

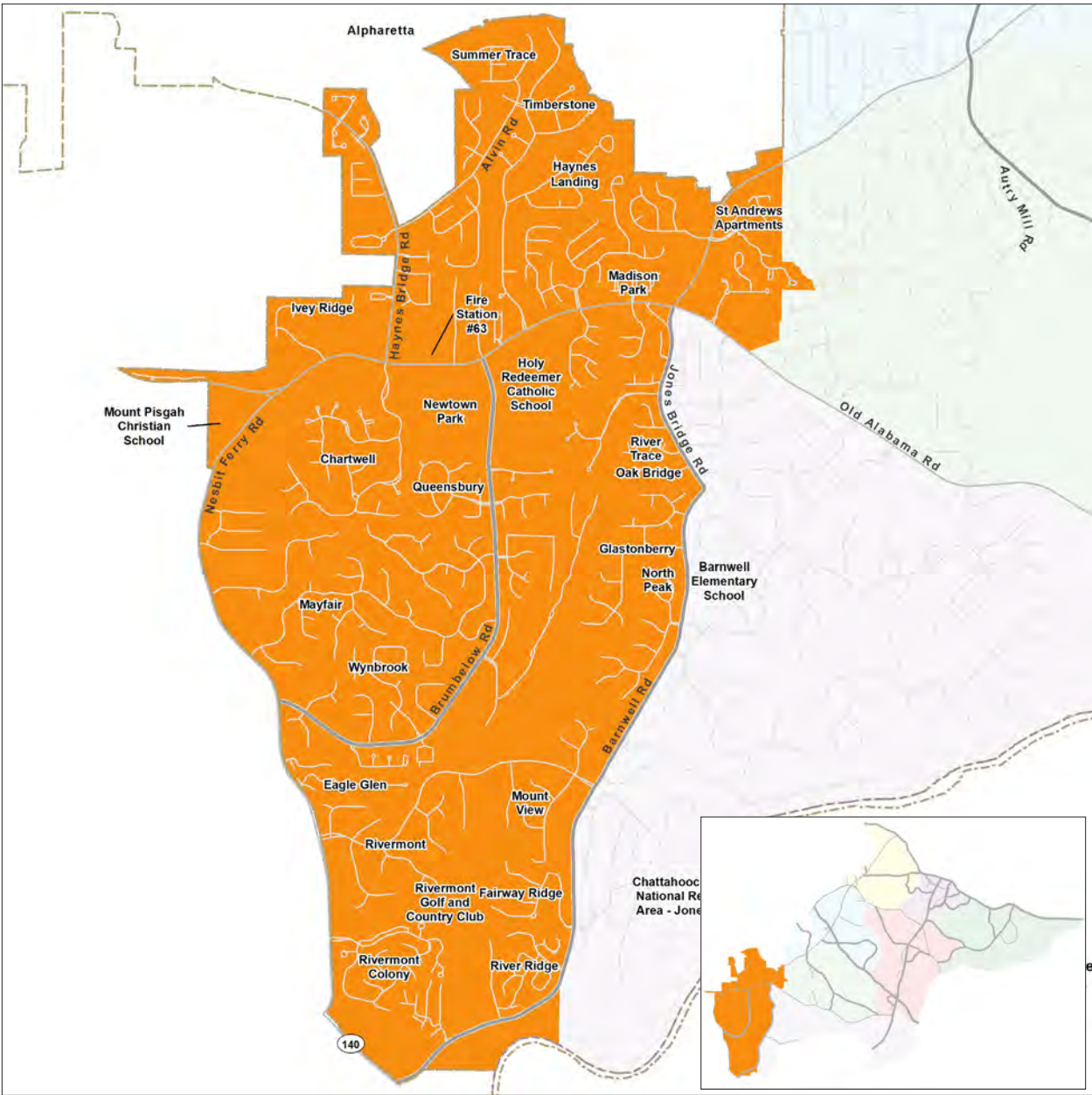
Village@JonesFerry
Park@NesbitPlace
Bridgewater
Chartwell
AutryTownship
Queensbury
Woodridge
MagnoliaPark
Coventry@JonesBridge
Park@Breckenridge
PrestonOaks
Wynbrook
Timberstone
SummerTrace
HaynesBridgeManor
MadisonPark
Woodvale
RivermontVillage
BrumbelowCrossing
SaintClair
Mackinac
BridgetownVillas
Glastonberry
WoodlandHills
RivermontColony
Hartridge
RiverTrace
Carrington
OakBridge
AnaheimFarms
StRegis
EvergreenTrace
HaynesLanding
Pinnacle
Park@HaynesManor
RivermontClub
BellingrathCommons
Wentworth
AshleyGlen
GeorgianRidge
StAndrewsApartments
EagleGlen
MountViewLongPointe
FeatherSound
IveyRidge
NorthPeak
FairwayRidge
Estates@DeerChase
Park@Rivermont
RiverRidge
Ridge@Brumbelow
Enclave@Breckenridge

