

CUMBERLAND AREA PEDESTRIAN PLAN



**Prepared for
Cobb County Board of Commissioners**



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Please note that the content of this report is based on the data available as of July 2016. The information and recommendations presented here are preliminary and are subject to change.

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INTRODUCTION

The Cumberland area of Cobb County is one of the most vibrant activity centers in the Metro Atlanta region and one of the largest submarkets in the southeast U.S. Home to 17 million square feet of office space, three million square feet of retail space, and 12 million square feet of residential uses, it is a highly desirable area in which to live, work, spend leisure time, and conduct business. The area includes a variety of condominiums, apartments, and single-family homes. Although the land area (6.5 square miles) represents a very small portion (1.9%) of the nearly 340 square mile area of Cobb County, it supports almost 165,000 jobs and produces \$22.8 billion in economic impact each year according to figures by the Cumberland Community Improvement District (CCID). Portions of the Cities of Marietta, Smyrna, Sandy Springs, and Atlanta, along with the unincorporated town of Vinings, are located nearby.

The new Atlanta Braves stadium (SunTrust Park), scheduled to open in the spring of 2017, and its adjacent mixed-use development will enhance the area's appeal and draw thousands of additional visitors on event days (game days) and throughout the year. It is anticipated that both vehicular and pedestrian traffic will increase in the vicinity of the new development as the area attracts new residents, workers, and visitors. The purpose of the Cumberland Area Pedestrian Plan is to assess existing pedestrian conditions and facilities, identify gaps in infrastructure and services, and propose strategies and recommendations to ensure safe and efficient pedestrian activity in the Cumberland area, both for every day conditions as well as for special events and game days.

Within the Cumberland area, the study area is bounded by portions of the following corridors: Cobb Parkway, Spring Road, Circle 75 Parkway, Interstate North Parkway, Windy Ridge Parkway, Akers Mill Road, and Cumberland Boulevard. The study area is presented in **Figure 1**. In addition to these major streets, a network of connecting roads support the Cumberland area's activities.

As part of this planning effort, several major tasks have been and will be undertaken to complete the Plan, including:

- Inventory of Existing Conditions
- Stakeholder Outreach
- Review of Planned Projects
- Parking Analysis
- Game Day Operations Concept
- Wayfinding and Signage Support
- Pedestrian Facilities Recommendations

The final Cumberland Area Pedestrian Plan is expected to be completed in the fall of 2016. This content of this report is based on data available as of July 2016. This planning effort is being coordinated with the Cumberland area's bicycle plan, transit plan, and other ongoing planning efforts, and will be amended accordingly as new data become available.

Figure 1. Study Area



EXISTING CONDITIONS

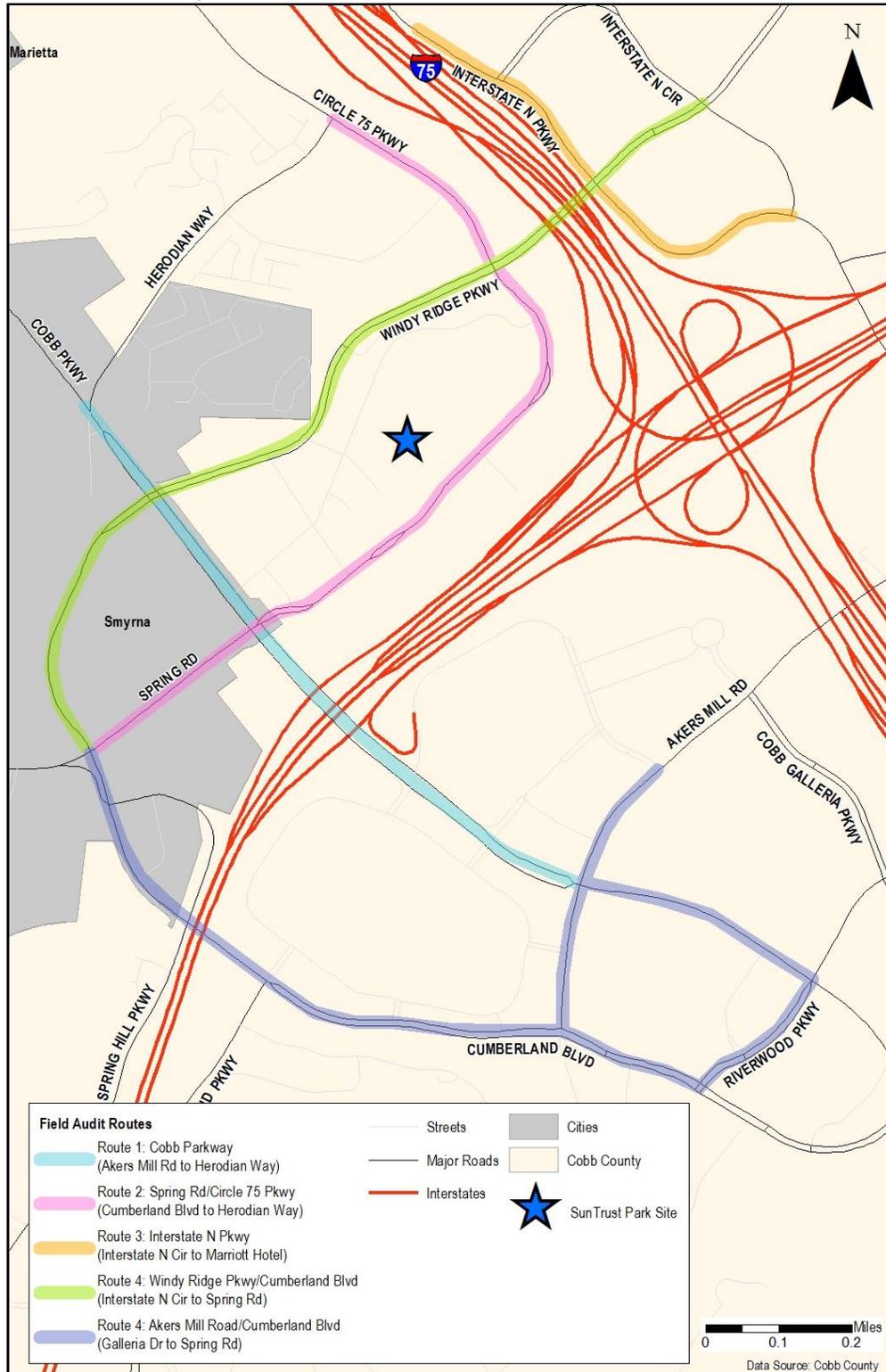
In order to assess the existing pedestrian facilities and the overall walking environment, the project team conducted a field review of the study area by walking along all of the major connecting roadways to the Cumberland area. The purpose of the field review was to identify current pedestrian conditions and to assess the need for potential projects to improve pedestrian safety and access. To prepare for the field review, the project team members reviewed a variety of data for the area, including existing and planned transit routes, potential new development sites, roadway speed limits, sidewalk coverage, and new roadway projects that are in the design phase with pedestrian improvements. The study area was delineated into five primary routes. These routes were chosen based on (a) the existing and planned land uses along the corridors that are anticipated to generate significant pedestrian activity, and (b) their overall significance to multimodal mobility (including pedestrians, bicyclists, transit riders, and motorists) in the Cumberland area.



The project team members conducted a field inspection of the major pedestrian routes providing access to the Cumberland area, including SunTrust Park.

Team members conducted a walking survey of each of the routes in November, 2016. Each participant observed pedestrian and vehicular travel conditions and documented those conditions and any unusual issues that could impact pedestrian movements. Special attention was given to assessing the overall level of comfort in walking the area related to lighting, crosswalks at intersections, Americans with Disabilities Act (ADA) accommodations, and signal timing. The team also identified issues and opportunities with respect to wayfinding signage in the area. Observations made considered every day conditions as well as special event conditions. The project team compiled all of the field notes generated during the walking tour of the area and documented existing conditions in a report. The five routes identified for the field review are presented in **Figure 2**. The results of the field review are presented in **Appendix A**. It should be noted that Herodian Way is within a 20-minute walk of SunTrust Park; however, the route was not assessed in detail because it traverses largely residential areas and it is unlikely that much pedestrian traffic will need to be accommodated along that route.

Figure 2. Pedestrian Routes Included in the Field Review



REVIEW OF CURRENT PLANS AND PROJECT INITIATIVES

There are a number of planning efforts and project initiatives underway in the Cumberland area that will have an impact on the pedestrian environment in the vicinity of the new stadium in the near future. The following plans and programs were reviewed as part of the analysis of existing and future conditions.

- ***Atlanta Braves Stadium and Mixed-Use Development - Development of Regional Impact (DRI)***

The Georgia Planning Act requires jurisdictions who are proposing developments of such a magnitude that impacts will reach beyond that individual jurisdiction to submit a development of regional impact (DRI) study. Cobb County submitted the DRI for the stadium and accompanying mixed-use development for review in May 2014. The study includes preliminary site information, including access points; bicycle, pedestrian, and transit facilities; a traffic study, including estimates on trip generation, trip distribution, trip assignment, and roadway level-of-service; and assessments of how the development will impact regional mobility and the existing and planned transportation network. In June 2016, the Atlanta Regional Commission (ARC) and Georgia Regional Transportation Authority (GRTA) gave approval for the development.

- ***Blueprint Cumberland Livable Centers Initiative (LCI) Update***

The Cumberland Community Improvement District (CID) submitted an update to its Livable Centers Initiative (LCI) Plan in December 2011. The update presents an action plan for maintaining and enhancing the Cumberland activity center as a hub for employment, retail, services, and residential uses accessible by a variety of transportation modes.

- ***Cumberland Circulator Plan***

The Cumberland transit circulator is a proposed shuttle service for the Cumberland area, intended to supplement existing transit service by Cobb Community Transit (CCT) and provide more direct service to key destinations for residents, workers, and visitors in the Cumberland area. The Cumberland Circulator Plan presents recommended shuttle routes and stops in the within the Cumberland area. The arrangements for game day operations are still in discussion.

- ***Connect Cobb – Alternatives Analysis Study for the Northwest Corridor***

The Connect Cobb study is an assessment of a variety of alternatives to improve mobility via transit service along a corridor between the City of Acworth in north Cobb County and Midtown Atlanta. The locally preferred alternative in this study was determined to be a hybrid of arterial bus rapid transit service and managed lanes along I-75. Construction of the managed lanes began in October 2014 and is scheduled for completion during the spring or summer of 2018. Funding for the design and construction of arterial bus rapid transit service has yet to be identified.

- **Cumberland Bicycle Connectivity Implementation Plan**

The Cumberland Community Improvement District (CCID) is currently undertaking the Cumberland Bicycle Connectivity Implementation Plan. The objective of the plan is to provide a short- and long-term bicycle connectivity framework that (a) safely connects residences, employment, services, retail, transit, and recreation destinations, and (b) completes critical bicycle connections in the Cumberland area. The study began in January 2016 and is scheduled for completion in Summer 2016.

There are several transportation projects programmed or under construction in the Cumberland area that are designed to enhance mobility, increase safety, and create a more multimodal environment. Since the announcement of the Atlanta Braves moving to Cobb County, the timelines for several of these projects have been accelerated in order to serve the anticipated increase in traffic and improve daily traffic operations in the area. The following section outlines the details of these projects and potential impacts to pedestrian safety. The projects with features impacting pedestrian travel are described and mapped in **Figure 3**. With the exception of the projects denoted by the prefixes “CC” and “AB” (which have not yet been assigned project numbers by Cobb County or are being funded by the Atlanta Braves), the project numbers reflect those assigned by Cobb County.

- **Project 3: Multi-Use Bridge over I-285**

This project consists of a bridge that will directly connect the Cobb Galleria Centre and adjacent parking structures to SunTrust Park, with accommodations for pedestrians, along with a dedicated lane for future transit. The bridge will establish a safe and direct pedestrian connection between the stadium and areas south of I-285.

- **Project 6 and Project 20: Improvements on Interstate North Parkway from the Marriott Hotel to Interstate North Circle, including intersection improvements**

These projects entail a road diet on Interstate North Parkway and the addition of five-foot sidewalks and a 12-foot multi-use path. These improvements will create a safer pedestrian route to Windy Ridge Parkway to access the stadium, and a safer pedestrian route to planned parking areas along Interstate North Parkway.

- **Project 7: Eastbound Off-Ramp at Cobb Parkway**

This project will add one right turn lane from eastbound I-285 onto Cobb Parkway. The widening of the off-ramp at Cobb Parkway will lengthen the pedestrian crossing distance along the west side of Cobb Parkway between Cumberland Mall and the I-285 overpass.

- **Project 8: I-285 Westbound Off Ramp at Cobb Parkway and Circle 75 Parkway**

This project will construct free-flow, barrier-separated right turn lanes from the westbound I-285 exit ramp at Cobb Parkway, allowing free-flow travel onto Circle 75 Parkway. These construction of these lanes will remove pedestrian crossings to and from the southeast corner of the Cobb Parkway/Circle 75 Parkway intersection.

- **Project 15: Improvements at Cobb Parkway and Windy Ridge Parkway**

This project consists of a series of improvements along Cobb Parkway between Windy Ridge Parkway and Plumtree Parkway. One component of the project will extend the left turn lane on Windy Ridge Parkway to accommodate more turning movements onto Cobb Parkway southbound. The additional volume of turning traffic may create more interaction between pedestrians and vehicles at the intersection.

- **Project 16: Cumberland Boulevard Reconstruction**

This project will add a third westbound through lane, turn lanes, and sidewalks to portions of Cumberland Boulevard, including the bridge over I-285. The project will also remove the current pedestrian islands between Cumberland Mall and the Cumberland Transfer Center.

