

POWDER SPRINGS

CORRIDOR AND CONNECTIVITY PLAN

Prepared for
The City of Powder Springs, GA

Fall 2018 Planning Studio

**"People in small towns, much more than in
cities, share a destiny."**

-Richard Russo

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Report prepared by:

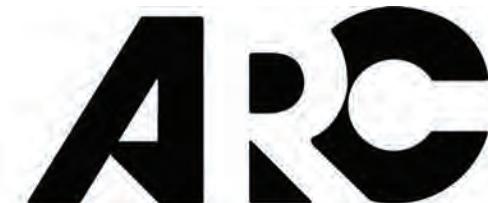


Fall 2018 Studio

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With Support from:



ATLANTA REGIONAL COMMISSION

EXECUTIVE SUMMARY

Powder Springs charged the studio to focus its attention on two of the major access corridors into the city, Powder Springs Road from the east and Austell-Powder Springs Road from the southeast. In contemplating and then analyzing that charge, the studio placed their work into a comprehensive framework. Students took into account the work that the city has prioritized in recent years, particularly its downtown focus and connectivity to the Silver Comet trail.

Our first big takeaway addressed what to do with the two corridors. We considered likely options for their futures, taking into account market and investment forces and trends, travel experience, the comprehensive development plan, existing land use and zoning policies, and cultural and demographic trends. Key to these analyses is the realization that random, site-by-site, parking lot-defined, strip commercial development — so evident in suburban strip patterns that have dominated major travel corridors — are no longer marketable. This shift is due to growing e-commerce competition and demand for place-centered commercial activity. In our case, compounding the issue, travel patterns and volumes greatly favor Hiram and locations east in the East/West Connector corridor.

The outcomes of these analyses indicate that entry experience for both corridors, in different ways, calls for streetscape strategies as most likely to succeed. These strategies, which can be staged to be built and thus paid for incrementally, could build on growing markets for low density multifamily condo or rental development. In that event, the measured, processional experience achieved by orderly rows of tree planting, widening of pedestrian/bike trails, narrowing of travel lanes, slowing of travel speeds, planted medians, and complementary lighting systems would announce arrival to someplace special, Powder Springs.

In the case of Powder Springs Road from the proposed Flint Hill intersection up to the Sailors Road split, the proposed strategy emphasizes streetscape treatments to prepare drivers for arrival, using the above menu of improvements. Supportive of that goal, the travel corridor's most complementary future development pattern would be low density residential, either townhomes or multifamily, with minimum driveways. Think of parts of Atlanta Road in Smyrna. Markets are unpredictable in these times, yet the future land use maps and current zoning designations should be changed as necessary to accommodate this future.

In the case of Austell-Powder Springs Road, even though a shorter and more developed stretch, again a streetscape strategy would be the most effective way to announce arrival at the intersection of Austell-Powder

Springs Road and Old Austell Road to the proposed "gateway" treatment at Marietta Street. Here, in addition to the menu provided above, emphasis should be placed on the west side of the street including:

- a widened bike/ped trail connecting to Austell and the county's trail connectivity aspirations
- condensing the fifteen driveways down to maybe as few as six to improve safety and trail continuity
- for the same reasons, eliminating the unnecessary southbound right turn lanes
- inducing the strip developments to plant trees in their parking lots and coordinating their lighting systems, perhaps by compensating them for the strips of right-of-way that may be necessary for the trail widening

In summary, the corridor recommendations would significantly lift the quality and the identity of Powder Springs as a place where people care about their civic realm, echoing the moves the city is already making downtown. The good news is that these improvements can happen incrementally, can be visible soon, and can seek funding from a variety of sources. For example, if the county would approve the proposed modification on the residential side of the Flint Hill intersection, reducing its cost, there could be enough left in the budget to begin replacing the painted suicide lane with a planted median.



Above: Students presenting their exhibits to Powder Springs residents during a community town hall meeting on November 16.

EXECUTIVE SUMMARY

The second big takeaway stems from the city's commitment to leverage the Silver Comet. Building on the city's moves toward improving access to the trail, the studio analysis resulted in a connectivity vision that seeks to greatly increase the areas of coverage for and the points of access to the Silver Comet. The strategies to achieve this vision include replacing obstacles to access, like inadequate use of existing rights-of-way, intersections hostile to pedestrians and cyclists, and the lack of off-road linkages, with a range of specific connectivity proposals. These, like the corridor streetscape strategies, could provide opportunities for private, non-profit, county, regional, or state government partnerships and could be implemented incrementally. The analyses highlight the flaws in a car-only system of access, where a trip from home to school or home to businesses might take a couple of miles by car when they're only a quarter or a half mile distant by cycle or on foot. Some of these connections could be achieved with minimum right-of-way needs. For example, multiple short distance access options exist for the Powder Springs elementary school area to the downtown, the library, and the city park that do not require going by way of Old Austell Road.

The third big takeaway proposes transforming what we call gateway intersections, marking the key entry and transition points into the core of the city, from bleak, asphalt tangles into distinctive, visible, and functional places for walkers and bikers as well as cars. These moves, of course, play into and off of the first two takeaways noted above. While assuredly more complicated and costly, they lend forceful punctuation to Powder Springs' determination to advance multimodal travel as a distinguishing feature, converging with existing commitments to the Silver Comet and Downtown. Obviously, the five gateways proposed here need more vetting technically and financially, but on a preliminary scan they all appear sufficiently doable to move to that next step. And, like the corridor and trail proposals, they do not need to happen all at once, and some are easier than others. The Old Austell/Austell-Powder Springs seems easiest, followed by Brownsville/Marietta, Sailors/New Macland, Sailors/Powder Springs, and Austell-Powder Springs/Marietta. (Not quite a "gateway," the Flint Hill proposal, if the county can be persuaded, is obviously first up in light of being an ongoing project in progress).

The fourth big takeaway is the identification of sites that seem promising for catalyzing significant investment that take advantage of and work in tandem with one or more of the above proposed moves. These all would require complicated private-public partnerships, probably involving incentives and regulatory creativity, yet with existing development

authorities, opportunity zones, enterprise zones, and a range of other development supportive resources, these sites seem worth pursuing. In any event, our analyses suggest that wherever development proposals arise, they should include criteria that favor Downtown, gateway, and trail oriented projects.

These four big takeaways are interlinked. Their overall purpose is to offer a framework for guiding investment and regulatory priorities that respond positively to community-wide needs, aiding the city in managing the ongoing and not always predictable changes that offer both opportunity and challenges. The implementation information in the report gives a useful and informational checklist that frame costs, resources, and potential partners for the ranges of work suggested. The numbers are generic for the area but should offer a starting point for which, whether, when, with whom, and how projects might move forward. We realize that pursuing any of these initiatives stretches thin already stretched city resources, so that the search for equity and responsibility partners might have a lot to do with what to do first.

Finally, the studio and Georgia Tech owe you gratitude for your support of this semester's work. The students treasured the experience, as did I (who always learns more than they do).

-Mike Dobbins, FAICP, FAIA



INTRODUCTION

PLAN OBJECTIVES

This report suggests connectivity improvements to and from downtown and the Silver Comet Trail in order to:

- Maximize the ability of existing public investment in downtown, especially the new town square, to catalyze private development.
- Activate the Powder Springs Road and Austell-Powder Springs Road corridors to complement downtown.
- Grow the local residential and commercial tax base.

The recent reports (right) build on long-standing commitments to emphasize connectivity as an overriding theme for the City's future, as evinced by the 1996 Community Enhancement Master Plan (CEMP) and the 2002 Livable Centers Initiative (LCI) plan.

RELATIONSHIP TO PRIOR PLANS

	<i>2016 “Springs in Motion” LCI Update</i>	<i>2017 “Springs in Motion” Comprehensive Plan</i>	<i>2018 Georgia Tech Corridor Study and Connectivity Plan</i>
<i>Focus</i>	Improving the Historic Downtown	Long term plan update for the City of Powder Springs	Corridor studies: Powder Springs Road and Austell-Powder Springs Road Trail Oriented Development Gateway design and catalytic redevelopment
<i>Goals</i>	Mixed Use Development Trail system Town Square Makeover Branding and Marketing	Create and implement a plan to revitalize downtown Redevelop older, underutilized strip shopping centers Develop quality, diverse housing Attract new residents, businesses and development	Expand trail network and improve connectivity to Silver Comet Trail Enhance the entry experience at Powder Springs Road and Austell-Powder Springs Road Identify key redevelopment parcels

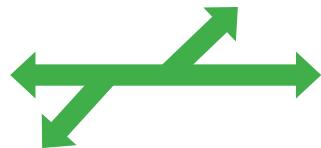
OVERVIEW

Why a corridor and connectivity plan?

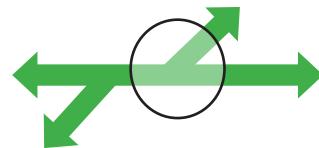
Powder Springs' planning efforts have largely focused on downtown. This plan seeks to complement and extend those planning efforts by focusing on key corridors that connect downtown to the rest of the city and the region.

What does this plan propose?

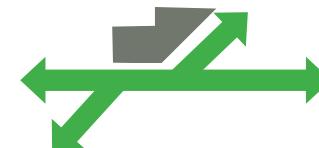
It proposes ways to better connect the city of Powder Springs to its historic downtown and the Silver Comet Trail, two assets unique to Powder Springs. It does this through a three-pronged strategy of:



1. Creating a citywide **trail network** for pedestrians and cyclists, capitalizing on the popularity of the Silver Comet Trail and making walking and biking more viable ways to get around town.



2. Transforming key intersections into **gateways** that create a sense of arrival into town and improve connectivity for pedestrians, cyclists, and motorists.



3. Identifying **catalytic redevelopment opportunities** created by the new trail and downtown infrastructure.

Within this framework, particular attention is given to planning Powder Springs Road and Austell-Powder Springs Road, two corridors that lead into the heart of town.

What strategic objectives does this plan accomplish for the city?

The plan is designed to:

- Maximize the public investment the City of Powder Springs has already made downtown by drawing more people and development to it.
- Activate the Powder Springs Road and Austell-Powder Springs Road corridors to complement downtown.
- Grow the local residential and commercial tax base.

COMMUNITY INVOLVEMENT

Community engagement was key throughout the planning process. Stakeholder interviews were conducted with a wide cross section of local leadership, including gathering background information from stakeholders at local schools, churches, shops and other institutions. Feedback was gathered at multiple city council and town hall meetings, including one meeting with approximately 80 city residents in attendance.

Stakeholder Interviews:

Al Thurman, Mayor of Powder Springs

Powder Springs City Council Members

Henry Lust
Doris Dawkins
Nancy Farmer
Patrick Bordelon
Patricia Wisdom

Stephanie Aylworth, former economic development director, City of Powder Springs

Jermaine Enoch, Resident

Jason Gaines, Planning Division Manager, Cobb County Community Development Agency

Tina Garver, Director of Community Development, City of Powder Springs

Paula Goode, Resident

Jim Graham, Director of Community Development, City of Austell

Randy Hardy, Downtown Development Authority, Powder Springs business owner

Ed McBrayer, Executive Director, Path Foundation

Johanna McCrehan, Urban Design Lead, Georgia Conservancy

Eric Meyer, Planning Division Manager, Cobb County DOT

Katherine Moore, Sustainable Growth Program Director, Georgia Conservancy

Beverly Postell, Principal Officer, McEachern Endowment Fund

Dwayne Prosser, Major, City of Powder Springs, Police Department

Buddy Reeves, Associate Pastor and Minister of Prayer and Recreation at First Baptist Church Powder Springs

Laura Richter, TSW

Austin Riley, Cobb Co. Workforce Initiatives Manager, Cobb Chamber and Select Cobb

Casey Sharp, Resident

Darrell Weaver, Assistant Director of Community Development, City of Austell

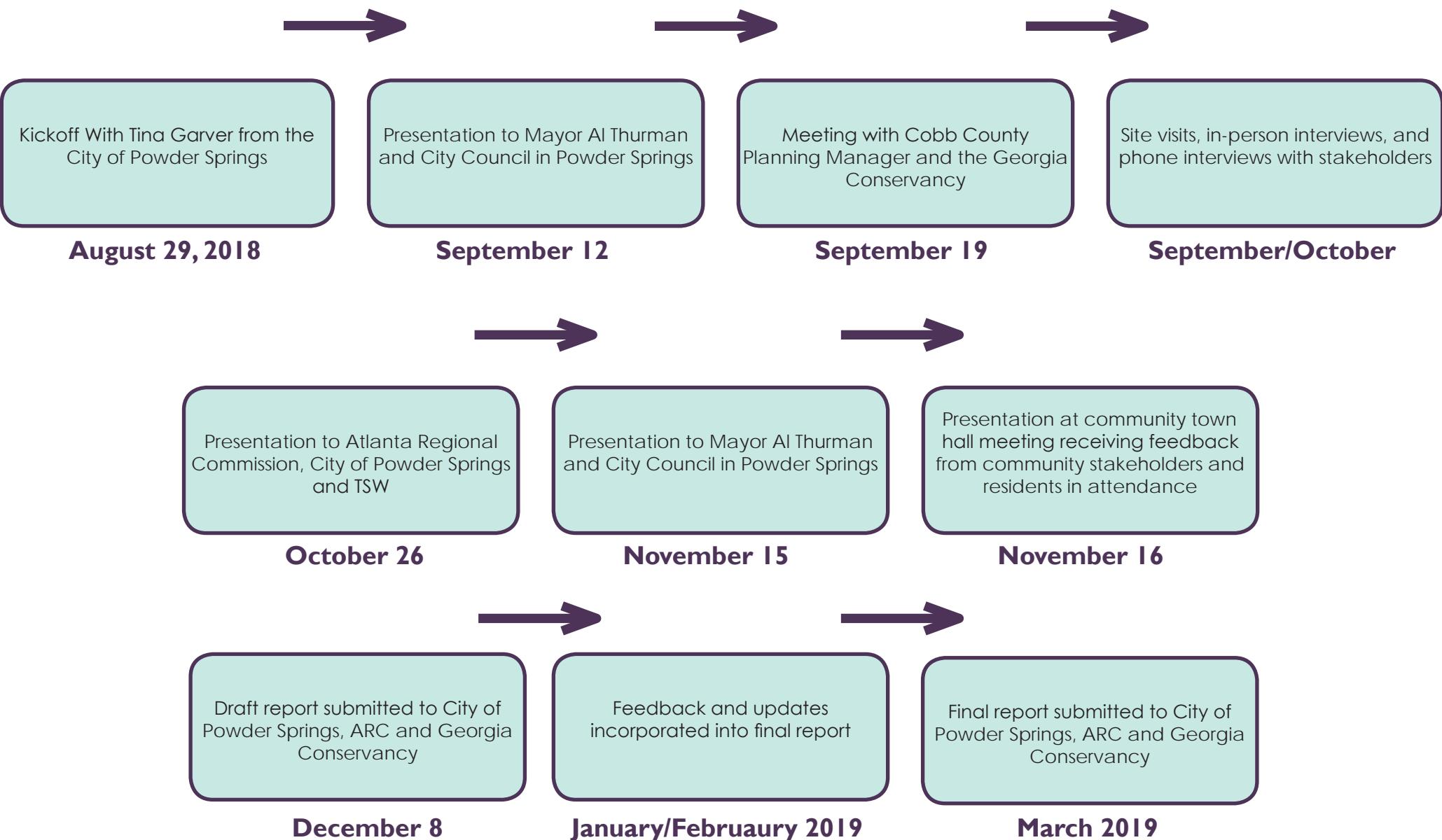
Community Meetings:

September 12: City Council meeting

November 15: City Council meeting

November 16: Community town hall

PLANNING PROCESS





Student Jack Denison photographs the pump marking one of the City's original seven springs, now located in Powder Springs Park.

BACKGROUND

WHO IS POWDER SPRINGS?

This page describes and displays the demographic context of Powder Springs while emphasizing how Powder Springs is changing.

Demographic Outlook

Powder Springs' population is 14,334, with 3,750 households, 79 percent of which have children. The vast majority of housing structures in Powder Springs, over 95 percent, are 1-unit, but new multi-unit developments are under construction or have been completed recently. Just over 75 percent of residents own a home, while the rest rent. Most residents moving to Powder Springs move from within Cobb County or elsewhere in Georgia.

Reflecting the region's growth patterns, Powder Springs experienced significant growth over the 1990s, from about 7,000 people in 1990 to about 13,000 in 2000. Growth slowed over the Great Recession period, and now approaches 15,000 people. Much of the growth reflects the appeal of the smaller, yet urbanizing, setting that Powder Springs offers for middle income minority families while the region as a whole offers opportunity through ongoing housing diversification.

Powder Springs population age distribution

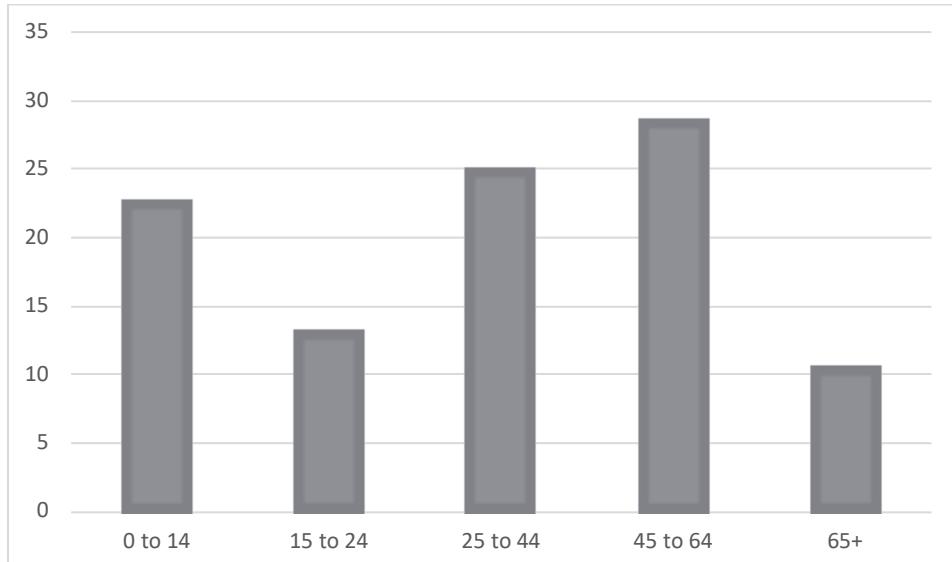


Figure 2: Powder Springs age distribution graph

Racial/Ethnic Composition of Powder Springs

Displays racial/ethnic composition data of Powder Springs through various graphs.

Racial Makeup 1990

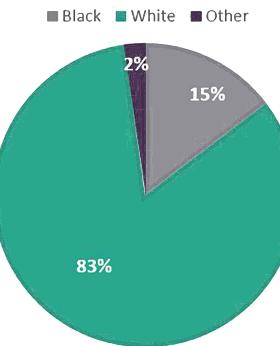


Figure 3: Pie chart displaying the racial composition of Powder Springs in 1990

Racial Makeup 2016

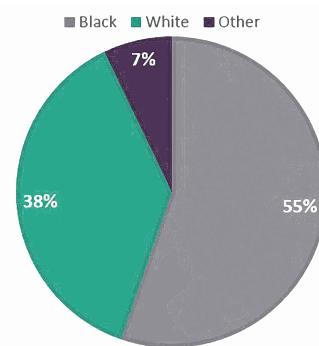


Figure 4 : Pie chart displaying the racial composition of Powder Springs in 2016

Hispanic Population 1990

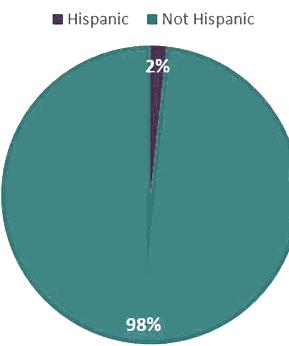


Figure 5: Pie chart displaying the Hispanic population of Powder Springs in 2016

Hispanic Population 2016

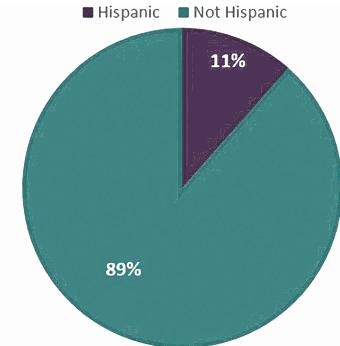


Figure 6: Pie chart displaying the Hispanic population of Powder Springs in 2016

Source: US Census, ACS

POWDER SPRINGS HAS ROOTS

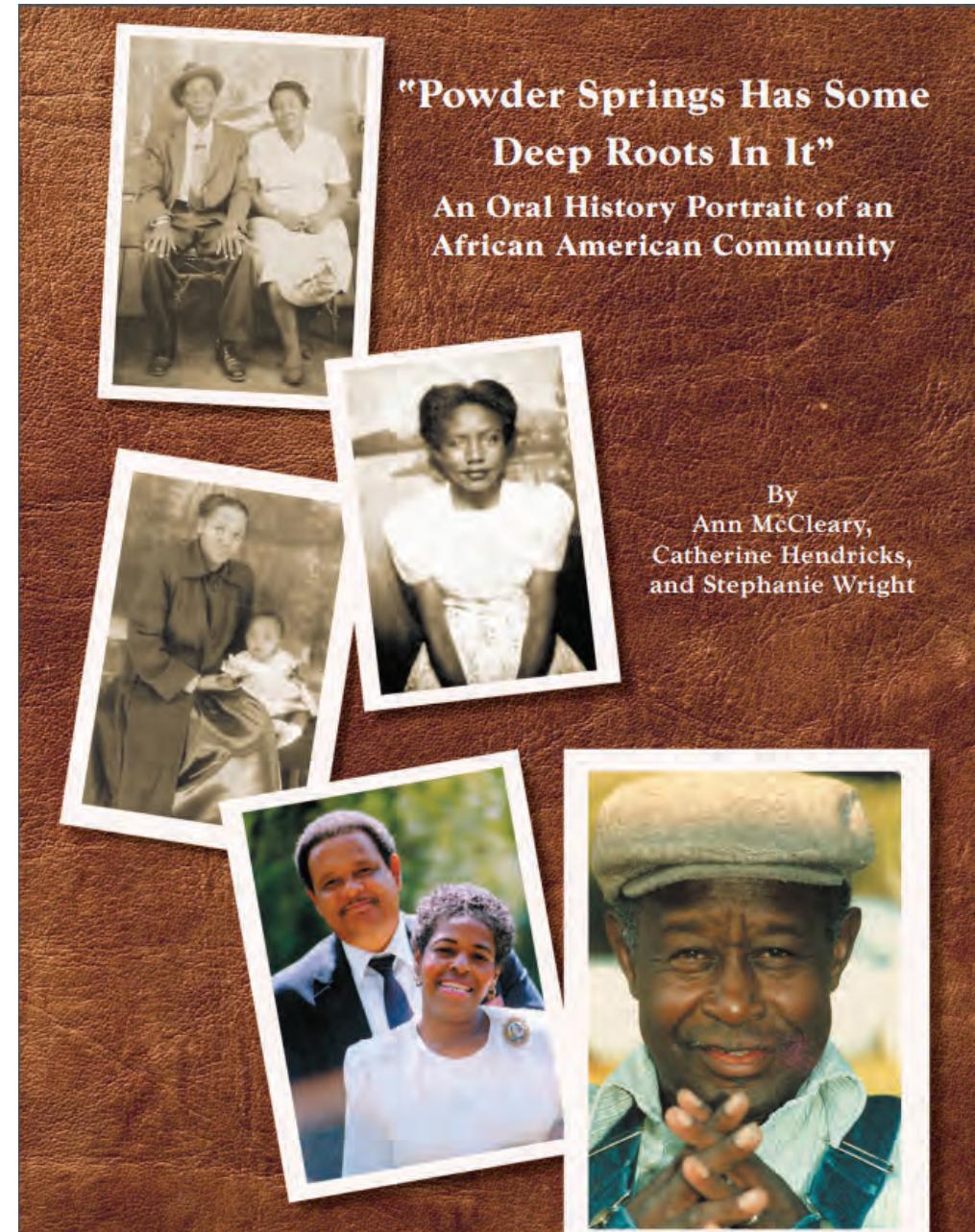
This page highlights the character embodied by the city residents and future potential of Powder Springs.

Community Character and Future Outlook

Powder Springs has a loyal and invested populace, deeply committed to the city's civic and community life. While Powder Springs has many legacy families, generationally passing on their homesteads, Powder Springs also has a reputation for welcoming new residents.

Young families choose to move to Powder Springs, drawn by the safe streets, quaint communities, ample green spaces, and reputable schools, especially the renowned McEachern High School, boasting some of the best facilities in Georgia. Older households want to age in place, grounded by their places of worship, life-long friendships and strong community ties. Even when families move out of Powder Springs into the greater Cobb County area, as well surrounding counties, individuals treasure and maintain their ties.

As Powder Springs looks further ahead into the 21st Century, recognizing its past remains important. Equally vital, however, will be enlisting the talents of new residents and developing and celebrating the abilities of the emerging generations. New city commons such as the town square and Silver Comet trail provide fresh spaces for residents and visitors to build relationships and memories. To continue growing and drawing people in, the city should also readily welcome new institutions, associations and businesses.



Above: Cover of a report prepared by University of West Georgia, on display at the Seven Springs Museum at the Bodiford House.

DOWNTOWN IS THE HEART OF POWDER SPRINGS

This page highlights the cultural center of Powder Springs emphasizing the quaint character the town embodies.

Physical and Historical origins

From its settler beginnings in the 1830s and for more than a century afterwards, Powder Springs attracted residents and provided a respite for travelers and tourists seeking the restorative waters of its ancient springs. Today, anchored by its charming historic main street, with restored Italianate, Gothic, Victorian, and Craftsman bungalow homes, along with amenity-rich parks and flagship faith institutions, downtown Powder Springs is a hidden haven tucked within sprawling suburban metro Atlanta. A relatively easy commute to downtown Atlanta, while distant enough to offer a distinct, small town way of life, Powder Springs has much to offer.

For most of the 20th century, railroads were the lifeblood of Powder Springs, carrying passengers and freight to and from Atlanta. But by the 1970s, car culture had come to dominate suburban Cobb County. Critical corridors, specifically Powder Springs Road and Austell-Powder Springs Road, enabled local commerce, connecting Powder Springs to neighboring cities such as Marietta and Austell.

In the 21st century, the Silver Comet Trail (built on a retired railroad line) became a new active artery into the heart of town. Powder Springs possesses the premier downtown access point to the Silver Comet Trail in all of metro Atlanta. The trail teems with promise to become Powder Springs' extended main street.

Downtown Improvements

In the last decade, Powder Springs has invested substantially in its downtown, furnishing its public realm with beautiful sidewalks and signage, and most significantly its forthcoming expanded town square. Seeking to build great public spaces, Powder Springs offers hospitality and recreation to visitors and residents alike.

Challenges Ahead

Balancing the need to develop and increase revenue with the desire to maintain its small town atmosphere represents the unique challenge and opportunity Powder Springs faces as it seeks to solidify its sense of place within the greater Atlanta metropolitan area.



Above: The Powder Springs Seaboard Depot, about 1918. For many years, two stations served the town, and both were centers for freight and passenger movement. (Credit: Georgia Archives)

Below: Downtown Powder Springs in 1940. Many of these historic buildings still exist today. (Credit: Georgia Archives)

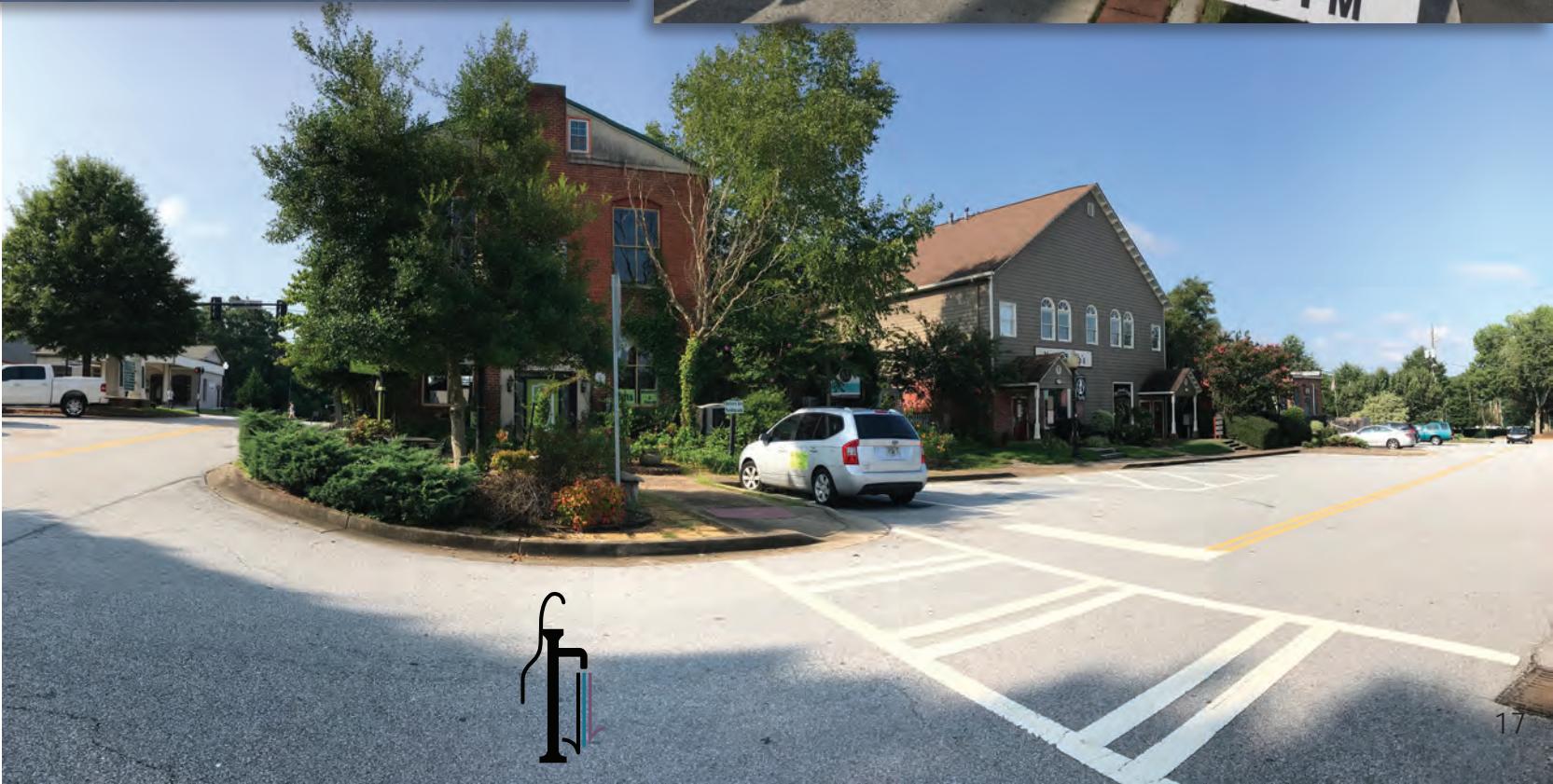




Above left: The Dillard Street connection provides access from the Silver Comet Trail to downtown. More direct access will be provided with the creation of a new trail connecting the in-progress Town Square Park to the Silver Comet.

