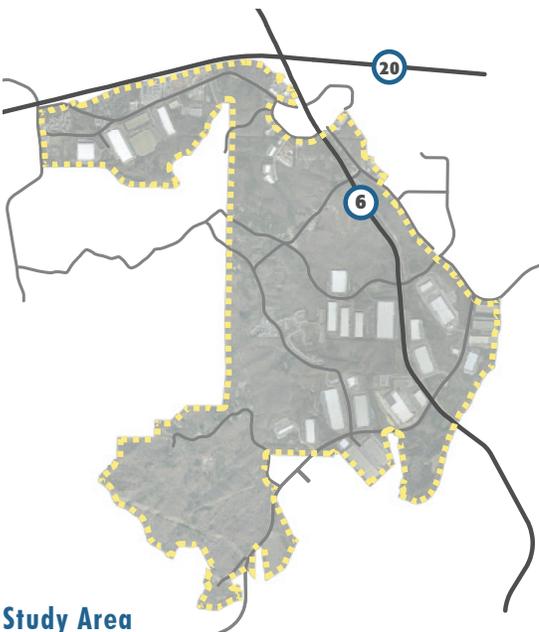


## Sweetwater Master Plan and Zoning

The Douglas County Economic Development Authority—in cooperation with Douglas County, the City of Douglasville, and Kimley-Horn—are in the process of developing a master plan and zoning project for the Southwest Thornton Activity Center area. This study area is adjacent to Sweetwater State Park on the west side and bounded by Cobb County on the north and eastern sides as well as the Chattahoochee River on the eastern and southern sides. The project aims to design a complete, diverse, and dynamic daytime and evening activity center.

### WHAT'S HAPPENED SO FAR?

The project includes 5 phases, and the planning team is currently in Phase 4: Master Plan:



1. Existing Conditions Assessment
2. Community Vision
3. Market Analysis
- 4. Master Plan**
5. Implementation & Funding Plan

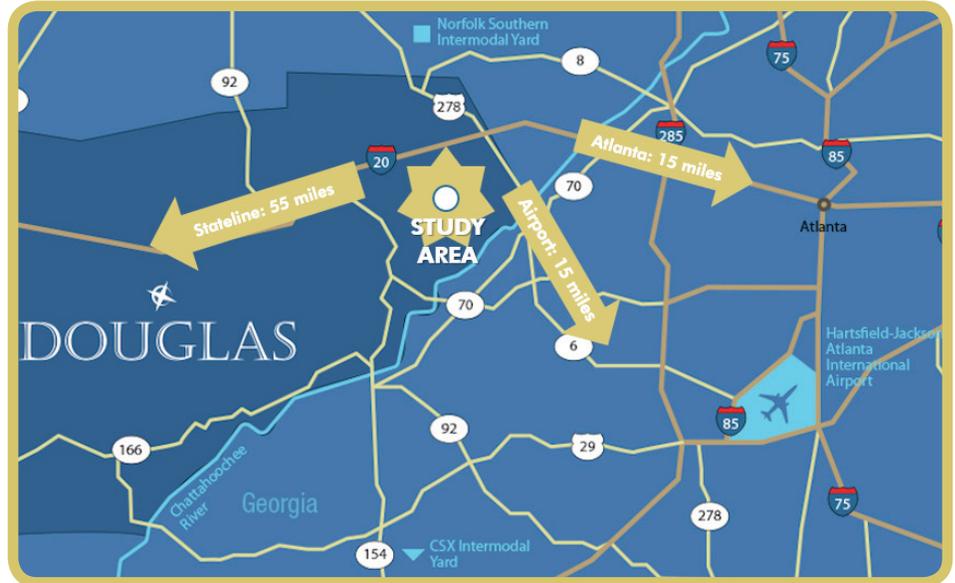
For the Existing Conditions Assessment, the team reviewed current land use patterns and zoning, transportation infrastructure, and environmental concerns/considerations. This examination enabled the planning team to assess existing conditions and future needs.

The Community Vision phase included a public meeting and stakeholder interviews to establish a holistic understanding of the desired future for the area. Generally,

the team recognized that residents and businesses want the same things in the study area:

- Emphasize greenspace: Sweetwater State Park is an asset, but the area needs more community recreational space and parks
- Address transportation concerns, especially mitigating conflicts between trucks and automobiles
- Position the area to offer more amenities, particularly restaurants and retail

As part of an independent Market Analysis, Kimley-Horn reviewed the area's demographics—comparing them to the Metropolitan Atlanta Statistical Area as well as the rest of Douglas County and the nation, current and historic market trends, and future projections. In addition to market data collection, the team also interviewed area stakeholders specifically focused in real estate and economic development. This examination helped the planning team understand the vital role that the study area plays in the success and economic vitality not only of Douglas County but also the Metro Atlanta region. With its proximity to Hartsfield-Jackson Atlanta International Airport, I-285, the City of Atlanta, and nearby rail lines, the study area offers incomparable access, which business and industry has gravitated toward.



**Study Area's Incomparable Access and Proximity**

Using the information collected in the Existing Conditions Assessment, Community Vision, and Market Analysis phases, the planning team developed three concepts for the future of the Southwest Thornton Study Area. These concepts were designed to balance the area's competing interests—to create a place for people, a place for business, a place for cars, and a place for freight. The planning team held a public meeting on December 14<sup>th</sup> to review the concepts and seek input from area residents, business owners, and other stakeholders.

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## WHAT'S NEXT?

Based on the feedback from the public meeting and further analysis, the team will refine plan concepts and present the updated concepts (with possible variations) at a public open house in February 2017. Additionally, they will develop a preliminary project list of initiatives that will be necessary to implement the plan.