



Cobb County Comprehensive Transportation Plan Update 2040

# COMMUNITY HIGHLIGHTS





Acworth

Austell

Kennesaw

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Acworth

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## CITY OF ACWORTH

Located in northwest Cobb County, Acworth is an ideal small city 35 miles north of the city of Atlanta. The city is convenient to I-75 and Cobb Parkway (US 41), the major north south roadway arterial serving the entire county. Lake Acworth and Lake Allatoona surround the city, providing ample opportunities for recreational activity and amenities.

In 2010, the population was just over 20,000 residents. It was the fastest growing city in the county between 2000 and 2010 in percentage terms at 52.2 percent or over 7,000 residents and is expected to continue to grow over the next 25 years. The city also added more households than the county and other cities between 2000 and 2010. Acworth also saw the second largest percentage change in household size in the county behind Austell between 2000 and 2010. An increase in the number of households and

household size results in more trips, putting more demand on the transportation network.

Although the city is less diverse in population than the county as a whole, it has seen an increase in African-American, Asian, and other races since 2000. The Hispanic population is expected to grow at a fast rate and add significantly to the population. It is projected this segment of the population will comprise over 7.6 percent of the population in the year 2025. As other racial and ethnic groups are projected to compose a larger share of the population in the future, this may create new market demands in Acworth.

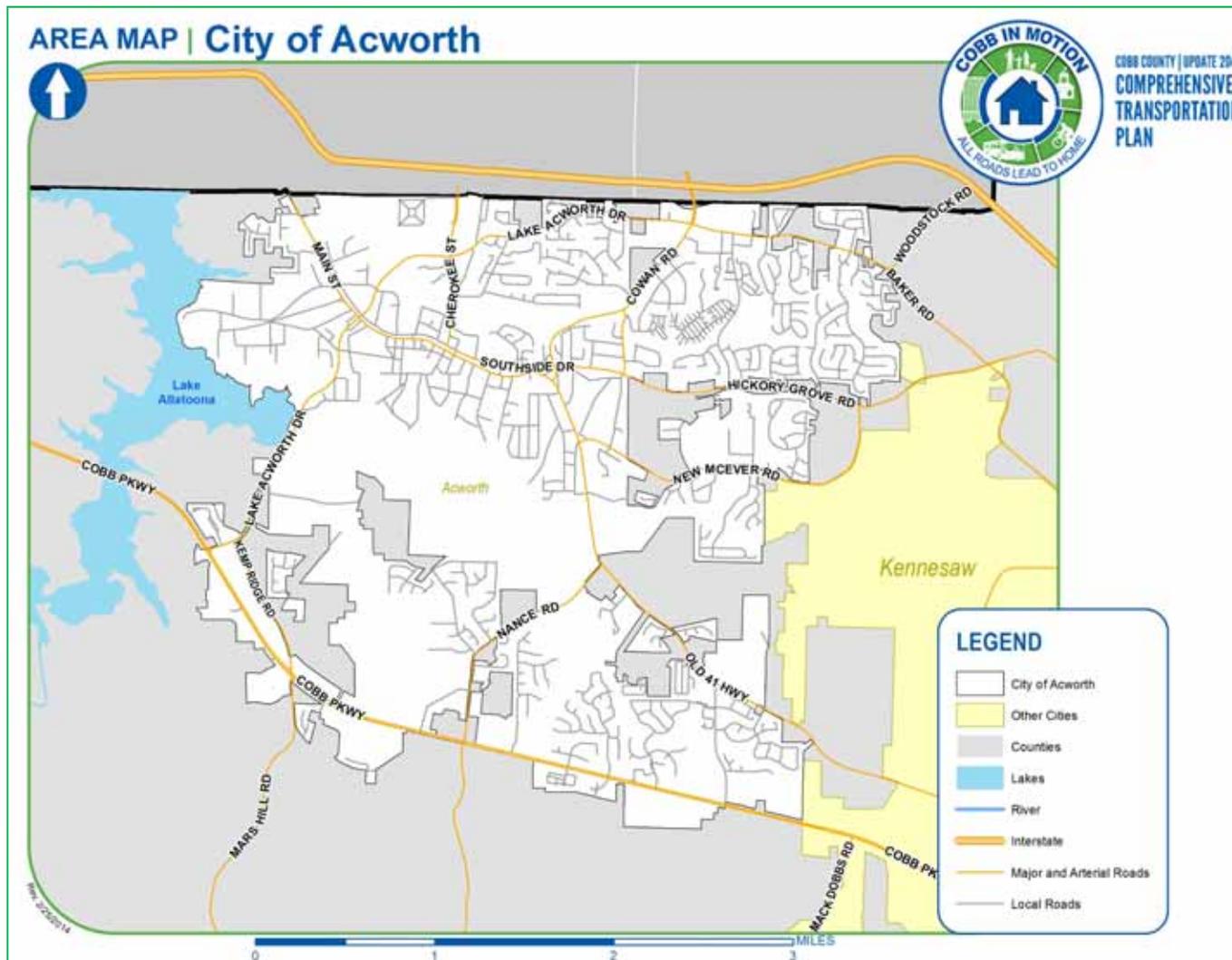
Countywide homes sales have slowed, however Acworth continues to grow in home sales. And whereas, the county is dominated by established single-family neighborhoods, Acworth has seen growth in multi-family housing, as

### Acworth is part of the **Northwest Planning Subarea Market\***:

- The northwest subarea planning market includes Acworth and Kennesaw.
- This subarea includes some of the newest residential areas in the county, mostly comprised of single family development.
- This subarea had the largest population growth rates between 2000 and 2010.
- This subarea includes major retail power centers along Barrett Parkway, Cobb Parkway (US 41).

- The large office market includes a variety of regional and national companies.
- This is a significant industrial market in this subarea based on access to I-75 and proximity to quality affordable housing.
- The future market for this subarea is single-family residential and office development due to available land, amenity base, and access to transportation.
- There is a possible demand base for additional residential and commercial development due to KSU's large student population.

\*Information provided from Cobb County CTP Market Assessment. Market and Main. 2013





## Acworth

well as single family homes.

Considering the distribution of age groups in the county, Acworth attracts young families and retirees. The city is well situated to continue to do that. With population growth and diversification expected to continue, the transportation system will need to adapt to better serve the needs of the changing population.

Major arterials corridors through the city experience peak period congestion, including Lake Acworth Drive, Mars Hill Road, Old US 41, Cobb Parkway (US 41) and SR 92/Lake Acworth Road. Cobb Parkway (US 41) acts as the transportation spine of the entire county, running through four of the cities, including Acworth. Cobb Parkway is an alternative to I-75 and is characterized by extensive commercial development. Due to its location, this corridor impacts many of the city's businesses and residents.

Acworth is one of the top jurisdictions in the county with the highest single occupancy vehicle (SOV) mode share. Commuters in Acworth would benefit from roadway improvements in and out of the city, as well as investment in a multi-modal transportation system that serves all users.

Connect Cobb is a transportation project that will expand mobility in the Northwest Transit Corridor, a 25-mile stretch along I-75 and Cobb Parkway (US 41), connecting northern Cobb County and midtown Atlanta with high capacity transit service. The Connect Cobb corridor is one of the most con-

## Austell

## Kennesaw

### What are the people in Acworth saying?

- Quality of life is very important to the city of Acworth.
- The city's number one priority is bridge replacement along SR 92 between Cherokee Street and US 41.
- Fixing SR 92 would alleviate much of the traffic congestion without diverting it through the city.
- Transit service is needed in Acworth.

gested corridors in the Atlanta metropolitan region. Population and employment is expected to grow through the year 2040 and is expected to be focused along the corridor. Connecting Acworth to new nearby high capacity transit service is important to a high quality of life, something the city values very much.

