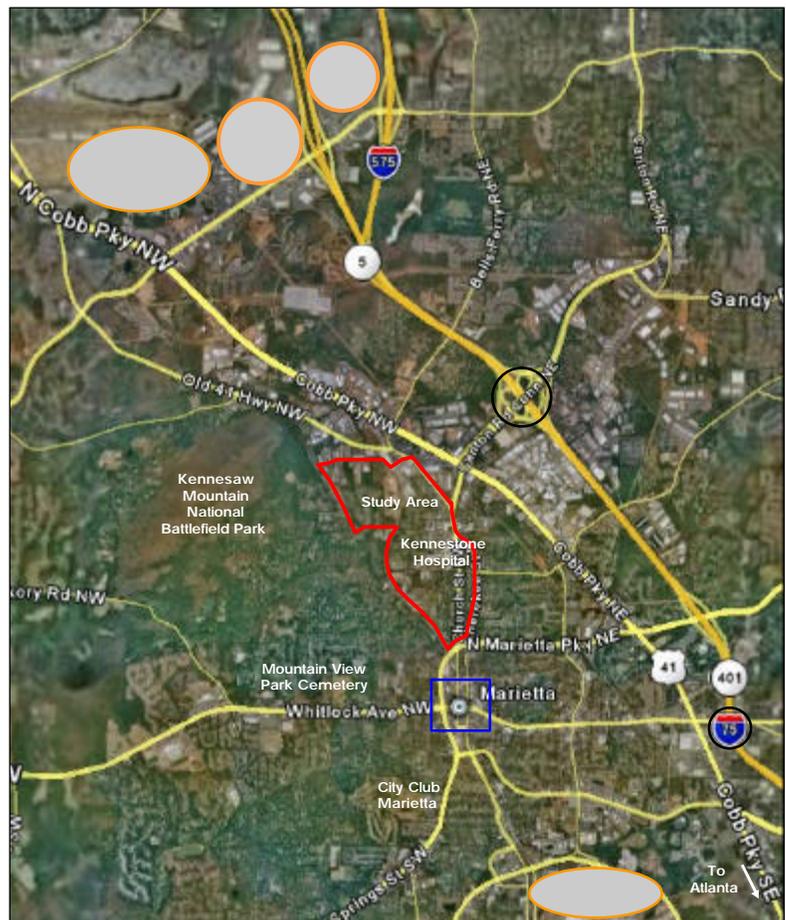


Study Area Context

The Cherokee-Church Street Historic District & Kennestone area study is located close to the Kennesaw Mountain National Battlefield Park in the city of Marietta. It is accessed through the Marietta loop parkway from the south side and from the Interstate highway 75 via the Canton Road connector and Marietta Parkway NE. The historic Marietta town square is located towards the south of the study area and the Cobb place shopping center and Town center mall are some other significant commercial establishments in the vicinity as shown in the map below. The study area primarily includes parts of the Cherokee-Church historic residential district, St Josephs School, Wellstar Kennestone Hospital campus, and St. James residential neighborhood.



Study Area Extents

The study area includes and focuses on the area surrounding the Wellstar Kennestone Hospital campus and the existing neighborhoods including the Cherokee-Church street historic district and James Street Neighborhood. The area extends up to Marble Mill road in the north and is bounded by Cherokee Street on the East and Kennesaw Avenue and CSX rail tracks on the West. Marietta Parkway forms the southern edge of the site boundary.

The Wellstar Kennestone hospital campus is the largest establishment in the study area that begins at Cherokee Street which is the eastern edge of the study and extends up to North Avenue on the west. It is bounded by Tower Road on the north and Lacy Street on south. The major access to the hospital is from Tower Road and Church Street/Cherokee Street which is a one way pair. Apart from the hospital, the study area comprises of residential, industrial, school and office uses. The following map depicts the study area boundary, major institutions including the hospital and school and the residential neighborhoods.



Kennestone hospital



Marietta Parkway and Cherokee Street intersection



Tower Road



Medical Office Building

Cherokee-Church Street Historic District & Kennestone Area Study

COMMUNITY PROFILE

2.1 Location and Context



STUDY AREA EXTENTS

Access and Connectivity

The primary ingress and egress routes in the area are Kennesaw Avenue that forms the western edge of the study area, Cherokee-Church Street a one way pair connecting to Marietta Parkway to the south of study area and Canton Road connector providing access to the study area from Interstate 75. Tower Road is the only thorough East-west connection in the study area and is also the primary access way to the Wellstar Kennestone Hospital. Campbell Hill Street/ Marble Mill Road, North Avenue and Roselane streets are secondary streets that run parallel to the Church Street. These streets connect the historic neighborhoods to the south of the hospital campus and to the neighborhoods in the north. The CSX rail line passes through the study area parallel to Kennesaw Avenue and divides the study area into two parts.

The presence of the rail line and limited access routes to the hospital causes traffic problems and hampers smooth and easy accessibility in the area. Church/Cherokee Street being the HWY 5, draws lot of through traffic with it the issue of speeding and significant traffic volumes. There is also no direct access to the hospital campus from the Interstate highway. The hospital traffic in the absence of direct access to the interstate relies on Church/Cherokee Street and Tower Road. Due to the limited ingress/egress the hospital traffic gets dispersed into the neighborhoods south of the hospital campus, primarily Campbell Hill Road and Sessions Road causing congestion and noise problems within the residential neighborhoods.

The street connectivity within the study area is also restricted. There are not many continuous East West connections within the area. Many streets like Florence Street, Lacy Street are currently very short streets connecting a maximum of two blocks. If extended, these streets can form critical links to the northwest roads making the street grid in the area more compact and continuous.

Another problem in the area is improper intersections. For example the North Avenue and Cogburn Avenue do not align when the streets meet at Tower Road causing traffic problems and make the intersection unsafe.



Rail line passing through the study area.



Tower Road provides the only East -West connection



Church-Cherokee one way pair



North Avenue-Cogburn Street intersection not aligned properly.

COMMUNITY PROFILE

2.2 Land use and Zoning Analysis



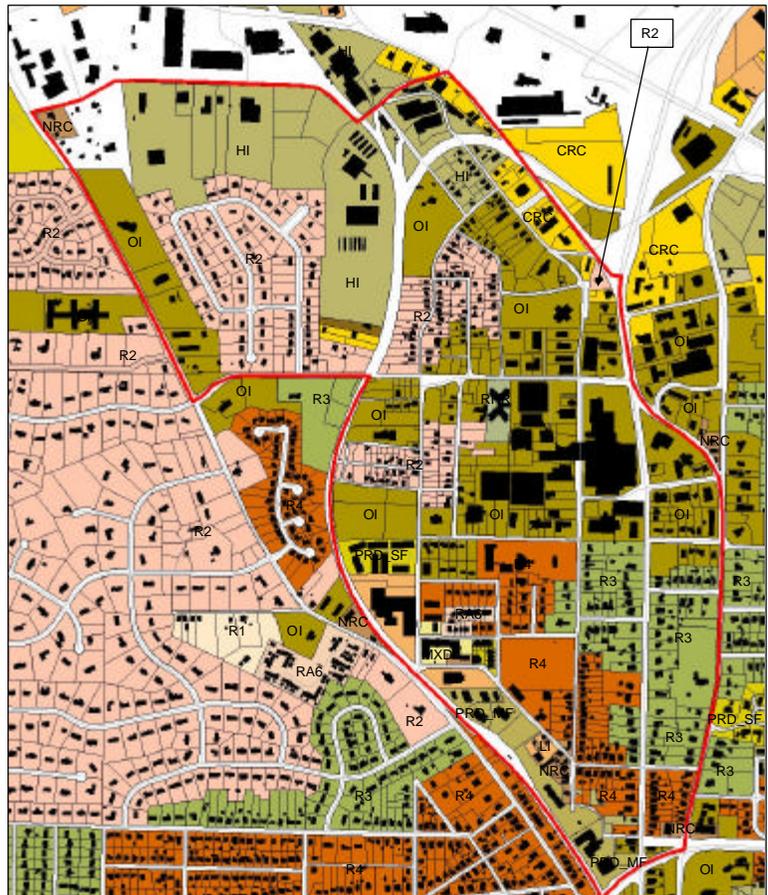
Medical related uses dominate the study area

Current Zoning

The current zoning in the study area reflects primarily residential and office uses. The Wellstar Kennestone Hospital and parcels to the north are all zoned OI. This category allows for office and institutional uses. The residential area to the south of Kennestone Hospital is zoned R3 and R4. It lies in the medium density residential category with densities ranging from three (3) to six (6) dwelling units per acre. The residential area in the Northwest zoned R2 lies in the low density residential category. All these categories require a large front setback from the street.

Due to the vicinity of the Wellstar Kennestone hospital, the parcels around Kennestone hospital on Tower Road and North Avenue are rapidly being utilized for medical related office uses. There is inadequate amount of retail uses and parks and other recreational facilities within the study area.

- CBD
- CRC
- HI
- LI
- LRO
- MHP
- MXD
- NA
- NRC
- OHR
- OI
- OIT
- OS
- PCD
- PID
- PRD_MF
- PRD_SF
- R1
- R2
- R3
- R4
- RA4
- RA6
- RA8
- RHR
- RM10
- RM12
- RM8
- RRC



Land use categories

CAC: Community Activity Center

CBD: Central Business District

CSI: Community service and Institutional

HDR: High-Density Residential

LDR: Low Density Residential

MDR: Medium Density Residential

NAC: Neighborhood Activity Center

RAC: Regional Activity Center

TCU: Transportation, communication and Utilities

Future Land Use Key

	CAC
	CBD
	CSI
	HDR
	IA
	ICA
	IND
	LDR
	MDR
	NAC
	OSR
	RAC
	TCU

Future Land Use

The following map illustrates the future land use as proposed by the city of Marietta in the study area. Around three fourth of the area is designated as CSI (Community Service and Institutional). This includes the hospital campus as well as the medical related office development. The existing industrial uses have been phased out in the future land use plan. The highest density for residential uses allowed in the area is 6 units /acre.

The future land use in the area however allows for limited flexibility. The area does not have a category for higher density residential or mixed use development. The study area holds a potential for higher densities coupled with ground level retail and other uses such as restaurants and other neighborhood amenities which is not reflected in the future land use categories. The future land use also does not address the issue of profusion of medical related development in the area.



Transportation Context

From a regional transportation perspective, the prominent aspects of the study area include:

- location on State Route 5 (Church Street / Cherokee Street) less than a mile north of Marietta Square ;
- Wellstar Kennestone Hospital campus and related development (a significant destination for employees as well as patients and visitors) ; and
- Easy access to I-75 via the limited access Canton Road Connector.

User Characteristics

In order to assess the local transportation system, it is necessary to consider the relationship of the system to its users.

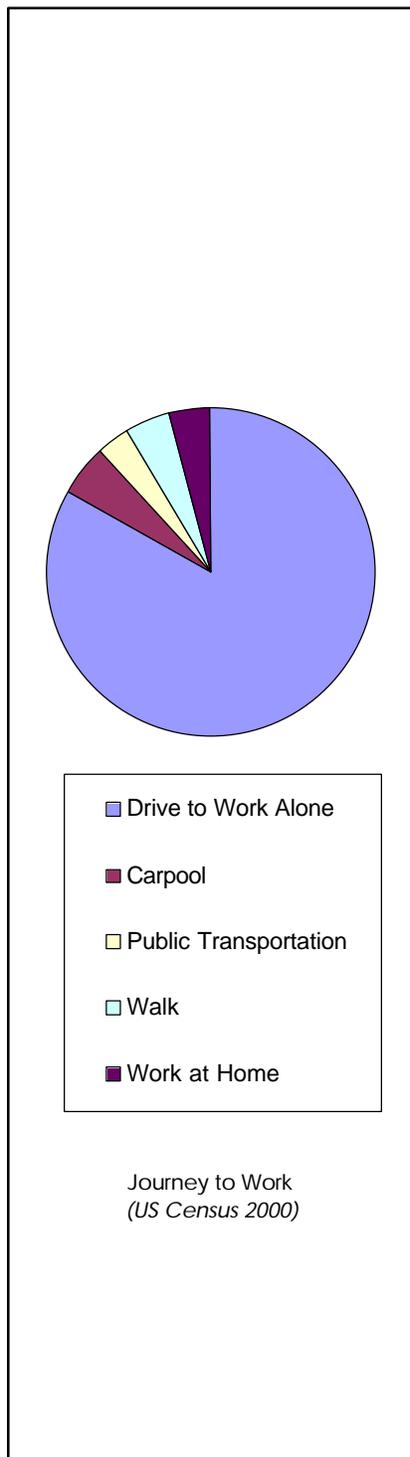
Readily available data regarding localized travel behavior is provided by the 2000 US Census, which summarizes the commute behavior of working local residents. This information was reviewed in a "Traffic and Transportation Analyses" conducted for the Kennestone Hospital Campus Master Plan. Following is a summary of relevant facts from that report.

Commute characteristics of area residents (*2000 US Census*):

- most area residents (83.2%) drive alone to work [vs. 77.0% of metro-Atlantans] ;
- Few carpool to work (4.9%) [vs. 13.6% of metro-Atlantans] ;
- 3.3% use public transportation [vs. 3.7% of metro-Atlantans] ;
- 4.9% walk to work [vs. 1.3% of metro-Atlantans] ; and
- 3.8% work at home [vs. 3.5% of metro-Atlantans]

Commute time for area residents:

- more than four out of ten area residents (41%) have a commute time of 5 to 20 minutes ;



- 29.9% of the area residents take 20-40 minutes to commute to work ;
- nearly one-fourth (23.1%) have commute times greater than 40 minutes ; and
- Only 6.1% have a 5-minute or less commute time.

Departure time for area residents:

- 32.1% depart home for work between 7AM to 8AM ;
- 21.7% leave between 8AM and 9AM ;
- 14.8% depart home from 6AM to 7AM;
- 11.9% does not leave until after 9AM, but before noon ; and
- Nearly one out of ten (9.4%) area residents travel to work in the afternoon or evening.

Additional information presented in the Kennestone Master Plan Analyses included a review of hospital employee commute characteristics. Following is a summary of relevant facts.

Of 9,652 WellStar Kennestone Hospital employees,

- **over half (55.6%) reside in Cobb County ;**
- nearly nine out of ten (86%) employees live within the five county Primary Service Area of the Hospital Campus (Bartow, Cherokee, Cobb, Douglas, and Paulding) ;
- 50% work within standard eight-hour shifts (7AM to 3PM, 3PM to 11PM, and 11PM to 7AM) ;
- 25% work in a 7AM to 7PM shift ; and
- The remaining 25% of employees work an eight hour day within the time period from 7AM to 6PM, with most in a straight 8AM to 5PM shift.

The following observations were made about weekday employee parking space requirements:

- the peak hours are from 7:30AM to 5:30PM

- the average employee parking demand during peak hours is 4,253 ; and
- **The highest parking demand is for 5,235 spaces from 2:30 PM to 3:30 PM.**

Finally, information presented in the Kennestone Master Plan Analyses included a review of hospital patient characteristics. Following is a summary of relevant facts.

Of 34,546 hospital admissions reported by WellStar Kennestone Hospital in 2001,

- over half (55.6%) live within Cobb County (co-incidentally the exact same percentage as employees living in Cobb County) ; and
- About eight of ten patients (78.8%) reside within the five county primary service area of WellStar Kennestone Hospital (Bartow, Cherokee, Cobb, Douglas, and Paulding).

