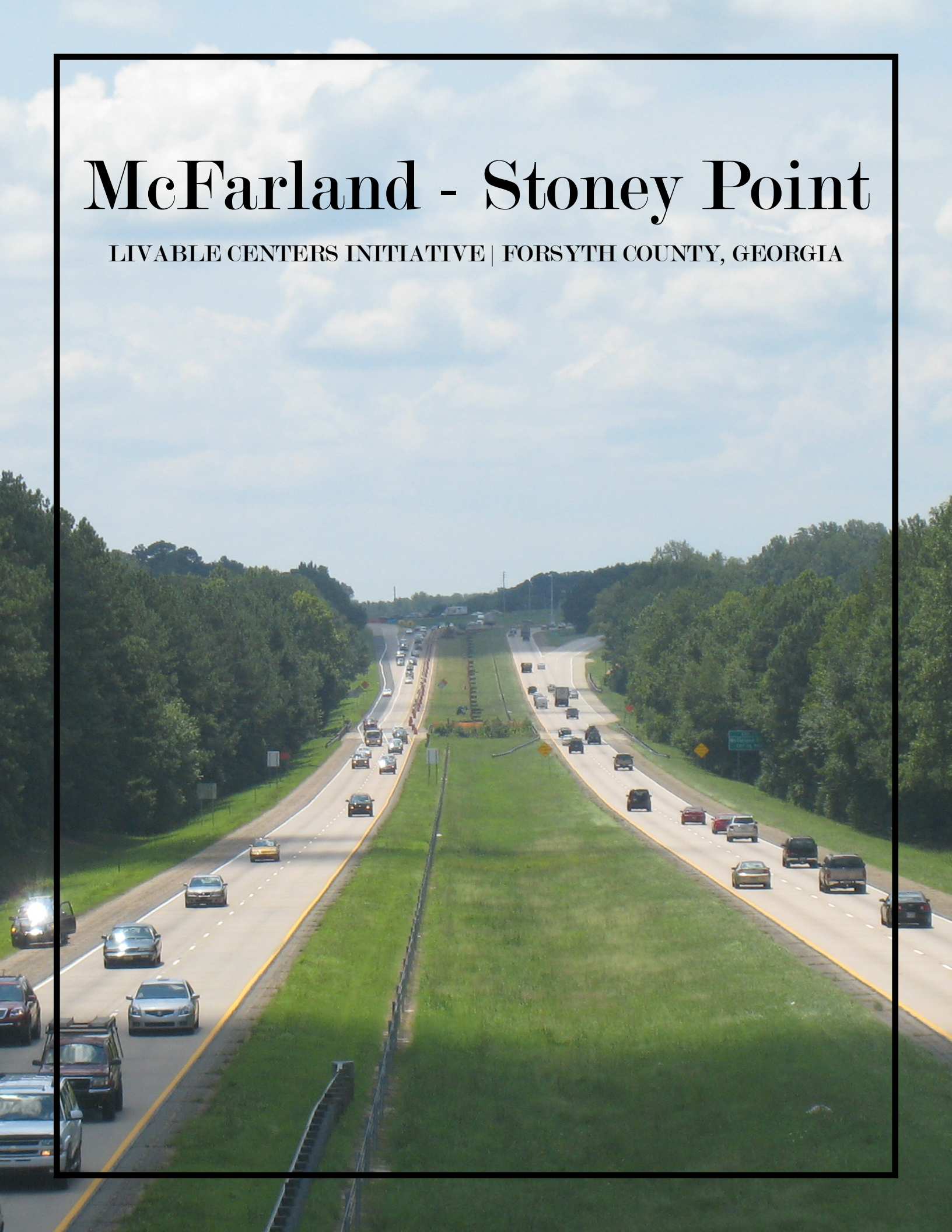
McFarland - Stoney Point

LIVABLE CENTERS INITIATIVE | FORSYTH COUNTY, GEORGIA

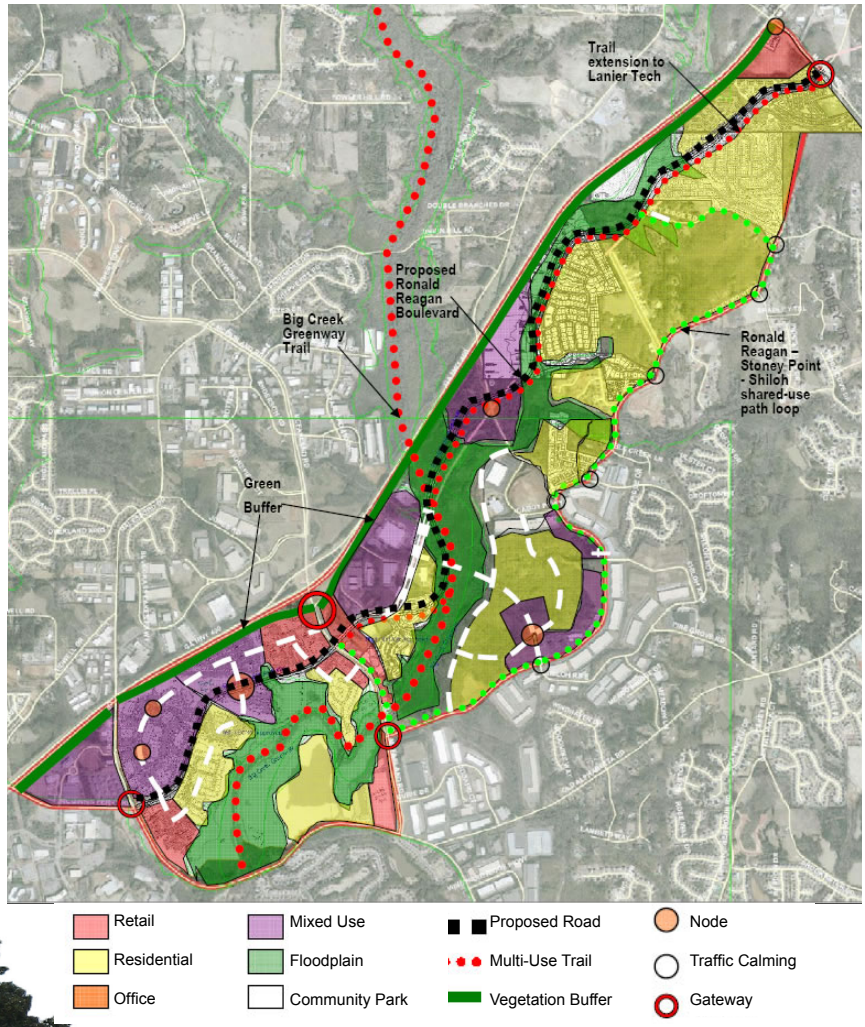


ABOUT THE LIVABLE CENTERS INITIATIVE

The Atlanta Regional Commission (ARC) through its Livable Centers Initiative has promoted the development of action plans to enhance livability, connectivity and mobility within existing activity centers and town centers throughout the metropolitan Atlanta region, while identifying development and redevelopment opportunities. In 2005, the ARC awarded Forsyth County an LCI planning grant to focus on developing a long-range plan for the McFarland - Stoney Point area. For the first time, the ARC expanded their study purview to include emerging activity centers in the hope of promoting quality growth and transportation choices. The resulting LCI study provided Forsyth County, its residents, employees and business owners an opportunity