

# Johnson Ferry Urban Design

**Existing Condition**

**Phase One**

**Community Development Agency  
Planning Division**



*Cobb County...Expect the Best!*

# ● What is Urban Design

Johnson Ferry Urban Design  
Phase One

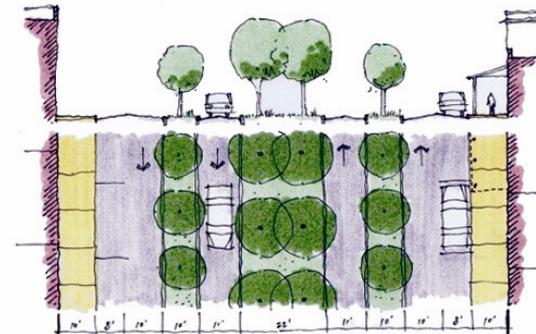
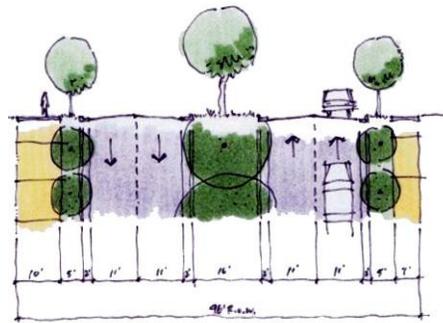
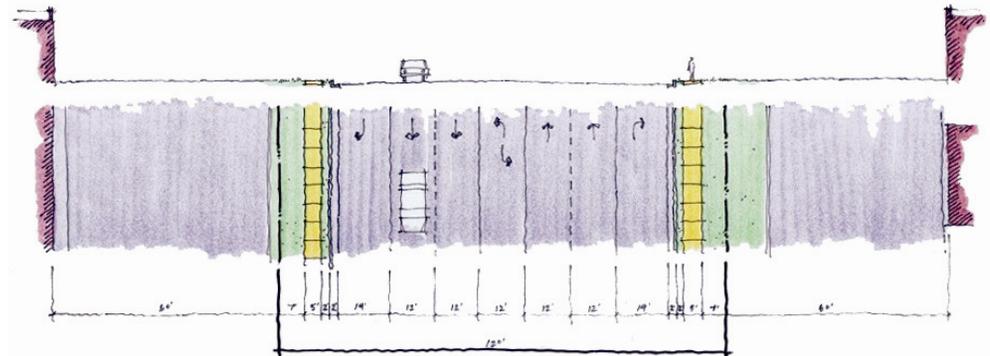
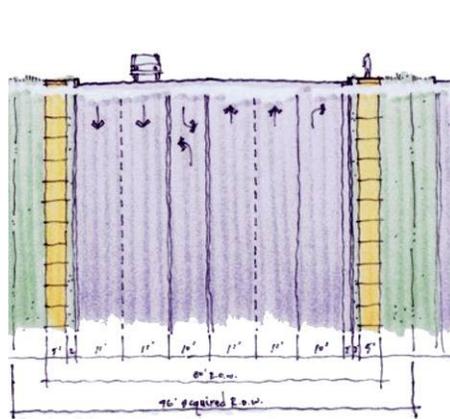
## The Art of Making Places

- The arrangement and appearance of public space
- Design practice that incorporated planning, architecture, and landscape architecture
- It focuses on ways the community experiences and uses the public domain



# ● What is Urban Design

Johnson Ferry Urban Design  
Phase One



# ● What is Urban Design

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HOLLOWELL - VETERAN'S MEMORIAL RIVER CORRIDOR



# ● What is Urban Design

Johnson Ferry Urban Design  
Phase One



# ● What is Urban Design

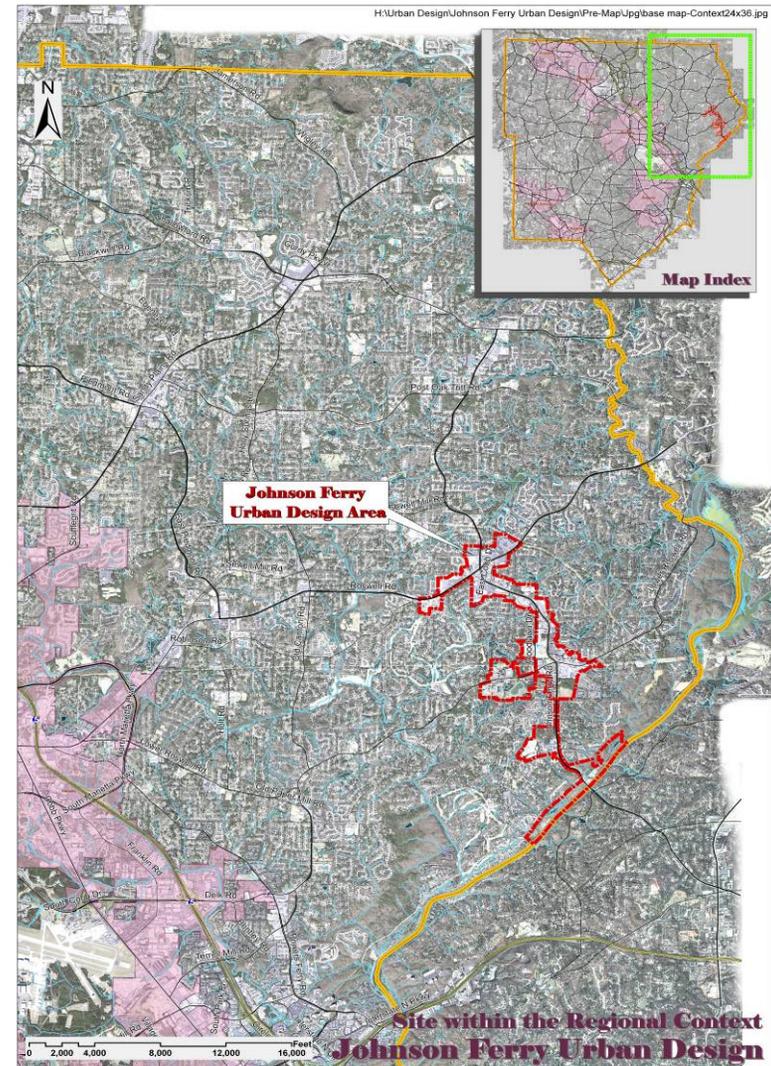
Johnson Ferry Urban Design  
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## ● Site Context

- Along the Johnson Ferry Road corridor
- Serves as eastern Cobb County's main north-south thoroughfare
- Located between Roswell Road (to the north) and the Chattahoochee River (the County's eastern boundary with Fulton County)
- The total length of the study area is about 3.4 miles, connecting with the major east-west arterial streets of Roswell Road and Lower Roswell Road
- The corridor extends southeast into Fulton County, connecting with the City of Sandy Springs, Interstate 285, State Route 400 and the Perimeter Mall area.

