

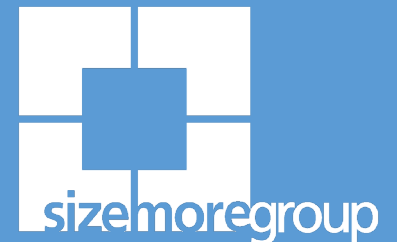


Design Workshop

November 6-7, 2024

City of South Fulton

Design Services



ARCHITECTURE



PLANNING



INTERIORS

size more group



ENGAGEMENT

WORKSHOP AGENDA

6:15pm	6:30pm	Presentation
6:30pm	7:00pm	Design Session
7:00am	7:30pm	Feedback & Next Steps



PROJECT TEAM

LEAD PLANNING & DESIGN

Sizemore Group



BILL DE ST. AUBIN, AIA, LEED AP, CEO
Principal Architect



DEANNA MURPHY, AICP
Project Manager and Lead Designer



PULKIT JAIN
Assistant Project Manager

MARKET ANALYSIS

Noell Consulting



BEN KING
Real Estate Consultant

TRANSPORTATION & CIVIL

Atlas



TODD I. LONG, PE, PTOE
Transportation Engineer



ANDREW PANKOPP, PE, LEED AP
Civil Engineer

COMMUNITY ENGAGEMENT

Sycamore



JEN PRICE, AICP
Project Manager



MADISON DAVIS, AICP
Planner, Public Engagement Specialist

The image shows the exterior of the City of South Fulton Administration building. The building is a single-story structure with a white facade and a dark blue horizontal band. The words "City of South Fulton" are written in large, dark blue letters on the upper part of the building, and "ADMINISTRATION" is written in smaller, dark blue letters below it. The address "4715" is visible above the entrance. The building is surrounded by trees and shrubs, and a paved walkway leads to the entrance. A large, white, semi-transparent text overlay reading "Project Scope" is centered over the image.

Project Scope

PROJECT SCOPE

The scope of this project includes urban planning/design and architectural services to **create a unified vision for three catalytic areas in the City of South Fulton:**

