

# Johnson Ferry Urban Design

**Final Design and Implementation**

**Phase Four**

**Community Development Agency  
Planning Division**



*Cobb County...Expect the Best!*

# ● Agenda

**1) Summary of Public Comments on Vision- Meeting #3**

**2) Proposed Final Design Concept**

**3) Proposed Phased Street Section Design:**

**Phased Street Section Design of:**

- I. Commercial/Retail District (D1)**
- II. Office/Institutional District (D2)**
- III. Mixed Use District (D3)**
- IV. Residential/Recreational District (D4)**

**4) Implementation**

**5) Open House**



## Summary of Public Comments on Vision

### ***Alternative Corridor Design Concepts:***

*Staff presented three alternative design concepts based on the Visioning Charrette and Image Preference Survey. The community ranked each design, which the results were categorized by ease of implementation, connectivity (in terms of pedestrian/vehicular access) and improvement to community/businesses, and by preference.*

	Implementation	Connectivity	Public Preference
<b>Concentric Design</b>	Easiest	Most beneficial (Community)	1 <sup>st</sup> - Favorite
<b>Internal Link Design</b>	Least Expensive	Most beneficial (Business)	2 <sup>nd</sup> - Liked
<b>Perimeter Design</b>	Most Expensive	Intrusive	Least Favorite



# Summary of Public Comments on Vision

## Johnson Ferry Road Corridor Vision:

### *A Complete Transportation System*

- Emphasize Multi-modal Safety
- Enhance Connectivity
- Improve Access Management
- Improve Connection to the River

### *Community Aesthetics and Design*

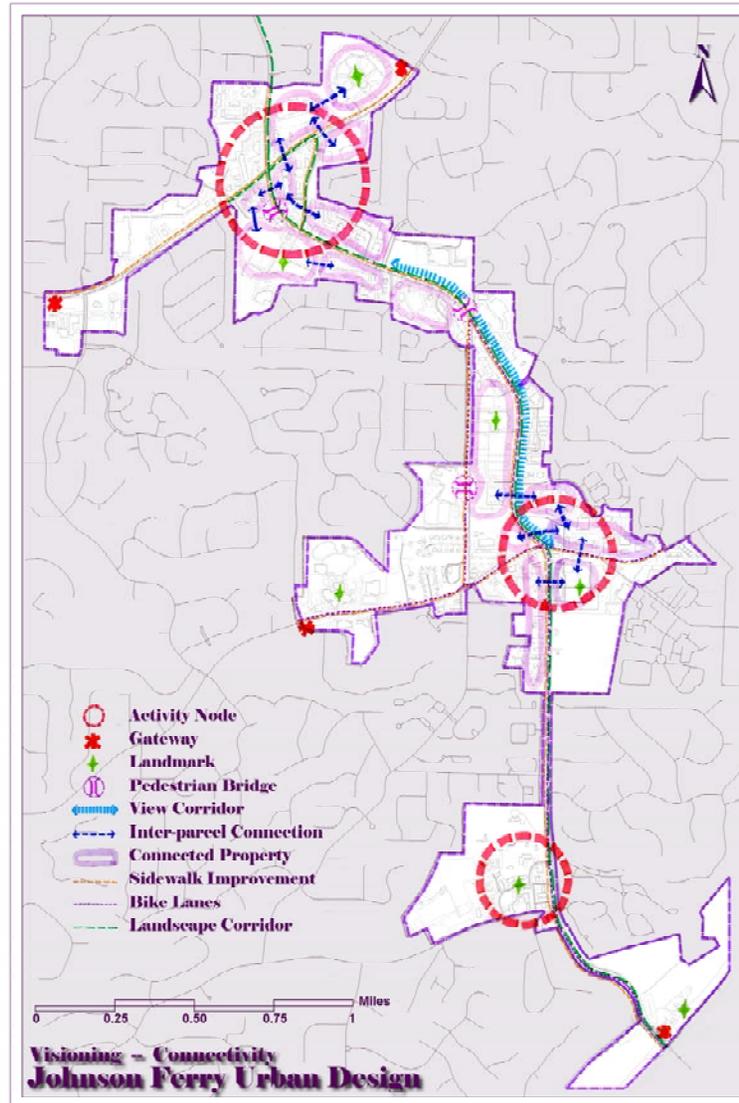
- Develop Corridor Identity
- Power Line Location
- Create Community Gathering Spaces (activity nodes)

