Johnson Ferry / Shallowford Road Small Area Plan

Cobb County Community Development

Community Meeting #4

01.15.19
66. As it relates to STORMWATER MANAGEMENT, which MANAGEMENT TECHNIQUE do you prefer?

<table>
<thead>
<tr>
<th>Technique</th>
<th>% Responders</th>
<th>Responders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technique A</td>
<td>74</td>
<td>55</td>
</tr>
<tr>
<td>Technique B</td>
<td>26</td>
<td>22</td>
</tr>
<tr>
<td>Answered</td>
<td>65</td>
<td>21</td>
</tr>
<tr>
<td>Skipped</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

Legend:
- Technique A
- Technique B

Transcript:
- The stormwater must be protected by installing catch basins to prevent overflow.
- Stormwater may be returned to the stream, but it depends on the property - consider how to do things that support this.
Purpose

- Strategy development/redevelopment
- Policy guidance
- Sense of Identity
- Quality of life

Five Key Elements

- Land Use
- Transportation
- Stormwater Management
- Design Guidelines
- Parks and Greenspace
Study Area

*84 Subdivisions included in study area*
Community Input

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

www.cobbcounty.org

- Directory
- Planning
- Research
Demographics

- 2017 Population = 26,678
- 2015 Employment = 4,427
- Projected Population (2040) = 17.6%
  - Projected Population Cobb (2040) = 21.5%
- Projected Employment (2040) = 27.8%
  - Projected Employment Cobb (2040) = 21.5%
- Median Age = 44.9
  - Median Age Cobb = 36.5
- Median Household Income = $119,544
  - Median Household Income Cobb = $72,004
- Per Capita Income = $51,958
  - Per Capita Income Cobb = $36,587

Source: American Community Survey
HOUSING

- Total Housing Units – 9,494
  - Cobb – 295,227
- Vacant Housing Units – 168 (1.8%)
  - Cobb – 20,866 (7.1%)
- Occupied Housing Units – 9,326 (98.2%)
  - Cobb – 274,361 (92.9%)
- Single Family Detached Residential – 9,445 (99.5%)
  - Cobb – 194,681 (65.9%)
- Household Size (Owner) – 2.8
  - Cobb – 2.7
- Household Size (Renter) – 2.9
  - Cobb – 2.5

HOUSING TENURE

- Owner Occupied
- Renter Occupied

COBB
JOSH
HUD defines cost-burdened families as those “who pay more than 30 percent of their income for housing” and “may have difficulty affording necessities such as food, clothing, transportation, and medical care.”
Existing Land Use
Future Land Use

- 2040 Comprehensive Plan
- 2018 Future Land Use Map
- Guidelines for future development
Future Land Use

Small Area Policy Guidelines

• Provides specific policy guidance on identified tracts

• Better Manage Growth

• Adopted through two Public Hearings

• List as policy statements within the Small Area Policy Guidelines Appendix 4 of the 2040 Comprehensive Plan
Future Land Use
Small Area Policy Guidelines

“Current plan on the books”


Parcel NOT to be assembled

- 11 parcels fronting Johnson Ferry recommended NRC
- The parcel immediately west of “Postel” property recommended LRC
- 9 parcels west of LRC along Shallowford Road recommend LRO (western most parcel 25’ landscaped buffer along western edge upon rezoning)
Future Land Use
Small Area Policy Guidelines
“Current plan on the books”


Parcel SUBJECT to assemblage

- 9 parcels fronting Waterfront Dr. recommended for NRC
- The 9 parcels combined with the 4 parcels to be encouraged as one rezoning application.
- Existing lake may be reconfigured to allow for better compliance with this conceptual redevelopment scenario
- 75’ Buffer with a 10’ high berm will be required
- Vertical and Horizontal Mixed Use should be encouraged
- Site specific criteria will be determined during rezoning process
Future Land Use
Small Area Policy Guidelines

“Current plan on the books”

