



NEXT STEPS

MOVING FORWARD

Implementation of the South Fulton Parkway Corridor Plan will require a combination of strategic organizational partnerships, land use policy and zoning adjustments, prioritization of funding opportunities, and strong marketing of and commitment to a unified outcome for the corridor. Implementation partners include many that were involved in the study process as well as additional partners with unique implementation resources or interests of value to the corridor's vision.

IMMEDIATE (FIRST 90 DAYS)

ACTION: Reconvene the inter-jurisdictional working group to advance the corridor plan's goals.

This group will be critical to ensure ongoing focus on implementing the plan and should meet at regular intervals to maintain focus on the corridor. Core group members should include Fulton County and the City of Union City along with other jurisdictions within the study area, including the cities of Chattahoochee Hills, Palmetto, Fairburn, and representation from the new City of South Fulton. The South Fulton Chamber, the South Fulton Parkway Alliance, major landowners, and the ARC will also be important partners.

The group should help ensure advancement of implementation actions in all jurisdictions, share successes, and advance other joint initiatives.

ACTION: Promote the South Fulton Parkway Corridor Plan to regional stakeholders.

The plan should be presented widely to neighboring local governments, CIDs, the Aerotropolis Atlanta Alliance, Connect South Fulton, and other groups that are in proximity to the corridor. The intent of these presentations is to promote awareness of the plan and start building broader capacity to support its vision and implementation.

ACTION: Support marketing campaign for corridor.

Support efforts to market the corridor by coordinating with the South Fulton Chamber of Commerce and the South Fulton Parkway Alliance. The inter-jurisdictional South Fulton Parkway group should play a leadership role, and work with Select Fulton to develop a campaign specifically for the Parkway. Additional ideas include sponsoring a developer "fair" to showcase the Parkway, and working with the Metro Atlanta Chamber and the Atlanta Aerotropolis Alliance to cross-sell the Parkway and its brand.

SHORT-TERM (1-2 YEARS)

ACTION: Implement a "Corridor Compact" among local governments, community partners, and property owners

This compact would represent agreement to a common vision and marketing strategy for South Fulton Parkway. Though the Compact would be a non-binding agreement, it would nonetheless identify the intent to preserve the vision of the Parkway and the plan.

ACTION: Review comprehensive plans of study area jurisdictions, and update them to incorporate the future land use vision for South Fulton Parkway.

Union City and Chattahoochee Hills recently updated their comprehensive plans. When the plans are updated in 2017, they should incorporate the recommendations of the South Fulton Parkway Corridor Plan, including recommended future land use and appropriate zoning districts. The simplest way to do this is to incorporate the plans by reference and ensure there are no conflicting policy statements.

ACTION: Analyze zoning codes to more closely align with the vision for the corridor.

Some of the existing zoning codes in the study area are very flexible in what they allow, and may not align with the preferred concept vision. Changes to consider include:

- Creating a direct reference to the South Fulton Parkway Corridor Plan in the description/intent of the district.
- Adding tiers within districts to allow for different levels of intensity of mixed use in different areas of the district. This may require adapting the zoning map as well as text.
- Ensuring that potentially conflicting land uses are addressed through design standards, buffers, and other mechanisms that reflect the intent of the vision.
- Adding incentives for contributing to the greenways and trails system.
- Revisiting development controls and open space requirements for consistency with the corridor plan vision.

ACTION: Work with the new City of South Fulton to align previous Fulton County zoning districts with the preferred concept.

Potential adjustments include removing barriers to vision achievement including creating walkable activity nodes along the corridor, such as:

- Reducing buffers and setbacks in areas targeted for mixed use.

- Adding incentives for contributing to the greenways and trails system. The South Fulton Parkway Overlay District currently speaks to pedestrian paths but not multi-use trails.
- Creating incentives for low/medium and medium/high intensity mixed use. Incentive opportunities include providing density bonuses for contribution to the proposed trail network or additional green space.

ACTION: Advance the greenways and trails network through joint planning and funding.

The greenways identified in the preferred concept should be carried over to jurisdictional comprehensive plans for further study, phasing, and implementation steps. A joint, multi-jurisdictional planning study for trail/greenspace connectivity is strongly recommended.

