



SANDY SPRINGS
GEORGIA

MOBILITY AND IMPLEMENTATION PLAN

POWERS FERRY TRANSPORTATION STUDY • MAY 2024

TABLE OF CONTENTS

INTRODUCTION	4
CURRENT CONDITIONS	6
COMMUNITY ENGAGEMENT.....	12
NORTHSIDE DRIVE/NEW NORTHSIDE DRIVE REPURPOSING.....	16
BICYCLE, PEDESTRIAN, AND TRANSIT ANALYSIS.....	25
RECOMMENDATIONS AND IMPLEMENTATION	26
IMPLEMENTATION PLAN AND ACKNOWLEDGMENTS.....	34

LIST OF APPENDICES

APPENDIX A: POWERS FERRY TRANSPORTATION STUDY EXISTING CONDITIONS MEMORANDUM

APPENDIX B: POWERS FERRY TRANSPORTATION STUDY TRAFFIC FORECASTING METHODOLOGY MEMORANDUM

APPENDIX C: COMMUNITY ENGAGEMENT SUMMARIES

APPENDIX D: POWERS FERRY TRANSPORTATION STUDY TECHNICAL EVALUATION MEMORANDUM

APPENDIX E: REPURPOSING NORTHSIDE DRIVE AND NEW NORTHSIDE DRIVE MEMORANDUM AND CONCEPT

APPENDIX F: SUMMARY TABLE OF RECOMMENDED PROJECTS

INTRODUCTION

BACKGROUND

Sandy Springs is a fast-growing city and a major employment hub in the Atlanta metropolitan area. Within the City, the Powers Ferry area is the second largest employment submarket and serves as the western gateway to both Sandy Springs and Fulton County¹. As a part of previous planning efforts, including the 2016 Powers Ferry Small Area Plan, this location was identified as an area of interest needing further transportation study.



The previous planning efforts by the City for the Powers Ferry study area include:

- [Powers Ferry Small Area Plan \(2016\)](#)
- [Sandy Springs Trail Master Plan \(2019\)](#)
- [Sandy Springs Transportation Master Plan \(TMP\) \(2021\)](#)
- [Next Ten Comprehensive Plan, 5-Year Update \(2022\)](#)

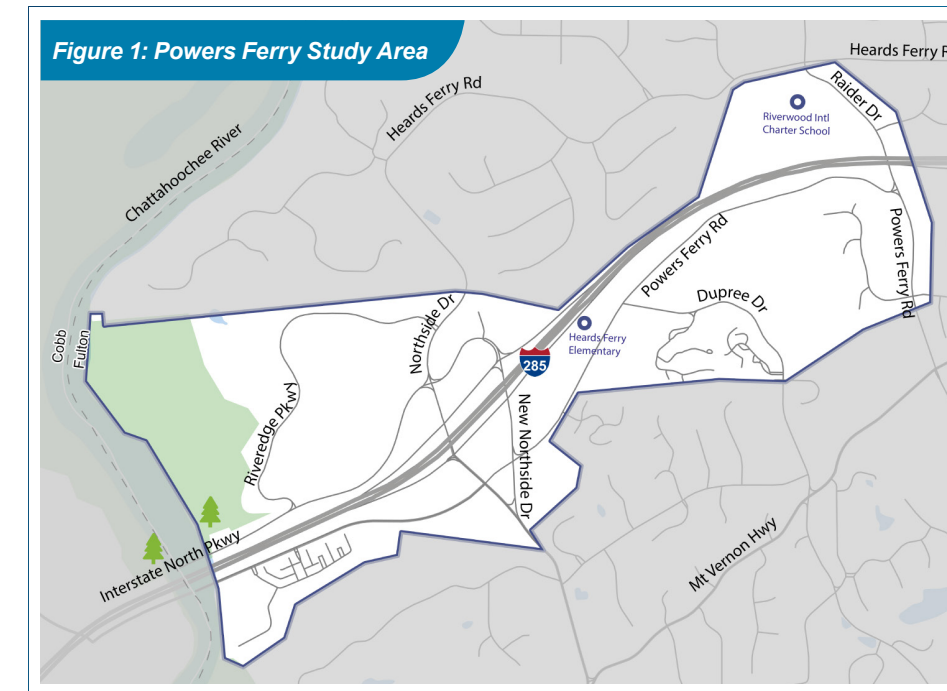
The Powers Ferry study area was identified as a neighborhood activity center with the potential for a 20-minute walkshed in the City's **TMP**; however, given the land use patterns and current infrastructure of the study area, transportation by automobile is the primary mode of transportation. While the **TMP** identified the challenges with expanding the active transportation infrastructure given the study area's hilly topography and the limited right-of-way along some existing roads, The **Sandy Springs Trails Master Plan** and the **TMP** recommend bicycle and pedestrian improvements in the study area.

The **Next Ten Comprehensive Plan, 5-Year Update** identified the Powers Ferry area as a location where a small area plan would be appropriate to foster neighborhood growth. The study area features stable large-lot single-family residential neighborhoods with proximity to community assets including Truist Park, City Springs, and Cumberland Mall. Furthermore, the study area is near popular natural resource areas such as the Chattahoochee River, Powers Island Park (Cochran Shoals), and the Powers Island Trail.

¹ 2020 Census Longitudinal Employer-Household Dynamics (LEHD)

The **Powers Ferry Transportation Study** is a technical transportation study building upon the key recommendations from the **2016 Powers Ferry Small Area Plan** intended to identify potential project recommendations and prioritize future transportation improvements in the area.

This **Mobility and Implementation Plan** is the culminating document of the **Powers Ferry Transportation Study** and provides further analysis of transportation ideas from the 2016 plan, analysis of Northside Drive/New Northside Drive to consider the reallocation of roadway space, and the prioritization of multimodal recommendations.



The study area is generally bounded by Heards Ferry Road to the north, Raider Drive to the east, Riverview Road to the south, and the Fulton/Cobb County line to the west. The study area features large-lot, single-family residential, commercial, and office land uses while incorporating National Park Service Lands that border the Chattahoochee River. The nearby Cumberland regional economic center is located two miles from the study area and has seen significant growth and development since the construction of Truist Park and The Battery.

PLAN VISION AND GOALS

The vision of this plan for the study area is to identify transportation projects that improve mobility and safety. The envisioned transportation improvements center around right-sizing the typical cross-section of key roadways in the study area while considering strategic investments in bicycle, pedestrian, and transit-supportive infrastructure.

This study focused on the following goals:

- **Conduct** a technical transportation evaluation of the study area
- **Identify** improvements to support all modes
- **Develop** an implementation plan to advance projects and strategies

STUDY PROCESS

The following activities comprised the study process:

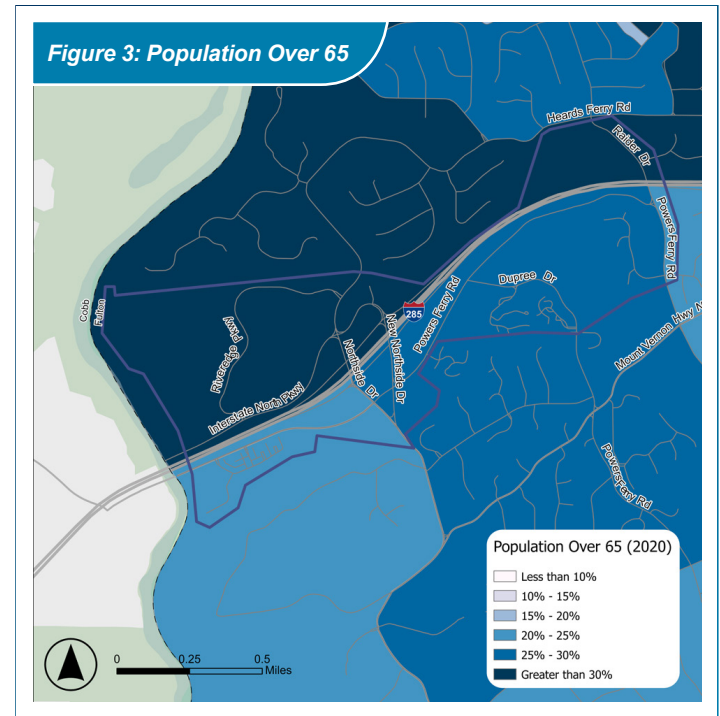
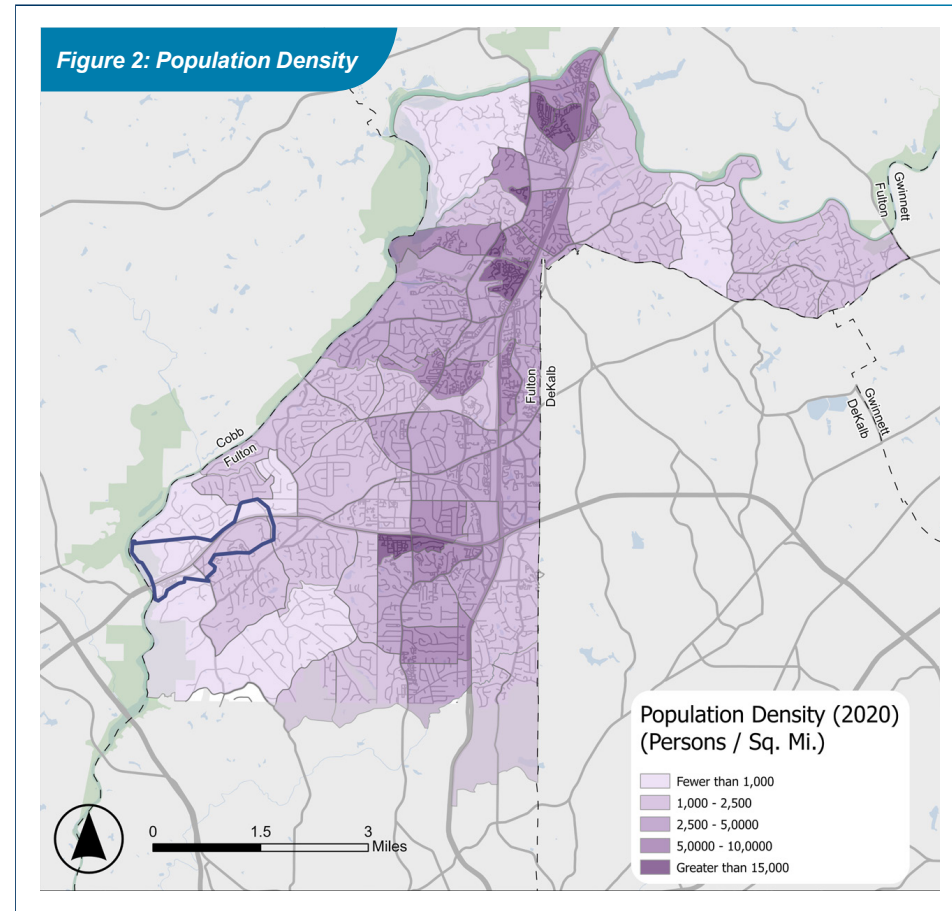
- **Understand** current conditions
- **Conduct** community engagement
- **Perform** technical analyses to validate transportation improvement ideas from the Powers Ferry Small Area Plan
- **Analyze** the Northside Drive/ New Northside Drive one-way pair for reconfiguration ideas
- **Prioritize** bicycle, pedestrian, transit, and roadway project recommendations

CURRENT CONDITIONS

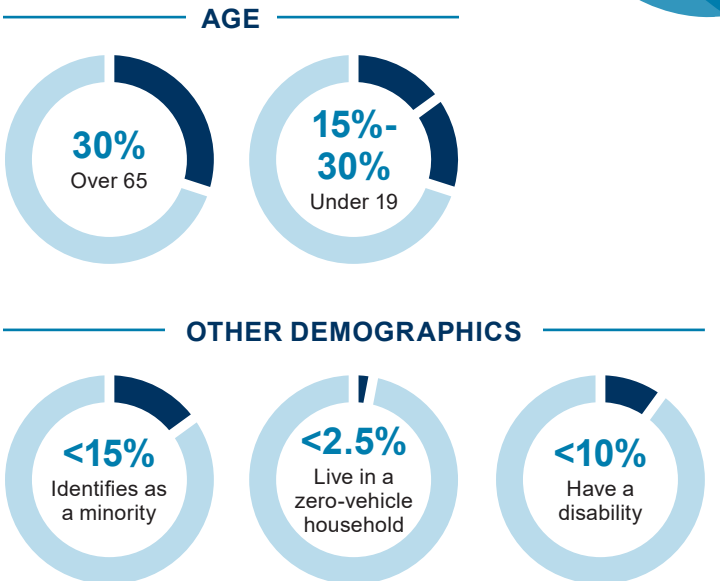
Understanding the current conditions of the community, market, and transportation system in the study area was critical before identifying improvements and developing recommendations. The project team gathered Geographic Information Systems (GIS) data to analyze and better understand the people, places, and transportation network in the study area. More detail is provided in the [Powers Ferry Transportation Study Existing Conditions Memorandum](#), included in [Appendix A](#).

