1. Master Plan Overview
2. Town Center Area Vision
3. Master Plan Concepts
4. Next Steps
Master Plan Overview

- Establish goals/ vision
- Study the existing conditions and market
- Meet with area stakeholders
- Develop and review concepts
- Refine concepts
- Create action and investment plan that promotes and supports sustainable growth in next 5-10 years
## What We Heard

<table>
<thead>
<tr>
<th>THEMES</th>
<th>TRANSPORTATION/ACCESS</th>
<th>QUALITY OF LIFE</th>
<th>AESTHETICS/BRANDING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Perception of traffic is bad and detracts visitors</td>
<td>Lacks walkability</td>
<td>Town Center in need of an identity</td>
</tr>
<tr>
<td></td>
<td>Access not convenient for users</td>
<td>Lacks passive recreation</td>
<td>Trails make Town Center unique</td>
</tr>
<tr>
<td></td>
<td>Take the traffic/parking hassle out of shopping</td>
<td>Trail/bicycle networks needs to be expanded</td>
<td>Trail/bicycle network needs to be showcased more</td>
</tr>
<tr>
<td></td>
<td>Lacking connections to outside cities</td>
<td>District lacks entertainment venues, local businesses and Class A hotels</td>
<td>Communicate what the CID does</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Make people want to stay in area for games/events</td>
<td>Communicate where the trail system can take you</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Communicate and market about transportation improvements</td>
</tr>
</tbody>
</table>
CAPTURE THE MOMENTUM

- Kennesaw State University
- McCollum Cobb County International Airport
- SunTrust Park and the Braves
- LakePoint Sporting Complex
RAISE THE BAR

- Enhancing the level of quality development/redevelopment and shopping/entertainment options within the District
Vision

CREATE A PLACE THAT PEOPLE WANT TO BE

- Moving beyond a place that people have to go, to a place that people want to be
- Creating a greater sense of identity and attraction
- Fostering places and placemaking
- Embracing the area’s evolving brand, arts, and culture
- Overcoming traffic congestion
How did Town Center get to this point?

While KSU and McCollum Field originated in the 1960s, Town Center Mall and the area’s first retail centers opened in 1980s and early 1990s. Through 1993, development was sparse in the Town Center Area. That changed with a burst of significant growth between 1993 and 2008. Growth and private sector investment has slowed between 2008 and 2016, but the fundamentals are again right to experience growth and development in the Town Center Activity Center.

The Town Center CID Master Plan Update seeks to understand the potential for investment and reinvestment over the next 10 years and to harness that potential to enhance Town Center as one of Atlanta’s most dynamic activity centers.

The following slides illustrate the pace and location of development over the last 24 years and the current and planned future land uses according to Cobb County.
Future Land Use
A functional transportation network is vital to maintain and enhance the quality of the Town Center district. The following slides provide an overview of the existing roadway network, an analysis of current traffic issues, and a conceptual project list to address our most pressing transportation needs.
Existing Planned Roadway Projects

**Current Roadway Projects**

- A: Ben King Road Operational Improvements
- B: Old 41 Removal/McCullum Parkway SE
- C: Big Shanty Widening to Bells Ferry Road
- D: Old US 41
- E: Roberts/ Cobb Place Road Improvement
- F: Cobb Parkway at Barrett Parkway Grade
- G: South Barrett Rollover Phase 3
- H: Northwest Corridor Managed Lanes
- I: Hidden Forest Bridge
- J: New Connection along Wilson Road to E
- K: I-575 SB Storrow Additional Right Turn Lane
- L: Cheaston Meadows to Barrett Double Lel
- M: Barrett Parkway Widening
- N: South Barrett Rollover Phase 4

**Current Roadway Projects**

- Orange: CID Funded Projects
- Brown: CID Unfunded Projects
- Blue: “Other” Funded Project
- Dark Blue: “Other” Unfunded Project

Kimley-Horn
Proposed Roadway Projects

1. Cobb Parkway Operational Improvements
2. Barrett Parkway Operational Improvements-West
3. Barrett Lakes Complete Street
4. North Barrett Riverway (New Bridge/Underpass)
5. I-75/I-575 Wayfinding
6. George Busbee Parkway Complete Street
7. Chattahoochee Road Operational Improvements
8. Barrett Parkway Operational Improvements-East
9. Chattahoochee Roads Operational Improvements
10. Scenic Gateway Entrance
Big Shanty Road
Existing: between I-75 and George Busbee Parkway

Big Shanty Road
Complete Street: add lighting and landscaping
Over the last several years, the Town Center CID has worked to develop a trail system along Noonday Creek and to Kennesaw State University. We believe that expanding the area’s network of trails provides a necessary transportation alternative and amenity to attract and retain residents, employees, and businesses.
Existing Bicycle/Trail/Park Network
The Town Center CID Master Plan also looks to encourage redevelopment within the Town Center Core Area. The following slides identify key anchors and potential infill and redevelopment sites within the district.

- The following images are *concepts*, not development proposals for these various opportunity sites.
- The CID does not own these properties, these are alternatives and visions for what types of redevelopment could occur in the district over the next 5-15 years.
- The concepts are intended to portray and guide future development to encourage a greater mix of uses, including office and residential uses to support higher quality retail, more green space, and less parking.
Development Opportunities

Chastain Road
Potential
- Infill development
- University oriented or highway oriented type of development
- Service oriented use
- Retail, dining, nightlife, office

Principals
- Change from afterthought to destination
- As traffic slows major arterials become less and less convenient to enter and exit
- Younger people want to live in an exciting and unpredictable urban environment
- Will only be an improvement if it incorporates the basic element of walkability

Examples
- Wilson Boulevard - Arlington, Virginia
- Rangeline Road - Carmel, Indiana

Barrett Parkway
Potential
- Redevelopment opportunity
- Office/retail
- Hospitality
- High density residential

Principals
- As traffic slows major arterials become less and less convenient to enter and exit
- Big box stores and strip centers have been converted to other uses such as churches, schools, health care facilities, and art spaces
- The future belongs to town centers, main streets, and mixed-use developments
- Rent in strip center in many part of the U.S. are decreasing
- Broader the range of permitted uses to include institutional uses
- Redevelopment allows for the use of existing infrastructure as thoroughfares, wet and dry utilities, bulk of cost significantly reduced

Examples
- Carolina Street, Atlanta
- Southlake, Texas

Town Center Mall
Potential
- Infill development
- Traditional retail
- Dining/ Hospitality
- High Density Residential
- Greenspace

Principals
- Americans value convenience
- Young consumers favor walkability and places with character
- In the future the Wal-Mart and Costco will be in the same mall as Nordstroms and Macy's
- E-Commerce means fewer and smaller stores

Examples
- South Park - Charlotte, North Carolina
- Mall of Georgia - Buford, Georgia

Potential Development Areas
- Primary Development Area
- Secondary Development Areas
- Destinations
Chastain Road Concept B

=retail
Barrett Parkway Concept A

- mixed-use
- office
- residential
Barrett Parkway Concept B

- mixed-use
- office
- residential
- retail
Barrett Parkway Concept D

= mixed-use = office = residential = retail
Barrett Crossings Concept

=mixed-use  =retail  =residential
Questions?

Visit towncentercid.com