



NW I-75/I-575 HOV/BRT

Station Area Development Planning Public Involvement Meetings Phase 2 – Meeting 4

**Thursday, June 8th, 2006
The Center for Family Resources
6:30 P.M.**



1. Station Area Planning

“Envisioning The Future”

- 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 to be Addressed
 - Community planning
 - Economic development
 - Historic and environmental compatibility
 - Accessibility and circulation
 - Engineering and architectural aesthetics
- This is Meeting 4 in Phase 2 in a continuing series of station area planning public involvement meetings



1. SADP Coordination Team

- **Cobb County**
 - Community Development Department - Planning Division
 - Economic Development Department
 - Department of Transportation
- **City of Marietta**
 - City Manager's Office
 - Department of Development Services - Planning & Zoning and Economic Development Offices
 - Public Works Department
 - Redevelopment Corporation
- **Cumberland Community Improvement District**
- **Town Center Community Improvement District**
- **Georgia Regional Transportation Authority**
- **Georgia Department of Transportation**
- **Atlanta Regional Commission**



1. Tonight's Meeting Objectives

- To continue phase 2 of the station area development planning process
- To review where we've been
- To introduce the economic analysis and additional planning recently undertaken for each station area
- To review draft station area long range land use and station facility plan options in breakout groups to obtain public comment
- To continue discussion, respond to your questions, and encourage your continuing participation



2. Status of the Project

- Mainline Concepts on I-75 and I-575 Complete
- Option layouts at Roswell Rd HOV Interchange Complete
- Options for HOV access at Allgood Rd Complete
- Right of Way Footprint Established
- Environmental Impact Analysis Underway



2. DEIS Status

- DEIS Chapters (eight total)
 - Chapter 1 Purpose and Need - Draft Completed and Reviewed.
 - Chapter 2 Alternatives Considered - In Progress Awaiting FTA Approval of Transit Alternatives
 - Chapter 3 Affected Environment - Draft Completed
 - Chapter 4 Transportation Impacts – In Progress
 - Chapter 5 Environmental Consequences – In Progress
 - Remaining Chapters to be initiated.
- Technical Analysis
 - Baseline Environmental Analysis Completed
 - Refinement and Final Definition of Alternatives
 - Environmental Impact Analysis 50% Complete
 - Transportation/Traffic Analysis 30% Complete
 - Financial Analysis 25% Complete



2. Alternatives Under Consideration

- 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 Build Alternatives
 - High Occupancy Toll (HOT) Lanes
 - Truck-Only Toll (TOT) Lanes



2. Schedule Outline

June thru August 2006	September 2006 thru February 2007	February thru November 2007
<ul style="list-style-type: none"> • Technical Analysis & Refinement of Alternatives <ul style="list-style-type: none"> – Environmental Impacts Jun 2006 – Costs Jul 2006 – Travel Demand and Transportation Impacts Aug 2006 – Financial Analysis Aug 2006 – Final Definition of Alternatives Aug 2006 	<ul style="list-style-type: none"> • Draft Environmental Impact Statement <ul style="list-style-type: none"> – Evaluation of Alternatives Sep 2006 – Submit Admin DEIS Oct 2006 – Circulation of DEIS for Comment Dec 2006 – Public Hearing Jan 2007 – Selection of Locally Preferred Alternative Feb 2007 	<ul style="list-style-type: none"> • Final Environmental Impact Statement <ul style="list-style-type: none"> – Respond to Comments on DEIS – Revise Analyses – Incorporate Mitigation – Circulate Document • Record of Decision <ul style="list-style-type: none"> – Mitigation Commitments – Federal Approval



2. Next Steps

- Continuation of Station Area Development Planning Process
- Complete the Technical Analysis of the Alternatives
- Prepare Construction Cost Estimates and Financial Analysis
- Complete Final Definition of Alternatives
- Complete the various Chapters of the DEIS and incorporate comments from all Agencies.
- Complete preparation of the Administrative Draft of the DEIS for review at FHWA and FTA



3. Update of Activities

- Conducted five station design charettes at locations near station sites
- Had good attendance and many one-on-one Q&A sessions
- May 16, met with Cobb County and Cumberland and Town center CIDs
- May 17 met with City of Marietta
- Tonight we will review the results of these activities



3. Charettes

- **“What we heard”** boards are on display at each of the station displays
- Summarized comments