PEOPLE AND PLACES DEMOGRAPHIC CONSIDERATIONS

Understanding the make-up of the community of people that live in the area helps to plan for transportation as well as to ensure that the project is incorporating representative feedback from the residents. While a portion of the study area is not residential, area-weighted calculations were conducted using census tracts to estimate the demographic trends in the vicinity. The population density in the census tracts comprising the study area is approximately 2,500 persons per square mile², making it among the lowest-density neighborhoods in the City. The study area population is projected to increase consistently with the City from 2020 to 2050.



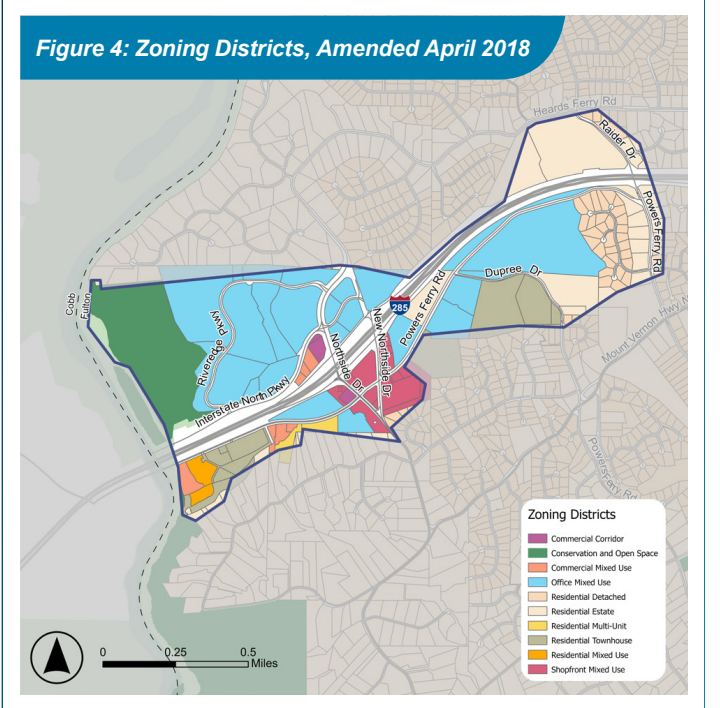
Other Notable Demographic Characteristics of the Study Area:



The study area is affluent with the median household income slightly above \$150,000, which is higher than the median household income for Sandy Springs of \$94,456³. Owner-occupied housing makes up nearly 90 percent of units near the study area. This stands in contrast to the Citywide trend, where 49 percent of units are owner-occupied⁴. Additionally, the 9 percent residential vacancy rate near the study area is similar to the 10 percent vacancy rate across the region.

LAND USE

The existing land use of the study area is established by the City's Zoning Districts map, as shown in [Figure 4](#). The study area mostly comprises office, retail, mixed-use, townhome residential, and multifamily residential with the areas immediately surrounding the study area being mostly residential detached. Given the study area's proximity to the Chattahoochee River, the western boundary is identified as a conservation area with passive green space. The Sandy Springs Comprehensive Plan identified Powers Ferry Village as a character area and focal area to grow amenities while also preserving the character of the surrounding single-family neighborhoods. Office space is an important component of the study area with roughly 3.2 million square feet of office space as of 2023⁵. Properties with large office space include Riveredge Summit, Riveredge Center, and the Intercontinental Exchange Building. There is currently no development or redevelopment activity underway or planned within the study area. There is some potential for new retail development given the low vacancy rates and limited supply. Additionally, there may be some potential for redevelopment or reuse of some existing office space, especially underutilized parking.



² Population Estimates – 1990 U.S. Census, 2000 U.S. Census, 2010 U.S. Census, and the Atlanta Regional Commission (ARC) Activity-Based Model (ABM). Note, Sandy Springs was incorporated in 2005, and Census boundaries have slightly changed over time for the study area.
³ Demographic Considerations, 2018 ACS
⁴ 2018 Renters versus Owners, Sandy Springs TMP

⁵ CoStar 2023 Data

EMPLOYMENT

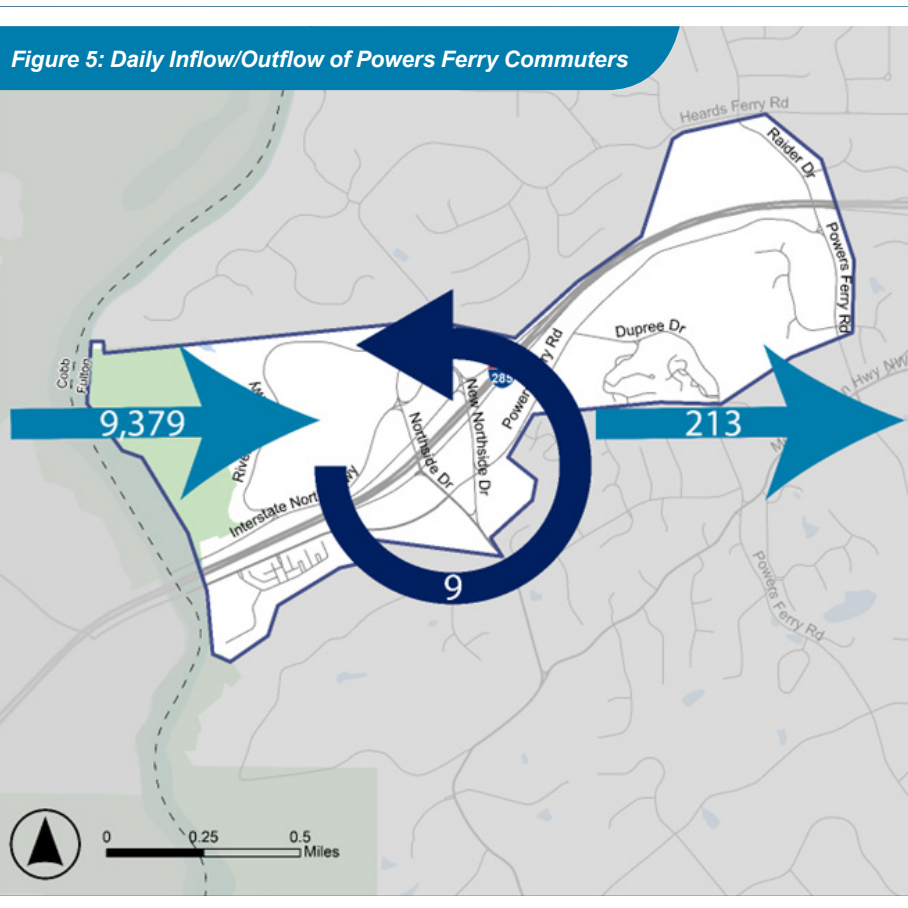
The Powers Ferry study area contains almost 8 percent of the jobs in Sandy Springs⁶. The largest industry in the study area in terms of employment is Finance and Insurance with over 3,800 employees. This is also the fastest-growing sector within the study area, adding more than 1,500 jobs since 2015.

Professional and Technical Services boasts the second-highest number of jobs with almost 2,500 employees.

Although Educational Services is the third-largest sector with 1,000 employees, this sector has the highest share of jobs within Sandy Springs with almost 30 percent of all jobs in the education sector within the City. The study area is home to multiple schools and the Fulton County Schools Administrative Center. Some of the largest employers in the study area include Riverwood International Charter School, Intercontinental Exchange, and Graphic Packaging International.

COMMUTING ORIGIN AND TRAVEL PATTERNS

Although fewer than 600 people live in the study area, more than 9,000 workers commute in each day. Roughly one-quarter of people coming into the area commute from the City of Atlanta or northern Fulton County, especially from other parts of Sandy Springs, Roswell, and Johns Creek. Another quarter commute from Cobb County, while roughly 10 percent travel in from DeKalb County, particularly its northern cities such as Brookhaven and Chamblee.



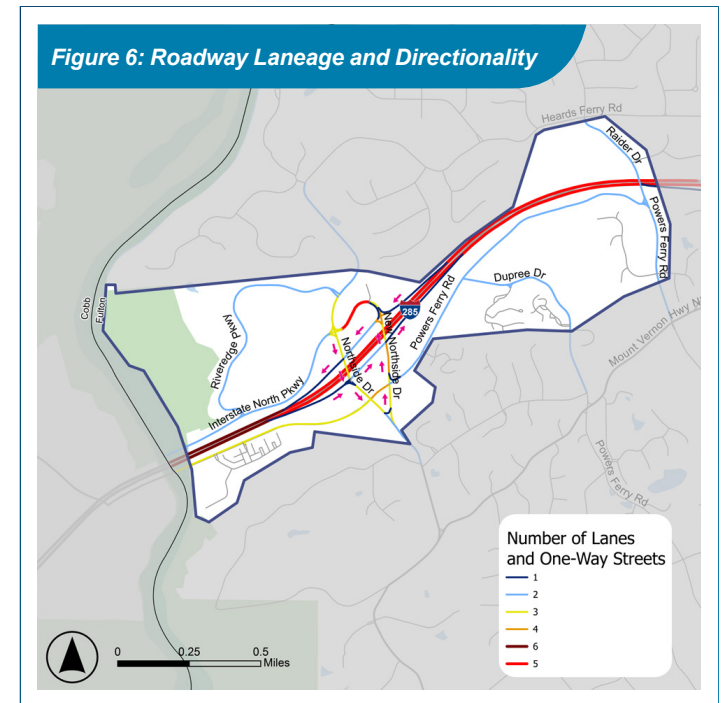
⁶ Employment, 2020 Census LEHD

TRANSPORTATION NETWORK AND PERFORMANCE

ROADWAY CHARACTERISTICS

The study area features roadways of local, collector, minor arterial, and interstate functional classifications. Interstate I-285 is a regional freeway connection that divides the study area from west to east connecting to neighboring Cobb County. Powers Ferry Road changes from a collector to a minor arterial west of New Northside Drive as it transitions from two to three travel lanes. Powers Ferry Road and Interstate North Parkway connect the study area to neighboring Cobb County on the western banks of the Chattahoochee River. Northside Drive is a north-to-south roadway and transitions from a collector to a minor arterial as the laneage of the road changes from a two-lane roadway to a three-lane one-way roadway near the I-285 overpass.

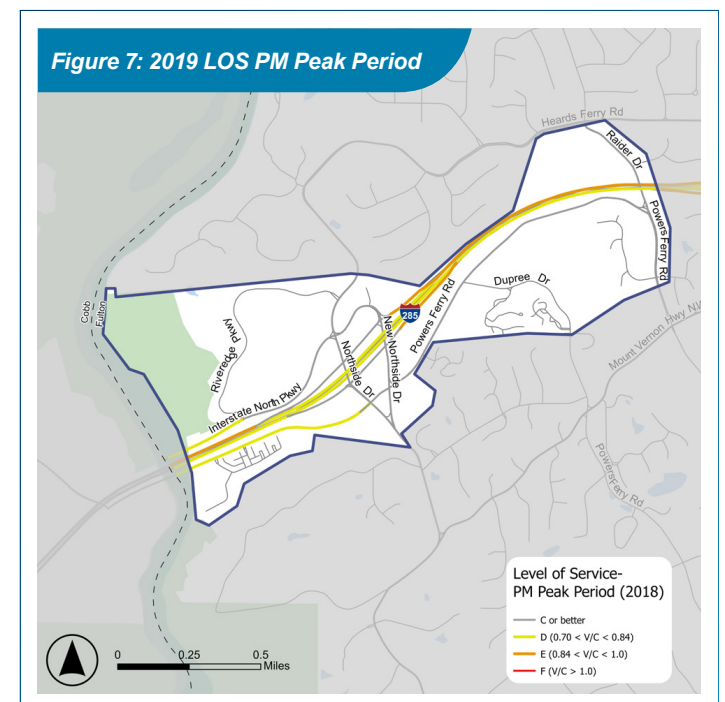
The laneage of roadways in the study area ranges from one to six through travel lanes. The roads surrounding the interchange of I-285 at Northside Drive all feature a road configuration between two to five lanes. *Figure 6* illustrates the number of lanes of study roadways and indicates one-way roadways with arrows.