The city has good street connectivity in certain areas, primarily in central downtown. However, areas to the south of Lake Acworth have limited connections as well as the newer residential areas in the northeast and southeast because of virtually no thru-routes. According to the Comprehensive Plan, roughly half of the streets in Acworth do not offer connectivity; and therefore, is a contributing factor to congestion along Lake Acworth Road (SR 92), Old US 41, and Cobb Parkway (US 41) as traffic is directed onto these main routes. Additional connectivity is needed to encourage alternative modes of transportation, allowing for shorter and fewer trips and relieving

Marietta

Powder Springs

Smyrna

Cumberland CID

Town Center CID

congestion from the main thoroughfares serving the city.

There are currently virtually no dedicated bicycle facilities either off-street or on-street lanes. The exception is two segments of trail just north of downtown and the first link to the Lake Acworth Trail. There is expressed interest by city officials to further develop a trail system. To help prioritize new trail connections, a primary and secondary network should be identified that utilizes existing facilities where possible, fills in the gaps and provides connections to the city's LCI area. Scenic points of interest such as Lake Acworth can be used to create destination trails.

#### Transportation Needs– Acworth

- Comprehensive trail system connecting points of interest in and around the city.
- Improve multi-modal connection in and through the city.
- Increase street connectivity to allow for fewer and shorter trips and relieve congestion from the main thoroughfares.



Photo: Downtown Acworth



## CITY OF AUSTELL

Austell is small city located in the southern part of the county just 18 miles from downtown Atlanta. The city limits extend both into Cobb and Douglas counties. Residents enjoy a small town atmosphere, low taxes, and convenient access to destinations within the county and across the metropolitan region.

Located just a few miles from I-20 and I-285, the city is served by C.H. James Parkway (SR 6) and Veterans Memorial Highway. Austell Road serves as a major north south thoroughfare, and Austell-Powder Springs Road serves as a direct connection between Austell and Powder Springs.

Population continues to grow in Austell and today there are over 6500 residents who call Austell home. Whereas population growth is slowing across the county, Austell continues to experience some of the largest population growth in the county. While Cobb County is a diverse county, Austell has a substantially higher share of African-American residents than the county as a whole. Educational attainment is high across the county; however, Austell is unique in that it has a high population with education attainment lower than the county and many of the cities. It is important to maintain a range of housing options that meet the needs of all types of individuals, families, and workers.

### Austell is part of the Southwest Planning Subarea Market\*:

- The southwest subarea planning market includes the cities of Austell and Powder Springs and the Mableton area.
- This subarea, along with the northwest subarea, had the largest population growth rates between 2000 and 2010 and it is projected that the western subarea markets will continue to experience the largest population increase.
- Veterans Memorial Highway is home to some of the earliest suburban retail development in the subarea and continues to have an active retail presence. New retail power centers have developed along the East-West Connector over the past 20 years.
- The office market tends to be the type that serves the needs of local residents.
- The industrial market is comprised of mainly distribution and warehousing, but is limited due to a lack of direct interstate access.
- Future development is likely to focus on redevelopment for commercial and single-family development where land is available in the northern portion of the subarea.
- Based on access limitation, current income levels, residential patterns, and employment levels, future office and industrial development seems unlikely.

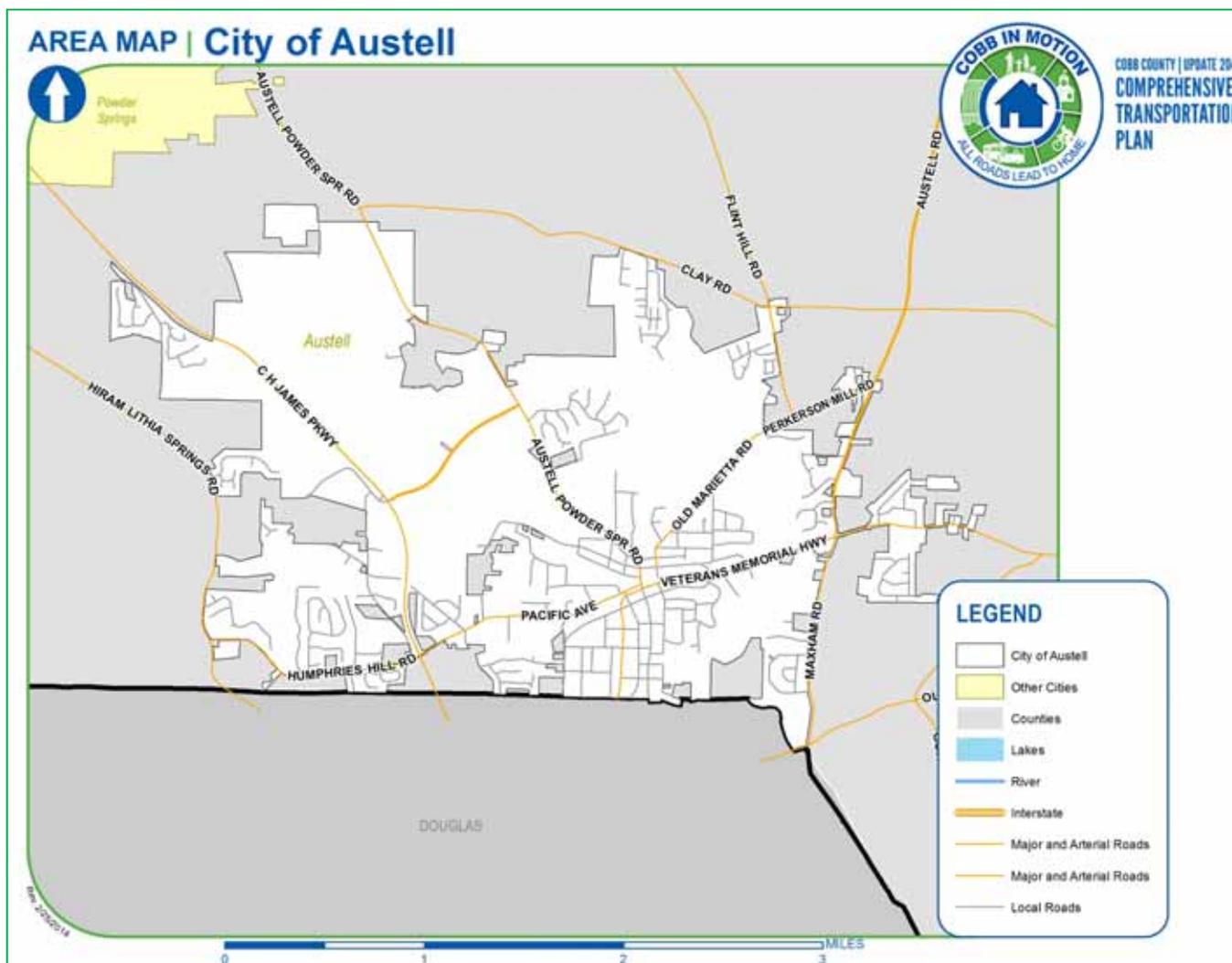
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Unlike the county which saw a decrease in household size between 2000 and 2010, Austell saw the largest percentage change in household size in the county at 8.3 percent. An increase in households means more trips will be made, putting more demand on transportation networks

Austell saw an increase of 30.7 percent in overall household income between 1999 and 2010, the second highest in the county and more than double of unincorporated Cobb County. Increasing household income alludes to a better quality of life and increased buying power of the city's residents.

Residential is the primary land use in the city, comprising 51 percent of the land. Efforts to revitalize the aging housing stock is needed and likely to continue and expand in the coming years, according to the Comprehensive Plan. Residential neighborhoods tend to be segregated from other uses, making the automobile the most viable form of transportation in the city.

