



Concept Plan

In shaping the Concept Plan for the Smyrna Study Area, the Consulting Team has been careful to draw upon the key findings of the overall LCI Study Process:

- (1) The “Community Vision” that unfolded throughout the Public Participation Process, which encompassed four public meetings and one day-long Design Charette, as well as numerous informal one-on-one discussions and interviews with Study Area residents, property owners, business operators, real estate developers, financial lenders and prospective investors, as well as elected officials and administrators of not only Smyrna, but Cobb County and the Cobb School District;
- (2) A Market Assessment that looked not only at census-based numbers and consumer spending profiles, but also at the real developments – residential and commercial – and market successes in and around Smyrna in recent years, as well as the locations, stores, shopping centers, and residential products that have not succeeded by any reasonable definition;
- (3) A critique of the Study area’s current and potential “livability” in terms of its internal sense of interconnection and community, of the physical context that offers both constraint and promise, and of compatibility – or lack thereof – among various current and possible future land uses that can advance the basic LCI principals and goals; and
- (4) A critical examination of redevelopment and community-building preferences expressed in the community “vision” and its component parts in light of market forces, site availability, financial resources, community resources, and political commitment and will.

Driven by the public preferences that focused on improving retail offerings (unique, not “big-box”), increasing dining and entertainment opportunities, encouraging an affordable range of ownership housings of various types, connecting the community through pathways and open spaces, and enhancing the sense of history and place that is Smyrna, the Study Team has prepared a Concept Plan that it believes will prove to be a useful guide to providing a solid “livable center” foundation over the next few years that will foster and sustain such continued development and quality over the next 25 years and more.

Goals

The overall spirit of the Community Vision, and thus of the Concept Plan it shaped, are reflected in remarks by Smyrna’s Mayor Max Bacon, who stated in the City’s Annual Report this year a clear commitment to continue the exemplary planning and development process that has produced the City’s nationally praised City Center:

What you see and what I see of Smyrna today is a town that is not only a model of mixed-use development and careful, thoughtful planning but also the reflection of a great deal of heart and soul.

We started with a vision, developed a plan, relied upon leadership to hold fast to the plan and remain dedicated, and achieved success in 14 years instead of the 30 all predicted.

The next step for us in the City of Smyrna is a renewed visioning process and a dedication to development of a strong plan for the future that includes the voices of our residents and business owners and attention for underutilized areas. The Northern End Redevelopment Project and Town Center Expansion will receive a great deal of attention and energy through the efforts of not only leadership, but also the citizens and businesses of Smyrna.

-- Mayor Max Bacon



In line with the thinking and commitment that have produced so much successful planning, development and revitalization within Smyrna during the past 14 years, the City is preparing to aggressively encourage and shape the type of redevelopment of underutilized areas throughout the City, particularly those in the Study area – “North Smyrna,” to some. The City fully intends to use the Smyrna LCI Study and Concept Plan as a major catalyst to achieving that desired end.

Implementation of the Concept Plan would create both immediate and long-term redevelopment opportunities and investment along the entire length of the Atlanta Road Corridor from the East-West Connector and I-285 to Windy Hill Road, correcting an imbalance in growth that has unintentionally eroded the market competitiveness north of the Concord-Spring spine - particularly north of City Center. It would also capture as a “gateway” the intersection of Atlanta Road at Spring Road – a gateway leading into the City Center and Market Village “Downtown” of Smyrna.

The Concept Plan would enhance fledgling neighborhood residential restoration and infill development occurring along Old Spring Road east of the Railway Corridor, as well as begin an effort to develop a new urban residential community between Windy Hill Road and Hawthorne Street. Lastly, the Concept Plan addresses the first of a series of long-term initiatives to dramatically change and improve the character of the Concord Road-South Cobb Drive intersection, which impacts and is impacted by not only the surrounding four corners, but also the mix of “arterial sprawl” development that characterizes South Cobb Drive from that point northward for miles.

In facilitating new urban development in the study area, Smyrna will be geographically balancing its primary development nodes, thus strengthening this market’s total competitive ability and allowing it to compete aggressively for new development opportunities that might otherwise locate outside of the city or Cobb County.

The basic goals of the Concept Plan are as follows:

- To provide desirable, affordable residential product types to the growing non-traditional markets that have been identified in the Market Assessment as being attracted to Smyrna and Smyrna-type urban locations: smaller households, fewer children, generally younger but a growing number of older “empty nesters,” more affluent, and with an ownership preference.
- To provide retail, dining, entertainment and other commercial offerings within Smyrna – preferably near the Market Village in order to create a critical mass sufficient to attract a destination retail market.
- To maximize land use through the development of mixed-use communities that allow live-shop – and possibly live-work – convenience to residents.
- To encourage development that will protect and enhance existing Study area neighborhoods while connecting them to the civic and commercial center of “Downtown Smyrna.”
- To enhance connectivity within and among Smyrna communities through the design, introduction, extension and general improvement of walking, running, biking and multi-use trails and paths; sidewalks; connecting open spaces and pocket parks; and local streets.
- To improve the community function, efficiency and aesthetic appeal of arterial roadways that border (Spring Road-Concord Road, South Cobb Drive, and Windy Hill Road) and divide (Atlanta Road) the study area.



The City and its residents, of course, are fully aware of the economic impact of such a development program, among them the following:

- Increased employment opportunities for Smyrna residents;
- An increased tax base with which to fund basic City, County and School District services;
- A healthier balance between rental and ownership residential properties – currently 63% rental versus 37% ownership in the Study Area;
- Better access to and egress from the interior Smyrna communities without additional arterial intrusion or increased collector programs through neighborhoods; and
- A higher profile throughout Metro Atlanta and new-arrivals markets seeking unique, convenient, safe, community-oriented housing locations.

The Concept Plan will provide the City of Smyrna with an effective tool for achieving both a full realization of its commercial and residential development potential, as well as a better geographical balance in the development it attracts.

With specific respect to the goals of the LCI Study, the Concept Plan is designed to achieve the fundamental goals of LCI initiatives, as follows:

- Connecting homes, shops and offices;
- Enhanced streetscaping and sidewalks;
- Emphasizing the pedestrian;
- Improving access to transit and other transportation options; and
- Expanding housing options.

The implementation of the Concept Plan will help embody the city's vision and commitment to balanced and smart growth throughout the city while generating the development and redevelopment for a wide range of compatible land uses,

including, without limitation, office, retail, residential, hospitality and meeting, cultural, entertainment, and parks and open space.

