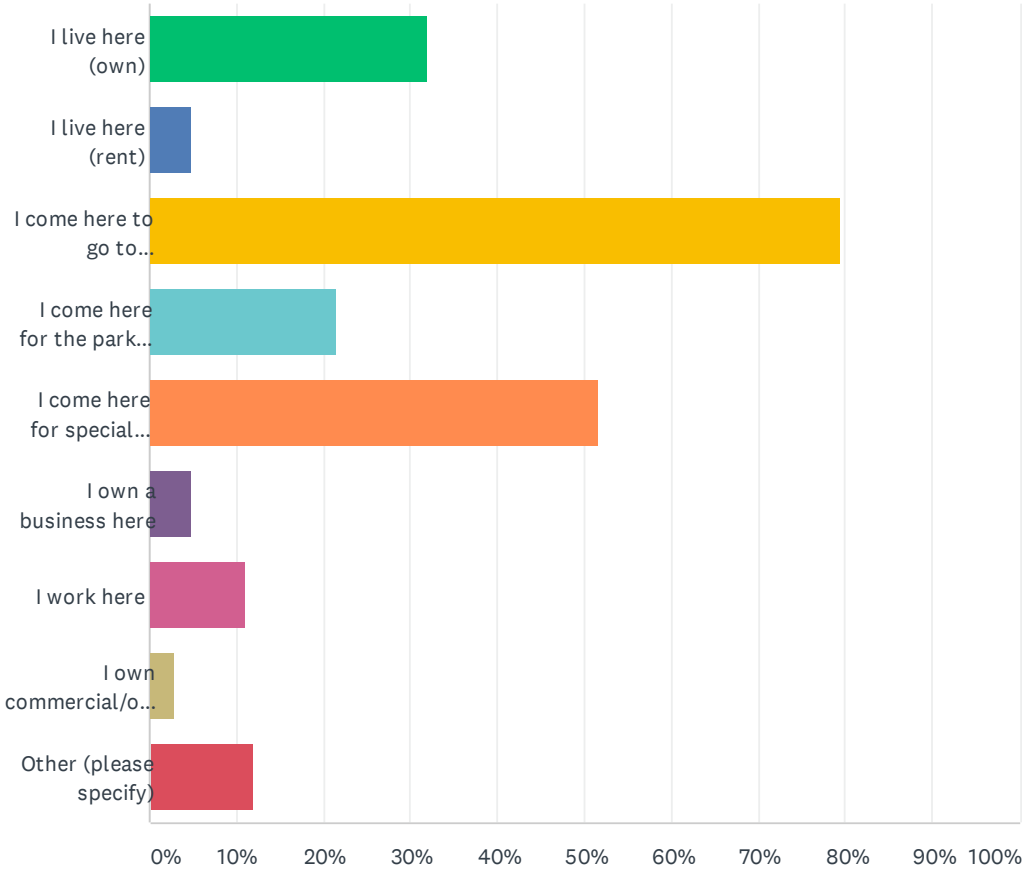


ANSWER CHOICES	RESPONSES	
On foot	6.22%	13
By bike	0.48%	1
By car	90.43%	189
By rideshare (uber, lyft, etc)	0.00%	0
Other (please specify)	2.87%	6
TOTAL		209

#	OTHER (PLEASE SPECIFY)	DATE
1	I live Downtown N Candler St	2/27/2021 12:44 PM
2	By car as well as walking	2/27/2021 11:52 AM
3	Golf cart	2/25/2021 10:47 AM
4	Both walk and drive	2/24/2021 3:45 PM
5	Would prefer golf cart!	2/15/2021 11:37 AM
6	I both walk and drive. Depends on the day.	2/11/2021 12:39 PM

Q4 Why do you visit Downtown Villa Rica?Check all that apply.

Answered: 209 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live here (own)	32.06%	67
I live here (rent)	4.78%	10
I come here to go to restaurants or shops	79.43%	166
I come here for the parks and public spaces	21.53%	45
I come here for special events and festivals	51.67%	108
I own a business here	4.78%	10
I work here	11.00%	23
I own commercial/other property here	2.87%	6
Other (please specify)	11.96%	25
Total Respondents: 209		

#	OTHER (PLEASE SPECIFY)	DATE
1	Shopping	2/28/2021 5:19 PM
2	I grew up here	2/27/2021 11:52 AM
3	Make our churches deposit every week at SunTrust	2/27/2021 11:34 AM
4	Pokémon Go	2/27/2021 11:33 AM
5	Hospital	2/25/2021 10:45 PM
6	Driving through mostly but sometimes for restaurants	2/25/2021 9:36 AM
7	drive through on way to vet or other places	2/24/2021 3:48 PM
8	Walking for exercise	2/22/2021 6:35 PM
9	Church/Dorsey Festival	2/18/2021 2:41 PM
10	Meetings	2/15/2021 8:25 PM
11	Drive through all the time	2/15/2021 7:45 PM
12	I drive thru downtown every day for work	2/15/2021 8:35 AM
13	Just drive through	2/13/2021 12:09 AM
14	I worship there	2/12/2021 9:23 PM
15	I have an antique booth at Another's Treasure	2/12/2021 6:23 PM
16	Just driving through	2/12/2021 5:53 PM
17	Driving thru	2/12/2021 5:35 PM
18	Family lives there	2/12/2021 5:24 PM
19	My hair salon is here	2/12/2021 4:48 PM
20	I go to city hall.	2/12/2021 4:35 PM
21	Our girls scouts meet in Downtown VR	2/12/2021 8:20 AM
22	Medical appointments	2/12/2021 8:18 AM
23	Commute	2/12/2021 8:15 AM
24	I wish to live and own a business there one day	2/12/2021 3:15 AM
25	Carroll County Native still residing in metro Atlanta.	2/12/2021 2:04 AM

Q5 What is your favorite thing about Downtown Villa Rica today?

Answered: 209 Skipped: 0

#	RESPONSES	DATE
1	The Cinema Tavern and Los Cowboys.	3/8/2021 11:00 AM
2	I love the shops and restaurants located downtown.	3/8/2021 9:38 AM
3	clean, shops	3/8/2021 7:02 AM
4	Just love the look of the shops.	3/4/2021 1:39 PM
5	The special events and concerts.	3/3/2021 9:20 AM
6	Outdoor restaurant seating that views the train tracks.	3/2/2021 2:55 PM
7	My favorite things about downtown include newer and more affordable places to shop.	2/28/2021 9:45 PM
8	Easy access to I20	2/28/2021 7:16 PM
9	It is close to where I live.	2/28/2021 5:19 PM
10	restaurants	2/28/2021 9:07 AM
11	Gold Dust Park	2/28/2021 7:32 AM
12	Nothing special	2/27/2021 11:06 PM
13	Small town feel. Good stores to shop and restaurants	2/27/2021 9:39 PM
14	Evans Barbque	2/27/2021 9:25 PM
15	The Mill	2/27/2021 6:34 PM
16	I don't like it.	2/27/2021 12:50 PM
17	Restaurants, Shops Music AMP	2/27/2021 12:44 PM
18	The Amphitheater and that the shops are looking beautiful and are in use.	2/27/2021 12:07 PM
19	Restaurants	2/27/2021 11:52 AM
20	I don't really care for the shops in Downtown VR. I spend my money in Carrollton or Hiram.	2/27/2021 11:34 AM
21	I think it's super adorable and i love the historic vibe	2/27/2021 11:33 AM
22	Small town	2/27/2021 11:02 AM
23	S	2/27/2021 8:41 AM
24	Restaurants	2/27/2021 8:27 AM
25	My work is close to my home.	2/27/2021 7:01 AM
26	Gabes	2/27/2021 5:56 AM
27	Old fashioned charm.	2/26/2021 4:58 PM
28	The stores	2/26/2021 4:40 PM
29	Walk around	2/26/2021 2:21 PM
30	The restaurant's	2/26/2021 2:14 PM
31	The People	2/26/2021 1:52 PM
32	That it is not as crowded as Hiram. Please don't turn it into another Hiram.	2/26/2021 11:44 AM
33	hairdresser	2/26/2021 11:43 AM
34	The small town feel. The clean and well kept streets and buildings. The friendly and welcome feeling from people that live and work in our town.	2/26/2021 10:10 AM
35	The historic preservation and small shops and restaurants.	2/26/2021 9:39 AM
36	The quaint, small town feel.	2/25/2021 10:45 PM
37	Restaurant scene	2/25/2021 6:54 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

38	I don't have anything positive to say about the downtown. Aside from 3 restaurants we actually feel are decent, there really is nothing else that attracts us to go downtown. All downtown has to offer are hair salons and junk stores.	2/25/2021 4:41 PM
39	Walkable, family friendly entertainment, restaurants and public spaces	2/25/2021 4:26 PM
40	Restaurants	2/25/2021 2:32 PM
41	Restaurants	2/25/2021 1:06 PM
42	The historic feel	2/25/2021 11:33 AM
43	The variety of shops & food spots.	2/25/2021 11:32 AM
44	The events at the mill	2/25/2021 10:47 AM
45	Restaurants	2/25/2021 9:36 AM
46	The original structures	2/25/2021 8:00 AM
47	Quaint old town atmosphere	2/25/2021 6:26 AM
48	The antique boutique stores.	2/24/2021 11:26 PM
49	The mill, Hixtown Brewery and downtown's proximity to my home.	2/24/2021 9:55 PM
50	Close to my house. The mill.	2/24/2021 9:46 PM
51	small town flavor	2/24/2021 9:05 PM
52	N/A	2/24/2021 3:48 PM
53	Mill Ampltheatre and the specialty shops	2/24/2021 3:45 PM
54	The hometown feel	2/24/2021 12:26 PM
55	restaurants	2/24/2021 9:57 AM
56	Small but lots to do	2/23/2021 3:49 PM
57	Uncorked	2/22/2021 6:35 PM
58	Sidewalks	2/22/2021 4:52 PM
59	nothing really	2/22/2021 4:23 PM
60	The improvements and the way it is beginning to look. It still needs some work not to look run down and be an attractive place. I love the shops. I buy a lot of gifts as well as myself things.	2/22/2021 2:32 PM
61	It is safe, clean, and wholesome.	2/22/2021 2:15 PM
62	Despite the population growth, it still has a small town feel. The low crime rate is also a plus.	2/22/2021 2:04 PM
63	The charm of the downtown area and the shops. I LOVE the Mill Amphitheatre and hope we get back busy very soon	2/22/2021 2:02 PM
64	Small town flavor.	2/22/2021 1:47 PM
65	Gabe's restaurant, great date night spot for me and my wife	2/22/2021 12:56 PM
66	Reataurants	2/21/2021 1:07 PM
67	I like how easy it is to walk around Downtown.	2/20/2021 8:43 PM
68	The historical nature of the old downtown. Love the restaurants. Enjoy events at and near the amphitheater.	2/20/2021 6:26 PM
69	Some unique shops are developing. Although I do miss OLD Downtown Villa Rica...	2/20/2021 4:22 PM
70	Restaurants	2/19/2021 11:44 PM
71	The small town	2/19/2021 11:33 PM
72	I dont have a favorite thing, the lack of parking, and historical spots to travel too.	2/19/2021 10:19 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

73	The mill	2/19/2021 8:43 PM
74	Restaurants	2/19/2021 1:52 PM
75	Coming from a Bowdon native, also as a 22 year old male, I love the small town feel of downtown. Downtown seems to “slow down” from the hustle of Hwy 61	2/19/2021 12:54 AM
76	Old town feel and railroad. Feeling of community with those you meet	2/18/2021 9:26 PM
77	Hospitality	2/18/2021 5:21 PM
78	I like the 'small town' feel when I visit restaurants and shops.	2/18/2021 4:34 PM
79	Quaint, small town.	2/18/2021 3:25 PM
80	Restaurants	2/18/2021 2:59 PM
81	Thomas Dorsey Birthplace festival	2/18/2021 2:41 PM
82	My favorite is the landscape around the railroad tracks	2/18/2021 2:07 PM
83	Janet Chumley, Los Cowboys and The Momtahan Law Firm	2/18/2021 11:51 AM
84	Nice restaurants and shops.	2/18/2021 11:38 AM
85	N/A	2/18/2021 11:27 AM
86	Los Cowboys	2/17/2021 1:28 PM
87	Restaurants, festivals	2/16/2021 11:20 PM
88	The history, down home feeling. Easy to park, and get around.	2/16/2021 6:50 PM
89	It has potential to be a a great area for commerce and community.	2/16/2021 4:20 PM
90	its beautiful and has some good restraunts	2/16/2021 1:30 PM
91	Events. Shops	2/16/2021 9:47 AM
92	The MILL amphitheater of course.	2/16/2021 9:38 AM
93	The hometown feel of being in a small town	2/15/2021 11:26 PM
94	The Mill Amphitheater	2/15/2021 8:25 PM
95	Mom and pop stores	2/15/2021 7:45 PM
96	The old buildings	2/15/2021 7:35 PM
97	I love the hometown feeling.	2/15/2021 6:05 PM
98	The Mill	2/15/2021 3:34 PM
99	Gabe's	2/15/2021 2:36 PM
100	my hairdresser	2/15/2021 12:01 PM
101	Eating establishments	2/15/2021 11:37 AM
102	the nice restaurants, but really would like to see a good steak house	2/15/2021 10:23 AM
103	Walkability, shops and restaurants	2/15/2021 9:48 AM
104	Quaint	2/15/2021 9:32 AM
105	The history	2/15/2021 9:10 AM
106	Uncorked. The diverse shops and eclectic building fronts	2/15/2021 8:51 AM
107	Feels like an older downtown area	2/15/2021 8:35 AM
108	My favorite thing about downtown Villa Rica is the small town feel.	2/15/2021 8:25 AM
109	Restaurants	2/15/2021 8:11 AM
110	The Mill, restaurants and shops	2/15/2021 1:56 AM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

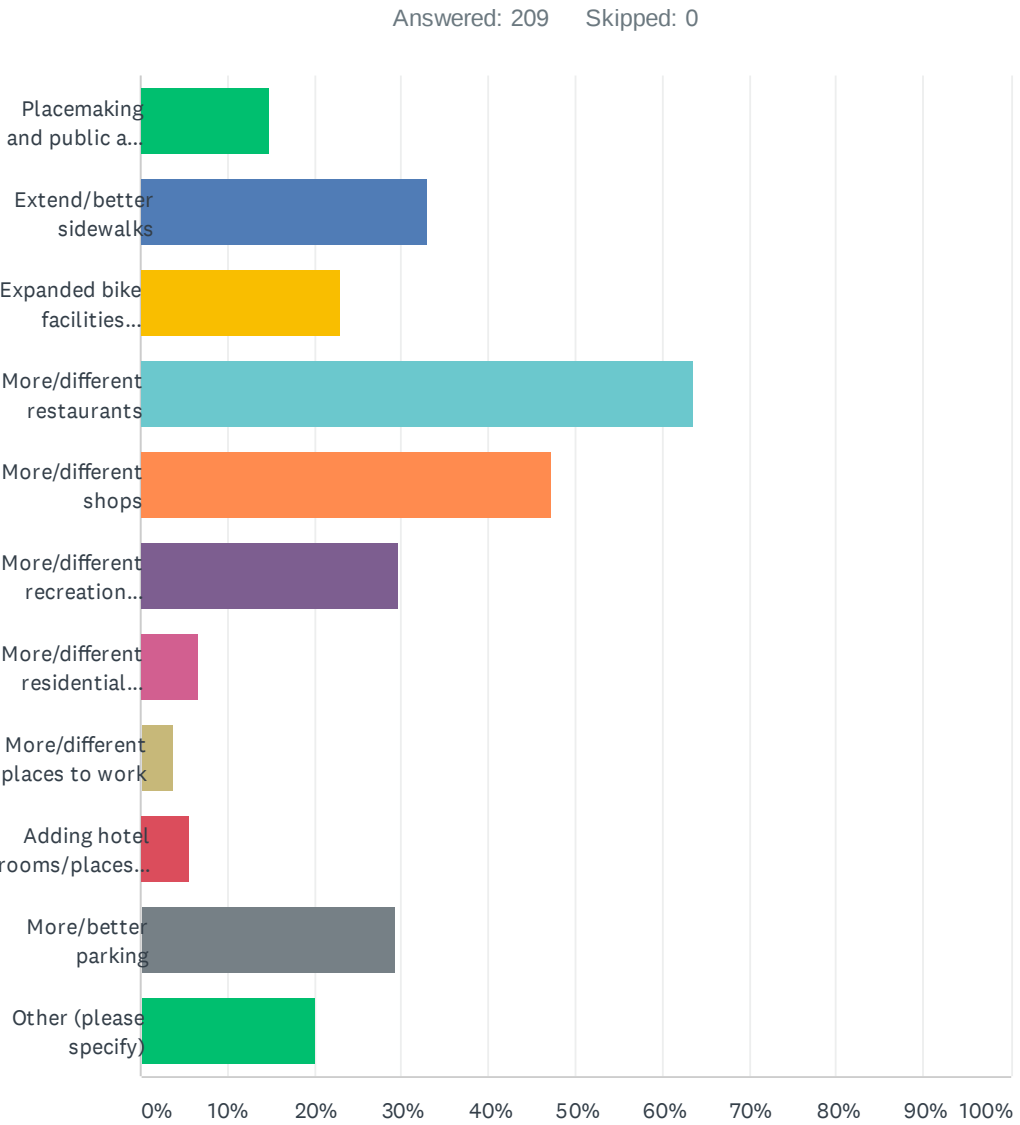
111	Small town feel	2/14/2021 10:36 PM
112	I like walking to and through town.	2/14/2021 9:52 PM
113	The history, the potential	2/14/2021 8:13 PM
114	Restaurants and Stores	2/14/2021 8:01 PM
115	The old town feel with restaurants and bars.	2/14/2021 6:49 PM
116	The Mill	2/14/2021 6:29 PM
117	Being able to walk to walk downtown when their are events going on at the mill and the small town atmosphere.	2/14/2021 6:13 PM
118	Proximity	2/14/2021 5:59 PM
119	Outdoor dining at Los Cowboys and Uncorked	2/14/2021 3:55 PM
120	Small town vibe	2/14/2021 9:13 AM
121	The restaurants.	2/14/2021 8:28 AM
122	HFM	2/14/2021 5:54 AM
123	Food	2/13/2021 7:20 PM
124	Down town it's beautiful	2/13/2021 5:47 PM
125	The restaurants and the shops	2/13/2021 4:50 PM
126	Most of the shops but there are some that need to go. Like the Janes building.	2/13/2021 2:59 PM
127	Small town atmosphere and small shops.	2/13/2021 2:33 PM
128	Amphitheater and grass area.	2/13/2021 1:09 PM
129	The Amphitheatre	2/13/2021 11:32 AM
130	Gabes	2/13/2021 9:41 AM
131	The shops	2/13/2021 9:09 AM
132	Stable businesses	2/13/2021 8:59 AM
133	Honestly nothing.	2/13/2021 8:37 AM
134	The home feeling	2/13/2021 12:09 AM
135	The simplicity. I love our little shops and restaurants. I think expanding it too much would be detrimental to the safety and environment of the town.	2/12/2021 11:00 PM
136	The outside amphitheater	2/12/2021 10:26 PM
137	Gabes	2/12/2021 10:14 PM
138	Chat & Choo	2/12/2021 9:57 PM
139	The home town feeling	2/12/2021 9:56 PM
140	It's history, live ability.	2/12/2021 9:45 PM
141	The Church is there	2/12/2021 9:23 PM
142	The classic old look	2/12/2021 8:00 PM
143	Local restaurants	2/12/2021 7:35 PM
144	I like the shops and a few restaurants. My kid takes music lessons once a week downtown.	2/12/2021 7:20 PM
145	.	2/12/2021 6:40 PM
146	The history of the city.	2/12/2021 6:32 PM
147	Amphitheater, shops and restaurant; safe and family oriented	2/12/2021 6:23 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

148	The home town feel. Historic buildings.	2/12/2021 6:03 PM
149	It's small and old and needs to stay the way it is	2/12/2021 5:53 PM
150	The concerts and activities at the Mill as well as the variety of shops and restaurants.	2/12/2021 5:36 PM
151	Haven't found one yet	2/12/2021 5:35 PM
152	Mill events	2/12/2021 5:24 PM
153	historic buildings that remain... the loss of the Mill and Library is sad.	2/12/2021 5:12 PM
154	Mill events and going to uncorked for a glass of wine	2/12/2021 5:10 PM
155	The shops and restaurants	2/12/2021 4:48 PM
156	The restaurants and shops	2/12/2021 4:46 PM
157	Small town feel	2/12/2021 4:35 PM
158	Shop	2/12/2021 4:26 PM
159	Nothing	2/12/2021 4:24 PM
160	The mill	2/12/2021 4:13 PM
161	The shop variety. Different types of restaurants, different types of shopping. Nothing is the same!	2/12/2021 4:06 PM
162	The walkability and the police presence makes me feel safe.	2/12/2021 4:05 PM
163	Shops and restaurants	2/12/2021 2:17 PM
164	The local shops/restaurants.	2/12/2021 9:52 AM
165	The Mill and close proximity of restaurants.	2/12/2021 9:43 AM
166	Restaurants	2/12/2021 9:30 AM
167	the history and how close all the shops are	2/12/2021 9:26 AM
168	It's visible history	2/12/2021 8:20 AM
169	The variety of businesses	2/12/2021 8:18 AM
170	The side walk by the train tracks, the small business and restaurants in the area.	2/12/2021 8:15 AM
171	I enjoy the landscape and the older buildings.	2/12/2021 7:24 AM
172	Family history	2/12/2021 7:20 AM
173	Amphitheater	2/12/2021 6:28 AM
174	Restaurants	2/12/2021 6:17 AM
175	All the shops & restaurants	2/12/2021 5:48 AM
176	The shops and restaurants and festivals/events	2/12/2021 4:02 AM
177	The whole path from the end with the houses all the way up Main Street and 78.	2/12/2021 3:15 AM
178	Walkability to restaurants, festivals and the amphitheater!	2/12/2021 2:04 AM
179	All the shops. It's cute place to visit.	2/12/2021 1:31 AM
180	Shops and restaurants	2/11/2021 11:30 PM
181	Mill	2/11/2021 11:23 PM
182	Walking spaces	2/11/2021 9:46 PM
183	Historical buildings	2/11/2021 8:57 PM
184	Walk with daughter to get ice cream.	2/11/2021 8:48 PM
185	The shops, restaurants and The Mill.	2/11/2021 7:43 PM

186	It's really cute. I like how everything is close together so you can park and then walk everywhere	2/11/2021 7:35 PM
187	The Mill Amphitheater, the shops and restaurants.	2/11/2021 5:08 PM
188	Everything is walking distance of each other.	2/11/2021 3:45 PM
189	To see the growing variety like brewery uncorked ice cream shop.	2/11/2021 3:28 PM
190	Small town, local businesses, community feel	2/11/2021 2:37 PM
191	The restaurants	2/11/2021 1:44 PM
192	The restaurants, knowing the police station is right there, The Mill	2/11/2021 12:39 PM
193	Hixstown Brewery	2/11/2021 11:46 AM
194	The shops and restaurants. The area still retains a historical look of a mainstreet town.	2/11/2021 11:15 AM
195	Divergence of shops and reataurants	2/11/2021 10:39 AM
196	The food and the mill	2/11/2021 9:42 AM
197	It's quaint, calm and personal	2/11/2021 9:41 AM
198	Restaurants, the mill, specialty shops	2/11/2021 9:39 AM
199	Restaurants and events	2/10/2021 7:59 PM
200	Restaurants	2/10/2021 7:47 PM
201	Evan's.	2/10/2021 6:18 PM
202	It's safe, convenient, friendly, clean, good police department, good hospital, the city leadership appears to real-time progressive, while at the same time keeping the small town feel to it.	2/10/2021 5:59 PM
203	The small town feel and the amphitheater	2/10/2021 3:45 PM
204	Quaint history	2/10/2021 2:51 PM
205	Love the small town feel	2/10/2021 1:42 PM
206	The amphitheater.	2/10/2021 11:59 AM
207	Vareity	2/10/2021 10:00 AM
208	Events at mill, restaurants (need more)	2/10/2021 9:25 AM
209	Small town charm	1/29/2021 8:57 AM

Q6 What would you like to see in Downtown Villa Rica in the future? What would make it a more livable place for residents, a more vibrant destination for visitors, and a more desirable place to do business?Select up to three.



ANSWER CHOICES	RESPONSES	
Placemaking and public art improvements	14.83%	31
Extend/better sidewalks	33.01%	69
Expanded bike facilities (e.g. bike lane, trail, etc.)	22.97%	48
More/different restaurants	63.64%	133
More/different shops	47.37%	99
More/different recreation opportunities	29.67%	62
More/different residential options	6.70%	14
More/different places to work	3.83%	8
Adding hotel rooms/places to stay	5.74%	12
More/better parking	29.19%	61
Other (please specify)	20.10%	42
Total Respondents: 209		

#	OTHER (PLEASE SPECIFY)	DATE
1	More walking-friendly paths like Carrollton's Greenbelt	2/28/2021 9:45 PM
2	More mixed Mobile Home and long term RV communities	2/28/2021 7:16 PM
3	Traffic is terrible. Solutions needed.	2/28/2021 5:19 PM
4	Dog park	2/27/2021 11:06 PM
5	No central "square" so that it is hard to park and walk to all of the businesses. You have to pick one side of the tracks or the other.	2/27/2021 12:50 PM
6	Outdoor dinning is a Big Attraction	2/27/2021 12:44 PM
7	Unless you are a bar/club type person, there is nothing to do but go to restaurants	2/27/2021 11:52 AM
8	An actual Farmer's Market where I could purchase fresh fruit and veggies. Not the joke that is currently touted as a farmers market.	2/27/2021 11:34 AM
9	I would love to see a dog park added to the community and more events outside!	2/26/2021 4:40 PM
10	Lofts	2/25/2021 2:32 PM
11	Fix roads	2/25/2021 9:36 AM
12	Bypass for the tractor trailers so they don't have to go thru downtown. Trucks are a hazard. Some shops like janes need to be condemned.	2/24/2021 9:46 PM
13	Safer streets -- better designed.	2/24/2021 3:48 PM
14	Public Pool	2/24/2021 3:45 PM
15	coffee shop	2/22/2021 6:35 PM
16	Carroll County Green Belt	2/22/2021 2:15 PM
17	Expanded use of the Mill and downtown venues	2/22/2021 2:02 PM
18	Better signs. Not sure what is there/ open/ closed. Had to go in one shop to ask directions to another shop.	2/19/2021 1:52 PM
19	We need higher quality hotels, if I were from out of town I would opt for downtown Carrollton or Douglasville for lodging. The days inn area is run down and undesirable as well as all others near 61	2/19/2021 12:54 AM
20	Galleries displaying and selling regional art work	2/18/2021 9:26 PM
21	Thomas Dorsey Center	2/18/2021 2:41 PM
22	I believe surveillance would be nice, and emergency call buttons like the park at the Dallas courthouse has. Also an actual track would be a lot nicer than people having to run in the roads.	2/18/2021 2:07 PM
23	Water independence	2/18/2021 11:51 AM
24	VR Beltline	2/17/2021 1:28 PM
25	Make street in front of Uncorked one way.	2/15/2021 8:51 AM
26	Nice playground	2/14/2021 5:54 AM
27	Bridge over RR tracks	2/12/2021 6:23 PM
28	Nothing, don't need Atlanta to keep expanding west past Douglasville	2/12/2021 5:53 PM
29	museum/visitor center in historic building	2/12/2021 5:12 PM
30	Rearrange the parking, not more. It's not 1955 anymore. We could take out some if we built a short level deck like Carrollton	2/12/2021 5:10 PM
31	I would like to see more of our older/abandoned buildings refurbished for businesses such as Loved by Loveless did with the auto repair shop.	2/12/2021 4:48 PM

32	Hard to park large SUVs/trucks downtown due to shortness of spaces. A parking area behind downtown would be nice.	2/12/2021 4:06 PM
33	The speed limit enforced, it's terrifying trying to cross the road when someone is flying down West Wilson and Main Street	2/12/2021 7:24 AM
34	Less waste of money on stupid things, such as a visitors center, quit trying to turn us into Douglasville.	2/12/2021 7:20 AM
35	Restripe the parking spaces!! & each red light needs a turn arrow	2/12/2021 5:48 AM
36	An Amtrak commuter train to Alpharetta and surrounding hubs for high paying jobs.	2/12/2021 2:04 AM
37	Dog park!!!	2/12/2021 1:31 AM
38	Clean up the derelict buildings, a safer way to cross Montgomery St from S Carroll Rd	2/11/2021 12:39 PM
39	More events at the mill	2/11/2021 9:42 AM
40	A walking trail such as the silver comet trail or green belt and more support of our cluster schools...purple/yellow flowers planted, purple & gold bows on shop doors and light posts.	2/11/2021 9:39 AM
41	Ticketed musical performances.	2/10/2021 7:47 PM
42	I beleive the city leadership is already doing a great job!	2/10/2021 5:59 PM

Q7 Do you have any other thoughts about what would transform Downtown Villa Rica into a more livable and vibrant place?

Answered: 146 Skipped: 63

#	RESPONSES	DATE
1	More local restaurants and shops downtown. Better sidewalks so that folks can walk around safely to the new shops and restaurants/bars. I would also add a casino once gambling is legalized in Georgia to bring in major tax and tourism dollars.	3/8/2021 11:00 AM
2	Better traffic patterns.	3/8/2021 9:38 AM
3	Better Landscaping up keep	3/8/2021 7:02 AM
4	I would love to see more specialties shops. i.e. more antiques, home decorating, art and craft and restaurant,. Maybe an ice cream shop bakery I would love to see that area of Main street be pedestrian only. Cute benches., Tables and brick walkways. doing that will require a place to easily park	3/4/2021 1:39 PM
5	More events that celebrated diverse cultural celebrations .	3/3/2021 9:20 AM
6	No more Dollar Generals.	3/2/2021 2:55 PM
7	More lights at night. If it pleases more people, have some places open later at night.	2/28/2021 9:45 PM
8	More affordable places to live for seniors and permanently disabled.	2/28/2021 7:16 PM
9	Better parking.	2/28/2021 5:19 PM
10	Not sure	2/27/2021 11:06 PM
11	Needs a coffee place (not chain) and a bodega or small grocery (not dollar general, etc.)	2/27/2021 9:39 PM
12	Keep the vintage feel but offer outside dinning	2/27/2021 12:44 PM
13	Considering the RR tracks and train noise, it would be wonderful if the lovely old houses could be restored without having the train whistles. I actually live where the train comes behind my house and it is unbearable to sit outside. No one is going to live in those houses. There has to be a way to fix that.	2/27/2021 12:07 PM
14	Clean up store fronts, it has to be attractive especially for visitors. Have something special monthly.	2/27/2021 11:52 AM
15	Sidewalk dining, more cultural shops like Irish Eyes, kid friendly events at least twice a month, nice Playground and Dog park...	2/27/2021 11:34 AM
16	Maybe some better lighting. But please keep the historic vibe if you add them	2/27/2021 11:33 AM
17	Make the road from Mirror Lake to Downtown like it has been planned.	2/27/2021 8:27 AM
18	No	2/27/2021 5:56 AM
19	No modern art! Some of the buildings are run down, persuade owners to revitalize.	2/26/2021 4:58 PM
20	More outdoor events, local bands and entertainment!	2/26/2021 4:40 PM
21	Cultural arts center	2/26/2021 9:39 AM
22	Get rid of all the second hand stores. I don't comprehend how Janes is still in business and why the fire department hasn't condemned it as a fire hazard.	2/25/2021 4:41 PM
23	More plans for the future are wonderful, but I would like to see current projects completed before new ones are begun: the gold miner statue, welcome center, the parkway to Mirror Lake, and the bypass to get trucks out of downtown to name a few. I think the plans for The MILL property (hotel and museum) are a bit too much to take on right now. The best thing we can do in the next 6-9 months is to recover as a community from COVID and get downtown thriving again safely, and to use this time to complete some of the above projects. Perhaps in cooperation with the historical society, I would like to see a walking/driving tour, with an accompanying brochure and signs, to highlight our historic homes and properties	2/25/2021 4:26 PM
24	Lofts	2/25/2021 2:32 PM
25	A walking/bike trail like Carrollton green belt.	2/25/2021 1:06 PM
26	Reroute thru traffic to street behind the main shops & close the existing street to car & truck traffic & make it a walking & bike only area.	2/25/2021 11:32 AM

27	Follow through. Many ideas and designs have been presented and some approved, yet progress is always at a standstill	2/25/2021 10:47 AM
28	Closing some side streets and making pedestrian areas with a park like feel	2/25/2021 8:00 AM
29	Refer to previously well done RSVP Study.	2/25/2021 6:26 AM
30	We need to develop our trails that was designed a couple years ago. We need a way to cross over to the other side of the street. The railroad tracks in the middle messes everything up.	2/24/2021 11:26 PM
31	Get rid of Janes. Also, trucks and long vehicles cannot properly fit into the strip of parking spaces on 61 in front of the police station and Los Cowboys. The back end of those vehicles stick out into the road creating a hazard, especially on busy nights. Parking either needs to be reconfigured or signage posted stating that trucks (or any vehicle) sticking out past a point will be ticketed. Add pedestrian crossing lights and speed bumps to make it safe to navigate and cross from one side of the square to the other. We would frequent downtown more often if it were safe and we generally stick to the police station side.	2/24/2021 9:55 PM
32	Like I said before. Bypass trucks. Get rid of janes junk. Condemn it so that someone can buy it an renovate it.	2/24/2021 9:46 PM
33	VR needs an identity! The downtown district needs to figure out what it is. Dalogana has the gold rush downpat. VR is not going to be able to take that away! Do something with Thomas Dorsey, go with a music, funky jazz theme and build it into a regional identity! Vidalia = Georgia, Selma = Rosa Parks, North Carolina = The Shag, Florida = beaches, The Villages = senior living.	2/24/2021 9:05 PM
34	Not really. Downtown area is really to small to develop further.	2/24/2021 3:48 PM
35	More events and public pools	2/24/2021 3:45 PM
36	Reduce train and truck traffic	2/24/2021 9:57 AM
37	Keep small town feeling with the growth	2/23/2021 3:49 PM
38	Turn Butterballs into visitor center with pop-up store like thousands of residents was expecting and hoping for	2/22/2021 6:35 PM
39	More police patrols. There are many drug abusers roaming around.	2/22/2021 4:52 PM
40	get the smokers off sidewalks.	2/22/2021 4:23 PM
41	clean it up, make it presentable, some merchants need to make their business feel clean and safe when you walk in . A couple of business can ruin for others	2/22/2021 2:32 PM
42	More parking and easier access for people who live in the surrounding areas.	2/22/2021 2:15 PM
43	More nature trails for hikers, more public playgrounds.	2/22/2021 2:04 PM
44	Variety -- we need more shops that fill a niche. Need a coffee/tea room downtown. Open mic nights at the Mill or the little venue beside Hixtown Brewery. I am not happy with the way the Main Street staff seems to have disappeared (since even before Covid). I was on committees for years but the current staff are not doing much to unify and stir up activity downtown. We need more variety in the music on stage, once the Mill opens back up. How about Celtic, Swing, Jazz, Symphonic, etc. - there are so many types of music and we need more diversity there.	2/22/2021 2:02 PM
45	Improved traffic flow and pattern, convenient parking, eliminate the railroad.	2/22/2021 1:47 PM
46	High quality restaurants. Think Woodstock area.	2/21/2021 1:07 PM
47	More variety! We have enough hair salons and boutiques that all sell the same items. We could use more rec facilities, upgraded amenities and a consistent stream of activities that combine the City's and businesses efforts.	2/20/2021 8:43 PM
48	Focus on Villa Rica being the oldest town in Georgia west of the Chattahoochee. Make the downtown a destination for the arts, entertainment, and cultural events.	2/20/2021 6:26 PM
49	Reduce vehicle traffic and increase bicycle, golf cart, walking access...	2/20/2021 4:22 PM
50	More historical plaques along the trail would be fun and educational.	2/19/2021 10:19 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

51	Golf cart access	2/19/2021 8:43 PM
52	Improved landscaping and upgrade storefronts. More uniformity in business types, business's that complement each other; stores, restaurants and galleries. Expand downtown area	2/18/2021 9:26 PM
53	Volunteer opportunities	2/18/2021 5:21 PM
54	I picture a downtown area with variety of shops and restaurants. Outdoor seating and live music options. Good parking and pedestrian friendly. I would like to be able to use our golf cart to travel to the downtown area. My family lives in Mirror Lake.	2/18/2021 2:59 PM
55	A performing arts center/heritage center in honor of Thomas Dorsey	2/18/2021 2:41 PM
56	I believe the speed limit on Bankhead needs to be slower and strictly enforced like how downtown powder springs, it's not safe to walk across the road with how fast people drive.	2/18/2021 2:07 PM
57	Update info structure	2/18/2021 11:51 AM
58	Better restaurants, more upscale concerts (and charge for them), clean up rundown store fronts.	2/18/2021 11:27 AM
59	A walking Bridge above the train area to safely cross the tracks, take pictures etc. With the Villa Rica name printed on the bridge so when you arrive down down it's one of the first things you see. (also fencing around the area to close of but still look beautiful ♥	2/17/2021 1:28 PM
60	Better parking, bridge over tracks, family parks, historical pride	2/16/2021 11:20 PM
61	The city needs to provide tax breaks to big box stores or franchises so business will be more willing to open up shop here. The small businesses here operate under very unusual hours. I understand wanting your days off, but if you're in retail or service industry it does not make sense to have the hours of operation some of these businesses have. There also needs to be more diversity in the shopping and restaurants. Villa Rica does not need 20+ salons within such a small radius in such a small town. It does not need as many dollar stores in the small town that it is. Downtown Villa Rica also has about 3-4 shops that sell all the same housing decor and furniture. Why? Better hours of operation and more diversification in shopping and restaurants will generate more interest and business in Villa Rica.	2/16/2021 4:20 PM
62	more things that cater to the new group of millennials. bike trails, dog parks/dog friendly patios at restraunts, public wifi/fast internet, smaller affordable housing. free park for small weddings. continued restaurant diversity. relaxed open alcohol rules on weekends. community resource person to help with resources for those in need. local talent gathering for free concerts and art fairs.	2/16/2021 1:30 PM
63	More restaurants open at night. Shops are great.	2/16/2021 9:47 AM
64	Yes. The bypass needs to be complete to move the large trucks out of downtown. Improve the sidewalks, plant trees for shade. The large city warehouse building is ugly and needs restoring and torned down.	2/16/2021 9:38 AM
65	Some of the buildings need to be fixed up, add some sidewalk planters and it needs to be walkable	2/15/2021 8:25 PM
66	See #11 below	2/15/2021 12:01 PM
67	It's all about enticing cute shops and real restaurants (not fast food) and how about a bakery	2/15/2021 11:37 AM
68	No more pawn shops or dollar stores. Let's punch up not down.	2/15/2021 9:48 AM
69	Parking	2/15/2021 9:32 AM
70	Move Police station. And PLEASE, enforce ordinances to clean up Jane's buildings!!!! They are dangerous and UGLY. No more offices downtown. Workers monopolize the parking.	2/15/2021 8:51 AM
71	I'd love to see a walking trail go through Villa Rica. It would be wonderful to have a coffee shop downtown. Having a welcome center will entice people to visit from out of town.	2/15/2021 8:25 AM
72	Curb appeal could be more eye catching	2/15/2021 1:56 AM
73	Trails, sidewalks	2/14/2021 9:52 PM
74	Abandoned buildings/unusable former industrial buildings could be transformed into apartments/condos	2/14/2021 8:13 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

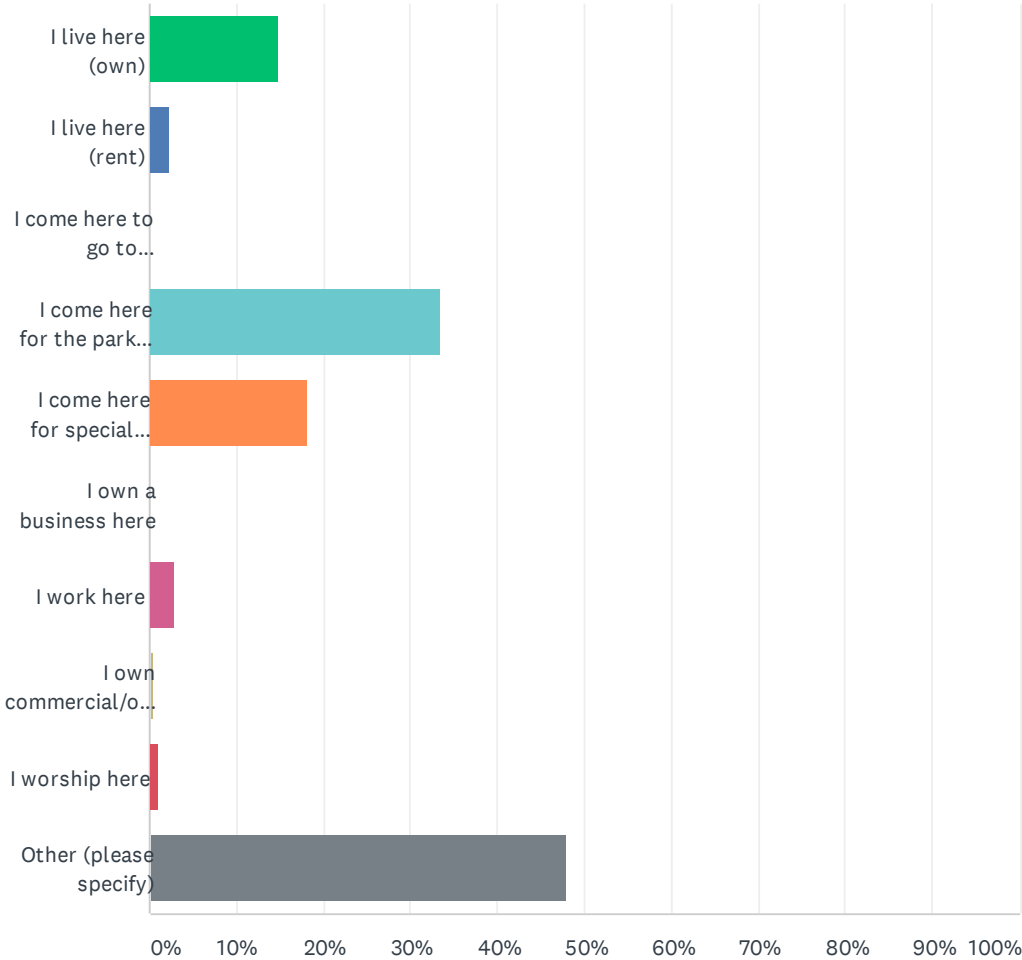
75	Reno all the outside buildings so they don't look so rundown	2/14/2021 8:01 PM
76	Make parking easier and a bike path connection from Mirror Lake.	2/14/2021 6:49 PM
77	More places to shop.	2/14/2021 6:13 PM
78	Keep the small town feel but clean up worn/shoddy buildings, i.e. Blue Ridge	2/14/2021 5:59 PM
79	Access to safe passage across the train tracks to visit both sides of downtown, Children's park/green space, getting rid of Jane's shop! It is an eye sore to the city and could be a great dining location. There needs to be more of a variety of dining options and more outdoor dining.	2/14/2021 3:55 PM
80	Possibly Coca Cola museum	2/14/2021 5:54 AM
81	Walking/bike trail, better recreation dept, more restaurants- no fast food	2/13/2021 7:20 PM
82	Plant trees along roads	2/13/2021 5:47 PM
83	Remove the Janes building.	2/13/2021 2:59 PM
84	Keep bike and walking trails away from main roads...need a way to get over railroad tracks without going way around. Also, Hillcrest Cemetery is a historic place and needs to be well preserved. It needs lighting at night, better upkeep and roads through the cemetery and security and or a fence. Talk about a historic place....Hillcrest Cemetery is.	2/13/2021 2:33 PM
85	More pedestrian and bike friendly and a regular basis. More trees, flowers, and art.	2/13/2021 1:09 PM
86	Parking deck near the Police Station and amphitheatre	2/13/2021 11:32 AM
87	Love to see it renovated!	2/13/2021 9:41 AM
88	No	2/13/2021 9:09 AM
89	The eye sore of the old gas station looking building is taking entirely to long to finish. It was supposed to be a welcome center 2 years ago.	2/13/2021 8:37 AM
90	A place for the homeless	2/13/2021 12:09 AM
91	We do need more things to do. Not just concerts at the mill, the tavern, and hixtown.	2/12/2021 11:00 PM
92	cool murals	2/12/2021 10:26 PM
93	Comprehensive traffic plan and additional parking.	2/12/2021 10:14 PM
94	PARKING! ENFORCEMENT OF 2 HR PARKING	2/12/2021 9:57 PM
95	Parking decks	2/12/2021 9:23 PM
96	Friendly and safer pedestrian crossing over the railroad tracks.	2/12/2021 8:00 PM
97	No	2/12/2021 7:35 PM
98	there's so much semi truck traffic in villa rica. I often dive to Dallas for better restaurants and stores.	2/12/2021 7:20 PM
99	Rebuild the railroad station and use it for a restaurant, shop, and/or visitor's center.	2/12/2021 6:32 PM
100	Lines and speed bumps on south dogwood. Less speeding. Better traffic signal cycles. Protected turns at more intersections. More public parking.	2/12/2021 6:03 PM
101	It's fine the way it is. Leave it alone, just spruce up existing.	2/12/2021 5:53 PM
102	An interactive play area for kids. Improved store fronts in areas. More trees please!	2/12/2021 5:36 PM
103	Get rid of junk stores and eye sores	2/12/2021 5:35 PM
104	Bike trails, walking trails, more free outdoor healthy opportunities.	2/12/2021 5:24 PM
105	Expanding the commercial district, attract more variety of restaurants (after fixing parking), sell the Amani building. Moratoriums on breweries, vape shops and dollar stores as well as code enforcement of commercial owners not keeping up historical value. Too much town ownership is locked up in personal capital and building squatting or 9-5 business. Expanding downtown across to enterprise and the Amani property could be better mixed use. I could imagine with	2/12/2021 5:10 PM

	the mill, a small expansion of the mill stage, venue space, and maybe the parking deck idea or a row of modern shops to match the olive tree construction style? Run the villa rica green belt from mirror lake red light, to back of olive tree and connect it back over to the fuller villa project. Right of way and land use could hopefully happen soon?	
106	More eclectic restaurants such as Gabes. No more big chains. More holiday festivals and parades. I love seeing the old warehouses turned into lofts.	2/12/2021 4:48 PM
107	Redirect 18 wheelers away from the downtown area.	2/12/2021 4:46 PM
108	No	2/12/2021 4:24 PM
109	Me and my husband would love for it to be more golf cart friendly since its considered a golf cart community.	2/12/2021 4:06 PM
110	A nice coffee shop	2/12/2021 4:05 PM
111	Bike trails	2/12/2021 2:17 PM
112	Yes. Get property owners to maintain and/or clean up their property. Clean/paint buildings. Install curbs and sidewalks and add greenspace/ trees to soften the hardscape. Add decorative and functional lighting.	2/12/2021 9:52 AM
113	Close the road in front of Cowboys and make it a pedestrian area to sit, wait for restaurants. Include artwork, water features and modern lighting. Give all the building a facelift and demolish the old run down buildings and replace with lofts or condos.	2/12/2021 9:43 AM
114	Finish the green belt and get the welcome center finished	2/12/2021 9:30 AM
115	have more modern shops and restaurants	2/12/2021 9:26 AM
116	More community-focused events that concentrate on building a stronger, more united community.	2/12/2021 8:20 AM
117	Change speed limits on South Carrol to one speed throughout Villa Rica. Put traffic light on front of or near hospital.	2/12/2021 8:18 AM
118	It would be nice if there were sidewalks for the roads around so locals wouldn't have to walk in the streets.	2/12/2021 7:24 AM
119	Leave it alone. If you want to do something, do some nice landscaping, leave the businesses alone, and quit spending money on things we dont need. Use the Mill more often.	2/12/2021 7:20 AM
120	More trees, landscaping, greenery. Looks too industrial compared to other small downtowns	2/12/2021 6:28 AM
121	A walking/bike trail	2/12/2021 6:17 AM
122	Please don't tear down or clear cut to build things. Improve the roads to make it easier to turn onto each street. The intersections are where the problems lay	2/12/2021 5:48 AM
123	Clean up the building facades and derelict buildings. Jane's All You Need as an example.	2/12/2021 4:02 AM
124	More things for teens/young adults to do.	2/12/2021 3:15 AM
125	Late night coffeehouse vibe like Cafe Intermezzo; conference center with hotel / lodging. This would be ideal for class and family reunions. Live Music @ various restaurants and other brunch/lunch places! Townhomes, Condos & lofts would attract homeownership and work/life vibes. Remote & Collaboration office spaces!	2/12/2021 2:04 AM
126	None	2/12/2021 1:31 AM
127	Coffee Shop	2/11/2021 9:46 PM
128	Add more greens, make streets walkable. Remove parking, expand sidewalk. Use more European experience and urbanism..	2/11/2021 8:57 PM
129	Need more outdoor events	2/11/2021 8:48 PM
130	It would be in the best interest of the downtown to limit non-retail businesses in the downtown area. Retail attracts retail customers. Restaurants would benefit from the foot traffic. An incentive tax, or conditional business licenses, or limited-scope occupancy permitting would over the next decade transform the city into a destination attraction. We would all benefit.	2/11/2021 7:43 PM

131	More plants and better landscaping in downtown. It's just flat and all grass. The city could implement a team of botanists or aspiring plant handlers to do this job. More color!	2/11/2021 7:35 PM
132	Add residential, add walking trail, add multi purpose/use space.	2/11/2021 5:08 PM
133	Music nights, festivals, art shows	2/11/2021 2:37 PM
134	Flashing lights at crosswalks, especially at Cinema Tavern over Bankhead hwy. it is dangerous to cross the street here.	2/11/2021 1:44 PM
135	Finish the welcome center.	2/11/2021 12:39 PM
136	Look at downtown Carrollton for ideas and inspiration.	2/11/2021 11:46 AM
137	Currently it does not feel safe to cross the tracks from one section of downtown to the other due to traffic.	2/11/2021 11:15 AM
138	Downtown park area. Just more outdoor accessible in general. Expand the Mill's green space for "hanging out", i.e. picnic tables, more benches	2/11/2021 10:39 AM
139	More public inviting areas, safer for pedestrians	2/11/2021 9:41 AM
140	First Friday events, like an art walk where local artists display their work in offices and shops, and businesses stay open late. Restaurant week with special promoting done local. Historical walking maps/self tour.	2/10/2021 7:47 PM
141	It needs to be more user friendly (walking paths, biking paths, green spaces). Along with more shops.	2/10/2021 6:18 PM
142	None at this time. Thank You!	2/10/2021 5:59 PM
143	No trains through the middle of it	2/10/2021 3:45 PM
144	Better shopping/restaurants and connectivity on either side of railroad. No businesses like dance studios, junk stores, groomer, accountants. Need businesses that draw people.	2/10/2021 2:51 PM
145	better connection between the two sides over the railroad tracks. Move the non-downtown type storefronts off main streets (construction co, realtors, hospice, etc) to have more attractive, inviting retail and restaurants storefronts	2/10/2021 9:25 AM
146	Unify the look. Better connectivity between north and south sides of downtown. More residential, shops, and restaurant. Connectivity to Mirror Lake.	1/29/2021 8:57 AM

Q8 Why do you visit the Fullerville Mill District?Check all that apply.

