

CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Appendix

July 9, 2012



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Market Study

Residential & Commercial Market Analysis

For the Stockbridge LCI Study 10-Year Update

Revised Draft: February 2012



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1. Framework

Marketek, Inc. was retained by Tunnell-Spangler-Walsh and Associates to prepare a market analysis for the Stockbridge LCI Study 10-Year Update being conducted on behalf of the City of Stockbridge. The primary objective of the market analysis is to determine the potential market depth for new residential, retail and office space in the LCI Study Area and to determine how this potential could be most realistically achieved. The following tasks were performed as part of this effort:

- **Study Area Overview:** The Study Area's current position in the marketplace was assessed in terms of the quality and level of existing supply and in how it relates to competitive markets.
- **Demographic and Economic Profile:** Analysis of demographic and economic trends in and around the Study Area, as well as larger geographic areas from which customers and new residents are likely to emanate.
- **Market Analysis:** Analysis of the competitive supply of residential, retail and office uses. Estimates of potential market support for new or rehabbed residential, retail and office development, phased over a 10-year period.
- **Economic Development & Housing Recommendations:** Based on community input and findings of the market analysis, redevelopment considerations for residential, retail and office uses are provided, including housing opportunities, retail positioning/market niches and other economic and community development considerations.

Methodology

While redevelopment activity throughout the Study Area will be phased over time, the market analysis is focused on the ten-year time period from 2012-2022, a realistic projection period for redevelopment. The results of this study are based on:

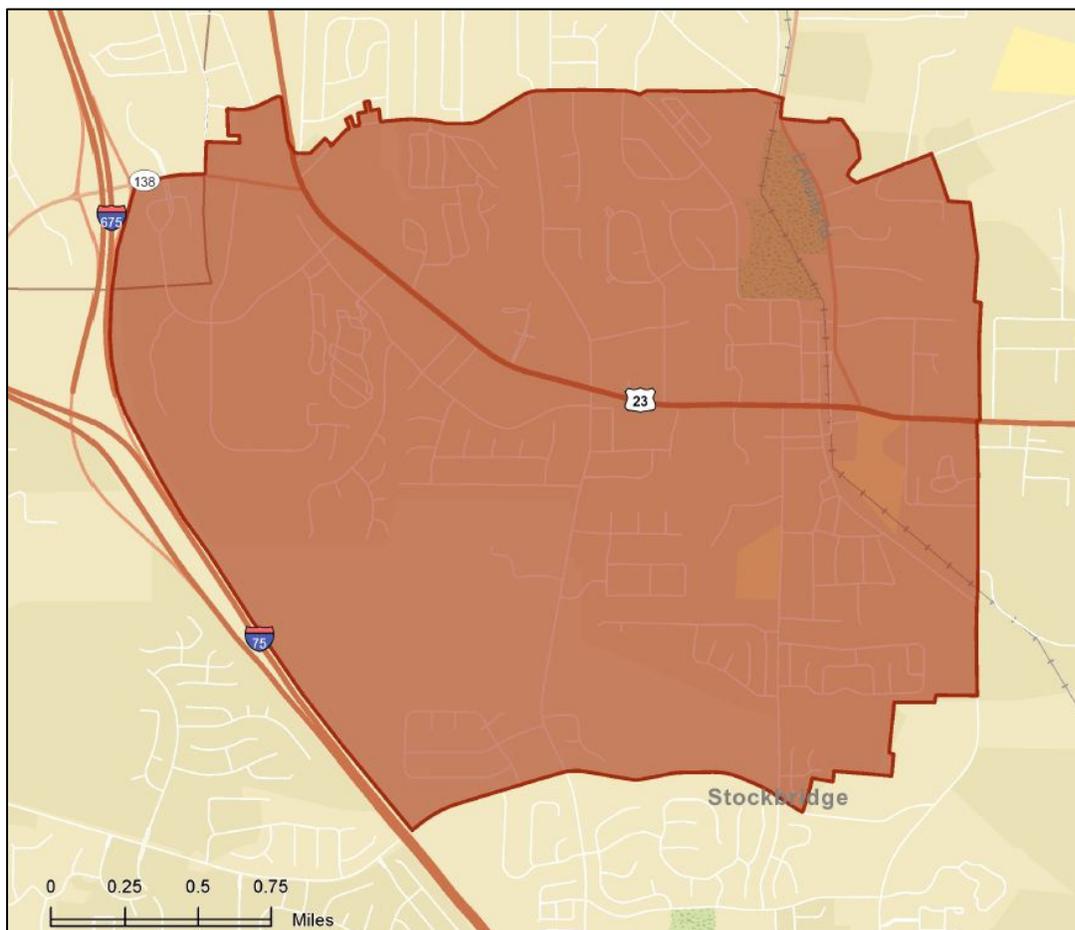
- Site visits conducted by Marketek, Inc.
- Analysis of secondary data including the U.S. Census, ESRI Business Information Solutions, building permit data, and others;
- Input from local residents and property owners, public officials and real estate professionals;
- Statistical estimates of potential supportable space;
- Business inventory and mapping of key shopping centers; and
- The professional and technical expertise of Marketek, Inc.

Study Area

The Stockbridge LCI Study Area (shown in Map 1 below) includes approximately 4.1 acres of land, the majority of which lies in the City of Stockbridge and in Henry County. It is roughly bounded by Davis Road to the north, Rock Quarry Road to the east, Red Oak Road to the south and I-75/I-675 to the west.

The Study Area includes Stockbridge's aging historic town center located along Berry Street and the recently constructed Stockbridge City Hall located across the railroad tracks from downtown. Dominant land uses throughout the area include auto-oriented commercial space primarily along North Henry Boulevard and Highway 138, and single-family residential uses to the north and south of North Henry Boulevard. The Study Area also contains several civic and other anchors, including schools, churches and the Merle Manders Conference Center.

Map 1. Stockbridge LCI Study Area



2. Target Market Profile

Primary target markets for new residential, retail, service and entertainment uses in the Study Area include local residents and employees. Area visitors – such as special event attendees and recreational and business travelers – are another key market, but at present visitor attractions in Stockbridge are limited. Community input indicates desire to create destinations with appeal to residents and out-of-towners and to better market the city's history and small town character. This section provides an in-depth look at the resident and employee markets, which provide the greatest potential opportunity for a dependable source of year-round sales and of potential buyers of newly-developed housing.

Local Resident Market

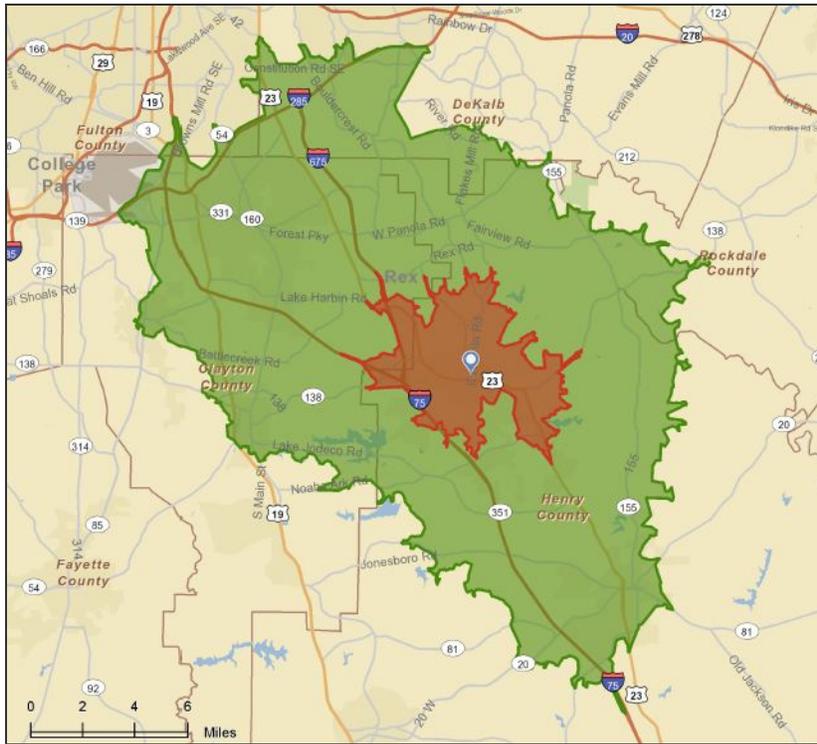
Marketek delineated Retail and Residential Market Areas, which are the geographic areas from which the large majority of potential retail customers and residents of new housing will emanate. They are based on drive time estimates, geographic and man-made boundaries and the location of existing competitive supply.

The Stockbridge LCI Study Area's market areas include:

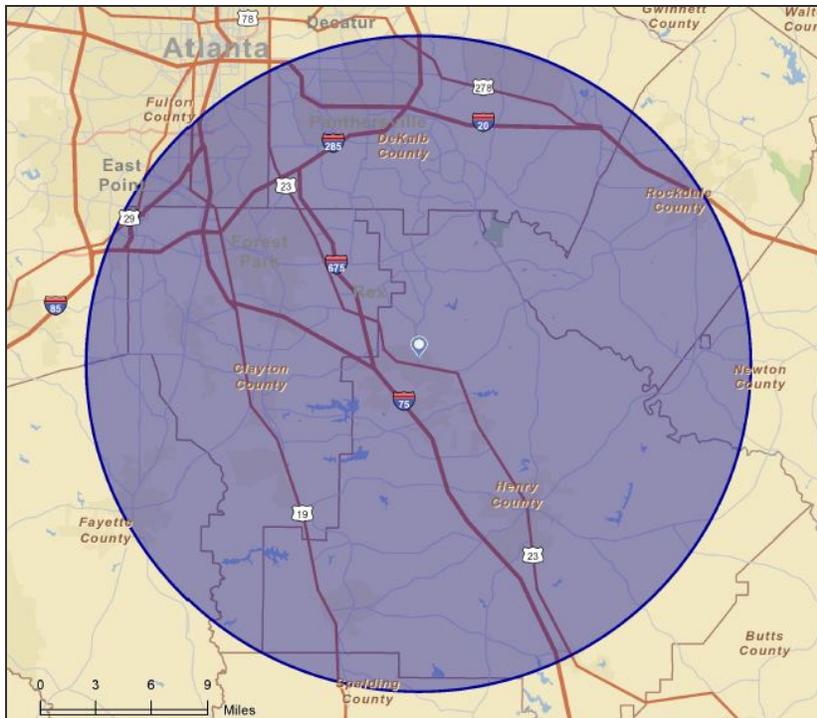
- **Local Retail Market Area:** Approximately a ten-minute drive from Stockbridge City Hall. Residents will visit the Study Area for convenience-related goods and services (such as groceries, dry cleaning, etc.), as well as for specialty shopping, dining and entertainment. Shown in red on Map 2 on following page.
- **Greater Retail Market Area:** Approximately a twenty-minute drive from Stockbridge City Hall. Residents will visit the Study Area for destination shopping, dining and entertainment. Shown in green on Map 2.
- **Residential Market Area:** Fifteen-mile radius from Stockbridge City Hall. Majority of new Study Area residents will move from within this area. Shown in blue on Map 3 on following page.

Demographic trends are analyzed for the 2000 to 2015 time period and comparisons to the City of Stockbridge and the Atlanta Metropolitan Statistical Area are made where appropriate. Figure 1 provides several major demographic and economic indicators with more detailed information available in Appendix A.

Map 2. Local & Greater Retail Market Areas – 10 & 20 Minute Drives



Map 3. Residential Market Area – 15 Mile Radius



- Over the last decade, the Local Retail Market Area grew by 14,833 persons, or an average of 7.4 percent per year, to reach 35,021 in 2010. This increase is not surprising given that

Henry County had one of the strongest growth rates nationwide in the 2000s and was the seventh fastest growing county in the country through 2006.

- The Greater Retail Market Area and Residential Market Areas saw more modest growth – with average annual population growth rates of 2.5 percent and 1.6 percent, respectively – similar to the Study Area average of 2.3 percent and the metro average of 2.4 percent. Stockbridge more than doubled its population, although some growth is attributable to changes in the city boundaries.
- As of 2010, the Study Area included 8,270 persons in 3,238 households. Median income (\$61,130) and median age (30.5 years) are both slightly below metro medians. About half of residents are African American (48 percent), 38 percent are white and 14 percent are of Hispanic origin.
- As of 2010, the Greater Retail Market Area contained 283,903 residents and the Residential Market Area is home to 852,370 persons. Despite cooled growth rates compared to the 2000s, the former is projected to gain 25,512 residents through 2015, and the latter 77,333.
- Median income in 2005-2009 for the three market areas ranged from \$49,047 in the Greater Retail to \$57,812 in the Local Retail; all were below, but within \$10,000 of, the metro median. Like the Study Area, market area populations had a slightly lower median age than the metro, but the Henry County area is anticipated to see aggressive gains in the 55+ population through 2030, according to the Atlanta Regional Commission.
- The largest share of residents in each market area in 2010 were African American (ranging from 49 percent in the Local Retail to 66 percent in the Residential). White persons constituted between 26 percent in the Residential and 38 percent in the Local Retail. In both retail market areas, 12 percent of the population was of Hispanic origin as of 2010.
- ESRI Business Information Solutions categorizes neighborhoods throughout the nation into 65 consumer groups or market segments. Neighborhoods are defined by census blocks and are analyzed by a variety of demographic and socioeconomic characteristics and other determinants of consumer behavior. In the Stockbridge Market Areas, the top consumer market segments consist of young families with incomes near or above the national median whose spending reflects family needs – purchases for babies/children, home improvement and gardening and big-ticket home items. The market areas also include older couples who are either retired or approaching retirement and have fewer children living at home.

Figure 1. Demographic Snapshot: Study Area, City of Stockbridge, Retail & Residential Market Areas and Atlanta MSA

Demographic Indicator	Study Area	City of Stockbridge	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Atlanta MSA
Population						
2010	8,270	25,636	35,021	283,903	852,370	5,268,860
2015 (forecast)	9,500	30,051	39,036	309,415	929,703	5,803,172
Avg. Ann. % Change ('00 -'10)	2.33%	16.02%	7.35%	2.52%	1.58%	2.40%
Avg. Ann. % Change ('10 -'15)	2.97%	3.44%	2.29%	1.80%	1.81%	2.03%
Households						
2010	3,238	9,499	13,010	100,128	305,338	1,937,225
2015 (forecast)	3,729	11,158	14,545	109,269	333,042	2,132,276
Avg. Ann. % Change ('00 -'10)	2.15%	15.34%	7.43%	2.87%	2.11%	2.46%
Avg. Ann. % Change ('10 -'15)	3.03%	3.49%	2.36%	1.83%	1.81%	2.01%
Average Household Size	2.51	2.69	2.67	2.87	2.89	2.72
Median Household Income	\$61,130	\$72,139	\$65,280	\$60,701	\$61,600	\$68,106
Median Age (Years)	30.5	32.8	32.9	32.8	33.4	34.7
Race						
Percent White Alone	37.6%	28.8%	38.0%	31.0%	25.6%	55.4%
Percent Black Alone	48.1%	55.7%	48.9%	55.1%	65.7%	32.4%
Percent Hispanic	14.1%	9.5%	12.0%	11.6%	7.5%	10.4%
Homeownership	67.2%	70.9%	73.2%	65.7%	67.9%	66.5%
Educational Attainment						
Associate Degree	9.0%	8.9%	9.2%	7.5%	7.6%	6.8%
Four Year Degree or More	27.8%	32.7%	23.5%	20.8%	22.5%	34.4%

Sources: 2000 and 2010 U.S. Census; ESRI Business Information Solutions

Employee Market

Market research conducted by the Business Owners and Managers Association of America demonstrates that office workers (as one segment of the workforce) spend between 10 and 15 percent of their expendable income in and near their places of work.

A survey by the International Council of Shopping Centers found that downtown workers spent an average of \$130 per week during lunch and after work. This survey further revealed that:

- The majority of workers (76 percent) prefer to walk to lunch, up to three blocks.
- Top items purchased were cards, stationery, gifts, drugstore items, books and magazines.
- Workers also buy office supplies, jewelry, apparel, accessories, housewares and arts/crafts items, but with less frequency.

An estimated 415 businesses with 3,411 employees operate within the Study Area. Within three miles of City Hall, there are an additional 1,277 businesses and 9,784 jobs (Figure 2 and Map 4). In the three-mile area, the largest share of employees work in retail trade (27 percent), health services (21 percent) and other services (15 percent).

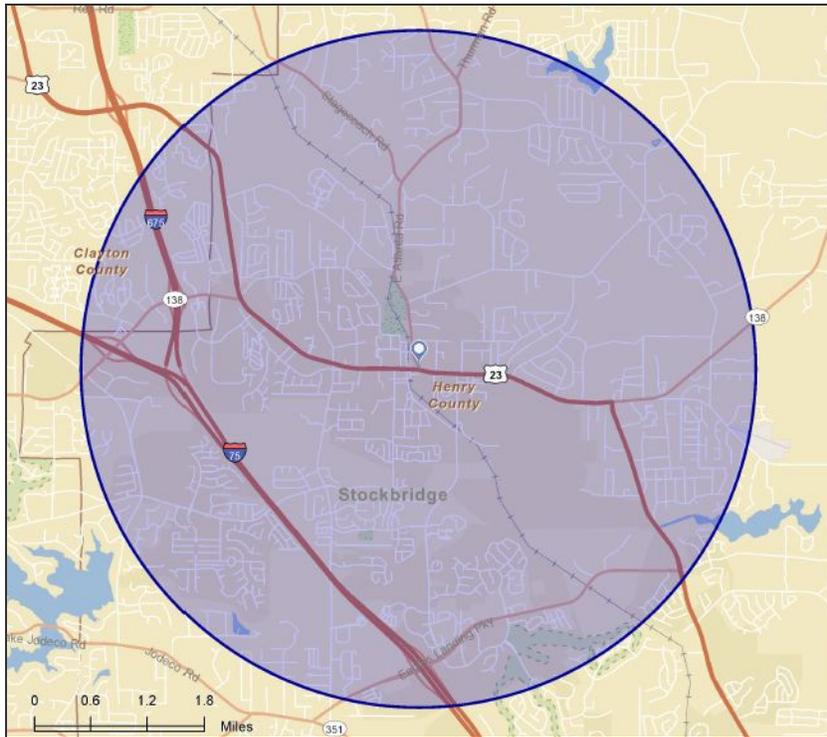
Figure 2. Employment by Industry: Study Area and 3-Mile Radii, 2010

Industry	Study Area		3-Mile Radius	
	#	%	#	%
Agriculture & Mining	33	1.0%	144	1.1%
Construction	186	5.5%	791	6.0%
Manufacturing	21	0.6%	103	0.8%
Transportation	120	3.5%	435	3.3%
Communications	7	0.2%	28	0.2%
Utilities	9	0.3%	39	0.3%
Wholesale Trade	53	1.6%	294	2.2%
Retail Trade	836	24.5%	3,517	26.7%
Finance/Insurance/Real Estate	478	14.0%	1,558	11.8%
Services	1,637	48.0%	6,167	46.7%
Hotels & Lodging	31	0.9%	153	1.2%
Automotive Repair, Services & Parking	71	2.1%	286	2.2%
Motion Pictures & Amusements	32	0.9%	153	1.2%
Health	798	23.4%	2,701	20.5%
Legal	33	1.0%	102	0.8%
Education Institutions & Libraries	164	4.8%	763	5.8%
Other Services	508	14.9%	2,009	15.2%
Government	31	0.9%	109	0.8%
Other	1	0.0%	10	0.0%
Total Employment	3,412	100.0%	13,195	100.0%
Total Businesses	415		1,692	

Note: Distance is from Stockbridge City Hall.

Source: ESRI BIS

Map 4. 3-Mile Radius from City Hall



Additional Population Segments

During the LCI public kick-off meeting and workshop, community members identified several population segments whose needs should be specifically considered in the planning process. To inform the development of recommendations, this section provides an overview of these populations for the City of Stockbridge and Study Area (when available).

Families with Children

LCI workshop participants identified recreation and after-school activities as a key need in the Study Area. The 2010 Census shows that 4,329 households in the City of Stockbridge (45 percent) have children and, of these, 1,717 are single-parent households. As of 2010, there were a total of 5,812 school-aged children in the city and 1,754 in the Study Area.

Seniors

Nationally, aging Baby Boomers are projected to fuel increases in the senior (65 and older) population over the next few decades. Likewise, strong growth in the local senior population is also expected. According to an Atlanta Regional Commission (ARC) report, Henry County's 55+ population is anticipated to increase by 266 percent from 2005 to 2030 (an additional 40,500 persons in that age bracket).

In the City of Stockbridge, there were an estimated 1,603 seniors (65+) as of 2010 and senior householders made up 10 percent of the households. In the Study Area, seniors constituted 6 percent of the population and senior householders made up 7 percent of households. As Henry

County's older adult population grows and Stockbridge continues to develop its town center, it is likely to be an increasingly attractive location for seniors and retirees.

Veterans

Community members also expressed a desire to serve the needs of veterans in and near Stockbridge. According to 2008-2010 American Community Survey 3-Year estimates, there are 2,301 veterans living in Stockbridge and 16,729 in Henry County. Looking at characteristics for Henry County's veteran population, the majority are male (87 percent) and the largest share (45 percent) are between ages 35 and 54. Henry County veterans are college-educated at about the same rate as nonveterans (24 percent) and have a slightly lower unemployment rate (8.5 percent versus 9.9 percent).

Research about homelessness has shown that veterans are over-represented in the homeless population and are more likely to be homeless than non-veterans. While data is not available for Henry County, point-in-time homeless counts have been conducted by the Metro Atlanta Tri-Jurisdictional Collaborative for Atlanta and Fulton and DeKalb Counties. As of 2008, the Tri-J identified 1,715 homeless veterans out of a total point-in-time homeless count of 6,840. These figures indicate that veterans made up approximately 25 percent of the homeless population in these three areas versus 7 percent of the total population.

Disabled Persons

The 2008-2010 American Community Survey also provides estimates of the disabled population in the City of Stockbridge. There are an estimated 2,365 persons in the City of Stockbridge with one or more disabilities, including 1,094 persons with ambulatory disabilities (i.e., difficulty walking or climbing stairs). Persons with disabilities constitute about 10 percent of the Stockbridge population.

3. Residential Market Analysis

Here we provide an overview of the existing housing market, along with a statistical demand analysis to estimate potential market depth for for-sale and rental housing in the Study Area.

Market Overview

Economic uncertainty, job losses, an oversupply of residential real estate and continuing foreclosures have continued to plague the housing market nationally and in metro Atlanta. In the U.S., new single and multifamily housing starts bottomed out in the second half of 2009 and are anticipated grow to 0.9 million units per year by 2012.¹ Before the recession, housing starts averaged 2 million plus per year. While home sales were boosted by the extended homebuyer tax credit, they did not match the volume sold during the first tax credit period.

In metro Atlanta, several factors have coalesced to depress rents, sales prices and sales volumes. From 1995 to 2005, the Atlanta MSA led the nation in terms of square footage of new home construction. This construction boom leaves the metro area with an estimated 150,000 vacant, developed lots (i.e., lots that are served by varying levels of infrastructure but no homes are built). Meanwhile, risky lending practices, unemployment and a short foreclosure process statewide have further increased oversupply as foreclosed homes are made available.

As of June 2011, Georgia ranked sixth nationwide in terms of foreclosure rate, with one in every 418 homes in foreclosure. Year over year, foreclosures are down 12,154, from a total of 103,603 through September 2010 to 91,449 for the first three quarters of 2011. Fayette County had the lowest number of foreclosures in October in the 13-county metro region with 135 and Gwinnett had the most with 1,889. Henry County had 527 foreclosures.

Nationally, foreclosure activity decreased in the major metros during the past year, but the pipeline remains clogged in many markets by a glut of already foreclosed properties that have not sold or were improperly filed. Also, banks are "sitting on" a substantial inventory of foreclosures in fear of flooding the market. While foreclosures during 2012 will continue to adversely affect the housing market, the July 2011 S&P/Case home price indices reveal that the U.S. home price indices increased by 3.6 percent in the second quarter of 2011.

On the rental side, rents and occupancies have fallen for apartments, although the market has not been hit as hard as for-sale. A 2011 report by the National Multi Housing Council reports that rental apartment development activity has increased in most areas, and apartments are generally performing better than other real estate sectors nationally. In metro Atlanta, apartment occupancy rates average 90 percent, down from 96 percent ten years ago. Rental rates are stable and poised to increase; and complex and land sales are picking up.²

¹ From the Georgia State University Economic Forecasting Center's May 2010 National Forecast.

² From Databank, Inc's 3rd Quarter 2011 Apartment Market Survey.

Housing Supply

Figure 3 summarizes the characteristics of the existing housing supply in the Study Area, Residential Market Area, City of Stockbridge and Atlanta MSA.

- *Tenure:* In all geographies, the majority of housing is owner-occupied. Homeownership rates in the Study Area and Residential Market Area are similar to that of the Atlanta Metropolitan Statistical Area (MSA) at 67-68 percent.
- *Vacancy:* Residential vacancy rates range from 8 percent in the city and county to 12 percent in the Residential Market Area. All have increased since 2000. In the Study Area, there are approximately 314 vacant housing units and 180 vacant, unbuilt home lots.
- *Home Values:* Median home values in Stockbridge and Henry County are close (\$168,000 and \$171,000, respectively) but remain below that of the MSA (\$188,000). Median values are lower in the Study Area and Residential Market Area (\$145,000 and \$150,000, respectively).
- *Structure Type:* Detached single family housing is the dominant residential type in each geography, constituting 62 percent of housing in the Study Area and 71 percent in the Market Area. Apartments with 10 or more units follow, making up a quarter of units in the Study Area, one-fifth of units in the city and one-tenth of units in the Market Area.
- *Building Permits:* Another indicator of the local housing market is the number of residential building permits issued. Housing permits issued in Henry County reveal a significant decline over the last decade. In 2010, only 220 permits were issued, down from as high as 4,689 in 2002, evidencing the drastic slowdown in residential construction. (See Appendix B.)

Figure 3. Summary Characteristics of Existing Housing: Study Area, City of Stockbridge, Henry County, Residential Market Area and Atlanta MSA

Housing Characteristic	Study Area	City of Stockbridge	Henry County	Residential Market Area	Atlanta MSA
Occupied Units (2010)	3,238	9,499	70,255	305,388	1,937,225
Owner occupied	67%	71%	84%	68%	67%
Renter occupied	33%	29%	16%	32%	33%
Vacancy Rate (2010)	9%	8%	8%	12%	11%
Median Owner Occupied Unit Value ('05-'09)	\$144,494	\$168,400	\$171,700	\$149,588	\$188,400
Median Contract Rent (2005-2009)	\$815	\$808	\$800	\$698	\$733
Units in Structure (2005-2009)					
Single Family Detached	62.2%	66.1%	84.7%	71.1%	67.0%
Single Family Attached	1.1%	2.5%	1.8%	4.0%	4.7%
2-4 Units	2.2%	1.9%	1.7%	4.6%	4.5%
5-9 Units	5.7%	6.6%	2.6%	7.6%	6.1%
10+ Units	24.7%	18.9%	5.4%	10.6%	14.3%
Mobile Home	4.1%	4.0%	3.8%	2.1%	3.4%
Median Year Structure Built (2005-2009)	1995	2000	1997	1986	1987

Source: 2010 U.S. Census, 2005-2009 American Community Survey, ESRI Business Information Solutions

For-Sale Supply

Henry County home sales for the last five years are summarized below in Exhibit 4. New sales for both detached and attached homes fell significantly from 2005 to 2009, by 83 percent and 78 percent, respectively. Existing detached home sales fell less drastically (21 percent) but saw a steep decline in median price (24 percent); by comparison new single family homes prices peaked in 2007 before returning to 2005 levels.

Sales of existing attached homes increased from only 21 in 2005 to 74 in 2009. Prices, however, fell considerably; medians dropped from \$123,000 in 2005 to \$40,000 in 2009. New attached home sales prices also fell, with a median of \$85,000 in 2009. In the case of resales for both attached and detached housing, foreclosures are bolstering sales numbers while depressing prices.

