

JOHNSON FERRY/SHALLOWFORD (JOSH) SMALL AREA PLAN

PROJECT FRAMEWORK TENTATIVE GUIDE

INTRODUCTION

The purpose of the Johnson Ferry/Shallowford (JOSH) Small Area Plan is to provide guidance to the Board of Commissioners regarding policy decisions pertaining to land use, parks and greenspace facilities, and associated infrastructure. The plan will serve as a tool for developers and property owners to inform their decision making in regards to appropriate land use. The JOSH plan, is intended to supplement the Cobb 2040 Comprehensive Plan, and is in response to current and anticipated development/redevelopment trends within the area. The study is centered on the intersection of Johnson Ferry and Shallowford Roads.

PUBLIC PARTICIPATION

The JOSH plan will be developed in part by way of an extensive public participation program. A stakeholder group will be established, consisting of key individuals representing a variety of groups and organizations, including neighborhood/civic groups and business/commercial representatives. Staff proposes four (4) stakeholder meetings, in addition to one-on-one interviews with the stakeholder group participants. Staff also proposes three (3) distinct community meetings for the public to engage and provide input. The community meetings will be promoted by a variety of means, including signage along the roadways near and within the study area, press releases, newsletters and social media. Additionally, staff will create a project homepage on the County's website that will be used to disseminate information about the project, as well as to provide the community an alternative means to offer input. Staff will also create a GIS Story Map, which will provide interested parties with an interactive tool to explore the project area via laptop, smartphone and/or tablet.

MEETINGS – The four proposed stakeholder meetings will be held approximately one week prior to the community meetings. The final stakeholder meeting will be held following the last scheduled community meeting. Each meeting will build upon one another in an incremental fashion. Then the final stakeholder and community meetings will be utilized to review the final study recommendations.

STAKEHOLDER GROUP – 4 MEETINGS

MEETING #1 – PURPOSE OF STAKEHOLDER GROUP, EXISTING CONDITIONS & STRENGTHS, WEAKNESS, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

INTERVIEWS – CONDUCT STAKEHOLDER GROUP INTERVIEWS

MEETING #2 – REVIEW CONTENT FROM 1st COMMUNITY MEETING, CONDUCT WORK SHOP (LAND USE/TRANSPORTATION/PARKS & RECREATION/STORM WATER, ETC.)

MEETING #3 – REVIEW CONTENT FROM 2nd COMMUNITY MEETING, DISCUSS RECOMMENDATIONS

MEETING #4 – REVIEW CONTENT FROM 3rd COMMUNITY MEETING, DISCUSS FINAL PLAN

COMMUNITY MEETING - 3 MEETINGS

MEETING #1 – EXISTING CONDITIONS, SWOT ANALYSIS (INCLUDE COMMENTS FROM STAKEHOLDER GROUP MEETING #1)

MEETING #2 - REVIEW CONTENT FROM 1st COMMUNITY MEETING, CONDUCT WORK SHOP (LAND USE/TRANSPORTATION/PARKS & RECREATION/STORM WATER, ETC.) (INCLUDE COMMENTS FROM STAKEHOLDER GROUP MEETING #2)

MEETING #3 – REVIEW CONTENT FROM 2nd COMMUNITY MEETING, REVIEW DRAFT PLAN / IMPLEMENTATION ITEMS (OPEN HOUSE STYLE)

PUBLICIZING COMMUNITY MEETINGS – Staff will utilize several methods to advertise community meetings. Planning staff will coordinate with Cobb DOT to install temporary signage promoting community meetings. The signs will be strategically located near and within the study area and will indicate the date, time and location of the respective meeting. Staff will work with the County's Communication Office to draft press releases and to promote meetings via project webpage, CobbLine, District 2 and 3 Commissioner Newsletters, Calendar of Events and social media. Additional promotional opportunities will occur by way of Stakeholder involvement.

MEETING LOCATIONS - TBD

PROJECT WEBSITE – The JOSH project homepage will provide information regarding the study, as well as access to various project-related files and documents. There will also be interactive applications that will allow 24 hours a day, 7 days a week (24/7) opportunities for public feedback.

Small Area Plan Web Application (SMARPA) – The JOSH web application will be the first of its kind. It will be a digital interactive planning portal that will grow in content as the

study progresses. It is anticipated to begin as an informational site that is consistent with the Plan Document Outline (see below) and includes an introduction, planning context, planning process and existing conditions sections. There will be an opportunity to review a variety of existing conditions content via SMARPA. As the public participation phase takes shape, there will be other interactive mapping applications based on the JOSH elements that will allow community input either through comment or by way of crowdsourcing. Crowdsourcing gives the public an opportunity to view feedback from other community members and submit comments and ideas of their own to be viewed by others. (See JOSH SMARPA flow chart below)