NAC – P13 Est. 1997

- Established a NAC node at intersection of Shallowford Road and Lassiter Road
- Ideal transition of land use
- Limited to LRO for parcels within NAC with only one public road frontage
Parks & Greenspace

- Wright Environmental Center
  19 Acres
- Mabry Park
  26.5 acres
- Conservation Use Valuation Assessment (CUVA)
  102.5 acres
Parks & Greenspace

Conservation Use Valuation Assessment

- State program administered by the County
- Property owners maintain designated use for 10 years
- Agricultural, Forestlands, and Environmentally sensitive areas are eligible
- Landowners receive a reduced ad valorem tax rate for their property
- 10-year period
- May re-enroll after 10 years
- Significant penalty for landowners who break the covenant
  - Must pay back twice the savings they received over the life of the covenant to the point it was breached, plus applicable interest
- New landowners must agree to continue or responsible for penalties
Community Meeting #1
S.W.O.T.

**Strengths**
- Schools
- Location
- Commercial Uses
- Land Uses
- Transportation infrastructure
- Taxes
- Neighborhoods
- Community
- Public Safety

**Weaknesses**
- Traffic
- Design
- Parks and Greenspace
- Overburdened infrastructure
- Land Use & Development process
- Police Coverage
- Workforce housing
- Community engagement
- Residential Maintenance
- Environmental management

**Opportunities**
- Parks and Greenspace
- Smart development
- Control growth
- Improve traffic congestion
- Innovative stormwater and erosion controls
- Streetscape enhancements
- Utilities
- Improve Schools

**Threats**
- Traffic and Safety
- Undesirable development
- Overburdened and aging infrastructure
- Stormwater management (lack of)
- Planning (lack of)
- Economics (poorly performing)
Community Meeting #3

Image Preference Survey

- Method for assessing preferences
- Establish preferred options
- Focus on land use type, architectural design, scale of buildings, streetscape design, stormwater infrastructure and landscape design
- Administered for 2 months online
- Administered during two different community meetings
- 458 responses

<table>
<thead>
<tr>
<th>Choices</th>
<th>% Responses</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>MANAGEMENT TECHNIQUE A</td>
<td>17.4%</td>
<td>75</td>
</tr>
<tr>
<td>MANAGEMENT TECHNIQUE B</td>
<td>82.6%</td>
<td>356</td>
</tr>
</tbody>
</table>

66. As it relates to STORMWATER MANAGEMENT, which MANAGEMENT TECHNIQUE do you prefer?
Crowdsource Application

- Mapping forum
- Allows users to submit feedback and images
- Allows users to see others feedback and to “Like” feedback
- Comments can be focused on the 5 key elements
- Designed for desktop and mobile devices
JOSH Documents

- JOSH Framework Plan
- Community Meeting Summaries
- Stormwater and Parks Summary
- Image Preference Survey Summary

AVAILABLE ONLINE
https://www.cobbcounty.org/community-development/planning/ongoing-and-completed-projects
Next Steps

Community Meeting #5 – February 12, 2019

- 7:00pm to 8:30pm – Chestnut Ridge Christian Church
- Preliminary Plan will be introduced based on feedback we’ve received from the previous meetings and tonight’s meeting.
- Staff will facilitate further discussion on the preliminary plan
Next Steps

Community Meeting #6 – March 12, 2019

- 7:00pm to 8:30pm – Chestnut Ridge Christian Church
- Draft Plan will be introduced based on comments we receive from the February meeting
- Staff will facilitate further discussion on the draft plan
Next Steps

JOSH Small Area Plan adoption process

- TBD
- Planning Commission Public Hearing
- Board of Commissioners Public Hearing
Next Steps

Break-out session

- Split into groups
- Nominate a spokesperson for your group (can’t be staff member)
- Staff will facilitate discussion on Land Use, Transportation, and Stormwater
- Visualize and discuss ideas and record them on the map
- Comments can also be made and recorded on large note pads or on the maps
- Re-convene as one group and the spokesperson for each group will get 2 to 5 minutes to summarize their groups work.