



## AGENDA

**5:30-6:00**

### **INTERACTIVE EXERCISES**

Community Board  
Imagination Station

**6:00 – 6:30**

### **PRESENTATION –Woodstock Town Center Plan**

Master Plan Purpose and Process: Who,  
Why, Where and How?  
*Benefits* of planning for economic viability and  
improved livability  
Review Existing Conditions

**6:30 – 7:00**

### **INTERACTIVE EXERCISE**

Review Project challenges and opportunities

NEXT STEPS



## PURPOSE

- To update the existing 2001 Town Center Master Plan to create a Town Center that *provides housing, mobility, community and economic development opportunities for the next 20 years* while focusing on:
  - Creating a multi-modal transportation network in a mixed use environment
  - Incorporating Lifelong Community principles and Sustainable Communities concepts
  - Key catalyst projects and implementable actions that qualify for funding
  - A realistic plan supported by market analysis and fiscal feasibility



## Who is Involved

- **Client:** City of Woodstock Community Development Department
- **Community:** Citizens and Businesses
- **Project Management Team:**
  - City of Woodstock
  - Atlanta Regional Commission
- **Consultant Team:**
  - **Pond and Company** (Lead Consultant- Sustainable Planning and Design, Transportation Planning and Community Engagement, Project Management)
  - **Gibbs Planning Group** (Economic Development, Market & Retail Analysis)



## Study Area

- 1,121 acres / 1.75 sq miles
- The Town Center area is defined as being bordered by Alabama Road to the south, I-575 to the west, Dobbs Road and the utility corridor to the east, and on the north by Haney Road and Woodstock Elementary School.





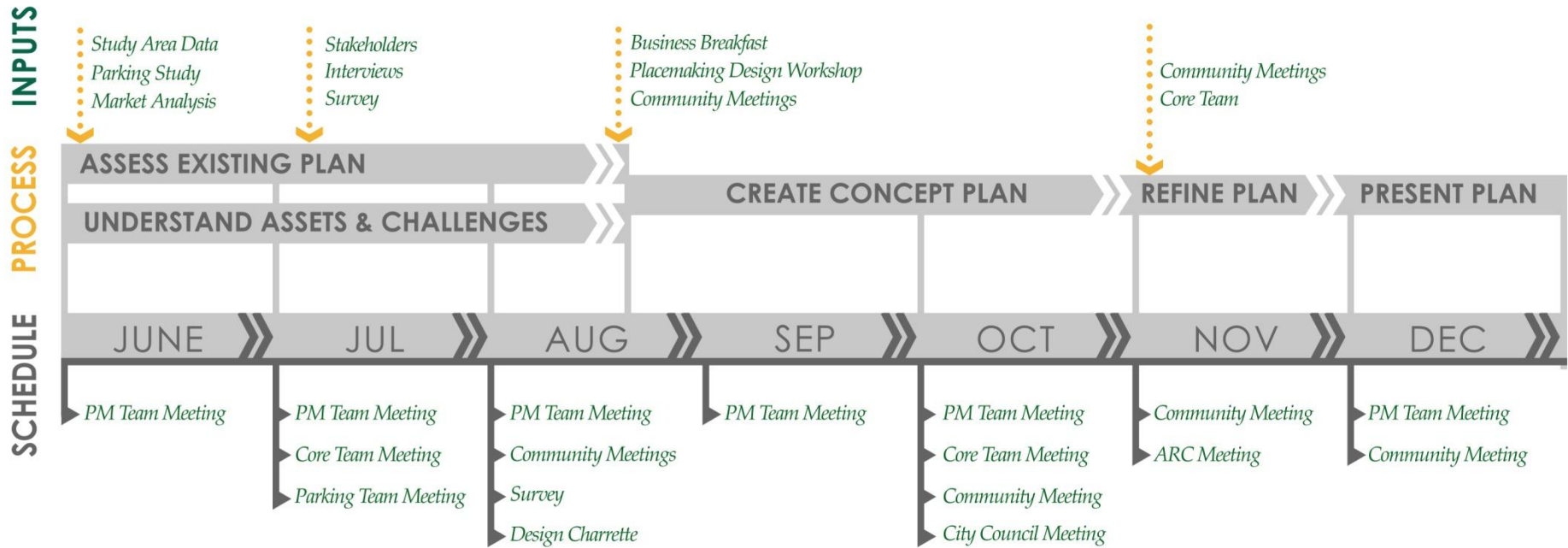


## Why is this Important

- Update and Refine 2002 Master Plan to address the following :
  - Preserve what is valued and enhance what is needed
  - Appropriate infill and redevelopment (type, mix)
  - Housing opportunities
  - Retain and enhance existing historic character
  - Determine locations for gateways
  - Improve mobility options, connectivity & walkability
  - Parks , Greenspace, Cultural and Recreational opportunities
  - Determine infrastructure needs/ improve infrastructure
  - Ensure market realities are incorporated