Answered: 209 Skipped: 0



ANSWER CHOICES	RESPONSES	
I live here (own)	14.83%	31
I live here (rent)	2.39%	5
I come here to go to restaurants or shops	0.00%	0
I come here for the parks and public spaces	33.49%	70
I come here for special events and festivals	18.18%	38
I own a business here	0.00%	0
I work here	2.87%	6
I own commercial/other property here	0.48%	1
I worship here	0.96%	2
Other (please specify)	47.85%	100
Total Respondents: 209		

#	OTHER (PLEASE SPECIFY)	DATE
1	No answer	3/4/2021 1:39 PM
2	I am not familiar or know people in that section of town.	3/3/2021 9:20 AM
3	I rarely visit. I usually drive by.	2/28/2021 9:45 PM
4	Help from the Mission	2/28/2021 7:16 PM
5	I drive through.	2/28/2021 5:19 PM
6	drive through	2/28/2021 9:07 AM
7	Nothing	2/27/2021 11:06 PM
8	I don't	2/27/2021 12:50 PM
9	Just ride through	2/27/2021 12:44 PM
10	I drive through frequently going to the Vet or other places. It is not pleasing to the eye.	2/27/2021 12:07 PM
11	I just drive through because there's no where to stop and the area is ugly.	2/27/2021 11:34 AM
12	I don't. No reason to go for me.	2/27/2021 8:27 AM
13	Pass thru going home every day	2/27/2021 7:01 AM
14	I don't go here	2/27/2021 5:56 AM
15	Go to church	2/26/2021 4:58 PM
16	Dont	2/26/2021 2:21 PM
17	Drive through to get home	2/26/2021 1:52 PM
18	I never go to Fullerville.	2/26/2021 11:44 AM
19	I don't	2/26/2021 11:43 AM
20	I drive through going into town and to the hospital and Dr appointments	2/26/2021 10:10 AM
21	I do not what Fullerville Mill is???	2/25/2021 6:54 PM
22	I don't visit Fullerville mill district.....nothing there but churches , a gas station, and a laundry mat	2/25/2021 4:41 PM
23	I dont	2/25/2021 10:47 AM
24	Tanner Hospital	2/25/2021 6:26 AM
25	Get my hair done over there	2/24/2021 11:26 PM
26	Library	2/24/2021 9:46 PM
27	visit friends that live there	2/24/2021 9:05 PM
28	I do not go there.	2/24/2021 3:48 PM
29	Commute though regularly	2/24/2021 9:57 AM
30	stop people from parking on existing sidewalks and add more sidewalks add playground to soccer park and actually build a trail at trail head	2/22/2021 6:35 PM
31	Fullerville Mission/drive thru	2/22/2021 4:52 PM
32	driving through	2/22/2021 4:23 PM
33	pass through nothing to make me want to stop	2/22/2021 2:32 PM
34	I live down the street from Fullerville.	2/22/2021 2:15 PM
35	I don't visit that area except to drive through. It needs help	2/22/2021 2:02 PM
36	Rarely for the baseball fields at Gold Dust	2/21/2021 1:07 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

37	I don't go there.	2/20/2021 8:43 PM
38	I dont	2/19/2021 11:33 PM
39	Research	2/19/2021 10:19 PM
40	Commute through only	2/19/2021 12:54 AM
41	I regularly pass through Fullerville going to downtown Villa Rica	2/18/2021 9:26 PM
42	I don't visit there	2/18/2021 11:27 AM
43	History	2/16/2021 11:20 PM
44	I don't visit that area. There's nothing to do.	2/16/2021 4:20 PM
45	travel thru	2/16/2021 1:30 PM
46	I only visit this area when I travel to a relatives house.	2/16/2021 9:38 AM
47	Drive by it	2/15/2021 11:26 PM
48	Sometimes I choose to walk my dog in the area and sometimes attend a soccer game at the park there	2/15/2021 8:25 PM
49	Drive through a lot	2/15/2021 7:45 PM
50	None	2/15/2021 2:36 PM
51	I don't visit Fullerville as I don't know what it offers	2/15/2021 12:01 PM
52	I drive through here every day to and from work	2/15/2021 9:10 AM
53	I walk through the district. I try to do so safely. That is difficult when vehicles park on the sidewalk. Where is enforcement?	2/15/2021 8:51 AM
54	I have family living in this area	2/15/2021 8:35 AM
55	I don't believe I've been to this area yet	2/15/2021 8:11 AM
56	Just pass through	2/14/2021 8:13 PM
57	Usually passing thru	2/14/2021 5:59 PM
58	I do not	2/14/2021 5:54 AM
59	I just pass through	2/13/2021 4:50 PM
60	I've never been there	2/13/2021 2:59 PM
61	My grandparents used to live there.	2/13/2021 2:33 PM
62	Soccer fields or driving through	2/13/2021 1:09 PM
63	Drive through	2/13/2021 9:09 AM
64	Pass through	2/13/2021 8:59 AM
65	I just drive through	2/12/2021 11:00 PM
66	N/a	2/12/2021 9:56 PM
67	I never visit	2/12/2021 9:23 PM
68	.	2/12/2021 6:40 PM
69	Drive through on a regular badis	2/12/2021 6:32 PM
70	I don't go into this part of town	2/12/2021 6:23 PM
71	Road to pass through.	2/12/2021 6:03 PM
72	Go to church here.	2/12/2021 5:53 PM
73	Travel through daily	2/12/2021 5:36 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

74	Driving thru	2/12/2021 5:35 PM
75	Fullerville is just an annex and there's nothing to "do" there. Everyone speeding through it everyday. I always imagined the old blue mill and water tower could be plowed (just the dilapidated building) and rebuilt as a mill loft but it seems as though private investment want little to do with it or the current owner sees little in selling	2/12/2021 5:10 PM
76	I pass through there to Downtown VR	2/12/2021 4:48 PM
77	I drive through the area to get to the downtown area or Mirror Lake	2/12/2021 4:46 PM
78	Travel through	2/12/2021 4:26 PM
79	I don't visit	2/12/2021 4:24 PM
80	I donate to the mission	2/12/2021 4:05 PM
81	I don't really go to this area.	2/12/2021 9:43 AM
82	I drive through the area	2/12/2021 9:30 AM
83	I've only ever driven through this area.	2/12/2021 8:20 AM
84	Hospital for medical appointments and the Public Library.	2/12/2021 8:18 AM
85	I dont typically spend much time on that side of town.	2/12/2021 7:20 AM
86	N/A	2/12/2021 6:28 AM
87	I don't	2/12/2021 5:48 AM
88	Dog park	2/12/2021 1:31 AM
89	I visit a friend who lives there	2/11/2021 7:35 PM
90	Drive thru Fullerville	2/11/2021 5:08 PM
91	I'm not familiar with fullerville	2/11/2021 2:37 PM
92	Drive through daily	2/11/2021 1:44 PM
93	I only drive through Fullerville.	2/11/2021 11:15 AM
94	Driving through	2/11/2021 9:42 AM
95	I don't think I do?	2/10/2021 7:59 PM
96	I have only drove thru this area	2/10/2021 7:47 PM
97	I dont know where this is	2/10/2021 3:45 PM
98	Usually driving through	2/10/2021 2:51 PM
99	I pass thru Fullerville when driving.	2/10/2021 11:59 AM
100	Pass through to get to other destinations.	1/29/2021 8:59 AM

Q9 What is your favorite thing about the Fullerville Mill District today?

Answered: 208 Skipped: 1

#	RESPONSES	DATE
1	Fullerville Soccer Complex	3/8/2021 11:00 AM
2	Ballpark.	3/8/2021 9:38 AM
3	quietness	3/8/2021 7:02 AM
4	We are new to Villa Rica and was not aware of the fuller Mill distric. If it is an old mill warehouse turn into specialty shops and restaurants.	3/4/2021 1:39 PM
5	Not familiar with the area.	3/3/2021 9:20 AM
6	N/A	3/2/2021 2:55 PM
7	I like the old textile buildings and housing	2/28/2021 9:45 PM
8	Help from the Mission	2/28/2021 7:16 PM
9	The few houses that have been renovated.	2/28/2021 5:19 PM
10	nothing	2/28/2021 9:07 AM
11	Fullerville Park	2/28/2021 7:32 AM
12	Not sure	2/27/2021 11:06 PM
13	Park	2/27/2021 9:39 PM
14	The history.	2/27/2021 9:25 PM
15	Fullerville church	2/27/2021 6:34 PM
16	Nothing	2/27/2021 12:50 PM
17	Nothing	2/27/2021 12:44 PM
18	The park. Otherwise the rest needs to be cleaned up and homes repaired.	2/27/2021 12:07 PM
19	Don't have one	2/27/2021 11:52 AM
20	Ummm, it's not conducive to safe family anything.	2/27/2021 11:34 AM
21	The churches are cute	2/27/2021 11:33 AM
22	Concerts and festivals	2/27/2021 11:02 AM
23	?	2/27/2021 8:41 AM
24	Nothing	2/27/2021 8:27 AM
25	Don't have one	2/27/2021 7:01 AM
26	N/A	2/27/2021 5:56 AM
27	Fullerville Baptist	2/26/2021 4:58 PM
28	?	2/26/2021 4:40 PM
29	Drive around	2/26/2021 2:21 PM
30	Don't really have anything favorite here.	2/26/2021 2:14 PM
31	Nothing	2/26/2021 1:52 PM
32	I never go to Fullerville.	2/26/2021 11:44 AM
33	na	2/26/2021 11:43 AM
34	The shortcut that leads to the hospital and downtown.	2/26/2021 10:10 AM
35	The ball park	2/26/2021 9:39 AM
36	Quaint setting	2/25/2021 10:45 PM
37	See #8	2/25/2021 6:54 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

38	Nothing	2/25/2021 4:41 PM
39	Fullerville is an historic treasure, and a microcosm of how important the cotton industries were to the west Georgia area. I have enjoyed the banners!	2/25/2021 4:26 PM
40	Old houses	2/25/2021 2:32 PM
41	Parks	2/25/2021 1:06 PM
42	Don't have one, it doesn't stand out to me	2/25/2021 11:33 AM
43	Nothing favorite about it.	2/25/2021 11:32 AM
44	Nothing	2/25/2021 10:47 AM
45	N/A	2/25/2021 9:36 AM
46	Original buildings	2/25/2021 8:00 AM
47	Soccer fields.	2/25/2021 6:26 AM
48	Dont know.	2/24/2021 11:26 PM
49	I live here. The library.	2/24/2021 9:55 PM
50	.	2/24/2021 9:46 PM
51	watertower	2/24/2021 9:05 PM
52	None. But, the old houses are interesting.	2/24/2021 3:48 PM
53	Fullerville Mission	2/24/2021 3:45 PM
54	the park	2/24/2021 12:26 PM
55	Historic feel	2/24/2021 9:57 AM
56	None	2/23/2021 3:49 PM
57	the history and buildings related to the mill industry	2/22/2021 6:35 PM
58	The good folk at the Mission.	2/22/2021 4:52 PM
59	the mission	2/22/2021 4:23 PM
60	maybe park I have not been because the area does not appear safe	2/22/2021 2:32 PM
61	Open space.	2/22/2021 2:15 PM
62	The history of the area (textile, hosiery mills, my family)	2/22/2021 2:04 PM
63	Nothing	2/22/2021 2:02 PM
64	Recreational fields.	2/22/2021 1:47 PM
65	Gold dust park	2/22/2021 12:56 PM
66	Not much. Too run down.	2/21/2021 1:07 PM
67	I don't like anything about the area.	2/20/2021 8:43 PM
68	This is one of the remaining examples of a "mill community ".	2/20/2021 6:26 PM
69	The Park	2/20/2021 4:22 PM
70	Site	2/19/2021 11:44 PM
71	Don't go	2/19/2021 11:33 PM
72	Jail and old buildings	2/19/2021 10:19 PM
73	Soccer fields	2/19/2021 8:43 PM
74	Soccer fields	2/19/2021 1:52 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

75	Historic buildings	2/19/2021 12:54 AM
76	Soccer complex.	2/18/2021 9:26 PM
77	Na	2/18/2021 5:21 PM
78	The Pine	2/18/2021 4:34 PM
79	Historical	2/18/2021 3:25 PM
80	Very little at this point. It is not pleasing.	2/18/2021 2:59 PM
81	Park	2/18/2021 2:41 PM
82	I like the older buildings	2/18/2021 2:07 PM
83	The old jail, the history and it's an area almost like a time capsule	2/18/2021 11:51 AM
84	Unknown	2/18/2021 11:38 AM
85	N/A	2/18/2021 11:27 AM
86	Love the old school feel, just wish the would make the side walks better to create more possibilities of people walking and enjoying the vibes and nature.	2/17/2021 1:28 PM
87	Ability to accommodate a variety of events: ATVR, concerts, Halloween, Christmas, New Years	2/16/2021 11:20 PM
88	Historical buildings	2/16/2021 6:50 PM
89	Nothing. It appears to be a ghost town. It looks like an area that was well used at one point, but now everything seems to be run-down or abandoned.	2/16/2021 4:20 PM
90	its cute	2/16/2021 1:30 PM
91	Don't really go there	2/16/2021 9:47 AM
92	The Fullerville Trailhead thinking the Gold Nugget Trail will be in Villa Rica one day.	2/16/2021 9:38 AM
93	Old Town feel	2/15/2021 11:26 PM
94	The soccer fields	2/15/2021 8:25 PM
95	The history	2/15/2021 7:45 PM
96	The history	2/15/2021 7:35 PM
97	Small town feel.	2/15/2021 6:05 PM
98	quant houses	2/15/2021 3:34 PM
99	I have never thought to visit this district.	2/15/2021 2:36 PM
100	I don't have one	2/15/2021 12:01 PM
101	N/a	2/15/2021 11:37 AM
102	its historic	2/15/2021 10:23 AM
103	Work live usage and proximity to downtown. Please no more dollar stores.	2/15/2021 9:48 AM
104	Unique	2/15/2021 9:32 AM
105	It's history - The sporting facility - The renewal of the homes - The possibility of a larger park area	2/15/2021 9:10 AM
106	History of the area. The potential of the homes and buildings.	2/15/2021 8:51 AM
107	N/a	2/15/2021 8:35 AM
108	I love that there is a walking trail here.	2/15/2021 8:25 AM
109	N/A	2/15/2021 8:11 AM
110	None	2/15/2021 1:56 AM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
111	The park	2/14/2021 10:36 PM
112	I live on Magnolia Street and love to walk through town.	2/14/2021 9:52 PM
113	Has tons of character	2/14/2021 8:13 PM
114	Nothing	2/14/2021 8:01 PM
115	Not much	2/14/2021 6:49 PM
116	Trailhead for the walking path	2/14/2021 6:29 PM
117	The walking trail.	2/14/2021 6:13 PM
118	Mill homes	2/14/2021 5:59 PM
119	History of the district	2/14/2021 3:55 PM
120	Don't know much about the area.	2/14/2021 9:13 AM
121	Soccer fields	2/14/2021 8:28 AM
122	The old mill	2/14/2021 5:54 AM
123	Cute houses	2/13/2021 7:20 PM
124	The people are friendly	2/13/2021 5:47 PM
125	I just pass through	2/13/2021 4:50 PM
126	Do not know. Never been there. Didn't know it existed.	2/13/2021 2:59 PM
127	Memories. Churches.	2/13/2021 2:33 PM
128	Soccer complex	2/13/2021 1:09 PM
129	History	2/13/2021 11:32 AM
130	Not sure	2/13/2021 9:41 AM
131	Nothing	2/13/2021 9:09 AM
132	Good question	2/13/2021 8:59 AM
133	My kids play soccer there.	2/13/2021 8:37 AM
134	Community	2/13/2021 12:09 AM
135	The pretty older houses	2/12/2021 11:00 PM
136	soccer field	2/12/2021 10:26 PM
137	The architect of the homes	2/12/2021 10:14 PM
138	Soccer Park	2/12/2021 9:57 PM
139	Na	2/12/2021 9:56 PM
140	Gold dust park.	2/12/2021 9:45 PM
141	nothing	2/12/2021 9:23 PM
142	Less traffic	2/12/2021 8:00 PM
143	Open space	2/12/2021 7:35 PM
144	The park	2/12/2021 7:20 PM
145	.	2/12/2021 6:40 PM
146	The old mills.	2/12/2021 6:32 PM
147	?	2/12/2021 6:23 PM
148	Historic buildings remaining.	2/12/2021 6:03 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
149	That is is historical	2/12/2021 5:53 PM
150	Seeing the older historic homes.	2/12/2021 5:36 PM
151	Memories	2/12/2021 5:35 PM
152	Mill events	2/12/2021 5:24 PM
153	soccer fields	2/12/2021 5:12 PM
154	Nothing	2/12/2021 5:10 PM
155	The houses	2/12/2021 4:48 PM
156	Nothing	2/12/2021 4:46 PM
157	Park	2/12/2021 4:35 PM
158	History of the mill era	2/12/2021 4:26 PM
159	Nothing	2/12/2021 4:24 PM
160	Nothing	2/12/2021 4:13 PM
161	I dont really hangout in the area outside of my home.	2/12/2021 4:06 PM
162	I love that the mission is there for the people who need help	2/12/2021 4:05 PM
163	More activities	2/12/2021 2:17 PM
164	Nothing.	2/12/2021 9:52 AM
165	Do not go to this area.	2/12/2021 9:43 AM
166	Short cut from one side of town to another	2/12/2021 9:30 AM
167	soccer fields	2/12/2021 9:26 AM
168	The water tower at the mill	2/12/2021 8:20 AM
169	The best hospital in the Southeast for admitted patients. Exemplary patient care.	2/12/2021 8:18 AM
170	old houses	2/12/2021 8:15 AM
171	I like the older buildings but would love for them to be up to date	2/12/2021 7:24 AM
172	I like that it's still mostly residential.	2/12/2021 7:20 AM
173	Nothing	2/12/2021 6:28 AM
174	Park	2/12/2021 6:17 AM
175	Don't know about it	2/12/2021 5:48 AM
176	Ball Fields	2/12/2021 4:02 AM
177	Very homey feeling	2/12/2021 3:15 AM
178	N/A	2/12/2021 2:04 AM
179	I don't currently frequent this area	2/12/2021 1:31 AM
180	Gold Dust Park	2/11/2021 11:30 PM
181	Gold dust park	2/11/2021 11:23 PM
182	Activities	2/11/2021 9:46 PM
183	It's really short distance to pass by	2/11/2021 8:57 PM
184	Soccer fields	2/11/2021 8:48 PM
185	n/a	2/11/2021 7:43 PM
186	I don't have a favorite. I feel it's a neglected part of the town and needs some tlc	2/11/2021 7:35 PM

187	Historic houses and buildings	2/11/2021 5:08 PM
188	The park	2/11/2021 3:45 PM
189	Nothing that I know of.	2/11/2021 3:28 PM
190	Na	2/11/2021 2:37 PM
191	Old Mill	2/11/2021 1:44 PM
192	The historic buildings.	2/11/2021 12:39 PM
193	I don't have a favorite thing	2/11/2021 11:46 AM
194	There are still some of the aspects of the Mill Town remaining.	2/11/2021 11:15 AM
195	Plenty of sidewalk to walk my dog	2/11/2021 10:39 AM
196	Nothing	2/11/2021 9:42 AM
197	The soccer fields	2/11/2021 9:41 AM
198	I do not utilize the fullerville district	2/11/2021 9:39 AM
199	Z	2/10/2021 7:59 PM
200	There is nothing of interest for me to visit here.	2/10/2021 7:47 PM
201	The historic charm	2/10/2021 6:18 PM
202	All of it ... I love Villa Rica!	2/10/2021 5:59 PM
203	?	2/10/2021 3:45 PM
204	N/a	2/10/2021 2:51 PM
205	How picturesque it is. The small town feel	2/10/2021 1:42 PM
206	None.	2/10/2021 11:59 AM
207	n/a	2/10/2021 10:00 AM
208	not much	2/10/2021 9:25 AM

Q10 What would you like to do in the Fullerville Mill District in the future?
What amenities, businesses, places, or types of development would you like to see there?

Answered: 209 Skipped: 0

#	RESPONSES	DATE
1	Pour a ton of money into Fullerville Soccer Complex. It is a beautiful park and it is home to the city's best recreation program bar none. Fullerville Soccer Complex is one of the crown jewels of our city, and for many of us, it just feels like home because our kids are growing up there. I would also like to see some of the run down buildings transformed into another "downtown" business district with local (not chain) eateries, shops, and a walkable community.	3/8/2021 11:00 AM
2	Better intersection at Industrial. Upgrade the railroad crossings for smoother crossings.	3/8/2021 9:38 AM
3	better recreation for sports Soccer complex which brings business for bigger tournaments	3/8/2021 7:02 AM
4	See my Villa Rica response	3/4/2021 1:39 PM
5	A nice shopping district .	3/3/2021 9:20 AM
6	More sports at the complex	3/2/2021 2:55 PM
7	I'd like to see a factory-type business move in and utilize some of the old buildings that are abandoned.	2/28/2021 9:45 PM
8	Kroger or Aldi	2/28/2021 7:16 PM
9	Better use of the recreational facilities at the park.	2/28/2021 5:19 PM
10	clean it up	2/28/2021 9:07 AM
11	Add more small businesses	2/28/2021 7:32 AM
12	Not sure	2/27/2021 11:06 PM
13	Living	2/27/2021 9:39 PM
14	I think keeping it quaint is awesome.	2/27/2021 9:25 PM
15	Better road structure to handle traffic in the area	2/27/2021 6:34 PM
16	Restaurants and shopping	2/27/2021 12:50 PM
17	I would like to see homes more cohesive, big clean up with nice sidewalks underground lighting with vintage lights along street. Villa Rica has the opportunity to become a unique and vibrant area that people would love to eat, shop and visit. We have a great restaurant Gabes . I would love to see a quality restaurant like Gabes go into Janes old store. Also city could buy homes behind the police station and behind loft apartments to make a park and more parking	2/27/2021 12:44 PM
18	Old factories remodeled and turned into living spaces..lofts, etc. . Place an ordinance that makes people clean up their yards and keep the outside of their homes cleaned up. Great homes for an up and coming area, it just needs a boost to get it started.	2/27/2021 12:07 PM
19	Clean up, tear down, utilize spaces like the big buildings that are empty or get rid of them	2/27/2021 11:52 AM
20	Family friendly events that are safe. A nice dog park...	2/27/2021 11:34 AM
21	Maybe clean up the park a little bit	2/27/2021 11:33 AM
22	Food festivals	2/27/2021 11:02 AM
23	Playground	2/27/2021 8:41 AM
24	Make the green belt and then I'll be there.	2/27/2021 8:27 AM
25	Restaurants, no more Mexican restaurants, VR has enough. No more Dollar Generals, VR has enough!	2/27/2021 7:01 AM
26	N/A	2/27/2021 5:56 AM
27	A park for families would be nice.	2/26/2021 4:58 PM
28	?	2/26/2021 4:40 PM
29	No Drive around	2/26/2021 2:21 PM
30	Some restaurants	2/26/2021 2:14 PM

31	Clean it up	2/26/2021 1:52 PM
32	Fudge Shop would be nice.	2/26/2021 11:44 AM
33	na	2/26/2021 11:43 AM
34	Bike trail/path to use as a way to go to mainstreet	2/26/2021 10:10 AM
35	More walking trails, parks, etc	2/26/2021 9:39 AM
36	Restaurants	2/25/2021 10:45 PM
37	See #8	2/25/2021 6:54 PM
38	A Kroger or a Target	2/25/2021 4:41 PM
39	Adding Fullerville to the historic walking/driving tour, with signs posted at the old industries to highlight what was manufactured there	2/25/2021 4:26 PM
40	Lofts	2/25/2021 2:32 PM
41	Trails	2/25/2021 1:06 PM
42	Gyms, shops, anything to make it fun. I don't feel there's anything in the fullerville mill district that makes me want to go.	2/25/2021 11:33 AM
43	Dog park surrounded by running trails.	2/25/2021 11:32 AM
44	Overall cleanup	2/25/2021 10:47 AM
45	Fix roads	2/25/2021 9:36 AM
46	More pedestrian friendly with benches and perhaps a coffee shop	2/25/2021 8:00 AM
47	Weekend arts and crafts shows, restaurants	2/25/2021 6:26 AM
48	Don't know.	2/24/2021 11:26 PM
49	Extend sidewalks to the library. Community pool.	2/24/2021 9:55 PM
50	.	2/24/2021 9:46 PM
51	Also needs an identity! The area was famous for clothing / sock / cotton mills. Maybe a museum regarding such. Similar to the Quilt museum in Carrollton or the old Douglas County Courthouse in Dville. Maybe lease space to a nicer food option at Fullerville Soccer complex. Good food at reasonable prices for game time and upscale sit down dining at night.	2/24/2021 9:05 PM
52	Save our tax dollars for a new water plant. And, to pay off the old one.	2/24/2021 3:48 PM
53	Clean up the old empty houses	2/24/2021 3:45 PM
54	small restaurant and shop area	2/24/2021 12:26 PM
55	Curb and gutter and decorative lights. Roundabout at Old Town Road. A small commercial node.	2/24/2021 9:57 AM
56	Walking trails	2/23/2021 3:49 PM
57	renovation of homes in area that are run down and a shopping district along rockmart. Add a stop light at rockmart and old Town road due to curve	2/22/2021 6:35 PM
58	Really need to clean up the old buildings first, address the drug use and selling second.	2/22/2021 4:52 PM
59	sidewalks	2/22/2021 4:23 PM
60	Do something with empty warehouse area needs to be cleaned up . There is some new starting but the others make it appear very unsafe.	2/22/2021 2:32 PM
61	More walking trails.	2/22/2021 2:15 PM
62	More park space, restaurants, road lanes (on Industrial Blvd.), and unnecessary buildings of former businesses removed from property, thereby creating more green space for future public or private use (on Rockmart Rd.).	2/22/2021 2:04 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
63	Would love to see that old mill property (Tom Large owns it) turned into a mixed-use place....maybe artists, artisans, shops, mixed with rentals. Not sure!	2/22/2021 2:02 PM
64	Improve neighborhoods, eliminate junk yards.	2/22/2021 1:47 PM
65	Restaurants	2/22/2021 12:56 PM
66	It needs a lot of work, I'm not sure. There's not much to at all in the direction that is desirable. It's a bunch of old dilapidated warehouse buildings.	2/21/2021 1:07 PM
67	Anything to make it less run-down. It looks like a forgotten section 8 community and the people that live there will only want to see it thrive if more attention is given to the area, which will hopefully provide a better revenue stream.	2/20/2021 8:43 PM
68	Spend funds to renovate homes on while maintaining the historical nature of the exterior features.	2/20/2021 6:26 PM
69	Bike and walking trail, Golf carts too. A restaurant or two...	2/20/2021 4:22 PM
70	activities	2/19/2021 11:44 PM
71	Na	2/19/2021 11:33 PM
72	cleaner living	2/19/2021 10:19 PM
73	Housing redevelopment	2/19/2021 8:43 PM
74	Make it look better- Everything looks so run down around the fields. Some food options	2/19/2021 1:52 PM
75	N/A	2/19/2021 12:54 AM
76	Walk	2/18/2021 9:26 PM
77	Na	2/18/2021 5:21 PM
78	N/A	2/18/2021 4:34 PM
79	Tiny homes for seniors	2/18/2021 3:25 PM
80	Parks would be nice.	2/18/2021 2:59 PM
81	Eating places	2/18/2021 2:41 PM
82	I would like there to be an updated park area, some local own restaurants also.	2/18/2021 2:07 PM
83	Preserve the history, allow for a park or area that can support the old structures and craftsman style of architecture	2/18/2021 11:51 AM
84	Unknown	2/18/2021 11:38 AM
85	N/A	2/18/2021 11:27 AM
86	Whole Foods, arcades, belt line, trails to ride bikes and socialize.	2/17/2021 1:28 PM
87	Restoration, motel/hotel , unique restaurants	2/16/2021 11:20 PM
88	Shopping. 55+ housing/activities	2/16/2021 6:50 PM
89	I could see it being a great place to develop a recreational area for the community to partake in activities. While COVID has put a damper on a lot of things a movie theater would be a great addition to the city. I can see it being a good area for a big conglomerate corporation to operate one of their hubs.	2/16/2021 4:20 PM
90	live music venues	2/16/2021 1:30 PM
91	Not sure	2/16/2021 9:47 AM
92	I would like to see the old City Hall building become a Historic Site and a small museum for the textile mills memorabilia and for the families who grew up in the district and worked in the mills. Restore the old homes and turn the old mill building into residential living area. The small museum could be placed in the mill building.	2/16/2021 9:38 AM
93	Need more family type outings some of the old mills that are not in use could be changed into something families can do together. No place for teens to hang out	2/15/2021 11:26 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
94	It is blighted and needs redevelopment	2/15/2021 8:25 PM
95	Better streets	2/15/2021 7:45 PM
96	More things to do outside	2/15/2021 7:35 PM
97	Small factory.	2/15/2021 6:05 PM
98	don't know	2/15/2021 3:34 PM
99	I'm not sure	2/15/2021 2:36 PM
100	I don't know	2/15/2021 12:01 PM
101	Again diversify the type of shops(we have enough 2nd hand shops). Add more retaurants and a bakery	2/15/2021 11:37 AM
102	antique shop maybe	2/15/2021 10:23 AM
103	Please no more dollar stores, let's make this district similar to downtown and surrounding areas such as Newnan, GA.	2/15/2021 9:48 AM
104	Develop restaurants cafes bars	2/15/2021 9:32 AM
105	See the old banning mill torn down and restaurant or shopping built .	2/15/2021 9:10 AM
106	Must first have enforcement of code. Homes and yards renovated, NOT DEMOLISHED. Maybe an artist community. A fresh food market.	2/15/2021 8:51 AM
107	Better restaurants and shopping options like the square in carrollton	2/15/2021 8:35 AM
108	Having a small restaurant around here would be neat. I think opening the hosiery mill as a museum would be great!!	2/15/2021 8:25 AM
109	Recreation, family activities	2/15/2021 8:11 AM
110	Better walking and cycling routes	2/15/2021 1:56 AM
111	Dinning hall	2/14/2021 10:36 PM
112	More walking trails	2/14/2021 9:52 PM
113	Coffee shop, park, cross walk if there isn't one. Some apartments or condos that fit with the character to get people coming in and out. A restaurant, preferable a very Southern/ traditional one	2/14/2021 8:13 PM
114	Finally get those walking trails and Round-a-bout we've been promised for years	2/14/2021 8:01 PM
115	Tear down HUD housing which is too old and rundown. Come up with new solution for low income housing.	2/14/2021 6:49 PM
116	Restaurants	2/14/2021 6:29 PM
117	More places to visit like parks for kids.	2/14/2021 6:13 PM
118	Clean it up!	2/14/2021 5:59 PM
119	There is huge potential for park/green space as well as dining/bar venues. There is a facility in Greenville, SC called Gather. Fullerville would be a perfect location for such a venue.	2/14/2021 3:55 PM
120	?	2/14/2021 9:13 AM
121	Just overall improvements to area	2/14/2021 8:28 AM
122	Parks	2/14/2021 5:54 AM
123	Walking/bike trail	2/13/2021 7:20 PM
124	I would like to see a cookout in Villa Rica Cookout has a location in Carrollton it is so good maybe have restaurants near the hospital	2/13/2021 5:47 PM
125	More activities, cleaner yards, it just needs a total revamp.	2/13/2021 4:50 PM
126	Maybe spread Awareness of it?	2/13/2021 2:59 PM

127	Parks, a museum, a walking park also where children can ride their bikes. Security.	2/13/2021 2:33 PM
128	Extended and safe (well-lit) bike trails	2/13/2021 1:09 PM
129	Restaurant's & Antique stores in old mills	2/13/2021 11:32 AM
130	Restaurants	2/13/2021 9:41 AM
131	Tear down the run down building s. Build townhomes. Apply ordinances for people to clean up their yards/property	2/13/2021 9:09 AM
132	Quiet restaurants, low key things. No obnoxious signage. 55+ affordable living	2/13/2021 8:59 AM
133	The old building looks horrible and looks like a safety hazard.	2/13/2021 8:37 AM
134	Restaurant	2/13/2021 12:09 AM
135	There needs to be more updating to what's already there.	2/12/2021 11:00 PM
136	A park with a playground	2/12/2021 10:26 PM
137	Retail and dining	2/12/2021 10:14 PM
138	Restaurants	2/12/2021 9:57 PM
139	Na	2/12/2021 9:56 PM
140	Resturants	2/12/2021 9:45 PM
141	nothing	2/12/2021 9:23 PM
142	Soccer field open to the public daily.	2/12/2021 8:00 PM
143	More development	2/12/2021 7:35 PM
144	a nice playground	2/12/2021 7:20 PM
145	.	2/12/2021 6:40 PM
146	Convert the old mills to loft apartments and shops. Offer incentives to purchase and remodel or repurpose the local houses.	2/12/2021 6:32 PM
147	?	2/12/2021 6:23 PM
148	Places for people to gather. Senior center. Place for the community to visit.	2/12/2021 6:03 PM
149	NO NEW DEVELOPMENTS. Maybe just fix up the houses and have the old mill buildings used by other businesses.	2/12/2021 5:53 PM
150	Better sidewalks! Clean up some houses/warehouse spaces.	2/12/2021 5:36 PM
151	Grocery store restaurant	2/12/2021 5:35 PM
152	Bike trails, walking trails, more free outdoor healthy opportunities.	2/12/2021 5:24 PM
153	get the jail out of the cage.	2/12/2021 5:12 PM
154	Somehow remove the less historical shanty look of it all if possible. Should this area even be a focus once the bypass is completed?	2/12/2021 5:10 PM
155	The homes cleaned up. Maybe streetscaping in the sidewalk. Possibly a museum of the history of Fullerville. Maybe an overlay with restrictions on any new homes or additions.	2/12/2021 4:48 PM
156	Better sidewalks, refurbish the old homes, landscape	2/12/2021 4:46 PM
157	Bike path	2/12/2021 4:35 PM
158	More living, shopping, dining	2/12/2021 4:26 PM
159	See answer below	2/12/2021 4:24 PM
160	Beautification	2/12/2021 4:13 PM
161	Community pool and splash pad. Clean up of roads. Access for bikes and golf carts (It would be great to use being so close to downtown). A solution for the homeless (not kicking them	2/12/2021 4:06 PM

	out, but actually helping them).	
162	It could definitely stand to be cleaned up	2/12/2021 4:05 PM
163	Bike trails	2/12/2021 2:17 PM
164	?? I don't know.	2/12/2021 9:52 AM
165	Park updates	2/12/2021 9:43 AM
166	Finish the green belt!!!! Convert some of empty buildings to shops, brewery (think the Kennedy school in Portland OR area) businesses etc. Just clean up the area!	2/12/2021 9:30 AM
167	clean up the area/housing	2/12/2021 9:26 AM
168	I would personally LOVE a decent sized pay ground with level walking trails. An aquatic center in this area would be AMAZING.	2/12/2021 8:20 AM
169	Parking garage behind hospital. Improvements at park area near hospital.	2/12/2021 8:18 AM
170	Public Park, restaurants, art galleries, street mall.	2/12/2021 8:15 AM
171	I think fullerville could use some updating, parks for children safer with emergency call buttons , dog park would also be nice	2/12/2021 7:24 AM
172	Businesses need to stay out of that area, no need in sticking then in that residential area. Fix up the park maybe add a playground there for all the little children that live right there.	2/12/2021 7:20 AM
173	Green space, biking/trails, stuff for kids	2/12/2021 6:28 AM
174	Walk/Biking trail	2/12/2021 6:17 AM
175	?	2/12/2021 5:48 AM
176	Build the walking trail that was supposed to be built several years ago.	2/12/2021 4:02 AM
177	I would like to see it have more shops and a bit of an update	2/12/2021 3:15 AM
178	Extension of amenities of downtown; bike paths and food truck alley. Live music venues ... Artsy District; Museum about textile industry.	2/12/2021 2:04 AM
179	Walking track, dog park	2/12/2021 1:31 AM
180	More walking trails	2/11/2021 11:30 PM
181	UNKNOWN	2/11/2021 11:23 PM
182	Coffee Shop Yoga Studio Speak Easy	2/11/2021 9:46 PM
183	Make it less scary looking	2/11/2021 8:57 PM
184	Good park, walking/biking trails	2/11/2021 8:48 PM
185	n/a	2/11/2021 7:43 PM
186	I would like for something to be done with the old mill. Either refurbish it or make it into something else. It's an eyesore	2/11/2021 7:35 PM
187	Clean it up the blight	2/11/2021 5:08 PM
188	More side walks and business	2/11/2021 3:45 PM
189	I am not aware of anything so adding anything would be great. Restaurants outdoor trails maybe some type of activity like skating rink bowling anything like that. Family outings	2/11/2021 3:28 PM
190	Na	2/11/2021 2:37 PM
191	Loft apartments in the old Mill	2/11/2021 1:44 PM
192	Clean it up. Maybe add a museum near the old jail. Finish the walking trail.	2/11/2021 12:39 PM
193	Antique shops and unique stores	2/11/2021 11:46 AM
194	There should be a centralized focus. Currently there is not reason to go there unless you live there , need to go to the Mission or are going to the park. When games are not happening the	2/11/2021 11:15 AM

	park facilities are locked.	
195	Start/finish the trail would be at the top of my list. Add walking trail around soccer complex.	2/11/2021 10:39 AM
196	Help fix up the old housing, do something with the empty mill.	2/11/2021 9:42 AM
197	Restaurant	2/11/2021 9:41 AM
198	The fullerville district doesn't offer anything for my family. It needs to be cleaned up. This would be a great recreation area and place for a walking trail.	2/11/2021 9:39 AM
199	Z	2/10/2021 7:59 PM
200	Food truck events, Farmers Market, bike trails,walking trails.	2/10/2021 7:47 PM
201	More info about its history. Historical markers added/updated.	2/10/2021 6:18 PM
202	Probably assist resident further beautify their homes/yards, etc.	2/10/2021 5:59 PM
203	?	2/10/2021 3:45 PM
204	N/a	2/10/2021 2:51 PM
205	I think this would be a great place for an outdoor entertainment area	2/10/2021 1:42 PM
206	More new home options. Modernize the area.	2/10/2021 11:59 AM
207	n/a	2/10/2021 10:00 AM
208	library is nice, parks need improvement	2/10/2021 9:25 AM
209	Sidewalks, curb/gutter, residential infill. Fewer renters and more owners.	1/29/2021 8:59 AM

Q11 My vision for Downtown Villa Rica & the Fullerville Mill District is...

Answered: 209 Skipped: 0

#	RESPONSES	DATE
1	A beautiful soccer complex at Fullerville, and a vibrant downtown business district that is locally focused rather than bringing in chains (downtown already does this beautifully, keep it up). I would really like to see the downtown and fullerville areas become vibrant walkable communities populated with shops and eateries of local flavor. Also, when Georgia legalizes gambling, we need to jump all over it and become an early adopter of casino revenue.	3/8/2021 11:00 AM
2	Roads paved. It's terrible to live in a brand new subdivision with manhole covers scraping the bottom of cars. Repair potholes in public streets. And make them wide enough for general traffic. Sidewalks with curbs for pedestrians to walk safely	3/8/2021 9:38 AM
3	Better opportunities for the kids while bringing in more business during tournaments etc	3/8/2021 7:02 AM
4	See my response to villa Rica I think my response would be the same	3/4/2021 1:39 PM
5	More dining choices	3/3/2021 9:20 AM
6	A community oriented place that fosters business growth and improves the lives of our citizens.	3/2/2021 2:55 PM
7	a brighter, fresher scene with traditional aspects like an old shop painted fresher on the outside, but the inside is from an older time. Like Chat n Choo.	2/28/2021 9:45 PM
8	Better traffic flow in the Hwy 101, Fullerville, & Industrial Park areas. Too much traffic and bad design for traffic which has caused many terrible car accidents. Less crime and homelessness (people living in tents because there is not enough outreach programs) in the Lake Paradise area and not only just in Lake Paradise. There are plenty of other areas.	2/28/2021 7:16 PM
9	Better streets and traffic flow and cleaning up or remodeling of homes in and around the area. It looks rundown in places.	2/28/2021 5:19 PM
10	a hope	2/28/2021 9:07 AM
11	Different restaurants and more businesses	2/28/2021 7:32 AM
12	Would like to see upscale restaurants	2/27/2021 11:06 PM
13	More walkable community. Good overall collection of restaurants, cultural places and shops	2/27/2021 9:39 PM
14	Accessible, friendly, options	2/27/2021 9:25 PM
15	A prosperous town to provide a quality family friendly environment	2/27/2021 6:34 PM
16	No visio	2/27/2021 12:50 PM
17	To become more like Carrollton, Kennesaw, Attracts people for the Unique vintage feel of old days. Villa Rica has the opportunity to really be a great place with the right minds in charge. I would love the opportunity to see it happen	2/27/2021 12:44 PM
18	I would love to see the city create spec buildings for future businesses, spec homes for future residents. Create a way for the possibility of up and coming older neighborhoods. A downtown that makes you want to come in and eat, shop and spend the day.	2/27/2021 12:07 PM
19	Noted above	2/27/2021 11:52 AM
20	Do see a beautiful family friendly place where you can grab a cup of coffee, grab a meal and sit outside in the fresh air to enjoy it. Shops to explore different cultures and venues and a relaxing atmosphere.	2/27/2021 11:34 AM
21	Keep the historic feel. Don't modernize it too much. It's quaint and cute	2/27/2021 11:33 AM
22	To grow	2/27/2021 11:02 AM
23	Have more shopping/store options. Maybe a diner.	2/27/2021 8:41 AM
24	More restaurants and hopefully some that are open on Sunday and Monday along with a green belt that has been planned. Tired of all these big visions and zero action. Y'all just sale fools gold and it gets old. The trailhead you built is a joke. Just a waste since you don't want to do anything else. I expect more plans and zero action. That's all that has really happened in the almost 20 years I've lived here.	2/27/2021 8:27 AM

25	Work	2/27/2021 7:01 AM
26	Cleaner and more restaurants and shops - similar to downtown LaGrange	2/27/2021 5:56 AM
27	Free flowing traffic. Old fashioned lighting & store fronts. Brick paver sidewalks.	2/26/2021 4:58 PM
28	?	2/26/2021 4:40 PM
29	Better places to shop and eat and look better	2/26/2021 2:21 PM
30	Love to have more restaurants & things to do downtown.	2/26/2021 2:14 PM
31	Modernize the look	2/26/2021 1:52 PM
32	Not to ruin it like Paulding ruined Hiram.	2/26/2021 11:44 AM
33	na	2/26/2021 11:43 AM
34	Would like to see the bike/walking trail completed.	2/26/2021 10:10 AM
35	Continue to target more small businesses	2/26/2021 9:39 AM
36	To grow but maintain the small town atmosphere.	2/25/2021 10:45 PM
37	Modern shopping, nightlife, and restaurant area with lots of parking	2/25/2021 6:54 PM
38	My vision won't match up with what Villa Rica can attract business and restaurant wise.	2/25/2021 4:41 PM
39	To become a regional (and beyond!) destination that would show off our rich history and Southern hospitality	2/25/2021 4:26 PM
40	Living working model	2/25/2021 2:32 PM
41	Green space, trails, parks, amphitheater	2/25/2021 1:06 PM
42	Keeping the historic feel, adding more loft spaces or apartments, just over all making it a fun and convenient place to live.	2/25/2021 11:33 AM
43	Less congestion, friendlier pedestrian access, more outdoor dining & entertainment.	2/25/2021 11:32 AM
44	A vibrant small city with events and business to draw in outside tax dollars.	2/25/2021 10:47 AM
45	Fix roads	2/25/2021 9:36 AM
46	Clean and pedestrian friendly concentrating On history	2/25/2021 8:00 AM
47	Tourist and VR resident attractions centering on variety of restaurants and shops, frequent arts and crafts street fairs, build a civic center allowing for music shows which could also double as a movie theater.	2/25/2021 6:26 AM
48	Walkable shops and trails for bikes. Ice cream shop like the old fashioned kind. Its already great when we have festivals and there are restaurants that have outdoor seating and bring vibrancy at night.	2/24/2021 11:26 PM
49	A pedestrian friendly area. Relocate the city vehicles to one of the warehouses/properties in Fullerville. Put a community pool down by the mill where the vehicles are currently stored.	2/24/2021 9:55 PM
50	.	2/24/2021 9:46 PM
51	see above	2/24/2021 9:05 PM
52	Just keep it in good repair.	2/24/2021 3:48 PM
53	Seeing a pool at one of the public parks, more events, vacant houses taken care of	2/24/2021 3:45 PM
54	keep the hometown charm	2/24/2021 12:26 PM
55	An arts district rich with heritage and revitalized residential and retail.	2/24/2021 9:57 AM
56	Clean and family friendly	2/23/2021 3:49 PM
57	make it more of a neighborhood by stopping all trucks on rockmart, putting speed bumps in and slowing traffic to 25 mph	2/22/2021 6:35 PM
58	Safe place for my family to be.	2/22/2021 4:52 PM

59	uber pedestrian friendly.	2/22/2021 4:23 PM
60	a beautiful small town I can shop, eat, visit walkaround , take a whole day and enjoy or just pop in for an event.	2/22/2021 2:32 PM
61	More vibrant area.	2/22/2021 2:15 PM
62	a safe, fun, and interesting place for people of all ages that has an ongoing look and feel of a small town, and will last for generations to come by maintaining structures and landscapes that will appeal to all visitors and city citizens, which in turn will encourage them to continue coming back for business and leisure.	2/22/2021 2:04 PM
63	That it will foster small businesses. Would be more walkable, more accessible. More variety of businesses. Fullerville could be like an artist's haven	2/22/2021 2:02 PM
64	Friendly atmosphere.	2/22/2021 1:47 PM
65	A place where people can go eat throughout the week and have places to walk	2/22/2021 12:56 PM
66	Miniature Woodstock.	2/21/2021 1:07 PM
67	One that grows and is able to improve o itself constantly.	2/20/2021 8:43 PM
68	Make Villa Rica a destination.	2/20/2021 6:26 PM
69	Less vehicle traffic and more areas for people to eat, shop, play, etc.	2/20/2021 4:22 PM
70	Activities	2/19/2021 11:44 PM
71	More parking. Kid friendly. Playgrounds	2/19/2021 11:33 PM
72	The older building saved and pushed back	2/19/2021 10:19 PM
73	More sit down restaurants	2/19/2021 8:43 PM
74	Walkable , fun , golf carts	2/19/2021 1:52 PM
75	My vision for the DVR district would include facelifts to many of the downtown businesses, more vibrant landscaping and general maintenance kept up.	2/19/2021 12:54 AM
76	A fluid transition from one to the other including landscape and walking areas. Establish seating/park areas along walkways in both areas to encourage walking. Widen walk areas to encourage and accommodate family walks	2/18/2021 9:26 PM
77	Na	2/18/2021 5:21 PM
78	More small businesses.	2/18/2021 4:34 PM
79	Improve, but maintain small town atmosphere	2/18/2021 3:25 PM
80	As stated previously	2/18/2021 2:59 PM
81	Eating places	2/18/2021 2:41 PM
82	I would love for fullerville to be more updated. I personally don't feel safe without a group in fullerville it seems very run down.	2/18/2021 2:07 PM
83	Live work play, parks, preservation, thoughtful redevelopment as we move ahead with the bypass and progress	2/18/2021 11:51 AM
84	More shops and restaurants with expanded entertainment options.	2/18/2021 11:38 AM
85	More upscale and consumer friendly environment. We have to go to Douglasville for more varied restaurants.	2/18/2021 11:27 AM
86	To have a belt line to encourage people to get out and walk. Bike and enjoy our beautiful downtown area.	2/17/2021 1:28 PM
87	Sustainable, growth mixed with pride in the historical pioneer spirit that sets VR apart from other surrounding towns. A place everyone wants to return for visits.	2/16/2021 11:20 PM
88	Keep the history and historical places alive. Make more "Open air"	2/16/2021 6:50 PM

