

# Powers Ferry Master Plan

Cobb County  
Community Development Agency  
P.O. Box 649  
Marietta, Georgia 30061



*Cobb County...Expect the Best!*

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**Powers Ferry Master Plan**

**I. Executive Summary..... 2**

*I.A Study Overview..... 2*

*I.B Public Participation Process..... 4*

*I.C Existing Conditions..... 5*

*I.D Market Analysis ..... 5*

*I.E Vision, Goals and Policies ..... 5*

*I.F Recommendations & Implementation Strategy ..... 6*

**II. Study Overview ..... 9**

*II.A Introduction ..... 9*

*II.B Purpose ..... 9*

*II.C Study Area..... 10*

*II.D Planning Process..... 13*

*II.E Public Participation..... 15*

**III. Existing Conditions ..... 18**

*III.A Previous Planning Studies & Peer Community Review ..... 19*

*III.B Demographics..... 29*

*III.C Land Use..... 31*

*III.D Transportation..... 40*

*III.E Community Facilities..... 48*

*III.F Housing..... 51*

*III.G Crime..... 55*

**IV. Market Analysis..... 59**

*IV.A Market Background ..... 59*

*IV.B Demographic ..... 60*

*IV.C Housing Market Analysis..... 63*

*IV.D Commercial Market Analysis ..... 70*

*IV. E Market Summary..... 75*

**V. Vision and Guiding Principles ..... 78**

*V.A Vision..... 78*

*V.B Guiding Principles ..... 78*

*V.C Goals & Policies..... 80*

**VI. Recommendations & Implementation ..... 83**

*VI.A Conceptual Land Use Map ..... 83*

*VI.B Master Plan Map ..... 88*

*VI.C Recommendations..... 103*

*VI.D Implementation Strategy..... 110*

**A. Appendix ..... 120**

*A.1 Schedule..... 120*

*A.2 Site Visits ..... 121*

*A.3 Focus Group Minutes ..... 125*

*A.4 Public Meetings ..... 132*

*A.5 Market Analysis..... 148*

*A.6 Recovery Zone Eligible Areas ..... 167*

## **I. Executive Summary**

### **I.A Study Overview**

In February of 2009 District 2 Commissioner Bob Ott along with the other Board of Commissioners authorized the Community Development Agency to develop a corridor study for a section of Powers Ferry Road. The Powers Ferry Road Corridor Study and Master Plan is a mid-to-long range plan that will accommodate future growth and improve the quality of life for residence, employees and visitors of the area.

The primary purpose of this plan is to effect change in an urban/suburban environment experiencing real and perceived deterioration by creating a single comprehensive vision of the community's desires for the future. This plan will provide an educational and decision-making tool that gives citizens, property owners, developers, and adjacent communities a clear indication of what is expected in the future for this part of the Powers Ferry Corridor. The following objectives directed the development of this master plan.

Ensure future development/redevelopment is guided by a community vision

Improve quality of life for residents, businesses, & visitors

Enhance stability to economic development efforts

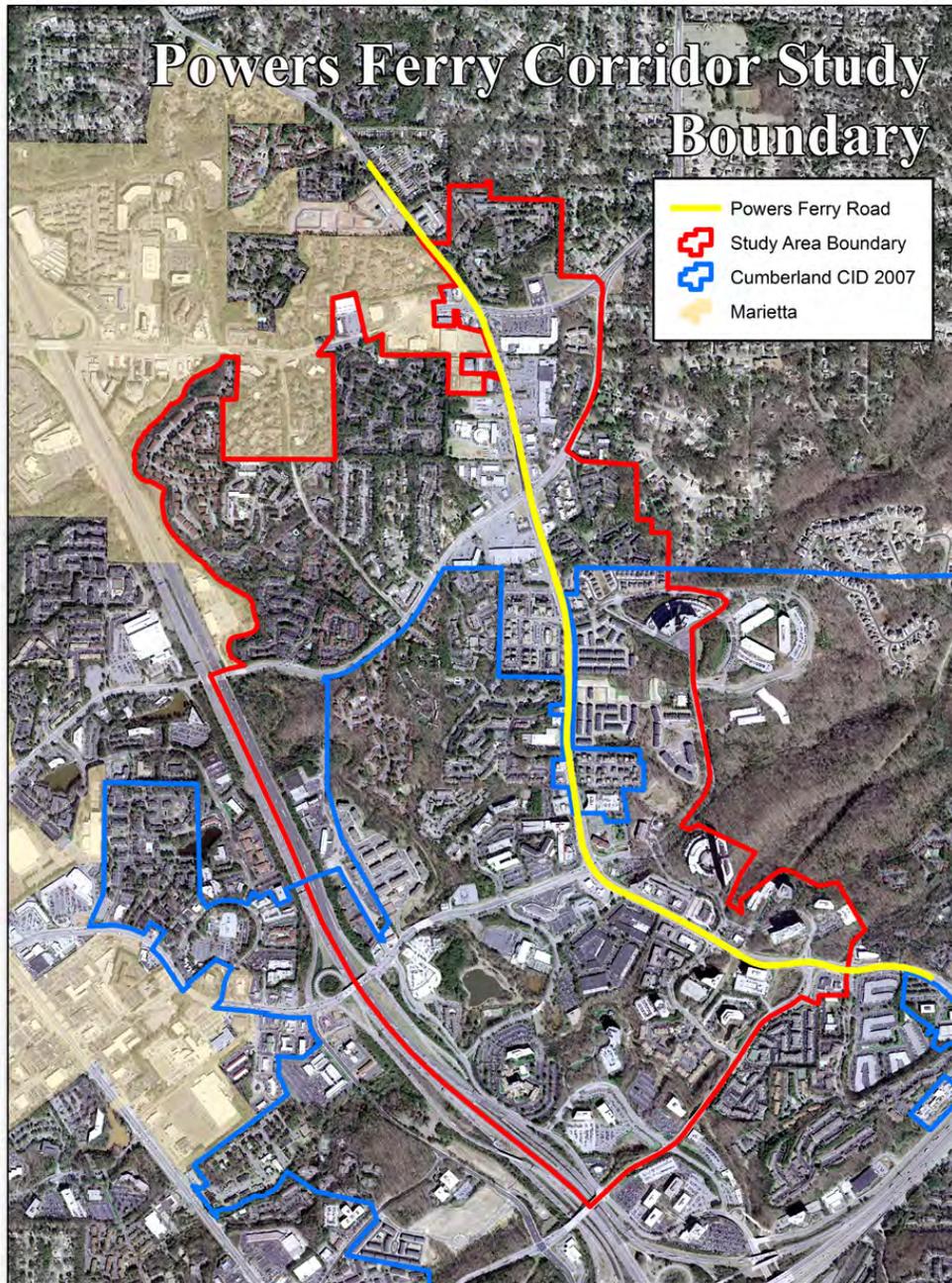
Coordinate public improvements and private developments

Serve as a decision-making tool



The study area (**Figure 1**) is bounded to the north by Delk Road and the City of Marietta. The southern extent stretches to Windy Ridge Parkway with the eastern boundary line strategically chosen to include uses that are not unique to the character of the Powers Ferry Road corridor and the western boundary was terminated along the obvious line of demarcation of Interstate 75. Almost three quarters of the lower end of the planning area,

from approximately Terrell Mill Road south, is covered by the Cumberland Community Improvement District (CCID).



**Figure 1**

### I.B Public Participation Process

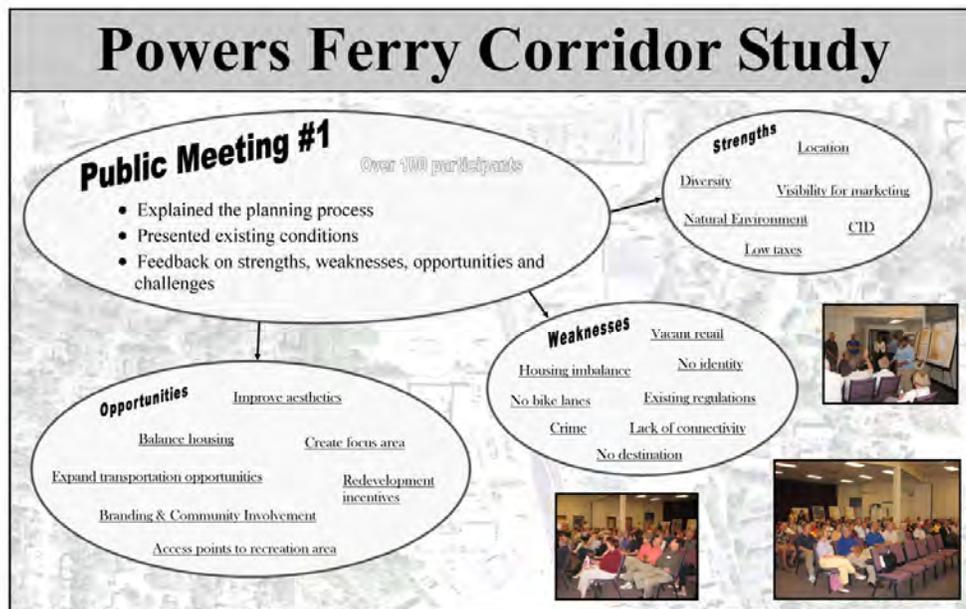
The Planning Division of Cobb County Community Development was asked to guide the Powers Ferry Master Plan process through various stages that included public involvement. It is the inclusive, public participatory process that allows for the forging of broad public consensus on key community goals that reflect the needs and desires of the community. In addition to a dedicated project website for public commenting and information disbursement, the Planning Division staff took a four level approach toward guidance for the development of the master plan.

Three Focus Group sessions with 6 key residents and business representatives.

Six Project Management Team meetings, consisting of staff from various County departments and private organizations

Four Stakeholders Committee meetings consisting of 18 individuals with various interests throughout the study area

Three Public Meetings, which were well attended with actively involved residents on a regular basis in the planning process





### **I.C Existing Conditions**

The existing conditions analysis is intended to provide a snapshot of what the Powers Ferry corridor is today. Data collected from a variety of sources provides the foundation and illustrates the point from which planning efforts begin. Along with examining several aspects of the corridor including; Demographics, Land Use, Transportation, Community Facilities, Housing and Crime, an effort was undertaken to understand the context of the Powers Ferry Master Plan by reviewing existing plans that overlap the Powers Ferry area and studies from local, regional and national communities to understand the most successful and least successful tools that can be used to assist with redevelopment.

### **I.D Market Analysis**

#### **I.E Vision, Goals and Policies**

The Master Plan for the Powers Ferry Corridor seeks a foundation in the desires of the community. At times, various elements of the community offered opposing viewpoints, but the vision seeks to define a common language and set of ideas for the future of the Powers Ferry area. As the community shared their views, it became evident that they all had one thing in common; A desire to improve a place that is highly valued and critical to the health of their community.

***“The Powers Ferry area is a vibrant community of residents and businesses containing a distinct blend of uses and scales connected using a human scaled transportation network all of which is established in a way that respects the natural environment.”***

To support the community’s vision and to act as building blocks to the goals and policies the following guiding principles were developed.

- Encourage development of focus area
- Balance housing opportunities
- Develop a strong sense of identity
- Improve aesthetics
- Increase mobility and connectivity
- Connect to natural environment

Based on the above principles and with assistance from Stakeholders and the Public, Goals and Policies were formulated to establish the framework for public and private decision-making.

### I.F Recommendations & Implementation Strategy

The Powers Ferry Road area is a desirable part of Cobb County and will continue to attract both residential, commercial and office growth based on its access and location to job centers, regional attractions and recreational facilities. The Powers Ferry Master Plan is not intended to specifically predict future development but provide a guiding vision for future growth by offering recommendations based on public involvement and an implementation strategy intended to provide direction in accomplishing the goals set forth by the Plan. Due to changing conditions and any future plans regarding mass transit along Interstate 75 and 285, it is expected that the Powers Ferry Master Plan get updated every 5 years.

As a visual representation of the shared vision a Conceptual Master Plan Map (**Figure 2**) has been created to identify some of the land use and transportation elements included in the recommendations section.

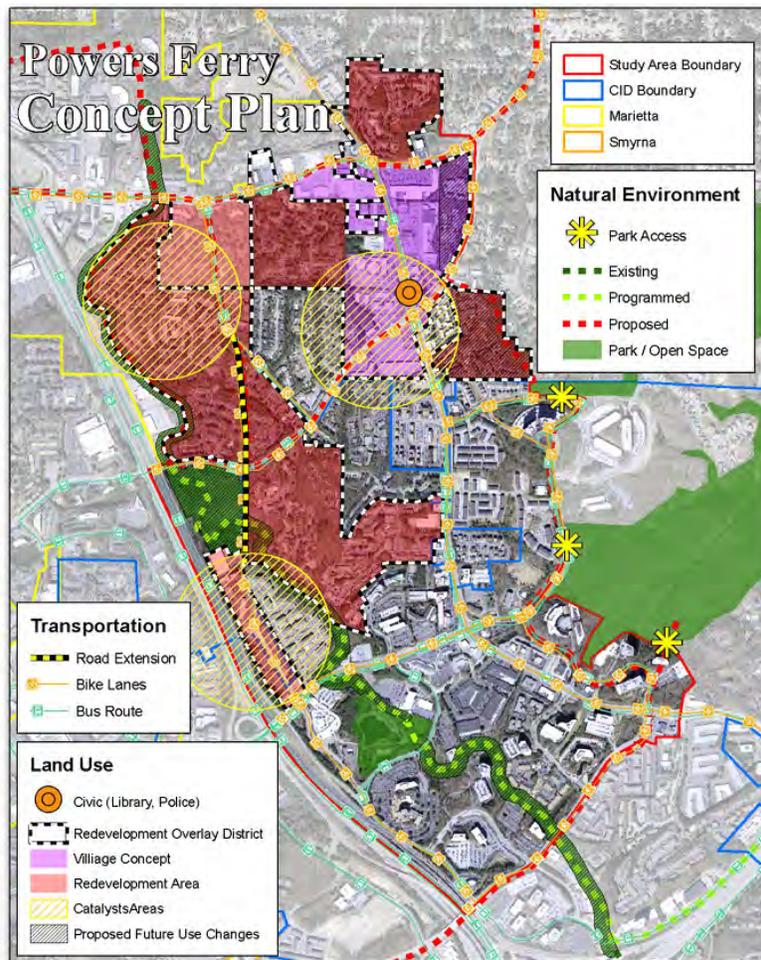


Figure 2



A brief explanation of recommendations is listed below:

### **Land Use**

Amend 2030 Comprehensive Plan and Future Land Use Map to reflect the Powers Ferry Master Plan

Establish a modified Redevelopment Overlay District that encompasses the Redevelopment Area and Village Center as proposed on the Conceptual Master Plan Map

Consider implementing Formed Based Coding and/or Tax Allocation District (TAD) to help accomplish economic flexibility and sustainable development

Ensure an appropriate mix of owner-occupied and rental occupied housing and investigate opportunities for workforce and senior housing

Ensure the preservation of trees and other natural areas for residential redevelopment projects and include civic or community facilities within Village Center with strong considerations for a library and police sub-precinct as needed.

### **Transportation**

Consider the Leland Drive extension as a high priority project during the next SPLOST initiative

As part of any future redevelopment efforts, acquire ROW for realignment of Bentley Road with Leland Drive once the extension is complete

Conduct access management plan along Powers Ferry Road between Delk Road and Terrell Mill and Delk Road from I-75 to Powers Ferry

Reevaluate the Transit system through the area and coordinate with CCID on future circulator service

Investigate and prioritize opportunities for bike lanes and paths throughout the master plan area and ensure the routes tie into future trail network and CNRA

Comply with the Complete Streets Policy and future implementation design strategies and encourage participation in the State's Safe Routes to School Program for Brumby Elementary

Close sidewalk gaps and upgrade existing out-of-date sidewalk facilities. Conduct pedestrian intersection improvements along Powers Ferry at Terrell Mill and Delk Road consistent with the CID improvement.



Continue to actively pursue funding and construction of the already planned improvement projects within the CTP

Investigate funding to extend the Rottenwood Creek Trail beyond Terrell Mill and the rest of the trail network throughout the area.

Amend a small section of the Multi-Purpose trail network along Powers Ferry Road

### **Economic Development**

Include ROD into the inventory of Redevelopment Sites

Identify the Village Center area in the Commercial & Industrial Property Rehabilitation Incentive Program

Explore Tax Allocation Districts

Investigate Recovery Zone Bonds to implement redevelopment efforts

Create database of undeveloped and underdeveloped lands for marketing purposes

Offer resources to assist community marketing organizations

### **Open Space & Natural Environment**

Create park access “gateways” to the CNRA at Wildwood Parkway, Windy Hill Road and Windy Ridge Parkway

During the plan review process or rezoning process facilitate the creation of pocket parks, natural outdoor plazas within Village Center

Investigate funding for a feasibility study regarding expansion of Terrell Mill Park

Explore public-private partnership for access and use of open space along Interstate North Parkway and Rottenwood Creek

### **Community Appearance**

Create streetscape plan consistent with the standards set by the CCID for Powers Ferry Road and include the landscaping standards for surface parking lots.

Ensure private developments provide the appropriate treatments, materials and facade



Work with community based organizations to improve and encourage litter control and beautification projects

Explore funding options and seek alternative approaches to accomplishing the placement of utilities underground

Continue to ensure nonconforming signs are in compliance with current standards as properties are redeveloped and investigate reducing the number of public signs by eliminating or consolidating unnecessary one as allowed by code.

Encourage the incorporation of public art in both public and private sector developments

## **II. Study Overview**

### **II.A Introduction**

In February of 2009 District 2 Commissioner Bob Ott along with the other Board of Commissioners requested the Community Development Agency to develop a corridor study for a section of Powers Ferry Road. The Powers Ferry Road Corridor Study and Master Plan is a mid-to-long range plan that will accommodate future growth and improve the quality of life for residents, employees, and visitors of the area. By addressing land use, transportation and economic development issues, the Powers Ferry Master Plan will encourage a diversity of residential neighborhoods, employment, and shopping choices that are easily accessible for all modes of transportation.

The study area has excellent access to the interstate highway system and includes a network of five interconnected arterial roadways. In addition, there has been a considerable investment over time in residential, commercial, and office development within the study area. Residential developments blend older more mature Townhome, Condominium developments, and multi-family dwellings with some newer townhomes, condominiums, and few single-family detached structures. Commercial development is mostly located along the corridor with direct access to at least one of the five arterial roadways. Retail makes up most of the commercial in the northern half of the study area while the southern end, which includes the Cumberland Community Improvement District, is comprised of mostly office developments.

### **II.B Purpose**

The Powers Ferry corridor area represents some of the best of what urban/suburban communities have to offer. Cultural and business diversity, high visibility for marketing and its proximity to regional attractions such as Cumberland Mall, Cobb Galleria and The Cobb Energy Performing Arts Center all provide great assets for the residents and patrons of the area. The lower end of Powers Ferry is within the Cumberland Community



Improvement District (CCID), which contains a collection of some of Cobb's largest office institutions and consequently a hub of regional employment. The Powers Ferry area also boasts a strong connection to the natural environment with its proximity to the Chattahoochee National Recreational Area and the Chattahoochee River.

At first glance, the corridor appears to be in good shape; however as one of the older developed communities of the county, it is also one of the first to experience aging infrastructure and buildings, both commercial and residential in nature. Closer examination reveals some residential structures in decline and disconnected from the commercial centers, derelict shopping centers with underutilized asphalt and unattractive facades add to the lack of identity and pride for the community. Additionally, vacant hotel/motel structures and office buildings are present, along with a transportation infrastructure that may be inadequate to deal with peak traffic volumes and unsafe for bicyclists and pedestrians in some areas.

This plan is broad in its focus with reasonable aspirations. Strategies are identified to build pride in the community, but the greater intent is to improve the overall quality of life for residents.

The primary purpose of this plan is to effect change in an urban/suburban environment experiencing real and perceived deterioration by creating a single comprehensive vision of the community's desires for the future. This plan will provide an educational tool that gives citizens, property owners, developers, and adjacent communities a clear indication of what is expected in the future for Powers Ferry Road. These pertinent objectives directed the development of this master plan. The key objectives of the plan are to:

- Ensure future development/redevelopment is guided by a community vision
- Improve quality of life for residents, businesses, & visitors
- Enhance stability with economic development efforts
- Coordinate public improvements and private developments
- Serve as a decision-making tool

### **II.C Study Area**

The study area (**Figure 3**) is bounded to the north by Delk Road and the City of Marietta. The southern extent stretches to Windy Ridge Parkway with the eastern boundary line strategically chosen to include uses that were not unique to the character of the Powers Ferry Road corridor and the western boundary was terminated along the obvious line of demarcation of Interstate 75.



The eastern boundary of the study area was chosen due to the changes in the character of the areas. Along the east side of Powers Ferry are intense commercial and high dense residential uses, where as just outside the study area are less dense, single family homes and federally owned open space. The western boundary follows the I-75 corridor that provides a clear delineation from the Powers Ferry market area to the Cobb Parkway market area. The northern boundary was deliberately set with the intent of not crossing over jurisdictional boundaries with the City of Marietta but coordinating with the city on planning efforts that have been conducted by the City. The southern extent of the study area was one of the more discussed items early in the planning effort. It was suggested that the study boundary be moved further south to encompass I-285 and properties south and east of I-75 to the Chattahoochee River. Upon further discussion, the southern extent of the boundary was chosen to terminate at Windy Ridge Parkway because of proposed Transit-Oriented Development planning efforts inside I-285 between I-75 and the Chattahoochee River and not encroaching into the core area of the Cumberland Community Improvement District (CCID).

Sill, almost three quarters of the lower end of the planning area, from approximately Terrell Mill Road south, is covered by the CCID. The CCID was Georgia's first Community Improvement District (CID) established by business leaders in 1988 to improve access to Atlanta's northwest market.

The CCID is a public-private partnership driven by the area's commercial property owners, who pay an additional five mills of property taxes to help fund roads, trails, streetscapes, alternative commutes, plans and studies within the CID. Over the last 20 years, the CCID has leveraged multiple millions of dollars into potential billions in projects that are completed, under construction or slated for construction.

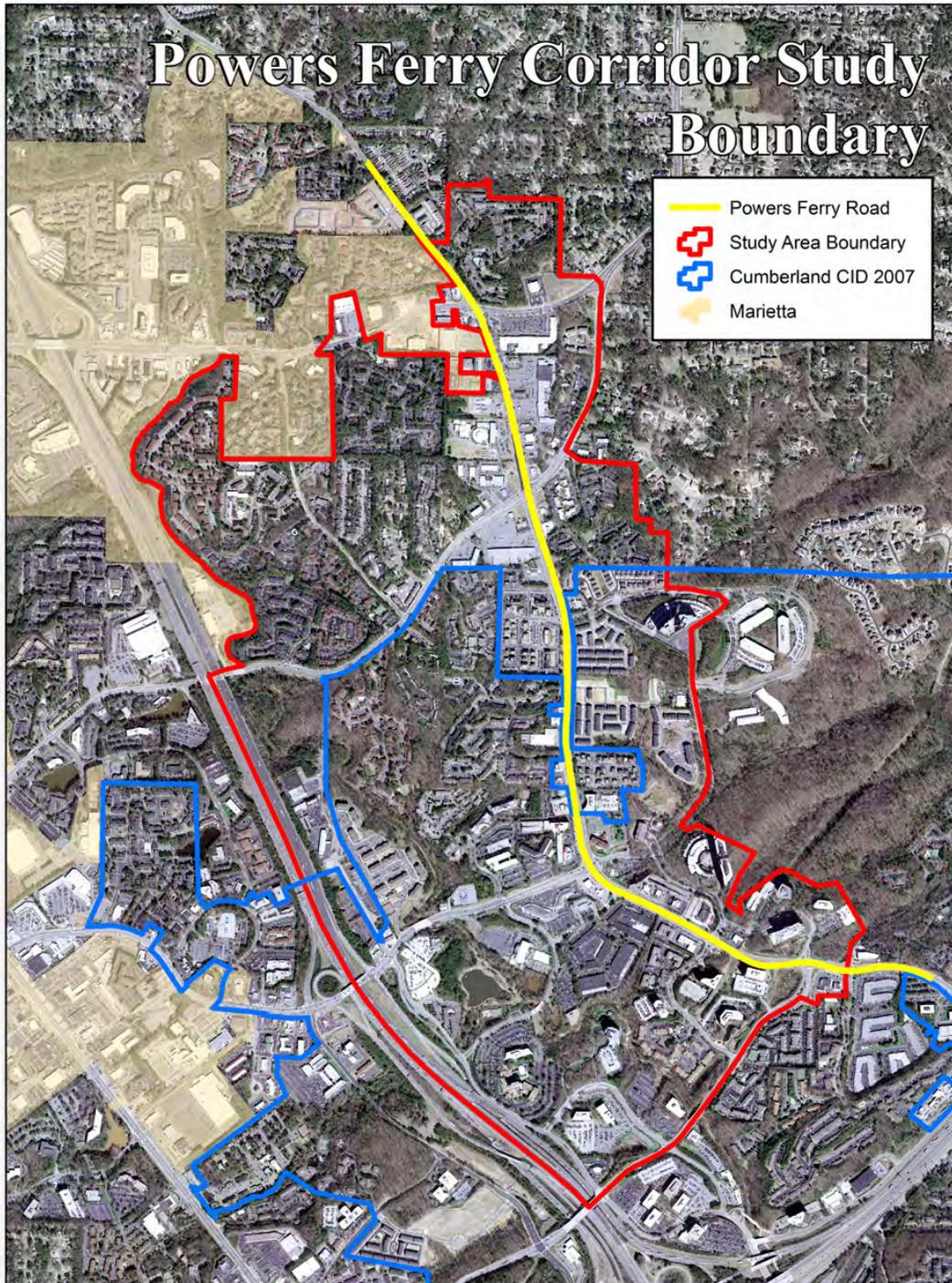


Figure 3

### II.D Planning Process

The Planning Division of Cobb County Community Development was asked to guide the Powers Ferry Master Plan process through various stages that included, data gathering, analysis, public involvement, master plan development, and document creation. The study was completed over the course of 10 months, beginning in May of 2009 and ending in January of 2010. Planning Division staff took a four level approach toward guidance for the development of the plan. These four approaches formulated our public involvement strategy. The first level was focus group sessions with key residents and business representatives. The second level was the Project Management Team, consisting of staff from Cobb County Community Development, Cobb County Department of Transportation, Cobb County Economic Development, Cobb County Water Department and the Cobb County Chamber of Commerce. The third level consisted of 18 Stakeholders with various interests throughout the study area and the fourth level included the general public, which were actively involved in the planning process.

Planning Process	2009								2010
	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.
Existing Conditions Research and Market Analysis									
Public Participation Process									
Development of Final Report									

Figure 4

Development for the Powers Ferry Master Plan was organized by three broad overarching tasks. **Figure 4** is a brief description of the tasks and schedule that was followed to assure completion of the project by January 2010. A more detailed schedule can be found in Appendix A.1.

The first tasks included existing conditions, defined by on-site observations, research, and outreach to assess and determine area needs. The existing conditions phase included:

- Initial site visits to help define the community, stability, trends and changes that may affect the area (Appendix A.2)

- An in-depth analysis of the existing land use, future land use, zonings, approved developments, the quality of the natural environment, architectural value and visual interest, traffic and circulation patterns, the transit system and pedestrian amenities.



Census research coupled with Claritas estimates and projections to evaluate demographic changes within the corridor over time.

A review of existing relevant planning documents covering the study area and a review of peer communities and their approach to similar redevelopment efforts.

Conducting focus groups to gain initial thoughts and concerns regarding the future of the Powers Ferry area

The second tasks involved public outreach efforts in creating a community-driven plan. The public participation process included:

Focus Groups

Development of Master Plan website

Stakeholder Committee Meetings

Leadership Interviews

Public Meetings

The final task for the project was the development of the plan by linking information gathered from the planning process to the goals, policies and conceptual master plan. It is at this stage that a community vision was created as well as an implementation strategy to guide and track the progress of the plan's components.

Formation of guiding principles

Development of vision, goals, policies and conceptual master plan map

Creation of the Implementation Strategy

A Final Powers Ferry Master Plan

The intention of these efforts is to create a collective vision for the future of the Powers Ferry corridor and an action plan that addresses the needs of the residents, businesses, and property owners to help reverse potential deterioration along the corridor. Through this process it is expected that a new future will result for the Powers Ferry Road community, a future that includes redevelopment and revitalization.

## **II.E Public Participation**

Engaging the public is one of the most essential steps in creating a vision and action plan. It is the inclusive, public participatory process that allows for the forging of broad public consensus on key community goals that reflect the needs and desires of the community. The Powers Ferry Corridor Study provided several venues for participation through Focus Group discussions, the formation of a Stakeholder group, Leadership interviews, and 3 public meetings over the course of 4 months. Additionally, a project website was developed to inform interested parties on upcoming meetings and to provide presentations and meeting summaries for those who were not able to attend the public gatherings. There was also a comment form for submitting comments via the internet.

### Focus Group

At the outset of the project, the Planning Division staff conducted three focus group sessions with six key residences and business owners who were appointed by District 2 Commissioner Bob Ott. The purpose of the focus group sessions was to garner initial thoughts on the corridor and ideas on ways to enhance the Powers Ferry community. The first session was geared toward the generalities of the Powers Ferry Corridor by looking at the broad components of planning and issuing questions related to the advantages and disadvantages of the study area. The second focus group session highlighted more specific issues of land use and transportation by pointing out concerns on maps to assist in understanding not only what the issues are but where they are. The final focus group session was a brainstorming event discussing and gathering thoughts on a Powers Ferry vision as well as goals and action items that could be suggested to accomplish a better quality of life for current and future residents and business owners of Power Ferry. Results from these sessions can be found in Appendix A.3.

### Stakeholder Group

Upon the completion of the Focus Group sessions a Stakeholder Committee was established and consisted of 18 appointed citizens with various backgrounds including Property owners, Business owners, Residents, Developers, representatives from civic organizations, Cobb County School System and a neighborhood liaison from the Brazilian community.

The prime objective for the Powers Ferry Stakeholder committee was to generate and evaluate ideas. The committee reviewed and recommended changes to information regarding the Powers Ferry Plan. This included offering ideas and recommendations on public presentations, the vision, goals, and implementation items and assisted in the public outreach effort. The Powers Ferry Stakeholder Committee met 3 times during the public participation phase of the study and then one last time to review the draft vision, goals, policies and implementation strategy. Names and interest are listed below in **Figure 5**.

<b>Stakeholder Committee for Powers Ferry Master Plan</b>	
<b>Name</b>	<b>Interest</b>
James Beak	Real Estate/Developer
Tom Boland	Cumberland CID/Cobb Chamber of Commerce
Bill Carver	Resident
Tricia Clements	Resident
Erik Jacobson	Resident
Linda Karlo	Business Owner / Resident
Jim Lavallo	Real Estate/Commercial Property Owner
Richard Massicott	Business
Ed Ogletree	Real Estate/Developer
Christane Castilho Pope	Brazilian Community/Community Relations Board
Dr. Amanda Richie	Cobb County School System
Calvin Rhodes	Terrill Mill Community Association / Resident
Woody Snell	Developer
Magaret Stagmeir	Multi-Family Property Owner
Peter Tennis	Real Estate/Commercial Property Owner
Mike Voegtle	Business
Don Walter	Multi-Family Property Owner
David Wyatt	Business (Publix)

**Figure 5**

### Leadership Interviews

Another informational gathering exercise was conducting leadership interviews. Staff interviewed elected officials, appointed officials and key county personnel to ascertain their thoughts on the existing state of the Powers Ferry corridor as well as to gain insight into what their expectations are for the future of corridor. Notable outcomes from these interviews revolved mostly around potential policies that could be established to incentivize residential and commercial redevelopment and infrastructure improvements

along the corridor to improve traffic congestion and provide other modes of transportation.



### Public Meetings

The community input process was augmented by three open public meetings as forums to discuss various aspects of the Powers Ferry Road area. All three meetings were advertised through the project website, business cards, fliers, road signs and Stakeholders. Minutes from the Public Meetings can be found in Appendix A.4.

A Public Kick-Off meeting was held on July 20, 2009 at Brumby Elementary School. 103 participants watched as the Planning Division team presented existing conditions analysis and findings. Following the presentation attendees asked questions and offered feedback through break-out sessions on the positive and negative aspects of the corridor as well as opportunities on future growth and quality of life objectives to move forward in the community vision.

A Design Charrette was held on August 24, 2009 at Brumby Elementary School that attracted 125 participants. After a brief overview of the findings from the previous meeting, the audience was split into 5 groups for a “hands on” interactive design forum for collaboration on developing a conceptual map that would provide a visual representation of the community vision for the Powers Ferry Master Plan. A community participant from each of the five groups was chosen to present the scenarios and discuss concepts with the rest of the participants at the end of the session. This allowed all participants to hear the ideas being formulated by the community.

On October 6, 2009 the Powers Ferry community gathered at Brumby Elementary school for the final public meeting. The “Open House” style meeting provided another opportunity for public input on all aspects of the plan including the recommended community vision, goals, policies, and conceptual master plan map. There were 62 participants that focused on the presentation and walked the room viewing displays and maps. Following the meeting the presented material was added to the Powers Ferry Master Plan website to gain additional feedback from the public.



### **III. Existing Conditions**

The purpose of this section is to document the existing conditions of the study area, including a review of other planning documents associated with this area of the county demographics, land use patterns, transportation networks, housing, crime, community facilities, parks and open space and undeveloped land. The existing conditions analysis is intended to provide a snapshot of what the Powers Ferry corridor is today. Data collected from a variety of sources provides the foundation and illustrates the point from which our planning efforts begin.

In the early 1970's the Powers Ferry corridor was still forest and agricultural fields with sporadic development. What little was built during this time was concentrated mostly along or near access points to Interstate 75 and 285. Apartments, hotel/motels and some office uses were just starting to urbanize this region of Cobb County due to the recently built interstate system and Brumby Elementary School. Despite the growth along the freeway system, development for the most part, had not infiltrated the forest, open agricultural fields and farm houses that still existed along Powers Ferry Road. Ironically, during the early 70's Cobb County adopted its first Zoning Ordinance as a response to the expected growth for the foreseeable future.

Fast forward to almost 40 years and other than a few parcels, the Powers Ferry corridor is completely built out. As part of an exurban community that was once rural then suburban, this region has now been encompassed by progress due in large part by an explosive growth spurt during the 1980's and 1990's. The Powers Ferry corridor is part of one of the top job centers in metro Atlanta, which is home to several national and international business headquarters.



### **III.A Previous Planning Studies & Peer Community Review**

Different sections of the Powers Ferry Master Plan have been the subject of numerous planning studies over the last 10 years. In addition to the County’s overall 2030 Comprehensive Plan and Comprehensive Transportation Plan (CTP), most of the sub-area plans were conducted by the Cumberland CID and concentrated in the southern tier of the study boundary. The northern part of the study area has garnered less attention but was incorporated into planning initiatives conducted in a joint effort by the City of Marietta and Cobb County. The purpose of this master planning effort is not to replicate prior studies, but to instead build upon them and provide the community with a policy manual to guide future development and redevelopment within the Powers Ferry corridor.

#### **Previous Planning Studies**

These earlier studies have provided important insights into the desires of the community and have influenced planning recommendations within this Master Plan. These studies and reports include the following:

#### Comprehensive Plans

##### *Cobb County 2030 Comprehensive Plan*

The 2030 Comprehensive Plan is a policy document that assists decision-making and administrative actions in an effort to guide Cobb County as whole towards the community’s preferred future. It includes Character Areas, Future Land Use Map, Policies and an Implementation Program to achieve the goals.

The Character Areas and Future Land Use Map will be mentioned later in this document. The Policies provide the framework for moving the County into the next 30 years. There are multiple policies identified in the County’s Comprehensive Plan that are essential to the development of this plan. Below are just a few that are highlighted.



Policy 1.2 - Increase the economic vitality of underserved areas through programs and incentives

Policy 1.17 – Identify blighted and deteriorating neighborhoods and promote the revitalization and/or redevelopment of these areas.



Policy 1.18 – Promote smart growth policies and encourage the creative design of residential developments that meet the needs of the human and natural environment.

Policy 2.3 - Encourage adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.

Policy 2.14 - Promote the construction of mixed-use developments in appropriate areas.

Policy 2.15 – Promote the creation of community gathering spaces.

Policy 3.1 - Work with various organizations to market Cobb County's strengths and its quality of life, in order to attract new businesses and retain existing businesses.

Policy 4.6 - Promote revitalization or redevelopment of declining residential areas through economic incentives, code changes, and/or land use changes.

Policy 4.11 - Collaborate with the Cobb County Schools to improve non-vehicular travel in areas surrounding schools.

Policy 4.14 - Sustain partnerships between local school system administrative staffs and county staff regarding education and population growth issues.

Policy 6.6 - Encourage the development of multi-use greenways in flood plains and easements to allow for the maintenance of natural open space while accommodating citizens needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams for low intensity recreation.

Policy 7.6 - Promote transportation alternatives such as transit, bicycle facilities, pedestrian infrastructure, car pooling, and other forms of alternative modes of travel.

Policy 7.10 – Promote land use transportation linkages to ensure an adequate transportation system for anticipated future populations and their corresponding travel behaviors.

Policy 9.6 - Promote home ownership initiatives as a means to build community support, pride, and expand housing choices for individuals.

Policy 10.1 - Encourage diverse citizen participation in transportation and land use planning processes.



*Cobb County Comprehensive Transportation Plan (CTP)*

The CTP serves as the strategy for transportation investments over the next 25 years. It is a long-range, comprehensive plan that is multimodal in nature and integrally linked to the land use plan developed by the County and its incorporated neighbors. The CTP includes recommended projects and policies for the entire County to be implemented over the lifetime of the CTP. The Programmed and Recommendation improvements below pertain to projects listed within the Powers Ferry Study area.

Recommended from CTP

**Roadway Capacity Improvements**

Delk Road – Cobb Parkway to Powers Ferry Road – Widen to 6 – 8 lanes.

**Transit**

Circulator shuttles in Cumberland/Galleria

**Multi Use Trails**

Rottenwood Creek Trail – Bob Callan Trail Phase II

Programmed from CTP

**Roadway Capacity Improvements**

Delk Road – I-75 to Powers Ferry Road – Widen 6 lane divided

Powers Ferry Road – Delk Road to Terrell Mill Road – Widen 6 lane divided

Leland Drive Extension – Northern terminus to Terrell Mill Road – New 2 lane roadway

**Operational Intersection Improvements**

Windy Hill Road at I-75 – Congestion relief intersection improvements

Windy Hill Road (EB) at Powers Ferry Road (NB) – Congestion relief

Sub-Area Plans

*Franklin/Delk Livable Centers Initiative (LCI) Study and 5 year update*

The Delk Transit Oriented Development (TOD) LCI study was a joint planning collaboration between the City of Marietta and Cobb County that was approved in early 2005. The purpose for the study was to determine if the previously proposed I-75 Bus Rapid Transit (BRT) station that was planned for the Delk Road area can stimulate revitalization surrounding the station. Since the study was approved, the proposed BRT transit system plans have been shelved indefinitely, because it was never approved by the Federal Transit Authority due to differences in data results, and have substantially altered the initial goals and objectives of the original plan. Consequently, the City of Marietta has completed a 5 year update to the plan that is now known as the Franklin/Delk LCI Study, thus repositioning and revising the vision, goals and initiatives for the community. This revision removes the redevelopment focus of the BRT line and develops scenarios based upon recruitment of green technology industries. The Powers Ferry Master Plan will serve as the update and re-imagination for the unincorporated portion of the Franklin/Delk LCI.



Below are new local initiatives that are listed in the LCI study as under development.

**Global Green Technology Corridor** – Is an innovative effort utilizing renewable energy technologies to revitalize the Franklin Road corridor by taking advantage of existing businesses and higher learning institutions in the area. This serves as a focal point of the Marietta portion of the updated Franklin/Delk LCI.

**Opportunity Zones** – Is a Job Tax Credit initiative offered by the Georgia Department of Community Affairs to Local Governments which undertake redevelopment and revitalization efforts that are in decline, suffer from disinvestment and are in need of redevelopment and revitalization. To be eligible for the tax credit program, the Opportunity Zone must be contained within block groups with a poverty rate of 15% or block groups that are adjacent to block groups with a poverty rate of 15% or greater.

If areas meet criteria for designation they will qualify for the following incentives: Maximum state Job Tax Credit of \$3,500 per newly created job, the lowest job creation threshold (2 jobs) of any tax credit program, and the use of Job Tax Credit against 100% of income tax liability and payroll withholding.

**New Market Tax Credits (NMTC)**– The purpose of the program is to increase investment capital available to business and economic development programs in low-income communities and areas that have poor access to debt and equity capital. Each year, the NMTC program offers a seven-year, 39 percent federal tax credit for Qualified Equity Investments (QEI) made through investment vehicles known as Community Development Entities (CDE).

Other Transportation initiatives within the Franklin/Delk LCI pertinent to the Powers Ferry Master Plan are listed below:

Delk Road Medians: from I-75 to Powers Ferry Road

Rottenwood Creek Multi-use Trail Phase 1: from Terrell Mill to I-75

Powers Ferry Road Multi-use Trail: from South Marietta Parkway (SR 120) to Terrell Mill Road

Delk Road at Powers Ferry Road Pedestrian Signal Upgrades

Delk Road at Powers Ferry Road intersection improvements



### *Northeast Corridor Transportation Plan*

The Northeast Corridor Transportation Master Plan was an action plan that comprehensively addressed commercial and residential mobility and accessibility needs within the northeast corridor of the Cumberland CID. The following recommendations are included below:

#### **Land Use**

The plan recommends transit-based town center type areas along Powers Ferry Road, including Powers Ferry Road at Terrell Mill Road, with an emphasis on a concentration of commercial uses in a well-defined area at the core, mixing uses within a single site and building, reducing building setbacks, concealing surface parking, providing on-street parking and improving pedestrian connections.

New redevelopment efforts should focus on the older, multi-family residential uses and include a mix of owner and rental units for the older apartment complexes.

Conversion of commercial property to residential is the recommended scenario for the commercial uses on the east side of Powers Ferry, south of Windy Hill Road.

Small Lot Single-Family housing is recommended, specifically within portions of Wildwood.

Transfer of Development Rights was mentioned in the Northeast Corridor Transportation Plan as way to preserve open space and promote higher densities in desirable locations within the CID

#### **Transportation**

##### High-priority projects

Terrell Mill realignment at Delk Road

Terrell Mill Road at Paper Mill Road intersection improvements

Terrell Mill Road at Lower Roswell Road intersection improvements

Lower Roswell Road at Old Canton Road

##### Short-term projects

Powers Ferry Road at Delk Road intersection improvements

Powers Ferry Road at Interstate North Parkway

##### Long-term projects

Powers Ferry Road improvements from Terrell Mill Road to Delk Road

Grade separation at Wildwood Parkway to the I-75 interchange with Windy Hill Road (to be planned as part of the Windy Hill Road at I-75 interchange improvement project)



### *Blueprint Cumberland Strategic Plan*

The Blueprint Cumberland Strategic Plan, more commonly known as Blueprint Cumberland, is a Cumberland LCI Plan sponsored by The Atlanta Regional Commission, The Cumberland Community Improvement District (CID) and the Cumberland Transportation Network (CTN). Blueprint Cumberland provides a framework and roadmap for urbanizing the core of the Cumberland area into a more livable, walkable, sustainable and aesthetically pleasing environment and includes urban design standards and streetscape options.

