



## **Table of Appendix**

---

<b>Johnson Ferry Road Focus Group Final Report</b>	<i>.....80</i>
<b>Meeting Minutes for Public Meeting One</b>	<i>.....81</i>
<b>Charrette/Visioning Comments (Public Meeting Two)</b>	<i>.....85</i>
<b>Meeting Minutes for Public Meeting Three</b>	<i>.....92</i>
<b>Meeting Minutes for Public Meeting Four</b>	<i>.....94</i>
<b>Image Preference Survey Results (Public Meeting Two)</b>	<i>.....96</i>
<b>Steering Committee Member</b>	<i>.....111</i>

## Johnson Ferry Road Focus Group Final Report

Johnson Ferry Road is a major commercial and residential corridor and transportation thoroughfare located in eastern Cobb County. At the request of Commissioner Bob Ott, the Community Development Planning Division held a series of focus groups on the Johnson Ferry Road corridor. The purpose of the focus group was to engage key residential property owners and business owners on their view of the top issues concerning the Johnson Ferry Road corridor from Roswell Road to the Chattahoochee River and brainstorm on how those issues could be addressed.

Commissioner Ott appointed three residential leaders and three business leaders to the focus group. These people were Mr. Herbert Ames, Mr. Owen Brown, Ms. Trish Steiner, Ms. Kim Swanson, Mr. Chuck Kaste and Mr. Jeff South. There were two meetings held on Tuesday, September 15, 2009 and Monday, September 28, 2009. Five of the six focus group members were present at the first meeting and all the members attended the second meeting. Staff members Dana Johnson and Mandy Elliott were present at both sessions and facilitated the discussions.

### Common Themes

- Johnson Ferry Road is a community center and provides community gathering space for East Cobb.
- The corridor offers a variety of businesses, including retail, restaurants, medical and professional offices and grocery stores.
- The business community remains viable, with a wide variety of long-term and local businesses.
- Visual aesthetics along Johnson Ferry Road was the most common complaint. This included architecture (especially related to Butler buildings), landscaping, signage (both private and public), a need for consistent streetlights, improved buffering, keeping and planting trees and large parking lots.
- Johnson Ferry Road offers convenient access to major shopping and employment centers.
- County regulations are hindering progress and make it difficult to redevelop and make aesthetic improvements.
- Transportation improvements are needed such as making it safer and easier for pedestrians and bicyclists, landscaping medians, enhancing county signage, removing concrete barriers and creating a boulevard feel. This could involve complete street guidelines.
- The focus group members emphasized the need to keep the uniqueness of the corridor while also improving the area's aesthetics.

### Surprises

- The area has a significant history that could really help provide a sense of community.
- The Felton property is an unused county-owned asset in the area.
- The lack of a hotel/motel base and the area's proximity to Buckhead and Atlanta prevent the establishment of more higher-end restaurants and businesses.

The two focus group meetings highlighted the strengths and weaknesses of Johnson Ferry Road. Since the focus group members were residents as well as business owners, they were able to offer insight to what makes Johnson Ferry Road attractive and what improvements need to be made to continue to make the area a vibrant and vital part of Cobb County. The group's input will allow Commissioner Ott and Cobb County staff to set the direction for the next step in achieving this goal.

**Meeting Minutes for Public Meeting One****June 24, 2010****6:00pm – 8:00pm**

The first public meeting was held on Monday, June 24th, 2010 at the East Cobb Government Center. Approximately 80 people attended the meeting. Cobb County staff members present were Dana Johnson, Keehren Baah, Sharon Qin, Mandy Elliott, Phillip Westbrook, Bradley Gordon, Larry Stokes and David Griffin.

Before the presentation, District Two Commissioner, Bob Ott and District Three Commissioner, Thea Powell started the evening by providing their expectations for the Johnson Ferry Urban Design plan. Their comments included the idea of creating a community involved plan that will guide new development and redevelopment through the urban design process. This was followed by Planning Division Manager Dana Johnson giving information on the study background and an introduction to urban design. Sharon Qin and Keehren Baah provided a presentation about the existing condition of the study area which included site context, area coverage, site character, zoning activities, building history, natural features, street pattern, transportation programs, traffic conditions, common places, commercial activities and demographic trends.

After the presentation, the audience was split into four groups to get individual feedback on issues the corridor has been confronted with, opportunities for growth and quality of life objectives. This information will assist staff in moving forward with the community vision for Johnson Ferry Corridor.

Group sessions started out by participants placing dots on a map of the Johnson Ferry study area. Red dots were placed on features that were disliked (negative), green dots were placed on features that were considered positive and yellow dot on features with improvement opportunity throughout the study area. After the "dot exercise" the members of the group were asked to participate in a detailed discussion of their dots. Through this conversation, participants also expressed some opportunities that could provide a more suitable design and walkable environment.

A representative from each group did a brief presentation of their group findings for the audience.

