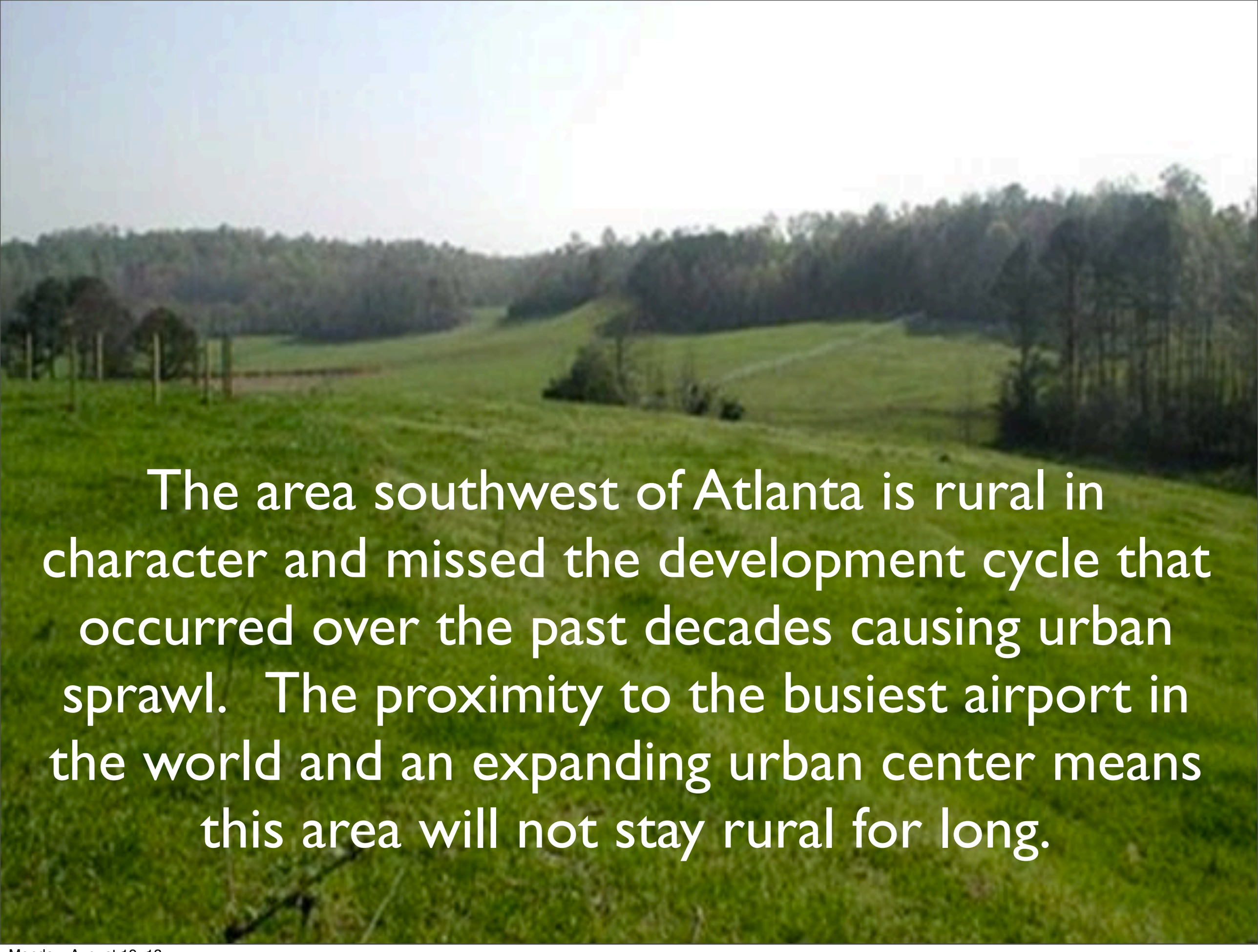
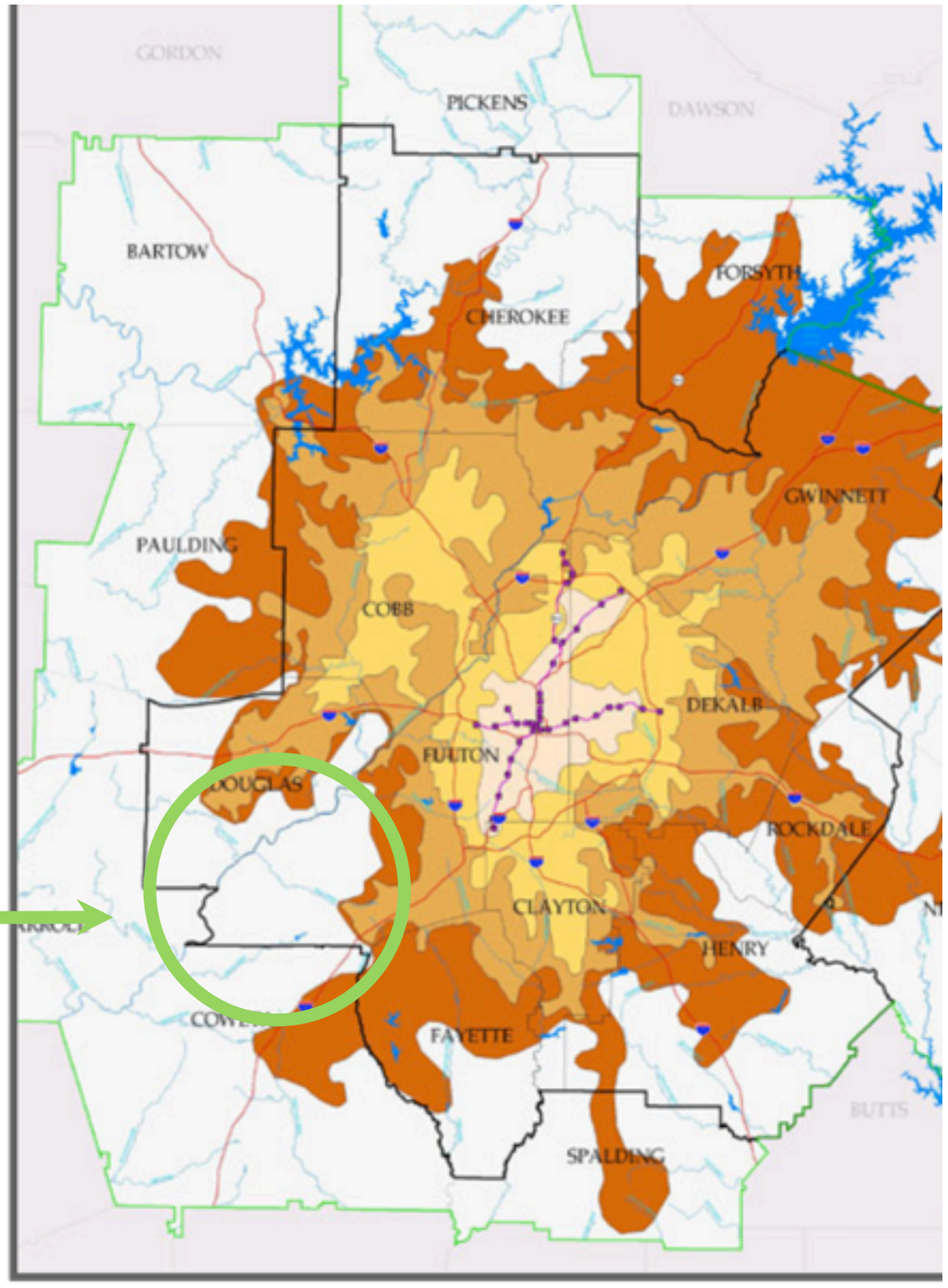
Serenbe in Chattahoochee Hills