- **Project 21: Windy Ridge Parkway Bridge from Circle 75 Parkway to Interstate North Parkway**

The existing bridge over I-75 will be widened, and new pedestrian amenities, including wider sidewalks and a buffer, will be constructed on the north side of the bridge. The wider sidewalks will accommodate pedestrians travelling between the stadium and parking areas along Interstate North Parkway.

- **Project S1: Reconstruction of Spring Road between Cobb Parkway and Bell Drive**

This project, sponsored by the City of Smyrna, will add a westbound through lane, median, and 12-foot sidewalks to a portion of Spring Road. The widening of the roadway will create longer pedestrian crossing distances at intersections.

- **Project C1: Widening of Cobb Parkway between Akers Mill Road and the Chattahoochee River**

This project, sponsored by the Georgia Department of Transportation (GDOT), will widen Cobb Parkway to three lanes in each direction from Akers Mill Road to the Chattahoochee River. There will also be a new 12-foot multi-use path along the west side of Cobb Parkway to connect with the existing Akers Mill Trail at the Chattahoochee River. The new trail will create a safe pedestrian route for people traveling northbound on Cobb Parkway.

- **Project C2: Riverwood Parkway Improvements**

This project, sponsored by the Cumberland Community Improvement District (CCID), entails several streetscape improvements along Riverwood Parkway, including sidewalks on each side of the road and the construction of bus landing pads for greater pedestrian access to existing and planned transit routes.

- **Project C3: Akers Mill Trail**

The Akers Mill Trail connects the Silver Comet Trail to the Chattahoochee River National Recreational Area. The completed eastern portion of the trail weaves through the Cumberland area, providing pedestrian and bicycle access to a variety of office, retail, and residential destinations. The western portion of the trail is

currently under construction and will consist of a 12-foot multi-use path/sidewalk combination on Akers Mill Road, with connections to the Bob Callan Trail. This project is sponsored by the CCID.

- **Project AB1: Potential New Traffic Signal at Windy Ridge Parkway and Heritage Court**

As part of the construction of SunTrust Park, the Atlanta Braves may install a new traffic signal and crosswalks on Circle 75 Parkway at Heritage Court. The new traffic signal would facilitate the safe movement of pedestrians and motorists in the area.

- **Project AB2: Sidewalks Surrounding the Stadium Site**

As part of the construction of SunTrust Park, the Atlanta Braves have committed to installing 12-foot sidewalks on one side of the road, immediately surrounding the stadium site.

- **Project AB3: Atlanta Braves Battery Pedestrian Bridge over the Intersection of Windy Ridge Parkway and Circle 75 Parkway**

The Atlanta Braves are funding the construction of a new elevated L-shaped bridge that will provide access from Windy Ridge Parkway to the main level of the stadium. The project will include a series of ramps and will directly connect to the improved bridge along Windy Ridge Parkway above I-75.

- **Project AB4: Potential New Traffic Signal on Cobb Parkway between Windy Ridge Parkway and Circle 75 Parkway/Spring Road**

Cobb County may add a new traffic signal and crosswalks on Cobb Parkway between Windy Ridge Parkway and Circle 75 Parkway/Spring Road, near the existing Steak 'n Shake restaurant. The new traffic signal would create an additional access point to the stadium for both motorists and pedestrians. The traffic signal will have the following turn prohibitions. From the Steak 'n Shake restaurant, it will be right-in/right-out. From the stadium site, the signal will allow right and left (but not through) movements. Northbound traffic on Cobb Parkway will be able to turn right (into the stadium site) or complete a through-movement. Southbound traffic on Cobb Parkway will be able to turn right or complete a through-movement; left turns into the stadium site will be prohibited. Other improvements at the new intersection will include wide median north of the intersection, which serve as a pedestrian refuge.

- **Project CC1: Potential New Traffic Signal at Circle 75 Parkway and Heritage Court**

Cobb County is adding a new traffic signal and crosswalks on Circle 75 Parkway at Heritage Court, at one of the entrances to the stadium site. The new traffic signal would create an additional access point to the stadium for both motorists and pedestrians.

- **Project CC2: Potential New Traffic Signal at Circle 75 Parkway and Herodian Way**

Cobb County is discussing the potential for a new traffic signal and crosswalks on Circle 75 Parkway at Herodian Way. The new traffic signal would facilitate the safe movement of pedestrians and motorists in the area.

Figure 3. Transportation Projects in the Study Area



POTENTIAL PARKING AREA

There will be a substantial amount of off-site parking in the vicinity of the stadium and its adjoining new developments. These areas will likely be comprised of a combination of sites owned and managed by the Atlanta Braves, as well as parking areas leased from nearby hotels and office buildings. There will likely also be unregulated parking areas (sometimes called “gypsy lots”) that could emerge as existing businesses, particularly retail developments with large surface parking lots, take advantage of their proximity to the stadium. The location and capacity for these parking areas have not yet been finalized. As these elements are clarified, the Cumberland Area Pedestrian Plan recommendations will be refined. **Figure 4** presents the potential parking area at this time.

In February 2016, the Cobb County Community Development Agency approved updated amendments to the *Official Code of Cobb County*. Division 10 of the Code addresses “Accessory Special Event Parking,” or paid public parking in areas that normally provide parking for non-residential uses (such as shopping plazas). Similar regulations are in discussion at the City of Smyrna. Under the Cobb County ordinance, areas within a half-mile of the stadium site are within a “limited access zone.” Within the limited access zone, it is not permitted for parties other than the event organizer to operate paid parking areas during a period that begins four hours before the start of the event and ends two hours after the event’s end. These provisions apply to unincorporated Cobb County only. **Figure 5** shows the draft boundary of the limited access zone that would apply to the stadium site. It should be noted that this code may be amended by the County in the near future.

Figure 4. Potential Parking Area



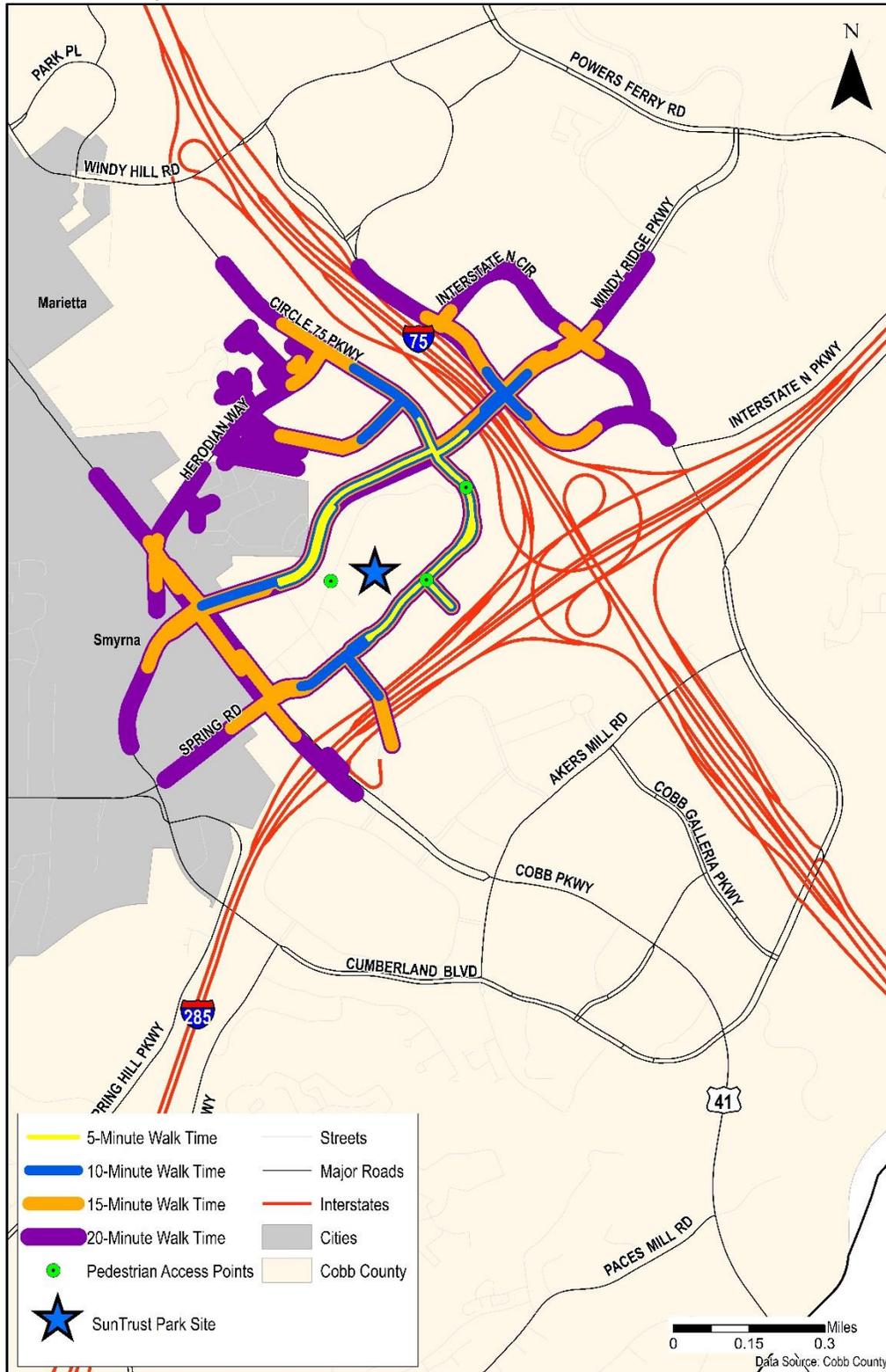
Figure 5. Draft Boundary of Limited Access Zone Around Stadium Site



WALKING TIMES

For the purposes of this study, it is assumed that large groups of pedestrians will be walking along and across corridors around SunTrust Park. The Cobb County Transportation Management Center (TMC) will monitor the time required for pedestrians to cross roadways, and will adjust signal timing as appropriate to facilitate safe crossings. The existing roadway and sidewalk network was used to generate a map of walking distances from three pedestrian access points in the stadium area (the central Battery area within SunTrust Park and two anticipated gate locations on Circle 75 Parkway). **Figure 6** displays the extent of the transportation network that can be reached by pedestrians after 5 minutes, 10 minutes, 15 minutes, and 20 minutes. It should be noted that after a 20-minute walk, which is deemed to be the upper limit that visitors will likely be comfortable walking between parking areas and the stadium, pedestrians can reach most of the parking areas, particularly those north of I-285.

Figure 6. Projected Walk Times in the Vicinity of the Stadium Site



INITIAL RECOMMENDATIONS

The following section presents the initial recommended actions, strategies, and projects that will improve the pedestrian environment in the Cumberland area, including creation of safe, efficient walking routes to the SunTrust Park area.

CORRIDOR IMPROVEMENTS

With a few exceptions, existing sidewalks are well-maintained in the Cumberland area. The Atlanta Braves have committed to installing 12-foot sidewalks on one side of the road, immediately surrounding the stadium site. The Atlanta Braves are also installing 12-foot sidewalks along the east side of Circle 75 Parkway, from Windy Ridge Parkway to Poplar Creek (about 0.1 miles north of Windy Ridge Road). It is recommended that Cobb County widen other sidewalks in the immediate vicinity of the stadium site along major anticipated pedestrian routes to accommodate crowds walking to and from parking areas. **Figure 7** presents recommendations for sidewalk improvements.

- **SW1: Sidewalk improvements on east side of Cobb Parkway from Herodian Way to Spring Road/Circle 75 Parkway**

Widen sidewalks to 12 feet with a landscaped buffer. Immediately adjacent to the stadium site, apply design standards identical to those of the sidewalks around the remainder of the stadium site.
- **SW2: Sidewalk improvements on west side of Cobb Parkway from Herodian Way to Spring Road/Circle 75 Parkway**

Widen sidewalks and provide a landscaped buffer to accommodate anticipated crowds traveling from parking areas and transit stops along Spring Road and Cumberland Boulevard.
- **SW3: Sidewalk improvements on Windy Ridge Parkway from Cobb Parkway to Circle 75 Parkway**