Of hospital campus cases,

- Monday is the heaviest patient load (1,081 average cases);
- all other weekdays vary little from the an average daily count of "patient traffic" within the WellStar Kennestone Hospital Campus average (1,000/day);
- Weekends are the lightest (about 55% of the normal patient loads).

Roadway Facilities

The area is well served by a mature roadway network; however, many area roads (especially those through historic districts) were not originally designed for the traffic volumes which they presently serve.

Following is a summary of the significance of area roads to this study.

Interstate 75 is directly accessed via the Canton Road Connector (SR 5).

Cobb Parkway (US 41 / SR 3) is a Principal Arterial accessed either via Bells Ferry Road (from Church Street Extension) or via Elizabeth Street.

State Route 5 (Church Street / Cherokee Street) operates as a one-way pair and is the primary Arterial serving the study area. Based on the design and travel speeds, **Church Street and Cherokee Street effectively operate as a divided four-lane highway.**

The most critical link in the study area roadway network is Church Street from Tower Road to the Church Street Extension. This segment accommodates approximately 45,000 vehicles daily (annual average).

Tower Road is a major Collector Street serving the study area. Notably, the CSX Bridge over Tower Road is a recent improvement which has improved east-west connectivity in the area. Kennesaw Avenue, Marble Mill Road, and Margaret Avenue / Chicopee Drive are also classified as Collector Streets.

Other streets in the study area are classified as Local Streets. However, several streets in the vicinity of the Hospital play a significant role in traffic circulation; these include: Campbell Hill Street, North Avenue, Lacy Street, Roselane Street, and Sessions Street. This is despite the recent closures of Campbell Hill Street (between Witcher Street and Tower Road) and the Roselane Street/Sessions Street at-grade crossing of the CSX Railroad. Roadway facilities serving the study area are identified in the accompanying map.



Church Street / SR 5



Neighborhood Street



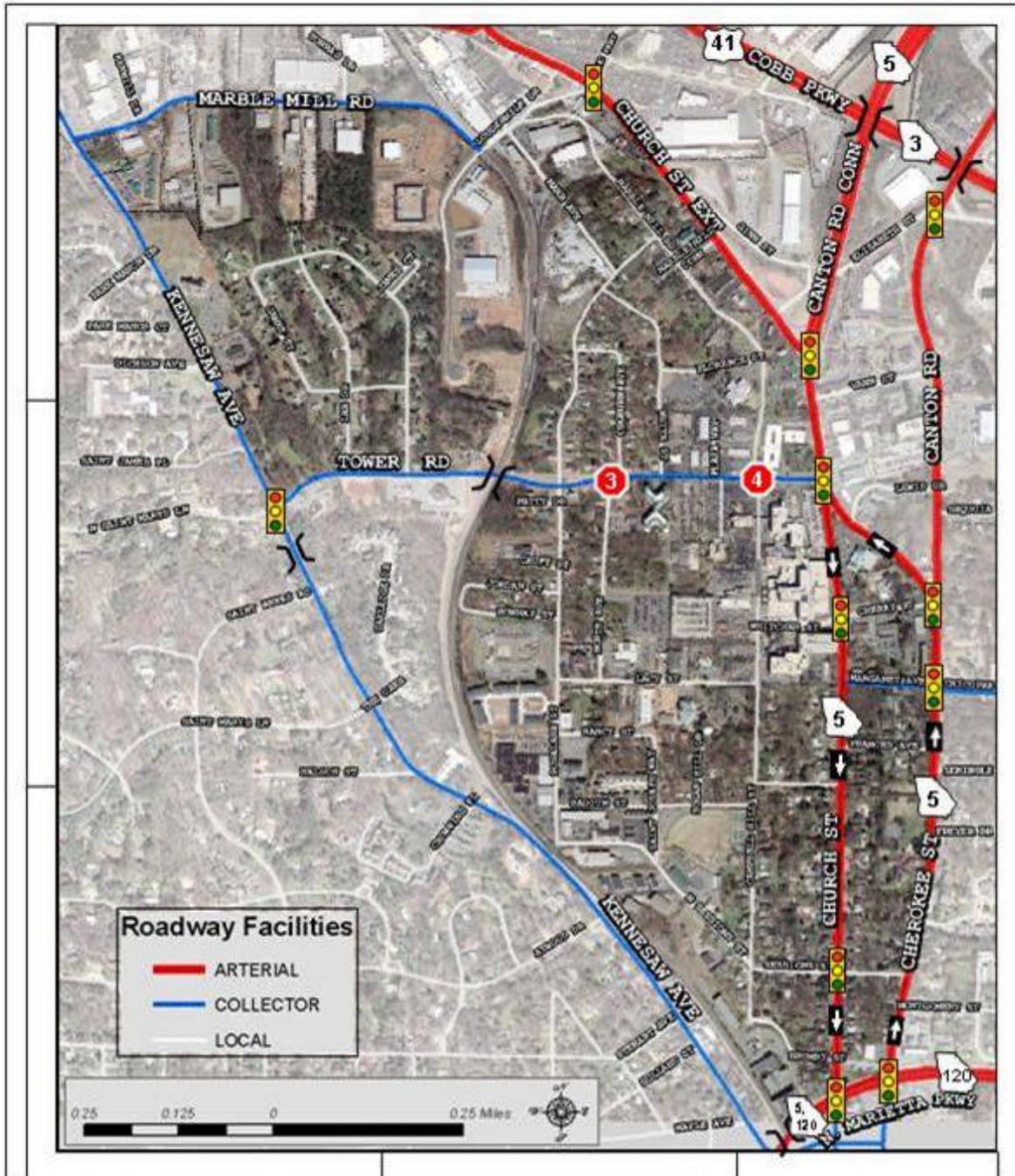
Local Commercial Street

*Typical
Existing Roadway Facilities*

Cherokee-Church Street Historic District & Kennestone Area Study

COMMUNITY PROFILE

2.3 Transportation Analysis



Kennesaw
Land Use and Transportation Study

ROADWAY FACILITIES
Local Classification, Jurisdiction, Operation, Bridges

POND Huntley Partners SIZEMORE GROUP

Recent Changes

Dec 14, 2004 was an important day in the history of the local street network.

On this date,

- the Tower Road underpass at the CSX railroad bridge opened to traffic (the at-grade crossing at this location had been closed for construction since February 2003) ;
- Campbell Hill Street between Witcher Street and Tower Road was closed to traffic (this was a key component of the Hospital Master Plan) ; and
- Roselane Street was closed at the CSX Railroad at-grade crossing (due to safety concerns).

Because these improvements dramatically altered traffic patterns in the study area, the ability of this analysis to draw significant conclusions from historic traffic data is limited.



Tower Road opened @ CSX Railroad Bridge



Campbell Hill Street closed at Hospital



Roselane/Sessions closed @ CSX Railroad crossing

Major Changes December 14, 2004

Recent Improvements

The Hospital Master Plan called for a number of significant modifications to the study area road network. Some of these improvements were required by the city for conditional approval of the aforementioned closure of Campbell Hill Street.

Since 2003, Wellstar Kennestone Hospital has been responsible for the following projects (ITEM numbers correspond with those in "Exhibit A" of the City/Hospital "Memorandum of Agreement" dated 04/14/04 as well as in the map on the following page):

- Campbell Hill Street closure (ITEM 1) ;
- North Avenue improvement to a three-lane section from the employee parking deck and service entrance to Tower Road (ITEM 5) ;
- Cherry Street / Cherokee Street intersection improvement (ITEM 4) ; and
- Construction of a right-turn lane from Tower Road eastbound to Church Street southbound (along Hospital frontage) (ITEM 6).

The following agreed to projects have yet to come to fruition (as of summer 2006):

- Speed Humps on Campbell Hill Street (south of Lacy Street (ITEM 8) ;
- Sidewalks on the south side of Witcher Street (ITEM 11)
- Flashing Beacon Signal at Margaret Ave / Church Street (ITEM 13) ; and
- Traffic Signal Installation at North Ave / Tower Rd (ITEM 19).

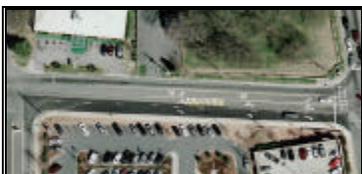
The accompanying map displays location-specific improvement projects which the hospital agreed to fund.



North Avenue Improvement



Cherry St / Cherokee St Intersection Improvement



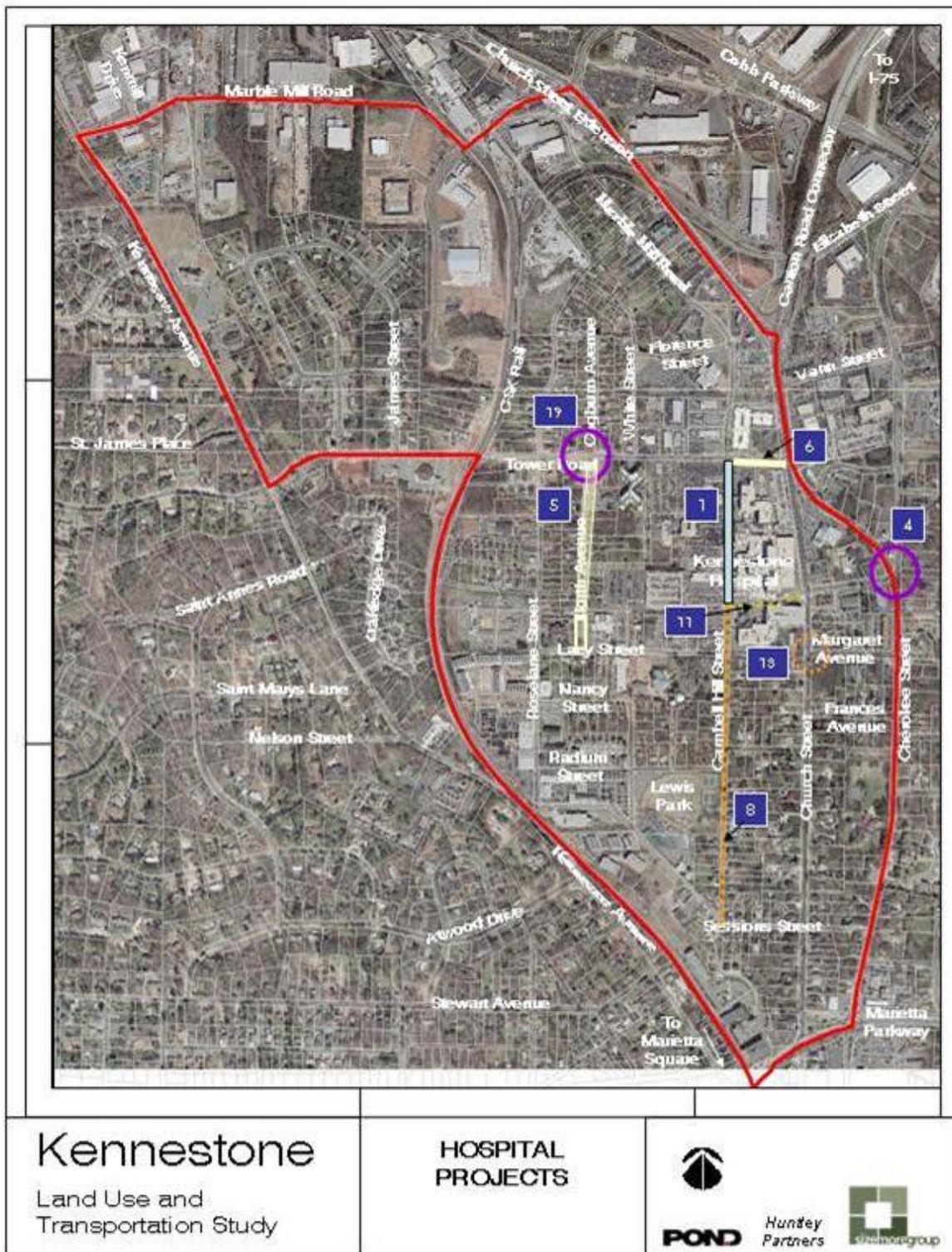
Right Turn Lane (Tower Road @ Church Street)

Roadway Improvements Since 2003

Cherokee-Church Street Historic District & Kennestone Area Study

COMMUNITY PROFILE

2.3 Transportation Analysis

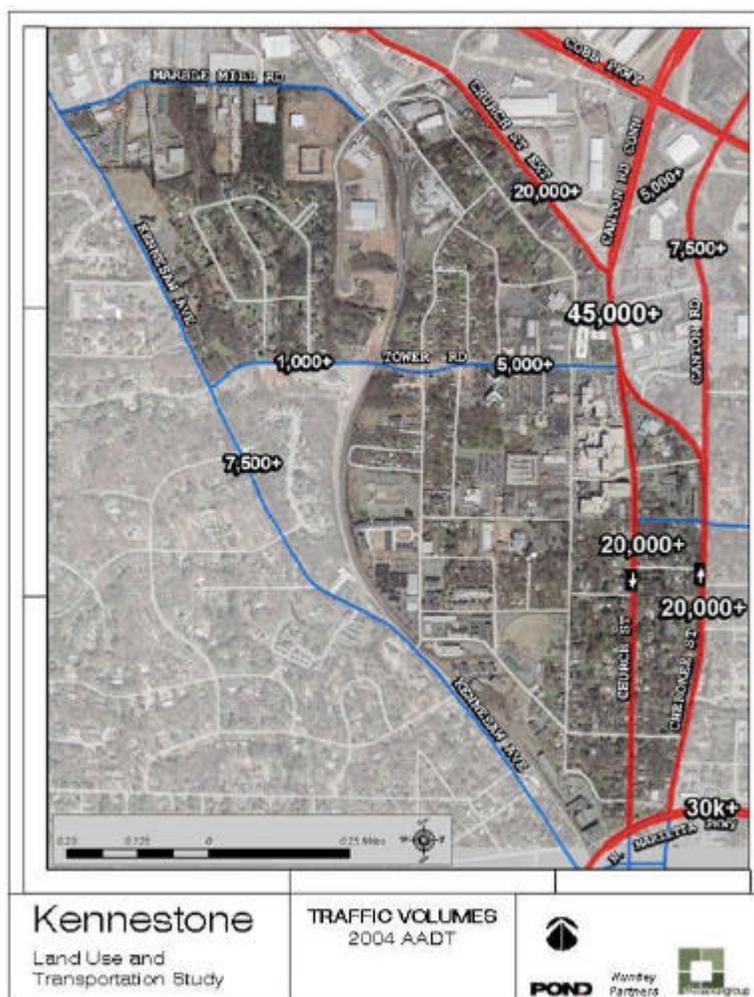


Traffic on Thoroughfares

Historic data regarding traffic volumes along study area arterials and collectors are maintained at the regional and state levels.

Additionally, existing traffic volumes along study area arterials and collectors are maintained at the regional and state levels.

The existing traffic volumes highlight the critical role of Church Street from Tower Road to Church Street Extension. Approximate existing traffic volumes on arterials and collectors are identified in the accompanying map.



Traffic on Local Streets

Study-area specific historic traffic counts were obtained in 2003 as part of the Traffic and Transportation Analyses for the Wellstar Kennestone Hospital Campus Master Plan.