ROADWAY PERFORMANCE

(ROADWAY CAPACITY ANALYSIS AND CONGESTION)

Information about the Level-of-Service (LOS) of roadway segments was obtained from the Sandy Springs TMP travel demand model (TDM) analysis results. In the AM peak period, I-285 is the only road with an LOS worse than LOS C. Sections of I-285 heading east have an LOS E. During the PM peak period, sections of I-285 heading west experience an LOS worse than LOS D. Powers Ferry Road from the western study area boundary to Northside Drive experiences an LOS D. The rest of the study roadways operate at LOS C or better. See *Figure 7* for more information.



TRANSPORTATION SAFETY

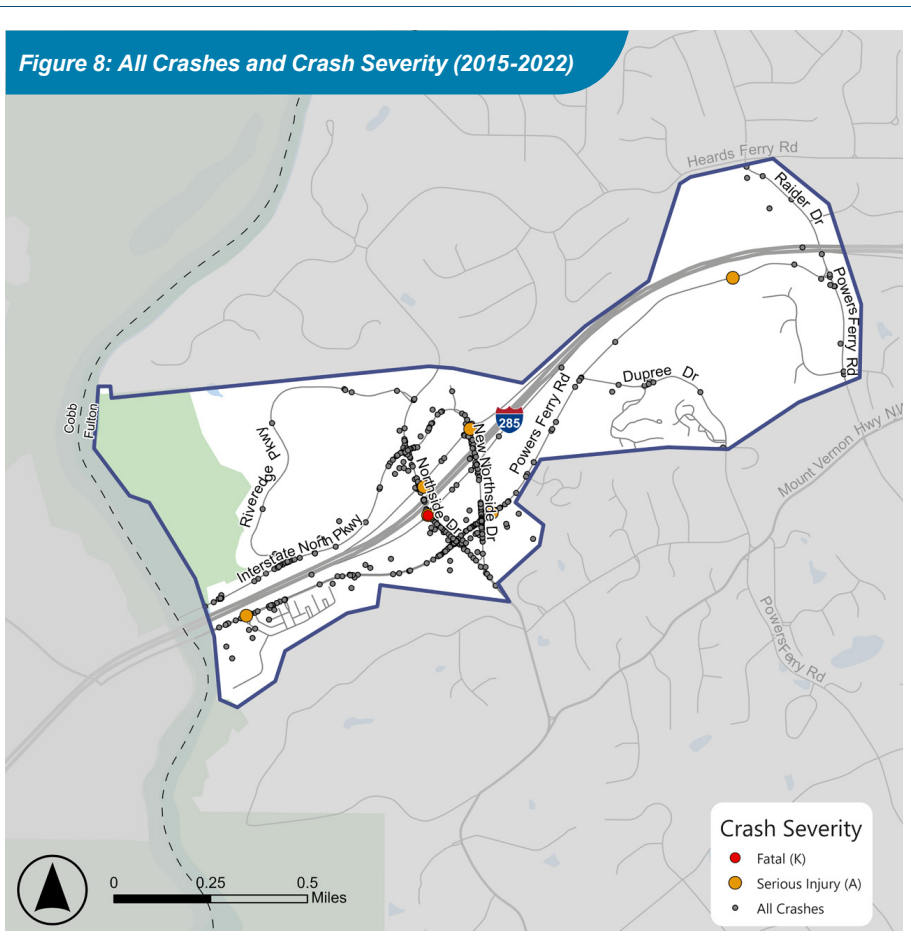
There were approximately 984 reported crashes in the study area from 2015 to 2022. Note, that crashes occurring on I-285 general-purpose lanes were excluded from the analysis. The most frequent crash types were rear end (35 percent), angle (34 percent), and sideswipe-same direction (21 percent).

The intersection of Powers Ferry Road at Northside Drive experienced the greatest number of crashes.

See *Figure 8* for more information.

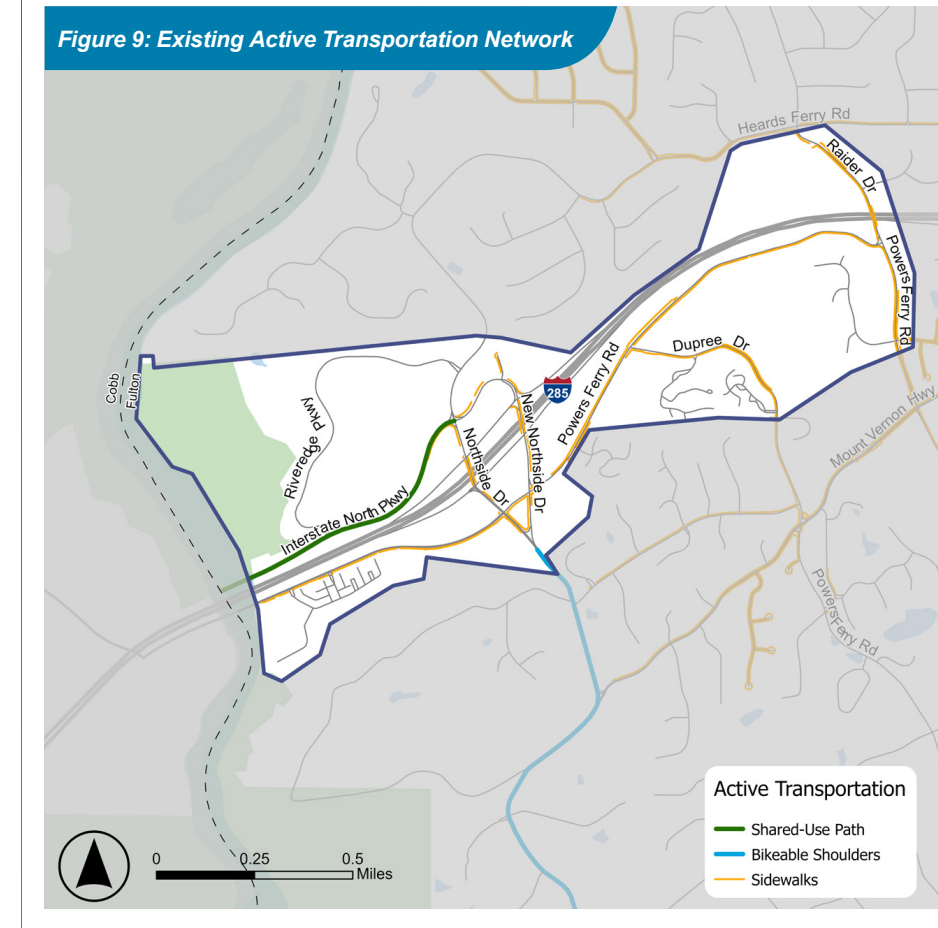
Other Notable Crash Trends in the Study Area:

- Most reported crashes were of low severity with 78 percent of the crashes being property damage only. There was one fatal crash and six serious injury crashes.
- Most of the crashes occurred during the daytime lighting conditions (80 percent).
- Pedestrian crashes occurred at the intersections of Powers Ferry Road at Northside Drive and Northside Drive at I-285 eastbound.
- Bicycle crashes occurred along Powers Ferry Road and along River Vista Drive.



Wrong-way crashes on City roadways were analyzed to better understand the current safety conditions. There were 10 crashes due to wrong-way driving near the intersections along the Northside Drive/New Northside Drive one-way roadway pair (2015-2022). Additionally, based on the online survey and public meeting conducted as part of this study, over 55 percent of responders stated they have observed wrong-way drivers. This indicates there is likely a high number of 'near-miss' crashes. Based on the crash locations, nine of the 10 crashes have the potential to be limited if the road network operated as two-way streets. The nine crashes consisted of two property damage-only crashes, two possible injury crashes, three suspected injury crashes, and two serious injury crashes.

Figure 9: Existing Active Transportation Network



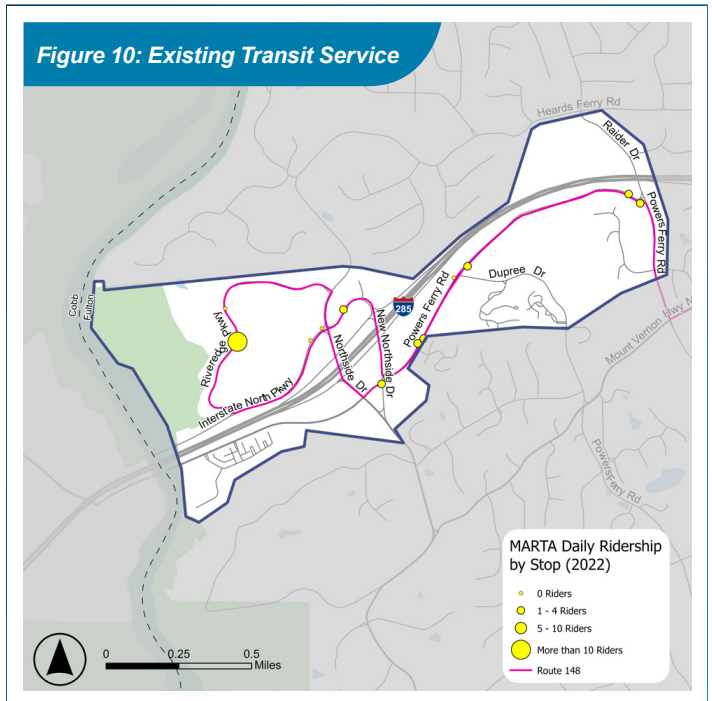
ACTIVE TRANSPORTATION

Some of the land uses and destinations in the study area encourage active transportation (i.e., walking, running, and bicycling). There are opportunities to enhance the connectivity of the network including addressing gaps in the sidewalk network and extending the trail network. The Interstate North Parkway Shared-Use Path was completed since the adoption of the Sandy Springs TMP, connecting the study area to the Chattahoochee River National Recreation Area and multiple popular greenways within neighboring Cobb County along the Chattahoochee River. There are also opportunities to improve pedestrian infrastructure assets like sidewalk ramps, pedestrian signals, and MARTA bus stop amenities.

TRANSIT

The study area is served by MARTA bus Route 148, which operates with a peak headway (i.e., frequency of service) of 60 minutes during the AM and PM peak periods and connects the study area to the Sandy Springs MARTA Rail Station. The 13 bus stops within the study area have generally low ridership, ranging from zero to three riders per day, and are equipped with minimal stop amenities (i.e., bus stop signage). The bus stop along Riveredge Parkway had the highest ridership (12 riders per day⁷) and is also the only bus stop in the study area with a bench.

During the community engagement activities, the project team learned that some employers in the study area operate private shuttle services to connect to nearby regional transit hubs. Other transit routes near the study area serving the Cumberland Transfer Center include MARTA Route 12; CobbLinc local, rapid, and commuter services; and Xpress commuter service.



⁷ Ridership, MARTA Ridership (December 2022)

COMMUNITY ENGAGEMENT

Community involvement was integral to the *Powers Ferry Transportation Study* process. Input from the public and stakeholders informed the development of the recommended projects through two rounds of engagement. Detailed meeting summaries of each engagement activity are included in [Appendix C](#).

ROUND 1 OF ENGAGEMENT OPEN HOUSE PUBLIC MEETING

The first public meeting took place on Monday, August 14, 2023, at the Fulton County Schools Administrative Center, in the study area. The meeting coincided with the conclusion of the existing conditions phase of the study. It offered an opportunity for community members to learn about the study's focus and related existing conditions highlights. Participants also had the opportunity to provide context and feedback to guide the development of transportation project recommendations.

A total of 71 community members attended the meeting. Informational boards were set up around the perimeter of the room and consisted of a project overview, travel patterns within the area, road modification concepts, roadway congestion and safety analyses, bicycle and pedestrian concerns, and transit options. At the station following the boards, tablets were set up for participants to take the concurrent online survey and submit paper comment forms. Members of the planning team were stationed at each board to provide context and facilitate questions from attendees.



Figure 11: Round 1 Public Meeting

ONLINE SURVEY

The City of Sandy Springs hosted an online survey to seek public input on existing transportation issues in the Powers Ferry area relating to driving, walking, bicycling, and riding transit. The survey, hosted through SurveyMonkey, was open from July 31, 2023, through August 22, 2023, and had 344 participants. The survey questions were structured to mirror the activities presented in the Open House public meeting. The survey consisted of 13 multiple-choice and three open-ended questions, focusing on how participants experienced traveling through the study area. Additionally, the survey included four demographic questions that allowed the planning team to better understand the composition of the respondents.

