



NW I-75/I-575 HOV/BRT

Station Area Development Planning Public Involvement Meetings Phase 2 – Meeting 6

**Thursday, October 26th, 2006
The Center for Family Resources
6:30 P.M.**



Welcome and Introduction



Station Area Development Planning

Envisioning the Future

The Stations are **key** to the success of the BRT system

- **Objective**
 - To carefully fit the BRT stations into the context of the area in which they will reside; assuring successful operations while supporting the aspirations and needs of the community
- **Issues being addressed**
 - Community planning
 - Economic development
 - Historic and environmental compatibility
 - Accessibility and circulation
 - Engineering and architectural aesthetics
- **SADP is a cooperative effort between GRTA, the City of Marietta, and Cobb County, providing technical assistance and visioning**
- ***The City of Marietta and Cobb County have final responsibility for land use planning and decision-making***



Strong Local Government Coordination and Community Involvement

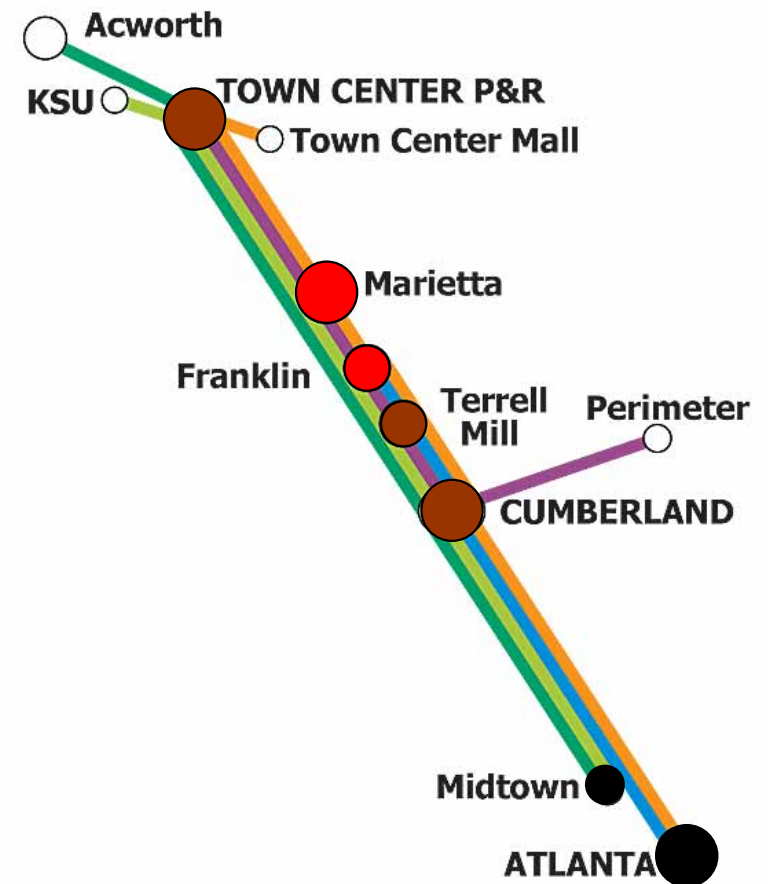
- **SADP Coordination Team established to assure that station area planning integrates with current and future city and county plans**
 - **Membership includes:**
 - **City of Marietta** - City Manager's Office, Department of Development Services - Planning & Zoning and Economic Development Offices, Public Works Department and Redevelopment Corporation
 - **Cobb County** - Community Development Department - Planning Division, Economic Development Department, Department of Transportation and Cobb Community Transit
 - **Cumberland & Town Center Community Improvement Districts**
 - **GRTA, GDOT & ARC**
 - **Fourteen meetings to date**
- **Community Interaction early and often**
 - **Five Public Information Open House Events**
 - **Approximately 20 Station Area Planning Public Meetings**
 - **Periodic briefings with officials and affected parties**
 - **Mailing List of 1,600 Citizens**
 - **Five Project newsletters**
 - **Comprehensive Website - www.nwhovbrt.com**
- ***Georgia Planning Association recognized the NW I-75 SADP with its 2006 Award for Innovative and Effective Planning Process***



Where Have We Been – 8 BRT Station Areas Studied

- **Town Center Station**
- *Bells Ferry Station*
- *Allgood Station*
- **Marietta Station**
- **Franklin Station**
- **Terrell Mill Station**
- **Cumberland Station**
- *MARTA Arts Center Station*

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SADP Accomplishments

- Station locations determined
- Station designs conceptualized
- Future station area development desires envisioned
- Market analysis performed
- Land use and development plans conceptualized
- Plans modified and refined throughout process in response to public review
- Final report in process of completion



Tonight's Meeting Objectives

- To conclude phase 2 of the station area development planning process
- To review the status of the overall NW I-75 HOV/BRT/TOL project
- To review the draft station area land use & development plans in the presentation and in one-on-one conversations to obtain public comment
- To preview where we go from here
- To continue discussion and respond to your questions