Note that when the 2003 traffic data was collected:

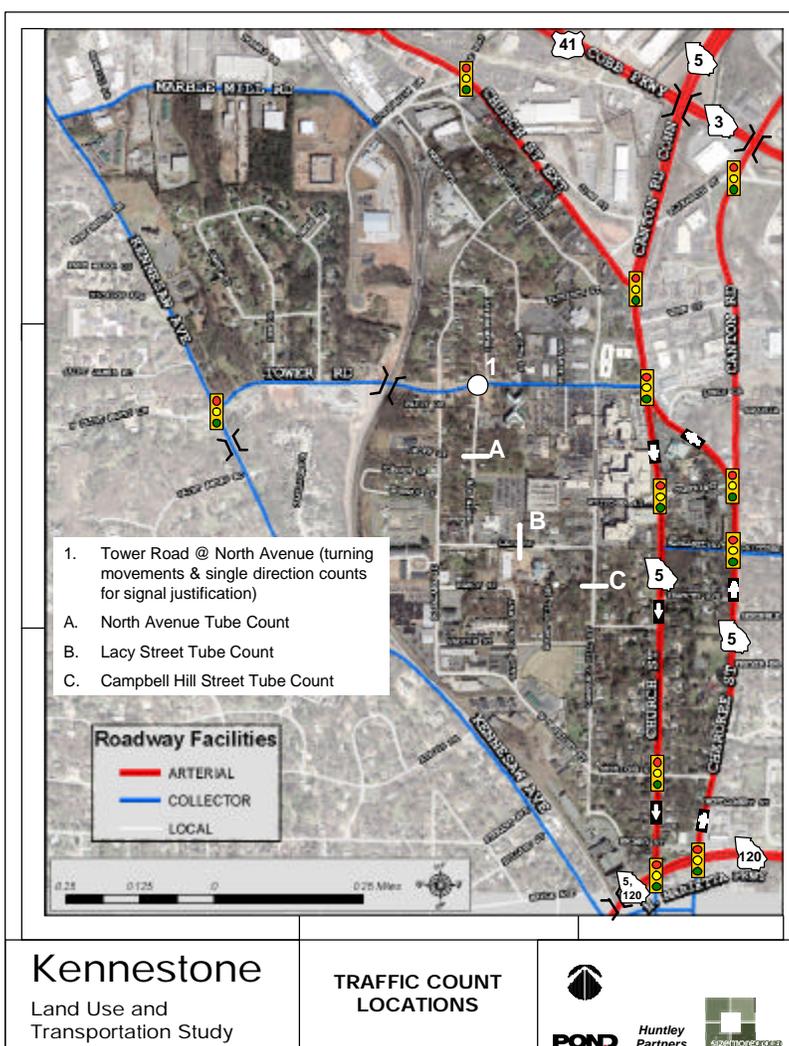
- Tower Road was closed (due to the bridge construction at the CSX crossing) ;
- North Avenue had not yet been improved to a 3-lane section ;
- Cherry Street / Cherokee Street intersection had not yet been improved ;
- The Roselane Street Railroad crossing (@ North Sessions) had not yet been closed ;
- North Avenue service entrance and parking deck had not yet been constructed ;
- Campbell Hill Street had not yet been closed ;
- area schools (including St. Joseph Catholic School) were not in session ; and,
- Numerous public and private projects were underway or planned.

Existing traffic counts (2006) were collected for analysis as part of this study. Two types of traffic counts were conducted, peak period turning movement counts and bi-directional tube counts. Peak period turning movement counts were conducted at the intersection of Tower Road and North Avenue. This location was selected because the hospital formerly agreed to signalize this intersection as part of the Campbell Hill Street closure agreement. *This study is tasked with performing traffic analyses necessary to determine whether such a signal is warranted.*

The bidirectional tube counts result in a total number of vehicles tabulated per hour for each direction of traffic. The bi-directional tube count locations follow:

- A. North Avenue between Tower Road and Lacy Street
- B. Lacy Street between North Avenue and Campbell Hill Street
- C. Campbell Hill Street south of Lacy Street

These locations were selected in part because they represent the neighborhood streets along which counts were obtained in 2003; thus, recounts at these locations offer the opportunity to quantify changes which have occurred since. The traffic count locations are identified in the accompanying map.



A summary of the traffic tube count data is provided in the following table. Complete results are provided in an Appendix.

Traffic Volumes from Tube Counts

Location	summer 2003					summer 2006				
	NB	SB	EB	WB	ADT	NB	SB	EB	WB	ADT
North Avenue between Tower Road and Lacy Street	1,008	927	-	-	1,940	3,118	2,378	-	-	5,496
Lacy Street between North Avenue and Campbell Hill Street	-	-	2,227	2,422	4,650	-	-	1,642	2,030	3,672
Campbell Hill Streets south of Lacy Street	1,202	1,882	-	-	3,080	926	1,159	-	-	2,085
Tower Road approaching North Avenue	-	-	N/A	1,549	N/A	-	-	3,743	4,786	8,529

Average Daily Traffic (ADT): the total volume on a roadway segment in both directions during an average day.
2003 ADT data collected June-July 2003
2006 ADT data collected June 2006

The data indicates the following notable changes in traffic operations between 2003 and 2006:

Westbound traffic along Tower Road approaching North Avenue has more than tripled, from approximately 1,500 to 4,800 vehicles daily. This is due primarily to the re-opening of Tower Road at the CSX crossing (grade-separated underpass). However, this is also due to Hospital Master Plan improvements.

Traffic volume on North Avenue has nearly tripled. This is primarily due to the opening of Hospital service and employee entrances (on North Avenue south of Tower Road) and the associated reconstruction of North Avenue as a 3-lane section.

Approximately 1,000 fewer vehicles travel daily on Campbell Hill Street south of Lacy Street, representing a decrease of over 30%. This is primarily due to the closure of Campbell Hill Street between Whitcher Street and Tower Road.

Nearly 1,000 fewer vehicles travel daily on Lacy Street between North Avenue and Campbell Hill Street, representing a decrease of over 20%. This is primarily due

to the closure of Campbell Hill Street between Whitcher Street and Tower Road, but is in spite of the opening of Hospital service and employee entrances on North Avenue.

Additional traffic counts (obtained July 10, 2006) were made available during the course of this study by the City of Marietta at the following locations:

- A. North Sessions Street at Roselane Street
- B. Sessions Street at Church Street
- C. Hillside Avenue between Campbell Hill Street and Church Street
- D. Campbell Hill Street south of Sessions Street

All available counts suggest that the following local street segments are being used as cut-through routes:

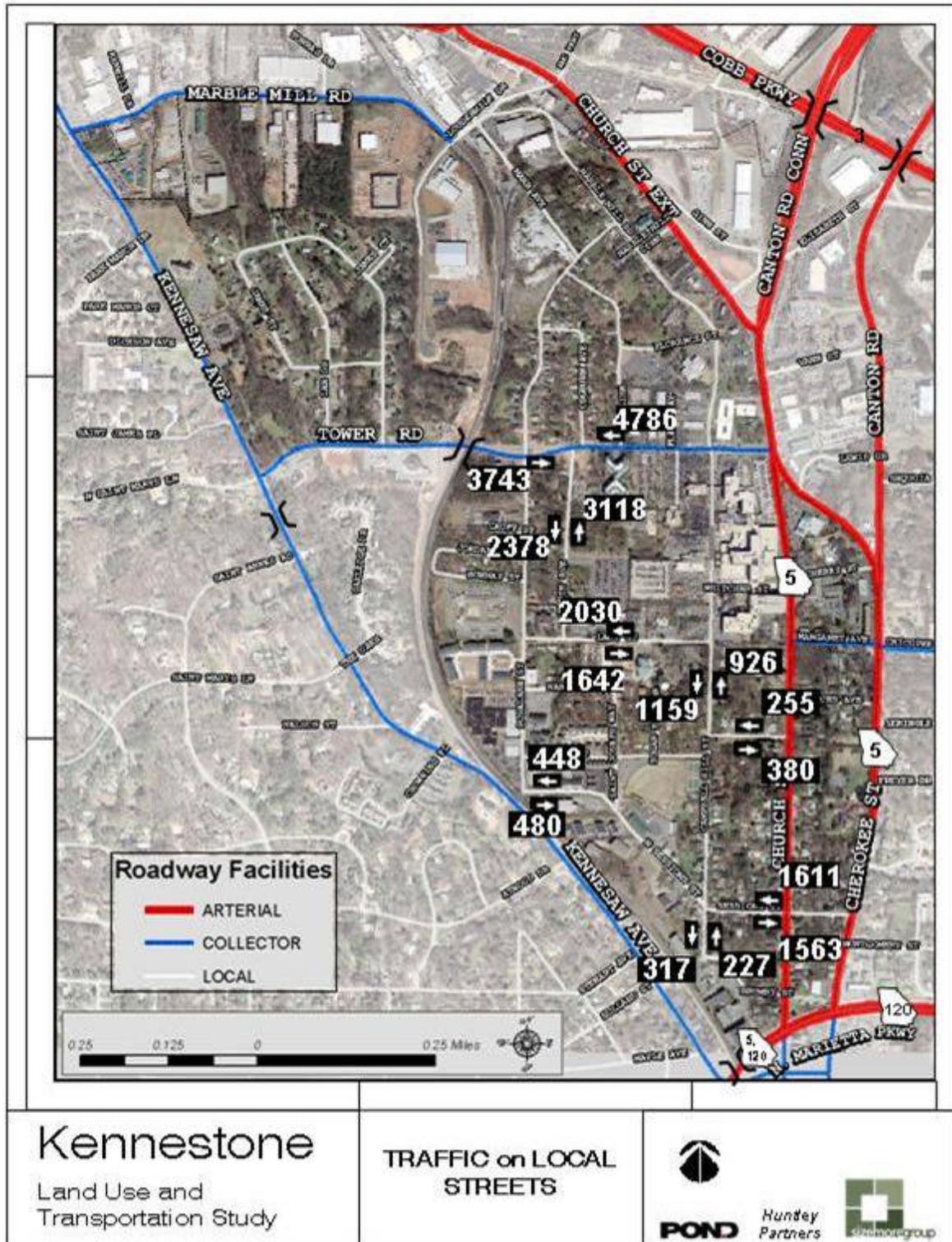
- North Avenue [5,000+ vehicles / day] ;
- Lacy Street [3,500+ vehicles / day] ;
- Sessions Road (Campbell Hill St to Church St) [3,000+ vehicles / day] ; and
- Campbell Hill Street (Sessions Street to Lacy Street) [2,000+ vehicles / day].

Local traffic count data is displayed in the accompanying map.

Cherokee-Church Street Historic District & Kennestone Area Study

COMMUNITY PROFILE

2.3 Transportation Analysis



Kennestone
Land Use and
Transportation Study

TRAFFIC on LOCAL
STREETS



Traffic Congestion Forecast

Traffic Congestion was analyzed in 2003 for the Hospital Master Plan. A Level of Service for each intersection in the vicinity of the hospital was calculated. The plan identified the following intersections as not meeting the level of service typically expected by municipal traffic departments:

- Church Street @ Church Street Extension – PM Peak Period;
- Church Street/Cherokee Street @ Tower Road – AM Peak Period; and,
- Cherokee Street @ North Marietta Parkway – PM Peak Period.

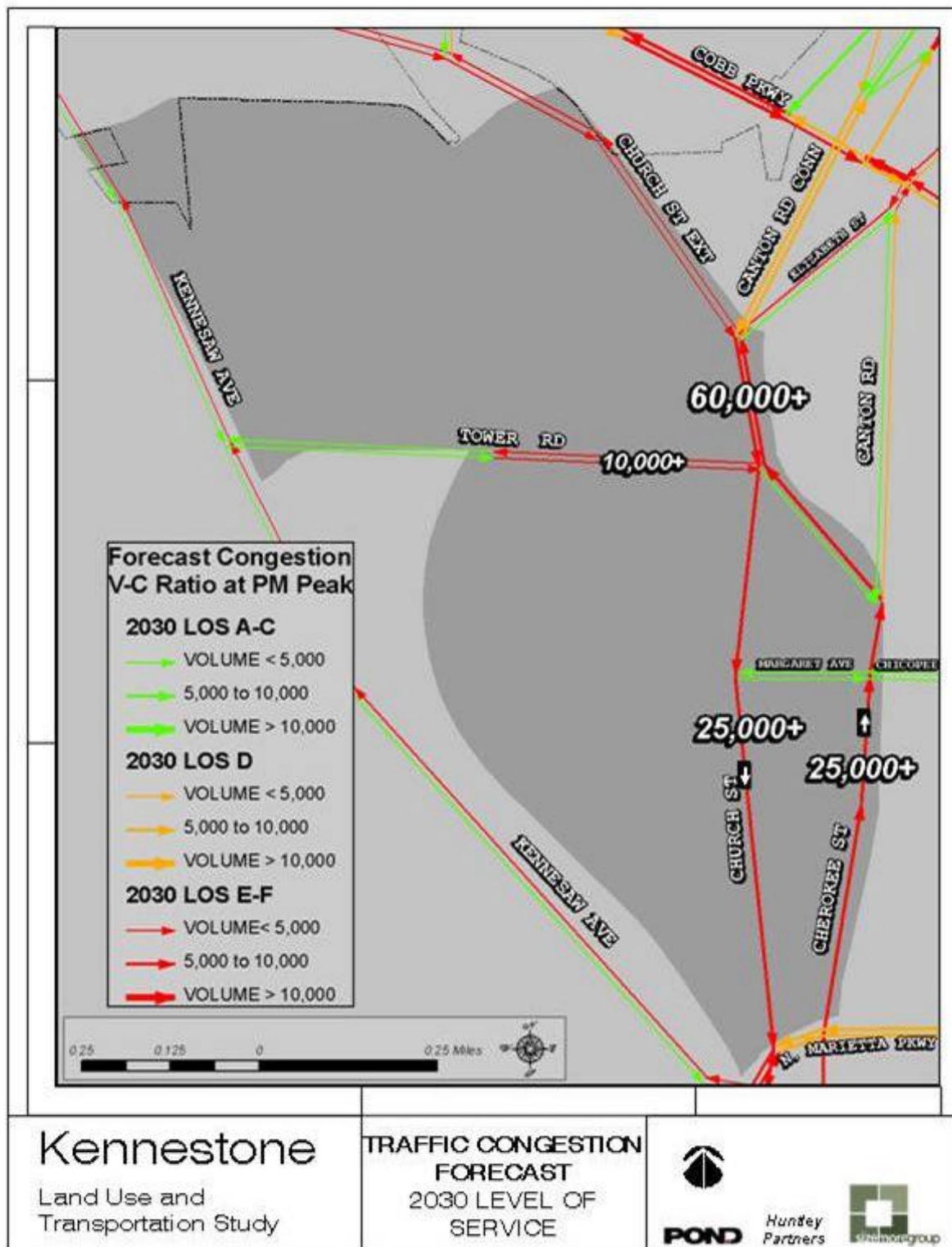
Note that the analysis took place prior to major changes in the local street network in December 2004.

An important resource for analyzing existing and forecasted congestion is offered by traffic models constructed by the Atlanta Regional Commission (ARC) for the Regional Transportation Plan (RTP).

The 2030 model incorporates numerous improvement projects impacting the study area. Despite these improvements, the model forecasts severe PM Peak congestion in both directions for the following road segments

- Church Street / Cherokee Street from North Marietta Loop to Church Street Extension ;
- Church Street Extension ; and
- Tower Road from the CSX Railroad bridge underpass to Church Street.