STAKEHOLDER FOCUS GROUPS

The project team facilitated virtual meetings with the three following stakeholder focus groups during August and September 2023.

Major Employers – This group included Graphic Packaging International, Intercontinental Exchange, Sonesta Atlanta Northwest Galleria Hotel, Voya, and Fulton County Schools Administrative Center—major employers in the study area. This included the commuting patterns of staff at their organizations, desired transportation improvements in the area, concerns regarding congestion and safety, and sentiment about potential reconfiguration alternatives for the Northside Drive/New Northside Drive one-way pair.

Bicycle and Pedestrian – This group included participants from Riverwood International Charter School, Heards Ferry Elementary School, and the Chattahoochee River National Recreational Area. They discussed the commuting patterns of students, faculty, and park visitors in the study area. The participants provided input that helped inform the transportation improvement projects in this study. The school representatives mentioned that transit improvements would benefit staffing hiring and retention.

Transit and Transportation Demand Management – This group included participants from Cumberland Community Improvement District (CID), Cobb County Department of Transportation (Cobb DOT), and MARTA. Topics covered included the ongoing systemwide route reconfiguration, current challenges with MARTA Bus Route 148, potential scenario options for transit service in the study area through MARTA's ongoing systemwide redesign efforts, and potential opportunities for more interagency collaboration.

FIGURE 12:
NORTHSIDE DRIVE/NEW NORTHSIDE
DRIVE ONE-WAY OPERATIONAL ISSUES

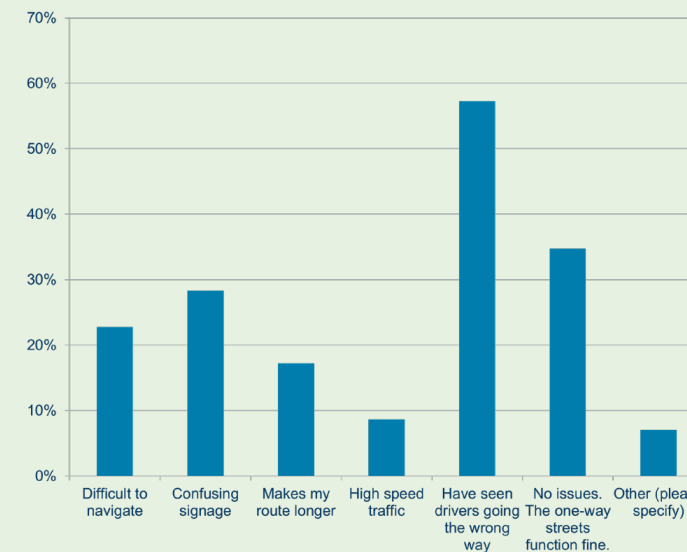


FIGURE 13:
PRIMARY CONCERNS IN
POWERS FERRY STUDY AREA



ROUND 2 OF ENGAGEMENT OPEN HOUSE PUBLIC MEETING

The second public meeting took place on Thursday, February 22, 2024, in the Studio Theater at City Springs. This meeting date aligned with the development of draft recommendations to support enhanced mobility for pedestrians, bicycles, and motorists. The meeting offered community members the opportunity to review these draft recommendations and implementation details at their leisure, hear more about the rationale behind specific proposed actions, and provide feedback to the project team. The City advertised the meeting via multiple outlets, including on its website and social media accounts.

A total of 52 community members participated in the meeting. Attendees sat through a brief presentation by the project team and then had the opportunity to visit different activity stations. Inside the theater, informational boards lined the perimeter of the room presenting a project overview; the recommended alternative for Northside Drive and New Northside Drive; the short, mid, and long-term transportation project lists; and an exit survey to gauge overall sentiment toward the plan. At each board, members of the planning team provided context and fielded questions from attendees. Participants were given green and red stickers to place on recommended projects they agreed or disagreed with at each board. At the final station, the project team set up tablets to allow participants to take the concurrent online survey and submit paper comment forms.

Figure 14: Second Public Meeting



The following key themes were raised during the discussion about the recommended alternative:

- Wrong-way driving is a major concern; people identified specific instances, including:
 1. Drivers turning from Powers Ferry Road eastbound onto New Northside Drive wrong-way to turn left into the Starbucks;
 2. Drivers turning right onto Northside Drive wrong-way when exiting McDonald's; and
 3. Drivers turning right onto Northside Drive wrong-way when exiting Waffle House.
- One individual suggested that drivers need to be able to exit the Publix Shopping Center onto Northside Drive southbound, rather than having to make successive left turns onto Powers Ferry Road and Northside Drive or cut through the dry cleaners.
- One individual expressed dissatisfaction with excessive speeding by drivers coming down the hill on Northside Drive, headed southbound, along with the poor visibility of such drivers by motorists exiting either of the Publix shopping center driveways.
- One person requested a physical barrier, such as flexible posts, to keep traffic flowing in the correct direction out of all driveways when exiting onto the one-way streets.
- Two people suggested narrowing lanes to fit in bike lanes and enhancing or fixing the existing sidewalk, instead of taking a lane away to fit in a side path.
- Some concern was voiced about the reduction of lanes and possible resulting congestion issues.

ROUND 2: ONLINE SURVEY

The City of Sandy Springs hosted an online survey in tandem with the public meeting to seek input on draft recommendations. The survey, created and distributed through SurveyMonkey, went live on February 22, 2024, and remained open for two weeks. The survey questions mirrored the in-person activities provided at the public meeting, and a total of 88 individuals participated in the survey.

The project team used the resulting tallies for project preference from the public meeting activities along with the information gathered from the online survey responses to adjust the implementation phasing of certain projects. For example, if a sidewalk improvement project received notable positive sentiment based on the green stickers, that project was moved from the long-term to the mid-term implementation phase.

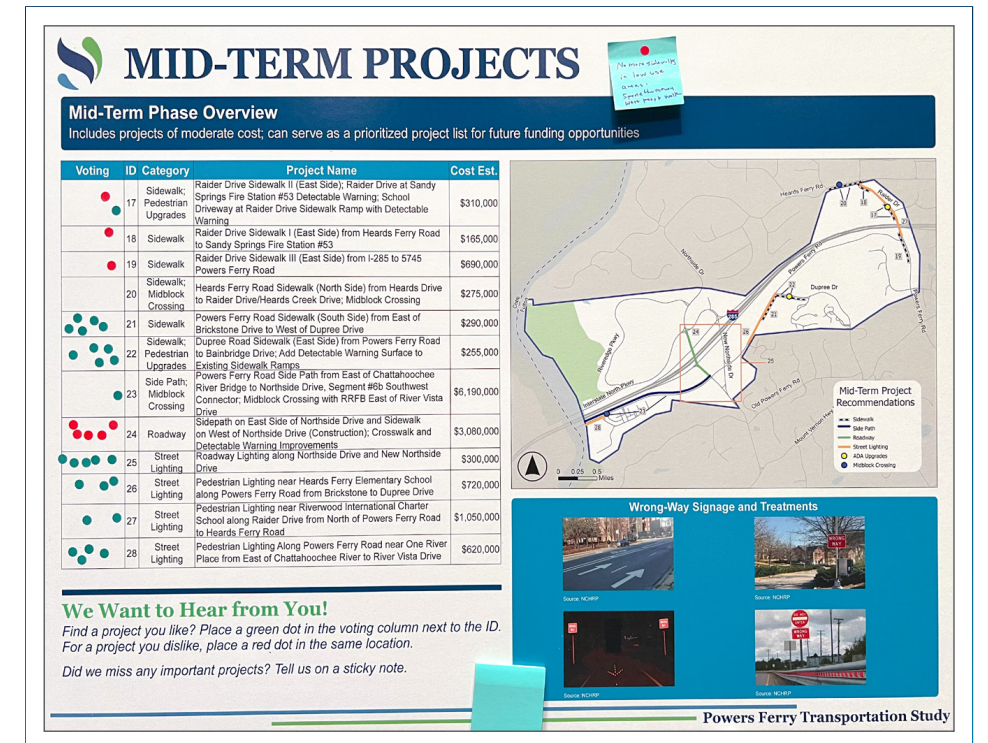


Figure 15: Second Public Meeting Activity Results

NORTHSIDE DRIVE/NEW NORTHSIDE DRIVE REPURPOSING

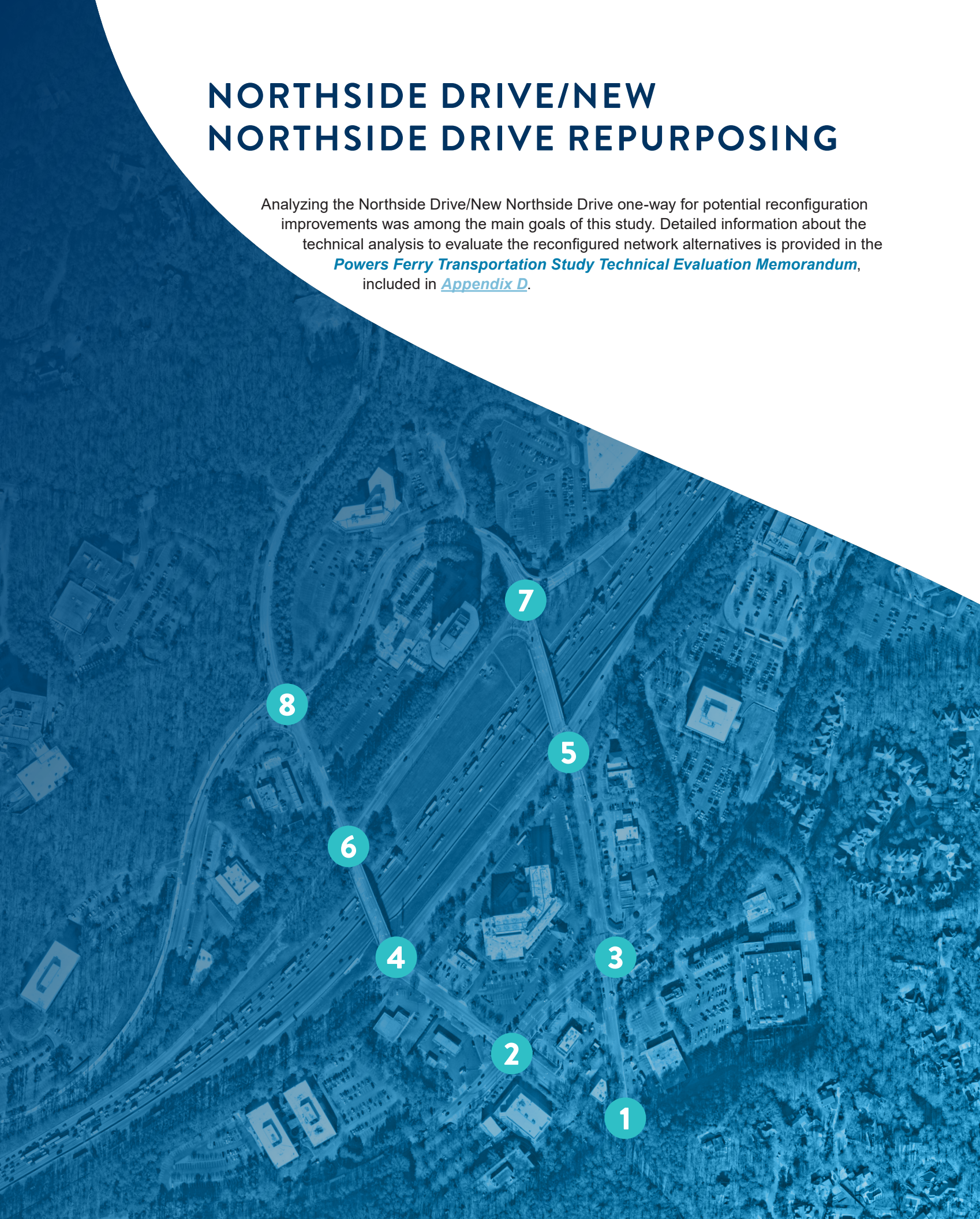
Analyzing the Northside Drive/New Northside Drive one-way for potential reconfiguration improvements was among the main goals of this study. Detailed information about the technical analysis to evaluate the reconfigured network alternatives is provided in the [Powers Ferry Transportation Study Technical Evaluation Memorandum](#), included in [Appendix D](#).

INTERSECTION CAPACITY ANALYSIS

To better understand traffic operations in the study area, an intersection capacity analysis was conducted at eight intersections in the study area under existing, future no-build (2038), future Alternative 1, and future Alternative 2 conditions during the AM and PM peak periods. The intersection capacity was evaluated by measuring the Level-of-Service (LOS) and average vehicle delay for the overall intersection as well as the approaches.

