



GUIDE SMYRNA

Mayor and City Council Work Session

July 13, 2017

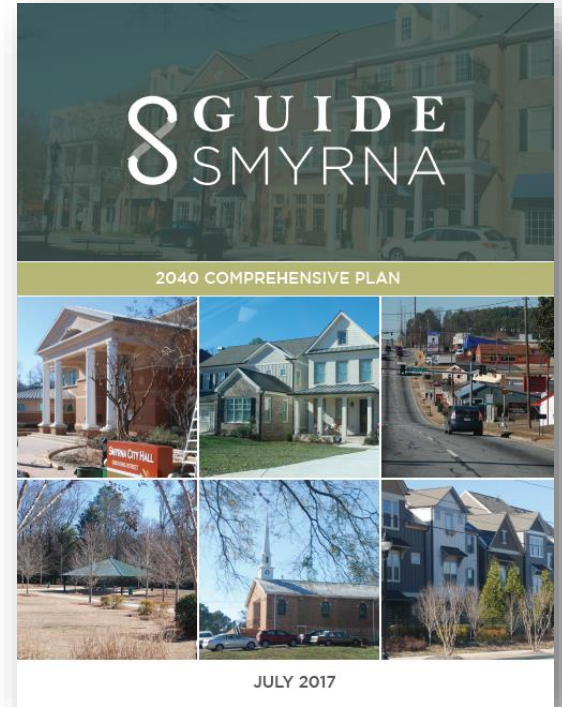


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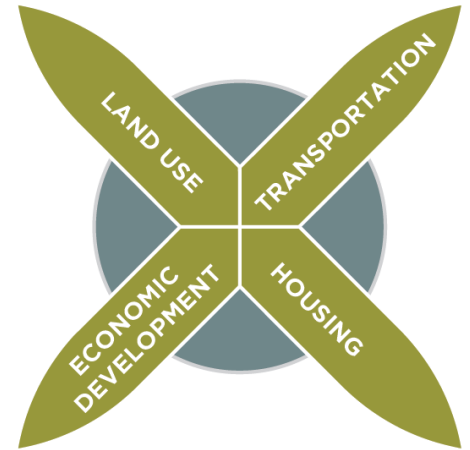
TONIGHT'S AGENDA

- Overview of draft 10-Year Update of the City's Comprehensive Plan Report
- Transmittal and Review Process
 - Following Council approval, the **draft plan will be transmitted to ARC for regional and state review**
 - The plan can not be adopted by Council until ARC and DCA find that it is in compliance with state guidelines
- Review period open until October
 - This is still a draft document and changes can be made up until adoption



GUIDE SMYRNA: THE BASICS

- 10-Year Update of the City's Comprehensive Plan
- Update required by DCA to maintain eligibility for selected state funding and permitting programs
- Key aspects of planning process include:
 - **Plan elements: Focus on future land use** but also address transportation, housing, and economic development
 - **Build upon the overall vision set by the 2014 Smyrna Strategic Vision Plan** as well as land use policy established in Comprehensive Plan 2030
 - **Incorporate other related efforts:** Spring Road LCI, South Cobb Drive Study, Cobb County Comprehensive Transportation, . . .



