



# **PUSH, PAUSE, PLACATE**

**GEORGIA PLANNING ASSOCIATION CONFERENCE**

**September 14 - 16, 2022**



# MEET OUR PANEL

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City of Woodstock



**TRACY ALBERS, Moderator**  
**Director of Community  
Development**  
City of Woodstock

# Welcome to Woodstock

- Cherokee County, GA
- Part of the Atlanta Metropolitan Area
- 2020 Census: 35,065 (Est for 7/2021 is 36,198)
- 13.01 Square Miles
- 21.75 miles of trails
- Eight parks

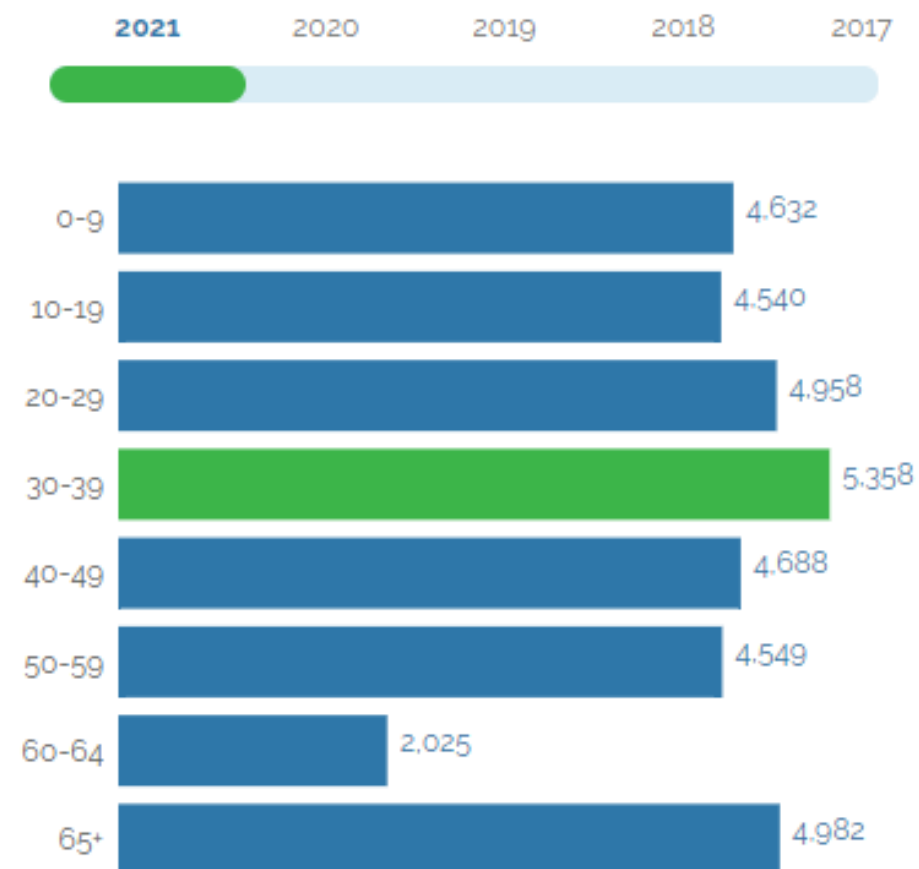


# Woodstock Planning

- GROWING OUT AND GROWING UP - FAST

- New residential neighborhoods
- Infill residential
- SF demo and rebuilds
- Highway oriented commercial
- Regional commercial
- Central Business District
  - Connecting land use and transportation
  - City Center
- Mixed-Use - Vertical and Horizontal

Age Distribution



**How Did We Get From This?**



To This?



# How Did We Get From This?



Numbered Lots	98
Non-Numbered Lots	36
Total Lots	134
Amenity Area Lot	37,997 s.f.

Concept Plan for:

PARCEL 117  
180 GARDNER CT.  
S.W.  
DAVE C. WOOD, JR. &  
BILLY DAVID WOOD

To This?





# How Did We Get From This?



The Outlet Shoppes at Atlanta

To This?



# How Did We Get From This?



To This?



To This?

