



POND



WOODSTOCK COMPREHENSIVE PLAN



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WOODSTOCK COMPREHENSIVE PLAN





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WOODSTOCK COMPREHENSIVE PLAN





OVERVIEW



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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 was settled first due to its flatter topography and easier access. Woodstock is over one hundred years old and one of the County's oldest towns.

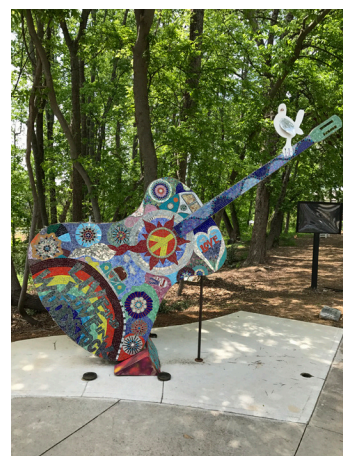
Woodstock is located in an area that was once part of the Cherokee Nation. Settlement started in 1831 when the area became a trading community with cotton as its primary commodity. The railroad came to Woodstock in November 1879. Presumably, this is when the first train depot was built, although the 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.

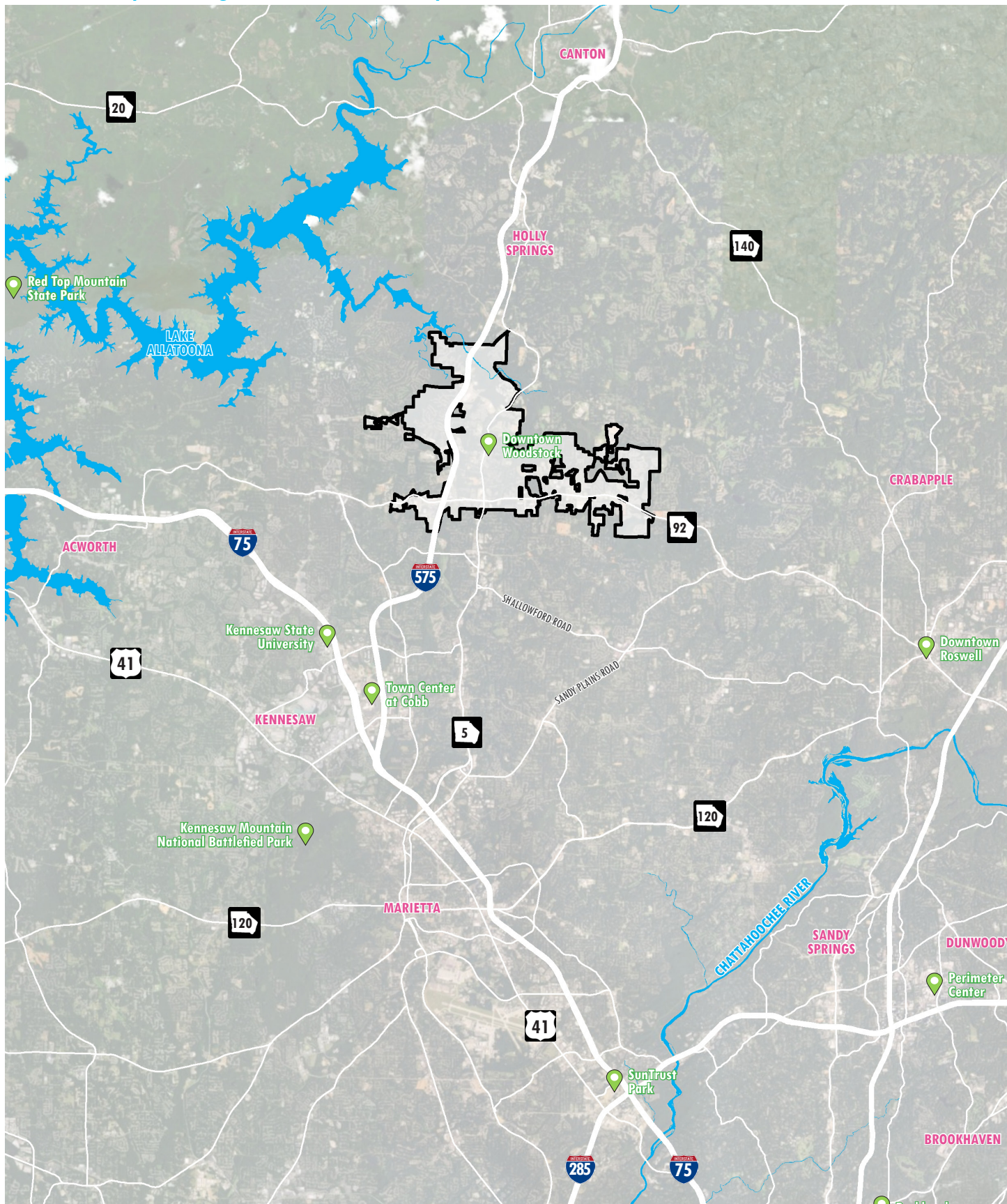
The railroad played an instrumental role in the development and layout of the city. Originally, the city boundaries were set at a 1/2 mile east and west of the tracks and 3/4 mile north and south from the railroad depot, and lots were created with orientation to the railroad. The central business district extended 10 blocks along Main Street from Kyle Street to Dupree Road and two blocks along West Mill Street and Arnold Mill Road. Today this historic 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.



WOODSTOCK COMPREHENSIVE PLAN

Overview Map showing Woodstock and Metropolitan Atlanta





Overview Plan Purpose

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.

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 looked at 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.

The development of strong neighborhoods providing a range of housing options that give people the opportunity to choose housing that best suits them, while maintaining and enhancing the value of existing neighborhoods, is primary to the community's Vision. A greater mix of uses and housing choices in neighborhoods focused around human scale, and mixed-use centers that are accessible by multiple transportation modes, provides an atmosphere of inclusiveness of lifestyle, lifecycle and economic realities. Mixed-use development with quality housing allows compatible land uses, such as shops, offices and housing, to locate closer together and thus decrease

travel distances between them. Human-scaled design, compatible with the existing urban context and quality construction contribute to successful compact, mixed-use development and promotes safety, visual coherency and harmony among uses. Mixed-use developments, at an appropriate scale for the location, helps streets, public spaces and pedestrian-oriented retail again become places where people meet, attracting pedestrians back onto the street and helping to revitalize community life.



The City's goal is to promote a mix and balance of residential development options for existing and future residents of the city, while maintaining the character as desired by city residents. In addition, the City wants to encourage economic opportunities to promote a well-balanced tax base. Concurrent with this desire to maintain a small town atmosphere, denser development would be focused within key areas and corridors where supporting infrastructure and services exist, resulting in a more "urban" character in the appropriate places. Crucial to this urban character is the inclusion of commercial and industrial spaces, which provide retail and employment opportunities within Woodstock, as well as supporting a more robust tax base.

Therefore, this latest version of the Woodstock Comprehensive Plan is a 10-year update to the city's Comprehensive Town Plan, which provided policy direction on development through 2030. Since its adoption in 2008, the city has undertaken several related initiatives, including the LCI Highway 92 Corridor Plan and Woodstock Town Center Plan LCI update. This plan seeks to build on these initiatives and help guide the City's vision of Woodstock towards the year 2040.

Guide to this Document

Overview – The initial overview section outlines the overall Community Goals including identified Needs and Opportunities, trends affecting Woodstock, and provides a summary of the plan’s community engagement strategy.

Plan Elements – This section highlights the seven elements of the updated comprehensive plan. These elements are: Economic Development, Housing, Land Use, Parks & Recreation, Sustainability, Transportation, and Community Facilities & Infrastructure.

Each section of the Plan Elements is organized in the following way:



Additionally, the complete Short-Term Work Program (which includes some items not presented in the body of this report), along with the Annual Impact Fee Financial Report, Capital Improvements Project update, and Report of Accomplishments, is included in **Appendix A**.

Character Areas – This plan update discusses refinements and additions to the city’s Future Development Map (FDM) and includes a discussion of each of the City’s nine character areas, shown below:

Urban Areas

- Urban Core
- Urban Village

Employment Areas

- Workplace Center
- Employment Village

Activity Centers

- Regional Activity Center
- Community Village Center

Conservation Areas

- Natural Preserve

Residential Areas

- Neighborhood Living
- Suburban Living

Additional materials with further information on technical research, public engagement, and related planning efforts are included as appendices to this document.



Community Goals

Vision Overview

An initial part of the comprehensive planning process is the development of a Community Vision. The plan's Needs & Opportunities, Core Issues, and Guiding Principles, the Community Vision provide a clear basis on which the city can develop a Community Vision, and base future development. The following section outlines the city's updated vision, which will be discussed in greater detail in subsequent sections.

Needs and Opportunities

Needs and Opportunities were initially developed and identified through a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and discussion with the planning Steering Committee. The resulting Needs and Opportunities listed below, were refined further based on analysis by the planning team, input from community meetings and survey, and further discussion with the Steering Committee.

Transportation

Needs

- Address regional roadways to provide for efficient traffic flow in and out of Woodstock
- Continue to 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
- Increase public awareness of the Woodstock Trolley and increase service
- Investigate effective ways to incorporate Personal Transportation Vehicles (PTVs) such as golf carts into the city's existing transportation network
- Continue to assess traffic patterns and address demands accordingly

Opportunities

- Use 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
- 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

Parks & Recreation

Needs

- Increase access to outdoor recreation as natural spaces become developed
- Add family-centered recreation opportunities downtown
- Expand trail system
- 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
- Establish arts council

Land Use

Needs

- Create opportunities for Class A office 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 historic development
- Preserve historic structures
- Create more public realm in the downtown area, and enhance existing public space, including family-focused amenities
- Use Downtown Woodstock as a successful precedent/catalyst for far more walkable areas in Woodstock

Economic Development

Needs

- Increase proportion of commercial-to-residential land in City to make more robust, reliable tax revenue
- Create opportunities for office 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

PR & 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



OVERVIEW COMMUNITY GOALS

Sustainability

Needs

- Take steps to preserve existing natural spaces within the city
- Incentivize preservation of existing, worthy buildings within the city
- Continued promotion of sustainability awareness among citizens and employees
- Reduce dependence on the automobile and fossil fuels
- 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

Housing

Needs

- Increase variation in housing stock, including new residential options in Downtown area
- Incentivize the creation of affordable housing in the city
- Discourage the placement of high density residential development adjacent to areas of single-family detached housing
- A diversity of housing types, densities, and price ranges

Opportunities

- Consider permitting accessory buildings/accessory dwelling units to incentivize density to 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

Core Issues and Guiding Principles and Policies

The City's identified Core Issues and Guiding Principles are the community's articulation of its ultimate vision for the future and policies to consider to assist in implementation. These Core Issues and Guiding Principles were developed through careful consideration of legacy planning efforts, updated through discussion and advisement from the plan's Steering Committee and the public through community meetings, and refined by the planning team and City staff. Each of the following tables shows a Core Issue in the top left corner, with that issue's corresponding Guiding Principles and Policies below. The columns to the right show which of the Plan Elements each principle/policy pertains to.

Continue to create and sustain a unique community identity and structure

	Economic Development	Housing	Land Use	Parks & Recreation	PR & Communications	Sustainability	Transportation
All new development should contribute to an overall sense of community.		✓	✓				
Encourage 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	✓	✓	✓			✓	



OVERVIEW COMMUNITY GOALS

Provide increased mobility

	Economic Development	Housing	Land Use	Parks & Recreation	PR & Communications	Sustainability	Transportation
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	↙		↙				↙
A variety of thoroughfares should be designed to be equitable to the pedestrian, bicycle and automobile.							↙
Streets in residential, mixed-use, and other urban areas should be designed for lower speeds to encourage urban life and community interaction.							↙
Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access and linkages.			↙			↙	↙
Establish a transportation network that will enable the safest and most efficient movement of people and goods.	↙						↙

Promote a spirit of inclusiveness, opportunity, and choice

	Economic Development	Housing	Land Use	Parks & Recreation	PR & Communications	Sustainability	Transportation
Encourage a range of housing opportunities and choices.		↙					
Integrate housing into mixed-use and traditional development as appropriate through the Future Development Map	↙	↙	↙				
Ensure that land development is predictable, fair and cost effective.			↙				↙
As employment opportunities diversify in and around Woodstock, ensure adequate amounts, types and densities of housing needed to support desired commercial and industrial growth.	↙	↙	↙				↙
Promote unique aspects of Woodstock in order to promote inclusivity	↙				↙		

Land use patterns that promote connectivity

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



OVERVIEW COMMUNITY GOALS

Developments should promote the City's vision

	Economic Development	Housing	Land Use	Parks & Recreation	PR & Communications	Sustainability	Transportation
Community aesthetics, site and building design all add to the quality of life in Woodstock	✓		✓			✓	
Focus development within the urban core and surrounding Urban Living Character Areas.	✓	✓	✓			✓	✓
Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.	✓	✓	✓	✓	✓	✓	✓
Promote a balance of residential and nonresidential development in mixed-use communities at various scales.	✓	✓	✓		✓		
The creation of civic buildings or public spaces should be part of each Character Area and incorporated into new development.			✓				
Encourage new development to focus on the pedestrian.			✓				✓
Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.	✓	✓	✓				✓
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.	✓		✓			✓	✓

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

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



OVERVIEW COMMUNITY GOALS

Accommodate growth while creating a sustainable community and implementing the vision

	Economic Development	Housing	Land Use	Parks & Recreation	PR & Communications	Sustainability	Transportation
Expand and diversify the city's economic base to provide employment opportunities for the residents and enhance the city's tax base.	✓		✓				
Encourage neighborhood-serving retail and services in communities identified as appropriate through the Future Development Map	✓		✓				
Encourage new non-residential, mixed-use development in areas where designated appropriate through the Future Development Map	✓		✓				
Encourage office, commercial and light industrial employment opportunities in appropriate locations, including conservation of commercial-zoned land for commercial development	✓		✓				
Encourage and promote clean, high tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.	✓					✓	
Coordinate with State and County agencies and organizations to attract major economic development opportunities.	✓						
Accommodate and promote the development of quality and appropriate housing to develop a strong workforce to help support and attract economic development opportunities	✓	✓	✓				

Create a wide range of economic development initiatives

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

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". The complete Key Findings document is included as **Appendix B** of this document.

Population

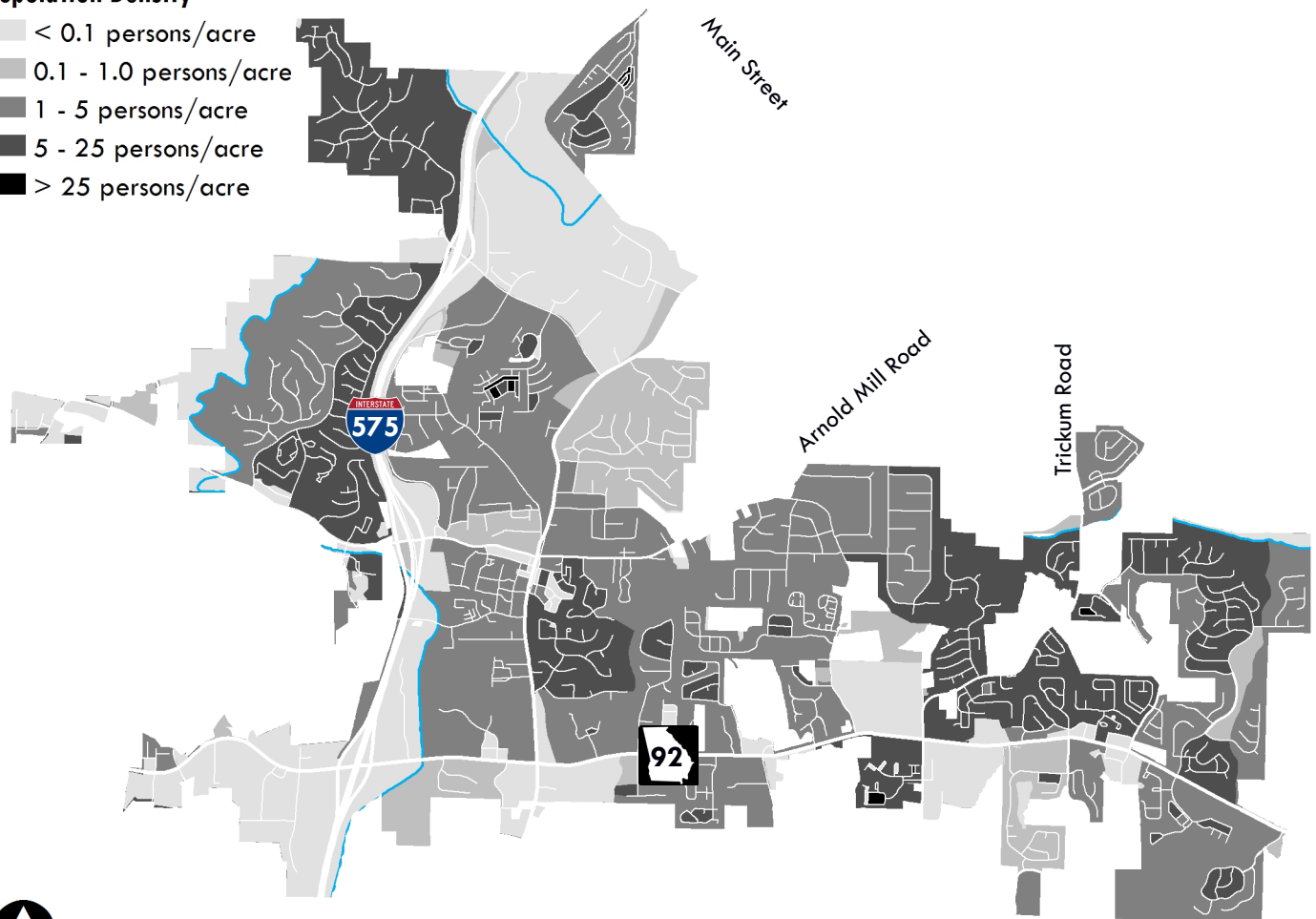
Population Density

Figure 1 below illustrates Woodstock's population density according to the 2010 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 SR 92. Population densities of selected peer communities are shown with the same color scheme in **Figure 2** for comparison.

Figure 1 | Population Density in Woodstock (2010)

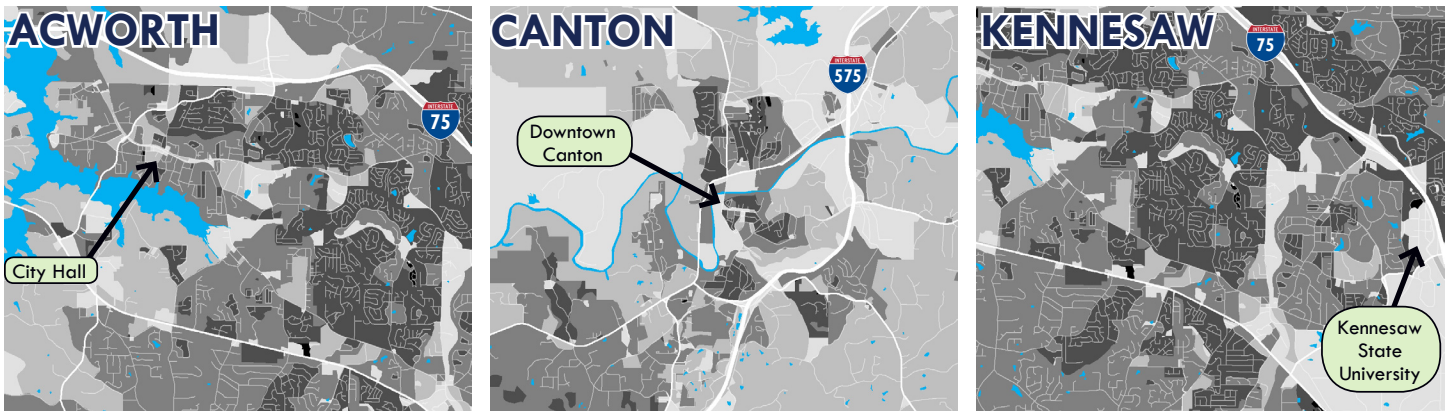
Population Density

- < 0.1 persons/acre
- 0.1 - 1.0 persons/acre
- 1 - 5 persons/acre
- 5 - 25 persons/acre
- > 25 persons/acre



Source: U.S. Census Bureau 2010

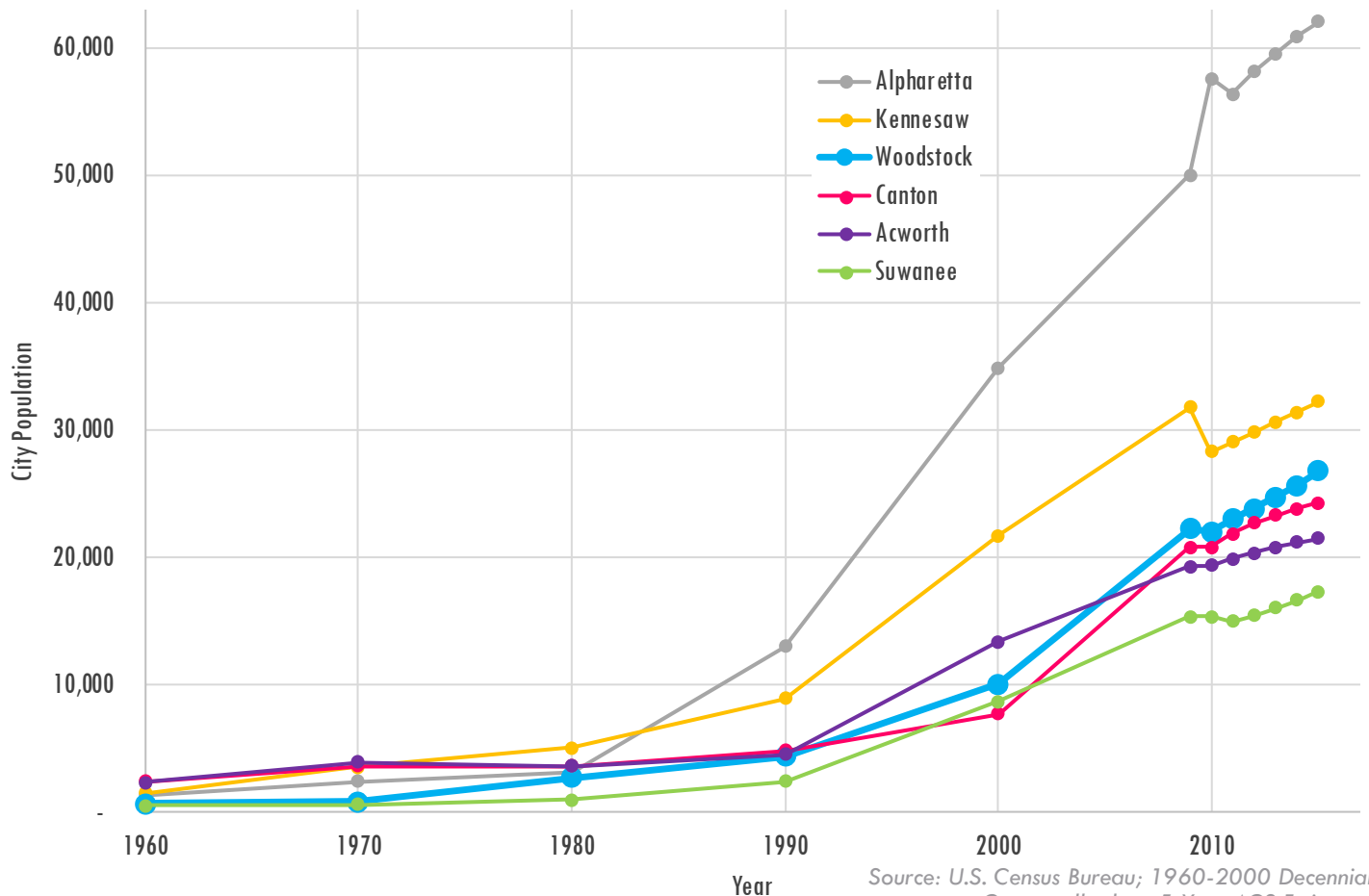
Figure 2 | Population Density in Peer Communities (2010)



Historic Population Growth

As with Cherokee County and much of the Atlanta metro, Woodstock has experienced significant growth in the past few decades. **Figure 3** below shows Woodstock's historic population growth in comparison to several of its peer cities. The largest period of population growth in Woodstock was from 2000 to 2010, when the population more than doubled, from 10,050 to 22,027. Aside from Alpharetta and Kennesaw, Woodstock's growth has outpaced many of its peer cities. Based on projections made by the Atlanta Regional Commission (ARC), Woodstock is expected to continue to grow quickly, adding over 13,000 people from year 2015 through the year 2040 for a total population of approximately 40,000 people.

Figure 3 | Historic Population in Woodstock and Peer Communities



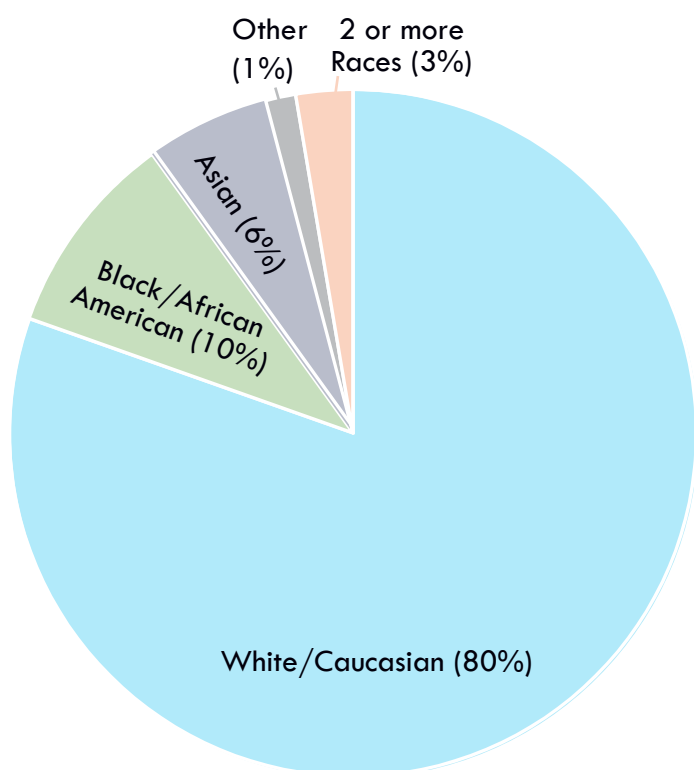


OVERVIEW TRENDS IN WOODSTOCK

Diversity

Although Woodstock is a predominantly white community, the city does have an increasing minority population, as shown in **Figure 4**. As of the 2010 Census, around 20 percent of the city's population identified as an race other than White, up from only 10 percent in the 2000 Census. While the city's Hispanic/Latino population is relatively scattered, there is a concentration of Hispanic community immediately west of Woodstock City limits, near Dupree Road.

