

# THREE BIRDS, ONE ROCK

## GEORGIA PLANNING ASSOCIATION CONFERENCE

September 14 - 16, 2022



How a Successful Marriage of Land Use and Transportation Planning in Downtown Woodstock Created a **Multi-Modal Framework**, **Guided Future Land Use Policy and Housing Production**, and **Nurtured a Recreational - Arts - Family - Brewery Vibe**.

Get it? Three Birds - One Rock?



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



**KATIE O'CONNOR, AICP**  
**Deputy Director of Community  
Development**  
**City of Woodstock**



**ROB HOGAN**  
**Assistant City Manager over Public  
Works**  
**City of Woodstock**

# Meet Our Panel

# 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



# Woofstock Dog Park





"It's like Land Use & Transportation went & Fell in Love & had a kid and the kid is Downtown Woodstock"

Tracy Albers,  
Community  
Development  
Director  
October 13,  
2022





**But...it wasn't always like this**

# Where do you start?

- Town was mostly empty
- Except for commuters passing through during AM/PM peak hours
- Passed by the historic train depot and a handful of stores





# Okay, so maybe land use planning started it after all?



Mixed-Use Development  
Downtown Streetscapes  
New-Urbanism Look & Feel  
Toss in some great programming  
Cue "destination" vibe

But you have to tend the soil, you  
have to water it, help it grow....



- Trails
- Streetscapes
- Sidewalks
- ADA Accessibility
- Moving more than cars, moving people





**New Shops, New Businesses**



Living Downtown is Cool Now



Living Downtown is Cool Now



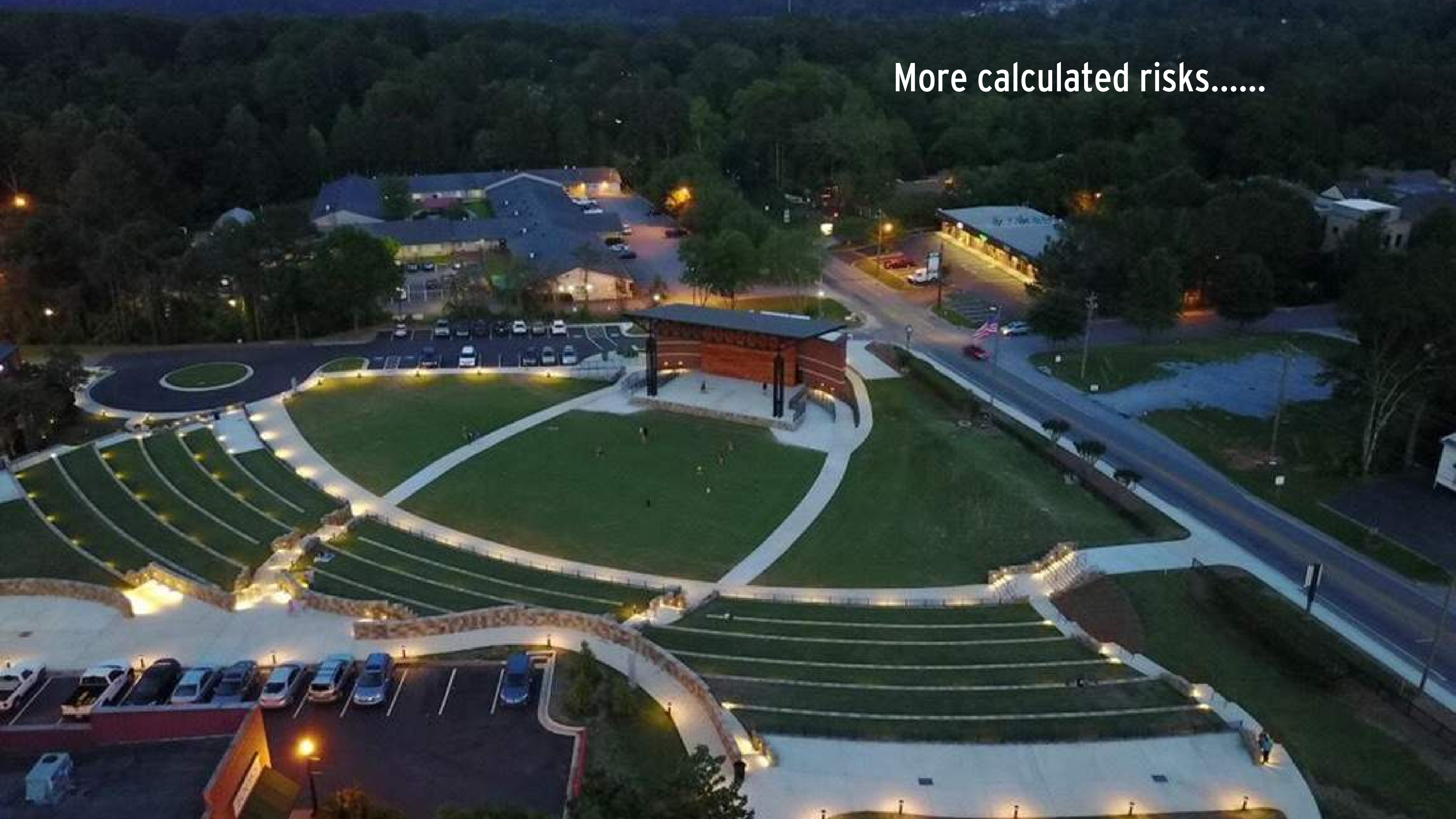
Living Downtown is Cool Now



Living Downtown is Cool Now



More calculated risks.....



More calculated risks.....



More calculated risks.....



The Haters Will Say....

The streets are too narrow!

**THE TRAFFIC!!!**

There isn't enough parking!




An aerial photograph showing a complex road construction project. A large, mostly empty parking lot is on the left. A multi-lane road curves through the center, with several sections of dirt and construction equipment. A brick building is visible in the upper center, and residential houses are on the right. The scene is surrounded by green trees.

# Not All Sunshine and Kittens....


- Funding
- ROW Availability
- Planner vs. Engineer
- Navigating the Public
- Working with the Business Community

# Woodstock LCI Update & Transportation Plan


- Big Ideas
- Priorities
- Opportunity Areas
- Community Development Vision is Transportation Vision
- Vice Versa
- Working together





*City of Woodstock*  
**Transportation Plan**  
2022



City of Woodstock – Transportation Plan  
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**Town Center  
& Highway 92**  
Livable Centers Initiative Update  
Fall 2021



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