

# Powers Ferry Corridor Study

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## Kick-off Public Meeting

July 20, 2009

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*Cobb County Community Development Agency  
Planning Division*



# Powers Ferry Corridor Study

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## Tonight

Introduction

The Planning Process

Existing Conditions

Break-out Sessions



# Powers Ferry Corridor Study

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## Why a Plan

### for the Powers Ferry Corridor?

- To ensure future development/redevelopment is guided by a community vision
- Improve quality life for residents, businesses, & visitors
- Additional stability to economic development efforts
- Coordinates public improvements and private developments
- Serves as an aid in daily decision-making tool

# Powers Ferry Corridor Study

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## Timeline

- Focus Group meetings – complete
- Leadership Interviews - complete
- Stakeholder Committee meetings (July – October)
- Public Participation process (July – September)
- Draft Vision (August – November)
- Final Report (November – January)
- Planning Commission Public Hearing (December – January)
- BOC Public Hearing (January)

# Powers Ferry Corridor Study

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## Existing Conditions

- Other plans to consider
- Demographics
- Land Use
- Housing
- Crime
- Transportation
- Market data

# Powers Ferry Corridor Study

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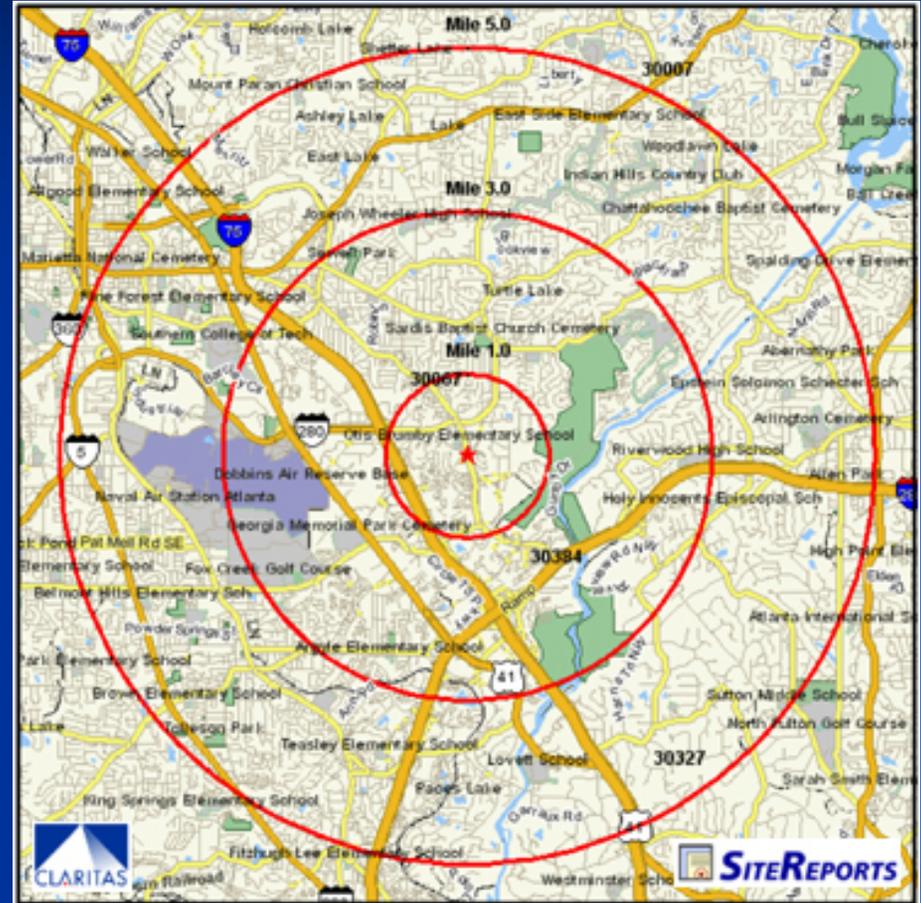
## Other Planning Efforts

- Marietta/Cobb County Delk Road Livable Centers Initiative
- Northeast Corridor Transportation Master Plan (2002)
- Blueprint Cumberland II (2007)
- Cobb County 2030 Comprehensive Plan (2009)
- Cobb County 2030 Transportation Comprehensive Plan (2008)

# Powers Ferry Corridor Study

## Demographics

- Population (2009 est.)  
3 mile radius = 75,646  
Increase 1.74% from 2000
- Population Growth (2014)  
3 mile radius = 77,701  
Increase 2.72% from 2009



# Powers Ferry Corridor Study

## Demographics

- Population by Race & Ethnicity

White = 52.3%

Black or African American = 28.8%

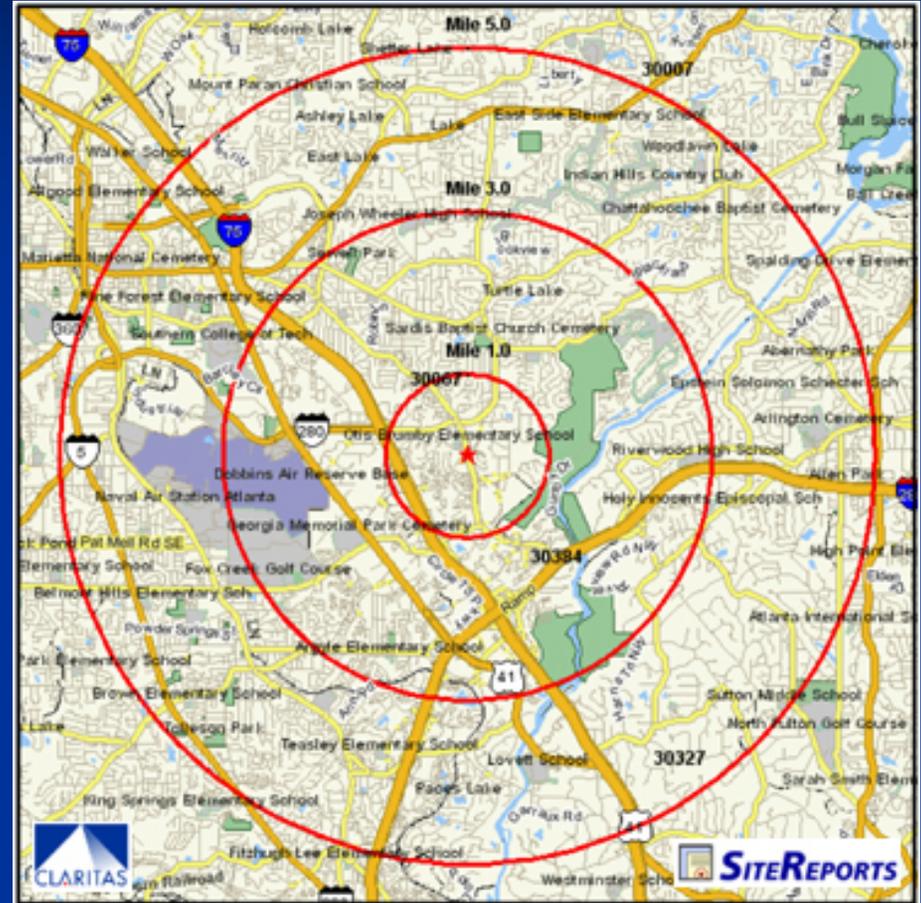
Some other race = 7.9%

Asian = 6.9%

American Indian & Alaska Native = 0.4%

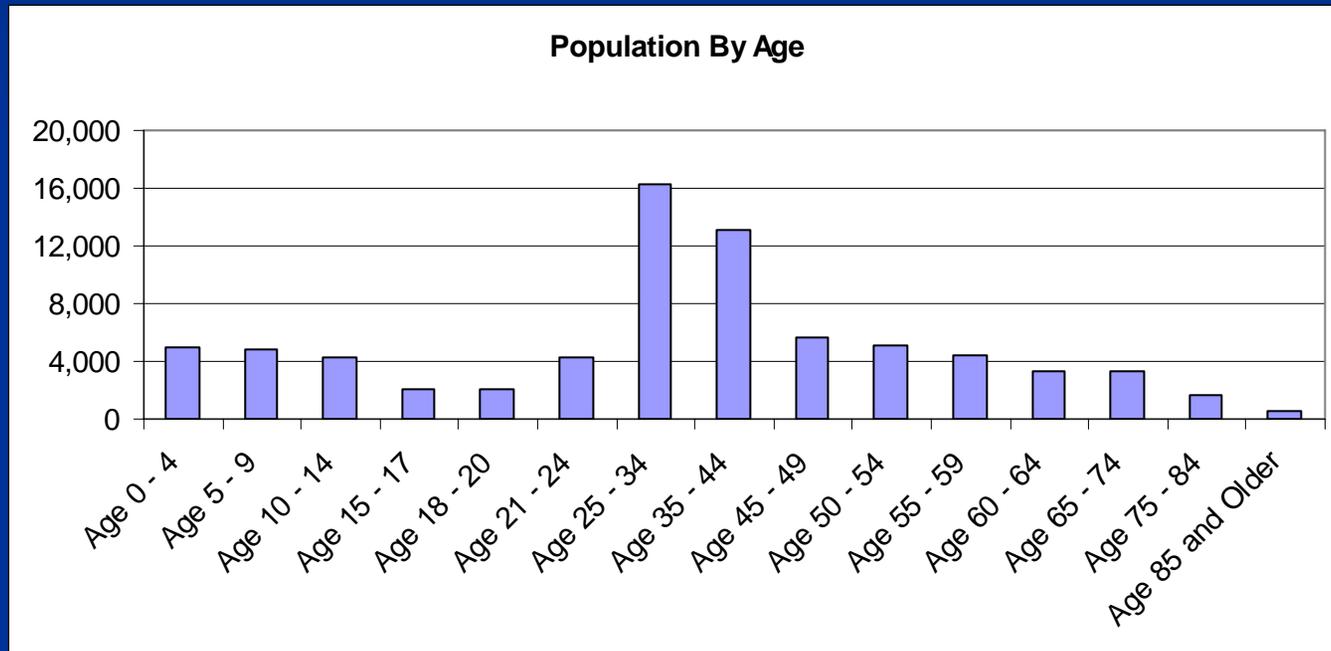
Native Hawaiian & Other Pacific Islander = 0.07%