Figure 4 | Racial Composition of the City of Woodstock (2015)



Source: U.S. Census Bureau 2015

Economic Development

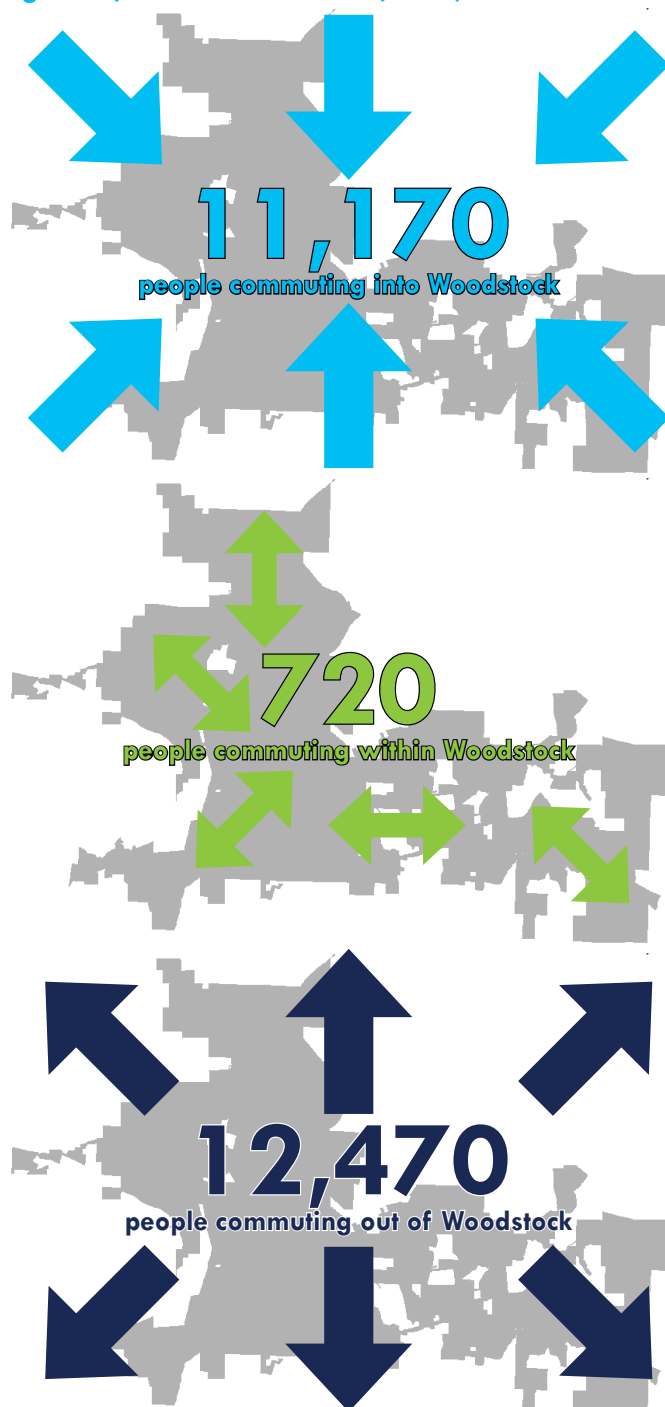
Strong Job Growth

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 35% between 2015 and 2040, which is part of Cherokee County's overall employment growth. Retail trade is the largest sector of Woodstock's employment, with 25% 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

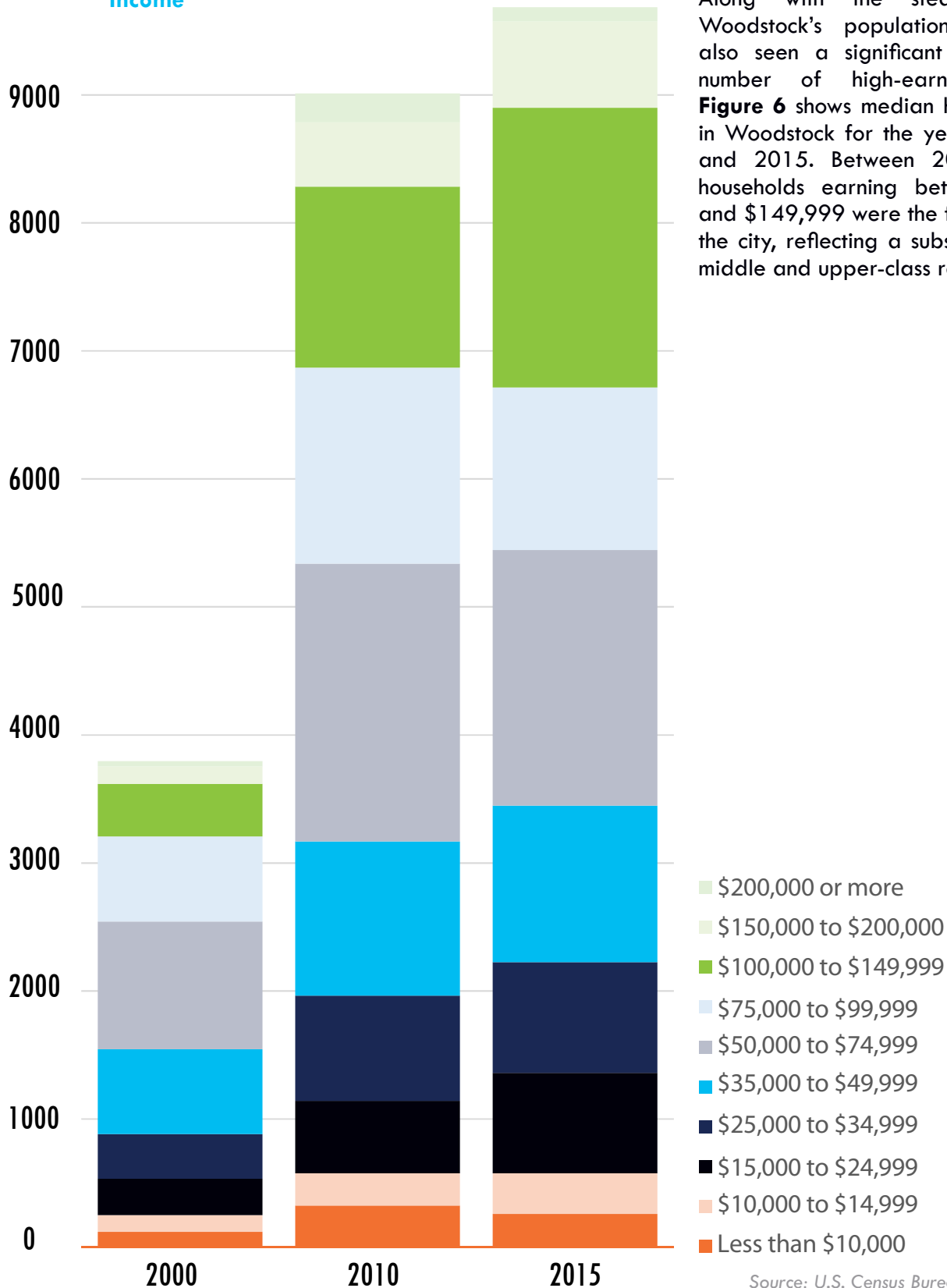
Compared to other peer cities across the Atlanta metro, Woodstock lacks a significant population of workers who both live and work within city limits. As of 2015, only 720 people identified as those who commute for work within Woodstock. This is compared to the over 12,000 people that commute out of the city for work, as shown in **Figure 5**.

Figure 5 | Commute Patterns (2015)



Source: U.S. Census Bureau 2015

Figure 6 | Households in Woodstock by Annual Household Income



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 6** shows median household income in Woodstock for the years 2000, 2010, and 2015. Between 2000 and 2015, 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.

Source: U.S. Census Bureau

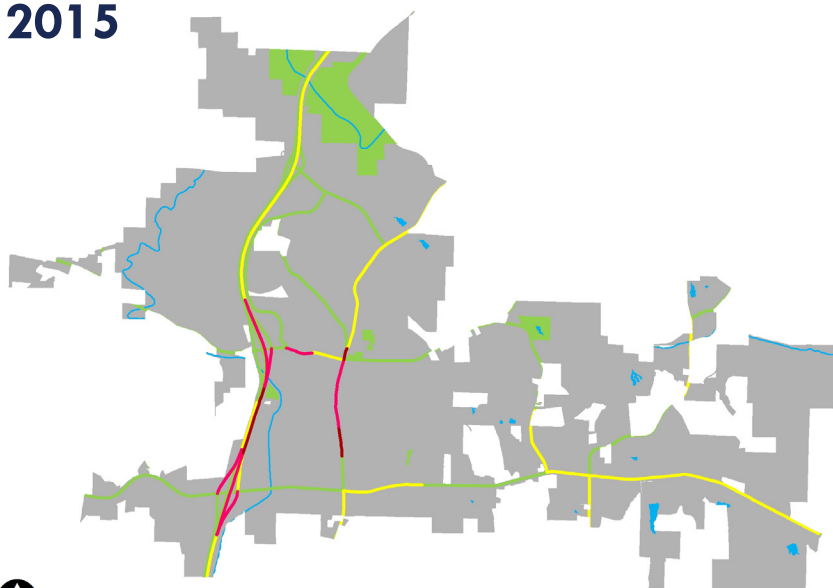
Transportation

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 6 shows the city's street network represented in terms of vehicular level of service, a metric that illustrates the capacity of a road network relative to the activity it experiences, for both 2015 (existing) and 2040. 2040 level of service projections are obtained from the Atlanta Regional Commission's Activity Based model and include all transportation improvements that have committed regional funding. As the 2040 projections show in **Figure 7**, 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 SR 92 corridors.

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

2015



LOS A-B



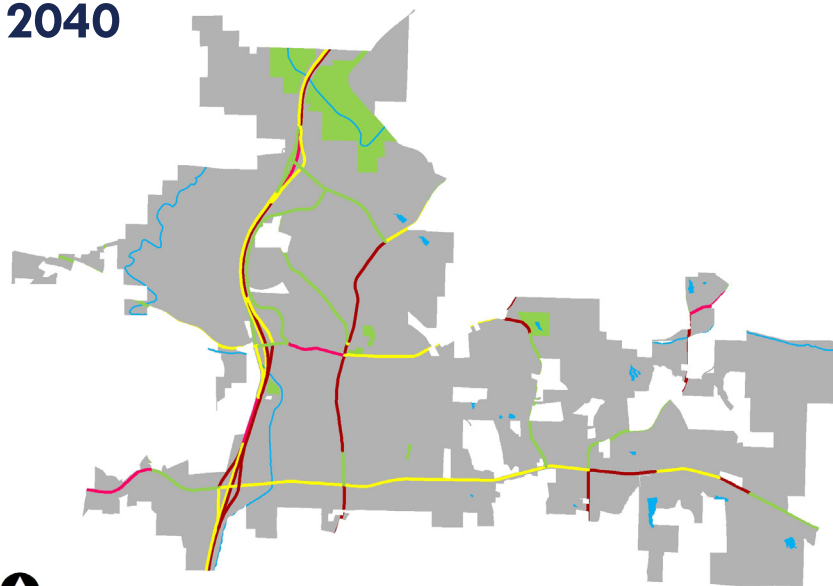
LOS C-D



LOS E-F



2040



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 8** shows the home locations of Woodstock employees, and **Figure 9** 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 GA 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.

Figure 8 | Home Locations of Woodstock Workers (2015)

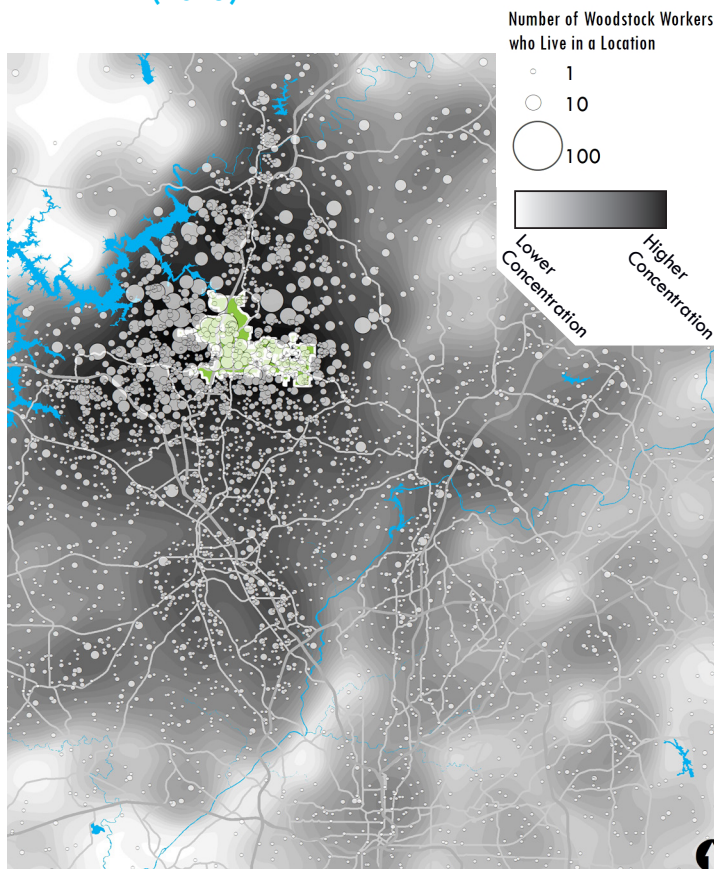
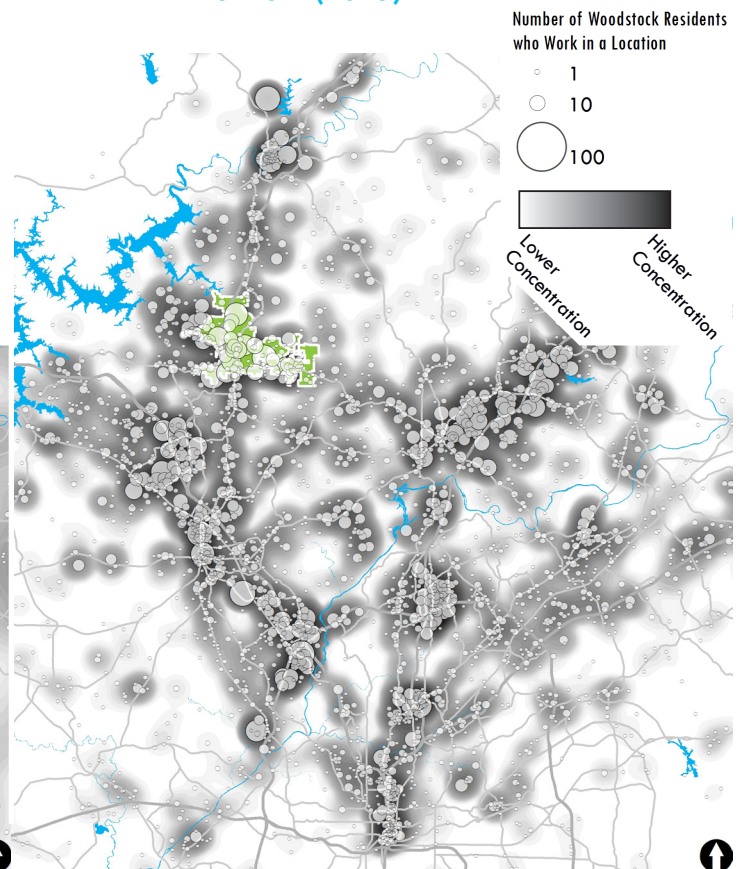


Figure 9 | Work Locations of Woodstock Residents who Work (2015)





OVERVIEW TRENDS 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 10** shows the composition of housing stock in the city of Woodstock. The vast majority of housing units in Woodstock are single-family or condominiums, making up over 70% of

units. Data from the U.S. Census Bureau shows that 68% of all housing units in Woodstock are owner-occupied as of 2015. These two data points suggest that the overwhelming majority of single-family homes and condominiums are owner occupied.

Figure 11 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.

Figure 10 | Housing Stock in Woodstock by Type (May 2018)

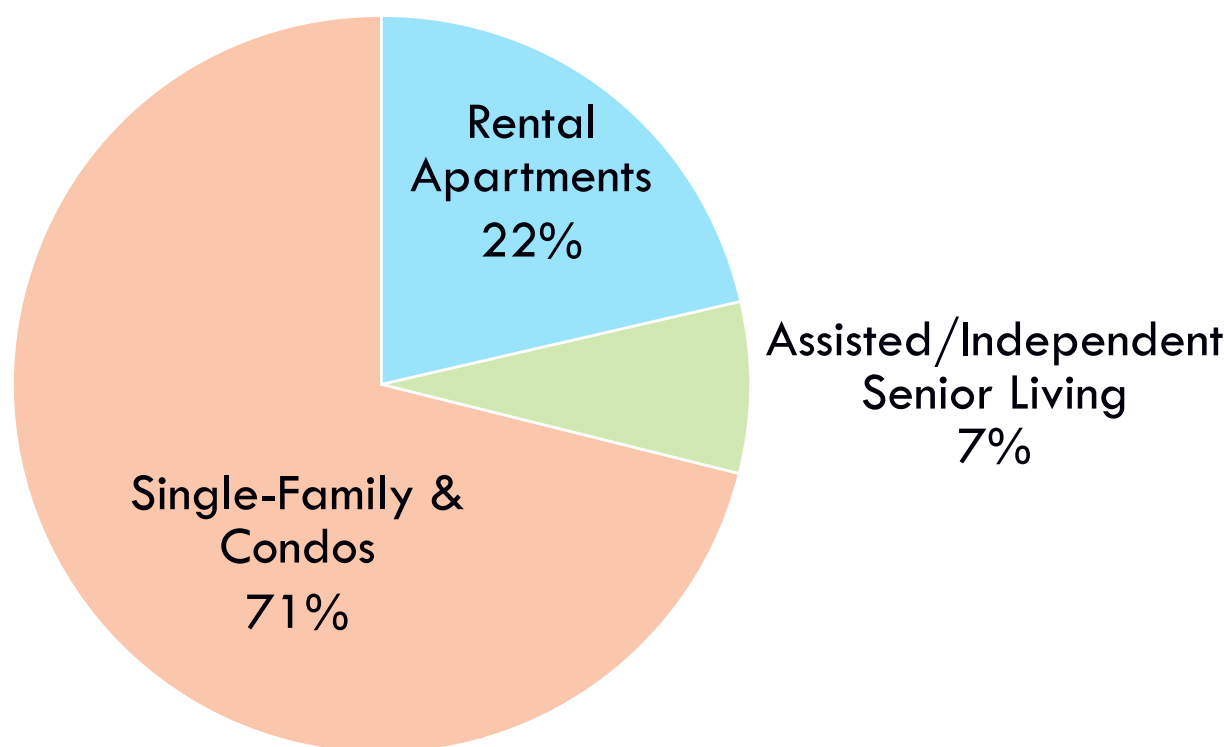
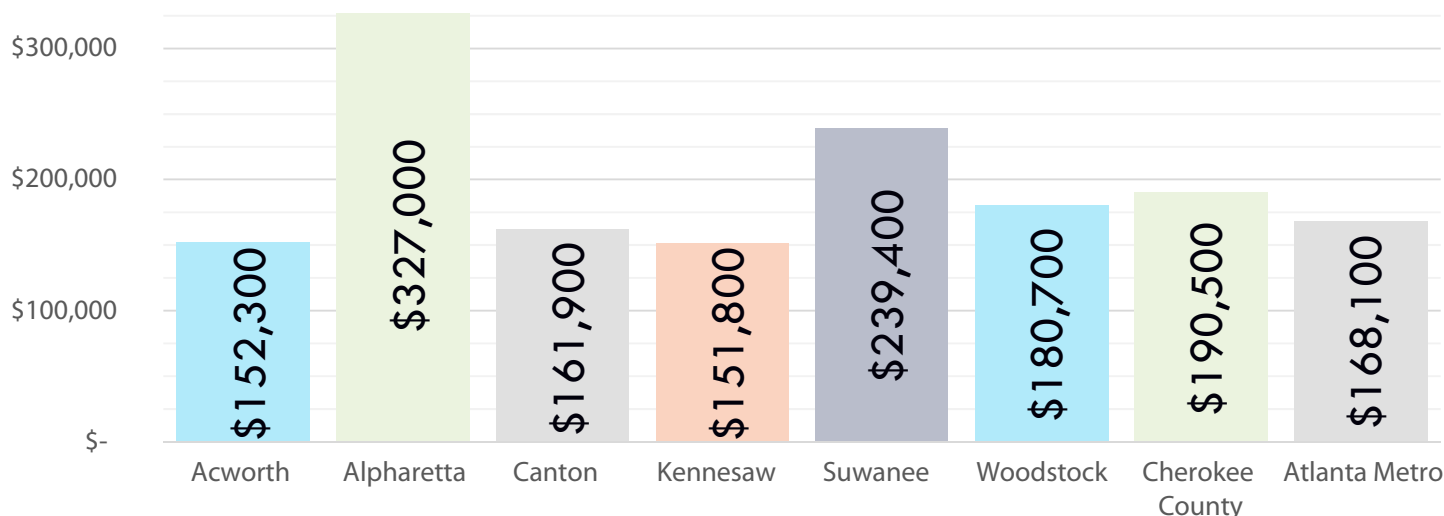


Figure 11 | Median Home Value in Woodstock and Peer Communities



WOODSTOCK COMPREHENSIVE PLAN

Land Use

Woodstock has completed a number of previous planning efforts which are actively shaping the way the city develops.

Comprehensive Plan (2008)

The city's previous Comprehensive Plan was adopted in 2008. A joint effort with Cherokee County, the plan included earlier iterations of the content included in this plan, including the policies and future development map that were used as a starting place to craft the policies and map included in this plan.

Town Center Livable Centers Initiative (LCI) (2013)

The Town Center LCI provides a more specific vision of land use and infrastructure investment in the Downtown Woodstock area and the areas immediately around it. The original Town Center LCI was completed in 2002, well before Woodstock's recent rapid expansion. Land use recommendations from the plan are shown in **Figure 12**.

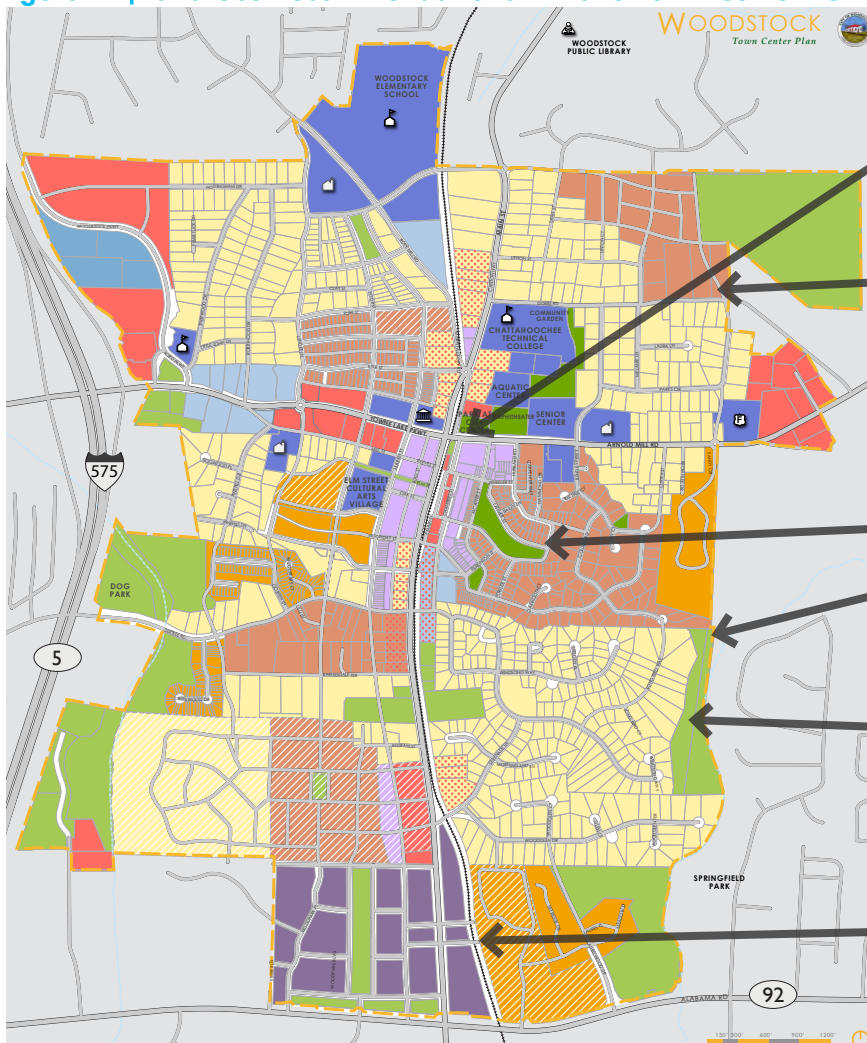


CITY OF WOODSTOCK
COMPREHENSIVE TOWN PLAN

2030



Figure 12 | Land Use Recommendations in 2013 Town Center LCI



Mid-Rise Mixed Use (light purple):
Area considered to be Woodstock's
Downtown, development between 4 and
5 floors

Intown Living (lighter red):
Residential areas meant to
compliment the urban core of
Woodstock

Parks/Greenspace (dark green
for existing, light green for new):
Areas primarily near residential
development maintained as open
or natural space

Traditional Neighborhood
Design (light yellow): Single
Family Detached Residential
near Downtown Woodstock, with
sidewalks and smaller lot sizes

High Rise Mixed Use (dark purple):
Taking advantage of SR 92 and access
to I-575 as well as potential future
commuter rail



Community Engagement

To ensure that the comprehensive plan is as reflective of the Woodstock community as possible, public involvement became a cornerstone of the plan process. The project team, in conjunction with city staff, developed a public involvement strategy that included several events and tools for gathering community input. **Appendix C** includes more detailed meeting summaries and supporting materials from each meeting.

Online Survey

An online survey was developed to understand the desires of Woodstock residents on development through 2040 and over 250 responses were received. Notable questions and responses include:

What are your favorite things about Woodstock?

67 percent indicated that one of their favorite things about Woodstock is downtown followed by walkability (42 percent) and access to I-575 (33 percent).

How would you describe your ideal City of Woodstock in the year 2040 in a single sentence?

Many respondents made reference to either addressing transportation issues in the City or preserving its small town character.

“Woodstock in 2040 is the hallmark for smart suburban evolution in that it is walkable, data-driven, and retains some sense of history mixed in with the new growth” – Survey Respondent

What do you think are the biggest obstacles for Woodstock?

72 percent of respondents cited traffic on local streets while another 54 percent cited traffic on I-575 and other regional corridors as among the biggest obstacles for the community. Another 26 percent of respondents focused on a lack of Class A office space and white collar jobs. Several respondents indicated through open response

that parking availability and ‘over development’ were major concerns as well.

If you had control over a large piece of undeveloped land in the City of Woodstock, what would you like to see built on it?

The largest number of responses (30 percent) were for ‘a mix of different uses in a traditional downtown setup’ followed by 22 percent for ‘park space’ and 21 percent for ‘preserving it the way it is’.

What types of new businesses and amenities would you like to see in the City of Woodstock in the next five years?

57 percent of respondents showed interest in parks and other public spaces while 52 percent of respondents indicated they’d like to see more restaurants and another 48 percent of respondents indicated a desire for more locally owned retail.

Planning Steering Committee and Community Meetings

A Planning Steering Committee was formed to provide guidance on the comprehensive plan update. The committee, comprised of 16 members from city staff, council, and the community, met with the project team three times over the course of the plan process. The meetings involved presentations from the project team and interactive exercises. The stakeholder meetings were held at the Chattahoochee Technical College.

Several community meetings were held at various points throughout the plan process to both provide residents with updates on the plan’s development and obtain input. The meetings were all held in an “open-house” format, where attendees visited several stations that included informational boards and/or interactive exercises. Advertisements for these meetings were placed on the city’s website, and also heavily advertised on the city’s

WOODSTOCK COMPREHENSIVE PLAN



social media account (i.e. Facebook). The three community meetings were held at the Chambers at City Center.

Planning Steering Committee - Thursday, October 10th, 2017

The first committee meeting was held to introduce the steering committee to the planning process and provide an overview of the “Key Findings.” In addition to this presentation, the steering committee also participated in a “SWOT” exercise where they were asked to identify strengths, weaknesses, opportunities, and threats within Woodstock. The results of this exercise were used as the foundation for the Needs and Opportunities exercise at the first community meeting.

After this meeting, the committee was provided with a survey that asked them to review the Core Issues and Guiding Principles from the previous comprehensive plan, and indicate whether they felt each was “Still Relevant,” “No Longer Relevant,” or “Needs Revision.” These scores were used to identify which policies needed discussion during the next steering committee meeting.

Community Meeting - Thursday, October 19th, 2017

The first community meeting was composed of four stations. At the Key Findings station, attendees were first provided information on existing conditions in Woodstock with information similar to the Trends in Woodstock section of this report. The Parks Master Plan station included a survey and information about the city’s ongoing Parks Master Plan.

