



AGENDA

8:00-8:15

Welcome/Introductions

8:15 – 9:15

PRESENTATION –Woodstock Town Center Plan

Master Plan Purpose and Process: Who,
Why, Where and How?

Benefits of planning for economic viability and
improved livability

Market and Retail Assessment

Parking and Circulation

9:15 – 10:00

Group Discussion

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
 - Georgia Department of Trans.
- **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



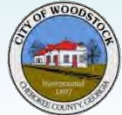
What is the process?





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)



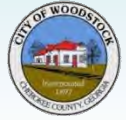


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Town Center Plan



Market & Retail Assessment



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Office



Industrial



Retail



Residential



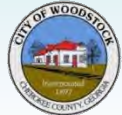
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Town Center Plan

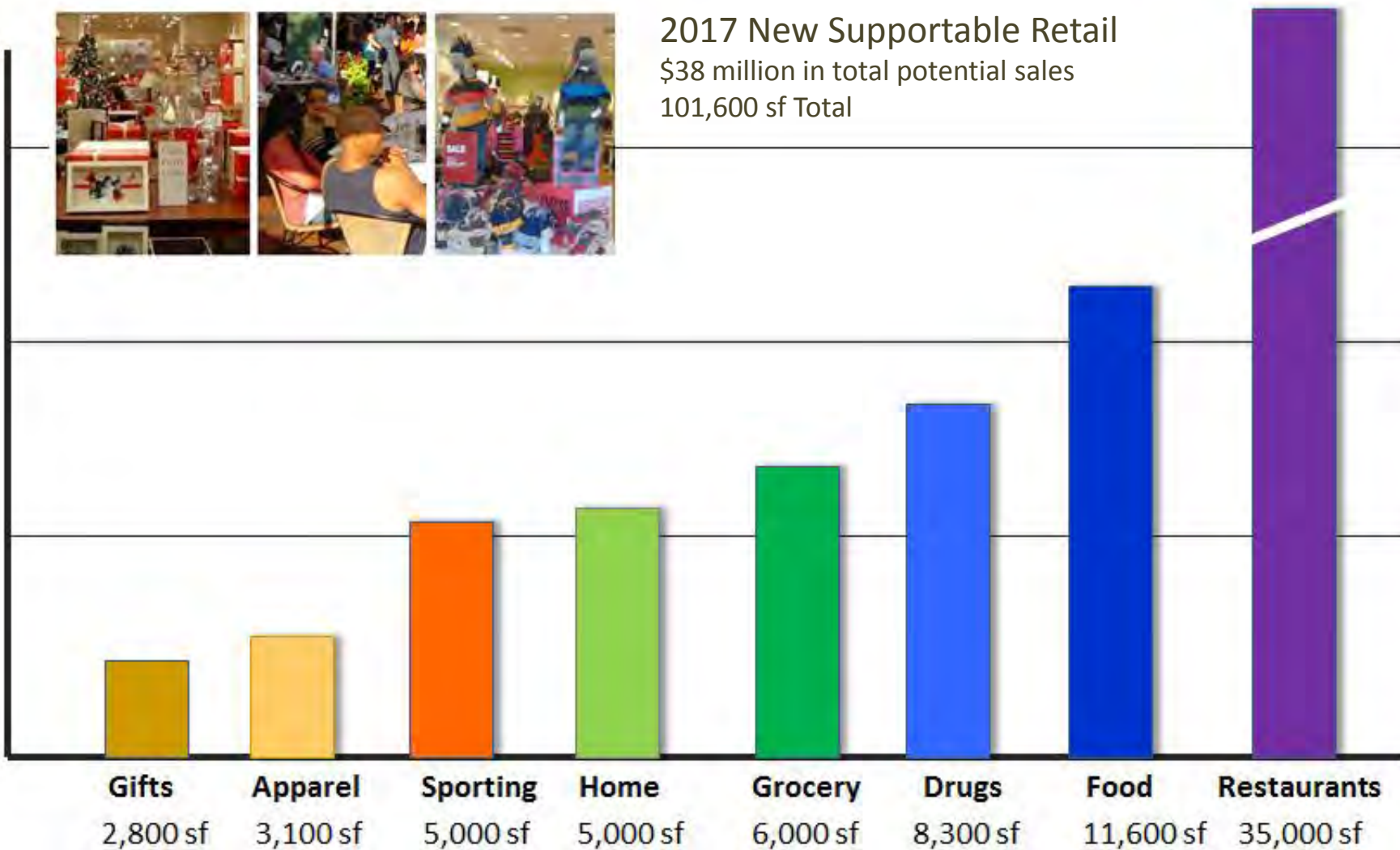


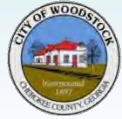
Woodstock 2017 Market Demand





2017 New Supportable Retail
\$38 million in total potential sales
101,600 sf Total

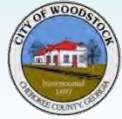




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Town Center Plan

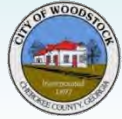




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Town Center Plan



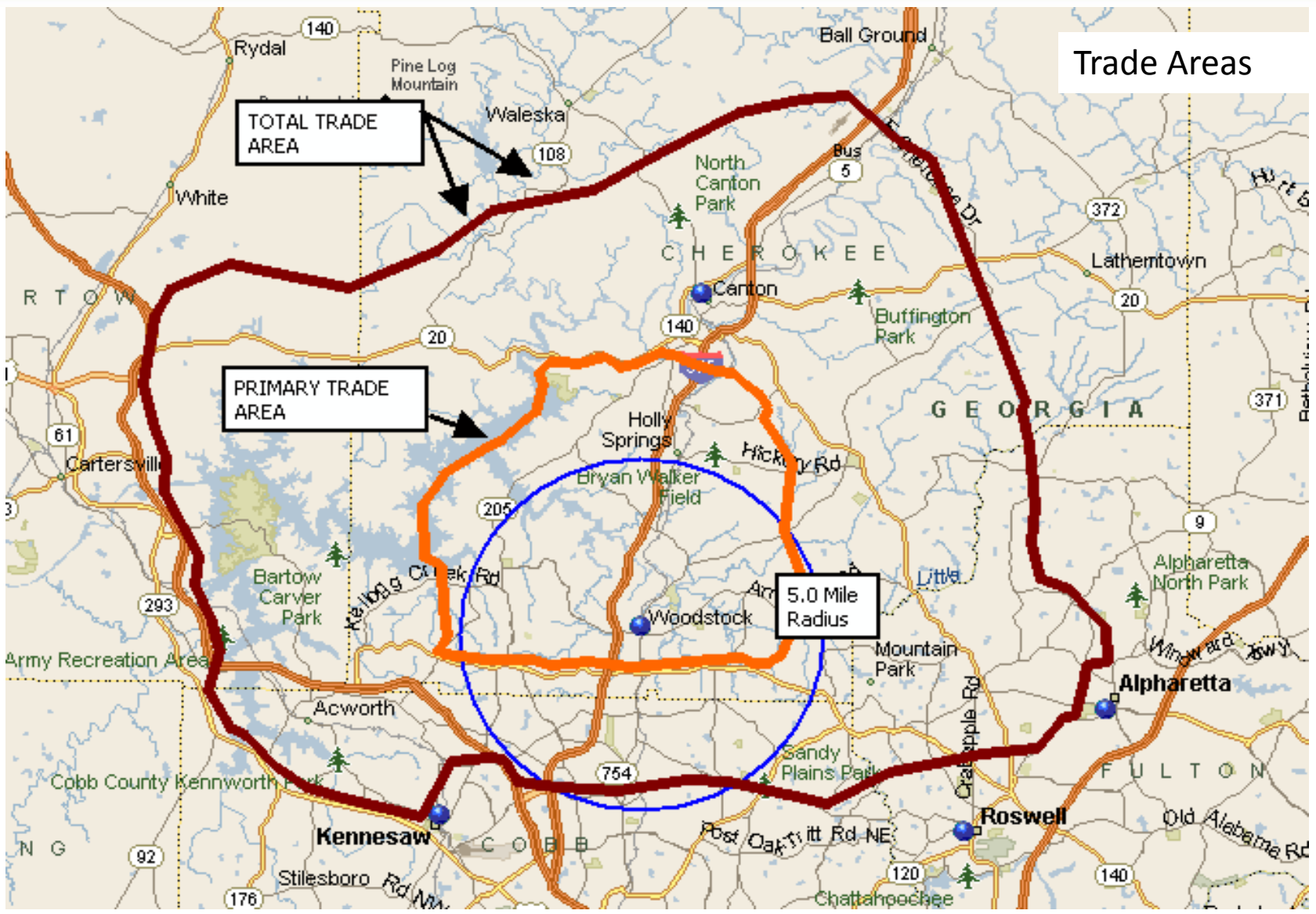


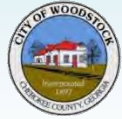
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Town Center Plan