The following summarizes the participant's opinions on the positive and negative issues of the corridor and opportunities that should be taken advantage of:

**Strengths**

- Best school district in Cobb County from elementary to high school
- Multiple retail choices along the corridor
- Serve as the Avenues of East Cobb which has the look and feel of the shopping center
- Pleasant public amenities such as library, park service land adjacent to the Chattahoochee River, green space at the corner of Little Willeo and Johnson Ferry Road
- Kroger and Publix renovation improving the quality of the corridor's environment
- Merchants Walk redevelopment shows the strong retail market in the area
- Some new restaurants have moved into the area (i.e. Chipotle's)
- More upscale businesses coming into the area with good walkability
- Underground parking at Target meet the parking requirement as well as save space and improves the visual aesthetics
- A nice buffer in The Avenue between the parking lot and the road, which helps disguise the parking lot from the road
- The trees along the median on Johnson Ferry Rd are aesthetically pleasing

- New inter-parcel access between Merchants Walk and Market Plaza Shopping Center is very convenient and safer for people shopping around.
- Merchants Walk and other shopping centers' uniformed landscaping are well-maintenance
- New street lighting installed along the Parkaire Shopping Center
- Traffic lights between shopping centers provide convenient and safe access for people to shop.
- Cut through roads such as Providence Road and East Cobb Drive are alternative routes to Johnson Ferry Road
- Visible and nice look of Cobb County's entrance sign on the north side of the bridge
- Felton property as the potential public green space and historical heritage
- Parking availability (except for Pine Straw Place)-plenty of parking spaces for all commercial area along the corridor
- Southbound traffic seems to flow well
- Johnson Ferry Road and Woodlawn area is walkable
- Satisfied with the built out single family residential environment
- Rural nature of area
- Social network and community (Golf course)
- Availability of mix of services resulting in residents not having to travel outside of area
- Low taxes
- Preserved/stable residential and family area
- Bike access to Chattahoochee River

#### **Weaknesses**

- Not enough "sit down" eating establishments in the commercial area
- Lack of adequate pedestrian facilities -- This area of the county is not a walking community
- The pedestrian walkways along the east side of Johnson Ferry Rd. are too narrow.
- Poor pedestrian crossings at Mt. Bethel School
- Street lighting needs to be improved throughout the corridor.
- Lack of inter-parcel access between developments
- Lack of bike lanes along the whole corridor
- Too much asphalt/parking/impervious surface in front of the commercial developments. Parking needs to be improved
- Lack of parking space at Pinestraw Place
- Traffic signalization out of sync along Johnson Ferry Road -- Signal Timing problem at Roswell Road & East Cobb Drive, Woodlawn & Johnson Ferry Road and Paper Mill Road & Johnson Ferry Road intersections. Traffic signal timing seems to compound traffic congestion problems.
- The traffic signals are not color coordinated/ do not match from one light to the next/outdated. (Need to be replaced)
- Traffic too fast on the Johnson Ferry Road – needs to be slowed down
- No bypass to Roswell Road intersection if people like to go east and west of Roswell Road
- Too much through traffic on Johnson Ferry Road comparing the local traffic
- Too many curb cuts on the Johnson Ferry' s commercial district
- Parkaire Landing has too many curb cuts
- Woodlawn Drive intersection with Johnson Ferry Road – in bad angle result to the potential accidents
- CVS at Lower Roswell Road and JFR – used as a cut-through
- Need traffic lights at Goldberg's Deli

- U-turns on Johnson Ferry Road are dangerous and difficult.
- Long right turn lane to Columns Drive and barrier between right turn lane and straight lane makes it difficult for people to get out of and go in the right lane.
- Dangerous intersections & congested areas include: Roswell Rd, Woodlawn, Mount Bethel School and Providence Rd.
- Arrangement of outparcels on large commercial lots – disconnected and isolated buildings
- Dated buildings and architecture because of their long building history
- Mix architecture – lack theme or unique identity/character of the space
- Bridge on Johnson Ferry going across the Chattahoochee River acts as a bottleneck.
- Undesirable retail such as Pawn Store, Tattoo Shop, We Buy Gold, and so on.
- Johnson Ferry Road Baptist Church building footprint – huge building mansion
- Difficult access to post office on Lower Roswell Road
- No screening/softening between Car wash and the street, unsightly PVC pipes exposed
- Noise pollution at Publix due to store deliveries and freezers
- Don't like some neon signs used by some businesses
- Lack apartments – multi-family housing, the majority of residential are single family homes
- \$40 million for bridge project
- In order to enhance the landscape in the corridor, trees will need to be added. The problem is that County ordinances require a certain number of parking spaces, and limit the number of trees that can be added.
- Too many banks within the study area (12 banks possible zoning issue)
- Overhead utilities along the street
- Lack of vegetation and aesthetics between Riverside Bank and Publix. Same issue between Woodlawn and Lower Roswell Road

### Opportunities

- Improve streetscapes with wider pedestrian facilities, better landscaping, with permanent planters and such, is needed to enhance the aesthetics in the corridor
- Consistent and uniform landscaping plan along corridor that is coordinated with sign ordinance
- Architectural consistency with structures (color scheme, façade template) as well as consistent street lighting to help build an identity / a sense of place
- Anything to make it pedestrian friendly is welcome
- Would like to see street lighting similar to what is now around Sandy Springs
- Bike lanes/trails are preferred to give people more choice to travel on the street.
- Better pedestrian crossings, where cars have to stop when pedestrians are in the crosswalks
- Pedestrian underpass or overpass where it can be done tasteful
- Traffic circles instead of intersections should be encouraged
- Planted road medians
- Another bridge across Chattahoochee to provide alternate route to Johnson Ferry Road
- Pedestrian Crossing for Mt. Bethel Elementary to the other side of the street
- Rear alley access roads are needed to provide inter-parcel access
- Improve parking and access to the East Cobb Library.
- Trolley can improve the connectivity inside of the corridor and to adjacent area
- Improve the southbound lanes and add median access at Columns Drive.