The Needs and Opportunities station included one board for each of the seven elements in this comprehensive plan. Each board included needs and opportunities identified during the SWOT analysis performed with the planning steering committee. Attendees were invited to write any additional needs and/or opportunities they identified within that topic on the boards. Attendees were also given dots and asked to place them next to existing needs and opportunities they agreed with. These ideas and the popular support received were used to craft and refine the needs and opportunities as included in this plan.

At the Policy Review station, attendees were shown the Core Issues and Guiding Policies and used dots to indicate whether they felt each was “Still Relevant,” “No Longer Relevant,” or “Needs Revision.”



Planning Steering Committee - Thursday, January 23rd 2018

In this meeting, the steering committee was presented with the results of the policy reviews conducted by themselves and at the community meetings. While most policies received broad support, some were not viewed favorably by one group or another. Policies that were voted as “still relevant” by less than 2/3 of either group were presented to the committee and they revised the language to make the policies more appropriate to Woodstock’s current needs. The policies presented in this plan are largely similar to what the committee recommended during this meeting.

After the policy discussion, the committee split into two groups and each was presented with a map of the city, and provided red dots and green dots. Members of the committee were told to place red dots on areas of the city they would like to see change, and green dots on areas they would like to see preserved in the future. The dots placed and aggregate results of this exercise

are shown in **Figure 13**. The area along SR 92 just east of I-575 received the strongest support for change, with some indication of a preference for change along Towne Lake Parkway between I-575 and Main Street, as well as along Ridgewalk Parkway, and at some major intersections along SR 92. Most of the areas where a preference for preservation was indicated are currently residential or are part of the existing downtown Woodstock area.

Following this activity, committee members were presented with another map of Woodstock, along with an urban scale that equates the spectrum from exurban areas through suburban areas and then community nodes to numbers from 1 to 3. Committee members were told to use the dots to express what level of development they thought is appropriate at different areas in the city. The dots placed and results of this activity are shown in **Figure 14**. Ridgewalk Parkway and SR 92 near I-575 both received interest in a higher level of development, as well as a few nodes along SR 92.

Figure 13 | Results of Change and Preserve Exercise with Planning Steering Committee

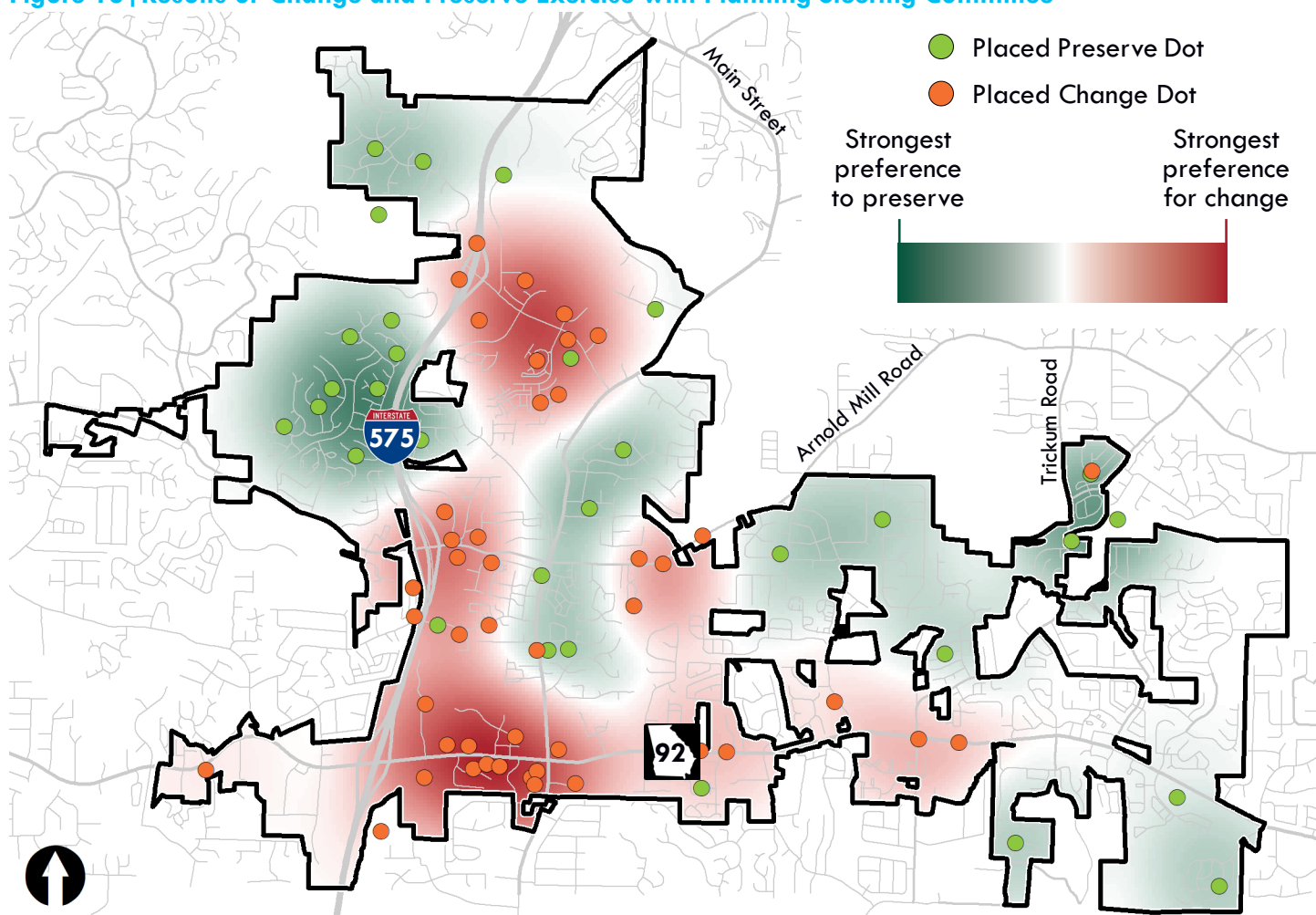
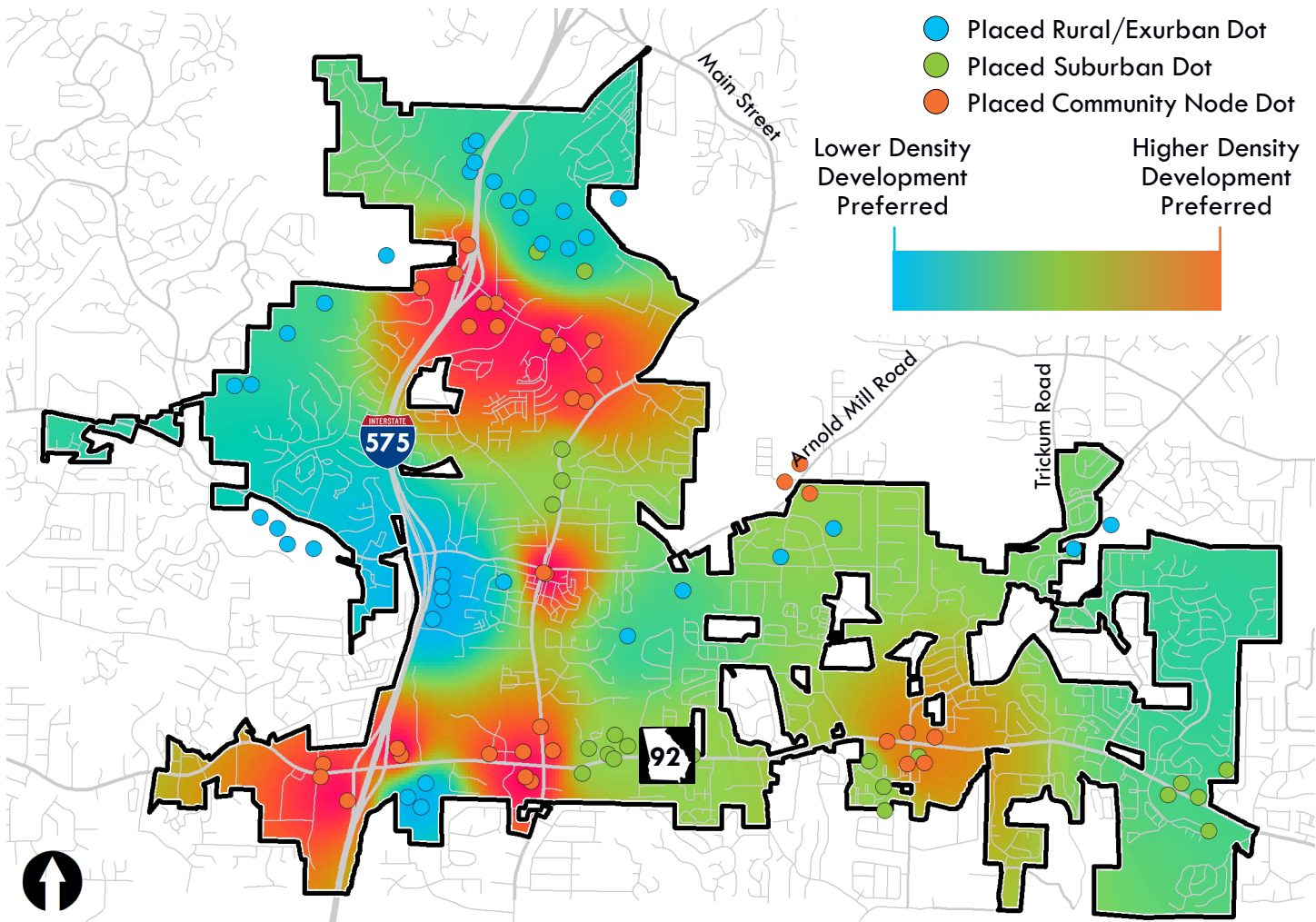


Figure 14 | Results of Urban Scale Exercise with Planning Steering Committee



Community Meeting - Thursday, February 15th 2018

In this meeting, residents participated in four distinct exercises. In the Funding Priorities Exercise, attendees were given 12 dots and presented with 13 funding areas. They were asked to allocate their dots based on what they thought was most important - more dots on categories in need of more funding with fewer or no dots on less important categories. The results of this exercise are shown in **Table 1**. Arts and Culture received the most votes immediately followed by transportation improvements, economic development and parks.

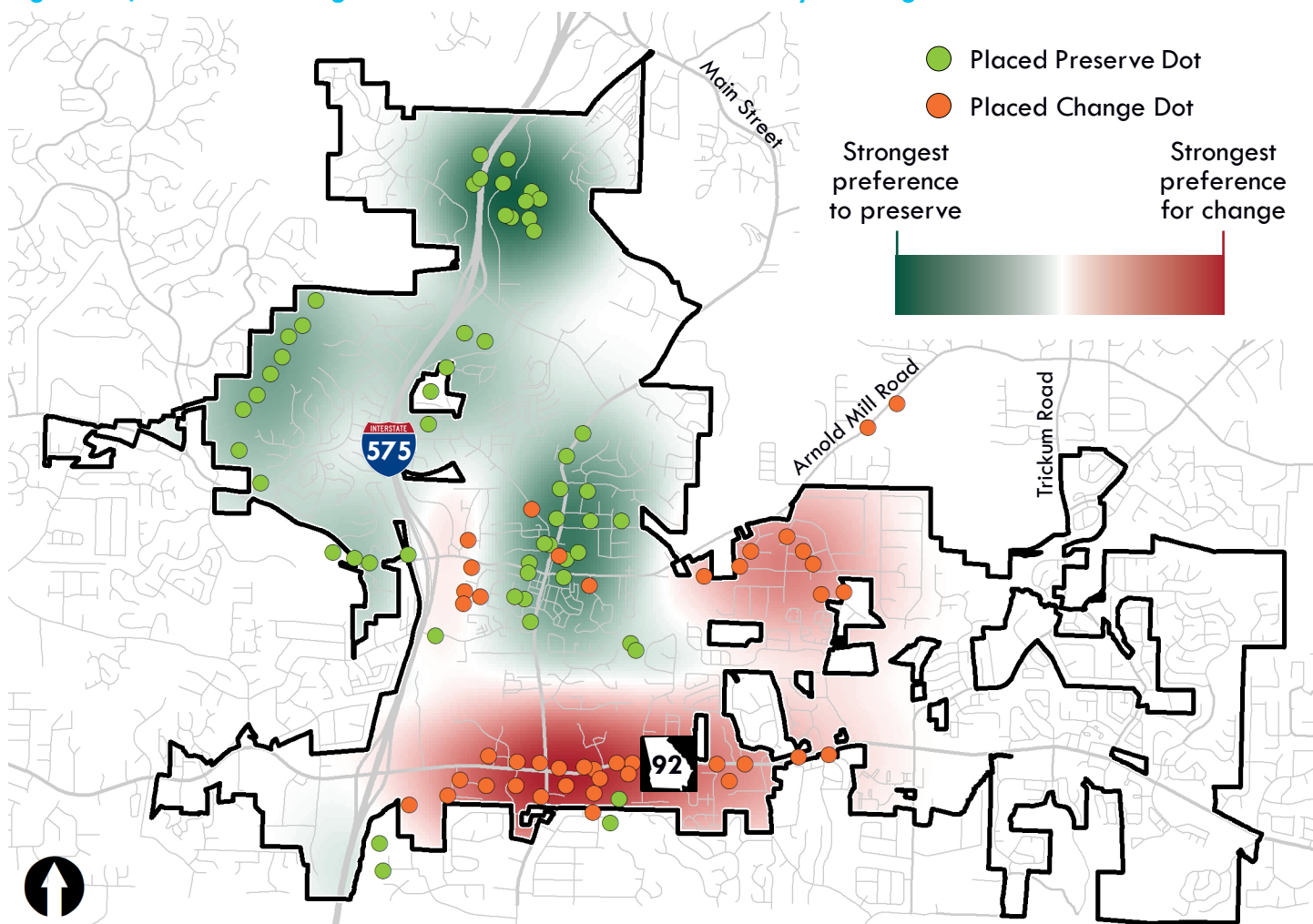
Attendees were also able to participate in the Change and Preserve activity and the Urban Scale activity, which were structured identically to the activities in the previous Planning Steering Committee meeting. Results from these activities at the public meeting are shown in **Figures 15 and 16**, respectively.

In the final exercise, residents identified their favorite destinations/attractions at three scales: within Woodstock, the Atlanta metro, and the World. Notable responses included Downtown Woodstock, Ponce City Market, Avalon, Barcelona, and Seaside, Florida.

Table 1 | Funding Priority Exercise Results

Category	Votes
Arts & Culture	73
Bike & Pedestrian Trails	72
Vehicular Transportation	65
Economic Development	49
Parks	41
Community Aesthetics	35
Events	30
Youth Services	30
Housing Assistance	30
Senior Services	29
Community Development	25
Public Safety	21
Code Enforcement	14

Figure 15 | Results of Change and Preserve Exercise at Community Meeting



Planning Steering Committee - Thursday, March 16th 2018

In this final meeting, the steering committee was presented with the results of the Change and Preserve activity and the Urban Scale activity, and the group discussed what changes should be made to the city's Future Development Map to better reflect the community's desires. Suggested changes included the creation of the Employment Center character area, replacement of the Transit Oriented Development character area with an expansion of the Regional Activity Center character area, and shifting the Urban Core area from Main Street north of downtown to Towne Lake Parkway west of downtown. The Transit Oriented Development character area was built around the idea of an end-of-line commuter rail station would be built in that area providing rail access to Atlanta and locations between and beyond. As this line is not likely within the next twenty years, this area was removed and replaced with Regional Activity Center which contains a

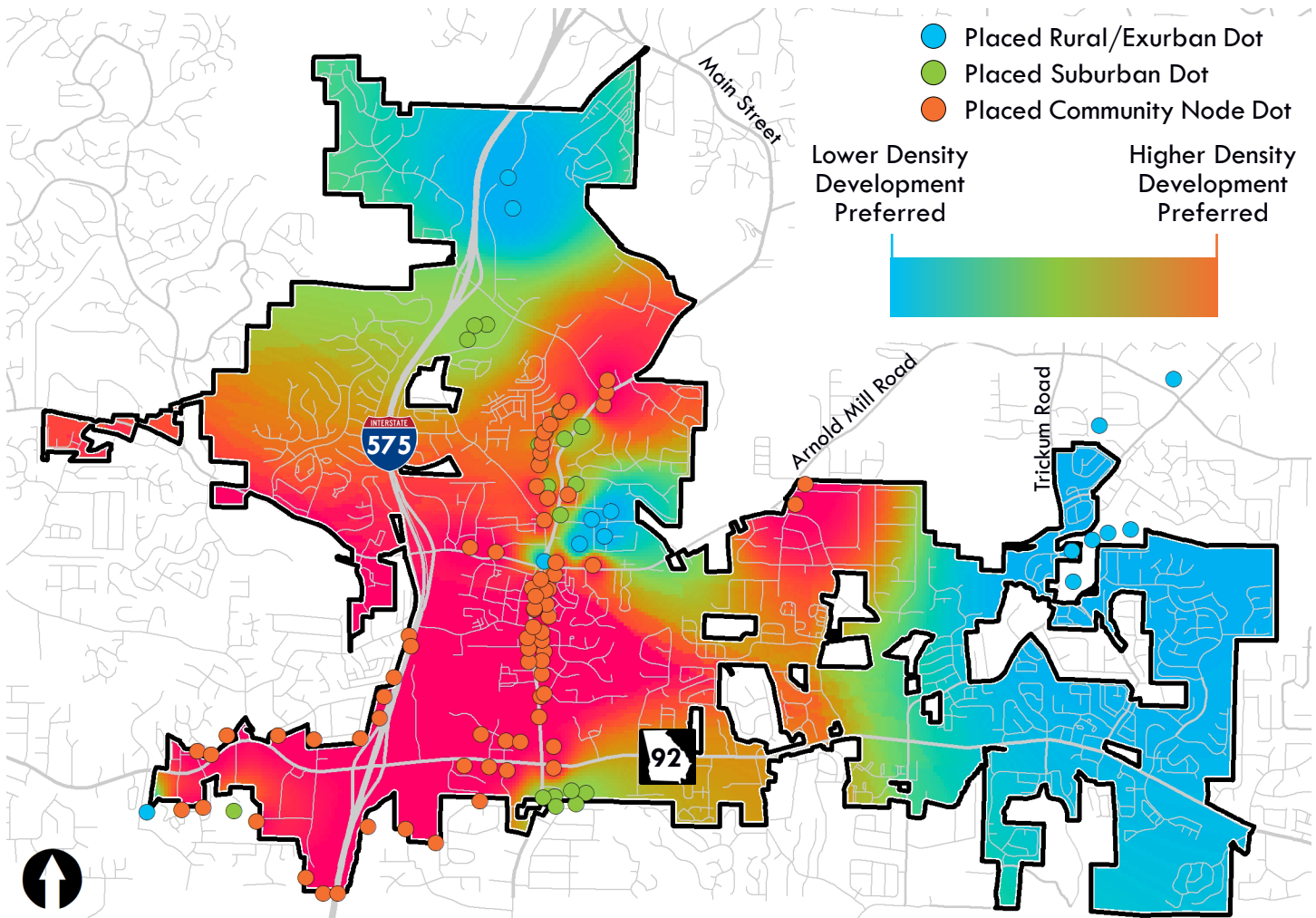
similar level of development and is compatible with the existing express bus services that exist along I-575, the primary form of regional transit in the area.

The committee was also shown the list of Needs and Opportunities and asked to make comments to further revise the language used. The results of their comments can be seen the Needs and Opportunities presented in this plan.

Community Meeting - Tuesday, April 24th 2018

In this last meeting, plan recommendations were available for the public to view and review. Materials presented included the Future Development Map, Short-Term Work Program, Core Issues and Guiding Policies, and Needs & Opportunities. Participants had the opportunity to discuss, ask questions, and provide comments on all materials presented.

Figure 16 | Results of Change and Preserve Exercise at Community Meeting



Public Hearings

As required, two public hearings were held during the planning process and are described below:

Monday, August 28th 2017

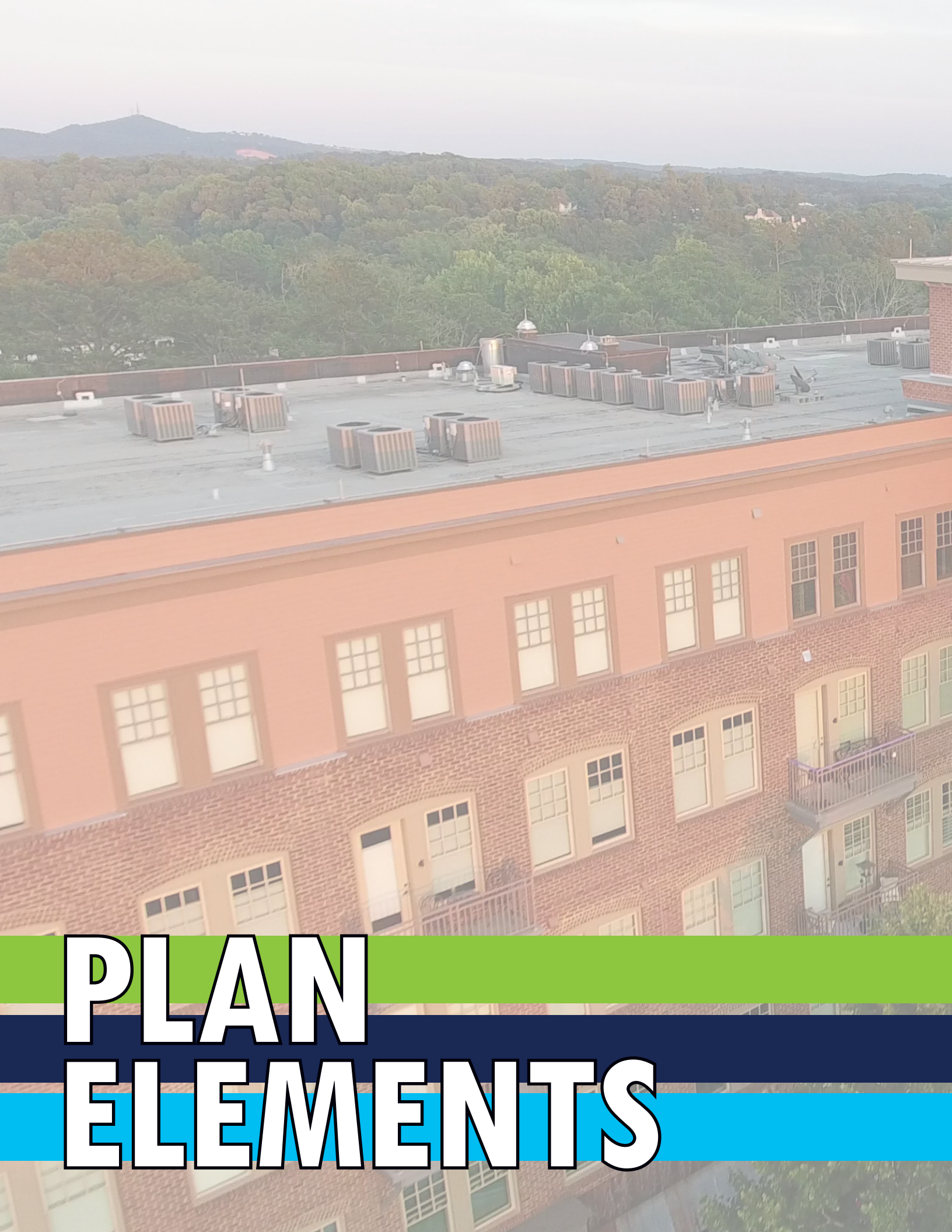
This public hearing served as the official kick-off to the comprehensive plan update process. The hearing included a presentation outlining the planning process and project timeline. Attendees were allowed to ask questions and provide comments.

Monday, June 18th, 2018 (Public Hearing #2)

This public hearing served as an official “wrap-up” to the comprehensive plan update process. In the hearing, planning staff presented the a draft of the updated plan to the City Council.

Arts Community Interviews

As stated in the Needs, Opportunities, and Policies, the arts community is an important part of Woodstock’s community and an important asset for the City’s continued growth and quality of life. In order to incorporate the needs and desires of this community, informal stakeholder interviews were conducted with employees and members of the Board of Directors of the Elm Street Cultural Arts Village, an arts organization located in Woodstock, along with local working artists. The purpose of the stakeholder interviews was to understand the current state of the arts community in Woodstock, and how the comprehensive plan can help further its development.



PLAN ELEMENTS





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.

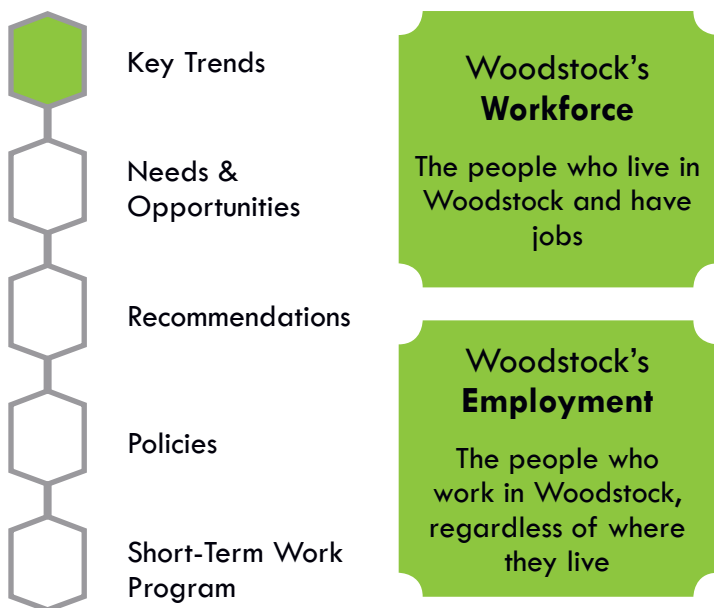
Earnings Discrepancies

Figure 17 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 more than half 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. 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 40% 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.

Figure 17 | Earnings of Woodstock's Workforce and Employees (2015)



Top Workforce Sectors in Woodstock

- Educational Services, Healthcare & Social Assistance (18%)
- Retail (14%)
- Manufacturing and Wholesale (13%)
- Professional, Scientific, Management, Administrative & Technical Services (12%)

Top Employment Sectors in Woodstock

- Retail (25%)
- Accommodation and Food Services (14%)
- Administration and Support, Waste Management and Remediation (10%)
- Health Care and Social Assistance (10%)

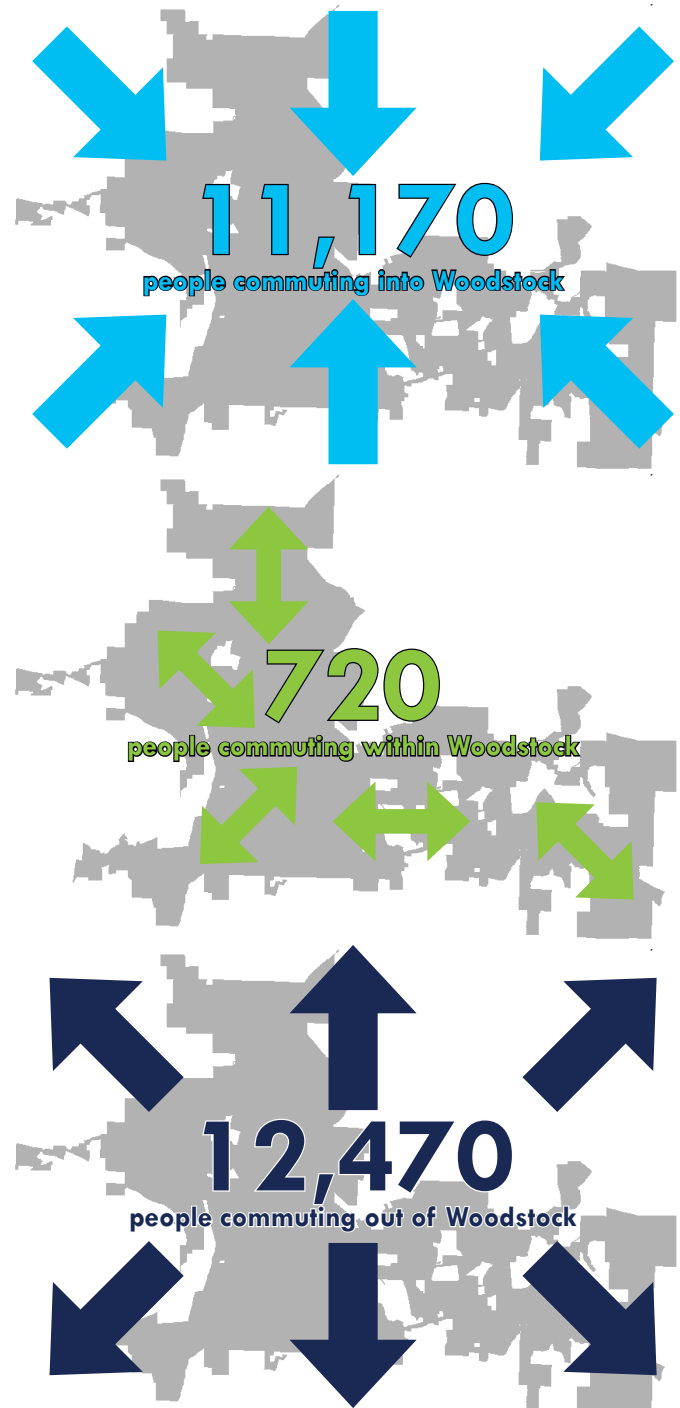
Uneven Commuting Patterns

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 2015, only 720 people identified as those who commute for work within Woodstock. This is compared to the over 12,000 people that commute out of the city for work, as shown in **Figure 18**.