to reevaluate goals for the this section of the county, envision improvements to economic vitality and develop an action plan for achieving a vision that incorporates residential, commercial and recreational opportunities.

The McFarland-Stoney Point LCI Plan identifies projects and initiatives as well as the responsible entities in charge of leading and managing land use and transportation efforts. In that regard, the plan suggests important connections between land use and transportation, especially access management that will enable a new roadway, Ronald Reagan Boulevard paralleling GA 400, to viably serve a “village center” approach to the land uses within the study area.

McFARLAND-STONEY POINT LCI CONCEPT

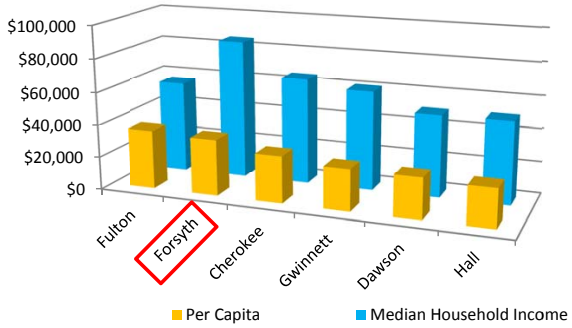


Shiloh Road

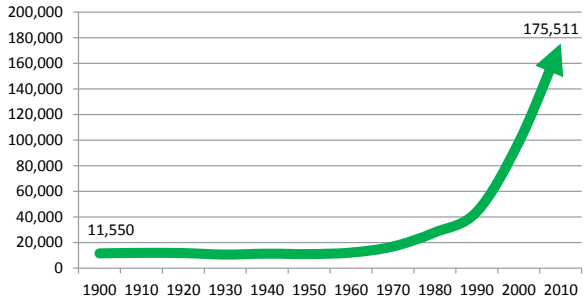
FORSYTH COUNTY DEMOGRAPHICS

36.9	3.29	59,433	$275,300
Median Age	Average Family Size	Total Households	Average Home Value