Following is a graphic highlighting future traffic volume forecasts and PM peak levels of service.



Kennestone

Land Use and
Transportation Study

**TRAFFIC CONGESTION
FORECAST
2030 LEVEL OF
SERVICE**



Huntley
Partners



Roadway Safety

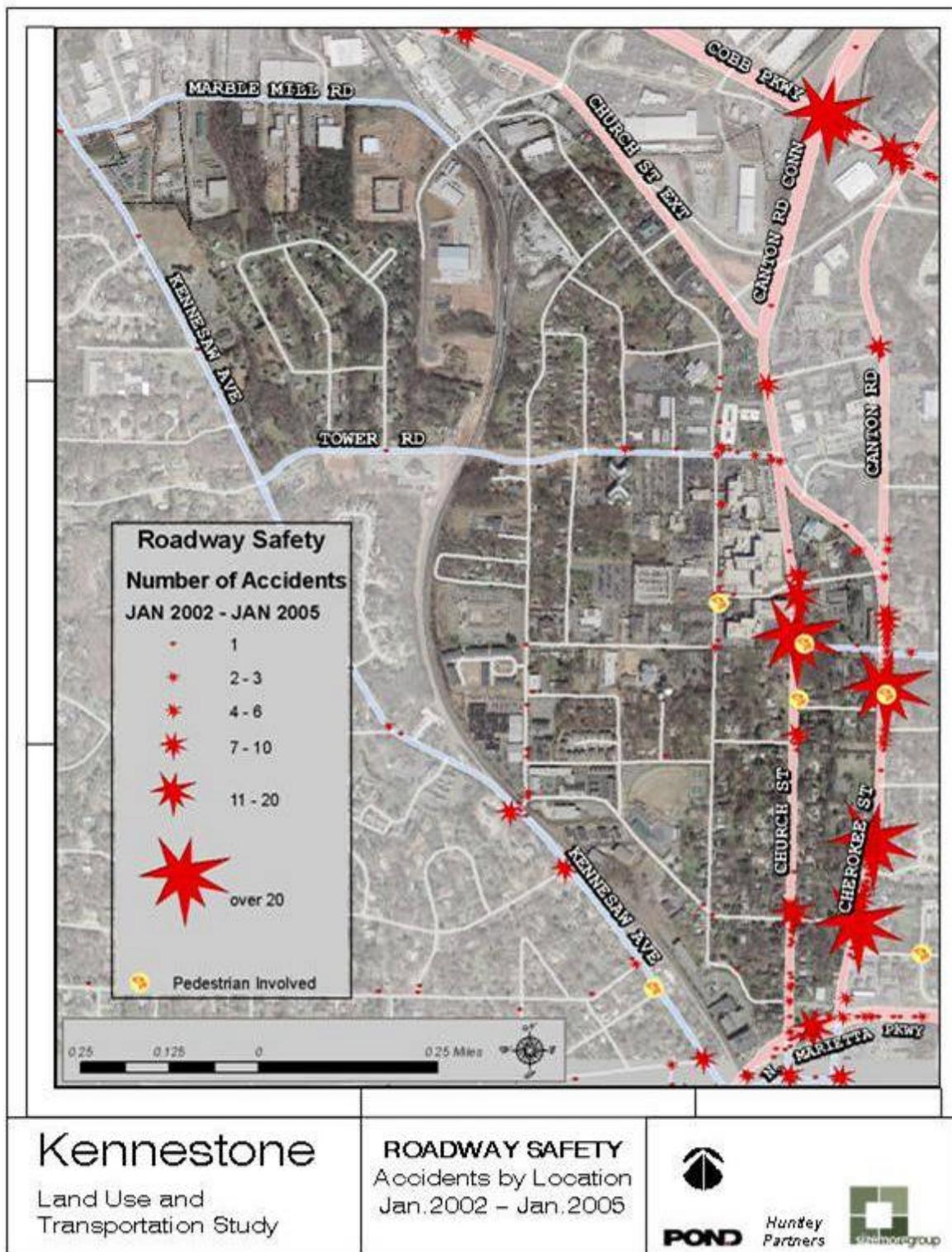
Another way to quantify roadway conditions is through analyses of traffic accident data. Relevant existing resources included the local data and analysis prepared as part of the Hospital Master Plan and a statewide database maintained by GDOT.

The Hospital Master Plan report reviewed accidents at area intersections between January 2002 and May 2003. The report focused on numbers and types of accidents and identified times of day and days of week. The intersection of Tower Road and Church Street / SR 5 was identified as particularly accident prone.

The GDOT database proved to be a limited resource. Accident data since January 2005 had not yet been fully processed. Thus, the data does not inform an assessment of conditions since the major changes in the local street network which occurred in December 2004 (the opening of the Tower Road Railroad underpass, the closure of Campbell Hill Street, and the closure of the Roselane Street Railroad crossing).

Further, accident data is typically analyzed for a three year timeframe; thus, the available data is insufficient to draw conclusions. Still, the information supports the need for traffic calming on the one way pair of Church Street / Cherokee Street as well as consideration of enhanced pedestrian facilities along this route.

The accompanying thematic map presents numbers of accident and pedestrian-involved accidents by location.



Other Traffic Impacts

Many characteristics of traffic are difficult to assess quantitatively from readily available resources. These include excessive speeds, vehicle types (e.g. percentages of trucks, ambulances), and vehicle/traffic noise (horns, sirens, trucks).

The most reliable resource for a fair assessment of the impact of these subjective factors is community input.

A common theme expressed by the community was a desire to calm traffic in general, not only on Church Street and Cherokee Street but also on local, neighborhood streets.

The community clearly expressed a desire to calm traffic on the local streets which are being used by hospital-related traffic including:

- Employees (especially the daily, peak hour impact of high-speed cut-through traffic) ;
- Patients and Visitors (these travelers tend to be less familiar with the road network; poor way-finding and directional signage result in unnecessary demand on local streets) ; and
- Emergency vehicles (ambulance traffic both arrivals with high speeds and sirens and staging for departures).

COMMUNITY PROFILE

2.3 Transportation Analysis



*Kennesaw Mountain -
Chattahoochee River Multi-Use
Trail*



Trail Bridge over N. Marietta Pkwy



*Whitcher Street - Eastbound
Shoulder*

*Typical
Bike/Ped Facilities*

Alternative Transportation Facilities

“Alternative Transportation” facilities serving the study area include sidewalks, multi-use trails, and bike lanes as well as public transportation services.

Sidewalks

The sidewalk network in the study area is generally well established. However, sidewalks are notably absent along important segments of area arterials (including Church Street and Cherokee Street in the vicinity of the hospital).

Multi-Use Facilities

The primary non-motorized multi-use facility in the vicinity is the Kennesaw Mountain to Chattahoochee River Trail. This route is being constructed in phases. The segments along Kennesaw Avenue and Tower Road are open as is the bike/ped bridge over North Marietta Parkway.

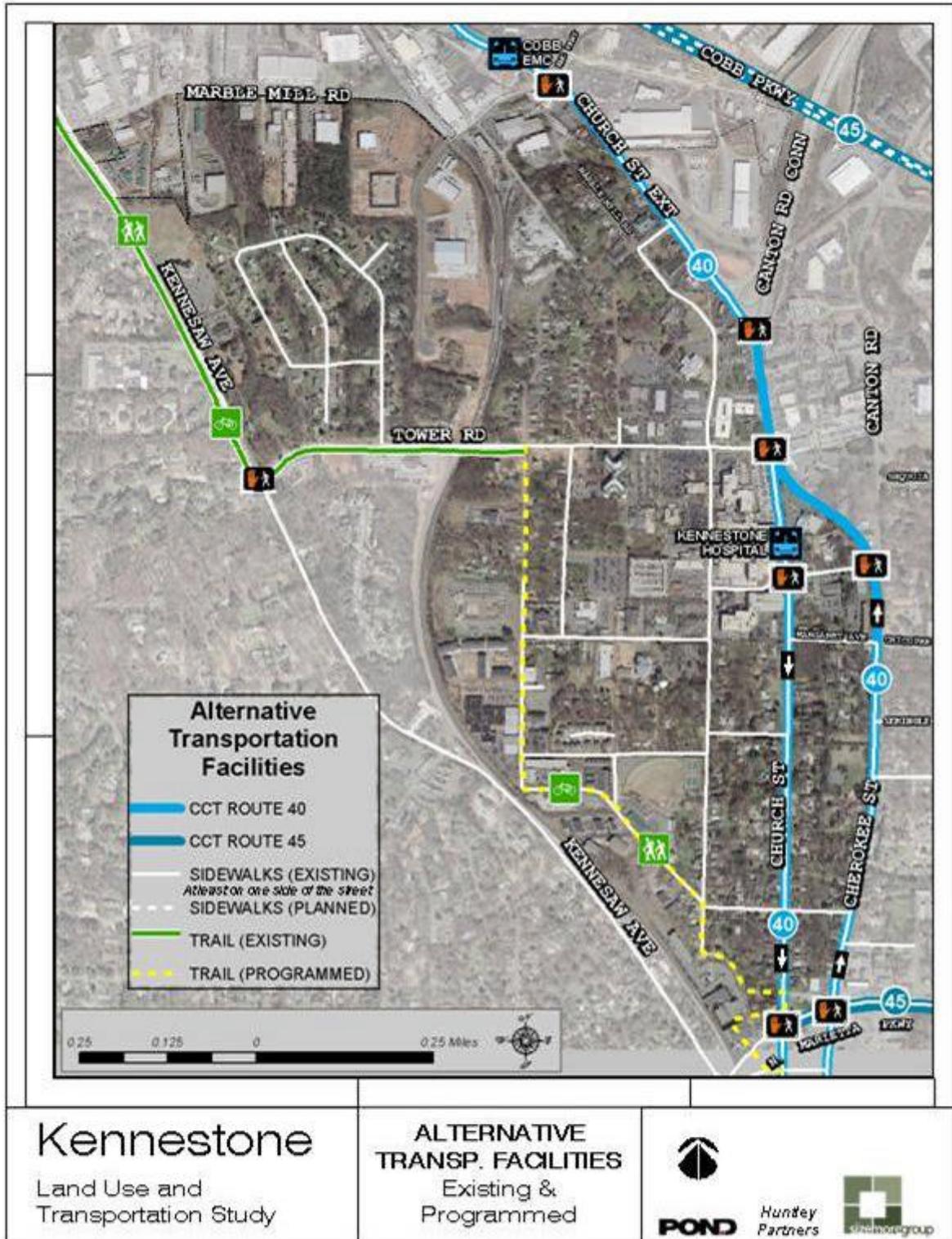
Upon completion, the design character of this facility will adapt to variable existing conditions. For example, the segment between Tower Road and North Marietta Parkway is being designed as on-road bike lanes and continuous sidewalks.

This trail will serve as a primary route for pedestrian and bicycle trips, both recreational and destination-oriented.

The accompanying map identifies existing and programmed alternative transportation facilities.

COMMUNITY PROFILE

2.3 Transportation Analysis



COMMUNITY PROFILE

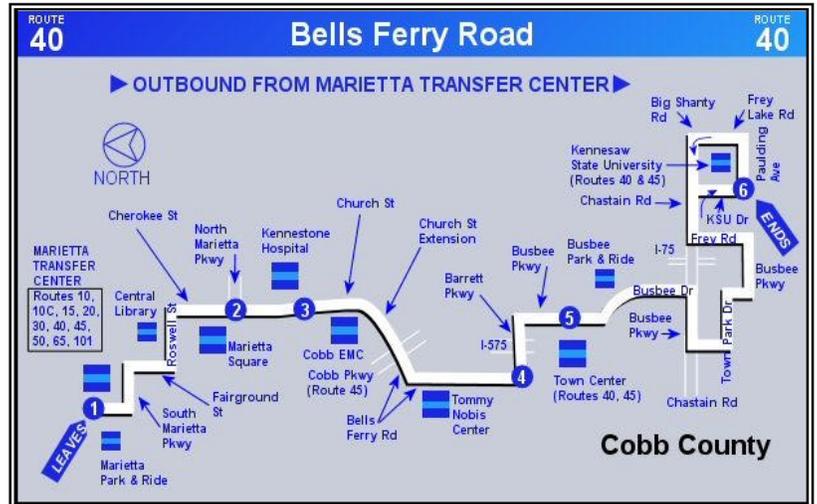
2.3 Transportation Analysis



Public Transportation

The area is served by local bus routes operated by Cobb Community Transit (CCT).

CCT Route 40 serves destinations along Church Street/Cherokee Street and Church Street Extension, including the hospital and Cobb EMC. This route runs between the Marietta Transfer Center and Kennesaw State University, including stops at Marietta Square and Town Center. Also, this route offers connections to Xpress commuter bus service to Atlanta.



Note: Another CCT Route (Route 45) does not directly serve the study area, but passes by on North Marietta Parkway and Cobb Parkway.

Cherokee-Church Street Historic District & Kennestone Area Study



COMMUNITY PROFILE

2.3 Transportation Analysis

Programmed Improvements

The following table includes projects impacting the area.

Jurisdiction	Funding / ID	GDOT ID	Project	Program / Type	Description	Construction Start Year
Marietta	TIP CO-AR-BP120	0006873	Kennesaw Mtn to Chattahoochee River Trail - Downtown Marietta segment	Sidewalk improvements	Trail will utilize the historic Marietta Station walk, which is a 10-12 ft wide brick boardwalk that was used to access the historic train depot which is now used as the Marietta Welcome Center. An off-road trail will continue south along the east side of the railroad tracks and behind businesses. The trail will cross to the west side of the railroad tracks at Waverly Way and will proceed south, where the proposed South Loop Pedestrian Bridge will traverse South Marietta Parkway on the west side of the railroad overpass connecting Brown Park and the Confederate Cemetery.	2009
Marietta	TIP CO-AR-BP218	0006804	Kennesaw Mtn to Chattahoochee River Trail - Tower Rd. to N. Marietta Pkwy	Sidewalk improvements and on-road bike facilities	This trail segment is proposed to be an off-road multi-use facility that begins at Tower Road and Roselane Street, and travels southward on the west side of Roselane. At Roselane Street and Nancy Street the trail switches to the east side of the right-of-way continuing southward along Roselane Street to North Sessions Street. Along North Sessions, Campbell Hill, and Brumby Streets the trail combines the use of sidewalk improvements and on-road facilities for bicyclists. From Church Street to the North Loop Pedestrian Bridge the trail will be an off-road facility. This trail segment terminates at the North Loop Pedestrian Bridge.	2007
Marietta	TIP (Local to be funded by Wellstar) CO-330	0006867	Tower Road Improvement - primary focus on Intersection of Tower Rd and SR 5 (Church St / Cherokee St)	Roadway operational upgrades	Primary focus is to improve Tower Rd / SR 5 intersection. The proposed project would provide: 1. an additional left turn lane from Cherokee Street to Tower Road, 2. an additional left turn lane from southbound SR 5/Church Street to the Eckerd Pharmacy driveway, 3. an additional left turn lane from Tower Road to SR 5/Church Street, and 4. an additional westbound lane on Tower Road to accommodate the new movements. \$4,000,000 project.	2007
Marietta	SPLOST	-	Church St at N. Marietta Pkwy	Intersection Improvement	Intersection Improvement – The scope of this project is yet to be finalized	TBD
Marietta	SPLOST	-	Roselane St at Sessions St	Intersection Improvement	Install a radius at intersection	2009
Marietta	SPLOST	-	Kennesaw Ave Bridge over Noses Creek	Bridge Replacement	Bridge Replacement	2009
Marietta	SPLOST	-	Kennesaw Ave Shoulder	Safety - Shoulder widening	Shoulder Widening - Tower Rd to CSX RR	2006
Cobb County	TIP CO-AR-BP219	0006874	Cobb Pkwy Sidewalks - Bells Ferry Road to N. Marietta Pkwy	Sidewalk installation	Parkway and Windy Hill Road to support pedestrian activity from the adjacent residential communities and jobs to the transit stops and nearby commercial areas. The Bells Ferry Road pedestrian project consists of constructing a sidewalk, curb, gutter, drainage and reconstruction of bus stop from Barrett Parkway to Ashford Oaks Apartments; on Cobb Pkwy, the northern portion will be constructed between Bells Ferry Road and 1North Marietta Parkway and the southern portion will be constructed between South Marietta Parkway and Windy Hill Road; and the Windy Hill Road pedestrian project covers the implementation of a sidewalk from Cobb Parkway (U.S. 41) to Village Parkway.	2009
Cobb County	TIP CO-272	752630	Canton Road Bridge over Cobb Pkwy / US 41	Bridge upgrade, sidewalks	This project will reconstruct the Canton Road bridge over US 41. The project is meant to improve the safety of the bridge and will include the provision of sidewalks on the bridge. It is related to CO 272B.	2007

Alternative Transportation Projects and Studies

Alternative Transportation projects were displayed in the previous map of existing and programmed alternative transportation facilities, including the Kennesaw Mountain Chattahoochee River Trail (previously discussed).