an example of balanced growth and local agriculture


The area southwest of Atlanta is rural in character and missed the development cycle that occurred over the past decades causing urban sprawl. The proximity to the busiest airport in the world and an expanding urban center means this area will not stay rural for long.

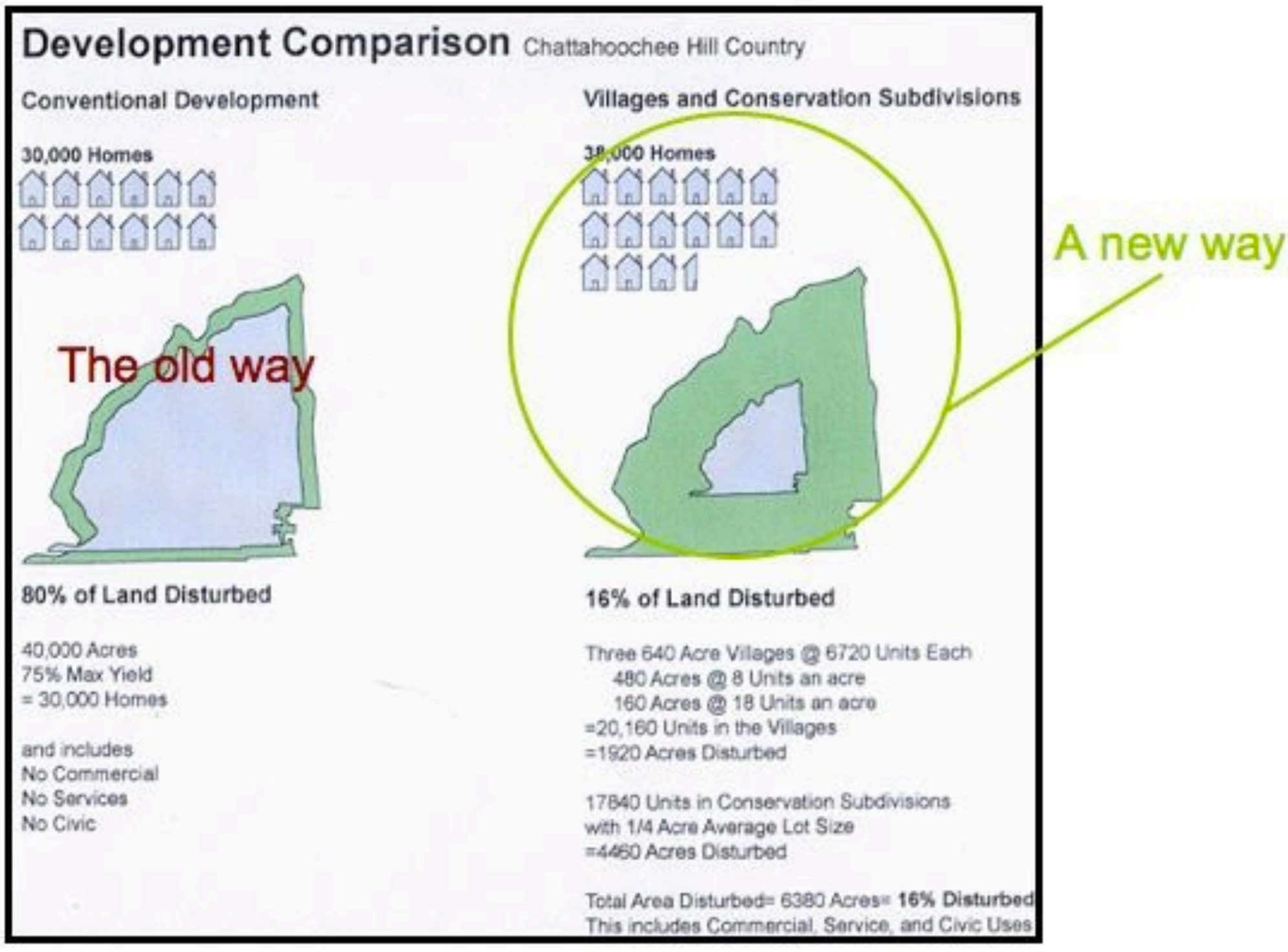
This map shows Atlanta's urban growth from 1950 to 2000 and the path of sprawl.

The Chattahoochee Hill Country is the largest tract of undeveloped land near an urban center that exists today.