Proposed Land Uses and Redevelopment Projects

The LCI Study process produced a Concept Plan that includes a variety of “urban” land uses in the Smyrna Study Area, which, as has been stated before, is relatively dense and built out. Recommended land uses, which will need the appropriate zoning and other regulatory framework, include the following:

- Mixed-use: Residential and Retail Commercial
- Mixed Residential: Type (attached, detached, mid-rise) and income
- Mixed-use: Residential, Retail Commercial and Office
- Live-Work Loft
- Urban Residential: smaller lots and units with common open areas

In channeling public preferences that showed underlying market support into suitable locations within the Study Area, the Study Team gradually came to focus on several promising locations for private-sector redevelopment, designating them “Activity Centers.” Four major Activity Centers are identified as follows:

1. Belmont Hills Mixed-use Development
2. Hawthorne Residential Community Development
3. Jonquil Plaza Mixed-use Development
4. Cobb/Concord Mixed-use Development

Two additional sites with Activity Center potential include the following:

5. Atlanta Road Commercial Development
6. Atlanta Road Residential Development



With the right inducements and assistance from the City of Smyrna, most of these Activity Center projects could be developed over a relatively short period of 7-9 years, with the last phase of this initial group of projects anticipated to be complete by the end of 2010. There are other areas that would likely be developed, redeveloped and revitalized between 2010-2028. Dividing the anticipated projects into Short-term, Medium-term and Long-term groupings, these projects fall within the following timeframes:

Short-term (1-5 Years) Projects

Belmont Hills

From the Vision: A mixed-use environment that included residential, office, and retail spaces that fronted Atlanta Road and would increase density. This Activity Center was also targeted for additional greenspaces that were both passive and active and carried on the character of the existing Village Green.

Belmont Hills and the four apartment complexes adjacent to it to the west are older properties in dire need of full redevelopment. Built in stages beginning in 1957, the shopping center and the apartments have undergone periodic expansions, add-ons, structural maintenance and repair, new paint and overall “facelifts.” Through the years, the shopping center has repositioned itself on several occasions with varying degrees of success. While the property has been, in fact, relatively successful with respect to the net operating income that it generates for its owner, that net operating income, along with overall rental income and tenant occupancy, has shown significant drop-off over the past 2-3 years.

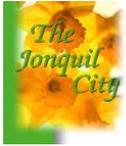
Most, and perhaps all, of the existing structures – retail and residential – in this combined 100-acre site would be demolished and new residential, retail, restaurant, entertainment, grocery, live-work and office structures built.

Retail development at Belmont Hills is projected to include national, regional and local tenants. Significant restaurant and specialty-food retailers are envisioned in each location, adding to the market appeal established by the restaurant cluster at Market Village.

The residential development is projected to combine several types of housing products, including single-family detached, single-family townhouses, and mid-rise condominium units. Pricing is projected in the range of \$300,000-\$500,000 per unit, depending on size and type. The residential units would be built in 3-4 stages, depending upon market success and absorption.

The key feature of not only the residential component of the overall mixed-use development, but also the predominately-retail component fronting Atlanta Road and Windy Hill Road is the introduction of large amounts of interconnecting greenspace. This greenspace would function as common leisure and gathering spaces for residents on either side, as well as landscaped linear parks throughout both the residential and retail components. The grand entrance off of Atlanta Road into first the retail (with some residential and office components intermingled) and restaurant area, then into the residential areas, would itself be streetscaped and landscaped with such greenspace, which becomes the connected thread throughout the entire community.

The Study Team projects the phased development of approximately 600 residential condominium units, 25 townhouse units, and 63 single-family detached units within the Belmont Hills site. Additionally, retail redevelopment is projected at 421,000 square feet, and office development at 104,800 square feet.



Proposed Concept for Belmont Hills



Jonquil Plaza

From the Vision: A mixed-use development that fronted Atlanta Road, with parking in the rear of any future development, pedestrian connections to nearby neighborhoods, townhomes, and greenspace were also considered desirable.

Built in 1957, Jonquil Plaza Shopping Center has probably outlived its usefulness as a traditional strip shopping center. The shopping center itself is only one component of this cluster of unattractive and incompatible uses. The largest single user of this potential 11-acre assemblage is a commercial landscape warehouse that is not open to the public. Four automotive parts and/or repair shops front the shopping center along Atlanta Road. While one is a new stand-alone store of an auto parts chain, the other three are active, highly-visible and highly-unattractive repair garages that may give excellent service but major eyesores and constraints on retail redevelopment at this key “gateway” into City Center, the Market Village and redevelopment sites further north along Atlanta Road.

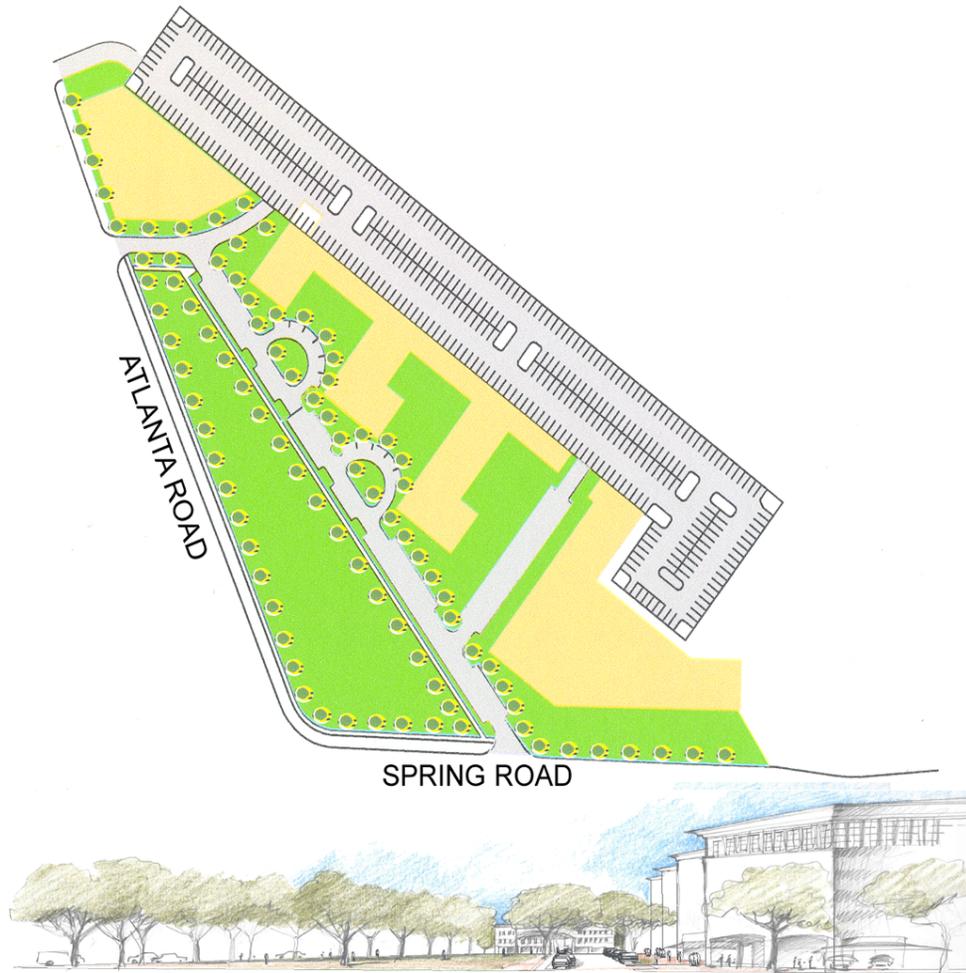
If the full site is assembled, the Study Team sees potential for multistory housing with parking decks fronting on a green triangular park reserved from the Atlanta Road side of the site. This triangular park would provide a buffer to the busy Atlanta Road arterial street.

