

Powers Ferry Master Plan

Five-Year Update



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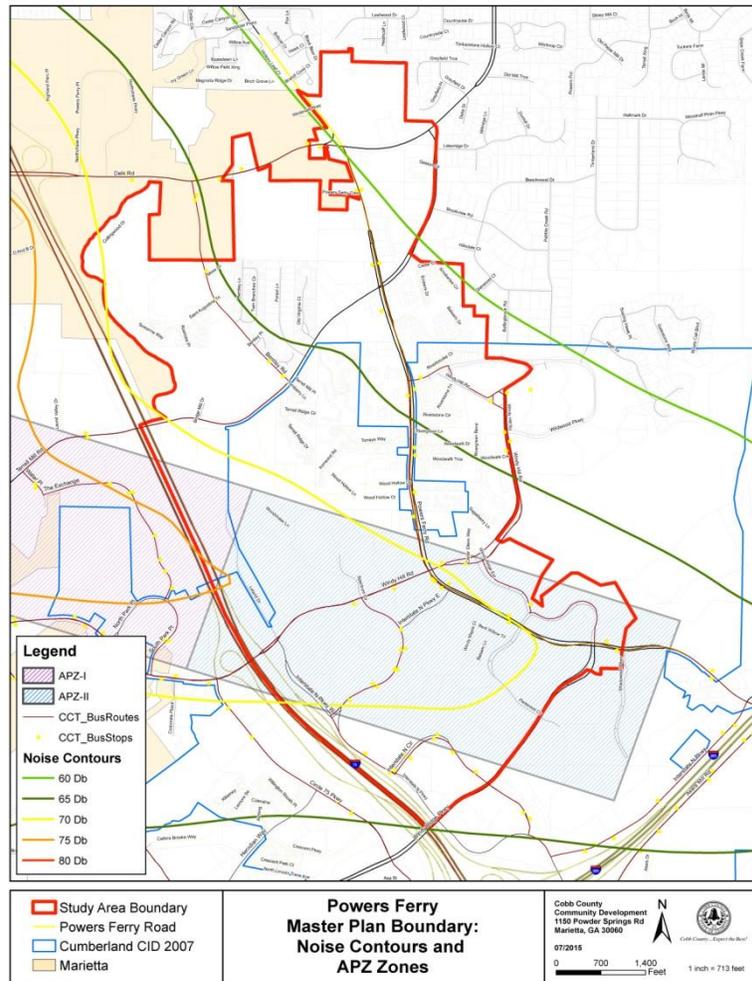
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Introduction

The Powers Ferry Master Plan area is located south central Cobb County. In March of 2010, the Board of Commissioners adopted the plan document. This initiative was created, designed and developed through technical review of data and with the community in mind, with a specific focus on improving the area’s quality of life. It includes recommended land use, transportation, economic development, open space and natural environment, and community appearance action items to make the area more accessible and more appealing for businesses, employees and residents. Cobb County staff is proactive in advancing the plan’s vision by way of review and updating the corridor trends and changes. This document serves as a five year update to the original plan study.

The study area, (Map 1) is bounded to the north by Delk Road and the City of Marietta. The southern extent stretches to Windy Ridge Parkway with the eastern boundary line strategically chosen to include uses that were not unique to the character of the Powers Ferry Road corridor and the western boundary was terminated along the obvious line of demarcation of Interstate 75. Almost three quarters of the lower end of the planning area, from approximately Terrell Mill Road south, is covered by the Cumberland Community Improvement District (CCID). The geographic area of the plan is considered the transitional area from high intense uses and density of the CCID to the suburban communities of East Cobb which is largely single family residential in nature.



Map 1 – Powers Ferry Master Plan Boundaries



The purpose of this update to the Powers Ferry Master Plan is to thoroughly review and align the plan to the study area to make sure the vision is still relevant. This update also provides an opportunity to include and address recent planning initiatives and infrastructure improvements that will affect the study area. Most importantly, this step is an opportunity for the community to remain proactive in its future development.

Background

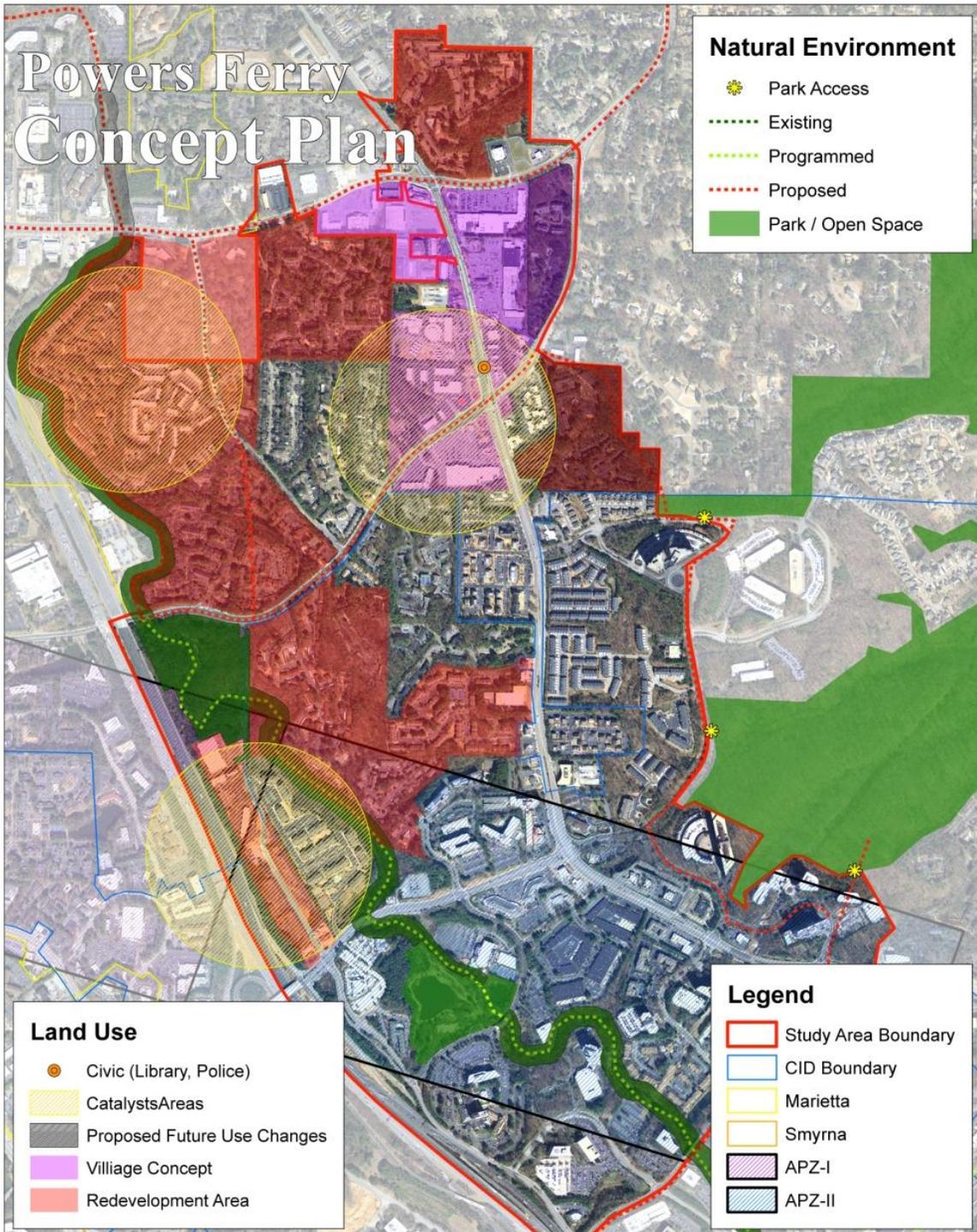
While the Powers Ferry Corridor has many advantages, such as its proximity to the Chattahoochee National Recreational Area and excellent interstate access, the corridor has seen deteriorating conditions. These issues include underutilized shopping centers an unbalanced owner to renter ratio and vacant buildings.

