

6. General Policies

General policies are designed and adopted to reflect and represent the community's vision and priorities, confirmed during the planning process. These general policies are constructed to reflect the values of Snellville residents and other contributors to the community's vitality. They provide a basis for making decisions in implementing the Community Vision and addressing the Community's Issues and Opportunities. These policies will guide day-to-day decisions of City officials and are intended to be general in nature, reflecting city-wide needs. The general policies will be referenced in staff reports and will play a guiding role in permitting decisions, rezoning, and budget preparation. Geographic-based policies are included in Section 4 as a part of the description of the Future Development Map and Future Land Use Map.

Similar to the Issues and Opportunities section, the following policies are organized around the seven major elements of the plan:

- Land Use
- Transportation
- Economic Development
- Housing
- Natural and Cultural Resources
- Community Facilities and Services
- Intergovernmental Coordination

Land Use

- LU-1: Provide a healthy, culturally satisfying, and aesthetically pleasing environment for all residents through the conservation and protection of natural resources, including the proper utilization and management of land, air and water resources, and also, through the maintenance of planned and orderly growth.
- LU-2: Retain and conserve the residential character of the city. The city should encourage its residents and merchants to build upon the existing character and vitality of our city as future growth occurs.
- LU-3: Allocate an adequate amount of land to meet projected land use demands. The plan's future land use map and recommendations should be viewed as a flexible statement of city policy that should be reviewed periodically as changes in local conditions warrant.
- LU-4: Support intergovernmental coordination and cooperation with the County and surrounding cities in a "Sphere of Influence" concept that will identify unincorporated areas affecting the city. Through this process, the city will be notified of proposed land use changes within the sphere.
- LU-5: Strive for a balanced distribution of land uses within the city by encouraging compatible uses and the utilization of transitional zones and buffers between residential and non-residential development. Within its zoning ordinances and other

land development regulations, the city should provide for buffer areas or other types of transition between incompatible land uses.

- LU-6: Pursue the annexation of surrounding properties when appropriate, with the goal of ensuring that the City controls the growth that adjoins the city and impacts the quality of life and value of property within the current and future city limits.
- LU-7: Encourage mixed-use development when appropriate in effort to create more functional land use.
- LU-8: Work towards eliminating and preventing incompatible land uses.
- LU-9: Commit to creating walkable, safe, and attractive neighborhoods throughout our community that facilitate movement through our area without the use of a car.
- LU-10: Assure that all corridor changes and gateways create and promote a welcoming entrance to our City and evoke a sense of place, especially as they relate to US 78 and SR 124.
- LU 11: Synchronize LCI plans with existing homes and stores to assure that community character is maintained.

Transportation

- TR-1: Ensure that intergovernmental coordination with the Gwinnett County Department of Transportation, the Atlanta Regional Commission (ARC), and the Georgia Department of Transportation (GDOT) occurs at regular intervals as part of our effort to excel in transportation planning to improve our quality of life.
- TR-2: Provide a network of pedestrian pathways, greenway trails, bike paths and possible transit services to allow for the efficient and pleasurable movement of people and goods throughout the City.
- TR-3: Promote transportation measures that result in efficiency improvements on existing roadways and increase auto occupancy rates.
- TR-4: Maintain a comprehensive system of transportation that provides a safe and convenient circulation through and around the city and to ease congestion at the intersection of US 78 and SR124.
- TR-5: Coordinate transportation plans with county, state and federal transportation plans that will be included in the Transportation Improvement Program so improvements can be considered for state and federal funding.
- TR-6: Promote connectivity of our road network without interfering with the quality of life in our residential neighborhoods.
- TR-7: Implement traffic calming schemes, such as narrow travel lanes, on-street parking, and street trees to slow traffic and increase both pedestrian safety and encourage greater pedestrian participation in the community's street life.
- TR-8: Continually support the City's effort to expand the greenway trail system.

- TR-9: Make high visibility crosswalks on central community corridors a top priority for improving pedestrian movement in our city.
- TR-10: Facilitate improved multi-nodal connectivity between related sites, including downtown and residential areas and schools and parks.

Economic Development

- ED-1: Encourage economic development opportunities that are supportive of the residential, family-friendly atmosphere desired by our residents.
- ED-2: Diversify economic development activities to better incorporate economic sectors that reflect the educational and training backgrounds as well as employment needs of current residents.
- ED-3: Encourage continued expansion of our medical services cluster.
- ED-4: Facilitate development patterns that are cohesive with our redeveloping city center, yet facilitate a multi-nodal community.
- ED-5: Provide tax incentives to encourage re-designation and redevelopment of deteriorating commercial property into more viable office or institutional uses.
- ED-6: Seek a healthy balance of jobs and housing that reflect the needs of both our residents and workforce.
- ED-7: Work to mitigate any potentially adverse effects of economic development on our existing natural and cultural resources.
- ED-8: Support new land uses that contribute to open space and the overall protection of our environment, maintaining the city's attractiveness as a place to live, work, and play.
- ED-9: Support technology and small business initiatives as an economic development priority.
- ED-10: Encourage efforts to establish an on-going citizen's committee to review the City's progress on objectives relating to economic development.
- ED-11: Develop a functional and working economic development plan and review regularly.
- ED-12: Support mixed-use development efforts that work towards better connecting work and residential locations.