## Johnson Ferry Urban Design Phase One

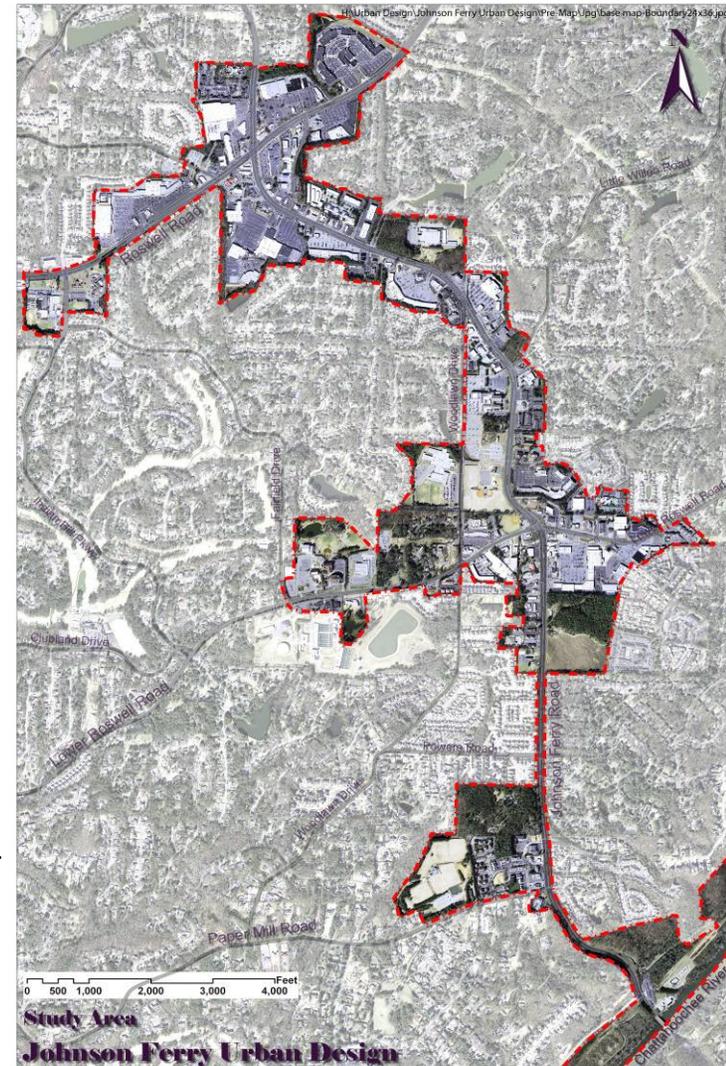


## ● Site Area

- Incorporates all the commercial properties adjacent to Johnson Ferry Road and part of Roswell Road and Lower Roswell Road.
- Also the area includes ten-foot buffer both side adjacent to the right-of-way\* in the residential area along those three roads.

*\*right-of-way: includes street lanes, medians, sidewalks and landscape strips between street lane and sidewalk.*

## Johnson Ferry Urban Design Phase One

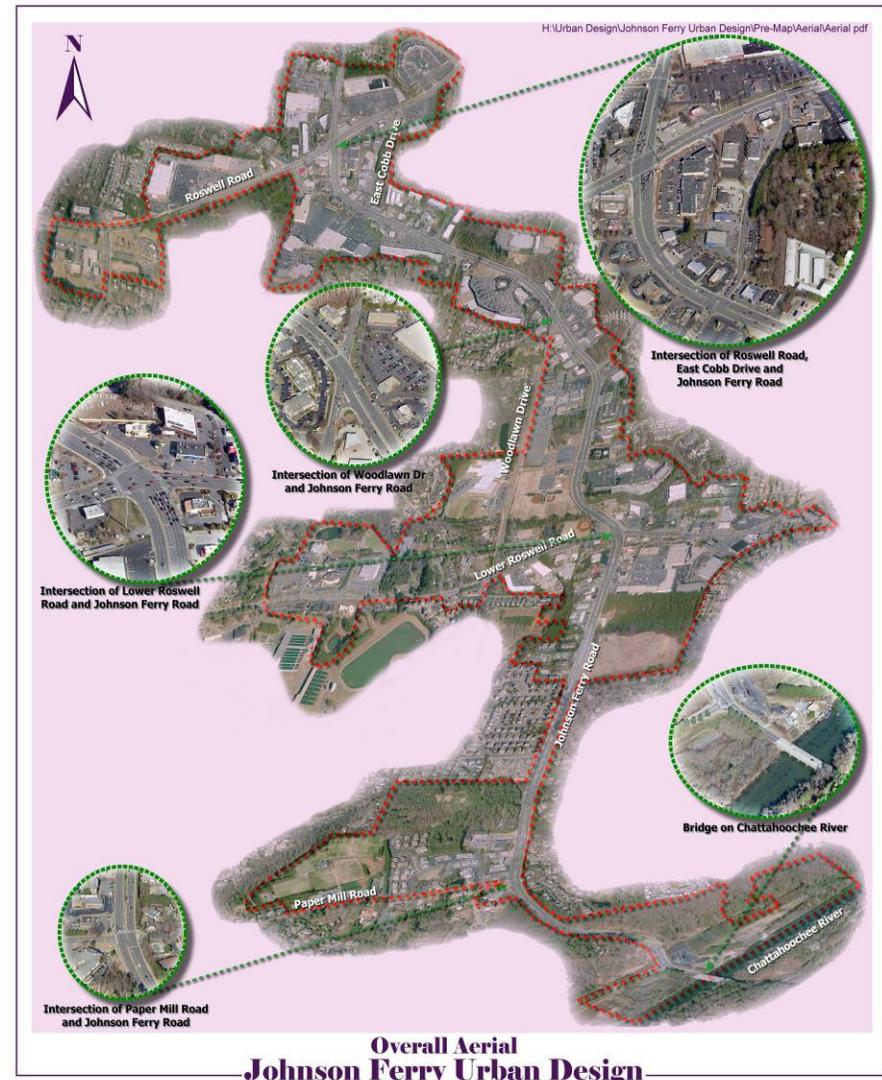


## ● Site Aerial

### Johnson Ferry Urban Design Phase One

#### Extent:

- On Johnson Ferry Road – North to Roswell Road, South to Chattahoochee River
- On Roswell Road – West to East Side Elementary School, East to The Avenue Shopping Center
- On Lower Roswell Road – West to Mount Bethel United Methodist Church, East to Parkaire Triangle Shopping Center