Other land uses which are highly visible along major corridors represent less than 10 percent of the total acreage in the city. With only approximately 11 percent as undeveloped or vacant, Austell is developed to a greater extent than many may realize.

The transportation network is oriented toward the automobile, although the city is making strides to change that. Many of the major arterial corridors have a developed in a sprawling development pattern; and therefore, experience peak period congestion. There are limited connections within the city,

### What are the people in Austell saying?

- The railroad overpass helps with getting around the railroad when a train comes through.
- There are good four lane roads in the area. Veterans Memorial is a quick and easy way to get to Atlanta.
- The city does well providing with sidewalks, resurfacing, and intersection improvements through its SPLOST dollars.
- Austell is best served as a small city.

whether by vehicle, foot, or transit. There are currently no dedicated bicycle facilities in the city- either off street or on-street lanes.

Unique to the city is that Austell is one of only two jurisdictions in the county with a high occupancy vehicle (HOV) mode share higher than metropolitan Atlanta as a whole. Although commuters across the county would benefit, commuters, in Austell would benefit the most from HOV improvements.

The Norfolk Southern Austell Intermodal Terminal, located on the west side of the city on C.H. James Parkway (SR 6), is a major generator of freight traffic. With full build out of the intermodal facility, it is anticipated there will be a minimum of 3,500 tractor trailers daily traveling along C.H. James Parkway (SR 6) and Westside Road, according to the Comprehensive Plan. This



Photo: Austell freight.

#### Transportation Needs– Austell

- Increase multi-modal connections.
- Improve operational efficiency at congested intersections throughout the city.
- Enhance operations along the C.H. James parkway (SR 6) corridor, per recommendations from the SR 6 Corridor Study to improve travel time and eliminate the number of stops for heavy vehicles.
- Maintain aging streets and sidewalks.

will have a great impact on traffic that uses these two roads. Although widespread congestion does not occur along the SR 6 corridor, congestion does exist at intersections and other locations which require heavy vehicles to come to a full stop. Recommendations from the SR 6 Corridor Study need to be considered to increase capacity and improve operations along this corridor. Roadway widening and signal timing programs, where appropriate, will improve travel time and eliminate the number of stops.



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## CITY OF KENNESAW

The city of Kennesaw is located in northwest Cobb County, with over 29,000 residents. Kennesaw is the second fastest growing city in the county between 2000 and 2010 in percentage terms with 37.4 percent growth in population.

By population, Kennesaw is the ninth largest city in the Atlanta metropolitan area. In recent years, the city experienced an increase in the 10-29 age cohort, which can likely be attributed to the explosive growth of nearby Kennesaw State University (KSU). Kennesaw is one of the cities with the highest levels of the population over 25 years of age with a bachelors degree. Amenities and infrastructure that attracts younger individuals and families, such as entertainment, dining, cultural, and transportation alternatives, will be key to remain competitive across the county and region.

The land use pattern of the city is supportive of a multi-modal transportation system. The downtown core is home to many commercial, industrial, and institutional uses surrounded by historic residential neighborhoods and close to recreational amenities.

Although countywide homes sales have slowed, Kennesaw continues to grow in home sales. Kennesaw saw 40.9 percent growth in households between 2000 and 2010. An increase in households means more trips will be made, putting more demand on transportation networks. Transportation investment should align with growth strategies to meet the demand and better serve the needs of its population.

The city has a diverse and mature transportation system. Major regional road-

### Kennesaw is part of the **Northwest Planning Subarea Market\***:

- The northwest subarea planning market includes Acworth and Kennesaw.
- This subarea includes some of the newest residential areas in the county, mostly comprised of single family development.
- This subarea had the largest population growth rates between 2000 and 2010.
- This subarea includes major retail power centers along Barrett Parkway, Cobb Parkway (US 41).

- The large office market includes a variety of regional and national companies.
- This is a significant industrial market in this subarea based on access to I-75 and proximity to quality affordable housing.
- The future market for this subarea is single-family residential and office development due to available land, amenity base, and access to transportation.
- There is a possible demand base for additional residential and commercial development due to KSU's large student population.

Marietta

Powder Springs

Smyrna

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way facilities, such as I-75, pass through the northeast portion of the city and Cobb Parkway (US 41) through the southern part of the city, running east-west. The CSX rail line runs along a north-south corridor. Pedestrian facilities connect major activity centers with residential and recreational areas, and transit service through CCT and GRTA. Both Town Center and KSU are considered part of the Kennesaw area and serve as major trip attractors and generators in and around the city.

There are limited connections within the city, whether by vehicle, foot, or transit. Because of some of the lack of connectivity within the city, congestion in the Town Center area and KSU area is prevalent.

Kennesaw is the number two jurisdiction in the county with the highest single occupancy vehicle (SOV) mode share at 83.7 percent. Commuters in Kennesaw would benefit from roadway improvements in and out of the city, as well as investment in a multi-modal transportation system that serves all users.

Connect Cobb is a transportation project that will expand mobility in the Northwest Transit Corridor, a 25-mile stretch along I-75 and Cobb Parkway, connecting northern Cobb County and midtown Atlanta, with high capacity transit service. The Connect Cobb corridor is one of the most congested corridors in the Atlanta metropolitan region. The area around Kennesaw is a major activity hub along the corridor with land uses that include commercial,

#### **What are the people in Kennesaw saying?**

- The biggest transportation challenge is funding.
- A CCT bus route should include a loop between City Hall and KSU.
- There is a need for an additional overpass over the railroad to separate those who want to bypass downtown Kennesaw traffic.
- Downtown is transitioning to a more walkable environment.
- Cobb Parkway needs more quality development as it is a major gateway to the city.

office, residential, and institutional uses, including KSU. Population and employment is expected to grow through the year 2040 and is expected to be focused along the corridor. Transit improvements in the Connect Cobb corridor to better access the county and regional job markets are essential to maintaining economic competitiveness. Connecting Kennesaw to transit improvements in the corridor is important to the long term viability of the city as a healthy community and desirable place to live.

There has been significant investment in the pedestrian network, primarily sidewalks, within the downtown core. However, outside the downtown area, the sidewalk system is limited to major roadways. The sidewalk network is not continual and does not serve all of the major activity centers.



Photo: Downtown Kennesaw Streetscape Improvements

#### Transportation Needs– Kennesaw

- Improve traffic movement in and through downtown.
- Continue maintenance of existing road and sidewalk infrastructure.
- Further bicycle and pedestrian accommodations throughout the city and to key destinations such as KSU.

There are currently no dedicated bicycle facilities within the city either off-street or on-street. There are planned and programmed bicycle facility projects that are important to the city, including the nearby Kennesaw Trail, Kennesaw Mountain to Chattahoochee River Trail, and the Noonday Creek Trail. To help prioritize new trail connections, a primary and secondary network should be identified that utilizes existing facilities where possible, fills in the gaps, and provides connections to the city's LCI area and KSU. Scenic points of interest can be used to create destination trails. KSU students would benefit from enhanced connections within the campus and other destinations.



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## CITY OF MARIETTA

As the county seat in Cobb County, there are many great things about the city of Marietta. The city is approximately 15 miles from Atlanta and is easily accessible from I-75 and Cobb Parkway (US 41). As the metropolitan area has seen tremendous growth of the past two decades, Marietta has followed as well and matured into a small urbanized city. Redevelopment and infill is important moving forward, finding ways to balance growth with a high quality of life.

