



Cobb County...Expect the Best!



**SEPTEMBER 2020**

# Johnson Ferry and Shallowford Road Small Area Plan

# JOSH

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## INTRODUCTION

As part of the Community Work Program from the Cobb County “2040 Comprehensive Plan”, the Board of Commissioners requested the Cobb County Community Development Agency, Planning Division, to undertake a small area planning study focused on the intersection of Johnson Ferry Road at Shallowford Road and surrounding areas. Hence, this study and the planning process is referred to by the acronym *JOSH*.

Located in northeast Cobb County, the JOSH study area is mostly an affluent and prideful community of single-family residential subdivisions with associated neighborhood commercial uses and institutional services, such as schools and churches. The great quality-of-life and excellent schools attracts families to the area. In addition, established family ties, the climate, and Cobb’s excellent senior services, all contribute to empty nesters choosing to remain and/or move into the JOSH area and the County. As growth continues in the JOSH community, this document will establish a collaborative community vision that reflects the ideas and desires of the area residents and property owners. This plan will help to keep stability, provide community expectations and improve the overall quality-of-life for the community.

The JOSH small area plan is the fourth plan conducted within Commission District 2 under the leadership of District 2 Commissioner Bob Ott. JOSH follows other successful planning studies such as the Powers Ferry Master Plan, which focused on redevelopment; The Vinings Vision Plan focused on protection of the character of the Vinings area, while the Johnson Ferry Corridor Study emphasized streetscape design. The JOSH Small Area Plan will emphasize redevelopment and re-enforcing a sense of community.

The purpose of JOSH is to provide guidance to the Board of Commissioners over the next 10 to 20 years regarding land development and infrastructure

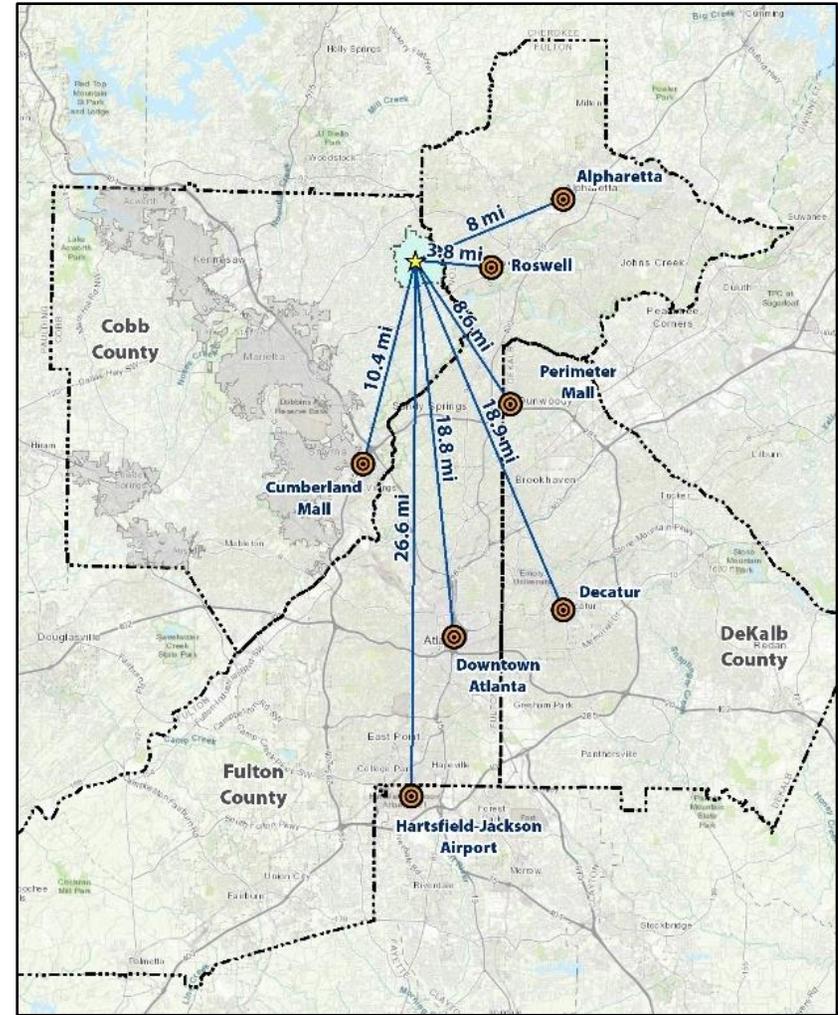
improvement decisions pertaining to land use, design guidelines, parks and greenspace, transportation and stormwater. Specifically, this plan will:

- Guide staff and elected officials in responding to development proposals, rezoning requests, parks and greenspace decisions and infrastructure decisions.
- Provide guidance to land owners and developers in making land development and transportation system investment decisions.
- Provide recommendations that will help to improve the overall quality of life for the community.
- Help to improve the community’s sense of identity

The overall objective of the plan is to recreate community pride while managing growth and preserving the suburban character of the area. The JOSH community is already well established. The ideal location, neighborhood-based schools, civility, relatively low crime, and stable subdivisions provides for a strong foundation. The intent is to build upon that foundation, based on the community’s desires, with a focus on redevelopment and new development within the neighborhood commercial areas. An additional intent, is to find ways to provide more park land and improve infrastructure, in particular, transportation and stormwater. Another objective of the plan is to enhance the sense of identity to an already well informed and active community.

### Regional Context

Situated in northeast Cobb County, the JOSH study area is in the northern metro Atlanta Area, just 18.8 miles from Downtown Atlanta. The study area is accessed through two arterial roadways, Shallowford Road running east and west and Johnson Ferry Road running north and south. The study area is located near several employment centers. The City of Roswell is 4 miles to the east and Alpharetta is 8 miles east. The Perimeter Community Improvement District is 8.5 miles to the southeast and the Cumberland Community Improvement District is 10 miles to the south.



Map 1. Regional Map

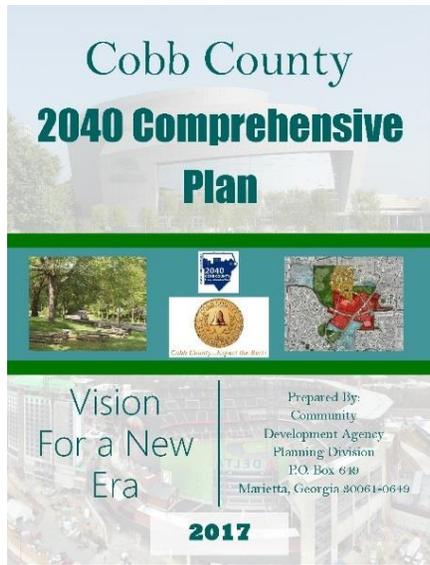


## PREVIOUS PLANNING EFFORTS

Land use development and transportation system investment decisions within the study area are guided by several public policy documents, as detailed below.

### Land Use

In November 2017, the Cobb County Board of Commissioners adopted the *2040 Comprehensive Plan; Vision for a New Era*. The 2040 Comprehensive Plan guides the County's growth over the long term. Through its Future Land Use map and associated land use policies, this plan provides a vision for future growth and development for all of Cobb County through the year 2040. The Future Land Use Map and Land Use policies are updated on an annual basis. It is intended that the JOSH Small Area Plan and its recommendations will become an integral part of the vision expressed in the 2040 Comprehensive Plan.



Overall, the vision for the comprehensive plan specifically puts emphasis on preserving the suburban nature of east, west and south Cobb County, while focusing more growth toward the Highway 41 and I-75 corridors.

The 2040 Comprehensive Plan, through its Community Work Program, recommended the preparation of a small area plan surrounding the intersection of Johnson Ferry Road and Shallowford Road. This plan represents the first long range small area study undertaken by Cobb County for the JOSH area.

While no specific plans have previously been prepared for the JOSH study area, the 2040 Comprehensive Plan does include the Future Land Use Map, which guides development toward neighborhood scale commercial uses in the immediate vicinity of the intersection at Johnson Ferry and Shallowford Roads, as well as, the intersection at Lassiter and Shallowford Roads. The relatively low intensity Neighborhood Activity Center Future Land Use designation stretches south along Johnson Ferry Road to Lassiter Road on the west side and to Post Oak Tritt on the east side. As is typical surrounding an activity center, the 2040 Future Land Use Map indicates Medium Density Residential, which is intended to provide an appropriate transition from the commercial land use to the low density residential land uses. Most of the study area is considered Low Density Residential with Park, Recreation and Conservation integrated into the surrounding subdivisions.

In addition to the Future Land Use map, the study area contains two Small Area Policy Guidelines (SAPG), which are also defined in the Land Use element of the "2040 Comprehensive Plan". The SAPGs are approved policy guidelines that provides guidance on specific tracts of land. More information on the SAPGs can be found on page 13 in the land use section of the Existing Conditions report.

### Transportation

Transportation system development in Cobb County is guided by the Comprehensive Transportation Plan (CTP), known as *Cobb in Motion*. Adopted in May 2015, it is a strategic long-range plan that prioritizes transportation investments for both motorized and non-motorized capital improvements and maintenance projects. It was written by Cobb County and its municipalities to serve the next 25 years, as the blueprint for all transportation investments, including, vehicular, transit, freight, and bicycle/pedestrian mobility. Cobb in Motion did not include any significant projects within the JOSH study area.

The Cobb County Department of Transportation is currently working to update the CTP. The updated CTP will be known as *CobbForward*. The transportation related recommendations from the JOSH plan are intended to be included in the CobbForward Plan.



### SPLOST

In the last 10 years, there have been two Special Purpose Local Option Sales Tax (SPLOST) initiatives in Cobb County. Funding from the 2011 and 2016 SPLOSTs addressed the immediate needs of Transportation, Parks, Recreation and Cultural Affairs, Facilities and Public Safety. The 2011 SPLOST collection expired in 2015 and the 2016 SPLOST collection continues until 2021. Projects funded by SPLOST within the JOSH study area include the build out of the approved Mabry Park Master Plan and sidewalks along McPherson Road.



## PLANNING PROCESS

The JOSH plan was developed over a 2-year span, beginning in Winter 2018 and ending in Winter 2020. The process was facilitated and managed by the Planning Division Staff from the Cobb County Community Development Agency. Based on the scope of the plan, staff from Cobb County Department of Transportation, Cobb Parks, and the Stormwater Division of the Cobb County Water System played a significant role in the public participation phase and the plan development process. As is imperative with every planning initiative, the community played a vital and necessary role in the development of the JOSH plan as well.

JOSH focuses on five key elements:

- Land Use
- Transportation
- Stormwater Management
- Parks and Greenspace
- Sense of Place

Due to redevelopment, and to a lesser extent new development that is anticipated with added growth, land use is a primary element of the study. Issues and concerns were identified by community members and addressed through the conceptual land use plan and recommendations. Transportation recommendations identified through the public participation phase will be coordinated and prioritized through the updated Comprehensive Transportation Plan.

Historically, Stormwater Management has been a topic of concern within the study area. To help address concerns, the plan includes a Stormwater element that offers recommendations to mitigate impacts from soil erosion and flooding. Parks and greenspace is also a point of interest in the JOSH area. As such, there will be a focus on identifying needs for new parks, trail

connectivity, existing park assets and other greenspace goals identified by the community. The sense of place element was developed to assist in enhancing the identity of the JOSH community. The Sense of Place element promotes a quality community that articulates a sense of identity, aesthetically pleasing buildings and streetscape design that has been identified through the public participation phase of the planning process.

Development of the JOSH plan was organized in three phases. Phase one included research and analysis of demographic and housing data as well as zoning, existing land use and future land use. Staff also identified features within the transportation network, parks and greenspace, as well as floodplain and drainage basins. The second phase of the planning process established the community driven plan by facilitating multiple community meetings that allowed the community to express their ideas on the future of the study area. The final phase of the process was the drafting of the plan, which linked information gathered from the previous phases to establish a vision and recommendations for achieving the established vision.



## EXISTING CONDITIONS

The existing conditions report explores current conditions and helps create a profile of the JOSH study area. It addresses topics such as development patterns and demographic characteristics including population and employment forecasts. It also examines land use, parks, transportation, and natural resources.



### Demographics

Demographic information was collected from the United States Census Bureau's American Community Survey, 2017 5-Year Estimates. The data was compiled from five different Census Tracts that overlap the study area. Population and Employment forecasts was collected for the same geographic area using Traffic Analysis Zone (TAZ) modeling provided by the Atlanta Regional Commission (ARC). Other data sources include: Cobb County Geographic Information Systems (GIS), Community Development Agency, Cobb County Department of Transportation, Cobb County Water Systems and Cobb County Parks.

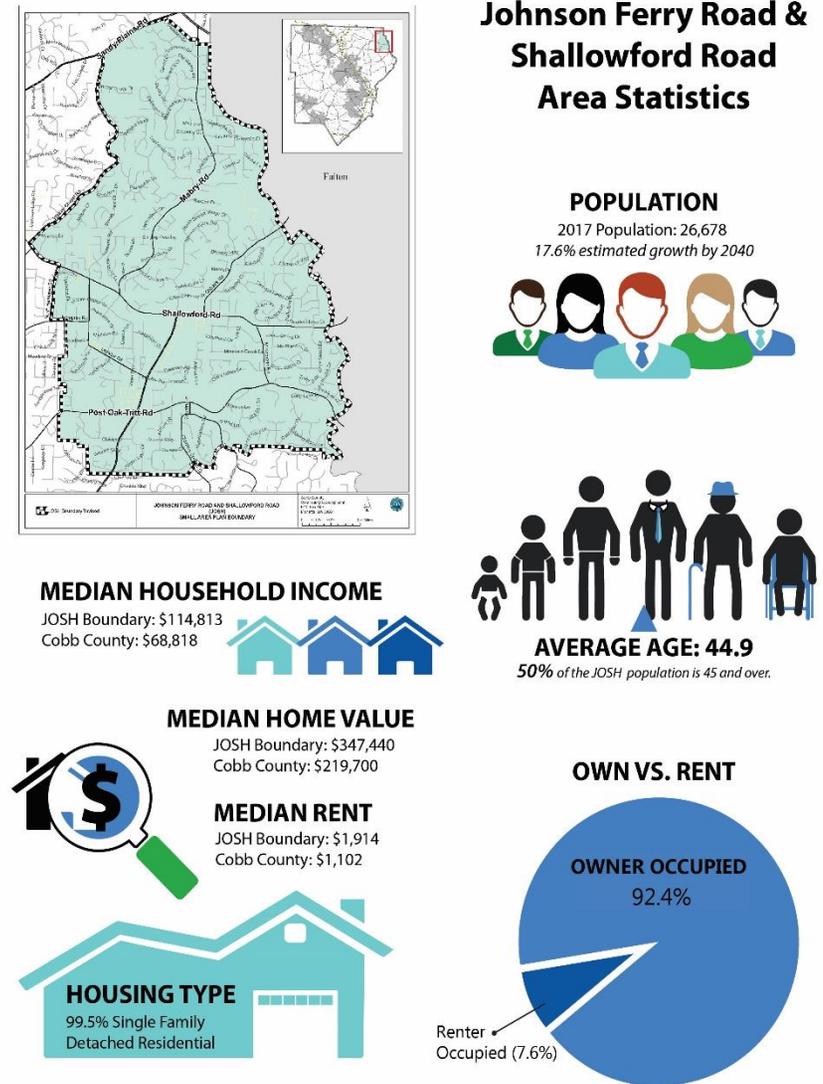
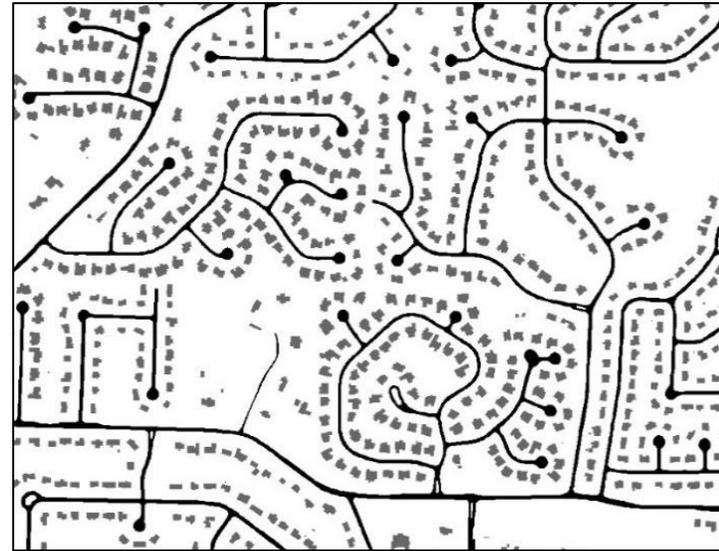


Figure 1. Demographics

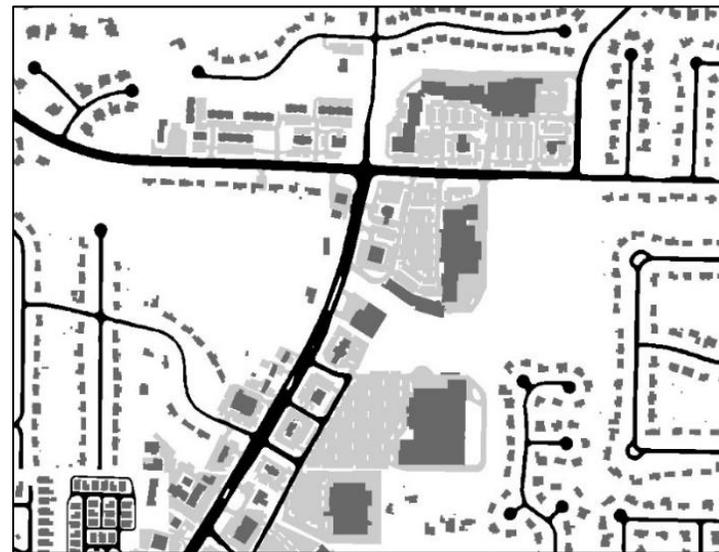
## Development Pattern

The study area is made up of predominantly suburban residential uses surrounding two separate neighborhood commercial centers that provide an array of goods and services needed by households within the study area. The suburban residential uses are almost exclusively made up of single-family neighborhoods that were primarily built between the 1970's and the 1990's. The development pattern of these neighborhoods consists of low density developments with cul-de-sac street design flowing into a collector and arterial street system. Sidewalks and crosswalks exist along most of the roadways and local streets. However, most are narrow and not maintained (broken concrete). Crosswalks are evident. However, they can either be confusing or in locations that are inconvenient for pedestrians. There are pockets of open space and a high-to-moderate degree of building separation. Most of the open space areas are privately owned, either collectively under the purview of Homeowners Associations, or individually. Mixed throughout the suburban residential area are religious institutions, cemeteries, schools, and parks. One of the primary strengths of this area are the schools, which makes this community a desirable location to live.

The commercial development pattern consists mostly of a mix of shopping centers, outparcel buildings, office uses, and large expanses of surface parking to accommodate the uses. The relatively large, L-shaped shopping centers are anchored by supermarkets and restaurants. Outparcel developments, mostly along Johnson Ferry Road, exist to provide consumers quick and easy access to businesses, such as drive-thru services. Both Neighborhood Activity Centers within the JOSH study area also has smaller-scale office developments. Most of the office buildings have been built along the periphery of the activity center and have a residential-like architectural appearance, which is typical of suburban development patterns in the North Metro Atlanta area.



*Map 3. Residential Development Pattern*



*Map 4. Commercial Development Pattern*

## Land Use

### Existing Use

Existing land use describes the current use of a property. Most existing uses are based on the zoning of the property; however, some uses are considered to be legal non-conforming (also known as *grandfathered*). An example of this is a use/activity that was occurring prior to the establishment of zoning in the County; Another is that a particular zoning district may no longer be valid, or, in some situations, may no longer be compatible with the County’s future land use plan.

Residential is the predominant land use type within the study area (85%). Commercial uses, which are centered at the intersection of Johnson Ferry and Shallowford Roads, as well as near the intersection of Shallowford and Lassiter Roads, account for just under 4%. Park/ Recreation/Conservation uses are based on conservation easements, Homeowner Associations lands, and some lakes. In total, these tracts cover almost 9.3% of the existing use within the JOSH study area.