1

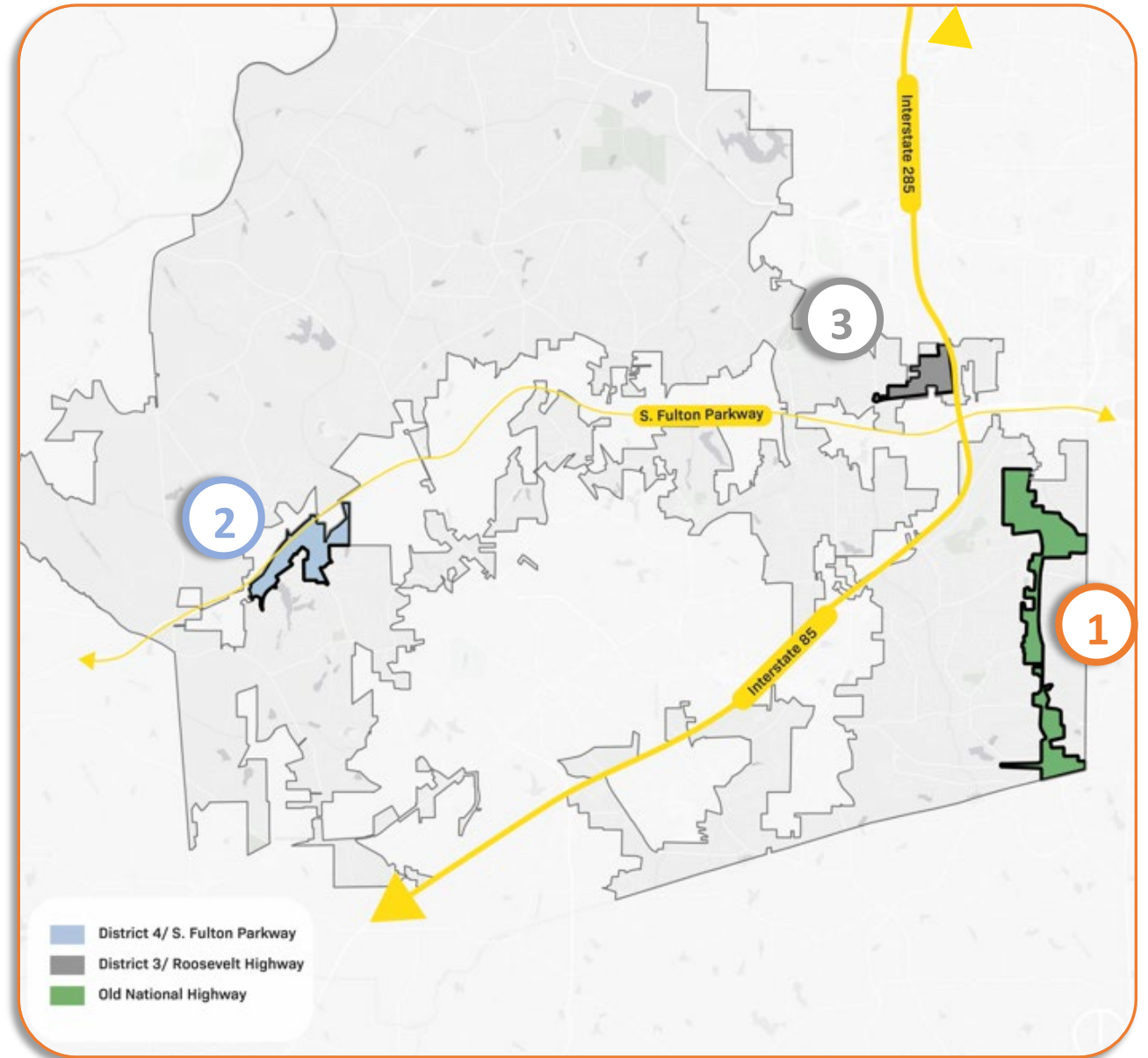
Old National District

2

South Fulton Parkway / Cedar Grove Road

3

Roosevelt Highway / Red Oak



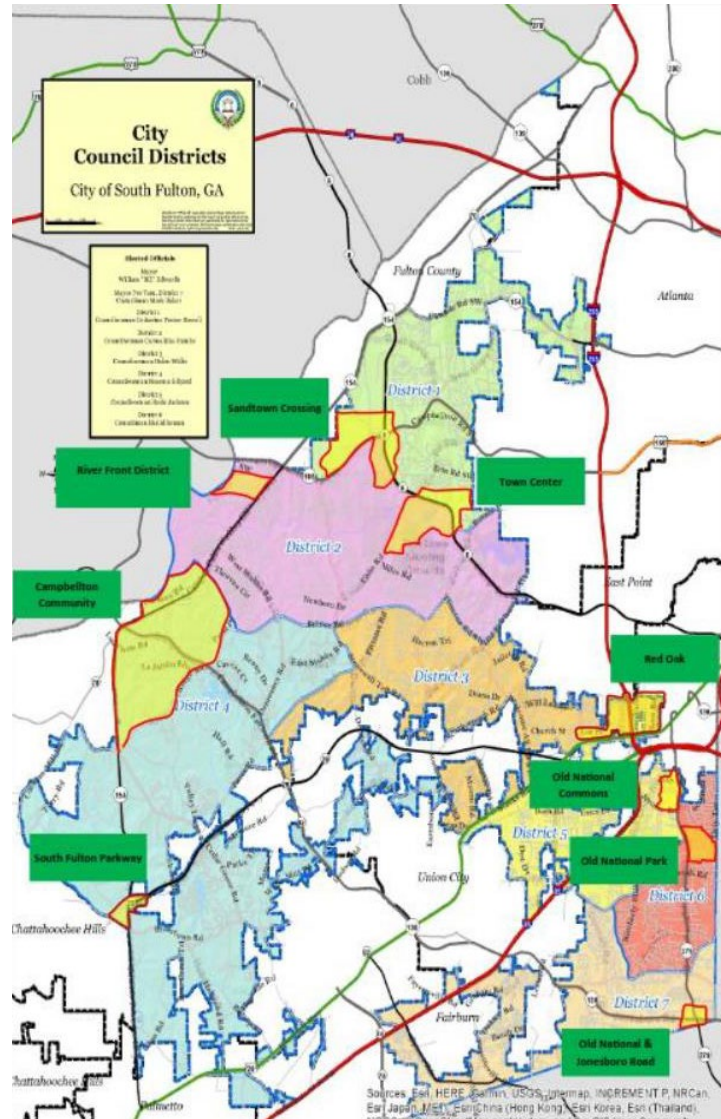
EXISTING STUDIES

City of South Fulton Economic Development Strategic Plan

Economic Development Strategic Plan

Prepared for the City of South Fulton

June 2020



PROJECT SCOPE

1

Task 1: Existing Condition Assessment

- Review of previous plans and studies
- Land assessment
- Transportation analysis

2

Task 2: Market Feasibility Study

- Demand and feasibility assessment
- ID new development opportunities
- Finance recommendations

3

Task 3: Outreach

- Community Meetings (5)
- Community online surveying/mapping
- Stakeholder interviews
- Project website
- Social media engagement
- City Council meetings (2)

4

Task 4: Redevelopment Plan

- Design concepts for each study area
- Design workshop
- Refine concepts
- Graphics
- Recommendations on design standards
- Creative placemaking