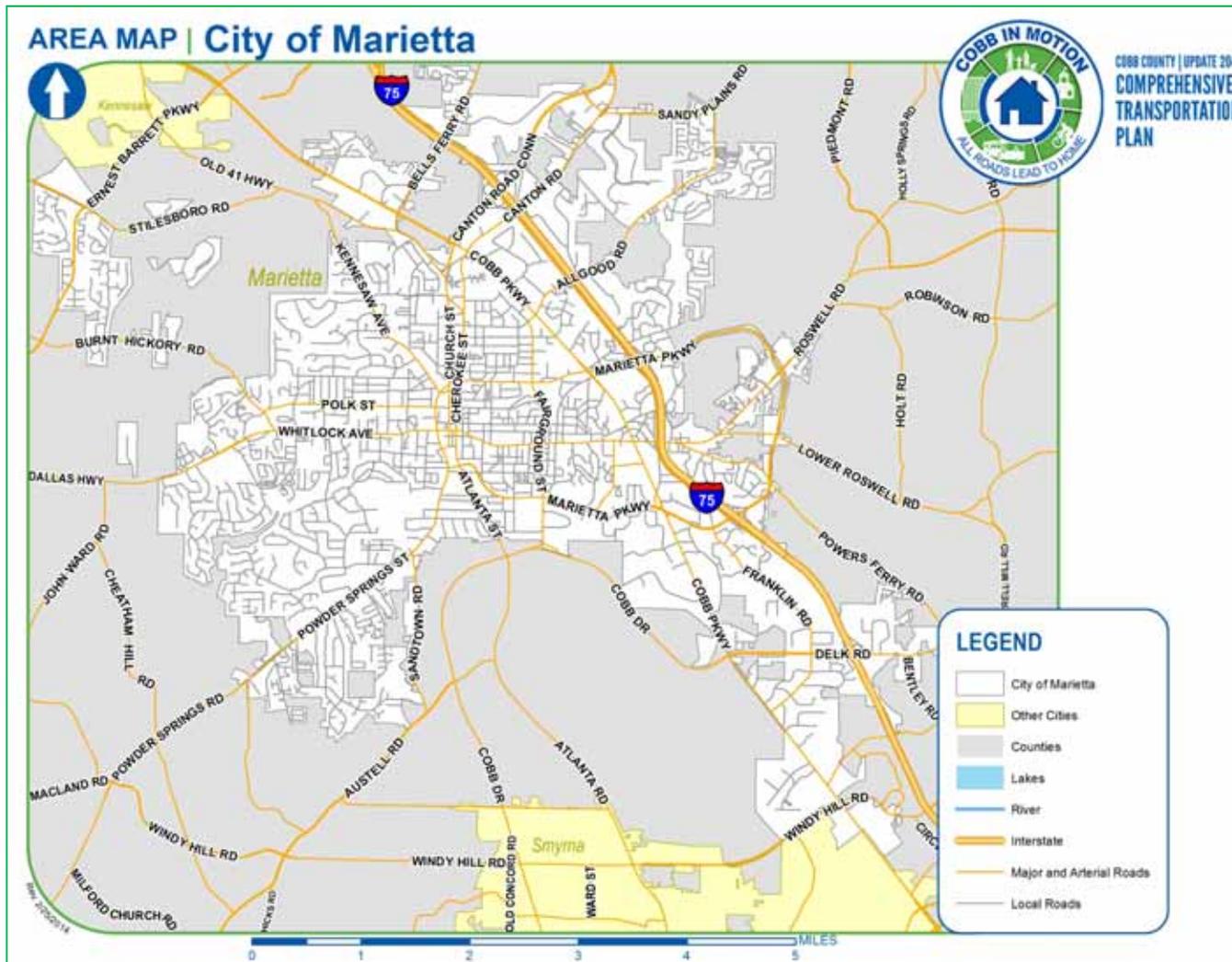
Marietta was the exception to the growth experienced across the county between 2000 and 2010, experiencing a 3.7 percent decline in population. The population decline during this time frame correlates with the City's decline of households by 3.5% , and is due to the demolition of Marietta Hous-

ing Authority public housing units. However, Marietta remains the largest city in the county with a population of 56,579. Marietta is a diversifying community with a healthy racial and ethnic mix. The city has the highest share of Hispanics across the county. A diversifying community can provide opportunities to add to cultural diversity and economic vitality, while also providing demand for a diversity of housing options and transportation choices.

Marietta is unique in the sense that it has one of the highest levels of the population 25 years and over with a graduate or professional degree in the county, but also has one of the highest levels of population 25 years and over that did not graduate from high school, indicating there is a widening educational gap within the city. It is important to have housing options that

### Marietta is part of the Southeast Planning Subarea Market\*:

- The southeast subarea planning market includes the I-75 corridor through the central part of the county, the cities of Marietta and Smyrna, and the Vinings area.
- Although the subarea is largely built-out, there is significant infill development where there is land available.
- This subarea experiences the most in townhome development with homebuyers attracted to the walkability of the area.
- This subarea has slightly more population than the three other subarea markets. This subarea also has the largest number of businesses and the largest employment base in the county.
- This subarea includes the Cumberland area, which is one of the largest Class A office markets in the metropolitan region.
- Industrial uses can be found within this subarea; however, as the county has reached a development density that make available industrial land attractive for other types of development, the industrial market will likely remain stable.





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meet the needs of all types of individuals, families, and workers.

With some of the oldest development in Cobb County around Marietta, there is a need for redevelopment. In November of 2013, the residents of Marietta approved a \$68 million redevelopment bond issue for the Franklin Road corridor between Cobb Parkway and I-75. The money will be used to purchase aging apartment complexes along the corridor to be demolished and redeveloped. Redevelopment could include large-scale office and industrial/flex space and could have significant impact on the area in terms of economic development, land use, and transportation.

Heavily traveled corridors and gateways into the city include Roswell Street, Powder Springs Street, Atlanta Street, Fairground Street, and South Marietta Parkway. These corridors are also in need of redevelopment as the current land use is strip commercial development. Other heavily traveled corridors through the city include Delk Road, Cobb Parkway (US 41), South Cobb Drive, and Canton Road. The area around Wellstar Kennestone Hospital is expected to become a healthcare cluster and will continue to evolve as the hospital expands. Land use and redevelopment investment should align with transportation investment to capture and maximize the benefits of complementary uses in close proximity to another.

The city's policy is to include sidewalks into transportation plans, and the city has done a good job at creating an adequate network in parts of the city. However, there are older residential areas and commercial corridors, such as

#### **What are the people in Marietta saying?**

- Marietta is a family-oriented community.
- Traffic is the forefront issue for the city.
- Cut-through traffic is always an issue, especially through residential neighborhoods.
- Transit in the I-75/US 41 is important, with inclusions of service into the city at government complexes and hospital facilities.

Cobb Parkway (US 41) and Powder Springs Street, which lack adequate facilities need to provide a safe environment for the pedestrian. Additional opportunities for sidewalks lie along Whitlock Avenue, Roswell Road, and Lower Roswell Road.

Marietta has the highest HOV mode share in the county at 14.9 percent and the highest transit mode share. Marietta is the only jurisdiction between the cities and the county with a transit mode share above the metropolitan Atlanta region as a whole. Marietta commuters would most benefit from HOV and transit improvements.

Marietta's high transit mode share is likely because of a high minority population. In areas within one-half mile of the bus stops and park and ride lots, minorities make up nearly two-thirds of the population, indicating that they are well served by current transit service. However, new investments may

expand service, improving access and ridership, but should do so without negatively or disproportionately impacting this population. Also, due to transit dependence in and around the city, focus should be on creating side-walk coverage along collectors and local roads to ensure connectivity to community facilities and transit stops.



Photo: Marietta Square. Photo Credit: John Ripley.