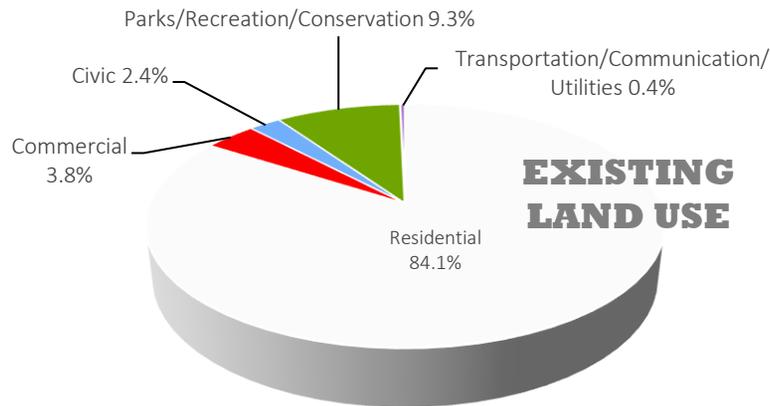
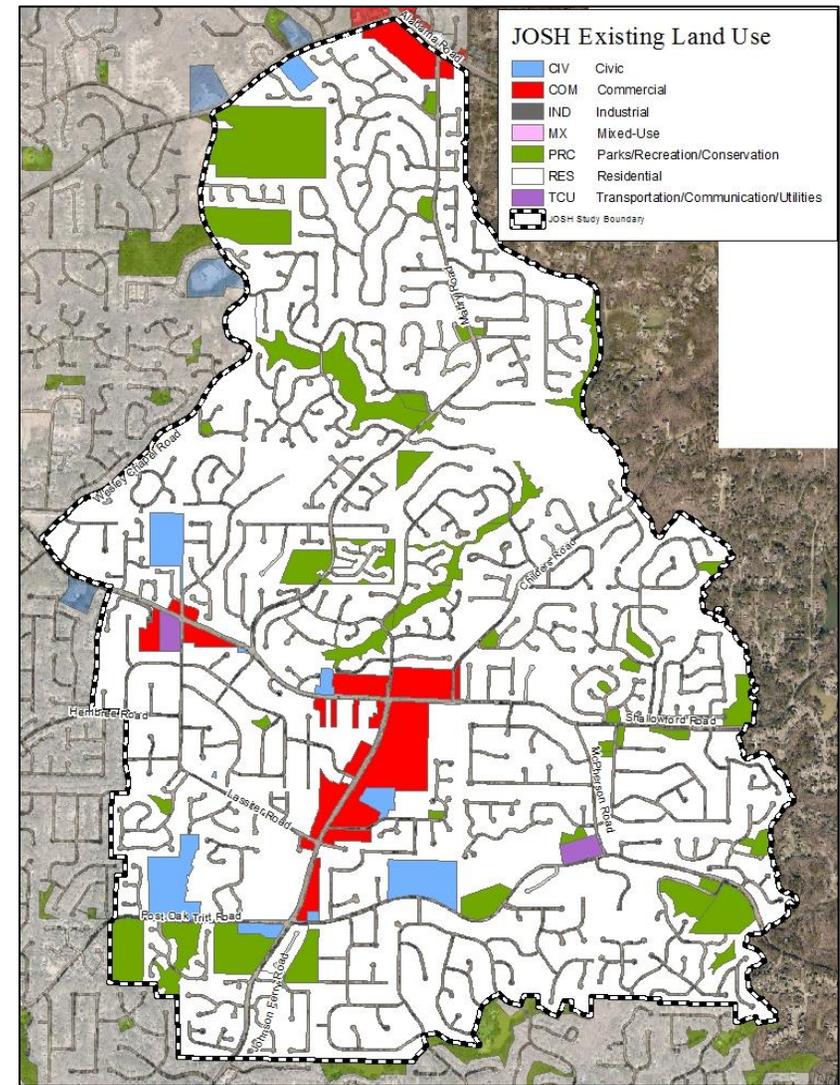


Figure 2. Existing Land Use Breakdown

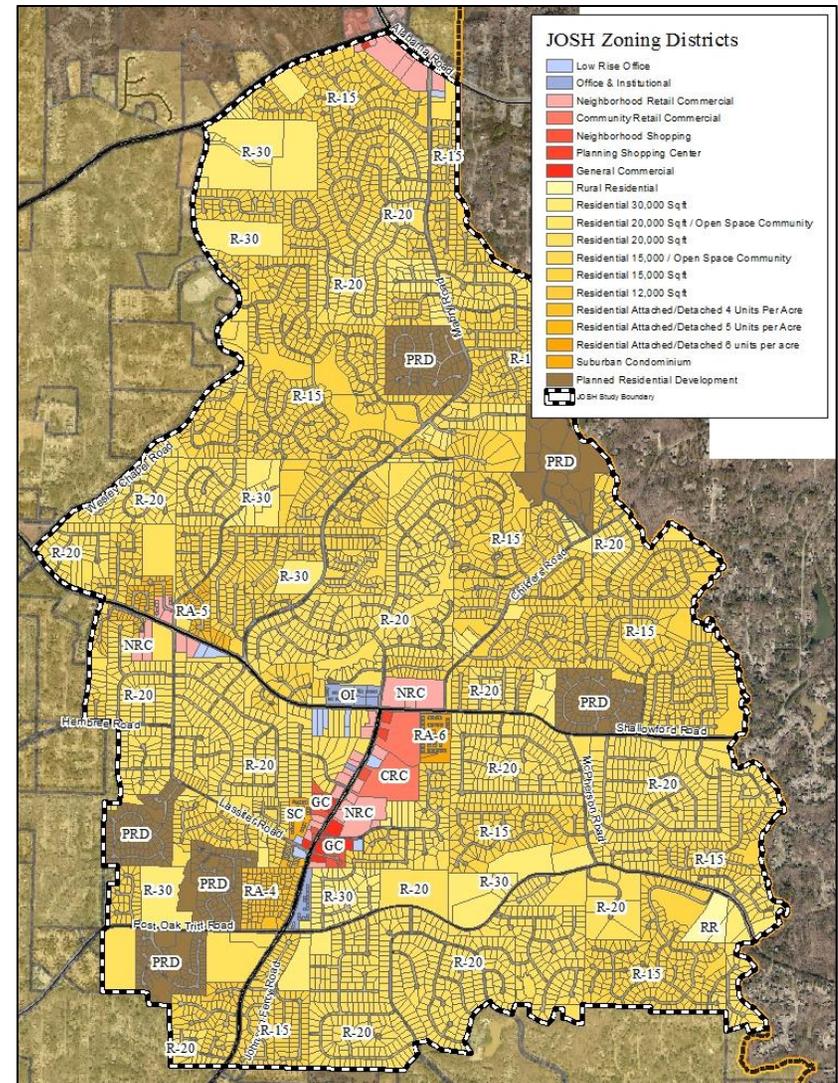


Map 5. Existing Land Use

Zoning

While the 2040 Comprehensive Plan and associated Future Land Use Map are the general policy guide, the zoning ordinance is the legal device to execute the plan. The zoning ordinance divides the community into districts or zones, and regulates land use activity by specifying permitted uses of land and the intensity or density of such uses.

In keeping with most residential existing uses, 95% of the area is residentially zoned. Residential 20,000 sq. ft. (R-20) and Residential 15,000 sq. ft. (R-15), which are both single-family residential zoning districts, make up almost 80% of the study area (Figure 3). Residential 30,000 sq. ft. (R-30) and Planned Residential Development (PRD) make up 15% of the zoning in the study area. The R-30 tracts are mostly larger tracts that have not been subdivided along Post Oak Tritt Road, east of Johnson Ferry Road and along Wesley Chapel Road and Mabry Road. Similar to existing uses, about 5% of zoning in the study area is commercial. The commercial zoning districts can be found around the intersection of Shallowford and Lassiter Roads and at the intersection of Shallowford and Johnson Ferry Roads, as well as extending south along Johnson Ferry Road to Post Oak Tritt Road. At the intersection of Shallowford and Lassiter Roads, are small neighborhood retail commercial zones that serve the neighborhoods in the immediate area. Near the intersection of Shallowford and extending south along Johnson Ferry to Post Oak Tritt Road, there exists a combination of Neighborhood Retail Commercial (NRC), Low Rise Office (LRO), Office Institutional (OI), and Community Retail Commercial (CRC). A few older, larger shopping centers within the general area are zoned General Commercial (GC) and Neighborhood Shopping (NS). Figure 3 and 4 on page 11 provide a more detailed breakdown of current zoning within the study area.



Map 6. Zoning

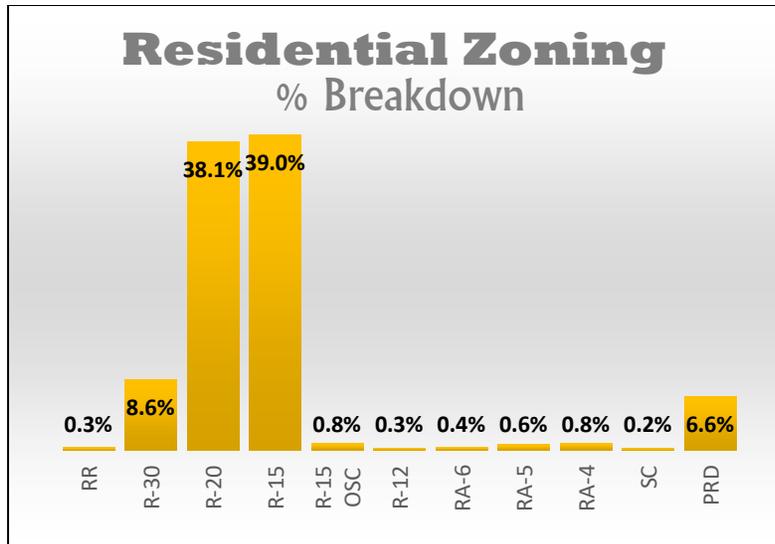


Figure 3. Residential Zoning Breakdown

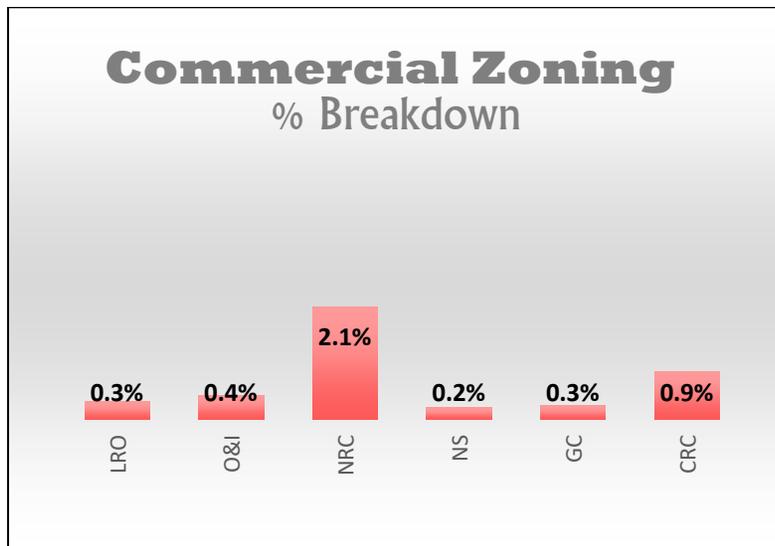


Figure 4. Commercial Zoning Breakdown

### Future Land Use

The future land use is part of the 2040 Comprehensive Plan and is a guideline for future development. It includes land use policy guidance that encourages development techniques that provide compatibility to adjacent uses, such as types of uses, density ranges, floor area ratios, transitional uses, and compatible zones. The future land use is mostly utilized when properties are rezoned. Staff uses the future land use as a tool to help make staff recommendations to the Planning Commission and Board of Commissioners.

The future land uses in the JOSH Study Area includes residential commercial, institutional, and parks, recreation and conservation uses (See Map 7). Almost 85% of the study area is designated for Low Density Residential (LDR), which provides for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre.

About 5% of the area is considered Neighborhood Activity Center (NAC) and exists at strategic nodes located around high volume intersections. The purpose of the NAC is to provide small offices, limited retail and grocery stores in areas that serve neighborhood residents and businesses.

Medium Density Residential (MDR) future uses, which is a transitional use provides for areas suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre. The MDR areas are situated strategically around the NAC nodes to provide appropriate land use transitions from the commercial uses along the arterial roadways to the lower density single-family homes that make up most of the uses.

One of the more important quality of life designations is Park, Recreation and Conservation (PRC), which consists of 5% of the future use. Most of the PRC tracts are properties owned and maintained by Homeowners Associations. There are two public owned tracts that are listed as PRC on

the Future Land Use map; Wright Environmental Center, and Mabry Park.

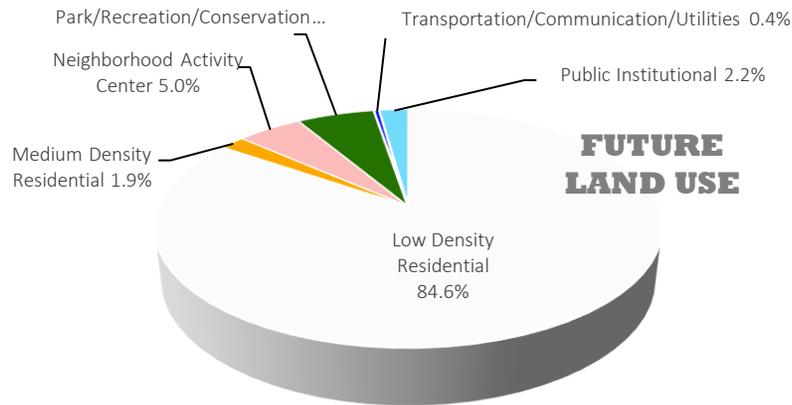
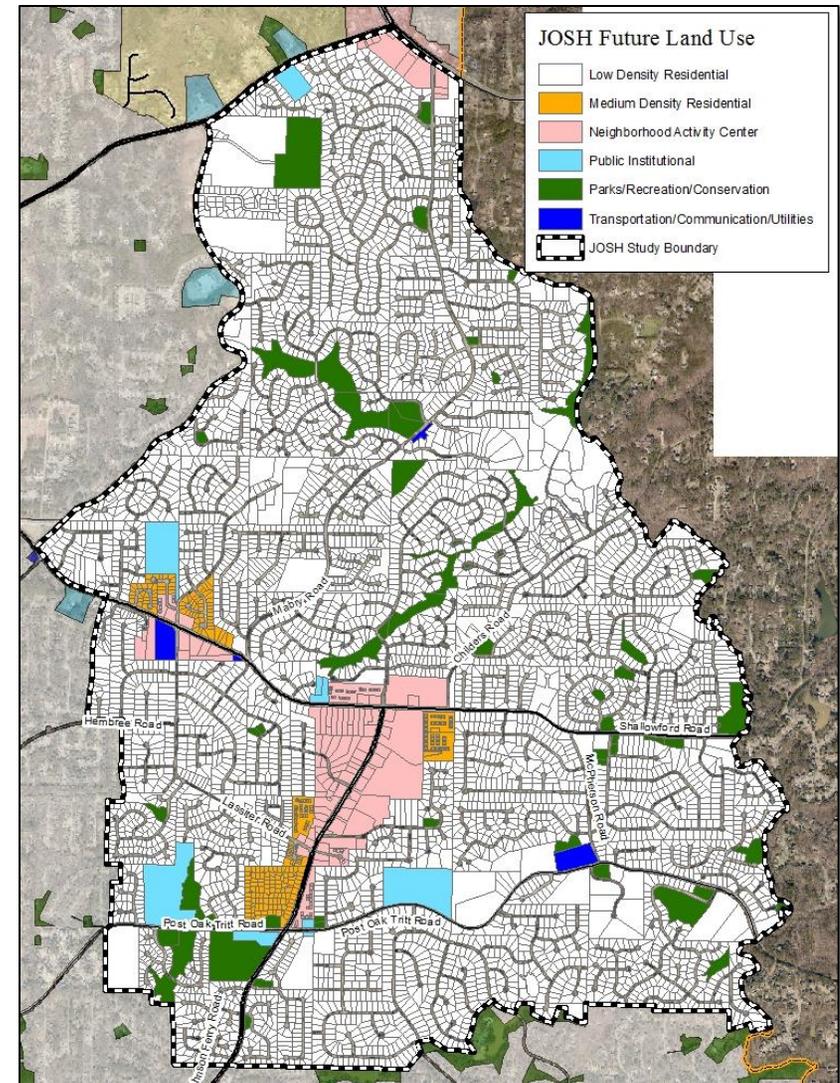


Figure 5. Future Land Use Breakdown

**“The future land use map is part of the 2040 Comprehensive Plan and is a guideline for future development.”**

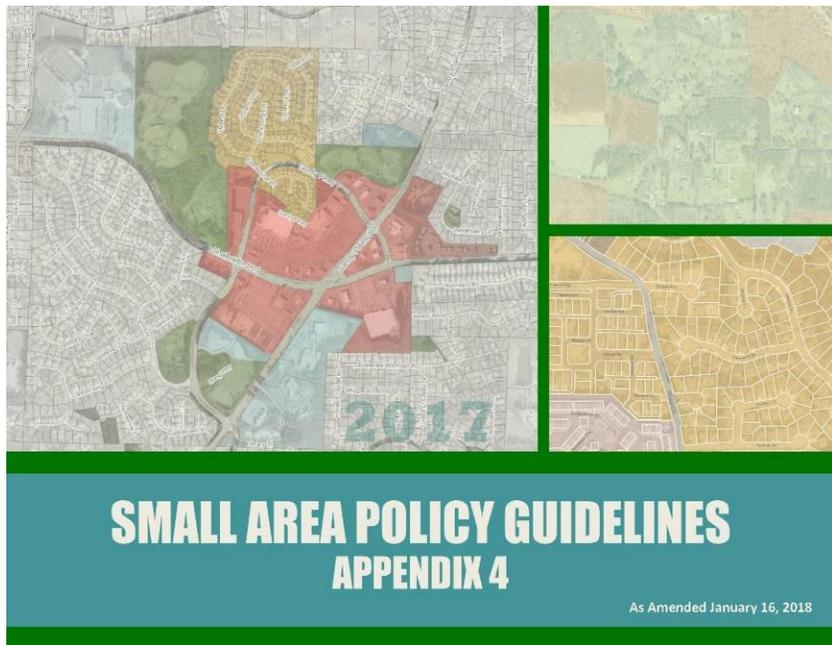


Map 7. Future Land Use

### Small Area Policy Guidelines

As part of the 2040 Comprehensive Plan and Future Land Use guidelines, the Small Area Policy Guidelines (SAPG) provide policy guidance on specific individual tracts of land scattered throughout the county to help better manage growth in those areas.

There are currently two locations within the JOSH study area where specific policies exist. Located at the southwest corner of Johnson Ferry and Shallowford Road is policy NAC-P9 (Map 9), as it is referenced in the 2040 Comprehensive Plan. Around the intersection of Shallowford Road and Lassiter Road is NAC-P13 (Map 9).

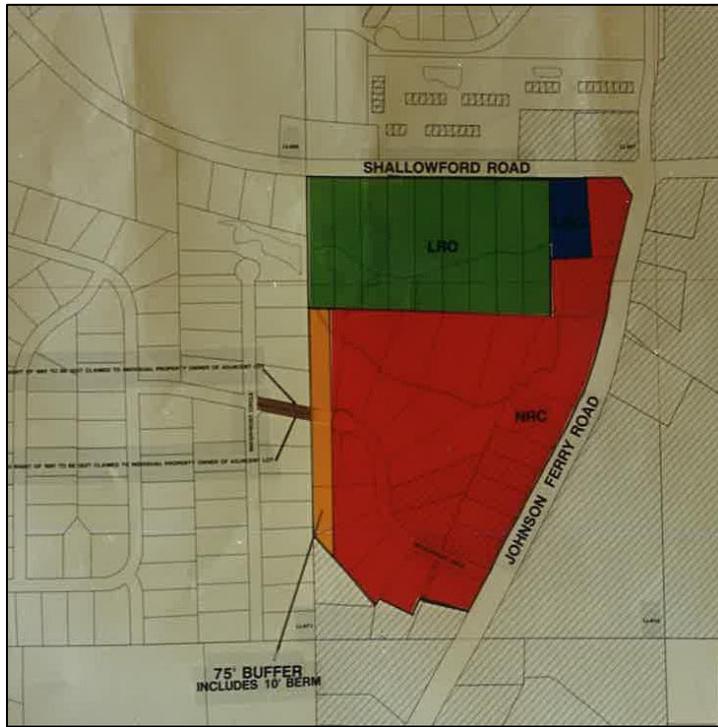


### NAC-P9

Policy 9 under the Neighborhood Activity Center designation (NAC-P9) was established in 1993 and revised in 2000 and 2007. The overarching objective of the plan was to create a uniform development with adequate buffering and controls, rather than a hodgepodge development without adequate safeguards. Staff at the time, in conjunction with the community, created a plan that suggested assemblage of some parcels and other parcels not to be assembled (See Map 8).

Parcels not to be assembled include the 11 parcels fronting Johnson Ferry Road. The policy guideline recommends the Neighborhood Retail Commercial (NRC) zone for these parcels. The first parcel with single frontage along the south side of Shallowford Road, just west of Johnson Ferry Road, is also recommended not to be assembled and encourages a Limited Retail Commercial (LRC) zone. Additionally, the nine (9) parcels fronting Shallowford Road and immediately west of the LRC tract are recommended not to be assembled and suggest a Low-Rise Office (LRO) zone. To ensure the neighbors to the west are protected from future development, the policy goes further to recommend a 25' landscaped buffer along the western edge of the last LRO parcel upon rezoning.