5

Task 5: Implementation

- Implementation plan
- Final report and executive summary

PROJECT SCOPE



1. Old National Market



2. Tri County Station



3. Crestwood



4. Old National Park



5. Old National Commons



PROJECT SCOPE

SOUTH FULTON PARKWAY / CEDAR GROVE ROAD

1. 6000 Lynmark Way



2. The Village Shops



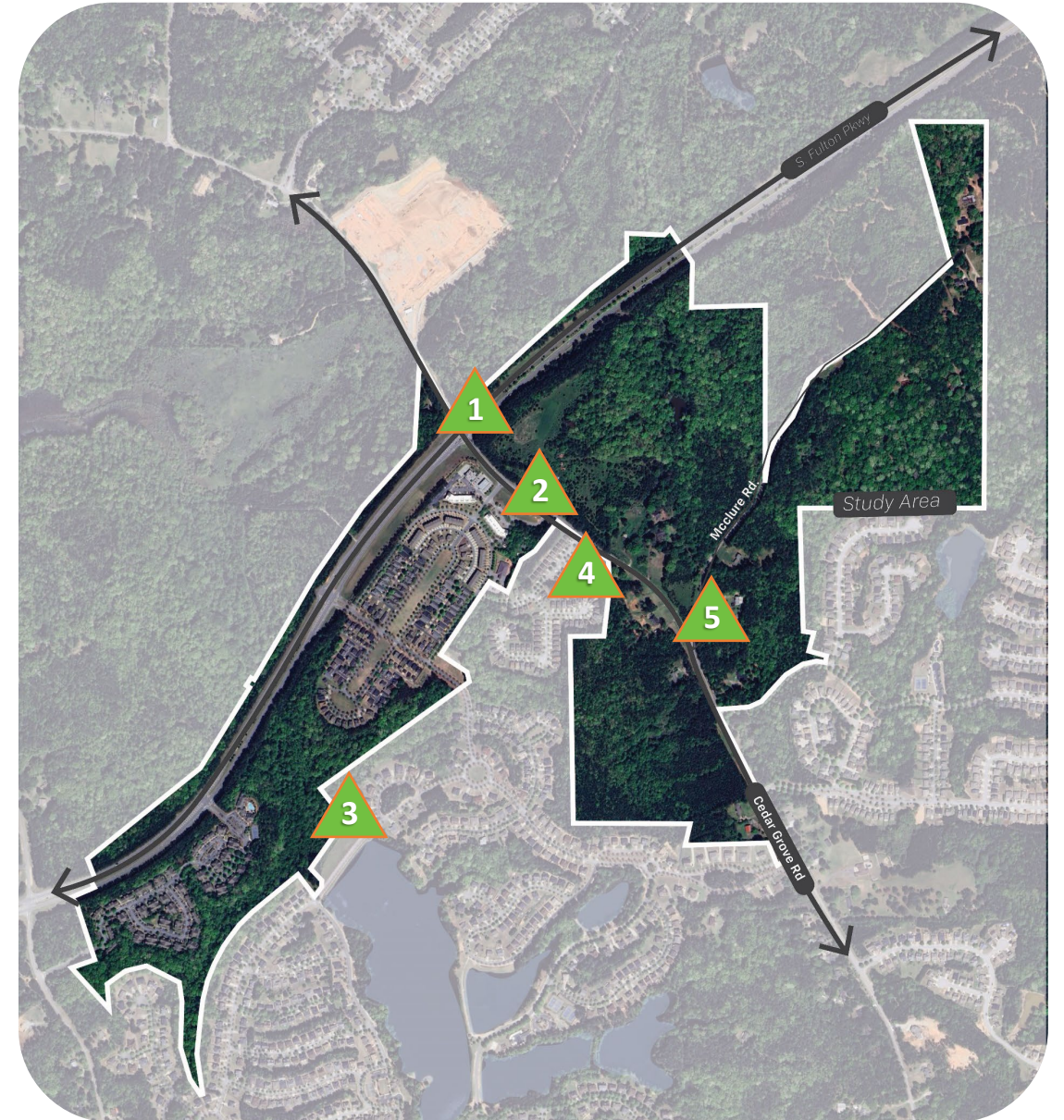
3. Cedar Grove Lake



4. Cedar Grove Road



5. Cedar Grove Road and McClure Road



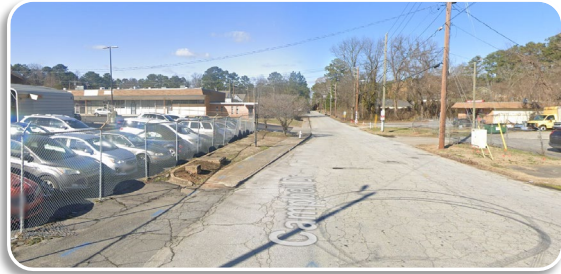
PROJECT SCOPE

ROOSEVELT HIGHWAY / RED OAK

1. Lee Plaza



2. Roosevelt and Campbell Drive



3. Abandoned Street



4. Washington Road



5. 4800 Campbell Drive



PROJECT Schedule

Project Schedule and Scope	2024						2025
	JUL	AUG	SEPT	OCT	NOV	DEC	JAN
Task 1: Existing Conditions Assessment							
Review of Past Plans/Documents							
Development sites, land use, parks, historic, community facilities analysis							
Analysis of Future Land Use and Zoning							
Task 2: Market Feasibility Studies							
Market Study Coordination							
Demand and Feasibility Assessment							
Identification of New Development Opportunities							
Residential Preference							
Finance Recommendations							
Task 3: Outreach							
PMT Meetings							
Interviews							
Community Survey							
Public Meetings							
Website							
Social Media							
Council Meetings							
Task 4: Redevelopment Plan							
Design Workshop							
Plan Refinement							
Renderings							
Design Standards							
Creative Placemaking							
Task 5: Implementation							
Report							
Executive Summary							
Implementation Plan							
	JUL	AUG	SEPT	OCT	NOV	DEC	JAN

PROJECT GOALS



1. Establish and build **consensus around a unified vision** for each study area.



2. **Engage** the community.



3. **Create an implementable plan** that does not sit on the shelf.



4. **Provide clear steps** towards implementation

A photograph of the City of South Fulton Administration building, a single-story structure with a blue and white facade. The building features large windows and a prominent sign that reads "City of South Fulton" in blue letters, with "ADMINISTRATION" in smaller white letters below it. The address "4715" is visible above the entrance. The building is surrounded by green trees and manicured bushes. A paved road and a sidewalk lead towards the building. The sky is blue with scattered white clouds. A large, bold, white text "Market Analysis" is overlaid on the center of the image.