Trade Areas





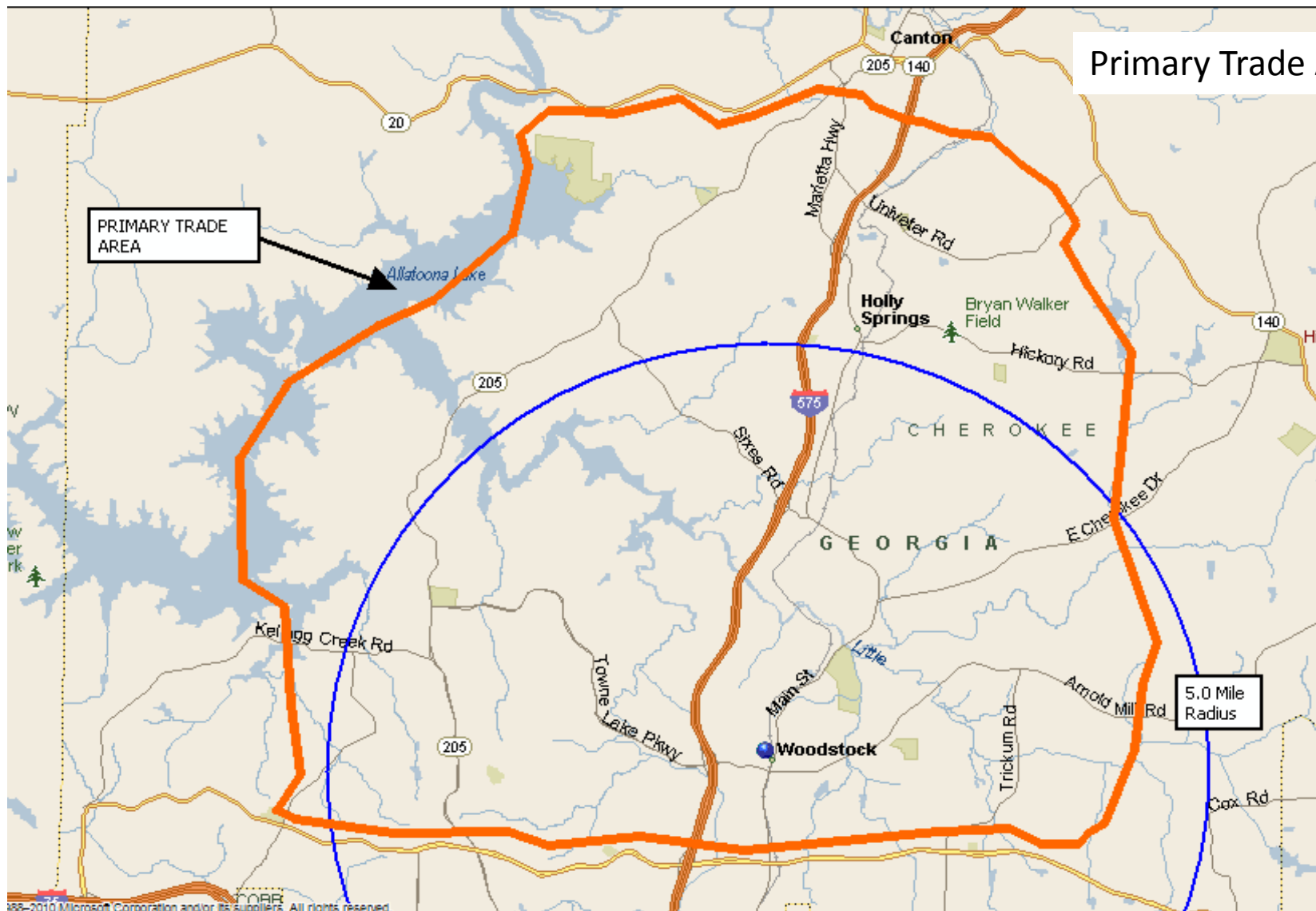
Woodstock Trade Area Demographics

	<i>Woodstock Primary Trade Area</i>	<i>Woodstock Total Trade Area</i>	<i>Woodstock City</i>	<i>Atlanta-Sandy Springs-Marietta</i>	<i>US National</i>
<i>2000 Total Population</i>	107,100	298,860	22,400	5,154,000	305,874,200
<i>2010 Total Population</i>	111,800	308,008	23,900	5,269,000	308,745,500
<i>2010 Population in Households</i>	111,300	305,771	23,760	5,184,500	300,758,200
<i>2000-2010 Grwth Rate: Population</i>	4.18	2.97	6.44	2.18	0.93
<i>2011 Per Capita Income</i>	\$29,400	\$30,140	\$30,570	\$27,500	\$26,400
<i>2011 Median Household Income</i>	\$68,300	\$69,385	\$66,120	\$55,640	\$50,200
<i>2011 Average Household Income</i>	\$82,900	\$84,341	\$78,622	\$73,270	\$68,000



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Primary Trade Area

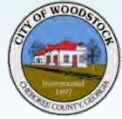
PRIMARY TRADE AREA

5.0 Mile Radius



Cherokee County Apartment Supply vs Demand

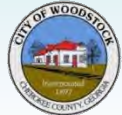




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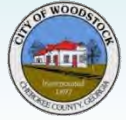
Retail Analysis