89	There is a boom coming to the west Georgia area, and in my opinion Villa Rica is very ill prepared for this boom. I do feel like the majority of the population of Villa Rica is older, however more and more younger families and individuals are moving out this way because of its convenient location and affordability. The only way my family and I will be staying in Villa Rica long term is if we see true development and growth with the intention of building for the future. Villa Rica is one of the oldest cities in Georgia and has a great history, but the city has not been designed to represent this nor does it do a good job showcasing its history. So why would people visit Villa Rica? I can't think of any reason. The town appears to be old stomping ground for truck drivers and it looks like it was just pieced together at random. It doesn't seem like the development of this city was designed with any sort of purposeful intentions. My vision is to have a city where I don't have to travel 30 minutes to shop where I want to shop or eat at a decent restaurant. O'Charley's is the only chain sit-down restaurant we have, why is that? We have every awful fast-food option you can think of, but why can't we get other business to open shop here? I don't invite family or friends over because there is nothing for us to do in this town. I would love to see that change. I would love to have unique dining options. I would love to be able to shop at places that aren't dollar stores or thrift shops. There needs to be a plan to drive business here, then a plan to navigates and alleviates traffic flow as best as we can for the increased activity; all while making sure parking is abundant. But we have to answer the question, " Why should someone come to Villa Rica?" Because right now there isn't a lot of answers to that question.	2/16/2021 4:20 PM
90	culturally diverse small town living for millennials that has a close proximity to the interstate.	2/16/2021 1:30 PM
91	PAth from Publix liberty rd to downtown	2/16/2021 9:47 AM
92	I would like to see downtown become what Chris Montesinos presented, the Downtown Streetscape Visualization.	2/16/2021 9:38 AM
93	Need to build onto the amphitheater, biking trails ziplines,	2/15/2021 11:26 PM
94	Redevelopment and various improvements	2/15/2021 8:25 PM
95	Make it look better	2/15/2021 7:45 PM
96	Is to be clean	2/15/2021 7:35 PM
97	Keep the small town feeling. Help some .	2/15/2021 6:05 PM
98	Making golf cart accessible from Mirror Lake would take cars off the roads and improve access to downtown	2/15/2021 3:34 PM
99	More places to eat that are not fast food and not chain restaurants.	2/15/2021 2:36 PM
100	Rerouted truck traffic, vibrant signage on businesses, parking eliminated from main area and relocated to dedicated lots nearby, more eating establishments/opportunities	2/15/2021 12:01 PM
101	Add golf cart paths	2/15/2021 11:37 AM
102	more concerts and car shows at the Mill	2/15/2021 10:23 AM
103	An upscale residential and shopping district. Please no more discount stores or pawn shops.	2/15/2021 9:48 AM
104	Destination like Woodstock	2/15/2021 9:32 AM
105	A safe, healthy and fun place for the residents to live and for visitors to come and see us and our diversity.	2/15/2021 9:10 AM
106	Pie in the sky. We have had several surveys and plans for improvement. Our elected officials and some staff refuse to carry the plans out. Two examples-oneway street in front of Camp buildings to the Mill, Butterball renovation to regional tourist office and pop up retail space.	2/15/2021 8:51 AM
107	Cleaner and better	2/15/2021 8:35 AM
108	A more vibrant and thriving community. I'd love to see the small businesses here thrive and do well.	2/15/2021 8:25 AM
109	Shop local and eat local. Lots of things to do that people want to just walk around and browse shops while stopping for a bite to eat, a cup of coffee, etc. before heading on to a family activity whether hiking, biking, mini-golf, escape room, etc.	2/15/2021 8:11 AM
110	More residential friendly	2/15/2021 1:56 AM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

111	Sort of like Marietta square area	2/14/2021 10:36 PM
112	being able to walk or cycle everywhere to get basic needs	2/14/2021 9:52 PM
113	Walkable area, with economically diverse housing and people working and centering their lives around the area.	2/14/2021 8:13 PM
114	More options for Walking, Restaurants	2/14/2021 8:01 PM
115	Make it a destination place with plenty of restaurants, bars and easy access.	2/14/2021 6:49 PM
116	Walking & bike trail. Better variety of restaurants. Model after downtown Woodstock.	2/14/2021 6:29 PM
117	To see more shopping areas, shoe stores, clothing stores.	2/14/2021 6:13 PM
118	Small town/home town feel	2/14/2021 5:59 PM
119	Preserving history of the area	2/14/2021 3:55 PM
120	Maintaining small town feel with more shops and restaurants.	2/14/2021 9:13 AM
121	It could be updated	2/14/2021 8:28 AM
122	Outdoor areas	2/14/2021 5:54 AM
123	Pedestrian friendly	2/13/2021 7:20 PM
124	More restaurants	2/13/2021 5:47 PM
125	A more inviting place with more little shops and restaurants.	2/13/2021 4:50 PM
126	Make it a family place	2/13/2021 2:59 PM
127	To showcase the hardships mill workers endure. Don't glorify it. It was difficult and they worked for very little pay. Also, link it's significance to the war.	2/13/2021 2:33 PM
128	Better parking, flowers and trees, pedestrian and bike friendly regularly. Cane some PLEASE fix the snow flakes so they are ALL well lit during Christmas season. They are pretty, but never ever all been lit-up.	2/13/2021 1:09 PM
129	Food, fun, entertainment & shopping	2/13/2021 11:32 AM
130	A place people Can gather	2/13/2021 9:41 AM
131	Clean and beautiful	2/13/2021 9:09 AM
132	Improvement and upgrade	2/13/2021 8:59 AM
133	Downtown villerica is nice. Besides the old looking gas station building needs to be completed. In fullerville driving through the old looking houses does not look good. The soccer field brings a lot of different people to come play games. I would love have the house upgraded and look more welcoming for people when the come visit.	2/13/2021 8:37 AM
134	More community outreach and services for the poor	2/13/2021 12:09 AM
135	I want the same small town that I grew up in, but modernized. I'm worried that the area would become unsafe if it attracted too many people who wanted to move here. I don't want the area to turn into a baby Douglasville. It's too crowded there and there's too much crap going down.	2/12/2021 11:00 PM
136	A more vibrant and community driven place. It just seems so boring and dreary right now.	2/12/2021 10:26 PM
137	A live/work area	2/12/2021 10:14 PM
138	Clean it up! Everything looks so dingy and dated!	2/12/2021 9:57 PM
139	Na	2/12/2021 9:56 PM
140	Less commercial offices, more restrants and shops.	2/12/2021 9:45 PM
141	nothing	2/12/2021 9:23 PM
142	Full of a variety of businesses	2/12/2021 8:00 PM
143	More jobs	2/12/2021 7:35 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

144	nice park and sidewalks	2/12/2021 7:20 PM
145	.	2/12/2021 6:40 PM
146	Focus on the history and build and remodel in a consistent manner.	2/12/2021 6:32 PM
147	?	2/12/2021 6:23 PM
148	I would like the taxes to stop going up. I've lived in town for about 7 years and my street - south dogwood - sees about 2,500 cars daily. The street is in need of repair and the 612 house is in need of demolishing.	2/12/2021 6:03 PM
149	That it stays SMALL, and we keep Atlanta and the big city things where they need to be, AWAY from here.	2/12/2021 5:53 PM
150	A family destination where we can visit for shopping, dining, and play all in one stop.	2/12/2021 5:36 PM
151	Clean up look better	2/12/2021 5:35 PM
152	More Bike trails, walking trails, more free outdoor healthy opportunities.	2/12/2021 5:24 PM
153	more history preserved	2/12/2021 5:12 PM
154	More to visit and try and not just a connecting road. A large Brewery, less biker bar. No trucks. A silent train crossing from Connors to van wert. Sidewalk improvements and landscaping, improvement to south Carroll and 78 light. Can we not copy other towns (it looked like acworth in the video) and have an original idea that makes us a destination?	2/12/2021 5:10 PM
155	To increase tourism by way of a Bed and Breakfast, no more hotels/motels.	2/12/2021 4:48 PM
156	A quaint small town with local shops and restaurants	2/12/2021 4:46 PM
157	More restaurants and walking and bike paths	2/12/2021 4:35 PM
158	Remain historic but modernized	2/12/2021 4:26 PM
159	Clean up falling down buildings trashy areas add sidewalks encourage gentrification in historic areas	2/12/2021 4:24 PM
160	To be more presentable	2/12/2021 4:13 PM
161	Being able to ride from my home to downtown whether it be in my truck, golf cart, bike or walking. Somewhere people love to visit but providing these pathway alternatives to keep the congestion away.	2/12/2021 4:06 PM
162	To have a more recreational environment for families to enjoy	2/12/2021 4:05 PM
163	More outside activities like walking and biking trails	2/12/2021 2:17 PM
164	More local shops and restaurants.	2/12/2021 9:52 AM
165	Modernize with more public congregation space with natural elements and modern lighting. Villa Rica Greenbelt with future connection to Carrollton Greenbelt.	2/12/2021 9:43 AM
166	This area has great potential to be a quaint area that draws visitors. Right now it is a run down mess...junky...old ! No one wants to spend time there. Look to the historic areas of Woodstock and Cartersville for ideas!	2/12/2021 9:30 AM
167	cleaner, nicer, more modern area to live with things to do and small businesses to support. i don't want to have to go to carrollton and douglasville if i can get it here	2/12/2021 9:26 AM
168	The entire Fullerville area comes across as shady and run-down. The bars on the fuel station and condition of structures in the area diminish it's appeal. It needs a general face-lift. Attractive, well-lit public spaces would certainly help.	2/12/2021 8:20 AM
169	More cohesive design, matching storefronts. Seating opportunities along improved sidewalks.	2/12/2021 8:18 AM
170	A outdoor friendly place	2/12/2021 8:15 AM
171	A safe place I feel like I can walk with my children and not have to worry so much.	2/12/2021 7:24 AM
172	Happy place for families to live.	2/12/2021 7:20 AM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

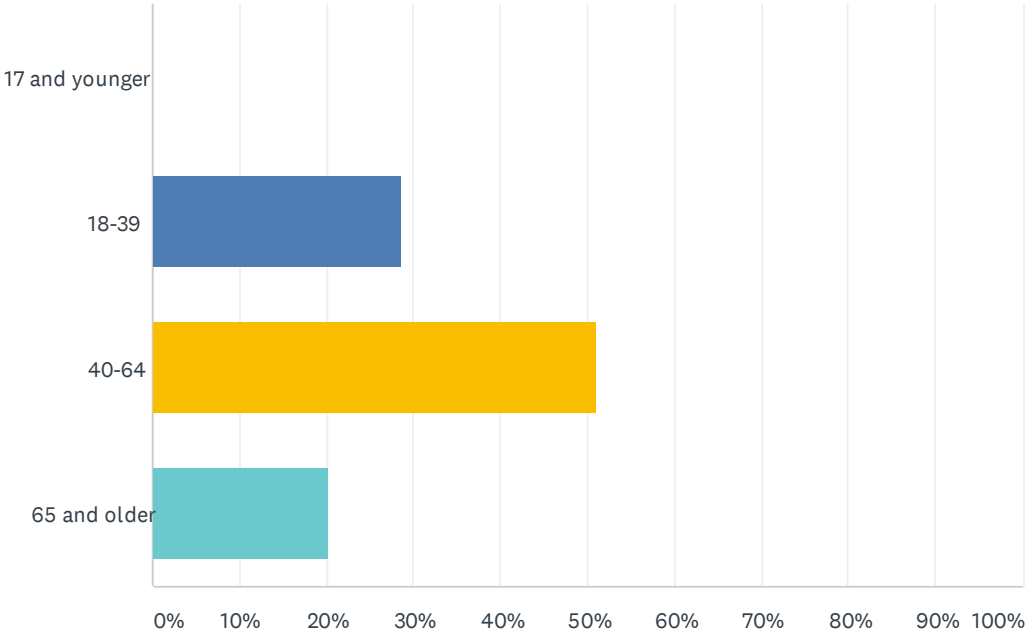
173	Clean, upscale, family oriented	2/12/2021 6:28 AM
174	Create a trail that compares to the Green Belt in Carrollton connected districts around Villa Rica.	2/12/2021 6:17 AM
175	?	2/12/2021 5:48 AM
176	A place people want to go to for recreation as well as business.	2/12/2021 4:02 AM
177	A place to make friends	2/12/2021 3:15 AM
178	Eateries; sidewalk cafes; flats and craftsman homes!	2/12/2021 2:04 AM
179	Keep making it a great place to live, eat and shop!	2/12/2021 1:31 AM
180	A family friendly place to eat, shop, and have fun outdoors.	2/11/2021 11:30 PM
181	Unknown	2/11/2021 11:23 PM
182	Fresh Young Vibe	2/11/2021 9:46 PM
183	Neat houses, slow down traffic, add more attractive business	2/11/2021 8:57 PM
184	Family oriented	2/11/2021 8:48 PM
185	We are very proud to call VR our home and we try to spend as much of our time and money supporting the downtown area.	2/11/2021 7:43 PM
186	For people not to be scared to go out and walk and bike alone and to be able to see the beauty in the city	2/11/2021 7:35 PM
187	To make it a more unique place to visit by adding residential, more retail and a couple of more restaurants, add another brewery and clean up the blight. Fix old gas station.	2/11/2021 5:08 PM
188	Small town feel	2/11/2021 3:45 PM
189	Unknkwn	2/11/2021 3:28 PM
190	Na	2/11/2021 2:37 PM
191	A place to walk and have fun!	2/11/2021 1:44 PM
192	Not hearing people say something about the run down buildings would be nice. A nice area for families to gather/play.	2/11/2021 12:39 PM
193	A place where you can spend a day walking through shops and restaurants with a sense of history	2/11/2021 11:46 AM
194	The two areas would be unified by a walking trail or something and there should be a draw for people to commune together. Currently I would only go into town if I am eating or shopping. There isnt a path or sidewalk that accommodates me walking or gathering with friends that would feel safe from traffic.	2/11/2021 11:15 AM
195	More green space for relaxation and recreation.	2/11/2021 10:39 AM
196	More events	2/11/2021 9:42 AM
197	More inviting outdoor places to sit, eat & play, safer walkways and even bike or golf cart ways.	2/11/2021 9:41 AM
198	N/a	2/11/2021 9:39 AM
199	Z	2/10/2021 7:59 PM
200	Walkable, shopping and dining options.	2/10/2021 7:47 PM
201	More connected, easy to navigate on foot, and appealing to the eye.	2/10/2021 6:18 PM
202	Plant more flowers/greenery, maybe put up a large pergola for the community to use as a park-like resting area ... perhaps?	2/10/2021 5:59 PM
203	More outdoor seating areas at restaurants, walkable from one side of the train tracks to the other. Maybe a walking bridge over if that's feasible	2/10/2021 3:45 PM
204	N/a	2/10/2021 2:51 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY | VISION SURVEY

205	Continuing to upgrade but keep the beauty of the past	2/10/2021 1:42 PM
206	A vibrant downtown and surrounding area with new businesses, entertainment venues, and modernized.	2/10/2021 11:59 AM
207	n/a	2/10/2021 10:00 AM
208	a place people want to go to and plan their travel around visiting, need something unique that draws people in	2/10/2021 9:25 AM
209	Unique sense of place, pedestrian friendly, reimagining of Fullerville, and historic preservation.	1/29/2021 9:01 AM

Q12 What is your age range?

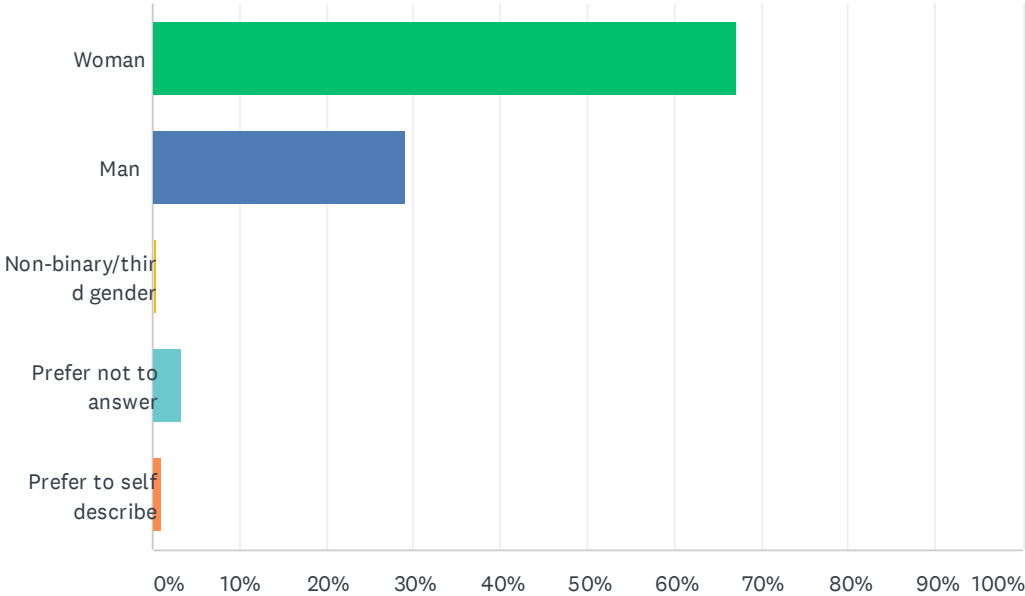
Answered: 206 Skipped: 3



ANSWER CHOICES	RESPONSES	
17 and younger	0.00%	0
18-39	28.64%	59
40-64	50.97%	105
65 and older	20.39%	42
TOTAL		206

Q13 What is your gender?

Answered: 207 Skipped: 2



ANSWER CHOICES	RESPONSES	
Woman	67.15%	139
Man	28.99%	60
Non-binary/third gender	0.48%	1
Prefer not to answer	3.38%	7
Prefer to self describe	0.97%	2
Total Respondents: 207		

#	PREFER TO SELF DESCRIBE	DATE
1	I'm a Real Estate Agent fir Duffey Realty	2/27/2021 12:44 PM
2	There are only TWO genders man and woman. I am a woman!	2/27/2021 7:01 AM

Q14 Thanks for joining us in shaping the future of the Downtown Villa Rica & the Fullerville Mill District! Sign up to be the first to know about our events and receive plan updates!

Answered: 140 Skipped: 69

ANSWER CHOICES	RESPONSES	
Name	96.43%	135
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	97.86%	137
Country	0.00%	0
Email Address	94.29%	132
Phone Number	0.00%	0

#	NAME	DATE
1	Paul Rutledge	3/8/2021 11:00 AM
2	Deborah	3/8/2021 9:38 AM
3	Marina Rogers	3/8/2021 7:02 AM
4	Shirley Bodirnea	3/4/2021 1:39 PM
5	William Coleman	3/3/2021 9:20 AM
6	Matt Sharpe	3/2/2021 2:55 PM
7	Lonnie & Kelly	2/28/2021 7:16 PM
8	Mechelle Brown	2/28/2021 9:07 AM
9	Kate Wylie	2/28/2021 7:32 AM
10	Carol Floyd	2/27/2021 11:06 PM
11	Tom	2/27/2021 9:39 PM
12	Darcy L	2/27/2021 9:25 PM
13	Worsham	2/27/2021 6:34 PM
14	Valorie Booth	2/27/2021 12:44 PM
15	Janet Holder	2/27/2021 12:07 PM
16	Jennifer Springer	2/27/2021 11:33 AM
17	Renee	2/27/2021 8:41 AM
18	Eddie McCoy	2/27/2021 8:27 AM
19	Fran	2/26/2021 4:58 PM
20	Edward Nowak	2/26/2021 2:21 PM
21	Becky	2/26/2021 2:14 PM
22	Trey Pike	2/26/2021 1:52 PM
23	pat	2/26/2021 11:43 AM
24	Mary E Garrett	2/26/2021 10:10 AM
25	Kyle	2/26/2021 9:39 AM
26	Andrea	2/25/2021 10:45 PM
27	Robert Wray	2/25/2021 6:54 PM
28	Melissa	2/25/2021 4:41 PM
29	Gary Frizzell	2/25/2021 4:26 PM
30	Jody Stephens	2/25/2021 2:32 PM
31	Mary Wray	2/25/2021 1:06 PM
32	Alivia Mann	2/25/2021 11:33 AM
33	Anita Fussell	2/25/2021 11:32 AM
34	Valerie Wilhelm	2/25/2021 8:00 AM
35	Dennis Brown	2/25/2021 6:26 AM
36	Cheryl Bell	2/24/2021 11:26 PM
37	Crissy Watson	2/24/2021 9:55 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
38	Derek Watson	2/24/2021 9:46 PM
39	Kim	2/24/2021 9:05 PM
40	Gail Sheehan	2/24/2021 3:45 PM
41	Chris Ertley	2/24/2021 12:26 PM
42	John Mount	2/22/2021 6:35 PM
43	Richard Kregg	2/22/2021 2:15 PM
44	Jennifer Holt	2/22/2021 2:04 PM
45	Rosemarie S Norton	2/22/2021 2:02 PM
46	Bradley Mills	2/22/2021 12:56 PM
47	Hannah Strawn	2/21/2021 1:07 PM
48	Dennis Hall	2/20/2021 4:22 PM
49	Penelope Traylor	2/19/2021 11:44 PM
50	Sarah Black	2/19/2021 10:19 PM
51	Derrick Dyer	2/19/2021 12:54 AM
52	Michael Valentine	2/18/2021 9:26 PM
53	Adele brooks	2/18/2021 5:21 PM
54	Judy Tallent	2/18/2021 2:59 PM
55	C	2/18/2021 2:07 PM
56	David Rogers	2/18/2021 11:51 AM
57	Robert Hardeman	2/18/2021 11:38 AM
58	Marisol Melendez	2/17/2021 1:28 PM
59	Nancy	2/16/2021 11:20 PM
60	Michele	2/16/2021 6:50 PM
61	Stephen Chandler	2/16/2021 4:20 PM
62	andrew H.	2/16/2021 1:30 PM
63	Linda Martin	2/16/2021 9:47 AM
64	Thomas Thompson	2/15/2021 11:26 PM
65	Leslie McPherson	2/15/2021 8:25 PM
66	Megan Popham	2/15/2021 7:45 PM
67	Karen Maurer	2/15/2021 6:05 PM
68	Beverly Carmichael	2/15/2021 3:34 PM
69	sara molnar	2/15/2021 12:01 PM
70	Shanda Davis	2/15/2021 10:23 AM
71	J Yoshimura	2/15/2021 9:48 AM
72	Jessica Maurer	2/15/2021 8:25 AM
73	Vernia Bell	2/15/2021 1:56 AM
74	Debby Morgan	2/14/2021 9:52 PM
75	Jesup Gentry	2/14/2021 8:13 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
76	CeleneR	2/14/2021 8:01 PM
77	David Stratton	2/14/2021 6:49 PM
78	Jodi O'Moore	2/14/2021 6:29 PM
79	Blenda Bailey	2/14/2021 6:13 PM
80	Marcie Calhoun	2/14/2021 3:55 PM
81	Julie Kelly	2/14/2021 9:13 AM
82	Jill Pillow	2/14/2021 8:28 AM
83	Daniele Bentkey	2/14/2021 5:54 AM
84	Chris	2/13/2021 5:47 PM
85	Laura Butler	2/13/2021 4:50 PM
86	Sara Anderson	2/13/2021 2:59 PM
87	Bev Pointer	2/13/2021 2:33 PM
88	Jimmy	2/13/2021 11:32 AM
89	Pete Charrette	2/13/2021 9:41 AM
90	Phyllis casey	2/13/2021 9:09 AM
91	Joshua A Williams	2/13/2021 8:59 AM
92	Ty	2/13/2021 8:37 AM
93	Jessica McGouirk	2/13/2021 12:09 AM
94	Gwen Douglas	2/12/2021 10:26 PM
95	Maggie Scara	2/12/2021 9:57 PM
96	Alisha Suarez	2/12/2021 9:56 PM
97	Monroe Spahe	2/12/2021 9:45 PM
98	Jason	2/12/2021 7:35 PM
99	Michelle Wright	2/12/2021 6:40 PM
100	George Crowe	2/12/2021 6:32 PM
101	amanda sligh	2/12/2021 6:03 PM
102	Stacia Fleming	2/12/2021 5:36 PM
103	Armstrong	2/12/2021 5:35 PM
104	Jodie	2/12/2021 5:24 PM
105	Connie Taylor	2/12/2021 4:46 PM
106	Amanda Barnett	2/12/2021 4:13 PM
107	Nichollette	2/12/2021 4:06 PM
108	Donna Porter	2/12/2021 4:05 PM
109	John Chard	2/12/2021 2:17 PM
110	Scasny	2/12/2021 9:52 AM
111	Jacob Harmon	2/12/2021 9:43 AM
112	Luis Torres	2/12/2021 8:15 AM
113	Kasey	2/12/2021 7:24 AM

114	Michael Camp	2/12/2021 7:20 AM
115	Dallas McKay	2/12/2021 4:02 AM
116	Scout	2/12/2021 3:15 AM
117	P Newell	2/12/2021 2:04 AM
118	Lesleann	2/12/2021 1:31 AM
119	Vicky Byrne	2/11/2021 9:46 PM
120	A	2/11/2021 8:57 PM
121	Brandy Porter	2/11/2021 8:48 PM
122	Tara Mitchell	2/11/2021 2:37 PM
123	Sheri	2/11/2021 1:44 PM
124	Liza Graham	2/11/2021 12:39 PM
125	Theresa Campbell	2/11/2021 11:15 AM
126	Tiffany Gilreath	2/11/2021 10:39 AM
127	Beth robinso.	2/11/2021 9:39 AM
128	Julie	2/10/2021 7:59 PM
129	Nancy Hannon	2/10/2021 7:47 PM
130	Sue C.	2/10/2021 6:18 PM
131	B J Sumpter	2/10/2021 5:59 PM
132	Kayla Castillo	2/10/2021 3:45 PM
133	D Russo	2/10/2021 2:51 PM
134	Wendye Justice	2/10/2021 1:42 PM
135	Chris Montesinos	1/29/2021 9:01 AM
#	COMPANY	DATE

There are no responses.

#	ADDRESS	DATE
---	---------	------

There are no responses.

#	ADDRESS 2	DATE
---	-----------	------

There are no responses.

#	CITY/TOWN	DATE
---	-----------	------

There are no responses.

#	STATE/PROVINCE	DATE
---	----------------	------

There are no responses.

#	ZIP/POSTAL CODE	DATE
1	30180	3/8/2021 11:00 AM
2	30180	3/8/2021 9:38 AM
3	30180	3/8/2021 7:02 AM
4	30180	3/4/2021 1:39 PM
5	30180	3/3/2021 9:20 AM
6	30180	3/2/2021 2:55 PM
7	30180	2/28/2021 7:16 PM
8	30179	2/28/2021 9:07 AM
9	30180	2/28/2021 7:32 AM
10	30180	2/27/2021 11:06 PM
11	30180	2/27/2021 9:39 PM
12	30180	2/27/2021 9:25 PM
13	30179	2/27/2021 6:34 PM
14	30180	2/27/2021 12:44 PM
15	30180	2/27/2021 12:07 PM
16	30179	2/27/2021 11:33 AM
17	30180	2/27/2021 8:41 AM
18	30180	2/27/2021 8:27 AM
19	30180	2/27/2021 7:01 AM
20	30180	2/26/2021 4:58 PM
21	30180	2/26/2021 2:21 PM
22	30180	2/26/2021 2:14 PM
23	30180	2/26/2021 1:52 PM
24	30180	2/26/2021 11:43 AM
25	30180	2/26/2021 10:10 AM
26	30180	2/26/2021 9:39 AM
27	30180	2/25/2021 10:45 PM
28	30180	2/25/2021 6:54 PM
29	30180	2/25/2021 4:41 PM
30	30180	2/25/2021 4:26 PM
31	30180	2/25/2021 2:32 PM
32	30180	2/25/2021 1:06 PM
33	30180	2/25/2021 11:33 AM
34	30180	2/25/2021 11:32 AM
35	30180	2/25/2021 8:00 AM
36	30180	2/25/2021 6:26 AM
37	30180	2/24/2021 11:26 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
38	30180	2/24/2021 9:55 PM
39	30180	2/24/2021 9:46 PM
40	30180	2/24/2021 9:05 PM
41	30180	2/24/2021 3:45 PM
42	30180	2/24/2021 12:26 PM
43	30180	2/22/2021 6:35 PM
44	30180	2/22/2021 2:15 PM
45	30134	2/22/2021 2:04 PM
46	30180	2/22/2021 2:02 PM
47	30180	2/22/2021 12:56 PM
48	30180	2/21/2021 1:07 PM
49	30180	2/20/2021 4:22 PM
50	30180	2/19/2021 11:44 PM
51	30180	2/19/2021 10:19 PM
52	30180	2/19/2021 12:54 AM
53	30180	2/18/2021 9:26 PM
54	30180	2/18/2021 5:21 PM
55	30180	2/18/2021 2:59 PM
56	30180	2/18/2021 2:07 PM
57	30180	2/18/2021 11:51 AM
58	30180	2/18/2021 11:38 AM
59	30180	2/17/2021 1:28 PM
60	30180	2/16/2021 11:20 PM
61	30180	2/16/2021 6:50 PM
62	30180	2/16/2021 4:20 PM
63	30117	2/16/2021 1:30 PM
64	30180	2/15/2021 11:26 PM
65	30180	2/15/2021 8:25 PM
66	30180	2/15/2021 7:45 PM
67	39180	2/15/2021 6:05 PM
68	30180	2/15/2021 3:34 PM
69	30180	2/15/2021 12:01 PM
70	30180	2/15/2021 10:23 AM
71	30180	2/15/2021 9:48 AM
72	30180	2/15/2021 8:25 AM
73	30180	2/15/2021 1:56 AM
74	30180	2/14/2021 9:52 PM
75	30180	2/14/2021 8:13 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
76	30180	2/14/2021 8:01 PM
77	30180	2/14/2021 6:49 PM
78	30180	2/14/2021 6:29 PM
79	30180	2/14/2021 6:13 PM
80	30180	2/14/2021 3:55 PM
81	30180	2/14/2021 9:13 AM
82	30180	2/14/2021 8:28 AM
83	30180	2/14/2021 5:54 AM
84	30180	2/13/2021 5:47 PM
85	30116	2/13/2021 4:50 PM
86	30180	2/13/2021 2:59 PM
87	30116	2/13/2021 2:33 PM
88	30187	2/13/2021 11:32 AM
89	30180	2/13/2021 9:41 AM
90	30176	2/13/2021 9:09 AM
91	30180	2/13/2021 8:59 AM
92	30180	2/13/2021 8:37 AM
93	30180	2/13/2021 12:09 AM
94	30180	2/12/2021 10:26 PM
95	30180	2/12/2021 9:57 PM
96	30180	2/12/2021 9:56 PM
97	30180	2/12/2021 9:45 PM
98	30180	2/12/2021 7:35 PM
99	30180	2/12/2021 6:40 PM
100	30180	2/12/2021 6:32 PM
101	30187	2/12/2021 6:23 PM
102	30180-2516	2/12/2021 6:03 PM
103	30180	2/12/2021 5:36 PM
104	30180	2/12/2021 5:35 PM
105	30182	2/12/2021 5:24 PM
106	30180	2/12/2021 4:46 PM
107	30180	2/12/2021 4:13 PM
108	30180	2/12/2021 4:06 PM
109	30180	2/12/2021 4:05 PM
110	30180	2/12/2021 2:17 PM
111	30180-3357	2/12/2021 9:52 AM
112	30180	2/12/2021 9:43 AM
113	30180	2/12/2021 9:30 AM

114	30180	2/12/2021 8:15 AM
115	30180	2/12/2021 7:24 AM
116	30180	2/12/2021 7:20 AM
117	30180	2/12/2021 4:02 AM
118	30116	2/12/2021 3:15 AM
119	30122	2/12/2021 2:04 AM
120	30180	2/12/2021 1:31 AM
121	30180	2/11/2021 9:46 PM
122	30180	2/11/2021 8:57 PM
123	30180	2/11/2021 8:48 PM
124	30180	2/11/2021 2:37 PM
125	30180	2/11/2021 1:44 PM
126	30180	2/11/2021 12:39 PM
127	30135	2/11/2021 11:15 AM
128	30180	2/11/2021 10:39 AM
129	30180	2/11/2021 9:39 AM
130	30180	2/10/2021 7:59 PM
131	30180	2/10/2021 7:47 PM
132	30180	2/10/2021 6:18 PM
133	30135	2/10/2021 5:59 PM
134	30180	2/10/2021 3:45 PM
135	30180	2/10/2021 2:51 PM
136	30180	2/10/2021 1:42 PM
137	30180	1/29/2021 9:01 AM
#	COUNTRY	DATE
There are no responses.		

#	EMAIL ADDRESS	DATE
1	rutledgevrsa@gmail.com	3/8/2021 11:00 AM
2	scrtagntf@gmail.com	3/8/2021 9:38 AM
3	marina.rogers@gmail.com	3/8/2021 7:02 AM
4	bodimeas@bellsouth.net	3/4/2021 1:39 PM
5	colew53@gmail.com	3/3/2021 9:20 AM
6	Sharpematt@rocketmail.com	3/2/2021 2:55 PM
7	lonniekellyhawkins@gmail.com	2/28/2021 7:16 PM
8	mechellebrown2@gmail.com	2/28/2021 9:07 AM
9	Wylie4732@gmail.com	2/28/2021 7:32 AM
10	carolbfloyd@gmail.com	2/27/2021 11:06 PM
11	resprodtom@gmail.com	2/27/2021 9:39 PM
12	lamoreek@gmail.com	2/27/2021 9:25 PM
13	valoriebooth@gmail.com	2/27/2021 12:44 PM
14	stratlady@comcast.net	2/27/2021 12:07 PM
15	mrsgriczin@gmail.com	2/27/2021 11:34 AM
16	springer_jenny@yahoo.com	2/27/2021 11:33 AM
17	eddiemccoy2@aol.com	2/27/2021 8:27 AM
18	fullervl@bellsouth.net	2/26/2021 4:58 PM
19	elwako2@aol.com	2/26/2021 2:21 PM
20	spooky@1068@gmail.com	2/26/2021 2:14 PM
21	trey.pike@yahoo.com	2/26/2021 1:52 PM
22	pataroy@comcast.net	2/26/2021 11:43 AM
23	MEMCAMERO94@AOL.COM	2/26/2021 10:10 AM
24	kraineypicovolt@gmail.com	2/26/2021 9:39 AM
25	cagianoma2@gmail.com	2/25/2021 10:45 PM
26	Dirtrider400r@yahoo.com	2/25/2021 6:54 PM
27	mel_sandrene@yahoo.com	2/25/2021 4:41 PM
28	gfrizzell@mchsi.com	2/25/2021 4:26 PM
29	jo30180@yahoo.com	2/25/2021 2:32 PM
30	mlbaryo@comcast.net	2/25/2021 1:06 PM
31	alivia.mann@hotmail.com	2/25/2021 11:33 AM
32	anita.fussell@comcast.net	2/25/2021 11:32 AM
33	valeriewilhelm@hotmail.com	2/25/2021 8:00 AM
34	dcbrown1941@gmail.com	2/25/2021 6:26 AM
35	cherly100@yahoo.com	2/24/2021 11:26 PM
36	crissync@yahoo.com	2/24/2021 9:55 PM
37	deedubleyou@yahoo.com	2/24/2021 9:46 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
38	krpga60@gmail.com	2/24/2021 9:05 PM
39	sitosheehan2@yahoo.com	2/24/2021 3:45 PM
40	certn@gmail.com	2/24/2021 12:26 PM
41	jam74kg@gmail.com	2/22/2021 6:35 PM
42	jvntrs@yahoo.com	2/22/2021 4:23 PM
43	richard_kregg@yahoo.com	2/22/2021 2:15 PM
44	jholt@villarica.org	2/22/2021 2:04 PM
45	rosenorton52@gmail.com	2/22/2021 2:02 PM
46	Bradley. mills@bellsouth.net	2/22/2021 12:56 PM
47	hannah.layton@aol.com	2/21/2021 1:07 PM
48	dchall172@yahoo.com	2/20/2021 4:22 PM
49	pentraylor@gmail.com	2/19/2021 11:44 PM
50	beautyinhistory1800@gmail.com	2/19/2021 10:19 PM
51	derrickdyer98@gmail.com	2/19/2021 12:54 AM
52	mvalentine0820@gmail.com	2/18/2021 9:26 PM
53	aholtzap@comcast.net	2/18/2021 5:21 PM
54	judymtallent@gmail.com	2/18/2021 2:59 PM
55	david.rogers@kw.com	2/18/2021 11:51 AM
56	rkhardeman@hotmail.com	2/18/2021 11:38 AM
57	marisol_melendez09@hotmail.com	2/17/2021 1:28 PM
58	Nmims1@gmail.com	2/16/2021 11:20 PM
59	shellyp0615@gmail.com	2/16/2021 6:50 PM
60	chandst5@gmail.com	2/16/2021 4:20 PM
61	chunkydunkin327@outlook.com	2/16/2021 1:30 PM
62	lsmartin46@aol.com	2/16/2021 9:47 AM
63	thomaspthompson@yahoo.com	2/15/2021 11:26 PM
64	lmcpherson@1791.com	2/15/2021 8:25 PM
65	spdqueen@gmail.com	2/15/2021 6:05 PM
66	paradisebnd09@bellsouth.net	2/15/2021 3:34 PM
67	semolnar@bellsouth.net	2/15/2021 12:01 PM
68	shandahon@comcast.net	2/15/2021 10:23 AM
69	jmerrellyoshimura@gmail.com	2/15/2021 9:48 AM
70	jmaurer487@gmail.com	2/15/2021 8:25 AM
71	verniabell@aol.com	2/15/2021 1:56 AM
72	debbysmorgan@gmail.com	2/14/2021 9:52 PM
73	jasperjones1918@gmail.com	2/14/2021 8:13 PM
74	crees0711@protonmail.com	2/14/2021 8:01 PM
75	dlstratton@gmail.com	2/14/2021 6:49 PM

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY VISION SURVEY		
76	omoore.jodi@gmail.com	2/14/2021 6:29 PM
77	belindageter@gmail.com	2/14/2021 6:13 PM
78	marciedcalhoun@gmail.com	2/14/2021 3:55 PM
79	Tandjkelly@gmail.com	2/14/2021 9:13 AM
80	jillpill34@gmail.com	2/14/2021 8:28 AM
81	davedanbentley@aol.com	2/14/2021 5:54 AM
82	clej1991@yahoo.com	2/13/2021 5:47 PM
83	laurap3276@yahoo.com	2/13/2021 4:50 PM
84	rest2best@gmail.com	2/13/2021 2:59 PM
85	bpoyb@yahoo.com	2/13/2021 2:33 PM
86	land4276@bellsouth.net	2/13/2021 11:32 AM
87	pete.charrette@gmail.com	2/13/2021 9:41 AM
88	mspostal@bellsouth.net	2/13/2021 9:09 AM
89	teresadhwiliams@gmail.com	2/13/2021 8:59 AM
90	tylanta99@hotmail.com	2/13/2021 8:37 AM
91	gwendouglas09@gmail.com	2/12/2021 10:26 PM
92	maggie.scara@yahoo.com	2/12/2021 9:57 PM
93	alisha.suarez05@yahoo.com	2/12/2021 9:56 PM
94	mhspake1@aol.com	2/12/2021 9:45 PM
95	jayuhlich@gmail.com	2/12/2021 7:35 PM
96	savingwright@gmail.com	2/12/2021 6:40 PM
97	gcrowe@ncllc.info	2/12/2021 6:32 PM
98	aray612@gmail.com	2/12/2021 6:03 PM
99	sharris1190@aol.com	2/12/2021 5:36 PM
100	catarms58@att.net	2/12/2021 5:35 PM
101	jodiewithavon@yahoo.com	2/12/2021 5:24 PM
102	cltaylor64@yahoo.com	2/12/2021 4:46 PM
103	amandabarnett522@yahoo.com	2/12/2021 4:13 PM
104	nicholette.bradshaw@gmail.com	2/12/2021 4:06 PM
105	dmeek64@hotmail.com	2/12/2021 4:05 PM
106	jchar350@yahoo.com	2/12/2021 2:17 PM
107	monkeymemo@att.net	2/12/2021 9:52 AM
108	utsmokey79@gmail.com	2/12/2021 9:43 AM
109	Ltorresjr9@gmail.com	2/12/2021 8:15 AM
110	kaseyhines@att.net	2/12/2021 7:24 AM
111	firstuniknight@hotmail.com	2/12/2021 7:20 AM
112	dallas.j.mckay30@gmail.com	2/12/2021 4:02 AM
113	wawwhit325@aol.com	2/12/2021 3:15 AM

114	laporshian@yahoo.com	2/12/2021 2:04 AM
115	la@brackneyphoto.co	2/12/2021 1:31 AM
116	victoriaannbyrne@yahoo.com	2/11/2021 9:46 PM
117	knopkonosik@gmail.com	2/11/2021 8:57 PM
118	bkodenwelder@yahoo.com	2/11/2021 8:48 PM
119	misstaralyn@yahoo.com	2/11/2021 2:37 PM
120	s.weaver.m742@gmail.com	2/11/2021 1:44 PM
121	guckett@yahoo.com	2/11/2021 12:39 PM
122	thcamp@hotmail.com	2/11/2021 11:15 AM
123	tmgilreath@bellsouth.net	2/11/2021 10:39 AM
124	93 wildwood dr	2/11/2021 9:39 AM
125	juliestrickland89@gmail.com	2/10/2021 7:59 PM
126	nanhannon@yahoo.com	2/10/2021 7:47 PM
127	smc1697@ yahoo.com	2/10/2021 6:18 PM
128	bjsumpter@aol.com	2/10/2021 5:59 PM
129	castillofamily4@yahoo.com	2/10/2021 3:45 PM
130	debtally@comcast.net	2/10/2021 2:51 PM
131	wendye-justice@att.net	2/10/2021 1:42 PM
132	cmontesinos@villarica.org	1/29/2021 9:01 AM
#	PHONE NUMBER	DATE
	There are no responses.	

MKSK

Atlanta, GA
Columbus, OH
Cincinnati, OH
Detroit, MI
Greenville, SC
Indianapolis, IN
Lafayette, IN
Louisville, KY



BIG IDEA WORKSHOP SUMMARY

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY

SEPTEMBER 15, 2021



01

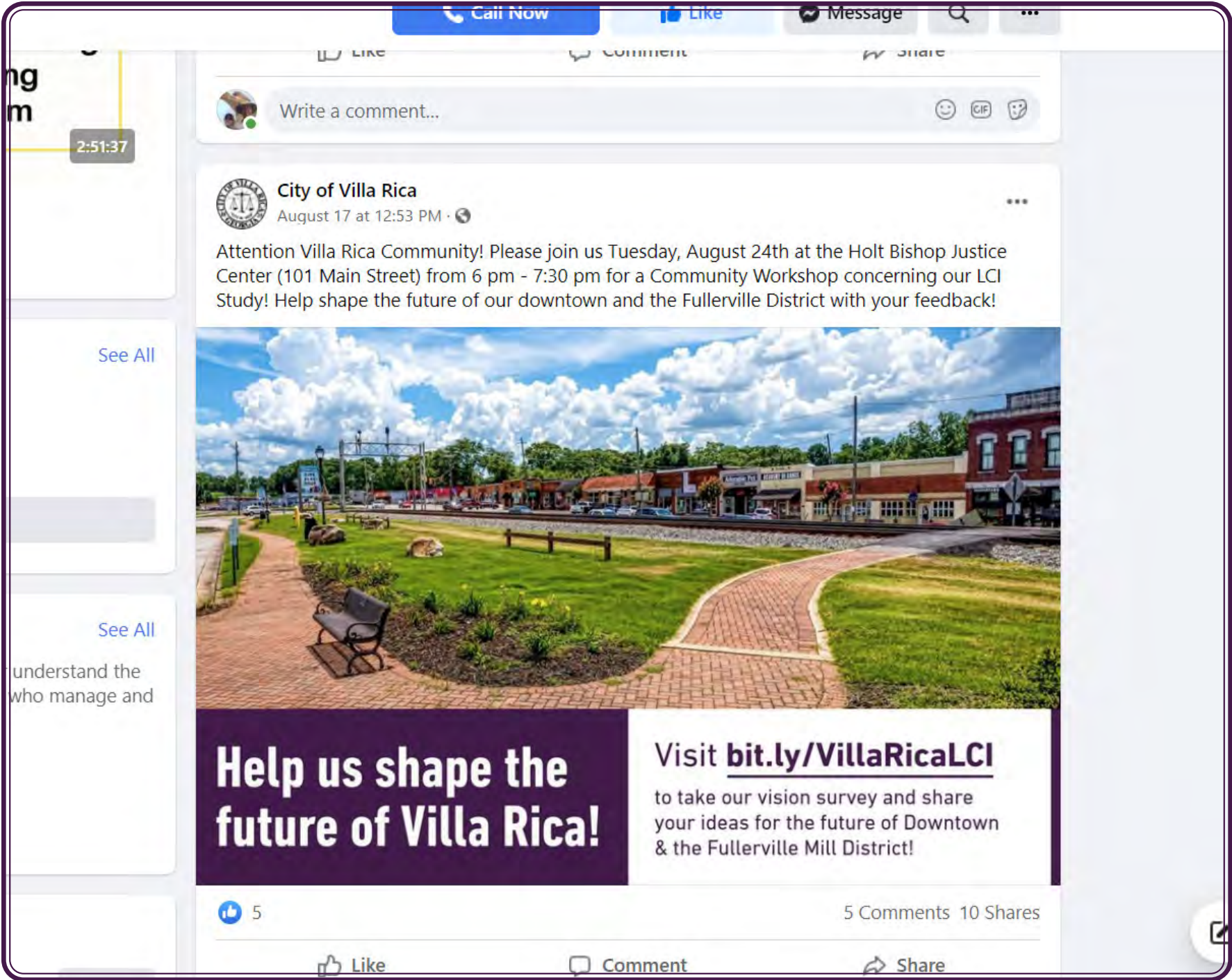
ENGAGEMENT SUMMARY

COMMUNITY WORKSHOP



Photos from the in-person community workshop at the Holt-Bishop Justice Center on August 24th (6-7:30p)

ONLINE ENGAGEMENT



Screenshots from the social media promotions for the event and our online community workshop survey

FOCUS AREA DOWNTOWN

PUBLIC REALM & TRANSPORTATION IMPROVEMENTS

“Shade at Mill to allow day time use. Farmers Markets.”

“Bike + Walking trails. Bike to park.”

“We need a dog park somewhere nearby.”

“I would love to see traffic permanently diverted from downtown.”

“Please no golfcarts!”

“More art!”

“Traffic flow and parking on Hwy 78 tend to cause me to go out of my way to skip downtown.”

FOCUS AREA DOWNTOWN VILLA RICA

PUBLIC REALM & TRANSPORTATION IMPROVEMENTS

PLACE A STICKY DOT ON THE CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT! GRAB A STICKY AND LET US KNOW WHAT YOU THINK!

 Pedestrian-oriented Streets	 Alley Enhancements	 Shady Seating & Spaces	 Splash Pad & Water Play	 Playful Features
 Shade Structure & Gathering Space	 Flexible Green Space	 Art & Placemaking Installations	 Historical & Cultural Installations	 Native Landscape & Gardens

Bike + walking Trails to park

Shade at Mill to allow day time use Farmers Markets

FOCUS AREA DOWNTOWN

LET US KNOW WHAT PUBLIC REALM & TRANSPORTATION CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT!

93.5%
of respondents of the online survey said they wanted Pedestrian-oriented Streets



Pedestrian-oriented Streets

42 Votes (19% of Total)



Shade Structure & Gathering Space

29 Votes (13% of Total)



26 Votes (12% of Total)



Native Landscape & Gardens

25 Votes (11% of Total)



Alley Enhancements

24 Votes (11% of Total)



Historical & Cultural Installations

20 Votes (9% of Total)



Flexible Green Space

19 Votes (9% of Total)



Playful Features

13 Votes (6% of Total)



Splash Pad & Water Play

11 Votes (5% of Total)



Art & Placemaking Installations

11 Votes (5% of Total)

FOCUS AREA DOWNTOWN

COMMUNITY & ECONOMIC DEVELOPMENT FRAMEWORK

“Coffee and baked goods with drive through.”

“Structured parking- Need or Want. Yes. But Cost.”

“Can we get more mixed use? Need residential infill.”

“Would like to see more available parking that does not limit downtown.”

“We need a local market for grocery and fresh food.”

“Needs to be affordable for all.”

“Encourage ‘fine’ dining, unique restaurants, artistic and creative shops. Get rid of eyesores like old has station or get it renovated!”

FOCUS AREA DOWNTOWN VILLA RICA

ECONOMIC & COMMUNITY DEVELOPMENT FRAMEWORK

PLACE A STICKY DOT ON THE CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT! GRAB A STICKY AND LET US KNOW WHAT YOU THINK!

 Unique & Local Businesses	 Context-sensitive Commercial Infill	 Ample Outdoor Communal Space	 Mixed Use Gateway Redevelopment	 Townhomes
 Structured Parking	 Storefront Facade Improvements	 Creative Office & Coworking	 Outdoor Dining	 Adaptive Re-use of Industrial Buildings

Structured Parking - Need or Want. Yes. But Cost.

How about a local market for groceries and fresh food?

We need a local market for groceries and fresh food.

Coffee and baked goods w/ drive through.

Can we get more mixed use? Need residential infill.

FOCUS AREA DOWNTOWN

LET US KNOW WHAT COMMUNITY & ECONOMIC DEVELOPMENT CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT!

87.5%
of respondents of the online survey said they wanted Unique & Local Businesses



Unique & Local Businesses

34 Votes (14% of Total)



Adaptive Re-use of Industrial Buildings

34 Votes (14% of Total)



Outdoor Dining

34 Votes (14% of Total)



Storefront Facade Improvements

29 Votes (12% of Total)



Ample Outdoor Communal Space

28 Votes (12% of Total)



Structured Parking

22 Votes (9% of Total)



Mixed Use Gateway Redevelopment

22 Votes (9% of Total)



Context-sensitive Commercial Infill

14 Votes (6% of Total)



Townhomes

10 Votes (4% of Total)



Creative Office & Coworking

9 Votes (4% of Total)

FOCUS AREA DOWNTOWN

LET US KNOW WHAT YOU'RE MOST EXCITED ABOUT "GOLD MINERS GREEN"

"This whole idea is amazing and makes it such a wonderful family experience."

"Love the ideas I'm seeing. More outdoor dining."

LET US KNOW WHAT YOU ARE MOST EXCITED ABOUT "BUTTERBALL JUNCTION"

"Love the pedestrian friendly design."

"Love the amount of green space and pedestrian walkways."

"This would be an amazing area. For young and old."

FOCUS AREA DOWNTOWN VILLA RICA

GOLD MINERS GREEN

Key features labeled: "The Grove", "The Gateway", "The Green", Gold Miners Statue, Movable Tables & Chairs, Main St Serpentine, Tree Grove, Pavilion & Shade Structure, Swings & Seating, Splash Pad, Human-scaled Lighting, Outdoor Dining & Retail, Rolled Curbs, Specialty Pavers, "Veteran's Walk".

GRAB A STICKY NOTE AND LET US KNOW WHAT ABOUT THE CONCEPT YOU'RE MOST EXCITED ABOUT!

