

TOWN CENTER CID MASTER PLAN UPDATE
OCTOBER 24, 2016
OPEN HOUSE



TOWN
CENTER
COMMUNITY
IMPROVEMENT DISTRICT

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

- 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



	TRANSPORTATION/ ACCESS	QUALITY OF LIFE	AESTHETICS/ BRANDING
THEMES	<ul style="list-style-type: none">• Perception of traffic is bad and detracts visitors• Access not convenient for users• Take the traffic/parking hassle out of shopping• Lacking connections to outside cities	<ul style="list-style-type: none">• Lacks walkability• Lacks passive recreation• Trail/bicycle networks needs to be expanded• District lacks entertainment venues, local businesses and Class A hotels• Make people want to stay in area for games/events	<ul style="list-style-type: none">• Town Center in need of an identity• Trails make Town Center unique• Trail/bicycle network needs to be showcased more• Communicate what the CID does• Communicate where the trail system can take you• Communicate and market about transportation improvements

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

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

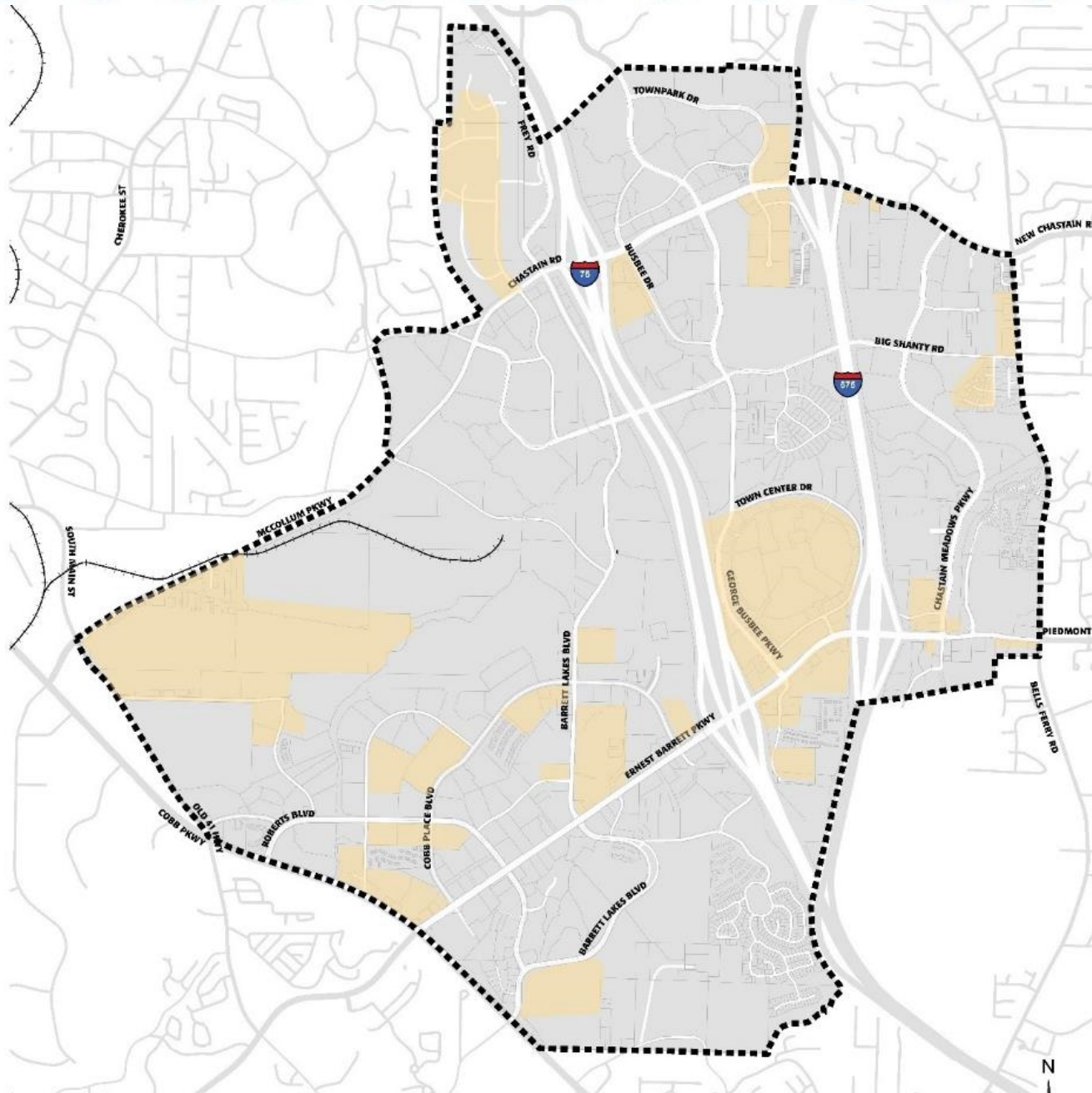
How did Town Center get to this point?

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.

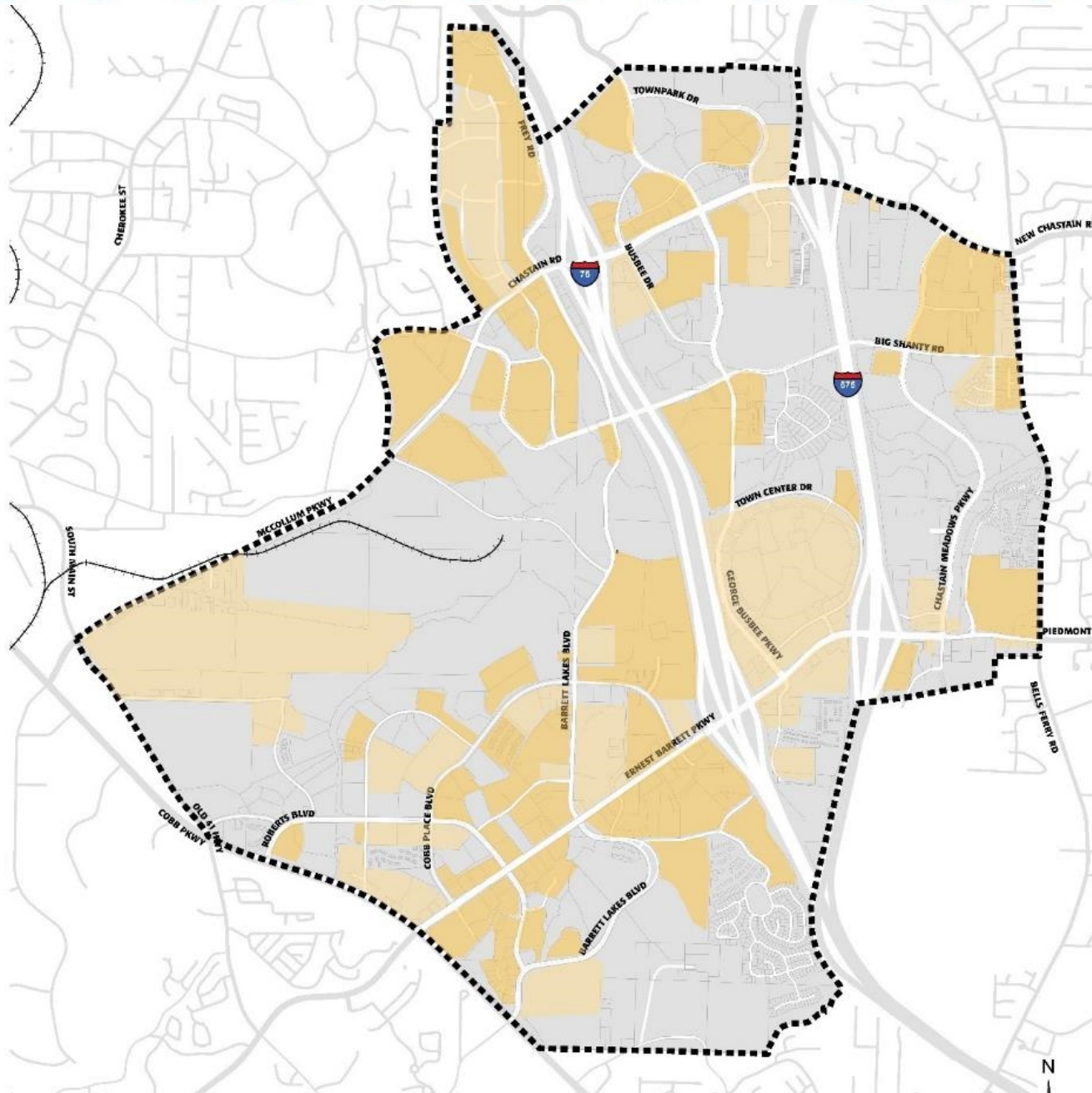
The Town Center CID Master Plan Update seeks to understand the potential for investment and reinvestment over the next 10 years and to harness that potential to enhance Town Center as one of Atlanta's most dynamic activity centers.