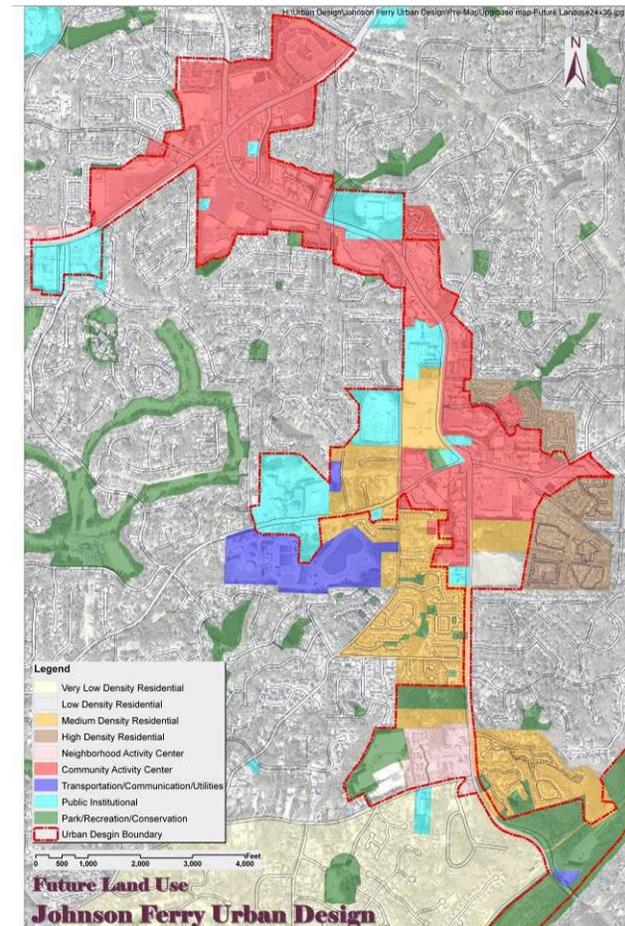
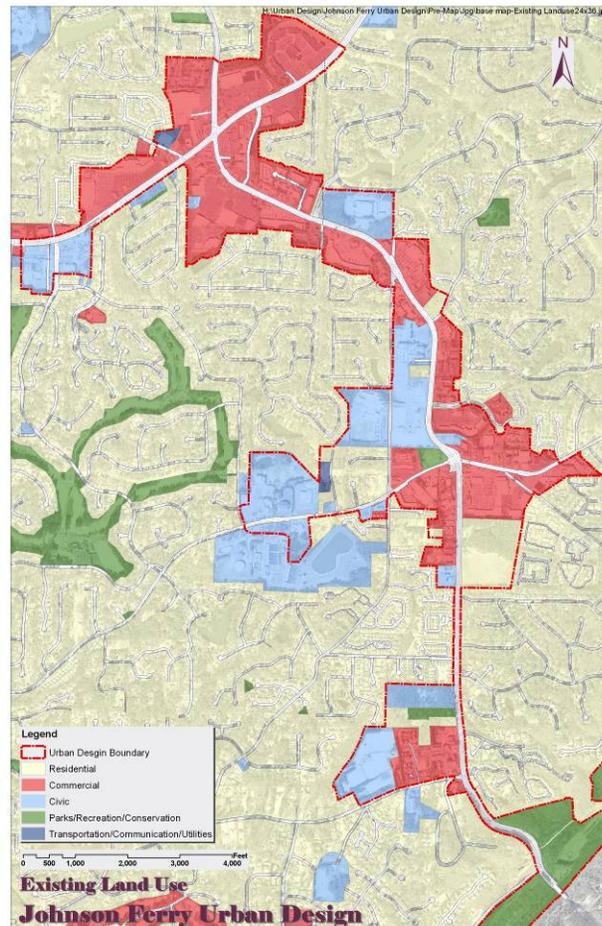


# ● Site Character

## Johnson Ferry Urban Design Phase One

### Land Use:

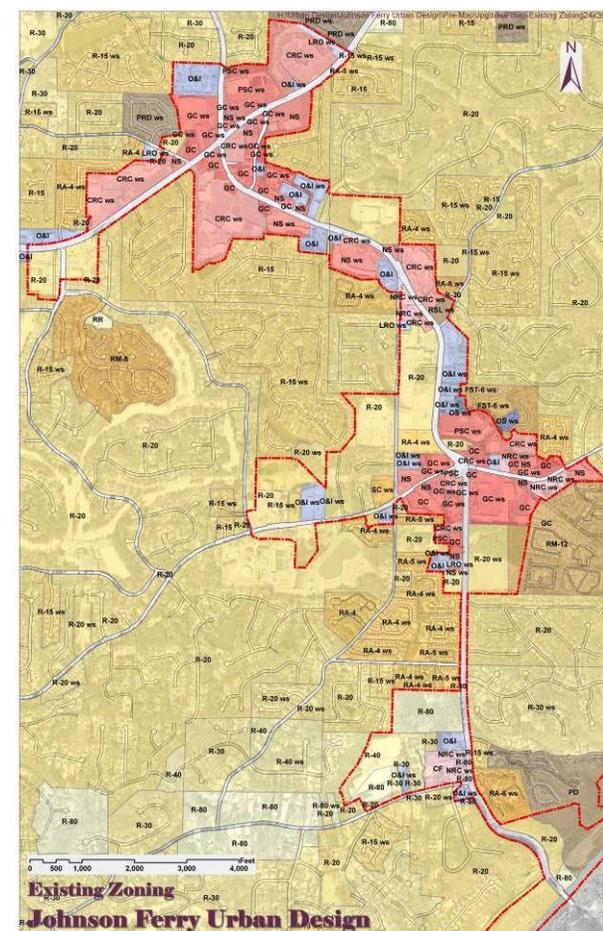
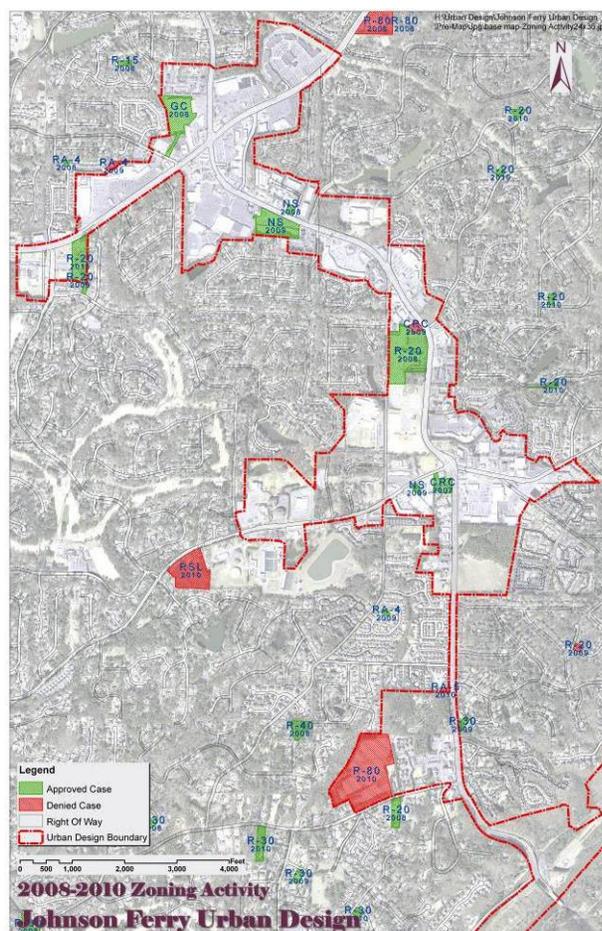
- North Portion: between Roswell Rd to Lower Roswell Rd – Commercial Corridor, Activity Center
- South Portion: between Lower Roswell Rd to Chattahoochee River – Residential Neighborhood, mid. to low density residential



