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Report prepared by:

**Georgia School of City & Tech Regional Planning**

**Fall 2018 Studio**

Darian Agnew, Claire Bleckley, Jack Denison, Grace Graszer, Jeremy Greenwald, Andrew Hanus, Clare Healy, Jiayan Ma, Eric Scott, Jonathan Sherman & Nick Stephens

Michael Dobbins, FAICP, FAIA
Professor of Practice

With Support from:

**city of powder springs**

**Georgia CONSERVANCY**

**ATLANTA REGIONAL COMMISSION**
EXECUTIVE SUMMARY

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

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

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

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

In the case of Austell-Powder Springs Road, even though a shorter and more developed stretch, again a streetscape strategy would be the most effective way to announce arrival at the intersection of Austell-Powder Springs Road and Old Austell Road to the proposed “gateway” treatment at Marietta Street. Here, in addition to the menu provided above, emphasis should be placed on the west side of the street including:

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

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

Above: Students presenting their exhibits to Powder Springs residents during a community town hall meeting on November 16.
The second big takeaway stems from the city’s commitment to leverage the Silver Comet. Building on the city’s moves toward improving access to the trail, the studio analysis resulted in a connectivity vision that seeks to greatly increase the areas of coverage for and the points of access to the Silver Comet. The strategies to achieve this vision include replacing obstacles to access, like inadequate use of existing rights-of-way, intersections hostile to pedestrians and cyclists, and the lack of off-road linkages, with a range of specific connectivity proposals. These, like the corridor streetscape strategies, could provide opportunities for private, non-profit, county, regional, or state government partnerships and could be implemented incrementally. The analyses highlight the flaws in a car-only system of access, where a trip from home to school or home to businesses might take a couple of miles by car when they’re only a quarter or a half mile distant by cycle or on foot. Some of these connections could be achieved with minimum right-of-way needs. For example, multiple short distance access options exist for the Powder Springs elementary school area to the downtown, the library, and the city park that do not require going by way of Old Austell Road.

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

The fourth big takeaway is the identification of sites that seem promising for catalyzing significant investment that take advantage of and work in tandem with one or more of the above proposed moves. These all would require complicated private-public partnerships, probably involving incentives and regulatory creativity, yet with existing development authorities, opportunity zones, enterprise zones, and a range of other development supportive resources, these sites seem worth pursuing. In any event, our analyses suggest that wherever development proposals arise, they should include criteria that favor Downtown, gateway, and trail oriented projects.

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

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

-Mike Dobbins, FAICP, FAIA
Introduction
Plan Objectives

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

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

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

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Overview

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

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

1. Creating a citywide trail network for pedestrians and cyclists, capitalizing on the popularity of the Silver Comet Trail and making walking and biking more viable ways to get around town.
2. Transforming key intersections into gateways that create a sense of arrival into town and improve connectivity for pedestrians, cyclists, and motorists.
3. Identifying catalytic redevelopment opportunities created by the new trail and downtown infrastructure.

What strategic objectives does this plan accomplish for the city?
Within this framework, particular attention is given to planning Powder Springs Road and Austell-Powder Springs Road, two corridors that lead into the heart of town.

The plan is designed to:

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

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

Stakeholder Interviews:

Al Thurman, Mayor of Powder Springs
Powder Springs City Council Members
  - Henry Lust
  - Doris Dawkins
  - Nancy Farmer
  - Patrick Bordelon
  - Patricia Wisdom

Stephanie Aylworth, former economic development director, City of Powder Springs
Jermaine Enoch, Resident
Jason Gaines, Planning Division Manager, Cobb County Community Development Agency
Tina Garver, Director of Community Development, City of Powder Springs
Paula Goode, Resident
Jim Graham, Director of Community Development, City of Austell
Randy Hardy, Downtown Development Authority, Powder Springs business owner
Ed McBrayer, Executive Director, Path Foundation
Johanna McCrehan, Urban Design Lead, Georgia Conservancy
Eric Meyer, Planning Division Manager, Cobb County DOT
Katherine Moore, Sustainable Growth Program Director, Georgia Conservancy
Beverly Postell, Principal Officer, McEachern Endowment Fund
Dwayne Prosser, Major, City of Powder Springs, Police Department
Buddy Reeves, Associate Pastor and Minister of Prayer and Recreation at First Baptist Church Powder Springs
Laura Richter, TSW
Austin Riley, Cobb Co. Workforce Initiatives Manager, Cobb Chamber and Select Cobb
Casey Sharp, Resident
Darrell Weaver, Assistant Director of Community Development, City of Austell

Community Meetings:

September 12: City Council meeting
November 15: City Council meeting
November 16: Community town hall
Planning Process

Kickoff With Tina Garver from the City of Powder Springs
August 29, 2018

Presentation to Mayor Al Thurman and City Council in Powder Springs
September 12

Meeting with Cobb County Planning Manager and the Georgia Conservancy
September 19

Site visits, in-person interviews, and phone interviews with stakeholders
September/October

Presentation to Atlanta Regional Commission, City of Powder Springs and TSW
October 26

Presentation to Mayor Al Thurman and City Council in Powder Springs
November 15

Presentation at community town hall meeting receiving feedback from community stakeholders and residents in attendance
November 16

Draft report submitted to City of Powder Springs, ARC and Georgia Conservancy
December 8

Feedback and updates incorporated into final report
January/February 2019

Final report submitted to City of Powder Springs, ARC and Georgia Conservancy
March 2019
Student Jack Denison photographs the pump marking one of the City's original seven springs, now located in Powder Springs Park.
**Who is Powder Springs?**

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

---

**Demographic Outlook**

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

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

---

**Racial/Ethnic Composition of Powder Springs**

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

### Racial Makeup 1990

![Pie chart displaying the racial composition of Powder Springs in 1990](image3.png)

The pie chart shows the racial makeup of Powder Springs in 1990 with percentages for Black, White, and Other.