- Move the crosswalk at Johnson Ferry/ Lower Roswell from south of the curb to north of the curb.
- A median separating the low and high speed traffic would be helpful – slip lanes.
- Reduce the speed limit in the corridor (possibly)
- Improve traffic geometry
- Building heights may go up to 4 stories
- Creating a community improvement district
- Mixed use development is a good pattern and can be used in the study area
- Retirement/ Lifelong/ Multigenerational community might need to be considered (Woodlawn Road and Johnson Ferry)
- Green Build and LEED Certification are encouraged in redevelopment on the corridor
- Parkaire Plaza may be an opportunity for a green space
- Realign street or add lanes south of Paper Mill Road to Chattahoochee River
- Common park/plaza provides more public gathering places and soccer fields
- Better restaurants are really needed
- North of Roswell Road boulevard street design can be extended to study area
- Make buffer between commercial and residential area to reduce noise effects

#### **Cities liked**

- Mableton redevelopment process
- Hendersonville, NC (serpentine streets)
- Barcelona, Spain
- Overhead walkways in Decatur
- Street lighting in Sandy Springs
- Zoning of Hilton Head, SC
- Boulevards of Paris, France
- Seaside, Florida

Planning staff also received some comments from Public besides the meeting. See below:

- A lot of curb cuts from Johnson Ferry Place to Roswell Rd along the east side. These are all small businesses and a lot of them have two cuts, no inter-parcel access.
- No sidewalks along Johnson Ferry Place and cut through next to Pine Straw Corners.
- No pedestrian access from Johnson Ferry sidewalk to Pine Straw Corners except in the road or through the landscaping.
- Pedestrian cross at the intersection of Lower Roswell and Johnson Ferry Road is very dangerous and difficult. More pedestrian amenities need to be done to improve walking access along Johnson Ferry Road.
- Like to see the landscape buffers between the streets and businesses.
- Put new lights in front of the Fish Market on Woodlawn Square Shopping Center.
- Putting WellStar hospital to the Providence Square Shopping Center need to be considered whether it is a good or bad addition to the area.
- Johnson Ferry from Little Willeo to Lower Roswell has no shade trees.

At the end of the meeting, Dana Johnson described the schedule and process of upcoming meetings. Commissioner Bob Ott answered the questions regarding the project budget and the implementation process of the Johnson Ferry Urban Design Plan.

## Charrette/Visioning Comments (Public Meeting Two)

**August 9, 2010**  
**6:00pm - 8:00 pm**

The interactive mapping workshop/charrette consisted of two different groups of each color that lasted approximately 1 hour. Each workshop started with an introduction of the session's objectives and expectations. The participants were able to discuss and articulate their ideas and desires by identifying and sketching opportunities and future characteristics of Johnson Ferry Road on maps.

The visioning process that followed included members of each group drawing opportunities for areas (open space/buildable) to be preserved, areas to be changed, connectivity opportunities, and walksheds. Some of the characteristics that were discussed and illustrated on the maps included identifying hierarchal nodes, gateway features, possible landmarks and areas that could provide an improved visual environment.

There was lots of discussion by a variety of participants that were not relatable for illustrating. These discussions and thoughts were recorded on notepads and are summarized below by group.

### Group Summaries

#### **PINK** Group

##### **Pink Group #1**

- More trees and landscaping
- Need to improve maintenance of ROW (mowing of grass and trimming of trees)
- Improve aesthetics along E. Cobb Dr.
- More inter-parcel access center of corridor is Merchants Walk with 2nd most important at L. Roswell and Johnson Ferry Road
- No WE BUY GOLD stores
- No consistent theme along corridor
- Need more sit down dining establishments
- Too much repetition of uses and businesses (Pharmacy, Banks, etc.)
- Need to bury power lines
- Does not like the idea of bike lanes or bike paths (no one will use them and would be a waste of tax dollars)
- Need regulation change to improve corridor
- Positives that were mentioned to us include shopping options, amenities. More specifically was the Post Office, Library, Grocery Stores, Etc.

##### **Pink Group #2**

- Perkins property should be park/open space (perhaps a community pool)
- Owner of properties, particularly Perkins property, should be notified about potential land being pursued for open space/green space
- More green space opportunities may be north of Columns Drive on the east side of Johnson Ferry Road (may be mapped) and corner of Johnson Ferry Road and Little Willeo Road
- Keep undeveloped areas undeveloped
- Consider redevelopment for eastside Johnson Ferry Road south of Pine straw Village (Trader Joes) to E. Cobb Drive (should be mapped)
- Consider redevelopment for area behind Park Aire at Davidson Road (should be mapped)

- There is no consistent signage
- Align intersections (these are mapped)
- Woodlawn / L. Roswell Road contain big traffic issues
- Need Sidewalk access to Post Office on Lower Roswell Road
- Sidewalks are too narrow (specifically Woodlawn)
- Need pedestrian overpass (L. Roswell @ Woodlawn, Woodlawn @ JF, JF @ Roswell)
- Speeding on L. Roswell and Woodlawn
- Need multi-purpose trail Woodlawn w/access to Columns Dr. area
- Need golf cart system similar to Peachtree City
- Need trolley system circulating north and south along Johnson Ferry
- Need affordable housing for Seniors
- Affordable housing at The Fountains
- Merchants Walk area is center of Johnson Ferry Road (Mapped)
- JF @ L. Roswell would be secondary center (Mapped)
- L. Roswell @ Woodlawn would be the 3<sup>rd</sup> center (Mapped)
- Need more inter-parcel access
- Need more decorative street lights