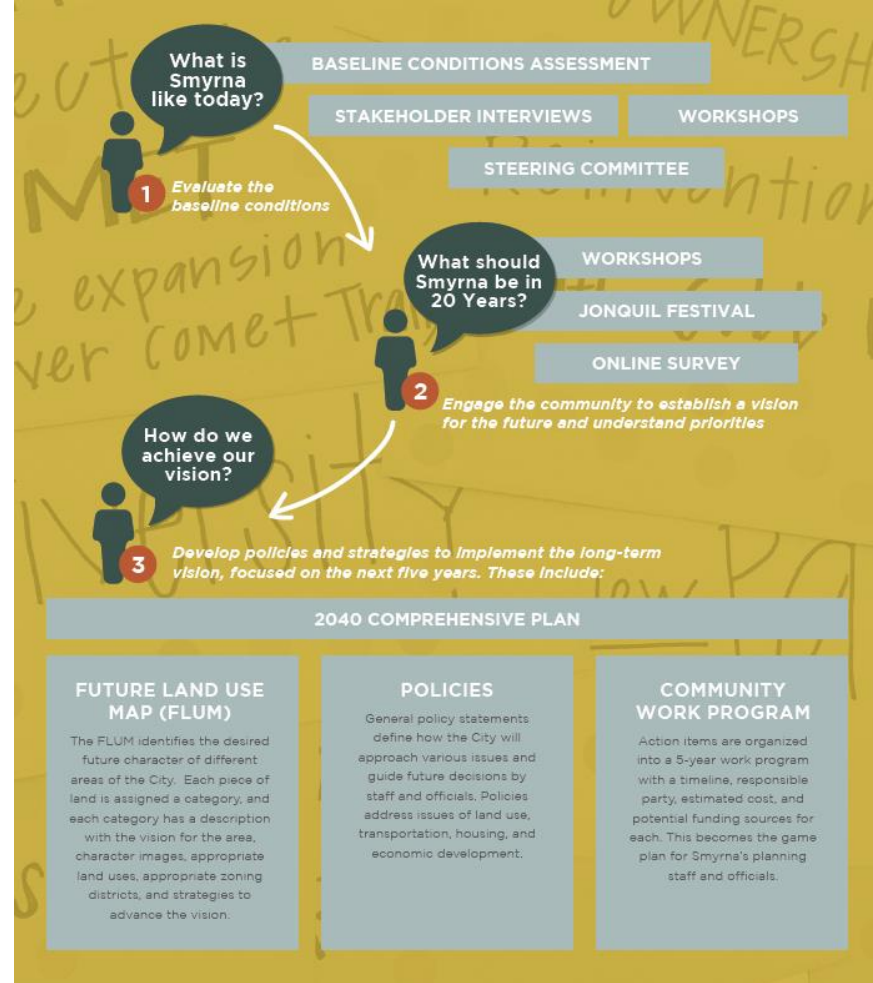


GUIDED BY COMMUNITY DIALOGUES



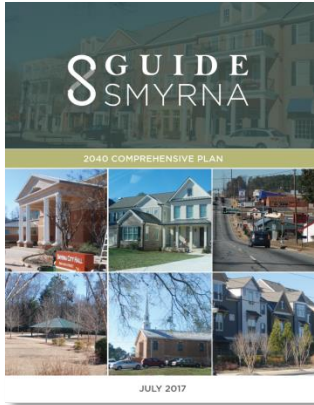
PROCESS

- Steering Committee
- Stakeholder interviews
- Two public workshops
- Online community survey
- Jonquil Festival Booth, April 29-30th
- Open House, June 8th
- Pre-transmittal hearing with the Planning & Zoning Board, July 10th
- Upcoming Hearings
 - Pre-transmittal hearing, July 17th
 - Adoption Hearing with Mayor and City Council – **Monday, October 2nd**