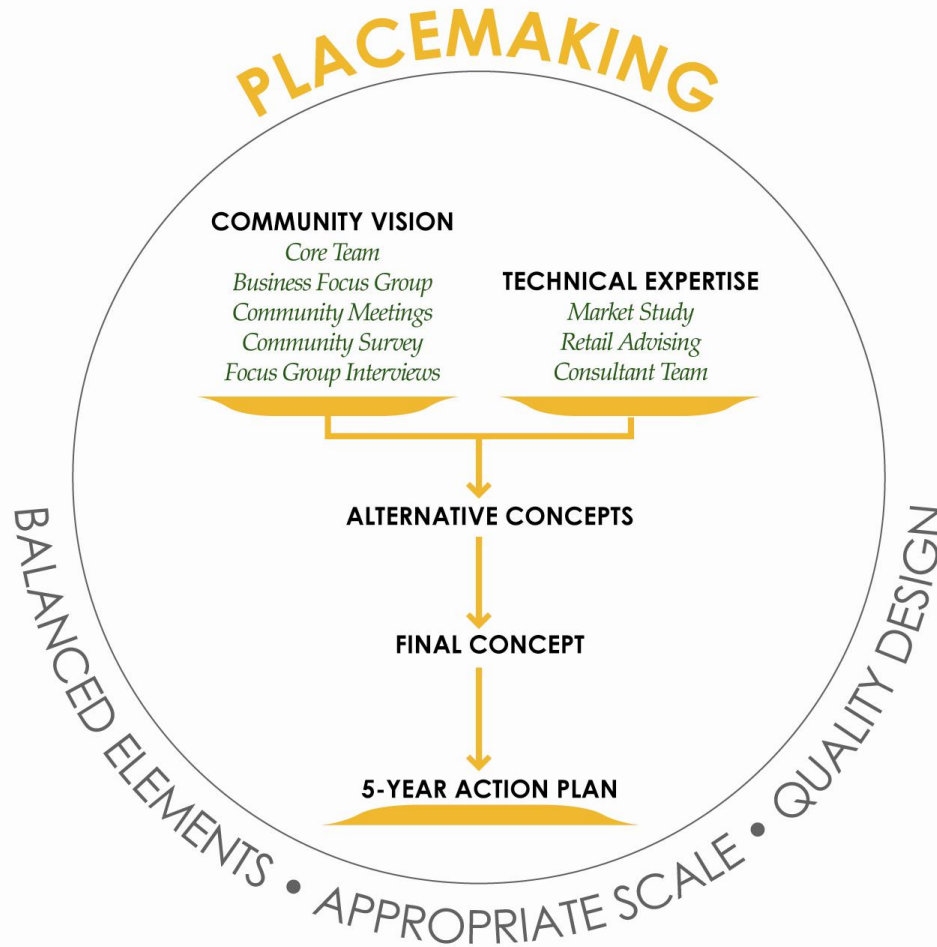


# What is the process?





## What is the approach?





# Placemaking

## Balanced Community Elements

### Land Use

- Retail, offices, industrial, civic spaces, housing

### Community Identity

- Sense of character, quality centers of activity, places to be social, housing throughout life

### Economic Development

### Open Spaces & Mobility

- Plazas, parks, greenways, streets, sidewalks/ trails, parking, circulation, connectivity







## Placemaking

### Appropriate Scale & Location

#### Neighborhood

- Development pattern that serves immediate residents and businesses, predominantly residential with small scale retail

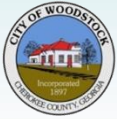
#### Corridor

- Development pattern that serves broader community, includes non-residential uses

#### Center

- Predominantly commercial and mixed use development pattern that serves broader community, even regional





# Placemaking

## Quality Design and Character

### Supports Community...

- Values & Goals
- Identity (urban design, character)
- Preservation (historic integrity)
- Sustainability (economic, environment, social equity)





## **PREVIOUS STUDIES EXISTING CONDITIONS**





## Previous Studies

2002 LCI STUDY

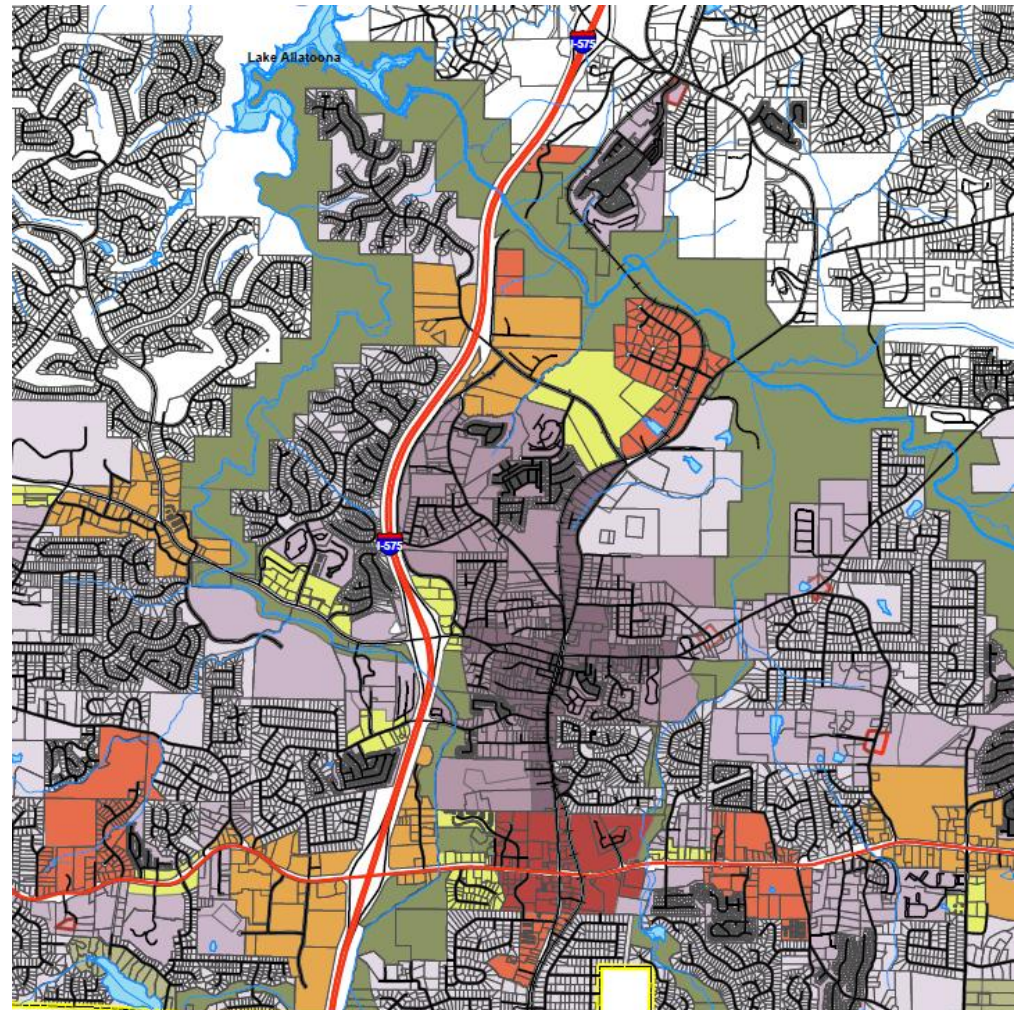
Tax Allocation  
District (2006)