# ● Zoning Activity

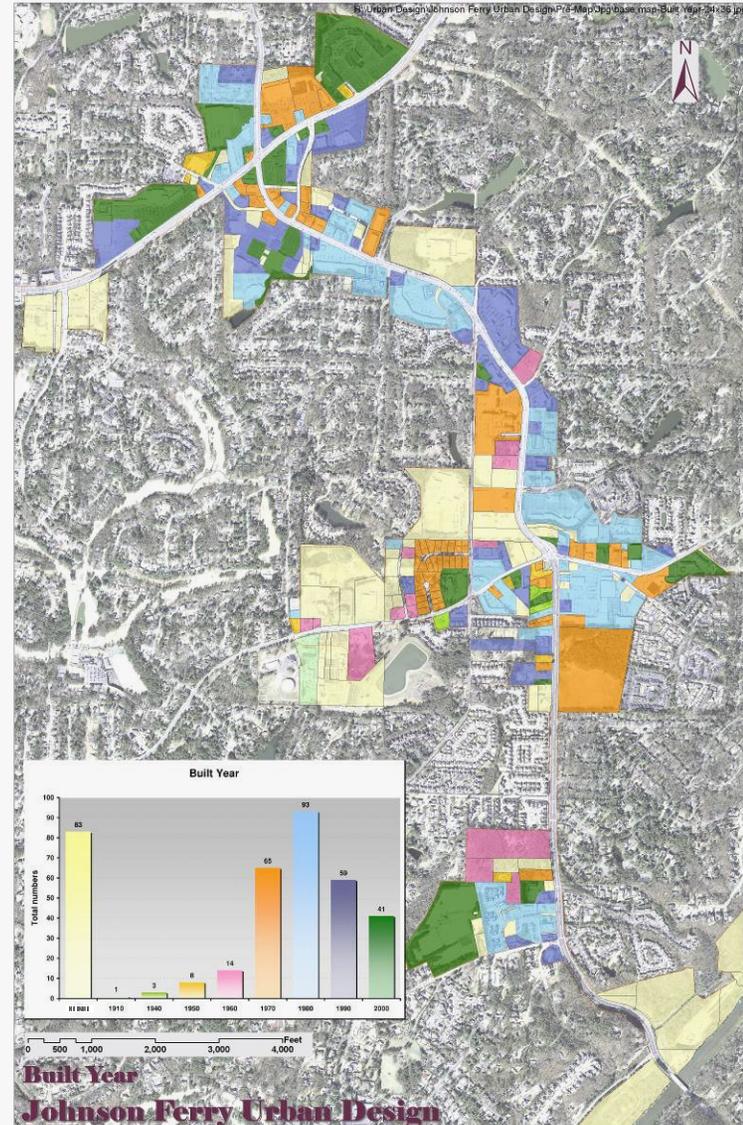
## Johnson Ferry Urban Design Phase One

- Within the Design boundary in 2.5 years total rezoning case is 9 (6 Approved, 3 Denied).
- Study area has more zoning activities comparing to the overall county:  
-- 5.9 cases / sq mile in the study area vs. 1.4 cases / sq mile in the county



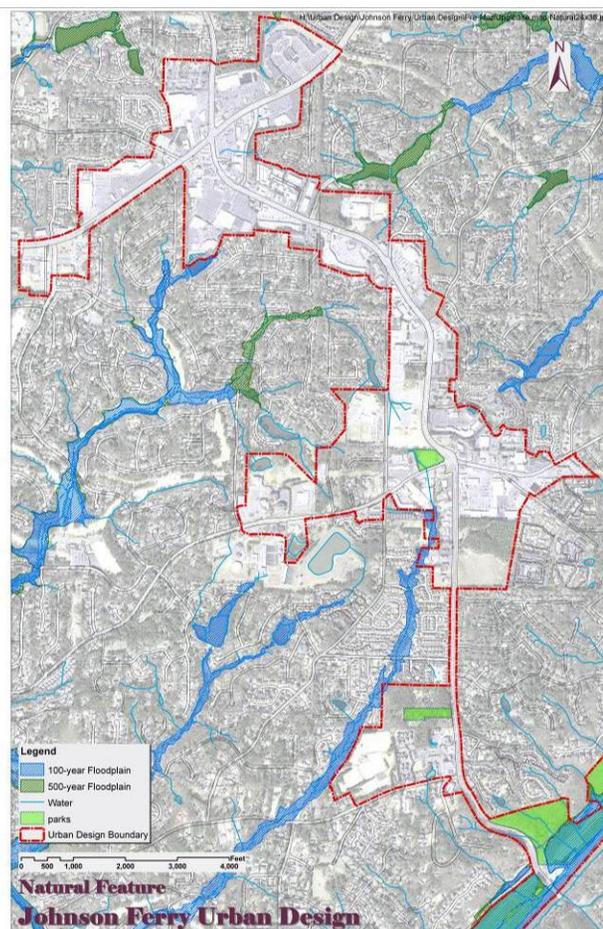
# ● Building History

- Majority of the buildings were constructed between 1970 and 2000.
- Especially much of the shopping centers were built in 1980s.



# ● Nature Features

## Johnson Ferry Urban Design Phase One

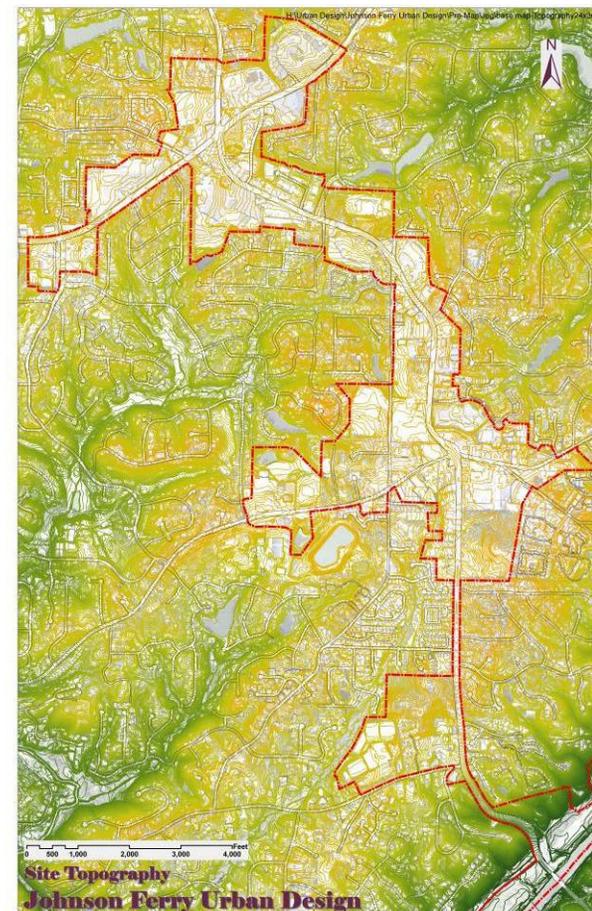


Most of the study area locates on the watershed so that there is few flood plain within the boundary except the north bank of Chattahoochee River.