6.0

NEWTOWN

Boundary

The area of Newtown is generally bounded to the east by Jones Bridge and Barnwell Roads; to the south by Holcomb Bridge Road and the City of Roswell; to the west by Nesbit Ferry Road and the City of Roswell; and to the north by the City of Alpharetta.



Map 42: Newtown Boundary

BACKGROUND



History

Situated on lands once owned by the Cherokee Nation, the area of Newtown is crossed by one of the oldest roads in this part of Georgia. The path of Old Alabama Road appears on an 1832 survey map, but is thought to be older, used as a trade route to Cherokee towns and later traveled by settlers moving west. Street names of Barnwell, Holcomb, Scott, Brumbelow, Nesbit, and others are a reminder of families that once farmed the area. Originally served by several one-room schools, by the late 1920s the area's population had grown enough to build its own larger, consolidated school. Named Newtown, it was located on Old Alabama Road. Today, the old school building has been renovated into the Park Place Active Adult Senior Center.



Existing Conditions

Most of the residential subdivisions were developed in the 1980s and early 1990s, with the exception of Rivermont, which was designed and built from the late 1970s through the 2000s. Most of the residential subdivisions, including Chartwell and Mayfair, are typical of the late 20th century with curvilinear streets and highly-landscaped entrances.

Anchored by the City's most active park, Newtown Park, the Newtown Community Area also contains three shopping centers. There are also three additional shopping areas along Holcomb Bridge Road, along Jones Bridge Road, and at the intersection of Old Alabama Road and Nesbit Ferry Road. Because of the abundance of retail shopping, two of the six shopping centers have high vacancy rates. The area is also home to Fire Station #63 and two religious institutions with private schools: St. Brigid and Mt. Pisgah. The area does not have any public schools.



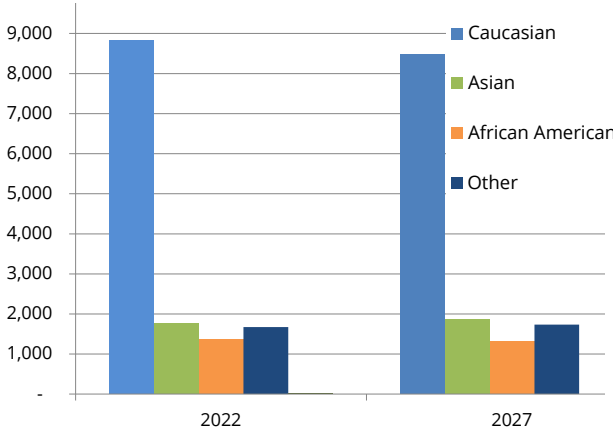
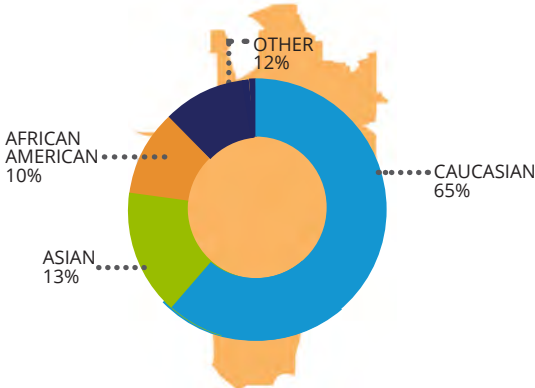
Demographics

As of 2022, the Newtown Community Area is home to 13,606 residents, accounting for 16.3% of the City’s population. Newtown’s population declined for the first time from 2020 to 2022, and is expected to keep decreasing in the next five years.

