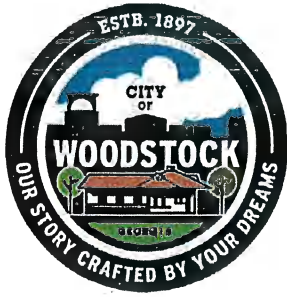




CITY OF WOODSTOCK COMPREHENSIVE PLAN 2023 UPDATE

October 2023





City of Woodstock State of Georgia
October 23, 2023

RESOLUTION NO. 493-2023

Adoption of the 2023 Update to the City of Woodstock Comprehensive Plan and Short-Term Work Program

WHEREAS, the Mayor and Council of the City of Woodstock, Georgia completed an update to the Comprehensive Plan and Short-Term Work Program; and

WHEREAS, these documents were prepared according to the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and the required public hearing was held on August 14, 2023; and

WHEREAS, these documents were approved by the Mayor and Council of the City of Woodstock for transmittal to the Atlanta Regional Commission on August 14, 2023; and

WHEREAS, on October 5, 2023, the City of Woodstock was notified by the Atlanta Regional Commission that these documents were reviewed by the Atlanta Regional Commission and the Georgia Department of Community Affairs and are found to be in conformity with the minimum standards and procedures for local comprehensive planning; and

NOW, THEREFORE BE IT RESOLVED, that the Mayor and Council of the City of Woodstock, Georgia do hereby adopt the final City of Woodstock 2023 Comprehensive Plan Update and Short-Term Work Program Update, attached hereto as Exhibit "A".

RESOLVED, this 23rd Day of October 2023.

Michael Caldwell, Mayor of Woodstock

Coty Thigpen, Interim City Clerk



Acknowledgments

City of Woodstock Staff

Jeffrey Moon - City Manager
 Coty Thigpen - Assistant City Manager
 Tracy Albers - Director of Community Development
 Niwana Ray, AICP - Senior Planner
 Cameron Dunn - Planner II
 Hannah Menard - Process Planner
 Brian Stockton, AICP - Economic Development Director

Consultant Team

Eric Lusher, AICP
 Erin Thoresen, AICP
 Megha Young, AICP
 Andrew Smith, AICP
 Zach Adriaenssens
 Tyler Griffin
 Camryn Jones

Stakeholder Committee

Chase Roth - Planning Commission
 David Westrick - Planning Commission
 James Drinkard - Planning Commission
 Jennifer Lawrence - Planning Commission
 Ali R. Najafgholi - Planning Commission
 David Michael Lundquist - Planning Commission
 Brandon Williams - Planning Commission
 Colin Ake - City Council
 Tracy Collins - City Council
 Brian Stockton - Economic Development Director
 Tracy Albers - Director of Community Development

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OVERVIEW





Plan Purpose

History of Woodstock

The City of Woodstock, originally a small crossroads trading community, is the southernmost city in Cherokee County, and the County's largest. Woodstock is located approximately 30 miles north of Atlanta and 12 miles south of Canton, the County seat. The southern part of Cherokee County was settled first due to its flatter topography and easier access. Woodstock is over 100 years old and one of the County's oldest towns.

Woodstock is located in an area that was once part of the Cherokee Nation. Settlement started in 1831 when the area became a trading community with cotton as its primary commodity. The railroad came to Woodstock in November 1879. Presumably, this is when the first train depot was built, although the first written account was recorded when the City of Woodstock limits were measured from the Depot in 1897. The City had a population of 300 and comprised a total of 960 acres.

Woodstock had industries of various kinds. Mills in the City processed grains and textiles of local farmers. Woodcarving, yarn spinning, and other related activities were also done. The abundance of water power around Woodstock, such as Little River, Noonday Creek, and other streams, facilitated these industries. Mining was another prominent activity because of Woodstock's location in Georgia's Gold Belt. Gold, mica, and kaolin were found in nearby areas, and the old Kellogg Gold Mine is within a few miles of Woodstock. Despite this, Woodstock remained a primarily agricultural town. For instance, by the 1890s, Woodstock was said to be shipping 2,000 bales of cotton annually and a number of Woodstock developers were influential in introducing innovative farming methods to the County.

The railroad played an instrumental role in the development and layout of the City. Originally, the City boundaries were set at 0.5 miles east and west of the tracks and 0.75 miles north and south from the railroad depot, and lots were created with orientation to the railroad. The central business district extended ten blocks along Main Street from Kyle Street to Dupree Road and two blocks along West Mill Street and Arnold Mill Road. Today, this core is the heart of the City, and includes much of the City's municipal facilities, streetscaping with brick paved sidewalks and decorative lighting, the City Park, historic buildings dating back to 1879, and a strong residential community.

Woodstock stands in front of a wonderful opportunity to capitalize on its reputation as a unique place to continue to expand its offerings and improve quality of life for all of its residents. Serving as a gateway to the North Georgia Mountains, the City of Woodstock has experienced tremendous growth in the past 20 years. Because of its location, the availability of businesses and professional services and relatively low housing costs, Woodstock is one of the fastest growing cities in Cherokee County. While growth provides many economic opportunities, the City also wants to preserve its small-town atmosphere and quality of life. The City must consciously guide and manage growth to ensure that the best of the past is preserved, while creating new communities that are attractive, vital, and thriving. This well thought-out comprehensive plan is responsive to current market trends and anticipatory of future trends that will transform the City into a more viable and attractive place.



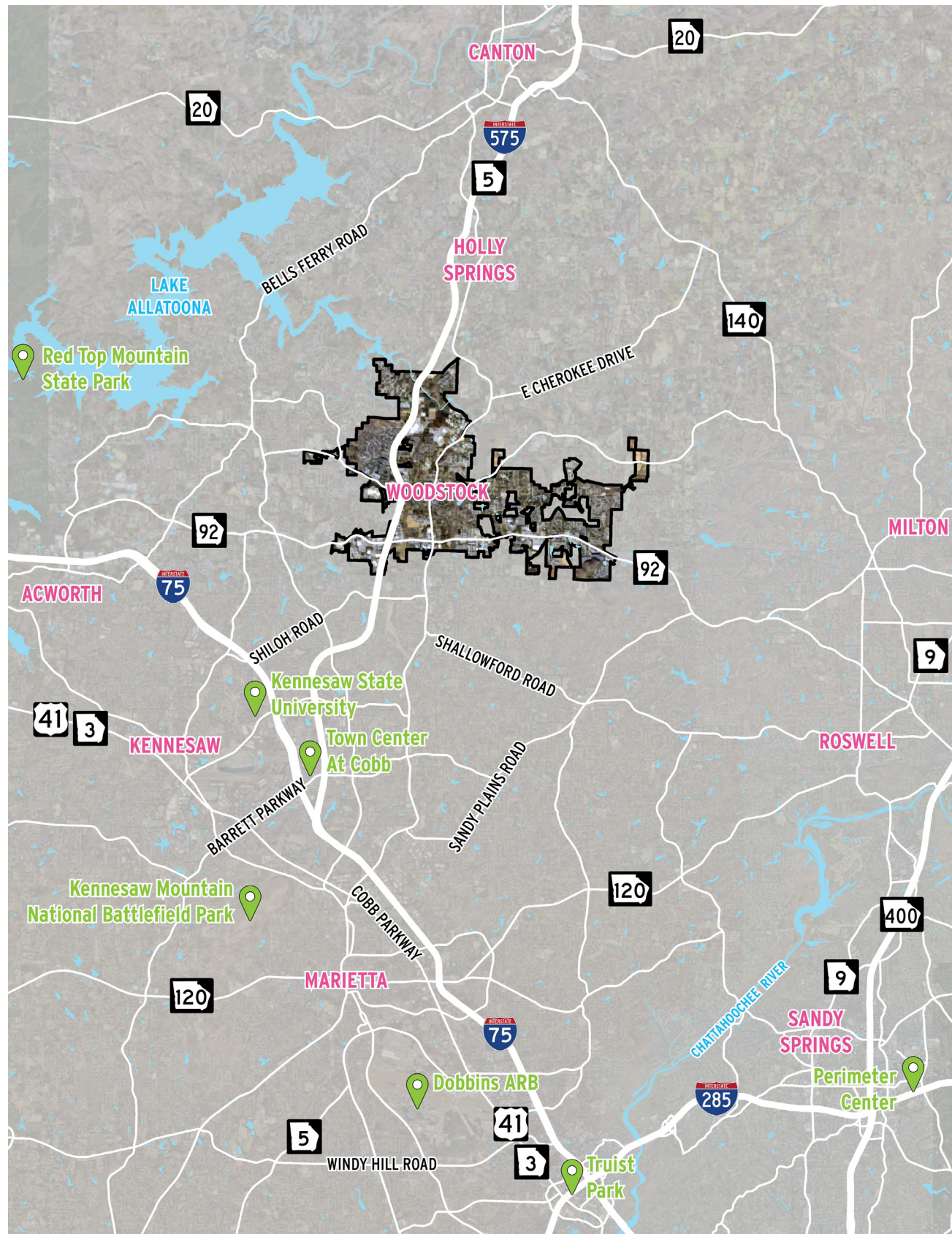
Purpose of the Comprehensive Plan Update

As per the Georgia Planning Act, local jurisdictions are required to develop and maintain a comprehensive plan that outlines how the jurisdiction is to implement and manage all aspects of long-range planning and development. To maintain their status as a qualified local government (QLG), jurisdictions must develop these plans in adherence to the Minimum Standards and Procedures for Local Comprehensive Planning set forth by the Georgia Department of Community Affairs (DCA). These long-range planning responsibilities relate to aspects such as land use, economic development, housing, and transportation, among several others.

Therefore, this latest version of the Woodstock Comprehensive Plan is a five-year update to the City's Comprehensive Plan, last adopted in 2018. Since then, the City has undertaken several related initiatives including the development of a Smart Technology Citywide strategy, a Sustainability Plan, and updates to its Living Center Initiatives (LCI) plans. Additionally, the City has undergone many changes stemming from new development as well as ramifications stemming from the COVID-19 pandemic including the advent of remote work policies and new travel patterns. This plan seeks to build on these initiatives and help guide the City's vision of Woodstock towards the year 2050.

However, there are important reasons for this planning process beyond meeting the minimum requirements. Due to the desirability of the region, Woodstock faces increasing and unique development pressures. One challenge facing Woodstock is balancing the expected impacts of growth pushing north from Atlanta, changing demographics, and the slowly increasing ethnic population with the desires of long-term residents. Growth management should be examined in a holistic way, incorporating infrastructure and services. The same opportunities and strengths that make the City attractive, such as location and uniqueness, present the City with potential conflicts. It is the desire of Woodstock to protect the established neighborhood character of the City from incompatible land uses and traffic, while at the same time to maintain its diversity in economy, cultures and ages. Master Planned Developments, conservation style open space subdivisions, traditional neighborhoods, mixed-use development, and other innovative development techniques are encouraged throughout the City through the guidelines presented in the Character Area descriptions within this Plan.





Regional Map Showing Woodstock Within Metropolitan Atlanta

Guide to this Document

Overview

The initial overview section outlines the overall Community Vision including identified Needs & Opportunities, trends affecting Woodstock, and provides a summary of the plan's community engagement strategy.

Plan Elements

This section contains both Core and Supportive Elements in the Comprehensive Plan. The Core Elements include Economic Development, Housing, Land Use, Parks & Recreation, Public Relations & Communications, and Transportation. The Supporting Elements include Broadband, Capital Improvements, Smart Technology, and Sustainability.

Additionally, the complete Short-Term Work Program (which includes some items not presented in the body of this report) is included in Appendix A.

Character Areas

This Comprehensive Plan update discusses refinements and additions to the city's Future Development Map (FDM) and includes a discussion of each of the City's ten character areas, shown below:

Urban Areas

- Urban Core
- Urban Village

Activity Centers

- Regional Activity Center
- Community Village Center

Conservation Areas

- Natural Preserve

Employment Areas

- Employment Opportunity Center
- Workplace Center
- Employment Village

Residential Areas

- Neighborhood Living
- Suburban Living



Community Vision

Vision Overview

A community vision is an image of a community's future. It is a means of articulating and describing a desired outcome - a place where participants agree they would like journey together.

The vision statements below evolved from a partnership and dialogue between the City government and members of this community. There were many who suggested Woodstock stay exactly as it is today. There were also calls for change, both small and large. Regardless of opinion, the common bond described by all is the high quality of life experienced by residents, employees, and visitors. Woodstock is more than houses, jobs, roads, and utilities. Woodstock's high quality of life stems from its programs and services, educational opportunities, and historic, natural, and cultural resources that are essential to enriching lives. We know that Woodstock's population, businesses, mobility, and opportunities will change over time. Because of this, the foremost goal of this Comprehensive Plan Update becomes planning for this known change while preserving our high quality of life for future generations.

Needs & Opportunities

Needs & Opportunities were initially developed and identified through a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and discussion with the planning Steering Committee during the 2018 Comprehensive Plan process. Subsequent SWOT oriented discussions with this Plan's Steering Committee were utilized to vet and refine the Needs & Opportunities. The resulting Needs & Opportunities listed below, were refined even further based on analysis by the planning team, input from community meetings and survey, and further discussion with the Steering Committee.

Major Elements

Economic Development

NEEDS

- Increase proportion of commercial-to-residential land in the City to make more robust, reliable tax revenue
- Create opportunities for offices in the City to diversify commercial offerings and provide employment opportunities
- Attract larger-scale employers that provide higher paying salaries
- Encourage neighborhood commercial developments that provide daily necessities for residents

OPPORTUNITIES

- Utilize access to existing regional transportation corridors to attract business and residents
- Utilize existing rental housing to attract major employers
- Increase time economic development staff spends actively building prospective relationships
- Opportunity to collaborate with Holly Springs and Cherokee County to develop a strong employment center at Sixes/575
- Leverage the City's arts community as a mechanism to enhance economic development
- Seek opportunities to integrate the City's Economic Development Plan with other planning activities

Housing

NEEDS

- Increase variation in housing stock, including new residential options throughout the Woodstock community
- Incentivize the creation of workforce and/or affordable housing in the City
- Encourage transitions between the intensity and density of different types of residential development
- A diversity of housing types, densities, and price ranges
- Use jobs-housing balance as a metric for determining housing needs

OPPORTUNITIES

- Incentivize accessory buildings/accessory dwelling units to create new density in existing neighborhoods without changing character
- Strong housing market will allow creation of additional residences
- High home values relative to some nearby peer cities, indicating strong desirability and market
- Access to a mix of existing housing types and a strong residential development market provide opportunities to find and create affordable housing options throughout the City
- Tie into potential development of nodes and corridors for high density residential development

Land Use

NEEDS

- Create opportunities for attracting business and flex office space in the City to diversify commercial offerings and provide employment opportunities
- Encourage commercial developments that provide daily necessities for residents
- Create a balance of residential, commercial, industrial, and office land uses
- Increase access to grocers and markets downtown

OPPORTUNITIES

- Use zoning ordinances to ensure that new development complements existing and historic character
- Opportunity to collaborate with Holly Springs and Cherokee County to develop a strong employment center at the I-575 interchange with Sixes Road
- Preserve historic structures
- Create more public realm and enhance existing public space, including family-focused amenities throughout the Woodstock community
- Use Downtown Woodstock as a successful precedent/catalyst for more walkable areas in other parts of Woodstock





Parks & Recreation

NEEDS

- Increase access to outdoor recreation as natural spaces become developed
- Add family-centered recreation opportunities throughout the community
- Expand trail system to increase connectivity within Woodstock, enhance parks and recreation opportunities
- Improve existing park spaces to increase value

OPPORTUNITIES

- Enhance and preserve existing tree canopy
- Engage arts community and help establish arts communities throughout the City
- Investigate strategies for increasing parks and recreation opportunities by expanding Dupree Park and developing Little River Park
- Determine opportunities to enhance parks and recreation services throughout the Woodstock community

Public Relations & Communications

NEEDS

- Improve engagement between City government and residents to increase participation
- Improved dissemination of information
- More consistent social media presence across City departments
- Focus on excellent and open communication to encourage civic engagement

OPPORTUNITIES

- Improve engagement between City government and residents to increase participation
- Enhance communication between City departments
- Streamline dissemination of information to the public
- Investigate mechanisms to utilize SMART technology to collect ideas and data, and provide communication to Woodstock residents

Transportation

NEEDS

- Address regional roadways to provide for efficient traffic flow in and out of Woodstock
- Add interconnected roadways to create a robust transportation system throughout the City, especially in and around Downtown
- Coordinate with state and regional partners to establish and advance transit service connecting the City of Woodstock with the broader region
- Create PTV opportunities in and near Downtown. Reduce barriers to their safe maneuverability. Continue to recognize their place in the City's multi-modal transportation framework.
- Assess traffic patterns and address demands accordingly including implementation of the grid system concept

OPPORTUNITIES

- Leverage the City's Complete Streets policy, design guidelines, existing walkability, and infrastructure investments to expand the range of walkable places and promote alternative transportation
- Increase awareness of Downtown parking options for day-to-day use and for events through increased marketing strategies
- Seek out options to increase parking availability in the Downtown area
- Embed recommendations from SMART Woodstock into transportation planning, parking management, and implementation efforts
- Promote land use and transportation coordination to improve future mobility, particularly through alternative modes and mixed-uses
- Develop Public-Private Partnerships to advance transportation goals
- Collaborate with partner agencies such as Atlanta Regional Commission (ARC), Georgia Department of Transportation (GDOT), Cherokee County, and utility providers, to deliver transportation projects

Supportive Elements

Sustainability

NEEDS

- Take steps to preserve existing natural spaces within the City
- Where appropriate, incentivize preservation of existing buildings within the City
- Continued promotion of sustainability awareness among citizens and employees
- Encourage alignment of the City's multi-modal transportation program and land use patterns to discourage single-use trips
- Provide and incentivize recycling for both residents and businesses
- Reduce the carbon footprint of City operations

OPPORTUNITIES

- Encourage alternative stormwater management techniques
- Encourage solar/clean energy in development
- Save public and private financial resources by investing in and encouraging sustainable cost saving measures
- Further the construction of green architecture and green infrastructure





Goals & Policies

The City's identified Goals & Policies are the community's articulation of its ultimate vision for the future and policies to consider to assist in prioritizing initiatives and implementation efforts.

Goal 1 Continue to create and sustain a unique community identity and structure	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
1.1 All new development should contribute to an overall sense of community.		X	X						
1.2 Encourage the continued redevelopment of the urban core as the symbolic heart of the City.	X	X	X						
1.3 Expand and strengthen the downtown by building on its current successes and small town atmosphere	X	X	X						
1.4 Increase the viability of live, work, and entertainment choices within the downtown area.	X	X	X						
1.5 Attract a mix of businesses that will continue to make downtown a destination	X								
1.6 Ensure that retail and commercial developments will support tax base	X		X						
1.7 Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed-use development	X	X	X						



Goal 2 | Provide increased mobility

- 2.1 | Transportation facilities should be designed to be context-sensitive, specifically through developing cross sections that are appropriate with both the character area and land uses they serve.
- 2.2 | A variety of thoroughfares should be designed to be equitable to the pedestrian, bicycle, and automobile.
- 2.3 | Streets in residential, mixed-use, and other urban areas should be designed for lower speeds to encourage urban life and community interaction.
- 2.4 | Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access, and linkages.
- 2.5 | Establish a transportation network that will enable the safest and most efficient movement of people and goods.

Goal 2 Provide increased mobility	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
2.1 Transportation facilities should be designed to be context-sensitive, specifically through developing cross sections that are appropriate with both the character area and land uses they serve.	X		X				X		
2.2 A variety of thoroughfares should be designed to be equitable to the pedestrian, bicycle, and automobile.							X		
2.3 Streets in residential, mixed-use, and other urban areas should be designed for lower speeds to encourage urban life and community interaction.							X		
2.4 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access, and linkages.			X			X	X		X
2.5 Establish a transportation network that will enable the safest and most efficient movement of people and goods.	X						X		X

Goal 3 | Promote a spirit of inclusiveness, opportunity, and choice

- 3.1 | Encourage a range of housing opportunities and choices.
- 3.2 | Integrate housing into mixed-use and traditional development as appropriate through the Future Development Map.
- 3.3 | Ensure that land development is predictable, fair, and cost-effective.
- 3.4 | As employment opportunities diversity in and around Woodstock, ensure adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.
- 3.5 | Promote unique aspects of Woodstock in order to promote inclusivity.

Goal 3 Promote a spirit of inclusiveness, opportunity, and choice	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
3.1 Encourage a range of housing opportunities and choices.		X							
3.2 Integrate housing into mixed-use and traditional development as appropriate through the Future Development Map.	X	X	X						
3.3 Ensure that land development is predictable, fair, and cost-effective.			X				X		
3.4 As employment opportunities diversity in and around Woodstock, ensure adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.	X	X	X				X		
3.5 Promote unique aspects of Woodstock in order to promote inclusivity.	X				X				

Goal 4 | Land use patterns that promote connectivity

	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
4.1 Improve traffic flow in and around the downtown area and overall Citywide connectivity.	X		X				X		X
4.2 Encourage mixed-use and traditional development so that they reflect the character areas in the Future Development Map.	X	X	X						
4.3 Create "walkable neighborhoods."			X				X		
4.4 Neighborhoods should be within easy walking distance of such destination points as local-serving stores and offices, schools, parks, or other civic uses.			X				X		
4.5 Promote development that is pedestrian-oriented, community-centered, and minimizes vehicular trips.			X			X	X		
4.6 All projects should connect to existing and proposed adjacent uses through the use of easements, pedestrian connectivity or roadway connectivity as appropriate.			X				X		
4.7 Encourage mixed-use and a balance of residential and non-residential uses to promote internal connectivity.	X	X	X				X		

Goal 5 | Developments should promote the City's vision

	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
5.1 Community aesthetics, site, and building design all add to the quality of life in Woodstock.	X		X			X			
5.2 Focus development within the urban core and surrounding Urban Living Character Areas.	X	X	X			X	X		
5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.	X	X	X	X	X	X	X		
5.4 Promote a balance of residential and non-residential development in mixed-use communities at various scales.	X	X	X		X				
5.5 The creation of civic buildings or public spaces should be part of each Character Area and incorporated into new development.			X						
5.6 Encourage new development to focus on the pedestrian.			X				X		
5.7 Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.	X	X	X				X		
5.8 Encourage growth in areas where it will be the most beneficial to the City, and discourage growth where the overall impact on the public will be negative.	X		X			X	X		



Goal 6 | There needs to be a balance between the built and natural environments

	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
6.1 Ensure that development proposals are environmentally responsible.		X	X			X			
6.2 Support green architecture and green infrastructure.						X			
6.3 Encourage and incentivize environmentally friendly construction and developments through incentives for Earthcrafts and LEED certifications.						X			
6.4 Encourage the provision of rainwater harvesting areas and xeriscaping to promote water conservation.						X			
6.5 Implement a land use plan that promotes an urban area in order to conserve sensitive and/or undeveloped land.			X	X		X			



Goal 7 | Accommodate growth while creating a sustainable community and implementing the vision

	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
7.1 Ensure that future land use and development decisions are consistent with long range planning goals and that such decisions promote the vision of the community.			X						
7.2 Look at new development proposals comprehensively; Benefit to the City overall, the character area, the neighborhood in which it will be located, existing and adjacent land uses, the availability of infrastructure, and funding to provide services and a high quality of life.			X						
7.3 All new development and redevelopment should adhere to standards of design that add to the aesthetic, environmental, and economic benefit to the City, and incorporate design and site elements that address the City's vision.	X		X			X			
7.4 Protect the capacity of major thoroughfares through village development and connectivity techniques.			X				X		
7.5 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly in the areas of circulation, access, connectivity, and linkages.			X				X		
7.6 Ensure that adequate public services and community facilities are provided in an efficient and cost-effective manner.	X		X						
7.7 Achieve efficiency in maximizing beneficial growth while minimizing the burden on existing standards.			X						
7.8 Encourage growth in areas where it will be the most beneficial to the City, and discourage growth where the overall impact on the public will be negative.			X						

Goal 8 | Create a wide range of economic development initiatives

	Economic Development	Housing	Land Use	Parks and Recreation	PR & Communications	Sustainability	Transportation	Broadband	Smart Technology
8.1 Expand and diversify the City's economic base to provide employment opportunities for the residents and enhance the City's tax base.	X		X						
8.2 Encourage neighborhood-serving retail and services in communities identified as appropriate through the Future Development Map.	X		X						
8.3 Encourage new non-residential development to be mixed-use in nature in parts of the community identified as appropriate through the Future Development Map.	X		X			X			
8.4 Encourage office, commercial, and light industrial employment opportunities in appropriate locations.	X		X						
8.5 Encourage and promote clean, high-tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.	X					X			X
8.6 Coordinate with State and County agencies and organizations to attract major economic development opportunities.	X								
8.7 Accommodate and promote the development of quality and appropriate housing to develop a strong workforce to help support and attract economic development opportunities.	X	X							

Trends in Woodstock

The following section provides an overview of the major trends behind Woodstock's development since the previous comprehensive plan. These trends relate to several of the plan's elements, with more detailed information on these trends documented as part of the plan's "Key Findings."

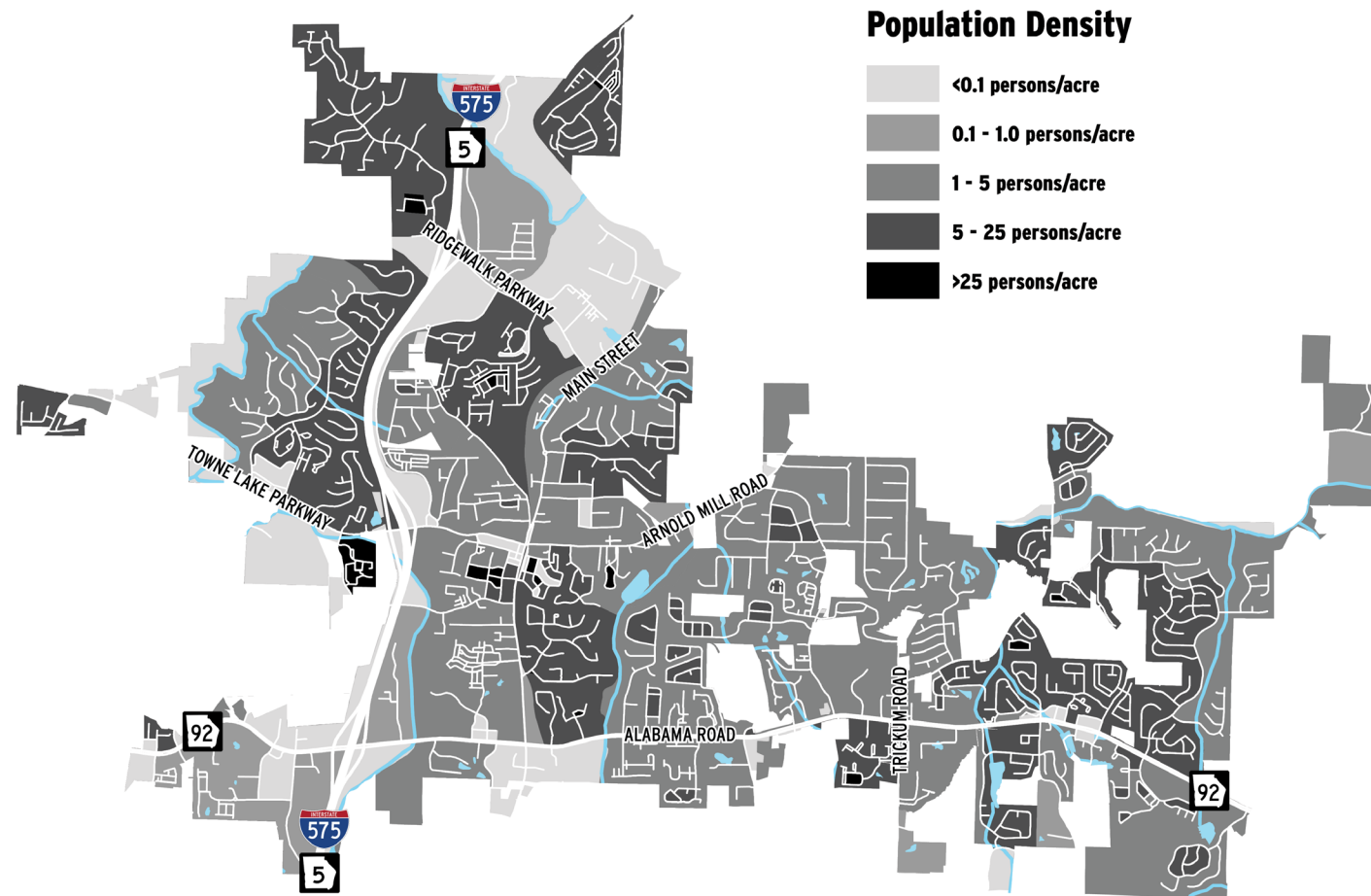
Population Population Density

Figure 1 below illustrates Woodstock's population density according to the 2020 Census. Generally, the city's population density is between 0.1 persons/acre and 10 persons/acre. Smaller pockets of higher densities are along the northwestern portion of I-575, as well as the southeastern part of Alabama Road (SR 92).



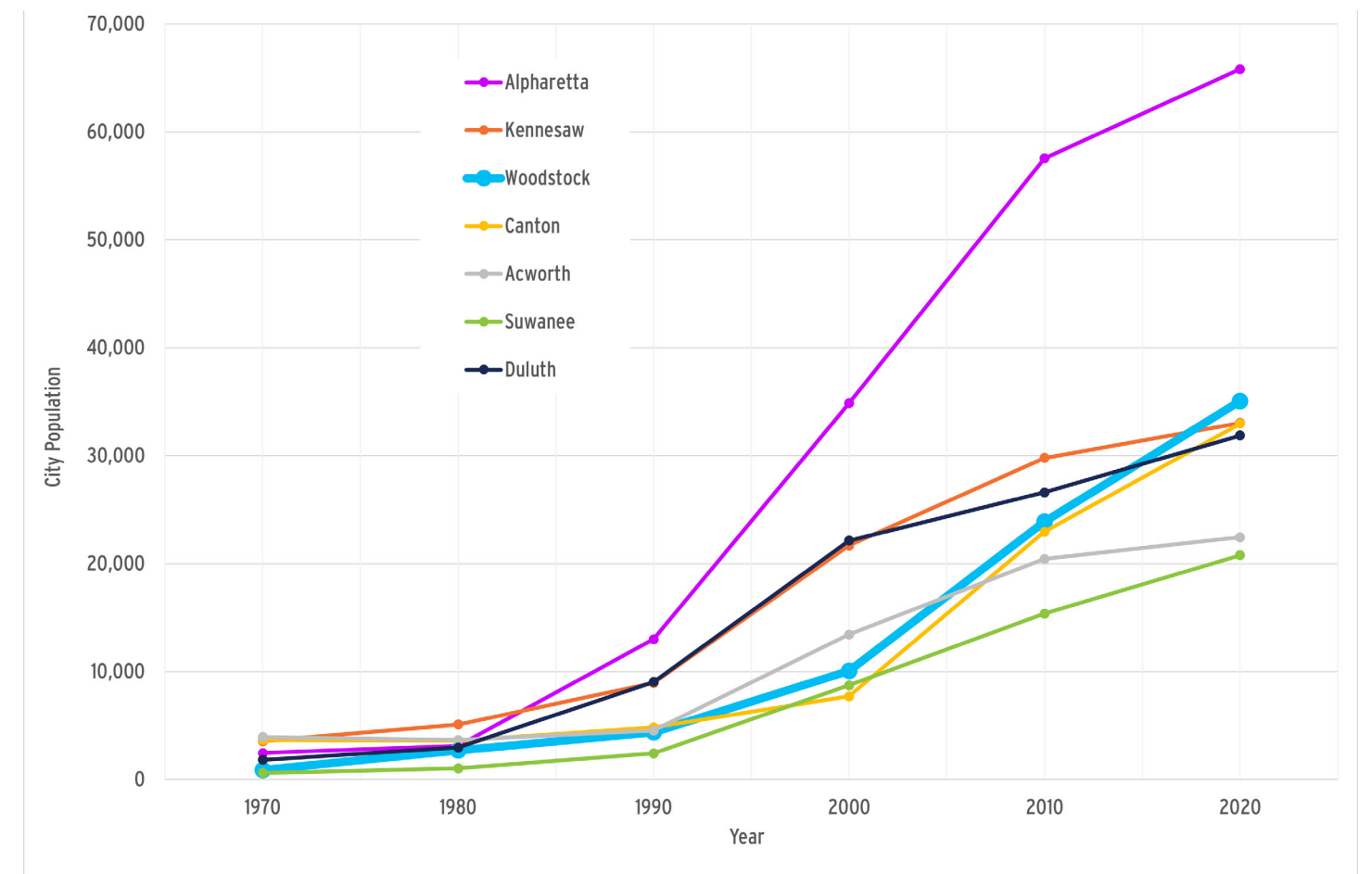
Historic Population Growth

As with Cherokee County and much of the Atlanta metro area, Woodstock has experienced significant growth in recent decades. Figure 2 below shows Woodstock's historic population growth in comparison to several of its peer cities. The largest period of growth in Woodstock was from 2000 to 2010 where the population increased by 137.8% from 10,050 to 23,896. This far outweighs the growth experienced by peer cities with the exception of Canton which grew by 197.8% from 2000 to 2010. Between 2010 and 2020, the population in Woodstock grew by an additional 46.7% and topped 35,000 people



Source: U.S. Census Bureau 2020 Decennial Census

Figure 1. Population Density in Woodstock (2020)

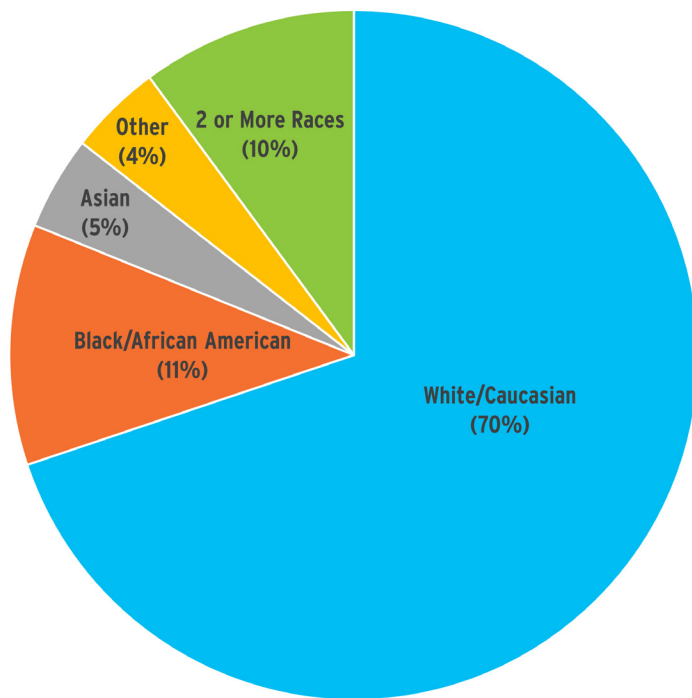


Source: U.S. Census Bureau; 1970-2020 Decennial Census

Figure 2. Historic Population in Woodstock and Peer Communities

Diversity

As shown in Figure 3, the 2020 Census indicates that approximately 30 percent of the City's population identified as a race other than White, up from 21 percent in the 2010 Census and 10 percent in the 2000 Census.