		<i>Splash pad, more outdoor dining, use of shade including vegetation during hot weather</i>		<i>Love the ideas in seeing more outdoor dining, use of shade including vegetation during hot weather</i>		<i>Outdoor Retail & Dining, Splash Pad or Fountain, The Green</i>		
--	--	--	--	---	--	---	--	--

BUTTERBALL JUNCTION

Key features labeled: Cheeves St Extension, Native-Inspired Landscape & Gardens, Interpretive Plaza & Observation Area, Welcome Center, Enhanced Pedestrian Crossing, Gateway Sculpture & Play Feature, Human-scaled Streetscape, Passive Lawn.

GRAB A STICKY NOTE AND LET US KNOW WHAT ABOUT THE CONCEPT YOU'RE MOST EXCITED ABOUT!

<i>Native Landscapes, Pedestrian friendly design</i>	<i>Love the pedestrian friendly design</i>							
--	--	--	--	--	--	--	--	--

FOCUS AREA DOWNTOWN

WHICH ASPIRATIONS ARE MOST IMPORTANT FOR CREATING A LIVABLE AND VIBRANT DOWNTOWN?

- 1

Expand the Walkable Downtown District

97.06% of Respondents - 33 Votes
- 2

Make the Public Realm Beautiful and Safe

86.29% of Respondents - 29 Votes
- 3

Create Public Greenspace to Anchor Business Activity & Community Life

61.76% of Respondents - 21 Votes
- 4

Provide More Options to Live & Work Downtown

50.00% of Respondents - 17 Votes
- 5

Strengthen the Sense of Place

47.06% of Respondents - 16 votes
- 6

Unlock Key Redevelopment Sites

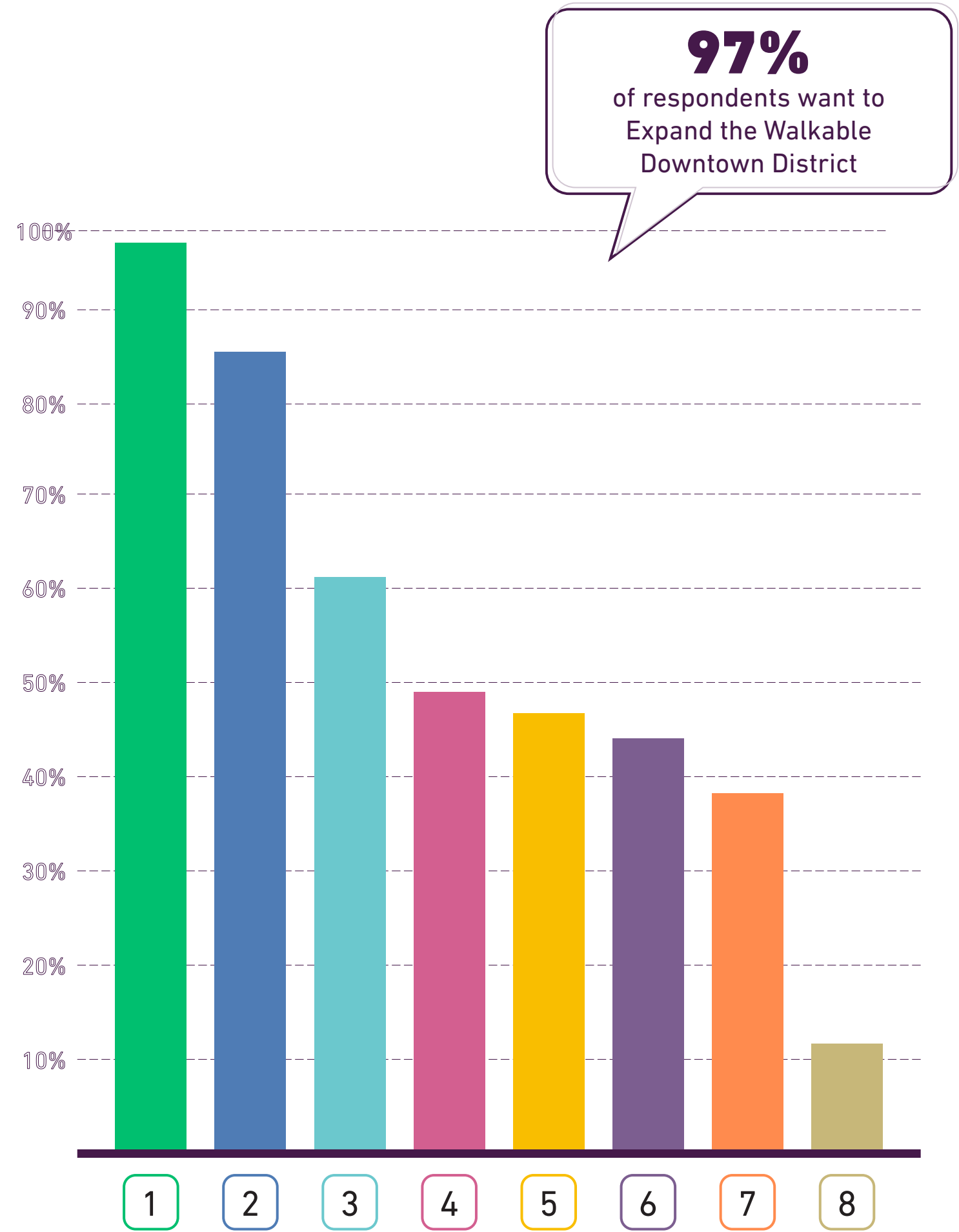
44.12% of Respondents - 15 Votes
- 7

Create a Critical Mass of Retail/Commercial Activity

38.24% of Respondents - 13 Votes
- 8

Other

11.76% of Respondents - 4 Votes



FOCUS AREA FULLERVILLE

PUBLIC REALM & TRANSPORTATION IMPROVEMENTS

“Childrens areas of family.”

“Mountain bike trails through greenway.”

“Bike trail .”

“Walkable.”

“Fitness stations need dog stations.”

“Love the ideas, please remember the 55+ crowd and handicapped.”

“More way to get out in nature. Studies show that will improve our immune system.”

“Statues sculptures throughout VR. But also black+white photos of VR history.”

FOCUS AREA FULLERVILLE

PUBLIC REALM & TRANSPORTATION IMPROVEMENTS

Gold Nugget Greenway

- Trails & Paths
- Playspaces
- Nature Education
- Gathering Spaces
- Stream Restoration

Gold Nugget Trail

- Wayfinding
- Public Art
- Seating
- Fitness Equipment

Villa Rica North Loop Bypass

- In-Engineering

Proposed Roundabout

- In-Engineering

Complete Streets

- Landscape Buffers
- Generous Sidewalks
- Multi-use Trails
- Green Infrastructure

Pedestrian Friendly Crossings

- Signalized Crosswalks
- High-Visibility Marking
- Pedestrian Refuges
- ADA Accessible

Proposed Roundabout

- Gateway Sculpture

PLACE A STICKY DOT ON THE CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT! GRAB A STICKY AND LET US KNOW WHAT YOU THINK!

 Community Gardens	 Native Planting & Green Infrastructure	 Multi-use Trails	 Public Art & Sculpture	 Fitness Stations
 Nature Trails	 Overlooks	 Nature Play & Exploration	 Gathering Space	 Mountain Biking & Pump Tracks

I want Native Planting & Green Infrastructure for pet-nature, all-ages. Please.

Statues Sculptures throughout VR. But also black+white photos of VR history.

Childrens areas + family.

More ways to get out in Nature. Studies show that will improve your immune system!

Bike Trail that would connect sites + Green Trail Corridor.

Mountain Bike Trails through Greenway.

Fitness stations need dog stations located nearby.

Walkable.

FOCUS AREA FULLERVILLE

LET US KNOW WHAT PUBLIC REALM & TRANSPORTATION CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT!

90.3%
of respondents of the
online survey said they
wanted Multi-use Trails



Multi-use Trails

40 Votes (17% of Total)



Nature Trails

33 Votes (14% of Total)



Nature Play & Exploration

30 Votes (13% of Total)



Native Planting & Green Infrastructure

28 Votes (12% of Total)



Gathering Space

20 Votes (8% of Total)



Community Gardens

18 Votes (8% of Total)



Fitness Stations

17 Votes (7% of Total)



Public Art & Sculpture

12 Votes (5% of Total)



Mountain Biking & Pump Tracks

12 Votes (5% of Total)



Overlooks

9 Votes (4% of Total)

FOCUS AREA FULLERVILLE

COMMUNITY & ECONOMIC DEVELOPMENT FRAMEWORK

“Love the idea that we will keep our historic areas incorporated into the new design.”

“Adaptive reuse of old Mills.”

“I love the idea that we”

“I would love to see a cultural arts center. Activities for kids indoors is an awesome idea.”

“Make sure the city is also focused on protecting low income residents, thinking about healthy food options for our citizens, and investing funds in resources for our citizens.”

“Restoration/ preservation of existings mill housing.”

FOCUS AREA FULLERVILLE

ECONOMIC & COMMUNITY DEVELOPMENT FRAMEWORK

Residential Development
Moderate to High Density

Commercial Development
Commercial/Office

Potential Redevelopment Site
Mixed Use

Mixed Use Development
Commercial
Residential

Fullerville Park

Villa Rica Cotton Mills

Villa Rica Hosiery Mills

Fullerville Cultural Arts Cluster

- Live/Work Units
- Gallery Space
- Community Meeting Space
- Studio Space
- Classes & Workshops
- Creative Office & Retail

Legend

- Park Pavilion
- Adaptive Reuse
- Mixed Commercial

PLACE A STICKY DOT ON THE CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT! GRAB A STICKY AND LET US KNOW WHAT YOU THINK!

 Neighborhood Serving Retail	 Cultural Arts Center	 Distinctive Event Space	 Single Family Detached Residential	 Neighborhood Gathering Space
 Artist Studios & Community Space	 Commercial Reuse	 Artisan & Makerspace	 Maintain Mill Heritage & Character	 Townhomes

Arts industry incubator - Adaptive Reuse of old Mills

Side walk

Restoration/ Preservation of Existing Mill Housing

FOCUS AREA FULLERVILLE

LET US KNOW WHAT COMMUNITY & ECONOMIC DEVELOPMENT CHARACTER IMAGES YOU'RE MOST EXCITED ABOUT!

73.3%
of respondents of the online survey said they wanted Neighborhood Serving Retail



Neighborhood Serving Retail

31 Votes (13% of Total)



Commercial Reuse

25 Votes (11% of Total)



Neighborhood Gathering Space

23 Votes (10% of Total)



Artisan & Makerspace

22 Votes (9% of Total)



Maintain Mill Heritage & Character

21 Votes (9% of Total)



Single Family Detached Residential

21 Votes (9% of Total)



Distinctive Event Space

18 Votes (8% of Total)



Artist Studios & Community Space

14 Votes (6% of Total)



Cultural Arts Center

14 Votes (6% of Total)



Townhomes

14 Votes (6% of Total)

“Utilize mining cars
or other memorability
around town with
flowers.”



FOCUS AREA DOWNTOWN

WHICH ASPIRATIONS ARE MOST IMPORTANT FOR CREATING A LIVABLE AND VIBRANT FULLERVILLE?

- 1

Improve Bike and Pedestrian Connectivity

67.65% of Respondents - 23 Votes
- 2

Provide More Ways to Access & Experience Nature

64.71% of Respondents - 22 Votes
- 3

Cultivate Neighborhood Serving Retail

58.82% of Respondents - 20 Votes
- 4

Foster a Culture of Creativity and Entrepreneurship

52.94% of Respondents - 18 Votes
- 5

Create a Community Hub

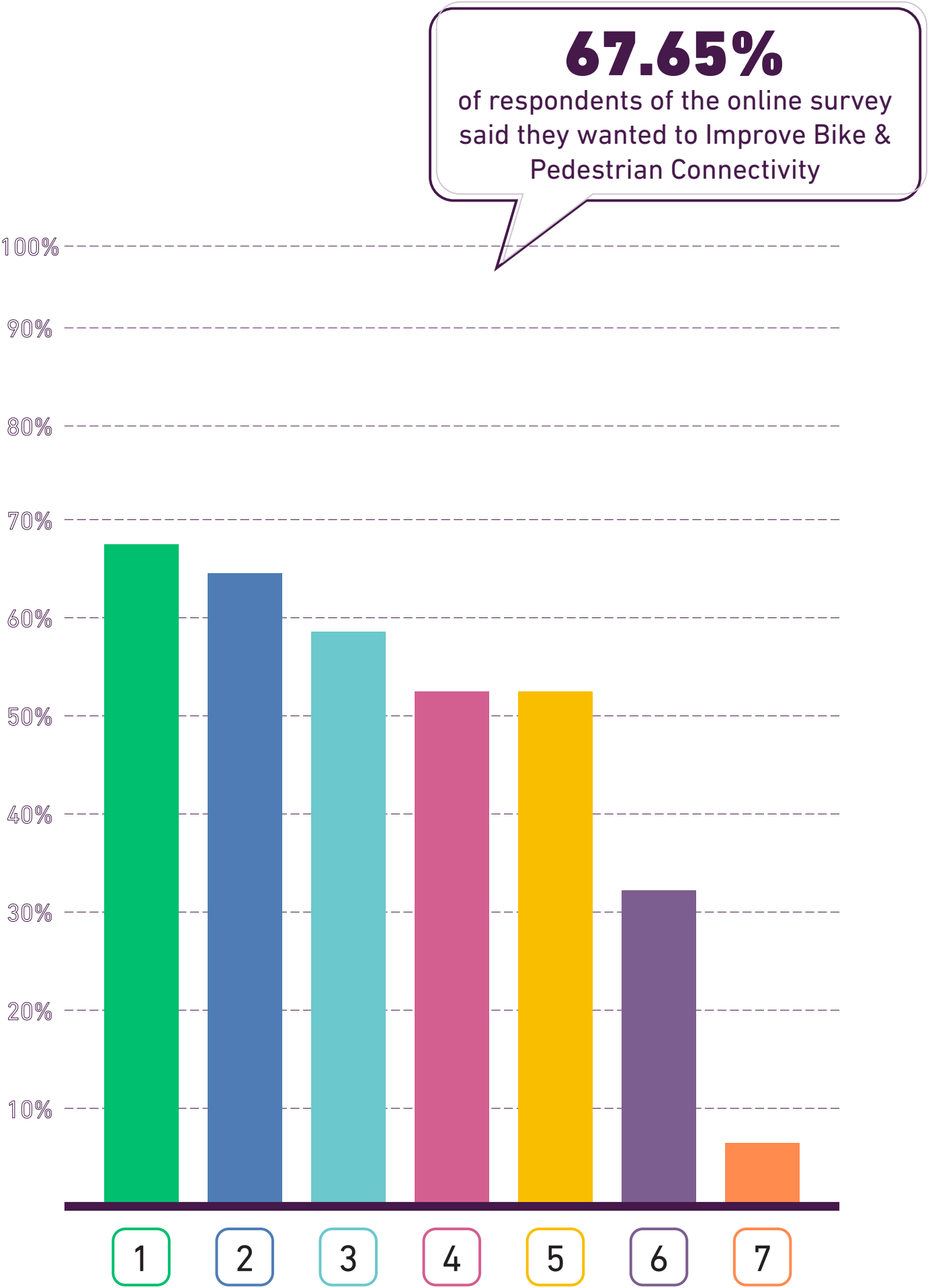
52.94% of Respondents - 18 Votes
- 6

Promote Context-Sensitive Redevelopment

32.35% of Respondents - 11 Votes
- 7

Other

5.88% of Respondents - 2 Votes

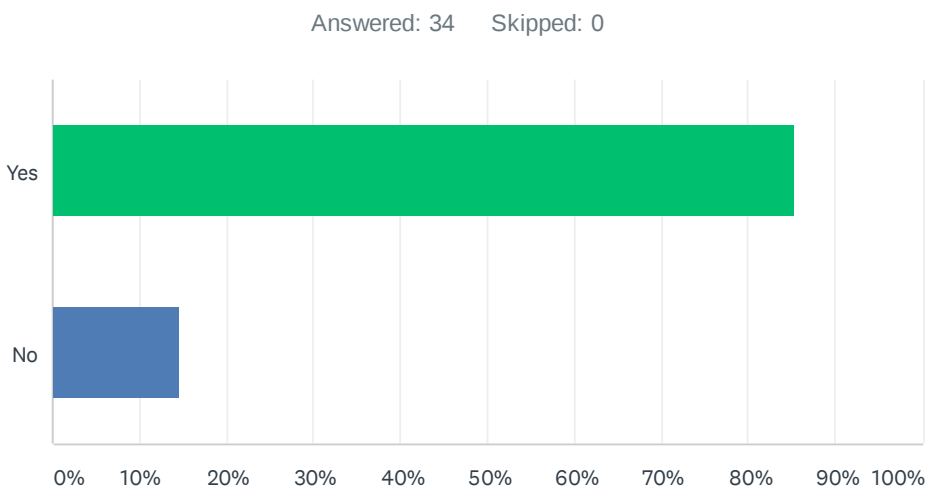


02

ONLINE SURVEY DATA

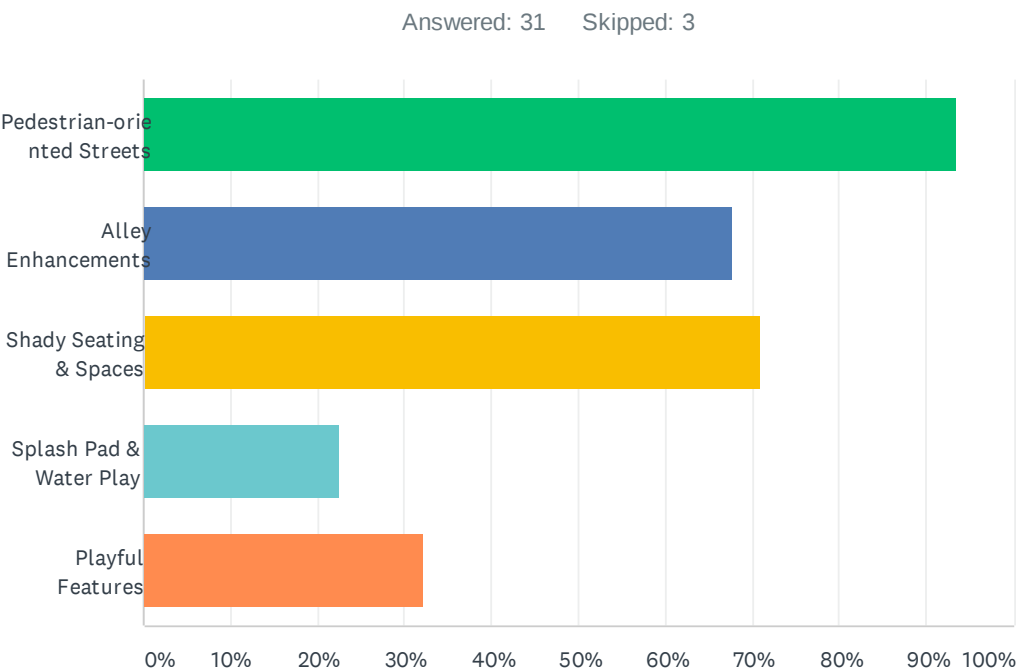
ONLINE SURVEY RESULTS

Q1 Do you live in Villa Rica?



ANSWER CHOICES	RESPONSES	
Yes	85.29%	29
No	14.71%	5
TOTAL		34

Q2 Let us know what public realm and transportation character images you're most excited about! (Select all that apply) PART ONE

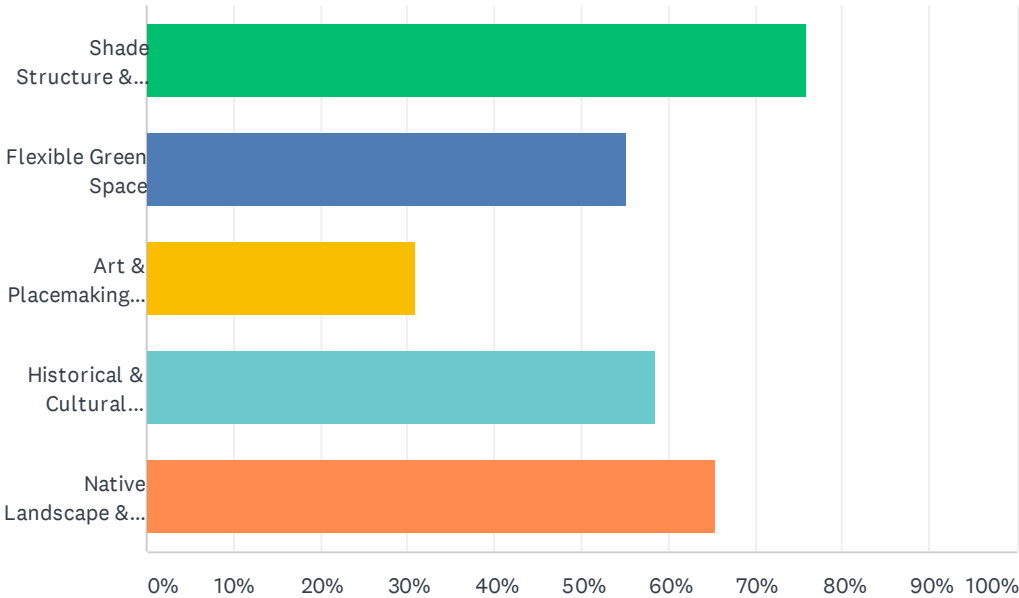


ANSWER CHOICES	RESPONSES	
Pedestrian-oriented Streets	93.55%	29
Alley Enhancements	67.74%	21
Shady Seating & Spaces	70.97%	22
Splash Pad & Water Play	22.58%	7
Playful Features	32.26%	10
Total Respondents: 31		

ONLINE SURVEY RESULTS

Q3 Let us know what public realm and transportation character images you're most excited about! (Select all that apply) PART TWO

Answered: 29 Skipped: 5



ANSWER CHOICES	RESPONSES	
Shade Structure & Gathering Space	75.86%	22
Flexible Green Space	55.17%	16
Art & Placemaking Installations	31.03%	9
Historical & Cultural Installations	58.62%	17
Native Landscape & Gardens	65.52%	19
Total Respondents: 29		

Q4 Share any general thoughts you have on the public realm & transportation ideas for Downtown below!

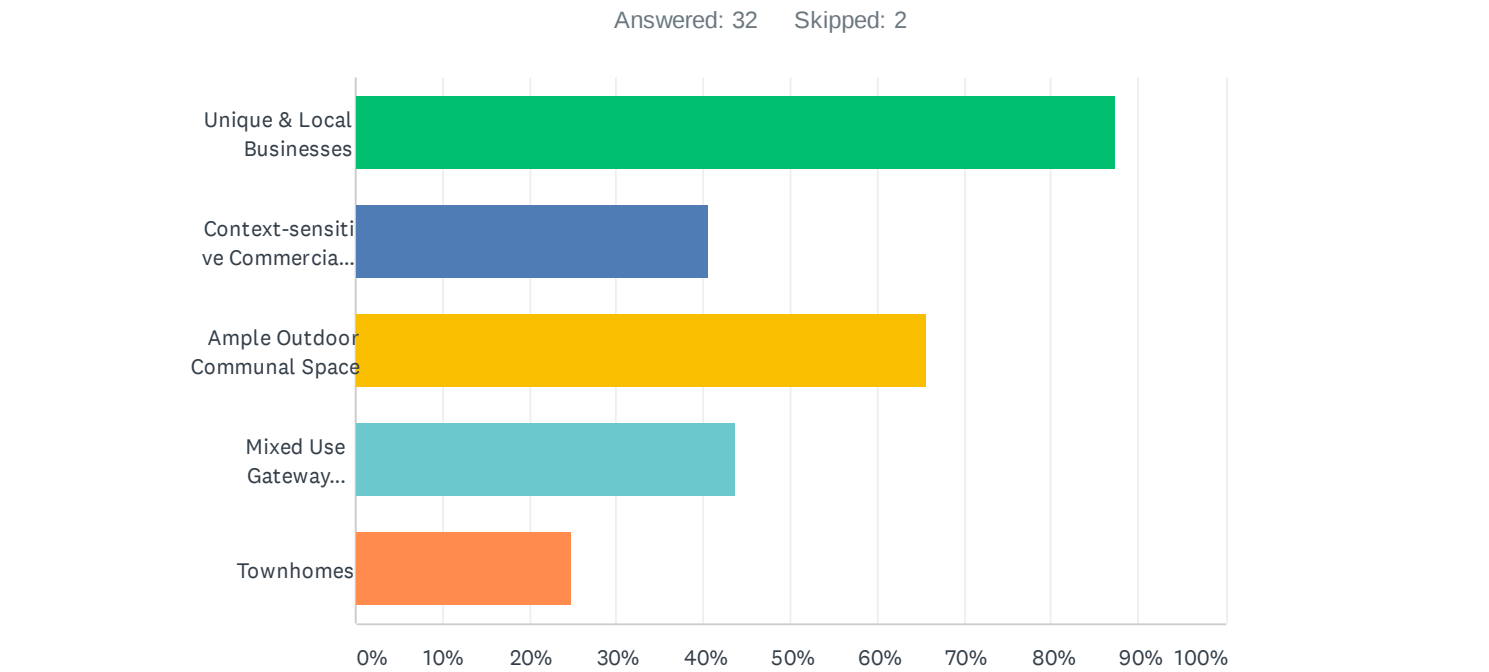
Answered: 9 Skipped: 25

#	RESPONSES	DATE
1	Just don't approve any busing puhleeze! And no townhomes or apts!	9/7/2021 7:54 PM
2	store fronts really need a face lift so they are not run down. I love shopping in the stores but one in particular is an eyesore and dangerous to even go into.	8/30/2021 2:43 PM
3	Residents love their animals, we need a dog park somewhere nearby.	8/30/2021 12:46 PM
4	Please NO Golfcarts!	8/30/2021 12:03 PM
5	I would love to see the traffic permanently diverted from downtown.	8/30/2021 10:44 AM
6	We moved from Villa Rica last March 2021 for health reasons, now that everything is alright we are planning to return next April 2022. Congratulations with these plans and keep the good work.	8/27/2021 10:22 AM
7	More art!	8/27/2021 12:54 AM
8	Everything looks amazi	8/26/2021 6:31 PM
9	I'm assuming this will be considered, put traffic flow and parking (on 78 downtown) tends to cause me to go out of my way to skip downtown. At the least, turn arrows need to be implemented.	8/26/2021 11:43 AM

BIG IDEAS WORKSHOP SUMMARY

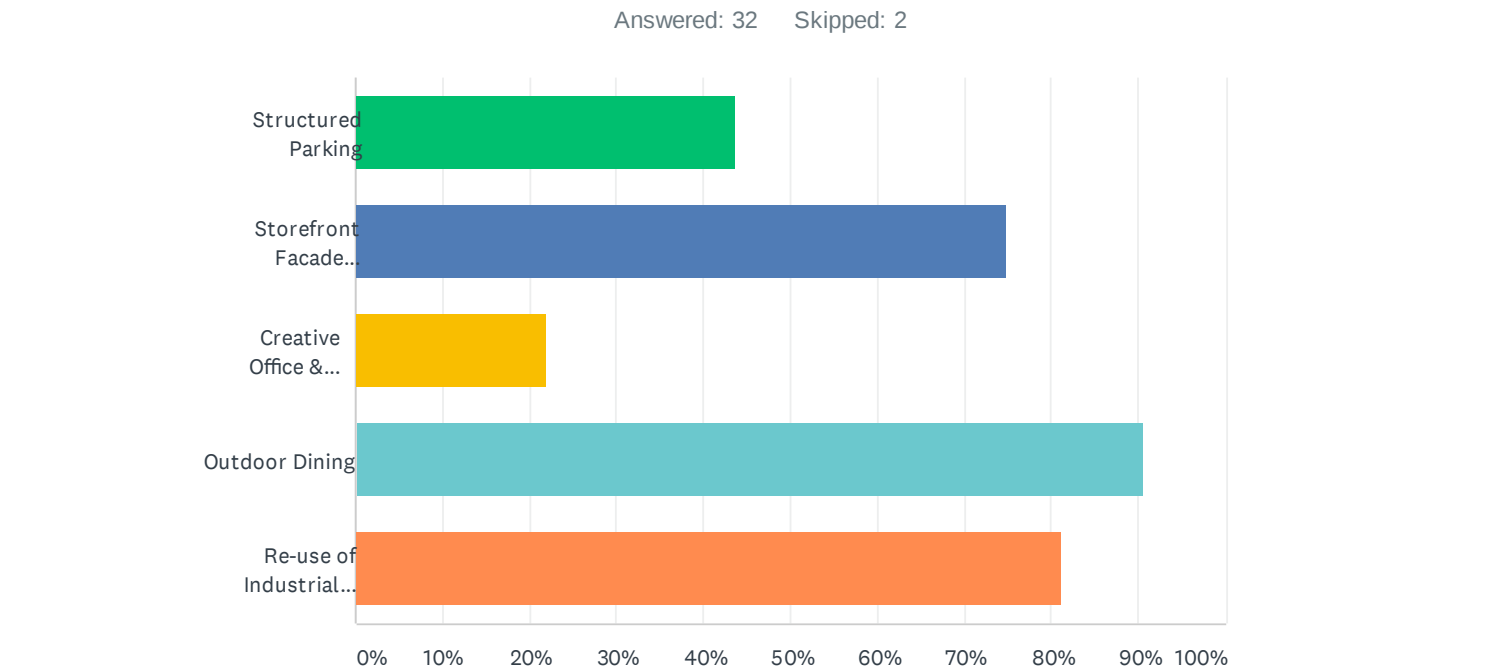
ONLINE SURVEY RESULTS

Q5 Let us know what community and economic development character images you're most excited about! (Select all that apply) PART ONE



ANSWER CHOICES	RESPONSES	
Unique & Local Businesses	87.50%	28
Context-sensitive Commercial Infill	40.63%	13
Ample Outdoor Communal Space	65.63%	21
Mixed Use Gateway Redevelopment	43.75%	14
Townhomes	25.00%	8
Total Respondents: 32		

Q6 Let us know what community and economic development character images you're most excited about! (Select all that apply) PART TWO



ANSWER CHOICES	RESPONSES	
Structured Parking	43.75%	14
Storefront Facade Improvements	75.00%	24
Creative Office & Coworking	21.88%	7
Outdoor Dining	90.63%	29
Re-use of Industrial Buildings	81.25%	26
Total Respondents: 32		

ONLINE SURVEY RESULTS

Q7 Share any general thoughts you have on the community & economic development ideas for Downtown below!

Answered: 4 Skipped: 30

#	RESPONSES	DATE
1	would like to see more available parking that does not limit downtown	9/4/2021 7:33 AM
2	Needs to be affordable for all	8/29/2021 11:45 AM
3	Maybe a 55+ community.	8/26/2021 6:31 PM
4	Get rid of junk stores, tattoo parlors, vape shops, resale clothing stores. Encourage “fine” dining, unique restaurants, artistic and creative shops. Get rid of the eyesores like old gas station or get it renovated! encourage pet friendly restaurants. Allow pets in these walkable areas. Add plants flowers and streetscapes that are tolerant of heat and sun- add trees to shade sidewalks	8/26/2021 10:46 AM

Q8 Gold Miners Green envisions a new signature public space in the heart of Downtown Villa Rica. Explore the concept above and let us know what you're most excited about!

Answered: 7 Skipped: 27

#	RESPONSES	DATE
1	this is beautiful and with business beautifications Villa Rica will grow in leaps and bounds	8/30/2021 2:43 PM
2	The grove	8/30/2021 12:03 PM
3	Where is this. What would it displace. What are the existing buildings and streets	8/30/2021 10:44 AM
4	This whole idea is amazing and cleans up downtown to make it such a wonderful family friendly experience. If this proceeds, I will finally start going downtown Villa Rica instead of traveling to Carrollton's downtown to experience a more family friendly atmosphere	8/27/2021 10:13 AM
5	Everything! This would be a Villa Rica dream come true!	8/26/2021 6:31 PM
6	Looks great except for the splash pad. That shouldn't be in the heart of down town	8/26/2021 3:46 PM
7	I love it!	8/26/2021 11:43 AM

ONLINE SURVEY RESULTS

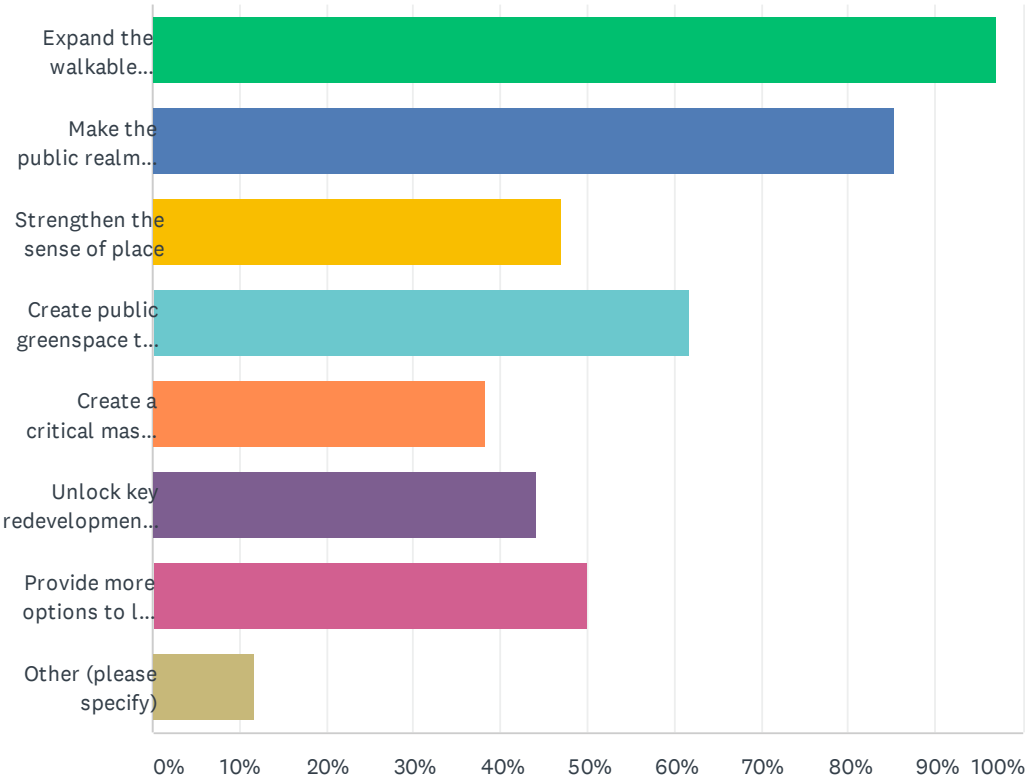
Q9 Butterball Junction envisions a signature public space west of the railroad tracks. Explore the concept above and let us know what you're most excited about!

Answered: 5 Skipped: 29

#	RESPONSES	DATE
1	yes what is an eyesore will be awesome and I feel businesses beyond there will reopen and become better also	8/30/2021 2:43 PM
2	Native Landscapes and garden	8/30/2021 12:03 PM
3	It would help if you'd name the streets and existing buildings	8/30/2021 10:44 AM
4	Love the amount of green space and pedestrian walkways	8/27/2021 10:13 AM
5	This will be an amazing area. For young and old.	8/26/2021 6:31 PM

Q10 Which aspirations are most important to creating a livable and vibrant Downtown? Select all that apply.

Answered: 34 Skipped: 0



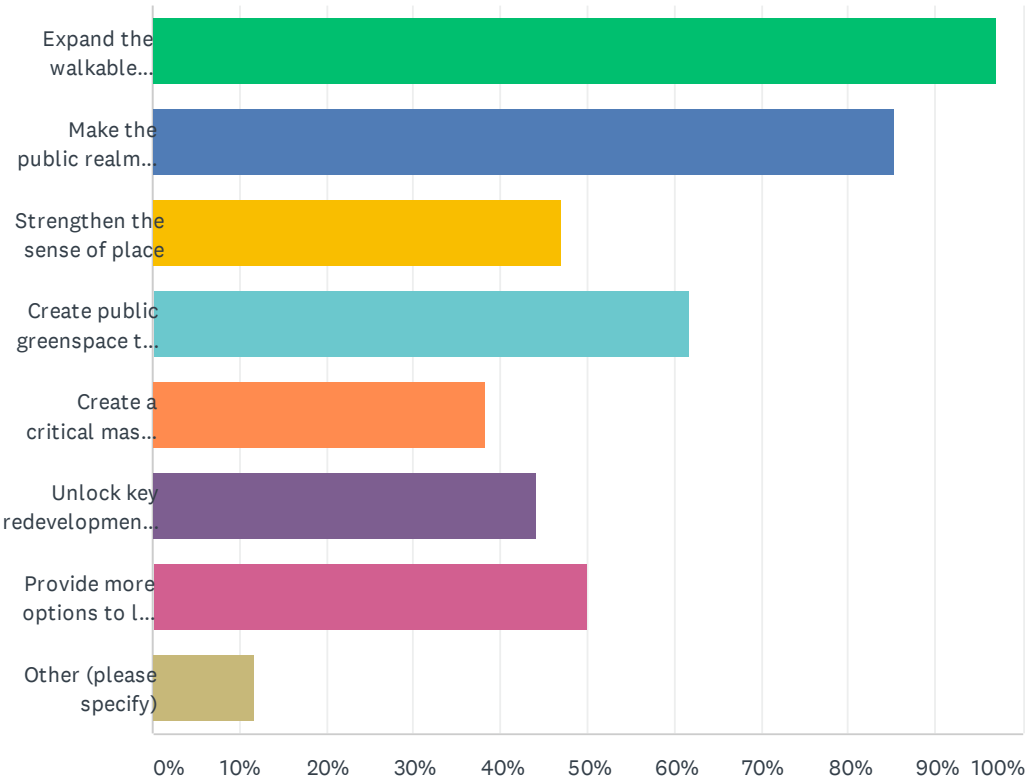
ANSWER CHOICES	RESPONSES	
Expand the walkable Downtown district	97.06%	33
Make the public realm beautiful and safe	85.29%	29
Strengthen the sense of place	47.06%	16
Create public greenspace to anchor business activity & community life	61.76%	21
Create a critical mass of retail/commercial activity	38.24%	13
Unlock key redevelopment sites	44.12%	15
Provide more options to live & work Downtown.	50.00%	17
Other (please specify)	11.76%	4
Total Respondents: 34		

BIG IDEAS WORKSHOP SUMMARY

ONLINE SURVEY RESULTS

Q10 Which aspirations are most important to creating a livable and vibrant Downtown? Select all that apply.

Answered: 34 Skipped: 0



#	OTHER (PLEASE SPECIFY)	DATE
1	making it feel safe one street over is a woman's nightmare. If it does not look safe it is not.	8/30/2021 2:43 PM
2	Strengthen police force, the area will need it.	8/30/2021 11:21 AM
3	All with the Magic of Villa Rica.	8/27/2021 10:22 AM

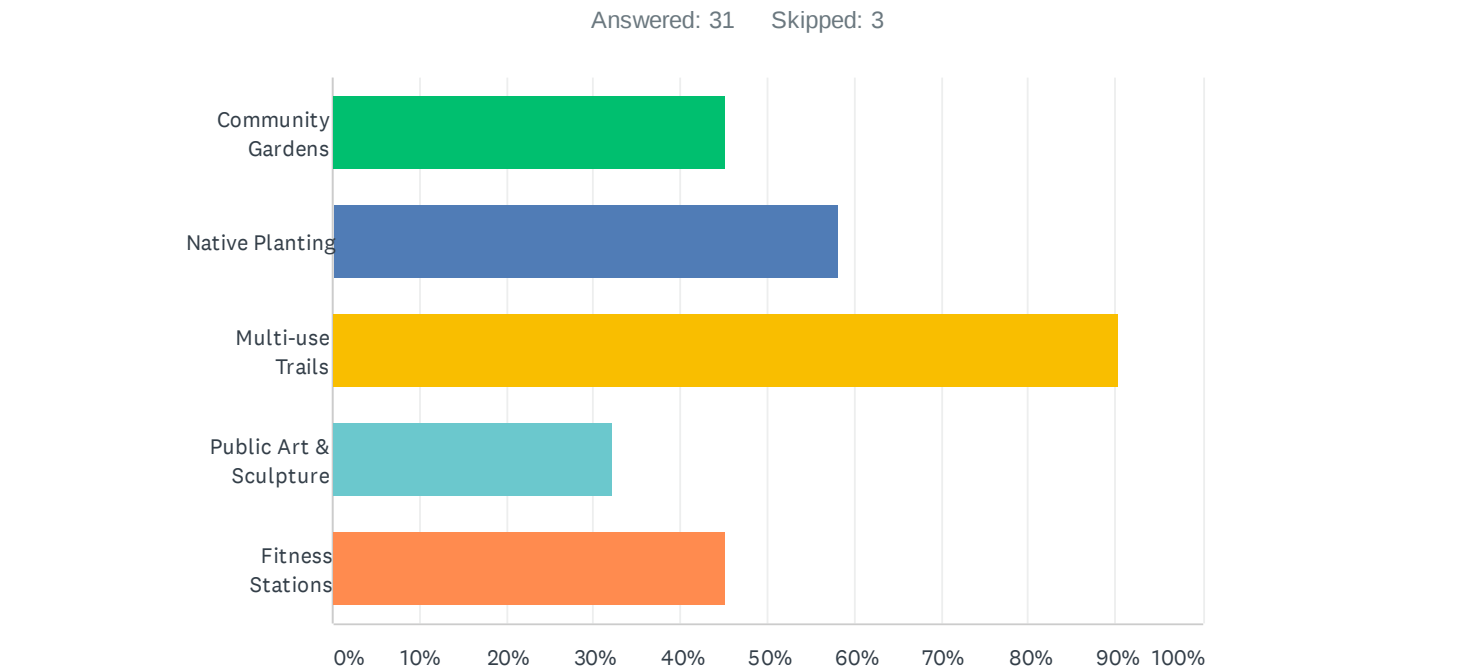
Q11 Share any general thoughts you have on the ideas for Downtown!

Answered: 5 Skipped: 29

#	RESPONSES	DATE
1	Would love a community dog park!	9/7/2021 9:16 PM
2	Just don't turn Villa Rica into Douglasville. I do like the idea of supporting local downtown storefronts, local businesses.	9/7/2021 7:54 PM
3	I am very excited. This is a great little town it has lost it's luster and can be beautiful and profitable for businesses and people also	8/30/2021 2:43 PM
4	This concept is amazing!	8/27/2021 10:13 AM
5	Everything looks great!	8/26/2021 11:43 AM

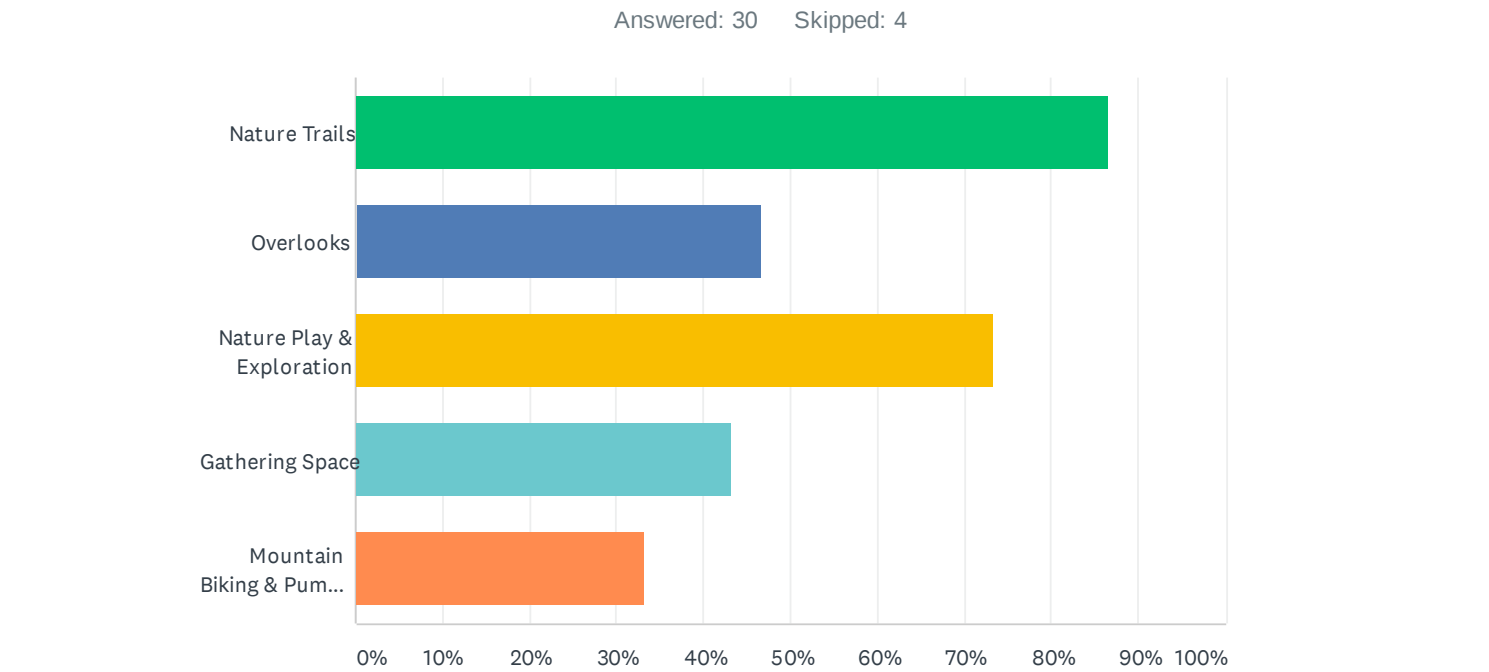
ONLINE SURVEY RESULTS

Q12 Let us know what public realm and transportation character images you're most excited about! (Select all that apply) PART ONE



ANSWER CHOICES	RESPONSES	
Community Gardens	45.16%	14
Native Planting	58.06%	18
Multi-use Trails	90.32%	28
Public Art & Sculpture	32.26%	10
Fitness Stations	45.16%	14
Total Respondents: 31		

Q13 Let us know what public realm and transportation character images you're most excited about! (Select all that apply) PART TWO



ANSWER CHOICES	RESPONSES	
Nature Trails	86.67%	26
Overlooks	46.67%	14
Nature Play & Exploration	73.33%	22
Gathering Space	43.33%	13
Mountain Biking & Pump Tracks	33.33%	10
Total Respondents: 30		

BIG IDEAS WORKSHOP SUMMARY

ONLINE SURVEY RESULTS

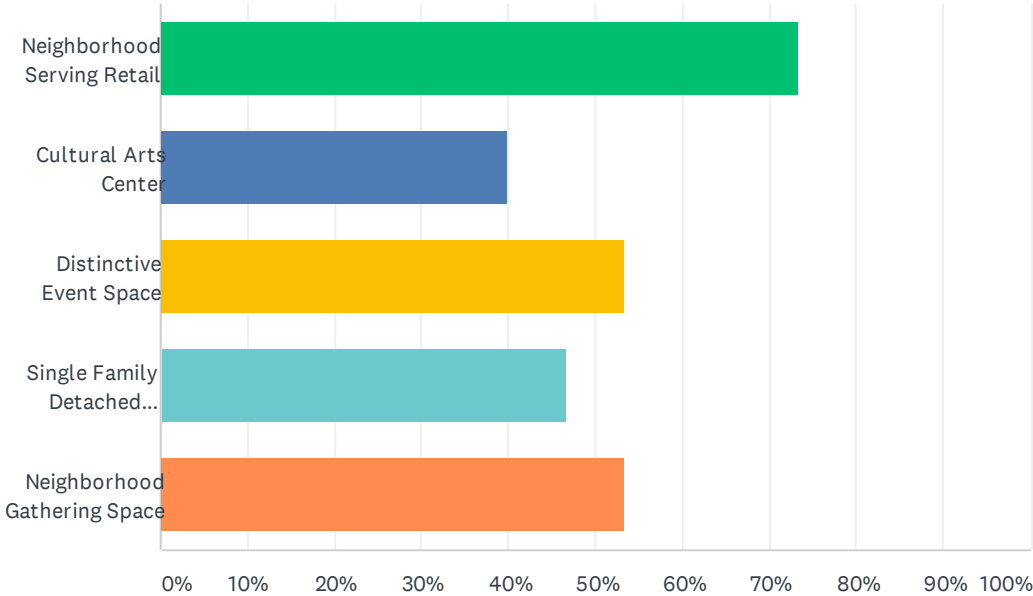
Q14 Share any general thoughts you have on the public realm & transportation ideas for Fullerville below!

Answered: 2 Skipped: 32

#	RESPONSES	DATE
1	this can be an awesome space. Already small houses are being remodeled. Those old businesses could be used for commercial or residential or torn down and something better.Right now it is just a sad space. Great park.	8/30/2021 2:43 PM
2	Love the ideas, pls remember the 55+ crowd, and handicapped.	8/26/2021 6:31 PM

Q15 Let us know what community and economic development character images you're most excited about! (Select all that apply) PART ONE

Answered: 30 Skipped: 4

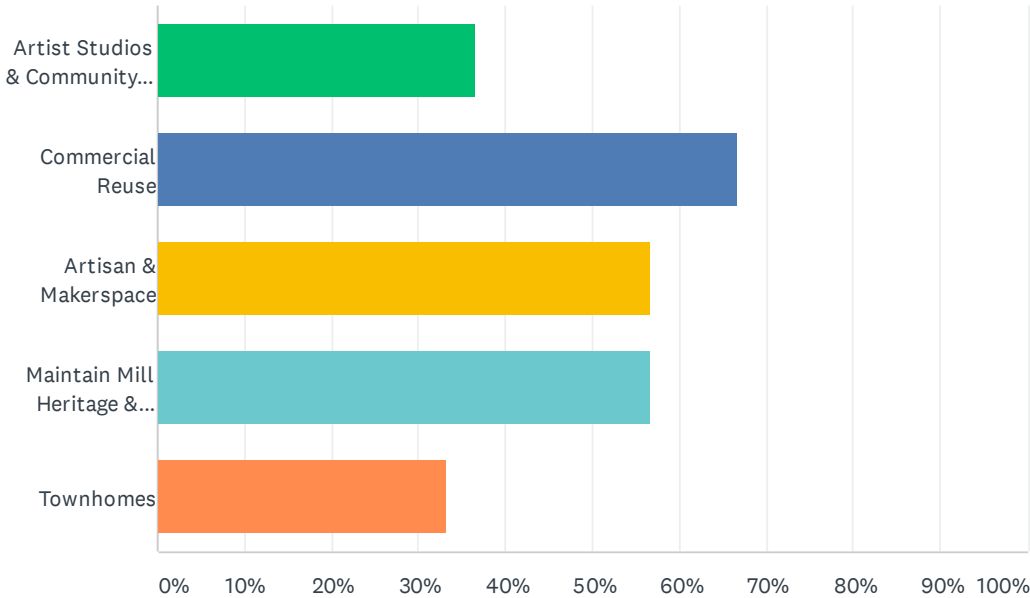


ANSWER CHOICES	RESPONSES	
Neighborhood Serving Retail	73.33%	22
Cultural Arts Center	40.00%	12
Distinctive Event Space	53.33%	16
Single Family Detached Residential	46.67%	14
Neighborhood Gathering Space	53.33%	16
Total Respondents: 30		

ONLINE SURVEY RESULTS

Q16 Let us know what community and economic development character images you're most excited about! (Select all that apply) PART TWO

Answered: 30 Skipped: 4



ANSWER CHOICES	RESPONSES	
Artist Studios & Community Space	36.67%	11
Commercial Reuse	66.67%	20
Artisan & Makerspace	56.67%	17
Maintain Mill Heritage & Character	56.67%	17
Townhomes	33.33%	10
Total Respondents: 30		

Q17 Share any general thoughts you have on the community & economic development ideas for Fullerville below!