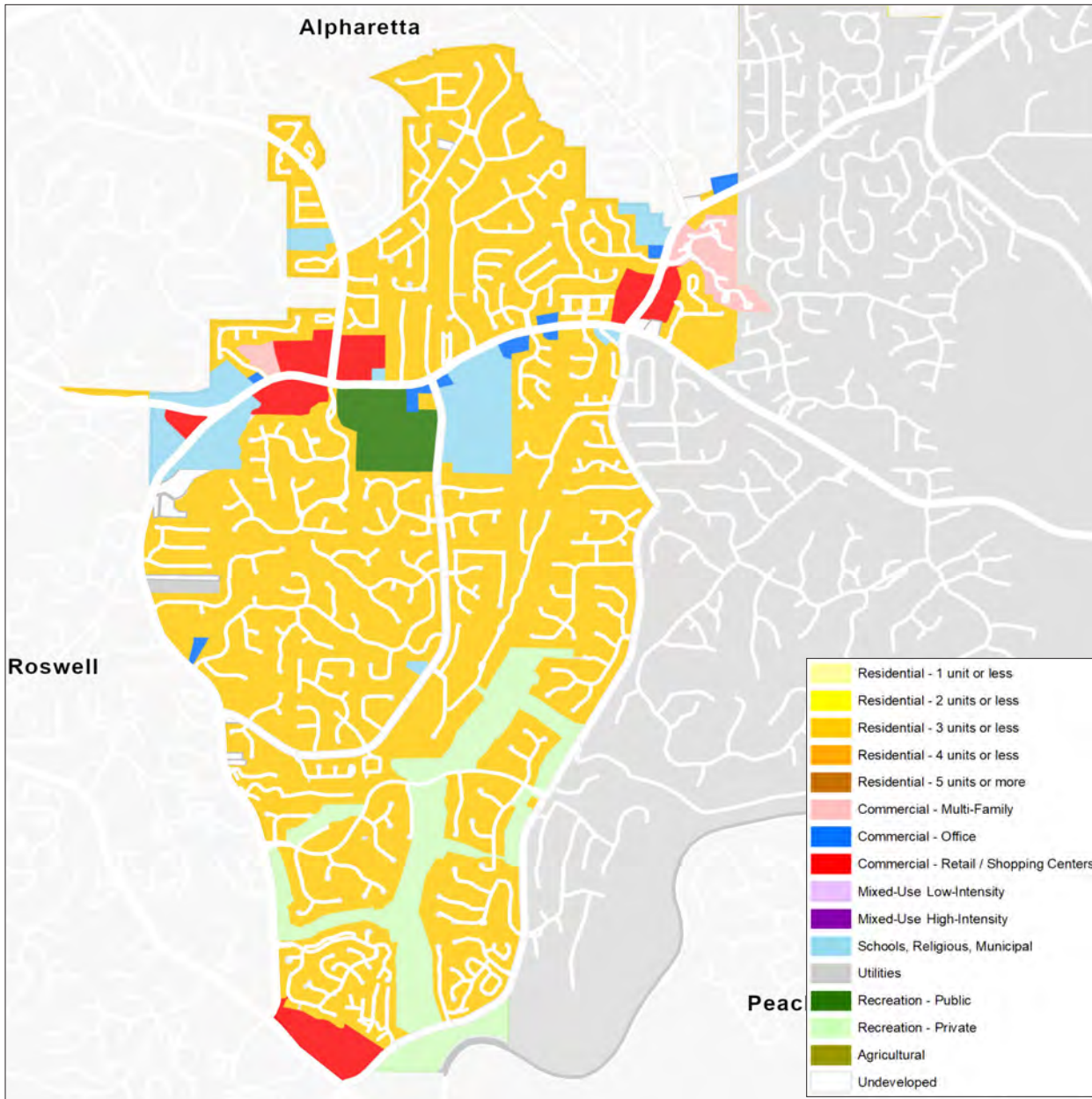
The percentage of Baby Boomers (18.7%) is higher than that of the City overall, but their population is expected to drop by 23% in the next five years. The Millennial population is expected to grow from 2,852 to 3,116 in the next five years.

64.8% of Newtown residents are Caucasian, the second highest percentage in the City. Although the Caucasian population declined from 10,291 in 2010, it is expected to grow 3.9% in the next five years. Asians are the fastest growing group in Newtown, and their population grew by 56% (1,129 to 1,760) from 2010 to 2022, and their population is expected to grow 5.5% in the next five years. The African American population is the second fastest growing group with 42% increase from 2010 to 2022, but their population is expected to slightly decrease in the next five years.

Both the median household income (\$130,198) and the median home value (\$379,699) in Newtown are lower than the City overall.



LAND USE



Map 43: Current Land Use in Newtown

Current Land Use

Single-family residential is the most prominent land use in Newtown, at 75.2% of total land.

