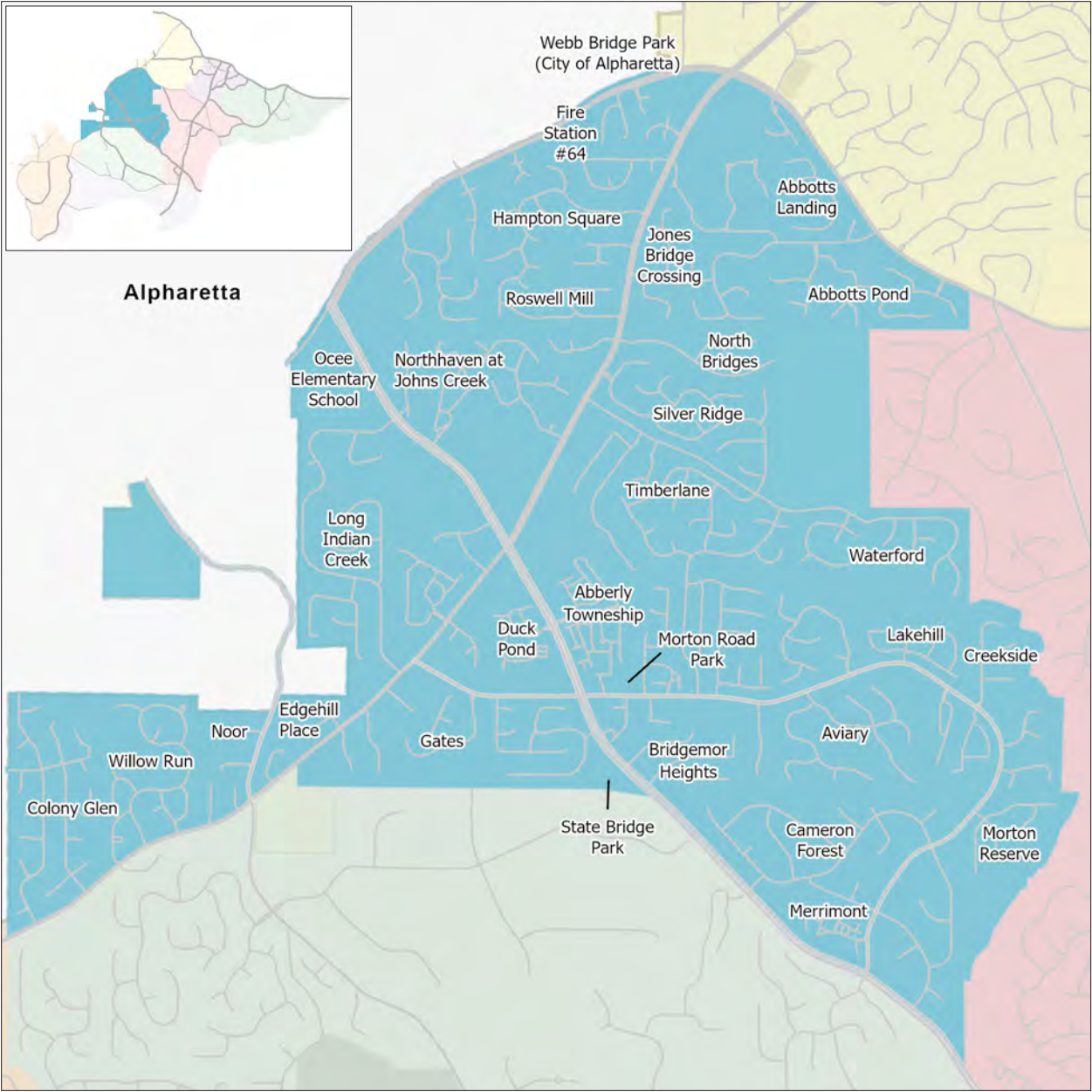


WindermerePark
NorthBridges WillowRun
Bridgestone Brookhollow
JonesBridgePlantation
AbbotsPond SilverRidgeAviary
ChurchillDowns
Northhaven@JohnsCreek
EnclaveonJohnsCreek BecktonHall
MortonChase MortonReserve MabryPark
CameronForest RoswellMill
AbbotsSquare KimballParc Lakehill Morningside AshleeOaks
AbberleyTownship
Wynbridge AviaryRidge Brookdale Gates ArlingtonPointe
AbbotsLanding Donamere LongIndianCreek BridgemorHeights
JonesBridgeCrossing JonesBridgeWoods Creekside EdgehillPlace Hunter'sForest
SpringfieldDuckPond MortonPlantation
HamptonSquare Hunter'sClose Merrimont
CamdenHall
Timberlane WaterfordColonyGlen
SaddleBridge Orchards@JonesBridge

Boundary

Ocee is generally bounded to the west by the City of Alpharetta; to the north by Abbotts Bridge Road; to the south by Jones Bridge Road and the subdivisions of West Morton Road; and to the east by the neighborhoods along Parsons Road and Medlock Bridge Road.



