

# POWERS FERRY

## SMALL AREA PLAN

Sandy Springs, Georgia

DECEMBER 2016



**The Powers Ferry Small Area Plan has been prepared as an addendum to The Next Ten: Comprehensive Plan for Sandy Springs, Georgia.**

**While the Comprehensive Plan provides the overall policy framework and actions, this Small Area Plan provides a vision and an implementation path for a better Powers Ferry Area.**

**NOTE: The Next Ten Planning Team was asked to study the potentials for change in the Powers Ferry area as part of the Small Area Planning process. Based on that work, several possibilities are presented in this plan. However, due to the uncertainty in this area as a result of the recent development of the Braves Stadium in Cobb County and its potential impacts on the Powers Ferry area, this Small Area Plan should be revisited every two years.**





# TABLE OF CONTENTS

Vision	6
Background	8
Overview Challenges & Opportunities	
Community Engagement Process	
Study Area	
Previous Plans & Recommendations	
Assets to Build On	
Powers Ferry Area Today	14
Market Understanding	
Land Use	
Physical Character	
Transportation	
The Plan	22
Themes	
Concept Framework	
Roadway Network	
Circulation	
Plan Elements	
Natural Area / Green Space Network	
Land Use	
Redevelopment Parcels	
Regional Mobility - Future Considerations	
Implementation	40
Implementation Matrix	
Appendix	44
Image Credits	



# VISION

The Powers Ferry area is the western gateway to the City of Sandy Springs with lovely residential neighborhoods, and a small-scale retail, office and hospitality core along I-285. The Powers Ferry area is located along the Chattahoochee River and includes spectacular natural resource areas including National Park Service lands. The vision proposes protection of existing stable residential neighborhoods, improving natural resource amenities such as the Chattahoochee River and the park areas, strengthening the core of Powers Ferry through the creation of a small-scale retail village that provides neighborhood-serving retail/commercial uses, while preserving existing natural resource areas, and promotes better pedestrian and bikeable connections along existing roadways and to destinations including National Park Service lands on both sides of I-285.

## PRIORITY ACTIONS

- Create a small scale retail village on the south side of I-285 adjacent to the Wyndham Hotel area that will be integrated with the existing Publix store
- Encourage a walkable and bikeable environment by promoting buildings along streets with parking in the rear within the retail village area
- Study different options for reconfiguring the street network to encourage better pedestrian connections and economic development potential.
- Establish multi-modal connectivity with sidewalks and bikeway integration along Northside Drive, New Northside Drive, Powers Ferry Road, and Interstate Parkway North
- Create better pedestrian and bike connections along the Chattahoochee River to provide access to National Park Service land from residential neighborhoods located on the south side of I-285
- Promote a live-work environment north of Interstate Parkway North by adding housing within office areas
- Continue to mitigate noise from I-285 as a part of new design and construction projects, using natural options such as trees and landscaping when possible.



# BACKGROUND

## CHALLENGES

While the Powers Ferry area provides its residents with both commercial and natural resource amenities, it lacks both safe and convenient walking and biking connections to those amenities. Moreover, while this area is conveniently located near I-285, its residential neighborhoods are disconnected from destinations such as the Chattahoochee riverfront, National Park Service lands, and Powers Island Trail from south side of I-285 for those wishing to walk or bike. Topography is also a challenge, specifically for the office areas north of I-285. For the areas south of the interstate around the Wyndham Hotel, commercial site visibility is poor, creating a problem to attracting interstate customers.

## OPPORTUNITIES

The Powers Ferry area provides great opportunity for neighborhood-serving retail, to minimize the need for those who live and work in Powers Ferry area to travel to City Springs, Perimeter Center and/or Cumberland Mall area for small retail/shopping needs. In addition, there is potential to connect the residential neighborhoods on the south side of I-285 to Powers Landing Trail and National Park Service lands via both pedestrian and bicycle connections. Additionally, available land to the north of I-285 around the office complexes of the area provides opportunity for residential growth (townhomes and small-lot single family with emphasis on home ownership) in a live-work environment.

The Powers Ferry small area plan has been inspired by an active community outreach process, lessons learned from previous plans and best practices from cities across the nation.

# COMMUNITY ENGAGEMENT PROCESS

## OVERALL KICK-OFF [COMPREHENSIVE PLAN AND SMALL AREA PLANS]

City Council  
City Staff

## PROJECT KICK-OFF AND INFORMATION GATHERING

Stakeholder Meeting  
Area Residents  
Business Owners



## PLAN DEVELOPMENT

Stakeholder Meeting  
Area Residents  
Business Owners  
City Staff  
Community Meeting



## FINAL PLAN

City Council  
Advisory Committee  
Public Meeting



## ADOPTION

City Council

2015

JUL

2016

MAR

JUL-OCT

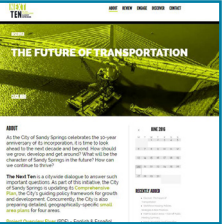
NOV

DEC '16

FEB '17

## OUTREACH TOOLS

Website



Social Media



Online Polls



Mobile Workshops

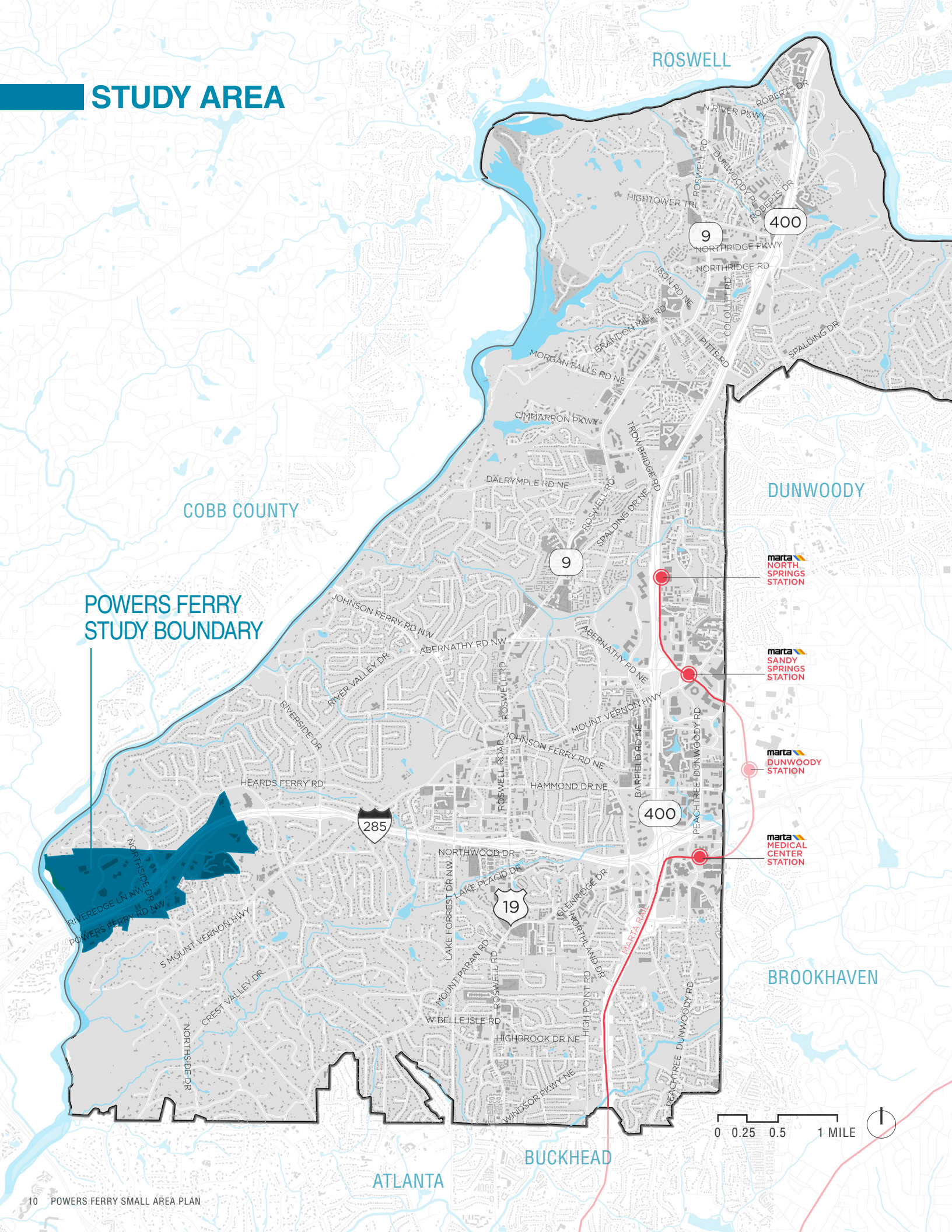


Festivals





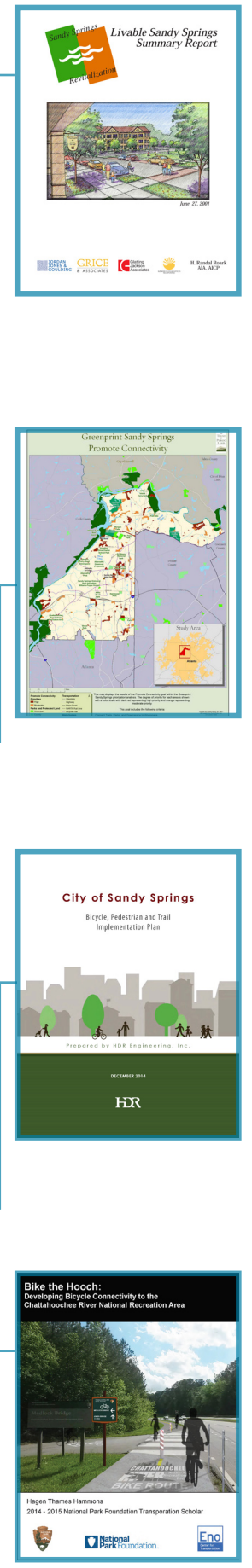
## STUDY AREA



## PREVIOUS PLANS & RECOMMENDATIONS

- Sandy Springs Framework Plan**  
 This Plan recommended that areas within Sandy Springs such as Powers Ferry implement more pedestrian-oriented commercial and employment development.
- Livable Sandy Springs Plan**  
 This plan outlined several urban design strategies that would facilitate the development of denser and more walkable activity centers.
- Recreation and Parks Master Plan 2030**  
 This plan outlined key standards for park maintenance and conservation throughout, which affects much of the space near the Powers Ferry area.
- Sandy Springs Comprehensive Plan**  
 This plan suggested the integration of more residential units to areas which is comprised largely of office space.
- Greenprint Sandy Springs**  
 Provided strategies for improving connectivity to the city's trails, parks, and green space as well as identifying new green space opportunities.
- Sidewalk Master Policy**  
 Outlined a plan for improving sidewalk networks and connections with the intent of increasing overall transit access in the Powers Ferry area.
- Economic Development Plan**  
 Established the city's commitment to attracting economic and employment opportunities that will improve the city's quality of life and character in existing neighborhoods and communities such as Powers Ferry.
- City of Sandy Springs Bicycle, Pedestrian and Trail Implementation Plan**  
 Illustrated that poor state of pedestrian and bicycle infrastructure in the Powers Ferry area and outlines key routes that could be implemented to improve it.
- Bike the Hooch**  
 In the report, National Park Foundation Transportation Scholar Hagen Hammons proposes key changes to bicycle routes in and around the Chattahoochee River near Powers Ferry.