Figure 4. Home Sales History: Henry County, 2005-2010

	2005	2006	2007	2008	2009	2010
Detached						
New Homes Sales	3,469	3,070	1,796	944	600	
Existing Home Sales	2,729	3,157	2,355	2,054	2,151	
All Home Sales	6,198	6,227	4,151	2,998	2,751	
Median New Home Sales Price	\$189,100	\$212,218	\$220,965	\$200,000	\$193,408	
Median Existing Home Sales Price	\$144,900	\$149,900	\$145,000	\$133,550	\$109,900	
Median All Home Sales Price	\$172,622	\$183,464	\$181,094	\$155,050	\$122,199	
Attached						
New Homes Sales	187	142	71	32	42	
Existing Home Sales	21	44	68	53	74	
Total Home Sales	208	186	139	85	116	
Median New Home Sales Price	\$115,900	\$127,100	\$133,527	\$127,850	\$85,000	
Median Existing Home Sales Price	\$123,092	\$89,450	\$66,482	\$50,500	\$40,000	
Median Total Home Sales Price	\$118,441	\$123,750	\$120,000	\$83,333	\$50,833	
Total						
Total Home Sales	6,406	6,413	4,290	3,083	2,867	2,567
Median Total Home Sales Price	\$170,000	\$181,700	\$179,000	\$152,000	\$119,900	\$111,000

Source: SmartNumbers; Atlanta Journal-Constitution Atlanta Home Sales Report

Interviews with local real estate professionals echo building permit data and sales histories – construction and market activity have slowed significantly in Henry County and many sales now involve foreclosures. Few communities are actively building, although some builders have had success selling new units at competitive prices after acquiring vacant foreclosed lots. Prices in these neighborhoods ranged from the \$170s to \$260s, or about \$60 to \$70 per square foot. The

majority of sales, however, are resales or foreclosures and, as permit data indicates, little to no speculative building is underway.

Stockbridge and Henry County have an impressive range of opportunities and attributes that underlie future development there. But in the short term, Henry is expected to reflect metro-wide trends including an oversupply of real estate, continued weakness in permit activity and slow job recovery.

Rental Apartment Supply

Henry County is among the top performing apartment markets in the region, along with Rockdale, north Fulton and the City of Atlanta. The occupancy rate for Henry in 2010 was estimated at 92 percent, the second highest of the 12 Atlanta submarkets tracked by real estate information providers Databank, Inc. According to Databank, with more Class A and Class B product, newer construction and higher rents, Henry was less affected by job losses that led many low-wage workers to vacate mid- and low-rent apartment in South Fulton and Clayton.

Despite strong occupancy rates in some suburban counties, developer interest is currently focused primarily on infill locations in Atlanta. According to CB Richard Ellis, developers are opting for intown sites because of higher rents and to avoid the need for rezoning or other approvals which are often more difficult to secure in suburban locations. Thus, while about 2,000 new apartment units were planned for Henry County over the next 2-3 years, development timelines will be heavily influenced by the pace of economic recovery throughout the region.

Marketek surveyed several apartment communities located in and near the Study Area (results are provided in Appendix B). Occupancy rates range from 85 percent to 99 percent; seven of the eleven properties surveyed have occupancy rates at 92 percent or above.³ All of the surveyed communities have one, two and three bedroom apartments but typically offer fewer floorplan options for three bedroom units.

Starting rental rates for one bedroom homes are roughly evenly distributed from \$589 to \$850 per month (or \$0.74 to \$1.11 per square foot). Two bedroom unit starting monthly rents range from \$659 to \$990 (or \$0.62 to \$0.93 per square foot), but most are below \$800. Rents for three bedrooms are in the \$790 to \$1,000 range, with the exception of Mandalay Villas, where they start at \$1,260. Compared to a similar rental survey completed in Henry County in 2008, rents in most complexes have increased slightly.

Typical amenities include balconies, cable and internet readiness, fitness centers, playgrounds, laundry facilities and washer/dryer connections. Several communities also offer tennis courts and garages and include cable with rent.

Housing Demand

A statistical demand analysis was performed for the Residential Market area to estimate the potential market depth for for-sale and rental product in the Study Area. Even though the analysis uses finite numbers, the end result (i.e., potential market support) should be interpreted as an approximation of market depth that is balanced with the characteristics of the competitive supply.

³ The rental apartment market is considered to be at equilibrium, or the point where supply is roughly in line with demand, when average occupancies are 92 to 93 percent.

The two main sources of annual potential demand for housing are new household growth and turnover. New household growth is traditionally used to project market expansion and is based on projected household growth rates for the Residential Market Area. The owner and renter analyses use the average annual increase in households beginning with the estimated household base in 2011 and the projected 2011-2021 annual number of new households.

In both the owner and the renter demand analysis, the more quantitatively significant source of potential demand, turnover, has as a base the estimated number of owner or renter occupied units existing within the Residential Market Area. Projected owner and renter occupied households are qualified or segmented by turnover rates (from the American Community Survey), as well as by income and household size. It is assumed that a majority of prospective households will have one to three persons. In terms of income, the bulk of potential homebuyers will likely have annual incomes of \$50,000 or higher, while prospective renters will have annual incomes between \$25,000 and \$60,000.

Households that will potentially be owners or renters are qualified by income, household size and Tapestry market segmentation data. Recognizing that estimated potential demand will depend on housing preferences of new and existing market area households, Tapestry data is used to narrow demand estimates to include households that would be most attracted to new housing developed in a town center atmosphere. For example, the appeal of residential development in the town center will vary depending on a household's characteristics or preference/lifestyle choice. A large family, for instance, may prefer a house with a big yard as opposed to a loft-style condominium in a mixed-use setting.

Estimated Potential Demand

Over the next ten years, 1,441 Residential Market Area households will be potential buyers of newly developed or rehabilitated market rate housing annually. An estimated 1,228 households in the Residential Market Area are potential renters at market rate rental projects annually (see Appendix B for demand calculations).

Based on an evaluation of the surrounding housing market, the competitive supply, the attributes of the Study Area and Marketek's experience in facilitating residential development, we estimate that during the first ten years of development, approximately 793 for-sale and 614 rental units could be absorbed in the Study Area (see Appendix B). In other words, the Study Area has the potential to capture 5.3 percent of market demand over a ten year period. Combined, there is demand for 1,407 housing units in the Stockbridge LCI Study Area, 56 percent ownership and 44 percent rental. These may include newly developed housing units or rehabilitation of obsolete units.

The projection for potential demand for housing in the Study Area assumes that development will begin as the economy stabilizes and Atlanta enters another period of growth. Employment projections indicate the region should begin to regain lost jobs by the end of 2012, which may be when housing sales and development begin to pick up.

These projections also assume there will exist marketable rental and for-sale housing product and that an aggressive marketing program for new housing will be underway. The recommended housing types would include newly constructed apartments, condominiums, townhouses and small-lot single-family detached homes.

Figure 5 summarizes potential demand estimates and achievable rents and home prices. While there may be some demand for higher-priced units, it is our opinion that as prices rise above

these levels, demand will thin out, especially as the housing market is recovering. Following recovery, higher sales prices may be achievable.

Figure 5. Summary of Potential New Residential Units in Stockbridge LCI Study Area

	10-Year Market Area Potential Demand	Study Area Capture	10-Year Study Area Potential Demand	Potential Price Points/Rents
For-Sale Product	14,413 units	5.5%	793 units	Condos: \$85,000 to \$125,000 Townhomes: \$125,000 to \$175,000 Single-Family Detached: \$175,000 to \$250,000
Rental Product	12,280 units	5.0%	614 units	1 bd: \$700 to \$850 2 bd: \$775 to \$975 3 bd: \$950 to \$1,250

*Note that these estimates do not reflect existing vacancies of 314 residential units and 180 unbuilt lots. If vacant homes and lots are included, total for-sale demand for the ten year period is approximately 300 to 400 units, depending on the tenure status of existing vacant units.

4. Retail Market Analysis

The supply and demand analysis estimates the amount of potential new retail space that can be supported in the Stockbridge LCI Study Area now and over the next ten years by merchandise type.

Market Overview

Nationally, slowed retail sales, increasing vacancy and tightening lending markets have lowered lease rates and stalled commercial construction in many markets. Several indicators, however, point to a recovery. After being down by \$45 billion, retail sales have almost returned to pre-recession levels and are anticipated to grow over the next year. Nationwide, occupancy rates are recovering (estimated at 7.1 percent) and positive absorption has continued (21.5 million square feet in the first half of 2011).

As retailers took advantage of lower rental rates and other deals, leasing activity has increased. First tier properties have seen the strongest recovery, with some demand for space spilling over to second tier centers. Third tier properties and unanchored strip centers face the most challenges in filling vacancies and stabilizing rents. While discount retailers remain strong and luxury retailers are strengthening, the middle market segment has been slower to respond.

Retail Supply

In its *Atlanta Retail Space Guide*, Dorey Publishing and Information Services classifies the Study Area as falling in the “Stockbridge/McDonough/Henry County” retail submarket, which contained 4.21 million square feet of retail space in 72 centers as of 2010. Vacancy rate was estimated at 9.4 percent in 2010, up from 8.1 percent five years ago. Of the 28 metro Atlanta submarkets Dorey tracks, Stockbridge has the sixth lowest vacancy rates; of suburban submarkets, it is the second lowest behind Stone Mountain at 9.1 percent.

In terms of average rental rate, Stockbridge falls in the middle when compared with the 20 suburban retail markets. At \$14.15 per square foot, Stockbridge's average is above that of 8 submarkets, below that of another 8 and on par with (within a dollar of) the remaining three. Lease rates in Stockbridge have increased since 2005, when they averaged about \$11 per square foot.

Destination Shopping Supply

For many years, Southlake Mall in Clayton County offered the only large-scale shopping opportunity in the southeast metro Atlanta region. At 1.2 million SF, the mall remains the closest mall for Study Area shoppers, although community input at the public meeting and workshop indicates that many residents travel beyond the Southlake to Atlanta to do destination shopping. Also nearby is the Tanger Outlet Center in Locust Grove, which opened in 1994 and offers 293,000 SF of stores.

While there are limited large enclosed shopping centers nearby, the Study Area and its vicinity are home to a wealth of big box stores. Henry Town Center is one of the largest, with about 750,000 square feet of store space. Anchors include Target, Home Depot, Belk's and Ross Dress for Less. The center is now 15 percent vacant following the closing of 115,000-square foot anchor BJs Wholesale. Additionally, nearby big box and department stores include Kohl's, Garden Ridge and BrandsMart USA west of I-75; Lowe's and Office Depot between I-675 and I-75 and WalMart on North Henry Boulevard.

Within the Study Area, May's Crossing is anchored by several discount stores including Big Lots, Dollar Tree and Value Village and has a vacancy rate of approximately ten percent. Across the street and immediately adjacent to the Study Area, Freeway Junction tenants include Goodwill Farmer's Furniture, Fred's, Northern Tool and Equipment and CitiTrends. The center has low vacancy at about 4 percent.

Convenience Shopping Supply

Like the supply of destination shopping in and near the Study Area, many of the convenience retailers and grocers are discount chains, including Food Depot (which is based in Stockbridge), Aldi and WalMart. A Publix borders the northeast corner of the Study Area, at Old Atlanta Road and Old Conyers Road. A Kroger anchors the Stockbridge Village shopping center located between I-675 and I-75, which is currently about 20 percent vacant following recent redevelopment.

Supply Summary

The Study Area includes 1.25 million square feet of retail/restaurant space, according to fieldwork conducted by Tunnell-Spangler-Walsh. Of this total, an estimated 65,000 square feet, or 5.2 percent, is vacant.

Overall, discount retailers, including second-hand stores, make up a large share of Study Area commercial development. In terms of restaurants, the vast majority are national chains, including primarily fast food and casual dining. Suburban-style shopping plazas and free-standing stores are typical. Vacancies tend to be concentrated in a few centers, with others being fully-occupied or having only one or two storefronts available. An exception to this development style is downtown Stockbridge, which includes several buildings facing rail line across from City Hall. While many of the existing buildings are deteriorating, the Ted Strickland Center serves well as a community facility and hints at downtown Stockbridge's potential to offer an alternative to the auto-oriented nature of most retail and restaurant development in the Study Area.

Retail Demand

Marketek estimated potential demand for additional retail, restaurant and service space in the Stockbridge LCI Study Area based on existing and future resident spending. In each case, spending potential by merchandise type is converted to square feet of store space using sales per square foot standards taken from the Urban Land Institute's Dollars and Cents of Shopping Centers.

Existing Retail Demand

"Existing demand" is demand for retail goods by current market area households that is now being met outside of the market area. Existing demand is found by comparing retail supply (i.e.,

actual retail sales) with retail demand (i.e., the expected amount spent by market area residents based on consumer expenditure patterns). When demand outweighs supply, a leakage occurs, indicating that consumers are spending outside of the market area for retail goods or services. While consumers will always do a certain amount of shopping away from home, this comparison provides a reasonable indication of the availability of goods in the local market.

Figure 6 shows the existing retail supply and demand balance for the Local and Greater Retail Market Areas by store type. Sales surpluses are occurring in six of ten store categories, reflecting the fact that many retail centers are importing sales from shoppers living outside of the market areas. In the four categories where leakages are occurring, the most significant sales dollars lost are in restaurants (\$34.1 million) and appliances & electronics (\$25.5 million). Converting sales leakage to square feet of store space (based on sales per square foot standards) translates to support for 130,000 square feet of restaurants and 128,000 square feet of appliance & electronics. Combining the sales leakage for all four categories totals \$65.5 million in lost sales, which would potentially support 282,000 square feet of store space.

Figure 6. Retail Supply and Demand Balance: Local and Greater Retail Market Areas, 2010

Merchandise Category	Demand/ Spending Potential	Supply/ Retail Sales	Leakage (or Surplus)	Target Sales (\$/SF)*	Potential Space
Local Retail Market Area					
Grocery	\$42,428,590	\$55,244,306	(\$12,815,716)	----	----
Health & Personal Care	\$8,541,529	\$6,478,477	\$2,063,052	\$365	5,652
Greater Retail Market Area					
Apparel	\$89,174,240	\$85,234,985	\$3,939,255	\$209	18,848
Home Furnishings	\$46,330,581	\$53,617,789	(\$7,287,208)	----	----
Electronics & Appliances	\$49,275,881	\$23,796,153	\$25,479,728	\$199	128,039
Home Improvement & Gardening	\$91,047,512	\$91,275,432	(\$227,920)	----	----
Sports, Hobbies, Books & Music	\$14,942,917	\$16,427,581	(\$1,484,664)	----	----
General Merchandise	\$400,712,622	\$532,561,497	(\$131,848,875)	----	----
Miscellaneous Specialty Retail	\$21,725,454	\$25,247,254	(\$3,521,800)	----	----
Restaurants	\$311,888,503	\$277,832,141	\$34,056,362	\$263	129,492
Total Leakage					\$65,538,397
Estimated Supportable Sq. Ft.					282,031

* Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers."

Source: ESRI BIS; Marketek, Inc.; Urban Land Institute

Future Retail Demand

The second source of resident demand is "future demand," or demand based on projected household growth and spending patterns in the market areas over the next ten years. Potential retail sales are found by applying expenditure potential⁴ by type of merchandise to market area population figures and are divided among five merchandise categories: *shoppers' goods*,

⁴ Consumer spending is estimated from the Bureau of Labor Statistics' Consumer Expenditure Surveys. The CEX surveys have been used for over a century to provide data to study consumer spending and its effect on gross domestic product.

convenience goods, restaurants, entertainment and personal services.⁵ Based on standards sales per square foot of store space, potential sales are converted to supportable space.

Potential sales and supportable retail space for the Local and Greater Retail Market Areas over the next ten years were calculated by merchandise type (see Appendix C). In 2011, total retail sales of \$1,135 million would support 5.5 million square feet of store space. By 2016, market area growth has the potential to support an additional 507,500 square feet of store space, with another 545,600 square feet through 2021, for a total of 1.0 million square feet of potential new retail space over ten years. It is important to note that invariably some level of potential expenditures by residents will occur outside of the Retail Market Areas – including online – if desirable goods and services are not available.

The share of this demand that the Stockbridge Study Area can ultimately capture depends on its success at implementing a comprehensive development program with a wide variety of retail, entertainment, housing and office uses and on its ability to establish a robust business recruitment system. In other words, a passive or segmented approach would result in Stockbridge achieving only a fraction of its estimated potential.

Stockbridge Study Area Retail Potential

Based on the assumption that a comprehensive business development program is underway, Marketek estimates that over the next ten years, the Stockbridge LCI Study Area has the potential to capture 17 percent of new market area demand (or 180,000 square feet of commercial space) and 13 percent of existing market area demand (38,000 square feet). Combined, these form potential for 217,000 square feet of new or rehabbed retail space in the Study Area over ten years. Figure 7 summarizes this potential demand by merchandise category, as described below:

- Convenience Goods & Services: Study Area capture of 40-50 percent of new and existing retail market area demand translates to potential support for 28,483 square feet of additional convenience goods stores space and 11,000 square feet of personal services. This would be enough to accommodate a small market or specialty grocer. Note that new residential development in and near the Study Area has the potential to boost demand for convenience goods and personal services as these are generally items that people purchase close to home.
- Shoppers' Goods: Potential Study Area capture of 12-15 percent of new and existing retail market area demand, or 105,000 square feet of store space for apparel, home goods and miscellaneous retail.⁶ Demand may be absorbed by new development or redevelopment of existing vacant space.
- Restaurants & Entertainment: If the Study Area actively seeks to become one of Stockbridge's top dining destinations, it has potential to capture 15-18 percent of new retail market area demand over the next ten years and 10 percent of existing demand. This capture would result in 72,600 square feet of new or rehabbed restaurant and entertainment space.

⁵ Please refer to Appendix C for examples of store types within each retail category.

⁶ To put demand estimates into context, Appendix C shows the average size of several types of businesses that may be appropriate in downtown. In addition to the median size of all businesses within a particular category, the median size of national, local chain and independent retailers is also shown.

Figure 7. Summary of Potential Supportable Retail Space: Stockbridge LCI Study Area, 2010-2021

Merchandise/Service Category	Existing Unmet Demand		New Supportable Retail Space in Study Area				Total New Supportable Space in Study Area
	2010		2016		2021		
	Capture	Sq Ft	Capture	Sq Ft	Capture	Sq Ft	
Local Retail Market Area							
Convenience Goods							
Grocery			40%	9,811	45%	12,056	21,867
Health & Personal Care	50%	2,826	42%	1,850	48%	2,273	6,949
Subtotal	50%	2,826	40%	11,661	45%	14,329	28,816
Personal Services			40%	4,897	45%	6,018	10,915
Greater Retail Market Area							
Shoppers' Goods							
Apparel	15%	2,827	14%	9,624	18%	12,915	25,366
Home Furnishings	15%	19,206	12%	8,423	15%	11,303	38,932
Home Improvement			13%	9,578	16%	12,854	22,431
Misc. Specialty Retail			10%	7,760	12%	10,414	18,174
Subtotal	15%	22,033	12%	35,384	15%	47,486	104,903
Restaurants	10%	12,949	15%	19,079	18%	24,580	56,609
Entertainment	NA	NA	15%	7,004	18%	9,024	16,029
Total*	13%	37,808	15%	78,026	19%	101,438	217,272

Note: Because demand for Convenience Goods and Personal Service businesses is derived primarily from nearby residents, captures are based predominately on Local Retail Market Area demand.

*Assuming some demand is absorbed by existing vacant retail space results in a net demand for 13,036 square feet of new retail space between from 2011 through 2016 (78,026 SF future demand minus 65,000 SF of existing vacant retail space).

Source: ESRI; Urban Land Institute; Marketek, Inc.

Estimates of potential new retail space in the Study Area should be considered conservative based on the fact that expenditures of three key markets – employees, visitors and students – fall outside of the model.

5. Office Market Analysis

This section provides an overview of office and industrial space supply trends in south metro Atlanta and in Henry County, along with an estimate of potential future demand for office space in the Stockbridge LCI Study Area.

Supply Overview

Industrial Market

The predominant type of commercial real estate development and a significant driver of the economy in Henry County's I-75 corridor is big-box distribution-center buildings. Locations in this just-south-of-Atlanta corridor are attractive to companies that wish to bring inventory in from the Port of Savannah and other origins; distribute this inventory throughout metro Atlanta, or bypass the metro area for locations to the north and west; or move goods down I-75 south to markets in Florida.

The buildup of distribution space in this corridor began in the early-to-mid 1990s with a wave of build-to-suit developments, including facilities for Nestlé, Pep Boys and Ford Motor Co. It continued later in the decade with major speculative big-box distribution projects by national and local developers, followed by a steady influx of users including Kimberly-Clark Corp., Home Depot, and LG Electronics. In 2009 the corridor was the scene of the Atlanta region's largest build-to-suit project, the 1.6 million-square-foot Whirlpool Corp. regional distribution center.

The distribution market has slowed with the decline in the economy over the past three years and, as of 2010, has recorded negative absorption (i.e., a net decrease in the amount of occupied space) for five of the past ten quarters. However, this market is well-positioned to rebound as the economy recovers and as shipping increases at east coast U.S. ports following completion of the Panama Canal widening project in 2014. In addition to an abundance of available space, Henry County also has several parks capable of accommodating new buildings, although no distribution space construction is currently underway.

Office Market

The metro Atlanta office market ended the second quarter 2011 with a vacancy rate of 19.9 percent, a slight increase from the previous quarter of 19.8 percent. This increase occurred in a quarter where Atlanta saw 181,904 square feet in negative net absorption and 44,328 square feet in new deliveries. Quoted rental rates ended the quarter at \$19.22 per square foot, down slightly from the first quarter rate of \$19.38 per square foot. Currently there is 655,784 square feet of office product under construction in metro Atlanta.

Vacancy rates in Atlanta's suburban office markets have been pushed to record levels, and ongoing flat demand amid a weak job recovery is expected to hinder both occupancy and rental rate growth in the near future. The 11 million square foot South Atlanta office market had a vacancy rate of 18 percent at the end of second quarter 2011. This submarket saw (86,358) square feet in net absorption and a quoted rental rate at \$17.76 per square foot. There is 45,000 square feet of space under construction.



Overall, the metro Atlanta office market clearly continues to favor tenants, which is reflected in a high number of large transactions. However, with little new construction on the horizon, concessions have eased and leasing terms are beginning to tighten in both intown and suburban markets.

The South Clayton/Henry County office market includes 1.68 million square feet of space with little to no supply additions since mid-2009. As of 2010, the vacancy rate was just under 16 percent, and had been edging downward over the last two years from as high as 19 percent in the second quarter of 2008. Average per square foot lease rates had likewise declined, from \$21 in late 2008 and early 2009 to \$19 in 2010.⁷

Medical-space users comprise a large portion of the office-tenant base in Henry County, due to the proximity of the growing Henry Medical Center. Professional and services firms are also much in evidence at Eagles Landing, along with lawyers and insurance companies to serve the growing residential population. Henry County is also getting more interest among larger, more corporate-oriented space users, the result of the county's well-educated labor pool, relatively low crime rate, and reputation for good schools.

Office Demand

Accurately forecasting demand for leasable office space is difficult at best. It is especially so in a market like that of the Study Area, where small-scale product and small tenants predominate. The proceeding methodology uses forward-looking demand projections, based on estimates of employment growth, to forecast potential demand for office over the next ten years. However, given the current slow pace of economic recovery, employment gains in the short term are likely to be low compared with long-term growth rate projections.

Based on the Atlanta Regional Commission's recent job growth forecasts for Henry County, potential future demand for office space in Henry is estimated at 167,000 square feet per year through 2021, as shown in Exhibit 8. While some demand will also be generated by turnover of existing office space, this is likely to be negligible considering the high vacancy in the market at present.

Assuming that a comprehensive development program is underway, including development of attractive commercial space in a mixed-use, town center atmosphere, Marketek estimates that the Study Area could initially attract 5 percent of Henry County demand for new or rehabilitated office space and increase progressively to 9 percent over the next ten years. These capture rates translate to the potential for 117,390 square feet of new or rehabbed office space in the Study Area through 2021. However, given the vagaries of economics and real estate and the unknown pace of economic recovery, actual demand can fluctuate significantly on a year-to-year basis.

⁷ From Costar Group and Colliers Spectrum.

Figure 8. Potential Annual Demand for Office Space: Henry County, 2011-2021

Employment Category	Average Annual Employ Change (1)	Office Space User Ratio (2)	Office Space Users (2)	Sq. Ft. per Employee (2)	Average Annual Demand (Sq. Ft.)
Construction	118	10%	11.8	245	2,889
Manufacturing	2	10%	0.2	245	49
TCU	95	20%	19.0	245	4,655
Wholesale Trade	36	10%	3.6	245	882
Retail Trade	145	5%	7.3	245	1,776
FIRE	320	80%	256.0	245	62,720
Services	861	40%	344.4	245	84,378
Government	169	25%	42.3	245	10,351
TOTAL	1,746			245	167,700

(1) 2010-2020 annual net change in employment from Atlanta Regional Commission Employment Forecasts (prepared February 2011).

(2) Based on standards developed by the Urban Land Institute.

Sources: Marketek, Inc.; Atlanta Regional Commission; Urban Land Institute

6. Economic Development Recommendations

Successful business districts offer a balance and mix of uses including shopping, restaurants, entertainment, services, community activities and civic space. The Study Area already includes many of these uses, although at present there is little located in the historic downtown. As redevelopment occurs, major target markets will be new and existing local residents, market area shoppers and local employees. Key market niches will include:

- Specialty shopping;
- Restaurants;
- Entertainment opportunities, including family-oriented activities; and
- Convenience shopping and services.

Listed below is a sample business mix showing types of retailers, restaurants and services that fall within these market niches.

Figure 9. Target Business Mix for the Stockbridge Town Center

Merchandise	Apparel for men, women, teens & children (casual, trendy) Shoes Home décor Kitchen & tabletop items Bed/bath/linens Home furnishings Lawn & garden accessories	Books/music/CDs/DVDs Gifts/cards/stationery Frames/art Locally-made/handcrafted items Pet supplies & grooming Unique children's toys & games Consignment apparel
Restaurants/Food	Family dining Deli/sandwich shop Ice cream/yogurt/smoothies Bakery Farmer's market	Outdoor dining/cafés Steakhouse Tavern Food trucks/carts Neighborhood grocery
Arts & Entertainment	Performing art venue (live music, plays, etc.) Art galleries/studios Community center with variety of lessons, activities, etc.	Art space for all ages (ex: pottery, painting studio, art lessons) Recreation activities (basketball, swimming, etc.)
Services	Health services (medical, vision, dental, urgent care, pharmacy) Consumer services (video/DVD rental, shoe repair, alterations, film processing, dry cleaning)	Day care/after school care Professional services (banking, insurance, real estate, legal)

Source: Marketek, Inc.

Economic Development Strategies: *Policies*

- Support development of the proposed business incubator designed to serve veterans and others with business start-ups:

A business incubator is currently proposed for the former police station site in downtown Stockbridge. The facility would provide veterans and other local entrepreneurs with new business ideas with low-cost start-up space and various other forms of technical assistance (business planning, financing, marketing, etc.). As start-ups grow, they would be potential tenants for new store and office space in downtown Stockbridge and would help increase the number of locally-owned businesses in the Study Area.

- Promote Stockbridge's history and landmarks to residents and visitors:

Community stakeholders frequently listed Stockbridge's history as one of its strongest assets, including the traditional downtown, historical churches and proximity to the railroad tracks. Identification and promotion of these assets can enhance Stockbridge's image in the region and, as the town center revitalizes and the city builds a critical mass of destinations, serve as another attraction for local visitors.

- Encourage local and regional entrepreneurs to locate stores, restaurants and offices in Stockbridge town center:

Stakeholder input reflected a strong desire for a downtown business mix focused on interesting and unique locally-owned businesses in contrast to the national chains that constitute the majority of Study Area commercial space. Development of a business incubator and outreach to local and regional business owners regarding opportunities in Stockbridge can help influence the existing mix and that of newly developed town center space.

- Focus town center business recruitment on restaurants, entertainment and specialty shopping:

To attract shoppers and residents, Stockbridge's town center will need to offer local residents and visitors from the south metro region with compelling reasons to make it their destination of choice. To that end, business recruitment efforts should concentrate on attracting a critical mass of unique retailers and dining and entertainment options. While convenience goods and services (groceries, healthcare/pharmacy, dry cleaning, etc.) will be important as downtown builds its residential base, the initial recruitment goal should be to locate several destination businesses in the town center.

- Promote local art including public art, studio/gallery space, and art-related events:

When asked to describe what identity or image they would like to see Stockbridge's town center develop for itself, one idea that community members suggested was for the city to be known as a haven for the arts. Examples of ways the city could work toward this goal include development of public art in and around the town center, recruitment of one or more artist studios and/or galleries, and creation of a regular, art-related event such as an art-fest or juried show.