The primary focus of the plan is concentrated in the core of the CID. However, parts of the CID that stretch up and into the Powers Ferry Corridor are represented within the Blueprint Cumberland Study Area. The study area is the subject of detailed recommendations for future land use and possible rezoning recommendations through the Supplemental Housing Study conducted in 2003.

Through the Supplemental Housing Study, development opportunities and design standards were set to help create a better balance between jobs and housing, and shift the focus to allowing redevelopment of rental apartments to a mix of for-sale and rental housing.

### *Blueprint Cumberland II*

Blueprint Cumberland II is an extension of the Blueprint Cumberland Strategic Plan in 2001 and the Supplemental Housing Study conducted in 2003. The intent of Blueprint Cumberland II is to update the original plan and formulate new goals based on current conditions and market trends and develop a strategic plan to address the reformulated goals.

Due to the diverse geographic area within the Blueprint II planning boundaries, the area was separated into “Areas of Influence” and the “Core Area”. The envisioned heart of the CCID is the “Core Area”, which is the subject of detailed analysis and is influenced the most by the plans recommendations. The “Core Area” does not extend into the Powers Ferry Master Plan study boundary. As way to provide a voice for adjacent stakeholders that will be affected by the plan the most an “Area of Influence” was established. This area represents the broadest geographic area of the study and overlaps the southern portion of the Powers Ferry Master Plan study area south of Windy Hill Road.

After conceptualizing three master plan scenarios a recommended Master Plan, concentrated within the Core Area of the Plan, was developed. Some of the key recommendations from the Blueprint Cumberland II plan include:

Focal Point within Core Area

Mixed-Use districts throughout sub-areas as defined by the plan



Additional vehicular and pedestrian connections within the area

Offer other transportation choices and incorporate traffic initiatives to provide a safer pedestrian environment (i.e. traffic calming measures, landscaped medians, paved intersections and improved crosswalks)

Other key recommendations from the plan that represent issues that will remain a continued concern to the CCID include:

Expanding Blueprint Cumberland II to cover area outside of the Core Area and within the CCID boundaries

A joint planning study with the City of Sandy Springs and the Fulton Perimeter CID, as an expansion of Blueprint Cumberland II, to determine the long-term transportation needs

To facilitate greater mobility for pedestrians, create a Pedestrian Mobility Action Plan

Establishing a physical identity for the Cumberland/Galleria community

As large parcels are redeveloped, promote the creation of street grids for improved mobility

Create transit service within CCID

Promote development and redevelopment of mixed-use and residential housing to improve the jobs-to-housing balance

#### *Powers Ferry Road / Windy Hill Road Streetscape Improvements*

The Cumberland Community Improvement District, with assistance from a consultant service has initiated a formulation of design and construction drawing project for Powers Ferry Road and the Windy Hill Road Corridor. The project scope includes streetscape design elements along Powers Ferry Road from Windy Ridge Parkway to Terrell Mill Road and along Windy Hill Road from Spectrum Circle/Interstate North Parkway to Powers Ferry Road. Streetscape elements to be designed and engineered are as follows:

Corner treatments with ADA ramps and stamped crosswalks provided at 4 intersections.

Decorative Mast Arm Traffic Signals at all intersections per CCID standard



Upgrade up to 125' of concrete median to be planted with street trees (South of Balearic Drive).

Upgrade up to two concrete pedestrian refuge islands to be planted (at Terrell Mill and at Windy Hill)

Street lighting at 225' on center with pedestrian lighting at 75' on center where possible using the selected CCID standard

Street trees at 50' on center, where possible, along both sides of the corridor.

Street furniture at appropriate locations per CCID standard

### **Peer Communities Review**

As part of the process of developing the Powers Ferry Master Plan, Community Development Planning Division staff reviewed planning documents from local, regional, and national communities, which are similar in nature to the Powers Ferry area and area facing similar issues. The purpose of these “peer community” reviews is to determine the most successful and least successful tools that can be used to assist with redevelopment. The three communities chosen for review include: the Perimeter CID in metropolitan Atlanta, Tysons Corner in Fairfax County, VA (in suburban Washington DC); and the City of Fort Lauderdale, FL (in the Miami metropolitan area).

### **Perimeter CID**

The Perimeter CID in Fulton and DeKalb County, GA is a successful satellite city much like the Cumberland CID. This area is a regional employment, retail, and service hub with a high concentration of professional office and medical uses. The area has high density residential uses at the core of the community that transitions to lower density residential communities such as Dunwoody and Sandy Springs at the periphery. One of the major differences between the areas is the presence of MARTA transit system which provides heavy rail mass transportation solutions to connect the Perimeter area with Buckhead, Midtown, and Downtown Atlanta. Another major difference is in funding. The Perimeter CID, much like the Cumberland CID can leverage funds to assist with the implementation of transportation alternatives and solutions to assist the area's growth. These funds will not be able to be leveraged in the Powers Ferry area that is out of the CID boundary.

The Perimeter CID is a good example to use because they have recently updated their LCI study which will provide a reliable resource for determining successful tools that they have implemented to assist in creating change in this area. Some of the successful solutions dealing with the core area and the transitions areas are as follows:

- Shuttle circulator service for residents, shoppers, and employers in the area to connect MARTA rail station with surrounding uses;
- Streetscape Improvements along major corridors;
- Intersection improvements to improve traffic mobility;
- Flyover bridge to assist with north-south connectivity;
- Creating new streets to formulate a grid system as part of the redevelopment of large parcels;
- Pedestrian connections at the Perimeter Mall;
- Sidewalk installations;
- On street bike lanes;
- Off street bicycle & pedestrian facilities;
- Open space protection and new park creation; and
- Zoning Overlay District between Fulton and DeKalb County to merge development opportunities and create the same rules regardless of jurisdiction.

### **Tysons Corner**

Tysons Corner is very similar to the Cumberland Area in that represents a shift in growth patterns over the last forty years that saw a shift from the traditional downtown expansion growth model of office and retail into more of the satellite city model. Many of these satellite cities were created at major transportation crossroads that supplied large volumes of traffic and provided convenient locations for new commercial ventures. These satellite cities are now maturing and are becoming more and more urban over time. They bring an urban environment out to their suburban area taking on more of the personality of their metropolitan hubs. Like the Perimeter CID, Tysons Corner is connected to regional rail mass transit, which assists with connecting it to the workforce and activity centers of the larger Washington DC region. Also, Tysons Corner, much like the Cumberland and Perimeter CIDs, can leverage funds to assist with the implementation of transportation alternatives and solutions to assist the area's growth. These funds will not be able to be leveraged in the Powers Ferry area that is out of the CID boundary.

The Tysons Corner Plan “Transforming Tysons” is a master planning document that provides for more urban type development around its four rail transit stops with a transitioning of land uses and transportation options around its periphery. Some of the recommendations from these transition areas include the following:

- Additional public facilities to meet the needs of the growing residential community;
- Increased FAR for transitioning/underutilized retail areas with additional height limitations to provide the scale necessary for redevelopment without negatively impacting surrounding residential property owners;
- Circulator service to provide another form of transportation alternatives;

- Leverage redevelopment of properties to secure ROW for transportation improvements when increased density or FAR is allowed;
- Encourage parcel consolidation as part of redevelopment to assist in improving transportation mobility while increasing intensity;
- Increased density at existing deteriorating apartment communities by increasing densities from 8-12 units per acre to 20-30 units per acre;
- Protect neighboring stable residential uses through the use of screening, landscape buffers, improved building design, noise attenuation, and building height transitions;
- Development of a Building Height Concept scenario that provides recommendations on building heights in different areas of Tysons Corner;
- Development of a Tiered Intensity Concept that provides recommendations on FAR in different areas of Tysons Corner;
- Development of street type guidelines depending on the type of street and function of the street;
- Develop a Zoning Overlay District that is distinct to Tysons Corner;
- Develop urban development, infrastructure, and standards to assist in building an urban environment that is different from the general suburban standards required in other areas of Fairfax County while also balancing the needs of transit, walking, bikes, and cars;
- Create design guidelines that recognize the difference of each district within Tysons Corner so that it does not become homogenous through the use of Character Zones; and
- Requirement for transportation studies with all new developments to assist in improving mobility in the corridor.

### **City of Fort Lauderdale, FL**

The City of Fort Lauderdale, FL is a urban/suburban area in metropolitan Miami. They have recently conducted a Urban Design Plan for North US 1. The plan was created due to the changing nature of the corridor from a suburban commercial oriented high-speed arterial to an urban street with a mixture of uses that needs to meet the needs of a variety of functions. The plan separates the roadway into a variety of nodal points and determines the appropriate building threshold for each of the sub-markets. It then established circulation patterns, site standards, character areas, design guidelines, and develops an implementation plan to bring it all to fruition. The implementation plan contains the following:

- Adopt new zoning code to enforce design guidelines;
- Adjust zoning code and comprehensive plan to add additional commercial depth to commercial corridors to assist with redevelopment;
- Develop improved transit options;
- Increase pedestrian infrastructure and expand right-of-way;

- Define signage, landscaping, and architectural requirements for character areas;
- Develop specific plans for unique sites or intersections;
- Develop on-site cross access easements;
- Consider a Interdistrict Corridor Maintenance Program; and
- Develop tax incentives for improvements on existing properties.

### **III.B Demographics**

#### Population

Population estimates as well as projections were collected over a 3 mile radius from the intersection of Terrell Mill Road and Powers Ferry Road. The 3 mile radius includes the entire study area and roughly a mile outside the study area. Parts of the containment area include Fulton County and the City of Atlanta.

Claritas, a market research firm, provided the population figures and shows that according to the 1990 Census there were 63,460 people inside the 3 mile ring. By 2000 the population had grown to 74,355 and in 2009 it is estimated that 75,646 people reside in the area. Over the next 5 years to 2014, according to Claritas the population will grow to 77,701.

<b>Population</b>	<b>0-3 miles</b>
1990	63,460
2000	74,355
2009 Estimate	75,646
2014 Projection	77,701

**Figure 6**

Most of the growth inside the 3 mile radius occurred between 1990 and 2000. The population during that 10 year span grew by 17%. However, in almost the same time frame from 2000 to 2009 the population growth slowed to only 1.74%. Over the next 5 years growth within the Powers Ferry corridor area is expected to eclipse the last 9 years with a projected growth of 2.72%.

<b>Population Growth</b>	<b>0-3 miles</b>
Growth 1990-2000	2.72%
Estimated Growth 2000-2009	1.74%
Projected Growth 2009-2014	2.72%

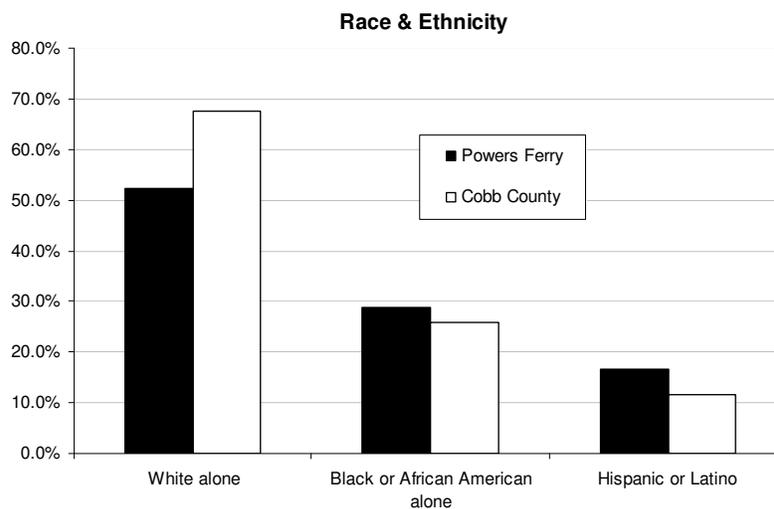
**Figure 7**

#### Race & Ethnicity

The Powers Ferry Road community has been known to be one of the more diverse areas of Cobb County. Based on the 2009 estimates from Claritas, the race make up of the Powers Ferry area, when compared to Cobb County, shows the diversity of the region.

The majority of the demographic study area population is 52% white compared to the county's 68% of the same race. Blacks or African Americans make up 29% of the population, while they only represent 26% of the county. The most significant finding was the 16.6 % Latino within the 3 mile radius compared to the county's 12%. The fact that there are fewer whites and more minority groups representing the population shows there is a level of multiculturalism going on within the area.

A large part of the Latino community in the Powers Ferry area is Brazilian. According to the Global Atlanta Snapshots publication put out by the Atlanta Regional Commission (ARC), Cobb County is home to the largest population of Brazilians, with 1,813 (2000 Census Data on Foreign-Born Population by Region, Country or Area of Birth). Of the 1,813 the majority reside in census tracts 304.06, 304.05 and 303.21, which overlaps the Powers Ferry Study Area.



**Figure 8**

### Age

One of the more important dimensions of the population as it relates to servicing needs of the community is age of the population. **Figure 9** breaks down the population by age groups and shows that the majority are in the prime of their life between 25 and 45 years of age. When compared to the county, the Powers Ferry area has a much larger share of a younger population, with fewer children and less “baby boomers” and elderly. This can be partly contribute to the the area’s location within a more urban environment, which is a more desirable development pattern for younger individuals.

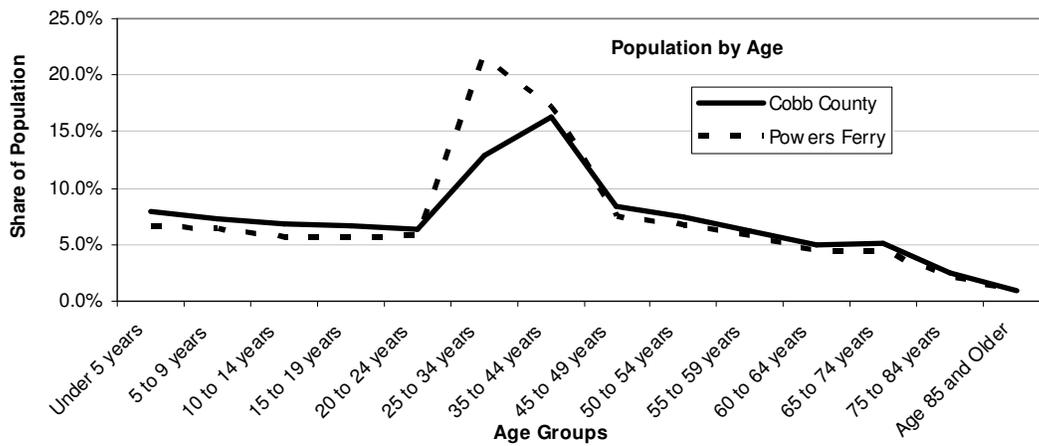


Figure 9

### III.C Land Use

#### Character Areas

The Powers Ferry study area contains really three distinct character areas according to the Character Area Map within the 2030 Comprehensive Plan. Most of the northwestern part of the study area is considered Suburban Residential due to the mostly residential uses in the area. The commercial activity node along Powers Ferry between Delk Road and Wildwood Parkway has been identified as a corridor character because of the “strip” nature of the commercial activity. Approximately three quarters of the southern part of the study area is considered Urban Center on the Character Area map. These areas contain a concentration of high intensity office and commercial uses.

#### Existing Land Use

According to **Figure 10**, just over half of the existing land use (51.3%) is residential and can be found almost exclusively within the northern two thirds of the study area. The most prevalent type of residential is multi-family followed by attached townhome communities and a very small area of single family detached housing. The 2<sup>nd</sup> most dominant use is commercial which makes up 40% of the existing uses. Most of the commercial can be found in the southern portion of the study area and along both sides of Powers Ferry Road. The most common type of commercial is office which is concentrated mostly south of Windy Hill Road between Powers Ferry and I-75. Retail is the 2<sup>nd</sup> most dominant type of existing commercial use and makes up most of the uses along both sides of Powers Ferry Road. Some less frequent uses are civic/government institutions or utility uses. There are still pockets of undeveloped lands, primarily in the southern section of the corridor, with the exception of a large contiguous area of county owned open space adjacent to I-75 on the south side of Terrell Mill Road.

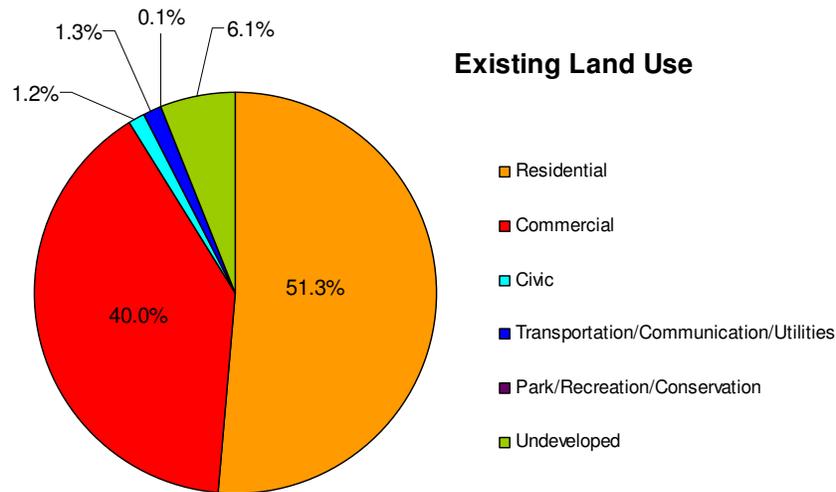


Figure 10

### Future Land Use

The 2030 Cobb County Comprehensive Plan is a general guide and policy document that includes desired future land uses to assist planning decisions within the community. The future land use section of the comprehensive plan defines a broad spectrum of future uses and includes guidelines and allowable zonings within each Future Land Use designation.

The most prevalent future land use in the corridor is the Regional Activity Center (RAC), which makes up most of the southern half of the entire study area, according to **Figure 11**. The purpose of the Regional Activity Center is to provide for areas that can support a high intensity of development, which serves a regional market. Typical uses include high rise offices, urban commercial and dense residential development, all of which can currently be found within this area of Cobb County.

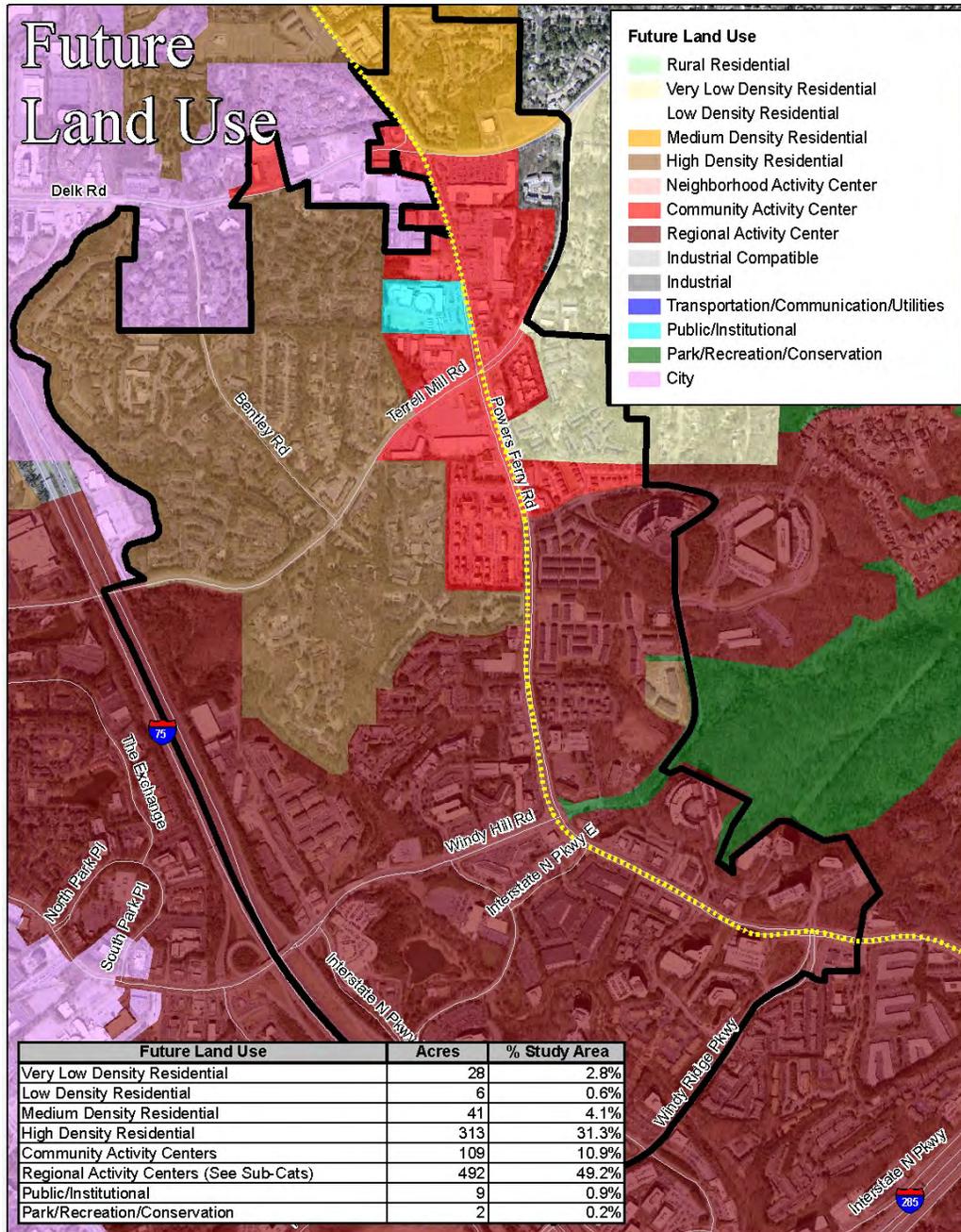


Figure 11

In 1994 the Board adopted Sub-area classifications to the RAC (**Figure 12**) with the intent to optimize the use of land and encourage development in the most appropriate locations, which were determined by several factors, such as carrying capacity, access considerations, compatibility with adjacent uses and suitability to scale and market potential. The sub area classifications are intentionally broad to provide flexibility for growth within the RAC.

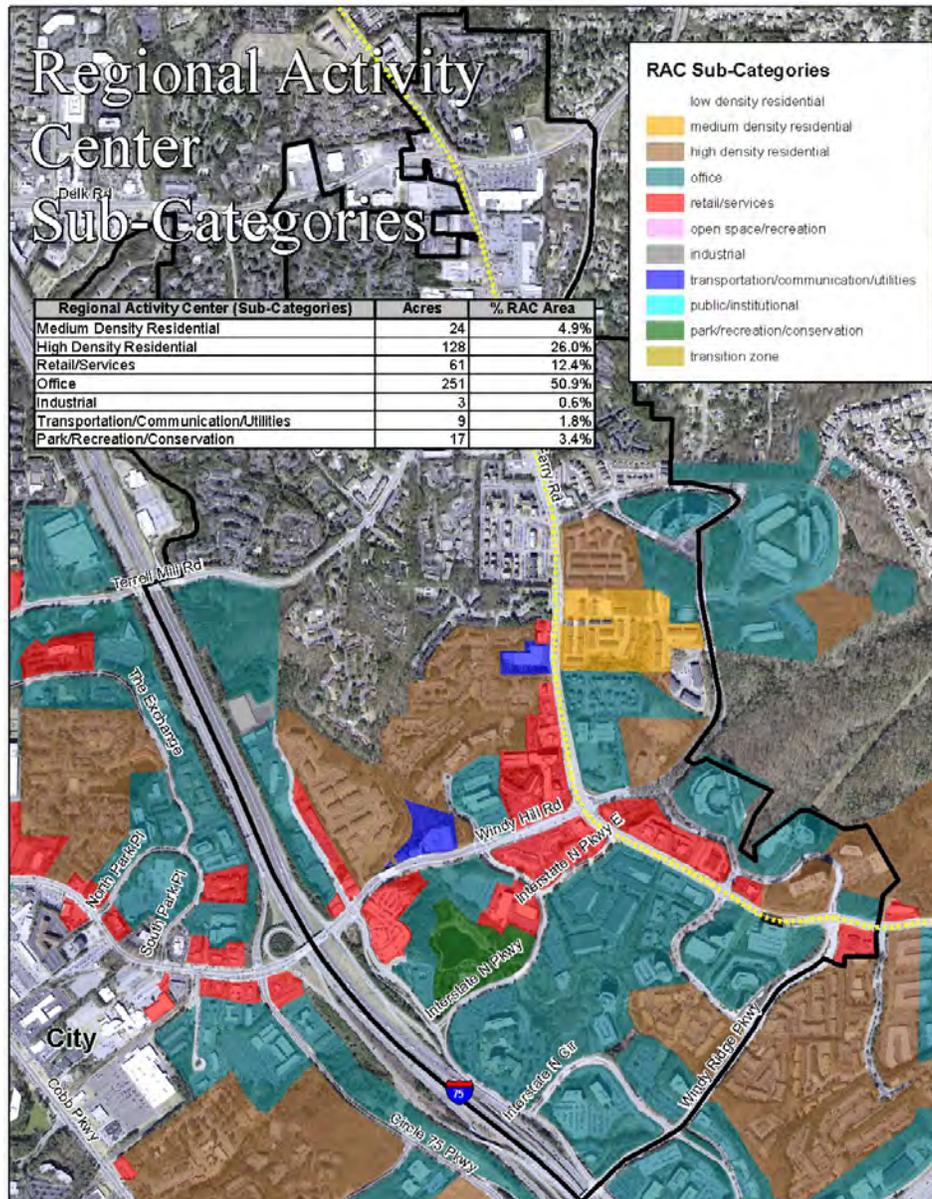


Figure 12



The next most notable future use is High Density Residential (HDR). Approximately 31% of the future land uses within the study boundary is marked for a higher dense housing product. Along Bentley Road north of Terrell Mill Road and south of Delk Road contains the highest concentration of HDR properties, which provides for residential uses between 5 and 12 units per acre.

Community Activity Center (CAC), which stretches along Powers Ferry Road on both sides of the roadway and along Windy Hill Road, makes up about 11% of the future land use in the Powers Ferry community. The CAC provides for areas that can meet the needs of several neighborhoods or communities. It is less intense than the RAC and does not include the sub-categories or the flexibility of the RAC. Some of the typical land uses suggested within the CAC include low to medium intensity office, retail and commercial services. There is a limit to building heights and, the floor area ratios for both office and retail are significantly less than the RAC.

Some of the other less frequent future use designations but just as important is Medium Density Residential (MDR), which can be found at the northeast corner of Delk Road and Powers Ferry Road. The Very Low Density Residential (VLDR) designation on the east side of Powers Ferry road between Terrell Mill and Wildwood Parkway is an unusual future land use category within such an urban environment. A small pocket of Low Density Residential (LDR) can be found on the corner of Delk Road and Terrell Mill Road and Public Institutional (PI) which provides for government and institutional uses, can be found at the current location of Brumby Elementary.

One of the more important quality of life designations is the Park/Recreation/Conservation (PRC) future use. There is only 2 acres within our study area designated for PRC. However, just outside the boundaries of the study area, is the Chattahoochee National Park (CNRA), which is a federally owned recreational area containing approximately 850 acres of natural greenspace, walking and bike trails, fishing spots, picnic areas and rafting opportunities. The CNRA is a regional draw and provides sufficient park and natural area to accommodate existing and future population growth in this area of the County.

### Zoning

While the 2030 Comprehensive Plan is a general policy document, the zoning ordinance is the legal device to carry it out. The zoning ordinance divides the community into districts, or zones and regulates land use activity by specifying permitted uses of land and the intensity or density of such uses.

The study area currently includes 23 different zoning categories, with the majority being residential zonings including 5 different types of multi-family residential and 3 types of single family residential. Office uses make up approximately 32% of the zones with the bulk being office and institutional uses followed by office high rise (OHR) and office mid



rise (OMR) districts. There are 7 different types of commercial zones making up approximately 14% of the study area. These commercial areas can be found along Powers Ferry and Windy Hill road with most of the zoning designations being general commercial (GC) or neighborhood shopping (NS). **Figure 13** is a map that shows how these zoning districts layout across the study area and **Figure 14** breaks down each zoning district by acreage and percentage of study area.

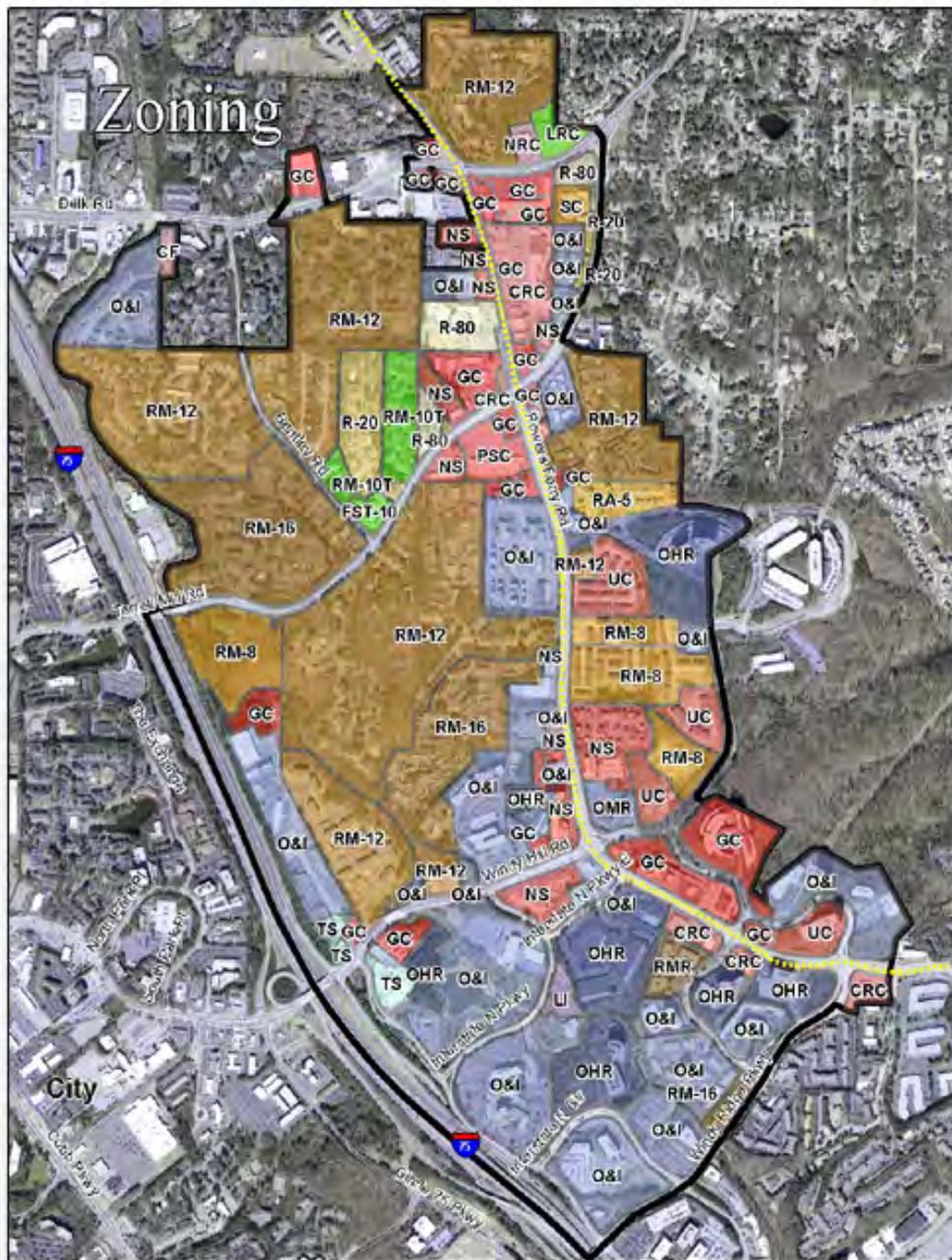


Figure 13

Use	Zoning	Acres	% Study Area
RES.	R-80 Single Family Detached	15	1.5%
	R-20 Single Family Detached	17	1.7%
	RA-5 Single Family Detached	8	0.8%
	SC	3	0.3%
	UC	29	2.9%
	FST-10 Townhomes, 10 UPA	3	0.3%
	RM-8 Multi-Family District, 8 UPA	50	5.0%
	RM-12 Multi-Family District, 12 UPA	301	29.8%
	RM-16 Multi-Family District, 16 UPA	85	8.4%
	RM-10T	13	1.3%
	RMR	6	0.6%
COM.	NRC	3	0.3%
	LRC	4	0.4%
	NS	37	3.7%
	GC	66	6.5%
	CRC	23	2.3%
	CF	2	0.2%
	PSC	7	0.7%
OFF.	O&I	239	23.7%
	OHR	83	8.2%
	OMR	5	0.5%
IND.	TS	7	0.7%
	LI	3	0.3%

Figure 14

Parks & Open Space

Cobb County operates two park facilities within 1.5 miles of the study area. Terrell Mill Park, located at the junction of Terrell Mill, Paper Mill and Old Paper Mill road, is a 25 acre active park that includes Soccer and Softball fields, a playground, picnic tables and the Terrell Mill Tennis Center. The other Cobb park facility is a par 58 golf course located on the north side of Windy Hill Road just east of the city of Smyrna.

The National Park Service operates and maintains the Chattahoochee National Recreational Area (CNRA) which is a federally owned passive park with large trees, hiking trails and forest that offers recreation and access to the Chattahoochee River. It is one in a series of parklands along a 48 mile stretch of the Chattahoochee River signed into



legislation in 1978. The CNRA offers access to the river

One of the more appealing recreational opportunities the CNRA offers are bike trails. The CNRA has the only approved mountain bike trail system in metro Atlanta. The system consists of two trails that are multi-purpose. The Cochran Shoals trail can be accessed at the Interstate North entrance and the Columns Drive entrance. The trail is 3 miles long with a flat, hard packed surface and designed for the recreational bike rider. The Sope Creek trail, which is rugged and steep in places and winds through the woods, was developed primarily for mountain bikes. The Sope Creek Trail can be accessed from the Sope Creek entrance into the CNRA.

There are two pockets of open space within the Powers Ferry study boundary totaling approximately 35 acres. One is a combination of 4 parcels equaling 18 acres owned by Cobb County adjacent to I-75 and Terrell Mill road and the other is a 17 acre privately owned natural area within the Interstate North Office Park. Rottenwood Creek with its associated floodplain and 50 foot undisturbed buffer offers linear open space through the study area and traverses the two 17 and 18 acre open space areas.



Figure 15



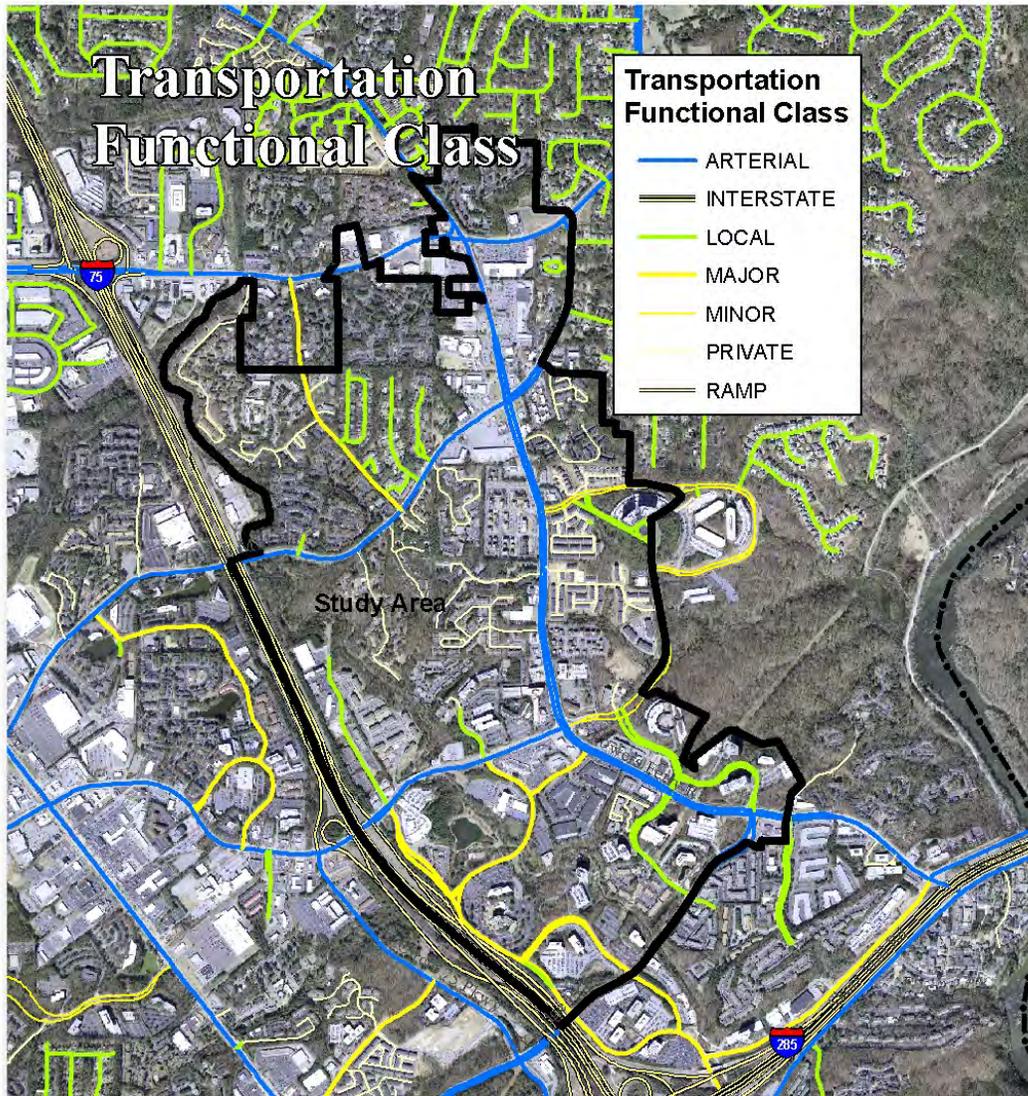
### **III.D Transportation**

#### Roadway Connectivity and Classifications

Powers Ferry Road is classified as an Arterial roadway by the Cobb County Department of Transportation and as an Urban Minor Collector Street by the Georgia Department of Transportation. Both classifications describe roadways that serve the primary purpose of carrying large volumes of vehicular traffic. It is a north-south roadway that connects Akers Mill Road to the south with South Marietta Parkway (SR 120) to the north.

The designated corridor within the study area extends between Delk Road and Windy Ridge Parkway. Powers Ferry Road consist of 4 to 5 lanes between Delk Road and Terrell Mill with a dual center turn lane that transforms to a raised concrete median at the Powers Ferry Road and Terrell Mill Road intersection. From Terrell Mill to Windy Ridge Parkway, Powers Ferry is a 6 lane median divided roadway with additional turn lanes at key intersections.

Powers Ferry Road is a key transportation corridor for moving vehicles north and south and providing the only alternate route east of Interstate 75. The study area has great east-west connectivity with Arterial roadways such as, Delk Road, Terrell Mill Road, Windy Hill Road and Windy Ridge Parkway, but lacks important north-south connectivity elements, which is the major traffic flow during peak travel times because of the residential uses in the north and the job centers to the south.



**Figure 16**

Traffic Counts and Level of Service (LOS)

There are five traffic count locations along Powers Ferry Road that were analyzed by the Department of Transportation. Three data counts were gathered along Terrell Mill Road, one along Delk Road and one along Windy Ridge Parkway. From these data points the following counts were observed.

**Powers Ferry Road**

North of Delk Road = 19,600  
 Delk Road to Terrell Mill = 24,800



Terrell Mill to Windy Hill Road = 39,800  
Windy Hill Road to Windy Ridge Parkway = 26,600  
South of Windy Ridge Parkway = 21,100

**Terrell Mill Road**

North of Delk Road = 43,900  
Delk Road to Powers Ferry Road = 27,600  
West of Powers Ferry = 17,700

**Delk Road**

Powers Ferry to Terrell Mill = 19,100

**Windy Ridge Parkway**

West of Parkwood Circle = 10,900

Counts through the study area suggest a traffic pattern that is consistent with AM/PM peak travel flow. Vehicular movement in the AM is along Terrell Mill to Powers Ferry and then along Powers Ferry to Windy Hill and from Windy Hill to Interstate 75 and just the opposite during the PM peak time.

Because of the high number of commuters traveling southbound during the AM peak hours and northbound during the PM peak hours, Powers Ferry Road has experienced some relatively low Level of Service (LOS) ratings over the last several years. The better LOS ratings (A, B, C) appear on the southern end of the corridor (at Windy Ridge Parkway), while the lower ratings (D, E, F) appear on the six-lane sections – in the northern end of the corridor (at Delk Road). Specifically, the biggest bottlenecks along the corridor are the approaches to Delk Road (LOS F), Terrell Mill Road (LOS E) and Shadowood Parkway (LOS D). A map depicting the count locations and LOS for Powers Ferry is shown in **Figure 17**.

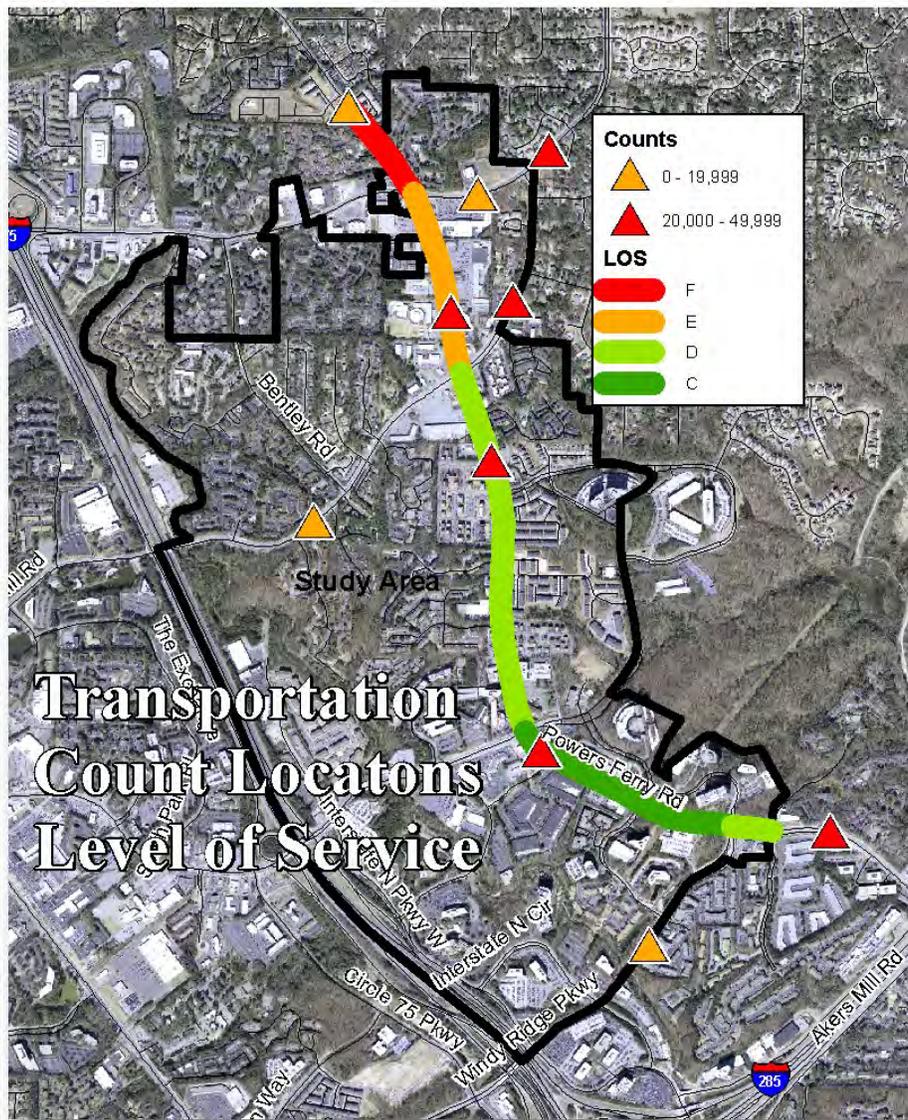


Figure 17

Accident Information

From June 2005 to May 2007, there were 344 vehicle crashes reported along the Powers Ferry Road corridor, resulting in 50 reported injuries. Much of the safety issues along the corridor can be contributed to the many curb cuts along the roadway, especially in the north part of the study area. The majority of the crashes occurred at the Powers Ferry Intersection with Delk Road and consisted primarily of rear end accidents. The accident reports do not distinguish accidents involving bicycle and/or pedestrians.

