



# CONNECT COBB

## Northwest Transit Corridor Alternatives Analysis

Partners / Technical Team Update

January 25, 2012

Connect  
Cobb



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Northwest Transit Corridor Alternatives Analysis

# Partnerships



# Northwest Transit Corridor Alternatives Analysis Team





## Tonight's Agenda

- **Data Collection & Existing Conditions**
- **Telephone Survey Update**
- **Summary of Stakeholder Meetings**
- **FTA New Starts Initiation Package**
- **Alternative Alignments**
- **Evaluation Criteria**
- **Next Steps**

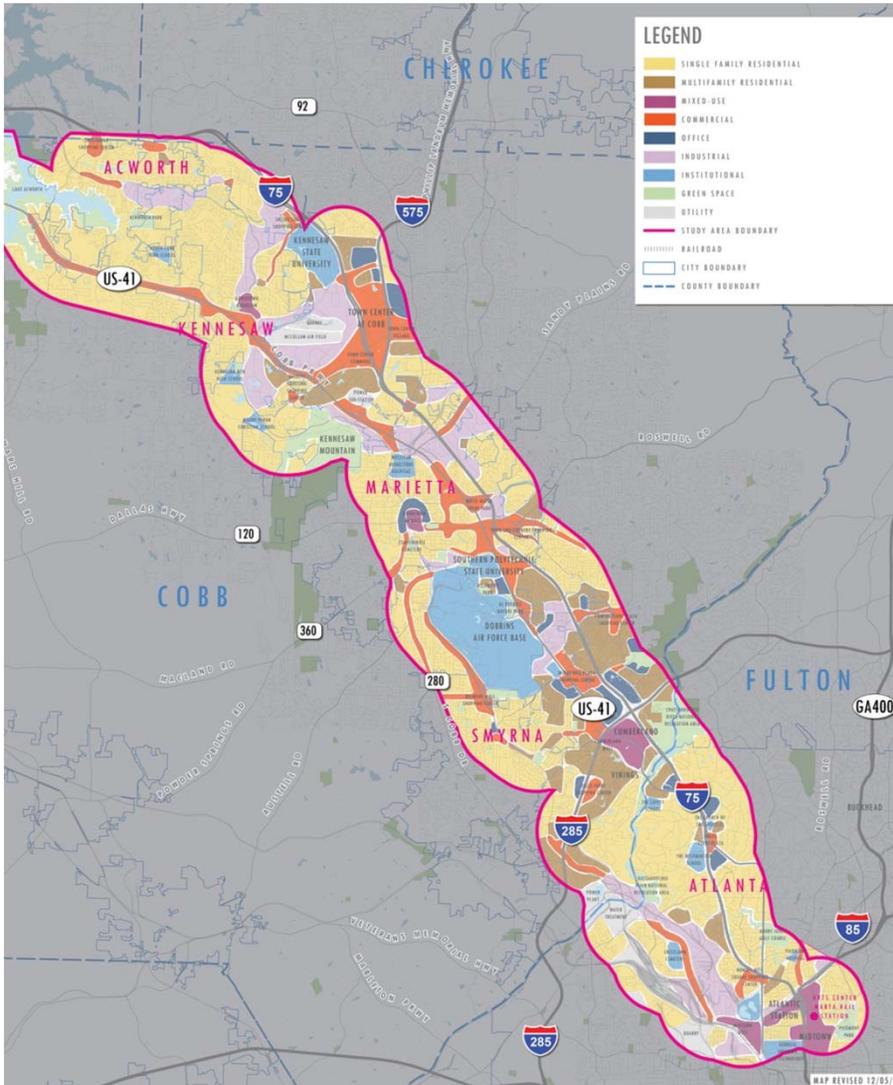


## Data Collection and Existing Conditions

- **Land Use**
- **Population**
- **Employment**
- **Environment**



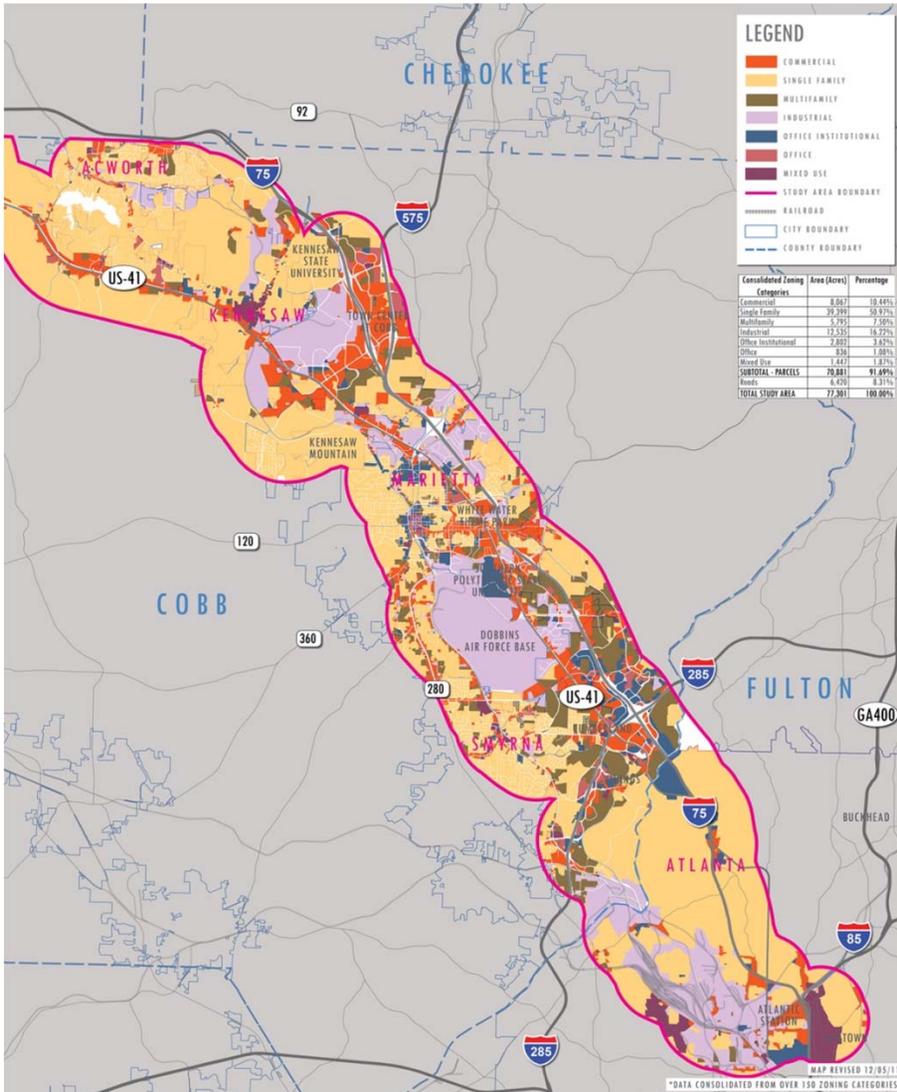
## Overall Study Area / Existing Land Use Framework



- About 120 square miles
  - 5 cities
  - 4 universities
  - 3 CIDs
  - 2 counties
- THREE major activity centers:
  1. Midtown
  2. Cumberland/Dobbins
  3. Town Center/KSU
- Long stretches of retail on U.S. 41 , South Cobb Drive, and Atlanta Road
- Large amount of SF residential on the periphery of the corridor



