City of Smyrna

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Derek Norton - Council Member, Ward 1
Andrea Blustein - Council Member, Ward 2
Teri Anulewicz - Mayor Pro Tem, Council Member, Ward 3
Charles Welch - Council Member, Ward 4
Susan Wilkinson - Council Member, Ward 5
Doug Stoner - Council Member, Ward 6
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Executive Summary

The Spring Road Corridor Livable Centers Initiative (LCI) Master Plan is a planning study led by the City of Smyrna and sponsored by the Atlanta Regional Commission (ARC). The City was the recipient of a 2016 ARC Livable Centers Initiative study grant to fund this process. Sizemore Group was retained by the City to lead the Master Planning process.

This proposal provides a visionary master plan, based on community input, market understandings, development potential and LCI grant goals. Those goals provide the basic framework for this study, and are as follows:

- To encourage mixed income live, work, play and shop activity centers.
- To create connected communities with multi-modal access for all users, including transit, roadways, walking and biking.
- To include public outreach involving all stakeholders.

Site Situation

The Spring Road Corridor LCI Master Plan is a strategically timed study, with redevelopment occurring on both eastern and western portions of the corridor. Along the eastern portion of the corridor, the adjacent Cumberland area (the major driver for development along Spring Road) is enjoying a new phase of development, with the delivery of the Braves Stadium and adjacent mixed-use development, retail/entertainment at The Battery Atlanta, several new office buildings, numerous new rental apartment communities and upgrades to Cumberland Mall.

All of these investments will enhance the office market by:

- Creating more urban/modern dining/entertainment and shopping opportunities (retail/entertainment at The Battery Atlanta and Cumberland Mall upgrades);
- Creating new higher lease rate office benchmarks and potential rental upside (Riverwood 200, Synovus and Comcast); and
- Creating a more residential (after 5:00) market in Cumberland (entertainment venues and apartment development).

A major challenge to the viability of the entire area is the freeway network, which can blunt impacts of developments in one quadrant relative to upside in another, and limit the walkability and connectivity of the entire area.

The western portions of the Spring Road Corridor study area are much more neighborhood-serving in nature and feature more local retail, rental apartments and for-sale residential product, as well as Smyrna’s civic core. Limited land availability and more moderate lease rates/rent levels/home prices temper redevelopment potential in these areas.

The two most significant projects in the area include:

- Jonquil - a mixed-use commercial and residential project developed by Halpern Enterprises including 67,000 square feet of retail space (anchored by Publix) as well as 266 luxury apartments developed by Wood Partners; and
- Belmont - a 48-acre mixed-use project featuring an elementary school (Smyrna Elementary), 28,000 square feet of retail space, a 30,000 square feet medical office building (Belmont Physicians Center), 272 luxury apartments (Belmont 400) and 153 single-family homes (higher density) priced generally in the $300s.

While the overall plan may take 10 - 25 years to implement, with market demand for high density, complimentary uses near The Battery Atlanta and neighborhood service and mid to high density housing demand throughout the corridor, portions of this master plan can occur much quicker, within the next 5 years. For more information please see the appendix for the full market study report.

Spring Road LCI Recommendations

The Visionary Master Plan identifies five major redevelopment nodes. Redevelopment of these nodes will provide a more livable and accessible Spring Road and create a true gateway into the City of Smyrna. Nodes are further described below, under Major Development Concepts, and include:

A1: The Smyrna Plaza
A2: The South Spring
A3: The Baseball Boulevard Development
A4: Sports Avenue
A5: The Spring Road Arts District

Recommendations also include major infrastructure improvements to incentivize and support these nodal redevelopment areas, as listed below under Major Infrastructure Initiatives. Refer to Figures a to e.
Executive Summary

MAJOR INFRASTRUCTURE INITIATIVES

1. Road Network: The first step in facilitating the developments proposed is to formulate and implement an efficient road network. Strategic new road connections are proposed to create a more interconnected circulation system, providing relief for major corridors. Refer to Figure a.

2. The Base Line: Building on existing and under-construction bridge projects, the “Base Line” creates a seamless pedestrian/bicycle and potential transit loop that connects the four quadrants of the Cobb Parkway/I-285 intersection. This would effectively link The Battery Atlanta, the Galleria Centre Convention Complex, Cumberland Mall, redevelopment areas on the south side of Spring Road in Smyrna and key redevelopment sites on the north side of Spring Road, The Smyrna Plaza. Refer to Figure b.

3. Baseball Boulevard: The Baseball Boulevard provides a new street network to alleviate traffic on Spring Road, connect Smyrna neighborhoods to the Smyrna Plaza and to The Battery Atlanta, and create a new block structure that makes land more valuable for redevelopment. The boulevard is designed to accommodate all modes of transportation, including a bike boulevard and wide sidewalks with linear greenspace and trees, which help to create a more pedestrian friendly environment. Refer to Figure c.

MAJOR DEVELOPMENT CONCEPTS

Refer to Figure d and e for concept images.

A1: The Smyrna Plaza
- Mixed use, high density development at the intersection of Cobb Parkway and Spring Road. Mix includes, retail, office, hotel and high density residential.
- A community plaza is the anchor of the development.
- A multi-level parking deck sits below the plaza and is surrounding by retail, office and residential.
- Connects the Base Line from south of Spring Road through the plaza to The Battery Atlanta, across Cobb Parkway.

A2: The South Spring
- High density, mixed use development south of the Smyrna Plaza.
- This development houses a transit station/transfer center which makes use of shared parking with the offices in the area which flank Cobb Parkway.
- This area consists of a community square and recreation areas on top of a parking deck that has direct connection to the Base Line.

A3: The Baseball Boulevard Development
- The boulevard is lined with medium density residential and retail, as appropriate, at key intersections.
- This is a key connection providing healthy alternatives for people to walk/bike throughout the area, connecting neighborhoods to Jonquil Park, the Smyrna Plaza and The Battery Atlanta.

A4: Sports Avenue
- This redevelopment area, located south of Spring Road, is primarily residential consisting of varied housing types with supporting retail and small scale office along Spring Road and potentially a boutique hotel.
- The new proposed road network forms a pedestrian oriented street grid and provides alternative travel routes to Spring Road.

A5: The Spring Road Arts District
- Designed around a strategically situated open space, this arts district makes use of Spring Street as a retail peel - a slower, more pedestrian friendly retail street that peels off of a car oriented roadway with high traffic volumes, in this case Spring Road - creating a walkable arts based, retail and housing environment.

The Spring Road Corridor LCI Master Plan Report provides zoning and land use recommendations, along with corridor streetscape beautification recommendations, to assist in achieving this vision. Further detail on street sections, sidewalk and trail improvements and transit recommendations are included in the report. Please refer to the recommendations section for more detailed information.
Key Infrastructure Initiatives

Executive Summary

Figure a: Major Infrastructure Improvements

Figure b: The Base Line

Figure c: The Baseball Boulevard
Executive Summary

A1: The Smyrna Plaza
A2: The South Spring Development
A3: Baseball Boulevard
A4: Sports Avenue Development
A5: Arts District

Figure d: Visionary Spring Road Master Plan Development Concepts

Figure e: Major Development Concepts
1.0 Introduction

The Spring Road Corridor Livable Centers Initiative (LCI) Master Plan is a planning study led by the City of Smyrna and sponsored by the Atlanta Regional Commission (ARC). The City was the recipient of a 2016 ARC Livable Centers Initiative study grant to fund this process. Sizemore Group was retained by the City to lead the Master Planning process. The Smyrna Spring Road Corridor LCI will focus on guiding redevelopment along Spring Road and identifying appropriate public investment projects to enhance aesthetics and functionality of this corridor, creating a true gateway into the City.

1.1 Background

The focus of this study is the Spring Road Corridor and adjacent parcels with emphasis on commercial mixed-use nodes. Refer to Figure 1.1a-b, for more context.

The study area is home to a mix of uses that range from apartments and single-family residential to mixed-use and commercial shopping destinations including the Nam Dae Mun Farmers Market, Rev Coffee, Jonquil and Concord Road.

This gateway corridor is currently characterized by auto-oriented development and commercial strip-malls, near major intersections such as Jonquil Drive, Cumberland Boulevard and Cobb Parkway. The corridor between Village Parkway and Spring Drive is characterized by residential - providing a more green and low density environment. The Spring Road Trail, which runs along the north side of Spring Road for the entire length of the study area, runs through a linear greenway in the central portion of the corridor.

The Spring Road Trail offers an alternative means of travel to corridor destinations and connectivity to the Silver Comet Trail via the trails along Atlanta Road and Concord Road.

The study area is experiencing new and exciting development with The Battery Atlanta and Jonquil. The Battery Atlanta is a mixed use entertainment district, home of the new Atlanta Braves Stadium - SunTrust Park, that sits just west of the study area. Jonquil is a mixed use development anchoring the west end of the study corridor. It includes a grocery store, several restaurants, retail shops and housing. These developments will create significant market demand in the study area.

The Spring Road Corridor is well-positioned for revitalization and redevelopment. Adjacent to one of the largest employment corridors in the southeastern U.S., the Cumberland CID and direct access to two major instate highways (I-75 and I-285) creates a very strong regional location. With the development of the The Battery Atlanta, Jonquil and significant infrastructure investments, the City of Smyrna is poised to capture the increased redevelopment demand in the area.

This study seeks to create a gateway worthy of the vibrant community that Smyrna has become: a vibrant, dynamic community that is attractive, welcoming and economically viable.

Vision

To create a dynamic, vibrant and multi-modal Gateway Corridor for Smyrna, connecting residents and businesses to everyday services, community amenities and entertainment venues.
Introduction

Figure 1.1b: Study Area Map

Legend
- LCI Study Area Boundary
- Smyrna City Boundary
- Local Landmarks

Spring Road Corridor LCI Study Area
1.2 Key Development Nodes

Key redevelopment nodes were identified based on accessibility, market understandings and proximity to existing community assets. Redevelopment of these nodes, pictured in Figure 1.2b, become the focus of study recommendations. Key redevelopment nodes include:

- The Smyrna Plaza
- The South Spring
- Baseball Boulevard
- Sports Avenue
- Spring Road Arts District

As growth pressures increase due to new investments, such as The Battery Atlanta and Jonquil, this study seeks to develop realistic plans to guide revitalization and redevelopment that will serve the community and encourage sustainable economic growth.

1.3 The Process

Three main requirements were utilized in determining the goals for this process along the Corridor:

- The LCI Program Goals
- The Community Involvement
- The Market Study

Where the goals of the LCI Program, the Market Study and the Community Involvement overlapped (Figure 1.2a), they provided a focus and direction for the master plan development.

COMMUNITY INVOLVEMENT

An extensive community involvement program was designed and undertaken with the goal of involving all stakeholders in the study process. Through this effort, a community supported vision for the study area was identified and articulated. The various issues, needs and aspirations have been addressed in the master plan. The program involved stakeholder meetings, interviews, surveys, visioning sessions, design workshops and open houses. This collaborative effort was an integral part of gaining consensus and support from the various stakeholders in the community.

Below is a summary of project goals identified through the community process.

Community Goals

1. Preserve small, local-businesses along the Corridor.
2. Provide alternative transportation options to help reduce vehicular traffic congestion.
3. Improve traffic flow during peak travel times.
4. Create shopping, retail and entertainment destinations along the Corridor.
5. Develop street networks to improve both regional and local connectivity.
6. Provide amenities for cyclists and pedestrians to safely travel the Corridor.
7. Create a sense of arrival at the east end of Spring Road.
8. Make Spring Road more attractive - Beautify Identify and Brand.

LCI PROGRAM GOALS

The Livable Centers Initiative (LCI) Program provides planning grants for local government and non-profits to achieve the following goals:

- To encourage mixed income live, work, play and shop activity centers.
- To create connected communities with multi-modal access for all users, including transit, roadways, walking and biking.
- To include public outreach involving all stakeholders.

LCI recommendations are eligible for competitive transportation funding grants through the ARC once an LCI plan has been adopted by the jurisdiction. Transportation recommendations for implementation funds that best achieve the focus goals of this process were made within this plan.
Key Development Nodes Map

Legend
- Potential Development Areas
- Schools
- Parks
- Transit Stop
- Important Intersections
  - Study Area
  - Bus Transit Routes
- Smyrna City Boundary

Figure 1.2b: Spring Road Corridor Key Development Nodes
MARKET FINDINGS
In order to develop a realistic vision, a predictive Market Analysis was conducted.

The study found demands to include:

**For-Sale Housing Market**
- New for-sale product in the Spring Road corridor could average more than 250 townhouses and 200 single-family homes every five years with for-sale townhouse development being a more viable and feasible opportunity in the corridor area.

**Multi-Family Residential Market:**
- Southeast Cobb should see demand for around 500 to 600 units annually (2,500 to 3,000 every five years), with the Spring Road corridor (particularly that area closest to Cobb Parkway) being able to support 3-5 new luxury rental apartment communities over the next 10 to 15 years.

**Retail Market:**
- Retail opportunities in the mid-corridor section of the study area should focus on local-serving dining and smaller, local-serving retailers priced out of newer retail space at Jonquil and Belmont.
- For regional-serving retail there are large market gaps for major retailer categories. Many of these retailer types are in traditionally big-box friendly categories (i.e. regional-serving), such as home improvement, office supplies, some clothing and even some grocery beyond the Publix at Jonquil. Opportunities should focus on ground floor retail or even stacked retail boxes as part of a larger mixed-use project which should incorporate a tenant mix that avoids competition with and complements The Battery Atlanta.

**Office Market:**
- More local, neighborhood-serving office focused more toward Atlanta Road and perhaps around the Jonquil Road area. Net support exists for around 50,000 square feet of this small office space. More regional-serving office beyond 2020, focused around Cobb Parkway in a high-rise format and could potentially support a new tower in that location over time. Estimated regional office demand is 400,000 square feet through 2026.

**Lodging Market:**
- Given the high level of visibility and proximity to The Battery Atlanta and the Galleria Centre Convention Complex, at least one new hotel, 175 rooms, could be supported in the study area at Cobb Parkway. This would likely be a select service type of establishment (somewhat upgraded from a conventional limited service hotel).

1.4 Previous Studies and Plans
This study builds on previous plans and studies by recognizing areas of concern and recommendations identified by these studies and incorporating them into the final plan, as appropriate. Below are a list of relevant previous studies:

**1990 Cobb County Comprehensive Plan**
The 1990 Cobb County Comprehensive plan sought to guide redevelopment efforts in a way that protects residential land-uses, while creating economic opportunities for residents and improving inter-city connections. In this study, the Concord Road/Spring Road East/West connection was identified as a key connection and plans were made to extend Spring Road to I-285/75. Additionally, the road was recommended to be widened to accommodate increased traffic flow towards the Cumberland area.

**1997 Cobb County Comprehensive Plan**
In this report, the City of Smyrna was highlighted as a major Cobb County growth center, transitioning from a “bedroom county” to a community where residents live and work. Recommendations for the Spring Road Corridor included making it an area for congestion relief, connecting Smyrna’s residential uses to Cumberland and the I-285/I-75 connector.

**City of Smyrna Comprehensive Plan 2005-2030**
This plan encourages mixed-use redevelopment at the intersection of Cobb Parkway and Spring Road due to its proximity to the Cumberland-Galleria Regional Activity Center.

**2030 Cobb County Comprehensive Plan 5-Year Update**
This 2006 plan built on the vision outlined in the 1995-2025 Cobb County Comprehensive Plan. Recommendations for the Spring Road Corridor included creating multi-use commercial nodes and making roadway upgrades for improved safety and access for both vehicular and non-motorized...
traffic. The recommendations made for Spring Road, in conjunction with Windy Hill Road, were to become the primary retail and office node within the city, accompanied by infill residential development activity in adjacent residential areas to ensure sustainability.

2003 and 2009 Livable Centers Initiative (LCI) for the Smyrna Town Center

The 2003 LCI, in relevance to the Spring Road Corridor, recommends the redevelopment of Jonquil Plaza, a major commercial node to help anchor activity in Downtown Smyrna; this area is being developed adjacent to the Spring Road Corridor today and will help to anchor activity along the corridor. The 2009-2013, 5-Year Plan updates the 2003 Smyrna LCI Study by taking inventory of the implementation of previous LCI recommendations.

City of Smyrna Five Year Comprehensive Plan Update

This Comprehensive Plan update reported the accomplishments of the Spring Road Trail, including the extension completion and the Trail West progress.

2014 Smyrna Town Center LCI 5-year Update

This 5-Year Plan updates the 2009 LCI. As a key part of the study, the City identified the opportunity to use public funding to incentivize development in and around downtown Smyrna. This plan also recommended improved connections from Downtown Smyrna to Spring Road.

2014 10-Year Vision plan

Working closely with City leaders, the business community and local residents, a 10-Year Vision Plan was developed to help guide the City and its partners with implementation of future planning projects. From this, steps were outlined to address the opportunities, issues and needs of the community as a whole; best practices were illustrated to aid in each step of the planning process. Many of the Vision Plan recommendations will be private sector sponsored initiatives.

Guide Smyrna 2040 Comprehensive Plan

The 2040 City of Smyrna Comprehensive Plan Update is currently under way and will be completed and adopted by October, 2017.

