

AUSTELL ROAD CORRIDOR LIVABLE CENTERS INITIATIVE

5-YEAR PROGRESS AND IMPLEMENTATION UPDATE

SEPTEMBER 2011



Cobb County Government

100 Cherokee Street

Marietta, Georgia 30090

www.cobbcounty.org



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Contents

EVALUATION AND APPRAISAL REPORT (2007-2011)	2
INTRODUCTION	2
STUDY AREA DESCRIPTION	3
ACCOMPLISHMENTS	5
TRANSPORTATION	5
HOUSING INITIATIVES.....	7
OTHER INITIATIVES.....	7
INCOMPLETE ACTION ITEMS	7
IMPLEMENTATION PLAN (2012-2016)	9
TRANSPORTATION	9
HOUSING INITIATIVES.....	10
OTHER INITIATIVES.....	10

EVALUATION AND APPRAISAL REPORT (2007-2011)

INTRODUCTION

The Austell Road Corridor Livable Centers Initiative (LCI) Study was a multi-disciplinary planning effort of the Cobb County Department of Transportation, Cobb County Community Development Agency and the Cobb County Office of Economic Development. Its purpose was to create a blueprint for addressing transportation, land use, economic development and community design issues in a comprehensive, collaborative manner. The study was accepted for planning purposes by the Cobb County Board of Commissioners on July 24, 2007.

The vision that motivated this study effort was to revive the spirit and strength of the neighborhoods and commercial areas linked by Austell Road. The resulting plan from this study effort was designed to support the Cobb County Comprehensive Plan by seeking to:

- Engage all stakeholders in the planning process and encourage partnerships between the public and private sectors in both planning and implementation
- Link land use and transportation to improve mobility and economic efficiency within the study corridor
- Identify multi-modal transportation enhancements to balance the transportation system
- Arrest economic decline and encourage redevelopment of vacant and underutilized commercial centers
- Encourage appropriate infill opportunities
- Increase the diversity of housing and support housing choices for current and future residents
- Improve land use balance and transportation system efficiency within the corridor by creating vibrant, mixed-use development
- Establish a sense of place that will instill community pride and a feeling of ownership.

To meet these goals and objectives, the Austell Road LCI Study provided:

- A 25-year redevelopment plan for the corridor that balances transportation and land use improvements to enhance the quality of life for the residential and commercial citizens of the corridor, as well as visitors who shop, recreate or otherwise conduct business within the corridor
- An initial 5-year strategy of local actions, including a prioritized list of recommended transportation improvement projects, preliminary budgets and community development programs that support goals and objectives established by the study
- Recommendations on revisions to Cobb County's Comprehensive Plan, land use regulations and design standards for the study area

