

# 8 GUIDE SMYRNA

**Mayor and City Council Work Session**

October 12, 2017



**JACOBS**

**MARKET <sup>ST</sup>**

# TONIGHT'S AGENDA

1

Plan Overview

2

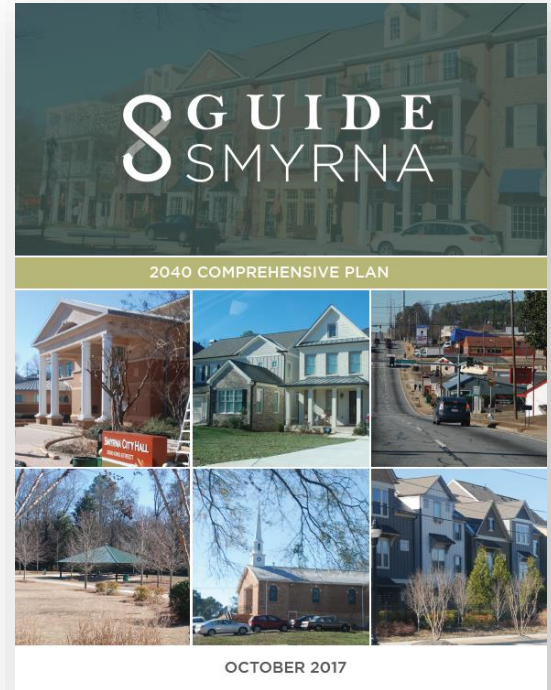
Approval Status

3

Recent Changes to the Plan

4

Final Steps

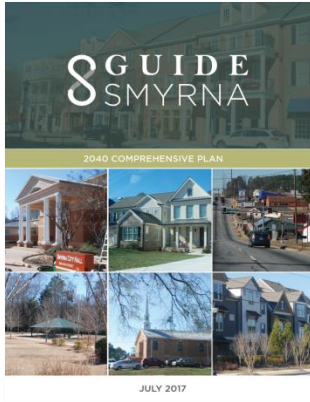


# PLAN FRAMEWORK

MAIN REPORT



TECHNICAL  
ADDENDUM



1

## SMYRNA TODAY: NEEDS AND OPPORTUNITIES

This chapter provides a broad snapshot of Smyrna as a city today. It answers basic questions that the community asked early in the planning process, such as:

- How would you describe Smyrna today?
- What are the most significant opportunities for growth in our community?
- What plans are already in place influencing future development?



Needs &  
Opportunities,  
prioritized for  
next 5 years

2

## SMYRNA TOMORROW: COMMUNITY VISION AND GOALS

This chapter provides an aspirational vision of how Smyrna will develop in the future. It offers tools in the form of goals, policies, maps that will aid city officials in guiding public and private investment to achieve that vision. It addresses the questions:

- What type of place should Smyrna be in 2040?
- What policy framework will help us reach that vision?



Vision Statement  
Goals and Policies  
Future Land Use

3

## ACHIEVING THE VISION: COMMUNITY WORK PROGRAM

This chapter outlines the overall strategy and action items for achieving the community vision. It addresses the questions:

- How can we best address the priority needs and opportunities our community will face in the future?
- What action items and related projects will help us move to achieve our vision?