# Consolidated Zoning Framework

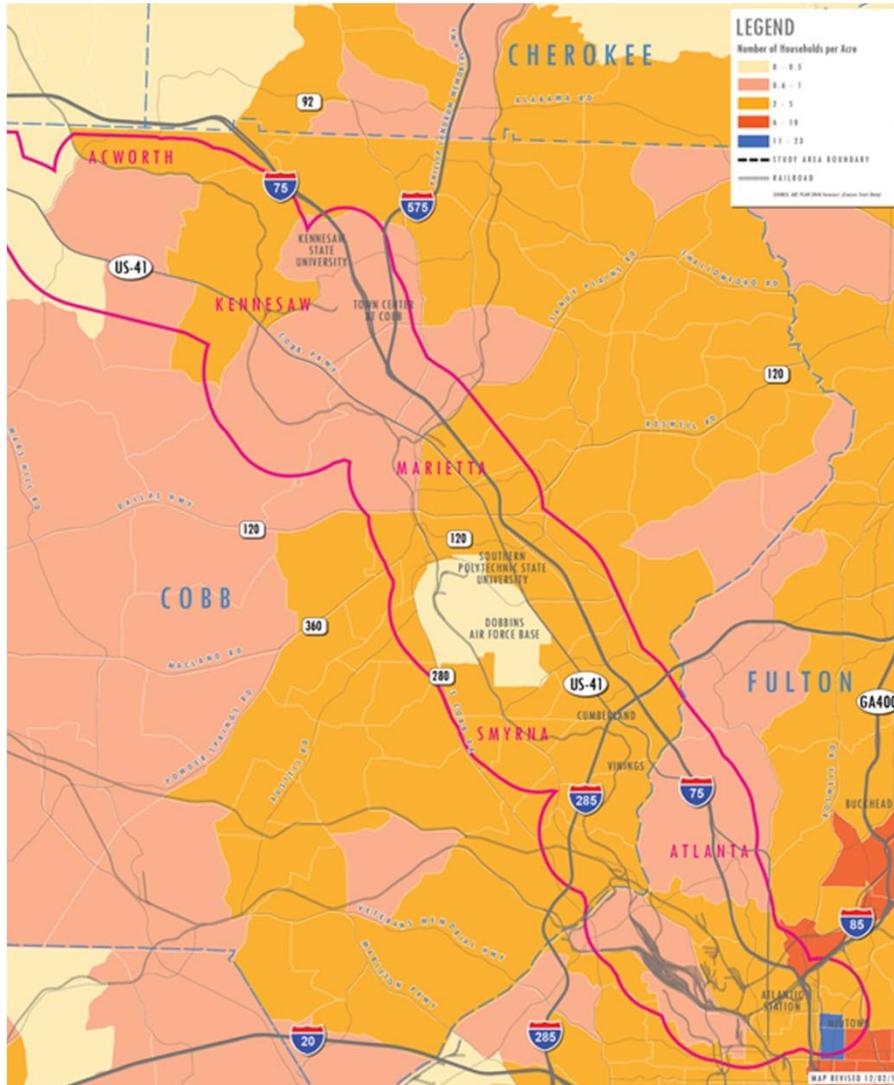


*Collapsed over 150 zoning categories from cities and counties within study area into 7 general categories:*

Consolidated Zoning Categories	Area (Acres)	Percentage
Single Family	39,399	50.97%
Industrial	12,535	16.22%
Commercial	8,067	10.44%
Multifamily	5,795	7.50%
Office Institutional	2,802	3.62%
Mixed Use	1,447	1.87%
Office	836	1.08%
<b>SUBTOTAL - PARCELS</b>	<b>70,881</b>	<b>91.69%</b>
Roads	6,420	8.31%
<b>TOTAL STUDY AREA</b>	<b>77,301</b>	<b>100.00%</b>