- Involve Stockbridge's youth and teen residents in community development activities:

Throughout the LCI update planning process, one key idea that many participants voiced was the need to offer interesting activities for the city's youth and teen residents. Along with education and recreation programs, involvement in planning and community development activities offers younger community members with a fun, positive way to fill their after-school and weekend time. A few examples of projects in which children/teens could participate include creation of public art, development of a map of historic locations in Stockbridge, participation in potential public events held in the town center or the opening of a youth business enterprise in downtown Stockbridge.

Economic Development Strategies: *Projects*

- Convert the former Manheim Design Center into a job-creating use:

Explore opportunities for attracting a new employer to the recently-closed Manheim Design Center in the Study Area's northeast quadrant. Potential options may include a campus for a higher education facility or a large-scale office space user.

- Create a façade improvement program targeted at historic facades along North Berry Street:

One factor that will be crucial to the redevelopment of Stockbridge's historic downtown is revitalization of the building facades that line it. Offering incentives for property owners to invest in restoring façades is one way to spur change. A successful façade improvement program is a targeted effort designed to provide a high visual impact and send the message that investment is underway in downtown. One option would be to run a pilot program in which a few façade improvement grants are available in bigger amounts during an introductory time period. Another option is to match property owners' investments to a certain amount. Free or reduced cost design assistance and initial drawings suggesting designs, colors and signage options may also be supplied.

Regardless of what type of façade assistance is made available, the program and its successes should be well advertised in the community. Building improvements along North Berry would substantially increase its attractiveness and marketability to potential business owners and create a more enticing atmosphere for shoppers. Following development of the town center, a revitalized historic downtown will be a strong draw for residents and visitors, who would then be more likely to cross the railroad tracks and see what Berry Street has to offer.

- Organize a business development team responsible for sharing information about opportunities in Stockbridge, attracting new businesses and assisting existing businesses:

Successful business development requires strong coordination and a clear understanding of roles and responsibilities. Many cities and towns have staff dedicated to business recruitment and expansion within their central business districts, whether employed directly by the city, a downtown agency or a redevelopment authority. Staff size varies, with small towns typically having one downtown manager and larger cities having entire agencies dedicated to business support and customer attraction.

In Stockbridge, an initial step to more actively managing the business district is to establish a small team of people responsible for recruiting new businesses and assisting existing ones. This team may be composed of city staff, community leaders willing to volunteer their time, or, most likely, a combination of the two. Key outreach and assistance tasks for the team would include:

Business Attraction:

1. Real Estate Product Readiness: Downtown economic development is as much tied to the availability of attractive, appropriately sized commercial space in the right location as it is market opportunity. One of the first steps to attracting new businesses is to identify what space the district has to offer them. The "available properties" database should identify what space is available; its size, cost and amenities; contact information and other pertinent property information. This information should be available on the city or downtown's website so business owner can easily access it.
2. Sales Package: A simple sales package is needed to share with business prospects and other marketing contacts (and should also be available online). At a minimum it should include:
 - o A map showing the vision for the town center and location of recently completed or anticipated catalytic projects. In other words, a simple, visual representation of the plan for Stockbridge's town center.
 - o A 1-2 page market opportunity factsheet highlighting the city's consumer markets, the estimated potential demand and key business targets;
 - o A brochure for Stockbridge and, if/when available, the town center;
 - o A list of any business incentives available for new establishments; and
 - o Contact information for the business development team and/or City of Stockbridge.
3. Recruitment Campaigns: Develop a business recruitment campaign for up to three key business opportunities outlined in the market analysis. Top candidates include restaurants and casual apparel stores. The campaign may include mailings, phone calls, one-on-one contact, third party outreach, hosted site visits, targeted marketing materials and related activities.
4. Measure Progress: Publish a simple annual report of key economic indicators that promotes the downtown/town center's vitality and progress. Data may include: jobs, employment, public/private investment, businesses recruited/retained, special events/promotions, retail impacts, etc. Demonstrating success is critical to encouraging investment in downtown.

Business Retention:

Helping Stockbridge's existing business base succeed will be the underpinning of successful economic development. Communication to build trust and promote problem-solving to increase profitability are the tried and true most effective approaches to business retention and assistance. Sample tasks include:

- o Distributing highlights of the LCI update and the retail market analysis report to business/property owners. This is a chance to educate local businesses about what is going on downtown and about potential new market opportunities and to encourage people to get involved in making change downtown.

- Now and in the future, keeping in touch with existing businesses to stay informed about business activity, property redevelopment, real estate transactions, business owner interests and other key factors to stay on top of how the commercial district is faring. This will also allow the business development team to identify any businesses desiring assistance.
 - Offering small business workshops. Training and education are critical components of business assistance. Querying existing businesses regarding their most pressing information/ assistance needs could help determine workshop topics, which may include ideas such as lean business techniques, cash flow management in a down economy and use of social media for marketing, for example. A business mentoring program that connected recently-opened businesses with longstanding ones is another possibility.
- Study the creation of a business improvement district (BID) for the commercial and mixed-use portions of the Study Area. Depending on the outcome of this study, establish a BID:

A business improvement district creates a predictable funding source that can be used for a variety of projects and services (such as economic development, marketing, maintenance, parking and special events) within the district. The BID is funded by an annual assessment on the businesses located within it. Creation of a BID in Stockbridge, potentially in downtown or another redeveloped commercial and/or mixed-use area, would allow private businesses to collectively raise money to fund initiatives they see as critical to their success and the success of the district as a whole.

Main Street News identified several questions that should be carefully considered prior to attempting to enact a BID, including:

- How will the BID enhance the district and what problems could possibly be solved by creation of a BID?
- How strong are the relationships amongst property owners within the proposed district?
- What do district merchants need and want to grow their businesses?
- Who will be responsible for enacting the BID? Is there an appropriate level of commitment to undertake the 1-2 year process?
- What level of revenue would the BID be able to generate? How costly would the BID be for businesses, both small and large, within the district?

If the results of the BID feasibility study warrant, begin the process to enact the BID in the desired area.

7. Housing Recommendations

New housing in downtown Stockbridge will appeal to a variety of residents, including young professionals, young families and empty nesters/retirees/seniors. The chart on the following page characterizes key target markets for new or rehabilitated for-sale and rental housing in the Stockbridge Study Area.

Senior Housing Preferences

In 2007, the Atlanta Regional Commission conducted a study of the preferences and practices of older adults (age 55 plus) in the metro Atlanta region. On average, Henry County's older adult population has lived in the region for over 40 years and many plan to stay in their current residence for as long as possible. More than 70 percent of persons over 65 plan to remain in their homes as long as possible. In contrast, over 40 percent of persons age 55 to 59 and 30 percent of persons age 60 to 64 plan to move within the next ten years. Of metro Atlanta older adults who do plan to move, key preferences are to live in a smaller home and to be near family.⁸

Findings indicate that older adults will look for housing integrated within existing neighborhoods. The Atlanta Regional Commission also considered ways to respond to this shift by promoting "lifelong communities" accessible to all residents, regardless of age or ability. Successful lifelong communities should provide housing and transportation options, encourage healthy lifestyles and expand information and access.⁹

Housing Strategies: *Policies*

- Strive for new housing units that are affordable to teachers, police officers, firefighters, nurses and other similar essential professions:

While much of the housing developed in the Study Area will target upwardly mobile households, affordably priced workforce housing should also be incorporated. As commercial development occurs in downtown, creating a variety of housing options and price points will become increasingly important to maintaining a jobs-housing balance and lessening impacts on the transportation system.

One method many jurisdictions have used to maintain their supply of workforce housing is inclusionary zoning. These regulations allow for some relaxation of zoning requirements in exchange for setting aside a small share of housing units at prices affordable to working moderate income households.

⁸ Atlanta Regional Commission, *Older Adults in the Atlanta Region: Preferences, Practices and Potential of the 55+ Population*. Atlanta, Georgia. 2007.

⁹ Atlanta Regional Commission, *Lifelong Communities Project*. <http://www.atlantaregional.com/aging-resources/lifelong-communities-llc> (Accessed December 2011)

Figure 10. Target Markets for New Housing in the Stockbridge Town Center

For-Sale Housing			
Market Segment	Entry-Level Professionals	Empty Nesters/Retirees	Upper Middle Income Families
Age	25 to 35	55+	30 to 50
Household Size	1 to 2 persons, few w/ children	1 to 2 persons	Varies
Income	\$35,000-\$60,000	\$50,000 and/or available equity	\$75,000+
Approximate Price Point	\$100,000-\$175,000	\$125,000+	\$200,000+
Motivations/Preferences	Access to work/entertainment/ retail/recreation/town center Tired of rentals/first time buyer Investment and resale important Seek vibrant, mixed-use setting Intown lifestyle w/o intown price Relatively mobile	Possibly close to children Access to work/town center/ public transit/pedestrian trails Proximity to cultural activities Less maintenance, more security Move-over, move-down buyer Highly settled Value over investment	Access to work/schools/parks/ public transit/family/friends Larger units for bigger families Relatively settled Investment important
Market Segment	Higher-Level Professionals		Workforce Housing
Age	30 to 50		30 to 50
Household Size	1 to 2 persons, some w/ children		Varies
Income	\$60,000+		\$50,000+
Approximate Price Point	\$150,000+		\$150,000+
Motivations/Preferences	Access to work/town center/ pedestrian trails/retail Move-up or move-over buyer Seek vibrant, mixed-use setting Value authenticity/community Investment/resale important Relatively mobile		Access to work/schools/parks/ public transit/family/friends Larger units for bigger families Relatively settled Investment important
Rental Housing			
Market Segment	Entry-Level Professionals	Empty Nesters/Retirees	Workforce Housing
Age	25 to 35	55+	20 to 60
Household Size	1 to 2 persons, few with children	1 to 2 persons	Varies
Income	\$30,000-\$45,000	\$40,000 and/or available equity	Below \$50,000
Approximate Price Point	\$700+ Alone/\$1,000+ Roommate	\$900-\$1,250	Below \$1,000
Motivations/Preferences	Access to work/entertainment/ retail/recreation/town center Seek vibrant, mixed-use setting Highly Mobile	Possibly close to children Access to work/town center/ public transit/pedestrian trails Proximity to cultural activities Less maintenance, more security Seeking intown lifestyle Relatively settled	Access to work/public transit/ family/friends Not ready for homeownership May require larger units for kids Relatively mobile

Source: Marketek, Inc.

Housing Strategies: *Projects*

- Offer foreclosure counseling and homeownership counseling seminars through a housing counseling agency:

One of the most efficient ways to preserve housing affordability in the Study Area as new development occurs is to help current residents remain in their homes as long as they choose. Foreclosure risk threatens this option, and research and interviews with real estate agents indicate a high level of risk in Stockbridge and Henry County. To combat this problem, Stockbridge can act to connect households at risk for foreclosure and households considering homeownership with a housing counseling agency that can provide information and assistance.

- Create a "Fisher House" on the site of the historic home on East Atlanta Road at Love Street:

Fisher Houses provide temporary free or low cost housing to veterans and their families while receiving care at a military medical facility. Houses are designed to match the style of the surrounding area and are not treatment facilities, hospices or counseling centers. Each house has a full-time manager overseeing operations and may offer between 8 and 21 suites with a communal kitchen, dining room and living room. The Stockbridge Fisher House would be developed in conjunction with the business incubator designed to serve veterans and other area entrepreneurs that is also proposed in downtown Stockbridge.

Appendix A: Demographic Profile

Population and Household Growth:

Study Area, City of Stockbridge, Retail & Residential Market Areas and Atlanta MSA, 2000-2015

Geographic Area	2000	Avg. Ann. Change 2000-2010		Avg. Ann. Change 2010-2015			
		2010	Number	Percent	2015 (Forecast)	Number	Percent
Study Area							
Population	6,708	8,270	156	2.33%	9,500	246	2.97%
Households	2,666	3,238	57	2.15%	3,729	98	3.03%
Avg. Household Size	2.50	2.51	0.001		2.51	0.000	
City of Stockbridge							
Population	9,853	25,636	1,578	16.02%	30,051	883	3.44%
Households	3,749	9,499	575	15.34%	11,158	332	3.49%
Avg. Household Size	2.61	2.69	0.008		2.69	0.000	
Local Retail Market Area							
Population	20,188	35,021	1,483	7.35%	39,036	803	2.29%
Households	7,463	13,010	555	7.43%	14,545	307	2.36%
Avg. Household Size	2.70	2.67	-0.003		2.66	-0.002	
Greater Retail Market Area							
Population	226,701	283,903	5,720	2.52%	309,415	5,102	1.80%
Households	77,814	100,128	2,231	2.87%	109,269	1,828	1.83%
Avg. Household Size	2.86	2.87	0.001		2.87	0.000	
Residential Market Area							
Population	736,083	852,370	11,629	1.58%	929,703	15,467	1.81%
Households	252,114	305,338	5,322	2.11%	333,042	5,541	1.81%
Avg. Household Size	2.88	2.89	0.001		2.90	0.002	
Atlanta MSA							
Population	4,247,981	5,268,860	102,088	2.40%	5,803,172	106,862	2.03%
Households	1,554,154	1,937,225	38,307	2.46%	2,132,276	39,010	2.01%
Avg. Household Size	2.68	2.72	0.004		2.73	0.002	

Source: 2010 U.S. Census; ESRI Business Information Solutions

Average Annual Population Growth Rates:

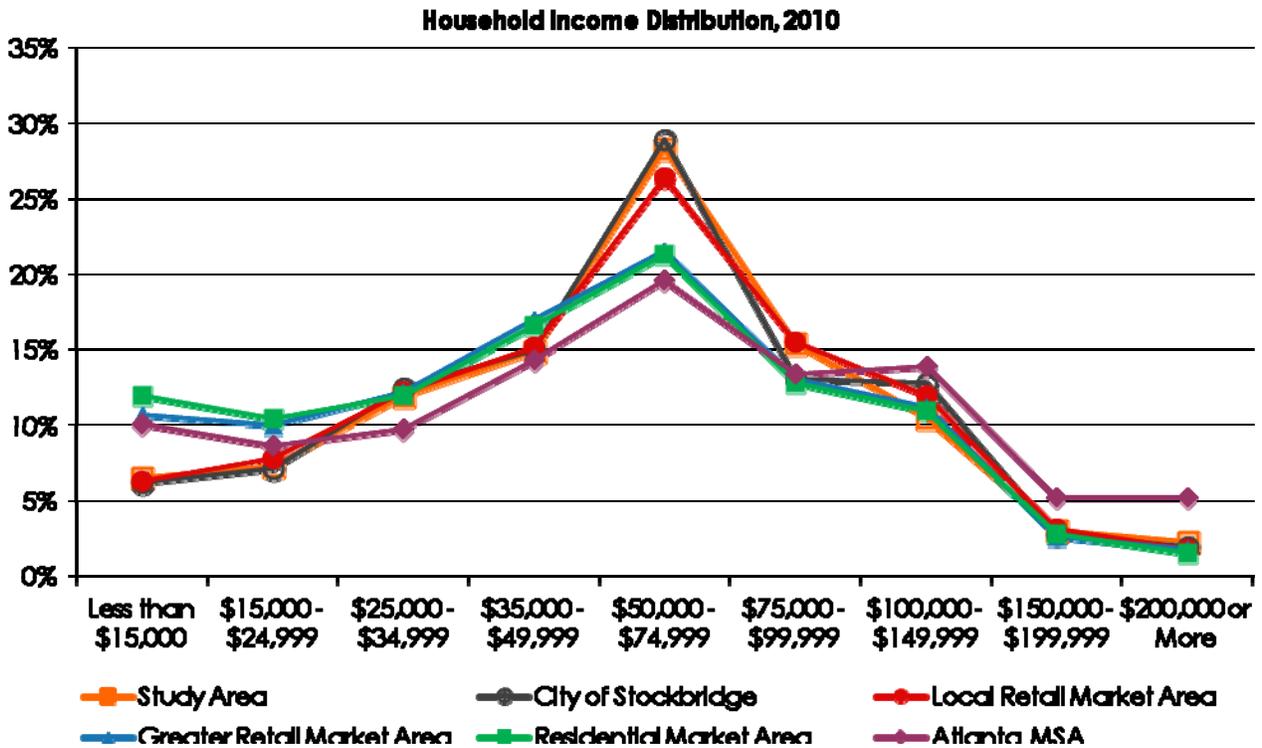
Study Area, City of Stockbridge, Retail & Residential Market Areas and Atlanta MSA, 2000-2015



Household Income Distribution:

Study Area, City of Stockbridge, Retail & Residential Market Areas and Atlanta MSA, 2005-2009

Income	Study Area	City of Stockbridge	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Atlanta MSA
Less than \$15,000	6.5%	6.2%	6.3%	10.7%	11.9%	10.1%
\$15,000 - \$24,999	7.3%	7.1%	7.8%	10.0%	10.4%	8.6%
\$25,000 - \$34,999	11.9%	12.4%	12.2%	12.2%	11.9%	9.7%
\$35,000 - \$49,999	14.9%	15.0%	15.1%	17.0%	16.6%	14.3%
\$50,000 - \$74,999	28.3%	28.9%	26.4%	21.6%	21.3%	19.6%
\$75,000 - \$99,999	15.4%	13.0%	15.5%	13.0%	12.8%	13.4%
\$100,000 - \$149,999	10.5%	12.8%	11.9%	11.2%	10.9%	13.9%
\$150,000 - \$199,999	3.0%	2.7%	3.1%	2.6%	2.7%	5.2%
\$200,000 or More	2.2%	1.9%	1.7%	1.7%	1.5%	5.2%
Total	3,238	9,499	13,010	100,128	305,338	1,937,225
Median Household Income	\$57,449	\$56,608	\$57,812	\$50,139	\$49,047	\$58,390



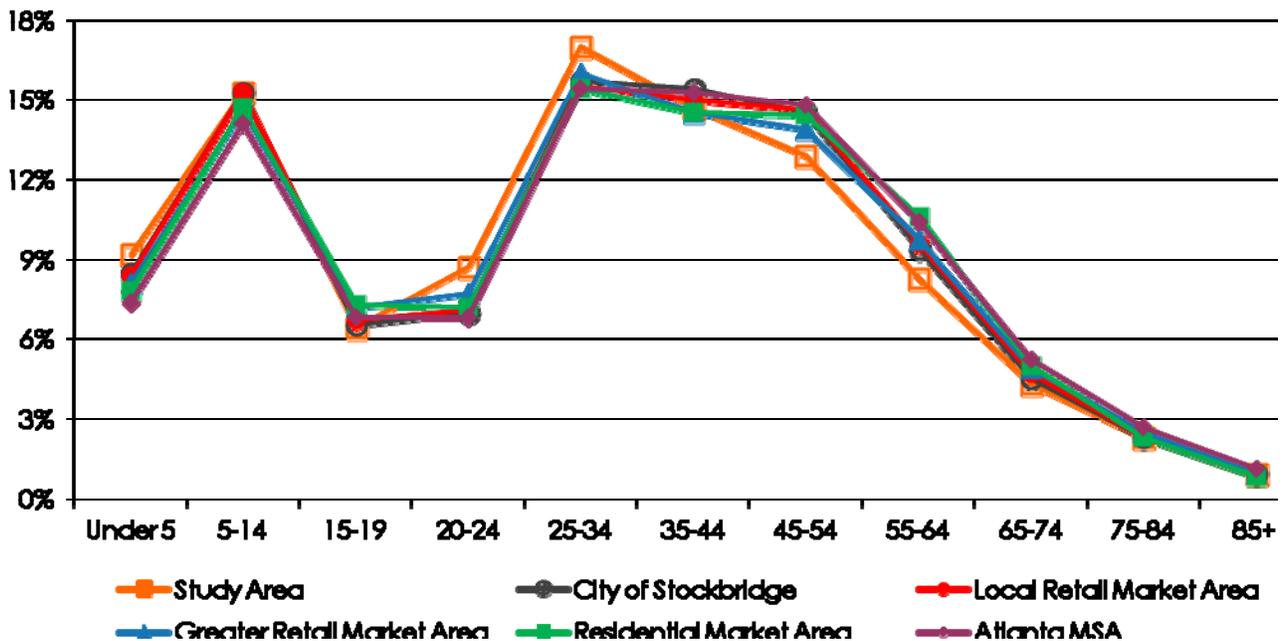
Source: ESRI BIS, 2005-2009 American Community Survey

Age Distribution of the Population:

Study Area, City of Stockbridge, Retail & Residential Market Areas and Atlanta MSA, 2010

Age	Study Area	City of Stockbridge	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Atlanta MSA
Under 5	9.2%	8.5%	8.4%	8.1%	7.8%	7.4%
5-14	15.3%	15.3%	15.3%	14.6%	14.7%	14.1%
15-19	6.4%	6.5%	6.7%	7.2%	7.3%	6.8%
20-24	8.7%	7.0%	7.1%	7.7%	7.2%	6.8%
25-34	17.0%	15.7%	15.5%	16.0%	15.4%	15.4%
35-44	14.7%	15.4%	15.0%	14.5%	14.5%	15.3%
45-54	12.9%	14.5%	14.6%	13.9%	14.4%	14.8%
55-64	8.3%	9.4%	9.6%	9.7%	10.6%	10.4%
65-74	4.3%	4.5%	4.7%	4.9%	5.0%	5.2%
75-84	2.3%	2.3%	2.3%	2.5%	2.3%	2.7%
85+	0.9%	0.9%	0.8%	0.9%	0.8%	1.1%
Total	8,270	25,636	35,021	283,903	852,370	5,268,860
Median Age	30.5	33.0	32.9	32.8	33.4	34.7

Age Distribution of the Population, 2010



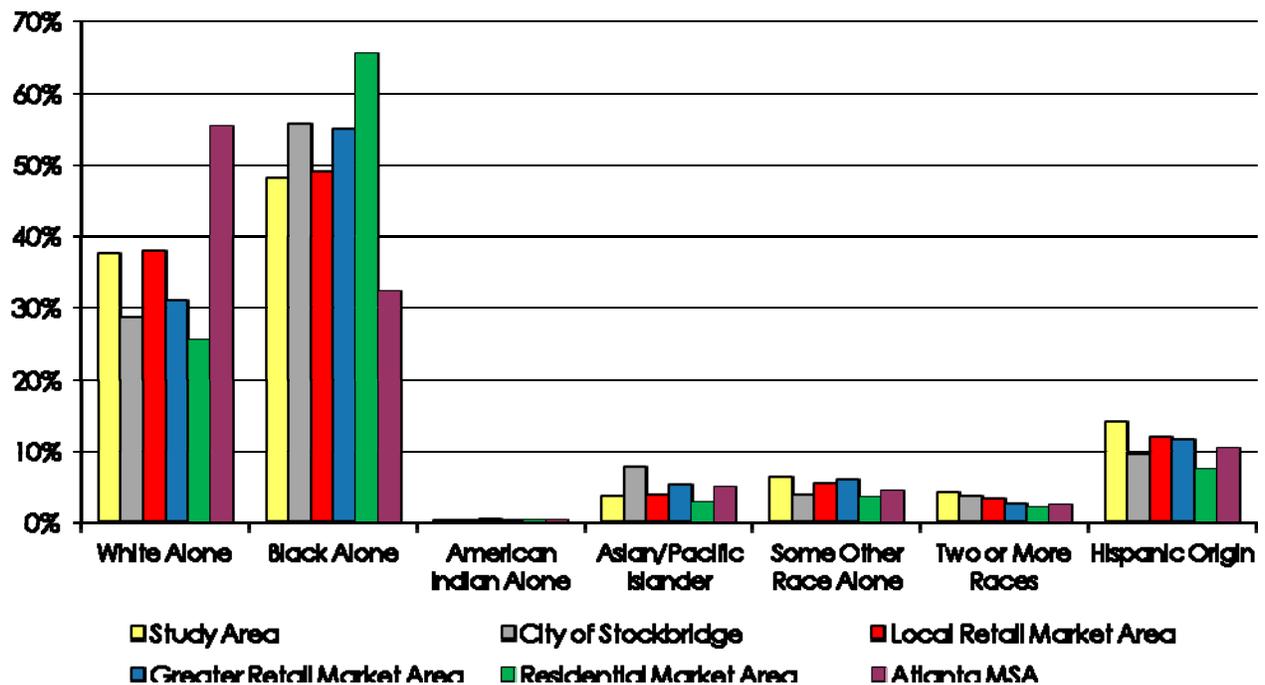
Source: ESRI BIS

Racial and Ethnic Composition of the Population:

Study Area, City of Stockbridge, Retail & Residential Market Areas and Atlanta MSA, 2010

Race /Ethnicity	Study Area	City of Stockbridge	Local Retail Market Area	Greater Retail Market Area	Residential Market Area	Atlanta MSA
White Alone	37.6%	28.8%	38.0%	31.0%	25.6%	55.4%
Black Alone	48.1%	55.7%	48.9%	55.1%	65.7%	32.4%
American Indian Alone	0.3%	0.3%	0.4%	0.3%	0.3%	0.3%
Asian/Pacific Islander	3.6%	7.7%	3.9%	5.2%	2.8%	5.0%
Some Other Race Alone	6.3%	3.8%	5.5%	5.9%	3.5%	4.5%
Two or More Races	4.1%	3.7%	3.3%	2.5%	2.1%	2.4%
Hispanic Origin	14.1%	9.5%	12.0%	11.6%	7.5%	10.4%
Total	8,270	25,636	35,021	283,903	852,370	5,268,860

Racial & Ethnic Composition, 2010



Source: ESRI BIS



Tapestry Market Segments: Retail and Residential Market Areas, 2010

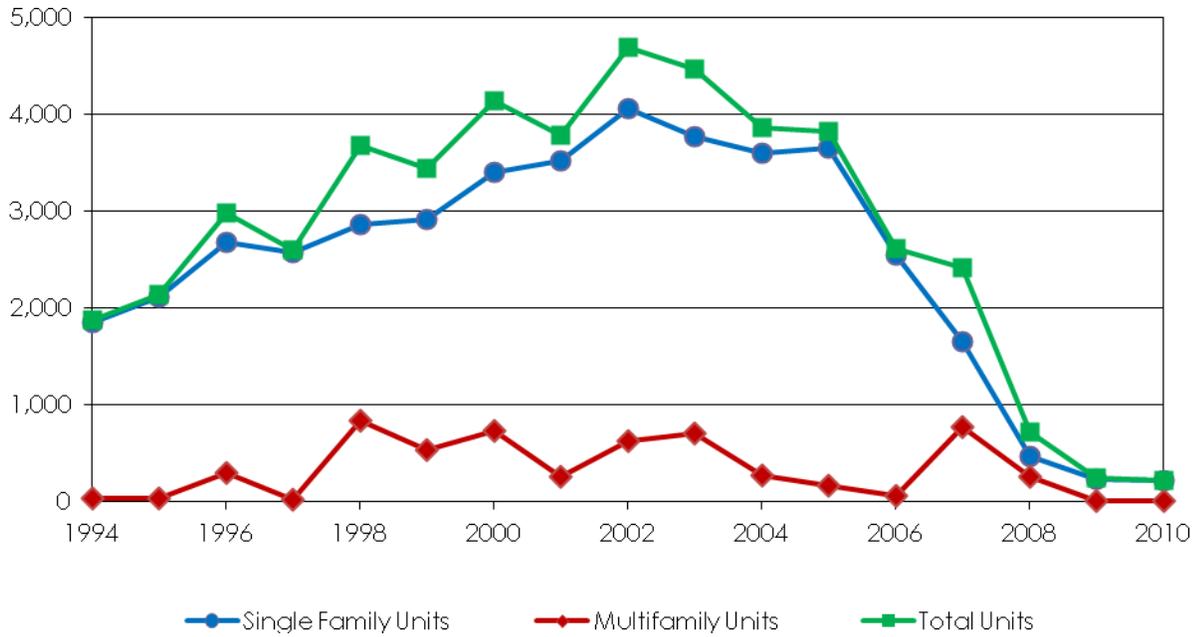
Recognizing that people who share the same demographic characteristics may have widely divergent interests and shopping preferences, Community Tapestry data (developed by ESRI) categorizes neighborhoods nationwide into 65 consumer groups/market segments. The top ten Tapestry segments in the Stockbridge Retail and Residential Market Areas are summarized on the following page.