Other sidewalks and streetscape enhancements are part of roadway and bridge projects to be discussed.

Of particular note, the Georgia Regional Transportation Authority (GRTA) and Georgia Department of Transportation are coordinating on the "Northwest Corridor Project," which is considering:

- High occupancy vehicles (HOV) Lanes on I-75/I-575 ;
- New HOV ramps and interchanges ;
- Express bus and/or bus rapid transit (BRT) service ;
- Bus stations and park & ride lots ;
- Truck only lanes on I-75/I-575 ; and
- Tolling facilities possibly serving the HOV and Truck lanes.

GRTA has identified the Wellstar Kennestone Hospital as an important destination for its planned service; thus, the entire study area may greatly benefit from enhanced transit service.

Though this service will not be operating for at least five years (2011), the southwest corner of the Church Street/Tower Road intersection (presently a parking deck slated for demolition) has been identified as a prime location for a future express bus or BRT station/platform.

Programmed Roadway Projects

Six noteworthy roadway and bridge projects are programmed in the vicinity of the study area.

Two of these are merely Safety & Maintenance upgrades along Kennesaw Avenue (not in the study area).

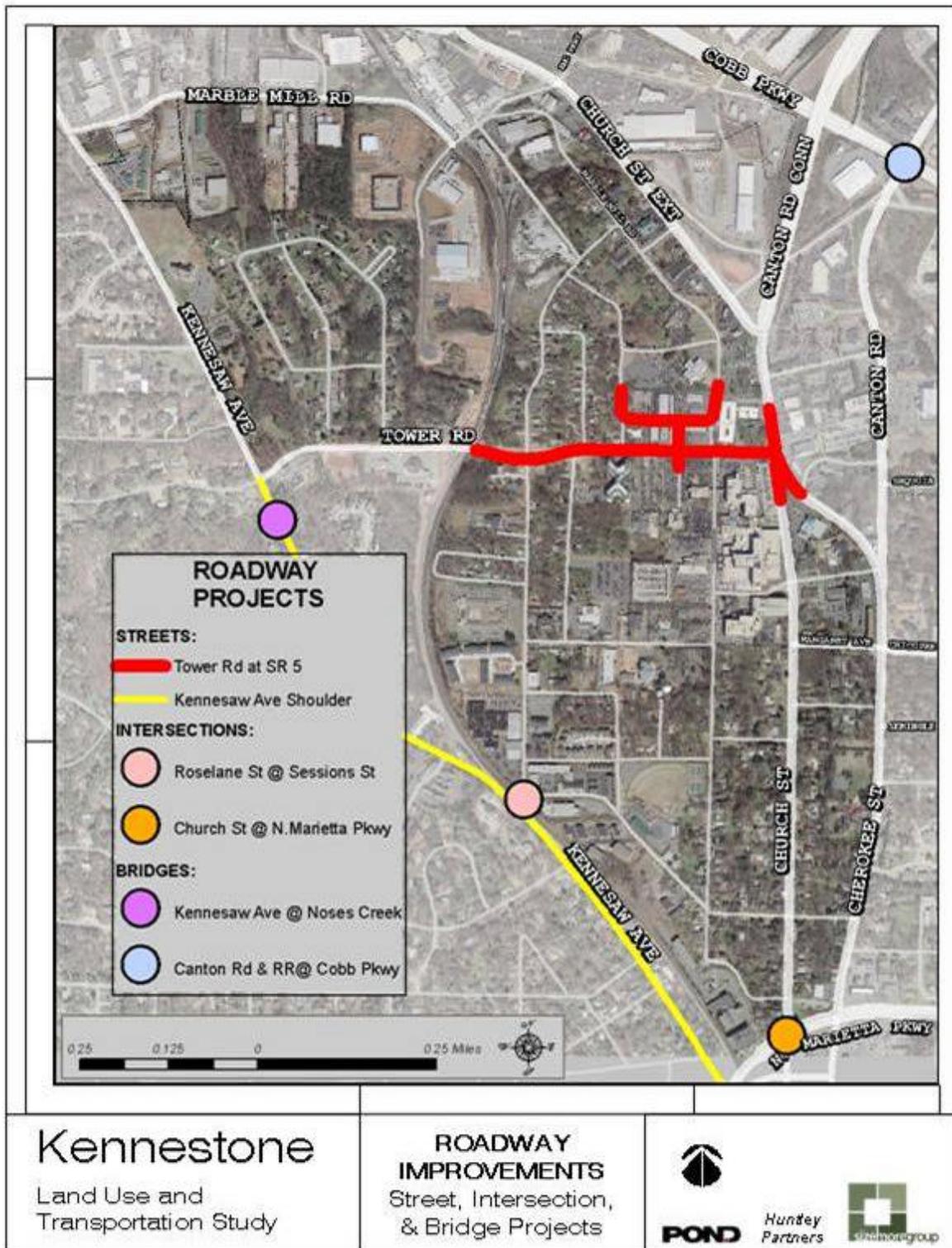
The upgrade of the Canton Road Bridge over Cobb Pkwy / US 41 (*not in the study area*) will accommodate sidewalks on both sides of Canton Road. *Though this project is also out of the study area, it is recommended that this project be modified to also accommodate the future provision of bike lanes on this route.*

The Roselane / Session intersection improvement is a result of the aforementioned closure of the at-grade Railroad Crossing at this location and will not have a significant impact on local traffic.

Though funds have been allocated for an improvement to the intersection of Church Street and North Marietta Parkway, the original concept did not meet favorably with the community as it involves additional lane work. The final scope of this project has not been determined.

Of all locally programmed projects, the Tower Road improvement will have the greatest impact on local traffic.

The following map shows programmed roadway and bridge improvement projects impacting the area.



Tower Road Improvement Project

Although Tower Road is a city street, the Georgia Department of Transportation (GDOT) is managing the project because federal transportation funds were acquired in order to fund the improvements.

Because of the importance of this project in realizing the Hospital Master Plan, Wellstar Health System agreed to provide local matching funds (typically 20% of costs).

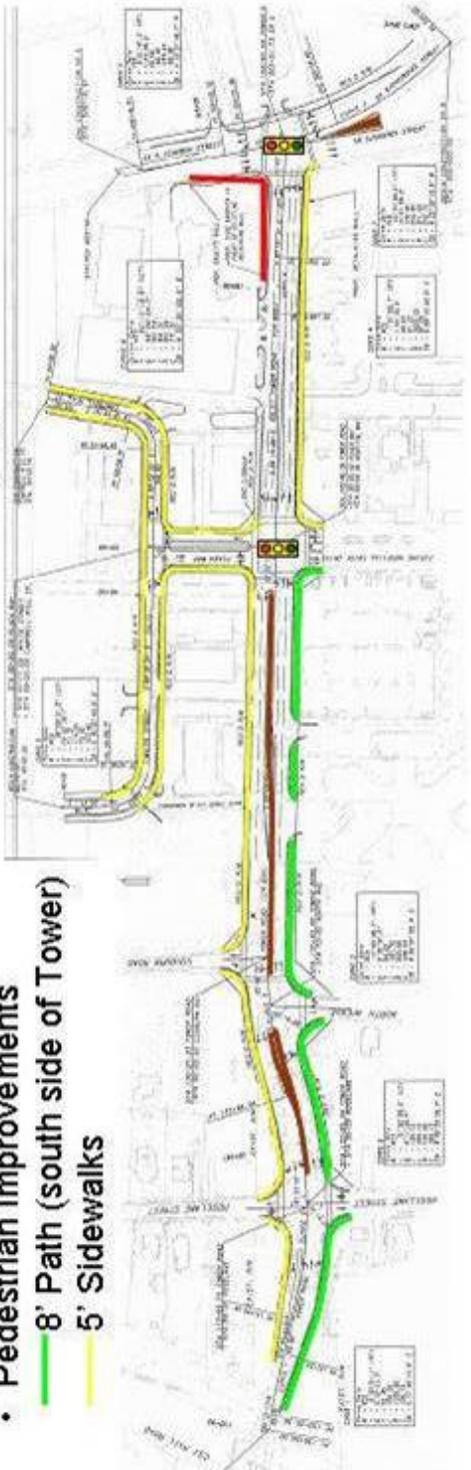
This project is presently in the final design stages and construction was originally scheduled for completion in 2008.

The project consists of widening Tower Road, typically to two lanes each direction, divided by a raised median. The project also provides turn lanes and pedestrian facilities and consolidates local access north of Tower Road.

The approved Concept Plan included:

- a median break at Tower Road and Roselane Street ;
- a median break at Tower Road and North Avenue ;
- a signalized intersection at Tower Road and Campbell Hill Street ; and
- a signalized intersection at Tower Road and Church Street / SR 5.

The accompanying graphic presents a critique of the concept plan for the Tower Road Improvement project.

<p>TOWER RD PROJECT HIGHLIGHTS</p> <ul style="list-style-type: none"> • Big Improvement to Traffic Operations = Access Management = Safety • Raised Median • Traffic Signals • Additional Turn Lanes • Pedestrian Improvements • 8' Path (south side of Tower) • 5' Sidewalks 		<p>COULD BE BETTER</p> <ul style="list-style-type: none"> • Several Curb Cuts close to Intersections • Historic Property @ Tower/SR 5 • retaining wall, no sidewalk • No Pedestrian Improvements to SR 5 • No Landscaping 	<p>OTHER OBSERVATIONS</p> <ul style="list-style-type: none"> • Signalized Hospital Visitor Entrance • Possible Cut-through Traffic at private driveways • Potential Bottleneck at CSX overpass
<p>Kennestone Land Use and Transportation Study</p>	<p>TOWER ROAD PROJECT Concept Plan</p>		

Signal Warrant Analysis

As previously mentioned, in a "Memorandum of Agreement" between the City and Wellstar regarding the closure of Campbell Hill Street, Wellstar agreed to fund the design, purchase, and installation of a traffic signal at the intersection of Tower Road and North Avenue.

This study was tasked with determining whether such a signal is warranted from a traffic engineering perspective.

In order to make this determination, traffic counts and usage for morning and afternoon peak hours were assessed against the existing site conditions.

Additionally, the following information was taken into consideration:

- design plans for the Tower Road improvement ;
- information and site plans provided by the City regarding private developments in the vicinity (under construction and approved for rezoning) ;
- planned alignment of Cogburn / North at Tower Rd to form a 4-way intersection ; and
- Background documentation, including the MSE / Transcore report, "Traffic and Transportation Analyses for WellStar Health System Kennestone Hospital Campus Master Plan."

The traffic engineering study concluded that a signal at this location is warranted.

Based on the results of the signal warrant analysis and the plans for additional Hospital-related development, **installation of a traffic signal at this intersection is both warranted and recommended.** *Complete documentation of the detailed signal warrant analysis is included in an Appendix.*

Transportation Issues and Opportunities

Overarching Transportation Theme

- Impact of Hospital-related expansion on traffic

Major Transportation Issues & Opportunities

- Status, Resolution, and Community Expectations of City/Hospital Agreements
- Direct Hospital Access from I-75 and Cobb Pkwy
- Tower Road Improvement Project
- Church / Cherokee jurisdiction (pending transfer from state route to local street)
- Enhancement of transportation options for pedestrians, bicyclists, and public transit
- Traffic Reduction
- Traffic Calming

Functional Districts and Access points

The study area can be subdivided into distinctive districts or 'functional areas' based on the predominant land uses and activities.

1. Wellstar Kennestone Hospital Campus
2. Medical related office zones
3. Residential neighborhoods(including the Cherokee -Church Historic District)
4. Industrial District
5. Church Street extension Retail District
6. Transitional Zone



Cherokee Street Gateway



Cherokee-Church Street Historic District



Kennestone Hospital District



Medical related office uses on North Avenue

Wellstar Kennestone Hospital District- The most predominant district within study area is the Wellstar Kennestone Hospital. The hospital campus consists of several hospital buildings and parking decks. The hospital generates significant vehicular as well as pedestrian traffic in the area.

Medical related office zones - Surrounding the Hospital district towards north, east and southwest is the Office Zone consisting of medical related office uses.

Industrial District - The Industrial District is located to the north of the hospital within an array of industrial facilities.

Residential neighborhoods - The study area also consists of two residential districts as shown in the map. The Church Street/Cherokee neighborhood to the south of Wellstar Kennestone hospital is a designated historic district and consists of many historically significant buildings that are listed in the national register. St. James neighborhood is located in the Northwest quadrant of the study area

Church Street extension retail district- The district primarily consists of scattered stand alone commercial buildings along Church Street/Extension.