2040 Cobb County Comprehensive Plan

The 2040 Cobb County Comprehensive Plan is currently underway.

Fall 2016 Georgia Tech Spring Road Corridor Study

The Georgia Institute of Technology, School of City and Regional Planning Masters students conducted a corridor study of the Spring Road Corridor to provide analysis for future plans for this area. From this study, the universal concepts of “Bike/Ped Connectivity,” “Circulator Route,” “Missing Middle,” “Parks + Greenspace,” and “Access to Services.” These concepts worked together in the study to provide land uses that ensured connectivity, destinations that improve Smyrna and Spring Roads Character and Identity and create accessibility to services that will help improve quality of life. The ideas generated through this exercise served as a spring board for the Smyrna Spring Road Corridor LCI Study.
2.0 Facts and Analysis

This section identifies existing study area conditions, including assets and opportunities; project accomplishments; existing land use, zoning and land conditions; existing economic development tools; transportation conditions and a market and demographic summary.

2.1 Assets and Opportunities

Key assets and opportunities are identified in Figure 2.1a and include:

Schools

There are two schools within the study area; Argyle Elementary School and the Atlanta Trilingual Academy. Argyle Elementary School is a Cobb County public school with approximately 500 students enrolled from kindergarten through 5th grade. Atlanta Trilingual Academy is a private, language immersion preschool and elementary school that offers instruction in English, Spanish and Mandarin. Both of these schools are located in the eastern portion of the corridor and are surrounded by both residential and commercial areas. These schools serve as community anchors for this corridor.

Smyrna Fire Station No. 3

Smyrna Fire Station No. 3 is located at the intersection of Park Road and Spring Road, across the street from Argyle Elementary School. Due to its proximity to Argyle Elementary School and Jonquil Park, this station has the potential to be a community hub, especially for area youth.

Parks

There are two parks within the study area; Jonquil Park and the Spring Road Linear Park. Jonquil Park, located north of Fire Station No. 3, is a community park with four youth soccer fields and a small playground area. Surrounded by residential areas on three sides with the elementary school across the street, this park has potential to be an access point and buffer area between the lower density residential uses situated west of the park to more intensively developed areas east of the park.

The Spring Road Linear Park runs along the north side of Spring Road from Campbell Road to Village Parkway and then continues to Jonquil Park. It stretches for about 0.7 miles and occupies an area of about 8.26 acres. The Spring Road Trail, also known as the Chattahoochee River to Kennesaw Mountain Trail, extends through this park.

Additionally, Durham Park and Taylor-Brawner Park lie within a half-mile radius of the western portion of the study area. Durham Park provides 3 acres of passive space, while the larger 10 acre Taylor-Brawner Park serves as an entertainment venue with a gazebo, two picnic pavilions, walking trails, an amphitheater, a playground and open space.

Jonquil

This 12.4 acre mixed-use project replaced an aging strip shopping center. With the mixture of commercial, retail and multi-family residential this development contributes significantly to the character of Smyrna’s downtown area. With bike trails along Atlanta Road and Spring Road and proximity to parks and Smyrna Market Village, Jonquil attracts residents and visitors alike.

Spring Road/Jonquil Drive Node

The Spring Road/Jonquil Drive Node is home to several popular local businesses, which create a neighborhood character. Rev Coffee is a coffee shop/bakery that brings an artistic vibe to the area, with for sale art decorating the walls. They also host an annual arts festival.

This area is also home to Mezza Luna, a local Italian restaurant, frequented by area residents.

Other neighborhood services are also provided, including but not limited to, medical offices, veterinarian clinics and automobile services.

This node has the potential to become a significant neighborhood node that provides local services to the community.

The Battery Atlanta and SunTrust Park

The Battery Atlanta, home of SunTrust Park - the Atlanta Braves Stadium, is a large, mixed-use, entertainment district that directly adjoins the study area to the east. With new residents and visitors attracted to The Battery Atlanta, additional market demand is anticipated along the entire length of the Spring Road corridor, however, most of the impact is expected to occur in those areas in close proximity to The Battery Atlanta and SunTrust Park.

Cumberland Mall and Galleria Centre Convention Complex

The study area benefits from the presence of major regional attractors. Cumberland Mall and Galleria Centre Convention Complex, are also located in close proximity to the study area. Their regional draw provides a positive impact on area market demand.
Figure 2.1a: Assets and Opportunities Map

Legend

- Areas of Development Opportunity
- Schools
- Parks

- Smyrna City Boundary
- Important Intersections
- Transit Stop
- Local Landmark
2.2 Project Accomplishments

The Spring Road LCI Corridor Study is a new LCI effort; although small portions of its study area overlap with the original 2003 Smyrna LCI, the majority of the Spring Road study area is independent of the original Smyrna LCI; for this reason, the study does not capture many accomplishments of the original Smyrna LCI study.

Figure 2.2a indicates projects from the previous LCI that impact the Spring Road LCI and their status as of November 2016.

*Although not included in the original LCI, it is important to note the implementation of the Spring Road Trail on the north side of Spring Road within this LCI’s study area. This trail is a critical bike-ped infrastructure connection for serving the LCI study area.

<table>
<thead>
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<th>Project Reference from 2003 LCI</th>
<th>Description</th>
<th>Original Engineering/Construction Years</th>
<th>Current Status</th>
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<tr>
<td>T1.3</td>
<td>Modify Atlanta Road at Spring Road intersection to remove right turn channelization islands for northbound and southbound directions to provide a direct path for pedestrian crossing and landscape reclaimed channelization island areas.</td>
<td>2004/2006</td>
<td>Not implemented</td>
</tr>
<tr>
<td>T1.4</td>
<td>Replace all crosswalks with GDOT standard crosswalk markings to enhance visibility.</td>
<td>2004/2006</td>
<td>Enhanced crosswalks with different design have been implemented.</td>
</tr>
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<td>T2.1</td>
<td>Provide sidewalks and greenspace within Jonquil redevelopment area.</td>
<td>2005/2007</td>
<td>Implemented with 2016 redevelopment project.</td>
</tr>
<tr>
<td>T7.1</td>
<td>Examine/implement Village Parkway (100’ ROW) lane reduction to two-lane divided section and use additional width to install multi-use section (10’ multi-use trail on west side of road and 6’ sidewalk on east side of road). If lane reduction is not feasible, install four-lane divided roadway with similar multi-use trail and sidewalk section.</td>
<td>2004/2007</td>
<td>Lane reduction not implemented, although trail has been constructed.</td>
</tr>
<tr>
<td>T8.3</td>
<td>Install new roadway section through Jonquil that connects Spring Road and Atlanta Road.</td>
<td>2005/2007</td>
<td>Implemented with 2016 redevelopment project.</td>
</tr>
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Figure 2.2b: Project Accomplishment Map
2.3 Land Use, Zoning and Land Conditions

This section describes existing conditions and understandings of the study area City Council Ward Boundaries with their City Council Representatives, neighborhood boundaries, land uses designations, zoning, land conditions and the economic tools available within and near the study area.

City Council Wards and Neighborhoods

The City of Smyrna is governed by a Mayor and 7 City Council members, having 7 corresponding wards. The City Council is the elected body responsible for providing effective municipal government consistent with the needs of the City and the City budget. Development that occurs along the Spring Road Corridor will be located in portions of Ward 1, Ward 2, Ward 3 and Ward 6 as seen in Figure 2.3a.

There are over 25 Neighborhoods adjacent to the Spring Road Corridor LCI study area, as seen in Figure 2.3b.

Study Area City Council members

Ward 1 - Derek Norton
Ward 2 - Andrea Blustein
Ward 3 - Teri Anulewicz
Ward 6 - Doug Stoner
Existing Land Use

The Spring Road LCI study area encompasses approximately 274 acres. The current land uses within the study area remain fairly segregated, with both office and commercial uses, mainly retail and restaurants, fronting the Spring Road Corridor; The residential uses, in most instances, are located behind commercial and office properties and multi-family located further east, adjacent to the corridor (Refer to Figure 2.3c). With close to 22% of the study area being dedicated to roadways, the remaining 213 acre breakdown can be seen as follows:

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Acres</th>
<th>%</th>
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<tr>
<td>Mixed-Use</td>
<td>12.3</td>
<td>6.7%</td>
</tr>
<tr>
<td>Commercial</td>
<td>108.9</td>
<td>39.8%</td>
</tr>
<tr>
<td>Office</td>
<td>12.9</td>
<td>4.7%</td>
</tr>
<tr>
<td>Residential</td>
<td>68.1</td>
<td>24.9%</td>
</tr>
<tr>
<td>Public/Institutional</td>
<td>11.7</td>
<td>4.3%</td>
</tr>
<tr>
<td>Parks/Recreation/Conservation</td>
<td>18.6</td>
<td>6.8%</td>
</tr>
<tr>
<td>Vacant/Undeveloped</td>
<td>6.6</td>
<td>2.4%</td>
</tr>
<tr>
<td>ROW/Easement</td>
<td>4.6</td>
<td>1.7%</td>
</tr>
<tr>
<td>Roadways</td>
<td>61.0</td>
<td>22.3%</td>
</tr>
<tr>
<td>Total</td>
<td>273.8</td>
<td></td>
</tr>
</tbody>
</table>

The majority of the land within the study area is commercial use, followed by residential. Office and mixed-use have a minimal presence in the immediate vicinity of the study area and in most instances are situated behind commercial land uses concentrated along the corridor. There are approximately 6.6 acres of vacant, seemingly developable land. Lastly, there are four public/institutional amenities within the corridor: Smyrna Fire Station No. 3, Argyle Elementary School, Jonquil Park and the Spring Road Trail which together provide approximately 18.6 acres of park land.

Mixed-Use

Mixed-Use makes up 6.7% of the study area and is concentrated in the Jonquil development. Jonquil, under-construction at the writing of this report, will consist of approximately 266 apartments and 67,000 square feet of retail space and is set to open in the Spring of 2017.

Retail

Commercial land use makes up 39.8% of the study area. While some of this land is consolidated into a major shopping center, Cumberland Crossing Shopping Center, the majority of the retail is small parcel development along the corridor, made up of gas stations, fast food and sit down restaurants, small strip centers, Nam Dae Mun Farmers Market and other retail oriented services.

Office

Office land use makes up only about 4.7% of the study area. Most of the office space along the corridor is situated adjacent to commercial parcels.

Residential

Residential uses comprise approximately 24.9% of the land in the study area. The study area corridor is approximately two and a half miles long, making for a 40 minute walk from one end to the other. This short distance allows for the possibility of surrounding residents to be within walking distance to the area amenities. Improved cycling and pedestrian amenities, including safer sidewalks and crosswalks, are necessary to encourage and enhance walkability. These amenities are currently being improved, but connectivity is still lacking. This is discussed in more detail in Section 2.4, Transportation.

Vacant/Undeveloped

Approximately 2.4% of the land in the study area is vacant property, that appears to be developable. This land is scattered throughout the site.

Public/Institutional

There are four public/Institutional properties in the study area, Argyle Elementary School, Smyrna Fire Station No. 3, Jonquil Park and the Spring Road Trail. This makes up only about 4.3% of the land use in the study area and is located towards the eastern portion of the site. It should be noted that the Argyle Elementary School facility is aging and an upgraded building should be considered at the present location or somewhere in the corridor that is more suitable.

Parks/Recreation/Conservation

Located just off of Spring Road, along the eastern right-of-way of Park Road and north of Fire Station No. 3, Jonquil Park is about 10.8 acres of the total 18.6 acres of parks/recreation lands. This park consists of four youth soccer fields and a small playground area.

The Spring Road Linear Park, is located along the central portion of the study area, directly north and adjacent to Spring Road. Bounded by residential and limited office and commercial uses, these areas serve as destination points and make traversing the corridor easier for pedestrians and cyclists. While these spaces are used for recreation, it should be noted that they are both zoned R-15, residential areas (Figures 2.3c and 2.3d). Rezoning these spaces should be considered to protect recreational use.
Existing Zoning

Figure 2.3d and 2.3e provides a map of the currently adopted zoning categories along the Spring Road Corridor LCI study area. Figure 2.3d provides a brief description of each zoning district and a breakdown by percentage.

In the City of Smyrna, specific zoning regulations are in place to establish minimum parcel sizes, lot widths and setbacks. This information is incorporated with building design, parking/landscape requirements and signage control and updated regularly to ensure that code remain consistent with the City Comprehensive Plan and the changing needs of the community.

The Spring Road Corridor zoning is also regulated by the Corridor Design District Overlay, which has been established to promote orderly development along urban transportation corridors and which implement the urban design concepts of the City. It specifies urban design concepts such as site development standards, building orientation, natural features, lighting and signage, sidewalks, parking and spatial relationships.
Future Development and Character Areas

The City of Smyrna’s current plans include a Future Development Map (See Cobb County’s 2030 Comprehensive Plan). The Future Development Map provides specific land uses and zoning categories that are compatible with each district. In addition, this map provides more general character areas that are linked to the city’s redevelopment policies.

Figures 2.3f and 2.3g explain the land use codes and the City of Smyrna’s currently adopted Future Development Map illustrates the areas where these codes apply. Under the City’s current plan, the Jonquil Node and The Battery Atlanta Node serve as mixed-use anchors, drawing people in and through the Spring Road Corridor - helping to sustain existing business and economic development along the corridor.

<table>
<thead>
<tr>
<th>Land Use Code</th>
<th>Description</th>
<th>Appropriate Land Uses</th>
<th>Corresponding Zoning District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suburban Residential</td>
<td>Low density residential category, Less than 3 units/acre</td>
<td>Single Family Detached Residential, Civic/Public/Church, Parks/Recreation/Greenspace</td>
<td>R-30, R-20, R-15, OI</td>
</tr>
<tr>
<td>Moderate Density Residential</td>
<td>Under 4.5 units/acre</td>
<td>Traditional Neighborhood Development, Single-Family Detached Housing, Duplexes, Quadruplexes, Civic/Public/Church, Parks/Recreation/Greenspace</td>
<td>R-15, OI</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>Under 6 units/acre</td>
<td>Traditional Neighborhood Development, Single-Family Detached Housing, Duplexes, Quadruplexes, Civic/Public/Church, Senior Housing, Parks/Recreation/Greenspace</td>
<td>R-12, RAD, PUD, OI</td>
</tr>
<tr>
<td>Urban Residential</td>
<td>6 units/acre and over</td>
<td>Townhomes, Condominiums, apartments, Senior Housing, Civic/Public/Church, Parks/Recreation/Greenspace</td>
<td>RAD, RMC-8, RM-10, RM-12, RD, RO-4, RTD, OI</td>
</tr>
<tr>
<td>Neighborhood Activity Center</td>
<td>Centers of small commercial, civic and public activities. Typically less than 10 acres. Maximum two stories.</td>
<td>Neighborhood Commercial, Small Mixed-Use Development, Low Rise Office/Professional, Civic/Public/Church, Parks/Public Plazas</td>
<td>LC, NS, FC</td>
</tr>
<tr>
<td>Community Activity Center</td>
<td>Regional mix of commercial, civic, professional and public uses.</td>
<td>Mixed Use Development, General Commercial, Office/Professional, Civic/Public/Church</td>
<td>GC, MU, NS, TS</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>Mixed Use</td>
<td>&quot;Main Street&quot; Retail, Office/Professional, Loft Housing, Townhouses/Condominiums, Civic/Government/Church, Parks/Plazas/Gathering Spaces</td>
<td>CBD, MU</td>
</tr>
<tr>
<td>Office/Professional</td>
<td>Office/Professional</td>
<td>Office/Professional Campus, Commercial, Civic/Government</td>
<td>GI, GD</td>
</tr>
<tr>
<td>Industrial Area</td>
<td>Industrial Area</td>
<td>Light Industrial, Office/Distribution Centers, Transportation and Warehousing, UTILITIES, Commercial</td>
<td>U, OI</td>
</tr>
<tr>
<td>Parks/Re/Conservation</td>
<td>Parks/Re/Conservation</td>
<td>Bicycle/Pedestrian Greenways, Conservation Areas</td>
<td>R-15</td>
</tr>
<tr>
<td>Potential Annexation</td>
<td>Potential Annexation</td>
<td>The Right of Way is the legally required easement reserved for transportation purposes</td>
<td></td>
</tr>
</tbody>
</table>

2.3f: Spring Road Future Development Breakdown
Existing and Proposed Trails

Figure 2.3h provides a map illustrating the Existing, Under Construction and Proposed Trails along and around the Spring Road Corridor. The Spring Road Trail, which sits on the north side of Spring Road, connects to the Silver Comet Trail and Cumberland, via Atlanta Road and Concord Road. Existing Trails provide alternative modes of transportation for residents to the many uses and amenities along Spring Road.

Land Conditions

Topography

Figure 2.3i provides a map illustrating elevation contours within the LCI study area. High points are seen within commercial areas, with low points where the stream crosses the corridor.