Gibbs Planning Group

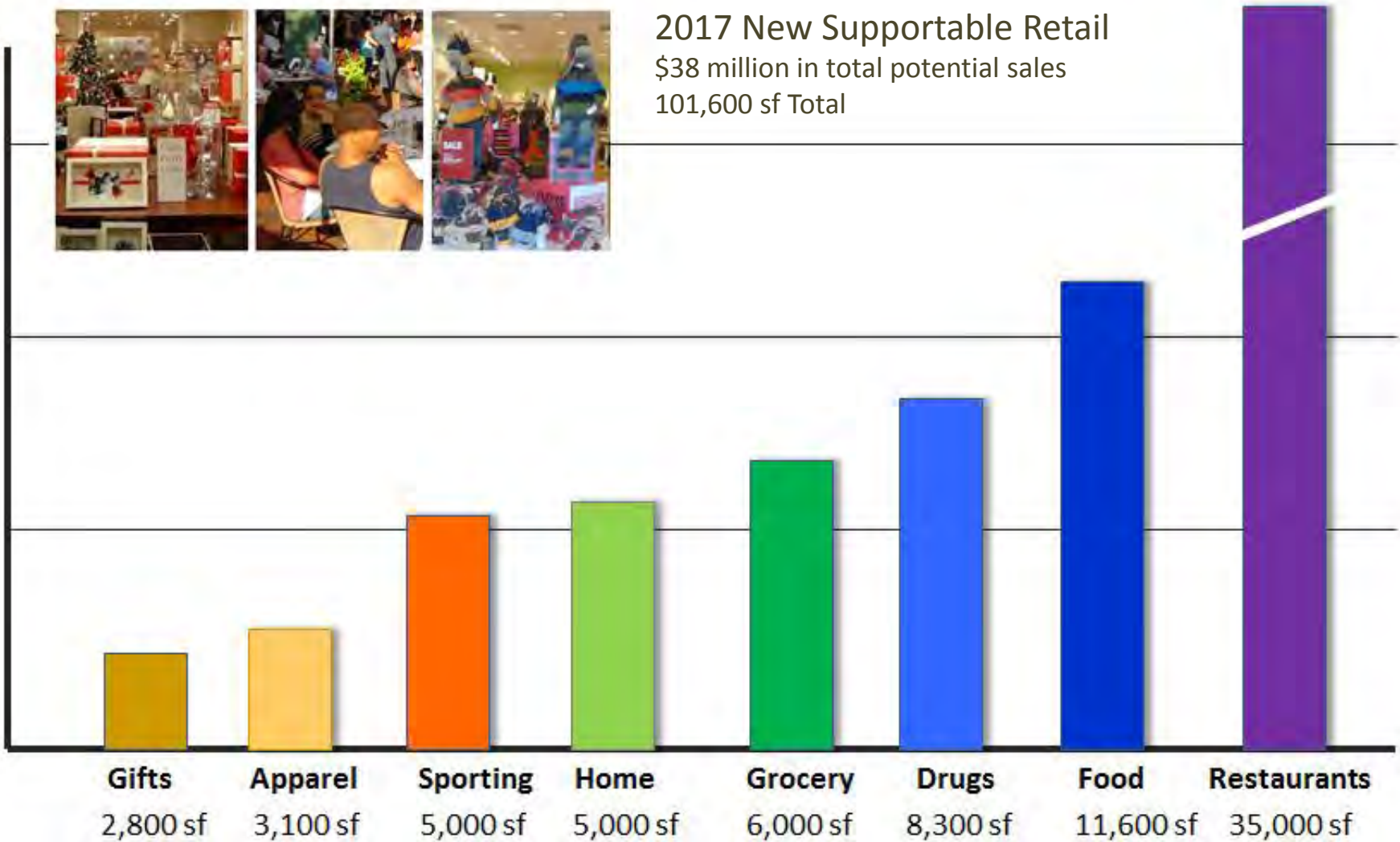
Brands, Type, Location, Size

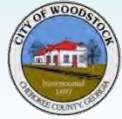


Apparel, Gifts, Groceries, Hardware, Home, Restaurants, etc



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 101,600 sf Total





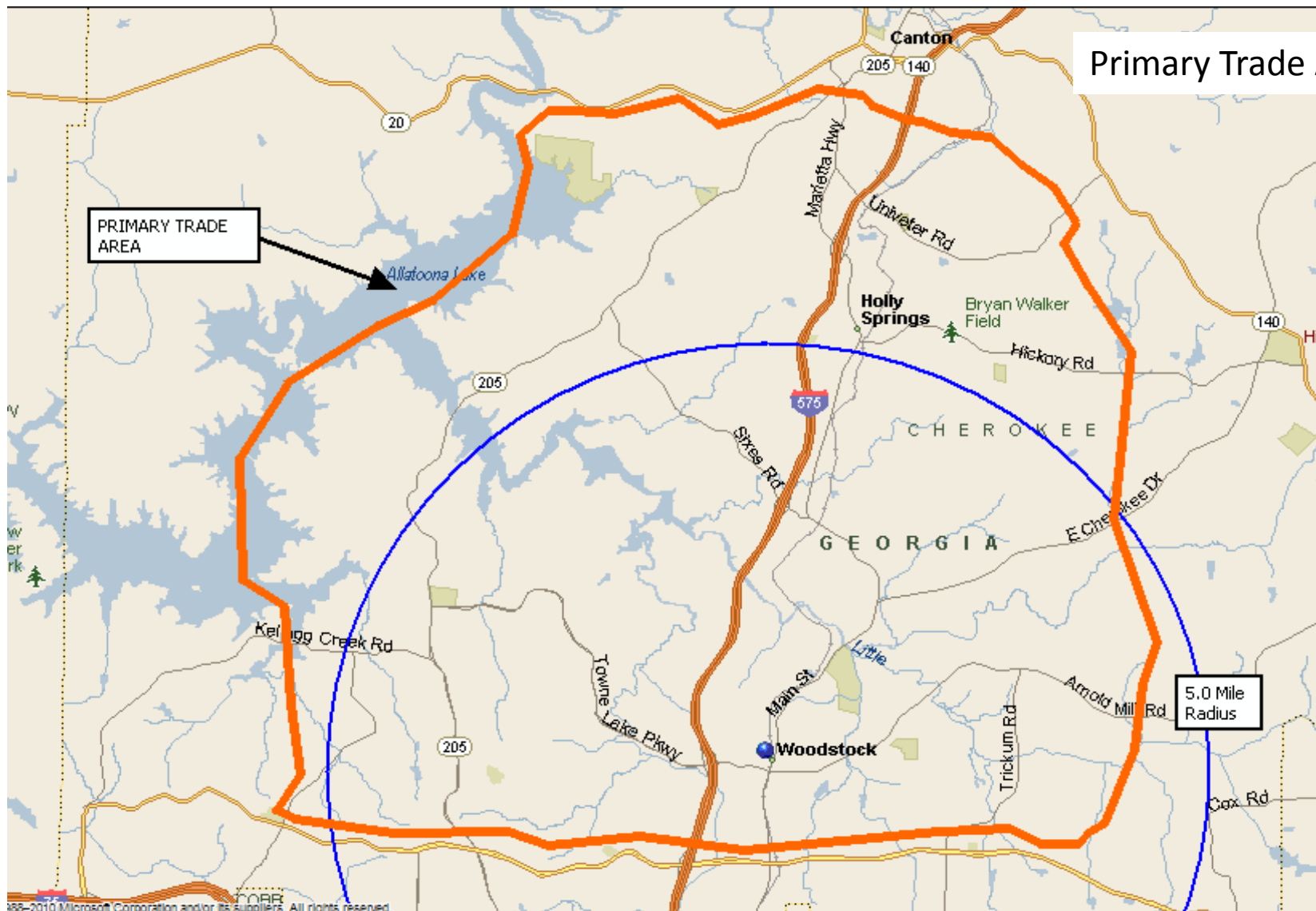
Woodstock 2017 Supportable Retail Demand

Business Type	2017 Gross Total Demand	2017 sales/sf	2017 Support sf	2017 Total Sales Est.
Furniture & Home Furnishings Stores	\$108,803,340	\$319.50	5,000 sf	\$1,604,250
Electronics & Appliance Stores	\$123,702,321	\$553.00	1,500 sf	\$843,159
Grocery Stores	\$664,566,596	\$634.00	5,900 sf	\$3,733,434
Beer, Wine & Liquor Stores	\$23,087,297	\$436.00	2,800 sf	\$1,241,170
Health & Personal Care Stores	\$126,473,858	\$666.00	8,400 sf	\$5,592,520
Clothing Stores	\$104,816,675	\$413.00	2,000 sf	\$861,561
Shoe Stores	\$14,158,320	\$550.00	1,000 sf	\$573,217
Jewelry, Luggage Goods Stores	\$16,592,761	\$660.00	900 sf	\$583,969
Sporting /Hobby/Musical Stores	\$31,550,067	\$322.00	5,000 sf	\$1,572,746
Book & Music Stores	\$15,450,750	\$341.00	1,300 sf	\$453,121
Florists	\$5,791,701	\$278.00	1,300 sf	\$351,171
Office & Gift Stores	\$20,597,952	\$271.00	2,900 sf	\$779,243
Full-Service Restaurants	\$253,114,001	\$418.00	14,000 sf	\$5,865,227
Limited-Service Eating Places	\$330,390,376	\$275.00	21,500 sf	\$5,911,153
Special Food Services	\$42,512,898	\$341.00	11,600 sf	\$3,963,848
Totals	\$2,408,339,400	\$420.28	101,600 sf	\$37,978,881



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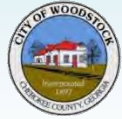
Town Center Plan