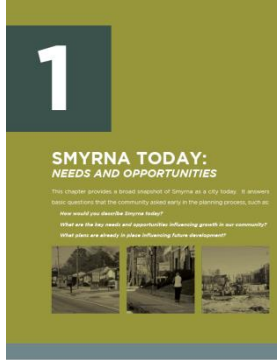


PLAN FRAMEWORK

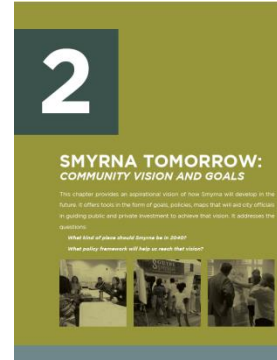
MAIN REPORT



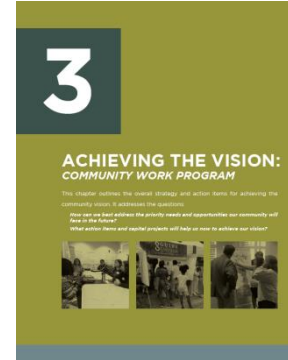
TECHNICAL
ADDENDUM



Needs &
Opportunities,
prioritized for
next 5 years



Vision Statement
Goals and Policies
Future Land Use



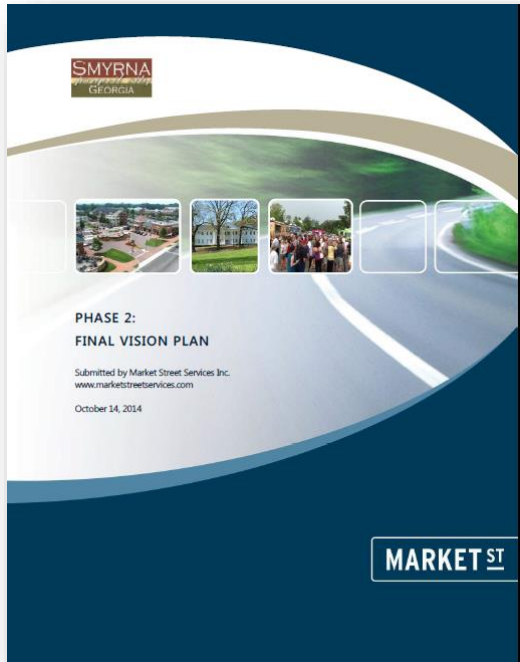
2018-2022
Community Work
Program

PRIORITY NEEDS AND OPPORTUNITIES

LAND USE	<p>LU1. Target public investment and encourage private investment in key nodes and corridors</p> <p>LU2. Increase adaptability of development regulations</p> <p>LU3. Ensure infill development is compatible with its context</p> <p>LU4. Maintain high design standards</p>
TRANSPORTATION	<p>T1. Enhance and expand transit service</p> <p>T2. Reduce congestion on major roads</p> <p>T3. Expand the bike/pedestrian network</p>
HOUSING	<p>H1. Continue to encourage the creation of diverse housing choices</p> <p>H2. Encourage home ownership and neighborhood stability</p> <p>H3. Continue to enhance quality of life in neighborhoods</p> <p>H4. Facilitate context appropriate housing densities</p>
ECONOMIC DEVELOPMENT	<p>ED1. Reduce commercial vacancies</p> <p>ED2. Expand retail in activity centers and priority redevelopment areas</p> <p>ED3. Leverage Braves stadium for restaurant and hospitality industries, as well as professional services.</p> <p>ED4. Support and/or accelerate entrepreneurship</p> <p>ED5. Retain Existing businesses</p>
PUBLIC SERVICES AND QUALITY OF LIFE	<p>Q1. Support school quality excellence</p> <p>Q2. Provide additional parks and greenspace</p> <p>Q3. Cultivate public art and culture</p> <p>Q4. Develop strategic approach to annexations</p>

VISION STATEMENT

Translating the Strategic Vision Plan into the **language of place**:



“ Smyrna will emerge as a regional destination known for its **sense of community**, ease of **access and connectivity**, **signature spaces** and **art, entrepreneurial spirit** embodied in unique local businesses, and its **diversity** of distinct and **welcoming** neighborhoods. ”

TOOLS TO IMPLEMENT THE VISION

Character Area Narratives

76 | SMYRNA TOMORROW: COMMUNITY VISION AND GOALS

MIXED USE (MU)



OVERVIEW

Mixed Use areas provide a unique sense of place and identity, and include several landmark developments that many identify with the city, such as the Market Village, Belmont, and Jonqui with the city. They provide a vibrant combination of residential and commercial uses, and a venue for gatherings, events, and civic activities within a "village center." The redevelopment of existing automobile-oriented commercial centers to Mixed Use nodes is encouraged, particularly at key intersections, such as South Cobb Drive at its intersections with Windy Hill Road and Concord Road.

DESIGN

Each mixed use development should also be supportive of pedestrian and bicycle access through use of a compact site plan that includes a mix of uses within close proximity to one another. Buildings should be oriented to the street and feature human-scale design elements, using best practices in Traditional Neighborhood Development. Open space—such as parks, pocket parks, plazas, and trails—provide everyday gathering spaces and a place to hold community events. These areas should be designed to integrate seamlessly into the surrounding neighborhoods through a transition in building scale and a connected road network.

TRANSPORTATION

Mixed Use areas should be designed as pedestrian oriented nodes, rather than auto-oriented strip corridors. The road network should consist of connected streets with small, walkable blocks. Streets should feature generous sidewalks, lighting, street furniture, and traffic calming elements to create an enjoyable walking experience. To encourage locals to bike to these areas, bike lanes, bike share stations, and trail connections should be provided. Coordination with transit stops and the creation of a potential shuttle system should be considered. Partial road networks, access management, and coordinated signal timing will help reduce vehicle congestion in the surrounding area.