Water Resources

Figure 2.3i also provides a map of hydrology within the LCI study area. According to GIS data, there is one major floodplain that crosses the LCI study area. Typically, Low Impact Development (LIDs) such as walking or biking trails are acceptable along these plains, and provide a direct and safe link to nature for pedestrians and cyclists.
2.3i: Spring Road Corridor Topography and Water Resource Map

Legend
Trail Status
- Unknown
- Existing
- Proposed
- Lake/Pond
Floodplains
- 100yr Floods, no BFE
- 100yr Floods, known BFE
- City of Smyrna Boundary
- Spring Road LCI Corridor Area
**Economic Development**

Figure 2.3k identifies economic development tools that have been used in and near the City of Smyrna. Identified in this map are the boundaries of the Cumberland Community Improvement District (CID), the existing Smyrna-Osborne Enterprise Zone and the existing North Smyrna Opportunity Zone.

Other potential economic incentives/tools such as Special Service Tax Districts and the creation of a Smyrna Community Improvement District could be considered at the appropriate time and under certain conditions.
Economic Development Opportunities

Legend
- North Smyrna OZ
- LCI Study Area
- Smyrna-Osbornes EZ
- Local Landmark
- Cumberland CID Boundary

2.3k: Economic Development Map
2.4 Transportation

This section provides an overview of existing transportation facilities within the Spring Road Corridor LCI study area.

Existing Conditions Summary

Smyrna’s Spring Road corridor comprises the eastern half of the City’s primary east-west community link, extending from Atlanta Road to Cobb Parkway and continuing west from Atlanta Road as Concord Road. This larger corridor is one of only two east-west thoroughfare connections (along with Windy Hill Road) through the entirety of Smyrna’s city limits and provides the most direct link between the City and the Cumberland retail and employment center to the east, the largest concentration of employment in Cobb County with over 75,000 jobs.

Street and roadway network

Spring Road extends approximately 2.4 miles between Atlanta Road and Cobb Parkway SE, located entirely within Smyrna’s city limits. It features a four-lane typical cross-section with central medians that alternate with left turn lanes at intersections and key driveways, and it serves an average daily traffic volume of approximately 28,000 to 35,000 vehicles.

Spring Road is classified in the Atlanta Regional Commission’s roadway functional classification system as a minor arterial, indicating its priority function is the movement of vehicles across longer distances. However, as with many arterial corridors in a primarily suburban land use context, Spring Road also features direct access to properties (through driveways) along portions of its length.

What is notable about the Spring Road corridor as a connecting thoroughfare is how it links primarily residential districts of north and west Smyrna to the Cumberland Activity Center. As indicated on Figure 2.4b, the density of jobs at either end of the corridor varies significantly—from almost exclusively residential areas with no jobs to some of the highest job density concentration in the northwest Atlanta metropolitan area (in the Cumberland Galleria office district). This is reflected in the corridor’s traffic operations and patterns, which reflect its nature
Figure 2.4b: Spring Road Corridor Regional Jobs-Density Map

**Job Density**
- 2 jobs per acre or less
- 2 to 5
- 5 to 10
- 10 to 50
- 50 to 200
- more than 200

*Spring Road LCI Study Area*
as a commuter corridor. Although Spring Road itself functions as the main traffic distributor, the immediate land use environment along large parts of the corridor is residential, suggesting that the road is likely to serve a residential population for short trips as well as commuters.

One of the key objectives of the LCI study is finding a balance between these two functions, recognizing that Spring Road is a main street for the surrounding neighborhoods as well as a critical commuter link to major job, retail and entertainment centers in the area.

**Traffic patterns, operations and control**

Traffic volumes are generally higher in the eastern half of the corridor between Village Parkway and Cobb Parkway. This reflects the corridor’s nature as a commuter route that collects and distributes traffic to surrounding neighborhoods and destinations. (Refer to Figure 2.4c)

These commuter-focused patterns are apparent in peak travel periods, when over 2,000 vehicles travel in peak directions in the hour of highest traffic volume. The LCI study team performed traffic analysis of these morning and afternoon peak-hour conditions, and the results of this analysis illustrate key characteristics about the Spring Road Corridor and how traffic control currently affects its overall operations. With these directional, peak-heavy volumes, Spring Road functions as a conventional arterial, distributing traffic from residential neighborhoods around the corridor to the jobs center at Cumberland and the regional freeway network providing access to other major areas.
Facts and Analysis

Figure 2.4d: Peak Hour Intersection Levels of Service
employment centers throughout metropolitan Atlanta.

Recent signal timing adjustments that the City of Smyrna has undertaken and will implement in 2017 have helped to maximize the efficiency of traffic operations on the corridor, and most of its intersections function with relatively low levels of vehicle delay per intersection. However, this is accomplished through the use of signal timing schemes that greatly favor movement on Spring Road, sometimes allowing as much as two minutes of green-light time for Spring Road traffic. This increases waiting times on cross streets, both for vehicles and pedestrians and has created frustrations among many of the residents in the area.

As shown in Figure 2.4d, at most intersections, expected levels of average delay from forthcoming signal timing adjustments are minimal. In other words, the new timing plans should effectively minimize travel delay along the corridor, especially on the primary east-west movements, with notable exceptions at intersections with major turning movement volume or high traffic levels. Examples of these cross-street traffic patterns include Jonquil Drive, which serves the neighborhoods north of Spring Road and connects them to Spring Road with a southbound left turn movement through an acute-angled intersection (this allows fewer cars to pass through a given traffic light due to the increased time needed to make this turn) and Cumberland Parkway, where each intersection approach carries heavy through-moving and turning volumes, thus competing for green light time in the signal timing sequence.

Sidewalks and Pedestrian Infrastructure

Spring Road has sidewalks or a widened multi-use trail or side path on both sides of the street along its entire length (Figure 2.4e). Most of the side streets connecting to Spring Road do not have sidewalks, limiting the overall walkability of the area. These side streets serve predominantly single-family residential land uses. Generally, they can be expected to carry traffic at lower speeds, although some streets (such as Campbell Road and Village Parkway) are designed for higher traffic volume and a more complex transportation function. However, Spring Road itself has 100% sidewalk coverage, the overall study area (within the LCI boundary) has approximately 68% sidewalk coverage. The Cobb County Bicycle and Pedestrian Improvement Plan of 2010 identified the Spring Road corridor with a pedestrian level of service of D, indicating basic sidewalk widths and levels of pedestrian separation, however, it should be noted that this rating predates the completion of the Spring Road Trail on the north side of the corridor.

In general, major intersections along Spring Road are signalized and feature fully marked, signal-protected pedestrian crossings. However, these intersections are spaced relatively far apart (only eleven along the entire corridor, including the bookend intersections of Atlanta Road and Cobb Parkway) and the corridor does not include crosswalk markings at most un-signalized intersections. Spring Road does have a pedestrian mid-block bridge crossing between Park Road and Galleria Lane, connecting the Spring Road Trail (on the northern side of the street) to Argyle Elementary School (on the southern side of the street). There are no other mid-block crossings along the corridor.

As previously noted, the lengthy traffic signal cycles used on Spring Road limit pedestrian crossing comfort and convenience, especially at larger intersections like Village Parkway and Cumberland Boulevard. The mid-block pedestrian bridge is one way that this challenge has been addressed, although through the remainder of the corridor pedestrians only have traffic signals—and sometimes waiting periods of two minutes between protected crossing signal phases—to cross.

Bicycle Facilities

Spring Road and its intersecting streets in the study area have no on-street bicycle facilities. The Spring Road Trail is an off-street bicycle and pedestrian facility adjacent to the roadway on its northern side, extending from Village Parkway to Galleria Lane (Figure 2.4e).

However, the City has demonstrated acknowledgement of bicycle potential along this corridor, with one of its five City Bike Share stations located at the NW corner of Spring Road and Park Boulevard, on the Spring Road Trail.

Transit Service in the Larger Area

Cobb County Transit, now branded as CobbLinc, operates its Route 25 along the length of the Spring Road corridor, with an entire route length between the Hamilton E. Holmes MARTA Rail Station in west Atlanta and the Cumberland Transfer Center in the Cumberland Activity Center area. Within the study area, Route 25 travels both directions with stops located between a quarter and a half mile apart. Many of the bus stops on this route feature basic shelters (Figure 2.4f).
In addition, CobbLinc operates routes 10 and 10A along the general Cobb Parkway corridor, with both routes serving the LCI study area. These routes are part of the spine of overall transit service in the County, connecting Marietta, the Cumberland employment district and Midtown Atlanta via the Arts Center MARTA station. Although the deviation of these routes into the LCI study area is primarily intended to connect buses to the Cumberland Transfer Center on Cumberland Boulevard, their relatively high frequency points to an opportunity for the Gateway area of the Spring Road corridor to enjoy transit service connections to the rest of Cobb County and the MARTA system. At the time of the LCI’s completion, Cobb County was beginning to study its system wide transit operations, potentially considering service enhancements that could reinforce the role of Routes 10 and 10A as mobility options for the Cobb Parkway corridor.

As Route 25 is relatively new service, implemented in September 2016 and the result of a realignment of different CobbLinc routes in and around the City of Smyrna, detailed data on ridership and performance is not yet available. Interviews with Cobb Department of Transportation staff indicate that the service is generally operating on time and that ridership has shown increases since its inauguration.

The location of the Cumberland Transfer Center, adjacent to the Cumberland Mall, is not immediately adjacent nor easily accessible to the major employment center around the Galleria office complex.
Figure 2.4f: Existing Transit Services Along Spring Road Corridor
Driveway Access

The Spring Road corridor features 67 driveway access points along its length. However, these are not evenly distributed throughout the corridor, reflecting its differing land use patterns (Figure 2.4g). Commercial land uses have their own driveways, with sometimes more than one per parcel. Long stretches of the corridor with single-family subdivisions adjacent to, but not directly accessed from the corridor feature no driveways at all. The only vehicle entries into these neighborhoods are through cross streets from Spring Road.

For this reason, significant portions of the corridor feature relatively controlled access and few conflict points. Partly because of this, vehicle crashes on the corridor tend to be more concentrated around intersections than what is often typical in suburban commercial corridors with frequent driveway access (Figure 2.4h). However, as discussed in the subsequent section on crashes and safety, some of the highest crash rates occur in heavy driveway sections (Figure 2.4i).

Roadway, Pedestrian and Bicyclist Safety

From 2013 through 2015, there were 841 crashes along the Spring Road corridor, including its intersections with Atlanta Road and Cobb Parkway. Of these total crashes, four involved pedestrians and three involved bicyclists. Over this 3-year period, 163 of the crashes involved injuries with no fatalities. Three crashes involved bicyclists and four involved pedestrians.

As is typical on similar arterial corridors, crashes along Spring Road occur throughout the corridor and tend to be concentrated at major intersections. The greatest numbers of crashes have occurred at the corridor’s busiest intersections: at Cobb Parkway and at Cumberland Drive (Figure 2.4j).

Since it is intuitive that streets and roads with more traffic will have more crashes, a common means of communicating crash safety risk is through a crash rate that normalizes the number of crashes by traffic volume and calculating a number of crashes per 100-million vehicle miles traveled (100 MVM). That way all sections of roadway have a common baseline for comparison. The crash rate along Spring Road ranges from 140 to over 3,000 per 100 MVM, with a generally higher rate between Village Parkway and Cobb Parkway, where vehicle volumes are higher. It is notable that several of the segments along the corridor are above the statewide average for urban minor arterials (which is how Spring Road is categorized in the region’s roadway functional classification system). Of particular note are the very high crash rates at the eastern end of the corridor, between Cumberland Boulevard and Cobb Parkway (Figure 2.4k). High crash rates such as these are not uncommon on major arterial corridors with large surface intersections near access to freeways.
Existing Driveway Access

Figure 2.4g: Existing Driveway Access
Crash Locations and Driveway Density

Legend
- Crash Location
- Generalized Driveway Density

Figure 2.4h: Vehicle Crashes Compared with Driveway Density
Crash Severity

Legend
- Crash Location
- Crash with Injury
- Generalized Driveway Density

Figure 2.4i: Crash Severity
Bicycle and Pedestrian Crashes

Figure 2.4j: Bicycle and Pedestrian Crashes
Vehicle Crash Rates

Figure 2.4k: Vehicle Crash Rate
2.5 Market Analysis

Noell Consulting Group (NCG) was retained as part of the Sizemore Group consulting team to conduct a market analysis along the Spring Road corridor from Cobb Parkway in the east to Atlanta Road in the west. Specifically, NCG was tasked with understanding market depth for residential (for-sale and rental), retail, office and lodging uses in the area and the potential redevelopment opportunities available to Smyrna in the immediate future (3 to 5 years), the coming decade and beyond. NCG was further tasked with identifying potential redevelopment thresholds required to allow redevelopment to become feasible in the corridor.

Context

The timing for improving and facilitating redevelopment along the Spring Road Corridor is ideal, as the area’s excellent location, high level of convenience and proximity to one of Atlanta’s largest employment cores has greatly enhanced redevelopment potential in the corridor. Factors benefitting Spring Road are:

- The relocation of the Atlanta Braves to the Cumberland area has spurred significant public and private investment in the area, particularly north of I-285;
- Favorable residential and demographic trends, which increasingly favor convenient locations that are more proximate to employment, local and regional retail and entertainment destinations. This environment also offers more and varied transportation alternatives;
- Higher gas prices, lack of state money and worsening traffic take a toll on more distant suburbs, furthering interest in town living;
- As a result, rental apartment development and even the construction of luxury housing have all shifted to areas inside of and proximate to I-285 from Midtown to Buckhead to Dunwoody, Sandy Springs and Smyrna;
- Changes in the priorities of office tenants, who now seek more convenient, walkable mixed-use locations (preferably accessed by transit) over conventional suburban office parks;
- Nearby, major in town cores (Midtown, Buckhead, C. Perimeter, Cumberland) regained market share and can aggressively push lease rates and values;
- MARTA and transit have become a more significant location factor--State Farm selection of Central Perimeter, NCR & Honeywell to Midtown are recent examples of this;
- National, investment in most real estate product types favors centrally located, more walkable areas over those that are less walkable or more suburban in nature.

To this, the following summarizes our key conclusions relative to economic opportunities in the Spring Road Corridor, with more detailed research, conclusions and opportunities being provided in the larger accompanying package.

Demographics

As noted, Smyrna, like other in town Atlanta communities, has experienced a significant shift in demographics fueling demand over the last 15 years. Specific trends include:

- The study area and the western portion of Cobb County are seeing an increase in owner-occupied households.
- The study area is seeing a corresponding increase in highly educated (and more affluent) households but with more being childless couples (pre-families or empty nesters) (Figure 2.5a);
- Western portions of Smyrna and Cobb County offer more affordable housing options for families and reasonable commuting times to major job cores along I-20 or I-285.
- Foreign-born households make up an increasing share of the population at the east end and to the north of the subject area;
- These households are more likely to rent and tend to live in older, affordable multifamily properties found in and around the Cumberland core;
- The Cumberland core and its immediate environs are popular due to its central location and convenient accessibility. Older housing product is being occupied by immigrants, while newer housing product is attracting educated, childless households.
Changes in Tenure

Figure 2.5a: Area Demographics - Households with Children Under 18 Changes from 2000-2014

2.5b: Demographic Shifts
For-Sale Housing Market Assessment

- The metro area, like the nation, is still recovering from the housing crash. New construction home sales (of any product type) are significantly lower than seen a decade ago, although sales volume is consistently improving;
- Market shifts, demographic shifts, the impacts of student loans, financing requirements and reduced value seen in owning a home have all served to temper demand, even in the healthier economy;
- Potential easing of lending requirements, however, may jump start the housing market for more non-luxury product;
- Home values continue to rise, with 2016 year-over-year changes in the Case Shiller Index - an index that measures the average change in value of residential real estate in a city given a constant level of quality - at 5.3%. Values are expected to continue to rise at greater than inflation levels over the next five years, but this growth will start to slow as new supply increases.
- Metro-area-level townhome and condo development has declined as a share of new construction since the housing crash. These product types are expected to slowly recover over the next five years, however, neither is expected to return to early 2000’s levels.
- It is projected that new townhome development in the metro area will increase over the next five years. This is attainable due to increasing land prices as well as housing affordability pressure. Entry level single family homes are increasingly hard to construct in established areas with short commuting patterns and the townhome product is appealing to many non-traditional households.
- Cobb County has captured a steady share of all new construction, and has seen its share of new townhome construction increase steadily since 2006
- New single-family development is moving westward, although areas like Smyrna are seeing an increasing amount of infill development. Smyrna is ground-zero for new townhome construction, capturing more than 40% of all new Cobb townhome sales since 2013.
- Demand, shown in Figure 4.6d, for new for-sale product in the Spring Road corridor could average more than 250 townhouses and 200 single-family homes every five years with for-sale townhouse development being a more viable and feasible opportunity in the corridor itself.