Source: U.S. Census Bureau; 2020 Decennial Census

Figure 3. Racial Composition of the City of Woodstock (2020)

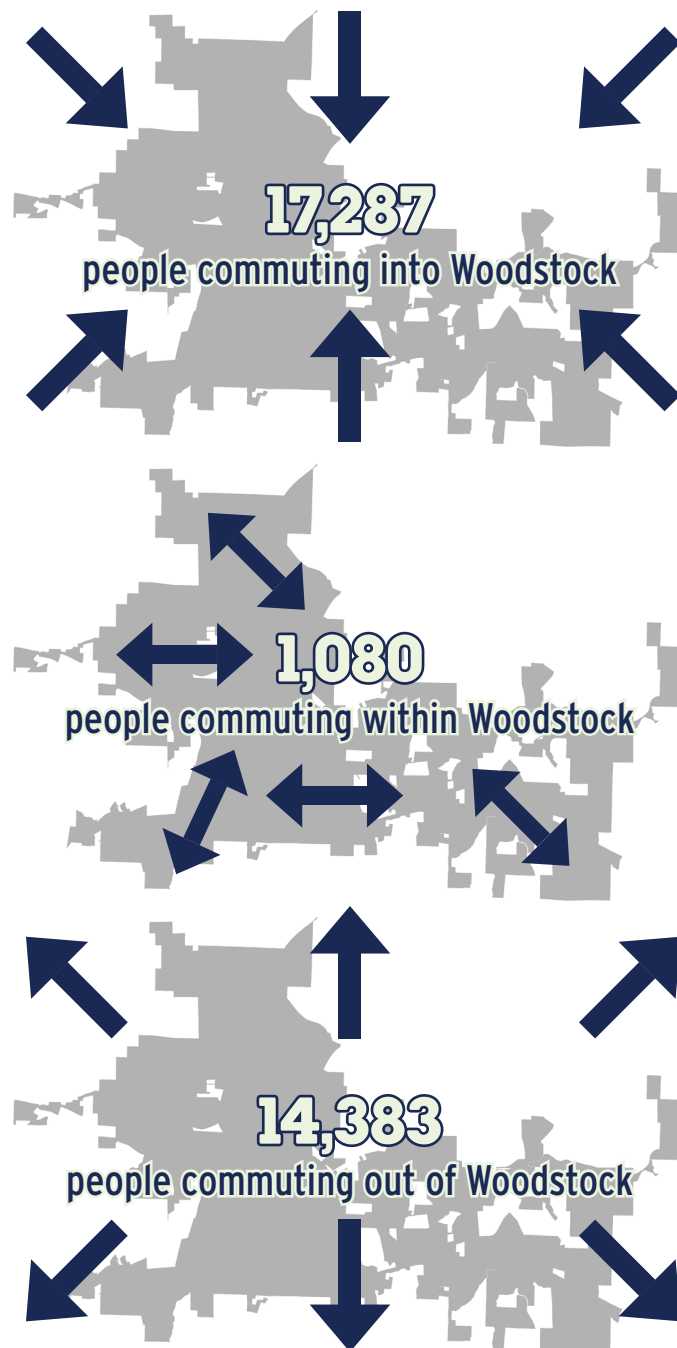
Economic Development

Strong Job Growth

Woodstock is experiencing a substantial increase in job growth in a variety of sectors - mainly in the following sectors: Educational Services, Healthcare & Social Assistance, Retail, and Manufacturing/Wholesale. Employment in the City is expected to grow by nearly 40% between 2020 and 2050, which is part of Cherokee County's overall employment growth. Retail trade is the largest sector of Woodstock's employment, with 21% of jobs within the City falling under this category. This number is higher than most of Woodstock's peer cities, Cherokee County, and the Atlanta metro overall.

Uneven Commuting Patterns

Compared to other peer cities across the Atlanta metro, Woodstock lacks a significant population of workers who both live and work within City limits. As of 2020, only 1,080 people identified as those who commute for work within Woodstock. This is compared to the over 14,300 people who leave the City for work, as shown in Figure 4.



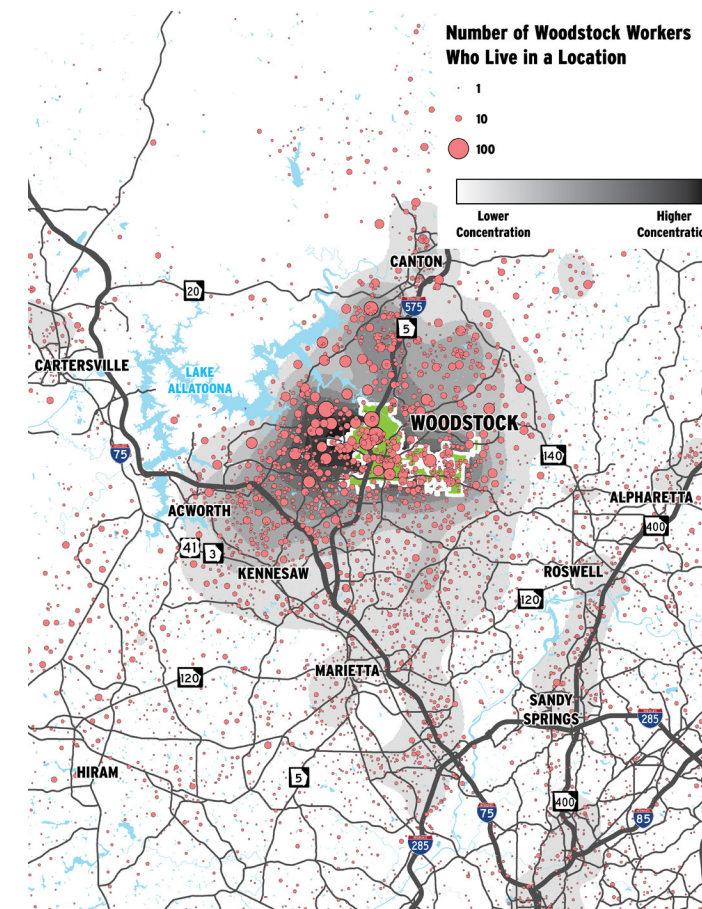
Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) & U.S. Census Bureau

Figure 4. Commute Patterns (2020)

Transportation

Commute Characteristics

Transportation infrastructure and congestion are strongly related to commuting trips. As such, it is important to understand the kinds of commutes occurring within the City. Figure 5 shows the home locations of Woodstock employees, and Figure 6 shows the workplace locations of Woodstock workers. People who work in Woodstock generally live near Woodstock, in a wide spread of areas around the I-75 and I-575 corridors. In contrast, Woodstock residents work in better defined employment centers. A large portion of Woodstock residents work along the I-75 and I-575 corridors, from Canton to Kennesaw and Marietta, south to the Cumberland/Galleria area. Additionally, the SR 400 corridor is a popular place for Woodstock residents to work, from Alpharetta through Roswell and including the Perimeter Center area. The traditional employment centers of Atlanta in Buckhead, Midtown, and Downtown also play host to many jobs held by citizens of Woodstock. These patterns reinforce the need for reliable corridors that provide connections between Woodstock and other regional centers.



Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) & U.S. Census Bureau

Figure 5. Home Locations of Woodstock Workers (2020)

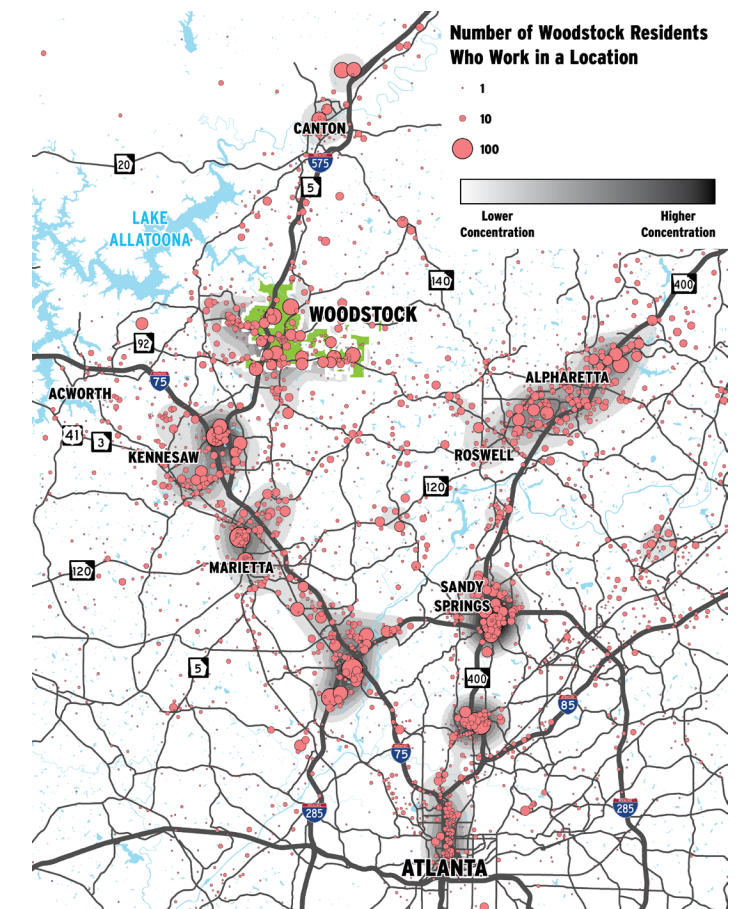
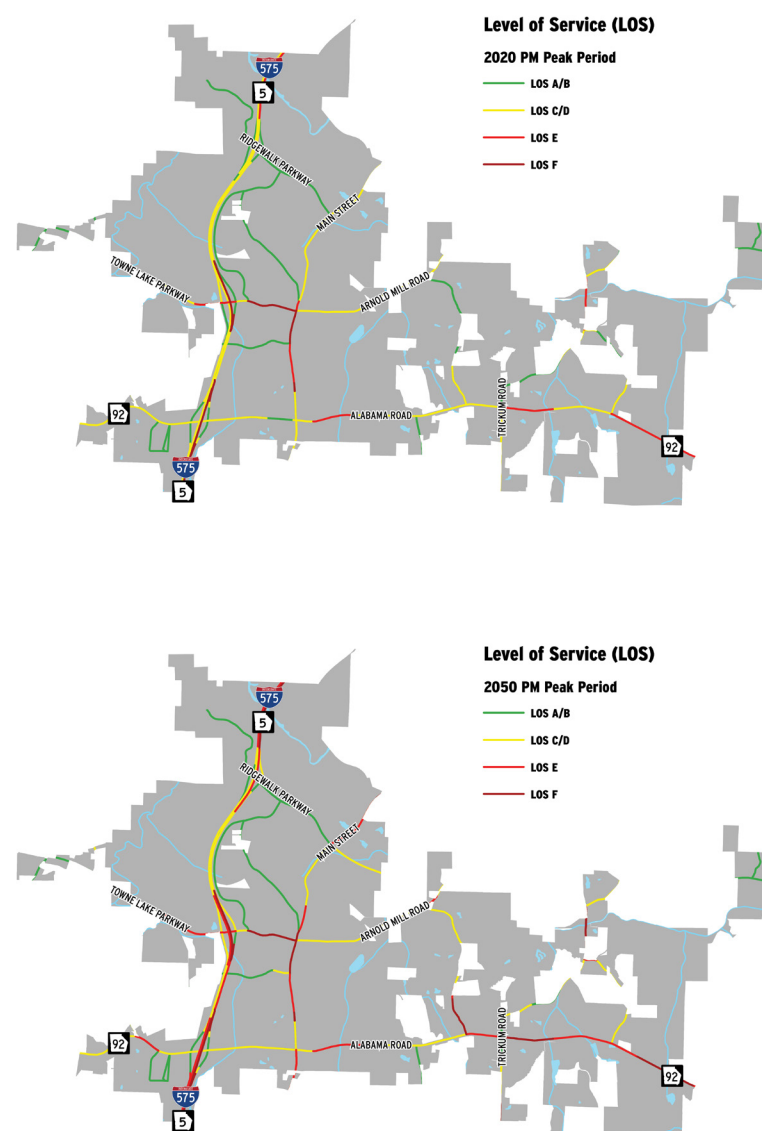


Figure 6. Work Locations of Woodstock Residents Who Work (2020)

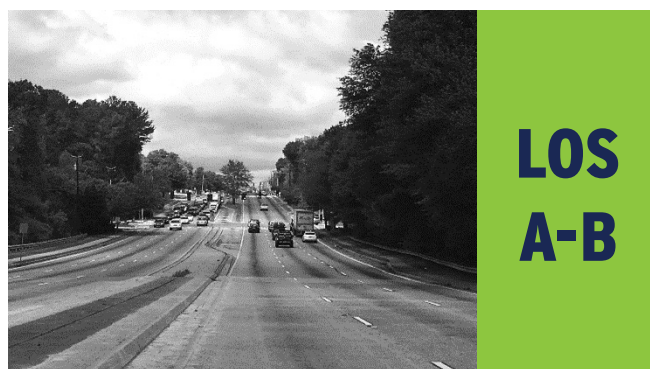
Traffic Congestion

Woodstock's steady population growth will continue to generate more activity on the City's street network, raising the amount of congestion throughout the City. Figure 7 shows the City's street network represented in terms of vehicular level of service (LOS), a metric that illustrates the capacity of a road network relative to the activity it experiences, for both 2020 (existing) and 2050 (future). 2050 LOS projections are obtained from ARC's Activity-Based Model and include all transportation improvements that have committed regional funding. As the 2050 projections show in Figure 7, the current street network in Woodstock will experience notable decreases in LOS based on the city's population growth. Most of this projected traffic volume increase is expected to occur along the I-575 and Alabama Road (SR 92) corridors.



Source: Atlanta Regional Commission Activity-Based Model

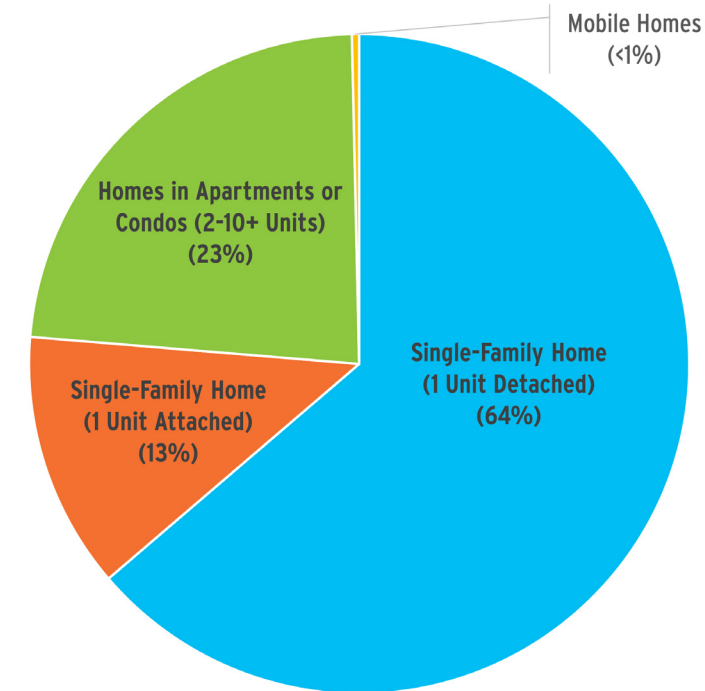
Figure 7. Travel Demand Model Level of Service (LOS) in Woodstock



Housing

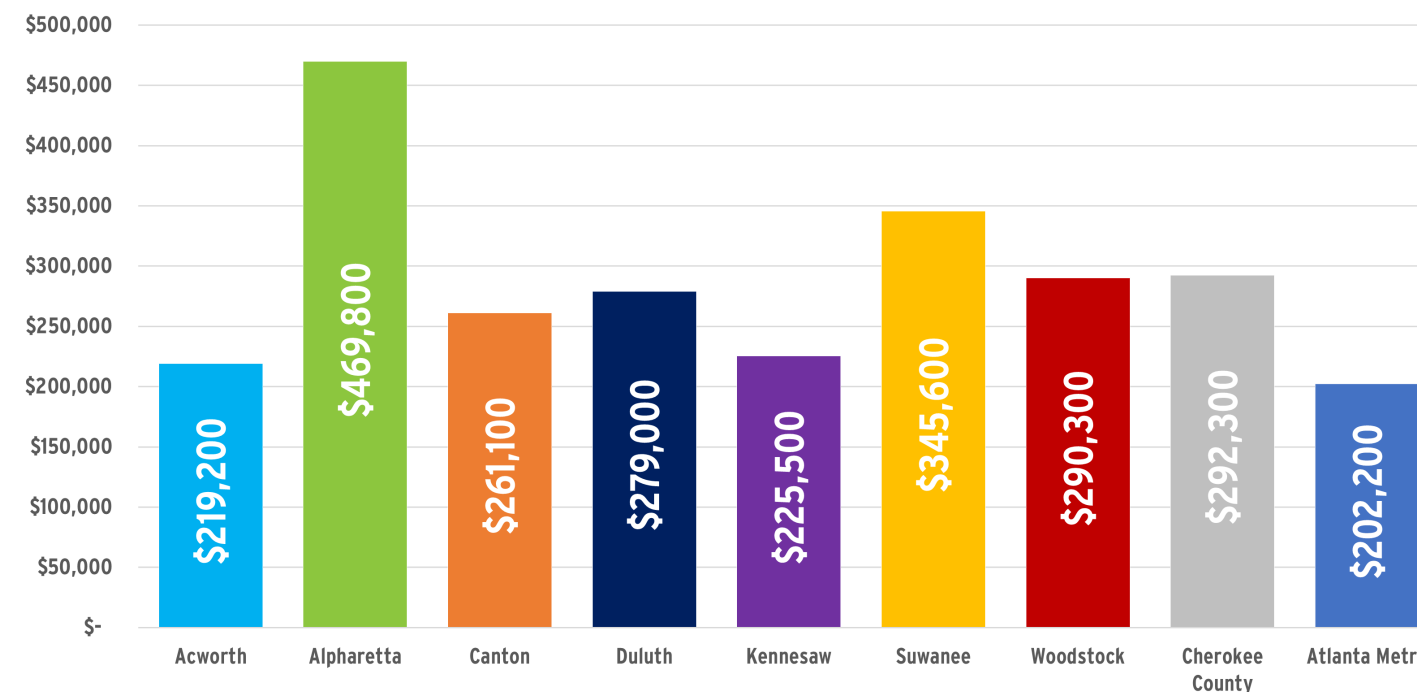
One of the most critical defining features of a community is the variety of its housing, in terms of aesthetic appearance, functional form, and affordability. Woodstock has seen a tremendous amount of population growth, enabled by an ongoing substantial amount of new residential development. Figure 8 shows the composition of housing stock in the City of Woodstock. The vast majority of housing units in Woodstock are single-family detached homes which comprise approximately 64% of the City's housing stock. Data from the U.S. Census Bureau ACS 5-Year Estimates shows that 65% of all housing units in Woodstock are owner-occupied. These two data points suggest that the overwhelming majority of single-family homes and condominiums are owner-occupied.

Figure 9 shows median home values in Woodstock and many peer communities. Woodstock is still a relatively affordable place to own a home in the metropolitan Atlanta region, but has higher home values than neighboring Kennesaw and Canton.



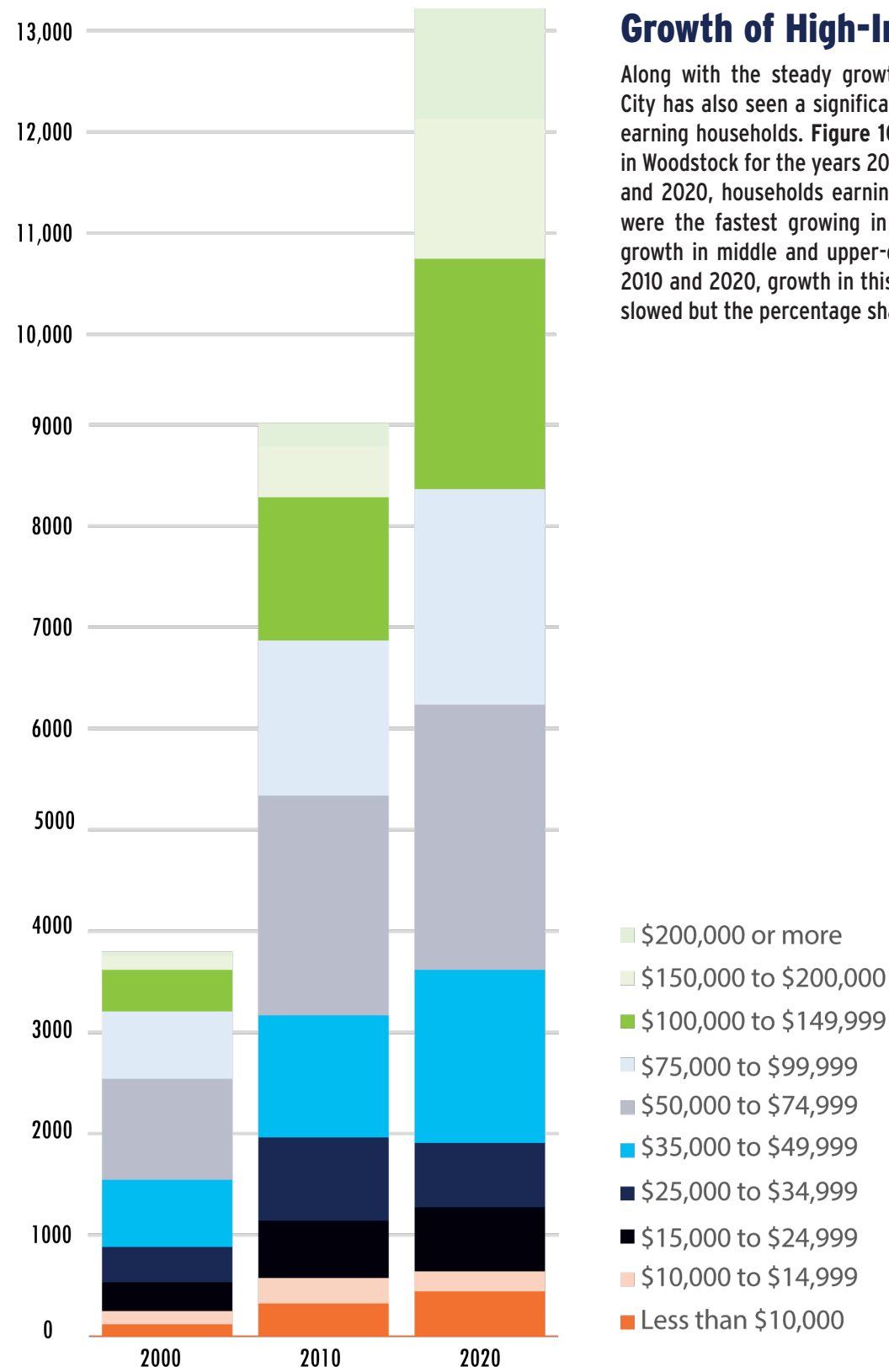
Source: U.S. Census Bureau; 2017-2021 5-Year ACS Estimates

Figure 8. Housing Stock in Woodstock by Type



Source: U.S. Census Bureau; 2017-2021 5-Year ACS Estimates

Figure 9. Median Home Value in Woodstock and Peer Communities



Growth of High-Income Households

Along with the steady growth in Woodstock’s population, the City has also seen a significant increase in the number of high-earning households. Figure 10 shows median household income in Woodstock for the years 2000, 2010, and 2020. Between 2000 and 2020, households earning between \$100,000 and \$149,999 were the fastest growing in the City, reflecting a substantial growth in middle and upper-class residents. However, between 2010 and 2020, growth in this annual household income bracket slowed but the percentage share is still higher than in 2000.

Source: U.S. Census Bureau 2000, 2010 & 2020 Decennial Census

Figure 10. Households in Woodstock by Annual Median Household Income

Land Use

Beyond the recommendations for land use made in this and previous iterations of the Comprehensive Plan, the City has prepared a series of additional Plans with focus on Downtown Woodstock and the Alabama Road (SR 92) corridor through ARC’s Livable Centers Initiative (LCI) Program. This most recent LCI Plan was completed in 2021 and integrated the visions for downtown and Alabama Road (SR 92) with each other. This includes an initiative to “expand the walkable, civic core from Downtown to the crossroads of Highway 92 and Main Street to create a sustainable, critical mass, and mix of business activity and residential living options,” as depicted in Figure 11 below. Subsequently, the City was awarded additional LCI funding and is currently preparing a plan to “Connect the Creeks” - that is to research and understand how trail and bicycle/pedestrian connections can align and enhance the experience and placemaking in this part of the community. The City is also preparing additional LCI work that will focus on refining Development Standards along Alabama Road (SR 92) so that they can better reflect conditions and leverage opportunities along that corridor.

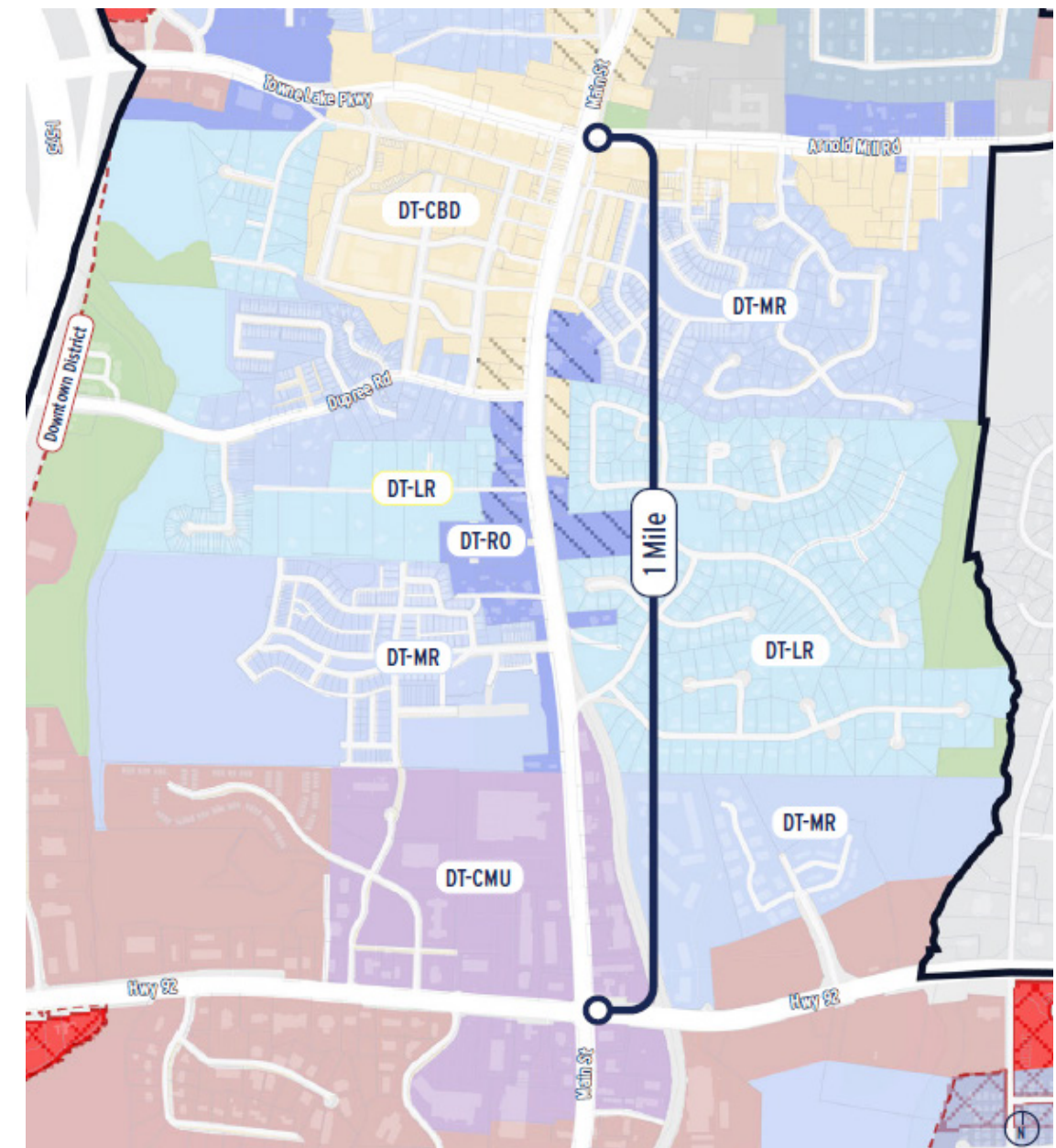


Figure 11. Envisioning the Mile on Main



Community Engagement

To align the Comprehensive Plan with guidance from the community, a series of Stakeholder Events and Public Outreach opportunities were held over the course of the Planning process. As a Comprehensive Plan update, this Plan builds off the engagement and guidance provided from the Woodstock community as part of the previous 2018 Comprehensive Plan which included significant efforts to update the “Needs and Opportunities” and “Goals and Policies” at the time. As such engagement techniques for this Plan update were prepared to check-in and determine if and where refinements would be appropriate.

Stakeholder Committee

A Stakeholder Committee was formed that included a combination of elected officials, Planning Commissioners, City staff, and economic development experts and met two times in SWOT oriented discussions refine the Comprehensive Plan with specific focus on the “Needs and Opportunities” and “Goals and Policies.” An initial Committee meeting was held on February 16, 2023, and focused on Land Use and Housing issues in the community. A subsequent Committee meeting was held on May 4, 2023, and focused on Economic Development and Transportation. Meeting minutes for both meetings are provided in Appendix B.

Public Hearings

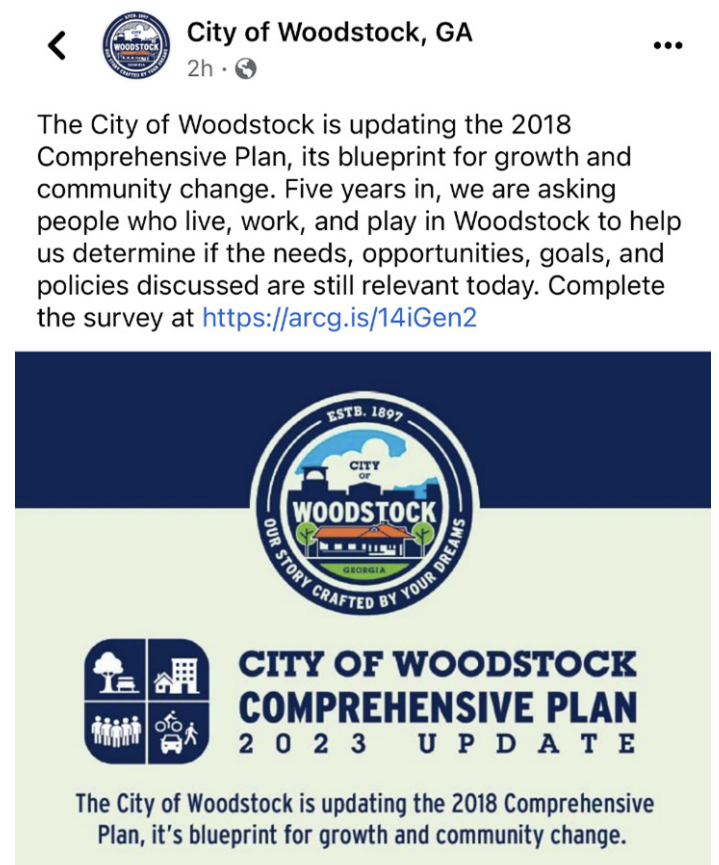
The Planning process officially kicked off with a Public Hearing with City Council on November 13, 2022. No public comments were offered at this Hearing.