Regional Express Passenger Service



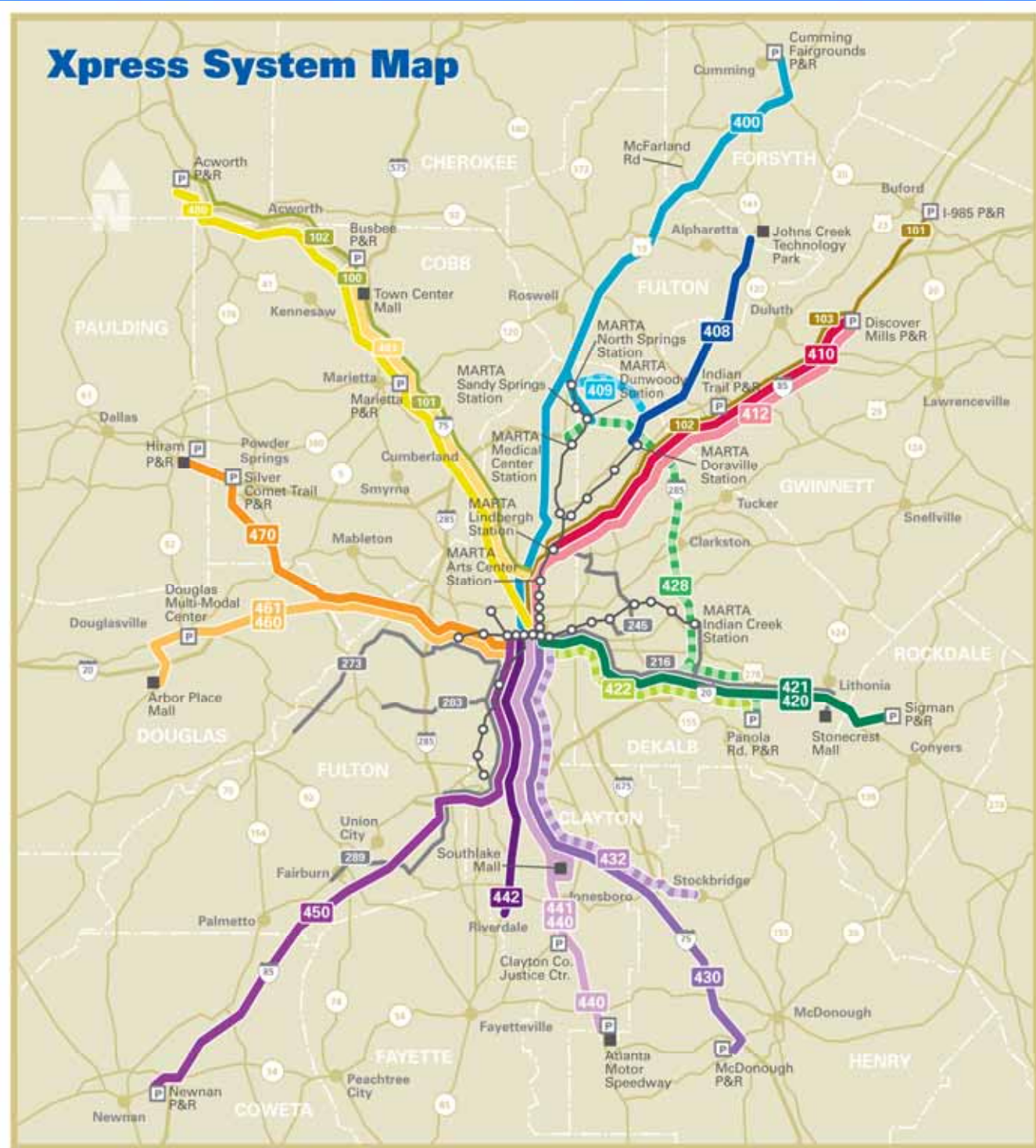
2006 Customer Satisfaction Survey

Metro Atlanta Express Commuter Services





- 2,660 riders completed the survey on most express routes operated by CCT -- 6 GCT -- 5 GRTA -- 10.
- Typically 95% of the riders on each trip completed the survey.





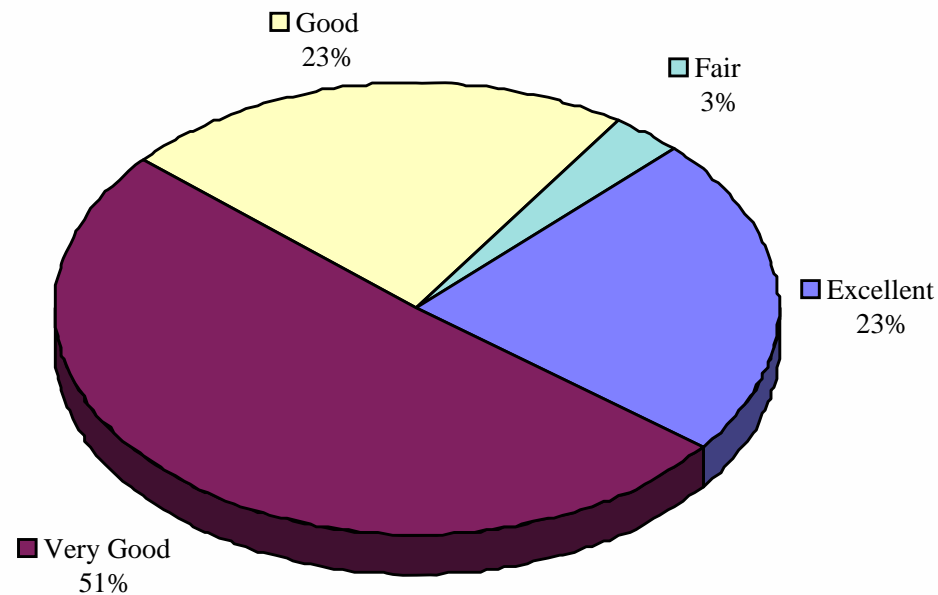
Overall Findings for All Express Services

- ✓ GRTA, Gwinnett and Cobb express bus services are very highly rated by the riders. 81% rate express service either as “Excellent” or “Very Good,” and 98% of all riders rate the service positively.
- ✓ Reason for riding – most say because the bus is less expensive (41%) followed by reduced stress (28%). These two reasons were about even in 2005.
- ✓ Relieving Congestion – three quarters of the riders said they would return to driving their cars if they were not commuting by express service. Only 9% would carpool.
- ✓ Six out of every 10 riders pay for express without any employer subsidy.
- ✓ One in five have household incomes over \$100,000.