Market Segment	% of Hholds	Hhold Type	Median Age	Median Income	Consumer Preferences & Purchases
Aspiring Young Families	L: 54% G: 23% R: 17%	Family Mix	31	\$50,392	Live in start up homes or town homes, nearly half are renters, spend their discretionary income on their children and homes. Enjoy eating out, movies, and playing sports.
City Dimensions	G: 2%	Singles/ Family Mix	29	\$27,639	Ethnically diverse group who work in service, retail and manufacturing jobs. Enjoy watching TV, playing video games, dining out, dancing and listening to live music.
Cozy and Comfortable	R: 3%	Married couples	42	\$65,768	Middle-aged married couples settled in single-family homes in older neighborhoods. These families have mutual funds, second mortgages and home equity lines of credit. They play softball and golf, eat at family restaurants and travel domestically.
Exurbanites	G: 3% R: 3%	Married couples	45	\$88,195	Empty nester couples who spend time working in their garden or decorating their homes. Enjoy domestic wine, attending the theater and outdoor activities such as boating and hiking.
Family Foundations	R: 5%	Family Mix	39	\$45,278	Budget-minded families who spend their moderate incomes on home improvement projects and baby and children's goods. Enjoy watching TV, martial arts and basketball. Rarely dine out.
Green Acres	L: 12% G: 7% R: 6%	Married couples	41	\$63,922	Blue collar families w/ children 6-17 living in pastoral settings. These do-it-yourselfers are not afraid to tackle home improvement projects and enjoy watching football and NASCAR and going hunting and hiking.
Industrious Urban Fringe	G: 2%	Married couples	29	\$42,901	Families who frequently have children and grandparents living at home. Own single-family detached homes and purchase toys and video games. Enjoy movies, TV and Hispanic radio.
Inner City Tenants	G: 12% R: 5%	Family Mix	28	\$32,497	Young, multicultural households that devote much of their income to infant and children's products. Go to movies, watch TV, shop and attend sporting events.
Metro City Edge	R: 6%	Family Mix	30	\$31,816	Young families who spend on children's items and eating out at fast food restaurants. They enjoy playing basketball and football and going to the movies.
Milk and Cookies	L: 30% G: 17% R: 14%	Married couples	34	\$63,574	These young, affluent families are focused on life, family and the future. They spend their time and money on family activities such as going to the zoo, the movies or theme parks.
Rustbelt Traditions	G: 5%	Married couples/ Singles	45	\$50,977	Budget-minded retirees who shop at discount stores and warehouse clubs. They purchase big ticket home improvement items and gifts to for their grandchildren.
Sophisticated Squires	L: 1% G: 6% R: 10%	Married couples	38	\$85,937	Couples who enjoy cultured country living on the fringe of urbanized areas. Do their own landscaping and home improvement projects and play sports and board games. Prefer to read than watch television.
Up and Coming Families	L: 4% G: 13% R: 14%	Married couples with children	32	\$77,444	Young, affluent families who enjoy home improvement projects and dining out at fast food and family style restaurants. Other leisure activities include taking their young children to the zoo or traveling domestically.

L = Local Retail Market Area; G = Greater Retail Market Area; R = Residential Market Area

Appendix B: Residential Market Analysis Charts

**Residential Building Permits Issued:
Henry County, 1994-2010**





Summary Characteristics of Rental Apartment Communities: Stockbridge Competitive Area, September 2011

Community/ Unit Size	Market Rate			Square Feet		Rent/ Sq. Ft.	Occ Rate	Struc- ture Type	Year Open- ed	Amenities											
	Rent		High	Low	High					Low	B/P	CA	C	I	FC	BC	PL	P	L	WD	WDC
	Low	High																			
Bridgewater																					
One bedroom	\$679	\$700	908	908	\$0.76	85%	Flats; 2 Stories	1994	X	X	X	X	X	X	X						
Two bedroom	\$735	\$775	1,152	1,152	\$0.66																
Three bedroom	\$860	\$890	1,390	1,390	\$0.63																
Camden Stockbridge																					
One bedroom	\$725	\$799	736	870	\$0.95	95%	Flats; 3-4 Stories	2003	X	X	X	X	X	X	X			X			
Two bedroom	\$800	\$899	1,052	1,052	\$0.81																
Three bedroom	\$900	\$999	1,395	1,395	\$0.68																
Cameron Landing																					
One bedroom	\$590	\$699	720	720	\$0.90	92%	Flats; 3 Stories	1998	X	X	X	X	X	X	X			X			
Two bedroom	\$699	\$899	1,040	1,040	\$0.77																
Three bedroom	\$780	\$1,000	1,226	1,226	\$0.73																
Carrington Ridge																					
One bedroom	\$589	\$800	652	893	\$0.90	91%	Flats; 3-4 Stories	2000	X	X	X	X	X	X	X			X			
Two bedroom	\$798	\$899	1,189	1,254	\$0.69																
Three bedroom	\$900	\$999	1,364	1,492	\$0.66																
Hannover Village																					
One bedroom	\$625	\$675	850	850	\$0.76	87%	Flats; 2 Stories	2001	X	X	X	X	X	X	X			X			
Two bedroom	\$775	\$775	1,050	1,050	\$0.74																
Three bedroom	\$807	\$807	1,200	1,200	\$0.67																
Mandalay Villas																					
One bedroom	\$850	\$975	675	963	\$1.11	95%	Flats; 2 Stories	2008	X	X	X	X	X	X	X			X			
Two bedroom	\$990	\$1,279	997	1,325	\$0.98																
Three bedroom	\$1,260	\$1,384	1,447	1,447	\$0.91																



Summary Characteristics of Rental Apartment Communities: Stockbridge Competitive Area, September 2011 (continued)

Community/ Unit Size	Market Rate			Square Feet		Rent/ Sq. Ft.	Occ Rate	Struc- ture Type	Year Open- ed	Amenities											
	Rent		High	Low	High					Low	B/P	CA	C	I	FC	BC	PL	P	L	WD	WDC
	Low	High																			
Retreat Eagles Land.																					
One bedroom	\$715	\$715	200 Units	930	930	\$0.77	99%	Flats; 2 Stories	1996	X	X	X	X	X	X	X	X	X			
Two bedroom	\$800	\$800	1,183	1,183	\$0.68																
Three bedroom	\$869	\$869	1,419	1,419	\$0.61																
Villas Eagles Landing																					
One bedroom	\$799	\$799	244 Units	880	880	\$0.91	95%	Flats; 3 Stories	2003	X	X	X	X	X	X	X	X	X			
Two bedroom	\$905	\$1,174	1,177	1,305	\$0.84																
Three bedroom	\$1,089	\$1,089	1,479	1,479	\$0.74																
Villas Hannover																					
One bedroom	\$793	\$860	284 Units	745	1,238	\$0.83	89%	Flats; 2 Stories	2003	X	X	X	X	X	X	X	X	X			
Two bedroom	\$983	\$1,135	1,238	1,656	\$0.73																
Three bedroom	\$950	\$1,000	1,556	1,556	\$0.63																
Waterford Place																					
One bedroom	\$600	\$650	400 Units	685	944	\$0.77	92%	Flats; 2 Stories	1996; 2001	X	X	X	X	X	X	X	X	X			
Two bedroom	\$750	\$825	1,114	1,279	\$0.66																
Three bedroom	\$850	\$950	1,367	1,505	\$0.63																
Winnstead																					
One bedroom	\$589	\$611	160 Units	795	820	\$0.74	95%	Flats; 2 Stories	1990	X	X	X	X	X	X	X	X	X			
Two bedroom	\$659	\$773	1,063	1,240	\$0.62																
Three bedroom	\$789	\$789	1,350	1,350	\$0.58																

B/P: Balcony/Patio
 CA: Controlled Access
 C: Cable ready
 I: High speed internet ready
 FC: Fitness Center
 BC: Business Center
 PL: Playground or Picnic Area
 P: Pool
 L: Laundry room
 WD: Washer/dryer in unit
 WDC: Washer/dryer conn.

Source: Marketek, Inc.

Ten-Year Potential Demand for For-Sale Units:

Stockbridge Residential Market Area

New Household Demand		Demand from Turnover	
Annual New Households (1)	5,541	Total Households (1)	333,042
Owner Propensity (2)	68%	Owner Propensity (2)	68%
Number	3,768	Number	226,469
Income Qualified (3)	63%	Turnover Rate (6)	10%
Number	2,355	Number	21,515
Household Size Qualified (4)	69%	Income Qualified (3)	63%
Number	1,627	Number	13,447
Target Market Adjustment (5)	12%	Household Size Qualified (4)	69%
Number	195	Number	9,292
		Target Market Adjustment (5)	12%
		Number	1,115
Adjustment Factor (7)			10%
Total Annual Potential Market Demand			1,441

1. ESRI BIS.
2. Estimated proportion of owner households in Market Area and MSA in 2010 from ESRI BIS.
3. Estimated proportion of households in the Market Area and MSA with annual incomes of \$50,000 or more.
4. Estimated proportion of households in the Market Area and MSA with 1 to 3 persons.
5. Based on Tapestry data, estimated proportion of market area households to whom the proposed type of housing would appeal.
6. Estimated proportion of owner households in Henry County that turnover within a 12-month period. Based on the 2008 American Community Survey.
7. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; 2010 U.S. Census; 2008 American Community Survey; ESRI BIS

Ten-Year Potential Demand for Rental Units:

Stockbridge Residential Market Area

New Household Demand		Demand from Turnover	
Annual New Households (1)	5,541	Total Households (1)	333,042
Renter Propensity (2)	32%	Renter Propensity (2)	32%
Number	1,773	Number	106,573
Income Qualified (3)	34%	Turnover Rate (6)	36%
Number	594	Number	38,260
Household Size Qualified (4)	73%	Income Qualified (3)	34%
Number	434	Number	12,817
Target Market Adjustment (5)	12%	Household Size Qualified (4)	69%
Number	52	Number	8,869
		Target Market Adjustment (5)	12%
		Number	1,064
Adjustment Factor (7)		10%	
Total Annual Potential Market Demand		1,228	

1. ESRI BIS.

2. Estimated proportion of renter households in Market Area and MSA in 2010 from ESRI BIS.

3. Estimated proportion of households in the Market Area and MSA with annual incomes from \$25,000 to \$60,000.

4. Estimated proportion of households in the Market Area and MSA with 1 to 3 persons.

5. Based on Tapestry data, estimated proportion of market area households to whom the proposed type of housing would appeal.

6. Estimated proportion of renter households in Henry County that turnover within a 12-month period. Based on the 2008 American Community Survey.

7. Adjustment factor to take into account households that fall outside of this model.

Sources: Marketek, Inc.; 2010 U.S. Census; 2008 American Community Survey; ESRI BIS

Potential Supportable For-Sale and Rental Product:

LCI Study Area Capture over Ten Years

Year	For-Sale Units ¹			Rental Units ²			Total Potential Supportable Units
	Potential Demand	Study Area Capture		Potential Demand	Study Area Capture		
	Units	Rate	Units	Units	Rate	Units	
Year 1	1,441	4.5%	65	1,228	4.0%	49	114
Year 2	1,441	4.5%	65	1,228	4.0%	49	114
Year 3	1,441	5.0%	72	1,228	4.5%	55	127
Year 4	1,441	5.0%	72	1,228	4.5%	55	127
Year 5	1,441	5.5%	79	1,228	5.0%	61	141
Year 6	1,441	5.5%	79	1,228	5.0%	61	141
Year 7	1,441	6.0%	86	1,228	5.5%	68	154
Year 8	1,441	6.0%	86	1,228	5.5%	68	154
Year 9	1,441	6.5%	94	1,228	6.0%	74	167
Year 10	1,441	6.5%	94	1,228	6.0%	74	167
Total	14,413	5.5%	793	12,280	5.0%	614	1,407

1. As shown in "Ten-Year Potential Demand for For-Sale Units."

2. As shown in "Ten-Year Potential Demand for Rental Units."

Source: Marketek, Inc.

Appendix C: Retail Market Analysis Charts

Summary of Merchandise and Service Categories

Merchandise/Service Category	Types of Goods/Services
Apparel	Women's Apparel, Men's Apparel, Children's, Footwear, Watches, Jewelry
Home Furnishings	Furniture, Floor Coverings, Major and Small Appliances, Household Textiles, Floor Coverings, PC Software and Hardware, Housewares, Dinnerware, Telephones
Home Improvement	Maintenance and Remodeling Materials, Lawn & Garden
Misc. Specialty Retail	Pet Care, Books & Periodicals, Sporting Equipment, Toys & Hobbies, Video Cassettes & Games, TV/VCR/Cameras, Audio Equipment, Luggage, Eyeglasses
Groceries	Food at Home, Nonalcoholic Beverages at Home, Alcoholic Beverages, Smoking Products
Restaurants	Food Away From Home, Alcoholic Beverages
Entertainment	Admission to Movie/Theater/Opera/Ballet, Recreational Lessons, Participation in Clubs
Personal Services	Shoe Repair, Video Rental, Laundry & Dry Cleaning, Alterations, Clothing Rental, Storage, Watch & Jewelry Repair, Photo Processing & Supplies, Child Care

Retail Expenditure Potential:

Local & Greater Retail Market Areas, 2011-2021

Merchandise or Service Category	Spend- ing per Hhold	Target Sales* (\$/SF)	2011 Retail Potential		2016 Retail Potential		2021 Retail Potential	
			Sales (in mill)	Space (SF)	Sales (in mill)	Space (SF)	Sales (in mill)	Space (SF)
Local Retail Market Area								
Grocery	\$6,147	\$390	\$81.9	209,908	\$91.5	234,675	\$102.1	261,729
Health & Personal Care	\$1,015	\$365	\$13.5	37,026	\$15.1	41,395	\$16.9	46,167
Convenience Goods			\$95.4	246,935	\$106.6	276,070	\$118.9	307,896
Personal Services	\$1,177	\$151	\$15.7	103,767	\$17.5	116,011	\$19.5	129,384
Local Retail Market Area								
Apparel	\$1,541	\$209	\$157.1	751,894	\$171.5	820,571	\$186.9	894,304
Home Furnishings	\$1,470	\$199	\$149.8	752,891	\$163.5	821,660	\$178.2	895,491
Home Improvement	\$1,108	\$140	\$112.9	806,776	\$123.3	880,467	\$134.3	959,582
Misc. Specialty Retail	\$1,881	\$216	\$191.8	887,782	\$209.3	968,872	\$228.1	1,055,930
Shoppers Goods			\$611.7	3,199,343	\$667.6	3,491,570	\$727.5	3,805,307
Restaurants	\$3,592	\$263	\$366.2	1,392,545	\$399.7	1,519,739	\$435.6	1,656,296
Entertainment	\$451	\$90	\$46.0	511,241	\$50.2	557,938	\$54.7	608,072
Total			\$1,135.0	5,453,831	\$1,241.6	5,961,328	\$1,356.3	6,506,955
Five Year Net Gain					\$106.6	507,497	\$114.7	545,627

* Target sales are based on the Urban Land Institute, "Dollars and Cents of Shopping Centers."

Sources: ESRI BIS; Urban Land Institute; Marketek, Inc.

Typical Sizes of Selected Businesses

Merchandise or Service Category	Median	National	Local Chain	Independent
Specialty Retail				
Art Gallery	1,802	~	1,802	1,907
Arts/Crafts Supplies	8,928	20,957	~	3,070
Beauty Supplies	1,807	1,634	2,450	1,829
Bike Shop	3,440	~	~	2,596
Bookstore	10,093	23,000	9,990	2,740
Cameras	2,000	2,000	~	~
Children's Wear	3,913	4,879	3,054	2,105
Family Shoe Store	4,000	4,113	5,100	2,460
Gift/Cards	4,200	4,900	3,780	1,653
Hardware	13,200	13,900	~	~
Home Accessories	7,595	10,215	5,365	2,462
Jewelry	1,500	1,610	1,968	1,200
Luggage	2,500	2,499	~	~
Men's Clothing Store	3,500	4,319	3,065	2,750
Pet Supplies	7,995	17,600	3,201	3,200
Music	4,464	6,178	~	2,017
Sporting Goods	8,465	22,000	4,980	2,995
Toys	7,855	12,000	~	3,344
Women's Clothing Store	4,400	4,503	3,960	2,145
Convenience				
Drugstore/Pharmacy	10,920	10,860	16,668	4,977
Supermarket	50,420	49,071	51,495	23,300
Bakery	1,990	4,000	~	1,700
Gourmet Grocery	18,000	~	~	~
Wine/Liquor	3,440	~	6,237	2,920
Personal Services				
Day Spa	2,875	~	2,563	3,060
Women's Hair Salon	1,400	1,450	1,250	1,361
Nail Salon	1,200	~	1,200	1,200
Picture Framing	1,600	1,703	~	1,588
Health Club	10,249	9,548	5,508	10,249
Mail/Packaging/Photocopying	1,278	1,240	~	1,236
Tailor/Alteration	950	~	900	1,035
Movie Rental	6,000	6,333	4,240	4,733
Shoe Repair	855	~	~	795
Drycleaners	1,800	~	1,800	1,649
Day Care	4,000	~	~	3,901
Laundry	2,114	~	2,150	1,955
Restaurants				
Restaurant with Liquor	5,204	6,669	5,600	3,362
Restaurant without Liquor	3,581	6,500	3,025	2,625
Bar/Cocktail Lounge	3,821	~	~	3,821
Ice Cream Parlor	1,137	1,144	1,137	1,116
Coffee/Tea	1,578	1,650	1,624	1,400

Source: Urban Land Institute, "Dollars and Cents of Shopping Centers"

Public Meeting Materials



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Kickoff Meeting
August 30, 2011

AGENDA

- 6:30 p.m. Dot exercise
- 6:40 p.m. Introduction and Welcome
- *Mayor Lee Stuart*
 - *Consultants*
- 6:50 p.m. Presentation: Introduction to the Planning Process
- *Livable Centers Initiative Program*
 - *The Study Area*
 - *The Planning Process*
 - *Questions about the LCI Program*
- 7:10 p.m. Presentation: Community Planning Trends
- 7:30 p.m. Closing Exercise – Tell us what’s on your mind!
As you leave, please visit a comment station and tell us:
- *What do you like the best?*
 - *What do you like the least?*
 - *What would you change?*
 - *What are your specific transportation concerns?*
 - *What are your specific market and economic development concerns?*
- 8:00 p.m. Adjourn

Contact Information

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Tunnell-Spangler-Walsh & Associates
404/873-6730
cracicot@tunspan.com



We need your input for the **STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE**

Public Kickoff Meeting

Tuesday, August 30, 2011

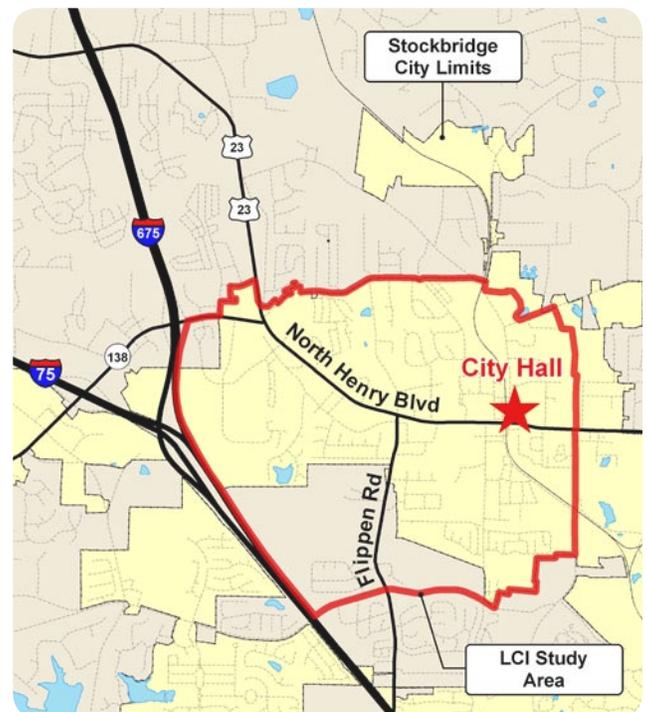
6:30 - 8:00 pm

Stockbridge City Hall - City Council Chambers
4640 North Henry Boulevard
Stockbridge, GA 30281

The 10-year update will build upon the previous livable centers initiative (LCI) study to develop a vision and plan for Stockbridge's core that is community-based and implementation-focussed.

The public kickoff meeting will:

- *Announce the goals of the study,*
- *Explain opportunities for public input,*
- *Review the 2001 LCI Study,*
- *Provide an overview of "smart growth" principles, and*
- *Solicit plan vision elements.*



This study is sponsored by the Atlanta Regional Commission and the City of Stockbridge.

To learn more about the LCI program and the study, please visit:

www.tunspan.com/stockbridge



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Kickoff Meeting
September 1, 2011

PUBLIC COMMENTS

The following is a summary of unedited public comments provided at the August 30, 2011, Kickoff Meeting. All observations and ideas have been included without regard for their validity or feasibility. These will be taken into consideration by the project team as the plan is developed.

What do you like the best about the study area?

- *Greenery*
- *Access to major interstates*
- *Improving parks*
- *New courthouse, conference center, police station and library*
- *City hall*
- *The new mayor brings new vitality*

What do you like the least about the study area?

- *There is mismatched development. The area needs a more cohesive appearance.*
- *There are not enough activities that are geared toward seniors, like gardens, activities center, etc.*

What would you change/What would you like to see?

- *A green space and square near City Hall*
- *We need a bypass from Rock Quarry Road to Davis Road*
- *Clean up Highway 138 with new sidewalks and redevelopment of the old homes*
- *Cosmetic changes, especially on Highway 138*
- *Improved the existing Highway 138 bridge over the railroad*
- *Slow trains down*
- *A pet park or dog park*
- *Improved pedestrian crossing at Love Street @ railroad*
- *Community-based mural wall, perhaps under bridge*

- *The present fountain (which doesn't work) changed to a fun community center for children like in Suwannee. The land around this area could be retail and covered open area centers for music or exhibitions.*
- *The bridge to be improved with lights, a brick at the entrance and nice railings.*
- *The city should go back to the last LCI plan. Why was it abandoned?*
- *A center such as a YMCA or something for the youth and seniors, but not funded by the City. I think the County could provide this service.*
- *Sidewalks on all major roads, including Davis Road, Flippen Road, Tye Street, Old Atlanta Highway.*
- *Bike lanes on Highway 138 and Rock Quarry Road*
- *Mixed-use development on either side of City Hall*
- *Converting the field behind City Hall into an amphitheater*

What are your specific transportations concerns or ideas?

- *Congestion on Highway 138 is a problem, especially in the mornings and afternoons*
- *Connecting Rock Quarry Road to Davis Road would serve as a bypass, reducing traffic on Highway 138*
- *The roadway suggested above (Rock Quarry to Davis) was previously studied by GDOT Oct 2010 and is not needed*
- *The southwestern part of the city is not well connected to the central business district*
- *A trolley back and forth along Highway 138 would connect citizens to the central business district with less vehicle use and air emissions*
- *Planning for the LCI study area should anticipate commuter rail in the future connecting the south Atlanta cities to Atlanta*
- *Discontinuities in sidewalks and lack of bike trails discourage non-vehicular travel throughout the city*
- *A trail or sidewalk is needed along railroad street*
- *Plantings trees with walkways along the railroad would be good*
- *Fix sidewalks in the Tye Street district especially on Railroad Avenue from the Food Depot*

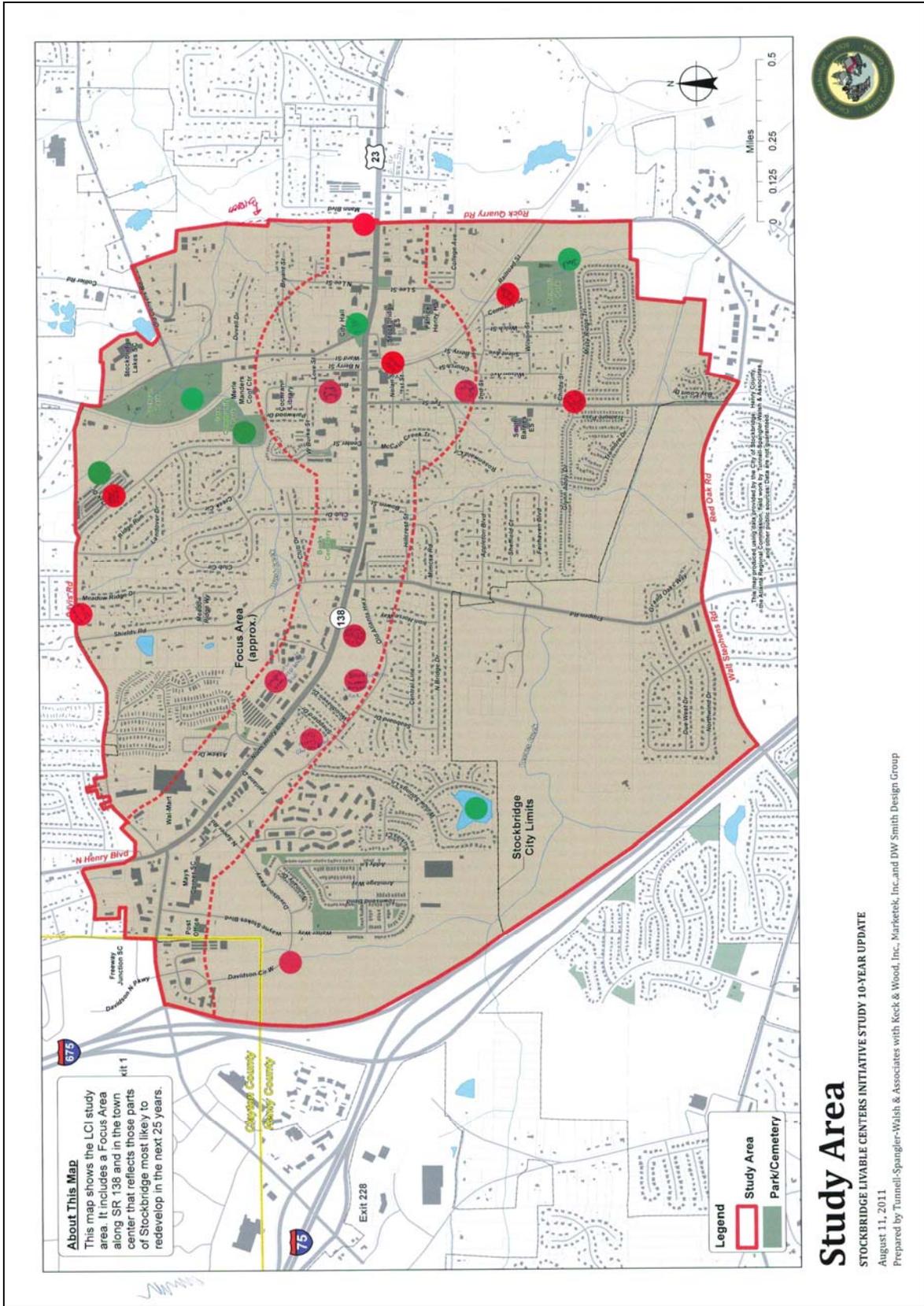
What are your specific market/economic concerns or ideas?

- *Currently have a shortage of quality apartment complexes*
- *City needs mid-range, locally-owned, non-chain restaurants*
- *City needs more kids activities (ex: skatepark, skating rink, pool/waterpark)*
- *Downtown should be a historic downtown with antique shops and boutiques*
- *Downtown should be an artist colony w/ pottery shops and other local crafts*
- *Downtown needs nightlife to draw in adults who will spend money; should be within walking distance or a short drive of housing (ex: restaurants, bars, entertainment)*

- *Add more emergency housing for the homeless; currently there is only one church that offers seven emergency beds*
- *Stockbridge needs a town center that serves as a community gathering place versus more linear, auto-oriented development*
- *Auto-oriented development is the biggest problem in the study area now*
- *Primary goal should be to orient downtown toward family stability, provide employment, offer a nurturing and stimulating environment for children with healthcare and quality education, including early childhood (birth to 3 years)*
- *Add a community center with programs for children and older residents (ex: have a Head Start program)*
- *Create space for local nonprofits to use as a furniture bank, letting them store furniture and appliances to be used in housing for low-income and formerly homeless households; Zebulon, GA provides an example of shared space for local nonprofits*
- *Re-open Green Café as a senior center (or as a café and have senior center in another building)*
- *Near Tye & Second, build a senior center/youth center*
- *Create a 'family activity center' including an aquatic center with diving area, swim lessons, water aerobics, programs for children and older adults*
- *Do something with empty lot that was an auto repair shop in Tye Street area*
- *Transportation issues are a big problem in Tye Street district; Handicap and poor people have no transportation options for getting their jobs*
- *Build on history of the area:*
 - *Martin Luther King Sr. was ordained and preached first sermon at Floyd Chapel Baptist Church*
 - *Build train depot replica and use as conference/welcome center (similar to Hampton)*
 - *Sally George House (oldest home in Stockbridge) to be used as Stockbridge heritage center*

Sign-In Exercise

Before the meeting started the public were given an opportunity to place dots on a map of the study area where positive and negative things were happening today. Red dots were intended to show where something negative was happening, and green dots where something positive was happening. Results are shown on the following page.