Map 48: Ocee Boundary

BACKGROUND



History

A story passed down from generations has the name Ocee originating from a similar Cherokee word that means home. Ocee was one of four historic cotton farming communities present in this area prior to the City of Johns Creek's incorporation. The thriving community center was located along Jones Bridge Road, south of the intersection with Route 120 (Kimball Bridge and Abbotts Bridge Roads) with several stores, a blacksmith shop, justice of the peace, cotton gin, churches, and a cannery. In the 1920s and 1930s, the cotton market was devastated by the boll weevil, and many farmers turned to producing livestock and poultry or truck farming to make a living. The Ocee Area experienced rapid growth with the expansion of Georgia 400 and creation of the large-scale Windward mixed-use development in the adjacent City of Alpharetta.



Existing Conditions

Existing residential subdivisions, such as Long Indian Creek, Colony Glen, and Willow Run, were built primarily in the 1970s and show signs of aging. There are still a few older homes on one-acre-plus parcels that are experiencing development pressure to build denser housing. Ocee has the largest number of small- to medium-scale residential subdivisions built primarily in the 1980s and 1990s.

Ocee has three major retail shopping centers. Two older retail shopping centers within Ocee are located at the State Bridge and Jones Bridge Roads intersection, and the Grande Pavilion shopping center is located at the State Bridge and Kimball Bridge Roads intersection. There is also typical suburban commercial sprawl occurring along State Bridge and Jones Bridge Roads. The Grande Pavilion and Goodwill shopping centers currently have high vacancy rates.



The Ocee Community Area has three City parks: Ocee Park, Morton Road Park and State Bridge Road Park. Ocee has three public schools: Ocee Elementary School, Taylor Road Middle School, and Chattahoochee High School. In May 2021, the City opened a new fire station (#64) at 4795 Kimball Bridge Road between Webb Bridge Way and Jones Bridge Road.

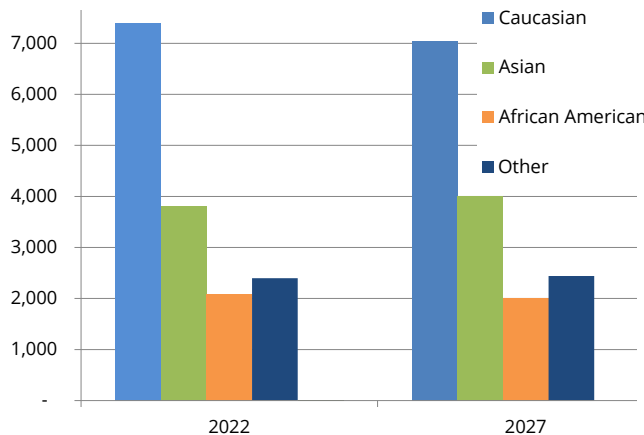
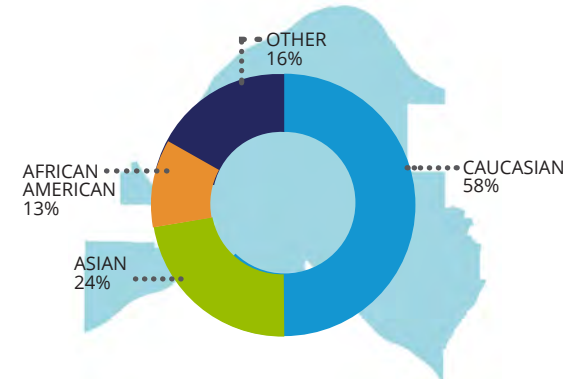
Demographics

As of 2022, the Ocee Community Area is home to 15,681 residents, accounting for 18.8% of the City’s population, as the second most populous Community Area in Johns Creek. Ocee’s population grew from 14,336 to 15,681 from 2010 to 2022, but is expected to decline slightly in the next five years.