Parcels subject to assemblage include 13 lots along Waterfront Drive. The policy recommends these lots to be assembled and zoned Neighborhood Retail Commercial (NRC) (Map 8). The policy also suggests closing off Waterfront drive east of Waterfront Circle and establish a 75' buffer and a 10' foot high berm along the western edge of the entire tract to protect the single-family neighborhoods (Waterfront Subdivision) to the west. Other recommendations include reconfiguring the existing lake to allow for better compatibility with this redevelopment scenario, as well as, vertical and horizontal mixed uses.



Map 8. NAC-P9

**NAC-P13**

Policy 13 under the Neighborhood Activity Center designation (NAC-P13) was established in 1997. The policy established a NAC node at the intersection of Shallowford and Lassiter Roads. According to the analysis associated with the land use change, the node was established to provide a better transition of land uses from the high-volume intersection and the power sub-station that occupies the southwest corner of the intersection, to the single family residential neighborhoods. The policy specifically encourages low-rise office uses for parcels within the NAC and with only one public road frontage.



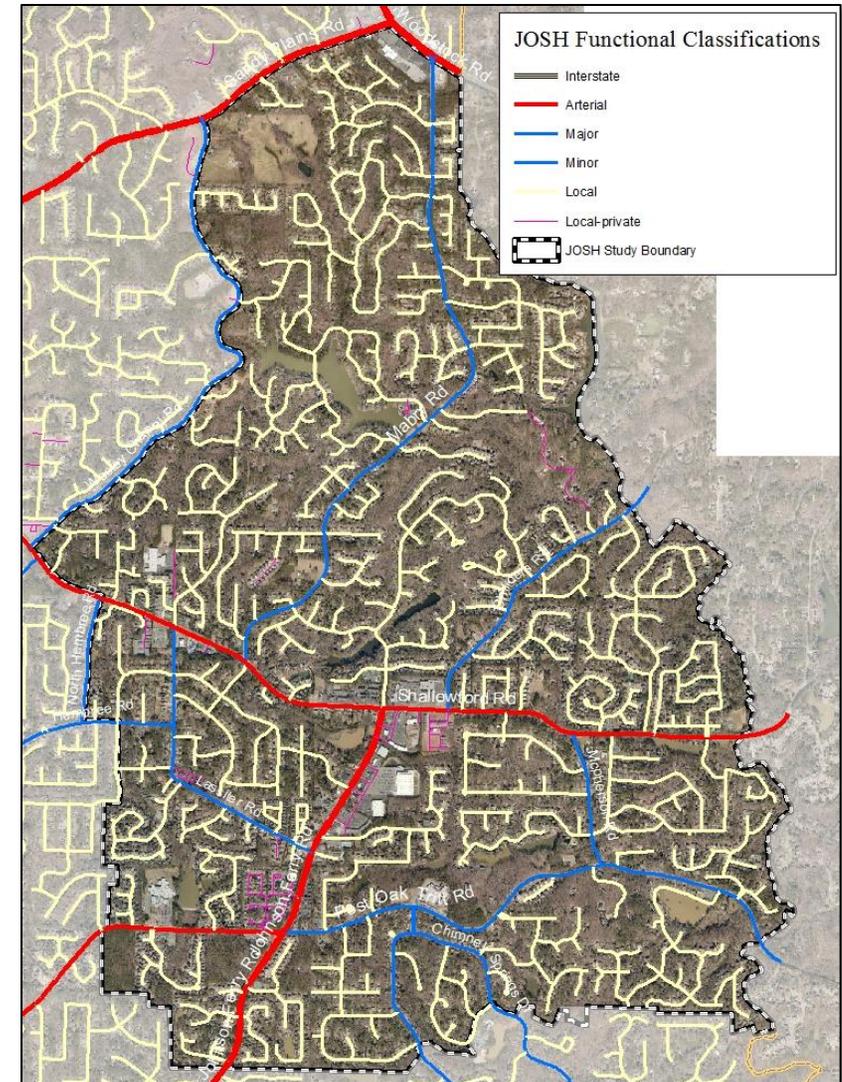
Map 9. JOSH Small Area Policy Guidelines

**“Small Area Policy Guidelines (SAPG) provides policy guidance on specific individual tracts of land...”**

## Transportation

### Functional Classifications

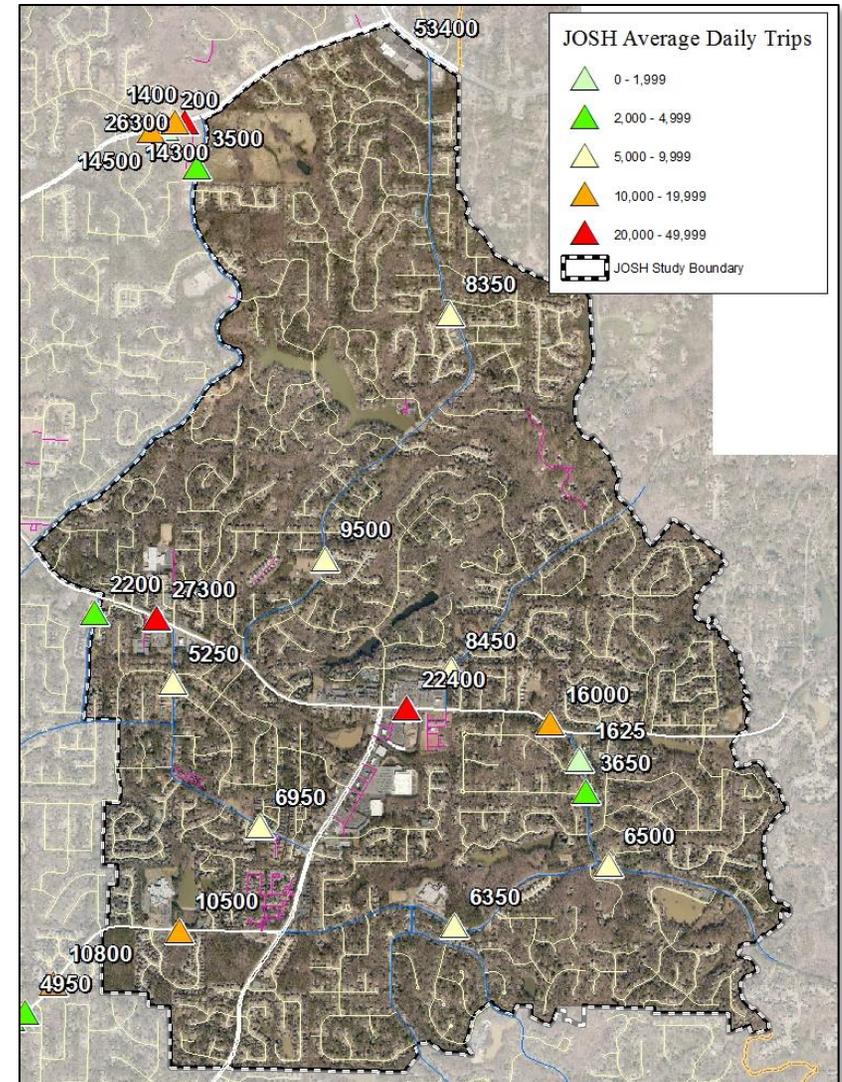
Shallowford Road and Johnson Ferry Road are the two main arterial routes within the JOSH study area. Shallowford Road is a four-lane roadway with a center two-way turn lane. It provides east-west connectivity between the activity centers along Canton Road and the City of Roswell. Johnson Ferry Road is a four-lane, median divided roadway that provides north-south connectivity between east Cobb and jobs centers around Sandy Springs and the Perimeter Center area. The stretch of Post Oak Tritt road located west of Johnson Ferry Road, is also considered an arterial roadway. It is a two-lane road, with intermittent turn lanes that provide access to residential neighborhoods. There are several collector roadways within the study area connecting the arterial roadways, as well as many miles of local streets providing direct access to residences. Map 10 provides an illustration of the roadway functional classifications for JOSH.



Map 10. JOSH Functional Classifications

Traffic Counts

The primary travel routes within the JOSH area are Shallowford Road and Johnson Ferry Road, which experience high traffic volumes during the weekday peak hour periods. During the morning, peak period timeframe traffic converges onto Johnson Ferry Road from the east and west along Shallowford Road. Traffic diverges either south along Johnson Ferry Road to Sandy Springs and the Perimeter Center area or continues east to employment centers around Roswell and Alpharetta. The flow reverses during the PM peak period timeframe. Map 11 provides traffic counts for the JOSH study area.

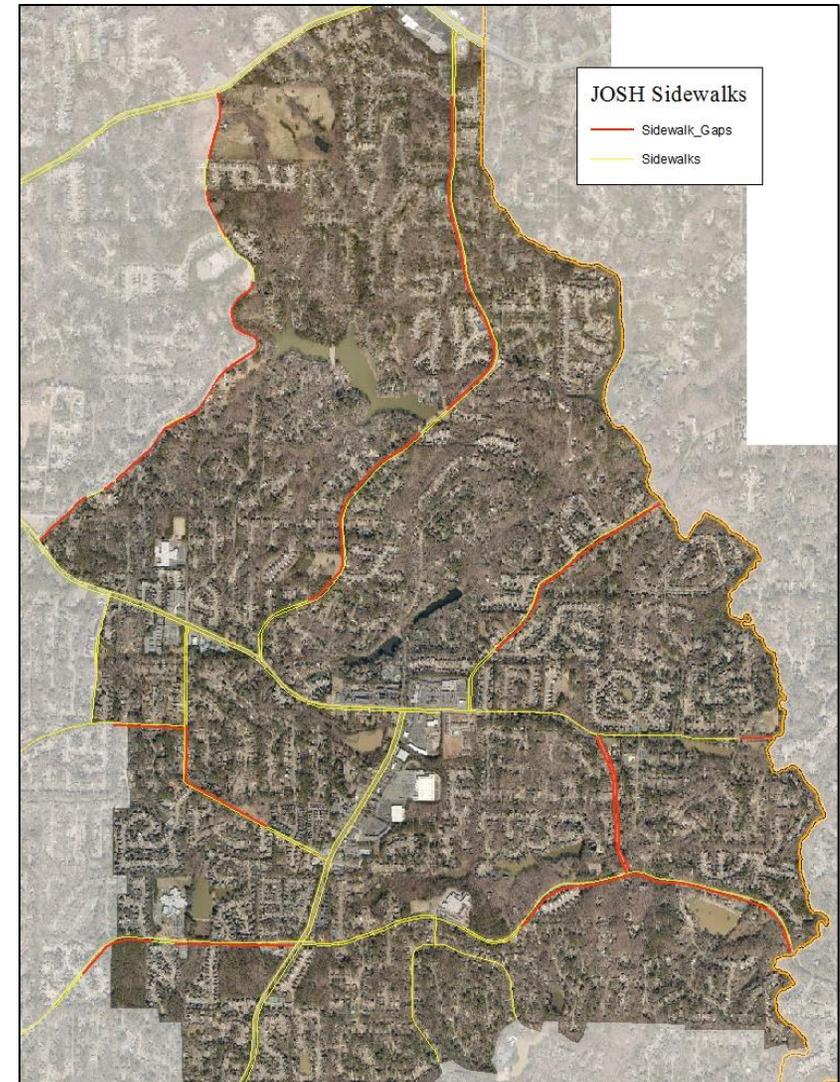


Map 11. JOSH Average Daily Trips

### Sidewalks

Sidewalks exist on nearly all roadways within the JOSH study area, either on one side of the road or both sides. Johnson Ferry Road has sidewalks on both sides; however, there is a lack of direct pedestrian mobility access to the commercial portions of the study area. Shallowford Road has sidewalks on both sides from Childers Road west to the boundary of the study area. McPherson Road, which is considered a collector roadway, does not have sidewalks on either side of the road. There are sporadic gaps, lack of connectivity to commercial businesses, and narrow widths that can impact pedestrian safety and mobility.

Mabry Road has a continuous sidewalk on the east side, but lengthy gaps on the west side can endanger pedestrians, along with the lack of crosswalks. Childers and Lassiter Roads also contain sidewalk gaps. Sidewalks are nearly non-existent along Wesley Chapel Road, where there will likely be an increase in pedestrian traffic due to the new Mabry Park that is located on the northern end of the roadway. Map 12 provides a visual of where sidewalks exist and where the gaps are located within the JOSH study area.



Map 12. JOSH Sidewalks

## Parks, Greenspace, Trails, and Historic Resources

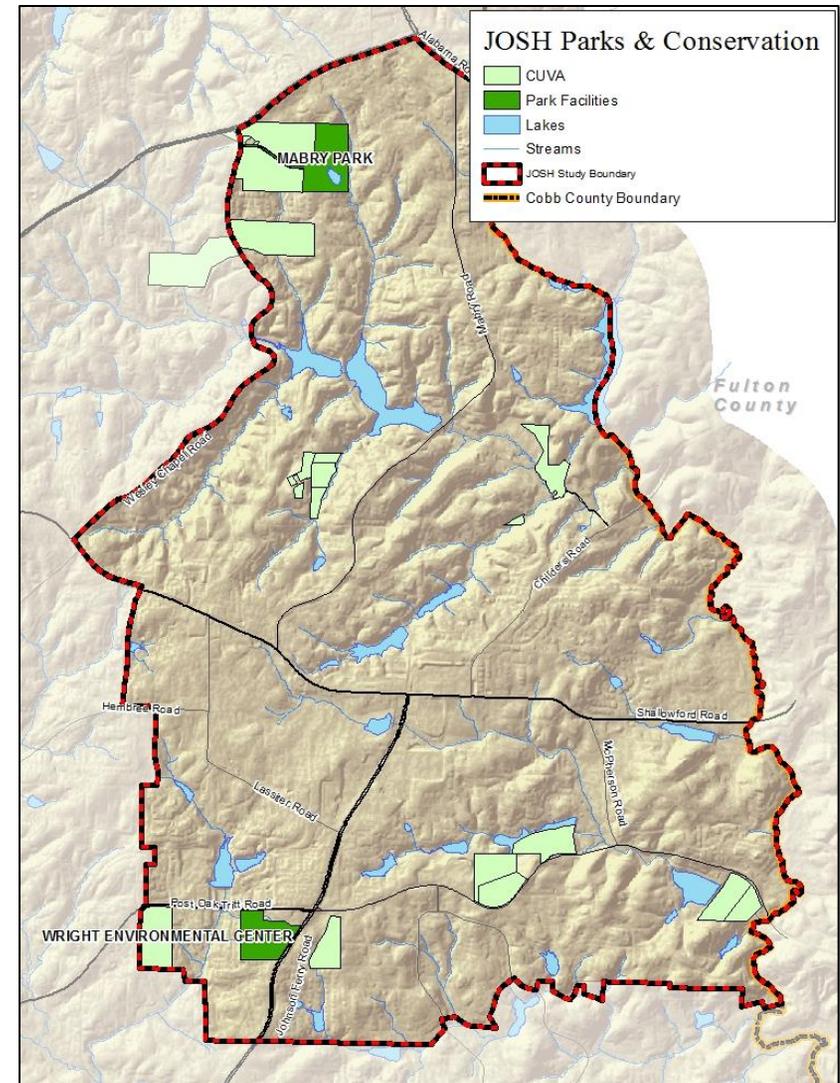
### Parks

There are two park facilities within the JOSH study area, the Jean & Elwood Wright Environmental Center and Mabry Park. Both parks are passive and provide visitors with educational and less-structured recreational experiences, in addition to public health benefits and improved quality of life for the entire community.

The Wright Environmental Center is located on the southwest corner of Post Oak Tritt Road and Johnson Ferry Road. It consists of 19 acres of protected land with a wide selection of flora and fauna native to Georgia. The property includes natural surface walking trails that meander through the entire property at a gentle grade. The educational center also features the original homestead of Jean and Elwood Wright, which has been renovated into classroom space and includes a small kitchen and restrooms. There is a conservation easement that runs with the property in perpetuity that limits its accessibility. The center is not open for daily public access. However, it is open to groups or classes for educational programs focused on environmental enrichment.

In the northern portion of the study area, on the west side of Wesley Chapel Road and south of Sandy Plains Road is Mabry Park, Cobb County's newest park. The park was completed and open to the public in May of 2019. The land that Mabry Park sits on was purchased by Cobb County with funds allocated from a \$40 million bond issue that was approved in November 2006.

Following the purchase, Cobb County PARKS Department, in partnership with the community, developed a master plan for the park that specifies the types of amenities and their locations within the park.



Map 13. JOSH Parks & Conservation

Development of the park was funded under the 2016 SPLOST program. Mabry Park has a mix of forest and open meadow settings, with 1.2 miles of walking trails, a playground, community garden, several pavilions, a pond and a boardwalk across a wildlife viewing area.

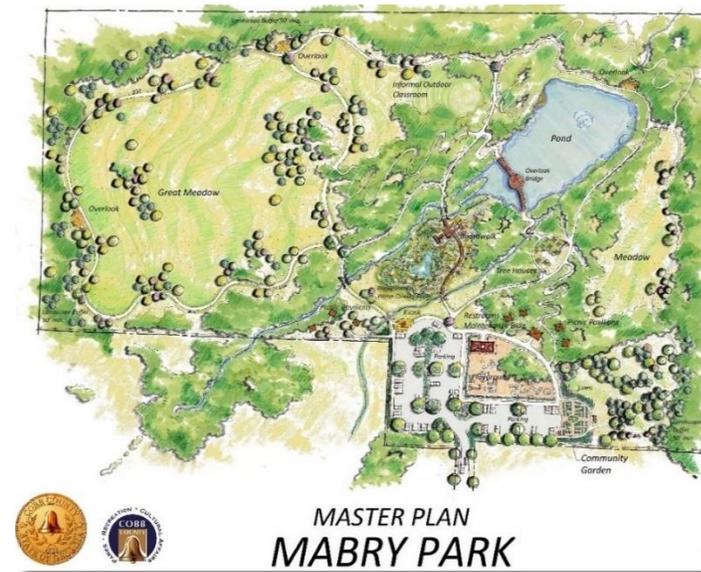


There are currently no recreational or multi-purpose trails within the JOSH study area, other than trails internal to Mabry Park. The nearest existing trail is the East Cobb Trail, which runs about 1.65 miles along Roswell Road from East Cobb Park to Shady Hill Road, east of Johnson Ferry Road. There is also an internal network of recreational trails within East Cobb Park and connected by a bridge to the adjacent Fullers Park.

Other parks in the vicinity of the JOSH study area include Harrison Park, Sandy Plains Park, Mountain View Aquatic Center and The Art Place. Although they are not within the JOSH study area, they are located just outside the study area near the intersection of Shallowford Road and Sandy Plains Road. Sweat Mountain Park is located slightly further to the north and west of the study area.

PARK & GREENSPACE	Total Acres	Open to the Public	Amenities
Wright Environmental Center	19	No (open to groups, organizations, and classes)	Walking trails, Educational Programs
Mabry Park	26.5	Yes	Playground, Walking Trails, Community Garden, Pavilions, Pond, Boardwalk across wetlands, Open meadows

Figure 6. Park & Greenspace



Conservation Use Valuation Assessment (CUVA)

There are multiple parcels within and directly adjacent to the study area that are considered conservation lands (Map 13). These parcels make up approximately 103 acres and are privately owned. Each of the parcels have been voluntarily placed by the property owner into a CUVA easement under the Official Code of Georgia Annotated (O.C.G.A.) Section 48-5-7.4.