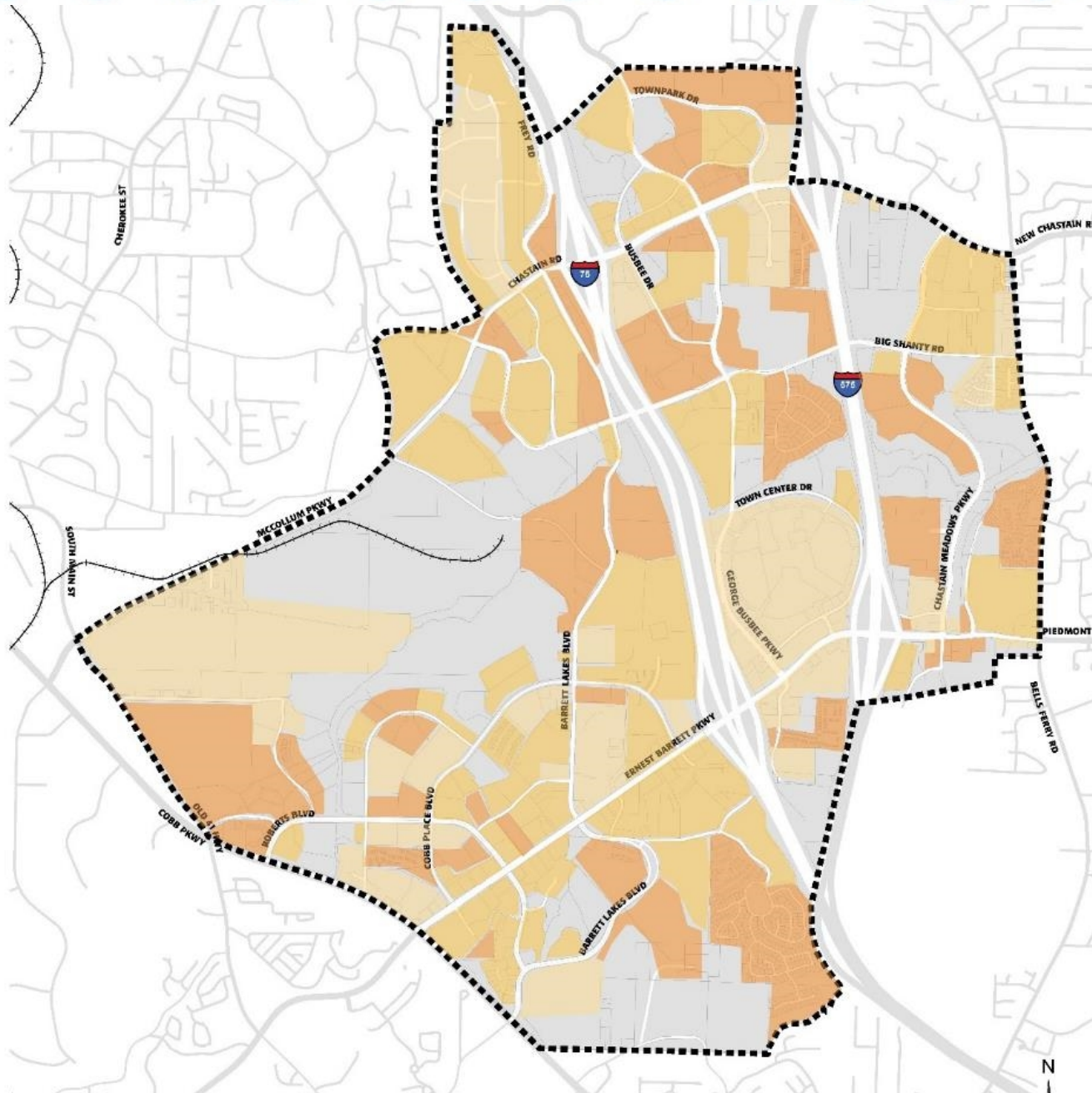
The following slides illustrate the pace and location of development over the last 24 years and the current and planned future land uses according to Cobb County.