## Current Household Density

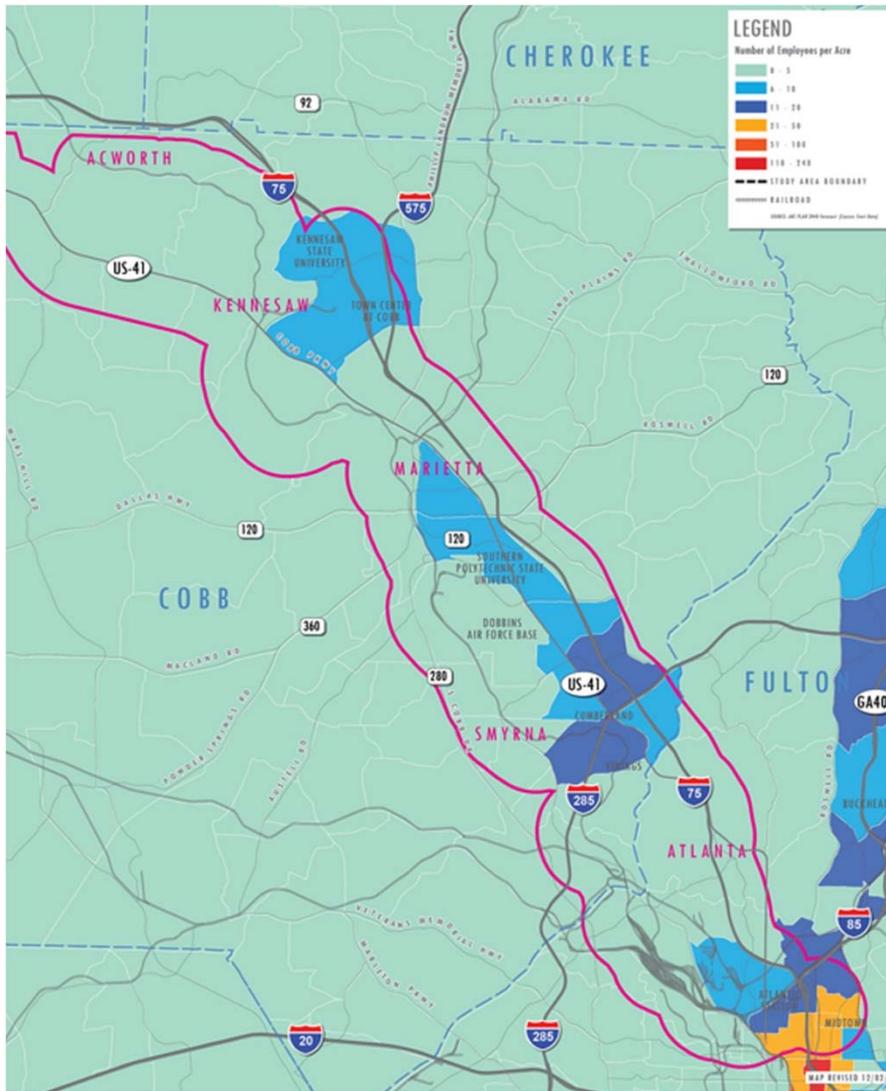


*Mapped household densities per acre using ARC/Census data.*

- 6+ units/acre around Midtown/Buckhead
- 1 unit/acre or less around Chattahoochee River
- 2-5 units/acre around Cumberland, Smyrna, Marietta