The multistory development is envisioned as being three stories of condominium residences over one street level of boutique and café retail, with perhaps one major full-service restaurant at the northern end of the site.

A new city road would be built from Concord to Atlanta to edge the park, provide access to the housing as well as to retail on the ground floor of the housing, provide parallel parking along this road, and provide a right turn from Concord Road to Atlanta Road. This road would require removal of the auto repair shops.

The park itself would provide a wonderful entry into the City Center at this gateway intersection. The parking deck would probably be economically viable because of the number of housing units it could serve, as well as the amount of on-site retail. Additionally, the multi-level parking deck would block a substantial amount of the frequent railroad sound from the Railway Corridor bordering the site.

The Study Team projects approximately 174 condominium units with deck parking, approximately 100,000 square feet of retail, 41,500 sq. ft of office and 565 surface and on-street parking spaces.



Proposed Concept for Jonquil Plaza



Atlanta Road Infill Commercial Mixed-Use

Building on the success of Market Village as well as the proposed redevelopment of Jonquil Plaza, commercial infill development and redevelopment would be encouraged along the western edge of Atlanta Road between the Market Village and Concord/Spring Road. Oversized single-story retail designed to accommodate new space for the existing branch bank as well as professional- and business-services tenants would be appropriate as long as the “look” of the new development reflected the general design themes of Market Village and City Center. This, along with compatible Jonquil Plaza redevelopment design, would create a “gateway” into the heart of Smyrna as well as a highly visible design theme that would tie together all of Atlanta Road’s new development initiatives. There are indications that the market could support a mid-size (25-40 rooms) boutique hotel or, more likely, expanded Bed-and-Breakfast facility with meeting space. This portion of Atlanta Road would be a good location, given its proximity to Market Village, as well as a large collection of churches.

The aggregate site could accommodate approximately 70,000 square feet of retail and services in addition to the small hotel and on-site parking.



Medium-term (6-10 Years) Projects

Cobb/Concord Center

From the Vision: An “Entertainment Center” that could provide movie theaters, restaurants, and other cultural possibilities. The overall feeling was the area needed to be cleaned up and reorganized.

The Western Market Shopping Center at Concord Road and South Cobb Drive is a relatively new traditional center designed originally to hold a brand name chain grocery store (A&P) and one other “power” tenant – possibly a K-Mart or CVS. A&P left the Atlanta market just as the shopping center opened (or soon thereafter), and the second anchor also left (or never materialized at all). The former A&P remains empty; the second anchor store is currently occupied by the Western Market, a Western wear and goods public market that is open 2-3 days per week. The 60-80,000 square feet of adjacent smaller specialty stores are only partially tenanted. Overall, the shopping center is in serious need of redevelopment, perhaps as something other than retail.

The Community Vision suggested a concentration of entertainment uses, but the Market Assessment uncovered little evidence of adequate market support for such a use. An “Entertainment Center” might have some success for a few years, but the site itself does not present well from either Concord or South Cobb and it is extremely difficult to turn into or out of. The lack of visibility would kill it as a drive-by retail site; the congestion would hurt it as a destination. Moreover, entertainment centers work best when incorporated into larger shopping malls or

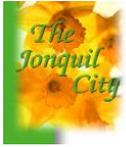
areas. The Western Shopping Center simply is not large enough to achieve and sustain success in a retail niche that itself is subject to frequent change.

The Study Team envisions a residential development for this site if the retail center is not successful in repositioning itself. While a radical departure from the current use, the residential use offers long-term stability and an opportunity to begin to improve the Concord-South Cobb intersection and establish a residential presence along a major arterial known for automobile-oriented development sprawl.

In fact, the elevation of the site, including views to Kennesaw Mountain and over Study Area residential neighborhoods to City Center, offers a good opportunity for mid-rise development. In fact, its proximity to the interior neighborhoods of the Study Area could allow it to “turn its back” on both arterial streets and be entered from within the adjoining neighborhood.

The opportunity for on-site retail still exists, but it should be built along the site edge fronting South Cobb Drive and not integrated into the residential community.

Approximately 139 residential condominium units are projected for this 20-acre site, as well as 122,000 square feet of replacement retail and 32,500 square feet of new office space. Retail would rely on surface parking. The residential units would have parking beneath the approximately ten mid-rise building clusters anticipated.





Hawthorne Avenue Neighborhood

From the Vision: No specific vision, but a general feeling that the Hawthorne-to-Windy Hill area could be improved as a cohesive single-family development.

One of the goals of the steering committee was to provide more opportunities for home ownership. The subdivision concept explores this possibility. Currently this subdivision is approximately 75 acres with 140 single-family homes. The gross density of the existing subdivision is approximately 1.85 units per acre. The homes are relatively small and on large tracts of land that average 17,500 square feet with lot widths of 70 feet or more and depths averaging 250 feet. Several of the lots have been combined in various configurations creating lots in excess of an acre. The houses are 40 to 50 years old and few are owner occupied. The subdivision also contains a 10-acre tract of land with a lake on it.