A second Public Hearing was held in a joint session with City Council and the Planning Commission on August 14, 2023 prior to approval by the Council to approve the Plan for transmittal for review by the Department of Community Affairs and the Atlanta Regional Commission.

Meeting minutes from both meetings are provided in Appendix B.

Online Survey

An online survey was developed for the community to review identified ‘Needs & Opportunities’ and ‘Goals & Policies’ from the previous Plan (and subsequently refined through SWOT discussions with the Stakeholder Committee) and provide guidance if additional refinements would be necessary. Raw results are provided in Appendix B and reveal no significant desire or guidance to refine those elements of the Plan further. The survey was available between June 17, 2023 and July 14, 2023.



Public Outreach Event

The Planning team attended the City’s Farmers Market on Saturday, June 17, 2023, for additional engagement with the community. This included exercises replicating the online survey to determine the applicability and relevancy of identified ‘Needs & Opportunities’ and ‘Goals & Policies’ as depicted in Figure 12. These results are also provided in Appendix B. As depicted in Figure 13, an additional mapping exercise was also developed to solicit guidance from the community.

Figure 12. Goals & Policies Exercise

CITY OF WOODSTOCK COMPREHENSIVE PLAN 2023 UPDATE GOALS & POLICIES			
Policies	Still Relevant as Written	No Longer Relevant	Needs Modification
All new development should contribute to an overall sense of community.			
The continued redevelopment of the urban core as the symbolic heart of the City.			
Expand and strengthen the downtown by building on its current successes and small-town atmosphere.			
Increase the viability of live, work, and entertainment choices within the downtown area.			
Attract a mix of businesses that will continue to make downtown a destination.			
Ensure that retail and commercial development will support tax base.			
Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed-use development.			

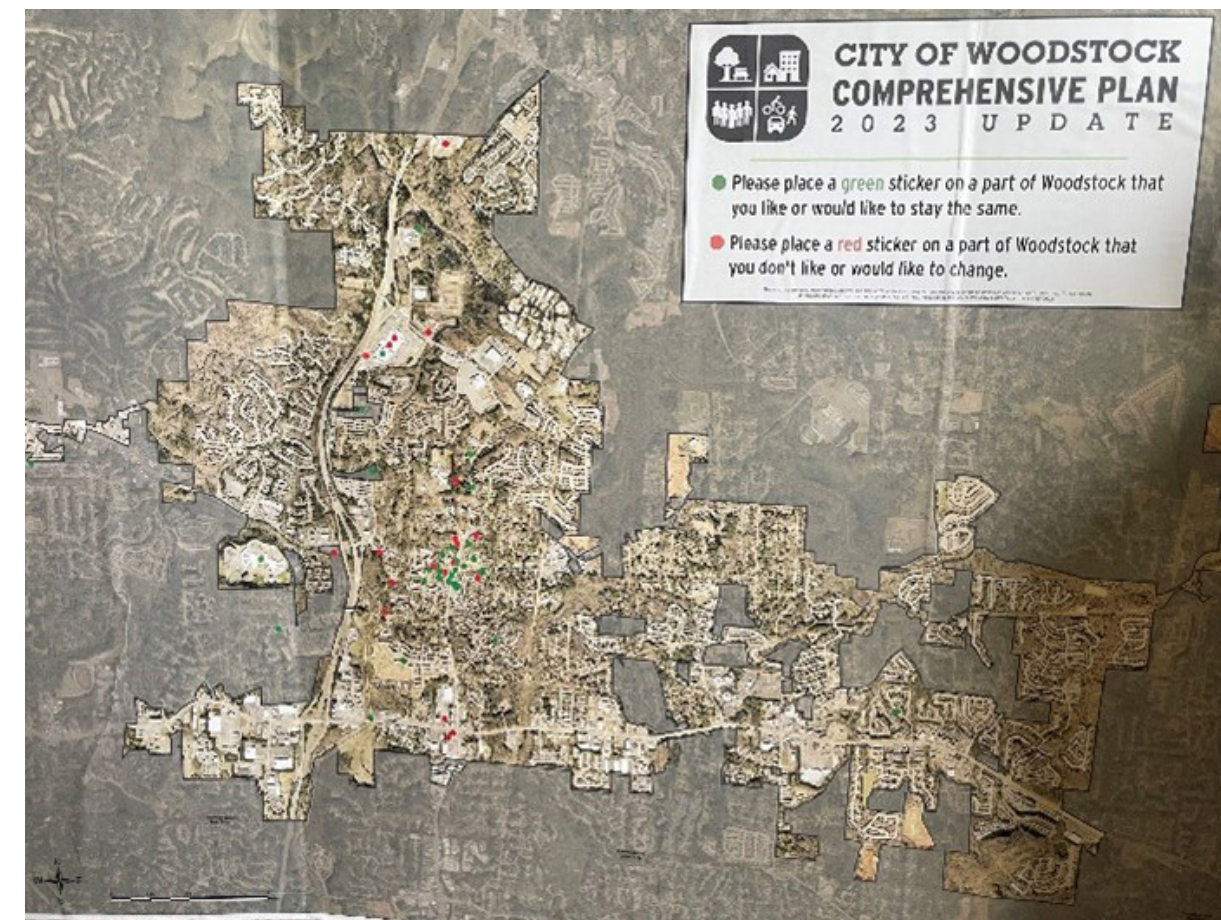
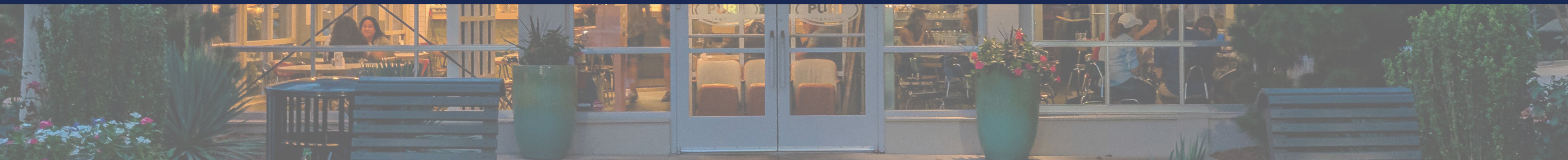


Figure 13. Public Outreach Mapping Exercise



PLAN ELEMENTS





This following section contains both Core and Supportive Elements in the Comprehensive Plan. The Core Elements include Economic Development, Housing, Land Use, Parks & Recreation, Public Relations & Communications, and Transportation. The Supporting Elements include Broadband, Capital Improvements, Smart Technology, and Sustainability.

Economic Development

Workforce - Employment Differences

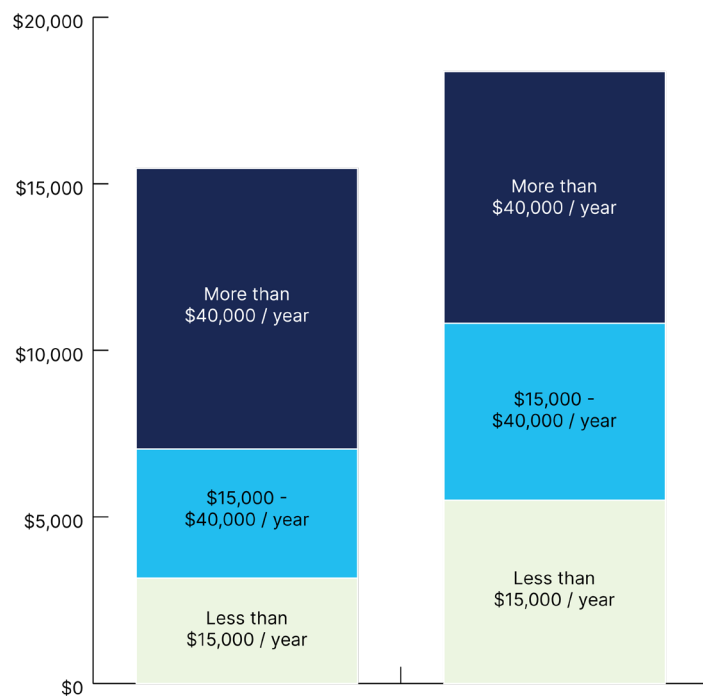
Woodstock's workforce (people who live in Woodstock and have jobs) and Woodstock's employment (jobs physically located in Woodstock) have some notably different characteristics. A community's workforce is made up of that community's residents who have jobs - regardless of where those jobs may be. Workforce is essentially a community's working residents. A community's employment is composed of everyone who has a job physically located in the community, regardless of where they call home.

Earnings Discrepancies

Figure 14 shows the number of workers in Woodstock's workforce and employees by the amount they earn. This graph shows that the city's workforce is composed of a higher rate of high earners, with approximately 41% earning over \$40,000 per year. Jobs in Woodstock are more likely to pay between \$15,000-\$40,000 per year. Differences in pay scales are likely related to differences in the sectors/industries that compose the workforce and employment.

Largest Sectors/Industries

Woodstock residents do not necessarily work in the types of jobs that are available within Woodstock. Approximately 30% of working Woodstock residents work in education, healthcare, or in a professional, scientific, management, administrative or technical service (generally office workers). In contrast, almost 35% of jobs in Woodstock are either in retail or hospitality. These differences in industries help to explain the differences in earnings and the large amount of commuting into and out of the City.



Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) & U.S. Census Bureau

Figure 14. Earnings of Woodstock's Workforce and Employees (2020)

Top Workforce Sectors in Woodstock

- Retail Trade (12.1%)
- Health Care and Social Assistance (11.5%)
- Professional, Scientific, and Technical Services (10.0%)
- Accommodation and Food Services (8.4%)
- Administration & Support, Waste Management & Remediation (7.9%)
- Educational Services (7.4%)

Top Employment Sectors in Woodstock

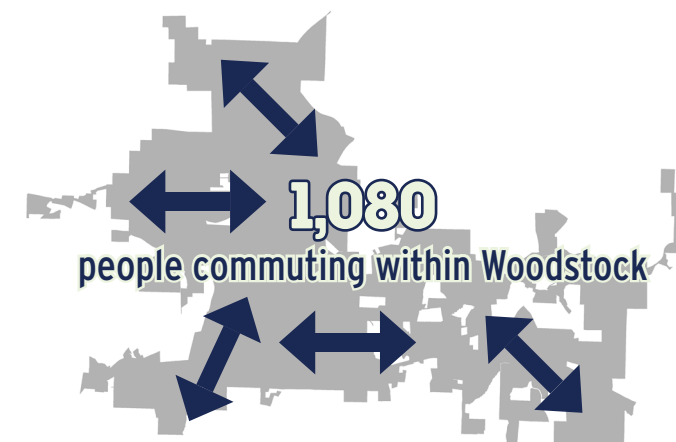
- Retail Trade (20.5%)
- Administration & Support, Waste Management & Remediation (20.3%)
- Accommodation and Food Services (13.7%)
- Health Care and Social Assistance (8.3%)
- Construction (6.3%)
- Professional, Scientific, and Technical Services (5.7%)
- Manufacturing (5.5%)

Uneven Commuting Patterns

Compared to other peer cities across the Atlanta metro area, Woodstock lacks a significant population of workers who both live and work within City limits. As of 2020, only 1,080 people identified as those who commute for work within Woodstock and do not leave the City. This is compared to 14,383 people that commute out of the City for work, as shown in Figure 15.

Strong Job Growth

Woodstock is experiencing a substantial increase in job growth in a variety of sectors - mainly in the following sectors: Educational Services, Healthcare & Social Assistance, Retail, and Manufacturing/Wholesale. Employment in the City is expected to grow by 39.7% (or nearly 40%) between 2020 and 2050, which is notably slower than the anticipated population growth (approximately 50%). This discrepancy could present a problem with imbalances in Woodstock's day and night populations. Retail trade is the largest sector of Woodstock's employment, with 21% of jobs within the City falling under this category. This number is higher than most of Woodstock's peer cities, Cherokee County, and the Atlanta metro area overall.



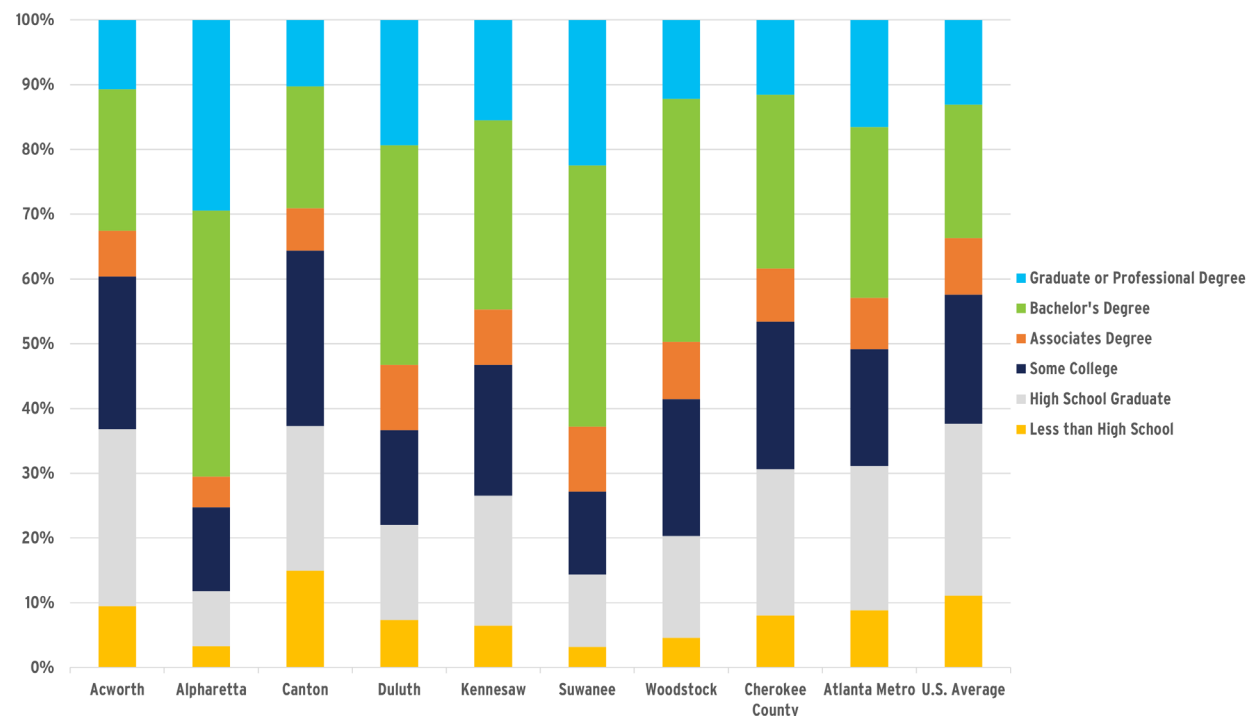
Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) & U.S. Census Bureau

Figure 15. Commute Patterns (2020)



Average Educational Attainment

Residents of the City of Woodstock are more likely to have a college degree than residents of Cherokee County as a whole, or the whole of the metro Atlanta region. Approximately 37% of all Woodstock residents over 25 years old have a college degree. As shown in Figure 16, Woodstock has a higher rate of college education than most of its peer communities, except for Alpharetta and Suwanee.

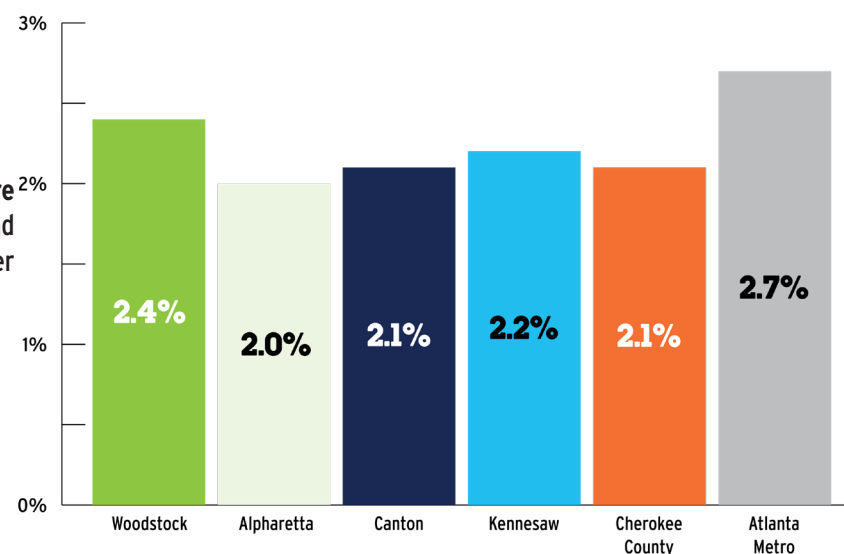


Source: U.S. Census Bureau; 2017-2021 5-Year ACS Estimates

Figure 16. Educational Attainment of Residents 25 Years and Older (2021)

Unemployment Rate

Woodstock's unemployment rate, shown in Figure 17, is lower than in the Atlanta Metro region, and while comparable, is slightly higher than most peer communities for which data is available.



Source: Georgia Department of Labor

Figure 17. Unemployment Rate in Woodstock and Peer Communities (April 2023)

Growth of High-Income Households

Along with the steady growth in Woodstock's population, the City has also seen a significant increase in the number of high-earning households. Figure 18 shows median household income in Woodstock for the years 2000, 2010, and 2015. Between 2000 and 2020, the fastest growing bracket of households were in the \$100,000 - \$149,999 range; however, growth in this group slowed between 2010 and 2020.

Economic Development Plan

The City of Woodstock completed "Woodstock Now! An Economic Development Strategic Program of Work" in March 2018. This document includes an analysis of the City's economic position and makes specific recommendations for the City to continue Woodstock's recent growth. These recommendations focus on three areas: arts and culture; business attraction and retention; and livability.

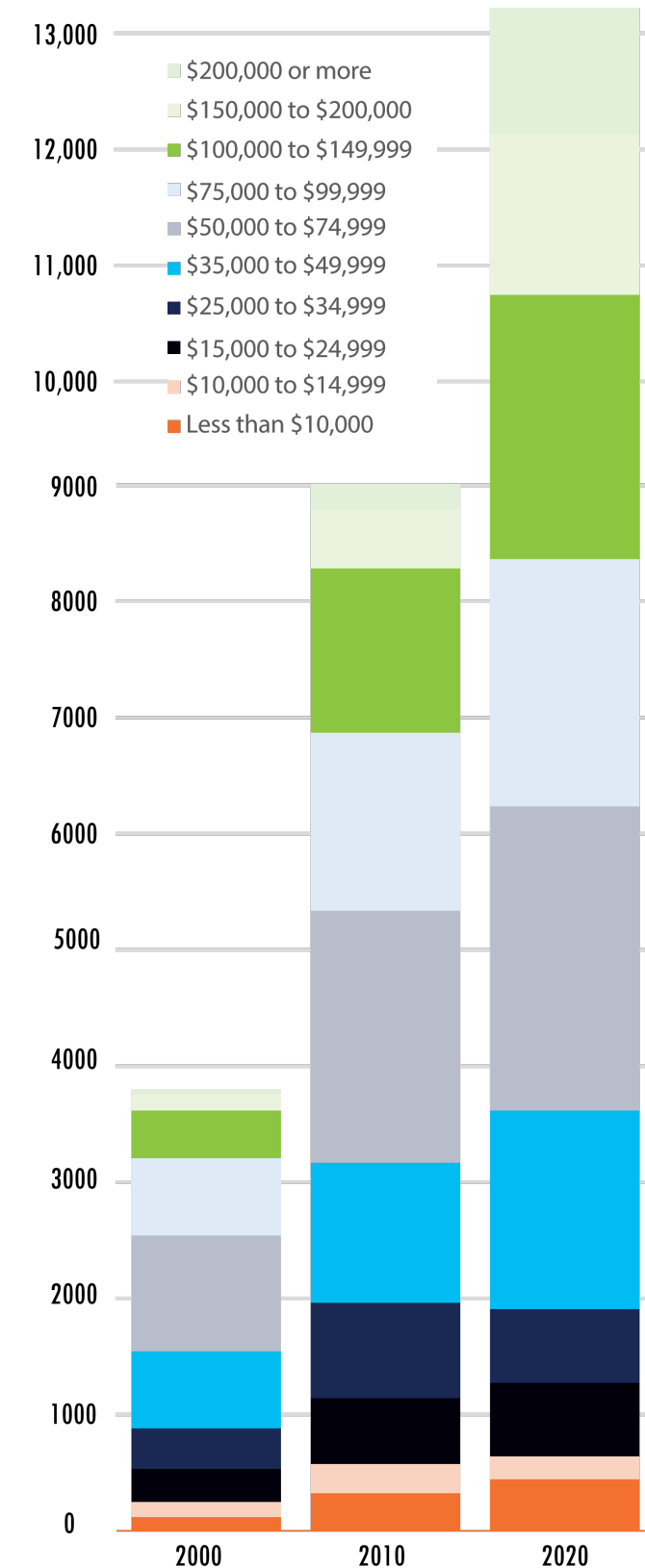
Needs & Opportunities

Needs

- Increase proportion of commercial-to-residential land in the City to make more robust, reliable tax revenue
- Create opportunities for offices in the City to diversify commercial offerings and provide employment opportunities
- Attract larger-scale employers that provide higher-paying salaries
- Encourage neighborhood commercial developments that provide daily necessities for residents

Opportunities

- Utilize access to existing regional transportation corridors to attract business and residents
- Utilize existing rental housing to attract major employers
- Increase time economic development staff spends actively building prospective relationships
- Opportunity to collaborate with Holly Springs and Cherokee County to develop a strong employment center at Sixes/575
- Leverage the City's arts community as a mechanism to enhance economic development
- Seek opportunities to integrate the City's Economic Development Plan with other planning activities



Source: U.S. Census Bureau; 2017-2021 5-Year ACS Estimates

Figure 18. Households in Woodstock by Median Annual Household Income



Goals & Policies

Goal 1: Continue to create and sustain a unique community identity and structure

- 1.2 Encourage the continued redevelopment of the urban core as the symbolic heart of the City.
- 1.3 Expand and strengthen the downtown by building on its current successes and small town atmosphere.
- 1.4 Increase the viability of live, work, and entertainment choices within the downtown area.
- 1.5 Attract a mix of businesses that will continue to make downtown a destination.
- 1.6 Ensure that retail and commercial development will support tax base.
- 1.7 Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed-use development.

Goal 2: Continue to create and sustain a unique community identity and structure

- 2.1 Transportation facilities should be designed to be context-sensitive, specifically through developing cross sections that are appropriate with both the character area and land uses they serve.
- 2.5 Establish a transportation network that will enable the safest and most efficient movement of people and goods.

Goal 3: Promote a spirit of inclusiveness, opportunity, and choice

- 3.2 Integrate housing into mixed-use and traditional development as appropriate through the Future Development Map.
- 3.4 As employment opportunities diversify in and around Woodstock, ensure adequate amounts, types and densities of housing needed to support desired commercial and industrial growth.
- 3.5 Promote unique aspects of Woodstock in order to promote inclusivity

Goal 4: Land use patterns that promote connectivity

- 4.1 Improve traffic flow in and around the downtown area and overall Citywide connectivity.
- 4.2 Encourage mixed-use and traditional development so that they reflect the character areas in the Future Development Map.
- 4.7 Encourage mixed-use and a balance of residential and non-residential uses to promote internal connectivity.

Goal 5: Developments should promote the City's vision

- 5.1 Community aesthetics, site, and building design all add to the quality of life in Woodstock.
- 5.2 Focus development within the urban core and surrounding Urban Living Character Areas.
- 5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- 5.4 Promote a balance of residential and non-residential development in mixed-use communities at various scales.
- 5.7 Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.
- 5.8 Encourage growth in areas where it will be the most beneficial to the city, and discourage growth where the overall impact on the public will be negative.

Goal 7: Accommodate growth while creating a sustainable community and implementing the vision.

- 7.3 All new development and redevelopment should adhere to standards of design that add to the aesthetic, environmental, and economic benefit of the City, and incorporate design and site elements that address the City's vision.
- 7.6 Ensure that adequate public services and community facilities are provided in an efficient and cost-effective manner.

Goal 8: Create a wide range of economic development initiatives

- 8.1 Expand and diversify the city's economic base to provide employment opportunities for the residents and enhance the city's tax base.
- 8.2 Encourage neighborhood serving retail and services in communities identified as appropriate through the Future Development Map.
- 8.3 Encourage new non-residential development to be mixed-use in nature in parts of the community identified as appropriate through the Future Development Map.
- 8.4 Encourage office, commercial and light industrial employment opportunities in appropriate locations.

- 8.5 Encourage and promote clean, high tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.
- 8.6 Coordinate with State and County agencies and organizations to attract major economic development opportunities.
- 8.7 Accommodate and promote the development of quality and appropriate housing to develop a strong workforce to help support and attract economic development opportunities.

Short-Term Work Program

The Economic Development portion of the City's short-term work program for Fiscal Years 2023 through 2028 is shown in Table 1 below.

Table 1. FY2023-2028 Short-Term Work Program - Economic Development Projects

Project Description	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Estimated Total Cost/Sources	Responsible Party
Continued implementation of wayfinding signage package.	X	X	X	X	X	\$240,000	EDD/DDA/COED
Continue to fund and implement LCI/Streetscape Projects.	X	X	X	X	X	TBD	Woodstock/ARC
Develop a public art program and masterplan.	X	X				\$60,000	EDD
Participate in the 575/Sixes land use and transportation analysis. In concert with COED, help promote vision for interchange as it relates to Woodstock.	X	X	X			Unknown	Woodstock/ Cherokee County/ Holly Springs
Explore opportunities to develop the "Made Assembly" concept in or near Downtown Woodstock.	X	X				\$50,000	EDD
Execute City Center Project.	X	X	X	X	X	TBD	EDD

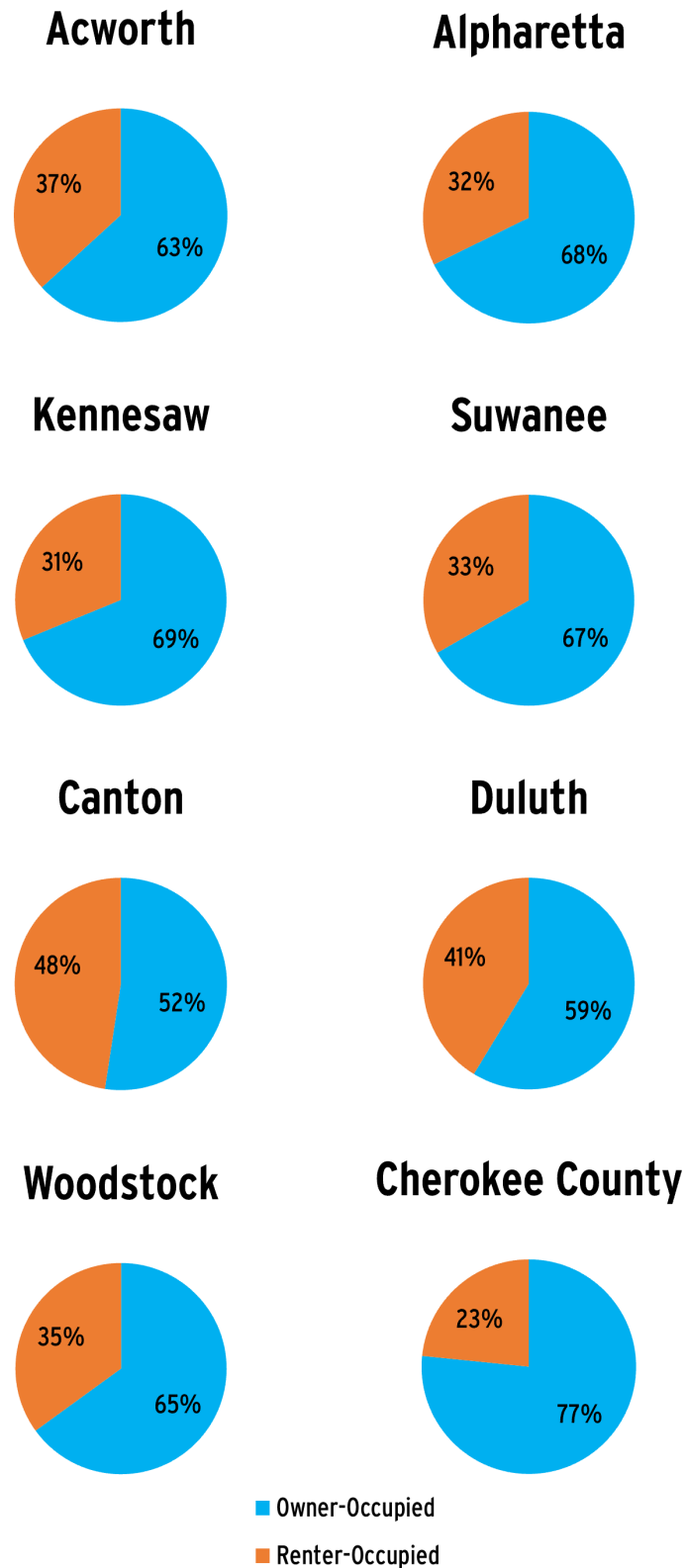


Housing

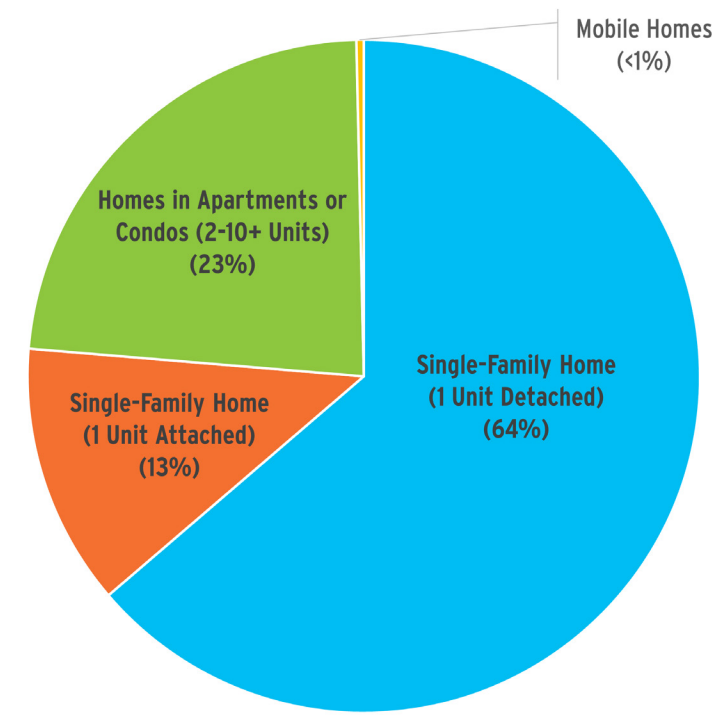
One of the most critical defining features of a community is the variety of its housing, in terms of aesthetic appearance, functional form, and affordability. As shown in Figure 19, Woodstock has a rate of homeownership that is comparable with many of its peer communities in the northwestern Atlanta region. However, the ownership rate within Woodstock is lower than all of Cherokee County.

Woodstock has seen a tremendous amount of residential growth, enabled by an ongoing substantial amount of new residential development. Figure 20 shows the composition of housing stock in the city of Woodstock. The vast majority of housing units in Woodstock are single-family detached homes which comprise approximately 64% of the City's housing stock. Data from the U.S. Census Bureau ACS 5-Year Estimates shows that 65% of all housing units in Woodstock are owner-occupied. These two data points suggest that the overwhelming majority of single-family homes and condominiums are owner-occupied.

Figure 21 shows median home values in Woodstock and many peer communities. Woodstock is still a relatively affordable place to own a home in the metropolitan Atlanta region, but has higher home values than neighboring Kennesaw and Canton.