### Hispanic Population 1990

![Pie chart displaying the Hispanic population of Powder Springs in 1990](image5.png)

The pie chart shows the Hispanic population of Powder Springs in 1990 with percentages for Hispanic and Not Hispanic.

---

### Racial Makeup 2016

![Pie chart displaying the racial composition of Powder Springs in 2016](image4.png)

The pie chart shows the racial makeup of Powder Springs in 2016 with percentages for Black, White, and Other.

### Hispanic Population 2016

![Pie chart displaying the Hispanic population of Powder Springs in 2016](image6.png)

The pie chart shows the Hispanic population of Powder Springs in 2016 with percentages for Hispanic and Not Hispanic.

---

**Powder Springs population age distribution**

![Bar graph displaying Powder Springs age distribution](image2.png)

The bar graph shows the age distribution of Powder Springs population with bars for 0 to 14, 15 to 24, 25 to 44, 45 to 64, and 65+.

---

Source: US Census, ACS
Powder Springs Has Roots

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

Community Character and Future Outlook

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

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

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

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

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

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

Downtown Improvements

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

Challenges Ahead

Balancing the need to develop and increase revenue with the desire to maintain its small town atmosphere represents the unique challenge and opportunity Powder Springs faces as it seeks to solidify its sense of place within the greater Atlanta metropolitan area.
Above left: The Dillard Street connection provides access from the Silver Comet Trail to downtown. More direct access will be provided with the creation of a new trail connecting the in-progress Town Square Park to the Silver Comet.

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

Right: The backs of historic buildings on the north side of Marietta Street will front the new Town Square Park, contributing to a more seamless pedestrian and bike experience and a greater sense of identity in downtown.
Powder Springs Road and Austell-Powder Springs Road Corridor Studies
Above: Looking west on Powder Springs Road at the intersection with Austell- Powder Springs Road, and Marietta Street.

Right: Looking north on Austell-Powder Springs Road just after the intersection with Sharon Drive.
Powder Springs’ recent planning efforts have largely focused on downtown—and rightly so, given the importance of downtown as a potential economic development engine and a symbol for the city’s overall character and small-town values.

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

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

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

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

2 Austell-Powder Springs Road

Silver Comet Trail

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

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

The recommendations that follow identify land use changes and streetscape enhancements based on the gaps identified in the existing conditions.
The market analysis is structured around the following key questions:

1. What land uses are the corridors zoned for today?
2. What is the market for these land uses today?
3. What is the redevelopment opportunity for these corridors as zoned?
4. What locations are appropriate for rezoning?
Market Dynamics

Current Zoning

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

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

Source: Costar
Market Dynamics
Retail Location Factors

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

Household growth:

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

Note: Estimated Average Annual Household Growth Rate. Data Source: Claritas
Market Dynamics
Retail Location Factors

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

<table>
<thead>
<tr>
<th>Corridor</th>
<th>Traffic Count</th>
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<tr>
<td>East-West Connector</td>
<td>43,000</td>
</tr>
<tr>
<td>Hiram - U.S. 278</td>
<td>~40,000</td>
</tr>
<tr>
<td>Sailors Parkway</td>
<td>34,000</td>
</tr>
<tr>
<td>Austell-Powder Springs Road</td>
<td>11,000</td>
</tr>
</tbody>
</table>

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

1st

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

2nd

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

3rd

Austell-Powder Springs Road
Does not have the access or visibility to attract new retail development.
Corridors
Corridor 1
Powder Springs Road
Corridor 1
Powder Springs Road

Destinations

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

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

Segment A: Austell-Powder Springs Road to Sailors Parkway

Existing Characteristics:

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

Challenges:

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

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

Segment A: Austell-Powder Springs Road to Sailors Parkway

Figure: Section view of the corridor, looking west.

Figure: Current zoning for corridor.
PROPOSED IMPROVEMENTS

Segment A: Austell-Powder Springs Road to Sailors Parkway

Consider

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

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

Segment A: Austell-Powder Springs Road to Sailors Parkway

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

Figure: Proposed zoning changes for corridor.

Proposed Future Land Use:
- LDR
- MXU
- OC
- PI
- RC
- CITY
- Parcels
- Silver Comet
- Parks
EXISTING CONDITIONS

**Existing Characteristics:**

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

**Challenges:**

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

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

Segment B: Sailors Parkway to Flint Hill Road

Figure: Section view of the corridor, looking west.

ZONING

Unincorporated
CRC
LI
MDR
NRC
OI
R15
R20
Multi-Use Paths
Parks
Parcels

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

Consider:

- Converting the center lane to a landscaped median, maintaining left turn lanes only where necessary. This will beautify the corridor and create a sense of arrival into the heart of the community. It will also bring the corridor’s design into alignment with Sailors Parkway, which already has landscaped medians.

- Adding more wayfinding signage to heighten the sense of arrival. Signage should precede key intersections to give drivers advanced notice.

- Keeping what’s forested, forested—unless and until desirable development comes forward. In the case of development, adopt policies that prevent clearcutting.

- Widening existing sidewalks to be 10 feet wide to provide greater pedestrian safety and comfort and a higher quality connection between existing trails.

- Annexing parcels south of the intersection of Flint Hill Road and Pine Grove Drive, with the intention of zoning these properties for industrial development.

- Rezoning the commercially zoned parcels on the north side of the intersection with Pine Grove Drive to residential. This, combined with narrowing Pine Grove Drive as it meets the intersection, will help maintain the bucolic residential character of the parcels north of Powder Springs Road, even as development occurs on Flint Hill Road to the south.

