

MILTON

DESTINATION DEERFIELD

Deerfield Implementation Plan

Council Meeting

August 19, 2024

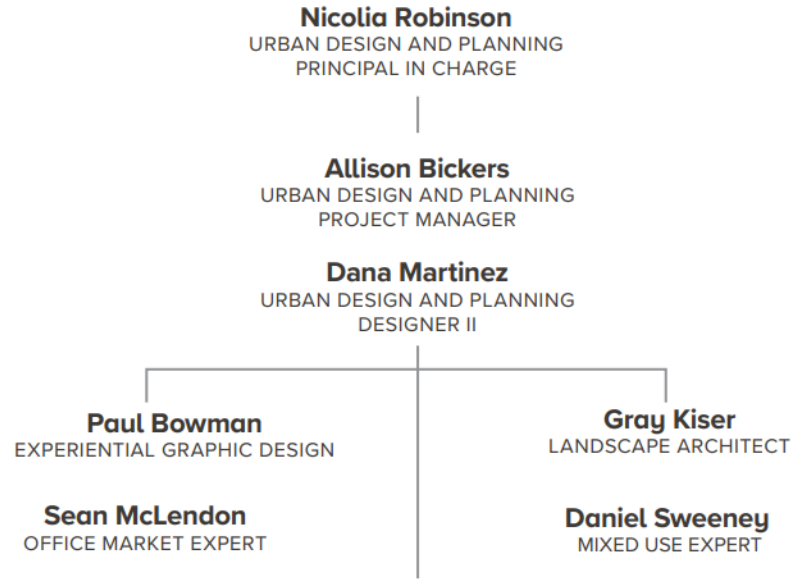


AGENDA

- Consultant Team
- Project Plan Overview
 - Communications
 - GDOT Updates
 - Key Dates/Milestones
 - Stakeholders Groups
- Questions and Feedback



CONSULTANT TEAM



CONSULTANT TEAM

Steven Rowe
AEC
CIVIL ENGINEER
STORMWATER ANALYSIS
WETLANDS

Mitchell Greenway
Stantec
TRANSPORTATION ANALYSIS &
PLANNING
STREET SECTIONS
GDOT STRATEGY

Malaika Rivers
Pontem Resources
IMPLEMENTATION SPECIALIST
FUNDING STRATEGY FOR
PLACEMAKING IMPROVEMENTS

Joel Mann
Stantec
TRANSPORTATION STRATEGY

Kyle Talente
RKG
ECONOMIC DEVELOPMENT
AND MARKET



Nicolia Robinson



Allison Bickers



COMMUNICATION PLAN

1

Website Content



2

Video/Multimedia

- Drone footage
- Interviews/people
- Renderings
- Regular updates



3

Communications

- Engaging social media (Facebook, IG, X)
- Media outreach/newspaper ads
- Signage/banners/flyers
- Regular online updates
- Community email
- Dedicated Deerfield text channel/email
- Targeted outreach (schools, churches, etc.)

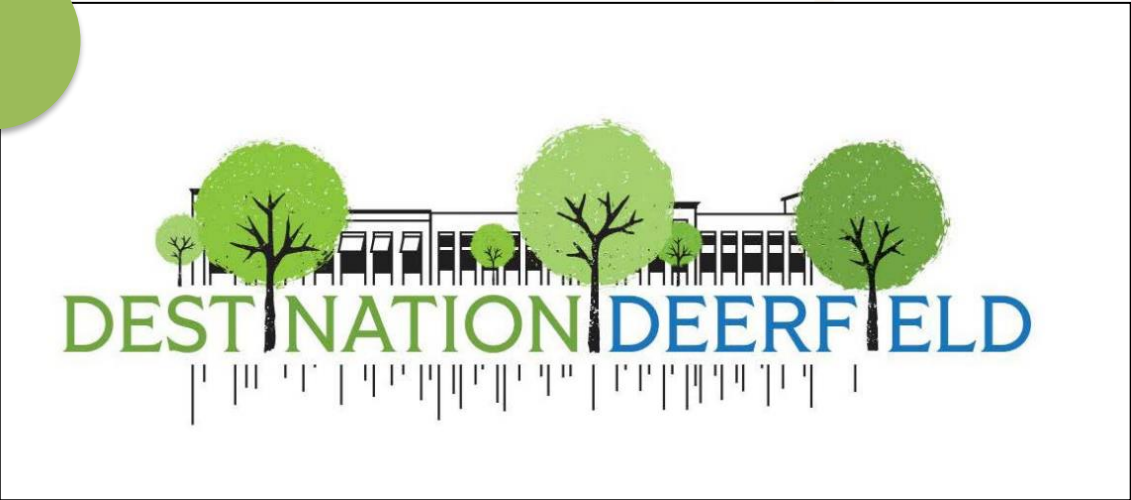
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Public Engagements