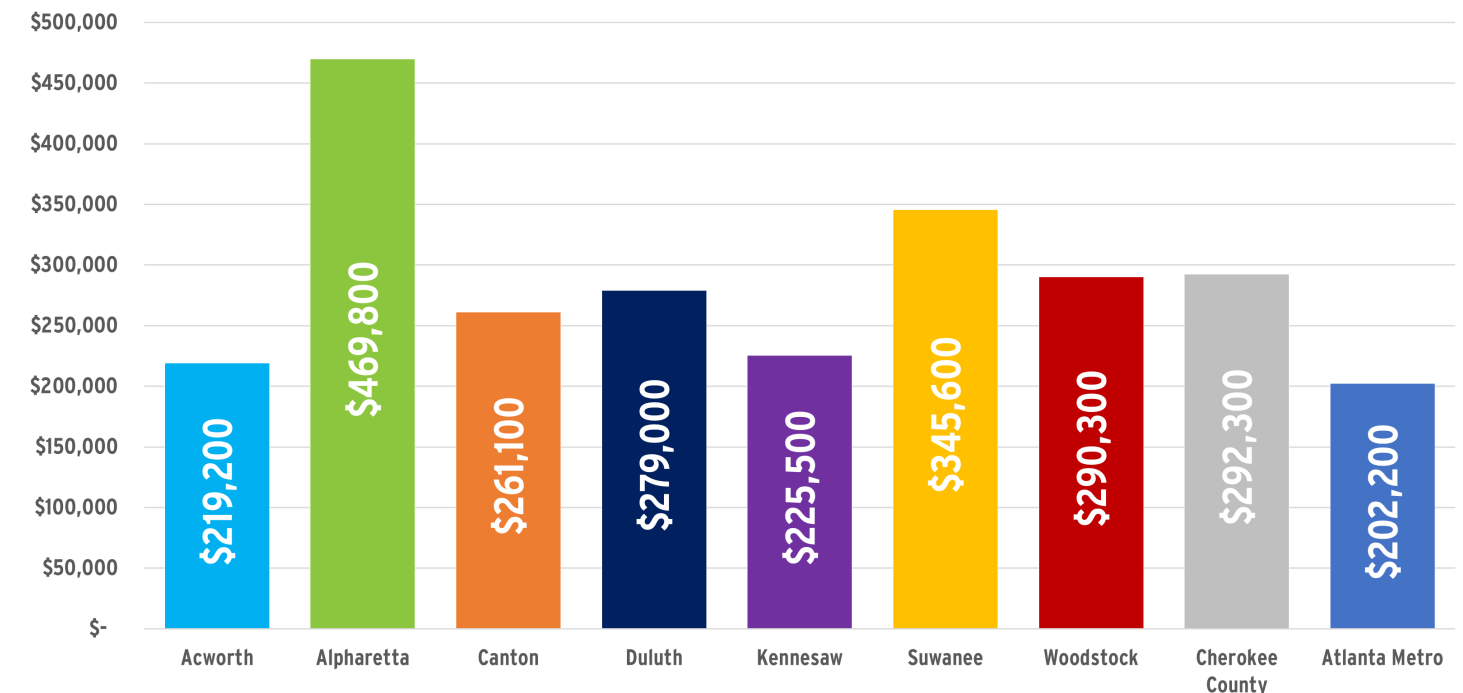


Source: U.S. Census Bureau; 2017-2021 5-Year ACS Estimates
Figure 19. Home Ownership Rates (2021)



Source: U.S. Census Bureau; 2017-2021 5-Year ACS Estimates

Figure 20. Housing Stock in Woodstock by Type



Source: U.S. Census Bureau; 2017-2021 5-Year ACS Estimates

Figure 21. Median Home Value in Woodstock and Peer Communities

Affordability of Housing

Over the course of the last ten years as Woodstock has grown and become a preferred place, land and thus housing throughout the City has become more and more expensive, and has become unattainable for a small but steadily growing portion of the community. Woodstock has recognized this change and has expressed a desire to maintain itself as a community inclusive of different incomes. In order to maintain that condition, ensuring provisions for affordable housing has become increasingly important to the City.



Needs & Opportunities

Needs

- Increase variation in housing stock, including new residential options throughout the Woodstock community
- Incentivize the creation of workforce and/or affordable housing in the City
- Encourage transitions between the intensity and density of different types of residential development
- A diversity of housing types, densities, and price ranges
- Use jobs-housing balance as metric for determining housing needs

Opportunities

- Incentivize accessory buildings/accessory dwelling units to create new density in existing neighborhoods without changing character
- Strong housing market will allow creation of additional residences
- High home values relative to some nearby peer cities, indicating strong desirability and market
- Access to a mix of existing housing types and a strong residential development market provide opportunities to find and create affordable housing options throughout the City
- Tie into potential development of nodes and corridors for high-density residential development

Policies & Goals

Goal 1: Continue to create and sustain a unique community identity and structure

- 1.1 All new development should contribute to an overall sense of community.
- 1.2 Encourage the continued redevelopment of the urban core as the symbolic heart of the City.
- 1.3 Expand and strengthen the downtown by building on its current successes and small town atmosphere.
- 1.4 Increase the viability of live, work and entertainment choices within the downtown area.
- 1.7 Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed-use development.

Goal 3: Promote a spirit of inclusiveness, opportunity, and choice

- 3.1 Encourage a range of housing opportunities and choices.
- 3.2 Integrate housing into mixed-use and traditional development as appropriate through the Future Development Map.
- 3.4 As employment opportunities diversify in and around Woodstock, ensure adequate amounts, types and densities of housing needed to support desired commercial and industrial growth.

Goal 4: Land use patterns that promote connectivity

- 4.2 Encourage mixed-use and traditional development so that they reflect the character areas in the Future Development Map.
- 4.7 Encourage mixed-use and a balance of residential and non-residential uses to promote internal connectivity.

Goal 5: Developments should promote the City's vision

- 5.2 Community aesthetics, site and building design all add to the quality of life in Woodstock.
- 5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- 5.4 Promote a balance of residential and non-residential development in mixed-use communities at various scales.
- 5.7 Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.

Goal 6: There needs to be a balance between the built and natural environment

- 6.1 Ensure that development proposals are environmentally responsible.

Goal 8: Create a wide range of economic development initiatives

- 8.7 Accommodate and promote the development of quality and appropriate housing to develop a strong workforce to help support and attract economic development opportunities.

Short-Term Work Program

The Housing portion of the City's short-term work program for Fiscal Years 2023 through 2028 is shown in Table 2 below.

Table 2. FY2023-2028 Short-Term Work Program - Housing Projects

Project Description	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Estimated Total Cost/Sources	Responsible Party
Update LDO language relating the development of Accessory Dwelling Units (ADUs).	X	X				Staff	CDD
Prepare a Historic Resources Ordinance and Historic Districts Ordinance for consideration by the City Council.	X	X				Staff	CDD
Create opportunities for infill housing through preparation of the Highway 92 Development Standards.	X	X	X			\$200,000 (ARC funds w/ match)	CDD/ARC
Create opportunities for duplexes, triplexes, cottage courts, bungalows, and other types of missing middle housing.	X	X	X	X	X	Staff	CDD
Identify ways to encourage and/or facilitate the development of affordable housing in Woodstock.	X	X	X	X	X	Staff	CDD

Land Use

Woodstock has completed a number of previous planning efforts which are actively shaping the way the City develops. While the “Character Area” Chapter of this Plan (starting on page 60) reflects the overall vision for Land Use in the community, there are a variety of efforts that have focused on downtown and the Alabama Road (SR 92) corridor and the integration of land use to other elements of the City. Most notably, this includes the most recent Livable Centers Initiative (LCI) Plan, completed in 2021, which includes strategies and a vision to integrate downtown and Alabama Road (SR 92).

Additionally, the City continues to coordinate with Cherokee County for a shared vision for land use along each communities borders. In April 2022, the Woodstock City Council and the Cherokee County Board of Commissioners approved a new Growth Boundary Agreement and Map that defines the limits future growth for the city depicted in Figure 22. While not legally binding, the city generally agrees to limit its annexations to areas inside the boundary, and the county generally agrees not to oppose annexations there. The agreement shall remain in place through June 2028. The Woodstock Growth Boundary encompasses an area generally around the current city limits. On the south and east sides, the areas extend to the county lines with Cobb and Fulton, south of Highway 92 and the Little River, respectively. Lack of bridges over Little River limit the county’s ability to provide public safety services in that area. On the west side, the area abuts Putnam Ford Drive and includes frontage along Highway 92 that extends to Hartwood Drive, about one-third of a mile from Bells Ferry Road. On the north side, the area abuts the City of Holly Springs, mostly following the Little River and Arnold Mill Road, arriving at a corner on the east side with Trickum Road. This agreement has already proved beneficial to City and County staff since its adoption, ensuring timely and thoughtful communication between agencies and potential projects make their way to City Hall or the County Bluffs seeking input and guidance on how to proceed.

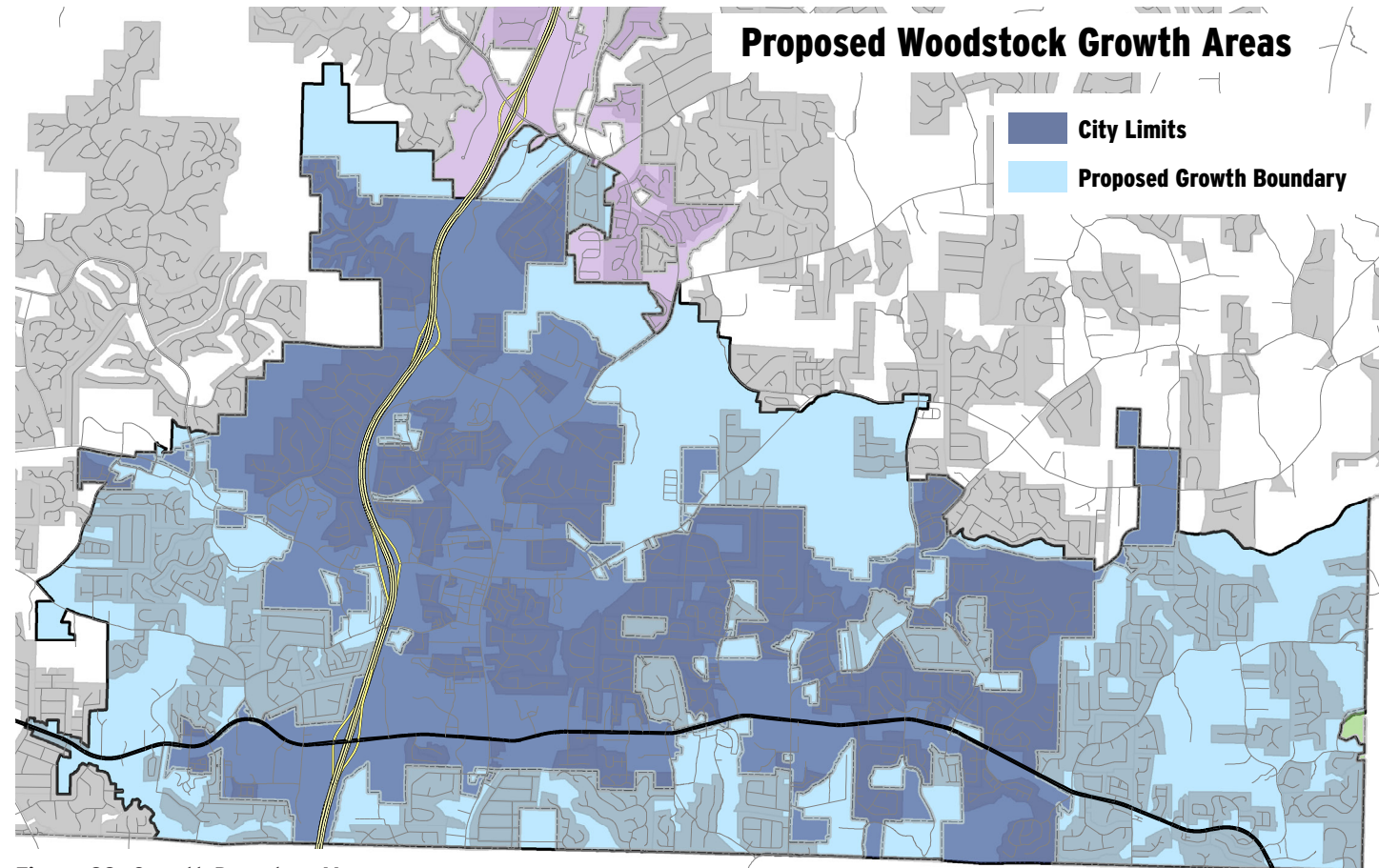


Figure 22. Growth Boundary Map

Future Development Map

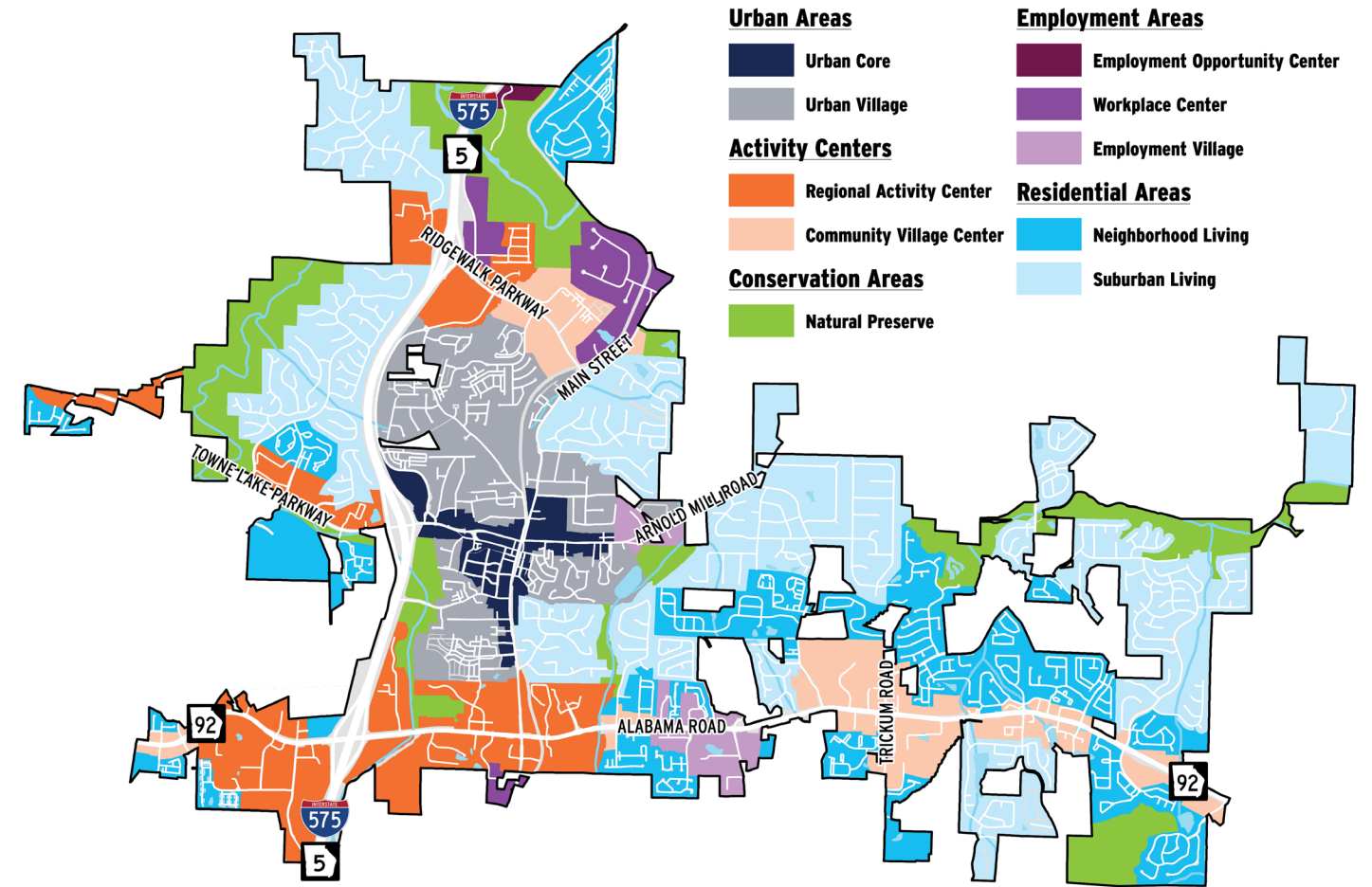


Figure 23. Future Development Map

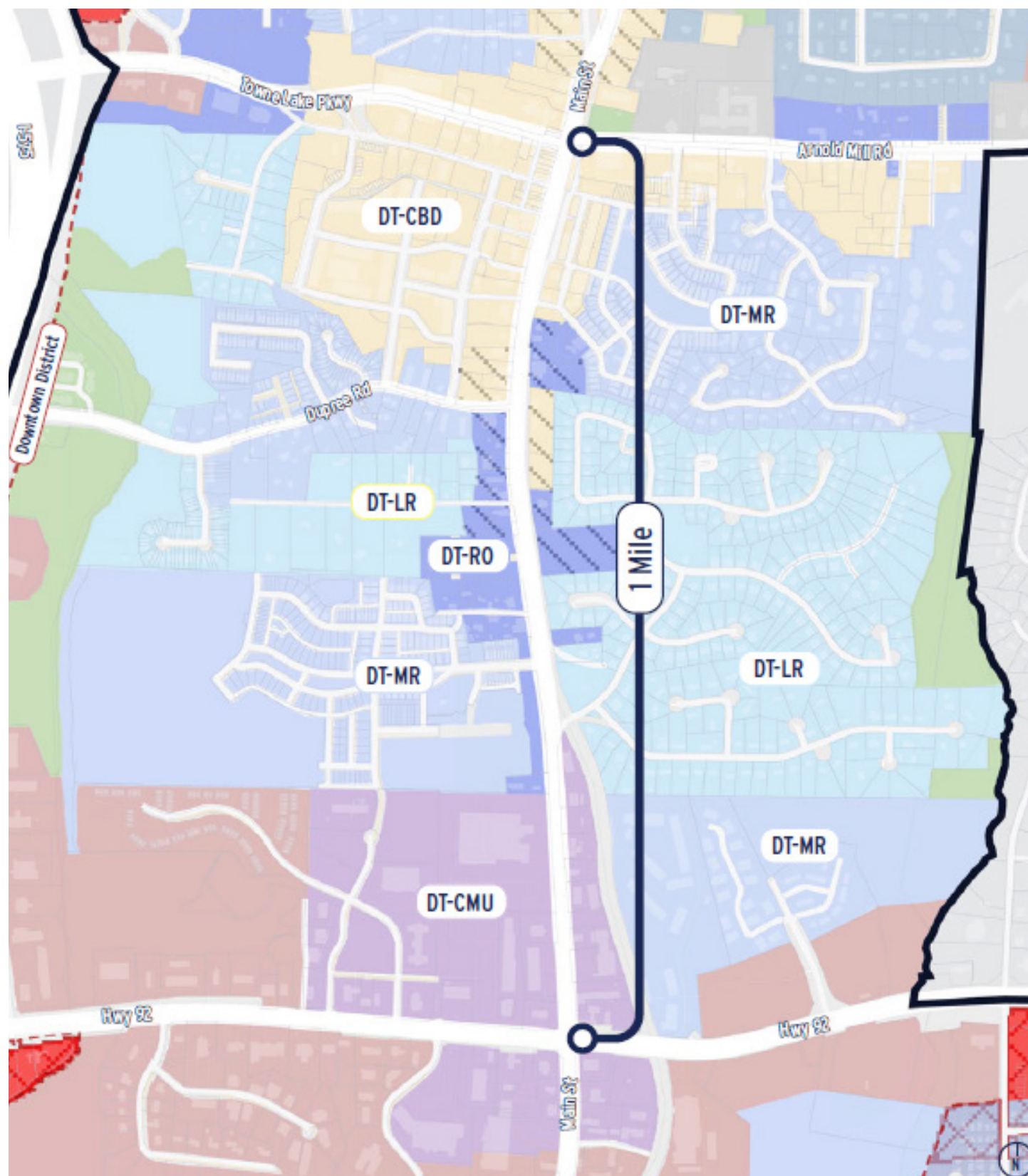


Figure 24. Envisioning the Mile on Main

Needs & Opportunities

Needs

- Create opportunities for attracting business and flex office space in the city to diversify commercial offerings and provide employment opportunities
- Encourage commercial developments that provide daily necessities for residents
- Create a balance of residential, commercial, industrial, and office land uses
- Increase access to grocers and markets downtown

Opportunities

- Use zoning ordinances to ensure that new development complements existing and historic character
- Opportunity to collaborate with Holly Springs and Cherokee County to develop a strong employment center at Sixes/575
- Preserve historic structures
- Create more public realm and enhance existing public space, including family-focused amenities throughout the Woodstock community
- Use Downtown Woodstock as a successful precedent/catalyst for more walkable areas in other parts of Woodstock

Goals & Policies

Goal 1: Continue to create and sustain a unique community identity and structure

- 1.2 Encourage the continued redevelopment of the urban core as the symbolic heart of the City.
- 1.3 Expand and strengthen the downtown by building on its current successes and small town atmosphere.
- 1.4 Increase the viability of live, work and entertainment choices within the downtown area.
- 1.6 Ensure that retail and commercial development will support tax base.
- 1.7 Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed-use development.

Goal 2: Continue to create and sustain a unique community identity and structure

- 2.1 Transportation facilities should be designed to be context-sensitive, specifically through developing cross sections that are appropriate with both the character area and land uses they serve.
- 2.4 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access, and linkages

Goal 3: Promote a spirit of inclusiveness, opportunity, and choice

- 3.2 Integrate housing into mixed-use and traditional development as appropriate through the Future Development Map.
- 3.3 Ensure that land development is predictable, fair, and cost effective.
- 3.4 As employment opportunities diversify in and around Woodstock, ensure adequate amounts, types and densities of housing needed to support desired commercial and industrial growth.



Goal 4: Land use patterns that promote connectivity

- 4.1 Improve traffic flow in and around the downtown area and overall Citywide connectivity.
- 4.2 Encourage mixed-use and traditional development so that they reflect the Character Areas in the Future Development Map.
- 4.3 Create “walkable neighborhoods.”
- 4.4 Improve traffic flow in and around the downtown area and overall Citywide connectivity.
- 4.5 Encourage mixed-use and traditional development so that they reflect the character areas in the Future Development Map.
- 4.6 Encourage mixed-use and a balance of residential and non-residential uses to promote internal connectivity.
- 4.7 Encourage mixed-use and a balance of residential and non-residential uses to promote internal connectivity.

Goal 5: Developments should promote the City’s vision

- 5.1 Community aesthetics, site and building design all add to the quality of life in Woodstock.
- 5.2 Community aesthetics, site and building design all add to the quality of life in Woodstock.
- 5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- 5.4 Promote a balance of residential and non-residential development in mixed-use communities at various scales.
- 5.5 The creation of civic building or public spaces should be part of each Character Area and incorporated into new development.
- 5.6 Encourage new developments to focus on the pedestrian
- 5.7 Ensure that new development proposals complement Woodstock’s existing architectural style and scale of development.
- 5.8 Encourage growth in areas where it will be the most beneficial to the city, and discourage growth where the overall impact on the public will be negative.

Goal 6: There needs to be a balance between the built and natural environment

- 6.1 Ensure that development proposals are environmentally responsible.
- 6.5 Implement a land use plan that promotes an urban area in order to conserve sensitive and/or undeveloped land.

Goal 7: Accommodate growth while creating a sustainable community and implementing the vision

- 7.1 Ensure that future land use and development decisions are consistent with long range planning goals and that such decisions promote the vision of the community.
- 7.2 Look at new development proposals comprehensively: Benefit to the City overall, the character area, the neighborhood in which it will be located, existing and adjacent land uses, the availability of infrastructure, and funding to provide services and a high quality of life.
- 7.3 All new development and redevelopment should adhere to standards of design that add to the aesthetic, environmental, and economic benefit of the City, and incorporate design and site elements that address the City’s vision.
- 7.4 Protect the capacity of major thoroughfares through village development and connectivity techniques.
- 7.5 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly in the areas of circulation, access, connectivity, and linkages.
- 7.6 Ensure that adequate public services and community facilities are provided in an efficient and cost-effective manner.
- 7.7 Achieve efficiency in maximizing beneficial growth while minimizing the burden on existing residents.
- 7.8 Encourage growth in areas where it will be the most beneficial to the City, and discourage growth where the overall impact on the public will be negative.

Goal 8: Create a wide range of economic development initiatives

- 8.1 Expand and diversify the city’s economic base to provide employment opportunities for the residents and enhance the City’s tax base.
- 8.2 Encourage neighborhood serving retail and services in communities identified as appropriate through the Future Development Map.

- 8.3 Encourage new non-residential development to be mixed-use in nature in parts of the community identified as appropriate through the Future Development Map.
- 8.4 Encourage office, commercial and light industrial employment opportunities in appropriate locations.

Short-Term Work Program

The Land Use portion of the short-term work program for Fiscal Years 2023 through 2028 is shown in Table 3 below.

Table 3. FY2023-2028 Short-Term Work Program - Land Use Projects

Project Description	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Estimated Total Cost/Sources	Responsible Party
Review residential and non-residential properties in the City to ensure consistency between the zoning designation and character area assigned. Revise as needed.	X	X	X	X		Staff	CDD
Study the effectiveness of the Technology Park Overlay. Adjust if/as needed.	X	X				Staff	CDD
Participate in joint land use and transportation planning efforts with Holly Springs and Cherokee County at the 575/ Sixes Interchange.	X	X	X			TBD	Woodstock/ Cherokee County/ Holly Springs
Develop a public art program and masterplan.	X	X				\$60,000	EDD
Revise State Route 92 Corridor standards and regulations.	X	X	X			\$200,000 (see above)	CDD/ARC
Audit the Downtown Development Standards to determine if minor changes or major update are needed. Revise accordingly.	X	X				Staff	CDD/EDD/ DPC Team/ Planning Commission
Complete the LCI Connect the Creeks Project	X	X				\$200,000 (ARC funds w/ match)	CDD/ARC
Identify and execute ways to improve the development process. This may include, but is not limited to: website content, handouts and/or primers, application forms, expedited processing, etc., with an emphasis on small scale residential projects.	X	X	X	X	X	Staff	CDD

Parks & Recreation

Woodstock currently features over 300 acres of park space including urban parks like The Park at City Center, which features a popular amphitheater and more passive parks like Olde Rope Mill Park, which includes biking trails and canoing opportunities. A map of existing parks and other public facilities is included in Figure 25.

Woodstock already has a collection of multi-use trails that connect the City, within its parks, along roadways, and in dedicated right of ways. The Noonday Creek Trail connects Downtown Woodstock with the adjacent residential areas, greenspace, and the Woodstock Dog Park to the east, continuing south to SR 92. Multi-use trails within Olde Rope Mill Park provide opportunities for mountain biking and other recreational activities.

In 2008, the City of Woodstock created a vision for the Greenprints Project, a sustainable greenspace and trail network to connect and enhance the various resources present in the City. This plan included a "Connectivity Priority Map," identifying top priority trails. Most of the trails that exist in the City today were built as recommended by this plan.

Building off of the Greenprints Project and the City's most recent LCI Plan, the City is currently preparing a planning study to "Connect the Creeks" which includes examining east-west trail facilities in and around downtown connecting multi-use trails along Noonday and Rubees Creeks. Additionally, plans to expand the Noonday Creek trail southward towards Cobb County will interface with similar efforts being undertaken in Cobb County that will long-term connect these trail systems into a larger and broader regional network.

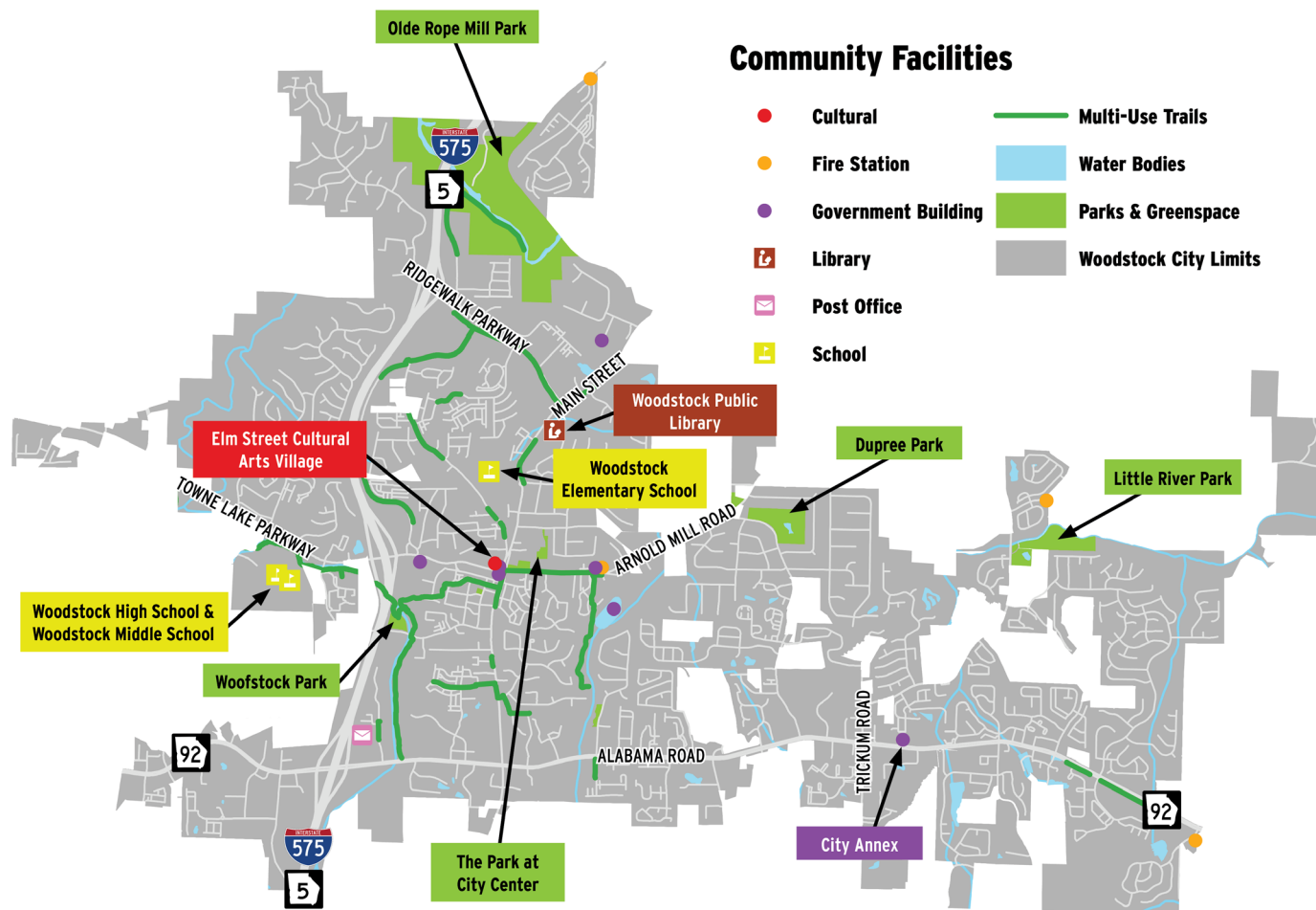


Figure 25. Existing Parks and Other Public Facilities in Woodstock

Needs & Opportunities

Needs

- Increase access to outdoor recreation as natural spaces become developed
- Add family-centered recreation opportunities throughout the City
- Expand trail system to increase connectivity within Woodstock, enhance parks and recreation opportunities
- Improve existing park spaces to increase value

Opportunities

- Enhance and preserve existing tree canopy
- Engage arts community and help establish arts communities throughout the City
- Investigate strategies for increasing parks and recreation opportunities by expanding Dupree Park and developing Little River Park
- Determine opportunities to enhance parks and recreation services throughout the Woodstock community

Goals & Policies

Goal 5: Developments should promote the City's vision

5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.

Goal 6: There needs to be a balance between the built and natural environment

6.5 Implement a land use plan that promotes an urban area in order to conserve sensitive and/or undeveloped land.

Short-Term Work Program

The Parks & Recreation portion of the City's short-term work program for Fiscal Years 2023 through 2028 is shown in Table 4 below.

Table 4. FY2023-2028 Short-Term Work Program - Parks & Recreation Projects

Project Description	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Estimated Total Cost/ Sources	Responsible Party
Construct identified multi-use trails and finalize ROW purchases.	X	X	X	X	X	\$29.4 M (Estimate)	Woodstock, Cherokee County, Greenprints Alliance
Little River Park - Finalize design and break ground.	X	X	X			\$20 M for Entire Park \$7.5 M for Trails (City/Bond/Impact Fees/Grant)	P&R/PW
Dupree Park - Identify next steps to expansion. Fund and execute as resources allow.	X	X	X			Phase I \$350K (SPLOST)	P&R/PW
Construct amphitheater concession and restroom facility.					X	\$750,000 (Estimate)	P&R/PW
Continue to seek annual recertification as a National Arbor Day Tree City.	X	X	X	X	X	Staff Time	P&R/CDD
Dedicate a fund to the yearly purchase and acquisition of greenspace.	X	X	X	X	X	TBD	P&R/ED/CM
Identify and execute projects that maintain and/or improve existing parks and recreation facilities in the community.	X	X	X	X	X	\$250,000	P&R



Public Relations & Communications

The City of Woodstock is committed to being an accessible 21st century city. The City has a dedicated Public Relations officer on staff and makes use of a wide variety of communication methods to reach their citizens, including social media and a City newsletter.