Commercial Office and Commercial Retail account for 0.8% and 4.5% of total land, respectively. The majority of these uses are located along Old Alabama Road and clustered around major intersections. Only a small amount of land (1.8%) is being used for Commercial Multi-Family.

Recreational uses comprise 10.7% of the land, including one public park and private golf and country clubs.

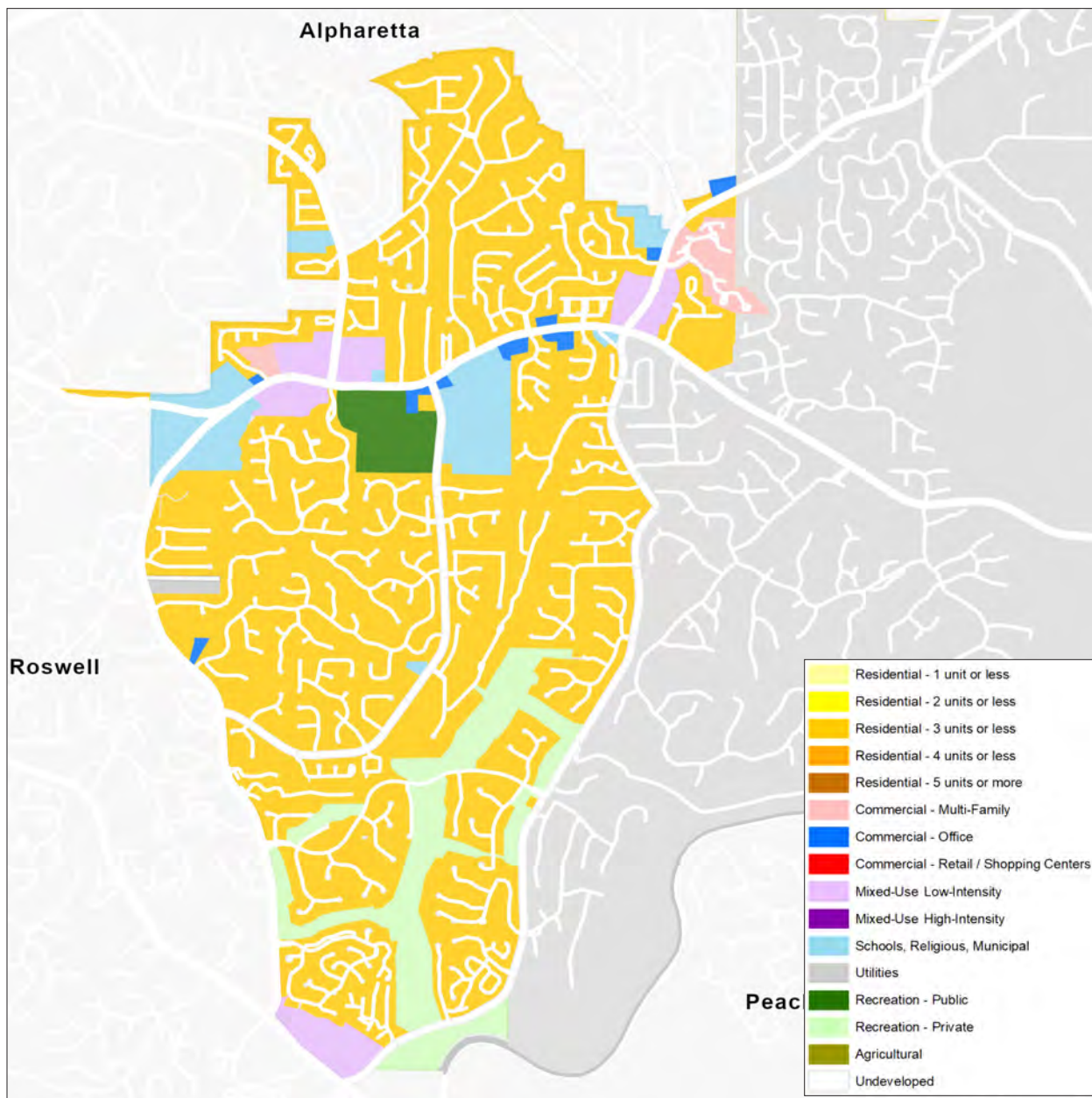
Currently, there are 20.4 acres of undeveloped land (0.8%) in this area.

Future Land Use

94.7% of future land use in Newtown will match current land use. A detailed build-out analysis is available on Pages 102-103.