#### **Mapping Comments**

- Group 1 priority areas:
  - 1) Johnson Ferry & Roswell Road
  - 2.) Johnson Ferry & Woodlawn Drive
  - 3.) Johnson Ferry & Lower Roswell Road
- Group 2 priority areas:
  - 1) Johnson Ferry & Roswell Road
  - 2.) Johnson Ferry & Lower Roswell Road
  - 3.) Johnson Ferry & Woodlawn Drive

#### **BLUE Group**

##### **Blue Group #1**

##### **Opportunities**

- Improve access/connectivity in/out of Parkaire Landing
- Bike lanes along Lower Roswell Road
- Speed humps along Providence Road
- Preserve Green space near Parkaire and at Little Willeo Road
- Some areas need to be changed at specific properties along Johnson Ferry Road to get rid of eyesores
- Is a roundabout feasible at Lower Roswell Road?
- There are noise issues at Kroger and Publix. The delivery trucks cause a good deal of commotion

##### **Character**

- Improve the aesthetics along the entire corridor

- Joint hierarchical node at The Avenue East Cobb
- Gateways could be at The Avenue East Cobb, Roswell Road & Johnson Ferry Road intersection, and Paper Mill Road
- Improve the landscaping in the existing parking lots
- Improve the landscaping along the Chattahoochee River
- Some landmarks for the corridor would be Johnson Ferry Baptist Church and The Avenue East Cobb
- Preserve greenways from Paper Mill Road to the Chattahoochee River

### **Blue Group #2**

#### **Opportunities**

- Preserve open space at Parkaire
- Preserve Parkaire ice rink, and create a park that incorporates it
- Improve bike/pedestrian access
- Connect East Cobb Trail into Sandy Springs
- Long-range plan for a trail along Johnson Ferry Road
- Better transit/walkability with improved connectivity into the region

#### **Character**

- Businesses shouldn't be allowed to have bright signs like Old Navy has
- Remove lighted billboards (No blinking signs either)
- Underground utilities
- Need larger trees that create a canopy
- Hilton Head, SC given as a visual aesthetic example
- Improve the netting for the ball fields to control fly balls (Too many fly balls come over the existing netting at the fields.)

### **YELLOW Group**

#### **Yellow Group #1**

##### **Opportunities:**

- Green linear corridor
- Restaurants- need upscale dining
- Tear down existing retail for green space
- Bike lanes and side walks
- Underground Utility
- Green space in Paper Mill Village
- Pavers/grass for parking lots (turfstone)
- More innovative planning to overcome the lack of depth of the lots
- Consider different types of zoning for study area (Form Based code)

##### **Character:**

##### ***Nodes***

- Roswell at Johnson Ferry Road is the center due to existing retail and commercial
- Lower Roswell Road at Johnson Ferry Road is more community gathering space
- Paper Mill at Johnson Ferry Road is the Village area

**Gateways**

- North- Intersection of Shallowford at Johnson Ferry Road
- South- Bridge over Chattahoochee River
- East- County Line at Roswell Road
- West- East Cobb Park, I-75 and Powers Ferry Road at Terrell Mill

**Landmarks**

- Tijuana Joes, Merchants walk, Johnson Ferry Baptist Church, Chattahoochee River Park, Mount Bethel Church Chat Baptist Church

**Yellow Group #2**

**Opportunities:**

***Areas to preserve:***

- Johnson Ferry Baptist Church

***Creative approach to solving congestions, traffic flow and improve safety:***

- Improve pedestrian safety
- Reduce speed on Roswell Road
- Safe bike lane on JF Rd
- Roundabouts
- Less signals/better signal timing
- Flyover JF @ Roswell Road

***Improved and unified look along corridor:***

- Make sure development standards are consistent and kept
- Architectural design elements for corridor
- Reduce driveways/more inter parcel access
- Connectivity improvements
- Beautification of area (more trees, street trees/shade trees)

***Ideas for Johnson Ferry Road:***

- Trolley along Roswell Road to River (Perimeter Mall)
- No public transportation
- Improve traffic on Roswell Road @ Home Depot on weekends
- Enforce school zone for Mount Bethel Elementary School
- Continuous sidewalks to Johnson Ferry Road
- Improve pedestrian access in the dense areas
- Improve walkability of Lower Roswell Road from Government Center to Jewish Center
- Require new construction to be LEED certified
- Put greenery on the buildings
- Redevelop Sears's shopping center
- Renovate Parkaire as a "mini-avenues"
- Improve Olde Town Shopping Center visibility- sits below road

- Reduce parking at Parkaire shopping center add green space
- Move store fronts towards Johnson Ferry Road
- More restaurants- not fast food
- No parking deck- Target deck is ok
- Put utility underground

### **Character:**

#### ***Nodes***

- Johnson Ferry Road at Roswell intersection (The Avenues, Merchants Walk)
- Johnson Ferry Road at Lower Roswell Road (Parkaire Landings)
- Johnson Ferry Road at Paper Mill Village

#### ***Gateways***

- East Cobb County Johnson Ferry Road at Chattahoochee River
- Roswell at Willeo creek (County Line)

#### ***Landmarks***

- The Avenues
- Johnson Ferry Baptist Church
- Home Depot
- Tijuana Joes/ Kroger/ Parkaire/ LRR and JF intersection
- Mount Bethel Church