Major Findings

74% of *express* riders rated the CCT service as “Very Good” or “Excellent.”



The *CCT Express* Passenger



The typical *CCT* express rider is 35 to 54 years old (57%), female (53%), has an annual family income between \$50,000-\$100,000 (38%), has two cars in their household (48%) and would drive to work without express (78%).





2006 Report Card

Service Characteristics for All Routes

(Mean scores on a scale of 1 to 5,
with Poor = 1 and Excellent = 5)

Characteristic	2006	
Bus on Time	3.45	
Driver Courtesy	4.16	
Coach Cleanliness	3.96	
Comfort	3.78	
Cost	3.80	
Ride Quality	3.76	



Questions?

Wanda Van Zandt
Public Relations Specialist

Regional Customer Service Center
404-463-4782

www.XpressGa.com



Draft Environmental impact Statement Schedule



Alternatives to be Included in DEIS

- No-Build Alternative
- HOV/TOL Lane Alternative
- HOV/TOL Transit TSM Alternative (FTA Baseline)
- HOV/TOL/BRT Alternative (Dependent on FTA Funding)
- HOV/TOL Reduced BRT Alternative
- Options to all Build Alternatives
 - High Occupancy Toll (HOT) Lanes
 - Truck-Only Toll (TOT) Lanes



DEIS Preparation Status

DEIS Chapters (Seven total)

- Chapter 1 Purpose and Need
 - Completed.
- Chapter 2 Alternatives Considered
 - Draft Completed. Under Review at GDOT/GRTA
- Chapter 3 Affected Environment
 - Completed. Under Review at FHWA
- Chapter 4 Transportation Impacts
 - In Progress to be completed 11/03/06
- Chapter 5 Environmental Consequences
 - In Progress to be completed 11/03/06
- Chapter 6 Consultation and Coordination
 - Completed. Under Review at FHWA
- Chapter 7 Evaluation of Alternatives
 - In Progress to be completed 11/10/06



DEIS Schedule

- Assembly of the DEIS Administrative Draft for FHWA and FTA Approval
 - December 15, 2006
- Circulation of DEIS for Public Comment
 - February 2007
- Public Hearing
 - March 2007
- Preparation of Final EIS
 - October 2007
- Record of Decision
 - December 2007



BRT Funding Outlook

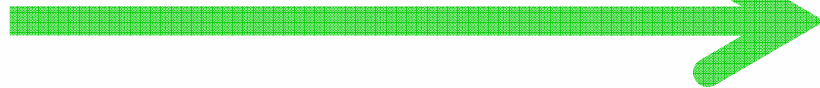


Draft Station Area Land Use Plans



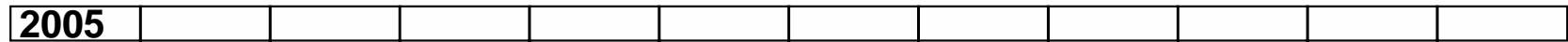
Where We're Going

**Land Use Concepts
Alternative Stations**

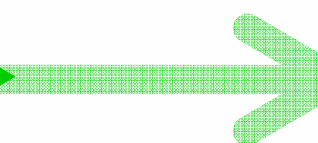
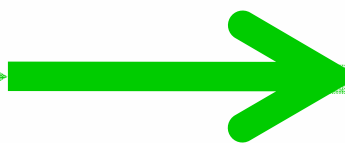
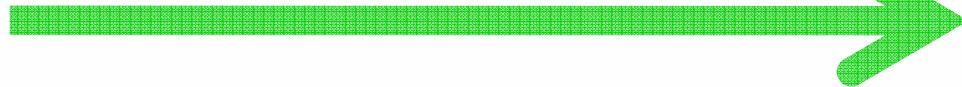


Stations Dropped

Stations Located



Land Use Plans Around Stations



DEIS



Finalize Land Use Plans

Complete DEIS Review



Review Land Use Terms

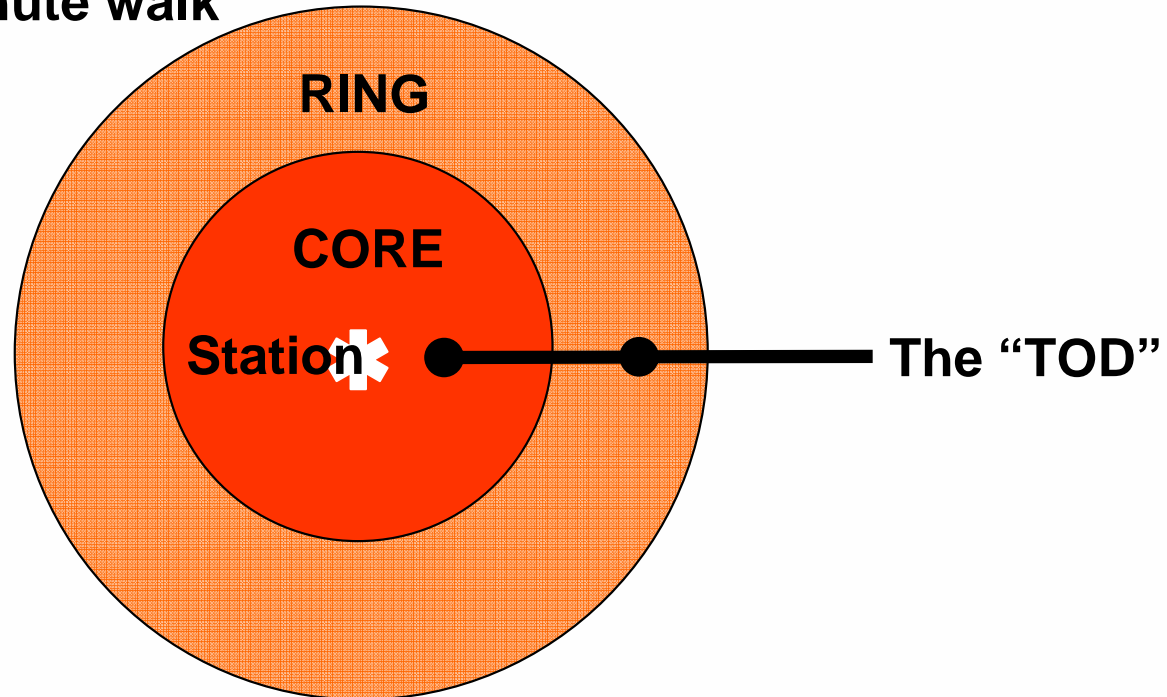
- **“Transit Friendly” Land Uses**
 - Dwelling Units
 - Employment/Offices
 - Services (retail)
 - Institutions/Universities
 - Pedestrian Orientation
- **Transit Oriented Development (TOD)**
 - Frequent implementation tool
 - Tied to zoning regulations (overlay)
 - Promote transit friendly uses



