DSF
DESTINATION SOUTH FULTON
— Department of Economic Development —

INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

MASTERING MASTER PLANNING IN YOUR COMMUNITY

International Economic Development Council
December 17, 2020 | 2:30 pm - 4:00 pm

Christopher G. Pike, EDFP, CPM
Director of Economic Development

CITY OF SOUTH FULTON

- **Chartered May 1, 2017**
- **Third Largest City in Metro Atlanta - Population**
  Atlanta – 498,044
  Sandy Springs – 108,797
  South Fulton – 100,176

  Statewide
  8th Largest city in the state
  4th Largest nonconsolidated
- **Second Largest City in Metro Atlanta - Land Area**
  Atlanta 133 square miles
  South Fulton 85 square
- 2040 population 124,114

DESTINATION SOUTH FULTON

Created in 2018, Destination South Fulton serves as the flagship economic development organization for the City of South Fulton. The Department is responsible for the creation and administration of key economic development initiatives and helps to provide access to resources and incentives to support and attract businesses.

Destination South Fulton

- South Fulton Development Authority
- Tax Allocation Districts
- Hotel/Motel Tax rate to 8%
- South Fulton Convention and Visitors Bureau
- CollabSOUTH Small Business Resource Center
- Freeport Tax Exemption
- Economic Development Strategic Plan

DESTINATION SOUTH FULTON
Department of Economic Development

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ECONOMIC DEVELOPMENT STRATEGIC PLAN

In March 2019, the City commissioned BAE Urban Economics to prepare the South Fulton Economic Development Strategic Plan that would provide a framework to increase the City's tax base, enhance the local business climate, promote entrepreneurship, and help create high-paying, high-quality jobs. The study scope, as prepared by BAE, includes the following elements:

- A demographic and economic conditions assessment
- A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis informed by community input
- An industry sector analysis informed by business and resident surveys
- Strategies, goals, and recommendations in an Economic Development Strategic Plan

ECONOMIC OPPORTUNITY FOCUS AREAS

Focus Areas

- River Front District
- Sandtown Crossing
- Town Center
- Red Oak Historic District
- Old National Commons
- Old National Park
- Old National & Jonesboro Road
- South Fulton Parkways
- Campbellton Crossroads

Tax Allocation Districts

TAX ALLOCATION DISTRICT NUMBER 1
CITY OF SOUTH FULTON
EASTSIDE TAD
&
TAX ALLOCATION DISTRICT NUMBER 2
CITY OF SOUTH FULTON
WESTSIDE TAD

REDEVELOPMENT PLAN

APPROVED

OCTOBER 07, 2020

Prepared for:
City of South Fulton, Georgia

Prepared by:

BleaklyAdvisoryGroup

The South Fulton Redevelopment Plan, presents the rationale, boundaries, fiscal data, and proposed projects that could result from the formation of the City of South Fulton, Tax Allocation District #1: East Side, and Tax Allocation District #2: West Side. These two Tax Allocation Districts (TADs) are located within the larger redevelopment area and are complementary components of a comprehensive revitalization effort for the City of South Fulton.

Tax Allocation Districts

Percent TAD Value by Land Use Type

	East Side	West Side
Residential	13.6%	31.6%
Commercial	78.5%	63.1%
Industrial	7.8%	0.0%
Other	0.1%	5.4%

CAMPBELLTON CROSSROADS MASTER PLAN

DRAFT

Historic Campbellton Crossroads

FRAMEWORK PLAN

DRAFT

OCTOBER 2020

CAMPBELLTON CROSSROADS MASTER PLAN

The Campbellton Crossroad master planning effort is a joint, collaborative project between the cities of Chattahoochee Hills and South Fulton. The plan addresses land use, transportation and mobility, urban design, historic preservation, and economic development.

The master plan was funded by a grant from the Atlanta Regional Commission's Community Development Assistance Program (CDAP), as well as a required financial match from each city.

TEAM WORK MAKES THE DREAM WORK

THE CORE TEAM

CHATTAHOOCHEE HILLS

Mayor Thomas Reed
Cheryl Brooks
Diana Wilson, Parks Commission Chair
Robbie Rokovitz, City Manager
Carl M Bouckaert, Resident
Suzanne Sitherwood, Resident
Jett Hattaway, Cochran Mill Brewing
Charles Adams, Senior Director, VHB

CITY OF SOUTH FULTON

Roussan C. Francois, Transportation
Council Member Naeema Gilyard
Antonio M. Valenzuela, Director of Public Works
Nathan Mai-Lombardo, Planning and Zoning Admin
Christopher Pike, Economic Development Admin
Delroy C. Walters, Resident
Sir Jose Bright, Resident