ARC Community  
Choices Study  
(2007)

Comprehensive  
Plan (2008)

Greenprints  
Project (2008)

City Strategic Plan  
(2012-2017)



Future Development Map, 2008 Comprehensive Plan





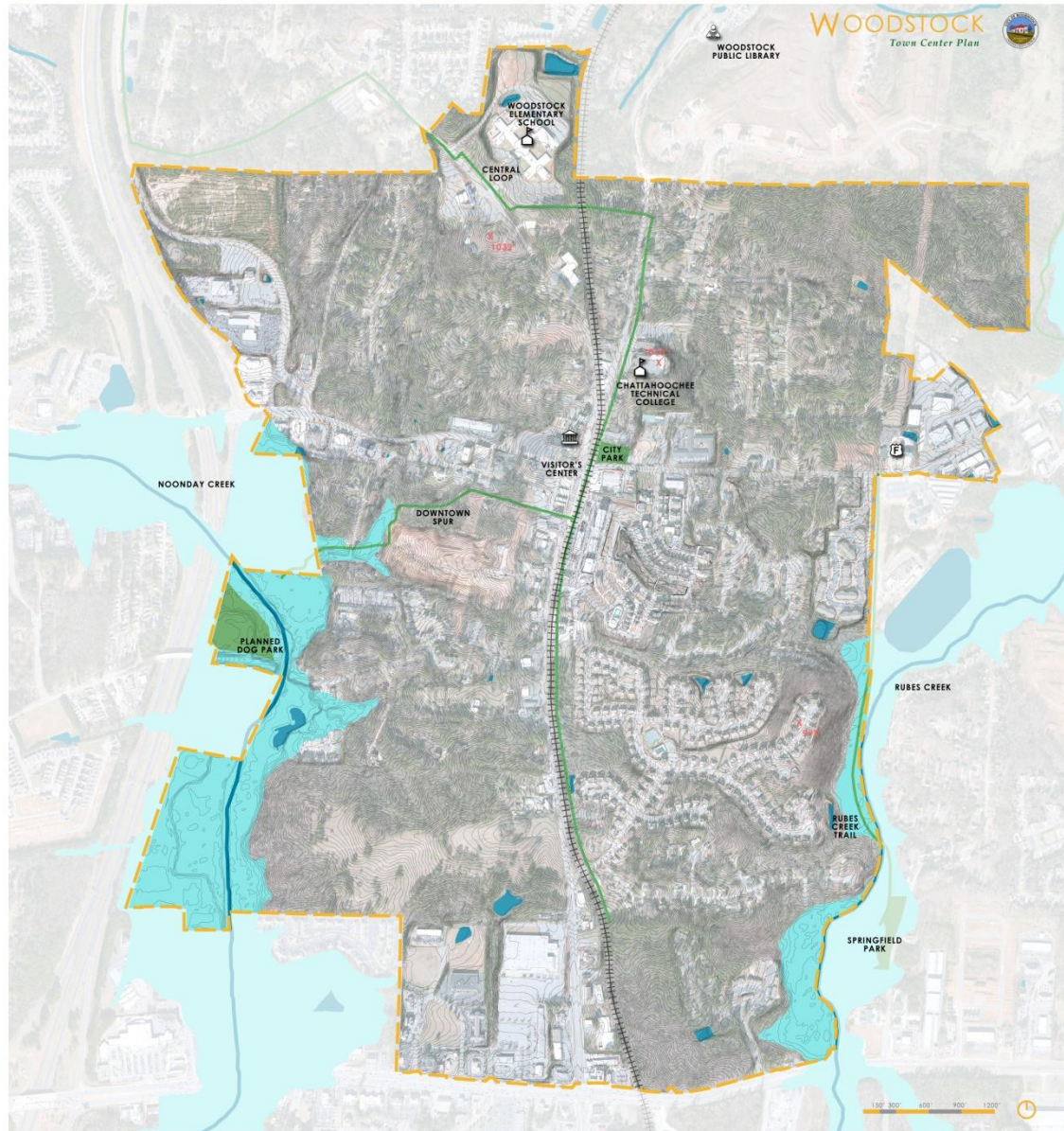
## Natural Features

Noonday Creek and Rubes Creek run through the study area

Parks include City Center and Dobbs Road Community Garden

Floodplains exist along Rubes and Noonday Creek

Steep slopes exist in areas on the east and north







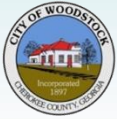
## Cultural Resources

Approximately 25 acres of parks and greenspace within the study area

Other resources:

- Chambers at City Center
- City Park
- Woodstock Elementary
- Chattahoochee Technical College
- Religious institutions
- Historic Structures