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

Segment B: Sailors Parkway to Flint Hill Road

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

Figure: Proposed zoning changes for corridor.
Corridor 2
Austell-Powder Springs Road
Corridor 2
Austell-Powder Springs Road

Segment A
Austell-Powder Springs Road
Old Austell Road

Segment B
Dotted line indicates segment of corridor beyond Powder Springs city limits.
Development on this section will require coordination with Cobb County DOT and the City of Austell.

Destinations
Segment A: Martin’s restaurant and Domino’s pizza, limited service and convenience retail (dialysis clinic, hair salons, Dollar General), automotive businesses
Segment B: Downtown Austell, Legion Field, Garret Middle School, Historic Clarkdale, Clarkdale Park
EXISTING CONDITIONS

Segment A: Powder Springs Road to Old Austell Road

**Existing Characteristics**

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

**Challenges**

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

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

Segment A: Powder Springs Road to Old Austell Road

Figure: Section view of the corridor, looking north.

Figure: Current zoning for corridor.
Consider

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

Segment A: Powder Springs Road to Old Austell Road

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

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

Existing Characteristics

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

Challenges

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

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

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

Figure: Section view of existing corridor, looking north.

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

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

• Coordinating with Cobb DOT and the City of Austell to continue the proposed 12-foot, multi-use trail from Powder Springs south to downtown Austell. This would require only modest easements and likely no relocation of existing curbs.

• The Cobb County Greenways and Trails Master Plan (2018) lists the “Austell Powder Springs Road Trail” (P4) as a Priority Project (see below; Credit: Cobb County Greenways and Trails Master Plan (2018)).

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

POTENTIAL TO TRANSFORM

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

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

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

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

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

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

FIG. 5-3 PRIORITY GREENWAYS & TRAILS

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

- Corridor Plan
- Bicycle and Pedestrian Network
- Gateways
- Catalytic Redevelopment

= Connectivity
Trail Oriented Community
Trail Connectivity

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

Connectivity Context

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

Trail Connectivity Objectives

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

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

Silver Comet Proximity Map

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

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

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

Existing Pedestrian and Bicycle Infrastructure Map
Proposed Connectivity Network

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

Proposed Pedestrian and Bicycle Infrastructure Map

Note: To achieve the full connectivity indicated, modest right-of-way acquisition or use of streambank buffers will be necessary.
Enhance Connectivity Between Downtown and the Silver Comet

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

**Amenity Enhancement**

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

**Building on Existing Plans**

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

**Experience Downtown**

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

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

**Connectivity Outlook**

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

**Community Engagement Input**

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

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

Credit: City of Powder Springs
CREATE A BIKEABLE AND WALKABLE ENVIRONMENT THROUGHOUT DOWNTOWN

This page details the potential improvements in the downtown environment.

Bicycle Sharrow Experience

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

Potential sharrow corridors

<table>
<thead>
<tr>
<th>Pros</th>
<th>Atlanta Street</th>
<th>Marietta Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower traffic volumes</td>
<td>Runs directly through historic downtown</td>
<td></td>
</tr>
<tr>
<td>Quiet residential feel</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cons</th>
<th>Atlanta Street</th>
<th>Marietta Street</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bypasses some of historic downtown</td>
<td>More heavily trafficked route</td>
<td></td>
</tr>
</tbody>
</table>

Above: Oakland, California was one of the first US cities to introduce “super sharrows,” in which bright paint covers a standard bike lane 5-foot width of shared travel lane. Although municipalities throughout Georgia have introduced sharrows in various forms, Powder Springs could be a leader throughout the state in implementing this type of bold bike infrastructure (Credit: City of Oakland, CA).
Overall, the city wants to emphasize Silver Comet Trail connectivity to its downtown as a way of fostering more vitality, visibility, and thus more stable and sustaining investment. On Marietta Street, the continuous striped left turn lane seems unnecessary, a misuse of the right-of-way, and an unattractive symbol (this assessment subject to center turn lane counts).

Marietta Street
Existing Right of Way

**Conditions**

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

Alternative 1

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

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

This page details the potential improvements on Marietta Street through downtown

Marietta Street
Proposed Right of Way
Throughout Downtown

Marietta Street Proposed Right of Way

Alternative 2
- Landscape the median except where left turns are necessary
- Provide bike sharrows in each travel lane

Alternative 3
- Use the center lane as a travel lane
- No dedicated left turn lanes
- Use available lane for separated bike path, with 5' lanes in each direction

Note: All renderings are looking west down Marietta Street, in the vicinity of Walton Street.
**Inter-Parcel Connections**

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

**4800 block of Saddlerun Lane to Lucille Creek Trail**

*Current Route = 1.0 mile*

*Proposed Route = 300 feet (0.06 miles)*

Decrease distance by more than 90%, with a connection to Lucille Trail at the cul-de-sac end of Saddlerun Lane. A connection across to St. Clair Place on west side of trail would also be equally valuable.

Distance estimations credit: Google Maps (see Appendix 1)
Residential to Destination Connection Map

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

**3400 block of Ponderosa Lane to Tapp Middle School/Wild Horse Creek Park**
- Current Route = 1.8 miles
- Proposed Route = 0.8 miles
- Decrease distance by half, with a connection to Wild Horse Trail near southeast corner of Lancer Drive continuing to east end of Tommy Drive and north end of Ponderosa Lane.