3. May 16 Meeting, County & CIDs

- **Stations reviewed:**
 - **Cumberland;** extensive CID planning program is addressing most of the non-transit (non-BRT); documented development projects; discussed pedestrian circulation
 - **Terrell Mill;** discussed development projects; minor design options
 - **Town Center;** discussed development projects; minor design options; updating of Master Plan underway



3. May 17 Meeting, City of Marietta

- **Stations Reviewed:**
 - **Franklin**; discussed development projects; design options for station configuration and access **coordinated with City implementation of LCI Plan**
 - **Marietta**; discussed development projects; design options for garage and CCT at station; **coordinated with potential redevelopment strategy**; potential extension of Roswell Street LCI Plan to I-75



4. Potential Station Development

KEY NORTHWEST CORRIDOR MARKET TRENDS

- Cobb County's population will grow from 667,498 in 2006 to 823,254 in 2021, a growth of 23.3%.
- The Northwest Corridor's population will grow from 452,138 in 2006 to 523,634 in 2021, a growth of 15.8%.
- From 2006 to 2021, Cobb County will add 53,528 new households.
- From 2006 to 2021, the Northwest Corridor will add 26,685 new households, or 50% of County household growth.

- There is 79 million square feet of commercial space in Cobb County; 53 million square feet, or 67%, is in the Northwest Corridor:
 - 22 million square feet of office
 - 19 million square feet of industrial
 - 12 million square feet of retail
 - 53 million



4. Potential Station Development

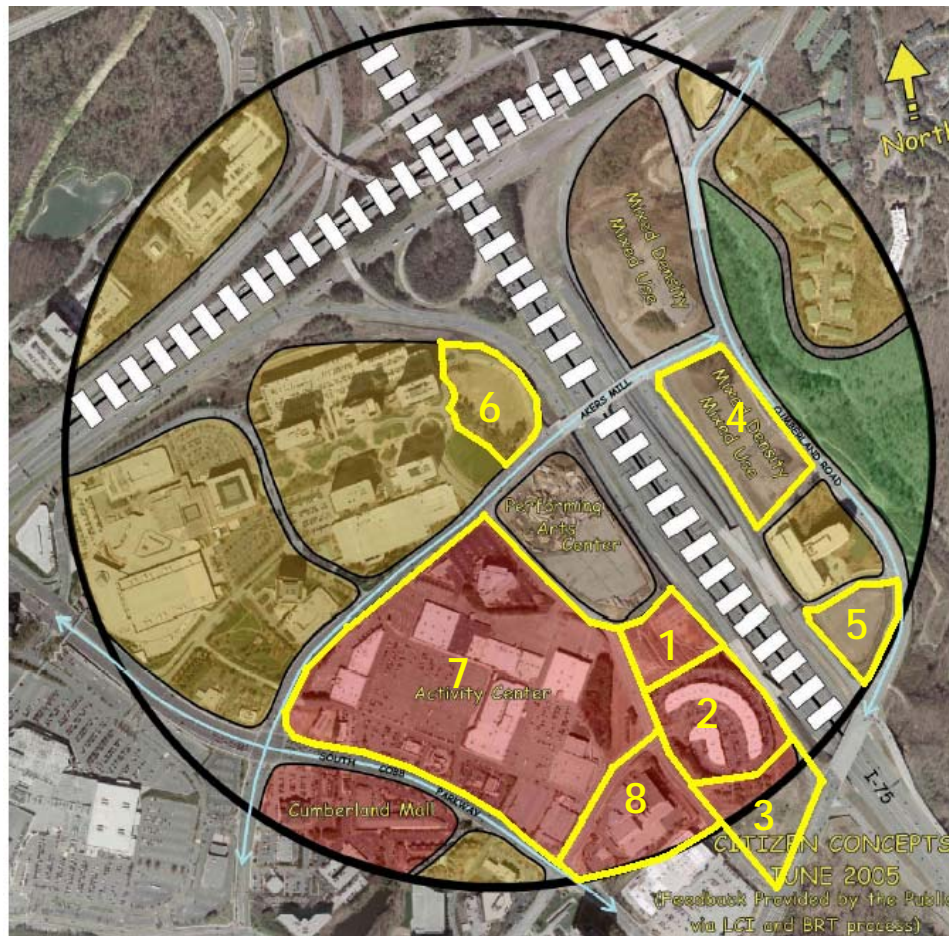
KEY NORTHWEST CORRIDOR MARKET TRENDS

- The Northwest Corridor is a dynamic residential market:
 - 2,500 new home sales in 2004 and 2005--52% of new home sales in Cobb County.
- The average single family sales price in the Corridor is \$358,929 versus \$319,557 county-wide.
- In the Northwest Corridor, townhomes and condos represent 50% of new home sales.
- Townhome and condos dominate starter home/affordable sales price category:
 - 62% of new townhomes and condominiums sell for \$200,000 or less
 - 5% of new single family homes sell for \$200,000 or less