Transitional Zone - The area between the rail line and the hospital district is in a process of rapid transition. The area currently consists of poor housing stock and vacant

Cherokee-Church Street Historic District & Kennestone Area Study

COMMUNITY PROFILE



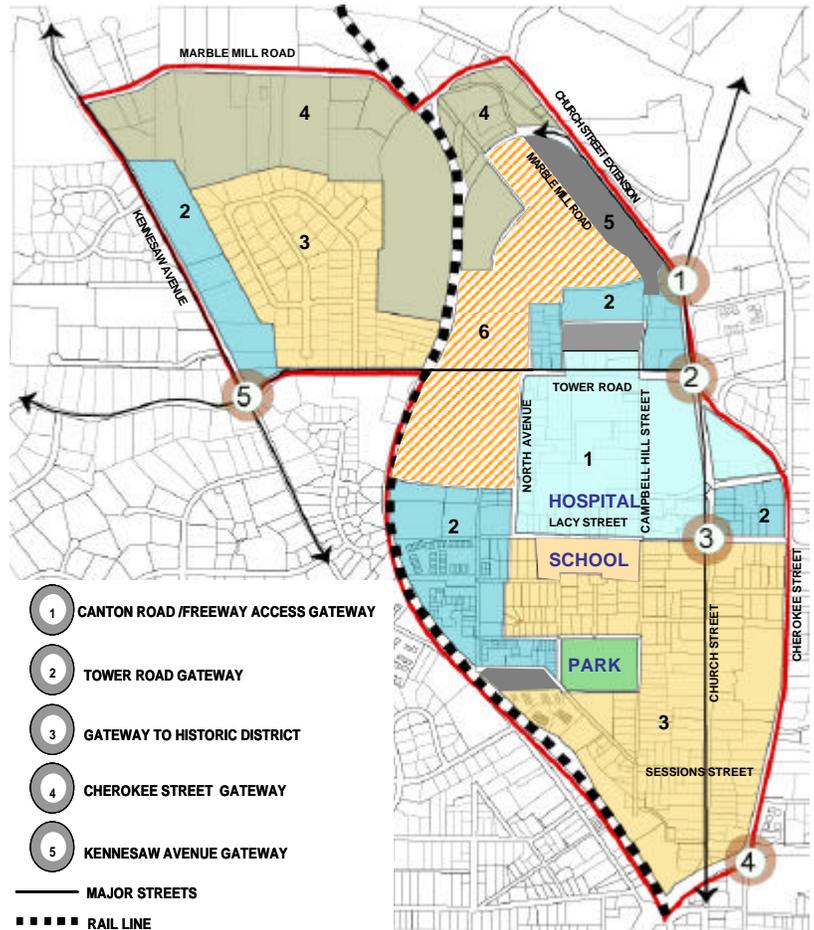
Transitional zone currently consisting of poor and aged buildings

parcels. Due to the vicinity of Wellstar Kennestone hospital, a lot of medical related uses are fast emerging in the area.

Because of the sporadic growth and profusion of office uses the area surrounding the Wellstar Kennestone hospital, the residential neighborhoods are getting negatively affected. The presence of Kennestone hospital and further growth of medical services in the area is causing traffic problems like speeding, congestion and noise pollution.

Along with designating the districts, the following map identifies important gateways or access points into the study area. These gateways are points of entry located on major roads leading to the various districts in the study area. As is clear from the map there is limited accessibility to the hospital district only from tower road.

-  WELLSTAR KENNESTONE HOSPITAL
-  MEDICAL RELATED OFFICE USES
-  RESIDENTIAL NEIGHBORHOODS
-  INDUSTRIAL USES
-  SCHOOL
-  TRANSITIONAL ZONE- OLD DILAPIDATED BUILDINGS/VACANT LOTS
-  CHURCH STREET RETAIL DISTRICT



Pedestrian environment and Walking distances

Wellstar Kennestone Hospital campus being located at the center point of the study, almost all of the study area lies within a 10 minute walking distance. Currently the area lacks a proper pedestrian environment due to the heavy traffic and lack of sidewalks, proper pedestrian crossings. Also there is limited means of alternative transportation modes such as bike paths in the area.

The highest pedestrian movement is generated in and around the hospital campus on Church Street/Cherokee Street fork, Tower road, North Avenue and Campbell Hill Street. These are the only primary access roads to the hospital and hence also have a lot of vehicular movement including ambulances. There is no special provision for pedestrian circulation and movement around the hospital complex. The sidewalks are discontinuous in many locations and are not shaded. Also there is not adequate provision for ADA accessibility. Pedestrian connectivity to the nearby neighborhoods, school and offices is also poor.

The two residential neighborhoods on the northwest and south of the hospital complex are completely disconnected because of the railroad line. It is unsafe for pedestrians to cross the rail line in the absence of any pedestrian bridges and continuous sidewalks. The area around St. Josephs School on Lacy and Campbell Hill Street is unsafe for children to walk. There is constant traffic on the road causing congestion and noise problems. These are more pronounced during school hours. Stacking of cars during school drop off and pick-up hours are difficult as these narrow streets do not lend to such activity. The school lacks adequate staging or designated area to accommodate this demand. Campbell Hill Street also carries thorough traffic into the neighborhoods which is a nuisance for the residents. There are no provisions for traffic calming and pedestrian safety on this street.

Improper intersections are another important problem in the study area. The Sessions node is one such problem intersection at the crossing of Campbell Hill Street, and Sessions Street. Sessions node consists of small neighborhood retail buildings and art stores popular with the historic district residents. However the constant traffic on roads, an improper junction and lack of proper pedestrian crossings and sidewalks makes the node unsafe.



Heavy traffic on roads in the area- threat to pedestrian safety.



Absence of proper sidewalks in the neighborhoods as well as the hospital area



Maximum pedestrian movement generated by the hospital



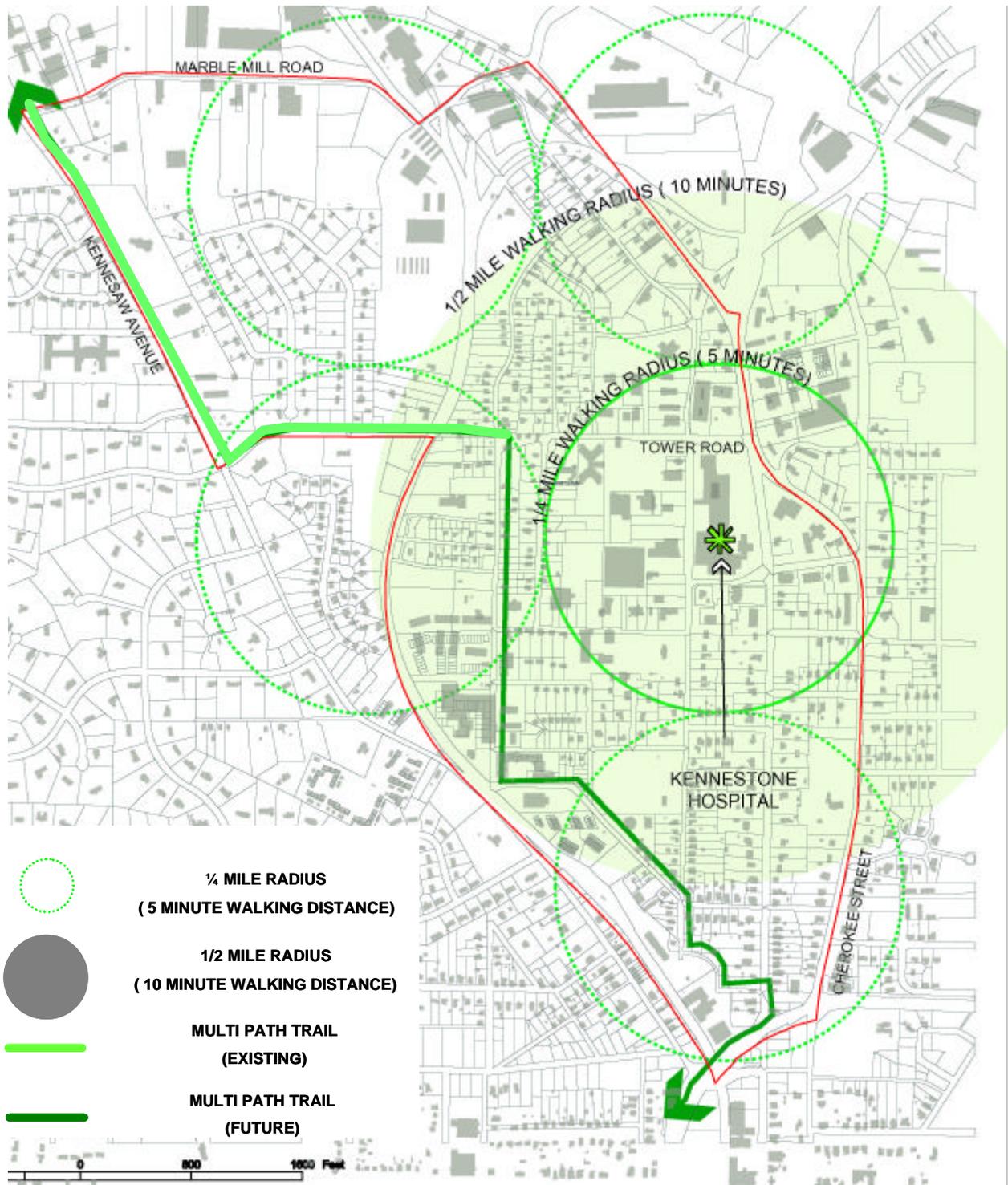
Proposed Multi Path Trail

Initiatives to improve pedestrian environment are underway. There is a proposed multi path trail passing through the study area that will connect Kennesaw Mountain to Downtown Marietta. This will provide for alternate means of transportation in the area. The trail currently is completed till the intersection of Tower road and North Avenue. More compatible development with mixed uses in the area including street side retail, cafes etc. coupled with streetscape improvements can transform the area into a pedestrian oriented districts with short walking distances as illustrated in the map.

Cherokee-Church Street Historic District & Kennestone Area Study

COMMUNITY PROFILE

2.4 Urban Design Analysis



Historic Significance

The residential area to the south of Wellstar Kennestone hospital is a significant historic district. The Church Street-Cherokee Street Historic District, also known as the Northwest Marietta Historic District was added to the national register in the year 1985. It is roughly bound by Margaret Avenue, Montgomery and Brumby, and Campbell Hill streets. The area comprising of close to 1000 acres and 136 buildings predominantly consists of single family residential dwellings designed in Greek revival and Late Victorian styles. Most buildings in the district are listed in the historic register, there are a few buildings which qualify but are not yet registered. The historic district is facing threats due to encroachment and incompatible uses in the vicinity. Some of the important buildings in the area are Gibson farmhouse and Brumby lofts.

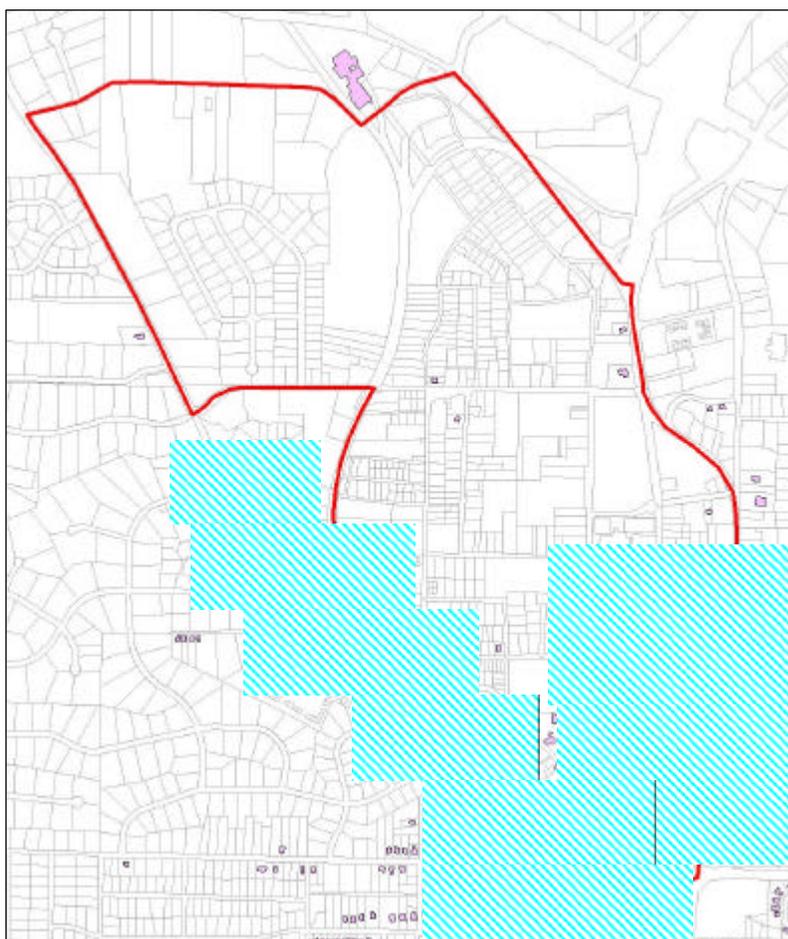


Brumby Lofts



Cherokee-Church historic District

-  **BUILDINGS IN THE NATIONAL REGISTER**
-  **BUILDINGS THAT QUALIFY BUT ARE NOT IN THE NATIONAL REGISTER**
-  **HISTORIC DISTRICT**



COMMUNITY PROFILE

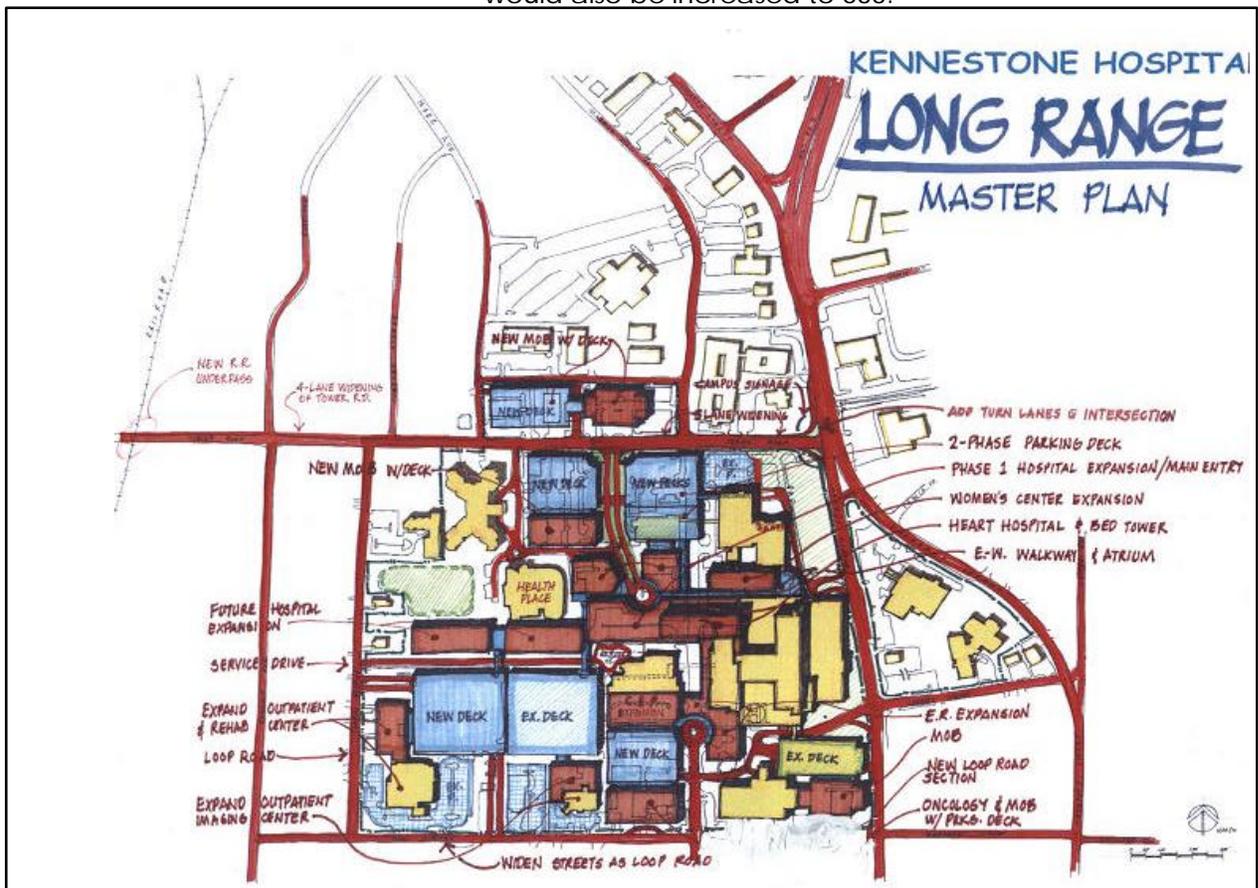
2.4 Urban Design Analysis

Recently developed and Proposed Developments



New tower under construction in the hospital complex

The study area is rapidly changing with a number of recently constructed office developments and proposed projects. This activity is evident in the land assembly and zoning applications. The most significant of the new projects is the expansion of the Wellstar Kennestone Hospital. The hospital has come up with a long range master plan according to which the current campus would be limited to Margaret/Lacy Street to the south, Cherokee Street to the east, North Avenue to the west and Tower Road to the north including parcels on either side of the street. The main entry would be on Tower Road and the emergency entry would be off of Church Street through Witcher Street/Campbell Road and the Out-patient/doctor services entry off of Church Street. The Employee parking/entry and the service entry will be off of North Avenue. The hospital intends to add approximately 400 more employees in the next 1-2 year. The bed capacity would also be increased to 633.