Table 10: Land Use Change in Newtown (Acres)

Land Use Type	Current	Future	Change
Residential - 3 units or less	1,789.8	1,802.2	12.5
Residential - Multi-Family	43.7	43.7	0.0
Commercial - Office	19.4	22.2	2.7
Commercial - Retail/Shopping Centers	107.5	0.0	-107.5
Mixed-Use Low-Intensity	0.0	103.8	103.8
Schools, Religious, Municipal	137.5	143.6	6.1
Utilities	7.2	7.2	0
Recreation - Public	52.6	52.6	0
Recreation - Private	201.7	201.7	0
Undeveloped	20.4	2.8	-17.6



Map 44: Future Land Use in Newtown

VISION

The vision for the Newtown Community Area is to remain a premier residential community by enhancing the quality of the public infrastructure and roadways, and by rezoning existing shopping centers along Old Alabama Road (at both Haynes Bridge and Jones Bridge Roads) to mixed-use, to attract private investment to transform this area into a traditional village with low-intensity mixed uses. It is also envisioned that the suburban shopping center located along Holcomb Bridge Road will be rezoned to mixed-use, to attract private investors willing to transform the shopping center into a walkable, low-intensity mixed-use area with local retail, office, residential, and public spaces that would showcase this southern gateway into the City from Roswell and GA 400. 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 homes at three units/acre and up to three stories in height. New mixed-use development will be limited to eight residential units/acre and no more than three stories in height.

It is envisioned that the Newtown Community Area will become more pedestrian- and bike-friendly with the completion of missing sidewalks and trails to connect existing schools, shopping, subdivisions, religious institutions, and Newtown Park.

Preservation of the community's historic properties and/or 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 build-out analysis shows that the Newtown Community Area has the capacity for 615 additional residential units.

Commercial Build-out Analysis

The Jones Bridge Promenade shopping center is currently half vacant and three out-parcels are still to be developed. Due to its proximity and connectivity to the Autry Township residential subdivision, it is envisioned that, over time, this shopping center could transform into a small village setting offering food and non-invasive entertainment venues. A public street system could be created with access to both Old Alabama and Jones Bridge Roads.

A low-intensity mixed-use village center is envisioned at the intersection of Old Alabama and Haynes Bridge Roads, where there are currently three suburban shopping centers as well as Newtown Park. The vision calls for a local area study to determine possible layouts, with one of the three shopping centers being replaced by a traditional village green, surrounded by retail stores on the ground level, with a mix of residential housing and perhaps some live-work units. The village area would allow up to eight residential units per acre and up to three stories in height.