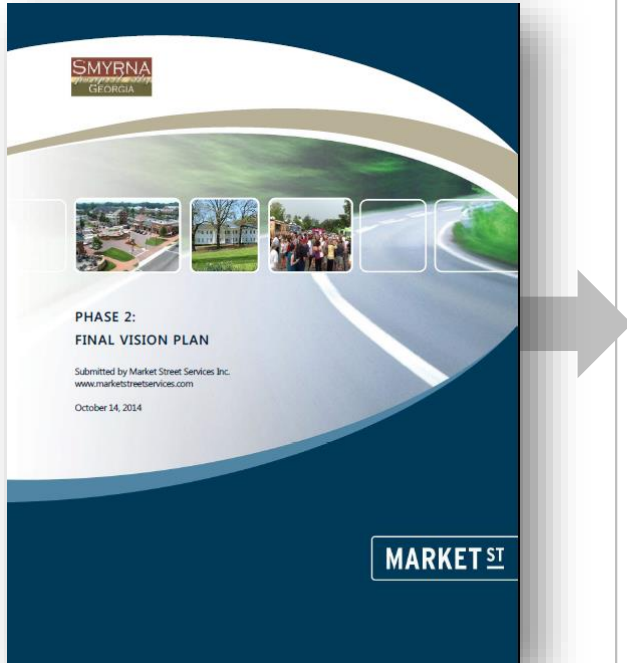
2018-2022  
Community Work  
Program

# PRIORITY NEEDS AND OPPORTUNITIES

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

# VISION STATEMENT

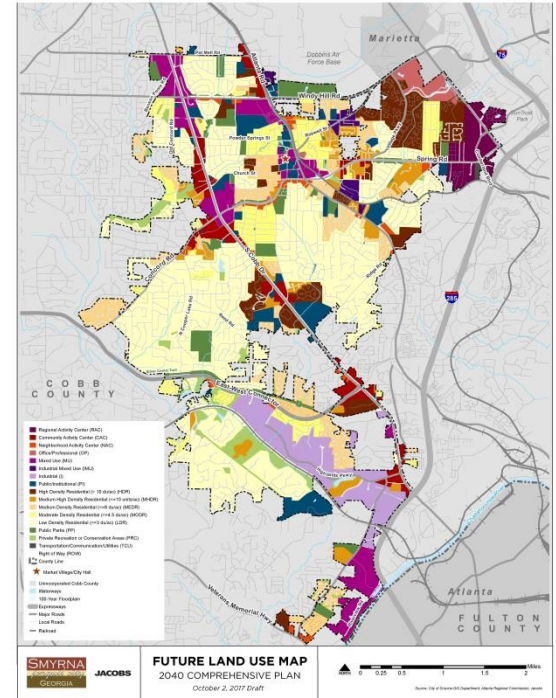
Translating the Strategic Vision Plan into the **language of place**:



“ 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.”

# 2040 FUTURE LAND USE MAP

- Five **categories of residential** instead of four
- **New Regional Activity Center** around SunTrust Park
- **New Industrial Mixed Use** to encourage conversion of underutilized industrial areas
- **Private Recreation and Conservation** shown separate from Public Parks
- Transportation/Communication/Utilities
- 100-year Floodplain shown as a feature
- Separate feature of the **Policy Map** to be used in conjunction with the Future Land Use Map includes showing potential annexation areas



## 2040 Future Land Use Map

# 2018-2022 COMMUNITY WORK PROGRAM

- Overarching policies
- 100-Day Action Plan
- Zoning recommendations
- Short-Term Work Program (by category & date)

**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**

- Review and **update the City Zoning Ordinance**.
- Conduct a **study of land Development Guidelines**.
- Understand the application of **Architectural Design Standards** to key activity centers and corridors of the city.

**TRANSPORTATION**

- Understand a **Traffic Feasibility Study**.
- Apply for **implementation LCI funding** for select Spring Road LCI initiatives.
- Implement and regularly update the city's **Parks and Recreation Master Plan**.

**HOUSING**

- Review the city Zoning Ordinance to offer a **wider range of residential zoning designations**.
- Identify **declining neighborhoods** through planning studies and target those 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 securing a customer relationship management system.
- Seek **Entrepreneur Friendly Community status** through the Georgia Department of Economic Development.
- Consider redeveloping 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 CO.

**PUBLIC SERVICES AND QUALITY OF LIFE**

- Conduct an **Assessment Study** to establish future city expansion areas based on fiscal impact.
- Develop and routinely update a **parks master plan**.

**2017-2022 SHORT-TERM WORK PROGRAM**

The Short-Term Work Program identifies key action items to be accomplished over the short term to make meaningful progress toward the long-term vision. The work program addresses issues related to land use, transportation, housing, economic development, and quality of life. The responsible party, estimated cost, and anticipated funding source for each project are provided when available. Per state planning requirements, an annual Record of Accomplishments will be provided beginning in 2018, detailing the action items to be completed to date and providing an opportunity to reflect on tangible progress made. The Record of Accomplishments for the previous Short-Term Work Program is provided in Appendix A.