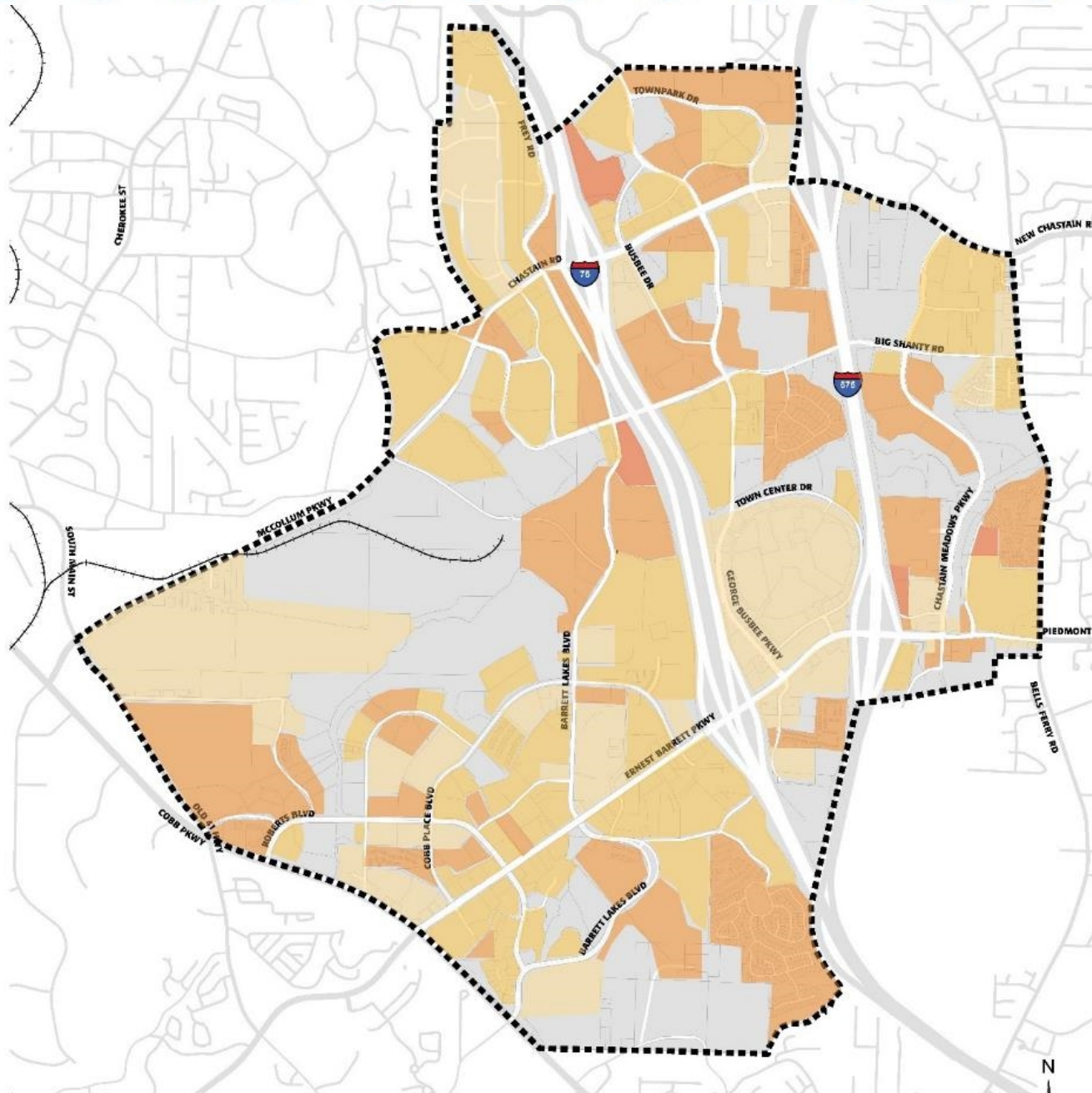
1993



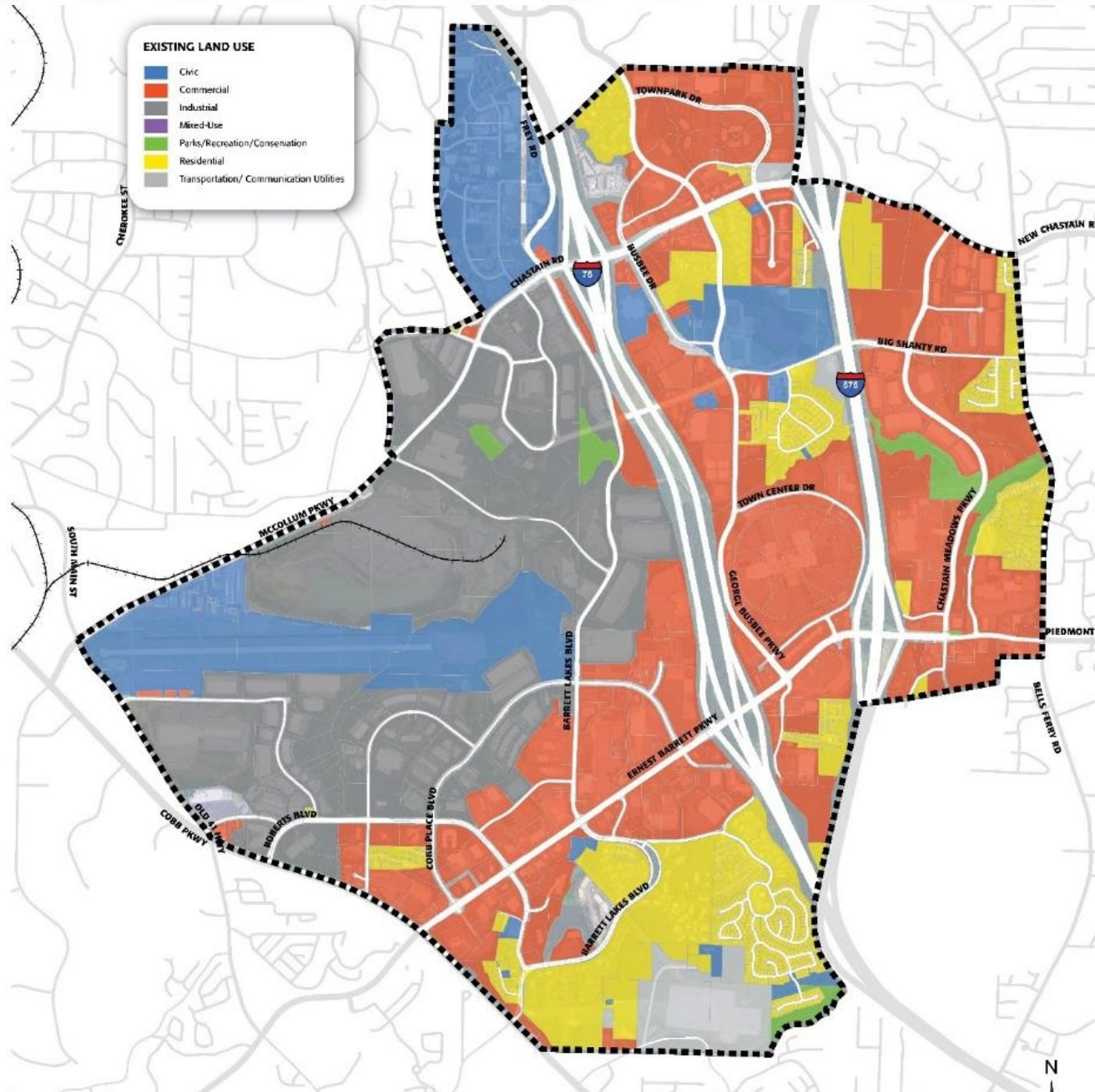
2002



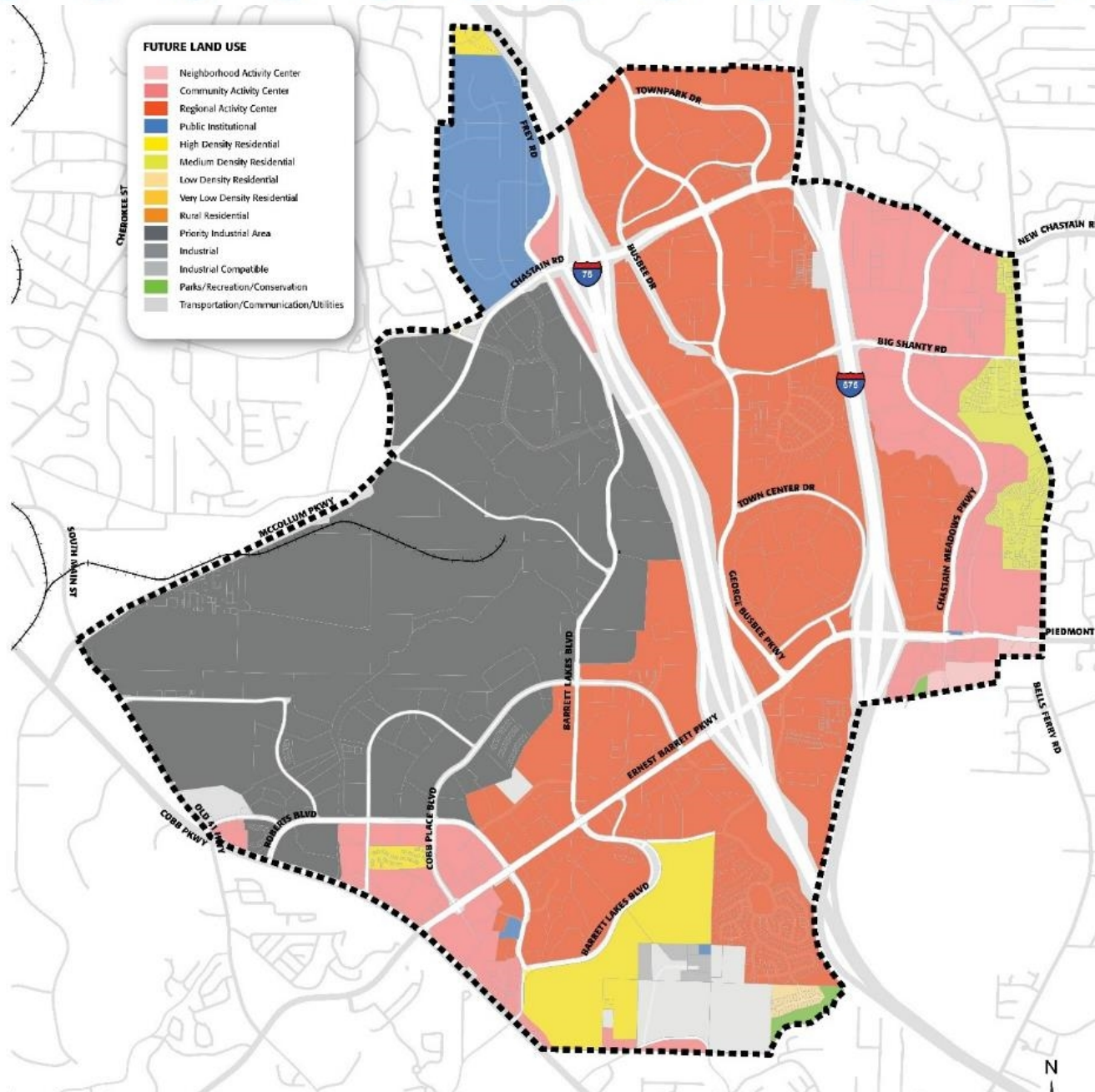




Existing Land Use

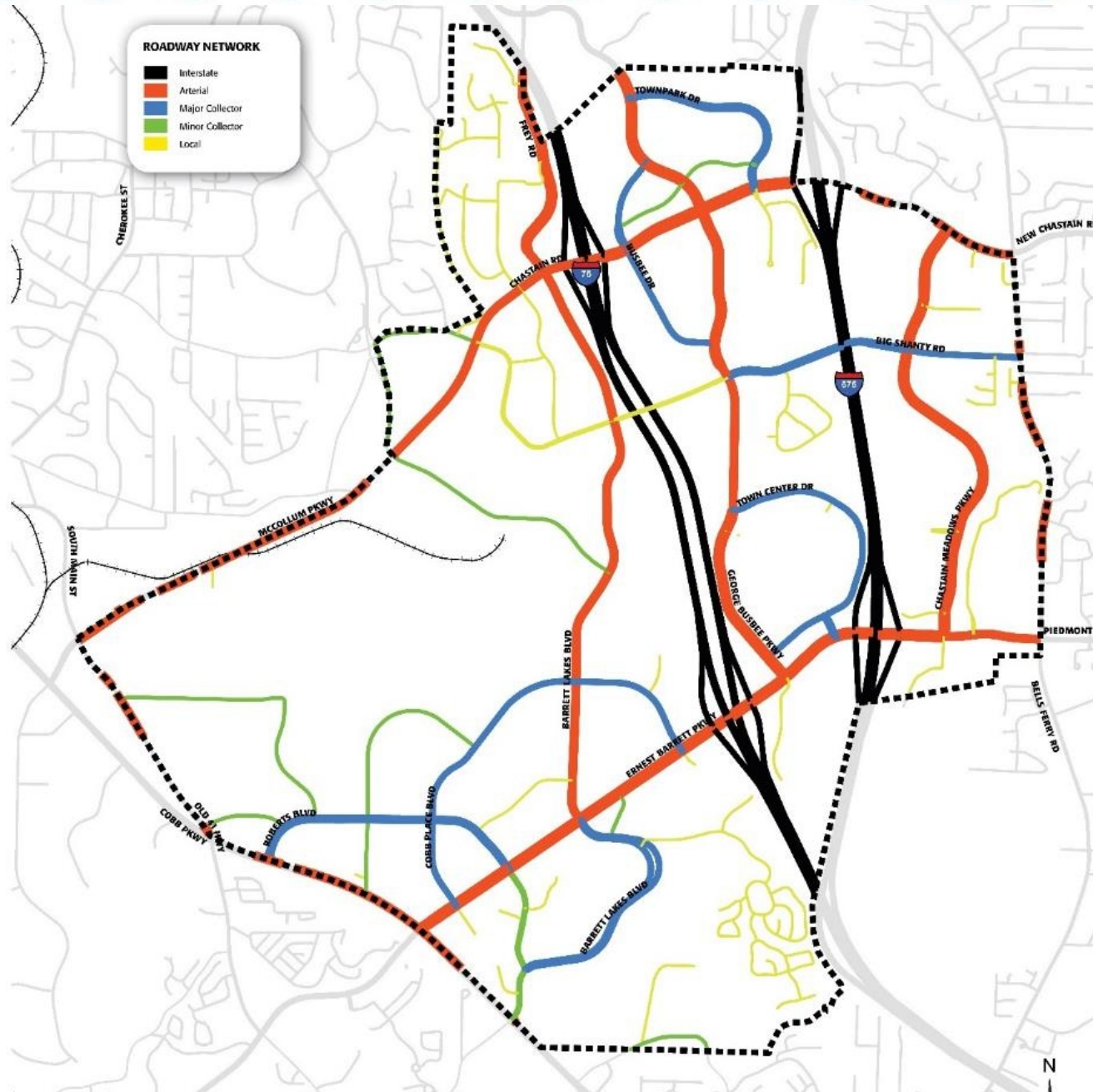


Future Land Use

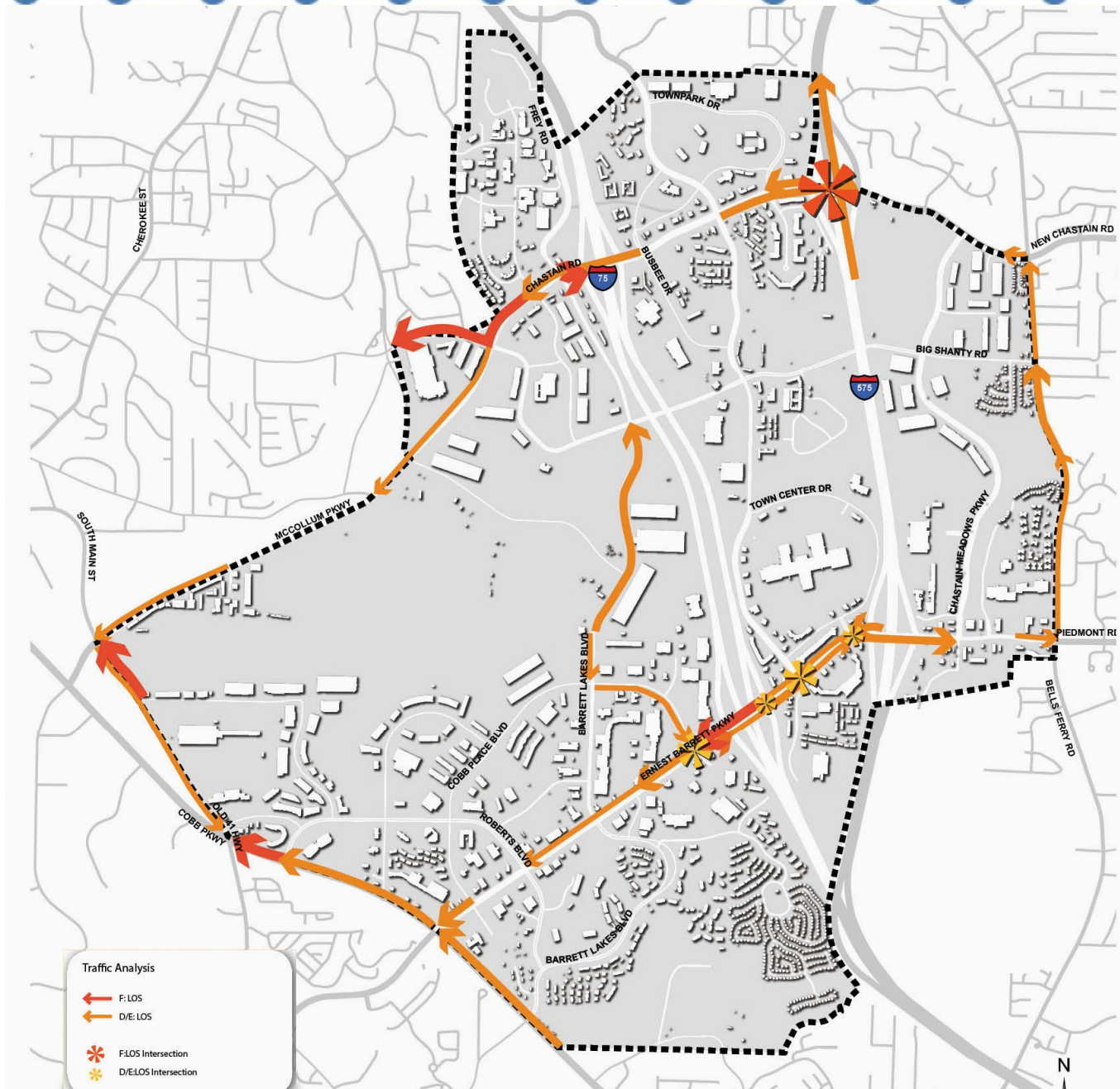


A functional transportation network is vital to maintain and enhance the quality of the Town Center district. The following slides provide an overview of the existing roadway network, an analysis of current traffic issues, and a conceptual project list to address our most pressing transportation needs.