- 1998
- 2001
- 2007
- 2007
- 2008
- 2010
- 2012
- 2014
- 2015





# ASSETS TO BUILD ON



Location Affords Abundant Growth and Opportunities, Sandy Springs, GA

## GREAT LOCATION

Highway access - I-285, I-75  
Close to City Springs, Cumberland Mall  
Braves Stadium and proposed development adjoining the stadium (while also being a challenge for potential traffic impacts)



Stream, Sandy Springs, GA

## PROXIMITY TO TREMENDOUS NATURAL RESOURCE AREAS

Along the Chattahoochee River  
Powers Island Park (Cochran Shoals),  
Powers Island Trail



Single-Family Residence in Sandy Springs, GA

## STRONG RESIDENTIAL

Stable, large-lot single family residential neighborhoods







# POWERS FERRY TODAY

Sandy Springs, GA

## MARKET UNDERSTANDING

### STRENGTHS

- Stable, large-lot single family residential base
- Employment node
- Direct access to I-285

### CHALLENGES

- Land dominated by low density office, which is affected by topographical conditions, lack of adequate parking, etc.
- Under-performing as an office sub-market: high vacancy (22%) and no new office space since 1996
- Poor pedestrian access to the river trail (must drive and park)
- Competing with both Perimeter Center and Cumberland/ Galleria for office and retail

### OPPORTUNITIES

- Minimal infill development around offices or redevelopment of underutilized office campuses while preserving green/ open space
- Better connection with and celebration of the river as part of area's identity
- More pedestrian and bike connections from residential neighborhoods to commercial, institutional, office and natural resource areas
- Improved signage and wayfinding



Powers Ferry Area, Sandy Springs, GA

### MARKET SNAPSHOT

	2015	2015- 2035
	SMALL AREA	TOTAL ADDITIONAL DEMAND PROJECTED FOR SMALL AREA
Office Space	3,104,879 SF	339,000 SF (in vacant spaces)
Retail Space	152,494 SF	73,600 SF
For-Sale Single-Family	N/A	290
For-Sale Condominiums	N/A	0
For-Sale Townhomes	N/A	130

Source: RCLCO Small Area Plan Market Analysis, 2010 Census, 2015 Census Estimates, ESRI (2015), CoStar (2015)

This analysis did not count the existing stock of for-sale housing units in the Powers Ferry study area boundary. The projected new housing units are based on a share of projected citywide household growth. Within the table, "N/A" reflects lack of good data source/s to count existing owner-occupied units within the detailed study boundaries of this small area plan.

#### POPULATION

**253**

#### HOUSEHOLD

**95%** OWNERS

**4%** RENTERS

#### MEDIAN AGE

**51.8**

#### MEDIAN HOUSEHOLD INCOME

**\$143,447**

#### AVERAGE HOUSEHOLD SIZE

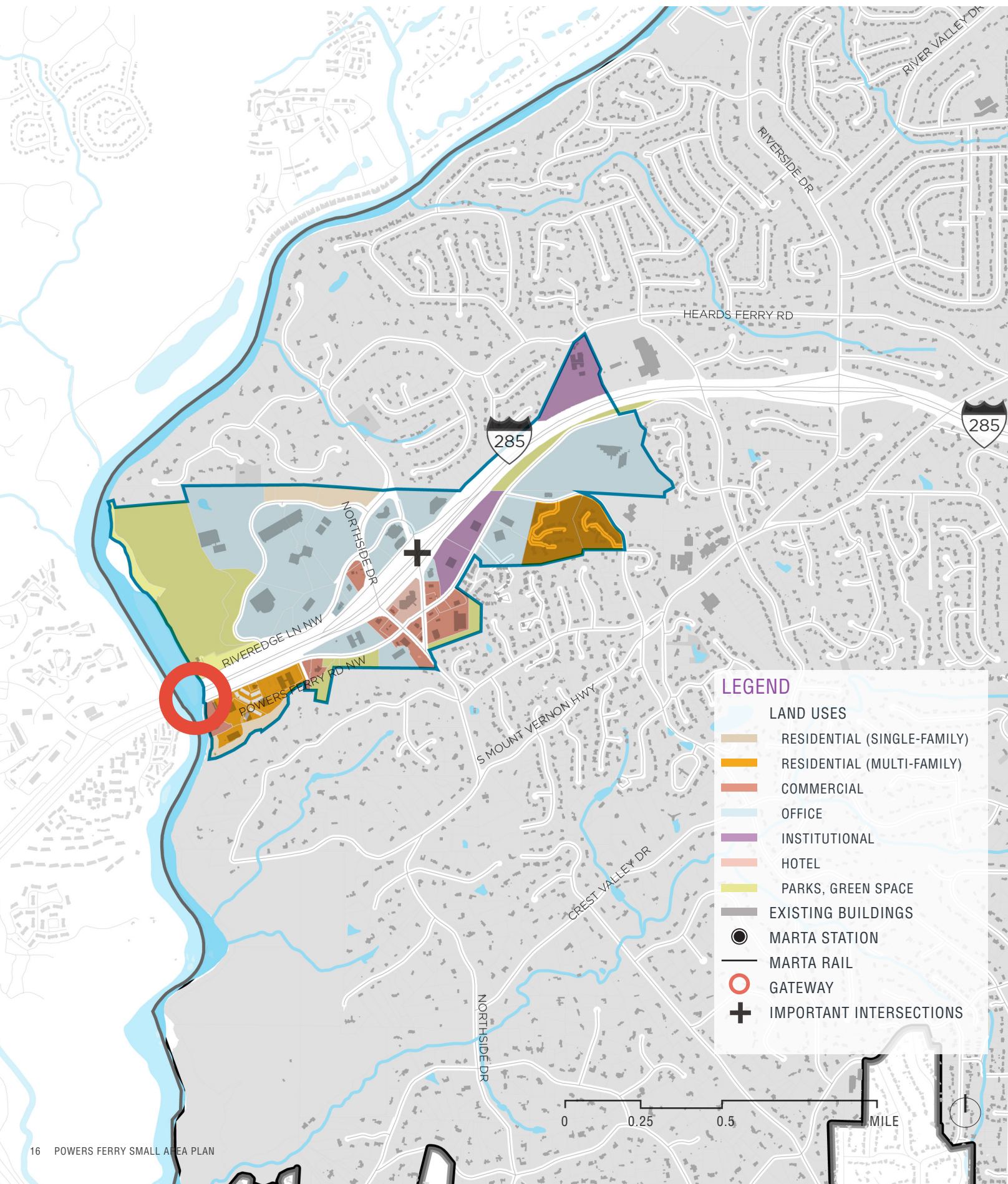
**2.96**

#### MEDIAN HOME VALUE

**\$1,000,001**



## EXISTING LAND USE



## PHYSICAL CHARACTER





## TRANSPORTATION

### CIRCULATION AND ACCESS

The Powers Ferry employment and commercial area of Sandy Springs is a mixed-use activity center located on Interstate 285 in western Sandy Springs. Two of its primary streets, Northside Drive and New Northside Drive, connect with I-285 through an extended diamond interchange with direct access to both roads. Although this district enjoys excellent connections to the Atlanta region's freeway network because of this interchange, it is separated from other major activity centers in Sandy Springs by single-family neighborhoods. The only surface streets connecting it to the rest of the City pass directly through these neighborhoods.

This poses a unique challenge for this area: although it features a mix of uses and several office and retail-oriented properties, it is relatively landlocked by its surrounding neighborhood context and, as a result, is connected to the rest of the City by streets that cannot be expanded without significant impact to their neighborhood character.

However, there is opportunity for enhanced connectivity to the west, with two surface-street bridges (Powers Ferry Road and Interstate North Parkway) and I-285 connecting the district across the Chattahoochee River to Cobb County. While this opportunity is also at times a challenge for the district, as the surface streets allow traffic from the Cumberland district's street network alternative access to I-285, the bridges have sufficient width to resize travel lanes for bicycle facilities and allow residents and workers in the Powers Ferry district to access retail destinations and the Cobb County trail network west of the river.



Sandy Springs, GA

## TRANSPORTATION

### REGIONAL ACCESS AND CONNECTIONS TO COBB COUNTY

Based on its interchange access to I-285 and its location near the Chattahoochee River, the Powers Ferry Landing area is located near the Cumberland/Galleria employment and retail district in Cobb County. The two surface streets parallel to I-285 also cross the river into Cobb County and, as such, serve as important connections to and from the district. However, these can also function as extended ramps to I-285 from Cobb County, as mentioned previously, and are prone to added traffic from outside of the immediate area. Although volumes do not suggest that all of this traffic is continuing past the I-285 interchange system onto surface streets in the City to reach other destinations, there are few restrictions from cut-through traffic being able to take these routes further if motorists so desired.