- Open House
- Survey
- Community Charettes
- Stakeholders Meetings
- Council, DRB, and Planning Commission Meetings

PROJECT LOGO DESIGN

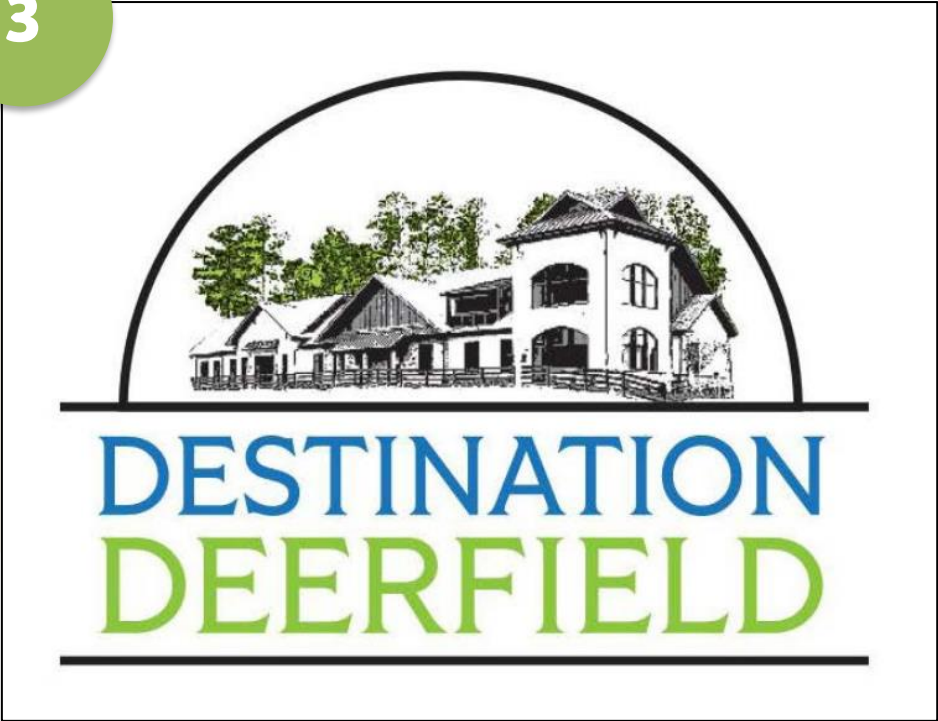
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KEY DATES/MILESTONES



PHASE 1 Concept Plan and Elements

- GDOT Redesign Meeting (7/29)
- Full Consultant Team Engagement (8/20)
- GDOT Charettes (August – December)
- Developer Charettes (August – September)
- PC and DRB Meetings (8/28 and 9/10)
- Community Charettes (8/25, September, October, November)
- Architectural Inspiration (9/10 present to DRB)
- Preliminary Concept Plan (10/21)



PHASE 2 Design and Development

DATES: 11/1 - 12/31

- Finalizing concept
- Storm Water Study
- Traffic study
- Landscape plans
- Design Manual

*End of Moratorium



PHASE 3 Final Implementation Plan

DATES: 1/1/25 – 5/1/25

- Code revisions
- Final implementation plan
- Final recommendations

CONCURRENT PROCESS



Deerfield Implementation Plan



GDOT Highway 9 Redesign Process







STAKEHOLDERS GROUPS



Community Leaders:

1. Homeowners Association
2. Land Developers
3. Outdoor Recreation Enthusiasts
4. Business Leaders
5. CID/State/County
6. Real Estate
7. Retail Owners
8. Restaurant Owners

DEVELOPER INTEGRATION

-  Scheduling meetings between August and September
-  Review Proposals to understand their goals and opportunities and communicate the City's goals
-  Discuss how development can fulfill the vision for Destination Deerfield
-  The ultimate goal is to have a clear vision to guide development cohesively across Deerfield for each property.



VISUAL PREFERENCE (COMMERCIAL/MIXED-USE)



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VISUAL PREFERENCE (COMMERCIAL/MIXED-USE)



QUESTIONS AND FEEDBACK



1. How do you define success for Deerfield?
2. What makes Deerfield unique within Milton and North Fulton?
3. How is Deerfield like the rest of Milton?

COMMUNITY KICKOFF MEETING

Sunday, August 25, 2024 @ 3:00 p.m.

**Public Safety Complex
Municipal Court**

13690 Highway
Milton, GA 30004