Road Network



Transportation Analysis



Existing Planned Roadway Projects

Current Roadway Projects

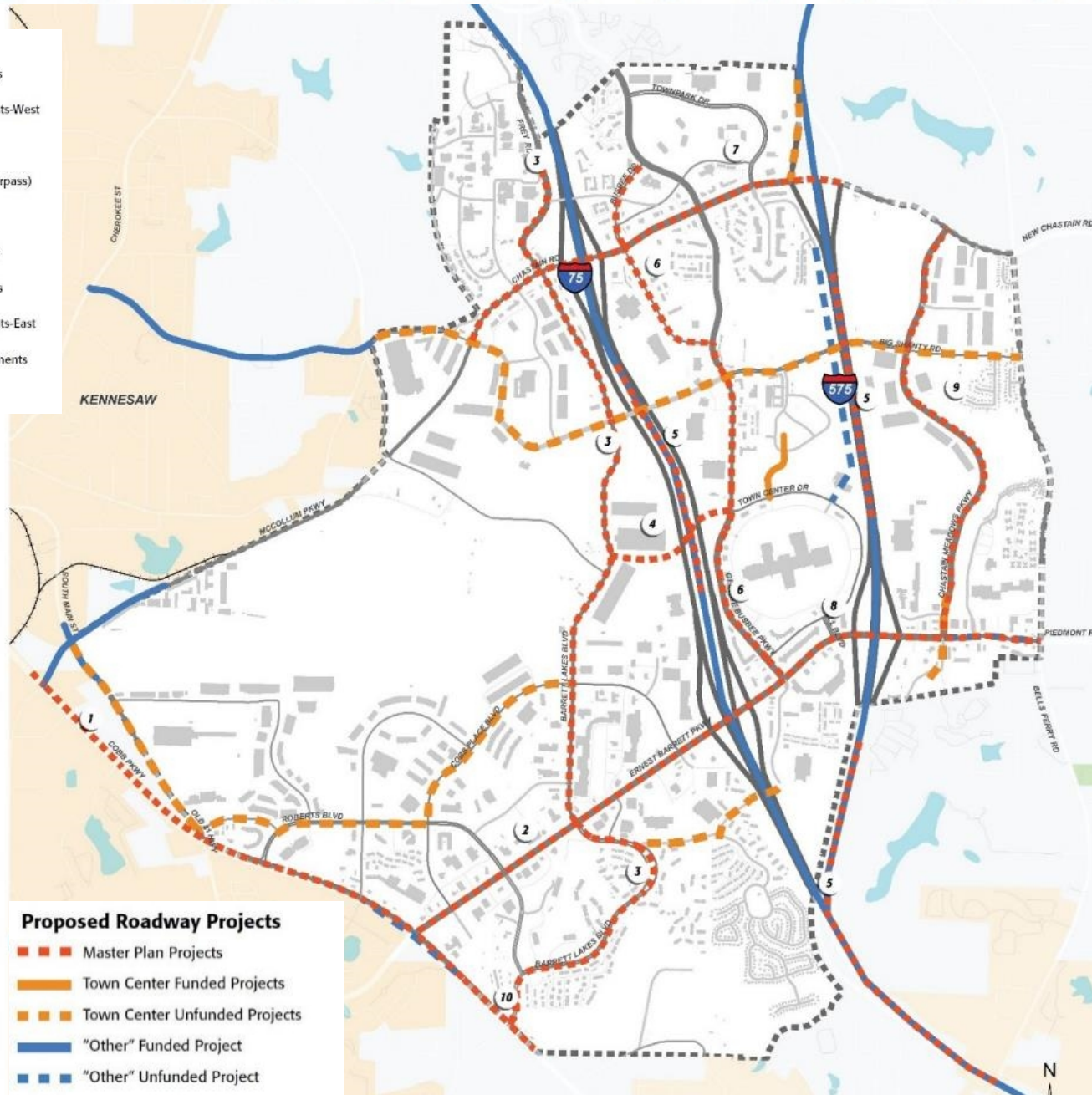
- (A) Ben King Road Operational Improver
- (B) Old 41 Removal/ McCollum Parkway Re
- (C) Big Shanty Widening to Bells Ferry Road
- (D) Old US 41
- (E) Roberts/ Cobb Place Road Improvement
- (F) Cobb Parkway at Barrett Parkway Grade
- (G) South Barrett Reliever Phase 3
- (H) Northwest Corridor Managed Lanes
- (I) Hidden Forest Bridge
- (J) New Connection along Wilson Road to E
- (K) I-575 SB Ramp Additional Right Turn Lar
- (L) Chastain Meadows to Barrett Double Le
- (M) Barrett Parkway Widcning
- (N) South Barrett Reliever Phase 4



Proposed Roadway Projects

Proposed Roadway Projects

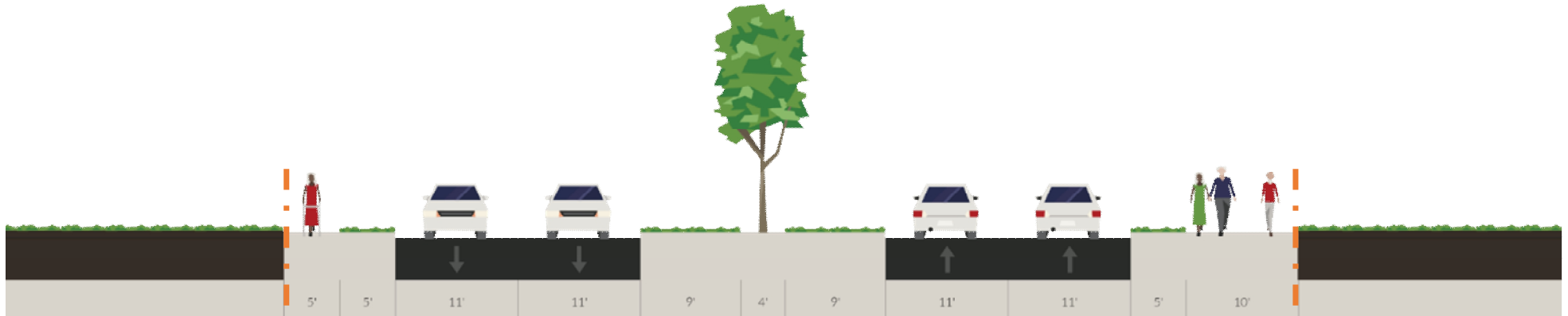
- 1 Cobb Parkway Operational Improvements
- 2 Barrett Parkway Operational Improvements-West
- 3 Barrett Lakes Complete Street
- 4 North Barrett Reliever (New Bridge/Underpass)
- 5 I-75/I-575 Wayfinding
- 6 George Busbee Parkway Complete Street
- 7 Chastain Road Operational Improvements
- 8 Barrett Parkway Operational Improvements-East
- 9 Chastain Meadows Operational Improvements
- 10 Scenic Gateway Entrance