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 35% between 2015 and 2040, which is notably slower than anticipated population growth in the same time period (approx. 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 25% 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.

Figure 18 | Commute Patterns (2015)



Source: U.S. Census Bureau 2015



PLAN ELEMENTS ECONOMIC DEVELOPMENT

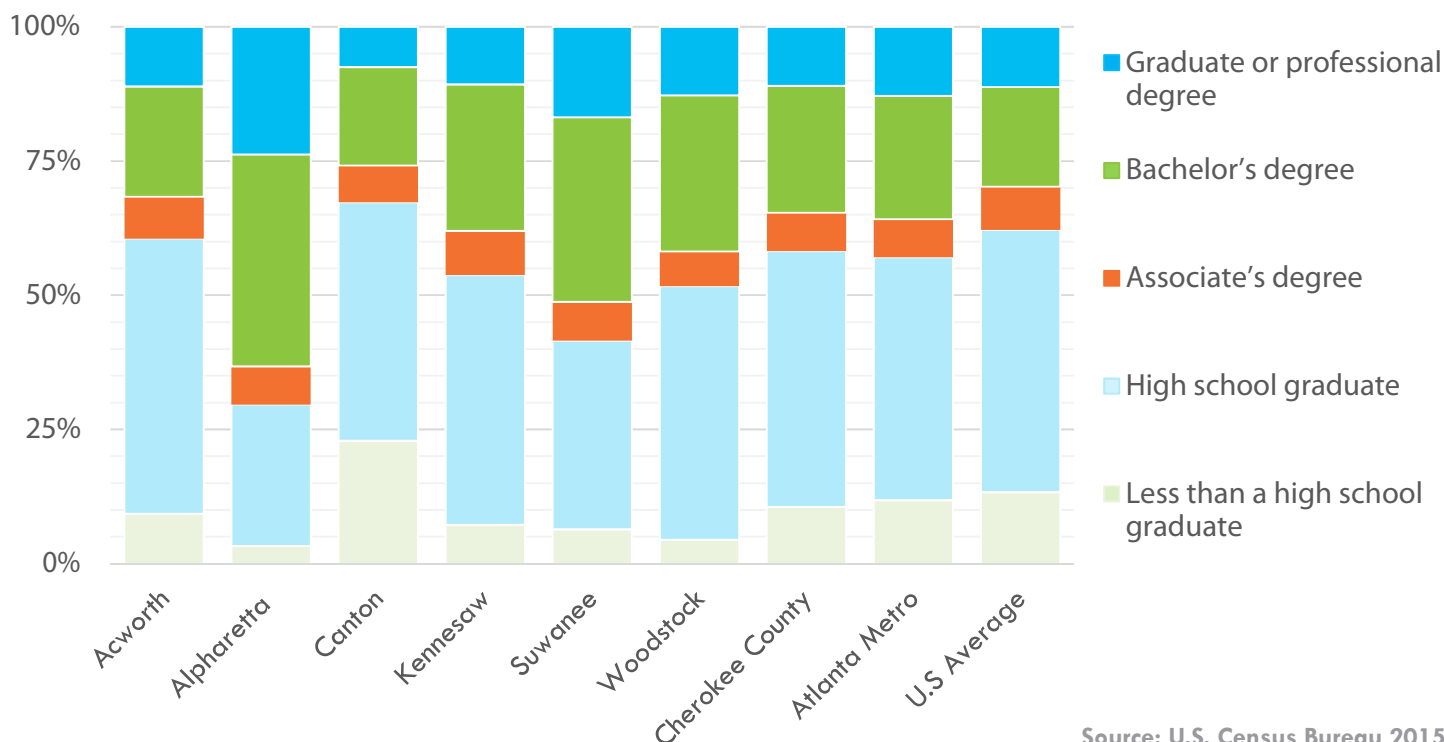
Average Educational Attainment

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. Slightly under half (48%) of all Woodstock residents over 25 years old have a college degree. As shown in **Figure 19**, Woodstock has a higher rate of college education than most of its peer communities, except for Alpharetta and Suwanee.

Unemployment Rate

Woodstock's unemployment rate, shown in **Figure 20**, is lower than in the Atlanta Metro region, and while comparable, is generally lower than most peer communities for which data is available.

Figure 19 | Educational Attainment of Residents 25 Years and Older (2015)



Source: U.S. Census Bureau 2015



Key Trends

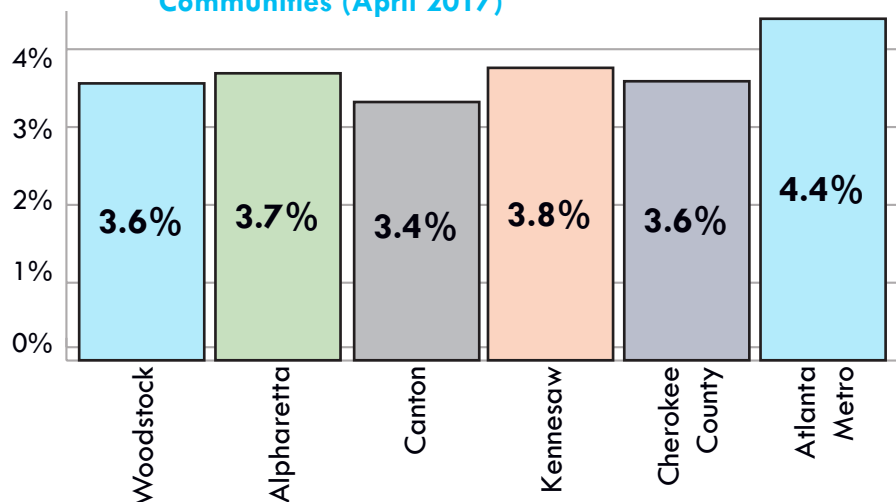
Needs & Opportunities

Recommendations

Policies

Short-Term Work Program

Figure 20 | Unemployment Rate in Woodstock and Peer Communities (April 2017)



Source: Georgia Department of Labor, May 2017

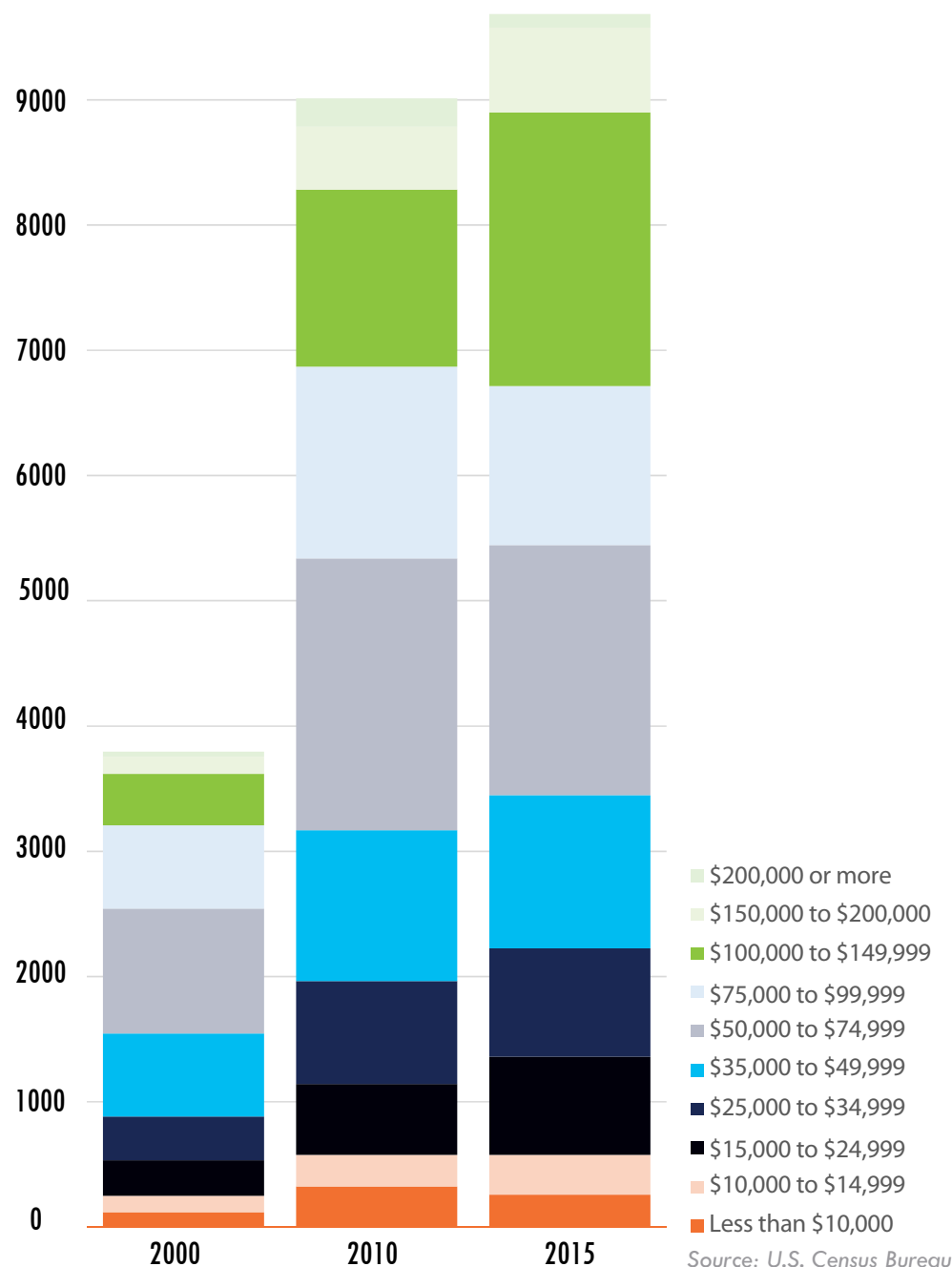
Growth of High-Income Households

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 21** shows median household income in Woodstock for the years 2000, 2010, and 2015. Between 2000 and 2015, 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.

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. The full text of this document is included in **Appendix D**.

Figure 21 | Households in Woodstock by Annual Household Income



Source: U.S. Census Bureau



PLAN ELEMENTS ECONOMIC DEVELOPMENT

Needs & Opportunities

Needs

- Increase proportion of commercial-to-residential land in City to make more robust, reliable tax revenue
- Create opportunities for office 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

Recommendations

- Make Woodstock synonymous with the arts
- Capitalize on the growing culinary environment
- Partner with the Cherokee County Office of Economic Development (COED) in targeted business attraction and retention efforts
- Partner with the COED to address product development
- Enhance marketing/communication efforts
- Continue to pursue desirable amenities
- Develop “economic gardening” programs that invest resources to encourage entrepreneurship and grow creative- and knowledge-based businesses



Key Trends

Needs &
Opportunities

Recommendations

Policies

Short-Term Work
Program

- Assemble and market opportunities for redevelopment along the SR 92 corridor
- Follow the Woodstock Now Economic Development Strategic Program of Work

Policies

Continue to Create and Sustain a Unique Community Identity and Structure

- Encourage 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.

Provide Increased Mobility

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

Promote a Spirit of Inclusiveness, Opportunity, and Choice

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

Land Use Patterns that Promote Connectivity

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

Developments Should Promote the City's Vision

- Community aesthetics, site and building design all add to the quality of life in Woodstock.
- Focus development within the urban core and surrounding Urban Living Character Areas.
- Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- Promote a balance of residential and nonresidential development in village settings and mixed-use communities.
- Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.
- 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.



PLAN ELEMENTS

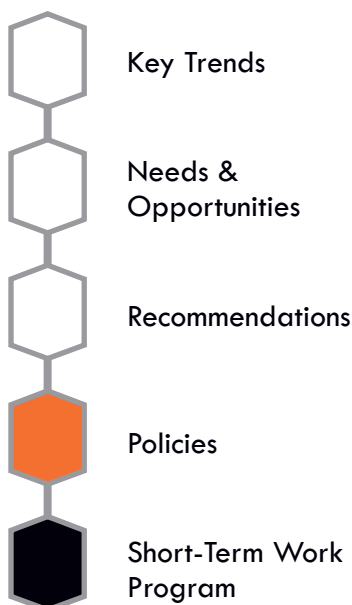
ECONOMIC DEVELOPMENT

Accommodate growth while creating a sustainable community and implementing the vision

- Expand and diversify the city's economic base to provide employment opportunities for the residents and enhance the city's tax base.
- Encourage neighborhoods serving retail and services in communities identified as appropriate through the Future Development Map.
- Encourage new non-residential, mixed-use development in areas where designated appropriate through the Future Development Map.
- Encourage office, commercial and light industrial employment opportunities in appropriate locations.
- Encourage and promote clean, high tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.
- Coordinate with State and County agencies and organizations to attract major economic development opportunities.
- Accommodate and promote the development of quality and appropriate housing to develop a strong workforce to help support and attract economic development opportunities.

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

- Look at new development proposals comprehensively: Benefit to the City overall, the character area; the neighborhood in which it will be located; existing and proposed adjacent land uses; the availability of infrastructure; and funding to provide services and a high quality of life.
- All new development and redevelopment should address the City's Vision.
- Achieve efficiency in maximizing beneficial growth while minimizing the burden on existing residents.
- 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.



Short Term Work Program

Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Continue to fund and implement LCI/Streetscape projects	x	x	x	x	x	\$2,000,000	City/GDOT	City	ARC
Develop incentives and project attributes to assist development of new commercial space	x	x	x	x	x	Staff Time	City	City/DDA	
Continued implementation of wayfinding signage package	x	x	x	x	x	\$500,000	DDA/City/ Woodstock/ CVB	City	

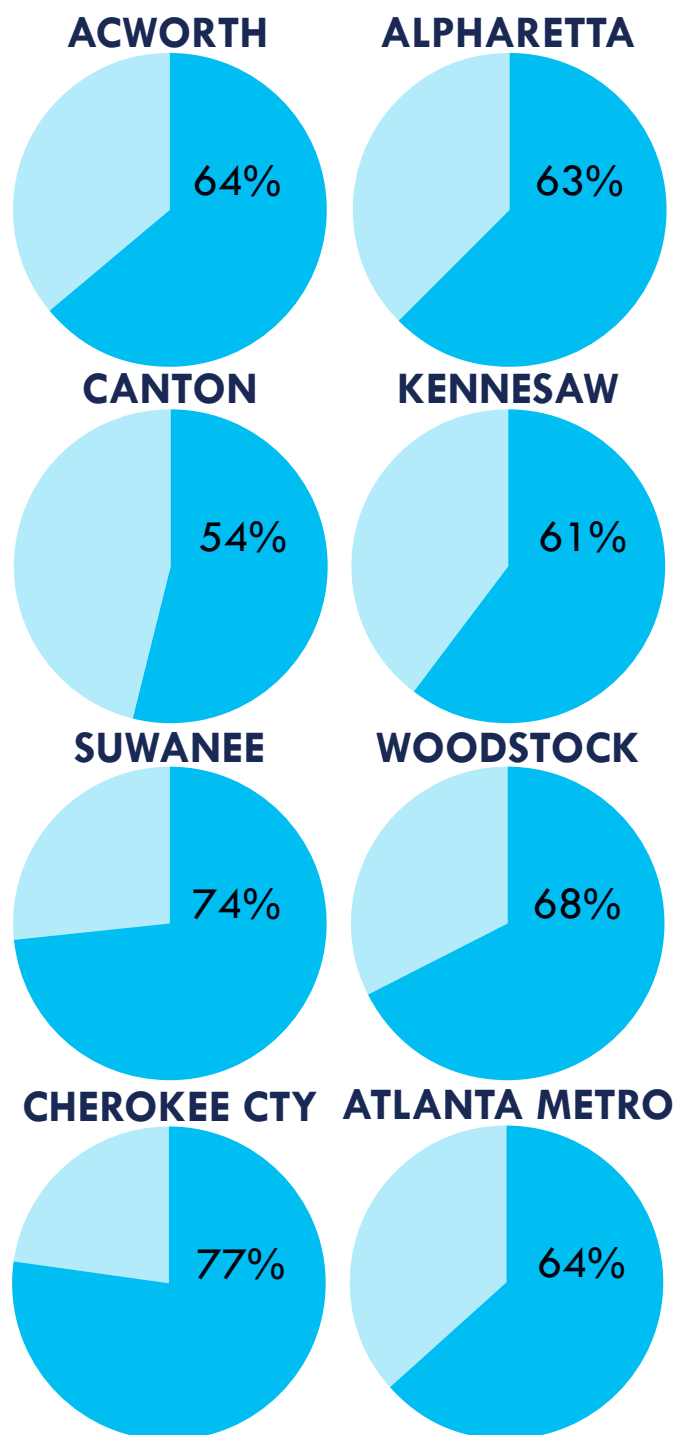


Housing

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 22**, Woodstock has a higher rate of homeownership than many of its peer communities in the northwestern Atlanta region. Woodstock has seen a tremendous amount of residential growth, enabled by an ongoing substantial amount of new residential development. **Figure 23** shows the composition of housing stock in the city of Woodstock. The vast majority of housing units in Woodstock are single-family or condominiums, making up over 70% of units. Data from the U.S. Census Bureau shows that 68% of all housing units in Woodstock are owner-occupied as of 2015. These two data points suggest that the overwhelming majority of single-family homes and condominiums are owner occupied.

Figure 24 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.

Figure 22 | Home Ownership Rates (2015)



Key Trends

Needs &
Opportunities

Recommendations

Policies

Short-Term Work
Program

Figure 23 | Housing Stock in Woodstock by Type (May 2018)

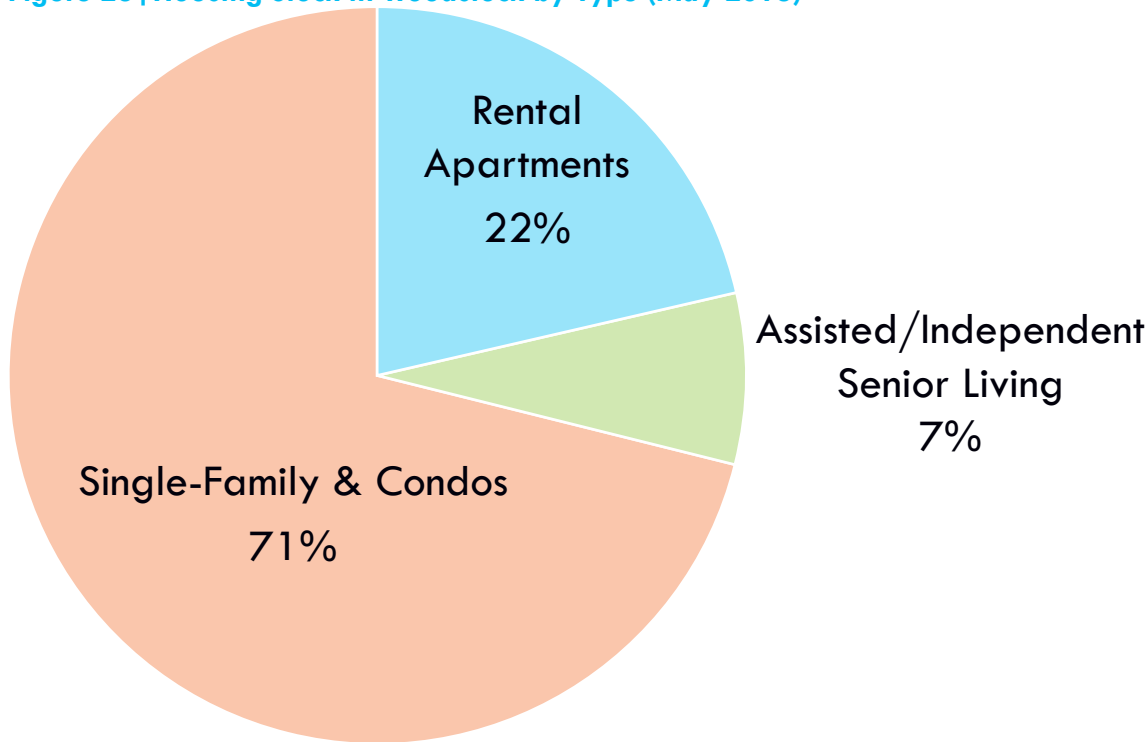
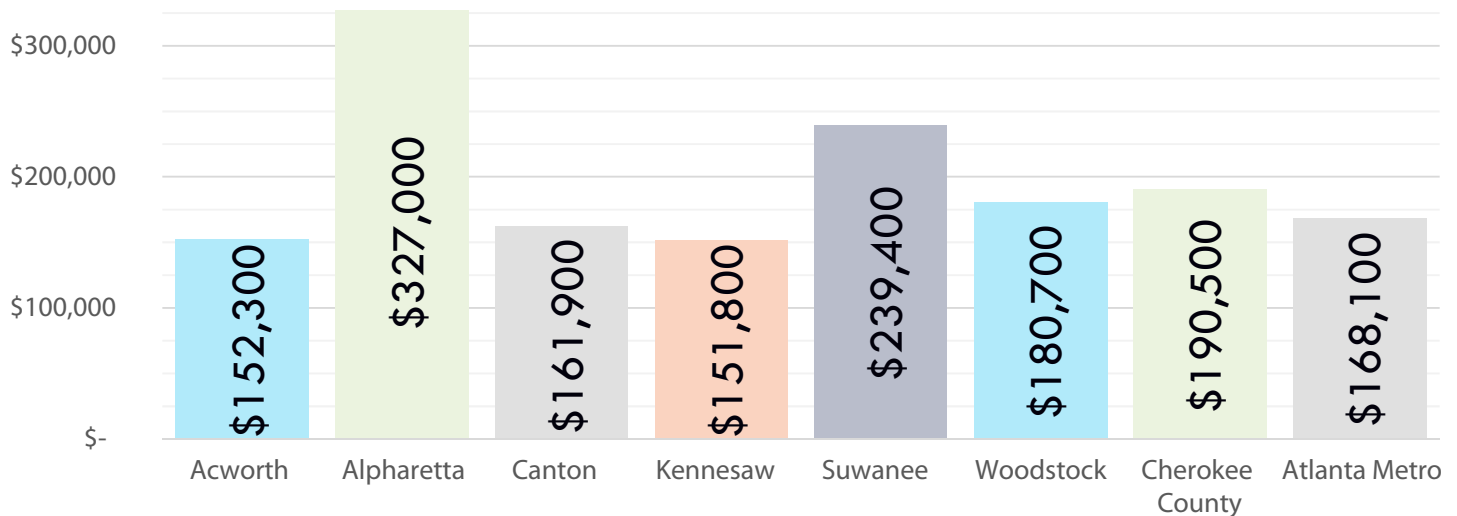


Figure 24 | Median Home Value in Woodstock and Peer Communities



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.



PLAN ELEMENTS HOUSING

Needs & Opportunities

Needs

- Increase variation in housing stock, including new residential options in the greater downtown area
- Incentivize the creation of affordable housing in the city
- Discourage the placement of high density residential development adjacent to areas of single-family detached housing
- A diversity of housing types, neighborhood types, densities, and price ranges

Opportunities

- Incentivize accessory buildings/accessory dwelling units to incentivize density to existing neighborhoods without changing character
- Strong housing market will allow creation of additional residences with high-quality neighborhood design
- 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

Recommendations

- Update development codes and city programs to encourage new developments to provide a diversity of price ranges, including lower prices, through varied size and building type.
- Review development ordinances to identify constraints and barriers to providing affordable housing. Development regulations may prevent flexibility in construction, unit size, site design, or other elements that affect affordability.
- Conduct a citywide housing study to do the following:
 - Identify what kinds of residential developments or services are needed but missing or insufficient in the city (e.g. housing at certain price points, housing accessible for the elderly or disabled, housing that serves the arts community, rental housing, etc.) and provide direction on how to rectify those shortcomings;
 - Create a standard for what is considered “affordable” in Woodstock, and recommend a required amount of new development be affordable and set a target for affordability across the city; and
 - Define how affordable housing should be designed, as individual units and how they integrate into a broader development and the overall community.
- Partner with community groups and other stakeholders, as well as local, state, and federal partners to identify and pursue affordable housing opportunities.



Key Trends



Needs &
Opportunities



Recommendations



Policies



Short-Term Work
Program

Policies

Continue to Create and Sustain a Unique Community Identity and Structure

- All new development should contribute to an overall sense of community.
- Encourage 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.
- Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed use development

Promote a Spirit of Inclusiveness, Opportunity, and Choice

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

Land Use Patterns that Promote Connectivity

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

Developments Should Promote the City's Vision

- Focus development within the urban core and surrounding Urban Living Character Areas.
- Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- Promote a balance of residential and nonresidential development in village settings and mixed-use communities.
- Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.

Accommodate growth while creating a sustainable community and implementing the vision

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

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

- Look at new development proposals comprehensively: Benefit to the City overall, the character area; the neighborhood in which it will be located; existing and proposed adjacent land uses; the availability of infrastructure; and funding to provide services and a high quality of life.
- All new development and redevelopment should address the City's Vision.
- Achieve efficiency in maximizing beneficial growth while minimizing the burden on existing residents
- 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.



PLAN ELEMENTS HOUSING

Short-Term Work Program

Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Encourage the use of federal tax credits for development of moderate income housing	x	x	x	x	x	Staff Time	City	City	
Housing Study				x	x	Unknown	City	Planning	DDA



Key Trends



Needs &
Opportunities



Recommendations



Policies



Short-Term Work
Program

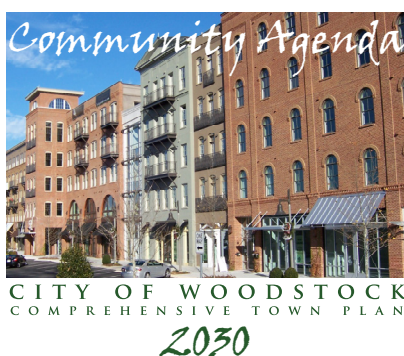
WOODSTOCK COMPREHENSIVE PLAN

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Land Use

Woodstock has completed a number of previous planning efforts which are actively shaping the way the city develops.



Comprehensive Plan (2008)

The city's previous Comprehensive Plan was adopted in 2008. A joint effort with Cherokee County, the plan included earlier iterations of the content included in this plan, including the policies and future development map that were used as a starting place to craft the policies and map included in this plan.