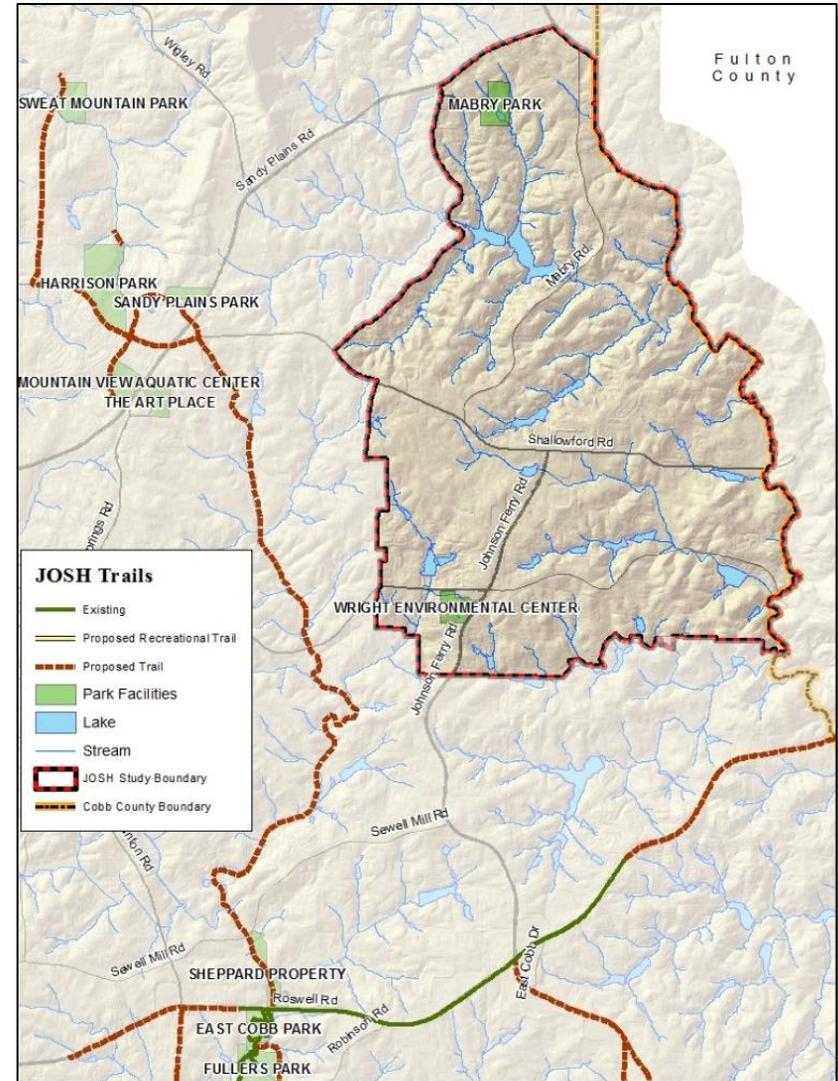
CUVA is a state program that provides favorable tax treatment designed to protect property owners from being pressured by the property tax burden to convert their land from agricultural use to residential or commercial use. Each county has the authority to administer the program in different ways. In Cobb, owners of less than 10 acres are required to show that the land is used for the qualifying conservation use, in return for a reduced tax rate. The property owner must keep the land undeveloped in a qualifying use for a period of 10 years or incur penalties. After 10 years, the property owner may re-enroll in the program or convert back to the standard property tax rate. As these covenants expire and the property owner chooses not to renew CUVA or if the covenant is breached, these lands could become ideal candidates for greenspace and/or new development.

CONSERVATION	Total Acres	Number of Parcels
CUVA	102.5	12

Figure 7. CUVA Acres

Trails

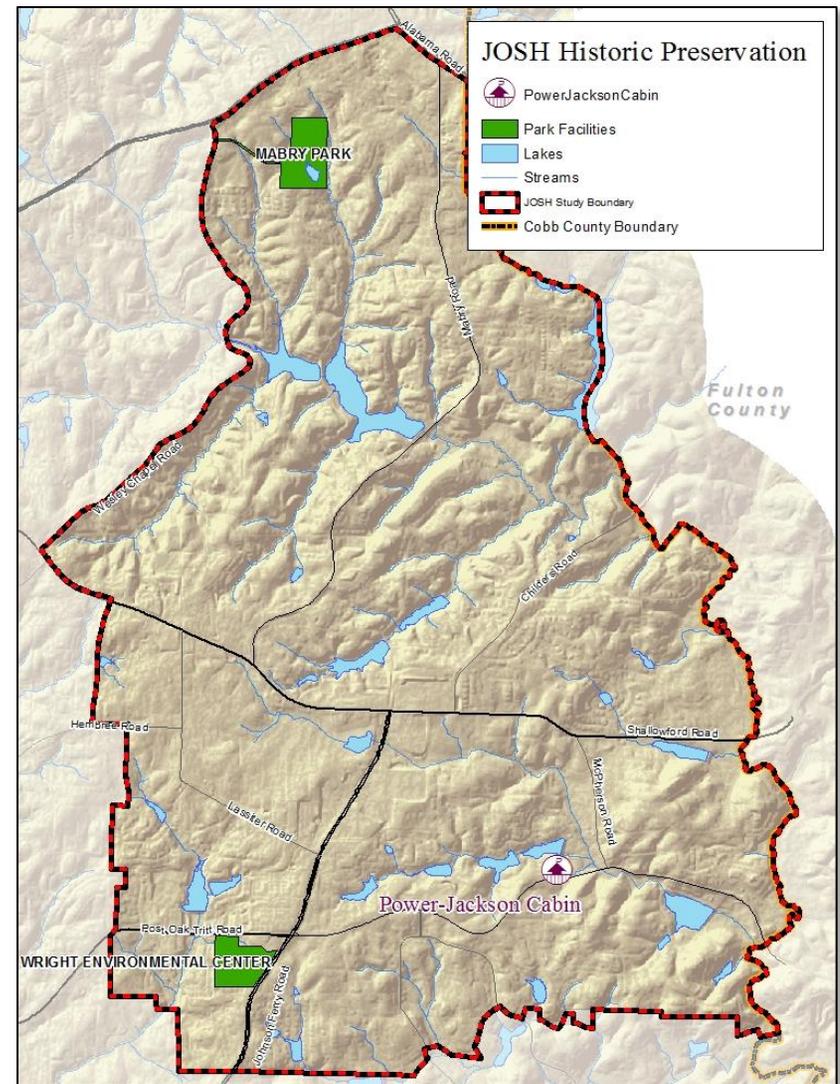
According to the Cobb County Greenways & Trails Master Plan completed in 2018, there are no proposed or programmed trails planned for the JOSH study area. There is a proposed multi-use trail traversing along Piney Grove Creek connecting East Cobb Park to the park facilities at Mountain View and around the intersection of Shallowford Road and Sandy Plains Road. Currently, this is a conceptual trail for which funding has not been identified.



Map 14. JOSH Trails

## Historic Resources

While the area is rich in history, there is only one documented historic resource that is within the JOSH study area. The c. 1830 Power-Jackson Cabin is a rare historic log structure that sits on private property on Post Oak Tritt Road, just west of its intersection with McPherson Road (Map 15). As of 2015, the site contains the cabin, a barn, a storage building, a well structure, the Hardman Cemetery, and a fenced pasture area. It is well-marked, though privately owned. According to *Architecture, Archaeology and Landscapes: Resources for Historic Preservation in Unincorporated Cobb County, Georgia* by Darlene R. Roth, Ph.D. it is reputedly the oldest extant building in Cobb County. In past Parks Bond referendums, the County has sought to purchase the site and the structures for preservation but has been unsuccessful.



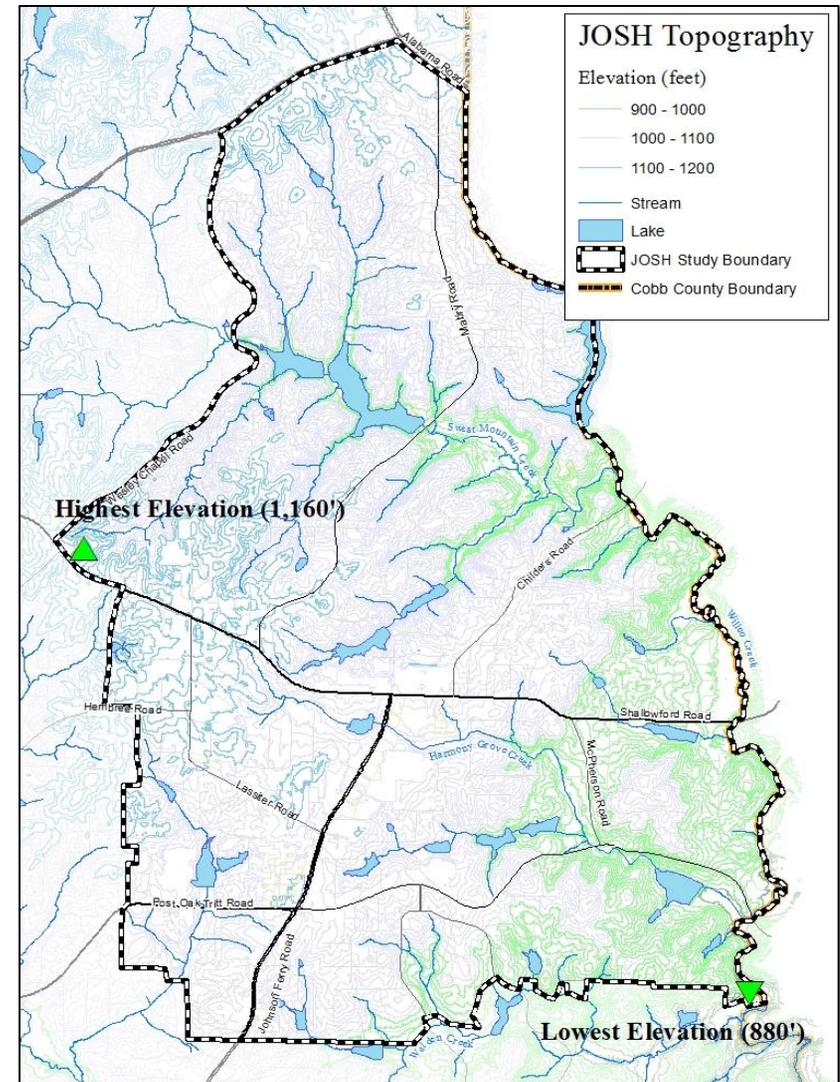
Map 15. JOSH Historic Preservation

## Natural Features

### Topography

The topography of the JOSH study area consists of rolling hills with ridges and valleys. It is traversed by many small creeks and streams, some of which have been impeded by dams over the years, resulting in the creation of ponds and small lakes. The largest stream is Willeo Creek, which borders Cobb County and Fulton County and empties into the Chattahoochee River just north of the Chattahoochee National Recreation Area and Morgan Falls Dam. Willeo Creek is fed by Sweat Mountain Creek, Harmony Grove Creek, Walden Creek, and associated tributaries, which drains the study area mostly from the west and northwest to the east and southeast.

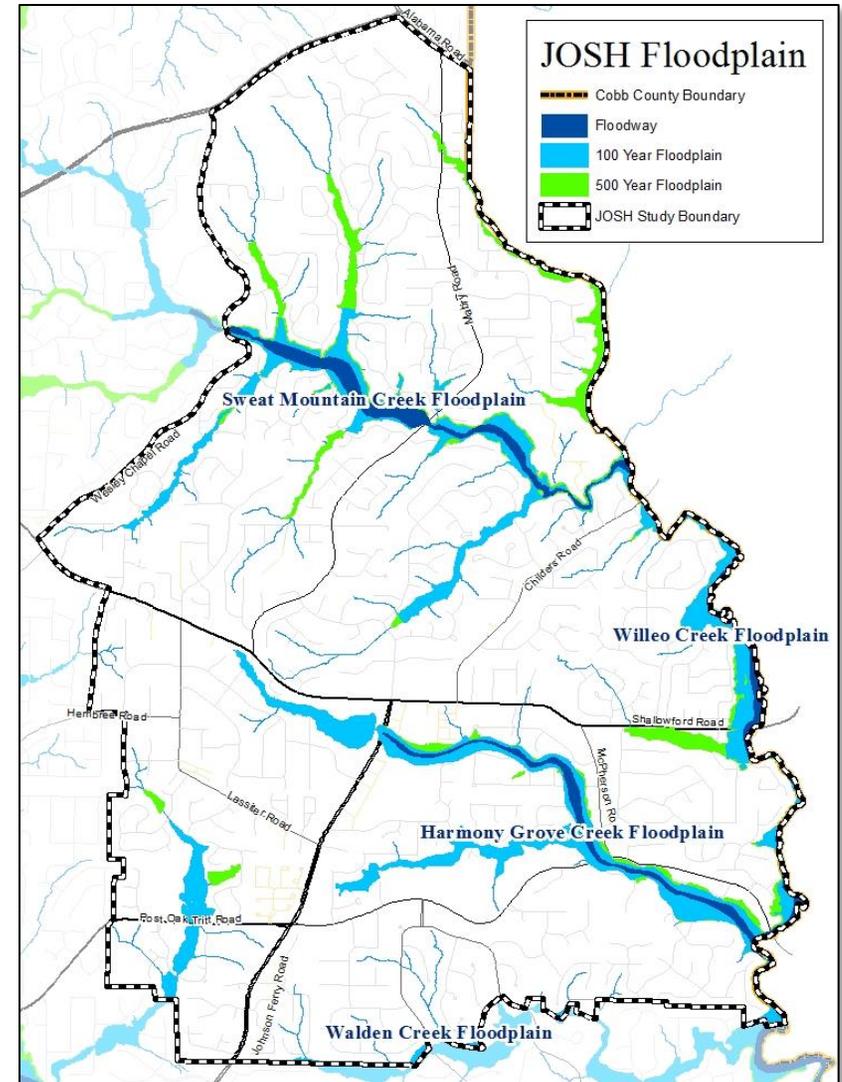
The overall slope of the land runs from the northwest to the southeast. The southwest corner of the study area slopes from the northeast to the southwest. The highest elevation is 1,160 feet above sea level, near the intersection of Shallowford Road and Wesley Chapel Road. The lowest elevation is located in the extreme southeast corner of the study area at Willeo Creek.



Floodplain

As indicated on the Floodplain Map (Map 17), there are four main areas of floodplain that follow along the major creeks in the study area. The Sweat Mountain Creek floodplain flows through residential neighborhoods in the northern portion of the study area. The Harmony Grove Creek floodplain begins near the intersection of Johnson Ferry Road and Shallowford Road. In the southern portion of the study area, along the study area boundary, is the Walden Creek Floodplain. The floodplain and floodways associated with these creeks cross the study area from the northwest to the southeast and drain into Willeo Creek on the eastern edge of the study area. Willeo Creek also has associated floodplains down to where it drains into the Chattahoochee River.

<b>Floodplain</b>	<b>Any land area susceptible to being inundated by flood waters from any source.</b>
<b>Floodway</b>	<b>The stream channel and that portion of the adjacent floodplain which must remain open to permit passage of the base flood.</b>
<b>Base Flood</b>	<b>The 1% chance or 100-year flood adopted by the National Flood Insurance Program (NFIP) as the basis for mapping.</b>
<b>100 Year Flood</b>	<b>1% annual chance flood</b>
<b>500 Year Flood</b>	<b>0.2% annual chance flood</b>

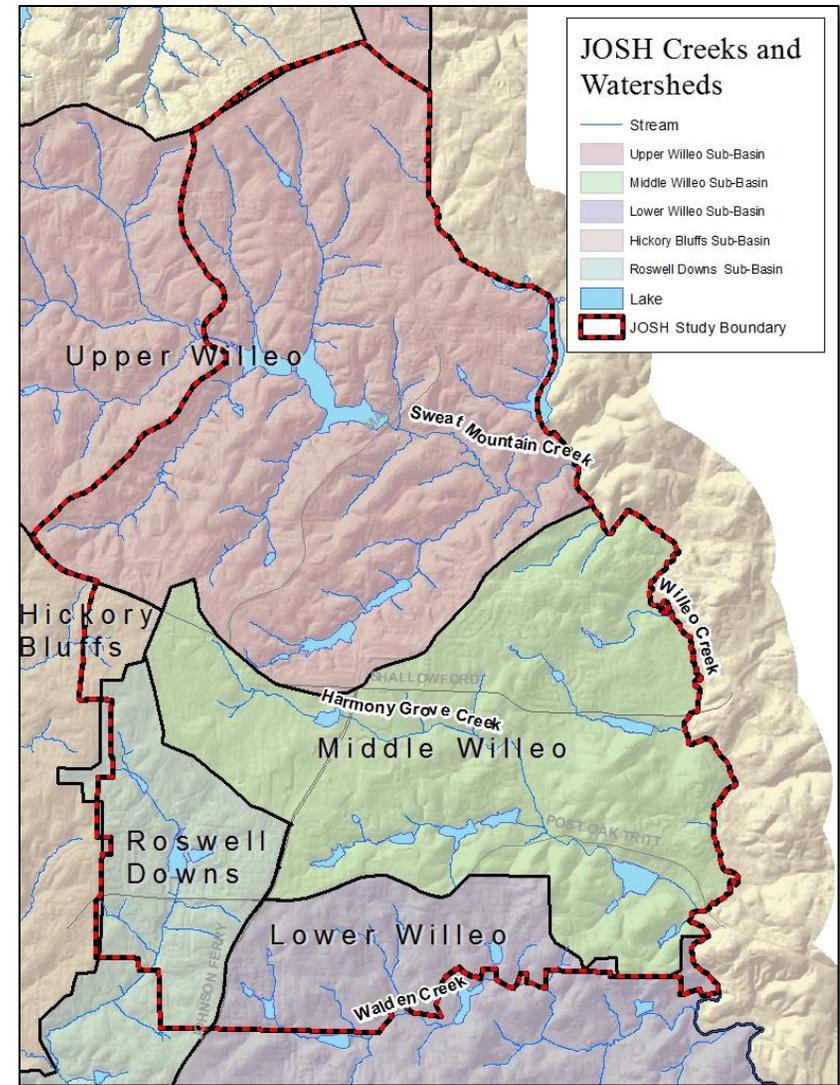


Map 17. JOSH Floodplain

Watersheds

A watershed is an area of land that drains to a common body of water such as a stream, river, or lake. Excluding water that is taken in by plants, rain that falls on the JOSH study area eventually drains into the Chattahoochee River via five (5) different watersheds. Understanding the watersheds provides an important overview of how stormwater is transported across the study area and can be an important discussion topic as it relates to stormwater management best practices.

Most of the study area is covered by the Willeo Creek Watershed that is made up of the Upper Willeo Creek, Middle Willeo Creek and Lower Willeo Creek sub-basins. The Willeo Creek watershed drains water from the west and northwest through the study area to Willeo Creek that forms the boundary between Cobb County and Fulton County. Subsequently, Willeo Creek empties into the Chattahoochee River just north of Morgan Falls Dam. In the southwest corner of the study area, the Hickory Bluffs and Roswell Downs sub-basin are part of a larger watershed that drains into Piney Grove Creek. Ultimately, Piney Grove Creek drains into Sewell Mill Creek, which is a tributary to Sope Creek. Sope Creek flows into the Chattahoochee River just north of Riverlook Parkway and Columns Drive.



Map 18. JOSH Creeks and Watersheds

## PUBLIC PARTICIPATION

As it is one of the more important phases of the planning process, the public participation phase is a key component in the development of the JOSH Small Area Plan. A community-driven plan is one that ensures that community members have a voice in solving current problems and participating in the planning for the future. Furthermore, once JOSH is adopted, property owners, business owners, developers, community members, and elected officials will all have a shared expectation of how the study area should develop over time.

The JOSH plan was developed by way of an extensive public participation program. A stakeholder group was established, consisting of key individuals representing a variety of groups and organizations. Stakeholder and community meetings were conducted to provide an opportunity for the public to become engaged in the planning process. Community meetings were promoted by a variety of means, including signage along the roadways near and within the study area, press releases, newsletters, and social media. Staff also created a project homepage on the County's website that was used to disseminate information about the project, as well as to provide alternative means for input. Project team members created a crowdsourcing application, which provided interested parties with an interactive, virtual tool to explore the project area via laptop, smartphone, or tablet and provide a unique way to submit comments, concerns, and ideas. An Image Preference Survey was also conducted both during a community meeting and online to establish a range of public preferences for the area that could help in the development of any future design guidelines that may be established for the study area.

### Stakeholders

One of the first steps in the JOSH planning process was establishing a stakeholder group. The purpose of the stakeholder group was to help guide the project and to act as a sounding board for ideas and concepts.

The Staff goal for stakeholder involvement was to create a group of residents that reside within the planning area alongside a group of business owners and developers that work in the area. Each of the stakeholders was chosen because of their familiarity with local issues, their connectedness to resources, and their unique perspectives that provide a wealth of knowledge that can be used to create a vision for the future.

There were three (3) Stakeholder meetings, which were held approximately one week prior to the community meetings.

#### **Stakeholder Meeting #1**

Location: Northeast Cobb YMCA

Date: 3/22/2018

Objective: Purpose of Stakeholder Group, Presentation of Existing Conditions, Facilitate Strengths, Weaknesses, Opportunities, and Threats Analysis (SWOT)

#### **Stakeholder Meeting #2**

Location: Northeast Cobb YMCA

Date: 4/11/2018

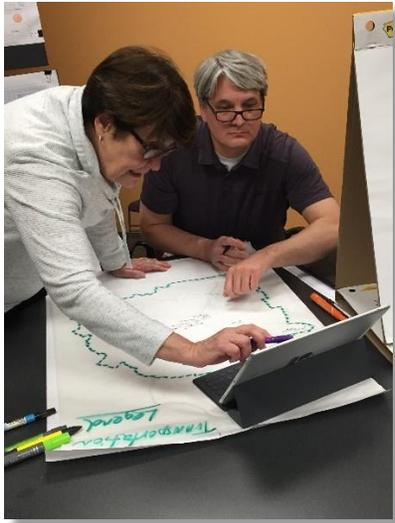
Objective: Review content from 1<sup>st</sup> Community Meeting, Facilitate workshop for each element of the plan.

#### **Stakeholder Meeting #3**

Location: Northeast Cobb YMCA

Date: 5/02/2018

Objective: Review content from 2<sup>nd</sup> Community Meeting, Facilitated revised Image Preference Survey.



