

3. The Public’s Vision for the Future

Introduction

A comprehensive plan becomes a successful, guiding document only with public support. To this end, a creative and collaborative approach to community outreach was developed for the City of Snellville’s long-term planning process. This effort to actively engage the public and key community stakeholders in the future of their community resulted in a comprehensive look at the issues and opportunities impacting Snellville. The rewarding result was a better-informed public, a clearer understanding of issues and opportunities, and an actively engaged partnership of elected officials, community leaders, and citizens with a joint vision of where their community wants to go and how to get there. Combined with information from the Community Assessment, the public’s vision for the future is the foundation of the Community Agenda and its implementation goals.

The following statement summarizes the community’s vision for the future, and served as a goal in the development of this plan.

Snellville Citizen’s Vision Statement

Snellville’s foundation is that of a citizenry that cares about its people, its economic viability, and its future. We shall achieve balanced growth and a sense of place in the future with the active participation of citizens, businesses and government. Our goal is to increase opportunities for citizens to live, work, shop, and play in a safe, connected, and fiscally responsible community.

As described in this section, accomplishing this requires political leadership, citizen education, and active involvement.

Public Outreach

The design of the Community Participation Program (CPP) was completed early in the planning process along with the Community Assessment. The document was submitted to the ARC and the DCA prior to the start of public meetings. This public involvement effort had three essential goals:

- To educate and increase public awareness.
- To capture the knowledge and preferences of the people who live in and support the area’s communities.
- To mobilize support and acceptance of the plan.

A combination of outreach efforts was utilized to accomplish these three aims, as described below.

Project Oversight and Coordination

General Oversight

City of Snellville elected officials and staff provided general oversight of the planning process. This oversight was accomplished by actively engaging these key players in the process through interviews, their active participation in visioning and scenario workshops, and regular consultation on specific planning issues.

Additional oversight of the process was provided by a Citizen Planning Committee (CPC). The Committee consisted of 12 community leaders. The committee met prior to the first visioning workshop as well as four subsequent times. The CPC's responsibilities included spreading word about the plan and public involvement opportunities, attending workshops, assisting in creating the vision for the City's future, and offering feedback to the City and the Consultants.

Community Outreach Tools

Website

A website was developed to serve as a portal for citizens and others throughout the planning process. The website was created in simple format to increase its usability by the general public. A variety of useful information was available at the site including information on the planning process, meeting schedules and locations, project calendars, draft and final documents, surveys or questionnaires, and contact information. The website was updated regularly throughout the preparation of this plan.

Public Notification

There were a variety of tools used to notify the public of the project and opportunities to provide input. Flyers were created prior to public meetings to advertise meeting dates and locations. To assure that a wide variety of community members received notice, the flyers were distributed electronically through a variety of contact lists including the Citizen Planning Committee, the Snellville Commerce Club, the Evermore CID, and the through the City's community group lists. Hard copies were also distributed in City facilities, at public meetings, etc. Local newspapers, such as the Atlanta Journal Constitution, the Gwinnett Daily Post, and the Tri-City Times published announcements and copies of the flyers. Lastly, the City had 30 public notice signs printed that were erected at strategic locations in the community prior to the workshops.

Surveys

Surveys were a third channel utilized to reach citizens. The surveys asked specific questions to gather opinions on the future direction of the city. By asking multiple choice questions as well as open-ended questions, citizens provided targeted information identified by the project team, as well as some important considerations that may not have been identified in the Community Assessment. The survey was available on the website, at public meetings, and at City facilities. The survey's results are detailed in the next section.

Working with the Public

A large number of people participated in the community visioning effort for this Plan. A little over 100 participants signed in at the visioning workshop held on January 30, 2007 and scenario building workshop held on February 6, 2007. A series of actions and partnerships, established from the onset, is responsible for this successful outreach effort. Working with the public in detail began with the presentation of the draft Community Assessment and Community Participation Program at an initial public hearing in fall 2006. A series of community meetings followed including two visioning workshops (held in December 2006 and January 2007) and a scenario building workshop held in February 2007.

Additional outreach included a special presentation to the Snellville Commerce Club in November and an Open House, which rounded out the planning process in May. The Open House provided a final opportunity for public input regarding the Community Agenda. The meetings were designed and adjusted throughout the process to assure that a unified consensus developed among the community.