Above right: A locally-owned bookstore is one of the tenants of a historic building on Marietta Street. Public investment in downtown hopes to spur more local businesses and density.

Right: The backs of historic buildings on the north side of Marietta Street will front the new Town Square Park, contributing to a more seamless pedestrian and bike experience and a greater sense of identity in downtown.





POWDER SPRINGS ROAD AND AUSTELL-POWDER SPRINGS ROAD CORRIDOR STUDIES



Above: Looking west on Powder Springs Road at the intersection with Austell- Powder Springs Road, and Marietta Street.

Right: Looking north on Austell-Powder Springs Road just after the intersection with Sharon Drive.



Introduction

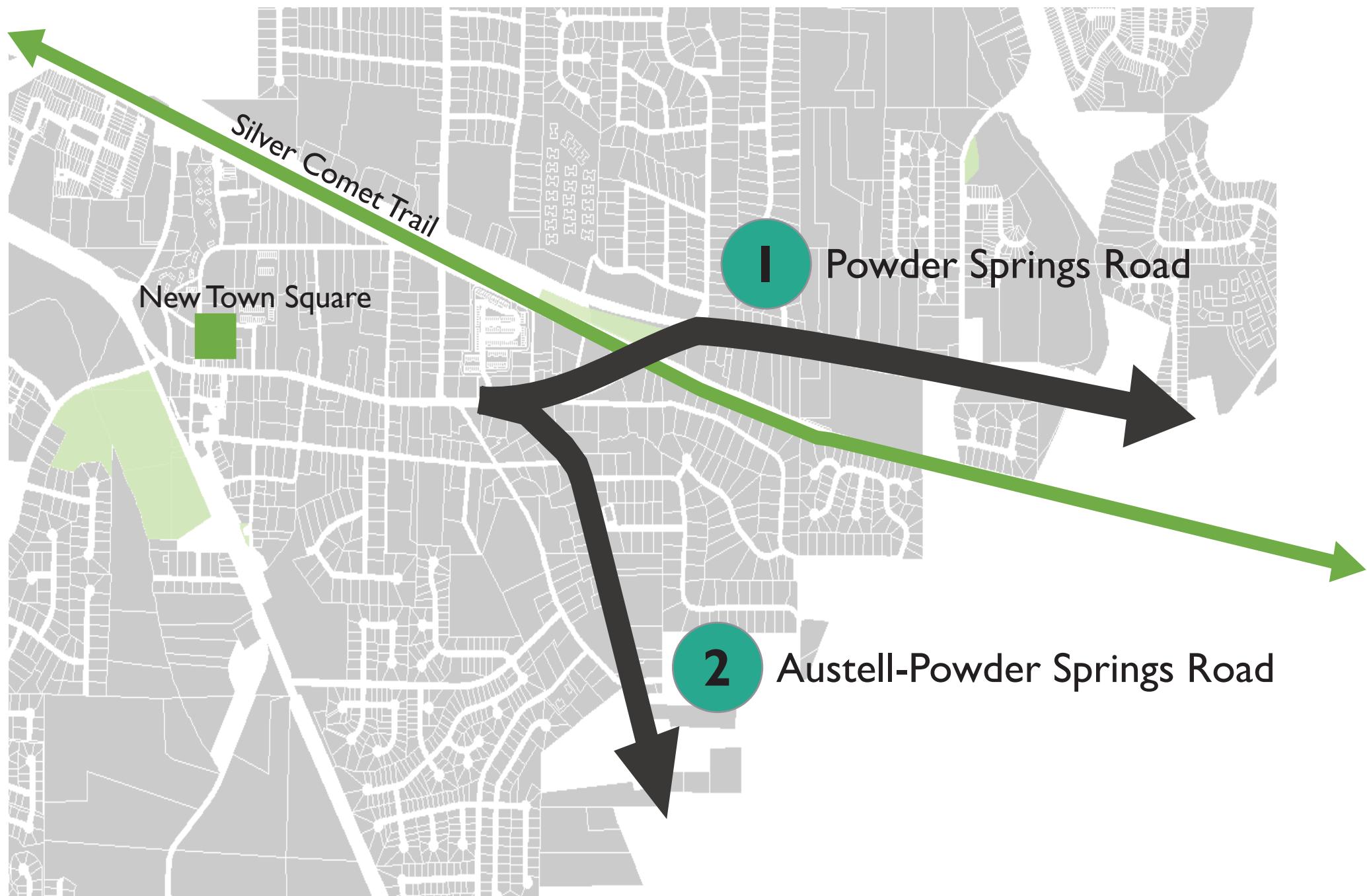
Powder Springs' recent planning efforts have largely focused on downtown—and rightly so, given the importance of downtown as a potential economic development engine and a symbol for the city's overall character and small-town values.

This chapter broadens the planning focus to two additional corridors outside downtown: Powder Springs Road and Austell-Powder Springs Road.

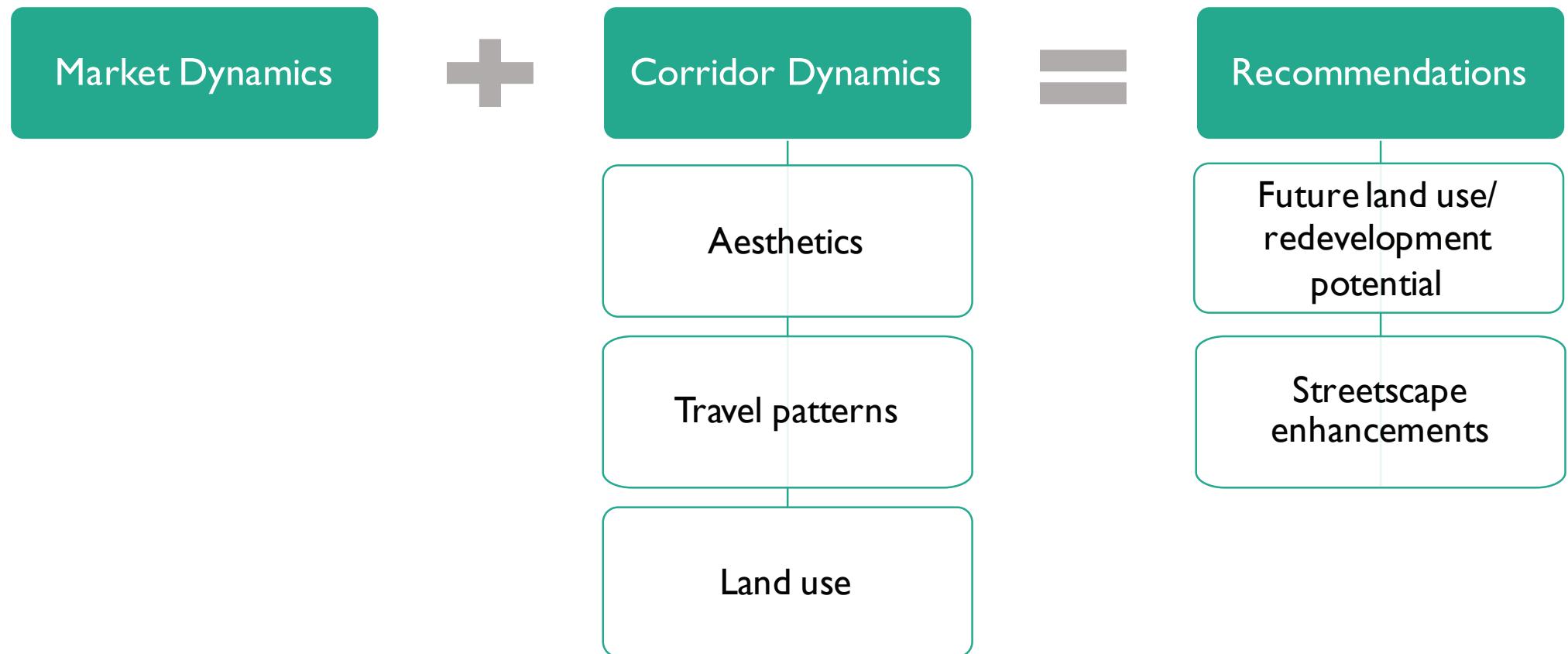
It examines the existing condition of these corridors and provides recommendations for land use and streetscape improvements in order to:

- » Upgrade the appearance of the corridor,
- » Increase the value and property tax revenue of the corridor, and
- » Complement downtown planning efforts by improving connectivity to downtown.

In other words, how can these corridors become more attractive, maximize property tax revenue, and help draw people downtown?



Approach



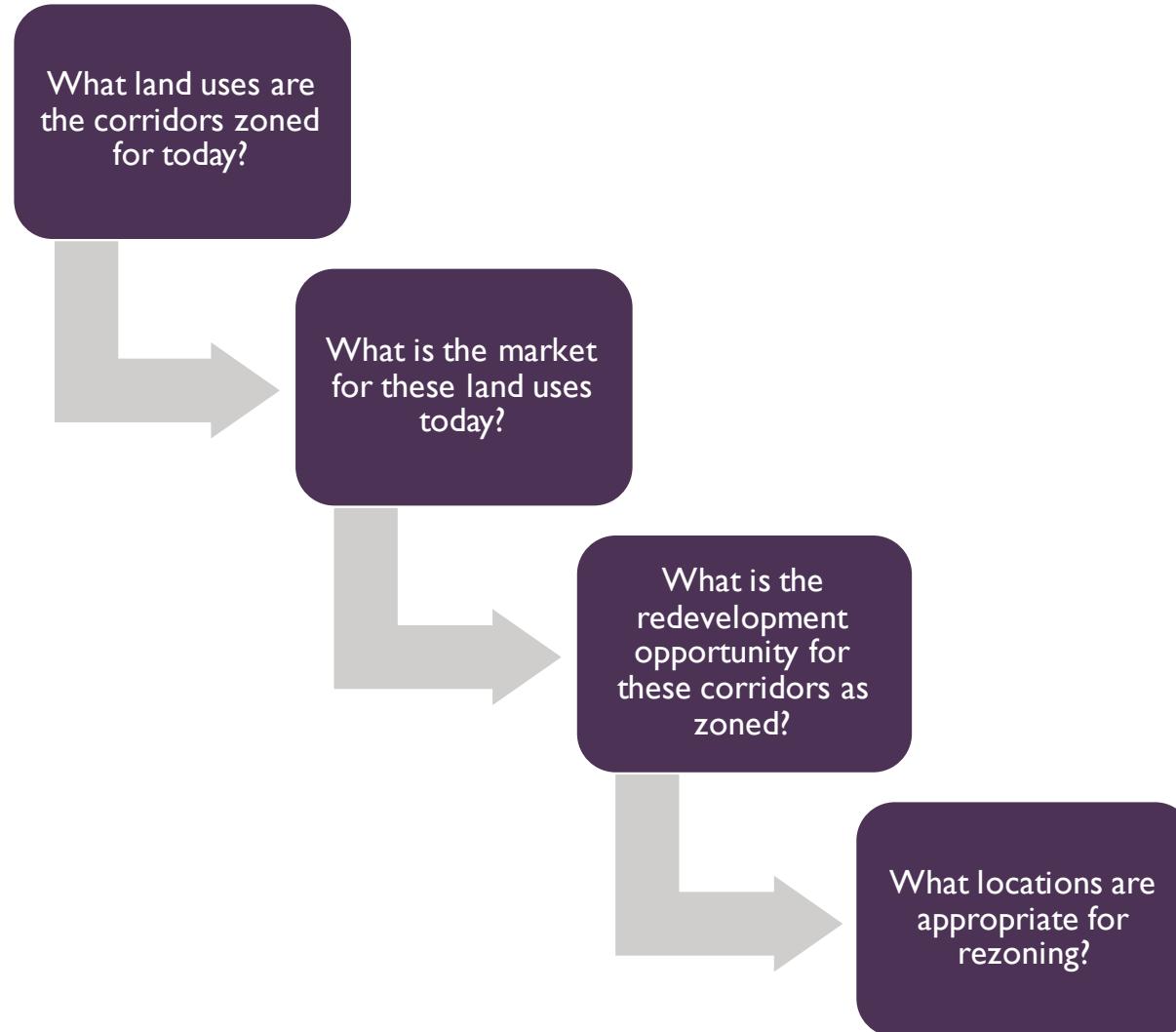
Land use should be responsive to real estate **market dynamics**. As such, the first step in the corridor study was to analyze local market conditions for various land uses to assess development opportunities for both corridors overall.

This was followed by a more fine-grained analysis of the **corridor dynamics** with respect to their existing land use, travel patterns, aesthetics and the extent to which the existing character is aligned with the study goals of the corridors. The study goals are: to create corridors that maximize property tax revenue, enhance connectivity downtown, and provide safe and attractive travel experiences.

The **recommendations** that follow identify land use changes and streetscape enhancements based on the gaps identified in the existing conditions.

Market Dynamics

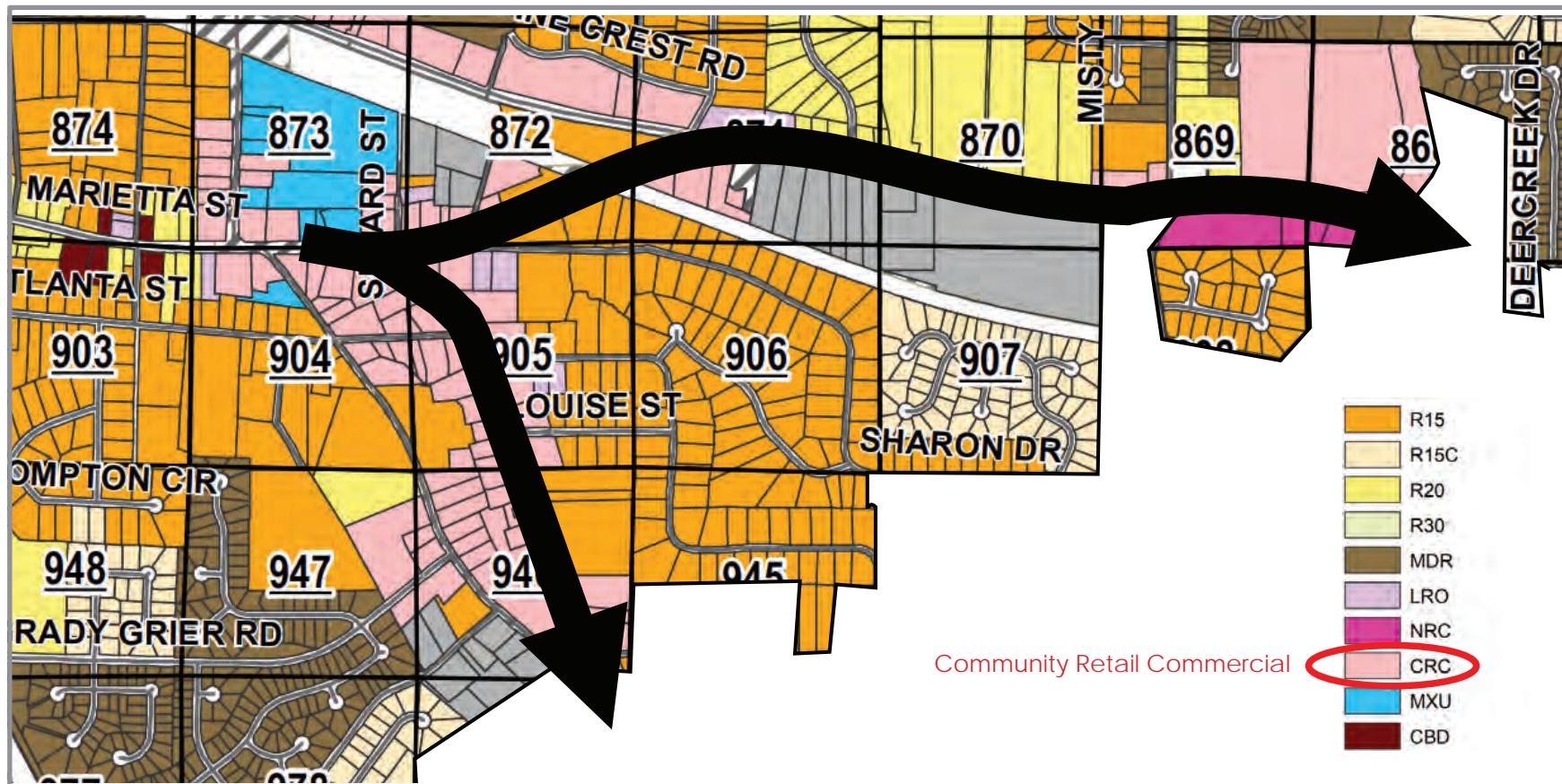
The market analysis is structured around the following key questions:



Market Dynamics

Current Zoning

Zoning along the corridor today largely calls for retail development, particularly Community Retail Commercial as well as small amounts of Neighborhood Retail Commercial.

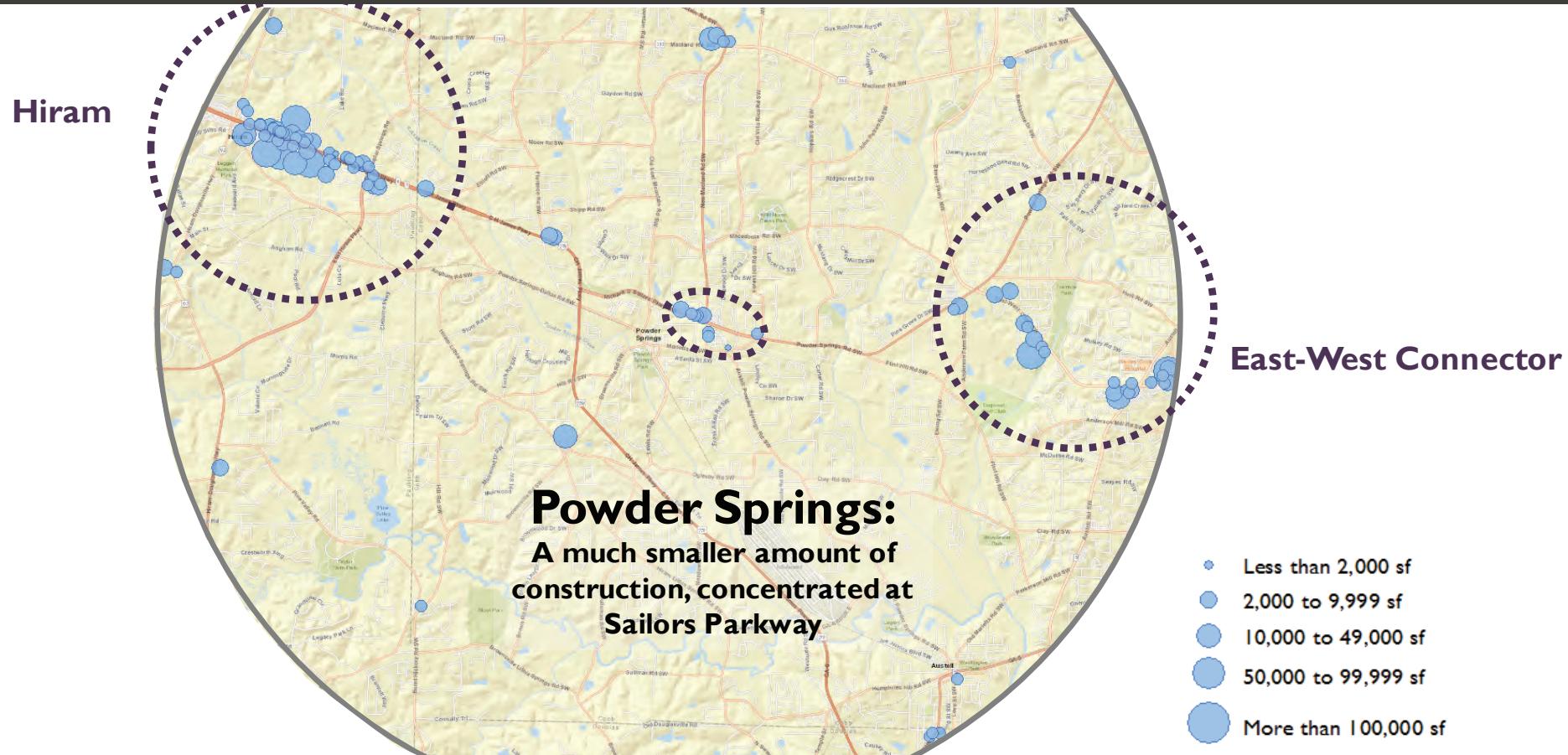


Source: City of Powder Springs

Market Dynamics

Retail Development Patterns

Retail Built within Five Miles of Powder Springs since 2000



While zoning permits commercial retail development, recent retail development trends suggest there is little demand for new retail construction on these corridors in Powder Springs today. This map shows that most of the retail built within a five-mile radius of Powder Springs since 2000 has not located in Powder Springs but rather in Hiram and near the East-West Connector. What retail has been built in Powder Springs has concentrated at Sailor's Parkway and New MacLand Road.

Source: Costar

Market Dynamics

Retail Location Factors

Why has recent retail development not gone to Powder Springs? The answer lies in two factors that drive retailer location decisions:

I

Household growth:

Retailers want to be where household growth is occurring. There is an industry saying that “retail follows rooftops.” This is because retailers want to locate where the market for their products is growing. As the statistics here show, Powder Springs has added new households at an estimated rate of 1.5% per year since 2010. This growth rate is slower than both the East-West Connector area, which grew at 1.8% annually, and Hiram, which grew at 3.8% annually.



Hiram
3.8%



East-West Connector
1.8%



Powder Springs
1.5%

Note: Estimated Average Annual Household Growth Rate. Data Source: Claritas

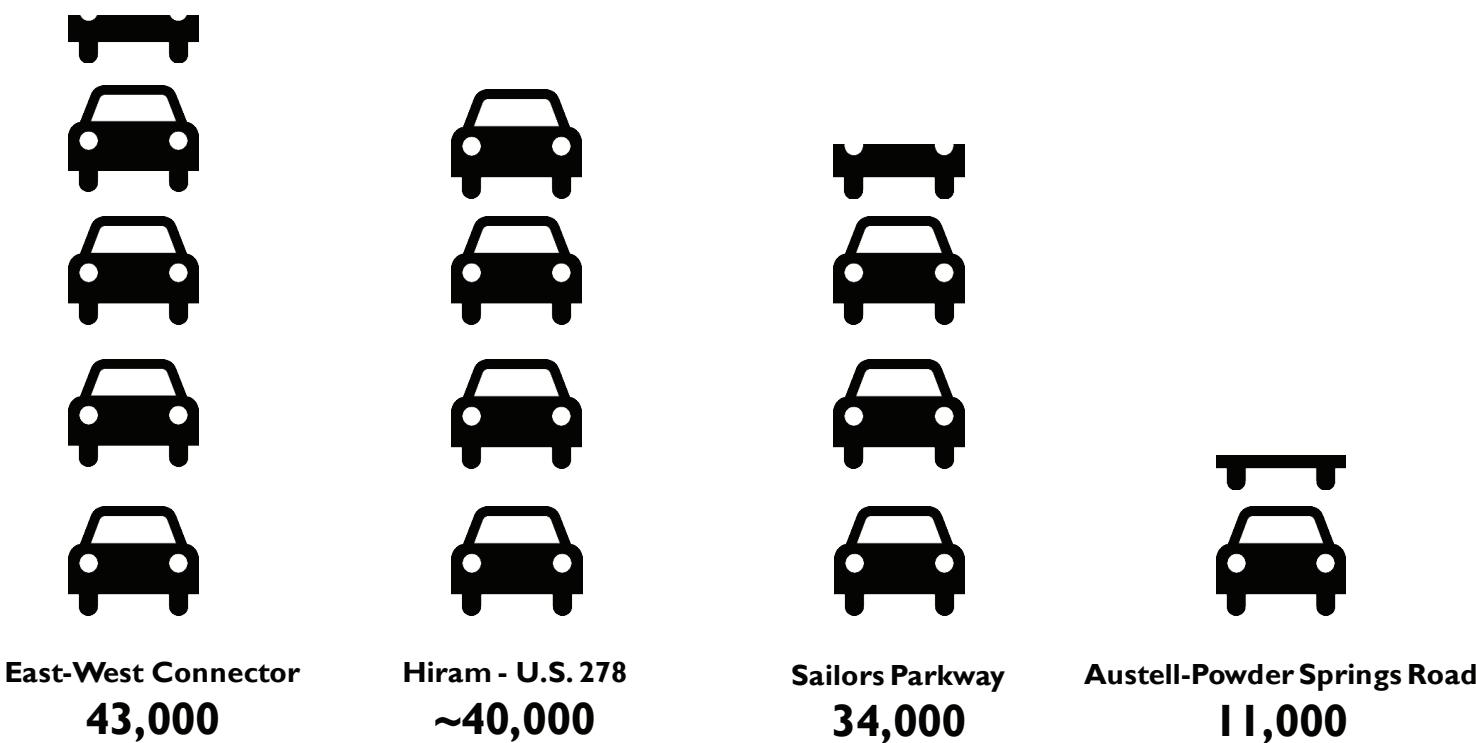
Market Dynamics

Retail Location Factors

2

Access and visibility:

Retailers, especially the large-format (“big box”) and national retailers that the Community Retail Commercial zone seeks to attract, want locations that are easily accessible and highly visible to potential customers. Vehicle traffic counts are a good indicator of both of these features. As the graphics below show, both study corridors in Powder Springs have lower daily vehicle counts than the Hiram (U.S. 278) retail corridor or the East-West Connector. Traffic counts are particularly low on Austell-Powder Springs Road.



Source: GDOT

Market Dynamics

Conclusions

What new retail is built in Powder Springs will only go to the strongest locations, where access and visibility is greatest.



Sailors Parkway

The strongest location in the city for new retail development, in terms of both access and visibility. Also has more greenfield development sites, which are often easier to build on than locations that require demolition of existing buildings.



Powder Springs Road at Sailors Parkway

Good visibility to local traffic; will capture a smaller amount of new development, and it will be more local-serving retail like restaurants.



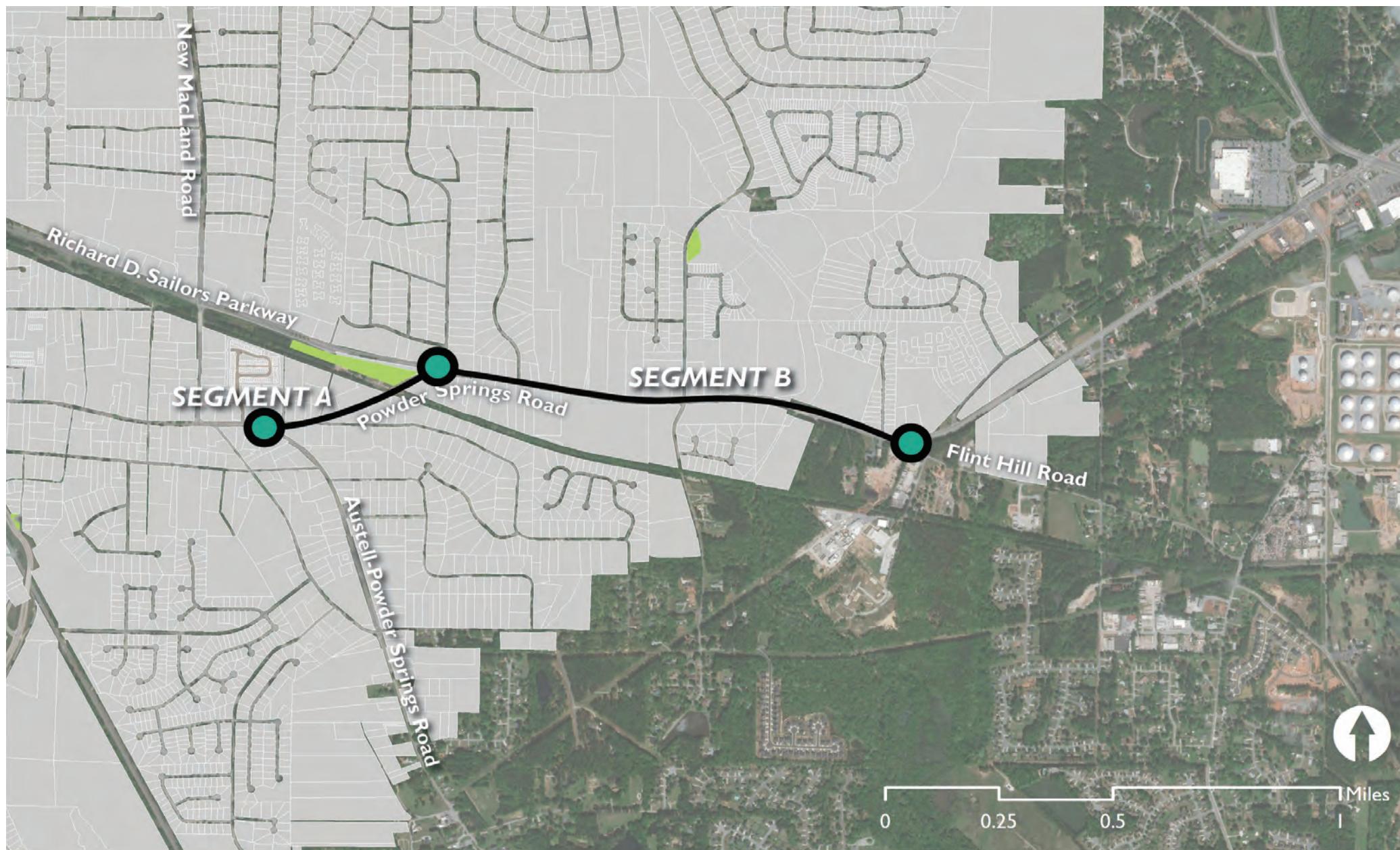
Austell-Powder Springs Road

Does not have the access or visibility to attract new retail development.