DOUGLAS COUNTY

Allison Duncan, AICP, Senior Planner

CONSULTING TEAM

POND & COMPANY

Andrew Kohr, PLA, Project Manager
Aubrey Sabba, PLA, Junior Project Manager
Lauren Blaszyk, AICP, Lead Planner
Lauren Babineaux, Planner

BAE URBAN ECONOMICS

Mary Burkholder, MCP, Associate Principal
Bilal Ali, MCP, Associate

PUBLIC INPUT

SURVEY & MAPPING TOOL

54 ONLINE SURVEY RESPONSES

76 COMMENTS ON THE INTERACTIVE MAP

1882 PROJECT NOTIFICATION POSTCARDS MAILED

13 STAKEHOLDER INTERVIEWS

53 ATTENDEES AT FIRST PUBLIC MEETING ON JUNE 24TH

45 ATTENDEES AT SOCIALLY DISTANCED IN-PERSON EVENT ON JULY 11TH

10 DESIGN WORKSHOP FOCUS GROUPS JULY 14TH – 16TH

29 ATTENDEES AT DESIGN WORKSHOP PUBLIC PRESENTATION ON JULY 16TH

TBD FINAL VIRTUAL PUBLIC MEETING

Due to the coronavirus pandemic and public health concerns and limitations on public gatherings, the project team shifted to online and virtual engagement tools.

PROJECT PURPOSE

The purpose of this project is to develop a framework plan to manage future change around the historic crossroads village of Campbellton. This involves balancing the preservation of historic and natural resources and the expansion of a larger village that complements the agrarian quality of the area.

- The reconstitution of Historic Campbellton, the historic county seat of former Campbell County

- The re-establishment of the historic downtown and expansion into a larger village, to spur and encourage the continued development of existing subdivisions, increase workforce development and to provide a variety of housing options

CITY OF CAMPBELLTON

- Campbellton was founded around 1830.
- It was the original county seat for Campbell County, Georgia until after it refused to allow the Atlanta & West Point Railroad line though, on account of the anticipated noise.
- The county seat and business activity shifted to nearby Fairburn which grew, and Campbellton's population dwindled.
- Campbell County then became part of Fulton as of 1932.

MAP OF CAMPBELLTON
Copy of Original Map
By J. W. Steed 1920
Street N.E. & W.
Baptist Church Lot
Court House
Academy Lot
Methodist Church Lot
Land Lot No. 38
Land Lot No. 28
Land Lot No. 29
Lands Sold to E.R. Tomson
Street N.42°W.

STUDY AREA

STUDY AREA

City of Chattahoochee Hills
City of South Fulton
CHATTAHOOCHEE RIVER
DOUGLAS COUNTY
FULTON COUNTY
COCHRAN ROAD SW
FAIRBURN CAMPBELLTON ROAD
CHURCH STREET
CASCADE PALMETTO HIGHWAY
CAMBELLTON FAIRBURN ROAD
TUGGLE CREEK
TOWN CREEK
COCHRAN MILL ROAD
LANDHAM ROAD
92
166
70

MASTER PLAN FRAMEWORK

Proactive planning helps communities, neighborhoods, and cities best manage change. These environments (even rural areas) are dynamic places and a comprehensive approach is critical to ensuring that all parties have the understanding and tools in place to position the community for success.

The Plan is a framework which provides structure for planning elements that comprise the public realm which includes streetscapes, open space, parks – essentially – the organization of buildings structures and materials that ultimately create and shape what is called urban form.

DESIGN FRAMEWORK PRINCIPLES

- Balance river recreation with environmental sustainability.
- Preserve the rural character of Campbellton and the surrounding area
- Celebrate and honor the history of the area
- Create a cohesive and vibrant hamlet full of character and charm
- Create community opportunities for residents and visitors to thrive economically, socially and recreationally
- Improve transportation safety and mobility throughout the Crossroads area

EXISTING CONDITIONS

EXISTING CONDITIONS: HISTORIC GRID OVERLAY MAP

NOT TO SCALE

LEGEND

- PARCELS EXISTING GATE
- STUDY AREA
- COUNTY BOUNDARY
- CITY BOUNDARY
- ROAD
- GRAVEL ROAD
- WATER BODY
- HISTORIC GRID

HISTORIC PROPERTIES

1. BEAVER'S HOUSE
2. CAMPBELLTON BAPTIST CHURCH CEMETERY
3. CAMPBELLTON LODGE NO. 76
4. CAMPBELLTON UNITED METHODIST CHURCH
5. STONE MONUMENT/CAMPBELL COUNTY COURTHOUSE
6. CAMPBELLTON BAPTIST CHURCH

SIGNIFICANT LANDMARKS

7. SITE OF FORMER LATHAM HOUSE
8. CAMPBELLTON PARK

EXISTING CONDITIONS

MASTER PLAN FRAMEWORK

This master plan is the result of an iterative planning process with both communities. It is a flexible framework and the recommended guidelines are what will drive the physical development of the area and the economic implementation strategies will guide future investments and concentration of efforts.