PLAN DEVELOPMENT

JOSH will focus on five key elements: future land use, parks & greenspace, stormwater management, transportation and design guidelines. Due to anticipated growth and new development and redevelopment, future land use will be a key topic for the study area. Issues and concerns will be identified by the stakeholders and community members and addressed through the concept plan and implementation recommendations. Parks and greenspace will also be a primary topic of interest, identifying park needs, connectivity and any other community concerns regarding parks and greenspaces. Stormwater Management has been a topic of concern in the past for the JOSH study area. A Stormwater element will be included in the JOSH Small Area Plan to address any impacts that are occurring due growth in the area, erosion control and/or flooding. A Transportation element will also be a part of JOSH. Transportation recommendations identified in the Cobb County Comprehensive Transportation Plan (CTP) will be brought forward and any additional issues and concerns will be addressed through the Transportation element. The Design Guidelines element will be developed to recreate an identity for the Johnson Ferry Road and Shallowford Road community. This would promote a quality community that articulates a sense of place, aesthetically pleasing building and streetscape design that would be identified through the public participation phase of the study.

CONCEPTUAL PLAN

After the public participation phase of the study is complete, a conceptual master plan map will be developed. The conceptual plan will outline the specific issues and concerns identified via the stakeholder group and public input according to the five plan elements (land use, parks/greenspace, stormwater management, transportation, urban design). Additionally, an action plan will be created to address the issues and concerns. The proposed format is a condensed version of that which was utilized for the Cobb 2050 Plan.

RECOMMENDATIONS

In addition to the concept master plan, JOSH will also include recommendations identified through the public participation portion of the study process. Recommendations will be formulated for each of the elements through a cooperative effort involving the stakeholders and other community members. The recommendations will be firmly tied to the conceptual master plan.

PLAN APPROVAL PROCESS

1. Planning Commission Work Session
2. Planning Commission
3. Board of Commissioners Work Session
4. Board of Commissioners

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SMALL AREA PLAN

PROPOSED TIMELINE

DATA COLLECTION	OCTOBER '17 – DECEMBER
MEET WITH COMMISSIONER OTT	JANUARY
ESTABLISH STAKEHOLDER COMMITTEE	FEBURARY
DEPARTMENTAL MEETINGS (Com. Dev., DOT, Water, Parks)	MARCH
INTRODUCTION & BACKGROUND	MARCH
PLANNING CONTEXT	MARCH
EXISITNG CONDITIONS ANALYSIS	MARCH
PLANNING PROCESS & PUBLIC INPUT	MARCH – MAY
STAKEHOLDER MEETING #1	MARCH
COMMUNITY MEETING #1	MARCH
STAKEHOLDER MEETING #2	MARCH/APRIL
COMMUNITY MEETING #2	APRIL
STAKEHOLDER MEETING #3	APRIL
COMMUNITY MEETING #3	MAY
STAKEHOLDER MEETING #4	MAY
CONCEPT PLAN DEVELOPMENT	MAY/JUNE
IMPLEMENTATION/RECOMMENDATIONS	JUNE
PLANNING COMMISSION WORKSESSION	JULY
PLANNING COMMISSION	AUGUST
BOARD OF COMMSSIONERS	SEPTEMBER

JOSH

SMALL AREA PLAN

PLAN DOCUMENT OUTLINE

EXECUTIVE SUMMARY

INTRODUCTION & BACKGROUND

Regional Context

Study Area Boundary

Plan Purpose & Intent

PLANNING CONTEXT

Policy Framework (2040 Comp. Plan)

Ordinance Review

PLANNING PROCESS & PUBLIC INPUT

Planning Process

Public Input

Plan updates

EXISTING CONDITIONS

Demographics

Population/Age/Race & Ethnicity/Households/Per Capita Income/Median HH
Income/Educational Attainment/Employment/Forecast Population Growth/ Forecast
Employment Growth/ Forecast HH Growth

Housing

Number of units/Type/Age/Tenure/Size/Affordability/Housing supply (new &
resales)/Density

Education

Schools/Type of Schools/Enrollment for each school/Forecasted enrollment for each
school

Land Use

Existing/Future/Undeveloped/Commercial/Residential/Zoning/Preliminary
Zonings/New Developments/Under Construction/Community Character/Small Area
Policy Guidelines

Transportation

Regional Transportation Network/Study Area Transportation Network/Level of
Service/Non-motorized Transportation/SPLOST Transportation Projects/ADT
Numbers

Parks and Greenspace

Types of Parks/Greenspace (Public)/Historic Resources/Acreage

Stormwater

Floodplain/Wetlands/Lakes/Streams/Topography/Vegetative Cover/Groundwater/Stor
mwater Facilities

CONCEPT PLAN

Conceptual Future Land Use Map
Conceptual Transportation Map
Conceptual Parks and Greenspace Map
Conceptual Stormwater Map
Conceptual Design Guidelines
Overall Concept Master Plan Map

RECOMMENDATIONS

Land Use Recommendations
Transportation Recommendations
Parks/Greenspace Recommendations
Stormwater Recommendations
Design Guidelines Recommendations