Planning Concepts

Theoretical TOD Station Impact Area

- $\frac{1}{4}$ Mile Core at Station (1320'±)
5 minute walk
- $\frac{1}{2}$ Mile Secondary Ring (2640'±)
10 minute walk





Types of TODs

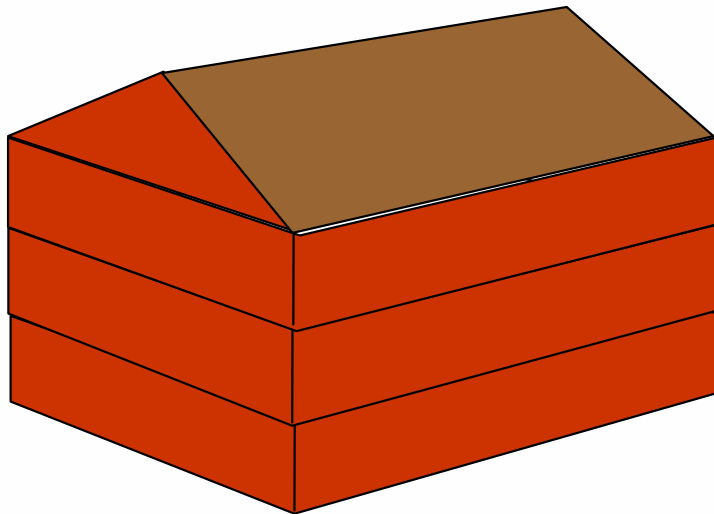
- **Highly Urban** – Midtown (Arts Center)
Lindberg
- **Edge City/RAC** – Cumberland
- **RAC/Transit Village** – Town Center
- **Community Transit Village/Commercial**
Marietta
- **Neighborhood Transit**
Village/Residential – Franklin, Terrell Mill



Planning Concept

Intensity of Development:

Residential, Three Story Building up to
1,245 Sq. Ft./DU Flats, Lofts, Town-homes and similar structures



Height, 35' to 40'
Height dependant on roof design

Typical Intensity of Multi-family
Residential Uses for:

Terrell Mill, Franklin, Marietta & Town Center



BRT Station Areas – Key Market/Land Use Findings

- **Five unique areas in Cobb County – transit produces greatly enhanced accessibility at stations**
- **Accessibility improvements and market conditions indicate potentially greater intensity of development in station areas consistent with TOD objectives**
- **Potential Development at Five Cobb Stations:**
 - 5300 Residential Units
 - 1.8M Sq. Ft. Office
 - 0.5M Sq. Ft. Retail
 - 700 Hotel Rooms
- **Implementation of greater intensity can be confined to prescribed areas**



Cumberland Station



Cumberland Comprehensive Plan

OVERLAY ZONE





Cumberland Action Items

- **Refine FEIS Station Plan**
- **Prepare an update of the Blueprint Cumberland Plan**
- **Consider:**
 - **Adopting station area plan; drafting, adopting and implementing TOD zoning controls**
 - **Encouraging preparation of coordinated development plan for Tracts 1, 2 and 3 and Tract 7**
 - **Providing assistance in creation of the “Madison” mixed-use project to spur development momentum on the east side of I-75**
 - **Supporting transportation and streetscape projects including the Cumberland area circulator bus**
 - **Updating the Livable Centers Initiative plan; apply for funding for pedestrian and streetscape projects in station area**