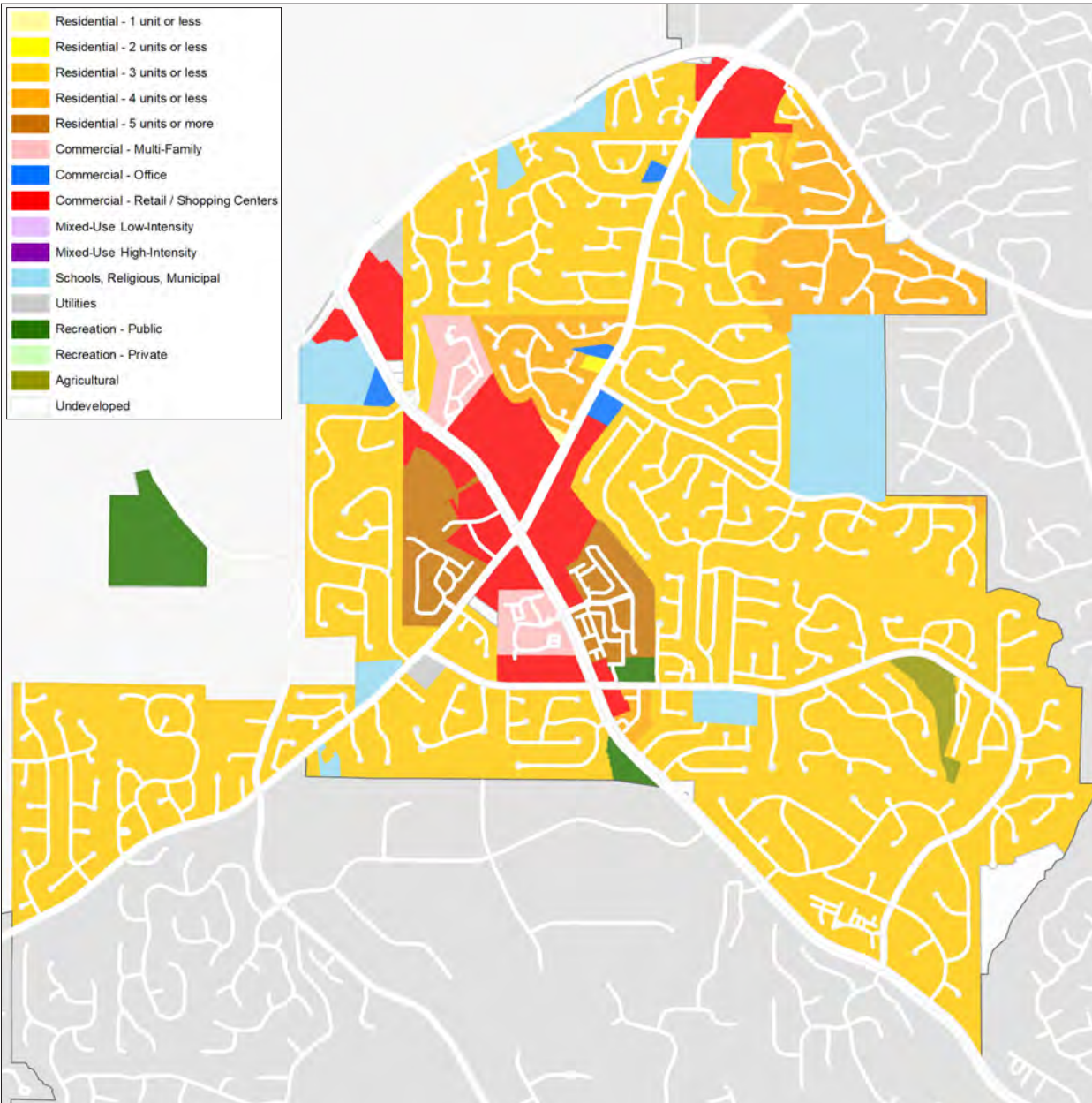
The percentage of Baby Boomers (14.6%) is similar to that of the City overall, and the population is expected to drop by 14% in the next five years. The percentage of Millennials population (25.7%) is higher than that of the City, and is expected to grow by 11% in the next five years.

While the Ocee Community Area is predominantly Caucasian (47.2%), its Caucasian population has decreased from 8,850 in 2010 to 7,398 in 2022, and is expected to decrease 5% in the next five years. Asians are the fastest growing group, and their population increased by 36.5% from 2010 to 2022, and the African American population grew 17% during the same time period.

The median household income is \$130,198, and the median home value in Ocee is \$379,699, lower than that of the City overall (\$465,177).



LAND USE



Current Land Use

Single-family residential is the most prominent land use in Ocee, at 78.6% of total land.

Commercial Office and Commercial Retail account for 0.5% and 7.7% of total land, respectively. The majority of these uses are located along State Bridge and Jones Bridge Roads and are clustered around major intersections. A small amount of land (2.1%) is being used for Commercial Multi-Family.

Schools, Religious, and Municipal uses make up 6.7% of the land. Recreational uses only consume 2% of the land.