## **GREEN Group**

### **Green Group #1**

#### **Open Space to Preserve**

- Keep existing green space
- New green space on property east side of JF Road and South of Lower Roswell
- New green space at the intersection of JFR and Willeo

#### **Buildings to Keep**

- The Avenues
- Merchant's Walk
- Paper Mill Village

#### **Things to Change**

- Property at NE corner of JFR and Roswell
- Property south of Roswell, east of East Cobb
- Property on the west & east sides of JFR, just north of Roswell
- Property on the SW corner of JFR and Roswell
- Buildings on east side of JFR, just south of East Cobb
- Address storefronts on west side of JFR, across from Mt. Bethel Elementary
- Address storefronts on east side of JFR, south of Mt. Bethel Elementary
- Need mixed-use complex on NE corner of JFR & Lower Roswell

- Address retail storefronts at Parkaire
- Need mixed-use at NE corner of Lower Roswell & Woodlawn

#### **Connectivity**

- Right turn from Roswell onto JFR is too short
- Need access to sidewalks across JFR and Roswell at intersection
- Need connection across JFR and Lower Roswell near intersection
- Widen sidewalk east of JFR on Lower Roswell

#### **Walksheds**

- JFR & Roswell
- JFR, south of Roswell
- JFR & Lower Roswell
- JFR & Paper Mill

#### **Nodes**

- Major node at JFR and Roswell

#### **Landmarks**

- Merchant's Walk
- Johnson Ferry Baptist Church
- Mexican restaurant at Lower Roswell

#### **Gateway**

- Roswell, west of JFR
- Chattahoochee River
- Intersection of JFR and Paper Mill

#### **Additional Notes**

- Don't want Roswell Road in Sandy Springs
- Need bicycle access on JF Road
- Right turn only lane on JF Road
- Need place for young kids
- Restaurants

### **Green Group #2**

#### **Open Space to Preserve**

- Linear park along Lower Roswell
- Keep existing green space

#### **Buildings to Keep**

- The Avenues
- Parkaire

#### **Things to Change**

- Stores on the east side of JFR, north of Roswell

#### **Connectivity**

- Need inter-parcel access
- Pedestrian access from sidewalk to stores

- Need improvements at intersection with Woodlawn & JFR (left turn from JFR onto Woodlawn)
- Sidewalks on Lower Roswell to Jewish Center
- Intersection of Woodlawn & Lower Roswell too small
- No left turn out of CVS
- Pedestrian crossing across JFR and Lower Roswell
- Access road behind stores at NE corner of JFR and Lower Roswell
- Widen curb cut south of Felton property

### **Nodes**

- Largest – JFR and Roswell
- 2nd largest – JFR and Lower Roswell
- Other – Woodlawn; churches & civic complexes on Lower Roswell; Paper Mill

### **Landmarks**

- Merchant's Walk
- The Avenues
- Johnson Ferry Baptist Church
- Government center
- Assisted living on Paper Mill

### **Gateway**

- JFR and Roswell
- Post office on Lower Roswell
- East side of Lower Roswell
- Paper Mill Road

### **Additional Comments from Notepad (Both Groups)**

- Power easement on Lower Roswell Road use as a linear green space
- Take down utility poles on JF Road
- Bottleneck on Lower Roswell Road from Davidson Road to JF Road
- JF sidewalks not wide enough from Paper Mill Road to Lower Roswell Road
- Need good pedestrian crossings on JF Road
- There is only one way from Roswell Road to the river. Alternatives are needed.
- No backlit signs
- Lower the heights of signage
- Better street lighting
- More landscaping
- Need duck crossing on Paper Mill Road

## Meeting Minutes for Public Meeting Three

**October 25, 2010**  
**6:00pm – 8:00pm**

The third public meeting was held on Monday, June 24th, 2010 at the East Cobb Library. Approximately 80 people attended the meeting. Cobb County staff members present were Dana Johnson, Keehren Baah, Sharon Qin, Mandy Elliott, Phillip Westbrook, Bradley Gordon, Larry Stokes and Stricklin Jane.

Dana Johnson, Planning Division Manager in Cobb County Community Development opened the meeting with the welcome and introductions of project progress. He explained that the purpose of the meeting was to obtain input and consensus on the plan scenarios for further design development.

Keehren Baah then presented results from the image preference survey, public comments on issues and opportunities, community vision, and primary design principles which are all based on the public discussion from the visioning charrette in the second public meeting. She then turned the meeting back over to Dana Johnson who introduced the design concept of overall corridor and three plan scenarios regarding the street network and land use plan. These three scenarios includes: Concentric street pattern, Internal Link street pattern, and Perimeter street pattern. This was followed by Sharon Qin presentation of the street sections design alternatives on Johnson Ferry Road.

After the presentations, the audience was split into two groups to get individual feedback on the design scenarios of both overall street network plan and street section design. The following summarizes the participant's opinions on the issues of these design scenarios.