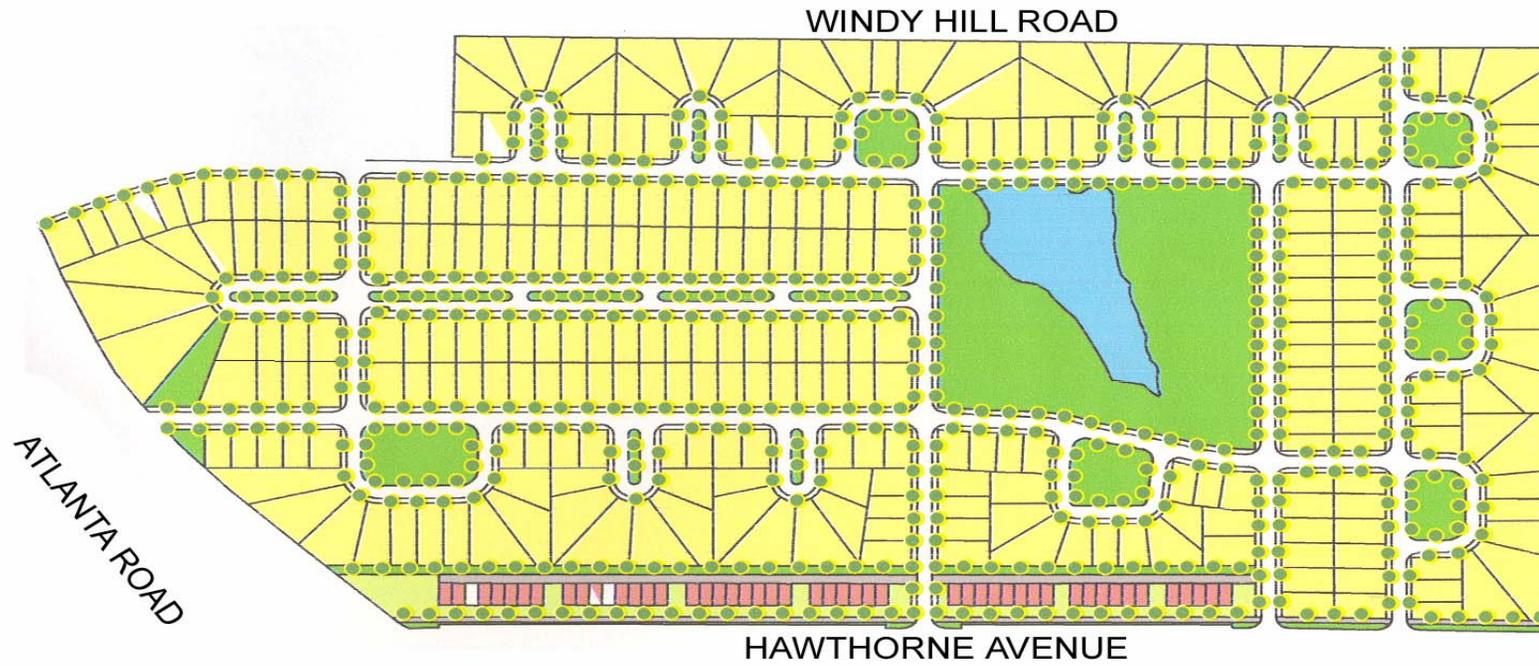
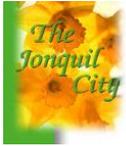
The concept plan uses the existing roadway infrastructure of Belmont Avenue, Davis Drive, Pierce Avenue and Reed Street and reconfigures the lots to an average size of 5,000 square feet with a lot width of 50' and a lot depth of 100'. The new streets are arranged in a grid pattern with several community clusters created by loop roads that surround open space. The lake is preserved and a new 7-acre Neighborhood Park is proposed. Ideally the existing lake would be used for storm water management that would include a first flush system to cleanse the storm water before entering the lake; however the existing storm sewer infrastructure might make this concept unfeasible. Within the 50 foot right of ways of the neighborhood streets are 6 foot sidewalks with a 5 foot planting strip on both sides of the roads. The central street contains a broad median and links the park to Belmont Hills via a greenspace that will contain a multi-use trail. The streets are 22 feet wide, and parallel parking is encouraged to serve as traffic calming devices. Although the concept plan does not propose alleys, the plan could be amended to include alleys for most of the lots with a slight reduction in the number of lots. The concept plan proposes 380 lots with 40 townhomes along Hawthorne Avenue. The gross density of the proposed neighborhood is 5.6 units per acre with over 10 acres in open space.

Approaching infill redevelopment with an overall plan similar to the concept plan as a vision will allow for more home ownership opportunities with minimal infrastructure improvements and most of the environmental resources remaining in tact.

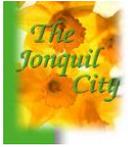
Long-term (11-25 Years) Projects

- Continued restoration and infill residential development in the neighborhoods bounded by the Railroad Corridor, Hawthorne Street, Matthew Street and Spring Road.
- Rationalized retail and commercial development along Concord Road following roadway improvements, hopefully guided by design standards that address both the aesthetics of the development and the buffering of these commercial strips from interior residential streets and neighborhoods.
- Continued improvement and infill residential development in the neighborhoods bounded by Spring Road and Spring Street, Matthew Street, Roswell Street, and the multi-family projects west of Village Parkway.
- Transitioning of Six Points into community-oriented retail: small shops, cafes and coffee shops, with a redeveloped convenience/grocery/beverage store cluster reflecting higher incomes and consumer preferences.

Residential development off of South Cobb reflecting the Concord/Cobb residential redevelopment of the current Western Market Shopping Center. High-density as well as high-end single-family enclave development along South Cobb south of Concord will gradually spread north of Concord to Windy Hill Road, just as it has grown along Atlanta Road south Concord/Spring.



Proposed Concept for Hawthorne Avenue Neighborhood





CONCEPT PLAN - TRANSPORTATION

The Smyrna LCI study area offers a variety of challenges and opportunities for providing an area where people can live, work, and recreate. The land use and activity center plans address changes in land use to enhance the function of the Smyrna LCI area as a livable center. Improvements to transportation infrastructure are important to encouraging use of transit and creating a pedestrian oriented environment. The transportation plan provides the portion of the Smyrna LCI concept plan that addresses movement of people through the study area. The Smyrna LCI transportation plan focuses on multimodal transportation implemented in coordination with land use modifications to provide a means for people to circulate within the community.

The transportation plan indicated in the paragraphs that follow is supportive of the land use modifications and activity center plans recommended for the Smyrna LCI area. Together these improvements support the LCI study objectives. The recommended programs and projects listed below are shown graphically in Figures T-7, T-8, and T-9, indicating recommended pedestrian/bicycle, roadway, and transit modifications.

Roadway Operations With Planned Activity Center Development

An analysis of roadway LOS was conducted with potential future development traffic based on the recommended activity center plans. This analysis assessed the transportation network's ability to accommodate additional development generated traffic based on implementation of the recommended activity center plans.

