

## Powers Ferry Corridor Study Charrette Public Meeting #2

Date	Location	Number of Attendees
7/20/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	103 participants by head count 86 participants signed in
8/24/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	125+ participants by head count 83 participants signed in
9/21/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	N/A



### Summary

Before a brief presentation, District 2 Commissioner Bob Ott started the evening by providing the public his expectations for the Powers Ferry Master Plan: Creating a community involved plan that will guide new development and redevelopment through the rezoning and permitting process. Planning Division Manager Dana Johnson began the presentation and gave quick background information on the study, which was followed by Land use Planner, Phillip Westbrook, explaining information on comments that were heard at the first public meeting. The presentation concluded with Dana describing the charrette workshop and the process by which it would take place.

A brief Q&A followed the presentation. The questions and answers are listed below:

Powers Ferry Corridor Study  
Public Meeting #2  
August 24, 2009

**Q: How much is the county funding and how much are developers funding?**

**A:** *The idea with this plan is to provide guidelines that our formulated through this public involvement process, for which developers will need to follow in order to be granted rezoning request or redevelopment permits. There will also be opportunities to place specific items on the transportation improvement program and community facility master plans as a way to assist get items on the respective future work plans for various departments.*

**Q: Why is Cumberland excluded from the boundaries?**

**A:** *The Cumberland CID is not excluded from the boundaries nor are they excluded from the planning process. The Cumberland CID extends up to Terrell Mill road between Powers Ferry and I-75 and encompasses the Wildwood Office Park east of Powers Ferry Road. The CID boundary is highlighted in blue on the study boundary map that can be found on the Powers Ferry website. As far as not being excluded from the planning process, they are very much involved by holding a seat on the stakeholder committee as well as the project management team.*

**Q: Is anything in the study about national retail vs. homegrown businesses?**

**A:** *There are design schemes that can be used that will allow for incubator or local/neighborhood business space as a way to encourage local entrepreneurship. This would provide the ability to have access to customers to those that wish to start new enterprises or move their business to the corridor.*

**Q: Is there anything to do about large retailers leaving large vacant buildings?**

**A:** *This is an issue of design. Under our current 1950s era zoning standards, buildings are constructed in ways that are use specific. There is a way that this issue can be addressed through form based codes. A form based code controls more of the site design and architectural layout of a building with more ability for internal usage to be mixed. This allows for easier repurposing of buildings when the existing use fails or no longer becomes viable.*

**Q: Is there a way to handle traffic flow while having a community feel?**

**A:** *Creating a better transportation system that connects roadways and reduces the “superblock” network to a grid street pattern that is more pedestrian and bike friendly as well as setting up streetscape standards and urban design guidelines can all help form that sense of place.*

**Q: What about a property tax increase?**

**A:** *The county is not planning to raise millage rates, however, if the area redevelops, naturally property values will increase thus resulting in higher appraisals and an increase in taxes.*

Following the brief Q&A session, the audience was split into 5 groups for a “hands on” interactive design forum allowing participants to collaborate on a vision for growth and redevelopment.