Currently, there are 25.6 acres of undeveloped land (1.3%) in this area.

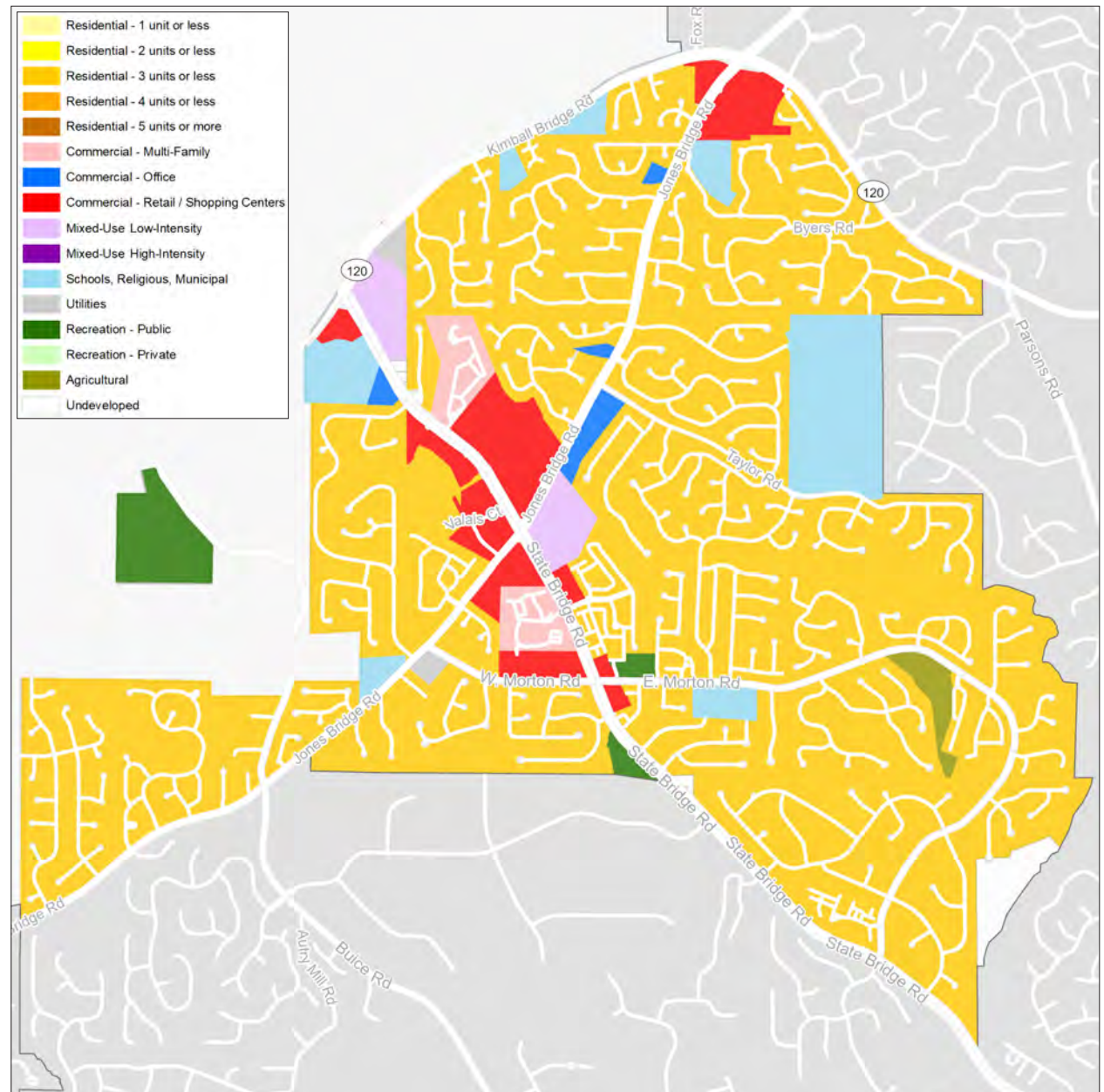
Map 49: Current Land Use in Ocee

Future Land Use

Apart from residential density reduction, 97.7% of future land use in Ocee will match current land use. A detailed build-out analysis is available on Pages 116-117.