At a minimum the Fulton County Bicycle and Pedestrian Plan should be updated for consistency, along with the South Fulton Parkway Corridor Plan and the ARC Walk Bike Thrive Atlanta Regional Bicycle & Pedestrian Plan to facilitate funding opportunities. The ARC plan currently identifies a regional trail system network expansion opportunity in South Fulton County; it also has an active transportation toolkit for cities and counties that can be leveraged to advance South Fulton Parkway trail goals.

Implementing a major system of greenways and trails will require extensive coordination and funding. It will be important to maintain strong relationship with ARC and build others with groups such as the Path Foundation. The South Fulton Parkway working group should participate in the Regional Bicycle and Pedestrian Task Force subcommittee to the Transportation Coordinating Committee (TCC) at ARC.

ACTION: Engage with GDOT and MARTA to incorporate the corridor vision into agencies' planning for route and capital improvements.

Work with GDOT and MARTA to align the preferred concept with both of the agencies' plans. This will be essential to the expansion of the Parkway and identifying potential alignments for premium transit. Specifically, this includes working with GDOT to develop context-sensitive design standards unique to South Fulton Parkway that would encourage the preservation of the existing median and buffers.

MID-TERM (3-5 YEARS)

ACTION: Engage in the next update to the South Fulton Comprehensive Transportation Plan to ensure priority improvements for the corridor area included.

These projects include east/west connections and bike and pedestrian improvements that are not included in the current transportation plan.

APPENDIX A

STAKEHOLDER ENGAGEMENT PLAN

It is recognized that South Fulton Parkway should be a key asset to the economic success of South Fulton County. There is a common interest among multiple local governments and partner agencies to set a high standard for quality development while preserving the transportation viability of the corridor, to be accomplished through collaborative planning and cooperative development controls.

The success of the South Fulton Parkway Corridor Plan hinges on the engagement and buy-in of the area's stakeholders.

Primary Stakeholders will include:

- Representatives of the Fulton County Board of Commissioners and Fulton County staff
- Representatives of the Fulton County Development Authority
- Union City Mayor and City Council Members and Union City Planning Staff
- City of Chattahoochee Hills Mayor and City of Chattahoochee Hills Planning Staff
- City of Palmetto Mayor (Palmetto does not have Planning Staff)
- City of Fairburn Mayor and City of Fairburn Planning Staff
- Representatives of the Douglas County Development Authority
- Representatives of the Georgia Department of Economic Development
- Representatives of the Georgia Department of Transportation
- Major property owners
- ARC Staff

Secondary Stakeholders will include:

- South Fulton Parkway Alliance
- CIDs
- Greystone Power
- Georgia Power
- South Fulton Business Coalition
- Faith Groups within the Study Boundary
- Cliftondale Community Club
- Cedar Grove Community Association

General Stakeholders will include the general public.

OPPORTUNITIES FOR INPUT

There will be three major opportunities for stakeholder input during the project:

- Project Start-Up Meeting and Tour
- Charrette
- Final Public Meetings

PROJECT START-UP MEETING AND TOUR

Scheduled for August 26, 2016, the Project Start-Up Meeting and Tour is primarily aimed at engaging primary stakeholders. It is an opportunity for the stakeholders to interact directly with the project planning team, share their specific visions, and voice concerns. After a brief presentation by the planning team, attendees will participate in a bus tour of the study area and surrounding region. Stops will include:

- Foxhall Resort & Sporting Club
- Serenbe
- City of Palmetto
- City of Fairburn
- City of Union City
- Walmart Fulfillment Center
- Manheim
- The Hatch (Chick-Fil-A)
- Cedar Grove Community

At the conclusion of the meeting, the planning team will gather any initial input from stakeholders.

CHARRETTE

The two-week charrette will be held in October. The intent is to share three preliminary concepts with primary stakeholders, secondary stakeholders, and the general public.

The charrette will be a series of engagement opportunities at location(s) near the parkway, with the majority of the design work being performed off-site.

Initial Stakeholder Review Sessions

The charrette will begin with three review sessions. These sessions will be identical, and stakeholders will select one to attend based on their schedules. In these sessions, the planning team will present the three draft concepts to stakeholders and collect input.