### Community Meetings

The JOSH public participation program was driven primarily by Community meetings. These meetings provided the public with an opportunity to become engaged in planning the future for their community. They informed and educated the community on the planning process and existing conditions, as well as allowed opportunity for community members to provide feedback.

There were a total six (6) community meetings beginning in March 2018 and ending in March 2019. All six meetings were advertised through the installation of temporary road signs promoting the date, time, and location of the meetings. Other means of promotion, included the project website, digital Newsletters, Calendar of Events, and social media.

The location, date and number of attendees for each of the community meetings is listed below. Information about what was accomplished at the meeting is also provided.

#### Community Meeting #1

Location: Chestnut Ridge Christian Church

Date: 3/26/2018

Number of Attendees: 45

Accomplished: Existing Conditions review and Strengths, Weaknesses, Opportunities, and Threats Analysis (SWOT)

#### Community Meeting #2

Location: Chestnut Ridge Christian Church

Date: 4/16/2018

Number of Attendees: 47

Accomplished: Reviewed content from 1<sup>st</sup> Community Meeting (results from SWOT), conducted workshop (Land Use, Transportation, Parks & Recreation, Stormwater, and Design) and Image Preference Survey.

**Community Meeting #3**

Location: Chestnut Ridge Christian Church

Date: 5/08/2018

Number of Attendees: 51

Accomplished: Facilitated revised Image Preference Survey



**Community Meeting #4**

Location: Chestnut Ridge Christian Church

Date: 1/15/2019

Number of Attendees: 87

Accomplished: Presentation to familiarize community on the JOSH project and review comments received to date. Facilitated breakout groups to discuss issues, concerns and ideas.



**Community Meeting #5**

Location: Chestnut Ridge Christian Church

Date: 2/12/2019

Number of Attendees: 83

Accomplished: Introduced Preliminary Plan and Recommendations for comments



**Community Meeting #6**

Location: Chestnut Ridge Christian Church

Date: 3/12/2019

Number of Attendees: 75

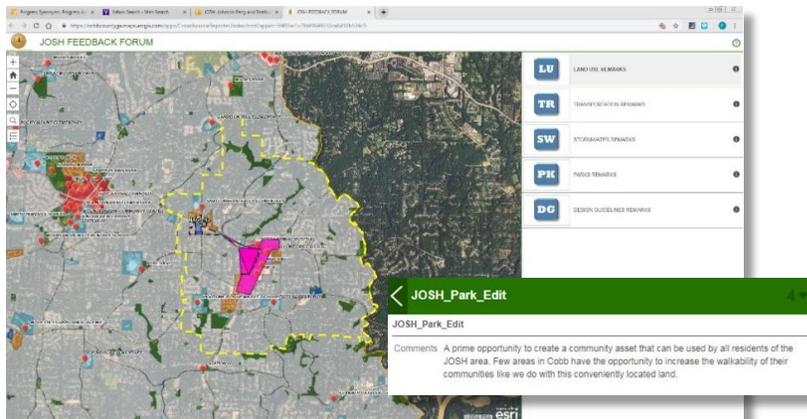
Accomplished: Introduced Final Draft Plan and Recommendations based on feedback from Community Meeting #5 for comments.

### JOSH Homepage

In addition to community meetings, there was also a project homepage that was accessible through the Cobb County website. The project homepage provided an overview of the project and included community meeting information, summaries of past meetings, links to maps, existing conditions report, a link to the image preference survey and an interactive crowdsourcing application.

### Crowdsource Application

The crowdsource application was an interactive mapping application that allowed users to make comments based on geographical features within the study area. After exploring the study area’s land use, transportation, parks and stormwater features, residents were allowed to place markers and draw features over the areas related to their comments. Once these features and comments were made, other participants had the ability to view all the feedback and make their own comments. Community members also had access to a “like” button feature that allowed participants to vote on comments that they agreed with. The application was designed to be accessible anywhere, as it was available via desktop, laptop and mobile devices.

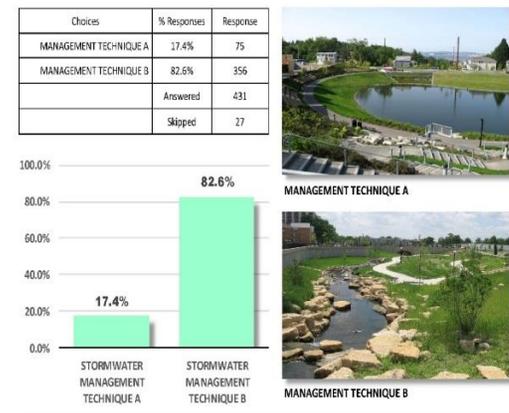


### Image Preference Survey

An Image Preference Survey (IPS) is a method for assessing a community’s desires about the functional and visual aspects of their surroundings. The purpose for an IPS is to establish a range of public preferences that could guide the community toward a preferred future. Results from the IPS are articulated in the plan as potential recommendations. Furthermore, in the case for the JOSH community, the results could potentially lay the foundation for area design guidelines, which would help enhance the sense of identity for the community.

The JOSH IPS focused on use and development characteristics that are typically seen in suburban neighborhoods. Residential, commercial, office and mixed-use development types that are consistent with Neighborhood Activity Centers and transitional uses are the primary focus of the survey. In addition, other survey questions were related to Parks, Greenspace, Trails, Stormwater Management, and Streetscapes. The images presented on the survey were intended to illustrate conceptual ideas and did not represent specific or actual proposals.

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





Community's thoughts today



Community's aspirations tomorrow

## PLAN FRAMEWORK

The JOSH study area is a desirable part of Cobb County and will continue to attract growth based on the success of the public schools in the area, its location to job centers, and the suburban character of the area. To ensure that this area of Cobb County progresses forward in a fashion that is desired by the community, the Plan Framework establishes the foundation for the concept plan and recommendations, which are supported by the community's vision statement and guiding principles. The Plan Framework also includes the 2040 Comprehensive Plan Goals and Policies that are consistent with the JOSH Small Area Plan.

The framework starts with the Vision Statement that helps set-up the Guiding Principles. The Guiding Principles create the foundation for the Conceptual Plan and Recommendations for each of the five elements. Altogether, the plan supports the policies of the 2040 Comprehensive Plan.

### Vision

The Vision statement for JOSH captures the community's passion and represents what the community wants to be in the future. The vision served as a guide for the creation of the recommendations and intended to serve as motivation for plan implementation.

#### VISION STATEMENT

***The JOSH community is a unique, thriving suburban village that offers a variety of housing and commercial choices, near parks and open space that meets the needs of the residents' and business owners. The community supports innovative stormwater management techniques, high quality, low impact redevelopment and new development that enhances the existing neighborhood character and builds upon community pride in the area.***

## Guiding Principles

Through the public participation process, the community identified several major issues that were important to the future of the JOSH community. These major issues or central themes of the plan, have been developed into Guiding Principles for each of the plan elements. These principles act as statements that summarize and define the community's ideas and attitudes toward the future of the JOSH community. More importantly, each of the Guiding Principles act as building blocks to the recommendations for each of the five elements and further the implementation of the JOSH vision.

**Land Use:** Preserve the detached single family residential character of the JOSH study area as the primary land use, directing more moderate transitional residential and commercial uses toward the Johnson Ferry Road at Shallowford Road commercial node.

**Transportation:** Create an efficient and balanced transportation network that allows for effective traffic movements, inter-parcel connectivity, ingress/egress for smooth, safe mobility between residential neighborhoods and business operations.

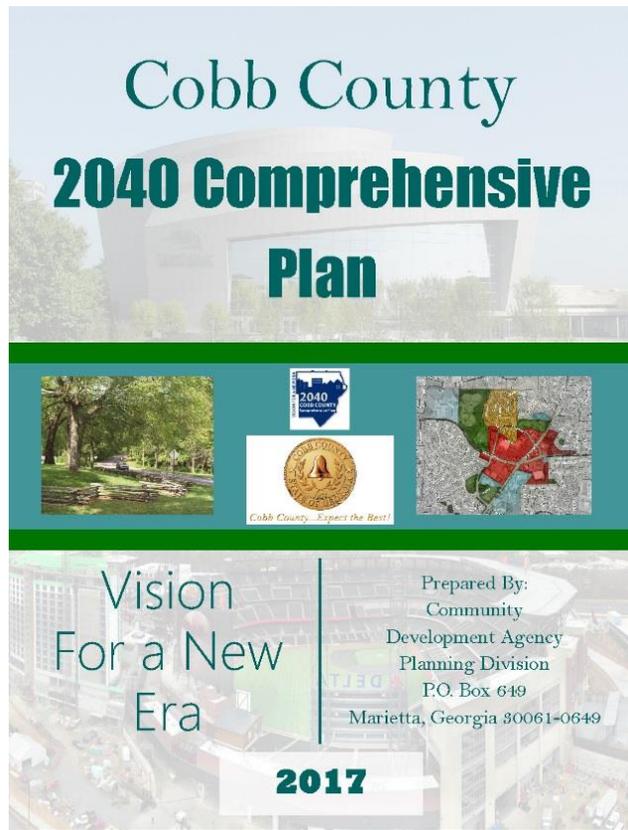
**Parks:** Establish additional parkland and greenspace for recreation, environmental, and health benefits.

**Stormwater:** Improve stormwater management by maintaining existing stormwater infrastructure and establishing innovative stormwater management site design techniques and strategies to store, filter, evaporate, retain, and detain runoff on-site to more closely replicate pre-development runoff characteristics.

**Sense of Place:** Enhance streetscape and architectural design of buildings and create pedestrian/bike friendly streets with connected sidewalks to improve the community's sense of place.

### 2040 Comprehensive Plan Goals and Policies

This section highlights Goals and Policies within the 2040 Comprehensive Plan that are consistent with the Guiding Principles and Recommendations of the JOSH Small Area Plan. The 2040 Goals and Policies support the 2040 Vision established by the County in 2017. The JOSH recommendations take that a step further and provides recommended projects that could help bring that vision to fruition. The following goals and polices are referenced from the 2040 Comprehensive Plan and link each of the JOSH elements to the overall 2040 Cobb County vision.



### Land Use LU-GOAL #1

Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights

#### Policies

- LU1-P1 Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- LU1-P3 Encourage nodal development in appropriate locations and discourage “strip” development patterns with multiple driveways
- LU1-P5 Monitor current development practices to ensure that new development incorporates necessary enhancements on site to improve infrastructure
- LU1-P7 Consider impacts to area residents and address compatibility between land uses when making land use decisions
- LU1-P8 Coordinate compatible land use and transportation linkages for anticipated future populations
- LU1-P11 Promote infill development where appropriate and compatible with desirable future land use designations
- LU1-14 Foster positive public interactions, public awareness, and transparency with citizens on land use matters through communication, partnerships, community involvement and community education
- LU1-16 Ensure that non-residential sites are designed with adequate buffering, parking and open space
- LU1-20 Encourage step down zoning as a tool to help buffer low intensity residential uses from higher intensity residential uses as a way to stabilize housing

**LU-GOAL#2**

Enhance community character and promote an active lifestyle in existing and future communities by fostering quality, safe, walkable and environmental friendly elements

Policies

- LU2-P2** Encourage strategies and creative design to accommodate innovative land development techniques that promote an active lifestyle
- LU2-P5** Encourage walkable, nodal developments at strategic locations
- LU2-P6** Focus on public health by promoting development patterns that encourage connectivity between residential, commercial, civic, cultural and recreational uses
- LU2-P9** Focus on public health by encouraging the preservation of environmentally sensitive natural resources and open space
- LU2-P11** Encourage development flexibility as a means to protect and preserve open space and sensitive natural resources
- LU2-P12** Actively protect areas containing floodplains and wetlands
- LU2-P13** Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices
- LU2-P14** Encourage relationships between developers and neighborhoods to address neighborhood concerns

**Transportation**

**TR-GOAL#2**

Improve access and manage traffic congestion

Policies

- TR2-P2** Provide increased travel choices (routes and modes of travel)

**TR2-P3**

Focus on key travel patterns

**TR-GOAL#3**

Achieve traveler safety and security

Policies

- TR3-P2** Balance safety considerations across all users

**TR-GOAL#5**

Lead with cost-effective solutions

Policies

- TR4-P1** Seek innovative solutions
- TR5-P4** Select strategies that allow future flexibility

**Parks**

**CF-PR-GOAL#1**

Maintain and improve quality of life by providing programs, services and facilities for active and passive recreational opportunities, as well as, arts and cultural activities for all citizens

Policies

- CF-PR-P3** Ensure adequate supply of land and funding for future recreational needs and the development of future facilities and programs
- CF-PR-P4** Strategically target areas where facilities and services are lacking or do not exist and consider co-locations with other public facilities when considering new parks and programming
- CF-PR-P5** Monitor and assess recreational facility needs and consider new facilities, improvements and/or additions that are flexible and serve the entire community

- CF-PR-P6 Provide both active and passive park experiences and policies that enhance wellness and foster health attitudes
- CF-PR-P7 Leverage partnerships with other County Departments and outside groups to meet community needs and provide health lifestyle options
- CF-PR-P8 Improve connectivity and walkability between trails, parks, recreational facilities and surrounding neighborhoods
- CF-PR-P15 Encourage the development of multi-use greenways in floodplains and easements to accommodate citizens' needs for passive recreation and public health benefit, while allowing for the preservation of greenspace

**Stormwater  
CF-WA-GOAL#2**

Establish an innovative stormwater management system that maintains stormwater infrastructure, controls flooding and preserve water quality now and for future generations

- Policies
- CF-WA2-P1 Provide sufficient stormwater capacity to accommodate anticipated growth and desired growth patterns
  - CF-WA2-P2 Provide safe, dependable, environmentally responsible and economically feasible stormwater management services
  - CF-WA2-P3 Provide for proactive maintenance and improvement of existing stormwater infrastructure
  - CF-WA2-P5 Continue to investigate the use of alternative and green infrastructure approaches to stormwater management
  - CF-WA2-P6 Protect floodplains, watersheds and groundwater recharge areas through regulations
  - CF-WA2-P7 Seek funding to purchase floodplain for stormwater control and to preserve water quality

- CF-WA2-P8 Support innovative stormwater management practices for redevelopment and infill development projects
- CF-WA2-P9 Consider stormwater strategies or best management practices, such as regional stormwater facilities, that adequately manage the total cumulative impact of development

**Sense of Place  
PM-GOAL#1**

Create attractive, well-designed activity centers and neighborhoods that consider the existing character and the environment and promote public health through pedestrian-oriented facilities. This will enhance community image and attract private investment

- Policies
- PM-P1 Consider employing place-making design principles in small area plans
  - PM-P2 Consider circulation and connectivity for all modes of transportation within activity centers
  - PM-P4 Promote a sense of place by ensuring an active and vibrant public space
  - PM-P5 Ensure pedestrian-friendly connectivity between public spaces
  - PM-P6 Use place-making standards to guide landmarks, gateways, street intersections and open spaces to help cultivate a sense of place
  - PM-P7 Establish unique place-making standards within appropriate activity center districts that are architecturally compatible with the physical characteristics and boundaries for the areas
  - PM-P9 Integrate practices aimed at improving environmental quality with innovative green infrastructure approaches

- PM-P11** Consider connecting large parks and open spaces to each other and to activity centers
- PM-P12** Consider strengthening the applicability of existing and new design guidelines and ensuring their focus is on functional interrelationships between land uses, site design, neighborhood character and transportation systems.
- PM-P13** Foster community pride, identity and building a sense of place

## CONCEPTUAL PLAN

The JOSH community remains a place for opportunity, which is reflected in its steady growth and ongoing demand for housing and employment. To ensure that new growth captures the community's vision for the area, the JOSH Small Area Plan sets forth policy guidance to maintain the area's high quality of life and promote a development pattern that is consistent with the desires of the community.

Following the public participation process and consolidating community feedback information, the Project Team generated a land use strategy that supports the planning efforts carried out by the community and County. Along with the land use approach, a set of recommendations has also been created for each of the five (5) elements to further promote the vision set forth within this plan.

The Conceptual Plan and Recommendations detail the culmination of a two-year-long planning process that started based on the real opportunity to impact future development. By gathering and studying several facets of existing conditions and following through an extensive public involvement process, the Project Team formulated a plan based on issues brought forth throughout the planning process. The Plan is not intended to specifically predict or dictate future development, but provide a guiding vision for future growth.

To better understand the recommendations, a Land Use Conceptual Plan and three alternative conceptual site plans were created for the Land Use element. A Transportation Recommended Project Plan was created for the Transportation element. Recommendations for Parks, Stormwater, and Sense of Place, as well as a list of potential SPLOST projects, are all part of the JOSH Small Area Plan.

## Land Use

Throughout the community engagement process, it was apparent that preservation of the low-density nature of the area was a reoccurring theme. Most of the JOSH study area is built-out, however, there are pockets of large tracts that could potentially be developed in the future. Whether they are CUVA tracts or underdeveloped properties, the community desires that the character of the existing neighborhoods does not change by virtue of what is developed around them.

Commercial services in the JOSH area were considered a strength. Retail uses appeared to be strong and thriving. The limited office uses within the commercial nodes were considered advantageous, however, the community expressed the desire for more office uses to accommodate future jobs, which could allow residents to live and work in close proximity to their homes and further strengthen the daytime population for restaurants and retail uses.

Conversely, there were concerns of incompatible land uses between the commercial node and the residential subdivisions. Residents preferred better safeguards to protect the adjacent residential uses of the area. There was also a desire for more senior living neighborhoods, particularly the "aging in place" units that allow active seniors to remain in their homes through the duration of their lives.

To assist in addressing the community's issues and concerns, two (2) community workshops were conducted for community members to illustrate and discuss the specific issues and concerns on maps and comment boards. Based on this feedback, the Project Team crafted a Conceptual Land Use Plan. The Conceptual Land Use Plan consists of two maps, the Future Character Area Plan (Map 19), and the Commercial Node Land Use Concept Plan (Map 20). Each plan consists of Small Area Policy Guidelines. These guidelines serve as a guide to future investment and lays

out the type and scale at which future development should occur within the JOSH study area based on community feedback.

**Future Character Area Plan**

The Future Character Area Plan provides broad policy guidance over the entire JOSH study area. There are two future character areas that have been defined to address the community’s concerns and to better understand future development patterns. The future character areas, as defined below, will also assist elected officials and developers with proposed developments.

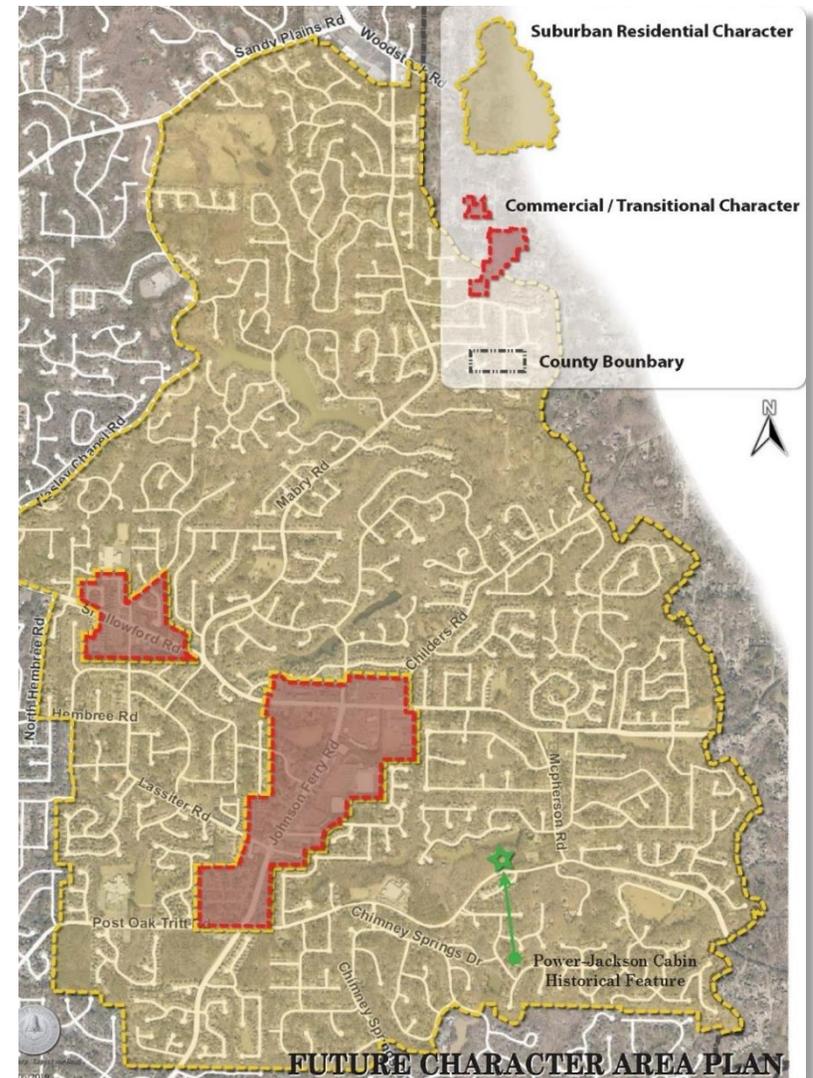
Suburban Residential Character

The purpose of the Suburban Residential Character Area is to preserve the low-density, residential character of the area. The overarching guideline is to promote detached, single-family residential units consistent with the policies associated with the Low Density Residential designation as defined within the 2040 Comprehensive Plan. Where possible, neighborhood parks and open space, are encouraged within the character area.