Hispanic or Latino = 16.6%

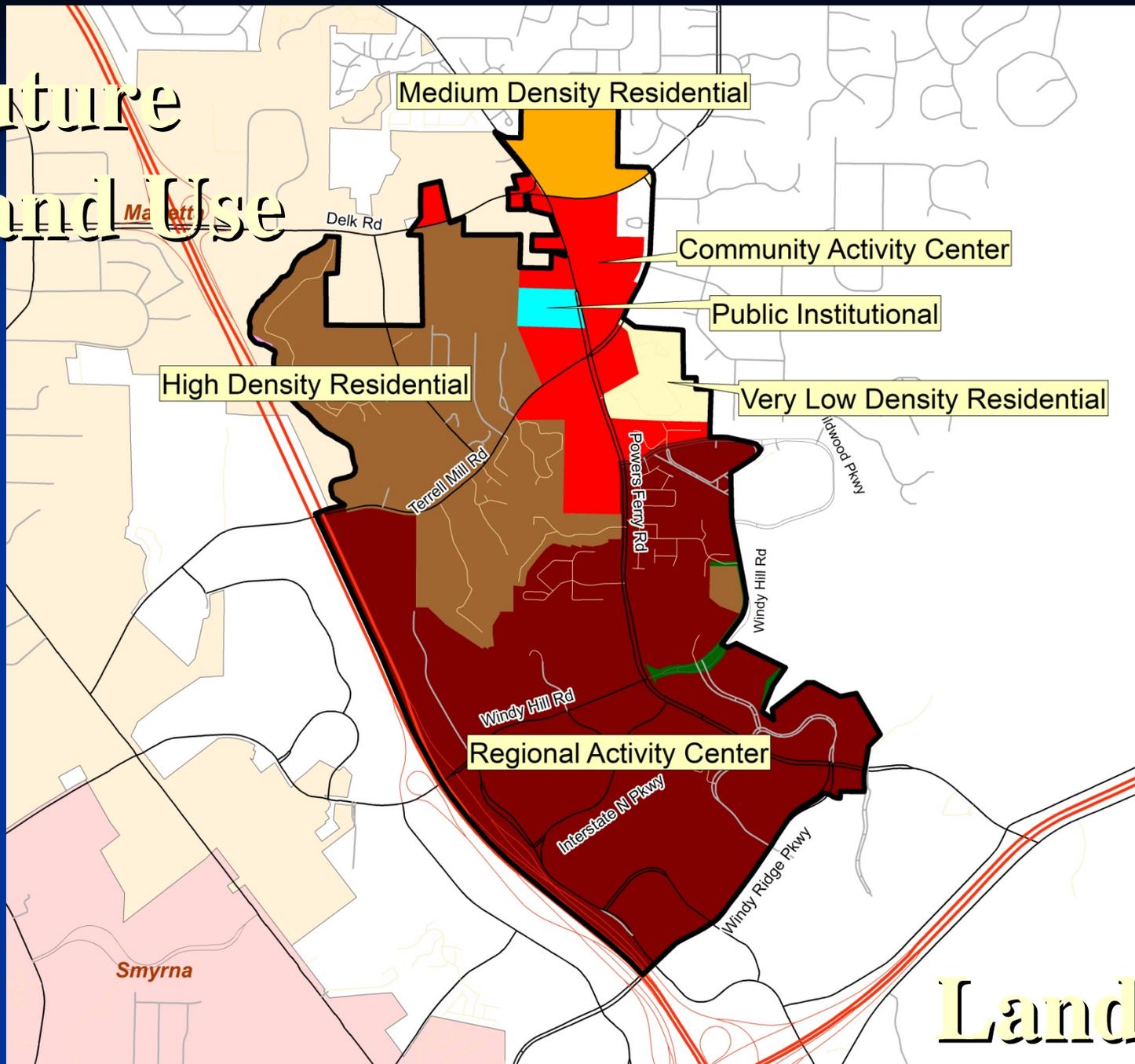


# Powers Ferry Corridor Study

## Demographics

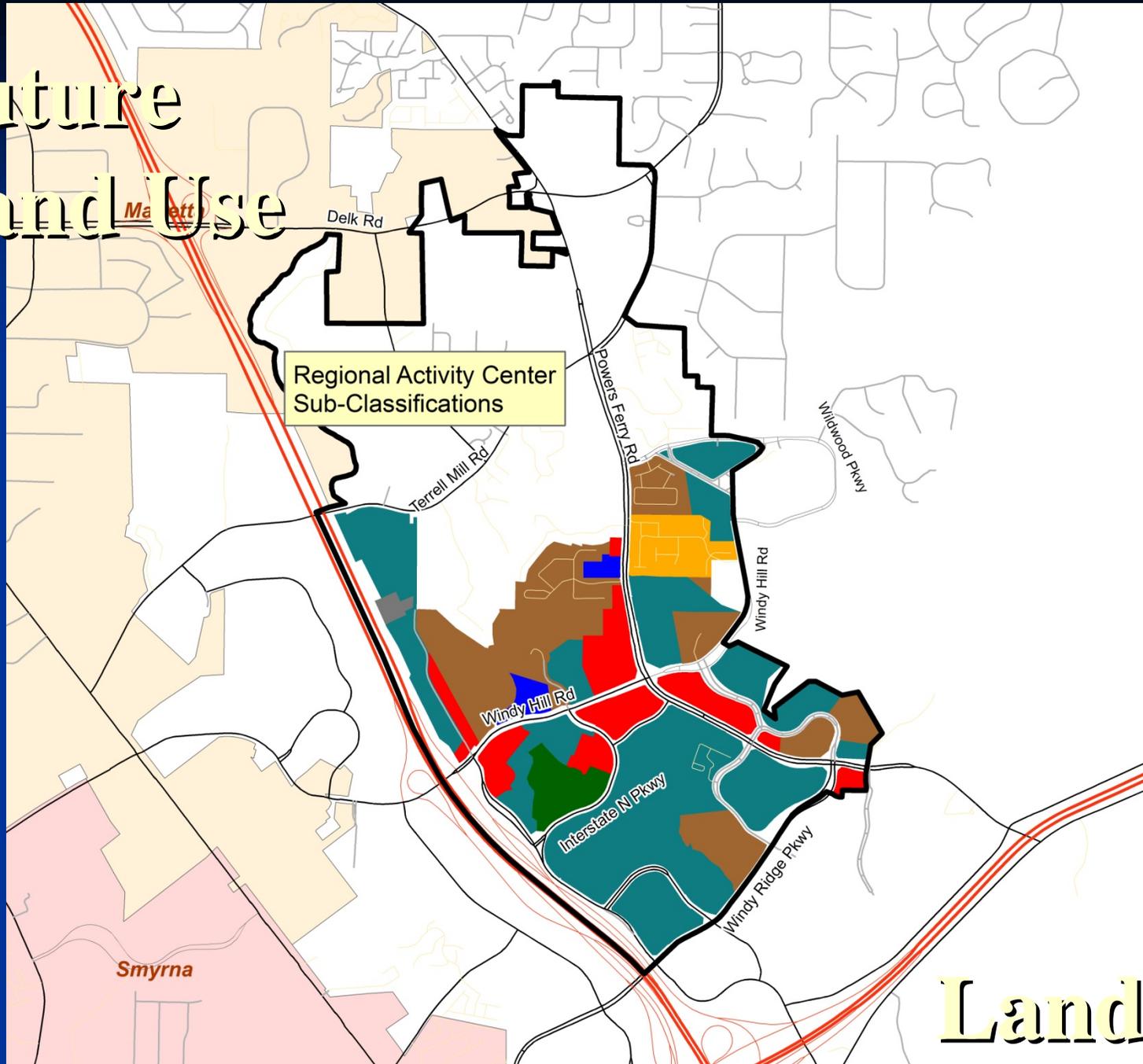


# Future Land Use



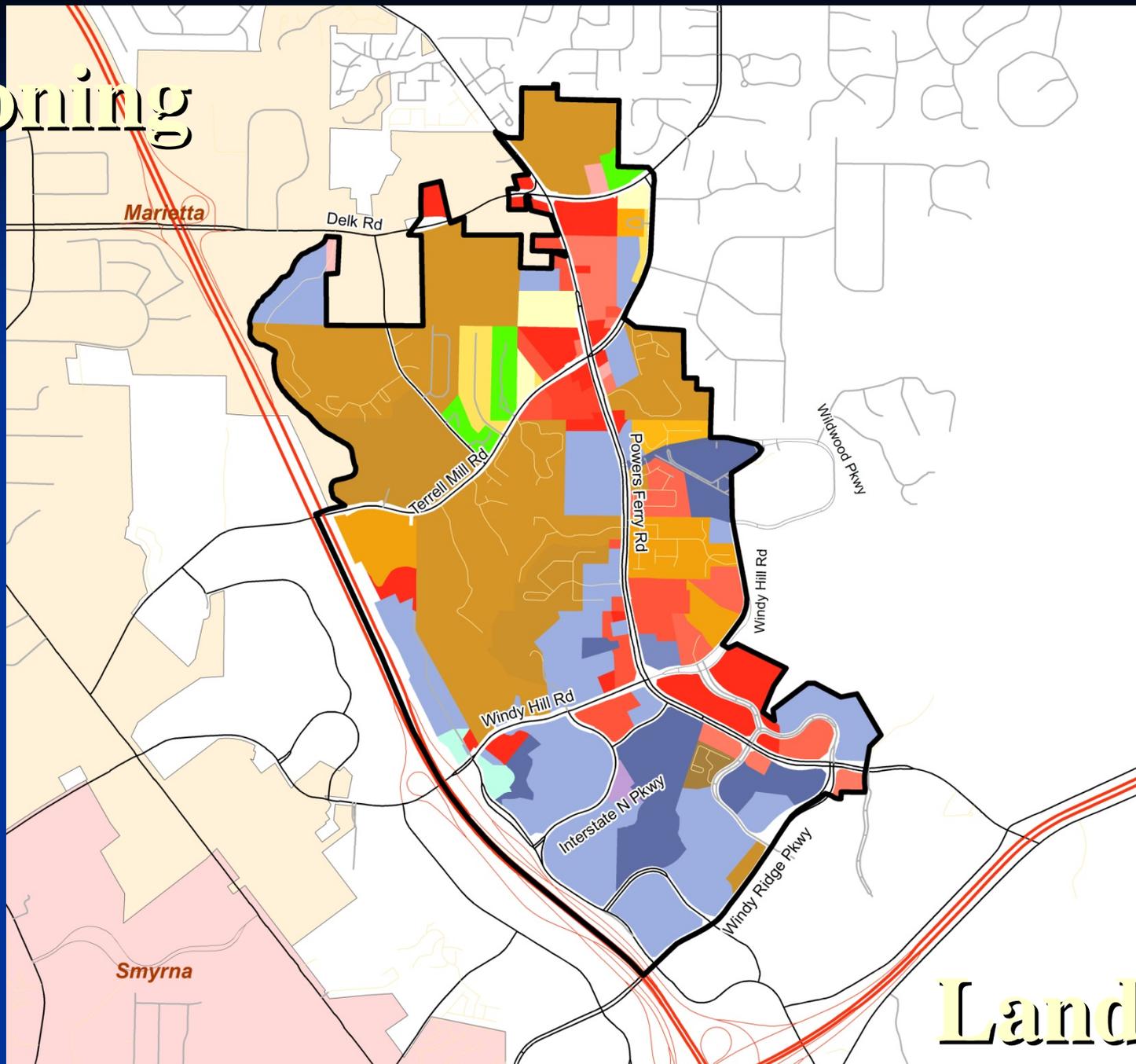
# Land Use

# Future Land Use



# Land Use

# Zoning

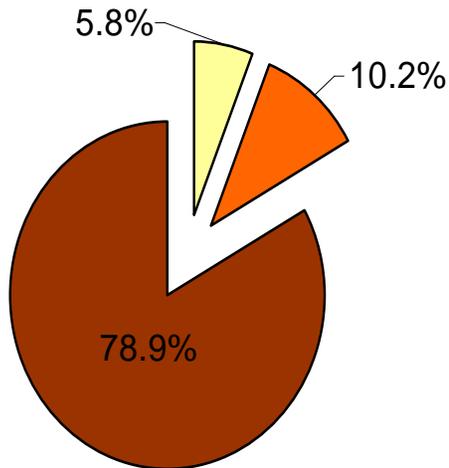


# Land Use

# Powers Ferry Corridor Study

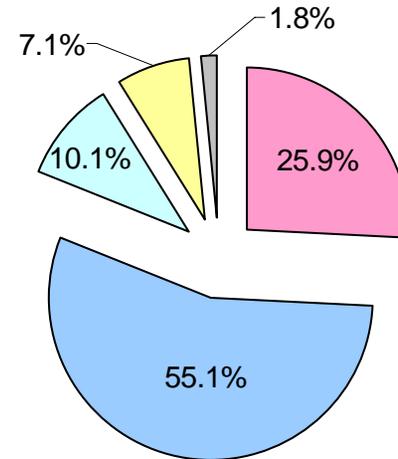
## Existing Development

Existing Development - Residential