Sandy Springs, GA



STREET NETWORK AND THE I-285 INTERCHANGE

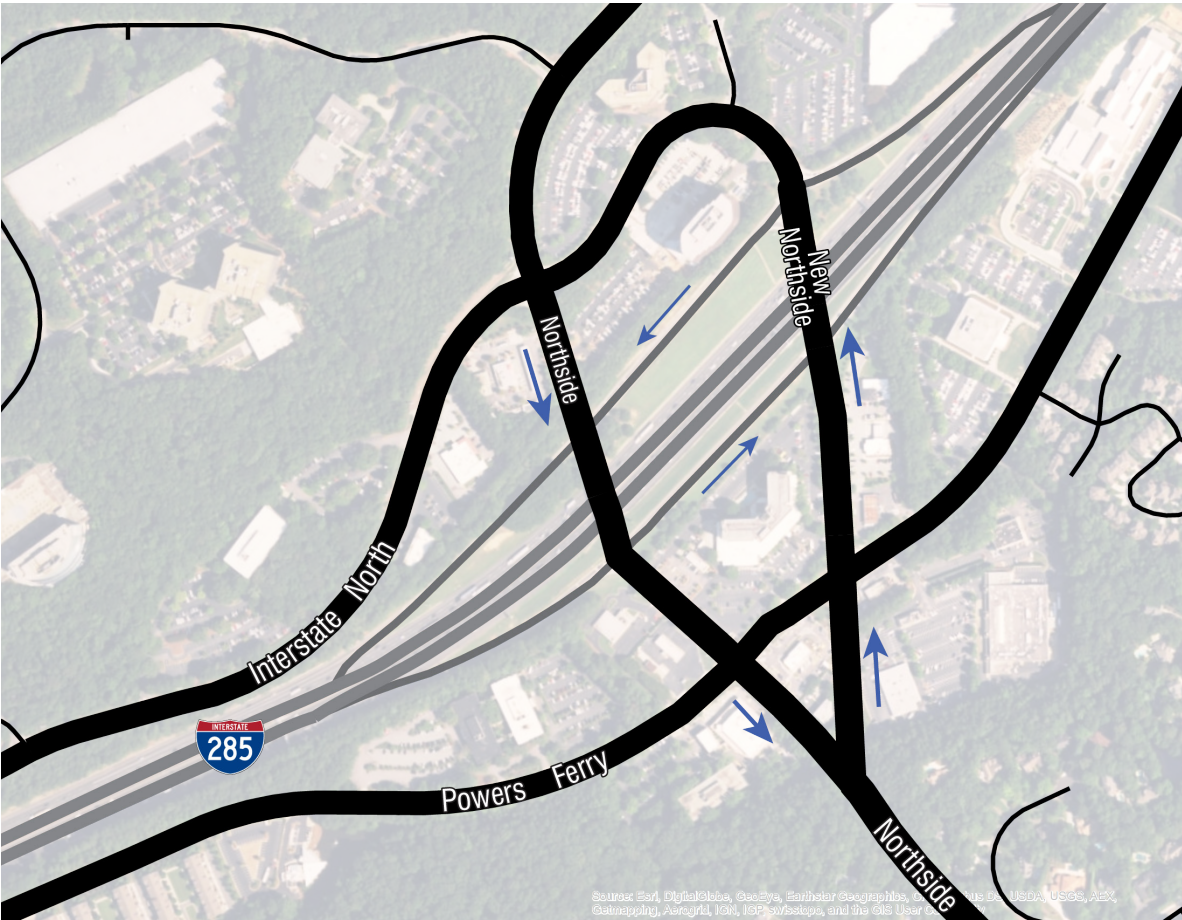
As mentioned previously, the current street network is focused primarily on the interchange of Northside Drive and New Northside Drive with I-285. Northside Drive, a connection from Atlanta into the western neighborhoods of Sandy Springs, expands into a one-way pair around this interchange and its northbound traffic is diverted to New Northside Drive through the I-285 access ramps. North of the ramps, New Northside turns westward and connects again with Northside Drive.

The combined capacity of these two streets is significantly greater than that of Northside Drive away from the Powers Ferry commercial district; the interchange system was clearly designed to promote circulation within the district and vehicle storage capacity at intersections with the I-285 ramps. However, current traffic volumes do not suggest

that this capacity is being used, as no intersections currently experience the levels of congestion common around other major interchanges in the City (especially those of Roswell Road, Peachtree-Dunwoody Road and Abernathy Road).

This points to an opportunity to reconsider this network for the benefit of the overall area: the Northside-New Northside fork that begins the one-way pair creates a small block and two closely-spaced intersections along Powers Ferry Road, and the need for all traffic accessing the commercial area to pass through multiple signals due to the network's one-way configuration might cause motorists to make more roundabout trips to reach their destinations. In addition, right-of-way focused on vehicle travel lanes has come at the expense of space for pedestrians and bicycles.

CURRENT NETWORK



ALTERNATIVE MODES OF CONNECTION

Currently, the area has limited connection to other parts of the City by any means other than driving. Sidewalks are limited along connecting streets and the Powers Ferry area's distance outside of other major Sandy Springs destinations limits the practical walking connections from the area to anything other than adjacent residential neighborhoods.

The only bicycle connections in the area are completed bicycle lanes along Northside Drive, although these extend only south of the district and do not connect to other parts of the city.

MARTA currently serves the Powers Ferry area with a single fixed-route service, Route 148, that operates only in peak hours and provides hourly service from the area to the Dunwoody rail station. This route carries fewer than 100 riders on an average weekday and does not interface with other transit routes except at its crossing of Roswell Road

Together, all of these factors underscore that vehicle travel will remain a fundamental means of access to and from the district, although alternative travel modes could be better engaged to provide internal connection, especially across I-285. Outside of the core intersections of the Powers Ferry commercial village, the primary east-west streets are not constrained by buildings and some, especially Northside Drive and Interstate North Parkway, offer available right-of-way for expanding sidewalks.

In addition, the district could potentially be served by the I-285 east-west transit currently explored in the Georgia Department of Transportation's *Revive285* concept and recommended as part of the citywide family of transit services in the Next Ten Comprehensive Plan. Enabling the district to serve transit in a way that provides safe, convenient access to transit stations or stops will be key to increasing its access to other parts of the region. Refer to the discussion of integrating transit stations along the I-285 corridor on page 38.



# THE PLAN





# CONCEPT THEMES

- Improve pedestrian and bicycle connectivity by providing new and improved streetscape and non-motorized links between existing destinations
- Develop walkable amenities for area residents and workers, increasing options for shopping and access to recreation
- Retrofit the street network for improved development opportunity, increasing the size of developable blocks and adding space for streetscape and pedestrian enhancements
- Create a consolidated “retail village” that will serve local residents and office workers and provide a small-scale center for commercial activity



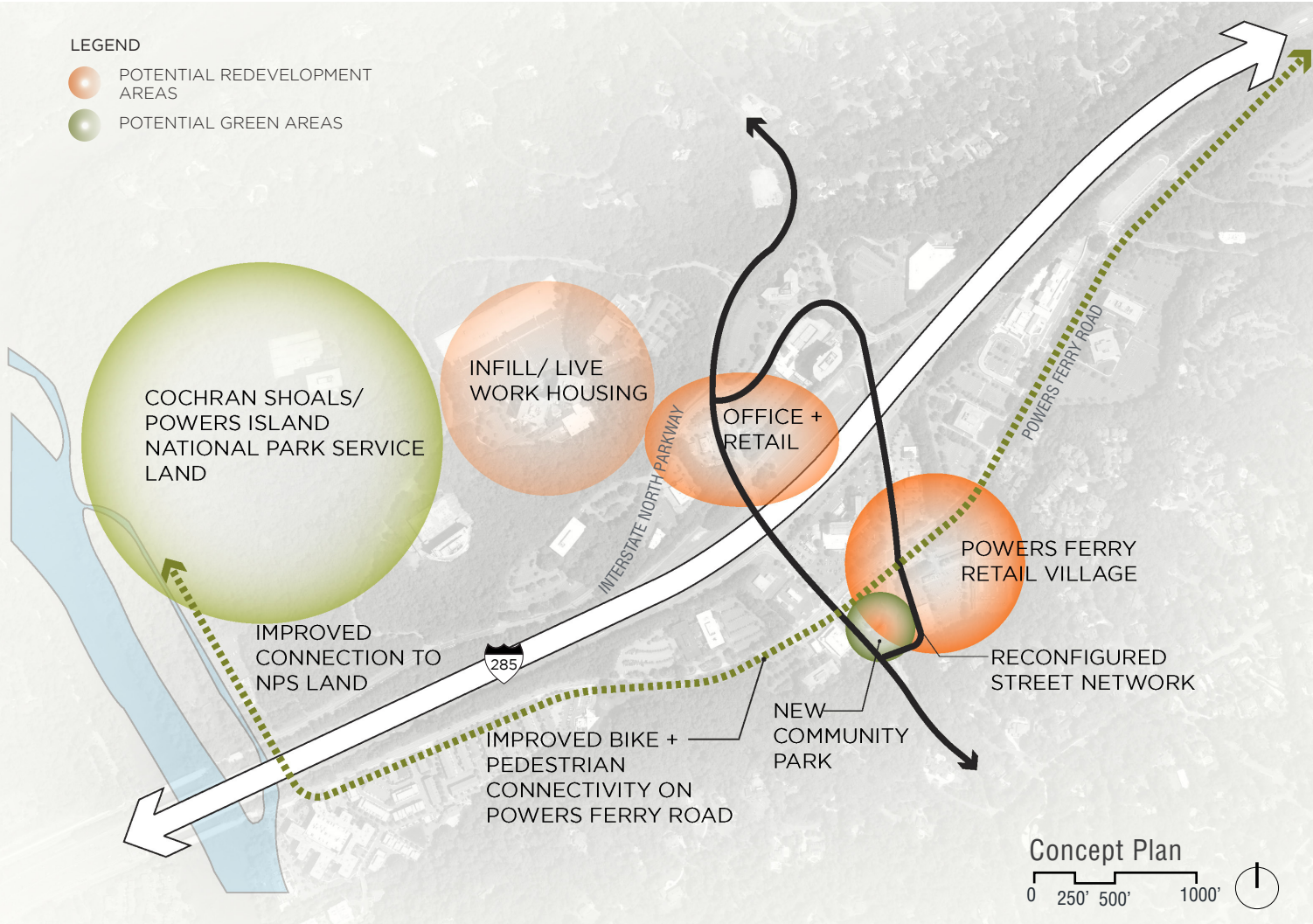
Sandy Springs, GA

# CONCEPT FRAMEWORK

Situated at the edge of the Chattahoochee River, the Powers Ferry neighborhood can be thought of as a smaller village in Sandy Springs’ constellation of places.

The area has some of the City’s most prominent natural assets, including Chattahoochee River access and Powers Island recreation. It also has a diverse mix of existing land uses ranging from single family residential to a series of established office campuses. The Small Area Plan for Powers Ferry builds upon these existing assets and protection of the existing residential neighborhoods with modest improvements that will provide a center, or heart, for the area by establishing more retail and other amenities that are consistent with a main street more typically associated with a village.

This plan also promotes better connections to existing amenities. The development of this plan has incorporated City-led strategies for management of traffic from SunTrust Park (Braves Stadium) and its supporting residential and commercial development, located west of Powers Ferry on Interstate 285. It augments these management approaches with neighborhood-focused improvements for the Powers Ferry area addressing existing concerns noted by residents and community stakeholders. These include providing enhanced access to the Chattahoochee River and National Parks Service land from the south side of I-285, promoting a slower and more pedestrian-focused experience along Powers Ferry Road, reconfiguring the street network to maximize smaller-scaled development potential, and knitting together existing pad retail sites into a more consolidated center.





## ROADWAY NETWORK

Powers Ferry is the western gateway to Sandy Springs for drivers traveling east on I-285. This is centered on an interchange at Northside Drive and New Northside Drive, which functions as a one-way pair and intersects with Interstate North Parkway and Powers Ferry Road, both of which are parallel to I-285 to the west of the interchange and also cross the Chattahoochee River.

