

# Powers Ferry Corridor Study

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## Public Meeting #3

Conceptual Plan  
Goals & Policies

October 6, 2009

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*Cobb County Community Development Agency  
Planning Division*



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# Powers Ferry Corridor Study

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## Evolution of the Plan

Plan vision, goals and policies come from progressive community input

- July 20, 2009: Issues & Opportunities
- August 24, 2009: Interactive workshop
- Draft Vision, Goals & Policies (August – November)
- Final Report (November – January)
- PC Public Hearing (January)
- BOC Public Hearing (January)



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# Powers Ferry Corridor Study

## Major Issues

- Identity
- Vacant retail
- Unattractive
- Traffic congestion
- Bike lanes
- Existing regulations
- Community facilities
- Housing
- Access to CNRA
- Crime



# Powers Ferry Corridor Study

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## Planning Principles

- Increase mobility and connectivity
- Improve aesthetics
- Balance housing options
- Develop strong sense of identity
- Connect to natural environment
- Create focus area



# Powers Ferry Corridor Study

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## Conceptual Map

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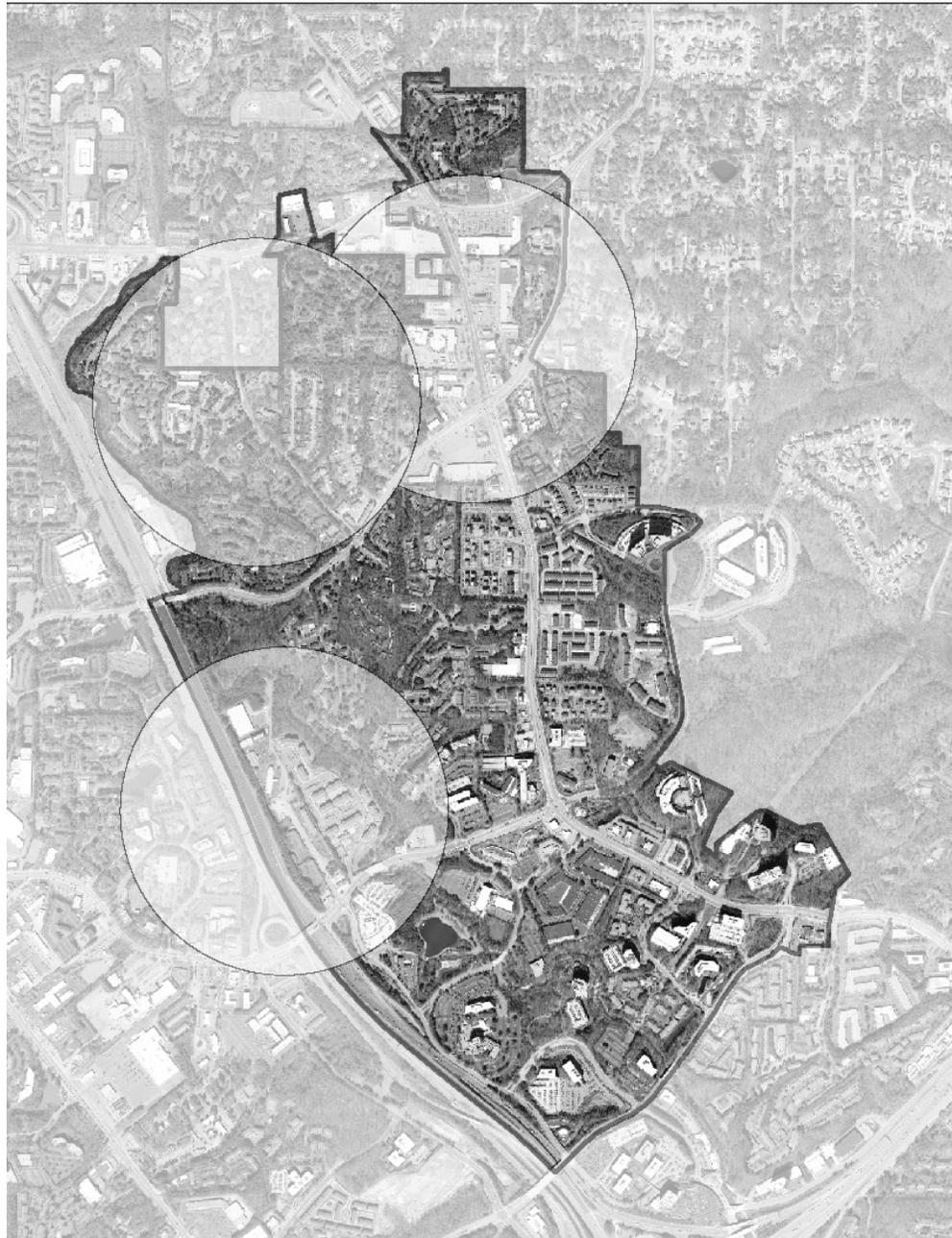
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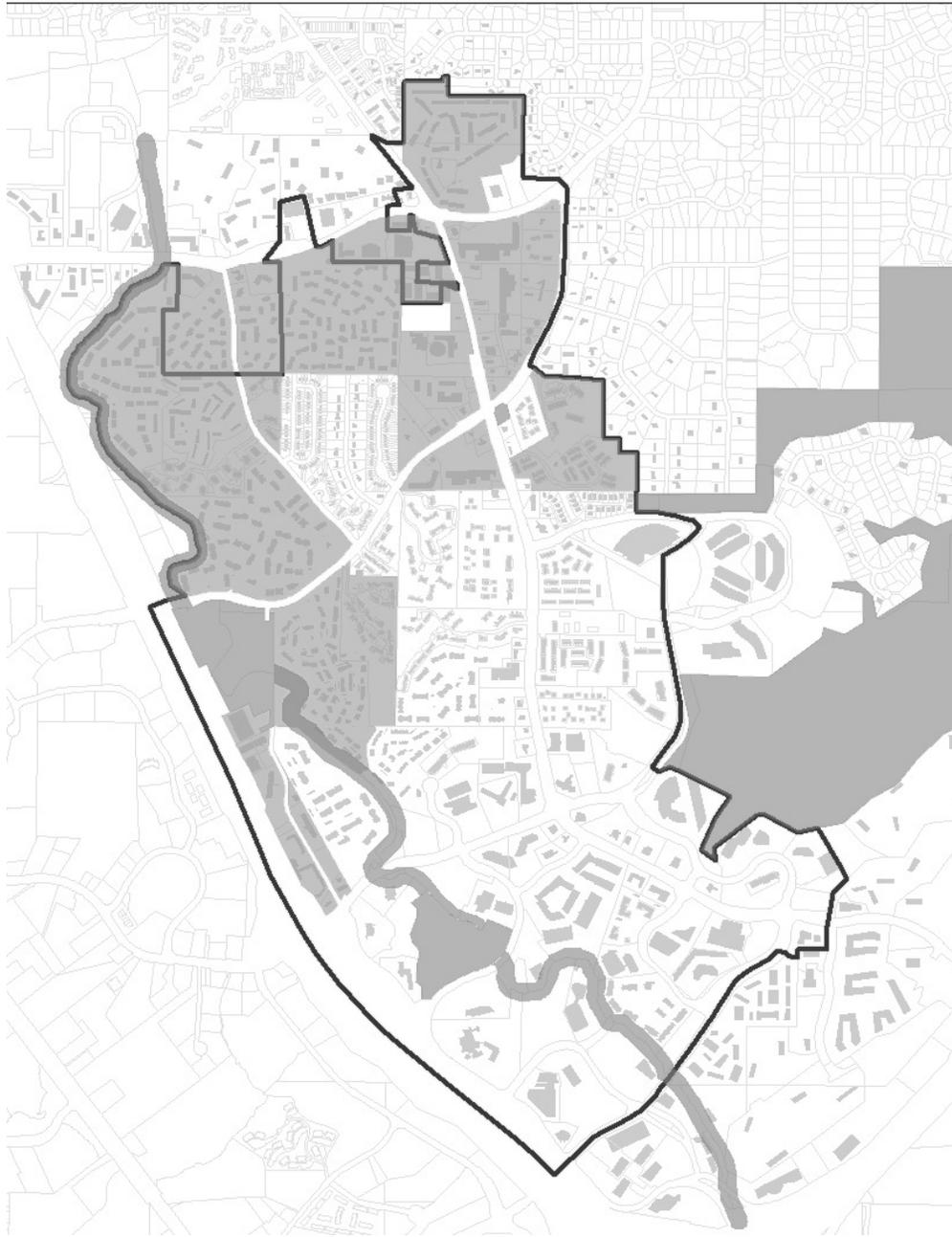