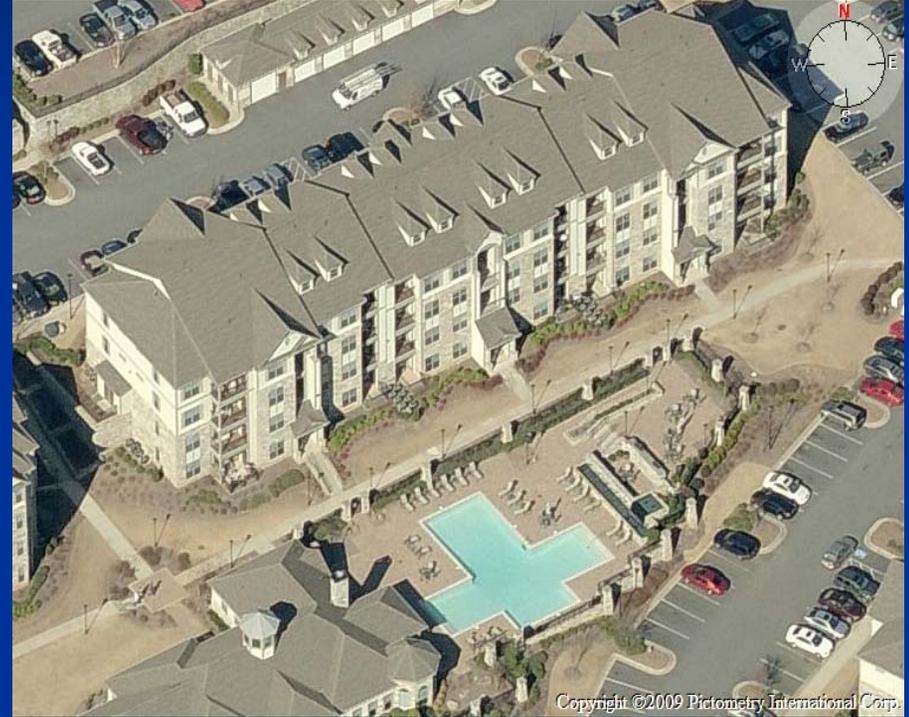
■ Detached      ■ Attached      ■ Multi-Family

Existing Development - Non Residential



■ Retail      ■ Office      ■ Hotel/Motel  
■ Govt./Institutional      ■ Industrial

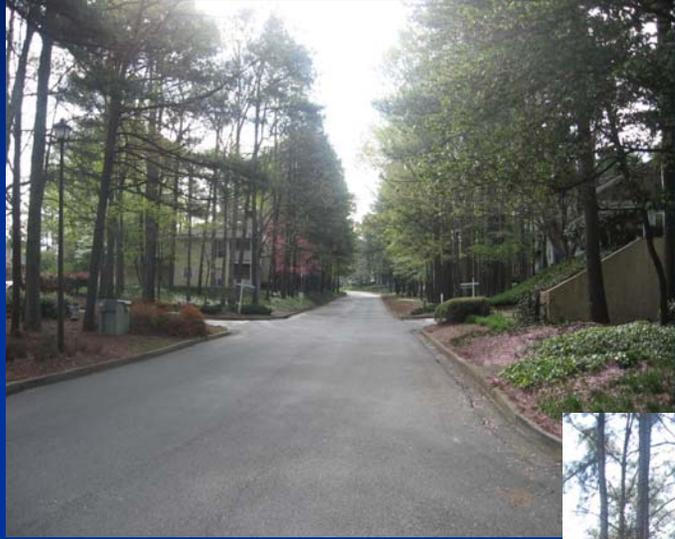
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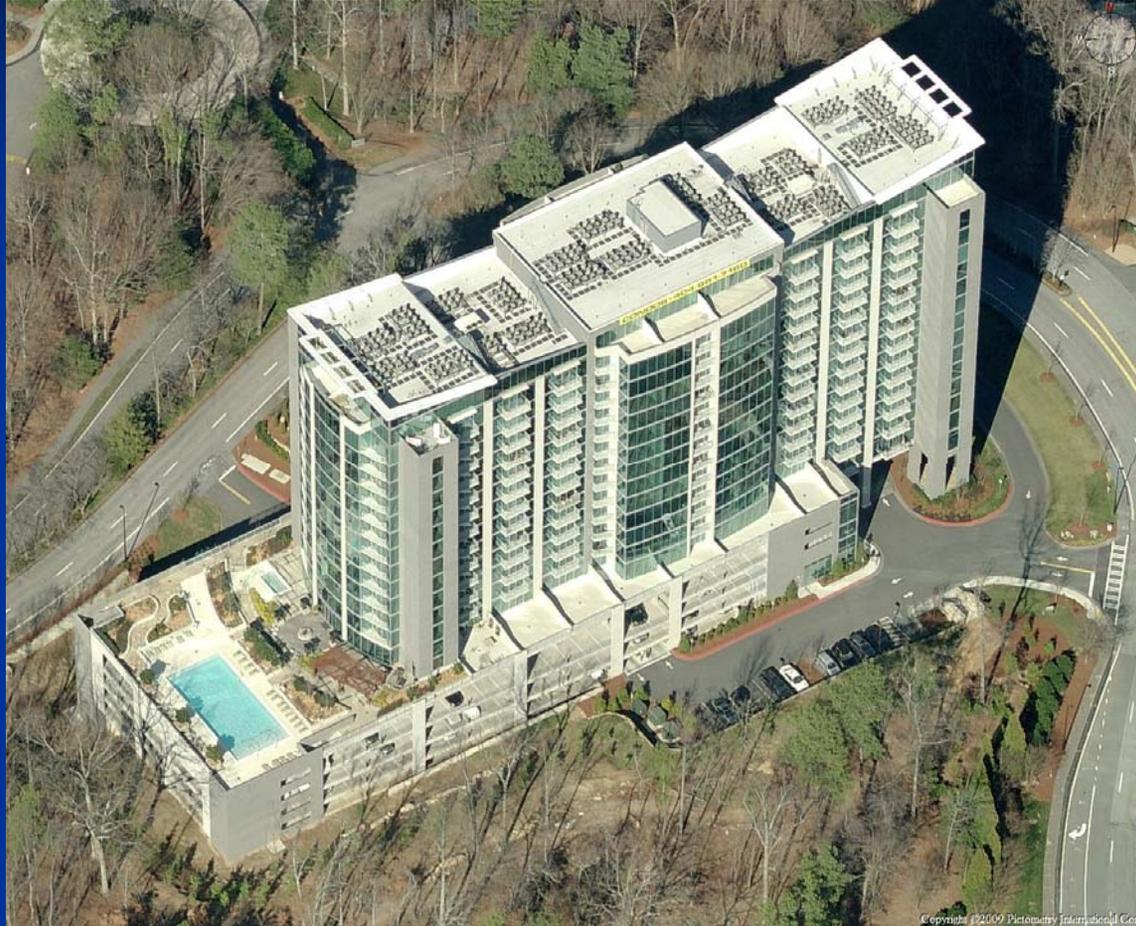
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*Cobb County...Expect the Best!*