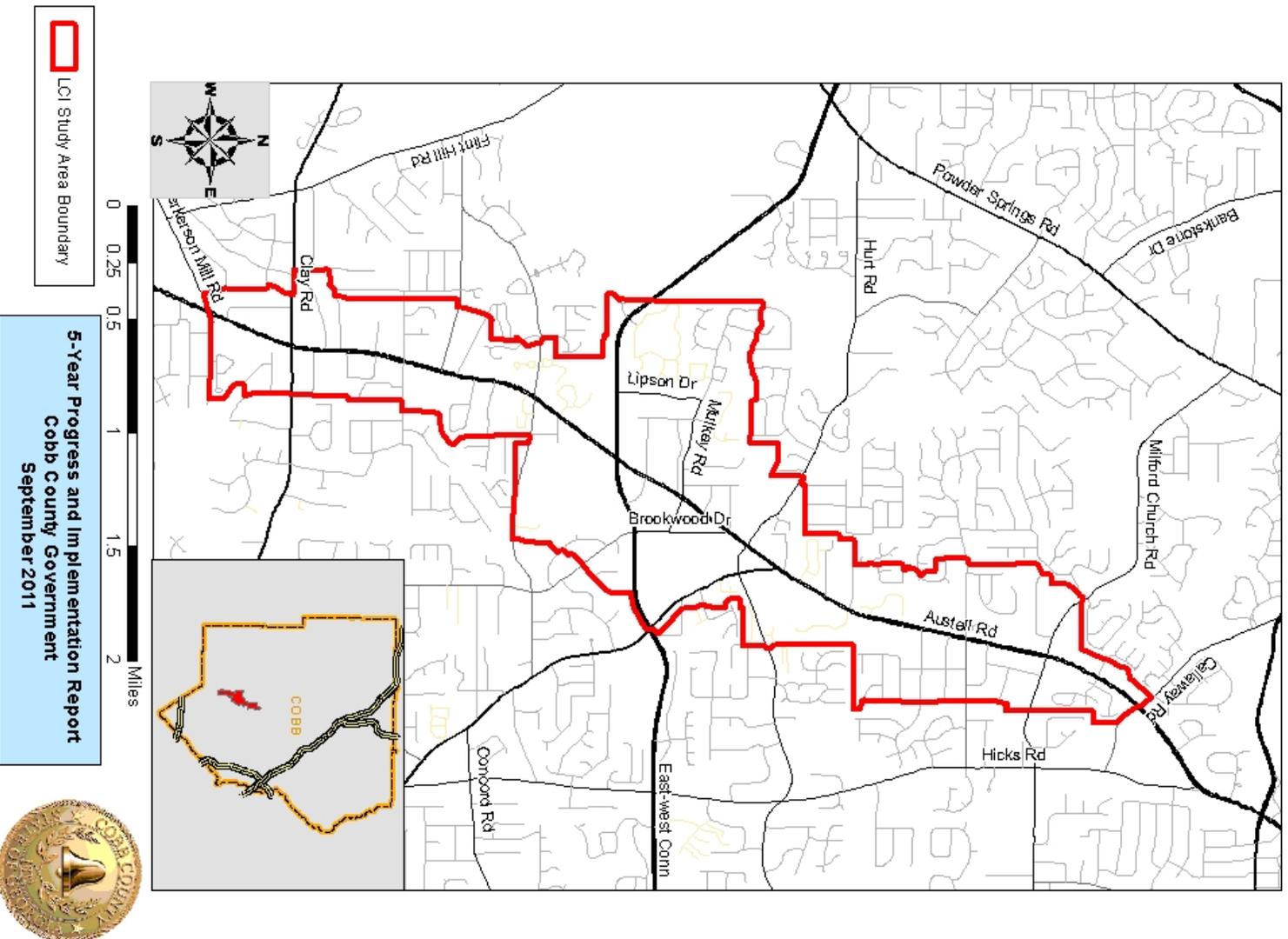
STUDY AREA DESCRIPTION

The Austell Road Corridor LCI Study covered a four-mile segment of Austell Road, beginning at Leila Street/Perkerson Mill Road to the south, and terminating at Callaway Road to the north. The study area was approximately ½ mile wide. Austell Road (known as State Route 5 on the Georgia Highway System) carries a significant amount of traffic between Marietta and the Douglasville-Lithia Springs area in Douglas County. Due to the roadway's commuter-oriented nature, the study corridor is primarily commercial in character, with a few pockets of residential and transitional uses in between. The largest activity node within the study area is Austell Road's intersection with the East-West Connector, which is home to several nationwide retailers and restaurants, as well as a WellStar Cobb Regional Hospital and other complimentary uses associated with the medical field.

Despite the aforementioned assets, the corridor had numerous challenges that needed to be addressed, many of which served in part as the impetus for Cobb County's pursuit of LCI funding for the Austell Road area. These challenges included:

- Severe traffic congestion: Due to commuting patterns, Austell Road's intersection with the East-West Connector, the presence of several large retail centers, and the location of WellStar Cobb Regional Hospital, the corridor experiences high levels of traffic congestion and delay during morning and evening peak travel periods.
- Traffic safety: The corridor is a challenging one for both automobiles and pedestrians. At one time, the Austell Road at East-West Connector intersection had one of the highest accident rates in the State of Georgia.
- Economic Decline: As the corridor's importance as a transportation route has increased over the years, the vibrancy of many of the older strip retail centers along it has decreased. Many retail stores have closed or relocated, while others look dilapidated and not as well-kept as properties in other areas of the County.
- Lack of Community Identity: The study area once had an identity linked to the history of the old Milford community in Cobb. However, much of that historic image has been lost to commercial sprawl and the things that come along with it, including bold, large signage, featureless parking lots, vacant storefronts, neglected maintenance of rights-of-way, a barren concrete median, overhead power lines, and chain-link-fenced detention ponds in front yards.

Austell Road Corridor LCI Study Area



ACCOMPLISHMENTS

Since 2007, Cobb County has explored various avenues to implementing the action items identified in the Austell Road Corridor LCI Plan. The following summarizes implementation successes by project type:

TRANSPORTATION

Since 2007, the Austell Road corridor has experienced a variety of safety and operational roadway improvements. These projects added turning lanes and improved signalization at these intersections, as well as improved pedestrian safety by upgrading crosswalks and pedestrian signals. These improvements occurred at the following intersections along Austell Road within the study area:

- Clay Road
- Anderson Mill Road*
- Hospital South Drive*
- Mulkey Road*
- Hurt Road
- Floyd Road
- Amy Lane*
- Pair Road*
- Milford Church Road
- Callaway Road/East Callaway Road

*Pedestrian Improvements Only (Crosswalk Markings, Curb Ramps, Pedestrian Signals)