Table 12: Land Use Change in Ocee (Acres)

Land Use Type	Current	Future	Change
Residential - 1 unit or less	0.9	0	-0.9
Residential - 2 units or less	1.4	0	-1.4
Residential - 3 units or less	1,327.9	1,556.1	228.2
Residential - 4 units or less	145.0	0	-145.0
Residential - 5 units or more	77.1	0	-77.1
Commercial - Multi-Family	40.8	40.8	0
Commercial - Office	9.9	16.1	6.2
Commercial - Retail/Shopping Centers	152.1	112.3	-39.9
Mixed-Use Low-Intensity	0	35.9	35.9
Schools, Religious, Municipal	132.4	130.4	-2.0
Utilities	7.9	7.9	0
Recreation - Public	40.2	40.2	0
Agricultural	12.9	12.9	0
Undeveloped	25.6	21.7	-3.9



Map 50: Future Land Use in Ocee

VISION

The vision for the Ocee Community Area is to become the City's premier western gateway from GA 400 by enhancing the quality of public infrastructure and roadways, and by rezoning the shopping center at Kimball Bridge and State Bridge Roads to attract private investment, transforming the outdated retail complex into a walkable, low-intensity, mixed-use complex with offices and residences. This could be accomplished by developing a public greenway that leads into the commercial heart of the community at Jones Bridge and State Bridge Roads. It is envisioned that the Goodwill shopping center could be rezoned to attract private investors that would transform it into an upscale suburban village with local retail shops, restaurants, and low-intensity housing, situated around a public square connecting to the Abberley Township community adjoining it to the east.

Specific area plans for the Ocee Community Area should be developed for the areas that may transform into village centers at Kimball Bridge and State Bridge Roads as well as Jones Bridge and State Bridge Roads. The plans would guide the private sector in the amenities desired by the community, as well as the City's design standards.

New low-intensity mixed-use development will be limited to eight residential units/acre and no more than three stories in height. A local area study should be conducted to plan for the redevelopment of at least one existing shopping center. The plan would guide the private sector in the amenities desired by the community, as well as the City's design standards.

New infill housing developments should be limited to single-family detached units up to three units/acre and three stories in height.

It is envisioned that the entire community will become more pedestrian- and bike-friendly with the completion of missing sidewalks and trails to connect the schools, shopping, and subdivisions with Ocee Park, Alpharetta's Webb Bridge Park, and the City's newly-planned Morton Road and State Bridge Road Parks.

Preservation of the community's historic properties and buildings should be encouraged through the adoption of a Historic Preservation Ordinance that requires any land development to incorporate the reuse and preservation of the historic property.





BUILD-OUT ANALYSIS

Residential Build-out Analysis

The residential build-out analysis provides a projection of maximum allowable future development within the Community Area, based on the Future Land Use Map and market analysis. It can also explore the impact of development on tax base, traffic, school enrollment, natural and historic resources, and quality of life.

The projected number of housing units was calculated by multiplying the acres of land by the allowable number of residential

units as described in the Community Area vision. Population increase was calculated by multiplying the number of additional housing units by the average number of people per household (3.07).

The build-out analysis shows that the Ocee Community Area has the capacity for 362 additional residential units.