### Transit

The corridor accommodates four different local fixed transit routes to provide convenient accessibility to other stops within the corridor, as well as, places like Marietta and Atlanta via the Cumberland Boulevard Transfer Station and MARTA. Routes 10A and 10B are unique in the fact that they only operate reverse peak-hour service for Routes 100 and 101. Below is a more detailed description of the transit routes servicing the Powers Ferry study area followed by **Figure 18** that shows a comparison of ridership numbers to other routes throughout the County (Powers Ferry serviced routes are highlighted in black).

Route 10A is a reverse peak-hour service of Route 100. It operates from Atlanta to Delk Road via the Cumberland Boulevard Transfer Center, Cobb Parkway (US 41), and Terrell Mill Road.

Route 10B is a reverse peak-hour service of Route 101. It operates from Atlanta to Windy Hill Road via the Cumberland Boulevard Transfer Center and Interstate North.

Route 15 operates from Marietta to Wildwood Office Park via County Services Parkway and Windy Hill Road.

Route 50 operates from Marietta to the Cumberland Boulevard Transfer Center via U.S. 41 and Powers Ferry Road. Route 50 also serves Overton Park and the Galleria area.

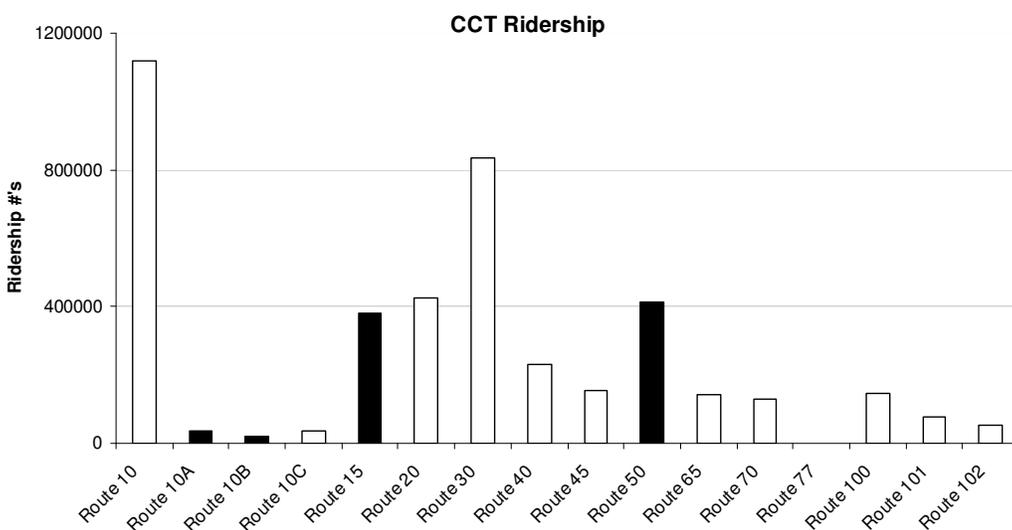
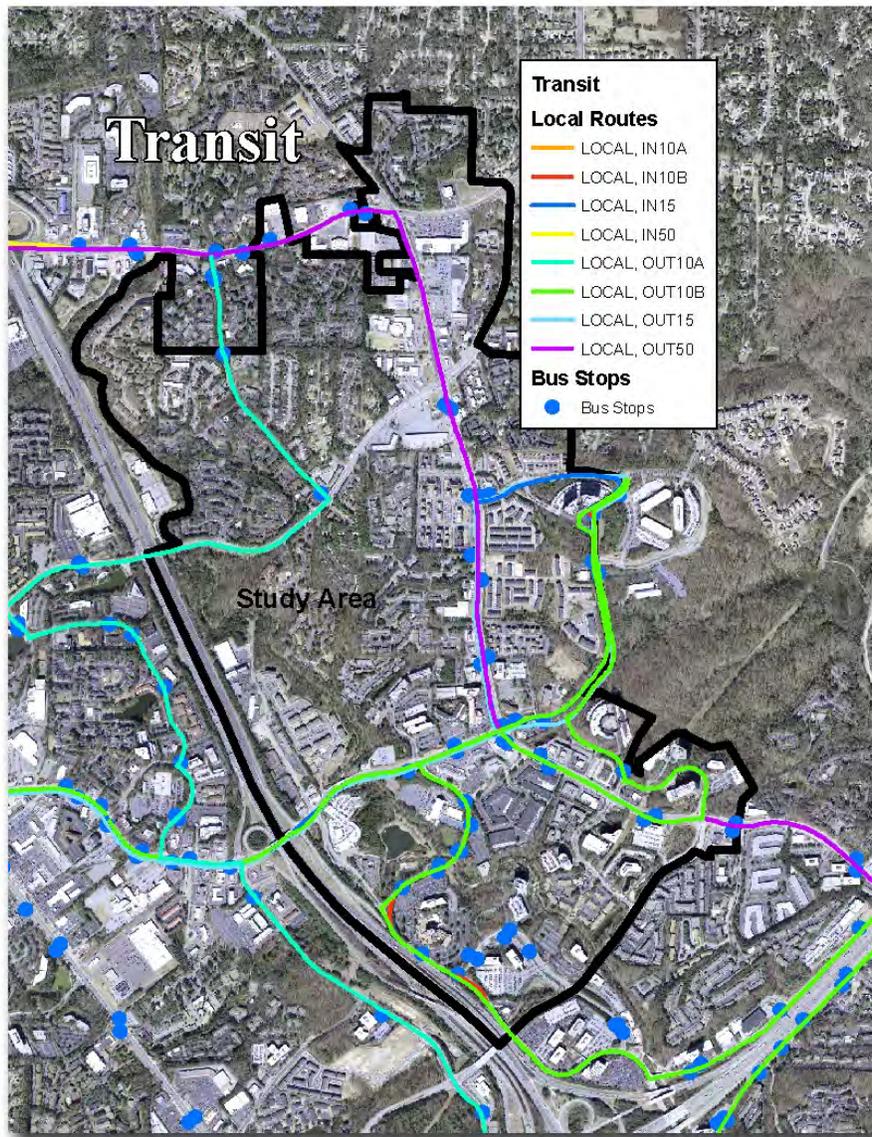


Figure 18



**Figure 19**

**Bike & Pedestrian Characteristics**

The corridor consists of sidewalks along both sides of the roadway, with a few gaps in between due to needed improvements and property issues. There are connecting sidewalks from the three major intersections, inside the study area. There are sidewalks that connect exclusively to the Wildwood Office Park, through Wildwood Parkway. There still remains sections of sidewalks along Powers Ferry that are less than the standard 5 foot minimum, especially along the west side of Powers Ferry Road.



Several of the other roadways within the study area have sidewalks on both sides of the roadway. These roadways include Delk Road, Terrell Mill Road, Windy Hill Road, Windy Ridge Parkway and Interstate North Parkway. Other Roadways such as Bentley Road and Interstate North Circle have sidewalks on at least one side of the roadway and/or gaps. Leland Drive has no sidewalks on either side of the roadway.

Crosswalks are evident at key intersections with Powers Ferry. However, some still lack full safe pedestrian mobility at all four corners of the intersection. The Delk Road intersection offers three pedestrian signals and two crosswalks and the Terrell Mill and Wildwood Parkway intersections contain four pedestrian signals and three crosswalks. Further south, within the CID, all key intersections are adequate for pedestrian safety with room for improvement.

Other than the trail network throughout the Chattahoochee Recreational Area, the Rottenwood Creek Trail up to Interstate North Parkway is the only existing trail in the area. According to the Comprehensive Transportation Plan an extension of this trail is programmed along the creek northward to Terrell Mill.

According to the Comprehensive Transportation Plan and the Bicycle Suitability map also shown in (**Figure 20**), Delk Road and Windy Hill Road provide the most difficult conditions for bicycling. However, Powers Ferry, Terrell Mill and a host of other minor collectors provide medium to best conditions for Bicycling.

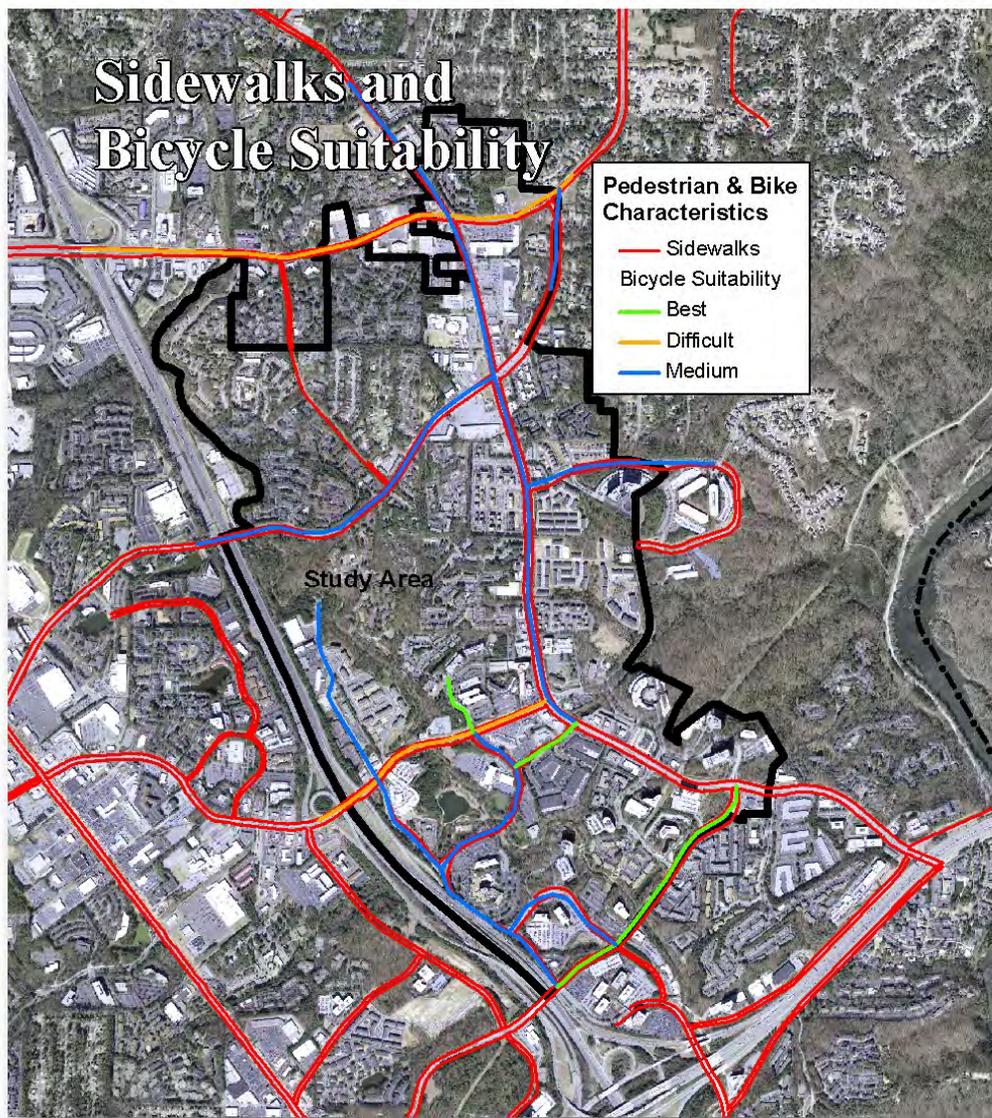


Figure 20

### Improvement Projects

There are several planned improvement projects that will impact the Powers Ferry Road corridor. Among them is, the Powers Ferry Road corridor improvements. Funded primarily by the 2005 Special Purpose Local Option Sales Tax (SPLOST), this project will consist of constructing an additional westbound lane on Windy Hill Road, to Powers Ferry Road; and constructing an additional northbound lane on Powers Ferry Road, from Wildwood Parkway to Terrell Mill Road. The corridor improvements should ease the north-south traffic movements along the Powers Ferry Road corridor. The projects are programmed for construction in late 2009.



Among other projects slated for Powers Ferry Road and vicinity are roadway capacity improvements along the featured corridor. There are plans, pending the availability of funding, to improve roadway capacity between Little Road and Terrell Mill Road. In addition, there are plans to extend Leland Drive, between Windy Hill Road and Terrell Mill Road.

### **III.E Community Facilities**

For the purpose of this study community facilities are defined as uses established primarily for the benefit and services of the residents and businesses of the general area. They include public schools, fire stations, health and human service facilities and other public facilities. The general area for our community facility research is an established 3 mile radius from the intersection of Terrell Mill road and Powers Ferry road.

There are 6 elementary schools within the scope of our facilities analysis. Brumby Elementary, which was built to serve 200 students in 1965, is the only school within the designated Powers Ferry planning boundary. Since Brumby Elementary opened its doors in 1965 the school has had two additions in 1970 and then again in 1997 due to enrollment exceeding building capacity. Currently the school serves a population of 871 regular and special needs children from kindergarten to fifth grade. According to the Brumby Elementary School Improvement Plan the mobility rate for the 2007-2008 school year was 56.3% which compared to the county is high. This is due in large part to a high percentage of apartments, extended stay hotels/motels and other rental dwellings within the Brumby attendance zone. Brumby Elementary includes 9 portable classrooms and sits on 9.5 acres adjacent to Powers Ferry Road. Brumby feeds to East Cobb Middle School which subsequently feeds into Wheeler High School, which is at the outer limits of our analysis zone.

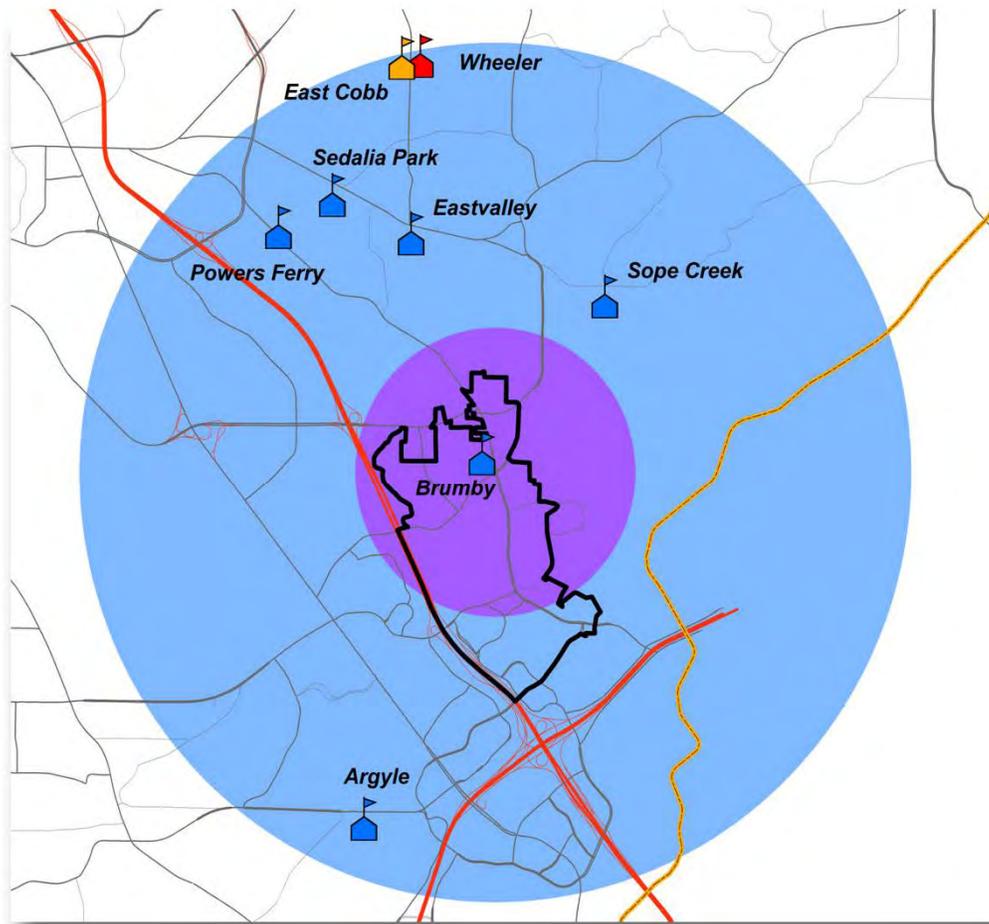


Figure 21

Cobb County Public Safety operates 2 Fire Stations within 2 miles of each other. Station 19 located on Powers Ferry Road just south of Terrell Mill contains 1 Engine and 1 truck complete with Aerial Ladder, while Station 3, located outside of the designated corridor study area on Terrell Mill Road adjacent to Terrell Mill Park, contains 1 Engine and 1 Air truck.

Further north along the perimeter of the established 3 mile analysis zone is the only Library in this area of the county. The East Marietta Branch Library, which services residents of east Marietta and east Cobb, is an 8,600 sf., 2-story building, currently out of compliance with ADA standards due to lack of elevator. The library, which was built in 1967, has a collection size of 60,021 volumes and average monthly circulation around 18,000, which is an increase of 11% over 2008, ranking it 7<sup>th</sup> in the library system. There are 14 public computers at the East Marietta Branch which ranks 5<sup>th</sup> in computer usage and an average monthly attendance for children's activities of 350.



Health services in the community are both public and private facilities. Rose Garden Hills is a public health facility providing all Cobb and Douglas county residents personal health services with fees based on income. The other two health facilities are privately owned, one with 115 licensed beds located on Windy Hill Road between I-75 and Cobb Parkway and the other being an outpatient only urgent care center within the study boundary on the southeast corner of Delk Road and Powers Ferry Road.

The Windy Hill Multipurpose Senior Center is a 16,000 sf. facility on 11 acres at the intersection of Windy Hill Road and Roswell Street in Smyrna. The center consists of multipurpose rooms, meeting rooms and a branch of the Cobb County Library system all for the convenience of the seniors.

Two other unique facilities offering benefits to the general community is the Cobb County Chamber of Commerce, which promotes the community by providing opportunities to Cobb's businesses and industries and is located on Interstate North Parkway near Windy Ridge Parkway. The Cobb Energy Performing Arts Centre provides regional and national entertainment services for the community and beyond. The performing arts center is a venue for Broadway shows, ballet, concerts, educational shows, family performances, opera and corporate meetings and events. It is also the home theatre for the Atlanta Opera and the Atlanta Ballet. The center is located outside of the Powers Ferry study area but within the 3 mile analysis zone at the corner of Akers Mill Road and Cobb Galleria Parkway.

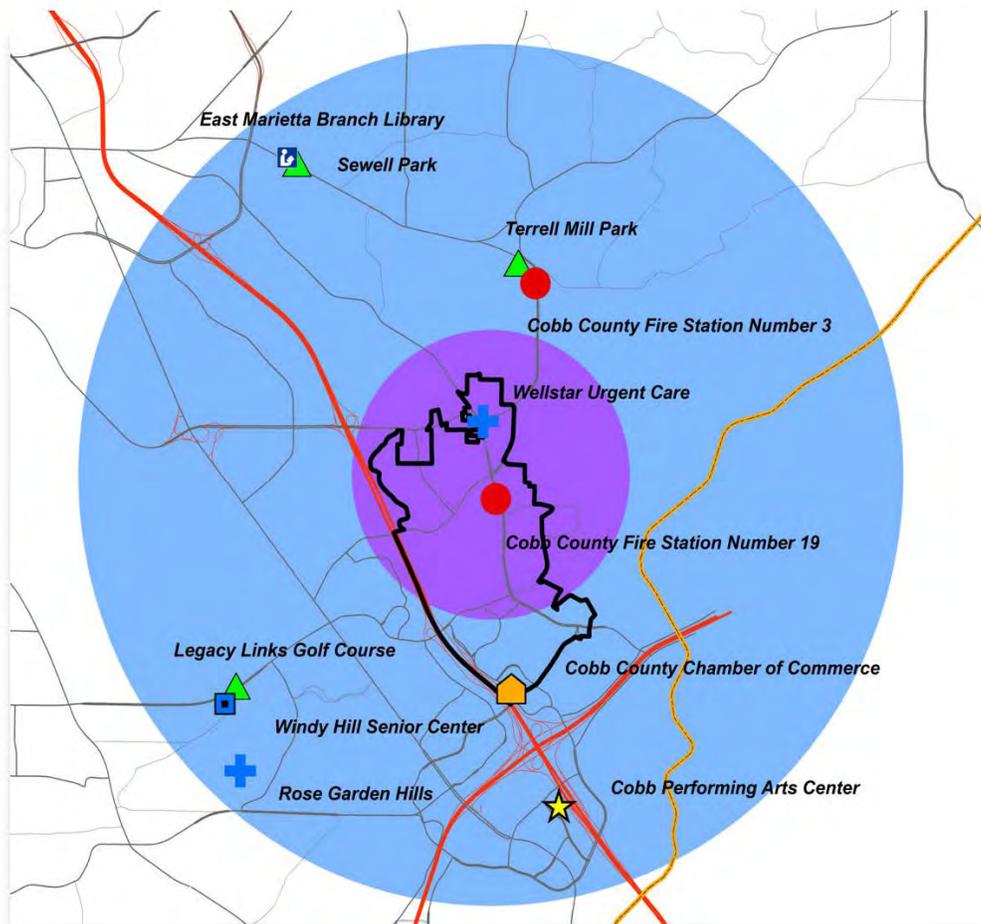


Figure 22

### III.F Housing

Housing, like most other communities, dominates the Powers Ferry study area and out lying districts. According to the Census Bureau, as of 2000 there were over 18,000 housing units within the 5 census tracts that overlap the study boundary. Upon closer examination, about 5,750 of the units are within the study boundary.

Tenure for all occupied housing units within census tracts 303.2, 303.38, 304.02, 304.05 and 304.06 were analyzed and compared to Cobb County as a whole. **Figure 23** reinforces what was often heard during the public meetings, tenancy is unbalanced through out the Powers Ferry corridor. When compared to the County occupancy within the study area is almost the exact opposite. Approximately 66% of the occupied housing units within the Powers Ferry study area are renter occupied, where as Cobb has 32% renter occupied housing. Owner Occupied units make up 68% of Cobb's housing units, while only 34% exist in the Powers Ferry area.

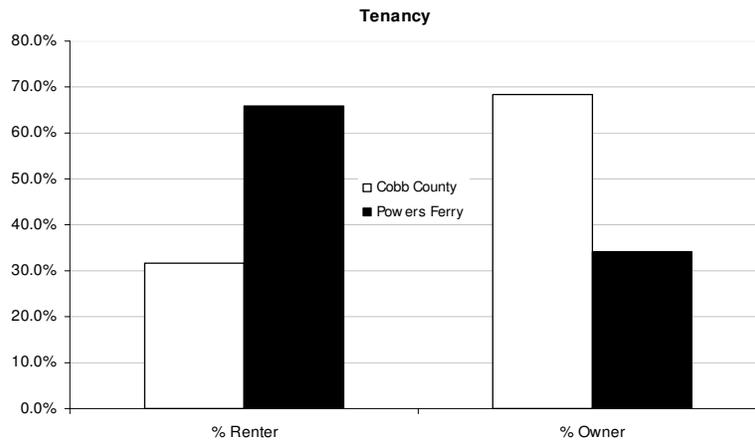


Figure 23

Analyzing housing types within the study area reveals one of the reasons why rental units are so common throughout the corridor. **Figure 24** breaks down the units by type of development and shows the use breakdown of this area, which is typical of urban environments. Apartments by far comprise the majority of units with almost 80%. Condominiums make up approximately 18% of the units followed by Townhomes. Single-family detached or attached dwellings, which is the major housing type for Cobb County, only makes up about 1% of the units within the Powers Ferry study area.

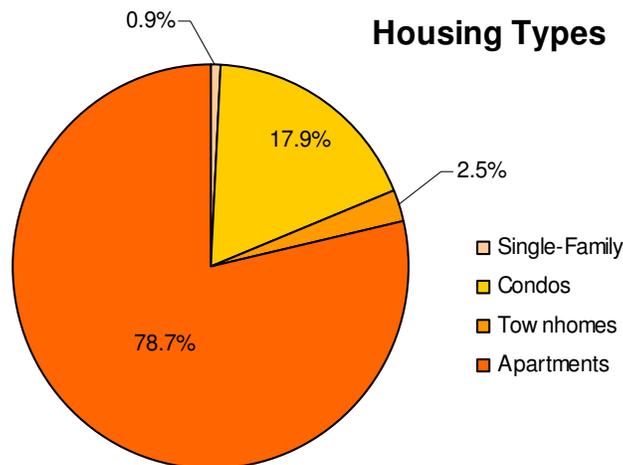


Figure 24

**Figures 25 & 26** reveal a notable difference between owner occupied and renter occupied units. **Figure 25** shows most of the owner occupied units exists east of Powers

Ferry near the Chattahoochee River and into East Cobb, while rental occupied units make up the preponderance of the dwelling units west of Powers Ferry along Interstate 75. This is indicative of the disconnected uses that currently exist in the region with apartments west of Powers Ferry and single-family residential east of Powers Ferry.

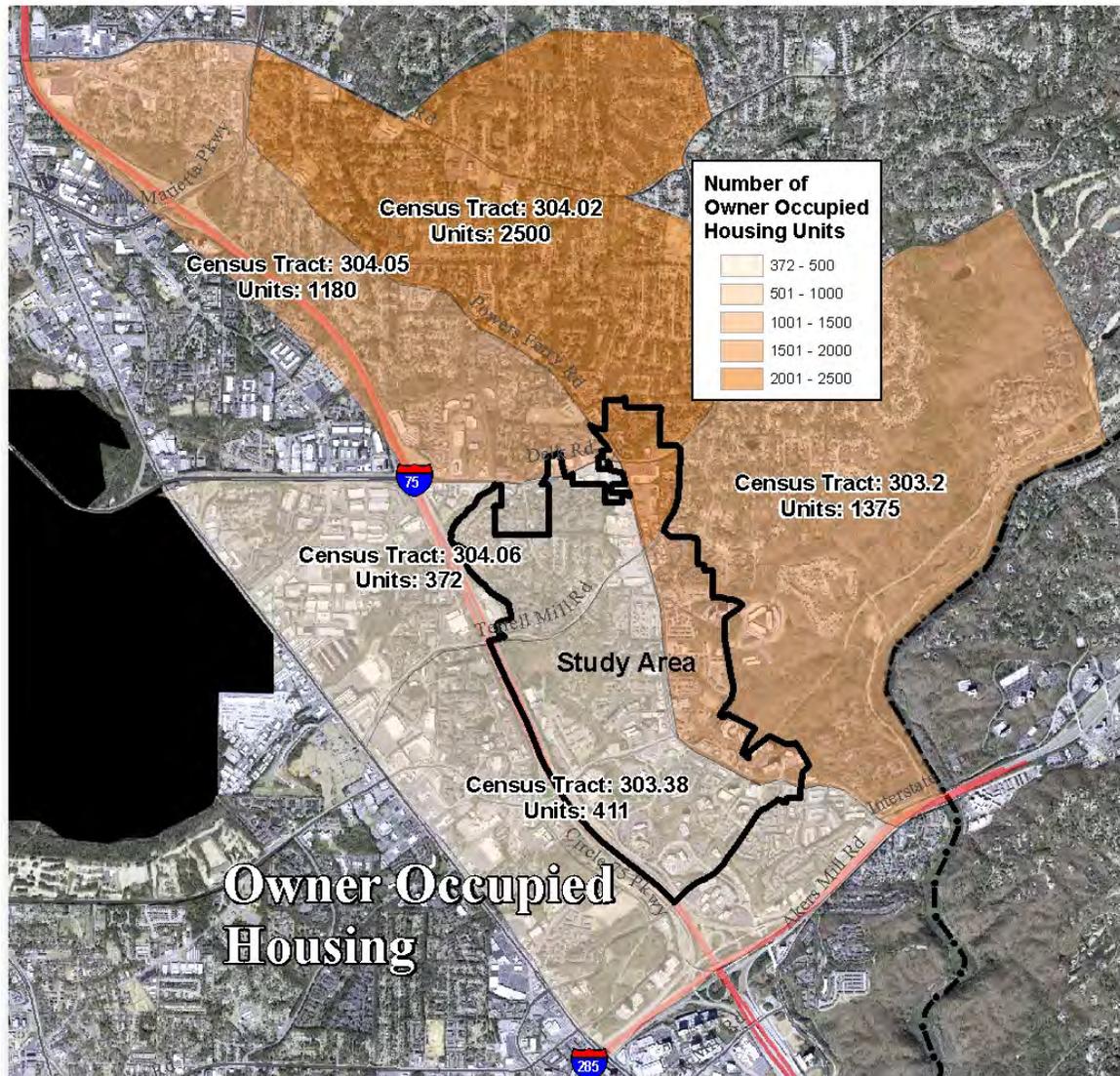


Figure 25

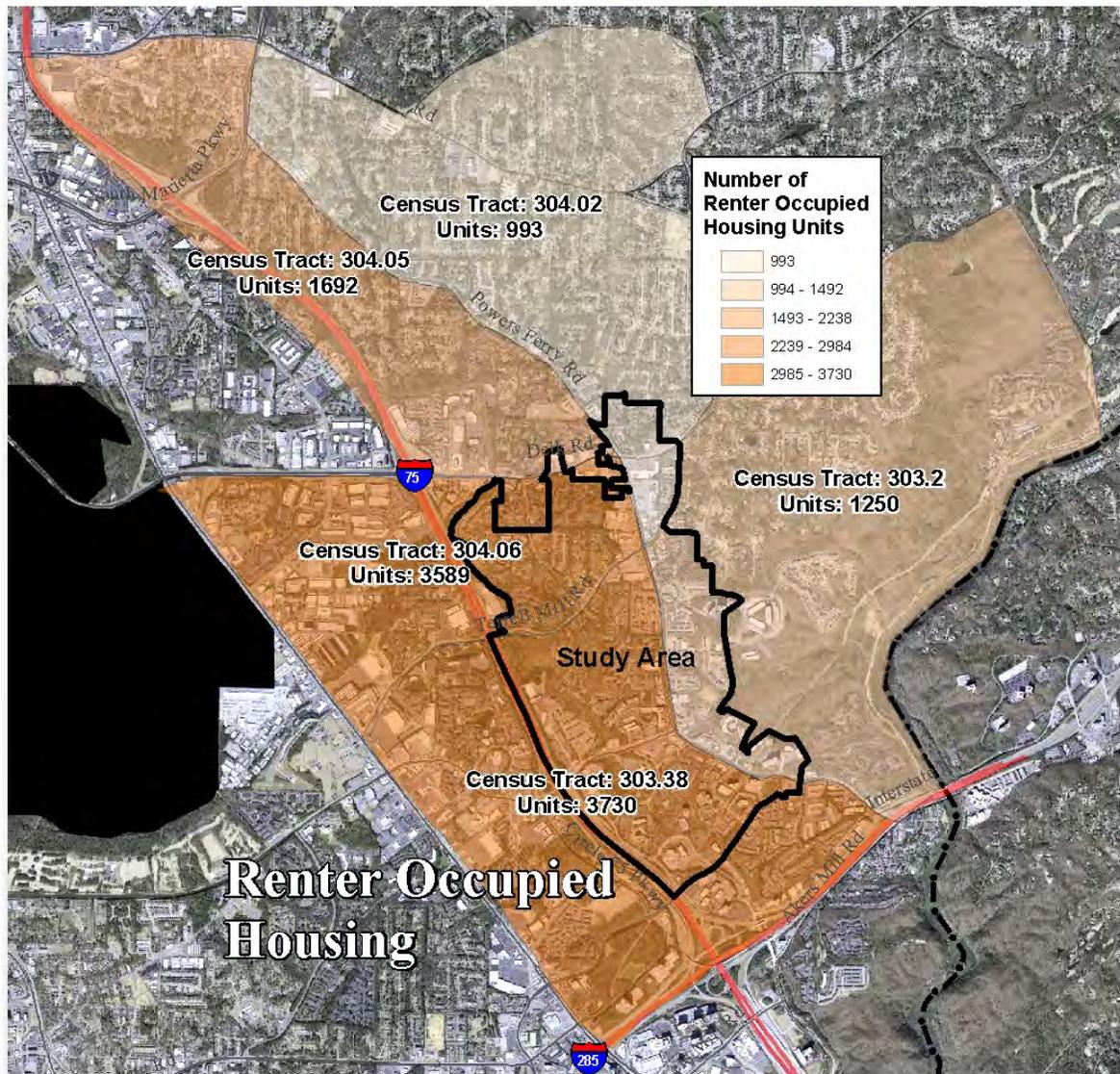


Figure 26

To understand the current new housing market, research was conducted within and adjacent to the study boundary utilizing Metrostudy, a housing market research firm.

As of early 2009, the entire market area, which was set up to follow the study boundary, consisted of only 2 for sale units resulting in a 1 month supply of new housing for the designated Powers Ferry corridor. The 2 units are part of a for sale only three story brick townhome development called Riverwalk at Wildwood which started construction in late 2004. Most of the units are built and occupied however the vacant developed lot supply is 9.4 months for the subdivision due to 18 lots ready for construction. The low month supply is evidence that sales for the 145 unit Wildwood community are going well even

in a down market. In fact, field research shows since early 2009 that construction has commenced on the remaining 18 vacant developed lots located within the Riverwalk at Wildwood subdivision.

Adjacent to the designated study area are two other active residential developments. The Oaks at Powers Ferry, which is north of Delk Road on the west side of Powers Ferry, was originally a rundown 183 unit apartment complex that is currently undergoing a transformation to a 158 unit townhome style condominium community complete with a mandatory Homeowners Association and Covenants with strict architectural control and limits to the total



number of “for sale” homes that can be leased thereafter. The other active subdivision is River’s Call, which is a single-family, detached, residential development, constructed in phases and at two different zonings (R-15 and RA-5) with an overall approximate density of 1.7 units per acre. The combined 104 unit subdivision has been active on the market since the 4<sup>th</sup> quarter of 2000 and lacks closing on all lots except for 22 properties, 3 of which are for sale homes and the other 19 are vacant developed lots.

Wildwood Condominiums Horizon, inside the Wildwood Office Park, is another development that is currently active in the market. Better known as Horizon, it is a 17 story tower that opened in March of 2007. The luxury condo has 274 one and two bedroom homes, including several signature homes and penthouses ranging from the \$190’s to the \$420’s.

There is only one approved development in the study area that has not commenced land disturbance activity. The site is located on the southeasterly side of Wildwood Parkway, just south of Rivers Call Boulevard within the Wildwood Business Park. The residential development was approved in 2006 (Z-139) for a mix of attached, detached and urban condominium units.

### **III.G Crime**

The Powers Ferry corridor traverses through Police precinct 3, which serves southeast Cobb County and the Cumberland Galleria area and Police precinct 4, which serves most of east Cobb County. The central and southern part of the study area is serviced by Beat 319 and 318 of precinct 3 respectively, while the northern 1/3 is served by Beat 416 and 417 of precinct 4 (**Figure 27**).

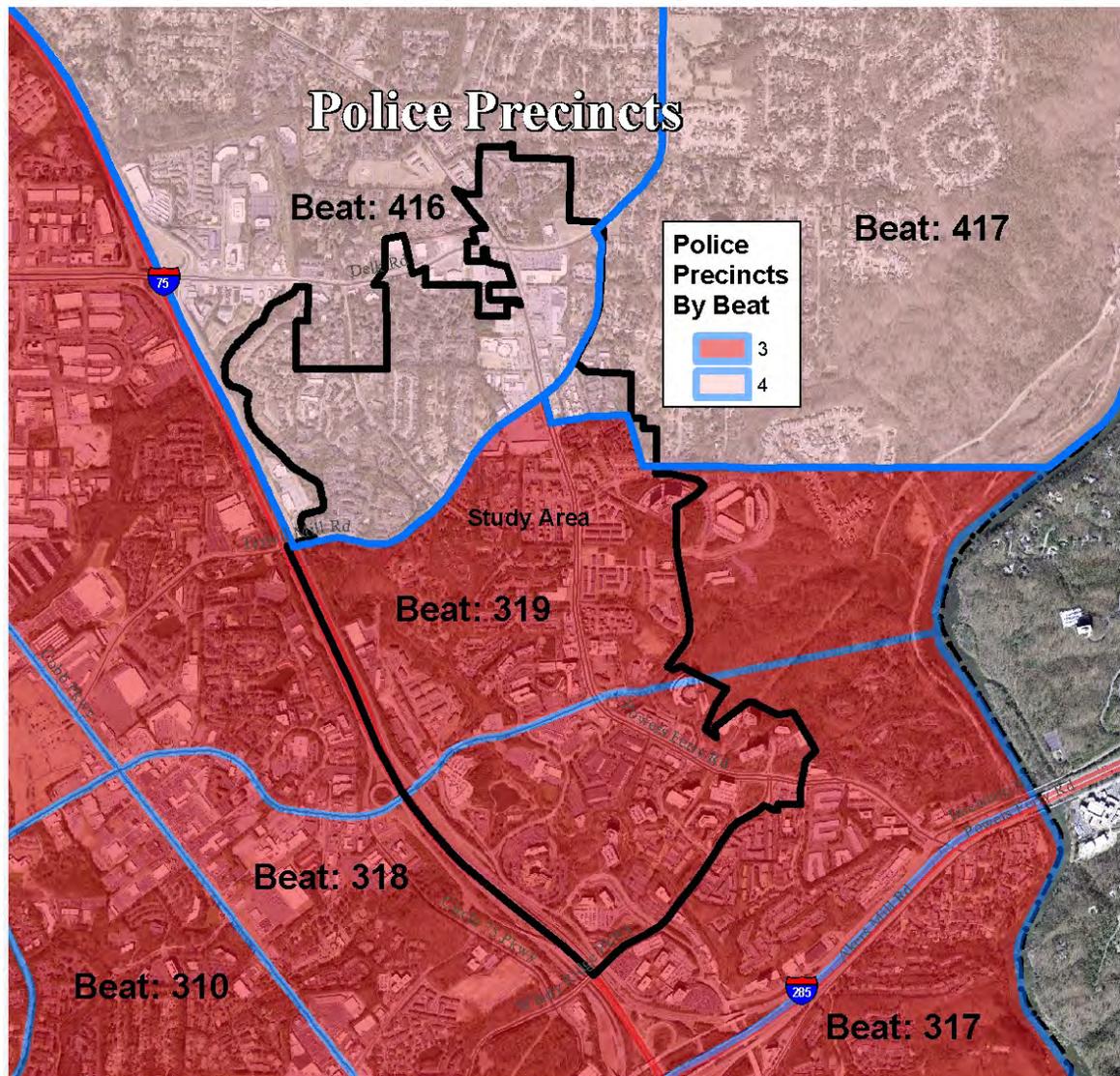
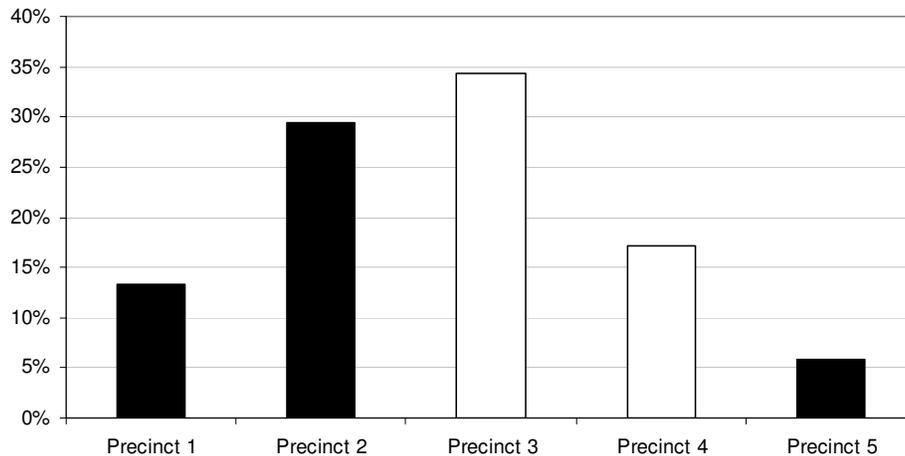


Figure 27

**Figure 28** compares reporting crimes for all 5 precincts from January 2009 to June 2009 per the Cobb County PENS program website. Precincts that patrol the Powers Ferry area are highlighted in white. Precinct 3 which covers the most densely populated region of the county has the highest percentage of crime at 35%, where as Precinct 4, which is mostly residential, is around 17%. The majority of crimes reported for all precincts were entering auto and residential burglary.

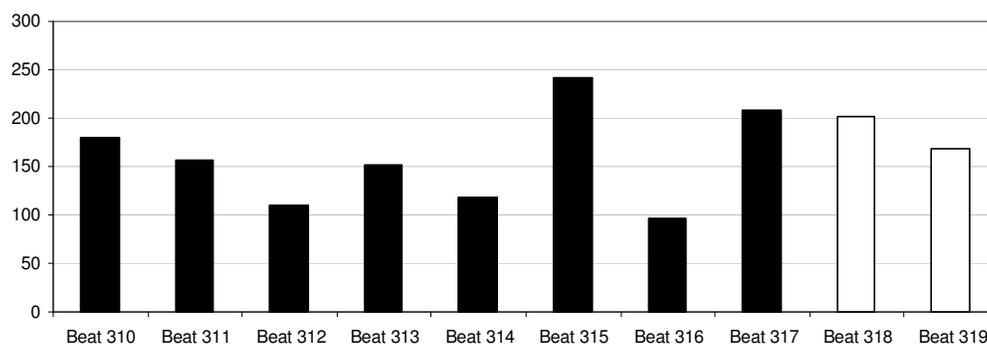
**Percentage of Reporting Crimes**  
source: <http://police.cobbcountyga.gov/>



**Figure 28**

Taking the crime analysis further the Planning Division also analyzed reported crimes per Beat for precincts 3 and 4. Considering **Figure 29 & 30**, which shows study area serviced Beats highlighted in white, both Beat 318 of precinct 3 and 416 of precinct 4 reported around 200 crimes from November 2008 to June 2009 most being entering auto and residential burglary. Beat 318 is above average for all beats within precinct 3 and Beat 416 is significantly higher than the rest of the beats within precinct 4.