Rental Apartment Market Assessment

- Overall, apartment development has been very strong in the Cumberland area and Metro Atlanta Region as a whole. This development demand is driven by Millennials delaying home ownership, interested in living in more urban locations (where home prices are more expensive) and, more recently, by Baby Boomers moving from home ownership to more convenient rental locations in the market.
- The metro Atlanta area is at the peak of the current apartment cycle with apartment construction at its highest level since 2007. However, rent growth is starting to slow.
- Southeast Cobb County is capturing an increasing share of new rental apartment absorption, although a large pipeline of under construction and proposed developments should satisfy demand in the coming five years.
- Southeast Cobb should see demand for around 500 to 600 units annually (2,500 to 3,000 every five years), with the Spring Road corridor (particularly closest to Cobb Parkway) being able to support several new rental apartment communities over the next 10 to 15 years (Figure 2.5d).
## 2.5d: Spring Road Corridor Residential Demand

### CITY OF SMYRNA
### SPRING ROAD CORRIDOR MARKET ANALYSIS

**Exhibit 3**
*Estimated Demand Potential for New For-Sale Residential Products in the Subject Site PMA*

**2015-2020**

<table>
<thead>
<tr>
<th></th>
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<td><strong>Metro Employment Growth /1</strong></td>
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<td>59,717</td>
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<td><strong>Ratio, Sales/Job</strong></td>
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<td>12,081</td>
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<td>13,602</td>
<td>9,604</td>
<td>10,022</td>
<td>10,887</td>
<td>22,396</td>
<td>23,820</td>
<td>18,621</td>
<td>16,880</td>
<td></td>
</tr>
<tr>
<td><strong>Metro SFD Share</strong></td>
<td>95%</td>
<td>72%</td>
<td>92%</td>
<td>95%</td>
<td>95%</td>
<td>90%</td>
<td>92%</td>
<td>72%</td>
<td>70%</td>
<td>98%</td>
<td>92%</td>
<td>90%</td>
<td></td>
</tr>
<tr>
<td><strong>Metro Attached Sales</strong></td>
<td>2,499</td>
<td>2,569</td>
<td>2,224</td>
<td>2,327</td>
<td>2,388</td>
<td>2,397</td>
<td>2,427</td>
<td>2,089</td>
<td>2,081</td>
<td>4,087</td>
<td>3,920</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Metro Attached Share</strong></td>
<td>31.4%</td>
<td>27.6%</td>
<td>17.9%</td>
<td>16.9%</td>
<td>14.5%</td>
<td>20.0%</td>
<td>14.4%</td>
<td>14.0%</td>
<td>14.0%</td>
<td>14.0%</td>
<td>14.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cobb SFD Sales</strong></td>
<td>704</td>
<td>939</td>
<td>1,182</td>
<td>1,191</td>
<td>1,142</td>
<td>1,020</td>
<td>1,282</td>
<td>1,494</td>
<td>1,784</td>
<td>1,909</td>
<td>1,490</td>
<td>1,591</td>
<td></td>
</tr>
<tr>
<td><strong>Cobb SFD Share</strong></td>
<td>12.6%</td>
<td>13.9%</td>
<td>11.4%</td>
<td>10.3%</td>
<td>8.2%</td>
<td>10.7%</td>
<td>8.0%</td>
<td>8.0%</td>
<td>8.0%</td>
<td>8.0%</td>
<td>8.0%</td>
<td>8.0%</td>
<td></td>
</tr>
<tr>
<td><strong>Cobb Attached Sales</strong></td>
<td>433</td>
<td>603</td>
<td>603</td>
<td>462</td>
<td>486</td>
<td>429</td>
<td>472</td>
<td>540</td>
<td>589</td>
<td>721</td>
<td>471</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Cobb Attached Share</strong></td>
<td>15.7%</td>
<td>15.7%</td>
<td>15.7%</td>
<td>19.9%</td>
<td>20.5%</td>
<td>17.5%</td>
<td>15.0%</td>
<td>16.0%</td>
<td>20.0%</td>
<td>20.0%</td>
<td>16.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PMA SFD Capture of Cobb</strong></td>
<td>17.9%</td>
<td>20.4%</td>
<td>14.9%</td>
<td>9.3%</td>
<td>12.9%</td>
<td>14.4%</td>
<td>16.0%</td>
<td>14.0%</td>
<td>10.0%</td>
<td>12.0%</td>
<td>12.0%</td>
<td>12.0%</td>
<td></td>
</tr>
<tr>
<td><strong>PMA SFD Sales /2</strong></td>
<td>126</td>
<td>162</td>
<td>165</td>
<td>110</td>
<td>147</td>
<td>148</td>
<td>205</td>
<td>209</td>
<td>178</td>
<td>229</td>
<td>179</td>
<td>260</td>
<td></td>
</tr>
<tr>
<td><strong>PMA Attached Capture of Cobb</strong></td>
<td>26.8%</td>
<td>28.5%</td>
<td>40.0%</td>
<td>30.0%</td>
<td>40.3%</td>
<td>36.3%</td>
<td>36.0%</td>
<td>45.0%</td>
<td>40.0%</td>
<td>45.0%</td>
<td>45.0%</td>
<td>42.0%</td>
<td></td>
</tr>
<tr>
<td><strong>PMA Attached Sales /2</strong></td>
<td>116</td>
<td>115</td>
<td>103</td>
<td>104</td>
<td>220</td>
<td>156</td>
<td>153</td>
<td>288</td>
<td>340</td>
<td>438</td>
<td>368</td>
<td>316</td>
<td></td>
</tr>
</tbody>
</table>

**Study Area Capture**

**SFD Capture Based on New SFD Home Sales 2006-2015**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>Averages</th>
</tr>
</thead>
<tbody>
<tr>
<td>SFD ZIP Codes</td>
<td>1,463</td>
<td>1,815</td>
<td>315</td>
<td>238</td>
<td>116</td>
<td>212</td>
</tr>
<tr>
<td>Spring Road Corridor 1/2 Mile</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Road Corridor Capture Rate</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Attached Capture Based on New Attached Home Sales 2006-2015**

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>Averages</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMA ZIP Codes</td>
<td>1,460</td>
<td>25</td>
<td>47</td>
<td>86</td>
<td>71</td>
<td>52</td>
</tr>
<tr>
<td>Spring Road Corridor 1/2 Mile</td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Road Corridor Capture Rate</td>
<td>11%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on our analysis of residential growth trends in the Atlanta Metro Area, Cobb County, and the Smyrna study area (PMA ZIP Codes), we believe the area can support around 42 new single-family homes and 52 new for-sale townhouses annually over the next five years. The area's high level of convenience in inner suburban location will continue to make it attractive to not only maturing singles and couples, but to some move-down, move-in empty nesters as well.
Office Market Assessment

- The Cumberland office market has lagged other major Atlanta job cores in job growth since 2002 overall and since the beginning of this recovery in 2010.
- Cumberland also lags Central Perimeter, Buckhead and Midtown in average rental rates and vacancies through 3rd quarter 2016.
- The relocation of the Braves, creation of The Battery Atlanta (Cumberland’s first true walkable mixed-use district) and the significant public investment in area infrastructure, combined dining and smaller, local-serving retailers priced out of newer retail space at Jonquil and Belmont.
- For regional-serving retail (supportable only on sites at Cobb Parkway) the study area draws on a regional trade area that includes most of southeast Cobb County.
- Retail at The Battery Atlanta will be heavily focused on dining and entertainment, along with highly unique retailers to the market.
- There are large market gaps for major retailer categories. Many of these retailer types are in traditionally big-box friendly categories (i.e. regional-serving), such as home improvement, office supplies, some clothing and even some grocery beyond the planned Publix at Jonquil Village.
- Opportunities should focus on ground floor retail or even stacked retail boxes (refer to Figure 2.5e) as part of a larger mixed-use project, which can avoid direct competition with The Battery Atlanta.

Retail Market Assessment

- The Cumberland/Smyrna area has seen flat retail rental rates the last five years, but due to steadily declining vacancies and only limited delivery of new retail space in the market; the overwhelming majority of retail in Cumberland and along Cobb Parkway remains largely older-model product. This includes Cumberland Mall and conventional power and neighborhood strip centers (Figure 2.5f).
- For local-serving, convenience-driven retail (most likely in central to western portions of the study area), demand potential in the study area is somewhat constrained by Dobbins AFB to the north and I-75 and I-285 to the east and south. Opportunities for local-serving retail will be greatest in western portions of the corridor and will largely be satisfied by the Jonquil mixed use development.
- Retail opportunities in the mid-corridor portion of the study area should focus on local-serving dining and smaller, local-serving retailers priced out of newer retail space at Jonquil and Belmont.

Capture of Metro Job Growth

- The Cumberland office market has lagged other major Atlanta job cores in job growth since 2002 overall and since the beginning of this recovery in 2010.
- Cumberland also lags Central Perimeter, Buckhead and Midtown in average rental rates and vacancies through 3rd quarter 2016.
- The relocation of the Braves, creation of The Battery Atlanta (Cumberland’s first true walkable mixed-use district) and the significant public investment in area infrastructure, combined
with the prolonged economic recovery have led to a recent surge in office absorption and development in Cumberland.

- Cumberland has seen higher absorption in 2015 and 2016 (1.2M square feet of space combined) than it has seen since the early 2000’s.

- Responding to this, more than 1.2M square feet of space is now under construction in the Cumberland area and is slated to deliver in 2017 and 2018.

- A significant share of this growth has been new build-to-suit office space for large corporate users.

- While it is expected to see healthy new office absorption over the next five years, there is currently 400,000 more square feet of office space planned than the submarket can absorb through 2020.

- Similar to retail, we see two development opportunities in the Spring Road corridor:

  - More local, neighborhood-serving office focused more toward Atlanta Road and around the Jonquil Road area; net support exists for around 50,000 square feet of this small community oriented office space.

  - More regional-serving office beyond 2020, focused around Cobb Parkway/Spring Road in a high-rise format and could potentially support a new tower in that location over time.

Lodging Market Assessment

- The lodging market has improved significantly in the Cumberland area since the economic downturn in the late 2000’s, with average daily occupancy now in the mid 70% range, up from the mid 60’s seen from 2004 through 2013 (Figure 2.5g).

- Continued office growth in Cumberland, combined with the impacts of the opening of SunTrust Park (literature suggests a 110,000 annual room night demand bump from the stadium) should allow for continued growth in the lodging market.

- Demand from 2016 through 2020 should support around 200,000 net new room nights, with demand growing by around 18,600 room nights annually beyond the stadium opening.

- Two major hotels—The 260 rooms Omni at The Battery Atlanta (scheduled to open in early 2018) and up to 350 rooms at Overton Park or the Galleria—will likely locate in the area in the next five years, accounting for a share of this net new demand.

- Even with these two new lodging establishments, we believe the area can support an additional 500 rooms by 2025 and still maintain a healthy 70% average daily occupancy rate.

- Given the high level of visibility and proximity to The Battery Atlanta, it is believed a hotel could be supported in the study area near Cobb Parkway, in close proximity to The Battery Atlanta, and would likely be a three star, select service type of establishment (somewhat upgraded from a conventional limited service hotel).
Development Opportunity

**Western Corridor:** Largely developed today with the addition of the Jonquil apartments and retail, but having opportunities for additional townhouse development as well as neighborhood office and retail development around the Spring Street/Jonquil Drive area. The creation of a more formal node relative to the independent, non-related uses there today would enhance the development potential.

**Central Corridor:** Townhouse development and redevelopment in the corridor is most appropriate, with the possibility of some neighborhood office. A lack of major intersections will temper potential for the development of other commercial land uses and more intense rental apartments. A boutique hotel should be considered along the corridor, near Cumberland Boulevard.

**Eastern Corridor:** Around Cobb Parkway opportunities exist for a larger mixed-use project, including regional-serving office, retail and high-end rental apartments, as well as the potential for three star lodging (likely select service) on site.

Redevelopment Feasibility

Redevelopment of key land uses in the corridor appears to be feasible, particularly for interior portions of the corridor. Along Cobb Parkway, however, redevelopment scenarios are somewhat more challenging and require higher-intensity redevelopment to support financial feasibility.

- The market currently supports redevelopment of aging, low-intensity land uses such as small, functionally obsolete single family homes on 0.15 acre lots or obsolete disinvested strip retail.
- Aging garden-style apartments could be replaced with modern luxury apartments, although only on sites with strong visibility and access. Apartments with recent re-investments or that are not centrally located may be more valuable to investors as cash-producing properties than as redevelopment opportunities.
- Larger retail properties along the southern portion of Cobb Parkway could be replaced with mid- to high-rise residential or commercial development in 5 to 10 years.
- However, these retail sites tend to occupy large sites and, therefore, redevelopment could potentially yield a very large number of units or rentable commercial square feet. These types of redevelopment projects will likely need to involve a creative mix of uses and/or multi-phase development programs to allow the market to absorb the amount of new space that these sites could support.
- Hospitality property, unless it is deteriorating and/or vacant, will likely be too expensive to redevelop.

Redevelopment feasibility scenarios are provided in the table on the following page, Figure 2.5h.
## Redevelopment Scenarios

<table>
<thead>
<tr>
<th>Existing Land Use</th>
<th>Aging Single Family/Lot</th>
<th>Aging Neighborhood Retail</th>
<th>Aging Garden Apartments</th>
<th>Occupied Class B Retail Power Center</th>
<th>Occupied Class A Power Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rent/SF</td>
<td>$10.00</td>
<td>$8.30</td>
<td>$5.669</td>
<td>$16.00</td>
<td>$19.00</td>
</tr>
<tr>
<td>Annual NOI per Unit or SF</td>
<td>10.0%</td>
<td>7.0%</td>
<td>7.0%</td>
<td>7.0%</td>
<td>7.0%</td>
</tr>
<tr>
<td>Sales Value Per Unit or SF</td>
<td>$190,000</td>
<td>$80,881</td>
<td>$6,073,554</td>
<td>$11,108,571</td>
<td>$21,985,214</td>
</tr>
<tr>
<td>Units or SF</td>
<td>12</td>
<td>75</td>
<td>60,000</td>
<td>100,000</td>
<td>$219,866</td>
</tr>
<tr>
<td>Typical Total Price</td>
<td>$2,280,000</td>
<td>$2,430,000</td>
<td>$6,073,554</td>
<td>$11,108,571</td>
<td>$21,985,214</td>
</tr>
<tr>
<td>Acres</td>
<td>2.00</td>
<td>2.30</td>
<td>4.69</td>
<td>6.89</td>
<td>11.48</td>
</tr>
<tr>
<td>$/Acre</td>
<td>$1,140,000</td>
<td>$1,058,008</td>
<td>$1,295,691</td>
<td>$1,612,965</td>
<td>$1,915,395</td>
</tr>
</tbody>
</table>

### Minimum Residential Redevelopment

<table>
<thead>
<tr>
<th>Required</th>
<th>Wood Frame Townhome (Single Family Attached)</th>
<th>Wood Frame Townhome (Single Family Attached)</th>
<th>Deck Parked Podium/Wood Frame Rental Multifamily</th>
<th>Epicure Mid-Rise Rental Multifamily</th>
<th>Concrete High Rise For Sale Multifamily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Per Acre</td>
<td>$1,180,000</td>
<td>$1,180,000</td>
<td>$1,340,280</td>
<td>$1,547,470</td>
<td>$2,200,000</td>
</tr>
<tr>
<td>Units/Acre or FAR</td>
<td>16</td>
<td>16</td>
<td>60</td>
<td>110</td>
<td>100</td>
</tr>
<tr>
<td>Unit or SF Yield</td>
<td>32</td>
<td>37</td>
<td>281</td>
<td>758</td>
<td>1,148</td>
</tr>
</tbody>
</table>

### Minimum Commercial Redevelopment

<table>
<thead>
<tr>
<th>Required</th>
<th>Deck Parked Commercial Mid-Rise</th>
<th>Deck Parked Commercial Mid-Rise</th>
<th>Deck Parked Commercial Mid-Rise</th>
<th>Deck Parked Commercial Mid-Rise</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Per Acre</td>
<td>$1,356,325</td>
<td>$1,356,325</td>
<td>$1,695,282</td>
<td>$2,034,338</td>
</tr>
<tr>
<td>Units/Acre or FAR</td>
<td>2.00</td>
<td>2.00</td>
<td>2.00</td>
<td>2.50</td>
</tr>
<tr>
<td>Unit or SF Yield</td>
<td>400,000</td>
<td>400,000</td>
<td>750,000</td>
<td>1,500,000</td>
</tr>
</tbody>
</table>

### Notes
- Very viable, but assemblage of existing structures required and is time consuming, risky.
- Very viable redevelopment opportunity. Some sites may be too small to redevelop without some assemblage.
- New construction rents to justify land costs are only viable at high-value sites.
- Scale of new developments may be challenging - multi-year phasing or mixes of uses may be necessary to justify acreage.
- Scale of new developments may be challenging - multi-year phasing or mixes of uses may be necessary to justify acreage.

---

Figure 2.5h: Redevelopment Feasibility Scenarios for the Spring Road Corridor
3.0 Community Participation

3.1 Community Participation

Public involvement is a key component of the LCI program and is critical for an in depth understanding of the vision, goals and needs of the Spring Road community. As such, all LCI studies must involve the public in a meaningful way and at key study milestones. Establishing various ways for people to engage in the planning process helps to ensure that local knowledge is accessed and used in developing master plan recommendations. It also maximizes the opportunities for the public to become involved in the overall process. The Spring Road Corridor LCI Study public participation process engaged stakeholders at three levels throughout the planning process: The Key Stakeholders, the Project Advisory Team and the General Public.