CORRIDORS

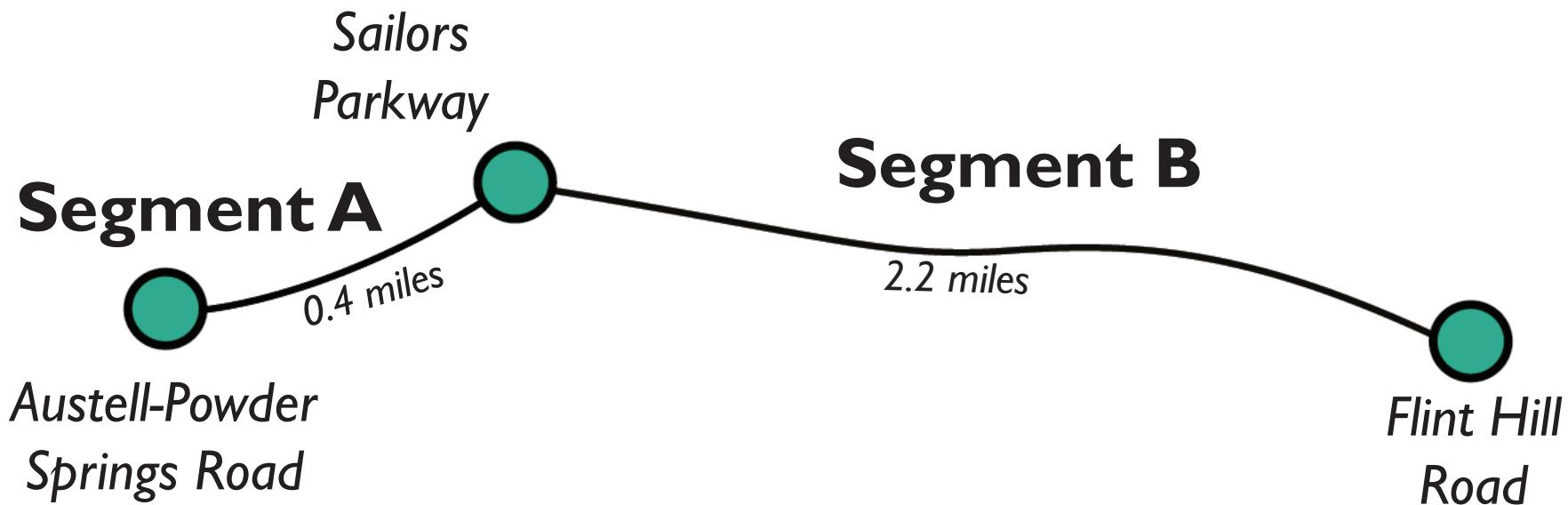
Corridor I

Powder Springs Road



Corridor I

Powder Springs Road



Destinations

Segment A: Restaurants (La Parilla, DQ, McDonald's, Johnny's, Theze Bonez, Los Portales, MacLand Wings, Taco Bell, KFC, Waffle House, Subway), Silver Comet Linear Park, The Enclave townhomes

Segment B: Wild Horse Creek Trail, Flint Hill Road industrial cluster, residential subdivisions

EXISTING CONDITIONS

Segment A: Austell-Powder Springs Road to Sailors Parkway

Existing Characteristics:

- Three lane road, including a continuous center left turn lane.
- Five foot curbside sidewalk on the westbound (north) side, continuous with a number of intervening driveways.
- Forested beyond Sharon Drive on the southeast side of the road.
- Speed limit 35 mph.
- Strip retail-style development, with many restaurant tenants.
- New townhome development behind the retail frontage west of Siniard Street, backing up to the Silver Comet Trail.
- Corridor passes over the Silver Comet Trail.

Challenges:

- Half of the crashes that occurred at the intersection of Powder Springs Road and Austell-Powder Springs Road from 2015 to 2017 resulted in injury.
- Poor pedestrian access to the Silver Comet Trail and Linear Park from Powder Springs Road approaching the trail from the north.
- Multiple curb cuts (lacking crosswalks) interrupt pedestrian flow and increase conflict points between turning vehicles and pedestrians.
- Lack of continuous sidewalk on eastbound side limits pedestrian access.



Above: View east from Marietta Street across the intersection with Austell-Powder Springs Road, with Powder Springs Road continuing east up to Richard D. Sailors Parkway.

EXISTING CONDITIONS

Segment A: Austell-Powder Springs Road to Sailors Parkway



Figure: Section view of the corridor, looking west.



Figure: Current zoning for corridor.

PROPOSED IMPROVEMENTS

Consider

Segment A: Austell-Powder Springs Road to Sailors Parkway

- Focusing improvements on the intersection of Powder Springs Road and Austell-Powder Springs Road. A roundabout at this intersection would reduce potential vehicular conflict points while maintaining--and even improving--vehicular flow, as well as provide safe and easy crossing points for pedestrians.
- Improving inter-parcel vehicular connectivity, which would allow for some curb cuts to be eliminated, improving pedestrian and vehicular flow on Powder Springs Road.
- Adding 12-foot multiuse trail on the westbound side to improve connection at Lindley Road.
- Adding street trees along sidewalk to increase shade and beautify the corridor by buffering the appearance of the surface parking lots.
- Rezone parcels from commercial uses to mixed-use districts and consider a design overlay so that future redevelopment fronts the street and locates parking in the rear.
- Brand this area to highlight its many restaurants and market it as destination for residents and visitors. Consider the potential for this area to complement downtown, including adding lighting and signage similar to Marietta Street.



Figure: Rendering of corridor looking east from Marietta Street with proposed improvements. The roundabout features a large pump sculpture in the center signifying Powder Springs' water-related history. Traffic lights have been removed, decreasing visual clutter. Twelve-foot multi-use path on south side of Marietta street includes public art in enlarged space in front of the BP gas station.

PROPOSED IMPROVEMENTS

Segment A: Austell-Powder Springs Road to Sailors Parkway



Figure: Section view of the corridor looking west, as proposed.



Figure: Proposed zoning changes for corridor.

EXISTING CONDITIONS

Existing Characteristics:

- Five lane road with two lanes in each direction and a continuous center turn lane.
- 12 foot vehicle lanes to facilitate high vehicle speeds and accommodate large vehicles.
- Speed limit 45 mph.
- Five foot sidewalk on north side where most development has occurred.
- Sidewalk interrupted by wider-than-necessary driveways.
- Largely forested east of the Sailors Parkway and Forest Hill Road intersection.
- Development is largely residential, except for a commercial node at Forest Hill Road and an industrial cluster at Flint Hill Road.

Challenges:

- Continuous center turn lanes increase the risk of oncoming collisions because they are shared by both directions of traffic. Traffic planners often refer to these as "suicide lanes."
- Pedestrians have little buffer from fast-moving vehicles and minimal sidewalk space. This impedes the use of these sidewalks, particularly for cyclists, as connections to the Silver Comet Trail and the Wild Horse Trail.

Segment B: Sailors Parkway to Flint Hill Road



Above: Looking west along Powder Springs Road, toward the intersection of Sailors Parkway and Forest Hill Road.

EXISTING CONDITIONS

Segment B: Sailors Parkway to Flint Hill Road

Figure: Section view of the corridor, looking west.

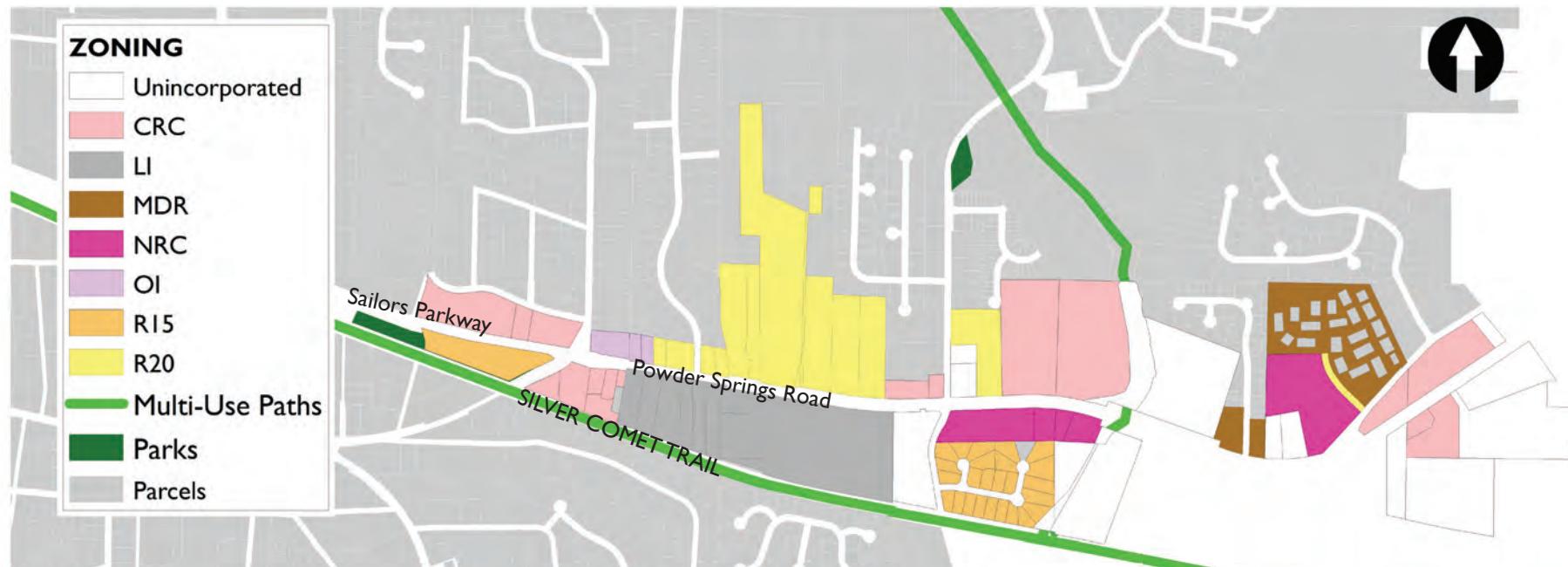
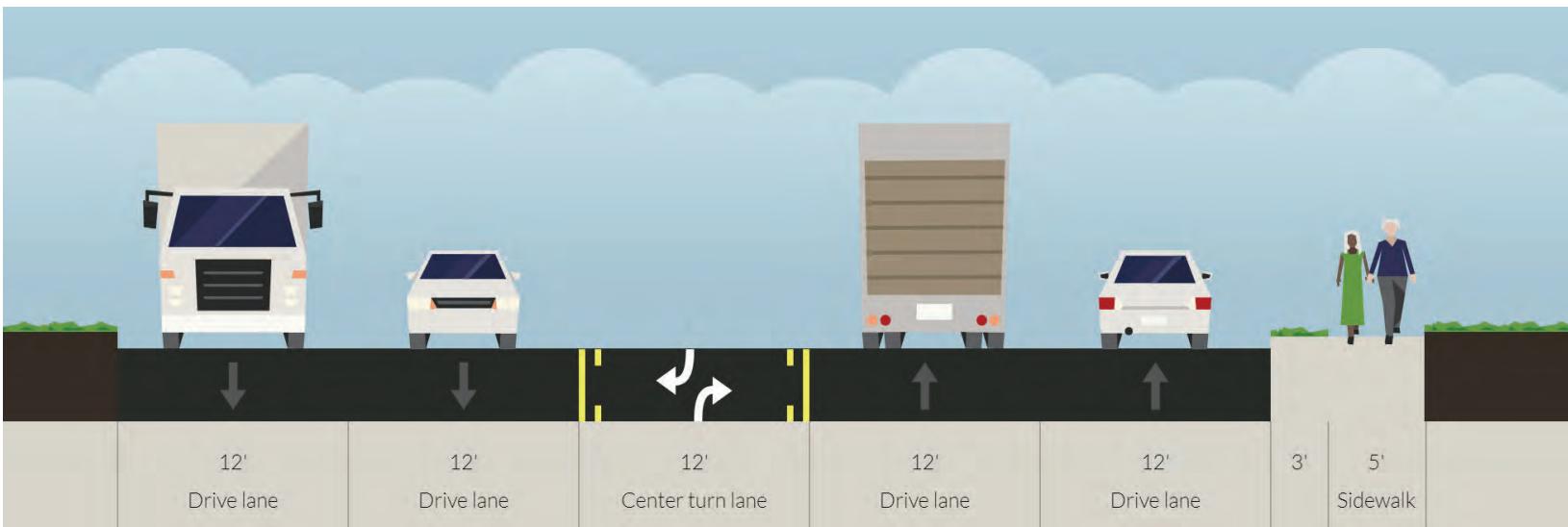


Figure: Current zoning for corridor. Land for which no zoning district is indicated falls outside the municipal boundaries.

PROPOSED IMPROVEMENTS

Consider:

- Converting the center lane to a landscaped median, maintaining left turn lanes only where necessary. This will beautify the corridor and create a sense of arrival into the heart of the community. It will also bring the corridor's design into alignment with Sailors Parkway, which already has landscaped medians.
- Adding more wayfinding signage to heighten the sense of arrival. Signage should precede key intersections to give drivers advanced notice.
- Keeping what's forested, forested-unless and until desirable development comes forward. In the case of development, adopt policies that prevent clearcutting.
- Widening existing sidewalks to be 10 feet wide to provide greater pedestrian safety and comfort and a higher quality connection between existing trails.
- Annexing parcels south of the intersection of Flint Hill Road and Pine Grove Drive, with the intention of zoning these properties for industrial development.
- Rezoning the commercially zoned parcels on the north side of the intersection with Pine Grove Drive to residential. This, combined with narrowing Pine Grove Drive as it meets the intersection, will help maintain the bucolic residential character of the parcels north of Powder Springs Road, even as development occurs on Flint Hill Road to the south.

Segment B: Sailors Parkway to Flint Hill Road



Figure: Rendering of corridor, looking west toward the intersection of Sailors Parkway and Flint Hill Road.

PROPOSED IMPROVEMENTS

Segment B: Sailors Parkway to Flint Hill Road



Figure: Section view of the corridor looking west, as proposed.



Figure: Proposed zoning changes for corridor.

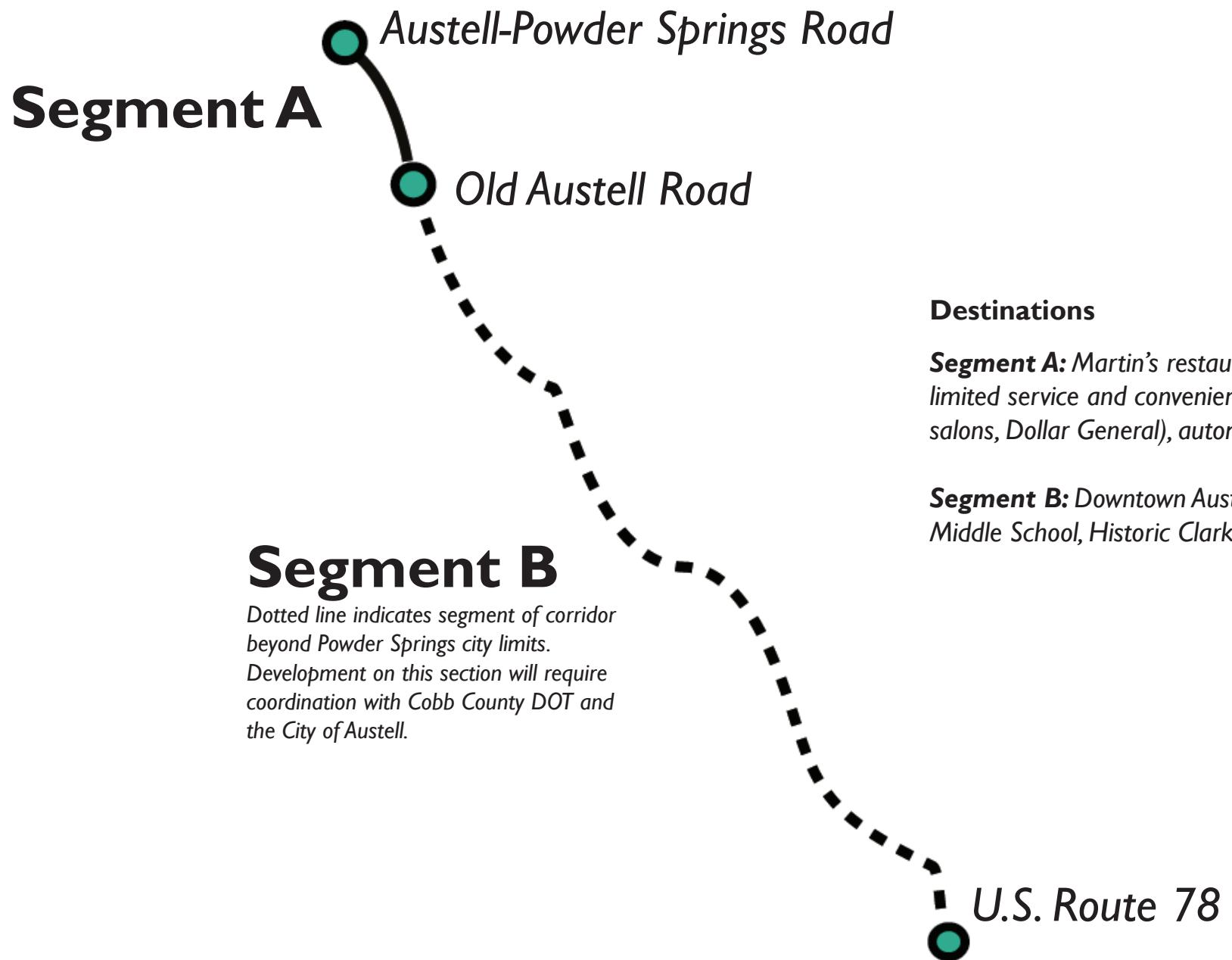
Corridor 2

Austell-Powder Springs Road



Corridor 2

Austell-Powder Springs Road



EXISTING CONDITIONS

Existing Characteristics

- Two-lane road that widens as it approaches the intersection with Marietta Street.
- Five foot sidewalk on west side of roadway is too narrow for three people to walk abreast.
- Sidewalk interrupted by a number of wide curb cuts.
- Speed limit 35 mph.
- Little buffer space between pedestrians and fast-moving vehicles.
- Few trees to provide shade on west side.
- Forested stretch on east side of roadway gives corridor a rural feel that is well aligned with the vision of the city as a trail-oriented small town.
- Attracts businesses looking for affordable commercial space or businesses that do not rely on foot traffic.

Challenges

- Where the corridor has more than two lanes (north of Louise Street), it is out of scale with the limited amount of traffic on the corridor—only 11,000 vehicles per day.
- Pedestrian access is serviceable but not pleasant or safe.
- Limited commercial redevelopment potential, given regional retail dynamics. There is a much stronger market for residential development in Powder Springs and along this corridor than there is for commercial.

Segment A: Powder Springs Road to Old Austell Road



Above: Looking north on corridor, just north of Sharon Drive.

EXISTING CONDITIONS

Segment A: Powder Springs Road to Old Austell Road



Figure: Section view of the corridor, looking north.

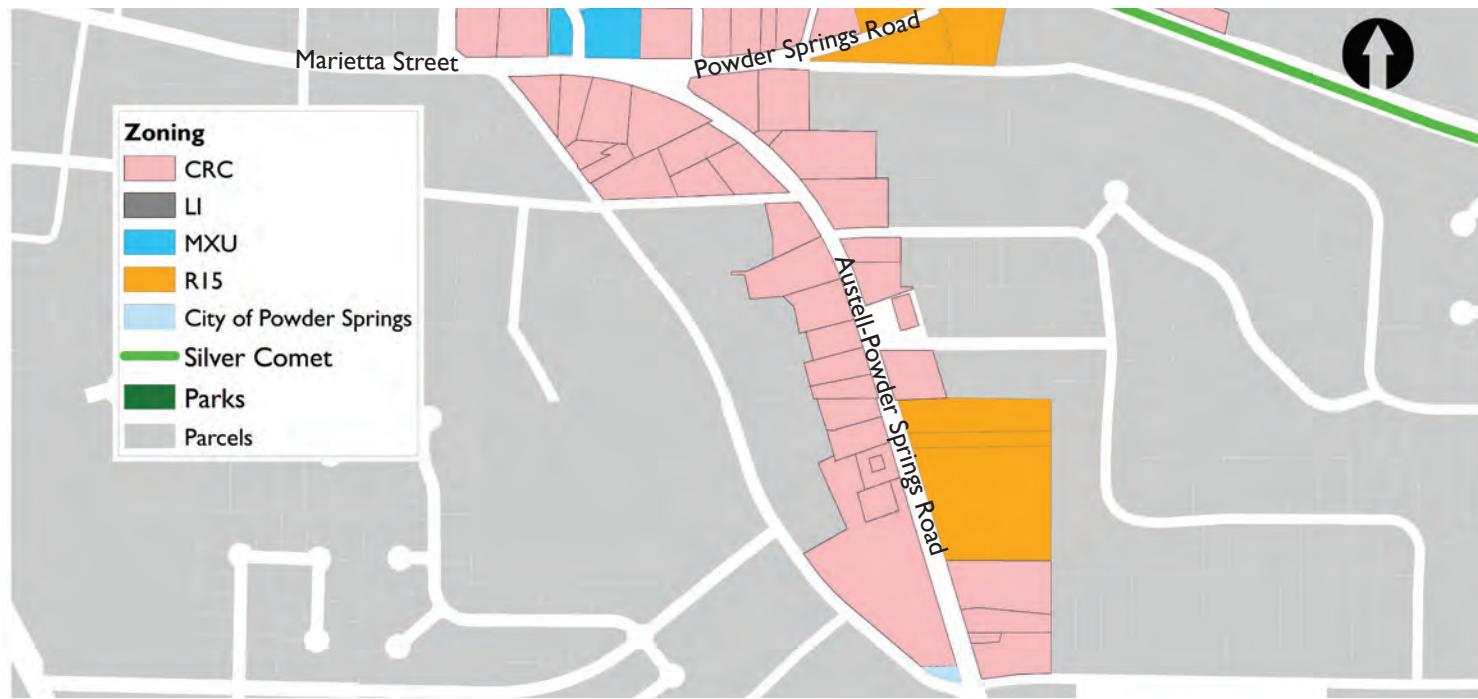


Figure: Current zoning for corridor.

Consider

- Focusing on improving the aesthetics of the corridor and providing a safer, more comfortable pedestrian experience by bringing the roadway back into scale with the limited amount of traffic it carries.
- Adding trees as the most impactful yet affordable and quickly achievable way to improve the corridor. Seek inducements to attract commercial properties on the west side of the roadway to plant trees in their parking lots and contribute funds toward planting street trees along the sidewalk area. At a cost of approximately \$500 per street tree, these improvements would require relatively nominal investment for the City and property owners.
- Narrowing the roadway to two lanes throughout this segment, even at the intersection with Marietta Street.
- Dropping speed limit from 35 to 30 mph from Atlanta Street to Powder Springs Road.
- Seeking modest easements (<10') along the west side of the corridor that, combined with slimming down the roadway near Powder Springs Road, creates space to build a wider sidewalk that can function as a multi-use trail for both pedestrians and cyclists. Long term, trail could connect Marietta Street to Austell.
- Keeping what's forested, forested – unless and until desirable development comes forward. Prevent any future development from clearcutting the property.
- Entertaining proposals to redevelop parcels along this corridor as residential uses, and consider rezoning current undeveloped and vacant parcels to residential, especially those with limited frontage.

PROPOSED IMPROVEMENTS

Segment A: Powder Springs Road to Old Austell Road



Figure: Rendering of corridor with proposed improvements, looking north near Sharon Drive.

PROPOSED IMPROVEMENTS

Segment A: Powder Springs Road to Old Austell Road



Figure: Section view of the corridor, looking north as proposed.

This section of multi-use trail is part of the proposed Austell-Powder Springs Trail (see pgs. 46-47 and Appendix 3). The existing Cobb County plan suggests siting the trail on the east side of the corridor for this segment, to avoid the driveways. We suggest placing the trail on the west side however, to provide better access to the businesses along this segment, improve the aesthetics of the corridor, and, by combining closely situated curb cuts, to ultimately decrease the number of driveways, improving interparcel connectivity and ensuring appropriate access.

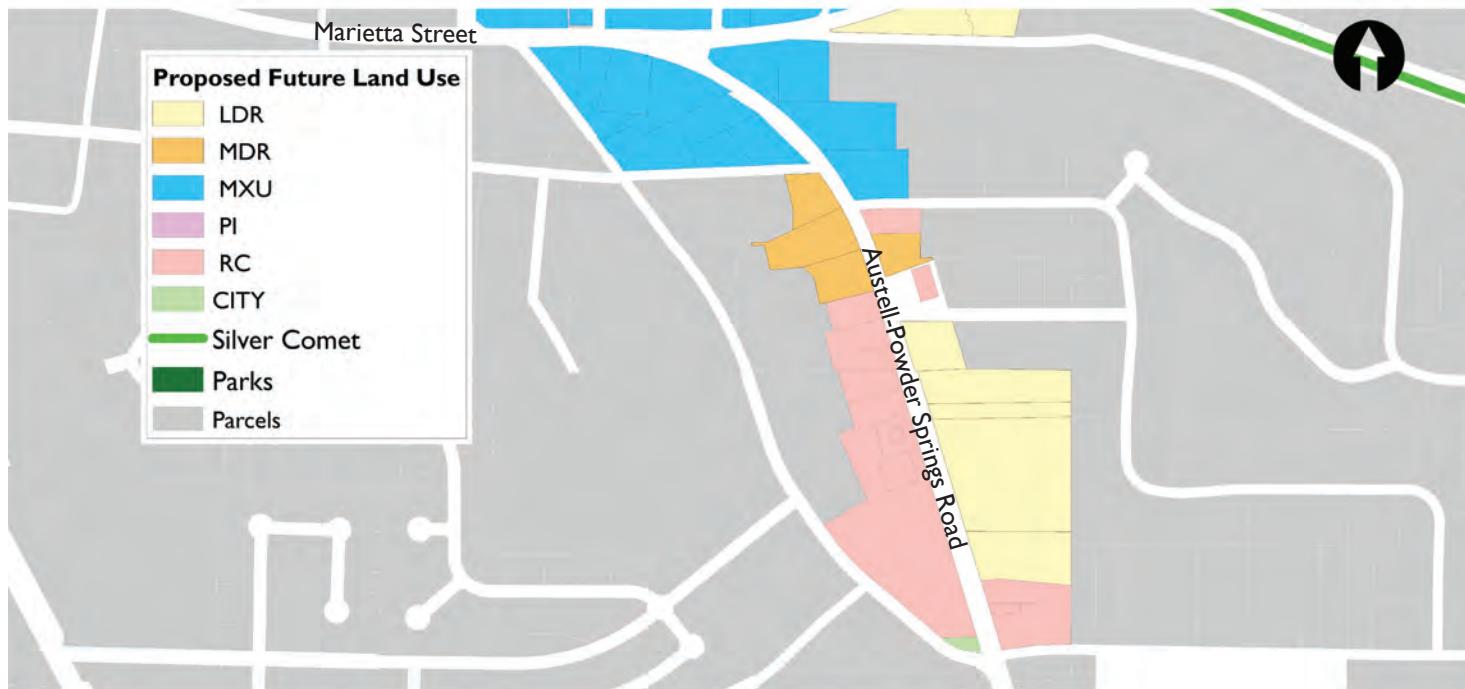


Figure: Proposed zoning changes for corridor.

EXISTING CONDITIONS

Segment B: Old Austell Road to U.S. Route 78

Existing Characteristics

- Typically two, eleven-foot travel lanes, one in each direction. Eleven-foot lane widths to accommodate large vehicles and high speeds.
- Speed limit 45 mph
- Largely forested, interspersed with residential lots.
- Limited sidewalk (exists in historic Clarkdale, some stretches in Austell, and around schools, but non-existent for majority of segment).

Challenges

- Interrupted and poor pedestrian and bicycle access.
- Road design enables drivers to exceed posted speed limit.



Above: Looking northwest near intersection with North Avenue. This 5-foot sidewalk (on the west side) exists for limited portions of the corridor segment. Due to its inconsistency and lack of broader connectivity, the sidewalk appears to be highly underused, despite connecting residential neighborhoods to parks and other amenities.

EXISTING CONDITIONS

Segment B: Old Austell Road to U.S. Route 78



Figure: Section view of existing corridor, looking north.



Above right: View southeast along corridor segment (sidewalk on west side) in the historic Clarkdale area of unincorporated Cobb County.

Right: View south along corridor at city limits of Austell, with Clarkdale Park on the left side of the road. Routing multiuse trail on right (west) side of the road would require placing a pedestrian hybrid signal at this location to allow safe crossing, also discouraging vehicular speeding.



PROPOSED IMPROVEMENTS

Consider

- Coordinating with Cobb DOT and the City of Austell to continue the proposed 12-foot, multi-use trail from Powder Springs south to downtown Austell. This would require only modest easements and likely no relocation of existing curbs.
- The Cobb County Greenways and Trails Master Plan (2018) lists the "Austell Powder Springs Road Trail" (P4) as a Priority Project (see below; Credit: Cobb County Greenways and Trails Master Plan (2018)).