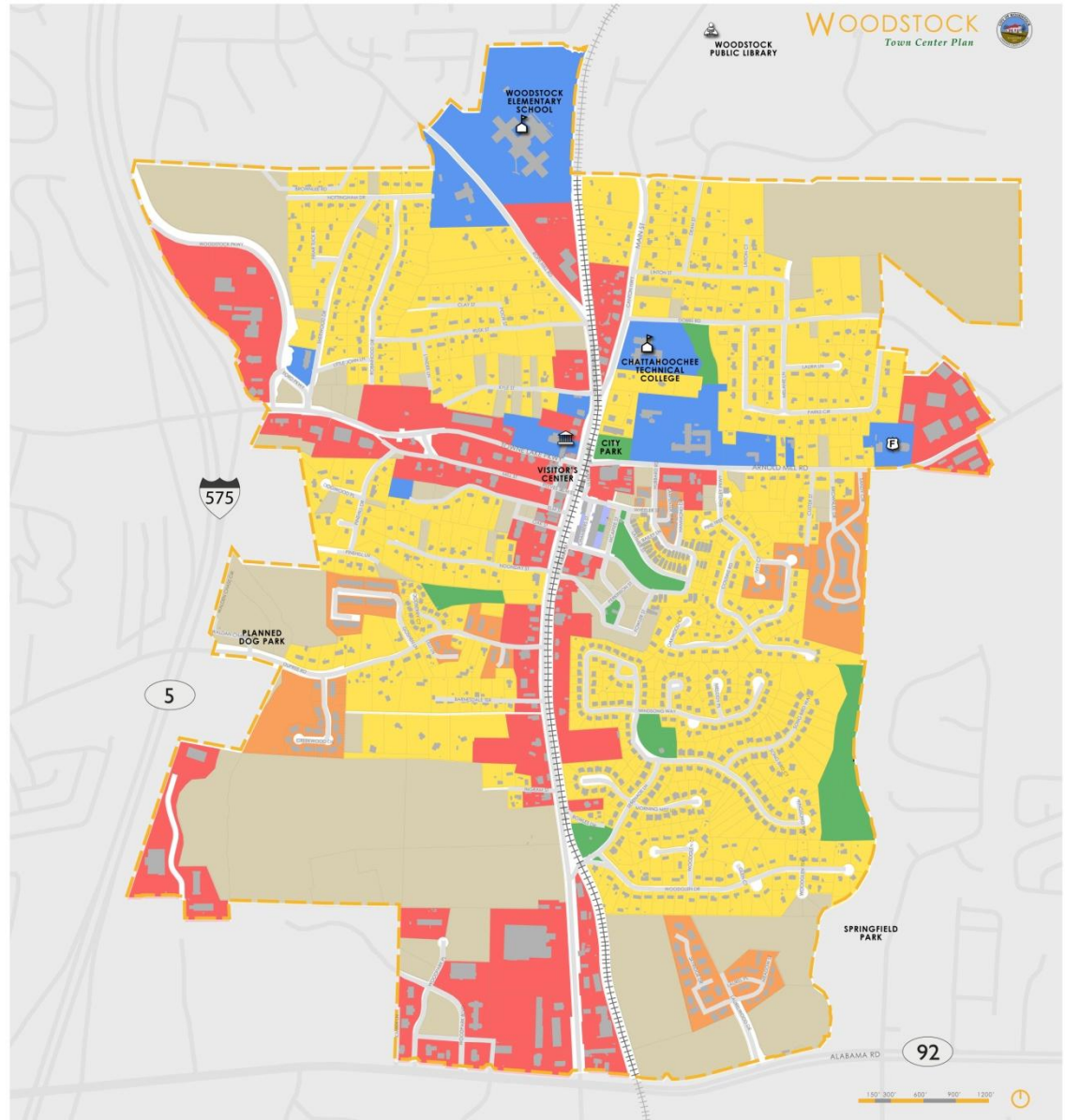




## Land Use

Single Family Res.	39%	
Attached Res.	5%	
Mixed Use	.02%	
Commercial	19%	
Institutional	7%	
Parks / Greenspace	2%	
Vacant	27%	

**Development Pattern**  
 A well defined commercial Town Center with a defined grid network surrounded by a suburban residential development pattern without a defined grid. Large parcel commercial development lines the fringes of the study area along major routes.