4. Potential Station Development

CUMBERLAND STATION AREA PLANNING CONCEPT WITH PROJECTS





4. Potential Station Development

CUMBERLAND STATION AREA

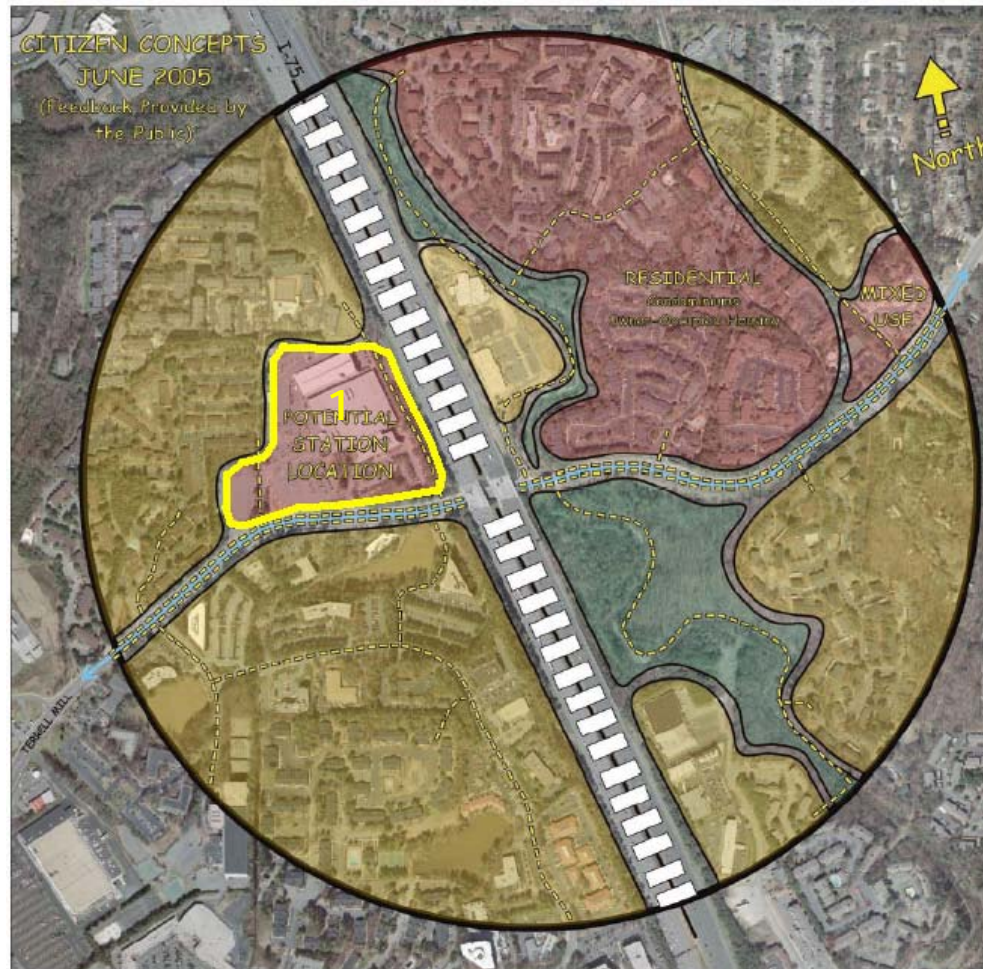
	Sales Price/Value	Parcel 1 (PAC)	Parcel 2 (Galleria 75)	Parcel 3 (Crescent R)	Parcel 4 (Overton Pk)	Parcel 5 (Madison)	Parcel 6 (Childress)	TOTAL
PHASE I								
Residential								
Townhomes								
Condo	\$260,000	400	150			100		650
Rental								
Office	\$140		300,000	300,000				600,000
Retail	\$100	25,000		25,000		60,000		110,000
Hotel	\$140,000					150		150
PHASE II								
Residential								
Townhomes								
Condo	\$300,000		150		225		150	525
Rental								
Office	\$140		300,000		250,000		200,000	750,000
Retail	\$100							
Hotel	\$160,000				150		150	300
TOTAL								
Residential								
Townhomes								
Condo		400	300		225	100	150	1,175
Rental								
Office			600,000	300,000	250,000		200,000	1,350,000
Retail		25,000		25,000		60,000		110,000
Hotel					150	150	150	450

Parcel 7 & 8 - not likely in time frame.