Designation as a "priority" means there is support and momentum for these projects and that they should be prioritized in terms of funding for design and construction. They represent strategic priorities because they meet multiple stated plan goals, have support from partner agencies, and will confer significant benefits to the overall trail network and community in general.

POTENTIAL TO TRANSFORM

A trail on Austell Powder Springs Road could transform mobility and recreation for residents and visitors, linking two cities, parks, schools, businesses, and providing unprecedented access to the Silver Comet Trail and the Powder Springs Linear Park

Segment B: Old Austell Road to U.S. Route 78



Figure: Rendering of corridor with proposed improvements, looking north.

PROPOSED IMPROVEMENTS

Segment B: Old Austell Road to U.S. Route 78



Figure: Section view, looking north, with trail on west side of ROW.

Right: Plan showing Austell-Powder Springs Road trail as "Priority Trail" with connection to Silver Comet at Lindley Road.

Far right: Plan showing Austell-Powder Springs Trail within context of other Priority Trails in Cobb County.

Credit: Cobb County Greenways and Trails Master Plan (2018).

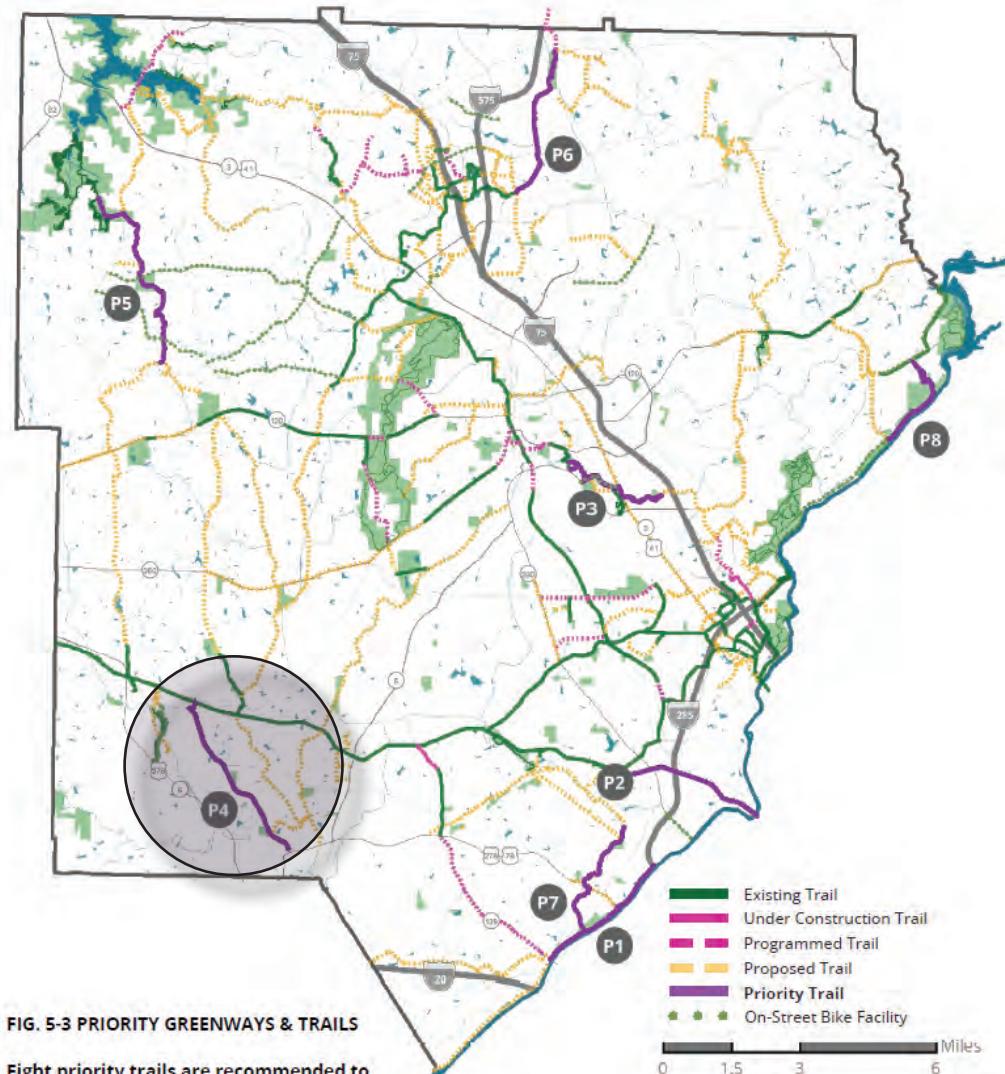
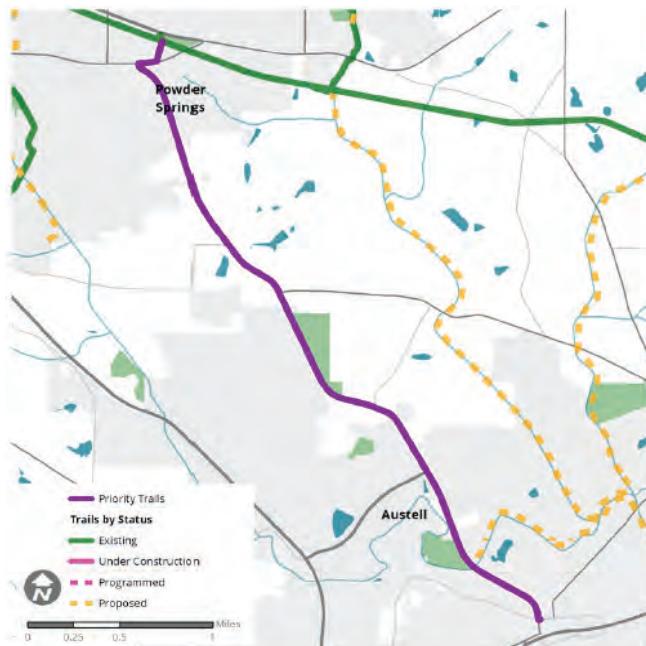
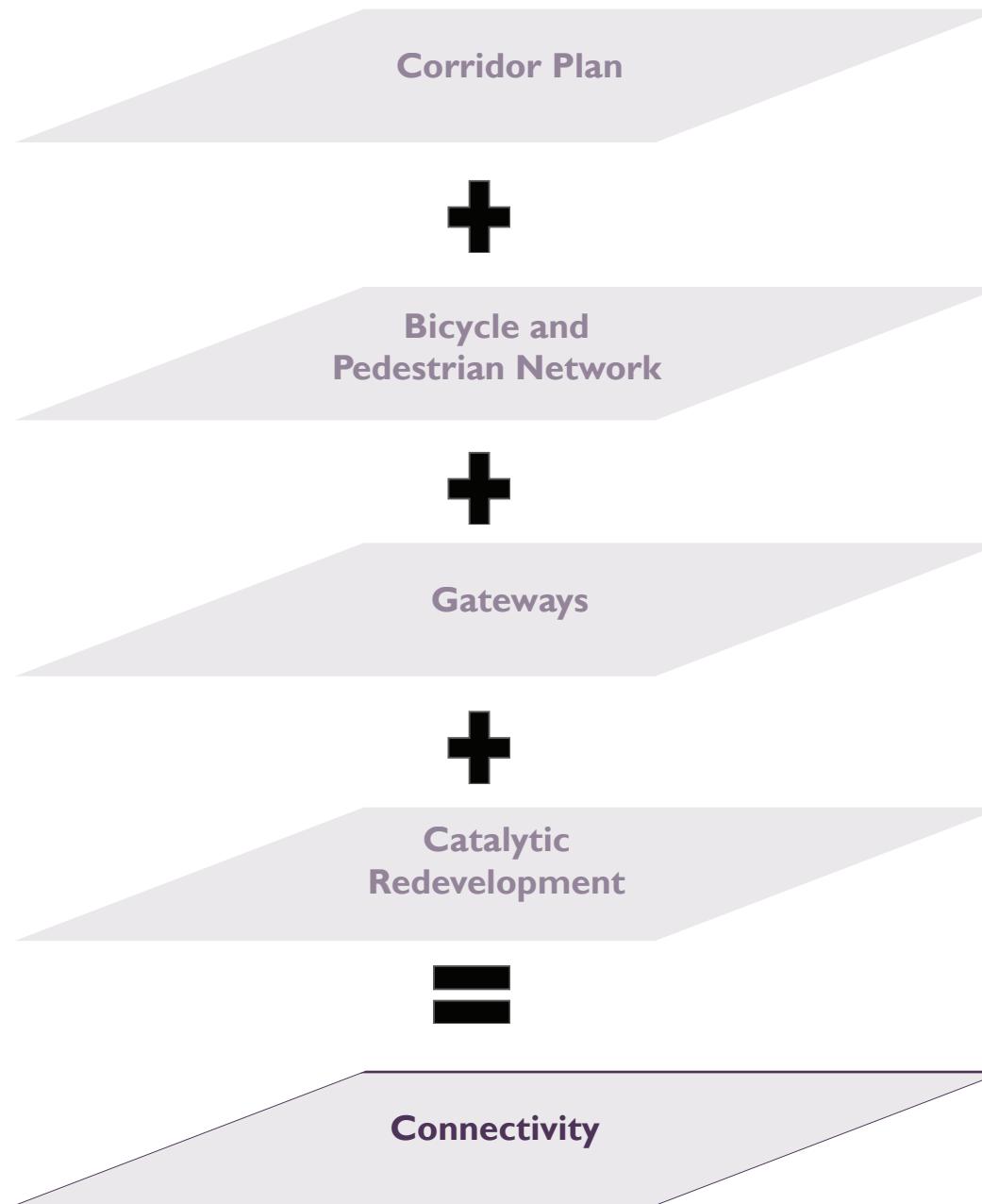


FIG. 5-3 PRIORITY GREENWAYS & TRAILS

Eight priority trails are recommended to increase connectivity and expand options for active transportation and recreation throughout the County.

CONNECTIVITY VISION

CONNECTIVITY APPROACH



A photograph of a paved path in a park. The path is lined with trees and shrubs. On the left side, there is a picnic table and a trash can. The path leads into the distance, where more trees and a building are visible. The overall atmosphere is peaceful and natural.

TRAIL ORIENTED COMMUNITY

TRAIL CONNECTIVITY

This page outlines the overall connectivity strategy emphasizing Powder Springs's amenities while promoting multiple options for access.

Connectivity Context

Powder Springs' proximity to the Silver Comet Trail places the city in a uniquely advantageous position in relation to surrounding cities. Trail-oriented development emphasizes the trail as the backbone and primary asset of the community, and implements a holistic approach to bike and pedestrian integration, enhancing city connectivity.

Silver Comet Proximity Map

This map shows relative distances between Cobb County cities downtowns and the Silver Comet Trail

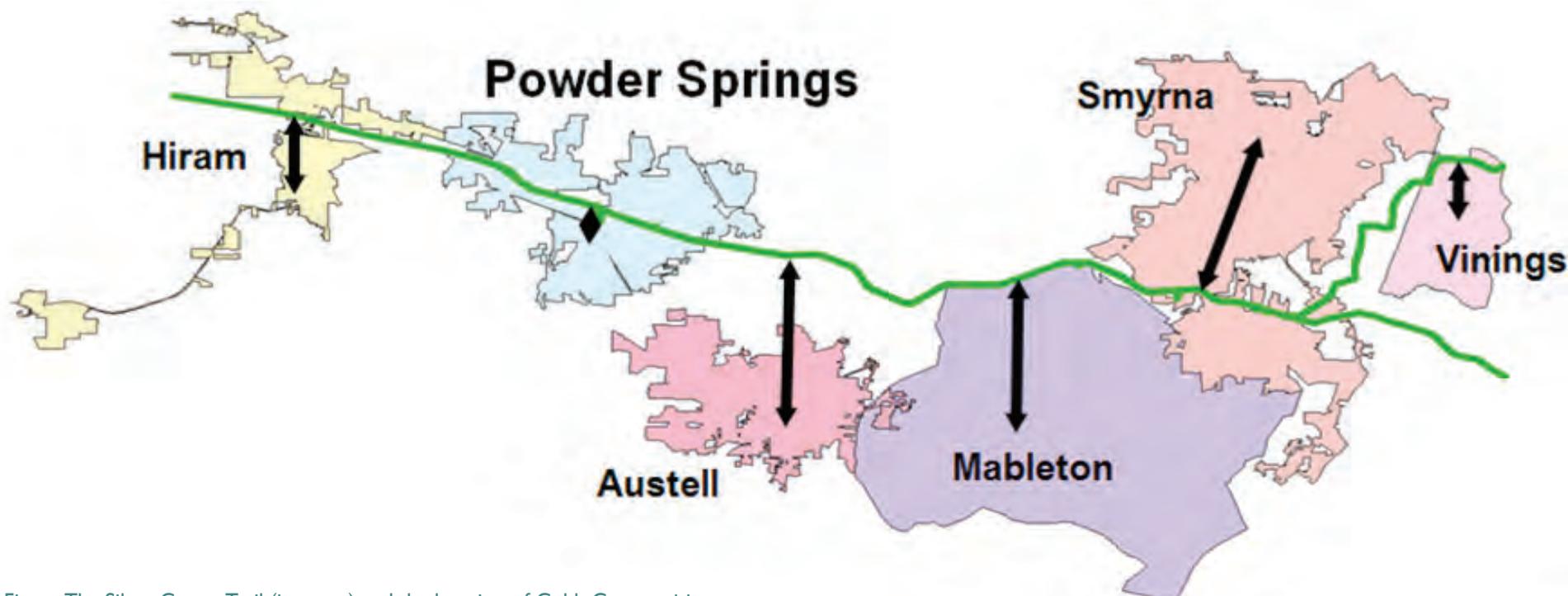


Figure: The Silver Comet Trail (in green) and the location of Cobb County cities.

Trail Connectivity Objectives

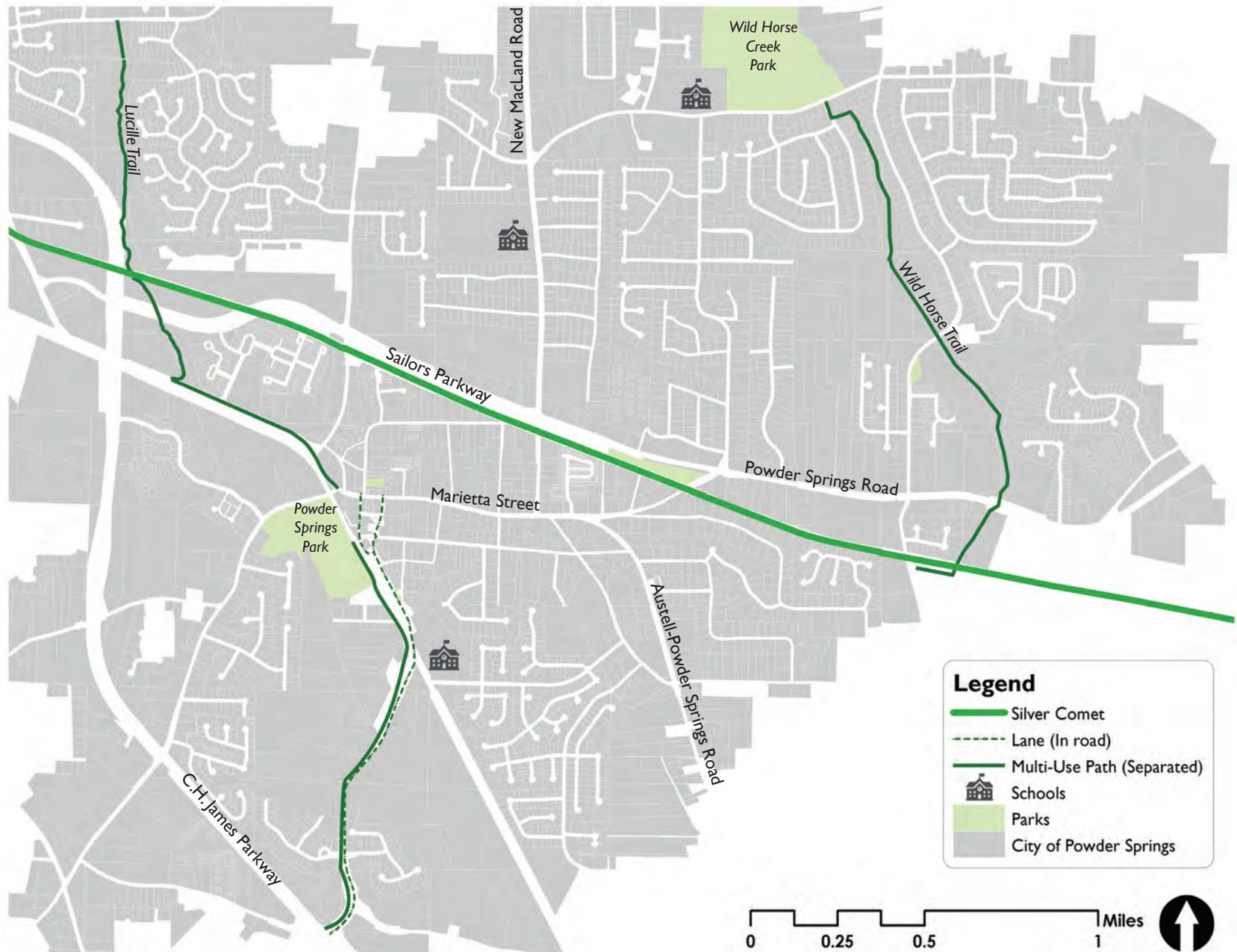
A comprehensive and effective bicycle and pedestrian network must meet the needs of the users. Powder Springs' trail-oriented development recommendations use the following guiding principles:

- Enhance connectivity between downtown and the Silver Comet Trail
- Create a bikeable and walkable environment downtown
- Implement direct connections from residential areas and schools to the existing trail network
- Provide intercity bike and pedestrian access

EXISTING CONNECTIVITY NETWORK

This page displays a map showing the existing trail and bicycle infrastructure of Powder Springs

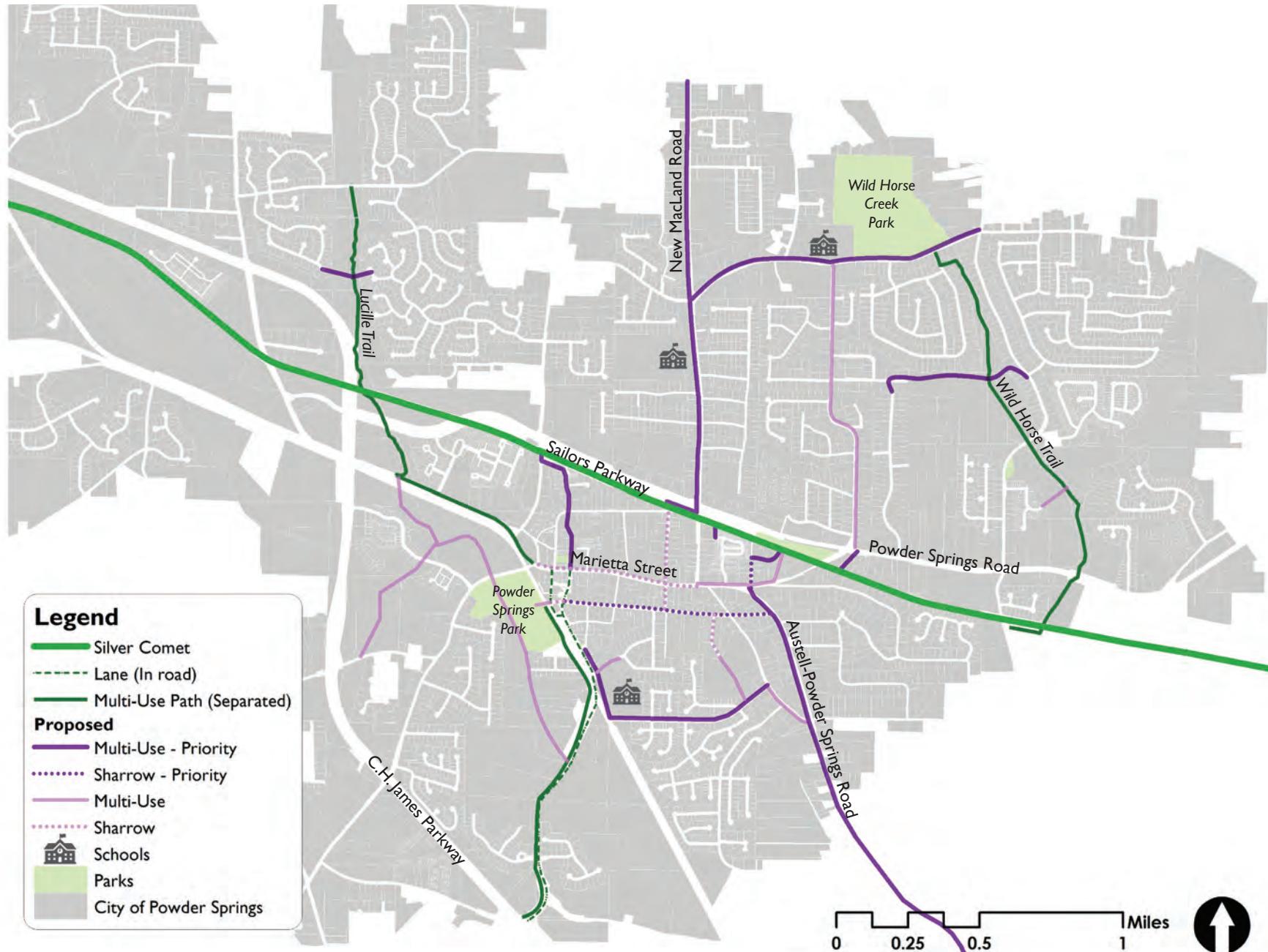
Existing Pedestrian and Bicycle Infrastructure Map



PROPOSED CONNECTIVITY NETWORK

This page displays a map indicating the Studio's proposed city-wide bicycle and pedestrian network

Proposed Pedestrian and Bicycle Infrastructure Map



ENHANCE CONNECTIVITY BETWEEN DOWNTOWN AND THE SILVER COMET

This page highlights the potential of enhancing Downtown and Silver Comet connectivity

Amenity Enhancement

The existing investments in Powder Springs' premier attractions, the Silver Comet Trail and historic downtown, should be leveraged to promote bike and pedestrian travel. Enhancing connections will increase active transportation entering downtown Powder Springs and transform the Silver Comet Trail from an isolated trail corridor meant for long and rigorous bike rides into a pleasant path with amenities and trail facing development that promote more of a family oriented environment.

Building on Existing Plans

This studio found the plans for the new town square park (below) to be highly appealing and sought ways to incorporate this new active space into the broader downtown district. Additional plans for a brewery development north of the park hold significant promise for transforming this area in the coming years and necessitating the further proposals presented here.



Credit: City of Powder Springs

Experience Downtown

Consolidating trail network gaps in downtown will activate its street life, cementing its identity as a place where people comfortably enjoy walking and biking. To achieve this, downtown should prioritize active and alternative transportation modes over vehicle travel. Powder Springs' historic downtown is near, but separated from the city's major restaurant area at the east end of Marietta Street.

The separation between these two zones sees community members driving to eat and driving home, bypassing downtown. Similarly, people with a destination downtown can drive directly there and back without interacting with other parts of town. Providing a walking and biking friendly environment between the two areas invites travel and cohesion between the two.

Connectivity Outlook

Existing Connections	Proposed Connections
Dillard Street	Siniard Street
Lindley Road	The Enclave - Townhome development
	Lynn Drive Powder Springs Road (parcel at southeast corner of Sailors/Powder Springs Road intersection, see pgs. 62-64)

Community Engagement Input

Additional amenities needed near the Silver Comet and its connections based on community engagement:

- Lights
- Benches
- Trash cans
- Turn off rest areas
- Wayfinding

CREATE A BIKEABLE AND WALKABLE ENVIRONMENT THROUGHOUT Downtown

This page details the potential improvements in the downtown environment

Bicycle Sharrows Experience

Although separated multi-use trails are generally preferred when creating new pedestrian and bike infrastructure, they are not always feasible or cost effective. A good example is Atlanta Street in Powder Springs. Significant pedestrian improvements have already been made along the street, including sidewalks and raised, well-marked crosswalks. Bicycle improvements, however, are lacking. The introduction of shared street markings, generally called "sharrows" would provide an important and visible piece of active transit infrastructure, at minimal cost. The 2016 LCI Plan Update proposed sharrows on Atlanta Ave. east of Dillard Street which have yet to be implemented.



Above: Oakland, California was one of the first US cities to introduce "super sharrows," in which bright paint covers a standard bike lane 5-foot width of shared travel lane. Although municipalities throughout Georgia have introduced sharrows in various forms, Powder Springs could be a leader throughout the state in implementing this type of bold bike infrastructure (Credit: City of Oakland, CA).

Potential sharrow corridors

	Atlanta Street	Marietta Street
Pros	Lower traffic volumes Quiet residential feel	Runs directly through historic downtown
Cons	Bypasses some of historic downtown	More heavily trafficked route



Figure: Rendering of proposed bicycle "super sharrows" on Atlanta Street.

CREATE A BIKEABLE AND WALKABLE ENVIRONMENT

This page details the potential improvements on Marietta Street through downtown

Overall, the city wants to emphasize Silver Comet Trail connectivity to its downtown as a way of fostering more vitality, visibility, and thus more stable and sustaining investment. On Marietta Street, the continuous striped left turn lane seems unnecessary, a misuse of the right-of-way, and an unattractive symbol (this assessment subject to center turn lane counts).

Marietta Street Existing Right of Way

Conditions

- Continuous center left turn lane
- No on-street parking
- 5' sidewalks, including 2' planted buffer
- Houses set back, shops up closer
- Speed limit: 25 mph



Marietta Street Proposed Right of Way

Alternative 1

- Use the center lane as a travel lane, enabling on-street parking on one side of the street
- No dedicated left turn lanes
- Provide bike sharrows in each travel lane



Alternative 1 signals that downtown is alive – parked cars suggest something must be open for business. **Alternative 2** improves the character and feeling of downtown from “cars only” to parkway. **Alternative 3** emphasizes and improves the quality of both bike and pedestrian experience and connectivity.

THROUGHOUT Downtown

Marietta Street Proposed Right of Way

Alternative 2

- Landscape the median except where left turns are necessary
- Provide bike sharrows in each travel lane



Alternative 3

- Use the center lane as a travel lane
- No dedicated left turn lanes
- Use available lane for separated bike path, with 5' lanes in each direction



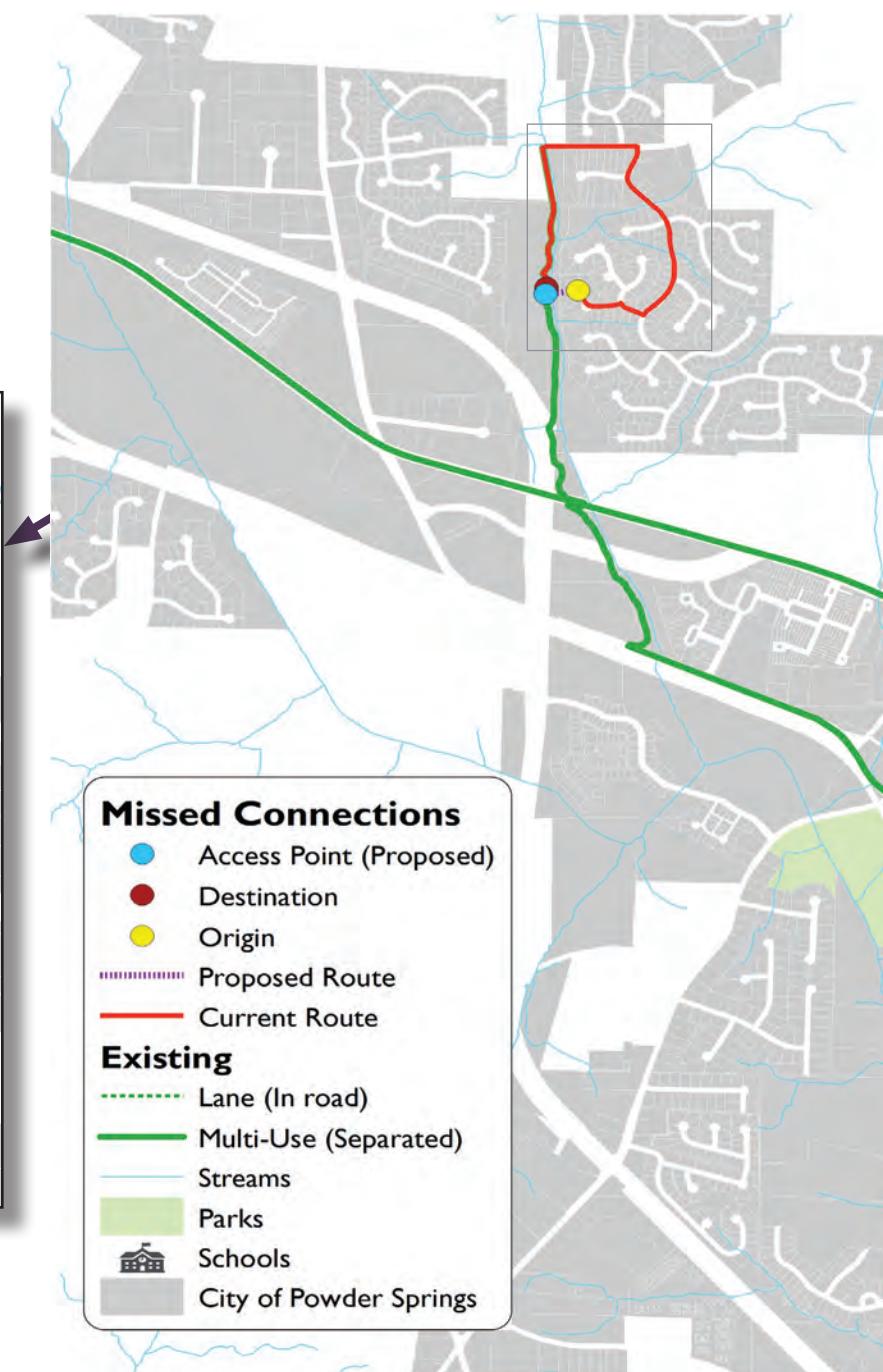
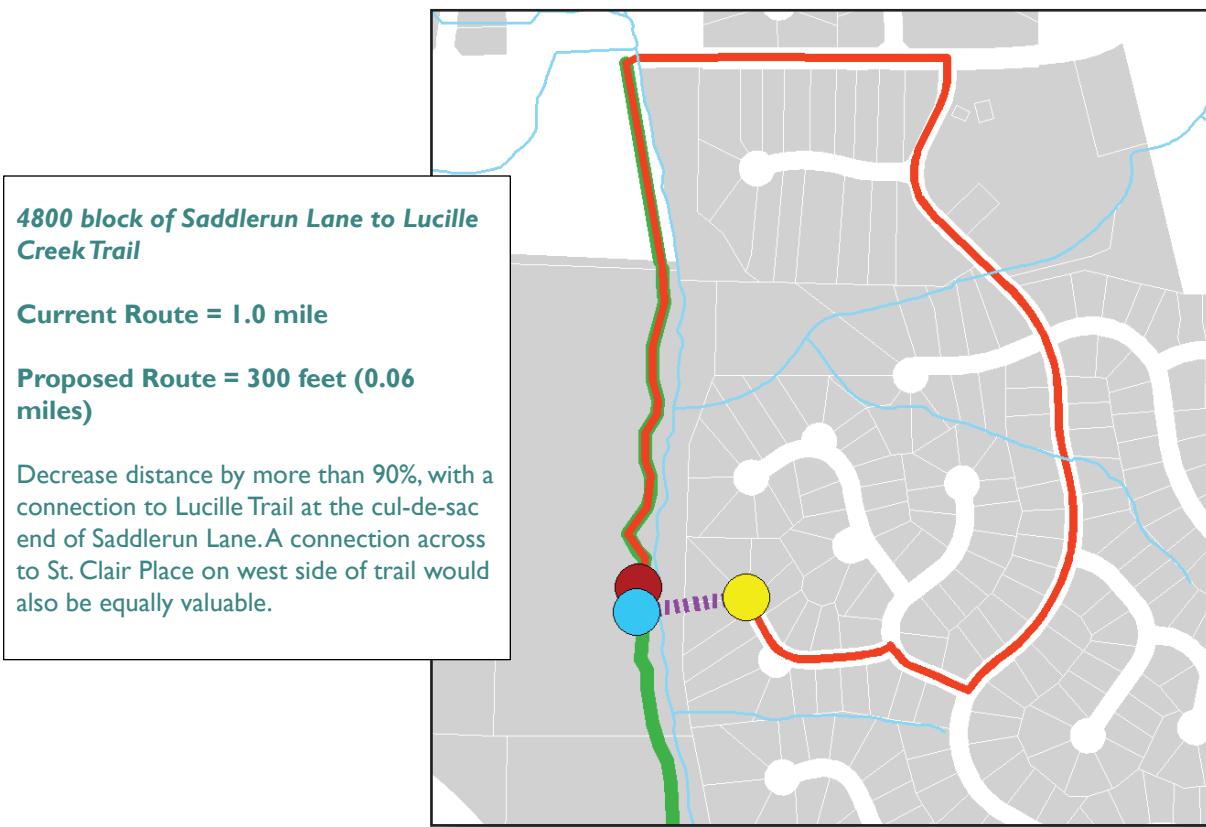
Note: All renderings are looking west down Marietta Street, in the vicinity of Walton Street.