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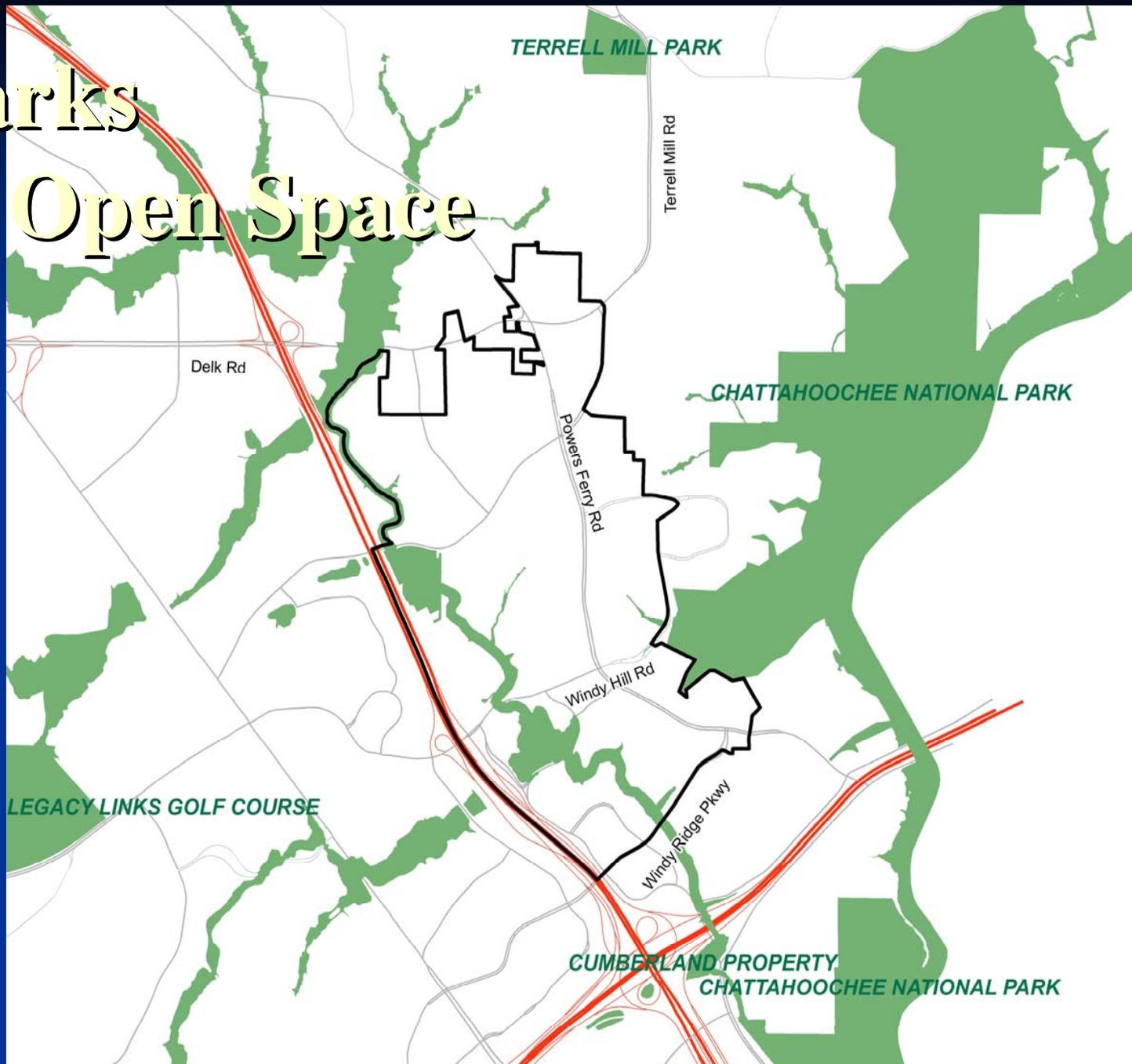


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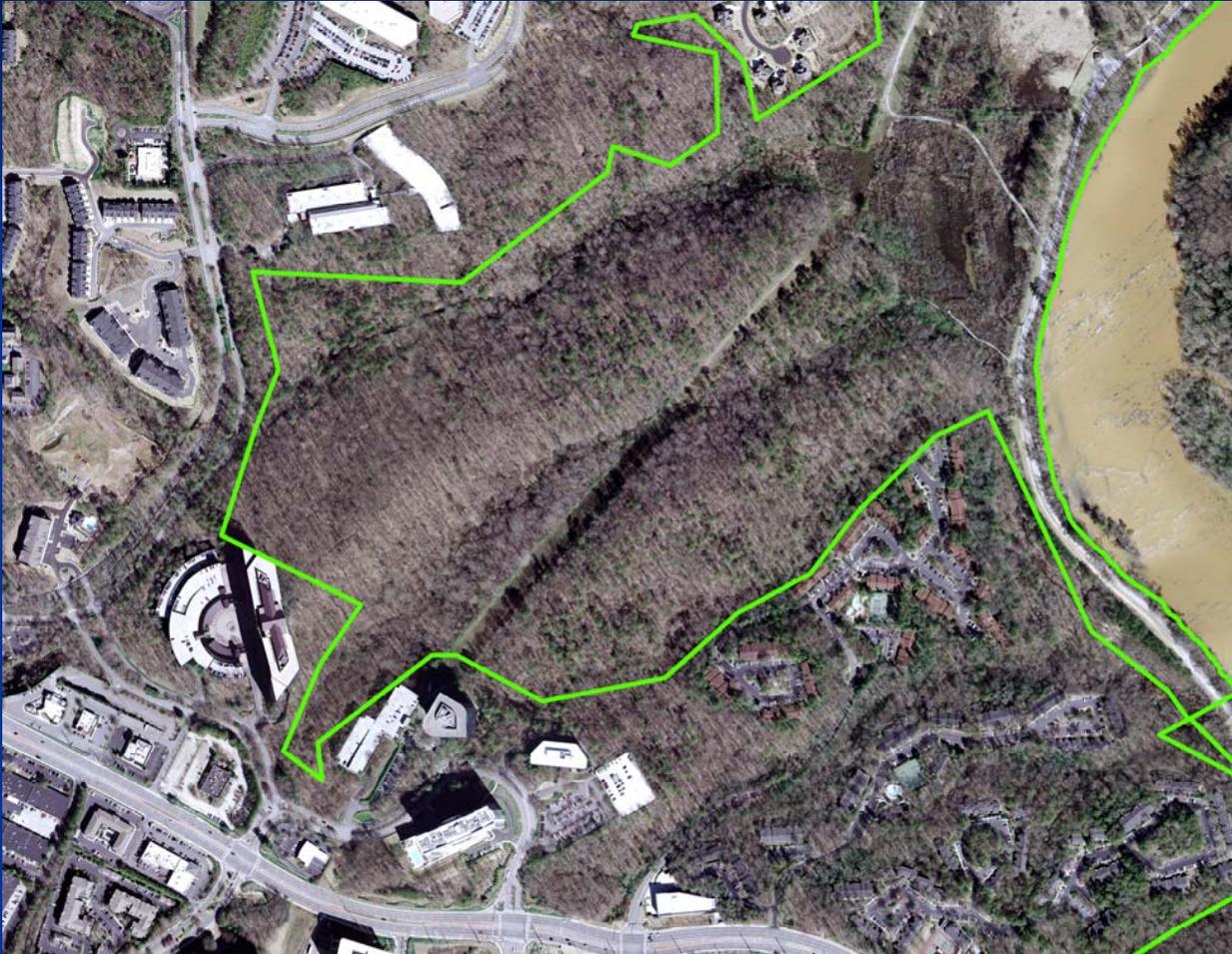


