



Working the Plan: (re)Development Strategies for Successful Implementation




Johns Creek
GEORGIA



Meet the Team



Kim Allonce

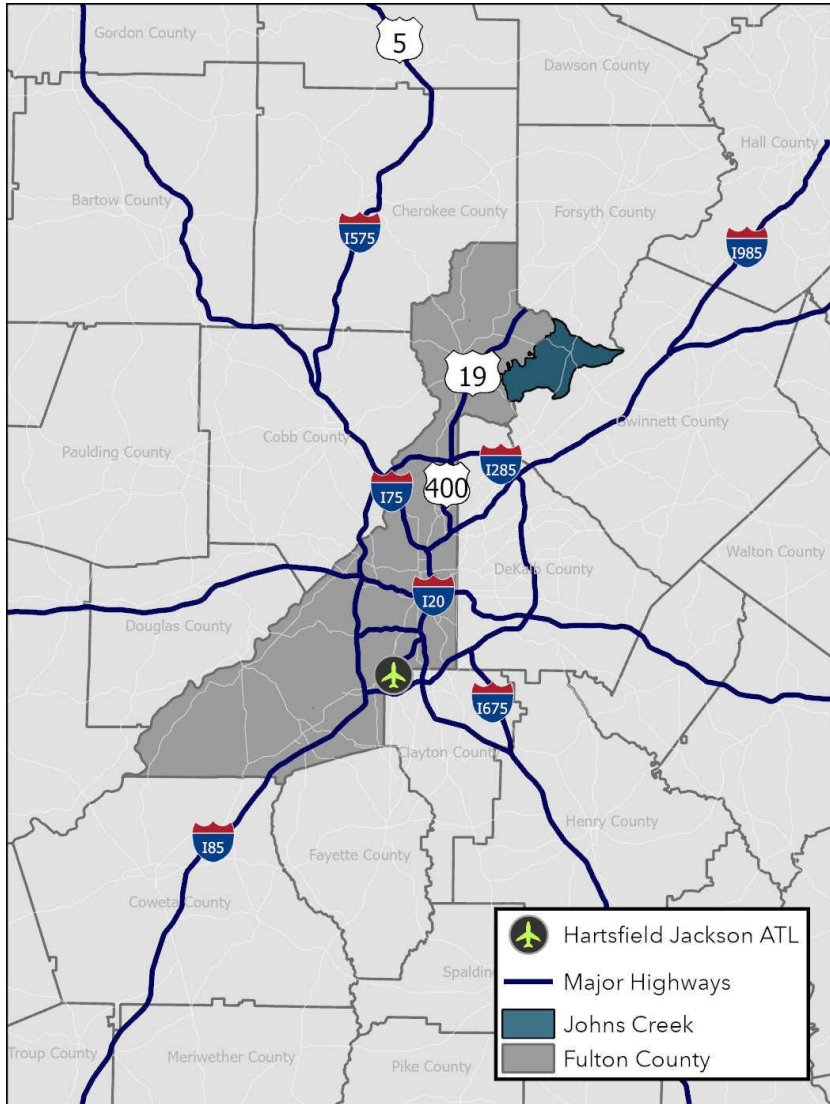
Economic Development Director



Ben Song

Community Development Director

Welcome to Johns Creek



82,230 Population

10th Largest City in Georgia

10,000+ Jobs in Johns Creek Town Center

#1 Best Place to Live in the U.S.*

*U.S. News & World Report

Working the Plan

**EXECUTIVE
SUMMARY**

VISION AND PLAN

APPENDICES



Session Overview

The 'Why' Behind the Town Center Vision & Plan

Plan Framework: Goals, Principles, & Priorities

Implementation & Early Successes

Seven Strategies for Successful (re) Development

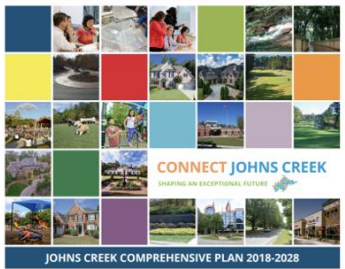
Key Takeaways

Q&A



The 'Why'

2018 Comprehensive Plan



Identified location of the Town Center in the Tech Park Community Area & initiated the master plan process

Development & Adoption of the Town Center Plan



The planning process began in **November 2020** and lasted through **September 2021**.