Commercial and Transitional Character Area

The purpose of the Commercial and Transitional Character Area is to accommodate appropriate commercial growth in a way that protects the lower density residential suburban nature of the study area. The Commercial and Transitional Character Area guides both commercial and residential transitional uses to lessen the impact between more intense commercial uses and the low-density residential character that makes up the majority of uses in the community. The overarching guideline for the character area is to focus restaurants, grocery stores, service stations, and retail shops closer to the Johnson Ferry Road at Shallowford Road intersection with, office-type uses acting as a commercial transitional use between the more intense commercial uses and the residential uses. To further mitigate the impact between the lower density residential and the commercial, the character area also encourages Medium Density

Residential as a transitional use.



Map 19. Future Character Area Plan

### Commercial Node Land Use Concept Plan

The Commercial Node Land Use Concept Plan is consistent with the Commercial and Transitional Character Area. The plan details small area policy guidance for sites within the Johnson Ferry Road at Shallowford Road commercial node. The plan was created based on feedback received from the public. A map of the Concept Plan can be found on page 39. Below are the Small Area Policy Guidelines that are consistent with the plan and are to be incorporated into the 2040 Comprehensive Plan.

#### JOSH - SAPG #1 (Neighborhood Activity Center)

*In order to establish an appropriate growth pattern that effectuates the desire of the community and to lessen the impact to adjacent residential neighborhoods, the Board of Commissioners has established the following recommendations for JOSH – SAPG #1:*

- *Mix of low-rise office and retail along Shallowford Road*
- *Encourage assemblage of properties for unified development*
- *Retail oriented uses to be closer to Johnson Ferry Road with some uses having access (or) scenic views of re-established lake*
- *Seek developer commitment to establish right-of-way for proposed Multi-Purpose Trail during rezoning or redevelopment of the property*
- *Office uses to be a transitional use designed with residential architectural style and encouraged further away from the Johnson Ferry intersection*
- *Limit curb cuts along Shallowford Road and promote inter-parcel access*
- *Protect adjacent residential properties to the west by encouraging appropriate buffering along western most property line*
- *Work with potential developers to ensure development proposals incorporate the restoration of the lake*
- *Encourage recreational trails around lake linking to commercial along Shallowford Road and the residential south of the lake*

#### JOSH - SAPG #2 (Medium Density Residential)

*In order to establish an appropriate growth pattern that effectuates the desire of the community and to lessen the impact to adjacent residential neighborhoods, the Board of Commissioners has established the following recommendations for JOSH – SAPG #2:*

- *Encourage assemblage of properties for unified development. It may also be appropriate to include adjacent commercial properties along Johnson Ferry Road as a single mixed-use development*
- *Ensure a significant natural buffer or berm along western boundary of development*
- *Encourage senior living residential development and/or single-family detached residential within density ranges prescribed by Medium Density Residential*
- *Limit up to 2 stories adjacent to the single family residential neighborhoods to the west and up to 3 stories closer to Johnson Ferry Road*
- *Ensure residential development serves a broad range of incomes*
- *Work with potential developers to ensure development proposals incorporate the restoration of the lake*
- *Upon rezoning of property, recommend requiring a traffic study for the intersection of Waterfront Drive and Johnson Ferry Road to determine the impact that development or redevelopment will have on the intersection*

#### JOSH - SAPG #3 (Park, Recreation, and Conservation)

*In order to establish an appropriate growth pattern that effectuates the desire of the community and to provide additional passive recreational opportunities and health benefits for the JOSH community, the Board of Commissioners has established the following recommendations for JOSH – SAPG #3:*

- Consider site as a future community park with natural areas and children's playground
- Seek funding to restore and reconfigure lake to its original capacity
- If redevelopment of property surrounding potential lake occurs first, work with developers to ensure development proposals incorporate the restoration of the lake.
- Seek joint use agreements between Water System and Parks for the lake to be utilized as regional stormwater retention and community park
- Encourage recreational trails around lake linking to commercial along Shallowford Road and the residential south of the lake
- Ensure park connectivity with proposed Multi-Purpose Trail

#### JOSH - SAPG #4 (Neighborhood Activity Center)

*In order to establish an appropriate growth pattern that effectuates the desire of the community and to lessen the impact to adjacent residential neighborhoods, the Board of Commissioners has established the following recommendations for JOSH – SAPG #4:*

- Encourage retail uses and limit structures up to 2 stories
- Seek developer commitment to establish right-of-way for proposed Multi-Purpose Trail during rezoning or redevelopment of the property
- Upon redevelopment of tracts or rezoning of tracts that are adjacent to the intersection of Waterfront Drive and Johnson Ferry Road, recommend requiring a traffic study for the intersection of Waterfront Drive and Johnson Ferry Road to determine the impact that redevelopment will have on the intersection

#### JOSH - SAPG #5 (Neighborhood Activity Center)

*In order to establish an appropriate growth pattern that effectuates the desire of the community and to lessen the impact to adjacent residential neighborhoods, the Board of Commissioners has established the following recommendations for JOSH – SAPG #5:*

- Encourage Office uses and limit structures up to 2 stories
- Seek developer commitment to establish right-of-way for proposed Multi-Purpose Trail

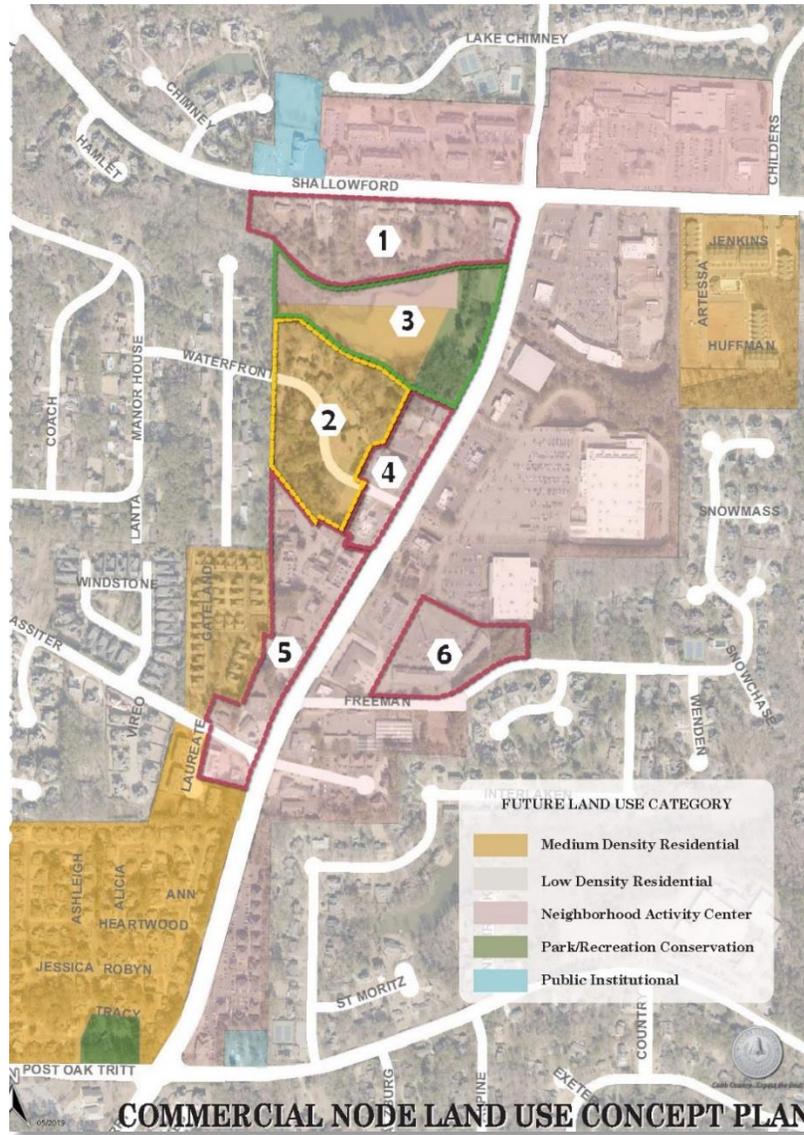
#### JOSH - SAPG #6 (Neighborhood Activity Center)

*In order to establish an appropriate growth pattern that effectuates the desire of the community and to lessen the impact to adjacent residential neighborhoods, the Board of Commissioners has established the following recommendations for JOSH – SAPG #6:*

- Add site to the Redevelopment Inventory lists
- Encourage Office use
- Maintain existing inter-parcel access
- Re-establish landscaping and add sidewalks along Freeman Road upon redevelopment

In summary, the Conceptual Land Use Plan continues to focus on the preservation of the single-family detached neighborhoods within the Low Density Residential future land use category, and the commercial and transitional uses within the Neighborhood Activity Center. Retail is still encouraged closer to the Johnson Ferry/Shallowford Road intersection and along the frontage of Johnson Ferry Road. Office uses are encouraged strategically throughout the commercial node, as a step-down to the low-density residential neighborhoods, in addition to natural or landscaped buffers to protect adjacent existing residential homes. Recreational amenities are encouraged to be incorporated into any development or redevelopment of properties.

A full list of the Land Use Recommendations can be found in the Recommendations Table on page 50.



Map 20. Commercial Node Land Use Plan

JOHNSON FERRY ROAD / SHALLOWFORD ROAD SMALL AREA PLAN

The purpose of the Commercial and Transitional character area is to accommodate appropriate commercial growth in a way that protects the lower density residential suburban nature of the study area. The Commercial and Transitional Character area guides both commercial and residential transitional uses to lessen the impact between more intense commercial uses and the low-density residential character that makes up the majority of uses in the community. The overarching guideline for the character area is to focus restaurants, grocery stores, service stations, and retail shops closer to the Johnson Ferry Shallowford Road intersection with office type uses acting as a commercial transitional use between the more intense commercial uses and the residential uses. To further mitigate the impact between the lower density residential and the commercial, the character area also encourages Medium Density Residential as a transitional use. The following details specific development patterns within the Commercial and Transitional Character Area.

- 1**
- Maintain the Neighborhood Activity Center Future Land Use designation
  - Recommend a mix of low-rise office and retail along Shallowford Road
  - Encourage assemblage of properties for unified development
  - Retail oriented uses recommended to be closer to Johnson Ferry Road with some uses having access and (or) scenic views of re-established lake
  - Office uses to be designed with a residential architectural style and encouraged further away from the Johnson Ferry Intersection acting as a transitional use
  - Limit curb-cuts along Shallowford Road and promote inter-parcel access
  - Protect adjacent residential properties to the west by encouraging appropriate buffering along western most property line
  - Work with potential developers to ensure development proposals incorporate the potential restoration of the lake
  - Encourage recreational trails around lake linking to commercial along Shallowford Road and the residential south of the lake

- 2**
- Amend 2040 Comprehensive Plan Future Land Use Map to Medium Density Residential (MDR) Future Land Use
  - Encourage assemblage of properties for unified development. It may also be recommended to include adjacent commercial properties along Johnson Ferry Road as one single mix-use development
  - Ensure a significant natural buffer or berm along western boundary of the MDR development
  - Encourage senior living residential development and (or) single-family detached residential within density ranges recommended by MDR
  - Limit up to 2 stories adjacent to the single family residential neighborhoods to the west and up to 3 stories closer to Johnson Ferry Road
  - Ensure residential development serves a broad range of incomes
  - Work with potential developers to ensure development proposals incorporate the potential restoration of the lake

- 3**
- Amend 2040 Comprehensive Plan Future Land Use Map to Park/Recreation/Conservation
  - Consider site as a future community park with natural areas and children's playground
  - Seek funding to restore and reconfigure lake to its original capacity
  - If redevelopment of property surrounding potential lake occurs first, work with potential developers to ensure development proposals are coordinated with the potential restoration of the lake
  - Seek joint use agreements between Water Systems and Parks for the lake to be utilized as stormwater retention and community park
  - Encourage recreational trails around lake linking to commercial along Shallowford Road and the residential south of the lake.
  - Ensure park connectivity with proposed Multi-Purpose Trail

- 4**
- Maintain the Neighborhood Activity Center Future Land Use designation
  - Encourage retail uses and limit up to 2 stories
  - Seek developer commitment to establish ROW for proposed Multi-Purpose Trail during rezoning or redevelopment of the property



- 5**
- Maintain the Neighborhood Activity Center Future Land Use Designation
  - Encourage office type uses and limit up to 2 stories
  - Seek developer commitment to establish ROW for proposed Multi-Purpose Trail

- 6**
- Maintain the Neighborhood Activity Center Future Land Use Designation
  - Add site to the Cobb County Redevelopment Inventory list
  - Encourage office use
  - Maintain existing inter-parcel access
  - Re-establish landscaping along Freeman Road upon redevelopment

LAND USE CONCEPT at Commercial Node

Figure 8. Land Use Concept

### Conceptual Site Plans

Throughout the community workshops, participants paid particular attention to the southwest quadrant of the Johnson Ferry Road at Shallowford Road intersection. It is within the Neighborhood Activity Center future land use category, and is ripe for redevelopment. This area is challenging because of a small stream, a lake, floodplain, and multiple property owners. Over the past few years, investors have been purchasing portions of the site with hopes to one day redevelop the entire area.

As a way to demonstrate the potential of this area to the community, the Project Team created three conceptual site plan scenarios based on the Future Character Area Plan and the Land Use Concept Plan, along with ideas that were introduced through the community engagement process. **Please be aware that the three scenarios are for illustrative purposes only and represent an artist's visual representation of a hypothetical development.**

#### Lake Park Scenario: Form and Function Come Together

This scenario focuses mostly on the co-location of a community park and a stormwater management facility. This could benefit the community by providing a public health benefit and an infrastructure benefit. As visualized in the rendering, potential park amenities could be a lake with a fountain, a playground, a water play feature, an outdoor amphitheater, and passive park with natural trail areas surrounding the lake. It could also act as a regional stormwater management facility providing stormwater control and water quality improvements. Land uses envisioned in this scenario would be compatible to the Land Use Concept Plan. They include office uses along Shallowford Road, with a retail or restaurant use near the corner of the intersection that could include a lake view dining area. There is potential for additional retail and restaurant uses stretching south along Johnson Ferry Road. Residential uses would be appropriate along Waterfront Drive – potentially senior-oriented homes – with pedestrian access to the park and

commercial areas. This scenario also includes a vegetative buffer between the conceptual development and the existing residential neighborhood to the west.



Lake Park Scenario

#### Lake Scenario: Practicality with Benefit

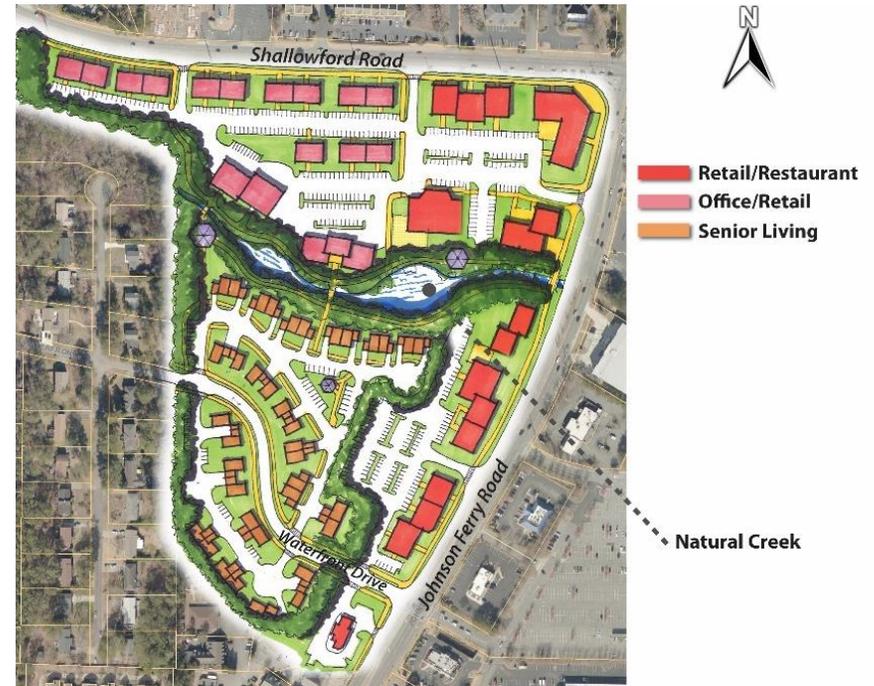
This scenario emphasizes the restoration of the lake for stormwater management, but does not include a community park or other amenities. The restoration of the lake could still benefit the community from an infrastructure standpoint by providing regional stormwater management. Land uses envisioned in this scenario would be similar to those within the Lake Park Scenario. They include office uses along Shallowford Road with a retail or restaurant use near the corner of the intersection. Since there is no park envisioned in this scenario, there could be opportunity for more retail

and restaurants uses stretching south along Johnson Ferry Road. Residential uses would be appropriate along Waterfront Drive – potentially senior-oriented homes – with pedestrian access to the commercial areas. This Scenario also includes a vegetative buffer between the conceptual development and the existing residential neighborhood to the west, as well as a buffer surrounding the lake.

use component of this scenario still shows the residential, office and retail uses in the same areas as recommended on the Land Use Concept Map. The potential remains for a natural trail along the creek, as well as pedestrian paths connecting residential uses to the office and retail areas.



Lake Scenario



Creek Scenario

**Creek Scenario: Redevelopment and Restoration**

The concept in this scenario envisions re-establishing the creek that traverses the subject tract. This scenario eliminates the stream impoundment and allows for the free flow of the stream to carry stormwater across the property. It is likely that during the re-construction of the creek, floodplain would be minimal, allowing for more buildable area. The land

## Transportation

The Transportation plan for JOSH focuses mostly on intersection improvements, inter-parcel access, pedestrian connectivity and safety improvements, as well as median improvements. The guiding principle for transportation is to create an efficient and balanced transportation network that allows for effective traffic movements, inter-parcel connectivity, ingress/egress for smooth, safe mobility between residential neighborhoods and business operations.

The study's focus in regards to transportation is to evaluate key intersections for efficient and safe travel movements, while incorporating non-vehicular safety improvements. There were several areas identified by the community that required attention, they focused on; limiting curb cuts to provide safer turning movements to and from commercial businesses; pedestrian safety, especially around the schools within the study area; filling in sidewalk gaps; creating better connectivity; and addressing sight line issues at certain intersections.

To support improved traffic flow within the JOSH study area, the Project Team has assembled a set of proposed projects based on community input, that would help address community concerns. Some Transportation recommendations are broad and will need further study to determine the particulars of the issues. The intent of the Transportation element is to identify problem areas through community involvement and then evaluate the recommendations for inclusion into the Comprehensive Transportation Planning efforts (a.k.a CobbForward). Once projects have been incorporated into the CobbForward Plan, they could then be prioritized and potentially funded. Some of the recommendations could also be part of the 2020 SPLOST program. The Transportation Recommendations Map (Map 21) details the location of the suggested improvements.

### Intersection Improvements

- Evaluate existing traffic flow and travel movements to determine specific intersection improvements at Shallowford Road and Wesley Chapel Road
- Evaluate existing traffic flow and travel movements to determine specific intersection improvements at Shallowford Road and Johnson Ferry Road
- Evaluate existing traffic flow and travel movements to determine specific intersection improvements at the Shallowford Road and Mabry Road intersection
- Evaluate intersections along Shallowford Road at Childers Road and McPherson Road for sight line and safety improvements.
- Evaluate the Johnson Ferry Road at Freeman Road intersection for vehicular and non-vehicular safety improvements.

### Pedestrian Safety Recommendations

- Investigate pedestrian safety improvements along Childers Road
- For the safety of school children walking to school, prepare a pedestrian safety action plan to determine needed safety improvements at key intersections along Johnson Ferry Road (Post Oak Tritt, Lassiter, Shallowford Road)
- Prepare a pedestrian safety action plan to determine needed safety improvements at key intersections along Shallowford Road (Lassiter, Mabry, Childers, and McPherson)
- Evaluate needed improvements to provide safe pedestrian mobility at Hembree Road and Lassiter Road. As a short-term solution, reconfigure intersection within existing right-of-way and pavement to make pedestrian mobility less confusing and safer.



Roundabouts

- Explore the potential of a roundabout, to improve the intersection at Hembree Road and Lassiter Road for both vehicular and non-vehicular movements and as a traffic calming method to discourage truck traffic along Lassiter Road.

Safe Routes to School Program

- As a way to make walking and bicycling to school safe and routine, collaborate with the Cobb County School District, specifically Tritt Elementary, Shallowford Falls Elementary, and Hightower Trail Middle School, to participate in the Safe Routes to School Program.