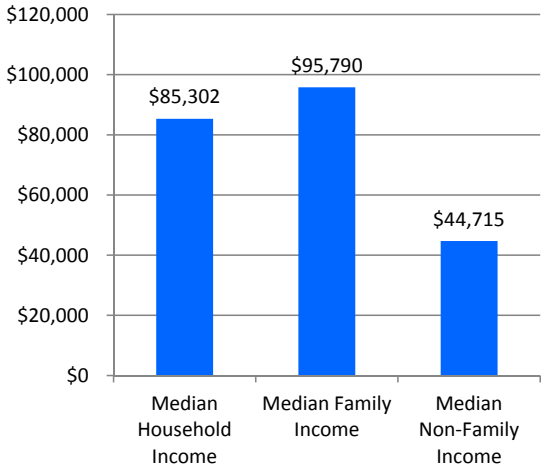
INCOME COMPARISON



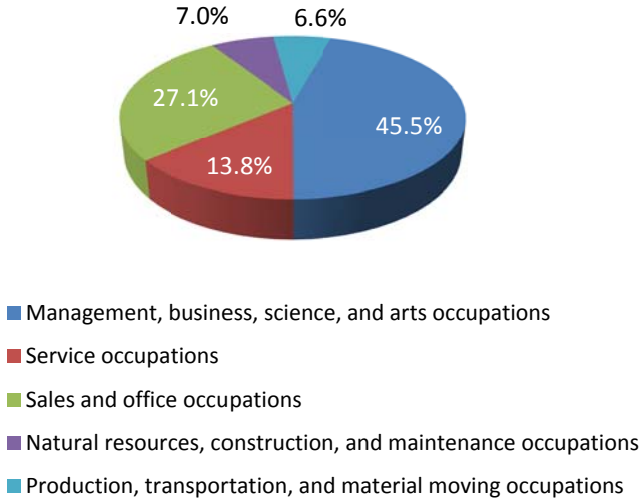
POPULATION CHANGE



MEDIAN INCOME



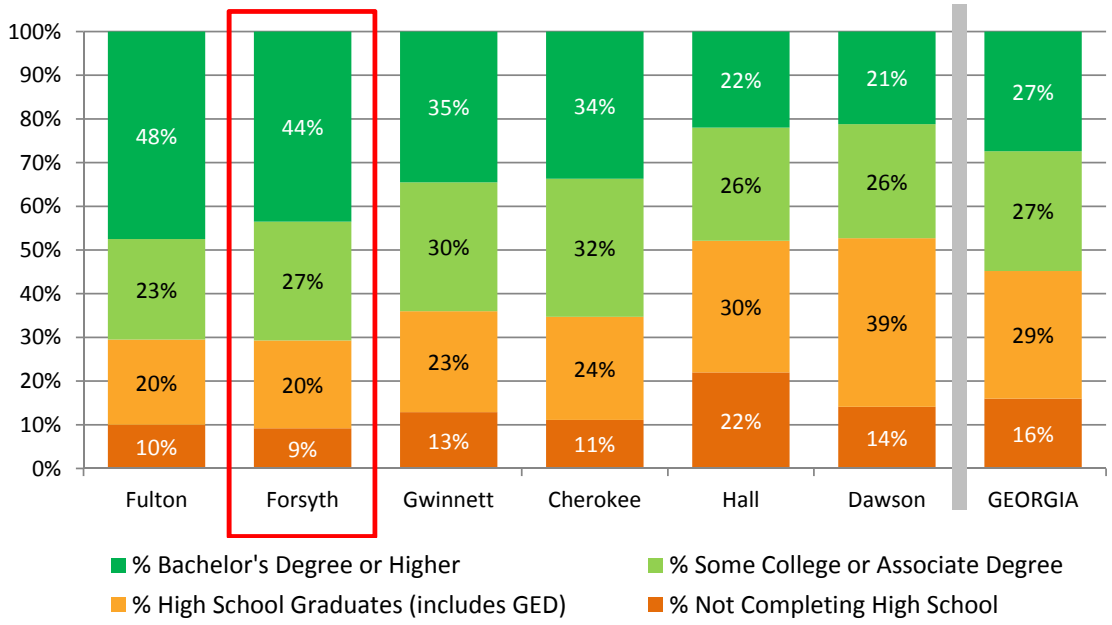
OCCUPATION BY INDUSTRY



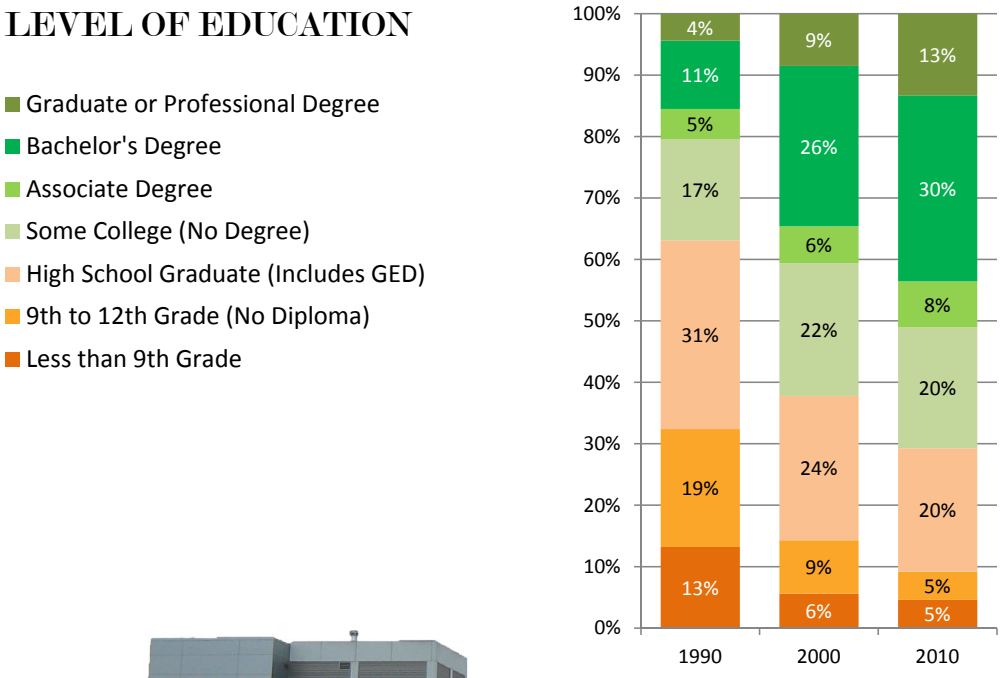
Provence Neighborhood

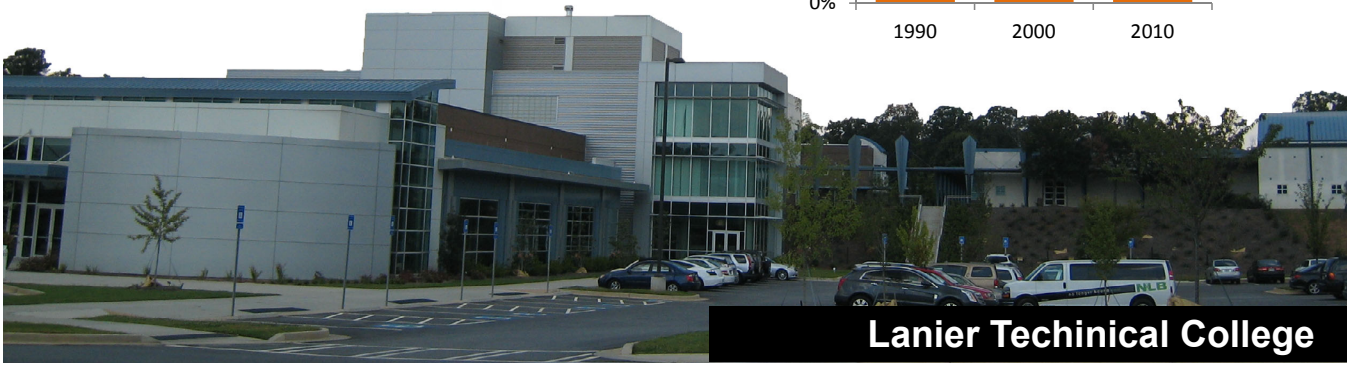
EDUCATIONAL ATTAINMENT