Commercial Build-out Analysis

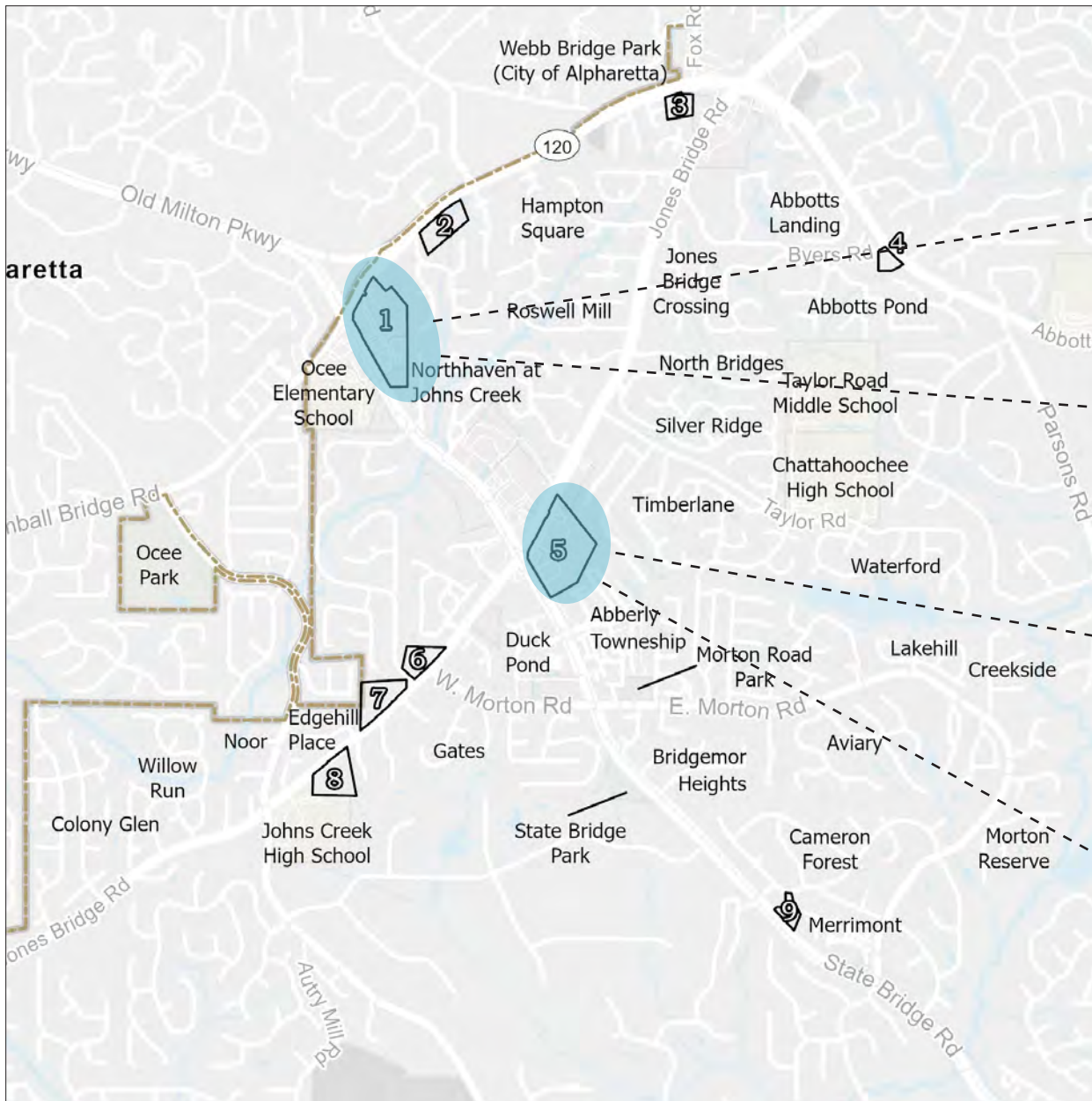
The Grande Pavilion shopping center has a relatively high retail vacancies in the City. Its location is hampered by land immediately to the west of the parcel located in the City of Alpharetta, which physically blocks its view from the street as visitors enter the City of Johns Creek. Also, there is no physical access into the complex when driving south on Kimball Bridge Road. Lastly, out-parcels block the view of the complex from State Bridge Road. It is envisioned that the complex, in the future, could be redeveloped into a mix of office and residential uses connected to the Kroger and Goodwill shopping centers east of this site via a trail system.

The Goodwill shopping center also has long-term store vacancies. Its prime location adjacent to Abberley Township residential subdivision would make it an ideal small village setting that could support a town park, cinema, small local retail shops and restaurants with residential units above, or townhomes adjacent to the Abberley Township subdivision.

Table 13: Residential Build-out Analysis in Ocee

No.	Acreage	Allowed Residential Units/Acre	Allowed Residential Units	Existing Residential Unit(s)	Potential Residential Units Increase	Potential Population Increase
1	17.82	8	142	0	142	436
2	5.47	3	16	1	15	47
3	2.79	3	8	1	7	22
4	1.47	3	4	0	4	13
5	18.06	8*	144	0	144	443
6	3.74	3	11	3	8	25
7	6.08	3	18	0	18	56
8	6.47	3	19	1	18	56
9	2.06	3	6	0	6	19
Total	63.96				362	1,117

*This reflects the maximum area eligible for mixed-use development.