**4000 block of Butner Street/Butner Street Park to Powder Springs Elementary School**
- Current Route = 1.7 miles
- Proposed Route = 800 feet (0.15 miles)
- Decrease distance by more than 90% with a connection from the end of Butner Street to the Powder Springs Elementary School campus.
Provide Intercity Bike and Pedestrian Access

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

Intercity Connectivity

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

Multi-Use Trail Experience

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

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

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

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

Goals

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

Gateway Map

This map provides additional context for intersection improvements.
Gateway 1
Powder Springs Road
and
Richard D. Sailors Parkway
**Existing Conditions**

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

**Significance of Intersection within Powder Springs’ Network**

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

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

**Existing Characteristics**

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

Long and unpleasant pedestrian crossing experiences

No direct access to Silver Comet Trail

Two way left-turn on the westbound approach

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

Raised median only along eastbound approach

**Challenges**

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

Wide slip lanes promote high turning speeds and prevents safe crossings

Isolation from the Silver Comet Trail and Linear Park

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

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

Objectives

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

Increase connectivity to Silver Comet and Linear Park

Draw visitors to historic downtown Powder Springs with improved signage placement

Preferred Alternative

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

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

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

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

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

Extend the west side raised median to intersect the crosswalk

Provide direct access to the Silver Comet Trail and Linear Park

Right: Rendering of Powder Springs Road with planted median and widened sidewalk on north side.
Figure: Rendering overlaid on Google Maps aerial image.
Gateway 2

Austell - Powder Springs Road

And

Powder Springs Road
Existing Conditions

Existing conditions at Austell-Powder Springs and Powder Springs Road

Significance of Intersection within Powder Springs’ Network

- Pivotal node for corridor study area: connects Powder Springs Road to Austell-Powder Springs Road
- Opportunity to promote and increase connectivity of corridor study area to city’s prime assets: Silver Comet Trail, Historic Downtown
- Collocation of thriving businesses surrounding intersection

Existing Characteristics

- Misaligned intersection (Austell-Powder Springs Road and Siniard Street)
- Signalized intersection
- Excessive and underutilized parking spaces in nearby retail
- Poor pedestrian environment

Challenges

- Discontinuity of urban design from historic downtown
- Existing retail constrains intersection
Recommendations

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

Objectives
Promote multimodal transit modes (pedestrian, bicycle, vehicular)
Promote connectivity to the Silver Comet Trail from Powder Springs, Lindley Road

Preferred Alternative
Intersection Realignment and Roundabout
Reposition Austell-Powder Springs Road to be directly aligned with Siniard Street
Construct a traffic roundabout to reduce vehicular conflicts and improve pedestrian safety with pedestrian crosswalks and islands
Extend and enhance the greenspace on the southwestern corner in front of BP gas station
Continue the two-lane Austell-Powder Springs corridor into the intersection
Repurpose a portion of the Dairy Queen’s existing parking (approximately 10 spots) on the southeast side of the intersection

Shared-Use Bicycle Lanes
12-foot multi-use path on the west side of Austell-Powder Springs Road to promote alternative transportation to downtown and the Silver Comet Trail
Figure: Rendering overlaid on Google Maps aerial image.
Existing Conditions

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

Significance of Intersection within Powder Springs’ Network

- Pivotal intersection for north-south pedestrian connectivity to Silver Comet Trail
- Feeds into Compton Elementary, Tapp Middle and McEachern High School
- Potential through-point connecting major grocery store/retail area, Linear Park, and Silver Comet Trail
- Some existing infrastructure (pedestrian signals, sidewalks, refuge islands)

Existing Characteristics

- Long crossing lengths along north/south curbs
- Wide curb radius
- Speed limit 45 mph

Challenges

- Vehicular traffic frequently exceeds speed limit, > 60 mph
- Vehicle-centric design discourages pedestrian activity
**Proposed conditions at New MacLand Road and Richard D. Sailors Parkway**

**Objectives**

- Improve connectivity to Silver Comet Trail, particularly between Silver Comet Linear Park and Publix shopping center
- Promote active commuting by Compton Elementary, Tapp Middle and McEachern High School students and faculty

**Preferred Alternative**

- Reduce right turn lane widths from 20 feet to 14 feet to reduce vehicle turning speed and enlarge pedestrian refuge islands
- Increase northwest island size from 443 ft² to 912 ft²
- Increase southeast island size from 482 ft² to 843 ft²
- Install raised crosswalks across right-turn slip lanes
- Extend medians along Richard D. Sailors Parkway by adding a refuge island
- Realign crosswalks across Richard D. Sailors Parkway
- Reduce crossing distance from 93 feet to 78 feet from southwest corner of intersection
- Reduce crossing distance from 90 feet to 77 feet from northeast corner of intersection
- Install sidewalk across southwest corner of intersection, connecting existing infrastructure along New MacLand Road
- Install ADA-compliant curb ramp on southwest corner of intersection
Figure: Rendering overlaid on Google Maps aerial image.
Existing Conditions

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

Significance of Intersection within Powder Springs’ Network
- Connects to alternative route into Powder Springs
- Opportunity to expand bicycle and pedestrian connectivity directly into downtown area
- Links southern residents to Powder Springs Elementary and commercial zone

Existing Characteristics
- Powder Springs welcome sign and plantings
- Non-existent or ADA non-compliant pedestrian ramps
- Crosswalk on only the south side
- Poor access to Silver Comet trail
- Fast southbound right turn speeds from Old Austell Road

Challenges
- Poor pedestrian experience
- Powder Springs entry sign and plantings appear isolated
Recommendations

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

Objectives
- Improve pedestrian crossing distance
- Connect commercial corridor on Austell-Powder Springs Road, north of intersection
- Use intersection design to complement priority multi-use trail