6/30/17 DRAFT

SMYRNA 2040 COMPREHENSIVE PLAN 6/30/17 77

MIXED USE (CONTINUED)

APPROPRIATE LAND USES

- "Main Street" retail
- Office/Professional
- Townhomes
- Multi-family residential
- Live-Work units
- Civic / government / places of worship
- Parks / plazas / gathering spaces

CORRESPONDING ZONING

- CBD - Central Business District
- MU - Mixed Use District

IMPLEMENTATION STRATEGIES

- Pedestrian-oriented design
- Redevelopment Overlay Districts
- Design guidelines

- Internal pedestrian connectivity and linkages to parks, neighborhoods, Silver Comet Trail, and activity centers.
- Bicycle lanes and bike share stations
- Provide high quality transit infrastructure, shelters, and connections
- Wayfinding and gateway signage
- Streetscaping features including lighting, street trees, furniture, and public art
- Integrate public open space
- Maximize use of existing parking
- Encourage shared parking agreements
- Locate parking in the rear or to the side of new buildings
- Minimize publicacion promoting existing businesses
- Downtown Business Improvement District
- Zoning incentives for mixed-use development
- Provision of housing at a range of price points
- Festival events






6/30/17 DRAFT

SMYRNA 2040 COMPREHENSIVE PLAN 6/30/17 83

IMPLEMENTATION STRATEGIES

...ity improvements

... sidewalks and pedestrian linkages

... (in established neighborhoods per Code 3-10)

... spect of stormwater regulations at configurations for infiltration

... er cutting

... neighborhood overlays with design

... buffering requirements

... corridors and surrounding

... District uses

... tional zoning category as an

... n and counseling

... and maintenance programs

... rporation



Draft 2040 Future Land Use Map

Source: City of Smyrna GIS Department; Atlanta Regional Commission, modified

COMMUNITY WORK PROGRAM

- Includes **policies and action items** to address the identified Priority Needs and Opportunities
- Action items **incorporate ongoing efforts** to implement the Strategic Vision Plan and other studies such as the Spring Road LCI, and South Cobb Drive Study
- Includes capital projects from the recently approved 2018 City Budget that address the priority needs and opportunities



COMMUNITY WORK PROGRAM

Key recommendations include:

- Update the City's **Zoning Ordinance**
- Conduct a Study of **Infill Development Guidelines**
- Identify **declining neighborhoods** through planning studies and target these areas for revitalization efforts
- Conduct **Annexation Study** to refine the City's Annexation Policy
- Undertake City **Transit Feasibility Study**
- Implement and Update **Parks and Recreation Master Plan**

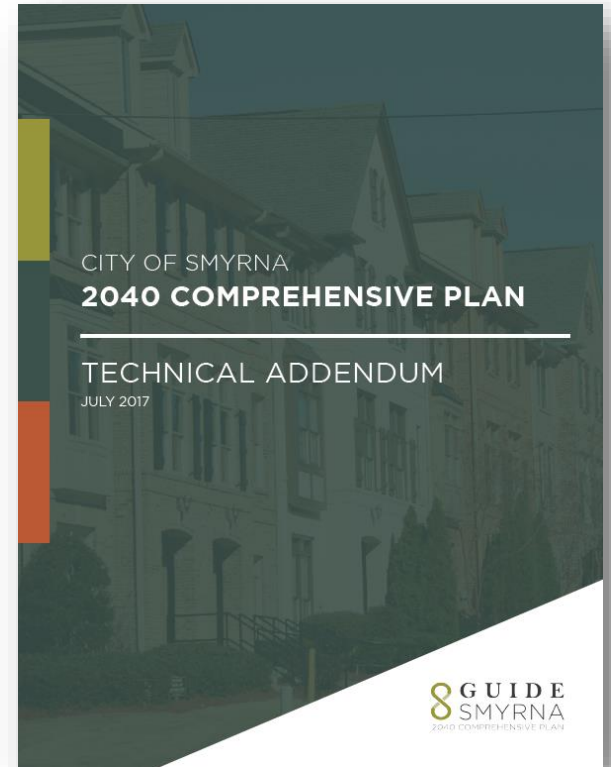
100-DAY ACTION PLAN

The 100-Day Action Plan consists of the action items from the overall Community Work Program identified as **critical first steps** to realizing the community's vision. While these items should be prioritized and initiated within the first 100 days of the plan's adoption, most will take longer than that period to be accomplished.