Sign-in exercise results



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Would like to see the present fountain (which does not work), changed to a fun community center for children like in ~~Duluth~~ Swaneel. The land around this area retail and covered open air centers for music etc. An area for exhibitions.

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

I know you can't do anything ~~to~~ about our bridge to make it look better but if you could help us with nice lights, a little brick at the entrance and nice rails would be nice.

Maybe a PET PARK

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Would like to see the city go back to the last LCP plan. Why was it abandon

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Sidewalks on all major roads - Davis, Tye, Flippen, old Atl Hwy
Bike lanes on Hwy 138 + Rock Quarry
Mixed use on either side of City Hall
Ballfield behind City Hall to be ~~an~~ Amphitheater

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Would like to see ~~me~~ a center
such YMCA or something of place
for the youth and seniors.
But not funded by the city, I
think the County could provide
this service.

Please leave this at the comment station or send it to: cracicot@tunspan.com,
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CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Community Workshop
October 18, 2011

AGENDA

- 6:30 p.m. Sign in
- 6:35 p.m. Introduction and Welcome
- 6:40 p.m. Presentation: Survey Results
- 7:00 p.m. Working Groups
 - Please join a working group to brainstorm about:*
 - *Town Center Area*
 - *SR 138/North Henry Boulevard*
 - *Markets, Economic Development and Branding*
 - *Study Area-Wide Transportation*
 - *Community Linkages*
- 8:10 p.m. Brief Summary of Working Group Ideas
- 8:25 p.m. Next Steps
- 8:30 p.m. Adjourn

Contact Information

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We need your input for the
**STOCKBRIDGE LIVABLE
CENTERS INITIATIVE STUDY
10-YEAR UPDATE**

Community Workshop

Tuesday, October 18, 2011

6:30 - 8:30 pm

Ted Strickland Community Center

130 Berry Street

Stockbridge, GA 30281

Roll up your sleeves and join neighbors, community leaders, city officials, and others as we brainstorm solutions for the future.

The workshop is part of the Stockbridge Livable Centers Initiative Study 10-Year Update. With input from community stakeholders like you, the study will develop a long-term vision for the future of Stockbridge.

Everyone is invited to participate and to visit project website to take our survey!



This study is sponsored by the Atlanta Regional Commission and the City of Stockbridge.

To learn more about the LCI program and the study, please visit:

www.tunspan.com/stockbridge



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Community Workshop
October 21, 2011

COMMUNITY WORKSHOP IDEAS

At the October 18, 2011, Community Workshop attendees were given an opportunity to share their ideas about the study area's future at a series of focused breakout tables dedicated to different topics. Ideas could be expressed either verbally or by drawing on maps. The following is a summary of ideas that were discussed and includes both maps and text.

Please note that these ideas reflect public comments given at specific breakout tables. They have not been categorized by topic, nor are they endorsements of specific recommendations. All comments will be taken into consideration by the consultant team and City of Stockbridge as draft recommendations are developed.

TOWN CENTER AREA

- Improved the existing Berry Street/traditional downtown area:
 - Improve streetscapes, change appearance.
 - Renovate facades.
 - Infill with new business incubator, commercial or office buildings.
- Complete the creation of a town center around the new City Hall:
 - Create a green space on the west side of East Atlanta Road to mirror the existing space; during special events it may be possible to close East Atlanta Road to create a unified public space, provided traffic impacts are carefully considered as part of this.
 - Create two-to-three story mixed-use buildings around the new green space.
 - Line the east side of East Atlanta Road and the existing park edge with low-rise commercial or office uses with rear parking.
 - Provide small lot single-family homes (cottages), pocket parks, and townhouses or multifamily (not conventional apartments) around the new development.
- Explore options to create a mid-block pedestrian bridge over the railroad to connect the Berry Street/traditional downtown area to the new city hall area.
- Create a “Fisher House” (free or low cost lodging to veterans and military families receiving treatment at military medical centers) on the site of the historic home on East Atlanta Road at Love Street. According to participants, the existing home is contaminated and must be demolished.

SR 138/NORTH HENRY BOULEVARD AREA

- Develop the area next to I-675 as a mixed use activity center:
 - Potential uses could include full-service hotels, a movie theater, restaurants, stores, and offices.
 - Include some residential uses in the area.
 - Create outdoor dining and café spaces.
 - Develop a multi-purpose recreation center with parking near Northbridge Crossing.

- Extend North Speer Road off Davidson Circle to connect to Flippen Road, which will provide better transportation solution for potential development in this area and avoid negative traffic impact on adjacent subdivision.
- Reuse/redevelop the Manheim Drive Center facility as a technical college.
- Preserve the Reeves Creek corridor for park and open space; develop trails along it to connect with the existing Reeves Creek Trail to the southeast.
- o Improve the SR138 and North Henry Boulevard intersection.
- o Redevelop vacant and underutilized properties along SR 138 for commercial and mixed-uses.
- o Develop the vacant parcel south of SR 138 between Woodhaven Drive and Flippen Road to include:
 - An anchor store (e.g. Sam's Club, BJ, Target, etc.) with a mix of other uses
 - A pedestrian friendly shopping environment.
 - Potential alternative mid-rise residential or townhomes
- o Explore a median on SR 138, but only if it doesn't not have a significant detrimental impact on businesses.

SR 138/North Henry Boulevard Block Exercise



SR 138/North Henry Boulevard Table Exercise



STUDY AREA-WIDE TRANSPORTATION

- Create a new road connecting Davidson Parkway to Flippen Road
- Re-evaluate the extension of Rock Quarry Road north to Valley Hill Road, recognizing that the intersection at Valley Hill Road will be challenging due to the lack of distance to the railroad crossing.
- Improve sidewalks along:
 - Flippen Road
 - Tye Street (where missing)
 - Railroad Street
 - SR 138/North Henry Boulevard
- Widen Tye Street (only the north end, near Food Depot) and Flippen Road.
- Implement a median and access management along SR 138/North Henry Boulevard
- Study transit service along SR 138/North Henry Boulevard with a transit stop or depot in front of Wal-Mart.
- Explore improving bicycle facilities along SR 138/North Henry Boulevard by creating a multi-use trail, most likely on the north side of the street. People will not use an on-street bike route or bike lanes because the cars drive too fast.

COMMUNITY LINKAGES

- Create a multi-use trail or greenway trail network, including
 - Extending the Reeves Creek Trail west to near Davidson Parkway, with a spur south to Monarch Village.
 - Creating a new trail running north from the Reeves Creek Trail to Cochran Park
 - Extending Reeves Creek Trail south to Little Cotton Indian Creek/Rum Creek, then west along Rum Creek
- Potentially widen and install sidewalks on Rock Quarry Road south to Eagles Landing Parkway.
- Re-evaluate the extension of Rock Quarry Road north to Valley Hill Road.
- Install sidewalks on Shields Drive and Flippen Road.
- Install improved sidewalks and shuttle service on SR 138/North Hendry Boulevard.

MARKETS, ECONOMIC DEVELOPMENT AND BRANDING TABLE

- Market demand figures should take into account the high number of foreclosures and vacant residential and commercial space in the Stockbridge area.
 - Some of future demand could be absorbed by existing space versus new construction.
 - Discussed lowering residential and commercial capture rates for the study area.
 - The plan should discuss opportunities for rehabbing existing buildings to deal with existing vacancies.
 - Possible retail development in other areas of the county will impact amount of demand Stockbridge is able to absorb.
 - It will be tough to compete with Eagles Landing to create office space in the study area.
 - Numbers must be put in context – to attract new shoppers and residents will require more marketing than to customers and businesses than Stockbridge is currently doing.
- There is a shortage of entertainment and destination restaurants or non-chain restaurants in the study area and surrounding area.
- The business mix should be interesting shops/boutiques, coffee shops, restaurants with outdoor dining, locally-owned rather than chain stores. Specific business ideas include:
 - Restaurant geared toward health-conscious
 - Coffee/dessert shop like Café Intermezzo in Atlanta
 - Independent movie theater like Tara Cinemas in Atlanta

- Not more nail salons or hair salons
- o We need something that will bring the community to town center area
- o A farmers market should be developed
- o Food trucks might be a possibility in the future but current focus should be on recruiting and supporting restaurants.
- o Stockbridge needs to better focus and communicate its identity so people think of it as “more than just a hospital.”
- o We should consider branding like other cities (ex: cluster of knitting stores in Thomasville, GA, or antique store in Gay, GA)
- o Stockbridge could develop its image/brand as a place for the arts
 - Boutiques with studio and retail/gallery space (ex: Roswell has similar such space)
 - Artwalk, events and space similar to what is offered in Castleberry Hill, Studioplex and The Goat Farm in Atlanta.
 - Building on Stockbridge’s historic character
 - Juried shows
 - Expanding on the success of Bridgefest in the Pines, which was held at the beginning of October and had more than 40 vendors; was big success for vendors and more are expected next year
 - Moving in the direction of a large, high-quality fall festival with many art vendors
 - Art opportunities for children; for example: create lasting pieces of art in town center such as a mural or painting on bridge walls
 - Public art (ex: in Rochester, NY, utility boxes are all painted; in Charlotte, NC, parking structures all include public art; mosaics)

OTHER GENERAL COMMENTS

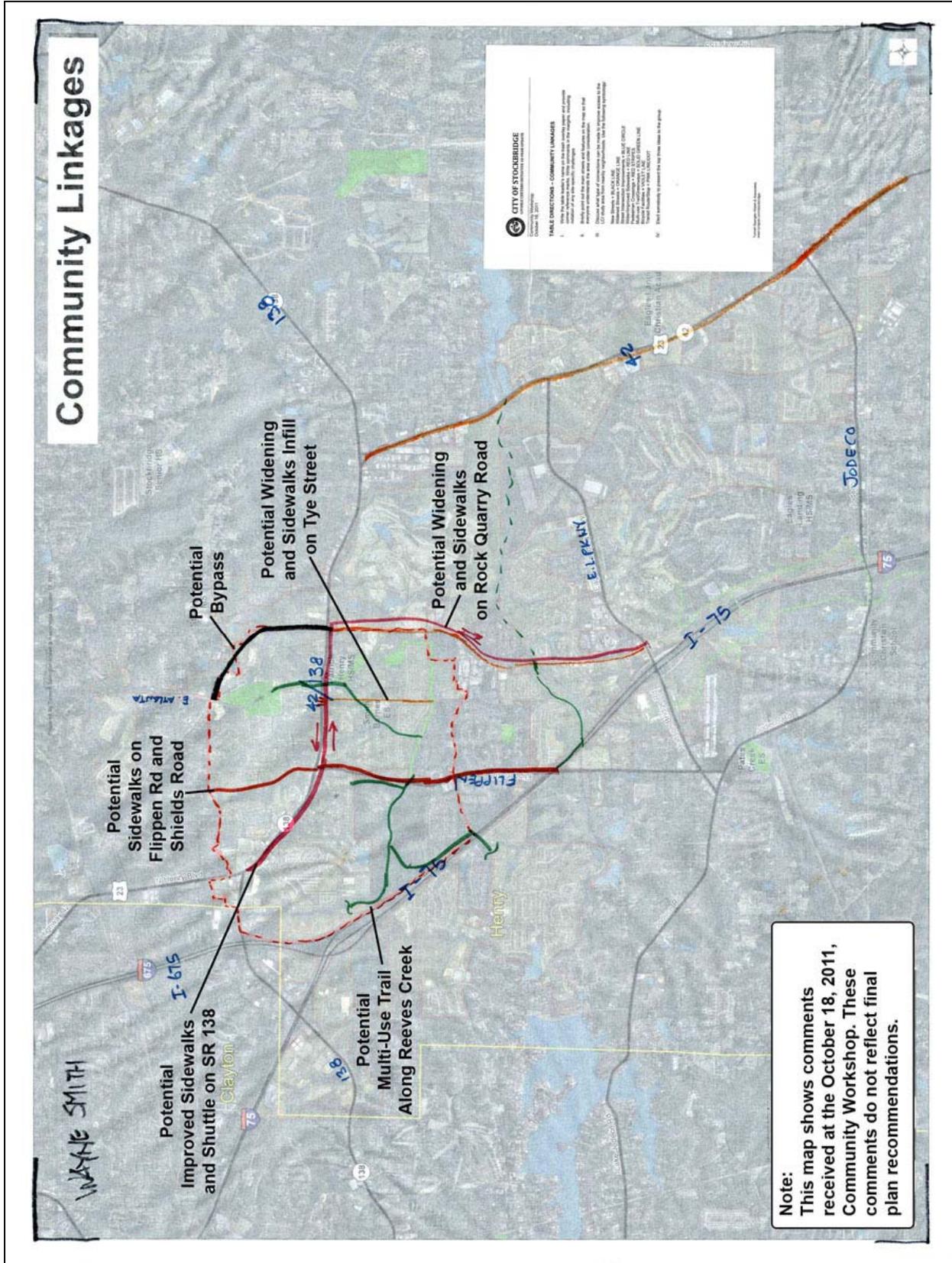
- o The Community Survey and Image Preference Survey sample sizes are too small to be statistically valid. They do not represent the opinions of all Stockbridge residents.

Please note that the consultant is aware of this and never intended to suggest that either survey was statistically valid. Rather, they are intended to serve as nothing more than a starting point for discussion.

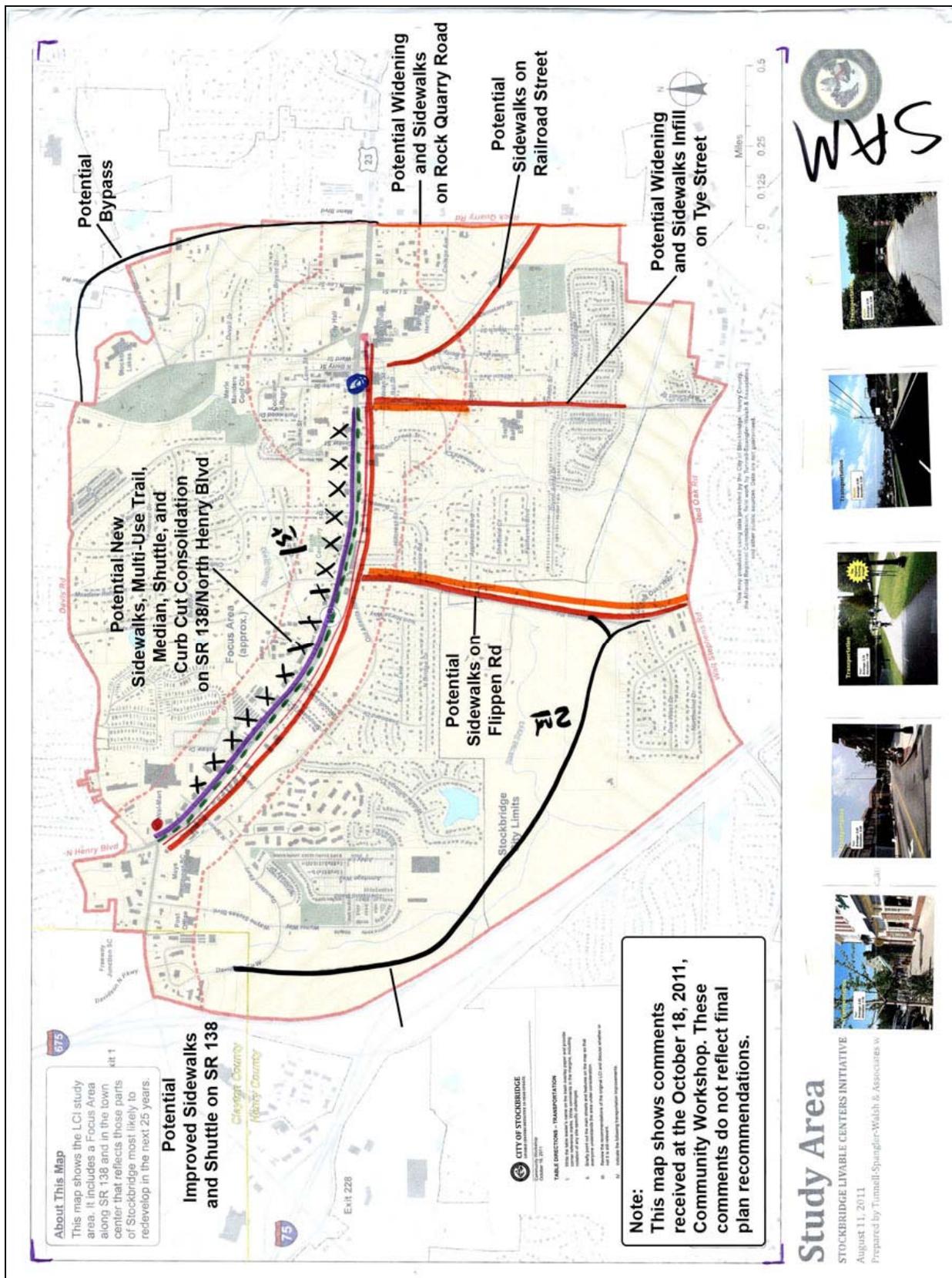
- o The consultant needs to expand the public outreach efforts beyond web-based surveys.

The consultant agrees that low turnout at the Community Workshop suggests a need for alternative outreach efforts and will work with the City of Stockbridge to provide additional outlets in the coming weeks. These may include setting up booths at area stores, intercept/field surveys, and similar techniques targeting under-represented residents.

Community Linkages Table Map



Transportation Table Map





CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Draft Plan Open House
January 23, 2012

AGENDA

6:00 p.m. Sign in

6:10 p.m. Introduction and Welcome

6:15 p.m. Draft Plan Review

Please walk around the room at your leisure to review draft recommendations in the areas of:

- *Transportation*
- *Land Use*
- *Environment*
- *Markets & Economics*
- *Urban Design & Historic Preservation*
- *Public Facilities & Spaces*

Put your two green dots on your two favorite recommendations.

Put your two red dots on your two least favorite recommendations

Use the worksheet provided to share your comments privately.

Use sticky notes to share your comments with the group by sticking them on the boards.

8:00 p.m. Adjourn

After Tuesday you can also visit the project website to download tonight's materials:

www.tunspan.com/stockbridge

Contact Information

Caleb Racicot

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404/873-6730

cracicot@tunspan.com

Markets & Economics Recommendations

Policies

1. Support development of a proposed business incubator designed to serve veterans with business start-ups.
2. Promote Stockbridge's history and landmarks to residents and visitors.
3. Encourage local and regional entrepreneurs to locate stores, restaurants, and offices in Stockbridge town center.
4. Focus town center business recruitment on restaurants, entertainment, and specialty shopping.
5. Promote local art including public art, studio/gallery space, and art-related events.
6. Involve Stockbridge's youth and teen residents in community development activities.
7. Strive for new housing units that are affordable to teachers, police officers, firefighters, nurses, and similar essential professions.



A business incubator could serve local veterans desiring to start businesses



Specialty shopping, restaurants, and entertainment businesses should be encouraged to locate in Stockbridge's town center



A façade improvement program could focus on historic buildings along North Berry Street

Projects

1. Convert the former Manheim Design Center into a job-creating use. Potential uses could include a public or private college, offices, low-impact manufacturing, or similar uses compatible with the surroundings.
2. Create a façade improvement program targeted at historic facades along North Berry Street.
3. Develop a business incubator on the site of the former police station.
4. Create a "Fisher House" (free or low cost lodging to veterans and military families receiving treatment at military medical centers) on the site of the historic house on East Atlanta Road at Love Street.
5. Organize a business development team responsible for sharing information about opportunities in Stockbridge, attracting new businesses and assisting existing businesses.
6. Offer foreclosure counseling and homeownership counseling seminars through a local housing counseling agency.
7. Study the creation of a community improvement district (CID) for the commercial and mixed-use portions of the study area. Depending on the outcome of this study, establish a CID.

Draft Plan Open House

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE
January 23, 2011

Prepared by Tunnell-Spangler-Walsh & Associates with Keck & Wood, Inc., Marketek, Inc., and DW Smith Design Group



Land Use Recommendations

An asterisk (*) indicates a recommendation from the 2006 LCI Study.

Policies

1. Strive to achieve the land uses shown in the Framework Plan, recognizing that it is a 25-year vision and that current market forces favor filling existing vacant commercial space and unbuilt housing lots for the next 5 years.
2. Establish the greater town center area as a mixed-use focal point for Stockbridge.*
3. Create a mixed use regional activity center near I-675.*
4. Protect existing neighborhoods from commercial and multifamily encroachment.*
5. Provide appropriate transitions between new development and existing neighborhoods.
6. Continue existing city policies and regulations that provide a balance of owner and renter-occupied housing in Stockbridge.

Projects

1. Installation of temporary uses in the Town Center Project area to generate excitement and activity prior to longer-term development. Such may include:
 - Farmers or artists markets
 - Market stalls
 - Temporary buildings or “pop-up shops”
 - Food trucks or vendors
2. Completion of the partially-completed Town Center Master Plan in a manner that reflects new market realities.
Please see the Town Center Project Illustrative Plans for two options for completing this area.
3. Creation of a SR 138 overlay zoning that addresses the following at a minimum:
 - Aesthetics and buildings design
 - Sidewalk and streetscape standards
 - Placement and treatment of parking
 - Landscape and open spaces
 - Mix of uses
4. Updates to the comprehensive plan to support the LCI plan’s vision.



Existing single-family areas should be protected from commercial and multifamily encroachment



Interim uses of the town center, such as a farmers market, could help activate the area while acknowledging market realities



A zoning overlay along SR 138 could address aesthetics, sidewalk standards, parking, and more



There are several types of prefabricated commercial buildings that could be temporarily installed in the town center

Draft Plan Open House

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE
January 23, 2011

Prepared by Tunnell-Spangler-Walsh & Associates with Keck & Wood, Inc., Marketek, Inc., and DW Smith Design Group



Environmental Recommendations

Policies

1. Promote the protection of natural waterways, such as Brush and Reeves Creeks.
2. Incorporate sustainable development practices, but with consideration of their potential impacts on the viability of redevelopment.
3. Reduce the environmental impacts of parking.
4. Encourage the use of permeable paving.
5. Embrace sustainable stormwater management practices.
6. Minimize exterior light pollution.
7. Support local food production.
8. Incorporate bio-swales along streets in new developments.
9. Encourage tree planting on private property, in both existing and new development.
10. Encourage xeriscaping and native species in all landscape design projects.
11. Encourage the use of plants that are native or adaptive to the Georgia Piedmont.



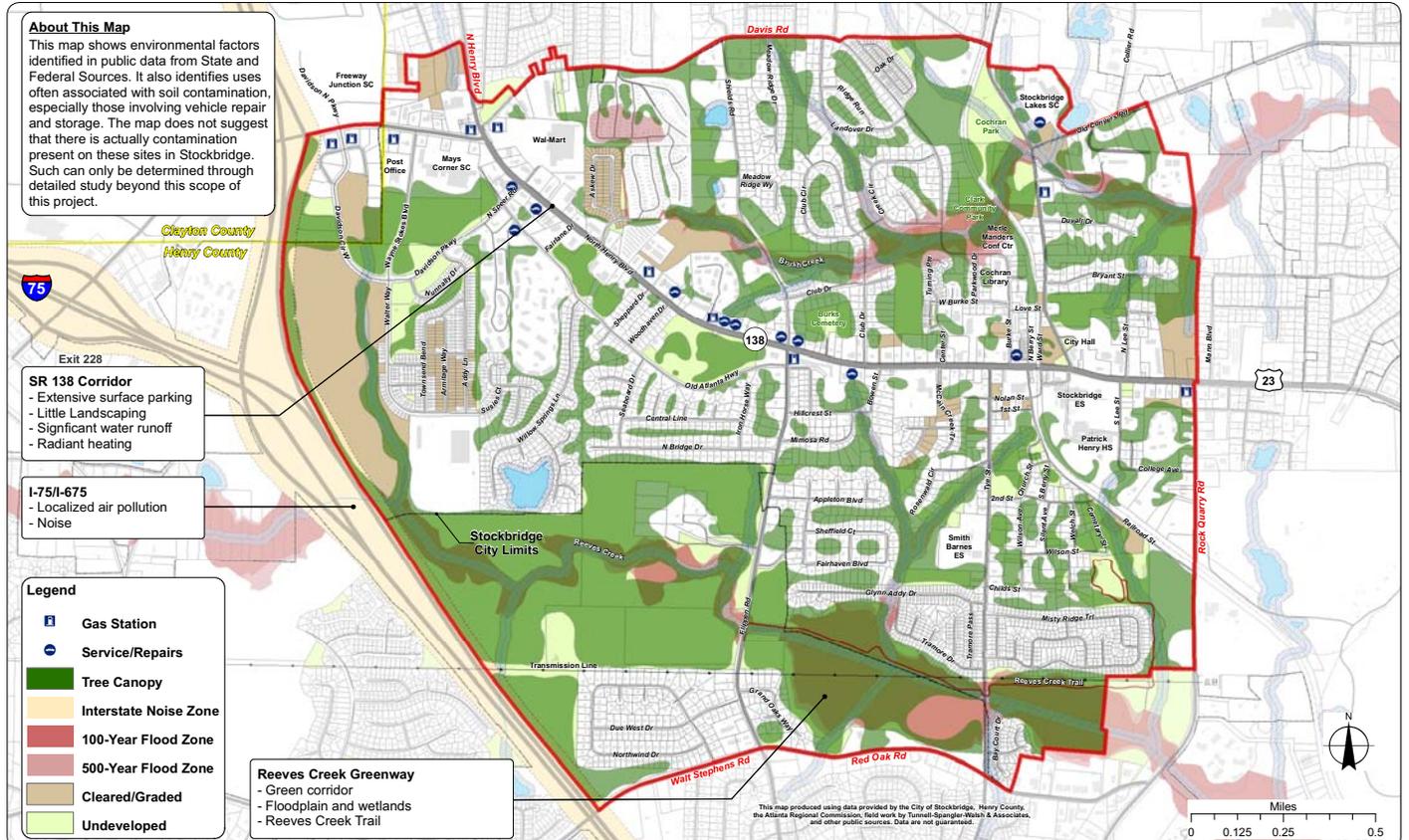
The protection of natural waterways is a key policy and must include sustainable stormwater practices



Tree plantings on private property can help decrease heating and cooling costs, provide shade, cool and clean the air, and enhance aesthetics and property values

Projects

1. Labels on storm drains to make people aware of impacts on streams.



Draft Plan Open House

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE
January 23, 2011

Prepared by Tunnell-Spangler-Walsh & Associates with Keck & Wood, Inc., Marketek, Inc., and DW Smith Design Group



Transportation Recommendations

Policies

1. Create a balanced transportation system that does not promote one form of travel over another.
2. Use a complete street approach for new or redesigned streets.
3. Create new streets and inter-parcel connections.
4. Maximize connectivity and minimize dead-end streets, but only when adequate provisions are made to minimize the negative impacts of cut-through traffic.
5. As redevelopment occurs, encourage joint access and consolidation of curb cuts.
6. Promote shared parking for existing and new developments.
7. Promote inter-parcel access between commercial and transitional uses.
8. Permit and encourage on-street parking, except on state highway.
9. Encourage adjacent homeowner associations to work together to study ways to improve pedestrian and bicycle connections between them through the use of mid-block paths, trails, or street connections.
10. Develop common street cross section to use as city-wide template for streetscape improvements.
11. Provide sidewalks, public facilities, and buildings that are accessible and visitable to persons with disabilities and the elderly.
12. Improve pedestrian accessibility to and across the North Henry Boulevard (SR 138/42) Corridor.
13. Implement requirements for non-vehicular improvements for all future transportation projects by way of a SR 138 overlay district ordinance.
14. Design new buildings to support walking and bicycling with basic elements of pedestrian-friendly design.
15. Continue coordination of joint bicycle facilities with Henry County, the ARC, and surrounding areas.
16. Implement requirements for non-vehicular improvements for all future transportation projects.
17. Establish land use patterns that could one day support enhanced transit service.
18. Develop expanded schedule options and additional routes with existing GRTA services.
19. Continued coordination with Henry County and nearby McDonough for development of an express bus service and/or commuter rail service.
20. Encourage a taxi business to begin service within the study area.
21. Encourage the addition of a high occupancy vehicle lane on I-75 to promote carpooling and rideshare.