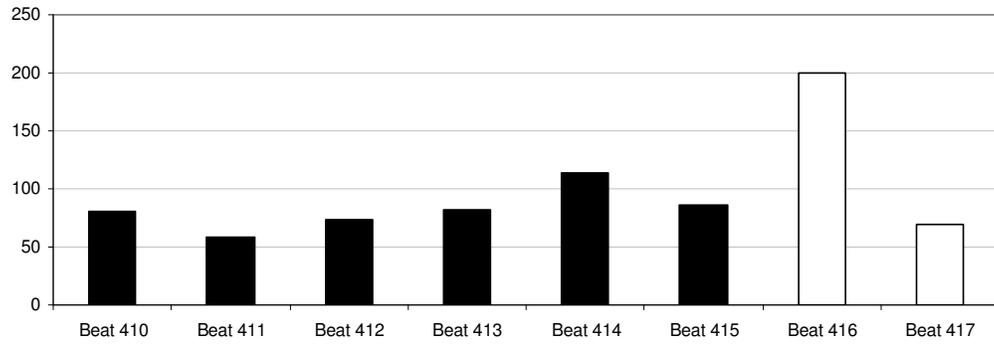
**Total Crimes By Police Beat**  
**Precinct 3**



**Figure 29**



**Total Crimes By Police Beat  
Precinct 4**



**Figure 30**

## IV. Market Analysis

The primary goal of this market analysis is to determine what the local area can support in regards to retail, office space, and new residential units. This market analysis will help the community and elected officials understand the potential “emerging” market trends within the Powers Ferry Corridor so we can better prepare a land use and transportation master plan as part of the Powers Ferry Road Corridor Study and more important, plan for new development and redevelopment in the future.

### IV.A Market Background

The Powers Ferry Road/Cumberland CID area is located in southern Cobb County and is the center of the Cumberland submarket as defined by Co-star. Cobb County is the 4<sup>th</sup> most populous county with an estimated population of 674,200 in 2008, according to the US Census Bureau. The population has grown 126% since the 1980 with most of that growth occurring in the 80’s and 90’s.

By 2030, Cobb County is projected to have a population and employment base of 763,889 and 326,951 respectively. Although the county is still growing at a steady pace, its growth rate has moderated due to its size and maturity. The Cumberland Superdistrict is growing at a less rapid pace compared to the County as a whole. By 2030, this area will comprise of 16% of the county’s population and 33% of the county’s employment. Cobb County enjoys a strong reputation for its efficient government, excellent schools, pro-business environment, and good quality of life, which should continue to propel growth.

POPULATION AND EMPLOYMENT PROJECTIONS					
	2000	2010	2020	2030	% Change
<b>Cobb County</b>					
Population	607,751	668,960	718,658	763,889	26%
Employment	313,800	337,367	386,008	448,821	43%
Emp/Pop Ratio	.52	.50	.54	.59	13%
<b>Cumberland Superdistrict</b>					
Population	103,341	105,564	110,685	120,169	16%
Employment	121,993	115,922	129,822	148,019	21%
Emp/Pop Ratio	1.18	1.09	1.17	1.23	4%
Source: Atlanta Regional Commission					

Figure 31

The Powers Ferry Road area encompasses an area that extends a little over a mile from the intersection of Powers Ferry Road and Terrill Mill Road. It represents the primary area from which the businesses along the corridor could potentially attract both residents and customers. This trade area appears appropriate, because it extends just beyond the study boundary to the north and covers most of the study area to the south. This area is a main junction between the Cumberland CID, the City of Marietta, and East Cobb. The following table shows a summary of key demographic characteristics and trends for both the study area and the three-mile trade area.

#### IV.B Demographic

Approximately 15,513 people reside within the study area boundaries. This population is growing at a steady annual rate. The population is projected to increase by nearly 300 people during the next five years. Powers Ferry Road is equally a business corridor and a residential corridor, due to the new housing that has been built in this area over the past 10 years.

The study area population tends to be married, with an average household size of 2.17. The community in this area is mixed in terms of age and race. The Powers Ferry area contains the largest population of Brazilians in metropolitan Atlanta. The population is moderately well educated (53% hold college degrees) and they hold a variety of occupations. The average commute time to work is around 28 minutes, indicating an urban lifestyle.

<b>DEMOGRAPHIC PROFILE</b>		
<b>Population</b>	<b>Powers Ferry Study Area</b>	<b>Trade Area (3-mile radius)</b>
2009 (estimate)	15,513	77,701
2014 (Projection)	15,807	75,646
<b>Annual % Change</b>		
2000 – 2009	1.5%	1.74%
2009 – 2014	1.9%	2.72%
<b>2009 Estimates</b>		
% under 18	22%	21%
% 65+	6%	7%
% Minority	68%	63%
Median Age	34.29	34.42
Households (2009 estimate)	7,028	33,716
Average Household Size	2.17	2.21
% Owner Occupied Housing	28.37%	35.96%
Median House Value	\$174,035	\$212,101
Average Household Income	\$67,523	\$77,093
Employment	9,586	45,322
% retail trade	13%	12%
% professional office	24%	24%
Source: Claritas and Cobb County Community Development		

**Figure 32**

The study area includes 7,028 households with income levels topping out in the middle-class range, averaging \$77,093 per year. According to the 2009 estimates, 20% earn over \$100,000 annually. The minority of householders reside in owner-occupied housing units (28.37%) with a median value of approximately \$174,035. Housing structures throughout the study area are mixed and contain a large quantity of older structures, especially in the rental housing stock. Most of the new units that have been built in the past ten years

are owner occupied. The median age of all housing units in the area is 27 years; just over 1% of the housing units have been built since 1999.

Population within the study area represents 20% of the trade area potential (three-mile radius), which includes 77,701 people. These trade area residents have similar characteristics to study area residents regarding age, percentage of minority and average household size. The minority population for the study area and trade area are similar with both well above 50%. The average household incomes and Median House Values are higher in the trade area compared to the study area, due to the mixed influences of East Cobb to the northeast and the City of Marietta to the northwest.

More than 45,322 people work in the trade area, of which 21% (9,586) work in the study area. Services and retail trade comprise 12% of jobs, which is consistent with a suburban community. Not surprisingly, professional offices are a dominant factor due to the location of the Cumberland CID in the southern portion of the study area. The daytime population also boosts demand for restaurants and retail services in the southern portion of the study area along Powers Ferry Road and Windy Hill Road.

New household formation is another demand indicator for residential and commercial uses. Interestingly, **Figure 33** shows the study area saw negative growth of less than 1% over the past nine years partly explaining the oversaturation of the retail market. However looking into the future the data projects a 1.12% increase in new households for the study area and a 2.17% increase for the trade area over the next 5 years. Although with current development issues, especially in the condominium market, there could potentially be support for even weaker growth. However, as the residential market rebounds over the course of the next 5 years there will likely be a higher demand of livable communities closer to jobs, shopping and recreation all of which can be found along the southern stretch of Powers Ferry Road.

<b>NEW HOUSEHOLDS ADDED (2009 – 2014)</b>		
<b>Households</b>	<b>Study Area</b>	<b>Trade Area</b>
2014 Projection	7,107	34,447
2009 Estimate	7,028	33,716
2000 Census	7,050	33,619
1990 Census	5,784	30,363
	%	%
Growth 2009-2014	1.12%	2.17%
Growth 2000-2009	-0.31%	0.29%
Growth 1990-2000	21.89%	10.72%
Source: Claritas and Cobb County Community Development Agency		

**Figure 33**

### Economic Market

Cobb County has a diverse economic base. The service industry provides most jobs, with retail and manufacturing coming in close behind. With a variety of historic sites, theme parks, quality shopping, fine dining and 13,000 hotels rooms, tourism in the county is a billion-dollar industry. Cobb County is one of the leaders in the metro area employing more than 439,260 within its boundaries. Currently, there are more than 30,000 businesses licensed in Cobb County.

The diverse employment base has helped Cobb County maintain a low unemployment rate consistently over the past years, but with the national downturn in the economy, the unemployment rate for both Cobb County and the state of Georgia has increased at a steady rate. Cobb County's unemployment rate is 9.8 % as of June 2009 per the U.S. Bureau of Labor Statistics.

There are five Fortune 500 companies that have their headquarters in Cobb County (Coca-Cola Enterprises, Genuine Parts (NAPA), Bluelinx Holdings, Graphics Packaging and Home Depot), with 22 international companies having a presence and contributing to the dynamic business environment, including Lockheed Martin, and IBM. Each of these companies within the county represents a different type of commercial enterprise that has found the environment within the county to be conducive to future growth. The top 10 major employers in Cobb County include:

Company Name	Number of Employees
Cobb County Schools	15,533
WellStar	9,838
Lockheed Martin	6,617
Home Depot	6,276
Cobb County Government	5,427
Publix Super Markets, Inc.	3,215
Kennesaw State University	3,185
Walmart	2,660
Six Flags Over GA	2,240
The Kroger Co.	1,898

Source: Cobb County Office of Economic Development and Cobb Chamber of Commerce

**Figure 34**

### Methodology

A detail field evaluation of retail around the study corridor, as well as major existing shopping centers within the defined trade area, was conducted in mid-July 2009. A windshield survey of the primary trade area was conducted. During this evaluation, staff thoroughly drove the market and evaluated the major existing retail and office concentrations. Population and Demographic data were collected by Census Tract and supplemented with data from Claritas, Inc. This study assumes that all Claritas data is accurate and reliable.

Based on the population and demographic characteristic of the trade area, the existing and known retail competition, and traffic and retail gravitational patterns, we developed our qualitative and quantitative assessment for the Powers Ferry Road Corridor. Staff assessment included incorporating the existing square footages for a variety of retail categories, the expenditure potential for each category and the opportunity gap for growth of that category based on supply and demand. The expenditure potential refers to the total dollar amount estimated to be available for each retail category, as provided by data from Claritas, Inc.

#### **IV.C Housing Market Analysis**

The national housing market has hit a catastrophic combination of excess supply, lending disruptions, and high unemployment. This has created one of the most difficult housing markets in a generation. The housing market slide started on the national level in 2006 and has hit every major market in the United States over the past few years. Currently, we are starting to see signs of relief as the credit markets are starting to lend again, albeit slowly and more conservatively, and housing prices begin to stabilize and increase in some markets. Currently, the increase in housing activity in most of the metropolitan Atlanta market is related to building out of foreclosed developments that had lost primary funding and were returned to the bank.

Overall, the Atlanta market is in a good position to recover when the overall economy improves. An article by Forbes Magazine in September of 2008 predicted that housing prices in Atlanta would stabilize and provide positive growth trends ahead of peer cities like Phoenix and Las Vegas, which are expecting a continued price decrease throughout 2009. According to the National Association of Realtors (NAR), the average home price in metro Atlanta was \$121,400 in the second quarter of 2009. That is a \$5,800 increase from the first quarter 2009 average price of \$115,600. Atlanta is still an affordable market compared to national housing prices as a whole. The second quarter 2009 median housing price in the US was \$174,100.

There are still many issues that impact the metro Atlanta housing market, chief among them is the impact of foreclosures. Foreclosures are high in this region due to the high quantity of sub-prime mortgages and adjustable-rate mortgages that were issued in the areas during the housing market boom. This will cause a downward pressure on prices that will restrict housing price increases and stall new housing starts as these units will need to be absorbed in the market to help reduce overall housing supply.

In order to assess the Powers Ferry area housing market, we have considered for sale and for rent housing options. An inventory and assessment of current housing stock in the master plan is also prepared. Another consideration is mixed-use potential to integrate housing with retail and office uses. Our research focused on collecting residential permits, house sales activity, apartment market trends, apartment project performance,

and conducting a survey of new subdivisions/townhomes/condos and area apartments. Interviews with active residential realtors and developers were also conducted. Our assessment of current market conditions, strengths, and challenges for residential development and residential development opportunities follows.

Market Conditions

*Existing Housing Inventory:*

The Powers Ferry area has an inventory of 7,749 residential units based on 2009 estimates by Claritas using US Census Bureau data. The study area is an “inclusive” community offering a full array of housing choices ranging from single-family attached and detached units to apartments and high rise condos. Housing price ranges for owner occupied structures has a wide range, but show a deficiency of units priced above \$300,000/year, see **Figure 35**. The numbers show that this is an area with a high quantity of affordable owner-occupied units.

<b>Owner Occupied Housing Value</b>		
<b>Value</b>	<b>Frequency</b>	<b>Percentage</b>
Under \$150,000	849	42.5%
\$150,000 to \$200,00	800	40.1%
\$300,000 to \$499,999	156	7.8%
\$500,000 and up	191	9.6%
Total	1996	100.0%
Source: Claritas		

**Figure 35**

Another area of deficiency is with alternative housing styles such as mixed-use projects, green housing, co-housing, and other forms of housing assembly. In today’s market given the high percentage of condos on the market within the overall metro Atlanta, new and resale units, and due to new rules established by the Fannie Mae/Freddie Mac on mortgage financing for condos, it is unlikely that new condos will be able to be developed in the short term. Therefore, mixed-use developments would need to be looked at as a longer term goal for the corridor rather than a short term strategy, unless a public private partnership is established to assist with reducing risks to private investment. A problem does exist in the corridor with the discrepancy between owner-occupied and renter-occupied housing units. Currently, 72% of all of the housing units in the area are renter-occupied versus 28% owner-occupied. A balanced tenure would contain 60% owner-occupied units and 40% renter-occupied units. This means that work needs to be done to either increase the prevalence of owner-occupied units through new construction, conversion, and housing support programs while looking at options to reduce the existing rental stock to assist in creating the necessary balance. Overall, the age in the housing stock is older as seen in **Figure 36**. This is because a predominate quantity of structures have a median age over 20 years. A total of 80.4% of the existing structures were built up through the 1980’s.

<b>Age of Housing Units</b>		
<b>Year Structure Built</b>	<b>Frequency</b>	<b>Percentage</b>
Before 1970	653	8.4%
1970's	1,899	24.5%
1980's	3,680	47.5%
1990's	891	11.5%
2000's	627	8.1%
Total	7,750	100%
Source: Claritas		

**Figure 36**

*For Sale Market:*

Cobb County has traditionally been a booming for sale residential market in growth, volume, and price. The County has permitted an average of 5,300 single-family units annually since 1996. During the last few years, housing starts have slowed considerably as the housing market crash and foreclosure crisis have halted new housing construction in Cobb County, metro Atlanta, and throughout the nation. In 2006, 2007, 2008, and through September 2009, the total number of new housing starts for Cobb County is 3,763, 2,504, 1,163, and 474, respectively. Sales have also traditionally been strong in the county, under normal conditions. Based upon the Homefinder Report in the Atlanta Journal and Constitution, in 2003 Cobb County had 13,888 homes sold. That figure peaked in 2005 with 16,443 homes sold and dropped to 8,912 homes sold in 2008. The drastic drop in home sales can be attributed to macroeconomic issues with the recession, high unemployment, and difficulties with the lending market. The new housing that has been generated in the market area is mixed as far as type of housing and cost of housing. New developments include a high-rise condo tower, single-family attached townhomes, and single-family residential structures. The price ranges vary from \$200,000 up to \$1,000,000 depending on unit, size, type, etc. The new housing in the area has assisted with increasing the quantity of owner-occupied units and has also started to bring price diversity into the market area, as previously stated. The majority of the homes on the market are 3 story townhomes with traditional detailing and contemporary interior layouts. These new townhomes have been well-received in the market and have made up a bulk of the new home sales over the past few years. This indicates a housing style choice by many people interested in this market area, due to the availability of existing detached units also available. There are three townhome projects in the market area with housing prices starting at \$220,000, \$250,000, and \$270,000. Out of these three developments combined, there are 150 existing new units or future development units coming to market. The single-family development has housing prices starting at \$500,000. There are approximately 20 existing new units or future development units coming to market for this segment. Finally, the area has a new high-rise condominium tower. This development was a casualty of the housing market and was returned to the lender. The lender auctioned many of the remaining unsold units at a reduced price. The high quality of the development and the reduced price of the units have substantially

increased their sales volumes. Currently, only 1/3 of the units are available for sale based upon the original inventory and all of the single bedroom units have been sold. In dealing with the need for new for-sale housing in the area, there seems to be a need for new more affordable housing in the market. This would meet the needs of new buyers entering the market place and older buyers that are looking to downsize, but still want to be near an area with amenities, entertainment, and retail options.

*For Rent Market:*

Apartment permits in Cobb County have averaged 1,200 units per year since 1996. The Echo Boom generation has fueled an increased demand in apartment living due to the large size of their population cohort and their current stage of life, entering the workforce. While apartments are popular with this large population segment, they are not popular among many neighborhoods, which put pressure on local governments to curb the construction of these types of units.

The impact of the current difficult housing market has been mixed, with several implications. In the 3<sup>rd</sup> quarter of 2008, the Atlanta housing market has a 90.4% occupancy rate. This is a higher occupancy rate that is due to the downturn in the economy. In addition, evictions for delinquent payments are also up, there are 8,500 new apartment units entering the market in the 1<sup>st</sup> quarter of 2009, and the current economic climate has established a scenario where a higher number of people per unit is being rented. Finally, there are a high number of unsold condominium units that are being temporarily rented until the for-sale housing market improves. Combined, all of these factors have resulted in a difficult market for apartment communities. As a result, large concessions are being offered, increased marketing costs are taking up profits, and reduced rents are being generated. Many older apartment communities that were sold at the peak of the housing market bubble are having a difficult time in this new financial reality and as a result, foreclosures on apartment communities are on the rise. In many cases, communities are sold to the highest bidder prior to the completion of foreclosure action within the courts.

The Powers Ferry Road market area offers numerous rental opportunities totaling over 3,000 potential units. This area has one of the worst owner to renter occupancy ratios in Cobb County. As a result of this, there has been a hesitancy to approve new apartment communities in the area. One area of the market that is not well represented is Class A (higher end) apartment communities. Most of the renter stock, much like the owner stock, is older. For the rental market, many of the structures are at the end of their life cycle, because new investments have not been made in the units or in the community. This is a result of a lack of competition with newer units. In general, the profits being made on the older apartment communities make it too expensive to replace without incentives. While at the same time, Class A rents in the County average \$0.89 per square foot, which would likely support economically viable new construction with private financing. Therefore, a comprehensive strategy may need to be considered that will look at increasing the total

number of units in a development and allowing for a percentage of new rental units to be built back in these communities. This would allow for a mixing of owner and rental occupied units in the same community. A strategy of this nature would encourage reinvestment through increased competition while also working towards leveling the balance between owner and renter occupied units.

*Strengths & Challenges:*

The Powers Ferry Area offers several strengths for new residential development:

- Superior commute times to major job centers;
- An “inclusive” community with a variety of housing choices;
- Good reputation for the overall Cobb County School System, especially the local elementary and high school for this area;
- Ample retail support services such as restaurants, grocery stores, and drug stores in the overall Cumberland CID area;
- Ample recreation opportunities due to the areas close proximity to Terrell Mill Park, the Chattahoochee River National Park, and the Bob Callan Trail.

Key challenges for residential development include:

- Powers Ferry Road contains a large quantity of peak time through traffic, which routes people from the Cumberland CID, I-285, and I-75 to “East Cobb”;
- Limited supply of large tracts of buildable undeveloped or underdeveloped land in the immediate area;
- Poor overall reputation of the area’s public middle school due to its lower marks compared to the Cobb County School District average;
- In most areas, sidewalks exist, but the area is not walkable nor is it pedestrian or bicycle friendly;
- Inverse owner to renter occupancy ratio makes new home and home resales more difficult.

*Development Opportunities:*

There are several key trends of note affecting today’s residential market, which should be considered for the Powers Ferry Study area:

- Senior and older adults do not want to live in “senior” specific development. They want a walk-able community and single-level living. Many are developing new interests and activities; therefore they are not interested in “keeping up” the house anymore. Developments that have a low maintenance option will be particularly attractive to this population. Some popular preferences are:
  - Living near grown children and grandchildren
  - Low maintenance lawn and exterior care
  - Walk-able neighborhoods
  - Good exterior lighting (safety)



- Single-level living with the master on the main level as a minimum, or some mechanism to facilitate movement around multiple story units.
- Traditional Neighborhood Developments (TND) have been highly successful in all areas of the country. Metropolitan Atlanta has been one of the main leaders in urban/suburban retrofits of older strip centers and underutilized industrial centers to quality walkable mixed-use communities. While not for everyone, these types of developments offer pedestrian scaled streets, neighborhood parks, and gathering areas. These developments have been exceptionally successful when they are developed with a retail element or are within a direct proximity to a retail node. Many seniors and the “Echo Boom” generation have shown a preference for this urban styled or village centered development rather than the traditional suburban neighborhood.
- The mixture of housing prices in this area will allow for a natural confluence of housing types allowing for mixed-income housing within the same development. For example, a older apartment community would be able to be redesigned and allow for a variety of housing types that could include new updated apartment units, for sale condominiums, and new townhomes.
- Co-housing is another vehicle, which is not seen much in Metropolitan Atlanta, but has been a successful model in other areas of the country. Co-housing allows for the creation of larger “mini” mansions as part of TND or mixed-income communities. These housing types are developed to look like a single family detached home, but contain four housing units that visually fit with the neighborhood and provide protection to neighboring property owners, who have a single-family looking house adjacent to their development.
- Sustainable design and construction is a vital part of redevelopment movements and environmental awareness. Many urban areas on the fringe of downtowns and first ring suburbs are in a phase of transition as they become more urban. This, coupled with a public desire and awareness of sustainability have created the need to adjust housing practices to include:
  - Housing quality – good materials used for all price points
  - Sense of community and ownership of the surrounding community
  - Design that encourages interaction and familiarity
  - Diversity of housing in new developments, in essence, not a development of homes that are all the same

In addition, during the next five years, the Powers Ferry trade area is projected to add at least 731 households, 79 of which would be in the confines of the study area. The majority of the householders are expected to be:

- Mixed in age demographics. Given the area’s close proximity to the Cumberland CID job center, it is likely that we will still get a major share of “working” aged individuals. As the Echo Boom generation continues to enter the housing market,

- we will see many new, younger, people settle in this area. Another trend is for more, older empty nesters and seniors entering the Powers Ferry market due to the aging of the American populace. These two cross currents will mean a stratified housing market that will need to meet the needs of numerous consumers.
- Wealthier compared to current trends. Due to the high concentration of older apartments near the end of their life cycle at the northern end of the study area; there will most likely be a shift in the income demographics along the corridor as the area redevelops.
  - Ethnically mixed. The northern end of the study area has a large Brazilian population and this will most likely continue in the near future. As this population becomes more stable and invests in the community, we will see housing and business opportunities as individuals integrate into the broader society.

Given these market and demand dynamics, several housing opportunities have been identified for the study area. During the short-term, next five years, demand for new housing will be slow due to existing inventory, competition from foreclosures, and reduced demand. Some of the market segments that show long term promise include:

- Higher-Density Housing: A variety of higher-density housing concepts would have market appeal to a variety of market segments, including younger couples, young families, as well as empty nesters and retirees. It should be restated, that the condo market is currently oversaturated throughout metro Atlanta and in the short term, due to high number of units on the market as well as an alteration to funding rules established by Fannie Mae/Freddie Mac there will be little need for additional condominium units. The longer term shows great promise for these types of units due to the growth in the market segments that prefer these housing types. Neo-traditional developments, zero-lot line homes, townhomes, and condominiums all show long term promise in the market place. New Class A apartments will also be needed, although it is important to introduce these products in association with the removal of an older, antiquated apartment community so that the concerns with the owner to renter ratio can begin to be addressed. Most of the new housing that will be created will be based on redevelopment of an existing housing stock or a conversion of a retail or office space to residential. This is due to the lack of vacant or undeveloped land in this area. This is one of the reasons that higher density housing will be seen in this area, the cost of redevelopment far outweighs the cost of creating new homes on greenfield sites. If the community desires a lower density than the market can bear, then there will be a need to introduce monetary incentives to defray the cost and risks of redevelopment.
- Mixed-use Developments: It is recommended that a village type development be created at one of the focal points along the corridor in order to develop a sense of place for this area. It would be suitable to have this created in one of the underperforming shopping centers located at the northern end of the corridor and

could act as a stimulus for some of the needed residential redevelopment in and around the area. Due to the cost of redevelopment, development incentives or some type of economic stimulus may be necessary for this to occur. The village centered development should include traditional styled housing with a mixture of housing types and commercial and community uses. Elements that would benefit the area include; a grid street pattern to assist with the traffic flow, sidewalks, street trees, pocket parks, and alleyways. A portion of the project would consist of ground level retail or offices with residential units above and behind the retail space.

The market will continue to support middle-income housing, currently priced at \$250,000 and up, which is generally affordable for individuals making \$55,000 annually. This price point has been successfully developed in the market area and continues to sell, albeit at a slower rate in comparison to previous years, even during the worst housing market in our lifetime. Most of the sales have been with townhome developments and a high rise condominium, known as Horizon. The Horizon sales increased when the price on the units were reduced and sold at auction. There are also few new residential developments that target the high end market in the Wildwood area. These developments were selling very well prior to the slide in the housing market. Development activity on these sites has slowed considerably, but it is anticipated that when the market returns and people are able to sell their existing homes, that this market will improve.

#### **IV.D Commercial Market Analysis**

The commercial market for the Powers Ferry Road Corridor study area consists primarily of retail and office development. Staff research focused on an inventory and assessment of existing commercial developments within a one and three mile radius of the intersection of Terrell Mill Road and Powers Ferry Road. Retail market power, consumer spending patterns, primary tenants/users, and retail trade potential were among the factors considered. An analysis of the current market conditions, strengths and challenges for commercial potential and opportunities for commercial development follows.

##### Market Conditions

###### *Retail Market:*

Cobb County has approximately 38.4 million square feet of retail space and 34.4 million square feet of office space. The primary trade area expanded through a one mile radius with approximately 739,505 square feet of combined retail and office space. Based on the field evaluation, it is evident that a high percentage of vacancies exist along with a decrease in retail traffic at peak time hours. High unemployment rate has yielded additional layoffs in the retail industry. One strong observation suggested that most retail firms within the study area are focusing on surviving the effects of the current economic conditions.

Macroeconomic conditions caused by the current recession have created unstable credit markets that have limited business expansion plans due to credit availability and shifting standards. Retailers rely on the credit markets for short term loans to pay their vendors and long term loans to grow their businesses, staff noted many store closures. Another factor affecting the trade area is the rate at which supply outpaces demand resulting in a near nonexistent demand and negative absorption rates. This fundamental supply and demand factor, combined with the rise in unemployment to 9.8 percent, have taken a toll on retail sales and pushed absorption to (366,312) square feet for the third quarter. Development activity has reduced significantly within the market area; there were few new strip center type developments which have sat idle with a small number of new businesses that were lower end type retail establishments.

Overall, the National recessionary conditions have continued to greatly impact consumer spending patterns across the nation and within the trade area. This is demonstrated in exhibits 2 and 3. As a response to the continued weak economic trends retailers have shifted their focus on cutting cost to counter slower retail sales. Staff anticipates slow increases in leasing activity of existing facilities as supply reduces and demand gradually increases with the economic recovery. Many retailers are content with existing space as they are hesitant or unable to expand. Moreover, there is foreseeable long term oversupply in retail inventory, and less investment activity for this area.

#### Retail Trade Potential

A retail gap analysis was performed for the Powers Ferry Road trade area based on Claritas data. This type of analysis provides an indication of supply-demand equilibrium based on retail sales. As shown in the following table, there is negative demand of over \$1.7 billion; this gap is primarily in the area of motor vehicles, parts and dealers which are concentrated on the western portion of the study area. A positive retail gap exists in the area of electronics, building materials and garden equipment, food and beverage, health and personal care as well as sporting good and hobbies. Conversely, there are significant negative gaps in the areas of food services and drinking places, gasoline stations and clothing/apparel.

<b>Retail Gap Analysis (Trade Area - 3 mile radius)</b>			
<b>Category</b>	<b>Demand/ Consumer Expenditures</b>	<b>Supply / Retail Sales</b>	<b>Retail Opportunity Gas/Surplus</b>
Motor Vehicles, Parts & dealers	261,543,823	1,720,748,059	-1,459,204,236
Furniture & home Furnishings	32,602,690	47,916,748	-15,314,058
Electronics & appliances	32,882,120	72,486,128	39,604,008
Bldg. material & Garden Equip.	110,289,451	86,427,310	23,862,141
Food & Bervages	154,315,662	139,219,682	15,095,980
Health & Personal care	67,716,527	110,875,138	43,158,611
Gasoline stations	153,066,314	295,901,461	-142,835,147
Clothing & Clothing accessories	69,434,762	113,979,919	-44,545,157
Sports goods,hobbies,books&music	25,685,006	69,463,252	43,778,246
General merchandise/Dept. stores	160,948,752	171,239,169	-10,290,417
Miscellaneous items	33,468,175	47,096,602	-13,628,427
Non-store retailers (e-shopping vend)	83,973,354	62,874,303	21,099,051
Food Services and drinking places	148,610,558	187,658,886	-39,048,328
<b>Total</b>	<b>1,334,537,195</b>	<b>3,125,886,657</b>	<b>-1,791,349,462</b>

**Figure 37**

Office Market

The Cumberland Galleria submarket, which primarily comprises of areas within Cobb County, is Atlanta’s fourth largest office submarket with 29.4 million square feet, representing 14.1% of total inventory, according to CoStar Group. Unlike its larger sister market, Central Perimeter, which has a dense, concentrated office space, the Cumberland Galleria market is spread out across several nodes, the largest being in the vicinity of the I-75 and I-285 interchange. The Cumberland Galleria submarket has struggled at times over the past decade and has seen tepid growth in new office space since 2003. Out of the six largest submarkets in the Atlanta region (North Fulton/Forsyth, Downtown, Central Perimeter, Cumberland Galleria, Buckhead, and Midtown) the Cumberland Galleria has seen the second smallest increase in new office space since 2003. Conversely, out of the largest submarkets in metro Atlanta, the Downtown and Cumberland Galleria submarkets are the only areas to see a positive net absorption trends from 2008 through the 2<sup>nd</sup> quarter of 2009. Some statistics for the Cumberland submarket are as follows:

- The Cumberland submarket has a vacancy rate of 16.2% (as of 2<sup>nd</sup> Q2009), which is higher than the metro Atlanta average of 14.8%. However, the Cumberland Galleria submarket has seen continued declines in vacancy rates since a high of 18.1% in 2003.
- As of the 2<sup>nd</sup> Quarter of 2009, the Cumberland submarket has the third largest positive absorption of 91,850 square feet.



- Only 46% of the Atlanta submarkets have a positive absorption rate up to the second quarter of 2009. The Cumberland submarket has 116,553 square feet of absorption more than the Metro Atlanta average during this same time period.
- During the 2<sup>nd</sup> Quarter of 2009, the average rents in the Cumberland submarket of \$19.63 is \$0.21 per square foot less than the Metro Atlanta average of \$19.84. The highest rent is in the Buckhead submarket with \$25.81 per square foot and the lowest rents are in the West Atlanta submarket with \$14.32 per square foot

Office space in the Powers Ferry Road area is varied and does not support any one type of business or market segment. This area's identity in the market is totally aligned with the Cumberland CID. The Cumberland area is an older office market area compared to some of the metro area's faster growing younger submarkets such as North Fulton Forsyth and Midtown. It is currently more aligned in growth rates to the Downtown Atlanta submarket. Access to rail mass transit (MARTA) has allowed the Midtown, Buckhead, and Perimeter office markets to grow at a faster rate than the Cumberland market over the past decade with more new space delivered and higher rents per square foot. On a positive note, all of the new office space built in these faster growing submarkets is resulting in a major market correction due to high vacancy and negative absorption rates. Slower growing markets like Cumberland and Downtown are less impacted by this current recession, because they never increased in space at the same level as these other market areas. This will mean that these markets may be more likely to build additional space when the economy returns to a normal rate growth rate due to a lack of availability.

A total of 605 office buildings are located in and around the Cumberland submarket and the Powers Ferry study area totaling 29,416,316 square feet of space. The large quantity of these buildings (70 total and 6,673,289 square feet) is Class A offices. A complete listing of the Cumberland submarket office buildings is available in the appendix.

#### Strengths and Challenge

The Powers Ferry/Cumberland CID area offers several *strengths* for commercial development:

- Good access in the vicinity with multiple interstate access points along I-75 and I-285 and high traffic volumes along area arterial roadways including Powers Ferry Road, Cobb Parkway, Windy Hill Road, Delk Road, and Terrill Mill Road.
- The diverse business environment with multiple fortune 500 companies and Lockheed Martin are economic generators for the area.
- The area's location in Cobb County provides lower taxes and a pro-business government compared to some other metropolitan Atlanta communities.
- The high quantity of executive housing in East Cobb, educated workforce, quality schools, and high quality of life provides numerous positive factors when recruiting new businesses into the Cumberland submarket.



- The Cumberland/Powers Ferry Road area has a large supply of large tracts of land, which includes undeveloped properties and redevelopment property potential.
- Large daytime population in the area increases demand for lunch time and office support businesses.

Key *challenges* for commercial development include:

- The Powers Ferry Road area has an excess supply of retail capacity.
- Traffic congestion on major roads and Interstate Highways during peak driving/commuting times.
- Large quantity of older rental properties and the areas location adjacent to areas with high poverty rates make it difficult to justify higher-end retail development.

#### Commercial Market Opportunities

Retail and office demand is derived by residents and employees in the trade area. Income is also an important factor. As previously indicated, the three mile trade area includes approximately 75,646 residents and 33,716 households with an average annual income of nearly \$77,093. As a side note, retailers typically begin to look hard at market areas with an income exceeding \$50,000 or an area with high traffic volumes that attract customers from other submarkets. During the next five years, the trade area is expected to add more than 2,055 new residents and 731 new households, according to Claritas. In addition, the trade area has total employment estimated at 44,648, of which 41% are in the retail trade and service sectors according to Claritas data. Although Claritas does not forecast employment, we would expect at least 1,000 to 1,500 new jobs in the next five years assuming negative growth in 2010, steady employment in 2011, and a nominal growth rate in the 1.0% range starting in 2012. Another important note on this is the general state of retail in the metropolitan Atlanta market. Most retail analysis shows that the Atlanta area is over-retailed. This may have negative impacts on some areas of the region as retail space is abandoned so that it can be aligned with true market demand.,,

Retail is also driven by tenant location decisions, whether there is market support or not. One of the benefits of this study area, its proximity to the Cumberland submarket, is also a problem when it comes to retail. The Cumberland market is so strong and so diverse, that it is difficult for the Powers Ferry area to have an open market segment that would be successful. The market can also support additional mid-price full service restaurants.

Several older or abandoned shopping centers along Powers Ferry Road should be targeted for redevelopment, as shown in the following table. It shows a list of currently struggling and abandoned shopping centers that offer tremendous redevelopment opportunity near the intersection of Terrell Mill Road and Powers Ferry Road. These older shopping centers should be targeted for mixed-use developments and community serving uses that would include new residential units, new retail and office uses (with less cumulative retail space compared to existing inventory), and government/community centered uses.



The net effect is a smaller amount of commercial space in the short-term, but more households to support the existing and future commercial space. The amount of new commercial space to be developed would depend on the ability to draw anchor tenants, but the market should support at least one-third to half of the space removed from the market in new construction and/or redevelopment.

SHOPPING CENTERS WITH REDEVELOPMENT POTENTIAL POWERS FERRY ROAD STUDY AREA					
Project	Acres	Year Built	Square Foot	Occupancy Rate	Anchor Tenants
Terrell Mill Village	8.6	1974/1989	62,891	15.1%	
Powers Ferry Plaza	11.5	1983/1999	86,173	90.8%	Micro Center
Delk Spectrum	8.3	1991	100,880	85.%	Publix

Source: Cobb County Community Development Agency

Figure 38

Investment in significant new office development in the study area warrants some caution. Macroeconomic conditions and market demand will unlikely warrant sufficient new demand for office space. The office market will continue to be focused on professional office and regional/corporate headquarters well into the foreseeable future. During the next five years, there should be slight demand to support the construction of new office space, including both single-tenant and multi-tenant options. There may also be opportunities for other types of commercial uses that were not part of the analysis. Hotels are a probable use, as well as institutional uses such as churches, and educational facilities.

**IV. E Market Summary**

In summary, there is little market support for many development opportunities over the next five years. This is due, in large part, to macroeconomic and regional conditions. The area offers a good location within metropolitan Atlanta due to its association and location in the Cumberland submarket, its access to I-75 and I-285, as well as East Cobb thru-traffic. Finally, this is a growing trade area that will generate additional demand as population increases and demographics change.

The three-mile trade area for the study area currently has 75,646 residents, 33,716 households, and an employment base of 44,648. The trade area’s population tends to be racially mixed (63% minority) and of middle income (average household income of \$77,093). During the next five years, the trade area is expected to add more than 2,055 people and 731 new households; and a minimum of 1,000 to 1,500 jobs is conservatively forecasted. The study area represents only 21% of the trade area’s population (15,513 of 75,646 residents) and contains 21% of the trade area’s jobs (9,541 of 44,648 employees).



This information illustrates that the Powers Ferry Road area has a good jobs housing balance.

Key challenges in the area include:

- Traffic congestion on major roads during peak traffic times;
- Poor reputation of elementary and middle schools in the serving the corridor, which limits this area's appeal to families;
- Inverse owner to renter occupancy ratio;
- Not walkable nor is it pedestrian or bicycle friendly; and
- Excess supply of retail capacity;

The retail market is overbuilt, but the excess supply is largely older, non-competitive centers that could be targeted for redevelopment. These include 3 centers in the study area that total approximately 249,864 square feet. There are several notable retail category gaps in the trade area including General Merchandise/Dept. Stores, Clothing & Clothing accessories, as well as mid-priced full-service restaurants.

The office market is currently weak. This trend will not change in the near-term due to the weakness of the national and regional market. During the next five years, there should be demand to support a small amount of office development.

The residential market offers the most likely development opportunities based upon land consumption over the past five years in the market area, particularly in "for-sale" single family attached units. The trade area is projected to add at least 731 new households during the next five years. Although the study area is projected to attract 11% of these new householders, there is potential to increase this share if residential redevelopment occurs in the older declining rental housing stock within the area. The new householders in this area are projected to be young adults and older empty nesters as well as more racially mixed individuals. These new householders create demand for a variety of residential products that can be accommodated in the study area. In order to improve the market in this area, the rental occupancy of housing units needs to stabilize. The high rental occupancy of the area can be mitigated and improved by allowing redevelopment of rental housing stock in a manner that allows the construction of new rental units as long as they are increasing the owner-occupied housing stock as well. This will incrementally increase the owner stock of housing in the study area making it a more desirable market for higher-quality retail establishments.

Based on the assessment of current market conditions and the market's demand dynamics, the following development opportunities have been identified for the Powers Ferry Road area for the next five years:

DEVELOPMENT OPPORTUNITIES POWERS FERRY ROAD AREA 2009 - 2014		
Type of Property	Average Units/Square Feet	
	Low Range	High Range
<b>Residential</b>		
<i>Single-family/Cluster homes</i>		
\$200,000 to \$299,999	30	34
\$300,000 and up	20	24
<i>Condominium/Townhomes</i>		
Less than \$200,000	65	76
\$200,000 and up	20	23
Source: Cobb County Community Development Agency		

Figure 39

As shown, the market should support 27 to 65 new residential units per year for a total of 135 to 157 units by 2014. These new units may be comprised of single-family units (detached and attached) 74% and multi-family units (condominiums) 26%. All are for-sale units due to need to reduce the percentage of rental occupied units within the study area to make it more attractive to national retailers. A variety of product types and price points would be recommended, including higher-priced housing. New housing that is more affordable, or rental, should be integrated into a community by mixing housing types and price points in a single community. In addition, there is additional support for redevelopment of commercial space and the possible addition of more hotel rooms. In order sustain the active retail centers in the study area, new retail space being added should be incorporated via the redevelopment of underperforming centers. The only caveat to this would be the creation of a new center that had a strong anchor tenant that would be able to support additional capacity. Office properties are more limited and less likely to develop based upon market demand within the next couple of years, unless it is a neighborhood office use that is incorporated into a larger scale retail redevelopment. Retail opportunities will depend on a couple of factors: 1) the ability for the developer to attract anchor tenants; and 2) the potential to redevelop at least one under-performing shopping center or rental housing community.

Another strong recommendation is to encourage higher-density housing and mixed-use development in this market area, in appropriate locations. Higher-density housing is required to support village type communities that would support a walkable lifestyle, and it should include a variety of housing types, including new single-family housing, which is easily integrated into mixed-use environment. This type of built environment would also drive additional market demand for neighborhood scale office and retail establishments.

## **V. Vision and Guiding Principles**

The Master Plan for the Powers Ferry Corridor seeks a foundation in the desires of the community. At times, various elements of the community offered opposing viewpoints, but the vision seeks to define a common language and a set of ideas for the future of the Powers Ferry area. As the community shared their views, it became evident that they all had one thing in common; A desire to improve a place that is highly valued and critical to the health of their community.

It is the goal of this Master Plan to reflect the common vision shared by the community and provide a positive direction for the future of the Powers Ferry planning area. In this way, a statement of vision should provide the way for shared values and a basis for cooperation between the residents, property owners, developers and Cobb County Government as the community addresses future development dilemmas in the corridor.

### **V.A Vision**

A vision statement for the Powers Ferry Master Plan offers a statement of the purpose for the redevelopment process, painting a broad picture for the future of Powers Ferry. Fortunately, this area has tremendous opportunity due to its location advantage. This has led to a vision statement developed for and by the community which will be a guiding force for the future of Powers Ferry Road.

*“The Powers Ferry area is a vibrant community of residents and businesses containing a distinct blend of uses and scales connected using a human scaled transportation network all of which is established in a way that respects the natural environment.”*

### **V.B Guiding Principles**

To support the community’s vision for the corridor, 6 guiding principles were developed based on public information gathered through the 3 public meetings. The principles act as building blocks to the goals and policies and aim to further define essential attributes key to implementing the vision.

#### Encourage development of focus area

One of the more frequent comments heard throughout the planning process was the establishment of a focus area along Powers Ferry Road. It was suggested that



a village center concept be established to help create a place that would identify the Powers Ferry Corridor and attract residents and visitors. A mix of uses that support the livability of the surrounding community would be appropriate with residential uses, unique small-scale retail shops and small office units. Redevelopment efforts within this active urban center would be designed as a destination place with human scale features with particular attention given to address the needs of the pedestrian.

#### Balance housing opportunities

Residential uses within the study area are predominantly rental-occupied. At the same time these multi-family structures are older and near the end of their life cycle. An approach to leveling the tenure imbalance would be to encourage reinvestment through incentive packages that would increase competition and allow a more favorable mix of owner and rental occupied units together in the same community.

#### Develop a strong sense of identity

Uses throughout the Powers Ferry Study Area are disconnected and built with the automobile in mind. Because public spaces and pedestrian-oriented uses have not been part of the equation, this provides obstacles in creating a sense of place. For visitors to have a clear sense of where they are and to give residents a sense of belonging it is important that future developments address how the relationship between the building and street affects the character of the corridor.