The methodology and results of each of these public outreach efforts follows. These results were central to the development of this Plan, and were integrated into the other chapters of this Agenda.

Stakeholder Interviews

During the construction of the Community Assessment, a series of stakeholder interviews was conducted by the consulting team. By holding these interviews at the launch of the process, key issues and opportunities were identified early on in the process and incorporated in the Community Assessment. These stakeholder-identified issues were also placed at the forefront for discussion at the visioning workshops and as topics on the City-wide visioning survey.

The City identified key stakeholders to interview at the beginning of the planning process. The stakeholder interviews varied, depending on the person's role in the City. Generally, questions focused upon short-term priorities, recent achievements, lost opportunities, and long range goals. By establishing stakeholder relationships before the CPP's implementation, the community leaders became engaged and invested in the planning process, enhancing the effectiveness of public involvement over the upcoming months.

A stakeholder questionnaire was designed to complement the stakeholder interviews. The questionnaire allowed stakeholders to identify the issues of utmost importance to the City of Snellville. Twenty issue areas were identified through the collection of data and information during the development of the Community Assessment. The community leaders were asked to rate the importance of each issue listed on the questionnaire between 1 (least important) and 5 (most important). The results are summarized in **Figure 3-1**.

Figure 3-1: Results from Stakeholder Questionnaire

Issue	Avg.
Mitigating traffic congestion on local roadways.	4.83
Ensure the city's housing stock does not deteriorate and the quality of the city's neighborhoods is maintained.	4.71
Recruiting new businesses to Snellville.	4.67
Improving the condition of local roadways.	4.33
Providing adequate public safety services to city residents.	4.25
Providing incentives to attract new business to the city.	4.17
Developing a unique identity for Snellville.	3.92
Identifying roadway safety hot spots.	3.92
Regulating the quality, type and style of new residential construction in the city.	3.83
Expanding alternative transportation options (bike trails, sidewalks) in the city.	3.63
Controlling the amount and type of growth in unincorporated areas that adjoin the city boundaries.	3.63
Enhancing communication between residents and city government especially regarding growth and quality of life issues.	3.46
Attracting new residents to the City of Snellville.	3.21
Improving the working relationship between the City of Snellville and Gwinnett County.	3.04
Providing affordable housing in the city, especially workforce housing for teachers, firemen, police etc. . .	2.92
Coordinating new residential development in Snellville with local public school development.	2.88
Providing additional recreation amenities in the city.	2.83
Enhancing public transportation services in Snellville.	2.79
Maintaining the current city tax rates.	2.75
Lowering the cost of public services for city residents.	2.25

Of all the issues, mitigating traffic on local roadways was identified as the most salient. The other issues receiving a top priority rating included the following: (1) Maintaining the City's housing stock and existing neighborhoods; (2) Recruiting new businesses to Snellville; (3) Improving the condition of local roadways; (4) Providing adequate public safety; and (5) Providing incentives to attract new businesses. Stakeholders clearly identified transportation infrastructure, economic development, and the housing environment as the top priorities for the community.

Public Workshops

Each of the three public workshops served a unique role in forming the community's vision for the future, with each building upon the prior meeting. The first visioning workshop, held in December, was general in nature, reviewing the project, discussing the general community vision, and reviewing each of the character areas. The second visioning workshop focused on downtown Snellville, orienting both the CPS and group discussions towards the City's Town Center goals. The third meeting, the scenario workshop, combined the efforts and results of the

first two workshops by focusing on future development options and their implications. Due to the high priority of transportation issues, a special session at the scenario workshop was dedicated to these issues.

December Visioning Workshop

The first of two visioning workshops occurred on December 5, 2006 between 6:30 pm and 8:30 pm at the Snellville City Center. A total of 28 people signed in at the workshop, including a variety of citizens, elected officials, and other community members.

The goal of this visioning workshop was to educate the public regarding the planning process and to begin discussions on the future of the City by addressing issues and opportunities that have potential to impact quality of life. To achieve these goals, a variety of interactive methods were

Preserve

- Communities
- Parks
- Trees
- History
- Single family neighborhoods
- Churches
- Safe place to play
- “Small Town” atmosphere
- Places to play
- Quality of life
- Low density
- Infrastructure maintenance
- Snellville’s charm

*Group discussion comments from first visioning workshop.