#### Transportation Needs– Marietta

- Transportation improvements, including transit, that support redevelopment activities.
- Extend the City's walking and biking network including connections to community facilities and transit.
- Improve access to job centers and major employers.
- Reduce impacts of traffic on neighborhoods.

Connect Cobb is a transportation project that will expand mobility in the Northwest Transit Corridor, a 25-mile stretch along I-75 and Cobb Parkway, connecting northern Cobb County and midtown Atlanta, with high capacity transit service. The Connect Cobb corridor is one of the most congested corridors in the Atlanta metropolitan region. The city of Marietta and the surrounding area is a major activity hub along the corridor with land uses that include commercial, office, residential, and manufacturing. Population and employment is expected to grow through the year 2040 and is expected to be focused along the corridor. Connecting Marietta to transit improvements in the corridor is important to the long term viability and economic competitiveness of the city.



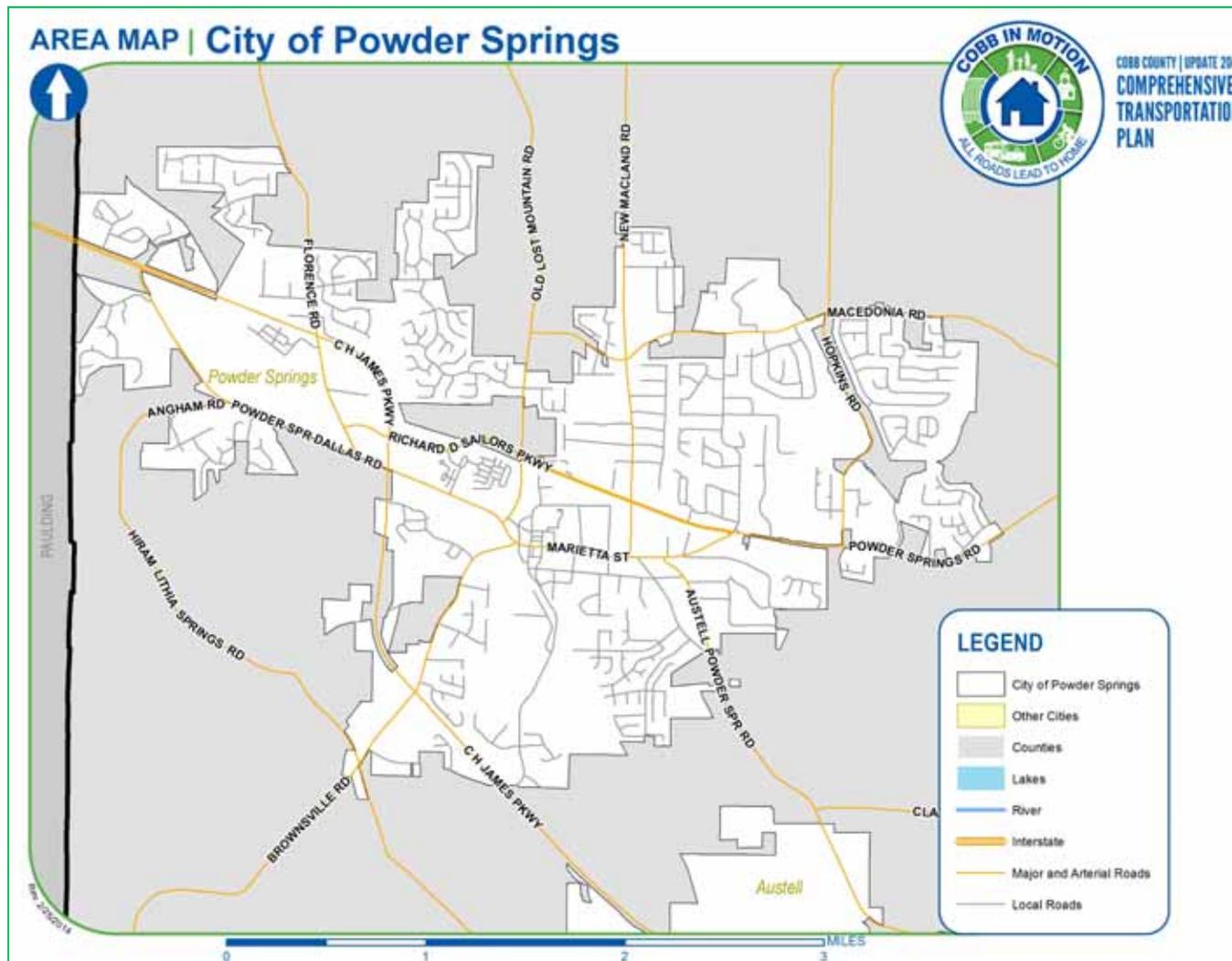
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Photo: Multi-use trail in Powder Springs.

### What are the people in Powder Springs saying?

- Within 5 miles of the city– there is everything one would need– restaurants, stores, trails, and both dense and rural development.
- Powder Springs is fourth in the nation for affordable housing.
- Maintenance of city owned street is a hot button.
- Traffic coming from Paulding County primarily uses Richard Sailor Parkway through the city.
- The Silver Comet Trail through the city is an asset to the city that can be further capitalized on.
- Lewis Road is underutilized as an alternative to get to C.H. James Parkway (SR 6) when there is a train.

Powder Springs experienced a greater decrease in average household size between 2000 and 2010 than the county. Decreases in household size result in increased household formation which in turn puts more demand on the transportation network.

Unlike the eastern part of the county, developable land is available and continues to attract new residential developments at affordable prices. Also, unlike other parts of the county, the office and retail market tend to serve the needs of local residents. The city currently has limited transportation choices because of the land use pattern which is characterized by a historic

downtown area surrounded by low density suburban style development most easily accessible by the automobile. Several roads in the city experience peak period congestion, including Powder Springs Road (SR 360), Richard Sailors Parkway, New Macland Road, and C.H. James Parkway (SR 6). Access management in the major commercial corridors is important to achieving a desirable balance between access to the businesses and ensuring a safe, efficient, and viable corridor for all users.

Powder Springs is the top jurisdiction in the county with the highest single occupancy vehicle (SOV) mode share at 84.4 percent. Commuters in Powder Springs would benefit from roadway improvements in and out of the city, as well as investment in a multi-modal transportation system that serves all users.

Although the city's transportation network is dominated by roadway facilities, there is a growing multi-modal network, centered around the Silver Comet Trail.

There is good street connectivity in the downtown, offering multiple travel options to drivers. However, outside of the downtown, the residential development pattern of suburban single family subdivisions limit connectivity severely. This lack of connectivity is a contributing factor to the high traffic volumes on major roadways, including US 278, Powder Springs Road, and New Macland Road.

#### Transportation Needs– Powder Springs

- Intersection improvements to improve traffic and safety in key locations.
- Create a more walkable and bicycle-friendly city.
- Maintain aging road, pedestrian, and bridge infrastructure.
- Further capitalize on Silver Comet Trail.

The pedestrian system is comprised mainly of sidewalks on many of the major thoroughfares and within the activity nodes. In addition to sidewalks, the city has an extensive network of trails linking parks, the downtown core, and the Silver Comet Trail. There is a growing interest in providing additional pedestrian connections between residential neighborhoods and the Silver Comet Trail.

The city has a robust bicycle network that has the potential to serve as a catalyst for development along this amenity. Prioritizing future bicycle facilities will help complete the overall transportation system in the city and provide a viable mode of travel within and around the city.



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## CITY OF SMYRNA

Today, Smyrna is a vibrant city located 10 miles northwest of downtown Atlanta and benefits from its access to the Cumberland employment center, one of the largest in the metropolitan Atlanta region. The city is home to over 50,000 residents and continues to be an attractive place for professionals and families alike to call home.