IMPROVE SCHOOL & NEIGHBORHOOD CONNECTIONS

This page shows potential opportunities to provide easier access to schools and residential neighborhoods

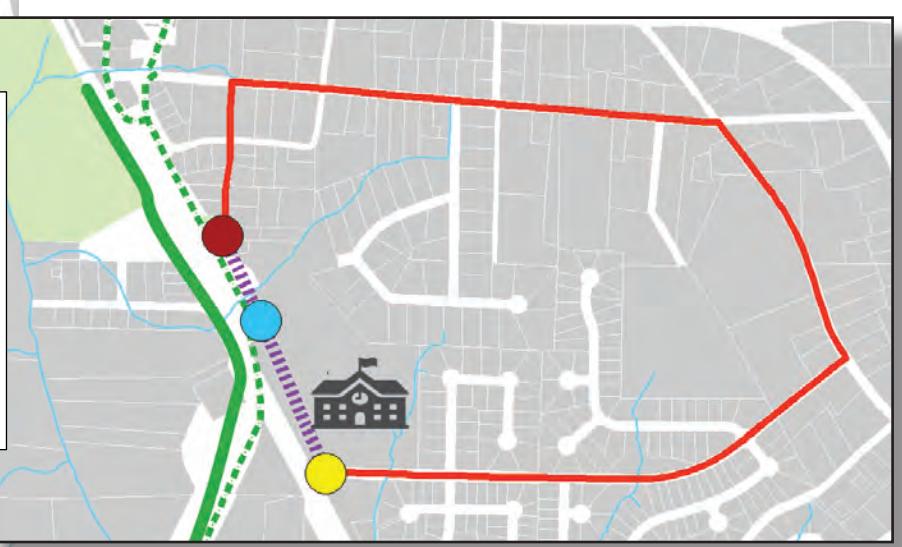
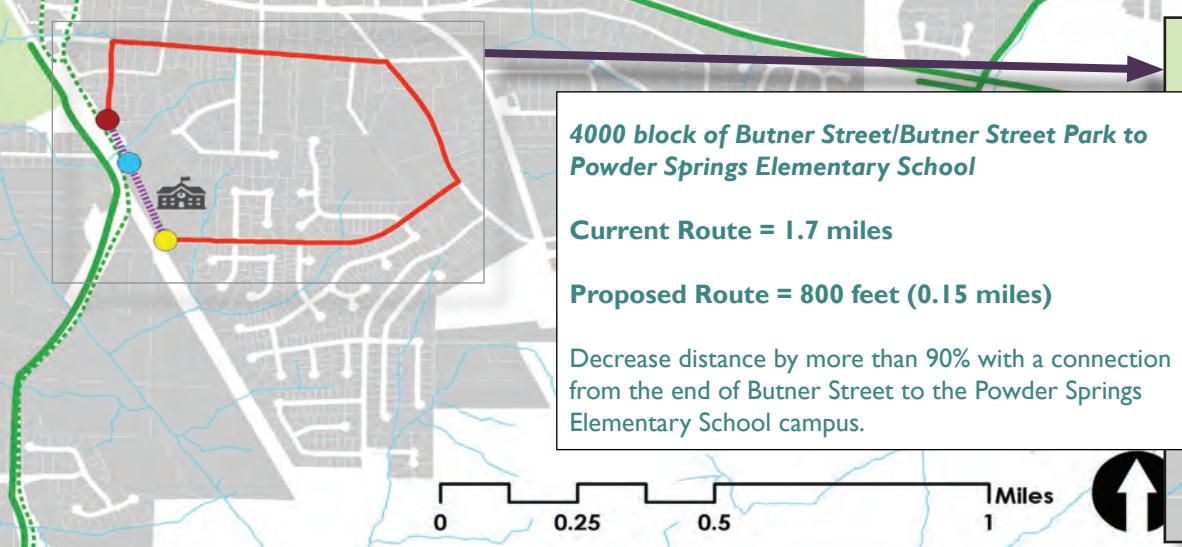
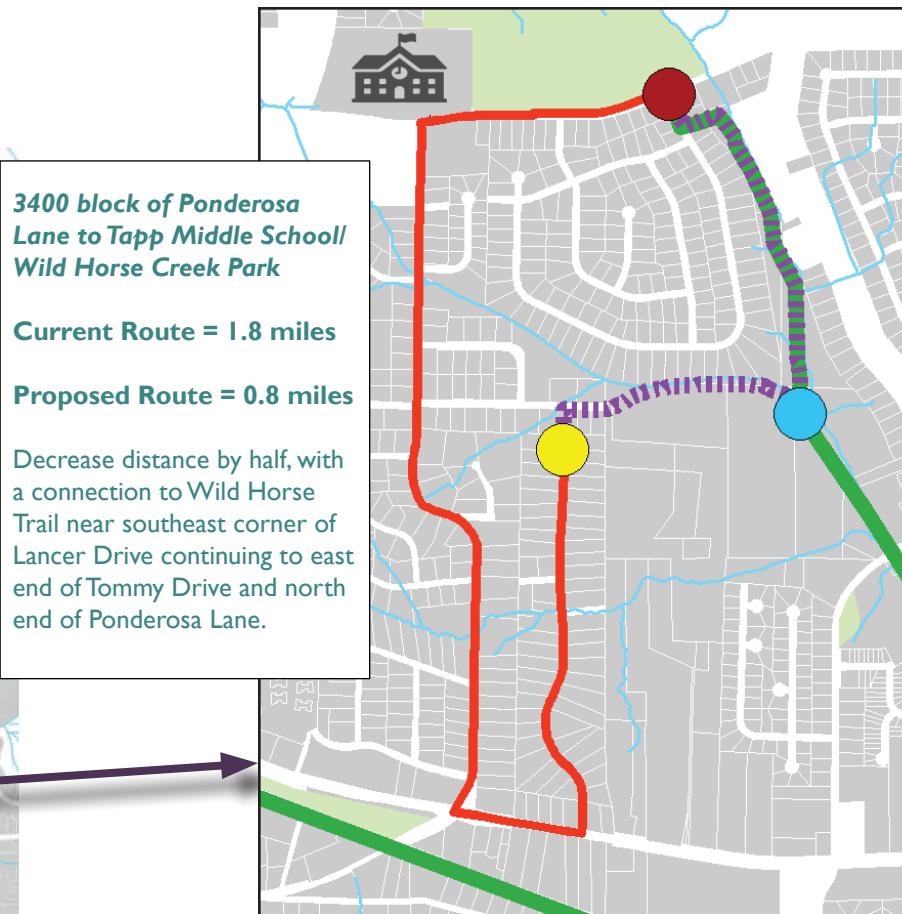
Inter-Parcel Connections

The disjointed, cul-de-sac heavy designs of neighborhoods in Powder Springs encourage car dependency. Simple interparcel connections to the existing trail network from isolated sections would create pleasant and active routes to various destinations throughout the city. In particular, focusing on connections to schools and parks is a critical first step, promoting healthy lifestyles in youth, and taking advantage of greater funding sources and partnerships (see Implementation section).



Residential to Destination Connection Map

The map shows proposed connections with the existing trail network and nearby schools



PROVIDE INTERCITY BIKE AND PEDESTRIAN ACCESS

This page highlights the potential of intercity connectivity and bicycle and pedestrian experiences

Intercity Connectivity

A holistic, network-level approach requires improving connections outside Powder Springs' city limits. Austell and Powder Springs are proximate, but currently lack intercity connectivity. As previously noted, a trail has been proposed to connect the cities as a joint project with Cobb County. Although the project is labeled as a priority, no engineered designs have been created, leaving flexibility within the specific design. This presents an opportunity for Powder Springs to drive pedestrian and bike traffic into its historic downtown and retail and restaurant areas while still connecting Austell to the Silver Comet Trail.

Multi-Use Trail Experience

The renderings below show the potential pedestrian and bicycle experience on proposed multi-use trails



Figure: Rendering of multi-use trail experience on Austell-Powder Springs Road in City of Powder Springs.



Figure: Rendering of multi-use trail experience on Austell-Powder Springs Road in unincorporated Cobb County.



CREATE GATEWAYS

GATEWAYS

This page outlines the studio's approach of intersection improvements and gate way creation

Intersection Improvements

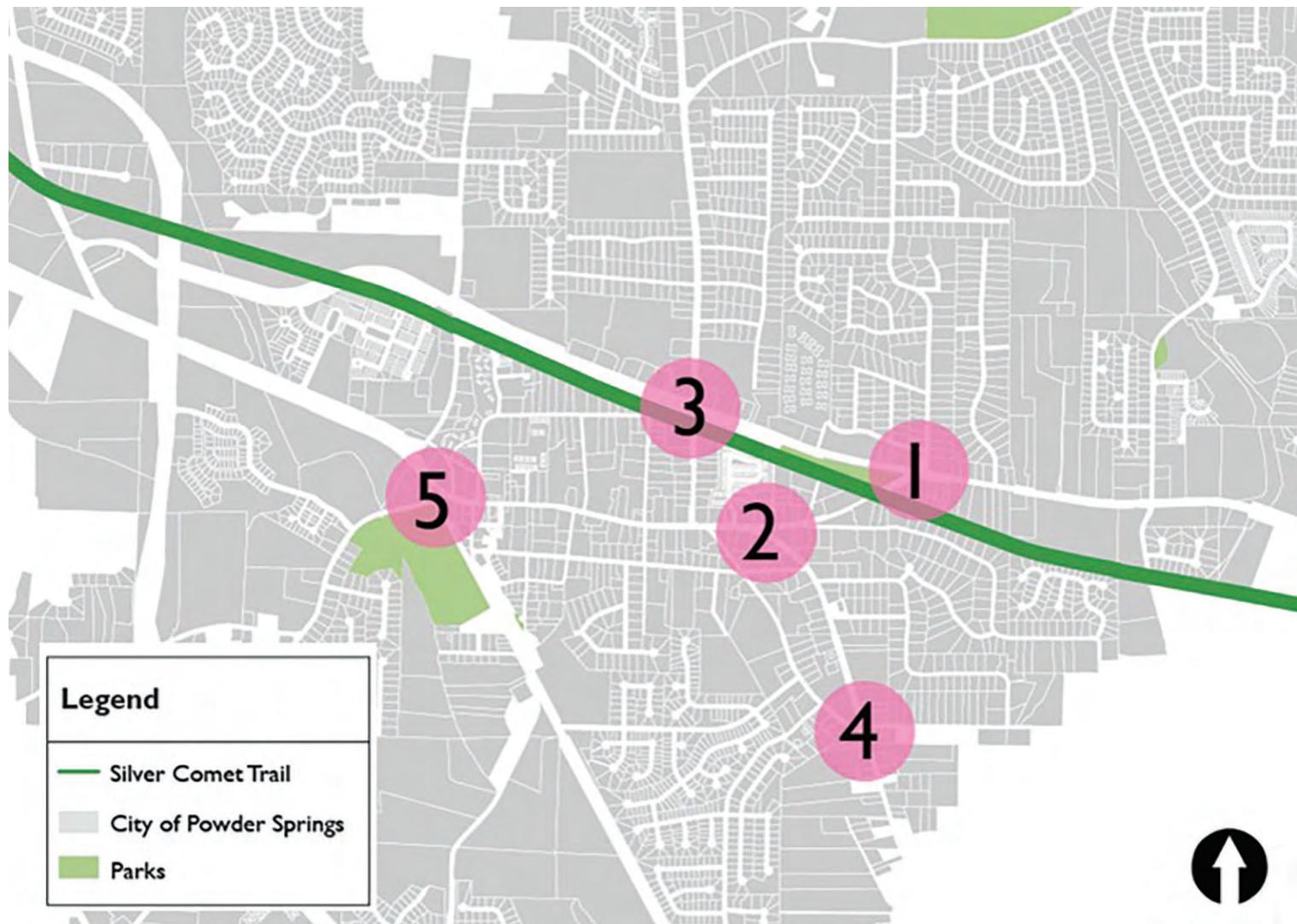
Identified as prominent intersections that encourage and allow people to access downtown Powder Springs, the five Gateways of particular focus here seek to enhance the travel capacity and sense of place for both vehicles and pedestrians to travel.

Goals

- improve pedestrian/bike experience
- Improve wayfinding
- Improve vehicular movement
- Define connection to historic downtown core
- Encourage (re)development

Gateway Map

This map provides additional context for intersection improvements



GATEWAY I

POWDER
SPRINGS
ROAD

AND

RICHARD
D. SAILORS
PARKWAY

EXISTING CONDITIONS

Existing conditions at Powder Springs Road and Richard D. Sailors Parkway



Significance of Intersection within Powder Springs' Network

Premier gateway to Powder Springs from Marietta, Smyrna and East-West connector commercial district

Proximity to the Silver Comet Trail and Linear Park, with a prime redevelopment site on the southeast side (see page 90)

Existing Characteristics

High traffic volumes E/W (~34,000 VPD) and traffic speeds in excess of posted speed limit 45 mph

Long and unpleasant pedestrian crossing experiences

No direct access to Silver Comet Trail

Two way left-turn on the westbound approach

~18' right turn slip lanes on Richard D Sailors Pkwy

Raised median only along eastbound approach

Challenges

Poor crossing experience worsens safety and discourages pedestrian trips to the Silver Comet Trail and redevelopment site

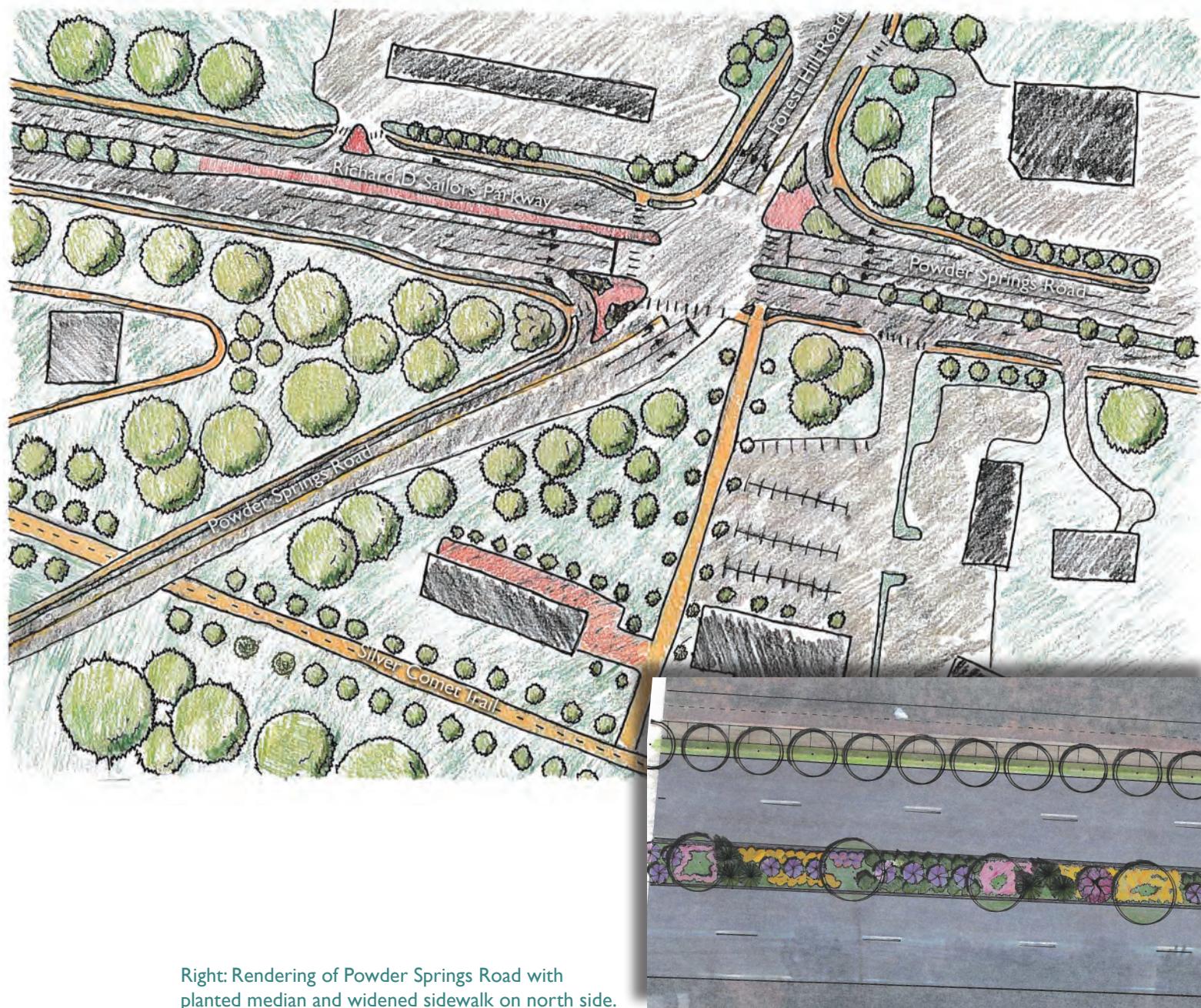
Wide slip lanes promote high turning speeds and prevents safe crossings

Isolation from the Silver Comet Trail and Linear Park

Limited wayfinding and aesthetics do not maximize the attractiveness of the gateway

RECOMMENDATIONS

Proposed conditions at Powder Springs Road and Richard D. Sailors Parkway



Objectives

Use roadway design elements to create a safe and attractive pedestrian crossing experience

Increase connectivity to Silver Comet and Linear Park

Draw visitors to historic downtown Powder Springs with improved signage placement

Preferred Alternative

Implement narrower right-turn slip lanes and raised crosswalks to larger pedestrian islands

Allow U-turn from left turn lane on Richard D Sailors Parkway on the east side of the intersection

Consider additional landscaping or bioswale on pedestrian islands to improve perceived safety

Add a crosswalk on the east side of the intersection and realign existing crosswalks to reduce pedestrian crossing distances

Construct a raised median on the east side approach that extends to the proposed crosswalk

Extend the west side raised median to intersect the crosswalk

Provide direct access to the Silver Comet Trail and Linear Park



Figure: Rendering overlaid on Google Maps aerial image.

GATEWAY 2

AUSTELL-
POWDER
SPRINGS
ROAD

AND

POWDER
SPRINGS
ROAD

EXISTING CONDITIONS

Existing conditions at Austell-Powder Springs and Powder Springs Road



Significance of Intersection within Powder Springs' Network

Pivotal node for corridor study area: connects Powder Springs Road to Austell-Powder Springs Road

Opportunity to promote and increase connectivity of corridor study area to city's prime assets: Silver Comet Trail, Historic Downtown

Collocation of thriving businesses surrounding intersection

Existing Characteristics

Misaligned intersection (Austell-Powder Springs Road and Siniard Street)

Signalized intersection

Excessive and underutilized parking spaces in nearby retail

Poor pedestrian environment

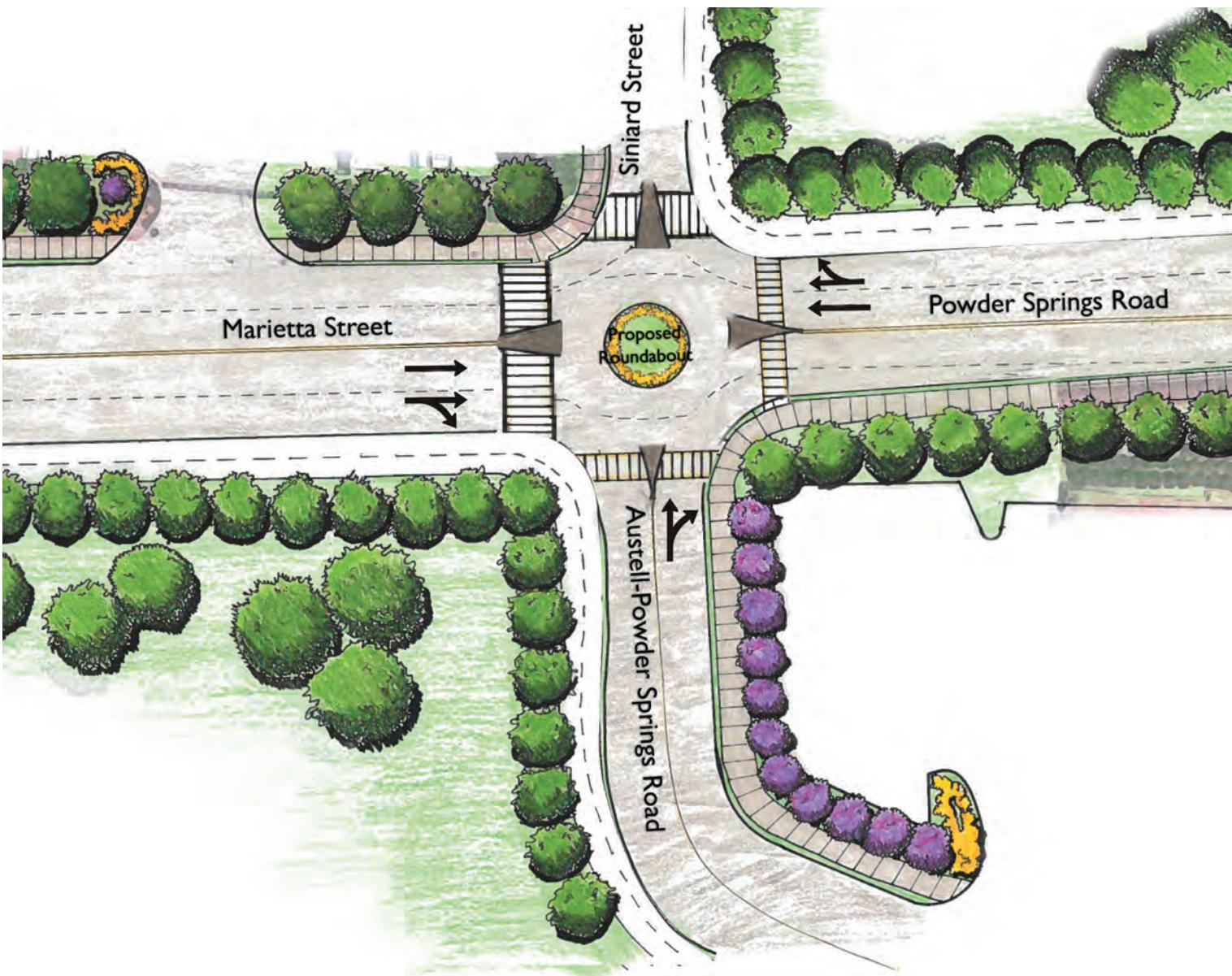
Challenges

Discontinuity of urban design from historic downtown

Existing retail constrains intersection

RECOMMENDATIONS

Proposed conditions at Austell-Powder Springs Road and Powder Springs Road



Objectives

Promote multimodal transit modes (pedestrian, bicycle, vehicular)

Promote connectivity to the Silver Comet Trail from Powder Springs, Lindley Road

Preferred Alternative

Intersection Realignment and Roundabout

Reposition Austell-Powder Springs Road to be directly aligned with Siniard Street

Construct a traffic roundabout to reduce vehicular conflicts and improve pedestrian safety with pedestrian crosswalks and islands

Extend and enhance the greenspace on the southwestern corner in front of BP gas station

Continue the two-lane Austell-Powder Springs corridor into the intersection

Repurpose a portion of the Dairy Queen's existing parking (approximately 10 spots) on the southeast side of the intersection

Shared-Use Bicycle Lanes

12-foot multi-use path on the west side of Austell-Powder Springs Road to promote alternative transportation to downtown and the Silver Comet Trail



Figure: Rendering overlaid on Google Maps aerial image.