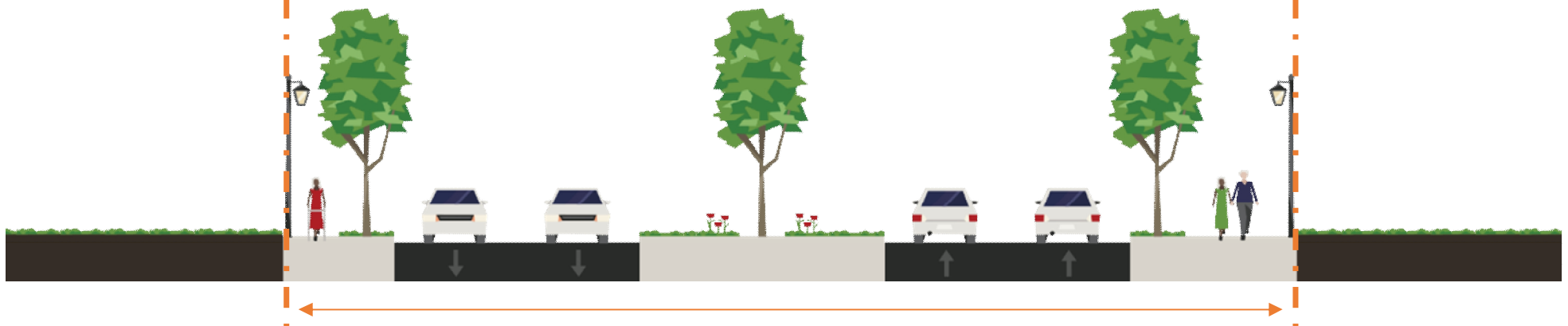
Big Shanty Road

Existing: between I-75 and George Busbee Parkway



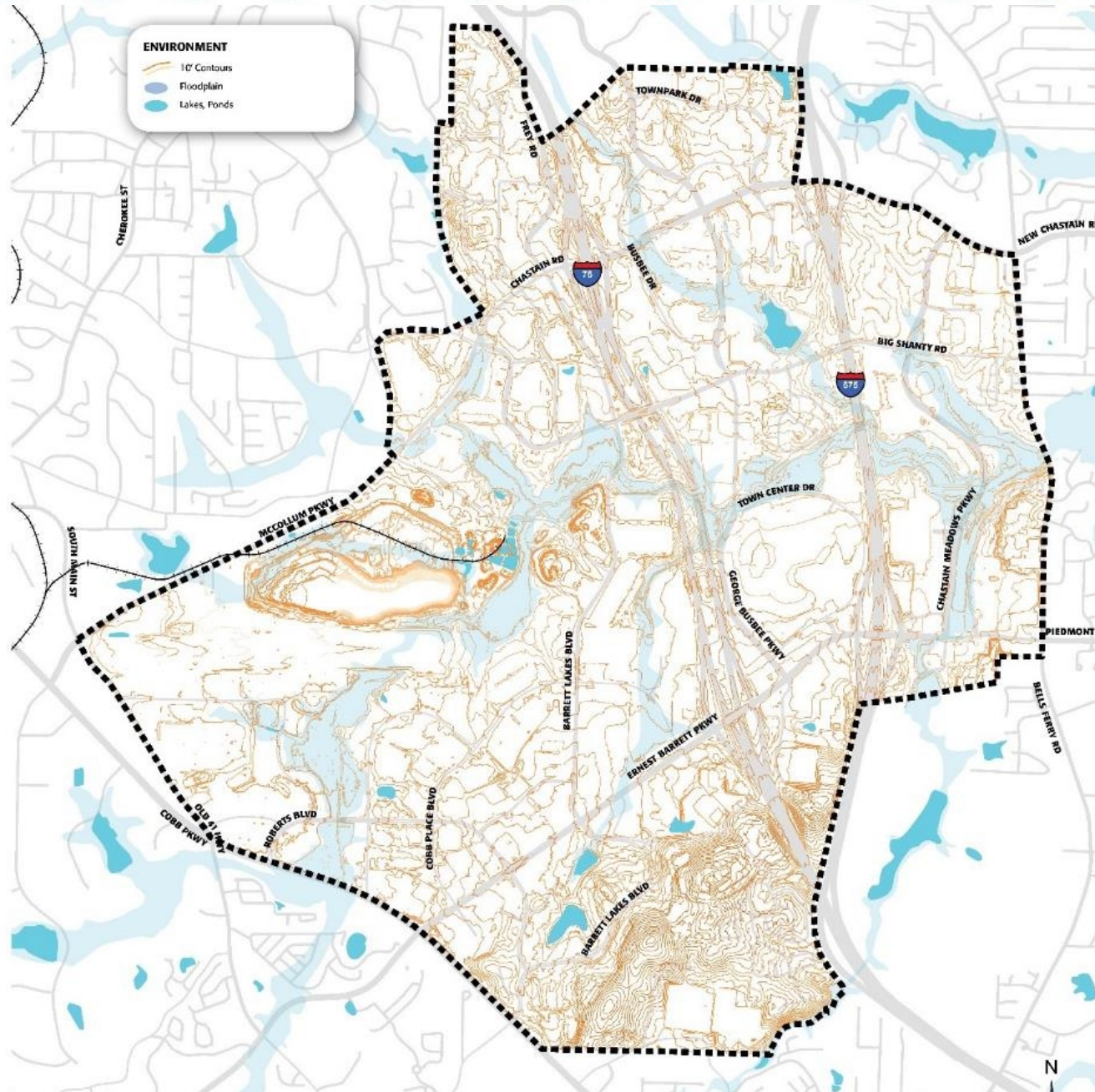
Big Shanty Road

Complete Street: add lighting and landscaping

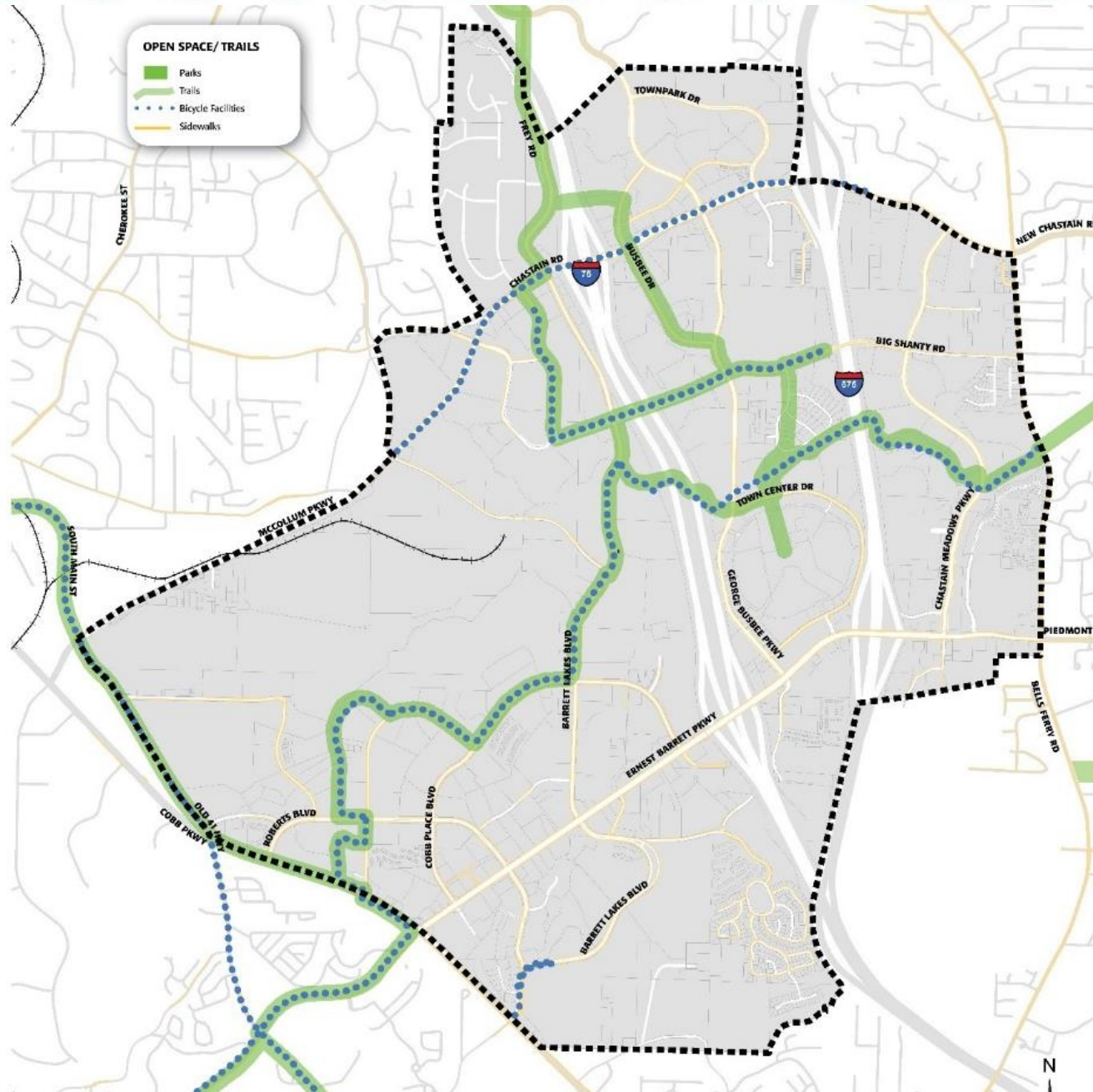


Over the last several years, the Town Center CID has worked to develop a trail system along Noonday Creek and to Kennesaw State University. We believe that expanding the area's network of trails provides a necessary transportation alternative and amenity to attract and retain residents, employees, and businesses.