#### Improve aesthetics

Community appearance-related issues are of fundamental importance. Improving the aesthetics of the corridor is essential to the success and unique identity that is attempting to be accomplished by the Powers Ferry Master Plan. Enhancing the attractiveness of the area can best be achieved through a process of taking into account government efforts and private development activities. A well defined process is necessary to bring order and improved designed quality to Powers Ferry's appearance. Also, by encouraging residents to take on grass roots efforts in beautifying the corridor a sense of community pride can develop helping create an identity and improving the appearance of the of the corridor.





### Increase mobility and connectivity

East-west connectivity through the study area is currently adequate; however, the same cannot be said for north-south connectivity, which provides only two alternatives via Interstate 75 and Powers Ferry Road. Traffic volume numbers as well as public feedback suggest other connectivity opportunities are needed, as well as development of other modes of transportation. Due to significant barriers, such as Interstate 75 and the Chattahoochee National Recreational Area, creating other north-south vehicular connectivity routes are limited.

In addition, choices for different modes of transportation should be available and designed to provide safe access for all users. Providing a safe environment that is, walkable, includes multi-purpose trails and bicycle lanes and easy access to transit, can reduce reliance on the automobile and subsequently help build that desired sense of identity.

### Connect to natural environment

Healthy communities tend to include a rich variety of public spaces for social gathering, recreation, cultural events and connecting to nature. Already, this part of Powers Ferry is adjacent to the National Recreation area, a creek and mature natural settings within some of the residential developments. Being able to connect to these open space systems and preserving some of the natural environment can become a key element in contributing positively to the community.

## **V.C Goals & Policies**

Goal statements are long term outcomes that link the vision with plan. When all goals have been met the vision becomes reality. Policies provide ongoing guidance and direction to local government officials, developers and property owners for making decisions consistent with achieving the community vision or addressing community issues and opportunities. The following goals are based on the before mentioned guiding principles and provide the foundation for the recommendations and implementation strategy.

### Land Use

**Goal: The Powers Ferry area is a vibrant community with a distinct blend of uses and scales which include public gathering areas, diverse housing choices and economically efficient buildings at the human scale.**

**Policy #1:** Develop a unique and vibrant mixed-use pedestrian friendly village that incorporates community-serving uses, outdoor plazas and civic art with new residential and job producing uses.

**Policy #2:** Improve the overall quality of housing to ensure new developments and residential redevelopments meet high quality standards.



**Policy #3:** Stimulate a variety of sustainable housing choices that includes home ownership to meet the diverse and evolving needs of families and individuals in the Powers Ferry community.

**Policy #4:** Revise zoning ordinance and building codes to assist redevelopment efforts within underutilized commercial centers

**Policy #5:** Establish energy-efficient, healthier and environmentally sustainable building codes in the Powers Ferry community.

### Transportation

**Goal: The Transportation network within the Powers Ferry community is an inviting safe and convenient system of roadways and multi-use paths that advances the quality of life by providing mobility options, streetscaping and minimizes the impact on through-traffic**

**Policy #1:** Promote connectivity of the road network by creating a smaller grid network of streets.

**Policy #2:** Utilize unique access management design that allows inter-parcel connectivity and on street parking for retailers while allowing minimal obstruction to through traffic along arterial roadways in the village center

**Policy #3:** Improve mobility by increasing transportation opportunities such as sidewalks, multi-use trails, and bike lanes

**Policy #4:** Improve parking facilities to ensure compatibility with urban character

**Policy #5:** Ensure planned bicycle and pedestrian networks are safe and connect to Brumby Elementary

**Policy #6:** Encourage developers to incorporate designs which promote pedestrian and bicycle activities

### Economic Development

**Goal: Businesses within the Powers Ferry area cultivate a balanced economy that capitalizes on the diverse population of the community**

**Policy #1:** Encourage programs that attract and retain businesses within the Powers Ferry area

**Policy #2:** Increase the marketability of the Powers Ferry community by taking advantage of existing and future Business Associations, the Cobb Chamber of Commerce and the Cumberland CID.

**Policy #3:** Explore funding programs to assist retailers to market/promote their businesses

**Policy #4:** Stimulate a vibrant, sustainable and diverse economy with opportunities for employment and entrepreneurship.



**Policy #5:** Encourage specialty and diverse retail shops to attract shoppers to the area.

#### Open Space & Natural Environment

**Goal: Open space and the natural environment is an asset to the Powers Ferry community by providing health, recreation and environmental benefits.**

**Policy #1:** Encourage landmarks or gateway features to highlight access points to the Chattahoochee National Recreation Area

**Policy #2:** Utilize publically owned lands as open space, access points to programmed trails or neighborhood passive recreations areas

**Policy #3:** Enhance the quality of life through initiatives that respect the natural environment

#### Community Appearance

**Goal: The Powers Ferry corridor is an engaged and attractive community with a sense of place**

**Policy #1:** Develop a unique, desirable image for the community in coordination with the residential and business community

**Policy #2:** Encourage high standards of aesthetics and compatible design of public and private developments

**Policy #3:** Endorse business associations, home owner associations or other community organizations that develop community involvement programs to further enhance the quality of life of the Powers Ferry area

**Policy #4:** Promote the areas valued features and built environment as a means to trademark the Powers Ferry Community

**Policy #5:** Improve landscaping, lighting, signage, underground utilities and building design to add value to the community

## **VI. Recommendations & Implementation**

The Powers Ferry Road area is a desirable part of Cobb County and will continue to attract both residential, commercial and office growth based on its access and location to job centers, regional attractions and recreational facilities. This is clearly exhibited by current development patterns and market changes that show a reduction in office and retail demand with a residential market that continues to develop and sell even during the collapse of the national housing market. As stated in the purpose section of this document, this master plan is an effort to effect change to the current development patterns to accommodate future growth but at the same time improve the quality of life of current and future residents.

This section of the study details the culmination of a nine month planning process that started based on the real opportunity to impact future development patterns within the Powers Ferry Study area. By gathering and studying several aspects of existing conditions and following through an extensive public involvement process, the Project Team has formulated a plan based on issues discovered and brought forth throughout the planning process.

The Powers Ferry Master Plan is not intended to specifically predict or dictate future development, but provide a guiding vision for future growth that is based on the hopes, desires, and economic realities of the future. The following recommendations start off with the Conceptual Master Plan Map and then are broken down into the 5 planning elements that coincide with the goals and polices of the master plan.

### **VI.A Conceptual Land Use Map**

The conceptual land use map (**Figure 40**) serves as a broad guide to future investments and outlines the type and scale at which future development should occur within this part of the Powers Ferry corridor. The map encompasses the desires of the community that have been conveyed to the planning team over the course of the last 9 months.



Each area has been designated a Future Character Area to help the community better understand growth patterns and assist elected officials on proposed developments in the future. The Future Character Areas are defined below followed by the Conceptual Land Use Map.

#### Residential Redevelopment

New investment in the Residential Redevelopment areas should focus more on a complete re-imagining of the neighborhoods, or portions thereof, to assist in creating stability for these areas. This may include instances where existing deteriorated structures need to be demolished before new development occurs. In cases where Residential Redevelopment areas are adjacent to arterial roadways it may be appropriate to retrofit properties with walkable, mixed-use buildings that would allow both residential and/or non-residential uses. To correct the housing tenure imbalance the Residential Redevelopment areas will encourage a higher percentage of owner occupied units, but will continue to allow for some renter occupied units to be built back. Based upon the market study, this will be necessary due to the high cost of land and additional cost of demolition that will be required in this area. Architectural features would be consistent with the design of the Village area and Residential Revitalization areas. Any redevelopment efforts within the Residential Redevelopment areas will be encouraged to develop and construct a street grid network that allows internal accessibility as well as increased pedestrian and vehicular mobility to the Village center or other activity centers.

#### Residential Revitalization

New investment within the Residential Revitalization areas should focus more on rehabilitation of existing structures. The Residential Revitalization districts should primarily be composed of residential uses with a focus on homeownership. These areas need strategic investments to preserve the integrity of the existing neighborhood. Rejuvenation in this area would be encourage to maintain the general layout of the neighborhood with minor changes to the street system to allow for connection to the community wide grid network. Architectural elements would be encouraged to be updated and consistent with the Village and the Residential Redevelopment areas.

#### Residential/Owner

The Residential/Owner designation defines areas that are exclusively residential and predominantly owner occupied residential units. The housing types would consist primarily of Townhomes, Condominiums and single-family residential units. Sidewalks, street interconnections and appropriate traffic calming measures may be necessary if they are also included in a larger redevelopment scenario.

#### Residential/Renter

The Residential/Renter designation defines areas that are exclusively residential and predominantly renter occupied residential units. The housing types consist primarily of



apartments. Sidewalks, street interconnections, and appropriate traffic calming measures may be encourage if any large scale redevelopment efforts were to occur.

### Mix-Use

Mix-Use districts within the Powers Ferry Master Plan are concentrated around the Powers Ferry Road and Windy Hill Road intersections. Redevelopment efforts in this district will be encouraged to construct buildings that facilitate more than one type of use or a single development of more than one building and use, where the different types of uses are planned unified and functionally integrated via vehicular and pedestrian access and parking areas. Mixed use building should be a minimum of two stories and depending on their location may need to be 4 to 6 stories in height. The higher heights are more appropriate in the Cumberland CID areas of the study boundary.

### Village

The Village may be a focal point of the corridor with a range of uses and activities that are ideal for a diverse and vibrant town center environment. This area will act as the foundation of the community's identity by providing distinct design and architectural characteristics. Developments within the Village would necessitate an assemblage of parcels and consist of a combination of traditional single use lots and mixed-use developments that contain small retail space and offices at street level and residential uses above. There are also opportunities in the village to create small incubator retail space as a means of blocking surface parking lots from visual site vistas. These smaller retail spaces provide lower cost retail space for small local retailers and entrepreneurs who want to invest in the community. Some homes within the mixed use units could be marketed toward live/work units. Community serving uses such as a Library would be ideal within the Village, coupled with gathering areas and plazas for outdoor leisure time. The future Village center will have an internal street system that is designed at the pedestrian level that allows for on-street parking for retailers and larger structured parking facilities hidden behind buildings for residents. To encourage an active and energetic focal area, the Village will encourage outdoor seating for restaurants, small open space parks and multi-use trails throughout the developments and connecting to the larger trail network. As a way to provide a mixture of housing types and transition to neighboring uses, the Village area would encourage small-lot, single-family residential units along the eastern and western perimeter of the Village area. Finally access across Powers Ferry Road and Terrell Mill Road are a challenge for having a successful village in this area due to high traffic volumes. Therefore, connectivity should be accomplished within the village center by prioritizing pedestrian mobility and, where appropriate, slow traffic. This could be accomplished through a number of different means including mid-block crossings with pedestrian actuated signalization, speed tables with decorative paving materials, or some other means.



### Retail

There are five separate retail districts identified within the Powers Ferry Master Plan. The areas are located along Delk Road, intersection of Interstate North Parkway and Windy Hill Road, and intersection of Powers Ferry Road and Windy Ridge Parkway. This district provides for uses for retail stores, service stations and restaurants; however, office may also be appropriate.

### Office

Office uses can be found scattered through out the Powers Ferry Master Plan but are primarily located in the southern portion of the study area within the CCID. The most appropriate use would be office. However, mixed-use developments that include retail and residential may also be appropriate. Some of the existing office areas in the southern portion of the master plan are single story buildings. Over time, these may need to be redeveloped to taller structures that would better utilize vertical space and assist in creating a skyline that would accentuate the existing and planned structures in the Cumberland Area.

### Hotel

Hotel areas can be found in the southern end of the Powers Ferry study area and offer sites for lodging facilities designed to serve the needs of the adjacent office uses. Pedestrian connection to offices and retail will be encouraged and CCT, future CID circulator service, and I-75 mass transit is recommended to be coordinated.

### Recreation/Open Space

The purpose of the Recreation/Open Space district is to allow for recreational and conservation uses. Within the Powers Ferry study area the Recreation/Open Space would provide opportunities for walking and bike trails, as well as, locations for future access points to the trail network. Parts of the Recreation/Open Space area, such as along Rottenwood Creek, has been established to provide a level of environmental protection from future development efforts.

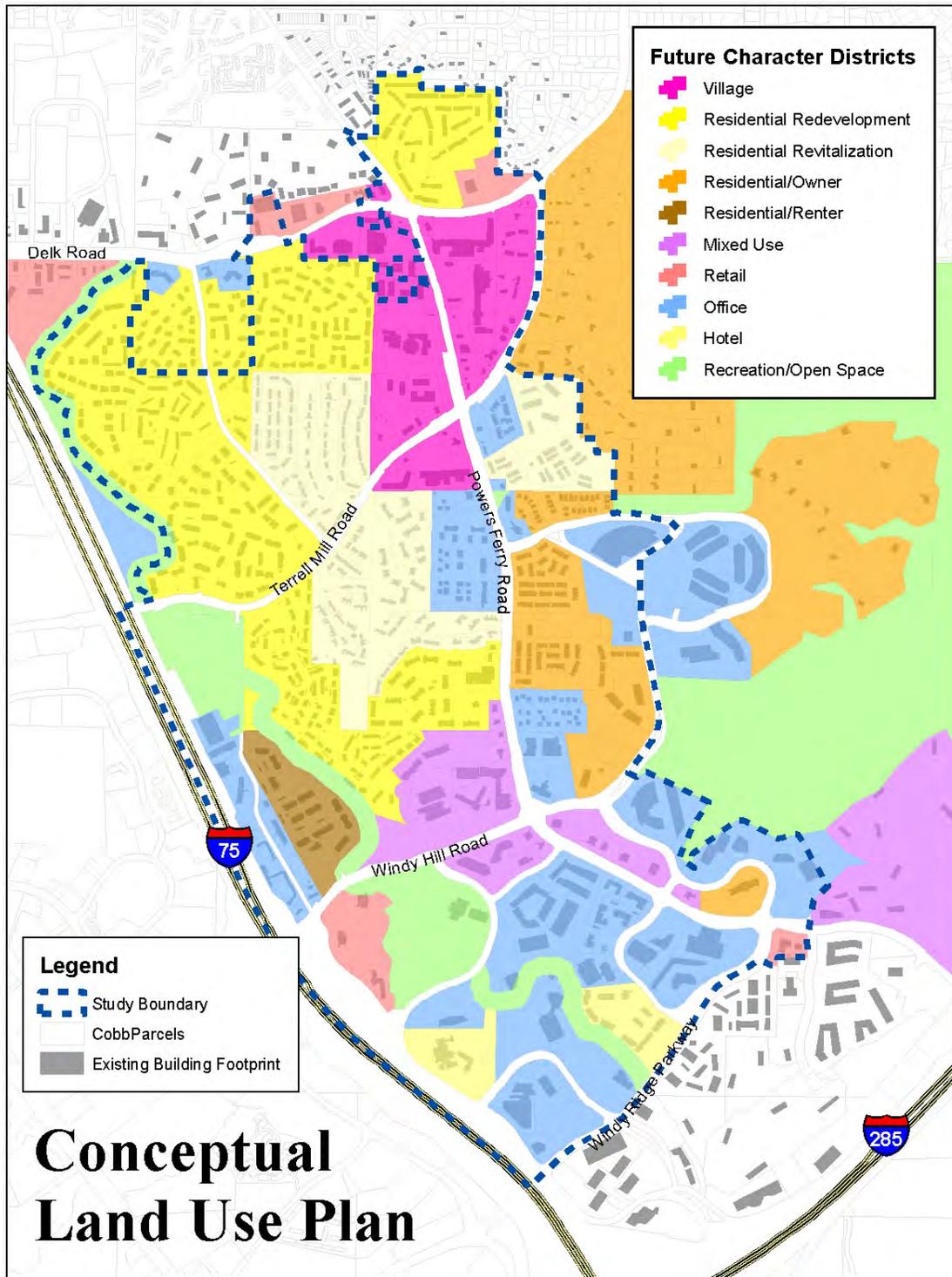


Figure 40



### **VI.B Master Plan Map**

The Master Plan Map is the product of stakeholder and public involvement during the Design Workshop in September. It is a more comprehensive version of the conceptual land use map and provides recommendations on land use as well as transportation. After staff combed through the designs and comments offered by the public, a clean version was presented at the third public meeting in early October.

It became evident that certain areas within the defined study boundary were identified as areas that needed change or improved upon in one way or another. Most of the attention was focused in the northern part of the study area, while the southern half was virtually untouched. This is primarily due to large amounts of rental units and vacant shops in the northern tier, while the southern tier, which consists of the Cumberland CID, provides a good mix of land uses and a stable transportation infrastructure.

The Conceptual Master Plan Map (**Figure 41**), which is a visual representation of the recommendations, concentrates on two primary elements of the study area: Land Use and Transportation.

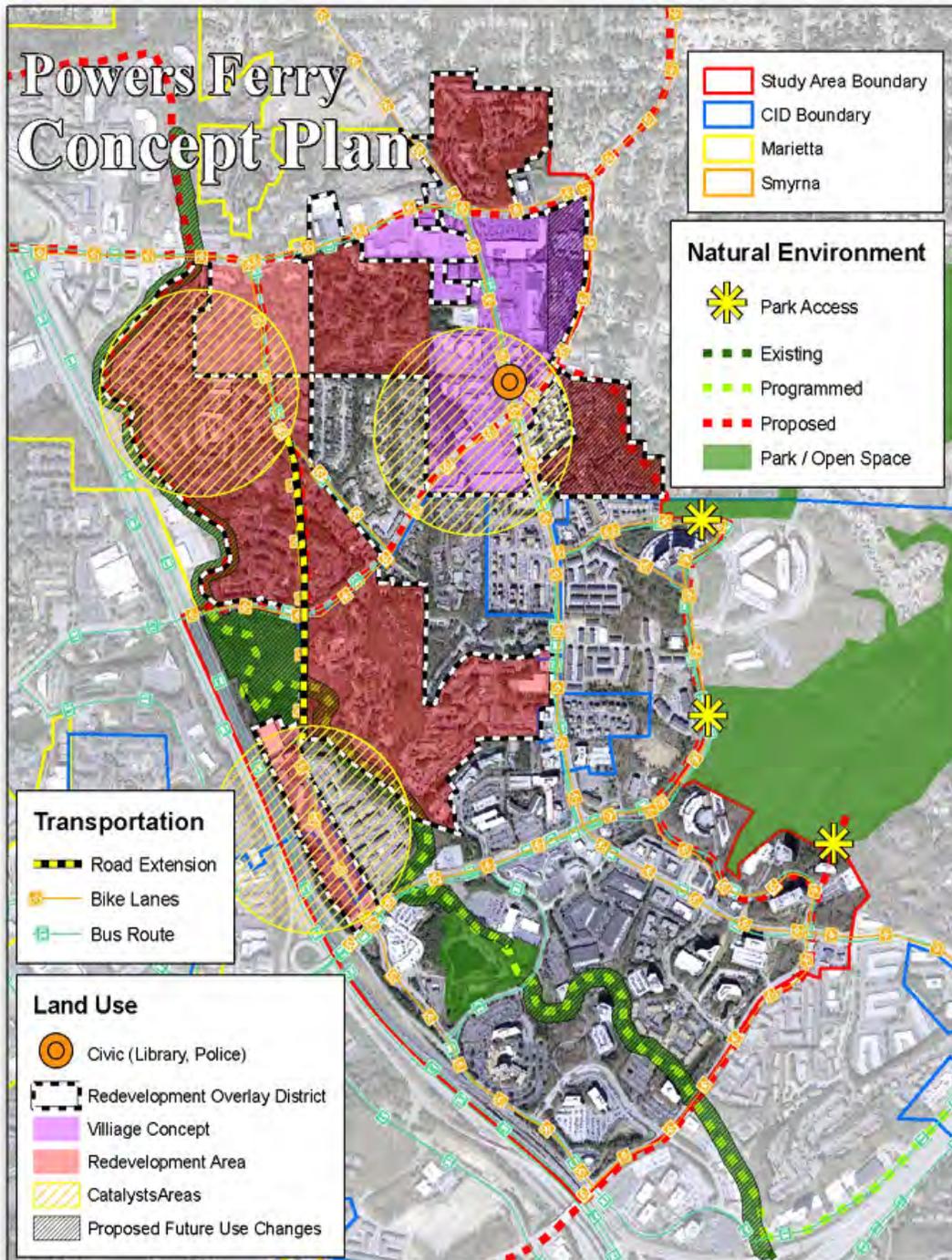


Figure 41



## **Land Use**

### Land Use Map Changes

There are three recommended land use changes to the future land use map. The locations of these changes are shown in **Figure 42**.

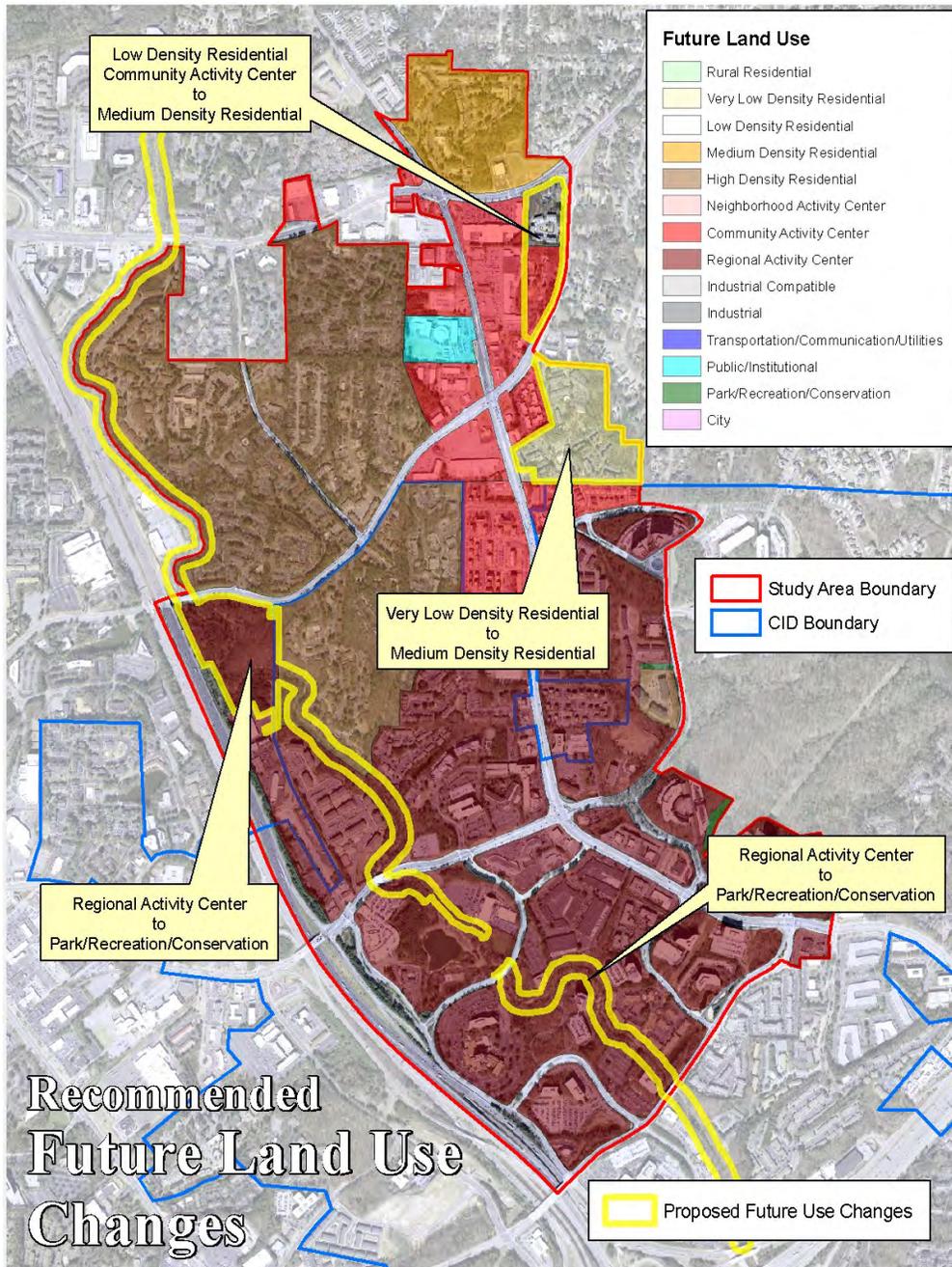
South of Terrell Mill Road just east of Interstate 75 are 4 undeveloped properties currently owned by Cobb County. The 4 parcels, approximately 23 acres, consist of woodlands and traversed by Rottenwood Creek. The properties currently have a future land use designation of Regional Activity Center with a sub-category of office and zoned for multi-family residential and general commercial uses. It was once proposed for a station to service the BRT system that was being studied but due to funding it never made it off the ground. It is the public's interest to change the future land use to Park/Recreation/Conservation (PRC) to provide additional open space and potential access to a future trail system that is programmed along Rottenwood Creek to Terrell Mill.

Stimulating redevelopment is one of the purposes of this plan and some of the redevelopment efforts that might come forward in the future could be adjacent to Rottenwood Creek. To buffer Rottenwood Creek and provide a level of environmental protection, the community would like to establish PRC along the 50 foot undisturbed buffer zone. This designation should not affect any current or future redevelopment efforts due to mandates through local and state regulations, but would provide potential access to this natural resource.

There are about 7 properties on the west side of Terrell Mill Road between Delk Road and Powers Ferry Road that were pointed out as potential land use changes due to proximity to the single-family neighborhoods across Terrell Mill Road. The area of interest has a future land use designation of Community Activity Center and Low Density Residential with various zoning categories ranging from R-80 to Office/Institutional and includes Suburban Condominiums. As a way to accommodate future residential growth and offer protection to residents of the area, the Powers Ferry Master Plan recommends amending the future land map of this area to Medium Density Residential. This would also provide a logical transition from the Village Center focus area to the residential subdivisions on the east side of Terrell Mill Road.

At the eastern corner of Powers Ferry Road and Terrell Mill Road tucked behind a single story office park, are 2 older condominium and apartment developments. The multi-family residential developments are zoned for high density residential at 7 and 8 units per acre. However, the future land use designation suggests future development for this site should be built in the Very Low Density range from 1 to 2.5 units per acre. The higher density precedent which has been set would deter redevelopment efforts for these particular sites due to cost per acre for new development in the VLDR range. This would result in the continued deterioration of the properties that end up negatively impacting the

surrounding community. Also, a change would create a better transition in land use from the commercial uses along Powers Ferry Road to the single-family residential units to the east, the Powers Ferry Master Plan recommends changing the future land use to Medium Density Residential.



**Figure 42**



### Revitalization

There are two areas of interest that were pointed out by the community where redevelopment attention should be focused. These areas have been identified on the Conceptual Master Plan Map as the Redevelopment Area and Village Center.

#### Redevelopment Area

Due to the older, decaying multi-family structures that exist in this part of the corridor, it is the public's desire to consider parts of the corridor as a redevelopment area. Most of the redevelopment area is in the northern tier and consists of a high level of rental, multi-family residential units, except for a linear stretch of commercial uses along Leland Dr.

One of the 6 guiding principles established as a result of public commenting, was balancing housing opportunities. Reinvestment efforts within the Redevelopment Area would focus on the over-supply of existing rental housing. A lot of the multi-family structures in the area are reaching economic and functional obsolescence. Establishment of a Redevelopment Area would provide an opportunity to update some of the attached housing stock by looking at rehabilitation of some structures and even in severely substandard housing, tear down/rebuild scenarios could improve the area. Regardless of which scenario is chosen, an update in the improvement of façade treatments by utilizing newer materials can go a long way in reversing deteriorating conditions within some of the housing structures.

Providing home ownership opportunities through future revitalization efforts could help reverse the rental market and provide a more balanced housing situation. Based upon market demand it may not be possible to have a 100% transition of these communities from rental occupancy to owner occupancy; therefore, we recommend an approach that will establish incremental change by allowing a percentage of rental occupancy back into communities as long as we are working towards the goal of altering the tenure imbalance in the area. This will start to change the market dynamics and provide a new base of owners and a different type of renter that would migrate to this area. This would greatly assist the local retail market in the study area.

#### Village Center

Another area that has been identified by the public for revitalization is the commercial activity node along Powers Ferry between Terrell Mill and Delk Road. There was a strong demand from the public to create a focus center for the corridor, a destination place that could provide the foundation for building a sense of identity.

The commercial, retail node in the northern part of the corridor has been highlighted for the development of a Village Center. This concept could transform outdated shopping centers and underutilized asphalt into a safe, mixed use development designed at the pedestrian scale. An internal street system could provide convenient access and on street parking that neighborhood retailers prefer. Larger structured parking facilities would be tucked behind buildings but tied into the overall development through urban and architectural design guidelines. Mixed-use structures would likely contain local retail shops on the bottom floor with upper floors marketed toward residential town homes or live work units. Through rezoning and/or the development review process, outdoor plazas and small open space parks could be incorporated into redevelopment efforts. Along the outer perimeter of the Village area small-lot, ranch style, single family residential units could provide housing for seniors and also provide land use transitions to neighboring uses.

Other uses proposed to be incorporated into the Village could be community serving uses and gathering areas. Identified by the public as a need, a cultural center or community center complete with a library would help facilitate meeting space and community rooms and provide an enriching leisure time experience and improve the overall quality of life of residents.

To provide a secure and safe realm, Crime Prevention through Environmental Design is based on the design and effective use of the built environment and could be incorporated into the design elements of the Village area and lead to a reduction in the incidence and fear of crime, which ultimately would improve the quality of life. This crime prevention philosophy can foster positive social interaction among residents and visitors with an emphasis on preventing crime rather than apprehension and punishment after criminal activity has been committed.

The Redevelopment Area and the Village Center will have to be driven by private market interest but could potentially be expedited through tools which the County could potentially employ. These tools would be in the form of incentives and strategies which would draw the interest of the developers and property owners. As a start to implementing enticements into the district, the Power Ferry Master Plan proposes establishing a Redevelopment Overlay District (ROD) that is unique to the Powers Ferry area and encompasses the Redevelopment Area and Village Center while identifying them as two separate revitalization areas (**Figure 43**). The overlay district is the vehicle to providing the tool and flexibility for applying Smart Growth principles and incentives to attract the attention of interested developers and property owners. The ROD can provide a set of higher standards that would enhance the assets of the community. Other types of incentives that could be considered would be the establishment of a tax

allocation district, which would create a public-private partnership to support redevelopment efforts.

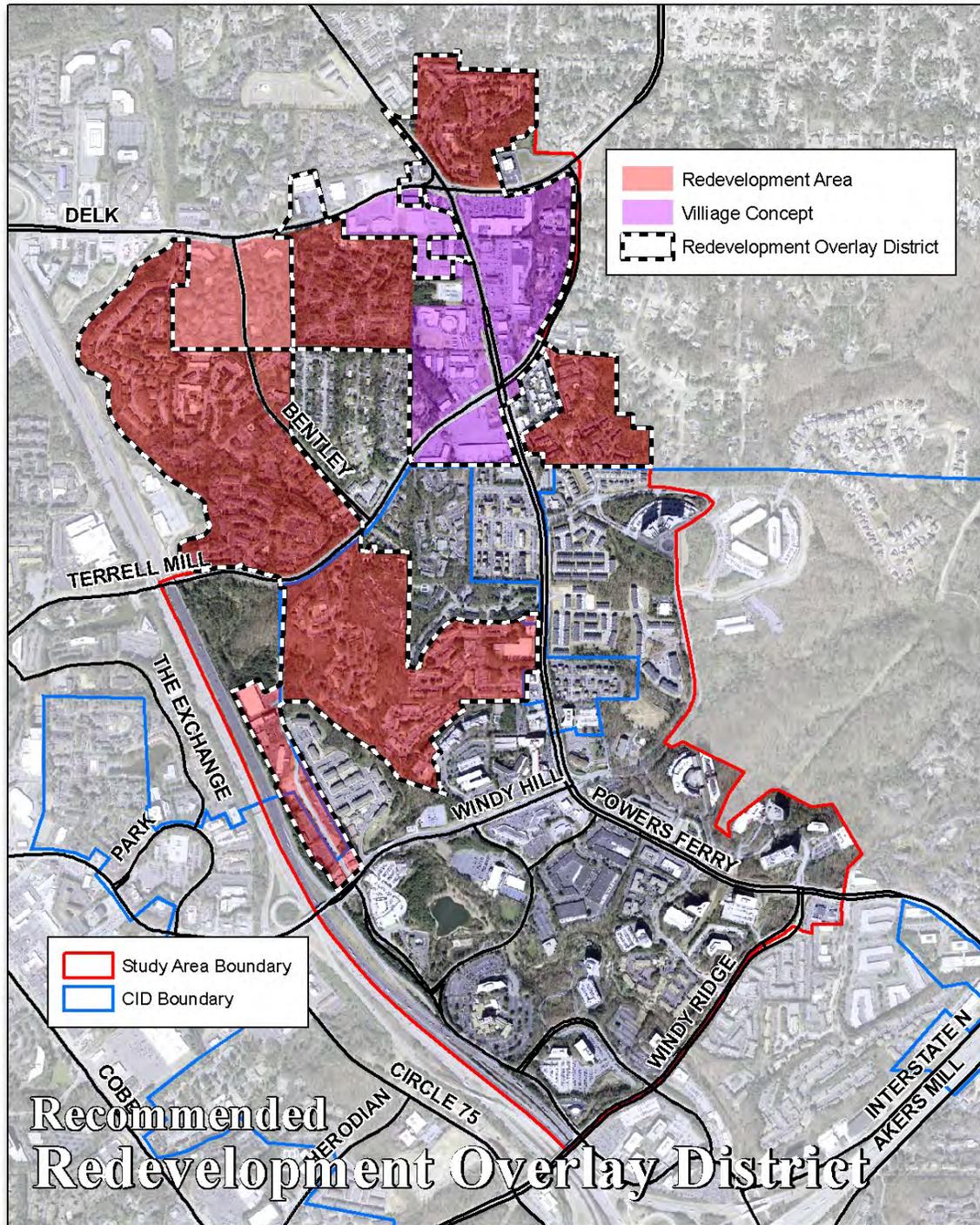


Figure 43

As a way to show the public the potential of the Village Center, we acquired the services of an architect who has expertise and experience in developing town center concepts, to develop a conceptual site plan for part of the Village area. **Figure 44** shows the site plan based on Stakeholder drawings and ideas. This hypothetical drawing incorporates all the ideas that intend to remake this activity center into a livable, walkable and workable destination place.



Figure 44

### Catalyst Areas

There are three catalyst areas shown in **Figure 45** that have been chosen to spur redevelopment efforts along the corridor. These sites were targeted by Stakeholders and the community to initiate the transformation of deteriorated and underutilized properties into new, vibrant mixed use communities and act as guides to future redevelopment efforts along the corridor. The sites are not specific properties but are general areas that could be leveraged due to their existing conditions. Redevelopment opportunities within

these sites would be able to support higher densities, pedestrian connectivity, and a possible mixture of uses. The sites are represented in the following map.

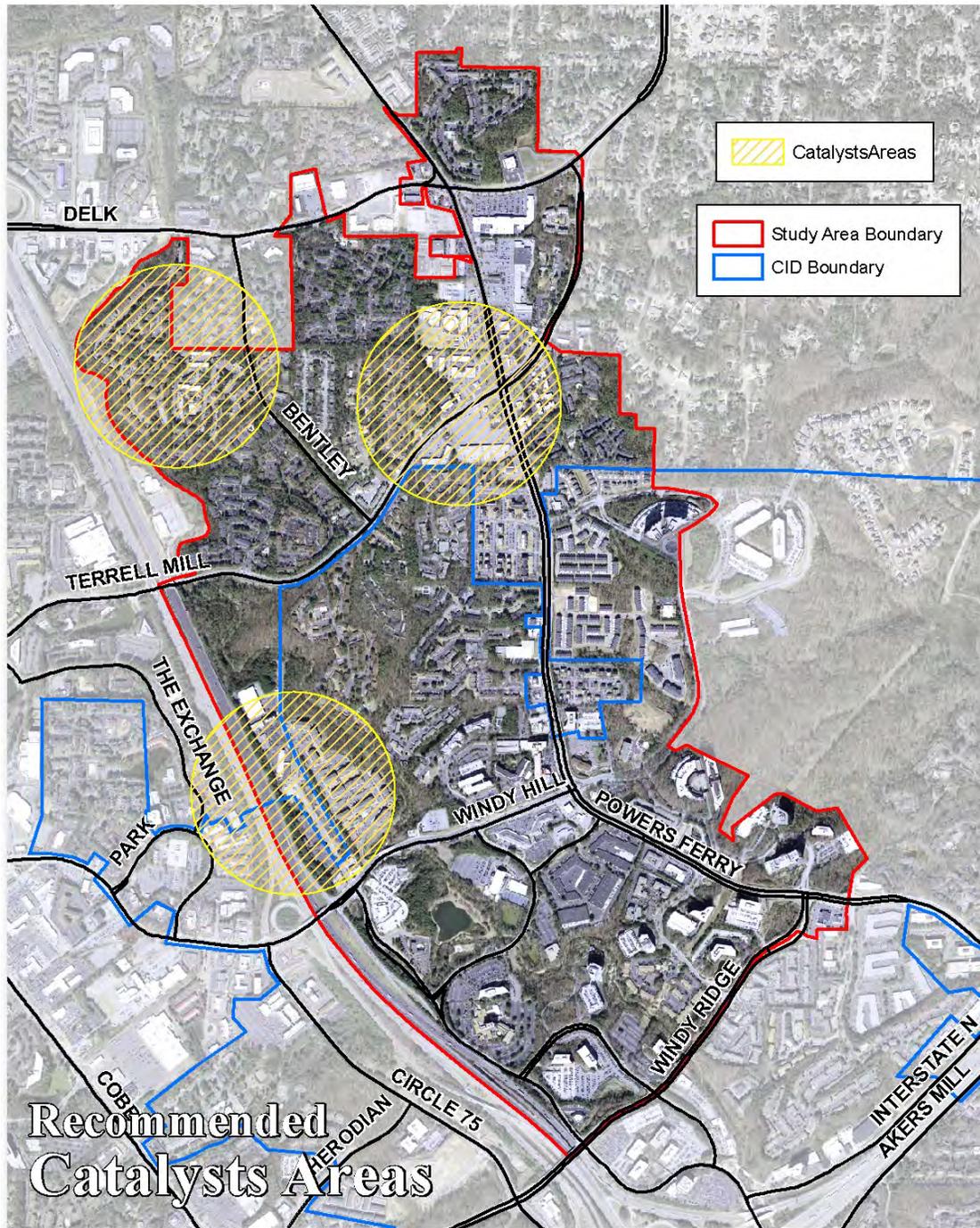


Figure 45



### Connecting to the Natural Environment

This part of Powers Ferry already has a substantial amount of open space. However, better access to the natural areas could be accomplished at key spots within the master plan boundary (**Figure 46**).

The Chattahoochee National Recreation Area (CNRA) is adjacent to the corridor on the east side of the study area with no official entryway into the park. Currently, the only entrance in this area of the county is the Cochran Shoals entrance off of Interstate North Parkway, which is often over utilized. With the assistance of the National Park System, the Powers Ferry community would like to establish official entryways into the CNRA via three locations: Wildwood Parkway, Windy Hill Road and Windy Ridge Parkway. These locations are identified on the Conceptual Master Plan Map. By providing park entrances along this side of the park, this could facilitate the main focus of branding the area as it relates to bike riding trails.

Entrances would be permitted through the National Park System and consist of pedestrian scale, gateway features that identify the entrance into CNRA network of hiking and bike trails. The entrances would likely contain a small plaza for benches and picnic tables and parking facilities for bicycles. Parking for automobiles, as it was suggested by the public, could be accommodated through shared parking agreements with the owners of the parking structures that service the adjacent high rise office buildings.

The Cobb County Department of Transportation has established a programmed trail extension for the existing Bob Callahan trail north from Interstate North Parkway to Terrell Mill Road. At the northern terminus of the trail system is County owned property that possesses a great opportunity to provide access to the new trail system. As a way to provide a connection to the trail system, the Powers Ferry Master Plan suggests establishing a trail head at this location.

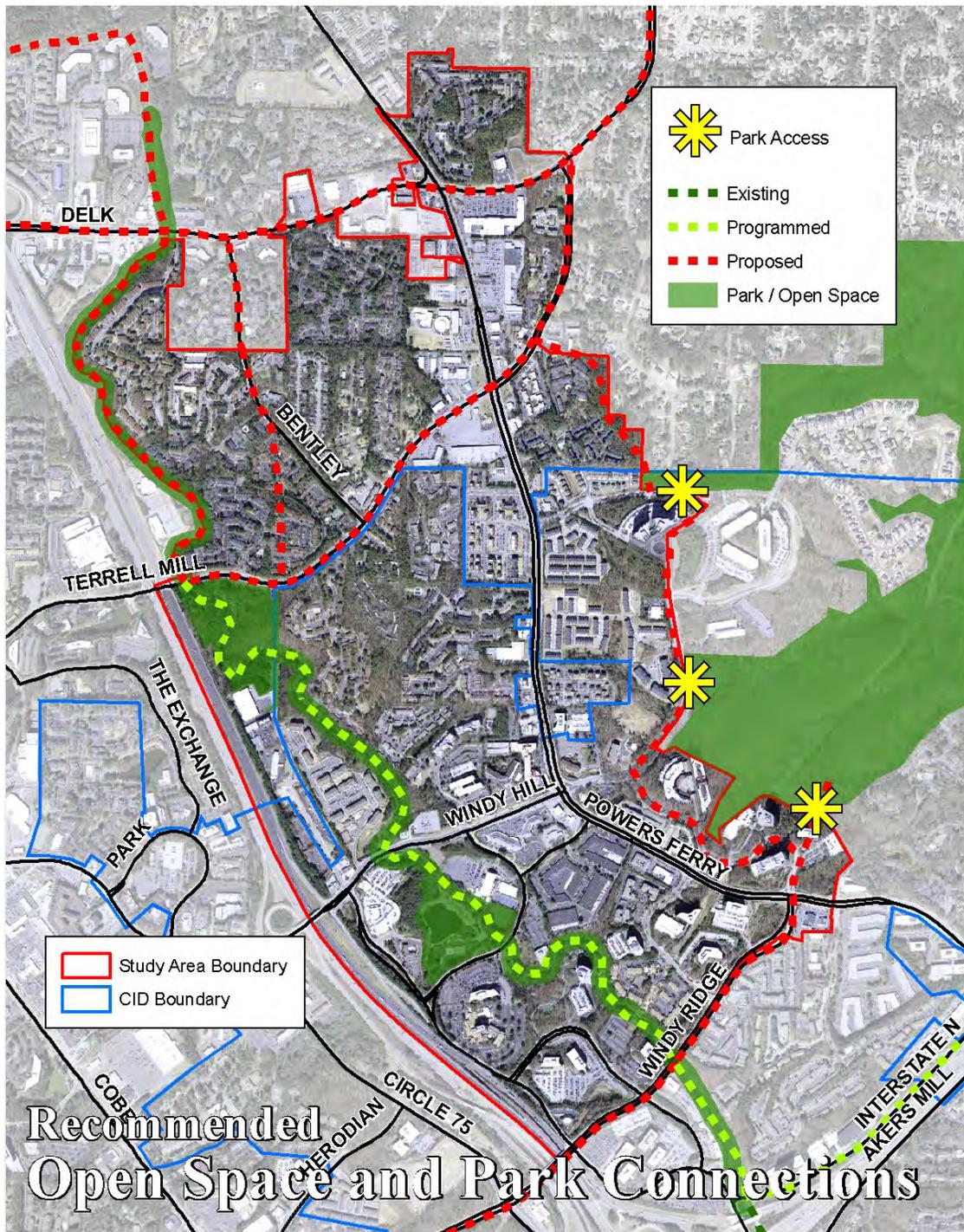


Figure 46



## **Transportation**

The guiding principle regarding transportation relates to increase mobility and connectivity to provide relief to congestion along Powers Ferry Road, especially during peak travel times in a safe manner.