GATEWAY 3

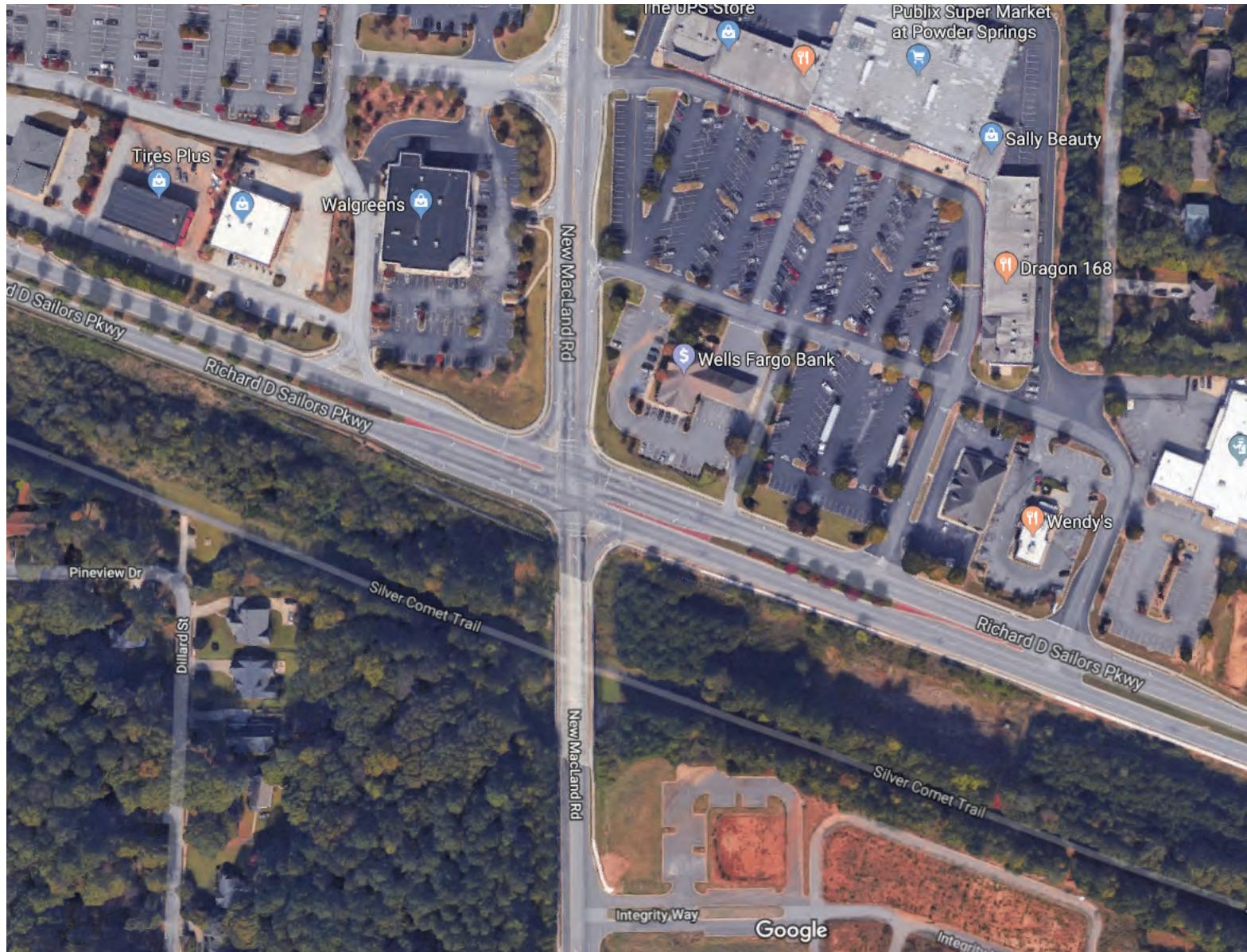
NEW
MACLAND
ROAD

AND

RICHARD
D. SAILORS
PARKWAY

EXISTING CONDITIONS

Existing conditions at New MacLand Road and Richard D. Sailors Parkway



Significance of Intersection within Powder Springs' Network

Pivotal intersection for north-south pedestrian connectivity to Silver Comet Trail

Feeds into Compton Elementary, Tapp Middle and McEachern High School

Potential through-point connecting major grocery store/retail area, Linear Park, and Silver Comet Trail

Some existing infrastructure (pedestrian signals, sidewalks, refuge islands)

Existing Characteristics

Long crossing lengths along north/south curbs

Wide curb radius

Speed limit 45 mph

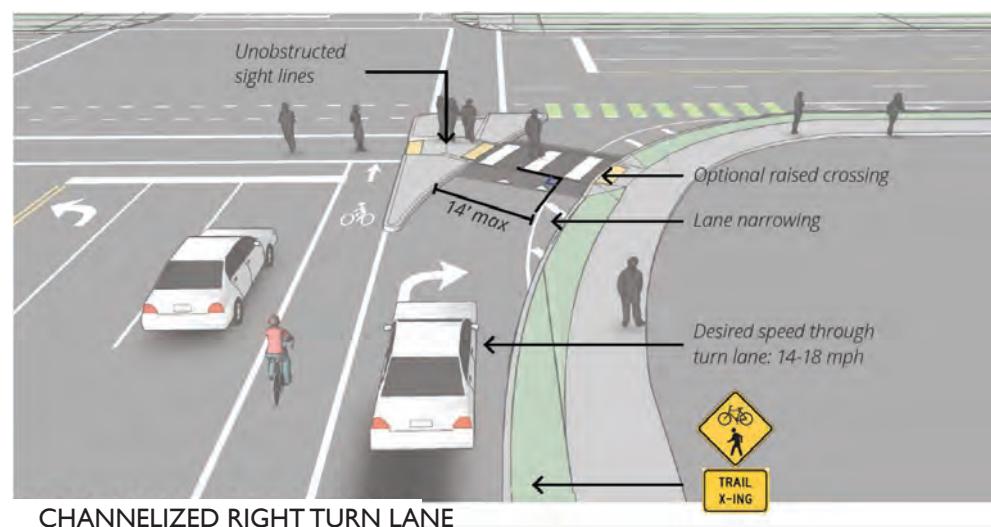
Challenges

Vehicular traffic frequently exceeds speed limit, > 60 mph

Vehicle-centric design discourages pedestrian activity

RECOMMENDATIONS

Proposed conditions at New MacLand Road and Richard D. Sailors Parkway



Left: Design guidance of channelized right turn lane, depicting narrowed lane and raised crossing, as proposed. (Credit: Cobb GTMP)

Objectives

Improve connectivity to Silver Comet Trail, particularly between Silver Comet Linear Park and Publix shopping center

Promote active commuting by Compton Elementary, Tapp Middle and McEachern High School students and faculty

Preferred Alternative

Reduce right turn lane widths from 20 feet to 14 feet to reduce vehicle turning speed and enlarge pedestrian refuge islands

Increase northwest island size from 443 ft² to 912 ft²

Increase southeast island size from 482 ft² to 843 ft²

Install raised crosswalks across right-turn slip lanes

Extend medians along Richard D. Sailors Parkway by adding a refuge island

Realign crosswalks across Richard D. Sailors Parkway

Reduce crossing distance from 93 feet to 78 feet from southwest corner of intersection

Reduce crossing distance from 90 feet to 77 feet from northeast corner of intersection

Install sidewalk across southwest corner of intersection, connecting existing infrastructure along New MacLand Road

Install ADA-compliant curb ramp on southwest corner of intersection



Figure: Rendering overlaid on Google Maps aerial image.

GATEWAY 4

AUSTELL-
POWDER
SPRINGS
ROAD

AND

OLD AUSTELL
ROAD/
SHARON
DRIVE

EXISTING CONDITIONS

Existing conditions at Austell-Powder Springs Road and Old Austell Road/Sharon Drive



Significance of Intersection within Powder Springs' Network

Connects to alternative route into Powder Springs

Opportunity to expand bicycle and pedestrian connectivity directly into downtown area

Links southern residents to Powder Springs Elementary and commercial zone

Existing Characteristics

Powder Springs welcome sign and plantings

Non-existent or ADA non-compliant pedestrian ramps

Crosswalk on only the south side

Poor access to Silver Comet trail

Fast southbound right turn speeds from Old Austell Road

Challenges

Poor pedestrian experience

Powder Springs entry sign and plantings appear isolated

RECOMMENDATIONS

Proposed conditions at Austell-Powder Springs Road and Old Austell Road/Sharon Drive



Objectives

Improve pedestrian crossing distance

Connect commercial corridor on Austell-Powder Springs Road, north of intersection

Use intersection design to complement priority multi-use trail

Preferred Alternative

Implement a pedestrian refuge island and narrow southbound right-turn lane to prioritize bicycle and pedestrian access to the northern commercial zone while reducing vehicular turning speeds

Extend multi-use priority trail along west side of Old Austell Road to Grady Grier Drive, and from there into downtown.

Use landscaping and design to improve the feeling of the intersection

Seize opportunity to collaborate with Cobb Co. and City of Austell to develop additional connectivity

Improve all ADA non-compliant pedestrian ramps

Left: Rendering of proposed improvements, looking west towards Old Austell Road from Austell-Powder Springs Road. Elements include a raised pedestrian island, new crosswalks, sculptural placemaking elements and multi-use trail on Old Austell Road.

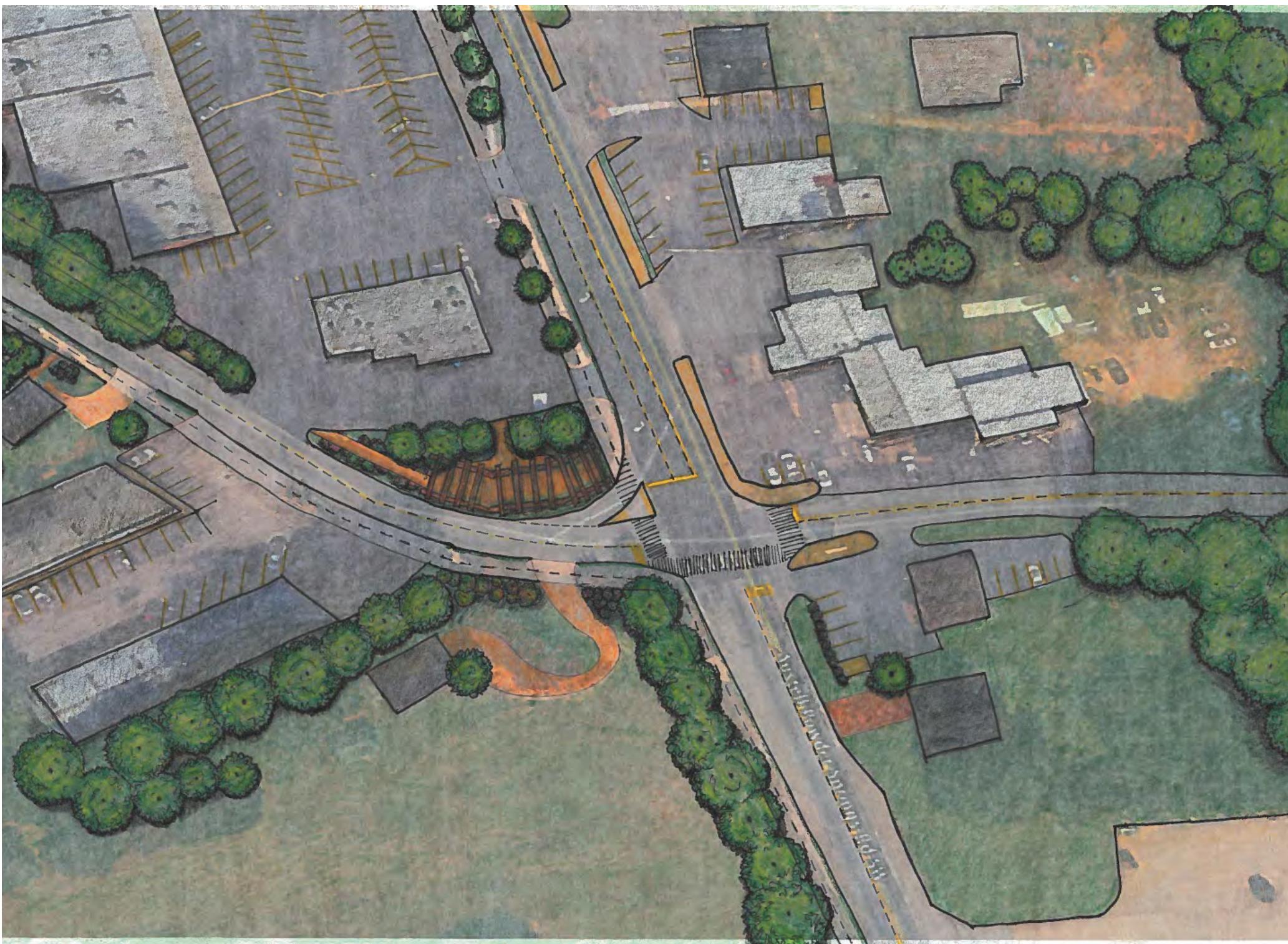


Figure: Rendering overlaid on Google Maps aerial image.

GATEWAY 5

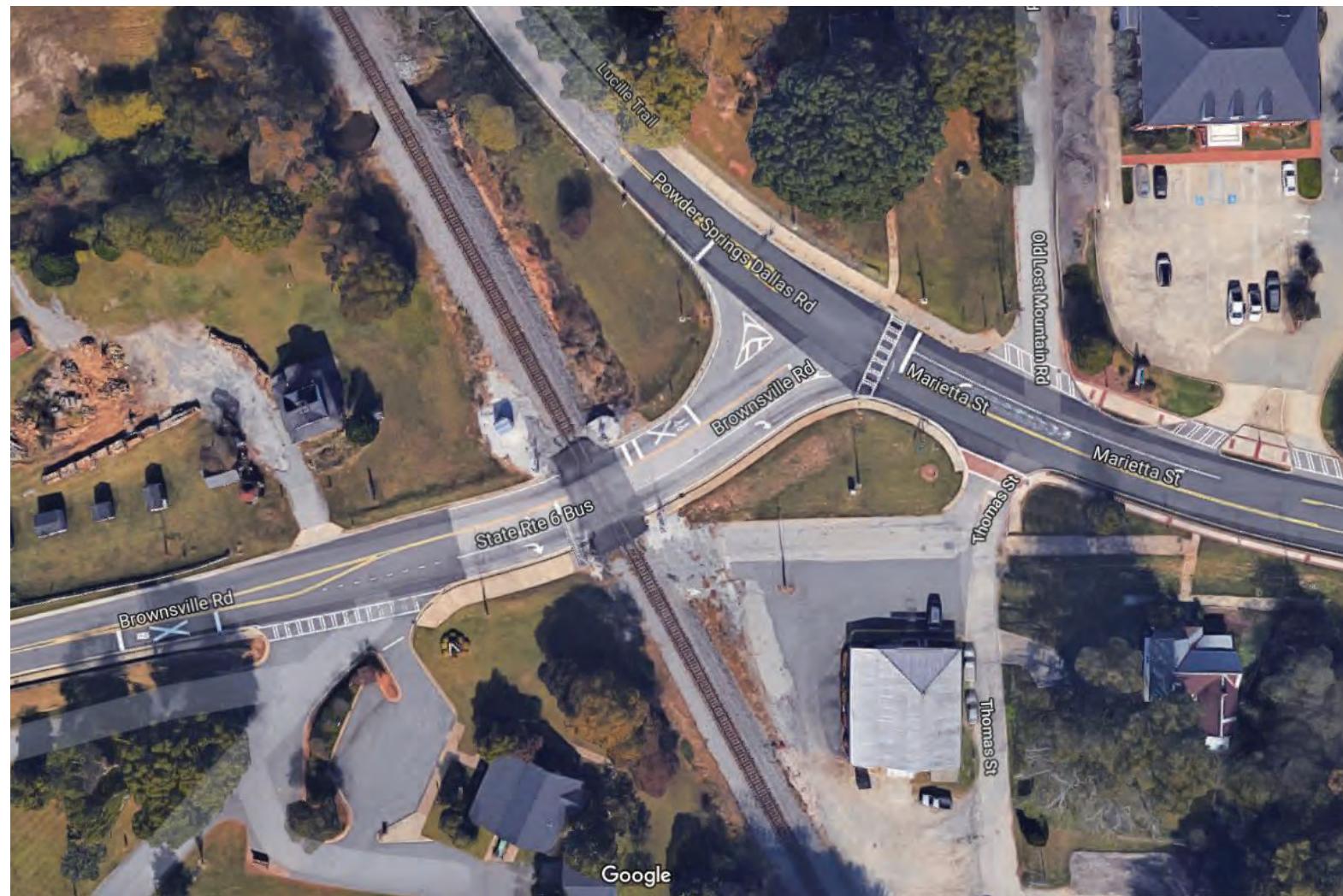
BROWNSVILLE
Road SW

AND

MARIETTA
STREET

EXISTING CONDITIONS

Existing conditions at Brownsville Road and Marietta Street



Significance of Intersection within Powder Springs' Network

Future land use opportunity for adjacent parcel, 3800 Brownsville Road

Immediate gateway to Downtown Powder Springs from the west

One of two connections to Powder Springs Park, 250-ft away

Existing Characteristics

Approximately 100-ft southwest of the intersection on Brownsville Road there is a single-track railroad crossing.

Pedestrian crossing is provided on the east end of the intersection, as well as across Thomas Street and Old Lost Mountain Road (south and north of Marietta Street)

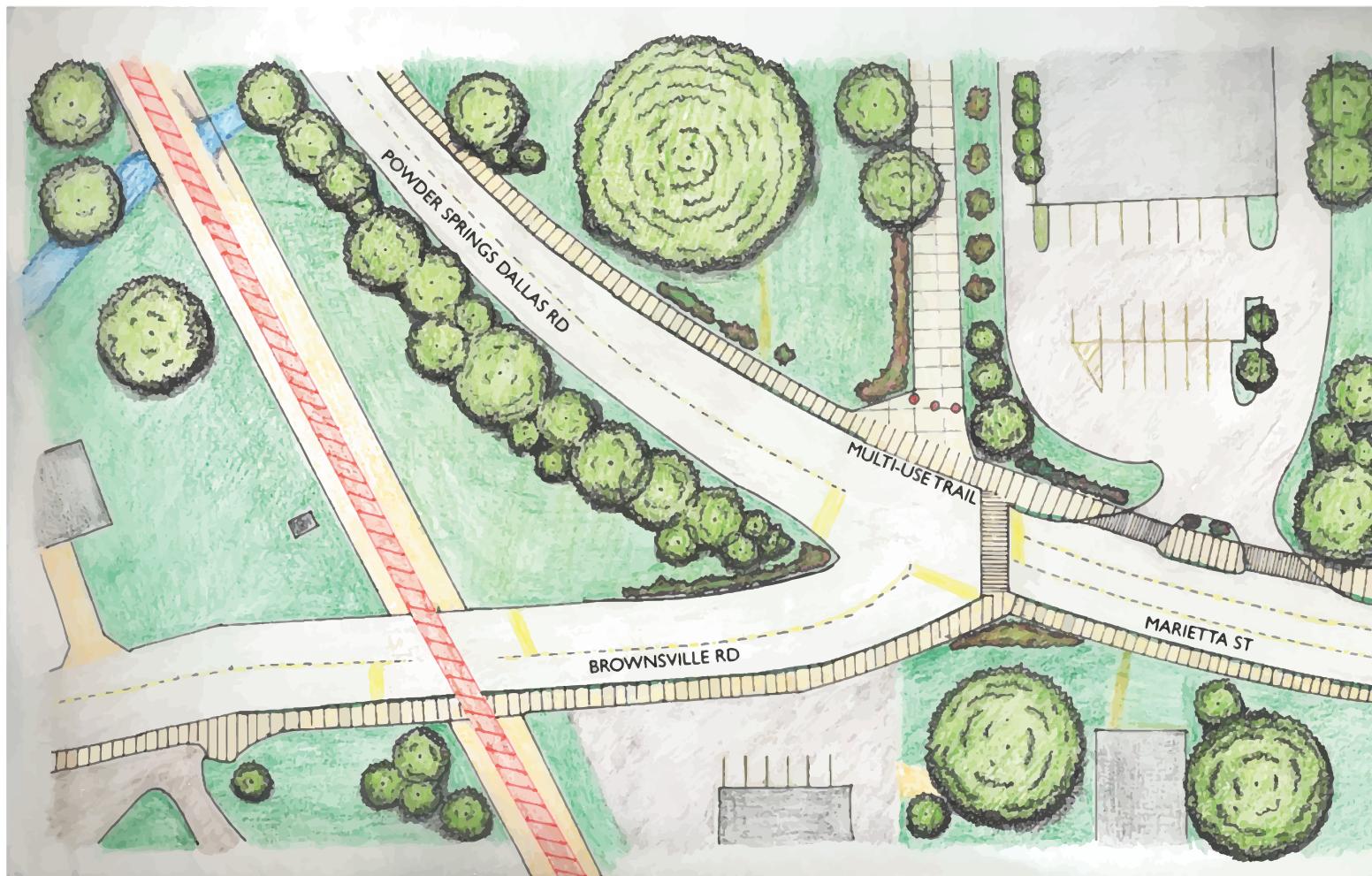
The intersection at Brownsville Road and Marietta Street experiences limited traffic flows and is prime for pedestrian crossing opportunities

Challenges

Railway crossing hazardous for disabled, children, and other populations between downtown Powder Springs and Powder Springs Park

RECOMMENDATIONS

Proposed conditions at Brownsville Road and Marietta Street



Objectives

Ease of access for families and visitors visiting Powder Springs will increase foot traffic across this area and may promote a greater use of these areas while also providing adequate safety measures

Enhanced pedestrian railway crossings

Harness surrounding land use opportunities

Preferred Alternative

Realign Brownsville Road with Old Lost Mountain Road

Widen and improve sidewalk on south side of Brownsville Road at railroad crossing and east to Marietta Street

Remove channelized right turn lane from Powder Springs Dallas Road and add street tree buffer along east side of railroad track

Convert Old Lost Mountain Road to multi-use trail with connection to new town square park



Figure: Rendering overlaid on Google Maps aerial image.



FOCUS DEVELOPMENT AT KEY SITES

KEY DEVELOPMENT SITES

This page displays the opportunity redevelopment parcels.

The bicycle and pedestrian improvements and gateway treatments unlock the development potential of sites located at the intersection of these improvements.

This chapter identifies key sites and assesses their existing conditions and likely redevelopment potential and character.

Redevelopment Opportunity Parcels



Figure: Redevelopment parcels and illustrative design concepts at each site

FIVE CHARACTER AREAS

This page explains the potential developments for the five character areas.



Downtown

- Small-scaled, intimate, and calm
- Rife with historic buildings and character
- Offering an authentic experience

Sailors Road Boxes

- Attractive landscaping
- Good signage, lighting
- Attractive outparcels
- Appealing to regionally oriented shoppers and travelers
- Potential for hotel development

Trail Oriented

- Attract diverse patronage of multi-use trail networks
- Create additional demand for business among more frequent trail patrons
- Incentivize tourism

Residential

- Promote controlled growth in Powder Springs
- Maintain small town character of city
- Promote increased density closer to downtown

Industrial

- Economic development opportunity for Powder Springs
- Promote live-work environment for city residents

DOWNTOWN

This page explains the potential downtown design concept.



Potential downtown design concept

	Surface Parking Near New Town Square	Hotel Ave
Parcel		
Summary of opportunity	Opportunity to redevelop surface parking adjacent to town square	Redevelopment opportunity for downtown commercial
Acreage	7.0443	1.138 acres
Appraised Value	n/a	Not available
Location	Parking lots at: 4435 Pineview Drive 4481 Pineview Drive 4483 Pineview Drive 4488 Pineview Drive 4484 Marietta Street	South of new town square, on Hotel Ave
Existing conditions	Surface parking	Demolished buildings
Strengths	Access to Silver Comet Nearby Restaurants	Access to Downtown
Challenges	Existing structure, nearby church	Existing Structures Visibility from main roads
Highest and best potential uses	Mixed-use	Restaurant/retail Hotel

SAILORS ROAD BOXES

This page explains the potential downtown design concept.



Potential Sailors Road Boxes design concept

Parcel	Home Depot Parcel
Summary of opportunity	Development with access to retail and Silver Comet
Acreage	7.69 acres
Appraised Value	\$275,000
Location	Richard D. Sailors PKWY, West of Home Depot
Existing conditions	No Existing Development
Strengths	Surrounded by Existing Development Greenfield Good size
Challenges	Less ability to leverage downtown and Silver Comet
Highest and best potential uses	Mixed-use Commercial Hotel

TRAIL ORIENTED

This page explains the trail oriented design concept.



Potential trail oriented development design concept

	Sailors Pkwy and Powder Springs Rd	Lindley Rd and Silver Comet	Marietta Street at Sinard Street
Parcel			
Summary of opportunity	Redevelopment with front door onto Silver Comet	Silver Comet-facing redevelopment opportunity	Opportunity for commercial activity to compliment predominance of restaurant retail, access to linear park, and "bix box" retail at New MacLand and RD Sailors Parkway
Acreage	2.3 acres	1.53 Acres	1.0124 Acres
Appraised Value	\$795,120	\$283,440	\$756,460
Location	3865 and 3875 Powder Springs Rd	4028 Lindley Rd	Powder Springs Road at Sinard Street
Existing conditions	Daycare and laundromat	Industrial warehouse, gravel lot	Commercial Small Tracts
Strengths	Silver Comet access High traffic counts	Access to Silver Comet Nearby Restaurants	Clustering of retail, proximity to linear park
Challenges	Topography	Existing structure, nearby church	Currently slated for townhome redevelopment. Need to consider current infrastructure capacity
Highest and best potential uses	Restaurant/retail Hotel	Mixed-use	Light Retail

RESIDENTIAL

This page explains the residential design concept.



Potential residential design concept

Parcel		
Summary of opportunity	Best supports residential land uses	
Acreage	15.5 Acres	
Appraised Value	\$786,920	
Location	4186 Austell Powder Springs Road 4196 Austell Powder Springs Road 4210 Austell Powder Springs Road 4294 Austell Powder Springs Road	4256 Austell Powder Springs Road 4260 Austell Powder Springs Road 4226 Austell Powder Springs Road 4272 Austell Powder Springs Road
Existing conditions	Unincorporated lands	
Strengths	Current zoning of site and surrounding area supports highest and best use	
Challenges	Multiple unincorporated parcels	
Highest and Best Use	Residential	



IMPLEMENTATION

ECONOMIC INCENTIVES

This page explains the enterprise redevelopment zone.

Enterprise Zones

A collaborative enterprise zone was created with the City of Austell and Cobb County and was approved on December 1, 2014 (Section 2-125 of City of Powder Springs code of Ordinances). The designated zone remains in place for 10 years from the authorization date, which leaves 6 years remaining from December 1, 2018. Benefits of enterprise zones include graduated county ad valorem tax abatement (excluding schools), occupation taxes, license fees and taxes (excludes local sales or use tax). Exemptions may begin at any point during which the enterprise zone designation is in effect.

Opportunity Zones

Currently, there are no state-issued Opportunity Zones designated for the area of interest. This incentive, which is administered by the Georgia Department of Community Affairs, provides credits to income tax liability (maximum \$3,500 per job created) and state payroll withholdings per job created within designated areas. Areas that are designated as enterprise zones are eligible to be designated as an opportunity zones.

Program Requirements

Intended to promote job creation and capital investment.

Companies creating new jobs or bringing significant investment to the area.

Emphasis placed on redevelopment, locating in abandoned buildings or assembling tracts of land for development.

Manufacturing, distribution, land development, and industrial building.

Program Requirements

New or existing businesses that create two (2) or more jobs

Available for any business (not sector specific)

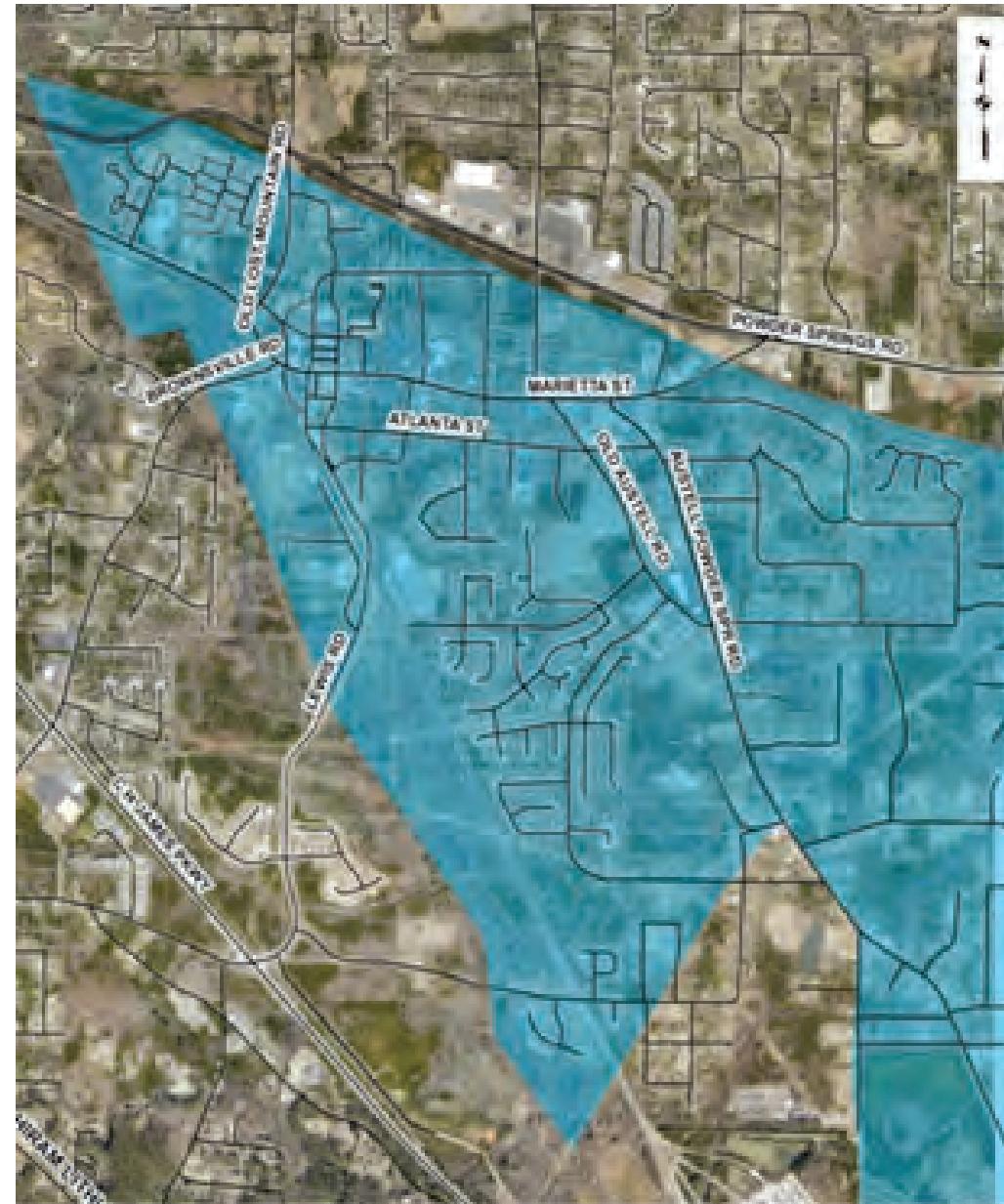


Figure: City of Powder Springs - City of Austell Enterprise Redevelopment Zone

COLLABORATION OPPORTUNITIES

This page illustrates the partnerships and the opportunities of them.

Partnerships	Opportunities and Uses
Cobb County DOT	Assistance with equity financing for construction of multi-use trail
City of Austell	Collaboration on economic development activities near the border of Powder Springs and Austell and multi-use trail construction from Austell to Powder Springs
Path Foundation	Assistance with equity financing for construction of multi-use trail
Georgia DOT	Assistance with implementation of planning, design, and construction of intersection upgrades
Georgia Power	Financing and installation of street lights for multi-use trail network and intersection upgrades
Georgia Conservancy	Assistance in acquiring properties located in floodplain near Brownsville Road for conservation purposes.

COLLABORATION OPPORTUNITIES

This page illustrates the partnerships and the opportunities for trail connectivity plan.

Partnerships	Description
Bicycle Friendly Communities	The Bicycle Friendly Community program provides a roadmap to improving conditions for bicycling and guidance to help make your community's vision for a better, bikeable community a reality. The infographic below provides a snapshot of key metrics from Bicycle Friendly Communities in 2003. Similar information is available on all recent report cards.
Adopt-A-Trail	The U.S. Forest Service manages the vast majority of our San Bernardino National Forest trails, but current federal budgets can't keep up with annual trail work needs. Without regular maintenance, trails fall into disrepair, making them unusable and potentially even harmful to the natural environment.
Safe Routes to School	Safe Routes to School (SRTS) is an approach that promotes walking and bicycling to school through infrastructure improvements, enforcement, tools, safety education, and incentives to encourage walking and bicycling to school. Nationally, 10%–14% of car trips during morning rush hour are for school travel. SRTS initiatives improve safety and levels of physical activity for students. SRTS programs can be implemented by a department of transportation, metropolitan planning organization, local government, school district, or even a school.