Table 1.1: Charrette Schedule Week 1

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Initial Stakeholder Review Session A	Work (off Parkway)	Work Day (off Parkway)	Work (off Parkway)	Work Day (off Parkway)
Break	Lunch				
Afternoon	Initial Stakeholder Review Session B	Drop-in Day		Set up for Meeting	
Break	Dinner				
Evening	Initial Stakeholder Review Session C		Public Open House #1		

Table 1.2: Charrette Schedule Week 2

	Monday	Tuesday	Wednesday	Thursday	Friday
Morning	Work Day (off Parkway)	Work (off Parkway)	Work Day (off Parkway)	Work (off Parkway)	
Break					
Afternoon		Intermed. Stakeholder Review Session D		Set up for Meeting	
Break					
Evening		Intermed. Stakeholder Review Session E		Final Charrette Presentation	

Drop-In Day

The second day of the charrette will have a more traditional charrette format where informal drop-ins are welcome. From approximately 2:00pm to 7:00pm, the general public and stakeholders are welcome to interact with members of the planning team who will explain the three concepts and gather input. The format will be open house style, with no formal presentations. The intent of the drop-in day is two-fold: to provide stakeholders with an opportunity for input if they are unable to make it to one of the scheduled review sessions, and to provide a chance for the general public to engage.

Public Open House #1

Based on input gathered from the Initial Stakeholder Review Sessions and attendees to the Drop-In Day, the planning team will present the three revised concepts to the public. The structure of the meeting will mimic that of the Initial Stakeholder Review Sessions. Prior to the start of the meeting, an additional input activity will be set up to gather general comments and ideas from the public for the study area corridor vision.

Intermediate Stakeholder Review Sessions

In Week 2, there will be another set stakeholder review sessions. Based on additional input from Public Open House #1, the planning team will present the three concepts again, with a focus on discussing the changes since the start of the charrette.

At this meeting, the stakeholder group will determine a preferred concept, which may include the selection of a single concept or the combination of elements from multiple concepts. With this direction, the planning team will return to the Jacobs offices to finalize the preferred concept for presentation to the public.

Final Charrette Presentation

To conclude the charrette, there will be a final public presentation. The planning team will provide an overview of the three concepts, but primarily focus on the preferred concept and how it was selected. There will be an opportunity for attendees to then ask questions and make additional comments on the preferred concept.

FINAL PRESENTATIONS

Following the charrette, the Jacobs team will present the final recommended concept at up to four meetings. These meetings, at a minimum, will include a presentation to ARC and a presentation to the South Fulton Municipal Association, and will occur no later than six weeks following the charrette. The planning team will collect input from each meeting, and revise the final concept as directed by ARC.

ADVERTISING AND OUTREACH

The main goal of the charrette is to ensure participation by primary and secondary stakeholders. The following is the approach to ensuring that all stakeholders are informed about the charrette and how they can participate:

- Elected officials that represent the study area will receive a personal phone call and follow-up emails
- The remaining primary and secondary stakeholders will receive an emailed invitation to RSVP for stakeholder sessions, and reminder emails prior to events

To advertise the charrettes to general stakeholders, the approach is to:

- Solicit advice from local Council members on the best ways to reach constituents
- Place a flier at the Publix at Parkway Village
- Request that stakeholders send details to their distribution lists
- Create and send a press release to local media sources

Press releases will be sent out two weeks prior to the start of the charrette; follow up to media sources will occur the week prior to the charrettes.

Table 1.3: Engagement Opportunity Matrix

	PRIMARY STAKEHOLDERS	SECONDARY STAKEHOLDERS	GENERAL STAKEHOLDERS
Project Start Up Meeting and Tour	X	X	
Charrette: Initial Stakeholder Review	X	X	
Charrette: Drop-In Day	X	X	X
Charrette: Public Open House #1	X	X	X
Charrette: Intermediate Stakeholder Review	X	X	
Charrette: Final Presentation	X	X	X
Final Presentations	X	X	

APPENDIX B

PROTOTYPICAL DEVELOPMENT STANDARDS

SINGLE FAMILY RESIDENTIAL		MULTIFAMILY (MINIMUM HEIGHTED FLOOR SUMMARY)	
Maximum Lot Width at Building Line	40'	Maximum Streeted Floor	800 S.F.
Minimum Lot Depth	75'	Maximum Streeted Floor	1000 S.F.
Minimum Lot Size	3,000 S.F.	Carriage Lot	800 S.F.
Street C.O.D. Value	30'		
Street C.O.D. Value	20' (if any) 7' min. (between standards)		
50' Yard Setback	7' (if any) 7' min. (between standards)		
10' Front Setback	7' (if any) 7' min. (between standards)		
Minimum Traveled Foot Path	1000 S.F. (800 S.F. if any) 800		
Minimum Traveled Foot Path	1000 S.F. (800 S.F. if any) 800		

