



COMMUNITY INPUT SUMMARY
from the
11/16/06 PUBLIC KICK-OFF MEETING

Strengths of the Austell Road Corridor

Convenient
Accessible to medical/healthcare and general shopping
Major amenity – Silver Comet Trail
Large residential land lots
Low residential/commercial density
Heavily wooded
Family-oriented
East-West Connector – good gateway to corridor
Many good family restaurants
Multi-generational – strong ties
Traffic not as bad as north metro Cobb
Potential for growth and increased housing values

Weaknesses of the Austell Road Corridor

Hodgepodge without definition
Inadequate turn signals
Traffic congestion
Property is not being improved
High crime rate
Vacant dilapidated commercial structures
Lack of higher education facilities
Too many red lights
Uncoordinated traffic lights and turn signals
Lack of code enforcement
Drainage issues
Concrete medians loaded with trash – litter all over
U-turns and no traffic signals
Public schools are not of good quality
Abandoned strip malls
Lack of quality redevelopment
Lots of homelessness and low-income housing

Threats to the Corridor

Prostitution
Drugs and gangs
Illegal immigrants
Commuter traffic
Increased traffic congestion
Tarnished image
Absentee landlords
Section 8 housing
South Cobb being ignored by Cobb County Zoning Commission
Community is not well organized with strong representation
Lack of ownership by Commissioners through division of the district
Lack of education about the representation process and various issues

Opportunities for the Corridor

Can have more community involvement through better signage before meetings
Open tracts to be developed
Open tracts for green space
Strong youth community
Opportunity to create more opportunities such as accommodating small business and entrepreneurial development
Opportunity to create more live/work spaces
Single-family community
Well-established population base
Hospital nearby – could cluster healthcare services and have wellness/recreational areas
Public transportation
Silver Comet Trail proximity – connection could be better
Good time to plan for future and purchase green space
Skilled labor force
Redevelopment
Strip centers can have traffic funneled through access roads and bus lanes

Identity – What do you want people to think about your community?

Accessible and safe
Public transportation from schools to jobs
Transit shelters standardized – safety lights and trash cans
Consistent signage – a sense of place
Streetscaping – lighting
Better sidewalks, lighting, and pedestrian crossings
Consistent design standards and materials
Wider side streets – subdivision regulations
Truck restrictions in subdivisions
Bus bays
Stricter law enforcement
More stringent code enforcement
More family-oriented businesses and recreational outlets

General Verbal and Written Comments

Traffic light at the corner of Austell Road and Seayes Road needs a turn light (guarded turn light) going southbound on Austell Road.

Traffic light at the corner of Austell Road and Anderson Mill Road needs a turn light (guarded turn light) going northbound on Austell Road.

How do we get information to put on our neighborhood websites or email newsletters?

Thank you. Keep it up.

Love the study and ideas; however poorer people do not go to zoning meetings, etc.

Who can look out for area prior to study implementation so car washes, car lots, etc. are not to be contended with at later dates?

The south (east) side of Austell Road is Mableton address – and they did not get flyers.

We need family parks and fountains.

Get rid of dinky homes on Austell and dinky, junky businesses.

The area that we are discussing is in the middle of Austell, Marietta, Powder Springs, and Mableton. Our business has to use multiple phone books. We have no good answer when someone asks what area we're located closest to!

We also cannot afford to advertise in every Yellow Page directory covering all areas from where our clients come.

I was dismayed by the lack of communication about the meeting, which I believe is invaluable to the population in general.

The moderators need to manage the crowd better and challenge some of the suggestions, which have no basis or foundation.

Very informative – I learned a lot about my neighbors and their fears and concerns...and their general knowledge level.

Don't allow one or two big mouths to control the flow of the meeting.

Capture statistics of the meeting attendees.

Provide reference material or a directory of what references were used to drive recommendations.