Needs & Opportunities

Needs

- Improve engagement between City government and residents to increase participation
- Improved dissemination of information
- More consistent social media presence across City departments
- Focus on excellent and open communication to encourage civic engagement

Opportunities

- Improve engagement between City government and residents to increase participation
- Enhance communication between City departments
- Streamline dissemination of information to the public
- Investigate mechanisms to utilize SMART technology to collect ideas and data, and provide communication to Woodstock residents

Goals & Policies

Goal 3: Promote a spirit of inclusiveness, opportunity, and choice

3.5 Promote unique aspects of Woodstock in order to promote inclusivity

Goal 5: Developments should promote the City's vision

5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.

5.4 Promote a balance of residential and non-residential development in mixed-use communities at various scales.

Short-Term Work Program

The Public Relations & Communication portion of the City's short-term work program for Fiscal Years 2023 through 2028 is shown in Table 5 on the next page.

Table 5. FY2023-2028 Short-Term Work Program - Public Relations & Communications Projects

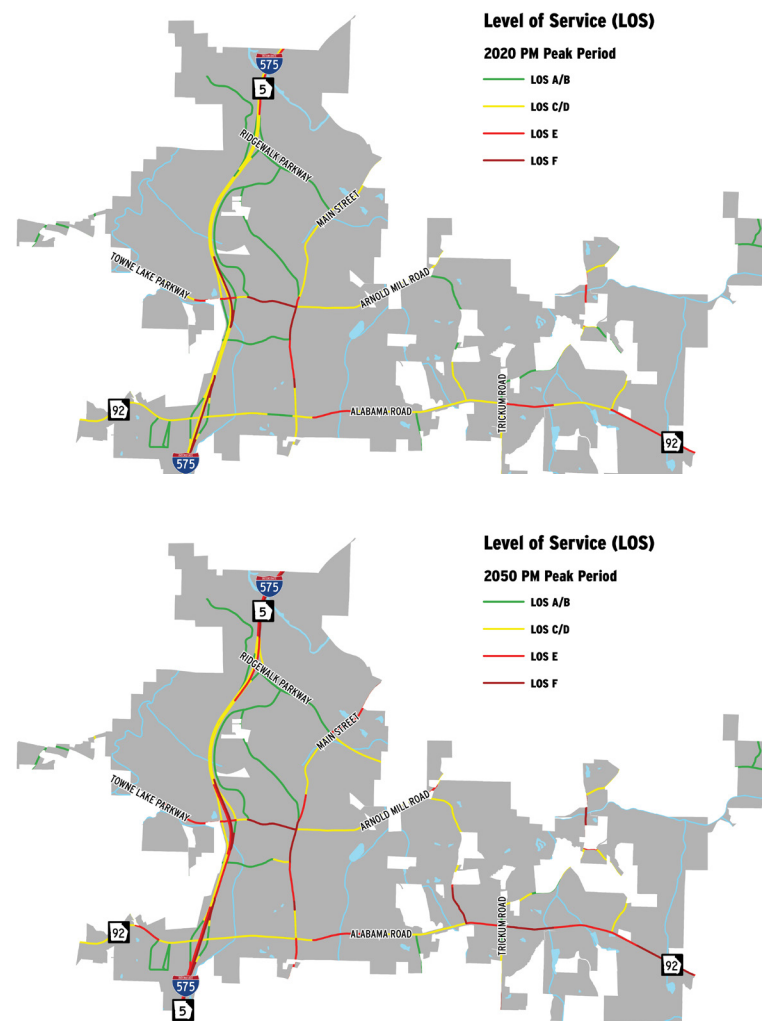
Project Description	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Estimated Total Cost/ Sources	Responsible Party
Utilize social media platforms to educate residents and increase engagement.	X	X	X	X	X	Staff Time	PIO
Create new methods to communicate information.	X	X	X	X	X	Staff Time	PIO/CDD/PW
Provide a presence at all major City-sponsored events.	X	X	X	X	X	Staff Time	PIO/DDA/CVB



Transportation

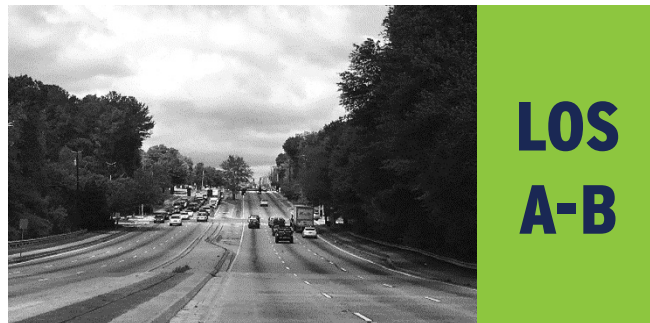
Traffic Congestion

Woodstock's steady population growth will continue to generate more activity on the City's street network, raising the amount of congestion throughout the city. Figure 26 shows the City's street network represented in terms of vehicular level of service (LOS), a metric that illustrates the capacity of a road network relative to the activity it experiences, for both 2020 (existing) and 2050 (future). 2050 LOS projections are obtained from the ARC's Activity Based Model and include all transportation improvements that have committed regional funding. As the 2050 projections show in Figure 26, the current street network in Woodstock will experience notable decreases in level of service based on the city's population growth. Most of this projected traffic volume increase is expected to occur along the I-575 and Alabama Road (SR 92) corridors.



Source: Atlanta Regional Commission Activity-Based Model

Figure 26. Travel Demand Model Level of Service (LOS) in Woodstock



LOS
A-B



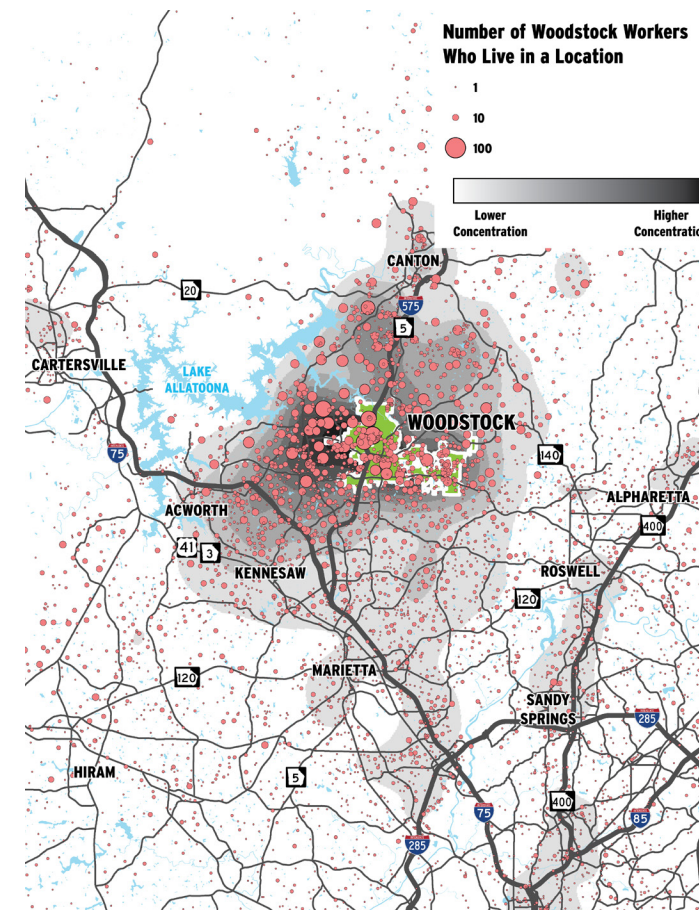
LOS
C-D



LOS
E-F

Commute Characteristics

Transportation infrastructure and congestion are strongly related to commuting trips. As such, it is important to understand the kinds of commutes occurring within the City. Figure 27 shows the home locations of Woodstock employees, and Figure 28 shows the workplace locations of Woodstock workers. People who work in Woodstock generally live near Woodstock, in a wide spread of areas around the I-75 and I-575 corridors. In contrast, Woodstock residents work in better defined employment centers. A large portion of Woodstock residents work along the I-75 and I-575 corridors, from Canton to Kennesaw and Marietta, south to the Cumberland/Galleria area. Additionally, the SR 400 corridor is a popular place for Woodstock residents to work, from Alpharetta through Roswell and including the Perimeter Center area. The traditional employment centers of Atlanta in Buckhead, Midtown, and Downtown also play host to many jobs held by citizens of Woodstock. These patterns reinforce the need for reliable corridors that provide connections between Woodstock and other regional centers.



Source: 2020 Longitudinal Employer-Household Dynamics (LEHD) & U.S. Census Bureau

Figure 27. Home Locations of Woodstock Workers (2020)

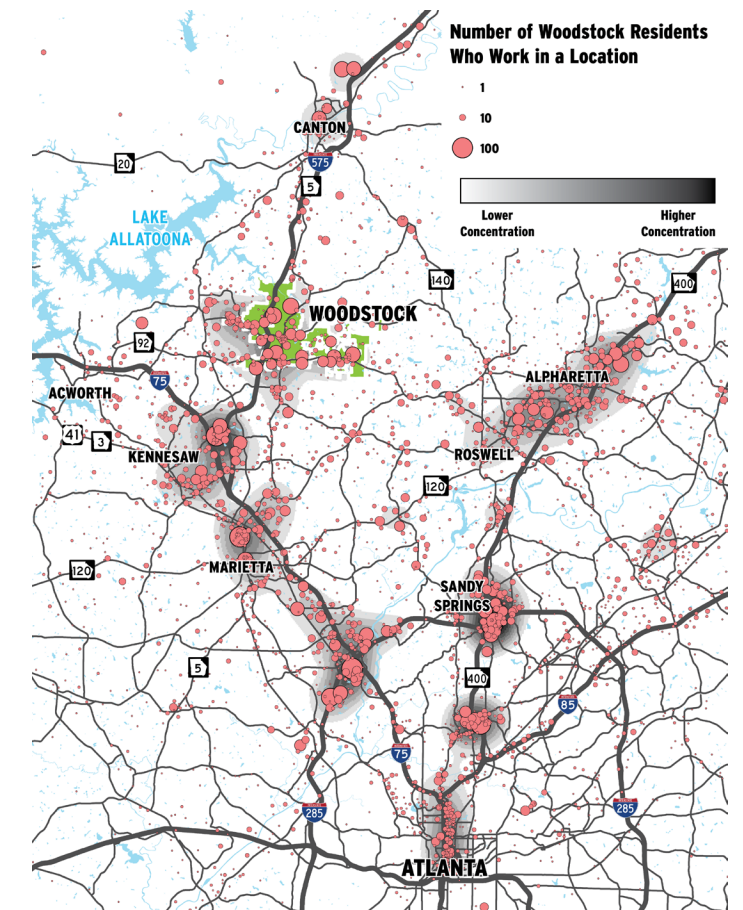


Figure 28. Work Locations of Woodstock Residents Who Work (2020)



Metropolitan Transportation Plan

The Atlanta Regional Commission (ARC) creates and maintains a Metropolitan Transportation Plan (MTP) for the metropolitan Atlanta area, including Woodstock. Currently, the MTP includes the following four programmed projects in or near Woodstock. These four projects include I-575 interchange improvements at Town Lake Parkway and Ridgewalk Parkway, intersection improvements at Alabama Road (SR 92) at Trickum Road, and an extension of Noonday Creek Trail south of Alabama Road (SR 92) towards Noonday Creek Park in northern Cobb County.

I-575 @ Towne Lake Parkway Interchange Improvements

To the west of downtown Woodstock, there is an interchange along I-575 with Towne Lake Parkway that provides direct connectivity to downtown from I-575 and residential areas in southwestern Cherokee County. A planned project (MTP ID CH-260) will alleviate congestion at this interchange by providing both improvements to ramps and roadways at or adjacent to the interchange. The off-ramps at the interchange will be widened to accommodate future traffic growth forecasted through 2050. Towne Lake Parkway and Woodstock Parkway will also likely undergo improvements associated with this project.

I-575 @ Ridgewalk Parkway Interchange Improvements

Northwest of downtown Woodstock, there is an interchange along I-575 with Ridgewalk Parkway that serves several newer commercial developments within the City, including the Outlet Shoppes at Atlanta. Due to the rapid growth of commercial and residential development in this portion of the City, the interchange experiences congestion, particularly during peak travel periods. A planned project (MTP ID CH-261) will alleviate congestion at this interchange by providing both improvements to ramps and roadways at or adjacent to the interchange. The off-ramps at the interchange will be widened to accommodate future traffic growth forecasted through 2050. Other roads with queuing in the area, such as Olde Rope Mill Park Road and Woodstock Parkway, will also undergo improvements associated with this programmed project.

Alabama Road (SR 92) @ Trickum Road Intersection Improvements

Alabama Road (SR 92) provides connectivity from Woodstock to Acworth, Roswell, and many residential and commercial areas in between these communities. This corridor east of downtown Woodstock has several major intersections, and among these is Trickum Road which is adjacent to several major shopping centers which serve southeastern Cherokee County and northeastern Cobb County. A planned project (MTP ID CH-030) would provide improvements to the intersection by adding dual left-turn lanes along Trickum Road on both the northbound and southbound approaches towards Alabama Road (SR 92). Another improvement within the scope of this project is widening Trickum Road between Sycamore Place and approximately 550 north of Alabama Road (SR 92).

Noonday Creek Trail Extension

Currently, Noonday Creek connects Downtown Woodstock with Woodstock Park and southward towards Alabama Road (SR 92). A planned project (MTP ID CH-240) would extend the trail further south to Noonday Creek Park on Shallowford Road in northern Cobb County. This extension will connect Cobb County residents with amenities and commercial areas in Woodstock and likewise connect Woodstock with parks and amenities in Cobb County. This extension is also an important step in connecting Woodstock's trail system with Cobb County's trail system, and eventually with the broader regional trail network throughout metropolitan Atlanta.

Other Transportation Considerations

In addition to the ongoing "Connect the Creeks" initiative and other trail investments in the City, the use of active transportation is broadly encouraged, particularly in Downtown. Additionally, Personal Transportation Vehicles (PTV) are permissible on City streets in and near Downtown.

Needs & Opportunities

Needs

- Address regional roadways to provide for efficient traffic flow in and out of Woodstock
- Add interconnected roadways to create a robust transportation system throughout the City, especially in and around Downtown
- Coordinate with state and regional partners to establish and advance transit service connecting the City of Woodstock with the broader region
- Create PTV opportunities in and near Downtown. Reduce barriers to their safe maneuverability. Continue to recognize their place in the City's multi-modal transportation framework.
- Assess traffic patterns and address demands accordingly including implementation of the grid system concept

Opportunities

- Leverage the City's Complete Streets policy, design guidelines, existing walkability, and infrastructure investments to expand the range of walkable places and promote alternative transportation
- Increase awareness of Downtown parking options for day-to-day use and for events through increased marketing strategies
- Seek out options to increase parking availability in the Downtown area
- Embed recommendations from SMART Woodstock into transportation planning, parking management, and implementation efforts
- Promote land use and transportation coordination to improve future mobility, particularly through alternative modes and mixed-uses
- Develop Public-Private Partnerships to advance transportation goals
- Collaborate with partner agencies such as ARC, GDOT, Cherokee County, and utility providers, to deliver transportation projects





Goals & Policies

Goal 2: Continue to create and sustain a unique community identity and structure

2.1 Transportation facilities should be designed to be context-sensitive, specifically through developing cross sections that are appropriate with both the character area and land uses they serve.

2.2 A variety of thoroughfares should be designed to be equitable to the pedestrian, bicycle, and automobile.

2.3 Streets in residential, mixed-use, and other urban areas should be designed for lower speeds to encourage urban life and community interaction.

2.4 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access, and linkages

2.5 Establish a transportation network that will enable the safest and most efficient movement of people and goods.

Goal 3: Promote a spirit of inclusiveness, opportunity, and choice

3.3 Ensure that land development is predictable, fair, and cost effective.

3.4 As employment opportunities diversify in and around Woodstock, ensure adequate amounts, types and densities of housing needed to support desired commercial and industrial growth.

Goal 4: Land use patterns that promote connectivity

4.1 Improve traffic flow in and around the downtown area and overall Citywide connectivity.

4.3 Create “walkable neighborhoods.”

4.4 Improve traffic flow in and around the downtown area and overall Citywide connectivity.

4.5 Encourage mixed-use and traditional development so that

they reflect the character areas in the Future Development Map.

4.6 Encourage mixed-use and a balance of residential and non-residential uses to promote internal connectivity.

4.7 Encourage mixed-use and a balance of residential and non-residential uses to promote internal connectivity.

Goal 5: Developments should promote the City’s vision

5.2 Community aesthetics, site and building design all add to the quality of life in Woodstock.

5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.

5.6 Encourage new developments to focus on the pedestrian.

5.7 Ensure that new development proposals complement Woodstock’s existing architectural style and scale of development.

5.8 Encourage growth in areas where it will be the most beneficial to the city, and discourage growth where the overall impact on the public will be negative.

Goal 7: Accommodate growth while creating a sustainable community and implementing the vision

7.4 Protect the capacity of major thoroughfares through village development and connectivity techniques.

7.5 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly in the areas of circulation, access, connectivity, and linkages.

Short-Term Work Program

The Transportation portion of the City’s short-term work program for Fiscal Years 2023 through 2028 is shown in **Table 6** on the next page.

Table 6. FY2023-2028 Short-Term Work Program - Transportation Projects

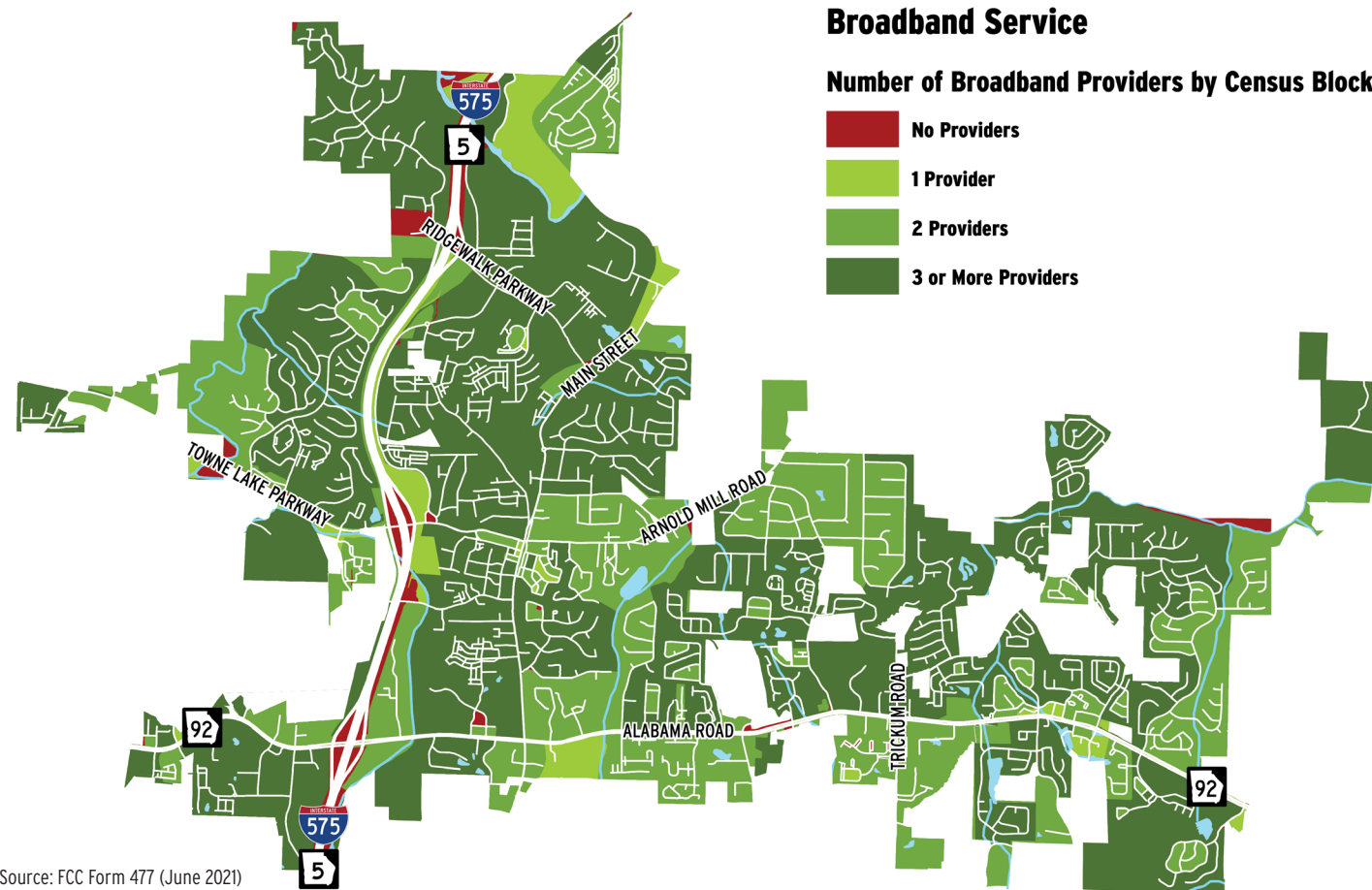
Project Description	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Estimated Total Cost/Sources	Responsible Party
Update and continue implementation of the transportation master plan.	X	X	X	X	X	Staff Time	PW
Towne Lake Parkway (road widening - Sherwood to Neese Road).	X	X				\$2,576,084	PW
South Main Street Streetscape.		X	X			\$100,000	PW
Downtown Grid (new roads, extensions, and connections).	X	X	X	X	X	Staff Time	EDD/PW
Partner with the Economic Development Department for design and/or placemaking improvements as part of major transportation projects.	X	X				\$20K	EDD/PW
Kickoff DDI Interchange at 575/Ridgewalk Parkway.	X					\$8M (estimate)	PW/ Cherokee County/ GDOT
Continued execution of the Greenprints Trails Plan through land dedication and/or construction.	X	X	X	X	X	Unknown	EDD/PW
Partner with the Community Development Department, as part of the Downtown Development Standards review, to determine if changes are needed to street profile and/or streetscape requirements.	X	X				Staff Time	CDD/EDD/PW

Supporting Elements

Broadband

Broadband internet access is becoming a necessity to be economically competitive in the 21st century and to live a high quality life. A majority of Woodstock is served by at least one broadband provider as shown in Figure 29. There are some small Census blocks on the edge of the City or along the I-575 corridor which do not have a provider. Almost all residential neighborhoods have at least one provider with some areas northwest of downtown having three or more providers. Some of the most common broadband providers serve Woodstock through fiber, cable, DSL, fixed wireless, and satellite technology. Providers in the area include Comcast/Xfinity, AT&T, T-Mobile, ViaSat, and Google Fiber, among others.

The Federal Communications Commission (FCC) sets the definition of broadband as download speeds of at least 25 Megabytes Per Second (Mbps) and upload speeds of at least 3 Mbps. As shown in Table 7, the entire City of Woodstock has at least one provider that can provide broadband at this speed. When compared against Cherokee County and the state of Georgia, Woodstock has more providers with faster speeds than both. While Woodstock has Internet access that meets or exceeds the FCC's definition, there are three percent of households within Woodstock that do not have an Internet subscription (see Figure 30). This is lower than adjacent communities like Canton and Kennesaw as well as Cherokee County. Likewise, based on the volume and quality of coverage observed throughout the City it is presumed these three percent of households have broadly elected to not have an Internet subscription. Given that, a specific need for an Action Plan to expand Broadband coverage in the City is not anticipated at this time.

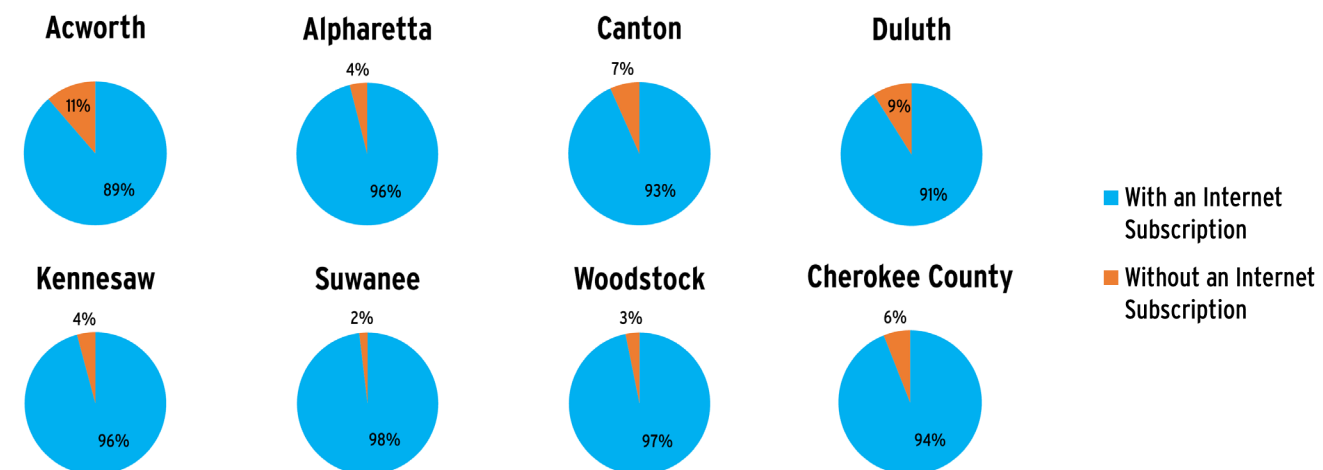


Source: FCC Form 477 (June 2021)

Figure 29. Number of Broadband Providers by Census Block (June 2021)

Table 7. Number of Broadband Providers by Internet Speed

Speed (Mbps Downstream/Upstream)	No Providers	1 Provider	2 Providers	3 or More Providers
City of Woodstock				
0.2/0.2		0.01%		99.99%
4/1		0.01%	1.34%	98.65%
10/1		0.01%	1.34%	98.65%
25/3		0.01%	1.42%	98.57%
100/10	1.45%	6.16%	88.35%	4.04%
250/25	1.45%	8.80%	85.72%	4.04%
1000/100	10.21%	85.90%	3.89%	
Cherokee County				
0.2/0.2		0.01%		99.99%
4/1		0.01%	1.40%	98.59%
10/1		0.01%	1.42%	98.58%
25/3		0.01%	1.64%	98.35%
100/10	2.56%	8.63%	81.75%	7.06%
250/25	3.55%	23.31%	68.54%	4.60%
1000/100	27.89%	68.42%	3.68%	
State of Georgia				
0.2/0.2				100.00%
4/1			2.32%	97.68%
10/1			2.47%	97.53%
25/3			4.11%	95.89%
100/10	6.71%	23.79%	51.82%	17.68%
250/25	12.05%	37.16%	42.18%	8.61%
1000/100	49.07%	48.41%	2.50%	0.02%



Source: U.S. Census Bureau 2017-2021 ACS 5-Year Estimates

Figure 30. Percent of Households With/Without an Internet Subscription



Capital Improvements

As a community that charges Development Impact Fees, the City of Woodstock prepares an annual Capital Improvements Plan detailing the use and distribution of those impact fees. Reflecting the relationship between the Comprehensive Plan and this yearly effort, the most recent Capital Improvements Plan is provided in Appendix C to broadly reflect its consistency and reflection in the other elements of this Comprehensive Plan.

Smart Technology

In 2020, the City prepared and adopted “SMART Woodstock”, an exploration of how various smart technologies can be employed and adapted within the City. Prepared as part of the Georgia Smart Communities Challenge and with assistance from Georgia Tech and the private sector, the Plan broadly includes two focus areas:

- An analysis of smart technology adaptation in the downtown area as a mechanism to address transportation challenges. Particular focus was placed on enhancing pedestrian safety through cross alert detection and/or illuminated crosswalks; applying curb/lane flexibility practices to address challenges for deliveries, parking, and pick-ups/drop-offs; and supporting efforts to manage parking.
- A broader development of Citywide policies and practices including recommendations to develop a smart technology working group, developing a framework for data collection and management, developing security and privacy policies, and standards for Internet of Things (IOT) and an approval process for smart technology proposals.

Goals & Policies

GOAL 2: CONTINUE TO CREATE AND SUSTAIN A UNIQUE COMMUNITY IDENTITY AND STRUCTURE

2.4 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access, and linkages.

2.5 Establish a transportation network that will enable the safest and most efficient movement of people and goods.

GOAL 4: LAND USE PATTERNS THAT PROMOTE CONNECTIVITY

4.1 Improve traffic flow in and around the downtown area and overall Citywide connectivity.

GOAL 8: CREATE A WIDE RANGE OF ECONOMIC DEVELOPMENT INITIATIVES

8.5 Encourage and promote clean, high tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.

Sustainability

Woodstock has long had a civic and municipal commitment to sustainable development and sustainable practices. The city has been a certified Green Community, under an ongoing ARC initiative that helps local governments implement measures that reduce their environmental impact, aiming to create a greener, healthier, and more livable region. Currently, the City of Woodstock is a Gold level community, with initiatives including solar power on the City Chambers at City Center, expedited review for homes and businesses with a renewable energy source, and providing recycling containers at city facilities for paper, plastic, glass, and aluminum, amongst other initiatives.

Woodstock Sustainability Plan

In 2020, the City prepared and adopted a Sustainability Plan which included the identification of seven focus areas to define the community’s priorities within the wide scope of sustainability. These areas include Energy & Buildings, Land Use, Water Management, Solid Waste, Transportation, Public Outreach, and Government Operations and include several underlying goals. While broadly compatible, future updates of the Comprehensive Plan should consider further alignment and interaction with the Sustainability Plan.

Regional Water Plan

As part of the Metropolitan North Georgia Water Planning District, Woodstock cooperates with the District’s Water Resource Management Plan to help preserve and improve the availability of high-quality water resources in the north Georgia region. Documentation of consideration of this plan as part of this Comprehensive plan is included in Appendix D.

Needs & Opportunities

NEEDS

- Take steps to preserve existing natural spaces within the City
- Where appropriate, incentivize preservation of existing buildings within the City
- Continued promotion of sustainability awareness among citizens and employees
- Encourage alignment of the City’s multi-modal transportation program and land use patterns to discourage single-use trips

OPPORTUNITIES

- Encourage alternative stormwater management techniques
- Encourage solar/clean energy in development
- Save public and private financial resources by investing in and encouraging sustainable cost saving measures
- Further the construction of green architecture and green infrastructure
- Reduce the carbon footprint of City operations

Goals & Policies

GOAL 1: CONTINUE TO CREATE AND SUSTAIN A UNIQUE COMMUNITY IDENTITY AND STRUCTURE

1.7 Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed-use development.

GOAL 2: CONTINUE TO CREATE AND SUSTAIN A UNIQUE COMMUNITY IDENTITY AND STRUCTURE

2.4 Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access, and linkages

GOAL 4: LAND USE PATTERNS THAT PROMOTE CONNECTIVITY

4.5 Encourage mixed-use and traditional development so that they reflect the character areas in the Future Development Map.

GOAL 5: DEVELOPMENTS SHOULD PROMOTE THE CITY’S VISION

5.1 Community aesthetics, site and building design all add to the quality of life in Woodstock.

5.2 Community aesthetics, site and building design all add to the quality of life in Woodstock.

5.3 Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.

5.8 Encourage growth in areas where it will be the most beneficial to the city, and discourage growth where the overall impact on the public will be negative.

GOAL 6: THERE NEEDS TO BE A BALANCE BETWEEN THE BUILT AND NATURAL ENVIRONMENT

6.1 Ensure that development proposals are environmentally responsible.

6.2 Support green architecture and green infrastructure.

6.3 Encourage and incentivize environmentally friendly construction and developments through incentives for Earthcrafts and LEED certifications.

6.4 Encourage the provision of rainwater harvesting areas and xeriscaping to promote water conservation.

6.5 Implement a land use plan that promotes an urban area in order to conserve sensitive and/or undeveloped land.

GOAL 7: ACCOMMODATE GROWTH WHILE CREATING A SUSTAINABLE COMMUNITY AND IMPLEMENTING THE VISION.

7.3 All new development and redevelopment should adhere to standards of design that add to the aesthetic, environmental, and economic benefit of the City, and incorporate design and site elements that address the City’s vision.

GOAL 8: CREATE A WIDE RANGE OF ECONOMIC DEVELOPMENT INITIATIVES

8.3 Encourage new non-residential development to be mixed-use in nature in parts of the community identified as appropriate through the Future Development Map.

8.5 Encourage and promote clean, high tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.

Short-Term Work Program

Each of the short-term work program projects for the supportive elements of this Comprehensive Plan Update are shown in Table 8 on the next page.