The primary purpose of the plan was to effect change in this suburban environment that is experiencing real and perceived deterioration by creating a single comprehensive vision of the community's desires for the future. The plan provided an educational and decision-making tool that gave citizens, property owners, developers, and adjacent communities a clear indication of what is expected in the future for the part of the Powers Ferry Corridor. The following objectives directed the development of the master plan.

- Ensure future development/redevelopment is guided by a community vision.
- Improve quality of life for residents, businesses, & visitors.
- Enhance stability to economic development efforts.
- Coordinate public improvements and private developments.
- Serve as a decision-making tool.

Plan Recommendations

The Powers Ferry Road area strives to continue to attract residential, commercial and office growth based on its access and location to job centers, regional attractions and recreational facilities. The Powers Ferry Master Plan is not intended to specifically predict or dictate future development but provide a guiding vision for future growth by offering recommendations based on statistical facts, public involvement and an implementation strategy intended to provide direction in accomplishing the goals set forth by the Plan. As a visual representation of the shared vision a Concept Master Plan Map (Map 2) was created in the original plan to identify some of the land use and transportation elements included in the recommendations section.



Map 2 - 2010 Powers Ferry Concept Plan



Original Recommendations

Land Use

- Amend 2030 Comprehensive Plan and Future Land Use Map to reflect the Powers Ferry Master Plan
- Establish a modified Redevelopment Overlay District that encompasses the Redevelopment Area and Village Center as proposed on the Conceptual Master Plan Map
- Consider implementing Formed Based Coding to help accomplish economic flexibility and sustainable development
- Ensure an appropriate mix of owner-occupied and rental occupied housing and investigate opportunities for workforce and senior housing.
- Ensure the preservation of trees and other natural areas for residential redevelopment projects and include civic or community facilities within Village Center with strong considerations for libraries and police sub-precinct as needed.

Transportation

- Consider the Leland Drive extension as a high priority project during the next SPLOST initiative
- Realign Bentley Road with Leland Drive once the extension is complete
- Conduct access management plan along Powers Ferry Road between Delk Road and Terrell Mill and Delk Road from I-75 to Powers Ferry
- Reevaluate the Transit system through the area and coordinate with CCID on future circulator service
- Investigate and prioritize opportunities for bike lanes and paths through out the master plan area and ensure the routes tie into future trail network and CNRA
- Consider this area as part of the Safe Routes to School Program



- Close sidewalk gaps and upgrade existing out-of-date sidewalk facilities. Conduct pedestrian intersection improvements along Powers Ferry at Terrell Mill and Delk Road consistent with the CID improvement.
- Continue to actively pursue funding and construction of the already planned improvement projects within the CTP
- Investigate funding to extend the Rottenwood Creek Trail beyond Terrell Mill and the rest of the trail network throughout the area.
- Amend a small section of the Multi-Purpose trail network along Powers Ferry Road

Economic Development

- Include ROD into the inventory of Redevelopment Sites
- Identify the Village Center area in the Commercial & Industrial Property Rehabilitation Incentive Program
- Explore Tax Allocation Districts
- Create database of undeveloped and underdeveloped lands for marketing purposes
- Offer resources to assist community marketing organizations

Open Space & Natural Environment

- Create park access “gateways” to the CNRA at Wildwood Parkway, Windy Hill Road and Windy Ridge Parkway
- During the plan review process or rezoning process facilitate the creation of pocket parks, natural outdoor plazas within Village Center
- Investigate funding for a feasibility study regarding expansion of Terrell Mill Park
- Explore public-private partnership for access and use of open space along Interstate North Parkway and Rottenwood Creek



Community Appearance

- Create streetscape plan consistent with the standards set by the CCID for Powers Ferry Road and include the landscaping standards for surface parking lots.
- Ensure private developments provide the appropriate treatments, materials and facade
- Work with community based organizations to improve and encourage litter control and beautification projects
- Explore funding options and seek alternative approaches to accomplishing the placement of utilities underground
- Continue to ensure nonconforming signs are in compliance with current standards as properties are redeveloped and investigate reducing the number of public signs by eliminating or consolidating unnecessary one as allowed by code.
- Encourage the incorporation of public art in both public and private sector developments



Implementation Progress Report

The following section focuses on the Small Area Action Plan Items. This action plan provides information on the implementation progress of the Powers Ferry Master Plan recommendations and implementation strategy to date. It outlines the status of each item (completed, ongoing, in progress, postponed and not viable) and categorizes items by the responsible departments including Transportation, Community Development, Economic Development and Parks, Recreation and Cultural Affairs. See Table 1 for a comprehensive list on the status of various initiatives from the last 5 years.

Completed Actions

The following are completed or ongoing actions since the 2010 adoption of the Powers Ferry Master Plan:

Transportation

- Alter proposed trail route off of Powers Ferry Rd between Wildwood Pkwy and Terrell Mill Rd to instead go into natural area between Terrell Mill Estates, Valencia Hills and Chimney Trace subdivisions.

Community Development

- Amend future land uses per final Powers Ferry Master Plan.
- Establish text within Comp Plan encouraging sustainable mixed-uses including residential, commercial, and office uses within the Village Center and catalyst sites.
- Establish text within the Comp Plan encouraging rehabilitation and redevelopment of multi-family areas within Redevelopment Areas.
- Establish text defining catalyst sites within the study area.
- Include the Powers Ferry ROD into the Redevelopment Sites inventory.
- Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation on Cobb County owned property on Terrell Mill Road at I-75 (refer to master plan map for precise location).
- Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation along the 50 foot undisturbed buffer and 100 year floodplain associated with Rottenwood Creek (refer to master plan map for precise location).

Economic Development

- Create database of undeveloped/underdeveloped lands for Economic Development marketing.
- Support a strong business retention program.