The major public greenspace are the public green trail which is also on the north bank of Chattahoochee River and Felton Property north of Paper Mill Village.

Most of the major streets run on fairly flat land with slope at 1-3% grade. A few areas have slope between 3% to 5.5%.

Only the slope at the south end of the Johnson Ferry Road from Paper Mill Rd to Chattahoochee River is about 9.4% which is undesirable for biking. Acceptable slope for bicyclists is less than 8% grade.



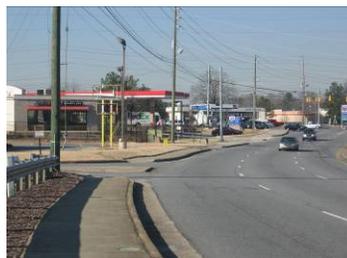
# Street Pattern

## Johnson Ferry Urban Design Phase One

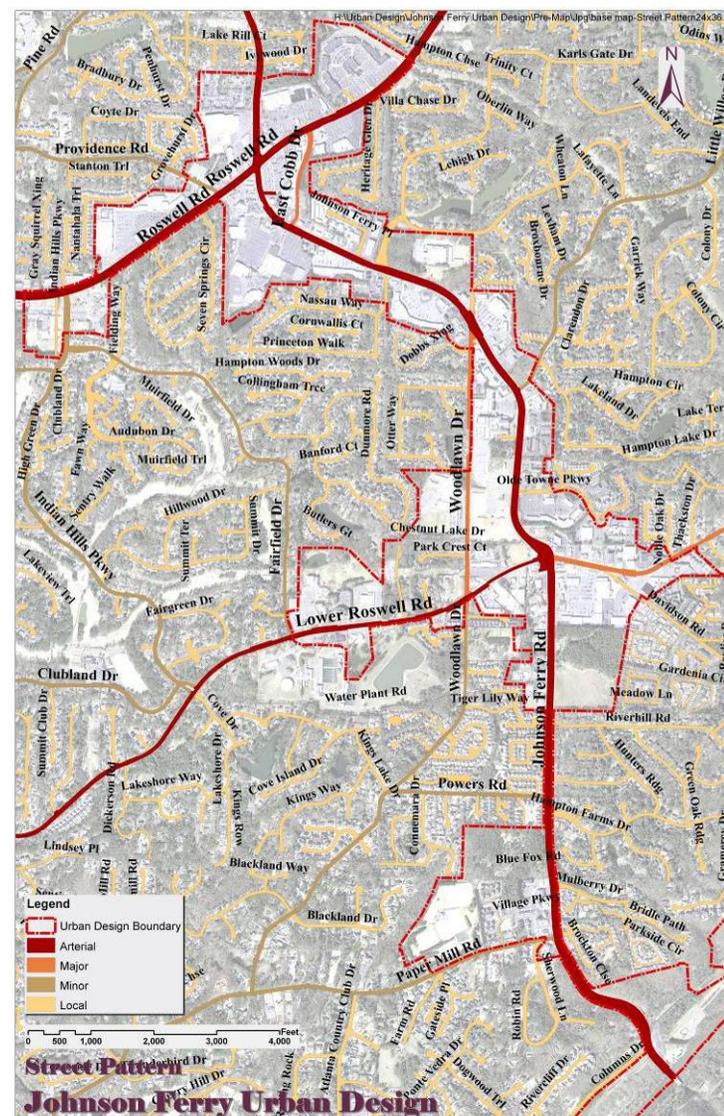
- Major north-south corridor in East Cobb: Johnson Ferry Road
- Main west and east connections in East Cobb: Roswell Road and Lower Roswell Road
- Other minor streets:  
North-south: East Cobb Drive, Woodlawn Drive, Little Willeo Road  
East-west: Paper Mill Road, Powers Road, Columns Drive
- North part, Activity Center: many curb-cuts, lack inter-parcel connection
- South part, residential neighborhood: cul-de-sac street structure
- Most of the major and minor streets have sidewalks on both side of the roadway, except Paper Mill Road



Residential cul-de-sac



Curb cuts



# ● Transportation

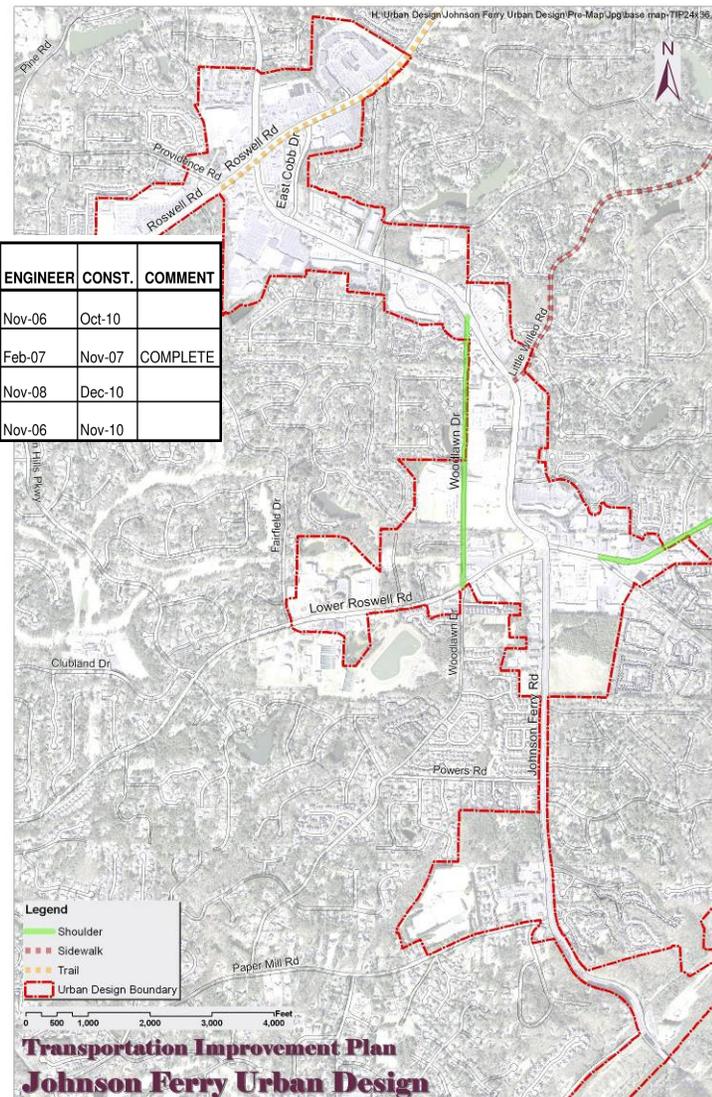
## Johnson Ferry Urban Design Phase One

- **Projects and Programs**
  - Chattahoochee River Bridge on Johnson Ferry Road is being widen currently
  - 6-Year Transportation Improvement Program (2005):