4. Potential Station Development

TERRELL MILL STATION AREA PLANNING CONCEPT WITH PROJECTS





4. Potential Station Development

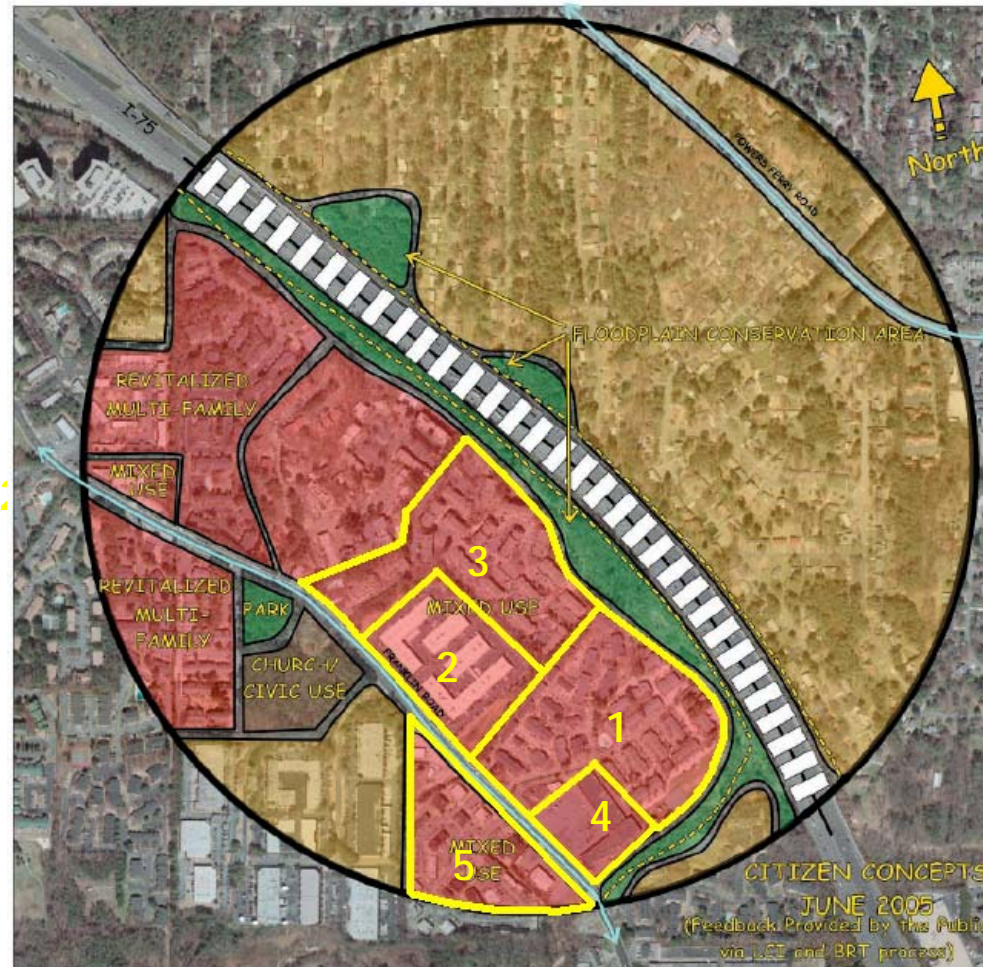
TERRELL MILL STATION AREA

	Parcel 1: Scenario A		Parcel 1: Scenario B	
	Acres	Units	Acres	Units
Site Acreage	12		12	
PHASE I				
Residential				
Single Family small lots @ 6/acre				
Townhomes @ 11/acre			6	66
Stacked condos @ 25/acre			6	150
Rental apartments @ 25/acre	12	300		
Commercial				
Office				
Retail		5,000		5,000
Hotel				
PHASE II				
Residential				
Townhomes @ 11/acre				
Stacked condos @ 25/acre				
Rental apartments @ 25/acre				
Commercial				
Office				
Retail				
Hotel				
TOTAL				
Residential Units		300		216
Commercial S.F.		5,000		5,000