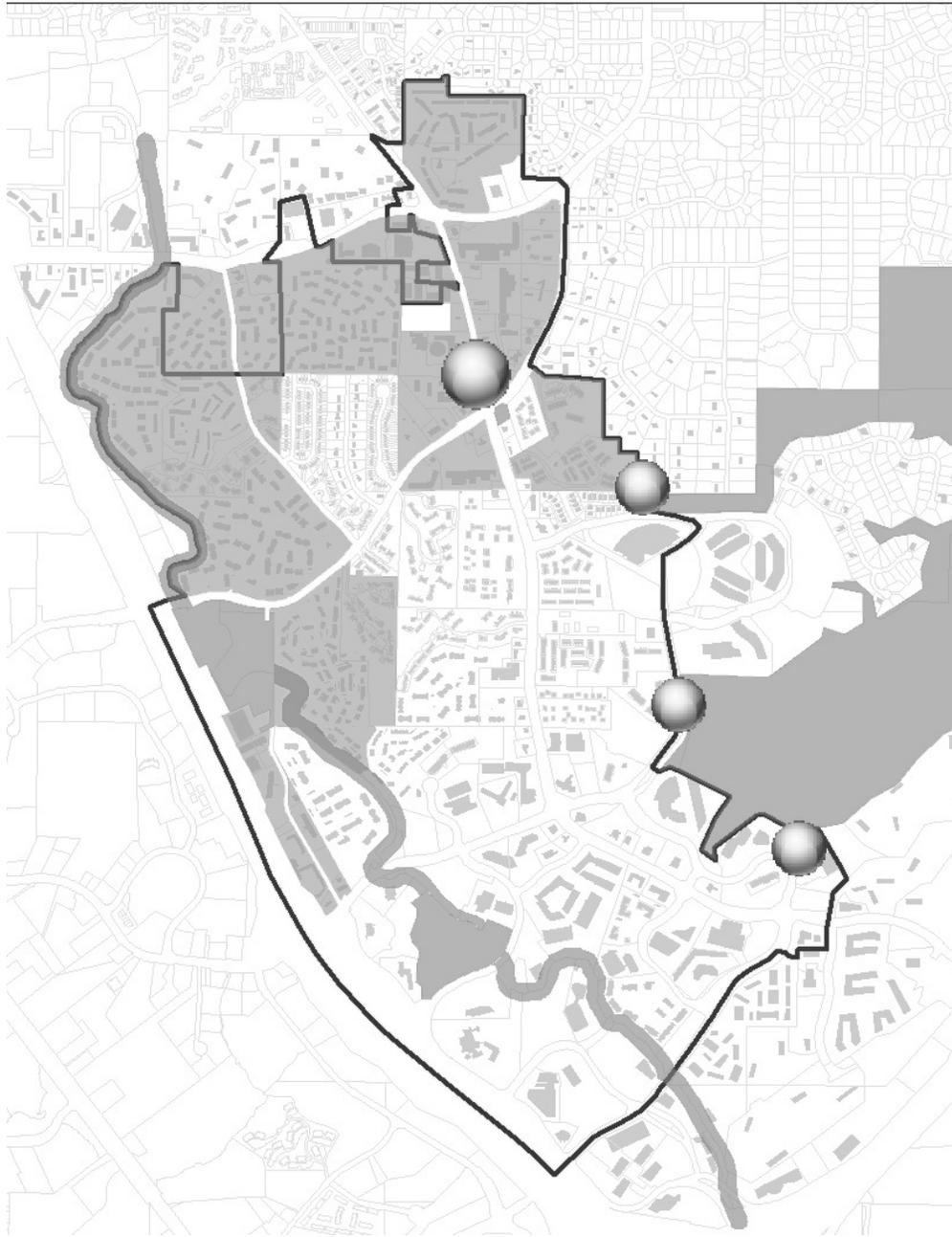


















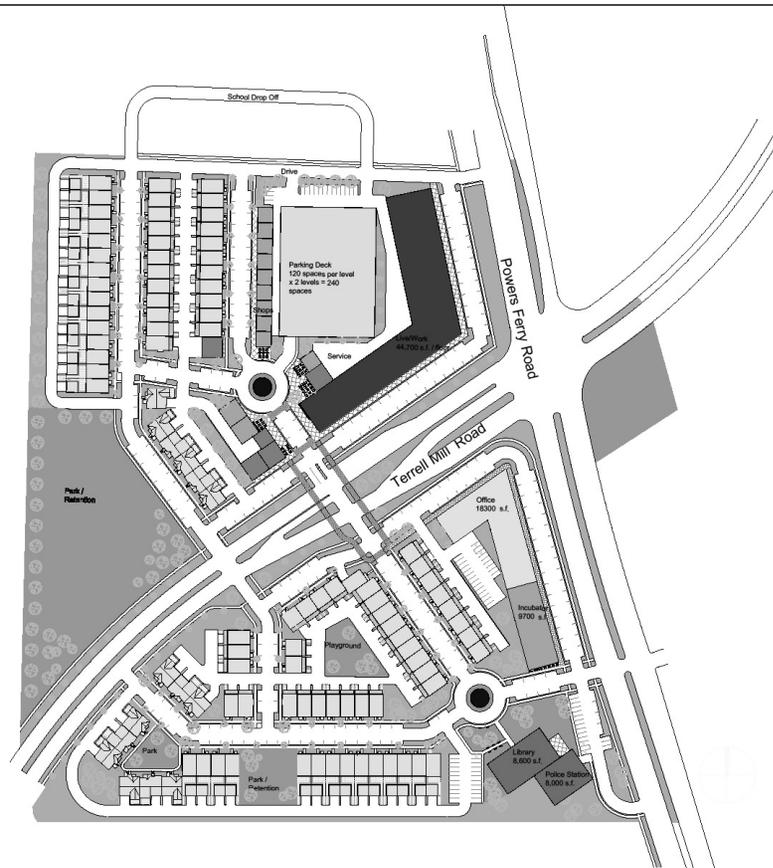












CONCEPTUAL SITE PLAN

Legend

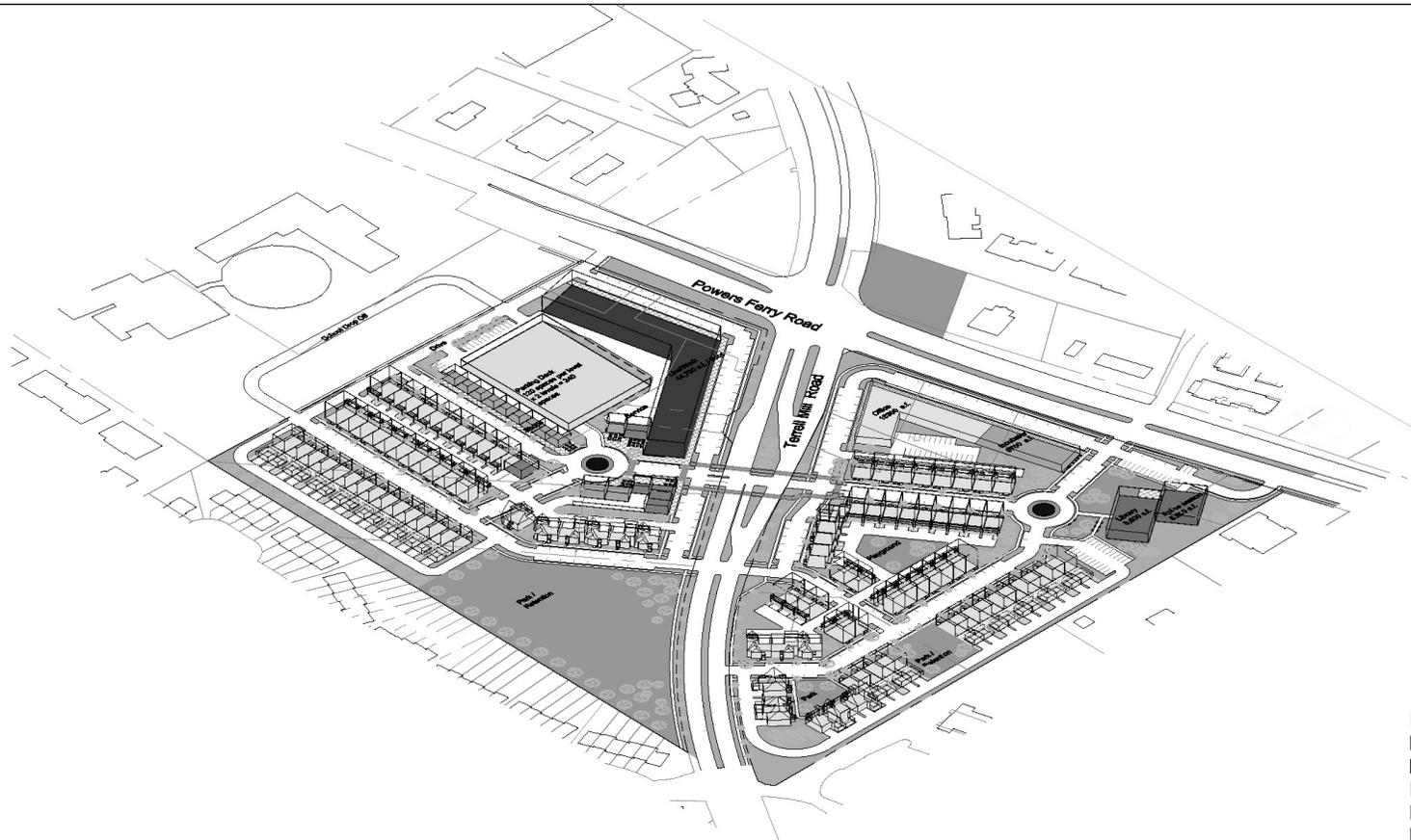
- █ Civic
- █ Live / Work
- █ Office
- █ Incubator
- █ Retail / Restaurant
- █ Residential
- █ Park / Public



Ronald C. Wootton  
 architect atlanta, georgia  
 770.621.0620 woottonarch@aol.com

**Powers Ferry Master Plan**  
 Town Center Concept  
 Cobb County, Georgia

6 October 2009



**Legend**

- Civic
- Live / Work
- Office
- Incubator
- Retail / Restaurant
- Residential
- Park / Public

CONCEPTUAL SITE PLAN  
Aerial View From Southwest

**Powers Ferry Master Plan**  
Town Center Concept  
Cobb County, Georgia

Ronald C. Wootton  
architect alarita.georgia  
770.621.0620 woottonarch@aol.com

6 October 2009

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## Vision

*The Powers Ferry area is a vibrant community of residents and businesses containing a distinct blend of uses and scales connected using a human scaled transportation network all of which is established in a way that respects the natural environment.*



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## Goals & Policies

### Land Use

Vibrant community  
Distinct blend of uses and scale  
Diverse housing choices  
Economically efficient buildings  
Human scale



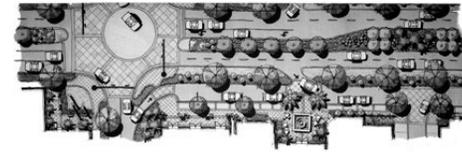
### Transportation

Improve Transportation network  
Inviting, safe & convenient  
Streetscape  
Mobility options  
Minimize impact on through-traffic



### Community Appearance

Engaged  
Attractive  
Sense of Place



### Economic Development

Cultivate balanced economy  
Capitalizes on diverse population

### Open Space & Natural

### Environment

Asset to Powers Ferry  
Provides health, recreation & environmental benefits

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## Up Next

Development of Implementation Strategies

Draft Document

Public Information Meeting

Board of Commissioner's Work Session

Planning Commission Work Session

Acceptance

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## Questions

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