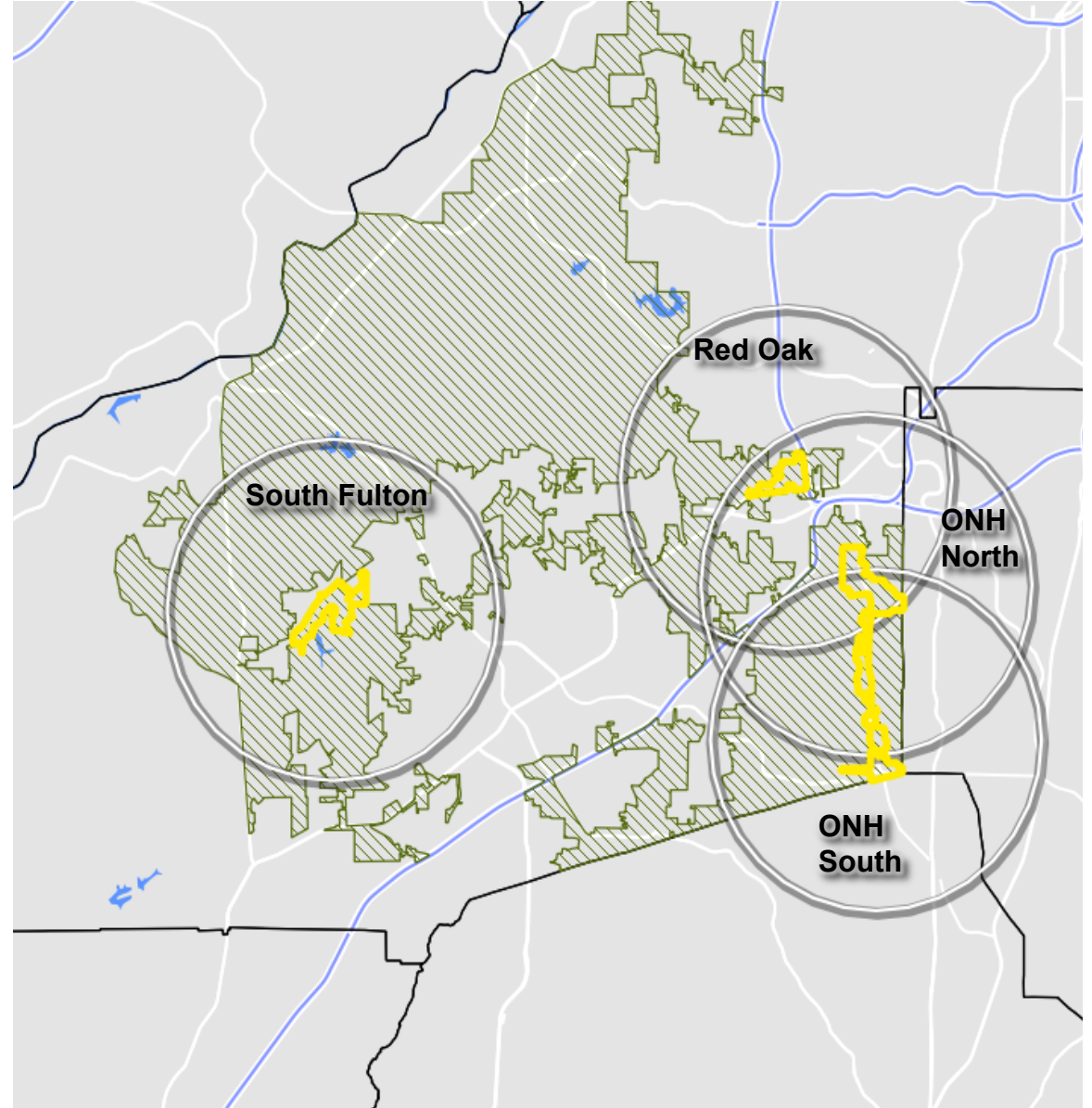
Market Analysis

MARKET ANALYSIS - OVERVIEW

Land Use	Estimated Demand in Study Areas	Old National Highway N.	Old National Highway S.	Red Oak Main Street	South Fulton Parkway
Rental Apartments	410 Units	200 Units	200 Units	-	-
Attached For-Sale	410 Units	100-150 Units	150+ Units	50 Units	50 Units
Retail	111,900 SF	25,000 SF	25,000 SF	15,000 SF	60,000 SF
Office	103,204 SF	30,000 SF	30,000 SF	-	40,000 SF
Hospitality	115 Keys	80-100 Keys	-	-	-

RETAIL OPPORTUNITIES

3 Mile Radius Demographic Overview	South Fulton	Red Oak	ONH North	ONH South	Duluth
2023 Population	18,118	56,538	65,412	50,426	74,941
2023 Households	6,756	22,080	24,871	17,858	26,743
Avg Household Income	\$88,577	\$74,327	\$65,104	\$76,527	\$100,919
Median Household Income	\$76,933	\$55,220	\$51,003	\$64,469	\$75,101
Households Above \$75,000	3,491	8,509	7,854	7,719	13,386



A photograph of the City of South Fulton Administration building, a single-story structure with a blue and white facade. The building features large windows and a sign that reads "City of South Fulton" in blue letters. Below this, the word "ADMINISTRATION" is partially visible in gold letters. The address "4715" is displayed above the entrance. The building is surrounded by green trees and manicured bushes. A paved walkway leads to the entrance. The sky is overcast with grey clouds. A large, bold, white text overlay is centered over the image.

Existing Studies

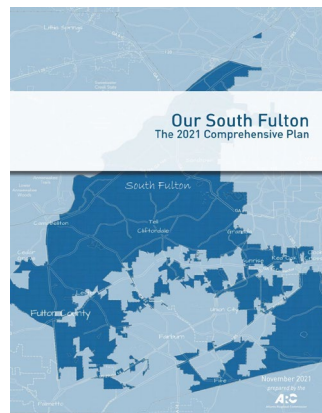
EXISTING STUDIES

- Economic Development Strategy
- ONH LCI
- Pleasant Hill Traffic Calming Study
- CoSF Comprehensive plan