4. Potential Station Development

FRANKLIN STATION AREA PLANNING CONCEPT WITH PROJECTS





4. Potential Station Development

FRANKLIN ROAD STATION AREA

Sales Price/ Value	Parcel 1		Parcel 2		Parcel 3		Parcel 4		Parcel 5		Total
	Acres*	Units	Acres	Units	Acres	Units	Acres	Units	Acres	Units	
Site Acreage	20		12		20		6		16		74
PHASE I											
Residential Units											
Townhome @ 11/acre	\$225,000	15	165			16	176				341
Condo @ 25 /acre	\$180,000	5	125			4	100				225
Rental @ 25/acre	\$110,000										
PHASE II											
Residential Units											
Townhome @ 11/acre	\$225,000								16	176	176
Condo @ 25/acre	\$180,000							6	150		150
Rental @25/acre	\$110,000			12	300						300
Commercial S.F.											
Retail .25 FAR**	\$80				20,000						20,000
TOTAL											
Residential Units		290		300		276		150		176	1,192
Commercial S.F.		-		20,000		-		-		-	20,000

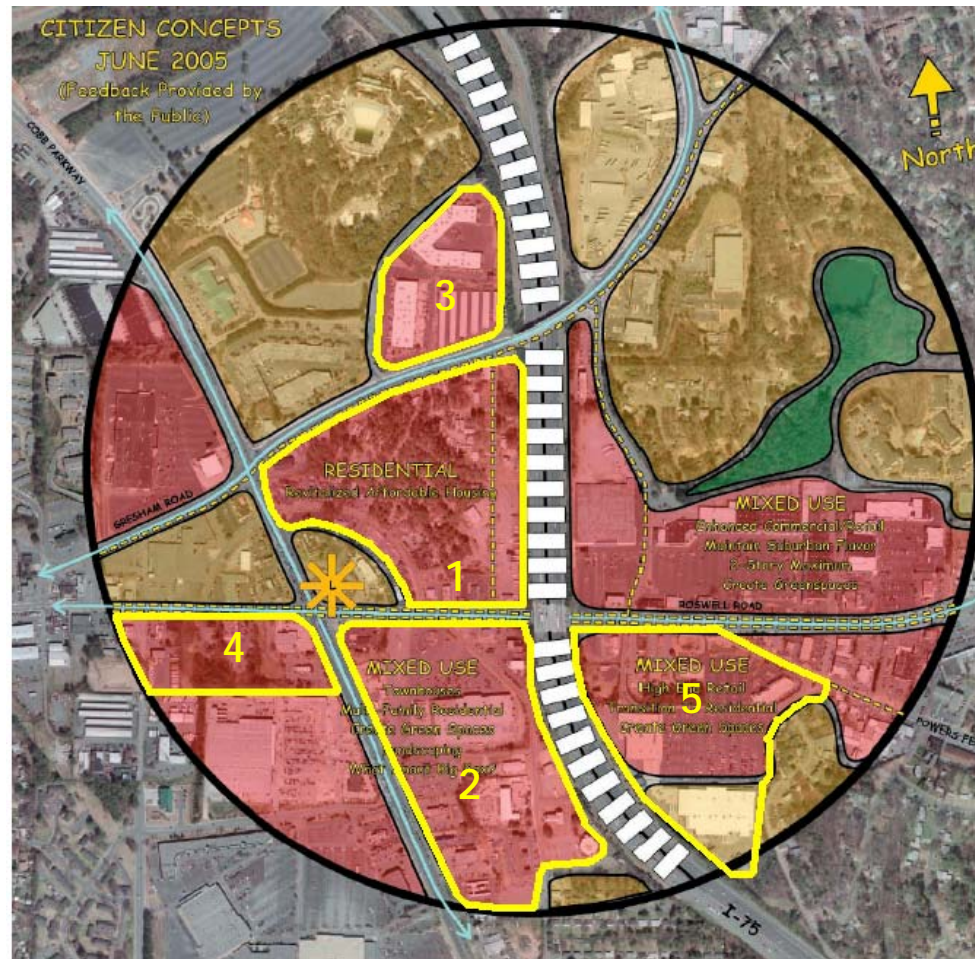
* assumes 4 acres for station

** assumes retail space on first floor of residential



4. Potential Station Development

MARIETTA STATION AREA PLANNING CONCEPT WITH PROJECTS





4. Potential Station Development

MARIETTA STATION AREA

	Sales Price/ Value	Parcel 1		Parcel 2		Parcel 3		Parcel 4		Parcel 5		Total
		Acres*	Units	Acres	Units	Acres	Units	Acres	Units	Acres	Units	
Site Acreage		20		31		12		13		19		95
PHASE I												
Residential Units												
Condo @ 25/acre	\$180,000	7	175									175
Commercial												
Office	\$125	3	60,000									60,000
Retail				11	200,000							200,000
PHASE II												
Residential Units												
Townhome @ 11/acre	\$225,000			10	110			5	55			165
Condo @ 25/acre	\$180,000							8	200			200
Rental @ 25/acre	\$110,000			10	250							250
Commercial S.F.												
Office/Industrial***	\$125	6	180,000			10	150,000		10,000			340,000
Hotel	\$125	2	70,000									70,000
Retail**	\$80	2	35,000		20,000	2	20,000		10,000		30,000	115,000