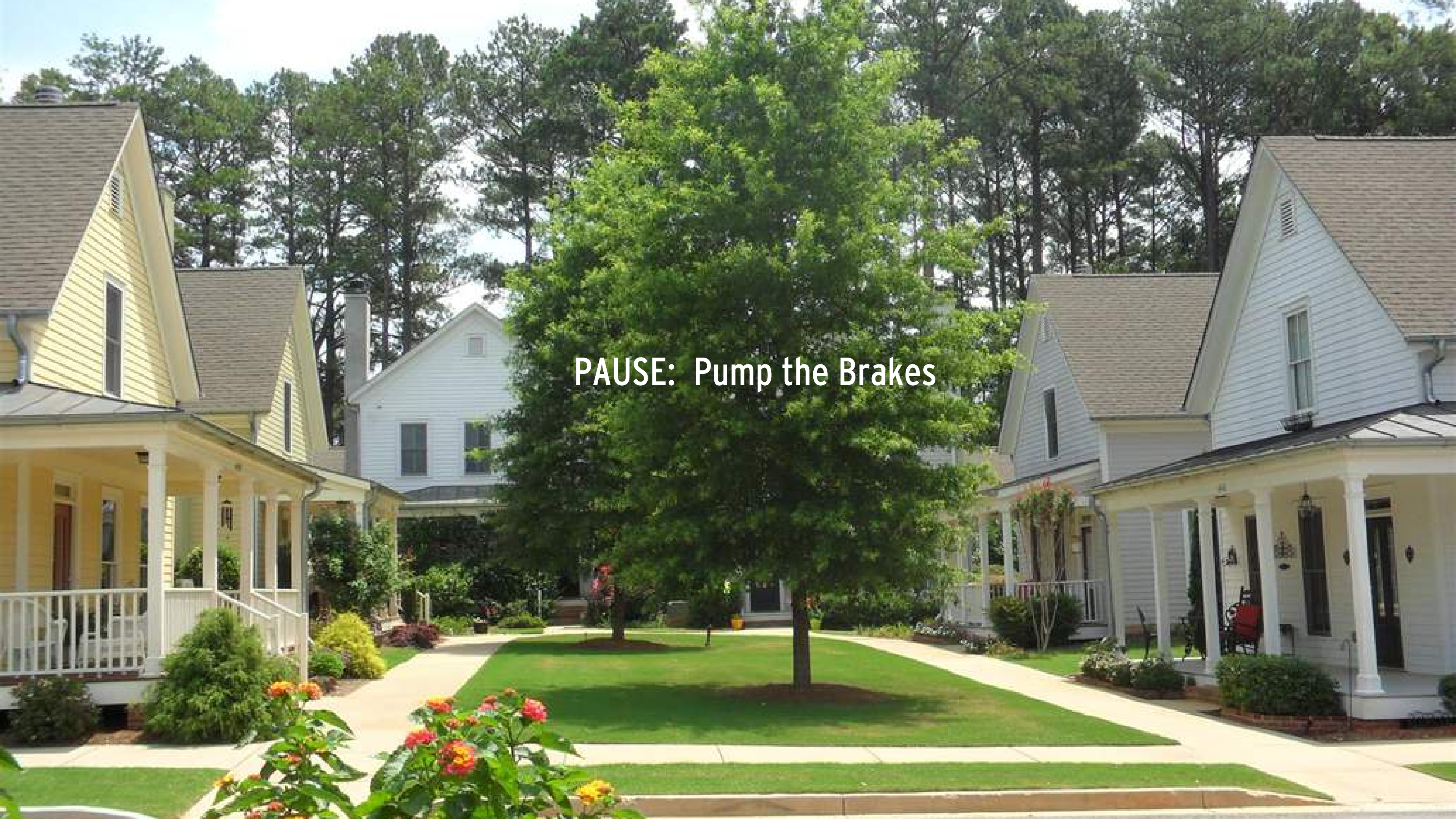




Zoning Code  
Conditions of Approval  
Developer Negotiations



PUSH: Squeeze a little more "awesome"  
out of the project



**PAUSE: Pump the Brakes**



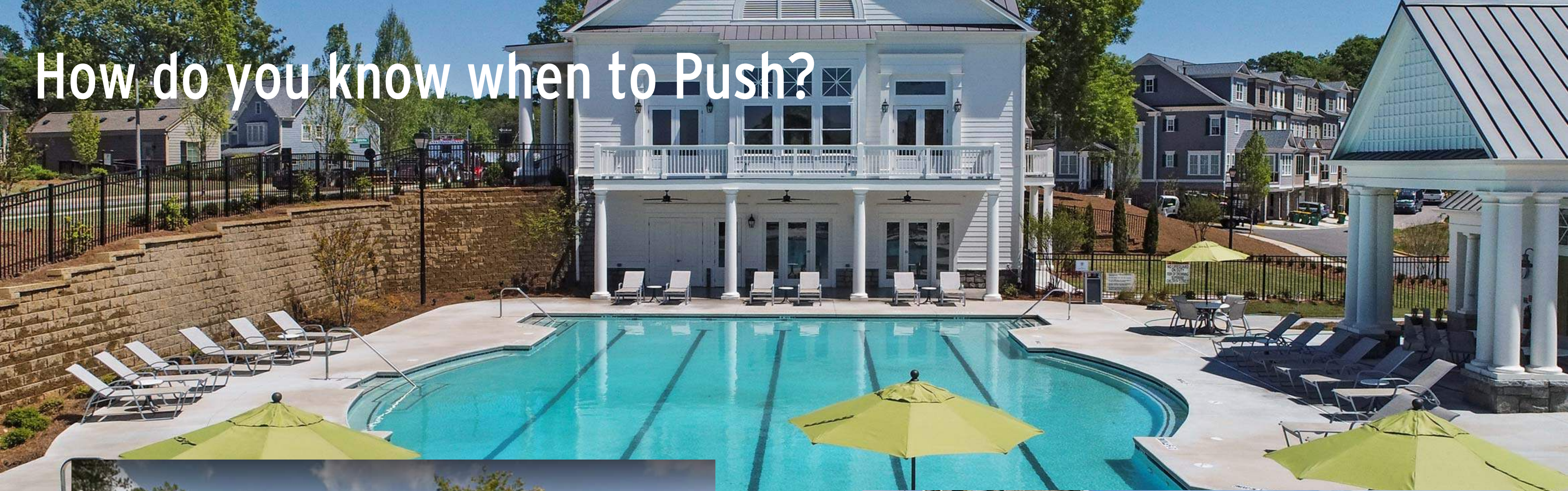
PLACATE: Get Them Here, Keep Them Here



PLACATE: Get Them Here, Keep Them Here



# How do you know when to Push?





**What do you need from your elected officials to negotiate most efficiently?**



**What information do you need to make a push or pause decision?**

What types of "pauses" have you experienced?