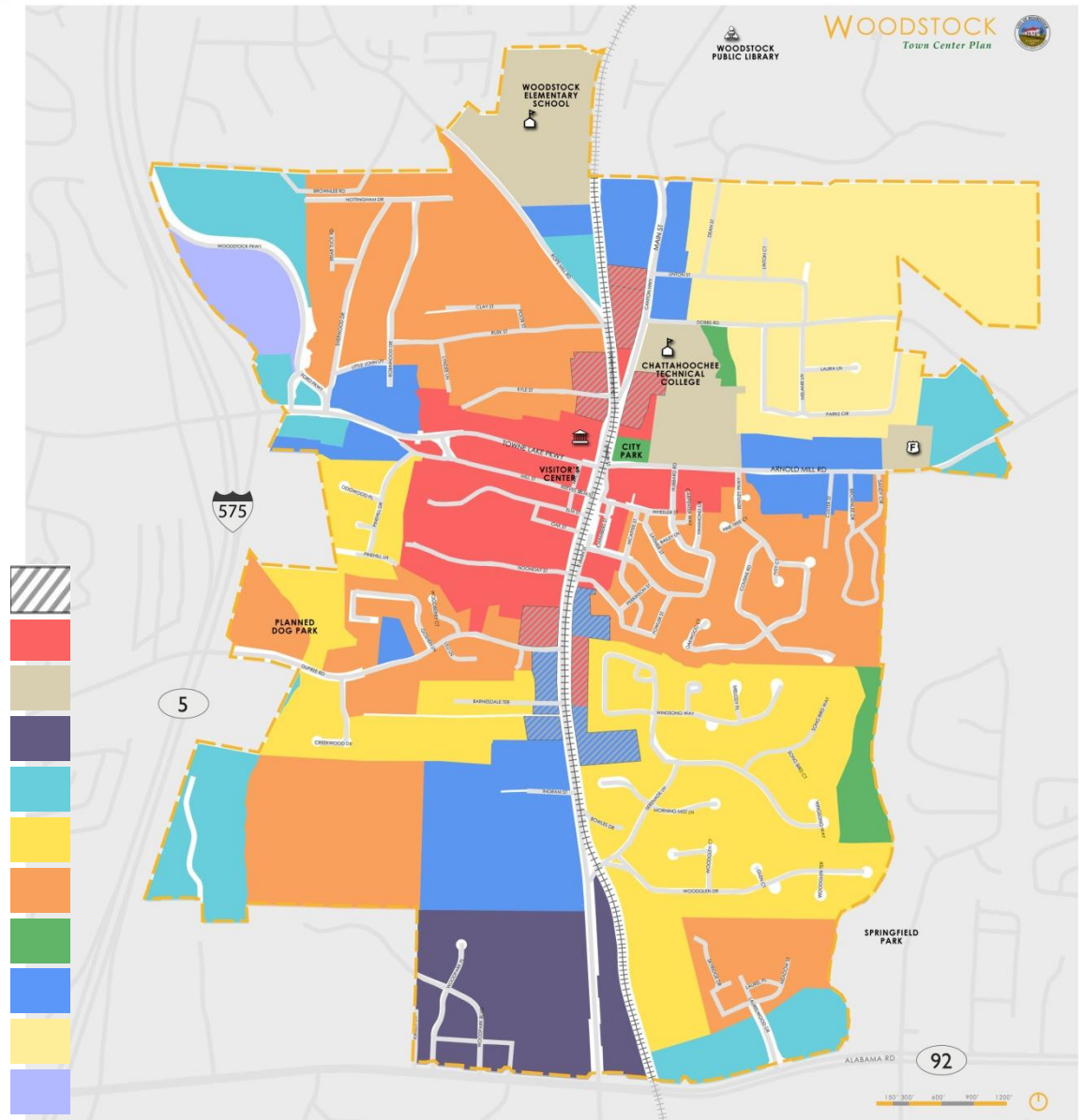
# Zoning

## Generalized

Commercial	26%
Civic	7%
Residential	52%
Office	11%
Other	4%

## Specific

DT-HO Historic Zone	2%
DT-CBD Central. Bus. District	8%
DT-CI Civic/Institutional	7%
DT-CMU Commercial MU	4%
DT-GC General Commercial	13%
DT-LR Low Density Residential	15%
DT-MR-A Medium Density Res.	28%
DT-OS Open Space	2%
DT-RO Residential/Office	11%
DT-VLR Very Low Density Res.	9%
GC General Commercial	1%