SURROUNDING COMMUNITIES AND STATE PERCENTAGES

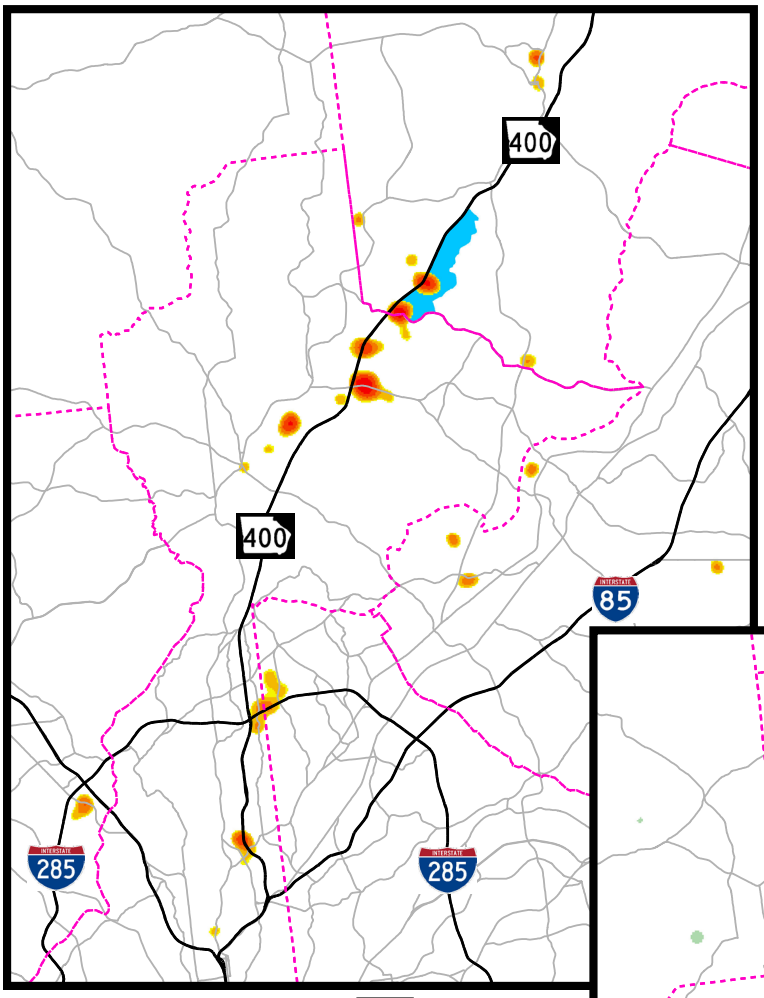


LEVEL OF EDUCATION





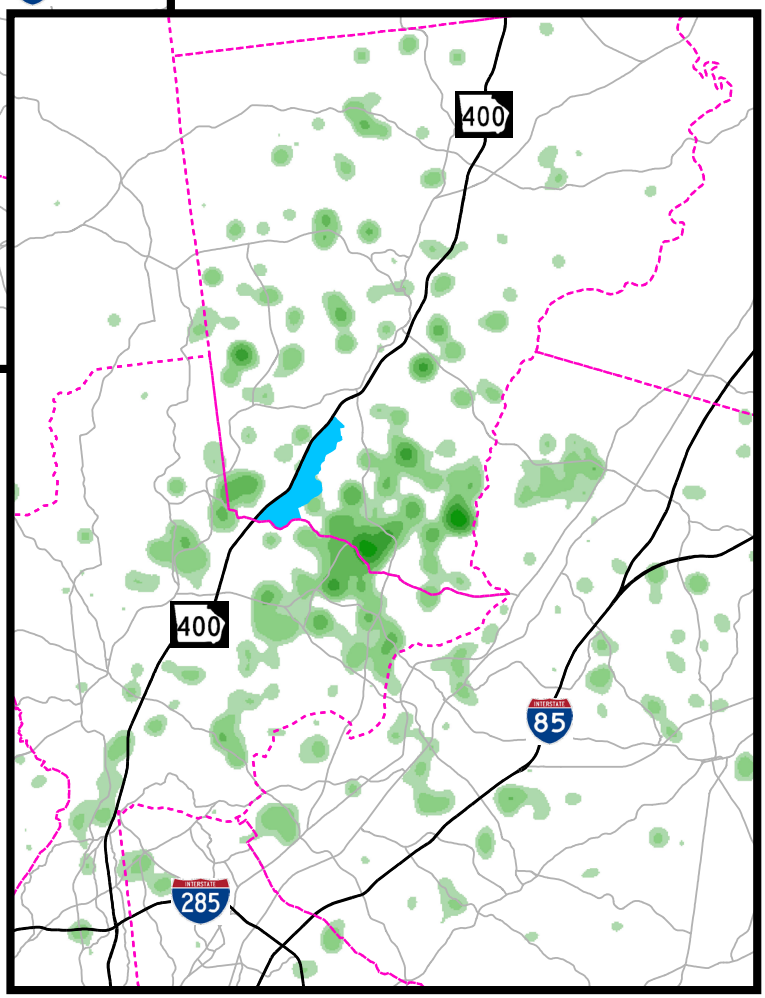
EMPLOYMENT & WORKER MOVEMENT



3,297
Workers employed in LCI who live elsewhere

352
Workers living in the LCI employed elsewhere

7
Workers living in the LCI employed within the LCI