- 1 unit/acre or less around Town Center, Quarry, Airfield, retail
- 2-5 units/acre around Kennesaw and eastern Acworth



## Current Employment Density



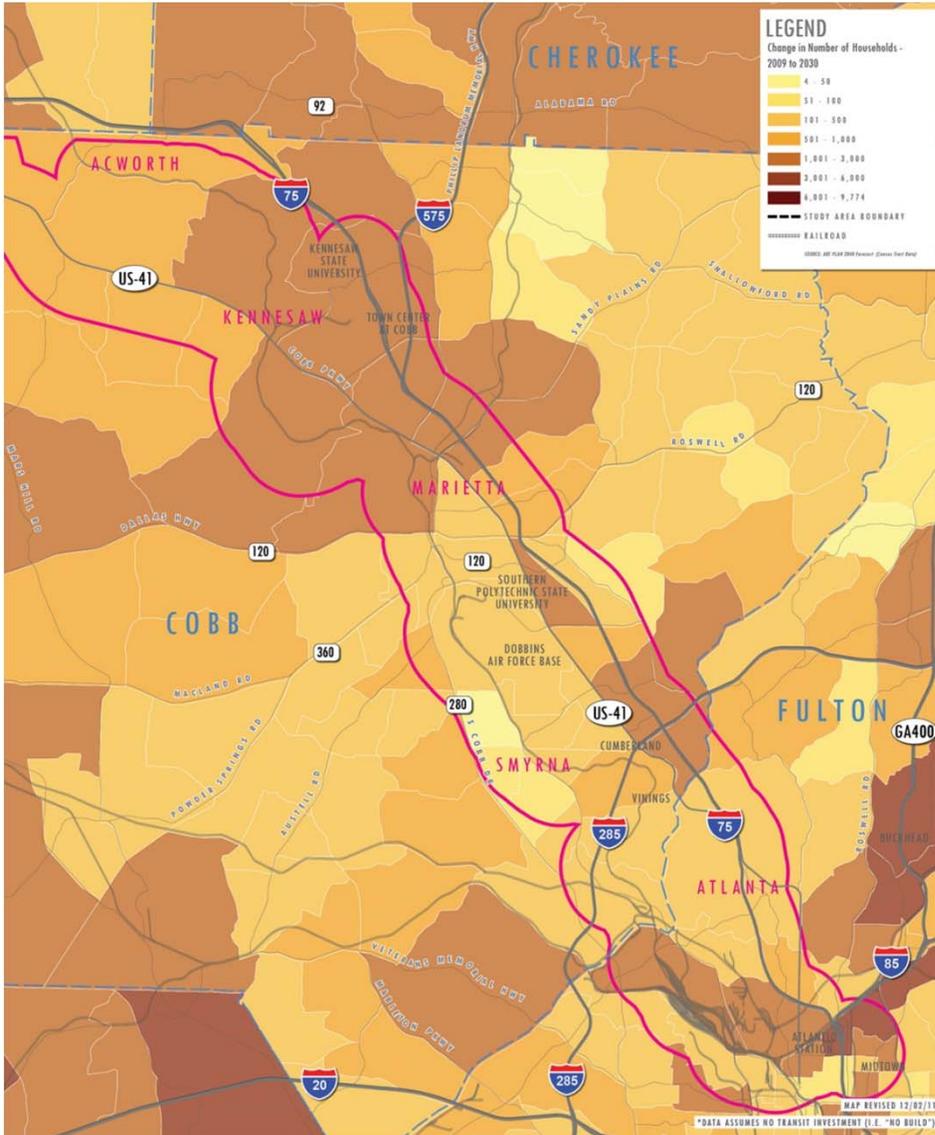
*Mapped employees per acre using ARC/Census data.*