### *Enhance Recreation Opportunities*

### *Envision Business Diversity*



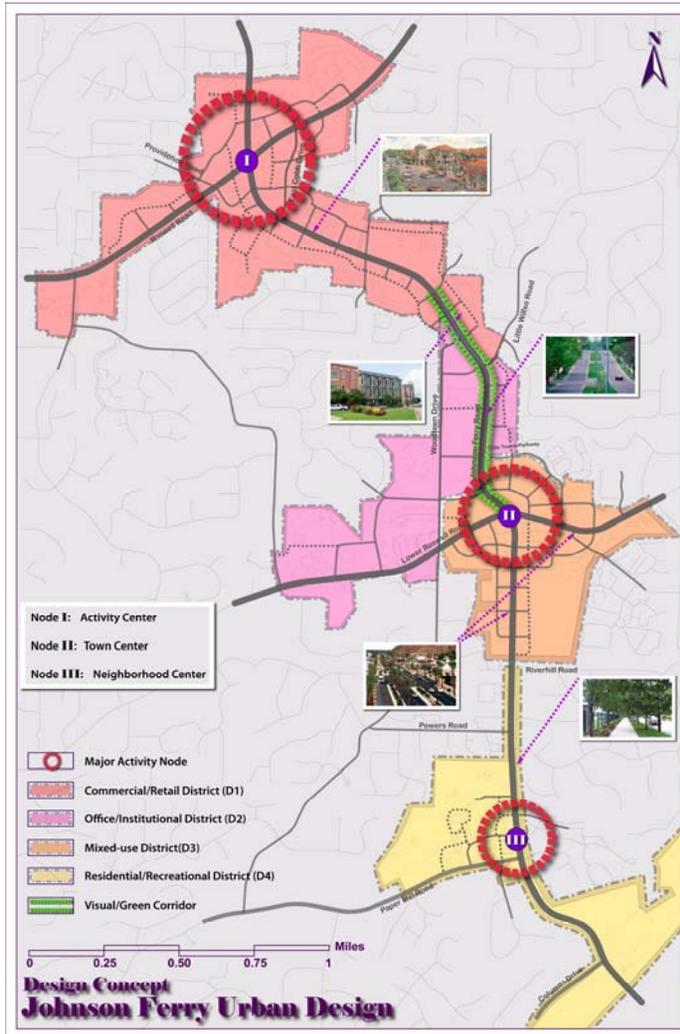
# ● Overall Vision



# **Proposed Final Design Concepts**



# ● Design Concept



## D1 - Commercial/Retail District:

- ◆ Highest commercial density among four districts
- ◆ Urban street pattern – small blocks, buildings close and front to street, pedestrian friendly facilities, convenient public gathering spaces
- ◆ Slip lanes design to separate pass through traffic from local traffic
- ◆ Either parking on street associated with the slip lanes or parking behind the building are required
- ◆ Green space becomes a continued system to connect shopping centers

## D2 - Office/Institutional District:

- Keep suburban character and becomes a green visual corridor with wide green space and large green canopies along the Johnson Ferry Road
- Parking can be placed in front of the building with diligent green buffer between parking lot and street

## D3 - Mixed-use District:

- Town Center character – small blocks, buildings more closer to street than D1. highly retail, office, and residential mixed-use properties.
- Big green and open space to serve the surrounding neighborhood.
- Slip lane and on-street parking design same as D1

