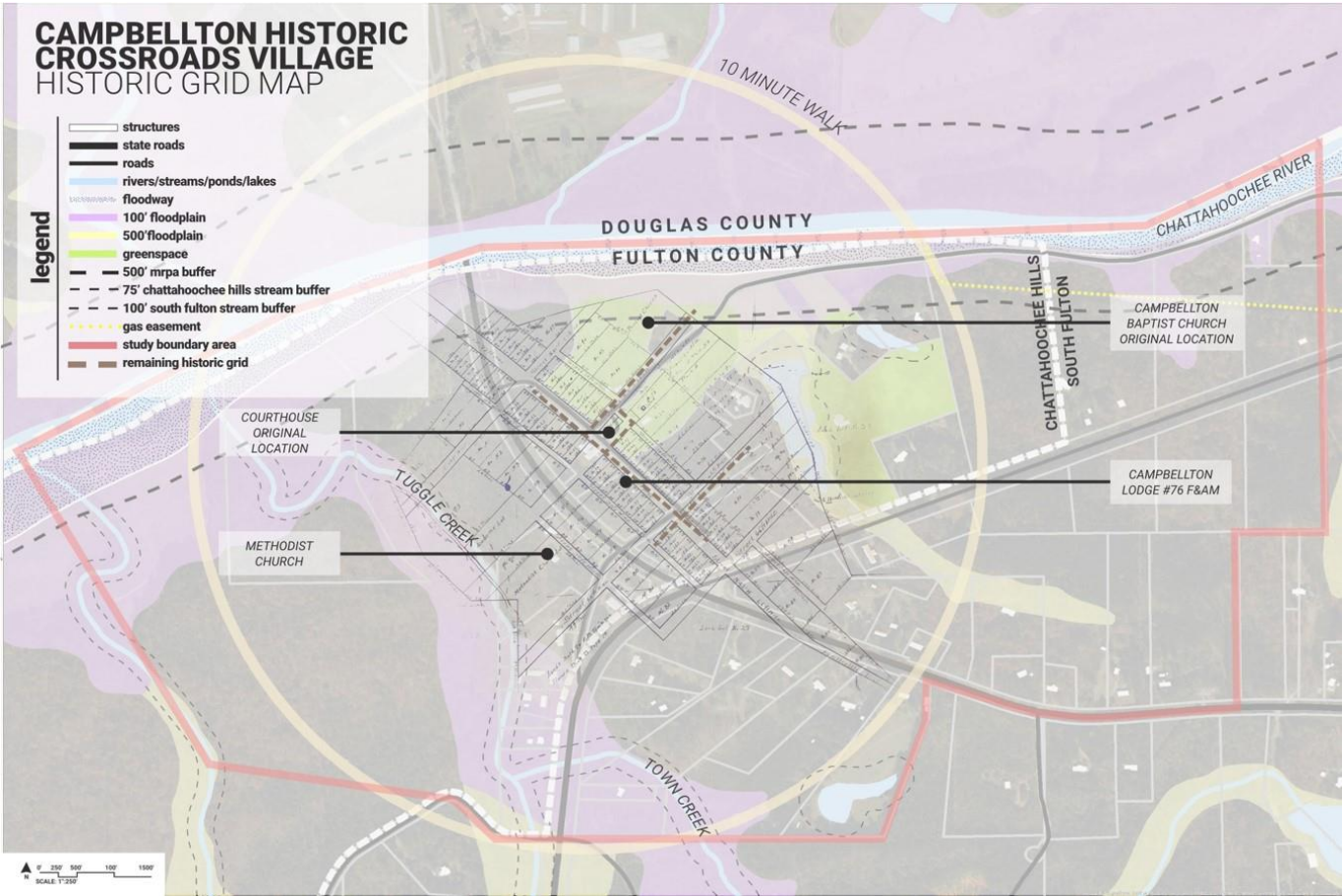


Campbellton Community Master Plan

A presentation about the Campbellton Community Master Plan was given at the May 5, 2020, City Council Meeting, by Andrew Kohr, Pond & Company. Laurie Searle captured the following content from the presentation.

The Master Plan is a multi-jurisdictional collaborative project between the City of Chattahoochee Hills and the City of South Fulton, funded through Atlanta Regional Commission's (ARC) Community Development Assistance Program (CDAP).



PROJECT BACKGROUND

- Multi-jurisdictional collaborative project between the City of Chattahoochee Hills and the City of South Fulton, funded through Atlanta Regional Commission's (ARC) Community Development Assistance Program (CDAP)
- Idea began as an effort to reconstitute old Campbellton, the historic county seat of former Campbell County
- Opportunity to re-establish a historic downtown and expand it into a larger village, encourage development of nearby defunct pre-recession subdivisions, increase workforce development and provide a variety of housing options
- Recommendations will focus on design, zoning, land use, street network, transportation alternatives, recreational opportunities, historic preservation, business development and site development through an iterative public process
- Analysis of the surrounding properties to examine their current use and relation to the Campbellton Crossroads Village
- Create an economic development center for both Chattahoochee Hills and South Fulton, and a gateway into Douglas County

PROJECT GOALS

- Celebrate and re-establish the historic town center of Campbellton Historic Crossroads Village
- Create a walkable, vibrant area
- Examine transportation alternatives such as walking, biking, and public transit
- Create opportunities for expansion of recreation
- Create opportunities for residents and visitors that include:
 - business development and employment
 - easy access to quality goods and services
 - a variety of housing types and prices
 - transportation alternatives
- Execute a transparent public engagement process to unify both communities

TASKS

Task 1: Existing Conditions Assessment

- Project Kick-Off (4/15/20)
- Review Previous Plans
- Historic Research
- Basemap Development
- Ground Truthing and Analysis
- Existing Conditions Summary

Task 2: Market Analysis

- Demographic Profile
- Real Estate Market Conditions (Retail)
- Identification of Case Studies
- Case Study Research + Summary Report
- Analysis of Opportunity + Recommendations

Task 3: Public Input

- Social Pinpoint and Public Outreach
- Stakeholder Interviews
- Core Team Meetings (2)
- Public Meetings (2)
- Charrette (1)
- Draft Concept Review
- Transportation Coordination Meeting (1)
- Elected Official Briefings

Task 4: Concept Plan

- Initial Analysis
- Concept Refinement
- Finalize Concepts

Task 5: Deliverables

- Preparation of the Draft Master Plan
- Final Master Plan in PDF format

PROJECT TIMELINE

- April 14: Project team kick-off
- April - June: Existing Conditions Assessment
 - Initial Market Analysis + Case Studies
 - Ground Truthing
 - Analysis Mapping
 - Historic Research
- May – Nov: Public Input
 - Social Pinpoint
 - Stakeholder Interviews
 - Core Team Meetings
 - Public Meetings
 - Charrette
 - Elected Official Briefings
- May - Nov: Concept Plan
 - Initial Analysis
 - Incorporate Feedback from Public Input
 - Iterative Process
- Sept - Nov: Council Meetings
 - Submit Draft Document for review
 - Submit Final Document for adoption
- Nov – Dec: Submit Final Deliverables
 - Final Master Plan + Implementation Plan
 - Electronic and print copies