The Project Advisory Team includes individuals in related fields who are knowledgeable about the study area’s issues and opportunities. The Project Advisory Team was engaged in two meetings during the study process and were committed to providing technical guidance, assisting in advertising public meetings, distributing information to the larger community and providing feedback on materials to be presented at public meetings prior to each community engagement opportunity.

The Key Stakeholders consisted of those land and/or business owners within the Spring Road Corridor LCI study area with knowledge and expertise that could enhance and inform the study process.

The general public, which includes the study area community, at large, was engaged at three opportunities: at the Jonquil Festival, via online Community Survey, during two public meetings and a design workshop for key stakeholders. All outreach opportunities were designed to inform, invite and communicate with stakeholders about the LCI study.

The public involvement process included a variety of outreach tools including key stakeholder interviews; an online project website; public meetings; a design workshop for stakeholders; and an online community survey. Focusing on multiple means of collection and distribution of information, along with careful timing of activities to tie them directly to the anticipated completion of technical tasks and key milestones of the project allowed public input to be incorporated into the technical process in a meaningful way. Refer to Figure 3.1a-b for images of the community process.

**Stakeholder Interviews**

Prior to and during the Design Workshop, the consultant team conducted Stakeholder Interviews with members of the Core Team and other Key Stakeholders in the study area. These interviews helped to promote a clear understanding of the goals, objectives, existing market opportunities and socio-economic characteristics of the study area. The interviews also provided insight into the overall vision for the study area from those living and/or working within the study area. Interviews were consistent in format utilizing a prepared questionnaire that included a range of discussion points.

Each interview began with an introduction to the study followed by background information prior to beginning the interview. From the interviews, stakeholders provided insight into their overall vision for the study area. Major transportation and land use needs and concerns were also discussed. Suggestions for how best to involve and inform the public concluded the interviews. A total of 12 stakeholder interviews were conducted.

**Project Advisory Team Meetings**

The Project Advisory Team met twice during the planning process. The following are brief summaries of these meetings.

1. Project Advisory Team Meeting #1 was held on October 18, 2016: The purpose of the first Meeting was to introduce the project process; conduct a goal setting exercise, identify study area goals and issues; and discuss the upcoming Jonquil Festival and first community meeting agenda.

2. Project Advisory Team Meeting #2 was held on January 10, 2017: The purpose of the this final Project Advisory Team Meeting was to review project recommendations and discuss the final community meeting.
3.1a: The Jonquil Festival Visual Preference Survey
Community Participation

Public Meetings & Design Workshop

The general public was engaged at three points during the planning process. A summary of each outreach event is included below.

1. Smyrna’s Fall Jonquil Festival, October 22, 2016: This event served as the project kick-off meeting. Sizemore Group and Georgia Tech’s Planning Studio students hosted a booth to inform the public of our studies, announce the next community meeting and lead the public through a Visual Preference Survey. Refer to Figure 3.1a.

2. Public Meeting 1 was held on November 1, 2016: The purpose of this Open House was to introduce the project to the public and to educate them on the LCI study process. At this meeting, the public was engaged in a Visual Preference Survey and led through exercises to gather feedback based on four topics, asking what they wanted to (Figure 3.1c):
   • Preserve
   • Change
   • Create
   • Connect

3. A Design Workshop was held on December 8, 2016 from 9 am to 6 pm: The design workshop was an opportunity for key stakeholders and Project Advisory Team Members to provide their vision for the Spring Road Corridor LCI study in a workshop setting. Refer to Figure 3.1b. The workshop began with a welcome and overview of the LCI study and objectives of the day. The consultant team then gave presentations on community input results (including the survey results, Jonquil Festival and the first public meeting) and land use, transportation and market analysis. Throughout the day, stakeholders provided feedback to the consultant team. Additionally, stakeholder interviews were conducted to get more targeted information concerning transportation, land use and community vision.

   During the afternoon, an intensive work session was conducted, where consultants and attendees joined a table of interest to develop ideas and solutions as related to following topics:
   • Smyrna to The Battery Atlanta Connection
   • High Density Gateway Node
   • Transportation Modes
   • Neighborhood Nodes

4. The final public opportunity for feedback, Public Meeting 2, was held January 24, 2017. The final community event was held at The Cumberland Community Church, adjacent to the study corridor. This meeting began with a presentation of master plan concepts, with an Open House session following. Feedback was received and incorporated into this report.

Online Community Survey

Surveys are an important method of information gathering generating data that is essential for developing an understanding of the community and its needs. As such, a community survey was designed to gather input regarding the vision for this study. The survey was made available online from November 1 through December 1, 2016. The following methods were used to share the link for the online survey:
• Mayor and Council e-mail distributions
• Flyers posted in public buildings
• City Facebook page
• City website and calendar
• Vision Group e-mail distribution
• Neighborhood e-mails distribution
• Project website
• Flyers posted/handed out at businesses along the corridor.

A total of 659 surveys were completed. Results of this survey were used to supplement statistical and market data and to represent the public’s voice regarding the future development of the study area. A full summary of the online community survey can be found in the Appendix. The following is a summary of the community survey results:

   Who Responded:
   • 43.5% Residents
   • 00.3% Business Owners
   • 21.9% I shop/Run Errands in the study area
   • 30.7% I commute through the study area

Project Website

A project website was established as the hub of information for the LCI study. The site provided basic information about the purpose of the study, a description of the study area, a “Frequently Asked Questions” page, complete information on how the public could remain involved through our “Get Involved!” tab. Contact information for the Project Consultant Team was also made available on the website:
https://sites.google.com/site/springroadlci/
3.1b: Stakeholder Workshop and Work Session.
Community Meeting 1 Results

What should be PRESERVED in the study area?

PRESERVE

- Residential
- Roadway
- Businesses
- Northside Trail Character
- Landscaping
- Property Lines
- Local

What should be CHANGED in the study area?

CHANGE

- New Experience
- Sought After
- Better Visibility
- Arrival
- Dividers
- Better Traffic Flow
- Departure
- Good Feeling
- Modern Aesthetics
- Complete
- Better Traffic Flow
- Landscaped
- Less Tacky
- Fewer Stoplights
- Dedicated Bike Lanes

3.1c: Meeting 1 Results.
Community Meeting 1 Results

What should be CREATED in the study area?

CREATE

- Entertainment Options
- Biking
- Bike Lanes
- Affordable Housing
- Better Signals
- Street Lights
- Culture
- Monorail
- Bigger Schools
- Public Services
- Restaurants
- Professional Landscaping

What should be CONNECTED in the study area?

CONNECT

- Pedestrian Bridge to the Battery
- Silver Comet Trail
- Walkable
- Beltline
- Walk/Bike
- South Cobb Drive to Downtown
Community Survey Results

Survey Question 4
Which SINGLE improvement would you make to attract people to this area?

- Rid Pedestrian Friendly
- Spring Road Landscaping
- Spring Rd Reduce Path
- Park Path Lanes
- Congestion Restaurants Sidewalks
- Traffic Attract Lights Clean
- Businesses Look Space Walking Retail Public
- Walkability Mass Transit Options

Survey Question 6
What 3 words would you use to DESCRIBE the Spring Road Corridor?

- Potential Outdated Crowded Traffic
- Ugly Congested Boring Busy Slow
- Slow Boring Run Annoying Crowded Convenient
- Unattractive Ugly Traffic Potential
- Congested Construction Busy Needs
- Outdated Improving Unsafe Lights
- Important Nightmare Boring Residential Lights Convenient
- Outdated Narrow Unattractive Opportunity
- Slow Low Congested Crowded
- Traffic Necessary Potential Run Busy
- Construction Ugly Needs Unsafe Unappealing
- Dangerous Poor Frustrating Improving
Survey Question 23
What do you like MOST about the Spring Road Corridor?

Location Close to Home Sidewalks Linear Park Potential
Stadium Trees Businesses Landscaping
Cobb Parkway Connects Atlanta Rd Trail
Rev Coffee Access Proximity Road
Walking Path Convenient Interstate Market
Green Space Shopping Dae Mun Traffic Jonquil Park
Route

Survey Question 25
What changes would most IMPROVE the Spring Road Corridor?

Transit Public Transportation Spring Road Town Homes
Housing Reduce Traffic Businesses Atlanta Road
Restaurants Cobb Parkway Shopping
Congestion Lanes Construction Lights
Suntrust Park Improve Spring Rd
Better Traffic Rush Hour Traffic Flow
Old Buildings Apartments Pedestrian Friendly Clean
Stadium
Community Survey Results

Survey Question 9
Do you use existing public transit options?

- I do not use public transit
- I use the Route 20 bus route
- I use the MARTA Bus Route 12/201
- Other

Survey Question 10
If Public Transit facilities (such as shuttles, buses, etc.) were made more accessible, what would your main purpose or destination?

- To work located outside of the study area
- To work located within the study area
- To Smyrna Market Village shopping/entertainment
- Seeking entertainment, running errands or shopping along the Spring Road Corridor
- I would not use public transit
- Other (Please specify)
Survey Question 7

The Spring Road Corridor is poised as a significant contributor to Smyrna as a gateway to Smyrna Market village. When you think about the area, what do you feel its primary purpose should be? Please select one.
Community Survey Results

Survey Question 16
Thinking of RETAIL resources available along the Spring Road Corridor today, what do you think the area is missing? Rank the top 3.

Survey Question 18
Thinking of DINNING resources available along the Spring Road Corridor today, what do you think the area is missing? Rank the top 3.
Survey Question 17
Thinking of ENTERTAINMENT resources available along the Spring Road Corridor today, what do you think the area is missing? Rank the top 3.

Survey Question 5
How should Smyrna prioritize improvements along Spring Road Corridor? Rank the top 3.
Vision: To create a dynamic, vibrant and multi-modal Gateway Corridor for Smyrna, connecting residents and businesses to everyday services, community amenities and entertainment.
4.0 Recommendations

4.1 Concept Plan Overview

This section provides an overview of the proposed master plan for the Spring Road Corridor LCI study area. It provides a visionary master plan, based on community input, market understandings, development potential and LCI grant goals.

While the Gateway Corridor Plan is long range in nature, 10-25 years to implement, portions of this master plan can occur within the next 3 to 5 years. Refer the Figure 4.1a for the master plan.

Master Plan Overview

Development concepts presented in this master plan were largely influenced by two major developments occurring at both ends of the study area. The Battery Atlanta mixed use, entertainment hub and home of the new Atlanta Braves Stadium, at the eastern end of the corridor and the Jonquil mixed use development at the western end.

New visitors to and residents of The Battery Atlanta and Jonquil provide an opportunity for Smyrna to capture market demand for uses that will compliment these new developments. This would include, but not be limited to: high density residential, hotel, office and retail near The Battery Atlanta, neighborhood services, neighborhood retail/restaurants and housing in other portions of the corridor. This development would occur at nodes along the corridor that are appropriate locations for mixed-use and commercial development.

Based on this understanding, four main opportunity areas were identified:

1. The Smyrna Plaza
2. The South Spring
3. Sports Avenue
4. The Arts District (Spring Street at Spring Road)

Following are diagrams explaining how these four areas were identified. Section 4.2 identifies major infrastructure projects that will facilitate better connectivity within and to these opportunity areas. Section 4.3 and 4.4 will provide in further detail about each redevelopment concept and implementation strategies designed to achieve them.
Development Proposal

Figure 4.1a: Visionary Master Plan

*Note: Graphics included in this LCI report are conceptual. Implementation will require additional study and detailed design.

A1: The Smyrna Plaza
A2: The South Spring Development
A3: Baseball Boulevard
A4: Sports Avenue Development
A5: Arts District Development Proposal

Figure 4.1b, c, d: Conceptual 3D renderings

*Note: Graphics included in this LCI report are conceptual. Implementation will require additional study and detailed design.
CITY OF SMYRNA
SPRING ROAD CORRIDOR LCI

MASTER PLAN DEVELOPMENT CONCEPTS

The following steps summarize the process that led to the creation of the development concepts for the master plan.

1. Major study area developments were identified, The Battery Atlanta, to the east, and Jonquil, to the west, as they will impact market demand along the Spring Road corridor. New visitors and residents, associated with and attracted to these developments, will create new demand for complimentary uses throughout the study area and particularly for adjacent properties.

2. Properties were identified that have expressed interest to the City in redevelopment and/or rezoning. These are areas that are most likely to change quickly. This map also includes key nodes and walking radii around each node. These radii show a 5 minute walk and a 10 minute walk.

3. Area transit was identified to better understand access to alternative modes of transportation serving the corridor. Bus routes are shown on map 3, including the bus transfer station at Cumberland Mall.

4. Existing, under-construction and proposed trail networks are identified in map 4, to identify additional alternative modes for pedestrians and cyclists.

5. In this final map, key redevelopment nodes are identified, based on proximity to new market forces, interest from property owners and access to transit and trails.
2. Areas with high development potential

3. Existing Transit

5. Major Redevelopment Node Potential
4.2 Major Infrastructure Initiatives

The Visionary Plan as pictured in Figure 4.1a, and as described within the recommendations, depicts the future concept and vision for a Spring Road Gateway Corridor into Smyrna. This regional gateway and connection provides a healthy blend of mixed use development with gradual changes in densities from east to west. This transition of uses and densities helps preserve Smyrna’s character, while complimenting the mix of uses at The Battery Atlanta and Jonquil.

Key to facilitating the redevelopments proposed is the strategic and timely implementation of public infrastructure improvements. In cities throughout the world, key infrastructure projects that create better connectivity, walkability and developable block sizes have been proven to attract new high quality and sustainable development. These infrastructure projects, as set forth, are necessary to improve the community framework by making it more walkable and bikeable for current and future residents, workers and visitors. This enhanced connectivity will help to distribute the traffic, which is anticipated to increase due to The Battery Atlanta and Jonquil, by providing alternative transportation routes and means.

1. Road Network

The first step in facilitating the proposed developments is to create an efficient road network. This has the potential, especially near The Battery Atlanta, to create a walkable grid and block sizes to accommodate the proposed developments. Several road connections suggested in Figure 4.2a are extensions of existing roads to form a more connected grid pattern. Creating roads that run parallel to Spring Road will provide alternative options to travel east-west and ease the traffic volume on Spring Road. The provision of walkable block sizes facilitates a more pedestrian/cyclist friendly environment. More detail, including street sections can be found in Section 4.6 Transportation.
Major Infrastructure Initiatives: The Base Line

*Note: Graphics included in this LCI report are conceptual. Implementation will require additional study and detailed design.
2. The Base Line

Building on existing and under-construction bridge projects, the “Base Line” creates a seamless pedestrian/bicycle connection and potentially a transit loop that provides a grade separated bridge and plaza system that connects The Battery Atlanta, the Galleria Centre Convention Complex, Cumberland Mall, redevelopment areas on both the south side of Spring Road and on the north side of Spring Road (The Smyrna Plaza and The South Spring). This grade separated loop provides safe access for pedestrians/cyclist/shuttles by bridging over five major auto corridors, twice over I-285, twice over Cobb Parkway and once over Spring Road.

Like the Atlanta BeltLine and the High Line in New York, the Base Line has the potential to spur redevelopment as it creates much needed grade separated connectivity. It is recommended that the Base Line be designed to bring beauty, creativity and interest to the area. It is envisioned to be similar to the 5th Street Bridge - a project at Georgia Tech that connects the Tech campus with the Centery Center Complex over the Downtown Connector - or the High Line redevelopment in New York City.

More information on this concept is provided in Section 4.6, Transportation.

3. Baseball Boulevard

The Baseball Boulevard provides a new street network that will help alleviate traffic on Spring Road, connect Smyrna neighborhoods to the Smyrna Plaza and to The Battery Atlanta and incorporates a new block structure that creates more potential value for redevelopment.

This proposal recommends expanding Jonquil Park to the east, to accommodate more activities. This would include, but not be limited to, a new multi-use community center.

The Baseball Boulevard is envisioned to be a multi-modal boulevard, providing ample sidewalks for pedestrians, a bike boulevard for cyclists and greenspace/pocket parks along the way for community use and beauty.

Land uses along this corridor include medium density residential and retail/neighborhood services at major intersections as appropriate.

More information on the boulevard can be found in Section 4.6, Transportation. More information on development concepts can be found in Section 4.3, Major Development.
Major Infrastructure Moves: Baseball Boulevard

Figure 4.2f: The Baseball Boulevard
4.3 Major Development Concepts

Following are the proposed concepts for redevelopment in the study area, as identified in section 4.1.

A1: The Smyrna Plaza

The Smyrna Plaza is bounded by Cumberland Boulevard SE on the northwest, Cobb Parkway on the east and Spring Road on the south. The majority of the site is occupied by Nalley-Lexus and is utilized for service facility, display showrooms and parking for car inventory and customers. The balance of the aforementioned area is occupied by various retail uses and a Marriott Residence Inn.

The Smyrna Plaza concept proposes high density mixed use development as shown in Figure 4.3c. The concept includes a mix of “stacked” big box retail, commercial, office, residential and a centralized community gathering space - the Plaza. A multi-level parking deck will lie below the plaza and be surrounded by retail, office and residential uses. This development will connect across Cobb Parkway via the Base Line to The Battery Atlanta and provide uses complimentary to those found in The Battery Atlanta. The Base Line will also connect the proposed Plaza over Spring Road, linking it to proposed redevelopment areas on the south side of Spring Road (refer to Figure 4.3a, South Spring Development).