# Mobility

## Bike/Ped Facilities

Sidewalks

Bike Trails

## Roads

Urban Local

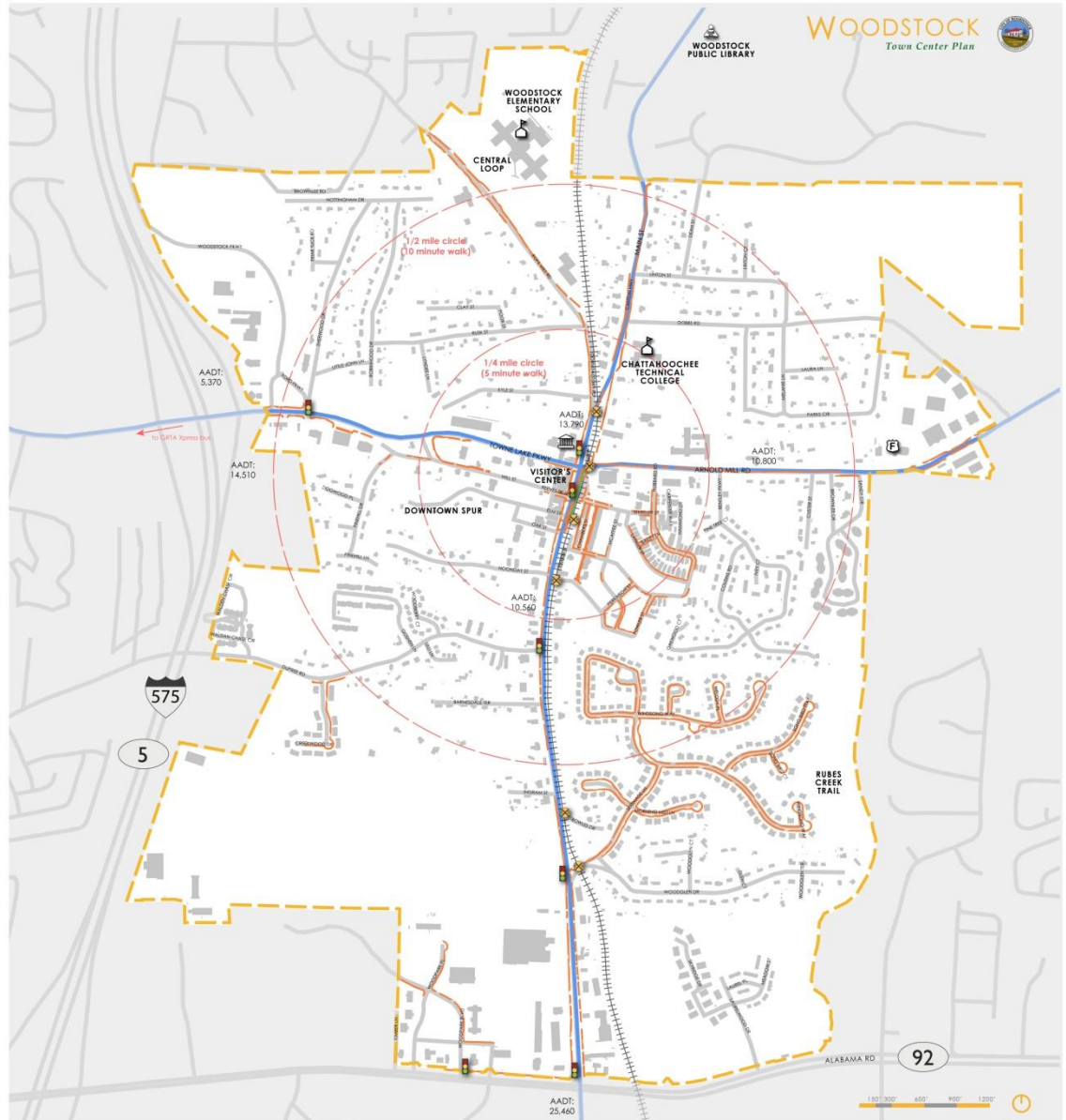
Urban Minor Collector

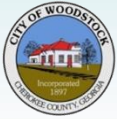
## Railroad

GNRR

## Public Transportation

GRTA Xpress





## Mobility

### Bike/Ped Facilities

- Sidewalks
- Bike Trails

### Roads

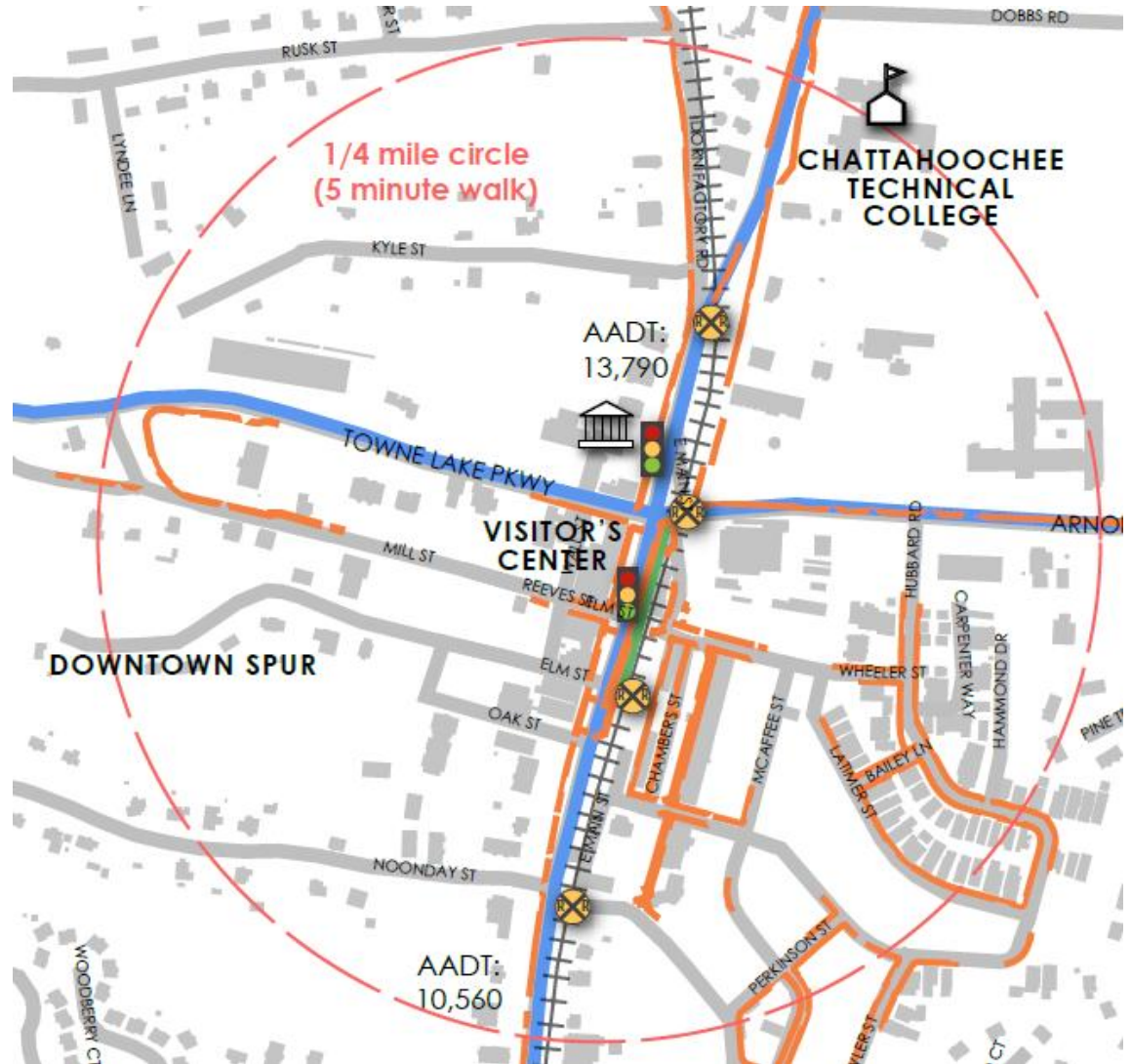