Answered: 6 Skipped: 28

#	RESPONSES	DATE
1	Thumbs-down for any further residential	9/7/2021 7:54 PM
2	I would love to see and art cultural center. Activities for kids indoors this is an awesome idea	8/30/2021 2:43 PM
3	This area is riddled, seriously, with drug users. Mental health and police force must be addressed.	8/30/2021 11:21 AM
4	As long as we're not pushing out residents to make way for business. This looks very yuppie and gentrified. Want to make sure the city is also focusing on protecting low income residents, thinking about HEALTHY FOOD options for our citizens, investing funds in resources for our citizens.	8/29/2021 11:45 AM
5	I love all the ideas	8/27/2021 12:54 AM
6	Love the idea that we will keep our historic areas incorporated into the new design.	8/26/2021 6:31 PM

ONLINE SURVEY RESULTS

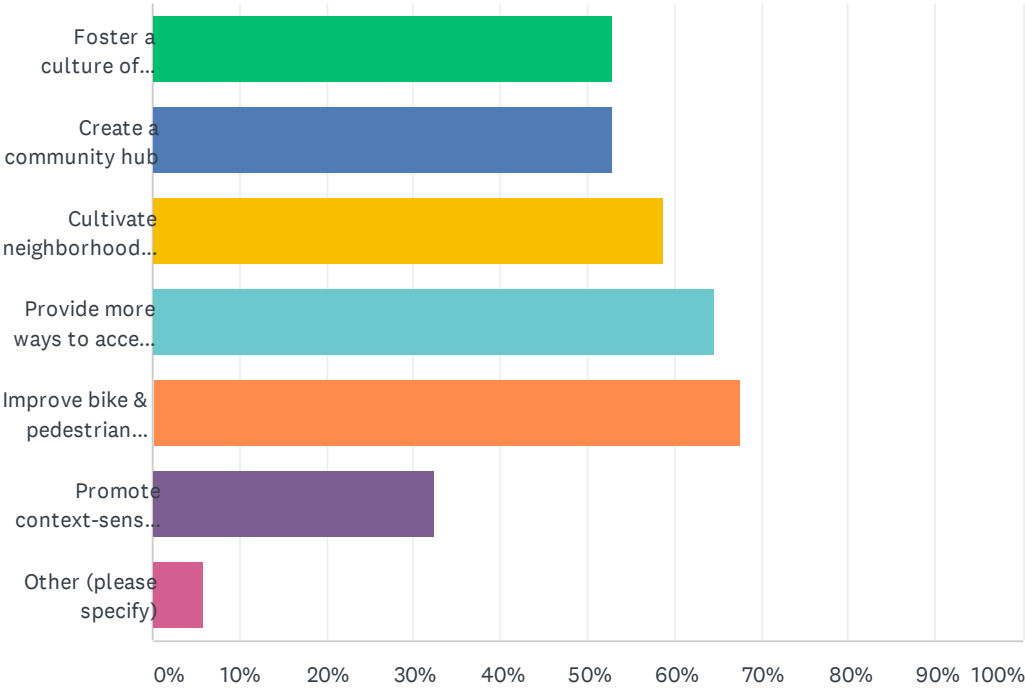
Q18 Share any general thoughts you have on the ideas for Fullerville!

Answered: 2 Skipped: 32

#	RESPONSES	DATE
1	It can be awesome some people are already trying	8/30/2021 2:43 PM
2	Great ideas.	8/26/2021 6:31 PM

Q19 Which aspirations are most important to creating a livable and vibrant Fullerville? Select all that apply.

Answered: 34 Skipped: 0



ANSWER CHOICES	RESPONSES
Foster a culture of creativity & entrepreneurship	52.94% 18
Create a community hub	52.94% 18
Cultivate neighborhood serving retail	58.82% 20
Provide more ways to access & experience nature	64.71% 22
Improve bike & pedestrian connectivity	67.65% 23
Promote context-sensitive redevelopment	32.35% 11
Other (please specify)	5.88% 2
Total Respondents: 34	

#	OTHER (PLEASE SPECIFY)	DATE
1	Villa Rica and his People is the best place to live.	8/27/2021 10:22 AM
2	None	8/26/2021 10:46 AM

ONLINE SURVEY RESULTS

Q20 Thanks for your participation! If you would like to receive email updates about the Villa Rica LCI Plan please fill out the contact form below.

Answered: 20 Skipped: 14

#	NAME	EMAIL ADDRESS	DATE
1	James fowler	fowlerjames1122@gmail.com	9/11/2021 11:02 AM
2	Amy Brown	amy@amybrown.biz	9/8/2021 9:14 AM
3	DeAndre Davison Marshall	deandredmarshall@yahoo.com	9/7/2021 8:03 PM
4	Glyn Earnhart	glynearnhart@gmail.com	9/7/2021 7:54 PM
5	Karen Holdridge	karen.holdridge@yahoo.com	9/4/2021 7:33 AM
6	Janet Chumley	jchumley@villarica.org	9/1/2021 9:13 AM
7	Robert White	RW30180@BELLSOUTH.NET	8/30/2021 3:20 PM
8	L Roberts	quilts1955@bellsouth.net	8/30/2021 2:43 PM
9	Myra L Williams	Myra@MyraLWilliams.com	8/30/2021 12:46 PM
10	K Thomas	amamaof4@bellsouth.net	8/30/2021 10:44 AM
11	Tamara Stephens	tstephens0406@gmail.com	8/30/2021 10:34 AM
12	Michelle Morgan	mmorgan@carrollcountyga.com	8/27/2021 2:56 PM
13	Reinaldo Aponte	aponter@me.com	8/27/2021 10:22 AM
14	Rachel Marie Storck	rmzuehl@gmail.com	8/27/2021 10:13 AM
15	Jeff Ayers	wjeffa10@gmail.com	8/27/2021 12:54 AM
16	Angie Gowan	ANGIE.GOWAN10@GMAIL.COM	8/26/2021 9:14 PM
17	Michele	shellyp0615@gmail.com	8/26/2021 6:31 PM
18	Julian	julian.vanhorn@gmail.com	8/26/2021 3:46 PM
19	Kadee draper	kadeedraper@yahoo.com	8/26/2021 3:43 PM
20	Brandy Mcclain	wbmcclain9@gmail.com	8/26/2021 1:11 PM



FOCUS GROUP SIGN-IN SHEETS

CITY OF VILLA RICA LIVABLE CENTERS INITIATIVE STUDY

MAY 10 & 13, 2021



City of Villa Rica Livable Centers Initiative Study

Downtown Stakeholders Focus Group
Zoom
May 10, 2021
12:00pm to 1:00pm

Attendees

- *City of Villa Rica*
 - Chris Montesinos
 - Janet Chumley
- *Consultant Team*
 - Donald Zellefrow
 - Addie Weber
 - Meghan McMullen
- *Downtown Stakeholders*
 - Melissa Garrett
 - Michael Rickman
 - Hunter Sims
 - Tina Lovvorn
 - Carl Peabody

Agenda

1. Approach & Process

- a. Team Introduction
- b. Approach
- c. Project Schedule

2. Analysis & Engagement

- a. Previous Planning Studies
- b. Field Work
- c. Existing Conditions
- d. Engagement Summary

3. Discussion

- a. Major Themes
 - i. Freight traffic (heavy trucks, & trains) negatively impact the character, quality of experience, and safety Downtown. Their speed and frequency coupled with the lack of adequate pedestrian infrastructure contribute to the feeling of a bifurcated downtown.
 - ii. The lack of comfortable, safe, and friendly pedestrian and bicycle infrastructure contribute to a culture of driving from destination to destination downtown. Elevated/expanded pedestrian infrastructure and legible wayfinding could go a long way in fostering a “park once, walk everywhere” mentality.
 - iii. The development of the Gold Nugget Trail system will help improve mobility options downtown and reduce the number of visitors traveling by personal automobile while also spurring economic development.
 - iv. Provide more options to live, work and play downtown. Improve the diversity of businesses and the diversity of patrons.

City of Villa Rica Livable Centers Initiative Study

Fullerville Stakeholders Focus Group
Zoom
May 13, 2021
12:00pm to 1:00pm

Attendees

- *City of Villa Rica*
 - Chris Montesinos
 - Janet Chumley
- *Consultant Team*
 - Donald Zellefrow
 - Meghan McMullen
- *Fullerville Stakeholders*
 - Gail Sheehan
 - Regina Patrick
 - Sims Acuff
 - Carmen Rodriguez

Agenda

1. Approach & Process

- a. Team Introduction
- b. Approach
- c. Project Schedule

2. Analysis & Engagement

- a. Previous Planning Studies
- b. Field Work
- c. Existing Conditions
- d. Engagement Summary

3. Discussion

- a. Major Themes
 - i. Desire for strategies to improve the visual appearance of blighted/disinvested properties within the district. Improved code enforcement offered as a potential solution.
 - ii. Strong desire for strategies to make walking around Fullerville safe, friendly, and fun. This includes the development of sidewalks, trails, and neighborhood-oriented businesses to draw people out of their car.
 - iii. Gold Nugget Trail presented as an opportunity to connect the area to the greater Downtown area and spur redevelopment of the industrial properties along its route. Paris on Ponce and Krog Street Market offered as benchmarks for the character and quality of redevelopment.
 - iv. Lean on the sense place in Fullerville as inspiration for what comes next. Use art and storytelling to highlight the unique mill history and attract businesses and institutions that complement the Fullerville feel.
 - v. Explore opportunities to improve the recreational offerings in the neighborhood. Potential for a community recreation center with swimming,

PLAN PREPARED BY

MKSK + TOOLE + bae



VILLA RICA

LIVABLE CENTERS INITIATIVE STUDY

FALL 2021 | CITY OF VILLA RICA, GA
APPENDIX | TRANSPORTATION MEMORANDUM



THIS PAGE LEFT INTENTIONALLY BLANK

The high-level feasibility of two potential new streets and alternative rail crossing options were studied to inform the development of the Downtown Villa Rica Livable Centers Initiative (LCI) concept plan. These analyses were based on the available GIS information on existing conditions and a full survey of the site was not available. They are for planning purposes only and should not be used for final design. Further analysis and engineering design are necessary prior to implementing any of the recommendations contained herein.

Grading Analysis for New Streets

A grading analysis of two of the proposed new streets in the draft concept—the Cheeves Street extension and the new Maple Street connection—was requested to determine feasibility. A map of the area topography (Figure 1) and the anticipated road profiles (Figure 2) for each street with the current topography are illustrated on the following pages.

Existing Conditions

Cheeves Street: Main Street to US-78

The elevation of the existing portion of Cheeves Street rises nearly 15 feet from West Church Street to just north of Main Street. The grades are generally between 6% and 8.5%, which creates an accessibility challenge for many non-motorized users. The proposed extension of Cheeves Street should be able to continue to gently slope toward US-78, with grades typically less than 5%; a condition that is desirable for an accessibility standpoint. As the proposed Cheeves Street extension wraps around the gas station site, the road becomes steep at nearly 9%. This steep condition extends into the infill site and partially into the gas station site.

Maple Street: West Montgomery Street to US-78

The proposed Maple Street extension features relatively gentle grades beginning at West Montgomery Street, with running slopes typically less than 5%. As Maple Street would bend south to meet US-78, the existing grade exceeds 10%, which is a very challenging environment for non-motorized users. The AASHTO Green Book recommends streets in commercial areas have grades of less than 8%. The presence of existing businesses with parking lots and mature trees between the current Maple Street and US-78 could require the City to acquire additional ROW to have enough space to regrade the roadway corridor so that the severity of the slope can be reduced.

Achieving Feasible Slopes

The proposed extensions for Cheeves Street and Maple Street both feature existing slopes that become steeper as each street approaches US-78. Figure 3 shows an example of how the street and adjacent infill site could be graded to bring the slopes of both streets under 6%. Achieving these slopes would make the street and sidewalks easier to use and would fall within the AASHTO Green Books' recommended range for commercial streets. A significant amount of cut would be required near each street's intersection with US-78 to achieve a gentler slope for both streets. The excess soil could be used as fill for the Gateway Redevelopment site, which will likely require significant earthwork to prepare the site for mixed-use development and the parking lot that would front Maple Street.

Figure 1. New Streets Grading Analysis Map – Current Topography



Figure 2. New Streets Grading Analysis Road Profiles – Current Topography

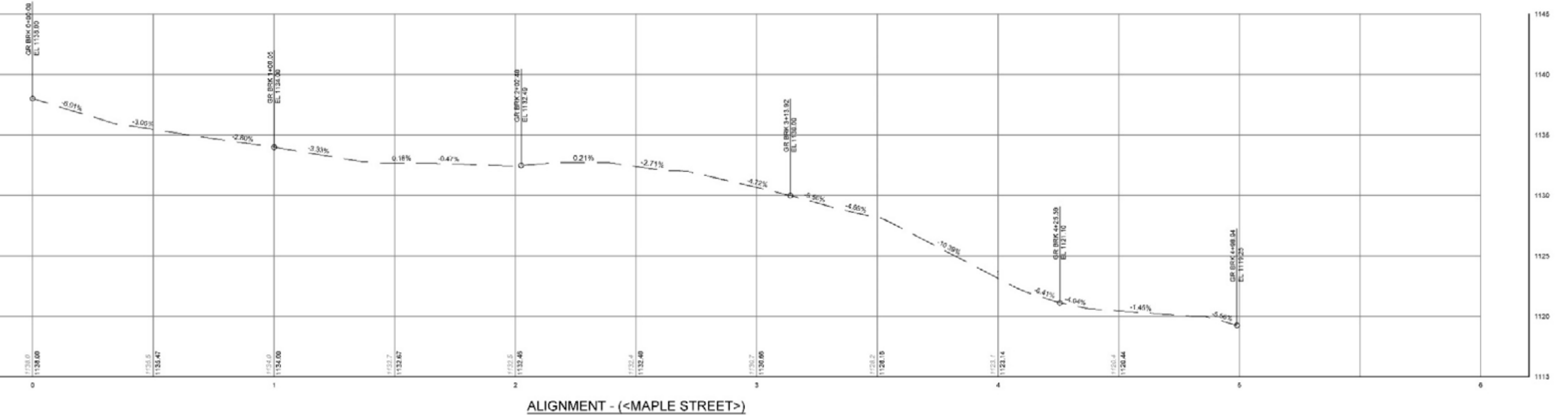
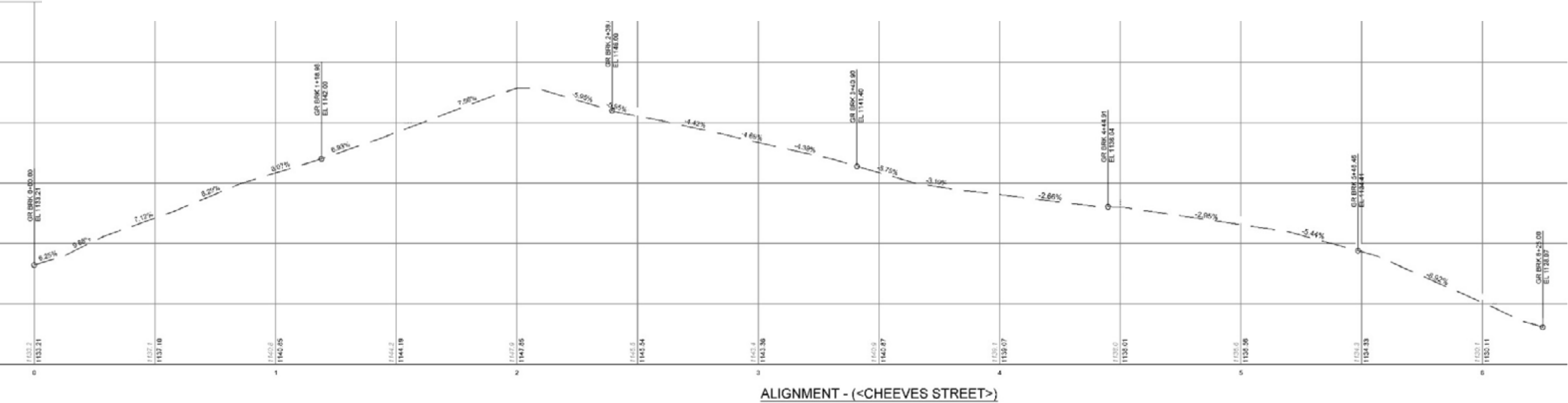


Figure 3. Proposed ADA-compliant Grading



GRADING EXHIBIT: MAPLE AVE + CHEEVES ST

Information contained in this document is for planning purposes and should not be used for final design of any project. All results, recommendations, concept drawings, cost opinions, and commentary contained herein are based on limited data and information and on existing conditions that are subject to change. Further analysis and engineering design are necessary prior to implementing any of the recommendations contained herein.

Rail Crossing Options

Existing Conditions

The Norfolk Southern rail line that traverses Downtown Villa Rica is frequently used and presents a barrier to non-motorized users who desire to cross from one side of town to another. The current at-grade crossing at S. Candler Street is not ADA compliant, as it features seven steps and a steep path up to the railbed from West Bankhead Highway. As the vision for Downtown Villa Rica evolves, there are several options to provide a better crossing experience for pedestrians, bicyclists, and other users that also helps unify the Downtown. One option is to consider an alternative rail crossing design, such as a pedestrian underpass beneath the rail line. Another option is to consider an alternative crossing location that would work more favorably with either an at-grade or pedestrian underpass design. Each option presents opportunities, challenges, and potential costs that should be balanced against the City’s other goals for Downtown.

Advantages of At-Grade Crossings

At-grade crossings have several advantages when compared to pedestrian underpasses. Studies have shown that at-grade crossings are generally preferred by pedestrians if it takes the same amount of time to cross at street level as it does to cross through an underpass. At-grade crossings are also generally more cost-effective than pedestrian tunnels as standalone projects.

For pedestrian underpasses, lighting, the potential for vandalism, and maintaining safety and security are major concerns. Drainage is another concern, as underpasses are natural low points. If the drainage system is improperly designed or not regularly maintained, the resulting problems can make the underpass unusable.

Advantages of Pedestrian Underpasses

The first and perhaps most obvious advantage of a pedestrian underpass is achieving a clear separation of users. An underpass would provide a safe, uninterrupted route that does not conflict with an active train line. Underpasses would also likely provide a greater degree of accessibility to wheelchair users, bicyclists, and other people who may be discouraged from the grade change and ramps required for an at-grade crossing. Pedestrian underpasses can be designed to feel open and inviting. Innovative lighting and public art installations can contribute toward this goal.

Common Challenges

There are challenges associated with both types of rail crossing designs. Chief among these concerns is the required stakeholder coordination. Railroad companies may not have the desire to negotiate about improving the surrounding transportation network for all users. They may also have concerns about service interruptions from construction activities. These hesitations can lead to a lack of responsiveness on the part of the railroad company and can extend project timelines by months or years.

Accessibility is also a challenge for both at-grade crossings and pedestrian underpasses. Space between the rail and US-78 is relatively constrained, and the rail sits around 5-6 feet above the surface of the adjacent roadway. For at-grade crossings, the challenge is designing an accessible ramp that minimizes the number of required switchbacks for users. For pedestrian underpasses, the best practice is to design a straight ramp that does not include switchbacks to make it easier for police to monitor the underpass from the street. Because the space between the street and the rail is so constrained, providing an accessible ramp to the underpass may not be technically feasible in some locations.

Three potential rail crossing options were considered:

- Enhanced at-grade crossing at Candler Street
- New pedestrian underpass at Candler Street
- New pedestrian underpass at Westview Drive

Enhanced At-Grade Crossing at Candler Street

Opportunities:

- **Location** – Upgrading the crossing at this location preserves the already-established circulation pattern.

Potential Challenges:

- **Accessibility** - the railbed appears to be at least 5-6 feet above W. Bankhead Highway / US 78. At a minimum, 70 linear feet or more would be required for ramps and landings and would likely involve switchbacks. The long ramp lengths and switchbacks may discourage use by wheelchair users and bicyclists.
- **Fencing and Aesthetics** – If the City and Norfolk Southern want to channelize where pedestrians and bicyclists cross the tracks, fencing can be used to discourage uncontrolled crossings of the rail line. However, the presence of fencing can also detract from the goal of making Downtown Villa Rica feel like a cohesive space.

A potential concept for an enhanced at-grade rail crossing that improves safety and accessibility is illustrated in Figure 4. A generous landing space at the top and bottom of the ramp and stairs accommodates users of all ages and abilities. Each leg of the ramp is maximized at a 8.3% running slope to minimize the distance required to traverse the ramp. If desired, the middle landing could be converted into a shorter ramp run that could allow for all ramp segments to have a gentler slope. Detectable warnings mark the edge of the rail crossing. Additional safety measures could be included in the final design of the at-grade crossing, such as gate arms or fencing to channel pedestrian flow patterns, but are not shown in this concept sketch. The accessible ramp is proposed east of the Candler Street centerline to avoid disruption to the aesthetic potential of the viewshed from Candler Street looking north/northeast.

Figure 4. At-grade Rail Crossing Concept



KEY MAP: DOWNTOWN VILLA RICA

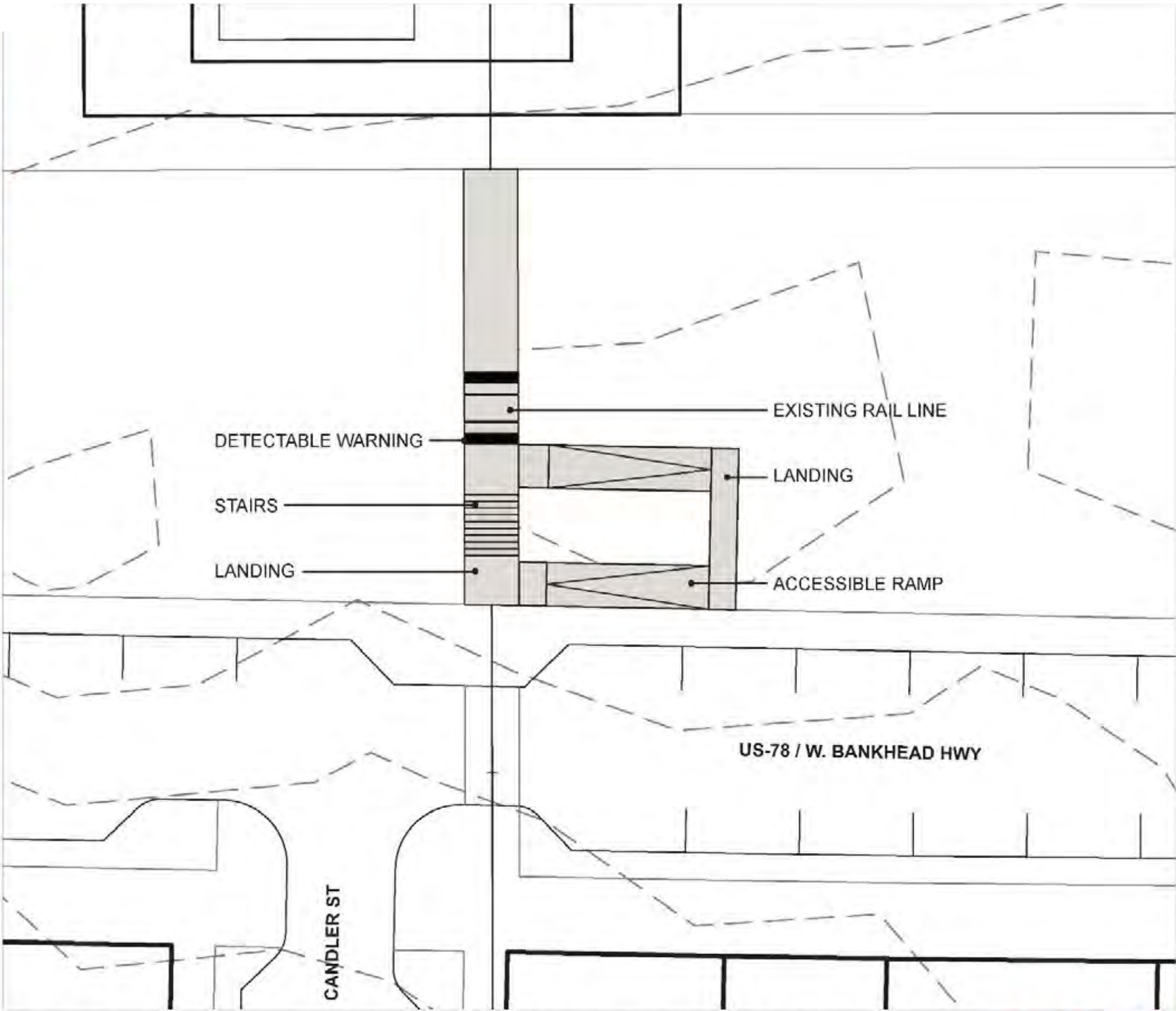
The above key map shows the vision plan for Downtown Villa Rica. The box above shows the study area for the proposed at-grade crossing at Candler Street.

PLAN

CANDLER STREET AT-GRADE CROSSING

The concept at right shows how the at-grade crossing of the existing rail line could be made safer and more accessible. A generous landing space at the top and bottom of the ramp and stairs accommodates users of all ages and abilities. Each leg of the ramp is maximized at an 8.3% running slope to minimize the distance required to traverse the ramp. If desired, the middle landing could be converted into a shorter ramp run that could allow for all ramp segments to have a gentler slope. Detectable warnings mark the edge of the rail crossing. Additional safety measures could be included in the final design of the at-grade crossing, such as gate arms or fencing to channel pedestrian flow patterns, but they are not shown in this concept sketch. The accessible ramp was located east of the Candler Street center line to avoid disruption the aesthetic potential of the viewshed from Candler Street looking north/northeast.

AT-GRADE CROSSING EXHIBIT: CANDLER ST



Information contained in this document is for planning purposes and should not be used for final design of any project. All results, recommendations, concept drawings, cost opinions, and commentary contained herein are based on limited data and information and on existing conditions that are subject to change. Further analysis and engineering design are necessary prior to implementing any of the recommendations contained herein.

THIS PAGE LEFT INTENTIONALLY BLANK

Pedestrian Underpass at Candler Street

Opportunities:

- **Location** – This location would be favorable for the existing businesses along US-78, as the proposed pedestrian underpass aligns with Candler Street and would bisect the heart of downtown.

Potential Challenges:

- **Existing Grade** – an initial concept diagram shows that there is likely not enough horizontal space to provide an ADA accessible pedestrian underpass at this location without significantly lowering the elevation of the US-78 roadway.

Pedestrian Underpass at Westview Drive

Opportunities

- **Existing Grade** – an initial concept diagram shows that an ADA accessible pedestrian underpass may be feasible at this location. *Additional study would be needed by a structural engineer to determine the full structural design required to support the active rail line.*
- **Location & Public Art** – the pedestrian underpass would create an opportunity for unique lighting and/or other artistic opportunities that makes the tunnel feel safe and inviting for users.

Potential Challenges:

- **Constructability** – the ramp to the underpass would likely need to be maximized close to an 8.3% slope to ensure accessibility. This leaves contractors little room for error, as site conditions may vary from the survey.
- **User Comfort** – to provide an accessible ramp from US-78 to the underpass, the tunnel’s ceiling height was set to 8 feet, which is the minimum recommended height. This is a relatively low height in an underground space and may make users feel slightly uncomfortable.

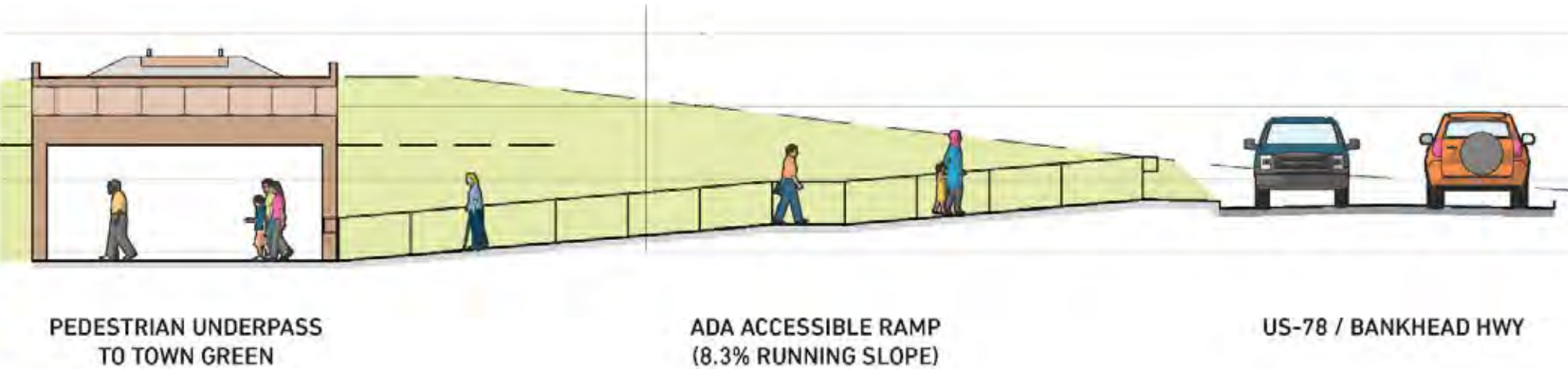
Figure 5 illustrates the conceptual sections for each of the pedestrian underpasses considered.

Figure 5. Pedestrian Rail Underpass Concepts



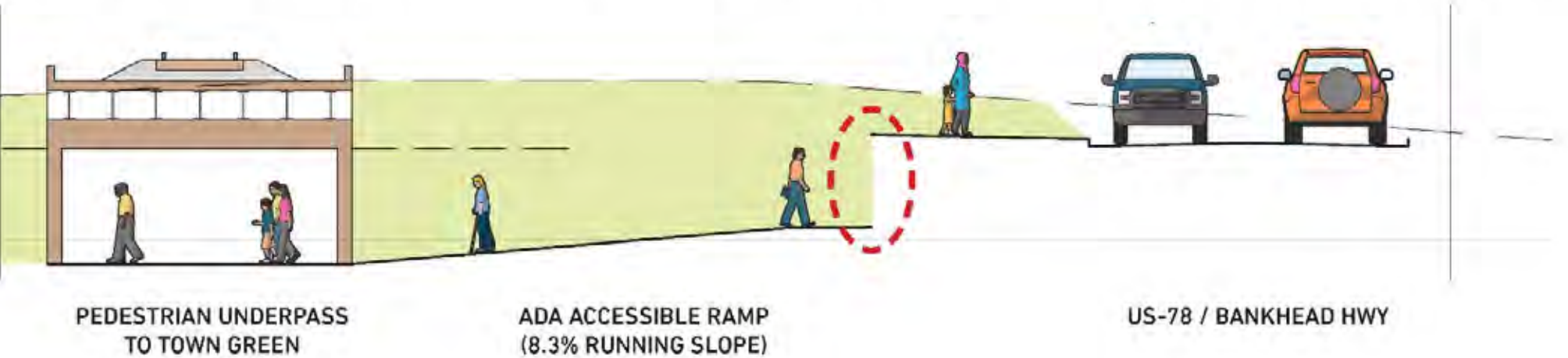
KEY MAP: DOWNTOWN VILLA RICA

The above key map shows the vision plan for Downtown Villa Rica. The location of the two illustrative section concepts shown at right are indicated by magenta section symbols on the plan.



SECTION WESTVIEW DRIVE UNDERPASS CONCEPT

Based on the existing contour information, a pedestrian underpass appears to be feasible if aligned along a north-south axis with Westview Drive. The feasibility of this concept depends on several assumptions. First, the slope of the accessible ramp must be maximized at 8.3%. This is not a best practice from a constructability standpoint, as it leaves no room for variations in the field. Second, the height of the pedestrian underpass is set at 8 feet high, which is the minimum recommended height. Third, the US-78 corridor may need to be regraded to a slightly lower elevation. The site will need to be assessed by an engineer in the next phase of work to determine the structural requirements for supporting the rail atop the underpass. If the structural member exceed two feet in height, then it may be difficult or impossible to provide an accessible ramp without significantly altering the roadway height.



SECTION CANDLER STREET UNDERPASS CONCEPT

A pedestrian underpass does not appear to be a feasible option at Candler Street. In the above concept, the existing US-78 roadway elevation remains at the approximate existing elevation, but the ramp to the pedestrian underpass would not be able to achieve the required change in vertical elevation without exceeding maximum accessible slopes. This inability to achieve the required vertical elevation change is noted by the dashed red oval, above.

PEDESTRIAN UNDERPASS EXHIBITS

Information contained in this document is for planning purposes and should not be used for final design of any project. All results, recommendations, concept drawings, cost opinions, and commentary contained herein are based on limited data and information and on existing conditions that are subject to change. Further analysis and engineering design are necessary prior to implementing any of the recommendations contained herein.

Sources

http://www.pedbikesafe.org/pedsafe/countermeasures_detail.cfm?CM_NUM=66

<https://www.enr.com/articles/12230-railroad-pedestrian-underpass-a-big-deal-for-unc-greensboro>

http://pedbikesafe.org/PEDSAFE/countermeasures_detail.cfm?CM_NUM=10

http://guide.saferoutesinfo.org/engineering/pedestrian_and_bicycle_bridges_and_tunnels.cfm

<https://ced.sog.unc.edu/pedestrian-tunnels-connecting-people-with-communities-part-ii/>

THIS PAGE LEFT INTENTIONALLY BLANK

PLAN PREPARED BY

MKSK + T'OOLE + bae



VILLA RICA

LIVABLE CENTERS INITIATIVE STUDY

FALL 2021 | CITY OF VILLA RICA, GA
APPENDIX | MARKET & HOUSING ANALYSIS REPORT



Table of Contents

INTRODUCTION.....1

 Purpose of the Market Analysis.....1

 Methodology1

 The Study Area2

DEMOGRAPHICS AND ECONOMIC CONDITIONS6

 Demographic Trends.....6

 Housing Characteristics..... 19

 Housing Affordability 25

REAL ESTATE MARKET CONDITIONS32

 For-Sale Housing Market 32

 Rental Housing Market 36

 Retail Market 40

 Office Market 47

 Industrial and Flex Market..... 49

RESIDUAL DEMAND PROJECTIONS52

 Current Unmet Demand/Excess Supply 52

 Development Pipeline Supply..... 54

 Population, Housing, and Employment Projections..... 56

 Residual Demand..... 60

 Summary of Residual Demand in Villa Rica 64

APPENDIX A: POPULATION AND HOUSEHOLD PROJECTIONS.....66

List of Tables

Table 1: Population and Households, 2000-2020 7

Table 2: Household Composition, 2010-2020 8

Table 3: Age Distribution, 2010-2020 10

Table 4: Race and Ethnicity, 2010-2020 11

Table 5: Income Distribution, 2020..... 12

Table 6: Educational Attainment, Population Age 25+, 2020 13

Table 7: Resident Employment by Industry, 2020 14

Table 8: Workers/Jobs by Industry, 2020..... 16

Table 9: Tapestry Segmentation, 2020..... 19

Table 10: Housing Unit Occupancy and Vacancy, 2010-2020..... 21

Table 11: Housing Tenure, 2010-2020 23

Table 12: Housing Units by Year Built, 2014-2018 Five-Year Estimates..... 24

Table 13: Units in Structure, 2014-2018 Five-Year Estimates 24

Table 14: Maximum Household Incomes by Income Category, Atlanta-Sandy Springs-Roswell HUD Metro Fair Market Rent Area, 2020..... 26

Table 15: Study Area Home Sale Price Distribution, January 2020 - December 2020 33

Table 16: Affordable Home Sale Prices with an FHA Mortgage, City of Villa Rica, 2021..... 36

Table 17: Multifamily Rental Housing Market Summary, Study Area, Q4 2020 38

Table 18: Affordable Rents, City of Villa Rica, 2021 39

Table 19: Retail Market Summary, Q4 2020..... 41

Table 20: Retail and Food Service Sales Comparison, 2017 44

Table 21: Per Capita Retail and Food Service Sales, Comparison Cities, 2017 45

Table 22: Change in Per Capita Retail and Food Service Sales, City of Villa Rica, 2012-2017 46

Table 23: Office Market Summary, Q4 2020..... 49

Table 24: Industrial and Flex Market Summary, Q4 2020 51

Table 25: Current Unmet Demand and Excess Supply, City of Villa Rica, 2020 54

Table 26: Housing Development Pipeline, City of Villa Rica, March 2021 55

Table 27: Retail and Office Development Pipelines, City of Villa Rica, March 2021 56

Table 28: Summary of Baseline ARC Population and Household Projections, City of Villa Rica58

Table 29: Calculation of Accelerated Population and Household Projections, City of Villa Rica59

Table 30: Employment Projections Through 2050..... 60

Table 31: Projected Residual Demand for Housing, City of Villa Rica, 2020-2050 61

Table 32: Projected Residual Demand for Retail and Food Service Space, City of Villa Rica, 2020-2050..... 63

Table 33: Projected Residual Demand for Office Space, City of Villa Rica, 2020-2050 64

Table 34: Residual Demand Projections, City of Villa Rica, 2020-2050 65

Table 35: Full Baseline Population and Household Projections Through 2050..... 67

Table 36: Full Accelerated Population and Household Projections Through 2050 68

List of Figures

Figure 1: Map of Study Area within City of Villa Rica 3

Figure 2: Map of Study Area..... 4

Figure 3: Map of Study Area Tract 5

Figure 4: Commute Times for Employed Residents, 2014-2018..... 17

Figure 5: Vacant Units by Type, Study Area Tract, 2015-2019 Five Year Estimates..... 22

Figure 6: Percent of Households with Low, Very Low, and Extremely Low Incomes, 2013-2017
Five-Year Estimates 27

Figure 7: Percent of Households with Moderate-to-Severe Housing Cost Burden, 2013-2017
Five-Year Estimates 30

Figure 8: Percent of Households with Moderate-to-Severe Housing Cost Burden by Income
Category, Study Area Tract, 2013-2017 Five-Year Estimates 31

Figure 9: Median Sale Price Trends, 2012-2020 35

THIS PAGE LEFT INTENTIONALLY BLANK

INTRODUCTION

Purpose of the Market Analysis

This Market Analysis evaluates demographic trends and real estate conditions for the City of Villa Rica to assess potential market support for a range of uses that could be viable within the City's Livable Centers Initiative (LCI) Study Area (Study Area). The findings presented in this Market Analysis will inform the broader Villa Rica LCI Study, a comprehensive planning effort intended to promote mixed-use development, revitalize Downtown Villa Rica, and catalyze economic development within the Study Area.

A carefully considered program of new development can help meet existing community needs and anticipate future demand as Villa Rica's position in the regional market shifts. This Market Analysis pays special attention to the housing needs of the Study Area's current population and the commercial space needs of those who wish to start or expand their business in the Study Area. It also considers how, bolstered by public investments in transportation improvements and placemaking, the Study Area could attract demand from those who may not have previously considered living or starting a business in the Study Area. Based on available forecasts and emerging trends, this Analysis projects the scale and types of development that may be market-supportable in the near term, as well as those that may be realized over the next decade or more.

Methodology

This report analyzes demographic and economic trends in the Study Area, as defined by the City. Demographic data are drawn from Esri Business Analyst, a private data vendor that derives estimates from the U.S. Census, American Community Survey, and other sources. Employment data are derived from Esri Business Analyst and the U.S. Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW) program. Future projections of population and employment were provided by the Atlanta Regional Commission (ARC). To place local trends in a broader context, this analysis compares the Study Area and the City of Villa Rica to Carroll and Douglas counties, the two counties in which Villa Rica is situated.

The real estate analysis provides an overview of market conditions in the Study Area and City of Villa Rica. Data are presented on existing inventory, lease rates, net absorption, and occupancy levels for residential, retail, and office properties. Information was obtained from private data vendors, including CoStar, ListSource, and Redfin. The City of Villa Rica also provided a list of planned and proposed real estate developments to illustrate the future supply of retail, office, and residential product in the Study Area and City. To understand retail sales and demand dynamics, this analysis draws data from the 2017 Economic Census and Esri Business Analyst.

The data reported in this Market Analysis was collected in January 2021 and reflects the most current information available from each source at that time.

Limiting Conditions

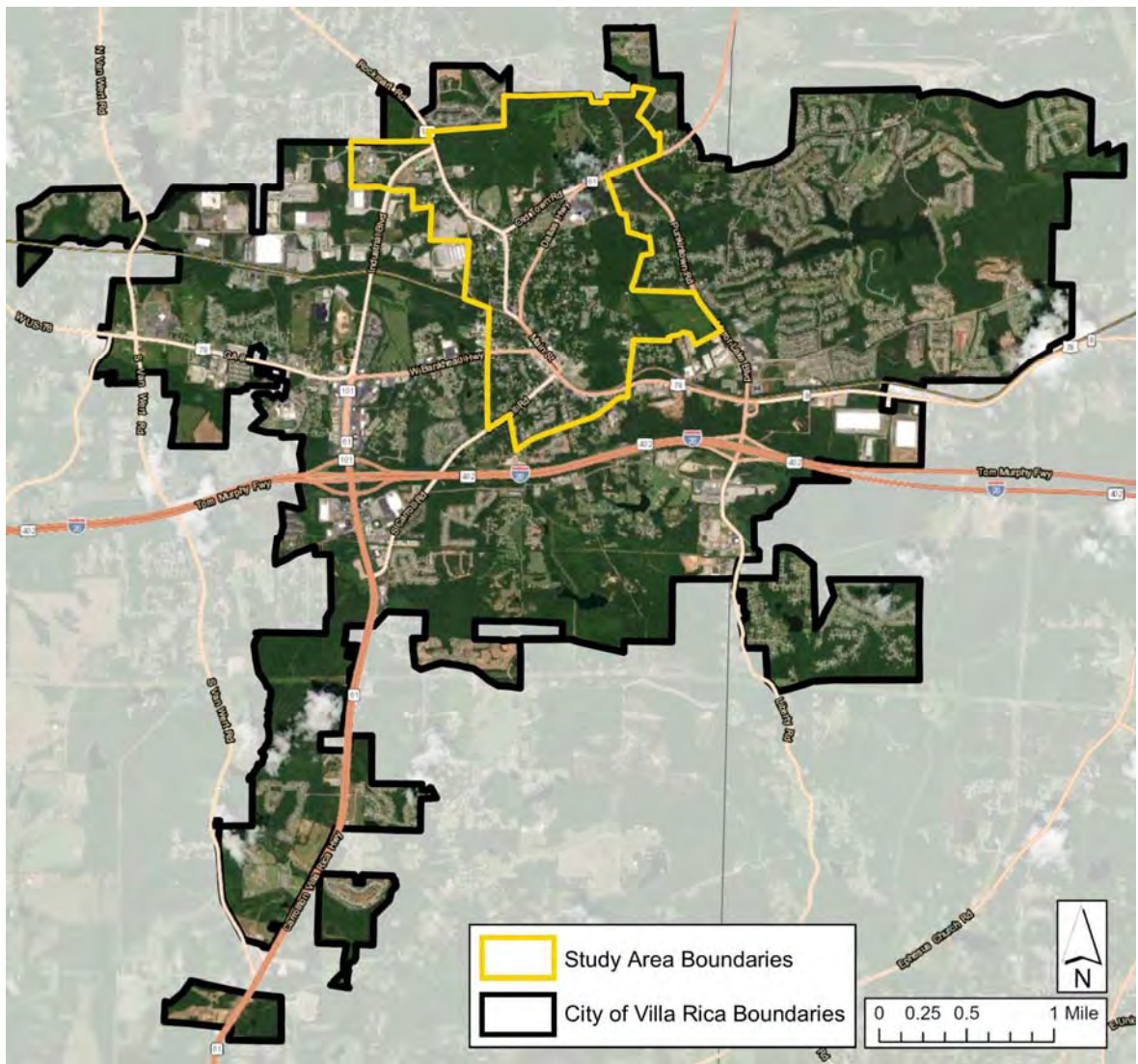
This study presents an assessment of current and potential future market support for development, based on the identified data sources. It has been prepared to inform the development of policies and plans by the City of Villa Rica and is not intended to be used to support any decision regarding the acquisition or development of any particular site or property. Because of the limitations of the scope of this study, the available data including any errors by data providers, and the methodologies used, along with the uncertainty inherent in long-term projections, actual market performance may vary considerably from what is presented here. Market conditions are dynamic, and the analysis and findings presented in this study are subject to change at any time after the publication due to macroeconomic conditions at the regional and national levels; changes in legislation, regulations, and public policy actions; and decisions by developers, investors, firms, lenders, and other parties that may impact local market conditions and development potential.

The Study Area

Villa Rica is an incorporated city that straddles the eastern border of Carroll County and the western border of Douglas County on the western edge of the Atlanta region. Located on Interstate 20, Villa Rica is approximately 30 miles from Downtown Atlanta, 25 miles from the Georgia/Alabama state line, and 115 miles from Birmingham. It is also intersected by Route 78, which connects it to Douglasville 10 miles to the east, and Route 61, which links to Carrollton and the University of West Georgia 15 miles to the southeast.

The Study Area spans two square miles in north-central Villa Rica, as shown in Figure 1. It is generally bounded by Villa Rica city limits on the north, Willis and Dogwood streets on the west, Thomas Dorsey Drive on the south, and Mirror Lake Boulevard on the east. Significant streets within the Study Area include Montgomery and Main streets, which pass through historic Downtown Villa Rica, and Dallas Highway, which connects Downtown to the Tanner Medical Center on the northwest side of the Study Area. Downtown Villa Rica features several blocks of restaurants, shops, and offices fronting Main and Montgomery streets, though these streets are separated by Norfolk Southern Railroad tracks. Aside from Downtown, the Tanner Medical Center area, and a cluster of light industrial in the historic Fullerville Mill area along Rockmart Road, the Study Area is largely residential in character. The entirety of the Study Area is located in Carroll County. Figure 2 presents the Study Area in greater detail.

Figure 1: Map of Study Area within City of Villa Rica



Sources: City of Villa Rica; BAE, 2021.

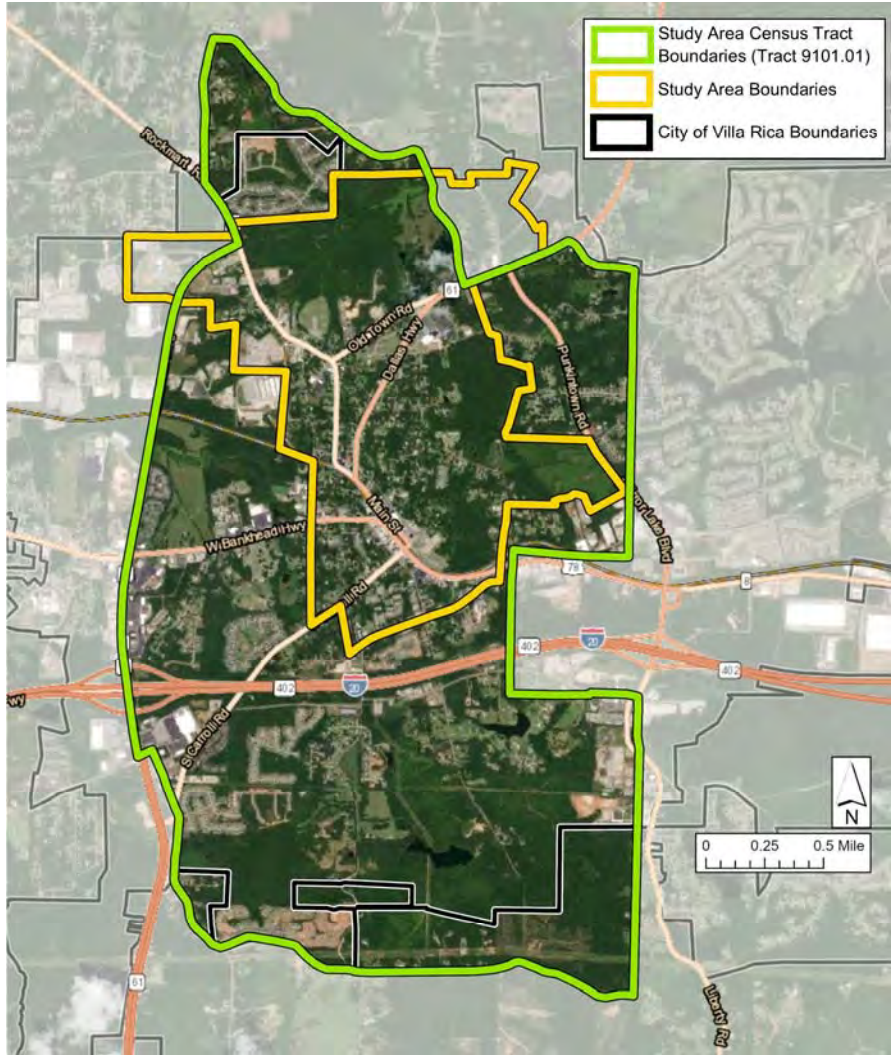
Figure 2: Map of Study Area



Sources: City of Villa Rica; BAE, 2021.