Map 51: Potential Residential Build-out in Ocee

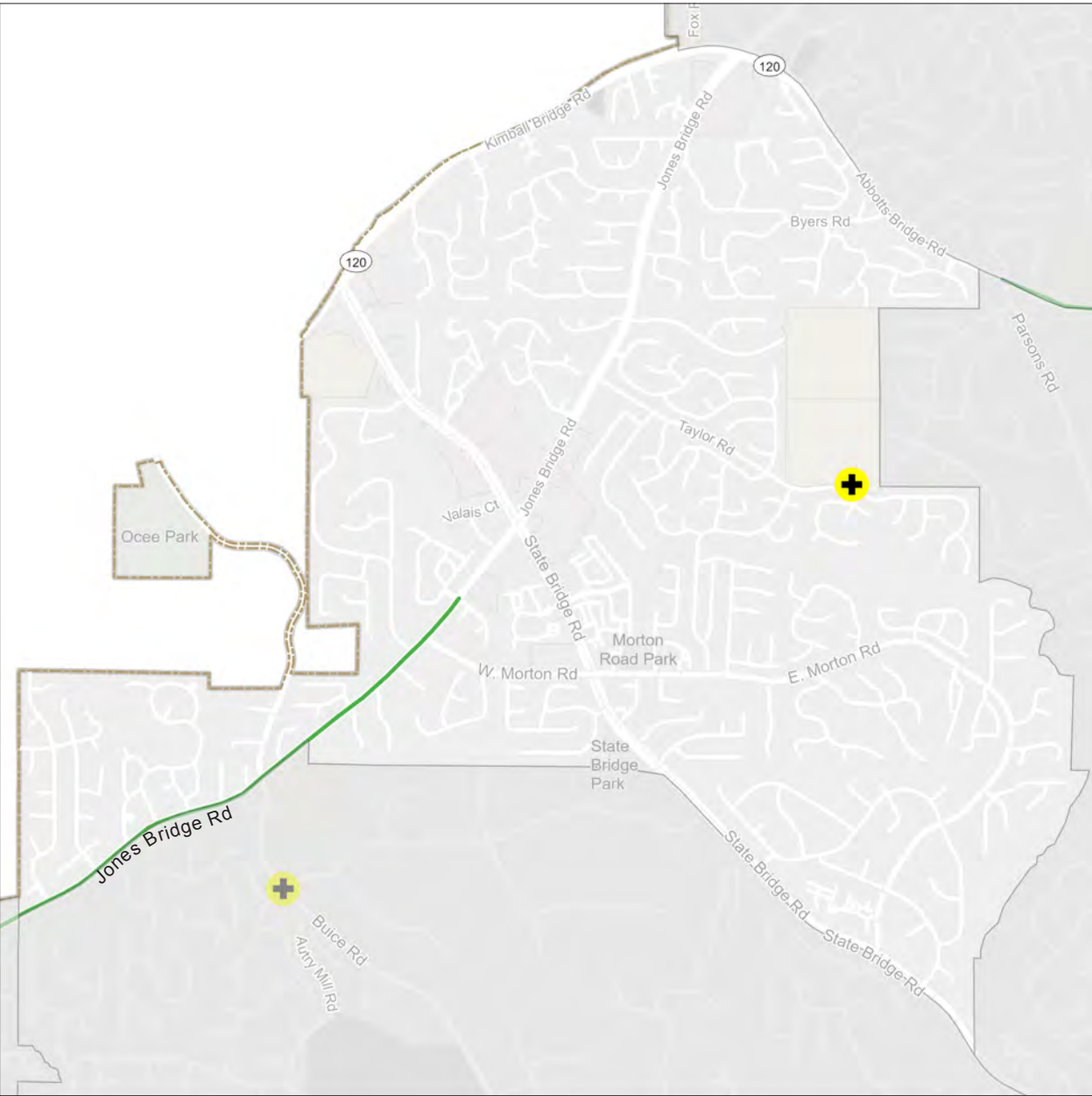
TRANSPORTATION PROJECTS



Ocee's east-west transportation routes are State Bridge and Abbotts Bridge Roads. Over the past ten years, the City has experienced increased traffic along all of its east-west arterials. Fulton County's Transportation Special Purpose Local Option Sales Tax (TSPLOST) program identified capacity improvements for Jones Bridge Road from north of Waters Road to Harvest Ridge Lane.

In order to improve the intersection of Taylor Road at the entrance to Chattahoochee High School, the City will add left-turn lanes and expand pedestrian lighting along Taylor Road from Anclote Drive to Starfire Lane.





- Bridge Replacement
- Intersection/Operational Improvement
- Pedestrian HAWK Signal
- Pedestrian Tunnel
- Fiber Connectivity
- Operational Improvement
- Road Widening
- Streetscape/Landscape

Map 52: Transportation Projects in Ocee

SIDEWALKS AND TRAILS PROJECTS



Sections of sidewalks and trails exist along Jones Bridge, Abbotts Bridge, State Bridge, and Morton Roads. However, in general, the Ocee Community Area lacks fully-connected sidewalks and trails to allow residents to walk/bike to neighborhood schools, shopping, and the Fulton County library.