Table 8. FY2023-2028 Short-Term Work Program - Supportive Elements (Broadband, Smart Technology & Sustainability)

Project Description	FY23/24	FY24/25	FY25/26	FY26/27	FY27/28	Estimated Total Cost/Sources	Responsible Party
Audit the City's Tree Ordinance in coordination with the Georgia Department of Forestry. Revise Ordinance as needed, with an emphasis on making the Ordinance easier to understand and administer.	X	X				Technical Assistance Award from GAFC	City/GAFC
Develop a GIS layer to illustrate the City's existing tree canopy. Use this layer in the evaluation of proposed development projects where extensive land clearing would be needed.	X	X				Technical Assistance Award from GAFC	City/GAFC
In an effort to be responsive to driver demands, prepare an electric vehicle (EV) master plan for EV infrastructure in public spaces. Similarly, prepare an EV Ordinance to require the provision of EV infrastructure for private development projects meeting certain unit of SF thresholds.	X	X				Unknown / Staff Time	CDD
Work with the broadband community to ensure adequate facilities in close proximity to DT and education venues.	X	X				Unknown / Staff Time	CDD
Incentivize or require businesses to recycle or at least be offered the option to have recycling.	X	X				Unknown / Staff Time	CM/CDD
Recycling program in the Downtown District.	X	X				Unknown / Staff Time	CM/CDD
Ensure proper management of recycling for trails and offer recycling for Downtown public street trashcans.	X	X				Unknown / Staff Time	CM/CDD



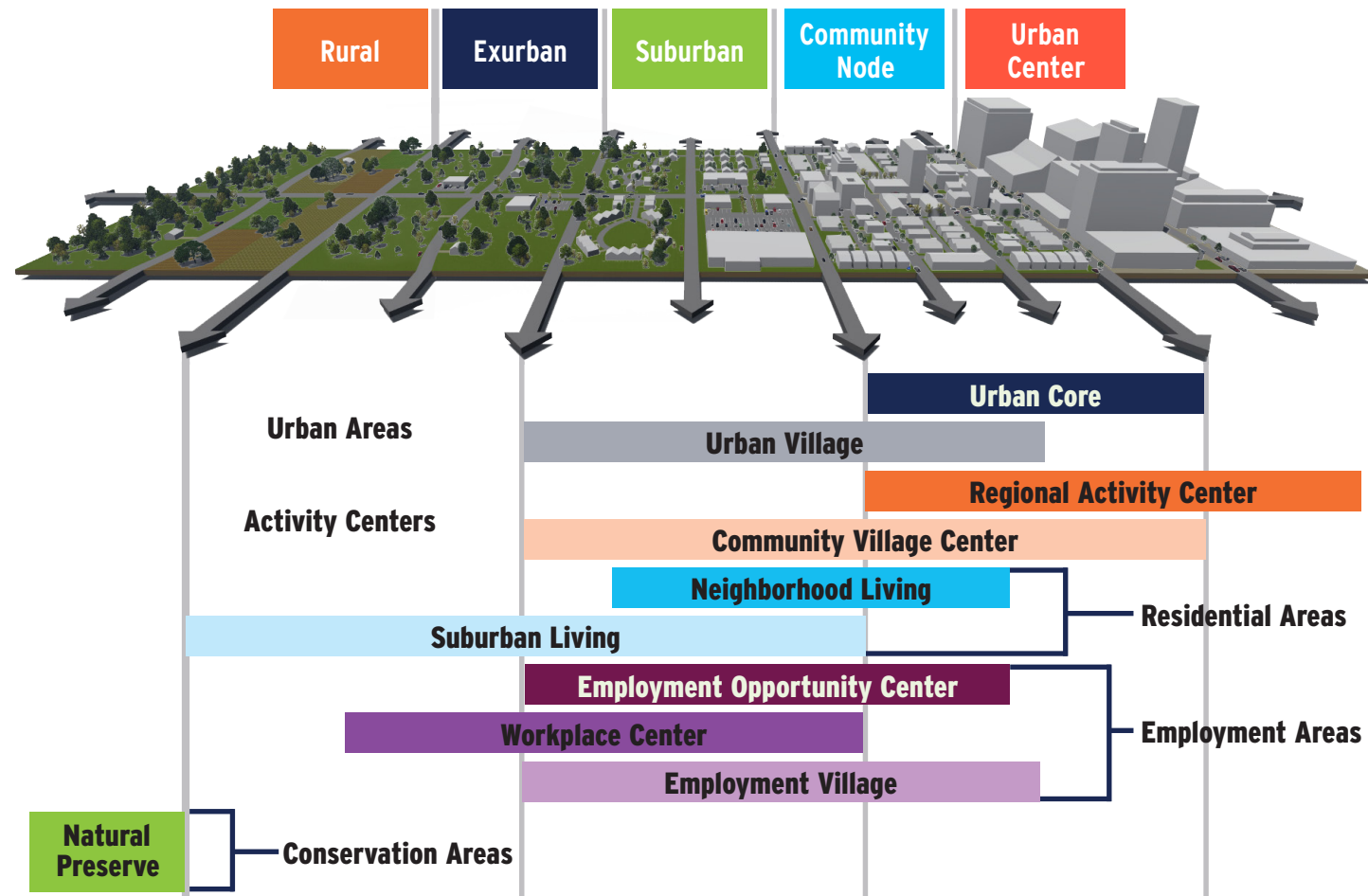


CHARACTER AREAS



Overview

As part of the comprehensive planning process, the Future Development Map (FDM) for the City of Woodstock was updated. Figure 31 shows the City's new FDM. This map was created based on the FDM from the previous Comprehensive Plan (2018), with changes based on input from the community, stakeholders, and City staff. The FDM is composed of ten character areas organized into five categories. A brief description of each follows category and area follows, with more in-depth explanations of each in this chapter.



Future Development Map

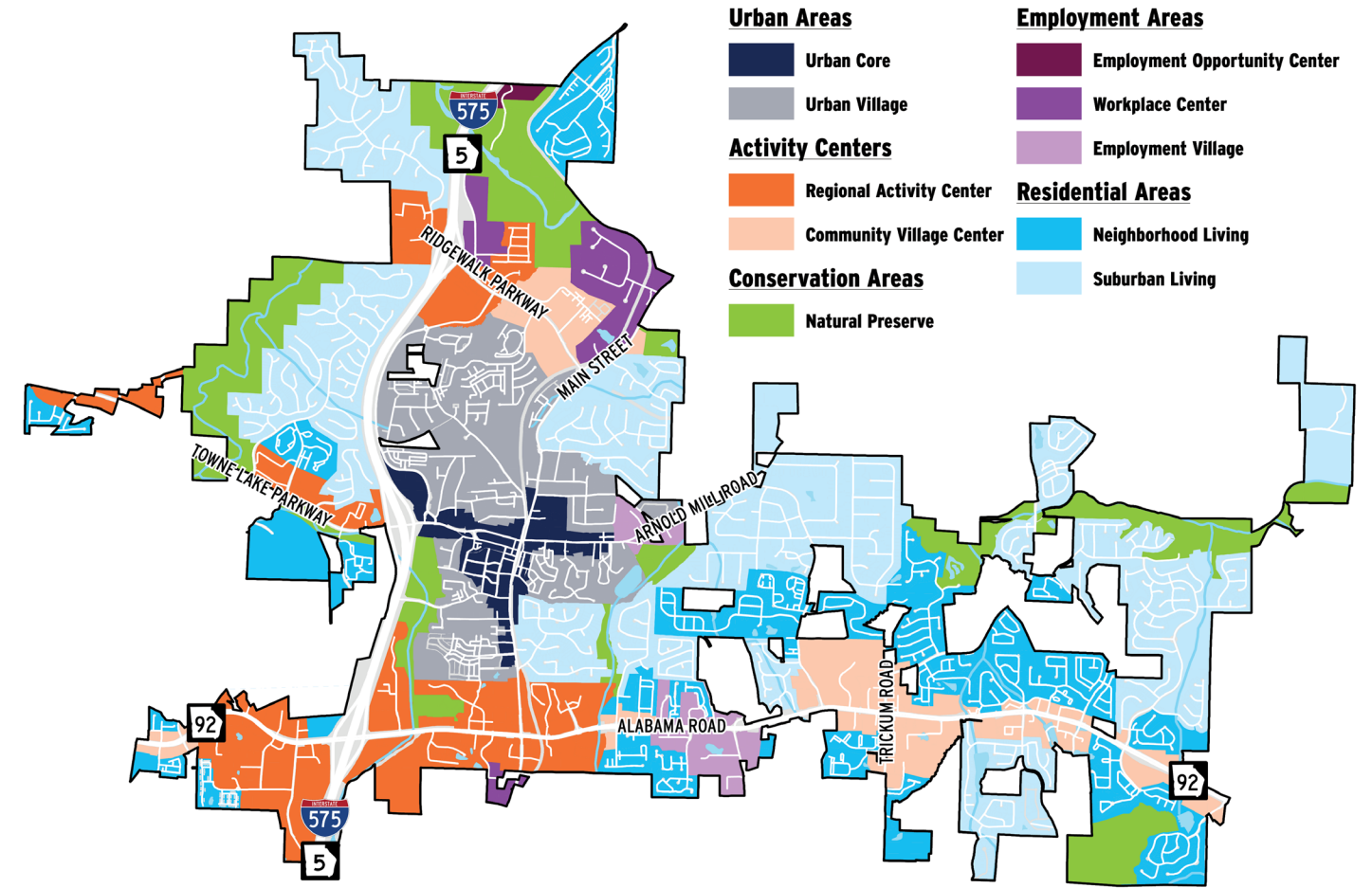


Figure 31. Future Development Map

Urban Areas

Areas including and surrounding the commercial core of Downtown Woodstock, these areas are mixed-use and organized based on historic principles of town building. Architecture and design lean on historic examples and the public realm is critical.

- **Urban Core** - Containing downtown, this character area embodies the heart of Woodstock. Developments should be mixed-use, at a moderate density
- **Urban Village** - The areas around the downtown core serve as a transitional area between the commercial/mixed-use core and the surrounding neighborhoods. This area is predominately residential, incorporating moderate density housing and allowing retail and services that serves residents' day-to-day needs

Activity Centers

These areas are situated well to handle substantial growth, and are envisioned as commercial centers in their own right, including retail and office space to serve their surroundings.

- **Regional Activity Center** - The highest-intensity developments should be within these areas. With access to major transportation facilities, including potential for transit service, these areas include major retail and office spaces, with the potential for some residential as well.
- **Community Village Center** - These areas contain retail, dining, and services that serve the neighborhoods around them. These areas should be designed with a village-like approach, with an emphasis on aesthetics and walkability.

Employment Areas

Serving a wide range of business types, these areas allow for commercial, light industrial, warehousing, and other similar uses.

- **Employment Opportunity Center** - Represents major employment areas including professional and corporate offices, regional offices, and medical complexes. Mixed-use and multifamily are secondary uses that are integrated into or complementary to employment centers. Greenspaces and civic spaces that connect workplaces are integral as well.
- **Workplace Center** - Generally more removed from residential spaces, this character area can host more intense commercial and industrial uses, supporting the local economy and providing benefits to the City's tax base. These areas should be well-shielded from view of major thoroughfares with infrastructure to support truck traffic.
- **Employment Village** - Located on major transportation facilities and sometimes adjacent to residential areas, these areas facilitate smaller independent businesses, small services, and incubator spaces. Employment Villages should have provisions to maintain a high-quality experience, and should not include uses noxious to their neighbors.

Residential Areas

Large swaths of the city, especially in the east, are largely dedicated to residential uses. These areas include a variety of housing types, but typically focus on single-family dwellings.

- **Neighborhood Living** - These areas include more traditional residential developments of homes on small lots, using interconnected streets to create robust neighborhoods situated near commercial and mixed-use areas. Lots can be smaller than in Suburban Living, and may include some attached housing.
- **Suburban Living** - Suburban residential developments include larger lots and may have fewer access points onto commercial corridors, while maintaining interconnected street networks. Housing is consistently detached, and maintains amenities like sidewalks while being somewhat less accessible to commercial areas on foot.

Conservation Areas/Natural Preserve

These areas provide recreational amenities, ecological conservation, and economic benefits to the City by providing a respite from urban life, maintaining areas of wildlife habitat, and serving as an amenity to residents and businesses.

Annexations

In the case when an area of land not in the City of Woodstock at the time of this plan's adoption is annexed into the City, a character area should be assigned to that area based on its designation in Cherokee County's (or other former jurisdiction) comprehensive plan. Table 9 shows how each of Cherokee County's character areas should be converted to Woodstock's during an annexation while Figure 32 shows the future growth limits for Woodstock which were approved in April 2022.

Table 9. Cherokee County Character Area Equivalencies

Cherokee County Character Area	City of Woodstock Character Area
Natural Preserve	Natural Preserve
Country Estates	Suburban Living
Suburban Growth	
Suburban Living	Neighborhood Living
Neighborhood Living	
Urban Core	Community Village Center
Regional Center	
Workplace Center	Employment Village
Wildcat	Employment Opportunity Center

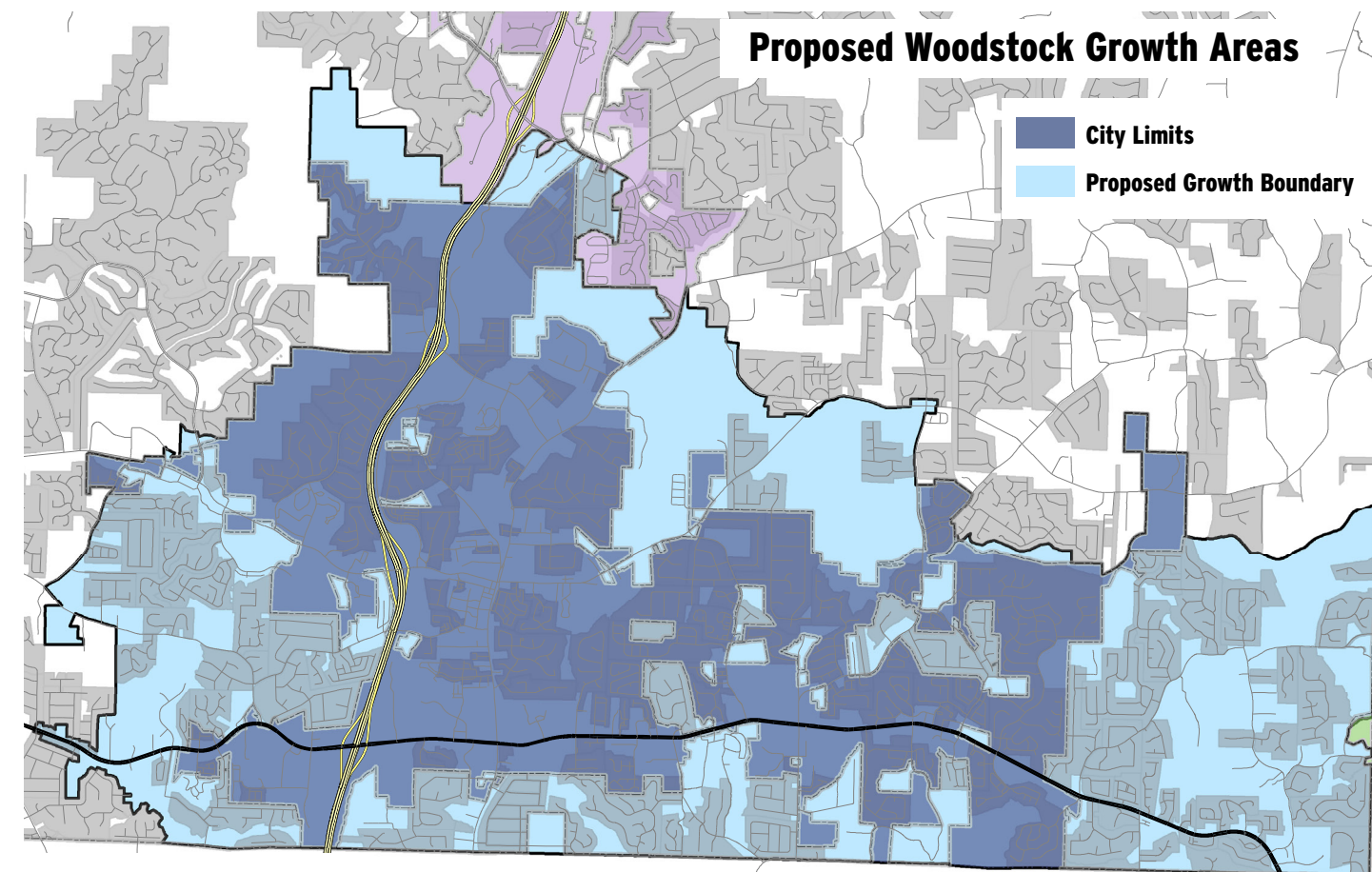


Figure 32. Growth Boundary Map

Urban Core

The rising cost of housing, traffic congestion and the need to ensure the long-term economic viability of urban cores has helped to contribute to increased multi-use developments. Woodstock has been experiencing a revitalization of its urban core in recent history. Always, but particularly during this ongoing period of growth, new public spaces, private projects, and infrastructure improvements should have a significant and visible component of public spaces, art and a mixture of uses. As the City grows, it is increasingly important to support the compact central core that will contribute to and expand the existing vibrancy and activity. With guidance, density has created variety and vitality in the City's core, which enhances safety by reducing unpopulated, unused areas. The historic urban core of Woodstock is a true live, work, shop, and play environment that includes a mixture of the City's municipal facilities, with new commercial and residential developments alongside historic buildings. Commercial activity is key to this area, as to all downtown areas. Multistory buildings frequently include retail and other commercial opportunities on the ground floor, and major thoroughfares include commercial frontage to reinforce the feeling of being in a downtown and to make those thoroughfares engaging and comfortable for pedestrians. Downtown Woodstock is a place where the present embraces the past through a mixture of uses, distinctive architecture, idyllic streetscapes and a true sense of community.

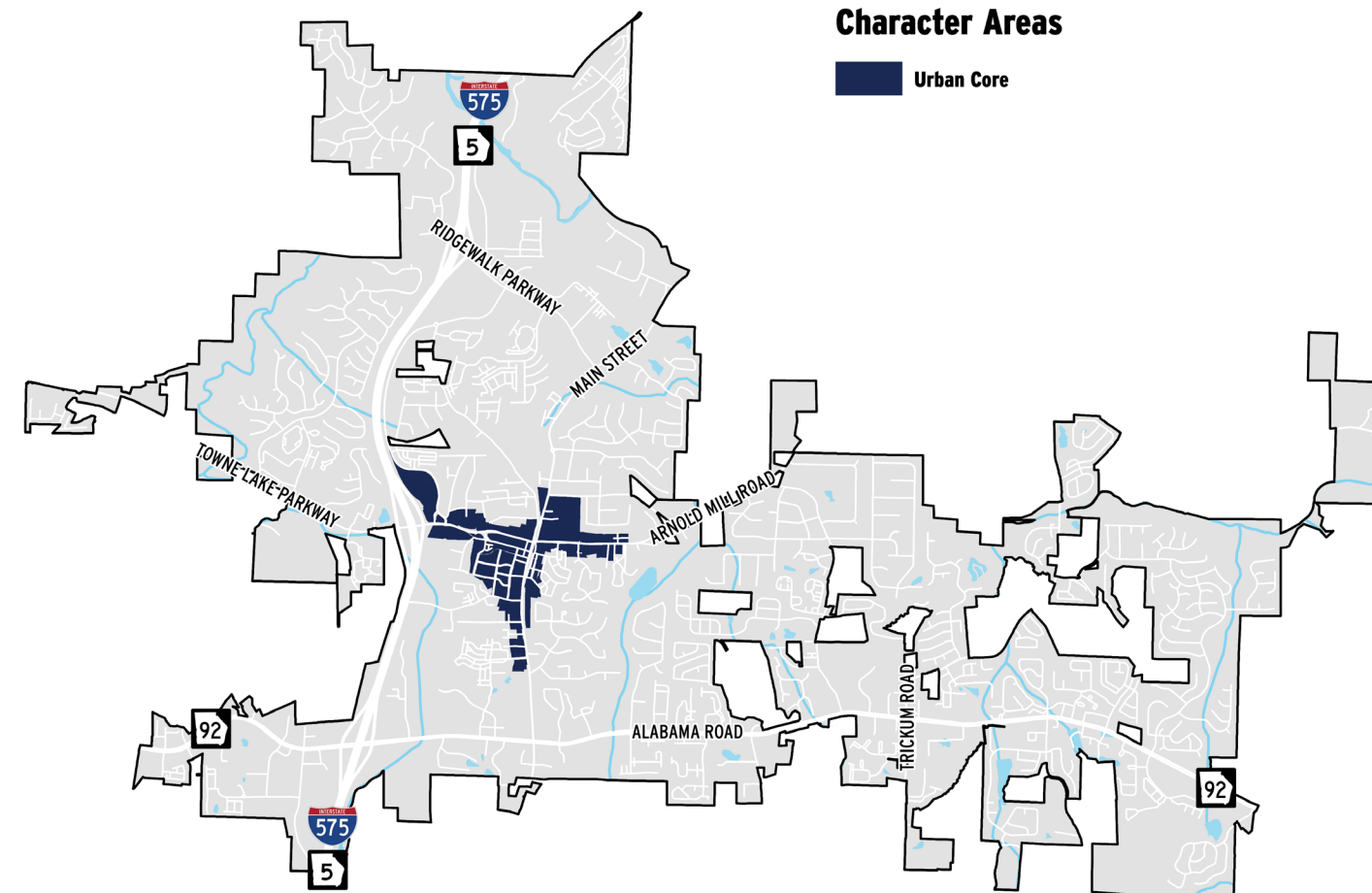
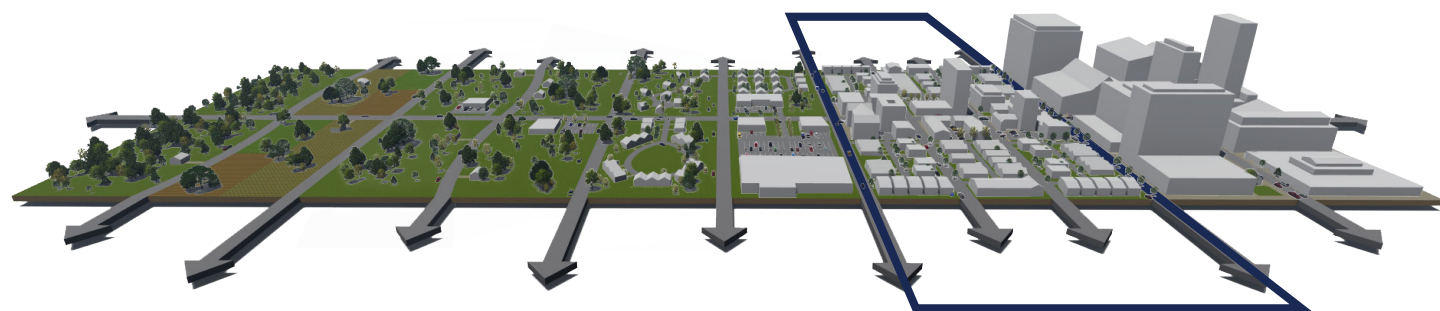
Urban Core

Primary Land Uses:

- Higher Density Housing
- Higher Density Commercial/Office Units
- Vertical Mixed-Use Developments

Infrastructure:

- Full Urban Facilities and Services
- Mixed-use/Urban Streets
- Internal Pedestrian Ways
- Civic Spaces, including Plazas, Squares, and Greens



Character Areas

Urban Core

Figure 33. Urban Core Character Area

The Urban Core character area generally consists of higher density development and the widest range of mixed-uses, combined with central civic areas, all with a traditional town-center design. Downtown residential neighborhoods and urban housing options provide varied residential opportunities that contribute to the overall vitality of the Urban Core. Buildings are situated near each other or are attached and are often tall, situated on a wide range of lot sizes. There is a very short mandatory front setback with wide sidewalks and on-street parking. The majority of the required parking throughout the district is to be located to the rear, or provided on the street. All uses not considered noxious are permitted within the buildings. A diversity of retail, office, and other commercial development downtown can better support residential development and decrease the need for commuting, thus creating an urban core where people are able to live, shop and work in a walkable area. Complex multifaceted urban spaces bring people together in different ways, creating interaction

and synergy. Urban cores thrive on the need for people to come together in so many ways, which cannot be strictly planned. Having a mix of both residential and non-residential uses is important to create an active community life in the core; creating a variety of uses is critical to having a successful 24-hour downtown.

Civic art can be both traditional artwork created for public spaces as well as artesian-crafted architectural details. These can define the public spaces they help form, providing a rich language that expresses the values a society upholds or rejects. Art, which includes references to Woodstock's geography, landmarks, history, diverse ethnic cultures, industry, local craft and other cultural attributes can increase our sense of belonging by associating us with a place imprinted with a specific image or feel rather than one which looks and feels like any other modern American city.

Nearby creeks and recreational facilities provide alternative transportation and recreation options. In addition, the Georgia Northeastern Railroad parallels Main Street, defining the downtown area, and provides future entertainment, community, and transportation opportunities.

Towne Lake Parkway provides a unique and significant opportunity for the expansion of downtown and the creation of a gateway for visitors approaching downtown from I-575. Additionally, I-575 provides significant connectivity to the broader region and as a high-capacity roadway, can potentially service a more intense level of regional development. This makes the Towne Lake Parkway area a candidate for larger office or similar development than would normally be expected in the Urban Core character area.

In 2005, the City developed Downtown District regulations to promote the urban core. Since then, goals for Downtown Woodstock have evolved. Contemporary goals and development strategies are summarized here:

- Increase transportation accessibility and mobility options and improve traffic flow in and around the downtown area by adding connections to create a redundant grid network;
- Strengthen the downtown by building on its current successes and small-town atmosphere;
- Expand downtown west to I-575 along Towne Lake Parkway and south to South on Main (Brighton Boulevard);
- Increase the viability of live, work and entertainment choices within the downtown area, focusing on expanding workplaces and missing commercial like grocery, office, civic spaces, and day-to-day retail;
- Preserve, protect and enhance the urban core's historic and future role as the civic and economic center of Woodstock;
- Provide safe and accessible parks and plazas;
- Improve the aesthetics of the public street and the built environment; and
- Promote pedestrian safety by ensuring sidewalk-oriented buildings and attractive street-facing facades that foster pedestrian activity and liveliness.

Development Strategies

Intensity & Use

- Focus development on higher density residential and commercial/office uses, especially vertical mixed-use;
- Promote a mix of uses at a moderate density, similar to the existing center of Downtown Woodstock; and
- Continue to allow accessory dwelling units in appropriate areas in order to provide an alternative housing product.



Design

- Signage treatments should include small hanging signs under canopies with attractive and creative signage mounted on building fronts as required within the design standards. Signs should enhance the pedestrian experience;
- Require the efficient utilization of parking facilities by encouraging shared, underground and deck parking and alternative modes of transportation;
- Enhance Woodstock's historic quality by ensuring that new and rehabilitated buildings are compatible with the character of buildings built between 1860 and 1929;
- Require architectural and storefront treatments that provide a sidewalk level street facade;
- All developments should dedicate open space of at least 20%;
- Civic spaces such as squares and plazas should be located no more than a maximum of 600 feet from any dwelling unit;
- No parking should be located between a building and the curb;
- Street trees and appropriate streetscaping are required on all streets.
- Sidewalk level uses should have a primary pedestrian entrance, which faces, is visible from, and is directly adjacent to the sidewalk or public open space plaza/courtyard;
- The first two stories of building facades should be brick, stone, stucco, concrete siding such as hardiplank or natural wood, with the exception of pedestrian entrances and windows;
- Blank windowless walls are prohibited on street-facing facades; and
- Require a street edge treatment in residential areas, which may include low fencing, low walls or low hedging to define the semi-public edge in residential areas.

Transportation

- All public streets should connect to each other, in a gridded pattern, including connection to public stub streets to facilitate connections to adjacent existing and future development;
- Substantial internal connections should exist with a development; street designs should not contain any cul-de-sacs or other unconnected roadways;
- Parking structures should conceal automobiles from the street, preferably by wrapping them with commercial activity. If it is not possible to truly wrap a parking deck, it should look like a horizontal storied building on all levels, dedicated to commercial use;
- All parking, except for allowable on-street parking should be screened from view;
- Bicycle parking facilities must be provided in all new developments; and
- On-street parking on both sides of all roadways should be designed as an integral part of the streetscape.



Urban Village

The Urban Village character area serves as a transition between the Urban Core area and the other areas around it. The Urban Village is predominately residential, but features a mix of uses, such as building types that accommodate local-serving retail and professional offices, small-lot single-family neighborhoods, townhouses, small condominium buildings, and multifamily residential developments mixed with larger-lot historic neighborhoods. The Urban Village Character Areas presents an “in-town city neighborhood” environment, like what commonly surrounds urban cores and downtowns, providing a transition between the core and lower-intensity residential Character Areas. These mixed-use districts provide housing and retail options that offer business owners and residents, including seniors, youth, and workers, the opportunity to meet some of their daily needs by walking or bicycling.

As a transitional area, different locations in this character area may be better suited for different levels of development. When adjacent to the Urban Core or Regional Activity Center, the Urban Village can be a mixed-use area that is characterized by multi-story construction that uses the ground floor for retail, service or office space, while upper floors are usually residential. Development of this type in the Urban Village area should generally be less dense than in adjacent character areas. In areas adjacent to Suburban Residential and Natural Preserve character areas, the Urban Village is less dense and provides fewer uses, instead focusing on small-lot or multi-family residential developments.

Urban Village

Primary Land Uses:

- Moderate to Higher Density Housing
- Live-Work Units
- Mixed-Use
- Senior Housing

Infrastructure:

- Full Urban Facilities and Services
- Mixed-use/Urban Streets
- Internal Pedestrian Ways
- Civic Spaces, including Plazas, Squares, and Greens

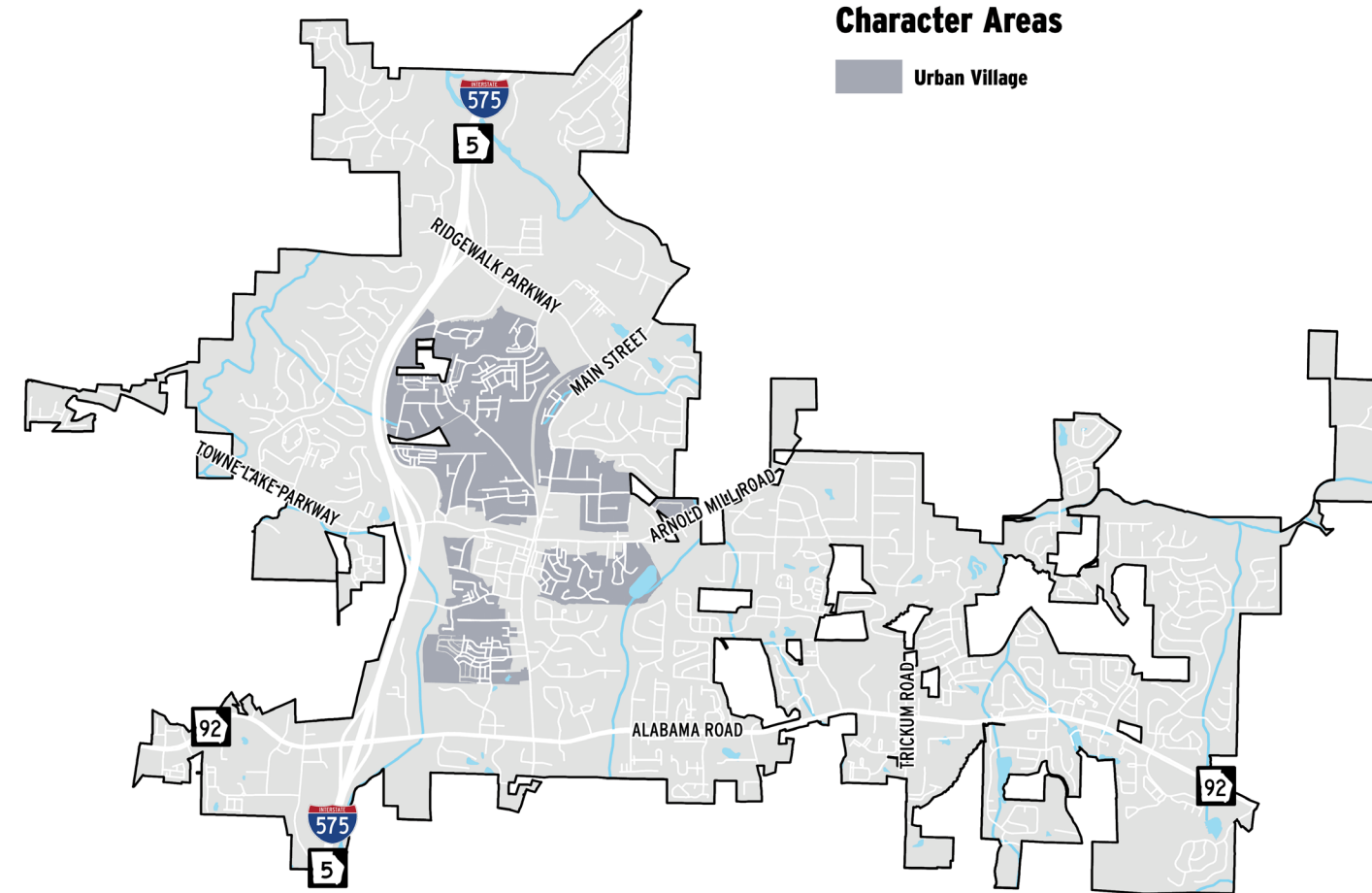
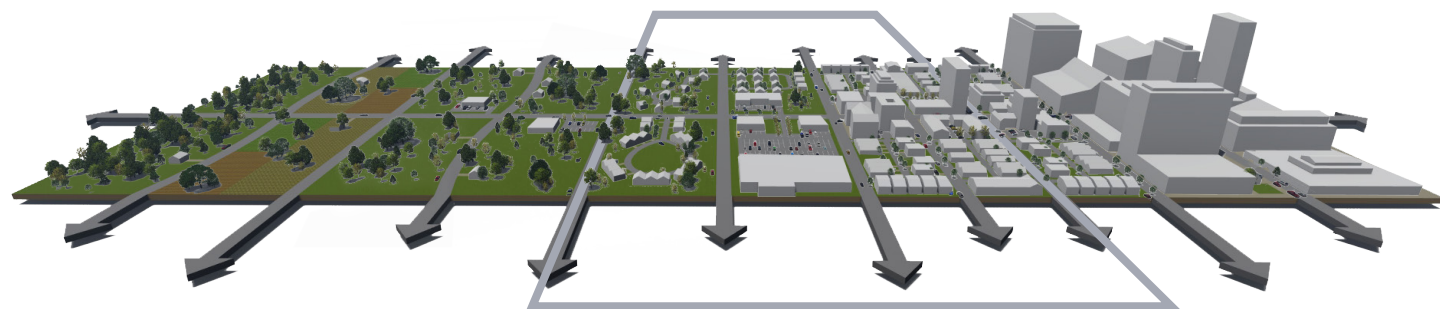


Figure 34. Urban Village Character Area

Throughout, this character area includes neighborhoods that are walkable communities with easy access to restaurants, retail shopping, personal service establishments, professional offices, and recreational facilities, and typically supply the necessary population and client base for urban core areas. Mixed-use development with retail or offices is located near other existing non-residential services, and in the center of pedestrian sheds (including sidewalks, commercial districts and plazas), with architectural emphasis on the corners. Well-maintained sidewalks, adjacent parallel parking, well-maintained commercial facades, public art, street trees, and landscaping are highly valued characteristics of the commercial pedestrian realm, which should be promoted and incorporated into the neighborhood. It is also critical that parks and plazas have pedestrian amenities, including pedestrian furniture, water features where appropriate, pedestrian scaled lighting and semi-public edges incorporated into the design. Parking must be accessed by rear alley, through buildings or to the side and be screened from the pedestrian view.