TOTAL												
Residential Units			175		360		-		255			790
Commercial S.F.			215,000		20,000		170,000		20,000		30,000	785,000

* assumes 3 acres acquired for station

** assumes small office and retail on ground floor of residential along Roswell Road

*** The Office/Industrial space in Parcel 3 is assumed to accommodate some of the relocated business uses from station right of way.



4. Potential Station Development

TOWN CENTER STATION AREA

	Parcel 1		Parcel 2		Parcel 3		Parcel 4		Parcel 5		Parcel 6		Total
	Acres	Units	Acres	Units	Acres	Units	Acres	Units	Acres	Units	Acres	Units	
Site Acreage	5		35		11		40		11		10		112
PHASE I													
Residential													
Single Family small lots @ 6/acre							10	60					60
Townhomes @ 11/acre			10	110			9	99					209
Stacked condos @ 25/acre			12	300			5	125					425
Rental apartments @ 25/acre	5	125					7	175					300
Commercial													
Office					5	100,000							100,000
Retail		5,000			1	10,000							15,000
Hotel													-
PHASE II													
Residential													
Townhomes @ 11/acre													
Stacked condos @ 25/acre			13	325			9	225					550
Rental apartments @ 25/acre					5	125			5	125	6	150	400
Commercial													
Office													
Retail									11	50,000			50,000
Hotel											4	80,000	80,000
TOTAL													
Residential Units		125		735		125		684		125		150	1,944
Commercial S.F.		5,000		-		110,000		-		50,000		80,000	245,000



4. Potential Station Development

TOTAL DEVELOPMENT POTENTIAL

	Residential (Units)				Commercial (Square Feet)		
	Single Family	Townhomes	Condos	Apartments	Office/Industrial	Retail	Hotel
Cumberland			1,175		1,350,000	110,000	270,000
Terrell Mill		66	150			5,000	
Franklin		517	375	300		20,000	
Marietta		165	375	250	400,000	315,000	70,000
Town Center	60	759	825	300	100,000	65,000	80,000
Total	60	1,507	2,900	850	1,850,000	515,000	420,000