**Table 3.2. Short-Term Work Program: Land Use**

Proj. ID	2018 Budget Project No.	Policy and Action Item No.	Project or Activity	2018	2019	2020	2021	2022	Responsible Party	Estimated Cost	Funding Source
1420	LU.2		Stormwater Management Ordinance						Public Works	\$300,000	2018 SFCOT
1421	LU.2		Water Distribution Infrastructure Improvements (Hwy 67 and Hwy 101)						Water Distribution	\$1,400,000	Water/Storm Capital Project Fund
1422	LU.2		Traffic Water Distribution Improvements						Water Distribution	\$2,240,000	Water/Storm Capital Project Fund
1423	LU.2		Stormwater Management						Water Distribution	\$1,040,000	Water/Storm Capital Project Fund
1424	LU.2		Stormwater Management						Storm Water	\$4,880,000	Storm Water Capital Project Fund
1425	LU.2		Review and update the City Zoning Ordinance						Community Development	Staff Time	General Fund
1426	LU.2		Offer a Citizen Planning Assistance						Community Development	Staff Time	General Fund
1427	LU.2		Phase into Housing Study						Community Development	360	General Fund
1428	LU.2		Conduct Architectural Design Study for activity centers and key corridors						Community Development	360	General Fund

8/20/17 DRAFT

# REGIONAL AND STATE APPROVAL

- The July draft of the plan was transmitted to ARC and DCA for review and was **approved**
- Received minor comments
- Now eligible for approval from Council and adoption



ATLANTA REGIONAL COMMISSION





# UPDATES TO THE PLAN

## SOURCES

- City Council Members
- ARC
- DCA
- Related agencies and municipalities
- Project team review



## CHANGES

- Future Land Use (FLU) Map edits
- Minor document edits

# FLU MAP EDITS

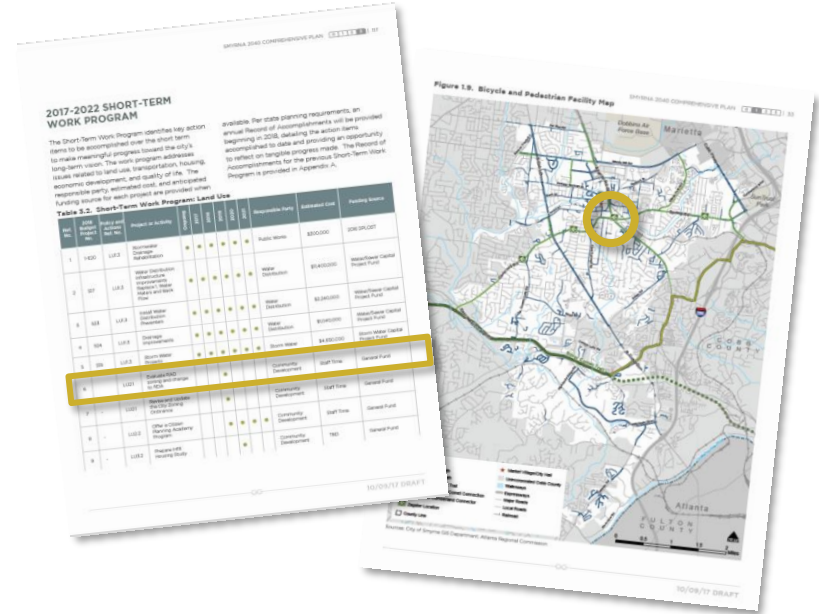
- **All comments** received from Council have been **incorporated**
  - *Additional Public/Institutional parcels*
  - *Additional Windy Hill Rd. parcels as Public Parks*
  - *SW corner of S. Cobb Dr. and Concord Rd. → Community Activity Center*
  - *Residential parcels on S. Cobb Dr. shown as Low Density Residential*
  - *Mosaic Way Private Recreation and Conservation*

# MINOR DOCUMENT EDITS

- Added back two postponed items from the current STWP to the new STWP (per DCA)
  - *Truck replacement for building inspector*
  - *Truck replacement for lead marshal*
- Referenced new Metropolitan North Georgia Water Planning District Plan, adopted June 2017 (per ARC)
- Noted nearby GDOT Major Mobility Investment Program express lane access points (per State Road and Tollway Authority)

# MINOR DOCUMENT EDITS

- Additional corresponding zoning categories for character areas
- Added RAD evaluation to STWP for 2018
- Minor map changes (e.g. new Zagster location)
- General grammatical review



# FINAL STEPS

- Updated document posted to the project website
- Email sent to mailing list
- City Council approval




# MORE INFORMATION

[www.guidesmyrna.com](http://www.guidesmyrna.com)


[guidesmyrna@gmail.com](mailto:guidesmyrna@gmail.com)

**Rusty Martin**, Senior Planner  
City of Smyrna  
[rgmartin@smyrnaga.gov](mailto:rgmartin@smyrnaga.gov)

**Jim Summerbell**  
Jacobs  
[jim.summerbell@jacobs.com](mailto:jim.summerbell@jacobs.com)



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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.