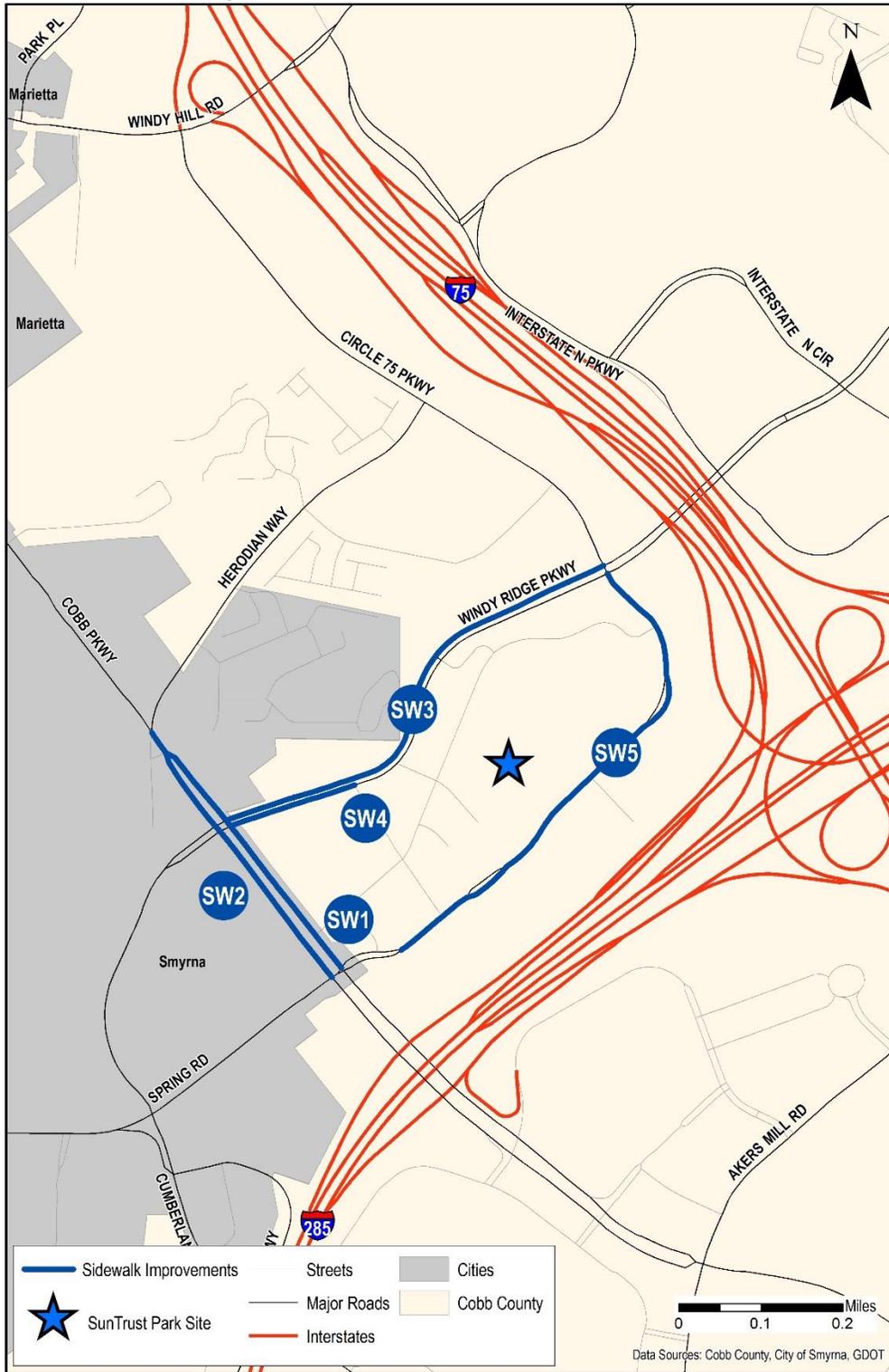
On the north side of the corridor, widen sidewalks and add a landscaped buffer to accommodate pedestrians that will access the future mixed-use development across the street from the stadium site. On the south side of the corridor, widen sidewalks between Cobb Parkway and the stadium site, to match the design standards of the sidewalks surrounding the stadium.
- **SW4: Sidewalk improvements on Windy Ridge Parkway from Cobb Parkway to Heritage Court**

On the south side of the corridor, widen sidewalks and add a landscaped buffer to serve pedestrians traveling from Cobb Parkway to the stadium site. Design standards should match those of the sidewalks surrounding the stadium.

- **SW5: Sidewalk improvements on east side of Circle 75 Parkway from north of the driveway of Hampton Inn and Suites to Windy Ridge Parkway**

Widen sidewalks and add a landscaped buffer to serve pedestrians traveling between planned parking areas on the east side of Circle 75 Parkway and the stadium site.

Figure 7. Recommended Sidewalk Improvements



Improvements for Circle 75 Parkway

Of special concern for this study is the off-site parking located immediately adjacent to the stadium along the Circle 75 Parkway corridor, at the parking decks of the office buildings at 900 and 1100 Circle 75 Parkway and parking lot at the Boy Scouts of America headquarters, as well as north of Windy Ridge Parkway toward Herodian Way. These parking areas will likely be heavily utilized, and there will be high levels of pedestrian activity along and across Circle 75 Parkway, before, during, and after events. This corridor presents a special challenge due to the rolling topography of the road (which contributes to sight distance issues), the current speed of vehicular traffic, and plans to route buses, emergency vehicles, and service vehicles along the corridor. The existing pedestrian facilities are not sufficient to accommodate pedestrians walking along and across Circle 75 Parkway. Sidewalks on the east side of the roadway, adjacent to the parking areas, are not very wide. There is currently an unprotected mid-block crossing at the entrance to the 1000 office building, which will be removed prior to the start of the baseball season in 2017. In conjunction with the construction of the stadium, Cobb County is installing a new traffic signal with pedestrian signal and crosswalks at the intersection of Circle 75 Parkway and Heritage Court. ***The discussions about how to safely channel pedestrians to the stadium site are still in progress. The Atlanta Braves are currently in discussions with property owners at the parking locations. As the traffic management plan for the Cumberland area evolves and more data on parking becomes available, Cobb County will update these plans to reflect the latest information.***

The following table and corresponding diagram present recommendations for improvements along Circle 75 Parkway. The requirements of the Americans with Disabilities Act (ADA) have been considered in the development of these recommendations. The identification numbers are marked on the table and diagram in the following colors:

- **Blue** for Capital Projects
- **Green** for Wayfinding Signage Projects
- **Orange** for Transportation Management Recommendations¹

¹ Transportation management recommendations are presented in the tables only; they are not shown on the accompanying maps.

Table 1. Recommended Improvements Along Circle 75 Parkway

ID	Type	Location	Description
SW5	Sidewalk Improvements	East side of Circle 75 Parkway, from fence to Windy Ridge Parkway	Widen sidewalks and add a landscaped buffer to serve pedestrians traveling between planned parking areas on the east side of Circle 75 Parkway and the stadium site.
CW1	Crosswalks	Heritage Court and Circle 75 Parkway	Ensure that the design for crosswalks at the new signalized intersection at Heritage Court and Circle 75 Parkway are consistent with other crosswalks in the stadium area.
WF1	Pedestrian Wayfinding Signage	Primary pedestrian exit at the 900 office building on Circle 75 Parkway	Install wayfinding signage directing pedestrian traffic from the 900 office building to cross Circle 75 Parkway at the new signalized crossing at Heritage Court, or at the pedestrian bridge (from Cobb Galleria Centre).
WF2	Pedestrian Wayfinding Signage	Primary pedestrian exit at the 1000 office building on Circle 75 Parkway	Install wayfinding signage directing pedestrians from the 1000 office building to cross at the new signalized crossing at Heritage Court, or at the pedestrian bridge (from Cobb Galleria Centre).
WF3	Pedestrian Wayfinding Signage	Primary pedestrian exit at the 1100 office building on Circle 75 Parkway	Install wayfinding signage directing pedestrians from the 1100 office building to cross at the intersection of Windy Ridge Parkway and Circle 75 Parkway.
WF4	Pedestrian Wayfinding Signage	Primary pedestrian exit at Boy Scouts of America Headquarters	Install wayfinding signage directing pedestrians from the Boy Scouts headquarters building to cross at the intersection of Windy Ridge Parkway and Circle 75 Parkway.
TM1	Temporary Barriers	Circle 75 Parkway, from north of hotel driveway to Windy Ridge Parkway	On event days, place temporary barriers along sidewalks to channel and direct pedestrian traffic to safe crossings and prohibit unsafe mid-block crossings.
TM2	Coordination	Circle 75 Parkway from north of hotel driveway to Windy Ridge Parkway	Meet with building managers to discuss potential ways to channel garage users to key locations within the building garages and direct them to crosswalks at designated locations.
TM3	Law Enforcement	Circle 75 Parkway, from north of hotel driveway to Windy Ridge Parkway	Police officers will coordinate temporary crossings across Circle 75 Parkway during events to accommodate pedestrians traveling between the stadium and anticipated parking locations at the 900, 1000, and 1100 office buildings, as well as the Boy Scouts of America Headquarters. Bollards or other portable pedestrian crossing treatments may be utilized. Police officers will also help ensure that pedestrian crossings do not interfere with vehicles turning into or out of the parking decks and lots. This will be particularly important at the beginning and at the end of events. The County may choose to install one or more protected mid-block crossings along Circle 75 Parkway in the future if warranted by pedestrian crossing patterns.



INTERSECTION IMPROVEMENTS

The following section presents general improvements that can be applied to intersections in the study area, as well as detailed recommendations for specific intersection improvements near the stadium site. The requirements of the Americans with Disabilities Act (ADA) have been considered in the development of these recommendations. As mentioned previously, as parking data becomes clarified, these initial recommendations will be revisited and adjustments will be made, if needed.

Signal Timing

Due to the large volume of pedestrians anticipated during game days and other events, it is recommended that on event days, the pedestrian change interval at each of the eight major intersections be reconfigured to reflect a maximum crossing speed of 3 feet per second. It is anticipated that the higher pedestrian volumes will create “friction” in the pedestrian flow patterns as large crowds attempt to cross at these intersections, thereby warranting a lower speed. In addition, it is recommended to increase the initial walk interval at each signal to the MUTCD² recommendation of 7 seconds, from the existing 4-second minimum. Consideration should be given to applying a leading pedestrian interval (LPI) of 3 to 7 seconds, per recommendations from NACTO³ for expected higher pedestrian volumes. The LPI is an extension of the vehicular all-red phase that allows pedestrians to establish presence in crosswalks before vehicles are allowed to move, thereby increasing pedestrian safety. The additional time recommended for the pedestrian clearance can be applied on a time-of-day basis in order to maintain efficient traffic flow on the corridors outside of event hours.

Crosswalk Visibility

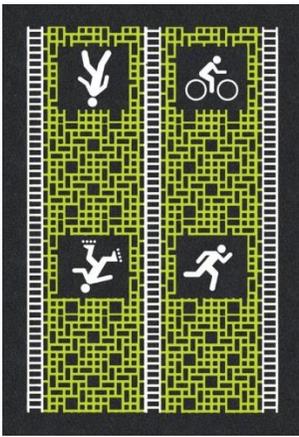
Crosswalk markings are well-maintained throughout the study area. However, crosswalks are striped to the minimum width, which allows for easy vehicle encroachment into the crosswalk, and the narrow crossings on wide roads, such as Cobb Parkway, gives pedestrians a feeling of vulnerability. Due to the anticipated increase in foot traffic on events days, it is recommended that the crosswalks at each of the major intersections within a half-mile radius of the stadium site be enhanced. At a minimum, these enhancements should include wider walk paths and high-visibility markings (including the paint, markings, and/or textured surface). There are numerous transportation studies and projects underway in the Cumberland area that include provisions for enhanced crosswalks, including the Cumberland Community Improvement District (CID) *Bicycle Connectivity Implementation Plan*. It is recommended that crosswalk improvements in the vicinity of the stadium site be designed in coordination with other enhanced



Wider crosswalks add safety and comfort for pedestrians.

² Manual of Uniform Traffic Control Devices (MUTCD) is issued by the Federal Highway Administration and specifies national standards for traffic signs, road surface markings, and signals.

³ National Association of City Transportation Officials



**Sample crosswalk design
(CCID Bicycle Connectivity
Implementation Plan)**

crosswalks in the area in order to maintain design uniformity. In areas where no transportation projects are planned, specific recommendations for design are highlighted in the following section.

Crosswalk Frequency

In an urban area with a mix of development types, safe pedestrian crossings should be placed every 400 feet at a minimum. This is particularly true where large crowds are anticipated. Due to the land use patterns in the study area, and prevalence of high-traffic arterials, such as Cobb Parkway, most of the corridors in the study area lack frequent crossings. On Windy Ridge Parkway and Circle 75 Parkway, which encircle the stadium site, the existing crosswalks are located at roadway intersections. This will likely be insufficient for event-day pedestrian traffic. It is recommended that mid-block crosswalks be placed intermittently, where warranted, in coordination with pedestrian entrances and exits at the parking areas and the stadium gates. On Cobb Parkway, Akers

Mill Road, and Cumberland Boulevard, additional crossings are recommended in areas of high pedestrian demand, including transit stops, at the Cumberland Transfer Center, area shopping centers, and parking areas. On corridors with three or more lanes, additional pedestrian treatments, such as pedestrian signals, may be needed as well.

INTERSECTION-SPECIFIC IMPROVEMENTS

There are eight major intersections within a half-mile walking distance of SunTrust Park that provide access points to the site:

- Cobb Parkway at Herodian Way
- Cobb Parkway at Windy Ridge Parkway
- Cobb Parkway Circle 75 Parkway/Spring Road
- Cumberland Boulevard at Spring Road
- Windy Ridge Parkway at Circle 75 Parkway
- Windy Ridge Parkway at Interstate North Parkway
- Cobb Parkway and I-285 (South of I-285 Overpass)
- Circle 75 Parkway and Herodian Way

With the exception of those who park on-site, pedestrians will access the stadium at one of the above intersections. The following section presents detailed improvements specific to each intersection. Each intersection includes a table and corresponding diagram with project identification (ID) numbers. The identification numbers are marked in the following colors:

- **Blue** for Capital Projects
- **Green** for Wayfinding Signage Projects
- **Orange** for Transportation Management Recommendations⁴