- Under current conditions, the study intersections operate at acceptable levels of service during the AM and PM peak hours.
- **Alternative 1** (Allocate Space for Walking/Biking-Lane Diet) is expected to increase the average vehicle delay at the study intersections by approximately 10% compared to no-build conditions.
- **Alternative 2** (Two-Way Network-Converting the One-Way Streets to Two-Way Traffic) is expected to increase the average vehicle delay at the study intersections by approximately 10-12% compared to no-build conditions.

Intersection	Traffic Control	Existing 2023		No-Build (2038)		Alternative 1 (2038)		Alternative 2 (2038)	
		Overall Intersection Level-of-Service (Delay in Seconds)							
		AM	PM	AM	PM	AM	PM	AM	PM
1. Northside Dr NW at New Northside Dr	Stop	A (10)	B (13)	B (10)	B (14)	B (10)	B (14)	C (34)	C (20)
2. Northside Dr NW at Powers Ferry Rd NW	Signal	D (39)	B (20)	D (52)	C (25)	D (52)	C (25)	D (38)	D (44)
3. New Northside Dr at Powers Ferry Rd NW	Signal	C (23)	C (29)	C (23)	D (42)	C (23)	D (42)	C (22)	D (50)
4. Northside Drive NW at I-285 EB Off Ramp	Signal	B (17)	B (17)	B (19)	C (28)	C (21)	C (31)	C (30)	C (24)
5. New Northside Dr at I-285 EB On Ramp	Signal	D (35)	B (16)	D (37)	C (32)	D (40)	C (35)	D (51)	D (38)
6. Northside Dr NW at I-285 WB On Ramp	Signal	B (20)	C (25)	C (21)	C (28)	C (23)	C (26)	C (31)	C (28)
7. New Northside Dr at I-285 WB Off Ramp	Signal	C (31)	C (30)	C (30)	C (28)	D (43)	C (29)	C (26)	C (20)
8. Northside Dr NW at Interstate N Pkwy	Signal	C (29)	C (23)	D (45)	C (27)	D (45)	C (27)	C (33)	C (32)



ALTERNATIVES ANALYZED

The technical evaluation portion of this study assessed the feasibility of two reconfiguration alternatives focusing on two one-way streets: Northside Drive and New Northside Drive. Two reconfiguration alternatives were analyzed for their impact on pedestrians and bicyclists, required roadway modifications, traffic capacity, transportation safety, input from the community, and overall cost.

POTENTIAL MODIFICATIONS TO NORTHSIDE DRIVE BRIDGE OVER I-285

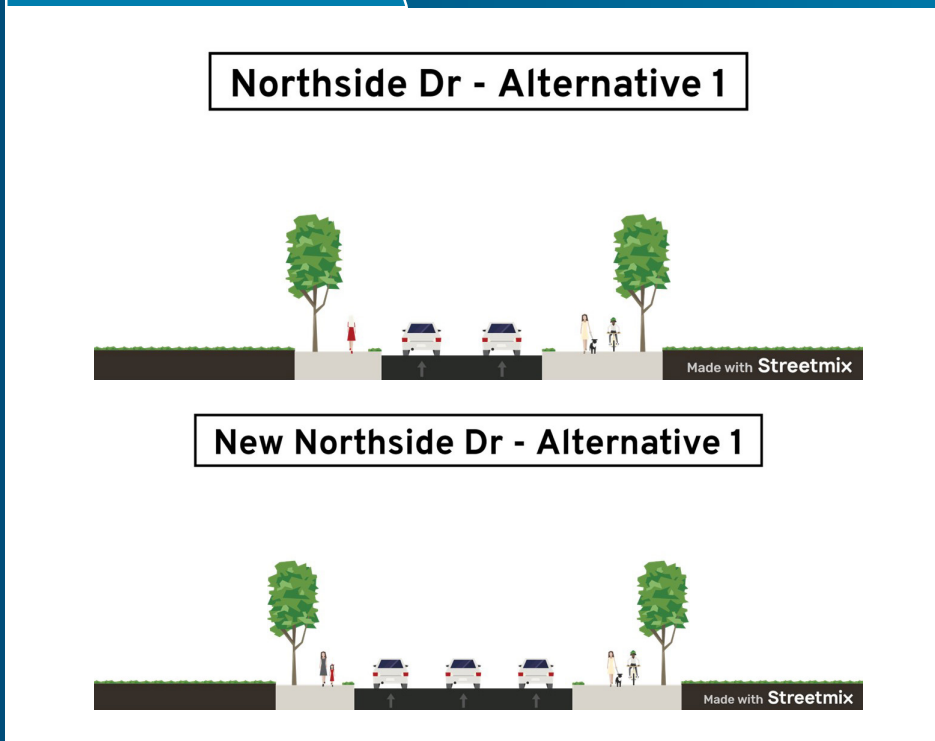


ALTERNATIVE 1: ALLOCATE SPACE FOR WALKING AND BIKING (LANE REPURPOSING)

Alternative Components

- Remove one travel lane along Northside Drive and New Northside Drive, including on I-285 bridges
- Install a new side path trail along both streets
- Add street lighting, shorter-term sidewalk infill projects, and intersection crossing improvements
- Enhance intersections, upgrade traffic signals, and improve safety

Figure 16-A: Alternative 1 Options

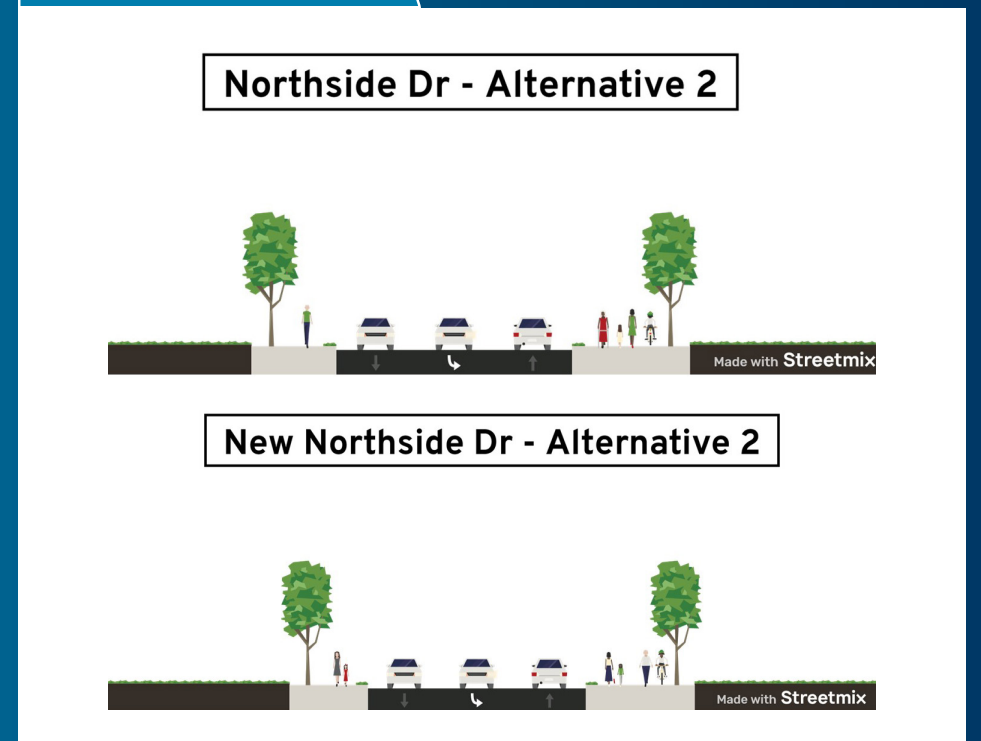


ALTERNATIVE 2: TWO-WAY NETWORK (CONVERTING THE ONE-WAY STREETS TO TWO-WAY TRAFFIC)

Alternative Components

- Repave and restripe roadways for two-way operations
- Install three additional right-turn lanes (widen pavement)
- Redesign Int. #1 to T-intersection with stop control
- Install new side path along both streets (requires new right-of-way and I-285 bridge widening)
- Add street lighting, shorter-term sidewalk infill projects, and intersection crossing improvements
- Enhance intersections, upgrade traffic signals, and improve safety

Figure 16-B: Alternative 2 Options



ALTERNATIVES COMPARISON

CONSIDERATION	TECHNICAL ANALYSIS
Pedestrians and Bicyclists	Evaluated the existing pedestrian/bicycle infrastructure and demand for activity to better understand the benefits and challenges of each alternative.
Roadway Modifications	Typical sections of each roadway and intersection lane configurations were evaluated for each alternative to identify needed roadway modifications and potential challenges.
Traffic Capacity	Intersection capacity analysis was performed for eight intersections under current (2023) and future (2038) conditions during the AM and PM peak hours. Synchro software was used to evaluate the intersection Level-of-Service (LOS) and expected queue lengths.
Transportation Safety	A high-level crash analysis was performed to understand crash trends at intersections and to evaluate wrong-way crashes in the study area for reported crashes from 2015 to 2022. Vehicle-vehicle and pedestrian-vehicle conflict points were calculated at driveways and intersections for each alternative.
Input from Community Engagement	Considered the input received from the public and stakeholders through the two rounds of community engagement.
Cost Estimate	A planning-level opinion of probable cost was calculated for each alternative. A more detailed cost estimate was calculated for the recommended alternative based on the developed concept layout.

ALTERNATIVE 1: ALLOCATION SPACE FOR WALKING/BIKING (LANE REPURPOSING)		ALTERNATIVE 2: TWO-WAY NETWORK (CONVERTING THE ONE-WAY STREETS TO TWO-WAY TRAFFIC)	
Allows for a new side path as a part of the baseline design		Allows for a new side path outside of the current roadway	
Repurposes one through lane and involves the modification of four intersections		Improves circulation for drivers and requires additional pavement at three intersections	
May increase average vehicle delay by approximately 10%		May increase average vehicle delay by approximately 12% and may result in more queuing at two intersections	
May have fewer conflict points and fewer crashes than Alternative 2 and mitigates current wrong-way driving behavior		May have more potential vehicle-vehicle and vehicle-pedestrian conflict points. However, lower travel speeds may reduce crash severity	
In Round 1, 43% said they would support lane repurposing and more walking/biking infrastructure		In Round 1, 57% said they had observed wrong-way driving	
Northside Dr (Roadway/Multimodal)	\$3.2M	Two-Way Conversion	\$9.1M
		Northside Dr (Multimodal/Bridge)	\$2.6M
New Northside Dr (Roadway/Multimodal)	\$2.6M	New Northside Dr (Multimodal/Bridge)	\$2.6M
TOTAL	\$5.8M	TOTAL	\$14.3M

RECOMMENDED ALTERNATIVE

After concluding the technical analysis and first round of community engagement, the project team held a technical workshop with City of Sandy Springs staff on October 6, 2023. Alternative 1, Allocate Space for Walking/Biking (Lane Repurposing), was identified as the recommended alternative as it is lower in cost, less complex to implement and is able to be phased, and provides wrong-way crash mitigation treatments.

The *Repurposing Northside Drive and New Northside Drive Memorandum*, included in *Appendix E*, provides detailed information about the concept development, a conceptual opinion of probable construction costs, a list of intersection/segment modifications, and details for bridge typical sections.

Implementation of the recommended alternative is proposed in two phases prioritizing the section of Northside Drive and Powers Ferry Road in the nearer term, followed by the section of New Northside Drive in a future phase, is desired.