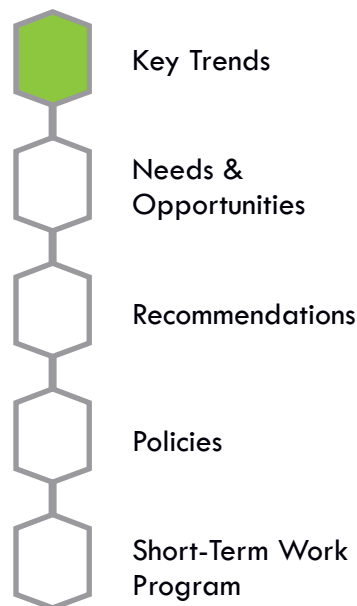
Town Center Livable Centers Initiative (LCI) (2013)

The Town Center LCI provides a more specific vision of land use and infrastructure investment in the Downtown Woodstock area and the areas immediately around it. The original LCI was completed in 2002, well before the major growth of Woodstock. Early recommendations included keeping stores open after 6pm in order to expand business downtown. Land use recommendations from the 2013 update to the LCI plan are shown in **Figure 25**.



Woodstock Highway 92 Corridor LCI Plan (2015)

Another key area considered for future growth is the Highway 92 corridor, which runs along the southern part of Woodstock. As a state route, the roadway is currently dominated by auto-centric uses and design. The Woodstock Highway 92 Corridor LCI investigated ways to make Highway 92 a more livable, walkable space with increased trails and parkspace, buffers between residential areas and areas of increased development density, and economic development tools. An overview of the study area is included in **Figure 26**.



WOODSTOCK COMPREHENSIVE PLAN

Figure 25 | 2013 Town Center LCI Recommendations

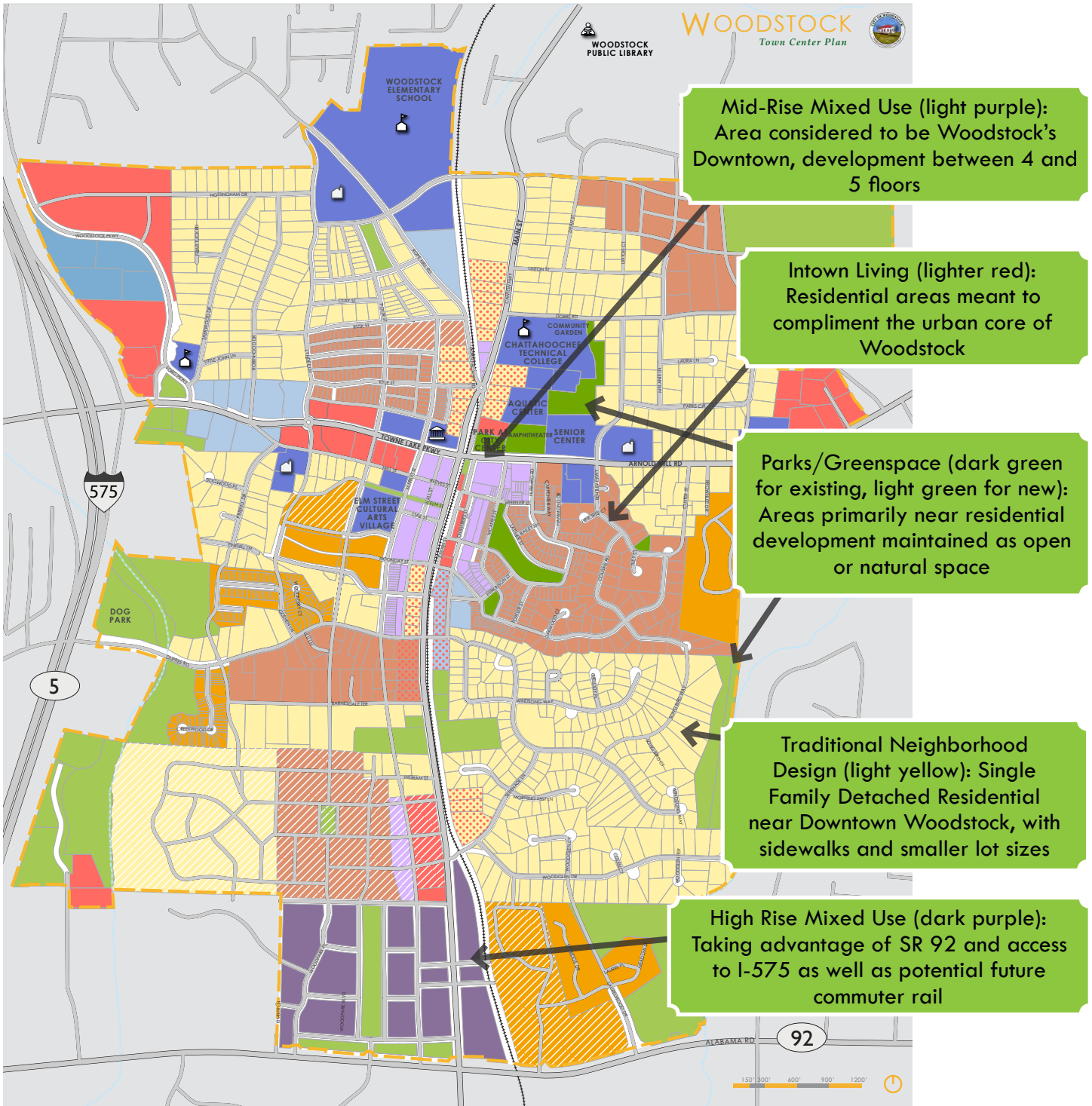
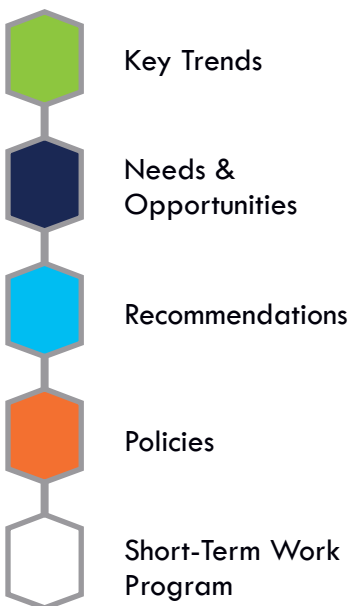
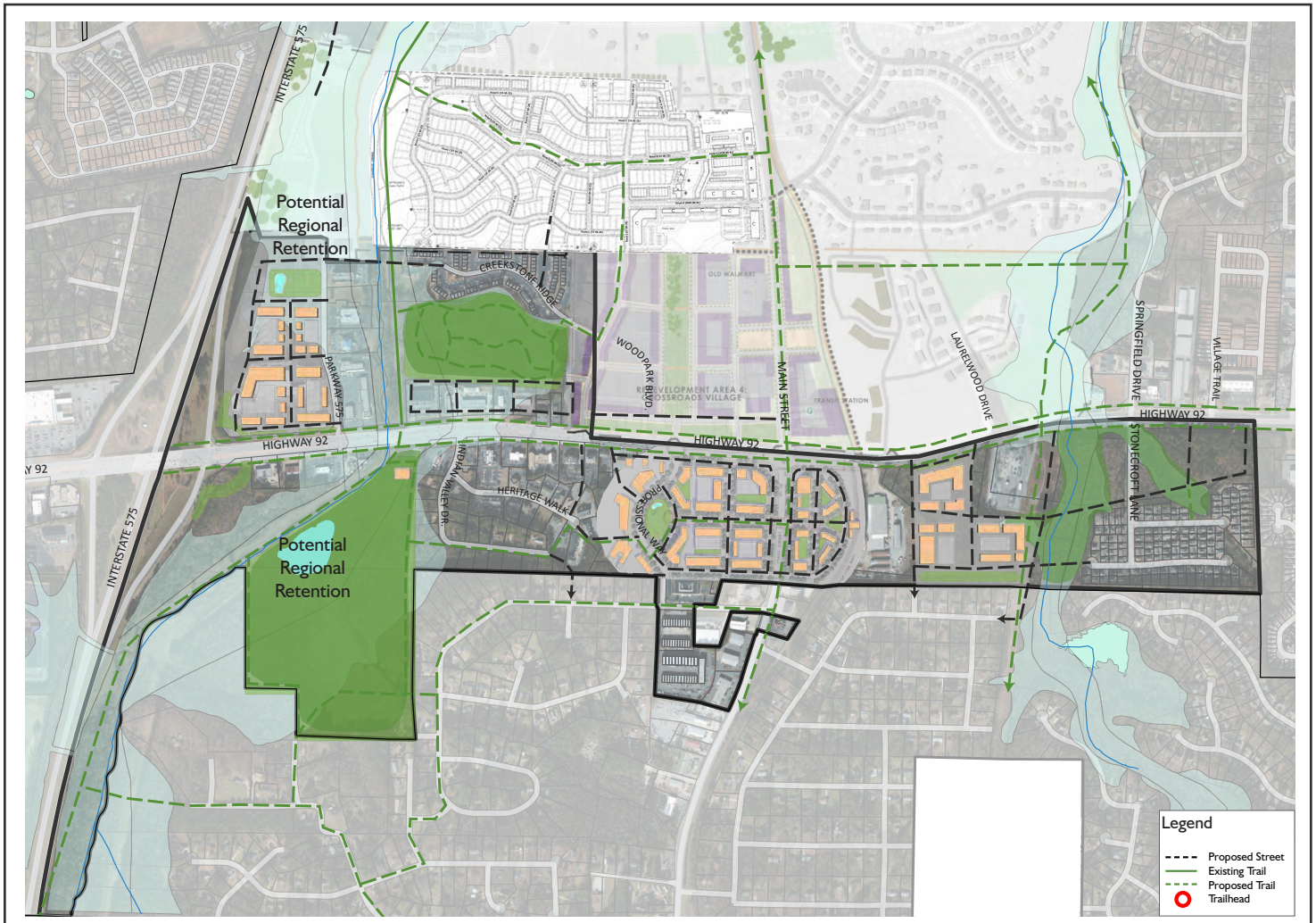


Figure 26 | 2015 Woodstock Highway 92 Corridor LCI Plan Study Area



Woodstock Highway 92 Corridor LCI Recommended Projects:

- Highway 92 Corridor Overlay District - Higher density along 92, multi-use trail development, residential transition buffers, complete streets guidelines
- Greenspace and Trails - Noonday Creek Trail improvements; Rubes Creek Trail improvements
- Main Street + Highway 92 Development Concept - Incremental higher-density development from 92/Main Street intersection along railway.
- Economic Development Strategies - TAD, CID, Business Association, Marketing/Branding

Needs & Opportunities

Needs

- Create opportunities for Class A office 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 historic development
- Encourage the preservation of historic structures and sites and structures identified by City Council as significant to the City
- Create more public realm in the downtown area, and enhance existing public space, including family-focused amenities
- Use Downtown Woodstock as a successful precedent/catalyst for far more walkable areas in Woodstock

Recommendations

- Partner with neighboring communities and seek state and federal funding assistance through ARC to study the interaction of regional travel on Highway 92 with more localized land use needs.
- Following Future Development Map included in next section of this plan, develop community centers at intersections of emerging transportation corridors.
- Study feasibility of focusing downtown expansion along Towne Lake Parkway between I-575 and Downtown to include Class A office opportunities at the interchange.
- Perform market study along SR 92 with a focus on how to encourage redevelopment, and specific types of redevelopment.
- Conduct visioning study along Ridgewalk Parkway to create a plan for vision, character, and use in the area.

Policies

Continue to Create and Sustain a Unique Community Identity and Structure

- All new development should contribute to an overall sense of community.
- Encourage 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.
- Ensure that retail and commercial development will support tax base
- Encourage rooftop gardens and restaurants, entertainment venues, education center, and mixed use development

Provide Increased Mobility

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

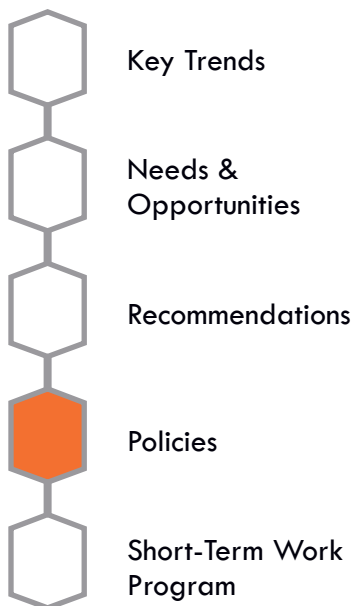


Promote a Spirit of Inclusiveness, Opportunity, and Choice

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

Land Use Patterns that Promote Connectivity

- Encourage mixed use and traditional development so that they reflect the character areas in the Future Development Map
- Create “walkable neighborhoods.”
- Neighborhoods should be within easy walking distance of such destination points as local-serving stores and offices, schools, parks or other civic uses.
- Promote development that is pedestrian-oriented, community-centered and minimizes vehicular trips.
- All projects should connect to existing and proposed adjacent uses through the use of easements, pedestrian connectivity or roadway connectivity as appropriate.
- Encourage mixed-use and a balance of residential and nonresidential uses to promote internal connectivity.



Developments Should Promote the City's Vision

- Community aesthetics, site and building design all add to the quality of life in Woodstock
- Focus development within the urban core and surrounding Urban Living Character Areas.
- Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- Promote a balance of residential and nonresidential development in village settings and mixed-use communities.
- The creation of civic buildings or public spaces should be part of each Character Area and incorporated into new development.
- Encourage new development to focus on the pedestrian.
- Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.
- 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.

There Needs to be a Balance Between the Built and Natural Environment

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

Accommodate growth while creating a sustainable community and implementing the vision

- Encourage neighborhoods serving retail and services in communities identified as appropriate through the Future Development Map
- Encourage new non-residential, mixed-use development in areas where designated appropriate through the Future Development Map
- Encourage office, commercial and light industrial employment opportunities in appropriate locations.
- Accommodate and promote the development of quality and appropriate housing to develop a strong workforce to help support and attract economic development opportunities

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

- 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
- Look at new development proposals comprehensively: Benefit to the City overall, the character area; the neighborhood in which it will be located; existing and proposed adjacent land uses; the availability of infrastructure; and funding to provide services and a high quality of life.
- All new development and redevelopment should address the City's Vision.
- Protect the capacity of major thoroughfares through redevelopment and connectivity techniques
- Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly in the areas of circulation, access, connectivity and linkages.
- Achieve efficiency in maximizing beneficial growth while minimizing the burden on existing residents
- 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.



PLAN ELEMENTS LAND USE

Short-Term Work Program

Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Review Development Codes to ensure consistency with Comprehensive Plan and Character Area implementation measures	x	x	x	x	x	Staff Time	City	Planning	
Review Plan yearly during the budget/STWP update in terms of actual population, map amendments and actual development	x	x	x	x	x	Staff Time	City	Planning	
Continue to update annually the 5-Year Capital Improvements Plan and STWP	x	x	x	x	x	Staff Time	City	Planning	
Revise State Route 92 Corridor standards and regulations	x	x				Staff Time	City	Planning	
Conduct annual review of FDM, rezoning and capital projects for plan & map adjustments	x	x	x	x	x	Staff Time	City	Planning	
Send a summary of all minor amendments annually to the ARC	x	x	x	x	x	Staff Time	City	Planning	ARC



Key Trends

Needs & Opportunities

Recommendations

Policies

Short-Term Work Program

WOODSTOCK COMPREHENSIVE PLAN

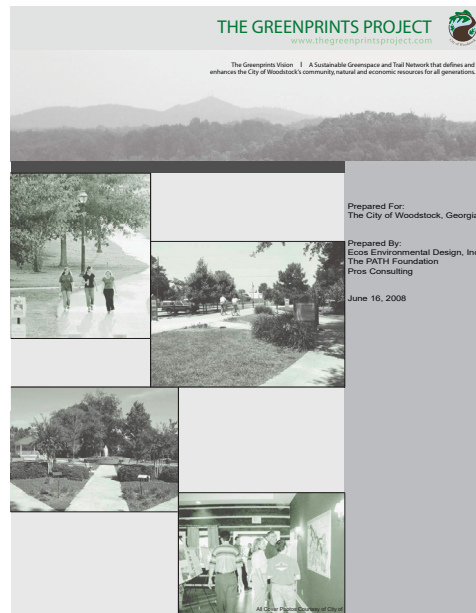
Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Develop and codify citywide Design Guidelines to include, gateway features, streetscapes, street furniture, lighting and other public amenities.	x					Staff Time	City	Planning	Public Works/ Economic Development
Develop a public art program and masterplan			x	x	x	Staff Time	City	Planning	Economic Development
Design and adopt a new utility location cross section for specific areas of the city in coordination with utility providers	x	x	x			Staff Time	City	Planning	Public Works, Utility Providers
Create a Future Development Map update committee (exec. Dir. Of DDA, chair of DDA, Mayor, one Council member (PC liaison), one PC member, planning staff) and update the FDM every two years	X	x				Staff Time	City	Planning	
Create a small area plan for Ridgewalk Parkway, including code rewrite recommendations	x	x				Unknown/ Staff Time	City	Planning	

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 27**.

Trail Network and The Greenprints Project

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.



Needs & Opportunities



Key Trends

Needs & Opportunities

Recommendations

Policies

Short-Term Work Program

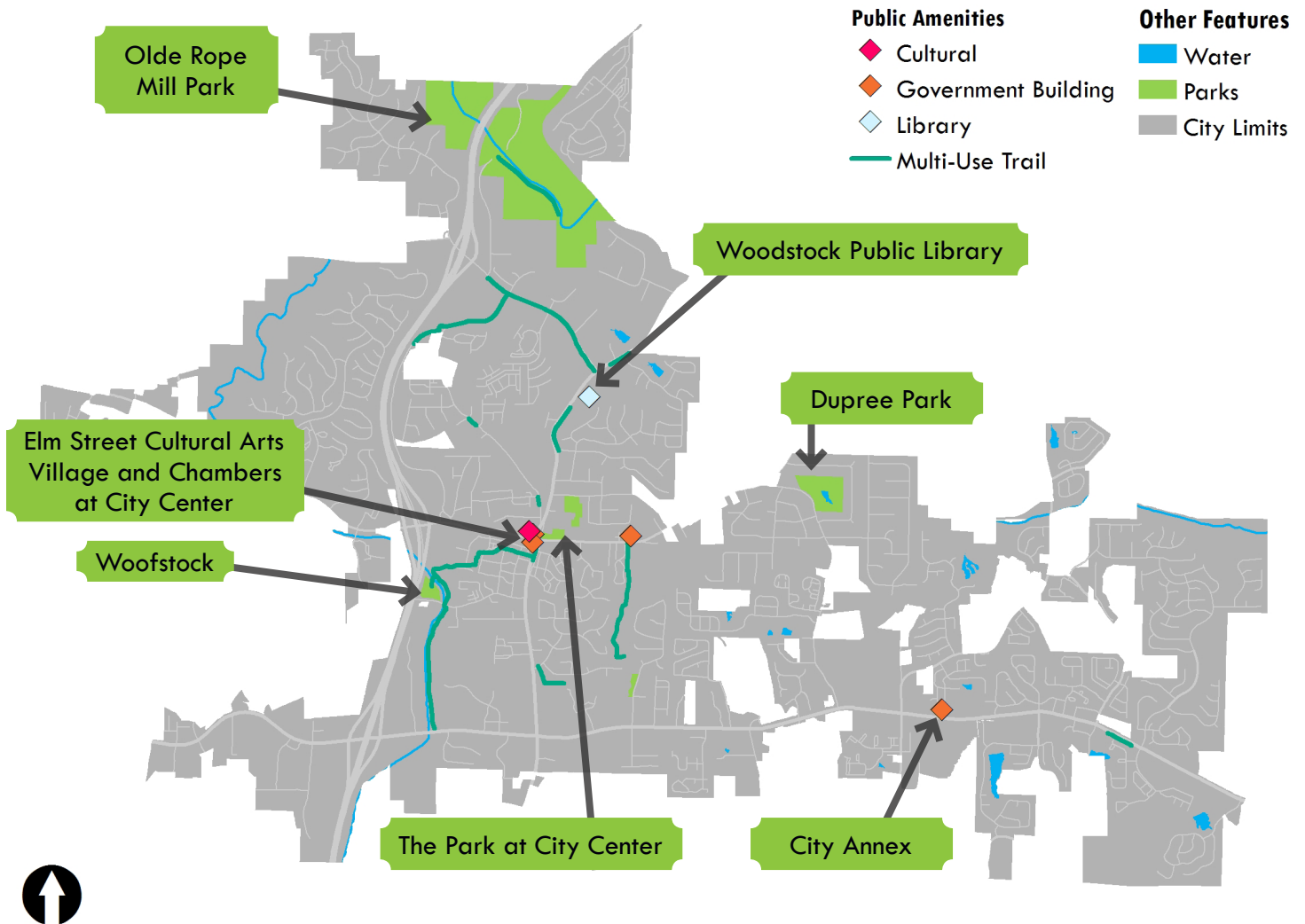
Needs

- Increase access to outdoor recreation as natural spaces become developed
- Add family-centered recreation opportunities downtown
- Expand trail system
- 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
- Establish arts council

Figure 27 | Existing Parks and Other Public Facilities in Woodstock



Recommendations

- Explore options to fund and build Greenprints Trail System.
- Within higher density character areas, develop an appropriate ratio of building density to greenspace and promote the use of pocket parks and public spaces in these communities based on these ratios.
- Work with Cherokee County and Army Corps of Engineers to better understand potential of greenspace along Allatoona and Little Rivers to citizens through integrated trail and parks plan on the east side of Lake Allatoona.
- Partner with DDA to identify locations and potential partners, and fund construction for downtown playground and public restrooms.
- Construct additional community gardens



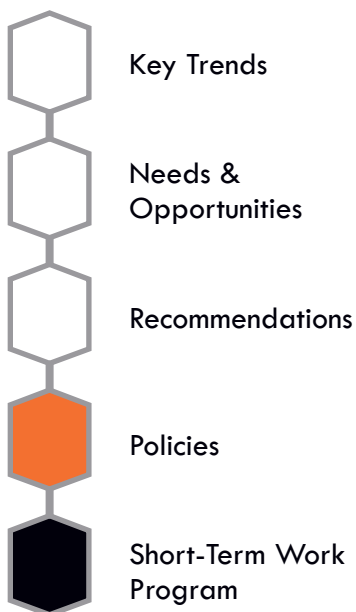
Policies

Developments Should Promote the City's Vision

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

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

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



Short-Term Work Program

Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Construct identified multi-use trails and finalize ROW purchases	x	x	x	x	x	\$4,000,000	City/ Cherokee County	City	Greenprints, Cherokee Co.
Four Playgrounds at Trailheads, locations TBD	x	x	x	x	x	\$200,000	98.5% Impact Fees, General Fund	City	
Six (6) Pavilions/Shelters at Trailheads, locations TBD	x	x	x	x	x	\$300,000	98.5% Impact Fees, General Fund	City	
Little River Park Infrastructure Facilities and Trail Head	x	x				\$500,000	City	City	Greenprints Alliance
Little River Park Trails			x	x		\$1,000,000	General Fund, Impact Fees	City	Greenprints Alliance
Complete construction of Woodstock's second dog park		x				\$250,000	General Fund	City	
Complete design study of Little River Park	x	x				Unknown	City	City	
Complete engineering and design for Noonday Creek Trail Connector to Cobb County's trail system	x	x				Incl. with construction costs	TIP	City	Cherokee County, Cobb County
Construct Noonday Creek Trail Connector					x	\$2,800,000	TIP	City	Cherokee County, Cobb County
Construct amphitheater concession and restroom facility			x			\$750,000	City	Parks & Rec	
Dedicate a fund to the yearly purchase and acquisition of greenspace	x	x	x	x	x	Unknown	City Impact Fees	City	Greenprints Alliance



Public Relations & Communication

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

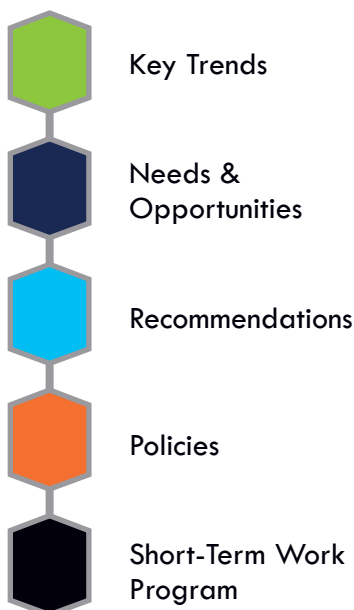
- Improve engagement between City government and residents to increase participation
- Improved dissemination of information
- More consistent social media presence across City departments
- Focus on excellent and open communication to encourage civic engagement

Opportunities

- Improve engagement between City government and residents to increase participation
- Enhance communication between City departments
- Streamline dissemination of information to the public

Recommendations

- Reduce the number of social media accounts for individual departments and disseminate information via a single, consolidated account for each social media platform.
- Establish a professional brand for the Town Hall newsletter and all City communications.
- Work to increase number of Facebook followers.
- Establish contacts in under-engaged populations to increase information distribution and encourage opportunities for increased engagement between city staff and public.
- Determine most significant barriers to public participation and identify strategies to reduce these barriers and increase engagement. Measure attendance and comments at city meetings to understand engagement levels and changes.



Policies

Promote a spirit of inclusiveness, opportunity, and choice

- Promote unique aspects of Woodstock in order to promote inclusivity

Developments should promote the City's vision

- Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- Promote a balance of residential and nonresidential development in mixed-use communities at various scales.

Short-Term Work Program

Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Establish an Intranet to increase internal communication		x	x			Unknown	City	PIO	
Utilize social media platforms to educate residents and increase engagement	x	x	x	x	x	Staff time	City	PIO	
Create new methods to communicate information		x		x		Staff time	City	PIO	
Provide a presence at all major city-sponsored events	x	x	x	x	x	Staff time	City	City	DDA/CVB



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.



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 E**.

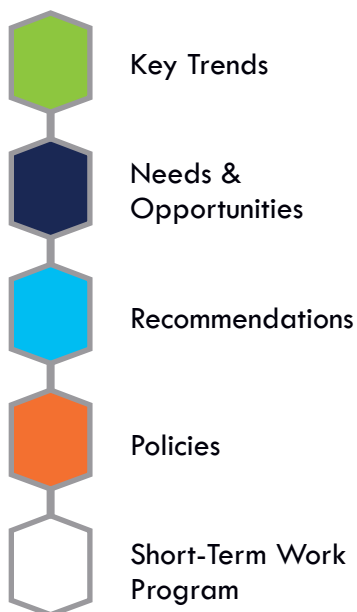
Needs & Opportunities

Needs

- Take steps to preserve existing natural spaces within the city
- Incentivize preservation of existing, worthy buildings within the city
- Continued promotion of sustainability awareness among citizens and employees
- Reduce dependence on the automobile and fossil fuels

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



Recommendations

- Create a citywide sustainability plan.
- Adopt 2015 IECC energy codes for all new construction.
- Establish a greenhouse gas emissions reduction target for City operations, including multiple interim goals.
- Attain the platinum level for Atlanta Regional Commission's Green Communities Program.
- Investigate a tree ordinance to help preserve and enhance existing tree canopy.

Policies

Continue to create and sustain a unique community identity and structure

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

Provide increased mobility

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

Land use patterns that promote connectivity

- Promote development that is pedestrian-oriented, community-centered and minimizes vehicular trips.

Developments should promote the City's vision

- Community aesthetics, site and building design all add to the quality of life in Woodstock
- Focus development within the urban core and surrounding Urban Living Character Areas.
- Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- 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.

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

- Ensure that development proposals are environmentally responsible.
- Support green architecture and green infrastructure.
- Encourage and incentivize environmentally friendly construction and developments through incentives for Earthcrafts and LEED certifications.
- Encourage the provision of rainwater harvesting areas and xeriscaping to promote water conservation.
- Implement a land use plan that promotes an urban area in order to conserve sensitive and/or undeveloped land

Accommodate growth while creating a sustainable community and implementing the vision

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

Create a wide range of economic development initiatives

- Encourage new non-residential development to be mixed use in nature in parts of the community identified as appropriate through the Future Development Map
- Encourage and promote clean, high tech industrial development that strengthens the economic base of the community and minimizes air and water pollution.