- Like street alternatives
- Like the varied concepts for segments of the corridor
- Like concentric better – has more opportunity for sense of place
- Internal link option is appropriate for Lower Roswell intersection, concentric can be applied for short term at that intersection.
- Least favorite – perimeter option
- Perimeter option – forces businesses to address facades
- Perimeter road concept better for office use because people will see the ugly side of retail and restaurants
- Like the street section of Option 2-A
- Think about safety of crossing road in concentric design
- More pedestrian activity needed for safety
- Community hangout for teenagers - need better pedestrian safety and connectivity
- Expand buffer between pedestrians sidewalk and street
- Maintaining medians and tree green is needed to provide better street environment
- The adjusting of the signal timing has made the largest impact on the corridor to this point. (In a positive way)

- How to slow down traffic on Johnson Ferry Road?
- It would be nice if there was a way to minimize the ability for folks to take shortcuts during rush hour. (Woodlawn Drive is one example where this takes place.)
- Pay attention to inter-connectivity
- Look at incorporating trolley activity into neighborhoods-trolley close to neighborhoods
- The trolley route needs to be better clarified. (How would it operate? Along what streets?)
  - County staff explained that the trolley information shown is only a conceptual plan, and that a 3<sup>rd</sup> party would most likely have to establish a trolley system in the area.
- How would trolley and pedestrian connection work together with Roswell and Sandy Springs?
- Consider signal design and slip lanes
- More identity needed – only “chain” businesses, nothing local
- Consider location of utilities- utilities can be placed on one side of the street.
- Utility poles would be in the way if the lanes were re-routed as shown in the renderings.
- Little Willeo Road intersection needs improvements
- Be careful about the expansion of right-of-way on Johnson Ferry Road between baseball field and cemetery north of Lower Roswell Road intersection due to space constraint.
- Try to create for business collaboration for work-at-home and incubate business/start-ups within Paper Mill area
- How does this design work affect current building?
- Economic development emphasis needs to be dressed.

## Meeting Minutes for Public Meeting Four

**January 24, 2011**  
**6:00pm – 8:00pm**

Fourth Public meeting was conducted in an Open House format on January 24, 2011 in East Cobb Library. Approximately 100 members of the public were in attendance. Cobb County staff members present were Dana Johnson, Sharon Qin, Mandy Elliott, Phillip Westbrook, Bradley Gordon, and Larry Stokes. Commissioner Bob Ott, JoAnn Birrell attended the meeting as well. The purpose of this meeting was to introduce the final urban design plan developed for the Johnson Ferry Road area and to gather feedback on them in order to finalizing the urban design plan and the plan report.

Two sets of design plan maps were aligned on the both side of the room. During the first 45minutes of the meeting, the public reviewed presentation boards with maps and discussed questions with county staff. Planning Division and DOT staff was on hand to provide the relevant information and answer questions.

Dana Johnson, Planning Division Manager in Community Development summarized the work done on the project to date with a presentation which included a summary of public comments from third meeting, proposed final design concept, proposed phased street section design, and the content for both short term and long term implementation.

The following summarizes questions & comments written on the boards during the Open House time from participants and those asked during the presentation.

### Written Questions/Comments

- I like the concept of trolley cars included.
- Please rethink the bike lane (future street design – right side). The bikers will not be visible to a driver backing out of the diagonal parking space . . . maybe move the bike lane next to the sidewalk or thru traffic lane. (The left side shows the bike lane next to the sidewalk – ok.)
- Concerned about how to get on/off access roads. Major potential for traffic backing up on access road while on car waits for the ideal parking place. Remember, this is East Cobb and someone will always feel entitled to that perfect parking place.
- What will happen to the houses that front Johnson Ferry? The neighborhood entrances (walls/plants) that front Johnson Ferry? Will the county purchase X number of feet? Will the homeowners have input on the proposed fencing?
- Some sort of transportation to Sandy Springs Marta station.
- Lower Roswell Road east of Johnson Ferry by Flagstar Bank has a dangerous dip in west bound lane.
- Very nice overall. One unifying element on a main road in Roswell (where Target and other big box stores are) is white split rail fences. It looks inviting and gracious, and perhaps not as expensive as stone or brick fences. Something to think about for here?
- It's hard to tell from the design boards – is there a possibility of more park land or public spaces?

- We have hot summers and cold winters. Landscaping material should provide shade in the summer and allow the sun to get thru in the winter.
- So much asphalt and hard surface. Please consider BMP's for rain and storm water, i.e. install rain gardens.
- There are lots of existing large, old trees at the Riverhill neighborhood frontage. These trees need to be preserved during construction (and considered during the design process).
- Wow! You're asking residents of Riverhill/Hampton Farms to lose 15'-25' of their front yards? Good luck.
- Bike lanes are much appreciated!!! They need to link with the trails at the River.
- The photos do not show any overhead utilities. That should be a goal long term. Trees get sheared and misshaped to make sure they don't interfere with utilities – which make them ugly and dangerous. A tree with limbs on only one side will fall in an ice storm.
- Inter-parcel links should be used to help eliminate traffic lights the purpose of which is access to retail.
- Larger parking lots should include trees and other vegetation to soften them and provide shade.
- Incorporate a sign ordinance; match lighting in parcels (commercial/industrial) on properties that front main drags (JF/Roswell Rd.).

### **Questions/Comments during Presentation**

- The proposed work on Johnson Ferry needs to be extended to the secondary streets (i.e. Roswell and Lower Roswell Roads).
- What is the timeframe? Why is it divided into short-term and long-term?
- How much is this going to cost?
- Woodlawn needs to be aligned with Princeton Lakes.
- The intersection with Woodlawn needs to be improved.
- What about working with Fulton County to continue improvements and timing traffic lights?