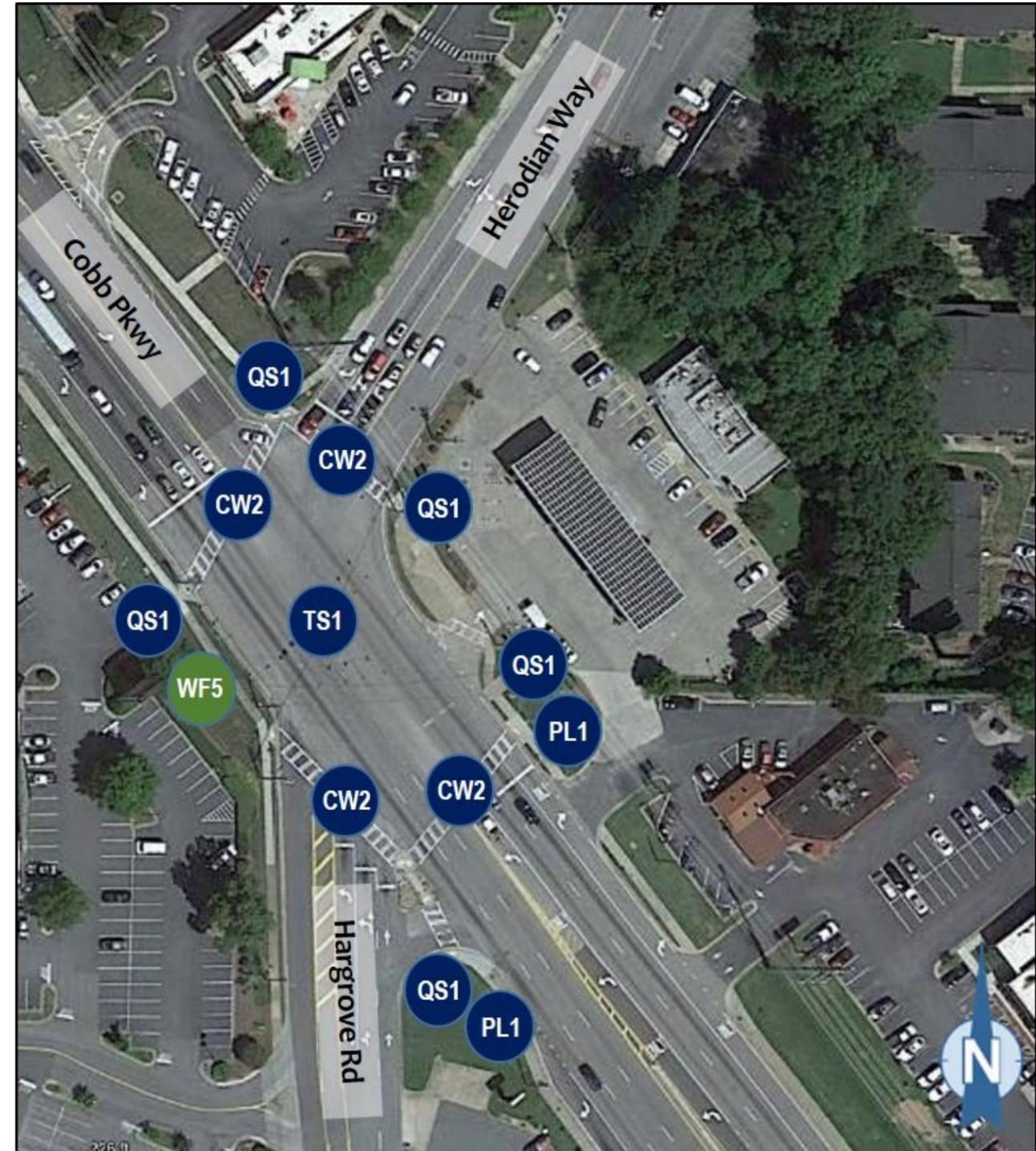
⁴ Transportation management recommendations are presented in the tables only; they are not shown on the accompanying maps.

Cobb Parkway and Herodian Way

The intersection of Cobb Parkway and Herodian Way functions as a gateway for pedestrians arriving from the north, including residential areas along Herodian Way and potential parking areas along Cobb Parkway at Cumberland Square North Shopping Center and the Heritage Pavilion Shopping Center.

Table 2. Recommended Improvements at Cobb Parkway and Herodian Way

ID	Type	Location	Description
PL1	Pedestrian Lighting	Cobb Parkway and Herodian Way	Add pedestrian-scale lighting on the south side of the intersection.
QS1	Pedestrian Space	Cobb Parkway and Herodian Way	Add queuing pedestrian space of an approximately 12-foot radius for crossing at each corner.
CW2	Crosswalks	Cobb Parkway and Herodian Way	Add highly visible crosswalks with wider paths to all four legs of the intersection.
TS1	Signal Upgrades	Cobb Parkway and Herodian Way	Increase initial pedestrian walk interval and pedestrian signal timing to allow for a crossing speed of 3 feet per second. The TMC will monitor pedestrian walk times and will adjust signal timing as necessary to ensure safe crossings.
WF5	Pedestrian Wayfinding Signage	Cobb Parkway and Herodian Way	Install wayfinding signage to direct pedestrians to cross to the east side of Cobb Parkway during events.

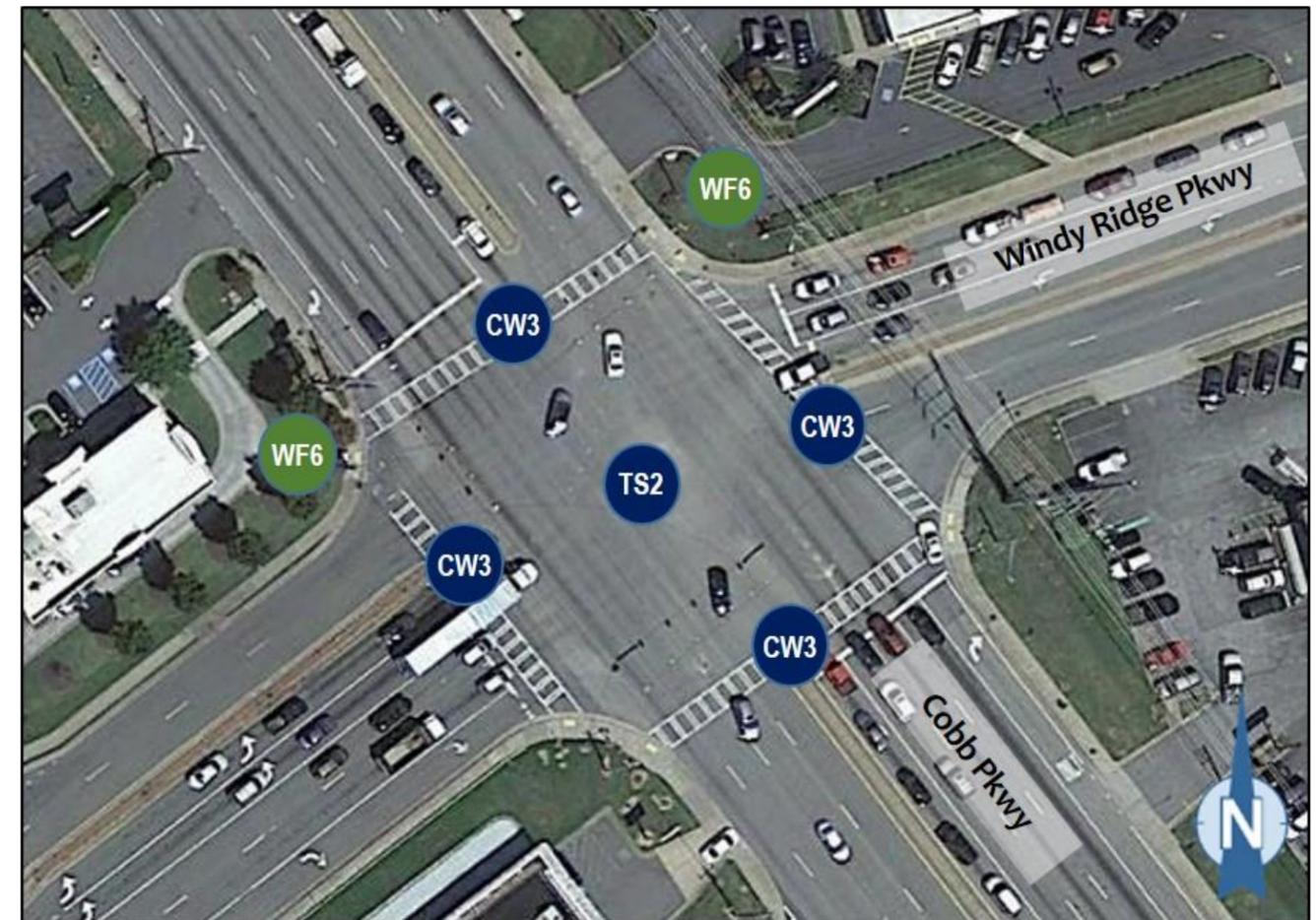


Cobb Parkway and Windy Ridge Parkway

The intersection of Cobb Parkway and Windy Ridge Parkway is the primary access point for reaching SunTrust Park from the north and west. Large volumes of pedestrian traffic and vehicle traffic are expected at this intersection during events. Therefore, it is critical that pedestrian and vehicle movements are carefully separated to prevent conflicts and allow for safe and efficient access.

Table 3. Recommended Improvements at Cobb Parkway and Windy Ridge Parkway

ID	Type	Location	Description
CW3	Crosswalks	Cobb Parkway and Windy Ridge Parkway	Add highly visible crosswalks with wider paths to all four legs of the intersection.
TS2	Signal Upgrades	Cobb Parkway and Windy Ridge Parkway	Increase initial pedestrian walk interval and pedestrian signal timing to allow for a crossing speed of 3 feet per second. The TMC will monitor pedestrian walk times and will adjust signal timing as necessary to ensure safe crossings.
WF6	Pedestrian Wayfinding Signage	Cobb Parkway and Windy Ridge Parkway	Install wayfinding signage directing pedestrians to cross on the south side of the intersection during events and use the wide sidewalks adjacent to the stadium site.
TM4	Law Enforcement	Cobb Parkway and Windy Ridge Parkway	Station police officers during events to reduce pedestrian and vehicle conflicts.
TM5	Vehicle Routing	Cobb Parkway and Windy Ridge Parkway	Consider restricting vehicle turning movements to allow only through movements and right turns from westbound Windy Ridge Parkway onto Cobb Parkway during events. This may not be necessary if a new signal is installed along Cobb Parkway between Windy Ridge Parkway and Circle 75 Parkway.



Cobb Parkway and Circle 75 Parkway/Spring Road

Pedestrians accessing the stadium from the south will cross Cobb Parkway at the intersection with Circle 75 Parkway/Spring Road. Due to a planned two-lane, continuous-flow right turn lane from the I-285 off-ramp onto Cobb Parkway and Circle 75 Parkway, all pedestrians crossing at this intersection must cross on the west and north sides of the intersection. The existing crosswalk on the east leg of the intersection will be removed as part of this project.

Table 4. Recommended Improvements at Cobb Parkway and Circle 75 Parkway/Spring Road

ID	Type	Location	Description
CW4	Crosswalks	Cobb Parkway and Circle 75 Parkway/Spring Road	Add highly visible crosswalks with wider paths to the north and west legs of the intersection. Consider marking the crosswalks with a custom logo.
TS3	Signal Upgrades	Cobb Parkway and Circle 75 Parkway/Spring Road	Increase initial pedestrian walk interval and pedestrian signal timing to allow for a crossing speed of 3 feet per second. The TMC will monitor pedestrian walk times and will adjust signal timing as necessary to ensure safe crossings.
WF7	Pedestrian Wayfinding Signage	Cobb Parkway and Circle 75 Parkway/Spring Road	Install wayfinding signage directing pedestrians to cross on the north side of the intersection.
TM6	Law Enforcement	Cobb Parkway and Circle 75 Parkway/Spring Road	Station police officers during events to reduce pedestrian and vehicle conflicts.
TM7	Vehicle Routing	Cobb Parkway and Circle 75 Parkway/Spring Road	Consider restricting vehicle movements to allow only through movements and left turns for westbound traffic from Circle 75 Parkway onto Cobb Parkway during events. This, in addition to the restricted movements from Windy Ridge Parkway to northbound Cobb Parkway, will create a safer environment on Cobb Parkway adjacent to the stadium. The turning movement restrictions may not be necessary if a new signal is installed along Cobb Parkway between Windy Ridge Parkway and Circle 75 Parkway.



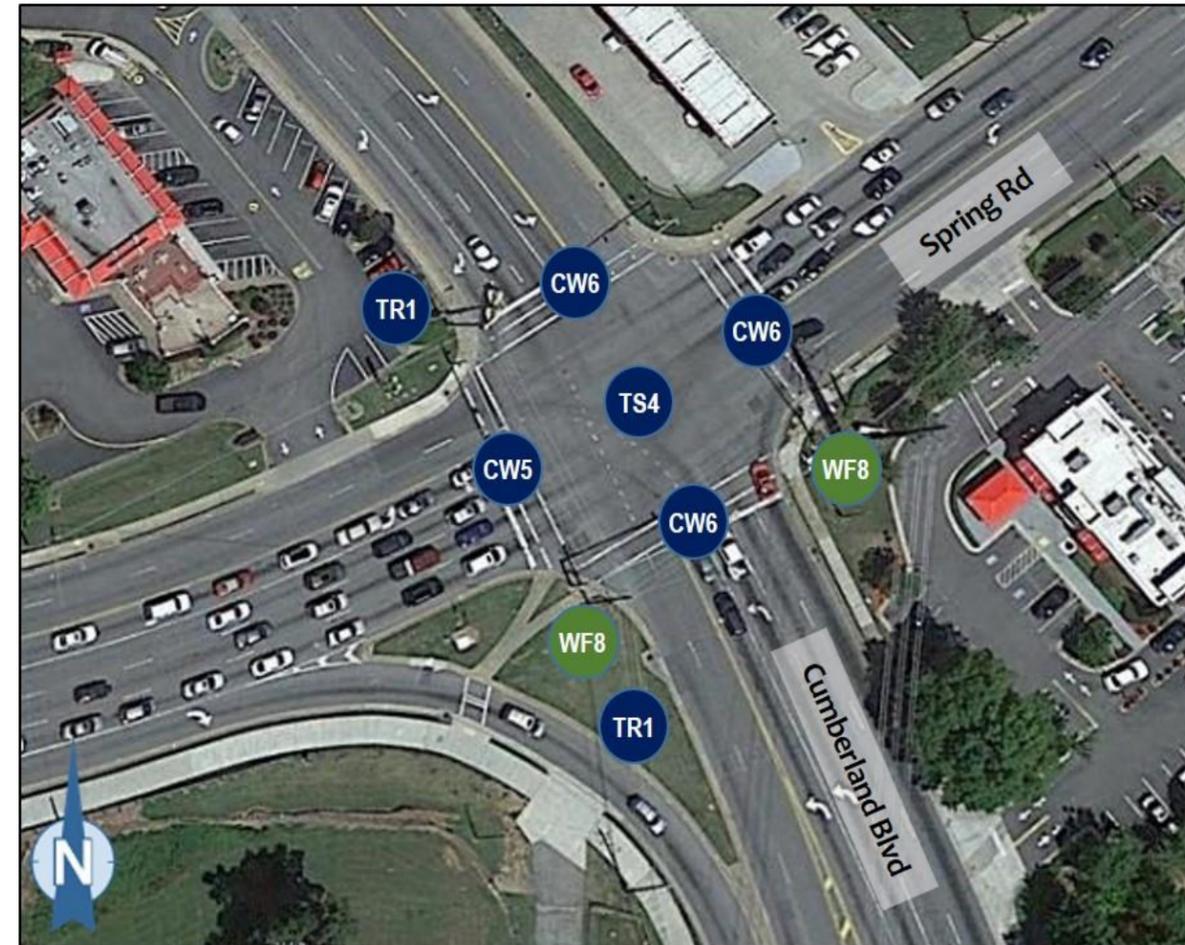
Cumberland Boulevard and Spring Road

There are potential parking areas along Spring Road and Cumberland Boulevard to the west of the stadium, and these corridors will likely see an increase in pedestrian traffic on event days. In addition, the Cumberland Connector Trail (which connects to the Cumberland Transfer Center) and the planned Mountain-to-River Trail converge at this intersection, creating additional potential for pedestrian access. **It is recommended that crosswalk improvements at these intersections be designed consistent with the Cumberland Connector Trail and Mountain-to-River Trail.**