PROJECT LOCATION	PROJECT TYPE	FROM	TO	DESCRIPTION	ENGINEER	CONST.	COMMENT
Lower Roswell Road	Shoulder	Davidson Road	Fulton County line	Safety and Operational Improvements - Geometric improvements including bridge and	Nov-06	Oct-10	
Woodlawn Drive	Shoulder	Johnson Ferry Road	Lower Roswell Road	Safety and Operational Improvements - Including bicycle improvements (2 hill cuts)	Feb-07	Nov-07	COMPLETE
Little Willeo	Sidewalk	Johnson Ferry Road	Timber Ridge Riad		Nov-08	Dec-10	
East Cobb Trail Extension, Phase I	Trail	Merchants Walk / Providence Road	Shady Hill Drive		Nov-06	Nov-10	

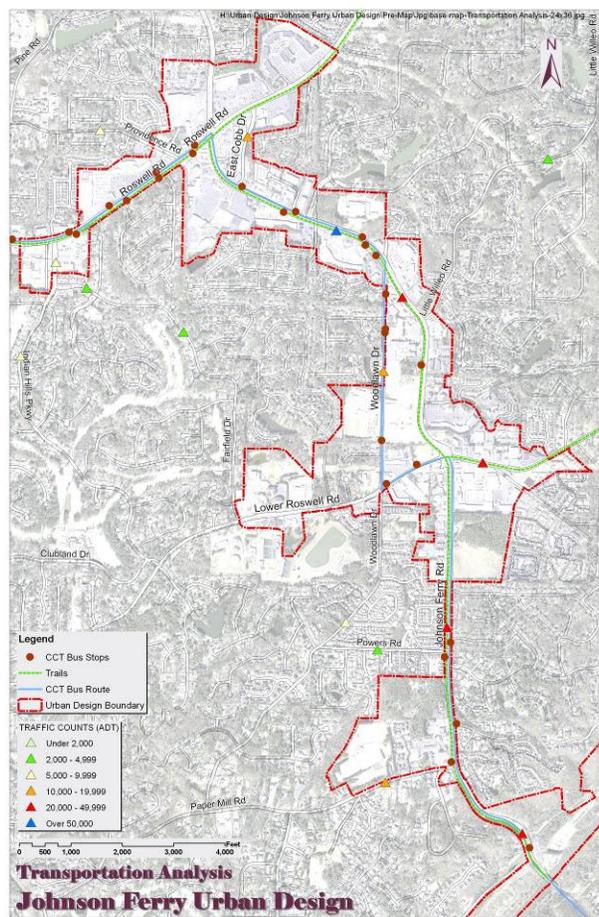
- **Street Traffic Condition**

- Travel time on Johnson Ferry Road from Roswell Road to Chattahoochee River (Fulton County) increased from 19.15 minutes in 2000 to 25.24 in 2010
- Vehicle Level of Service (LOS) of the entire corridor from Shallowford Road to Fulton County remained at level C from 2000 to 2010
- Bicycle LOS of Johnson Ferry Road within our boundary is level E
- Pedestrian LOS of Johnson Ferry Road within our boundary is level D through E



# ● Transportation II

## Johnson Ferry Urban Design Phase One



**TRAFFIC COUNTS**  
Source: Cobb County DOT

Location of Traffic Count	ADT	Traffic Count Date
Johnson Ferry Road	South of Princeton Walk	51,800 12-2-09
	South of Woodlawn Drive	36,300 10-13-09
	North of Powers Road	45,600 11-9-05
	North of Columns Drive	41,200 11-13-08

ADT = Average Daily Traffic (No. of Vehicles Per Day)

**BUS STOP USE IN THE STUDY AREA**

Source: Cobb County DOT, Planning Division (2006-2007 Transit Planning Study, survey period)

CCT ROUTE 65 to Dunwoody		Outbound Passengers
Roswell Road (Johnson Ferry Road to Providence Square)	at Indian Hills Parkway (#920505)	0
	at Red Fox Trail (#920506)	2
	at Seven Springs Circle (#920507)	3
	at Merchant's Walk (#920388)	5
CCT ROUTE 65 to Marietta		Inbound Passengers
Roswell Road (Providence Square to Johnson Ferry Road)	at Johnson Ferry Road (#920474)	28
	at Severn Springs Circle (#920475)	5
	at Providence Square (#920760)	0
	at Indian Hills Parkway (#920476)	8
CCT ROUTE 65 to Dunwoody		Outbound Passengers
Johnson Ferry Road (Roswell Road to Columns Drive)	at Princeton Lakes Drive (#920328)	2
	at Woodlawn Parkway (#920508)	0
	at Woodlawn Drive (#920509)	0
	at Johnson Ferry Baptist Church (#920510)	4
	at Powers Road (#920755)	0
at Papermill Road (#920756)	0	
CCT ROUTE 65 to Marietta		Inbound Passengers
Johnson Ferry Road (Columns Drive to Roswell Road)	at Columns Drive (#920757)	0
	at Mulberry Drive (#920586)	0
	at River Farm Road (#920571)	0
	at Woodlawn Parkway (#920471)	5
	at Johnson Ferry Place (#920472)	11
at East Cobb Drive (#920473)	16	
CCT ROUTE 65 to Marietta		Inbound Passengers
Woodlawn Drive (Lower Roswell Road to Johnson Ferry Road)	at Johnson Ferry Road (#920512)	48
	at Park and Ride Lot (#920759)	0
	at Otter Way (#920470)	0
	at Baseball Field (#920758)	0
CCT ROUTE 65 to Marietta		Inbound Passengers
Lower Roswell Road (Johnson Ferry Road to Woodlawn Drive)	at Mount Bethel Park (#920511)	2

**CRASH DATA AT MAJOR INTERSECTIONS**  
Source: Cobb County DOT, Operations Division

		2-1-04 to 11-31-07	5-1-04 to 4-30-07	4-1-06 to 3-31-09	5-1-07 to 12-31-08	5-1-07 to 1-31-09
Johnson Ferry Road (from Roswell Road to Papermill Road)	at Roswell Road	n/a	130	n/a	n/a	150
	at Little Willeo Road	n/a	38	n/a	21	n/a
	at Lower Roswell Road	179	n/a	n/a	n/a	n/a
	at Papermill Road	n/a	86	68	n/a	n/a