A balanced transportation system supports all types of travel, including bicycling and walking



Allowing shared parking for new developments can prevent excess parking that sits empty



Development patterns should encourage walking, especially in the town center area



Expanded GRTA Xpress service could benefit Stockbridge

Draft Plan Open House

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE
January 23, 2011

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Transportation Recommendations

Projects

1. Roundabout to replace the traffic signal at North Henry Boulevard (SR 138/42) and SR 138 SW.
2. New publicly funded streets within study area
 - a. Rock Quarry Road extension from North Henry Boulevard (SR 138/42) to East Atlanta Road.
 - b. New roadway connecting Davidson Circle West to Flippen Road to serve as a North Henry Boulevard (SR 138/42) bypass.
 - c. New Street network around City Hall from East Atlanta Road to North Lee Street.
3. New privately funded streets built with redevelopment.
4. Conversion of Tye Street and North Henry Boulevard (SR 138/42) to a signalized intersection.
5. Synchronized traffic signals along North Henry Boulevard (SR 138/42).
6. Remove/consolidate driveway curb cuts along North Henry Boulevard (SR 138/42).
7. Addition of an entrance/exit ramp to I-75 at Walt Stephens Road to reduce congestion along Flippen Road, Tye Street, and North Henry Boulevard (SR 138/42)
8. Turn/u-turn lanes and medians to control traffic and reduce turning accidents along North Henry Boulevard (SR 138/42). Coordinate with GDOT if plans continue to widen the road to 6 travel lanes.
9. Extension of Reeves Creek Trail from its current terminus to Flippen Road.
10. Extension of Reeves Creek Trail from Flippen Road to Davidson Parkway.
11. Tunnel under the Norfolk Southern Railroad and a trail connecting Clark Community Park to Gardner Park.
12. Multi-use path along Brush Creek from Shields Drive to Cochran Park.
13. Mid-block crossings for pedestrians to cross North Henry Boulevard (SR 138/42).
14. Replace or reconstructed existing ramps and sidewalk not meeting ADA Standards along North Henry Boulevard (SR 138/42) and within the study area.
15. Significant pedestrian facilities
 - a. Flippen Road from North Henry Boulevard (SR 138/42) to Walt Stephens/Red Oak Road.
 - b. Sidewalk and/or multi-use trail along Davis Road from North Henry Boulevard (SR 138/42) to Clark Community Park.
 - c. Shields Road from North Henry Boulevard (SR 138/42) to Davis Road.
 - d. Tye Street from North Henry Boulevard (SR 138/42) to 2nd Street, and addition of sidewalk from Glynn Addy Road to Red Oak Road
 - e. Railroad Street from Rock Quarry Road to South Berry Street
 - f. Nolan Street from Tye Street to South Berry Street.
 - g. South Berry Street from Nolan Street to Railroad Street.
 - h. Sidewalk along Ward Street from South Berry/Railroad Street to Love Street.
 - i. Love Street from Burke Street to East Atlanta Road.
 - j. Wilson Street
 - k. Wilson Avenue
 - l. 2nd Street
 - m. Church Street
 - n. Pedestrian bridge connecting Town Center to North Berry Street.
16. Bicycle Facilities
 - a. Flippen Road from North Henry Boulevard (SR 138/42) to Wall Stephens/Red Oak Road.
 - b. Tye Street from North Henry Boulevard (SR 138/42) to the entrance of the Reeve's Creek Trailhead.
 - c. North Henry Boulevard (SR 138/42) from Downtown Area to Davis Road.
 - d. Davis Road from North Henry Boulevard (SR 138/42) to Clark Community Park.
 - e. Bicycle parking throughout the study area as bicycle facilities are implemented.
17. Citywide standards for street furniture, trees, and lighting.
18. City funded shuttle service along North Henry Boulevard (SR 138/42).
19. Park and ride lot near the Wal-mart at the intersection of North Henry Boulevard (SR 138/42) and SR 138 SW.

Draft Plan Open House

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE
January 23, 2011

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Urban Design & Historic Resource Recommendations

Policies

1. Preserve the few remaining historic buildings in Stockbridge.
2. Require the following basic elements of good urbanism in new buildings:
 - Buildings oriented to the streets
 - Lobby entrances facing/accessible to sidewalk
 - Parking to the rear of the building
 - No gated communities surrounded by fencing and private streets that do not connect through the neighborhood street grid
3. Architectural style and building materials
 - In non-historic areas, allow and encourage a variety of architectural styles
 - Encourage the use of quality building materials including brick, terracotta, stone, masonry, hard coat stucco, poured-in-place rubbed concrete, and hardiplank
 - Use Exterior Insulation Finish Systems (EIFS) only along facades not facing a street or park. Additionally, its use for facade details, such as window sills, is discouraged.
4. Create pocket parks with intersection improvements or road construction, especially where unbuildable sites remain.
5. Incorporate Crime Prevention through Environmental Design (CPTED) Principles.
See below for details on CPTED.
6. Avoid corporate prototype architecture.
7. Encourage public art.
8. Incorporate art, monuments, and memorials in public spaces.



Existing historic buildings in Stockbridge should be preserved for the value they bring to the community



Basic elements of urband design should be required in new buildings, as well as quality materials



The existing bridge over the railroad could be upgraded with public art

Projects

1. Historic signs and markers in the study area.
2. Statue of Levi Stockbridge.
3. Public art in new developments as they are built.
4. Public art on the existing North Henry Boulevard (SR 138/42) bridge over the railroad.

Crime Prevention through Environmental Design (CPTED)

CPTED is a multi-disciplinary approach to deterring criminal behavior through design. Its strategies rely upon the ability to influence offender decisions that precede criminal acts. Research into criminal behavior shows that the decision to offend or not to offend is more influenced by cues to the perceived risk of being caught than by cues to reward or ease of entry. Consistent with this research, CPTED strategies emphasize enhancing the perceived risk of detection and apprehension. Key elements include:

Natural surveillance Natural access control Natural territorial reinforcement Maintenance

Draft Plan Open House

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE
January 23, 2011

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Public Facilities & Spaces Recommendations

An asterisk (*) indicates a recommendation from the 2006 LCI Study.

Policies

1. Construct civic buildings and facilities that set the standard for the type of high quality development desired in the area.*
2. Support expanded recreation opportunities for school-aged children and seniors.
3. Encourage the creation of shared stormwater facilities and those integrated into parks.
4. Encourage an appropriate relationship between parks and adjacent development.
5. Incorporate parks and open spaces into large developments.
6. Incorporate trees into new development.
7. Provide a location for "Saturday morning" farmer's market.

Projects

1. Community center serving Stockbridge residents, including programs targeted to seniors and youth.
2. Combined welcome/history center, either as a separate facility or incorporated into the proposed community center. One potential option may be a reconstructed historic rail depot.
3. Improved public recreational opportunities:
 - Short-term: Shuttle service to the existing JP Moseley Recreation Center on Miller's Mill Road
 - Long-term: New YMCA or similar recreational facility (may include natatorium facilities; location to be determined).
4. Public natatorium (location to be determined, but potentially on Tye Street at 2nd Street).
5. Services to assist seniors wishing to age-in-place in existing single-family homes (ex: transportation assistance, assistance w/ small home repair, etc.)
6. Extended water and sewer as the area develops.
7. Renovated and improved existing parks.
8. New publicly-built open spaces:
 - Town Center open space, which could include an expanded town green (Illustrative Plan A) or a 3,000-person amphitheater (Illustrative Plan B)
 - Temporary skating rink installation in Town Center area
 - Skate park (location to be determined)
 - Community dog park (location to be determined)
9. Preserved stream corridors:
 - Reeves Creek and tributaries
 - Brush Creek and tributaries
10. Assorted new open spaces with private development.
11. Community garden, potentially in partnership with area schools.



New civic facilities should continue to set the standards for the type of high quality development desired in the area



Shared stormwater facilities can be designed as community amenities, such as this one in Atlanta



A full-service community center could serve Stockbridge residents, including seniors and youth



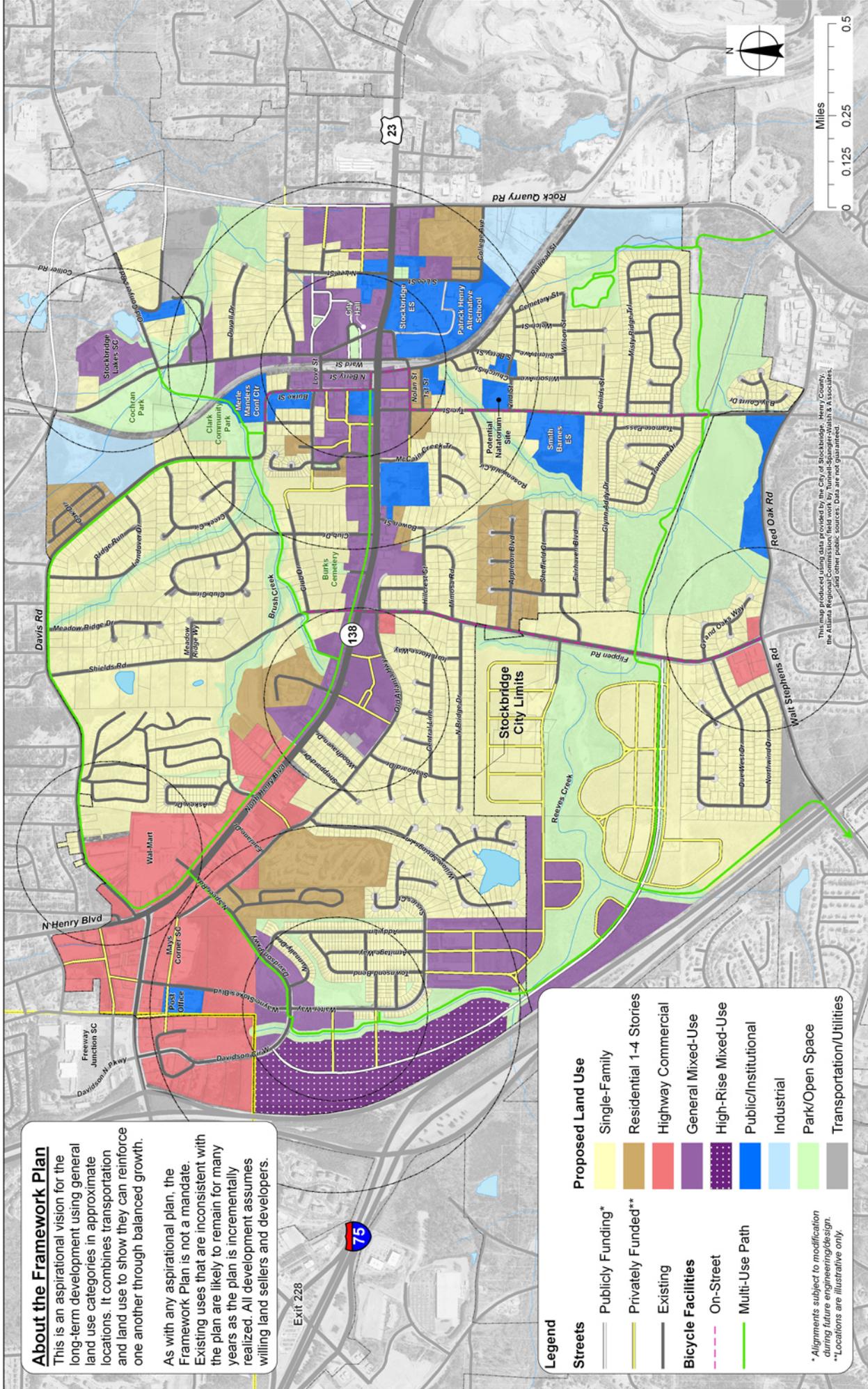
In Suwanee, GA, an amphitheater is integrated into the new town center. It can be used for shows or events

Draft Plan Open House

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE
January 23, 2011

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About the Framework Plan
 This is an aspirational vision for the long-term development using general land use categories in approximate locations. It combines transportation and land use to show they can reinforce one another through balanced growth.

As with any aspirational plan, the Framework Plan is not a mandate. Existing uses that are inconsistent with the plan are likely to remain for many years as the plan is incrementally realized. All development assumes willing land sellers and developers.

Legend

Streets	Publicly Funding*	Proposed Land Use	Single-Family
Privately Funded**	Residential 1-4 Stories	Highway Commercial	General Mixed-Use
Existing	Existing	High-Rise Mixed-Use	Public/Institutional
Bicycle Facilities	On-Street	Multi-Use Path	Industrial
Multi-Use Path	Park/Open Space	Transportation/Utilities	

* Alignments subject to modification during future engineering/design.
 **Locations are illustrative only.

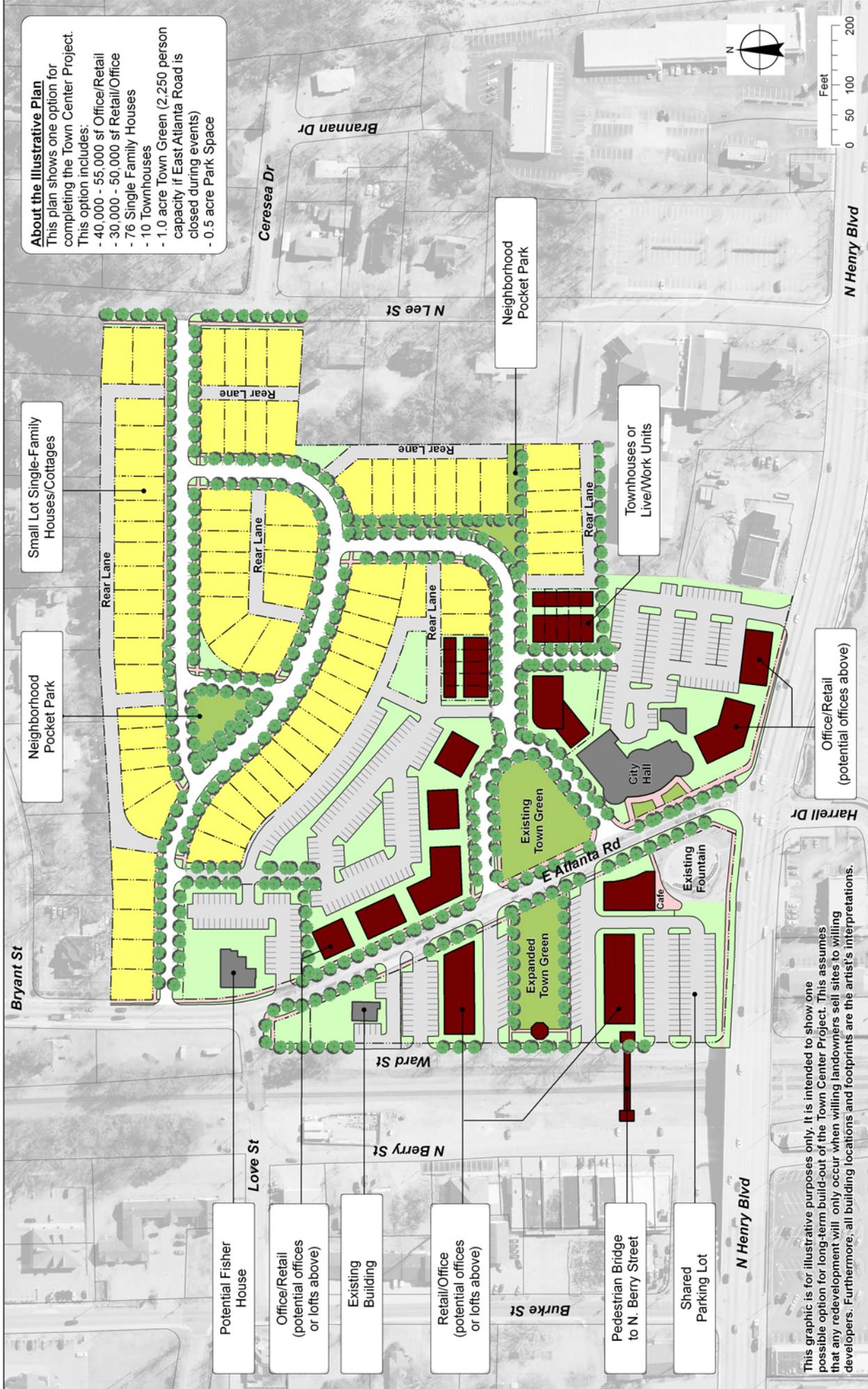


Framework Plan - DRAFT FOR REVIEW & COMMENT

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE

January 23, 2012

Prepared by Tunnell-Spangler-Walsh & Associates with Keck & Wood, Inc., Marketek, Inc., and DW Smith Design Group



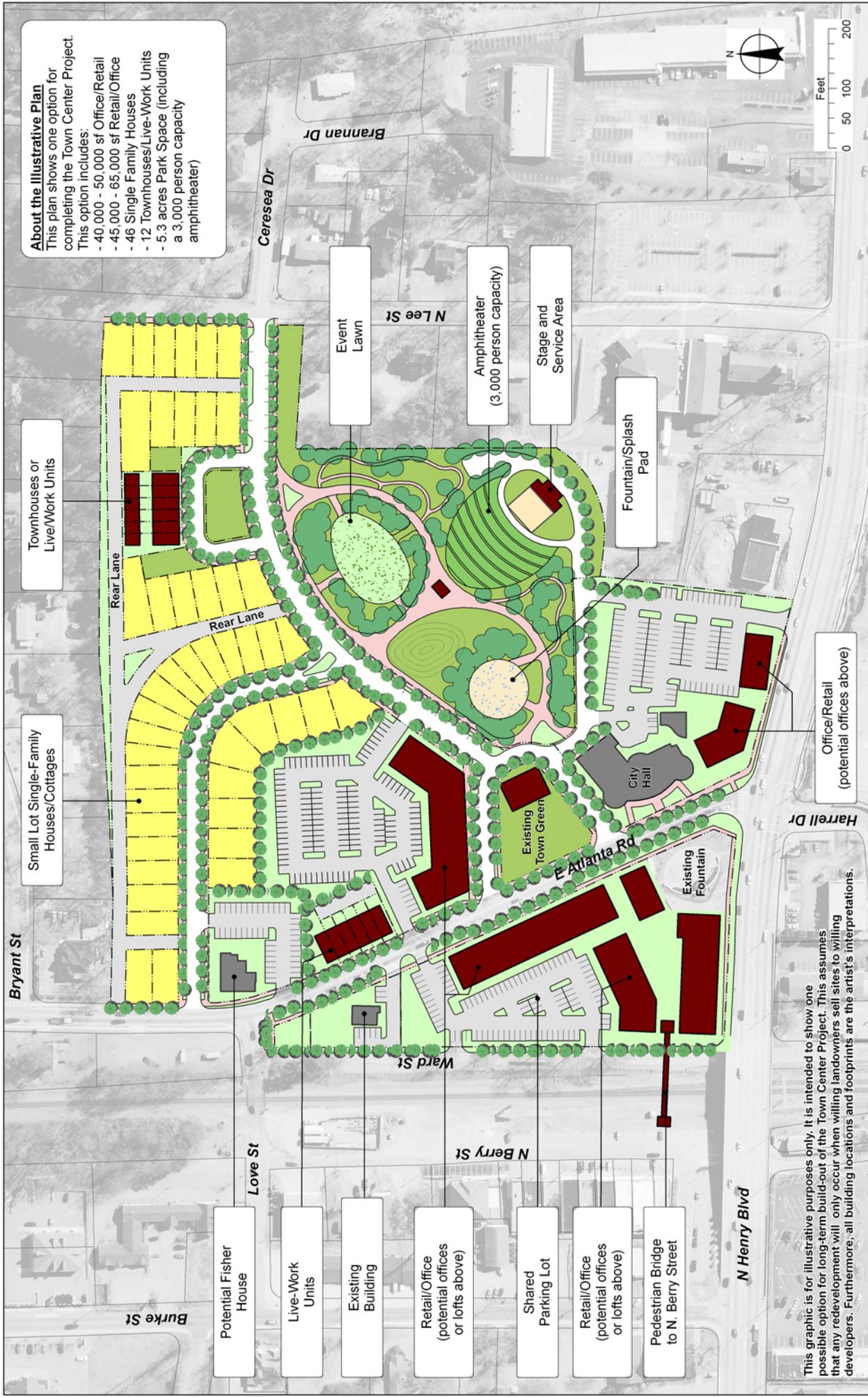
This graphic is for illustrative purposes only. It is intended to show one possible option for long-term build-out of the Town Center Project. This assumes that any redevelopment will only occur when willing landowners sell sites to willing developers. Furthermore, all building locations and footprints are the artist's interpretations.

Town Center Project - Illustrative Plan A

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE

January 18, 2011

Prepared by Tunnell-Spangler-Walsh & Associates with Keck & Wood, Inc., Marketek, Inc., and DW Smith Design Group



About the Illustrative Plan
 This plan shows one option for completing the Town Center Project. This option includes:
 - 40,000 - 50,000 sf Office/Retail
 - 45,000 - 65,000 sf Retail/Office
 - 46 Single Family Houses
 - 12 Townhouses/Live-Work Units
 - 5.3 acres Park Space (including a 3,000 person capacity amphitheater)

This graphic is for illustrative purposes only. It is intended to show one possible option for long-term build-out of the Town Center Project. This assumes that any redevelopment will only occur when willing landowners sell sites to willing developers. Furthermore, all building locations and footprints are the artist's interpretations.



Town Center Project - Illustrative Plan B

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE

January 18, 2011

Prepared by Tunnell-Spangler-Walsh & Associates with Keck & Wood, Inc., Marketek, Inc., and DW Smith Design Group



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Draft Plan Open House

January 23, 2012

FEEDBACK WORKSHEET

Around the room are a series of maps and recommendations showing draft recommendations for the LCI Plan. Please take as long as you want to review these recommendations and provide feedback. Your ideas will be used to shape the final plan.

Land Use

How could these recommendations benefit the community?	What aspects could have negative impacts?
	<i>The amount of building to be done around City Hall seems to be too much for the amount of land.</i>

Urban Design & Historic Resources

How could these recommendations benefit the community?	What aspects could have negative impacts?

Town Center Project – Illustrative Plan A

How could this alternative benefit the community?	What aspects of this alternative could have negative impacts in the community?

Town Center Project – Illustrative Plan B

How could this alternative benefit the community?	What aspects of this alternative could have negative impacts in the community?
The Amphitheatre & event lawn are nice additions	Too many buildings & other projects to be crammed into a small space around City Hall. Traffic & noise would be compounded in existing neighborhoods on N Lee + Bryant St.

Which alternative for Stockbridge Town Center do you prefer?



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

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January 23, 2012

FEEDBACK WORKSHEET

Around the room are a series of maps and recommendations showing draft recommendations for the LCI Plan. Please take as long as you want to review these recommendations and provide feedback. Your ideas will be used to shape the final plan.

Land Use

How could these recommendations benefit the community?	What aspects could have negative impacts?
Expanded schedule GRTA svc Rail line providing more transportation options	

Urban Design & Historic Resources

How could these recommendations benefit the community?	What aspects could have negative impacts?
Varied design increased property value Public ART enriching	

Transportation

How could these recommendations benefit the community?	What aspects could have negative impacts?
Expanded GRTA provide more options	increased foot traffic

Public Facilities & Spaces

How could these recommendations benefit the community?	What aspects could have negative impacts?
Increased community gathering areas	

Environment

How could these recommendations benefit the community?	What aspects could have negative impacts?
<p>Community Garden</p>	

Markets & Economics

How could these recommendations benefit the community?	What aspects could have negative impacts?

Transportation

How could these recommendations benefit the community?	What aspects could have negative impacts?
<p>increase in sidewalks promotes safety in the community & encourage more residents to be more active by walking & jogging</p>	

Public Facilities & Spaces

How could these recommendations benefit the community?	What aspects could have negative impacts?
<p>Community Centers provide local residents with activities which promote engagement</p>	

Town Center Project – Illustrative Plan A

How could this alternative benefit the community?	What aspects of this alternative could have negative impacts in the community?

Town Center Project – Illustrative Plan B

How could this alternative benefit the community?	What aspects of this alternative could have negative impacts in the community?
<p>Encourage more activities and socialization among members of the community</p> <p>Modern facilities to attract young more people to the area</p>	

Which alternative for Stockbridge Town Center do you prefer? X3



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Final Plan Presentation
March 5, 2012

AGENDA

- 6:00 p.m. Sign in
- 6:10 p.m. Introduction and Welcome
- 6:15 p.m. Final Plan Presentation
- 7:00 p.m. Discussion
- 8:00 p.m. Adjourn

Please visit the project website to download tonight's materials:

www.tunspan.com/stockbridge

Contact Information

Caleb Racicot
Tunnell-Spangler-Walsh & Associates
404/873-6730
cracicot@tunspan.com



We need your input for the **STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE**

Final Plan Presentation

Monday, March 5, 2012

6:00 - 8:00 pm

City Hall - Council Chambers
4640 North Henry Boulevard
Stockbridge, GA 30281

Please join us for a formal presentation of the final recommendations of the Stockbridge LCI 10-Year Update. These have been prepared based on comments received at January's Draft Plan Open House and through the project website.

At the meeting consultants will present:

- Revised Town Center concepts
- Land use recommendations
- Transportation recommendations
- Public facilities and space recommendations
- Environment recommendations
- Implementation strategies
- And much more!

Comments will also be taken so that the plan can be finalized for adoption.



This study is sponsored by the Atlanta Regional Commission and the City of Stockbridge.

To learn more about the LCI program and the study, please visit:

www.tunspan.com/stockbridge



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

CALEB -

- GREAT JOB

- THINGS HAVE REALLY COME

TOGETHER SINCE THE INITIAL MEETINGS

RICHARD STEINBERG

CITY COUNCIL

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309,



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Project Management
August 8, 2011

STAKEHOLDERS AND MEETING ATTENDANCE

Stakeholders include everyone who has attended a meeting or been asked to be kept informed on the planning process. It also includes the Core Team and City staff.