As such, the existing street network allows for efficient access to and from I-285, but creates a disconnected urban environment to the immediate south of the site with one-way streets complicating circulation. Because Powers Ferry Road continues to the east of the interchange and connects to other streets in Sandy Springs, motorists may also use it to avoid congestion on I-285, diverting cut-through traffic in nearby neighborhoods. To the north, Riveredge Parkway provides access to a number of office campus sites, and provides a second means for southbound on Northside Drive to connect to Interstate Parkway North.

This plan does not propose any additional streets be added to the current network, but does propose enhancement to the network to increase potential for redevelopment in the area. North of I-285, the plan recommends on-street bicycle facilities on Riveredge Drive and New Northside Drive. This might

include a dedicated lane (if roadway width permits), or a sidepath, but either is intended to better link the two sides of the expressway. Along Interstate North Parkway and Powers Ferry Road, the plan also recommends taking advantage of the wide right-of-way by adding a buffered shared bicycle and pedestrian path to facilitate non-vehicular east-west movements in Powers Ferry—especially to allow crossings of the Chattahoochee River.

South of I-285, the plan suggests consideration be given to converting Northside and New Northside Drive to two-way traffic flow and realigning New Northside's southern end. Even with a one-way flow preserved, the plan recommends realigning the fork from Northside into more of a rectilinear grid with 90-degree intersections. The distance between Northside and New Northside Drives would follow a more typical urban block dimension, enhancing the potential of Powers Ferry Road as a main retail village street.

Most importantly, changing the roadway network in this area would help establish a larger land parcel where the triangle parcel is located, allowing for a more consolidated retail center experience to the east of Northside Drive; it also allows the area to evolve into a more pedestrian-friendly environment that is better connected to adjacent neighborhoods.

### CURRENT NETWORK



### PROPOSED NETWORK



I-285 at Powers Ferry Area, Sandy Springs, GA



I-285 at Powers Ferry Area, Sandy Springs, GA



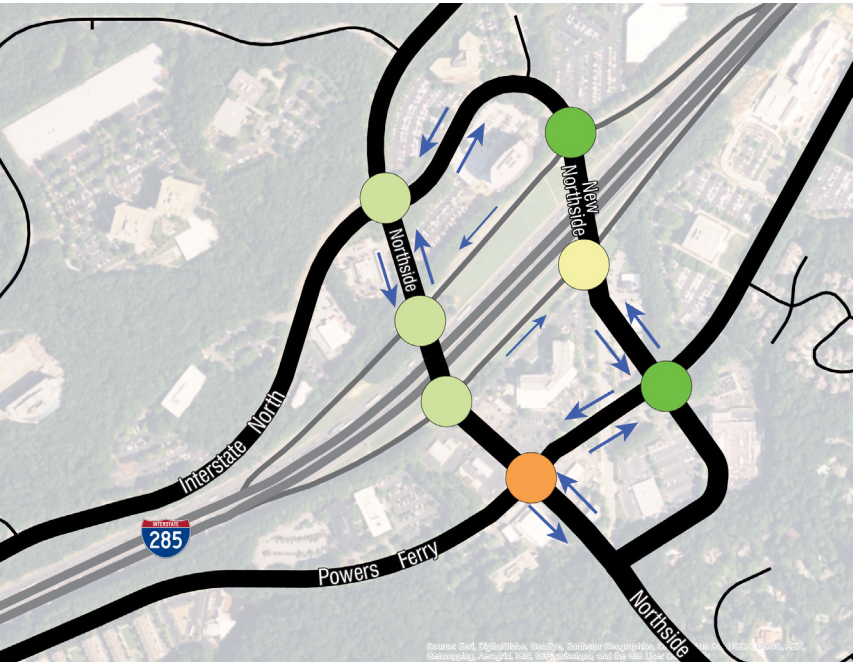
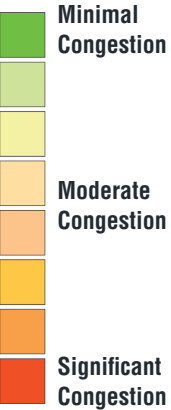
POTENTIAL RECONFIGURED NETWORK

As reconfiguration of the street network is a key component of the plan, it is important to understand how traffic operates, especially given the growth in traffic expected from development in Powers Ferry and nearby. In the future, as the City continues to manage traffic operations and to review impacts of new development, the City may wish to consider further changes to the Powers Ferry street network,

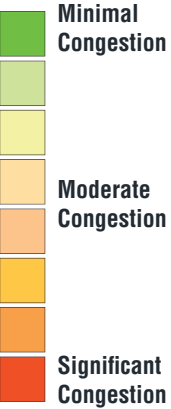
especially conversion of Northside and New Northside Drives to two-way traffic flow. The diagrams on the following pages illustrate how traffic is forecast to operate at the signalized intersections in the Powers Ferry area, pointing out where the plan should incorporate key mitigation steps to ensure that the overall street network continues to operate efficiently.



**CURRENT NETWORK**  
In the current street configuration, intersections operate with low levels of congestion, with the average delay at each intersection in afternoon peak hours being less than 30 seconds.



**TWO-WAY STREETS**  
Most intersections would continue to experience low levels of delay, with the Powers Ferry/Northside intersection being a notable exception. However, this increase could be balanced with adjustments to signal timing that would bring congestion and delay back to levels comparable to surrounding intersections.

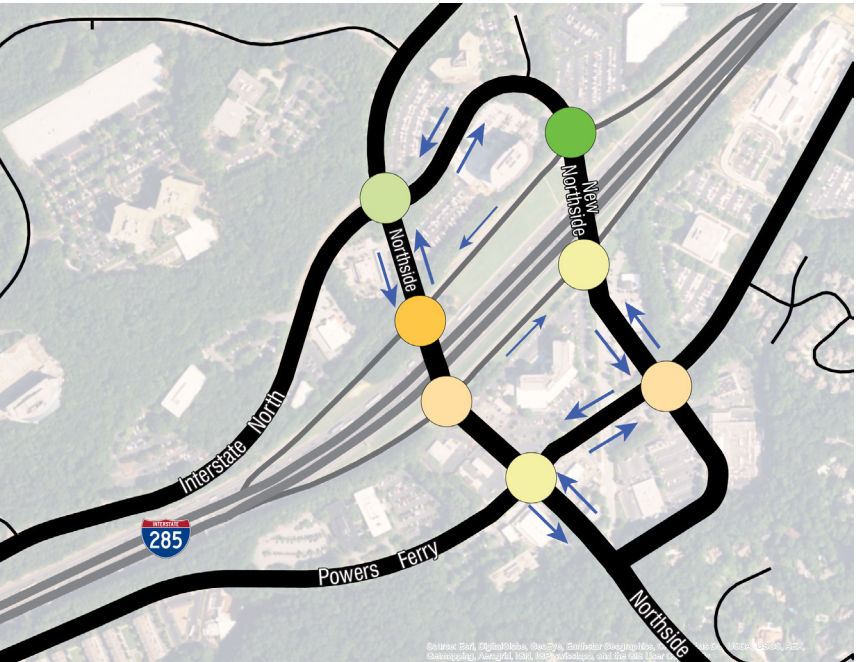
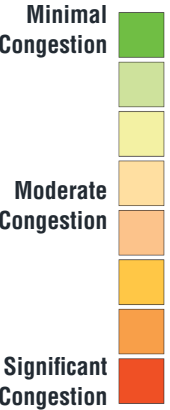


POTENTIAL RECONFIGURED NETWORK

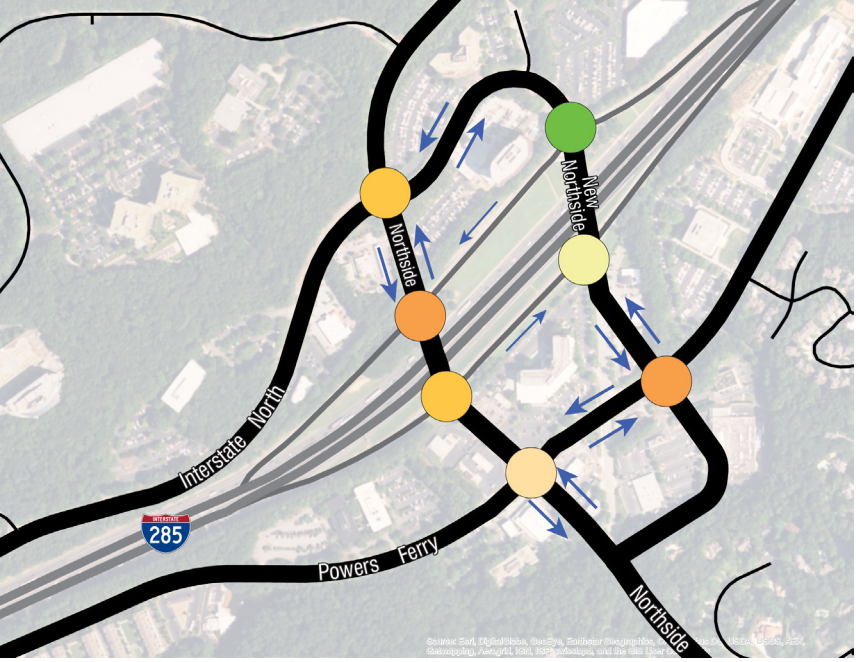
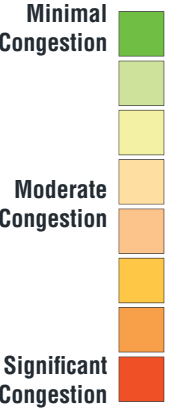
These forecasts also take conservative assumptions with regard to traffic growth, assuming that half of the area's new traffic related to the SunTrust Park mixed-use development may travel through the Northside/New Northside interchange during peak hours. Lesser amounts of traffic may actually use this route,

especially if the City's other proposed steps to manage traffic impacts of SunTrust Park on City streets achieve their desired effect. If there is less traffic added to the Powers Ferry surface streets (in other words, if it remains on I-285 until its destination), the City may have additional flexibility to pursue two-way conversion of traffic flow.

**POWERS FERRY REDEVELOPMENT**  
Intersections begin to experience added delay, especially at the intersections controlling I-285 ramps. However, this assumes that more traffic previously required to use one-way streets can now use either street and turn left directly onto ramps. Signage and wayfinding can help to manage this flow and guide motorists to the ramps in the most efficient manner to continue managing congestion.



**POWERS FERRY AND SUNTRUST PARK REDEVELOPMENT**  
Assuming that traffic related to SunTrust Park's retail and commercial village might pass through the Powers Ferry intersections, congestion is expected to increase. However, wayfinding and signal timing approaches can further reduce this congestion and allow these intersections to operate more efficiently.