- Through the Economic Development website promote educational resources to assist developing skills for starting and maintaining small businesses within Cobb.

Actions Not Accomplished

For a detailed list of actions not accomplished, postponed and or not viable to the plan see Table 1. In summary, four (4) out of eighteen (18) transportation initiatives have been postponed and one (1) is no longer viable. Most of these items are ongoing and being coordinated. The community development initiatives are sixty percent (60%) completed with three (3) out of seventeen (17) items postponed and one (1) not viable. All but two (2) out of ten (10) economic development initiatives have been postponed and two (2) are no longer viable.

Finally, all the parks, recreation and cultural affairs initiatives have been postponed.



Table 1 - Powers Ferry Master Plan-Small Area Action Plan

Department of Transportation		
Description	Type of Improvement	Status
Include the Leland Dr Extension as a high-priority project on the next SPLOST or any other transportation funding initiative	New Roadway	Postponed
Realign Bentley Rd with Leland Dr upon completion of the Leland Dr Extension	Safety/Operational Improvements	Postponed
Community-wide street grid network (to be considered through new development/redevelopment and coordinated w/ adjacent future uses	New Roadways	Ongoing
Re-evaluate transit routes and consider expanding service; Coordinate w/ CCID on future circulator services within the Cumberland/Galleria area	Transit	In-progress (study for proposed circulator service serving Cumberland area is underway); Connect Cobb EA studies.
Investigate opportunities for bike lanes throughout the study area; Ensure that they tie into the future trail network and CNRA park access points as appropriate per the Complete Streets Policy	Bicycle/Pedestrian	In progress
Alter proposed trail route off of Powers Ferry Rd between Wildwood Pkwy and Terrell Mill Rd to instead go into natural area between Terrell Mill Estates, Valencia Hills and Chimney Trace subdivisions	Multi-Use Trail	Trail map edited 2013 to reflect this change.
Coordinate w/ City of Marietta to conduct an access management plan along Powers Ferry Rd between Terrell Mill and Delk Rd, from I-75 to Powers Ferry Rd	Safety/Operational Improvements	Postponed
Participate in the Safe Routes to School (SRTS) program to improve safety and transportation operations	Pedestrian	Ongoing
Add sidewalk gap closure to sidewalk project list	Pedestrian	Ongoing
Improve existing sidewalk facilities where needed	Pedestrian	Ongoing
Develop street design standards for roadway classifications within the Powers Ferry Study area	Roadway Operations	Postponed
Collaborate w/ CCID on the Powers Ferry Rd/Windy Hill Rd streetscape design process	Roadway Operations	Ongoing; engineering underway (CCID1045)
Develop streetscape elements for intersections of Powers Ferry Rd at Terrill Mill Rd and Delk Rd consistent w/ design elements from the Powers Ferry Rd/Windy Hill Rd streetscape improvements conducted by CCID	Intersection Improvements	Ongoing
Investigate funding for trail extension to Rottenwood Creek beyond Terrell Mill Rd	Multi-Use Trail	Ongoing
Investigated funding for proposed trail network throughout the Powers Ferry Study area	Multi-Use Trail	Ongoing
Include proposed bike lanes and trails into the prioritization of the Bicycle and Pedestrian Improvement Plan	Bicycle/Pedestrian and Multi-Use Trail	Not viable (BPIP did not include prioritized project list)
Continue active pursuit of funding for and construction of already planned operational improvement projects within the Powers Ferry Study area per the Cobb CTP	Roadway Operations	Ongoing
Investigate reducing the number of public signs by eliminating or consolidating unnecessary ones as allowed by code	Traffic Operations	Ongoing



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Community Development		
Description	Type of Improvement	Status
Amend future land uses per final Powers Ferry Master Plan	Growth management	Complete
Establish text within Comp Plan encouraging sustainable mixed-uses including residential, commercial, and office uses within the Village Center and catalyst sites.	Growth management	Complete
Establish text within the Comp Plan encouraging rehabilitation and redevelopment of multi-family areas within Redevelopment Areas	Growth management	Complete
Establish text defining catalyst sites within the study area.	Growth management	Complete
Encourage "Green" building design	Growth management	Ongoing
Establish Redevelopment Overlay District (ROD):	Growth management	Code was drafted, but was not supported for adoption.
Implement Form Based Coding for private and public development to create sustainable redevelopment of the Powers Ferry Study area	Growth management	Not a viable project - Project should be removed from the list, this is not a necessary action. (6/2013)
Ensure an appropriate mix of owner-occupied and renter occupied housing as part redevelopment projects	Housing	Ongoing
Investigate opportunities for workforce and senior housing as part of redevelopment projects	Housing	Ongoing
Incorporate Crime Prevention through Environmental Design (CPTED)	Safety	Postponed
Review zoning code to find opportunities to encourage redevelopment through density bonuses, permit fee waivers or any other incentives for apartment/townhome conversions	Environmental	Postponed
Ensure the preservation of trees and other natural areas for residential redevelopment projects within the multi-family redevelopment areas.	Environmental	Ongoing
Include civic and/or community facilities as needed within Village Center with strong considerations for libraries, police precinct or Park & Recreation facility	Facilities	Postponed due to funding.
Include the Powers Ferry ROD into the Redevelopment Sites inventory	Economic Development	Complete
Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation on Cobb County owned property on Terrell Mill Road at I-75 (refer to master plan map for precise location)	Environmental	Complete
Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation along the 50 foot undisturbed buffer and 100 year floodplain associated with Rottenwood Creek (refer to master plan map for precise location)	Environmental	Complete
During the plan review process facilitate the creation of pocket parks within the Village Center	Growth management	In progress



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Economic Development		
Description	Type of Improvement	Status
Establish Commercial Revitalization Zone for Village area	Redevelopment	Complete
Designate overlay district as a "Recovery Zone" to be eligible of Recovery Zone Bonds to stimulate economic recovery in the Powers Ferry area	Redevelopment	Not a viable project - Project should be removed from the list of study programs no longer available through federal agencies. (6/2013)
Explore Tax Allocation Districts (TAD) to assist with redevelopment efforts within the Powers Ferry study area	Redevelopment	Postponed
Investigate Recovery Zone Bonds for parts of the Powers Ferry Corridor	Redevelopment	Not a viable project - Project should be removed from the list of study programs no longer available through federal agencies. (6/2013)
Create database of undeveloped/underdeveloped lands for Economic Development marketing	Redevelopment	Complete - through Undeveloped Land Inventory and Redevelopment Inventory. Updates occur on these two deliverables 2x per year.
Encourage office development within Village center to create more of complete mix use center	Economic Development	Ongoing
Support a strong business retention program	Economic Development	Complete
Through the Economic Development website promote educational resources to assist developing skills for starting and maintaining small businesses within Cobb	Economic Development	Complete
Utilize county resources to support local community marketing organizations along Powers Ferry Road	Economic Development	Postponed
Maintain a proactive approach to filling vacant office and retail space	Economic Development	Ongoing

Park, Recreation and Public Affairs		
Description	Type of Improvement	Status
Acquire property or property easements and appropriate permits to construct Park Access entryways to the Chattahoochee National Recreation Area (refer to master plan for general locations)	Recreation	Postponed
Investigate funding for a feasibility study regarding expansion of Terrell Mill Park	Facilities	Postponed
Explore public-private partnership for access and use of open space along Interstate North Parkway and Rottenwood Creek within the Interstate North Office Park	Recreation	Postponed



Existing Conditions Update

Population

Updated population numbers were taken from the Transportation Analysis Zone (TAZ) forecasts. The zones (716, 745, 748, 766, 758) that cover the study also cover areas outside the study boundaries. For 2015, the study area has a population of 22,473. The population is projected to be 28,680 in 2040.