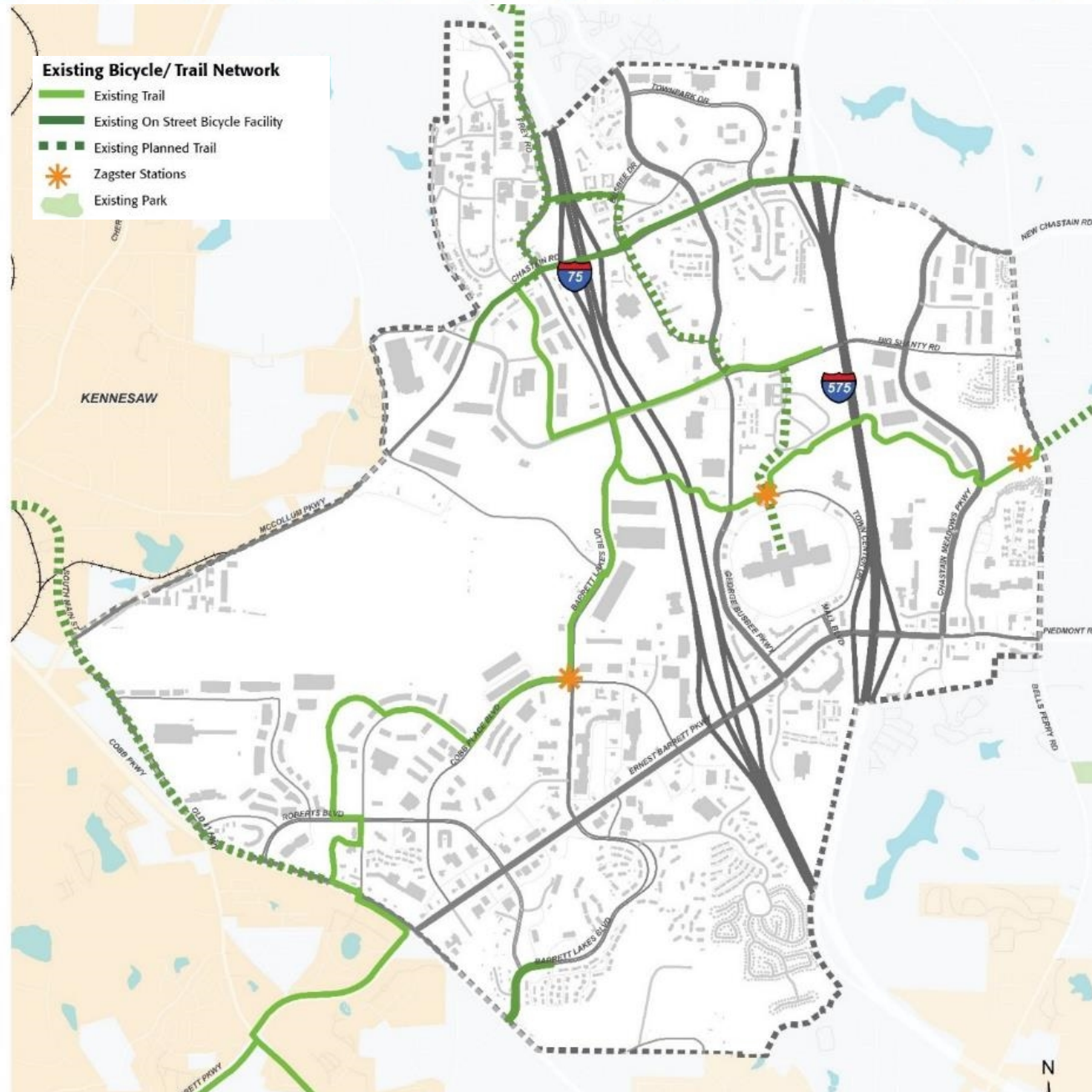
Environment



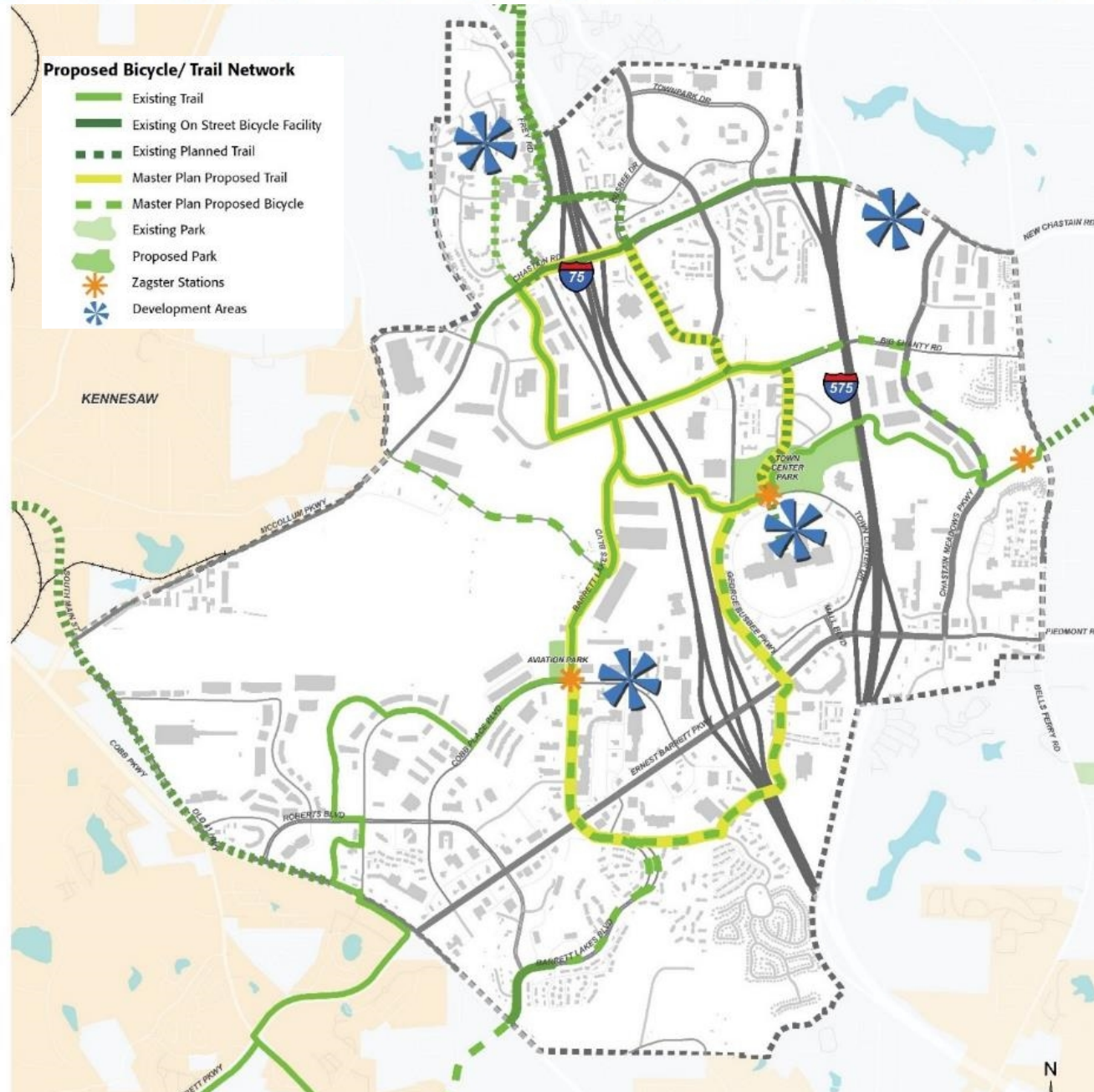
Open Space/ Trails



Existing Bicycle/ Trail/ Park Network



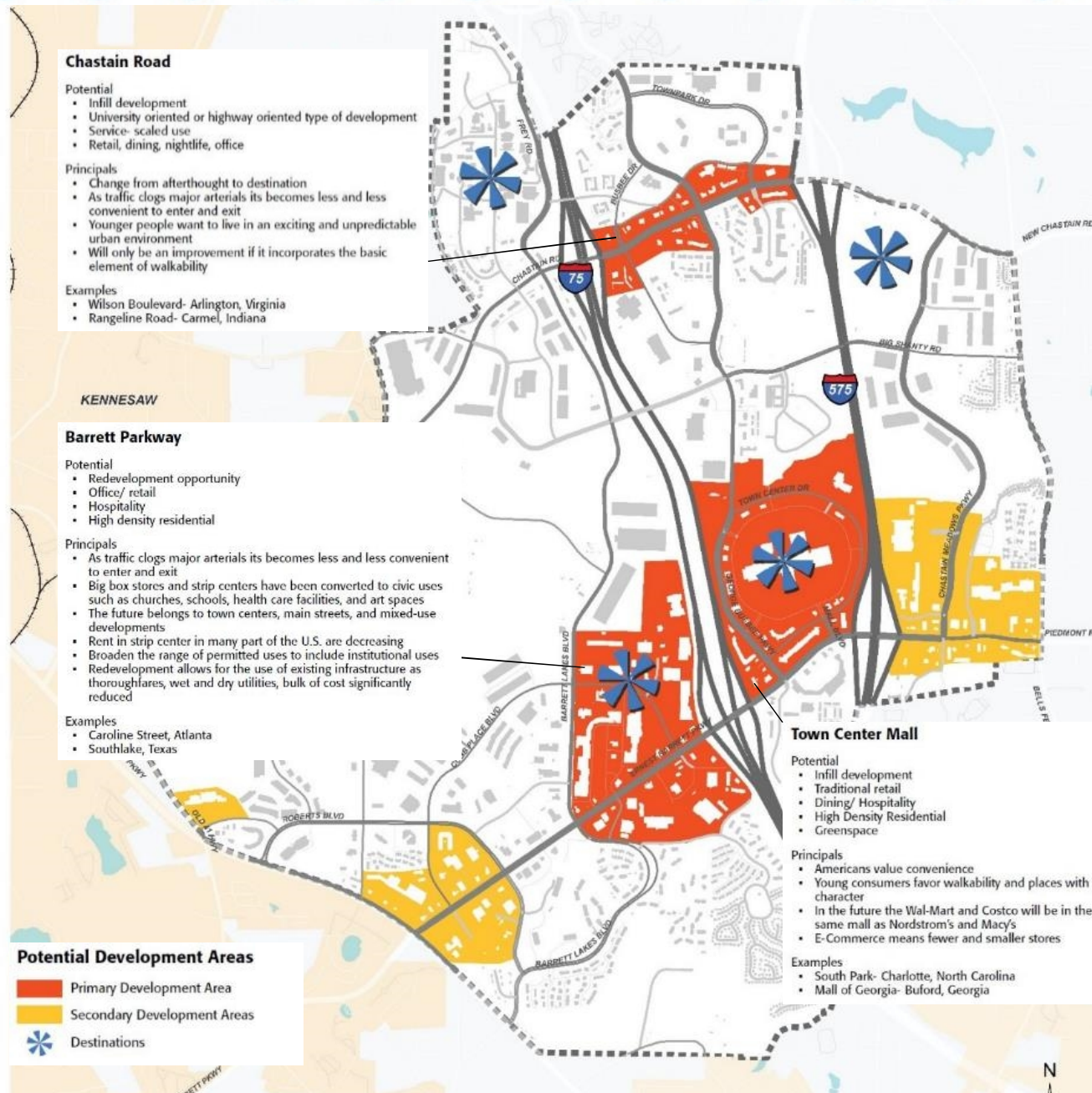
Proposed Bicycle/ Trail/ Park Network



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

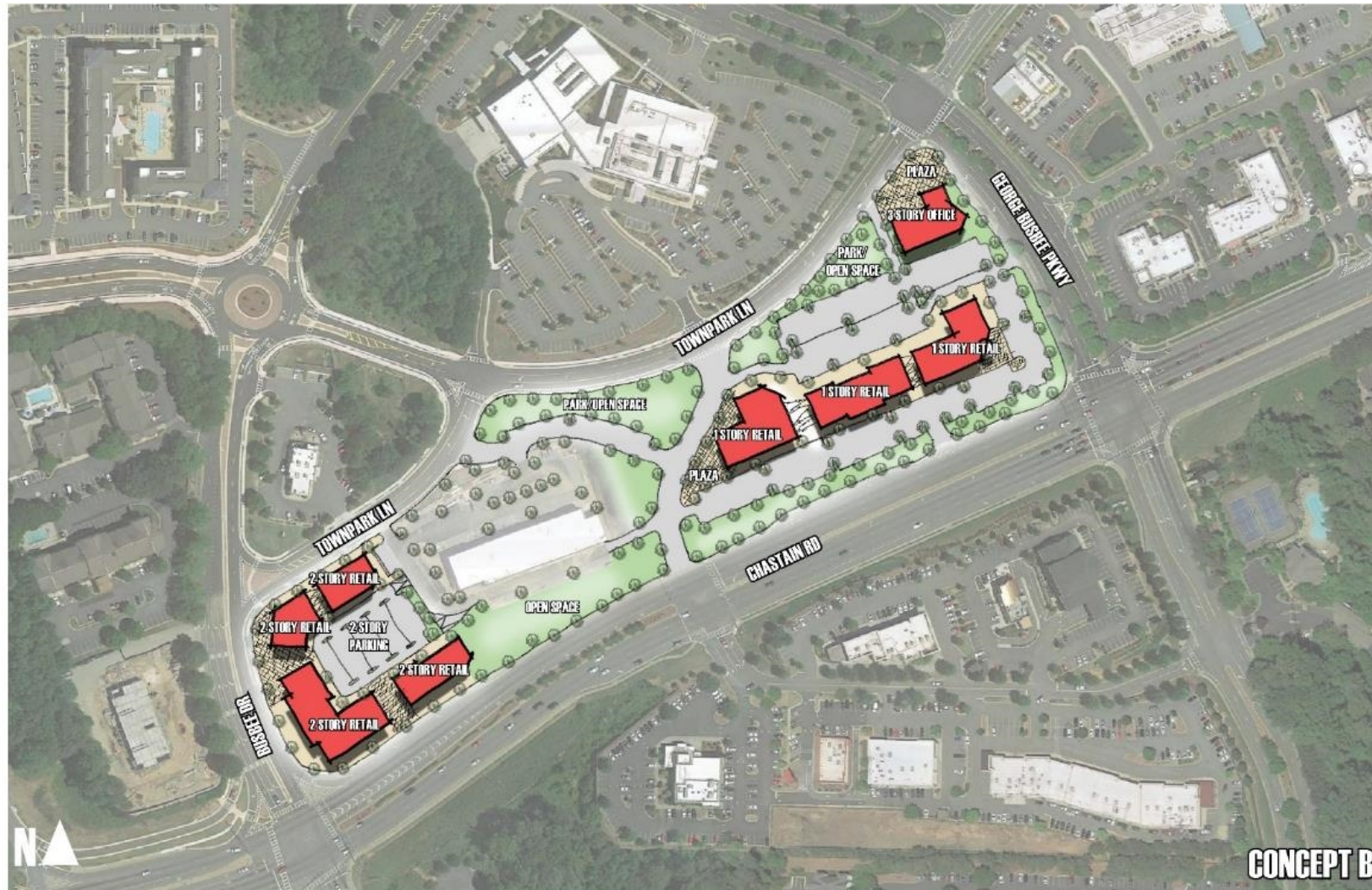


Chastain Road Concept A



■ =retail ■ =office

Chastain Road Concept B



■ =retail

Barrett Parkway Concept A