Table 5. Recommended Improvements at Cumberland Boulevard and Spring Road

ID	Type	Location	Description
TR1*	Trail	Cumberland Boulevard and Spring Road	Route the Cumberland Connector Trail and Mountain-to-River Trail along the west side of the intersection and onto Cumberland Boulevard with enhanced driveway treatments.
CW5*	Crosswalks	Cumberland Boulevard and Spring Road	Widen the crosswalk on the west side of the intersection with treatment consistent with the design of the Cumberland Connector Trail.
CW6	Crosswalks	Cumberland Boulevard and Spring Road	Add highly visible crosswalks with wider paths to the north, south, and east legs of the intersection.
TS4	Signal Upgrades	Cumberland Boulevard and Spring Road	Increase initial pedestrian walk interval and pedestrian signal timing to allow for a crossing speed of 3 feet per second. The TMC will monitor pedestrian walk times and will adjust signal timing as necessary to ensure safe crossings.
WF8	Pedestrian Wayfinding Signage	Cumberland Boulevard and Spring Road	Install wayfinding signage directing pedestrians to the north side of the intersection to access the stadium site.
TM8	Law Enforcement	Cobb Parkway and Circle 75 Parkway/Spring Road	Station police officers during events to reduce pedestrian and vehicle conflicts.

*Denotes that either there will be no capital costs, or that capital costs are accounted for in an existing project.

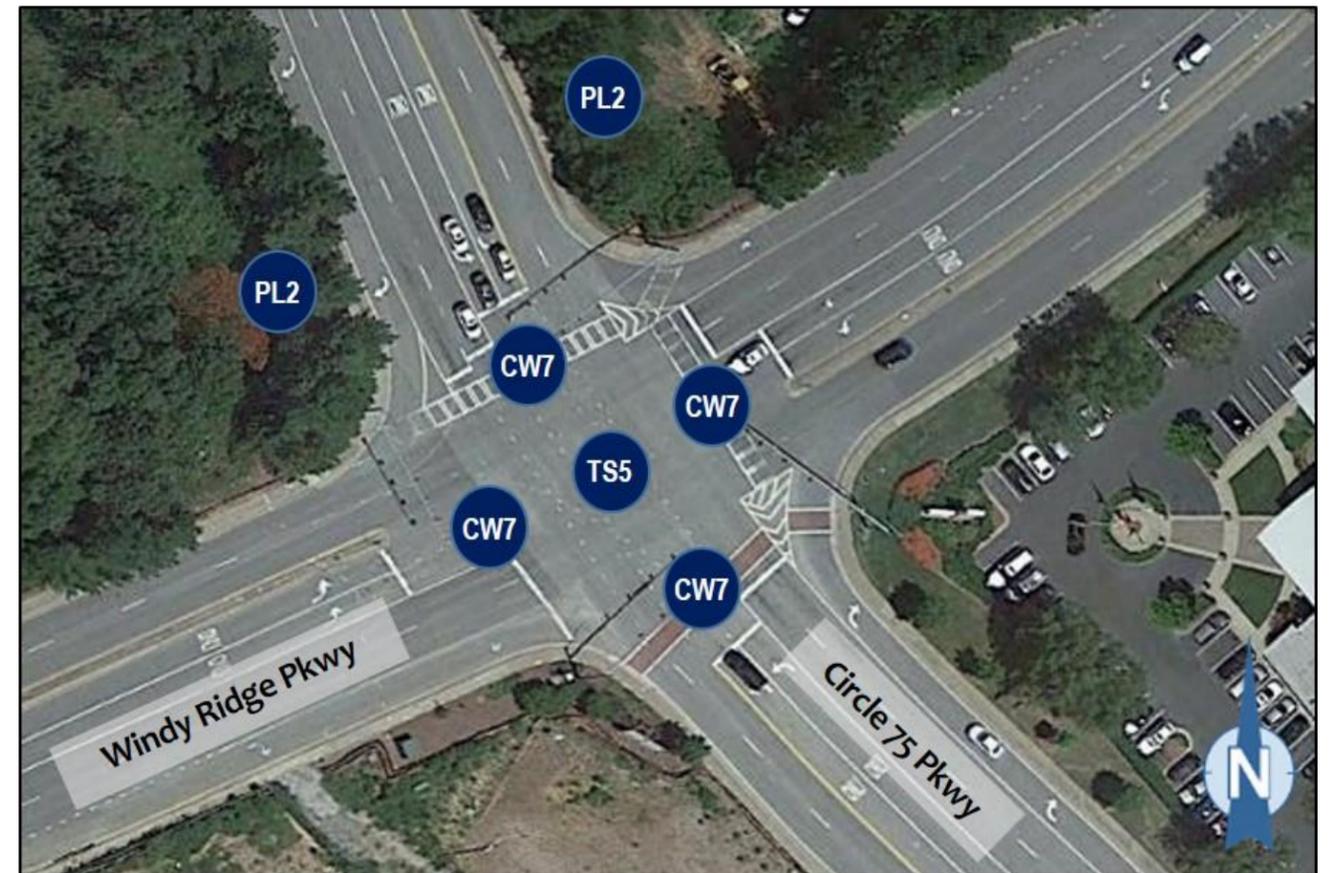


Windy Ridge Parkway and Circle 75 Parkway

The intersection of Windy Ridge Parkway and Circle 75 Parkway is a primary access point for pedestrian and vehicle traffic converging from the north and east into SunTrust Park. Planned transportation projects will widen the Windy Ridge Parkway bridge over I-75 to expand pedestrian space. A new L-shaped pedestrian bridge (**Project AB3**) will also be constructed over the intersection, extending from the north side of the Windy Ridge Parkway bridge to the southwest corner of the intersection, to reduce pedestrian and vehicle conflicts.

Table 6. Recommended Improvements at Windy Ridge Parkway and Circle 75 Parkway

ID	Type	Location	Description
CW7	Crosswalks	Windy Ridge Parkway and Circle 75 Parkway	Add highly visible crosswalks with wider path to all four legs of the intersection.
TS5	Signal Upgrades	Windy Ridge Parkway and Circle 75 Parkway	Increase initial pedestrian walk interval and pedestrian signal timing to allow for a crossing speed of 3 feet per second. The TMC will monitor pedestrian walk times and will adjust signal timing as necessary to ensure safe crossings.
PL2	Pedestrian Lighting	Windy Ridge Parkway and Circle 75 Parkway	Add pedestrian and vehicle-scale lighting to the north side of the intersection.
TM9	Law Enforcement	Windy Ridge Parkway and Circle 75 Parkway	Station police officers during events to reduce pedestrian and vehicle conflicts.



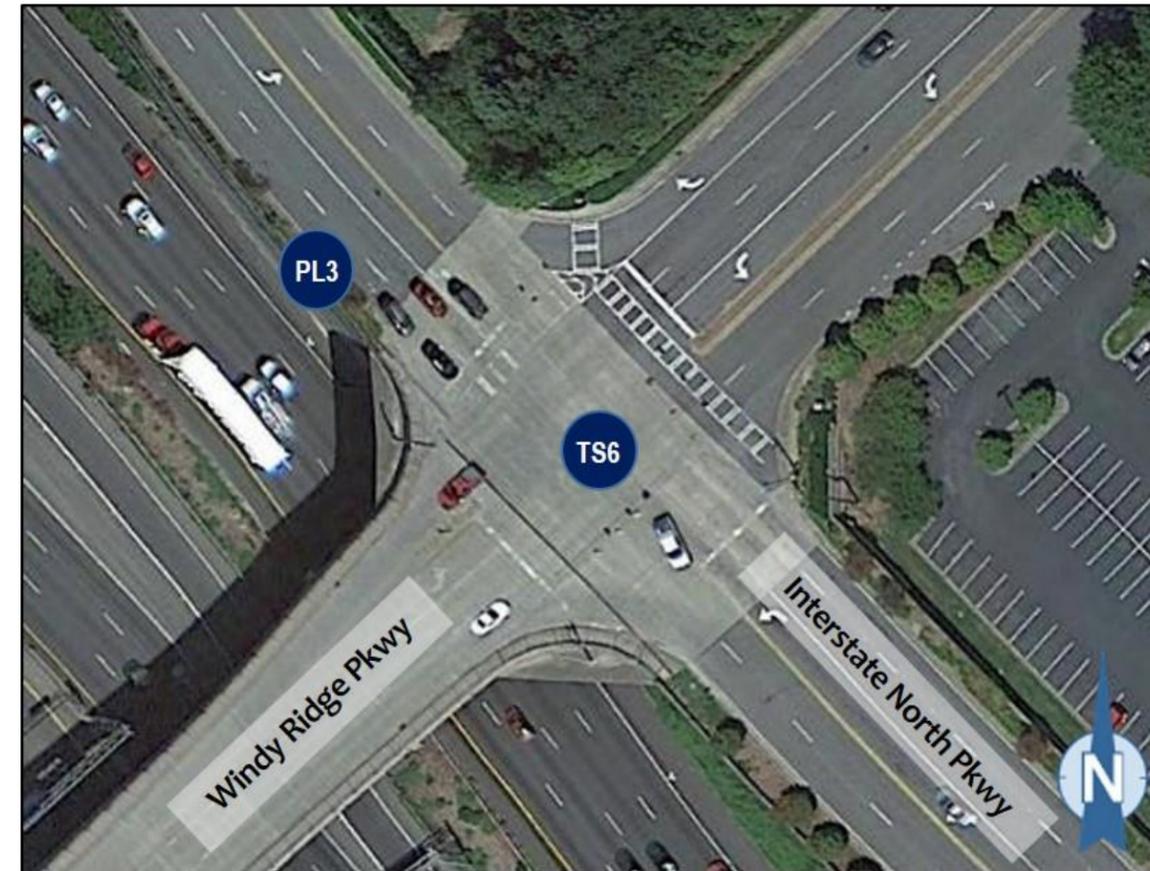
Windy Ridge Parkway and Interstate North Parkway

A road diet planned for Interstate North Parkway will create pedestrian and bicycle facilities and improve access to the existing Rottenwood Creek Trail and planned Mountain-to-River Trail. The Windy Ridge Parkway bridge over I-75 will be reconstructed into a pedestrian-oriented bridge with wide sidewalks and a plaza area.

Planned parking areas along Interstate North Parkway will create high volumes of pedestrian and vehicle traffic on game days. **It is recommended that crosswalk improvements being completed as part of existing Cobb County projects on Interstate North Parkway (Project 20) and Windy Ridge Parkway (Project 21) be consistent with other enhanced crosswalks in the stadium area.**

Table 7. Recommended Improvements at Windy Ridge Parkway and Interstate North Parkway

ID	Type	Location	Description
TS6	Signal Upgrades	Windy Ridge Parkway and Interstate North Parkway	Increase initial pedestrian walk interval and pedestrian signal timing to allow for a crossing speed of 3 feet per second. The TMC will monitor pedestrian walk times and will adjust signal timing as necessary to ensure safe crossings.
PL3	Pedestrian Lighting	Windy Ridge Parkway and Interstate North Parkway	Add pedestrian-scale lighting to the north side of the intersection.
TM10	Law Enforcement	Windy Ridge Parkway and Interstate North Parkway	Station police officers during events to reduce pedestrian and vehicle conflicts.