Employment

Updated employment numbers were also taken from the TAZ forecasts. Employment in 2015 is at 21,384 and is forecasted to be 25,445 in 2040.

Tenure

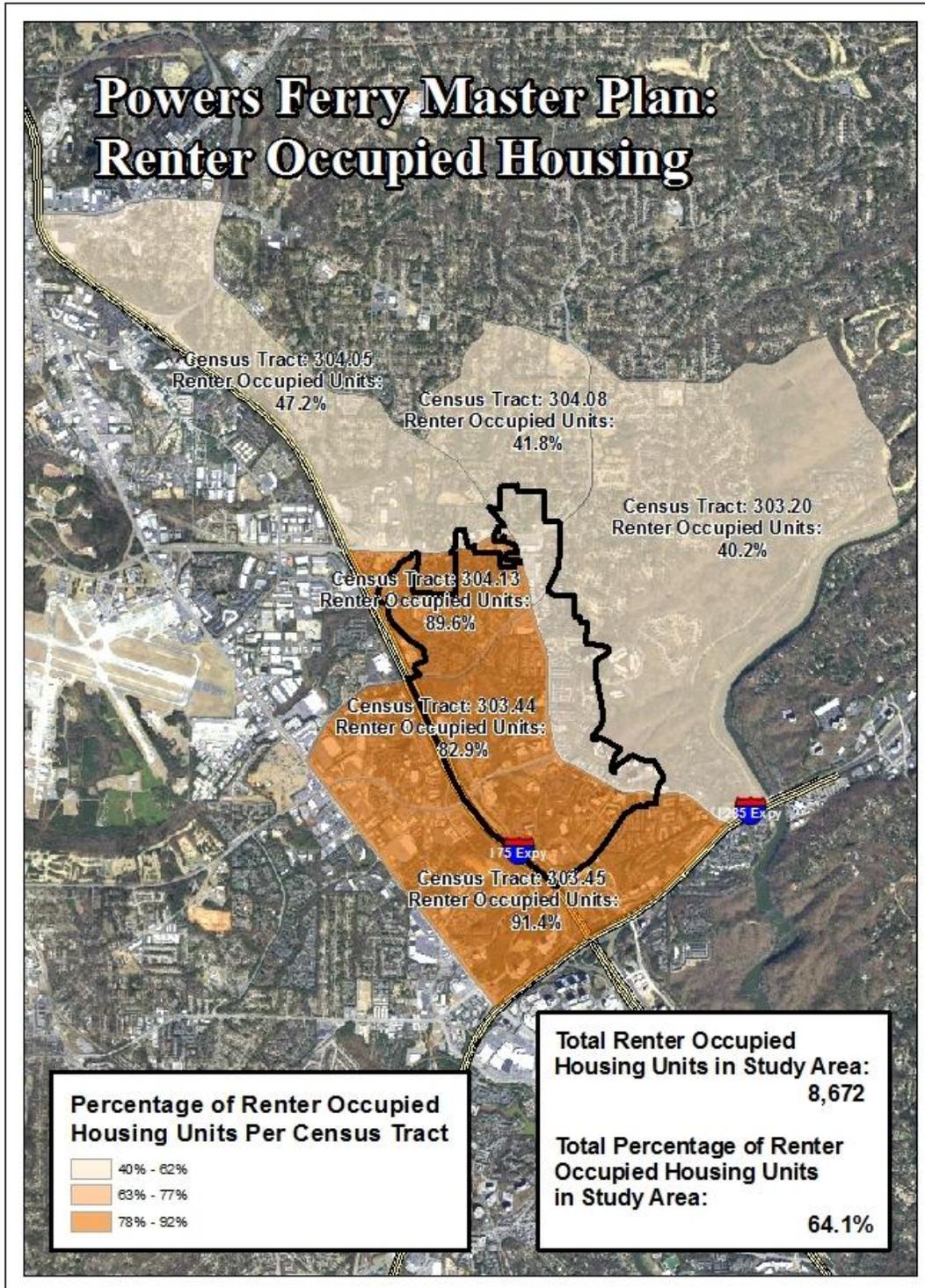
In the original Powers Ferry Master Plan, the 2000 census demonstrated an unbalanced ratio between owner-occupied and renter-occupied housing units within the five census tracts that overlapped the study area. New data was obtained from the 2010 American Community Survey for the six census tracts (303.20, 303.44, 303.45, 304.05, 304.08, and 304.13) that now touch the study area. The purpose of the updated data is to determine if any changes had occurred within the study area. See Table 2 below and Map 3 on the following page.

Table 2 – Powers Ferry Tenure

	Powers Ferry Study Area		Cobb County	
Total Occupied Units	13,521		256,741	
Owner-Occupied	4,849	35.86%	178,606	69.57%
Renter-Occupied	8,672	64.14%	78,135	30.43%

Source: 2010 American Community Survey

The 2010 data indicates that little change regarding the balance between owner-occupied and renter-occupied has occurred, especially when compared to Cobb County as a whole. While the study area had 64.14% renter-occupied units, Cobb County had 30.43% renter-occupied units. In 2000, the study area had 66% renter-occupied units and Cobb County had 32%.



Map 3 – Renter Occupied Housing Units

New Development and Infrastructure Project Report

Dobbins Air Reserve Base (ARB) Joint Land Use Study

The Dobbins Air Reserve Base Joint Land Use Study, a major planning initiative which impacts the study area, was completed in the first quarter of 2015. A Joint Land Use Study (JLUS) is a cooperative land use planning effort conducted as a joint venture between an active military installation, surrounding cities and counties, state and federal agencies, and other affected stakeholders.

The Dobbins Air Reserve Base (ARB) JLUS was an 10-month study funded through a grant from the Department of Defense (DOD) Office of Economic Adjustment (OEA) and contributions by the local sponsors - Cobb County and the cities of Marietta and Smyrna. The final reports were presented to the Cobb County Board of Commissioners and formally adopted on February 24, 2015.