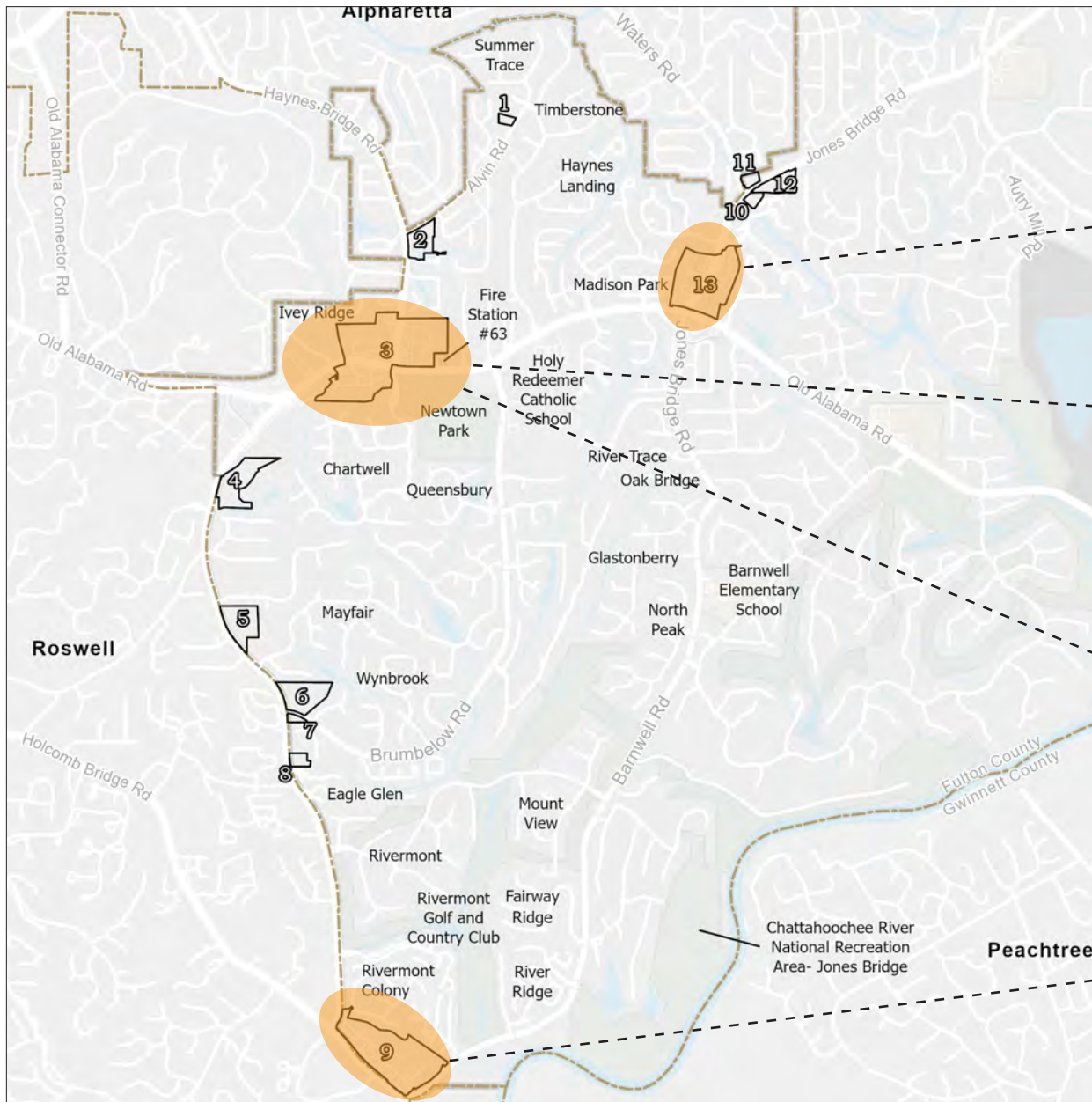
The Rivermont Square shopping center, located along Holcomb Bridge Road at the southern edge of the City, could be transformed by private investment. The vision is to replace the current shopping center configuration to be located closer to Holcomb Bridge Road, with parking located to the side or rear of the parcel, and buffered by a larger landscaped area protecting the Rivermont subdivision. The area is being designated as a low-intensity mixed-use village with up to eight residential units per acre and up to three stories in height.

Table 11: Residential Build-out Analysis in Newtown

No.	Acreage	Allowed Residential Units/Acre	Allowed Residential Units	Existing Residential Unit(s)	Potential Residential Units Increase	Potential Population Increase
1	1.04	3	3	0	3	10
2	6.79	3	20	2	18	56
3	16.38*	8	131	0	131	403
4	9.84	3	29	0	29	90
5	8.64	N/A	19**	0	19	74
6	9.28	3	27	3	24	50
7	0.92	3	2	0	2	7
8	1.84	3	5	0	5	16
9	32.1*	8	256	0	256	22
10	1.4	3	4	0	4	13
11	1.57	3	4	0	4	13
12	6.11	3	18	1	17	53
13	12.88*	8	103	0	103	317
Total	108.79				615	1,124

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

**This number reflects the maximum allowable units approved by zoning.



Map 45: Potential Residential Build-out in Newtown

TRANSPORTATION PROJECTS



Under Fulton County's Transportation Special Purpose Local Option Sales Tax (TSPLOST) program, Nesbit Ferry Road has been identified for operational improvements from Old Alabama Road to Holcomb Bridge Road. A portion of the Jones Bridge Road widening project falls within the Newtown Community Area.