FEATURES AND CONSIDERATIONS

The recommended alternative provides the following features:

- One-way pair traffic is preserved with reduced travel lanes to provide space for a new 10-ft side path on the east side of the street improving multimodal connectivity and access in the study area.
- A 6-ft sidewalk with landscape buffer is provided on the other side of the street.
- For the two bridges over I-285: One travel lane is removed to accommodate the side path (within the existing bridge width).
- New street lighting, traffic signal upgrades, enhanced intersections, and wrong-way driving mitigation measures.
- The alternative can be phased

TRAFFIC CAPACITY CONSIDERATIONS

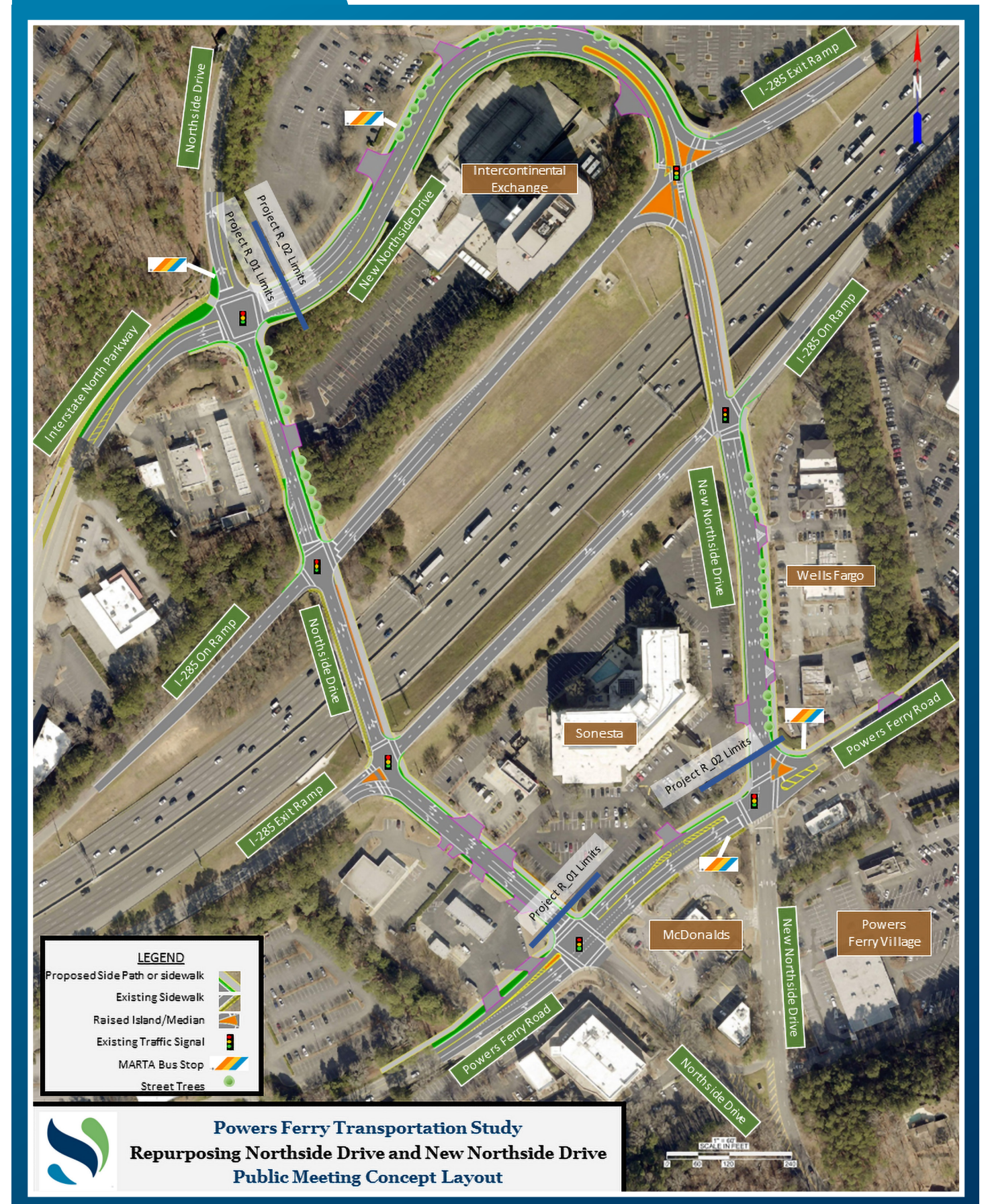
The traffic capacity analysis results were evaluated by considering a phased implementation of the recommended alternative. The analysis results indicate the following:

- The overall LOS remains LOS C with vehicles experiencing a slight increase in delay for the intersections along the Northside Drive portion.
- The delay in the AM increases by 13 seconds from LOS C (30s) to LOS D (43s) for the intersections along the New Northside Drive portion.

As a general state of the practice in urban/suburban areas, anything LOS D or better is deemed acceptable with concerns only at LOS E or LOS F. Northside Drive remaining at LOS C in the recommended condition indicated this is a strong initial phase to implement.



Figure 17: Public Meeting Concept Layout



PROJECT COST ESTIMATE

A conceptual opinion of probable cost was prepared for the recommended alternative based on the concept layout. The table below shows a summary of the opinion of probable cost and the itemized cost estimates are included in [Appendix E](#).

The opinion of probable cost includes assumptions at this phase of concept development. The Preliminary Engineering (PE) fee estimate assumes this is a locally funded project. The required right-of-way (ROW) square footage is estimated and property lines will require verification to provide an estimate of the required ROW. The ROW cost estimate was based on \$45/SF (value provided by City of Sandy Springs). Based on the project type and observed utilities, utility conflicts are anticipated to be minimal, but formal utility investigation will be needed. The opinion of probable cost includes minor landscaping enhancements to re-establish existing conditions along the business street frontage.

The project cost includes the minimum traffic signal modifications to accommodate the roadway changes from the recommended alternative and provide the side path facility. The project cost does not include bridge enhancements/gateway improvements or full traffic signal replacement/upgrade.

OPINION OF PROBABLE COST SUMMARY

	Northside Drive (Priority 1)	New Northside Drive (Priority 2)
Preliminary Engineering Cost	\$347,000	\$387,000
Right-of-Way Cost	\$66,000	\$164,000
Construction Cost	\$2,044,000	\$2,276,000
Contingency	\$386,000	\$429,000
Total Cost Estimate	\$2,843,000	\$3,256,000

AREAWIDE WRONG-WAY SAFETY IMPROVEMENTS

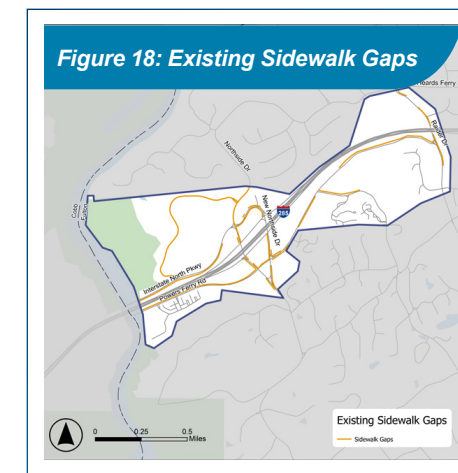
Fewer crashes are expected compared to current conditions and the two-way conversion alternative. A detailed list of intersection and roadway segment modifications is included in [Appendix E](#). The following areawide wrong-way driving mitigation measures are recommended:

- New wrong-way signage and pavement marking improvements
- LED-enhanced signs
- Lane arrow pavement markings at ramp entrances
- New stop signs and one-way signage at all driveways
- Improved street lighting
- Intersection equipment upgrades

BICYCLE, PEDESTRIAN, AND TRANSIT ANALYSIS

This study identified multimodal surface transportation improvements in the study area using multiple data sources. Previous data from the [Sandy Springs TMP](#) including Sandy Springs' 20-minute neighborhood analysis and the level of traffic stress metric were used to identify future walkability and existing road conditions. New data included community engagement input; MARTA bus stop ridership; Strava Metro (an online transportation data provider) biking, running, and walking usage; traffic data and crashes; the Atlanta Regional Commission's (ARC) pedestrian risk factors data; proximity to schools in the study area; and information about travel patterns from the Replica platform.

Detailed information about the methodology and analysis is provided in the [Powers Ferry Transportation Study Technical Evaluation Memorandum](#), included in [Appendix D](#).

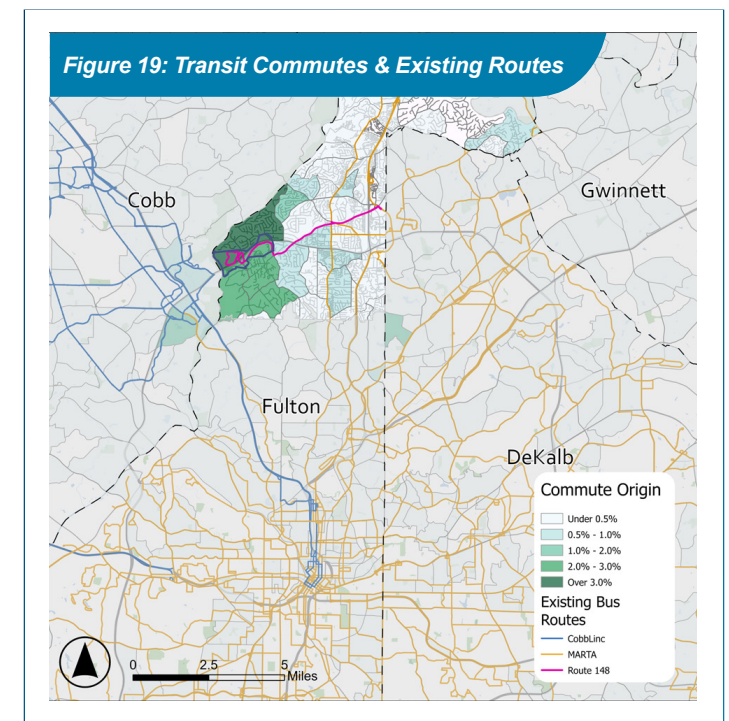


Sandy Springs has several Capital Improvement Projects (CIP) programmed for construction in the upcoming years. The planned CIP projects for the study area include a sidewalk network infill near the intersections of New Northside Drive and Powers Ferry Road. A mid-block crossing is planned just east of the intersections of Brickstone Drive and Powers Ferry Road, an improvement that is particularly beneficial due to its proximity to the local Heards Ferry Elementary School. Just south of the study area, the intersection of Riverview Road and Northside Drive is being converted

This study built upon previous transit planning efforts in the Sandy Springs TMP to evaluate the demand and feasibility for transit connections to the study area.

The transit analysis evaluated the following:

- **Evaluated** origin-destination data from the Replica platform to better understand where there is potential demand for expanded transit service to the study area.
- **Investigated** options to add or enhance MARTA and CobbLinc transit service in the study area.
- **Presented** a set of potential scenarios/options for providing appropriate transit service to the study area involving MARTA, CobbLinc, and employers in the study area.
- **Identified** potential MARTA bus stop amenity improvements.
- **Identified** a set of Transportation Demand Management (TDM) strategies aimed at reducing the amount of single-occupancy vehicle travel in the area.