**How do you know you've pushed as much as you can?  
What are the signs?**



**What is the difference between a system improvement versus a project improvement?**



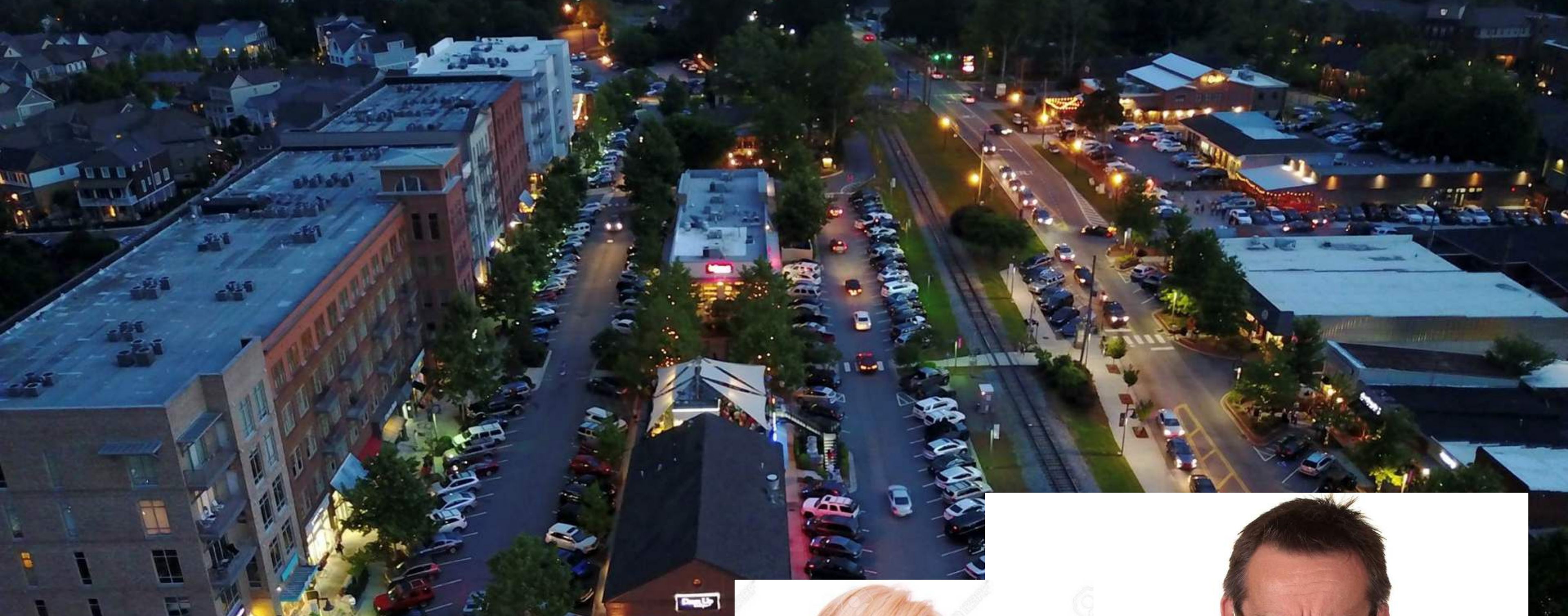


**Is placating different if it's a locally owned business versus corporate entity? How?**





When do you make the contribution versus do the work or improvement?



Do you push or pull a developer to help a private individual?





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