CONCENTRATION OF WHERE LCI RESIDENTS WORK

Low
Medium
High

CONCENTRATION OF WHERE LCI WORKERS RESIDE

Low
Medium
High

Bluegrass Business Park

County Boundary
Expressways
Roads
LCI Area

TRANSPORATION INITIATIVES

COMPLETED PROJECTS:

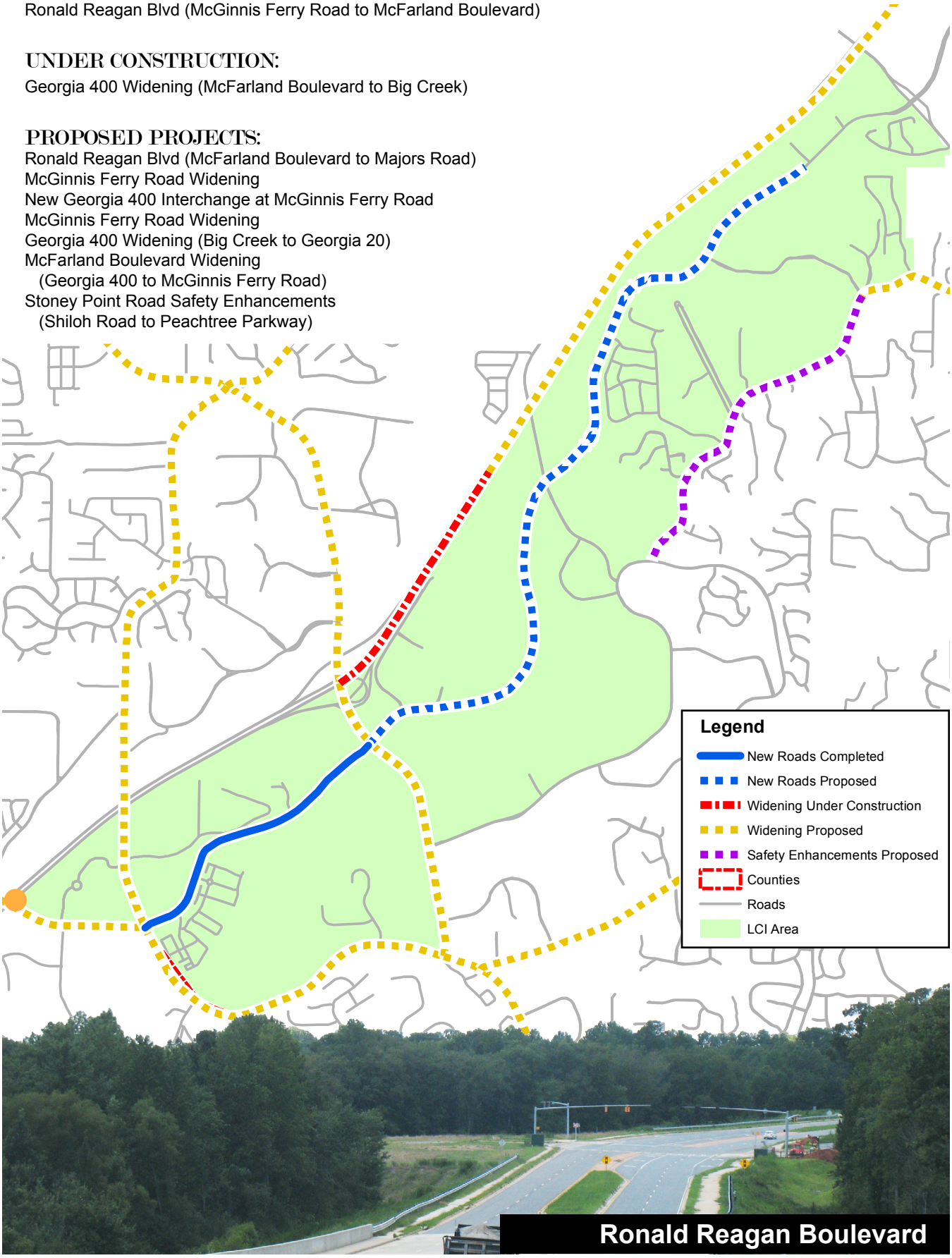
Ronald Reagan Blvd (McGinnis Ferry Road to McFarland Boulevard)