Cherokee-Church Street Historic District & Kennestone Area Study

COMMUNITY PROFILE

2.4 Urban Design Analysis

NO.	APPLICANT	PROPOSED PROJECT
1	CDH PARTNERS	6400 SQ FT. OFFICE BUILDING
3	DOUGHTERY CAPITAL INVESTMENTS	24 UNIT T.H DEVELOPMENT
4	DWR LLC, A Ga LLC	21,000 SQ FT MEDICAL OFFICE.
6	DWR LLC	8650 SQ FT. MEDICAL OFFICE
7	KENNESTONE INVESTORS	PINNACLE ORTHOPEDICS-112,000 SQ FT.
8	ANTHONY GATTI	4800 SQ FT. RESTAURANT
12	TRIDERM PROERTIES	3500 SQ FT. BUILDING
14	CHRISTON/GINSTAR INVESTMENTS	28,000 SQ FT. BUILDING
15	SNAPDRAGON GROUP	22080 SQ FT MEDICAL OFFICE
16	KEN MAPP	14,400 SQ FT. BUILDING
17	BENGAL HOLDINGS	60000 SQ FT OFFICE BUILDING
18	CHERYL M WHITMER	52000 SQ FT. OFFICE BUILDING



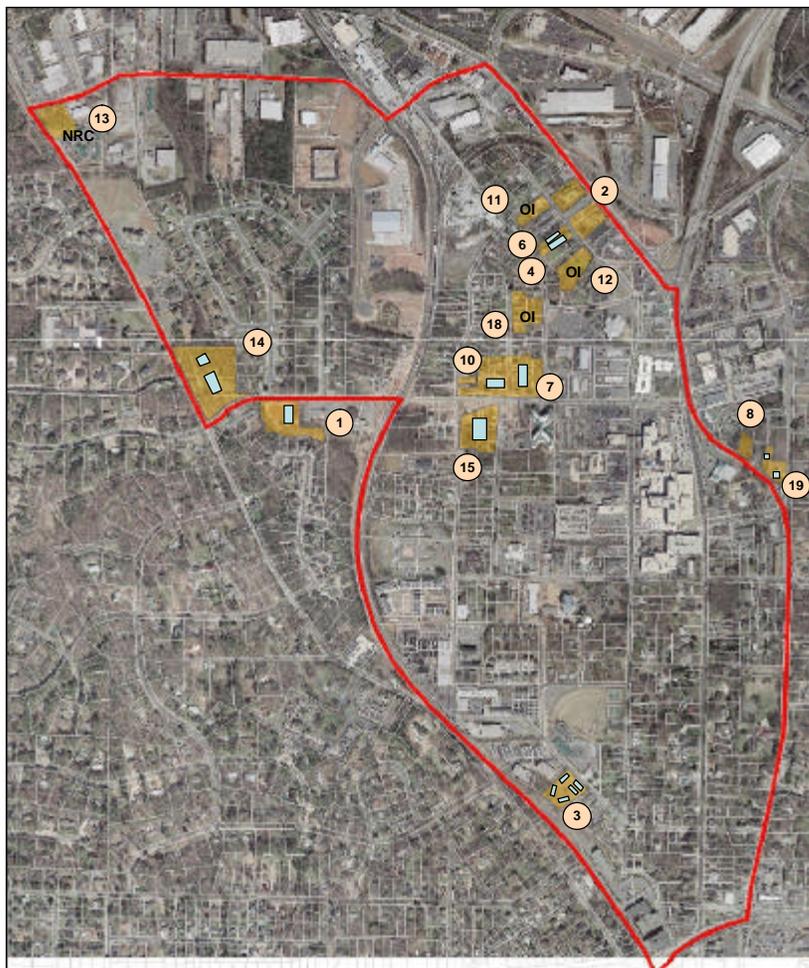
Proposed Kennestone East Office Park



The Gates at Parkside Village
New Residential Development



Proposed Office Building
on North Avenue



Strengths and Weaknesses

STRENGTHS

- Proximity to Historic Marietta square and Kennesaw National Park
- Easy accessibility - I-75, Cobb Parkway and Marietta Loop
- Wellstar Kennestone hospital is the largest employer in the study area. Wellstar Kennestone hospital is a stakeholder in some of the improvement projects in the study area. This offers medical services to the neighboring residents in close proximity
- Established neighborhoods in and around the study area and the Church Street-Cherokee Street Historic District and St. James neighborhood are within walking distance that provide a base for retail/commercial uses and pedestrian activity.
- The proposed multi path trail provides opportunity for alternate modes of transportation and connecting green space.
- Established office buildings and medical practices
- Availability of under-utilized parcels within the transition zone
- Small eclectic neighborhood retail node at Sessions and Campbell Hill Street.
- Lewis park within the study area offers recreational opportunities
- Presence of established St. Joseph's School
- Varieties in housing products that are emerging within the study area, such as town homes, lofts, live/work indicate a potential for diverse housing types.



Historic Marietta Square



*Kennestone Hospital-
Largest employer in the area*



Poor pedestrian environment

WEAKNESSES

- Traffic and vehicular circulation and accessibility in and out of the hospital and the neighborhoods.
- Speed of traffic on HWY 5 – Church/Cherokee Street and the traffic volumes during peak hours that include through traffic and hospital related traffic.
- Hospital related traffic filtering through the residential neighborhoods.
- Ingress and Egress into the hospital from I-75/Cobb Parkway
- Limited neighborhood commercial and retail activity and amenities.
- Lack of pedestrian environment: sidewalks, benches, shelters, crossings, traffic calming, and streetscape.
- Grid network of local streets impairs mobility, especially the east west movements.
- Active CSX rail track is a barrier that limits mobility and connectivity.
- Limited usable green space/park and pedestrian mobility within the hospital campus.
- School traffic, especially during the drop-off and pick-up hours on Lacy and the immediate surrounding local streets.
- Underutilized and deteriorating housing stock to the north and west of the hospital campus
- Lack of gateways that define the Hospital campus and neighborhoods
- Industrial uses on the northern edge of the study area in a growing hospital/office and residential uses.
- No Main Street or Focal Point.
- Lack of signage and way finding.

Introduction

This study was initiated to establish a master plan to guide future growth in the area surrounding WellStar Kennestone Hospital. While the hospital is a driving force for this area, consideration must also be given to existing land use patterns, traffic flow, and the presence and desired preservation of historic and other neighborhoods of interest.

The goals of this study are to create housing choices and establish neighborhood services; to enhance the quality of life for those who live and work in the area; to create a pedestrian-friendly and walkable environment; and in general, to give direction for a set of compatible land uses and activities. Whether these goals are attainable is largely a function of current and anticipated market conditions, including both the area's basic demographic profile and the level of developer activity and interest in the area.

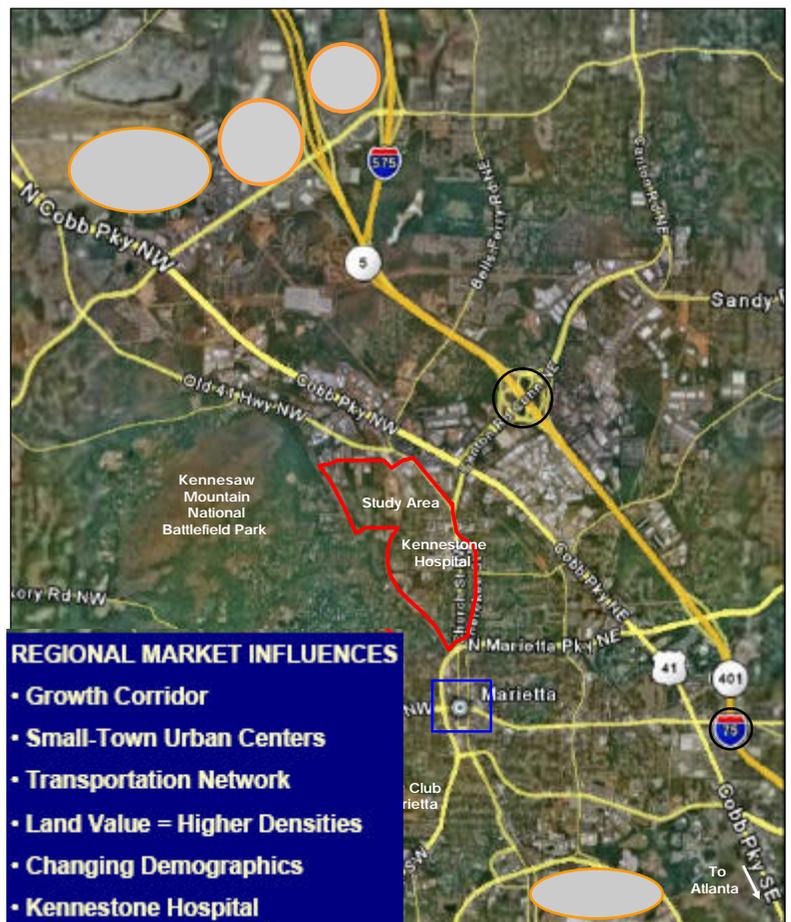
Regional market influences

The study area is a relatively small portion of the "Greater Marietta" region. Trends, conditions, activities and plan that influence the overall region, however, can have a major impact on the future of the study area. For that reason, identification and assessment of some of those major influences is warranted before looking in detail at some of the specific factors shaping development and the quality of life within the study area itself.

Key regional market influences that have shaped and will continue to shape development in the study area include both long-standing factors as well as emerging lifestyle preferences. They include the following:

- Proximity to I-75 & I-575 growth corridors
- Excellent access to metro, regional and national transportation network
- Multi-decade development of light industrial, warehouse-distribution centers
- Re-emergence of small-town centers as urban centers with small-town atmosphere

- Increases in land values and consumer preferences pushing higher densities
- Changing demographics, with increasing proportion of area newcomers being younger, more affluent professionals with no family/spouse or smaller families
- Growth of WellStar Kennestone Hospital
- Introduction of mixed-use development (MXD) concepts, allowing combined uses and urban densities



More detail regarding these regional market influences is given in the following sections.

Locational Factors

The study area's proximity to the following major transportation, employment centers, retail and services clusters is significant with respect to current market conditions and anticipated development trends in several ways:



- I-75 and I-575
- Major Employment Centers
- Major Mail and Specialty Retail Clusters
- Marietta – City and Square
- Major Suburban Communities
- Central Atlanta
- McCollum Field
- Atlanta Hartsfield-Jackson International Airport

Changing Regional Demographics

Current development market conditions within the study area have been and continue to be shaped by changes in the profile of the regional resident population. The region as a whole maintains a solid base of traditional families living in single-family detached housing. Overall, it has a wide variety of incomes and ethnicities. However, it is beginning to feel the impact of a significant and growing segment of new residents with the following "profile" characteristics:

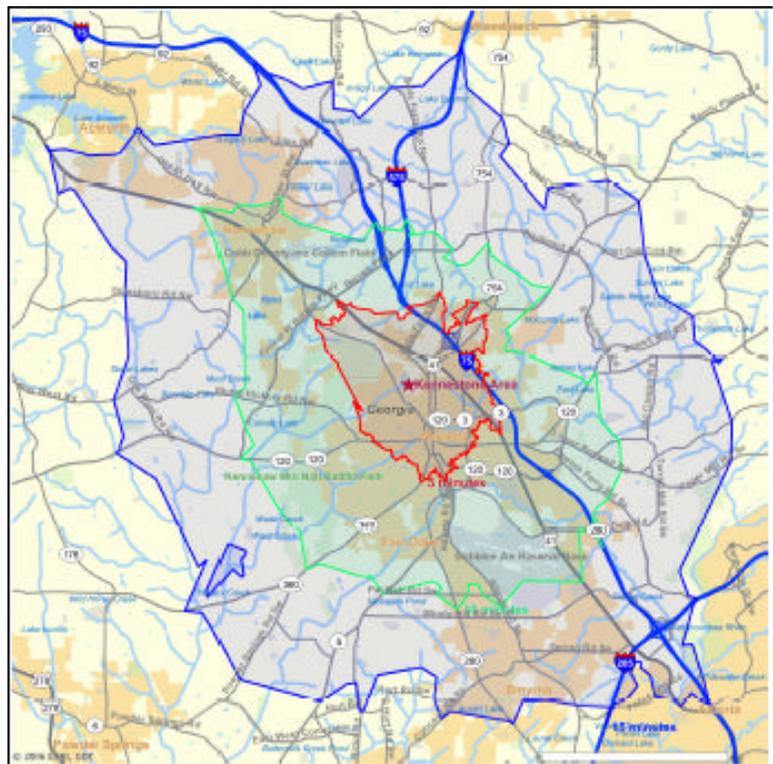


- More affluent households with respect to both gross and disposable income
- Young professionals, More no-children and few-children households
- More workforce professionals
- Urbanized consumer preferences with respect to retail, entertainment, food choices and housing type

Basic Market Area: Changing Demographics

For purposes of this assessment, the study area's regional market is defined in terms of drive-times: markets within 5-minute, 10-minute and 15-minute drives from the center of the study area. While this type of analysis differs slightly from standard ring analysis, where markets are defined as being within, for example, 3 miles, 5 miles and 8 miles from the center of the study area, drive-time analyses generally provide more accurate profiles of retail, office, residential consumer preferences and potential.

Study Area Regional Market



The 5-minute drive-time primary market is the area indicated in red. The 10-minute drive-time secondary market is indicated in green. The 15-minute tertiary market is indicated in blue.

Population

While the study area's population is small, its location is accessible to a large portion of the County's population. Currently, nearly half the County's population resides within a 15-minute drive of the study area, with access along I-75 and state 41. Capturing this accessibility, through more convenient ingress and identifiable gateways, represents potential support for a variety of future land uses.

Population				
	5 minute drive	10 minute drive	15 minute drive	Cobb. Co.
2000	15,769	104,603	324,751	607,751
2005 est.	17,237	114,449	356,733	643,700
2010 est.	18,483	122,974	385,382	788,857
Avg. annual growth (2005 - 2010)	249	1,705	5,730	29,031

The figures above suggest only modest future growth, which is the likely outcome if development patterns remain the same. Opportunities for future household and population growth will require new development and likely at higher densities than previously known. Moreover, a higher population will be a key factor in attracting and sustaining future commercial and retail growth.