Next Steps (1-5 Years)

- Implement & execute Tier I Prioritization & Action Plan
- Amending the 2018 Comprehensive Plan to align both planning documents together (Completed 1/24/2022)
- Codifying the Town Center Plan to its own Zoning District (Adopted 8/29/2022)

Benchmarks

- Creekside Park
- Boston Scientific
- Medley
- 141 Pedestrian Tunnel
- 2022 Outstanding Planning Process Award



 **TOWN CENTER PLAN**
Imagine Remarkable!

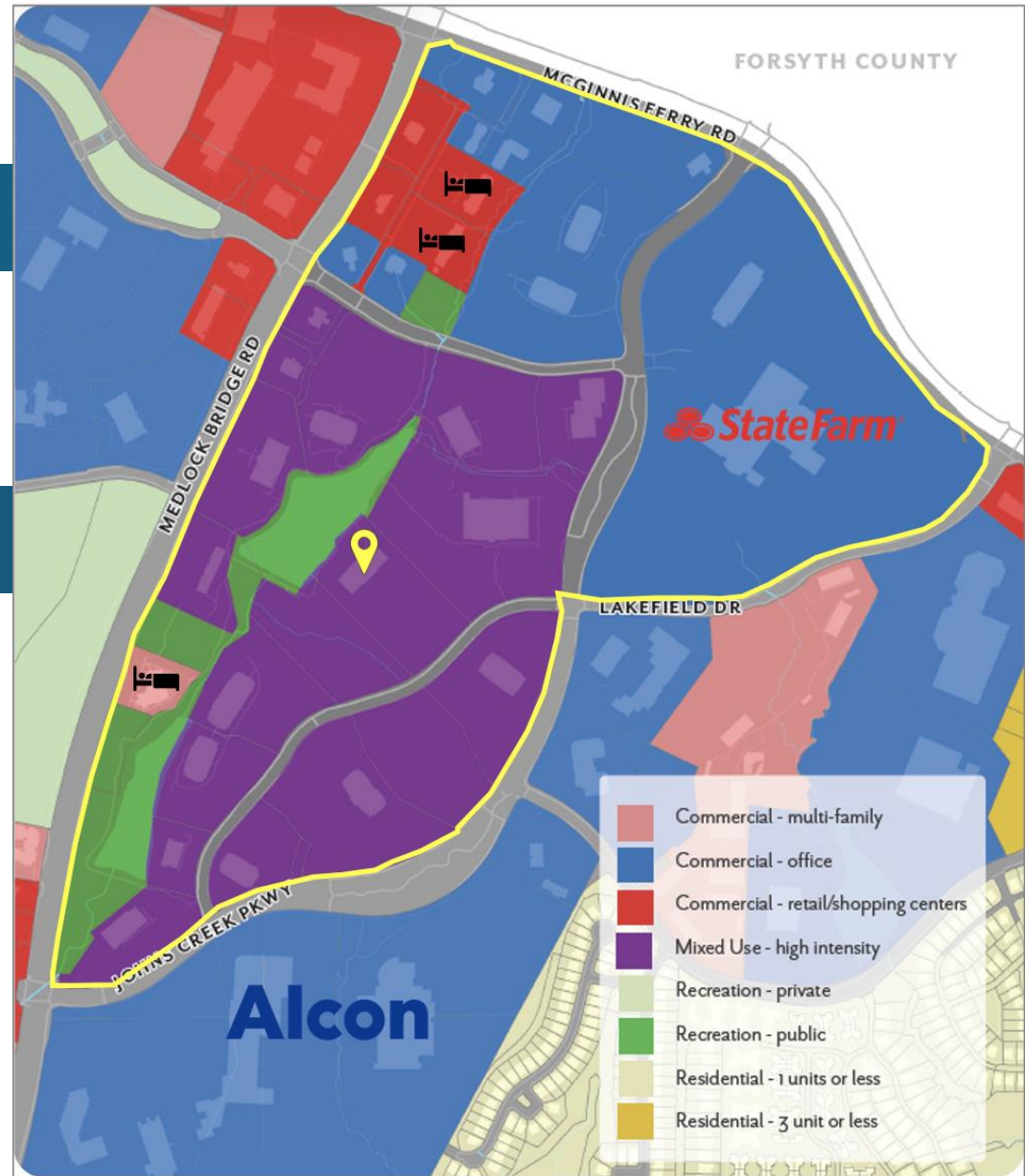
The 'Why'