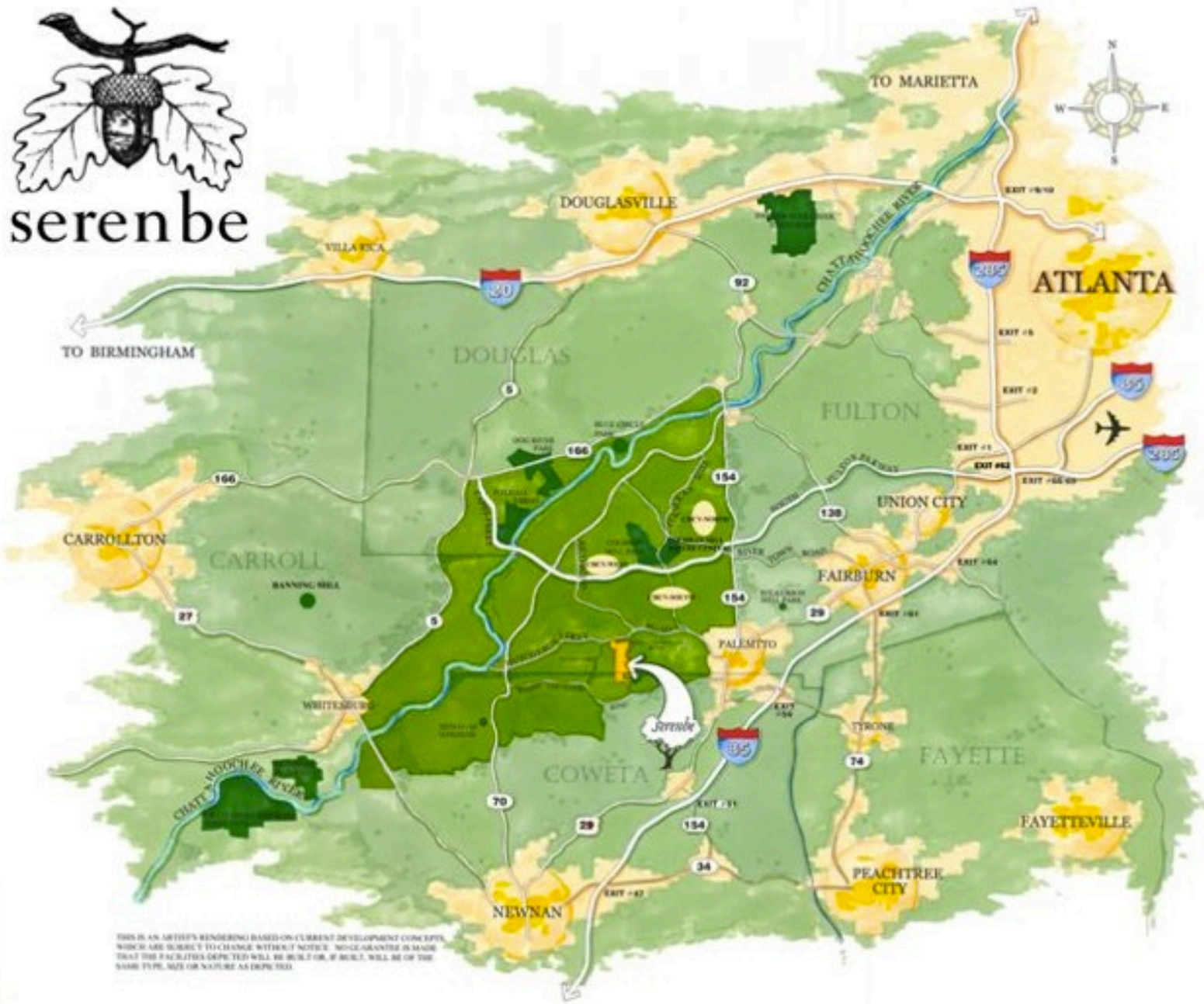


Over a two year period,
the Chattahoochee Hill Country Alliance
organized neighborhood coffees and partnered
with the county government's planning
department to conduct public meetings and as a
result developed a balanced plan for
development and preservation.
Local and state regulations were changed to
accommodate these ideas.