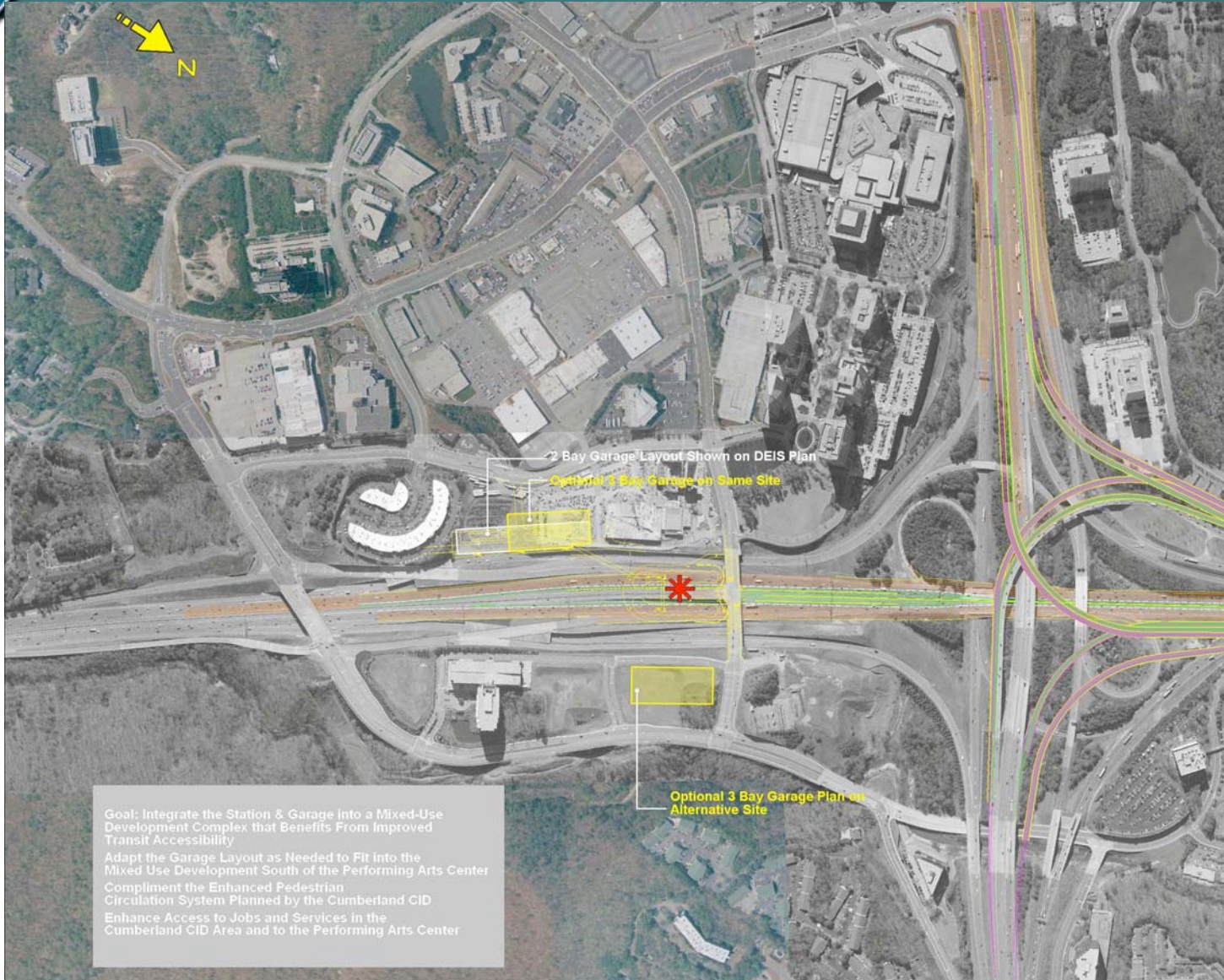


5. Facility Options

- Remember land use and facility options are ideas and have not been approved by anyone; GDOT, GRTA, Cobb County, City of Marietta & CIDs
- Those that receive favorable comments may be considered in the FEIS (project) and final SADP plans (local Plans)



5. Station Facility Options Cumberland Station





5. Station Facility Options Terrell Mill Station



Goal: Integrate the Station and Garage into a Residential Development Plan That Benefits From Improved Transit Accessibility; Design the Garage to Permit Future Expansion With Minimum Impact on Station Operation

2 Bay Garage Layout Shown on DEIS Plan

Relocated 2 Bay Layout with Future Third Bay Adjacent to Terrell Mill Road



5. Station Facility Options Franklin Station

Goal: Integrate the Station & Parking Facility into a Mixed-Use Development and Residential Neighborhood That Benefits From Improved Transit Accessibility
Optional Location for Station Adjacent to Interstate

Optional Location for Station Layout Parallel to I-75:
Location may be Shifted to North or South to Comply with Redevelopment Plan Implemented by the City of Marietta

Optional Alignments for Local Access Street to Franklin Road:
Road Placement Subject to Redevelopment Plan Implemented by City of Marietta