Primary Trade Area

PRIMARY TRADE AREA

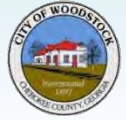
5.0 Mile Radius



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Existing Conditions



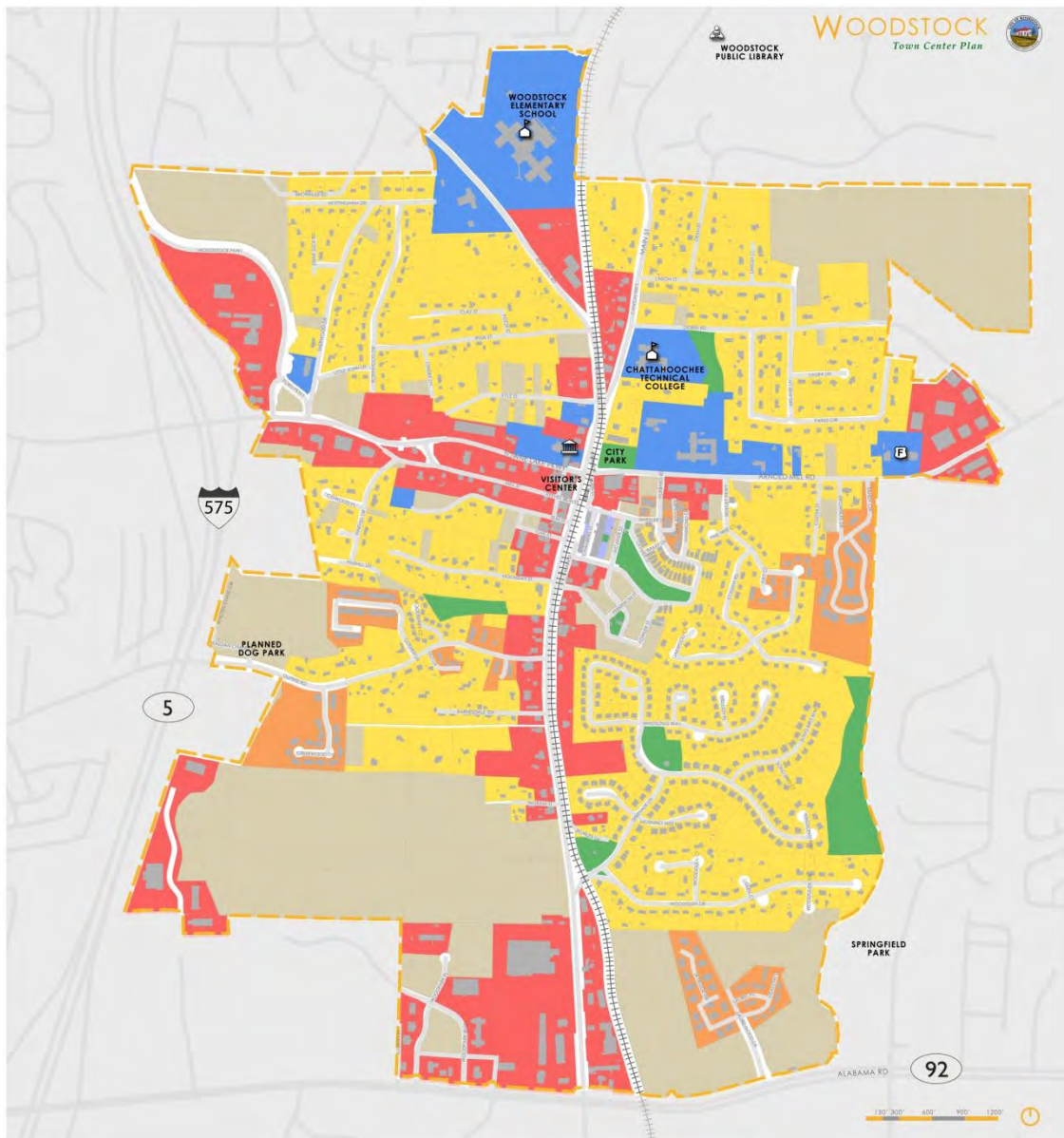
Land Use

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.