THREE employment area “clusters”:

- 21-50 employees/acre around Midtown
- 6-20 employees/acre around Cumberland, SPSU, Marietta
- 6-10 employees/acre around Town Center and KSU



# Market Context

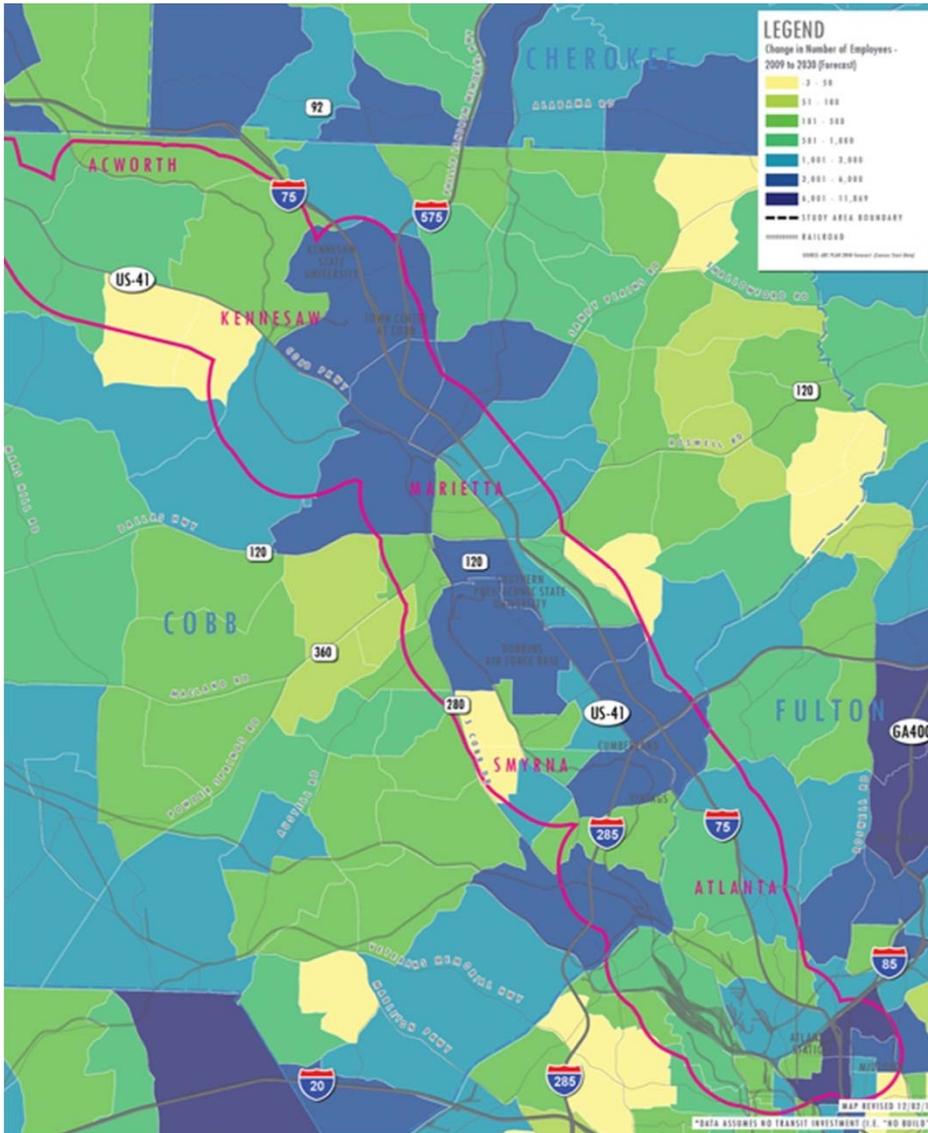


*Looked at existing demographic, household, employment, income, housing, and retail using ARC and Census 2010 data.*

- Median household income = \$65,000
- Over 50% of population has college degree
- Major Industries are retail trade and medical care
- A lot of retail (38 million SF), but data suggests demand is about equal