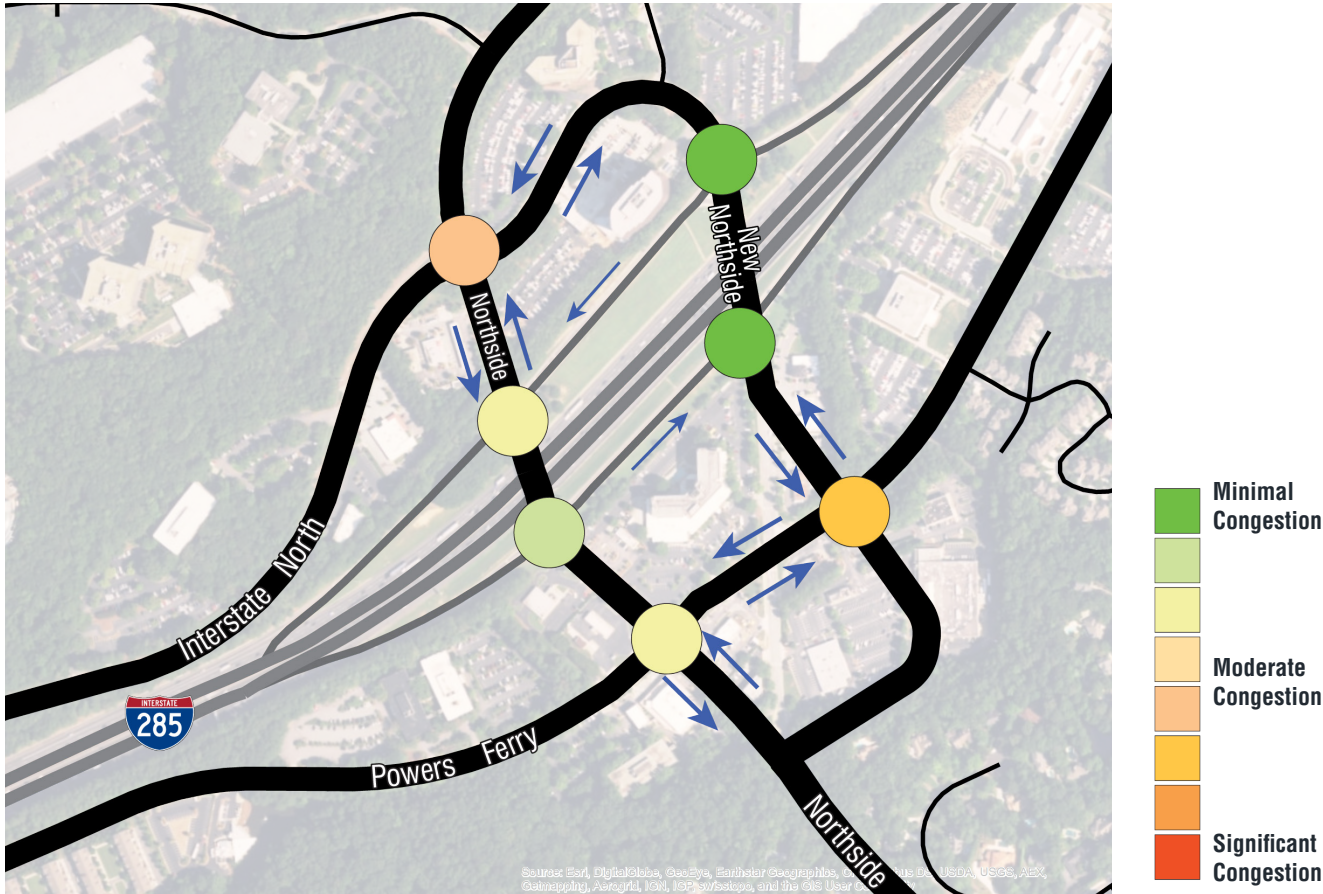
TRAFFIC MANAGEMENT FOR A STRONGER NETWORK

It is possible to modify the street network without changes to traffic flow and increases in congestion, although achievement of two-way streets would allow added route choice for motorists and create a more amenable environment for pedestrians and businesses. The plan suggests that such a reconfiguration be considered, but it also recognizes the importance of managing congestion, especially at intersections that tie into I-285 access (where GDOT will maintain control over intersection signal operations to reduce congestion on ramps and onto the mainline freeway).

The following steps are recommended not only for this, but also for better managing traffic both in and outside of the Powers Ferry district.

- 1. Install signage and wayfinding to navigate the district and clearly indicate where streets offer no access to SunTrust Park or I-285. This is a critical step in preparing for the opening of the Park in 2017 and complements other steps being taken to manage traffic impacts to City of Sandy Springs streets.

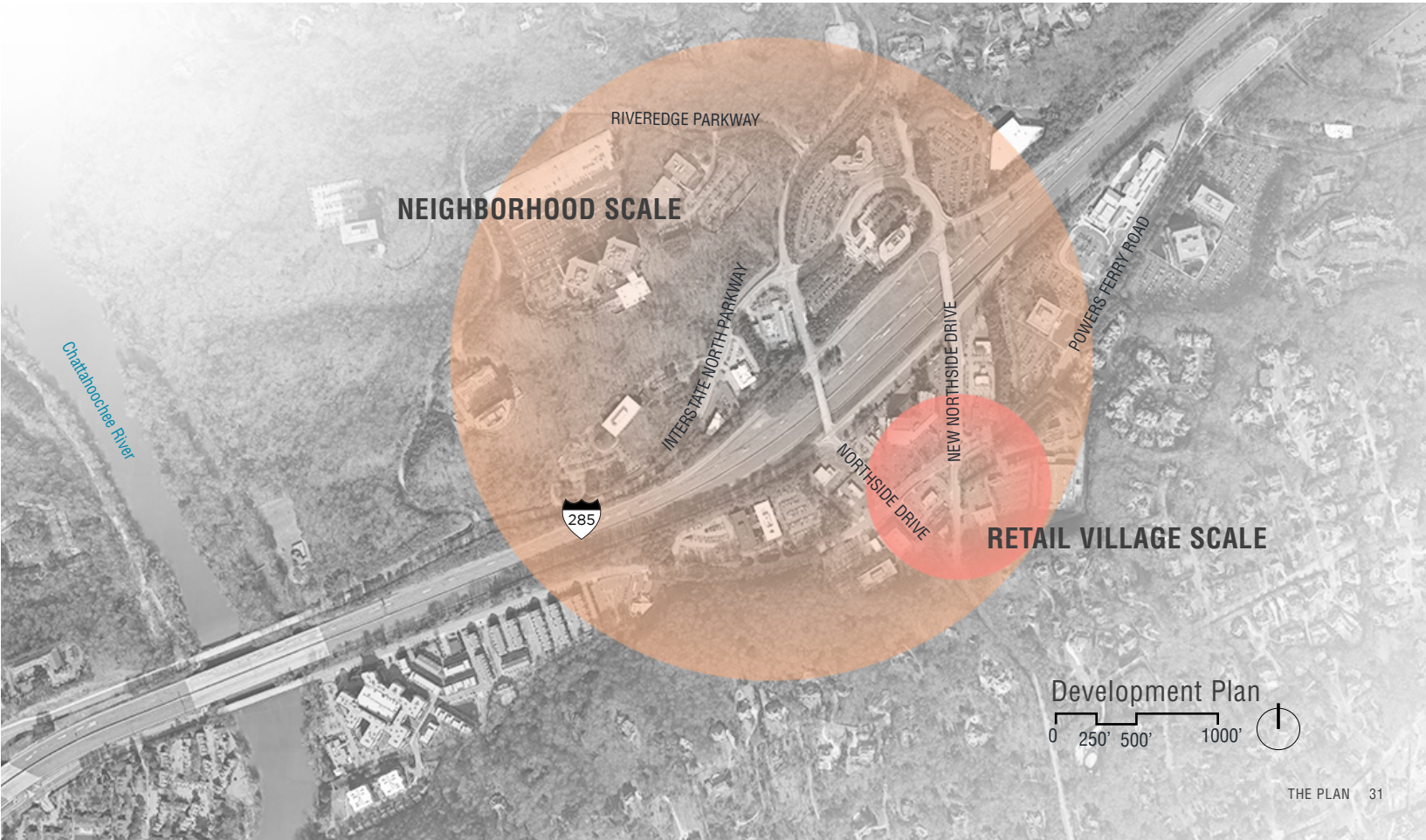
- 2. Continue evaluation of the two-way network to identify potential traffic impacts and to use the network to guide traffic more efficiently to Powers Ferry Road and Interstate North Parkway west of Northside Drive.
- 3. Study options and determine the best approach for conveying right-of-way for the southern fork connection of New Northside Drive, working with developers as needed to assemble this land into surrounding parcels to create a more developable site.
- 4. Upon redevelopment, secure sufficient right-of-way along Powers Ferry Road, Northside Drive and New Northside Drive, especially along the southeast corner of the Powers Ferry/Northside intersection, to add capacity to this intersection in order to mitigate traffic impact.
- 5. Enhance signage and wayfinding to promote access throughout the district—for example, allowing westbound exiting traffic from I-285 to turn left on New Northside Drive to access Powers Ferry.



Plans for the Powers Ferry area illustrate two scales of potential improvements.

The **first, larger, scale** includes areas on both sides of I-285, north to Riveredge Parkway and south to where Northside Drive splits. At this scale, the plan is focused more on enhanced connections and will be referred to as “the neighborhood scale”.

The **second, smaller, scale** focuses on the area immediately around the Wyndham Hotel and Northside Drive, and is focused on potential redevelopment opportunities and land use realignment. This scale will be referred to as the “retail village” plan scale.





NATURAL AREA / GREEN SPACE NETWORK

CREATE A CONNECTED GREEN/OPEN SPACE NETWORK

At the neighborhood scale, Powers Ferry already has a number of established public and private natural resource assets. Along the water, the Chattahoochee River National Recreation Area (CRNRA) including the Powers Island location is a popular hiking and walking destination, administered by the National Park Service and linked to a network of other recreation areas such as nearby Cochran Shoals. Numerous stream corridors traverse the neighborhood, feeding into the river. Large forested office campuses and wooded single family lots make the area a green place.

At the neighborhood scale, no major additions to this existing natural network are planned. However, the plan does call for a new bicycle and pedestrian connection underneath the existing I-285 overpass to allow enhanced access to the Powers Island National Recreation Area entry for users to the south of the highway. As headroom in this area is constrained, a ramped trail will need to be constructed between

Powers Ferry and I-285 that will connect users to the river. A shared-use path, similar to that on the Cobb County side, will be constructed parallel with the water's edge that connects users to Interstate Parkway North, and into the park entrance. Additionally, it is recommended to create a pedestrian and bike connection across the river along I-285 to connect with the trails on the Cobb County side. The City should work with Cobb County and the Cumberland Community Improvement District to improve bicycle connections from western Sandy Springs and the Powers Ferry district into the greater Cumberland area, especially SunTrust Park and the Battery mixed-use development adjacent to it. Although Sandy Springs has jurisdiction only for its portions of any bicycle networks, it will promote bicycle use and work to add necessary bicycle amenities (such as racks and other end-of-trip facilities) along its routes to encourage bicycle use as a connection to this district.