According to ARC projections, the northwest corridor along I-75 will remain a significant direction of future population and employment growth. However, without significant intervention, ARC projections suggest that Marietta will capture only a relatively small portion of anticipated growth. ARC estimates flat growth rates for Marietta between 2010 and 2015. Primary increase in population will occur in Smyrna, Powder Springs and unincorporated areas and southwest Cobb Co.

These findings coincide with observed conditions: new development in the study area will be heavily reliant on the ability to assemble developed parcels, including acquisition of both older, moderate density residential areas and some commercial buildings. Several areas within the study area are increasingly vulnerable to assemblage and redevelopment, including Cogburn Avenue, Jordan & Burnap Streets, and possibly the James Street community.

Age of the Population:

Another indicator of an urbanized, slow-growth area: population at the five-minute drive is much older than those living further out. And tenure of those close-in residents is likely to be longer than among those living further out, who came to the area more recently. The median age is 36 within the five-minute drive and almost 25% of that population is over 55. By comparison, the median age for the region is 32; only about 10% of the population is over 55.

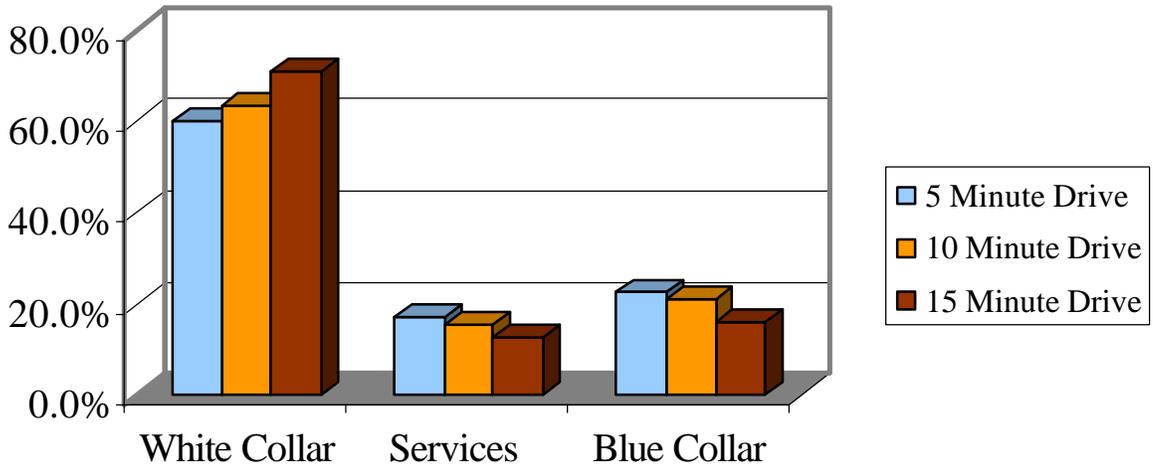
	Age		
	5 minute drive	10 minute drive	15 minute drive
Median, 2005	36	31.8	33.4
% < 18, 2005	22.4	23.1	23.9
% >55, 2005	24.8	16.1	16.2
% <18, 2010	21.4	22.7	23.5
% >55, 2010	26.0	17.1	17.5

Implications for this demographic are some combination of housing and services patterns that support an aging population, as well as a shift as younger households begin to move into the area, attracted by opportunities for employment, attractive and affordable housing, and other lifestyle amenities.

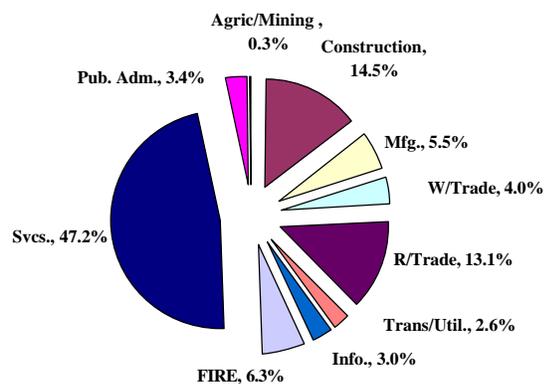
Occupations:

A majority of the workforce in the study area is employed in white collar occupations, which include the professions, management, retail trade and administrative jobs. The chart above reflects the employment mix for the immediate study area; similar distributions are observed at the 10-minute and 15-minute drive areas. Services sector jobs account for at least 40% at each level of study.

Primary Occupation in the Study Area



Study Area Employment

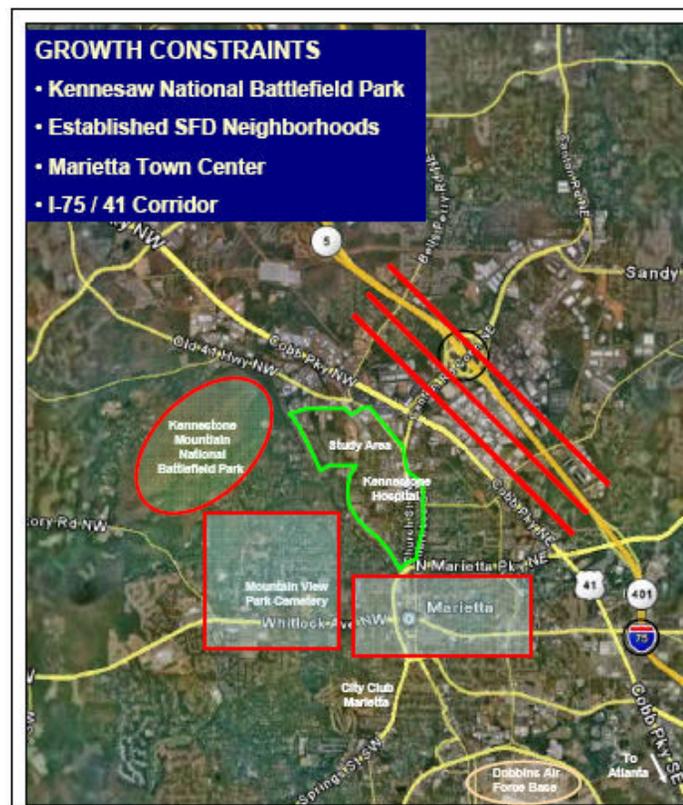


Current projections suggest that the mix of occupations will likely remain the same in the near term, dominated by the Services sector. These occupations, in particular, cover a wide range of compensation and income levels.

Incomes:

Household incomes reflect the levels of education and occupations enjoyed by the population and provide a measure of the collective ability to attract and sustain new investment. Median incomes rise as one moves further from the central study area. Older residents, with lower incomes are more common in this area, but it diversifies as one moves further out. More than one-fourth of households in the immediate area have incomes below \$25,000; that figure drops by half at the 15-minute drive level, which captures approximately half the County's population. At this level, statistics begin to reflect the generally more affluent character of Cobb County. Household incomes rise with an expansion of the study area, and the gap between median and average household incomes – where average household incomes are 30% to 45% higher --suggest a clustering of affluent households. The spending potential of these households will be a key factor in defining future development opportunities.

Growth Constraints



The study area may be in the path of significant growth and may be an extremely desirable location for both new businesses and new residents. However, there are several major constraints – primarily geographical/physical – on that growth, including the following:

Kennesaw National Battlefield Park: Development will not – can not – occur in the national park to the northwest.

Established Single-family Neighborhoods: Tradition single-family neighborhoods have been established for decades both west/southwest and east of the study area. It is extremely unlikely that major development would be allowed by local officials to occur in these areas even if major assemblages were made. Similarly, major new roads or significant widening of existing roads are unlikely in most of these neighborhoods.

Marietta Town Square: The City of Marietta and numerous private for-profit and non-profit entities have made major investments in and around the Marietta Town Square. While there may be new development along SR 120 over the coming years, the Square itself acts as an effective buffer for the neighborhoods in the southern portion of the study area.

I-75 – Cobb Parkway Corridor: As much of a generator of traffic, congestion, businesses, jobs, retail consumers, warehouse/distribution facilities and people generally these major traffic corridors are, they are also a major physical barrier between the study area and major development that might have otherwise moved toward the study area from the northeast. In effect, they act as a major river. While significant light industrial and scattered convenience retail/services development has occurred over the years between the eastern and north/northeastern borders of the study area,

Area Residential Market Conditions & Trends

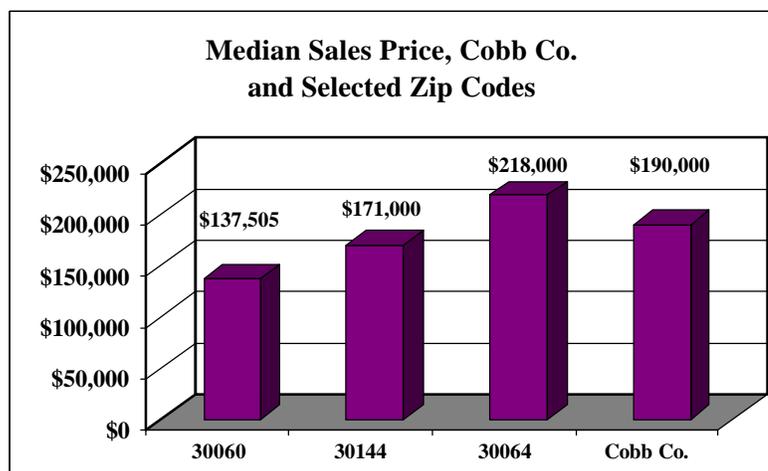
While the study area maintains a stable housing stock of modest single family homes on small lots, there has been little new housing activity in comparison to the areas beyond the 10- or 15-minute drive mark.

Age of Housing Stock			
	5 minute drive	10 minute drive	15 minute drive
% Built 1995 - 2000	4.6	12.3	15.5
% Built 1980 - 1995	23.7	37.3	42.1
% Built 1970 - 1980	13.5	19.6	21.4
% Built before 1970	58.2	30.8	21

Much of the housing was built prior to 1970, and less than 5% added in the last ten years. In contrast, there has been new residential construction activity outside this area. At the 15-minute drive area, which captures neighborhoods and communities east of I-75, there has been continual growth. Only about one-fifth of the housing stock is more than 35 years old.

% of Housing by Structure Type			
	5 minute drive	10 minute drive	15 minute drive
Single Family (det. or att.)	60.4	53	62.5
Duplex	3.2	2.2	1.2
3 - 9 units	14.4	17.3	14.5
10 - 19 units	5.7	13	10.9
20+ units'	15.3	10.4	8.7
Mobile home & other	0	4	2.4

There is a noticeable contrast in housing profile: within a five-minute drive, almost 2/3 of the housing stock is one and two-family homes. However, less than half of all households in this area own their home. This statistical mismatch is often an indicator of low income community, i.e., families renting SFD homes rather than owning, and renting detached homes instead of conventional multi-family units. By comparison, Cobb County traditionally enjoys one of the highest home ownership rates in the metro area.



According to published home sale statistics, the study area remains an affordable alternative within the dynamic Cobb County, northwest metro market. The median sales price for new and resale homes in the 30060 zip code (where the study area is located) was nearly 40% lower than the comparable countywide figure. This difference reflects both the age of the existing housing stock and higher cost of new homes, which are a factor in the county average. Median home prices rise away from the study area – and on the opposite side of I-75, suggesting the direction of growth and preferred location for investors, builders and prospective home buyers.

Given the relatively limited availability of land and shifting demographic and household income patterns, immediate opportunities appear to be for higher density housing, including single family homes on small lots and attached housing (e.g., townhomes and condos). The area could likely capture the workforce and, given its location, could offer a convenient and affordable alternative for commuters on the I-75 corridor.

The study area has a wide range of established single-family housing with respect to styles, condition and pricing. Almost all new residential development over the past ten years, however, has focused on attached and multifamily housing of some sort. The most common include townhomes and converted warehouse condominium lofts.



Interest in various types of assisted living facilities remains high, given the area's proximity to the Hospital and related medical services.

A limited amount of recently-developed single-family residential enclaves is available in and around the edges (e.g. along Kennesaw Avenue) of the study area. This small-lot development is attractive to the market, but the availability of sites that are considered viable by developers is extremely limited in the study area.



Restoration of existing houses

There is a relatively high level of restoration of existing housing occurring in the established communities south of Lacy Street. Very little such restoration is evident in either the northwest or northeast quadrants (north of Tower Road) of the study area.

While the area has significant land constraints, there are sites currently available as well as potential assemblages for new residential development. Land around the Hospital, however, is being priced primarily for higher-density commercial office development. Nonetheless, the market appears ready for additional townhome and loft condominiums, even though the lofts would likely be newly-development units rather than warehouse or office-building conversions.

Any residential that does occur will almost certainly reflect higher densities – including small-lot single-family detached housing – and decreasing affordability.



Potential for higher densities in the study area

Area Office Market Conditions and Trends

Area office market conditions, trends and products are shaped primarily by WellStar Kennestone Hospital, a major regional medical facility that dominates the study area with respect to employment, visitation and traffic. It also acts as the economic engine for commercial development in the area.

The study area office market is characterized by older single-level developments – small business parks – with surface parking in combination with newer low-to-mid-rise (3-4 stories) office buildings with some structured parking in combination with surface parking.

The majority of office product in the study area is geared toward professional and medical services related directly or indirectly to the Hospital. Many doctors at the Hospital have off-campus but adjacent offices in these professional and medical services office facilities.

A great deal of activity has occurred over the past year with respect to land assemblage and development along Tower Road. Based on signage, zoning and permitting applications and discussions with developers/owners, most of the development is planned to be almost exclusively professional/medical offices, with very little street-level retail, food offerings or convenience services geared toward building tenants and visitors, area workers or community residents.

Based on current activities and trends, office development in the study area will continue to concentrate around the Hospital campus and will largely be driven by the expansion plans of the Hospital.



Office development characterized by single level developments with surface parking.



Office development concentrated around and driven by the hospital

These two fundamental objectives are driving and will continue to drive at an accelerated pace several physical expansions of the Hospital, particularly in the following areas:

1. Facilities for specialized in-patient services, many long-term
2. On-campus deck parking
3. Additional medical office buildings

Indirectly, the Hospital's expansion objectives are generating several "off-campus" developments, including the following:

1. Additional privately-developed professional office buildings geared toward medical services
2. Free-standing convenience retail generated by the growing number of area daytime workers, who are primarily related to the Hospital in some way

Lastly, the Hospital would like to see two types of private development in the area to serve its own needs:

1. Workforce housing, particularly for middle-income nursing, administrative and support staff
2. A hotel that can cater to Hospital visitors, including visiting professionals/doctors and meeting/conference attendees, as well as families and relatives of long-term patients

Near-campus development is occurring along Tower Road, Church Street and Cherokee Street.

Area Retail Market Conditions and Trends

As indicated above, Hospital growth – both direct and indirect – is increasing the workforce population within the study area north of Lacy Street. This growth is fueling a desire for additional development of convenience retail geared toward that workforce, including the following:

- Drugstores
- Gas/Convenience Stores
- Hospital-/Workforce-related convenience (breakfast, lunch) food

Most development that has occurred has been in the form of free-standing facilities surrounded by surface parking.

While a limited amount of resident-related neighborhood retail exists south of Lacy Street, there is little available space for additional retail and, more importantly, neighborhood-scale restaurants, cafes and specialty retail.

A few facilities that have housed non-retail uses in the past offer opportunities for such neighborhood retail and services; others could possibly be retrofitted to house retail uses.



Free standing retail surrounded by surface parking.