MASTER PLAN FRAMEWORK GUIDELINES

MASTER PLAN FRAMEWORK GUIDELINES

DISTRICT FORM

LEGEND

- PARCELS EXISTING GATE
- STUDY AREA
- COUNTY BOUNDARY
- CITY BOUNDARY
- ROAD
- GATEWAY
- CEMETERY
- PARK
- OPEN SPACE
- COMMUNITY CENTER
- COMMUNITY HAMLET DISTRICT
- TRANSITIONAL DISTRICT
- RURAL LIVING DISTRICT
- EXISTING RESIDENTIAL
- HISTORIC NODE
- GATEWAY
- PROPOSED MULTI-USE TRAIL

N NOT TO SCALE

MASTER PLAN FRAMEWORK GUIDELINES

COMMUNITY HAMLET DISTRICT

COMMUNITY HAMLET DISTRICT

COMMUNITY HAMLET DISTRICT

COMMUNITY HAMLET DISTRICT: ZONING ELEMENT RECOMMENDATIONS DIAGRAM

Building Entry Orientation

Building entries must face the street. Alley cut-throughs are encouraged in mid-block locations.

Bicycle Parking

Adjacent to the walkway and easily accessible off the roadway ensures bikes aren't in the way of pedestrians.

Shared Parking

Located at the rear of building to complement on-street parallel parking.

Bioretention Planter

Reduces and improves water quality runoff.

Street Tree Planter Volume

Small trees: 300 cu ft
Medium trees: 600 cu ft
Large trees: 1000 cu ft

Sidewalk

Large sidewalks promote walkability. Sidewalk width is dependent on roadway type.

Mid-Block Crosswalk

Mid-block crosswalks are incorporated to facilitate safe street crossings where heavy pedestrian traffic is anticipated.

Zoning Elements: Design & Placement

A	Building Height	45' Max (roads and streets), 35' Max. within MRPA 45' Max. (commercial streets, avenues, boulevards), 35' Max. within MRPA
B	Sidewalk Width	10'-12'
C	Front Setback	0' Min / 5' Max.
D	Side Setback	0' Min / 5' Max.
E	Rear Setback	0' Min / 5' Max.
F	Vehicle Parking	75% in Rear of Building; 1 Aisle / 2 Rows Max. in Front
G	Bioretention Planters	18' Min. / 54' Max.
H	Bicycle Parking	2 Spaces Min. / 1 Space Per 5,000 SF of Building Area
I	Planter	4.5' Width (not including 1.5' rolled curb/gutter)
J	Impervious Area	90% Max.

On-Street Parallel Parking

Limited on street parking, alternating with bioretention planters, helps to calm and slow traffic.

Roll Curb

Generally, less expensive these curbs are softer on the eye and better mitigate stormwater drainage.

COMMUNITY HAMLET DISTRICT

COMMUNITY HAMLET DISTRICT

COMMUNITY HAMLET DISTRICT:
REGULATORY STRATEGIES

Allowable Land Uses

- Retail, restaurant, high quality goods and services, parks and open space, museums, galleries, outfitters, community event space, theater
- Office above retail opportunities - minimum of 10%/ maximum of 25% of total development gross square footage

Live/Work Opportunities

- A building or spaces within a building used for commercial and residential purposes, where the residential use of space is secondary to the primary use as a place of work

Hillside Developments

- Incorporate a hillslope zoning section within the code or zoning ordinance that informs development on slopes greater than 15%
- Resolves discrepancies regarding building height measurement and protects the land, prevents erosion, and preserves views

Exterior Gathering Spaces

- Create shaded large exterior gathering spaces to foster community interaction outdoors in the form of community greens, parks, and pocket parks
- Community gathering spaces are focused on the outdoors, with flexible buildings that can be closed off to the elements or opened up to allow fresh air and sunlight

Buildings with wide sidewalks to accommodate patio dining. MJP, https://www.flickr.com/photos/jeremypullen/.

Building facade character.

COMMUNITY HAMLET DISTRICT

Building forms and layouts that create dedicated spaces for pedestrian gathering and outdoor events.

Stand alone buildings when appropriate

Good pedestrian scale for the Community Hamlet.