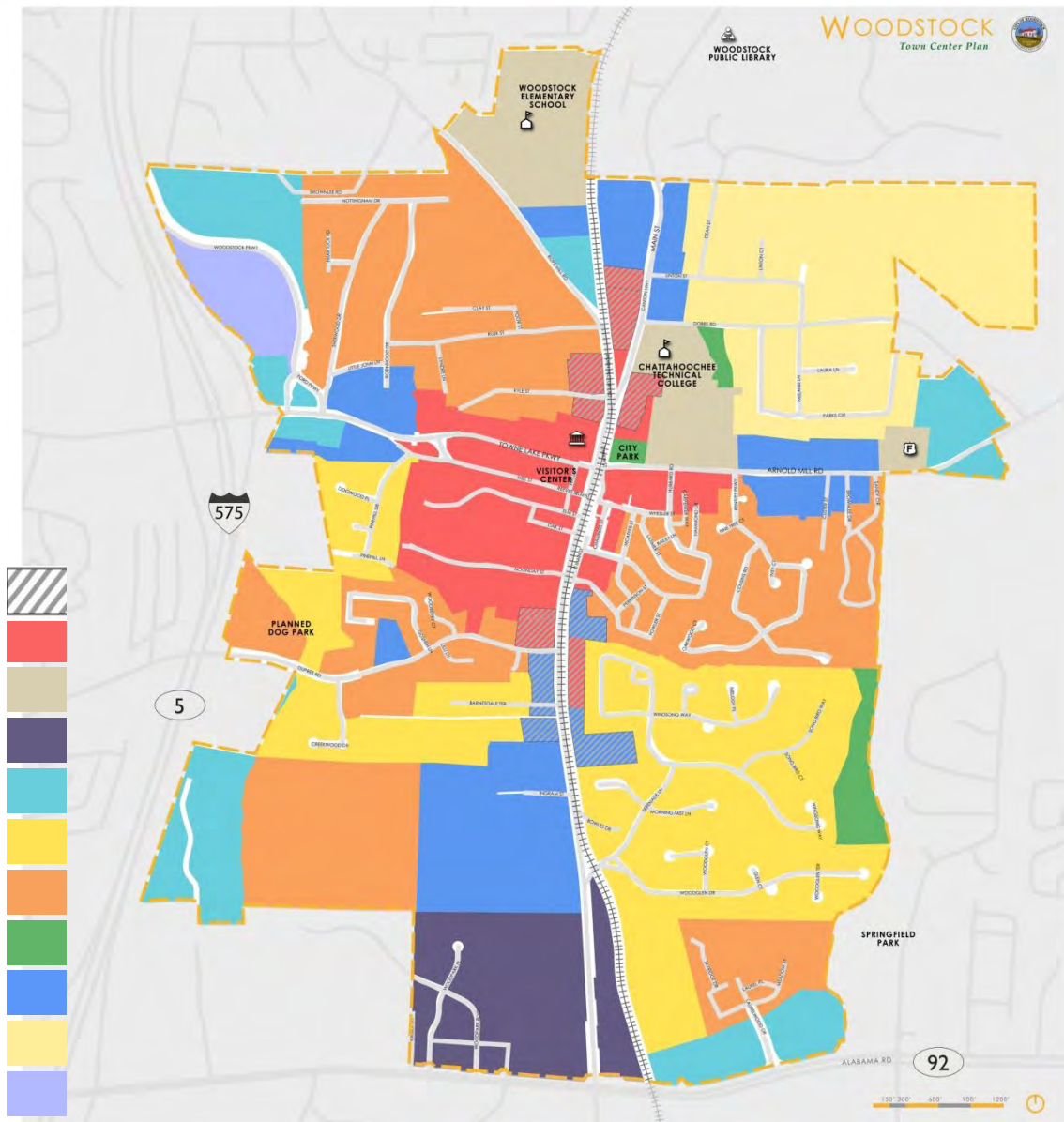
Zoning

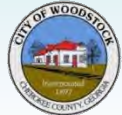
Generalized

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%





Previous Studies

2002 LCI STUDY

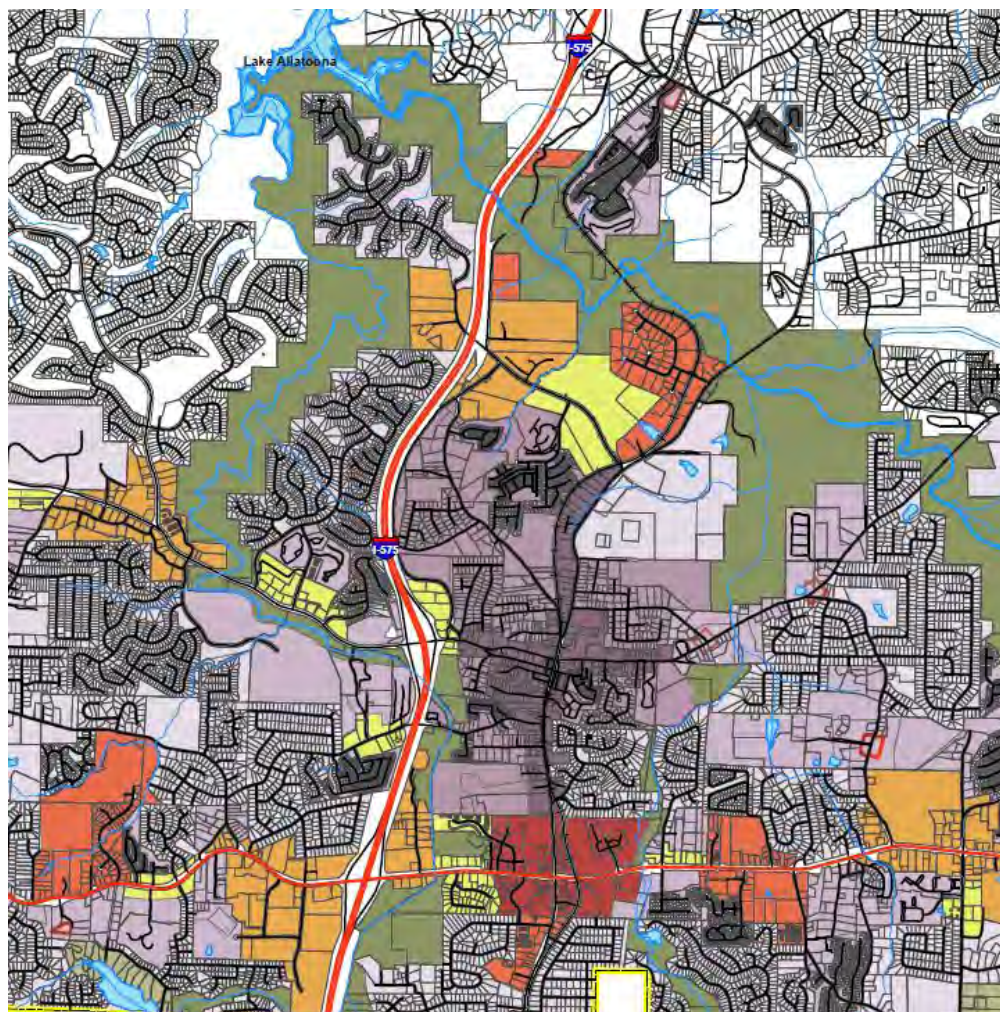
Tax Allocation
District (2006)

ARC Community
Choices Study
(2007)

Comprehensive
Plan (2008)

Greenprints
Project (2008)

City Strategic Plan
(2012-2017)



Future Development Map, 2008 Comprehensive Plan



Pending Projects

Outlet Shoppes at Atlanta

- High-end outlet mall
- 370,000 square feet of Commercial Retail

Woodstock West

- New residential community adjacent to downtown
- 300+ Residential Rental Units, limited commercial
- Implements Grid street Network

Southgate Horse Farm

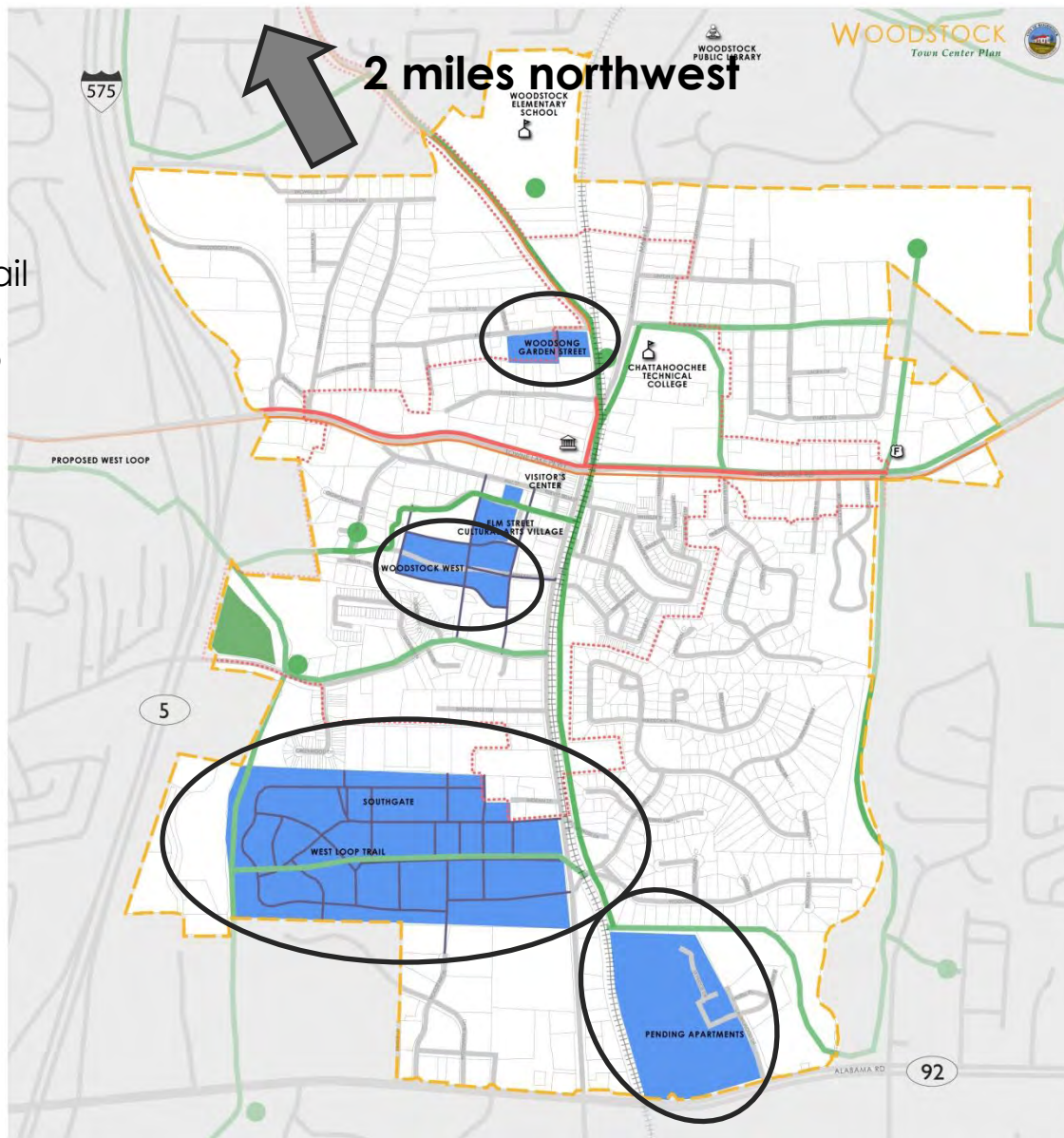
- Proposed mixed use development
- 482 new residential units, 100,000 sf of commercial/office
- Implements Grid Street network

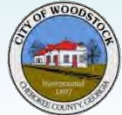
Garden Street

- A new residential development at Rusk Street and Rope Mill Road
- 19 single-family homes on small lots designed
- Active adult living community