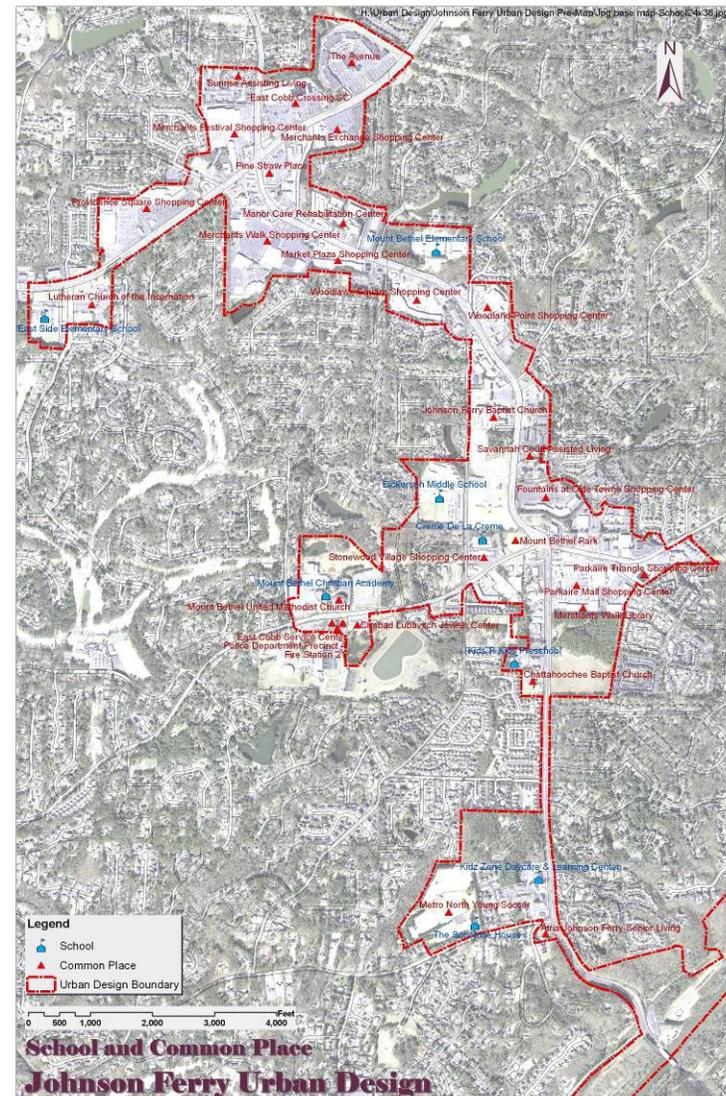


Cobb County... Beyond the Road!

# Common Places

- 13 shopping centers
- Retail and office mixed-use commercial strip spread out along more than 1 mile long corridor
- Institutional place:
  - 3 public schools
  - 1 church academy
  - 4 preschools
  - 4 churches
  - 4 assisted livings
  - 1 library
  - 2 sports fields
  - Government service center, fire station and police department

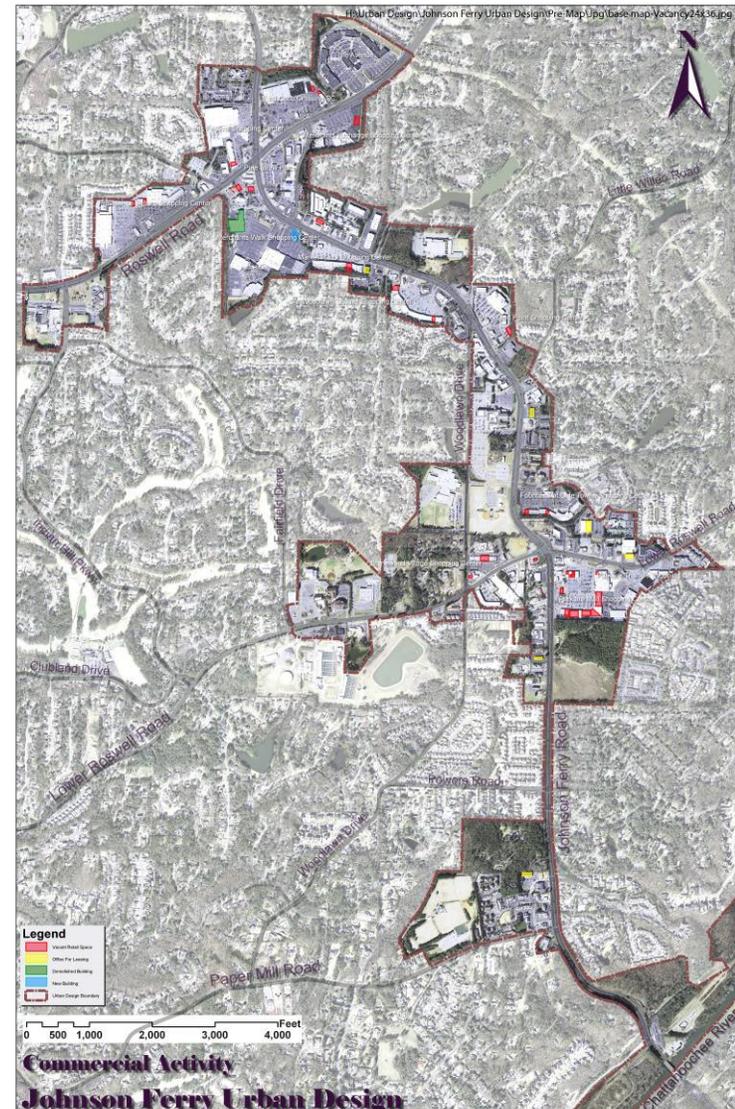
## Johnson Ferry Urban Design Phase One



# Commercial Activity

## Johnson Ferry Urban Design Phase One

- **Retail Trend**
  - Strip retails have a lower vacancy rate compared to shopping centers
  - Shopping centers need anchor stores to drive the commercial activities
  - The Avenue shopping center has zero vacancy rate
  - Under performing shopping center: Parkaire Mall Shopping Center (high vacancy rate, except Kroger- 80% vacancy rate)
- **Office Trend**
  - Considerable office space available for leasing
- **Demolition**
  - Original Media Play building in Merchant Walk Shopping Center has been torn down
- **New Construction**
  - New Wachovia Bank building and Whole Foods Market at Merchant Walk shopping center
  - Major renovation of existing retail buildings at Merchant Walk
  - Johnson Ferry Baptist Church expansion
  - Kroger renovation at Parkaire Mall