- Urban Local
- Urban Minor Collector

### Railroad

- GNRR

### Public Transportation

- GRTA Xpress

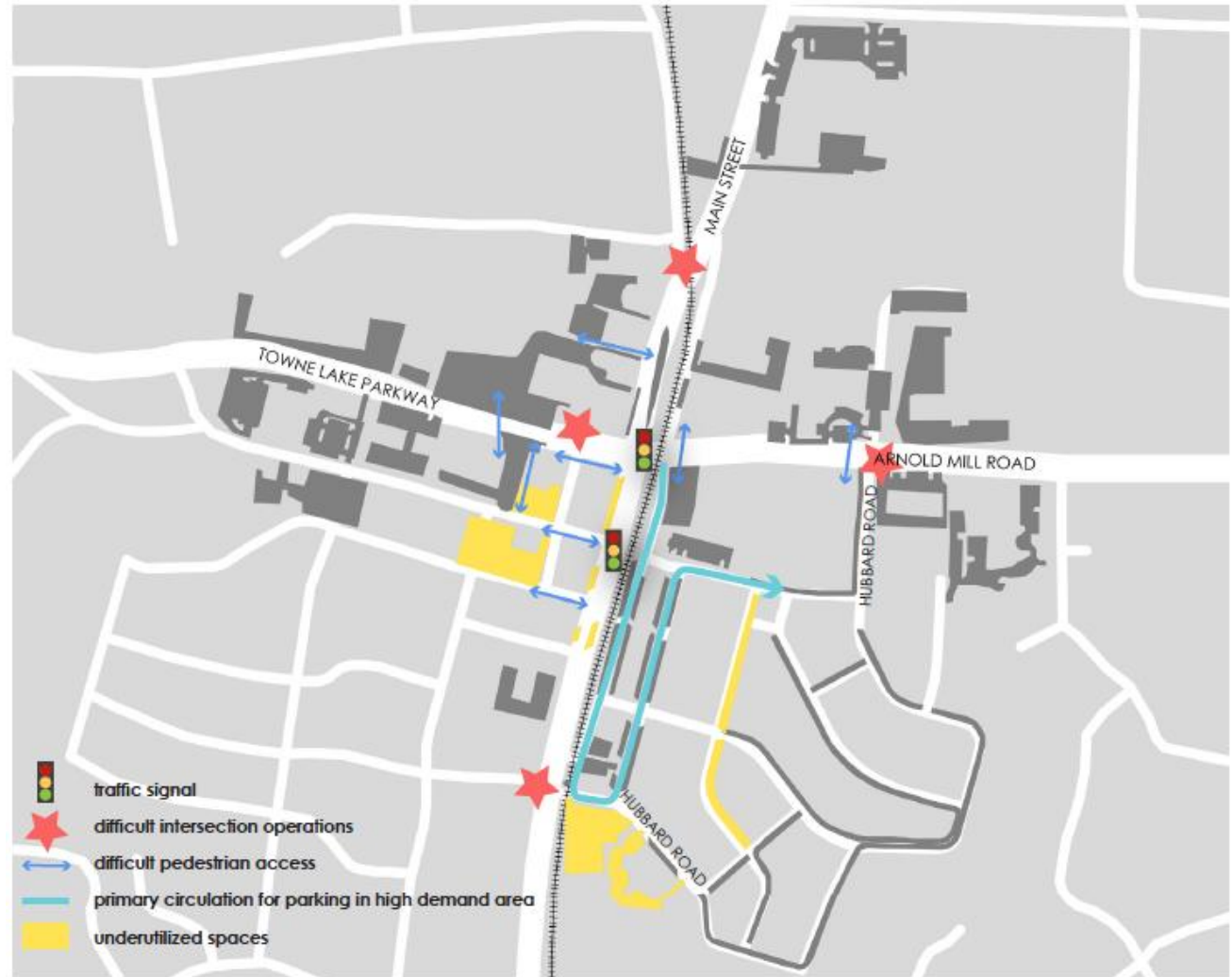




## Mobility

### Transportation Elements of LCI

- Traffic Circulation,
- Street Connectivity,
- Parking,
- Walkability,
- Bicycle Connections,
- Complete Streets,
- Access to Community Facilities