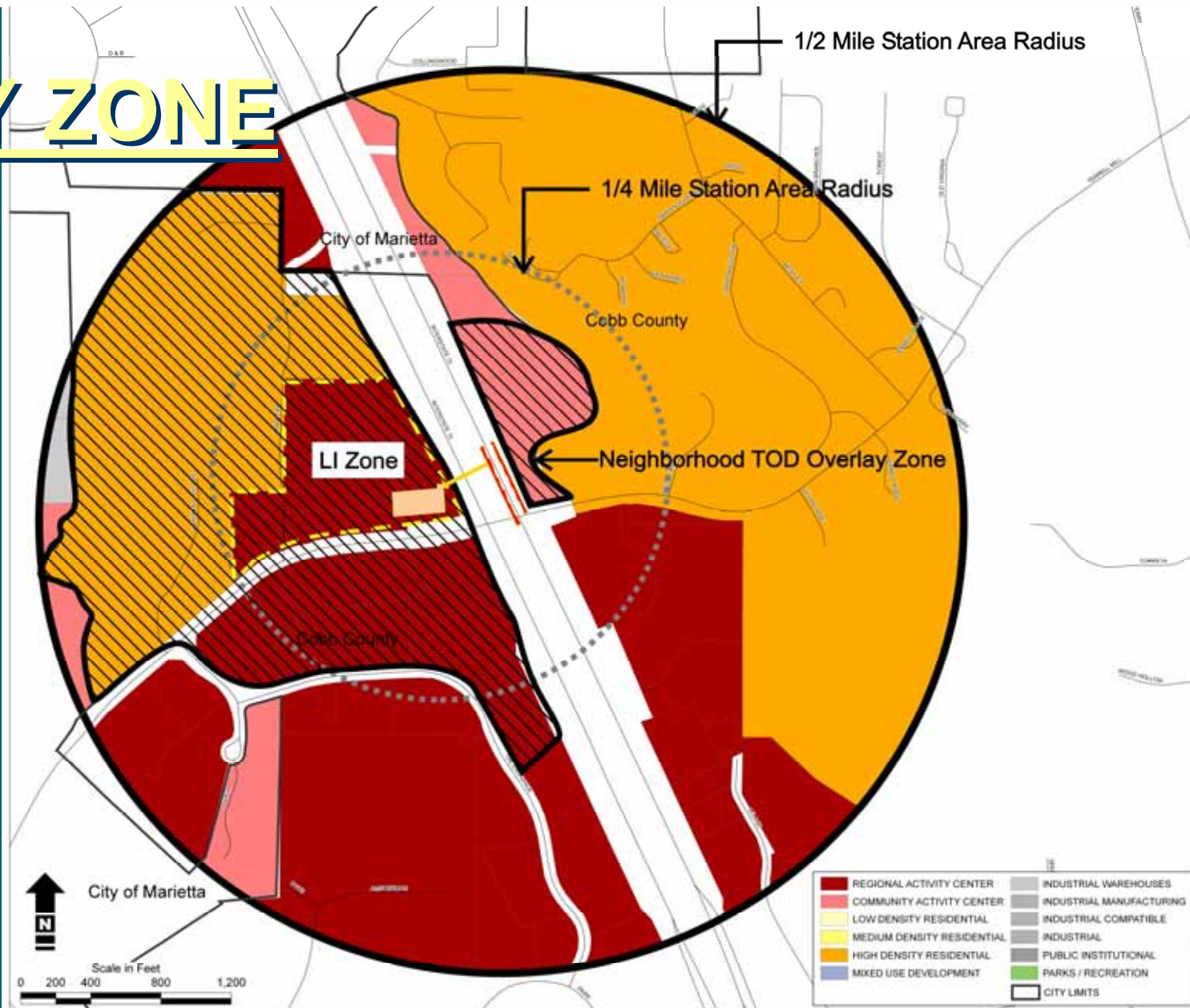


Terrell Mill Station



Terrell Mill Comprehensive Plan

OVERLAY ZONE





Terrell Mill, Board #2

EXAMPLE DEVELOPMENT PLAN

FEIS Ideas:

- Parking lot
- Space for future garage





Terrell Mill Action Items

- **Refine FEIS Station Plan**
- **Prepare redevelopment strategic plan**
- **Consider:**
 - **Adopting station area plan; drafting, adopting and implementing TOD zoning controls**
 - **Applying for Livable Centers Initiative plan approval for support of pedestrian and streetscape improvements to station area**
 - **Adopting TAD provisions to support TOD plan implementation**
 - **Joining a combined marketing program with key property owner(s) to support property rebuilding**



Franklin Station



Franklin, Board #1

LAND USE PLAN

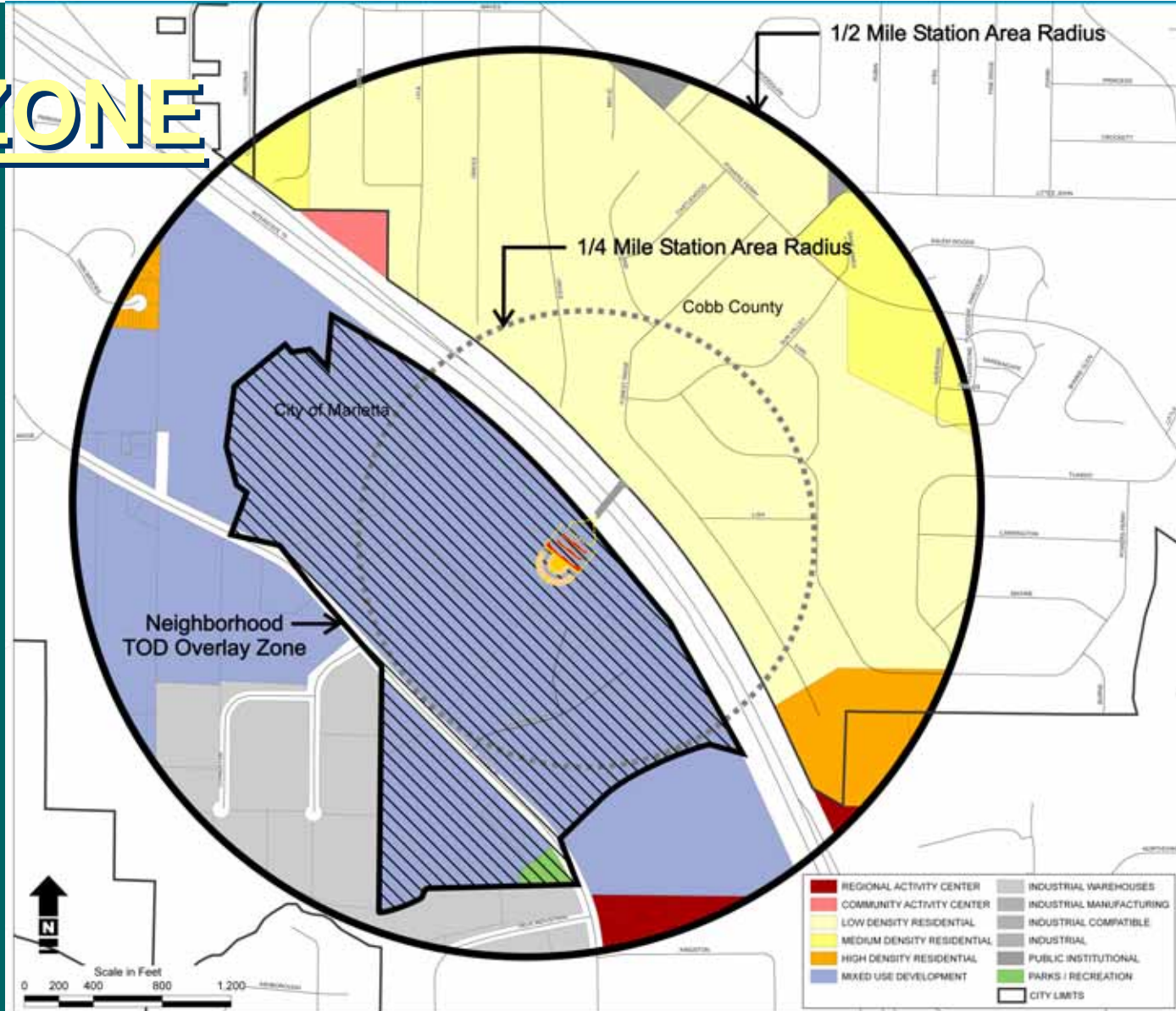
- FAR 0.50
- Sq. Ft./DU 2180-3630
- Residential
- Office
- Retail