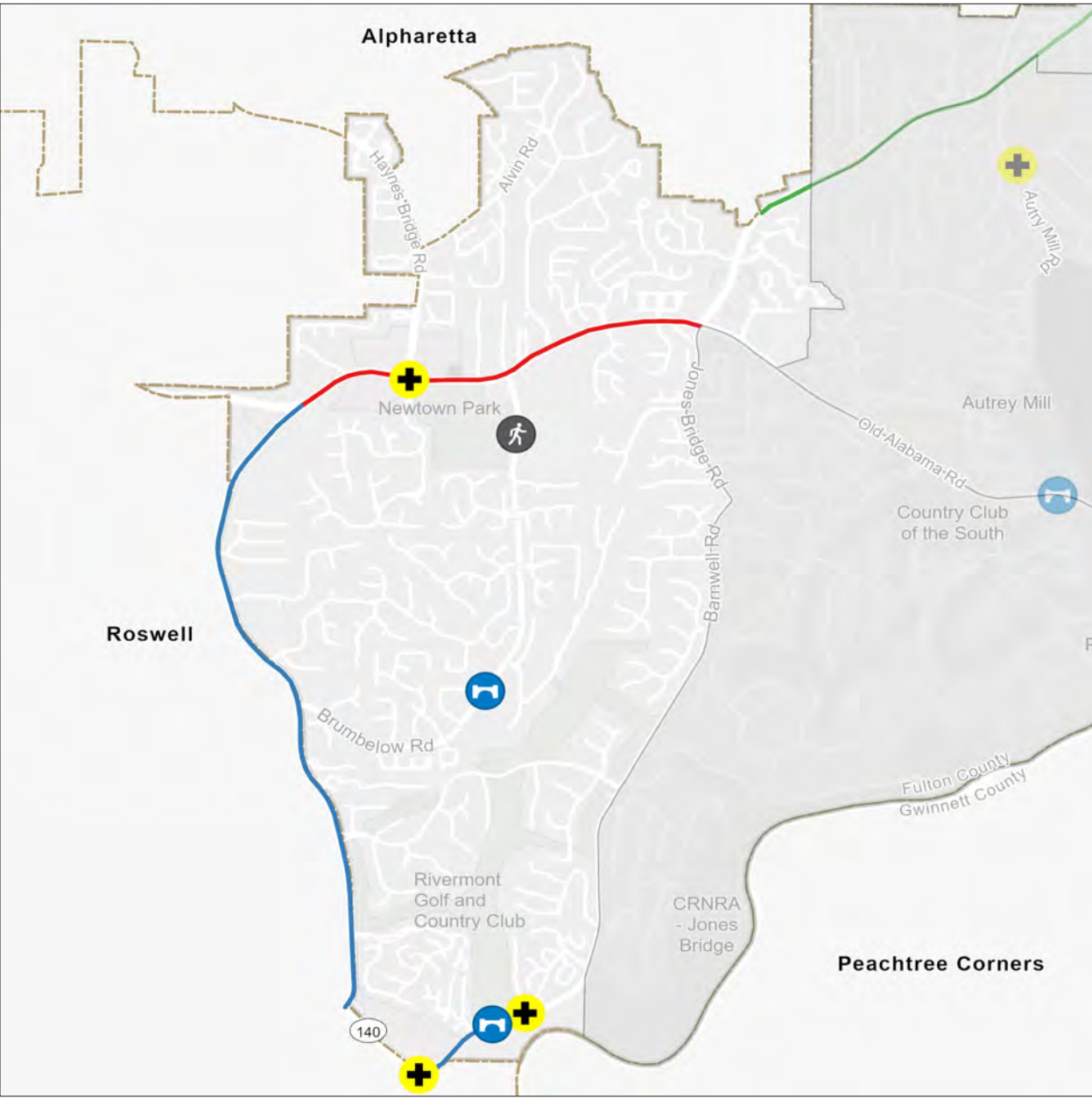
The lower portion of Barnwell Road will be improved, with turning lanes added where Barnwell Road intersects with Holcomb Bridge Road and Niblick Drive. Another major capacity improvement will take place at the intersection of Haynes Bridge Road and Old Alabama Road.

The City will build a pedestrian bridge on Barnwell Road over Hogan's Creek, and install a HAWK signal on Brumbelow Road at Newtown Park / Mount Pisgah.



Staff recommends the creation of local streets within the Kroger and Publix shopping centers at Haynes Bridge and Old Alabama Roads, should these shopping centers be redeveloped by private investors into a village center in the future.





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

Map 46: Transportation Projects in Newtown

SIDEWALKS AND TRAILS PROJECTS



Sidewalks and trails exist along sections of Jones Bridge, Brumbelow, Barnwell, Haynes Bridge, and Old Alabama Roads. It is recommended that the City take a more proactive stance on sidewalks and trails by funding and installing the missing sections of sidewalks and trails within Newtown over the next ten years, so that the existing sidewalk and trail sections are more usable.



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.