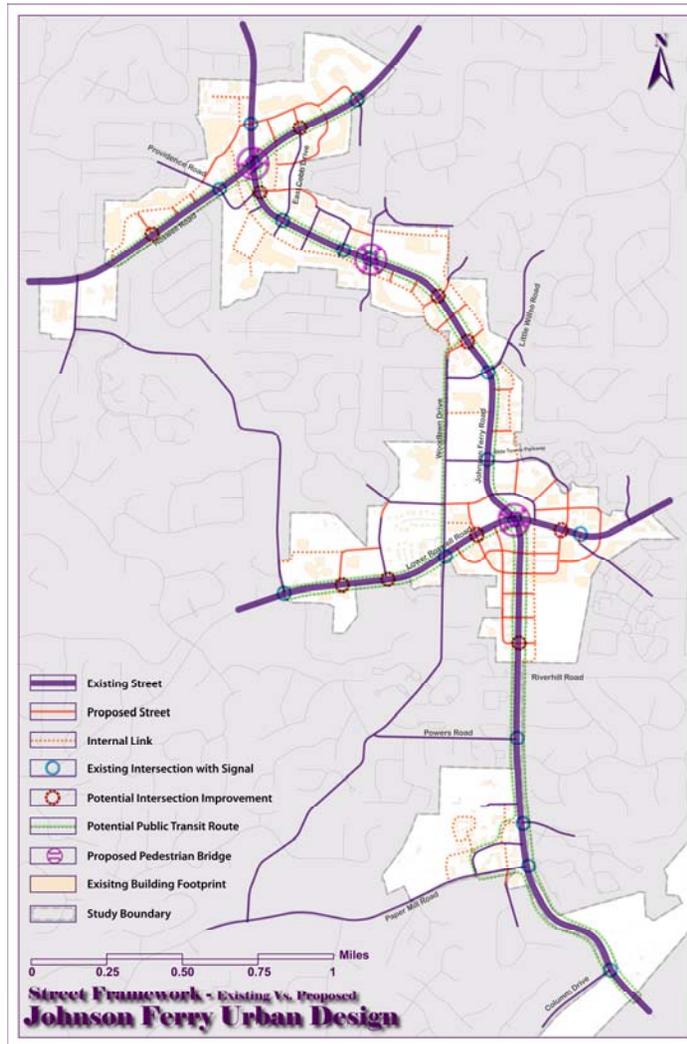
## D4 - Residential/Recreational District:

- Tranquil residential neighborhood
- Continued and pleasing sidewalk and bicycle system connect to recreational facilities



# Street Classification

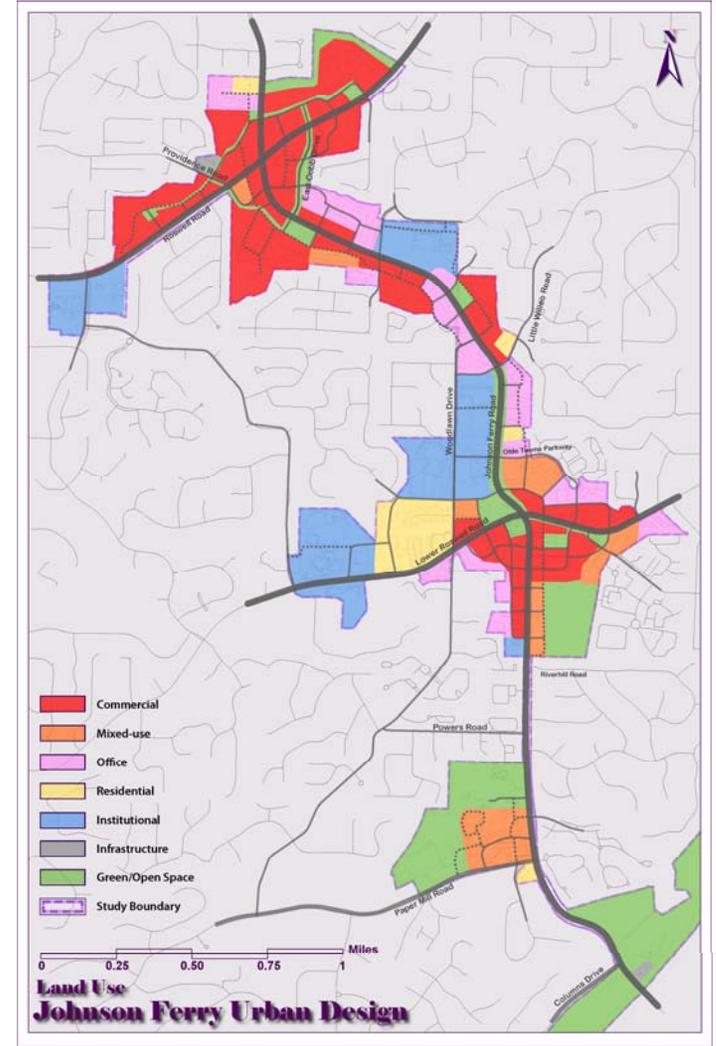
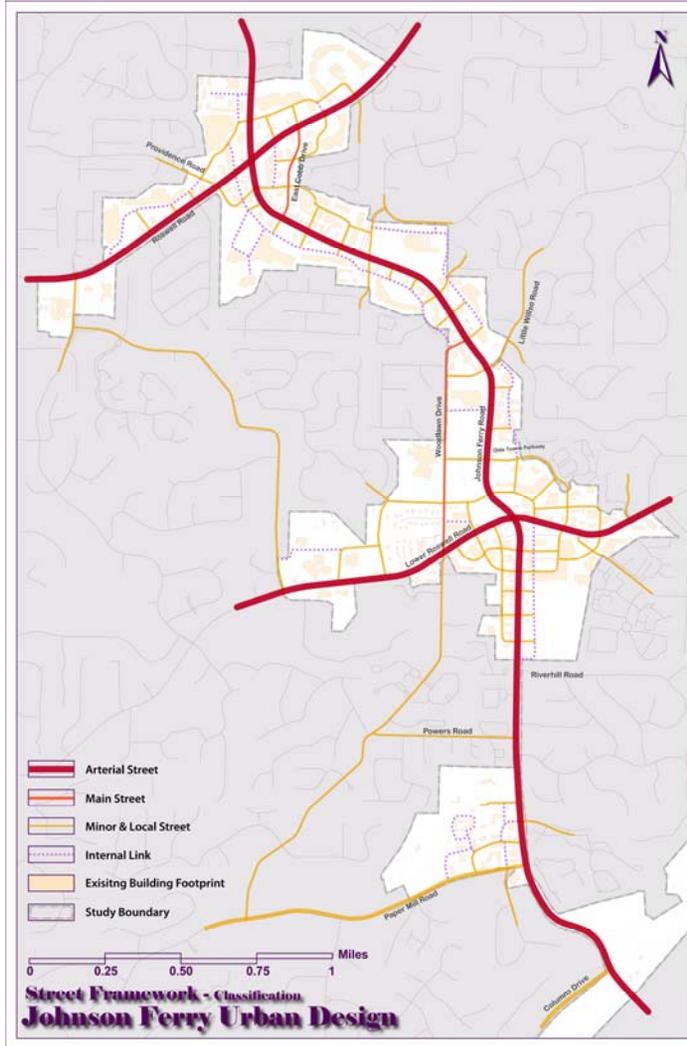
## Design Concept