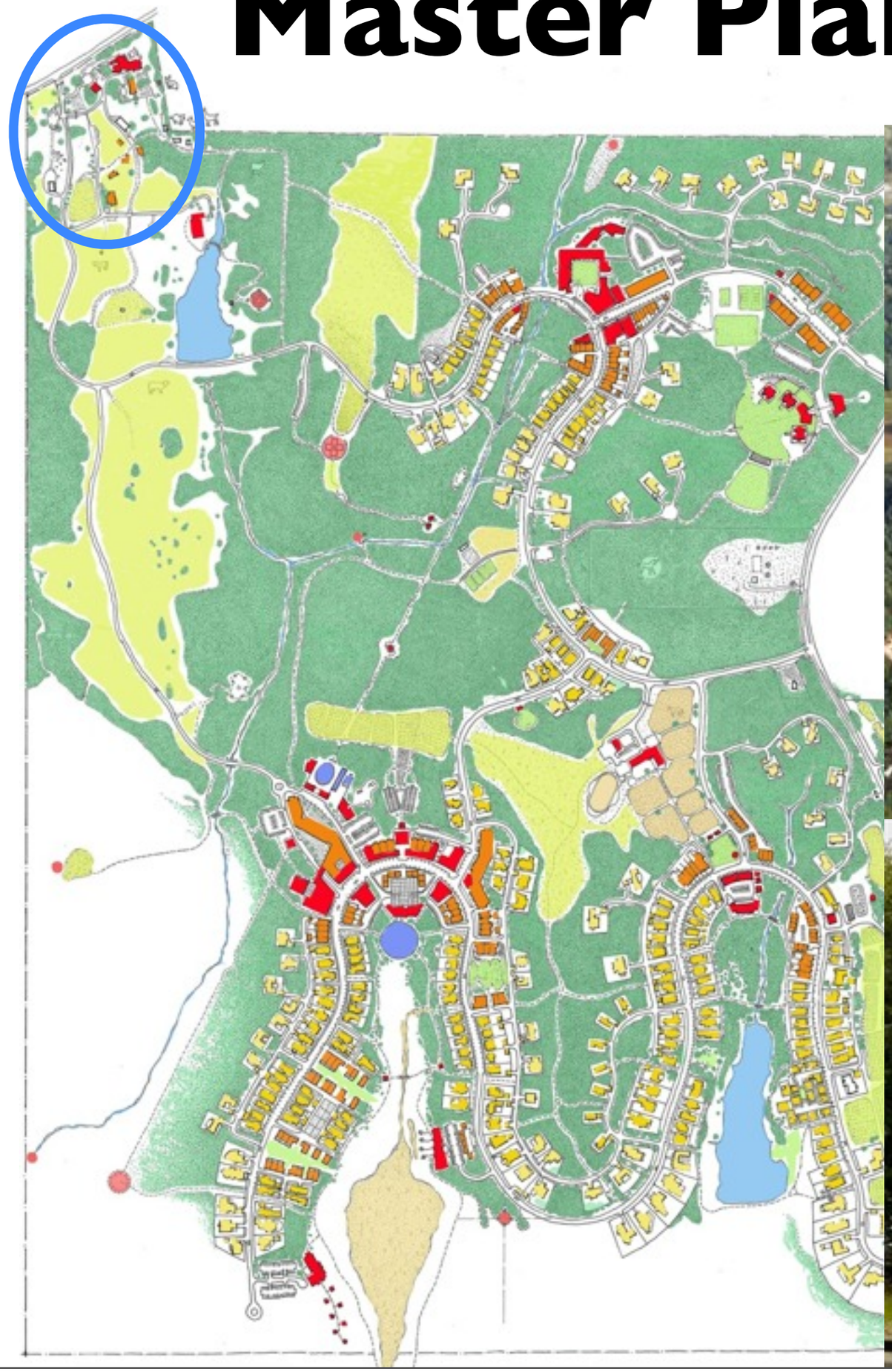
Development Comparison



Realizing one model on 1,000 acres
could not stop or effect change fast enough, the Chattahoochee Hill Country Alliance
was formed to develop tools for growth in a
65,000 acre area on the edge of Atlanta.