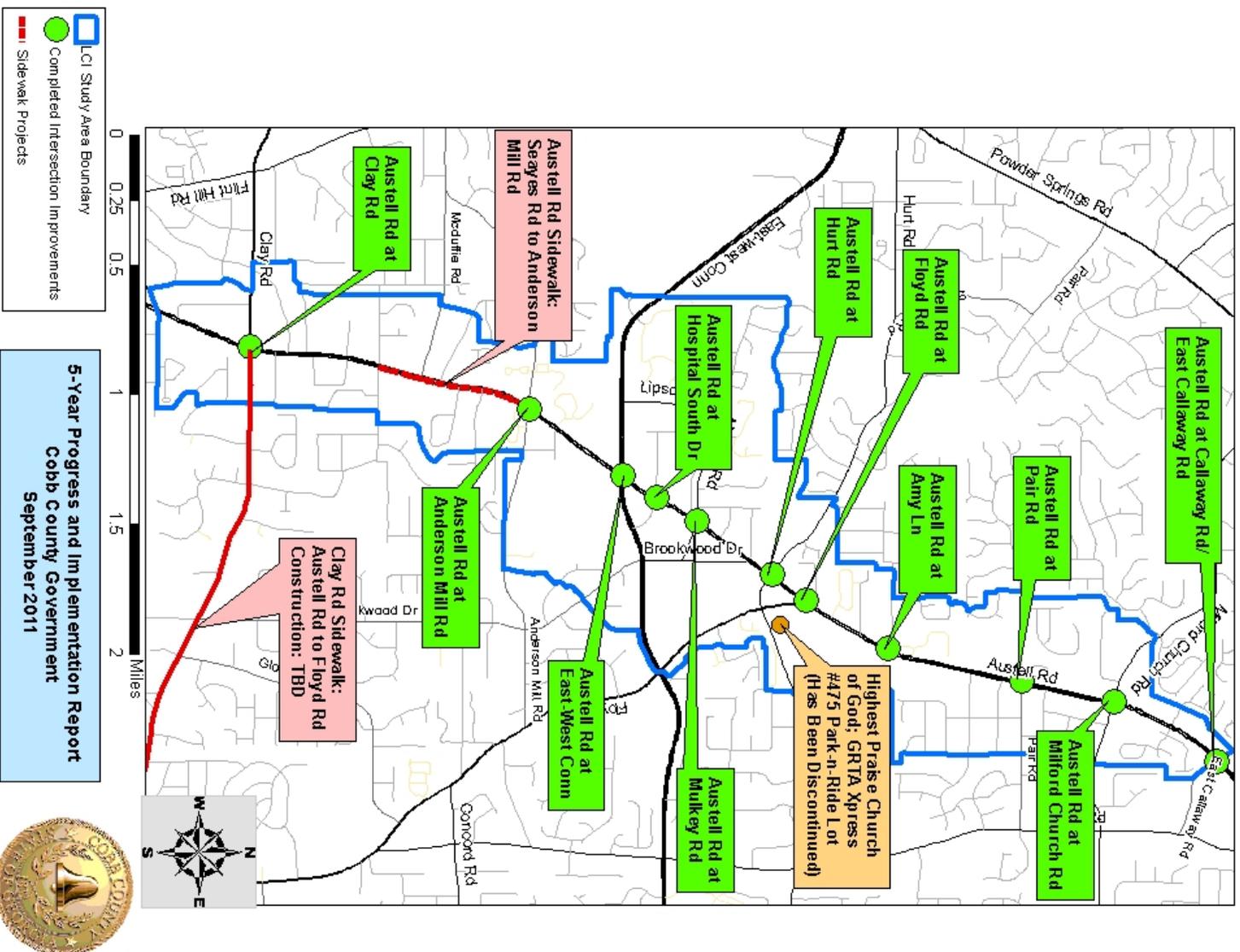
Additionally, safety and operational improvements at the Austell Road – East-West Connector intersection have occurred since the conclusion of the LCI study, as well as installation of new sidewalk along the east side of Austell Road from Seayes Road to Anderson Mill Road. Cobb County has also been awarded Transportation Enhancement (TE) funding for sidewalk construction along Clay Road between Austell Road and Floyd Road. This project is especially significant because it provides pedestrian connectivity between the Austell Road Corridor LCI area and the Historic Mableton (Grandfathered) LCI area. The Georgia Department of Transportation manages the TE program, and has indefinitely delayed the Clay Road project until further notice. However, once the project is completed, it, along with the previously mentioned Austell Road sidewalk project, helps address some of the primary mobility concerns that were held by many at the outset of the study.

Transit

In January 2010, Cobb Community Transit (CCT) commenced operation of local bus Route 35, which began its route in front of Wellstar Cobb Hospital and traveled southbound through the study corridor prior to heading eastbound on Veterans Memorial Highway. Unfortunately, due to recent budget reductions and low ridership (compared to other routes in the CCT system), the route has been discontinued. However, the County currently has a transit study underway, which may result in a

recommendation for the route to be reinstated when the County's budget situation improves.

Austell Road Corridor LCI Study Area



5-Year Progress and Implementation Report
Cobb County Government
September 2011



Additionally, Cobb County and the Georgia Regional Transportation Authority (GRTA) had been in partnership with the Highest Praise Church of God to operate a park-n-ride lot. The lot, which had been served by Xpress Route #475, provided area residents who work in Downtown Atlanta with a commuting alternative to a personal motor vehicle. The church is no longer used as a park-n-ride location and commuters have now been directed to the Mableton Park-n-Ride Lot to access Xpress Route #475.

Additional Accomplishments

In addition to the items mentioned in the original 5-year action plan, an Access Management Study was conducted within the LCI study area in 2008-2009. This effort, funded by ARC as an LCI Supplemental Study, was initiated as a result of recommendations from the original LCI Study that focused on reducing congestion by separating local traffic from regional through traffic. This effort resulted in the development of some noteworthy project recommendations, some of which can be found later in the updated 5-year action plan for the Austell Road LCI Corridor.

HOUSING INITIATIVES

Due to the condition of the real estate market and the overall economy, there has not been any significant progress made in implementing the prescribed housing initiatives identified in the original Austell Road LCI 5-Year Action Plan. Code enforcement is an area that Cobb County has invested in heavily in the years leading up to and following the LCI Study. The Quality of Life Unit was formed in 2006, consisting of sworn Cobb County Police officers and code enforcement officers from the Cobb County Community Development Agency. The presence of this new unit has had a considerable impact on many communities throughout southern Cobb County, including the Austell Road Corridor. Issues such as graffiti, vehicles parked in front yards on non-paved surfaces and uncontrolled trash have been mitigated due largely in part to the presence of the Quality of Life Unit.