The Spring Road side of the property is envisioned to have a slip road that will help provide convenient parking for retailers on the ground floor. The corner of Cobb Parkway and Spring Road is proposed to house big box retailers, stacked for three floors, and surrounding and screening the parking deck.

The Baseball Boulevard intersects this development to the west, providing access between the Plaza and Jonquil Park for surrounding neighborhoods and visitors. High density residential is proposed to the west and north sides of the Plaza. Office and hotel uses are situated on the Plaza facing Cobb Parkway and Spring Road thus providing better visibility and exposure.

Implementation Strategies:

Land Use and Zoning:

L2: Consider amendments to the Future Land Use Map as described in Section 4.4.

L3: Consider updates to the Corridor Design District Overlay as described in Section 4.4.

L4: Consider updates to Mixed Use Zoning as described in Section 4.4.

Economic Development

E1: The creation of a Special Use District in the area should be considered. This District would allow the City to invest in significant infrastructure for the sites and adjacent roads in exchange for higher development intensities and greater development flexibility.

E2: Consider the creation of a Community Improvement District in the area, whereby infrastructure investments in support of private development and investment can be planned, financed and undertaken.

E3: Pursue grants to help offset up-front infrastructure development costs, focusing on underground utilities, streetscape improvements and parking for key redevelopment sites in the area.
The Smyrna Plaza and The South Spring

Figure 4.3c: Proposed Smyrna Plaza and South Spring Development
Refer Figure 4.1a
A2: The South Spring

The South Spring will complement surrounding development with uses such as office, high density residential and local retail/services. Office is envisioned to front Cobb Parkway and I-285 for better visibility and exposure.

With accessibility to Cobb Parkway, Cumberland Boulevard and I-285, this area should also be considered as a potential site for a transit transfer station, accommodating local and regional buses, including a potential transit line and station. The current bus transfer station is currently located on Cumberland Boulevard adjacent to Cumberland Mall, less than a half mile to the south of the proposed location.

Development is recommended to follow transit oriented development (TOD) guidelines, high density and mixed use. A parking deck is incorporated in the center of the site, which could be shared between all uses and the transfer station.

The conceptual design proposes a community plaza/square to break the density and create an open public gathering space.

The Base Line runs through the development, connecting office, housing and retail users to a parking deck and to other nearby area amenities (i.e. The Battery Atlanta/SunTrust Park and Cumberland Mall) which, in turn connects to the proposed Smyrna Plaza mixed-use development area.

Additionally, a new road parallel to the I-285 ramp serves the eastern and southern sides of the site, creating more potential sites for redevelopment.

Implementation and Funding Strategies:

Land Use and Zoning

L2: Consider updates to the Future Development map for the City based on the Proposed Future Development Map provided in section 4.4 of this report.

L3: Consider updates to the Corridor Design District Overlay as described in Section 4.4 of this report.

L4: Consider updates to Mixed Use Zoning, as described in Section 4.4.

Economic Development

E1: Consider the creation of a Special Use District in the area, allowing the City to invest in significant infrastructure for the sites and adjacent roads in exchange for higher development intensities and greater development flexibility and/or other development incentives.

E2: Consider the creation of a Community Improvement District in the area, whereby infrastructure investments in support of private development and investment can be planned, financed and undertaken.

E3: Pursue infrastructure grants to help offset up-front development costs, particularly for underground utilities and parking for key redevelopment sites in the area.

E6: Consider the development of a parking structure near the proposed location of the transit transfer hub, that could accommodate commuter transit parking, as well as, apartment and retail parking. This redevelopment area should be developed in a Transit-Oriented-Development concept. Consider reducing parking requirements for the apartments within TOD.

A3: The Baseball Boulevard Area

The Baseball Boulevard redevelopment area focuses on medium density residential fronting the new Boulevard. Neighborhood oriented retail and services could occur at key intersections and along Spring Road. On the west end of the Boulevard is the expanded Jonquil Park. The proposed park allows for the inclusion of a multi-use community or civic building. Residential is envisioned to be a mix of attached and detached units, combined with other medium density housing, such as cottages or small apartments/condos.

Implementation Strategies:

Land Use and Zoning

L2: Consider updates to the Future Development map for the City based on the Proposed Future Development Map provided in section 4.4 of this report.
Figure 4.3e: Proposed Baseball Boulevard Area Development
Refer Figure 4.1a
**Recommendations**

L4: Consider updates to Mixed Use Zoning, per Section 4.4.

L5: Develop Design Standard/Guidelines for the Spring Road Corridor, including streetscape standards, setbacks etc. Align guidelines with recommendations as found within this report.

L6: Consider including greenspace recommendations within the Spring Road Corridor Design Standards and/or Corridor Overlay. Suggested guidelines for new (re)development to include a ratio of 10 acres per 1,000 residents and allowing of a variety of park sizes.

**Economic Development**

E4: Pursue green SPLOST (Special Purpose Local Option Sales Tax) to identify funds for urban open greenspace that could act as an anchor for future key redevelopment sites and connect these sites to other nearby parks and trail systems.

E5: Pursue green SPLOST (Special Purpose Local Option Sales Tax) to improve and potentially expand Jonquil Park, providing for a green anchor for redevelopment.

E7: To attract (re)development, consider strategies stated in the report to beautify Spring Road Corridor.

**Housing Projects/Initiatives**

H2: Consider inclusionary zoning as set forth in the 2017 Comprehensive Plan Update. Inclusionary zoning or housing requires a given share of new construction to be workforce housing.

H3: Establish a required mix of unit sizes in the new multi-family developments, within the Corridor Design District Overlay to provide for a mix of incomes and multi-generational access to housing on this corridor.

H4: Consider allowance of smaller lot sizes, smaller minimum building footprints and accessory dwelling units to allow for a diversity of housing times that can meet the increasing land values in the area.

**A3: Sports Avenue**

The Sports Avenue redevelopment area/node will consist predominantly of medium density housing with neighborhood oriented retail fronting Spring Road. The housing types in this area would vary from attached to detached townhomes, to cottages and accessory dwelling units. A more walkable grid with houses fronting the street and hidden parking plaza will create a more walkable character, similar to that which is found in other neighborhoods throughout Smyrna, (i.e. Smyrna Market Village and Belmont). A mid scale boutique hotel should also be a considered, due to it’s proximity to The Battery Atlanta, new proposed development at the Smyrna Plaza and South Spring and I-285.

**Implementation Strategies:**

**Land Use and Zoning**

L2: Consider updates to the Future Development map for the City based on the Proposed Future Development Map provided in section 4.4 of this report.

L3: Consider updates to the Corridor Design District Overlay according to section 4.4.

L5: Develop Design Standards/Guidelines for the Spring Road Corridor, including streetscape standards, block sizes, setbacks etc. Align Guidelines with recommendations as found within this report.

**Economic Development**

E4: Pursue green SPLOST (Special Purpose Local Option Sales Tax) to identify funds for urban open greenspace that could act as an anchor for future key redevelopment sites. These sites should be connected to other nearby parks and trail systems.

E5: Pursue green SPLOST (Special Purpose Local Option Sales Tax) to improve and potentially expand Jonquil Park, providing for a green anchor for redevelopment.

E7: To attract (re)development, consider strategies stated in the report to beautify Spring Road Corridor.

**Housing Projects/Initiatives**

H2: Consider inclusionary zoning as set forth in the 2017 Comprehensive Plan Update. Inclusionary zoning or housing requires a given share of new construction to be workforce housing.
Sports Avenue Redevelopment

Figure 4.3g: Proposed Sports Avenue Redevelopment

- Retail
- Attached Townhomes
- Accessory Units
- Detached Townhomes
Recommendations

H3: Establish a required mix of unit sizes in the new multi-family developments, within the Corridor Design District Overlay to provide for a mix of incomes and multi-generational access to housing on this corridor.

H4: Consider allowance of smaller lot sizes and smaller minimum building footprints. Consider allowing accessory dwelling units to allow for a diversity of housing types that can accommodate the increasing land values in the area.

A4: The Spring Road Arts District

The Spring Road Arts District is located at the intersection of Spring Road and Spring Street, near the existing node that currently houses Rev Coffee and Mezza Luna restaurant.

The proposed concept includes a 1.5-2 acre greenspace which will act as an focus for redevelopment of this node. Other uses should include more local restaurants, art galleries, artist studios, housing and community oriented office space. Density and building heights should be medium density to fit into the character of the surrounding area.

The area is envisioned as becoming more walkable with new buildings being situated closer to the street along the Spring Street frontage. With more artistic users, Spring Street could be temporarily closed to automobile traffic during community events, festivals and art crawls.

Implementation Strategies:

Land Use and Zoning

L2: Consider updates to the Future Development map for the City based on the Proposed Future Development Map provided in section 4.4 of this report.

L3: Consider updates to the Corridor Design District Overlay according to section 4.4.

L4: Consider updates to Mixed Use Zoning Category.

L5: Develop Design Standards/Guidelines specifically for the Spring Road Arts District, including streetscape standards, block sizes, setbacks etc. Align Guidelines with recommendations as found in the report.

L6: Consider including greenspace recommendations within Spring Road Corridor Design Standards and/or Corridor Overlay. Suggested guidelines for new (re)development to include a ratio of 10 acres per 1,000 residents, allowing a variety of park sizes.

L7: Consider including a requirement to provide additional or enhanced connections to the Spring Road Trail and/or area trails as part of the Spring Road Corridor Design Standards and/or Corridor Overlay.

Economic Development

E4: Pursue green SPLOST (Special Purpose Local Option Sales Tax) to identify funds for urban open greenspace that could act as an anchor future key redevelopment sites. These sites should be connected to other nearby parks and trail systems.

E7: To attract (re)development, consider strategies stated in the report to beautify Spring Road Corridor.

Housing Projects/Initiatives

H3: Establish a required mix of unit sizes in the new multi-family developments, within the Corridor Design District Overlay to provide for a mix of incomes and multi-generational access to housing on this corridor.

H4: Consider allowance of smaller lot sizes and smaller minimum building footprints. Consider allowing accessory dwelling units to allow for a diversity of housing types that can accommodate the increasing land values in the area.

The next section provides the necessary land use, overlay and zoning update that will facilitate the proposals mentioned in this section.
Figure 4.3i: Proposed Spring Road Arts District

The Spring Road Arts District

- Community Park
- Artist Studios
- Retail Peel at Spring Street
- Artist Studios
- Retail
- Mezza Luna
4.4 Land Use & Zoning Updates

Land Use Recommendations

Based on the redevelopment concepts as previously described, Figure 4.4a shows proposed changes to the Future Development map.

1. The South Spring development would benefit largely from a mixed use designation in the Future Development map. A mixed use designation will complement the proposed TOD and various uses like office, hotel, retail and a transit station.

2. The idea behind converting the area around Baseball Boulevard to mixed use is to give a more unrestricted environment for creative development to thrive. This will bring in more varied typologies of housing and retail.

3. The Sports Avenue area would benefit from a mixed use category that allows and encourages a variety of land uses, including, but not limited to, residential, retail and hotel.

4. The existing Jonquil Park along with its proposed expansion is demarcated under the Parks/Recreation/Conservation land use. This makes it possible for the City to have multiple options for the use of the park (build a multi-use civic/community building, aquatic center, or keep it as open greenspace/soccer fields).

5. The Spring Road Arts District could also benefit from a mixed use designation. This would allow and encourage existing warehouses, service and retail spaces to more easily be converted to other uses, such as retail, artist studios, galleries, or housing. This mix of uses encourages a neighborhood oriented live, work and play environment for this unique development node.

6. The City is encouraged to consider converting existing single-family homes, south of the existing linear parkway, into greenspace providing an additional community amenity and potential trail connection.

The mixed use category of land use allows for following uses:

- “Main Street” Retail
- Office/Professional
- Loft Housing
- Townhomes/Condominiums
- Civic/Government/Church
- Parks/Plazas/Public Gathering Spaces

With unique and innovative implementation measures such as: pedestrian linkages to parks, shared parking arrangements, creative funding mechanisms and tools for infrastructure improvements to enhance redevelopment potential, tree conservation and replanting, these proposed developments could contribute to the viability, diversity and sustainability of the city’s economy.
Proposed Future Development Map

Figure 4.4a: Proposed Future Development Map. Refer Figure 2.3f for Future Development Map (Current).
Zoning Recommendations

A proposed zoning map is not provided in this report, as it is recommended to update zoning with new development proposals. The Future Development map updates will provide the City, land owners and developers with the vision for the property and rezoning should align with this vision.

Corridor Design District Overlay

The Corridor Design District (CDD) Overlay for the City of Smyrna has been established to promote orderly development of urban transportation corridors into mixed, but compatible use, which implement the urban design concepts of the City.

Recommended updates to the CDD that can facilitate better connectivity, a more walkable and bike-able community and help direct the development proposals are listed below:

- Update the boundary of the Spring Road Corridor Design District Overlay to match the LCI study area boundary.
- The minimum sidewalk width should be increased to 6’ wide, at least, from 4’ and 5’, for all primary arteries and secondary streets. (717.131)
- The Corridor Design District Overlay for the City of Smyrna states in clause (717.151) Height Limitations that,
  The height of an occupied building shall not exceed the numerical value of the distance between it and the nearest structure, unless it is a planned unit development.
  This clause will not allow for the targeted heights and densities in the area. It is recommended that the current height limit be replaced in favor of a tiered zoning system along Spring Road.
  A tiered zoning system allows for a hierarchy of densities and building heights along the corridor. The most intense densities, heights and mix of uses are proposed near Cobb Parkway in Tier 1. The intensity decreases to the west, in Tier 2. Tier 3, further to the west, will have the lowest intensities along the corridor.
  - Consider adding a tiered plan, as shown in Figure 4.4b, to the CDD and divide the area into three tiers with following characteristics:
    - Tier 1: Maximum building height - 15 stories; Density - 40 to 50 units/acre; minimum distance between buildings - 0’.
    - Tier 2: Maximum building height - 10 stories; Density - 20 to 30 units/acre; Minimum distance between buildings - 5’.
    - Tier 3: Maximum building height - 6 stories; Density - 10 to 12 units/acre; minimum distance between buildings - 5’.
- Minimum to maximum front yard requirements to be changed from 50 and 100 feet respectively to 30 and 50 feet and require more street frontage. This is to be done both for Spring Road and secondary roads. (717.162)
- Consider Design Standards for the Spring Road Corridor in addition to the Overlay. Include regulations to dictate block size and street connectivity, such as:
  - Block size requirements: Include requirements for large parcels to be divided according to maximum block lengths. Block lengths should be between 300-400 feet, with a maximum of 600 feet. This will provide for more walkable and well-connected new developments.

New connections per the proposed street connections map should be included in the Overlay as a connectivity suggestion guide. Additionally, connectivity language is encouraged to prevent dead-end streets and cul-de-sacs. Consider the following text:
New streets must connect two other streets unless natural site conditions make such connection impossible. Consider the prohibition of cul-de-sacs, unless site conditions make it impossible, within the zoning ordinance.

Also, consider adding design standard regulations for street sections, street lights, street furniture, plantings and signage.

Additionally, instead of including setbacks and building to building distances in the Overlay or the Mixed Use Zoning, the Tiered system could be included as part the Design Standards, which would supersede the Overlay and Zoning.

Mixed Use Zoning Recommendations

- Minimum unit size for single family detached should be changed to 500 square feet to facilitate cottage courts, accessory dwelling units and a variety of smaller unit sizes. (720.3)
- Minimum front setback should be changed to 0 feet from back of sidewalk, from 20 feet, for single family detached units. (720.3)
- Minimum lot size to be changed to 3,000 square feet from 20,000 square feet for multifamily and single family attached homes. (720.3)
Minimum Setbacks and building separations to be changed as follows:

- Front - 0 feet
- Rear - 10 feet
- Side - 0 feet
- Side to side separation - 0 feet
- Side to back separation - 10 feet
- Back to back separation - 10 feet
- Front to side separation - 20 feet
- Front to Front separation - 20 feet

Maximum building height will be governed by the tier plan addition to the Corridor Design District Overlay proposed in the previous section. (720.5)

Residential density can go up to 40-50 units per acre in the mixed use category. However, the Corridor Design District Overlay Tier rules shall supersede the zoning for all the uses in the study area. (720.9.1)

Minimum floor area of any detached residential dwelling shall be updated to not be less than 500 square feet. Attached dwelling units, condominium units and other multi-family units to be updated to not be less than an average of 500 square feet in area to encourage affordability through unit size. (720.9.2)

General Parking Recommendations

Parking: Include additional incentives for shared parking, such as, guaranteed reduced parking space requirements and assistance with shared parking applications through a Community Improvement District (CID) or local Business Association. For new development, incentives could include an increased FAR and density bonus.