Master Plan for 500 acres



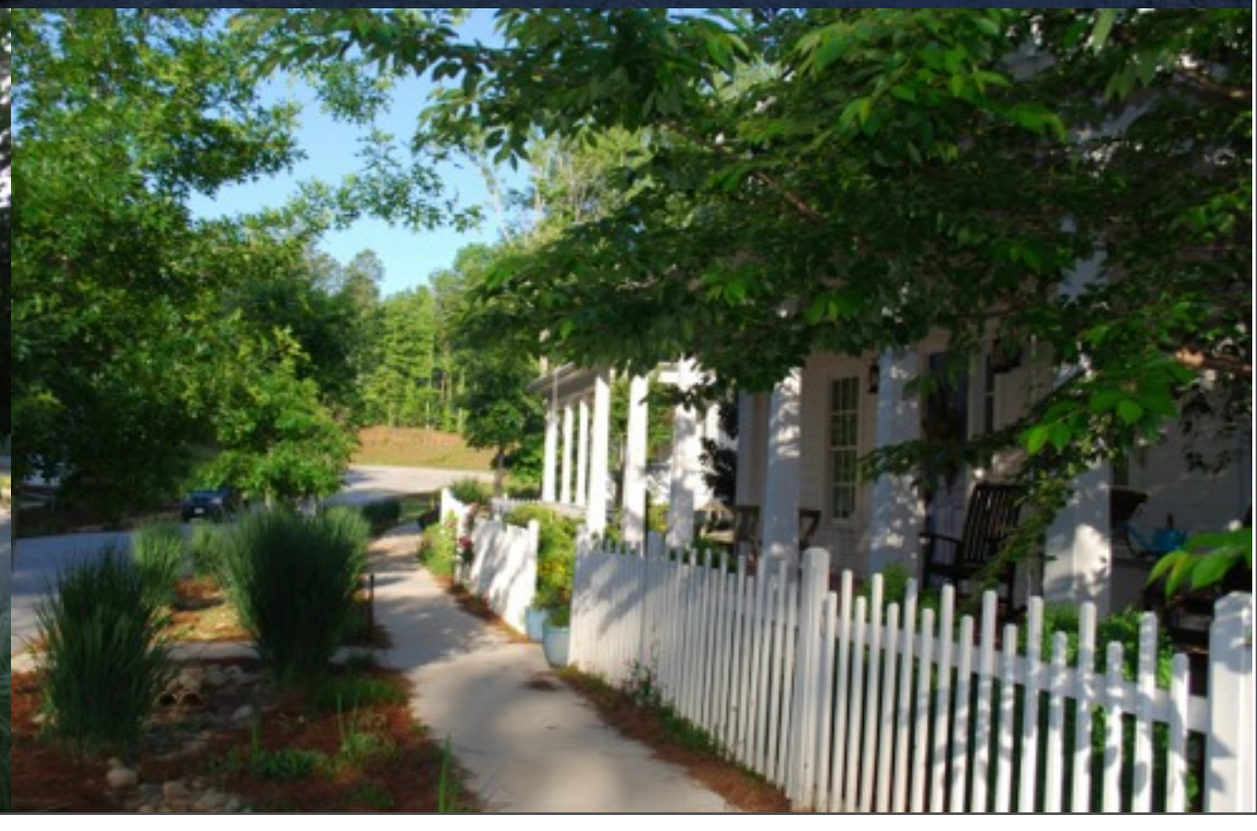
Master Plan for 500 acres

Selborne

(phase I)

Master Plan for 500 acres

Crossroads



Master Plan for 500 acres

Grange (phase II)

Serenbe's Developing Programs:

- Balanced Growth Land Use
- Reduced Carbon
- Environmental Certification Programs
- Local Farm to Table Movement
- Community Development & The Arts
- Connecting Heath & Natural Nature
- Water Conservation
- Energy conservation