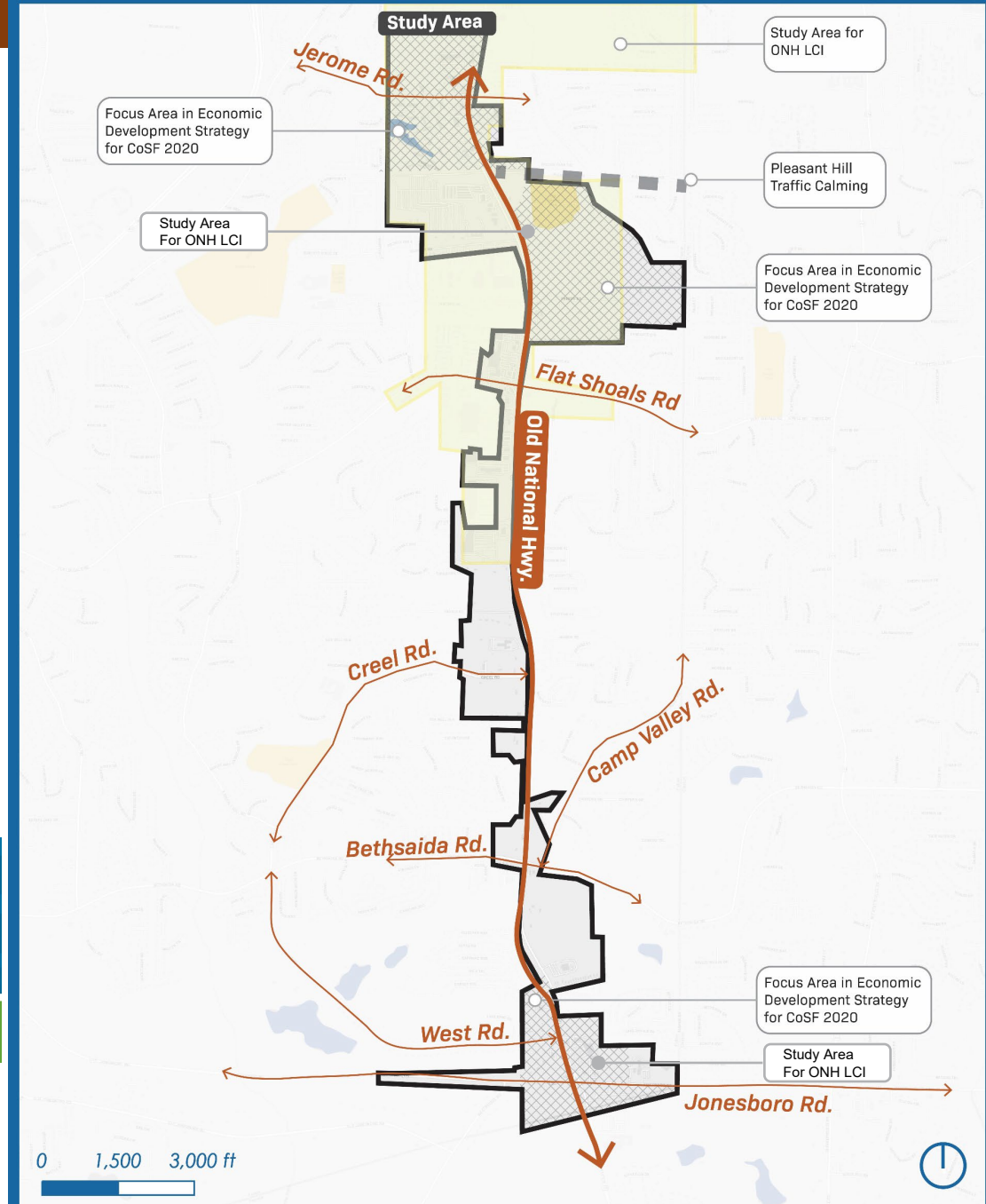


Old National Highway
Livable Centers Initiative (LCI)

NOVEMBER 2022

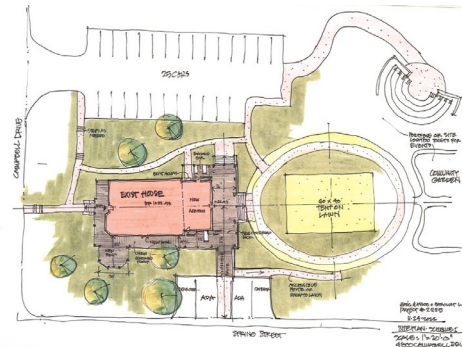


Old National District

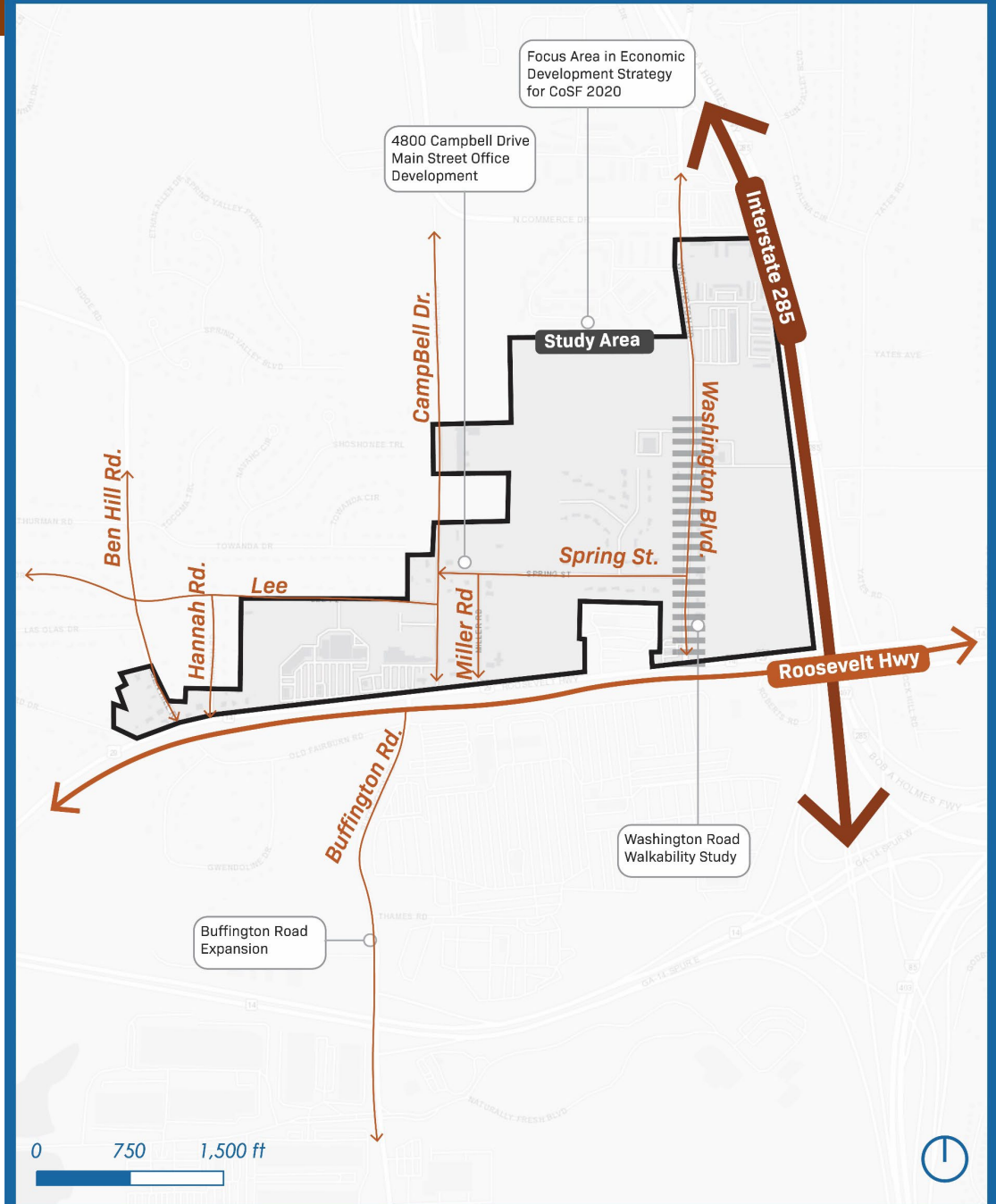


EXISTING STUDIES

- Economic Development Strategy
- 4800 Campbell Main Street Office
- Washington Rd Walkability Study
- CoSF Comprehensive plan
- Buffington Road Expansion