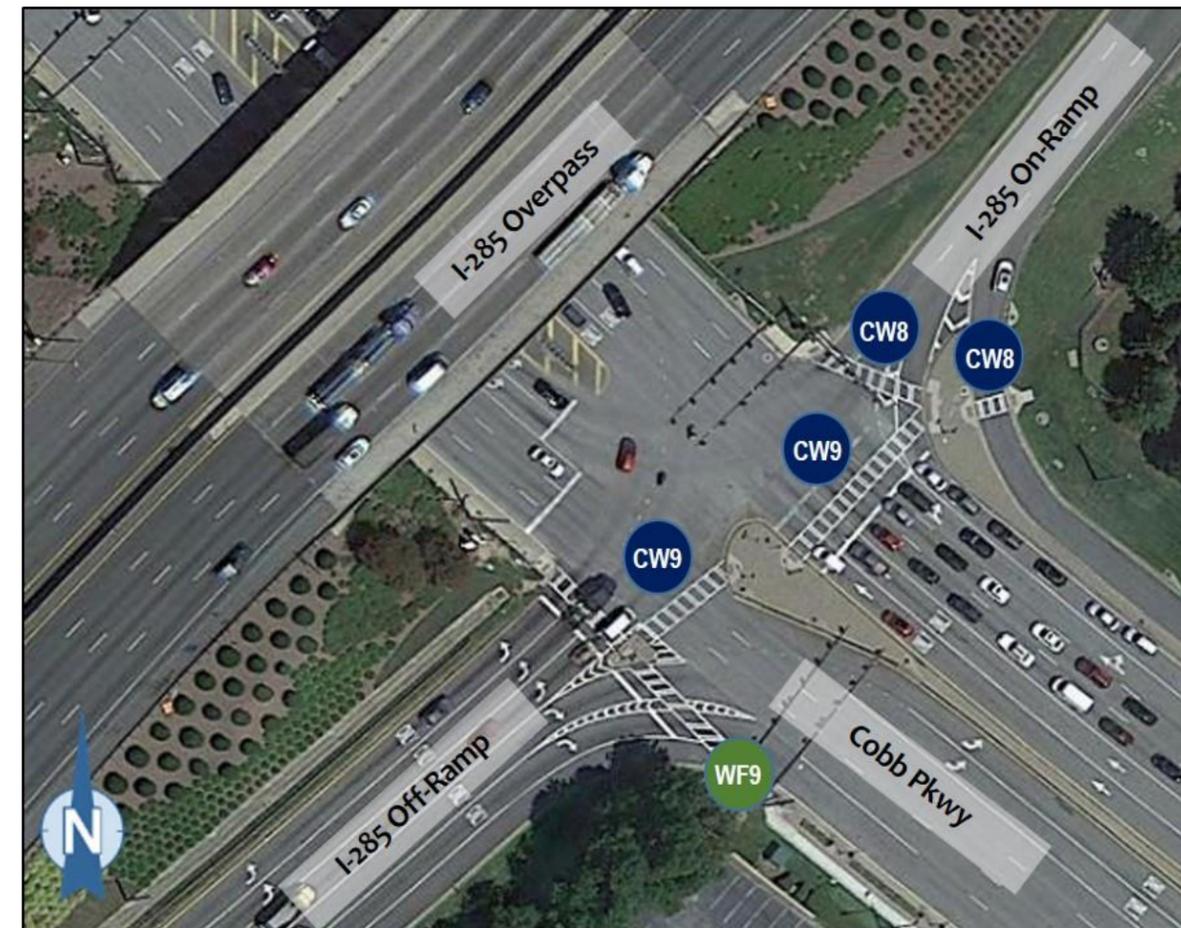
Cobb Parkway and I-285 (South of I-285 Overpass)

It is recommended that intersection modifications should also be made at Cobb Parkway and the I-285 ramp just south of the I-285 overpass, in order to route pedestrians to the safest path toward the stadium.

Table 8. Recommended Improvements at Cobb Parkway and I-285 (South of I-285 Overpass)

ID	Type	Location	Description
CW8*	Crosswalks	Cobb Parkway and I-285	Remove crosswalk across the on-ramp to eastbound I-285.
CW9*	Crosswalks	Cobb Parkway and I-285	Remove crosswalks across the south leg of the intersection (crossing Cobb Parkway).
WF9	Pedestrian Wayfinding Signage	Cobb Parkway and I-285	Install signage instructing pedestrians that crossing Cobb Parkway is prohibited.

*Denotes that either there will be no capital costs, or that capital costs are accounted for in an existing project.



Circle 75 Parkway and Herodian Way

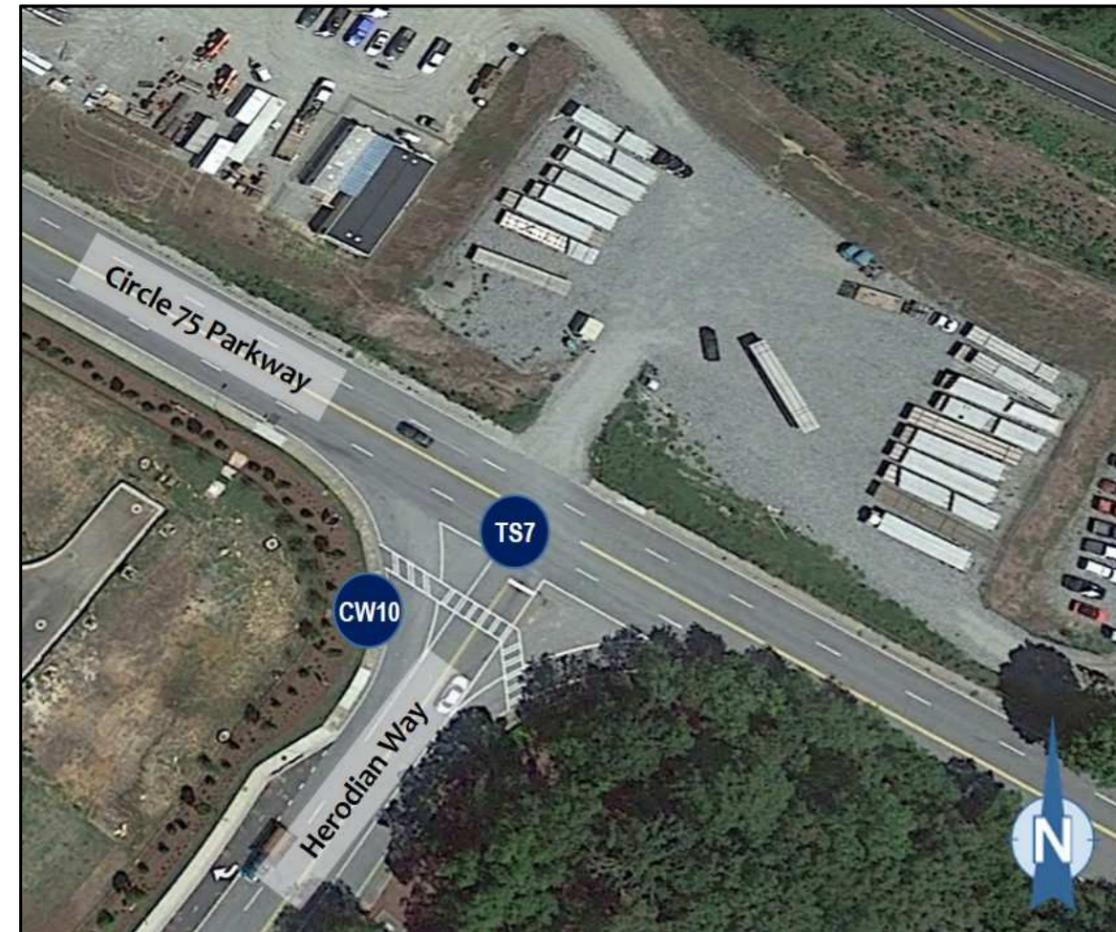
This intersection is adjacent to parking areas and residential areas and is adjacent to a proposed future mixed-use development that will compliment activities at the stadium. The intersection, which is currently unsignalized, will have a potential new traffic signal, pedestrian signal, and crosswalks installed. If the signal is installed, is recommended that the signalization and crossing treatments be designed consistent with the other signal and crossing treatments in the vicinity of the stadium.

If a new signal is not in place by the opening of the stadium in 2017, the County may install a pedestrian-activated rapid flashing beacon and enhanced crosswalks mid-block on Circle 75 Parkway, between the intersections of Windy Ridge Parkway and Herodian Way, if warranted.

Table 9. Recommended Improvements at Circle 75 Parkway and Herodian Way

ID	Type	Location	Description
CW10*	Crosswalks	Circle 75 Parkway and Herodian Way	Design the crosswalks at this intersection consistent with the other enhanced crosswalks in the vicinity of the stadium site, including a wider crossing area and highly visible treatment.
TS7*	Signal Upgrades	Circle 75 Parkway and Herodian Way	Set the pedestrian signal timing at this intersection consistent with the other pedestrian signals in the vicinity of the stadium site.

**Denotes that either there will be no capital costs, or that capital costs are accounted for in an existing project.*



Additional Intersection Recommendations

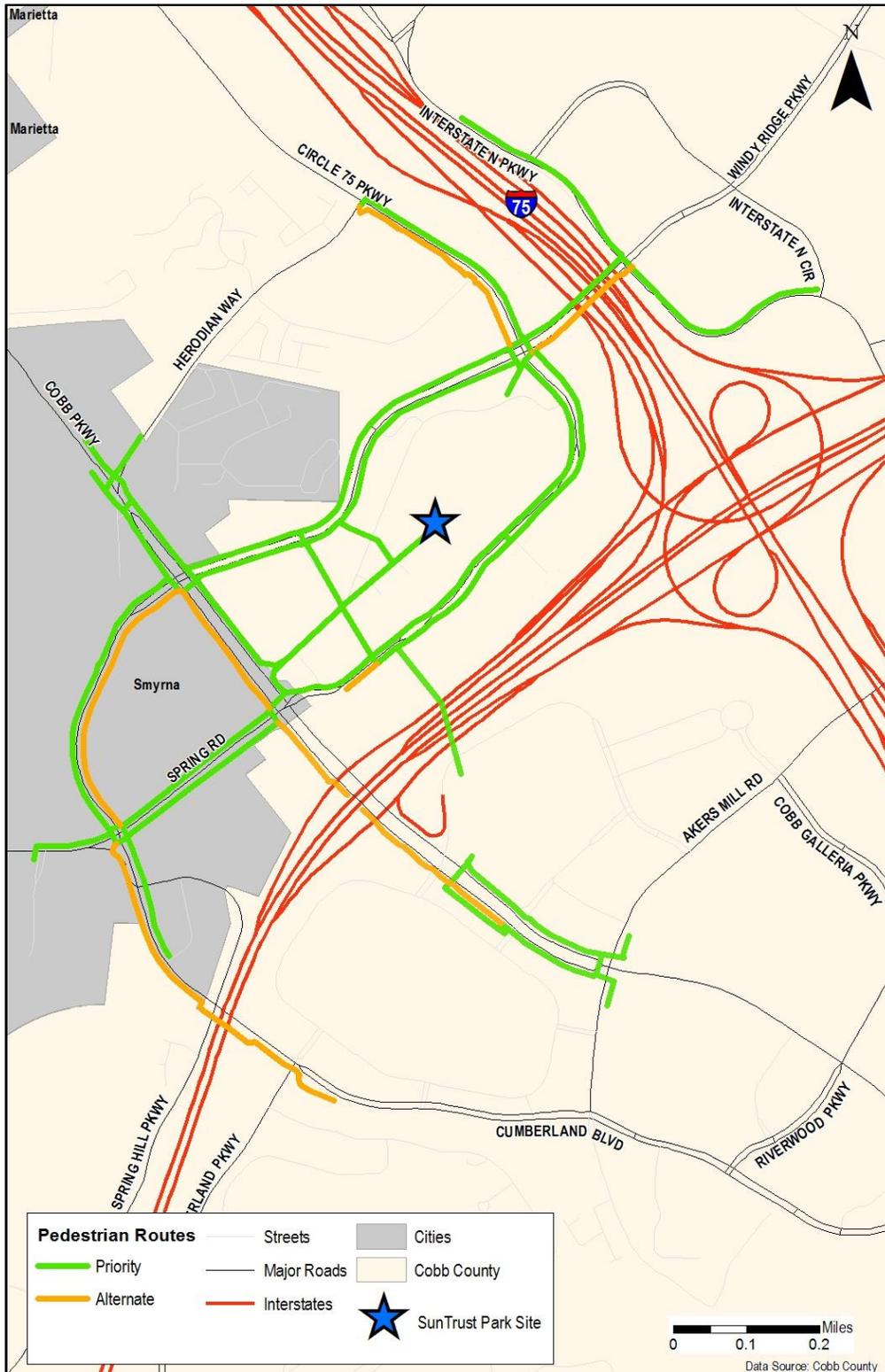
- At each of the potential new signalized intersections being installed at the periphery of the stadium site, the pedestrian crossings and signal timings should be designed consistent with the other crossing and signal infrastructure in the vicinity of the stadium. This includes the potential new signals planned at Windy Ridge Parkway and Heritage Court (**Project AB1**); Circle 75 Parkway and Heritage Court (**Project CC1**); and the potential new signalized intersection on Cobb Parkway between Windy Ridge Parkway and Circle 75 Parkway (**Project CC2**).

ROUTING RECOMMENDATIONS

In order to ensure that pedestrians travel on the safest and most efficient corridors, this study has identified “priority pedestrian routes.” These priority pedestrian routes either (a) currently have optimal infrastructure and crossing locations or (b) are recommended for infrastructure and wayfinding improvements, as they are anticipated to function as major pedestrian routes on game days. Alternate pedestrian routes are routes that have pedestrian facilities and may be used as well, but are less optimal for safe and efficient travel. **Figure 8** presents the priority and alternate pedestrian routes proposed for the study area.

A mix of strategies is recommended to provide clear and safe routes from surrounding areas toward the stadium site for events. These recommendations are organized into two types: (1) permanent wayfinding to provide clear direction at all times, and (2) event day strategies to address large-group pedestrian movements.

Figure 8. Priority and Alternate Pedestrian Route Recommendations



PERMANENT WAYFINDING

Pedestrian-Oriented Signage

A comprehensive strategy for where and how to direct pedestrians to the SunTrust Park area and its surroundings is essential for safe and efficient movement. At a distance beyond a mile from the stadium site, wayfinding should direct pedestrians to Cumberland transit circulator stops. Within a half-mile of the stadium, pedestrian signage should direct pedestrians directly toward the SunTrust Park site. At distances between a half-mile and a one mile of the site, signage should direct pedestrians to both the stadium site and circulator stops. Wayfinding signage should also be used to direct pedestrians to safe crossings, such as the planned pedestrian bridge across I-285 and the L-shaped pedestrian bridge over the intersection of Windy Ridge Parkway and Circle 75 Parkway.