OTHER INITIATIVES

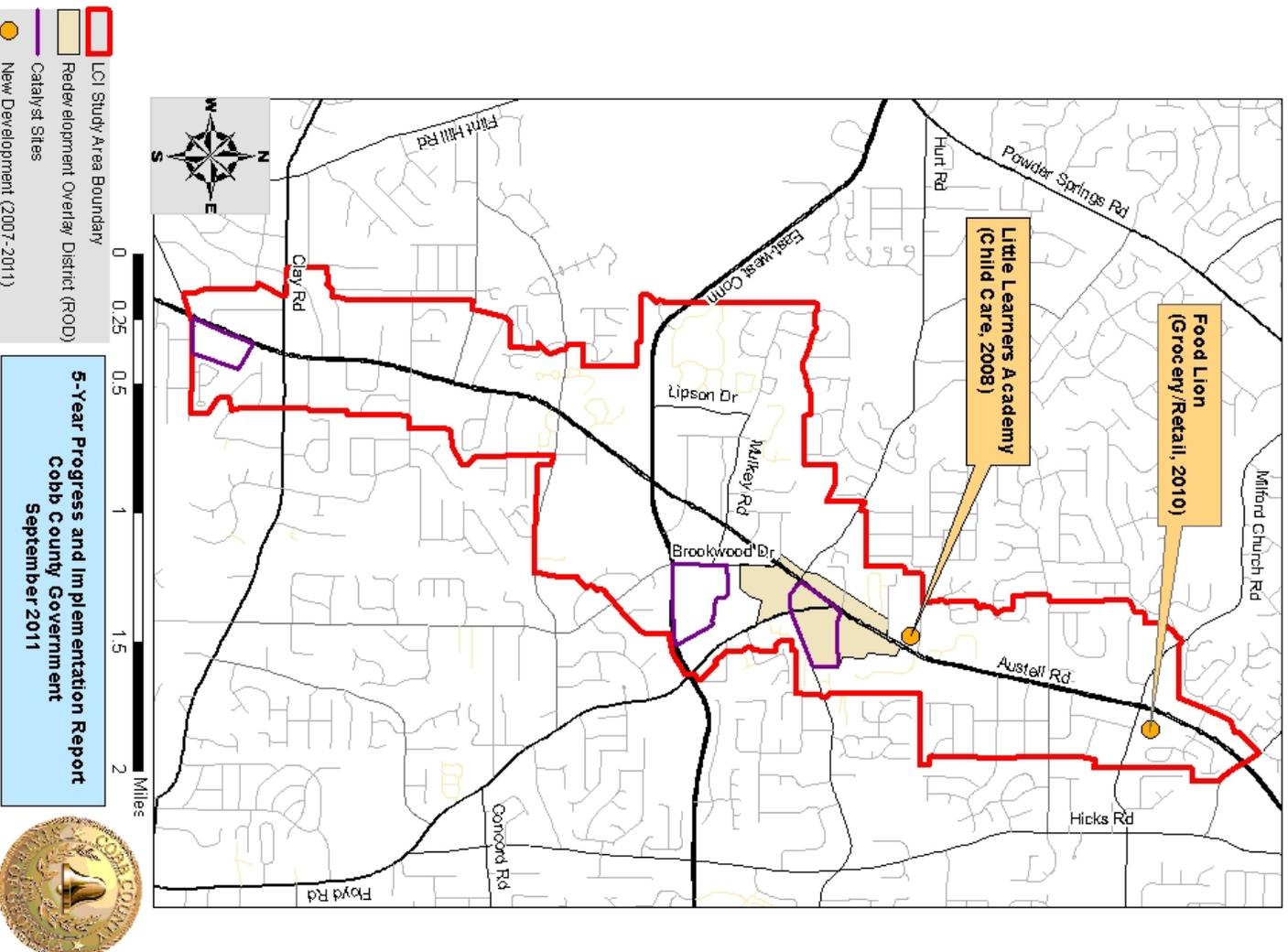
As previously noted, the condition of the real estate market and overall economy has made it difficult to implement many of the key initiatives outlined in the original 5-year action plan. However, some of the key administrative action items were addressed and completed. For instance, the land use plan for the study area (as by the Cobb County Board of Commissioners) was adopted into the Cobb County Comprehensive Plan in January 2008. To the contrary, the recommended amending of the pre-existing redevelopment overlay district (ROD) along Austell Road has not been fulfilled. This will be removed from the action list due to lack of political support.

INCOMPLETE ACTION ITEMS

While Cobb County has had some success in getting transportation projects started or completed, the land use component of the plan has not seen much progress. The LCI Study area has only had two projects developed within its boundaries since the study's completion in 2007; one was a child care center at the intersection of Austell Road and Amy Lane (2008), and the other was a Food Lion grocery store at the intersection of Austell Road and Milford Church Road (2010). Despite efforts to market the area to developers, there has not been interest to create denser or mixed-use projects like those envisioned and prescribed by the Austell Road Corridor LCI Plan. The current stagnant state of the

market can be blamed in part for the current lack of activity, as well as the lack of development over the last five years.

Austell Road Corridor LCI Study Area



Austell Road Corridor LCI
Report of Accomplishments
2007-2011
TRANSPORTATION

Project	Description	PE Year	CST Year	STATUS				Notes
				Complete	Underway	Not Started	N/A	
Roadway Improvements/Extensions								
Mulkey Road Extension (West)	Extend Mulkey road west to East-west Connector	2008	2010			X		Projects of need in other areas of the county received higher priority
Mulkey Road Extension (East)	Extend Mulkey Road east to Floyd Road	2008	2010			X		Completion of this project dependent upon redevelopment of Heritage Hills Shopping Center
Mulkey Road Improvements	Add third middle lane to existing Mulkey Road from just west of Cherokee Trails Drive east to Austell Road	2008	2010			X		This project will not be necessary until Mulkey Road (East and West) extensions are constructed
Lincoln Crest Drive Extension	New Roadway	2008	2010			X		
Hemlock Drive Extension	New Roadway	2013	2015				X	Cobb County tends to avoid projects of this magnitude on residential (Local) streets unless it meets a regional connectivity need

Austell Road Corridor LCI
Report of Accomplishments
2007-2011
TRANSPORTATION

Project	Description	PE Year	CST Year	STATUS				Notes
				Complete	Underway	Not Started	N/A	
Parallel access road on north side of Clay Road to serve high school school bus queue	New Roadway	2013	2015				X	South Cobb High School Recently re-built a significant portion of their campus; The new construction has addressed the issue for which this project was intended to address
Sanders Elementary Road Creation	New Roadway parallel to school and heading north from Anderson Mill Road	2013	2015			X		
New WellStar Cobb Hospital Entrance	New Roadway and intersection	2013	2015				X	The Hospital would be responsible for developing plans for a new entry way; They would coordinate with County staff as needed
Hurt Road re-alignment	New Roadway to realign Hurt Rd. with Brookwood Road (north of East-west Connector)	2013	2015				X	The redevelopment actions needed to make this project relevant are not imminent
Floyd Road re-alignment	New Roadway realign Floyd Rd. with Hurt Rd. (north of East-west Connector)	2013	2015				X	The redevelopment actions needed to make this project relevant are not