First	Last	Organization Name	Kickoff	Workshop	Draft Plan	Final Plan
Chris	Adkins					
Mark	Alarcon		Yes		Yes	
Kalynn	Alarcon		Yes		Yes	
Marc	Alarcon	City of Stockbridge City Council				
Joyce	Andrews		Yes			
John	Bartlett					
Yvonne	Beaser			Yes		
Bryan	Borden	Georgia Regional Transportation Authority				
Michael	Browder					Yes
JR	Brown					
Marla	Burchett					
Robin F.	Buschman		Yes		Yes	Yes
Jim	Butcher	Zoning Advisory Board and URA				
Rebekah	Carpenter			Yes	Yes	
Harold L.	Cochran	City of Stockbridge City Council	Yes	Yes	Yes	Yes
A. Bernard	Coffer		Yes			
Mary	Crawford					
Russ	Curtis	Eagles Landing Golf Club				
Shirley	Dabney	City of Stockbridge				
Shirley	Dabney	City of Stockbridge				
Barbara	Dayhuff			Yes		
Allison	Duncan	Atlanta Regional Commission			Yes	
Tarji	Dunn					Yes
Robin	Earnest					
Terry	Echols	Henry County Zoning Advisory Board	Yes			Yes
Ted	Echols	Echols Law Group, P.C.			Yes	Yes
Beverly	Edwards	Community Transformation Group	Yes			
Eugene & Annette	Edwards			Yes		Yes
Fred	Evans	City of Stockbridge City Council				
Tom	Felcher		Yes			
C.	Fencho					
Gwendolyn	Fielder			Yes	Yes	
James	Fielder				Yes	
Marilyn	Flynn	Citizen	Yes			
Anthony	Ford	Monarch Village Community	Yes			
Nestor	Galarza					
Kimberly	George					
Ray	Gibson	City of Stockbridge	Yes	Yes	Yes	
Kathryn R.	Gilbert	City of Stockbridge City Council	Yes	Yes		Yes
Christine	Goggins				Yes	
Willie	Goggins				Yes	
Debra	Grant				Yes	
Mark	Griswell	Developer/LDP Investments, LLC				
Allen	Guimarin	Henry County School Board				
Quincy	Harris	Developer/Business Owner		Yes		

Georga	Hawxhurst		Yes			
John	Heintz					
Venessa	Holiday		Yes			
Gerard and Gerald	Hughes					
Liz	Kemp					
Ron	Kemp					
David	Loper	Neighborly Properties, LLC				
Joy	Loper					
Cheri	Matthews	Henry County Planning & Zoning				
Donna	McBride					
Joe	McDaniel					
Lynn	McMeans					
Regina	Meeks		Yes		Yes	
Mark	Meeks	Stockbridge Florist	Yes		Yes	
Gayle	Melson				Yes	
Lothar	Merker		Yes			
Melody	Milbrandt					
Larry	Milbrandt					
Diane	Miller				Yes	
Ricky	Mitchell	Golds Gym - Eagles Landing				
Wendell	Moore	Citizen/Wild Wind Subdivision				
Houston	Nelson	Citizen/Northbridge Crossing HOA President		Yes		Yes
Bill & Mattie	Ogilvie					
Rita	Peter	Metro Brokers				
Loren	Pierce	Developer\Business Owner				
Herman	Pierson	Historical Committee				
Rita	Pitner					
Skip	Pitner	Metro Brokers/GMAC				
WF	Polk					
Michelle	Powell					
Shoqueeener	Price					
Charles	Procacci					
Mary	Radford	Stockbridge Parks				
Charles	Reid					
Connie	Renaud	Cochran Public Library				
David	Simmons	Henry County Department of Transportation			Yes	
Dianne	Smith					
Hubert	Smith					
Anna & Richard	Steinberg		Yes	Yes	Yes	Yes
Lee	Stuart	City of Stockbirdge Mayor	Yes	Yes		
Michael	Surma	Henry County School Board				
Emery	Szymanowski					
Harold	Thibedeaux	Windsong				
Alphonso	Thomas	Citizen	Yes			
Debra	Turner					
Janet	Turner		Yes			
Kay	Van Wie					Yes
Kofi	Wakhisi	Atlanta Regional Commission				
Brittany	Ware					
Julie	Wethington					
Barbara	Wilson				Yes	
Majed	Zakaria				Yes	

Survey Comments



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Community Survey
October 17, 2011

SUMMARY OF PUBLIC COMMENTS

The following is a summary of interviews and surveys conducted as part of the master planning process. The confidentiality of comments was stressed during the process to ensure frank and open comments. In keeping with this promise, every effort has been made to avoid comments or responses that can be traced back to an individual or group. Negative comments about specific individuals have also been removed.

The following text documents raw, unedited comments and has not been checked for grammar, accuracy, or feasibility. Neither the consultant nor the City of Stockbridge makes any endorsement of a specific idea included herein. Comments will be considered as the plan is developed.

Demographic Information

Where do you live?

- Study Area (City of Stockbridge portion): 39.5%
- Study Area (Henry County portion): 7.0%
- Other part of the City of Stockbridge: 27.9%
- Other part of Henry County: 23.3%
- Outside Henry County: 2.3%

If you live in the study area, how long have you lived there?

- Less than 1 year: 0%
- 1 to 3 years: 7%
- 3 to 10 years: 27.9%
- More than 10 years: 18.6%
- I do not live in the study area: 46.5%

Do you own property in the study area?

- Yes: 53.5%
- No: 46.5%

Greater Study Area

What do you think are some of the study area's greatest assets?

- I think that the greatest asset is the tremendous amount of traffic along SR138. By that I mean that we have a "captive audience" of consumers twice a day!
- Available vacant land
- The Study Area can use a substantial improvement environmentally as well as economically. If you are able to improve on these two accords the citizens will greatly appreciate their improved surroundings and eventual growth of commerce and businesses.
- The airport, state and interstate access.

- HAVING A NICE LIBRARY, TAG OFFICE, CENTER FOR MEETINGS, BUT THESE SHOULD NOT BE USED FOR RELIGIOUS PURPOSES (CHURCH MEETINGS) THIS GOES FOR THE STRICKLAND AND MANDERS BUILDINGS. NICE PARKS AND RECREATION AREAS. SIDEWALKS ARE NICE, BUT PROMISED ONE ON DAVIS ROAD NEVER HAPPENED. SOME AREAS ARE A BIT TACKY LOOKING, COLOR BUILDINGS ARE PAINTED TAKE AWAY FROM THOSE THAT ARE NICELY DONE.
- The previous study to revitalize the old downtown area.
- The Highway 138/42 corridor provides access through the city. Some of the newer municipal buildings are attractive. The landscaping in the slope in front of Kroger is well kept and attractive.
- Freeway
- Historical sites throughout the Study area.
- Privacy areas and small businesses
- New City Hall (although oddly positioned due to the imminent domain issue). SR 138 is a major thoroughfare and adequate for higher traffic. Commercial potential (in need of MUCH help).
- Access to freeway, near shopping, jobs, increase property value
- Elementary schools.
- Shopping and schools
- Parks
- Historical preservation
- The area is ripe for business and the people are great
- Resident participation
- Tree shaded streets. The parks. The investment of the city in new and repurposed buildings and streetscapes.
- Accessibility Opportunity for growth
- Our new city hall. Access to old Stockbridge from Rock Quarry Road and Eagles Landing parkway. The Eagles Landing Country Club. Henry Medical Center
- Clark Park, close to I-75 and 675
- Ease of Traffic
- The new buildings the city has built in the last 10 years, such as the city hall, courthouse, police department building, library, tag office, streetscapes in front of the elementary school and along East Atlanta Road, Merle Manders Center. Also the parks in the city: Clark Park, Gardner Park, Memorial Park, and the little park next to the police building. All of the parks have new play equipment.
- Center of the traffic flow. Access to I-75 and I-675. City hall, municipal court, police station, banks, restaurants, and grocery stores
- Somewhat rural feel, green space, close to major interstates
- Its greatest assets are Henry Medical Center, proximity to I-75, Hartsfield Airport, Clayton State and other satellite colleges and universities, Merle Manders Conference Center, and thriving businesses with nearby residential areas. Highways 23/42 and 138. Accessible parks.
- The City of Stockbridge is a highly conventional and functional core of the region. No other community in the region can replicate this concentration of potential and opportunity for community, work, and play functions. Businesses and residents in suburbs throughout the region depend on these functions for their well being. They are what make Stockbridge the region's central place. Any plan must determine how the city can take best advantage of its regional position. Downtown is one of the greatest areas with a great amount of assets in the region for developing: government and institutional center; medical and life sciences research center; Business and entrepreneurial incubation center; a service center; a transportation hub; cultural and heritage center; sports and entertainment center; restaurant

and niche retail center; and international trading center. Downtown's most prominent assets include both long-established and newly-emerging concentrations of economic activity including government, finance, banking, legal services, insurance, business services, real estate, commerce, retail, entertainment, sports, culture, medical research, health care services, and education."

- Older downtown buildings, Merle Manders Conference Center, the library, Clark Park, and established neighborhoods south of SR138
- The commercial land uses along the corridor.
- Greenery
- Access to major interstates
- Improving parks
- New courthouse, conference center, police station and library
- The new mayor brings new vitality

What are some other challenges in the study area?

- There is mismatched development. The area needs a more cohesive appearance.
- There are not enough activities that are geared toward seniors, like gardens, activities center, etc.
- Community support and funding
- Getting people to agree
- The run-down, dilapidated look of the entire area. SR 138 needs to have a cohesive theme that is attractive to potential as well as existing residents.
- Displacement of citizens
- The challenges will include changing the infrastructure from an older unattractive look to a newer more modern renovated look of the future. Another challenge is establishing green and open spaces for citizens, parks, walking/running/bike trails with light at night which will add to the beautician aspects of the community.
- The perception of Stockbridge as a whole. The over all branding of the city.
- To have better looking buildings and landscaping.
- Economy.
- Lack of planning for stores, and other places of business. The city has grown piecemeal. Signage is piecemeal and unattractive. There are too many auto shops and gas stations converted to auto repair shops.
- Nlo (sic) Stockbridge to be found as a city
- Traffic lights are needed in some areas, sidewalks needed in all areas
- Development of sidewalks and bike lanes are constrained by limited right-of-way. Imminent domain issue looming over future development (several businesses are antiquated and targeted to lower income services). Few people (outside of the immediate area) think of this area as a place to play or shop. Depressed economy may inhibit business owner investment in "unsure" area. No strategic vision for what the area needs to be.
- Crime, over crowding, too much traffic
- One of the challenges is to upgrade of Stockbridge's major streets such as 138/North Henry Boulevard so that it is attractive to those living here and passing through.
- Security, public library hours reduced,
- Being a growing city. Big shopping malls.
- Safety
- I don't see any.
- Crime. Lack of vision.
- Lack of a viable inviting commercial center. No interconnectivity with neighborhoods. Nonexistent or poorly executed sidewalks. Little or no retail or evening restaurants. The railroad tracks and right of way that need some sort of landscaping for screening.....

- Lack of healthy eating options Unattractive buildings and businesses in the area
- Working to continue the Stockbridge town center. Making our bridge a centerpiece for our old town. Having more places for young teens to play.
- Only three good family restaurants (Frontera, Ricos, and O'Charleys), too many apartments, sketchy Wal-Mart (admittedly, I visit the Wal-Mart on Hudson Bridge because I am scared of the crime at the Stockbridge Wal-Mart.)
- To me a challenge is this: We are the only city in Henry County without a senior center. We have many, many seniors within and without the city limits. Our seniors must travel to Fairview or McDonough to participate in a center. This is pathetic given we are the largest city in the county. We NEED a Senior Center in the study area.
- No organized planning. Buildings are in transition from rural to city. Homes converted to businesses. Little landscaping.
- Too much traffic, few transportation options other than cars, too many empty "strip mall" buildings
- Pedestrian and bike accessibility through sidewalks and trails, GA 138 public transportation access, youth programs and recreation activities. Identifying Stockbridge's uniqueness, its character and development of character, a unifying theme or idea that characterizes the City's vision for the future.
- The most challenging issue Stockbridge faces presently is the issue of financial resources on which it has to draw and a functional and viable Comprehensive Plan in the context in which it must move forward with the vision of its City leaders and residents. Another pressing issue is the "Comprehensive Plan" is needed to guide Stockbridge to achieve a shared community vision of our future. I feel and believe that Central Stockbridge can become a better place to live, work, and play.
- Mobility (particularly pedestrian)
- The incompatible land uses and lack of access management.

Is there anything unique or special that you know about Stockbridge or the study area that you'd like to share with us?

- At the last workshop I mentioned the Manheim Property; but also there is a parcel of land next to Northbridge Crossing that was initially slated to be a "Phase II-type" project, but has since been rezoned commercial. I believe the parcel holds tremendous potential.
- You much make sure to develop the open/green spaces that are able to connect to the areas (businesses and residential) that surround the study area to give a more community feel throughout the entire City of Stockbridge.
- Martin Luther King Jr's father worked and lived in Stockbridge, so it is said.
- I GREW UP IN STOCKBRIDGE, I WAS SMALL THERE WERE STORES, POST OFFICE, BARBER SHOP, CAFE ALONG WHERE CAPTAIN BILLY'S AND POOL HALL, ETC. STAND TODAY. THE PRESBYTERIAN CHURCH FACED BURKE STREET, I WENT THERE BY WAY OF HORSE AND BUGGY WITH MY GRANDPARENTS. ROCK QUARRY ROAD WAS DIRT AND WAS NO STREET BESIDE RAILROAD TRACKS, BACK THEN. MY FATHER WALKED THE TRACKS TO CATCH THE TRAIN EACH DAY IN STOCKBRIDGE TO GO TO WORK IN ATLANTA. THE BAPTIST CHURCH (WOOD) FACED LEE STREET ACROSS FROM WHERE IT IS TODAY AND DOWN THE STREET 300 OR 400 FEET. MY AUNT LIVED IN HOME WHERE THE BAPTIST CHURCH PARKING LOT IS ON RIGHT SIDE OF LEE ST. SHE WAS MARRIED TO ONE OF THE LEE BROTHERS. THERE WAS A STORE AT THE CORNER OF ROCK QUARRY AND 42, MR. LANE RAN THE STORE FOR MANY YEARS, THIS IS WHERE MOYE'S IS TODAY. MY UNCLE J.W. CLARK WAS OWNER OF ONE OF THE STORES MENTIONED ABOVE, HE WAS A GREAT MAN, DID ALOT FOR THE COMMUNITY OF STOCKBRIDGE.

- I know very little of the history of Stockbridge.
- Great place to live
- Again, it has some deeply rooted historical sites throughout the area that if developed right will bring huge economic development to the City
- Stockbridge is a nice place to retire, but I have notice that there are know health clubs for children, youth, and teens for example junior achievement.
- I think this place has some historic connection and golf club and museum
- Honor our local hero General Ray Davis by putting his statue on Lawn in front of City Hall. Create awareness of this incredible leader, drawing attention to Blue Star Highway that passes through city. Create/promote awareness of MLK ancestors from Stockbridge
- I believe there is a connection to Dr. MLK's family on the King side.
- Not especially.
- We moved to Stockbridge over 35 years ago for the "country" feel of the area. As we are getting older, being close to shopping, medical facilities, etc are becoming important; however, still would like to maintain the "country" feel.
- Henry Medical Center
- Stockbridge has a rich history, beginning with the Indians and Civil War times.
- There used to be arches over the road in the city limits.
- A new community vision is emerging as Stockbridge enters the 21st century. It is a vision that connects the affection of the citizenry for the heritage of the physical city as passed down from preceding generations with an aspiration to meet the economic, environmental and social challenges of the coming years. The vision is rooted in the determination of the people to recapture, restore and enhance the quality of their natural and built environments and their quality of life as they rebuild their economy. It is a vision of a prosperous green city with its own distinctive identity, re-branded as the City of Great Opportunities. In this future, Stockbridge will be respected for its regional leadership; diverse, modern economy and transportation infrastructure; educated and skilled work force, fully employed; inclusive community life and harmonious social relations; comfortable and safe neighborhoods; and a unique natural, cultural, and built heritage that has been lovingly preserved, restored and enhanced. As the City of Great Opportunities, Stockbridge will have also earned recognition for its leadership in ensuring the clean-up and restoration of the Great Lakes ecosystem and protecting the integrity and wise use of this immense water resource. In working toward this new vision, Stockbridge has many assets on which to build: the character, strength, knowledge and creativity of its people; great institutions of education, medicine and science; a rich cultural life; a great legacy in the physical city of streets, parks, buildings and homes; the city's position in Henry County and its location in the County among its other three sister Cities (McDonough, Hampton, and Locust Grove) ; its border with these three cities and its relation to the City of Atlanta and the rest of the world. All of these things will give Stockbridge the economic leverage needed in the 21th century.

What would you like the image/character of Stockbridge to be? Can you think of a place that is similar to that image/character? What do you like about other places?

- A progressive, attractive and safe city that is very business friendly.
- We need a small business orientated community that will complement the resident community as well with the variety of open and green spaces made available to stimulate friendliness and communication between the citizens.
- A blend of many of the city centers that have been successful. A city with old and new designed for people to interact and enjoy home, work and play.
- I BELIEVE IT IS ACWORTH, GA. WHERE THEIR BUSINESS AREA IS ACROSS FROM RAILROAD TRACKS. THEY HAVE REALLY GIVEN A NICE LOOK THERE.
- Savannah

- To be recognized as a friendly town to everyone.
- The corridor is a hodge podge of small businesses with very little landscaping or anything that would attract family leisure or entertainment.
- Dubai,UAE
- An ideal bedroom community with a rich heritage and easy access to Atlanta airport and other modes of transportation to get out and away when they want to.
- I would like a cross between Old Fourth Ward and Little Five Points (in Atlanta). "Hot Jazzy Old World Southern". Vibrant and alive... drive over, walk around and stay a while.
- Buckhead: Business and jobs, public transportation, self employment opportunity, property value, safety, parks, high rise buildings
- I would like the image/character to model the downtown area of Conyers, GA.
- Nothing comes to mind.
- We are closer to airport which is positive sign of growth.
- The north side of Georgia takes pride in neighborhood appearance, cleanliness and safety.
- Turn of the century (like Helen), or like the development in Morrow (although it was put in the wrong place, it was a great idea). Once image is decided on, Create programs and provide funding so that all businesses in target area can become a visual asset. Add 1% sales tax to fund, and or find grants that will help create the image.
- Stockbridge needs to be uniquely itself but we need to try to create a viable core with office, retail and unique food options. Decatur, Suwannee. I see Stockbridge as the gateway to Henry County. We need to embrace our culturally diverse community and that can spur unique retail and food establishments.
- Modern with a small town feel
- I would love to see a new face on our bridge. Would love to see more business in the old town. Would love to see the power line put underground. Would love to see a new anchor business in our town center. I like Suwannee. Could move forward with new building in the overlay district that the city already owns, and if we need more could connect to the large track of land on SR 42 in the overlay. I like the area in Woodstock by the railroad track. We need some type of motel for people using our conference center.
- I would like to see tree lined streets. I like the brick work on the municipal buildings. There is no area where you can walk and shop, from restaurants and entertainment. Too many of the businesses are related to cars and car repair.
- I would really like to see Stockbridge become somewhat similar to some of the Florida retirement areas. Housing for 55 years and older, transportation that does not require use of cars to go everywhere (golf carts, trolleys, etc), no car areas, lots of green space, etc.
- SR 138/North Henry Boulevard is a long corridor, I believe Stockbridge's image would benefit from a corridor long facelift with unique character segments and streetscaping to match the corridor segments. To bring together cohesive business district areas such as an entertainment district in a certain segment of the corridor, a hotel/accommodations district and others. There also needs to be character identifying streetscaping elements and signage to identify the beginning and ending of the corridor and its segments. This Idea should also be extended to neighborhoods and their identities.
- Similar to the Atlantic Station complex
- The envision image/character of Stockbridge should keep the small town neighborly character as implementation of the LCI Plan proceeds, but there should be some important changes in land use as the city pursues its future. However, key changes over the duration of the LCI Plan should include the following: expansion of the downtown to include inner ring neighborhoods, as already defined in LCI plan; changing land uses downtown to implement key investment initiatives, including infill housing and mixed use; redevelopment of the three Strategic Investment Corridors: Waterfront/ Tonawanda, Main Street/ Downtown, and the 138 corridor; changes in land use for some former industrial sites (brownfields) as their

redevelopment provides for a broader diversity of uses including new industrial, commercial, open space and mixed uses; possible changes in use around the Manheim Building to accommodate the expansion of the city resources for reinforcing the commercial character of downtown Stockbridge; changes in use to accommodate the regional transportation plan, particularly in transit corridors; changes in use to accommodate the new Stockbridge Corridor Initiative; changes in use in the city to provide for the expansion of park space needed to bring Stockbridge up to State standards for park land; changes in use for individual buildings or sets of buildings (blocks or precincts) where new uses are identified and implemented for existing buildings designated to be preserved under the City's forthcoming Preservation Plan. As the rebuilding of the city proceeds, densities in certain areas of the city will gradually begin to increase to levels in one or two areas possibly higher. The increase in density will be greatest in and around the expanded downtown, and in certain areas close to the transit corridors and arterial such as a "Main Street". The restoration of density in these areas will be helpful for land values and will stimulate the restoration of the real estate market. It will also augment the sense of urbanity in the city."

- Certainly for the downtown to be improved, possibly similar to the town center in Smyrna.
- The image should be controlled. Too much signage and commercial strip centers.

What are the greatest existing transportation issues in the study area?

- The traffic congestion along SR 138 is a problem.
- Traffic congestion on both SR 138 and North Henry Boulevard (traffic lights should be synchronized!!!) Traffic on Davidson Parkway (cars using it to avoid the main roads, which in turn makes life difficult for residents in the area)
- Traffic congestion at Tye Street and SR 138.
- The only means of travel is car.
- TRAFFIC 42/138, EAST ATLANTA RD., ROCK QUARRY ROAD, FLIPPEN ROAD, INTERSECTION 42 AND DAVIS ROAD
- We have not public transit.
- Traffic congestion, i.e. if the traffic lights were synchronized, there would be less build up of traffic on main roads. It's also becoming congested on Davidson Parkway, where cars will detour to avoid both the busy traffic and the lights on SR 138 and Nth Henry Boulevard.
- We have no train, no frequent buses, and should have more locations for stops.
- Traffic coming from I-75 S exit to North Henry Blvd. and returning on the same route.
- The over-development and lack of maintenance of SR 138 has completely destroyed Stockbridge. Most people I know avoid it at all costs. When Eagle's Landing widening is done most people from east Henry County will no longer travel through the city.
- Heavy traffic on SR 138
- Congestion on Highway 138 is a problem, especially in the mornings and afternoons
- Connecting Rock Quarry Road to Davis Road would serve as a bypass, reducing traffic on Highway 138
- The southwestern part of the city is not well connected to the central business district
- A trolley back and forth along Highway 138 would connect citizens to the central business district with less vehicle use and air emissions
- Planning for the LCI study area should anticipate commuter rail in the future connecting the south Atlanta cities to Atlanta
- Discontinuities in sidewalks and lack of bike trails discourage non-vehicular travel throughout the city
- A trail or sidewalk is needed along Railroad Street
- Plantings trees with walkways along the railroad would be good
- Fix sidewalks in the Tye Street district especially on Railroad Avenue from the Food Depot

- North Henry Boulevard at rush hour is too congested. Exit from Bank of America on to North Henry is very difficult.
- Traffic in Stockbridge can be a real headache, especially around the interstates and the major shopping area.
- Stockbridge, like many small towns, faces individual, but similar issues that threaten vitality and character. No place is perfect. But, what is wrong? Are there too many cars? Are motorists driving too fast? Is the area unsafe for pedestrians? These questions, and others, need to be answered to identify and address existing problems. Understanding the problem or mixture of problems is the first step in developing effective solutions with new ideas for enhancing existing transportation systems and future development.
- Pedestrian Safety: Street and sidewalk facilities do not adequately support or accommodate pedestrian safety.
- Bicycle Safety: Cyclists do not feel comfortable traveling beside vehicles due to motorist's speeds or road width.
- Traffic Congestion: There is not a steady flow of traffic. Motorists and other road users experience frequent stopping and delays.
- Speeding Traffic: Vehicles travel too fast and disobey the posted speed limit.
- Through Traffic: Motorists use the secondary streets as an alternative to the arterial roadways, creating issues for neighborhood residents.
- Large Trucks: Oversize trucks travel through the downtown, creating congestion, noise, and pollution.
- Street Noise: The noise pollution generated by vehicular traffic is unpleasant.
- Not Enough Parking: It is difficult for residents or visitors to a community to find parking in the downtown area.
- Getting around the choke-point of East Atlanta Road by the City Hall that was built so close to East Atlanta that future roadway widening is likely not possible.
- Access management, pedestrian safety, too many curb cuts, lack of shared access.
- Heavy passenger car traffic
- Limited public transportation
- Evening traffic on North Henry Boulevard

What type of transportation improvements would you like to see?

- Slowing the traffic on North Henry.
- Making a bypass road to the high school from rock quarry.
- Need to establish connectivity of the various neighborhoods to downtown
- Need mass transit option to connect to major MARTA hubs AND run more extended hours. Need options to reach out to neighborhoods (shuttles). Need a traffic light at Monarch Village entrance (off Walt Stephens).
- The roadway suggested above (Rock Quarry to Davis) was previously studied by GDOT Oct 2010 and is not needed
- Consider an entrance/exit ramp to I-75 on Walt Stephens to reduce traffic on Flippen Road.
- Improved Xpress bus and MARTA service
- Some public transportation, preferably buses to shopping centers and markets
- A traffic light on Walt Stephens Road between Monarch Village and Brentwood subdivision.
- The City should continue to promote the efficiency and the reliability of freight movement (truck and rail) within and through the region and improve multi-modal facilities and system connectivity to capitalize on growing international and trans-border trade opportunities. The City should also support legislative efforts for "smart growth" and "quality communities" initiatives that promote coordinated planning and encourage mixed-use development with multi-modal transportation connections.

- Tye Street at North Henry Boulevard needs signalization. Sidewalks and curbs, gutter and storm drains.
- Need ways to cross North Henry Boulevard to connect the two sides of the core city. Need to revisit the original Rock Quarry (bypass) extension if the core area around City Hall is to become more pedestrian friendly and develop.
- We could use more bus traffic
- People without cars need inexpensive transportation, maybe in the form of cabs or small buses to be transported to grocery stores, doctors, shopping, etc.
- Bike outings are important to the community life, so more bike facilities.
- We need to think about shuttle type services to reduce the traffic in the city center area.
- You must ensure to have a revised transportation network that will allow for a somewhat easy traffic flow throughout the study area as well as thru the entire City of Stockbridge.
- We need a shuttle bus or tram between locations.
- Implement sidewalks to Food Depot.
- I would like to see a uniform speed limit along SR 138. Also, I think Flippen Rd should be expanded and its speed limit increased as well to allow drivers an alternative route to circumnavigate the high-traffic SR 138 area.
- Appropriate placement of sidewalks along parts of Davidson Parkway, Barry Street, etc.
- Sidewalks on South Berry Street.
- Walking/running/bike trails are truly needed with an increase use of sidewalks leading to and departing from the revised open and green spaces in the community.
- I would like to slow traffic.
- Connecting with a path or golf cart path. Maybe have a shuttle to connect them. We need a path crossing like they have to connect the conference center and business area to the city hall and town center area.
- Inter connecting trails with shuttles.
- SIDEWALKS, TRAILS, BIKERS TRAILS, WE NEED SIDEWALK ON DAVIS ROAD!!!!!!
- Trails, Sidewalks, shuttles to county facilities that serve Stockbridge residents. Improved traffic flow that will allow residents to navigate through the LCI study area without having to get on to the main arteries.
- Trails and golf carts
- MARTA should have more locations
- We need a bypass from Rock Quarry Road to Davis Road
- Clean up Highway 138 with new sidewalks and redevelopment of the old homes
- Cosmetic changes, especially on Highway 138
- Improved the existing Highway 138 bridge over the railroad
- Slow trains down
- Bike, walking trails and small city shuttle
- We need sidewalks behind Food Depot.
- Sidewalks and shuttles
- Sidewalks on all major roads, including Davis Road, Flippen Road, Tye Street, Old Atlanta Highway.
- Bike lanes on Highway 138 and Rock Quarry Road
- Improved pedestrian crossing at Love Street @ railroad
- Train service into downtown Atlanta. Sidewalks, especially around major subdivisions (Monarch Village connecting to other sub-divisions around AND Red Oak elementary). Shuttles that reach out to neighborhoods to connect to transit going into Atlanta.
- Current Xpress buses are fine, but the last one leaves the downtown area by 17:40. It should not leave until at least 18:40. Sidewalks and bike trails.
- I would like to have more buses scheduled from the "Park & Ride" on SR 138 to go to Atlanta, not just in the early morning.

- Sidewalks between ALL intersections on Davidson Parkway.
- Fly over [bridges] across SR 138
- Maybe some roundabouts at intersections instead of lights and stop signs.
- Shuttles to go to different events downtown and back here (not expensive)
- More transportation shuttles and sidewalks in the area.
- Sidewalks are critical, but not just a ribbon of concrete. We need to make sure that we are putting in curb, gutter and storm drains as well. Paths and trails are great especially if they link parks and are well thought out from the stand point of security. We don't really have any need for shuttles at the moment.
- No transit.
- More accessibility to surrounding areas
- Definitely sidewalks. Davis Road needs sidewalks. I love the walking trails at Clark Park. Maybe other options along those lines -- though someplace we can feel safe walking in the dark. A park where dogs are welcome would be nice. Bike trails would be nice.
- We do need more sidewalks. Shuttles would be nice for those without cars.
- Need more than one way to get from the interstate to Stockbridge. If the traffic is backed up on I-75 and I-675, everyone gets off the interstate at the 138 exit, which makes it take forever to get from the interstate to the other side of Stockbridge. As mentioned previously, golf cart paths and trolleys or shuttles would be helpful also.
- A novel streetcar along with other public transportation forms with pedestrian sidewalks should run the length of GA 138 from GA 42 to Mt Zion Parkway. A park and ride lot should be provided at Hudson Bridge and Eagle's Landing.
- Sidewalks, trails, shuttles, and similar elements, section was answered earlier.
- Improved pedestrian connections between parks and neighborhoods in a safe location, hopefully not in the form of sidewalk immediately adjacent to roadway traffic where possible. Vehicular-wise, to have a reasonable alternative to avoiding East Atlanta Road near City Hall. Possibly a connection between Rock Quarry Road and Valley Hill Road that would provide a partial City by-pass for those wanting to avoid the downtown area.
- Sidewalks/trolley, given the number of businesses.