Preferred Alternative
- Implement a pedestrian refuge island and narrow southbound right-turn lane to prioritize bicycle and pedestrian access to the northern commercial zone while reducing vehicular turning speeds
- Extend multi-use priority trail along west side of Old Austell Road to Grady Grier Drive, and from there into downtown.
- Use landscaping and design to improve the feeling of the intersection
- Seize opportunity to collaborate with Cobb Co. and City of Austell to develop additional connectivity
- Improve all ADA non-compliant pedestrian ramps

Left: Rendering of proposed improvements, looking west towards Old Austell Road from Austell-Powder Springs Road. Elements include a raised pedestrian island, new crosswalks, sculptural placemaking elements and multi-use trail on Old Austell Road.
Gateway 5

Brownsville Road SW

And

Marietta Street
**Existing Conditions**

Existing conditions at Brownsville Road and Marietta Street

**Significance of Intersection within Powder Springs’ Network**

- Future land use opportunity for adjacent parcel, 3800 Brownsville Road
- Immediate gateway to Downtown Powder Springs from the west
- One of two connections to Powder Springs Park, 250-ft away

**Existing Characteristics**

- Approximately 100-ft southwest of the intersection on Brownsville Road there is a single-track railroad crossing.
- Pedestrian crossing is provided on the east end of the intersection, as well as across Thomas Street and Old Lost Mountain Road (south and north of Marietta Street)
- The intersection at Brownsville Road and Marietta Street experiences limited traffic flows and is prime for pedestrian crossing opportunities

**Challenges**

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

Proposed conditions at Brownsville Road and Marietta Street

**Objectives**

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

Enhanced pedestrian railway crossings.

Harness surrounding land use opportunities.

**Preferred Alternative**

Realign Brownsville Road with Old Lost Mountain Road.

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

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

Convert Old Lost Mountain Road to multi-use trail with connection to new town square park.
Figure: Rendering overlaid on Google Maps aerial image.
Focus Development At Key Sites
The bicycle and pedestrian improvements and gateway treatments unlock the development potential of sites located at the intersection of these improvements.

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

Figure: Redevelopment parcels and illustrative design concepts at each site
Five Character Areas

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

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

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

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

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

- **Industrial**
  - Economic development opportunity for Powder Springs
  - Promote live-work environment for city residents
This page explains the potential downtown design concept.

<table>
<thead>
<tr>
<th><strong>Surface Parking Near New Town Square</strong></th>
<th><strong>Hotel Ave</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Parcel</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Summary of opportunity</strong></td>
<td></td>
</tr>
<tr>
<td>Opportunity to redevelop surface parking adjacent to town square</td>
<td>Redevelopment opportunity for downtown commercial</td>
</tr>
<tr>
<td><strong>Acreage</strong></td>
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<tr>
<td>7.0443</td>
<td>1.138 ares</td>
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<td><strong>Appraised Value</strong></td>
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<td><strong>Location</strong></td>
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<tr>
<td>Parking lots at:</td>
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</tr>
<tr>
<td>4435 Pineview Drive</td>
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<td>4481 Pineview Drive</td>
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<tr>
<td>4483 Pineview Drive</td>
<td></td>
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<tr>
<td>4488 Pineview Drive</td>
<td></td>
</tr>
<tr>
<td>4484 Marietta Street</td>
<td></td>
</tr>
<tr>
<td>South of new town square, on Hotel Ave</td>
<td></td>
</tr>
<tr>
<td><strong>Existing conditions</strong></td>
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<td>Surface parking</td>
<td>Demolished buildings</td>
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<td><strong>Strengths</strong></td>
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<td>Access to Silver Comet</td>
<td>Access to Downtown</td>
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<td>Nearby Restaurants</td>
<td></td>
</tr>
<tr>
<td><strong>Challenges</strong></td>
<td></td>
</tr>
<tr>
<td>Existing structure, nearby church</td>
<td>Existing Structures</td>
</tr>
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<td>Visibility from main roads</td>
<td>Visibility from main roads</td>
</tr>
<tr>
<td><strong>Highest and best potential uses</strong></td>
<td></td>
</tr>
<tr>
<td>Mixed-use</td>
<td>Restaurant/retail Hotel</td>
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</tbody>
</table>
This page explains the potential downtown design concept.

### Summary of opportunity

<table>
<thead>
<tr>
<th>Home Depot Parcel</th>
<th>Development with access to retail and Silver Comet</th>
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</table>

<table>
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<th><strong>Summary of opportunity</strong></th>
<th>Development with access to retail and Silver Comet</th>
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<tr>
<td><strong>Acreage</strong></td>
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<td><strong>Location</strong></td>
<td>Richard D. Sailors PKWY, West of Home Depot</td>
</tr>
<tr>
<td><strong>Existing conditions</strong></td>
<td>No Existing Development</td>
</tr>
<tr>
<td><strong>Strengths</strong></td>
<td>Surrounded by Existing Development</td>
</tr>
<tr>
<td></td>
<td>Greenfield</td>
</tr>
<tr>
<td></td>
<td>Good size</td>
</tr>
<tr>
<td><strong>Challenges</strong></td>
<td>Less ability to leverage downtown and Silver Comet</td>
</tr>
<tr>
<td><strong>Highest and best potential uses</strong></td>
<td>Mixed-use</td>
</tr>
<tr>
<td></td>
<td>Commercial</td>
</tr>
<tr>
<td></td>
<td>Hotel</td>
</tr>
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</table>
**Trail Oriented**

This page explains the trail oriented design concept.

<table>
<thead>
<tr>
<th>Potential trail oriented development design concept</th>
</tr>
</thead>
</table>

## Trails Oriented Design Concept

This page explains the trail oriented design concept.