Austell Road Corridor LCI
Report of Accomplishments
2007-2011

TRANSPORTATION

Project	Description	PE Year	CST Year	STATUS				Notes
				Complete	Underway	Not Started	N/A	
Brookwood Drive Extension	New Roadway extend Brookwood south to Veterans Memorial Drive	2015	2017			X		
Hicks Road Improvements	Additional Capacity	2015	2017			X		
Intersection Improvements/Signalization								
Clay Road and Extended Hemlock Drive west of Austell Road	Intersection, turn lanes and signalization	2008	2015				X	No longer needed since Hemlock Drive will likely not be extended; Project could be revisited pending the status of Hemlock Drive project
Clay Road and Seayes Road	Intersection, turn lanes and signalization	2008	2010				X	Intersection does not have the volume needed to warrant signal installation; Cobb DOT staff will re-evaluate this status as needed
Austell Road and Evergreen Drive	Intersection, turn lanes and signalization	2008	2010				X	Intersection does not have the volume needed to warrant signal installation; Would require a median cut to allow for access to and from all directions
Austell Road and Seayes Road	Intersection, turn lanes and signalization	2008	2010			X		

Austell Road Corridor LCI
Report of Accomplishments
2007-2011

TRANSPORTATION

Project	Description	PE Year	CST Year	STATUS				Notes
				Complete	Underway	Not Started	N/A	
Austell Road and McDuffie Road	Intersection, turn lanes and signalization	2008	2010				X	Intersection does not have the volume needed to warrant signal installation; Cobb DOT staff will re-evaluate this status as needed
Austell Road and Elmwood Road	Intersection, turn lanes and signalization	2008	2010				X	Intersection does not have the volume needed to warrant signal installation; Cobb DOT staff will re-evaluate this status as needed
Austell Road and Anderson Mill Road	Intersection, turn lanes and signalization	2008	2010	X				
Anderson Mill Road and the new Sanders Elementary Road	Intersection, turn lanes and signalization	2008	2010			X		Need for this project dependent upon completion of Sanders Elementary School Road creation project
Austell Road and Lincoln Crest Drive	Intersection, turn lanes and signalization	2008	2010			X		Need for this project dependent upon completion of Lincoln Crest Extension project
East-West Connector and Austell Road	Intersection, turn lanes and signalization	2008	2010	X				

Austell Road Corridor LCI
Report of Accomplishments
2007-2011

TRANSPORTATION

Project	Description	PE Year	CST Year	STATUS				Notes
				Complete	Underway	Not Started	N/A	
East-West Connector and Floyd Road	Intersection, turn lanes and signalization	2008	2010			X		Listed as a Tier 2 Project in Cobb 2011 SPLOST; Will be initiated pending availability of funds
Austell Rd. and new WellStar Cobb Hospital Entrance north of S.Hospital Way and south of Mulkey Rd.	Intersection, turn lanes and signalization	2013	2015			X		Need for this project dependent upon completion of New Wellstar Cobb Hospital Entrance project
East-West Connector and Mulkey Road Extension	Intersection, turn lanes and signalization	2013	2015			X		Need for this project dependent upon completion of Mulkey Road Extension (West) project
Austell Road and Crest Ridge Drive	Intersection, turn lanes and signalization	2013	2015				X	Intersection does not have the volume needed to warrant signal installation; Cobb DOT staff will re-evaluate this status as needed
Clay Road and Seayes Road Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014				X	Intersection is not signalized for vehicular traffic; Signal warrant studies have been conducted and the results do not indicate a need for signalization at this time

Austell Road Corridor LCI
Report of Accomplishments
2007-2011

TRANSPORTATION

Project	Description	Year		STATUS				Notes
		PE Year	CST Year	Complete	Underway	Not Started	N/A	
Austell Road and Evergreen Drive Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014				X	Intersection is not signalized for vehicular traffic and would require a median cut; Other engineering factors make this project unbuildable
Austell Road and Anderson Mill Road Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014	X				
Austell Road and Mulkey Road Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014	X				
Austell Road and Hurt Road Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014	X				
Austell Road and Amy Lane Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014	X				
Austell Road and Pair Road Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014	X				
Austell Road and Milford Church Road Pedestrian Countdown Signals	Pedestrian Signalization	2013	2014	X				
Brookwood Drive and Veterans Memorial Highway	Intersection , turn lanes and signalization	2015	2017			X		Pending the completion of Brookwood Drive Extension project
Median Improvements								
Throughout Austell Road Corridor	Congestion improvements	2008	2010			X		
Pedestrian Mobility Improvements								
Multi Use Path Connections to Silver Comet Trail	Mobility and pedestrian improvements	2008	2010			X		Pursuit of this objective will continue on an ongoing basis until it is met