- ❖ **Method:**  
Mainly based on Concentric Design concept combining all three scenarios.
- ❖ **The definitions of the Streets and Links:**  
**Streets:** Full function streets include standard traffic lanes, sidewalks, crosswalks, and traffic lights at major intersections.  
**Links:** Paved pathways link difference properties
- ❖ **Rules to define Streets or Links in the following order of importance:**  
**Block Size**  
 Length >250' Streets are more appropriate;  
 Length <250' Links are more appropriate.  
**Spaces**  
 More spaces are required to design Streets than Links.  
**Development opportunities**  
*Preserved spaces:* Links  
*Changed spaces :* Streets  
**Uses**  
 Activity Center: Streets  
 Office, linear small retail: Links
- ❖ **Instructions for the plan**
  - Reduce block size and add new streets at three major activity centers
  - Relocate Woodlawn Drive at Johnson Ferry Road intersection
  - Realign the Providence Road in Merchant Walk Shopping Center
  - Realign Princeton Lake Drive with Princeton Walk
  - Adjust the intersection of Davidson Road and Lower Roswell Road
  - Extend western end of Chestnut Lake Drive (south of Dickerson Middle School) south to Lower Roswell Road
  - Potential intersection improvement
  - No curb-cut to each individual building will be allowed in the future major redevelopment and new development.
  - Three potential pedestrian bridges
  - Public transit route