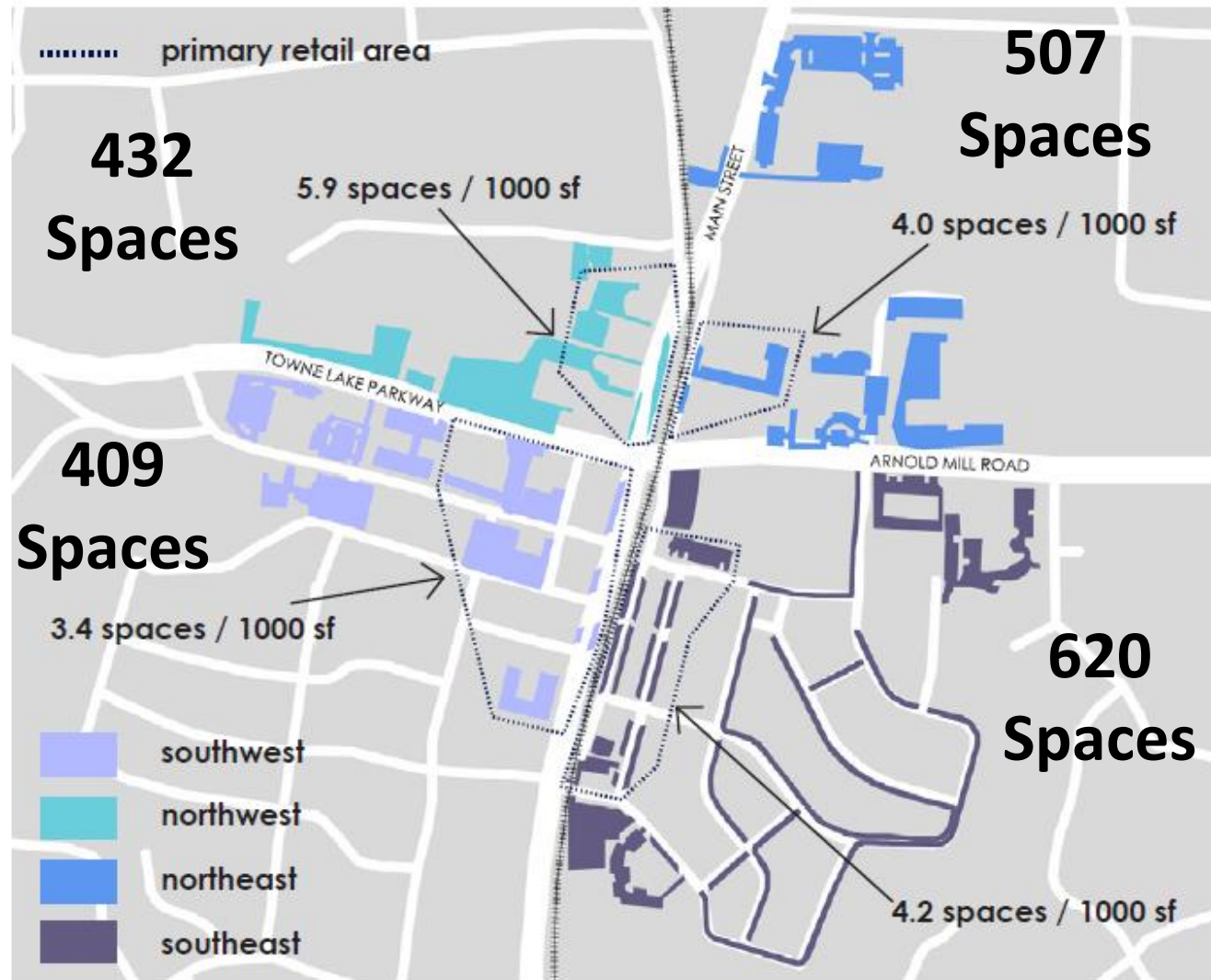


## Parking/Circulation

**Typical Retail** - Need for 3 spaces per 1000 sf

**Restaurant** - Need for 5-10 spaces per 1000 sf

**Surface Parking Ratio to support a walkable Downtown** - Less than 2.7 spaces per 1000 sf





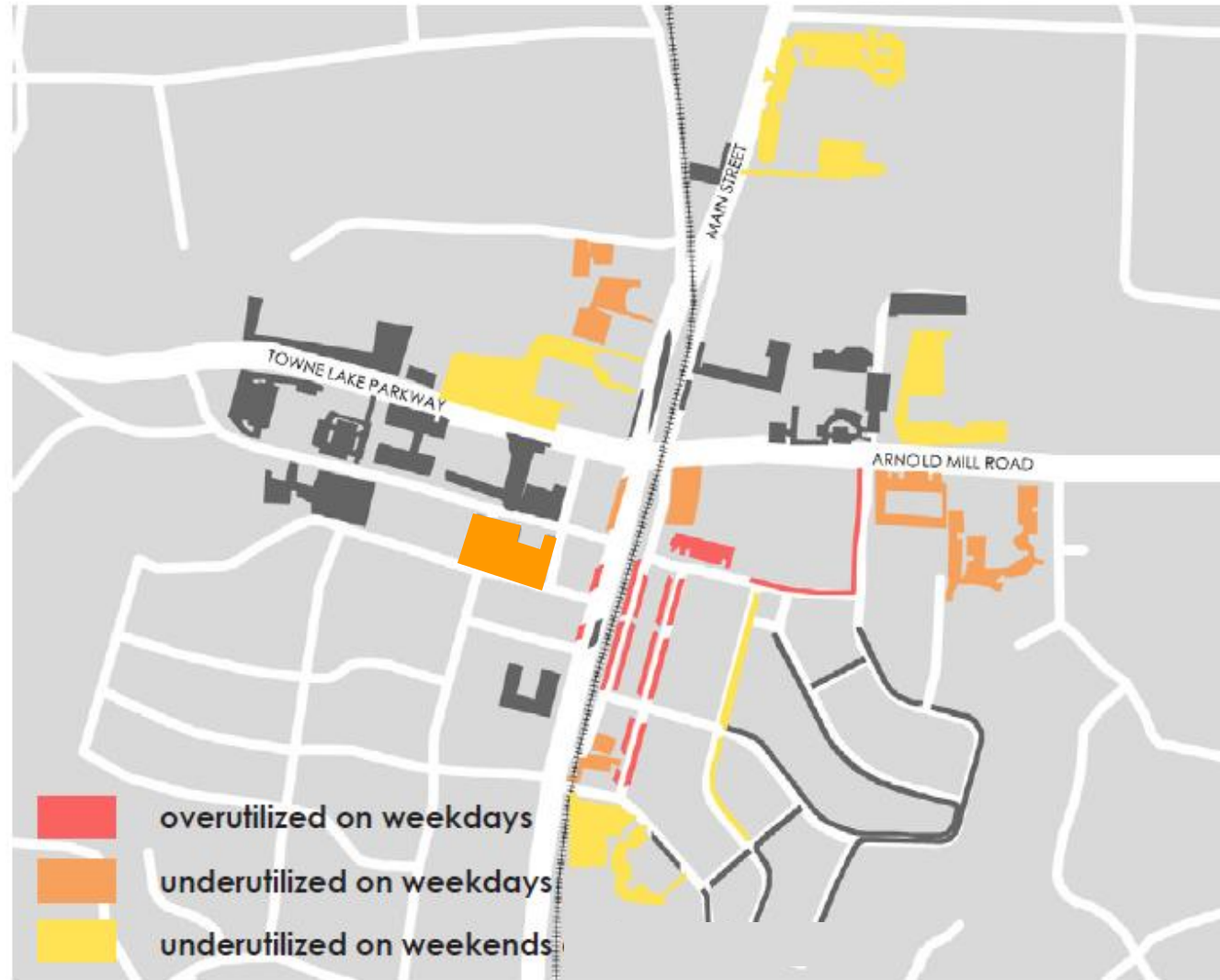


## Parking / Circulation

**Typical Weekday / Weekend** - Southeast Quadrant has parking deficiency

**Traffic traveling to Southeast quadrant** must circulate longer to find parking

**Special Events** – 98% occupancy overall





# **INTERACTIVE EXERCISE**

challenges and opportunities  
next steps



## Town Center Assets and Challenges

What do you like about the Town Center and what should **remain or be retained?**

What would make the Downtown Area better or what could the Downtown Area **benefit from?**



## Next Steps

**Complete** Downtown Community **Survey** by Friday, August 24th

### **Community Meeting #2 (Design Charrette):**

*Part I: Introduction to Design*

*Tue. Aug. 21 5:30-6:30 PM, Acru Money + Life*

*Part II: Design Workshop*

*Tue. Aug. 21, 6:30-9:30 PM, Acru Money + Life*

**or** *Wed. Aug. 22, 9:00-12:00 PM, Chambers at City Center*

### **Community Meeting #3: Presentation of Alternative Concepts**

*Thur. Aug. 23, 7:00-8:30 P.M, Chambers at City Center*

Visit our **Website** Often

[www.woodstockproject.wordpress.com](http://www.woodstockproject.wordpress.com)