Consider reducing parking requirements for multi-family and mixed use development within Transit Oriented Development, such as the South Spring redevelopment.
4.5 Spring Road Beautification and Gateway

Key to redevelopment along Spring Road is investment in beautification by the City. Unique and character building elements along the streetscape are critical to creating a true gateway for Smyrna along the Spring Road Corridor. This is especially important for that segment of Spring Road from Cobb Parkway to Cumberland Boulevard. Elements to consider include:

1. Landscaped Sidewalks/Trails
   
   Landscaped planting strips and trees not only provide a beautiful aesthetic, but they also provide shade, which serves to enhance the walkability of the area.

2. Landscaped Medians
   
   Plantings and trees that provide a unique character for Spring Road. Jonquil flowers should be strongly considered as Smyrna is the Jonquil City. Unique and visible crossings at intersections should be incorporated into the streetscapes to enhance walkability/bikability, while developing character.

3. Public Art
   
   Public art should be incorporated along the corridor, particularly at and around the Spring Road Arts District. Art may include, but not limited to painted utility boxes and posts, creative crosswalks, sculpture, murals and creative lighting.

4. Signage
   
   Gateway signage should be unique to the area, showcasing Smyrna’s unique character and identity. Consider monument and wayfinding signage, bridge signage and light post signs/flags/banners.
4.6 Transportation Recommendations

Multimodal Corridor Vision

The Spring Road Corridor is a uniquely positioned transportation facility serving the City of Smyrna and Cobb County. It also provides access to the Galleria area employment and retail district, to the Atlanta Road Corridor and to Smyrna Market Village, the City’s downtown area which is the location of many popular retail, entertainment and civic destinations. The development at The Battery Atlanta and SunTrust Park baseball stadium will add to the already substantial regional appeal of the Cumberland Galleria area and will draw an even broader base of visitors. The proximity of this area to Smyrna’s Market Village (approximately three miles) points to the opportunity to attract this regional visitor base from the SunTrust Park area to downtown Smyrna.

At the same time, the Spring Road Corridor connects residential neighborhoods in the City to Cobb County’s largest employment concentration in the Cumberland Galleria area. The short distance offers opportunities to make this connection for non-driving forms of transportation. As discussed in the Existing Conditions section of this report, Spring Road functions as a thoroughfare connecting much of central Smyrna and points further west to the Cumberland Galleria area and will continue to carry high volumes of peak-period traffic. The City’s recent efforts to upgrade traffic control along the corridor—installing an adaptive signal timing system that is coordinated with Cobb County’s Traffic Management Center and its larger county wide system of signal coordination—will result in improved traffic flow during these peak traffic periods. However, this does not mean that efforts to manage vehicle travel demand should not also be considered.

With these opportunities in mind, this plan presents a vision for Spring Road to function as a multimodal corridor, supported through small-scale enhancement and repair projects for sidewalks and pedestrian crossings, additions and enhancements to the local street network and low-cost investments in transit stop facilities to support a broader range of transit service than what the corridor offers today.

This builds on the corridor’s current amenities for different transportation users—especially the Spring Road Trail on the north side of Spring Road and the CobbLinc bus service along the corridor.

Guiding Transportation Principles

The LCI study’s extensive public outreach process identified several key issues, including transportation-related concerns such as improving traffic flow, increasing walking and bicycling options and improving safety (especially for pedestrians). The study team articulated the four following principles to organize how project and policy recommendations would address these themes.

Principle T1: Enhance and strengthen corridor’s current multimodal facilities

Principle T2: Provide key street network additions in the eastern portion of the Gateway.

Principle T3: Connect the Gateway to The Battery Atlanta and other Cumberland-area locations and destinations.

Principle T4: Establish strategic locations to better support transit service.

These are discussed in more detail in the following sections, with specific information on project and policy recommendations.

T1: Enhance and strengthen the corridor’s current multimodal facilities

The primary recommendations for building on current facilities involve small-scale, targeted enhancements and repairs to sidewalks and the Spring Road Trail. These are illustrated on the map on the following page.

T1.1: This project would widen sidewalks and add streetscape elements on the south-side Spring Road sidewalk, from Mosaic Way to the approximate location of the alignment of Emory Lane if continued north to Spring Road, a length of approximately 900 feet. This is intended to enhance the walking environment in the Jonquil Drive commercial district and support more short pedestrian trips to and from the surrounding area.

T1.2: This would replace the south side guardrail adjacent to the sidewalk, installed to provide vehicle protection leading to the Poplar Creek bridge. The sidewalk in this section is narrow with little buffer from the road; the project would widen the sidewalk and potentially add decorative elements (including lighting) to the guardrail.

T1.3: On the south side of Spring Road around Argyle Elementary School, this project would repair portions of the sidewalk and enhance lighting, especially through the extent of the street with heavy tree canopy. The area along the Spring Road Frontage (ROW) is in the city.
Figure 4.6a: Program T1 Project Recommendations
T1.4: This project is a targeted repair and widening effort, to the extent that current grade changes will allow, for the sidewalk along the west side of Cobb Parkway, extending approximately 800 feet north from Spring Road intersection. This length of sidewalk currently has several structural deficiencies and misaligned covers for utilities; little room for pedestrians to avoid obstructions which creates potential safety hazards.

T1.5: Already in progress as apart of Cobb County’s program of improvements related to The Battery Atlanta development, this project adds a traffic signal and pedestrian crossing approximately 600 feet north of Spring Road intersection (located at the first commercial driveway north of Spring Road on the west side of Cobb Parkway).

T1.6: Additional enhancements in the Jonquil Drive commercial node are recommended. This project would add bicycle and pedestrian amenities along the Spring Road Trail in the vicinity of the Jonquil Drive intersection. These improvements would occur for approximately 500 feet on either side of Spring Road. This could possibly involve driveway consolidation, but is intended primarily to provide a safer and more pleasant experience for cyclists and pedestrians using the trail.

Priority trail lighting is addressed in T1.3 near Argyle Elementary School, however, lighting should be addressed along the entire length of the trail, as funds become available.

An additional trail enhancement to consider, which sits just outside of the study area, is the implementation of a 10’ multi-use trail along Campbell Road from Atlanta Road to Spring Road. This trail would provide additional accessibility to and from the study area corridor.

**T2: Provide key street network additions in the Gateway district (Refer Figure 4.6b)**

Smyrna has a remarkable opportunity for a transformative redevelopment program in its Spring Road Gateway District adjacent to Cobb Parkway. However, the current levels of traffic, priorities for traffic management and street and intersection designs mean that substantial redevelopment requiring direct access to Spring Road and Cobb Parkway may not be feasible. At the same time, the district’s land values and the general dynamics of development opportunity suggest that redevelopment will not occur without substantial increases in development intensity. Both of these factors point to a need for additional circulation in the area to distribute traffic to and from new development and to provide multiple routes for movement that help create a more walkable, connected district.

This means that new development in this area should be supported by an enhanced local street network. New public streets serve multiple benefits for transportation, including:

- Reducing the need for direct driveway access from major thoroughfare streets to private development land uses;
- Distributing development-related vehicle traffic to major regional thoroughfares in a more efficient and safe manner;
- Increasing the overall vehicle-carrying capacity of the district; and
- Increasing and enhancing pedestrian paths and improving connectivity and walkability within the district.

The diagram on the next page illustrates an overall concept of street network enhancements in the Gateway. The LCI’s implementation program identifies two of these streets as City-driven capital investment projects. While the plan envisions that most of this street network would be provided through development, it recommends these publicly-led projects as a means of defining alignments and securing right-of-way that will allow these projects to advance.

The alignments shown in the plan diagram are intended as general guidance for key corridors and destinations to connect, but specific alignments should be determined with regard to property lines, physical barriers and legal constraints and resulting development sites that would allow feasible, realistic development to occur. The alignments shown have been selected with the LCI study’s proposed development concept in mind and is intended to allow appropriate building dimensions and types for the mix of development that the real estate market analysis has identified as feasible.

T2.1: The first major east-west connection project would link the primary Gateway development site to Jonquil Park. The master plan proposes two potential alignments and this capital project would advance one of those. The critical connection objective for this project is between development sites at the Cobb Parkway/Spring Road intersection and Jonquil Park. This provides a critical link between new development and public recreational facilities.
In the short term, prior to major redevelopment occurring along the north side of Spring Road, this connection would provide alternate access for existing residents and reduce the need for Spring Road to provide access to land uses to the north.

T2.2: On the south side of Spring Road, a parallel street connection could also help to distribute Spring Road traffic turning south onto Cumberland Boulevard. This could accommodate local buses currently destined for the CobbLinc Transfer Center on Cumberland Boulevard, as well as, school buses circulating to Argyle Elementary School.

The remainder of streets generally follow a series of block-dimension standards intended to increase walkability in the district but also allow flexibility for accommodating different development forms. These establish the basis for policy and ordinance updates related to development standards summarized in the following recommendation:

T2.3: Update appropriate standards in the City’s zoning ordinance and other land development code sections to include street network dimension standards as follows:

- Block faces along major corridors (Spring Road, Cobb Parkway and Cumberland Boulevard) with a length of at least 300 feet but no more than 800 feet.
- Total block perimeter not to exceed 2,000 feet, intended to allow for blocks of irregular shape but still control overall size.
At present, block standards in the City’s Subdivision Regulations (Section 708.1 of the City Code of Ordinances) only define block lengths for residential blocks, with a minimum block length of 600 feet and a maximum of 1,800 feet. It is important to define special conditions for the Gateway district, where a more mixed use character and need for enhanced circulation network suggests that a smaller overall block size would be more appropriate.

The street network additions recommended in this master plan are envisioned to provide two-lane streets meeting City minimum right-of-way standards (as defined in Section 707 of the City’s Subdivision Regulations) but adding bicycle accommodations to new network streets, especially in that area between the Gateway redevelopment and Jonquil Park.

The typical cross-sections shown in the illustrations to the right provide guidance on dimensions to follow in street design when pursuing public projects or in reviewing development applications where new streets are to be provided.

**TWO-LANE LOCAL STREET**

This is a typical section that would serve the major connections envisioned in projects T2.1 and T2.2. On-street parking may be added if land uses suggest a need.

![Two-lane local street diagram](image)
TWO-LANE LOCAL STREET

This is a typical section that would serve the major connections envisioned in projects T2.1 and T2.2. On-street parking may be added if land uses suggest a need.

Although on-street bicycle facilities are not widely in use throughout the City, they allow a way to meet minimum City Code requirements for street width on local streets if on-street parking is not needed or desired.

Any new additions of on-street parking should also include management and enforcement policies to prioritize use of this parking for neighborhood and local uses and to address community concerns about ‘spillover’ parking from visitors to SunTrust Park and The Battery Atlanta.

Parking provided on only one side of a street allows streets to meet the minimum 26-foot dimension required in the City’s Code of Ordinances.

Figure 4.6d: Local Street Section - Bike Lane
**T3: Connect the Gateway to The Battery Atlanta development and other Cumberland-area destinations (Refer Figure 4.6e)**

Although the Smyrna Gateway District’s proximity to The Battery Atlanta and SunTrust Park complex is one of its principal advantages, it is also adjacent to Cumberland Mall, the Galleria office complex, the Galleria Centre Convention Complex and additional retail destinations and hotels across Akers Mill Road. In this regard, redevelopment of the Gateway District would augment an existing mix of land uses that includes Cobb County’s largest concentration of employment and retail uses. Enhancing connections throughout this district and creating a well connected, park-once environment is a critical strategic approach to realizing greater development intensity while managing related traffic impacts.

In conjunction with the development of SunTrust Park, Cobb County has constructed connecting pedestrian infrastructure from the stadium over I-285. This provides a connection to these nearby destinations and facilitates additional off-site vehicle parking, within a reasonable walking distance of the stadium. This plan proposes to build on these accomplishments and to create an integrated and connected system of bicycle and pedestrian paths forming a loop around the Cobb Parkway/I-285 interchange. This will allow the Spring Road Gateway district to have non-motorized, protected connections to The Battery Atlanta and SunTrust Park, to the Cumberland Mall retail district, the Galleria Centre Convention Complex and to the heart of the Cumberland Galleria employment center.

This concept is defined as five principal projects, discussed as follows and detailed in the diagram on the following page. Two of these five are not currently included in the LCI study area, but could be advanced under updates to the Cumberland Blueprint 3.0 study.

**T3.1: Spring Road Crossing.** Concurrent with redevelopment of the Gateway district, this project would establish a crossing of the pedestrian loop at Spring Road and would follow one of two design approaches:

1. Install a pedestrian hybrid beacon signal on Spring Road between Cumberland Boulevard and Cobb Parkway. This should generally align with an alignment of protected bicycle and pedestrian trails connecting The Battery Atlanta development with other major destinations in the district.

2. Provide a grade-separated crossing, taking advantage of topography and new buildings adjacent to the Spring Road corridor provided that sufficient clearance over Spring Road can be achieved.

**T3.2: Spring Road across I-285.** Construct a new connection from the Spring Road Crossing to I-285 and add a pedestrian bridge across I-285 to land at the Cumberland Mall parking lot and access road. It is envisioned that this connection will be mostly separated from existing grade.

**T3.3: Cumberland Mall Improvements.** This would construct a bicycle-pedestrian trail through the Cumberland Mall parking and loop-road footprint. Repurposing of the loop road may be a lower-cost approach to completing this connection. It would create a more direct connection to the Mall area and any future development that occurs adjacent to it and would provide a direct pedestrian link to the attractions in this part of the district. This path will tie into the existing pedestrian bridge over Cobb Parkway that connects the Mall to the Galleria Centre Convention Complex.

This project is not located in the Spring Road LCI area and would require coordination with Cobb County, GDOT, FHWA, the Cumberland Community Improvement District and the owner of Cumberland Mall.

**T3.4: Galleria Improvements.** The existing pedestrian bridge over Cobb Parkway connects the Cumberland Mall to the Galleria Centre Convention Complex and provides a direct connection into the Galleria office complex. This project would enhance this connection with wayfinding as part of a larger system and construct outdoor connections suitable for pedestrian and bicycle movement across the larger district.

These two projects (T3.4 & T3.5) are not located in the Spring Road LCI area and would require coordination with Cobb County and/or the Cumberland Community Improvement District.

**T3.5: Battery-Gateway Pedestrian Bridge.** As a long-term enhancement of the pedestrian signal crossing proposed in Project T1.5, this would add a grade-separated bridge across Cobb Parkway at the Battery Avenue intersection. This project will be driven by development on both sides of Cobb Parkway and is intended to connect directly to buildings and development in order to reduce costs of a public project related to a bridge structure for the path.
THE BASELINE TRAIL CONCEPT

The LCI proposes building on current and in-progress pedestrian bridges over major thoroughfare roads and connecting these in a loop trail that ties the Smyrna Gateway, The Battery Atlanta, SunTrust Park, Cumberland Mall, the Galleria office complex and the Galleria Centre Convention Complex together into a connected activity node. Today the design of the roadway network and the presence of I-285 prevent the geographic proximity of these major attractions and keep them from functioning as a unified district.

The five public projects proposed here should be coordinated with redevelopment of the area, especially the Smyrna Gateway district west of Spring Road.

Two additional segments of the loop, in The Battery Atlanta and Gateway quadrants of the district, are envisioned as public space amenities to be added as redevelopment occurs. A wayfinding signage program will be developed to assist pedestrians and cyclists in navigating to the various destinations and attractions within the district.
**Recommendations**

**T4: Set strategic locations to better support transit service**

CobbLinc’s Route 25 is the only direct transit service on Spring Road today and carries high ridership for its service frequency (once per hour) and the length of the route. The service is designed for a particular purpose: to connect a large area of Cobb County and Smyrna to the Cumberland Transfer Center and to other transit destinations. In this configuration, it does not function as a circulator or connection for short trips in and around the Spring Road corridor.

**T4.1: Transit Amenity Program for Stop Enhancement.** The LCI study has explored potential for shorter-route service connecting The Battery Atlanta and SunTrust Park with central Smyrna, especially the Spring Road and Atlanta Road corridors and the Smyrna Market Village. The Market Village offers an opportunity for another destination that short-run circulator service could connect to the Spring Road corridor. It is approximately three miles from The Battery Atlanta and SunTrust Park, and the frequency of neighborhood activity nodes between these two destinations suggest opportunities for transit stops or stations to serve as collecting points for transit riders.

The focus of the study’s recommendations relative to this service is to make the infrastructure improvements critical to creating a better walking and biking environment along the corridor, primarily through projects in Program T1, and to provide program support, either through City or partner agency funds, to enhance transit stop locations to improve the appeal of transit service to the Spring Road Corridor communities.

The LCI study does not make specific recommendations for the transit service itself. Conventional public transit models are only one option that should be considered. These are discussed in detail below.

**PUBLIC TRANSIT MODELS**

CobbLinc already provides conventional fixed-route service on Spring Road through its route 25. This service responds to current demand for this kind of bus service and generally follows United States industry practice on fixed-route operations. Because the Spring Road corridor is at one end of the Route 25 alignment, additional transit service demand in the corridor is likely to be met by a short-run enhancement of the same route or a branch route from Cumberland Parkway to another destination such as the Smyrna Market Village. Increased frequencies on Route 25, while increasing the desirability of transit service on the corridor, are not likely to capture enough additional ridership to justify the increased operating cost to CobbLinc.