Create

- More sidewalks
- Increased property values
- Trees and more greenspace
- Professional jobs
- Safe atmosphere
- Walkability – connectivity
- Bike paths
- Cultural arts
- Maintenance codes

* Group discussion comments from the first visioning workshop.

incorporated throughout the meeting. The meeting began with a Community Preference Survey (CPS) and was followed by a presentation on the planning process and discussion group sessions on the 12 character areas identified in the Community Assessment.

A great deal of valuable information was disseminated and collected during each segment of the workshop. The data collected from the character area discussions is incorporated in the Future Development Map discussion. Full notes from the meeting are available in the Appendix. The community preference survey results were combined with the results from the second visioning workshop and are summarized below.

Overall, the participants identified the need for the community to grow in a sustainable nature by developing its culture, further engaging its citizens, growing with integrity, and accommodating a diverse group of residents. All of these attributes reflect a proactive leadership role that Snellville wishes to embrace. **Figure 3-2** represents general vision statements in relation to each character area that began to formulate at the Visioning Workshop. More complete and cohesive visions for each character area developed as the public input process ensued.

Figure 3-2: Visioning Summaries form Break Out Groups

Character Area	Vision
Brookwood District	A place to relax after a hard day's work: neighborhood parks, more streetscaping with trees and buffers, child-friendly, school as focal point
Scenic Highway North	A mixed-use area, with office/professional atmosphere that is senior-oriented: redevelopment of commercial areas
Hwy 78 Corridor East	An area with a cohesive focal point: continuous patterns, quality building materials, trees, streetscaping, passive park
Summit Chase	A neighborhood community that has retained its history with renovated and maintained homes
North Road	A pleasant area that joins commercial with older neighborhoods in a positive environment: shared access, residential buffers, commercial policing
SR124 South/ Centerville Hwy	A corridor that acts as a neighborhood center: traffic calming devices, comfortable transitions from high to low density
Downtown	A community center that has redeveloped in ways that increase the enjoyment of the community's day-to-day tasks
Hwy 78 West Access	A new urbanite area that diverges from historic suburban growth patterns: sidewalks, garages in rear, structures close to street
Temple Johnson Road	An urbanized area with rural character that has largely stayed the same: quality development that reflects existing area
Britt Elementary Cluster	A stable, single family neighborhood with connections to Briscoe Park: limited business expansion, increased connections
No Business Creek	A senior friendly area with sidewalks
Lenora Church	A active service center with health care businesses and civic resources

January Visioning Workshop

One of Snellville's principal, on-going initiatives is its Town Center district. To this end, it was appropriate that the second visioning workshop was largely centered upon continued redevelopment efforts at the city's core.

The second visioning workshop was held on January 30, 2007 from 6:30 pm to 8:00 pm at the community center.

Workshop attendance was outstanding, with a total of 105 people registering their presence upon arrival.

Following a brief update and overview of the planning process, City of Snellville

staff gave an overview of the Town Center plans, establishing the contextual frame of mind for rest of the meeting. A Community Preference Survey and general discussion of points followed. General discussion notes from the downtown character area are provided below. They are

General discussion – Downtown Character Area

- Cut through traffic from Loganville is a problem
- North Road needs to be residential
- Lights are needed at the intersections of North Road and Pharrs Road, Ridgedale Drive, and Pinehurst Road
- Widen North Road from Home Depot to Wisteria Drive
- "Do Not Block Intersection" sign at Oak Road/North Road.
- Synchronize lights on SR 124
- Left turn lane needed at North Road southbound and Wisteria
- Extend Ronald Reagan Parkway to 78
- Dead end Ronald Reagan at SR 124 – Turn right or left only
- Snellville truck route needed

followed by the Community Preference Survey Results from the first and second visioning workshops.

General discussion of the downtown character area focused on transportation issues. Again this targeted transportation discussion highlights the saliency of transportation concerns for the community.

Community Preference Survey

Methodology

The Community Preference Survey (CPS) provided an opportunity for the community members to identify design elements that they would like to see in their community. The CPS results have particular value to Snellville as plans for the Town Center are implemented and older areas of the City continue to be redeveloped.

The Snellville CPS was administered in multiple ways to effectively address design possibilities for all areas of the community. At the first meeting, all participants voted on paper forms, selecting the level of appropriateness for the same design elements for all 12 character areas in the City.