Study Area

Dobbins ARB is located in Metropolitan Atlanta, approximately 20 miles northwest of the City of Atlanta, in Cobb County, Georgia. The base occupies over 1,600 acres of land adjacent to the cities of Marietta and Smyrna. The jurisdictions surrounding Dobbins ARB that participated as partners in this JLUS include Cobb County and the cities of Marietta and Smyrna. For the purpose of this study and because of proximity, compatible missions, and shared use of the airfield at Dobbins ARB, this JLUS includes the Georgia National Guard and Lockheed Aeronautical Plant #6 when referring to Dobbins ARB.

The Dobbins ARB JLUS Study Area encompasses all land near Dobbins ARB that may impact current and future military operations or be impacted by military operations. The study area's eastern boundary line along Cobb Parkway is less than one (1) mile from the western boundary of the Powers Ferry Master Plan. Due to this proximity to the Dobbins ARB, the Powers Ferry Master Plan boundary is within range military flight missions.

The map below, Map 4, shows the Dobbins ARB associated mission footprint tangible and intangible elements (elements that exist within space with or without being seen or heard) and their proximity to the Powers Ferry Master Plan. An example of an intangible element is the flight path taken by an aircraft. A person can see a plane in the sky and see it moving, but cannot necessarily see the path it has taken or see where it will continue. The mission foot print is often not contained within the confines of the military installation; noise for example, does not stop at the fence line. The mission footprint can potentially affect areas adjacent to or near the installation. Conversely, activities occurring in communities near or adjacent to a military installation can



potentially affect the mission footprint. This close proximity to the ARB indicates a need for public awareness of current and future land use compatibility impacts for both the base and the Powers Ferry Master Plan Study Area.

The following is a list of all elements in the mission footprint that overlaps the Powers Ferry Master plan. Detailed descriptions and additional information of each element can be viewed in the Joint Land Use Study document section, “Local Footprint Elements Relevant to Dobbins Air Reserve Base Operation.”

Airfield Safety Zones

The Department of Defense has defined several areas where aircraft accidents are more likely to occur. These areas are known as airfield safety zones and are typically rectangular areas approximately 3,000 feet wide and 15,000 feet long located at the ends of the military airfield runways.

Accident Potential Zone I

It is 3,000 feet wide and extends for a length of 5,000 feet. There is a reduced potential for accidents in this area so some development is recommended, but is limited to specific types of development with low occupancy level.

Accident Potential Zone II

Is the area that starts at the end of APZ I. It is 3,000 feet wide and extends for a length of 7,000 feet. Recommended development is still restricted, but APZ II standards are less restrictive than APZ I. Map 3 shows the southern area of the master plan comprising majority of APZ II.

Airfield Noise Contours

Aircraft noise is the most common intrusive factors associated with airfield operations. Generally, aircraft approaching and departing an airfield generate the greatest engine thrust and proximity. Residential uses under aircraft approach and departure corridors are most likely to consider the noise associated with aircraft operations to be an annoyance.

The noise contours associated with Dobbins ARB flight activities extend out from Dobbins ARB in a general east-west direction conforming to the runway orientation.

The noise contours overlapping the Powers Ferry Master Plan include 65, 70 and 75 decibel (dBA) day-night level (DNL) contour.



Airfield Imaginary Surface

To further reduce the potential for accidents surrounding an airfield, a series of imaginary surfaces have been identified around the perimeter of the entire airfield to identify acceptable height limits. When structures like communication towers or objects like trees exceed this acceptable height limit, they are called vertical obstructions. The areas overlapping the master plan includes the Inner Horizontal Surface, Conical Surface, Approach/ Departure Surface (glide angle) and Transitional Surface. The airfield imaginary surfaces cover an extensive area; the JLUS study area for Dobbins ARB was specifically sized to fit this footprint.

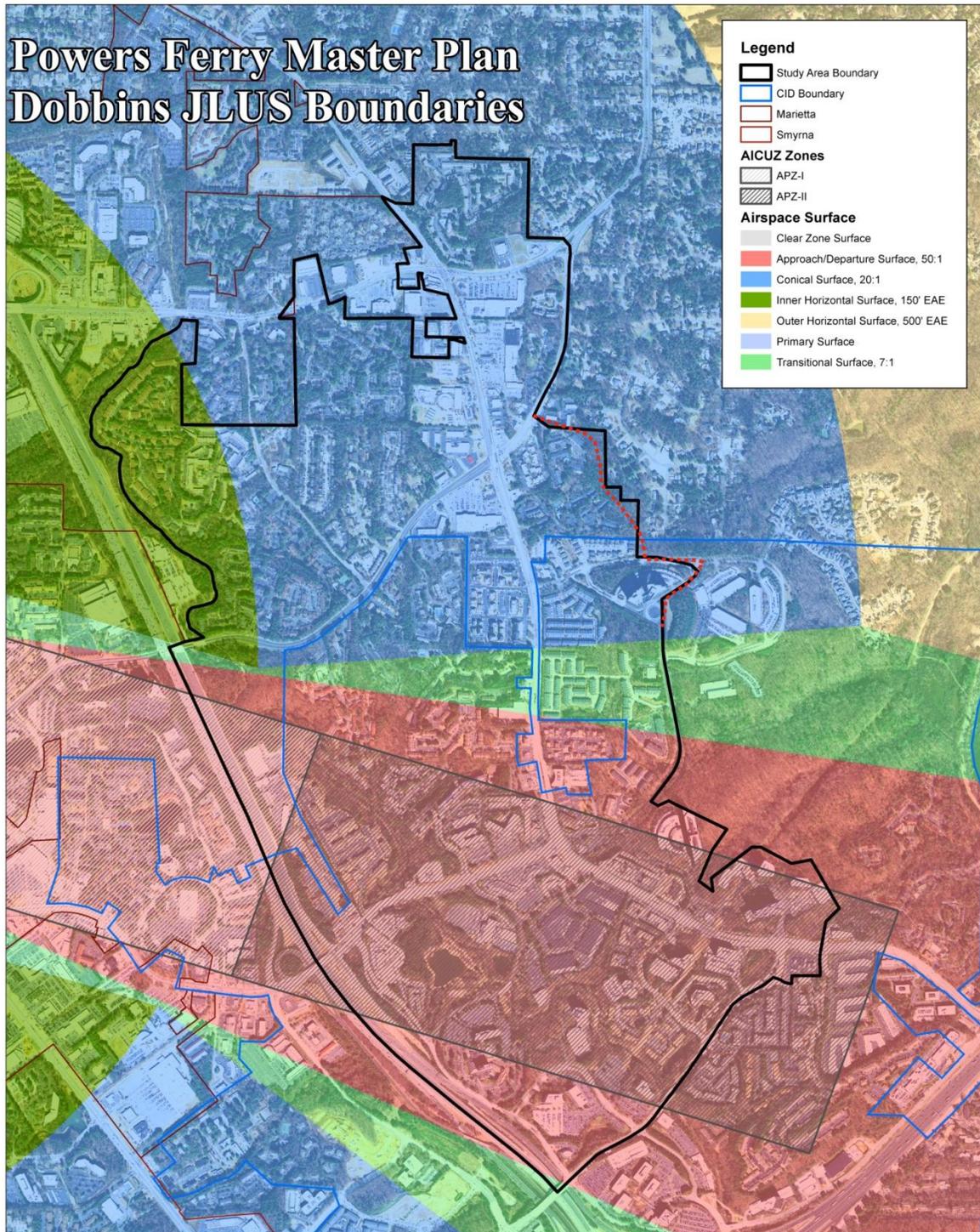
Bird/ Wildlife Air Strike Hazard

Birds and wildlife can represent a significant hazard to military training and flight operations. Certain types of land uses attract birds and wildlife such as standing water and grasslands. While there have been an insignificant number of fatalities associated with bird/ wildlife air strike hazards (BASH) in the past 30 years, the concern associated with BASH is the significant amount of damage a BASH incident can cost the federal government.