UNDER CONSTRUCTION:

Georgia 400 Widening (McFarland Boulevard to Big Creek)

PROPOSED PROJECTS:

Ronald Reagan Blvd (McFarland Boulevard to Majors Road)
McGinnis Ferry Road Widening
New Georgia 400 Interchange at McGinnis Ferry Road
McGinnis Ferry Road Widening
Georgia 400 Widening (Big Creek to Georgia 20)
McFarland Boulevard Widening
(Georgia 400 to McGinnis Ferry Road)
Stoney Point Road Safety Enhancements
(Shiloh Road to Peachtree Parkway)

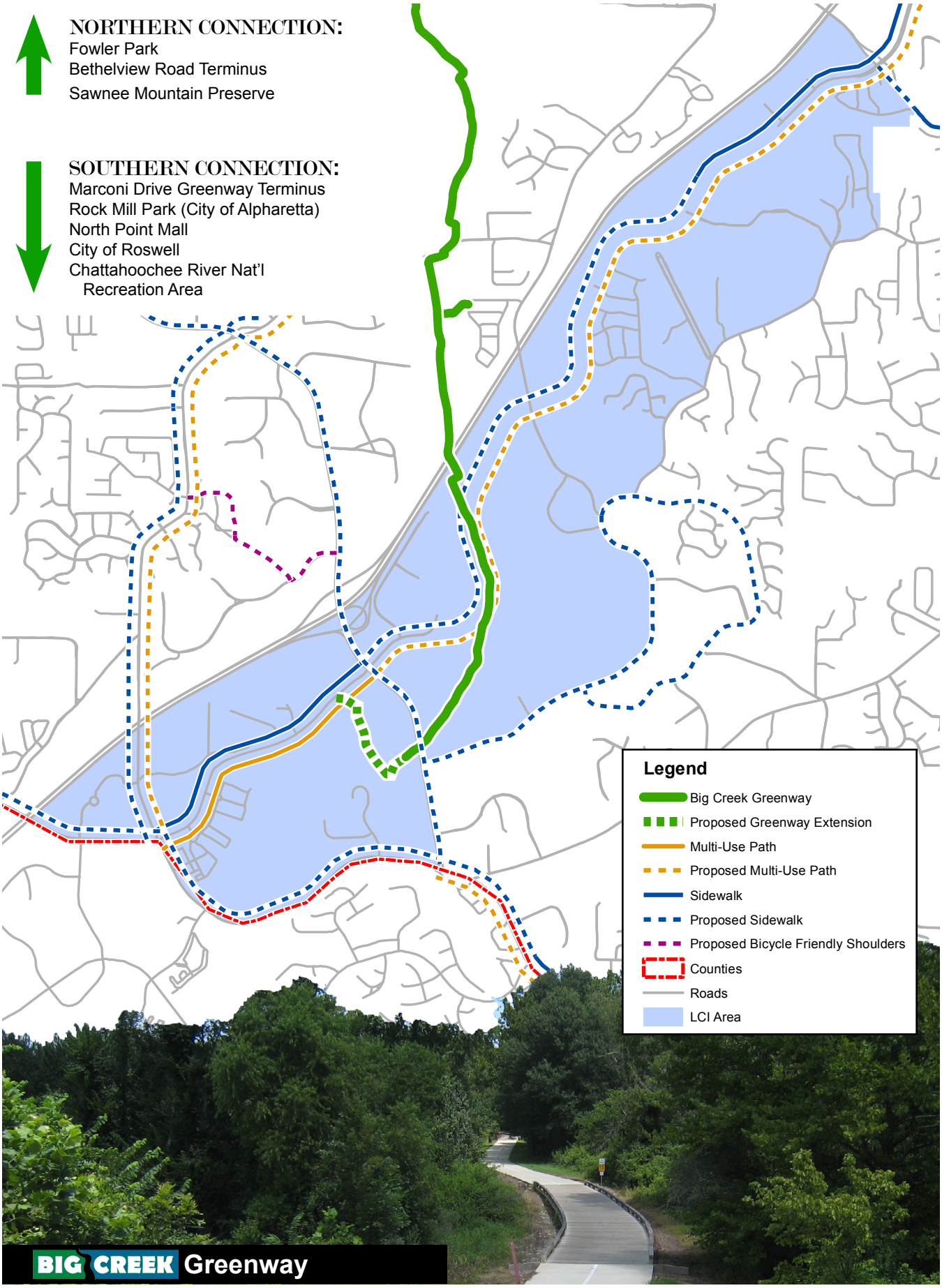


Ronald Reagan Boulevard

PEDESTRIAN & MULTI-MODAL CONNECTIONS

NORTHERN CONNECTION:
Fowler Park
Bethelview Road Terminus
Sawnee Mountain Preserve