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# Parks & Open Space



# Powers Ferry Corridor Study

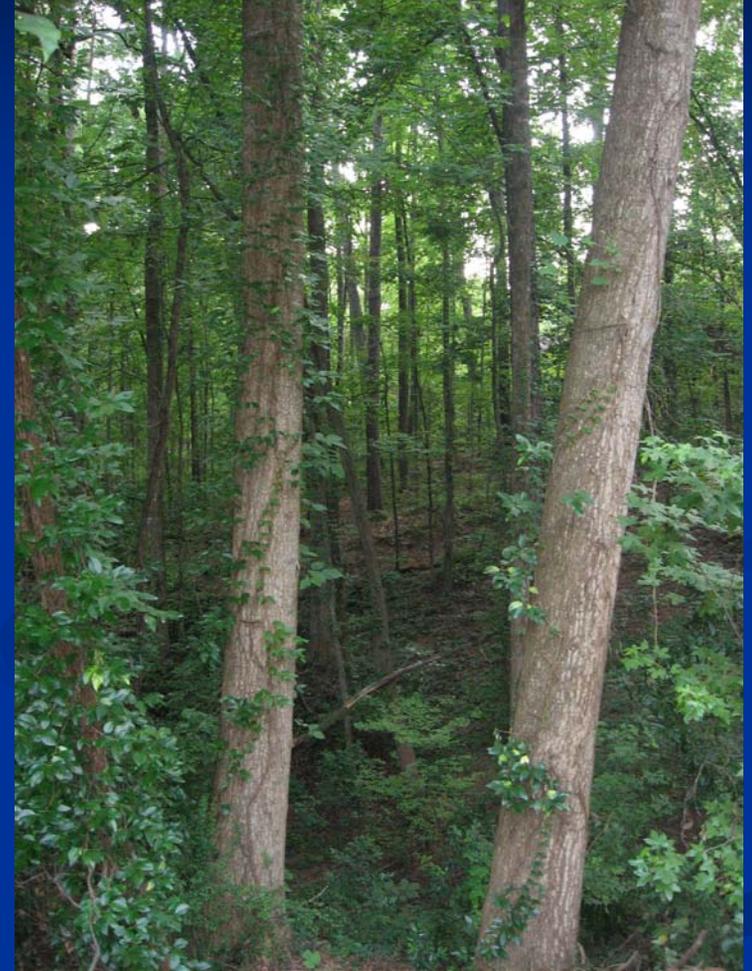


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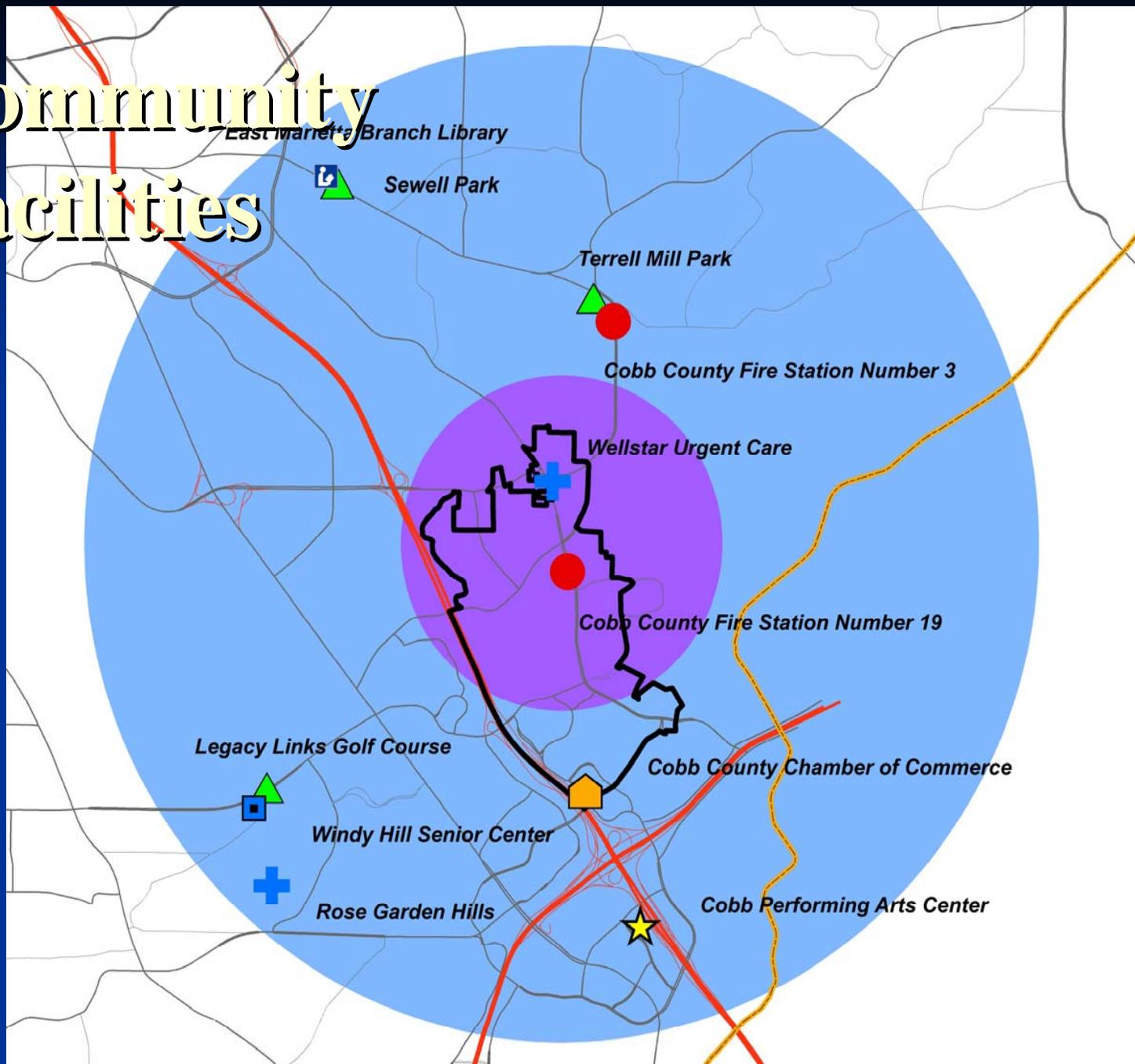


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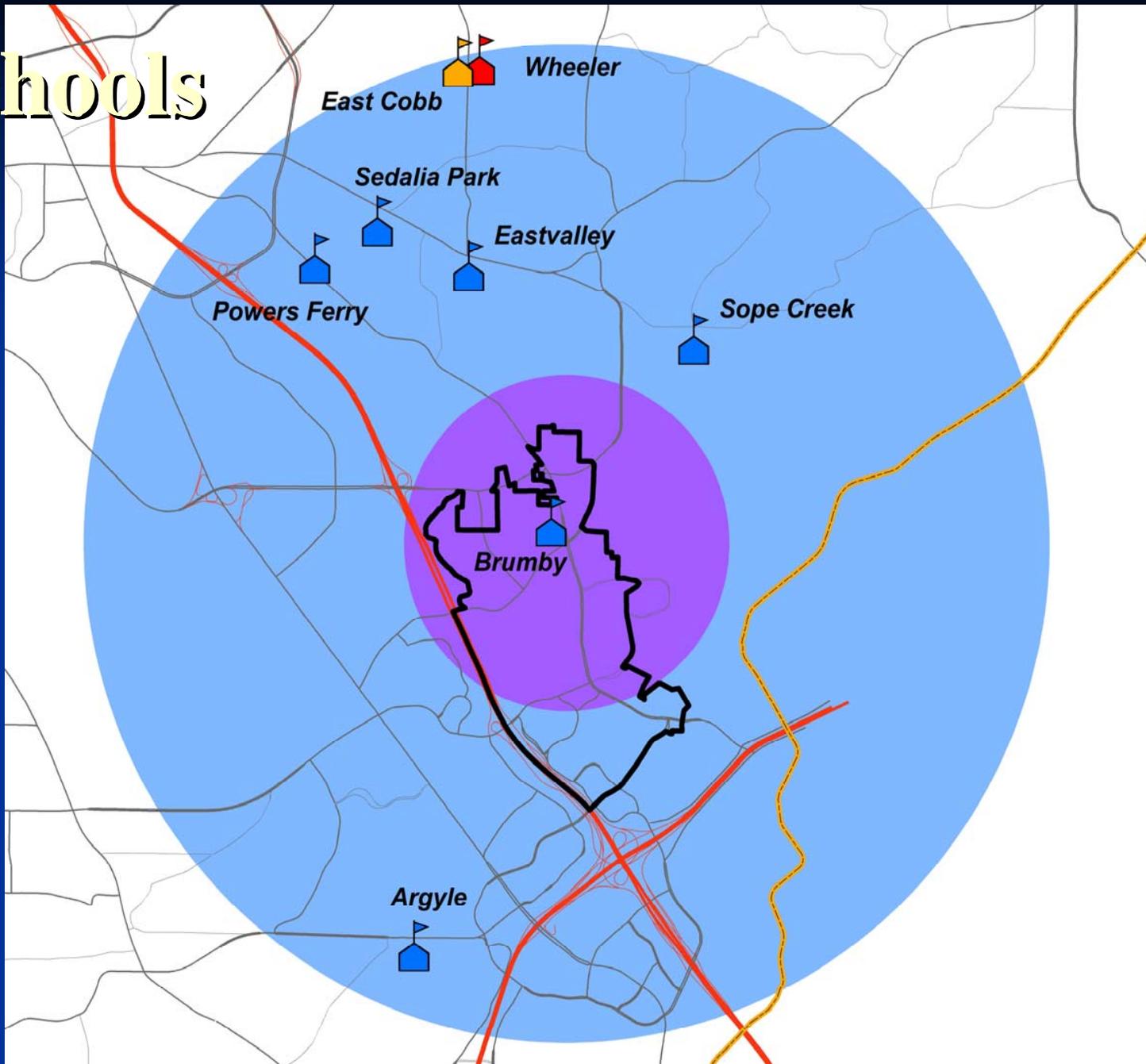