**SHUTTLE CIRCULATOR MODELS**

The Cumberland CID and Cobb County DOT have led planning of a circulator service to serve the CID area and will continue this effort throughout the first half of 2017. This will presumably follow the model of other circulator services in the Atlanta Region and throughout the United States. It anticipates fixed-route bus service that connects destinations in a small district, often allowing fare-free rides and extending the non-driving reach of employees, residents and visitors to a district.

These shuttles may be publicly or privately funded or could be a combination of the two. They tend to use smaller vehicles rather than full fixed-route bus service vehicles. This is not always the case and the level of rider demand typically guides the selection of vehicles. When operated by public agencies, they can incur similar operating costs to full fixed-route service, but do not generate more revenues than fixed route. Indeed, fare-free shuttle services bring no fare revenue to service providers; revenues from advertising or other non-ridership sources are likely to constitute a small portion of operating expenses.

**PRIVATE NETWORK COMPANY MODELS**

The rise of transportation network companies such as Uber and Lyft has significantly changed the transportation-for-hire industry, previously dominated by taxis. These types of services, which rely on mobile technology applications (apps) to connect potential rider/customers with individual drivers in personally owned vehicles that are not part of a centralized fleet. This has allowed riders not wishing or able to drive vehicles to have point-to-point transportation with real-time updates of pickup and arrival time and pricing generally less than conventional taxi services.

A second generation of these services has emerged at the intersection of multi-passenger vehicles, fixed-route transit service and the on-demand, app-based nature of the transportation network providers. Referred to variously as ‘shared on-demand’ or ‘microtransit’ services, providers such as Bridj, Via and Chariot have begun to offer short-run, local area services using
LOCAL-SERVING TRANSIT ON SPRING ROAD

The study has explored the potential for a refined transit concept along the Spring Road corridor, building on current transit service provided by CobbLinc. With a major activity center and generator of travel demand at the eastern end of the Corridor (Cumberland) and its own Smyrna Market Village town center approximately three miles away the City has a unique opportunity to explore transit alternatives for the Spring Road Corridor.

The study recommends small-scale pedestrian improvements and an investment program in transit stops or stations to increase the appeal of transit along the corridor and to invite emerging private service operators to pursue creative transit service offerings in Smyrna and The Battery Atlanta area.
multi-passenger vans and small shuttle vehicles. These services have emerged partly in market response to gaps in conventional public transit service areas. Their current applications have focused on lower-density environments where daily travel patterns may not support transit service but where event-based or non-daily-recurring needs indicate a potential demand for greater mobility options.

The LCI’s recommendations are focused on using conventional transportation planning and funding structures to prepare the corridor for supporting a variety of these transit services. These can be expanded to incorporate conventional service through an agency provider like CobbLinc or a private provider focusing on particular service patterns or times. The study is not making a specific recommendation on a transit service model or suggesting what organization should provide that service. The key to this recommendation is to make sure that the corridor’s transportation infrastructure should be designed to support moving people along the corridor and not simply moving cars, using alternative transportation modes that meet the communities needs. As emerging transportation technology becomes available to the public during the implementation period of this LCI study it could bring even more travel options than those available at the time of this study.

T4.2: CobbLinc Transfer Center Location

As Cobb County continues to plan and expand its transit services through CobbLinc, especially the development of a premium transit service intended to follow the Cobb Parkway corridor and connect to the City of Atlanta, it is considering potential new locations for a transfer facility for the overall CobbLinc system.

While multiple options have been identified for this relocated transfer center, this recommendation focuses on a bus transfer center that would become an integral part of the Spring Road Corridor Gateway. It is intended that the transfer center would be accessed from Cumberland Parkway south of its intersection with Spring Road or from Cobb Parkway, north of I-285 (refer to Figure 4.6h). The primary intended benefits of this station location are:

• Ability for route alignments along Spring Road to use the proposed parallel street network to reach a transfer center without having to utilize Spring Road.
• Moving the turning activity of buses entering and exiting from an off-street transfer center away from the congested Cobb Parkway corridor.
• Creating a potential redevelopment site associated with a relocated transfer center.

The City should continue coordinating with Cobb County on the planning and development of a new transfer center location.
CUMBERLAND PARKWAY LOCATION
• Allows alignment of premium transit along Cumberland Parkway
• Minimal realignment of existing routes and services
• Avoids turn movements at major intersections
• Facilitates premium alignment along Cumberland Parkway or I-285

REDEVELOPMENT LOCATION
• Direct connection to Base Line pedestrian connector
• Closer to Cobb Parkway and The Battery Atlanta
• Uses right-in, right-out intersection at Cobb Parkway
• Closer to development opportunities
# FIVE YEAR IMPLEMENTATION PLAN

## Priority Projects - 100 Day Action Plan

1. City of Smyrna City Council to Adopt LCI Plan as amendment to the City's Comprehensive Plan (L1)
2. Apply for Supplemental LCI Study Funding for:
   a. Spring Road Corridor Design Guidelines - Procure Consultant and Partner with ARC Community Choices or Complete In-House (L5)
   b. Scoping/Feasibility Study for Baseball Blvd. (T2.1)
   c. Scoping/Feasibility Study of transit stop enhancements and bus stop enhancements (T4) (considering partnering with Cobb County)
   d. Scoping/Feasibility Study of Cobb County Transfer Center Location (partner with Cobb County and Cumberland CID)
3. **Attract Implementation Project LCI Funding for the following:**
   a. Design and Engineering of Spring Road Trail Lighting
   b. Design and Engineering of relevant T1 projects (consider bundling this project with Cobb County proposal)
4. Begin selection process of consultant to develop a marketing and rendering package of the Base Line in partnership with Cumberland CID (T3)
5. Update Future Land Use maps per recommendations within this report - coordinate with the Comp Plan Update (L2)
Other Local Initiatives

Land Use & Zoning

<table>
<thead>
<tr>
<th>Description/Action</th>
<th>Cost</th>
<th>Year</th>
<th>Responsible Party</th>
<th>Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>L1</strong> Amend the Comprehensive Plan: Adopt this LCI study as a part of the Comprehensive Plan.</td>
<td>N/A</td>
<td>2017</td>
<td>City of Smyrna</td>
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<tr>
<td><strong>L2</strong> Consider the following amendments to the City of Smyrna Future Land Use: Amendments per proposed future land use map. Amend as part of the Comprehensive Plan Update currently underway, at the writing of this report, to be completed and adopted by October, 2017.</td>
<td>N/A</td>
<td>2017-2018</td>
<td>City of Smyna, ARC</td>
<td>City of Smyrna, ARC</td>
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<tr>
<td><strong>L3</strong> Consider updates to the Spring Road Corridor Design District Overlay as described in this report.</td>
<td>N/A</td>
<td>2017-2018</td>
<td>City of Smyna, ARC</td>
<td>City of Smyrna, ARC</td>
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<tr>
<td><strong>L4</strong> Consider updates and changes to the Mixed Use Zoning Category as described in this report</td>
<td>N/A</td>
<td>2017-2018</td>
<td>City of Smyna, ARC</td>
<td>City of Smyrna, ARC</td>
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<tr>
<td><strong>L5</strong> Develop Design Standards/Guidelines for the Spring Road Corridor, including streetscape standards, block sizes, setbacks, etc. Align guidelines with recommendations as found within this report.</td>
<td>$50,000 or completed in-house</td>
<td>2017-2018</td>
<td>City of Smyna, Cobb County</td>
<td>City of Smyrna, Cobb County</td>
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Consider including greenspace recommendations within the Spring Road Corridor Design Standards and/or Corridor Overlay. Suggested guidelines for new (re)development to include a ratio of 10 acres per 1,000 residents and allowing of a variety of park sizes.

Consider including a requirement to provide connections to the Spring Road Trail and/or other area trails as part of the Spring Road Corridor Design Standards and/or Corridor Overlay.

It is recommended that the City of Smyrna begin conversations with Cobb County to address the future need for a new elementary school in or near the Spring Road Corridor. As redevelopment occurs in this corridor the need for a new elementary school will likely increase.

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<tr>
<th>Economic Development</th>
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### Housing Projects/Initiatives

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<td>H1 Consider incentives for workforce housing in the Spring Road Corridor Design</td>
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<td>City of Smyrna, Cobb County, ARC</td>
<td>City of Smyrna, Cobb County, ARC</td>
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<td>District Overlay area. Incentives include: tax credits and matching funds from</td>
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<td>County and/or State housing departments.</td>
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<td>H2 Consider inclusionary zoning as set forth in the 2017 Comprehensive Plan Update.</td>
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<td>Inclusionary zoning or housing requires a given share of new construction to be</td>
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<td>workforce housing.</td>
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<td>H3 Establish a recommended mix of unit sizes in new multi-family developments, in</td>
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<td>2017-2018</td>
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<td>the Corridor Design District Overlay to encourage a mix of incomes and</td>
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<td>multi-generational access to housing.</td>
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<td>H4 Consider allowing smaller lot sizes, smaller minimum building footprints, and</td>
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<td>accessory dwelling units to encourage a diversity of housing types that can</td>
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<td>accommodate the increasing land values in the area.</td>
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### Additional Items

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<td>Attract Supplemental LCI and TIP Funds: Complete ARC requirements to apply for</td>
<td>N/A</td>
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<td>LCI/TIP funds to plan priority projects, as listed in “Priority Projects”.</td>
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Atlanta Regional Commission 4/21/2017
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<th>Project Description/Extent</th>
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<th>ROA/Utilities Year</th>
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<th>Potential Funding Sources</th>
<th>Local Match</th>
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<tbody>
<tr>
<td>T1.1</td>
<td>Jonquil Commercial District Sidewalks</td>
<td>Widen sidewalks and add streetscape elements on the south side of Spring Road, from Mosaic Way to alignment of Emory Lane, approximately 900 feet.</td>
<td>Bicycle/Pedestrian</td>
<td>2018</td>
<td>$20,000</td>
<td>2019</td>
<td>$100,000</td>
<td>2020</td>
<td>$200,000</td>
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<td>T1.2</td>
<td>Poplar Creek Bridge Pedestrian Enhancements</td>
<td>Replace south side guardrail adjacent to sidewalk with decorative elements and widen sidewalk, approximately 450 feet</td>
<td>Bicycle/Pedestrian</td>
<td>2018</td>
<td>$25,000</td>
<td>2019</td>
<td>-</td>
<td>2020</td>
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<td>T1.3</td>
<td>Argyle Elementary Sidewalk Enhancement</td>
<td>Repair south sidewalk and enhance lighting, especially through the canopy area</td>
<td>Bicycle/Pedestrian</td>
<td>2019</td>
<td>$25,000</td>
<td>2020</td>
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<td>T1.4</td>
<td>Cobb Parkway West Sidewalk Enhancement</td>
<td>Repair and expand west sidewalk approximately 800 feet north from Spring Road intersection</td>
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<td>T1.5</td>
<td>Jonquil Commercial District Trail Enhancements</td>
<td>Add bicycle and pedestrian amenities along Spring Road trail in the vicinity of the Jonquil Drive commercial district, approximately 500 feet on either side of Jonquil Drive. This may involve driveway consolidation in the limited opportunities for it.</td>
<td>Bicycle/Pedestrian</td>
<td>2019</td>
<td>$20,000</td>
<td>2020</td>
<td>$50,000</td>
<td>2021</td>
<td>$200,000</td>
<td>$270,000</td>
<td>City of Smyrna</td>
<td>TIP or LCI</td>
<td>$54,000</td>
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<tr>
<td>T2.1</td>
<td>Jonquil Park-Gateway East-West Street Connection</td>
<td>Connect Gateway Development site to Jonquil Park with at least one east-west street connection. Two alternatives are shown in LCI Master Plan.</td>
<td>Roadway (Local Street Network)</td>
<td>2019</td>
<td>$275,000</td>
<td>2020-2021</td>
<td>$1,500,000</td>
<td>2022</td>
<td>$2,750,000</td>
<td>$4,525,000</td>
<td>City of Smyrna</td>
<td>City funds; Private Development Contributions</td>
<td>Up to full cost: Federal funds likely not applicable due to local street classification</td>
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<td>T2.2</td>
<td>Argyle Elementary East-West Connection</td>
<td>Add new network street parallel to and south of Spring Road from Argyle Elementary School east to Cumberland Boulevard. This street's alignment should utilize existing street connections along its course, including Cumberland Way and Woodruff Drive</td>
<td>Roadway (Local Street Network)</td>
<td>2020</td>
<td>$300,000</td>
<td>2021</td>
<td>$1,500,000</td>
<td>2022</td>
<td>$4,000,000</td>
<td>$5,800,000</td>
<td>City of Smyrna</td>
<td>City funds; private development contributions</td>
<td>Up to full cost: Federal funds likely not applicable due to local street classification</td>
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<td>T3.1</td>
<td>Spring Road ‘Baseline’ Crossing</td>
<td>Concurrent with redevelopment of the Gateway district, install a grade-separated crossing of Spring Road between Cumberland Boulevard and Cobb Parkway. This should generally align with an alignment of protected bicycle and pedestrian trails (referred to in the LCI Master Plan as the ‘Baseline’ trail concept) connecting the Battery development with other major destinations in the district.</td>
<td>Bicycle/Pedestrian</td>
<td>2021, estimated</td>
<td>$100,000</td>
<td>2022</td>
<td>$250,000</td>
<td>2023</td>
<td>$1,000,000</td>
<td>$1,350,000</td>
<td>City of Smyrna</td>
<td>TIP or LCI</td>
<td>$270,000</td>
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<td>T3.2</td>
<td>Spring Road - I-285 Connector Path</td>
<td>Connected to T3.2, add a pedestrian connection between Spring Road and I-285 including a new pedestrian bridge across I-285 to the Cumberland Mall site.</td>
<td>Bicycle/Pedestrian</td>
<td>2021, estimated</td>
<td>$800,000</td>
<td>2022</td>
<td>$1,000,000</td>
<td>2023</td>
<td>$8,000,000</td>
<td>$9,800,000</td>
<td>City of Smyrna</td>
<td>TIP or LCI</td>
<td>$1,950,000</td>
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<td>Objective 3: Connect Gateway to Battery and other Cumberland-area locations</td>
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<td><strong>T3.3</strong> Cumberland Mall Pedestrian Path Enhancements</td>
<td>Establish a pedestrian/bicycle path connection utilizing portions of the Cumberland Mall parking circulation and connecting to the existing pedestrian bridge connecting both sides of Cobb Parkway.</td>
<td>Bicycle/Pedestrian</td>
<td>2021</td>
<td>$10,000</td>
<td>$100,000</td>
<td>2022</td>
<td>$-</td>
<td>2022</td>
<td>$110,000</td>
<td>Cobb County</td>
<td>CID Funds; LCI Implementation Funds</td>
<td>$110,000</td>
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<td><strong>T3.4</strong> Galleria Connection</td>
<td>Create a formal pedestrian/bicycle path through the Galleria district and install signage, wayfinding, lighting and amenities to continue a loop trail connecting the Battery development site to Galleria, the Cumberland Mall, and the Spring Road Gateway area within the LCI boundaries.</td>
<td>Bicycle/Pedestrian</td>
<td>2020</td>
<td>$30,000</td>
<td>$300,000</td>
<td>2021</td>
<td>$50,000</td>
<td>2022</td>
<td>$380,000</td>
<td>Cobb County</td>
<td>CID Funds; LCI Implementation Funds</td>
<td>$380,000</td>
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<tr>
<td><strong>T3.5</strong> Cobb Parkway Pedestrian Bridge: Battery to Smyrna Gateway</td>
<td>Concurrent with vertical development of the Gateway site, add a grade-separated pedestrian connection (bridge) across Cobb Parkway generally in the location of Project T1.5 and a landing plaza as part of redevelopment projects on the Smyrna side. This is envisioned to connect to a protected, grade-separated pedestrian connection.</td>
<td>Bicycle/Pedestrian</td>
<td>2021, estimated</td>
<td>$500,000</td>
<td>$5,000,000</td>
<td>2022</td>
<td>$-</td>
<td>2023</td>
<td>$5,500,000</td>
<td>City of Smyrna</td>
<td>TIP and CID Funds; Public-Private Partnership</td>
<td>TBD - likely greater than 20 percent, though 20 percent may be applicable to pedestrian bridge portion</td>
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<td><strong>T3.6</strong> Signage and Wayfinding Program</td>
<td>Design and implement a signage and wayfinding program for the Gateway District that may also be coordinated with the rest of the Spring Road corridor and extended. Funding estimates are for design of the system and an annual amount designated for implementation. The system should be coordinated along with redevelopment of the Gateway district.</td>
<td>Bicycle/Pedestrian</td>
<td>2018 for program design</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$75,000/ fiscal year</td>
<td>City of Smyrna</td>
<td>City funds; Private Development Contributions</td>
<td>Up to full cost, though LCI grants and other funding sources may be available</td>
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<tr>
<th>Objective 4: Set strategic locations to better support transit service</th>
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<tr>
<td><strong>T4.1</strong> Transit Amenity Program for Stop Enhancement</td>
</tr>
<tr>
<td><strong>T4.2</strong> Station Area Access Enhancements</td>
</tr>
</tbody>
</table>