At the second meeting, the participants were encouraged to focus their attention on downtown, voting on only its design elements. Participants preferring to vote on character areas other than downtown were given the option to do that concurrently in another room. The Town Center CPS was administered with an electronic voting system, with participants using keypads to select their preferred images for the area. The photos were the same as those used in the first visioning workshop. Voting for other character areas was completed by form, using boards displaying the same images used in the Town Center CPS and the CPS.



Workshop participants using keypad voting

Results

Results from the CPS are separated by topic area. Each topic area begins with a general discussion of favored development across all character areas – suggesting a desire for continuity across Snellville. This general discussion followed independent discussions for each character areas. As a reflection of City priorities, the Town Center is discussed in more detail than other character areas.

City-Wide Results (All Character Areas Combined)

City-wide results are compiled by development type.

Transportation Modes

- Participants overwhelmingly found the automobile, walking, and school bus areas as integral transportation modes throughout Snellville.
- Whereas participants favored school buses, the commuter bus was seen as extremely inappropriate.
- Horseback was seen as highly inappropriate for the city.

Streetscapes

- Sidewalks with a landscaped buffer and small monument-style signs were deemed as highly appropriate.
- On-street parking and sidewalk cafes were generally viewed as inappropriate.

Housing

- Single family homes were highly favored over apartments, mixed-use housing, or condominiums.
- Traditional neighborhood housing and single family homes are appropriate throughout the city.
- Ranch condos and apartments were viewed as inappropriate.

Gateways

- Arches, either over a road or over a path, received a negative reaction for all areas of the city.
- Participants favored stone columns, small statutes, and brick or stone entrances as gateways.

Employment

- More often than not, a majority (or near majority) of participants did not favor places of employment. That generally suggests that residents view Snellville as having a good resident and employment mix.
- Shopping malls, industrial areas, and large-scale retail were not deemed appropriate in any character area.
- Small scale offices and small scale retail were the only employment area viewed as overwhelmingly appropriate.

Focal Points

- A smaller count of people voted on focal points for the city in comparison to other forms discussed here. Of those that voted, the following were favored:
 - A public park/plaza was seen as overwhelming appropriate for all area types



Transportation - automobile access



Housing – Single family residences

- Neighborhoods were viewed as appropriate throughout, with the exception of the Town Center.
- Religious institutions were deemed very appropriate as focal points. This data suggests that religious institutions are an integral component to the local community and should continue to remain that way.

Greenspace/Recreation

- Areas that led themselves to use by all people were seen as very appropriate. Greenway trails and passive parks were the most favored for all areas.
- Swimming pools and ball parks were seen as the least appropriate throughout the city. This suggests that existing facilities are meeting current resident demand for these types of recreation.

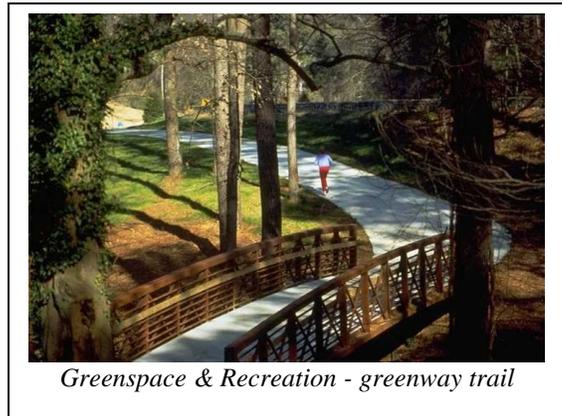
Mixed Use

- Participants generally did not favor mixed-use development across the city. When considering all character areas together, a majority always found mixed-use as inappropriate for Snellville.
- Mixed-use is considered appropriate for the Town Center in some cases, as further discussed in the following section.
- Mixed-use with townhomes, apartments, or condominiums above retail were overwhelming seen as inappropriate.