The study doesn't seem to have much "teeth" to it. I would feel better if a Commissioner had been here, or a member of the Zoning Commission. This would show that the study is not being conducted in a vacuum; that the departments are supporting the results. And I would love to have a moratorium on development that has a low probability of fitting in with the future plan. You don't need a study to know a used car lot or car washes or storage buildings are not going to fit into any plan.

I appreciate this opportunity and your hard work. I hope we can get things done quickly so we don't lose more available land.

Perfect timing. Our neighborhoods/businesses need this planning.

Resident and Business Survey

A survey was provided to all attendees at the November 16, 2006 Kick-Off meeting. The survey was designed to provide the residents and business owners along the corridor, the opportunity to provide input on what they feel are the key issues in the area and what they believe is appropriate and inappropriate for the future of the Austell Road corridor. Respondents were given the option of filling out and returning the survey that evening or faxing or emailing completed surveys to Cobb County Department of Transportation, Planning Division. A summary of the answers given on the 41 surveys collected follows.

KICK-OFF MEETING SURVEY SUMMARY

1 a Are you a: (41 respondents)		% of Total	Total
Resident		73.2%	30
Business Owners		14.6%	6
Resident & Business Owner		9.8%	4
N/A		2.4%	1
Zip Code		% of Total	Total
30008	Austell	26.8%	11
30126	Mableton	19.5%	8
30106	Austell	17.1%	7
30060	Marietta	9.8%	4
Other Zip Codes		12.2%	5
N/A		14.6%	6
1 b If a resident (34 respondents)		% of Total	Total
Own		100.0%	33
Rent		0.0%	0
Year located to Austell Rd corridor area:		% of Total	Total
2002 - 2006		18.2%	6
1997 - 2001		18.2%	6
1987 - 1996		21.2%	7
1977 - 1986		15.2%	5
1967 - 1976		12.1%	4
1966 and prior		15.2%	5
Reasons located in area: (2+ responses)			Total
Proximity/Accessibility (to Metro Atlanta, Airport, work, family, hospital)			17
Affordability (Cost of home, cost of living, low taxes)			7
Has lived in the area since childhood			3
Large lot size, single home			3
Community, Diversity, Family Friendly			4
Like Cobb, Like area			3
Milford Chase Subdivision			2
Used to be country			2
Growth			2
Schools			2
1 c If a business (type) 10 Respondents		% of Total	Total
Church		20.0%	2
Real Estate		20.0%	2
Commercial		10.0%	1
Golf Center		10.0%	1
Law Firm		10.0%	1
Medical Billing		10.0%	1
Retail		10.0%	1
Veterinary		10.0%	1
Year located to Austell Rd corridor area:		% of Total	Total
2002 - 2006		30.0%	3
1997 - 2001		10.0%	1
1987 - 1996		20.0%	2
1977 - 1986		10.0%	1
1967 - 1976		10.0%	1
N/A		20.0%	2
Reasons located in area: (2+ responses)			Total
Proximity/location			3
Church; faith building			3
Development/Redevelopment opportunity/Demographics			3

KICK-OFF MEETING SURVEY SUMMARY

2. What are the top three strengths for economic growth along the corridor?		Total
Location		9
Hospital & Medical		8
Shopping, restaurants		7
New business, development opportunity, growth opportunity		6
Roads - Traffic flow, improvements, infrastructure, accessibility		6
Large lot size, single home		4
Sense of community, residential areas, home owners		4
Choice of business, access to business		3
Population growth/density		3
Silver Comet Trail		3
Tress, Green space, wooded lots		3
Church		2
Diversity of population		2
Housing Costs, cost of living		2
Property Value		2
Schools		2
Tax Rate		2
3. What are the top three challenges for economic growth along the corridor?: (2+ responses)		Total
Traffic - congestion, flow, accidents, egress & ingress, crosswalks		22
Redevelopment - abandon/vacant stores/malls		12
Crime		7
Schools		6
Demographic changes, racial diversity, poverty, illegals		6
Eliminate junky businesses, hodge podge look, look of streetscape		4
Zoning issues		4
Access		3
Keep area from becoming commercial, no more retail, no more fast food		3
Investment in infrastructure, invest resources toward comprehensive reform		2
Low price housing, low property value		2
Quality development, attracting development to the area		2
4. What additions would you like to see that would complement and support Wellstar Hospital (e.g. complementary land uses, facilities, and activities)?: (2+ responses)		Total
Medical - office building, complex, park, related services, physical therapy, diabetes treatment center, expand trauma facility		10
Green space, Park, nature area		6
Another entrance to EWC, Better access to roads, traffic flow		4
Community recreation center, Family YMCA, Family fun center, Library		4
Free parking for hospital, parking deck		4
Aquatic/Swim center		3
Mixed use development, walking area with restaurants & shops, hotel		3
Fitness Center, gym		2
Retirement/senior living		2
Child Development Center, school		2