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# Community Facilities



# Schools



# Powers Ferry Corridor Study

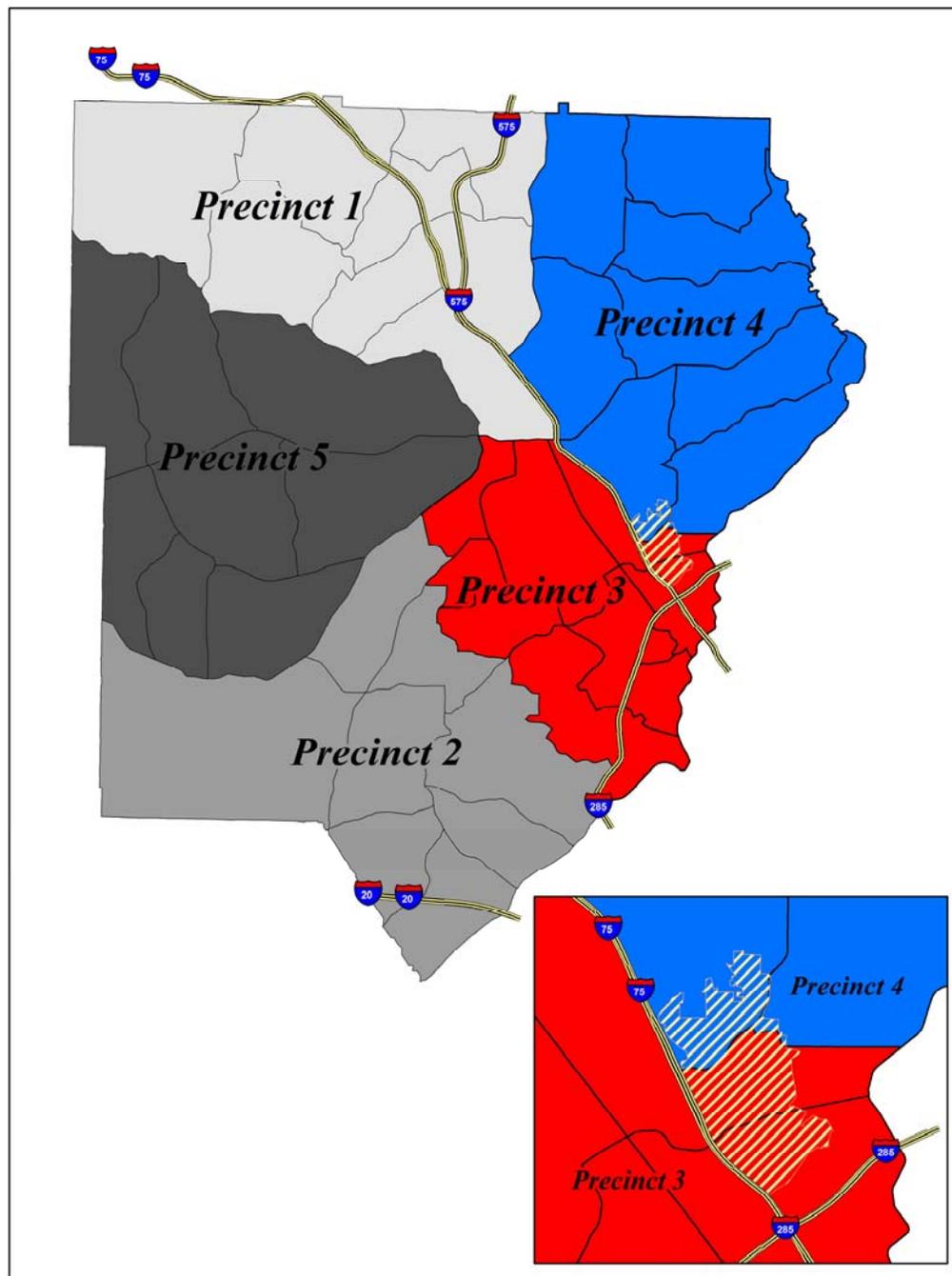
## Housing

### New Home Data (Metrostudy)

- Riverwalk @ Wildwood
- Rivers Call @ Wildwood
- The Oaks @ Powers Ferry
  
- Future Inventory = 71



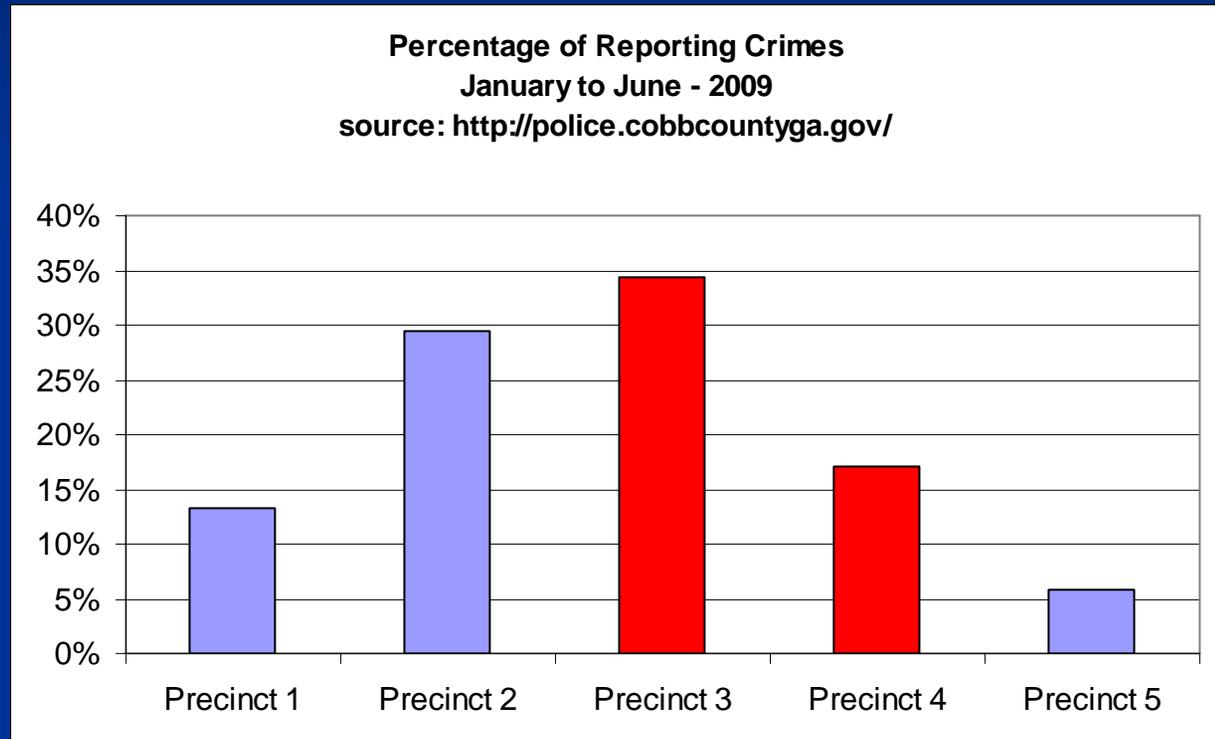
# Crime



# Powers Ferry Corridor Study

## Crime

Entering Auto  
Residential Burglary



# Powers Ferry Corridor Study

## Transportation

- Powers Ferry Rd – North/South corridor – Arterial (Cobb DOT)  
Urban collector street (GDOT)
- Several E/W Arterials
- Few interconnected Major/Minor collectors
- Numerous curb cuts
- Pedestrian access is limited