- LAND USE AND DESIGN**
 - Revise and update the City Zoning Ordinance.
 - Conduct a study of **infill Development Guidelines**, and in it recommend and adopt infill Development Guidelines.
 - Undertake a study of the application of **Architectural Design Standards** to key activity centers and corridors of the city.
- TRANSPORTATION**
 - Undertake a **Transit Feasibility Study**.
 - Apply for **supplemental LCI funding** for projects recommended in the Spring Road LCI.
 - Attract **implementation project LCI funding** for select Spring Road LCI initiatives.
 - Implement and regularly update the city's **Parks and Recreation Master Plan**.
- HOUSING**
 - Revise the city Zoning Ordinance to offer a **wider range of residential zoning designations**.
 - Identify **declining neighborhoods** through planning studies and target these areas for revitalization.
 - Consider establishing a **land bank** that can be used as a redevelopment tool.
- ECONOMIC DEVELOPMENT**
 - Consider expanding the city's **Business Retention and Expansion (BRE)** program by including an annual business survey and acquiring a customer relationship management system.
 - Seek **Entrepreneur Friendly Community** status through the Georgia Department of Economic Development.
 - Consider repackaging current incentives to property owners for making improvements to **commercial properties**.
 - Develop a **marketing and rendering package** for the Spring Road area in partnership with the Cumberland CID.
- PUBLIC SERVICES AND QUALITY OF LIFE**
 - Conduct an **Annexation Study** to establish future city expansion areas based on fiscal impact.
 - Develop and routinely update a **parks master plan**.

TECHNICAL ADDENDUM

- Provides supporting material for the 2040 Comprehensive Plan
- Includes key information that informed the development of the plan and that is required under State guidelines
 - Record of Accomplishments
 - Baseline Conditions Report
 - Community Engagement documentation
 - Definitions



HOW TO STAY INVOLVED

www.guidesmyrna.com

guidesmyrna@gmail.com

Rusty Martin, Senior Planner
City of Smyrna
rgmartin@smyrnaga.gov

Jim Summerbell
Jacobs
jim.summerbell@jacobs.com

The screenshot shows the Guide Smyrna website. At the top is the logo "8 GUIDE SMYRNA" with a green "8" and "GUIDE" in black, and "SMYRNA" in black below it. A navigation bar contains links for "Home", "About", "Participate", "Review", and "Contact Us". Below the navigation bar are three images: a street view of a brick building, a row of townhomes, and a park area with a gazebo. To the right of these images is a green box with the text "Welcome to Guide Smyrna, the 2040 Comprehensive Plan process." Below the images is a section titled "The Latest" with three entries: "Public Workshop #1" (Thursday, February 16, 2017), "Public Workshop #2" (Tuesday, March 21, 2017), and "Jonquil Festival" (Saturday, April 29, 2017 and Sunday, April 30, 2017). Each entry has a "Read More" link. To the right of "The Latest" is a section titled "What is Guide Smyrna?" with a paragraph of text and a "Learn More" button. Below that is a section titled "How can I have an impact?" with a paragraph of text.

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Home About Participate Review Contact Us

Welcome to Guide Smyrna, the 2040 Comprehensive Plan process.

The Latest

Public Workshop #1
Thursday, February 16, 2017
[Read More](#)

Public Workshop #2
Tuesday, March 21, 2017
[Read More](#)

Jonquil Festival
Saturday, April 29, 2017 and
Sunday, April 30, 2017
[Read More](#)

What is Guide Smyrna?

Guide Smyrna is the community-based planning process for updating the City of Smyrna's Comprehensive Plan, the **overarching policy and implementation guide for Smyrna's future growth and development**. Guide Smyrna will focus on future land use and also address transportation, housing, and economic development, core issues that shape our collective future and require open dialogue and strategic thinking to affect change over the next 20 years. Guide Smyrna will build upon the overall vision set by the 2014 Vision Plan as well as land use policy established in our existing 2030 Comprehensive Plan (adopted in 2007) and other City planning efforts.

[Learn More](#)

How can I have an impact?

Bright ideas, honest questions, candid concerns—we want it all. Join us in person for one of our [events](#), look out for the upcoming online community survey, or [contact](#) the planning team.