### Connectivity

Roadways in a north-south orientation are lacking in this area of the county. During peak travel times Interstate 75 is often congested and the only other north-south route east of interstate 75 is Powers Ferry Road, which is often congested as well. It is important that a well established north-south network is in place considering the primary flow of traffic during peak times is oriented in a north-south direction with residential uses to the north and the job centers, shopping and entertainment to the south.

After many discussions on providing better vehicular connectivity and the fact that there are huge barriers (i.e. CNRA) for other north/south alternatives, it was concluded that the Leland Drive extension project remain a viable option to relieving traffic congestion along Powers Ferry Road.

The Leland Drive congestion relief project was part of the last SPLOST initiative but was considered a low priority project and thus did not receive funding for construction. Moving forward, this plan recommends the Leland Drive extension to be considered a high priority project, so that when future funding opportunities are available it will likely receive the monies necessary to be completed.

In addition to the Leland Drive extension a recommendation to realign Bentley Road with the Leland Drive would further improve connectivity in a north south direction improving mobility throughout the corridor.

### Pedestrian Network

The Powers Ferry study area currently has a good network of sidewalks; however, the need to improve and add additional sidewalks should be prioritized. Multiple sidewalk gaps, which have been identified, discourage walking and make it difficult for pedestrian movement.

Pedestrian signals are known to provide safe and welcome environments for pedestrians. The crosswalks and striping within the southern tier of the study area has been well equipped for pedestrian movement and will be further improved by the CID utilizing the Blueprint Cumberland streetscape plan. The same cannot be said for the northern section of the study area where a need for improvement shall focus on countdown signals and pedestrian striping on all four corners of the arterial intersections.

A main area of concern for future pedestrian mobility is in the Village Center, which will require improved pedestrian connections across Terrell Mill Road and Powers Ferry

Road. Mid-block crossings or alternative mobility options will need to be considered to assist with making this important pedestrian connection.

A map of the connectivity opportunities, sidewalk gaps as well as additional sidewalks to complete the network of pedestrian facilities is shown below in **Figure 47** as well as the pedestrian improvements at the Powers Ferry intersections with Delk Road and Terrell Mill Road.

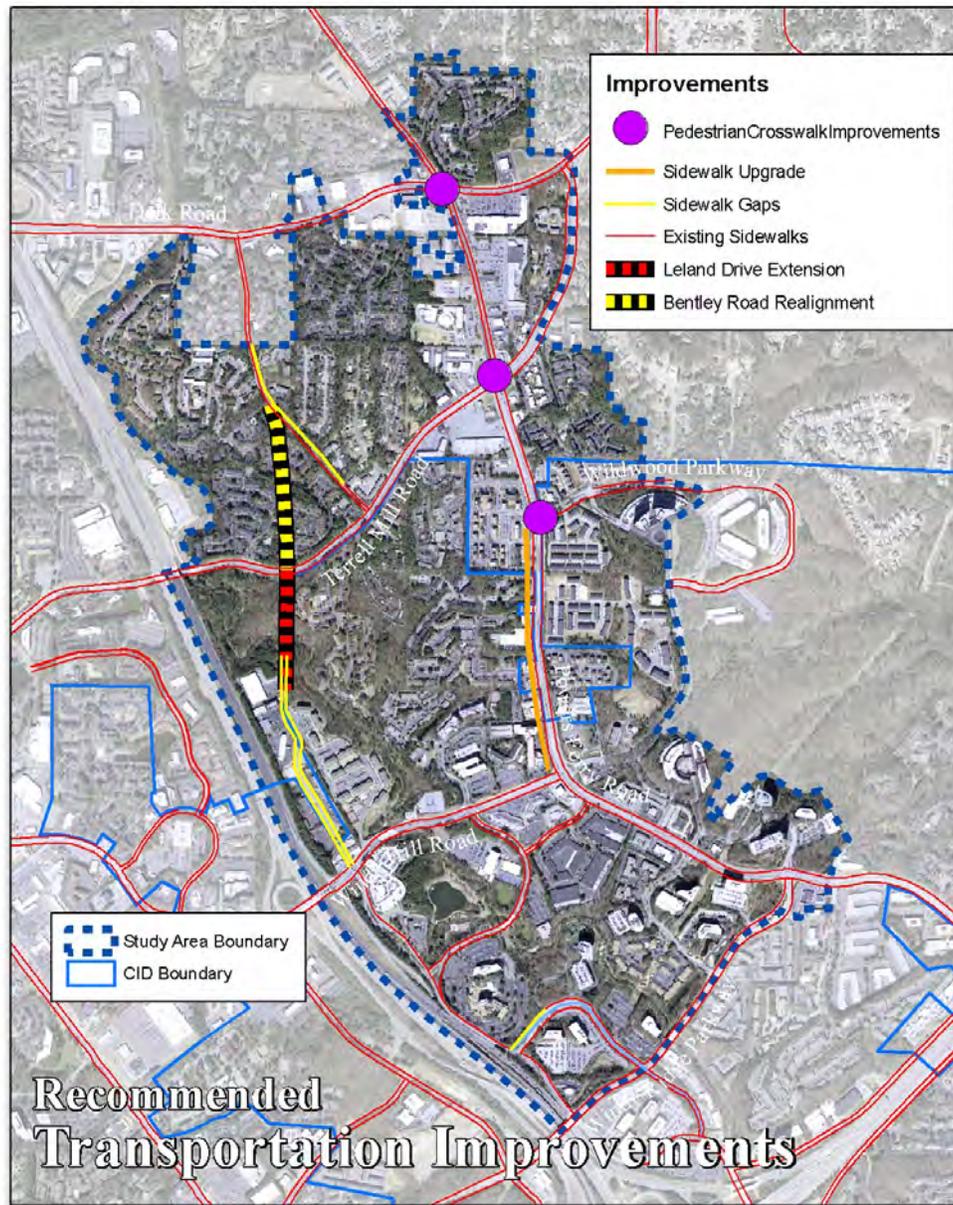


Figure 47



### Transit

With the Powers Ferry Plan recommending and promoting a revitalization of the housing stock and a pedestrian oriented community, it is expected that local vehicular traffic will decrease due to fewer local trips while public transit ridership could increase. To accommodate the potential increase in transit volumes, the Powers Ferry Master Plan recommends Cobb Community Transit to reevaluate the transit service in the area and consider expanding certain routes and stops to include underserved areas or areas that are not currently connected to the transit system in connection with on the ground changes in the community.

According the Blueprint Cumberland Strategic Plan, the Cumberland CID has proposed circulator service to connect mass transit to housing, jobs and retail centers. The circulator loop will provide door to door service to the central core areas of the CCID and southern portions of the Powers Ferry corridor and Wildwood Office Park. Additionally, the loop could potentially provide linkage future I-75 and I-285 regional mass transit solutions. It will be intended to function in unison with the Cobb Community Transit (CCT) network so a coordinated effort between CCT and the Cumberland CID would be crucial in the success of the circulator service within the northern part of the CID.

### Bicycle Network

The community revealed a great deal of interest in providing opportunities for cyclists. The CNRA provides two bike paths as part of its trail network. Due to these interests, efforts to provide bicycle routes throughout the corridor and ensure that the routes are connected to CNRA and other trails should be undertaken. Understanding safety as a key issue in bicycle networks determining whether bicycle facilities should be within or off of existing right-of-way would require subsequent study and research. There will also be a need to study bicycle crossing strategies at Powers Ferry Road and Terrell Mill as well as Powers Ferry Road and Windy Ridge Parkway. These intersections will be logical transition points to get people from the Rottenwood Creek Trail to the CNRA bike trail. The following map shows the Bicycle suitability for the Powers Ferry Corridor.

### Trail Network

Cobb County has created a series of proposed and programmed trails to build upon its existing trail network. The future trail system within the Powers Ferry corridor is a critical component of the overall network due to its proximity to the CNRA. As noted earlier in this document Cobb County Department of Transportation has already programmed a trail extension for the Rottenwood Creek Trail (a.k.a Bob Callan Trail) from Interstate North Parkway north to Terrell Mill Road. Beyond the programmed trail extension the additional network of trails is proposed and was very supportive by the community.

One proposed change that was offered to the existing proposed trail network was rerouting a small portion of the multi-purpose trail off of Powers Ferry Road due to

safety concerns and reestablish the trail along a greenbelt between the condominiums and single-family lots as shown in **Figure 48**.

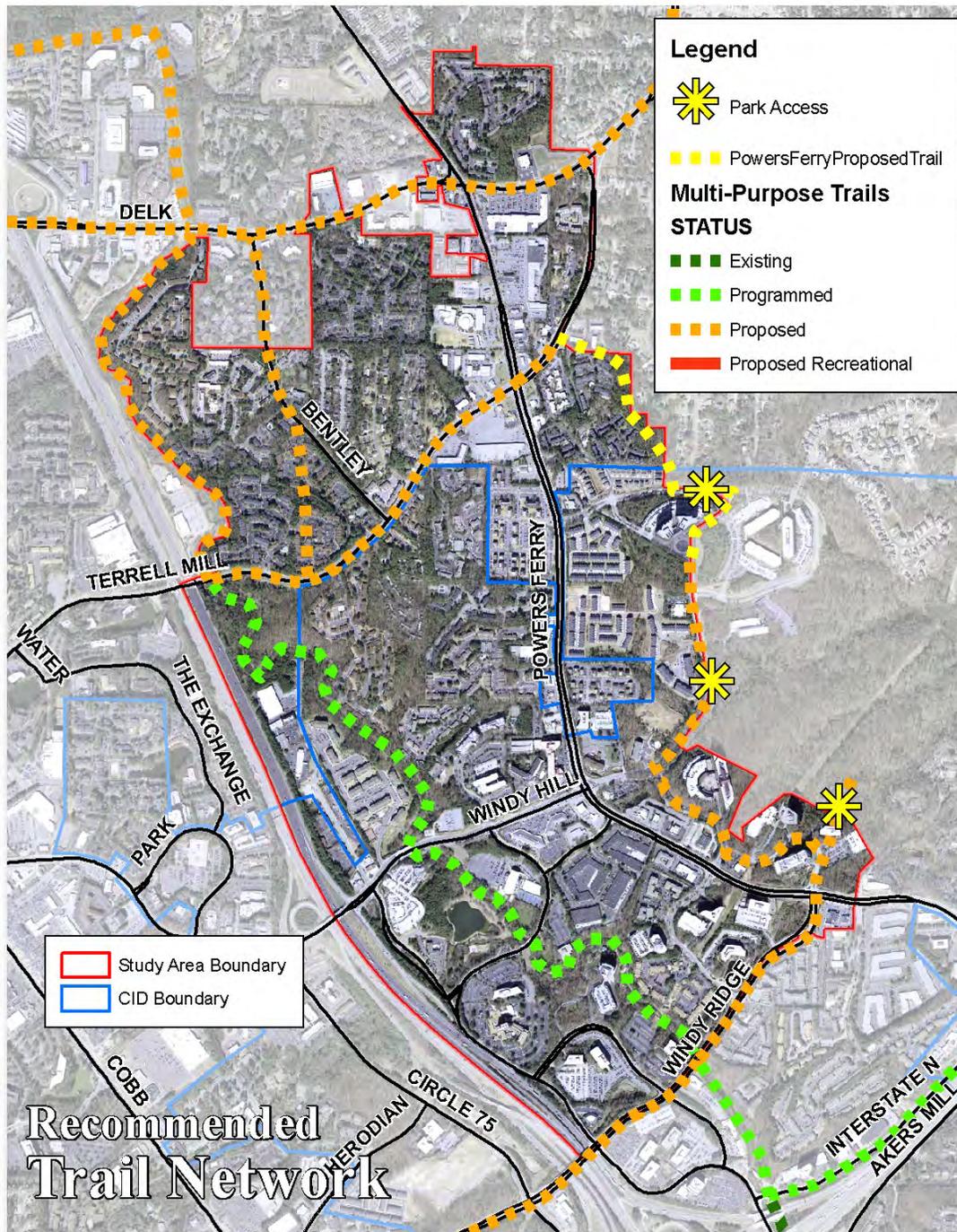


Figure 48

## **VI.C Recommendations**

Recommendations for the Powers Ferry Master Plan are based on the 5 goal-oriented categories previously mentioned in the Goals and Policies section of this document. Most of the recommendations within the Land Use and Transportation elements reflect the ideas and desires visualized on the Conceptual Master Plan Map. These recommendations are intended to act as task to fulfill all aspects of the conceptual plan.

Moving forward it will be important that the Powers Ferry Master Plan get updated every 5 years. The area is in proximity of one the most desirable locations in Cobb County and will likely see tremendous change over the course of the next few years. This includes any future plans that might come forward suggesting mass transit near or along Interstate 75 and 285.

### **Land Use**

One of the initial tasks that can be completed that shows commitment and ability to implement the Powers Ferry Master Plan is amending the 2030 Comprehensive Plan and Future Land Use Map. Recommending revisions and additions to the county's guiding policy document provides the framework to facilitate and encourage the realization of the Powers Ferry Master Plan Land Use goals and objectives. The following recommendations include proposed adjustments to the Cobb County 2030 Comprehensive Plan.

The Cobb County Zoning Ordinance currently contains regulations for Redevelopment Overlay Districts (ROD). The intent of this overlay district is to provide opportunities for pedestrian oriented redevelopment at the community or regional activity center scale and intensity. According to the Comprehensive Plan, the ROD code is currently authorized for use in four locations of Cobb County.

In order to implement the land use recommendations of the Powers Ferry Master Plan, it would be desirable to establish a distinct ROD, by amending the Zoning Ordinance, to encompass the Redevelopment Area and Village Center as proposed in the Conceptual Master Plan Map. This would provide a level of incentive based control and flexibility to unify properties into an integrated redevelopment plan. The Powers Ferry ROD would take on some of the same regulations that currently exists within the current ROD but could potentially add other ideas specifically tailored to the needs of the Powers Ferry area. Some other ideas that could be implemented into the customized ROD include:

- Increasing densities or offering density bonuses to redevelopment efforts on existing deteriorating apartment complexes

- Encourage parcel consolidation to assist in improving transportation mobility



Offer density bonuses, permit fee waivers, or increased FAR as a way to leverage redevelopment of properties to secure more owner occupied housing or ROW acquisition for transportation improvements

Developing a Building Heights Concept that provides recommendations on building heights in different areas of Powers Ferry

In order to accomplish sustainable development that is economically flexible and scaled more for pedestrian use the Powers Ferry Master Plan recommends considering implementing Form Based Coding for private and public developments. Form Based Codes offers a predictable built environment that allows for a variety of different uses based on the physical form of the structure rather than the separation of uses. As tenants leave vacant store fronts, the space would be more compatible for other businesses to move in and operate as opposed to the “Big box” retail centers that have a hard time finding users to utilize the space.

Some other tasks that should be considered as redevelopment progresses throughout the area are as follows:

Ensure an appropriate mix of owner-occupied and rental occupied housing and investigate opportunities for workforce and senior housing.

Ensure the preservation of trees and other natural areas for residential redevelopment projects and include civic or community facilities within the Village Center with strong considerations for libraries and police sub-precinct as needed.

### **Transportation**

To facilitate another north-south route, it is important that the Leland Dr. extension remain a viable transportation project in the near term. It is recommended that the Leland Drive extension project be considered as a high priority project on the next SPLOST initiative so that funding is available to create an alternative to Powers Ferry Road. Another proposal is considering the realignment of Bentley Road with Leland Dr. once the Leland Dr. extension is complete. This realignment project would eliminate two turning movements and create a four-way intersection that could be dressed up with streetscape and offer a “gateway” into the Powers Ferry Corridor area. Right of Way for realignment could be acquired through any potential redevelopment efforts of affected properties

To protect the Powers Ferry corridor’s ability to serve through traffic and local traffic there needs to be an access management plan in place before redevelopment occurs. This access management plan can address issues concerning curb placement, driveway placement, sidewalk placement, turn lanes and median breaks for Powers Ferry Road

between Terrell Mill Road and Delk Road and Delk Road from I-75 to Powers Ferry Road with coordination from the City of Marietta.

As a way to enhance the corridor's appearance and to maintain contiguity through out the Powers Ferry Road area, it is suggested that a streetscape plan be created that compliments the streetscape elements that will be set forth by the Powers Ferry Road / Windy Hill Road Streetscape Design Improvements conducted by the Cumberland Community Improvement District. Included in the streetscape plan should be guidelines for placement and type of lighting (pedestrian and street), street furniture, decorative mast arms and pedestrian signal poles as well as landscape features for left over public right-of-way parcels. It is also important that Cobb County Department of Transportation and Cobb County Community Development continue to be actively involved in the design process of the Powers Ferry Road / Windy Hill Road Streetscape Improvements Plan.

A revaluation of the county transit system is recommended for the area, including bus stops. There continues to be some roadways that are not connected to the system, including Windy Ridge Parkway and several bus stops with no shelters. Also, a recommendation is to coordinate with the Cumberland CID on future circulator services throughout the Cumberland CID area.

One of the branding ideas floated around the community revolved around bicycles and how cycling can be connected to the CNRA. To initiate this brand it is proposed that the County investigate and prioritize opportunities for bike lanes and paths in and around the study area that ties into the future trail network as well as the CNRA park access points that have been identified and proposed in this document. Through public commenting it is preferred that bike lanes not be on-street lanes that share space with vehicular traffic where possible.

To achieve the transportation goal of providing a safe and convenient system of roadways, pedestrian and transit facilities, and multi-purpose paths, the Powers Ferry Master Plan recommends complying with the newly created and enacted Complete Streets Policy. The Complete Streets Policy's purpose is to assure any new or existing roadway improvement projects include consideration for adequate infrastructure, where appropriate and feasible, for bicyclists, pedestrians, users of public transit for all people, including the physically disabled. Once implementation of the Complete Streets Policy is any transportation improvement efforts should consider design practices as defined by the Complete Streets implementation strategy.

Other safety consideration includes participating in the Safe Routes to School Program to improve safety and transportation operations around Brumby Elementary school, adding sidewalk gaps to the sidewalk project list and update existing out-of-date sidewalk facilities to today's standards. It is important that pedestrian signalization and crosswalk facilities are consistent and appropriate with other standards that have been implemented



and considering the width of the roadways. It is recommended that pedestrian intersection improvements along Powers Ferry at Terrell Mill and Delk Road are consistent with other Powers Ferry Road intersection improvements that have been conducted by the CCID.

The Comprehensive Transportation Plan included several recommendations for the transportation network throughout the Powers Ferry Corridor, including roadway capacity improvements and operational intersection improvements. The CTP was a publically involved plan that contains a shared community vision. It is suggested that the County continue to actively pursue funding and construction of the already planned improvement projects within the Powers Ferry Study Area per the Comprehensive Transportation Plan

The CTP has included a series of multi-purpose trails throughout the county and the Powers Ferry area. These trails will offer opportunities for various modes of personal transportation. The community is very supportive of the trail network that has been established and the County should go ahead and investigate funding for an extension to the Rottenwood Creek beyond Terrell Mill Road and a complete trail network throughout the Powers Ferry Study Area.

There is one small section of the CTP proposed multi-purpose path that parallels Powers Ferry Road from Terrell Mill Road to Wildwood Parkway that should be amended. Through public feedback, referencing safety concerns along Powers Ferry Road, the plan recommends altering the existing proposed trail route off of Powers Ferry Road and along a greenbelt between Chimney Trace, Valencia Hills and Terrell Mill Estates. Additionally the Franklin/Delk LCI study recommends a multi-purpose trail along Powers Ferry Road from South Marietta Parkway to Terrell Mill Road. Due to safety issues along Powers Ferry in and around the commercial activity center between Delk Road and Terrell Mill Road, the Powers Ferry Master Plan proposes to terminate the recommended Powers Ferry Multi-use trail at Delk Road from which it will connect to a proposed Multi-use trail along Delk Road.

### **Economic Development**

There are several mechanisms in place to help stimulate economic development as well as maintaining current businesses in this area. One way is to include the Powers Ferry ROD into the Inventory of Redevelopment Sites. This inventory reflects a snapshot of sites and areas, currently showing a potential for redevelopment or rehabilitation and could potentially allow redevelopment projects to take advantage of the Commercial & Industrial Property Rehabilitation Incentive Program. By amending the comprehensive plan to include the Village Center area as a commercial revitalization zone, commercial owners can take advantage of the tax abatement program which could assist in commercial redevelopment and potentially prevent businesses from moving elsewhere.

Another tool that can be used to promote redevelopment along Powers Ferry are Tax Allocation Districts (TAD). As a frequently mentioned mechanism to spur private investment, TADs are attractive because they can make it possible to redevelop blighted or abandoned areas and bolster a stagnant or declining tax market. They work by leveraging bonds that pay for public infrastructure, such as intersection improvements, parking structures, streetscape enhancements, water and sewer upgrades and the like within the target area. These bonds are paid off through the increase in tax increment that results from an increase in property tax realized post redevelopment.

On September 8, 2009 the Board of Commissioners (BOC) approved a resolution designating certain areas of Cobb County as recovery zones as provided under the American Recovery & Reinvestment Act of 2009 (ARRA) – Build America Bonds program. Some of these areas, which are based on Recovery Zone criteria within census block groups, has been identified within the Powers Ferry Master Plan study. There are two types of Recovery Zone Bonds: Recovery Zone Economic Development Bonds and Recovery Zone Facility Bonds.

The Recovery Zone Economic Development Bonds allow communities to leverage public bonds to assist in improving public infrastructure and promote development and other economic activity within a Recovery Zone. Any project financed through this bond includes a 45% tax credit of the interest paid on the bond.

The Recovery Zone Facility Bonds are intended to stimulate economic development in distressed areas by offering tax-exempt private activity bonds that can be used to finance construction, reconstruction, renovation or acquisition of depreciable private use property located within a Recovery Zone.

The Powers Ferry Master Plan recommends investigating the Recovery Bonds in more detail to assist in implementing redevelopment efforts in parts of the Powers Ferry corridor. A County-wide map of Recovery Zone eligible areas can be found in Appendix A.5.

Creating a database of undeveloped/underdeveloped lands within the corridor can be very useful for economic development marketing purposes. This will help maintain a proactive approach to filling vacant offices and retail space and provide an easy go-to reference for potential businesses and corporations.

The county has lots of information that could assist community marketing organizations, whether it is educational or web resources, utilizing the County's resources to support local community marketing organizations can add another entity to help facilitate the branding and advertising of businesses in the Powers Ferry area. An organization would be similar to the Cobb Chamber of Commerce, but on a much smaller scale rather than county-wide.



### **Open Space & Natural Environment**

Park access gateways to the CNRA at Wildwood Parkway, Windy Hill Road and Windy Ridge Parkway would become very valuable assets for the community if constructed. However, two of the proposed sites, Windy Hill Road and Wildwood Parkway, do not have direct access to CNRA. Both locations contain small privately owned land that would either need to be acquired or provided through access easements to gain entry to the CNRA. Also, any disturbance to any part of the CNRA would require permitting from the CNRA. It is recommended that the county actively pursue the purchase of these properties or property easements and gain appropriate permits from the CNRA to construct park access entryways to the CNRA trail network.

To promote the attraction of the Village Center and to help build a unique identity for the area it is suggested that any redevelopment plans that come forward through the plan review process facilitate the creation of vest pocket parks and natural outdoor plazas within the Village Center.

As growth continues in this part of the county the need to offer a diverse range of recreational facilities and programming will be vital to the quality of life of the residents. To facilitate that need, it recommended that the county investigate funding for a feasibility study regarding expansion of Terrell Mill Park. Another way to meet the needs and desires of future residents and another potential access point to the programmed Rottenwood Creek is exploring the possibility of a public-private partnership for access and use of a privately owned park along Interstate North Parkway and Rottenwood Creek within the Interstate North Office Park.

### **Community Appearance**

Community appearance recommendations have been developed to enhance the positive visual aspects of the built and natural environment and promote substantial improvements to the appearances of the corridor and neighborhoods. A well defined community appearance implementation strategy is necessary to bring improved design quality, order and legibility to the areas appearance.

Powers Ferry Master Plan recommends working with community and civic based organizations with grass roots effort to improve community appearance by encouraging litter control and beautification projects. As an incentive these community appearance improvements could result in the creation of a community appearance award that recognizes outstanding improvements and developments.

As a way to ensure private developments provide the appropriate treatments, materials and facades, the county may seek developer commitments, through rezoning or plan review process, of quality architecture, landscape planting, lighting and signage for the interior sections of the development.



Other unsightly conditions that were suggested and could be improved upon are the overhead utilities. Understanding the feasibility of such a task the county, as part of a long-range effort, should explore funding options and seek alternative approaches to accomplishing the placement of utilities underground. This effort will dramatically improve the appearance of the commercial corridor.

Although signs serve an important purpose they can quickly overpower and dominate an area. Since most of the commercial businesses were established before the County amended its sign ordinance a lot of signs are protected as “grandfathered” and there is little incentive for sign owners to replace or upgrade nonconforming signs. Consequently, the county should continue to ensure nonconforming signs are in compliance with current regulations as properties are redeveloped. In addition the county should investigate reducing the number of public signs by eliminating or consolidating unnecessary ones as allowed by code.

Another effort the County should consider is encourage the incorporation of public art in both public and private sector development. Art can promote a better understanding of communities, reflects identity and enriches lives and can be encouraged by hosting public art competition.



## **VI.D Implementation Strategy**

Short Term - < 2 years, Mid – Term – 2 to 5 years, Long Term - > 5 years

### Acronym Definition for Implementation Strategy

BOC Board of Commissioners  
PC Planning Commission  
CD Community Development  
DOT Department of Transportation  
OED Office of Economic Development  
CCT Cobb County Transit  
CCID Cumberland Community Improvement District  
NPS National Park Service



Goals	Action	Timeframe	Responsible Entity
<b>Organizational</b>			
	Update Powers Ferry Master Plan every 5 years	Mid-Term	BOC, PC, CD, DOT, OED
<b>Land Use</b>			
<p>The Powers Ferry area is a vibrant community with a distinct blend of uses and scales which include public gathering areas, diverse housing choices and economically efficient buildings at the human scale</p>	<p>Update Comprehensive Plan and Future Land Use Map as follows (refer to Final Master Plan map for precise locations):</p> <ul style="list-style-type: none"> <li>• Amend Future Land Uses per Final Powers Ferry Master Plan</li> <li>• Establish text within Comprehensive plan encouraging sustainable mixed-uses including residential, commercial and office uses within Village Center and catalysts sites</li> <li>• Establish text within Comprehensive plan encouraging rehabilitation and redevelopment of multi-family dwellings within Redevelopment Area</li> <li>• Establish text defining catalysts sites within the study area</li> <li>• Encourage “Green” building designs such as LEED certified structures</li> </ul>	Short Term	CD, BOC
	<p>Establish Redevelopment Overlay District (ROD):</p> <ul style="list-style-type: none"> <li>• Include Redevelopment Area and Village Center concept into the ROD</li> <li>• Build into ROD incentives and strategies to stimulate residential and commercial, including office uses to rejuvenate the Powers Ferry study area</li> <li>• Establish design standards for ROD</li> <li>• Encourage small park pockets and pervious and impervious outdoor gathering areas within Village Center Encourage consolidation of small commercial parcels with ROD</li> <li>• Encourage consolidation of small commercial parcels with ROD</li> <li>• Encourage structured parking in lieu of surface parking within Village Center</li> </ul>	Short Term	CD, BOC



Goals	Action	Timeframe	Responsible Entity
<b>Land Use (Cont.)</b>			
<p>The Powers Ferry area is a vibrant community with a distinct blend of uses and scales which include public gathering areas, diverse housing choices and economically efficient buildings at the human scale</p>	<p>Implement Form Based Coding for private and public development to create sustainable redevelopment of the Powers Ferry Study area</p>	<p>Mid-Term</p>	<p>CD</p>
	<p>Ensure an appropriate mix of owner-occupied and renter occupied housing as part redevelopment projects</p>	<p>Ongoing</p>	<p>CD, BOC</p>
	<p>Investigate opportunities for workforce and senior housing as part of redevelopment projects</p>	<p>Ongoing</p>	<p>CD</p>
	<p>Incorporate Crime Prevention through Environmental Design (CPTED)</p>	<p>Mid-Term</p>	<p>CD, Public Safety</p>
	<p>Review zoning code to find opportunities to encourage redevelopment through density bonuses, permit fee waivers or any other incentives for apartment/townhome conversions</p>	<p>Mid-Term</p>	<p>CD</p>
	<p>Ensure the preservation of trees and other natural areas for residential redevelopment projects within the multi-family redevelopment areas.</p>	<p>Ongoing</p>	<p>CD, BOC</p>
	<p>Include civic and/or community facilities as needed within Village Center with strong considerations for libraries, police precinct or Park &amp; Recreation facility</p>	<p>Ongoing</p>	<p>BOC, Public Services, Public Safety, Parks &amp; Rec</p>



Goals	Action	Timeframe	Responsible Entity
<b>Transportation</b>			
<p>The Transportation network within the Powers Ferry community is an inviting safe and convenient system of roadways and multi-use paths that advances the quality of life by providing mobility options, streetscaping and minimizes the impact on through-traffic</p>	<p>Include the Leland Dr. extension as a high priority project on the next SPLOST or any other transportation funding initiative</p>	<p>Mid-Term</p>	<p>DOT</p>
	<p>Realign Bentley Road with Leland Dr. once the Leland Dr. extension is complete. Right of Way could be acquired through any potential redevelopment efforts of affected properties</p>	<p>Long-Term</p>	<p>DOT, Developers</p>
	<p>Community wide street grid network should be considered through new development and redevelopment efforts and coordinated with adjacent future uses.</p>	<p>Ongoing</p>	<p>DOT, Developers</p>
	<p>Reevaluate transit routes and consider expanding transit services to roadways that don't already have service and coordinate with the Cumberland CID on future circulator services throughout the Cumberland Galleria area.</p>	<p>Mid – Term</p>	<p>CCT, CCID</p>
	<p>Investigate opportunities for Bike lanes throughout the study area and ensure bike lanes tie into future trail network and CNRA park access points as appropriate per Complete Streets policy</p>	<p>Mid – Term</p>	<p>DOT, NPS</p>
	<p>Alter proposed trail route off of Powers Ferry Road between Terrell Mill and Wildwood Parkway to natural area between Chimney Trace, Valencia Hills and Terrell Mill Estates</p>	<p>Short Term</p>	<p>DOT</p>
	<p>Conduct access management plan for Powers Ferry Road between Terrell Mill Road and Delk Road and Delk Road from I-75 to Powers Ferry Road with coordination from the City of Marietta</p>	<p>Mid – Term</p>	<p>DOT</p>



Goals	Action	Timeframe	Responsible Entity
<b>Transportation (Cont.)</b>			
<p>The Transportation network within the Powers Ferry community is an inviting safe and convenient system of roadways and multi-use paths that advances the quality of life by providing mobility options, streetscaping and minimizes the impact on through-traffic</p>	<p>Participate in the Safe Routes to School (SRTS) program to improve safety and transportation operations</p>	<p>Mid – Term</p>	<p>DOT</p>
	<p>Add sidewalk gap closures to sidewalk project list</p>	<p>Short Term</p>	<p>DOT</p>
	<p>Improve existing sidewalk facilities where needed</p>	<p>Mid - Term</p>	<p>DOT</p>
	<p>Develop street design standards for roadway classifications within the Powers Ferry Study area</p>	<p>Mid - Term</p>	<p>DOT, CD</p>
	<p>Collaborate with the Cumberland Community Improvement District on the Powers Ferry Road / Windy Hill Road streetscape design process</p>	<p>Ongoing</p>	<p>CD, DOT, &amp; CCID</p>
	<p>Develop streetscape elements for intersections of Powers Ferry Road at Terrell Mill Road and Delk Road consistent with design elements from the Powers Ferry Road / Windy Hill Road streetscape improvements conducted by the Cumberland Community Improvement District</p>	<p>Mid - Term</p>	<p>CD, DOT &amp; CCID</p>
	<p>Investigate funding for extension to Rottenwood Creek beyond Terrell Mill Road</p>	<p>Ongoing</p>	<p>DOT</p>
	<p>Investigate funding for proposed trail network throughout the Powers Ferry Study Area</p>	<p>Ongoing</p>	<p>DOT</p>
	<p>Include proposed bike lanes and trails into the prioritization Bicycle and Pedestrian Improvement Plan</p>	<p>Short Term</p>	<p>DOT</p>



<b>Goals</b>	<b>Action</b>	<b>Timeframe</b>	<b>Responsible Entity</b>
<b>Transportation (Cont.)</b>			
The Transportation network within the Powers Ferry community is an inviting safe and convenient system of roadways and multi-use paths that advances the quality of life by providing mobility options, streetscaping and minimizes the impact on through-traffic	Continue to actively pursue funding and construction of already planned operational improvement projects within the Powers Ferry Study Area per the Comprehensive Transportation Plan	Ongoing	DOT



Goals	Action	Timeframe	Responsible Entity
<b>Economic Development</b>			
Businesses within the Powers Ferry area cultivate a balanced economy that capitalizes on the diverse population of the community	Include the Powers Ferry ROD into the Redevelopment Sites inventory	Short Term	CD, OED
	Establish Commercial Revitalization Zone for Village area	Short Term	OED
	Designate overlay district as a "Recovery Zone" to be eligible of Recovery Zone Bonds to stimulate economic recovery in the Powers Ferry area	Short Term	OED
	Explore Tax Allocation Districts (TAD) to assist with redevelopment efforts within the Powers Ferry study area	Mid - Term	OED
	Investigate Recovery Zone Bonds for parts of the Powers Ferry Corridor	Short Term	ED
	Create database of undeveloped/underdeveloped lands for Economic Development marketing	Short Term	CD, OED, CCID
	Encourage office development within Village center to create more of complete mix use center	Ongoing	OED
	Support a strong business retention program	Ongoing	OED



<b>Goals</b>	<b>Action</b>	<b>Timeframe</b>	<b>Responsible Entity</b>
<b>Economic Development (Cont.)</b>			
Businesses within the Powers Ferry area cultivate a balanced economy that capitalizes on the diverse population of the community	Through the Economic Development website promote educational resources to assist developing skills for starting and maintaining small businesses within Cobb	Short Term	OED
	Utilize county resources to support local community marketing organizations along Powers Ferry Road	Mid Term	OED
	Maintain a proactive approach to filling vacant office and retail space	Ongoing	OED



Goals	Action	Timeframe	Responsible Entity
<b>Open Space &amp; Natural Environment</b>			
Open space and the natural environment is an asset to the Powers Ferry community by providing health, recreation and environmental benefits	Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation on Cobb County owned property on Terrell Mill Road at I-75 (refer to master plan map for precise location)	Short Term	CD, BOC
	Update Comprehensive Plan and Future Land Use map to incorporate Park/Recreation/Conservation along the 50 foot undisturbed buffer and 100 year floodplain associated with Rottenwood Creek (refer to master plan map for precise location)	Short Term	CD, BOC
	Acquire property or property easements and appropriate permits to construct Park Access entryways to the Chattahoochee National Recreation Area (refer to master plan for general locations)	Mid – Term	Parks & Rec, NPS, BOC
	During the plan review process facilitate the creation of pocket parks within the Village Center	Ongoing	CD, BOC
	Investigate funding for a feasibility study regarding expansion of Terrell Mill Park	Long Term	Parks & Rec
	Explore public-private partnership for access and use of open space along Interstate North Parkway and Rottenwood Creek within the Interstate North Office Park	Mid – Term	Parks & Rec

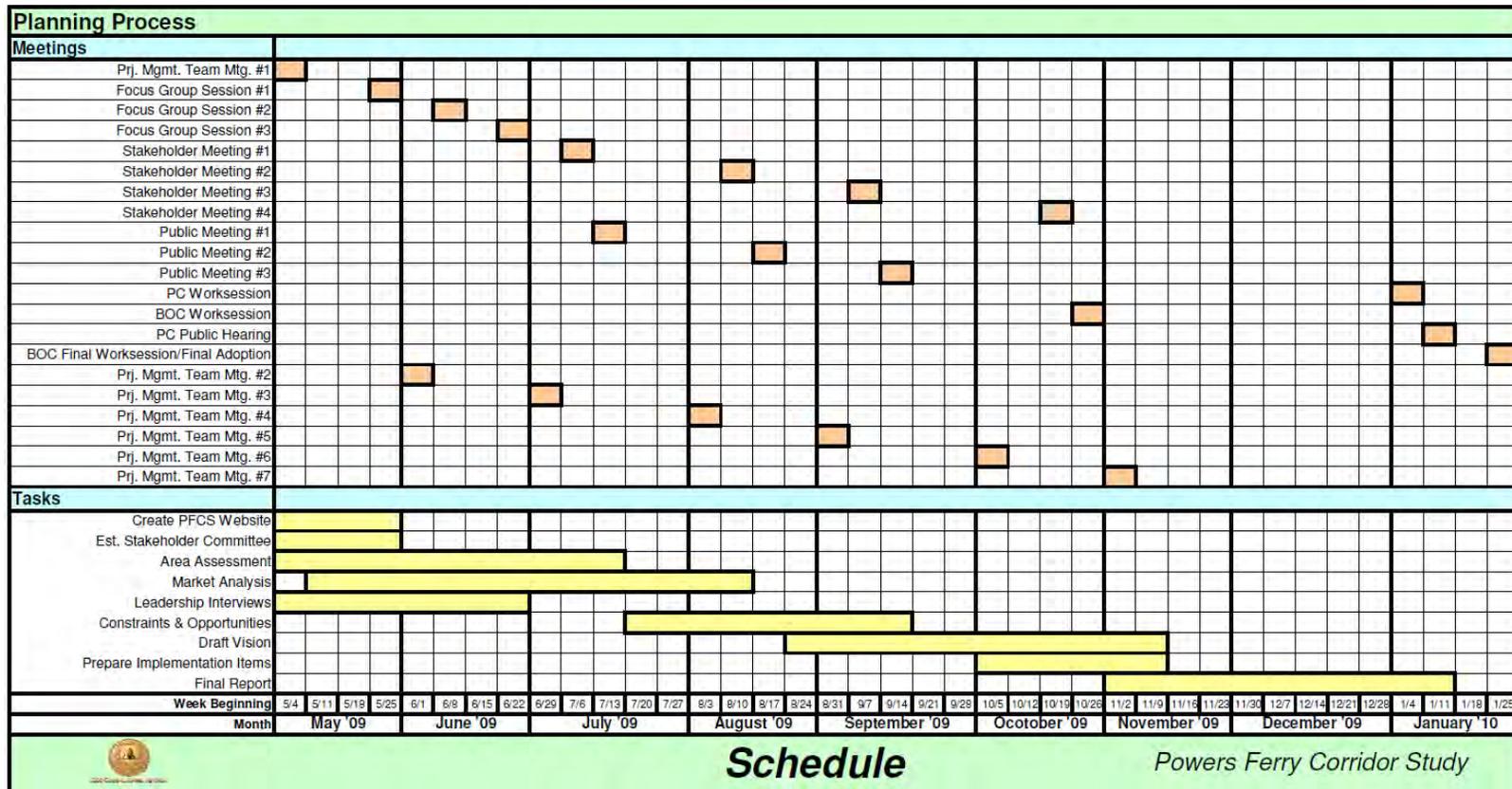


Goals	Action	Timeframe	Responsible Entity
<b>Community Appearance</b>			
The Powers Ferry corridor is an engaged and attractive community with a sense of place	Promote community based organizations with grass roots effort to improve community appearance	Ongoing	CC
	Explore funding options and seek alternative approaches to accomplishing the placement of utilities underground	Long Term	BOC
	As part of redevelopment efforts, ensure nonconforming signs are in compliance with current regulations	Ongoing	CD, BOC
	Encourage the incorporation of public art in both public and private sector development	Ongoing	CD, BOC, Developers
	Seek developer commitments of quality architecture, landscape planting, lighting and signage during the redevelopment, rezoning and special use permitting process	Ongoing	CD, BOC
	Awarding residential and commercial community appearance awards to recognize outstanding improvements and developments	Short Term	Community
	Investigate reducing the number of public signs by eliminating or consolidating unnecessary ones as allowed by code	Mid - Term	DOT



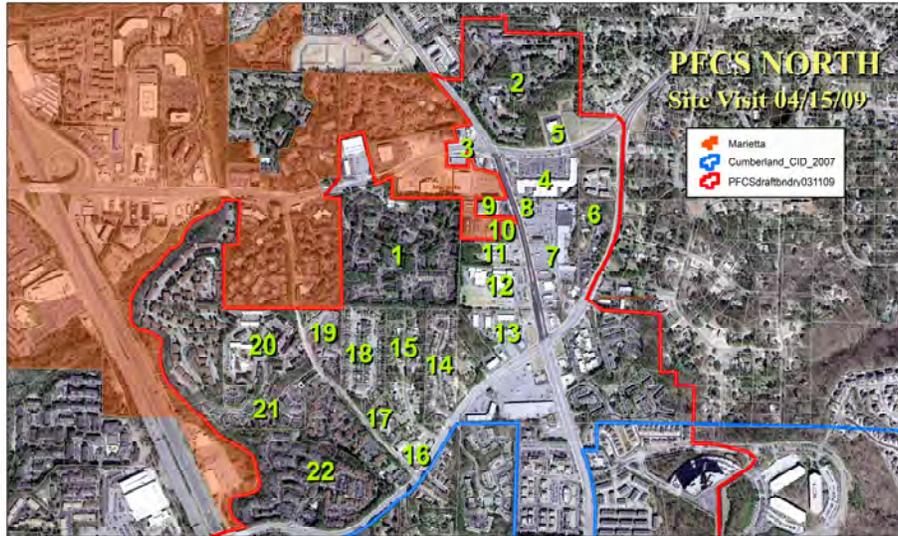
## A. Appendix

### A.1 Schedule



## A.2 Site Visits

### North



Initial site visits were conducted for the Powers Ferry Road corridor to help define the community, stability, trends and changes that may affect the area. Due to the concentration of development within the study boundaries reconnaissance surveys were done over a period of 3 days. The first site visit was conducted on April 15, 2009 and focused on the northern section of the study area as depicted in the map above. The areas described below correspond to the numbers on the map.