PLAN ELEMENTS SUSTAINABILITY

Short-Term Work Program

Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Incentivize or require businesses to recycle or at least be offered the option to have recycling		x	x	x	x	Staff time	City	City	Chamber of Commerce Going Green Committee
Recycling program in the Downtown District		x				Staff time	City	City	Main Street/ DDA
Ensure proper management of recycling for trails and offer recycling for Downtown public street trashcans	x	x	x	x	x	Staff time	City	Public Works	



Key Trends



Needs &
Opportunities



Recommendations



Policies



Short-Term Work
Program

WOODSTOCK COMPREHENSIVE PLAN

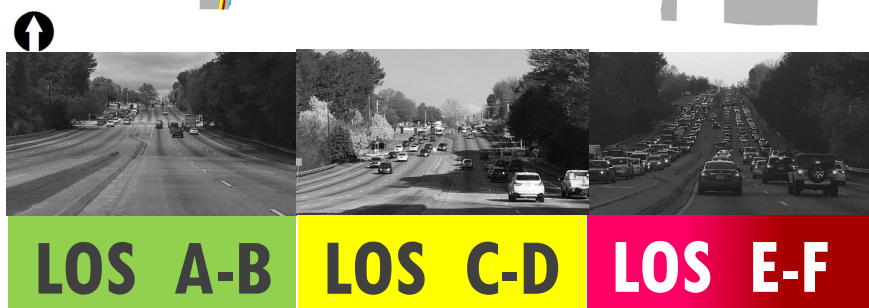
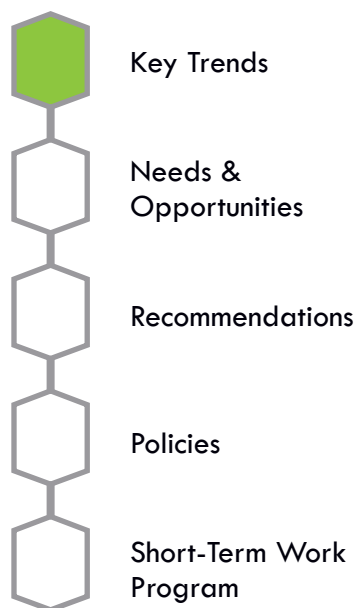
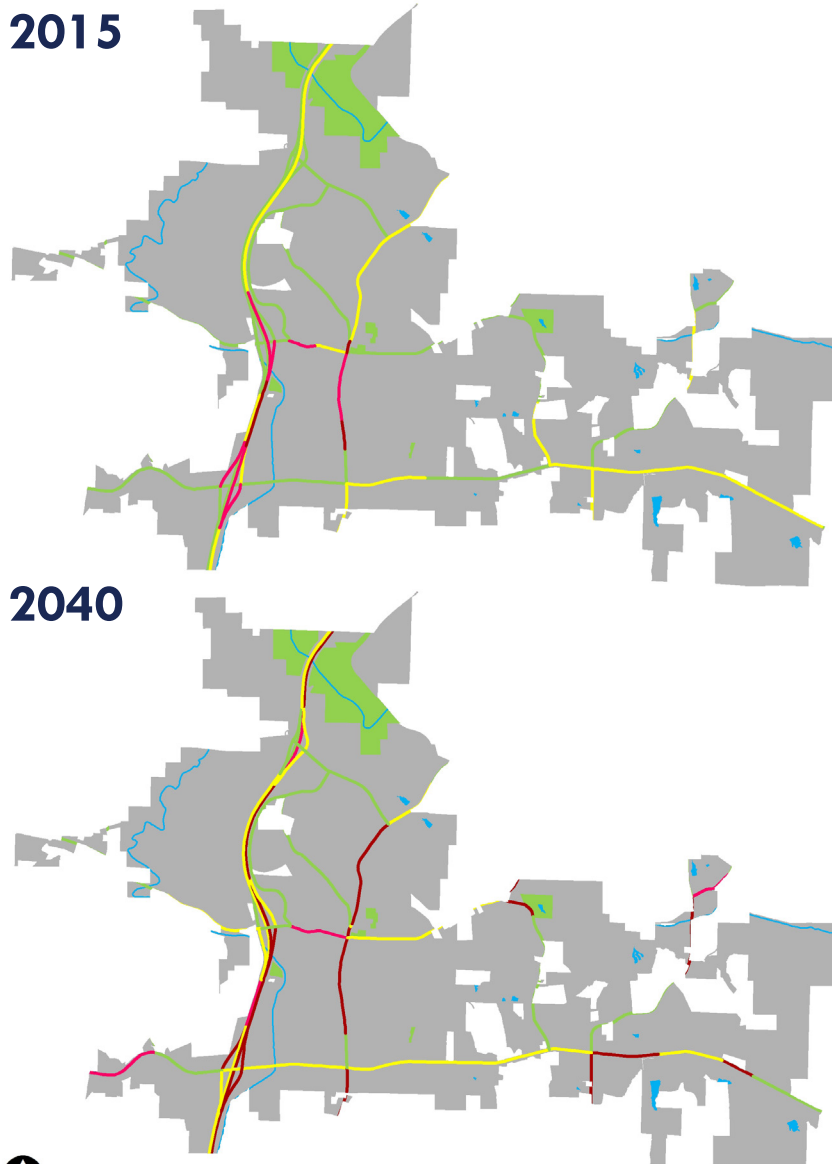
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Transportation

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 6 shows the city's street network represented in terms of vehicular level of service, a metric that illustrates the capacity of a road network relative to the activity it experiences, for both 2015 (existing) and 2040. 2040 level of service projections are obtained from the Atlanta Regional Commission's Activity Based model and include all transportation improvements that have committed regional funding. As the 2040 projections show in **Figure 28**, 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 SR 92 corridors.

Figure 28 | Travel Demand Model Level of Service (LOS) in Woodstock



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 29** shows the home locations of Woodstock employees, and **Figure 30** 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 GA 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.

Figure 29 | Home Locations of Woodstock Workers (2015)

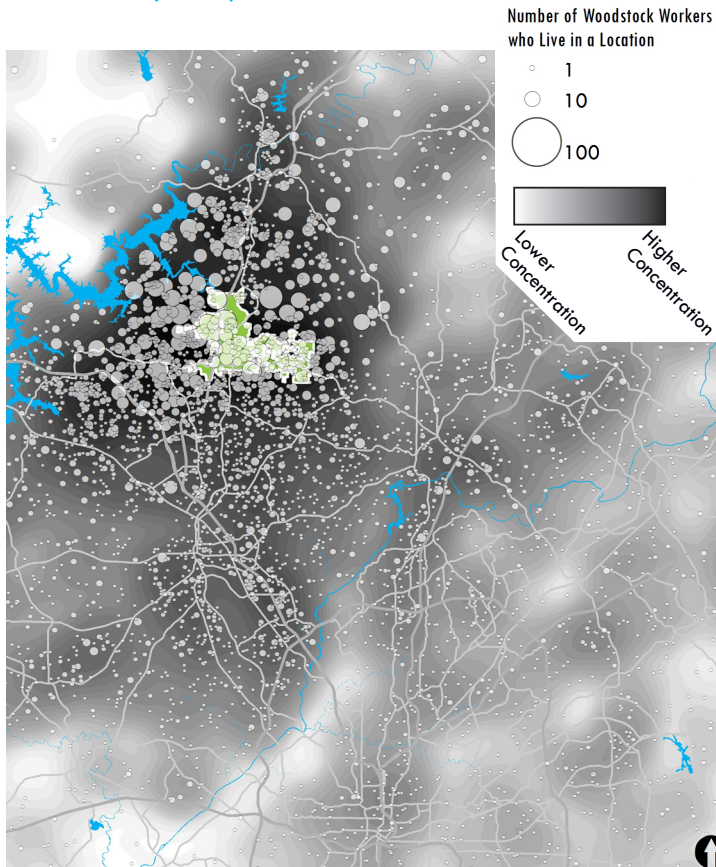
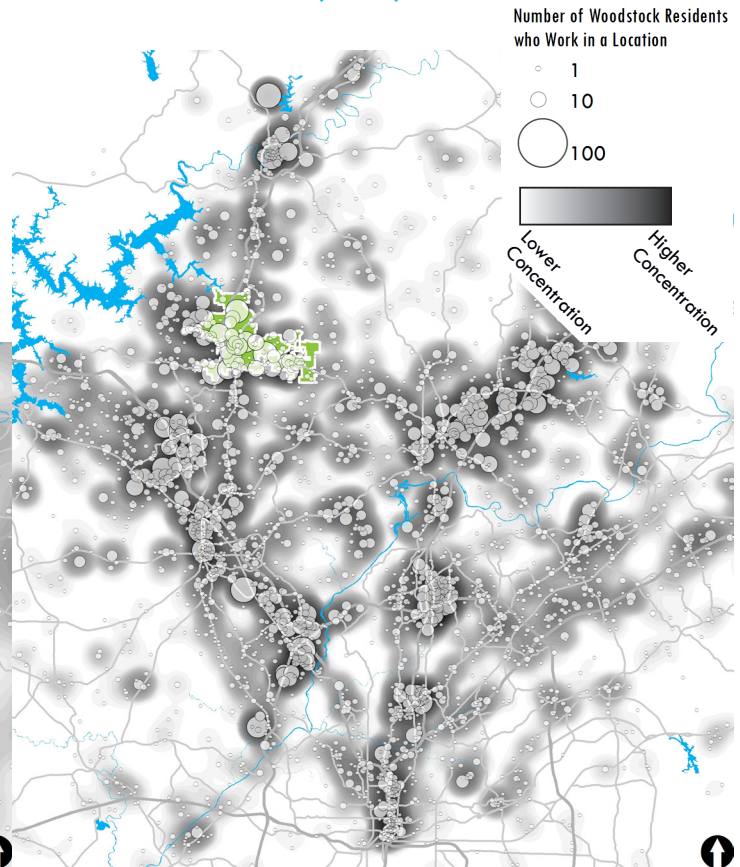


Figure 30 | Work Locations of Woodstock Residents who Work (2015)



Regional Transportation Plan

The Atlanta Regional Commission (ARC) creates and maintains a Regional Transportation Plan (RTP) for the metropolitan Atlanta region, including Woodstock. Currently, the RTP includes the following four projects in or near Woodstock.

Northwest Corridor Managed Lanes

The Georgia Department of Transportation (GDOT) is currently constructing a new system of managed lanes along I-75 and I-575 northwest of Atlanta (RTP ID AR-ML-930). These lanes will extend from I-285 northward to Hickory Grove Road on I-75 and to Sixes Road on I-575. This project includes two lanes along I-75 between I-285 and I-575, and one lane each on I-75 and I-575 north of the split. Along I-575, the project will include slip ramp access to the southbound direction south of Sixes Road (north of Woodstock), and south of Shallowford Road (south of



PLAN ELEMENTS TRANSPORTATION

Woodstock) with additional access from the northbound direction north of Shallowford Road and south of Sixes Road. In addition to providing additional vehicular capacity, these managed lanes will likely be used to enhance existing regional bus service currently provided by Cherokee Area Transportation System (CATS) and the Georgia Regional Transportation Authority (GRTA). These lanes may make additional regional bus service in the area more feasible and appealing.

Arnold Mill Road Extension/Connector

Northeast of Downtown Woodstock, a 2-lane new alignment is planned (RTP ID CH-167) that would connect the intersection of Main Street at Ridgewalk Parkway to Arnold Mill Road at Neese Road, along an alignment similar to what is shown in **Figure 31**. With this connection in place, traffic could use Neese Road and Ridgewalk Parkway to travel from SR 92 to I-575 without passing through Downtown Woodstock, providing relief for Main Street, and creating a better-connected roadway network with more alternatives for trips between the major regional facilities.

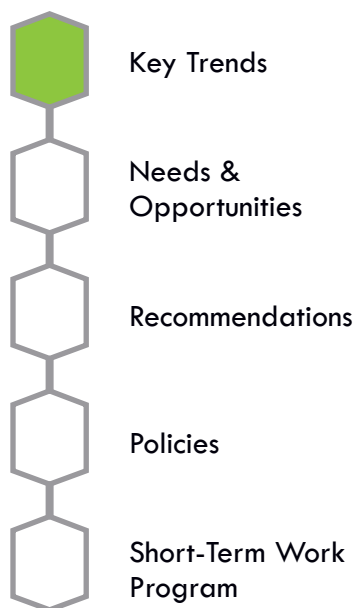
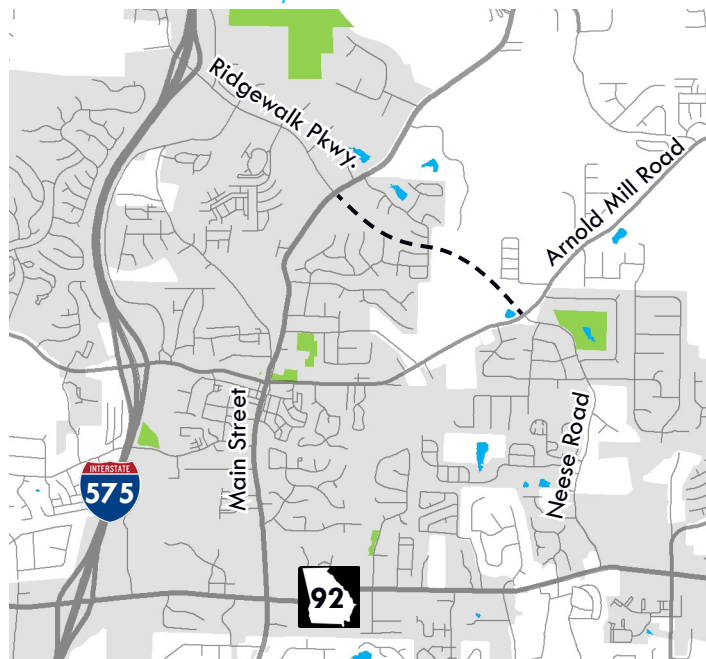
Canton Road Pedestrian Facilities

Immediately south of Woodstock, between the city limits and the Cherokee/Cobb County line, sidewalk facilities are planned (RTP ID: CH-227) on Canton Road. This sidewalk is planned as part of a Last Mile Connectivity program to improve pedestrian conditions for people walking to the commercial areas at SR 92 as well as students walking to school bus stops along the road.

Noonday Creek Trail Extension

Currently, Noonday Creek connects Downtown Woodstock with Woodstock park and south to SR 92. A planned project (RTP ID CH-240) would extend the trail further south to Noonday Creek Park in Cobb County, on Shallowford Road. 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.

Figure 31 | Planned Alignment of Arnold Mill Road Extension/Connector

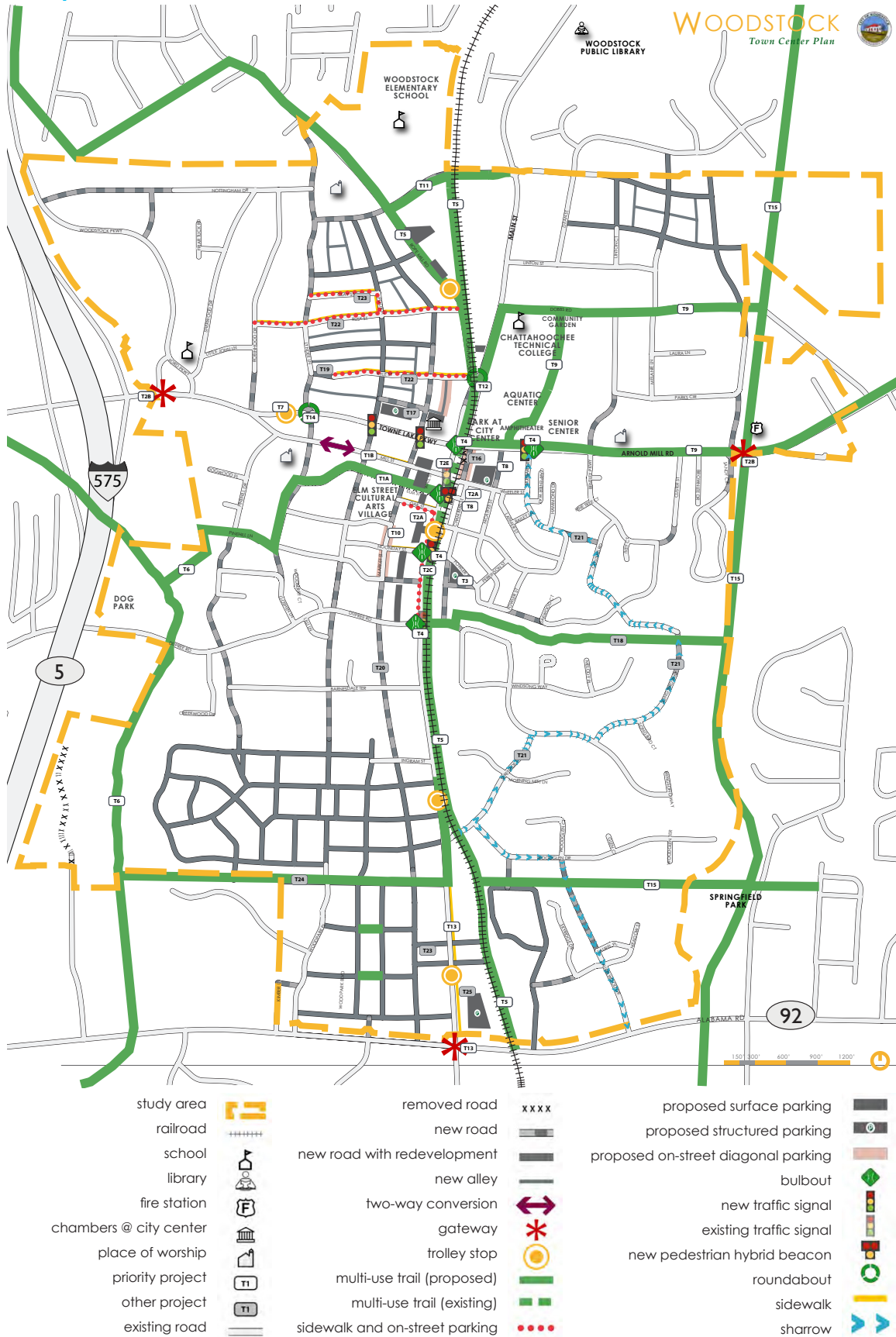


Town Center LCI Transportation Recommendations

Additionally, other previous planning efforts have included recommendations related to transportation. Notably, the Town Center LCI (2013) included a substantial transportation element. Among the many recommendations, shown in **Figure 32**, are a series of connected streets that create redundancies in the street network, and lay the foundation of a robust street grid. The plan includes new streets parallel to Main Street between SR 92 and Towne Lake Parkway, and extending north of Towne Lake Parkway, in addition to east-west roads throughout the area. This street network would be created through both direct purchase and construction as well as substantial portions built as part of redevelopment in the area.

WOODSTOCK COMPREHENSIVE PLAN

Figure 32 | Transportation Plan from Town Center LCI Plan 92013)





PLAN ELEMENTS TRANSPORTATION

Needs & Opportunities

Needs

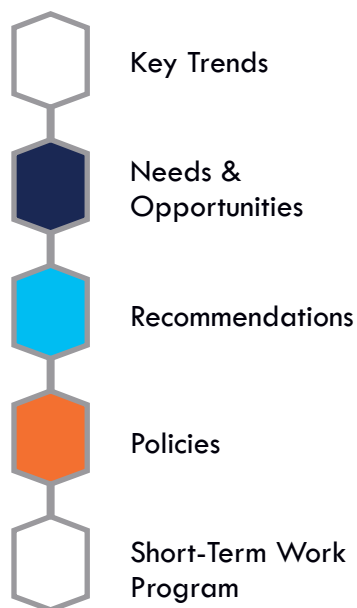
- Address regional roadways to provide for efficient traffic flow in and out of Woodstock
- Continue to add interconnected roadways to create a robust transportation system throughout the City, especially in and around Downtown
- Coordinate with state and regional partners to establish and advance transit service connecting the city of Woodstock with the broader region
- Increase public awareness of Woodstock Trolley and increase service
- Investigate effective ways to incorporate Personal Transportation Vehicles (PTVs) such as golf carts into the city's existing transportation network
- Continue to assess traffic patterns and address demands accordingly

Opportunities

- Use 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

Recommendations

- Identify character areas that are most supportive of active transportation modes and develop policies and development regulations to prioritize mode shifts within these areas.
- Partner with neighboring communities and seek state and federal funding assistance through ARC to study the interaction of regional travel on SR 92 with more localized land use needs.
- Work with Communications Department to promote availability of existing parking in Downtown area.
- Ensure that citywide bicycle and pedestrian initiatives align with updated Greenprints Plan.
- Investigate adaptive traffic control within Woodstock through coordination with Cherokee County.
- Develop a plan to fund the purchase of property for and construction of grid streets as identified in the Town Center LCI.
- Work with GRTA and Cherokee County to promote and expand existing bus services, especially in conjunction with the opening of the Northwest Corridor managed lanes.



- 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

Policies

Provide increased mobility

- 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
- A variety of thoroughfares should be designed to be equitable to the pedestrian, bicycle and automobile.
- Streets in residential, mixed-use, and other urban areas should be designed for lower speeds to encourage urban life and community interaction.
- Public facilities and infrastructure should be able to support new development and redevelopment efforts, particularly with respect to circulation, access and linkages.
- Establish a transportation network that will enable the safest and most efficient movement of people and goods.

Promote a spirit of inclusiveness, opportunity, and choice

- Ensure that land development is predictable, fair and cost effective.
- As employment opportunities diversify in and around Woodstock, ensure adequate amounts, types and densities of housing needed to support desired commercial and industrial growth.

Land use patterns that promote connectivity

- Improve traffic flow in and around the downtown area and overall citywide connectivity.
- Create “walkable neighborhoods.”
- Neighborhoods should be within easy walking distance of such destination points as local-serving stores and offices, schools, parks or other civic uses.
- Promote development that is pedestrian-oriented, community-centered and minimizes vehicular trips.
- All projects should connect to existing and proposed adjacent uses through the use of easements, pedestrian connectivity or roadway connectivity as appropriate.
- Encourage mixed-use and a balance of residential and nonresidential uses to promote internal connectivity.

Developments should promote the City’s vision

- Focus development within the urban core and surrounding Urban Living Character Areas.
- Promote the unique aspects of Woodstock in order to overcome past negative perceptions, or a feeling that Woodstock is just another suburb.
- Encourage new development to focus on the pedestrian.
- Ensure that new development proposals complement Woodstock's existing architectural style and scale of development.
- 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.



PLAN ELEMENTS TRANSPORTATION

Short-Term Work Program

Project Description	2018	2019	2020	2021	2022	Estimated Total Cost	Funding Source	Project Lead	Partners/ Support
Trickum Road widening - Arnold Mill to County Line	x	x	x	x	x	\$7,550,000	SPLOST	City	GDOT
Towne Lake Parkway (road widening – Sherwood to Neese Rd)	x	x	x	x	x	\$10,000,000	SPLOST	City	GDOT
Downtown Grid (new roads, extensions and connections)	x	x	x	x	x	\$5,000,000	SPLOST	City	Developers
Arnold Mill Extension/Bypass (north end of Neese to Main St)	x	x	x	x	x	\$25,800,000	SPLOST	City	ACOE, Cherokee Cty
Neese Rd. widening	x	x	x	x	x	\$5,200,000	SPLOST	City	Cherokee Cty
South Main Street Streetscape	x	x				\$725,000	Woodstock/ TE Grant	City, GDOT	GDOT
Update and continue implementation of transportation master plan	x	x	x	x	x	Unknown	City	City	Cherokee County
Update Woodstock LCI, including thorough evaluation of impacts from transportation improvements in previous LCIs.	x	x				Unknown	City/ARC	Planning	ARC



Recommendations

Policies

Short-Term Work Program

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CHARACTER AREAS



Overview

As part of the comprehensive planning process, the Future Development Map (FDM) for the City of Woodstock was updated. **Figure 33** shows the city's new FDM. This map was created based on the FDM from the previous comprehensive plan (2008), with changes based on input from the community, stakeholders, and city staff.

The FDM is composed of 9 character areas organized into 5 categories. A brief description of each follows category and area follows, with more in-depth explanations of each in this chapter:

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

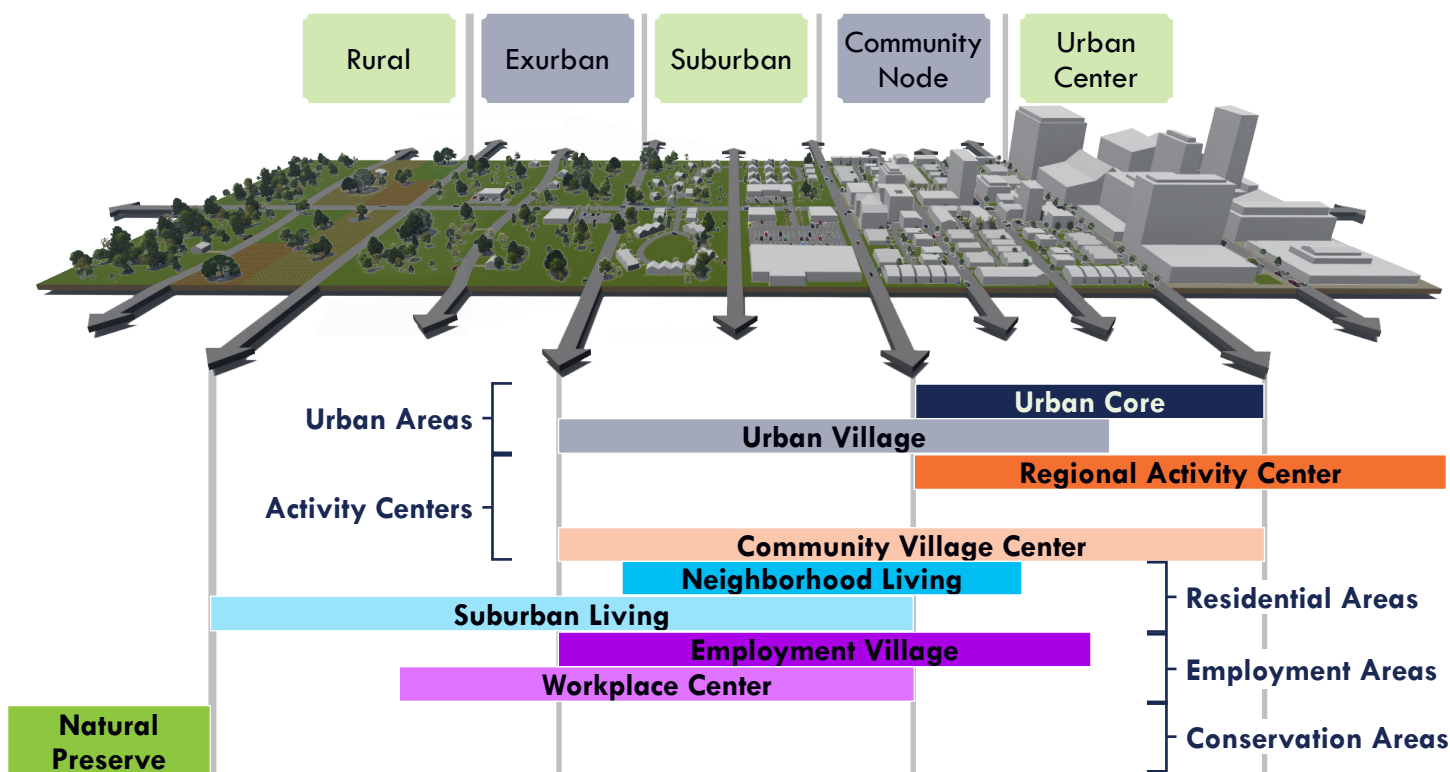
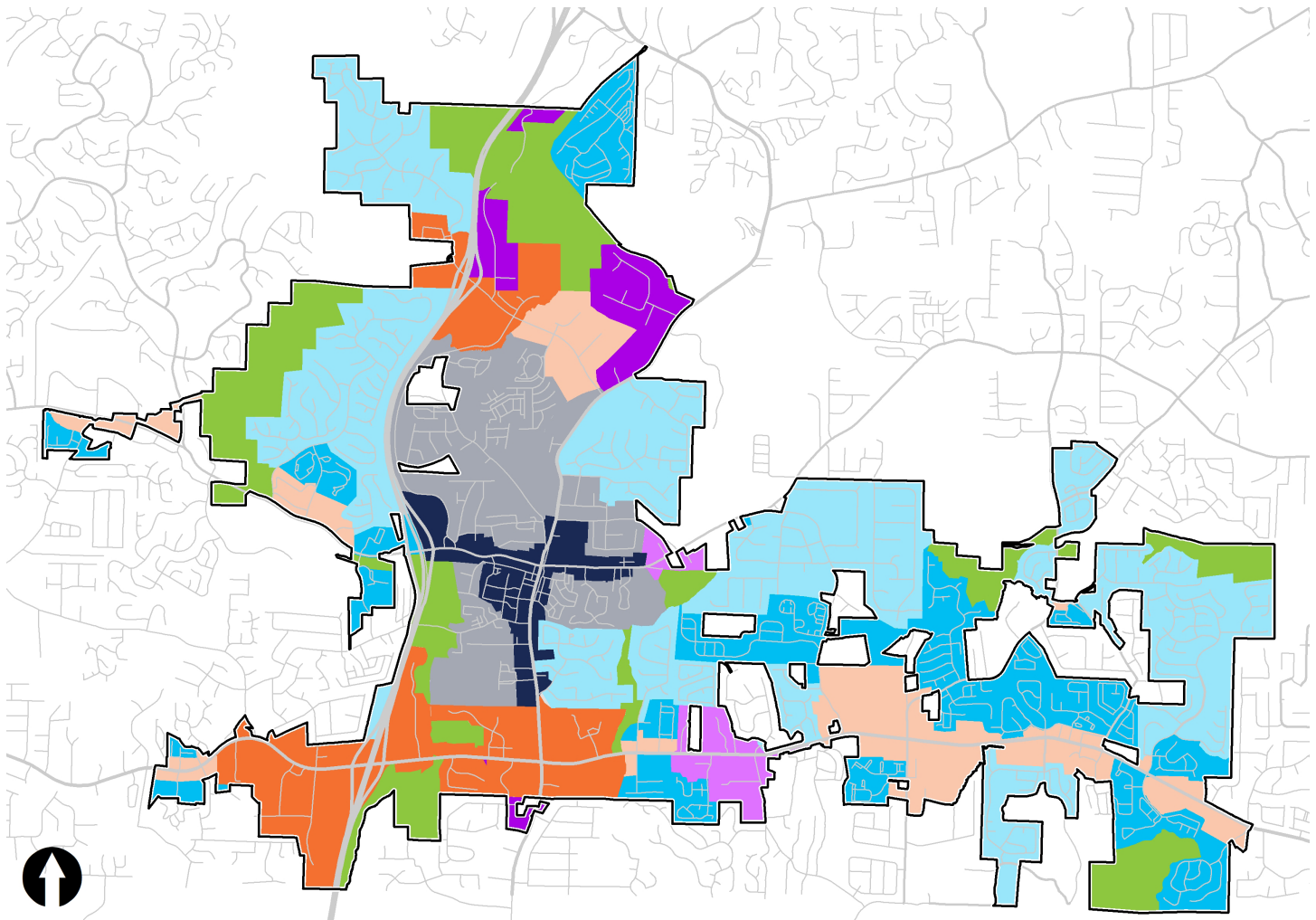


Figure 33 | Future Development Map



Urban Areas

- Urban Core
- Urban Village

Activity Centers

- Regional Activity Center
- Community Village Center

Employment Areas

- Workplace Center
- Employment Village

Residential Areas

- Neighborhood Living
- Suburban Living

Conservation Areas

- Natural Preserve



CHARACTER AREAS OVERVIEW

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.

