

# Northwest Transit Corridor Alternatives Analysis



Cobb County...Expect the Best!



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## LOCALLY PREFERRED ALTERNATIVE

### Operations

BRT: All day, two-way arterial service in Cobb County primarily along Cobb Parkway and in Atlanta primarily in the I-75 HOV lanes

Express Bus: Peak commuting period directional service along I-75 managed lanes in Cobb County and HOV lanes in Atlanta

### BRT Alignment

From north to south, KSU campus crossing I-75 west to east on Busbee Frey Connector, south on Busbee Drive to Busbee Parkway, south on Busbee Parkway to South Barrett Reliever, west on South Barrett Reliever to Cobb Parkway. *All up to this point in mixed traffic.*

Note: Option 2 is KSU west on Chastain Road/McCollum Parkway to Cobb Parkway and proceeds south.

Construct *fixed guideway bus lanes* on Cobb Parkway in center median to Cumberland Parkway North, then south on Cumberland Parkway thru Cumberland Galleria area to Akers Mill Road, east on Akers Mill Road to I-75. Enter HOV lanes at Akers Mill Road to HOV access at Northside Drive to 17th Street through Atlantic Station to Midtown.

### Stations

KSU, Town Center/Big Shanty, Barrett Lakes Parkway, Canton Road (hospital), Allgood Road, White Water, Roswell/Big Chicken Station, University/South Loop, City of Marietta's GreenTech Corridor, Dobbins ARB gate, Windy Hill Road, Cumberland Parkway North, Akers Square/Cumberland Parkway South, Mt. Paran, West Paces Ferry Road, Howell Mill Road, Beltline, Atlantic Station, MARTA Arts Center Station.

### Ridership

New riders 24,000-25,000

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Connect Cobb  
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## Cost

\$1.1 billion

Costs include dedicated guideway on Cobb Parkway, stations necessary for ridership, and grade separating 12 intersections that will maintain and improve traffic efficiency. Best balance of ridership and cost.

## Development Forecast

Net development projected within Cobb County: 1.2 million SF of new retail space, 10.8 million SF new office space, 11,000 new housing units. Over 50,000 new jobs created in office and retail sectors.

## Target Financial Plan

New Starts federal funding approach once a local funding match is identified; menu of revenue opportunities from partners (e.g., educational institutions, parking fees, benefit assessment district contributions, public/private partnerships). Cost sharing with City of Atlanta is being explored.