2018 Comprehensive Plan

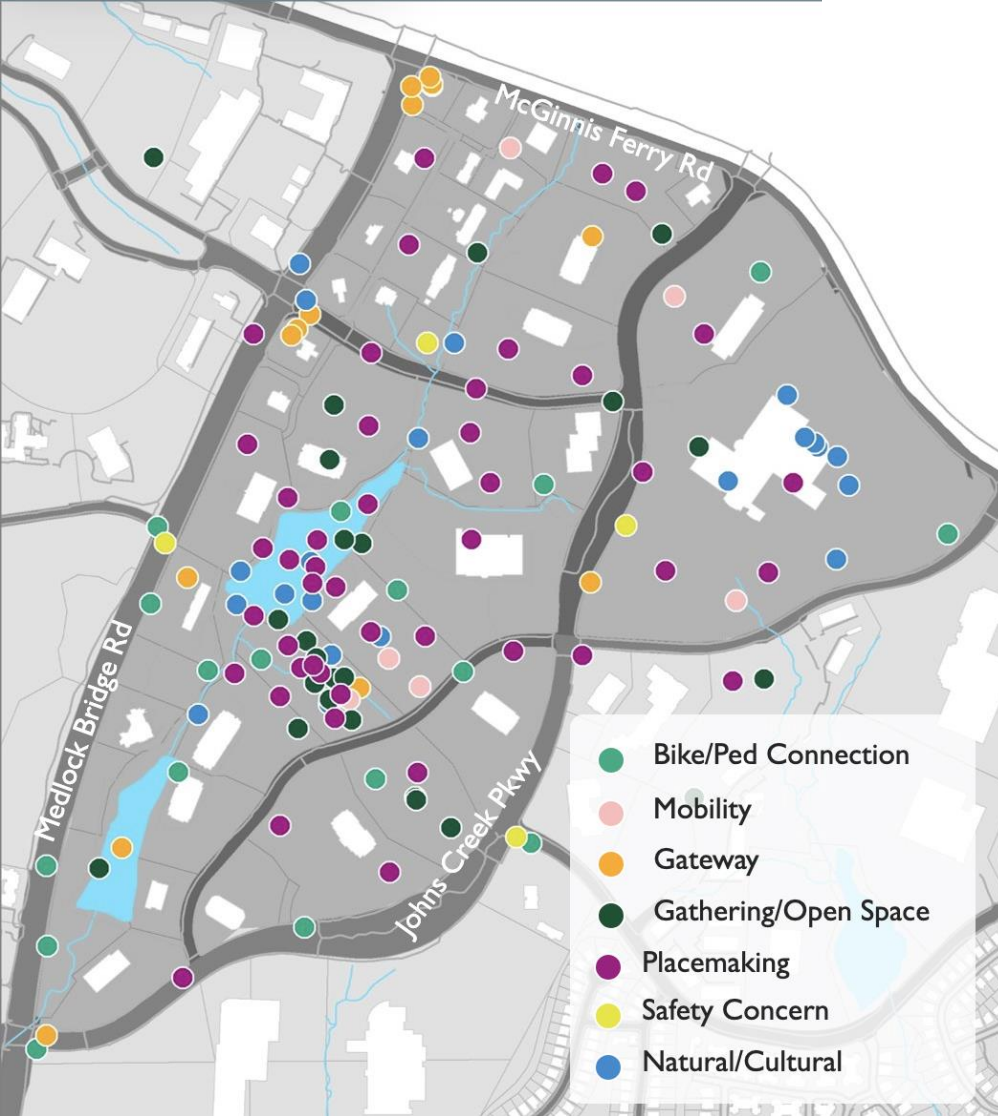
- 92 acres as original site for the Town Center
(shown in purple and green)

2020

- City Council expanded the Town Center boundary to 192 acres
 - State Farm
 - Alcon
- Area as mixed-use district highlights community's desire for a vibrant, walkable Town Center



Interactive Map Activity



- Virtual Engagement Opportunity
- 160 responses with more than 1,000 'likes' & 'dislikes'
- Feedback informed preparation for the design workshop (multi-day charrette)

Design Principles

1

The Town Center's **identity** focuses on a clear connection between arts, culture, wellness, sustainability, and innovation.

2

Proposed development will consider a phased approach over a **20-year horizon** with the consideration of the size of the study area.

3

Mobility & connectivity opportunities create safe connections for multiple users within the Town Center and to nearby amenities, neighborhoods, and employers.

4

Water features within the Town Center should be used as a distinguishing element to make this a distinctive place.

5

Johns Creek Town Center needs to serve as both a **gateway** into the community and an **accessible destination** for residents and visitors.

Plan Vision

“

Johns Creek Town Center is an iconic destination that represents the City's diversity, culture, and values. As both a gateway and a connector, the Town Center incorporates a series of experiences that appeal to a variety of audiences and age groups. This inclusive and remarkable place is defined by a series of neighborhoods connected via natural resources and greenways that is synonymous with wellness and sustainable living.