# Demographic

## Population & Household

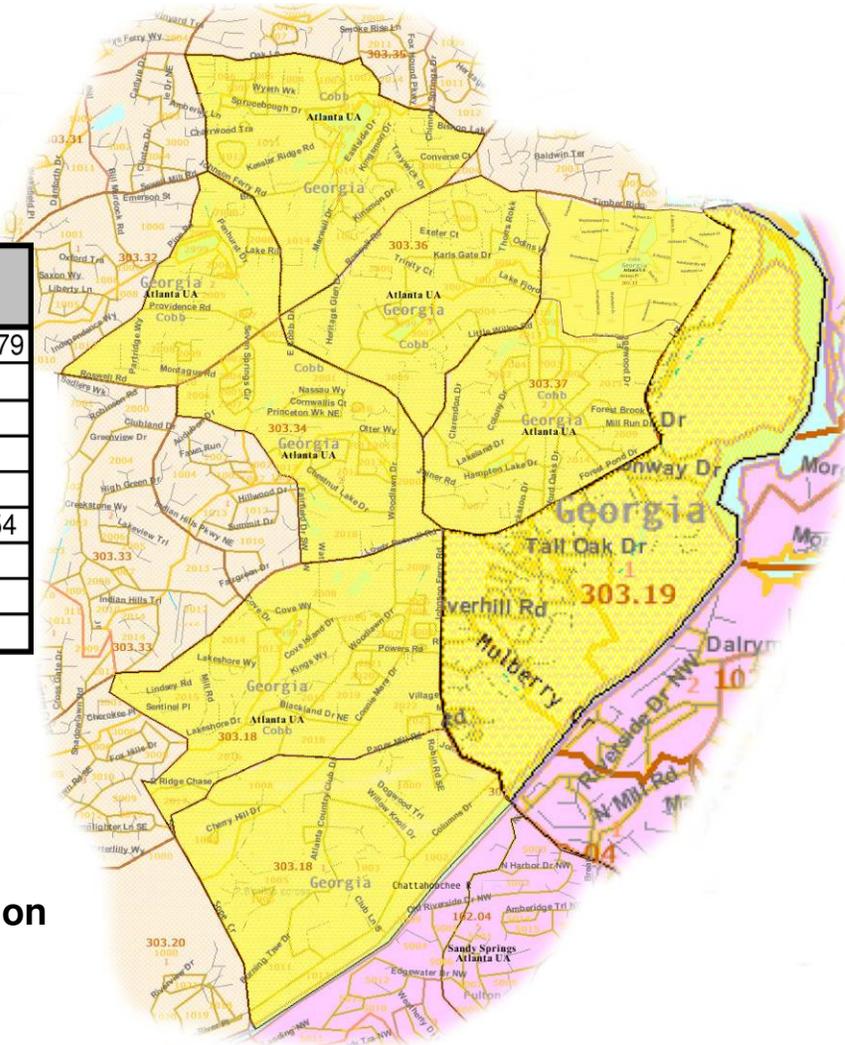
	1990 Census	2000 Census	2010 TAZ***	2020 TAZ
Total Population	17,344	23,218	24,197	26,079
Pop. Under 20 Years	5,659	7,189	\	\
Pop. 20 - 39 years	4,250	3,710	\	\
Pop. 40 - 64 years	6,514	10,497	\	\
Pop. 65 Years & Over	921	1,822	\	\
Total HHs*	5,776	8,124	8,710	9,754
Family HHs	4,932	6,740	\	\
Nonfamily HHs	844	1,384	\	\
Average HH Size**	3.00	2.86	\	\

\* HH: Household

\*\* 1990 National Average HH Size is 2.61  
2000 National Average HH Size is 2.53

\*\*\* TAZ: Traffic Analysis Zone

## The estimated 2010 Daytime Population 22,261



Census Data Collection Area



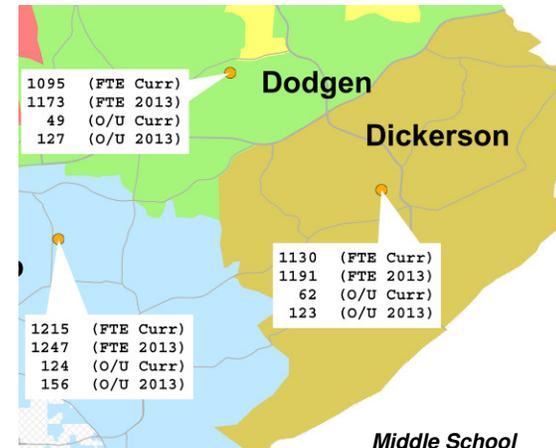
# Demographic II

- School Enrollment**

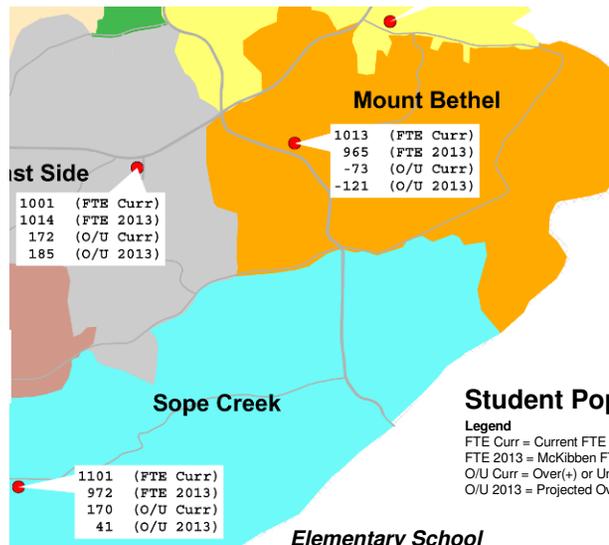
**Elementary School: (Mount Bethel, Sope Creek)**  
 current: +97 over capacity  
 2013 projected: -80 under capacity

**Middle School: (Dickerson, Dodgen)**  
 current: +111 over capacity  
 2013 projected: +250 over capacity

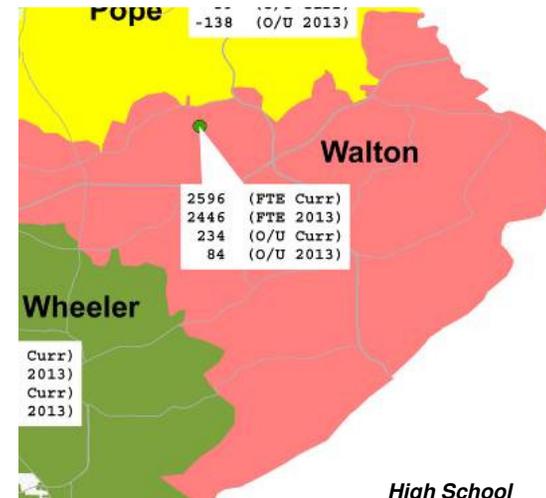
**High School: (Walton)**  
 current: +234 over capacity  
 2013 projected: +84 over capacity



Middle School



Elementary School



High School

**Student Population Projection**

**Legend**  
 FTE Curr = Current FTE (as of October 2009)  
 FTE 2013 = McKibben FTE Projection for 2013  
 O/U Curr = Over(+) or Under(-) Capacity  
 O/U 2013 = Projected Over(+) or Under(-) Capacity at Year 2013



# ● Brainstorming #1

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- Identify positive and negative attributes of the corridor
- Discuss opportunities for improvement



# ● Upcoming Events

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Phase One

- Public Meetings

	Public Meeting		
	Time	Location	Topic
<b>Meeting 1</b>	June 24, 2010	E. Cobb Govt. Center	Project Overview
<b>Meeting 2</b>	August 5, 2010	East Cobb Library	Charrette - Discuss Issues and alternatives
<b>Meeting 3</b>	October 25, 2010	East Cobb Library	Charrette - Finalize design and implementation strategy
<b>Meeting 4</b>	January 24, 2011	East Cobb Library	Public information Meeting

**Public Meeting #1: June 24th 2010 6:00pm - 8:00pm**

**Plan Adoption Date: February 22th, 2011**



## ● Next Steps

- **Analyze initial public comments**
- **Develop the synoptic survey**
- **Conduct an image preference survey**
- **Develop numerous roadway design ideas**



Thank you!

Website Location:

<http://comdev.cobbcountyga.gov/johnson-ferry/>