Waterfront Drive Upgrade

- Improve Waterfront Drive to the Local Street Development Standards or work with developers through redevelopment opportunities to bring it up to current standards.

Realignment

- Consider possible realignment of McPherson Road at Shallowford due to skew, to rectify sight line issues.

Sidewalks

- Add and prioritize sidewalk installation on both sides of the road along McPherson Road and on the north side of Shallowford Road near the Cobb/Fulton County line.
- Evaluate need for sidewalk on south side of Post Oak Tritt Road between Tabby Walk and Tritt Homestead Drive. An alternative may be a crosswalk at Tabby Walk to access existing sidewalk on north side of Post Oak Tritt Road.
- To assist pedestrian mobility to and from schools and neighborhood parks, work to fill sidewalk gaps along Post Oak Tritt Road, Mabry Road, Lassiter Road, and Wesley Chapel Road.

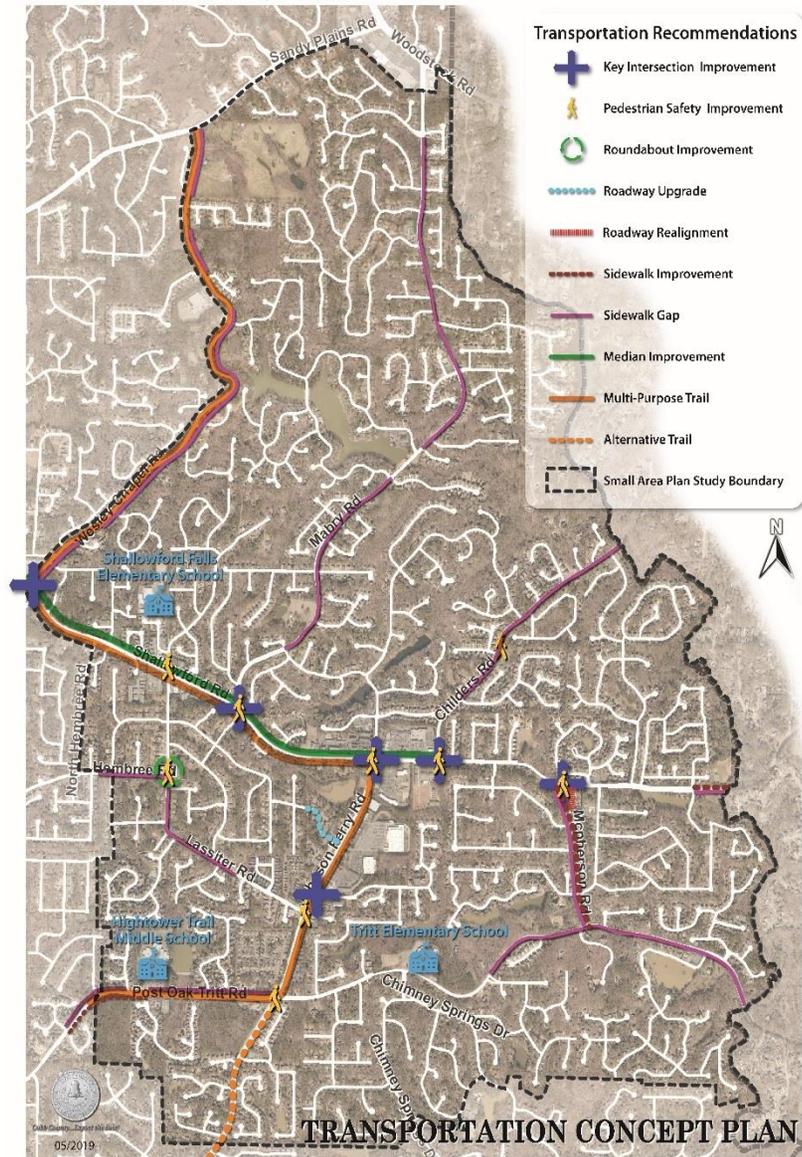
Multi-Purpose Trail

- \* As a way to improve the connectivity and walkability between trails, park facilities, and commercial centers, add multi-purpose trail to the Greenways and Trails Master Plan for future prioritization, funding and implementation. Additionally, seek installation of segments as development occurs.
- \* Alternative to the Multi-Purpose Trail, if desired by the community and/or more practicable to plan, engineer, and construct.

Landscaped Medians

- \* Landscaped medians along Shallowford Road from Sandy Plains Road to Childers Road. In addition, explore areas along Johnson Ferry Road where landscaped medians could be expanded.

As full list of Transportation Recommendations can be found in the Recommendations table on page 51.



Map 21. Transportation Concept Plan

Parks

The parks and open space strategy is to take advantage of and complement the existing open space resources in the area by either preserving the greenspace or creating new passive park opportunities. There was a strong contingent of community members that desired more accessible park land and open space. While the area has a respectable amount of open space, the majority is privately owned and not accessible to the general public.

The parks recommendations focus on creating additional parkland and greenspace in a manner that provides public health benefits in multiple ways. Recommendations include collaboration efforts between Cobb County Water System and private property owners to explore the possibility of a joint use facility designed to provide scenic and passive recreational opportunities, in addition to stormwater control. Such a park could combine a natural area with walking trails with a community playground for neighborhood children. To further provide more accessible parks and greenspace, the county could also pursue the acquisition of additional open space for preservation and recreation. Possible sites include floodplains, stream buffers, and temporary conservation easement sites. Considering the lack of funding for the purchase of park land, it would benefit the county to forge public/private partnerships with property owners or potential developers to establish these vital community facilities.

Other park recommendations focus on preservation and connectivity. This includes seeking ways to preserve the Power-Jackson Cabin and establishing a multi-purpose trail concept along Johnson Ferry Road. A trail or multi-purpose path system could provide access across the entire study area and link the Wright Environmental Center with Mabry Park. Furthermore, it could also tie into the proposed regional trail system connecting East Cobb Park, the Mountain View Community facilities at Sandy Plains and Mabry Park. The trail system could traverse naturally through County-owned floodplain, as well as across multi-use paths along

roadways.

A full list of parks recommendations can be found in the Recommendations table on page 54.



### Stormwater

Residents voiced their concern over stormwater management. Residents on the northern end of the study area particularly have experienced negative impacts from localized flooding and soil erosion.

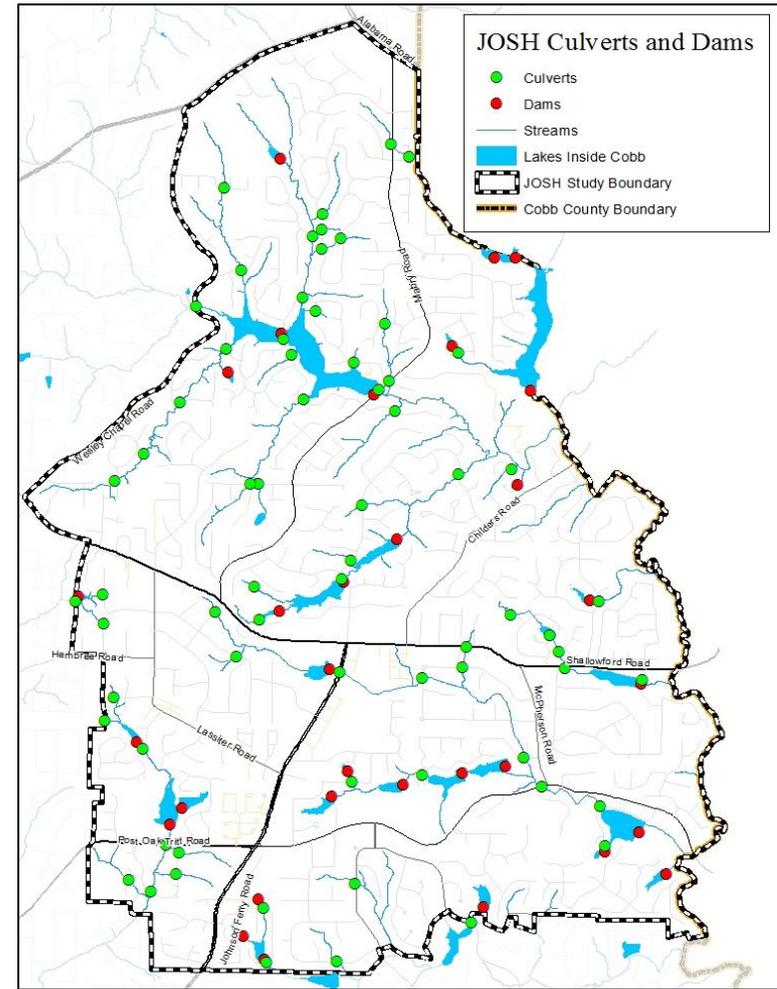
The opportunities expressed through community discussions focused on innovative approaches to stormwater management, improved maintenance on existing infrastructure, and education.

One of the more debated solutions is the potential for a stormwater utility fee. Residents in Cobb County do not currently pay a stormwater utility fee. Some community members are in favor of the fees, while others are not supportive. As a recommendation, exploring the option of a stormwater utility fee could set up a funding mechanism to assist maintenance and development of new stormwater management infrastructure.

A more innovative approach to improving stormwater control is incentivizing the use of low-impact development (LID) standards. LID standards can be part of the Best Management Practices (BMPs) for stormwater. This sustainable stormwater approach results in less stormwater detention area for a site. Traditional detention practices can prevent social connectivity, diminish a community’s sense of identity and in some situations, interfere with customers’ access to goods and services.

There are several other recommendations to note. Community members were concerned about the maintenance of existing culverts, stormwater runoff from public right-of-way and the deterioration of riparian vegetation along streams due to stormwater runoff. Preparation of a Maintenance Repair Plan can help identify and prioritize which culverts need repair. Completing a Willeo Creek Basin Stormwater Management Plan would provide strategies and recommendations for effective stormwater management and control of stormwater runoff, especially along public

right-of-way. This approach could also include watershed improvement strategies to address already impacted streams and watersheds and identify retrofits and restoration techniques.



Map 22. JOSH Culverts and Dams



## Sense of Place

The Sense of Place element promotes a quality community that strives for aesthetically pleasing architecture and streetscape design that is unique and unified. Through the community involvement process, JOSH residents have expressed a strong desire to improving its sense of identity. This desire implies that future development should be considerate of the community character, including future design elements, form, scale and patterns.

During the public involvement process, it became clear that the community was looking to establish design guidelines. To help enhance the uniqueness of the community and to set the JOSH area apart from surrounding communities, the Sense of Place element recommends establishing design guidelines to enhance the identity of the area. The design guidelines can force extra attention to detail that brings together the built environment. Communities with a sense of place need a unified and controlled approach to signage, streetlights and pedestrian lights, traffic signal poles, and mast arms, as well as a streetscape plan and landscaped medians. High quality buildings are necessary to create the type of community envisioned by this plan. All these features can be accomplished through the recommended design guidelines. As a benefit, through the JOSH Small Area Plan process, the Image Preference Survey (Appendix 1) provides a starting point to establish a range of public preferences that could lay the foundation for possible design guidelines.

Other recommendations to assist in creating a sense of place include “welcome” gateway features that would promote the JOSH community and help the area look more cohesive, accommodating, and attractive. As used in other parts of the county, a pedestrian light district could be set up to fund the installation and maintenance of streetlights. A more difficult and costly task of burying utility equipment is also a good way to boost the community’s image. Other recommendations use community based initiatives to help improve the overall quality of the area.

A table summarizing the Sense of Place recommendations can be found on page 56.

## RECOMMENDATIONS

Recommended projects for the JOSH Small Area Plan are based on the guiding principles that have been identified for each of the five (5) elements. All recommendations reflect the ideas and desires of the community and assist in resolving the issues and concerns indicated by the community. For reference purposes, each project has been identified by a project number, that includes an abbreviation of the element and a number in sequential order. The recommendations table includes a timeframe column which provides an idea as to when a project could commence, depending on funding and other factors.

Immediate = Upon Plan Approval  
 Short Term < 5 Years  
 Mid Term 5 to 10 Years  
 Long Term > 10 Years

There is also a column that specifies the party that would be responsible for completing the project. These recommendations are intended to act as possible action items to fulfill the vision of the JOSH Small Area Plan. The Transportation recommendations are to be prioritized and scrutinized for incorporation into the CobbForward plan. Some recommendations may be considered as potential SPLOST projects should a future SPLOST be supported by Cobb County residents.

Land Use Recommendations table  
 Transportation Recommendations table  
 Parks Recommendations table  
 Stormwater Recommendations table  
 Sense of Place Recommendations table

### Potential SPLOST Projects

Some of Cobb County's past investments have relied on Special Purpose

Local Options Sales Tax (SPLOST) programs. Supporting SPLOST packages can provide funding for parks, transportation and other county capital improvements. Cobb residents have a long history of supporting the SPLOST program. In the case that a future SPLOST is supported, the following project recommendations should be considered for funding.

### Transportation

- T.1 Prepare Access Management Plan for commercial properties along Johnson Ferry Road and Shallowford Road, to determine ways to limit curb cuts and provide safer turning movements to and from commercial businesses
  - T.6 Evaluate and prioritize road re-surfacing projects throughout the JOSH study area
- Intersection Improvements
- T.10 Evaluate for potential Safety and Operational Improvements at Shallowford and Wesley Chapel Road
  - T.11 Evaluate for potential Safety and Operational Improvements at Shallowford Road and Johnson Ferry Road
  - T.12 Evaluate for potential Safety and Operational Improvements at Shallowford Road and Mabry Road
  - T.13 Shallowford Road intersections at Childers Road and McPherson Road for safety improvements.
  - T.14 Johnson Ferry Road and Freeman Road intersection for vehicular and non-vehicular safety improvements
  - T.15 Consider roundabout at Hembree Road and Lassiter Road

intersection

Pedestrian Safety Improvements

- T.16 Prepare a pedestrian safety action plan for Johnson Ferry Road, specifically at Post Oak Tritt Road, Lassiter Road, and Shallowford Road
- T.17 Prepare a pedestrian safety action plan for Shallowford Road, specifically at Lassiter Road, Mabry Road, Childers Road and McPherson Road
- T.18 Consider pedestrian safety elements along Childers Road
- T.19 Reconfigure and restripe Hembree Road and Lassiter Road intersection within existing ROW and pavement

Roadway Realignment

- T.21 Consider realignment of McPherson Road at Shallowford Road

Sidewalks

- T.22 Install sidewalks on both sides of McPherson Road (2016 SPLOST)
- T.23 Install sidewalk on north side of Shallowford from Tennessee Walker Drive to the Fulton County line
- T.24 Close sidewalk gap on south side of Post Oak Tritt between Tabby Walk and Tritt Homestead Drive for pedestrian access to Hightower Trail Middle School. As an alternative; add crosswalk at Tabby Walk to access existing sidewalk on north side of Post Oak Tritt

- T.25 Fill sidewalk gaps along Post Oak Tritt Road, Mabry Road, and Lassiter Road, and Wesley Chapel Road

Roadway Upgrades

- T.26 Upgrade Waterfront Drive to local street functional classification standards from Waterfront Circle to Johnson Ferry Road

Multi-Purpose Trail

- T.27 Add multi-purpose trail to the Greenways and Trails Master Plan for future prioritization, funding, and implementation

Medians

- T.29 Add landscaped medians along Shallowford Road from Sandy Plains Road to Childers Road
- T.30 Expand Johnson Ferry Road landscaped medians in appropriate locations

Parks

- P.4 Coordinate with Cobb DOT on establishing multi-purpose trail concept to ensure connectivity with other existing and future parks, as well as other proposed trails in the region
- P.6 Continue to pursue the acquisition of additional open space for preservation and park land for recreation, where appropriate

JOSH RECOMMENDATION TABLES  
Listed in chronological order per element

GUIDING PRINCIPLE	ID	RECOMMENDATION	TIMEFRAME	RESPONSIBLE PARTY
<p><b>LAND USE</b></p> <p>Preserve the detached single family residential character of the JOSH study area as the primary land use, directing more moderate transitional residential and commercial uses toward the Johnson Ferry at Shallowford Road commercial node.</p>	LU-1	Amend the 2040 Comprehensive Plan Future Land Use Map to include all recommendations presented on the Future Character Area Plan and the Commercial Node Land Use Concept Plan	Short-Term	Community Development, BOC
	LU-2	Amend the 2040 Comprehensive Plan Small Area Policy Guidelines per the JOSH Future Character Area Plan and the Commercial Node Land Use Concept Plan	Short-Term	Community Development, BOC
	LU-3	Add site #6 as depicted on the Commercial Node Land Use Concept Plan to the Cobb County Redevelopment Inventory	Short-Term	Community Development, BOC
	LU-4	Work with developers and/or property owners on the restoration of lake identified on site #3, and consider public/private partnership on stormwater management and community park for the site	Immediate	Community Development, Parks, Water Systems, BOC, Developers, and Property Owners
	LU-5	Encourage and/or maintain vehicular and non-vehicular inter-parcel access on all new development and redevelopment projects within commercial nodes and adjacent residential when appropriate	Immediate	Community Development, BOC
	LU-6	Revise parking standards for JOSH commercial nodes to parking maximums	Long-Term	Community Development, Water Systems, BOC
	LU-7	Set up mechanism to incentivize a percentage of pervious parking in all new development and redevelopment projects	Long-Term	Community Development, Water Systems, BOC
	LU-8	Promote detached single-family residential site design within the Suburban Residential Character Area to help preserve tree canopy and assist in mitigating environmental impacts	Immediate	Community Development, BOC
	LU-9	Encourage Open Space Community overlay within Suburban Residential Character Area	Immediate	Community Development, BOC
	LU-10	Work with property owners to get the Power-Jackson Cabin on the Cobb County Register of Historic Places	Long-Term	Community Development, BOC
	LU-11	During the rezoning process, ensure the preservation, planting, and replanting of trees and other landscaping where possible within the JOSH study area	Immediate	Community Development, BOC
	LU-12	Establish a community based stakeholder association to provide a platform for community collaboration on new redevelopment, new development, and Design Guidelines	Short-Term	Community Development, Residents, Business Owners/Associations

GUIDING PRINCIPLE	ID	RECOMMENDATION	TIMEFRAME	RESPONSIBLE PARTY
<b>TRANSPORTATION</b>  Create an efficient and balanced transportation network for effective traffic movements, inter-parcel connectivity, ingress/egress for smooth safe mobility between residential neighborhoods and business operations.	T.1*	Prepare Access Management Plan for commercial properties along Johnson Ferry Road and Shallowford Road, to determine ways to limit curb cuts and provide safer turning movements to and from commercial businesses	Mid-Term	DOT, Community Development
	T.2	Require all commercial developments to provide safe pedestrian access to and from existing sidewalks along the public ROW	Immediate	DOT, BOC, Developers/Business Owners
	T.3	Ensure maintenance of median and other ROW landscaping features are on a timely cycle	Immediate	DOT
	T.4	Investigate opportunities for bike lanes throughout the study area and ensure bike lanes tie into future trail network	Mid-Term	DOT
	T.5	Consider low growth tree canopy under or near utility lines	Long-Term	DOT
	T.6*	Evaluate and prioritize road re-surfacing projects throughout the JOSH study area	Mid-Term	DOT
	T.7	Work with Public Safety to increase enforcement of speed limits along Johnson Ferry Road and Shallowford Road, as well as, enforcing the "No Thru Trucks" regulation along Lassiter Road.	Short-Term	DOT, Public Safety
	T.8	Evaluate the need for a high-intensity activated crosswalk traffic control (HAWK) device at Hightower Middle School and Tritt Elementary School	Mid-Term	DOT
	T.9	Incorporate transportation recommendations into Comprehensive Transportation Plan	Short-Term	DOT
<b>Recommendation from Illustrative Transportation Plan</b>				
Key Intersection Improvements	T.10*	Evaluate potential safety and operational improvements; Shallowford Road @ Wesley Chapel Road	Mid-Term	DOT
	T.11*	Evaluate potential safety and operational improvements; Shallowford Road @ Johnson Ferry Road	Mid-Term	DOT
	T.12*	Evaluate potential Safety and Operational improvements; Shallowford Road @ Mabry Road	Mid-Term	DOT
	T.13*	Shallowford Road intersections at Childers Road and McPherson Road for safety improvements.	Mid-Term	DOT
	T.14*	Johnson Ferry Road and Freeman Road intersection for vehicular and non-vehicular safety improvements	Mid-Term	DOT
	T.15*	Consider roundabout at Hembree Road and Lassiter Road intersection	Mid-Term	DOT