## Market Context



### Current Cobb County RESIDENTS:

- 40% work in Cobb
- 29% work in Fulton

### Current Cobb County WORKERS:

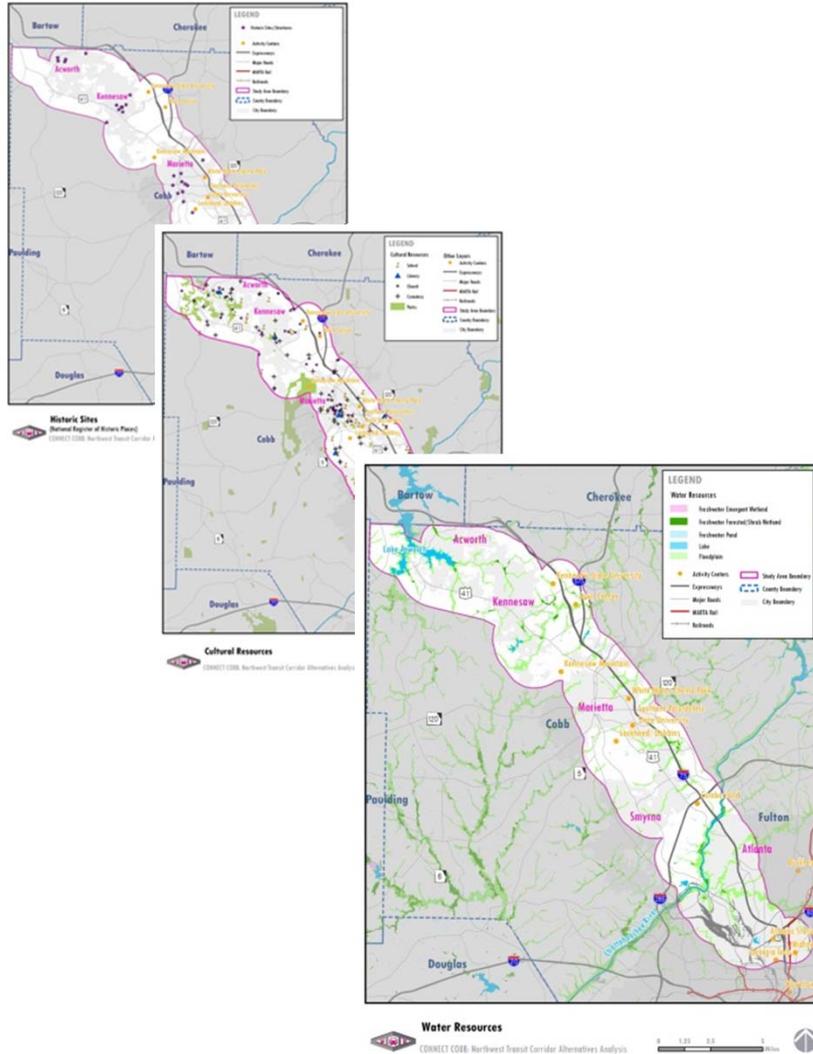
- 40% live in Cobb
- 11% live in Fulton

### ARC growth projections for Cobb County under "No Build" Scenario:

- Households expected to grow about 30% by 2040
- Employment expected to grow about 50% by 2040



# Environmental Analysis



- Preliminary GIS Assessment Complete
- Field Surveys Underway
- Begins with Identification of Tier 1 Alignments
- Will Conduct Alternative Comparison and Hot Spot Analysis



## Telephone Survey

- **Obtained responses from 733 Cobb County voters**
- **Future transportation issues**
  1. **Traffic congestion**
  2. **Inadequate public transit**



## Telephone Survey

- **Voters would like the County to:**
  - 1. Make it easier to get to local destinations, especially with public transportation**
  - 2. Prioritize improving the public transportation system over building new roads**
- **If Cobb improves transit system, preference is rail service within Cobb and connecting to regional transit system**



## Telephone Survey

- **Issues important to Cobb voters:**
  1. **Decreasing traffic congestion**
  2. **Response capabilities of fire & police**
  3. **Improve commute times**
  4. **Recruiting new businesses into Cobb County**
  5. **Preserve green space**



## Stakeholder Meetings

- **5 separate meetings held in December**
- **Over 140 attendees (some stakeholders attended more than 1 meeting)**
- **Topics included:**
  - 1. Transportation and Air Quality**
  - 2. Land Use**
  - 3. Economic Development**
  - 4. Environment**
  - 5. Financing**



## Stakeholder Meetings (continued)

**Received input to develop:**

- 1. Purpose and Need Statement**
- 2. Goals and Objectives**
- 3. Evaluation Criteria**