PROPOSED DEVELOPMENT PHASING

PHASE ONE (AS NEEDED): Neighborhoods 32, 33A, 33B
 PHASE TWO (AS NEEDED): Neighborhoods 29, 30, 31
 PHASE THREE: Neighborhoods 40, 41, 42, 43
 PHASE FOUR: Neighborhoods 15, 16, 17, 28, 39
 PHASE FIVE: Neighborhoods 1, 2, 3, 8, 10, 11, 12, 13, 14
 PHASE SIX (AS NEEDED): Neighborhoods 4, 5, 6, 7, 8
 PHASE SEVEN: Neighborhoods 24, 25, 26, 27, 28
 PHASE EIGHT: Neighborhoods 19, 20, 21, 22

NEIGHBORHOOD SUMMARY

NEIGHBORHOOD	PHASE	ACRES	UNITS
1	1	6.0	118
2	1	6.0	118
3	1	6.0	118
4	1	6.0	118
5	1	6.0	118
6	1	6.0	118
7	1	6.0	118
8	1	6.0	118
9	1	6.0	118
10	1	6.0	118
11	1	6.0	118
12	1	6.0	118
13	1	6.0	118
14	1	6.0	118
15	1	6.0	118
16	1	6.0	118
17	1	6.0	118
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24	1	6.0	118
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26	1	6.0	118
27	1	6.0	118
28	1	6.0	118
29	1	6.0	118
30	1	6.0	118
31	1	6.0	118
32	1	6.0	118
33A	1	6.0	118
33B	1	6.0	118
39	1	6.0	118
40	1	6.0	118
41	1	6.0	118
42	1	6.0	118
43	1	6.0	118
15	1	6.0	118
16	1	6.0	118
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28	1	6.0	118
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1	1	6.0	118
2	1	6.0	118
3	1	6.0	118
8	1	6.0	118
10	1	6.0	118
11	1	6.0	118
12	1	6.0	118
13	1	6.0	118
14	1	6.0	118
24	1	6.0	118
25	1	6.0	118
26	1	6.0	118
27	1	6.0	118
19	1	6.0	118
20	1	6.0	118
21	1	6.0	118
22	1	6.0	118



LAND USE SUMMARY

LAND USE	Area (Acres)	Area (Sq Ft)
Residential	2,227.14	152,118,000
Commercial	200.00	13,800,000
Public Use	402.14	27,149,000
Open Space	832.72	55,800,000
TOTAL	3,262.00	212,867,000
Site Area	1,000.00	67,000,000
Open Space	1,192.00	80,000,000
Other	70.00	4,800,000
TOTAL	2,262.00	151,800,000

LEGEND

- STREETS
- 25' STREAM BUFFER
- 50' PERIPHERAL SETBACK
- RETAIL
- 300' FT. PERIPHERAL SETBACK
- DETENTION FACILITIES OPENING
- NATURE TRAIL, TRAILS WILL BE PERVIOUS AND IMPROVED
- SERVICE/LOADING AREA

NOTE: 1. WATER SERVICE TO BE PROVIDED BY CITY OF ATLANTA
 2. SANITARY SERVICE TO BE PROVIDED BY FULTON COUNTY
 3. ALL UTILITIES TO BE PROVIDED BY FULTON COUNTY
 4. ALL ALLEYS TO BE PRIVATE
 5. ALL ADJACENT PARCELS CURRENTLY ZONED AG-1, AGRICULTURE
 6. ALL PROPOSED INTERNAL ROADS WILL BE 50' R.O.W.

OPEN SPACE SUMMARY

Category	Area (Acres)	Area (Sq Ft)
Residential	0.8	53,600
Commercial	0.2	13,600
Public Use	0.2	13,600
Open Space	1.8	121,200
TOTAL	3.0	191,000