Most data in this report are estimates specific to the Study Area as defined by the City. However, when data are unavailable at the Study Area level, as is the case for some Census- and HUD-sourced data, the Study Area is roughly approximated by a Census tract (Tract 9101.01) that captures nearly all households within the Study Area. This Census tract—referred to hereafter as the Study Area Tract—extends beyond the Study Area boundaries into other parts of Villa Rica and even some neighborhoods outside of city limits, as illustrated in Figure 3. Study Area households constitute a sizable majority—more than 60 percent—of households within the Study Area Tract. The Study Area Tract is fully within Carroll County.

Figure 3: Map of Study Area Tract



Sources: City of Villa Rica; U.S. Census Bureau; BAE, 2021.

DEMOGRAPHICS AND ECONOMIC CONDITIONS

Demographic Trends

This section describes the existing demographic and economic conditions within the Study Area and the City of Villa Rica, as defined by its city limits, as compared to Carroll and Douglas counties. The purpose of this analysis is to evaluate the characteristics of current and future population, jobs, and households in order to better understand demand for land uses within the Study Area.

Population and Households

The Study Area is at the core of a rapidly expanding city. Over the past 20 years, Villa Rica has grown from a small town of fewer than 5,000 residents to a city of over 16,000. Villa Rica's population more than tripled in the 2000-to-2010 decade and grew by an additional 15 percent over the subsequent ten years. In both decades, Villa Rica's population growth rate significantly exceeded those of Carroll and Douglas counties, as Table 1 reports. Approximately 90 percent of the city's population growth in the past two decades occurred outside the Study Area, spurred by the development of master-planned communities on large swaths of formerly vacant or agricultural land. The largest of these communities include Mirror Lake and Augusta Woods.

While the Study Area's population growth was modest compared to the remainder of the City, it still outpaced both Carroll and Douglas counties during the 2000-to-2010 decade. During that decade, the Study Area added nearly 1,000 residents, an increase of approximately 60 percent. Like the City and both counties, the Study Area saw its population growth rate decline dramatically in the following decade, which likely reflects the slow recovery of the homebuilding industry following the Great Recession. The Study Area's 2010-to-2020 growth rate (7.6 percent) slightly lagged those of Carroll County (8.9 percent) and Douglas County (9.7 percent). In 2020, the Study Area had an estimated population of 2,854 residents, which amounts to about 18 percent of Villa Rica's estimated total population.

The number of households in the Study Area increased from 659 in 2000 to 1,055 in 2010, a growth of over 60 percent. In the following decade, the number of Study Area households increased an additional eight percent to an estimated 1,138 households. Household growth exceeded population growth in the Study Area, contributing to a decline in the average household size from 2.53 persons per household in 2000 to 2.51 persons per household in 2020. In contrast, the City and both counties saw their average household sizes increase, with each recording upwards of 2.7 persons per household in 2020.

Table 1: Population and Households, 2000-2020

Population	2000	2010	2020	% Change 2000-2010	% Change 2010-2020
Study Area	1,664	2,652	2,854	59.4%	7.6%
City of Villa Rica (a)	4,134	13,984	16,055	238.3%	14.8%
Carroll County	87,268	110,527	120,393	26.7%	8.9%
Douglas County	92,329	132,403	145,250	43.4%	9.7%

Households	2000	2010	2020	% Change 2000-2010	% Change 2010-2020
Study Area	659	1,055	1,138	60.1%	7.9%
City of Villa Rica (a)	1,114	5,073	5,821	355.4%	14.7%
Carroll County	31,568	39,187	42,664	24.1%	8.9%
Douglas County	32,874	46,624	51,125	41.8%	9.7%

Avg. Household Size	2000	2010	2020
Study Area	2.53	2.51	2.51
City of Villa Rica (a)	2.67	2.76	2.76
Carroll County	2.66	2.73	2.74
Douglas County	2.78	2.81	2.82

Note:
(a) In this and all following tables, the City of Villa Rica is defined as the area within Villa Rica city limits. 2000 data for Villa Rica were obtained directly from the decennial Census as Esri does not have 2000 data for Villa Rica as its boundaries were defined in 2000. Data for all other years are sourced from Esri Business Analyst.

Sources: Esri Business Analyst; BAE, 2021.

Household Composition

As reported in Table 2, family households—households that include two or more people related by blood, adoption, or marriage—comprised nearly two-thirds of households in the Study Area in 2020. Family households were even more common in the City and both counties, constituting upwards of 70 percent of households in those places. Though non-family households—which include single-person households and households with unrelated housemates—accounted for only one-third of Study Area households, they grew at a notably faster rate than family households between 2010 and 2020. This trend, which was also observed in the City and both counties, may reflect a shift among the millennial generation—who are currently between the ages of 24 and 40—toward delaying marriage and family formation, resulting in a growing number of households of singles, unmarried couples, and unrelated housemates.

Table 2: Household Composition, 2010-2020

Study Area	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Family Households	712	67.5%	754	66.3%	5.9%
Non-Family Households	343	32.5%	384	33.7%	12.0%
Total Households	1,055	100.0%	1,138	100.0%	7.9%

City of Villa Rica	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Family Households	3,644	71.8%	4,173	71.7%	14.5%
Non-Family Households	1,429	28.2%	1,648	28.3%	15.3%
Total Households	5,073	100.0%	5,821	100.0%	14.7%

Carroll County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Family Households	27,923	71.3%	29,924	70.1%	7.2%
Non-Family Households	11,264	28.7%	12,740	29.9%	13.1%
Total Households	39,187	100.0%	42,664	100.0%	8.9%

Douglas County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Family Households	34,429	73.8%	37,217	72.8%	8.1%
Non-Family Households	12,195	26.2%	13,908	27.2%	14.0%
Total Households	46,624	100.0%	51,125	100.0%	9.7%

Sources: Esri Business Analyst, 2020; BAE, 2021.

Age Distribution

The age distribution of the Study Area population is very similar to that of Villa Rica as a whole, as shown in Table 3. Both populations have seen rapid growth on the older end of the age spectrum over the past decade. Between 2010 and 2020, the median age in the Study Area increased by 2.4 years to 34.0 years old. The jump was even greater citywide, increasing 3.6 years to 35.0 years old. By comparison, Carroll and Douglas counties saw their median ages increase by 1.9 and 1.4 years, respectively.

The Study Area and Villa Rica report slightly larger percentages of children (younger than 18 years of age) than Carroll and Douglas counties. They also recorded small increases in the number of children between 2010 and 2020, while Carroll and Douglas counties saw actual decreases. These trends may indicate that the Study Area and Villa Rica are more attractive places to raise children than other communities in Carroll and Douglas counties. However, in both the Study Area and Villa Rica, young adult age groups registered very little growth. The 18-to-24-year-old age group actually declined in the Study Area, while in the city it grew less than five percent. The 25-to-34 age group, historically an important demographic for retail spending and family formation, grew by less than one percent in the Study Area and about four percent in the city, compared to 18 percent in Carroll County and nearly a quarter in Douglas County. This suggests the Study Area and Villa Rica are not attracting young adults and are likely seeing local young people migrating to other communities. As young people age into later adulthood, though, they may find the Study Area and Villa Rica to be appealing places to

settle down. Villa Rica, and the Study Area especially, recorded strong growth in 35-to-44 age group relative to Carroll and Douglas counties.

The senior population has grown significantly in the Study Area and, to an even greater extent, the City. Between 2010 and 2020, the population age 65 or older increased by over a quarter in the Study Area and nearly three quarters in the City as a whole. There has also been notable growth in the age groups approaching 65. These data suggest, in addition to existing residents aging into older age groups, the Study Area and Villa Rica are attracting older adults nearing or entering retirement.

Table 3: Age Distribution, 2010-2020

Study Area	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Under 18	759	28.6%	782	27.4%	3.0%
18-24	269	10.1%	251	8.8%	-6.7%
25-34	438	16.5%	440	15.4%	0.5%
35-44	373	14.1%	411	14.4%	10.2%
45-54	323	12.2%	361	12.6%	11.8%
55-64	241	9.1%	293	10.3%	21.6%
65 or older	249	9.4%	316	11.1%	26.9%
Total Population	2,652	100.0%	2,854	100.0%	7.6%
Median Age	31.6		34.0		

City of Villa Rica	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Under 18	4,301	30.8%	4,332	27.0%	0.7%
18-24	1,230	8.8%	1,285	8.0%	4.5%
25-34	2,303	16.5%	2,402	15.0%	4.3%
35-44	2,215	15.8%	2,394	14.9%	8.1%
45-54	1,627	11.6%	1,949	12.1%	19.8%
55-64	1,177	8.4%	1,761	11.0%	49.6%
65 or older	1,131	8.1%	1,935	12.1%	71.1%
Total Population	13,984	100.0%	16,058	100.0%	14.8%
Median Age	31.4		35.0		

Carroll County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Under 18	28,124	25.4%	27,683	23.0%	-1.6%
18-24	14,473	13.1%	14,395	12.0%	-0.5%
25-34	14,732	13.3%	17,345	14.4%	17.7%
35-44	14,722	13.3%	15,251	12.7%	3.6%
45-54	14,651	13.3%	14,517	12.1%	-0.9%
55-64	11,717	10.6%	14,237	11.8%	21.5%
65 or older	12,108	11.0%	16,965	14.1%	40.1%
Total Population	110,527	100.0%	120,393	100.0%	8.9%
Median Age	33.6		35.5		

Douglas County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Under 18	37,533	28.3%	35,581	24.5%	-5.2%
18-24	11,136	8.4%	12,541	8.6%	12.6%
25-34	17,505	13.2%	21,845	15.0%	24.8%
35-44	21,998	16.6%	19,484	13.4%	-11.4%
45-54	19,456	14.7%	20,724	14.3%	6.5%
55-64	13,531	10.2%	17,649	12.2%	30.4%
65 or older	11,244	8.5%	17,426	12.0%	55.0%
Total Population	132,403	100.0%	145,250	100.0%	9.7%
Median Age	35.0		36.4		

Sources: Esri Business Analyst, 2020; BAE, 2021.

Race and Ethnicity

The Study Area’s population, like that of Villa Rica as a whole, has become increasingly racially and ethnically diverse. While Non-Hispanic White residents comprised a majority of the Study Area population in 2020, African Americans and Latinos made the largest population gains

between 2010 and 2020. Of all geographies, only Douglas County had a minority majority in both 2010 and 2020. However, demographic shifts indicate that the City will have a minority majority population before the Study Area or Carroll County.

Table 4: Race and Ethnicity, 2010-2020

Study Area	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Hispanic/Latino	206	7.8%	269	9.4%	30.6%
Not Hispanic/Latino	2,447	92.2%	2,585	90.6%	5.6%
White	1,631	61.5%	1,621	56.8%	-0.6%
Black/African American	712	26.8%	829	29.0%	16.4%
Native American	6	0.2%	7	0.2%	16.7%
Asian	19	0.7%	28	1.0%	47.4%
Native Hawaiian/Pacific Islander	1	0.0%	3	0.1%	200.0%
Other	15	0.6%	16	0.6%	6.7%
Two or More Races	63	2.4%	81	2.8%	28.6%
Total Population	2,653	100.0%	2,854	100.0%	7.6%

City of Villa Rica	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Hispanic/Latino	1,071	7.7%	1,451	9.0%	35.5%
Not Hispanic/Latino	12,913	92.3%	14,603	91.0%	13.1%
White	7,653	54.7%	8,110	50.5%	6.0%
Black/African American	4,599	32.9%	5,633	35.1%	22.5%
Native American	36	0.3%	42	0.3%	16.7%
Asian	244	1.7%	317	2.0%	29.9%
Native Hawaiian/Pacific Islander	3	0.0%	9	0.1%	200.0%
Other	57	0.4%	58	0.4%	1.8%
Two or More Races	321	2.3%	434	2.7%	35.2%
Total Population	13,984	100.0%	16,054	100.0%	14.8%

Carroll County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Hispanic/Latino	6,800	6.2%	8,954	7.4%	31.7%
Not Hispanic/Latino	103,727	93.8%	111,439	92.6%	7.4%
White	80,531	72.9%	83,650	69.5%	3.9%
Black/African American	19,862	18.0%	23,351	19.4%	17.6%
Native American	296	0.3%	363	0.3%	22.6%
Asian	836	0.8%	1,200	1.0%	43.5%
Native Hawaiian/Pacific Islander	19	0.0%	45	0.0%	136.8%
Other	249	0.2%	269	0.2%	8.0%
Two or More Races	1,934	1.7%	2,561	2.1%	32.4%
Total Population	110,527	100.0%	120,393	100.0%	8.9%

Douglas County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Hispanic/Latino	11,125	8.4%	15,056	10.4%	35.3%
Not Hispanic/Latino	121,278	91.6%	130,194	89.6%	7.4%
White	64,911	49.0%	52,404	36.1%	-19.3%
Black/African American	51,387	38.8%	70,904	48.8%	38.0%
Native American	321	0.2%	310	0.2%	-3.4%
Asian	1,876	1.4%	2,559	1.8%	36.4%
Native Hawaiian/Pacific Islander	128	0.1%	132	0.1%	3.1%
Other	327	0.2%	346	0.2%	5.8%
Two or More Races	2,328	1.8%	3,539	2.4%	52.0%
Total Population	132,403	100.0%	145,250	100.0%	9.7%

Sources: Esri Business Analyst, 2020; BAE, 2021.

Income Distribution

The Study Area’s median household income in 2020 was approximately \$46,000, which is about \$10,000 lower than the median household income citywide. It is also lower than the median household incomes for Carroll County (\$53,000) and Douglas County (\$61,000). The Study Area’s comparatively low household incomes may be due, in part, to its relatively small household sizes; smaller households generally have fewer income earners and, thus, lower total household incomes. However, the Study Area also recorded a lower per capita income (i.e., total income for all residents divided by the population) than the city, despite having a similar proportion of working age adults. This observation suggests Study Area residents collect lower incomes than residents elsewhere in the city. Households with incomes less than \$25,000 constitute a particularly large percentage of Study Area households (30 percent) compared to the city overall (23 percent), Carroll County (23 percent), and Douglas County (20 percent). The Study Area also features a relatively small proportion of household with incomes of \$100,000 or more—19 percent compared to 28 percent citywide.

Table 5: Income Distribution, 2020

Income Category	Study Area		City of Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<\$15,000	163	14.3%	694	11.9%	5,222	12.2%	4,130	8.1%
\$15,001-\$24,999	168	14.8%	630	10.8%	4,449	10.4%	5,513	10.8%
\$25,000-\$34,999	119	10.5%	500	8.6%	4,175	9.8%	5,132	10.0%
\$35,000-\$49,999	151	13.3%	733	12.6%	6,188	14.5%	5,695	11.1%
\$50,000-\$74,999	195	17.1%	1,061	18.2%	6,939	16.3%	9,421	18.4%
\$75,000-\$99,999	127	11.2%	571	9.8%	5,399	12.7%	4,822	9.4%
\$100,000-\$149,999	160	14.1%	1,072	18.4%	6,237	14.6%	10,991	21.5%
\$150,000-\$199,999	17	1.5%	265	4.6%	2,184	5.1%	3,386	6.6%
>\$200,000	38	3.3%	293	5.0%	1,871	4.4%	2,035	4.0%
Total Households	1,138	100.0%	5,819	100.0%	42,664	100.0%	51,125	100.0%

Median HH Income	\$46,003	\$56,254	\$53,379	\$61,107
Per Capita Income	\$24,025	\$27,745	\$26,379	\$28,174

Sources: Esri Business Analyst, 2020; BAE, 2021.

Educational Attainment

Study Area residents have slightly lower levels of educational attainment, on average, than residents of Villa Rica overall. Among Study Area residents age 25 or older, approximately 90 percent held at least a high school diploma or its equivalent in 2020, which is on par with the City and Douglas County, and is modestly higher than Carroll County. The Study Area recorded a relatively small proportion of college degree holders, which include associate, bachelor’s, and graduate/professional degree recipients, as compared to the City and Douglas County. Lower levels of educational attainment generally correlate with lower incomes, a pattern observed in the Study Area. However, the Study Area has lower median and per capita incomes but higher levels of education than Carroll County, suggesting that County residents are more likely to work in better paying industries than Study Area residents.

Table 6: Educational Attainment, Population Age 25+, 2020

Educational Attainment	Study Area		City of Villa Rica	
	Number	Percent	Number	Percent
Less than 9th Grade	107	5.9%	419	4.0%
9th to 12th Grade, No Diploma	86	4.7%	764	7.3%
High School Diploma or Equiv.	647	35.5%	3,356	32.1%
Some College, No Degree	390	21.4%	1,877	18.0%
Associate Degree	144	7.9%	970	9.3%
Bachelor's Degree	284	15.6%	1,850	17.7%
Graduate/Professional Degree	164	9.0%	1,203	11.5%
Total Population Age 25+	1,822	100.0%	10,439	100.0%
Without High School Diploma	193	10.6%	1,183	11.3%
Bachelor's Degree or Higher	448	24.6%	3,053	29.2%
Educational Attainment	Carroll County		Douglas County	
	Number	Percent	Number	Percent
Less than 9th Grade	3,805	4.9%	3,524	3.6%
9th to 12th Grade, No Diploma	7,763	9.9%	6,941	7.1%
High School Diploma or Equiv.	26,049	33.3%	29,587	30.5%
Some College, No Degree	17,941	22.9%	20,840	21.5%
Associate Degree	5,279	6.7%	7,945	8.2%
Bachelor's Degree	11,202	14.3%	17,398	17.9%
Graduate/Professional Degree	6,276	8.0%	10,893	11.2%
Total Population Age 25+	78,315	100.0%	97,128	100.0%
Without High School Diploma	11,568	14.8%	10,465	10.8%
Bachelor's Degree or Higher	17,478	22.3%	28,291	29.1%

Sources: Esri Business Analyst, 2020; BAE, 2021.

Resident Employment

Of the estimated 1,340 Study Area residents age 16 or older in the labor force, 1,110 (82.8 percent) were employed and 230 (17.2 percent) were unemployed as of July 2020. The Study Area’s estimated unemployment rate was notably higher than that of the City (14.9 percent), Carroll County (15.4 percent), and Douglas County (14.8 percent), as reported in Table 7. It is important to note that these very high unemployment rates reflect economic conditions during the COVID-19 pandemic. Unemployment rates were considerably lower before the pandemic—the Bureau of Labor Statistics reports that Carroll and Douglas counties both recorded unemployment rates of 3.5 percent in January 2020, prior to the onset of the pandemic in the United States—and will likely fall when the economic impact of the pandemic is addressed. Nonetheless, the Study Area’s relatively high unemployment rate suggests a greater level of economic vulnerability and a potentially more challenging path to post-pandemic recovery.

Among the Study Area’s employed residents, approximately a quarter were employed in the Manufacturing sector in 2020. Other common industries of employment for Study Area residents included Health Care and Social Assistance (14.2 percent) and Educational Services (10.5 percent).

Table 7: Resident Employment by Industry, 2020

Industry	Study Area		City of Villa Rica	
	Number	Percent	Number	Percent
Accommodation/Food Svcs.	73	6.6%	318	4.8%
Administrative/Support/Waste Mgmt.	78	7.0%	365	5.5%
Agricultural	34	3.1%	61	0.9%
Arts/Entertainment and Recreation	14	1.3%	75	1.1%
Construction	77	6.9%	512	7.7%
Educational Svcs.	116	10.5%	509	7.6%
Finance & Insurance	18	1.6%	213	3.2%
Healthcare/Social Assistance	158	14.2%	1,154	17.3%
Information	11	1.0%	116	1.7%
Mgmt. of Companies	0	0.0%	25	0.4%
Manufacturing	257	23.2%	1,159	17.4%
Mining	0	0.0%	0	0.0%
Other Svcs.	13	1.2%	200	3.0%
Professional, Scientific and Technical Svcs.	67	6.0%	401	6.0%
Public Administration	20	1.8%	309	4.6%
Real Estate/Rental/Leasing	19	1.7%	123	1.8%
Retail Trade	59	5.3%	531	8.0%
Transportation/Warehouse	61	5.5%	368	5.5%
Utilities	8	0.7%	42	0.6%
Wholesale Trade	27	2.4%	175	2.6%
Total Employed Residents	1,110	100.0%	6,656	100.0%
Unemployment Rate	17.2%		14.9%	

Industry	Carroll County		Douglas County	
	Number	Percent	Number	Percent
Accommodation/Food Svcs.	2,926	6.1%	3,826	5.9%
Administrative/Support/Waste Mgmt.	2,298	4.8%	3,226	5.0%
Agricultural	344	0.7%	124	0.2%
Arts/Entertainment and Recreation	465	1.0%	756	1.2%
Construction	4,700	9.9%	5,672	8.7%
Educational Svcs.	5,030	10.5%	5,301	8.2%
Finance & Insurance	1,205	2.5%	2,136	3.3%
Healthcare/Social Assistance	5,579	11.7%	8,039	12.4%
Information	710	1.5%	1,481	2.3%
Mgmt. of Companies	13	0.0%	134	0.2%
Manufacturing	9,135	19.1%	6,655	10.3%
Mining	45	0.1%	110	0.2%
Other Svcs.	1,910	4.0%	3,189	4.9%
Professional, Scientific and Technical Svcs.	1,992	4.2%	3,869	6.0%
Public Administration	1,901	4.0%	3,331	5.1%
Real Estate/Rental/Leasing	626	1.3%	1,390	2.1%
Retail Trade	4,155	8.7%	6,795	10.5%
Transportation/Warehouse	2,445	5.1%	5,981	9.2%
Utilities	848	1.8%	706	1.1%
Wholesale Trade	1,387	2.9%	2,166	3.3%
Total Employed Residents	47,714	100.0%	64,887	100.0%
Unemployment Rate	15.4%		14.8%	

Source: Esri Business Analyst, 2020; BAE 2021.

Workers/Jobs by Industry

Of the nearly 9,000 jobs in Villa Rica in 2020, nearly a quarter (2,300) were located within the Study Area. The Study Area recorded 2.1 jobs per employed resident, which suggests that many Study Area workers reside outside the Study Area and commute into it for work.

Approximately 45 percent of Study Area workers were employed in the Health Care and Social Assistance industry, as detailed in Table 8. Much of this employment is likely associated with the Tanner Medical Center and nearby medical practices. The next largest industry in the Study Area, Retail Trade, comprised about 15 percent of employment. Major Retail Trade employers in the Study Area include Villa Rica Components, a building supply store, and Don Rich Ford, a new and used auto dealership. Accommodation and Food Service is the third most common industry of employment in the Study Area, accounting for 11 percent of employment, and includes workers at restaurants such as Cinema Tavern Reel Sports Bar and Evan’s Barbeque Company.

Though Manufacturing is the fourth largest industry of employment in Villa Rica and the primary employer of Study Area residents, the Study Area does not have a major Manufacturing employment presence. The Study Area reported one Manufacturing job for every 12 Study Area residents employed in Manufacturing, indicating that many such residents out-commuted to other parts of Villa Rica or other places in the region for work. Manufacturing businesses in the Study Area include a commercial printing company, a small-scale apparel manufacturer, and a supplier of ready-mix concrete.

Table 8: Workers/Jobs by Industry, 2020

Industry	Study Area		City of Villa Rica	
	Number	Percent	Number	Percent
Accommodation and Food Services	254	11.0%	1,165	13.0%
Administration, Support, and Waste Mgmt.	27	1.2%	127	1.4%
Agriculture, Forestry, Fishing and Hunting	0	0.0%	0	0.0%
Arts, Entertainment, and Recreation	26	1.1%	129	1.4%
Construction	80	3.5%	245	2.7%
Educational Services	101	4.4%	614	6.8%
Finance and Insurance	64	2.8%	176	2.0%
Health Care and Social Assistance	1,033	44.9%	2,728	30.4%
Information	10	0.4%	29	0.3%
Management of Companies and Enterprises	0	0.0%	0	0.0%
Manufacturing	32	1.4%	923	10.3%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	0	0.0%
Other Services (exc. Public Administration)	107	4.7%	374	4.2%
Professional, Scientific, and Technical Services	32	1.4%	198	2.2%
Public Administration	45	2.0%	137	1.5%
Real Estate and Rental and Leasing	57	2.5%	159	1.8%
Retail Trade	338	14.7%	1,361	15.2%
Transportation and Warehousing	39	1.7%	316	3.5%
Unclassified	10	0.4%	37	0.4%
Utilities	0	0.0%	1	0.0%
Wholesale Trade	45	2.0%	263	2.9%
Total Workers	2,300	100.0%	8,982	100.0%

Industry	Carroll County		Douglas County	
	Number	Percent	Number	Percent
Accommodation and Food Services	4,548	10.5%	5,279	11.5%
Administration, Support, and Waste Mgmt.	1,179	2.7%	1,460	3.2%
Agriculture, Forestry, Fishing and Hunting	99	0.2%	25	0.1%
Arts, Entertainment, and Recreation	709	1.6%	614	1.3%
Construction	2,186	5.1%	2,123	4.6%
Educational Services	3,377	7.8%	3,989	8.7%
Finance and Insurance	853	2.0%	988	2.1%
Health Care and Social Assistance	6,856	15.9%	5,008	10.9%
Information	1,543	3.6%	495	1.1%
Management of Companies and Enterprises	26	0.1%	14	0.0%
Manufacturing	3,019	7.0%	6,708	14.6%
Mining, Quarrying, and Oil and Gas Extraction	12	0.0%	7	0.0%
Other Services (exc. Public Administration)	1,877	4.3%	2,817	6.1%
Professional, Scientific, and Technical Services	1,259	2.9%	1,653	3.6%
Public Administration	2,440	5.7%	1,538	3.3%
Real Estate and Rental and Leasing	714	1.7%	988	2.1%
Retail Trade	5,807	13.5%	9,628	20.9%
Transportation and Warehousing	812	1.9%	506	1.1%
Unclassified	94	0.2%	167	0.4%
Utilities	136	0.3%	402	0.9%
Wholesale Trade	5,613	13.0%	1,558	3.4%
Total Workers	43,159	100.0%	45,967	100.0%

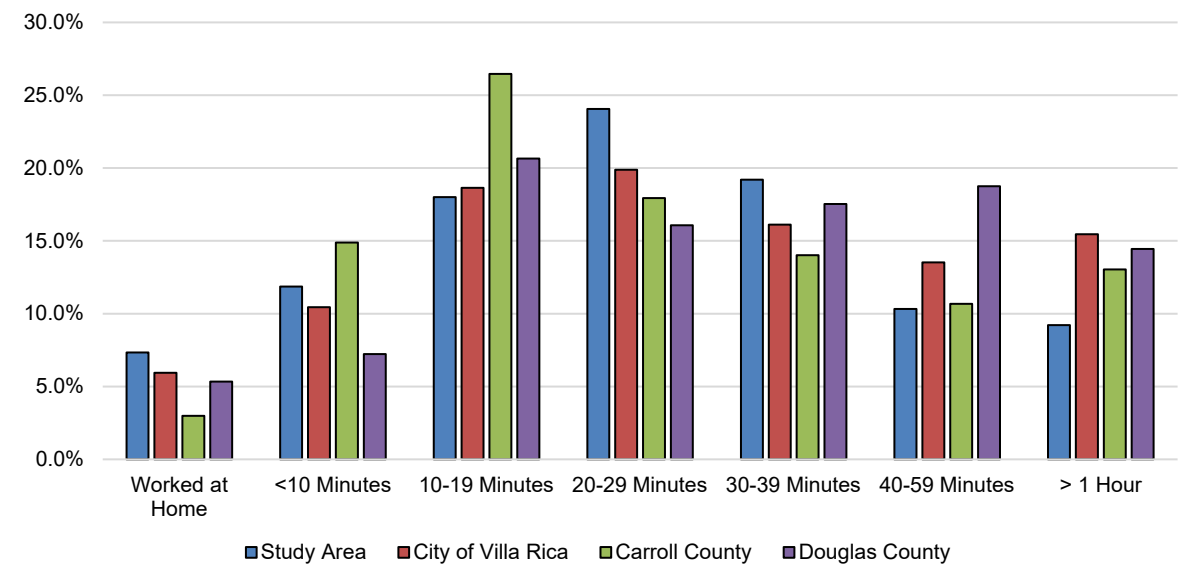
Source: Esri Business Analyst, 2020; BAE 2021.

Commute Patterns

Figure 4 presents employed residents’ commute times to work based on 2014-2018 five-year sample data from the American Community Survey. Compared to Villa Rica as a whole and both counties, the Study Area features a larger proportion of employed residents who work at home and, thus, do not commute to work. Study Area employed residents generally enjoy

shorter commutes to work than employed residents in Villa Rica and Douglas County, and similar commute times to employed residents of Carroll County. Over 60 percent of Study Area employed residents commute less than 30 minutes to their place of work, with over ten percent commuting less than ten minutes. These relatively short commute times indicate that most Study Area employed residents work in Villa Rica or nearby communities, and relatively few make the 45-minute-or-more commute into Atlanta.

Figure 4: Commute Times for Employed Residents, 2014-2018



Sources: American Community Survey 2014-2018 Five-Year Sample Estimates via Esri Business Analyst; BAE, 2021.

Psychographics

Psychographic analysis is a method of market analysis that utilizes demographic data, consumer spending insights, and opinion research to identify patterns and categorize people into groups based on their lifestyle characteristics. It extends beyond traditional demographic research by focusing on people’s attitudes and aspirations—what they want, what they like to buy, and where they want to go—making it particularly useful in land use and economic development planning. Esri Business Analyst publishes a proprietary psychographic analysis tool known as Tapestry Segmentation that divides the United States’ adult population into 67 distinct lifestyle segments. While the 67 segments illustrate a great diversity of lifestyles, they are ultimately generalizations and cannot fully capture the diversity of individual people, households, and communities.

As shown in Table 9, the Study Area’s adult population falls into just two lifestyle segments: Traditional Living, which accounts for 94 percent of adult residents, and Middleburg, which captures the remaining six percent. The Traditional Living segment is characterized by young families, many of whom grew up in the same community where they currently reside.

Residents in this segment are generally cost conscious, frequenting discount retailers like Walmart for groceries and household goods. They generally spend less than the national average in all household spending categories, but especially on apparel and contributions to retirement savings. With relatively few assets, Traditional Living households report a significantly lower median net worth than the national median. Traditional Living is the most common lifestyle segment in Villa Rica, comprising nearly 40 percent of the city’s adult population, and is the third most common segment in Carroll County. It is not a common segment in Douglas County.

The Middleburg lifestyle segment is also comprised of young families, many with children. Residents in this segment typically own single-family homes, drive domestic trucks and sport utility vehicles, and channel their spending toward family entertainment, toys, and children’s clothing. They generally spend more than those in the Traditional Living segment and close to the national average in all household spending categories. While the median income for Middleburg households is only slightly higher than the national average, their median net worth is almost 25 percent higher. This suggests that Middleburg households possess considerable assets, such as homes, vehicles, and savings.

Another common lifestyle segment in Villa Rica, though not the Study Area specifically, is Up and Coming Families. This segment captures 34 percent of Villa Rica’s adult population. While members of this segment may not reside in the Study Area, they may work in it or frequent its retail offerings. They generally own new single-family homes, have two or more income earners in their household, and are savvy internet shoppers. Apparel, services, and retirement savings are significant spending categories for households in this segment. They spend more than the national average in all household spending categories except health care and education.

Table 9: Tapestry Segmentation, 2020

Study Area	Population by Lifestyle Segment	
	Number	Percent
Traditional Living	1,944	93.8%
Middleburg	129	6.2%
Total Adult Population	2,073	100.0%
City of Villa Rica		
Traditional Living	4,501	38.4%
Up and Coming Families	4,035	34.4%
Middleburg	1,259	10.7%
American Dreamers	982	8.4%
Down the Road	695	5.9%
All Other	254	2.2%
Total Adult Population	11,726	100.0%
Carroll County		
Southern Satellites	27,292	29.4%
Middleburg	18,311	19.8%
Traditional Living	7,843	8.5%
College Towns	7,542	8.1%
Down the Road	5,667	6.1%
All Other	26,055	28.1%
Total Adult Population	92,710	100.0%
Douglas County		
Up and Coming Families	20,335	18.5%
Soccer Moms	16,321	14.9%
Middleburg	11,923	10.9%
Southern Satellites	8,511	7.8%
American Dreamers	8,418	7.7%
All Other	44,161	40.3%
Total Adult Population	109,669	100.0%

Sources: Esri Business Analyst, 2020; BAE, 2021.

Housing Characteristics

Housing Inventory

Esri Business Analyst estimates that in 2020 the Study Area had 1,385 housing units—approximately one-fifth of Villa Rica’s total housing inventory. As reported in Table 10, the Study Area’s housing inventory increased by an estimated four percent (58 units) between 2010 and 2020, compared to 11 percent (650 units) citywide. The Study Area’s housing growth also lagged Carroll and Douglas counties, which each saw their inventories increase seven percent over the decade.

As in many exurban communities, housing growth in Villa Rica has been largely driven by the development of master-planned single-family neighborhoods on subdivided tracts of formerly vacant or agricultural land. This form of development, known as greenfield development, is attractive to real estate developers because it is generally less costly than building in

developed areas (i.e., infill development). Developers may find it easier to assemble and entitle development sites in minimally developed areas where the parcel sizes are larger, land sale prices are lower, and resistance from neighbors is more diffuse. Moreover, they may unlock considerable economies of scale from spreading the infrastructure costs associated with development (e.g., roads, sewer, utility connections) across a large number of homes. It may also be easier to secure financing for this type of development, as it has a proven track record in Villa Rica and nearby communities. Because Villa Rica has a large supply of potential greenfield development sites—the vast majority of which are outside the Study Area—there has been little impetus for developers to consider infill development opportunities in more built-out parts of the city, including the Study Area. This dynamic likely contributed to the Study Area’s low housing production relative to other parts of the city.

Newly constructed units in the Study Area are predominantly townhouse and single-family homes in the less developed parts of the Study Area, such as the Inverness/Vandenburg Drive single-family subdivision off of Old Town Road. This trend will likely continue without comprehensive land use policies that promote downtown and Study Area infill development.

Housing Occupancy and Vacancy

The Study Area struggles with persistently high housing vacancy, which is also reported in Table 10. An estimated 18 percent of Study Area units were vacant in 2020, a substantially higher vacancy rate than those of Villa Rica, Carroll County, and Douglas County. Villa Rica and Carroll County both recorded vacancy rates of about 10 percent, while Douglas County reported a lower vacancy rate of seven percent. All four areas experienced decreases in vacancy between 2010 and 2020, likely reflecting the re-absorption of units left vacant in the wake of the Great Recession. The Study Area, specifically, reported 25 fewer vacant units in 2020 than in 2010, a decrease of nine percent.

Vacancy rates, when either very high or very low, may signal a mismatch between the supply and demand of housing in a market. A chronically high vacancy rate may suggest insufficient housing demand in the market, or that the existing supply is functionally inadequate in meeting existing demand due to its quality, age, size, or some other characteristic. A low vacancy rate typically indicates high demand but also a lack of options for those who wish to enter the market, form new households, or change their living situation as their life circumstances change. There is no universally applicable standard for a healthy housing vacancy rate, and it can vary from market to market. For example, a 10-percent vacancy rate may be considered problematic in a mature market with little recent inventory growth but healthy in a rapidly expanding market with a steady stream of new deliveries, such as Villa Rica. It is notable that Villa Rica’s 10-percent vacancy rate follows a decade of strong inventory growth and even stronger absorption (i.e., increase in occupied units). While 650 units were added to Villa Rica’s housing inventory between 2010 and 2020, nearly 750 became occupied over the same period, resulting in a net decline of about 100 vacant units.

This trend indicates that Villa Rica has attracted robust housing demand, even while maintaining double-digit vacancy.

The vacancy rates below may reflect older or uninhabitable homes, particularly in the Study Area. Because the Study Area contains some of the City’s oldest housing stock, some of which are in various states of disrepair, vacancy rates may reflect unlivable units. According to City staff, much of the Study Area’s housing stock is inter-generationally owned, meaning that homes are passed down between the generations rather than changing hands via sale. In fact, Zillow shows little housing for sale in Study Area, despite the vacancy rate. This suggests that homeowners may be retaining vacant units and may not have the capital necessary to update or maintain their units. New housing stock that has not yet absorbed could also contribute to high vacancy rates; however, as Table 12 below shows, the Study Area has seen few units built since 2010.

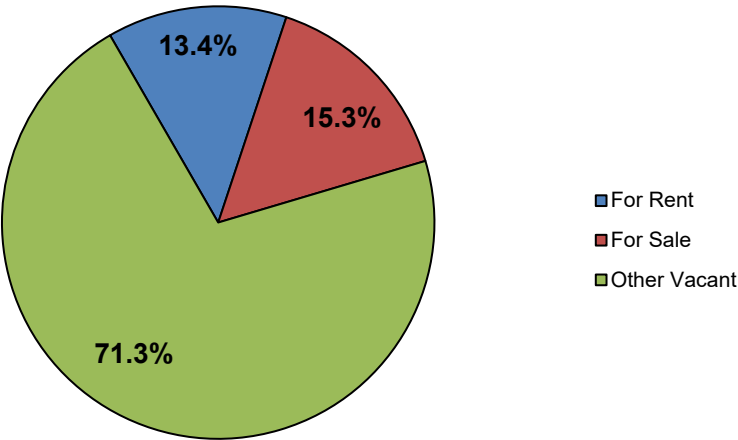
Table 10: Housing Unit Occupancy and Vacancy, 2010-2020

Study Area	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Occupied Units	1,055	79.5%	1,138	82.2%	7.9%
Vacant Units	272	20.5%	247	17.8%	-9.2%
Total Units	1,327	100.0%	1,385	100.0%	4.4%
City of Villa Rica	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Occupied Units	5,073	87.2%	5,821	90.0%	14.7%
Vacant Units	745	12.8%	647	10.0%	-13.2%
Total Units	5,818	100.0%	6,468	100.0%	11.2%
Carroll County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Occupied Units	39,187	87.8%	42,664	89.4%	8.9%
Vacant Units	5,420	12.2%	5,063	10.6%	-6.6%
Total Units	44,607	100.0%	47,727	100.0%	7.0%
Douglas County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Occupied Units	46,624	90.2%	51,125	92.6%	9.7%
Vacant Units	5,048	9.8%	4,096	7.4%	-18.9%
Total Units	51,672	100.0%	55,221	100.0%	6.9%

Sources: Esri Business Analyst, 2020; BAE, 2021.

Data from the American Community Survey further underscores that most vacant units in the Study Area are not actively listed for rent or sale. Among vacant units in the Study Area Tract between 2015 and 2019, only an estimated 13 percent were available for rent and 15 percent available for sale (see Figure 5). The remaining 71 percent of units were classified as “other vacant,” a category which includes units vacant due to ongoing repairs, personal or family reasons, probate, foreclosure, abandonment, or other reasons.

Figure 5: Vacant Units by Type, Study Area Tract, 2015-2019 Five Year Estimates



Note:
This figure describes Carroll County Census Tract 9101.01, which encompasses but extends beyond the Study Area as defined by the City of Villa Rica.

Sources: American Community Survey 2015-2019 Five-Year Sample Estimates, Table B25004; BAE, 2021.

Housing Tenure

Unlike the City and both counties, the Study Area features a fairly even mix of owner-occupied and renter-occupied housing units, as detailed in Table 11. Renter-occupied units comprised 48 percent of occupied units in the Study Area in 2020, compared to 37 percent in Villa Rica, 32 percent in Carroll County, and 34 percent in Douglas County. Similar to the City and Carroll County, though, the Study Area recorded a significantly larger increase in the number of owner-occupied units than renter-occupied units between 2010 and 2020. The Study Area added four owner-occupied units for every renter-occupied unit added over the same period. It should be noted that these added owner- and renter-occupied units include both newly constructed units and formerly vacant units that became occupied.

Table 11: Housing Tenure, 2010-2020

Study Area	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Owner-Occupied	523	49.6%	590	51.8%	12.8%
Renter-Occupied	532	50.4%	548	48.2%	3.0%
Total Occupied Units	1,055	100.0%	1,138	100.0%	7.9%

City of Villa Rica	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Owner-Occupied	3,087	60.9%	3,685	63.3%	19.4%
Renter-Occupied	1,986	39.1%	2,136	36.7%	7.6%
Total Occupied Units	5,073	100.0%	5,821	100.0%	14.7%

Carroll County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Owner-Occupied	26,261	67.0%	28,981	67.9%	10.4%
Renter-Occupied	12,926	33.0%	13,683	32.1%	5.9%
Total Occupied Units	39,187	100.0%	42,664	100.0%	8.9%

Douglas County	2010		2020		% Change 2010-2020
	Number	Percent	Number	Percent	
Owner-Occupied	32,571	69.9%	33,626	65.8%	3.2%
Renter-Occupied	14,053	30.1%	17,499	34.2%	24.5%
Total Occupied Units	46,624	100.0%	51,125	100.0%	9.7%

Sources: Esri Business Analyst, 2020; BAE, 2021.

Tenure can refer to either the housing unit type or the household. Some owner-occupied units could be in multifamily structures, while single-family units could be occupied by renter households. The distribution of households by tenure does not necessarily correspond to the distribution of units by number of units in a structure.

Year Built

According to the 2014-2018 ACS, the Study Area features a greater diversity of ages among its housing stock compared to the city as a whole. Housing units in the Study Area are also older, on average, underscoring the Study Area’s position as the historic core of Villa Rica. Relative to Villa Rica overall, the Study Area records larger proportions of units constructed in each decade through the 1990s, including notable percentages dating from the 1990s (14 percent), 1970s (11 percent), and 1950s (eight percent). Over 20 percent of Study Area units are more than 50 years old, an age by which most homes require upgrading (e.g., a new roof, new windows, new heating system, etc.) to remain habitable.

Though aging homes are an important presence in the Study Area, they are outnumbered by homes constructed in the new millennium. The 2000-to-2010 decade is the most common era of construction among units in the Study Area, City, and both counties—a legacy of the wave of rapid development that swept through the area during that decade prior to the Great Recession. Approximately 45 percent of Study Area units and nearly two-thirds of City units were constructed during those ten years. Notably, development in the real estate expansion occurring after the economic recovery has been relatively limited in the Study Area and Carroll

County compared to the City and Douglas County, where more development has occurred, albeit at a lower rate than any time since the 1950s. Table 12 reports the estimated distribution of housing units by decade of construction.

Table 12: Housing Units by Year Built, 2014-2018 Five-Year Estimates

Year Built	Study Area		City of Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1939 or earlier	81	6.3%	193	3.5%	2,929	6.5%	555	1.1%
1940-1949	22	1.7%	31	0.6%	1,447	3.2%	707	1.3%
1950-1959	102	7.9%	198	3.5%	2,259	5.0%	1,835	3.5%
1960-1969	85	6.6%	240	4.3%	3,144	6.9%	4,033	7.7%
1970-1979	140	10.9%	315	5.6%	6,030	13.3%	8,834	16.8%
1980-1989	80	6.2%	201	3.6%	7,437	16.4%	8,652	16.5%
1990-1999	182	14.2%	583	10.4%	8,893	19.7%	9,532	18.2%
2000-2009	583	45.4%	3,626	64.9%	12,442	27.5%	16,512	31.5%
2010 or later	9	0.7%	200	3.6%	672	1.5%	1,779	3.4%
Total	1,284	100.0%	5,587	100.0%	45,253	100.0%	52,439	100.0%

Sources: American Community Survey 2014-2018 Five-Year Sample Estimates via Esri Business Analyst; BAE, 2021.

Units in Structure

Detached single-family homes are, by far, the most common housing type in the Study Area, Villa Rica, and Carroll and Douglas counties. The 2014-2018 ACS estimates that detached single-family units comprised two-thirds of units in the Study Area and approximately three-quarters of units in each of the other three areas, as shown in Table 13. The remainder of units were either in attached single-family structures (i.e., units that are on their own foundations but share walls with other units, such as townhomes), multifamily structures (e.g., apartment or condominium buildings), mobile homes, RVs, or vans. Attached single-family homes and units in multifamily structures together comprised 30 percent of Study Area units, a significantly larger proportion than recorded in the City and counties. Among the Study Area’s multifamily units, a majority were in structures of fewer than ten units.

Table 13: Units in Structure, 2014-2018 Five-Year Estimates

Units in Strucutre	Study Area		City of Villa Rica		Carroll County		Douglas County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1 Unit, Detached	854	66.6%	4,194	75.1%	33,433	73.9%	40,253	76.8%
1 Unit, Attached	68	5.3%	209	3.7%	848	1.9%	1,568	3.0%
2 Units	52	4.1%	106	1.9%	792	1.8%	757	1.4%
3-4 Units	89	6.9%	256	4.6%	1,256	2.8%	913	1.7%
5-9 Units	80	6.2%	291	5.2%	1,674	3.7%	1,932	3.7%
10-19 Units	72	5.6%	330	5.9%	1,008	2.2%	2,701	5.2%
20+ Units	26	2.0%	138	2.5%	1,151	2.5%	2,280	4.3%
Other (a)	42	3.3%	63	1.1%	5,091	11.3%	2,035	3.9%
Total	1,283	100.0%	5,587	100.0%	45,253	100.0%	52,439	100.0%

Note:
(a) Includes mobile homes, boats, RVs, vans, etc.

Sources: American Community Survey 2014-2018 Five-Year Sample Estimates via Esri Business Analyst; BAE, 2021.

Housing Affordability

Households by HUD Area Median Family Income Level

Figure 6 reports the percentage of households with low, very low, and extremely low incomes according to 2013-2017 Comprehensive Housing Affordability Strategy (CHAS) data published by the U.S. Department of Housing and Urban Development (HUD). A household’s income category is determined by comparing its income to the HUD Area Median Family Income (HAMFI) for its metro region and household size. For example, if a household has an income less than or equal to 30 percent of the HAMFI for its region and household size, it is classified as extremely low-income. Households with incomes greater than 30 percent but less than 50 percent of HAMFI are considered very low-income. Low-income households are those with incomes greater than 50 percent but less than 80 percent HAMFI. These income criteria are commonly used to determine a household’s eligibility for government subsidized housing and other means-tested benefits. The regional HAMFI for this analysis corresponds to the Atlanta-Sandy Springs-Roswell HUD Metro Fair Market Rent Area, an area that encompasses 29 counties including Carroll and Douglas.¹ In 2020, the HAMFI for this region was \$82,700. Table 14 reports the household incomes below which households of various sizes in the region would be considered extremely low income, very low income, low income, and moderate income in 2020.

¹ The Atlanta-Sandy Springs-Roswell HUD Metro FMR Area contains the following Georgia counties: Barrow County; Bartow County; Carroll County; Cherokee County; Clayton County; Cobb County; Coweta County; Dawson County; DeKalb County; Douglas County; Fayette County; Forsyth County; Fulton County; Gwinnett County; Heard County; Henry County; Jasper County; Newton County; Paulding County; Pickens County; Pike County; Rockdale County; Spalding County; and Walton County

Table 14: Maximum Household Incomes by Income Category, Atlanta-Sandy Springs-Roswell HUD Metro Fair Market Rent Area, 2020

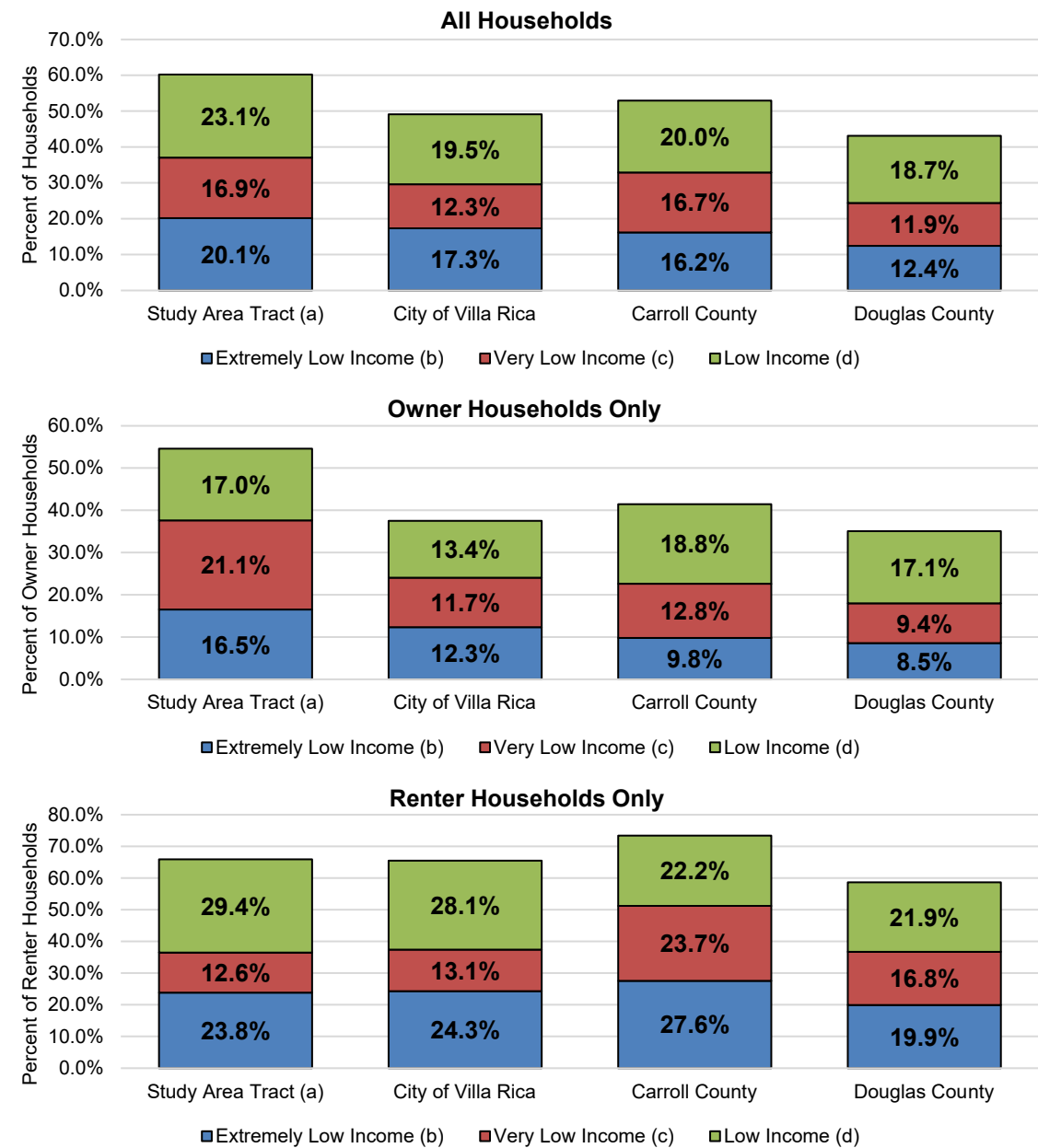
Income Category (a)	Household Size				
	1 Person	2 Person	3 Person	4 Person	5 Person
Extremely Low Income (b)	\$17,370	\$19,860	\$22,350	\$24,810	\$26,820
Very Low Income (c)	\$28,950	\$33,100	\$37,250	\$41,350	\$44,700
Low Income (d)	\$46,350	\$52,950	\$59,550	\$66,150	\$71,450
HUD Area Median Family Income	\$57,900	\$66,200	\$74,400	\$82,700	\$89,300
Moderate Income (e)	\$69,480	\$79,440	\$89,280	\$99,240	\$107,160

Notes:
For illustrative purposes, this table presents maximum incomes by income category based on the 2020 HUD Area Median Family Income (HAMFI) for the Atlanta-Sandy Springs-Roswell region. The CHAS data are based on household income data collected between 2013 and 2017, and those incomes are compared to the HAMFIs in the year they were reported (e.g., 2013 household income compared to 2013 HAMFI).
(a) Incomes presented in this table are not the published income limits to qualify for HUD programs, such as Section 8 Housing Choice Vouchers. These incomes are based simply on a percentage of the HAMFI (e.g., 30 percent of \$82,700 equals \$24,810) so as to align with the income categories as used in the CHAS data. Published income limits for program eligibility, particularly those for the extremely low-income category, may deviate from the percentage-based figures.
(b) Households with incomes less than or equal to 30 percent of the HAMFI, adjusted for household size.
(c) Households with incomes greater than 30 percent but less than or equal to 50 percent of the HAMFI.
(d) Households with incomes greater than 50 percent but less than or equal to 80 percent of the HAMFI.
(e) Households with incomes greater than 80 percent but less than or equal to 120 percent of the HAMFI.