Town Center

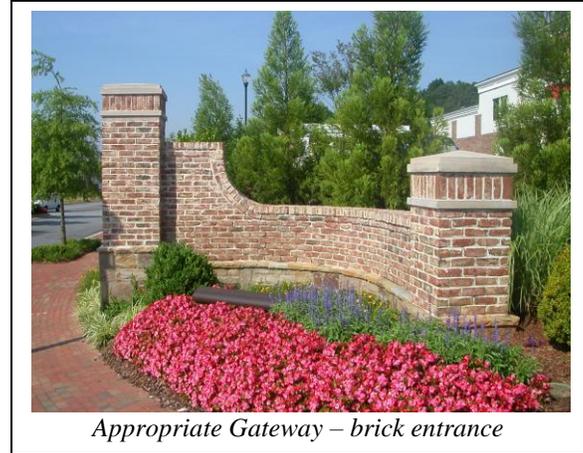
Participants tended to favor unique attributes for the Town Center character area when compared to other areas. For instance, an overwhelming majority preferred sidewalk cafes, on-street parking, and very large sidewalks, which were not seen as appropriate for other areas.

- *Greenspace Recreation* – A large majority saw ball fields, tennis courts, a golf course, and farmland as inappropriate land uses for the Town Center. A large majority found a passive park and greenway trail as appropriate.
- *Transportation* – A combination of automobile, biking, and walking modes was seen as appropriate. Participants were evenly split on commuter rail – half found it appropriate for the Town Center and half found it inappropriate.
- *Streetscapes* – Sidewalks with a landscape buffer and sidewalk cafes were seen as overwhelmingly appropriate. Participants viewed roundabouts as the most inappropriate of all streetscapes. Over two thirds of participants found on-street parking as inappropriate for the Town Center.
- *Housing* – Participants were heavily split on the appropriateness of housing types for the Town Center. Ranch condos and apartments were most often viewed as inappropriate. An assisted living facility was seen as most appropriate. Slightly more than a majority favored mixed-use housing.

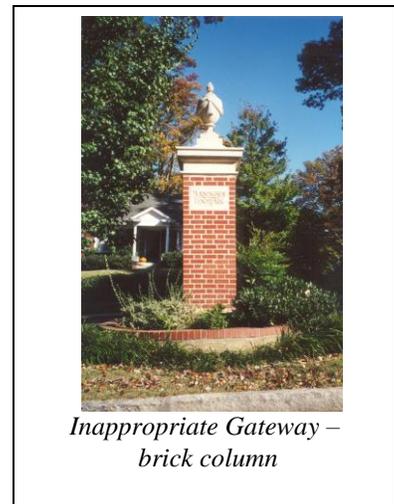


Greenspace & Recreation - greenway trail

- *Gateways* – A brick entrance was the most favored gateway for the Town Center (followed by a column- with hanging sign - at a much lower approval level). Participants found a brick column as an inappropriate gateway.
- *Focal Points* – An overwhelming majority saw a public park/plaza, shopping promenade, or town center (i.e. civic center building) as appropriate for the Town Center. A grocery store, neighborhood, or school was not viewed as appropriate.
- *Employment* – Small scale development was highly viewed as appropriate – including small scale office buildings and small scale retail. A large majority found other forms of employment facilities, including industrial, shopping mall, and large-scale retail, as inappropriate.
- *Mixed-Use* – Despite mixed-use being largely viewed as inappropriate for the majority of the character areas, a majority viewed some types as appropriate for the Town Center. Condos and office mixed-use and offices above retail were seen as appropriate for over 75 percent of participants. A majority also viewed townhomes above retail and condominiums above retail as appropriate.



Appropriate Gateway – brick entrance



Inappropriate Gateway – brick column

Preferences for Character Areas

Brief summaries for each character area (aside from the Town Center) are given below. Only the most prominent results are listed.

- *Hwy 78 West Area* – Participants preferred this area to have an automobile focus with walking areas and small monument signs. Single family housing and traditional neighborhood development were seen as appropriate housing options for the area. Passive parks and greenway trails were viewed as suitable green spaces. Religious institutions and grocery stores were considered fitting focal points for this community. Small scale office and small scale retail were determined as appropriate development types. Mixed-use development was supported in the form of offices above retail.