Serenbe Farms

Saturday Farmers Market

CSA

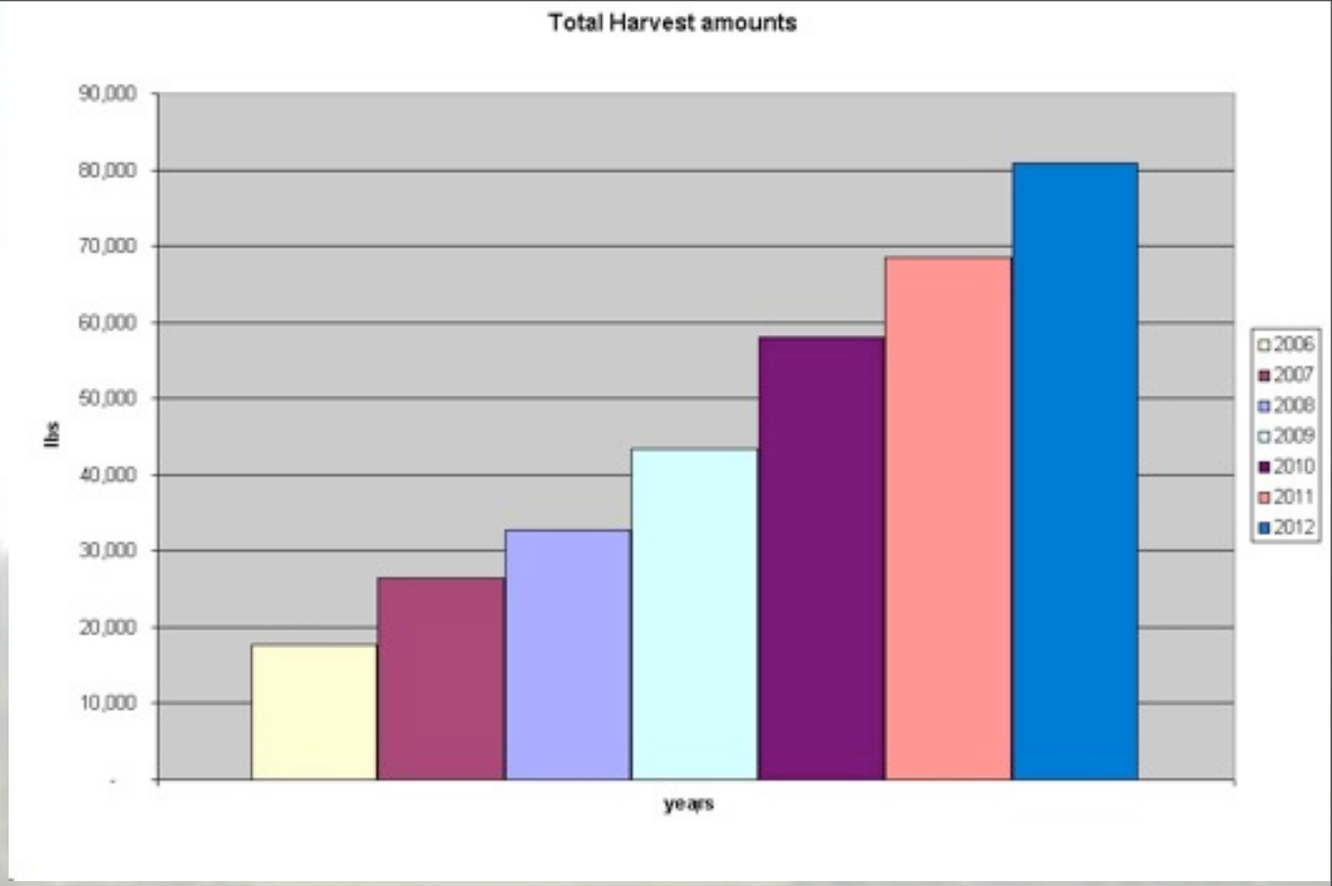
Community Supported Agriculture

Three restaurants and the Inn are supplied by the organic farm.

serenbe.com

for a meal, a weekend or a lifetime.

All Restaurants collect compost



The trash concierge picks up recycling compost trash at your door

Many Fold Farm

cheese eggs lamb wool

Fairywood Thicket Farm