Sources: HUD, 2020; BAE, 2021.

During the 2013-2017 period, 60 percent of households in the Study Area Tract were low-income, very low-income, or extremely low-income by regional standards, as shown in Figure 6. In Villa Rica, by comparison, only 50 percent of households fell into these categories. Driving this difference was the Study Area Tract's disproportionately large percentage of low-, very low-, and extremely low-income owner households. Approximately 55 percent of owner households in the Study Area Tract were in these three lowest income levels, compared to just 38 percent in Villa Rica, 42 percent in Carroll County, and 35 percent in Douglas County.

Figure 6: Percent of Households with Low, Very Low, and Extremely Low Incomes, 2013-2017 Five-Year Estimates



Notes:

(a) Carroll County Census Tract 9101.01.

(b) Households with incomes less than or equal to 30 percent of the HUD Area Median Family Income, adjusted for household size.

(c) Households with incomes greater than 30 percent but less than or equal to 50 percent of the HUD Area Median Family Income, adjusted for household size.

(d) Households with incomes greater than 50 percent but less than or equal to 80 percent of the HUD Area Median Family Income, adjusted for household size.

Sources: U.S. Census Bureau and HUD, Comprehensive Housing Affordability Strategy, 2013-2017; BAE, 2021.

Housing Cost Burden

Housing affordability is a function of both housing costs and household incomes. A common housing affordability metric, known as housing cost burden, measures a household's housing expenses as a percentage of its total income. Common housing expenses for renter households include monthly rent and utilities. For owner households, expenses may include mortgage payments, real estate taxes, homeowners' insurance premiums, and utilities. Under HUD standards, housing costs are considered affordable if they consume no more than 30 percent of a household's income. Households that spend more than 30 but less than 50 percent of their incomes on housing costs are classified as moderately housing cost burdened, while those who spend more than 50 percent of their incomes are severely housing cost burdened.

According to 2013-2017 CHAS data, 44 percent of households in the Study Area Tract were housing cost burdened, compared to 38 percent in Villa Rica, 27 percent in Carroll County, and 28 percent in Douglas County. The Study Area Tract has the highest share of cost-burdened households relative to the City and counties. However, Villa Rica and Douglas County renter households are more likely to be severely cost-burdened than Study Area Tract households. Study Area owner households are much more likely to be moderately and severely cost-burdened than owner households within each of the other geographies.

As noted above, over half of the owner households in the Study Area Tract have low, very low, or extremely low incomes by regional standards, and many of these households are likely stretching their limited incomes to achieve homeownership and support a mortgage. As illustrated in Figure 8, most of these lower-income owners report moderate-to-severe housing cost burdens, which suggests they are paying mortgages. Among very low-income households, about one-third are not cost burdened and another third are only moderately cost burdened. No low-income households report severe housing cost burden, and fewer than half are moderately cost burdened. These data suggest homeownership has been attainable, if not truly affordable, for lower-income households in the Study Area Tract. Though many of these households struggle with affordability, some very low- and low-income households can comfortably afford to own their homes.

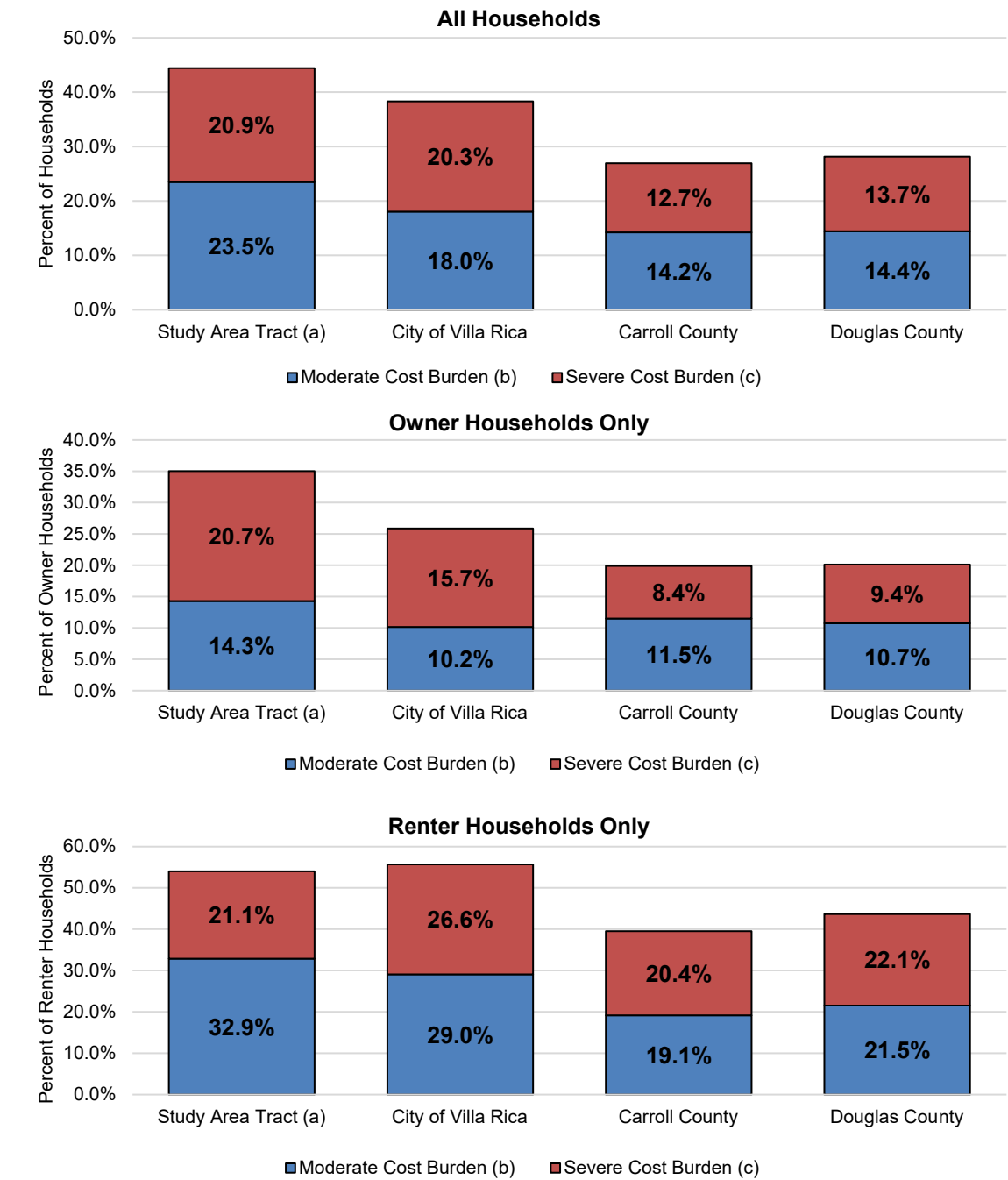
Lower-income households may be opting for ownership over renting because owning is more affordable—or at least not much more expensive—than renting in this market. If the monthly costs of renting are similar to those of owning, households may choose to take on homeownership to build wealth and enjoy greater stability. Family-age adults and seniors, fast-growing age groups in the Study Area and Villa Rica, are especially likely to value the stability of owning over the ease of mobility offered by renting.

Though renting is typically considered a more affordable option than owning, Study Area Tract renters are more commonly cost-burdened than owners in every income category. Among very low-income households, for example, 100 percent of renters and fewer than 60 percent of

owners are cost burdened. Nearly a quarter of moderate-income renter households experience cost burden, compared to zero moderate-income owners.

Whether owning or renting, lower-income households have been able to make their homes in the Study Area Tract. However, the prevalence of housing cost burden suggests that affordability is a significant issue, especially for those with the lowest incomes. Cost-burdened households have limited financial capacity to save for and contend with unforeseen hardships (e.g., job loss, healthcare expenses, rent increases, property tax hikes, etc.), making them vulnerable to eviction or foreclosure. They also have less discretionary funds to invest in the improvement of their homes and spend in the local economy. Making housing affordable for extremely low-income households will likely require public subsidy in the form of housing vouchers or the subsidized development of income-restricted units. For very low-, low-, and moderate-income households, whose cost burdens are less extreme, it is possible that the market—guided and encouraged by public leadership and investment—can deliver more affordable housing opportunities without subsidy. An increase in housing supply and the diversity of housing options (e.g., a greater mix of unit sizes, finishes, and amenities, including economical options) within the Study Area may relieve some pressure on prices and allow households to “right-size” to the housing option that best balances their needs and budgets.

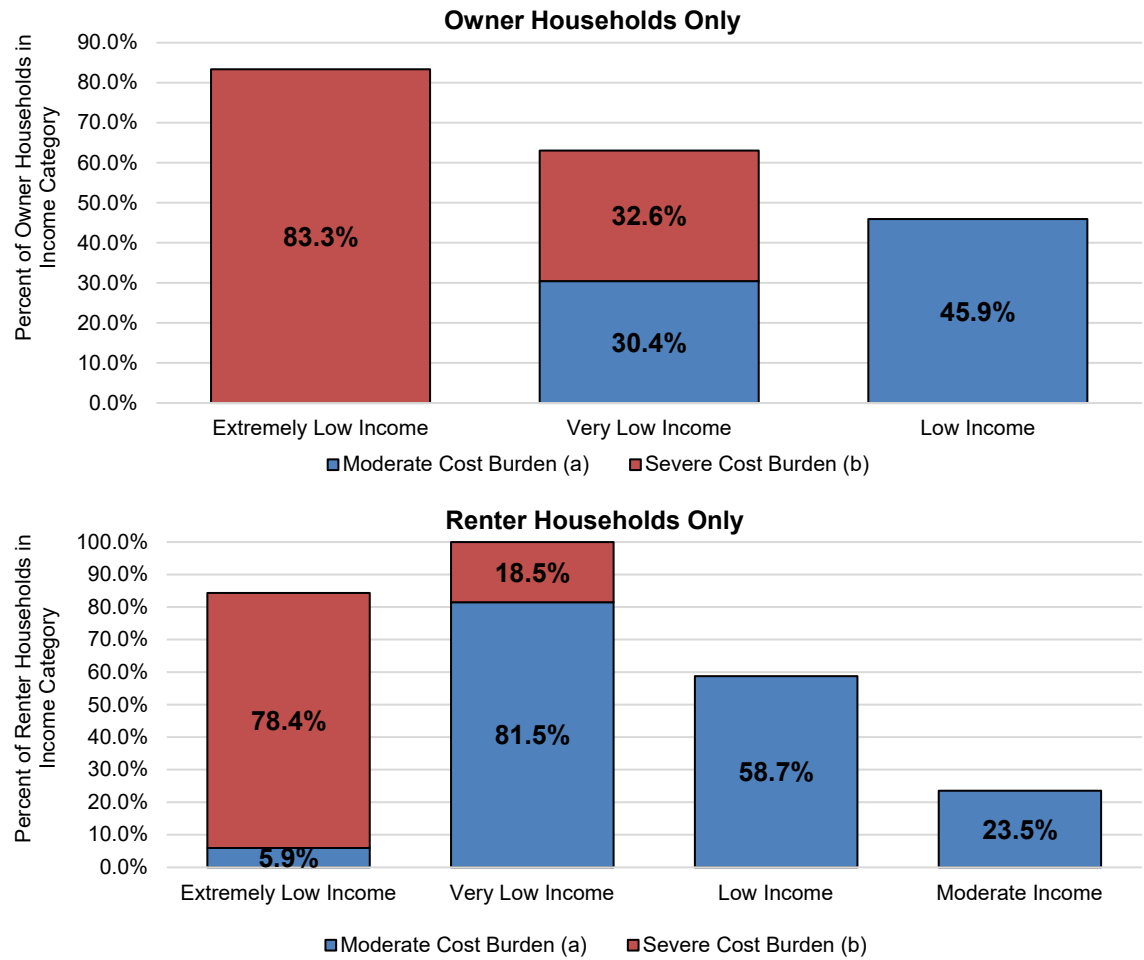
Figure 7: Percent of Households with Moderate-to-Severe Housing Cost Burden, 2013-2017 Five-Year Estimates



Notes:
(a) Carroll County Census Tract 9101.01.
(b) Households that spend more than 30 percent but less than or equal to 50 percent of their gross incomes on housing costs.
(c) Households that spend more than 50 percent of their gross incomes on housing costs.

Sources: U.S. Census Bureau and HUD, Comprehensive Housing Affordability Strategy, 2013-2017; BAE, 2021.

Figure 8: Percent of Households with Moderate-to-Severe Housing Cost Burden by Income Category, Study Area Tract, 2013-2017 Five-Year Estimates



Notes:
The Study Area Tract is Carroll County Census Tract 9101.01.
Within the Study Area Tract, no moderate- or above moderate-income owner households report housing cost burden, and no above moderate-income renter households report housing cost burden. Thus, those income categories are omitted from this figure.
(a) Households that spend more than 30 percent but less than or equal to 50 percent of their gross incomes on housing costs.
(b) Households that spend more than 50 percent of their gross incomes on housing costs.

Sources: U.S. Census Bureau and HUD, Comprehensive Housing Affordability Strategy, 2013-2017; BAE, 2021.

REAL ESTATE MARKET CONDITIONS

This section evaluates the market dynamics for residential and commercial real estate in the Study Area, including for-sale housing, rental housing, retail, office, and industrial uses. It describes the Study Area’s current inventory characteristics, as well as recent trends in rents, vacancy, and new development. This analysis provides context for understanding the level of demand and market support for different types of development the City may wish to encourage in the Study Area through the LCI.

For-Sale Housing Market

Table 15 reports the sale price distribution of homes sold in the Study Area in 2020, according to ListSource. During that year, there were 32 single-family home sales and 10 townhome sales. The Study Area did not record any condominium sales. Three-bedroom units were the most common single-family unit type sold, comprising more than half of single-family units, while nearly all townhomes sold featured two bedrooms. The townhomes represent considerably newer product than the single-family homes; the median townhome was constructed in 2001 and the median single-family home was built in 1972.

In 2020, the median sale price for a single-family home in the Study Area was \$129,000 or \$100 per building square foot. The smaller but newer townhomes recorded a median sale price of \$169,000 or \$103 per building square foot. Single-family sale prices in the Study Area were lower than those reported citywide. According to Redfin, monthly median single-family home prices in Villa Rica ranged from \$189,450 (February 2020) to \$238,950 (July 2020). Sale prices for Study Area townhomes were roughly on par with citywide figures, which ranged from a monthly median of \$124,000 (October 2020) to \$215,000 (September 2020). For both single-family and townhome sale prices, Villa Rica generally outperforms Carroll County and closely tracks Douglas County.

Compared to Villa Rica as a whole, the Study Area’s for-sale housing market is characterized by older and more modest housing stock. The bulk of Villa Rica’s for-sale product is located in relatively new master-planned communities, such as Mirror Lake and Augusta Woods. Homes in these community are tailored toward families and retirees, featuring generous floorplans of between 1,400 and 5,600 square feet, luxury finishes, one- or two-car garages, and access to community amenities, such as a pool, lake, golf course, and recreation area. Recently sold single-family homes in the Study Area are much smaller—the median building area is just 1,380 square feet—older, and less amenity-rich, contributing to their lower sale prices in total and on a per-square-foot basis. Study Area homes benefit from their proximity to Downtown Villa Rica and context in neighborhoods with historic character—and, in some cases, the historic character of the homes themselves. Villa Rica’s relatively small townhome inventory, much of which dates to the early 2000s, is concentrated near Downtown Villa Rica, though some of it falls outside Study Area boundaries. The townhome stock within the Study Area is

generally similar in age and quality to that outside of it, featuring simple, compact floorplans, economical finishes, parking in surface lots or private one-car garages, and few onsite amenities. These units’ relatively low price point for newer product and proximity to Downtown make them a potentially attractive option for young, first-time homebuyers.

Table 15: Study Area Home Sale Price Distribution, January 2020 - December 2020

Single-Family Homes						
Sale Price Range	1 BD	2 BD	3 BD	4+ BD	Total	Percent of Total
Less than \$100,000	0	5	1	0	6	18.8%
\$100,000 - \$149,999	0	1	10	4	15	46.9%
\$150,000 - \$199,999	0	1	6	1	8	25.0%
\$200,000 or more	0	0	1	2	3	9.4%
Total	0	7	18	7	32	100.0%
Percent of Total	0.0%	21.9%	56.3%	21.9%	100.0%	
Median Sale Price	n.a.	\$75,000	\$133,000	\$138,000	\$129,000	
Average Sale Price	n.a.	\$90,143	\$141,906	\$243,500	\$152,806	
Median Unit Size (sf)	n.a.	1,214	1,346	1,701	1,380	
Average Unit Size (sf)	n.a.	1,142	1,376	1,843	1,427	
Median Price per SF	n.a.	\$85	\$106	\$84	\$100	
Average Price per SF	n.a.	\$79	\$105	\$141	\$107	
Townhomes and Rowhomes (a)						
Sale Price Range	1 BD	2 BD	3 BD	4+ BD	Total	Percent of Total
Less than \$100,000	0	4	0	0	4	40.0%
\$100,000 - \$199,999	0	1	0	0	1	10.0%
\$200,000 - \$249,999	0	1	1	0	2	20.0%
\$250,000 or more	0	3	0	0	3	30.0%
Total	0	9	1	0	10	100.0%
Percent of Total	0.0%	90.0%	10.0%	0.0%	100.0%	
Median Sale Price	n.a.	\$123,000	\$220,000	n.a.	\$169,000	
Average Sale Price	n.a.	\$158,278	\$220,000	n.a.	\$164,450	
Median Unit Size (sf)	n.a.	1,044	2,308	n.a.	1,044	
Average Unit Size (sf)	n.a.	1,155	2,308	n.a.	1,270	
Median Price per SF	n.a.	\$105	\$95	n.a.	\$103	
Average Price per SF	n.a.	\$148	\$95	n.a.	\$142	

Note:
Data reflect full and verified sales between January 1, 2020 to December 30, 2020.
(a) There were no condominium sales in the Study Area during this period.

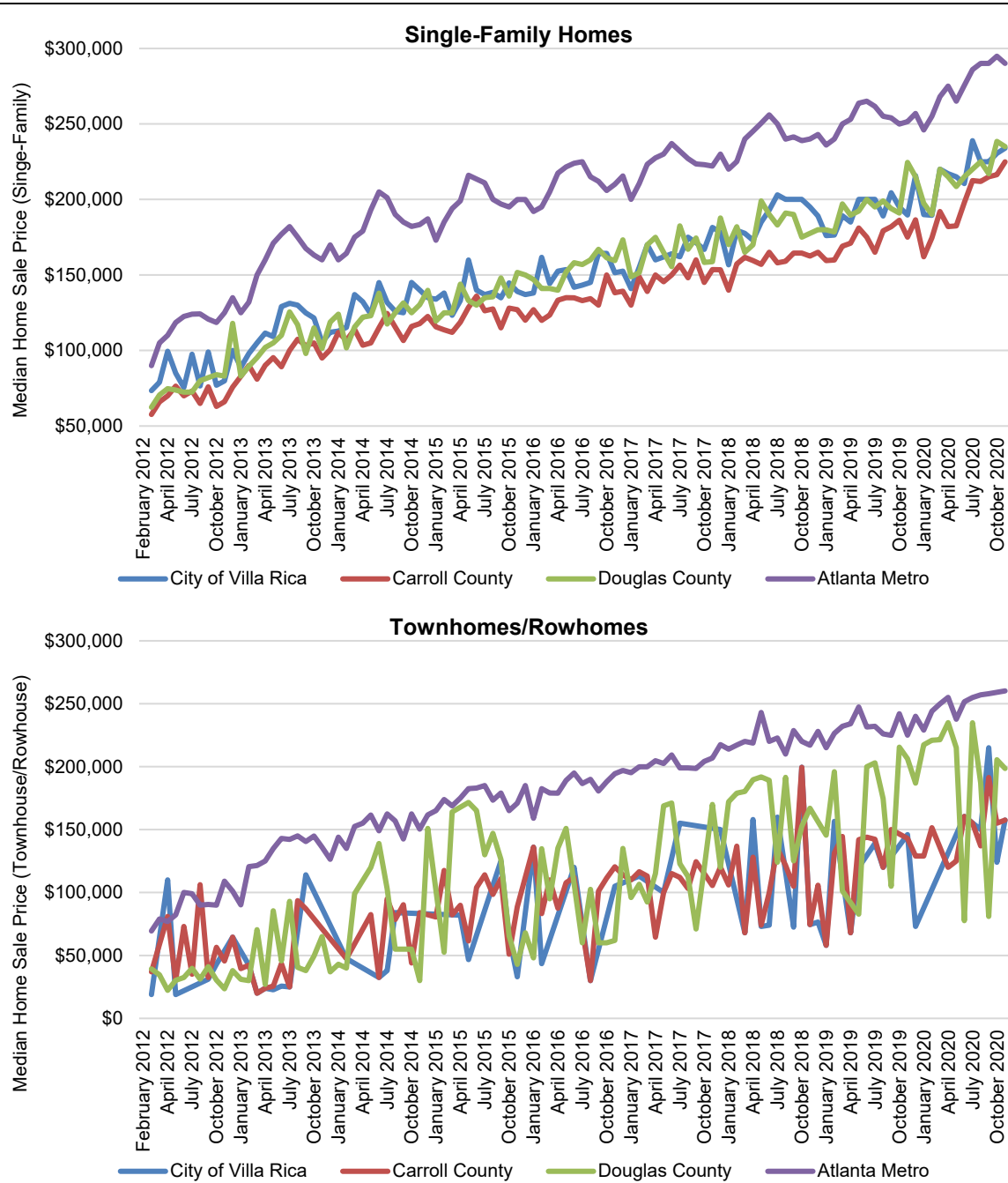
Sources: CoreLogic via ListSource; BAE, 2020.

Mirroring the Atlanta Metro region as a whole, Villa Rica recorded strong, steady growth in home sale prices throughout the long economic recovery from the Great Recession, as shown in Figure 9. Between February 2012 and November 2020, the median sale price for a single-family home in Villa Rica increased from \$74,000 to \$234,000, an increase of 218 percent or compound annual growth of 14 percent. Villa Rica’s sale price escalation was on par with the Atlanta Metro region, which also recorded a 14 percent compound annual growth rate over the

same period. However, it lagged Carroll and Douglas counties, which both saw their median sale prices increase by upwards of 16 percent compound annual growth.

The sale price trends are not quite as clear for townhomes which, because of their relatively small inventories in the City and both counties, lack representative and reliable sales data in many months. Regionally, townhomes outpaced single-family homes in sale price growth, recording a 16 percent compound annual growth rate between February 2012 and November 2020. Consequently, the gap between the median-price single-family home and median-price townhome has decreased considerably—from 22 percent in February 2012 to just 10 percent in November 2020.

Figure 9: Median Sale Price Trends, 2012-2020



Source: Redfin, 2020; BAE, 2021.

Affordable Home Sale Prices

As Table 16 shows, a four-person household can afford homes ranging from \$72,200 (extremely low-income) to \$363,900 (moderate income). With a February 2020 median home price of \$238,950, households earning more than 80 percent of HAMFI should be able to afford a home in Villa Rica. However, as relatively low home prices bring in new residents from

around the region, prices may increase above the means of local households. In addition, households in the lower income ranges may not have sufficient resources to supply a down-payment on a mortgage, potentially impeding their abilities to qualify for homeownership opportunities.

Table 16: Affordable Home Sale Prices with an FHA Mortgage, City of Villa Rica, 2021

Max. Affordable Sale Prices by Income Category	Household Size				
	1 Person	2 Person	3 Person	4 Person	5 Person
Extremely Low Income (a)	\$54,200	\$60,600	\$66,900	\$72,200	\$74,900
Very Low Income (b)	\$99,700	\$112,500	\$125,200	\$137,100	\$144,900
Low Income (c)	\$167,800	\$190,200	\$212,600	\$234,300	\$249,600
Median Income	\$213,100	\$242,100	\$270,800	\$299,100	\$319,700
Moderate Income (d)	\$258,400	\$294,000	\$329,100	\$363,900	\$389,600

Notes:
This table reports the maximum affordable sale prices for different income levels and household sizes assuming the household spends up to 30 percent of its income on housing expenses. The full tabulation of these sale prices is available in the Appendix.
(a) Households with incomes less than or equal to 30 percent of the HAMFI, adjusted for household size.
(b) Households with incomes greater than 30 percent but less than or equal to 50 percent of the HAMFI, adjusted for household size.
(c) Households with incomes greater than 50 percent but less than or equal to 80 percent of the HAMFI, adjusted for household size.
(d) Households with incomes greater than 80 percent but less than or equal to 120 percent of the HAMFI, adjusted for household size.

Sources: HUD, 2020; FHA, 2021; Freddie Mac, 2021; Policygenius, 2020; Carroll County Tax Office, 2021; State of Georgia Department of Community Affairs, 2020; BAE, 2021.

Rental Housing Market

As noted above, nearly half of all Study Area households rent their homes. While renters are often associated with apartment buildings, they may also reside in detached single-family homes, townhomes, or any other type of housing structure. Also included among renter households are residents of public housing and other forms of subsidized affordable rental housing. The Study Area includes Old Town Homes, a public housing community that is currently undergoing a major transformation to a modern, 90-unit mixed-income senior living community called Legacy at Walton Trail. Though Old Town Homes has been vacated for the redevelopment, its 62 former households are likely counted in the 2020 renter household estimates.

Inventory

CoStar, a real estate database that tracks multifamily rental complexes, reports that there are three multifamily rental properties within the Study Area: a market-rate, 10-unit townhome property at 651 Old Town Road; the market-rate, 17-unit Villa Rica Lofts at 300-336 W. Church Street; and the mixed-income 44-unit rental component of the larger Wilson Mill Townhomes subdivision at 209 E. Wilson Street. Accounting for just 71 of the estimated 550-plus rental units in the Study Area, these multifamily rental properties represent only a small subset of the Study Area’s rental housing. These data suggest that most of the Study Area’s rental housing

is in single-family homes or individual townhomes that are rented out by their owners. Though multifamily properties are fairly uncommon in the Study Area, the three existing properties are noteworthy as the initial viable efforts to add higher-density rental housing to a historically low-density area.

The Study Area’s multifamily rental unit inventory amounts to only seven percent of the citywide inventory. According to CoStar, Villa Rica has 974 multifamily rental units across 10 market-rate or mixed-income properties. The properties range in size from the 10-unit townhome property in the Study Area (651 Old Town Road) to the 250-unit Hawthorne at Mirror Lake complex (100 Woods Walk). Nearly all multifamily rental properties outside the Study Area are larger than those within it—the Study Area properties are three of the City’s four smallest by unit count.

Two-bedroom units are, by far, the most prevalent unit size in the Study Area, comprising about 80 percent of multifamily rental units. One-bedroom units account for the remaining 20 percent. While three-bedroom rentals are common in Villa Rica, constituting nearly 20 percent of multifamily rental units, there are none within the Study Area.

Rent and Vacancy

Villa Rica’s multifamily rental market shows robust signs of demand. In the fourth quarter of 2020, Villa Rica reported a higher average asking rent, steeper year-over-year rent growth, and a lower vacancy rate than both Carroll and Douglas counties. The City’s average asking multifamily rent was \$1,233 per month, more than 10 percent higher than the average a year earlier. Over that same year, the City’s vacancy rate contracted from 4.4 percent to 2.7 percent, which is the lowest vacancy rate recorded in Villa Rica since 2006.

Villa Rica’s surging rent and occupancy growth may be due, in part, to two trends that have emerged during the COVID-19 pandemic and recession. In light of the prolonged economic uncertainty and a shortage of available homes for sale, some potential homebuyers may be lingering in the rental market. As these households delay entering the ownership market, they reduce turnover and contribute to greater competition in the rental market. Also, the rise of remote work may be prompting some renters to move from more expensive, centrally-located markets to more affordable areas offering larger, newer, and more amenity-rich homes. Villa Rica may be an attractive destination for cost-conscious remote workers, as it offers lower rents than the Atlanta suburbs but is still reasonably commutable to Atlanta for those who need to travel there periodically.

The Study Area’s multifamily rental market performance lagged that of the City overall. CoStar estimates that, in the fourth quarter of 2020, the average asking rent in the Study Area was approximately \$900 per month. This figure marked only a 1.5 percent increase from a year prior. The Study Area’s vacancy rate was 4.2 percent, higher than that of the City and both counties. It should be noted that the average asking rent for the Study Area represents just

three properties, and these properties generally feature fewer amenities (e.g., pools, fitness centers, common recreation space, etc.) than the larger rental complexes that comprise most of the City’s inventory. The Study Area’s lower average asking rent is likely more indicative of the quality of its current rental stock than the desirability of the area relative to other parts of Villa Rica.

Table 17: Multifamily Rental Housing Market Summary, Study Area, Q4 2020

Multifamily Rental Summary (a)	Study Area	City of Villa Rica	Carroll County	Douglas County
Inventory, Q4 2020 (bldgs)	3	10	62	48
Inventory, Q4 2020 (units)	71	974	3,174	8,454
Median Building Size (units)	17	92	24	205
Median Building Year Built	1998	2002	1984	1990
Average Unit Size (sf)	1,018	1,077	1,029	1,053
Average Asking Monthly Rents				
Average Asking Monthly Rent per unit, Q4 2019	\$883	\$1,115	\$860	\$1,076
Average Asking Monthly Rent per unit, Q4 2020	\$896	\$1,233	\$913	\$1,166
% Change, Q4 2019 - Q4 2020	1.5%	10.6%	6.2%	8.4%
Vacancy				
Vacant Units, Q4 2020	3	26	120	243
Vacancy Rate, Q4 2020	4.2%	2.7%	3.8%	2.9%
Net Absorption				
1-Yr. Net Abs. (units), Q4 2019 - Q4 2020	0	18	6	238
10-Yr. Net Abs. (units), Q4 2010 - Q4 2020	3	14	94	754
Deliveries (bldgs), Q4 2010 - Q4 2020	0	0	1	2
Deliveries (units), Q4 2010 - Q4 2020	0	0	11	426
Deliveries (units) as % of Inventory	0.0%	0.0%	0.3%	5.0%
Under Construction (bldgs), Q4 2020	0	0	0	0
Under Construction (units), Q4 2020	0	0	0	0

Note:
New deliveries does not include expansions to existing buildings. The 96-unit expansion to Hawthorne at Mirror Lake, completed in 2019, is included in the multifamily unit inventory, but CoStar does not count it as a new delivery.
(a) This table summarizes market conditions for units in market-rate and market-rate/affordable multifamily rental properties. One-hundred percent affordable housing properties are excluded.

Sources: CoStar, 2020; BAE, 2021.

Affordable Rents

As Table 18 shows, a three-person household can afford monthly rental rates ranging from \$494 (extremely low-income) to \$2,167 (moderate income). With a Q4 2020 average asking rent of \$896 in the Study Area and \$1,233 citywide, households earning between 50 percent and 80 percent of HAMFI should be able to afford a rental unit in Villa Rica. If vacancies remain low, asking rents could increase to unaffordable levels. Rental units in the City’s development pipeline can help alleviate this pressure, as discussed below.

Table 18: Affordable Rents, City of Villa Rica, 2021

Max. Affordable Monthly Rents by Income Category	Household Size				
	1 Person	2 Person	3 Person	4 Person	5 Person
Extremely Low Income (a)	\$399	\$447	\$494	\$541	\$571
Very Low Income (b)	\$689	\$778	\$866	\$955	\$1,018
Low Income (c)	\$1,124	\$1,274	\$1,424	\$1,575	\$1,686
Median Income	\$1,413	\$1,605	\$1,795	\$1,989	\$2,133
Moderate Income (d)	\$1,702	\$1,936	\$2,167	\$2,402	\$2,579

Notes:
This table reports the maximum affordable rents for different income levels and household sizes assuming the household spends up to 30 percent of its income on housing expenses. The full tabulation of these rents is available in the Appendix.
(a) Households with incomes less than or equal to 30 percent of the HAMFI, adjusted for household size.
(b) Households with incomes greater than 30 percent but less than or equal to 50 percent of the HAMFI, adjusted for household size.
(c) Households with incomes greater than 50 percent but less than or equal to 80 percent of the HAMFI, adjusted for household size.
(d) Households with incomes greater than 80 percent but less than or equal to 120 percent of the HAMFI, adjusted for household size.

Sources: HUD, 2020; State of Georgia Department of Community Affairs, 2020; BAE, 2021.

New Development

Villa Rica’s recent surge in rental demand is confronting a multifamily rental supply that has not significantly expanded since Hawthorne at Mirror Lake was delivered in 2005 and expanded in 2019. This dynamic has contributed to the tight vacancies and increasing rents reported above. However, Villa Rica has several rental housing projects in the development pipeline. The Study Area alone is anticipated to see a net increase of 220 units—more than triple its current multifamily rental inventory—if two planned projects come to fruition. As previously noted, a 90-unit mixed-income senior housing community, Legacy at Walton Trail, is replacing a 62-unit public housing complex located toward the northern end of the Study Area along Dallas Highway. This project will include one- and two-bedroom units affordable to a range of income levels, including extremely low-income households. In the central part of the Study Area, east of Downtown on Anderson Road, Arbours Communities is proposing a 192-unit affordable housing complex called Arbours at Villa Rica. This project will introduce three-bedroom multifamily units to the Study Area and will also feature a mix of one- and two-bedroom apartments.

Approximately 550 additional multifamily units are proposed outside the Study Area. Another senior living community, Avemore Village, is planned outside the Study Area in South Villa Rica off of Highway 61. This master-planned community will include over approximately 350 market-rate multifamily units alongside single-family homes, retail, and a facility offering independent living, assisted living, memory care, and skilled nursing. Additionally, Parkside Real Estate Investments is proposing a 195-unit apartment complex on Commerce Drive, west of the Study Area and immediately north of the junction of Interstate 20 and Highway 61.

The four proposed projects described above would dramatically expand Villa Rica’s multifamily rental inventory and relieve some of the pressure on its existing rental stock. It is notable,

though, that of the approximately 765 net new units proposed, three-quarters would be subject to occupancy restrictions based on age or income. Only the 195-unit project at Commerce Drive would be both market-rate and general occupancy. Developers’ focus on the affordable and senior market segments is understandable given Villa Rica’s income profile and the considerable growth in the senior population, both locally and regionally, over the past decade. If restricted units do not alleviate rental pressures, developers may pursue additional market-rate general occupancy rental projects.

Retail Market

The Study Area primarily has the potential to revitalize through retail uses that enhance the area as a destination. Currently, downtown Villa Rica boasts local restaurants, salons, and antique stores that differentiate its offerings from those available in neighboring communities. Building on the success of these uses will be critical to realizing a vibrant LCI area.

Inventory

According to CoStar, the Study Area has 39 retail properties amounting to 175,000 leasable square feet. The Study Area accounts for less than 15 percent of the City’s total retail inventory. The Study Area includes the North Villa Rica Commercial Historic District, a collection of preserved commercial buildings dating from the early- to mid-20th Century. These historic structures form the core of Downtown Villa Rica and contribute to a retail environment that is distinct from the typical offerings elsewhere in Villa Rica, Carroll County, and Douglas County. Most retail buildings in the Study Area date to the 1950s or earlier, while retail buildings in the City and both counties are most likely to have been constructed in the 1980s or later. Eight retail buildings in the Study Area are more than 100 years old. The median retail building size in the Study Area is about 3,000 square feet, which is 2,000 square feet smaller than the median building sizes in Villa Rica and Douglas County, and 1,000 square feet smaller than the Carroll County median.

Rent and Vacancy

Retail vacancy rates are extremely low in the Study Area, Villa Rica, and Carroll County. CoStar reports that, in the fourth quarter of 2020, the Study Area had zero retail vacancy while the City and Carroll County recorded vacancy rates of less than three percent. Douglas County, which features the largest and most regionally oriented retail sector of the geographies studied, saw a considerably higher vacancy rate of 6.2 percent, which is still below the long-term equilibrium retail vacancy rate of ten percent.

CoStar was unable to furnish asking retail rent figures for the Study Area due to a lack of vacancy and leasing activity in recent quarters. In Villa Rica as a whole, though, retail space commands significantly higher rents, on average, than in Carroll and Douglas counties. In the fourth quarter of 2020, Villa Rica recorded an average asking annual rent of \$14.28 per

square foot on a triple-net (“NNN”) basis,² or \$1.19 per square foot per month. This figure is about 15 percent greater than the average asking rent recorded in Carroll County and nearly 50 percent greater than the average for Douglas County. Between the fourth quarters of 2019 and 2020, Villa Rica’s average asking rent increased by 10 percent, lagging Carroll County’s 32 percent spike but significantly exceeding Douglas County, which recorded a 10 percent decrease in its average asking rent. It is important to note that in markets with extremely low vacancy, such as Villa Rica and Carroll County, there are very few active listings from which to calculate an average asking rent. Thus, the average asking rent may reflect a small collection of available spaces that is not necessarily a representative cross-section of the retail inventory.

Table 19: Retail Market Summary, Q4 2020

Retail Summary	Study Area	City of Villa Rica	Carroll County	Douglas County
Inventory, Q4 2020 (bldgs)	39	133	689	719
Inventory, Q4 2020 (sf)	174,968	1,257,880	6,259,484	9,591,431
Median Building Size (sf)	3,006	5,000	4,000	5,000
Median Year Built	1952	1989	1985	1984
Avg. Asking Annual Rents, NNN				
Avg. Asking Annual Rent per sf, Q4 2019	(a)	\$12.96	\$9.48	\$10.68
Avg. Asking Annual Rent per sf, Q4 2020	(a)	\$14.28	\$12.48	\$9.60
% Change, Q4 2019 - Q4 2020	n.a.	10.2%	31.6%	-10.1%
Vacancy				
Vacant sf, Q4 2020	0	32,683	116,879	592,934
Vacancy Rate, Q4 2020	0.0%	2.6%	1.9%	6.2%
Net Absorption				
1-Yr. Net Abs. (sf), Q4 2019 - Q4 2020	0	5,679	48,078	(75,628)
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2020	11,564	83,415	650,305	277,245
Deliveries (bldgs), Q4 2010 - Q4 2020	0	4	30	18
Deliveries (sf), Q4 2010 - Q4 2020	0	28,464	240,314	206,458
Under Construction (bldgs), Q4 2020	0	2	2	0
Under Construction (sf), Q4 2020	0	6,020	6,020	0

Note:
(a) Asking rent data are unavailable in this quarter because there was no available product in the area.

Sources: CoStar, 2020; BAE, 2021.

New Development

Since 2000, the Study Area has added only three retail buildings and 18,000 square feet of floor area. Most of this floor area is attributable to the multi-tenant retail building at 125 Stone Street, constructed in 2007. With nearly 14,000 square feet, this building is tenanted

² Triple-net refers to a common commercial lease arrangement whereby the tenant is responsible for paying the property’s real estate taxes, insurance, and maintenance expenses separately from the rent paid to the landlord.

by an event rental space, a restaurant, a salon, and professional services offices. No new retail space has been delivered in the Study Area since 2007.

Neither CoStar nor the City’s development pipeline information report any retail development proposed for the Study Area. However, there has been some new development activity elsewhere in Villa Rica. Between 2010 and 2020, Villa Rica added four new retail projects comprising nearly 30,000 square feet. The largest and most recent of these is a 16,000-square-foot warehouse-style Goodwill Retail Store and Donation Center in South Villa Rica, delivered in 2020. There are also two retail projects under construction in Villa Rica. Both projects are freestanding fast-food restaurants within the cluster of retail, restaurants, and lodging immediately south of the Interstate 20/Highway 61 junction. The projects are fairly similar in scale, each with approximately 3,000 square feet of floor area.

Retail Sales and Demand Dynamics

Demand for retail real estate is a function of consumer demand (i.e., the amount of money consumers are willing and able to spend) for particular goods and services and the supply of those goods and services in the retail environment where consumers shop and spend. When consumer demand for a good or service exceeds the sales of that good or service in the retail environment, retailers may seek to enter the market to satisfy that unmet demand. Those retailers, in turn, demand real estate that meets their needs. Thus, as communities plan for future retail development, comparing retail and food service sales with estimated consumer demand in the area can provide an indication of the amount and types of retail space that may be in demand but undersupplied. It can also identify the types of retail that are attracting shoppers from other communities.

As shown in Table 20, the Economic Census reported approximately \$382.6 million in retail and food service sales in the City of Villa Rica in 2017. Sales in Villa Rica accounted for eight percent of the \$4.8 billion in retail and food service sales recorded in Carroll and Douglas counties. Douglas County has a larger retail economy than Carroll County, measured in both total retail/food service sales and retail/food service sales per capita. In 2017, Douglas County recorded per capita sales of \$21,500 per resident, more than 40 percent higher than the \$15,200 sales per capita in Carroll County. Douglas County also outperformed the 29-county Atlanta Metro region, which had per capita sales of \$18,200.

Douglas County had higher per capita sales than Carroll County in every retail category except gasoline stations and health and personal care stores (e.g., Walgreens, CVS, etc.). It reported particularly high per capita sales in the non-store retailers and general merchandise store categories, exceeding both Carroll County and the region. Non-store retailers include electronic shopping and mail-order houses, as well as home delivery sales, vending machine sales, and door-to-door sales. Douglas County’s particularly high sales in this category may be attributable to an Amazon fulfillment center in Lithia Springs and a regional propane delivery service in Douglasville. The general merchandise stores category includes all-purpose retailers

like Walmart and Target, as well as department stores. Both Carroll County and Douglas County have two Walmart Superstores and a Target—typically the largest sales generators in a community—but Douglas County also has a Sam’s Club, Macy’s, Dillards, JC Penney’s, and other department stores in and around the Arbor Place Mall in Douglasville. These retail offerings position Douglas County, and Douglasville in particular, as a regional draw for shoppers from the smaller communities north, south, and west, including Villa Rica who are looking for goods from national chain stores. Although Villa Rica does not have as many regional draws as Douglasville, it has a strong collection of retailers serving local shoppers and several regional offerings, particularly in the food services and drinking places category.

Villa Rica recorded retail and food service sales per capita of approximately \$25,000 per resident, higher than Carroll County, Douglas County, the 29-county Atlanta region, and the State of Georgia. Given that Villa Rica reports a lower per capita income than all these places except Carroll County, its comparatively high sales per capita indicates that Villa Rica attracts a considerable volume of sales from non-Villa Rica residents.

Among the retail categories for which sales data are disclosed, Villa Rica had its highest per capita sales in food services and drinking places (\$3,900), gasoline stations (\$3,800), and motor vehicle and parts dealers (\$3,543). Villa Rica’s general merchandise sales amount is undisclosed due to confidentiality rules. However, given the City has a Walmart and several smaller outlets (e.g. Family Dollar, Dollar General, etc.), it is reasonable to assume general merchandise stores were among the highest per capita sales generators.

Compared to the combined Carroll and Douglas two-county area, Villa Rica’s strongest per capita sales categories were health and personal care stores (2.5 times greater), building material, garden equipment, and supplies dealers (2.4 times greater), food services and drinking places (2.2 times greater), and gasoline sales (1.7 times greater). These categories are likely the most successful in attracting spending from non-Villa Rica residents, as well as those who reside in the City. The Tanner Medical Center brings patients from throughout the region, some of whom patronize Villa Rica’s health supply stores and pharmacies. Villa Rica has several building supply stores, including the only Home Depot between Douglasville and Carrollton, which produce large sales volumes from residents of nearby communities. Villa Rica’s location at the intersection of several highways, including a major junction at Interstate 20 and Highway 61, positions it to attract gasoline and food spending from travelers passing through the City.

Table 20: Retail and Food Service Sales Comparison, 2017

Total Sales in 2017 \$000s		City of Villa Rica	Carroll County	Douglas County	Carroll and Douglas Counties	Atlanta Metro	State of Georgia
Retail trade (a)		\$324,419	\$1,556,905	\$2,760,566	\$4,317,471	\$91,665,829	\$148,624,614
Motor vehicle and parts dealers		\$53,181	\$339,840	\$650,729	\$990,569	\$22,524,190	\$36,066,559
Furniture and home furnishings stores		(b)	\$27,650	\$37,686	\$65,336	\$2,596,833	\$3,744,901
Electronics and appliance stores		(b)	\$12,052	\$40,071	\$52,123	\$1,906,653	\$2,514,150
Building material and garden equipment and supplies dealers		\$41,867	\$128,509	\$163,710	\$292,219	\$5,574,527	\$10,309,322
Food and beverage stores		\$48,713	\$258,735	\$367,979	\$626,714	\$14,578,796	\$23,469,742
Health and personal care stores		\$29,035	\$97,406	\$99,504	\$196,910	\$4,690,858	\$8,485,626
Gasoline stations		\$56,413	\$286,901	\$259,273	\$546,174	\$8,760,599	\$16,997,111
Clothing and clothing accessories stores		\$2,290	\$43,774	\$145,445	\$189,219	\$4,993,772	\$7,183,132
Sporting goods, hobby, musical instrument, and book stores		(b)	\$10,379	\$42,934	\$53,313	\$1,361,956	\$2,239,736
General merchandise stores		(b)	\$265,986	\$385,224	\$651,210	\$11,857,480	\$21,839,038
Miscellaneous store retailers		\$618	\$20,357	\$34,103	\$54,460	\$1,614,076	\$2,547,153
Nonstore retailers		(b)	\$65,316	\$533,908	\$599,224	\$11,206,089	\$13,228,144
Undisclosed categories (c)		\$92,302	\$0	\$0	\$0	\$0	\$0
Food services and drinking places		\$58,184	\$193,145	\$254,509	\$447,654	\$13,283,999	\$20,817,672
Total: Retail Trade and Food Services and Drinking Places		\$382,603	\$1,750,050	\$3,015,075	\$4,765,125	\$104,949,828	\$169,442,286
Population (2017 Esri Estimate)		15,010	115,227	140,477	255,704	5,753,640	10,329,312
Per Capita Sales in 2017 \$		City of Villa Rica	Carroll County	Douglas County	Carroll and Douglas Counties	Atlanta Metro	State of Georgia
Retail trade (a)		\$21,614	\$13,512	\$19,651	\$16,885	\$15,932	\$14,389
Motor vehicle and parts dealers		\$3,543	\$2,949	\$4,632	\$3,874	\$3,915	\$3,492
Furniture and home furnishings stores		(b)	\$240	\$268	\$256	\$451	\$363
Electronics and appliance stores		(b)	\$105	\$285	\$204	\$331	\$243
Building material and garden equipment and supplies dealers		\$2,789	\$1,115	\$1,165	\$1,143	\$969	\$998
Food and beverage stores		\$3,245	\$2,245	\$2,619	\$2,451	\$2,534	\$2,272
Health and personal care stores		\$1,934	\$845	\$708	\$770	\$815	\$822
Gasoline stations		\$3,758	\$2,490	\$1,846	\$2,136	\$1,523	\$1,646
Clothing and clothing accessories stores		\$153	\$380	\$1,035	\$740	\$868	\$695
Sporting goods, hobby, musical instrument, and book stores		(b)	\$90	\$306	\$208	\$237	\$217
General merchandise stores		(b)	\$2,308	\$2,742	\$2,547	\$2,061	\$2,114
Miscellaneous store retailers		\$41	\$177	\$243	\$213	\$281	\$247
Nonstore retailers		(b)	\$567	\$3,801	\$2,343	\$1,948	\$1,281
Undisclosed categories (c)		\$6,149	\$0	\$0	\$0	\$0	\$0
Food services and drinking places		\$3,876	\$1,676	\$1,812	\$1,751	\$2,309	\$2,015
Total: Retail Trade and Food Services and Drinking Places		\$25,490	\$15,188	\$21,463	\$18,635	\$18,241	\$16,404

Notes:

(a) Sales figures for the retail trade subtotal include sales that are not published at the category level. See note (c) for additional information.

(b) Sales in this category are not published because either: 1) there are no firms operating in this NAICS code in Villa Rica, or 2) one firm accounts for such a large concentration of employment or sales in the category that presenting data about that category risks disclosing confidential firm-specific information.

(c) Represents sales in all categories that are not disclosed in the Economic Census data to confidentiality rules.

Sources: U.S. Census Bureau, Economic Census, 2017; Esri Business Analyst, 2017; BAE, 2021.

While Villa Rica recorded higher per capita sales than the two-county area, it had considerably lower per capita sales than its nearest mid-sized cities, Carrollton and Douglasville. As Table 21 shows, Carrollton and Douglasville reported retail and food service per capita sales that were, respectively, 24 percent and 63 percent higher than Villa Rica. Villa Rica underperformed Carrollton in every category for which data were disclosed, except gasoline stations. Compared to Douglasville, it had slightly higher sales per capita in building materials, garden equipment, and supplies, and notably higher sales per capita in gasoline stations. These data suggest that, while Villa Rica attracts retail and food service spending from non-residents, it does not do so at the scale of nearby cities.