Alabama Road Apartments

- Proposed Multifamily residential development



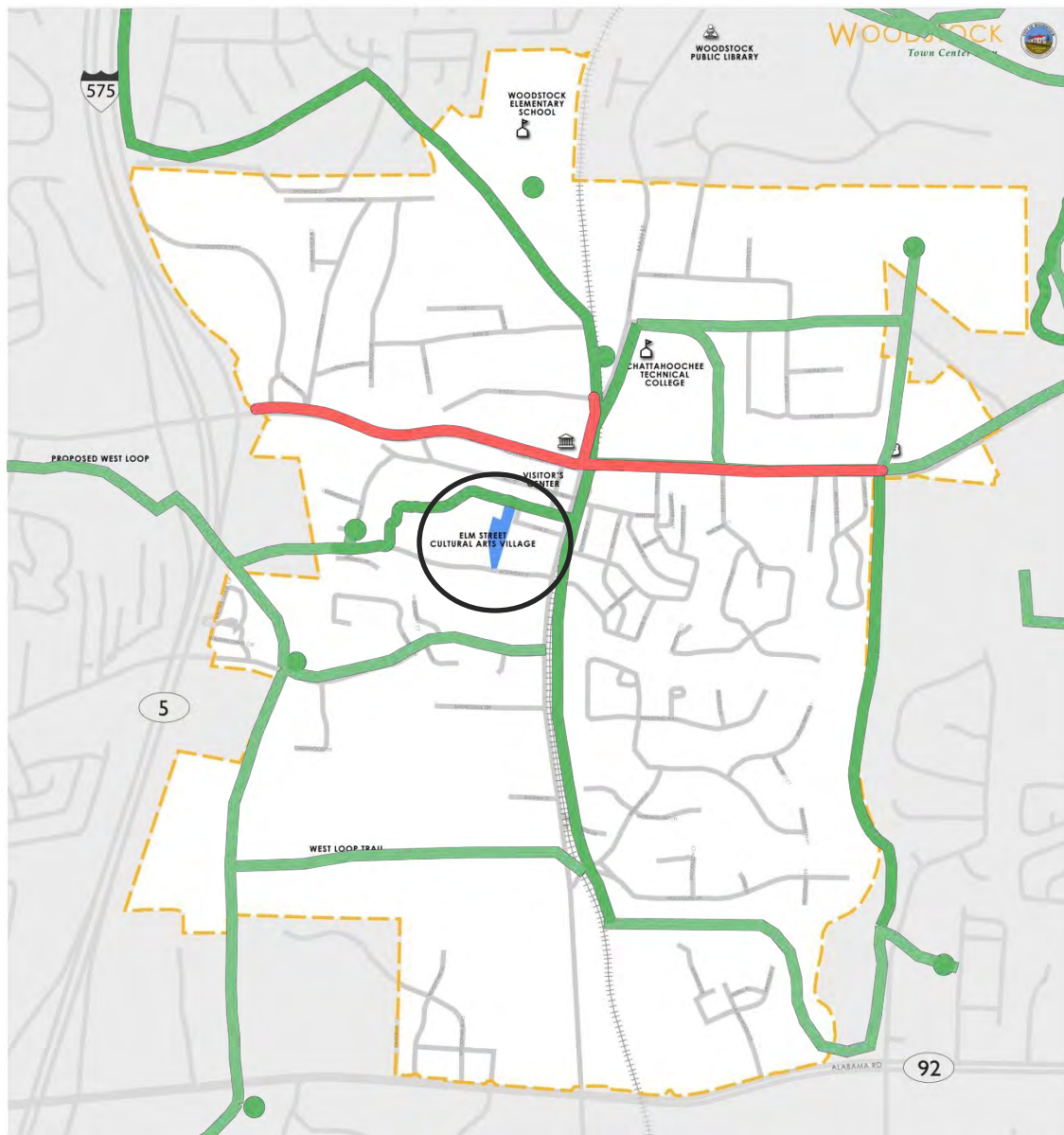


Current City Projects

Greenprints Trails

Elm Street Cultural Arts Center

Road Re-alignment/
Main Street Streetscape





Mobility

Bike/Ped Facilities

- Sidewalks
- Bike Trails



Roads

- Urban Local
- Urban Minor Collector

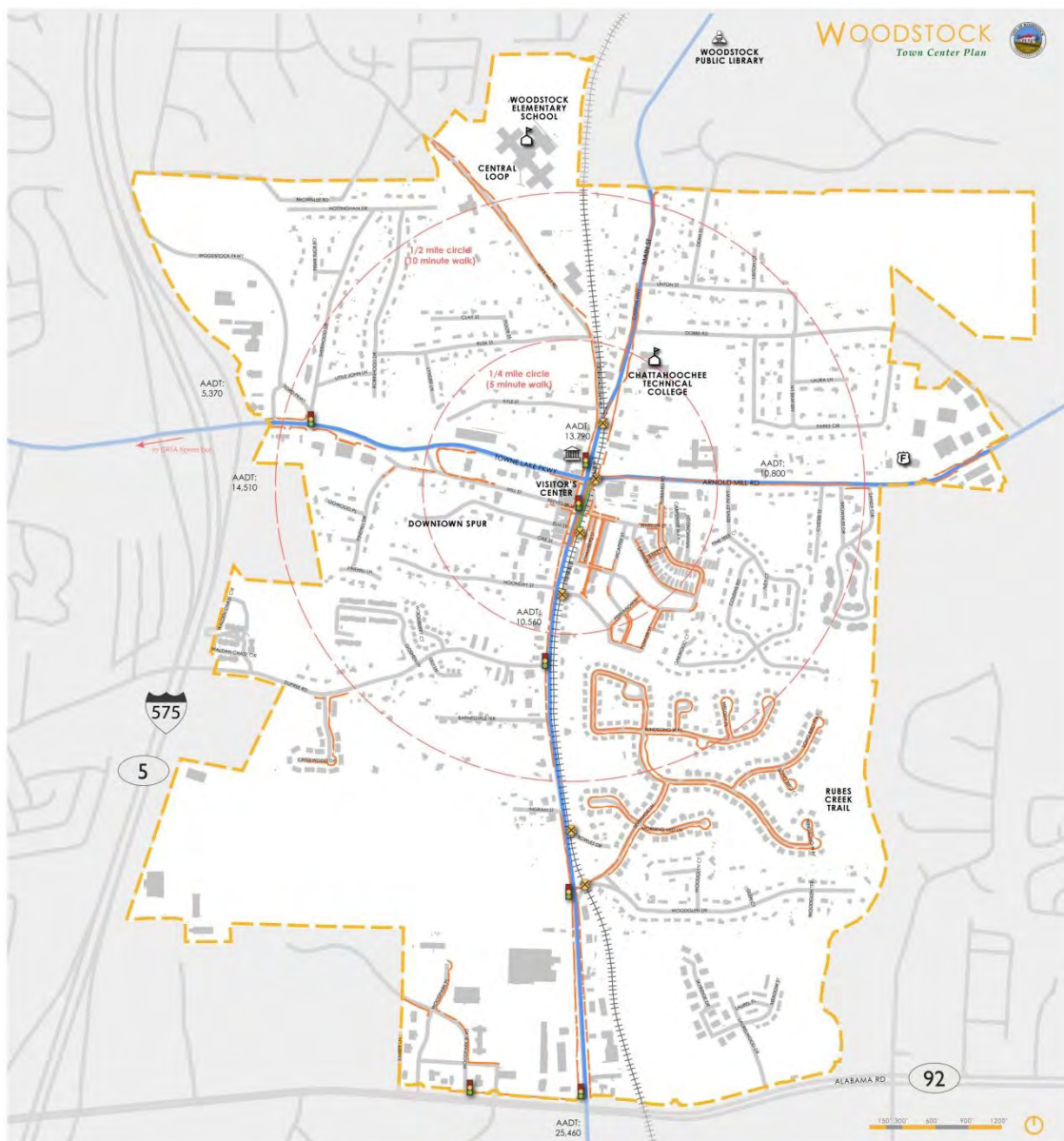