Purveyor of Unique Jams and Jelly

GROW!

growmovie.net

Weigh it any way you like.
A local farm is a great neighbor.

Providing:

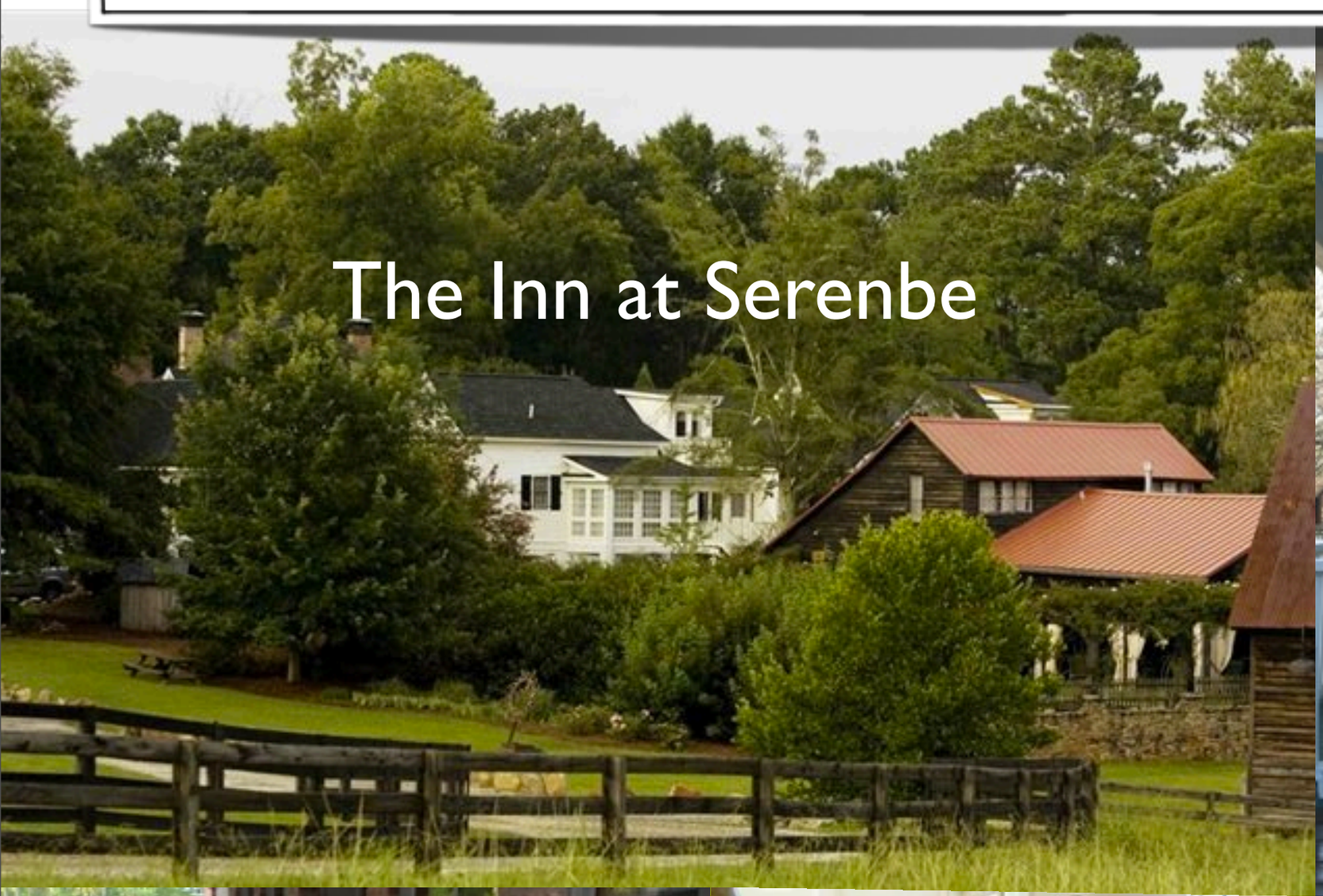
- Sustainable lifestyle
- Calming, pastoral views
- Toxic free environment
- Healthy food
- Opportunity for exercise
- Educational opportunities
- Social interaction with neighbors and fresh vegetables at the Farmers Market.