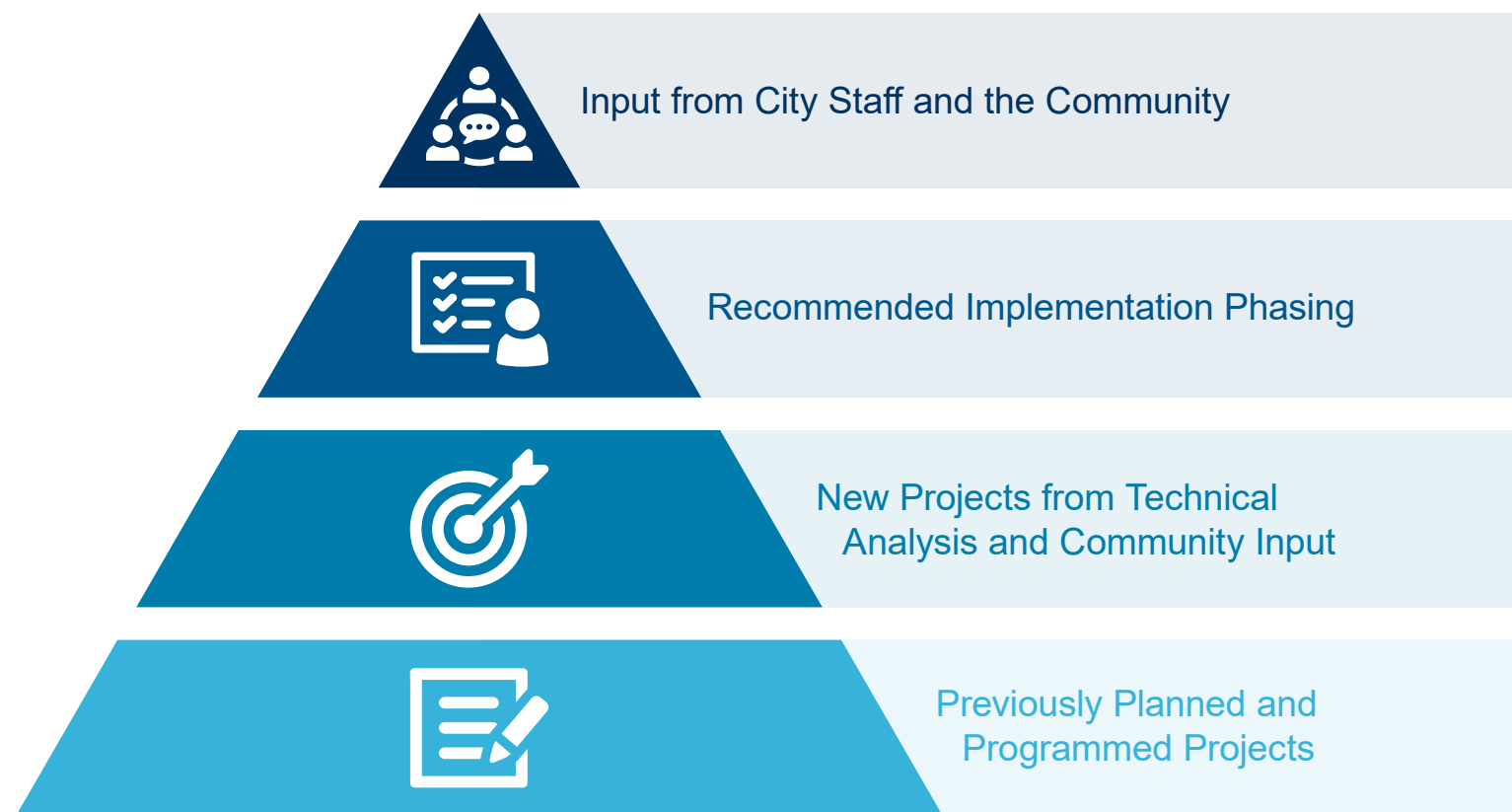


RECOMMENDATIONS AND IMPLEMENTATION

BICYCLE AND PEDESTRIAN PROJECT RECOMMENDATIONS

The project development process for identifying multimodal improvements in the study area started with gathering previously planned and programmed surface transportation projects. New roadway and multimodal projects were identified through technical analysis and input from the community. The projects were classified into three implementation phases in coordination with City staff. Finally, the project implementation phasing was refined using the feedback received during the second round of community engagement. A detailed project list is included in [Appendix F](#).

PROJECT DEVELOPMENT PROCESS



The following is a summary of the recommended improvements:

- Pedestrian infrastructure improvements including sidewalks, side path trails, accessibility (ADA) upgrades, crosswalks, and midblock crossing
- Roadway improvements
- Roadway, pedestrian, and intersection street lighting
- Coordination activities with Cobb County for bridge improvements
- Coordination with MARTA for transit service options and bus stop amenities improvements
- Coordination with Cobb County to evaluate transit service options
- Coordination with areawide employers to evaluate transit service and Travel Demand Management options

Input received from the community through the online survey and the public meeting as part of the second round of community engagement was used to refine the project implementation phasing. Survey and meeting participants provided favorability votes for each project. The resulting tallies were considered in the refinement of project implementation phasing.

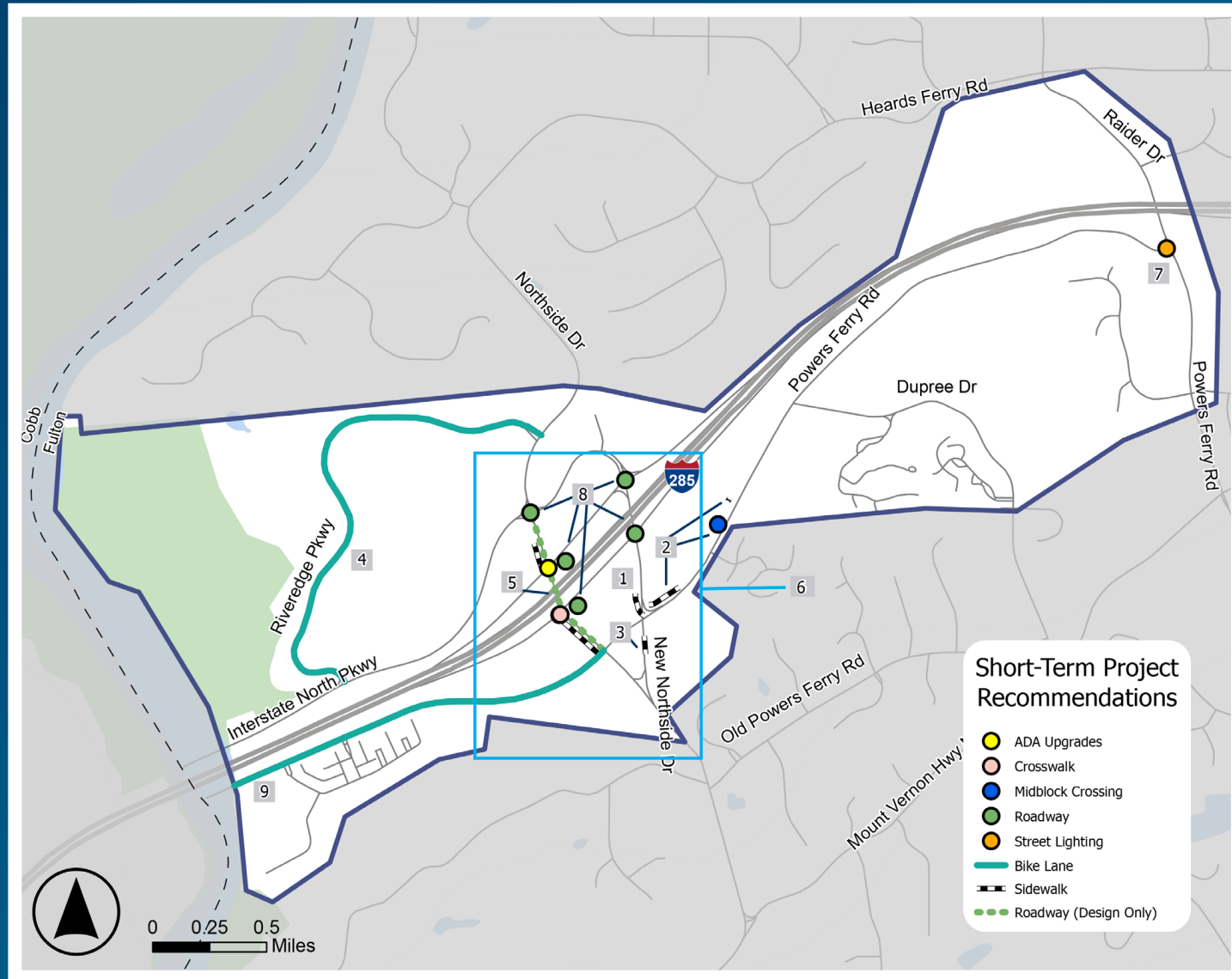
Feedback from the public input process resulted in two projects moving tiers:

- Project #36 “New Northside Drive Sidewalk (East Side) from Publix Driveway to Riverview Road/Old Powers Ferry Road” moved from Long-Term to Mid-Term
- Project #19 “Raider Drive Sidewalk III (East Side) from I-285 to 5745 Powers Ferry Road moved from Mid-Term to Long-Term

SHORT-TERM PROJECTS

The short-term project list includes surface transportation projects and coordination activities with partner agencies. These projects are lower in cost and easy to implement without substantial new funding sources.

A project to restripe and install bicycle lanes along segments of Powers Ferry Road and Riveredge Parkway were also included in the short-term project list since this project is funded through the City's road resurfacing program.



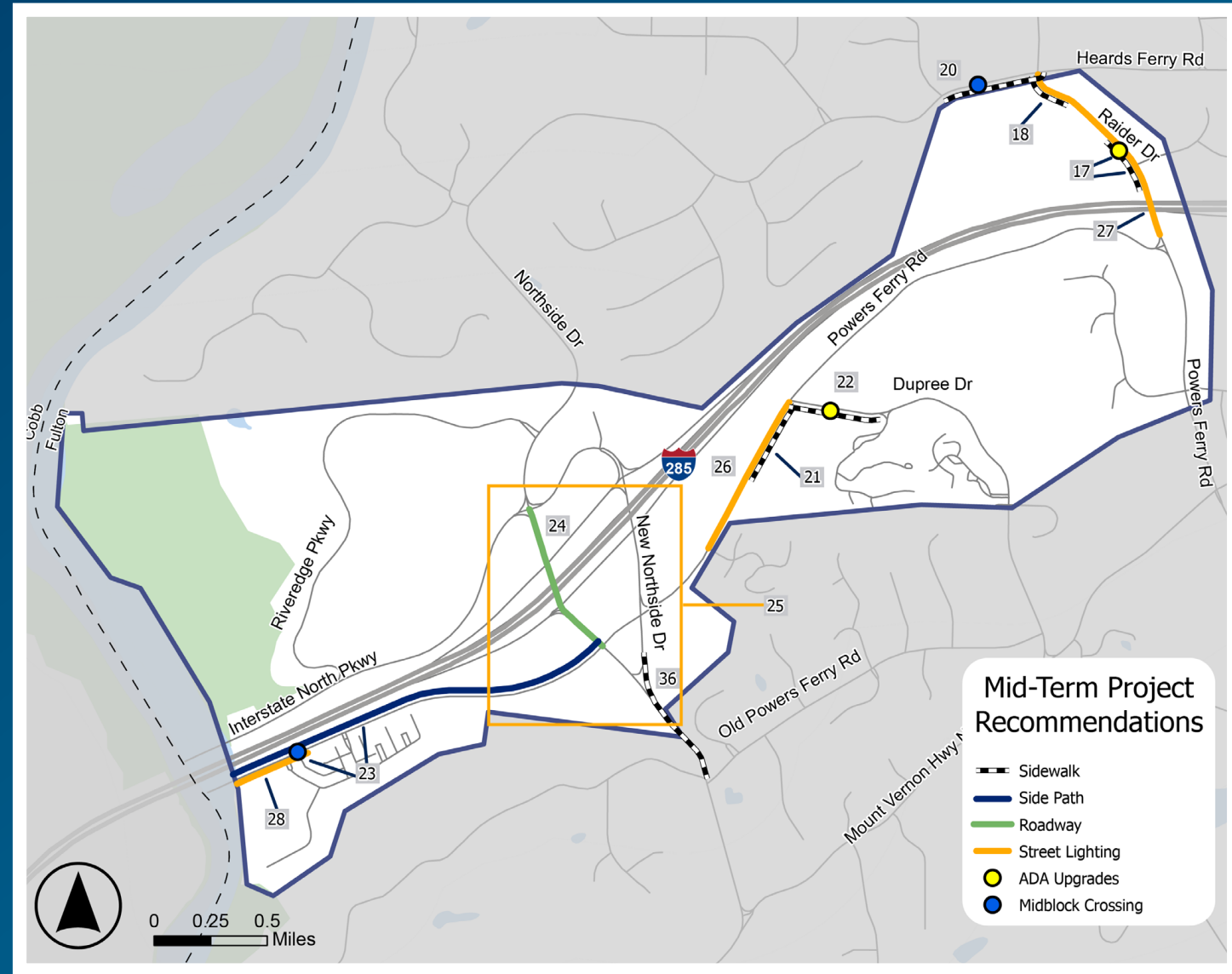
INFRASTRUCTURE PROJECT RECOMMENDATIONS (SHOWN ON ACCOMPANYING MAP)			
ID	CATEGORY	PROJECT NAME	COST ESTIMATE
1	Sidewalk	New Northside Drive Sidewalk (East Side) from Chevron Gas Station to Powers Ferry Road	\$90,000
2	Sidewalk; Midblock Crossing	Powers Ferry Road Sidewalk Extension and Midblock Crossing from New Northside Drive to 6201 Powers Ferry Road	\$390,000
3	Sidewalk	New Northside Drive Sidewalk (East Side) from Powers Ferry Village Driveway to Publix Driveway	\$170,000
4	Bike Lane	Riveredge Parkway Designated Bike Lanes from Interstate North Parkway to Northside Drive	N/A ¹
5	Roadway (Design Only)	Recommended Alternative Side Path on East Side of Northside Drive and Sidewalk on West of Northside Drive (Design Only); Crosswalk and Detectable Warning Improvements	\$320,000
6	Wrong-Way Safety	Safety Improvements to Reinforce One-Way Street Operation Along Northside Drive and New Northside Drive	\$220,000
7	Street Lighting	Intersection Lighting for Raider Drive at Powers Ferry Road	\$20,000
8	Other Roadway	Signalized Intersection Improvements at Five Locations: Northside Drive at Interstate North Parkway, New Northside Drive at I-285 WB, New Northside Drive at I-285 EB, Northside Drive at I-285 EB, Northside Drive at I-285 WB	\$1,125,000
9	Bike Lane; Other Roadway	Powers Ferry Road Pavement Restriping and Bike Lanes from East of Chattahoochee River Bridge to Northside Drive	N/A ¹

¹ No cost is indicated, as this project will be completed as part of the City's road resurfacing program.