# Powers Ferry Corridor Study

## Roadway Characteristics 2-Mile Corridor



5-foot Sidewalk, Both Sides



4-Lane Roadway, Grass Median Separated

# Powers Ferry Corridor Study

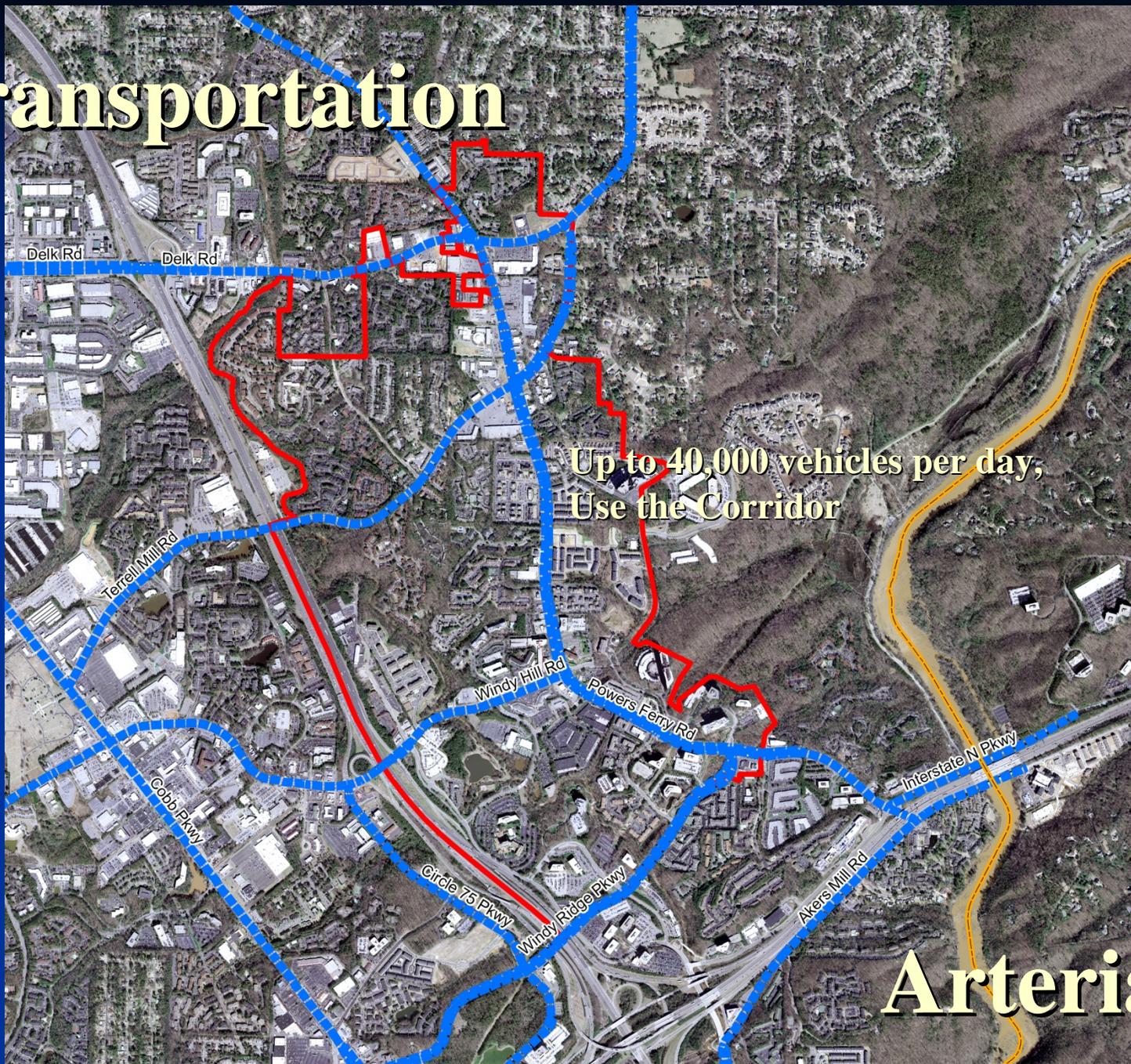


Tree-Covered Medians, Cumberland CID



5-foot Sidewalk, Both Sides

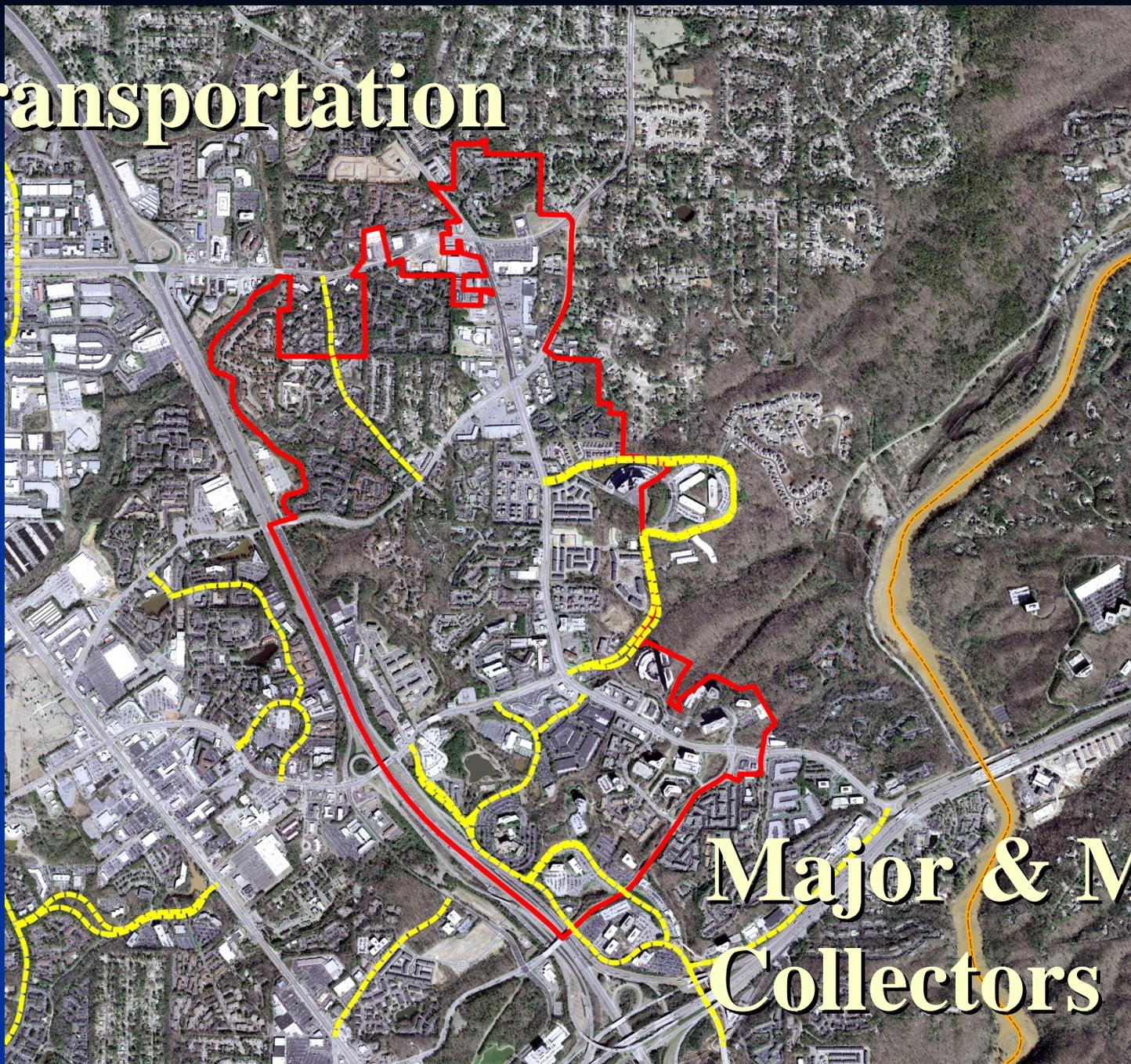
# Transportation



Up to 40,000 vehicles per day,  
Use the Corridor

Arterial

# Transportation



Major & Minor  
Collectors

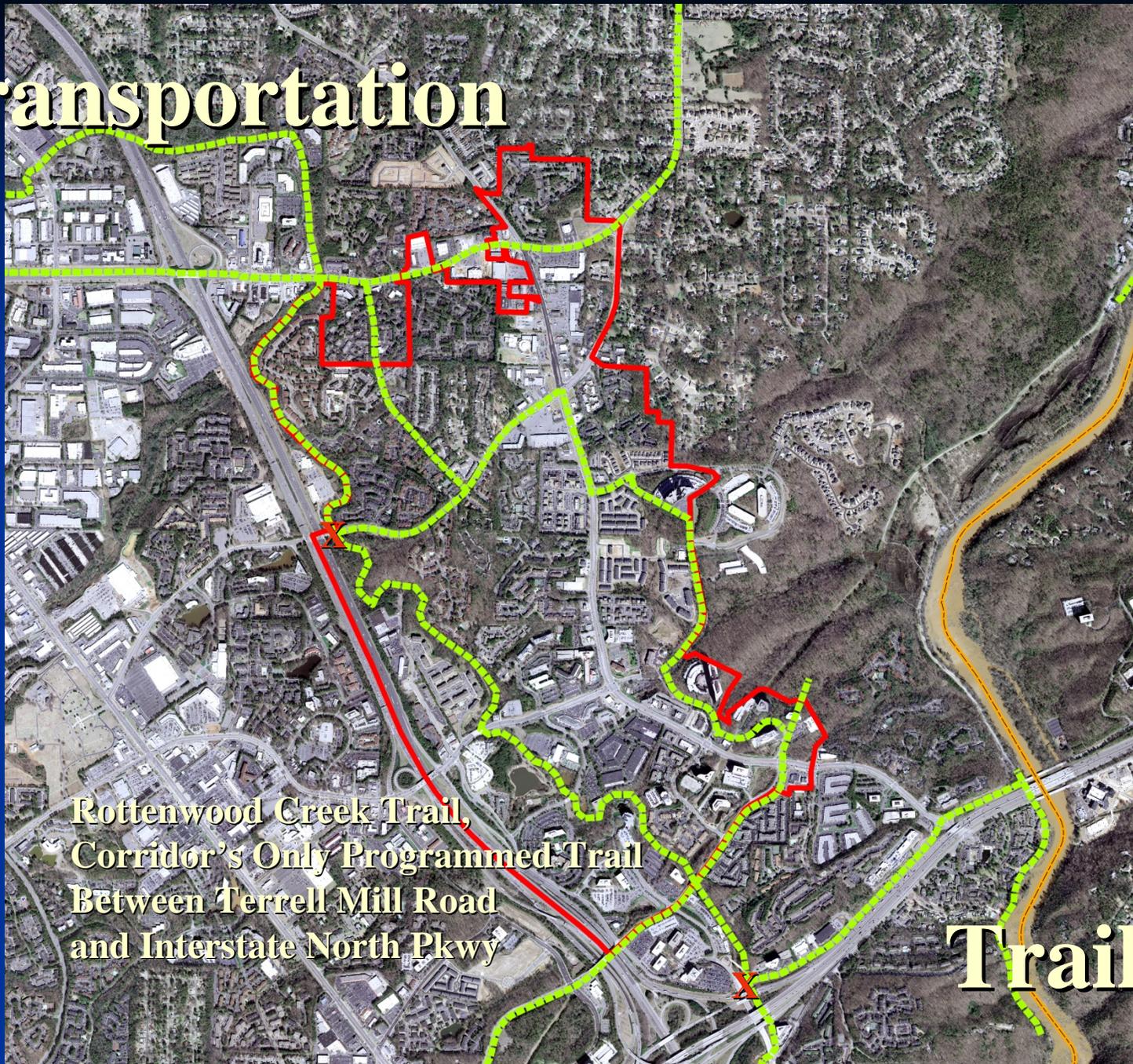
# Transportation



Note: Small sidewalk gaps do exist along east-side of Corridor.