Traffic generated by the recommended activity centers was projected based on trip generation rates provided in Trip Generation, 6th Edition, by the Institute of Transportation Engineers. This generated traffic was adjusted to account for passby traffic and internal capture based on ITE methodology. The internal capture was based on trip reductions for interaction between residential/retail and office/retail uses. Due to the overall size of the development areas, trip reductions for office/residential and retail/retail were not included in the trip reduction for internal trip capture.



Table A-1 shows the trips generated by the Jonquil Plaza Activity Center with the existing conditions and proposed activity center redevelopment. As this table shows, the redeveloped site is projected to generate an additional 742 daily trips on the roadway network. These trips would primarily impact Atlanta Road. With a current ADT of 23,400 trips, the additional small trip generation can be accommodated without changing the roadway based LOS from the existing LOS D condition.

**Table A-1
Smyrna LCI Study Area
Jonquil Plaza Activity Center Trip Generation
(Weekday)**

Tract Description	Total Units		Daily Trip Generation ¹	
	Number	Unit	Trip Rate ²	Trips
EXISTING ACTIVITY CENTER				
Retail	99,800	Square Feet	40.67	4,059
Pass-by reduction (15%)				-609
Total Existing Trip Generation				3,450
PROPOSED ACTIVITY CENTER				
Retail	99,727	Square Feet	40.67	4,056
Office	41,560	Square Feet	16.27	676
Multi-Family Residential	174	Units	5.99	1,042
Internal Capture Reduction for Entering Traffic				-487
Internal Capture Reduction for Exiting Traffic				-487
Retail 15% Pass-By Reduction				-608
Total Proposed Trip Generation				4,192
Net Additional Trip Generation				742

¹ A trip is defined as a vehicle entering or exiting the development. Thus a vehicle leaving the development and returning later accounts for two trips.

² Based on Trip Generation, 6th Edition, by the Institute of Transportation Engineers.



Table A-2 shows the trips generated by the Belmont Hills Activity Center with the existing conditions and proposed activity center redevelopment. As this table shows, the redeveloped site is projected to generate 451 additional daily trips on the roadway network than the current development, based on development square footage. If the current Belmont Hills Shopping Center is being used at only two-thirds of its capacity, the redeveloped activity center could generate 5,650 additional daily trips over today's conditions with reduced utilization of existing facilities. This 5,650 additional trips, added to approximately 750 daily trips generated by Jonquil Plaza would result in an overall additional traffic load of 6,400 daily trips. When these 6,400 daily trips are added to the current ADT of 23,400 trips on Atlanta Road, the resulting 29,800 trips is still below the LOS D threshold of 32,500 vehicles per day in the GRTA's DRI review standards for roadway LOS (based on a class II arterial). In addition, new roadway connections are planned in conjunction with the redevelopment effort to provide direct connections to Windy Hill Road and the adjacent residential area to the south. These connections include:

- Connection of development to Windy Hill Road as a fourth leg to the existing signalized intersection of Windy Hill Road at Belmont Circle.
- Connection to the residential area to the south via a new road connection from Fleming Street to Grady Street.

These connections and the directional distribution of traffic would reduce the overall volume of generated traffic impacting Atlanta Road. The specific roadway connections and other recommended improvements are discussed in detail later in the Transportation Plan.

Table T-3 shows the trips generated by the Concord Road at South Cobb Drive Activity Center with the existing conditions and proposed activity center redevelopment. As this table shows, the redeveloped site is projected to generate 3,600 fewer daily trips on the roadway network than the current development, based on development square footage. If the current development is being used at only one-third of its capacity, the redeveloped activity center could generate 3,600 additional daily trips over today's conditions with reduced utilization of

existing facilities. This 3,600 additional trips, would be divided between South Cobb Drive and Concord Road, resulting in increased volume along those roads from current values of 29,000 and 29,400, respectively, to approximately 30,800 and 31,200 vehicles per day.

This trip volume is still below the LOS D threshold of 32,500 vehicles per day in the GRTA's DRI review standards for roadway LOS (based on a class II arterial). In addition, a new roadway connection is planned in conjunction with the redevelopment effort to provide a direct connection the adjacent residential area to the north via Church Street. The specific roadway connections and other recommended improvements are discussed in detail later in the Transportation Plan.

**Table A2
Smyrna LCI Study Area
Belmont Hills Activity Center Trip Generation
(Weekday)**

Tract Description	Total Units		Daily Trip Generation ¹	
	Number	Unit	Trip Rate ²	Trips
EXISTING ACTIVITY CENTER				
Retail	467,400	Square Feet	39.31	18,373
Pass-by reduction (15%)				-2,756
Total Existing Trip Generation				15,617
PROPOSED ACTIVITY CENTER				
Retail	421,270	Square Feet	40.79	17,186
Office	104,800	Square Feet	13.13	1,376
Multi-Family Residential	625	Units	4.94	3,091
Single Family Residential	63	Units	10.76	678
Internal Capture Reduction for Entering Traffic				-1,842
Internal Capture Reduction for Exiting Traffic				-1,842
Retail 15% Pass-By Reduction				-2,578
Total Proposed Trip Generation				16,068
Net Additional Trip Generation				451

¹ A trip is defined as a vehicle entering or exiting the development. Thus a vehicle leaving the development and returning later accounts for two trips.

² Based on Trip Generation, 6th Edition, by the Institute of Transportation Engineers.



Table A3
Smyrna LCI Study Area
Concord Road at South Cobb Drive Activity Center Trip Generation
(Weekday)

Tract Description	Total Units		Daily Trip Generation ¹	
	Number	Unit	Trip Rate ²	Trips
EXISTING ACTIVITY CENTER				
Retail	263,850	Square Feet	48.21	12,720
Pass-by reduction (15%)				-1,908
Total Existing Trip Generation				10,812
PROPOSED ACTIVITY CENTER				
Retail	122,596	Square Feet	63.38	7,771
Office	32,548	Square Feet	17.22	560
Multi-Family Residential	139	Units	6.20	861
Internal Capture Reduction for Entering Traffic				-410
Internal Capture Reduction for Exiting Traffic				-410
Retail 15% Pass-By Reduction				-1,166
Total Proposed Trip Generation				7,207
Net Additional Trip Generation				-3,606

¹ A trip is defined as a vehicle entering or exiting the development. Thus a vehicle leaving the development and returning later accounts for two trips.

² Based on Trip Generation, 6th Edition, by the Institute of Transportation Engineers.