Roosevelt Highway/Red Oak

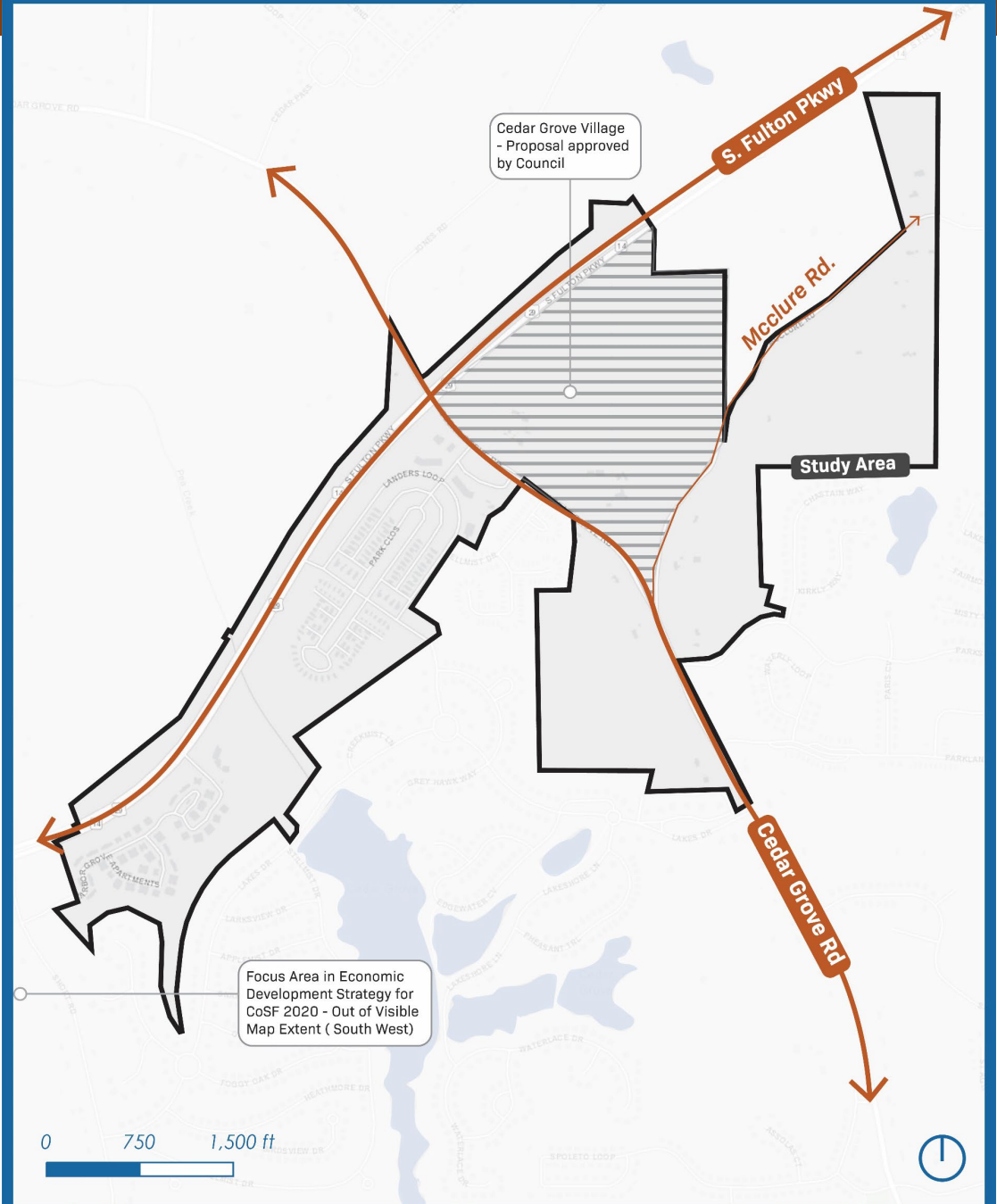


EXISTING STUDIES

- Economic Development Strategy
- Proposal for Cedar Grove Village



South Fulton Parkway/Cedar Grove Road



A photograph of the City of South Fulton Administration building, a modern structure with a blue and white facade. The building features large windows and a prominent sign that reads "City of South Fulton" in blue letters. Below this, the word "ADMINISTRATION" is visible in smaller, lighter blue letters. The address "4715" is displayed above the entrance. The building is surrounded by lush green trees and manicured bushes. A paved walkway leads to the entrance, and several blue handicapped parking signs are visible. The sky is blue with scattered white clouds. A semi-transparent dark blue overlay covers the entire image, and the title "Analysis Maps" is written in large white font across the center.