Number	Identity	Number	Identity
1	The Garden Apartments of East Cobb County	12	Brumby Elementary School
2	Signature Place Apartments	13	Powers Park Office Park, Terrell Place Shopping Center
3	Small strip center	14	Salem Ridge
4	Publix Shopping Center	15	Single Family Detached Subdivision – Forest Lane
5	New Walgreens with 2 vacant parcels ready for development	16	Terrace Trace
6	Cobblestone Walk Townhomes, Single-Family ranch homes, Private School (2 to 8 grade)	17	Bentley Hill Townhomes
7	Micro-Center Shopping Center	18	Twin Branches Townhome Community
8	Vacant Bank in poor shape	19	Bentley Wood
9	Strip Shopping Center	20	Ivey Ridge Apartments
10	Strip Shopping Center	21	Bentley Ridge Condos, Daycare
11	Vacant stand alone restaurant structure	22	Barrington Mill Apartments

**Central**



The first site visit was conducted on April 15, 2009 and focused on the northern section of the study area. The second site visit was conducted on April 23 with a concentrated effort on the west side of Powers Ferry road south of Terrell Mill and north of Windy Hill road as depicted in the map above. The areas described below correspond to the numbers on the map.

Number	Identity	Number	Identity
1	Terrell Mill Village	11	Two separated retail shops and 1 utility business
2	Terrell Mill Junction (Strip Shopping Center)	12	Wood Hollow Apartment Homes
3	Wynns Ridge Condominiums	13	4 separated retail and office buildings containing five businesses
4	Terrell Mill Place	14	Windy Hill Promenade
5	Turnberry Lane Townhomes	15	Hyatt Regency
6	Terrell Ridge Condominiums	16	Office Building
7	Woodchase Village Apartments	17	The Worthington Apartments
8	Fire Station #19	18	Arlington Park @ Wildwood Apartments
9	Governors Ridge Office Park	19	Belmont Place Apartments
10	The Woods Condominiums	20	Leland Dr. area

**South**



The 3<sup>rd</sup> site visit focused in on the southern and eastern portion of the Powers Ferry Corridor study. The map above depicts the southern portion of the PFCS boundary while the eastern section map and description will follow. The areas described below correspond to the numbers on the map.

Number	Identity	Number	Identity
1	Bank	16	High Rise Office Building
2	Vacant Office Building	17	High Rise Office Building
3	Retail / Office Center	18	High Rise Office Building
4	Midtown Athletic Club	19	High Rise Office Building
5	Pappadeaux and Pappasito's Cantina Restaurants	20	High Rise Office Building
6	Extended Stay Deluxe Hotel	21	2 High Rise Office Building, Chamber of Commerce
7	Private Park with Pond and Helipad	22	Small retail center
8	High Rise Office, Hotel	23	High Rise Office Building
9	High Rise Office	24	High Rise Residential Condominiums
10	Office/Warehouse development	25	High Rise Office Building
11	Extended Stay Deluxe Hotel	26	Suntrust Bank
12	Small Retail Strip Center	27	Restaurant
13	Parkwood Place Condominiums	28	3 Restaurant Sites
14	High Rise Office Building	29	Houston's Restaurant
15	Hawthorne Suites Hotel	30	High Rise Office Building

**East**



Number	Identity	Number	Identity
1	Service Station, Office, Vacant lot	9	High Rise Office Building
2	Office complex	10	Riverwalk at Wildwood
3	Chimney Trace @ Terrell Mill	11	Childcare Center
4	Valencia Hills	12	The Flats at Riverwalk
5	Riverbrooke @ Wildwood	13	Power Ridge Office Park
6	2 small office buildings and cemetery	14	Mid-rise office building
7	Bank	15	Hotel
8	Riverstone at Wildwood		

## A.3 Focus Group Minutes

### Focus Group Session #1

Powers Ferry Corridor Study  
Focus Group Meeting #1  
May 28, 2009

Attending: Eric Jacobson, Tom Boland, Jim Lavalle, Calvin Rhodes, David Wyatt, Bill Carver, Dana Johnson, Mandy Elliott

Items to include for next meeting:

- CID boundaries on building footprints map
- Environmental constraints map

Mr. Johnson welcomed the participants and reviewed the purpose of the Powers Ferry Corridor Study and the boundaries. Mr. Johnson noted that the study was to help improve quality of life, enhance economic development and sustain business.

There was some initial discussion as to why the study boundaries did not extend to I-285. Mr. Johnson noted that that area could be a study all its own because of the current I-285 study being completed by GRTA and the possibility of a light rail station on the south side of I-285. Mr. Johnson also stated that extending the boundary that far would make the study area too big and would cause delays in completing the project. The group urged inclusion of the area. Mr. Johnson stated they could possibly create a secondary study area, but it would need to cross I-285 and end at the Chattahoochee River. Mr. Boland noted that the CID is doing a lot of infrastructure improvements in the area.

Mr. Johnson stated that the Focus Groups will be done in three parts and they will lead into the public meetings that begin in July.

There was some discussion on what is meant by economic development for this study. Mr. Johnson stated that it means retaining successful businesses, creating new businesses and identifying redevelopment opportunities.

#### **Question #1 – What does the Powers Ferry Corridor mean to you?**

- *Home, neighborhood – what it offers in retail and evenings*
- *Not looking to be downtown or midtown Atlanta*
- *Concerned with more high-rises creeping up Powers Ferry*
- *Different areas in the corridor: between Windy Ridge and Windy Hill – residential; between Windy Hill and Terrell Mill – office/commercial; between Terrell Mill and Delk –commercial*

- *Area between Terrell Mill and Delk – nature of commercial area needs to change – more greenspace*
- *Incentives for more residential ownership*
- *Hodge-podge; not necessarily a bad area*
- *Does not achieve quality for its location – needs less rental*
- *Major transportation corridor*
- *Hodge-podge – southern end has topographical changes that influence building*
- *Some parts seem old – some parts seem high-end*
- *Crime impacting retail*
- *Emptiness in retail storefronts*
- *Two different clientele at Public – day and evening*
- *Traffic forced to move north and south – hard to move east and west (crossing I-75)*
- *Lots of migration out of area to meet needs*

**Question #2 – How would you characterize the area and what are the important elements that contribute to its character?**

- *Apartments that are older and not maintained – cause of problems*
- *Road network good – proximity to transportation*
- *Amenities – proximity to Chattahoochee River and national park*
- *Topography could be an issue*
- *Demographics in apartments between Terrell Mill and Windy Hill – income levels vastly different in corridor*
- *Conversion of apartments to condos*
- *Potential trails*
- *Whole area does not need to go high end*
- *Topography can be an asset (keep trees)*
- *Location*
- *Tax-friendly*
- *Aging-in-place potential*
- *Parking and access to trails poor*
- *Westside of Terrell Mill and Powers Ferry intersection needs improvements*
- *Teacher stability at Brumby Elementary – school working hard in neighborhoods – inviting HOA's to come see school*

**Question #3 – What do you think needs to be done to make the corridor a more desirable location for residents, businesses and visitors?**

- *Crime needs to be addressed*
- *Rite-Aid shopping center*
- *Evening clientele needed*

- *Needs to be a destination*
- *Home ownership*
- *Visitors need to want to stay – needs appeal, feel*
- *Needs to be a destination for residents*
- *Tax-friendliness needs to stay*
- *Create a sense-of-place*
- *Improve pedestrian experience*
- *Improve links to national park*
- *Needs a nice balance where most things that are needed are close*

**Question #4 - What are top three enhancements that need to be done for residents, businesses and the community?**

- *Incentives that encourage business development that is wanted (tax breaks, redevelopment incentives)*
- *Need theme*
- *Comprehensive plan*
- *Transportation issues need to be addressed*
- *Do something that does not require Powers Ferry to be widened any further*
- *Maintain greenspace*
- *Traffic needs to addressed – I-75 backup causes Powers Ferry traffic – need more east-west connections*
- *Reason to stay*
- *Encourage upgrade of apartments*
- *Clean and concise plan*
- *Improve grid network of streets – utilization of secondary roads*
- *Comprehensive strategy – aesthetics, transportation, business, housing*

**Focus Group Session #2**

Powers Ferry Corridor Study  
Focus Group Meeting #2  
June 9, 2009

Attending: Eric Jacobson, Calvin Rhodes, David Wyatt, Bill Carver, Dana Johnson, Phillip Westbrook

Dana Johnson and Phillip Westbrook explained the 2<sup>nd</sup> focus group meeting and what to expect from this session. The focus group members were to think about site specific components of the Powers Ferry corridor and answer questions related to where in the study area should we target certain planning issues. A map depicting the master plan area



was available for each focus group member to “mark up” based on questions asked by the facilitator. The questions and maps are below.

***Question #1(map)***

*Where on the corridor are areas that you think should allow for more residential redevelopment?*

***Question #2(map)***

*Where do you think should be the primary targets for growth in this area of the county?*

***Question #3(map)***

*What areas do you think are important to protect from negative impacts of future growth? (residential areas to preserve or protect)*

***Question #4(map)***

*Where should the county consider improving areas between the commercial-residential interfaces?*

***Question #5(map)***

*What do you consider to be the area’s community gathering place? What brings people to this area? If there are none or cannot think of any, where should they be?*

***Question #6 (map)***

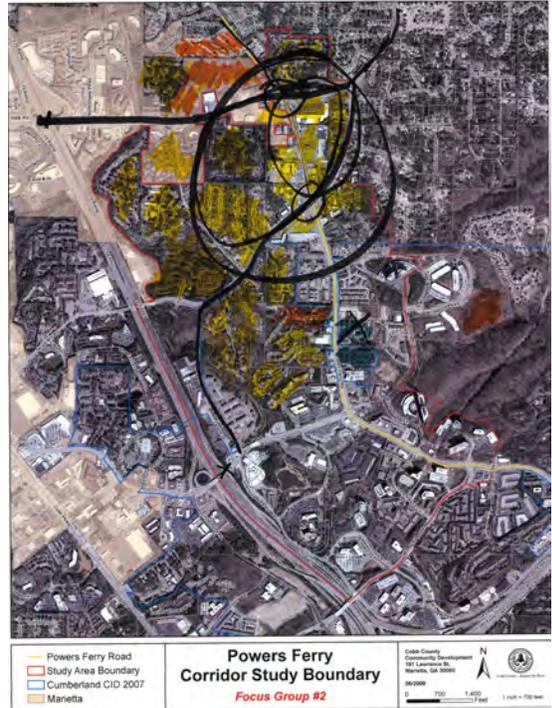
*Two part question...What are the primary transportation concerns along the corridor? Also, what and where are some appropriate techniques that the county should consider to implement to help reduce traffic congestion?*

***Question #8(map)***

*Currently what and where is the areas focal point or where are the destination areas? If you don’t think there is one or if you think there may be a better opportunity somewhere else where could a focus area be? (village center type or mixed use center for corridor)*

***Question #9 (map)***

*What could be done to make this area more pedestrian friendly given that there are 6 lanes of traffic and high peak time traffic volume and where can it be done?*



### **Focus Group Session #3**

Powers Ferry Corridor Study  
Focus Group Meeting #3  
June 29, 2009

Attending: Tom Boland, Jim Lavalle, Calvin Rhodes, David Wyatt, Bill Carver, Dana Johnson, Phillip Westbrook

#### **1. Focus Group members were asked about their vision for 2030**

In the year 2030 the Powers Ferry community will be.....

- *Destination (E. Cobb commutes, weekend, entertainment, etc)*
- *Vibrant*
- *Connected to greenspace & recreation*
- *Unique (Vinings was unique, does not have to follow trends, breaks the mold)*
- *Example of quality redevelopment & Mixed-Use*

#### **2. Focus Group members were asked about goals to accomplish vision**

- *Create a better balance of residential land uses compatible with character of the area*
- *Create a people-focused urban setting*
- *Develop a vital civic infrastructure of the arts, culture, community gathering space and recreation*
- *Improve transportation alternatives*
- *Encourage more owner occupied housing*
- *Create better balance between owner occupied and rental occupancy*
- *Encourage redevelopment and rehabilitation of older apartment communities*
- *Create an independent identity*
- *Create village center as focal point of community mixed-use*

#### **3. Focus Group members were asked about implementation strategies**

- *Funding Strategies*
- *Public-Private Partnerships*
- *Regulatory Tools*
- *Nature Center*
- *Vehicular Access to National Park System*



- *Design Standards*
- *Create an impetus to drive redevelopment*
- *Business Association*
- *Leland Dr. / Bentley Alternatives*

**A.4 Public Meetings**

**Powers Ferry Corridor Study  
Kick Off  
Public Meeting #1**

Date	Location	Number of Attendees
7/20/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	103 participants by head count 86 participants signed in
8/24/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	N/A
9/21/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	N/A



**Summary**

District 2 Commissioner Bob Ott started the evening by laying the ground work for what is expected to be a grass roots effort in building a long range plan for the Powers Ferry community. Planning Division Manager Dana Johnson introduced the study to the public as well as county staff responsible for facilitating the plan. Land use Planner, Phillip Westbrook, presented some of the existing conditions analysis concerning demographics, land use, parks & open space, community facilities, schools, housing and crime and Department of Transportation Planner, Larry Stokes, briefed the public on the existing conditions of the transportation infrastructure. Terrilyn Hannah from the county’s Economic Development office concluded the existing conditions presentation with information regarding market information within the corridor.

A brief Q&A followed the presentation. The questions and answers are listed below:

**Q: How do we get bankers to cooperate with developers in the area?**

**A:** *There is no way, from a government perspective, to make this happen except for our ability to reduce risk. Risk can be reduced by encouraging market demand for different products, entering into public-private partnerships, and the use of financial incentives.*

**Q: What have the stakeholders and focus groups done? Does that mean all the planning has already been done?**

**A:** *The Stakeholder Group, which is a combination of individuals with a variety of interest in the corridor, has been established and will be going through the same participation process as the public. The objective is to evaluate ideas to improve the quality-of-life along Powers Ferry Road. The focus groups were a group of 3 residents and 3 business owners who went through 3 different focus group sessions answering questions related to land use and transportation, interactive mapping exercises and discussions on visioning, goals and implementation items related to the study.*

**Q: Who in the audience are residential owners and who are business owners? Dana asked for a raise of hands.**

**A:** *The majority of the audience was homeowners. There were about 10 business owners in the audience.*

**Q: How about some incentives for business owners? Tax incentives?**

**A:** *There is certainly an opportunity for that to occur. Currently, Cobb County offers the Commercial and Industrial Property Rehabilitation Incentive Program, which encourages property and business owners to rehabilitate older buildings and sites by funding improvements for revitalization or redevelopment. The incentive provides a 6 year phased reduction in ad valorem taxes for the value of the improvements that were made on the property. More information can be obtained about this program through the Economic Development Office.*

**Q: How much buy-in does the CID have in the process?**

**A:** *The Cumberland Community Improvement District does make up a large portion of the study area...mostly in the southern section of the corridor. It is critical that they participate and have a strong voice in the planning process. We do have a representative of the CID on our stakeholder committee and project management team.*

**Q: There was some federal money for crime abatement. Where does that stand?**

**A:** *I cannot comment with accuracy on this program, but I think the question refers to the City of Marietta Weed and Seed program, which is active along Franklin Road. This is a federal grant given to high crime areas trying to get community involvement in safety and neighborhood improvements. More information about this program can be obtained by contacting the City of Marietta.*

**Q: What's the status on creating and connecting rail lines with MARTA?**

**A:** *The Georgia Regional Transportation Authority's last attempt to bring regional transit to Cobb County focused on Bus Rapid Transit (BRT) along I-75. I don't think that program is moving forward any longer. Additional studies will need to be conducted in order to enter the federal "New Starts" program, which is one of the main vehicles for federal assistance in mass transit development. Honestly, it will take state support and additional financial resources if we are going to be able to have a regional rail system in metropolitan Atlanta due to the cost of developing the system. At this point in time, there is no agreement at the state level at how to move forward on this.*

**Q: What projects are in the queue right now?**

**A:** *Other than the projects that are currently under construction (Riverwalk @ Wildwood, Rivers Call @ Wildwood & The Oaks @ Powers Ferry) and another project in the Wildwood area which was rezoned 3 years ago and has not started development, there are no projects currently up for rezoning.*

**Q: What is happening with The Oaks?**

**A:** *The Oaks at Powers Ferry is a new 158 unit Townhome project developed by Beazer Homes and currently under construction. The Townhome development was a tear down rebuild of an old 182 unit Apartment complex known as Oaks at Powers Ferry. Due to the difficult housing market, the redevelopment was stalled, but as you can see out there if you drive by, they have made great strides in continuing the build-out of the project.*

**Q: Is there going to be a new development at the northeast corner of Delk Road and Powers Ferry?**

**A:** *There are currently no plans that the county is aware of for that particular parcel or parcels.*

**Q: Is there any movement to encourage apartment conversions or demolition for redevelopment?**

**A:** *There is a current ordinance that encourages apartments to tear down and rebuild as owner-occupied structures, but many individuals in the development industry do not feel that the density bonus provided through the program is sufficient to off set the costs of tearing down an existing development. This is the main problem with redevelopment projects; it that it is easier to build on*

*“greenfield” lands because there is no costs to demolish, recycle, and remove existing structures, which greatly raises the cost of development.*

**Q: Are there hard copies of the presentation available?**

**A:** *Hard copies will not be available; however a copy of the presentation will be available on the study’s website for download and printing. The website is <http://comdev.cobbcountyga.gov/powers-ferry>*

Following the Q&A session, the audience was split into three different groups to get individual feedback on the strengths and weaknesses of the corridor and opportunities on growth and quality of life objectives to move forward in the community vision for Powers Ferry. The following summarizes the participant’s opinions on the positive and negative issues of the corridor and opportunities that should be taken advantage of.

Strengths

- Strong connection with scenic natural environment, Chattahoochee River, and ample tree cover
- Location access and attraction to regional assets, shopping, jobs, and entertainment
- Cultural and business diversity
- Low tax business environment with an active CID
- Highly traveled corridors that lead to various retail/business service opportunities, and high visibility for marketing

Weaknesses

- Noticeable level of criminal activity
- Larger quantity of rental vs. owner occupied housing with rental communities lacking reinvestment
- Too much vacant retail space
- Jurisdictional coordination between Marietta & Cobb County
- Large traffic volumes during peak hours
- Lack of urban design improvements – including bike/pedestrian multi-purpose paths, signalization, and aesthetics
- No identity to draw people to area
- Visual clutter with power lines and signs
- Lack of community services and high-end restaurants
- Existing government land use regulations inhibit quality growth

Opportunities

- Establish urban design standards criteria to improve aesthetics and complement CID initiatives

- Encourage a mixed use town square identity that can serve as a focal point for community interaction and expansion of public services
- Focus development and redevelopment incentives towards areas of apartments and/or retail assemblages with emphasis on green building practices
- Expand transportation opportunities that connect residential, commercial and park activities such as increasing availability of bicycle and pedestrian facilities and new roadway linkage between Leland Dr. and Bentley Road.
- Look at additional opportunities to relocate Brumby Elementary on a larger lot to accommodate expansion
- Develop consciousness of positive community attributes through a branding campaign that focuses on beautification, bicycle & pedestrian access and community improvements
- Cobb County to improve interdepartmental coordination and external coordination with City of Marietta and Cobb County School System

## Powers Ferry Corridor Study Charrette Public Meeting #2

Date	Location	Number of Attendees
7/20/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	103 participants by head count 86 participants signed in
8/24/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	125+ participants by head count 83 participants signed in
9/21/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	N/A



### Summary

Before a brief presentation, District 2 Commissioner Bob Ott started the evening by providing the public his expectations for the Powers Ferry Master Plan: Creating a community involved plan that will guide new development and redevelopment through the rezoning and permitting process. Planning Division Manager Dana Johnson began the presentation and gave quick background information on the study, which was followed by Land use Planner, Phillip Westbrook, explaining information on comments that were heard at the first public meeting. The presentation concluded with Dana describing the charrette workshop and the process by which it would take place.

A brief Q&A followed the presentation. The questions and answers are listed below:

Powers Ferry Corridor Study  
Public Meeting #2  
August 24, 2009

**Q: How much is the county funding and how much are developers funding?**

**A:** *The idea with this plan is to provide guidelines that our formulated through this public involvement process, for which developers will need to follow in order to be granted rezoning request or redevelopment permits. There will also be opportunities to place specific items on the transportation improvement program and community facility master plans as a way to assist get items on the respective future work plans for various departments.*

**Q: Why is Cumberland excluded from the boundaries?**

**A:** *The Cumberland CID is not excluded from the boundaries nor are they excluded from the planning process. The Cumberland CID extends up to Terrell Mill road between Powers Ferry and I-75 and encompasses the Wildwood Office Park east of Powers Ferry Road. The CID boundary is highlighted in blue on the study boundary map that can be found on the Powers Ferry website. As far as not being excluded from the planning process, they are very much involved by holding a seat on the stakeholder committee as well as the project management team.*

**Q: Is anything in the study about national retail vs. homegrown businesses?**

**A:** *There are design schemes that can be used that will allow for incubator or local/neighborhood business space as a way to encourage local entrepreneurship. This would provide the ability to have access to customers to those that wish to start new enterprises or move their business to the corridor.*

**Q: Is there anything to do about large retailers leaving large vacant buildings?**

**A:** *This is an issue of design. Under our current 1950s era zoning standards, buildings are constructed in ways that are use specific. There is a way that this issue can be addressed through form based codes. A form based code controls more of the site design and architectural layout of a building with more ability for internal usage to be mixed. This allows for easier repurposing of buildings when the existing use fails or no longer becomes viable.*

**Q: Is there a way to handle traffic flow while having a community feel?**

**A:** *Creating a better transportation system that connects roadways and reduces the “superblock” network to a grid street pattern that is more pedestrian and bike friendly as well as setting up streetscape standards and urban design guidelines can all help form that sense of place.*



## Powers Ferry Corridor Study Charrette Public Meeting #3

Date	Location	Number of Attendees
7/20/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	103 participants by head count 86 participants signed in
8/24/2009	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	125+ participants by head count 83 participants signed in
10/06/09	Brumby Elementary School 1306 Powers Ferry Rd. Marietta, GA 30060	62 participants by head count 32 Participants signed in



### Summary

Planning Division Manager Dana Johnson began the meeting by giving an overview of the planning process and explaining the next steps to complete the Powers Ferry Master Plan. Project Manager Phillip Westbrook described each element of the conceptual master plan. The presentation flow and notes are detailed in the below slide sequence.

#### **Slide #1 Public Meeting # 3 (Title Page)**

#### **Slide #2 Evolution of the Plan**

Evolution of the Plan is a timeline briefly describing what the previous 2 public meetings were about and gives a timeline of sorts on what the next steps will be.

#### **Slide #3 Major Issues**

Describes the key major issues that were identified by the Public

**Slide #4 Planning Principles**

The 6 guiding planning principles that the master plan goals and policies are built around will strive to satisfy the major issues that have been identified by the public.

**Slide #5 Conceptual Map**

The conceptual master plan map incorporates features and ideas that attempt to resolve the major concerns of the corridor and build upon the strengths of the Powers Ferry community.

**Slide #6 1972 Aerial**

Aerial starts to show the subdividing of properties and even the beginnings of some apartment dwellings but is still mostly rural with lots of forest and some agriculture. Aerial was taken about the same time Cobb adopted its first zoning code.

**Slide #7 2009 Aerial**

Other than a few infill spots the area is built out due to high growth rate over the last 20 to 30 years. We expect growth over the next 10 to 20 years but not the growth rate over the last 20 to 30 years. This plan will attempt to manage that growth but in a fashion that does not compromise the quality of life of the residents, employees and business owners.

**Slide #8 Study Boundary**

Red line represents study boundary. Blue line represents Cumberland Community Improvement District

**Slide #9 Public Focused Areas**

These three areas garnered the most attention by the public through the planning process

**Slide #10 Study area with Building Footprints**

**Slide #11 Redevelopment Areas**

Most of the redevelopment area is currently residential other than the linear stretch along Leland Dr. where commercial uses exist. Its one thing to establish this area as a redevelopment area but the key is to provide some stimulating mechanism to draw the interest of developers and property owners to look at redevelopment scenarios whether its rehabilitating some of the aging buildings or a tear down / rebuild scenario that could assist in providing more owner occupying units in an area that is currently inundated with rental occupied housing (75% rental vs. 15% owner)

**Slide #12 Village Center**

Currently along Powers Ferry between Terrell Mill and Delk roads are commercial centers where there are lots of vacant shops and unattractive facades. This area is

highlighted as an area to establish the foundation for a “Village Center” concept. This area could be a destination place with a combination of commercial, residential and public uses. Incorporating unique access management techniques could help to reduce curb cuts along this stretch of Powers Ferry. This area would be the “living room” of the Powers Ferry community, a place people would come to in the evenings and on weekends.

### **Slide #13 Open Space & Parks**

The green areas on the map represent either open space or park lands that currently exist or proposed. The green area snaking north & south along the western side of the study area is Rottenwood creek and its associated 50 foot buffer. We propose amending this area to Park/Recreation/Conservation due to the fact that the area is undevelopable and is programmed for a trail along the creek banks. There are also two large pockets of open space along the creek that could allow for access to the future trail one is about 20 acres already owned by Cobb County (Terrell Mill & I-75) and the other which is privately owned where perhaps a public/private partnership could be reached.

### **Slide #14 Chattahoochee National Recreation Area (CNRA) access**

Currently access to CNRA is at Cochran Shoals or further north near Columns Dr. We propose establishing access points with gateway or entryway features on this side of the park. The larger point or dot around the “village center” concept represents the idea of incorporating a community facility or a community serving use.

### **Slide #15 Study area with Building Footprints**

#### **Slide #16 Existing transportation network**

The existing transportation network shows Power Ferry being the only north/south corridor other than I-75, while Delk, Terrell Mill, Windy Hill and Windy Ridge Pkwy provide good east/west connection.

#### **Slide #17 Leland Drive Extension / Bentley Road realignment**

The Leland Dr. extension is already a proposed roadway to connect Leland Dr. with Terrell Mill. It was part of the current SPLOST initiative but was consider a low priority project and did not receive the attention for construction. What has been suggested is consider the Leland Dr. extension as a high priority project if there were another SPLOST in the future or if some other transportation funding mechanism was in place.

Another suggestion was to realign Bentley road with the Leland Dr. extension however the property for the realignment would likely be acquired through a redevelopment scenario of the multi-family development.

#### **Slide #18 Landscaped Medians**

Landscaped medians a fairly prominent and well maintained constant throughout the Cumberland CID already exist for Powers Ferry Road south of Terrell Mill. Funding for

the establishment and maintenance of these medians were paid for by business constituents of the Cumberland CID.

To compliment and remain consistent with what has been done along Powers Ferry within the CID not to mention the quality of life aspects and even traffic calming and safety effects landscaped medians for Powers Ferry north of Terrell Mill to Delk and along Terrell Mill west of Powers Ferry road would greatly benefit the community. Especially along Terrell Mill where currently you have a dangerous dual turn lane in a predominantly residential area that could easily be ripped up and converted to a landscaped median without having to acquire extra ROW.

**Slide #19 Bus Stops (dots) & Bus Routes (lines)**

This slide shows existing bus routes and bus stops and lack of connectivity within some of the transit routes, suggesting that expanding routes could improve accessibility to home, shopping and work. We suggest CCT reevaluate the transit routes in this area and consider expanding transit routes to some of the roadways that don't already have CCT service and coordinate with the Cumberland CID on future circulator service throughout Powers Ferry and Cumberland Galleria area.

**Slide #20 Bike Lanes (dotted line)**

This plan is about opportunities and choices. By proposing bike lanes along the arterials and connecting to other bike paths outside of study area we would be offering other modes of transportation as well as recreation. Throughout our field research we observed numerous cyclist competing for space along Powers Ferry and some of the other roadways throughout the corridor so to be able recommend a swath of asphalt or an off road multi-purpose path would be tremendous in provide safe paths for these cyclists.

**Slide #21 Trails (dashed lines)**

The county already has in place a series of proposed and programmed trails throughout the study area.

The programmed trail, which means funding is in place and is just a matter of time before it's constructed, follows Rottenwood Creek from an existing trail near I-285 north to Terrell Mill. The other trails throughout the area are proposed and funding is not available yet. We are proposing a minor change to the proposed trails that was due comments about moving the path off of Powers Ferry due to safety concerns.

The existing proposed trail shows a path down Powers Ferry to Wildwood parkway from Terrell Mill and connecting to the CNRA. We propose moving it off of Powers Ferry to a natural area between the condominiums and single family lots down to wildwood parkway and accessing the CNRA.

Where you see the bike lanes overlap the multi purpose trails these paths could double as off street bike lanes otherwise bike lanes would likely be on street.

### **Slide #22 Conceptual Master Plan**

This visual representation of the plan represents the public's vision for the future, however to substantiate that vision and this plan, goals and policies need to be established to offer guidance to the decision makers, developers and property owners.

### **Slide #23 Conceptual Site Plan**

The conceptual site plan is just a hypothetical look at the development potential of parts of the “village center”. This particular concept was created utilizing stakeholder involvement and incorporating the public's desires. Utilizing current development standards per the Cobb County Code this prototype consists of townhomes, townhomes with detached garages, single family ranch for senior living, a mixed use center complete with slip lanes and on street parking that retailers love. Architect even incorporated a two story parking garage with some incubator businesses to screen the garage on one side and mixed use center screens the other side. Included restaurants with outdoor seating and sort of a street or boulevard connecting the north area with the south area complete with decorative roundabouts. The south area is mostly of office, residential and civic use including a community facility which shows a library and perhaps a police sub-precinct adjacent to the current firehouse. Another slip lane on the south side providing access to the office uses on the corner and some more entrepreneurial business uses or incubator uses. These slip lane concepts not only provide parking for retailers but also could be utilized as bus stops to minimize conflicts with through traffic.

This is only a concept to show the possibilities for the “village” center area.

### **Slide #24 Vision**

Planning staff has created a vision statement based on the interactive community visioning process over the last three months that provides a complete description of all aspects of the master plan that are to be encouraged. The community vision is a written statement that intends to illustrate or reflect the Powers Ferry community of the future. It is primarily based on opportunities and choices...the opportunity for sustainable redevelopment and revitalization residential and commercial properties and the transportation, housing and employment choices for all citizens.

### **Slide #25 Goals & Policies**

This slide shows 5 planning elements that our goals and policies revolve around along with some of the keywords that have been included into our goal statements.

The Goal statements are broad long term outcomes that link the vision with the plan. Theoretically, when all the goals have been met the vision becomes reality.



Policy statements provide the framework for public and private decision-making. While goals tend to be general in nature, policies set forth a particular approach or position to be taken when resolving a planning issue. Essentially, policies broaden the scope of the master plan beyond just a series of maps.

The Goals and Policies can be found on the Powers Ferry Website at <http://comdev.cobbcountyga.gov/powers-ferry/index.htm>

Due to time and the extended questioning and answer portion we were not able to get the input we were looking for during the presentation. Please, at your convenience, take the time to read the Vision, Goals and Policies and provide your thoughts we would love to here from you.

**Slide #26 Up Next**

Planning Division staff will be developing an implementation strategy or a list of action items that different entities would be responsible for to help achieve the goals that will be established.

A draft document will be developed and a public information meeting will be set for the public to take a look at the implementation strategy and offer comments. Once those tasks have been completed we will start the political process of getting the master plan approved.

**Slide #27 Questions**

A Q&A followed the presentation. The questions and answers are listed below:

- Q:** What are the plans in DOT for widening Powers Ferry Road?  
**A:** *The original plans in the SPLOST were to add an additional right turn lane on Powers Ferry Road going north from the Wachovia to Terrell Mill Road. This project has been reprioritized and will not be funded or implemented as part of the current round of SPLOST funding.*
- Q:** Has the county ever petitioned the state to add a off ramp off I-75 at Terrell Mill Road?  
**A:** *There are no plans for adding additional highway access onto I-75 at this time. There was a proposal at one point in time to add HOV access from Terrell Mill Road, but the overall I-75 Bus Rapid Transit project has been rejected by the Federal Highway Administration.*
- Q:** Is there going to be a new driveway for Brumby Elementary?  
**A:** *There is a possibility for a new entrance for Brumby Elementary, depending on how the redevelopment of the office park south of the school is designed.*

- Q:** Why are tractor trailers on Powers Ferry? Is Powers Ferry a truck route?
- A:** *Powers Ferry Road is a truck route up to Delk Road. Past Delk Road, going northbound towards South Marietta Parkway is restricted from truck traffic.*
- Q:** Can you explain more about the proposed village concept in the Terrell Mill triangle?
- A:** *The proposal is conceptual in nature. The purpose of the design layout is to get the community thinking beyond what is there now to stimulate ideas about how this area can be re-imagined for the future.*
- Q:** What is the future of Brumby Elementary?
- A:** *Brumby Elementary is an important part of the community. Most people spoke positively about the changes that are occurring at the school and their involvement in the area. There was some discussion about the need to build vertical at the school due to the limited amount of available land, when expansion is necessary.*
- Q:** When the Board of Commissioners approves the plan, is it given to a developer who is interested in the area? Are the plans ever reviewed and updated in the future?
- A:** *All master plan documents are updates by Planning Division staff every 5 to 7 years so that the community can revisit and update the plan document, review progress that has been made, and generate new ideas for community improvements.*
- Q:** What is happening with Franklin Road?
- A:** *Currently, the City of Marietta is in the process of updating their portion of the Delk Road LCI plan. Unfortunately, when the Bus Rapid Transit alternative was rejected by the Federal Highway Administration, the plans for redeveloping Franklin Road were damaged as well, due to the linkage between the two.*
- Q:** How proactive is the county to let developers know about this plan?
- A:** *The Office of Economic Development and the Community Development Agency regularly visits trade shows, participates in the Urban Land Institute (a developer non-profit organization/advocate), and holds regularly scheduled meetings with the local builders/developer to inform them about plans and actions by the county to encourage quality development in appropriate areas.*
- Q:** Is the Economic Development department working to help with restaurant vacancies?

- A:** *The Cobb Chamber of Commerce and Cumberland CID assist the Office of Economic Development with promoting vacant space in the Cumberland CID area.*
- Q:** Why are all the access points to the Chattahoochee River Recreational Area included in the plan (the access points to the south)?
- A:** *The access points to the south are not in the study area boundaries, but connectivity to and interaction with these areas were taken into account when developing the Draft Master Plan.*
- Q:** Is there a plan for the northern access points to the Chattahoochee River Recreational Area?
- A:** *The Master Plan document shows some existing, less visible access points that the county would like to improve. It will mean negotiations and approvals with the owners of Wildwood and the National Park Service in order to make these new access points a reality.*
- Q:** How does this plan fit in with the CID's plan to connect greenspace?
- A:** *The Draft Master Plan was developed in coordination with the CID, who was a participant in the Steering Committee. Therefore, the two interact and will complement one another.*
- Q:** What incentives will there be for developers to implement plan?
- A:** *Specific ideas for incentives will be discussed as part of the Implementation Plan. Once the master plan is approved, staff will review the ideas and develop specific procedures/codes for the Board of Commissioners to review and consider for adoption.*
- Q:** What would happen to the library on Lower Roswell Road if proposed new library were to be built?
- A:** *That will need to be studied as part of the implementation of the Master Plan. If the county wanted to pursue adding a library to the Powers Ferry corridor, these details would need to be worked out with the library system, county management, and elected officials.*

### A.5 Market Analysis

<b>Retail Trade Potential (2009)</b>			
Powers Ferry Road & East -West Connector			
Retail Sector	One Mile Radius		
	Demand/ Consumer Expenditures	Supply/Retail Sales	Retail Opportunity Gas/Surplus
Motor Vehicles, Parts & dealers	52,464,306	23,414,543	29,049,763
Furniture & home Furnishings	5,939,908	2,015,358	3,924,550
Electronics & appliances	6,409,004	7,137,341	-728,337
Bldg. material & Garden Equip.	19,225,199	4,498,776	14,726,423
Food & Bervages	30,950,332	59,768,743	-28,818,411
Health & Personal care	13,534,921	12,513,658	-1,021,263
Gasoline stations	31,275,521	37,304,941	-6,029,420
Clothing & Clothing accessories	13,341,001	4,053,139	9,287,862
Sports goods,hobbies,books&music	4,951,281	2,297,434	2,653,847
General merchandise/Dept. stores	31,425,538	14,789,994	16,635,544
Miscellaneous items	6,463,903	11,077,317	-4,613,414
Non-store retailers (e-shopping vend)	16,285,796	8,350,788	7,935,008
Food Services and drinking places	29,519,578	18,931,663	10,587,915
<b>Total</b>	<b>261,786,287</b>	<b>206,153,695</b>	<b>55,632,592</b>
Retail Sector	Three Mile Radius		
	Demand/ Consumer Expenditures	Supply/Retail Sales	Retail Opportunity Gas/Surplus
Motor Vehicles, Parts & dealers	261,543,823	1,720,748,059	-1,459,204,236
Furniture & home Furnishings	32,602,690	47,916,748	-15,314,058
Electronics & appliances	32,882,120	72,486,128	39,604,008
Bldg. material & Garden Equip.	110,289,451	86,427,310	23,862,141
Food & Bervages	154,315,662	139,219,682	15,095,980
Health & Personal care	67,716,527	110,875,138	43,158,611
Gasoline stations	153,066,314	295,901,461	-142,835,147
Clothing & Clothing accessories	69,434,762	113,979,919	-44,545,157
Sports goods,hobbies,books&music	25,685,006	69,463,252	43,778,246
General merchandise/Dept. stores	160,948,752	171,239,169	-10,290,417
Miscellaneous items	33,468,175	47,096,602	-13,628,427
Non-store retailers (e-shopping vend)	83,973,354	62,874,303	21,099,051
Food Services and drinking places	148,610,558	187,658,886	-39,048,328
<b>Total</b>	<b>1,334,537,195</b>	<b>3,125,886,657</b>	<b>-1,791,349,462</b>



Shopping Center Profile					
Shopping Center/Location	Year Built	Leasable Area (SF)	Available Area (SF)	% Leased	Anchor Tenants
2700 Cumberland Pky	2007	25,610	16,010	39.1	
1869 Cobb Parkway Plaza	1974	38,000	875	97.7	
Windy Hill Shopping Plaza	1974/1982	83,840	8,080	90.4	
Target Center on Cobb Parkway	1975	163,955	25,000	84.8	
Cumberland Square North	1978	92,339	12,140	86.9	Drugstore
2620 Cobb Pky SE	1972	10,170	2,000	80.3	
Cobb Parkway at Akers Mill	1976/2005	382,710	46,493	89.2	SportsAuthority, LAFitness
Heritage Pavilion	1995	262,961	17,026	93.5	
Shops at Cumberland Place	1996	41,467	184,000	67.2	
Cumberland Crossing	1982	66,692	66,692	95.2	hhgregg
Delk Spectrum	1991	100,880	15,000	85.1	Publix
Franklin Plaza	1979/1984	79,746	7,200	91	
1166 Franklin Rd SE	1984	20,581	5,175	74.9	
1580 Lower Roswell Road	1996	20,000	2,701	86.5	
Newmarket Mall	1972/2001	487,000	8,465	100	Gold's Gym
Powers Ferry Plaza	1983/1999	86,173	7,900	90.8	Micro Center
East Marietta Shopping Center	1954/1987	76,903	4,850	93.7	
Terrell Mill Village	1974/1989	62,891	53,416	15.1	

Cobb County Office Market Profile						
Sub-Market	# Bldgs	Total Rentable Building Area	Total Vacant	Total Vacant %	Occupied SF	Occupied %
Cumberland Galleria	605	29416316	4751410	16.2%	24664906	83.8%
East Cobb	289	2,690,120	373,057	13.9%	2317063	86.1%
Kennesaw/TownCenter	755	8489562	1466270	17.3%	7023292	82.7%

Atlanta Office Market Profile						
Sub-Market	# Bldgs	Total Rentable Building Area	Total Vacant	Total Vacant %	Occupied SF	Occupied %
Buckhead	385	19,397,800	2,898,907	14.9%	16,498,893	85.1%
Perimeter Center	699	32,758,838	5,420,169	16.5%	27,338,669	83.5%
ChamDorNdruid	573	11,414,952	1,145,870	10.0%	10,269,082	90.0%
Decatur	371	5,976,545	340,448	5.7%	5,636,097	94.3%
Downtown	288	34,228,277	4,464,566	13.0%	29,763,711	87.0%
Midtown	210	18,121,323	2,631,702	14.5%	15,489,621	85.5%
NFultonForsythe	1,547	34,417,115	5,587,232	16.2%	28,829,883	83.8%
NorthlakeLaVista	312	5,214,015	607,244	11.6%	4,606,771	88.4%
NorthsideDrGaTech	135	5,047,884	934,806	18.5%	4,113,078	81.5%
WestAtlanta	49	834,801	119,219	14.3%	715,582	85.7%



<b>Cobb County Office Market Absorption (1st Qtr 2009)</b>			
<b>Sub-Market</b>	<b>Direct Net Absorbtion</b>	<b>Sublet Net Absorption</b>	<b>Total Net Absorption</b>
Cumberland Galleria	-18,695	12,332	-6,363
East Cobb	-26,883	-600	-27,483
Kennesaw/TownCenter	-33,717	1,082	-32,635

<b>Atlanta Office Market Absorption (1st Qtr 2009)</b>			
<b>Sub-Market</b>	<b>Direct Net Absorbtion</b>	<b>Sublet Net Absorption</b>	<b>Total Net Absorption</b>
Buckhead	-37,416	2,289	-35,127
Perimeter Center	21,771	-15,247	6,524
ChamDorNdruid	7,867	1,361	9,228
Decatur	-1,403	0	-1,403
Downtown	67,264	-22,877	44,387
Midtown	-144,661	-2,994	-147,655
NFultonForsythe	-79,155	-18,623	-97,778
NorthlakeLaVista	-12,691	0	-12,691
NorthsideDrGaTech	159,331	-7,174	152,157
WestAtlanta	1,974	0	1,974