This analysis indicates the roadway network can accommodate the anticipated development traffic load over the short-term. The overall redevelopment will generate less external traffic than the existing land use, if the existing facilities are fully occupied and used. The additional street connections provided through the redeveloping activity centers facilitate access from the development to the arterial roadway network and to the adjacent communities using multiple travel paths. This helps prevent additional development traffic loads from overloading

a particular street and facilitates the use of pedestrian and bicycle modes for travel between neighborhoods and community destinations.

Overview of Recommended Transportation Improvement Programs

The following programs are recommended for implementation in the short-range (2004 through 2009) as part of the five-year implementation plan:

- Program T-1 – Provide pedestrian improvements to create a “Main Street” on Atlanta Road.
- Program T-2 – Enhance pedestrian and bicycle access in and around activity centers.
- Program T-3 – Provide pedestrian and bicycle travel to link activity centers and neighborhoods.
- Program T-4 – Provide ADA compliant sidewalk on sections not scheduled for multi-use trail implementation.
- Program T-5 – Prepare sidewalk development program for upgrading and expanding sidewalk system.
- Program T-6 – Upgrade signalized pedestrian crossings.
- Program T-7 – Determine feasibility and concept design for reducing travel lanes and implement where feasible.
- Program T-8 – Enhance connectivity of activity centers to existing street system and neighborhoods.
- Program T-9 – Modify existing transit routes to serve local needs.
- Program T-10 – Upgrade existing speed humps.
- Program T-11 – Determine feasibility and concept design for prohibiting train whistle in LCI study area and implement if feasible.



Figure T-7



Figure T-8

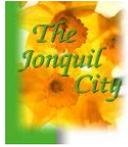


Figure T-9



Pro The following programs are recommended for implementation in the mid to long-range (beyond 2009):

- Program T-12 – Provide pedestrian and bicycle travel to link activity centers and neighborhoods.
- Program T-13 – Expand sidewalk network to local street system.
- Program T-14 – Connect multi-use trail facilities to regional trail network.
- Program T-15 – Enhance connectivity of activity centers to existing street system and neighborhoods.
- Program T-16 – Provide access to future commuter rail station (if located along Atlanta Road).

These programs and associated improvement projects are discussed in further detail below.

Recommended Short-range Transportation Improvement Programs and Projects (2004 through 2009)

Based on an examination of study area conditions and recommended land use modifications, 11 short-range improvement programs and associated projects were identified. These programs and projects identified actions that can be implemented quickly to provide short-range improvement to the transportation network for multimodal travel.

Program T-1 – Provide Pedestrian Improvements to Create a “Main Street” on Atlanta Road

In addition to allowing for travel through the LCI study area, the Atlanta Road corridor provides access to downtown Smyrna and links pedestrian activity areas. To encourage movement between activity areas via pedestrian travel,

implementation of pedestrian and aesthetic improvements to create a “Main Street” along Atlanta Road is recommended. The following projects are included in this program:

- T1.1 – Install streetscape improvements and a landscaped median along Atlanta Road from Windy Hill Road to Spring Road (streetscape improvements include 10’ sidewalks, benches, street lights, and landscaped buffer). Install improvements at Atlanta Road and West Spring Street intersection including: new signals and mast arms, high visibility pedestrian crossings, ADA accessible raised islands, and restriping.
- T1.2 – Define pedestrian walking areas at railroad grade crossings and enhance connections to sidewalk system (Spring Street and Hawthorne Street crossings).
- T1.3 – 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.
- T1.4 – Replace all crosswalks with GDOT standard crosswalk markings to enhance visibility.

Program T-2 – Enhance Pedestrian and Bicycle Access in and around Activity Centers

Movement in and around the activity centers is important to encourage drivers to park once and chain multiple trips within an activity center or travel between activity centers via pedestrian or bicycle travel modes. The activity center plans developed as a part of the LCI study emphasize pedestrian movement within the sites. In addition, the following two projects indicate specific areas where a large greenspace will be created for public use as a part of the activity center plan.



- T2.1 – Provide sidewalks and greenspace within Jonquil redevelopment area.
- T2.2 – Provide greenway with trail section through Belmont Hills redevelopment area.

- T3.5 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Hawthorne Street (40' ROW) from Roswell Street to Davenport Street.
- T3.6 - Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Powder Springs Street (50' ROW) from Grady Street to Hamby Street.

Program T-3 – Provide Pedestrian and Bicycle Travel to Link Activity Centers and Neighborhoods

In addition to accommodating pedestrian travel needs along the Atlanta Road corridor, where commercial and community activity centers are present, it is important to link neighborhoods to community activity centers. Implementation of multi-use trail sections on residential collector corridors allows local trips to be routed to activity centers via pedestrian and bicycle travel modes.

The following projects provide this multimodal connection:

- T3.1 – Install multi-use trail section (10' off-road multi-use trail) from Village Parkway to Hawthorne Street at Davenport Street.
- T3.2 - Install multi-use trail section (10' off-road multi-use trail) from Ward Street to Glendale Circle and Glendale Place through Park/School.
- T3.3 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Bank Street (50' ROW) from South Cobb Drive to Hamby Street.
- T3.4 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Roswell Street (50' ROW) from Spring Street to Hawthorne Street.

Program T-4 – Provide ADA Compliant Sidewalk on Sections Not Scheduled for Multi-use Trail Implementation

As a second tier to the multi-use trails feeding the activity centers, a system of sidewalks along direct travel paths to community destinations is important to encouraging pedestrian travel. The following projects improve the sidewalks on residential collector streets to further encourage pedestrian travel within the community:

- T4.1 – Replace sidewalk along Spring Street (40' ROW) from Roswell Street to Mathews Street with new 5' sidewalks on both sides of street and install new 5' sidewalk on both sides along Spring Street from Mathews Street to Spring Road.
- T4.2 – Install new 6' sidewalks along both sides of the following streets from Bank Street to Church Street:
 - Pine Hill Drive (50' ROW) from Bank Street to Lavista Drive.
 - Lavista Drive (50' ROW) from Pine Hill Drive to Stephens Street.
 - Stephens Street (30' ROW) from Flagler Circle to Church Street.
- T4.3 – Replace sidewalk along Mathews Street (30' ROW) from Spring Street to Hawthorne Street with new 5' sidewalks on both sides of street.
- T4.4 – Replace sidewalk with new 5' sidewalk on both sides of the following streets from Hawthorne Street to Village Parkway:



- Davenport Street (50' ROW) from Hawthorne Street to Argo Drive.
- Argo Drive (40' ROW) from Davenport Street to Teasley Drive.
- Teasley Drive (60' ROW) from Argo Drive to Knoll Road.
- Knoll Road (60' ROW) from Teasley Drive to Turpin Road.
- Turpin Road (50' ROW) from Knoll Road to Village Parkway.
- T4.5 – Upgrade ADA deficiencies along other sidewalks as defined in the program for upgrading and expanding sidewalk system with new 5' sidewalks on both sides of street.