AMENITY SUMMARY

PRIMARY AMENITY CENTER
 SECONDARY AMENITY CENTER
 NEIGHBORHOOD PARKS



DEVELOPER:
MINERVA
 2292 Henderson Mill Rd.
 Atlanta, GA 30345

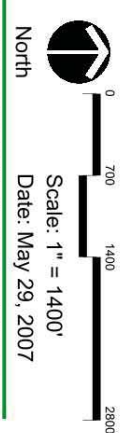


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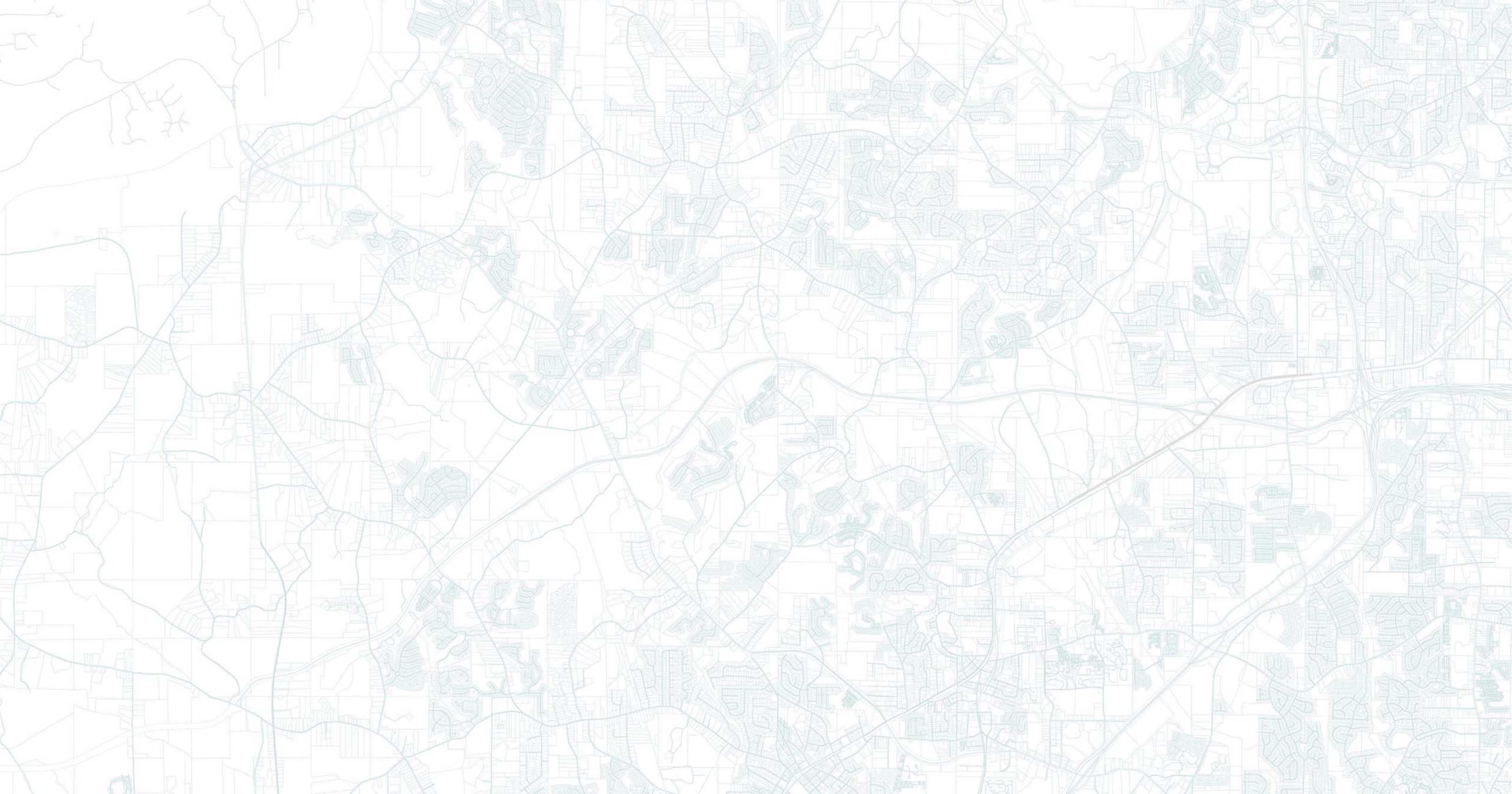
FRIENDSHIP VILLAGE

FULTON COUNTY, GEORGIA

SITE PLAN



SHEET FILE: T:\2005\jobs\050936-MINERVA\working\Master_Plan\Map_Plan.dwg
 Base mapping compiled from best available information. All map data should be considered as preliminary. In need of verification, and subject to change. This land plan is conceptual in nature and does not represent any regulatory approval. Plan is subject to change.



SOUTH FULTON PARKWAY CORRIDOR PLAN

