Johnson Ferry / Shallowford Road Small Area Plan
Cobb County Community Development
Community Meeting #1
3.26.18
Agenda

- Introduction
- Planning Process
- Community Input
- Existing Conditions
- Break-Out Groups
Introduction

What is a Small Area Plan?

- Smaller geographic area
- Long-range plan
- Aspirational community plan
- Prioritization and coordination
Introduction

Purpose of JOSH

- Strategy for anticipated development/redevelopment
- Provide policy guidance related to land use
- Build community pride and sense of identity
- Improve the overall quality of life
Plan Process

- Data collection: October 2017 – February 2018
- Community Input: March – May
- Image Preference Survey: April
- Vision Statement: May
- Conceptual Plan Development: July
- Final Report: August
- Planning Commission: September
- Board of Commissioners: September
Community Input

- Community Meetings
- Website
- Crowdsourcing App
- Image preference survey

www.cobbcounty.org
- Directory
- Planning
- Research

Tell us what you think!
Existing Conditions

- Study Area
- Demographics
- Land Use
- Parks & Trails
- Natural Features
- Transportation
Local Context
Regional Context
Data Collection
Demographics

JOSH POPULATION AND PROJECTIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
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<tbody>
<tr>
<td>2010</td>
<td>26,340</td>
</tr>
<tr>
<td>2012</td>
<td>27,044</td>
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<tr>
<td>2014</td>
<td>26,173</td>
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<td>2016</td>
<td>25,794</td>
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<tr>
<td>2020</td>
<td>27,755</td>
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<tr>
<td>2030</td>
<td>28,577</td>
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<td>2040</td>
<td>30,340</td>
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Population growth: 17.6%

COBB POPULATION AND PROJECTIONS

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<th>Population</th>
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<td>2010</td>
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<td>2012</td>
<td>691,820</td>
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<td>2014</td>
<td>708,920</td>
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<td>807,612</td>
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<td>2040</td>
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Population growth: 21.5%
Demographics

2015 EMPLOYMENT

- Retail Trade: 25.5%
- Educational services; private: 13.3%
- Administrative and Waste Management Services: 8.5%
- Professional, Scientific, and Technical Services: 13.6%
- Other Services, except Public Administration: 9.8%

2040 EMPLOYMENT

- Retail Trade: 21.8%
- Educational services; private: 16.4%
- Administrative and Waste Management Services: 7.9%
- Professional, Scientific, and Technical Services: 15.6%
- Accommodation and Food Services: 10.6%

Employment 2015 to 2040: 27.8%
Demographics

JOSH AGE

Cobb County
Median Age: 36.5

JOSH
Median Age: 44.9
Demographics

Median HH Income 2016

- Cobb: $68,818
- JOSH: $114,813

Median HH Income 2016
Demographics

Per Capita Income 2016

Cobb: $34,891
JOSH: $49,064
Housing

- Number of housing Units – 9,428
- Vacant Housing Units – 294 (3.1%)
- Occupied Housing Units – 9134 (96.9%)
- Homeowner Occupied – 91.8%

- Rental Occupied – 8.2%
- Median Value - $327,680
- Median Rent - $1,782
- Single Family Detached Residential – 99%
Land Use

- Low Density Residential (LDR) = 83.5%
- Neighborhood Activity Center (NAC) = 5.8%
- Park/Recreation/Conservation (PRC) = 4.9%
- Medium Density Residential (MDR) = 2.5%

- Public Institutional (PI) = 2.7%
Land Use

Small Area Policy Guidelines
Provides specific policy guidance on identified tracts

- **NAC-P9 Recommendation**
  - Parcels to assemble
  - Parcels not to assemble
  - LRO, LRC, NRC zoning guidance

- **NAC-P13 Recommendation**
  - Transitional Land Uses
  - LRO zoning guidance
Land Use

- R-20 & R-15 predominant zones
- R-30 & PRD = 14%
- NRC = 2.0%
- CRC = 1.2%
Land Use

- Majority Residential
- Parks, Recreation, & Conservation = 6.8%
- Commercial = 4.4%
- Slopes from Northwest to Southeast
- Southwest corner slopes Northeast to Southwest
- Highest elevation 1,160’ - Shallowford and Wesley Chapel
- Lowest elevation 870’ – Willeo Creek
Break-Out Groups

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis is a strategic planning tool to evaluate internal and external influences upon a community.

- **Strengths** – What are the strengths of the community?

- **Weaknesses** – What are the weaknesses of the community?

- **Opportunities** – What are some opportunities for the community?

- **Threats/Challenges** – What has the potential to negatively impact the community?
Plan Process

- Community Meeting #1  March 26
- **Community Meeting #2**  April 16
- Community Meeting #3  May 8