SOUTHERN CONNECTION:
Marconi Drive Greenway Terminus
Rock Mill Park (City of Alpharetta)
North Point Mall
City of Roswell
Chattahoochee River Nat'l Recreation Area



BIG CREEK Greenway

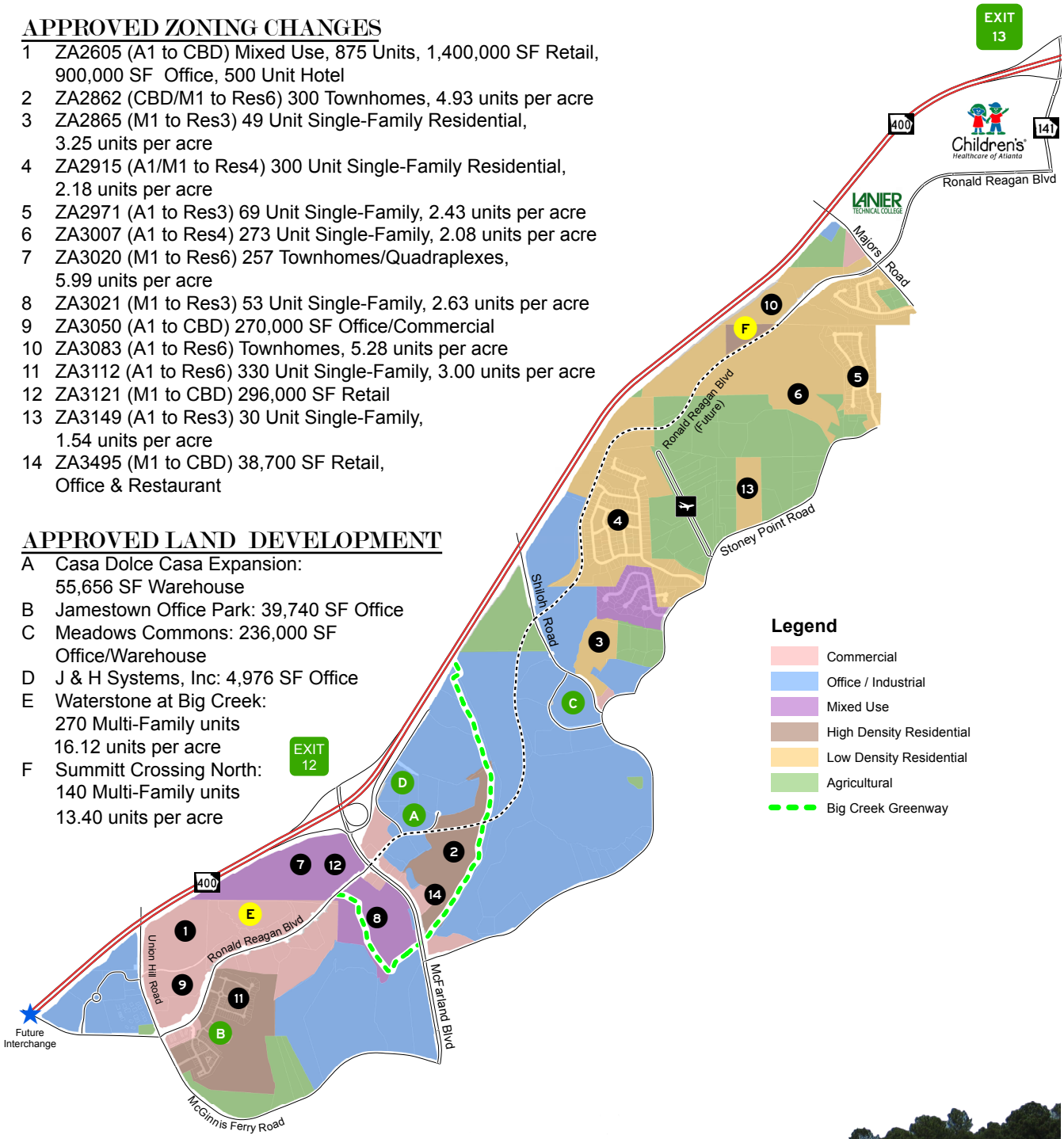
RECENT LAND DEVELOPMENT & ZONING

APPROVED ZONING CHANGES

1 ZA2605 (A1 to CBD) Mixed Use, 875 Units, 1,400,000 SF Retail, 900,000 SF Office, 500 Unit Hotel
2 ZA2862 (CBD/M1 to Res6) 300 Townhomes, 4.93 units per acre
3 ZA2865 (M1 to Res3) 49 Unit Single-Family Residential, 3.25 units per acre
4 ZA2915 (A1/M1 to Res4) 300 Unit Single-Family Residential, 2.18 units per acre
5 ZA2971 (A1 to Res3) 69 Unit Single-Family, 2.43 units per acre
6 ZA3007 (A1 to Res4) 273 Unit Single-Family, 2.08 units per acre
7 ZA3020 (M1 to Res6) 257 Townhomes/Quadraplexes, 5.99 units per acre
8 ZA3021 (M1 to Res3) 53 Unit Single-Family, 2.63 units per acre
9 ZA3050 (A1 to CBD) 270,000 SF Office/Commercial
10 ZA3083 (A1 to Res6) Townhomes, 5.28 units per acre
11 ZA3112 (A1 to Res6) 330 Unit Single-Family, 3.00 units per acre
12 ZA3121 (M1 to CBD) 296,000 SF Retail
13 ZA3149 (A1 to Res3) 30 Unit Single-Family, 1.54 units per acre
14 ZA3495 (M1 to CBD) 38,700 SF Retail, Office & Restaurant