COORDINATION ACTIVITIES WITH PARTNER AGENCIES (NOT MAPPED)		
ID	PARTNER AGENCY	PROJECT NAME
10	Cobb County	Coordination with Cobb County for Bridge Improvements on Powers Ferry Road Over Chattahoochee River to Accommodate Pedestrian Travel (Bridge 067-0149-0)
11	Cobb County	Coordination with Cobb County for Bridge Improvements on Interstate North Parkway Over Chattahoochee River to Accommodate Pedestrian Travel (Bridge 067-0151-0)
12	MARTA	Bus Bench at Four Bus Stop Locations in the Study Area
13	MARTA	ADA Concrete Pad at 13 Bus Stop Locations in the Study Area
14	MARTA	Coordination with MARTA for Local Bus and Microtransit Service Options
15	Cobb County	Coordination with Cobb County (CobbLinc) for Local Transit Service
16	Various Employers	Coordination with Employers in the Study Area About Alternative Transit and Travel Demand Management Options

MID-TERM PROJECTS

The mid-term project list includes projects that are of moderate cost and can serve as a prioritized project list for future funding opportunities.



INFRASTRUCTURE PROJECT RECOMMENDATIONS (SHOWN ON ACCOMPANYING MAP)

ID	CATEGORY	PROJECT NAME	COST ESTIMATE
17	Sidewalk; Pedestrian Upgrades	Raider Drive Sidewalk II (East Side); Raider Drive at Sandy Springs Fire Station #53 Detectable Warning; and School Driveway at Raider Drive Sidewalk Ramp with Detectable Warning	\$310,000
18	Sidewalk	Raider Drive Sidewalk I (East Side) from Heards Ferry Road to Sandy Springs Fire Station #53	\$165,000
20	Sidewalk; Midblock Crossing	Heards Ferry Road Sidewalk (North Side) from Heards Drive to Raider Drive/Heards Creek Drive; Midblock Crossing	\$275,000
21	Sidewalk	Powers Ferry Road Sidewalk (South Side) from East of Brickstone Drive to West of Dupree Drive	\$290,000
22	Sidewalk; Pedestrian Upgrades	Dupree Road Sidewalk (East Side) from Powers Ferry Road to Bainbridge Drive; Add Detectable Warning Surface to Existing Sidewalk Ramps	\$255,000
23	Sidewalk; Midblock Crossing	Powers Ferry Drive Side Path from East of Chattahoochee River Bridge to Northside Drive, Midblock Crossing with RRFB ² East of River Vista Drive	\$6,190,000
36	Sidewalk	New Northside Drive/Northside Drive Sidewalk (East Side) from Publix Driveway to Riverview Road/Old Powers Ferry Road	\$1,100,000 ³
24	Roadway	Recommended Alternative Side Path on East Side of Northside Drive and Sidewalk on West of Northside Drive (Construction); Crosswalk and Detectable Warning Improvements	\$3,080,000
25	Street Lighting	Roadway Lighting along Northside Drive and New Northside Drive	\$300,000
26	Street Lighting	Pedestrian Lighting near Heards Ferry Elementary School along Powers Ferry Road from Brickstone to Dupree Drive	\$720,000
27	Street Lighting	Pedestrian Lighting near Riverwood International Charter School along Raider Drive from North of Powers Ferry Road to Heards Ferry Road	\$1,050,000
28	Street Lighting	Pedestrian Lighting Along Powers Ferry Road Near One River Place from East of Chattahoochee River to River Vista Drive	\$620,000

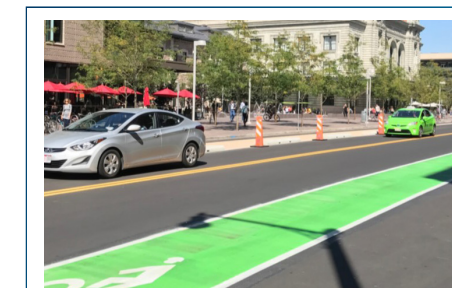
² Rectangular Rapid Flashing Beacons (RRFB)

³ Note that project #36 moved to Mid-Term based on public feedback.



Rectangular Rapid Flashing Beacon (RRFB)

Source: FHWA



Bike Lane

Source: FHWA

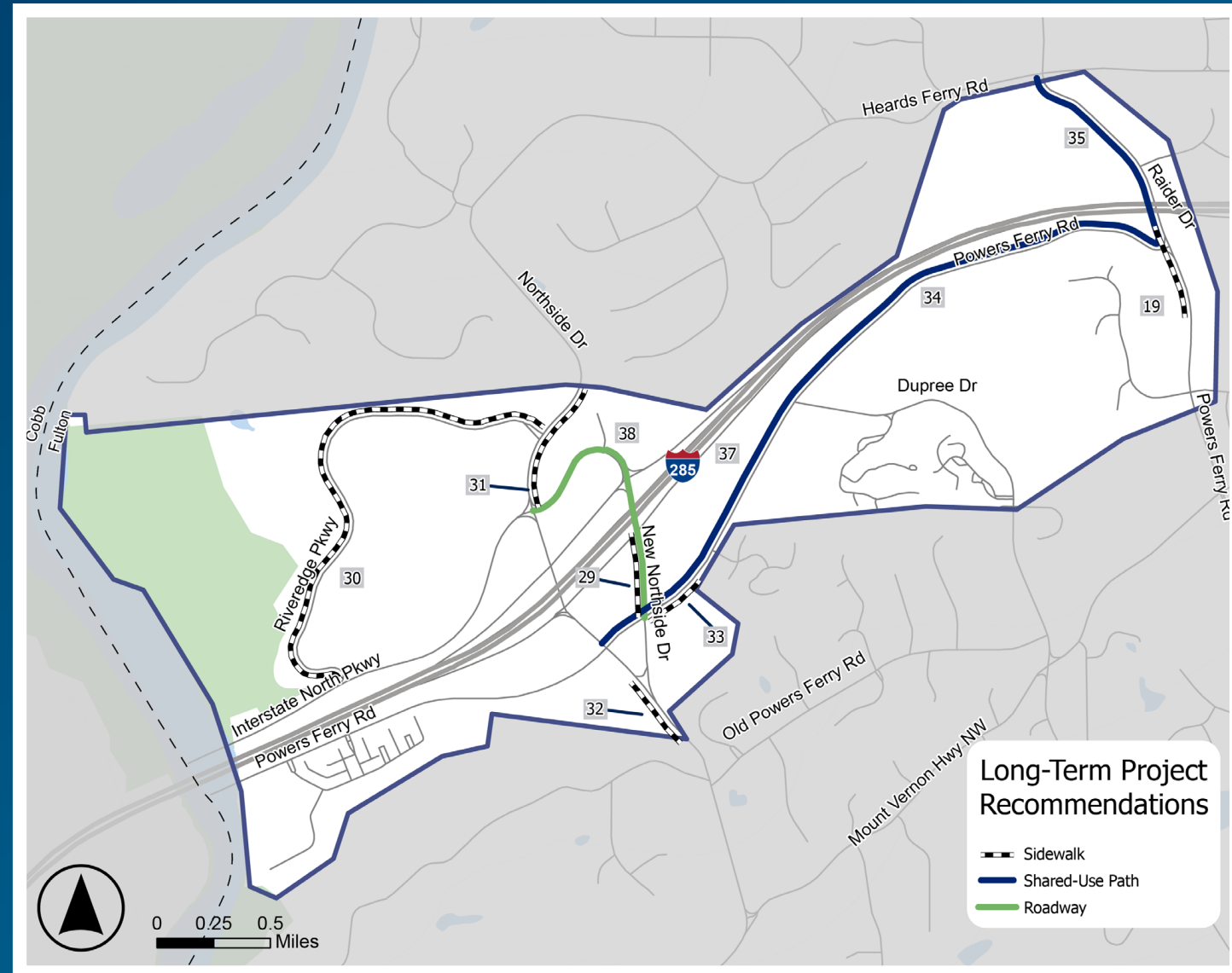


Detectable Warning

Source: ADA Sign Depot

LONG-TERM PROJECTS

The long-term project list includes projects that are more aspirational and will require additional funding and regional coordination.



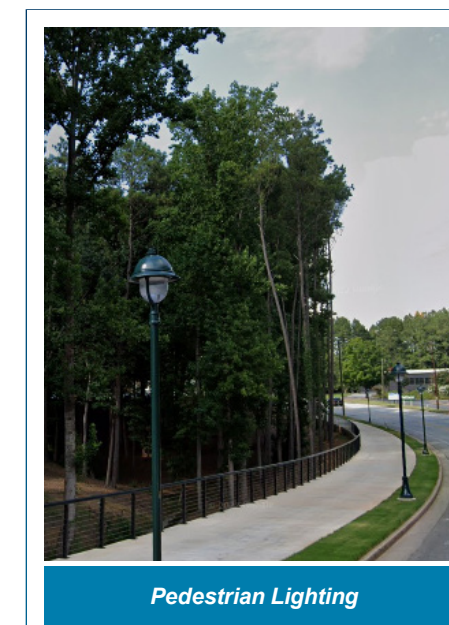
INFRASTRUCTURE PROJECT RECOMMENDATIONS (SHOWN ON ACCOMPANYING MAP)

ID	CATEGORY	PROJECT NAME	COST ESTIMATE
19	Sidewalk	Raider Drive Sidewalk III (East Side) from I-285 to 5745 Powers Ferry Road	\$690,000 ³
29	Sidewalk	New Northside Drive Sidewalk (South/West Side) from I-285 EB Frontage Road to Powers Ferry Road	\$215,000
30	Sidewalk	Riveredge Parkway Sidewalk (Both Sides) from Interstate North Parkway to Northside Drive	\$4,620,000
31	Sidewalk	Northside Drive Sidewalk (Both Sides) from New Northside Drive to 600 Feet North of Riveredge Parkway	\$530,000
32	Sidewalk	Northside Drive Sidewalk (West Side) from CVS Driveway to the South	\$100,000
33	Sidewalk	Powers Ferry Road Sidewalk (South Side) from New Northside Drive to Powers Ferry Village Driveway	\$1,345,000
34	Side Path	Powers Ferry Road Side Path from Dupree Drive to Raider Drive	\$3,000,000
35	Side Path	Raider Drive Side Path from Powers Ferry Road to Heards Ferry Road	\$2,000,000
37	Side Path	Powers Ferry Road Side Path from Northside Drive to Dupree Drive	\$4,880,000
38	Roadway	Recommended Alternative Side Path on East Side of New Northside Drive and Sidewalk on West of New Northside Drive; Study Midblock Crossing Opportunities Near Bus Stop Locations	\$2,600,000

³ Note that project #19 moved to Long-Term based on public feedback.



Source: FHWA



Source: Google Street View



Source: City of Sandy Springs

IMPLEMENTATION PLAN

Following the conclusion of the Powers Ferry Transportation Study, the focus should turn toward implementation of the projects and coordination listed within it. The following Implementation Plan outlines action items for various parts of the study that can be advanced over the coming years. While Sandy Springs may be the champion for many of the activities listed, each task will require an internal lead as well as partnership with other individuals, organizations, or governments in order to be successful.

CATEGORY	ACTION
Plan Approval	The City Council and Mayor vote to accept the Powers Ferry Transportation Study and its recommendations
Short-Term Projects	Conduct concept and design work for short-term projects; acquire right-of-way as needed and begin construction
Capital Improvement Projects	Identify funding within the current budget (or future fiscal budgets) to advance projects prioritized for short-term implementation
Northside Drive	Conduct design work for the Northside Drive project
Coordination	Continue coordination with Cobb County and MARTA regarding key efforts for transit as well as with Cobb County for bridge improvements at the county line
Funding for Mid-Term Projects	Identify future funding sources for projects prioritized for mid-term implementation

ACKNOWLEDGMENTS

MAYOR AND CITY COUNCIL

- Mayor — Rusty Paul
- District 1 — John Paulson
- District 2 — Dr. Melody Kelley
- District 3 — Melissa Mular
- District 4 — Jody Reichel
- District 5 — Tibby DeJulio
- District 6 — Andy Bauman

CITY DEPARTMENTS

- Public Works
- Community Development
- Economic Development
- Communications
- City Management

CONSULTANT TEAM

- Kimley-Horn
- KCI Technologies
- Blue Cypress Consulting



SANDY SPRINGS

GEORGIA