Smyrna was the third fastest growing city in the county between 2000 and 2010 at 25.1 percent. In comparison with the county and other cities, Smyrna had the highest level of the population 25 years and over with graduate or professional degrees and bachelor's degrees, indicating a highly educated, highly skilled work force. Smyrna also saw the highest increase in the county in average household income of 32.8 percent. Increasing household income

alludes to a better quality of life and increased buying power of the city's residents.

Smyrna increased in households greater than the county between 2000 and 2010 with a 25.20 percent increase. And was one of three jurisdictions to see an increase in household size between 2000 and 2010, despite an overall decrease across the county. Increases in the number of households and household size means more trips will be made, putting more demand on the transportation network.

Over the past ten years, the city has seen resurgence through careful planning and progressive development. The town center includes a village green and market village, offering residents a mix of housing options served by res-

Smyrna is part of the **Southeast Planning Subarea Market\***:

- The southeast subarea planning market includes the I-75 corridor through the central part of the county, the cities of Marietta and Smyrna, and the Vinings area.
- Although the subarea is largely built-out, there is significant infill development where there is land available.
- This subarea experiences the most in townhome development with homebuyers attracted to the walkability of the area.

- This subarea has slightly more population than the three other subarea markets. This subarea also has the largest number of businesses and the largest employment base in the county.
- This subarea includes the Cumberland area, which is one of the largest Class A office markets in the metropolitan region.
- Industrial uses can be found within this subarea; however, as the county has reached a development density that make available industrial land attractive for other types of development, the industrial market will likely remain stable.

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restaurants, shopping, and community facilities. Outside of downtown, desirable amenities, such as walking trails, recreational opportunities, and a growing retail and commercial base, prove that the city's sense of community is strong and key to their success.

There are major developments underway within the city that will significantly impact the surrounding area. Two projects are redevelopment of aging shopping centers. Belmont Hills will include more than 130,000 square feet of retail and office space, a mix of residential housing options including senior housing units, and open space at the intersection of Windy Hill and Atlanta Road. The project is currently under construction. Jonquil Village will include over 300 residential units and 120,000 square feet of retail and commercial space along Atlanta Road and Spring Road. Both these projects have potential to be transformative along Atlanta Road spurring additional development. An increase in development will create new demands on the transportation system. Ability to keep pace with the demand for transportation options, including roadway, walking, biking, transit improvements, will be key to continued success.

The transportation system in the city is diverse and multimodal with convenient access to the regional transportation system. Major arterials provide access to the city and areas beyond including Windy Hill, East-West Connector, Atlanta Road, Cobb Parkway (US 41), and South Cobb Drive.

### What are the people in Smyrna saying?

- Smyrna is in the best location; however, there is no easy connectivity to I-75 or I-285.
- Mass transit is needed.
- East-west connectivity is lacking.
- Jonquil Village and Belmont Hills will have a significant economic impact on the city.
- New elementary school is a big attraction for young families.

Smyrna has a higher SOV mode share than the county and the lowest HOV mode share in the county. Commuters would benefit from roadway improvements. HOV improvements may open opportunities to capture HOV riders. The city has a higher transit mode share (2.5 percent) than the county and is the second highest among the cities. Commuters in Smyrna would benefit from transit improvements through improved or new service.

Connect Cobb is a transportation project that will expand mobility in the Northwest Transit Corridor, a 25-mile stretch along I-75 and Cobb Parkway, connecting northern Cobb County and midtown Atlanta, with high capacity transit service. The Connect Cobb corridor is one of the most congested corridors in the Atlanta metropolitan region. The area around Smyrna and the

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Photo: Silver Comet Trail.

### Transportation Needs– Smyrna

- Operational efficiency improvements to maximize intersection and corridor movement.
- Fill in the gaps in the sidewalk and bicycle network.
- Maintain existing transportation system.
- Balance regional travel needs with local objectives.

Cumberland area is a major activity hub with land uses that include commercial, office, residential, and cultural uses. Population and employment is expected to grow through the year 2040 and to be focused along the corridor. Connecting Smyrna to transit improvements in the corridor is important to the city's continued economic growth.

Sidewalks connect the major activity centers and schools to residential areas. Major roads in the city provide sidewalk coverage on at least one side of the road. Minor gaps exist along the East-West Connector, Concord Road, Old Concord Road, Windy Hill Road, and Pat Mell Road.

Bicycle travel is primarily served by the Silver Comet Trail which connects the city with Powder Springs and areas west. Another multi-use trail exists along Atlanta Road. According to the Comprehensive Plan, there are no dedicated bicycle facilities – either off-street or on-street lanes- other than the Silver



Acworth

Austell

Kennesaw

## CUMBERLAND COMMUNITY IMPROVEMENT DISTRICT

Cumberland Community Improvement District (CID) is Georgia's first CID, formed in 1988. The CID is a self-taxing district promoting infrastructure improvements in the Cumberland area. Originally founded to improve access to the area at the convergence of I-75 and I-285, the CID has evolved and now includes road and transit infrastructure projects, streetscape and beautification improvements, pedestrian and bicycling projects, commute programs, and planning. Through public-private partnerships, the CID has leveraged \$100 million of the business community's money into half a billion dollars in roads, streetscapes, trails, commuter services and more. So as state and federal funding levels have decreased in recent years, the CID has been able to provide additional dollars towards transportation projects which helps keep the area economically competitive.

In 25 years, Cumberland has grown from a bedroom community to a major suburban office market, and is becoming more urban over time. The area referred to as Cumberland encompasses a mix of activities and uses, including office, retail, civic, recreational, and residential. The area is one of the largest office markets in the southeast, home to more than 65,000 full time jobs and an economic impact of \$21.2 billion on the state. Major companies in the Cumberland CID include The Home Depot, GE Energy, Genuine Parts Company, Travelport, BlueLinx and The Weather Channel. In 2012, there were \$4.2 billion total real estate assets in the Cumberland CID. Cumberland is also home to one of the county's very mature retail markets: Cumberland Mall (with the other being Town Center Mall).

### Cumberland CID is part of the Southeast Planning Subarea Market\*:

- The southeast subarea planning market includes the I-75 corridor through the central part of the county, the cities of Marietta and Smyrna, and the Vinings area.
- Although the subarea is largely built-out, there is significant infill development where there is land available.
- This subarea experiences the most in townhome development with homebuyers attracted to the walkability of the area.
- This subarea has slightly more population than the three other subarea markets. This subarea also has the largest number of businesses and the largest employment base in the county.
- This subarea includes the Cumberland area, which is one of the largest Class A office markets in the metropolitan region.
- Industrial uses can be found within this subarea; however, as the county has reached a development density that make available industrial land attractive for other types of development, the industrial market will likely remain stable.