Joint Land Use Goal

To further protect the mission of military installations and the health of economies and industries that rely on them, encroachment must be addressed through collaboration and joint planning between installations and local communities. This Joint Land Use Study attempts to facilitate the mitigation of future issues and improve coordination between the local communities and the Dobbins Air Reserve Base (ARB). The activities or actions of one entity can impose unintended negative impacts upon another because so many resources are shared. The creation of incompatible issues produces a threat to military readiness which is currently one of the military's greatest concerns. This study also seeks to protect the public health, safety and welfare.

Recognizing the close relationship that should exist between installations and adjacent communities, the Department of Defence Office of Economic Adjustment implemented the JLUS program to mitigate existing and future conflicts and enhance communication and coordination among all affected stakeholders. This program aims to preserve the viability of local communities while protecting current and future operational and training missions at Dobbins ARB



Map 4 – Dobbins Mission Footprint overlapping Powers Ferry Master Plan



Public Outreach

The JLUS process was designed to create a locally relevant document reflecting consensus and support from the stakeholders involved. The development of the Dobbins ARB JLUS was guided by two committees; the Policy Committee (PC) and the Advisory Committee (AC). The committees were comprised of personnel from participating county and city governments, Dobbins ARB, Federal and state agencies and representatives of other organizations, such as business and industry groups.

In addition to the PC and AC meetings, a total of three public meetings were held. The first two meetings included a traditional presentation and a facilitated activity providing “hands on” interactive opportunity for the public.

The first workshop activity invited and encouraged attendees to share their input on potential JLUS issues. A user-friendly fact sheet was distributed at this workshop (a copy is available on the study website). Participants also provided input through an interactive electronic survey that allowed for immediate tabulation of results. During the second workshop, the public was provided information regarding the review of compatibility issues, preliminary findings, and conflict resolution strategies. The interactive activity allowed attendees to provide input on prioritizing issues.

The final meeting was an open house held on January 22, 2105, where the public was invited to review, discuss and comment on the public draft of the JLUS report and background report with the JLUS development team.

Regional Economic Impact

Dobbins ARB is a significant economic engine for the surrounding region and the largest employers in the region. The following economic data pertains to Dobbins ARB proper. In FY 13, Dobbins ARB had an estimated economic impact of \$ 282,894,745 comprising an annual payroll of \$72,814,338, contract expenditures of \$164,421,807, and job creation value of \$45,658,600. During this same period, Dobbins ARB employed 2,558 personnel and created upwards of 850 indirect jobs.

While economic data is not available for the Georgia National Guard Clay National Guard Center, the Center employs over 1,100 full time employees and the equivalent of 2,030 full time service members, civilians, and contractors who contribute to the local economy. Economic data is also not available for Lockheed Martin; however, Air Force Plant #6 employs over 7,500 personnel who contribute to the local economy. An additional 1,600 reservists from the Army, Navy, and Marine Corps also support the local economy.

Source: Dobbins Air Reserve Base / 94th Airlift Wing Economic Impact Statement Fiscal Year 2013.

Infrastructure Projects

Since the 2010 Powers Ferry Master Plan adoption, there have been several major infrastructure related projects scheduled for the surrounding area. The following is a list of Department of Transportation projects at various stages of the development process, including projects under construction and engineering/design.

Under Construction

1. Bob Callan Loop Trail Phase I at Akers Mill Road

This project is substantially complete and the final punchlist items are being accomplished. The project consists of a trail along Akers Mill Road from Cumberland Boulevard to Chattahoochee River/ Cochran Shoals National Park. Notice to proceed for construction was issued on March 25th, 2013.

2. Windy Hill Road East and West at Cobb Parkway to Powers Ferry Road

This project includes widening Windy Hill Road to 6-lanes and constructing a raised median for access management. It is coordinated with the proposed Windy Hill Road Diverging Diamond Interchange project at the Windy Hill Road at Cobb Parkway Intersection improvement. The project's notice to proceed to construction was issued in January this year with an expected completion date of March 31st, 2017. For additional information, see project website below.

http://www.cobbcounty.org/index.php?option=com_content&view=article&id=2758:windy-hill-road-projects&catid=130&Itemid=596

3. I-75 Managed Lanes – Interchange at Terrell Mill Road and Powers Ferry Road

The project includes the addition of managed lanes on I-75 from Cumberland Boulevard to Wade Green Road. Notice to proceed to construction was issued on October 6th, 2014 with a completion date of April 30th, 2018. For additional information see project website below.

<http://www.dot.ga.gov/doingbusiness/p3/projects/nwc/Pages/default.aspx>

Engineering-Design

4. Windy Hill Road at Interstate 75 Diverging Diamond Interchange (DDI)

The project includes reconfiguring the existing interchange to a DDI. It is estimated to let for construction summer of 2015 and construction to be completed by March 31, 2017.

5. Cobb Parkway at Windy Hill Road Intersection Improvements



Although the location of this project is just west of the master planned area, the impact is significant. The proposed improvements include turn lanes at the intersection. It is currently in the right-of-way phase and is scheduled to let for construction in spring of 2015.

6. Windy Hill Road-Terrell Mill Road Connector

The proposed project includes design of a new roadway from Windy Hill Road to Spectrum Circle to Terrell Mill Road at Bentley Road. The project is in the concept phase of development.

7. Cobb County Marietta Water Authority Projects

The project includes installation of a new 36-42” water main along the west side of Cobb Parkway from Franklin Road to Hargrove Road. The approximate time period for the construction is through December 2016

Opportunities and Implementation Challenges

Restaurant Row

There are areas within the study boundary that provide a great opportunity for redevelopment. The first area that has visibly impacted the corridor and produced a prolonged void over time, is the high vacancy rate along “Restaurant Row”. Recent concerns have been voiced as to its potential future use. This was one of the high priority issues identified during the public participation process.