- **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.

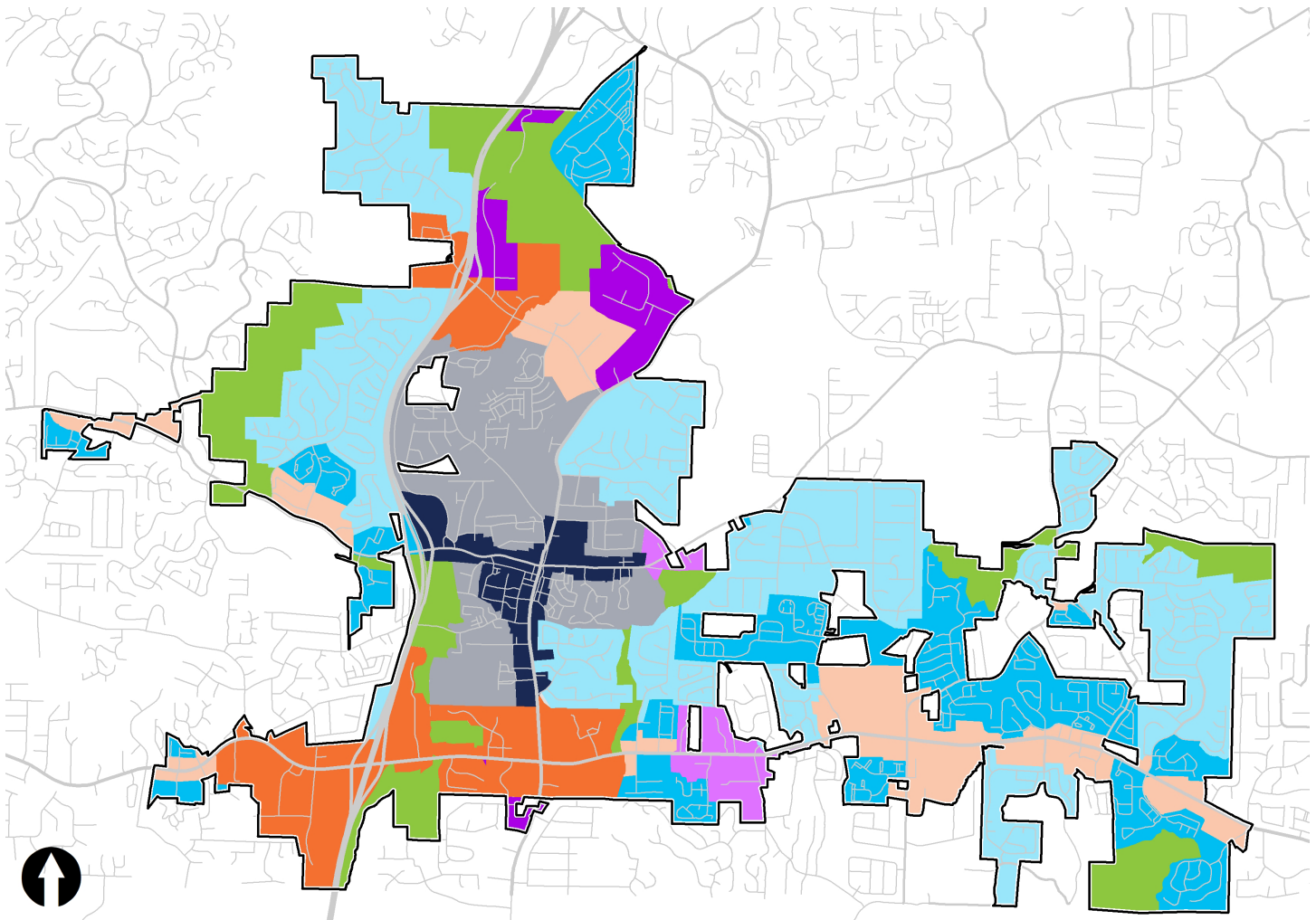
Conservation Areas/Natural Preserve - These areas provide recreational amenities, ecological conservation, and economic benefits to the City by providing a respite from urban life, maintaining areas of wildlife habitat, and serving as an amenity to residents and businesses.

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. **Figure 34** shows how each of Cherokee County’s character areas should be converted to Woodstock’s during an annexation.

Figure 34 | 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



Urban Areas

- Urban Core
- Urban Village

Activity Centers

- Regional Activity Center
- Community Village Center

Employment Areas

- Workplace Center
- Employment Village

Residential Areas

- Neighborhood Living
- Suburban Living

Conservation Areas

- Natural Preserve



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

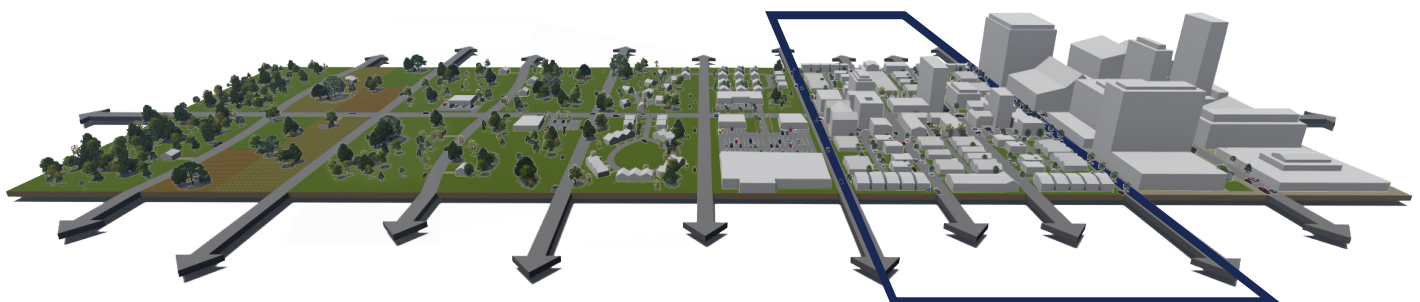
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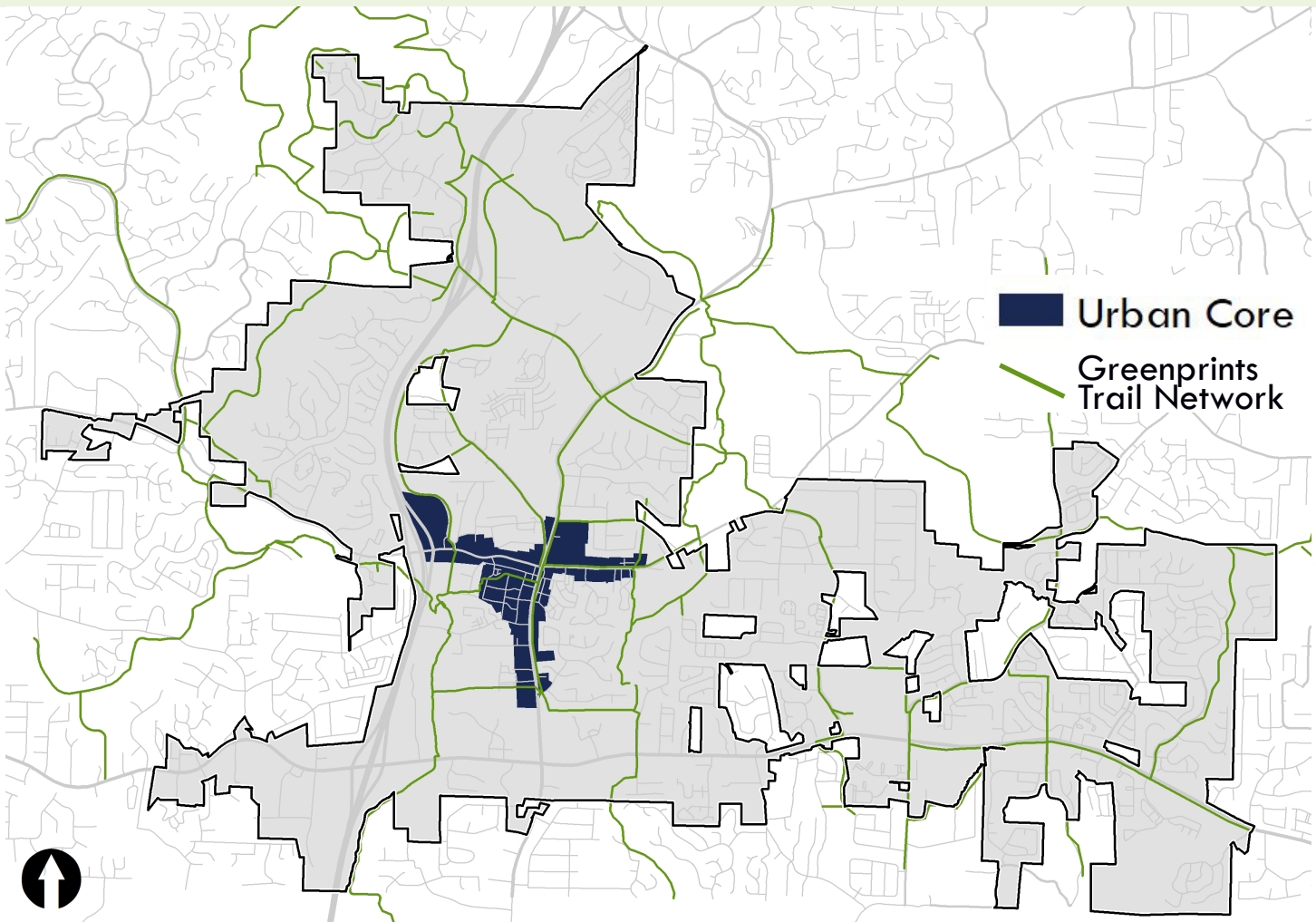
Full Urban Facilities and Services

Mixed Use/Urban Streets

Internal Pedestrian Ways

Civic Spaces, including Plazas, Squares, and Greens





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.

The historic urban core of Woodstock is a true live, work, shop, and play environment... with new commercial and residential developments alongside historic buildings.



CHARACTER AREAS URBAN CORE

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 side-walk-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

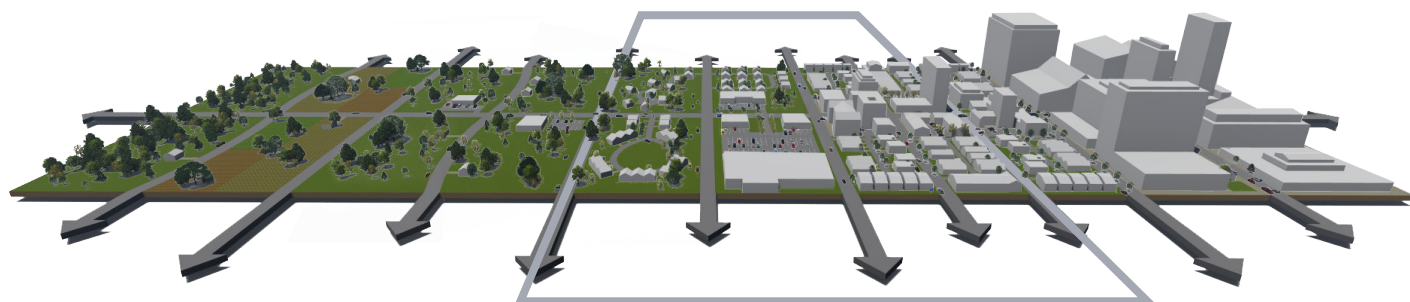
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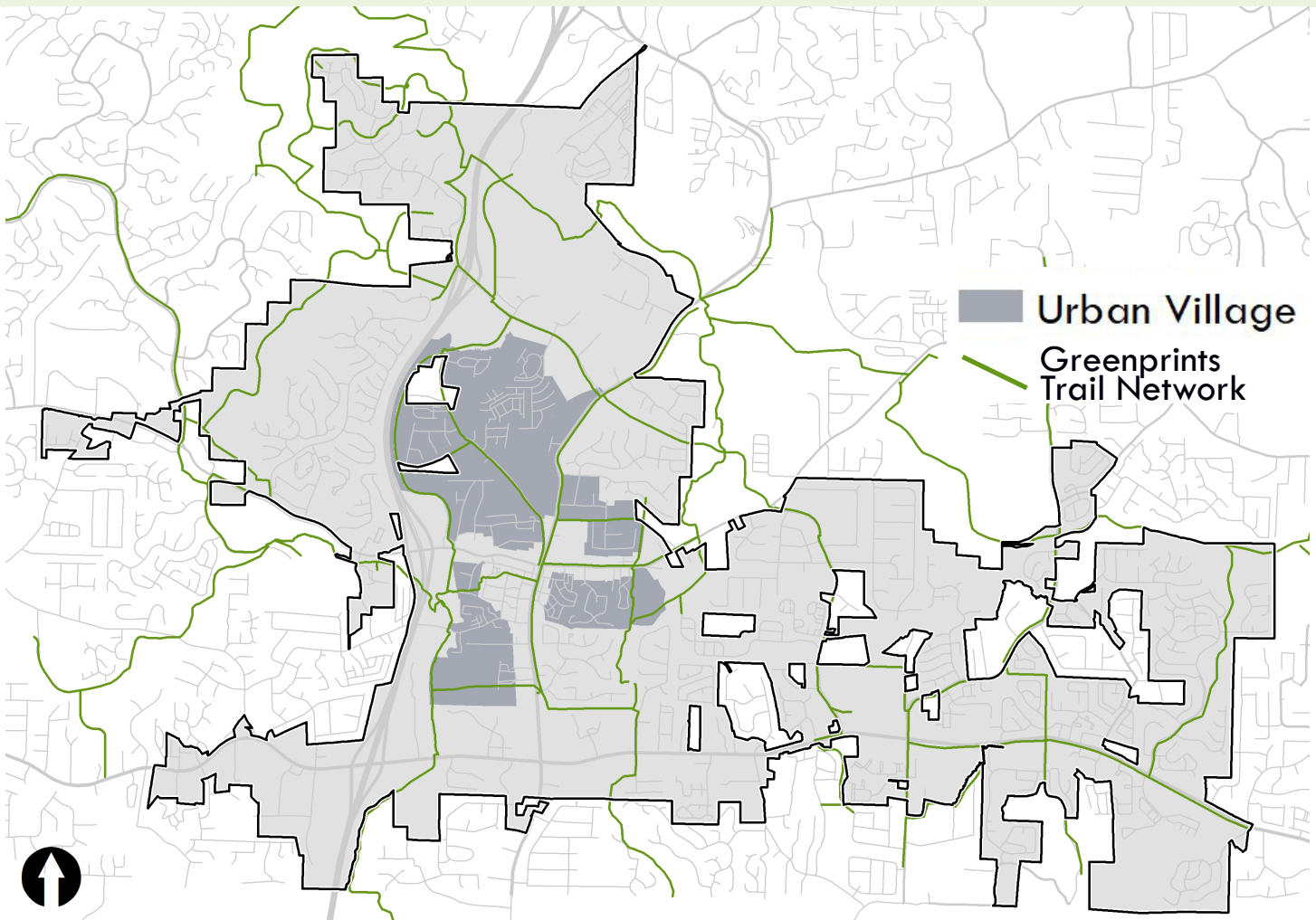
Full Urban Facilities and Services

Mixed Use/Urban Streets

Internal Pedestrian Ways

Civic Spaces, including Plazas, Squares, and Greens





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 pedestriansheds (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.

The Urban Village presents an “in-town city neighborhood” environment, providing a transition between the core and lower-intensity residential areas



CHARACTER AREAS URBAN VILLAGE

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 life styles 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.

WOODSTOCK COMPREHENSIVE PLAN



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

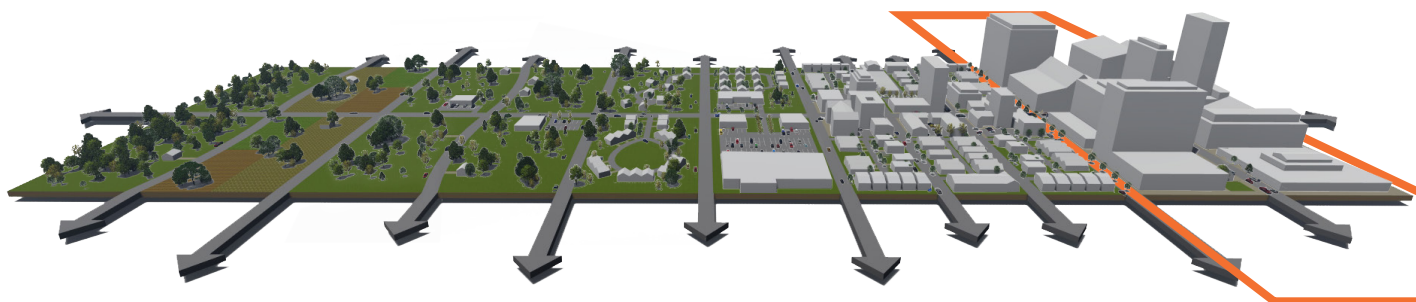
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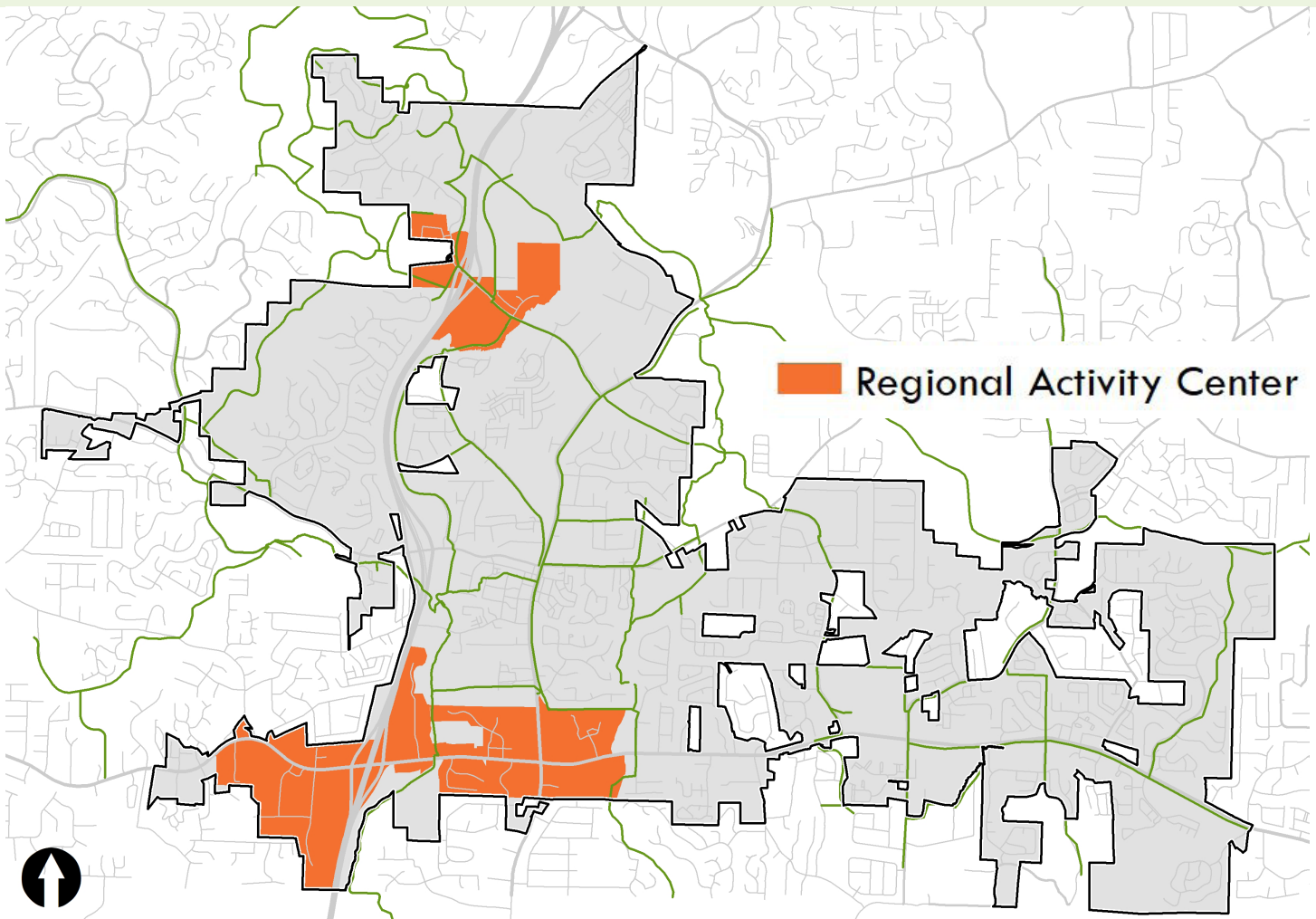
Full Urban Facilities and Services

Mixed Use/Urban Streets

Internal Pedestrian Ways

Civic Spaces, including Plazas, Squares, and Greens





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

While larger in scale and more modern in design than any other area, development here must be attractive and approachable from street level



CHARACTER AREAS REGIONAL ACTIVITY CENTER

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 inter-connection 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;
- 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.

Community Village Centers include shopping and service facilities designed to serve larger areas than most corner shops, but do not serve the broader region

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

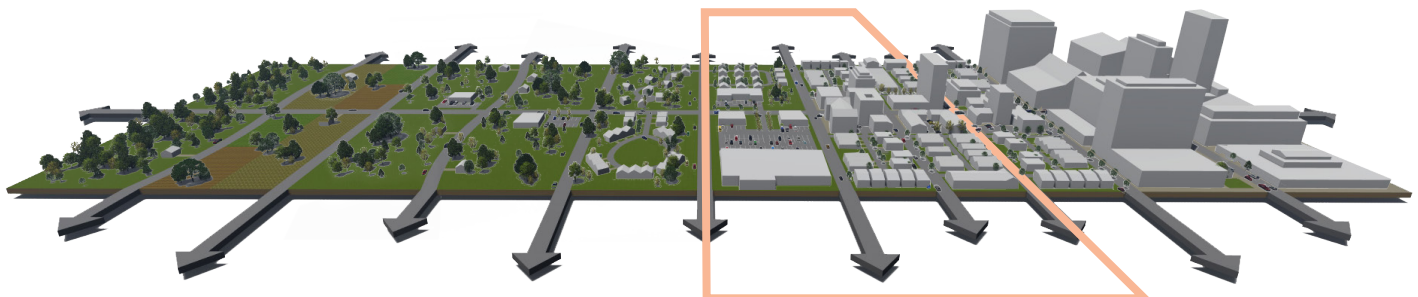
Infrastructure:

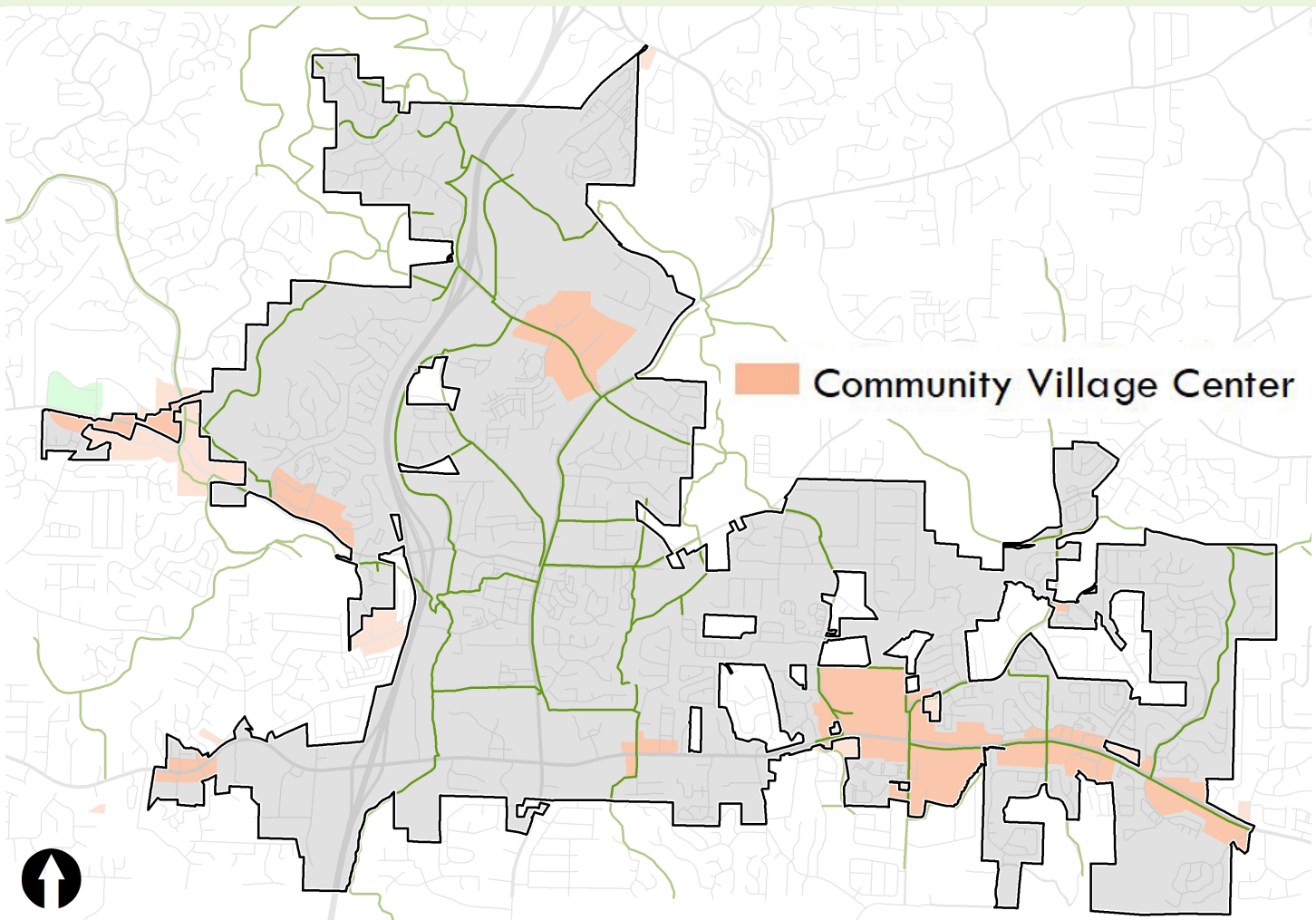
Full Urban Facilities and Services

Mixed Use/Urban Streets

Internal Pedestrian Ways

Civic Spaces, including Plazas, Squares, and Greens





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.