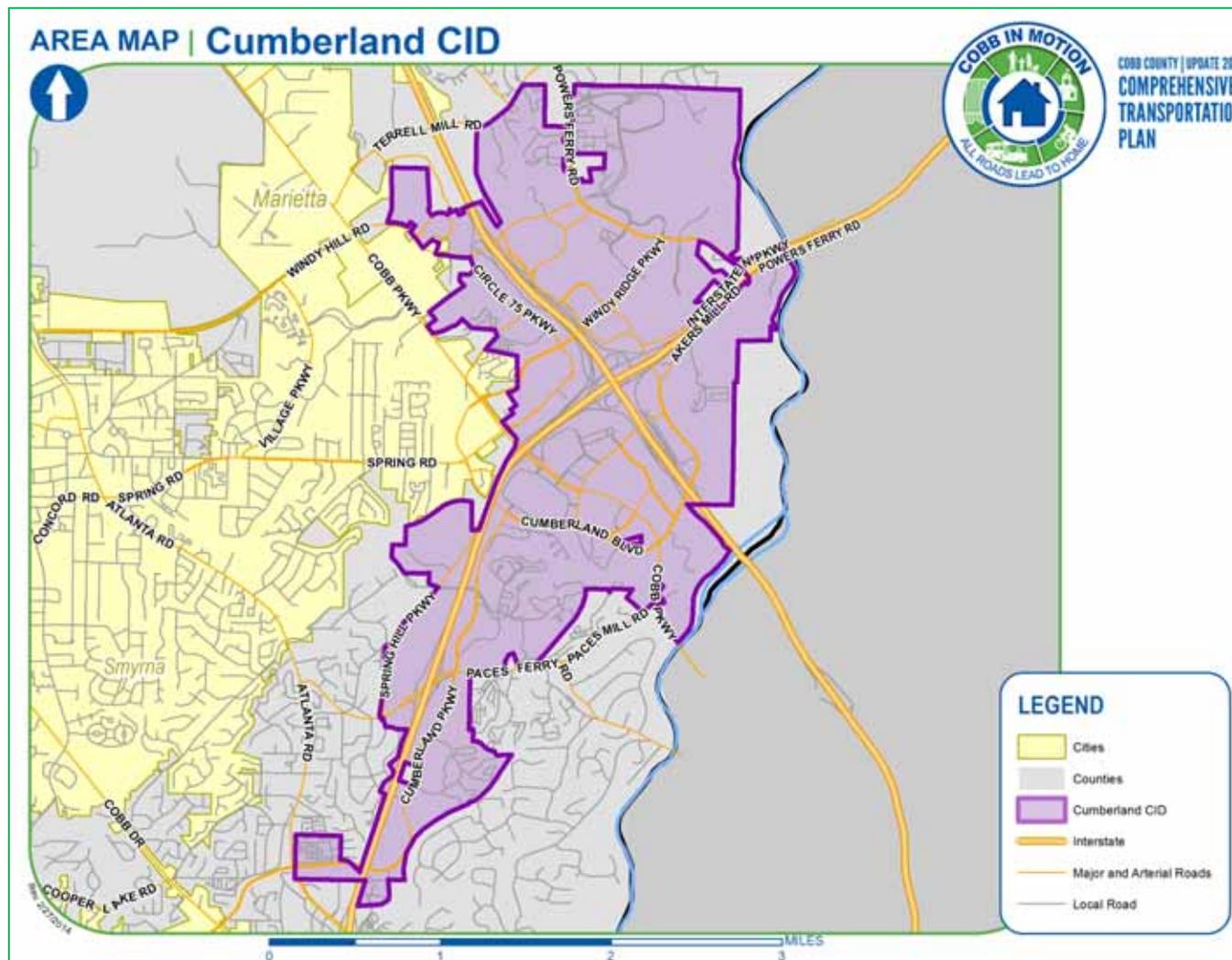
Marietta

Powder Springs

Smyrna

Cumberland CID

Town Center CID





## Acworth

The CID's master planning efforts have envisioned the Cumberland area transitioning from an office/retail district to a mixed use activity center supportive of a live-work-play environment. Although there is a shortage of housing in the Cumberland area (almost three jobs to one household), there is new housing coming to the market with more planned to meet the increasing housing demand in the area. Unlike other parts of the county, Cumberland is a highly-sought after area for denser residential development with easy access to job centers. Multifamily housing within the district outnumbers single-family housing 4 to 1.

The most recent planning effort to integrate smart growth in the Cumberland area identified several opportunities and challenges. Opportunities identified include improvements to appearance, attracting young people, enhancing walkability, attracting additional residents, considering design enhancements, public right-of-way standards, more open space, lighting, and reconsideration of parking ratios. Challenges identified include the need for a better daytime/nighttime balance, Cobb Parkway (US 41), width, scale, and volume of major roadways, storm water challenges, incremental change, topography, and connecting internally focused developments into the district. Because of limited multi-modal options, lack of a grid street network, and interstates dividing the area, there is a lack of connectivity.

In November of 2013, the Atlanta Braves organization announced plans to build a new stadium and entertainment district in the Cumberland area by 2017. Plans for the new stadium include a new ballpark and a mixed use dis-

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### What are the people in Cumberland saying?

- Although there is a lot of traffic coming through the Cumberland area, getting around seems to work well with multiple overpasses and different ways to move around.
- Young professionals are looking for a 24/7 mixed use environment in the Cumberland area.
- Transportation investment needs to keep pace with development trends.
- Cumberland needs to create a walkable, urban environment in order to continue to succeed.

trict that will serve as a destination for this area all year round. Transportation investment to support the new Braves stadium district will need to align with planning and development of the area in order to meet the additional demands of accessibility and alternative transportation options.

Connect Cobb is a transportation project that will expand mobility in the Northwest Transit Corridor, a 25-mile stretch along I-75 and Cobb Parkway, connecting northern Cobb County and midtown Atlanta, with high capacity transit service. The Connect Cobb corridor is one of the most congested corridors in the Atlanta metropolitan region. The Cumberland area is a major activity hub along the corridor with land uses that include commercial, office, residential, and cultural. Population and employment is expected to grow

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Photo: Office building in Cumberland.

### Transportation Needs– Cumberland

- Break up the super blocks with road linkages.
- Improve sidewalk and trail connections between the natural and built environments.
- Enhance multi-modal connections with other centers.
- Land use policies that support increased development.

through the year 2040 and is expected to be focused along the corridor. The US 41 corridor is an essential link to the county's and the region's transportation system. The corridor currently experiences significant congestion that results in unreliable trips times and hinders access to jobs and services. Transit improvements in the US 41 corridor to better access the county and regional job markets are essential to maintaining economic competitiveness. Connecting the Cumberland to transit improvements in the US 41 corridor is important to attracting young professionals, increasing housing options, and creating a 24/7 live-work-play district.

Transportation needs include roadway improvements, breaking up superblocks with road linkages, enhancing sidewalk and trail connection between natural and built environment, and land use policies that support increased development. Density in Cumberland is fundamental to sustaining high-capacity transit.



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## TOWN CENTER AREA COMMUNITY IMPROVEMENT DISTRICT

Established in 1997, the Town Center Area Community Improvement District (CID) is a self-taxing district promoting infrastructure improvements in the Town Center area. So as state and federal funding levels have decreased in recent years, the CID has been able to provide additional dollars towards transportation projects which in return helps keep the area economically competitive.

The CID boundaries roughly include Barrett Parkway on the south side, Bells Ferry Road on the east, Chastain Parkway on the north, and Cobb Parkway (US 41) on the west, encompassing an area of approximately 4,000 acres accessible by two interstates: I-75 and I-575.

The area is one of the largest office markets in the county and includes a variety of regional and national companies. The Town Center area is home to one of the county's very mature retail markets: Town Center Mall (with the other being Cumberland Mall). Unlike other areas in the county, some of the newest residential areas are located in the this area and although most new residential across the county is single family development, the Town Center area market is unique in that it is home to a major university, large office market, and established retail district, making it a desirable location for denser development.

Town Center is home to Kennesaw State University (KSU) located primarily

### Town Center is part of the Northwest Planning Subarea Market\*:

- The northwest subarea planning market includes Acworth and Kennesaw.
- This subarea includes some of the newest residential areas in the county, mostly comprised of single family development.
- This subarea had the largest population growth rates between 2000 and 2010.
- This subarea includes major retail power centers along Barrett Parkway, Cobb Parkway (US 41).
- The large office market includes a variety of regional and national companies.
- This is a significant industrial market in this subarea based on access to I-75 and proximity to quality affordable housing.
- The future market for this subarea is single-family residential and office development due to available land, amenity base, and access to transportation.
- There is a possible demand base for additional residential and commercial development due to KSU's large student population.