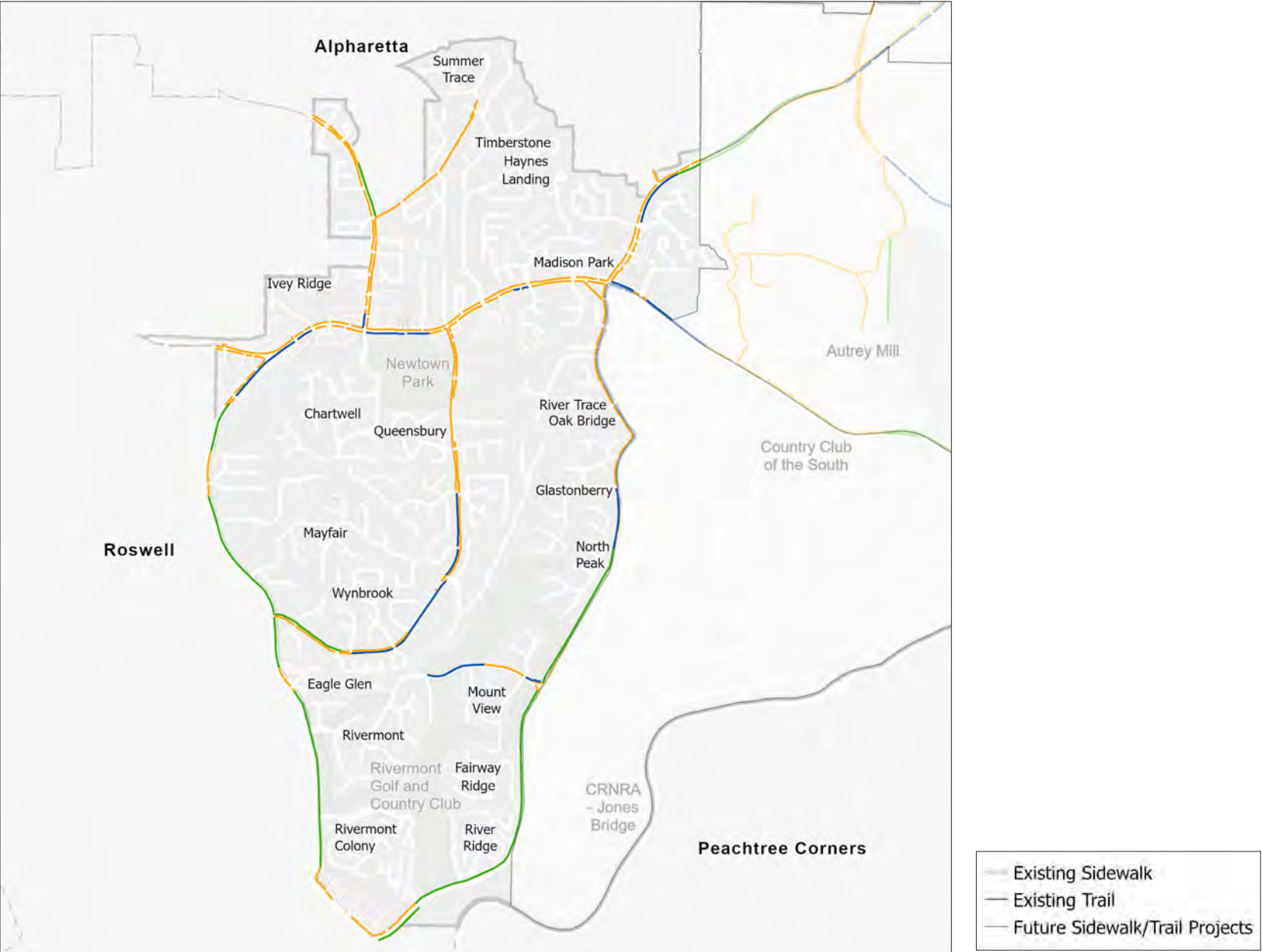
As part of the Nesbit Ferry Road operational improvement project, sidewalks/trails will be provided along both sides of Nesbit Ferry Road from Old Alabama Road to Holcomb Bridge Road. This joint project with the City of Roswell is expected to be completed by 2025.



With the completion of a sidewalk/trail along Barnwell Road between Redcoat Way to North Peak Drive in 2021, the City will fill the only missing gap along Barnwell Road, which is from North Peak Drive to Holcomb Bridge.

The City will also fill in sidewalk/trail gaps at the following locations:

- Along Brumbelow Road, south of Stoney Ridge Drive
- Along the eastern side of Haynes Bridge Road from Berkshire Manor Drive to Alvin Road
- Along Jones Bridge Road from Waters Road to Harvest Ridge Lane, as part of the Jones Bridge Road capacity improvement project under TSPLOST



Map 47: Sidewalk/Trail Projects in Newtown