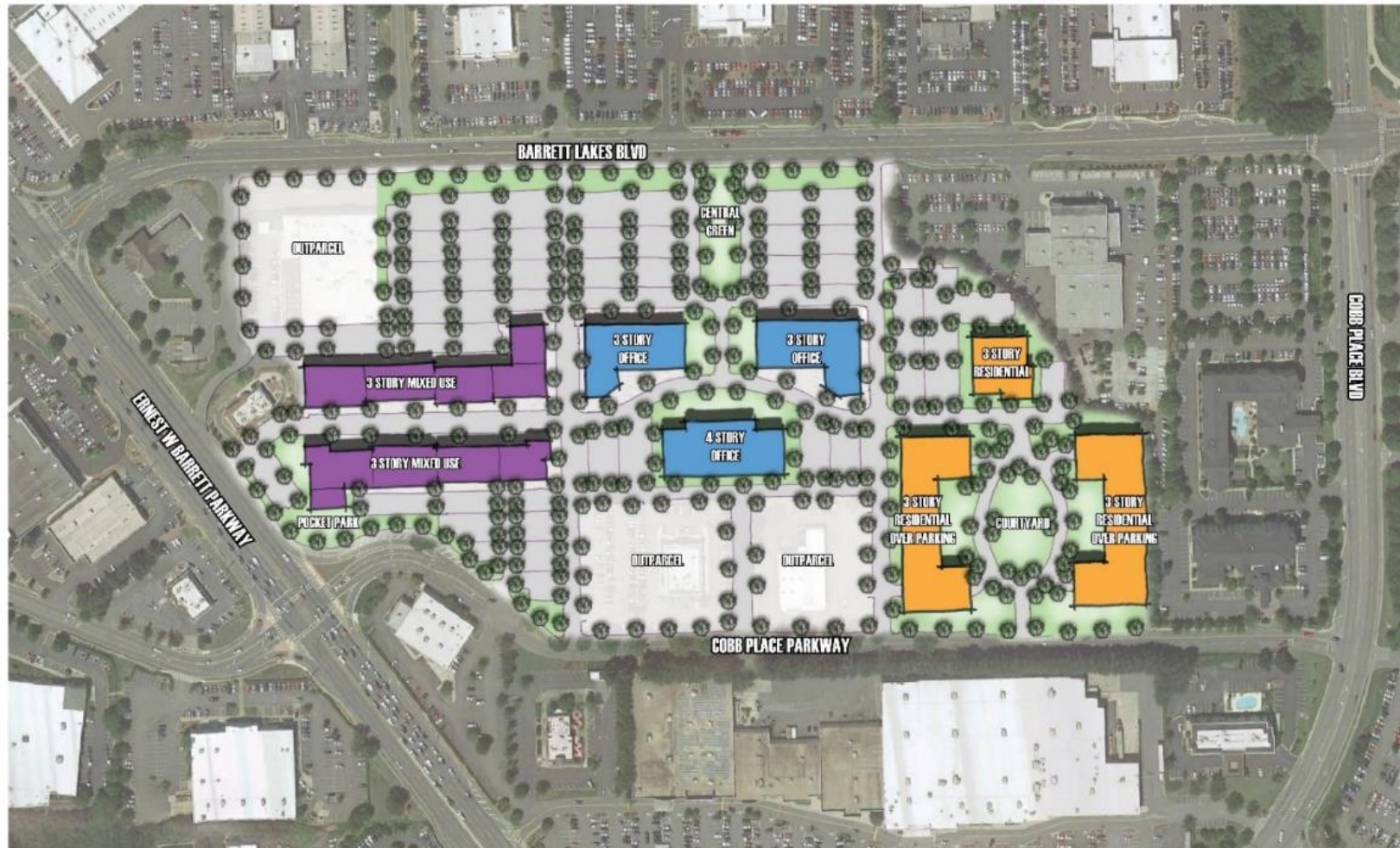
■ =mixed-use ■ =office ■ =residential

Barrett Parkway Concept B



■ =mixed-use ■ =office ■ =residential ■ =retail

Barrett Parkway Concept C



■ =mixed-use ■ =office ■ =residential

Barrett Parkway Concept D



■ =mixed-use ■ =office ■ =residential ■ =retail

Barrett Crossings Concept



■ =mixed-use ■ =retail ■ =residential

Kennesaw Crossing Concept



■ =residential ■ =retail ■ =office

Questions?

Visit towncentercid.com