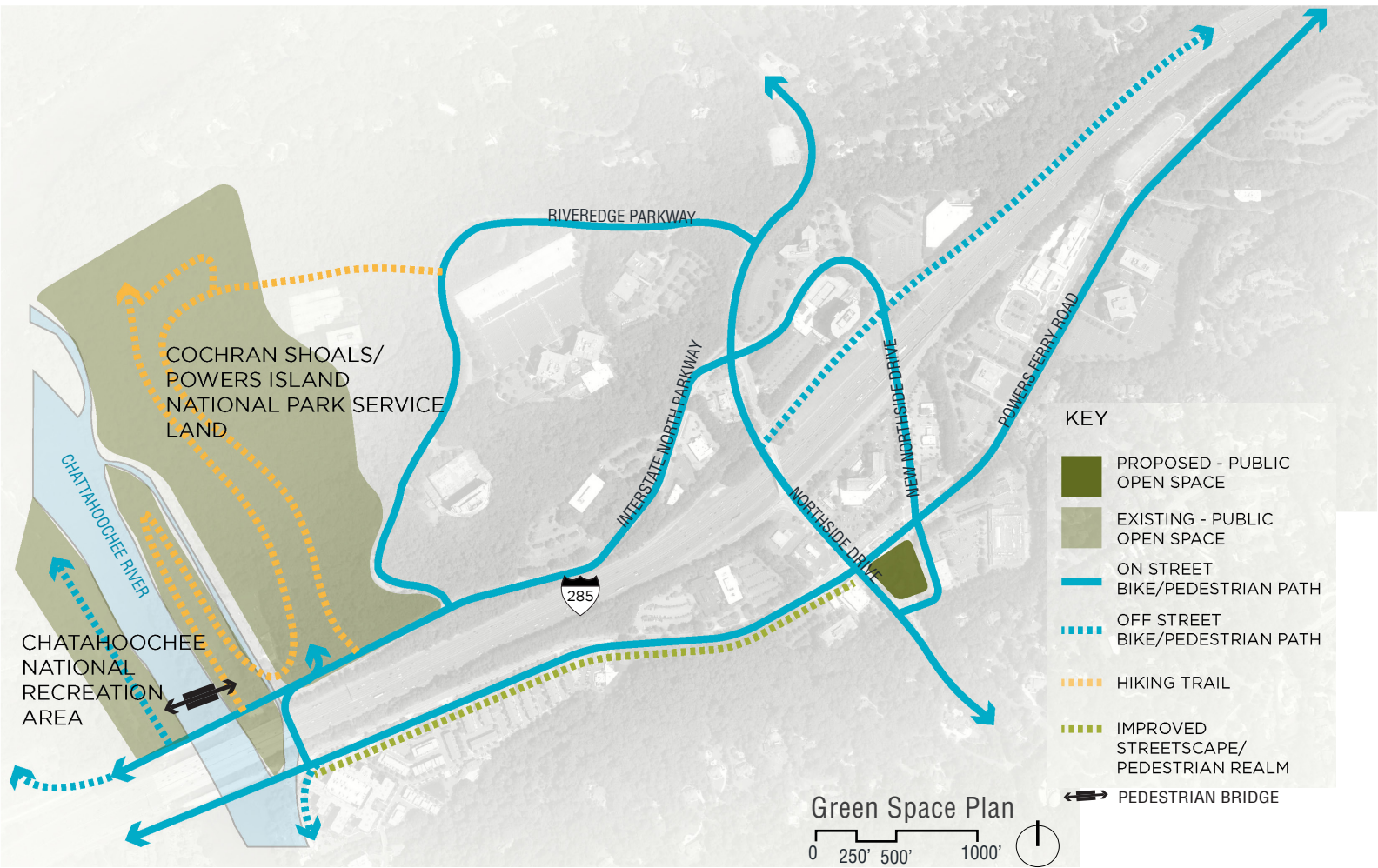


NATURAL AREA / GREEN SPACE NETWORK

At the retail village scale, a new town green is proposed. This new urban park will be located to the west of Northside Drive and will serve as a central focal point for retail activity. It will be designed for both active and passive recreational uses and community programming, such as concerts and farmers' markets. Retail will surround this new town green on at least two sides, providing a vantage point for sidewalk cafe and other active street uses. One of the most notable limitations of the area's street network is the barrier created by I-285, especially toward the Chattahoochee River where residential land uses are separated from the CRNRA amenities. The

bicycle-pedestrian connection proposed in the plan greatly reduces the distance between these two points - from nearly two miles along the street network to under a quarter-mile using the trail connection.

This trail connection will be supplemented by pedestrian amenities, such as enhanced crosswalks and curb extensions, intended to reduce safety risk while crossing the surface street. After implementation, the City should continue to evaluate pedestrian and vehicle activity, installing traffic controls (such as rectangular rapid flashing beacons or pedestrian hybrid beacons) on Powers Ferry Road.