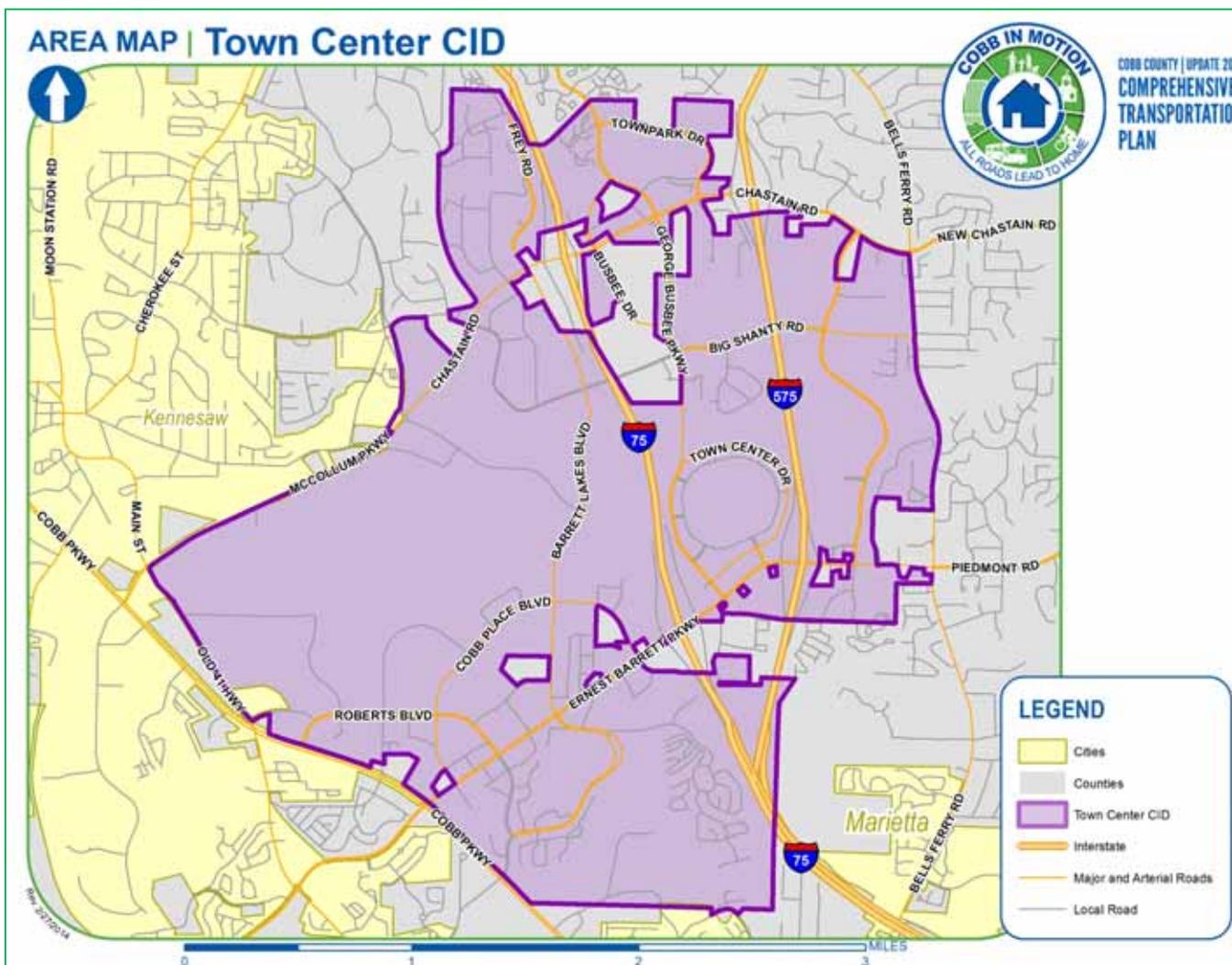
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in the northwestern corner of the Town Center area, north of Chastain Road and west of I-75. KSU is the third largest university and one of the fastest growing entities in Georgia's university system. KSU currently has more than 24,600 students in total enrollment and has experienced 19% growth in fall enrollment over the past five years, second to only Georgia Southern University. On-campus housing is expected to grow to 7,000 students over the next decade (KSU 2012-2013 Fact Book).

KSU's explosion over the past decade continues to spark major economic impact, rising to more than \$926 million in fiscal year 2012, according to the University System of Georgia's economic impact report released July 2013. University officials anticipate that KSU's impact will expand even further with the fall 2015 launch of the University's football program. Last year, KSU generated 8,324 jobs. This year, KSU generated 8,788 jobs – a 5.6 percent increase. This increase demonstrates healthy growth given the fact that Georgia's overall economy is producing jobs at a 1.5 percent rate.

Connect Cobb is a transportation project that will expand mobility in the Northwest Transit Corridor, a 25-mile stretch along I-75 and Cobb Parkway, connecting northern Cobb County and midtown Atlanta, with high capacity transit service. The Connect Cobb corridor is one of the most congested corridors in the Atlanta metropolitan region. The Town Center area is a major activity hub along the corridor with land uses that include commercial, office, residential, and institutional uses, including KSU. Population and employment is expected to grow through the year 2040 and is expected to be fo-

### What are the people in Town Center saying?

- A transit circulator to the area is needed to improvement movement in the area.
- The PATH system is very supported and popular. A north to south trail is needed and is being planned to connect to existing east to west trails.
- Biggest transportation problems are I-75, I-575 and Barrett Parkway interchanges.
- More directional signs are needed to the major hotspots (KSU stadium, mall, airport) to keep traffic moving.
- Need better continuity of sidewalks and more lighting for pedestrian safety.

cused along the corridor. The Cobb Parkway (US 41) corridor is an essential link to the county's and the region's transportation system and currently experiences significant congestion that results in unreliable trips times and hinders access to jobs and services. Transit improvements in the US 41 corridor to better access the county and regional job markets are essential to maintaining economic competitiveness. Connecting the Town Center to transit improvements in the US 41 corridor is important to the long term viability of the area as a healthy community and desirable place to live.

The street pattern in the area is suburban, auto-oriented with a pseudo-grid pattern. Major arterial corridors carry most of the traffic, including Barrett

Marietta

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Smyrna

Cumberland CID

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Parkway, Chastain Road, McCollum Parkway, Cobb Parkway, I-75 and I-575. The new Skip Spann Connector, which broke ground in September 2013, will provide a new bridge over I-75 north of Chastain Road. It will provide congestion relief to Chastain Road and Barrett Parkway as well as provide improved car, bicycle, and pedestrian connections for KSU students. Collector streets, such as Bells Ferry Road, Big Shanty Road, and Barrett Lakes Boulevard, provide access and traffic circulation within the area and to and from residential, commercial, and industrial uses.

CCT and GRTA provide transit service in the Town Center area with local service to destinations around the county and express service to downtown and midtown Atlanta. KSU offers shuttle service in the area, called the Big Owl Bus (BOB) to destinations between campus, off campus student housing, and Town Center Mall. The shuttle is free to KSU students, faculty, and staff.

Sidewalks are provided through the area, but mostly where there is transit service and near office and commercial establishments. Although the major roadways have sidewalks, there is a general lack of continuity and connectivity which limits pedestrian movement. There are sidewalks within the KSU campus and connections to the commercial areas outside of campus; however, safety is a factor due to lack of lighting and pedestrian features that create a safe pedestrian environment.

#### Transportation Needs– Town Center

- Further walking and biking connections to key destinations such as parks, KSU, and mixed-use nodes.
- Improve transit accessibility.
- Increase connectivity through Town Center with new roadway connections.



Photo: Noonday Creek Trail.