Should there be different types of housing available? If so, what types?

- We do need more of the type of housing that is combined with commercial, where the business is on the first floor and the condominiums are above. We should also have 5 to 7 story mid-rises strategically place throughout the city.
- Baby Boomer housing
- More historic homes
- Yes, more townhomes
- Mixed-uses similar to the Atlanta area around IKEA (condos/rental/townhomes)
- Mid-rise condominiums for older adults and young professionals
- Yes! There is not a one size fits all home style. We want to attract young and older professional to make up the city.
- I LIKE THOSE IN MOORESVILLE, NC, WHERE THE BUSINESS IS ON BOTTOM FLOOR AND LIVINGS QUARTERS ABOVE THAT. THEN THERE ARE DOUBLE DECKER LIVING TOP AND BOTTOM.NEED TO HAVE SMALLER SCALE HOMES IN FUTURE.
- Higher density condos and townhomes surrounding a Town Center
- Yes. Baby Boomer market needs to be developed and planned out.
- A few condo's including senior citizen complex
- Yea. All kinds. Something for everyone. Would be great to add some loft style apartments and explore mixed use areas. Would also be good to have some green options like homes/apartments with green (grass) roofs. We should also try to preserve some old

southern living (too bad that the historic house near the new City Hall fell into such disrepair that it was destroyed.

- Not apartments, apartments bring crime. We need condos, homes, and lofts
- No, no more apartments.
- Be careful with this because it can take away from the value of homes (ex. too many rental properties).
- Yes, senior citizens, single family, townhomes, duplex
- Garden homes, small lots, but with covenants.
- Absolutely. I love the idea of mixed income housing and it should include town homes, loft over commercial below. Small lot garden homes.
- No more housing growth.
- Housing for veterans would be great, especially support housing for their families (“Fisher Houses”)
- Small condos or townhomes...smaller versions of Atlantic Station
- Yes, a mixed-use community. Privately owned townhomes and houses. A nice hotel or motel. A bed and breakfast. I would not be in favor of rental apartments that might turn into government housing.
- We have an overabundance of expensive homes. We need more starter houses for young families. Our house was a starter house. We have enlarged and improved it over the years so that it grew as our family did.
- As a senior citizen I would like to be able to downsize to a two bedroom condo near shopping, restaurants and entertainment in downtown Stockbridge.
- There should be a mix of types of housing, because one type is not suitable for everyone. Ideally there would be some apartments, some townhomes, some assisted living, some nursing care, but mostly single family. No high rise developments.
- Appropriate analysis of the city's households and family types should be made to develop housing types for the market.
- YES! Self-Sustainable Livable Commercial and Livable Communities (SCLC). We would use sips and panel wall structures.
- Maybe cottage/bungalow type homes. Preferably no McMansions, apartments, or townhome type homes.

Should there be more park options? If so, what types?

- Yes. Skate and bike parks. Just a better overall use of our green-space.
- Absolutely we need more parks.
- I would like to see a square in town
- A pet park or dog park
- I like Suwannee's outdoor theatre.
- Yes, we have three nice parks but should have options. dog, skate, Frisbee?
- A SENIOR CENTER BUILDING IN THE CITY WITH WALKING TRACK INSIDE BUILDING WE MAY NEED MORE PARKS IN THE FUTURE BUT FOR AS PARKS GO WE SHOULD BE GOOD FOR AWHILE.
- We could do a fountain for the children in place of the one we have that does not work.
- Yes. Green space and an amphitheater.
- A green space and square near City Hall
- A pavilion with an ice rink on winter and a place for something like Cirque de Soleil.
- Community-based mural wall, perhaps under bridge
- The present fountain (which doesn't work) changed to a fun community center for children like in Suwannee. The land around this area could be retail and covered open area centers for music or exhibitions.

- We need more family friendly facilities. We need more facilities open outside of normal business hours (i.e. why not open the library later and extend into evening on three days of the week). Would be nice to open parks to street vendors (trucks or carts). Would like to have more artistic and functional parks (like new 4th Ward park with skate park).
- Swimming pool
- Yes, the city needs multiple parks with different type of activities in the different ones (e.g. skate park, community activities center, an ALL-purpose aquatic center, all purpose pavilions, adventure program courses planned throughout
- Child-friendly parks, swings etc
- Yes. Skate park areas. Imagination castles/cities (like the park over by Crystal Lake in Henry county). How about an auto park (with old Cars remodeled to be picnic areas - talk to AutoTrader.com for some really interesting ideas for this). How about the same with old boats? Anything to stimulate the imagination of children and adults.
- Fix the park we already have with more activities for family gatherings, nature walks, and ball games
- To my knowledge there is only one park in this immediate area, which is Cochran Park. Ducks would be nice, since my kids are always asking me to take them to a park with ducks.
- Big parks are a positive sign for the growth.
- Yes, for all ages
- No
- Improve the parks we already have
- Stockbridge has the nicest park in the county.
- Yes. Small neighborhood gathering spaces, "pocket parks" would be great additions. Plazas. We also need some more active options. A skate board park, water "splash" park. A community food garden.
- We have plenty of parks and they seemed to be maintained so I think this is the only thing Stockbridge has right.
- I think we have more than our share of parks and recreation centers...maybe upgrade those in the area that are in need.
- I would like to see an activity park for the young teens - skateboard, basketball, or whatever they do for fun to keep them busy.
- Dog-friendly park, bike trails.
- No more parks
- We are blessed with enough parks, but we need more police presence to control the teens that abuse the equipment.
- Seniors need parks with walks, benches, checker tables, and shaded drinking fountains.
- As previously mentioned, green space is very important. There are quite a number of parks in Henry County. Keep these parks and perhaps create a large park, similar to Piedmont Park, with an amphitheater, lake, etc.
- Converting the field behind City Hall into an amphitheater
- Yes, park and ride and trolley cars and buses for the region and local neighborhoods especially multifamily neighborhoods.
- YES! edutainment centers
- There's a decent amount of parks already in the study zone. Possibly look to add neighborhood type parks in western areas of the study zone.
- Pocket parks and focal points within the established commercial centers.
- Dog parks
- Stockbridge "under the bridge" is screaming to be revamped into something special. Develop lawn in front of City Hall as a gathering place for politicians, preachers, special interest groups where public can gather and share views. Rebuild the train depot, create a train garden.

Should there be more shopping options? If so, what types?

- I think we've got that covered for the most part. While not the greatest, it's adequate. We must remember who our audience is.
- Absolutely, we need more shopping options to inter mix with the small businesses and larger food chains and department stores.
- Yes, smaller specialty shops.
- Yes, we need more dry goods stores. We could use a hardware store and good restaurants.
- Shops to bring in tourists – antiques and novelties
- More premium shopping and better restaurants - though I know that is not the clientele you get from apartment dwellers.
- YES, SOME OF EACH THAT WE COULD WALK TO OR RIDE BIKE TO, HAIR SALON, BARBER SHOP, BISTRO, SANDWICH SHOPPES, COFFEE SHOP, GIFT SHOP, FLOWER SHOP A BRANCH POST OFFICE, BANK, DRY CLEANERS.
- Yes. A mixed use town center.
- More small, downtown shops
- No
- Would be nice... but would be hard to be competitive. Maybe a small store with local artists. Or kiosks for the summer time. Mobile stores would be better. They could be moved to different locations throughout the development area.
- Yes,
- Yes there should be more shopping areas, including shoe stores, clothing stores and stores that will attract people to shop in Stockbridge.
- It's good as it is.
- We need to fill existing empty storefronts before considering additional shopping options.
- Malls
- I noticed that the low price stores are the ones to survive (ie Good Will, Value City, Dollar Tree, and Wal-Mart. Department stores seem to be forced to close like the mall stores.
- Street cafe, bakery shop, vintage shop
- Specialty shops.
- We need boutique retail. Quirky, artsy, antique. We really don't need any big box stuff in the study area unless they will do street placement with parking in back. Restaurant and club for evening entertainment options.
- Absolutely not! Unless they are replacing the rundown buildings that currently exist. SR 138 through Stockbridge is like Tara Blvd in Clayton County, just awful.
- Yes. Maybe a small strip mall near the Sherwin Williams store
- Yes, an open air market for vegetables. Businesses could be helped with low interest loans.
- Premium.
- I think our shopping is adequate.
- Meat market, drug store, gift shop, dress shop, men's clothing, bakery, antique store, hobby shop
- As previously mentioned, there are too many empty "strip mall" stores in this area. Centralize shopping and reuse the empty stores, rather than creating new ones
- Cultural Arts, entertainment, clothing.
- YES! Indoor shopping malls
- If they can be convinced to come into the area, possibly some upscale type shops would be nice, but probably not any large box type retailers.
- Yes, boutiques.
- No

Should there be more jobs? If so, what types?

- Yes. Manufacturing, technical and green-jobs
- If you are able to bring more commerce to the area (i.e. larger restaurant chains, large businesses) that would mix well with the small businesses that will generate more jobs.
- Service for the bars and grills. Offices for those who want to work near home. We should offer state and federal services in the area. We already have the hospital, VA, county tag, county library, county police, city court. Parole office, lawyers offices.... Could be added?
- YES, WHATEVER TO MEET OUR NEEDS.
- Yes. Medical, Office and light manufacturing.
- Hi Tech and low Tech
- Tourist jobs visiting Historical sites, which brings restaurants and other businesses.
- Would be great to have more professional office jobs. Most professional need to commute into downtown or head up to Marietta or Alpharetta. This, however, does not seem like a likely near term goal.
- Yes, self employment, government, state, clerical, cleaning, engineer, security, fire, hospital, insurance
- Office buildings and jobs.
- Yes, good paying jobs; more technical jobs
- Certainly. If businesses are encouraged to come to Stockbridge, there will be more jobs.
- That's a hard one to answer!
- All kind of job in particular small business
- Yes, that would be nice, especially to employ teenagers.
- Yes, office, street cleaning, construction, police,
- There should always be more jobs. White collar professional and technology related. Of course with retail and restaurants, there will be a mix. If the jobs aren't here, the housing, retail and restaurants will not be either.
- Higher paying, while collar jobs
- Yes. Stockbridge has a high-rise district that they have not exploited. Why? We should have some office towers popping up around the Hospital as well as I-75 and I-675 but in the last 4 or 5 years since implementing the policy, nothing has been done but cheap cookie cutter houses in commercial districts and therefore diminishing the appeal for these high rise opportunities.
- Sure...at this time any type of job can benefit those in need of work... Ideally jobs that pay more than minimum wage
- Small manufacturing.
- More jobs for teens to keep them occupied and out of trouble. More jobs for all of our out of work citizens. New companies and organizations within the city.
- butcher, baker, alterations, cooks, waiters
- Yes, some additional employment would be helpful. People would not have to travel so far to earn a living, which cuts down on expenses, as well as saving resources and the environment, due to less traffic and miles travelled. It seems most of the jobs in Stockbridge are service oriented. Need additional professional positions, as well as some low environmental impact manufacturing and technology related industries.
- Yes! Check the social and economic and educational characteristics of the population to see what would be attractive for the labor force.
- YES! YES!
- Sure - Preferably small business, professional-type shops.
- Jobs are needed everywhere. Not sure that this study can accomplish that goal. The City should work on its image.
- Yes. Corporate options.

Should there be mixed-use development? If so, what types?

- Yes; I think a miniature version of an Atlantic Station-like area would capture people's imagination!
- Yes, put entertainment, food, and living together.
- Mixed-use development on either side of City Hall
- Absolutely, I have mentioned that earlier in my responses.
- Yes, condo over offices...small single family, condos and businesses along the ballfields at church.
- YES, SOME HOUSING, SOME BUSINESS BANK, POST OFFICE, DRY CLEANERS, HAIR SALON, PAINT STORE, ELECTRONIC STORE CAMERA STORE, ICE CREAM PARLOR, HERB SHOP, UPS STORE
- Yes
- Yes. Atlantic Station style.
- Not sure if mixed-use development works. At this time, I would vote against it.
- Yes
- Work/live.
- Live over commercial below. Mixed income housing.
- No more low income housing! Mixed use as in office buildings with retail and restaurants in them, yes. Mixed use as in 1,000 cheap homes or apartments with dog park and a strip center in front of it, NO!
- Yes all types available.
- I like housing separate from businesses.
- Business offices with nursery school and restaurants nearby.
- Some mixed-use development would be a good idea. As previously mentioned, some retirement type communities with housing, shopping and medical all within a small area would be helpful.
- Yes! Some of the existing single use development could benefit from adding or integration of missing commercial and/or residential development.
- Possibly in small tracts in a few locations within the area.
- Yes, commercial, retail and multifamily

Are there other specific things you'd like to see in the LCI plan?

- Addressing the fact that over 30% of the residents of the city are under 18 years; serious consideration should be given to a building recreational center.
- Yes. Do not waste any time. Let's get the plan going, now!
- Over all yes...
- Just make it a beautiful city and be sure that the cemetery remains clean and the grass cut.
- It would be nice to have buildings for bluegrass or country bands to make music for us old folks. A non-profit deal, with donations only, like the opry house in Hollenville, GA. It gives plain old folks a thing to do on Saturday nights. A senior center would be nice too.
- Town Center Development
- Flexibility and forethought.
- more police presence in all areas
- Consider annexing in Clayton County to I-675 or beyond.
- General beautification of the city. SR 138 is the major thoroughfare of our city. Everything on 138 should be required to bring up their curb appeal - from Speer Rd over to SR 54.
- Not just a spot on the map, me notice for the quite, safe, great school, this community offer
- A safer area for kids to live and play in!!
- YWCA fitness center
- We need to include opportunities for cultural expression in the form of public art and other experiences.

- Internet cafe Coffee shop/bakery
- Maybe take the old building on East Atlanta Road that was a long time ago the first hospital or doctors center and make it a welcome center or museum or genealogy center for all to research not just Stockbridge's history. If not that building, maybe another. They have torn down so many. I wish we could have mixed the old with the new.
- My top priority is a Senior Center within the immediate city limits of the old part of the city.
- I would like to see a community center with office and meeting space for charitable groups where they can meet and serve clients. I would like to see the center be a meeting place for families to learn about child care and student learning. It could provide a location for mentoring children; perhaps have a hobby shop where adults can work with young people on projects. It could be a meeting place for chess, bridge, dominoes tournaments. It could provide meeting space for boy scouts and cub scouts. It should be family oriented.
- Small town feel with city type amenities.
- Transportation improvements already mentioned.
- The city should go back to the last LCI plan. Why was it abandoned?
- A center such as a YMCA or something for the youth and seniors, but not funded by the City. I think the County could provide this service.
- We should preserve historic sites and put markers at historically important places.
- A walking trail of historic sites
- Return the old train depot
- Keep the history here that we still have.



CITY OF STOCKBRIDGE
LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

- New school system

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE
LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Family entertainment areas
2

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

- Clean up
- Parks
- Small children

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Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Rec Center
- K-12

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CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

- Trails *- TRAILS*
= Bikes *- BIKE*

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

- Swim Center

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Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

RPC centers & trails would be
Awesome (specially if the trails
were well lite for women who get
off late & still want to walk or run
as well as a security guard present

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Dog park

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Skate Park

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Comment Sheet

Thanks for providing your comments!

Swim Center
- K-12

Please leave this at the comment station or send it to: cracicot@tunspan.com,
Or Caleb Racicot at: 1389 Peachtree Street, Suite 200, Atlanta, GA 30309

City of Stockbridge
Livable Centers Initiative 10-Year Update

Comment Sheet

-Location: Wal-Mart

- New school system
- Family entertainment area
- Recreation Center
 - for young children (k-5)
- Clean up
- More Parks
 - aimed at small children
- Swim Center
 - For children
- Skate Park**
- Swim Center
- Trails
 - for biking
- Dog Park**
- Rec centers & trails would be awesome- especially if the trails were well lite for women who get off work late & still want to walk or run- as well as a security guard present

-the following are short summaries of conversations with locals at Wal-Mart

- would like to see the young generation off the streets by providing facilities that would appeal to them- such as a recreation center. I (an elder woman) feel uncomfortable with them wondering around the city at night.
- Provide appropriate sidewalks and lighting throughout the city
- Strongly against the “urbanization” of Stockbridge. This person (older white male) felt the city already has grown too much and should strive to keep its small town feel
- Felt the city could better develop itself by doing away with the newly enacted Sunday alcohol sales. This man who identified himself as an “old fashion” preacher had strong feelings about this issue and the negative effect (he believed) it would have on the future of the city.

At this location it’s estimated I attempted to engage with around 300 people. Of that estimation I received related verbal comments from 15 people and handed out website and email information to around 20 people.

City of Stockbridge

Livable Centers Initiative 10-Year Update

Comment Sheet

-Location: Food Depot

- Sidewalk improvements and additional sidewalks in key areas
- Better lighting on the major and minor streets
- New parks in the study area (that facilitate events such as concerts and areas within park where children of different ages could find engaging recreational activities)
- Better Store Fronts
- Improved retail aesthetics
- Improved road maintenance
- New facilities that are oriented towards the youth one or more of the below needs to be added
 - Recreation Center
 - YMCA
 - Boys & Girls Club of America
- Current roads within the study area need to be expanded
- Improved regulations to allow citizens to conduct services in the park
- Residents complain that it is costly for the parents in Stockbridge to keep their children positively entertained and off the street. The city should become involved in helping to provide least costly alternatives
- Street improvements like fixing potholes and beautification
- Event Space/ Lawn (One for grown folks and one for the children?)
- Basketball courts and other full size play areas for different sports
- Afterschool programs
- The city should not widen the road by Eagles Landing but rather the city should find a way to widen Rock Quarry road at the very least
- Sidewalks need to be added to Pinehurst Rd. as currently there are none
- Cochran Park needs to be overhauled; it is too small for all the activities that happen at this specific park
- Better playgrounds for the kids to use with the proper maintenance
- Public transportation needs to be improved in the city of Stockbridge
- Highway GA 138 is a “speed trap” a speed limit must be decided on permanently
- Jobs need to be created in the city of Stockbridge for its residents
- Police and fire department need up to date equipment. However there was no need to building such a large and elaborate city hall or library for that matter
- The money that the city of Stockbridge spends should be directed towards assisting the youth of the city and improving vital infrastructure
- The addition of a facility where people could go swimming similar to the facility in Clayton County

- The grass on Park Lane Estates off of 42 needs to be cut as it has not been tended to in a while
- A hall for banquets needs to be built
- Lighting needs to be added on Jodeco Rd?
- The public safety in the City of Stockbridge needs to be improved

The following summarizes various comments held with the residents of Stockbridge.

- Gospel concerts should be allowed to take place in city parks.
- Elect the right officials to treat the citizens and the county right
- Two people at least would like to see Stockbridge remain as is (retain its “small village character”)
- In terms of the infrastructure at least three people mentioned that they saw no need for improvement in this area.
- The city should use various outlets to help children in the lowest income bracket in the city to get affordable food and access to other services.
- One person remarked that the City of Stockbridge is ten times better than where the gentleman was from originally

At this location the total number of people that did respond giving verbal comments to the survey is 72 persons

Total interactions ± 240

All but one map was handed out

Half of the website sheets were handed out.

Core Team Materials

September 12, 2011

Dear Stockbridge Stakeholder:

I am writing to invite you to serve on the Stockbridge Livable Centers Initiative (LCI) Study 10-Year Update Core Team. The Core Team is being convened to guide a master planning process sponsored by the City of Stockbridge for the city's core, the SR 138 corridor, and nearby areas. This team will be comprised of stakeholders like yourself, City of Stockbridge officials, and the Atlanta Regional Commission.

The study will include a comprehensive examination of the area as it currently exists, including the previous LCI plan, followed by a community-based process to envision what the area could be. From that we will develop a realistic, yet visionary plan for its future that maximizes the benefits of future redevelopment and ensure that the plan reflects the needs and aspirations of the Stockbridge community.

The City of Stockbridge has selected a team led by Tunnell-Spangler-Walsh & Associates (TSW) to serve as consultants for the study. Assisting TSW are Keck & Wood in transportation, Marketek, Inc. in market research and economics, and DW Smith Design Group in outreach and implementation strategies.

We are excited to have received this opportunity and hope that you will be willing to participate on the Core Team. The team will provide guidance to the planning team and assist us in developing the appropriate vision for the future of the study area.

If you are interested in participating, please attend our first Core Team meeting:

Core Team Meeting #1
6:00 – 7:00 PM on Tuesday September 20, 2011
Merle Manders Conference Center
111 North Davis Drive
Stockbridge, GA 30281

For more information please visit www.tunspan.com/stockbridge or contact me at cracicot@tunspan.com or 404/873-6730.

Best regards,



Caleb Racicot, Senior Principal

Enclosures:

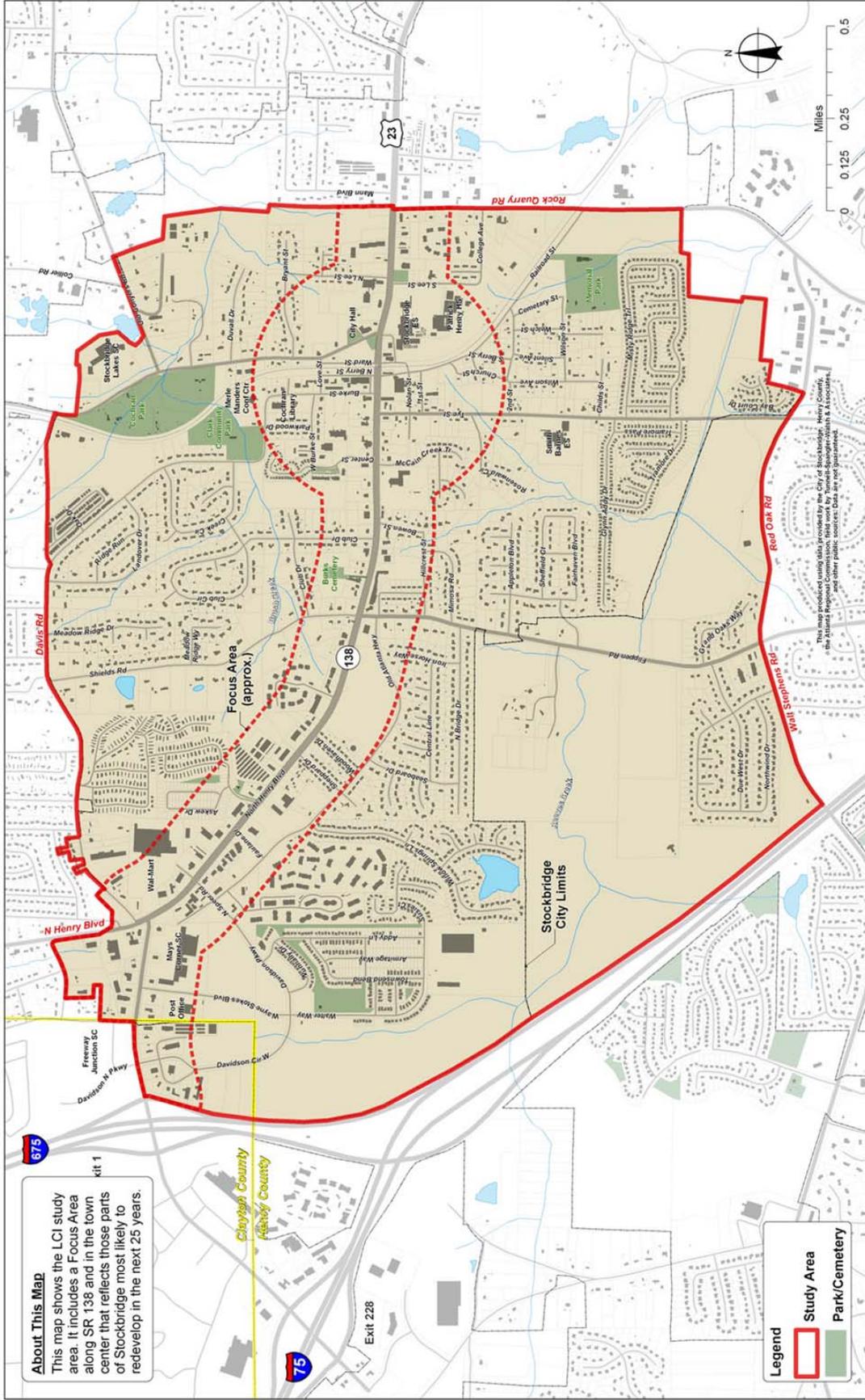
1389 Peachtree Street NE
Suite 200
Atlanta, Georgia 30309-3091

404.873.6730
404.874.6471 fax
www.tunspan.com



community design and architecture

TUNNELL-SPANGLER-WALSH & ASSOCIATES



About This Map
 This map shows the LCI study area. It includes a Focus Area along SR 138 and in the town center that reflects those parts of Stockbridge most likely to redevelop in the next 25 years.

Legend
 Study Area
 Park/Cemetery

Study Area

STOCKBRIDGE LIVABLE CENTERS INITIATIVE STUDY 10-YEAR UPDATE

August 11, 2011

Prepared by Tunnell-Spangler-Walsh & Associates with Keck & Wood, Inc., Marktek, Inc., and DW Smith Design Group





Core Team Overview

What is the Core Team?

During a Livable Centers Initiative (LCI) study, a Core Team is formed of study area stakeholders.

Who serves on the Core Team?

Team members are representatives from many different community interests:

- Property and business owners
- Stockbridge residents
- School board members
- Elected and appointed officials from Stockbridge
- Transportation agencies, including GDOT and GRTA
- County staff, including Henry County Transportation and Planning & Zoning staff
- Other stakeholders

What does the Core Team do?

Key roles of the Core Team are to help the planning team to:

- Identify issues and concerns to be addressed.
- Understand existing conditions.
- Provide details on existing public or private plans in the study area.
- Review and provide feedback on consultant findings.
- Spread the word about public meetings and provide feedback on outreach methods.
- Share information with the members of the groups they represent.
- Provide technical guidance.
- Review recommendations before they are presented to the public.

For more information on the LCI plan please visit www.tunspan.com/stockbridge

How many Core Team meetings are there?

In addition to the four public meetings that will be held during the planning process, Core Team members are asked to attend the following:

Core Team Meeting #1 (September 20, 2011)

- Introduce Core Team and consultants
- Review Core Team's role
- Explain the public process
- Review preliminary findings

Core Team Meeting #2 (Late October - TBD)

- Discuss upcoming workshop
- Identify key areas of concerns/attention

Core Team Meeting #3 (November - TBD)

- Discuss workshop results
- Review preliminary recommendations

Core Team Meeting #4 (January - TBD)

- Review final recommendations
- Review proposed funding and implementation strategy
- Address outstanding issues



CITY OF STOCKBRIDGE

LIVABLE CENTERS INITIATIVE 10-YEAR UPDATE

Project Management
December 13, 2011

CORE TEAM

First	Last	Organization
Mark	Alarcon	City of Stockbridge City Council
Bryan	Borden	Georgia Regional Transportation Authority
Jim	Butcher	Zoning Advisory Board and URA
Harold L.	Cochran	City of Stockbridge City Council
Shirley	Dabney	City of Stockbridge
Terry	Echols	Henry County Zoning Advisory Board
Ted	Echols	Echols Law Group, P.C.
Beverly	Edwards	Community Transformation Group
Fred	Evans	City of Stockbridge City Council
Marilyn	Flynn	Citizen
Anthony	Ford	Monarch Village Community
Raymon	Gibson	City of Stockbridge
Kathryn R.	Gilbert	Eagles Landing
Mark	Griswell	Developer\LDP Investments, LLC
Allen	Guimarin	Henry County School Board
Quincy	Harris	Developer/Business Owner
Cheri	Matthews	Henry County Planning & Zoning
Mark	Meeks	Stockbridge Florist
Wendell	Moore	Citizen/Wild Wind Subdivision
Houston	Nelson	Citizen/Northbridge Crossing HOA President
Loren	Pierce	Developer\Business Owner
Herman	Pierson	Historical Committee
David	Simmons	Henry County Department of Transportation
Lee	Stuart	City of Stockbridge Mayor
Alphonso	Thomas	Citizen
Harold	Thibedeaux	Windsong
Kofi	Wakhisi	Atlanta Regional Commission