**Summaries for all are on project website**

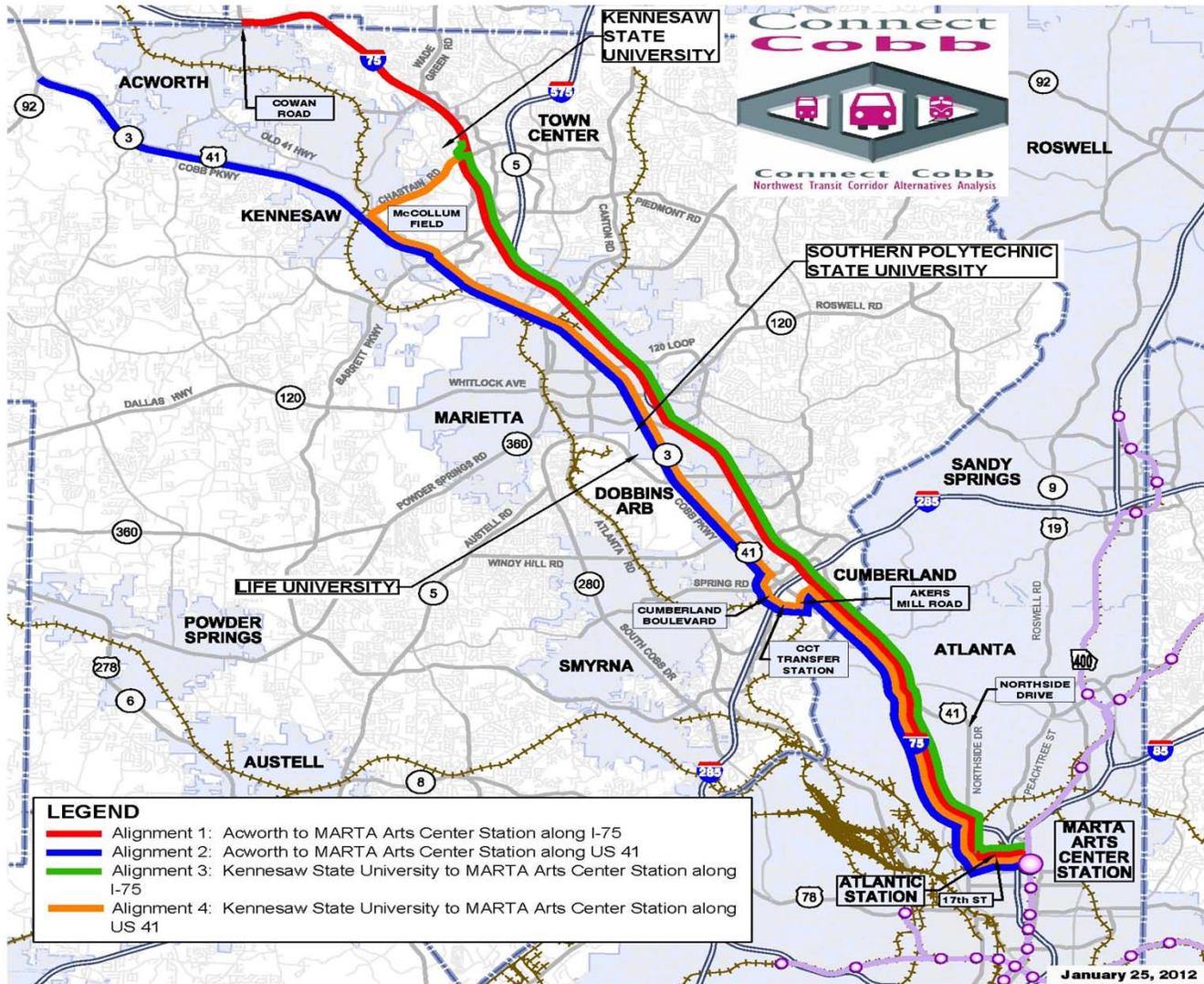


## FTA New Starts Initiation Package

- **Formalizes study process with FTA**
- **Describes the study area and need for transit improvements**
- **Summarizes approach to be used to evaluate and screen alternative improvements**
- **Identifies initial alternatives**
- **Received feedback from FTA and have provide additional clarifying information**
- **Continue coordination with FTA throughout study**



# Alternative Alignments



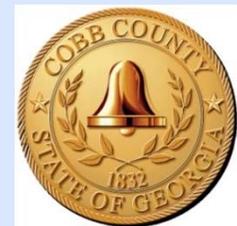
## Alternative Alignments (continued)

- **Acworth to MARTA Arts Center Station along I-75**
- **Acworth to MARTA Arts Center Station along US 41**
- **Kennesaw State University to MARTA Arts Center Station along I-75**
- **Kennesaw State University to MARTA Arts Center Station along US 41**



## Purpose and Need Statement

This Alternatives Analysis will focus on public transportation improvements that can best serve future demand and contribute to reduced congestion by building a sustainable and integrated regional network that can support existing and future needs in the Northwest Corridor.



## Goals and Objectives

### Transportation and Air Quality

- Reduce congestion/improve traffic flow
- Plan for current and future needs
- Reduce travel delay Improve travel efficiency
- Improve safety Improve air quality

### Land Use

- More efficient use of land
- Increase housing choices
- Promote active, healthy lifestyles
- Promote environmental justice



## Goals and Objectives (continued)

### **Economic Development / Redevelopment**

- Stimulate local economy
- Leverage public and private investment

### **Environment**

- Minimize adverse environmental impacts to the built and natural environment
- Consult with local and regional stakeholders

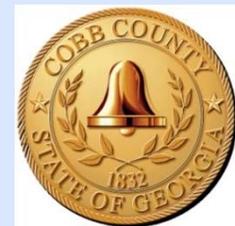
### **Financial**

- Maximize cost efficiency and cost effectiveness
- Develop a financially feasible project/leverage available resources



## Next Steps

- **Refinement of alternative alignments and station locations**
- **Definition of Baseline/Transportation System Management Alternative**
- **Initial travel/ridership forecasts**
- **Calculate performance criteria and measures**



## Exercise

- **Circulate to each station and share your thoughts**
- **Offer specific comments on alternative alignments**