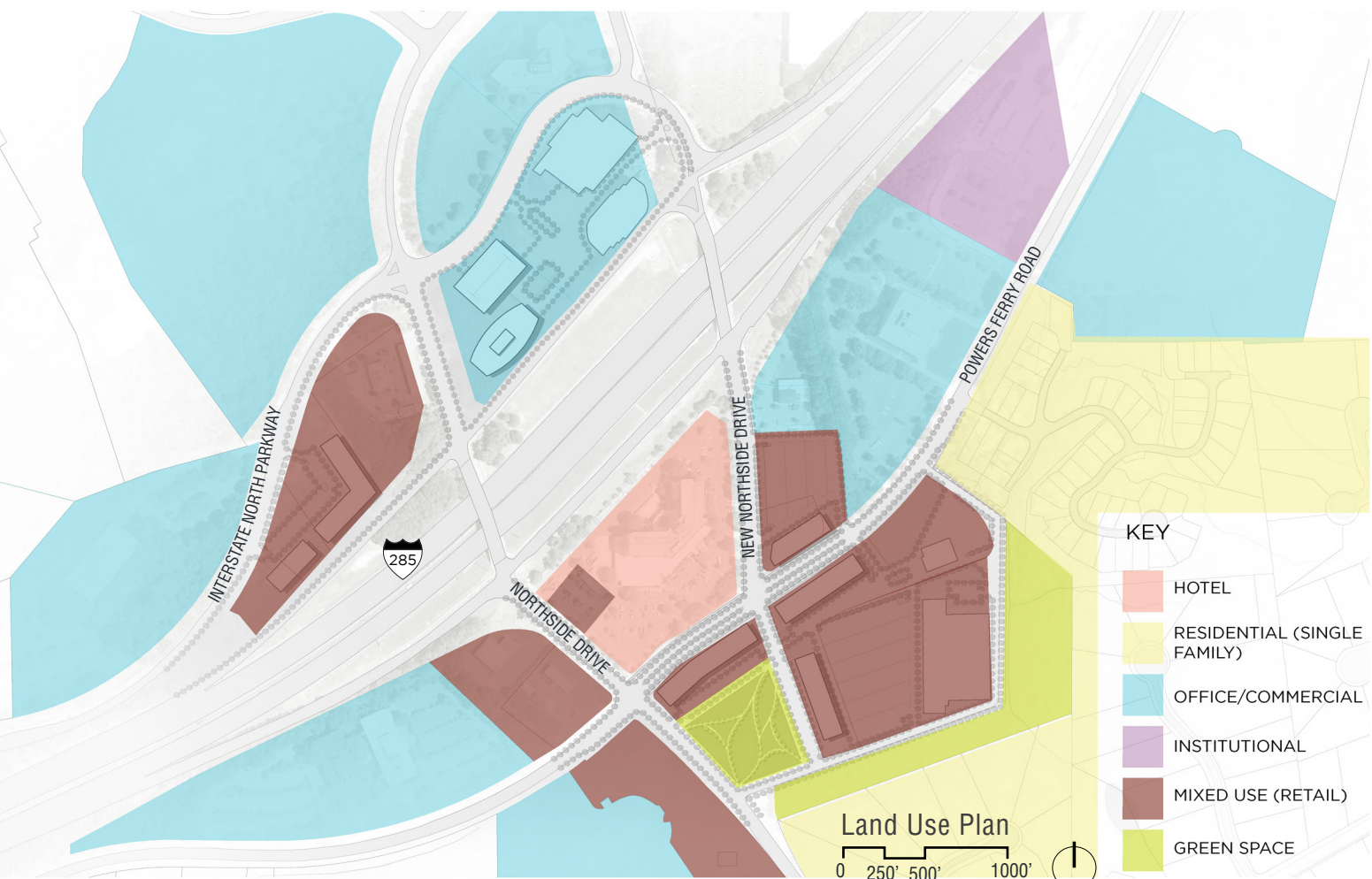




# LAND USE

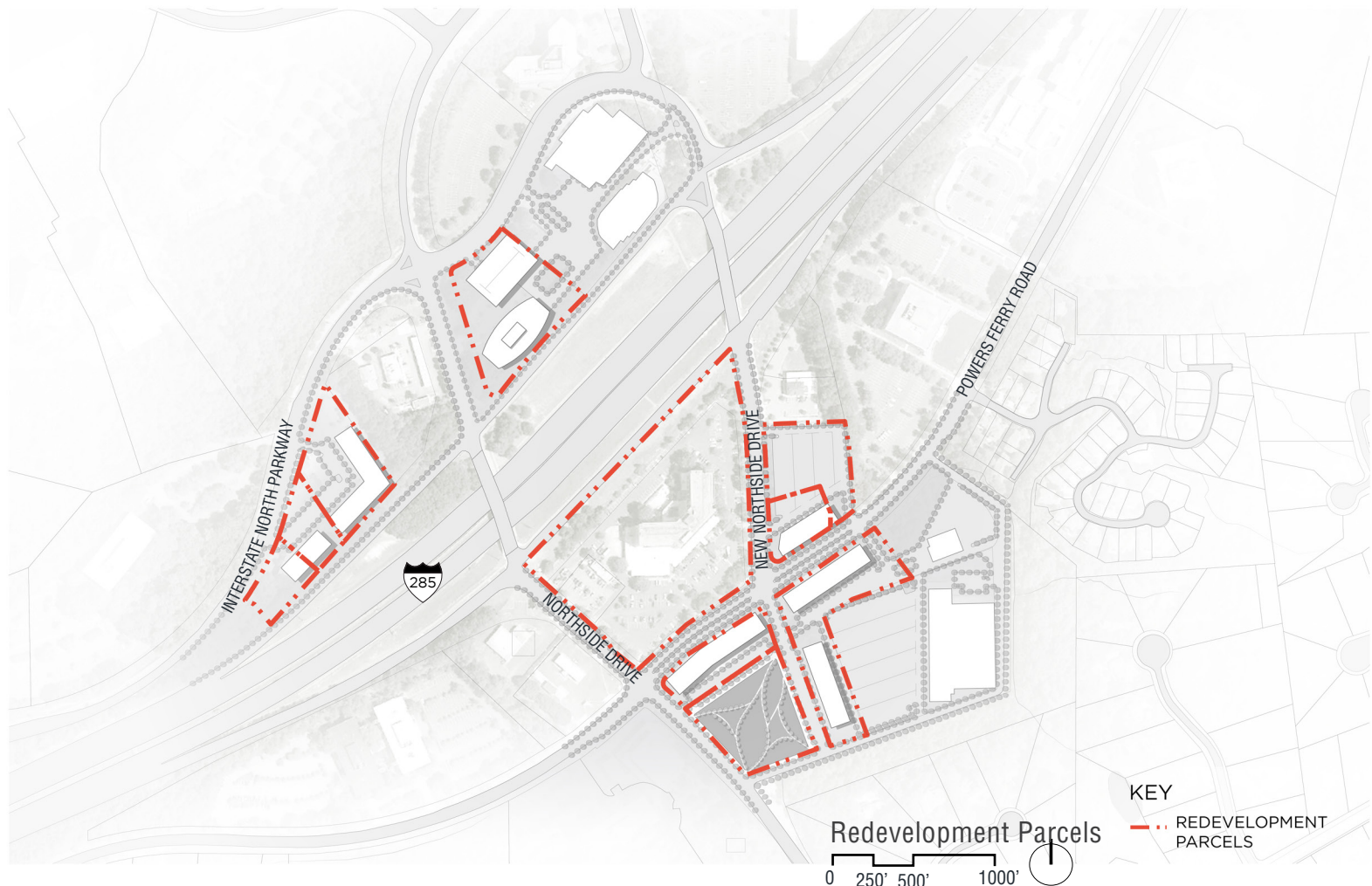
## CREATE A MIX OF LAND USES

Within the small area plan boundary, land use patterns will remain similar to current conditions with opportunity for some consolidation. The market analysis completed in conjunction with this plan identified the demand for additional housing in Powers Ferry. After discussion with area residents and stakeholders, the plan recommends integrating proposed residential uses with the existing office campus parcels along Riveredge Parkway. While wholesale conversion of these parcels into residential is unlikely, this plan acknowledges the possibility that some of these larger parcels could be subdivided at their edges to provide for development of smaller townhome properties over time. This could provide increased housing in close proximity to existing office buildings and could help to create more of a mixed environment of various land uses.



# REDEVELOPMENT PARCELS

A modest increase in demand for community-serving retail is also anticipated in Powers Ferry. The primary focus of this retail will be consolidation and expansion in the area to the east and south of the Wyndham Hotel. The existing Publix supermarket will be retained, while surrounding parcels will be filled in with more street-fronting retail. While this area was originally envisioned as the primary area for retail consolidation, input from the community also identified a second location for improved retail to the north of I-285, west of the existing gas station on Northside Drive. Development of a retail area (perhaps food and beverage-driven) in this location could provide an additional amenity to employees of the office campuses around Riveredge Parkway. Due to topography, users may walk downhill to these locations (eliminating lunchtime car trips), but would be less likely to cross I-285 to the retail village area.



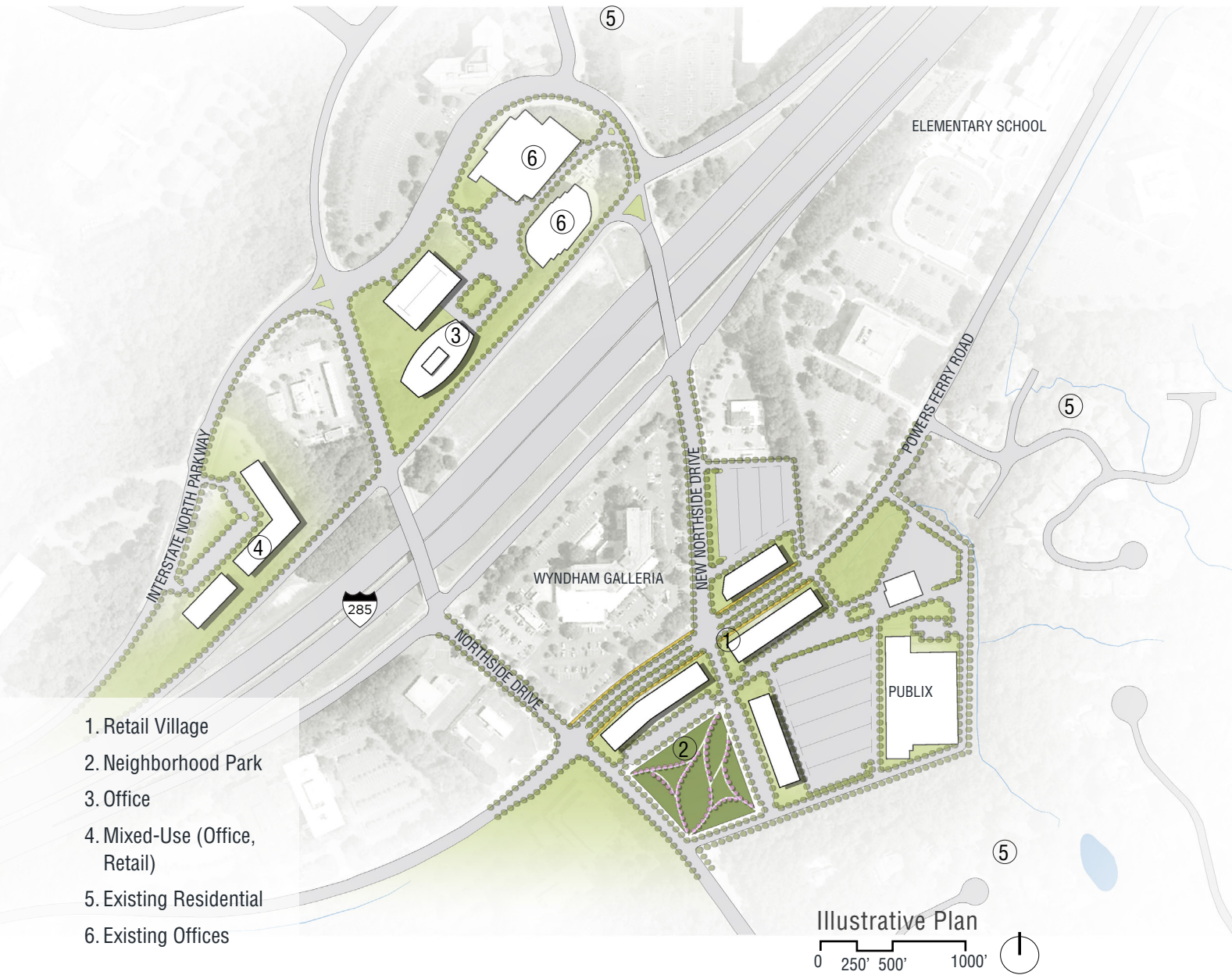


# REDEVELOPMENT PARCELS

## ILLUSTRATIVE PLAN

The illustrative plan for Powers Ferry depicts how consolidation of retail around a central town square space may occur. The plan anticipates retail fronts on both Powers Ferry Road and along the new square. A combination of pull-in and parallel parking around the square will provide for ease of use by residents running errands. A cohesive streetscape,

including coordinated hardscape, lighting and street furnishings, will provide a more pedestrian-oriented environment and proximity of stores will encourage foot traffic to multiple stores and discourage driving and parking at independent retail locations, each with its own parking lot.



# REDEVELOPMENT PARCELS

## PRECEDENT IMAGES





# REGIONAL MOBILITY - FUTURE CONSIDERATION

## PREPARING POWERS FERRY FOR A TRANSIT FUTURE

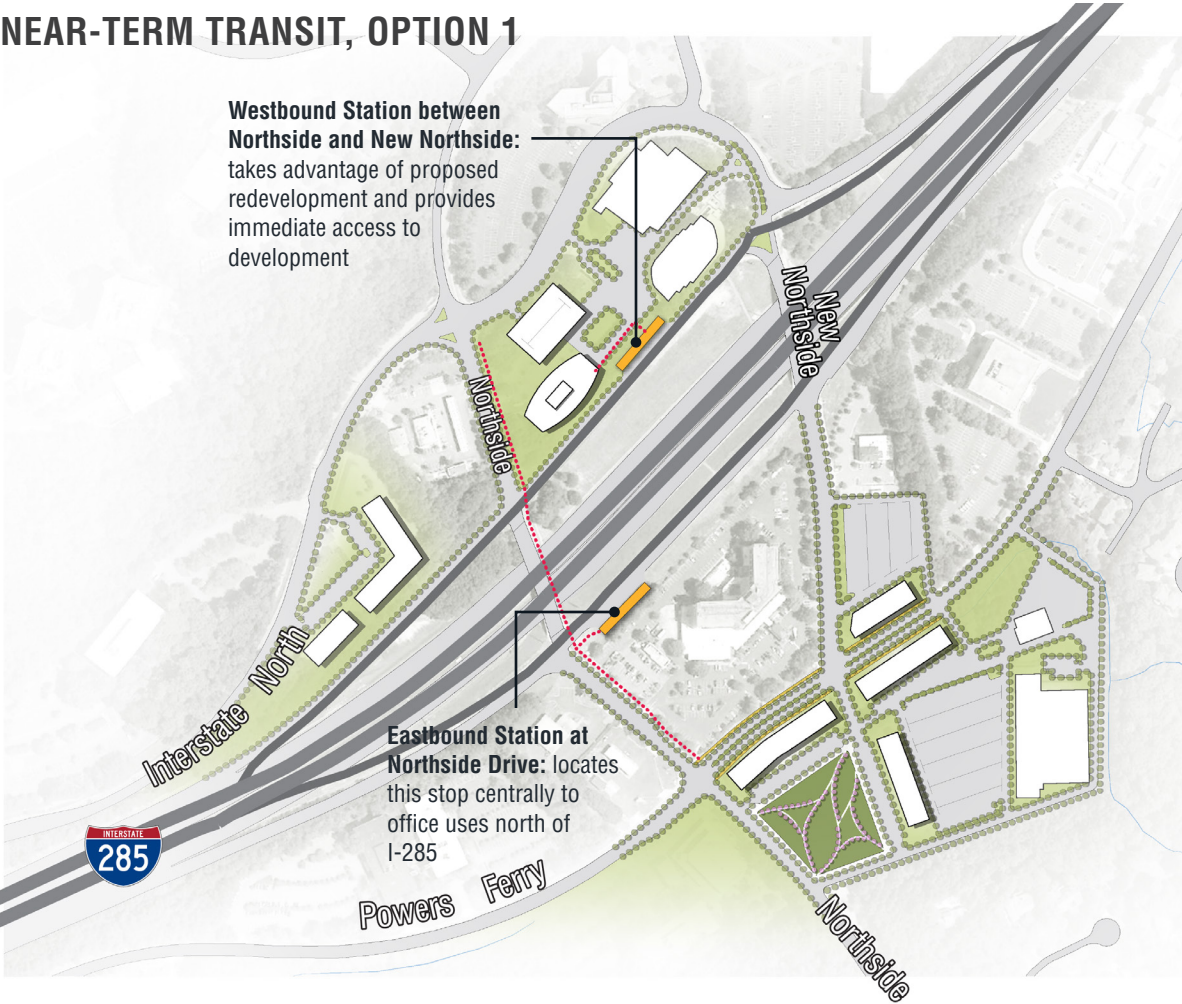
Prior to the development of this plan, the City has been exploring multiple options and potential projects to enhance regional mobility along the I-285 corridor, especially with the opening of SunTrust Park in Cobb County. One of these options involves using transit service to carry passengers east and west along I-285, and the Powers Ferry district could benefit from such a service through the increased commuting options that this would bring.