### Strengths
- Silver Comet access
- High traffic counts

### Challenges
- Topography
- Existing structure, nearby church
- Currently slated for townhome redevelopment. Need to consider current infrastructure capacity

### Highest and best potential uses
- Restaurant/retail Hotel
- Mixed-use
- Light Retail

### Summary of opportunity
- Redevelopment with front door onto Silver Comet
- Silver Comet-facing redevelopment opportunity
- Opportunity for commercial activity to compliment predominance of restaurant retail, access to linear park, and “bix box” retail at New MacLand and RD Sailors Parkway

<table>
<thead>
<tr>
<th>Parcel</th>
<th>Sailors Pkwy and Powder Springs Rd</th>
<th>Lindley Rd and Silver Comet</th>
<th>Marietta Street at Sinard Street</th>
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<tr>
<td>Acreage</td>
<td>2.3 acres</td>
<td>1.53 Acres</td>
<td>1.0124 Acres</td>
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<td>$795,120</td>
<td>$283,440</td>
<td>$756,460</td>
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<td>3865 and 3875 Powder Springs Rd</td>
<td>4028 Lindley Rd</td>
<td>Powder Springs Road at Sinard Street</td>
</tr>
<tr>
<td>Existing conditions</td>
<td>Daycare and laundromat</td>
<td>Industrial warehouse, gravel lot</td>
<td>Commercial Small Tracts</td>
</tr>
<tr>
<td>Strengths</td>
<td>Silver Comet access</td>
<td>Access to Silver Comet</td>
<td>Clustering of retail, proximity to linear park</td>
</tr>
<tr>
<td>Challenges</td>
<td>Topography</td>
<td>Existing structure, nearby church</td>
<td></td>
</tr>
<tr>
<td>Highest and best potential uses</td>
<td>Restaurant/retail Hotel</td>
<td>Mixed-use</td>
<td>Light Retail</td>
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</table>
This page explains the residential design concept.

<table>
<thead>
<tr>
<th>Summary of opportunity</th>
<th>Best supports residential land uses</th>
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</thead>
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<tr>
<td>Acreage</td>
<td>15.5 Acres</td>
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<tr>
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</tr>
<tr>
<td></td>
<td>4196 Austell Powder Springs Road</td>
</tr>
<tr>
<td></td>
<td>4210 Austell Powder Springs Road</td>
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<td></td>
<td>4294 Austell Powder Springs Road</td>
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<td></td>
<td>4256 Austell Powder Springs Road</td>
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<tr>
<td></td>
<td>4260 Austell Powder Springs Road</td>
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<tr>
<td></td>
<td>4226 Austell Powder Springs Road</td>
</tr>
<tr>
<td></td>
<td>4272 Austell Powder Springs Road</td>
</tr>
<tr>
<td>Existing conditions</td>
<td>Unincorporated lands</td>
</tr>
<tr>
<td>Strengths</td>
<td>Current zoning of site and surrounding area supports highest and best use</td>
</tr>
<tr>
<td>Challenges</td>
<td>Multiple unincorporated parcels</td>
</tr>
<tr>
<td>Highest and Best Use</td>
<td>Residential</td>
</tr>
</tbody>
</table>
IMPLEMENTATION
Economic Incentives

This page explains the enterprise redevelopment zone.

Enterprise Zones

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

Opportunity Zones

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

Program Requirements

Enterprise Zones

Intended to promote job creation and capital investment.

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

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

Manufacturing, distribution, land development, and industrial building.

Opportunity Zones

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

Available for any business (not sector specific)

Figure: City of Powder Springs - City of Austell Enterprise Redevelopment Zone
## Collaboration Opportunities

This page illustrates the partnerships and the opportunities of them.

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

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

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

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

Project Estimates

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

Overall, our estimate is that it would come within the range of $400,000 and $600,000, derived as follows:

- The distance of this stretch is about a half mile, maintaining the present curb line except where taking into account that for some of that stretch we would recommend reducing the number of curb cuts and removing a couple of right turn lanes, the resulting minimum trail width would be 10 feet plus a 5 foot curbside offset for an approximate square footage of 35,000 sq ft.

- Using numbers that seem consistent with trail construction costs at about $15 per square foot, including design, demolition, excavation, curb, ground cover, and trees would reach the totals range indicated above.
**Intersection Upgrades**

This page shows the estimate cost for intersection upgrades.

### General Costs and Suggested Elements

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

**Project Estimates**

**Powder Springs Road Median**

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

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

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

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

This page shows the estimate cost for intersection upgrades.

## General Costs and Suggested Elements

<table>
<thead>
<tr>
<th>Category</th>
<th>Treatment</th>
<th>Unit Costs</th>
<th>Cost Estimate</th>
<th>Source</th>
<th>Cost Magnitude</th>
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<td></td>
<td></td>
<td>Units</td>
<td>Low</td>
<td>High</td>
<td>Source</td>
</tr>
<tr>
<td>Marietta Street and Old Austell Road</td>
<td>Trees</td>
<td>Each</td>
<td>$480</td>
<td>$649</td>
<td>RS means</td>
</tr>
<tr>
<td></td>
<td>Landscaping</td>
<td>Square Feet</td>
<td>$10</td>
<td>$14</td>
<td>RS means</td>
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<tr>
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<td>Pavement</td>
<td>Miles</td>
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<td>NRPC - Indiana</td>
</tr>
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<td>New MacLand and Richard D. Sailors Parkway</td>
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<td>Each</td>
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<tr>
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<td>Pedestrian Bridge</td>
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<tr>
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<td></td>
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<td>$5,801</td>
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<td>Porkchops</td>
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<td>Medians</td>
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<td>$14</td>
<td>FHWA Study</td>
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<tr>
<td>Marietta Street and Brownsville Road</td>
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<td>Miles</td>
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</tr>
<tr>
<td></td>
<td>Crosswalks</td>
<td>Each</td>
<td>$3,637</td>
<td>$5,801</td>
<td>FHWA Study</td>
</tr>
<tr>
<td></td>
<td>Curb Ramps</td>
<td>Each</td>
<td>$748</td>
<td>$963</td>
<td>FHWA Study</td>
</tr>
<tr>
<td></td>
<td>Landscaping</td>
<td>Square Feet</td>
<td>$10</td>
<td>$14</td>
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<td>$7</td>
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<tr>
<td></td>
<td>Trees</td>
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<td>RS means</td>
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<td>Austell Powder Springs and Old Austell Road</td>
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<td>$7</td>
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<td>Trees</td>
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<td>$3,637</td>
<td>$5,801</td>
<td>FHWA Study</td>
</tr>
<tr>
<td></td>
<td>Curb Ramps</td>
<td>Each</td>
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<td>$963</td>
<td>FHWA Study</td>
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<tr>
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<td>Landscaping</td>
<td>Square Feet</td>
<td>$10</td>
<td>$14</td>
<td>RS means</td>
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</table>
This page shows the potential uses, partnerships, and programs for the redevelopment parcels.