Example of pedestrian-oriented signage

It is understood that the Cumberland Community Improvement District (CCID) is currently developing a wayfinding program for its entire area. It is recommended that the wayfinding program under development be closely coordinated with the Cumberland transit circulator as well as for pedestrian movements within and near the stadium site.

Additionally, the CCID is also undertaking planning for enhanced bicycle facilities in the Cumberland area. As these activities evolve, coordination of wayfinding for all travel modes (autos, pedestrians, transit riders, and bicyclists) will continue.

Pavement Markers

In-pavement markers or stencils provide added visibility to a wayfinding system at a low cost. Stencils indicate a clear route or path for pedestrians to follow, particularly where one side of a street or one leg of an intersection is safer than others. On high-traffic corridors where stencils may wear away more rapidly, embedded markers provide a more durable solution.

Within the study area, stencils are best suited to the corridors immediately surrounding the stadium site (including Cobb Parkway, Circle 75 Parkway, and Windy Ridge Parkway), and at the intersection legs that provide the safest crossings.



Sample pavement marker concept (CCID Bicycle Connectivity Implementation Plan)

Smartphone Applications

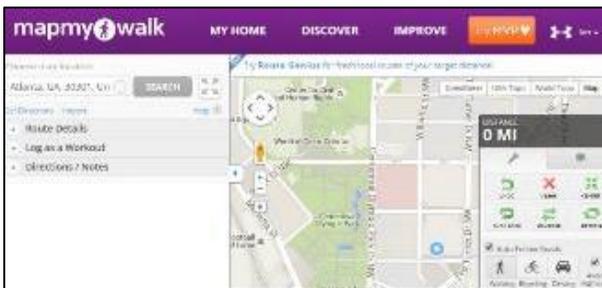
Many existing smartphone applications offer maps, navigation and route finding for people on foot. Most of these tools, however, route pedestrians along streets rather than sidewalks, and may not suggest routes with the safest pedestrian access. Fortunately, more pedestrian-friendly routing applications can be more easily created with a

number of online mapping tools such as Google Maps™ and MapMyWalk™, and shared via websites sponsored by Cobb County or the Atlanta Braves. In the absence of a separate mapping application, Cobb County may use the Google Map Maker™ tool to edit and update safe routes to SunTrust Park. While some pedestrians may utilize alternate mapping applications, making edits in the Google interface will reach a significant number of smartphone users.

EVENT DAY WAYFINDING STRATEGIES

Certain information is needed only on event days. For these situations, temporary wayfinding can be implemented. Temporary wayfinding strategies are described in this section.

Temporary Signage



MapMyWalk™ online template

Temporary wayfinding signage can be created using online templates such as Walk [Your City] (<http://walkyourcity.org>), or by customizing signs to match the character of the area. Cardboard signs may be laminated for durability and attached to existing lampposts or signal posts. This signage may be set in designated locations in advance of events at the stadium.

Police Presence and Coordination

The recommendations outlined in this report focus primarily on infrastructure and equipment upgrades, as well as wayfinding and routing strategies. However, where these methods cannot entirely separate pedestrian and vehicle traffic and prevent pedestrian and vehicular conflicts, police can provide an added level of security and direction. It is recommended that police be stationed at the following locations:

- Intersections where heavy pedestrian and vehicular volumes are anticipated, particularly directly adjacent to the stadium site;
- Access points to parking lots and decks, including anticipated mid-block crossings;
- Any temporary crosswalks in place during events;
- Unsignalized crossings in the vicinity of the stadium;
- At any temporarily closed travel lanes during events;
- Locations where turns are temporarily restricted; and
- Intersections that may utilize routing or signalization that are unfamiliar to drivers and pedestrians (such as a pedestrian hybrid beacon or “pedestrian scramble” signal phase).

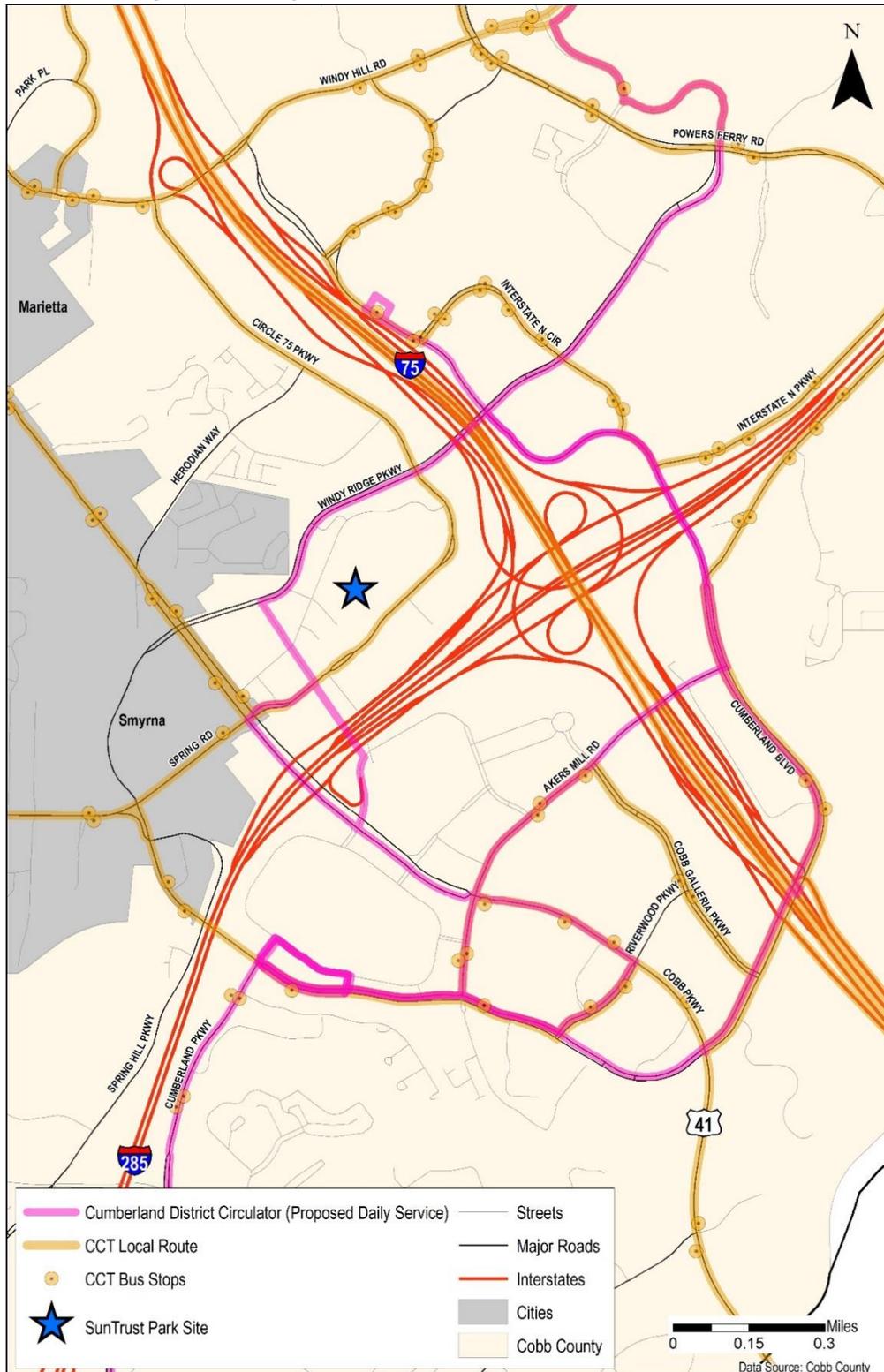
Volunteer Ambassadors

Utilizing volunteer ambassadors may reduce the need for police at certain locations by offering friendly assistance on the location of event parking, and the best sidewalks and crossings for pedestrians to utilize before and after games.

COORDINATION WITH TRANSIT SERVICES

Cobb Community Transit (CCT) has operated local bus routes and stops in the Cumberland area for many years. To enhance transit service in this area, Cobb County has developed detailed plans for the new proposed Cumberland area transit circulator service, including preliminary routes and stop locations. The circulator will operate on a daily basis and may run a special game day service with different routes and stops. Final plans have not yet been completed for game day circulation and operation. It is recommended that Cobb County coordinate pedestrian wayfinding and routing in conjunction with the potential circulator routes and stops, and add these signage projects to the list of capital improvements for this Pedestrian Plan. It is also recommended that CCT consider adding one or more circulator stops at SunTrust Park as well as the Cumberland Transfer Center. Transit routes are likely to be the most optimal mode of travel for people who live and work south of I-285 (beyond a comfortable walking distance of the stadium) and prefer not to drive there. **Figure 9** presents the local routes and stops for current CCT service, and the currently proposed routes for the Cumberland transit circulator.

Figure 9. Existing and Proposed Transit Service in the Study Area



COMMUNICATION STRATEGIES

The final plans for pedestrian routing should be made available to visitors well in advance of events through as many communications channels as possible. This information can be communicated through multiple platforms, including the Cobb County, Cumberland CID, and Atlanta Braves websites; smartphone applications; pre-sold ticketing; and printed maps distributed at highly visited locations in the study area, including the Cobb Galleria Centre, Cumberland Mall, Cumberland Transfer Center, retail and restaurant establishments in and near the stadium, and the stadium itself. While many visitors will park at designated lots or decks approved by Cobb County and/or the Atlanta Braves, many will ride transit or walk from surrounding areas. Providing clear information on the best pedestrian routes will ensure safer travel for all visitors. The following recommendations address the information that should be communicated to visitors utilizing various travel modes.

Parking In Designated Lots and Decks

To facilitate pedestrian travel to, from, and within the SunTrust Park and the larger Cumberland area, the following recommendations are offered. At each designated parking area, it is recommended that:

- Directional signage and easy-to-understand maps be installed indicating safe crossings and routes.
- Printed maps and walking directions be provided which may be distributed to parking attendants or made available at kiosks.

On the Cobb County website, the following recommendations are offered:

- Distribute routing information as part of the pre-paid ticketing process.
- Provide map(s) of each parking area that show vehicle entry routes, vehicle exit routes, and pedestrian routes to the stadium.

Cumberland Transit Circulator

At transit stops and on-board the transit vehicles:

- Provide a map of circulator routes, stops, and schedules, available on-board the vehicles and at kiosks at the transit stops.
- Provide printed maps and walking directions on-board the transit vehicles and at kiosks at the circulator stops.

At circulator stops:

- Install directional signage to the stadium.

On the Cobb County and CCT website:

- Provide a map of circulator routes, stops, and schedules, along with locations of parking lots and walking distances from shuttle stops to the lots.

At the stadium gates:

- Provide a map of circulator routes, stops, and schedules, along with locations of parking lots and walking distances from shuttle stops to the lots.
- Install directional signage to nearby circulator stops.

Information on Cobb Community Transit Local Routes and MARTA Routes

On the Cobb County, CCT, and MARTA websites:

- Provide schedules of CCT and MARTA service to the stadium.
- Provide a map of pedestrian routes from the designated MARTA and CCT stops.

At the Cumberland Transfer Center:

- Provide information on connecting service to the Cumberland transit circulator, along with a map of shuttle route, stops, and schedule, along with locations of parking lots and walking distances from shuttle stops to the lots
- Install directional signage to the stadium.

Information for Pedestrians Arriving On Foot from Surrounding Areas

On the Cobb County website:

- Provide a map of the location of designated parking areas and safe routes and crossings to the stadium.
- Provide map and schedule information for the Cumberland transit circulator, CCT, and MARTA routes.
- Provide links for online maps or smartphone applications that can safely direct pedestrians to SunTrust Park from outlying areas.

EVALUATION

Opportunities to improve and enhance the Cumberland Area Pedestrian Plan are likely to emerge through experience with these new special event conditions. As new activities in the Cumberland area evolve and travel patterns change, the routing for pedestrians and vehicular traffic in the vicinity of the stadium should be continually evaluated and refined during the first year of stadium operations and as any new parking areas emerge.

A thorough evaluation of the Cumberland Area Pedestrian Plan should include:

- Review of the effectiveness of each specific intervention.
- Monitoring public opinion of the ease and safety of pedestrian travel.
- Collection and analysis of diverse stakeholder feedback.
- Reassessment of the overall strategies and goals of the plan.
- Review of the “lessons learned” resulting from the Plan’s implementation.

In order to assess the effectiveness of the Cumberland Area Pedestrian Plan, the following performance measures are suggested.

Safety

- The number of vehicle-related pedestrian crashes during non-event periods.
- The number of vehicle-related pedestrian crashes during event periods.

Efficiency

- The time needed to clear each intersection during event ingress and egress periods.
- The time needed for all, or nearly all, vehicles to clear the area following the conclusion of a game.
- Roadway level-of-service along corridors and at intersections at key times prior to, during, and following games.

Quality of Experience

- Public perception on ease of pedestrian access and safety of passage (may be conducted via formal or informal polling).
- The percentage of pedestrians that remain in the vicinity following the event, visiting adjacent dining or entertainment destinations.

After SunTrust Park begins operations, it is recommended that periodic pedestrian counts be taken at key locations to monitor travel patterns in the area and enable adjustments in the pedestrian routing to be implemented, if needed. As more experience in the Cumberland area is gained through increased travel by all modes, it is likely that new enhancements will be identified to streamline travel within this very important area of Cobb County.