Program T-5 – Prepare Sidewalk Development Program for Upgrading and Expanding Sidewalk System

Implementation of sidewalks throughout the study area is important for encouraging pedestrian travel. The proposed improvements provide sidewalks and multi-use trail facilities on most of the collector street network. In addition, installation of sidewalks on the local streets is desired. The projects indicated below will evaluate the existing sidewalks and define a program for replacement of deteriorated sidewalks and installation of new sidewalk on local streets.

- T5.1 – Inventory existing sidewalks for ADA compliance and develop program to upgrade sidewalks not planned for replacement in future projects.
- T5.2 – Define local streets compatible with sidewalk installation and prepare plans for implementation.

Program T-6 – Upgrade Signalized Pedestrian Crossings

One of the primary barriers to travel that is encountered by pedestrians is the need to cross the street. Particularly when arterials or major collector facilities are to be crossed, ensuring safety in crossing is important. Safe and understandable pedestrian crossings can have a positive effect on safety and make the environment more attractive to pedestrians, increasing use of the

pedestrian travel mode. The following projects enhance the pedestrian crossing capability at signalized intersections:

- T6.1 – Provide signalized pedestrian crossings at all intersections (requires additional pedestrian crossings along Village Parkway).
- T6.2 – Replace all crosswalks with GDOT standard crosswalk markings to enhance visibility.
- T6.3 – Install pedestrian traffic signal at Village Parkway and Post Apartments access/trail access (if warranted based on MUTCD criteria).

Program T-7 – Determine Feasibility and Concept Design for Reducing Travel lanes and implement where feasible.

The Village Parkway corridor connects Windy Hill Road and Spring Road with a four-lane undivided road. This road has some issues with vertical curvature at various locations along its length. At the intersection of Village Parkway at Woodlands Drive, the vertical curvature necessitates use of a “blank out” sign to prohibit northbound left turns when a vehicle is approaching from the north. With an ADT of 10,600, the road is below capacity for a four-lane or two-lane facility. An examination of traffic volumes projected for year 2025 in the ARC 2025 RTP TP+ model indicates a modest increase in traffic volumes (40 percent) along Village Parkway. With this percent increase, the total volumes in year 2025 along Village Parkway would remain under 15,000 vehicles per day, compatible with a two-lane divided roadway section. Therefore, a reduction in the number of travel lanes in conjunction with accommodating left turns from the main street in a protected lane should be considered. The extra width saved by removing the underutilized roadway would be used to accommodate the recommended multi-use trail and sidewalk.

A detailed traffic assessment is recommended to determine the feasibility and concept design of the potential reduction in lanes. In addition to the Village Parkway corridor, Ward Street provides four-lane access to Campbell High School and may benefit from a similar lane reduction.



The following projects examine the feasibility and provide for the implementation of the lane reductions when feasible:

- T7.1 – 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.
- T7.2 – Examine/implement Ward Street (60' ROW) lane reduction to three-lane section and use additional width to install multi-use section (10' multi-use trail on east side of road and 6' sidewalk on west side of road). If lane reduction is not feasible, maintain four-lane undivided roadway section and install similar multi-use trail and sidewalk section on new ROW.

Program T-8 – Enhance Connectivity of Activity Centers to Existing Street System and Neighborhoods

The activity centers in the Smyrna LCI study area are vital to providing a community in which people can live, work, and recreate. To ensure good connection to the adjacent neighborhoods and allow traffic traveling to and from the activity centers to be spread over multiple transportation facilities, the following roadway connections are recommended:

- T8.1 – Connect Fleming Street to Grady Street (30' ROW) and install multi-use section (10' multi-use trail on one side of road with 6' sidewalk on other side of road) along Grady Street from Powder Springs Street to Fleming Street.
- T8.2 – Install new roadway through Belmont Hills redevelopment area to connect existing signalized intersection of Windy Hill Road at Belmont Circle to proposed street connection from Fleming Street to Grady Street. (two-lane 24' road section with 8' parallel parking lanes on both sides).

- T8.3 – Install new roadway section through Jonquil site between planned park adjacent to Atlanta Road and development to serve one-way northbound traffic between Spring Road and Atlanta Road (one-lane 15' road section with 8' parallel parking lane).
- T8.4 – Implement roadway connection from Concord Road to Church Street in conjunction with redevelopment of South Cobb Drive at Concord Road site and install multi-use section (10' multi-use trail on east side of road with 6' sidewalk on west side of road).
- T8.5 – Conduct a future transportation study for a link between Concord Road, adjacent residential, and Belmont Hills / Market Village area.
- T8.6 – Conduct a future study of traffic changes/impacts of Spring Street / Roswell Street areas of redevelopment in the City.

Program T-9 – Modify Existing Transit Routes to Serve Local Needs

Emphasizing travel via pedestrian and bicycle modes provides the opportunity to shift local trips from automobiles to an alternative transportation mode. Since much of the Smyrna LCI study area is low to medium density residential, home based trips have many origination points. Maximizing use of pedestrian and bicycle modes allows local trips to/from community destinations to serve these dispersed trip origins. In contrast, transit would require significant commitment of resources to provide local access and headways that could compete with sidewalks for satisfying local trip making within the community. Therefore, the transit improvement recommendations focus on serving longer trips via modification of existing CCT routes to provide service closer to concentrated trip origins and destinations, such as the Belmont Hills redevelopment site, Smyrna Town Center/Market Village, and the Hawthorne Street/Roswell Street (Six Points intersection) areas.



The following projects define the proposed modification of CCT bus routes to improve transit access. With these modified transit routes, the area within one-quarter mile walking distance of a transit line increases significantly (from 55 percent of the study area to 75 percent). In addition, the proposed modified routes serve primary destinations in downtown Smyrna, as well as potential ridership in the Six Points intersection area (Roswell Street at Hawthorne Street).

- T9.1 – Modify CCT bus route 15 to serve Belmont Hills redevelopment area and the Six Points intersection area with service to downtown Smyrna during off-peak hours (9:00 AM to 3:30 PM).
- T9.2 – Modify CCT bus route 20 to serve downtown Smyrna Community Center during off-peak hours (9:00 AM to 3:30 PM).