Housing

- H-1: Preserve existing residential neighborhoods throughout the city by enforcing existing ordinances and vigorously pursuing creation of new ordinances to enhance the character and quality of all existing and future neighborhoods in the city.
- H-2: Preserve our residential neighborhoods by encouraging the upkeep of newer housing and the revitalization of aging neighborhoods.

- H-3: Eliminate any attempts to regulate housing with the express purpose of establishing specific economic, racial or ethnic mixtures within the community.
- H-4: Encourage the development of bike and pedestrian access from all areas of the city to downtown, schools, park areas, and the library through the provision of sidewalks and bike paths in all parts of the city, especially as they relate to the housing subdivisions and other places of residences.
- H-5: Provide recreational greenspace areas within easy access of as many subdivisions as possible. Pedestrian access should be included in all instances where new housing and parklands are developed.
- H-6: Support dispersion of assisted housing throughout the community in order to diversify neighborhoods and prevent the development of pockets of poverty.¹
- H-7: Create an attractive regulatory environment that encourages further development of senior-appropriate housing.
- H-8: Actively support the creation of appropriate mixed-use developments that incorporate housing elements as a part of our city's effort to creatively address congestion problems through progressive land use decisions.
- H-9: Develop programs that encourage the continued upkeep of newer housing and the revitalization of older neighborhoods.

Natural and Cultural Resources

- NCR-1: Continue to encourage good land management practices to prevent negative environmental impacts.
- NCR-2: Carry on efforts to improve the protection of natural resources as part of the City's land development review and permitting process. We should address existing concerns as well as ensure that future development activities are compatible with the protection of floodplains, steep slopes, and sensitive plant and animal habitats.
- NCR-3: Support the protection of sensitive plant and animal habitats where development would pose a threat to rare or endangered species.
- NCR-4: Promote and protect recreational areas and open space where appropriate.
- NCR-5: Promote the identification and protection of the community's significant historic, archaeological and cultural resources and the establishment of appropriate rules, regulations and ordinances to enhance and preserve these resources.
- NCR-6: Support efforts to educate and garner support amongst the public for preserving remaining cultural resources, especially as coordinated by the Snellville Historical Society.

¹ Assisted Housing: Housing that is available to low and moderate income households for rent or purchase where part of the housing cost is subsidized through a sponsored program or outside funding source. *Source: National Resource Center on Supportive Housing & Home Modification.*

- NCR-7: Maintain open communication channels with the public to assure that growth does not interfere with either our natural and built heritage.
- NCR-8: Pursue storm water management that benefits our environment and protects the drinking water for our city.
- NCR-9: Promote the protection and integration of green space and recreation areas in all new development, such as passive parks that include biker and pedestrian paths.
- NCR-10: Continually improve and enhance our solid waste reduction and recycling initiatives.
- NCR-11: Assure that new developments preserve trees whenever possible and are backed by proper regulations.

Community Facilities and Services

- CFS-1: Actively plan and adjust water and sewer service to meet the needs of growth areas of the city and developed areas of the city where septic system use is aging or likely to fail.
- CFS-2: Maintain intergovernmental coordination efforts with the Gwinnett County Department of Public Utilities to identify areas within the city that should be considered for connection to the county sewer system.
- CFS-3: Actively plan for the expansion and improvement of our police department and continue intergovernmental coordination with Gwinnett County to ensure that adequate fire and EMS facilities and manpower are provided for our residents.
- CFS-4: Continue on-going assessment of solid waste collection and disposal practices.
- CFS-5: Plan and program existing recreational facility improvements as well as the development of new facilities and programs in accordance with community needs and preferences.
- CFS-6: Continue implementation of strict landscape guidelines and tree protection ordinances, and pursue the involvement of residents, merchants and civic organizations in beautifying the community.
- CFS-8: Provide access to the arts by actively pursuing programs and activities that have a market demand in our community.
- CFS-9: Actively encourage the development of programs, activities, and facilities that serve and meet the demands of our aging population.
- CFS-10: Work with the local school board to assure that our school system expands appropriately with our City's overall growth.

Intergovernmental Coordination

- IC-1: Guarantee continued intergovernmental coordination between Snellville and Gwinnett County to ensure the construction of fire and EMS stations within proximity to the city.

- IC-2: Participate in regional activities and initiatives to address and improve regional concerns, including air and water quality.
- IC-3: Actively contribute to regional efforts to mitigate traffic congestion and resolve related transportation issues in the Atlanta Region.
- IC-4: Consult with other public entities in our areas when our decisions will likely impact them.
- IC-5: Regularly update the school board on development plans, particularly as they relate to housing construction, to help guide the appropriate location and quantity of schools.
- IC-6: Facilitate active partnership between Downtown Development Authority and the City to guarantee changes downtown reflect the community's overall vision.
- IC-7: Support County-wide efforts to provide ample library facilities for both Snellville and County residents.