CHARACTER AREAS COMMUNITY VILLAGE CENTER

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;
- 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.;

WOODSTOCK COMPREHENSIVE PLAN



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, 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 features housing of widely varies types, with distinct community identities and connections to adjacent commercial areas

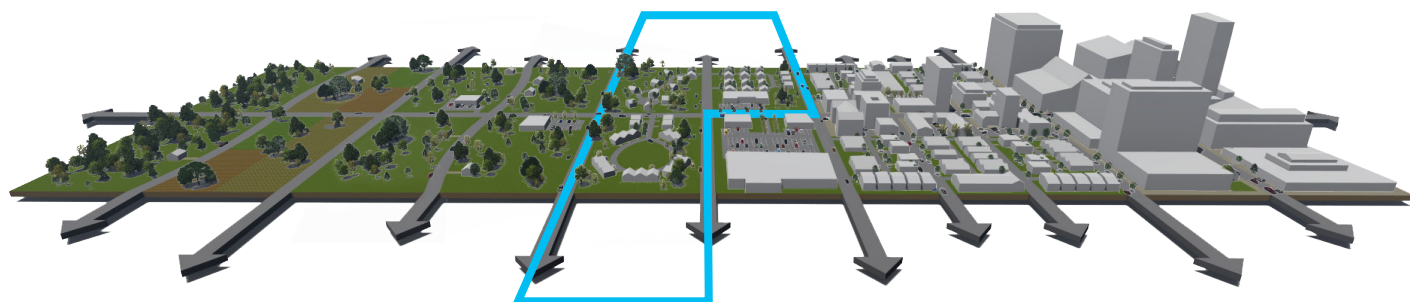
Neighborhood Living

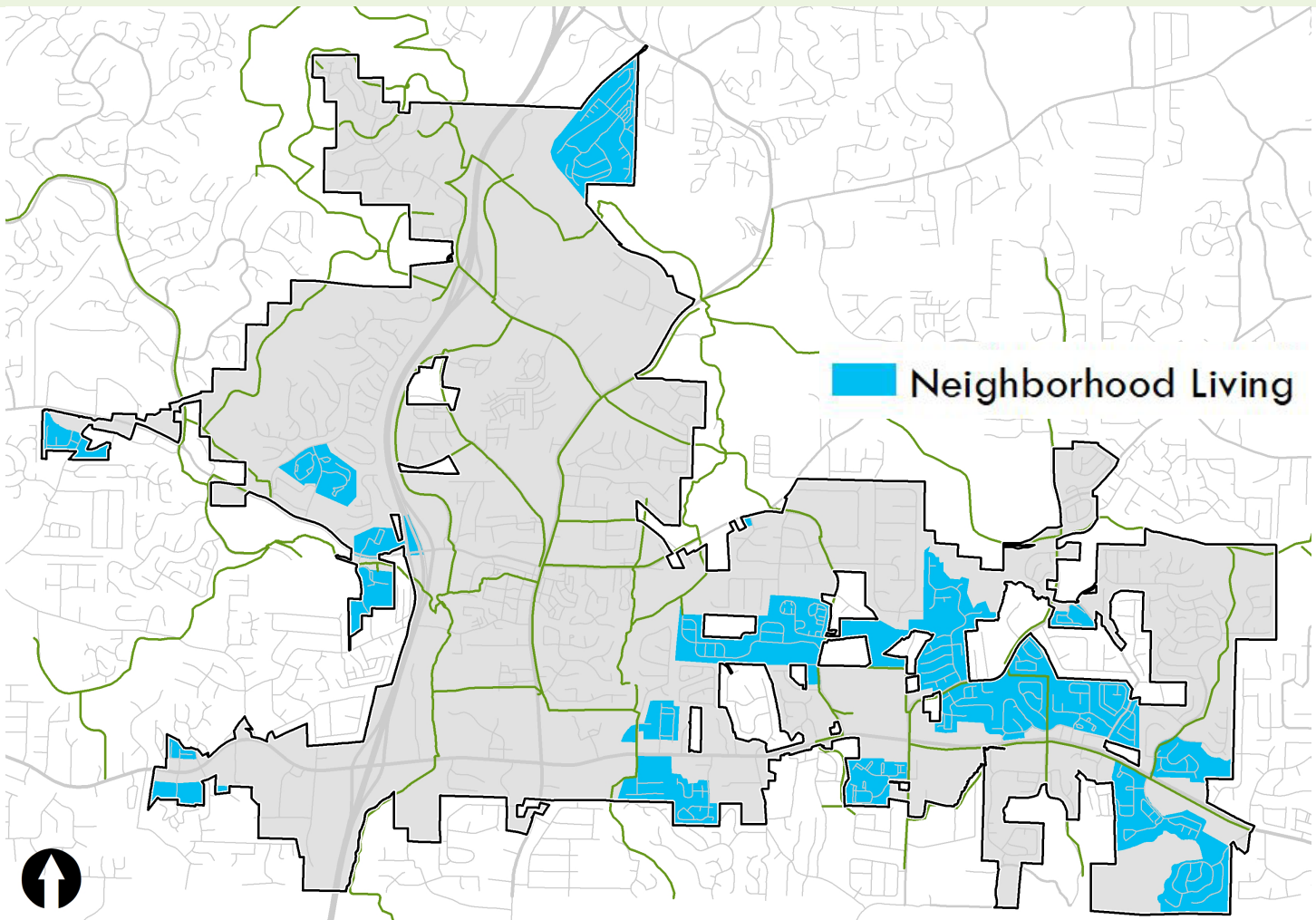
Primary Land Uses:

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





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 lifecycles;
- 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.



CHARACTER AREAS NEIGHBORHOOD LIVING

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.

WOODSTOCK COMPREHENSIVE PLAN



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.

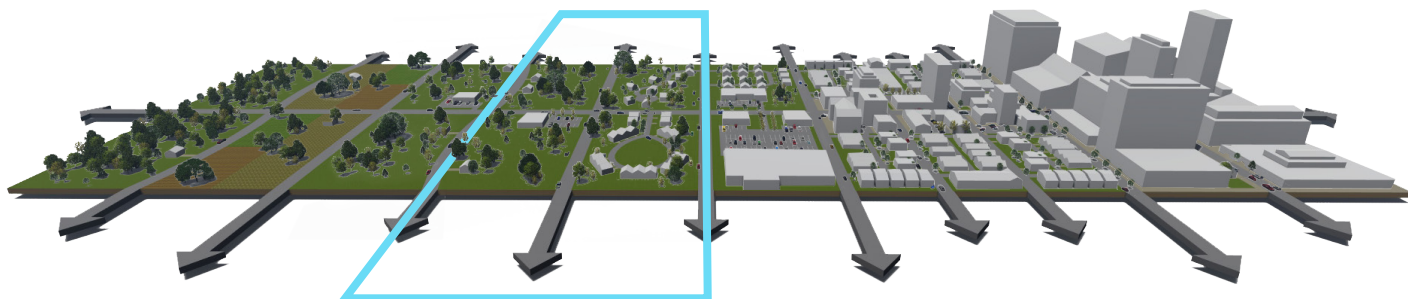
Suburban Living

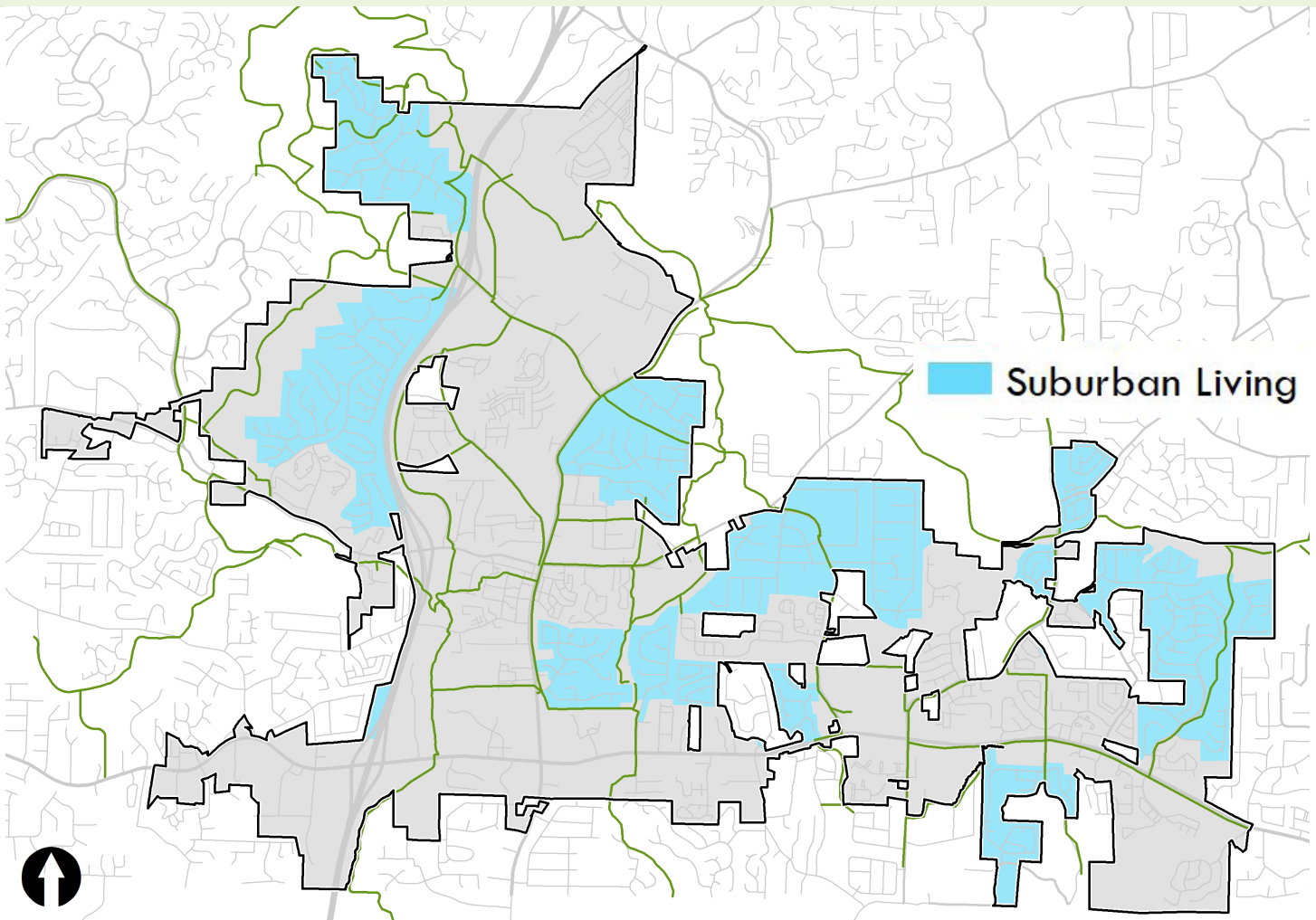
Primary Land Uses:

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





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:

The Suburban Living area preserves stable neighborhoods, while accommodating new neighborhoods that embody the spirit of older neighborhoods

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 nonresidential should be included in infill developments.



CHARACTER AREAS SUBURBAN LIVING

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).

WOODSTOCK COMPREHENSIVE PLAN



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.

Development Strategies

Intensity & Use

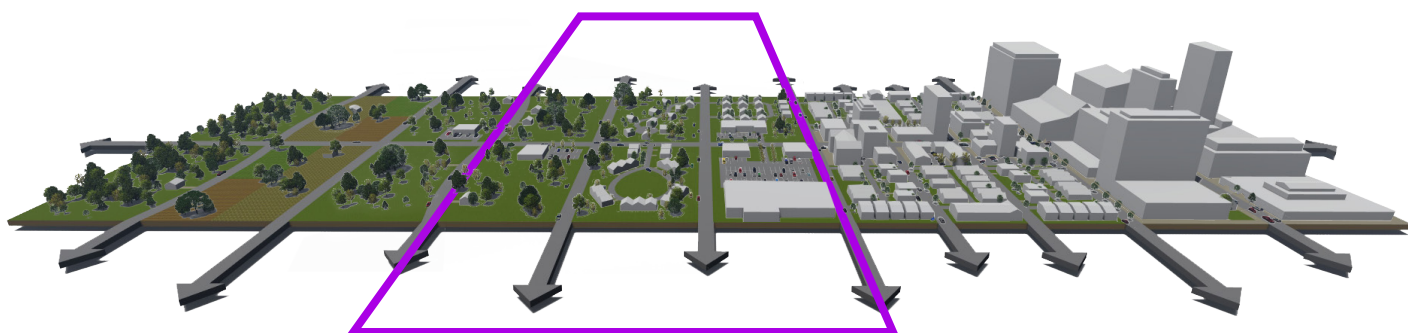
- This area is largely home to industrial and some commercial uses that provide employment to the city and surroundings.

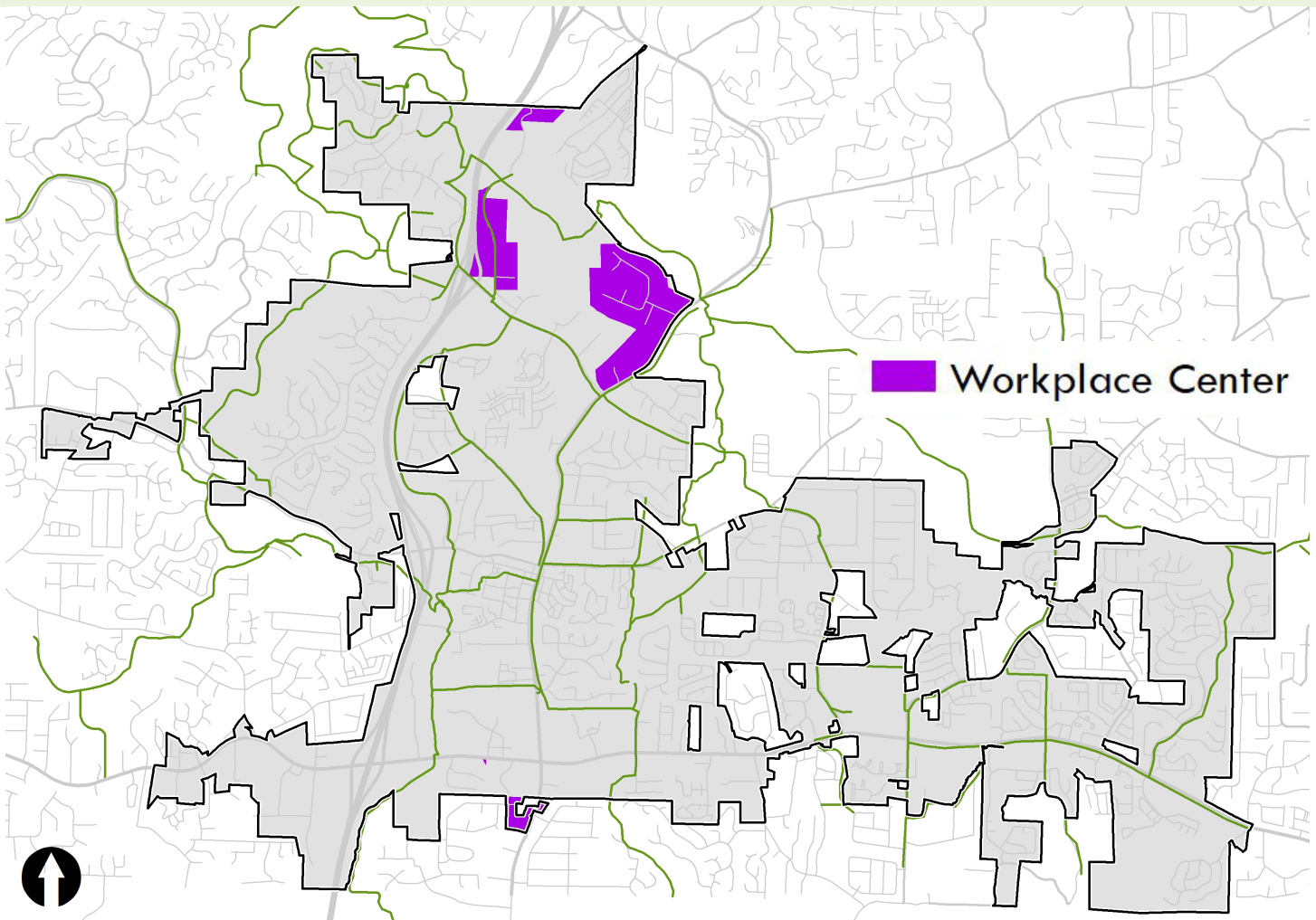
Design

- 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.





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



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.

Development Strategies

Intensity & Use

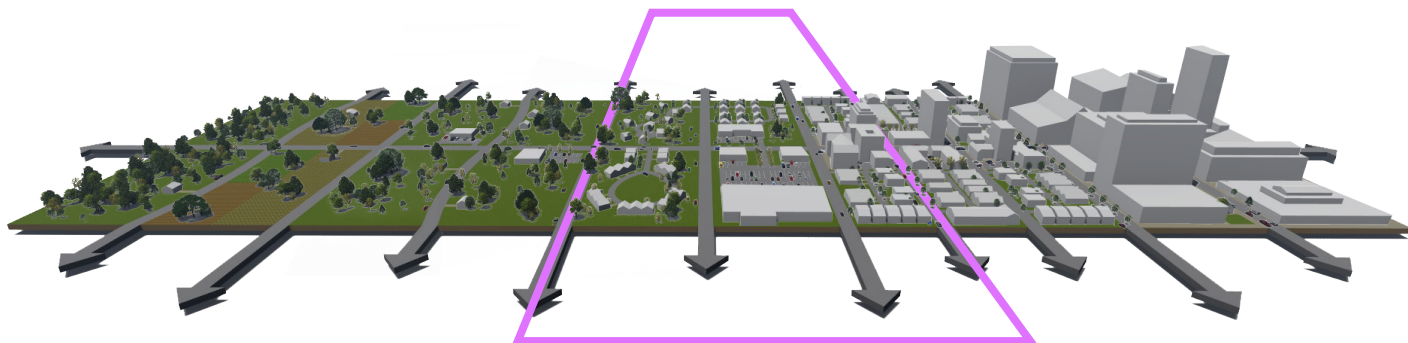
- Encourage the development of small business incubator spaces and “mom and pop” style businesses in these areas; and
- Development in these areas is industrial, industrial/flex, warehousing, or commercial, but is always at a smaller scale than what is typical in Workplace Centers.

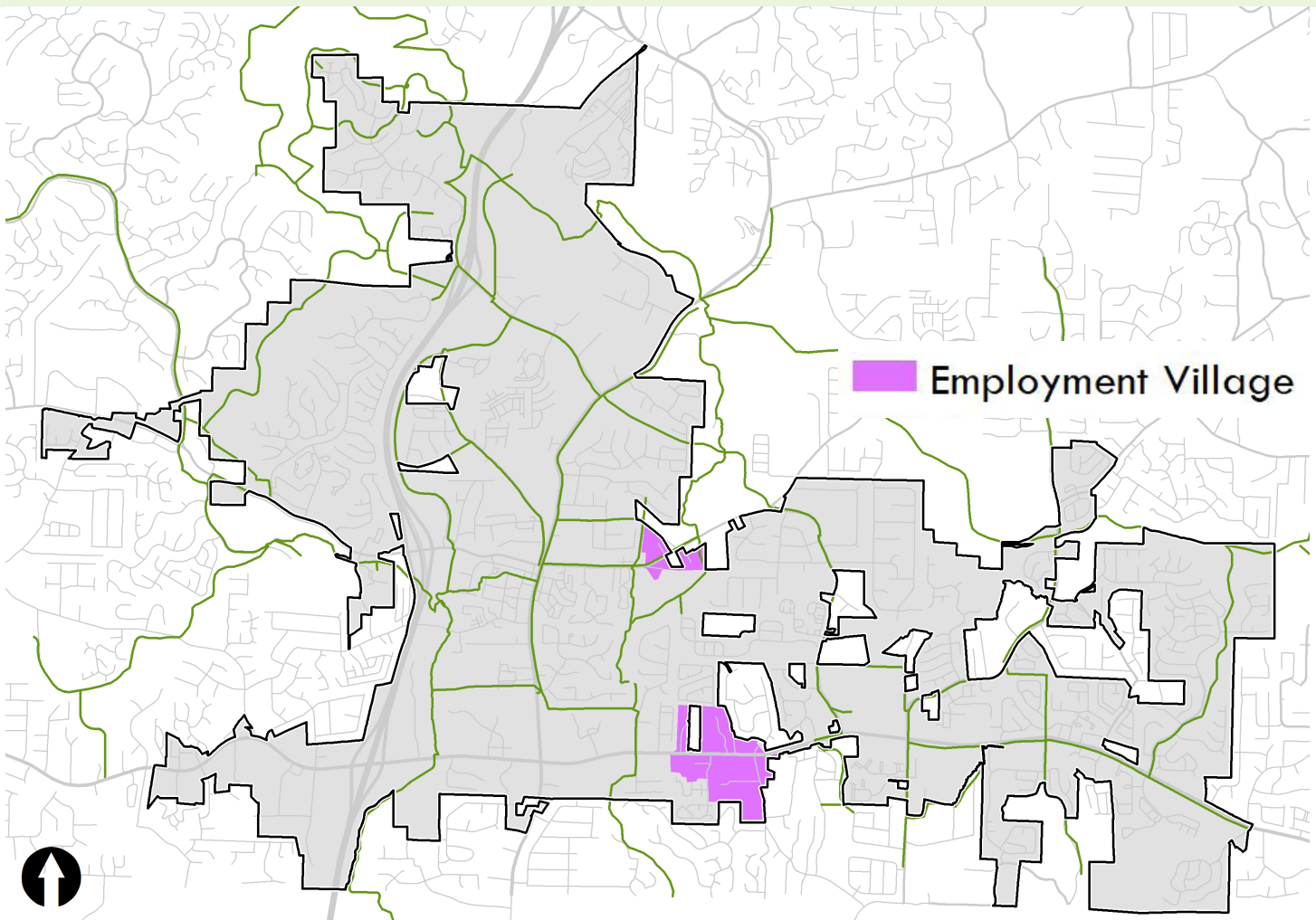
Design

- 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.





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



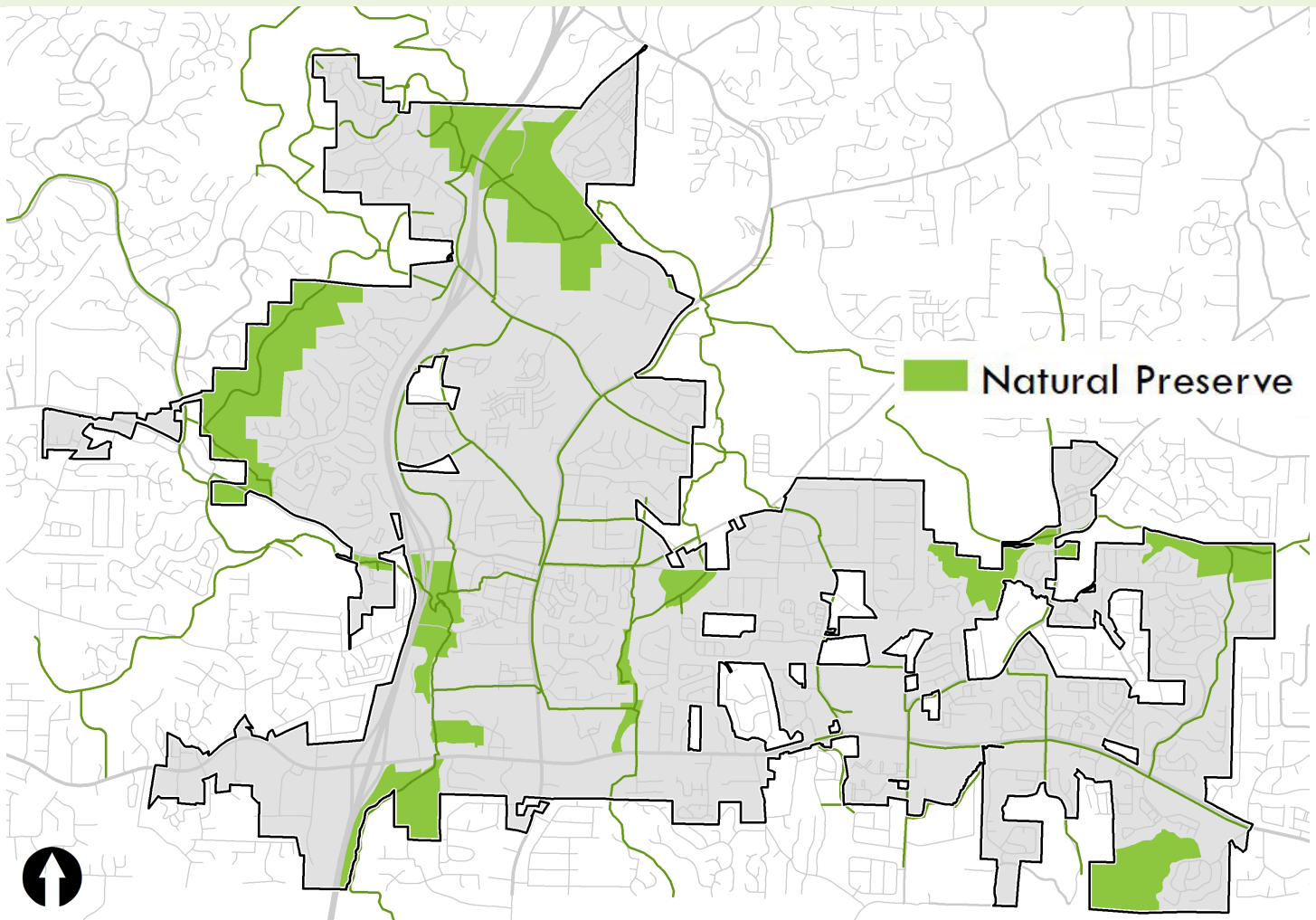
Natural Preserve

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

