

AGENDA REPORT

To: Planning Commission

From: Ben Song, Community Development Director

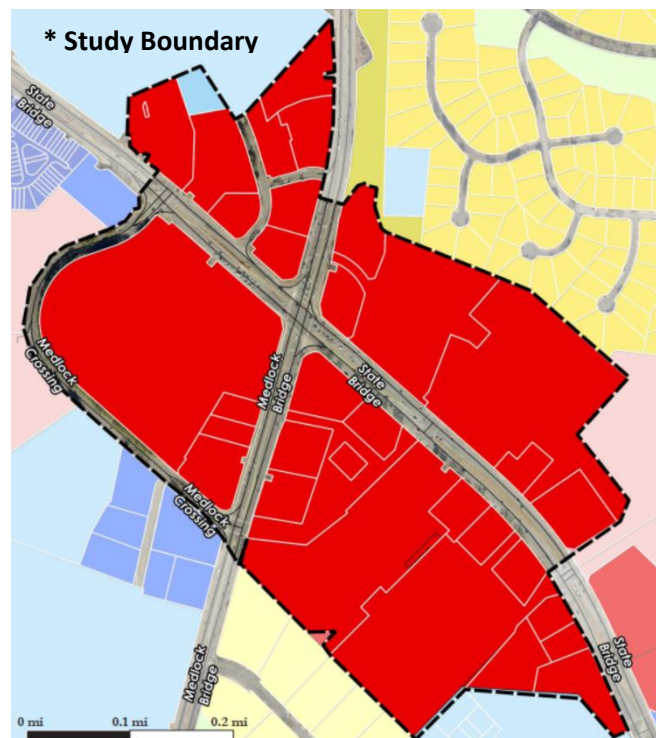
Agenda: November 6, 2023

Item: Consideration for Adoption of the Revitalization Plan

Background

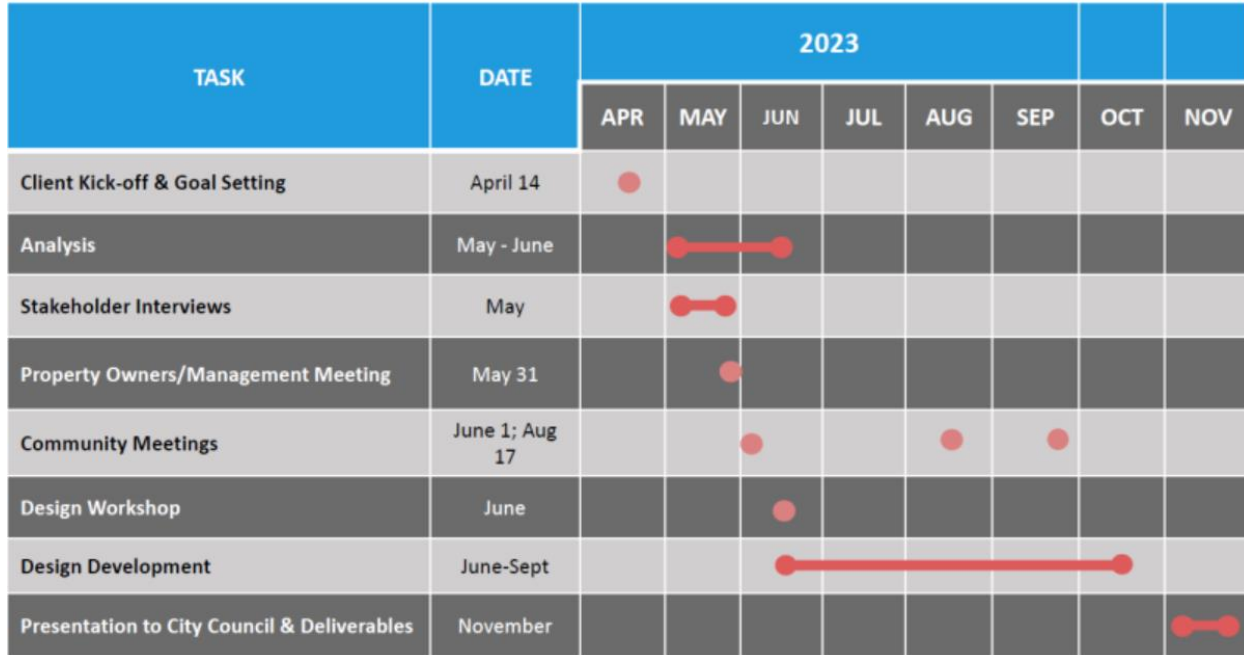
The desire to develop a master plan for the four corners of the intersection of Medlock Bridge Road and State Bridge Road was originally identified as a key initiative to pursue in the Community Work Program of the 2018 Comprehensive Plan. At the time, the community vision was to identify and redesign significant commercial nodes in the City, with the Medlock Bridge Road and State Bridge Road intersection identified as an area for potential redevelopment as a commercial marketplace. With the Revitalization Plan, the scope of work was to establish appropriate land use, housing types, street network and conceptual planning of open space and streetscape for this specific commercial node.