APPROVED LAND DEVELOPMENT

A Casa Dolce Casa Expansion: 55,656 SF Warehouse
B Jamestown Office Park: 39,740 SF Office
C Meadows Commons: 236,000 SF Office/Warehouse
D J & H Systems, Inc: 4,976 SF Office
E Waterstone at Big Creek: 270 Multi-Family units 16.12 units per acre
F Summitt Crossing North: 140 Multi-Family units 13.40 units per acre

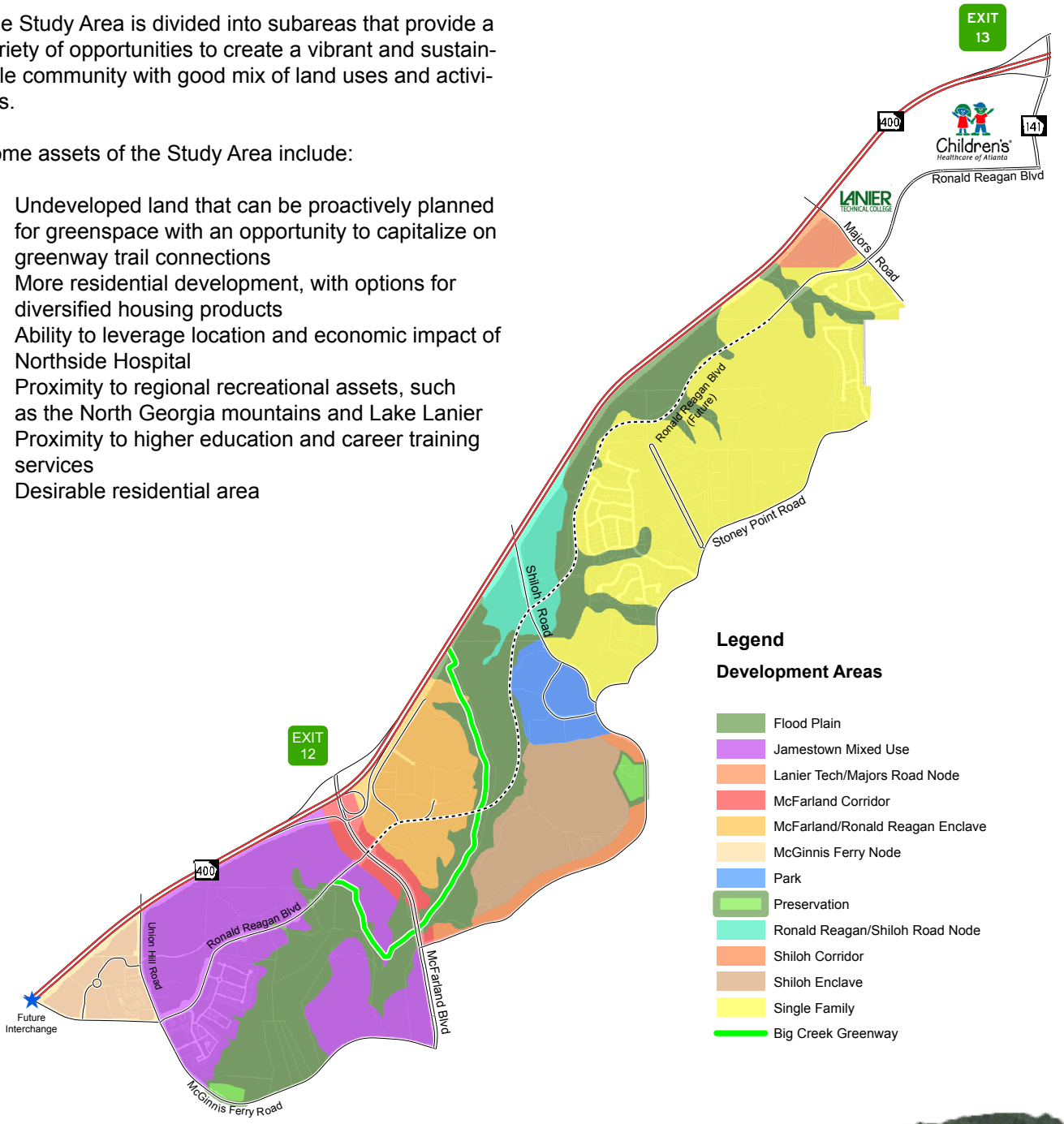


FUTURE DEVELOPMENT & ZONING

The Study Area is divided into subareas that provide a variety of opportunities to create a vibrant and sustainable community with good mix of land uses and activities.

Some assets of the Study Area include:

- Undeveloped land that can be proactively planned for greenspace with an opportunity to capitalize on greenway trail connections
- More residential development, with options for diversified housing products
- Ability to leverage location and economic impact of Northside Hospital
- Proximity to regional recreational assets, such as the North Georgia mountains and Lake Lanier
- Proximity to higher education and career training services
- Desirable residential area



Summitt Crossing

For further information, please contact:

FORSYTH COUNTY

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