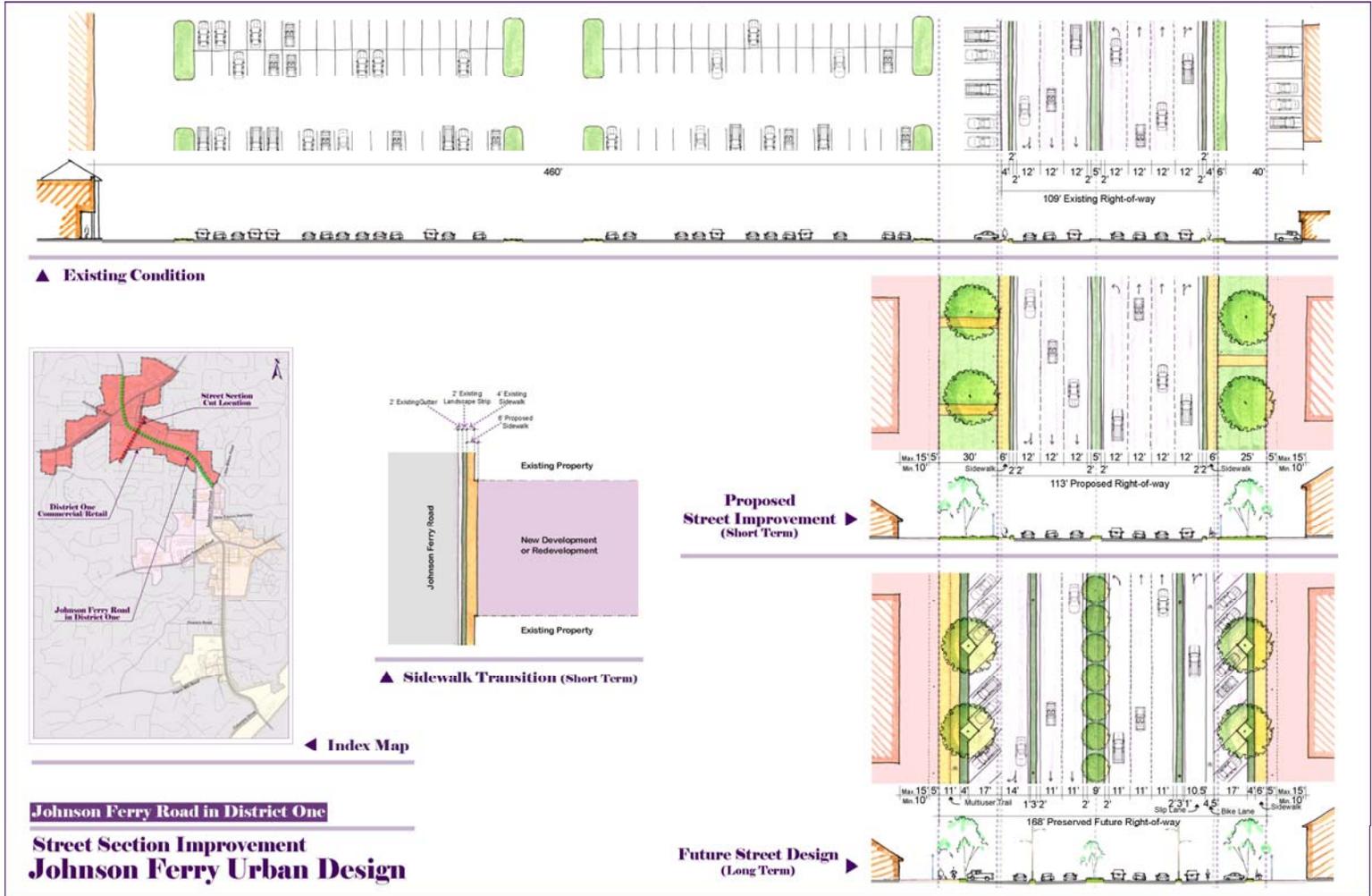
# Land Use Concept



# **Proposed Phased Street Sections**

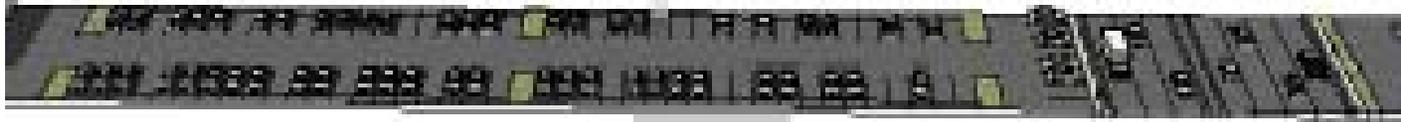


# ● Street Sections - D1

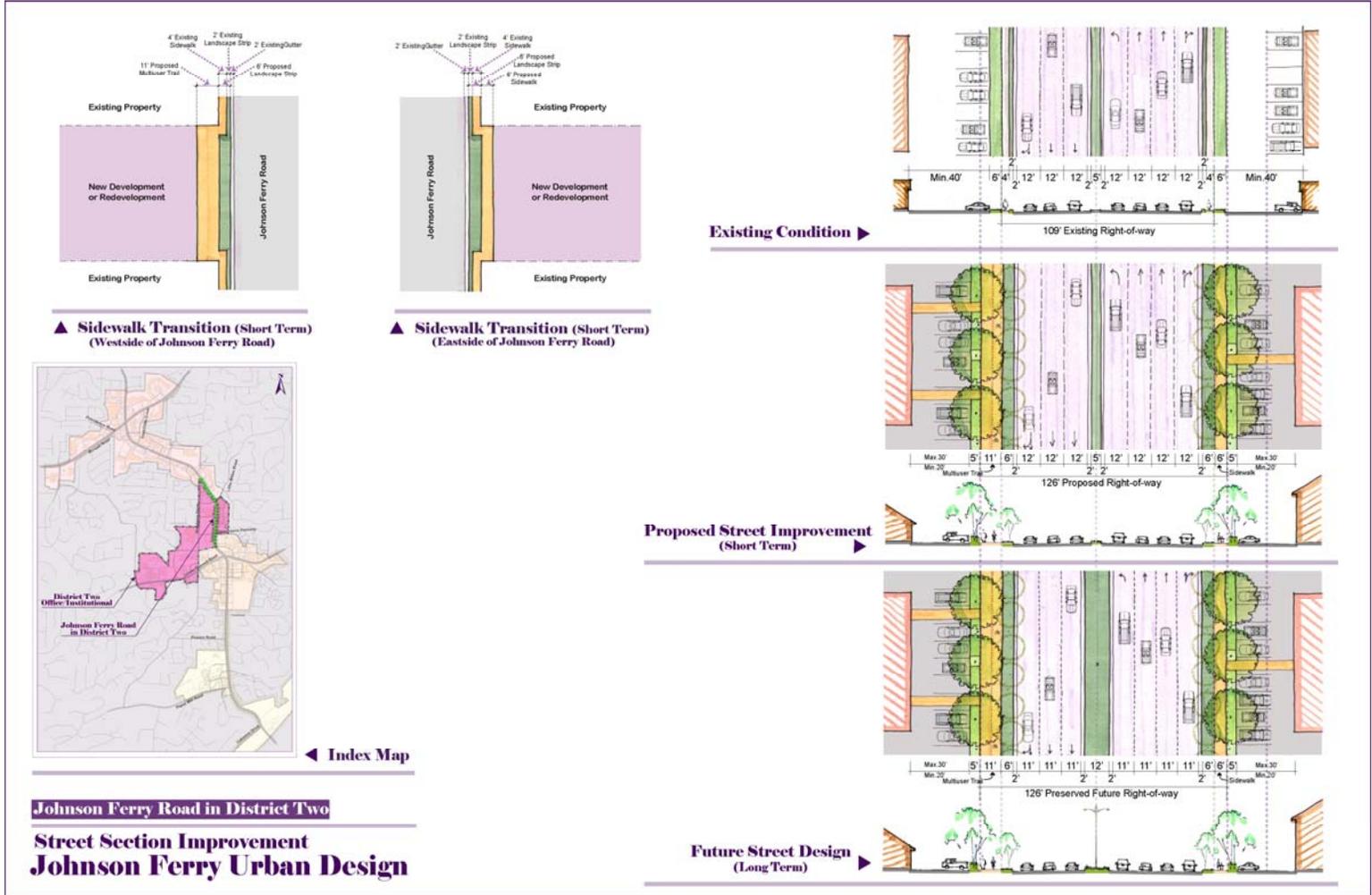


# ● Street Sections - D1

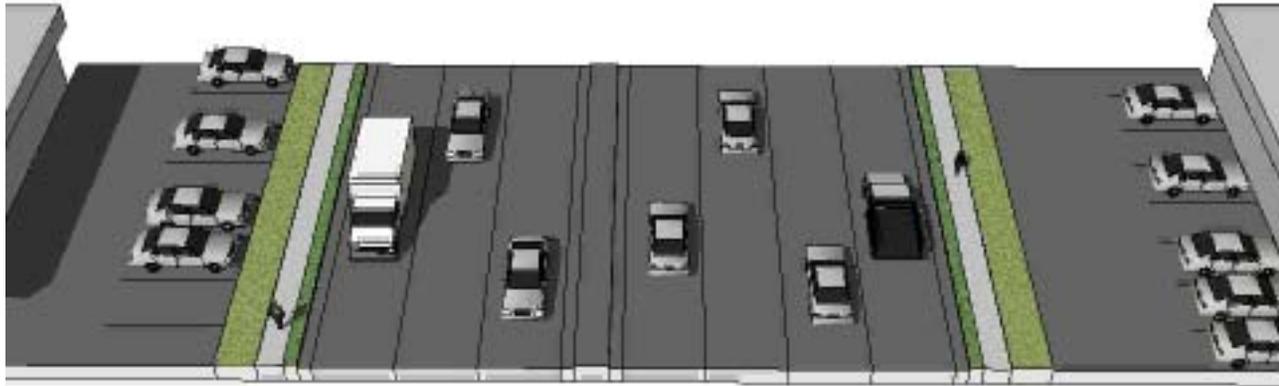
Johnson Ferry Urban Design  
Phase Four



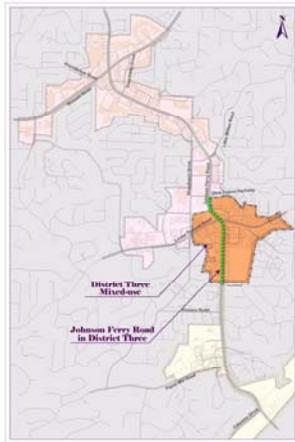
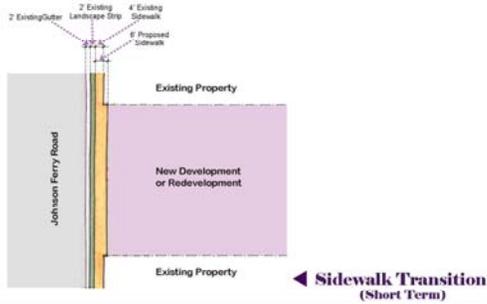
# Street Sections - D2



# ● Street Sections - D2



# Street Sections - D3

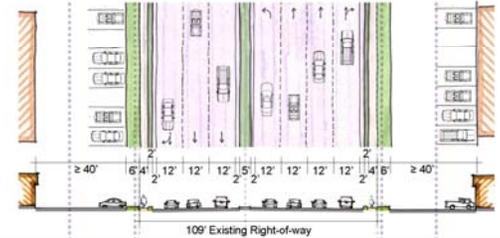


◀ Index Map

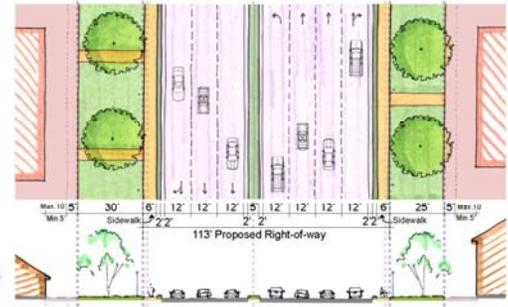