Austell Road Corridor LCI
Report of Accomplishments
2007-2011

TRANSPORTATION

Project	Description			STATUS				Notes
		PE Year	CST Year	Complete	Underway	Not Started	N/A	
North along Hemlock to Trailhead Facility at Silver Comet Trail	Mobility and pedestrian improvements	2008	2010				X	
Austell and Seayes Road to Hemlock Dr. Trailhead	Mobility and pedestrian improvements	2008	2010				X	
Trailhead Facility E. of Austell Rd. south, then west connecting to Austell Rd.	Mobility and pedestrian improvements	2008	2010				X	
Trailhead Facility at Silver Comet Trail SE connecting to Donna St.	Mobility and pedestrian improvements	2008	2010				X	
Trailhead Facility at Silver Comet Trail west of Austell Road north crossing over Anderson Mill Road into neighborhood	Mobility and pedestrian improvements	2008	2010				X	
Trailhead Facility at Silver Comet Trail north forking into neighborhood	Mobility and pedestrian improvements	2008	2010				X	
Clay Road east of Seayes Road	Mobility and pedestrian improvements	2013	2015		X			TE-funded sidewalk will be built in this location beginning Winter 2012
Warren Drive from Clay Road to Austell Road	Mobility and pedestrian improvements	2013	2015				X	
Anderson Mill Road crossing Austell Road to Sanders Elementary	Mobility and pedestrian improvements	2013	2015			X		
Amy Lane west of Austell Road	Mobility and pedestrian improvements	2013	2015			X		
Pair Road west of Austell Road	Mobility and pedestrian improvements	2013	2015			X		

Austell Road Corridor LCI
Report of Accomplishments
2007-2011
TRANSPORTATION

Project	Description	PE Year	CST Year	STATUS				Notes
				Complete	Underway	Not Started	N/A	
Milford Church Road west of Austell Road	Mobility and pedestrian improvements	2013	2015	X				Sidewalk built in this location (2009); Funded in part by GDOT and Cobb County
Transit Improvements								
Cobb Community Transit to Investigate possible new CCT route down Austell Rd. to Factory Shoals, Six Flags Dr., then to Holmes Station and extension of another segment of CCT down Floyd Rd. to Oakdale Rd., Highlands Pkwy., and Cumberland Mall	Study	2009	N/A	X				CCT Route 35 commenced operation in January 2010; Was discontinued as of August 1, 2011 due to budget constraints and low ridership
Possible privately-operated local shuttle with 8-10 stops that runs between the hospital, medical offices, shopping centers, pharmacies, and senior facilities such as Presbyterian Village	Study	2010	N/A			X		This is something that can be pursued via Cobb DOT's Mobility Management Programs; However, it will likely remain a secondary priority at best due to the presence of transit and paratransit service in the area

Austell Road Corridor LCI
 Report of Accomplishments
 2007-2011
 TRANSPORTATION

Project	Description	PE Year	CST Year	STATUS				Notes
				Complete	Underway	Not Started	N/A	
Locate GRTA park-n-ride lots along the study corridor	Transit Facilities	TBD	TBD		X			Cobb County and GRTA have partnered with the Highest Praise Church of God to operate a park-n-ride lot at the church; Lot is served by Xpress Route #475; No plan for additional routes are imminent, but that is subject to change

Austell Road Corridor LCI
 Report of Accomplishments
 2007-2011
 HOUSING

Project/Action Item Description	Study/Implementation Year	STATUS				Notes
		Complete	Underway	Not Started	N/A	
Develop a Neighborhood Watch for the Austell Road corridor	Ongoing			X		
Develop a Neighborhood Stabilization Team to help maintain existing housing stock and encourage appropriate infill housing	N/A			X		Funding is not available to support this initiative at this time
Develop infill development standards - especially for housing	2008				X	Not recommended for action by BOC; Item will no longer be considered
Increase code enforcement in Austell Road LCI study area to reduce negative impacts of absentee landlords	Ongoing		X			Quality of Life unit currently in place and has been effective
Develop a revolving loan fund to provide low interest loans or grants to low income and elderly households for housing maintenance	2008			X		Will be modified for next 5-year action plan
Develop affordable housing through redevelopment plans for catalyst sites using the ROD ordinance.	Ongoing		X			ROD is being promoted, but market conditions are prohibitive

Austell Road Corridor LCI
Report of Accomplishments
2007-2011
OTHER INITIATIVES

Project/Action Item Description	Study/Implementation Year	STATUS				Notes
		Complete	Underway	Not Started	N/A	
Acquisition and Development of land for Silver Comet Trail trailhead and park	2008-2010			X		
Amend Comprehensive Plan as outlined in Chapter V of the Austell Road LCI Study	2007-2008	X*				
Amend ROD Zoning Ordinance as outlined in Chapter IV of the Austell Road LCI Study	2007-2009				X	Lack of Support
Convene Redevelopment Task Force for the Austell Road corridor	ongoing			X		
Develop a Business Association or CID for the Austell Road corridor	ongoing		X			Existing business associations include members with businesses in the Austell Road corridor
Hold periodic Redevelopment Summits to update community leaders on the implementation of the LCI Study	ongoing			X		
Workshops/Presentations for the development community to generate interested in pursuing redevelopment projects in the LCI study area	ongoing		X			Participated in multiple events to promote the study and its catalyst development sites
Apply Cobb County Urban Design Standards to the Austell Road corridor in order to develop a consistent landscaping and sidewalks along Austell Road	2007			X		This item may not be necessary until new development activity commences on Austell Road

*Recommendations were adopted as amended per the Cobb County Board of Commissioners

IMPLEMENTATION PLAN (2012-2016)

Over the next five years, several factors will be critical in bringing the overall vision of the Austell Road LCI area closer to fruition. Cobb County officials, staff, and the local business and residential community remain committed to the work required to be successful in these endeavors.

Unfortunately, the initial five-year implementation period for the Austell Road LCI Plan coincided with the decline of the real estate market. This led to a continued lack of investment in the communities that make up study area, which effectively hindered implementation of the LCI plan. Just as recent years have experienced volatile market conditions, the next five years also bring about a high level of uncertainty when it comes to market conditions and whether or not they will be suitable to support the type of redevelopment and revitalization called for within the LCI plan.