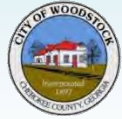
Railroad

- GNRR

Public Transportation

- GRTA Xpress





Mobility

Bike/Ped Facilities

- Sidewalks
- Bike Trails

Roads

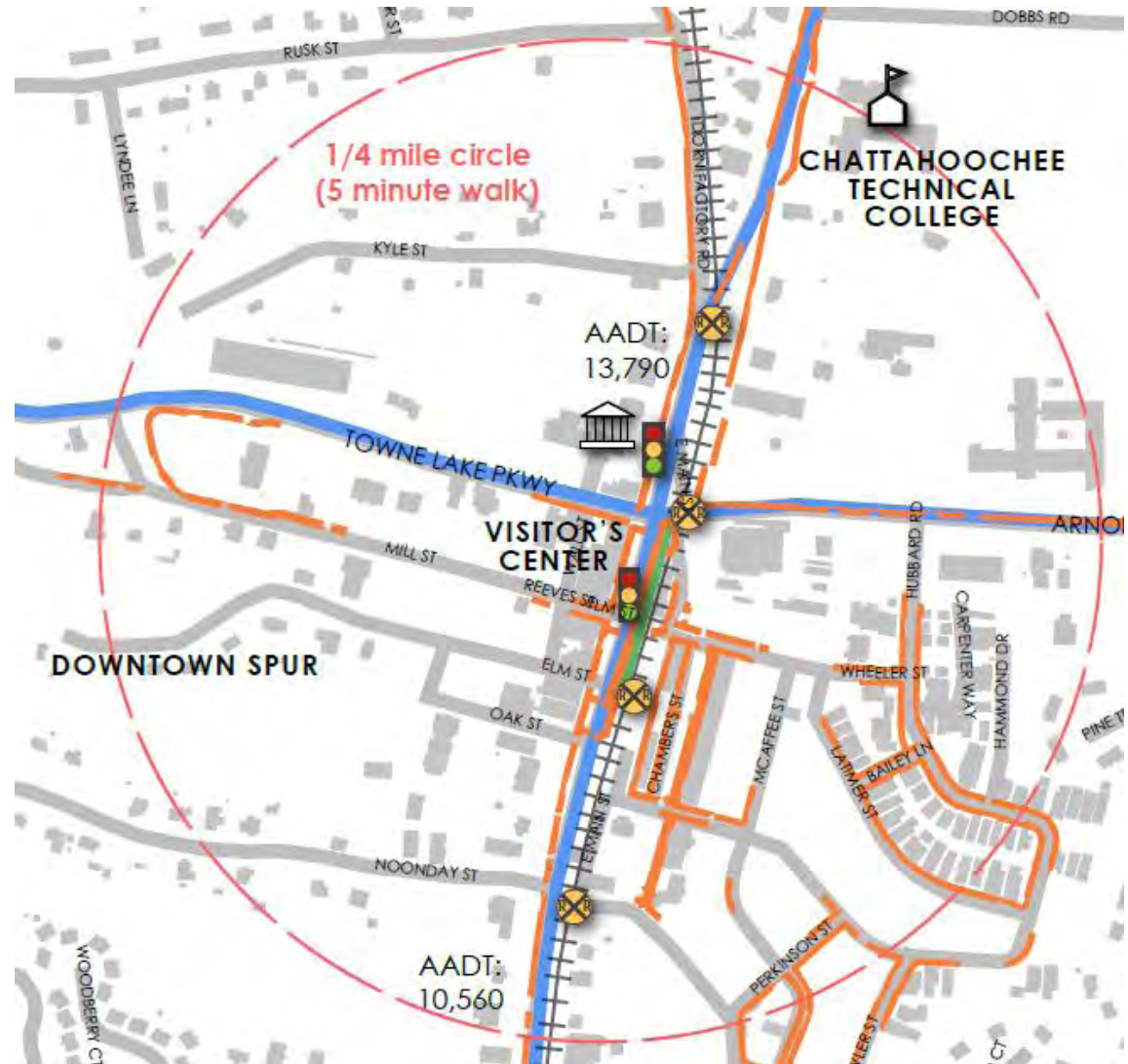
- Urban Local
- Urban Minor Collector

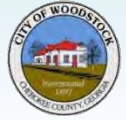
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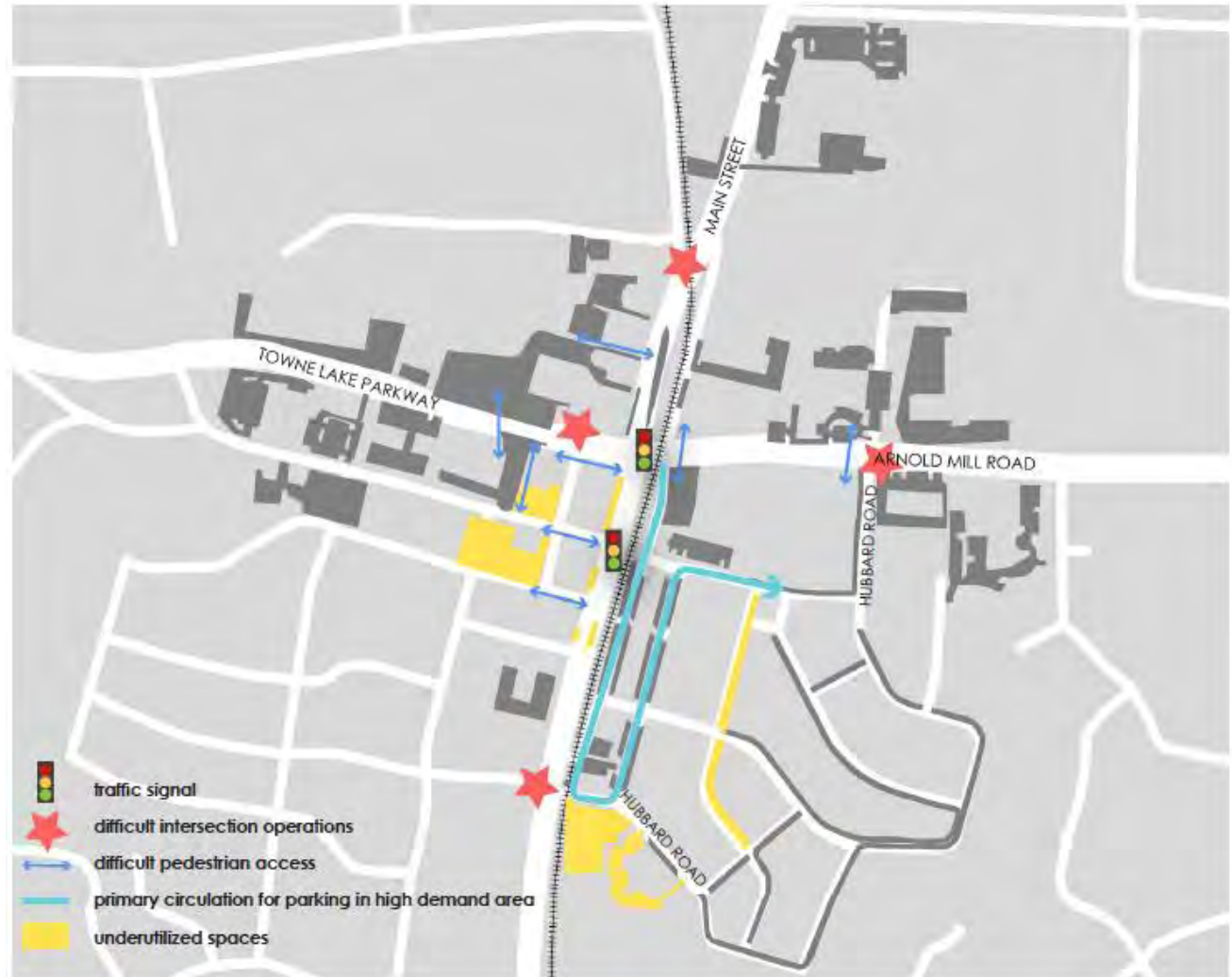