KICK-OFF MEETING SURVEY SUMMARY

5. What type of development/redevelopment would you like to see on the sites of aging strip shopping centers along the corridor?: (2+ responses)		Total
Mixed Use - including "Village look", housing above retail		9
Upscale/Specialty retail - similar to "The Avenue"		8
Parks, green space, more trees, recreation		5
Multi family housing, better housing, various home builders		3
Upscale, upgrade, top quality commercial/retail, office, warehouse		3
Redevelopment - including incentives		3
Family owned businesses, no big box		2
Medical		2
Mow them down, demolition		2
Restaurants - upscale		2
Hotel/conference center, lodging for hospital guests		2
School, local college		2
Roads - Traffic flow, infrastructure, accessibility, Park & Ride for transit		2
6. What type of residential development would complement and support businesses in the area?: (2+ responses)		Total
Single family homes		7
Senior living - including single ranch and townhomes		5
Condos/housing over retail, ranch condos		4
Mixed use - including with trails		3
Upper end single family homes including \$500k plus; homes on 1/2 acre minimum lot		3
7. What type of residential development do you not want to see in the area?: (2+ responses)		Total
Apartments		16
Low income housing, section 8 housing		10
Expensive housing, gated communities, large lots		5
Cheap homes, cookie cutter homes, poorly built cluster homes, low budget condos		4
Townhomes		4
Condos		3
High density housing		3
Multi-family housing		3
Rentals		2
Trailer parks		2
8. What type of businesses do you think are suitable to target for location along the corridor?: (2+ responses)		Total
Restaurants, cafes		17
Specialty retail, boutiques, pet store		16
Medical, professional services		10
Family oriented: entertainment, sports facility, child care, University exten.		7
Supermarket - Kroger or Publix		4
Family owned businesses, entrepreneurial		3
Office buildings including 2 to 3 story and high end		3
Parks		2

KICK-OFF MEETING SURVEY SUMMARY

9. What type of businesses would not be suitable for the area?: (2+ responses)	Total
Auto related including car lots and tire stores	18
Bars, Clubs, Liquor Stores, Package Stores	10
Adult entertainment including massage parlors, novelty, strip club & dance clubs	8
Salvage Stores, thrift stores, used furniture stores	5
Pawn Shops	4
Big Box retailers	3
Check cashing	3
Dollar Stores	3
Title Pawn	3
Bail bonds	2
Industrial	2
Storage	2
Tattoo parlors	2
10. What are the main transportation need in the corridor?: (2+ responses)	Total
Left turn arrows, lanes, signals	7
Shuttle bus, van, trolley for local trips, seniors, medical	6
Improve traffic flow	6
Sidewalks, pedestrian accessibility	5
Synchronize traffic lights	5
Better mass transit routes to Atlanta and in Cobb including rerouting CCT	4
Eliminate center median	3
Bike paths including connecting to Silver Comet Trail	3
Better access roads, better access to I-75 and I-85	2

Note: A survey tool was distributed at the Kick-Off meeting for the Austell Road LCI on November 16, 2006.
A total of 41 people participated in the survey.

Source: Ackerman/JJG (November 2006)