APPENDIX A – RESULTS OF FIELD REVIEW

ROUTE 1: COBB PARKWAY

Overview

Cobb Parkway, also known as U.S. 41, is a major corridor that connects the Cumberland area with the City of Atlanta (to the south) and the Cities of Marietta, Kennesaw and Acworth as well as unincorporated Cobb County (to the north). Cobb Parkway also provides direct access to I-285. Cobb Parkway has a variety of office, commercial, and residential uses situated along the corridor, attracting travelers throughout the County and the Atlanta region. In addition, Cobb Parkway serves as a major transit route for Cobb County Transit (CCT) buses and lies close to the Cobb Community Transit (CCT) Transfer Center, a major bus transfer facility located behind the Cumberland Mall along Cumberland Boulevard. Cobb Parkway also provides access to active transportation opportunities. Several regional trails cross the road, providing connections to parks and natural areas along the Chattahoochee River, as well as employment destinations.

Key Observations

- High volumes of auto and truck traffic and high vehicle speeds along Cobb Parkway create potential safety and comfort issues for pedestrians.
- The corridor and its intersections have sufficient pedestrian facilities. The sidewalks meet minimum design standards; intersections have the proper ADA accommodations; and most intersections have well-marked crosswalks on all four legs of the intersections.
- Pedestrian facilities are in good condition. Most sidewalks and crosswalks have been recently constructed, and only a few “spot treatments” are needed to improve some locations.
- The pedestrian signal phase crossing times are sufficient for current traffic conditions. These crossing times are likely to be too short; however, for larger volumes of people crossing Cobb Parkway on event days.
- The current pedestrian crossings on this portion of Cobb Parkway are located far apart, at a distance of nearly one-quarter mile or more. It was observed that some pedestrians cross mid-block between Windy Ridge Parkway and Spring Road, where no signal or crosswalk exists. These unsafe pedestrian crossings may increase significantly on event days unless managed. The new signal that will be installed mid-block between Windy Ridge Parkway and Spring Road will help to discourage unsafe crossings.

Anticipated Event Day Issues

- A higher volume of pedestrians will likely cross Cobb Parkway on event days, creating potential safety conflicts.
- Higher volumes of pedestrians may create delays for vehicles and impact turning movements.
- ADA improvements along sidewalks are needed where the sidewalks cross driveways.
- Parking in temporary, event day lots may generate heavy pedestrian use at the intersections with Windy Ridge Parkway and Spring Road/Circle 75 Parkway.
- Cobb Parkway will provide transit access on event days and access to the new mixed-use developments in the area, creating the need for safe and convenient walk access to bus stops.

- Current pedestrian access to the SunTrust Park area (via the roadway) from south of I-285 is limited, given the lengthy distance and limited pedestrian options to cross under I-285. The new pedestrian bridge over I-285 will make the area south of I-285 more accessible to the stadium.

Initial Recommendations for Event Day Safety, Pedestrian Access, and Routing

The following actions are recommended:

General

- North of Windy Ridge Parkway, route pedestrians to the east side of Cobb Parkway, as there is an opportunity to build wider sidewalks there, providing better access to stadium site.
- South of I-285, use pedestrian facilities and wayfinding signage to lead pedestrians through Cobb Galleria to the proposed pedestrian bridge over I-285.
- Enhance intersections with additional lighting, where needed, including wider landing pads for pedestrians at the corners of intersections.
- Construct expanded and enhanced crosswalks where there are trail crossings or where large volumes of pedestrians are anticipated during events is recommended. These crosswalks should be constructed at intersections with stop signs or signals, rather than mid-block, if possible.

Intersection and Corridor-Specific Recommendations

- Herodian Way and Cobb Parkway
 - Study the potential need to increase walk signal phase times.
 - Add a buffer between the sidewalk and roadway between Herodian Way and Windy Ridge Parkway.
 - Make spot improvements to repair cracked and/or uneven sidewalks.
- Windy Ridge Parkway/Cumberland Boulevard and Cobb Parkway
 - Add a raised “pork chop island” on the southeast side of intersection.
 - Consider the feasibility of restricting left turn movements for westbound vehicles on Windy Ridge Parkway.
 - Consider providing a leading pedestrian interval at the intersection.
 - Consider stationing police officers to direct pedestrian traffic during events.
 - Double the width of existing crosswalks.
- Spring Road/Circle 75 Parkway and Cobb Parkway
 - The crosswalks on the east side of the intersection will no longer be needed, as pedestrian access will be restricted following the construction of the barrier-separated off-ramps from I-285 westbound onto Cobb Parkway and Circle 75 Parkway. These crosswalks will be removed as part of the project.
 - Enhance the visibility of crosswalks on the north and west sides of the intersection.
 - Consider restricting right turn movements from westbound Circle 75 Parkway onto Cobb Parkway.
 - Consider stationing police officers to direct pedestrian traffic during events.

- Add a gateway treatment.
- Between Windy Ridge Parkway and Spring Road
 - In conjunction with the planned new traffic signal at this location, add enhanced pedestrian facilities, including a pedestrian signal, highly visible crosswalks, median refuge island, and other pedestrian accommodations.
- At Akers Mill Road, Galleria Parkway, and Professional Parkway
 - Use wayfinding signage to route northbound pedestrians to the existing pedestrian bridge (between Cumberland Mall and Cobb Galleria) to access the stadium site via the bridge over I-285. Consider using volunteers on event days.

ROUTE 2: SPRING ROAD/CIRCLE 75 PARKWAY

Overview

This corridor provides access to the study area from the City of Smyrna to the west and unincorporated Cobb County to the north and east. A planned transportation project will create direct access to Circle 75 Parkway from westbound I-285.

Key Observations

- The intersection of Spring Road and Cobb Parkway serves a major pedestrian access point to the study area.
- Pedestrian access management and ADA improvements are needed along the south side of Circle 75 Parkway between Cobb Parkway and Windy Ridge Parkway.

Anticipated Event Day Issues

- Narrow sidewalks along the south side of Circle 75 Parkway will constrain pedestrian flow.
- Infrequent crossing opportunities may encourage jaywalking, as pedestrians try to cross from the south side to the north side of the roadway during events.
- Pedestrians along the south side of Circle 75 Parkway near Cobb Parkway may try to cross to the north side of the roadway. At this location, free-flow traffic from I-285 and poor sight distance for vehicles turning from Cobb Parkway to eastbound Circle 75 Parkway may create significant safety issues.
- The intersection of Spring Road and Cobb Parkway will serve as a major pedestrian access point on event days, creating potential safety conflicts with vehicles.
- North of Windy Ridge Parkway, many pedestrians will be walking from parking areas near Herodian Way to this corridor.

Recommendations for Event Day Safety, Pedestrian Access, and Routing

- The south side of Circle 75 Parkway should be improved with wider sidewalks and ADA improvements.

- South of Windy Ridge Parkway, wayfinding signage should be used to direct pedestrians to safe crossings across Circle 75 Parkway. These crossings should coincide with traffic signals or pedestrian hybrid beacons (PHBs) to be newly installed along the corridor. These crossings should be coordinated with planned parking areas on the south side and pedestrian exits/entrances to the stadium site on the north side.
- Improved lighting and clear wayfinding signage to parking areas on Circle 75 Parkway north of Windy Ridge Parkway should be implemented.
- In conjunction with a planned signal at the intersection of Circle 75 Parkway and Herodian Way, an enhanced pedestrian signal and crosswalks should be added to accommodate pedestrians traveling between the stadium and parking areas in the vicinity.
- Wayfinding signage should be used to direct pedestrians on Circle 75 Parkway north of Windy Ridge Parkway, to the pedestrian bridge at Circle 75 Parkway and Windy Ridge Parkway, which provides direct access to the stadium.
- Widened crosswalks should be installed on the west side of Circle 75 Parkway, between Windy Ridge Parkway and Herodian Way.

ROUTE 3: INTERSTATE NORTH PARKWAY

Overview

- Interstate North Parkway runs parallel to I-75, providing a connection between the Marriott Hotel (with anticipated parking) and Windy Ridge Parkway leading to the stadium site. The corridor also provides a connection to areas south of Windy Ridge Parkway. Proposed pedestrian improvements planned along the corridor provide an opportunity to provide event day access to Windy Ridge Parkway. North of Windy Ridge Parkway, a planned project will widen the sidewalk and create a multi-use trail to create a better connection to potential parking areas.

Key Observations

- Interstate North Parkway provides important pedestrian connections between Windy Ridge Parkway and hotels, office buildings, and parking areas east of I-75.

Anticipated Event Day Issues

- There is a need for sufficiently wide sidewalks or a trail along the roadway for those wishing to walk across Windy Ridge Parkway to the stadium site and planned mixed-use developments.
- Currently, lighting along the corridor is limited, thus, there is a need for lighting upgrades.

Recommendations for Event Day Safety, Pedestrian Access, and Routing

- The proposed trail planned for Interstate North Parkway should be located along the east side of the roadway.
- Lighting should be improved along Interstate North Parkway between Windy Ridge Parkway and the Marriott Hotel.
- The intersection of Windy Ridge Parkway and Interstate North Parkway should be improved by adding crosswalks on all four legs.

ROUTE 4: WINDY RIDGE PARKWAY

Overview

Windy Ridge Parkway is an important link between Cumberland Boulevard and points east of I-75, and provides direct access to the study area, paralleling and eventually intersecting Circle 75 Parkway. A planned transportation project will expand the Windy Ridge Parkway bridge over I-75 to allow greater pedestrian access to destinations along Interstate North Parkway. The intersection of Windy Ridge Parkway and Circle 75 Parkway will be a major pedestrian access point from areas north and east of the study area.

Key Observations

- Windy Ridge Parkway is a key roadway for both pedestrians and motorists accessing the study area from the north, east, and west.
- There are few crossings on Windy Ridge Parkway adjacent to the stadium site, as there are currently few destinations on the north side of the corridor. However, new development is anticipated in the near future.
- Between Cobb Parkway and Circle 75 Parkway, the winding geometry of the road and hilly topography create sight distance issues and poor visibility for pedestrian crossings.
- The sidewalks on both sides of Windy Ridge Parkway are narrow. These sidewalks in particular are anticipated to be heavily used on event days.

Anticipated Event Day Issues

- Pedestrians along the north side of Windy Ridge Parkway near Cobb Parkway may try to cross to the south side of the roadway to access the stadium site.
- Additional right turn lanes planned for northbound traffic from Cobb Parkway to Windy Ridge Parkway may inhibit safe pedestrian crossings at this location.
- The intersection of Windy Ridge Parkway and Circle 75 Parkway will likely see heavy pedestrian traffic crossing in all directions with people walking from the stadium site to surrounding parking areas.
- A planned L-shaped pedestrian bridge will be constructed at the intersection to facilitate more efficient passage in the area and direct pedestrians directly into the stadium. There may be some pedestrians, particularly those in wheelchairs, who will desire to cross at the street level instead. It is recommended that the crosswalks at the intersection be improved to accommodate on-street crossings.

Recommendations for Event Day Safety, Pedestrian Access, and Routing

- Between Cobb Parkway and Circle 75 Parkway, sidewalks should be widened to 12 feet on both sides of Windy Ridge Parkway. The feasibility of routing the Bob Callan Trail, or “Mountain to River Trail,” along the north side of Windy Ridge Parkway should be considered, to connect with the north side of Cumberland Boulevard down to Spring Road.
- Additional pedestrian crossings at CCC Street and DDD Street should be considered, if warranted.

- The feasibility of an all-pedestrian phase, or pedestrian scramble (aided by police officers and/or volunteers), should be considered to separate and manage pedestrian crossings at the intersection of Windy Ridge Parkway and Circle 75 Parkway before and after events.
- The feasibility of temporarily closing the intersection of Windy Ridge Parkway and Circle 75 Parkway to vehicle traffic for a temporary period immediately following events should be considered, in order to allow pedestrian traffic to move safely through the intersection. During this time, all vehicular traffic would be routed to Cobb Parkway and south to I-285.

ROUTE 5: CUMBERLAND BOULEVARD/AKERS MILL ROAD AND COBB PARKWAY SOUTH OF AKERS MILL ROAD

Overview

Cumberland Boulevard loops around the southern portion of the Cumberland business district, and connects residential areas outside the loop with office and commercial areas inside the loop. Cumberland Boulevard provides direct connections to I-285 and I-75. The CCT Cumberland Transfer Center, located near the intersection of Cumberland Boulevard and Cumberland Parkway, serves as a regional transit connection for CCT and MARTA riders. Akers Mill Road connects Cumberland Boulevard to the Cobb Galleria and includes the adjacent Akers Mill Trail, which functions as a comfortable sidewalk on the south side of Akers Mill Road.

Key Observations

- Cumberland Boulevard and Akers Mill Road both have buffered sidewalks that are in good condition.
- Due to the wide sidewalks and pedestrian-friendly driveway treatments, the south side of Akers Mill Road, or the Akers Mill Trail, serves as a good example for other potential driveway treatments in the area.
- Pedestrians seeking to access the stadium site from areas south of Akers Mill Road, along both Cobb Parkway and Cumberland Boulevard (approximately one mile from the stadium site), may be better served by shuttle access rather than walking.
- The CCT Cumberland Transfer Center is difficult to access from other parts of the study area.
- Currently, the Cumberland Boulevard crossing over I-285 has very poor accessibility for pedestrians. There is no sidewalk access across I-285. Planned improvements to the Cumberland Boulevard overpass will include sidewalk facilities on both sides of the road.

Anticipated Event Day Issues

- For those who choose to walk rather than take a shuttle, clear wayfinding signage as well as volunteers or police officers will be needed on event days to route pedestrians to the east side of Cobb Parkway for access to better pedestrian facilities.

Recommendations for Event Day Safety, Pedestrian Access, and Routing

- Visible and clearly accessible shuttle stops should be implemented.
- Identifiable wayfinding signage should be installed to direct northbound pedestrians on Akers Mill Road to the east side of Cobb Parkway to reach the stadium site via the pedestrian bridge over I-285.