Mobility

Transportation Elements of LCI

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



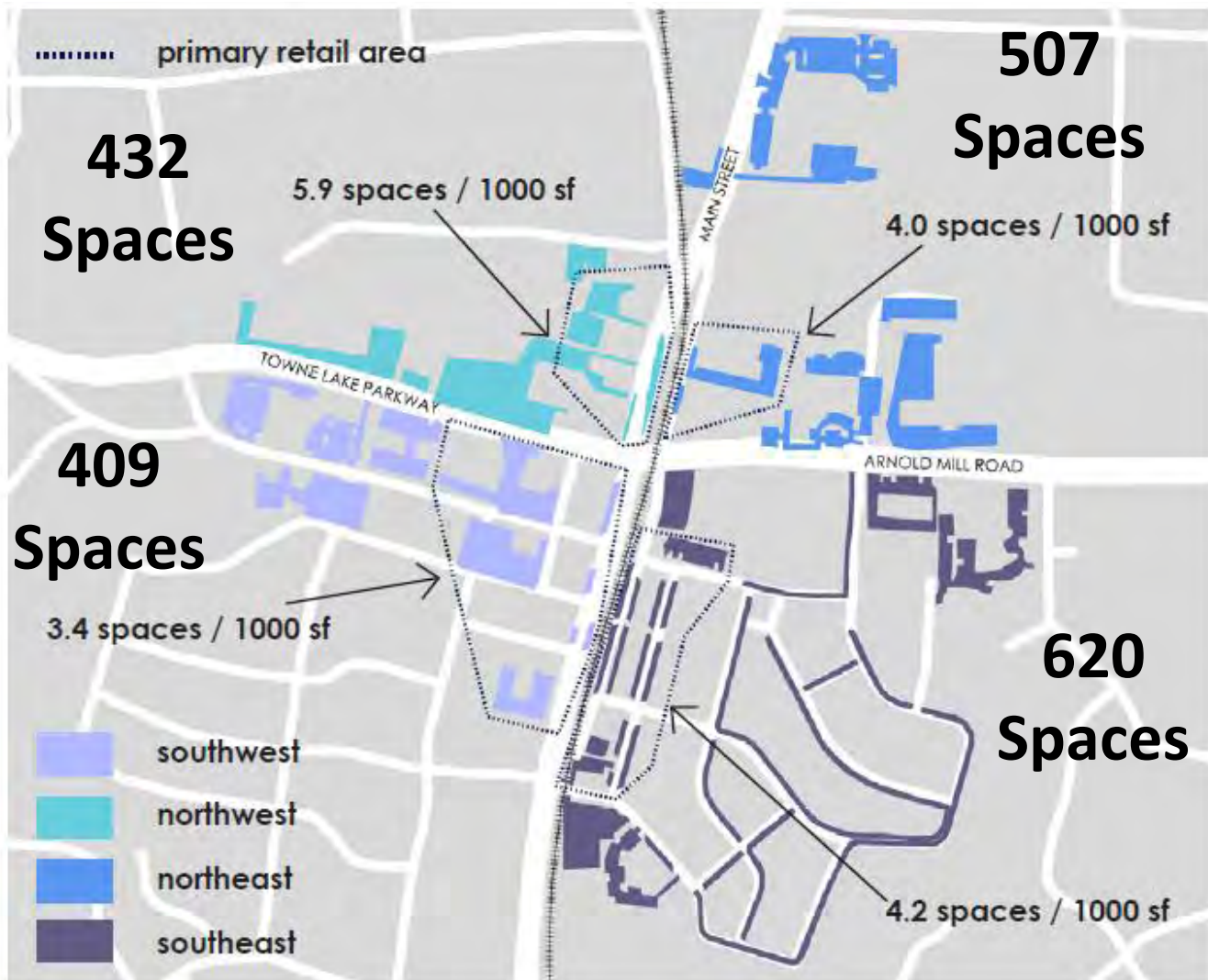


Parking/Circulation

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



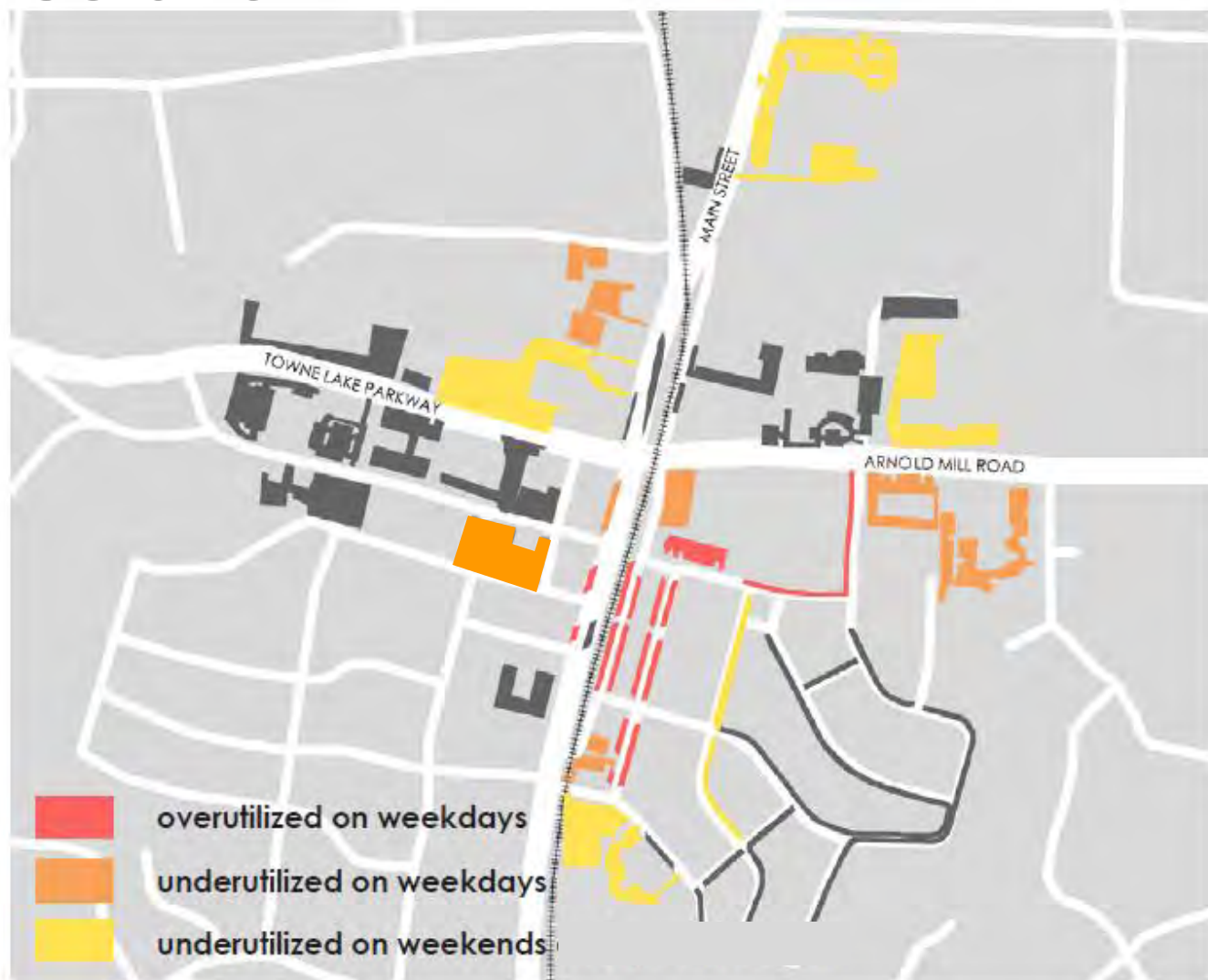


Parking / Circulation

Typical Weekday / Weekend - Southeast Quadrant has parking deficiency

Traffic traveling to Southeast quadrant must circulate longer to find parking

Special Events – 98% occupancy overall





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Town Center Plan



INTERACTIVE EXERCISE

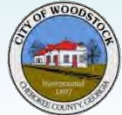
challenges and opportunities
next steps



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 PM, Chambers at City Center

Visit our **Website** Often

www.woodstockproject.wordpress.com