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Uses</th>
<th>Partnerships</th>
<th>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>3865 and 3875 Powder Springs Rd</td>
<td>Restaurant/retail Hotel</td>
<td>Cobb County</td>
<td>Enterprise Zone Opportunity Zone</td>
</tr>
<tr>
<td>Richard D. Sailors Pkwy, West of Home Depot</td>
<td>Hotel</td>
<td>Cobb County</td>
<td></td>
</tr>
<tr>
<td>South of new town square, on Hotel Ave</td>
<td>Restaurant/retail Hotel</td>
<td>Cobb County</td>
<td>Enterprise Zone Opportunity Zone</td>
</tr>
<tr>
<td>Flint Hill Road and Pine View</td>
<td>Industrial/flex</td>
<td>Cobb County</td>
<td></td>
</tr>
</tbody>
</table>
This page shows the potential uses, partnerships, and programs for the redevelopment parcels.

<table>
<thead>
<tr>
<th>Category</th>
<th>Best Uses</th>
<th>Partnerships</th>
<th>Programs</th>
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</thead>
<tbody>
<tr>
<td>4186 Austell Powder Springs Road 4196 Austell Powder Springs Road 4210 Austell Powder Springs Road</td>
<td>Residential</td>
<td>Cobb County</td>
<td></td>
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<tr>
<td>4435 Pineview Drive 4481 Pineview Drive 4483 Pineview Drive 4488 Pineview Drive 4484 Marietta Street</td>
<td>Mixed-use</td>
<td>Cobb County</td>
<td>Enterprise Zone Opportunity Zone</td>
</tr>
<tr>
<td>Powder Springs Road at Sinard Street</td>
<td>Light Retail</td>
<td>Cobb County</td>
<td>Enterprise Zone Opportunity Zone</td>
</tr>
</tbody>
</table>
Appendices
Appendix I

Trail Connectivity Details
Travel Distance to Schools Obstacles
- Powder Springs Elementary

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

Source: Google Maps
Travel Distance to Schools Obstacles
- Powder Springs Elementary

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

Source: Google Maps
Travel Distance to Schools Obstacles - Tapp Middle School

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

Source: Google Maps
Trail Access Obstacles - Wild Horse Creek Trail

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

Source: Google Maps
TRAIL ACCESS OBSTACLES

- LUCILLE TRAIL

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

Source: Google Maps
Appendix 2
Additional Design Considerations
This page shows a rendering for the proposed multi-use trail connection to the Silver Comet from the redevelopment parcels at 3865 and 3875 Powder Springs Road.

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

Powder Springs Road

And

Flint Hill Road
**Existing Conditions**

**Existing condition at Powder Springs Road and Flint Hill Road**

**Significance of Intersection within Powder Springs’ network**

The eastern boundary intersection of Powder Springs Currently under significant consideration for improvements by GDOT

**Existing Characteristics**

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

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

**Challenges**

The proposed intersection design can be improved by context sensitive design

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

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

Proposed condition at Powder Springs Road and Flint Hill Road

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

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

Preferred Alternative
Eliminate the right-in, right-out pedestrian islands.
Create a normal intersection design with one shortened pedestrian crossing link.

Benefits
Reduce construction costs.
Minimize pedestrian crossing stress.
Scale the intersection appropriately for the residential land uses that it serves.
Deserving Further Attention

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

- Meeting with Ed McBrayer of the PATH Foundation, we learned that in his experience (which is extensive and remarkably successful), aligning trails along creeks or other off-road travel paths is much more popular for cyclists and families alike than flanking roadways. He noted that throughout Georgia, stream banks require at least a 25-foot buffer zone (as we understand it Powder Springs, like a lot of other municipalities, requires 75 feet). These buffers offer sufficient room to install trails along them. The issue is persuading neighborhoods and neighbors that agreement to allow the necessary easements actually increases their property values not threatens it (for which there is a lot of supporting evidence). A number of stream buffer trails were proposed in the 2016 LCI Plan update, and were incorporated into the broader connectivity vision presented here.

- The McBrayer information leads to a bigger picture idea: Powder Springs is blessed with a gorgeous natural setting – rolling forested hills, lots of creeks flowing into two main watersheds, Powder Springs Creek and Noses Creek, as well as a great number of clear water springs. Lifting these assets even beyond the proposed trail connectivity vision could add an outdoor adventure feature that could add significant investment potential. (In any event, the proposed trail connectivity network should include markers that identify each of the original seven springs). Think of fostering community-driven conservancies as future partners for these ventures.