Franklin Comprehensive Plan

OVERLAY ZONE





Franklin Board #2

EXAMPLE DEVELOPMENT PLAN

FEIS Ideas:

- Adjust station location and design to fit revitalization plan
- Determine parking facility size and design





Franklin Action Items

- **Refine FEIS Station Plan to better fit into City's LCI revitalization plan**
- **City of Marietta and GRTA negotiate resolution of parking facility size and financing**
- **Prepare redevelopment strategic plan**
- **Consider:**
 - **Adopting station area plan; drafting, adopting and implementing TOD zoning controls**
 - **Applying for funding from Livable Centers Initiative program for key pedestrian and streetscape projects in LCI area**
 - **Using unique powers of the Marietta Redevelopment Corporation in plan implementation**
 - **Using TAD funds to support TOD plan implementation at densities that balance land costs with local planning policies**

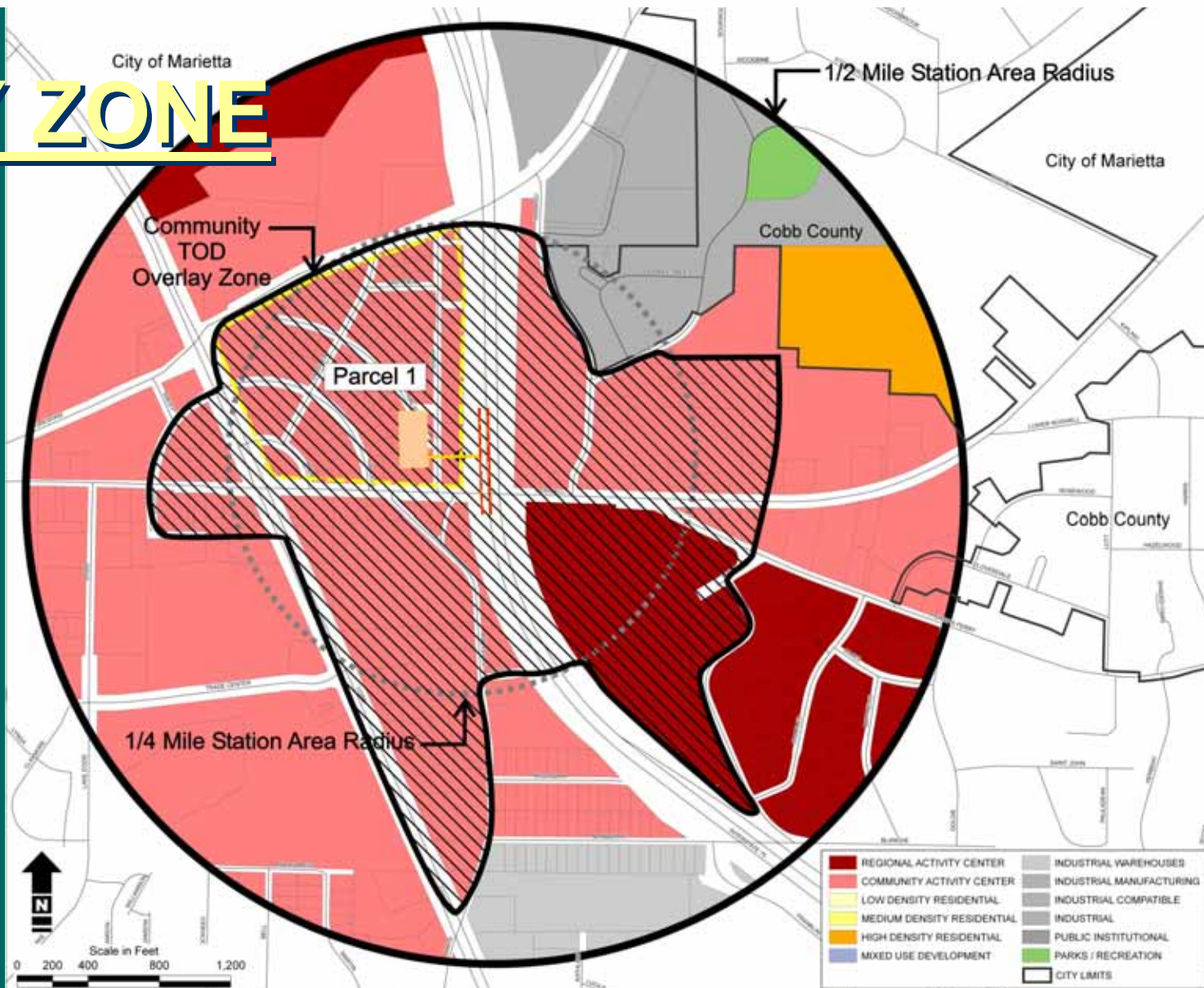


Marietta Station



Marietta Comprehensive Plan

OVERLAY ZONE





Marietta Board #2

EXAMPLE DEVELOPMENT PLAN

FEIS Ideas:

- Move park-and-ride garage adjacent to interstate
- Locate CCT transfer on Chert Road





Marietta Action Items

- **Refine FEIS Station Plan**
- **Prepare redevelopment strategic plan**
- **Consider:**
 - **Focusing first on redevelopment of Tract #1 and the immediate BRT station area**
 - **Adopting station area plan; drafting, adopting and implementing TOD zoning controls**
 - **Expanding Livable Centers Initiative (LCI) program to include station area; apply for funding for pedestrian and streetscape projects in revitalized area**
 - **Using unique powers of the Marietta Redevelopment Corporation in plan implementation**
 - **Utilizing a master developer for the station-area TOD**
 - **Adopting TAD to support TOD plan implementation at densities that balance land costs with local planning policies**