Mixed –Use – offices above retail

- *124 South Centerville Highway* – Favored transportation patterns for this area include an automobile focus with walking areas. The preferred streetscape is sidewalks adjacent to highway with a landscape buffer. Single family homes and assisted living facilities were

viewed as appropriate housing types. No types of green spaces or recreational areas were seen as appropriate for this area. Some forms of mixed-use were seen as appropriate by some participants.*

- **Lenora Church Road** – The public had mixed feelings on the types of appropriate land uses to be permitted in this area. There was relatively unanimous support for transportation options including biking, walking, and automobile.
- **Britt Elementary Cluster** – Various transportation options were supported for this area including automobile, biking, walking, and school busses. Small monument style signs and traditional neighborhoods with single family housing were viewed as fitting. Brick entrances or columns with hanging signs were seen as appropriate gateways. Favored green spaces included passive parks and greenway trails. Surprisingly, a school was not always seen as an appropriate focal point for the area. All forms of employment and mixed-use development were seen as inappropriate.
- **No Business Creek** – Transportation options including automobiles, biking, and walking were supported. Generally most land use types were seen as inappropriate, suggesting participants would like the area to remain in its current state.*
- **Temple Johnson Road** – Automobile, biking, and walking were viewed as appropriate transportation options. The favored streetscape for the area includes sidewalks with a landscaped buffer. Traditional neighborhood development and single family homes were viewed as the suitable housing options. Mixed results were recorded for gateways, focal points, and employment options. Large scale retail, grocery stores, and mixed use development were seen inappropriate for the area.
- **Brookwood District** – The automobile was seen as least appropriate in this character area compared to the city’s other areas. Transportation options that were favored include walking and biking. The preferred streetscape is sidewalks with landscaped buffers. Suitable housing options include traditional neighborhoods with single family homes. Passive parks and greenways were seen as appropriate green spaces. Participants supported brick and stone entrances as gateways. Single-family neighborhoods were viewed as appropriate community focal points. Mixed use development and employment forms were viewed as inappropriate in this district



- **Hwy 78 East Corridor** – The favored transportation option for the area includes automobiles. A sidewalk adjacent to a highway is the preferred streetscape option. There was little to no opinion on the remainder of development forms, suggesting support for the area to remain in its current form.*

- **Summit Chase** – Preferred transportation options for this area include automobiles, biking, and walking. Favored housing options include traditional neighborhoods with single family housing. Many forms of recreational facilities and green spaces were supported in this area including playgrounds, golf courses, tennis courts, greenway trails and passive parks. Appropriate community gateways include brick entrances or columns with hanging sign as gateway. Neighborhood and religious institutions were viewed as ideal focal points. Little support was garnered for employment options and mixed-use buildings in this area.
- **North Road & Pinehurst Road** – Favored transportation modes include the automobile and school bus. Traditional neighborhoods with single family housing were considered appropriate housing types. Farmland was deemed the most appropriate green space. Stone columns and brick entrances were seen as suitable gateways. Single-family neighborhoods or religious institutions were viewed as fitting focal points. Small scale office space was the preferred employment generator. Mixed-use development was not favored for this area.

**A small number of people commented on these areas compared to others, suggesting they may not be priority areas.*

Scenario Workshop

The Snellville Scenario Building Workshop, held February 6, 2007 from 6:30 pm to 8:30 pm, had outstanding participation from the community, with 101 people signing in upon arrival. The workshop began with a project overview and was followed with a discussion of future development options. Following this discussion, two alternating break-out sessions gave participants the opportunity to discuss transportation issues and vote on development preferences. Residents selected their preferred options for economic development, urban form, transportation improvements, recreation, housing, annexation, capital improvements, and redevelopment using a keypad voting system. **Figure 3-3** summarizes these results, which have been incorporated in the remaining sections of the Community Agenda. Results are separated by each breakout group and aggregated to reflect all participants at the workshop.

Figure 3-3: Results from Future Development Preference Survey

What is most important for Snellville's future?				
		Group 1	Group 2	All
1	Maintaining neighborhood stability	58.3%	83.9%	70.1%
2	Promoting a stronger tax base	2.8%	9.7%	6.0%
3	Creating a stronger sense of identity and place	38.9%	6.5%	23.9%
	Number of votes	36	31	67
What is your preferred urban form?				
		Group 1	Group 2	All
1	Existing suburban form	16.7%	24.1%	20.0%
2	Multi-nodal	47.2%	37.9%	43.1%
3	City Center focused	36.1%	37.9%	36.9%
	Number of votes	36	29	65