Modern community event facility. BC Gov Photos, https://www.flickr.com/photos/bcgovphotos/.

TRANSITIONAL DISTRICT

TRANSITIONAL DISTRICT

TRANSITIONAL DISTRICT

TRANSITIONAL DISTRICT: ZONING ELEMENT RECOMMENDATIONS DIAGRAM

Vehicle Parking

Shared parking located at the rear of building with two spaces per unit. Permeable pavers used as surfacing. In some settings this area can also be a backyard with a garage.

Driveway Access

Driveway to rear parking allows easy access from both directions and gives a pedestrian feel.

Raised Crosswalk

Crosswalk slows incoming traffic and gives pedestrians priority.

Landscape Bulb-Out

Planted area helps to slow traffic and added aesthetics.

Zoning Elements: Design & Placement

A	Building Height	35' Max.
B	Sidewalk Width	6' - 8'
C	Front Setback	5' Min / 10' Max.
D	Side Setback	5' Min / 15' Max.
E	Rear Setback	10' Min / 20' Max.
F	Parking and/or Alley	Rear (2 Spaces/Unit)
G	Impervious Area	60% Max.

Single Family + Medium Density Housing With Mixed-Use

A mix of single family homes and townhomes provides medium density with opportunity for first floor retail, live-work space, restaurants, and entrepreneurial workspaces.

TRANSITIONAL DISTRICT

TRANSITIONAL DISTRICT: 3D RENDERING

TRANSITIONAL DISTRICT

TRANSITIONAL DISTRICT:
REGULATORY STRATEGIES

Allowable Land Uses

- Density transitioning from six to eight units per acre adjacent to the Community Hamlet District, to 1/4 and 1/8 acre lots adjacent to the Rural Living District
- Live/work units and shared office/workspace for entrepreneurs are limited to one to four per block face adjacent to the Community Hamlet District
- High quality townhomes with a maximum of three attached units
- Single family homes on small lots

Hillside Developments

- Create a hillslope zoning section within the existing zoning regulations that informs development on slopes greater than 15%

Exterior Gathering Spaces

- Create shaded, small exterior gathering spaces to foster community interaction outdoors in the form of pocket parks and housing amenities

Community spaces between residential uses with seating, green space, and amenities. UGArdener, https://www.flickr.com/photos/ugardener/.

Two-story modern homes.

TRANSITIONAL DISTRICT

Two to three story buildings including commercial and residential mixed-uses.

Two to three story townhomes with minimal setback.

Parking hidden in rear of residential homes to reduce roadway clutter.

RURAL LIVING DISTRICT

RURAL LIVING DISTRICT

RURAL LIVING DISTRICT

RURAL LIVING DISTRICT: ZONING ELEMENT RECOMMENDATIONS DIAGRAM

Greenway

Mixed use paved path for bicyclists and pedestrians.

Bioswale

The bioswale is a buffer between the greenway and the road while also improving water quality runoff.

Zoning Elements: Design & Placement

A	Building Height	35' Max.
B	Sidewalk Width	6' - 8' (optional)
C	Front Setback	60' Min
D	Side Setback	25' Min
E	Rear Setback	50' Min
F	Vehicle Parking	N/A
G	Maximum Buildable Area	Square footage varies based on size of lot: 10 acres = 2% buildable area; 2 acres = 10% buildable area

RURAL LIVING DISTRICT

RURAL LIVING DISTRICT: 3D RENDERING

RURAL LIVING DISTRICT

RURAL LIVING DISTRICT:
REGULATORY STRATEGIES

Allowable Land Uses

- Residential lots range from two acre lots adjacent to the Transitional Residential District to 10 acre lots
- One to two community centers with small parks may be included in this development district, ideally at strategic locations where greenway trails can connect
- Other potential allowable uses include a specialty artisan farmette or an active senior living facility

Exterior Gathering Spaces

- Proposed greenway network connects the Rural Living District to other districts

RURAL LIVING DISTRICT

Traditional cottages.

Traditional Bungalow. RelajateconAna, https://www.flickr.com/photos/relajateconana/.

Large traditional homes. RelajateconAna, https://www.flickr.com/photos/relajateconana/.

Two-story cottages with landscaped yards.

OPERATIONAL IMPROVEMENTS

OPERATIONAL IMPROVEMENTS

DESTINATION SOUTH FULTON
Office of Economic Development

DESTINATION SOUTH FULTON

Department of Economic Development

Christopher G. Pike, EDFP, CPM
Director of Economic Development
5440 Fulton Industrial Blvd.
Atlanta, Ga 30336
Ph: 470.809.7211
DSF@CityOfSouthFultonGa.Gov