Table 21: Per Capita Retail and Food Service Sales, Comparison Cities, 2017

Per Capita Sales in 2017 \$	City of Villa Rica	Carrollton	Douglasville
Retail trade (a)	\$21,614	\$27,347	\$37,008
Motor vehicle and parts dealers	\$3,543	\$5,368	\$4,348
Furniture and home furnishings stores	(b)	\$470	(b)
Electronics and appliance stores	(b)	\$147	(b)
Building material and garden equipment and supplies dealers	\$2,789	\$3,042	\$2,557
Food and beverage stores	\$3,245	\$6,480	\$3,994
Health and personal care stores	\$1,934	\$2,238	\$1,445
Gasoline stations	\$3,758	\$2,210	\$2,435
Clothing and clothing accessories stores	\$153	\$1,568	(b)
Sporting goods, hobby, musical instrument, and book stores	(b)	(b)	(b)
General merchandise stores	(b)	(b)	\$8,205
Miscellaneous store retailers	\$41	(b)	\$625
Nonstore retailers	(b)	\$2,378	(b)
Undisclosed categories (c)	\$6,149	\$3,446	\$13,400
Food services and drinking places	\$3,876	\$4,252	\$4,525
Total: Retail Trade and Food Services and Drinking Places	\$25,490	\$31,599	\$41,533

Sources: U.S. Census Bureau, Economic Census, 2017; Esri Business Analyst, 2017; BAE, 2021.

Table 22 compares Villa Rica’s retail and food service sales in 2012 and 2017 with 2012 figures inflation-adjusted to 2017-dollar values. On an inflation-adjusted, per capita basis, retail and food service sales in Villa Rica grew 4.5 percent between 2012 and 2017. A major part of this growth was in the food services and drinking category, which recorded a 36 percent increase in per capita sales. According to the Economic Census, Villa Rica added six establishments in this category between 2012 and 2017, a growth of 13 percent. By comparison, the total number of retail and food services establishments declined very slightly over the same period. Among categories for which sales data are disclosed, only gasoline stations recorded a decline in per capita sales. This decline is likely attributable to falling gasoline prices between 2012 and 2017; the City did not lose any gasoline station establishments during that period.

Table 22: Change in Per Capita Retail and Food Service Sales, City of Villa Rica, 2012-2017

Per Capita Sales in 2017 \$ (a)	2012	2017	% Change, 2012-2017
Retail trade (b)	\$21,555	\$21,614	0.3%
Motor vehicle and parts dealers	\$3,161	\$3,543	12.1%
Furniture and home furnishings stores	\$86	(c)	n.a.
Electronics and appliance stores	(c)	(c)	n.a.
Building material and garden equipment and supplies dealers	(c)	\$2,789	n.a.
Food and beverage stores	(c)	\$3,245	n.a.
Health and personal care stores	\$1,950	\$1,934	-0.8%
Gasoline stations	\$4,983	\$3,758	-24.6%
Clothing and clothing accessories stores	(c)	\$153	n.a.
Sporting goods, hobby, musical instrument, and book stores	(c)	(c)	n.a.
General merchandise stores	(c)	(c)	n.a.
Miscellaneous store retailers	(c)	\$41	n.a.
Nonstore retailers	(c)	(c)	n.a.
Undisclosed categories (d)	\$11,375	\$6,149	-45.9%
Food services and drinking places	\$2,847	\$3,876	36.2%
Total: Retail Trade and Food Services and Drinking Places	\$24,402	\$25,490	4.5%

Notes:
((a) 2012 sales adjusted to 2017 dollars using the Atlanta Consumer Price Index for All Urban Consumers from the U.S. Bureau of Labor Statistics. The inflation factor is 1.0945.
(b) Sales figures for the retail trade subtotal include sales that are not published at the category level. See note (c) for additional information.
(c) Sales in this category are not published because either: 1) there are no firms operating in this NAICS code in Villa Rica, or 2) one firm accounts for such a large concentration of employment or sales in the category that presenting data about that category risks disclosing confidential firm-specific information.
(d) Represents sales in all categories that are not disclosed in the Economic Census data to confidentiality rules.

Sources: U.S. Census Bureau, Economic Census, 2012, 2017; Esri Business Analyst, 2017; BAE, 2021.

The data above indicate that Villa Rica’s retail and food service economy is fairly strong by regional standards. The food services and drinking places category is a particular point of strength for the City, capturing about double the per capita sales recorded at the two-county, Atlanta Metro, and State levels. While restaurants are not necessarily undersupplied in Villa Rica, there may be opportunities to further develop Villa Rica’s reputation as a dining destination. Currently, Villa Rica’s dining offerings are primarily limited-service (i.e., counter-serve) establishments. According to the Economic Census, over 60 percent of Villa Rica’s sales in the food services and drinking places category are associated with limited-service restaurants. By comparison, limited-service restaurants account for only 55 percent of food services and drinking places sales in the two-county area, 40 percent in the Atlanta Metro, and 44 percent statewide. This observation suggests that Villa Rica may have the opportunity to diversify its food and drink offerings with more full-service (i.e., sit-down) restaurants and bars.

The Study Area, particularly the historic Downtown, is well-suited to attract full-service restaurants and bars, building on the success of its existing establishments, including Gabe’s Downtown and Hixtown Brewing. The public placemaking efforts pursued through the LCI will also help make Downtown Villa Rica a more attractive destination for visitors to enjoy sit-down lunch or evening out. Customers drawn to Villa Rica’s restaurants would also generate foot

traffic for nearby shops. A potential barrier to bringing more restaurants Downtown is the high capital cost of converting historic, non-restaurant buildings to restaurant use. The cost of building out kitchens, installing ventilation systems, providing for appropriate ingress, egress, storage, and trash, and meeting accessibility standards within existing building footprints could be prohibitive for potential restaurateurs. Property owners may be willing to take on these conversions once demand for full-service restaurant space Downtown is adequately demonstrated. In the meantime, the City may want to encourage restaurant conversions or expansions through the Villa Rica Main Street Boost grant program. It could also support the development of home-grown food businesses into viable restaurant concepts by partnering with a local economic development group to provide technical assistance and sponsoring food pop-ups at local events.

The retail categories in which Villa Rica is undersupplied—clothing and clothing accessory stores and miscellaneous store retailers—could also be accommodated in the Study Area. Miscellaneous store retailers include florists, stationary stores, gift shops, and used merchandise stores, all of which are well-suited for downtown environments. Clothing stores, particularly those with a boutique concept, have also seen success in downtown areas like Villa Rica’s. However, the shift to online retailing has hit these types of businesses especially hard. Shoppers may forgo the convenience of online shopping in exchange for a special shopping experience in a high amenity destination. Until Downtown Villa Rica builds up its foot traffic and reputation as a regional destination with new restaurants and revitalized public spaces, the Study Area may struggle to attract and retain these specialty retailers.

Office Market

Although not traditionally an office market, some businesses are reusing older homes just outside of the downtown core as office space. Office uses can strengthen the performance of downtown retail, providing a “captive audience” during daytime hours. In addition, as the downtown becomes more of a destination, local businesses will want to locate downtown near amenities like lunch restaurant spots to better attract local talent.

Inventory

CoStar reports the Study Area has nearly 200,000 square feet of office inventory across 34 buildings. This figure includes Tanner Medical Center, a 117,000-square-foot hospital and medical office complex. Omitting Tanner Medical Center, the Study Area has approximately 82,000 square feet of office space. The Study Area accounts for 32 percent of the City’s office square footage, again omitting Tanner Medical Center.

Similar to its retail stock, the Study Area’s office buildings are generally older and smaller than the typical office buildings in the City and both counties. However, the age and size gaps are not quite as substantial for office product as for retail. The median office building age in the Study Area is 71 years old, compared to 61 years in Villa Rica, 55 years in Carroll County, and 47 years in Douglas County. Many of the office buildings in the Study Area are historic homes

that were converted to office use; eight were constructed more than 100 years ago. At 1,700 square feet, the Study Area’s median building size is only slightly smaller than that of the City (1,900 square feet) but notably smaller than those of Carroll County (2,600 square feet) and Douglas County (3,300 square feet).

Rent and Vacancy

According to CoStar, the Study Area had zero office vacancy in the fourth quarter of 2020. This marked the first quarter since 2004 that the Study Area achieved full occupancy, though it had been recording very low, three-to-five percent vacancy rates for several years. The City, in contrast, has consistently seen double-digit vacancy rates over the past decade, and it reported an approximately ten percent vacancy rate in the fourth quarter of 2020. Notably, though, office vacancies were not widespread throughout the City. Nearly all the City’s vacant office space was concentrated in a single building, the Regions Bank Building at 1 Community Square Boulevard. At 46,000 square feet, this 1970s-era building is the City’s largest non-medical office building, and the only one to rise to four stories.

The office vacancy rates in Carroll and Douglas counties were, respectively, four percent and six percent. These rates are fairly low and may indicate demand for additional office space. A healthy office market should maintain a vacancy rate of about ten percent, so as to provide enough available space for tenants to move or expand as their needs change. In low vacancy markets, such as the Study Area and the two counties, prospective office tenants may be forced to accept spaces that do not align with their needs or budget, or they may be unable to enter the market altogether.

Though there were no vacancies in the Study Area in the fourth quarter of 2020, CoStar was able to produce an average asking rent estimate based on past asking rents, the quality of buildings in the inventory, trends in the broader market, and other factors. CoStar estimates that asking rents in the Study Area would have averaged \$19.08 per square foot annually (\$1.59 per month) on a full-service basis.³ The Study Area’s average rent significantly exceeds those of Villa Rica (\$15.96 per square foot) and Douglas County (\$16.80 per square foot), though it lags Carroll County’s (\$22.20 per square foot) by a considerable margin. Carroll County’s recent spike in average asking rent accompanies a sharp decline in vacancy to its lowest level since 2006. The comparatively high average asking rents in the Study Area and Carroll County are likely related to the very low vacancy rates in those places.

³ Full service refers to a commercial lease arrangement whereby the landlord pays for the property’s real estate taxes, insurance, and maintenance expenses. It is commonly used in office leasing, especially in multi-tenant buildings.

Table 23: Office Market Summary, Q4 2020

Office Summary	Study Area	City of Villa Rica	Carroll County	Douglas County
Inventory, Q4 2020 (bldgs)	34	67	332	282
Inventory, Q4 2020 (sf)	198,638	373,271	1,889,100	1,901,937
Median Building Size (sf)	1,746	1,900	2,555	3,303
Median Year Built	1950	1960	1965	1973
Avg. Asking Annual Rents, Full Service				
Avg. Asking Annual Rent per sf, Q4 2019	\$19.56	\$15.72	\$16.32	\$15.96
Avg. Asking Annual Rent per sf, Q4 2020	\$19.08	\$15.96	\$22.20	\$16.80
% Change, Q4 2019 - Q4 2020	-2.5%	1.5%	36.0%	5.3%
Vacancy				
Vacant sf, Q4 2020	0	36,050	69,131	106,906
Vacancy Rate, Q4 2020	0.0%	9.7%	3.7%	5.6%
Net Absorption				
1-Yr. Net Abs. (sf), Q4 2019 - Q4 2020	7,391	9,371	56,020	45,770
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2020	27,728	32,826	346,564	161,560
Deliveries (bldgs), Q4 2010 - Q4 2020	1	1	4	1
Deliveries (sf), Q4 2010 - Q4 2020	1,000	1,000	114,440	3,676
Under Construction (bldgs), Q4 2020	0	0	0	0
Under Construction (sf), Q4 2020	0	0	0	0

Sources: CoStar, 2020; BAE, 2021.

New Development

There has been very little new office development in the Study Area or Villa Rica in recent years. Since 2010, the City has added just one new office development—a 1,000-square-foot professional office building within the Study Area at 354 W. Bankhead Highway. There are, however, several notable proposed office projects. Southeastrans, a non-emergency medical transportation provider, plans to construct an 60,000-square-foot headquarters facility at 800 Dallas Highway within the Study Area. Expected to deliver at the end of 2021, this project will be the largest non-medical office building in the Study Area, more than four times larger than the next largest office property. Additionally, just west of the Study Area on Bankhead Highway, Bain Dental Group is developing an 18,000-square-foot medical office complex.

Industrial and Flex Market

Villa Rica has a robust industrial market, hosting several large uses related to food production and distribution. Its location along I-20 between Atlanta, GA and Birmingham, AL allows transportation access to two markets and provides a gateway to the rest of the southeastern United States, making Villa Rica a prime location for industrial uses in West Georgia. However, while large scale industrial uses are a benefit to local economic development efforts and the community, they may not be appropriate for the Study Area.

Inventory

According to CoStar, the Study Area has nearly 250,000 square feet of industrial/flex floor area across nine properties. Industrial/flex product has a larger footprint in the Study Area than either retail or office. However, few, if any, of the industrial/flex properties in the Study Area are occupied by heavy industrial users. Most are used for storage, small scale manufacturing, and warehouse-style retailing. The largest and newest industrial/flex development in the Study Area is a 130,000-square-foot warehouse complex at 100 E. Industrial Court, which was developed in 2004. It is currently occupied by a building supply retailer, Villa Rica Components.

Villa Rica has a large inventory of industrial/flex product, the vast majority of which is located outside the Study Area where sites are larger and there is greater separation from non-industrial uses. Predictably, industrial/flex properties outside the Study Area tend to have larger floorplans than those within it, though they are generally similar in age. Most industrial/flex properties in the Study Area and City were constructed between the early 1990s and the mid-2000s.

Rent and Vacancy

CoStar reports that neither the Study Area nor the City of Villa Rica had any industrial/flex vacancy in the fourth quarter of 2020. Both areas have recorded persistent low vacancy for several years. Citywide, the vacancy rate has remained below four percent since 2015, even as its inventory expanded by more than 400,000 square feet. Carroll County has seen similarly tight vacancy in recent years, reporting less than one percent vacancy in the fourth quarter of 2020. Douglas County has maintained greater slack in vacancy due to a steady stream of new deliveries that increased its inventory by 45 percent over the past ten years. It reported six percent vacancy in the fourth quarter of 2020.

Due to a lack of available industrial/flex space, CoStar was unable to report average asking rents for the Study Area and Villa Rica in recent quarters. In Douglas County, which has a sizable inventory of available product concentrated in Douglasville and Lithia Springs, the average asking annual rent was \$4.32 per square foot, triple net (\$0.36 per square foot per month). This marked a six percent increase over the previous year average, likely owing to a decline in vacancy during the year.

Despite Douglas County’s closer proximity to Atlanta and Hartfield-Jackson Atlanta International Airport—a major air freight hub—Carroll County records higher industrial/flex rents, on average, than Douglas County. In the fourth quarter of 2020, Carroll County had an average asking annual rent of \$5.16 per square foot, about 20 percent higher than that of Douglas County. Carroll County’s rent premium likely stems from its shortage of available industrial product relative to demand, which enables landlords to exploit tenant competition and command higher rents. Unlike Carroll County, Douglas County has added enough new product to meet increasing demand *and* preserve some vacancy, thus preventing aggressive

shortage pricing. If Carroll County were to see an influx in industrial/flex development sufficient to bring its vacancy rate above five percent, it is likely that asking rents would stabilize at rates nearer to those of Douglas County.

Table 24: Industrial and Flex Market Summary, Q4 2020

Industrial and Flex Summary	Study Area	City of Villa Rica	Carroll County	Douglas County
Inventory, Q4 2020 (bldgs)	9	76	285	448
Inventory, Q4 2020 (sf)	248,786	4,459,735	9,207,831	31,198,301
Median Building Size (sf)	9,202	12,500	8,000	12,000
Median Year Built	1994	1996	1987	1987
Avg. Asking Annual Rents, NNN				
Avg. Asking Annual Rent per sf, Q4 2019	(a)	(a)	\$5.40	\$4.08
Avg. Asking Annual Rent per sf, Q4 2020	(a)	(a)	\$5.16	\$4.32
% Change, Q4 2019 - Q4 2020	n.a.	n.a.	-4.4%	5.9%
Vacancy				
Vacant sf, Q4 2020	0	0	61,007	1,868,636
Vacancy Rate, Q4 2020	0.0%	0.0%	0.7%	6.0%
Net Absorption				
1-Yr. Net Abs. (sf), Q4 2019 - Q4 2020	0	26,006	(25,586)	1,504,016
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2020	32,664	856,685	930,265	11,900,809
Deliveries (bldgs), Q4 2010 - Q4 2020	0	3	5	27
Deliveries (sf), Q4 2010 - Q4 2020	0	459,834	139,850	9,734,481
Under Construction (bldgs), Q4 2020	0	0	0	1
Under Construction (sf), Q4 2020	0	0	0	118,200

Note:
(a) Asking rent data are unavailable in this quarter because there was no available product in the area.

Sources: CoStar, 2020; BAE, 2021.

New Development

The Study Area has not added any new industrial/flex product within the past decade, nor is any currently proposed or under construction there. In Villa Rica but outside the Study Area, three industrial/flex projects have delivered since 2010. A 416,000-square-foot distribution facility for Southwire—a wire and cable manufacturer—was developed in 2018 at the eastern edge of Villa Rica north of Interstate 20. Nearby, at 101 Boggs Rd. off Highway 78, a 35,000-square-foot warehouse/distribution facility was constructed in 2017. It is currently occupied by Southeast Connections, a natural gas pipeline installation company. On the opposite side of the City, at Highway 78 and Three W Parkway, an 8,750-square-foot warehouse/showroom facility was delivered in 2011. Villa Rica’s sole proposed industrial/flex project, a 10,000-square-foot flex building, is planned for a nearby site on Three W Parkway.

RESIDUAL DEMAND PROJECTIONS

The LCI planning process presents an opportunity for the City to consider the amount of new development that will be necessary to meet the needs of a growing population and jobs base, as well as the appropriate portion of that development to direct to the Study Area versus other parts of the City. To facilitate healthy and dynamic residential and commercial real estate markets, the City should plan for new development that meets, but does not significantly exceed, projected demand from demographic and employment growth. Planning for too little new development may result in increased competition for existing inventory, driving up rents and limiting the entry of the residents and businesses necessary to build a critical mass for economic revitalization in the Study Area. On the other hand, accommodating too much new development could lead to homes and commercial spaces sitting vacant, creating conditions for neglect and blight.

This chapter quantifies the projected residual demand for housing units, retail space, and office space in Villa Rica over the next 30 years. Residual demand refers to the amount of demand for housing and commercial space after accounting for new supply already in the development pipeline and unmet demand or excess supply in the existing inventory. The residual demand projections represent the amount of *additional* new development that could reasonably be supported by market demand in the coming decades.

Current Unmet Demand/Excess Supply

The residual demand projections should account for any current imbalances between supply and demand in Villa Rica’s housing, retail, and office markets. If a market exhibits greater demand than supply, as indicated by a low vacancy rate, it has unmet demand that could be accommodated with additional new development. A market with more supply than demand, as evidenced by a high vacancy rate, has excess supply that could absorb some future demand, thus reducing the need for additional new development.

A balanced real estate market maintains a long-term, equilibrium vacancy rate that is high enough to provide a diversity of available options for prospective tenants and buyers but not so high that large amounts of inventory sit vacant long term. Real estate economists generally define this equilibrium vacancy rate as five percent for housing and ten percent for office and retail markets. Market vacancy rates that fall below these equilibrium rates signal unmet demand, while rates above indicate excess supply.

Housing

According to 2014-2019 five-year sample estimates from the American Community Survey, Villa Rica recorded a housing market vacancy rate of 1.8 percent. It should be noted that this vacancy rate reflects only vacant units that are actively on the market (i.e., for rent or for sale). It omits most vacant units in the City, which are held vacant due to probate, foreclosure,

abandonment, renovations, or other issues. Some of these units may return to the market at some point in the future, but many are in disrepair and would require some level of upgrading before being offered for rent or sale. Because these units will not necessarily be made available for future absorption, this analysis excludes them from the unmet demand/excess supply analysis.

With an estimated market vacancy of 1.8 percent, or 119 units, Villa Rica falls well below the equilibrium vacancy rate of 5.0 percent, or 323 units (see Table 25). This difference suggests that Villa Rica has significant unmet demand for housing units that could be served by additional supply. To bring its market vacancy rate to the equilibrium, Villa Rica would need to add 215 additional housing units to its current inventory.

Retail

CoStar reports that Villa Rica’s retail inventory had a five-year (2016-2020) average vacancy of 4.0 percent, or approximately 50,000 square feet. This vacancy is considerably lower than the equilibrium vacancy of 10.0 percent, or 126,000 square feet. To meet the considerable unmet demand for retail space and achieve the equilibrium vacancy rate, Villa Rica’s retail market would need to add approximately 84,000 square feet of retail space.

Office

Villa Rica’s office inventory differs from its housing and retail inventories in that it is currently, though only slightly, oversupplied. According to CoStar, Villa Rica’s office inventory recorded a five-year (2016-2020) average market vacancy rate of 12.3 percent, above the equilibrium vacancy rate of 10.0 percent. This higher market vacancy rate indicates that there is some excess supply in the office market that can be absorbed by future demand. Only about 8,700 square feet would need to be absorbed to bring the office market vacancy rate to a 10.0 percent equilibrium.

Table 25: Current Unmet Demand and Excess Supply, City of Villa Rica, 2020

City of Villa Rica	Housing Units	Retail Space (sf)	Office Space (sf)
Existing Inventory (a) (b)	6,468	1,257,880	373,271
Market Vacancy Rate (c) (d)	1.8%	4.0%	12.3%
Market Vacancy	119	49,749	46,043
Equilibrium Vacancy Rate	5.0%	10.0%	10.0%
Equilibrium Vacancy	323	125,788	37,327
Unmet Demand or (Excess Supply)	204	76,039	(8,716)

Notes:
(a) Housing inventory estimate sourced from Esri Business Analyst, 2020.
(b) Office and retail inventories sourced from CoStar, Q4 2020.
(c) Housing vacancy rate is sourced from 2014-2019 American Community Survey. In this calculation, vacancy is defined as for-sale, for-rent, rented but not occupied, and sold but not occupied units only.
(d) Retail and office vacancy rates are based on a five-year average of quarterly vacancy rates from Q1 2016 through Q4 2020.

Sources: Esri Business Analyst, 2020; American Community Survey, 2014-2019 Five-Year Estimates, Table B25004; CoStar, 2020; BAE, 2021.

Development Pipeline Supply

Some of the demand for housing and commercial space may be accommodated by future supply that is in the development pipeline (i.e., planned, proposed, or under construction) but has not yet delivered. This analysis assumes that all inventory currently in Villa Rica’s development pipeline will be delivered and absorbed, reducing the amount of additional new development required to satisfy current or future demand. Information about Villa Rica’s development pipeline is drawn from CoStar and City staff.

Housing

Table 26 reports the housing development pipeline in Villa Rica. It includes ten projects at a range of different stages in the development process, from planned but not yet fully conceptualized (Mirror Lake Subsequent Phases) to currently under construction (Legacy at Walton Trail). Though several projects are early in development, City staff have noted it is reasonable to expect all ten projects to deliver within the next decade. Together, these projects would add 2,800 housing units to Villa Rica’s inventory

Table 26: Housing Development Pipeline, City of Villa Rica, March 2021

Project	# of Units	Product Type	Market or Affordable?	Target Population
Within Study Area				
Legacy at Walton Trail	90	Multifamily	Affordable	Senior
Less: Public Housing Units Replaced	(62)	Multifamily	Affordable	General Occupancy
Arbours at Villa Rica	192	Multifamily	Affordable	General Occupancy
Study Area Subtotal	220			
Outside Study Area				
Mirror Lake Subsequent Phases	1,000	Single Family	Market-Rate	General Occupancy
Three Townhome Developments	480	Single Family	Market-Rate	General Occupancy
Avemore Village (multifamily component)	328	Multifamily	Market-Rate	Senior
Connor's Road	250	Multifamily	Market-Rate	General Occupancy
Avemore Village (single family component)	161	Single Family	Market-Rate	Senior
Parkside	195	Multifamily	Market-Rate	General Occupancy
75-Acres Under Contract	150	Single Family	Market-Rate	General Occupancy
Infill Neighborhood	15	Single Family	Market-Rate	General Occupancy
Outside Study Area Subtotal	2,579			
Citywide, by Type				
Housing Type	# of Units	% of Total Units		
Market-Rate	2,579	92.1%		
General Occupancy	2,090	74.7%		
Senior	489	17.5%		
Affordable	220	7.9%		
General Occupancy	130	4.6%		
Senior	90	3.2%		
City of Villa Rica Total	2,799	100.0%		

Note:
This list does not include proposed developments that could be defined as group quarters, such as assisted living, memory care, and personal care facilities.

Sources: City of Villa Rica, 2021; CoStar, 2021; BAE, 2021.

Retail

As detailed in Table 27, CoStar identifies just two projects in Villa Rica’s retail development pipeline. Both are small, standalone fast-food restaurants that CoStar reports are currently under construction. Together, they total 5,740 square feet.

Office

Despite being slightly oversupplied, Villa Rica’s office market is poised to deliver an additional 78,000 square feet of inventory in the coming years (see Table 27). The two sizable projects appear to have end-user tenants—one will be a corporate headquarters, the other a medical office facility for a local dentistry practice—so it is unlikely these developments will further increase Villa Rica’s office vacancy rate.

Table 27: Retail and Office Development Pipelines, City of Villa Rica, March 2021

Retail Projects	Retail Space (sf)
Avemore Town Center - Retail and Restaurant	56,850
100 Hickory Level Rd. (fast food)	3,250
603 Hwy. 61 (fast food)	2,500
Total Retail Pipeline	62,600
Office Projects	Office Space (sf)
Avemore Town Center - Office	88,700
800 Dallas Hwy. (Southeastrans HQ)	60,000
427 W. Bankhead Hwy. (Bain Dental)	18,000
Total Office Pipeline	166,700

Sources: City of Villa Rica, 2021; CoStar, 2021; BAE, 2021.

Population, Housing, and Employment Projections

This part of the analysis focuses on projecting the amount of population, housing, and employment growth Villa Rica might expect to attract in the next 30 years. As a baseline, this analysis utilizes population, household, and employment projections prepared by the Atlanta Regional Commission (ARC) as part of their Series 16 forecast released February 2020. ARC projections are derived from regional-level economic forecasts generated by the Regional Economic Models, Inc. (REMI) model. The forecasted regional growth is then allocated to small areas using a model called Production Exchange Consumption Allocation System (PECAS), which simulates household and industry location behavior and development activity down to the parcel level. The resulting projections are published at the Traffic Analysis Zone (TAZ) level, a unit of geography used in transportation planning that is similar in size or smaller than a Census tract.

To identify the baseline projected growth in Villa Rica, this analysis aggregates the ARC projections for all TAZs that intersect Villa Rica city limits and identifies the population, household, and employment growth rates from these projections in each decade from 2020 to 2050. These growth rates are used to project forward from 2020 Esri estimates of population, households, and employment within Villa Rica city limits. The resulting projections are, thus, benchmarked to the most current available data and specific to Villa Rica as defined by its current city limits. They do not account for any increase in the City’s population, households, or employment resulting from future annexation activities. Projections for comparison geographies, including Carroll County, Douglas County, and the 21-county ARC region, are also re-benchmarked to 2020 Esri estimates using ARC-published growth rates.

Critically, ARC projections cannot account for changes in development patterns resulting from significant shifts in land use policy adopted after the projections are produced, such as those contemplated in an LCI. If, for instance, if a city increases its development capacity through

the zoning code or decides to prioritize new development in one area over another, its demographic and employment growth might play out differently than projected by ARC. This analysis considers that, given Villa Rica’s strong interest in accelerating its growth through the LCI and other efforts, it may attract greater population, household, and employment growth than projected by ARC. The “Accelerated Growth” scenarios presented in this analysis assume that Villa Rica captures a larger share of the ARC-projected growth in Carroll and Douglas counties, effectively outperforming ARC projections through land use policies and placemaking efforts.

Population and Household Projections

Baseline Scenario. ARC projects that Villa Rica’s population will grow 32 percent between 2020 and 2050, as Table 28 reports. The number of households is projected to increase by 34 percent over the same period. Using these rates to project forward from City’s 2020 population and household estimates, Villa Rica is expected to add approximately 5,100 residents in 2,000 households by 2050. The ARC projections anticipate that Villa Rica will record nearly half this growth between 2020 and 2030. The projected population and household growth rates for that decade—16 percent and 17 percent, respectively—are only slightly higher than those recorded from 2010 to 2020.

The baseline projections may not adequately reflect Villa Rica’s residential growth potential. It is notable that Villa Rica has nearly 3,000 residential units in its development pipeline that City staff believe could realistically deliver and absorb within the decade (see Table 26, above), though the baseline projections forecast just 2,000 additional households over the next 30 years. While the pipeline represents supply rather than demand—a developer’s decision to pursue a project does not necessarily guarantee there is demand for that project—the number and size of pipeline projects in Villa Rica suggest that developers are identifying at least the potential for significant future demand. Moreover, growth projections rely as much on assumptions of supply as demand; even with endless demand, a city will only grow to the extent it can accommodate new supply to absorb that demand. If the projections model underestimates Villa Rica’s development capacity, its growth estimates may fall short. For that reason, this analysis considers alternative growth scenarios.

Table 28: Summary of Baseline ARC Population and Household Projections, City of Villa Rica

Population			
Year	Population	Growth Over Previous Decade	
		Number	Percent
Historic			
1990 (a)	6,542	n.a.	n.a.
2000 (b)	4,134	-2,408	-36.8%
2010 (c)	13,984	9,850	238.3%
2020 (d)	16,055	2,071	14.8%
Projections (e)			
2030	18,545	2,490	15.5%
2040	19,833	1,287	6.9%
2050	21,151	1,319	6.6%
Population Growth, 2020-2050		5,096	31.7%

Households			
Year	Households	Growth Over Previous Decade	
		Number	Percent
Historic			
1990 (a)	2,332	n.a.	n.a.
2000 (b)	1,550	-782	-33.5%
2010 (c)	5,073	3,523	227.3%
2020 (d)	5,821	748	14.7%
Projections (e)			
2030	6,811	990	17.0%
2040	7,315	504	7.4%
2050	7,825	510	7.0%
Household Growth, 2020-2050		2,004	34.4%

Notes:
(a) Sourced from 1990 U.S. Census.
(b) Sourced from 2000 U.S. Census.
(c) Sourced from 2010 U.S. Census via Esri Business Analyst.
(d) Estimate from Esri Business Analyst.
(e) Calculated by aggregating ARC projections for all TAZs that intersect Villa Rica city limits, determining decade-over-decade growth rates from the aggregated projections, and applying those growth rates to project forward from 2020 Esri estimates for Villa Rica, as defined by its city limits.

Sources: Atlanta Regional Commission; Esri Business Analyst; U.S. Census Bureau; BAE, 2021.

Accelerated Scenario. Under the baseline scenario, Villa Rica would capture 6.8 percent of Douglas and Carroll Counties’ combined population growth and 6.4 percent of their combined household growth between 2020 and 2050. The accelerated growth scenario assumes that Villa Rica will capture a greater share of the ARC-projected population and household growth in Carroll and Douglas counties than under the baseline ARC projections. This analysis projects that Villa Rica will match the rates of capture recorded between 2000 and 2010, when Villa Rica accounted for 15.6 percent of population growth and 16.5 percent of household growth in the two-county area. This reflects the period when Villa Rica’s capture rate of the two-county area was highest.

As Table 29 shows, under the accelerated scenario, Villa Rica could capture up to 12,221 new residents in nearly 5,000 households by 2050. While this scenario represents a high “bookend” to potential growth, it is achievable. Placemaking efforts underway, as well as investments in amenities like the new Mirror Lake Connector and Gold Nugget Trail currently underway can enhance the City’s relative desirability, prompting additional households to move to Villa Rica. Appendix A shows the full baseline and accelerated growth projections through 2050.

Table 29: Calculation of Accelerated Population and Household Projections, City of Villa Rica

Population				
Year	Two-County Area (Carroll + Douglas)		City of Villa Rica Accelerated Scenario	
	Population	Growth Over Previous Decade	Capture of Two-County Growth (a)	Growth Over Previous Decade
Historic				
2020 (b)	265,643	n.a.	n.a.	n.a.
Projections (c)				
2030	300,819	35,176 x	15.6% =	5,471
2040	324,657	23,838 x	15.6% =	3,707
2050	344,223	19,566 x	15.6% =	3,043
Population Growth, 2020-2050		78,580 x	15.6% =	12,221

Households				
Year	Two-County Area (Carroll + Douglas)		City of Villa Rica Accelerated Scenario	
	Households	Growth Over Previous Decade	Capture of Two-County Growth (b)	Growth Over Previous Decade
Historic				
2020 (b)	93,789	n.a.	n.a.	n.a.
Projections (c)				
2030	106,850	13,061 x	16.5% =	2,153
2040	115,540	8,690 x	16.5% =	1,433
2050	122,883	7,344 x	16.5% =	1,211
Household Growth, 2020-2050		29,094 x	16.5% =	4,797

Notes:

(a) The accelerated growth scenario assumes that Villa Rica will capture a greater share of the ARC-projected population and household growth in Carroll and Douglas counties than under the baseline ARC projections. This analysis projects that Villa Rica will match the rates of capture recorded between 2000 and 2010, when Villa Rica accounted for 15.6 percent of population growth and 16.5 percent of household growth in the two-county area.

(b) Estimate from Esri Business Analyst.

(c) Population and household projections for the combined Carroll and Douglas counties were calculated by aggregating ARC projections for the two counties, determining the decade-over-decade growth rates from those aggregated projections, and using those growth rates to project forward from 2020 Esri estimates for the combined counties.

Sources: Atlanta Regional Commission; Esri Business Analyst; BAE, 2021.

Employment Growth

Unlike and population and household projections, this analysis only projects future employment using ARC projections. Between 2020 and 2050, Villa Rica is expected to add nearly 2,500 jobs, representing 12.5 percent of all jobs projected in the two-county area. Many of these jobs will require office and retail space that could be focused in the LCI Area, particularly around Tanner Medical Center and in the downtown.

Table 30: Employment Projections Through 2050

Employment Projections (ARC Rates)	2020	Projections			Total Projected Growth, 2020-2050		Compound Annual Growth Rate, 2020-2050
		2030	2040	2050	Number	Percent	
City of Villa Rica (a)	8,982	9,500	10,511	11,441	2,459	27.4%	0.8%
Carroll County (b)	43,159	45,111	47,508	50,810	7,651	17.7%	0.5%
Douglas County (b)	45,967	48,450	53,728	58,041	12,074	26.3%	0.8%
Two-County Total (c)	89,126	93,561	101,235	108,851	19,725	22.1%	0.7%
21-County ARC Region (c)	2,634,348	2,772,049	2,988,058	3,254,557	620,209	23.5%	0.7%
Villa Rica Capture (%) of Two-County Growth in Previous Decade	n.a.	11.7%	13.2%	12.2%			

Notes:

(a) Growth rates determined from Traffic Analysis Zone (TAZ) projections obtained from the ARC for TAZs that intersect with the City of Villa Rica, as defined by its city limits. TAZ-based growth rates are applied to Villa Rica-specific 2020 estimates from Esri Business Analyst.

(b) Growth rates determined from county-level projections obtained from the ARC. Growth rates are applied to 2020 estimates from Esri Business Analyst.

(b) Growth rates determined from aggregation of county-level projections obtained from the ARC. Growth rates are applied to 2020 estimates from Esri Business Analyst.

Sources: Atlanta Regional Commission; Esri Business Analyst; BAE, 2021.

Residual Demand

Adding together the demand from existing shortages, and demand from projected growth in the City and surrounding areas provides an estimated range of the potential demand for housing units and retail development in the LCI Area, and an estimate for the potential demand for office space. Pipeline development is subtracted from this potential demand to generate a residual demand that represents the demand left over after development in the pipeline delivers that could be accommodated within the LCI Area or other parts of the City.

Housing

As Table 31 shows, residual housing unit demand in the LCI Area ranges from an overall surplus under the baseline scenario to nearly 2,500 units in the maximum scenario. The residual demand for housing units includes enough units to support future demand and a five percent long-term vacancy rate. In the baseline scenario, the number of units in the pipeline exceed the projected need by 475 housing units. This suggests that growth in the City has already surpassed ARC’s baseline 2050 projections. As the City continues to develop into a

desirable destination, its population and household projections will almost certainly exceed ARC’s current projections. Under the accelerated scenarios the City would need to add nearly 2,500 new housing units to meet demand, which equals approximately 80 new units annually through 2050.

Table 31: Projected Residual Demand for Housing, City of Villa Rica, 2020-2050

City of Villa Rica, Residual Housing Demand, 2020-2050	Growth Scenarios	
	Baseline	Accelerated
Existing Housing Unmet Demand (# units)	215	215
Less: Pipeline Development (# units)	(2,799)	(2,799)
Plus: Demand from Future Growth (# units)	2,109	5,049
Projected Net New Households, 2020-2050	2,004	4,797
Equilibrium Vacancy Allowance at 5%	105	252
Residual Housing Demand, 2020-2050 (# units)	(475)	2,465

Sources: Esri Business Analyst; U.S. Census Bureau; CoStar; Atlanta Regional Commission; BAE, 2021.

In order for the LCI Area to capture a portion of this demand, the City will need to put policies in place that focus development in and around the downtown area, as well as other areas within the LCI Area. Placemaking enhancements can also help the area capture new housing units. In addition, if the City can work with the railroad to address noise issues from train traffic, downtown can become a more attractive location for new residential uses.

Retail Space

Along with the additional space required to reach a vacancy rate resulting in a more stabilized market where rents are not rising excessively (as discussed above), new retail space will be developed to accommodate growth in demand due to population growth or other factors such as increasing disposable income levels, or to replace functionally obsolete space.

Future growth in retail sales in the LCI Area will be driven in large part by population growth in the Market Area, which will provide most of the customers for retail and food services in the LCI Area; for the analysis here, this Market Area is defined as the two-county area. As Table 32 shows, Villa Rica captures eight percent of sales in the two-county area. Using the baseline ARC projections of population growth in the two-county area from Table 29, and based on the analysis shown below in Table 32, potential cumulative new retail sales growth for the City is estimated at \$125 million over the 2020 through 2050 period. The net new space required to meet this demand is between 250,000 and 500,000 square feet, accounting for 62,200 square feet of retail space in the development pipeline. This range does not include any future renewal of any of the City’s aging retail spaces.

These estimates rely on two key assumptions. First, the two-county area’s per capita retail sales (in 2020 dollars) are conservatively assumed to remain at current levels. As the two-county area’s population increases, sales levels could increase as local demand provides for

the “critical mass” to support additional retail store types that are currently underrepresented (e.g., electronics and appliance stores, furniture and home furnishings); however, no increase in per capita sales is assumed here. Second, future Villa Rica retail sales are assumed to fall in the range of \$250 to \$500 per square foot annually. This assumption is based on typical sales levels for retail businesses. It should be noted that while many major retailers report average sales at the high end of this range or even higher (e.g. Costco), a substantial portion of what is considered retail-ready space is occupied by service businesses such as gyms, small office users, and other non-retail uses. In fact, taking the estimated retail and food service sales in sales in 2020 (as shown in below) and divide by the reported inventory per CoStar as shown in Table 19, annual average sales per square foot are approximately \$335 per square foot for Villa Rica and \$330 per square foot for Cherokee County, indicating that demand for retail space will likely fall within the projected range.

Table 32: Projected Residual Demand for Retail and Food Service Space, City of Villa Rica, 2020-2050

Two-County Area (Carroll and Douglas Counties)				
2017 Retail and Food Service Sales				
Total, 2017 \$ (a)	\$4,765,000,000			
Per Capita, 2017 \$ (b)	\$18,635			
CPI Adjustment Factor, Atlanta CPI-U (c)	1.06			
Per Capita, 2020 \$	\$19,737			
Est. Retail and Food Service Sales Growth	2020	2030	2040	2050
Projected Population (d)	265,643	300,819	324,657	344,223
Est. Retail and Food Service Sales (\$000s) (e)	\$5,243,000	\$5,937,000	\$6,408,000	\$6,794,000
City of Villa Rica				
2017 Retail and Food Service Sales				
Total, 2017 \$ (a)	\$383,000,000			
City of Villa Rica as % of Two-County Area (f)	8.0%			
Est. Retail and Food Service Sales Growth	2020	2030	2040	2050
Est. Retail and Food Service Sales (\$000s) (g)	\$421,000	\$477,000	\$515,000	\$546,000
Cumulative Growth (\$)	n.a.	\$56,000	\$94,000	\$125,000
Cumulative Square Footage Demand from Sales Growth				
Assuming Annual Sales at \$500 per sf	n.a.	112,000	188,000	250,000
Assuming Annual Sales at \$250 per sf	n.a.	224,000	376,000	500,000
City of Villa Rica,				
Residual Demand for Retail and Food Service Space, 2020-2050	Low (h)	High (i)		
Existing Unmet Demand (sf)	84,488	84,488		
Less: Pipeline Development (sf)	(62,600)	(62,600)		
Plus: Additional Demand from Sales Growth, 2020-2050 (sf)	277,778	555,556		
Projected Additional Demand from Sales Growth, 2020-2050 (sf)	250,000	500,000		
Equilibrium Vacancy Allowance @ 10%	27,778	55,556		
Residual Demand for Retail and Food Service Space (sf)	299,665	577,443		

Notes:
(a) Sourced from 2017 Economic Census.
(b) 2017 Economic Census total retail and food service sales figure divided by 2017 population estimate from Esri Business Analyst.
(c) Adjustment from 2017 to 2020-dollar equivalent using the average annual CPI-U for the Atlanta Metro Region (2017 = 232.887; 2020 = 246.653)
(d) As calculated in **Error! Reference source not found.. Error! Reference source not found..**
(e) 2017 per capita retail and food service sales figure, adjusted to 2020-dollar equivalent, and multiplied by population.
(f) Assumes Villa Rica captures a consistent rate of retail and food service sales in the two-county area over time.
(g) Two-county area retail and food service sales multiplied by Villa Rica capture rate.
(h) Assuming square footage demand from sales growth at one square foot per \$500 in annual sales.
(i) Assuming square footage demand from sales growth at one square foot per \$250 in annual sales.

Sources: U.S. Census Bureau, Economic Census, 2017; Bureau of Labor Statistics; Esri Business Analyst; BAE, 2021.

Office Space

In 2020, approximately 16 percent of all Villa Rica jobs occur in industries that traditionally take place within an office environment. Assuming that rate remains constant suggests that

by 2050, Villa Rica will need enough office space to support nearly 400 jobs. Office jobs account for 25 percent of all two-county area jobs, suggesting that those areas will need enough space to support 4,900 new workers.

As Table 33 shows, the City will still be absorbing office space supplied as part of the new pipeline through 2050. However, to the extent that some of the office in the pipeline will be medical office supporting Tanner Medical Center, this analysis could be underestimating residual demand. In addition, as the City engages in placemaking for the downtown and Fullerville areas, new office users may emerge who want to be located within the LCI where the availability of a variety of restaurant and retail amenities can help them attract and retain high-quality workers. Under this scenario, the LCI Area could capture some of the City’s and two-county area’s potential office demand, outperforming its projections.

Table 33: Projected Residual Demand for Office Space, City of Villa Rica, 2020-2050

City of Villa Rica, Residual Demand for Office Space, 2020-2050	Villa Rica
Existing Excess Supply (sf)	(8,716)
Less: Pipeline Development (sf)	(166,700)
Plus: Demand from Future Growth (sf)	109,508
Projected Net New Employment, 2020-2050	2,459
Percent of Employees in Office Space (a)	16.0%
Projected Net New Office Employment, 2020-2050	394
Avg. Square Foot per Office Employee	250
Projected Office Space for Net New Office Employees (sf)	98,557
Equilibrium Vacancy Allowance at 10% (sf)	10,951
Residual Demand for Office Space, 2020-2050 (sf)	(65,908)

Notes:
(a) Percent of Villa Rica jobs in the following industries, according to Esri Business Analyst, 2020: Information; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Management of Companies and Enterprise; Administration, Support, and Waste Management; Educational Services; and Public Administration. Assumes percent of Villa Rica employees in office space stays constant over time.

Sources: Esri Business Analyst; U.S. Census Bureau; CoStar; Atlanta Regional Commission; BAE, 2021.

Summary of Residual Demand in Villa Rica

Table 34 summarizes the residual demand for development by land use and scenario. As discussed in the population and household projections section, this range shows the demand potential that the City and LCI Area could realize if it continues growing at historic rates. The likelihood of the City and LCI Area meeting the residual demand under the accelerated scenario will depend on the availability of land, the appropriate zoning to accommodate the magnitude and variety of demand for different land uses, and whether the City’s land use policies prioritize development with the area.

Table 34: Residual Demand Projections, City of Villa Rica, 2020-2050

City of Villa Rica, Residual Demand, 2020-2050	Growth Scenarios	
	Baseline	Accelerated
Housing Units	(475)	2,465
Retail		
Less Space-Intensive: Annual sales at \$500 per sf	299,665	299,665
More Space-Intensive: Annual sales at \$250 per sf	577,443	577,443
Office	(65,908)	(65,908)

Sources: Esri Business Analyst; U.S. Census Bureau; CoStar; Atlanta Regional Commission; BAE, 2021.

APPENDIX A: POPULATION AND HOUSEHOLD PROJECTIONS

Table 35: Full Baseline Population and Household Projections Through 2050

Baseline (ARC Rates)	Historic		Projections			Total Projected Growth, 2020-2050		Compound Annual Growth Rate, 2020-2050
	2010	2020	2030	2040	2050	Number	Percent	
City of Villa Rica (a)								
Population	13,984	16,055	18,545	19,833	21,151	5,096	31.7%	0.9%
Households	5,073	5,821	6,811	7,315	7,825	2,004	34.4%	1.0%
Carroll County (b)								
Population	110,527	120,393	141,467	150,880	158,549	38,156	31.7%	0.9%
Households	39,187	42,664	50,724	54,280	57,388	14,724	34.5%	1.0%
Douglas County (b)								
Population	132,403	145,250	159,352	173,777	185,674	40,424	27.8%	0.8%
Households	46,624	51,125	56,127	61,260	65,496	14,371	28.1%	0.8%
Two-County Total (b)								
Population	242,930	265,643	300,819	324,657	344,223	78,580	29.6%	0.9%
Households	85,811	93,789	106,850	115,540	122,883	29,094	31.0%	0.9%
21-County Atlanta Regional Commission Region (c)								
Population	5,334,562	6,058,261	6,969,661	7,678,531	8,344,016	2,285,755	37.7%	1.1%
Households	1,940,956	2,226,437	2,588,352	2,865,311	3,135,176	908,739	40.8%	1.1%
Villa Rica Capture (% of Two-County Growth in Previous Decade)								
Population	15.6%	9.1%	7.1%	5.4%	6.7%			
Households	16.5%	9.4%	7.6%	5.8%	6.9%			

Notes:

- (a) Growth rates determined from Traffic Analysis Zone (TAZ) projections obtained from the ARC for TAZs that intersect with the City of Villa Rica. The projections are re-benchmarked to City-specific 2020 population and household estimates from Esri using the same growth rates assumed by ARC figures.
- (b) Growth rates determined from county-level projections obtained from the ARC. The projections are re-benchmarked to 2020 population and household estimates from Esri using the same growth rates assumed by the ARC figures.
- (c) Growth rates determined from regional projections obtained from the ARC. The projections are re-benchmarked to 2020 population and household estimates from Esri using the same growth rates assumed by the ARC figures. The ARC region consists of the following 21 counties: Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Newton, Paulding, Rockdale, Spalding, and Walton.

Sources: Atlanta Regional Commission; Esri Business Analyst; U.S. Census; BAE, 2021.

Table 36: Full Accelerated Population and Household Projections Through 2050

Accelerated (Higher Two-County Capture)	Historic		Projections			Total Projected Growth, 2020-2050		Compound Annual Growth Rate, 2020-2050
	2010	2020	2030	2040	2050	Number	Percent	
City of Villa Rica (a)								
Population	13,984	16,055	21,526	25,233	28,276	12,221	76.1%	1.9%
Households	5,073	5,821	7,974	9,407	10,618	4,797	82.4%	2.0%
Carroll County (b)								
Population	110,527	120,393	141,467	150,880	158,549	38,156	31.7%	0.9%
Households	39,187	42,664	50,724	54,280	57,388	14,724	34.5%	1.0%
Douglas County (b)								
Population	132,403	145,250	159,352	173,777	185,674	40,424	27.8%	0.8%
Households	46,624	51,125	56,127	61,260	65,496	14,371	28.1%	0.8%
Two-County Total (b)								
Population	242,930	265,643	300,819	324,657	344,223	78,580	29.6%	0.9%
Households	85,811	93,789	106,850	115,540	122,883	29,094	31.0%	0.9%
21-County Atlanta Regional Commission Region (c)								
Population	5,334,562	6,058,261	6,969,661	7,678,531	8,344,016	2,285,755	37.7%	1.1%
Households	1,940,956	2,226,437	2,588,352	2,865,311	3,135,176	908,739	40.8%	1.1%
Villa Rica Capture (% of Two-County Growth in Previous Decade)								
Population	15.6%	9.1%	15.6%	15.6%	15.6%			
Households	16.5%	9.4%	16.5%	16.5%	16.5%			

Notes:

- Figures that are changed from the baseline scenario are **bolded and highlighted in green**.
- (a) Growth rates determined from Traffic Analysis Zone (TAZ) projections obtained from the ARC for TAZs that intersect with the City of Villa Rica. The projections are re-benchmarked to City-specific 2020 population and household estimates from Esri using the same growth rates assumed by ARC figures.
- (b) Growth rates determined from county-level projections obtained from the ARC. The projections are re-benchmarked to 2020 population and household estimates from Esri using the same growth rates assumed by the ARC figures.
- (c) Growth rates determined from regional projections obtained from the ARC. The projections are re-benchmarked to 2020 population and household estimates from Esri using the same growth rates assumed by the ARC figures. The ARC region consists of the following 21 counties: Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, Dawson, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Hall, Henry, Newton, Paulding, Rockdale, Spalding, and Walton.

Sources: Atlanta Regional Commission; Esri Business Analyst; U.S. Census; BAE, 2021.

PLAN PREPARED BY

MKSK + **TOOLE** + bae