What is the biggest transportation issue facing the City?				
		Group 1	Group 2	All
1	Fixing the US 78/SR 124 intersection	23.5%	33.3%	28.1%
2	Improving mobility around the Ronald Reagan/SR 124 corridor	20.6%	16.7%	18.8%
3	Improving local streets that serve the downtown	55.9%	50.0%	53.1%
	Number of votes	34	30	64
What should be the primary function of the US 78/SR 124 intersection?				
		Group 1	Group 2	All
1	Move traffic through town quickly and safely	82.9%	86.7%	84.6%
2	Support local business	2.9%	6.7%	4.6%
3	Gateway to the City	14.3%	6.7%	10.8%
	Number of votes	35	30	65
In addressing congestion on SR 124, which solution do you feel would be most effective?				
		Group 1	Group 2	All
1	Widen SR 124 to six lanes through the City	6.7%	43.3%	25.0%
2	Improve alternate routes (e.g. North Road) to accommodate traffic growth	76.7%	36.7%	56.7%
3	Extend Ronald Reagan Parkway	16.7%	20.0%	18.3%
	Number of votes	30	30	60
What should the primary function be of North Road?				
		Group 1	Group 2	All
1	Back road into downtown with a residential character	2.9%	43.3%	21.9%
2	Transition between commercial development on SR 124 and surrounding neighborhoods with an office/professional character	82.4%	26.7%	56.3%
3	Viable local alternative to SR 124 - built to move traffic with park a parkway or boulevard character	14.7%	30.0%	21.9%
	Number of votes	34	30	64
In fixing transportation problems in the City, are you more supportive of?				
		Group 1	Group 2	All
1	Building new roadways	21.2%	24.1%	22.6%
2	Improving the operation of existing roadways	54.5%	55.2%	54.8%
3	Reducing local dependence on the automobile, and improving access to transportation options	24.2%	20.7%	22.6%
	Number of votes	33	29	62
In providing more opportunities for recreation, should the City?				
		Group 1	Group 2	All
1	Support more organized sports venues	3.1%	3.3%	3.2%
2	Support the construction of arts and cultural facilities	53.1%	60.0%	56.5%
3	Support and construct more passive recreational opportunities	43.8%	36.7%	40.3%
	Number of votes	32	30	62

In regulating the construction on new housing, what is more important?				
		Group 1	Group 2	All
1	Provide housing options for the aging population	19.4%	0.0%	9.8%
2	Provide a variety of housing types to support the different life cycle needs	16.1%	33.3%	24.6%
3	Maintaining and improving existing housing values	64.5%	66.7%	65.6%
	Number of votes	31	30	61
If the City were to develop an economic development plan what should it promote?				
		Group 1	Group 2	All
1	Retail and service opportunities	0.0%	3.6%	1.7%
2	Office and medical services	56.7%	32.1%	44.8%
3	Technology and small business focused	43.3%	64.3%	53.4%
	Number of votes	30	28	58
If the City were to consider annexation, which would you support?				
		Group 1	Group 2	All
1	Annexation along major transportation routes to increase tax base and to control gateways to the City	31.0%	42.9%	36.8%
2	Annexation of surrounding residential areas to control land use and accommodate growth	44.8%	35.7%	40.4%
3	No - would not support new annexations	24.1%	21.4%	22.8%
	Number of votes	29	28	57
How should the City pay for necessary capital improvements?				
		Group 1	Group 2	All
1	Increase property taxes	3.4%	0.0%	1.8%
2	Promote local economic development to increase tax base	48.3%	46.4%	47.4%
3	Continue to rely on sales tax	48.3%	53.6%	50.9%
	Number of votes	29	28	57
How should the City incentivize redevelopment?				
		Group 1	Group 2	All
1	Offer tax breaks	53.6%	34.8%	45.1%
2	Build supportive infrastructure	39.3%	26.1%	33.3%
3	Offer density incentives	7.1%	39.1%	21.6%
	Number of votes	28	23	51

Visioning Survey

The visioning survey provided a wealth of information regarding community priorities. Over 130 people completed the survey, providing key data that is incorporated along with all other information gathered during the visioning process into key issues and opportunities for the City.

Figure 3-4 summarizes the survey results.

The following issues received high priority from the largest percentage of people:

1. Housing - need for stronger code enforcement (65.42 percent);
2. Natural and Cultural Resources – Preservation of Big Haynes Creek watershed (61.11 percent);
3. Community Facilities and Services – Continue the tradition of excellence in local police protection (84.92 percent);
4. Transportation – Explore redesign options for 78/124 (68.03 percent) and Transportation Improvement Plan for the City (64.46 percent); and
5. Land Use – Redevelop aging/vacant strip commercial development (71.90%).