”

Implementation & Early Successes

Johns Creek Town Center

An aerial photograph of the Johns Creek Town Center construction site. The image shows a large, modern building with a glass facade under construction, surrounded by a parking lot and a creek. The text "Johns Creek Town Center" is overlaid in large white letters.

Strategies for Successful (re)Development

1

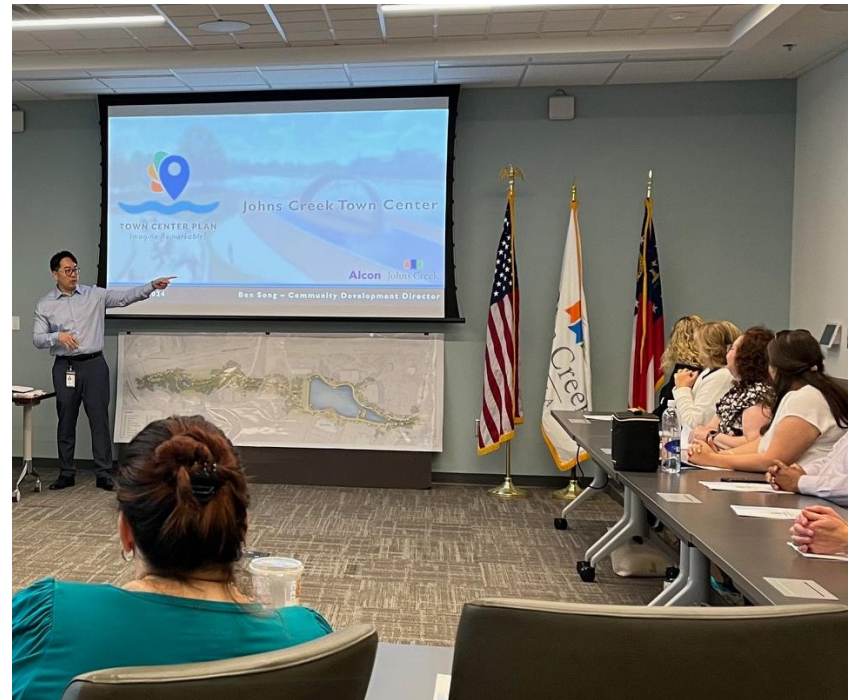
Align internally and build community buy-in

2

Establish a cross-department implementation team

3

Engage private partners early & strategically



Strategies for Successful (re)Development

4

Prioritize high-impact public investments

5

Communicate with purpose to sustain momentum

6

Expand stakeholder engagement beyond traditional channels

7

Monitor, adapt, and realign regularly



1. Align Internally & Build Community Buy-In

- Secure Council and community alignment early
- Maintain engagement after plan approval
- Avoid overly-rigid timelines i.e. allow for evolution



[illegible]

- [illegible]



3. Engage Private Partners Early & Strategically

- Proactively cultivate relationships with private sector partners
- Identify mutual goals and align timelines
- Seek input and build trust before policy adoption
- Do not discount anybody



4. Prioritize High Impact Public Investments

- Focus on catalytic, visible, & momentum-building projects
- Apply placemaking principles (i.e. public art & public space activation)
- Identify funding opportunities to support implementation
- Build relationships with local, state, & federal representatives



5. Communicate with Purpose to Sustain Momentum

- Use targeted communications
- Leverage storytelling and visuals to inspire
- Be intentional about storytelling
- Keep stakeholders informed



- 220,000+ views (Facebook, Instagram, & YouTube combined)

6. **Expand** Stakeholder Engagement Beyond Traditional Channels

- Traditional approach
- Expand the downtown development table
- Go beyond formal boards
- Bring in diverse voices to broaden support
- Leverage relationships with your top employers
- Forge new partnerships between stakeholders



7. Monitor, Adapt, & Realign Regularly

- Treat your master plan as a living document
- Revisit and refine implementation strategies
- Adjust phasing to market realities
- Regularly check the pulse of City Council
- Maintain flexibility with elected officials



An aerial photograph of a large forested area with trees showing vibrant autumn colors of orange, red, and yellow. In the far distance, a city skyline is visible under a clear blue sky. The right side of the image is overlaid with a semi-transparent blue rectangle containing text.

Applying the Strategies

- Build trust and consistency in messaging
- Maintain a large and inclusive “downtown development table”
- Leverage partners to advance the plan



Key Takeaways

1

Align internally and build community buy-in

2

Establish a cross-department implementation team

3

Engage private partners early & strategically

4

Prioritize high-impact public investments

5

Communicate with purpose to sustain momentum

6

Expand stakeholder engagement beyond traditional channels

7

Monitor, adapt, and realign regularly





Questions?