Image Preference Survey Results (Public Meeting Two)

**Johnson Ferry Urban Design**

**Image Preference Survey Results**

Phase Two

Community Development Agency  
Planning Division  
September 16th 2010

1

**Image Survey Results**

A = 0	0%	A: I Love It
B = 21	14%	B: I Like It
C = 106	71%	C: It's Just OK
D = 23	15%	D: I Don't Like It
E = 0	0%	E: No Way
Total = 150		100%

**Results & Explanation of scale**

2

**Top 10 Most favored images**

3

**Image Survey Results**

This was the favorite image of the entire series. Public Gathering Space

image 29: E- (0.99)

- Trees
- Courtyard
- Signage
- Street Furniture
- Intergenerational Social Groups

**Favorites**

4

Image Preference Survey Results (Public Meeting Two)

Image Survey



Image 24: E- (0.87)

Johnson Eozay Urban Design  
Please Vote

Community Pattern

5

Image Survey Results



Image 2: E- (0.84)

- Trees on Street Side of Sidewalk
- Left: Continuous foliage, concrete sidewalk
- Right: Interrupted Foliage, textured (brick) sidewalk

Favorites (Sidewalks)

Johnson Eozay Urban Design  
Please Vote

6

Image Survey



Image 45: E- (0.82)

Johnson Eozay Urban Design  
Please Vote

Public Gathering

7

Image Survey



Image 35: E- (0.82)

Johnson Eozay Urban Design  
Please Vote

Streetscape

8

### Image Preference Survey Results (Public Meeting Two)

Image Survey

Image 4E: E- (0.69)



Johnson Ferry Urban Design  
Phase 1b

Public Gathering

9

Image Survey

Image 25: E- (0.66)



Johnson Ferry Urban Design  
Phase 1b

Side walks & cross walks

10

Image Survey

Image 52: E- (0.65)



Johnson Ferry Urban Design  
Phase 1b

Public Gathering

11

Image Survey

Image 22E: E- (0.62)



Johnson Ferry Urban Design  
Phase 1b

Parking

12

Image Preference Survey Results (Public Meeting Two)

Image Survey Results



Johnson Feary Urban Design Press 1/16

- Crosswalks after Speed Barrier Image 24: E+ (-1.22)
- With Different Textures
- Roundabouts

Crosswalks

13

Image Survey Results

Top 10 Least favored images

Johnson Feary Urban Design Press 1/16

14

Image Survey Results



Johnson Feary Urban Design Press 1/16

- No Sidewalk Image 2: B+ (-1.22)

REALLY Don't Like (Sidewalks)

15

Image Survey



Johnson Feary Urban Design Press 1/16

Streetscape

16

Image Preference Survey Results (Public Meeting Two)

Image Survey



Image 110: B+ (-1.25)

Signage

Johnson Feary Urban Design  
P.O. Box 116

17

Image Survey



Image 114: B+ (-1.20)

Signage

Johnson Feary Urban Design  
P.O. Box 116

18

Image Survey



Image 70: B- (-1.17)

streetscape

Johnson Feary Urban Design  
P.O. Box 116

19

Image Survey



Image 82: B+ (-1.08)

Streetscape

Johnson Feary Urban Design  
P.O. Box 116

20

Image Preference Survey Results (Public Meeting Two)

Image Survey



Image 99: B+ (-1.07)

Streetscape

Johnson Feary Urban Design  
Phase Two



21

Image Survey



Image 85: B+ (-1.05)

Streetscape

Johnson Feary Urban Design  
Phase Two



22

Image Survey Results

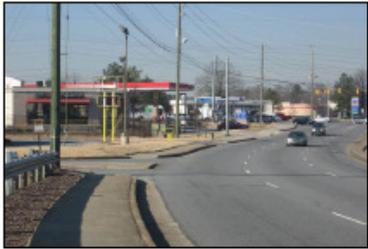


Image 5: B+ (-1.02)

REALLY Don't Like  
(Sidewalks)

Johnson Feary Urban Design  
Phase Two



23

Image Survey



Image 89: B- (-0.96)

Streetscape

Johnson Feary Urban Design  
Phase Two



24

### Image Preference Survey Results (Public Meeting Two)

Image Survey Results

**Top 4**  
Most favored images by category

Johnson Feary Urban Design  
Photo 1/16



25

Image Survey

**Sidewalk & Crosswalk**

Johnson Feary Urban Design  
Photo 1/16



26

Image Survey



**Image 1**

Johnson Feary Urban Design  
Photo 1/16



27

Image Survey



**Image 24**

Johnson Feary Urban Design  
Photo 1/16



28

Image Preference Survey Results (Public Meeting Two)

Image Survey



Johnson Eery Urban Design  
Phase Two

Image 25

29

Image Survey



Johnson Eery Urban Design  
Phase Two

Image 13

30

Image Survey

Public Gathering

Johnson Eery Urban Design  
Phase Two

30

Image Survey



Johnson Eery Urban Design  
Phase Two

Image 39

32

Image Preference Survey Results (Public Meeting Two)

Image Survey



Image 45

Johnson Eery Urban Design  
Press Tab

33

Image Survey



Image 48

Johnson Eery Urban Design  
Press Tab

34

Image Survey



Image 52

Johnson Eery Urban Design  
Press Tab

35

Image Survey

Streetscape

Johnson Eery Urban Design  
Press Tab

36

Image Preference Survey Results (Public Meeting Two)