Analysis Maps

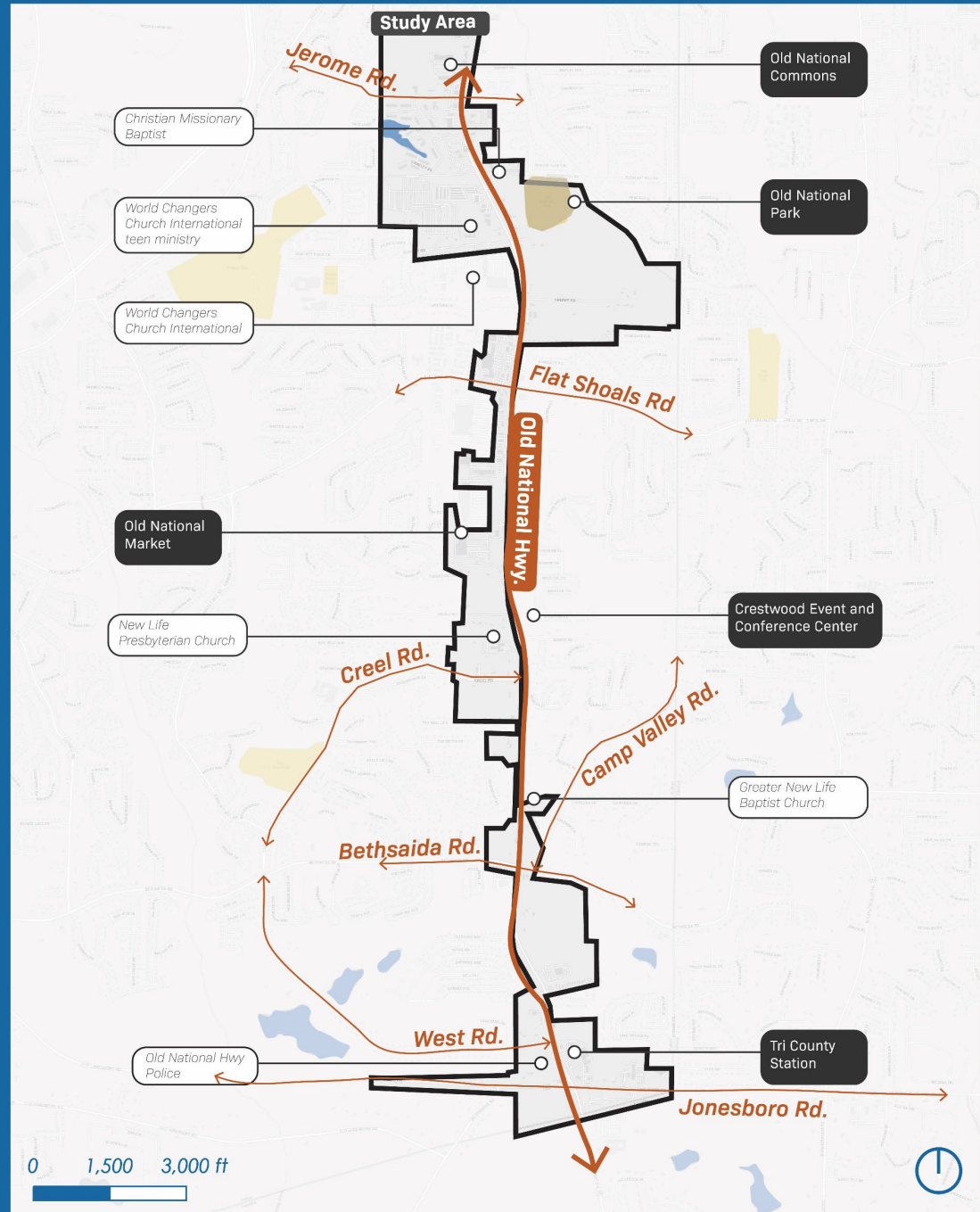
ASSETS

The map identifies the streets, key interest areas with a few landmarks within the study area. These include –

1. Old national Commons
2. Old National Park
3. Old National Market
4. Crestwood Event Center
5. Tri-County Station

The study area runs along the Old National highway between then Jerome Road in the North to Jonesboro Road on the South