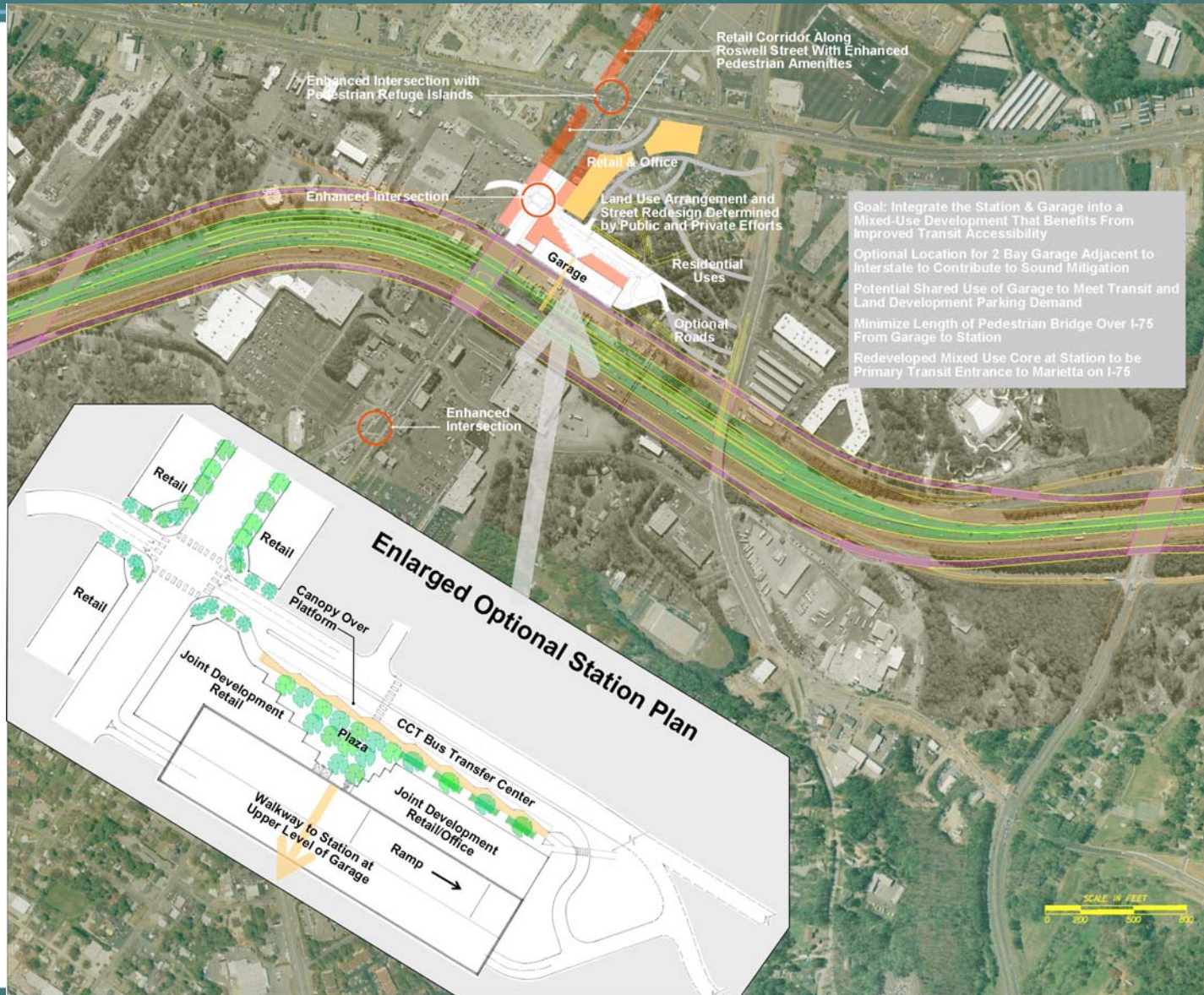
Local Street Extension into Redeveloped Neighborhood

Controlled Access HOV Ramp





5. Station Facility Options Marietta Station





5. Station Facility Options Town Center Station





6. Questions & Answers





7. How You Can Help Tonight

- **Significance of blue and yellow banners**
 - Two blue, plus boards from the charettes
 - Two Yellow, options
- **At each station:**
 - Provide comments/suggestions to improve results
 - Ask Questions
 - Record comments on pad
 - Fill out questionnaire



Next Public Input Opportunity

■ **Station Area Development Planning Public Meeting**

Thursday, July 20th, 6:30 p.m.

**The Center for Family Resources
995 Roswell Street, Marietta**