- In that vein, working to find a conservation agency to assist in purchasing and hopefully taking responsibility for the property (3800 Brownsville Road; 4.9 acres; currently listed for sale) on the north side of Brownsville Road across from the park would be a significant move toward putting conservation values on the city’s map. The site (which falls entirely within the Annual Exceeds area of the 100-year floodplain) contains a creek and wetlands with significant ecosystem value and potential for both natural flood protection enhancement and use as a tourism draw, in the form of interpretive materials and trails (see photos, opposite page).

- The studio noted that the main centers of the city’s now and future commercial activity were downtown, Sailors Road, and the string of restaurants and service businesses that stretch along Marietta Road from Johnny’s on the west to McDonalds on the east. An idea not pursued by the studio that still may be worth pursuing would be to look for ways for leveraging this corridor of activity into something more. For example, creating a system of linked plazas for outdoor dining, kids playgrounds, bocce ball grounds or other community-building activities could bring yet more activity to this stretch. If the Marietta/Austell-Powder Springs road intersection realignment, perhaps with a traffic circle, gains traction, perhaps support could be built among the common interests of these businesses.
Left: Looking west from the railroad bed through the property at 3800 Brownsville Road, an unnamed stream is blocked by an apparent beaver dam. Approximately 200 yards further this stream flows into Powder Springs Creek just north of the Brownsville Road bridge. An existing spring is noted within this flood plain close to the confluence of the two streams.

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

Below left: The unnamed stream emerges from under Powder Springs Dallas Road before forming this pool at its tunnel under the rail line. This site is noted as the location of an abandoned historic spring.
Appendix 3
References and Previous Plan Materials
Historic Springs

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

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

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

The project will require close coordination between multiple entities, as it crosses jurisdictional boundaries between unincorporated Cobb County, Clarkdale Historic District, the City of Austell, and the City of Powder Springs. The proposed alignment follows a local road, increasing feasibility of construction; however, the presence of the historic district and constrained right-of-way present challenges.

This project scored well in terms of demand, in part due to the its proximity to parks, activity centers, community facilities, as well as for serving areas with lower rates of access to automobiles and moderate biking and walking propensity. It also is supported by potential project partners, including the City of Austell and Cobb County Commissioner who represents the district. Other factors include potential for interagency partnerships and the connection to the Silver Comet Trail.
Going rates for boardwalk with composite deck and timber piles in Georgia range from $40 to $65 per square foot, depending upon whether timber or composite handrails are also used. For a 12-foot wide trail, this translates to a cost of $480 to $780 per linear foot, or $3.1 to $4.1 million per mile. Costs for greenway and trail features and amenities depend considerably upon vendors, quantity, materials, and other factors. A few examples are provided below for planning purposes.

- Removable bollard: $2,000-$3,000
- Sign kiosk: $7,000-$21,000
- Mile marker sign (post): $100-$550
- Bike rack: $600-$5,500
- Trash receptacle: $750-$1,500
- Bench: $1,000-$2,000
- Large deciduous tree: $300-$500
- Bike loop counter: $2,000-$5,000

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

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

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

*Notes: Cost estimates are for planning purposes only. They are preliminary and subject to change. Inflation should be considered in costs when using for future planning and implementation. Cost estimates for greenway trails and sidepath trails are based on bids for construction of trails in Cobb County as of November 2017. Cost estimates for unpaved recreational trails and boardwalks are based on project team calculations in November 2017. Cost estimates do not include landowner outreach, traffic impact studies, land acquisition, wetland determination/delineation, excavation, attorney costs, transactional fees, or taxes. They also do not include street crossings, trailheads, landscaping, or lighting.
The Austell-Powder Springs Trail would be the first designated multi-use trail in Austell, and would follow Austell-Powder Springs Road as a sidepath for approximately four miles. The trail, first proposed in the City’s 2017 Comprehensive Plan, would begin at Joe Jerkins Boulevard and use a neighborhood connection to reach the Silver Comet Trail and Linear Park in Powder Springs. Notable destinations along the trail include downtown Austell, the Clarkdale Historic District, Clarkdale Park, and Legion Field. Additionally, the trail would provide connections to Powder Springs, the Threadmill Complex, the Austell Neighborhood Senior Center, and multiple schools such as Garrett Middle School and Austell Elementary School. A direct connection is also available to Collar Park using sidewalk along Joe Jerkins Boulevard. While the presence of the historic district and constrained right-of-way on some portions of Austell-Powder Springs Road present challenges, a substantial portion of the trail could likely be constructed within roadway right-of-way, increasing project feasibility.

The Austell-Powder Springs Trail alignment along the road network allows it to serve as a major transportation resource, connecting to destinations such as Clarkdale Park, as shown here.

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

The context map shows the alignment of the Austell-Powder Springs Trail through the Clarkdale Historic District. The planning-level construction cost estimate does not include engineering, land acquisition, utilities, or special studies.

**Length**
- 4.16 miles

**Ownership**

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Length (miles)</th>
<th>%</th>
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<tbody>
<tr>
<td>Roadway ROW</td>
<td>1.93</td>
<td>46.3%</td>
</tr>
<tr>
<td>Public Land</td>
<td>1.24</td>
<td>29.8%</td>
</tr>
<tr>
<td>Private Land</td>
<td>0.98</td>
<td>23.9%</td>
</tr>
</tbody>
</table>

**Estimated Cost**
- $7.0 - $7.8 M

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

**Project Partners**
- Cobb DOT
- City of Austell
- City of Powder Springs
- Clarkdale Historic District

Cobb County Greenways & Trails Master Plan
May 2018
AUSTELL-POWDER SPRINGS TRAIL

KEY OBSERVATIONS

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

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