The following paragraphs summarize the activities/actions that are included in the 2012-2016 Implementation Plan for the Austell Road LCI Plan.

TRANSPORTATION

In 2008-2009 Cobb DOT completed the Austell Road Access Management Plan (AMP), a project that was a recommendation from the Austell Road LCI Study and was paid for via LCI Supplemental Study Program funds. The AMP resulted in a list of projects that includes numerous infrastructure improvements that increase safety in terms of separating local traffic from through traffic, as well as pedestrian safety. The AMP also picked up on the Austell Road LCI plan objective of altering vehicular traffic patterns to reduce the amount of congestion at the Austell Road/East-West Connector intersection. Over the next 5-year period, projects that meet this objective will remain as high priorities as Cobb County continues to advance its efforts to redevelop blighted sections of the Austell Road LCI study area.

Priority Projects

- Connectivity to the Silver Comet Trail (via multi-use connector trails)
- Mulkey Road Extensions (East to Floyd Road and West to East-West Connector)
- Mulkey Road Widening: 2 lanes to 3 lanes, Cherokee Trails Drive to Austell Road
- Lincoln Crest Drive (Kohl's Backage Road*): New 1,400 LF roadway that intercepts northbound Austell Road traffic and provides access to East-West Connector west of Austell Rd/East West Connector intersection
- Target/Lowe's Shopping Center (East-West Commons) Backage Road*: New 3,800 LF roadway that intercepts northbound Austell Road traffic and provides access to East-West Connector east of Austell Rd/East West Connector intersection

**Recommended project from Austell Road Access Management Plan (AMP)*

The study area's proximity to the Silver Comet Trail is a feature that Cobb County will continue to attempt to leverage. The Austell Road LCI Study recommended several projects that would provide access and visibility for the Silver Comet Trail. Many of these project recommendations consisted of building multi-use trails on streets that are classified as Local in the County's Major Thoroughfare Plan. This is contrary to Cobb DOT's standard practice of building bicycle/pedestrian facilities only on Arterial and Collector roadways (though there are instances where there have been exceptions). With this in mind, it is in the best interest to remove these project descriptions from the updated 5-year action item list. However, providing direct access to the Silver Comet Trail from within the LCI study area remains as an important component in the overall effort to encourage growth and investment. With this in mind, the generic project description "Multi-Use Path Connections to Silver Comet Trail" will remain in the updated 5-year action item list. Using this generic description will allow for Cobb County staff to develop a technically feasible, economical means of providing connectivity to the Silver Comet Trail.

HOUSING INITIATIVES

As previously stated, the volatility of the real estate market will make the effective implementation of housing development initiatives within the LCI study area difficult. Cobb County will continue to promote the established Austell Road Redevelopment Overlay District (ROD) as a means to attract development interests to the area. Additionally, the County will look at the effectiveness of revitalization initiatives in other areas of the County that are currently underway and, if deemed appropriate, will examine the potential of utilizing similar tools in the revitalization efforts regarding the Austell Road LCI area.

Priority Action Items

- Continue to use the Austell Road Redevelopment Overlay District as a tool to attract development interests
- Continue the aggressive stance on code enforcement to help minimize crime and other negative factors that go hand-in-hand with dilapidated and/or unkempt properties

OTHER INITIATIVES

The State Legislature has recently re-activated the South Cobb Redevelopment Authority (SCRA, formerly the South Cobb Development Authority) for the purpose of improving and promoting trade, commerce and economic vitality in southern Cobb County. The seven-member board for the Authority has been appointed and will begin work in the fourth quarter of calendar year 2011. The Authority's jurisdiction covers the southern portion of the Austell Road LCI area, specifically, the southern terminus at the Austell Road - Lelia Street/Perkerson Mill Road intersection northward to the Austell Road – East West Connector intersection, extending to the eastern boundary of the LCI area. This presents an opportunity to leverage the resources of the SCRA to influence action relative to the goals and objectives of the Austell Road LCI Plan. While the specifics of this relationship are yet to be determined, it is something that Cobb County will look into in partnership with the SCRA.

Cobb County is also partnering with ARC on the *Lifelong Communities* program, which, in the case of Cobb County, is focused on a site within the Mableton LCI area boundary. As a part of the partnership between ARC and Cobb County, a *Lifelong Mableton* office has been established at the South Cobb Government Service Center, which happens to be located within the boundaries of the Austell Road LCI area. Although the work done out of this satellite office is more geared towards the Mableton area, its physical location along Austell Road and relatively close proximity to Mableton provide an opportunity for collaborative efforts that could have a residual impact on the Austell Road LCI area. This is something that the County pursue going forward as the search continues for innovative ways to implement the Austell Road LCI Plan.

Additionally, the County remains desirous of acquiring land to develop into a park and provide direct access to the Silver Comet Trail. County officials and staff will continue to pursue this object moving forward. Staff will also look to work more closely with owners of the identified catalyst sites within the LCI area to develop realistic work plans relative to the ultimate goal of redeveloping the respective sites into viable, functional uses that will serve nearby communities as well as communities further from the core of the LCI area.

Priority Action Items

- Look to leverage the resources of the South Cobb Redevelopment Authority to spur implementation efforts within the Austell Road LCI area
- Work more closely with catalyst site land owners to develop realistic work plans towards site redevelopment
- Provide direct access to the Silver Comet trail while simultaneously improving visibility and recognition of the trail within the LCI area
- Look to leverage potential opportunities through the Lifelong Communities (Mableton) program that may impact the Austell Road LCI area.