BICYCLE AND PEDESTRIAN NETWORK

This page shows the estimate cost for bicycle and pedestrian network.

General Costs and Suggested Elements

Category	Treatment	Unit Costs				Cost Estimate Magnitude	
		Units	Low	High	Source		
Multi-use Trail Network	Primary Trail	Clearing and Grubbing	Miles	\$5,699	\$6,554	NRPC - Indiana	High
		Grading	Miles	\$4,995	\$5,745	NRPC - Indiana	High
		Asphalt	Miles	\$90,497	\$104,072	NRPC - Indiana	High
		Granular Subbase	Miles	\$41,647	\$47,894	NRPC - Indiana	High
		Seed/Mulch	Miles	\$1,341	\$1,542	NRPC - Indiana	Low
Multi-use Trail Network	Auxiliary Components	Paint	Linear Feet	\$1	\$1	RS Means	Low
		Trees	Each	\$480	\$649	RS means	Medium
		Signage	Each	\$250	\$357	FHWA Study	Medium
		Lighting	Each	\$3,637	\$5,801	FHWA Study	High
Sharrows	Paint	Linear Feet	\$1	\$1	RS Means	Low	

Project Estimates

Multi-use Trail on Austell-Powder Springs Road from city limit to Marietta Road

Overall, our estimate is that it would come within the range of

\$400,000 and \$600,000, derived as follows:

- o The distance of this stretch is about a half mile, maintaining the present curb line except where taking into account that for some of that stretch we would recommend reducing the number of curb cuts and removing a couple of right turn lanes, the resulting minimum trail width would be 10 feet plus a 5 foot curbside offset for an approximate square footage of 35,000 sq ft.
- o Using numbers that seem consistent with trail construction costs at about \$15 per square foot, including design, demolition, excavation, curb, ground cover, and trees would reach the totals range indicated above.

- o Caveats here assume that the necessary trail width would encroach on private property, generally not more than about five feet; our assumption is that this encroachment could be handled through no cost easements, allowing you to spend public money for the enhancement to the owners' property value.

INTERSECTION UPGRADES

This page shows the estimate cost for intersection upgrades.

General Costs and Suggested Elements

Category	Treatment	Unit Costs				Cost Estimate Magnitude
		Units	Low	High	Source	
Powder Springs Road and Flint Hill Road	Pavement	Miles	\$90,497	\$104,072	NRPC - Indiana	Medium
	Landscaping	Square Feet	\$10	\$14	RS means	Medium
	Trees	Each	\$480	\$649	RS means	Medium
Powder Springs Road and Richard D. Sailors Parkway	Pavement	Miles	\$90,497	\$104,072	NRPC - Indiana	Low
	Crosswalks	Each	\$3,637	\$5,801	FHWA Study	Medium
	Landscaping	Square Feet	\$10	\$14	RS means	Low
	Demolition	Square Feet	\$5	\$7	RS means	Low
	Curb Ramps	Each	\$748	\$963	FHWA Study	Medium
	Raised Median	Each	\$60,076	\$80,871	FHWA Study	High
	Medians	Each	\$480	\$649	RS means	Low
Powder Springs Road and Austell Powder Springs Road	Pavement	Miles	\$90,497	\$104,072	NRPC - Indiana	High
	Demolition	Square Feet	\$5	\$7	RS means	High
	Crosswalks	Each	\$3,637	\$5,801	FHWA Study	Low
	Landscaping	Square Feet	\$10	\$14	RS means	High
	Trees	Each	\$480	\$649	RS means	Medium
	Lighting	Each	\$3,637	\$5,801	FHWA Study	High
	Roundabout	Each	\$300,000	\$621,778	Mixed	High

Project Estimates

Powder Springs Road Median

From the vicinity of the new Flint Hill intersection to the split at Richard D. Sailors Parkway:

- o Overall, we estimate that it would come within the range of **\$900,000 - \$1,200,000**, derived as follows:
- o The distance of this stretch is about a mile, where taking into account that some of that stretch would require dedicated left turn lanes with some queueing capacity, the length of the stretches for the median treatment would be about 4000 linear feet, with a cross section of about 8 feet for an approximate square footage of 32,000 sq ft.
- o Using numbers that seem consistent with other median treatment in Cobb County for a square footage cost of about \$25 - \$35, including design, demolition, excavation, curb, planting, ground cover, and trees would reach the totals range indicated above.

Roundabout at terminus of Austell-Powder Springs Road with Powder Springs Road

- o Overall, our take on the roundabout is that it would come within the range of **\$900,000 - \$1,100,000**.
- o This doesn't include the caveat of the need to acquire the necessary right-of-way from Dairy Queen (easements wouldn't work in this case); the above design and construction figure does not include that cost; nonetheless, access to the DQ would be greatly improved, and providing an interparcel driveway from Austell-Powder Springs Road for McDonald's and Dairy Queen would benefit both; and there are ways to cushion the land cost.
- o This number is the most speculative – we have used, again, comparable numbers as we have been able to find them; Reference the cost of the roundabout at the west end of Atlanta Road

INTERSECTION UPGRADES

This page shows the estimate cost for intersection upgrades.

General Costs and Suggested Elements

Category	Treatment	Unit Costs				Cost Estimate Magnitude
		Units	Low	High	Source	
Marietta Street and Old Austell Road	Trees	Each	\$480	\$649	RS means	Low
	Landscaping	Square Feet	\$10	\$14	RS means	Medium
New MacLand and Richard D. Sailors Parkway	Pavement	Miles	\$90,497	\$104,072	NRPC - Indiana	Low
	Trees	Each	\$480	\$649	RS means	Low
	Pedestrian Bridge	Square Feet	\$162	\$219	RS means	High
	Landscaping	Square Feet	\$10	\$14	RS means	Medium
	Raised Crosswalks	Each	\$7,184	\$9,712	FHWA Study	Medium
	Crosswalks	Each	\$3,637	\$5,801	FHWA Study	High
	Porkchops	Square Feet	\$10	\$14	FHWA Study	Medium
	Medians	Square Feet	\$10	\$14	FHWA Study	Medium
	Pavement	Miles	\$90,497	\$104,072	NRPC - Indiana	Low
Marietta Street and Brownsville Road	Crosswalks	Each	\$3,637	\$5,801	FHWA Study	High
	Curb Ramps	Each	\$748	\$963	FHWA Study	Medium
	Landscaping	Square Feet	\$10	\$14	RS means	Medium
	Median Island	Square Feet	\$10	\$14	FHWA Study	Medium
	Demolition	Square Feet	\$5	\$7	RS means	Medium
	Trees	Each	\$480	\$649	RS means	Low
	Pavement	Miles	\$90,497	\$104,072	NRPC - Indiana	Medium
Austell Powder Springs and Old Austell Road	Demolition	Square Feet	\$5	\$7	RS means	Medium
	Trees	Each	\$480	\$649	RS means	High
	Crosswalks	Each	\$3,637	\$5,801	FHWA Study	High
	Curb Ramps	Each	\$748	\$963	FHWA Study	High
	Landscaping	Square Feet	\$10	\$14	RS means	High

REDEVELOPMENT PARCELS

This page shows the potential uses, partnerships, and programs for the redevelopment parcels.

Category	Best Uses	Partnerships	Programs
3865 and 3875 Powder Springs Rd	Restaurant/retail Hotel	Cobb County	Enterprise Zone Opportunity Zone
Richard D. Sailors Pkwy, West of Home Depot	Hotel	Cobb County	
South of new town square, on Hotel Ave	Restaurant/retail Hotel	Cobb County	Enterprise Zone Opportunity Zone
Flint Hill Road and Pine View	Industrial/flex	Cobb County	

REDEVELOPMENT PARCELS

This page shows the potential uses, partnerships, and programs for the redevelopment parcels.

Category	Best Uses	Partnerships	Programs
4186 Austell Powder Springs Road 4196 Austell Powder Springs Road 4210 Austell Powder Springs Road	Residential	Cobb County	
4435 Pineview Drive 4481 Pineview Drive 4483 Pineview Drive 4488 Pineview Drive 4484 Marietta Street	Mixed-use	Cobb County	Enterprise Zone Opportunity Zone
Powder Springs Road at Sinard Street	Light Retail	Cobb County	Enterprise Zone Opportunity Zone

APPENDICES



APPENDIX I

TRAIL CONNECTIVITY DETAILS



TRAVEL DISTANCE TO SCHOOLS OBSTACLES

- POWDER SPRINGS ELEMENTARY

Current walking route (1.7 miles) from neighborhood (Butner Street Park) to Powder Springs Elementary School compared to actual distance (less than 0.2 miles)

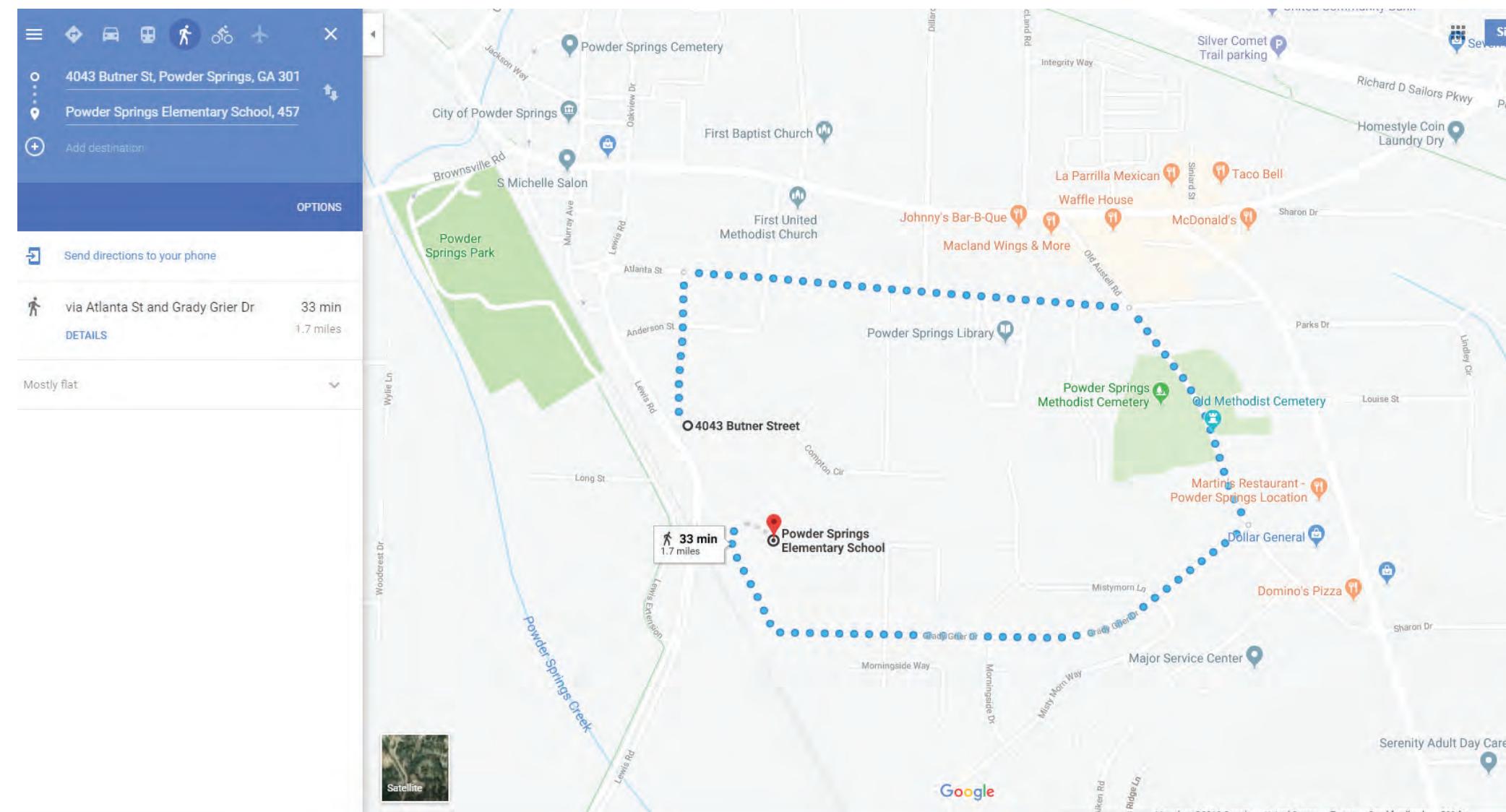


Source: Google Maps

TRAVEL DISTANCE TO SCHOOLS OBSTACLES

- POWDER SPRINGS ELEMENTARY

Current walking route (1.7 miles) from neighborhood to Powder Springs Elementary compared to actual distance (less than 0.2 miles)

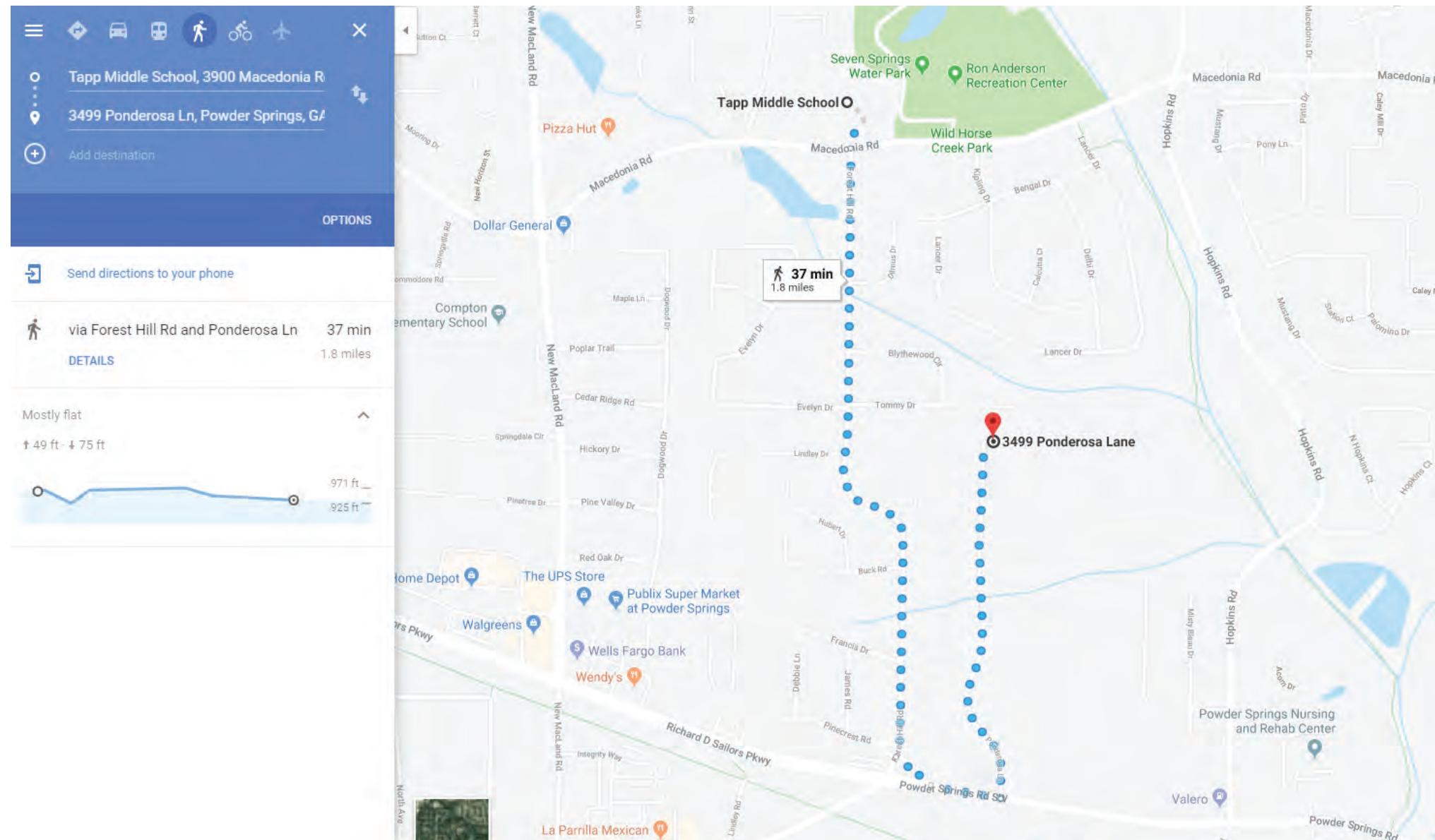


Source: Google Maps

TRAVEL DISTANCE TO SCHOOLS OBSTACLES

- TAPP MIDDLE SCHOOL

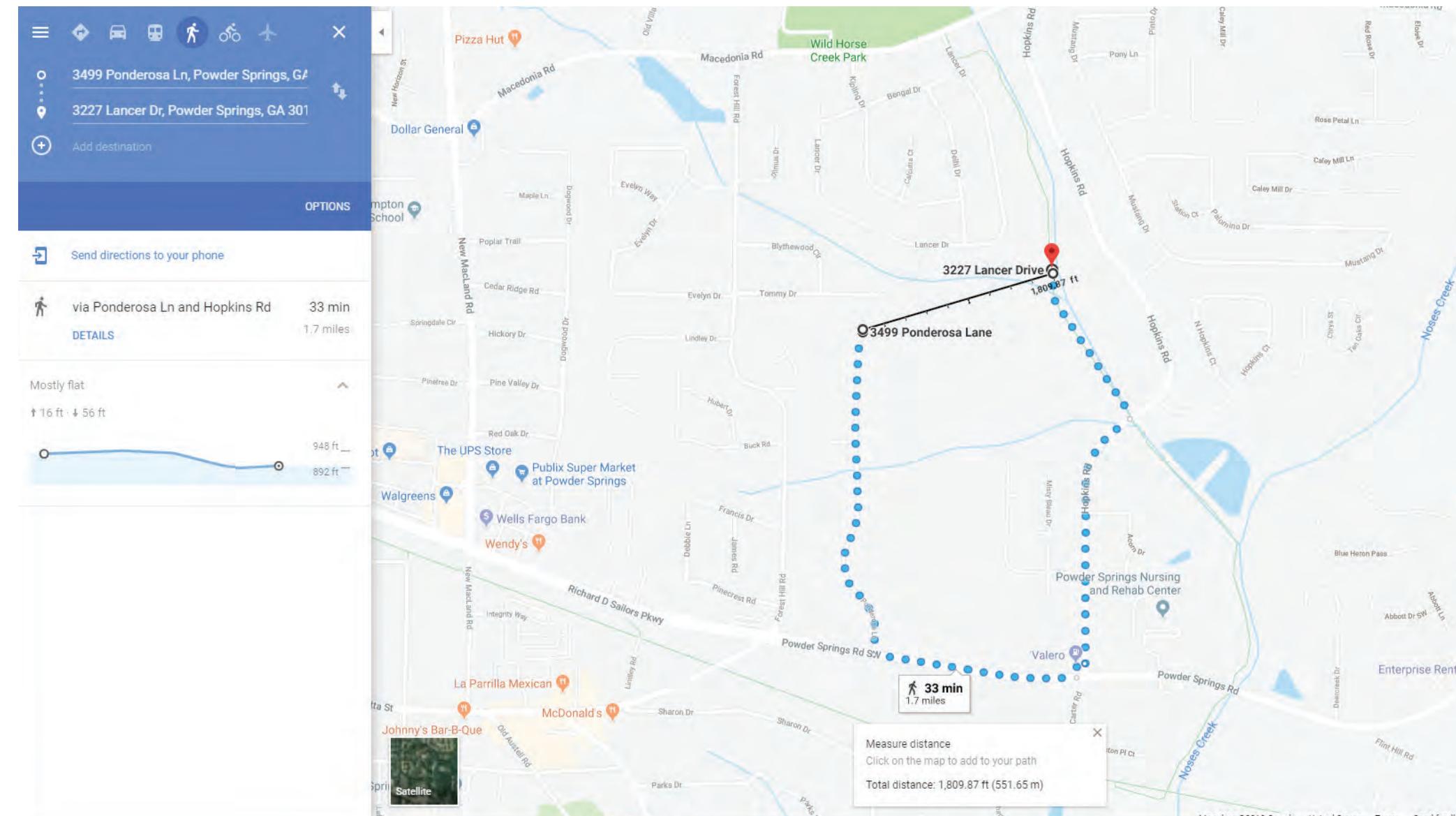
Current walking route (1.8 miles) from neighborhood to Tapp Middle School compared to actual distance (less than 0.6 miles)



Source: Google Maps

TRAIL ACCESS OBSTACLES - WILD HORSE CREEK TRAIL

Current biking route (1.7 miles) from neighborhood to Wild Horse Trail compared to actual distance (approximately 0.3 miles)

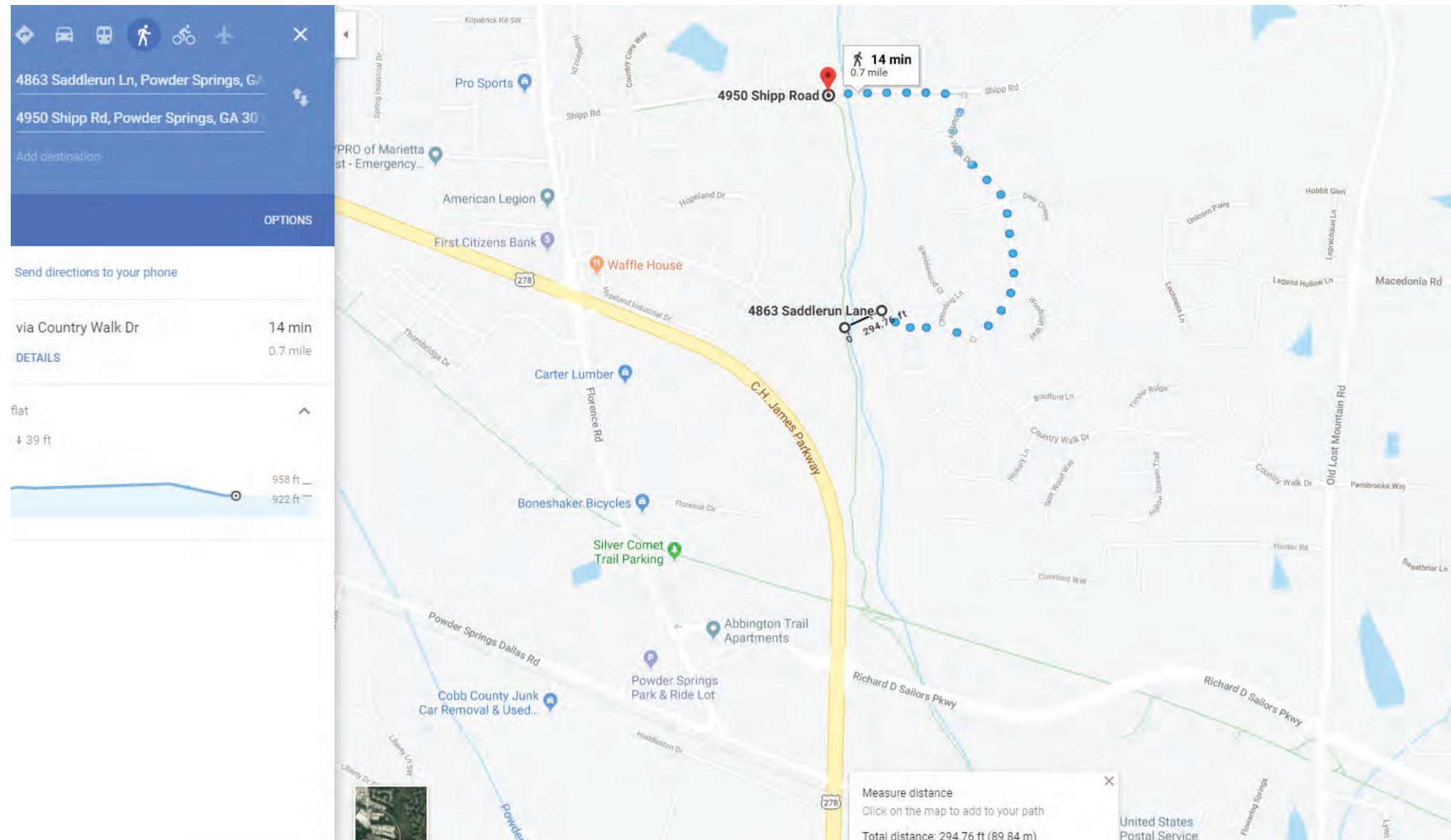


Source: Google Maps

TRAIL ACCESS OBSTACLES

- LUCILLE TRAIL

Current walking route (0.7 miles) from neighborhood to Lucille Trail compared to actual distance (approximately 300 feet)



Source: Google Maps



APPENDIX 2

ADDITIONAL DESIGN CONSIDERATIONS

POWDER SPRINGS ROAD AND SILVER COMET

This page shows a rendering for the proposed multi-use trail connection to the Silver Comet from the redevelopment parcels at 3865 and 3875 Powder Springs Road..

The proposed redevelopment and trail connection to the Silver Comet could provide opportunities for adaptive reuse of existing structures.



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CONSIDER

POWDER
SPRINGS
ROAD

AND

FLINT HILL
ROAD

EXISTING CONDITIONS

Existing condition at Powder Springs Road and Flint Hill Road



Left: Rendering shows proposed changes to intersection as currently intended for implementation by Cobb DOT.

Significance of Intersection within Powder Springs' network

The eastern boundary intersection of Powder Springs

Currently under significant consideration for improvements by GDOT

Existing Characteristics

Lack of safe turns and sufficient sight distance from northern and southern developments

Current proposal shows overbuilt gateway from Powder Springs Rd into the residential neighborhood

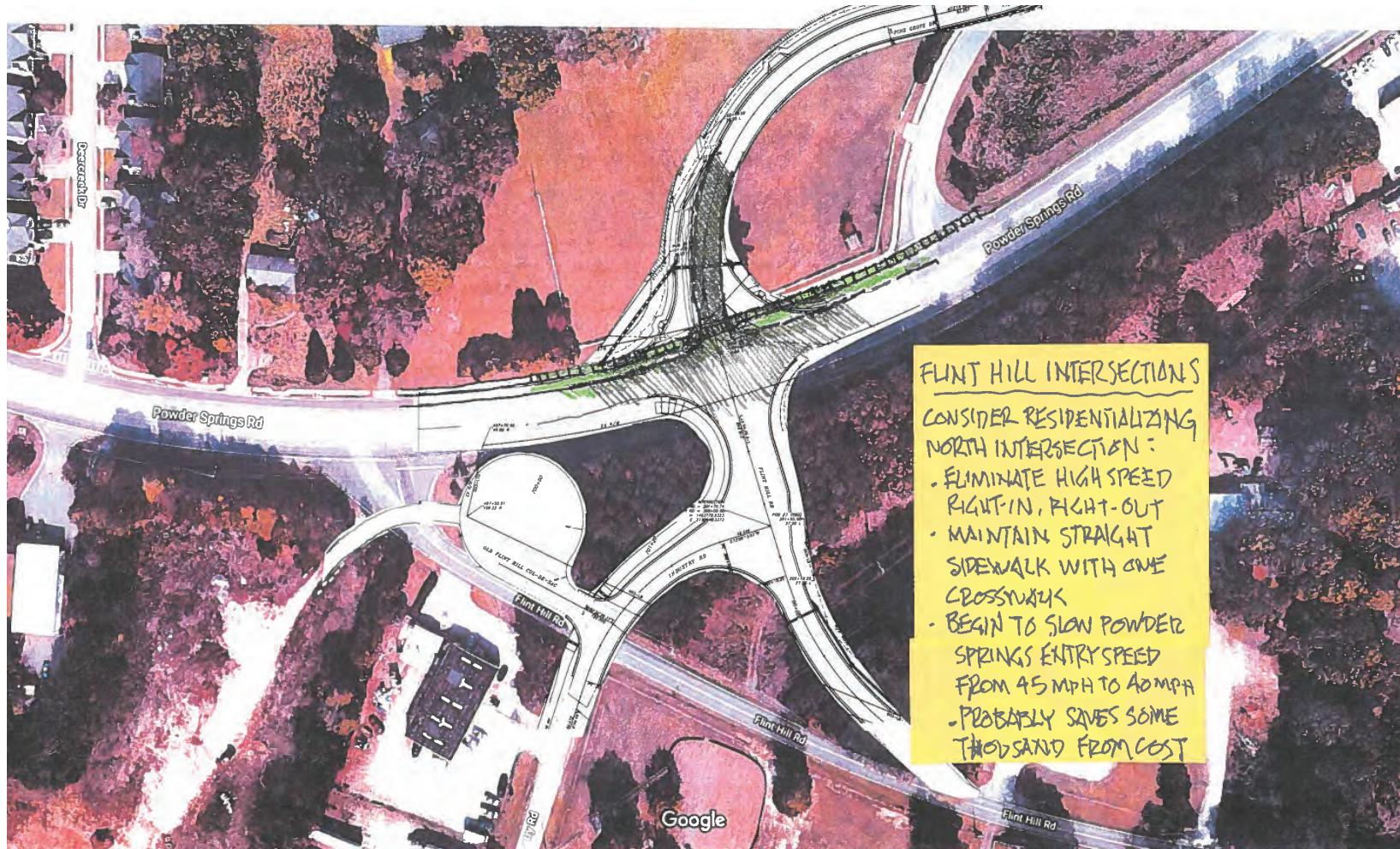
Challenges

The proposed intersection design can be improved by context sensitive design

The present commercial zoning between Powder Springs Road and Pine Grove Drive is not consistent with future land use plans designation of mixed use

RECOMMENDATIONS

Proposed condition at Powder Springs Road and Flint Hill Road



Objectives

Create a context sensitive intersection that fits the identity of the residential area

Use zoning to better reflect compatibility with the largely low-density, quiet residential neighborhoods to the north.