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
2555 Cumberland Pky	2010	A		750,000	750,000	100%
400 Interstate N Pky SE	1987	A	17	301,705	147,843	49%
2410 Paces Ferry Rd SE	1997	A	6	120,508	120,508	100%
2849 Paces Ferry Rd SE	1982	A	7	138,068	19,609	14%
1995 N Park Pl SE	1985	A	5	100,762	24,431	24%
3350 Riverwood Pky SE	1989	A	23	502,519	122,808	24%
3200 Windy Hill Rd SE	1991	A	16	701,327	163,388	23%
2300 Windy Ridge Pky SE	1987	A	11	679,626	120,325	18%
Circle 75 Pky NW @ Windy Hill Rd SE		A	1	100,000	100,000	100%
Cumberland Blvd		A	16	350,000	350,000	100%
Cumberland Blvd	2010	A	15	385,000	384,532	100%
3330 Cumberland Blvd	2000	A	10	250,000	108,029	43%
3625 Cumberland Blvd		A		395,000	-	0%
3100 Cumberland Blvd SE	1989	A	17	413,247	83,939	20%
3225 Cumberland Blvd SE	1998	A	9	223,500	8,957	4%
3300 Cumberland Blvd SE	2005	A	4	65,000	-	0%
3625 Cumberland Blvd SE	2002	A	15	387,267	34,278	9%
3065 Cumberland Cir NW	1985	A	10	185,000	-	0%
2500 Cumberland Pky SE	1998	A	6	144,335	55,836	39%
2700 Cumberland Pky SE	1976	A	5	105,464	105,464	100%
Galleria Pky SE @ Cumberland Blvd	2010	A	20	506,300	506,300	100%
100 Galleria Pky SE	1982	A	18	412,228	78,852	19%
200 Galleria Pky SE	1984	A	20	438,273	163,120	37%
300 Galleria Pky SE	1987	A	20	433,366	97,733	23%
400 Galleria Pky SE	1999	A	19	440,000	87,890	20%
500 Galleria Pky SE		A	18	500,000	499,986	100%
600 Galleria Pky SE	2002	A	19	430,017	16,290	4%
700 Galleria Pky SE	1993	A	12	237,682	2,614	1%
3100 Interstate N Cir	2001	A	6	150,000	3,767	3%
130 Interstate N Pky SE		A	16	400,000	400,000	100%
210 Interstate N Pky SE	1984	A	8	134,251	630	0%
260 Interstate N Pky SE	1987	A	12	256,000	-	0%
2233 Lake Park Dr	1986	A	5	119,150	38,384	32%
2840 Mount Wilkinson Pky SE	2007	A	8	100,000	-	0%
2840 Mount Wilkinson Pky SE	1976	A	4	80,754	-	0%
5660 New Northside Dr NW	1989	A	14	272,431	32,887	12%
3284 Northside Pky	2008	A	6	152,000	9,198	6%
3288 Northside Pky		A	11	257,620	257,620	100%
3290 Northside Pky NW	2001	A	9	213,560	24,469	11%
4401 Northside Pky NW	1998	A	9	225,069	50,562	22%
Paces Ferry Rd SE @ Overlook Pky		A	4	93,000	93,000	100%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
2455 Paces Ferry Rd SE	1999	A	18	640,000	-	0%
2455 Paces Ferry Rd SE	1997	A	21	647,000	-	0%
2455 Paces Ferry Rd SE	1995	A	12	350,000	-	0%
2727 Paces Ferry Rd SE	1987	A	18	274,948	69,306	25%
2727 Paces Ferry Rd SE	1990	A	18	371,523	153,784	41%
2839 Paces Ferry Rd SE	1985	A	13	254,658	42,718	17%
2859 Paces Ferry Rd SE	1987	A	21	438,709	91,345	21%
1700 Parkway Pl		A	10	200,000	200,000	100%
1800 Parkway Pl	1988	A	12	229,390	49,414	22%
1850 Parkway Pl	1985	A	12	228,355	124,574	55%
1000 Parkwood Cir SE	1985	A	10	210,833	42,892	20%
1300 Parkwood Cir SE	1989	A	9	210,919	14,345	7%
1600 Parkwood Cir SE	1985	A	6	151,141	24,511	16%
2016 Powers Ferry Rd NW		A	8	228,000	228,000	100%
2018 Powers Ferry Rd NW	2001	A	8	219,668	115,637	53%
5770 Powers Ferry Rd NW	1985	A	4	94,731	-	0%
5780 Powers Ferry Rd NW	1985	A	5	494,000	-	0%
6120 Powers Ferry Rd NW	1997	A	6	137,818	53,907	39%
1500 Riveredge Pky NW	1982	A	9	219,259	76,944	35%
1600 Riveredge Pky NW	1983	A	9	225,103	63,010	28%
2000 Riveredge Pky NW	1984	A	12	229,948	74,268	32%
2100 Riveredge Pky NW	1985	A	12	264,818	47,669	18%
3333 Riverwood Pky	1992	A	5	110,000	26,869	24%
4100 Wildwood Pky	1996	A	2	100,000	100,000	100%
4200 Wildwood Pky	1997	A	5	265,078	-	0%
2100 Windy Hill Rd	2003	A	4	110,000	-	0%
4300 Windy Ridge Pky	1996	A	3	150,000	-	0%
2500 Windy Ridge Pky SE	1985	A	15	317,116	-	0%
3301 Windy Ridge Pky SE	1983	A	5	107,000	9,347	9%
1675 Cumberland Pky	2007	A	3	4,500	1,500	33%
877 Franklin Rd SE	1999	B	1	51,595	43,720	85%
5665 New Northside Dr NW	1982	B	5	130,012	81,870	63%
1165 Northchase Pky SE	1986	B	4	85,152	29,715	35%
3715 Northside Pky NW	1971	B	8	133,520	20,911	16%
3715 Northside Pky NW	1972	B	8	134,667	13,117	10%
1899 Powers Ferry Rd SE	1986	B	4	92,658	11,373	12%
4770 Atlanta Rd	1993	B	2	12,745	-	0%
2220 Atlanta Rd SE	1974	B	1	15,957	3,022	19%
319 Atlanta St	2007	B	4	73,260	-	0%
4779 S Atlanta Rd	2005	B	4	9,000	3,155	35%
Atlanta & Spring Rd		B	1	30,368	30,368	100%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
4381 Beech Haven Trl	1986	B	3	22,000	13,000	59%
2740 Bert Adams Rd	1980	B	2	7,000	-	0%
2780 Bert Adams Rd	1984	B	4	20,000	-	0%
1800 Circle 75 Pky	2002	B	1	51,000	-	0%
1100 Circle 75 Pky NW	1982	B	16	256,000	113,152	44%
900 Circle 75 Pky SE	1984	B	18	345,502	90,915	26%
1000 Circle 75 Pky SE	1972	B	8	86,000	25,871	30%
4501 Circle 75 Pky SE	1981	B	2	15,582	7,871	51%
4501 Circle 75 Pky SE	1981	B	2	18,828	6,057	32%
4501 Circle 75 Pky SE	1981	B	2	21,998	13,765	63%
4501 Circle 75 Pky SE	1981	B	3	49,544	28,341	57%
4501 Circle 75 Pky SE	1981	B	3	25,994	18,556	71%
4501 Circle 75 Pky SE	1981	B	3	51,216	28,095	55%
4579 S Cobb Dr	2007	B	1	8,640	2,800	32%
4833 S Cobb Dr	2006	B	3	8,400	-	0%
1620 S Cobb Dr SE	2002	B	2	8,500	-	0%
2351 S Cobb Dr SE	1975	B	3	11,000	-	0%
3065 S Cobb Dr SE	1989	B	1	8,000	-	0%
4015 S Cobb Dr SE	1985	B		33,696	-	0%
4581 S Cobb Dr SE	2005	B	2	21,000	10,939	52%
3200 Cobb Galleria Pky SE	1988	B	2	89,686	47,359	53%
3200 Cobb Galleria Pky SE	1988	B	1	24,194	14,509	60%
430 Commerce Park Dr SE		B	5	77,000	-	0%
340 Concord Rd	1988	B	1	11,500	-	0%
573-577 Concord Rd SE	1974	B	1	15,000	-	0%
1161 Concord Rd SE	2007	B	2	10,000	1,000	10%
1246 Concord Rd SE	1987	B	3	10,500	-	0%
4480 N Cooper Lake Rd	2006	B	2	14,000	1,434	10%
2205 Corporate Plaza Pky	1985	B	2	13,400	13,400	100%
2251 Corporate Plaza Pky	2006	B	2	20,000	-	0%
2250 Corporate Plaza Pky SE	1986	B	3	15,000	2,628	18%
2730 Cumberland Blvd	1972	B	1	18,784	-	0%
1675 Cumberland Pky	2004	B	1	8,996	-	0%
2323 Cumberland Pky SE	2005	B	2	15,000	1,828	12%
2525 Cumberland Pky SE	1982	B	4	88,600	-	0%
2555 Cumberland Pky SE	1976	B	2	32,657	32,655	100%
2575 Cumberland Pky SE	1976	B	1	12,673	-	0%
2580 Cumberland Pky SE	1979	B	4	74,448	7,622	10%
2600 Cumberland Pky SE	1976	B	2	33,120	-	0%
2625 Cumberland Pky SE	1976	B	4	78,317	55,100	70%
2675 Cumberland Pky SE	1976	B	2	28,778	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
2690 Cumberland Pky SE	1976	B	5	91,773	-	0%
3290 Cumberland Club Dr	1973	B	1	23,600	23,559	100%
2600 Delk Rd SE	1984	B	2	34,246	-	0%
2700 Delk Rd SE	1981	B	2	25,000	6,318	25%
2759 Delk Rd SE	1985	B	2	52,000	7,514	14%
3200 Downwood Cir NW		B	7	228,000	53,343	23%
5755 Dupree Dr NW	1987	B	2	18,462	11,431	62%
2885 Elmwood Dr SE	1975	B	1	16,000	-	0%
881 Franklin Rd	1999	B	1	26,985	26,985	100%
1405 Franklin Rd SE		B	2	20,500	7,000	34%
2550 Heritage Ct	1981	B	2	25,000	-	0%
2400 Herodian Way	1987	B	4	180,000	83,135	46%
2430 Herodian Way SE	1984	B	2	14,000	1,800	13%
Highlands Pky		B	1	7,396	-	0%
2700 Highlands Pky	1960	B	1	7,800	-	0%
3020 Highlands Pky	2005	B	1	9,096	4,422	49%
3040 Highlands Pky	2007	B	1	9,096	1,150	13%
3080 Highlands Pky	2005	B	2	8,800	-	0%
3300 Highlands Pky	1988	B	2	64,525	15,031	23%
3600 Highlands Pky	2007	B	1	5,096	-	0%
3600 Highlands Pky	2007	B	2	11,000	6,854	62%
3600 Highlands Pky	2007	B	2	11,000	-	0%
3600 Highlands Pky	2006	B	2	11,000	2,724	25%
3600 Highlands Pky	2006	B	2	11,000	-	0%
3600 Highlands Pky	2007	B	1	11,000	-	0%
3600 Highlands Pky	2007	B	2	11,000	-	0%
3600 Highlands Pky	2007	B	2	11,000	-	0%
3600 Highlands Pky	2006	B	2	16,568	13,800	83%
3060 Highlands Pky SE	2005	B	2	8,800	-	0%
3200 Highlands Pky SE	1987	B	4	87,324	22,304	26%
3161 Howell Mill Rd	2006	B	4	25,000	-	0%
3223 Howell Mill Rd	2003	B	3	60,000	-	0%
3193 Howell Mill Rd NW	1984	B	3	102,788	19,437	19%
3223 Howell Mill Rd NW	2004	B	3	89,182	-	0%
3280 Howell Mill Rd NW	1972	B	4	147,959	57,096	39%
280 Interstate N Cir	1982	B	6	126,134	58,470	46%
5500 Interstate N Pky NW	1981	B	6	128,486	19,592	15%
104 Interstate N Pky SE	1976	B	1	9,600	9,600	100%
150 Interstate N Pky SE	1980	B	3	55,514	54,942	99%
180 Interstate N Pky SE	1979	B	5	119,491	32,132	27%
240 Interstate N Pky SE	1978	B	2	18,000	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vancancy Rate
290 Interstate N Pky SE	1973	B	2	37,250	-	0%
294 Interstate N Pky SE	1976	B	1	14,030	-	0%
300 Interstate N Pky SE	1968	B	8	155,663	-	0%
320 Interstate N Pky SE	1971	B	5	113,540	-	0%
340 Interstate N Pky SE	1974	B	4	90,481	5,379	6%
360 Interstate N Pky SE	1980	B	6	145,732	19,320	13%
380 Interstate N Pky SE	1976	B	4	90,493	14,120	16%
450 Interstate N Pky SE	1999	B	6	120,000	-	0%
500 Interstate N Pky SE	1972	B	2	31,610	-	0%
550 Interstate N Pky SE	1972	B	2	32,000	-	0%
298 Interstate North Pky SE		B	1	13,355	-	0%
35 Johnson Ferry Rd	1985	B	1	8,874	-	0%
135 Johnson Ferry Rd	2002	B	2	23,222	12,185	52%
145 Johnson Ferry Rd	1999	B	2	25,412	3,947	16%
533 Johnson Ferry Rd		B	2	6,200	-	0%
2130 Kingston Ct SE	1982	B	1	10,500	2,178	21%
2136 Kingston Ct SE	1960	B	1	14,000	-	0%
1800 Lake Park Dr SE	1984	B	2	16,500	4,267	26%
1850 Lake Park Dr SE	1984	B	2	16,500	1,890	11%
1950 Lake Park Dr SE	1985	B	2	42,248	-	0%
1955 Lake Park Dr SE	1985	B	4	86,583	80,660	93%
2000 Lake Park Dr SE	1980	B	2	33,000	-	0%
2200 Lake Park Dr SE		B	2	35,600	-	0%
2251 Lake Park Dr SE	1984	B	2	34,000	34,000	100%
2300 Lake Park Dr SE	1985	B	4	87,798	14,226	16%
2400 Lake Park Dr SE	1983	B	4	103,962	32,612	31%
2401 Lake Park Dr SE	1983	B	3	88,797	40,801	46%
1900 Leland Dr SE	1983	B	1	10,500	10,500	100%
1902 Leland Dr SE	1986	B	2	16,000	-	0%
1904 Leland Dr SE	1982	B	1	17,500	-	0%
2325 Log Cabin Dr SE	2001	B	1	8,276	3,100	37%
2355-2375 Log Cabin Rd	2001	B	1	23,000	-	0%
445 Manget St		B	2	15,000	15,000	100%
2060 Mount Paran Rd NW	1985	B	2	32,000	-	0%
5680 New Northside Dr		B	2	122,000	-	0%
2110 Newmarket Pky SE	1983	B	2	38,987	9,013	23%
2161 Newmarket Pky SE	1985	B	2	109,837	84,375	77%
2240 Newmarket Pky SE	2001	B	2	99,596	-	0%
1090 Northchase Pky SE	1988	B	3	106,065	106,000	100%
1101 Northchase Pky SE	2000	B	1	45,000	10,000	22%
1110 Northchase Pky SE	1989	B	2	44,574	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
1130 Northchase Pky SE	1986	B	2	59,332	23,373	39%
3254 Northside Pky	1990	B		46,434	10,000	22%
3282 Northside Pky NW	2004	B	3	42,704	-	0%
3715 Northside Pky NW	1978	B	8	134,124	36,721	27%
3715 Northside Pky NW	1979	B	8	134,142	14,685	11%
4111 Northside Pky NW	1978	B	11	825,000	-	0%
4200 Northside Pky NW		B	3	15,000	3,000	20%
4200 Northside Pky NW		B	2	21,000	-	0%
4200 Northside Pky NW	1988	B	3	21,000	-	0%
5557 Oakdale Rd SE	1988	B	1	12,800	-	0%
4045 Orchard Rd	2002	B	2	5,000	-	0%
4045 Orchard Rd	2003	B	2	5,000	-	0%
3825 Paces Walk	2006	B	3	12,385	-	0%
2675 Paces Ferry Rd SE	1981	B	4	69,231	21,871	32%
2802 Paces Ferry Rd SE	2000	B	3	10,347	-	0%
1218 W Paces Ferry Rd NW	1975	B	2	16,005	-	0%
1380 W Paces Ferry Rd NW	1972	B	2	37,315	20,326	54%
3020 Paces Mill Rd SE		B	3	20,938	-	0%
3111 Paces Mill Rd SE	1987	B	3	12,800	-	0%
1965 Park PI N	1975	B	2	13,154	-	0%
2000 S Park PI SE	1980	B	2	108,264	-	0%
2015 S Park PI SE	1985	B	4	64,574	-	0%
620 Powder Springs Rd	2000	B	1	12,400	-	0%
1130 Powers Ferry PI SE	2002	B	1	73,000	73,000	100%
1720 Powers Ferry Rd		B	2	10,624	-	0%
2130 Powers Ferry Rd		B	4	40,000	40,000	100%
2100 Powers Ferry Rd NW	1975	B	4	61,099	2,551	4%
2110 Powers Ferry Rd NW	1975	B	4	57,149	29,451	52%
2120 Powers Ferry Rd NW	1998	B	4	82,000	40,349	49%
6400 Powers Ferry Rd NW	1974	B	4	80,762	-	0%
6425 Powers Ferry Rd NW	1976	B	3	57,256	4,666	8%
6445 Powers Ferry Rd NW	1976	B	3	56,239	4,897	9%
6520 Powers Ferry Rd NW	1976	B	3	58,039	-	0%
6540 Powers Ferry Rd NW	1976	B	3	60,034	-	0%
6600 Powers Ferry Rd NW	1979	B	3	65,112	-	0%
6640 Powers Ferry Rd NW	1976	B	2	25,756	-	0%
6650 Powers Ferry Rd NW	1973	B	2	24,293	-	0%
6666 Powers Ferry Rd NW	1973	B	3	68,758	-	0%
6720 Powers Ferry Rd NW	1973	B	1	10,194	-	0%
1640 Powers Ferry Rd SE	1983	B	3	12,182	5,982	49%
1640 Powers Ferry Rd SE	1984	B	3	5,760	920	16%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
1640 Powers Ferry Rd SE	1982	B	3	12,150	12,150	100%
1640 Powers Ferry Rd SE	1983	B	3	19,477	-	0%
1640 Powers Ferry Rd SE	1983	B	3	5,760	-	0%
1640 Powers Ferry Rd SE	1983	B	3	5,760	5,760	100%
1640 Powers Ferry Rd SE	1983	B	3	11,899	-	0%
1640 Powers Ferry Rd SE	1983	B	3	12,182	-	0%
1640 Powers Ferry Rd SE	1982	B	4	37,735	-	0%
1640 Powers Ferry Rd SE	1984	B	3	5,760	1,080	19%
1640 Powers Ferry Rd SE	1984	B	3	6,000	-	0%
1640 Powers Ferry Rd SE	1984	B	3	12,000	-	0%
1640 Powers Ferry Rd SE	1984	B	3	12,135	-	0%
1640 Powers Ferry Rd SE	1983	B	3	19,000	-	0%
1640 Powers Ferry Rd SE	1984	B	3	5,760	-	0%
1640 Powers Ferry Rd SE	1983	B	3	12,182	-	0%
1642 Powers Ferry Rd SE	1982	B	3	36,000	34,630	96%
1827 Powers Ferry Rd SE	1981	B	3	5,760	-	0%
1827 Powers Ferry Rd SE	1981	B	3	5,760	-	0%
1827 Powers Ferry Rd SE	1981	B	3	5,068	-	0%
2000 Powers Ferry Rd SE	1988	B	6	142,064	76,100	54%
2035 Powers Ferry Rd SE	1979	B	1	13,665	-	0%
2141 Powers Ferry Rd SE	1981	B	3	37,440	-	0%
1901 Powers Ferry Ter SE	1981	B	2	23,125	-	0%
1903 Powers Ferry Ter SE	1981	B	2	16,046	-	0%
1905 Powers Ferry Ter SE	1981	B	2	18,684	-	0%
6151 Powers Ferry Landing Rd	1981	B	6	121,883	17,043	14%
6190 Powers Ferry Landing Rd	1985	B	6	146,919	91,254	62%
6201 Powers Ferry Landing Rd	1979	B	6	124,083	81,595	66%
1470 Riveredge Pky NW	1981	B	1	124,000	-	0%
3250 Riverwood Pky	2007	B	4	55,000	-	0%
4849 South Cobb Dr		B	2	9,900	4,800	48%
1950 Spectrum Cir SE	1982	B	5	187,471	172,642	92%
1290 W Spring St SE	2004	B	2	18,000	6,453	36%
1295 W Spring St SE	2002	B	2	22,680	-	0%
1312 W Spring St SE	1966	B	2	12,000	-	0%
1580 Terrell Mill Rd		B	1	24,784	24,784	100%
1584 Terrell Mill Rd		B	1	18,000	18,000	100%
1665 Terrell Mill Rd SE	1978	B	2	15,073	-	0%
1685 Terrell Mill Rd SE	1985	B	1	13,500	-	0%
1750 The Exchange	2000	B	2	25,000	-	0%
1755 The Exchange SE	1982	B	3	50,844	6,652	13%
1760 The Exchange SE	1978	B	2	23,851	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
1765 The Exchange SE	1982	B	5	90,216	-	0%
1770 The Exchange SE	1978	B	2	32,715	8,432	26%
1775 The Exchange SE	1974	B	6	96,038	30,563	32%
1785 The Exchange SE	1981	B	3	44,054	-	0%
1815 The Exchange SE	1984	B	2	20,703	-	0%
1820 The Exchange SE	1984	B	2	25,000	-	0%
1845 The Exchange SE	1979	B	2	25,000	-	0%
1870 The Exchange SE	1979	B	2	33,000	14,100	43%
1940 The Exchange SE	1980	B	2	19,632	-	0%
1945 The Exchange SE	1975	B	4	65,880	30,933	47%
3101 Towercreek Pky SE	1986	B	7	98,543	19,952	20%
111 Village Pky NE		B	2	28,000	-	0%
600 Village Ter NE	1986	B	3	15,000	1,340	9%
3621 Vinings Slope SE	2008	B	4	43,381	20,317	47%
3769 SE Vinings Slope	2008	B	4	50,200	5,818	12%
1700 Water Pl SE	1984	B	3	37,495	9,770	26%
1800 Water Pl SE	1979	B	2	25,200	-	0%
1810 Water Pl SE	1979	B	2	22,938	1,024	4%
1820 Water Pl SE	1979	B	2	26,300	-	0%
1830 Water Pl SE	1979	B	2	27,500	900	3%
1190 Winchester Pky SE	1970	B	2	20,000	3,799	19%
850 Windy Hill Rd		B	1	25,000	-	0%
997 Windy Hill Rd SE	1986	B	3	8,000	-	0%
2470 Windy Hill Rd SE	1984	B	4	99,022	13,845	14%
2480 Windy Hill Rd SE		B	5	40,000	-	0%
2501 Windy Hill Rd SE	1980	B	4	21,425	-	0%
2550 Windy Hill Rd SE	1973	B	3	89,993	19,835	22%
3030 Windy Hill Rd SE	1979	B	2	12,360	-	0%
3100 Windy Hill Rd SE	1984	B	4	188,000	-	0%
2781 Windy Ridge Pky SE	1982	B	2	13,500	-	0%
601 Woodlawn Dr NE		B	2	6,000	-	0%
1177 Concord Rd		B	3	1,250	1,250	100%
1246 Concord Rd		B	2	3,500	-	0%
1330 Concord Rd		B	2	3,981	-	0%
1300 Hawthorne St SE	1988	B	2	4,240	-	0%
3602-3604 Highlands Pky	2007	B		2,500	2,500	100%
4045 Orchard Rd	2002	B	2	1,850	-	0%
4045 Orchard Rd	2002	B	2	3,800	-	0%
4045 Orchard Rd	2003	B	2	3,200	-	0%
1827 Powers Ferry Rd SE	1981	B	2	3,840	-	0%
4849 South Cobb Dr		B	1	2,508	2,508	100%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
2365 Spring Rd SE	1962	B	1	1,738	-	0%
516 Vendural Rd		B	1	1,000	1,000	100%
743 Windy Hill Rd SE	1960	B	1	1,300	-	0%
601 Woodlawn Dr NE	2000	B	2	4,820	-	0%
601 Woodlawn Dr NE		B	2	4,820	1,455	30%
1857 Airport Industrial Park Dr	1979	C	1	11,000	-	0%
3201 Atlanta Industrial Pky N	1986	C	1	29,529	8,980	30%
3201 Atlanta Industrial Pky N	1986	C	1	31,500	21,083	67%
3201 Atlanta Industrial Pky N	1986	C	1	35,000	6,891	20%
2445 Church Rd	2000	C	2	14,000	11,165	80%
4375 Cobb Pky		C	2	6,000	-	0%
2035 S Cobb Dr		C	1	7,000	-	0%
4696 S Cobb Dr	1970	C	1	5,000	-	0%
1608 S Cobb Dr SE	2001	C	2	7,402	-	0%
1692 S Cobb Dr SE	1983	C	1	12,000	-	0%
2450 S Cobb Dr SE	1965	C	2	6,000	-	0%
3001 S Cobb Dr SE	1965	C	2	14,250	4,297	30%
3499 S Cobb Dr SE	1987	C	2	6,400	-	0%
3903 S Cobb Dr SE	1972	C	2	37,000	-	0%
582 Concord Rd		C	1	7,000	-	0%
2303 Cumberland Pky	1985	C	1	14,000	-	0%
2255 Cumberland Pky SE	1982	C	2	5,094	-	0%
2255 Cumberland Pky SE	1982	C	2	9,600	-	0%
2255 Cumberland Pky SE	1982	C	2	11,340	-	0%
2255 Cumberland Pky SE	1982	C	3	5,706	5,706	100%
2255 Cumberland Pky SE	1982	C	3	6,880	6,880	100%
2255 Cumberland Pky SE	1982	C	2	5,662	3,844	68%
2799 Delk Rd		C	2	15,035	-	0%
2886 Elmwood Dr SE		C	1	5,000	-	0%
2890 Elmwood Dr SE		C	1	5,000	-	0%
1216 Franklin Rd	1985	C	2	10,000	-	0%
757 Franklin Rd SE	1989	C	1	5,217	-	0%
775 Franklin Rd SE	1985	C	2	6,666	6,666	100%
777 Franklin Rd SE	1982	C	2	6,666	-	0%
779 Franklin Rd SE	1988	C	2	6,666	6,666	100%
1180 Franklin Rd SE	1985	C	2	10,000	2,000	20%
1218-1226 Franklin Rd SE	1979	C	2	10,000	-	0%
1286 Hawthorne Ave SE	1986	C	1	7,072	-	0%
5505 Interstate N Pky NW	1980	C	2	6,777	-	0%
296 Interstate N Pky SE	1976	C	1	8,500	-	0%
37 Johnson Ferry Rd		C	3	11,500	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
519 Johnson Ferry Rd	1998	C	2	6,200	-	0%
519 Johnson Ferry Rd	1998	C	2	6,200	-	0%
2871 Jonquil Dr SE		C	2	8,580	-	0%
2131 Kingston Ct SE	1972	C	1	14,736	6,528	44%
2137 Kingston Ct SE	1972	C	1	11,250	3,500	31%
2141 Kingston Ct SE	1975	C	1	14,736	5,856	40%
444 Manget St SE	1989	C	2	8,400	-	0%
2130 Newmarket Pky SE	1991	C	1	17,000	-	0%
3585 Northside Pky NW		C	2	112,000	-	0%
4200 Northside Pky NW	1988	C	3	10,000	-	0%
4200 Northside Pky NW		C	1	10,460	-	0%
4200 Northside Pky NW	1986	C	3	8,650	-	0%
4200 Northside Pky NW	1988	C	2	6,550	-	0%
4200 Northside Pky NW		C	2	5,000	-	0%
4200 Northside Pky NW		C	3	22,800	-	0%
4200 Northside Pky NW		C	2	9,000	-	0%
4200 Northside Pky NW	1986	C	2	6,600	-	0%
3300 NW Northside Pky	1968	C	1	9,702	-	0%
4368 Oakdale Rd SE	1973	C	2	11,000	3,700	34%
2171 Old Concord Rd	1972	C	2	6,400	2,700	42%
2931 Paces Ferry Rd SE	1983	C	2	9,000	-	0%
1985 Park Pl N	1980	C	1	8,500	-	0%
1950 N Park Pl	1983	C	3	5,340	2,000	37%
1950 N Park Pl	1983	C	3	5,500	-	0%
1950 N Park Pl	1983	C	3	6,000	-	0%
1950 N Park Pl	1983	C	3	5,800	-	0%
1950 N Park Pl	1983	C	3	6,000	-	0%
1950 N Park Pl	1983	C	3	5,700	-	0%
1975 N Park Pl SE	1982	C	3	10,687	-	0%
291 Pat Mell Rd SE	1970	C	2	6,712	-	0%
1000 Pioneer Drive S SE	1984	C	1	8,800	-	0%
2840 Plant Atkinson Rd SE		C	2	30,000	-	0%
1236 Powers Ferry Rd	1987	C	2	7,500	5,000	67%
1640 Powers Ferry Rd	1983	C	2	19,134	-	0%
2024 Powers Ferry Rd NW	1975	C	2	18,400	4,963	27%
2026 Powers Ferry Rd NW	1976	C	2	12,621	12,621	100%
2028 Powers Ferry Rd NW	1976	C	2	15,050	4,978	33%
1238 Powers Ferry Rd SE	1985	C	1	11,300	-	0%
1240 Powers Ferry Rd SE	1985	C	1	9,000	-	0%
1250 Powers Ferry Rd SE	1981	C	1	7,350	7,350	100%
1360 Powers Ferry Rd SE	1974	C	1	10,378	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
1360 Powers Ferry Rd SE	1974	C	1	10,378	2,731	26%
1360 Powers Ferry Rd SE	1974	C	1	10,378	1,495	14%
1360 Powers Ferry Rd SE	1974	C	1	10,378	1,530	15%
1545 Powers Ferry Rd SE	1981	C	2	15,858	-	0%
1640 Powers Ferry Rd SE	1983	C	2	5,760	-	0%
1640 Powers Ferry Rd SE	1982	C	3	5,760	-	0%
1640 Powers Ferry Rd SE	1983	C	3	5,760	-	0%
1640 Powers Ferry Rd SE	1983	C	3	5,760	3,840	67%
1640 Powers Ferry Rd SE	1982	C	3	5,760	-	0%
1640 Powers Ferry Rd SE	1983	C	3	5,760	1,920	33%
1640 Powers Ferry Rd SE	1984	C	3	10,816	-	0%
1640 Powers Ferry Rd SE	1983	C	3	5,760	-	0%
1640 Powers Ferry Rd SE	1984	C	3	5,760	-	0%
1640 Powers Ferry Rd SE	1981	C	3	12,182	1,855	15%
1640 Powers Ferry Rd SE	1984	C	3	5,760	-	0%
1708 Powers Ferry Rd SE		C	2	6,000	-	0%
1827 Powers Ferry Rd SE	1982	C	3	5,760	-	0%
1827 Powers Ferry Rd SE	1983	C	3	5,760	-	0%
1827 Powers Ferry Rd SE	1982	C	3	5,760	-	0%
1827 Powers Ferry Rd SE	1982	C	3	5,760	-	0%
1827 Powers Ferry Rd SE	1981	C	3	5,760	-	0%
1827 Powers Ferry Rd SE	1982	C	3	5,760	5,760	100%
1827 Powers Ferry Rd SE	1981	C	3	5,760	3,840	67%
1827 Powers Ferry Rd SE	1981	C	3	5,760	-	0%
1827 Powers Ferry Rd SE	1981	C	3	5,760	-	0%
1827 Powers Ferry Rd SE	1981	C	3	5,760	1,920	33%
1827 Powers Ferry Rd SE	1982	C	3	5,760	5,760	100%
2852 Providence Pl	1992	C	2	6,000	-	0%
1611 Sands Pl SE	1984	C	1	8,260	-	0%
1728 Sands Pl SE	1986	C	1	6,800	-	0%
64 Shawnee Trl SE	1983	C	2	5,800	-	0%
1717 Spring Rd		C	1	5,000	-	0%
2810 Spring Rd NW	1974	C	1	21,689	-	0%
2812 Spring Rd NW	1974	C	2	32,156	13,069	41%
2814 Spring Rd NW	1974	C	3	73,134	37,835	52%
1418 Spring St SE		C	2	10,000	10,000	100%
1341 Terrell Mill Rd SE	1981	C	1	6,500	-	0%
1343 Terrell Mill Rd SE	1981	C	2	11,500	1,500	13%
1345 Terrell Mill Rd SE	1981	C	2	10,000	10,000	100%
1355 Terrell Mill Rd SE	1983	C	2	5,500	-	0%
1355 Terrell Mill Rd SE	1983	C	2	5,500	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
1355 Terrell Mill Rd SE	1983	C	2	5,500	-	0%
1355 Terrell Mill Rd SE	1986	C	2	5,500	5,500	100%
1355 Terrell Mill Rd SE		C	2	5,500	-	0%
1355 Terrell Mill Rd SE	1983	C	2	5,500	-	0%
1355 Terrell Mill Rd SE	1984	C	2	5,500	1,375	25%
1355 Terrell Mill Rd SE	1983	C	2	5,500	-	0%
1355 Terrell Mill Rd SE	1983	C	2	5,500	2,887	52%
1355 Terrell Mill Rd SE	1983	C	2	5,500	-	0%
1355 Terrell Mill Rd SE	1983	C	2	5,500	2,750	50%
1355 Terrell Mill Rd SE	1983	C	2	5,500	-	0%
1355 Terrell Mill Rd SE	1984	C	2	5,500	-	0%
1600 Terrell Mill Rd SE	1981	C	1	250,788	38,056	15%
1900 The Exchange SE	1976	C	2	17,462	3,525	20%
1900 The Exchange SE	1974	C	1	6,000	-	0%
1900 The Exchange SE	1974	C	2	15,612	5,853	37%
1900 The Exchange SE	1976	C	2	18,101	5,642	31%
1900 The Exchange SE	1974	C	1	5,000	-	0%
1900 The Exchange SE	1974	C	1	14,665	1,855	13%
261-268 Village Pky		C	1	8,965	-	0%
281-287 Village Pky		C	1	9,128	-	0%
131 Village Pky NE	1986	C	2	6,000	-	0%
141 Village Pky NE	1986	C	3	6,000	6,000	100%
151 Village Pky NE		C	3	6,000	-	0%
171 Village Pky NE	1986	C	2	6,000	-	0%
501 Village Ter NE	1982	C	3	6,000	1,000	17%
610 Village Ter NE	1984	C	3	6,000	-	0%
620 Village Ter NE		C	3	6,000	-	0%
630 Village Ter NE		C	3	5,000	-	0%
670 Village Ter NE	1983	C	3	6,027	-	0%
680 Village Ter NE	1985	C	2	6,000	-	0%
690 Village Ter NE	1985	C	3	6,000	-	0%
521 Village Trace NE	1985	C	3	6,000	-	0%
1800-1830 Water Pl	1979	C	2	100,292	-	0%
1250 Winchester Pky SE	1972	C	2	12,500	-	0%
1260 Winchester Pky SE	1972	C	2	14,759	-	0%
1270 Winchester Pky SE	1972	C	2	14,178	-	0%
1280 Winchester Pky SE	1972	C	2	12,063	-	0%
445 Windy Hill Rd	1998	C	2	14,000	-	0%
945 Windy Hill Rd	1965	C	2	10,000	10,000	100%
969 Windy Hill Rd SE	1971	C	1	8,000	-	0%
2520 Windy Hill Rd SE		C	3	5,000	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
4790 Wright Dr SE	1973	C	1	9,600	-	0%
1847 Airport Industrial Park Dr	1930	C	2	3,175	-	0%
3016 Atlanta Rd		C	1	2,500	-	0%
3964 Atlanta Rd	1989	C	2	4,698	-	0%
2670 Atlanta Rd SE	1961	C	1	1,600	-	0%
2968 Atlanta Rd SE	1905	C	2	4,000	-	0%
3310 Atlanta Rd SE		C	1	2,000	-	0%
367 Atlanta St SE	1900	C	2	3,000	-	0%
463 Atlanta St SE	1920	C	1	1,600	-	0%
2590 N Atlanta Rd	1940	C	1	1,404	-	0%
4980 S Atlanta Rd		C	2	4,000	-	0%
1475 Atlanta Industrial Way	1997	C	1	4,300	-	0%
1491 Austell Rd		C	1	726	-	0%
262 Bankhead Hwy		C	1	766	-	0%
411 Barber Rd	1935	C	1	2,356	-	0%
871 Cherokee Trl		C	1	1,395	-	0%
1314 Church St	1945	C	1	4,620	-	0%
302 Clay Dr SE	1986	C	1	1,400	-	0%
2291 Cobb Dr		C	1	703	-	0%
2655 Cobb Dr SE		C	2	4,800	4,800	100%
2834 Cobb Ln		C	1	1,984	-	0%
2615 S Cobb Dr		C	1	3,300	-	0%
3320 S Cobb Dr	1990	C	1	4,000	1,300	33%
1456 S Cobb Dr SE	1960	C	2	4,700	-	0%
2025 S Cobb Dr SE	1975	C	1	2,995	-	0%
2201 S Cobb Dr SE		C	1	3,100	-	0%
2635 S Cobb Dr SE	1983	C	1	3,600	-	0%
3773 S Cobb Dr SE		C	1	4,950	-	0%
3800 S Cobb Dr SE	1984	C	2	3,834	-	0%
515 Concord Rd		C	1	1,300	-	0%
612 Concord Rd		C	1	2,405	-	0%
756 Concord Rd	1972	C	1	2,400	2,400	100%
999 Concord Rd		C	1	1,289	-	0%
1050 Concord Rd		C	1	1,041	-	0%
1099 Concord Rd		C	1	792	-	0%
1115 Concord Rd		C	1	1,076	-	0%
1230 Concord Rd		C	1	1,335	-	0%
1262 Concord Rd		C	2	3,641	-	0%
1264 Concord Rd		C	2	3,412	-	0%
1198 Concord Rd SE	1971	C	2	2,942	-	0%
2255 Cooper Lake Dr	1939	C	2	2,395	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
3551 N Cooper Lake Rd		C	2	4,000	-	0%
187 Cranfill Rd		C	1	1,100	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	-	0%
2255 Cumberland Pky SE	1982	C	2	3,780	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	-	0%
2255 Cumberland Pky SE	1982	C	2	3,836	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	821	22%
2255 Cumberland Pky SE	1982	C	2	3,804	350	9%
2255 Cumberland Pky SE	1982	C	2	4,000	-	0%
2255 Cumberland Pky SE	1982	C	2	3,836	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	-	0%
2255 Cumberland Pky SE	1982	C	2	3,804	-	0%
1651 Donna Lynn Dr	1954	C	1	1,450	-	0%
3146 Downwood Cir	1950	C	2	1,800	-	0%
605 Floyd Dr		C	1	1,487	-	0%
595 Franklin Rd SE	1985	C	1	4,529	-	0%
2424 Herodian Way	1981	C	1	4,692	-	0%
1226 Hill St		C	1	3,205	-	0%
3303 Howell Mill Rd NW	1974	C	2	4,134	-	0%
1260 Hunter St		C	2	3,500	-	0%
1258 Hunter St SE	1987	C	2	4,000	-	0%
1260 SE Hunter St	1987	C	2	4,000	-	0%
501 Johnson Ferry Rd	2000	C	2	4,350	1,087	25%
501 Johnson Ferry Rd	2000	C	2	4,350	-	0%
501 Johnson Ferry Rd	2000	C	2	4,350	-	0%
533 Johnson Ferry Rd	1999	C	2	4,350	2,175	50%
533 Johnson Ferry Rd	1999	C	2	4,350	-	0%
587 Johnson Ferry Rd		C	1	1,380	-	0%
1885 Leland Dr SE	1980	C	1	4,000	-	0%
1956 Lower Roswell Rd	1986	C	1	3,358	3,358	100%
5130 Maner Rd SE	1982	C	1	3,500	1,150	33%
466 Manget St	2001	C	1	2,625	-	0%
5 Mountain St SE	1930	C	1	2,025	-	0%
5640 Nickajack Park Dr	1972	C	1	3,500	-	0%
3485 Northside Pky NW		C	2	4,000	-	0%
4200 Northside Pky NW	1985	C	2	4,520	-	0%
4200 Northside Pky NW	1985	C	2	4,520	-	0%
2284 Old Concord Rd		C	1	3,500	-	0%



Office Properties (2,000 + SF)						
Cumberland Galleria Market						
Property / Address	Year Built	Class	Floors	Rentable Area (SF)	Available Area (SF)	Vacancy Rate
2129 Old Concord Rd SE	1971	C	1	2,500	-	0%
2900 Paces Ferry Rd SE	1982	C	2	4,200	-	0%
2900 Paces Ferry Rd SE	1982	C	2	4,200	-	0%
2900 Paces Ferry Rd SE		C	2	4,200	-	0%
2900 Paces Ferry Rd SE	1982	C	2	4,200	-	0%
1760 Powers Ferry Rd SE		C	1	1,380	-	0%
1827 Powers Ferry Rd SE	1981	C	2	3,840	-	0%
1827 Powers Ferry Rd SE		C	2	3,840	840	22%
1827 Powers Ferry Rd SE	1981	C	2	3,840	-	0%
1827 Powers Ferry Rd SE	1987	C	2	3,840	-	0%
1827 Powers Ferry Rd SE	1981	C	2	3,840	-	0%
1827 Powers Ferry Rd SE		C	2	3,840	1,000	26%
1827 Powers Ferry Rd SE	1982	C	2	3,840	-	0%
1827 Powers Ferry Rd SE	1982	C	2	3,840	-	0%
1827 Powers Ferry Rd SE	1982	C	2	3,840	1,920	50%
1827 Powers Ferry Rd SE	1982	C	2	3,840	2,362	62%
6590 NW Powers Ferry Rd	1974	C	1	3,400	-	0%
1720 Roswell Rd		C	1	1,500	-	0%
1611 Roswell St		C	2	2,000	-	0%
1810 Roswell St	1956	C	1	3,000	-	0%
1715 Roswell St SE		C	1	1,340	1,340	100%
2431 Sandtown Rd	1957	C	1	1,300	-	0%
2313 Spring Rd		C	1	1,200	-	0%
1717 Spring St SE		C	1	4,800	-	0%
1355 Terrell Mill Rd		C	1	2,880	-	0%
1310 Terrell Mill Rd SE	1982	C	1	4,000	-	0%
1320 Terrell Mill Rd SE	1980	C	1	4,000	-	0%
1330 Terrell Mill Rd SE	1982	C	1	4,000	-	0%
1471 Terrell Mill Rd SE	1985	C	2	3,800	-	0%
2359 Ventura Pl		C	1	1,000	-	0%
2433 Ventura Pl		C	1	1,100	1,100	100%
2491 Ventura Pl SE	1950	C	1	1,100	-	0%
410 Veterans Memorial Hwy		C	1	1,982	-	0%
513 Veterans Memorial Hwy	1950	C	2	2,200	-	0%
101 Village Pky NE	1986	C	2	4,018	-	0%
161 Village Pky NE	1983	C	2	4,000	-	0%
171 Village Pky NE	1983	C	1	4,018	-	0%
541 Village Ter NE		C	2	4,000	-	0%
581 Village Ter NE	1984	C	2	4,000	-	0%
640 Village Ter NE		C	2	4,000	-	0%
690 Village Ter NE	1985	C	2	4,223	-	0%



<b>Office Properties (2,000 + SF)</b>						
<b>Cumberland Galleria Market</b>						
<b>Property / Address</b>	<b>Year Built</b>	<b>Class</b>	<b>Floors</b>	<b>Rentable Area (SF)</b>	<b>Available Area (SF)</b>	<b>Vacancy Rate</b>
660 Village Trace	1985	C	2	4,018	1,945	48%
561 Village Trace NE	1984	C	2	4,000	-	0%
560 Village Trace Pky	1985	C	2	4,000	-	0%
650 Village Trace Pky	1986	C	2	4,000	2,000	50%
1883 Waldrep Cir		C	1	1,189	-	0%
659 Windy Hill Rd		C	1	1,418	-	0%
706 Windy Hill Rd	1987	C	1	2,459	-	0%
726 Windy Hill Rd	1968	C	1	1,200	-	0%
735 Windy Hill Rd	1961	C	1	1,600	-	0%
260 Windy Hill Rd SE		C	1	1,500	-	0%
260 Windy Hill Rd SE		C	1	2,425	-	0%
581 Windy Hill Rd SE	1972	C	1	500	500	100%
705 Windy Hill Rd SE		C	1	1,700	-	0%
765 Windy Hill Rd SE		C	2	3,500	-	0%
2365 Windy Hill Rd SE		C	1	3,800	-	0%

### A.6 Recovery Zone Eligible Areas