Historic Neighborhoods

There are several neighborhoods in the Downtown district that residents have repeatedly expressed a desire to preserve. Redevelopment of individual properties and homes that maintain the historic neighborhood design in terms of lot sizes and setbacks is encouraged and preferred in these areas until a critical mass of lots is assembled for a master-planned development which must be heavily vetted for consistency of character.

Development Strategies

Sustainable Design Features

- Accommodate a variety of housing types to suit the variety of lifestyles and lifecycles;
- Allow for conversion of sites to more intensive residential use when appropriate;
- Provide transition areas between different intensity land uses, such as higher density residential and traditional subdivisions;
- Assign internal and external connections and walkability in order to reduce automobile trips and to encourage a close-knit community; and
- Provide community services and commercial uses that create a “complete community” and allow a variety of lifestyles and life cycles within the community.

Intensity & Use

- Development in this area should be predominantly residential, with higher-density developments located closer to the Urban Core, with lower-density developments adjacent to residential character areas;
- Residential development in this area should be varied in type, style, size, and price, and should be well connected with adjacent neighborhoods and corridors; and
- Retail, professional services, and other small-scaled commercial can be located at street level and are encouraged as a ground floor use in residential stacked units.

Design

- Incorporate plazas and small parks into future redevelopment plans as predominant features within new buildings and developments;
- Civic spaces such as parks, greens, plazas and squares should be located a maximum distance of 600 feet from each residential unit;
- Building facades should face a civic space or a roadway; and
- Vistas of 600 feet or longer should terminate at a civic space or institution, and may not be terminated by parking lots.

Transportation

- Require a street edge treatment, which may include low fencing, low walls or low hedging to define the semi-public edge in residential areas;
- Street trees are required along all streets;
- Pedestrian scaled lighting should be incorporated;
- All public streets should connect to each other, in a gridded pattern, including connection to public stub streets to facilitate connections to adjacent existing and future development;
- Substantial internal connections should exist with a development; street designs should not contain any cul-de-sacs or other unconnected roadways;
- Bicycle parking facilities must be provided in all new developments;
- Parking structures shall conceal automobiles from visibility and shall look like a horizontal storied building on all levels, could be dedicated to commercial use, or be heavily landscaped;
- Parking lots should be located mid-block or behind buildings and accessed from an alley or internal driveway; parking areas should be connected where possible, and driveway curb cuts should be reduced and combined where possible; and
- On-street parking on both sides of all roadways should be designed as an integral part of the streetscape.



Regional Activity Center

A Regional Activity Center is a major commercial area containing a mix of uses, with a substantial focus on commercial spaces, especially offices, with ground-floor restaurants and retail that support the daytime workers and the residential communities that surround these areas. These centers are located along major thoroughfares that provide access between the developments and the greater region. These same major corridors also provide access to emerging transit connections to the Atlanta region, potentially reducing vehicular traffic demand. Access management and internal networks of gridded streets ensure that employees and visitors have alternative ways to move between buildings while preserving those thoroughfares for longer trips. These internal connections also support a robust pedestrian environment and public spaces.

Regional Activity Centers include a relatively high intensity mix of business and retail, office and employment opportunities, and may also include higher-education facilities, hotels, theaters, and civic and semi-public uses (such as libraries, health clinics, museums and religious institutions) that create a multi-dimensional regional destination. A residential component is important as it adds density to the center and creates a 24-hour character area. Higher-density multifamily residential over retail or office is appropriate to support these uses. This character area is a vibrant place where people can live, work, play, and shop.

Regional Activity Center

Primary Land Uses:

- A mix of commercial, office, and associated residential uses
- Always located at a major crossroads with infrastructure in place to support regional uses

Infrastructure:

- Full Urban Facilities and Services
- Mixed-use/Urban Streets
- Internal Pedestrian Ways
- Civic Spaces, including Plazas, Squares, and Greens

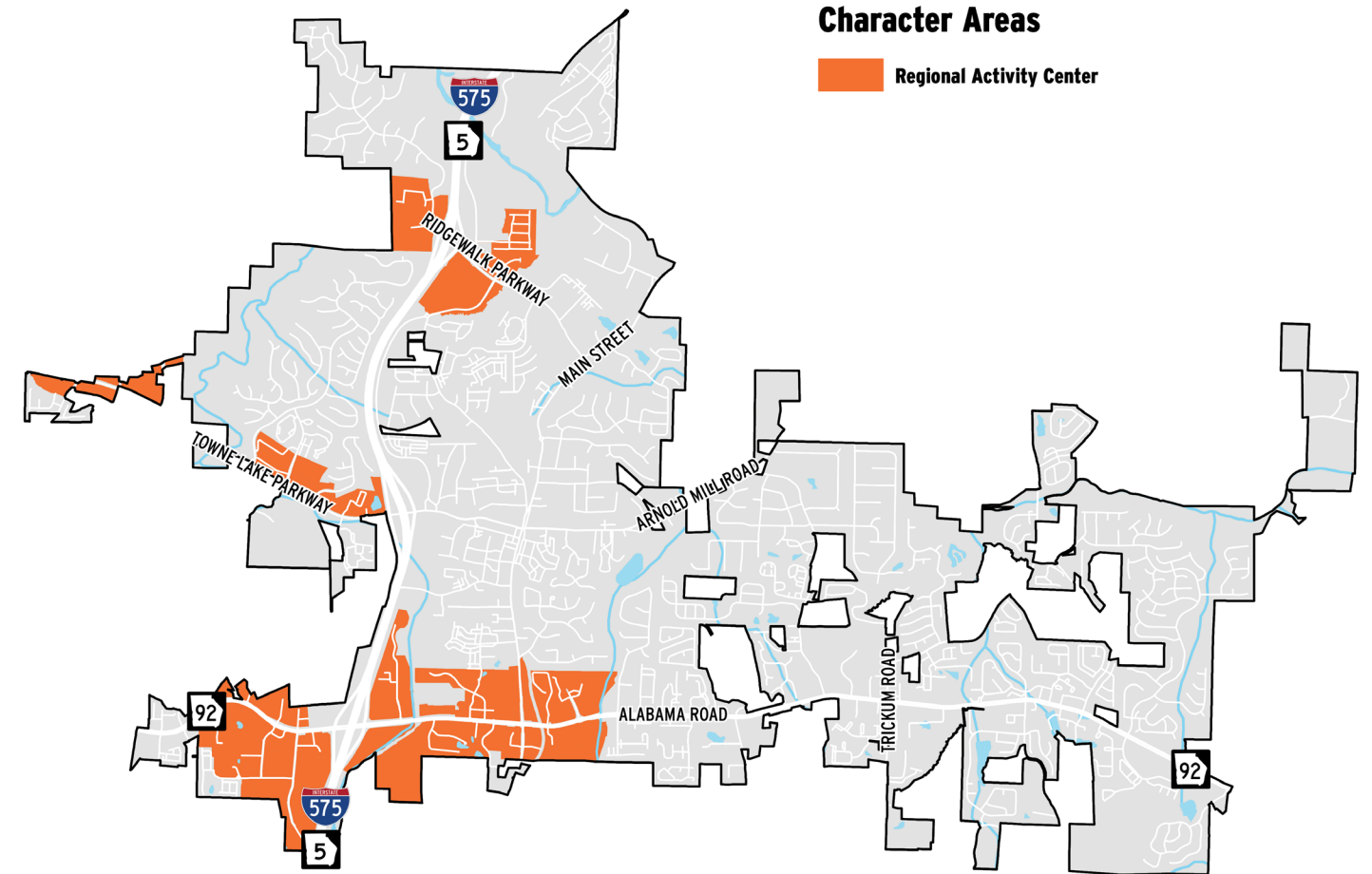
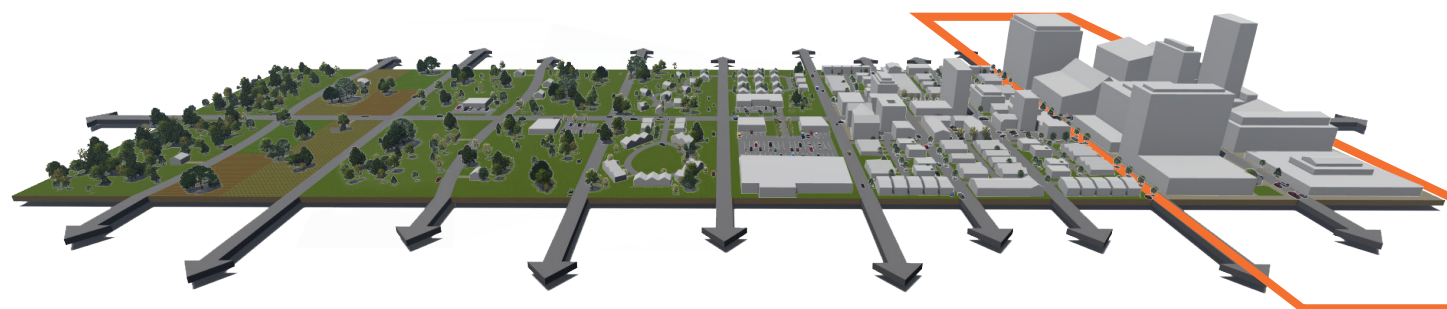


Figure 35. Regional Activity Center Character Area

As an employment- and retail-oriented town center, pedestrian facilities and connectivity are a key focus. The overall environment should be attractive and enjoyable for walking. While larger in scale and more modern in design than any other character area, development must be attractive and approachable from street level.

Design factors for this area include: addressing the size of commercial development in terms of square footage by visually breaking up street-level facades of large buildings into more pedestrian-scaled units; design parameters for parking and internal circulation/access; architectural treatments; building setbacks, siting and orientation; buffer requirements to ensure compatibility with adjacent residential; and other factors which promote a pedestrian-friendly environment, even within higher intensity commercial and residential.

It is important to note that the vision described in this area is largely long-term and aspirational, and reflects a kind of development that is desired by the community, supported by previous planning efforts, and is best suited to the areas identified in the FDM. In the near to mid future, the vision of the Regional Activity Centers can be accomplished by incremental improvements in design and a gradual increase in intensity and the mix of uses present. As such, when changes to occur in these areas, it is important that they include some substantial improvement in design, intensity and/or mix over the current condition. For example, if a large-lot shopping center redevelops, the new incarnation could feature a better on-street presence, a new residential or office component, an overall increase in the level of activity, improved pedestrian connectivity, or some combination of the three. The new development should not be held to the full standards of the Regional Activity Center but must provide a significant measure of progress towards them.

Development Strategies

Sustainable Design Features

- Refocus strip commercial and new development into larger-scale, more urban and modern set of primarily commercial uses;
- Provide a high intensity of mixed-uses, size of uses, and types of uses in order to create a critical mass;
- Promote pedestrian scale, connectivity and interconnection within and external to the center;
- Plan for a community street, trail and sidewalk network that is as friendly to alternative modes of transportation as to the automobile;
- Require access management in all redevelopment;
- Plan and design transportation improvements that fit with Woodstock's community character; and
- Include civic and cultural uses to promote human interaction.

Intensity & Use

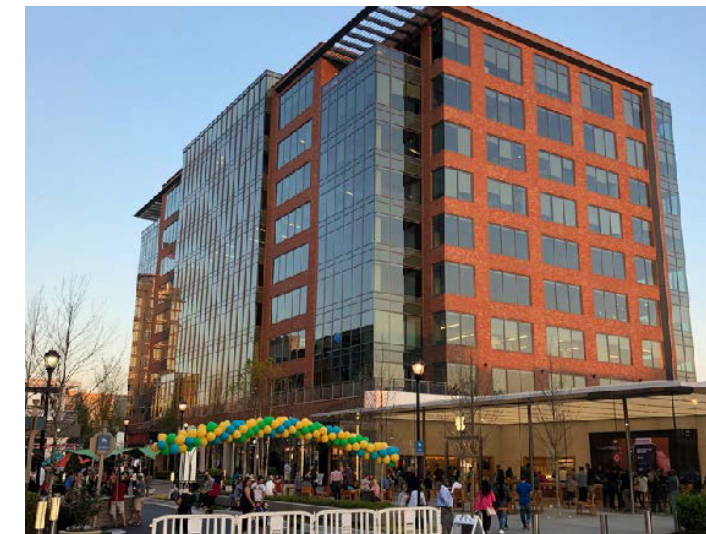
- This character area should include the highest densities in the city, with a strong commercial and office component supported by larger residential buildings; and
- Higher densities are encouraged in these areas due to proximity to infrastructure, especially major roadways. As such, areas closest to those major corridors should be the highest densities, with lower densities adjacent to other character areas.

Design

- Large commercial structures should be designed so that their street-level facades are subdivided into smaller units of scale so that they create a pleasant and interesting pedestrian experience;
- Shop windows, entrances, colonnades, columns, pilasters and other details shall be designed to break down dimensions to human scale;
- Buildings should be designed in a manner, which provides architectural depth to the building.
- Buildings should feature an arcade/structural canopy along the front facade of the building, between buildings and leading from the parking area to provide design interest and relief from the weather;
- All entrances should be obvious and welcoming. Main entrances should be oriented to the street, with on-street parking nearby;
- The front facade of the building should be of a pedestrian scale and appearance;
- The design of a building that occupies a pad or portion of a building within a planned project or shopping center should share similar design characteristics and design vocabulary. Precise replication is not desirable. Instead, utilization of similar colors, materials and textures as well as repeating patterns, rhythms and proportions found within the architecture of other buildings throughout Woodstock can be utilized to achieve unity;
- Encourage unique architecture styles reflecting the regional or historic character, and discourage "franchise" or "corporate" architecture;
- Taller buildings or portions of a building should be located internally to a site with buildings stepping down in height as they reach the edges of the site that are adjoined by smaller scaled development or as they connect to existing residential uses;
- Drive through windows, menu boards, equipment and associated stacking lanes should be located to minimize impacts and should be adequately screened from public view and view of adjacent sites; and
- Civic gathering places such as plazas and squares should be distributed throughout the development. Amenities such as benches, landscaping, public art, and fountains should be included within the development.

Transportation

- Buildings should be oriented in close proximity to each other and on both sides of a public street to facilitate walking instead of driving—all parcels should be interconnected wherever topography allows, along streets, squares and plazas;
- Sidewalks should be wide and developed with street trees and landscaping and traditional pedestrian lighting. Seating and gathering areas should be worked into the overall design; all pedestrian areas should be inviting and safe and designed with appropriate furniture and amenities;
- A circulation system should connect to adjacent properties and other public rights-of-way;
- Provide trail connections to encourage non-motorized travel and provide additional safety;
- Provide conveniently located, preferably sheltered, bicycle parking at retail and office destinations and at multi-family dwellings;
- Streets should follow urban patterns, such as small blocks within a grid system, and be connected to existing street patterns, where appropriate. Projects are not meant to stand-alone, isolated; rather it should integrate with the communities around it;
- Shared access and parking should be required where possible. Investigate the possibility of closing and consolidating excess driveways;
- Parking deck facades should partially conceal automobile visibility from any public right-of-way or private drive or street that are open to the general public, such as the appearance of a horizontal storied building, or "wrapped" by retail or residential uses. Any parking deck that is not "wrapped" should contain ground level retail, and murals or landscaping to lessen its impact; and
- All parking that is not on-street must be adequately screened (this is a new requirement that should be added to the appropriate overlay districts).



Community Village Center

Typically located at the convergence of major local transportation corridors, Community Village Centers are envisioned as places where a compatible mixture of modest to higher intensity uses are located, such as larger scaled shopping centers, professional offices and services serving several neighborhoods. Community Village Centers include shopping and service facilities designed to service the areas adjacent to and near them. These services serve larger areas than most corner shops or small retail, but do not serve the broader region. These areas include businesses that offer a wide variety of goods and services, including both convenience goods for neighborhood residents and shopping goods for a market area consisting of many neighborhoods. These areas also include small business employment opportunities and can be enhanced with well-placed parks, plazas, and open spaces. These areas are well integrated with the neighborhoods around them, with trails and sidewalks as well as roads to encourage non-motorized trips.

Land use components coexist as part of a collective approach to creating communities that are safe, attractive and convenient for pedestrians and motorists alike. A Community Village Center should create a focal point for its surrounding neighborhoods.

Community Village Center

Primary Land Uses:

- Shopping Centers
- Professional Offices and Services

Infrastructure:

- Full Urban Facilities and Services
- Mixed-use/Urban Streets
- Internal Pedestrian Ways
- Civic Spaces, including Plazas, Squares, and Greens

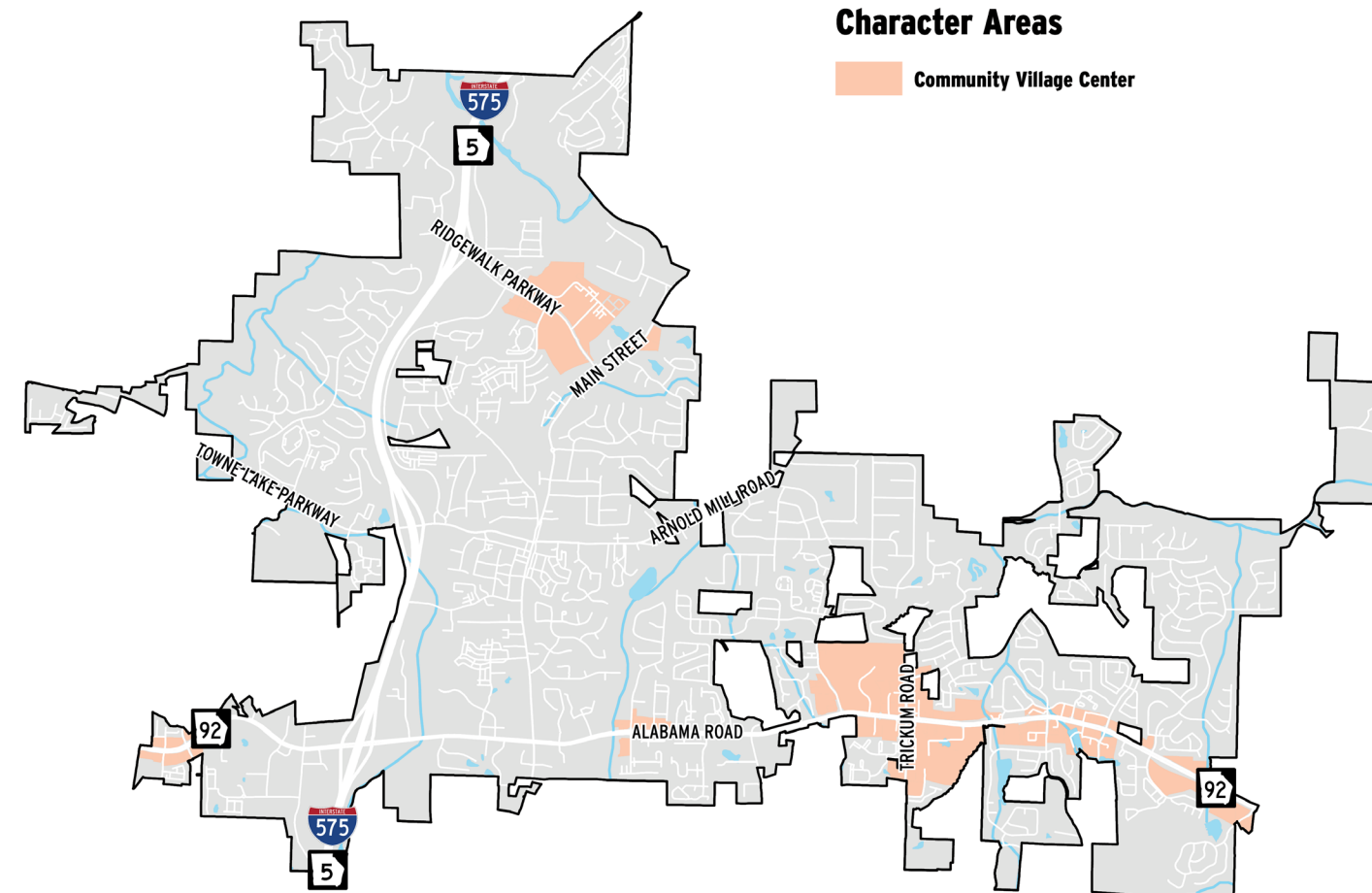
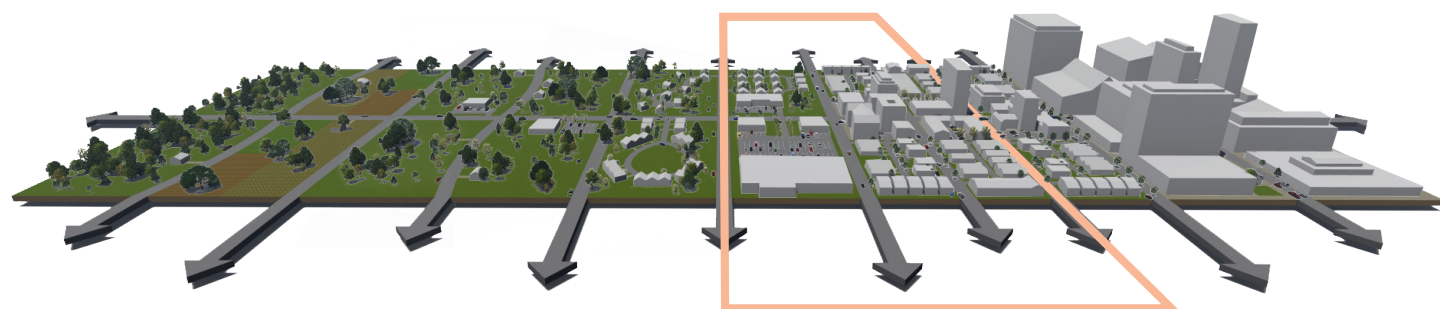


Figure 36. Community Village Center Character Area



Development Strategies

Intensity & Use

- Each Community Village Center should include a mix of retail, office, services, and employment to serve a wide array of typical neighborhood needs but these areas are not regional in nature. A shopping center anchored by a major grocery store would be an example of an appropriate use;
- Residential uses are generally not desired in this character area. Residential development may be appropriate if it is a multi-family development anchored by substantial retail on the ground floor;

Design

- Civic uses and gathering places should be part of the overall design of a Community Village Center; outdoor seating is encouraged;
- Wherever practical, streets should terminate at a focal point, such as a civic building, church, bell tower, gazebo, greenspace, park, etc. streets should never terminate at parking lots;
- Buildings should be clustered and should respect the predominate scale of development in the surrounding area by designing with elements of similar scale and architecture. Large-format buildings don't promote walkability or the types of businesses desired in these areas; and
- Taller buildings or portions of a building should be located internally to a site with buildings stepping down in height as they reach the edges of the site that are adjoined by smaller scaled development. Alternatively, where adjacent to a Regional Activity Center, buildings may step up to be compatible with the higher levels of development there.

Transportation

- Road edges should be clearly defined by locating buildings at roadside with parking hidden from adjacent roadways and accessed from the side, the rear, by an alley or through a building. When it is not possible to locate parking to the rear of a structure, surface parking lots are to be screened with hedges, walls, or low fencing of a height between 3.5 and 5 feet. The parking area itself should be landscaped throughout, including shrubs and shade trees;
- Shops and offices should be pulled as close to the street as possible. Balconies, colonnades and overhangs may encroach into the front setback as long as they do not encroach into the pedestrian clear zone;
- Design for each center should be very pedestrian-oriented, with strong, walkable connections between different uses; and
- The pedestrian-friendly environment should be enhanced by providing sidewalks and other pedestrian-friendly trail/bike routes linking to other neighborhood amenities, such as libraries, community centers, health facilities, parks, schools, etc.



Neighborhood Living

This Character Area is solely residential in character. These neighborhoods feature housing on smaller lots, with smaller front setbacks for both attached and detached dwellings. Neighborhoods possess distinct community identities through architectural style, lot and street design, and are predominately owner-occupied. Residential buildings have defined semi-public, landscaped edges with the ground floor raised above the grade of the sidewalk. Appropriate residential types can include single-family dwellings, townhomes, vertical duplexes and small multi-family dwellings. A mixing of housing types within a development is appropriate. The intent of this character area is to create new moderate density housing area to provide for empty nesters, singles, small families, and stable workforce housing and to create moderate-income neighborhoods that provide a choice of various housing types that accommodate a cross-section of incomes, lifestyles, and life cycles. Infill or redevelopment of parcels within this character area will provide greater lifestyle housing choices, but should be respectful to existing neighborhoods.

Neighborhood Living

Primary Land Uses:

- Small-Lot Single Family Housing
- Small Scale Apartments
- Live-Work Units
- Senior Housing Facilities

Infrastructure:

- Full Urban Facilities and Services
- Mixed-use/Urban Streets
- Internal Pedestrian Ways
- Civic Spaces, including Plazas, Squares, and Greens

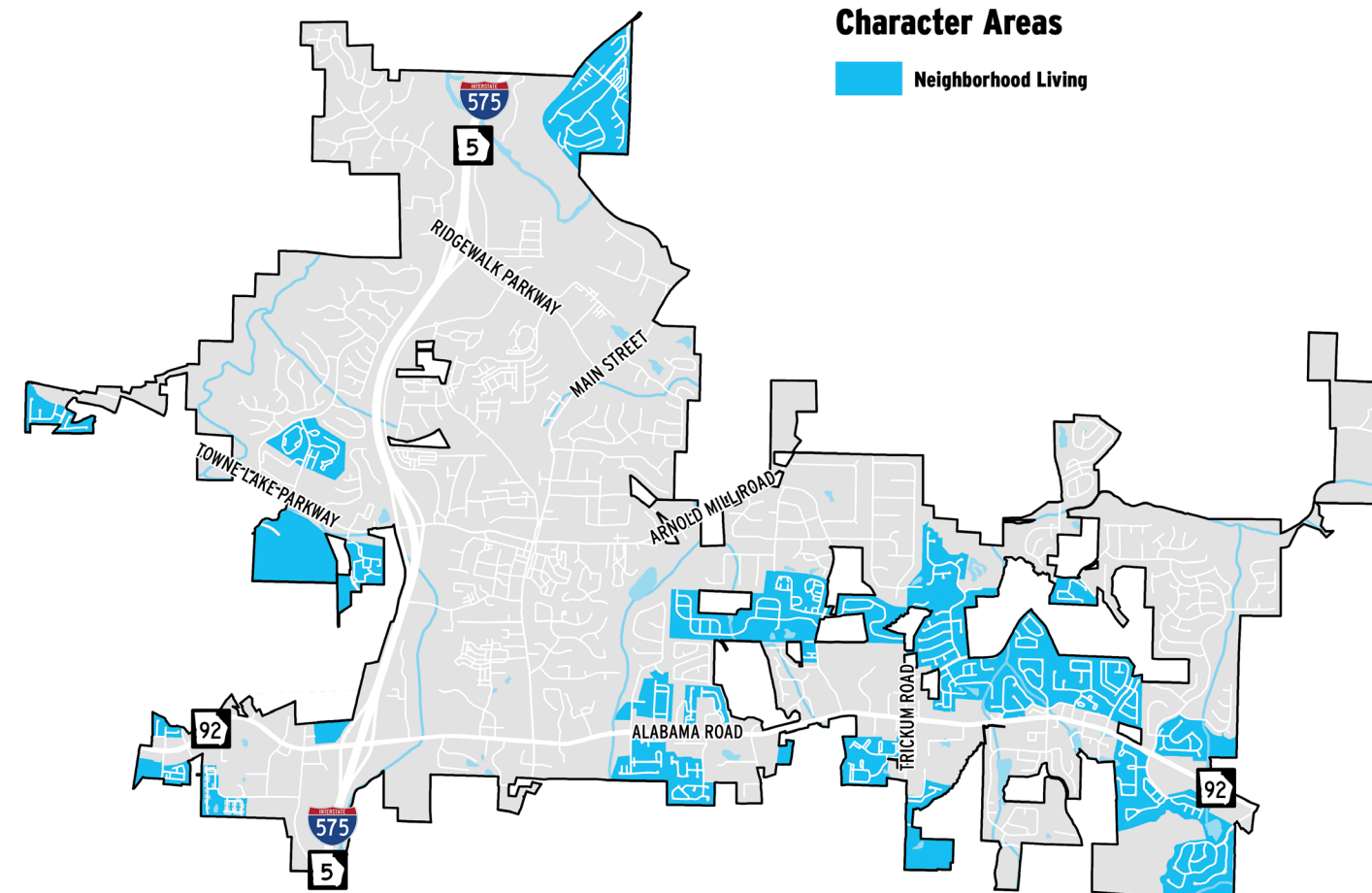
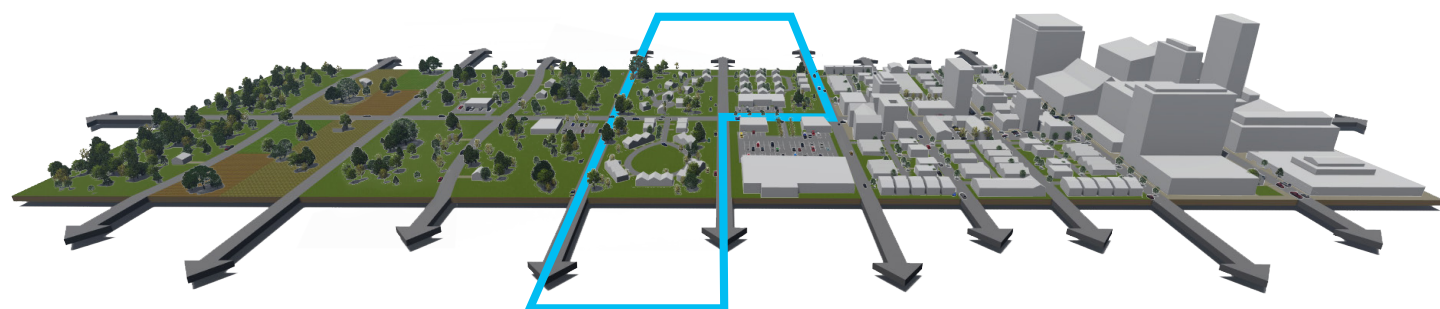


Figure 37. Neighborhood Living Character Area

Development Strategies

Sustainable Design Features

- Encourage locating residential development where full urban services, public facilities and potential routes of public transportation are available;
- The provision of community services and commercial uses to create a “complete community;”
- Accommodate a variety of housing types to suit a variety of lifestyles, price points and life-cycles;
- Develop residential areas that utilize innovative urban design principles to encourage community, including pedestrian linkages;
- Multifamily housing should be small. Multifamily and attached housing should be evaluated carefully as part of a mixed-use development; and
- Walkability and external connections to activity centers, urban centers, and employment areas are key to this character area in order to reduce automobile trips and to encourage a close-knit community.

Intensity & Use

- All development within these areas should be solely residential;
- Buildings should be no greater than 4 floors; Develop residential areas that utilize innovative urban design principles to encourage community, pedestrian linkages and mixed-use environments;
- Multi-family development should be limited to fewer than 100 units and be part of a mixed-use project; and
- Institutional uses such as elementary schools, churches, libraries and community centers are encouraged.