Program T-10 – Upgrade Existing Speed Humps

Speed humps are provided along two streets in the Smyrna LCI study area. The speed humps along Sanford Road adjacent to the park south of Campbell High School are designed as “speed bumps”. Speed bumps have a narrow cross-section of one to two feet, while speed humps are more gradual, rising four to six inches over several feet to provide an undulation that can be traversed at speeds of 15 to 20 mph. Since the Stanford Road “speed bumps” are located adjacent to a park with on-street parking, incorporation of pedestrian crossings with less abrupt speed humps is recommended to facilitate movement from the parking areas to the park.

In contrast to the “speed bumps” located along Stanford Road, the existing speed humps along Davenport Street are of the wider design but provide a more severe slowing effect than standard Cobb County designed speed humps. Therefore, use of a more gradual speed hump is recommended. The following projects indicate replacement of the deficient speed bumps/humps:

- T10.1 – Replace existing speed humps along Davenport Street with new speed humps per Cobb County DOT design standards.

- T10.2 – Replace speed bumps along Sanford Road with speed tables (with pedestrian crossings) to facilitate pedestrian access to adjacent park.

Program T-11 – Determine Feasibility and Concept Design for Prohibiting Train Whistle in LCI Study Area and Implement if Feasible

The presence of the railroad tracks along Atlanta Road affects the physical environment of the area by limiting the crossing of vehicles and pedestrians. The limited connectivity affects the continuity of the community. In addition, the train whistle sounds regularly to warn motorists in the at-grade crossings that a train is approaching. As additional residential development occurs closer to the railroad tracks, the significance of this disturbance is increased.

To address the issue of the train whistle, the City is investigating implementation of a prohibition of use of the train whistle. The Federal Railroad Administration (FRA) provides a draft procedure for use in mitigation of safety issues associated with not using the train whistle within a community.

The paragraphs below indicate the need to conduct a feasibility study for prohibiting the train whistle and concept design for improvements needed to mitigate safety concerns. If the feasibility study and concept design indicate a train whistle prohibition is feasible, implementation of grade crossing modifications would be conducted as an identified project.

- T11.1 – Conduct feasibility and concept study to meet Federal Railroad Administration (FRA) requirements for at-grade crossings without use of train whistle.
- T11.2 – Implement grade crossing modifications and prohibit train whistle.



Recommended Mid to Long-range Transportation Improvement Programs and Projects (Beyond 2009)

The improvements recommended in programs 12 through 16 represent actions for mid to long-range implementation. These items were identified for implementation in more than five years due to the complexity or needs of the improvement or to coordinate implementation with other transportation improvements or redevelopment efforts.

Program T-12 – Provide Pedestrian and Bicycle Travel to Link Activity Centers and Neighborhoods

Implementation of multi-use trail sections on residential collector corridors allows local trips to be routed to activity centers via pedestrian and bicycle travel modes. Expansion of the multi-use trail network defined in the short-range improvements is recommended.

The following projects provide this multimodal connection:

- T12.1 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Church Street (50' ROW) from South Cobb Drive to King Street.
- T12.2 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Powder Springs Street (50' ROW) from South Cobb Drive to Grady Street.
- T12.3 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Roswell Street (50' ROW) from Hawthorne Street to Windy Hill Road.
- T12.4 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road)

along Hawthorne Street (40' ROW) from Atlanta Road to Roswell Street.

- T12.5 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Fleming Street (30' ROW) west of Atlanta Road.

Program T-13 – Expand Sidewalk Network to Local Street System

Implementation of sidewalks throughout the study area is important for encouraging pedestrian travel. The recommended short-range programs included development of a sidewalk upgrade program. The projects indicated below will implement the program of sidewalk upgrades into the future.

- T13.1 – Install sidewalks on local streets identified in sidewalk upgrade program.
- T13.2 – Continue monitoring sidewalks for ADA compliance.



Program T-14 – Connect Multi-use Trail Facilities to Regional Trail Network

Multi-use trail facilities were designated for implementation in the short-term recommendations. These improvements provided multimodal travel links within the community connecting neighborhoods to community and commercial centers. The projects below connect the Smyrna LCI trail network to the regional trail network to allow for longer distance trips.

- T14.1 – Replace existing sidewalk with multi-use section (10' multi-use trail on north side of road with 6' sidewalk on south side of road) along Concord Road (70' ROW) from Atlanta Road to South Cobb Drive.
- T14.2 – Replace existing sidewalk with multi-use trail section (10' trail on west side of road with 6' sidewalk on east side of road) along Village Parkway (100' ROW) from previous trail terminus to Windy Hill Road.
- T14.3 – Install multi-use trail section (10' trail on north side of road) along Windy Hill Road (90' ROW) from Village Parkway to Atlanta Road.
- T14.4 – Install multi-use trail section (10' trail on west side of road with 6' sidewalk on east side of road) along Mt. Wilkerson Parkway Extension and coordinate with design of planned road.

Program T-15 – Enhance Connectivity of Activity Centers to Existing Street System and Neighborhoods

Roadway connections are recommended to ensure good connection to the adjacent neighborhoods and allow traffic traveling to and from the activity centers to be spread over multiple transportation facilities. The short-range program recommended activity center connectivity via public roadway connections.

The following roadway and pedestrian facility connections are recommended to address development that is projected beyond the five-year (short-range) timeframe in the Six Points intersection area.

- T15.1 – Consider roadway realignments to simplify intersection operations (Hawthorne Street to Roswell Street east of intersection and Roswell Street to Hawthorne Street west of intersection).
- T15.2 – Install signalized intersection or traffic circle at Roswell Street/Hawthorne Street at Mathews Street intersection.
- T15.3 – Install sidewalk and multi-use trail upgrades in the Six Points area in coordination with redevelopment.

Program T-16 – Provide Access to Future Commuter Rail Station (If Located along Atlanta Road)

In addition to existing CCT bus routes, implementation of future commuter rail service along the Cobb Parkway or Atlanta Road corridors is planned in the 2025 RTP. The following projects provide coordination of parking, access, and bus services to accommodate future commuter rail service if commuter rail service will use the Atlanta Road route or bus connection to a possible station along Cobb Parkway if that route is chosen for the commuter rail service:

- T16.1 – Coordinate parking and access to possible future commuter transit station if rail station is located along Atlanta Road corridor. Coordinate service to potential future commuter rail station or bus rapid transit with CCT (based on location of future rail or bus rapid transit service along Atlanta Road or Cobb Parkway).
- T16.2 – Modify CCT bus routes 15 and 20 to serve future commuter rail station.