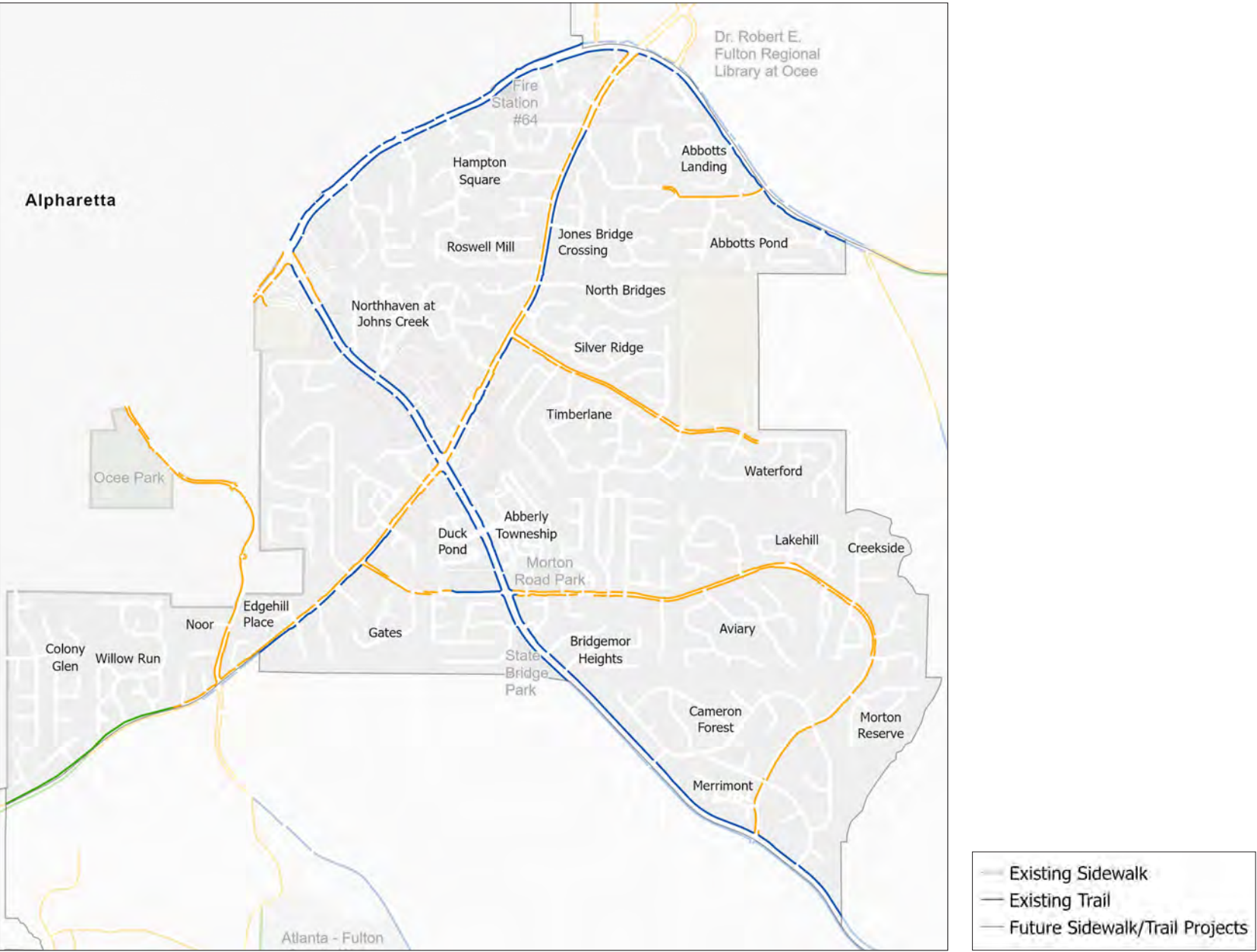


The City's current policy regarding the development of sidewalks and trails is to install them when major roadway improvements are done or to require their installation when new residential development is approved. Most sidewalks and trails in the City are located at the back of the roadway curb and provide limited safety to pedestrians. New streetscape standards should require landscaping to separate vehicles from pedestrians walking on sidewalks and trails. A rule of thumb is: five feet of separation for roadways with a 35 mile/hour speed limit; ten feet of separation for roadways with a 45 mile/hour speed limit; and 20 feet of separation for roadways with a 55 mile/hour speed limit. Heavily traveled sidewalks and trails should be lighted for pedestrians.



As part of the Abbotts Bridge Road widening project, pedestrian and bicycle facilities have been added from Jones Bridge Road to Parsons Road, not only to serve those that walk to work each day at the nearby shopping center and regional library, but also to provide safe options for residents that now walk and bike to the regional library, two nearby schools, park, and restaurants. The inner striped gore, wide travel lane, and bike facility can be re-striped as two 11-foot-wide travel lanes, if a future traffic study indicates the need for more capacity.

Fulton County's Transportation Special Purpose Local Option Sales Tax (TSPLOST) program identified capacity improvements for Jones Bridge Road from north of Waters Road to Harvest Ridge Lane, and sidewalks/trails will be provided as part of the project.



Map 53: Sidewalk/Trail Projects in Ocee