Figure 3-4: Visioning Survey Results

	High Priority	Percent	Medium Priority	Percent	Low Priority	Percent	Total Votes
Population							
Steady Population Growth	76	56.30%	35	25.93%	24	17.78%	135
Increase in Senior Population	61	45.52%	57	42.54%	16	11.94%	134
Economic Development							
Creating a "brand" to promote the City	21	18.58%	44	38.94%	48	42.48%	113
Develop an Economic Development Strategy	53	46.90%	44	38.94%	16	14.16%	113
Promote the area's extensive fiber-optic network	37	30.08%	47	38.21%	39	31.71%	123
Expand the office/professional job market	60	52.63%	24	21.05%	30	26.32%	114
Increase safety & infrastructure	70	57.38%	34	27.87%	18	14.75%	122
Housing							
Need for more senior population housing	27	21.95%	58	47.15%	38	30.89%	123
Need for more family housing	7	5.15%	57	41.91%	72	52.94%	136
Encourage sustainable development patterns	33	26.19%	49	38.89%	44	34.92%	126
Establish design/material standards for new construction	63	58.33%	28	25.93%	17	15.74%	108
Need for stronger code enforcement	70	65.42%	27	25.23%	10	9.35%	107
Natural & Cultural Resources							
Preservation of Big Haynes Creek watershed	77	61.11%	43	34.13%	6	4.76%	126
Poor air quality	56	44.80%	50	40.00%	19	15.20%	125
No formal program for the protection of groundwater recharge areas	45	36.89%	58	47.54%	19	15.57%	122
Encourage the use of building materials & design that reflect historic character	55	43.31%	41	32.28%	31	24.41%	127

	High Priority	Percent	Medium Priority	Percent	Low Priority	Percent	Total Votes
Community Facilities and Services							
Meeting the service demands of population growth	65	56.52%	45	39.13%	5	4.35%	115
Continue the tradition in excellence in local police protection	107	84.92%	19	15.08%	0	0.00%	126
Expand the City's stormwater management program	55	40.74%	65	48.15%	15	11.11%	135
Intergovernmental Coordination							
Support regional and state efforts to address transportation issues	68	51.13%	47	35.34%	18	13.53%	133
Addressing incompatible land uses	51	41.46%	56	45.53%	16	13.01%	123
Municipal-County coordination	54	50.00%	40	37.04%	14	12.96%	108
Shared City-County services	40	32.00%	63	50.40%	22	17.60%	125
Funding of public services	34	27.42%	66	53.23%	24	19.35%	124
Transportation							
Improve connectivity between sectors of the City	54	44.26%	45	36.89%	23	18.85%	122
Use access management techniques on 78/124	71	55.04%	45	34.88%	13	10.08%	129
Create new transportation facilities	68	55.28%	32	26.02%	23	18.70%	123
Explore redesign options for 78/124	83	68.03%	33	27.05%	6	4.92%	122
Transportation improvement plan for the City	78	64.46%	34	28.10%	9	7.44%	121
Expand senior transportation options	25	20.66%	60	49.59%	36	29.75%	121
Express bus transit to regional job centers	22	18.18%	30	24.79%	69	57.02%	121
Promote more mixed-use development	14	11.48%	45	36.89%	63	51.64%	122
Land Use							
Promote new development to set the City apart	38	29.69%	48	37.50%	42	32.81%	128
Redevelop aging/vacant strip commercial dev.	87	71.90%	26	21.49%	8	6.61%	121
Provide adequate space for growth of non-retail employment	32	26.89%	67	56.30%	20	16.81%	119
Improve gateways into City	39	30.95%	55	43.65%	32	25.40%	126
Encourage traditional neighborhood development	57	44.19%	57	44.19%	15	11.63%	129
Promote use of conservation subdivision ordinance and greenway connections	57	48.72%	38	32.48%	22	18.80%	117

Summary

The goal of the Citizen Participation Program was to establish two-way communication between Snellville citizens and their government officials, with the overall goal of better decisions supported by the public. Through the extensive cooperation of the City, citizens, stakeholders, and the Citizen Planning Committee, a wealth of input was gathered through the Visioning Workshops, Scenario Workshop, Stakeholder Interviews, and Visioning Questionnaire and Survey. The Community Agenda is the result of an analysis of the information gathered from this extensive public involvement effort and is reflective of the public's vision for the future.