Brumby Elementary relocation

The Brumby Elementary School located in the Power Ferry Road corridor is slated for relocation on a 35-acre site on Terrell Mill Road between the Delk Road and Paper Mill Road intersections. This relocation will leave the current Brumby site as a significant opportunity for redevelopment along the Powers Ferry corridor. In the original Powers Ferry Master Plan, Brumby Elementary was part of an identified catalyst area that could spur additional needed development/redevelopment around the Powers Ferry Road and Terrell Mill Road intersection.

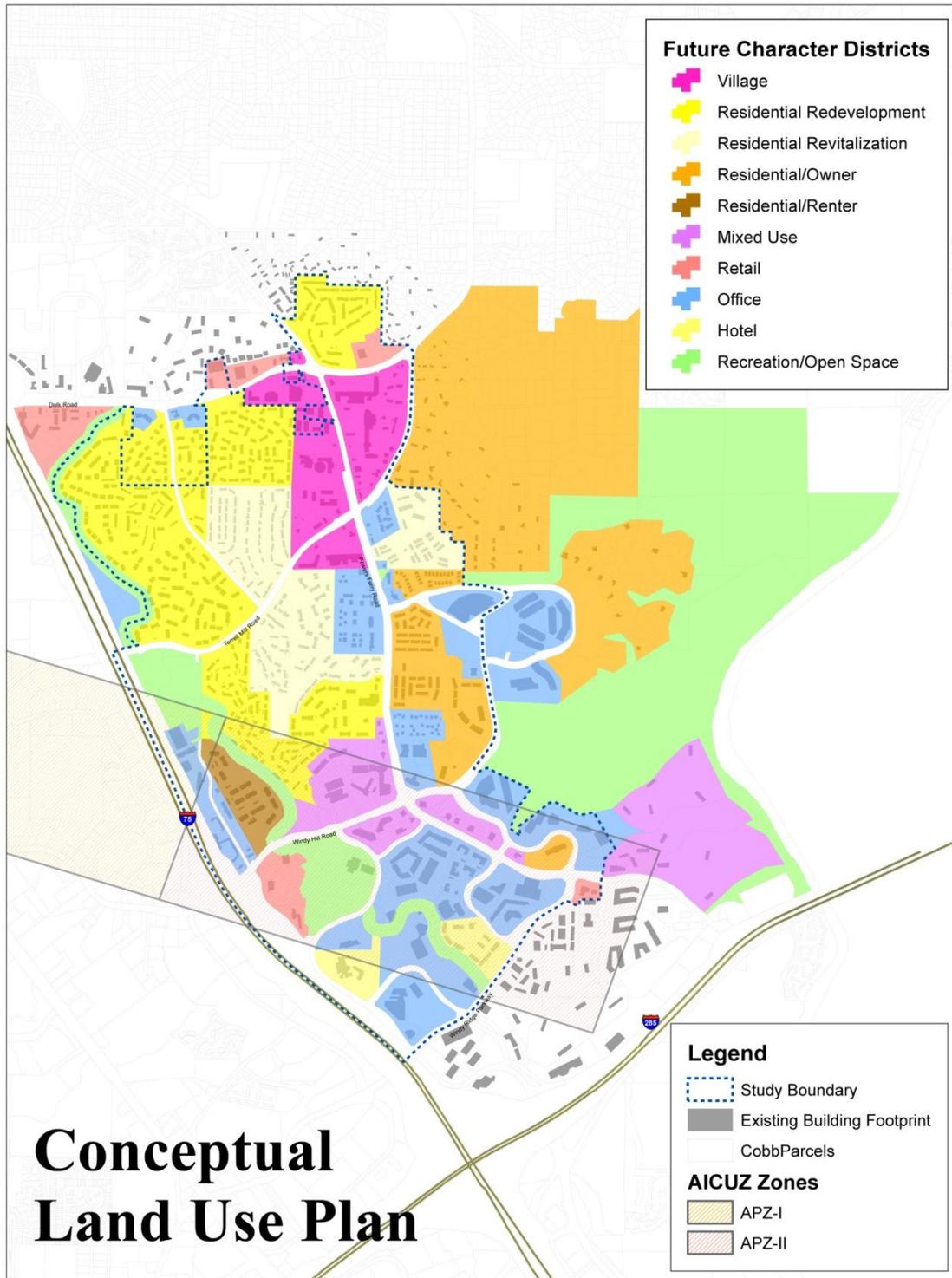
SunTrust Park

The Atlanta Braves’ new 41,500 seats stadium and walkable urban development currently under construction will offer approximately 600 upscale residences, a 250-room hotel and office space. This location will provide an opportunity for more development of the immediate surrounding area. There is a great potential of transforming the area with spin off quality residential and retail.



Funding

Transportation funding difficulties at state and federal level also impedes many necessary transportation related projects. If funding is available for projects these are usually the areas in which greatest positive impacts are readily materialized. In addition to transportation funding difficulties, a lack of dedicated funding source for parks projects delays needed and identified plan implementation items.



Map 5 – Powers Ferry Concept Land Use Plan

Public Participation Process

Cobb County Community Development staff facilitated a public meeting at the Brumby Elementary School on May 11, 2015. The meeting informed the community of the update process and solicited comments used to develop additional implementation strategies. This meeting provided another opportunity for public input on all aspects of the plan including the previously recommended community vision, goals, policies, and conceptual master plan map.



A presentation was given describing the Powers Ferry Master Plan, explained the reason for the update, and outlined the plans accomplishments and area projects. The meeting concluded with a SWOT analysis which involved generating and assessing the community's Strength, Weaknesses, Opportunities and Threats. The second part of the meeting included a dot prioritizing exercise, where issues reflecting the most dots were of higher priority compared to those with less. There were approximately 90 participants that focused on the presentation and walked the room viewing displays and maps.

The SWOT analysis conducted during the public meeting identified the following top five priority items:

- 1) Balancing home ownership to renters
- 2) Traffic due to congestion on Powers Ferry Road and area construction
- 3) Need for more retail and restaurants
- 4) Redevelopment of "restaurant row" in family friendly theme
- 5) Future Suntrust Park noise and traffic

The following tables indicate the results of the SWOT Analysis and prioritizing dot exercise. Due to the large public showing there were three break-out groups in total.



A second public meeting was held on August 18, 2015 at the Boy Scouts of America Atlanta Area Council. Approximately 90 people attended the open house. Boundary maps and new recommendations were displayed for attendees to review. Staff was present to answer questions and interact with the public. Boards were provided so that the public could provide additional comments.