Council initialized the planning process for the Revitalization Plan by funding the study in the 2023 Fiscal Year budget. After a competitive procurement process, Council awarded Sizemore Group as the lead consultant for the project in March 2023. The project commenced in April 2023.



Update

From the outset of the planning process, staff understood the key to the success of this planning process, much like what was carried-out for the Town Center Plan, would be community engagement. Public engagement for the Revitalization planning process was conducted virtually and in-person meetings. Public engagement came in multiple forms, starting with an online interactive map activity, one-day design workshop, community meetings, a walking tour to familiarize participants with the study boundary and key elements of the plan, and lastly, creating a video of the walking tour and shared through the City’s social media sites and YouTube. The Gantt chart below provides the full project timeline.



The feedback received from stakeholder interviews, community input via meetings, surveys and emails, and the walking tour between May through September, served to formulate, adjust and tailor the framework of the Revitalization Plan.

The Revitalization Plan has three key elements grounded in the public input received: (1) Connectivity, (2) Placemaking, and (3) Development Node. To build on these elements/guiding principles and offer a holistic approach to the revitalization effort aiming at fostering a vibrant, connected and sustainable environment for the benefit of businesses, property owners and residents, the following tailored recommendations were created:

- Creating a vibrant, pedestrian-friendly community with active greenspace, sidewalks and multi-use trails, fostering accessibility and community cohesion by linking sites together via a pedestrian infrastructure network.
- Creating a connected brand and sense of place by enhancing the overall aesthetic, engagement and economic growth for the study area. Each area (a total of five – see below) was tailored based on existing characteristics and future conditions, but considered as one placemaking cohesive plan.
 1. Medlock Corners (*refer to page 92 of the plan*)

2. State Bridge Corners (*refer to page 96 of the plan*)
 3. Regal Medlock Crossing (*refer to page 98 of the plan*)
 4. Historic Warsaw (*refer to page 100 of the plan*)
 5. State Bridge and Medlock Bridge Intersection (*refer to page 102 of the plan*)
- Infill mixed-use redevelopment of Regal Medlock Crossing that would preserve the income value of existing buildings. Two concepts are presented in the plan – Concept A & B. The plan’s recommendation is for Concept B which has a lower density and fee-simple/owner-occupied housing.
 - Staff would note that the 2018 Comprehensive Plan did not contemplate residential use in this node; however, to promote the concepts of creating a commercial marketplace with restaurants and active entertainment as stated in the Comprehensive Plan, the market analysis and community feedback identified consideration of an infill mixed-use development occupying the underutilized parking area.
 - Incorporation of streetscape enhancements for State Bridge Road, Medlock Bridge Road and Medlock Crossing Parkway, focusing on implementing enhanced pedestrian/bicycle zones, and expanded landscape strips, sidewalks and multi-use trails.

All of these elements brought together and with the implementation and action plan (starting on page 124) aimed at translating vision into reality, the four corners of the Medlock Bridge Road and State Bridge Road intersection will become a revitalized node with a distinctive identity, sense of place and pedestrian/multi-modal connectivity.

Recommendation

Staff requests for the Planning Commission to recommend approval of the Revitalization Plan as presented. Staff believes the Revitalization Plan bridges the various interests of residents, businesses and property owners together with real market data, providing a comprehensive area specific plan to build upon for the near- and long-term future.

Attachments

1. Johns Creek Revitalization Plan
2. Johns Creek Revitalization Plan Appendix