**Austell Road Corridor LCI
Implementation Plan
2012-2016
TRANSPORTATION**

Project	PE Year	PE Costs	ROW Year	ROW Costs	CST Year	CST Costs	Total Costs	Responsible Party	Funding Source
Roadway Improvements/Extensions									
Mulkey Road Extension (West)	2013	\$ 394,000	2014	\$ 1,223,000	2016	\$ 4,429,000	\$ 6,046,000	Cobb County	Local Funds
Mulkey Road Extension (East)	2017	\$ 100,000	2018	\$ 350,000	2019	\$ 900,000	\$ 1,350,000	Cobb County	Local Funds
Mulkey Road Improvements	2013	\$ 182,000	2014	\$ 1,430,000	2016	\$ 1,820,000	\$ 3,432,000	Cobb County	Local Funds
Lincoln Crest Drive Extension	2014	\$ 140,000	2015	\$ 1,456,000	2017	\$ 2,000,000	\$ 3,596,000	Cobb County	Local Funds
East-West Commons Backage Road	2015	\$ 140,000	2016	\$ 1,700,000	2018	\$ 2,500,000	\$ 4,340,000	Cobb County	Local Funds
Sanders Elementary Road Creation	2016	\$ 80,000	2017	\$ 1,500,000	2019	\$ 760,000	\$ 2,340,000	Cobb County	Local/Grant Funds
Brookwood Drive Extension	2017	\$ 750,000	2020	\$ 1,500,000	2023	\$ 2,000,000	\$ 4,250,000	Cobb County	Local Funds
Hicks Road Improvements	2016	\$ 800,000	2019	\$ 4,000,000	2022	\$ 9,000,000	\$ 13,800,000	Cobb County	Local/Grant Funds
Intersection Improvements/Signalization									
East-West Connector and Floyd Road	2014	\$ 75,000	2015	\$ 100,000	2016	\$ 558,000	\$ 733,000	Cobb County	Local Funds
Anderson Mill Road and the new Sanders Elementary Road*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Austell Road and Lincoln Crest Drive*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Anderson Mill Road and the new Sanders Elementary Road*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
East-West Connector and Mulkey Road Extension*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Brookwood Drive and Veterans Memorial Highway*	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
*These projects are associated with construction of new roadways. Their costs have been factored into the total cost of their associated roadway projects .									
Median Improvements									
Throughout Austell Road Corridor	Will Vary	Will Vary	Will Vary	Will Vary	Will Vary	Will Vary	TBD	Cobb County	Local/Grant Funds
Pedestrian Mobility Improvements									
Multi Use Path Connections to Silver Comet Trail	Will Vary	Will Vary	Will Vary	Will Vary	Will Vary	Will Vary	TBD	Cobb County	Local/Grant Funds
Anderson Mill Road crossing Austell Road to Sanders Elementary	2015	\$ 60,000	2016	\$ 75,000	2017	\$ 225,000	\$ 360,000	Cobb County	Local/Grant Funds
Amy Lane west of Austell Road	2015	\$ 18,000	2016	\$ -	2017	\$ 200,000	\$ 218,000	Cobb County	Local/Grant Funds
Pair Road west of Austell Road	2015	\$ 25,000	2016	\$ -	2017	\$ 260,000	\$ 285,000	Cobb County	Local/Grant Funds

Note: All cost projections have been inflated based upon phase year.

**Austell Road Corridor LCI
Implementation Plan
2012-2016
TRANSPORTATION**

Project	PE Year	PE Costs	ROW Year	ROW Costs	CST Year	CST Costs	Total Costs	Responsible Party	Funding Source
Transit Improvements									
Possible privately-operated local shuttle with 8-10 stops that runs between the hospital, medical offices, shopping centers, pharmacies, and senior facilities such as Presbyterian Village	N/A	N/A	N/A	N/A	N/A	N/A	TBD	Cobb County; Private Entities (Public/Private Partnership)	Local/Grant/Private Funds
Total Transportation Project Costs		Engineering		ROW		Construction		TOTAL	
		\$ 2,764,000		\$ 13,334,000		\$ 24,652,000		\$ 40,750,000	

Note: All cost projections have been inflated based upon phase year.

**Austell Road Corridor LCI
Implementation Plan
2012-2016
HOUSING**

Description/Action	Cost	Year	Responsible Party	Funding Source
Cultivate Neighborhood Stabilization Efforts to assist with the upkeep of existing housing stock	Staff Time	Ongoing	Cobb County	N/A
Develop a revolving loan fund to provide low interest loans or grants to low income and elderly households for housing maintenance	TBD	2013	Cobb County	Grant Funding
Develop affordable housing through redevelopment plans for catalyst sites using the ROD ordinance.	N/A	Ongoing	Cobb County; Development Community	Grant Funding; Private Funds

**Austell Road Corridor LCI
Implementation Plan
2012-2016
OTHER INITIATIVES**

Description/Action	Cost	Year	Responsible Party	Funding Source
Leverage resources of South Cobb Redevelopment Authority to assist in meeting goals and objectives of LCI Plan	N/A	Ongoing	Cobb County	Grant Funding
Work more closely with catalyst site land owners to develop realistic work plans towards site redevelopment	N/A	Ongoing	Cobb County; Development Community	N/A
Acquisition and Development of land for Silver Comet Trail trailhead and park	\$ 3,000,000	2015-2016	Cobb County	Bonds; Grant Funding
Convene Redevelopment Task Force for the Austell Road corridor	Staff Time	Ongoing	Cobb County	N/A
Hold periodic Redevelopment Summits to update community leaders on the implementation of the LCI Study	Staff Time	Ongoing	Cobb County	N/A
Workshops/Presentations for the development community to generate interested in pursuing redevelopment projects in the LCI study area	Staff Time	Ongoing	Cobb County	N/A
Apply Cobb County Urban Design Standards to the Austell Road corridor in order to develop a consistent landscaping and sidewalks along Austell Road	N/A	Ongoing	Cobb County	N/A