Preferred Alternative

Eliminate the right-in, right-out pedestrian islands

Create a normal intersection design with one shortened pedestrian crossing link

Benefits

Reduce construction costs

Minimize pedestrian crossing stress

Scale the intersection appropriately for the residential land uses that it serves

Deserving Further Attention

As always happens with academically-based work, there are a few ideas and opportunities that have cropped up along the way that may deserve further consideration:

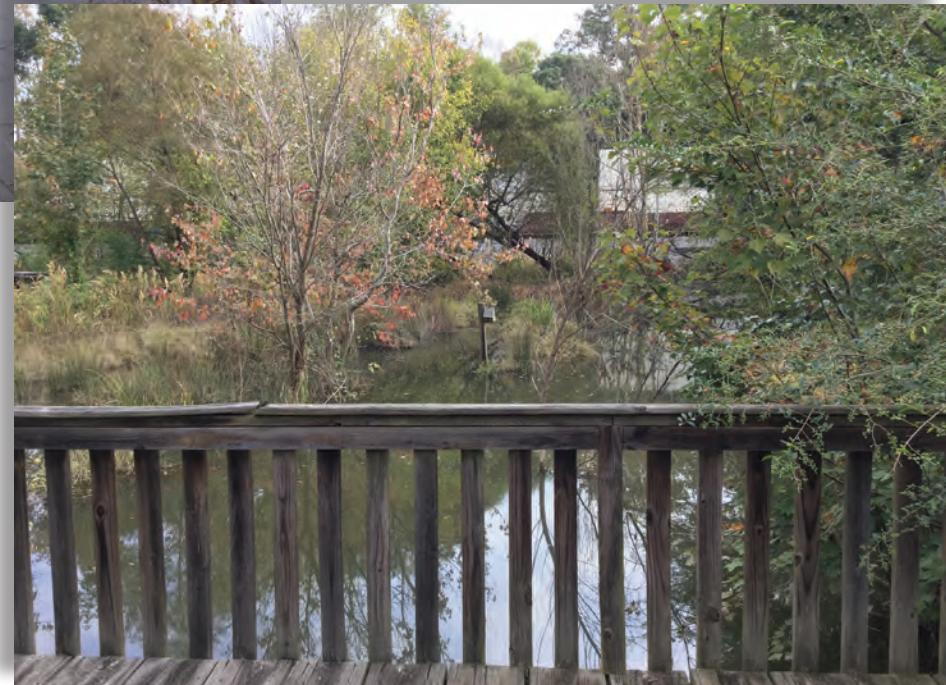
- Meeting with Ed McBrayer of the PATH Foundation, we learned that in his experience (which is extensive and remarkably successful), aligning trails along creeks or other off-road travel paths is much more popular for cyclists and families alike than flanking roadways. He noted that throughout Georgia, stream banks require at least a 25-foot buffer zone (as we understand it Powder Springs, like a lot of other municipalities, requires 75 feet). These buffers offer sufficient room to install trails along them. The issue is persuading neighborhoods and neighbors that agreement to allow the necessary easements actually increases their property values not threatens it (for which there is a lot of supporting evidence). A number of stream buffer trails were proposed in the 2016 LCI Plan update, and were incorporated into the broader connectivity vision presented here.
- The McBrayer information leads to a bigger picture idea: Powder Springs is blessed with a gorgeous natural setting – rolling forested hills, lots of creeks flowing into two main watersheds, Powder Springs Creek and Noses Creek, as well as a great number of clear water springs. Lifting these assets even beyond the proposed trail connectivity vision could add an outdoor adventure feature that could add significant investment potential. (In any event, the proposed trail connectivity network should include markers that identify each of the original seven springs). Think of fostering community-driven conservancies as future partners for these ventures.
- In that vein, working to find a conservation agency to assist in purchasing and hopefully taking responsibility for the property (3800 Brownsville Road; 4.9 acres; currently listed for sale) on the north side of Brownsville Road across from the park would be a significant move toward putting conservation values on the city's map. The site (which falls entirely within the Annual Exceeds area of the 100-year floodplain) contains a creek and wetlands with significant ecosystem value and potential for both natural flood protection enhancement and use as a tourism draw, in the form of interpretive materials and trails (see photos, opposite page).
- The studio noted that the main centers of the city's now and future commercial activity were downtown, Sailors Road, and the string of restaurants and service businesses that stretch along Marietta Road from Johnny's on the west to McDonalds on the east. An idea not pursued by the studio that still may be worth pursuing would be to look for ways for leveraging this corridor of activity into something more. For example, creating a system of linked plazas for outdoor dining, kids playgrounds, bocce ball grounds or other community-building activities could bring yet more activity to this stretch. If the Marietta/Austell-Powder Springs road intersection realignment, perhaps with a traffic circle, gains traction, perhaps support could be built among the common interests of these businesses.



Left: Looking west from the railroad bed through the property at 3800 Brownsville Road, an unnamed stream is blocked by an apparent beaver dam. Approximately 200 yards further this stream flows into Powder Springs Creek just north of the Brownsville Road bridge. An existing spring is noted within this flood plain close to the confluence of the two streams.



Below right: Looking east at railroad track from existing bridge over unnamed tributary of Powder Springs Creek.



Below left: The unnamed stream emerges from under Powder Springs Dallas Road before forming this pool at its tunnel under the rail line. This site is noted as the location of an abandoned historic spring.

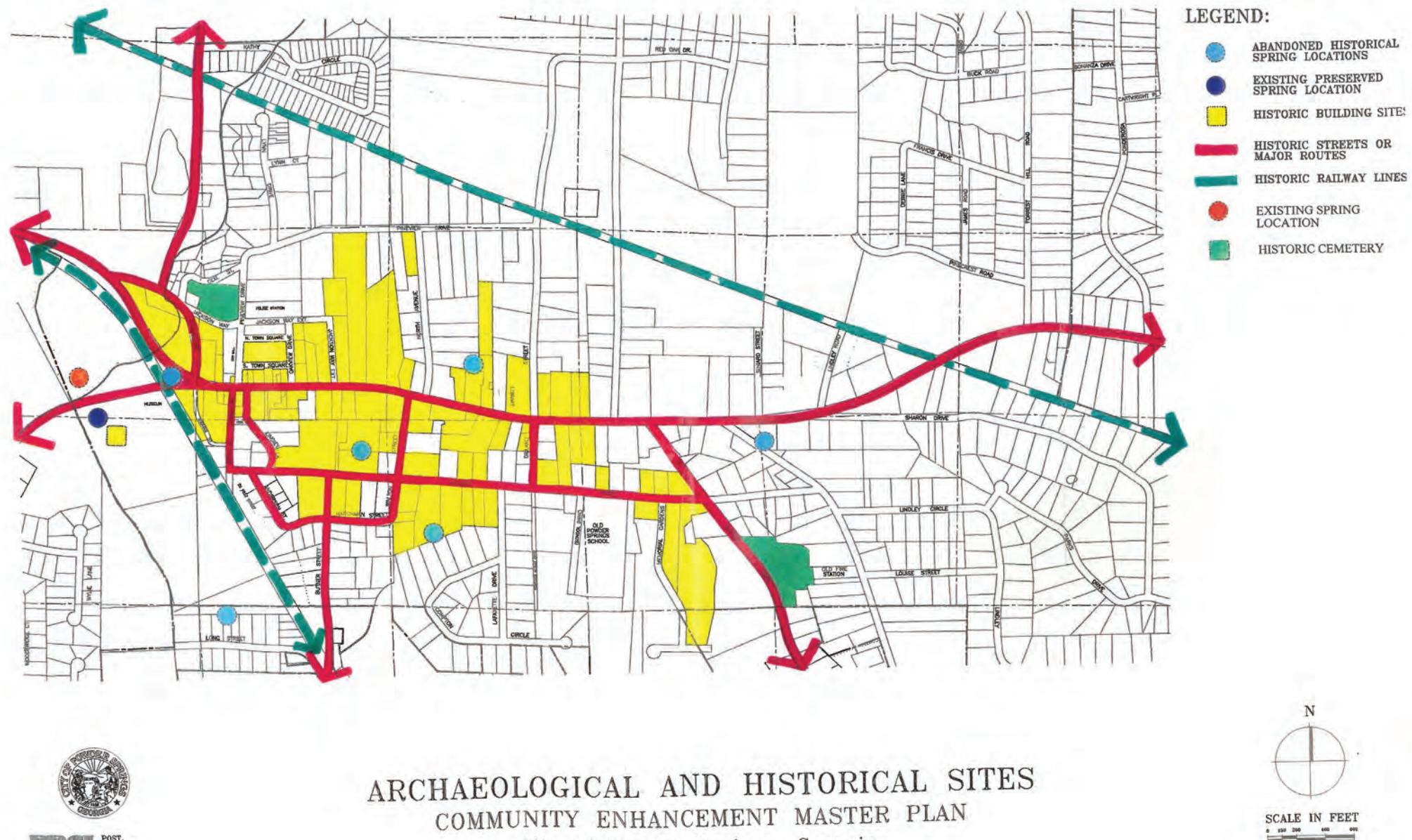
A photograph of a playground set against a backdrop of green trees. The playground equipment is primarily blue and yellow. It includes a two-story playhouse with a blue roof and white columns, a blue slide, and a yellow climbing net. In the foreground, there is a yellow and blue climbing structure with a balance beam and a blue net. A person in a red shirt and blue jeans is standing on the balance beam. The playground is surrounded by a layer of brown mulch and is enclosed by a black plastic fence.

APPENDIX 3

REFERENCES AND PREVIOUS PLAN MATERIALS

HISTORIC SPRINGS

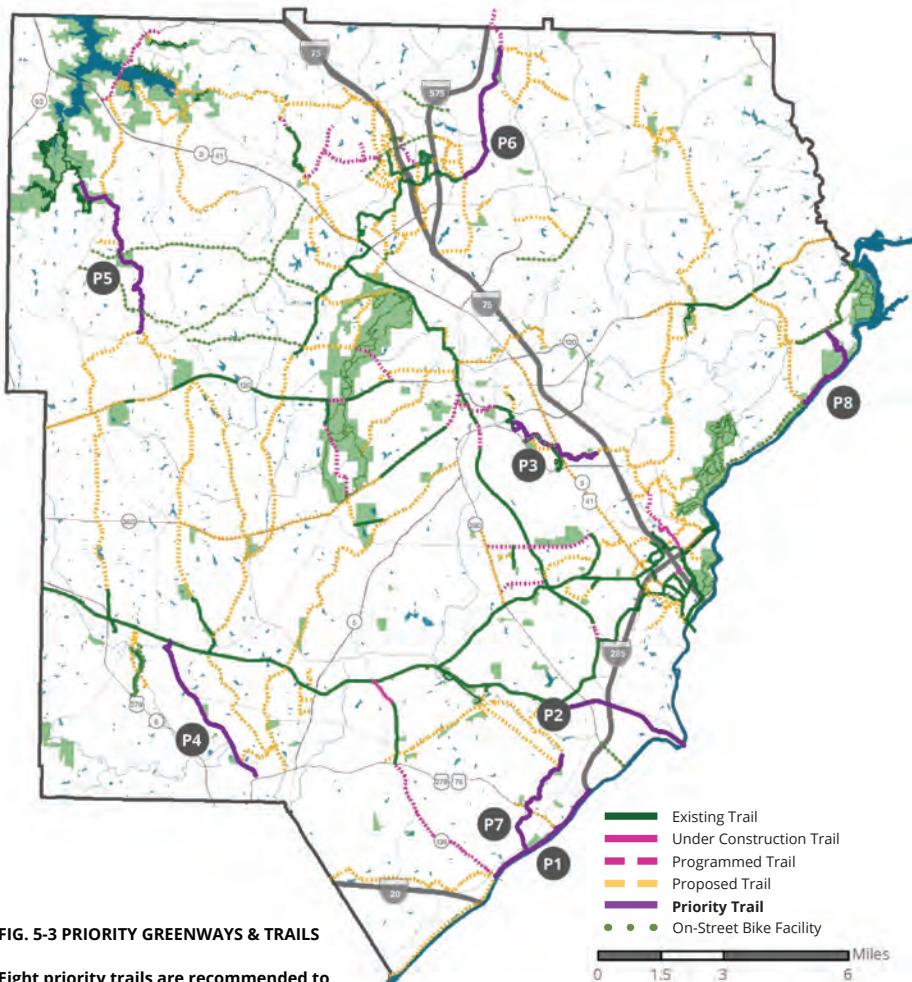
This page shows a map of historic springs and other features in Powder Springs.



COBB COUNTY TRAIL PLANS

These pages show materials from the Cobb County Greenways and Trails Master Plan (2018).

COBB COUNTY GREENWAYS & TRAILS MASTER PLAN - FINAL DRAFT



5-13

COBB COUNTY GREENWAYS & TRAILS MASTER PLAN - FINAL DRAFT

P4 - AUSTELL POWDER SPRINGS ROAD TRAIL

JOE JERKINS BLVD TO SILVER COMET TRAIL

The Austell Powder Spring Road Trail would be the first formal multi-use trail in the City of Austell. It is proposed to run alongside Austell Powder Springs Rd between Joe Jerkins Blvd and Marietta St/Powder Springs Rd, where it would jog slightly east to connect to the Silver Comet Trail and Linear Park at the end of Lindley Rd in Powder Springs. The trail was first proposed as part of *Envision Austell*, the City's 2017 Comprehensive Plan Update. Although other trails are proposed in the area, this one rose up as a priority due to its ability to connect various parts of the community and provide multimodal transportation options.

As the first transportation-oriented trail in Austell, it would greatly increase the community's options for non-automobile transportation to and from a variety of destinations. With quality design, the proposed trail would be an opportunity to preserve and enhance the character of the surrounding areas, including the historic district, while providing safe transportation and recreational opportunities.

The approximately four-mile trail is proposed as a 12-foot-wide paved sidepath connecting multiple schools, parks, and businesses, and increasing access to the Silver Comet Trail. It also would connect recreational and community facilities with businesses. A bridge structure that can accommodate bicyclists and pedestrians will be needed where the road crosses Sweetwater Creek.

The project will require close coordination between multiple entities, as it crosses jurisdictional boundaries between unincorporated Cobb County, Clarkdale Historic District, the City of Austell, and

the City of Powder Springs. The proposed alignment follows a local road, increasing feasibility of construction; however, the presence of the historic district and constrained right-of-way present challenges.

This project scored well in terms of demand, in part due to its proximity to parks, activity centers, community facilities, as well as for serving areas with lower rates of access to automobiles and moderate biking and walking propensity. It also is supported by potential project partners, including the City of Austell and Cobb County Commissioner who represents the district. Other factors include potential for interagency partnerships and the connection to the Silver Comet Trail.

CONTEXT MAP



5-21

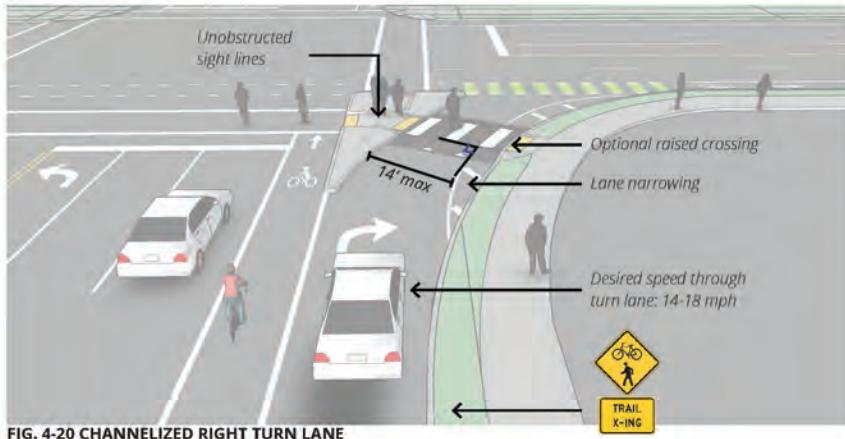


FIG. 4-20 CHANNELIZED RIGHT TURN LANE

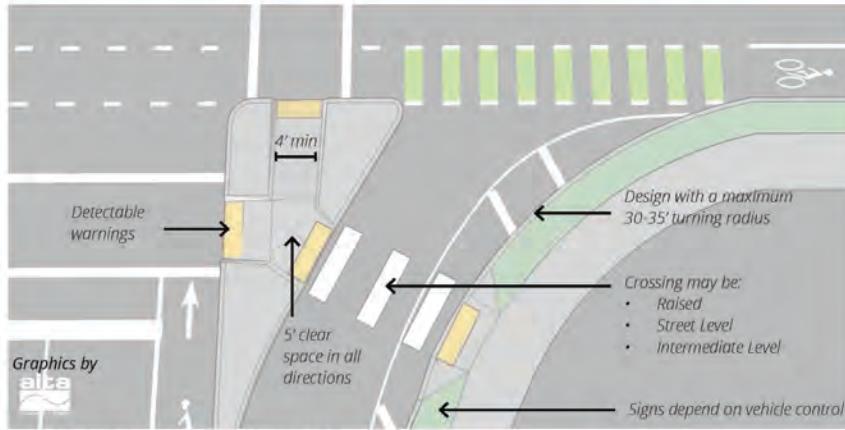


FIG. 4-21 CHANNELIZED RIGHT TURN LANE - OVERHEAD VIEW

Going rates for boardwalk with composite deck and timber piles in Georgia range from \$40 to \$65 per square foot, depending upon whether timber or composite handrails are also used. For a 12-foot wide trail, this translates to a cost of \$480 to \$780 per linear foot, or \$3.1 to \$4.1 million per mile. Costs for greenway and trail features and amenities depend considerably upon vendors, quantity, materials, and other factors. A few examples are provided below for planning purposes.

- Removable bollard: \$2,000-\$3,000
- Sign kiosk: \$7,000-\$21,000
- Mile marker sign (post): \$100-\$550
- Bike rack: \$800-\$5,500
- Trash receptacle: \$750-\$1,500
- Bench: \$1,000-\$2,000
- Large deciduous tree: \$300-\$500
- Bike loop counter: \$2,000-\$5,000

Maintenance of greenways and trails is another factor in the cost of greenway and trail projects and is often overlooked when planning for future projects. Cobb County DOT estimates that the cost to maintain a trail is **\$7,680 per mile annually**. It is strongly suggested by the Department that this maintenance cost be taken into consideration as part of the planning process for future greenways and trails.

TABLE 6-1 PLANNING LEVEL TRAIL CONSTRUCTION COST ESTIMATES BY PROJECT TYPE*

Description	Low Estimate	High Estimate	Unit
Greenway Trail 12-ft asphalt multi-use trail off-roadway alignment	\$2,600,000	\$2,900,000	Linear Mile
Sidepath Trail 12-ft concrete multi-use sidepath separated from roadway by curb and grass strip	\$1,350,000	\$1,500,000	Linear Mile
Unpaved Recreational Trail 10-ft crushed stone hiking trail	\$423,000	\$470,000	Linear Mile
Unpaved Recreational Trail 10-ft bare earth trail	\$166,000	\$185,000	Linear Mile
Boardwalk 12-ft wide composite deck with timber piles and handrails	\$40	\$65	Square Foot

*Notes: Cost estimates are for planning purposes only. They are preliminary and subject to change. Inflation should be considered in costs when using for future planning and implementation.

Cost estimates for greenway trails and sidepath trails are based on bids for construction of trails in Cobb County, as of November 2017.

Cost estimates for unpaved recreational trails and boardwalks are based on project team calculations in November 2017. Cost estimates do not include: landowner outreach, traffic impact studies, land acquisition, wetland determination/delineation, excavation, attorney costs, transactional fees, or taxes. They also do not include street crossings, trailheads, landscaping, or lighting.

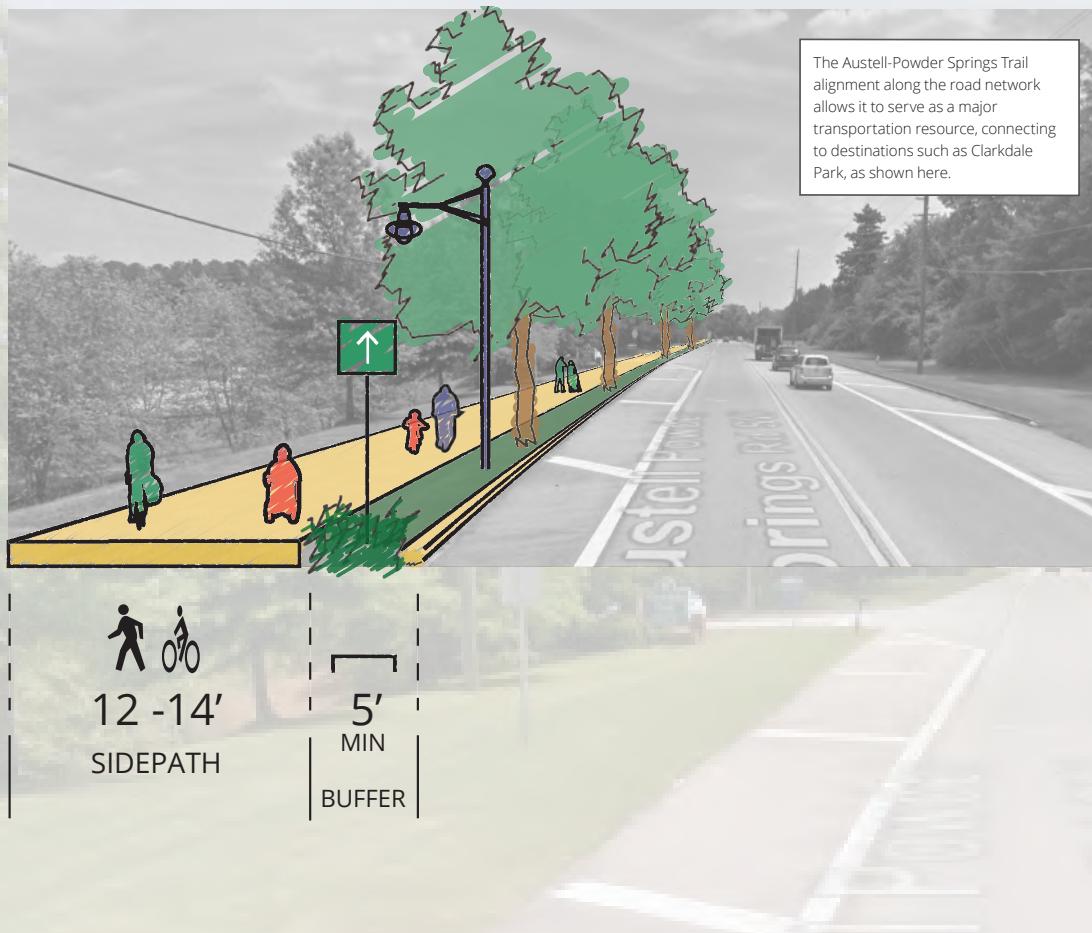
COBB COUNTY TRAIL PLANS

These pages show materials from the Cobb County Greenways and Trails Master Plan (2018).

AUSTELL-POWDER SPRINGS TRAIL

The Austell-Powder Springs Trail would be the first designated multi-use trail in Austell, and would follow Austell-Powder Springs Road as a sidepath for approximately four miles. The trail, first proposed in the City's 2017 Comprehensive Plan, would begin at Joe Jenkins Boulevard and use a neighborhood connection to reach the Silver Comet Trail and Linear Park in Powder Springs. Notable destinations along the trail include downtown Austell, the Clarkdale Historic District, Clarkdale Park, and Legion Field. Additionally, the trail would provide connections to Powder

Springs, the Threadmill Complex, the Austell Neighborhood Senior Center, and multiple schools such as Garrett Middle School and Austell Elementary School. A direct connection is also available to Collar Park using sidewalk along Joe Jenkins Boulevard. While the presence of the historic district and constrained right-of-way on some portions of Austell-Powder Springs Road present challenges, a substantial portion of the trail could likely be constructed within roadway right-of-way, increasing project feasibility.



CONTEXT MAP



FINAL DRAFT

PROJECT FEATURES

Proximity to parks	✓
Closes gap in trail network	
Connects to other trails or active transportation facilities	✓
Potential for inter-agency partnerships	✓
Available public lands	✓
Public interest	
Provides safe, secure & universal access	

LENGTH

- 4.16 MILES

OWNERSHIP

PROPERTY TYPE	LENGTH (miles)	%
Roadway ROW	1.93	46.3%
Public Land	1.24	29.8%
Private Land	0.98	23.9%

ESTIMATED COST

- \$7.0 - \$7.8 M

Planning-level construction cost estimate. Does not include engineering, land acquisition, utilities, or special studies.

KEY DESTINATIONS

- DOWNTOWN AUSTELL
- CLARKDALE PARK
- SILVER COMET TRAIL AND LINEAR PARK
- LEGION FIELD



AUSTELL-POWDER SPRINGS RD THROUGH CLARKDALE HISTORIC DISTRICT

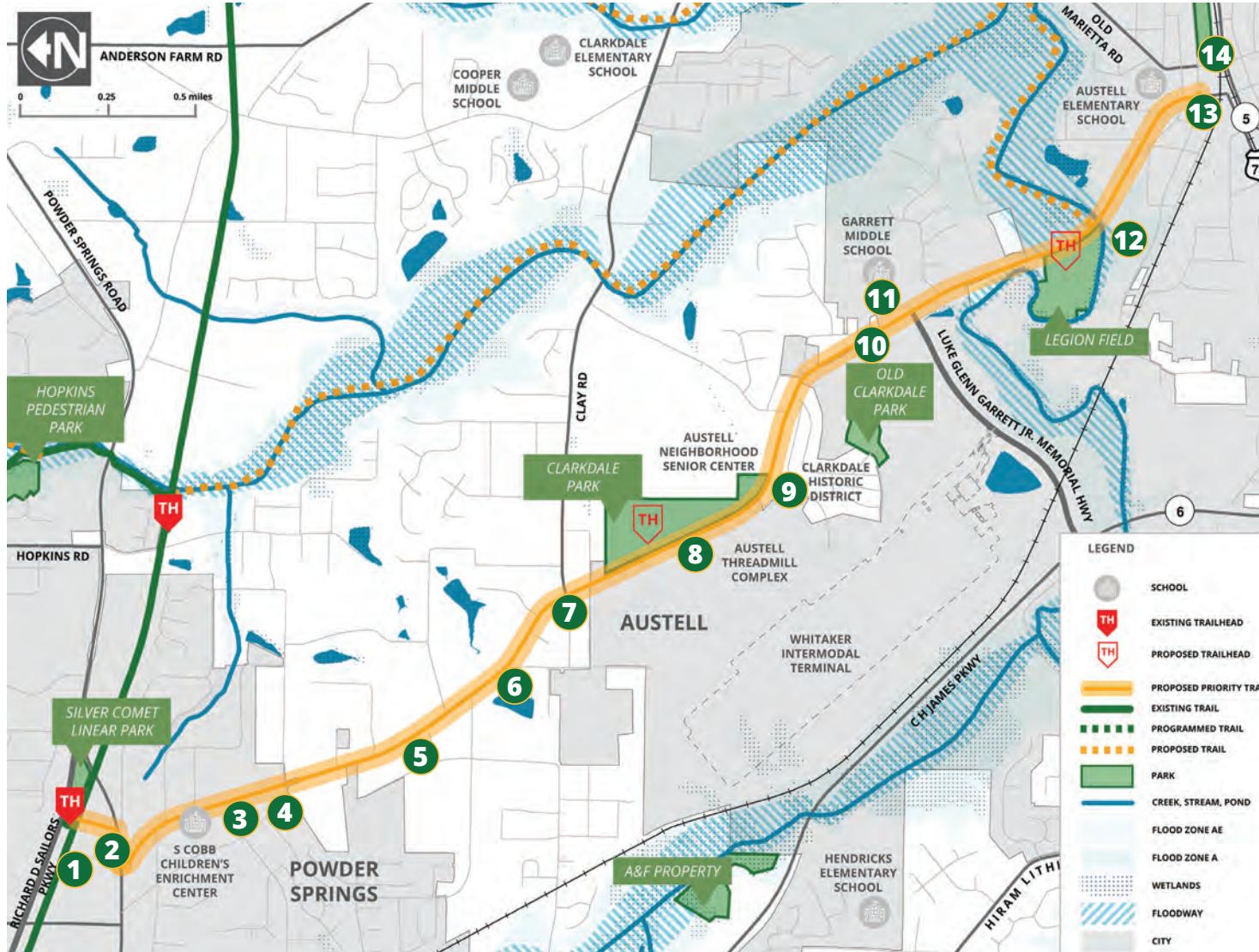


LINLEY RD NEIGHBORHOOD CONNECTION

PROJECT PARTNERS

- COBB DOT
- CITY OF AUSTELL
- CITY OF POWDER SPRINGS
- CLARKDALE HISTORIC DISTRICT

AUSTELL-POWDER SPRINGS TRAIL



KEY OBSERVATIONS

- Consider spur trail or neighborhood connection along Lindley Rd to connect to Silver Comet Trail and Linear Park.
- Improve crossing at existing intersection (Marietta St/Powder Springs Rd at Austell Powder Springs Rd).
- Route trail on east side of Austell-Powder Springs Rd to avoid multiple commercial driveways on west side between Marietta St and Old Austell Rd.
- Consolidate driveways to reduce potential vehicle conflict points.
- Work with property owners through residential area to develop appropriate driveway crossing treatments.
- Add mid-block crossings at frequent intervals to facilitate safe crossings and neighborhood access.
- Implement visible and safe at-grade trail crossing treatment at Clay Rd.
- Create direct, accessible trail access to Senior Center and surrounding greenspace.
- Work with the Clarkdale Historic District neighborhoods to create trail amenities that complement and respect historic character.
- Provide direct trail access to Old Clarkdale Park facilities.
- Consider short trail spur to Garrett Middle School along school access road.
- Determine potential for pedestrian bridge over Sweetwater Creek parallel to existing bridge or restriping to fit trail on existing bridge. There may be an opportunity for a potential connection to the proposed trail along Sweetwater Creek.
- Add short trail spur to Austell Elementary School. Explore potential for joint use of school parking lot for trailhead/access point.
- Enhance the connection to City Hall, Police Department, and Collar Park via existing sidewalk on Joe Jenkins Blvd through signage and other means.

SPRINGS IN MOTION DOWNTOWN TRAIL PLANS

These pages show materials from the Springs in Motion LCI Plan Update (2016).