GROUP 1			
Strengths	Weaknesses	Opportunities	Threats
Planning	Pass Through Corridor	No personality, charm or center●●	Density increase
Access and Trails●●	Lack of restaurants●		Traffic
Green space●	Difficulty in mobility around CVS pharmacy		Low occupancy rate in commercial spaces
Walkability	No Google Fiber●		Commercial prices
Community Involvement●	Am / PM peak traffic●		Traffic from Suntrust Stadium●●●
Access to regional transportation	High ratio of renters to owners●		Lack of street lighting north of Delk Road creating unsafe conditions for existing high density and high pedestrian activity ●●●●
Not typical suburban area	Needs higher density to attract more restaurants		



GROUP 3			
Strengths	Weaknesses	Opportunities	Threats
Location●●●	Suntrust Stadium Traffic●	Retail	Location of Suntrust Stadium●●●
Single Family Housing●	Lack of retail and restaurants●●●●●●●●	Redevelopment of Shrines School property	Traffic due to congestion and construction●●●●●●●●
Green space/ Cohesiveness to office park (Wildwood)●	Decrease in sense of community as commercialism increases	Needs a Trader Joes●	Increased taxes (good-county, negative-residents)●
Multiple ways to get places	Congestion increased on Powers Ferry Road●●●●	Needs a Lowes●	Transient Community highly impacts education quality●●●
Tax incentives for retirees	Shriner School property is vacant		Increased Crime●●
Green space/ Cohesiveness to office park (Wildwood)●	Traffic at Terrell Road- Concern for increase in traffic with proposed /planned projects●●●		Property Value decreased for properties within the study area (Imminent Domain)●
Park	Connectivity		Multi-family●●
Good mix of uses	Daily traffic		
Convenient shopping and dining	Multifamily residential		
Diversity of population	Crime		
Park	Schools		



Table 3 - Implementation Plan with Updated Small Area Action Plan

Items in blue indicate new actions for the Powers Ferry Master Plan Five-Year Update.

Department of Transportation		
Description	Type of Improvement	Status
Investigate opportunities to relieve traffic congestion and maintain/improve LOS of Powers Ferry Road	Safety/Operational Improvements	Ongoing
Coordinate with DOT to manage traffic impacts of SunTrust Park	Safety/Operational Improvements	Ongoing
Community leaders to start the petition process as required by county code for a new Street Light District	Community	Ongoing
Investigate pedestrian safety improvements on Powers Ferry Road	Safety/Operational Improvements	Ongoing
Design and construct the Windy Hill – Terrell Mill Road connector	Safety/Operational Improvements	(get with DOT on timing)
Community-wide street grid network (to be considered through new development/redevelopment and coordinated w/ adjacent future uses)	New Roadways	Ongoing
Re-evaluate transit routes and consider expanding service; Coordinate w/ CCID on future circulator services within the Cumberland/Galleria area	Transit	In-progress (study for proposed circulator service serving Cumberland area is underway); Connect Cobb EA studies.
Investigate opportunities for bike lanes throughout the study area; Ensure that they tie into the future trail network and CNRA park access points as appropriate per the Complete Streets Policy	Bicycle/Pedestrian	In progress
Coordinate w/ City of Marietta to conduct an access management plan along Powers Ferry Rd between Terrell Mill and Delk Rd, from I-75 to Powers Ferry Rd	Safety/Operational Improvements	Postponed
Add sidewalk gap closure to sidewalk project list	Pedestrian	Ongoing
Improve existing sidewalk facilities where needed	Pedestrian	Ongoing
Develop street design standards for roadway classifications within the Powers Ferry Study area	Roadway Operations	Postponed
Collaborate w/ CCID on the Powers Ferry Rd/Windy Hill Rd streetscape design process	Roadway Operations	Ongoing; engineering underway (CCID1045)
Develop streetscape elements for intersections of Powers Ferry Rd at Terrill Mill Rd and Delk Rd consistent w/ design elements from the Powers Ferry Rd/Windy Hill Rd streetscape improvements conducted by CCID	Intersection Improvements	Ongoing
Investigate funding for trail extension to Rottenwood Creek beyond Terrell Mill Rd	Multi-Use Trail	Ongoing
Investigated funding for proposed trail network throughout the Powers Ferry Study area	Multi-Use Trail	Ongoing
Continue active pursuit of funding for and construction of already planned operational improvement projects within the Powers Ferry Study area per the Cobb CTP	Roadway Operations	Ongoing



*Powers Ferry Master Plan
Five-Year Update*

Community Development		
Description	Type of Improvement	Status
Encourage a balance mix of housing and explore opportunities for increased home ownership in area	Growth management	Ongoing
Integrate Powers Ferry Master Plan 5 Year Update and Dobbins JLUS into the 10 year Comprehensive Plan	Growth management	Ongoing
Update the Dobbins AICUZ Map to incorporate the Powers Ferry Master Plan boundary	Growth management	Ongoing
Utilize Powers Ferry Road to connect Wildwood to the Core CID. This can be achieved through a comprehensive Street Light Banner District along Powers Ferry Road and Windy Hill Road.	Growth management	Ongoing
Encourage the development/redevelopment for new retail and restaurants	Growth management	Ongoing
Encourage "Green" building design	Growth management	Ongoing
Ensure an appropriate mix of owner-occupied and renter occupied housing as part redevelopment projects	Housing	Ongoing
Investigate opportunities for workforce and senior housing as part of redevelopment projects	Housing	Ongoing
Incorporate Crime Prevention through Environmental Design (CPTED)	Safety	Postponed
Review zoning code to find opportunities to encourage redevelopment through density bonuses, permit fee waivers or any other incentives for apartment/townhome conversions	Environmental	Postponed
Ensure the preservation of trees and other natural areas for residential redevelopment projects within the multi-family redevelopment areas.	Environmental	Ongoing
Include civic and/or community facilities as needed within Village Center with strong considerations for libraries, police precinct or Park & Recreation facility	Facilities	Postponed due to funding.
During the plan review process facilitate the creation of pocket parks within the Village Center	Growth management	In progress



Economic Development		
Description	Type of Improvement	Status
Investigate funding for a corridor branding and street signage campaign	Redevelopment	Ongoing
Collaborate with the development community to transform "Restaurant Row" into a destination mixed use development and attract new retail and upscale dining.	Redevelopment	Ongoing
Coordinate with the CCID to beautify the corridor and create a pedestrian street light banner district to establish community character	Redevelopment	Ongoing
Explore Tax Allocation Districts (TAD) to assist with redevelopment efforts within the Powers Ferry study area	Redevelopment	Postponed
Encourage office development within Village center to create more of complete mix use center	Economic Development	Ongoing
Utilize county resources to support local community marketing organizations along Powers Ferry Road	Economic Development	Postponed
Maintain a proactive approach to filling vacant office and retail space	Economic Development	Ongoing

Park, Recreation and Public Affairs		
Description	Type of Improvement	Status
Investigate opportunities for better parking access to parks and trails in the area	Facilities	Ongoing
Acquire property or property easements and appropriate permits to construct Park Access entryways to the Chattahoochee National Recreation Area (refer to master plan for general locations)	Recreation	Postponed
Investigate funding for a feasibility study regarding expansion of Terrell Mill Park	Facilities	Postponed
Explore public-private partnership for access and use of open space along Interstate North Parkway and Rottenwood Creek within the Interstate North Office Park	Recreation	Postponed