\* Potential SPLOST projects

Recommendation from Illustrative Transportation Plan (Cont.)				
Pedestrian Safety Improvements	T.16*	Prepare a pedestrian safety action plan for Johnson Ferry Road, specifically at Post Oak Tritt Road, Lassiter Road, and Shallowford Road	Mid-Term	DOT
	T.17*	Prepare a pedestrian safety action plan for Shallowford Road, specifically at Lassiter Road, Mabry Road, Childers Road and McPherson Road	Mid-Term	DOT
	T.18*	Consider pedestrian safety elements along Childers Road	Mid-Term	DOT
	T.19*	Reconfigure and restripe Hembree Road and Lassiter Road intersection within existing ROW and pavement	Short-Term	DOT
	T.20	Participate in the Safe Routes to School Program	Short-Term	DOT
Roadway Realignment	T.21*	Consider realignment of McPherson Road at Shallowford Road	Mid-Term	DOT
Sidewalks	T.22*	Install sidewalks on both sides of McPherson Road	Complete	DOT
	T.23*	Install sidewalk on north side of Shallowford from Tennessee Walker Drive to the Fulton County line	Mid-Term	DOT
	T.24*	Close sidewalk gap on south side of Post Oak Tritt between Tabby Walk and Tritt Homestead Drive for pedestrian access to Hightower Trail Middle School. As an alternative; add crosswalk at Tabby Walk to access existing sidewalk on north side of Post Oak Tritt	Long-Term	DOT
	T.25*	Fill sidewalk gaps along Post Oak Tritt Road, Mabry Road, Lassiter Road, and Wesley Chapel Road	Long-Term	DOT
Roadway Upgrades	T.26*	Upgrade Waterfront Drive to local street functional classification standards from Waterfront Circle to Johnson Ferry Road	Mid-Term	DOT
Multi-Purpose Trail	T.27*	Add multi-purpose trail to the Greenways and Trails Master Plan for future prioritization, funding and implementation.	Short-Term	DOT
	T.28	Attain segments of ROW as development occurs	Mid-Term	DOT
Medians	T.29*	Add landscaped medians along Shallowford Road from Sandy Plains Road to Childers Road.	Mid-Term	DOT
	T.30*	Expand Johnson Ferry Road landscaped medians in appropriate locations	Mid-Term	DOT

\* Potential SPLOST projects

GUIDING PRINCIPLE	ID	RECOMMENDATION	TIMEFRAME	RESPONSIBLE PARTY
<b>PARKS</b>  Establish additional parkland and greenspace for recreation, environmental, and health benefits.	P.1	Work with property owners to restore lake at southwest corner of Johnson Ferry Road and Shallowford Road	Long-Term	Parks, BOC, Water Systems, Developers/Property Owners
	P.2	Work with developers and/or property owners to consider public/private partnership on stormwater management and community park for joint use facility	Long-Term	Parks, BOC, Water Systems, Developers/Property Owners
	P.3	Neighborhood park with natural area, community playground and other amenities downstream from lake at the southwest corner Johnson Ferry Road and Shallowford Road	Long-Term	Parks, BOC, Water Systems, Property Owners
	P.4*	Coordinate with Cobb DOT on establishing multi-purpose trail concept to ensure connectivity with other existing and future parks, as well as other proposed trails in the region	Long-Term	Parks, DOT
	P.5	Continue to seek ways to preserve the Power-Jackson Cabin	Immediate	Parks, Community Development, Non-Profit Organizations
	P.6*	Continue to pursue the acquisition of additional open space for preservation and park land for recreation, where appropriate	Immediate	Parks, BOC, Residents
	P.7	Ensure pedestrian connectivity between adjacent parks, trails, and commercial uses	Immediate	Parks, Business Owners
	P.8	Establish community taskforce with mission to identify and fund the purchase of greenspace	Mid-Term	Residents

\* Potential SPLOST projects

GUIDING PRINCIPLE	ID	RECOMMENDATION	TIMEFRAME	RESPONSIBLE PARTY
<p><b>STORMWATER</b></p> <p>Improve stormwater management by maintaining existing stormwater infrastructure and establishing innovative stormwater management site design techniques and strategies to store, infiltrate, evaporate, retain, and detain run off on the site to more closely replicate predevelopment runoff characteristics.</p>	SW.1	Explore implementation of a County-wide Stormwater Utility to assist an increase in funding stormwater management level of services	Long-Term	Water Systems, BOC
	SW.2	As development and redevelopment occurs, ensure protection and preservation of the floodplain and wetlands within the Willeo Creek Basin	Immediate	Water Systems, Community Development, BOC
	SW.3	Prepare a Maintenance Repair Plan for culverts within the JOSH Study Area	Mid-Term	Water Systems
	SW.4	Incentivize low impact development (LID) standards for development and redevelopment projects	Mid-Term	Water Systems, Community Development, BOC
	SW.5	Strengthen stormwater detention by requiring runoff to replicate pre-development runoff characteristics to the maximum extent practicable	Immediate	Water Systems
	SW.6	Educate property owners on the Environmental Protection Division's Safe Dams Program and ways to perform necessary maintenance or upgrades on their dam(s) and/or lake(s)	Short-Term	Water Systems, Georgia Department of Natural Resources
	SW.7	Incentivize reduction in impervious surface percentage for new developments within the Willeo Creek basin	Mid-Term	Water Systems
	SW.8	Fund and prepare a Stormwater Management Plan for the Willeo Creek basin. Include a feasibility analysis for regional stormwater facilities and recommend mitigation strategies to address stormwater runoff and infrastructure needs.	Mid-Term	Water Systems
	SW.9	Work with property owners to restore lake at southwest corner of Johnson Ferry Road and Shallowford Road back to original flood storage capacity and consider for regional retention	Short-Term	Water Systems, Property Owners
	SW.10	Conduct stormwater educational seminar in the Willeo Creek basin to inform citizens about the environmental impact of stormwater and to increase their knowledge of Stormwater Management methods that reduce negative impacts	Short-Term	Water Systems
	SW.11	Authorize and prioritize the acquisition of floodplain along Sweat Mountain Creek, Willeo Creek, Harmony Grove Creek and Walden Creek consistent with the Floodplain Acquisition Program	Mid-Term	Water Systems
	SW.12	Work with Community Development on establishing parking maximums to maximize site design and stormwater management	Mid-Term	Water Systems, Community Development

GUIDING PRINCIPLE	ID	RECOMMENDATION	TIMEFRAME	RESPONSIBLE PARTY
<p><b>SENSE OF PLACE</b></p> <p>Unify the streetscape and architectural design of buildings and create pedestrian/bike friendly streets with connected sidewalks to improve the community's sense of place</p>	SP.1	<p>Create design guidelines along Johnson Ferry Road and Shallowford Road. Ensure the inclusion of the following.</p> <ul style="list-style-type: none"> <li>* Streetscape plan (consider low growth tree canopy under or near utility lines)</li> <li>* Decorative street lights and pedestrian lights</li> <li>* Decorative signal poles and mast arms (vehicular, pedestrian, and bike)</li> <li>* Unified landscaped medians</li> <li>* Wider sidewalks and street furniture</li> <li>* Use the JOSH Image Preference Survey as a guide</li> </ul>	Short-Term	Community Development, BOC, Residents
	SP.2	Encourage partnerships with community based organizations to design, implement, and fund gateway features to improve community appearances and to oversee the implementation of the JOSH design guidelines.	Mid-Term	Community Development, BOC, Residents
	SP.3	Create a Pedestrian Light District	Mid-Term	Community Development, DOT, BOC
	SP.4	Fund or seek alternative approaches to the placement of underground utilities	Short-Term	Community Development, DOT, BOC, Utility Companies
	SP.5	As part of the design efforts, ensure non-conforming signs are in compliance with current regulations, and when applicable any future design guidelines	Short-Term	Community Development, BOC
	SP.6	Seek developer commitments for any future design guidelines, quality architecture, landscape planting, lighting, and signage during development, rezoning, and special use permitting process	Mid-Term	Community Development, BOC, Developer
	SP.7	Establish a community based stakeholder association to provide a platform for community collaboration on new developments and redevelopments, as well as design	Mid-Term	Residents, Business Owners
	SP.8	As an incentive for quality redevelopment/development, set up an awards program that recognizes outstanding redevelopment improvements, new developments and excellent design for commercial and residential developments	Mid-Term	Residents, Business Owners, Developers, Stakeholder Association

JOSH RECOMMENDATION TABLES

Listed by timeframe per element

GUIDING PRINCIPLE	TIMEFRAME	RECOMMENDATION	ID	RESPONSIBLE PARTY
<p><b>LAND USE</b></p> <p>Preserve the detached single family residential character of the JOSH study area as the primary land use, directing more moderate transitional residential and commercial uses toward the Johnson Ferry at Shallowford Road commercial node.</p>	Immediate	Work with developers and/or property owners on the restoration of lake identified on site #3, and consider public/private partnership on stormwater management and community park for the site	LU-4	Community Development, Parks, Water Systems, BOC, Developers, and Property Owners
	Immediate	Encourage and/or maintain vehicular and non-vehicular inter-parcel access on all new development and redevelopment projects within commercial nodes and adjacent residential when appropriate	LU-5	Community Development, BOC
	Immediate	Promote detached single-family residential site design within the Suburban Residential Character Area to help preserve tree canopy and assist in mitigating environmental impacts	LU-8	Community Development, BOC
	Immediate	Encourage Open Space Community overlay within Suburban Residential Character Area	LU-9	Community Development, BOC
	Immediate	During the rezoning process, ensure the preservation, planting, and replanting of trees and other landscaping where possible within the JOSH study area	LU-11	Community Development, BOC
	Short-Term	Amend the 2040 Comprehensive Plan Future Land Use Map to include all recommendations presented on the Future Character Area Plan and the Commercial Node Land Use Concept Plan	LU-1	Community Development, BOC
	Short-Term	Amend the 2040 Comprehensive Plan Small Area Policy Guidelines per the JOSH Future Character Area Plan and the Commercial Node Land Use Concept Plan	LU-2	Community Development, BOC
	Short-Term	Add site #6 as depicted on the Commercial Node Land Use Concept Plan to the Cobb County Redevelopment Inventory	LU-3	Community Development, BOC
	Short-Term	Establish a community based stakeholder association to provide a platform for community collaboration on new redevelopment, new development, and Design Guidelines	LU-12	Community Development, Residents, Business Owners/Associations
	Long-Term	Revise parking standards for JOSH commercial nodes to parking maximums	LU-6	Community Development, Water Systems, BOC
	Long-Term	Set up mechanism to incentivize a percentage of pervious parking in all new development and redevelopment projects	LU-7	Community Development, Water Systems, BOC
	Long-Term	Work with property owners to get the Power-Jackson Cabin on the Cobb County Register of Historic Places	LU-10	Community Development, BOC

GUIDING PRINCIPLE	TIMEFRAME	RECOMMENDATION	ID	RESPONSIBLE PARTY
<b>TRANSPORTATION</b>  Create an efficient and balanced transportation network for effective traffic movements, inter-parcel connectivity, ingress/egress for smooth safe mobility between residential neighborhoods and business operations.	Immediate	Require all commercial developments to provide safe pedestrian access to and from existing sidewalks along the public ROW	T.2	DOT, BOC, Developers/Business Owners
	Immediate	Ensure maintenance of median and other ROW landscaping features are on a timely cycle	T.3	DOT
	Short-Term	Work with Public Safety to increase enforcement of speed limits along Johnson Ferry Road and Shallowford Road, as well as, enforcing the "No Thru Trucks" regulation along Lassiter Road.	T.7	DOT, Public Safety
	Short-Term	Incorporate transportation recommendations into Comprehensive Transportation Plan	T.9	DOT
	Mid-Term	Prepare Access Management Plan for commercial properties along Johnson Ferry Road and Shallowford Road, to determine ways to limit curb cuts and provide safer turning movements to and from commercial businesses	T.1*	DOT, Community Development
	Mid-Term	Investigate opportunities for bike lanes throughout the study area and ensure bike lanes tie into future trail network	T.4	DOT
	Mid-Term	Evaluate and prioritize road re-surfacing projects throughout the JOSH study area	T.6*	DOT
	Mid-Term	Evaluate the need for a high-intensity activated crosswalk traffic control (HAWK) device at Hightower Middle School and Tritt Elementary School	T.8	DOT
	Long-Term	Consider low growth tree canopy under or near utility lines	T.5	DOT
<b>Recommendation from Illustrative Transportation Plan</b>				
Key Intersection Improvements	Mid-Term	Evaluate potential safety and operational improvements; Shallowford Road @ Wesley Chapel Road	T.10*	DOT
	Mid-Term	Evaluate potential safety and operational improvements; Shallowford Road @ Johnson Ferry Road	T.11*	DOT
	Mid-Term	Evaluate potential Safety and Operational improvements; Shallowford Road @ Mabry Road	T.12*	DOT
	Mid-Term	Shallowford Road intersections at Childers Road and McPherson Road for safety improvements.	T.13*	DOT
	Mid-Term	Johnson Ferry Road and Freeman Road intersection for vehicular and non-vehicular safety improvements	T.14*	DOT
	Mid-Term	Consider roundabout at Hembree Road and Lassiter Road intersection	T.15*	DOT

\* Potential SPLOST projects

Recommendation from Illustrative Transportation Plan (Cont.)				
Pedestrian Safety Improvements	Short-Term	Reconfigure and restripe Hembree Road and Lassiter Road intersection within existing ROW and pavement	T.19*	DOT
	Short-Term	Participate in the Safe Routes to School Program	T.20	DOT
	Mid-Term	Prepare a pedestrian safety action plan for Johnson Ferry Road, specifically at Post Oak Tritt Road, Lassiter Road, and Shallowford Road	T.16*	DOT
	Mid-Term	Prepare a pedestrian safety action plan for Shallowford Road, specifically at Lassiter Road, Mabry Road, Childers Road and McPherson Road	T.17*	DOT
	Mid-Term	Consider pedestrian safety elements along Childers Road	T.18*	DOT
Roadway Realignment	Mid-Term	Consider realignment of McPherson Road at Shallowford Road	T.21*	DOT
Sidewalks	Complete	Install sidewalks on both sides of McPherson Road	T.22*	DOT
	Mid-Term	Install sidewalk on north side of Shallowford from Tennessee Walker Drive to the Fulton County line	T.23*	DOT
	Long-Term	Close sidewalk gap on south side of Post Oak Tritt between Tabby Walk and Tritt Homestead Drive for pedestrian access to Hightower Trail Middle School. As an alternative; add crosswalk at Tabby Walk to access existing sidewalk on north side of Post Oak Tritt	T.24*	DOT
	Long-Term	Fill sidewalk gaps along Post Oak Tritt Road, Mabry Road, Lassiter Road, and Wesley Chapel Road	T.25*	DOT
Roadway Upgrades	Mid-Term	Upgrade Waterfront Drive to local street functional classification standards from Waterfront Circle to Johnson Ferry Road	T.26*	DOT
Multi-Purpose Trail	Short-Term	Add multi-purpose trail to the Greenways and Trails Master Plan for future prioritization, funding and implementation.	T.27*	DOT
	Mid-Term	Attain segments of ROW as development occurs	T.28	DOT
Medians	Mid-Term	Add landscaped medians along Shallowford Road from Sandy Plains Road to Childers Road.	T.29*	DOT
	Mid-Term	Expand Johnson Ferry Road landscaped medians in appropriate locations	T.30*	DOT

\* Potential SPLOST projects

GUIDING PRINCIPLE	TIMEFRAME	RECOMMENDATION	ID	RESPONSIBLE PARTY
<b>PARKS</b>  Establish additional parkland and greenspace for recreation, environmental, and health benefits.	Immediate	Continue to seek ways to preserve the Power-Jackson Cabin	P.5	Parks, Community Development, Non-Profit Organizations
	Immediate	Continue to pursue the acquisition of additional open space for preservation and park land for recreation, where appropriate	P.6*	Parks, BOC, Residents
	Immediate	Ensure pedestrian connectivity between adjacent parks, trails, and commercial uses	P.7	Parks, Business Owners
	Mid-Term	Establish community taskforce with mission to identify and fund the purchase of greenspace	P.8	Residents
	Long-Term	Work with property owners to restore lake at southwest corner of Johnson Ferry Road and Shallowford Road	P.1	Parks, BOC, Water Systems, Developers/Property Owners
	Long-Term	Work with developers and/or property owners to consider public/private partnership on stormwater management and community park for joint use facility	P.2	Parks, BOC, Water Systems, Developers/Property Owners
	Long-Term	Neighborhood park with natural area, community playground and other amenities downstream from lake at the southwest corner Johnson Ferry Road and Shallowford Road	P.3	Parks, BOC, Water Systems, Property Owners
	Long-Term	Coordinate with Cobb DOT on establishing multi-purpose trail concept to ensure connectivity with other existing and future parks, as well as other proposed trails in the region	P.4*	Parks, DOT

\* Potential SPLOST projects

GUIDING PRINCIPLE	TIMEFRAME	RECOMMENDATION	ID	RESPONSIBLE PARTY
<p><b>STORMWATER</b></p> <p>Improve stormwater management by maintaining existing stormwater infrastructure and establishing innovative stormwater management site design techniques and strategies to store, infiltrate, evaporate, retain, and detain run off on the site to more closely replicate predevelopment runoff characteristics.</p>	Immediate	As development and redevelopment occurs, ensure protection and preservation of the floodplain and wetlands within the Willeo Creek Basin	SW.2	Water Systems, Community Development, BOC
	Immediate	Strengthen stormwater detention by requiring runoff to replicate pre-development runoff characteristics to the maximum extent practicable	SW.5	Water Systems
	Short-Term	Educate property owners on the Environmental Protection Division's Safe Dams Program and ways to perform necessary maintenance or upgrades on their dam(s) and/or lake(s)	SW.6	Water Systems, Georgia Department of Natural Resources
	Short-Term	Work with property owners to restore lake at southwest corner of Johnson Ferry Road and Shallowford Road back to original flood storage capacity and consider for regional retention	SW.9	Water Systems, Property Owners
	Short-Term	Conduct stormwater educational seminar in the Willeo Creek basin to inform citizens about the environmental impact of stormwater and to increase their knowledge of Stormwater Management methods that reduce negative impacts	SW.10	Water Systems
	Mid-Term	Prepare a Maintenance Repair Plan for culverts within the JOSH Study Area	SW.3	Water Systems
	Mid-Term	Incentivize low impact development (LID) standards for development and redevelopment projects	SW.4	Water Systems, Community Development, BOC
	Mid-Term	Incentivize reduction in impervious surface percentage for new developments within the Willeo Creek basin	SW.7	Water Systems
	Mid-Term	Fund and prepare a Stormwater Management Plan for the Willeo Creek basin. Include a feasibility analysis for regional stormwater facilities and recommend mitigation strategies to address stormwater runoff and infrastructure needs.	SW.8	Water Systems
	Mid-Term	Authorize and prioritize the acquisition of floodplain along Sweet Mountain Creek, Willeo Creek, Harmony Grove Creek and Walden Creek consistent with the Floodplain Acquisition Program	SW.11	Water Systems
	Mid-Term	Work with Community Development on establishing parking maximums to maximize site design and stormwater management	SW.12	Water Systems, Community Development
	Long-Term	Explore implementation of a County-wide Stormwater Utility to assist an increase in funding stormwater management level of services	SW.1	Water Systems, BOC

GUIDING PRINCIPLE	TIMEFRAME	RECOMMENDATION	ID	RESPONSIBLE PARTY
<p><b>SENSE OF PLACE</b></p> <p>Unify the streetscape and architectural design of buildings and create pedestrian/bike friendly streets with connected sidewalks to improve the community’s sense of place</p>	Short-Term	<p>Create design guidelines along Johnson Ferry Road and Shallowford Road. Ensure the inclusion of the following.</p> <ul style="list-style-type: none"> <li>* Streetscape plan (consider low growth tree canopy under or near utility lines)</li> <li>* Decorative street lights and pedestrian lights</li> <li>* Decorative signal poles and mast arms (vehicular, pedestrian, and bike)</li> <li>* Unified landscaped medians</li> <li>* Wider sidewalks and street furniture</li> <li>* Use the JOSH Image Preference Survey as a guide</li> </ul>	SP.1	Community Development, BOC, Residents
	Short-Term	Fund or seek alternative approaches to the placement of underground utilities	SP.4	Community Development, DOT, BOC, Utility Companies
	Short-Term	As part of the design efforts, ensure non-conforming signs are in compliance with current regulations, and when applicable any future design guidelines	SP.5	Community Development, BOC
	Mid-Term	Encourage partnerships with community based organizations to design, implement, and fund gateway features to improve community appearances and to oversee the implementation of the JOSH design guidelines.	SP.2	Community Development, BOC, Residents
	Mid-Term	Create a Pedestrian Light District	SP.3	Community Development, DOT, BOC
	Mid-Term	Seek developer commitments for any future design guidelines, quality architecture, landscape planting, lighting, and signage during development, rezoning, and special use permitting process	SP.6	Community Development, BOC, Developer
	Mid-Term	Establish a community based stakeholder association to provide a platform for community collaboration on new developments and redevelopments, as well as design	SP.7	Residents, Business Owners
	Mid-Term	As an incentive for quality redevelopment/development, set up an awards program that recognizes outstanding redevelopment improvements, new developments and excellent design for commercial and residential developments	SP.8	Residents, Business Owners, Developers, Stakeholder Association