GDOT has also explored transit service along I-285 through its *revive285* study and planning concept. Although none of the alternatives currently considered in *revive285* is intended to include transit stops at Powers Ferry, focusing instead on express service between the Cumberland and Perimeter employment areas, the Powers Ferry area offers additional

ridership potential through the employment already in the district. In addition, the redevelopment proposed in this plan may allow potential for parking facilities to help support transit, especially in non-peak periods and times of special events.

The diagrams below and on the following page identify two options for short-term transit stop locations that work within the redevelopment concepts proposed in the plan. The City should work with MARTA, GRTA and other service providers to explore service options and identify operational priorities for enabling this service. It should also continue to coordinate with GDOT on *revive285* efforts to identify how transit stops in the Powers Ferry district may be fit into overall corridor plans.

### NEAR-TERM TRANSIT, OPTION 1



**LEGEND**

- Stations
- Pedestrian Enhancements

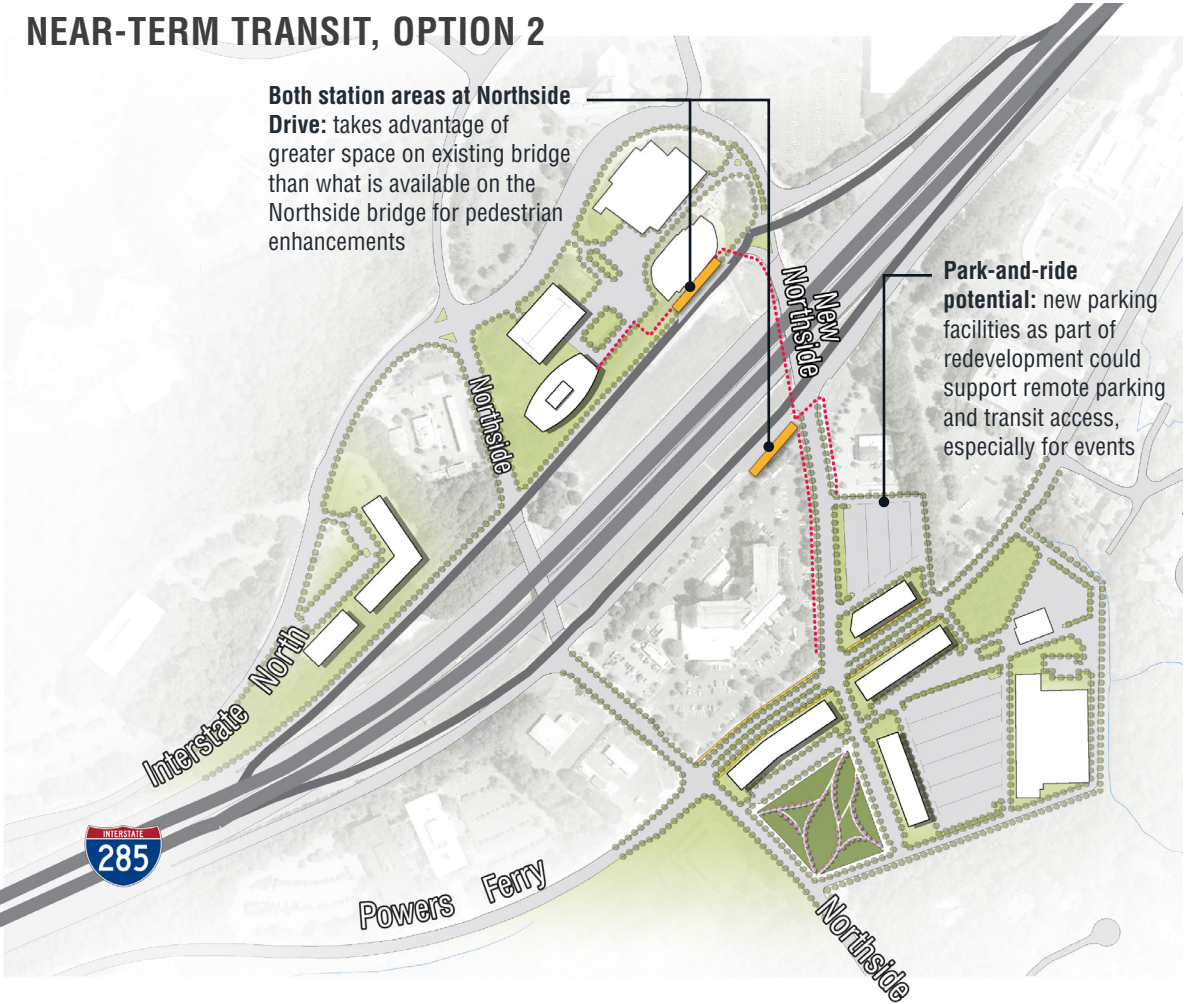
# REGIONAL MOBILITY - FUTURE CONSIDERATION

## PREPARING POWERS FERRY FOR A TRANSIT FUTURE

The transit concept envisioned with these enhancements is part of the east-west I-285 transit recommended in the Next Ten Comprehensive Plan's 'family of transit services' concept; this corresponds generally with *revive285* options and is intended to provide a more regional focus. However, these enhancements may also serve more local applications, and the current MARTA local service (Route 148) could use them.

The transit station locations as illustrated in these diagrams are proposed with efficient transit operations in mind, and as such, do not envision that regional east-west transit will divert onto neighborhood streets where they are separated from the I-285 corridor. The plan does not recommend a specific technology, recognizing that ongoing studies from GDOT, MARTA and other transit partners are analyzing information to select an appropriate transit mode for corridor needs. Nonetheless, this transit service, which will be located near (but not in) existing single-family neighborhoods, should use a technology that minimizes community impact such as noise or construction of major structures.

### NEAR-TERM TRANSIT, OPTION 2



**LEGEND**

- Stations
- Pedestrian Enhancements



# IMPLEMENTATION

This section consists of the following:

- Implementation Matrix



IMPLEMENTATION MATRIX

RECOMMENDATIONS	ACTIONS	RESPONSIBLE PARTIES	TIMELINE
IMPROVE PEDESTRIAN AND BICYCLE CONNECTIVITY BETWEEN EXISTING DESTINATIONS	Issue RFP for mobility plan & feasibility study of planning area	City of Sandy Springs, GDOT	1-3 years
	Select consultant & study (study to address need and cost for new and expanded bicycle & pedestrian facilities and connection to Powers Island/Cochran Shoals National Park Service Land)	City of Sandy Springs, GDOT	
	Design & construction of improvements	City of Sandy Springs, GDOT, National Park Service	3-9 years
DEVELOP WALKABLE AMENITIES FOR AREA RESIDENTS AND WORKERS, INCREASING OPTIONS FOR SHOPPING AND ACCESS TO RECREATION	Issue RFP for feasibility study for reconfiguring of Northside & New Northside Drives	City of Sandy Springs, GDOT	1-3 years
	Select consultant & study	City of Sandy Springs, GDOT	3-6 years
	Engage current property owners/stakeholders of land impacted by potential road realignments; establish strategy for right-of-way acquisition	City of Sandy Springs, GDOT	1-3 years
	If feasibility studies and community acceptance determine roadway reconfiguration is a preferred option, design & construction of road reconfiguration; coordinate with planning process for “Retail Village” below.	City of Sandy Springs (Public Works, City Manager, Planning & Zoning), GDOT	6-9+ years

IMPLEMENTATION MATRIX

RECOMMENDATIONS	ACTIONS	RESPONSIBLE PARTIES	TIMELINE
CREATE A CONSOLIDATED “RETAIL VILLAGE” THAT WILL SERVE LOCAL RESIDENTS AND BUSINESSES AND PROVIDE A CENTER FOR COMMERCIAL ACTIVITY	Engage current property owners of parcels identified for redevelopment as retail village to determine potential development tracks	City of Sandy Springs (City Manager, Economic Development, Planning & Zoning), current property owners	1-3 years
	Potential Tracks		
	1. Current owner takes on incentivized redevelopment of property, potentially through formation of public-private partnership		
	2. City acquires and redevelops properties, potentially through formation of public-private partnership		
	3. City acquires properties from current owners, and enters into a Master Developer Agreement with a private developer		
	Execute Land Transfer Agreement in accordance with preferred development track & approved concept plan (if required)	City of Sandy Springs (City Manager, Economic Development, Planning & Zoning), current property owners, Private Developer(s)	3-6 years
	Plan Review, Design & Construction	City of Sandy Springs Planning & Zoning, Private Developer(s)	6-9+ years



# APPENDIX

This section consists of the following:

- Image Credits





IMAGE CREDITS

**Pg. 12**  
(Top) Bing Maps  
(Bottom) 2007 Sandy Springs Assessment Report

**Pg. 13**  
Thomas Wolff, COSS Flickr

**Pg. 14**  
Bing Maps

**Pg. 15**  
Google street view

**Pg. 17**  
(Bottom Left) Google street view

**Pg. 18**  
Google street view

**Pg. 19**  
(photo swap)

**Pg. 26**  
(Top) Google street view  
(Bottom) Google street view

**Pg. 37**  
(Top) <http://press.visitphilly.com/media/4404>  
(Bottom Left) <http://aspenjournalism.org/2013/08/31/officials-mull-dangers-of-castle-creek-bridge/>  
(Bottom Right) <http://www.gregdubois.com/Galleries/Commercial-and-Portrait/Zagster-Shoot/i-7xqpb3M>