## Johnson Ferry Road in District Three

### Street Section Improvement Johnson Ferry Urban Design

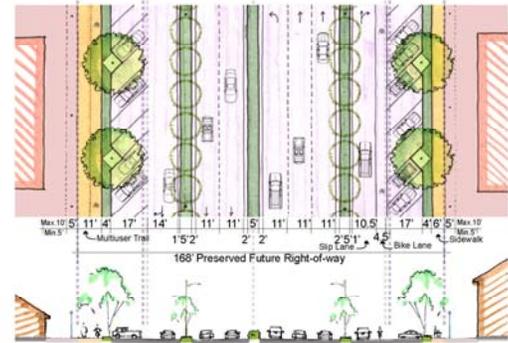
Existing Condition ▶



Proposed Street Improvement (Short Term) ▶



Future Street Design (Long Term) ▶



# ● Street Sections - D3





# ● Street Sections - D4



# Implementation



## Design Guidelines:

### Streetscape & Road Standards

Lighting	Pedestrian and bicycle infrastructure
Street trees	Materials & design
Future right-of-way	Utility locations

### Landscape Screening & Buffers

Interior planting	Parking perimeter screening
Zoning buffers	

### Parking and Access

Surface parking	Structured parking
-----------------	--------------------

## Design Guidelines

### Building Standards

Setbacks  
Lot occupation

Building configuration

### Architectural Treatment

Facades  
Materials colors  
Roofs

Massing  
Awning & canopies

# ● Long Term

- Investigate creation of CID
- Design engineering for roadway retrofit
- Cost estimates for roadway & streetscape retrofit
- Determine funding for roadway & streetscape retrofit
- Investigate further NPS and Perimeter Center mobility options