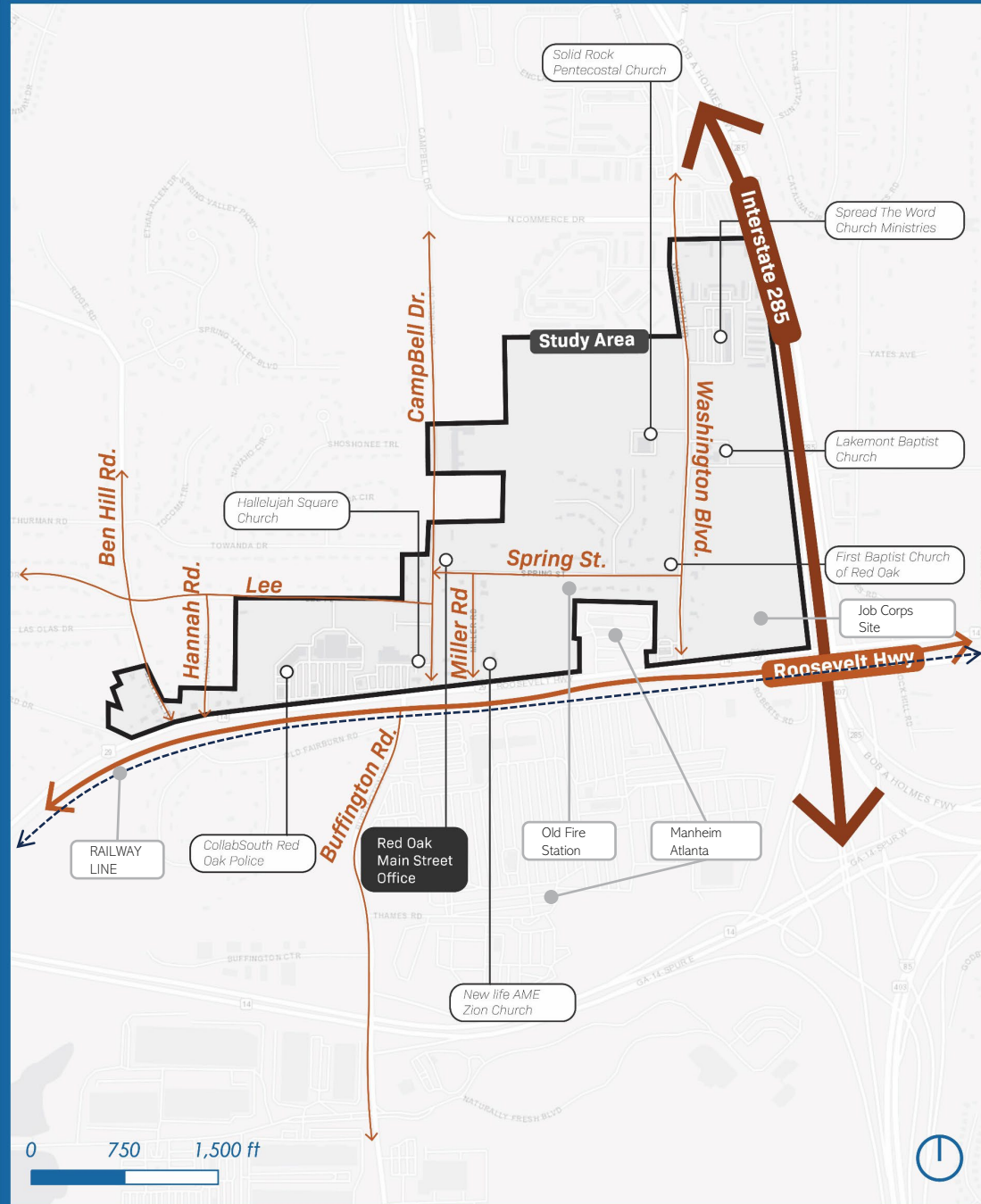
Old National District



ASSETS

The map identifies the streets, key interest areas with a few landmarks within the study area. The site lies West of interstate 285 and North of Roosevelt Highway. The areas of interest lie the vacant lot North of Spring Street and West of Washington Road; the Lee Plaza and Red-Oak Plaza also offer opportunities for a face uplift.

Roosevelt Highway/Red Oak



ASSETS

The map identifies the streets, key interest areas with a few landmarks within the study area that lies along the south Fulton Parkway and Cedar Grove Road. McClure Road passes through the forested area through the site. There is some retail at Lynmark way and Cedar Grove road.

South Fulton Parkway/Cedar Grove Road



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Stakeholder Feedback

Community Engagement

Input Opportunities

- ✓ Corridor Tour
- ✓ City Council Kickoff Briefing
- ✓ Stakeholder Interviews (16)
- ✓ Interactive Website & Map
- ✓ Vision & Goals Public Meetings
- ✓ Internal Design Workshops
- Public Design Workshop
- Draft Recommendations Public Meeting
- City Council Briefing (Adoption)



Vision
Strengths
Challenges

Incentives
Preferences
Create

Change
Preserve
Connect

City of South Fulton Design Services

Project Overview

The City of South Fulton is reimagining three catalytic sites located at Roosevelt Hwy/Red Oak, South Fulton Pkwy/Cedar Grove Rd, and the Old National District. This initiative will analyze land use at the sites and will result in master plans and redevelopment strategies, design guidelines, and development regulations that focus on [Smart Growth Principles](#).

Stakeholder and public participation play a crucial role in the development of these plans. The City of South Fulton will work collaboratively with residents and stakeholders to develop consensus on a unifying vision. Our goals for community engagement are to:

- Be inclusive and representative
- Encourage broad participation
- Hear from traditionally underserved members of the community
- Generate meaningful feedback, and
- Build relationships that will support action once the plans are completed.

Meet Us at a Meeting

As part of these efforts, the City of South Fulton will host a series of community engagement opportunities including multiple visioning workshops, a design workshop, and a final open house.

Redevelopment Sites Interactive Map

Help us identify opportunities to improve the sites and let us know your priorities!

[View the Map](#)

Join the Email List!

First name

Last name

Email address

»»» <https://futureofsouthfulton.com>



Stakeholder Feedback

Old National District

- Great MARTA access
- Proximity to airport, Atlanta, Fairburn
- High volume of businesses
- Improve the aesthetics of the corridor
- Address crime and safety
- Need family-oriented fun
- Higher quality and more healthy food options
- Higher quality residential desired
- Residential above retail preferred
- Larger scale retail development preferred

Red Oak District

- Love the historic downtown feel
- Green & open space
- More walking trails & sidewalk connectivity
- Repurpose older buildings
- Want higher end housing
- Healthy food options
- Detached Townhomes preferred
- Cultural opportunities (arts center, amphitheater) desired
- Beautification around railroads
- Leverage proximity and airport

Cedar Grove/S Fulton Pkwy

- Maintain rural feel
- Preserve open space, farmland, waterways
- Highlight the history and landmarks
- Electric charging stations
- Walking trails
- Multiuse trails to accommodate golf carts, bicycles
- Major retail node (grocery store, bank, dry cleaners, pharmacy)
- Sidewalks
- Nearby warehouses are an issue
- Indoor/outdoor gathering locations

A photograph of the City of South Fulton Administration building, a modern structure with large windows and a blue and white color scheme. The building is surrounded by greenery, including trees and shrubs. A paved walkway leads to the entrance. The sky is blue with some clouds. The text "City of South Fulton" and "ADMINISTRATION" are visible on the building's facade. The address "4715" is also visible above the entrance. The entire image has a blue overlay.

WORK SESSIONS

WORK SESSIONS

Table 1
Old National District

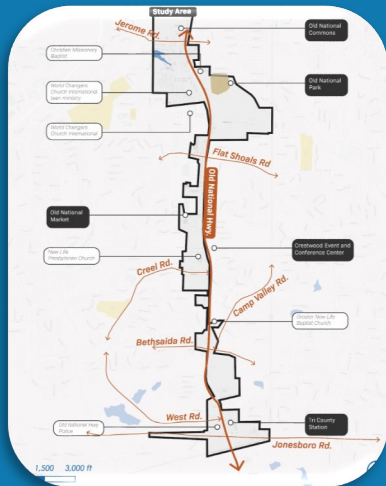


Table 2
Red Oak District

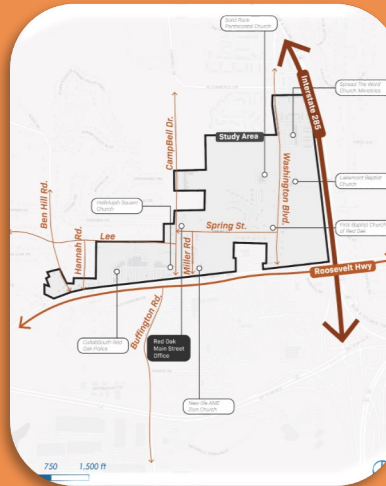


Table 3
**South Fulton Parkway/
Cedar Grove**



WORK SESSIONS

1. What are the priority nodes to focus on for your neighborhood?
2. What would you like to see at these nodes?
3. What needs to connect in your neighborhood? Street improvements, new roads, etc.?
4. Identify areas where preservation is most important
5. What place-making strategies can we use?



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Thank you!