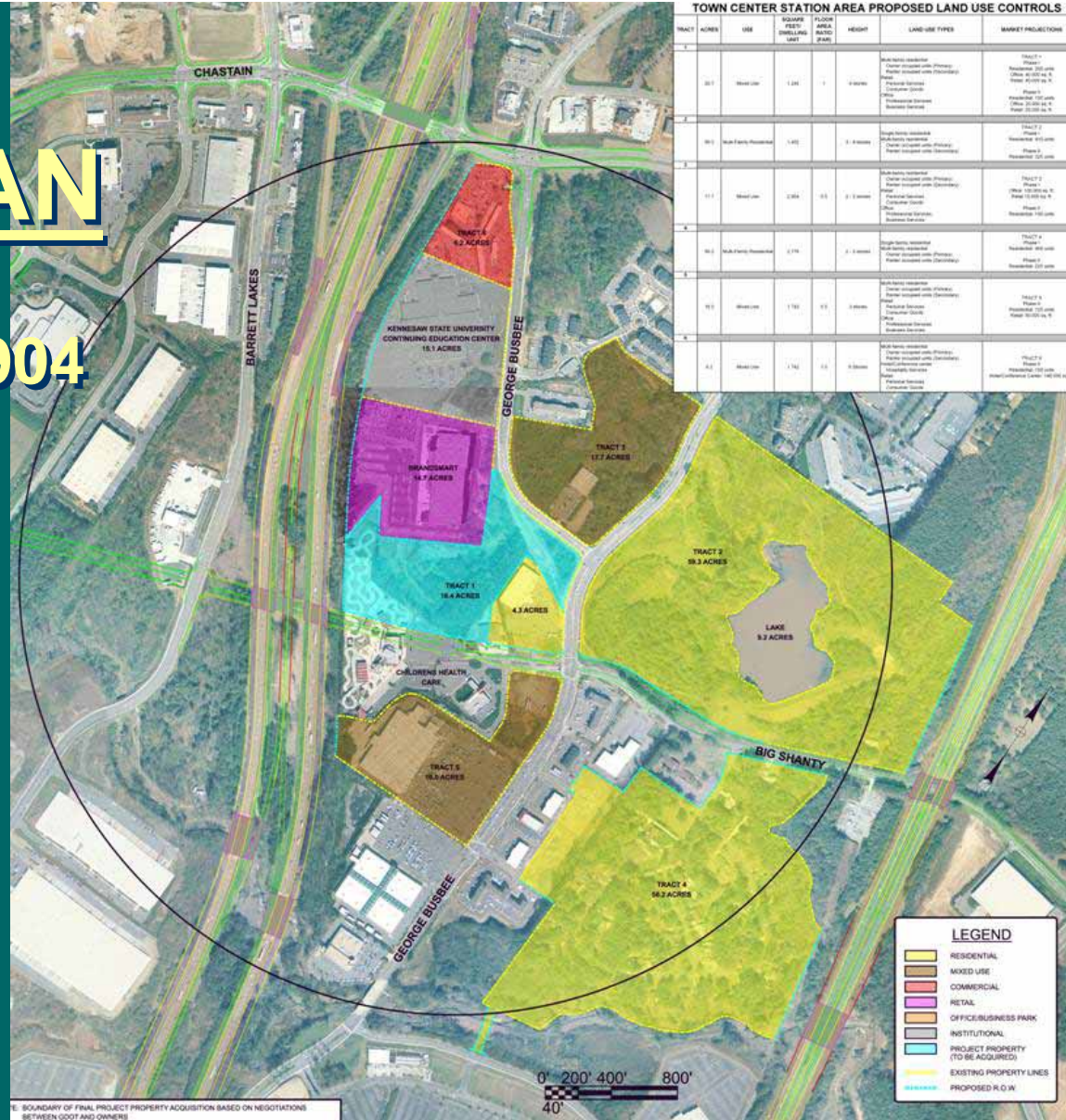
Town Center Station



Town Center, Board #1

LAND USE PLAN

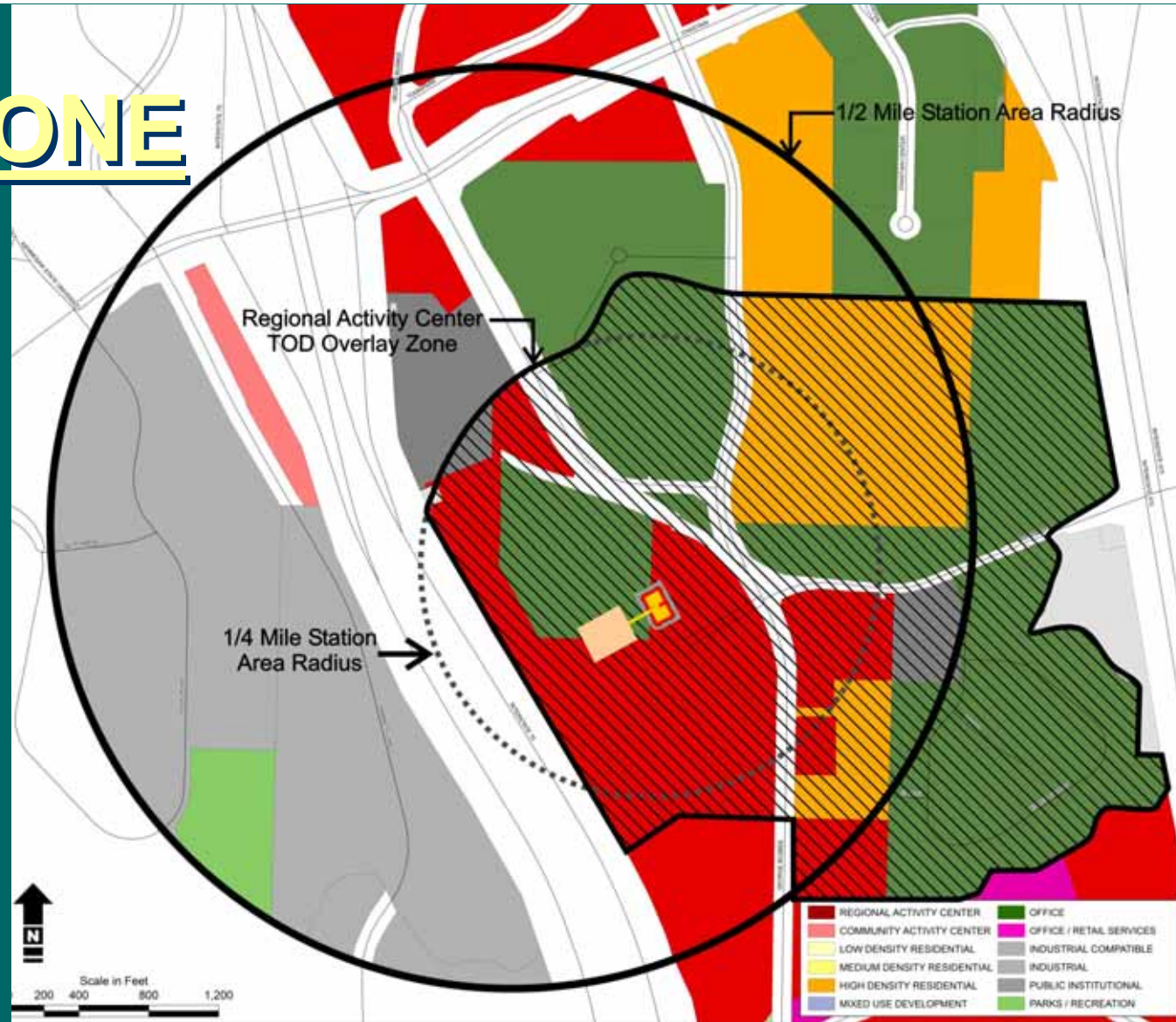
- FAR 0.50 to 1.0
- Sq. Ft./DU 1245 to 2904
- Residential
- Office
- Retail





Marietta Comprehensive Plan

OVERLAY ZONE





Town Center Action Items

- **Refine FEIS Station Plan**
- **Prepare redevelopment strategic plan**
- **Consider:**
 - Adopting station area plan
- **As a planning advocate for the station area, the Town Center CID should consider:**
 - Providing assistance potential joint public/private partnership in developing Tract #1
 - Becoming proactive in working with owners of key parcels, especially Tracts 2 and 3, in preparing plans and implementation actions
 - Updating the Livable Centers Initiative plan
 - Becoming an advocate in the re-zoning process for projects consistent with the goals of the SADP program



Wrap Up



Where Do We Go From Here?

- GRTA
 - Develop SADP Refinements when transitioning from DEIS to FEIS based upon comments received
 - Provide Continuing Technical Assistance to City of Marietta and Cobb County for Plan Refinements and Implementation
 - Conduct Midtown Atlanta/MARTA Arts Center Land Use Planning Coordination
 - Traffic Analysis
 - Market & Economic Analysis
 - SADP – Visioning, Meetings, Analysis, Conceptual Station Area Plans, and Implementation Plans
 - Update FTA New Starts Land Use Submission



Where Do We Go From Here? cont.

- Cobb County
- City of Marietta
- Cumberland CID
- Town Center CID



Next Public Input Opportunity

- **Draft Environmental Impact Statement (EIS) to be issued for public review in early 2007**
 - **Public Hearing anticipated in March 2007**
-
- **Possibility of additional SADP public meeting as Final EIS is developed in mid 2007**