# Sidewalks

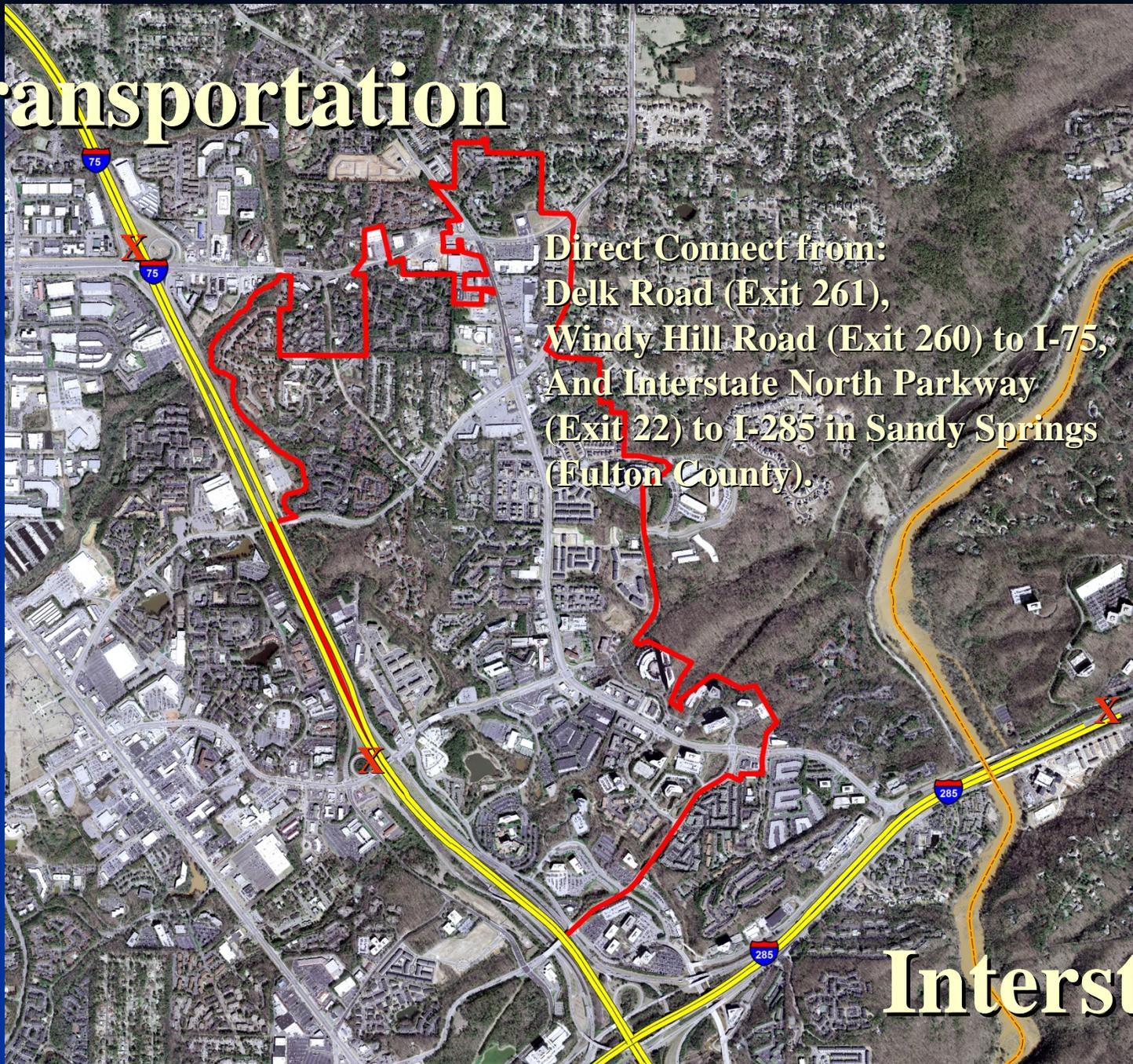
# Transportation



Rottenwood Creek Trail,  
Corridor's Only Programmed Trail  
Between Terrell Mill Road  
and Interstate North Pkwy

# Trails

# Transportation



Direct Connect from:  
Delk Road (Exit 261),  
Windy Hill Road (Exit 260) to I-75,  
And Interstate North Parkway  
(Exit 22) to I-285 in Sandy Springs  
(Fulton County).

Interstate

# Powers Ferry Corridor Study

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## Transportation

### Levels of Service (Taken from CTP Needs Assessment Document)

Brandl Cove Court to Delk Road: F (MOST CONGESTED)

Delk Road to Terrell Mill Road: E

Terrell Mill Road to Windy Hill Road: D

Windy Hill Road to Windy Ridge Parkway: A-C

Windy Ridge Parkway to Shadowood Parkway: D

# Powers Ferry Corridor Study

## Levels of Service Example



**Level of Service E at the Windy Hill Road Intersection**

# Powers Ferry Corridor Study



Terrell Mill &  
Powers Ferry  
31 Crashes  
(6/06-5/07)



Delk & Powers Ferry:  
52 Crashes (6/06-5/07)



Windy Hill  
& Powers Ferry  
39 Crashes (6/06-5/07)

# Transit

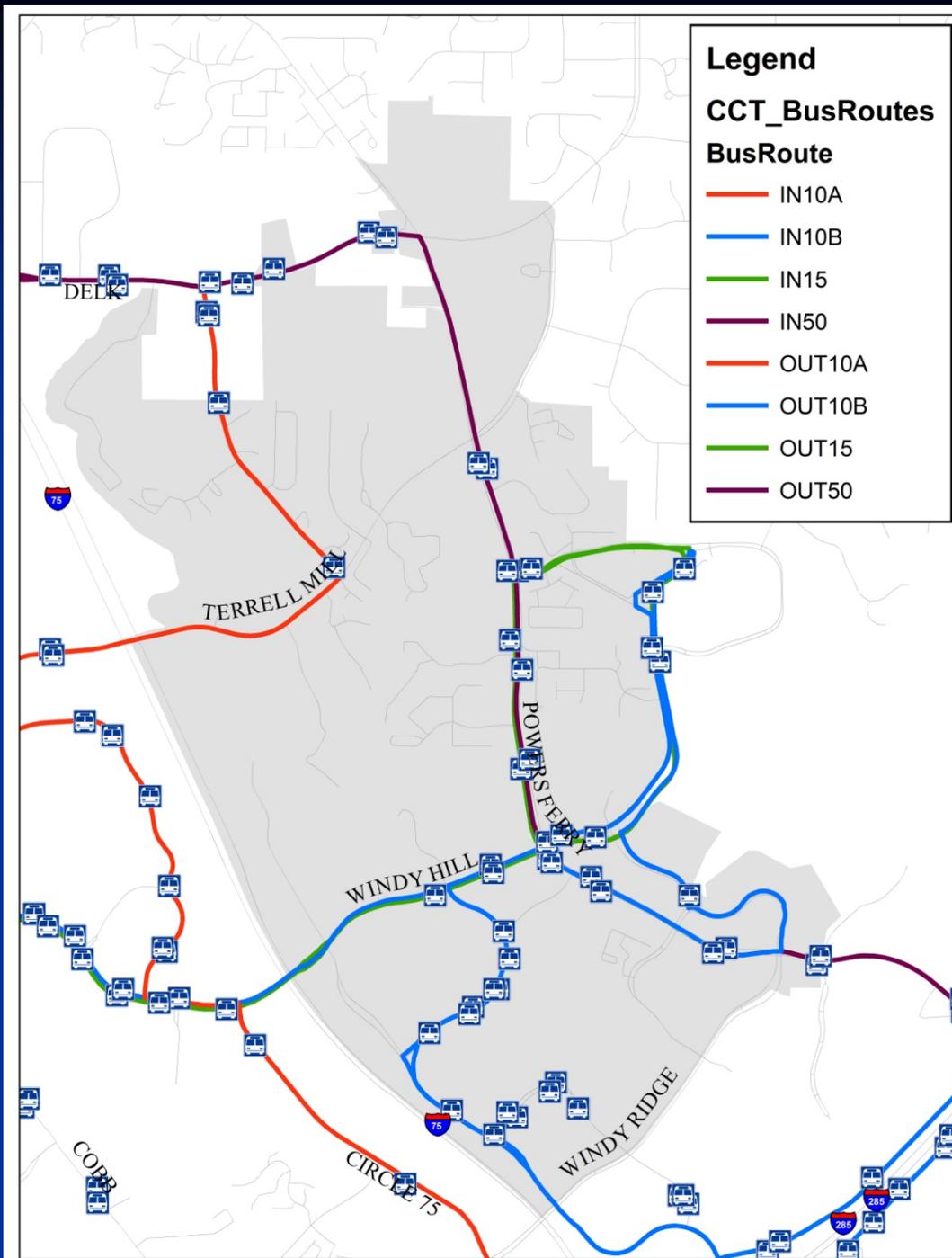
CCT Routes Served:

#10B  
(to Wildwood -Arts Center),

#15  
(to Wildwood -MTC),

#50  
(MTC-CTC)

Bus Stops:  
14 total  
(7-in, 7-out)



Frequency/  
Headways:  
30 minutes  
Peak (Mon-Fri),  
60 minutes  
Off-Peak (Mon-Sat)

# Bus Routes & Stops

# Economic Conditions

- Specific to corridor and Cumberland CID area
- Trends/Observations
  - Housing starts are slow, but corridor does not appear to be as impacted by real estate conditions
  - Several retail vacancies and underperforming commercial space
  - Northern end of corridor retail space is nearing the end of its life cycle
  - Large quantity of ethnic business development
  - Office market is lagging due current macroeconomic conditions
  - Linkage between services and office market is apparent in southern end of corridor

# Market Study

- Why do we conduct a market study?
- Market study to cover
  - Housing
    - Supply, demand, projections
  - Retail
    - Market profile, opportunity gaps
  - Office
    - Supply, demand, vacancies, absorption

# Market Study Area

- Centered on Terrell Mill and Powers Ferry
- 1 and 3 mile radius for market study
- 5 mile radius for market area



Map provided by Claritas

# Powers Ferry Corridor Study

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## Questions

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