Image Survey



Image 95

Johnson Feary Urban Design  
Photo 100

37

Image Survey



Image 71

Johnson Feary Urban Design  
Photo 100

38

Image Survey



Image 88

Johnson Feary Urban Design  
Photo 100

39

Image Survey



Image 101

Johnson Feary Urban Design  
Photo 100

40

### Image Preference Survey Results (Public Meeting Two)

Image Survey

Johnson Feary Urban Design  
Phase Two

**Signage**



41

Image Survey

Johnson Feary Urban Design  
Phase Two



**Image113**



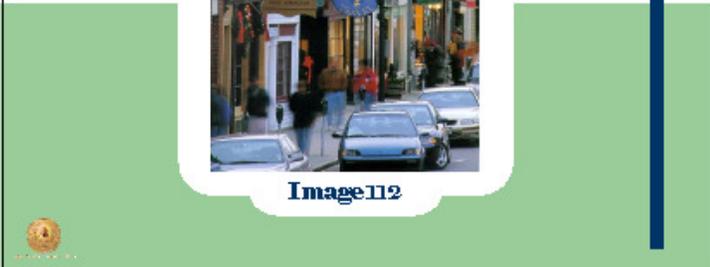
42

Image Survey

Johnson Feary Urban Design  
Phase Two



**Image112**



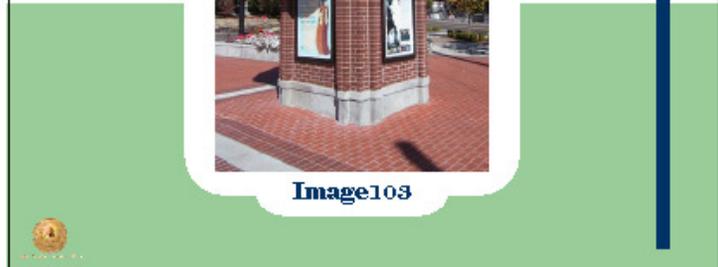
43

Image Survey

Johnson Feary Urban Design  
Phase Two



**Image103**



44

Image Preference Survey Results (Public Meeting Two)

Image Survey



Johnson Eozry Urban Design  
Please Vote

Image106

45

Image Survey

Gateway



Johnson Eozry Urban Design  
Please Vote

46

Image Survey



Johnson Eozry Urban Design  
Please Vote

Image124

47

Image Survey



Johnson Eozry Urban Design  
Please Vote

Image123

48

Image Preference Survey Results (Public Meeting Two)

Image Survey



Johnson Feery Urban Design  
Photo: JFD

**Image121**

49

Image Survey



Johnson Feery Urban Design  
Photo: JFD

**Image120**

50

Image Survey

**Parking**

Johnson Feery Urban Design  
Photo: JFD

51

Image Survey



Johnson Feery Urban Design  
Photo: JFD

**Image128**

52

Image Preference Survey Results (Public Meeting Two)

Image Survey



Image131

Johnson Feary Urban Design  
Pines 186



53

Image Survey



Image135

Johnson Feary Urban Design  
Pines 186



54

Image Survey



Image132

Johnson Feary Urban Design  
Pines 186



55

Image Survey

Community Pattern

Johnson Feary Urban Design  
Pines 186



56

Image Preference Survey Results (Public Meeting Two)

Image Survey



Johnson Eery Urban Design  
Presto, Inc.

Image 144



57

Image Survey



Johnson Eery Urban Design  
Presto, Inc.

Image 139



58

Image Survey



Johnson Eery Urban Design  
Presto, Inc.

Image 145



59

Image Survey



Johnson Eery Urban Design  
Presto, Inc.

Image 142



60

## Steering Committee Member

	Name	Interest	Business location	Telephone	E-mail
1	Henry Bohn	Business Owner			ecobbvet@comcast.net
2	Jeff South	Business Owner	Suburban Tap/ Intrigue Salon		jsouth@southspaceLLC.com
	Jennifer Lancaster		Woodlawn		jennifer@jllancaster.com
4	Randy Wootton	Cobb Chamber - East Cobb Chapter	Paper Mill Village	770.977.2026 (JJ)	randy@woottonmarketing.com
5	Herbert Ames	Development	Merchants Walk		hames@edensandavant.com
6	Rob McKerron	Development	Developed CVS	770.690.2440 (BK)	rmckerron@cornerstonedp.com
7	Owen Brown	Retail Space Manager	Parkaire		owenbrown@retailplanningcorp.com
8	Sherron Davis	Bank Branch Manager	Bank of North Georgia	770.977.8585	sherrondavis@bankofnorthgeorgia.com
9	Trish Steiner	ECCA/Homeowner			tsteiner@mindspring.com
10	Roger Phelps	ECCA/Homeowner			rrkb233@aol.com
11	David Hong	ECCA/Homeowner			davidhong@earthlink.net
12	Jill Flamm	ECCA/Homeowner			jill@flammga.us
13	Chuck Kaste	Homeowner		678.429.1454	chuck_kaste@yahoo.com
14	Nancy McDaniel	Homeowner		770.952.0250	n.mcdaniel@comcast.net
15	Karen Hallacy	Homeowner		770.643.0607	Lutzie1@aol.com
16	Anne Davidson	Homeowner	Sibley Forest	770.627.3124	annedavidson.ga@gmail.com
17	Jerry Maxfield	Johnson Ferry Baptist Church			jerry.maxfield@jfbc.org
18	Yvonne D. Williams	Mt. Bethel United Methodist Church			YWilliams@perimetercid.org
	Non-voting members				
1	Kim Swanson	BZA			gswan4@msn.com
2	Christi Trombetti	PC		770.973.4994	christi.trombetti@cobbcounty.org