The best reason to live here is the life here.

Chattahoochee Hills

What is next?

Please enjoy our hospitality



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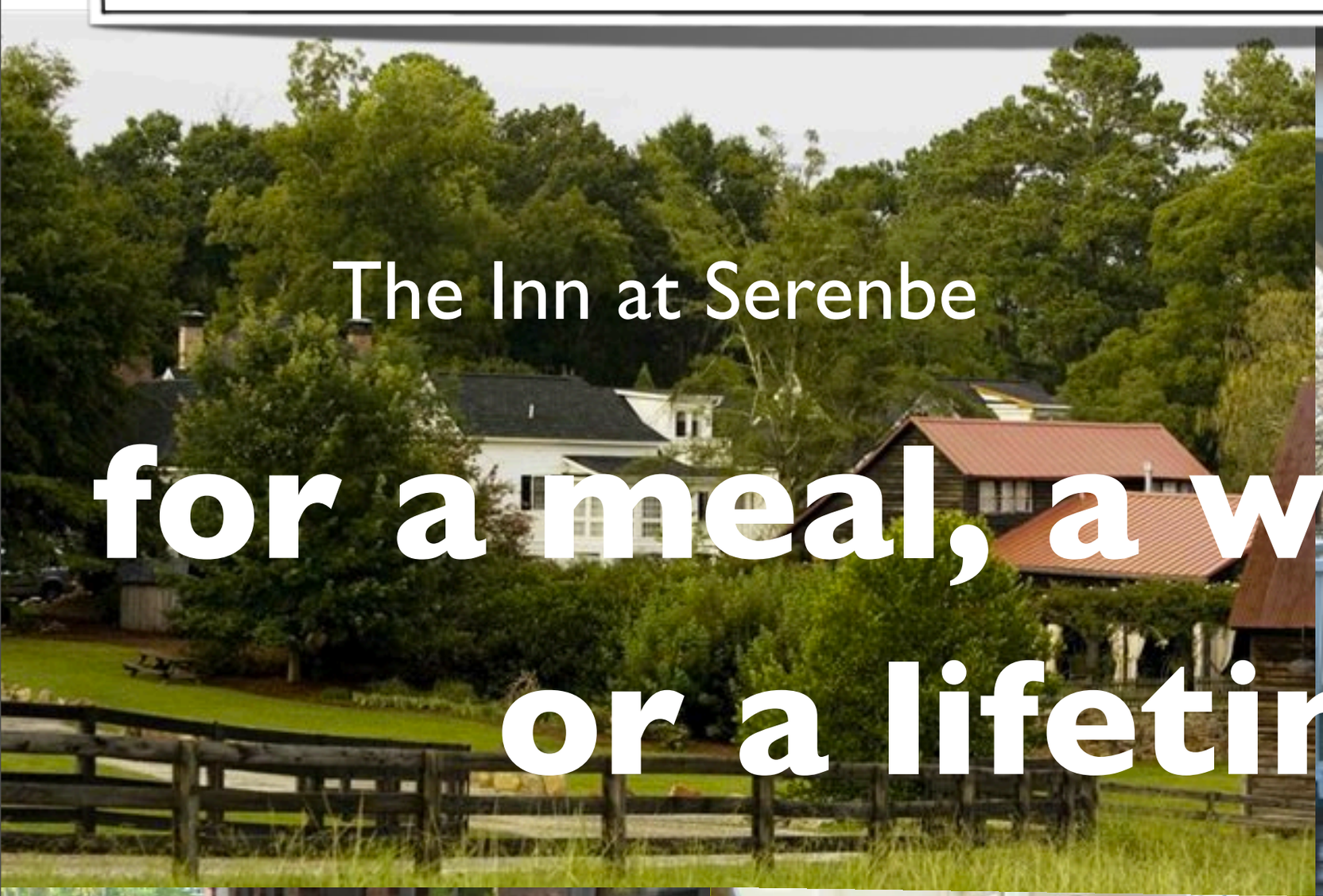
for a meal, a weekend or a lifetime.

Please enjoy our hospitality



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