Design

- Foundation planting should be provided along all buildings frontages, except single-family; planting should be of sufficient quantity and spacing to provide complete coverage of the entire length of the building;
- Neighborhood should be of a size and design that allows residents to walk from edge to center or civic space, or to a non-residential use, in 5 to 10 minutes;
- Encourage the conversion of sites to more intensive residential use when possible without conflicting with historic neighborhoods; and
- Block length shall not exceed 600 feet.

Transportation

- On-street parking should be part of an overall streetscape design such as bump-outs, pavers and other aesthetic streetscape treatments;
- All developments should connect to adjacent public rights-of-ways and other neighborhoods, especially to existing stub-streets, forming an interconnected street network in the area; and
- Substantial internal connections should exist within a development and to adjacent land uses. External connections should include both motorized links and trails. Cul-de-sacs or other unconnected roadways are discouraged.



Suburban Living

This character area includes both older established neighborhoods and occasional areas with limited existing development. The intent of this character area is to preserve stable neighborhoods, while accommodating new neighborhoods that embody the spirit of older neighborhoods, such as neighborhood sense of place, human connectivity, and safety. Both existing and proposed traditional single-family neighborhoods are essential to the community character of Woodstock. Each kind of development will offer an opportunity and choice to the residents of the City.

The City has a wealth of older established neighborhoods built in the 1970's that have a distinctive community identity through their architectural style, lot size, and street design. These havens are characterized by single family housing on large lots, deep setbacks, wooded areas and wealth of old growth trees and vegetation lining quiet streets. As viable in-town neighborhoods the focus is to reinforce this stability by encouraging homeownership and negating incompatible land uses. Areas of new development adjacent to these stable neighborhoods should be sensitive to the surrounding residences. Light, mass, setbacks and landscaping should be reviewed for suitability as properties come in for redevelopment. Within redevelopment or developing areas, there is a growing desire for neighborhood design that supports the more walkable lifestyle that existed in older, traditional communities and in neighborhoods of small towns.

Suburban Living

Primary Land Uses:

- Single Family Housing
- Granny Flats and Accessory Housing
- Traditional Neighborhood Developments
- Conservation Subdivisions

Infrastructure:

- Public Water/Sewer for new developments
- Neighborhood Streets
- Greenways, Parks, and Greens
- High Pedestrian Orientation

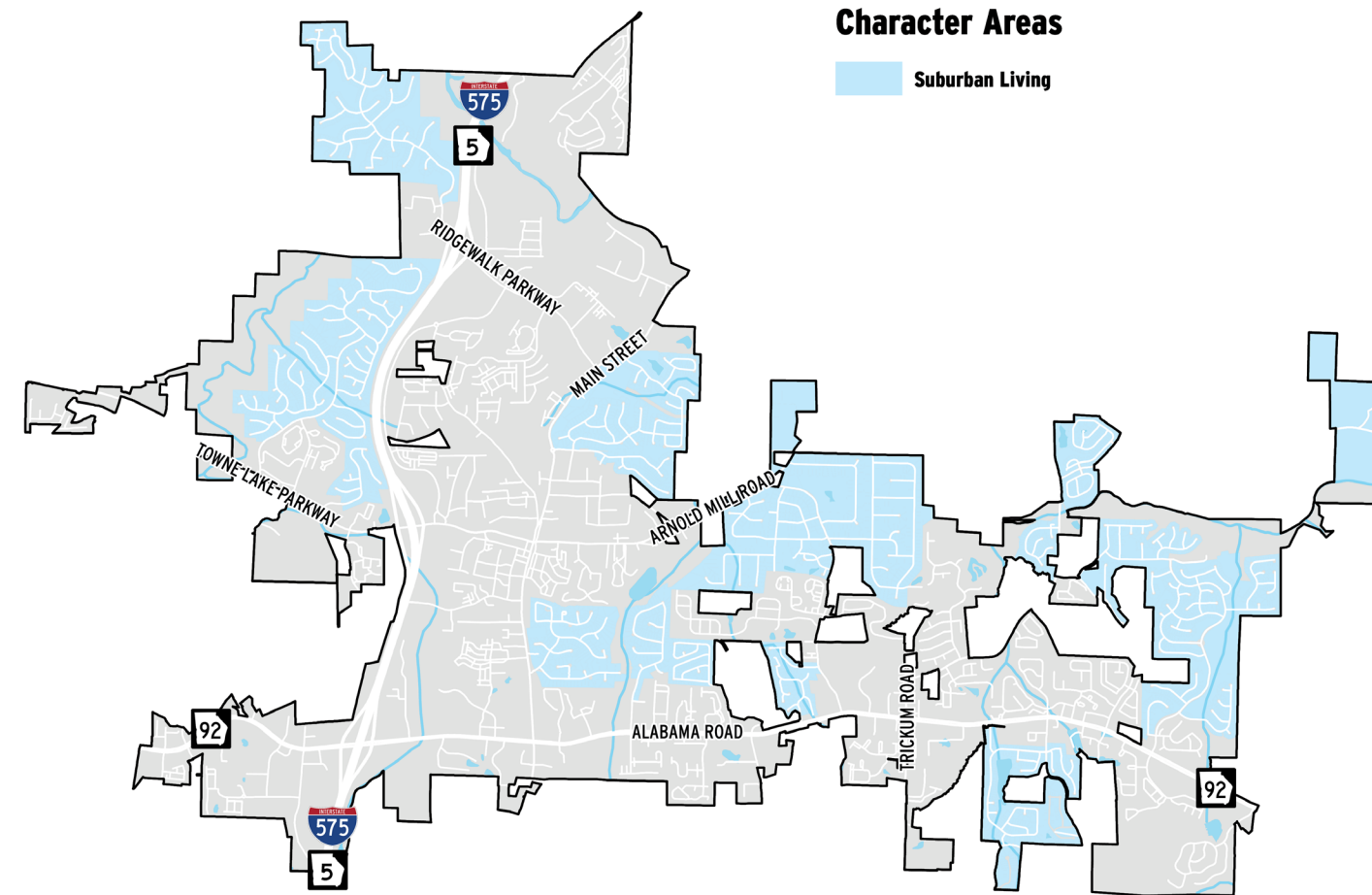
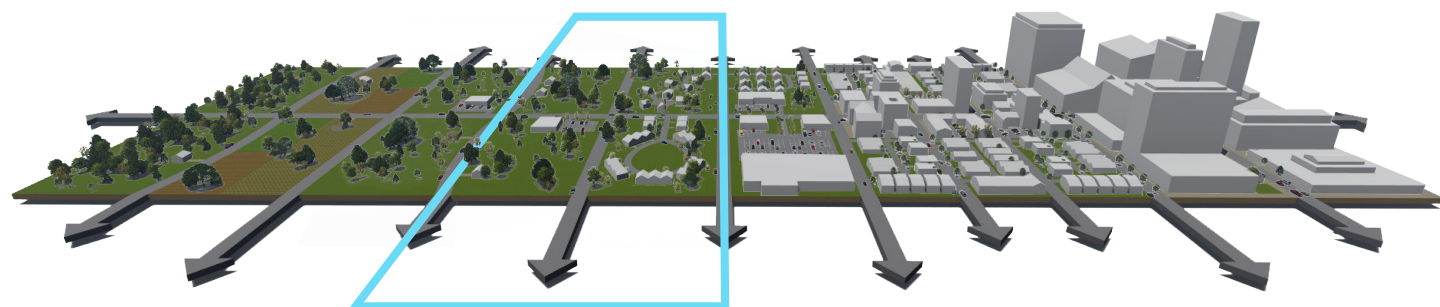


Figure 38. Suburban Living Character Area





All new developments should incorporate the promotion of active modes of transportation through the inclusion of sidewalks and trails in future street design. Sustainable design features include:

Development Strategies

Sustainable Design Features

- Single Family residential units of larger lot sizes;
- A continuous and connected street network has a hierarchy, from high-capacity boulevards to narrow rear lanes or alleys. Neighborhood streets should have relatively narrow roadways, small curb radii, and sidewalks to accommodate pedestrians and bicyclists as well as motor vehicles;
- A neighborhood should be organized around a civic place, such as a plaza or green;
- Promotion of infill residential development that fosters a sense of community and provides essential mobility, recreation and open space; and adds trail connections
- Appropriately scaled non-residential should be included in infill developments.

Intensity & Use

- The purpose of this character area to provide spaces where single-family detached housing on larger lots, especially older housing, is preserved.

Design

- Create neighborhood focal points by locating schools, community centers, or well-designed villages at suitable locations within walking distance of residences;
- It is encouraged that residences have porches or balconies to enhance interactions;
- Setbacks close to the street are encouraged; and
- Front yard fencing, if provided, must be wood picket, wrought iron, stone, or timber in a traditional design at least 2 feet high but not more than 4 feet high. Fence materials and designs must be consistent within each development, but may differ from other developments.

Transportation

- Design road specifications for new development while adding traffic calming improvements, sidewalks, and increased street interconnections to improve walkability within and between existing neighborhoods;
- Parking for residential uses is preferred to be located to the rear or side of the structure; and
- Every principal building must front on a street that provides for both vehicular and active transportation (not an active-only trail/mew).



Employment Opportunity Center

The Employment Opportunity Center represents major employment areas, including professional and corporate offices, regional offices, and medical complexes. Mixed-use and multifamily are secondary uses that are integrated into or complementary to employment centers. Greenspaces and civic spaces that connect workplaces together are integral, as well.

Development within the Employment Opportunity Center should be focused on large corporate centers, campuses, and office complexes. Residential uses should only be located where integrated into a mixed-use development. It is critical to ensure residential uses do not become a primary land use, therefore substantially reducing the non-residential character of the area and causing land use conflicts.

Employment Opportunity Center

Primary Land Uses:

- Office Buildings and Complexes, Mixed-Use Building

Infrastructure:

- Public Water/Sewer Available

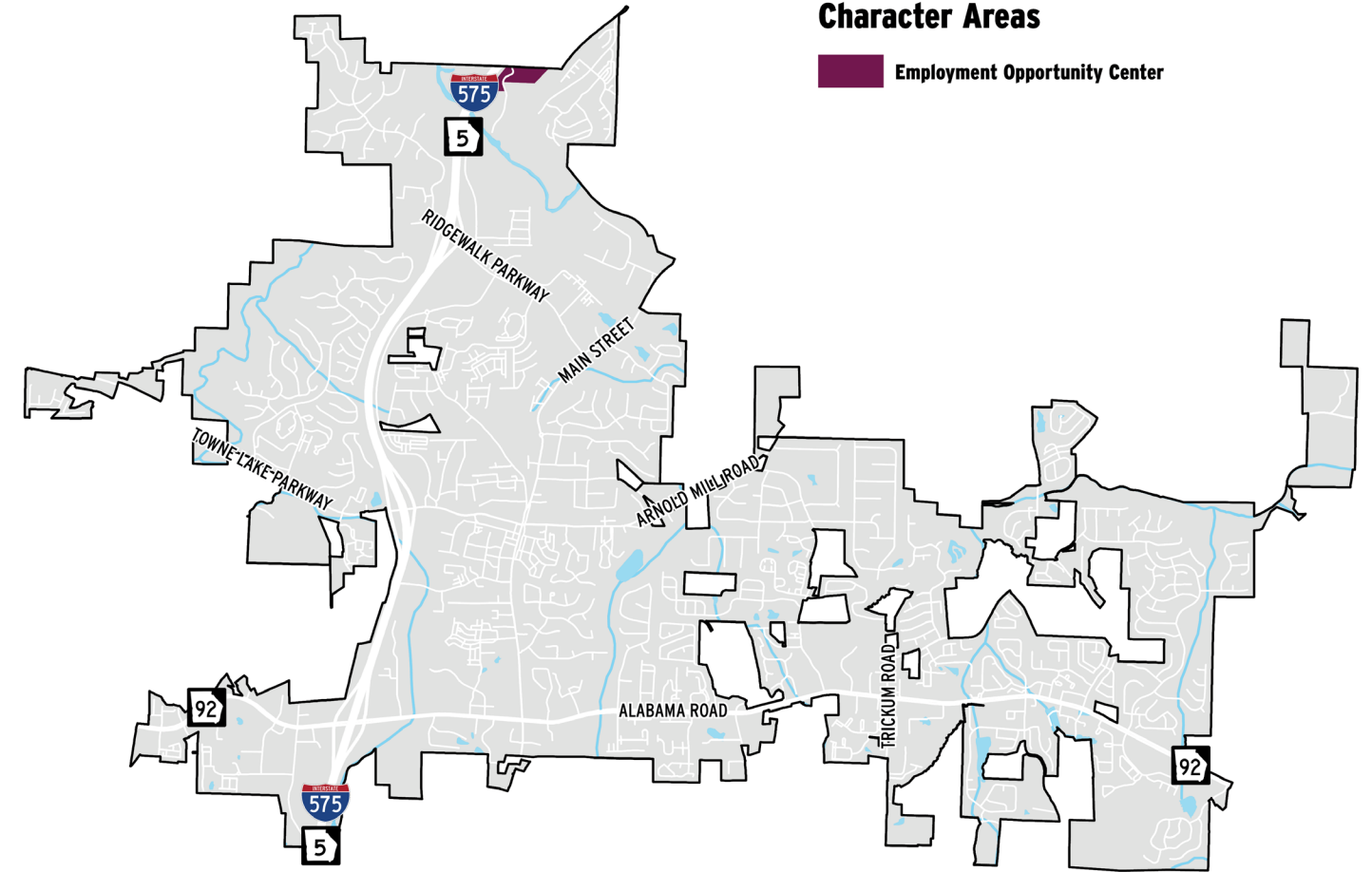
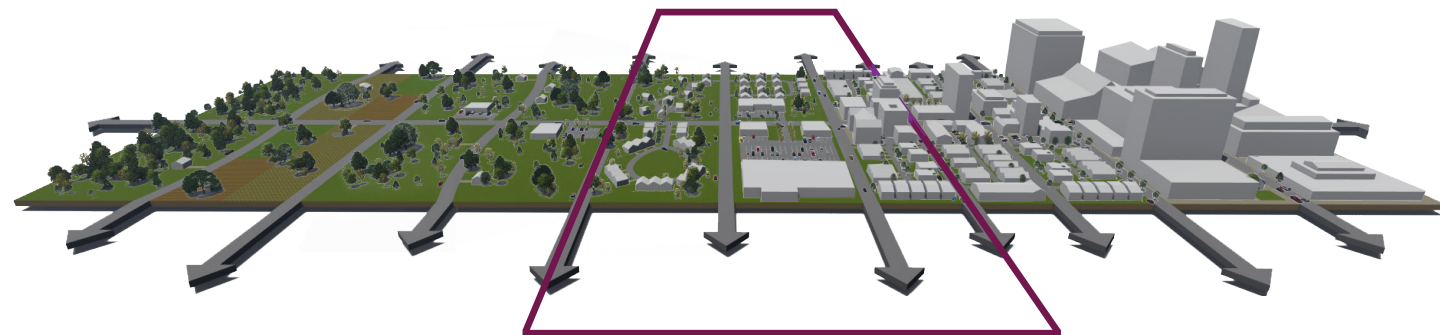


Figure 39. Employment Opportunity Center Character Area

Development Strategies

Intensity & Use

- Primary uses will be office buildings and complexes
- Secondary land use can be mixed-use buildings
- Smaller civic spaces within the commercial, mixed-use, and residential spaces
- Potential park space

Design

- Develop master plans for various Employment Opportunity Center developments, including provisions for trails, greenways, and other civic spaces
- Encourage large-scale development, including combining lots, and avoid small parcel development
- Water and sewer

Transportation

- Coordinate with Cherokee County and the City of Holly Springs to study transportation issues and solutions, as well as harmonize land use and Character Areas.
- Urban streets with sidewalks on both sides

Workplace Center

Workplace Centers provide space for an increased diversity of employment opportunities and services and add diversity and resilience to the city's tax base. These areas are generally tucked away from sight along major thoroughfares, or should include landscaping and screening to limit their visual impact on their surroundings. These areas feature industrial facilities including warehousing and wholesale facilities, accompanied by research facilities and some offices. Flex industrial development is a typical use in these areas.

In order to include these uses in an urban area adjacent to mixed-use and residential uses, it's important that specific activities are limited to those not noxious to their neighbors. Adequate buffers should be left between these uses and other character areas in order to limit the amount of noise, light, and other disturbances experienced. When a Workplace Center is adjacent to a major roadway, architectural screens and landscaping should be used to limit the visual impact on the community. Buildings near these major thoroughfares should include aesthetic design of a higher quality than typically expected of industrial buildings. However, when away from sight of passersby, it may be less important to maintain this level of detail.

Workplace Center

Primary Land Uses:

- Large Employment Centers including Industrial Uses such as Warehousing and Wholesale, Manufacturing, Research Facilities, and Professional and Corporate Offices

Infrastructure:

- Public Water/Sewer Available

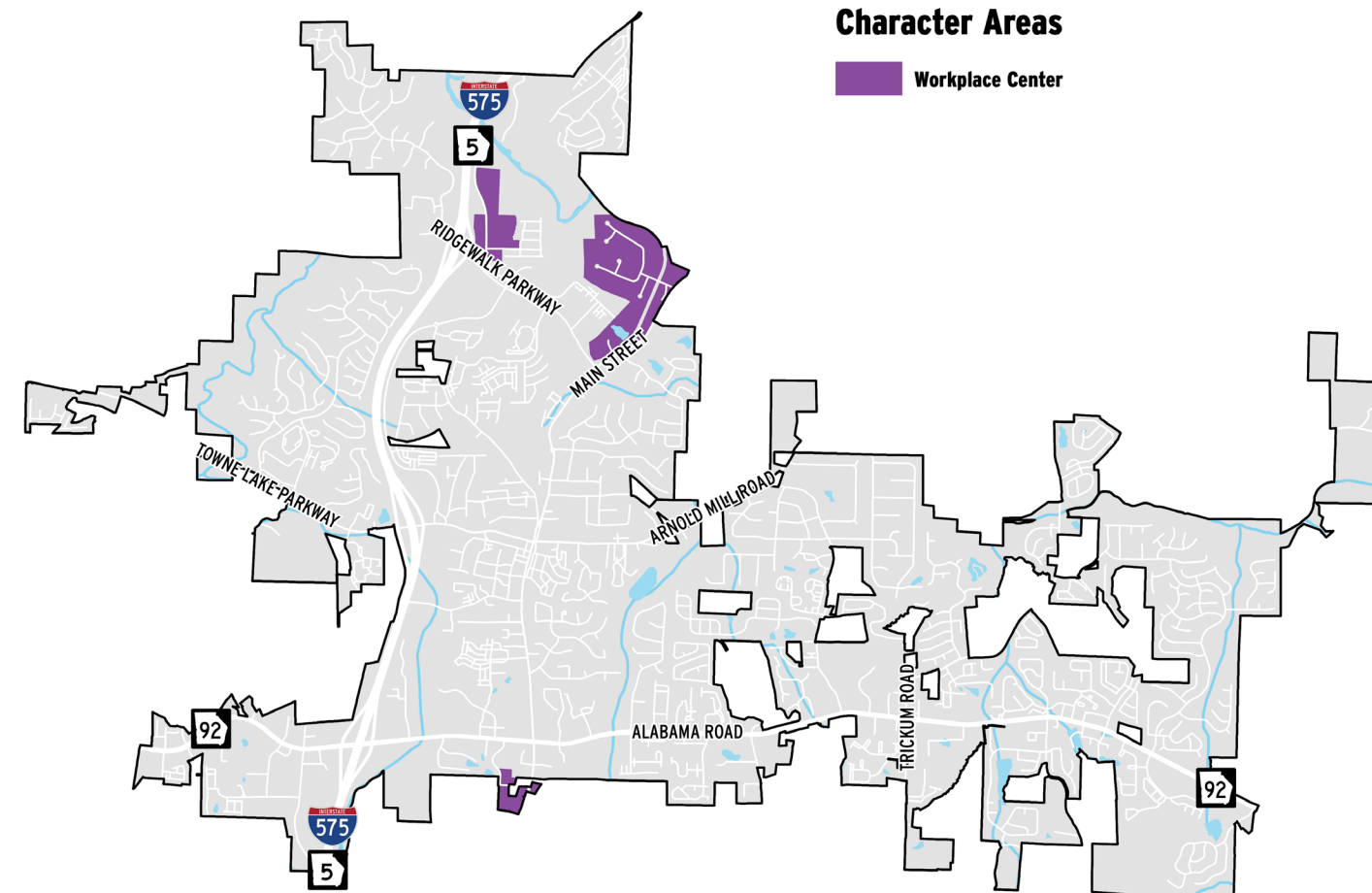


Figure 40. Workplace Center Character Area

Development Strategies

Intensity & Use

- This area is largely home to industrial and some commercial uses that provide employment to the city and surroundings.

Design

- Visible edges of Workplace Centers should use landscaping and other architectural treatments to shield the industrial uses from sight of passerby;
- Industrial (truck) entrances and facilities should be located internal to the site, or at least internal to the character area, away from adjacent residential or mixed-use areas;

- Where Workplace Centers abut other character areas, a reasonable buffer must be present to reduce impacts and disturbance to the other areas. Buffers may include undisturbed natural areas, or landscaped/built screens and barriers.

Transportation

- Internal roadways must be designed to accommodate the large, heavy vehicles that will frequent the businesses within, but basic accommodations for non-motorized users must also be made.

Employment Village

An Employment Village is an area that provides for business and employment opportunities that are not always compatible with an urban area, but provides them in smaller settings and in a more integrated way than Workplace Centers. While a Workplace Center features larger industrial and institutional buildings and uses, an Employment Village is focused on smaller “mom and pop” businesses, which often include new businesses, small warehouses, and services which are not compatible with Activity Centers or Urban Areas, such as auto services.

Because of the smaller scale, it is not appropriate to include any uses that are considered noxious within an Employment Village. These areas should include landscaping and architectural treatments to maintain a quality appearance from adjacent roadways. Internal roadways should accommodate a wide variety of vehicles, from trucks servicing businesses to pedestrians moving between business and in and out of the area. As possible, these areas should include multimodal connections to adjacent areas to encourage non-vehicular travel when possible.

Employment Village

Primary Land Uses:

- Small Employment Centers including minor Warehousing and Wholesale, Small Businesses, Incubator Spaces, and Neighborhood Services

Infrastructure:

- Public Water/Sewer Available

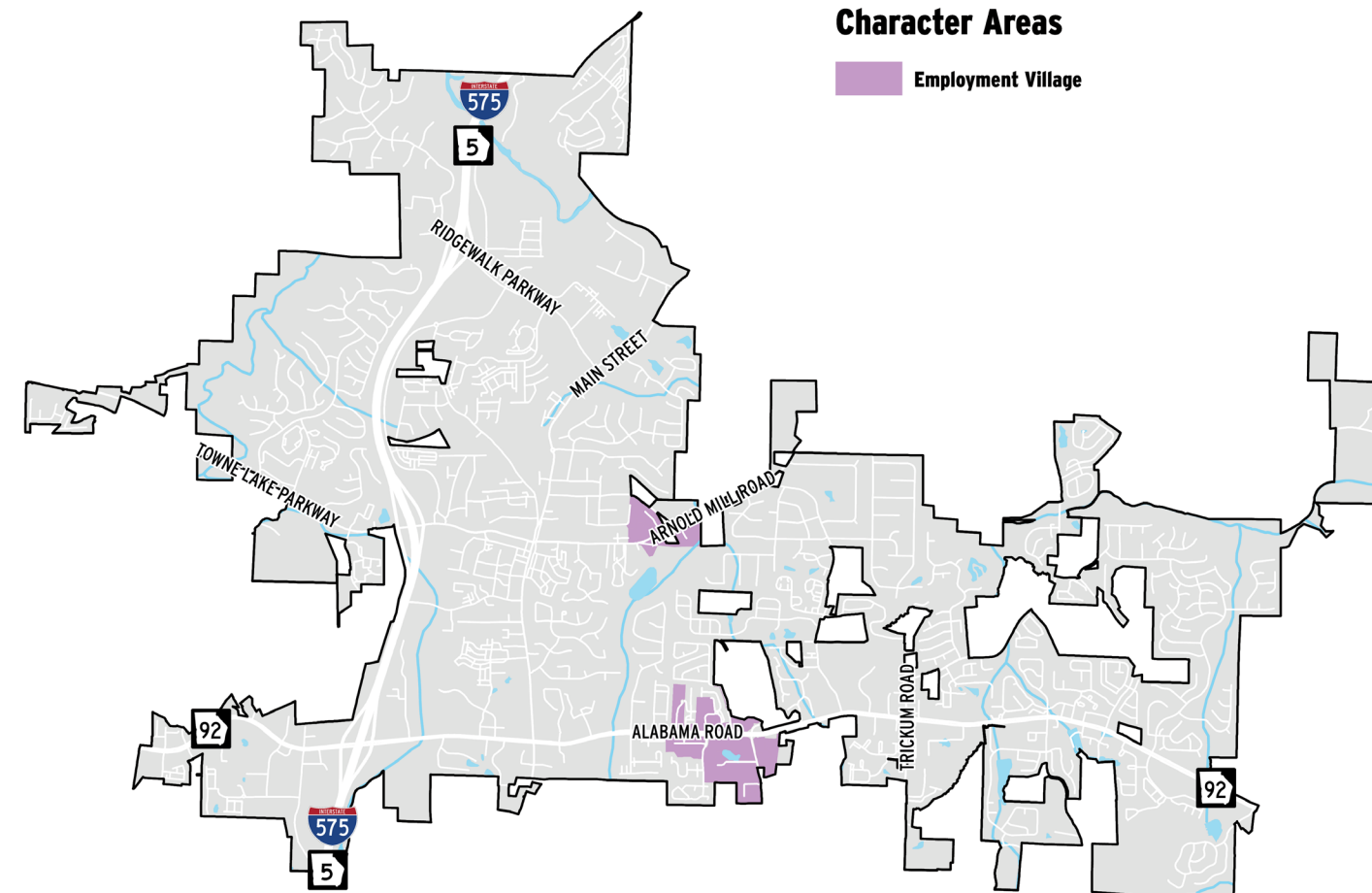
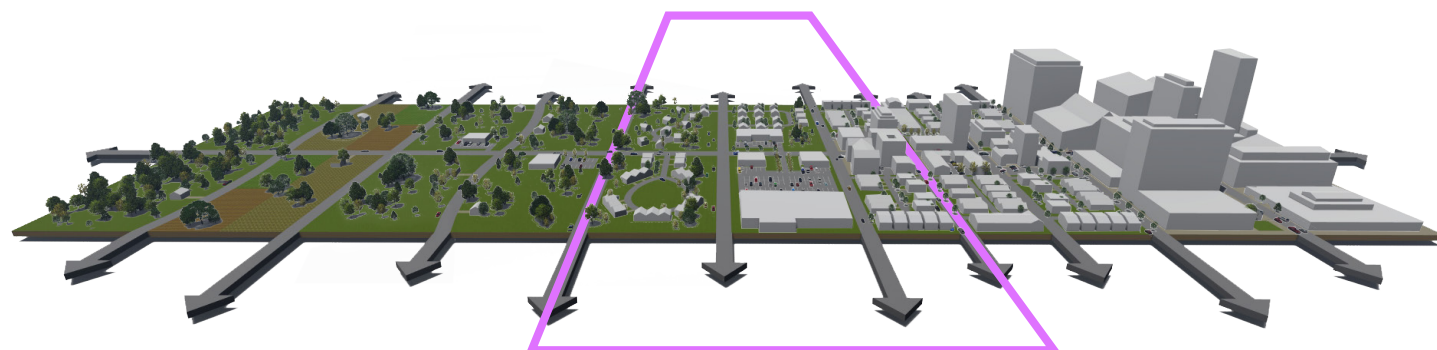


Figure 41. Employment Village Character Area

Development Strategies

Intensity & Use

- Encourage the development of small business incubator spaces and “mom and pop” style businesses in these areas; and
- Development in these areas is industrial, industrial/flex, warehousing, or commercial, but is always at a smaller scale than what is typical in Workplace Centers.

Design

- Require quality architecture and landscaping on all properties visible from external thoroughfares; and
- Automotive uses should have automotive entrances (i.e. service bay drive-in doors) oriented to the inside of the development or away from an adjacent thoroughfare whenever possible.

Transportation

- Provide sidewalks and encourage shared parking to connect these areas and reduce short trips between services; and
- In areas that include uses like small professional services or other non-automotive businesses, encourage pedestrian facilities and connections to adjacent areas.

Natural Preserve

Undeveloped, natural lands with significant natural features, including views, steep slopes, flood plains, wetlands, watersheds, wildlife management areas, conservation areas and other environmentally sensitive areas not suitable for development of any kind are included in this character area. This character area also includes greenways and passive open space.

Development Strategies

- Maintain natural, rural character by not allowing any new development and promoting use of conservation easements;
- Widen roadways in these areas only when absolutely necessary and carefully design the roadway alterations to minimize visual impact; and
- Promote these areas as passive-use tourism and recreation destinations.

Natural Preserve

Primary Land Uses:

- Undeveloped natural spaces
- Passive parks
- Parklands with playgrounds and similar recreation-focused facilities

Infrastructure:

- Trails

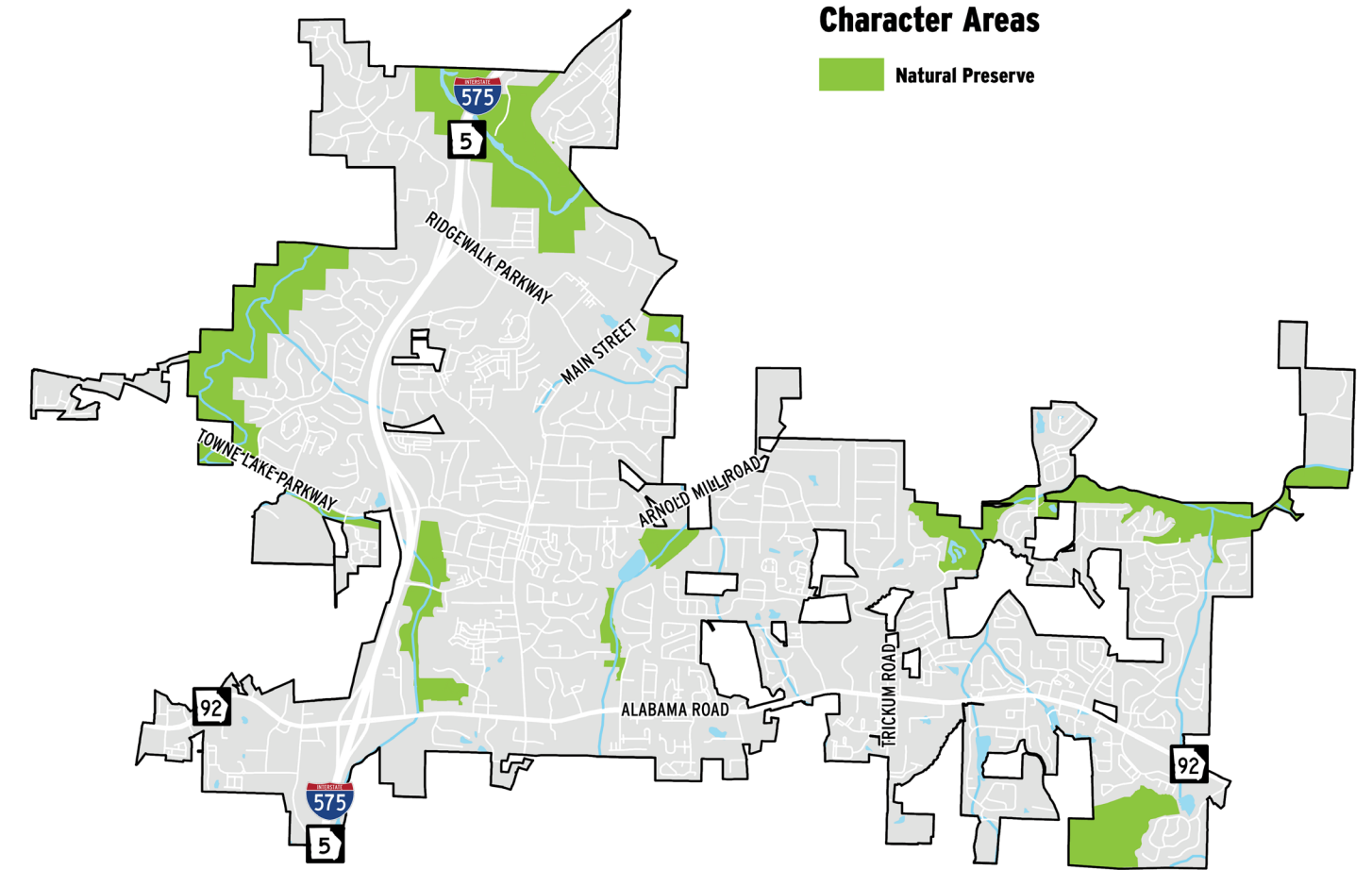


Figure 42. Natural Preserve Character Area





CITY OF WOODSTOCK **COMPREHENSIVE PLAN** 2 0 2 3 U P D A T E