



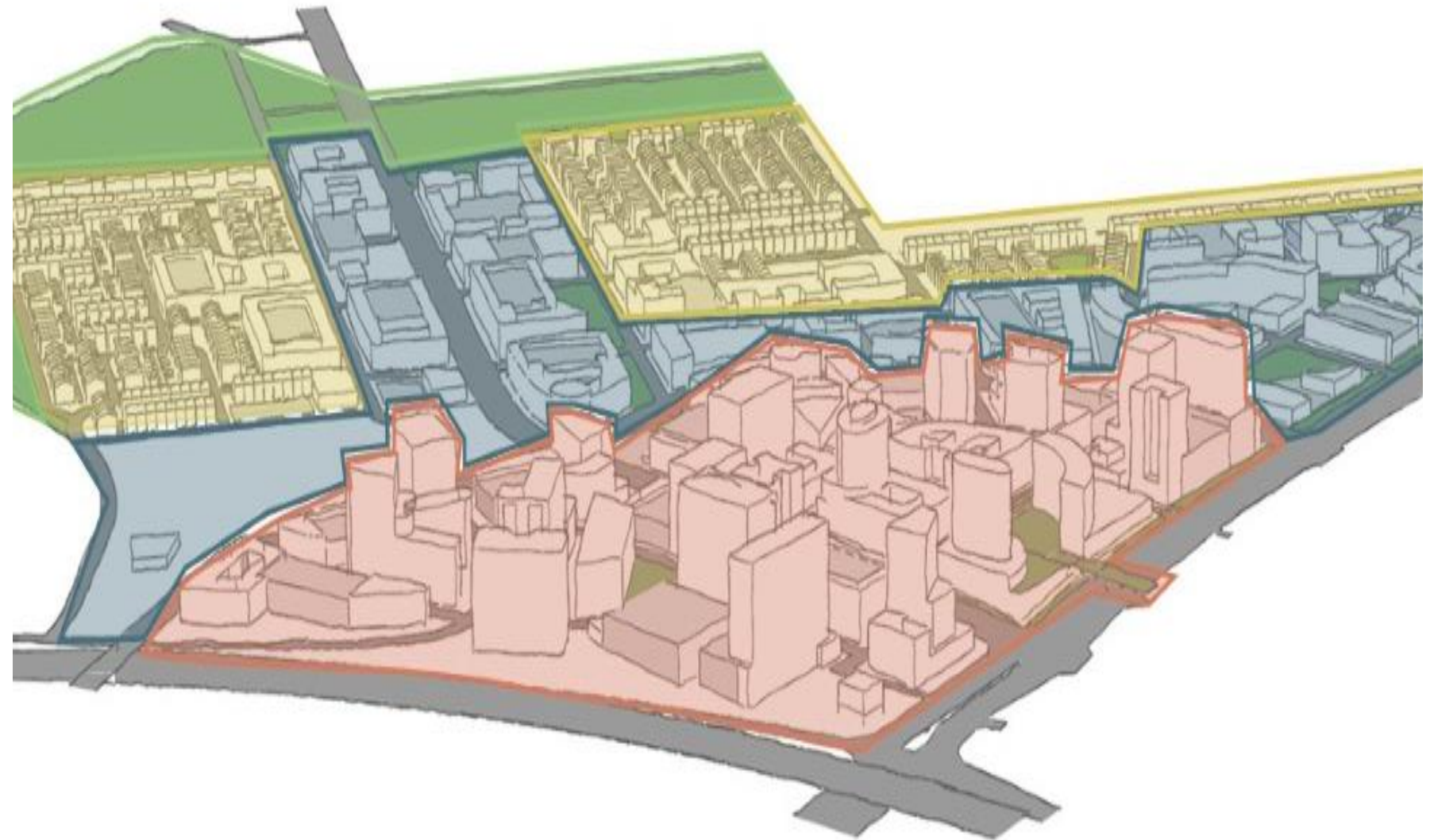
SMYRNA CROSSROADS | SMYRNA, GA

A VISION FOR THE SPRING ROAD CORRIDOR

GEORGIA TECH CITY AND REGIONAL PLANNING | DECEMBER, 2016

SMYRNA CROSSROADS

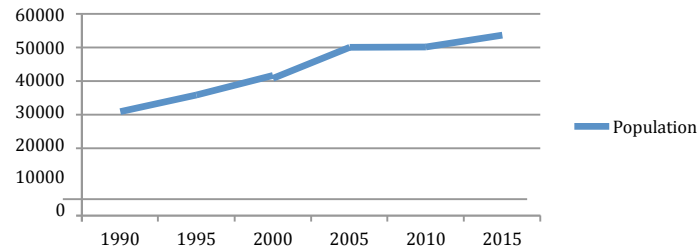
- A bold vision emerges.....



The Battery Atlanta, A Cue to Emerging Markets

- Smyrna's interface with development that serves new markets is a remarkable opportunity
- Development practices that served markets 50 years ago have been and will continue to be languishing
- Obsolete street and land use patterns and attendant relatively low land costs position the city to take advantage of changing technologies and live/work/shop/play behaviors to create a new urban center – mixed use, mixed density, mixed income
- the opportunities:
 - accommodating Smyrna's continuing growth in a new form
 - protecting and conserving neighborhoods
- the obstacles:
 - crossing cobb parkway!
 - dealing with congestion

The People – trends and priorities



- Smyrna continues and will continue to grow, an outcome of its 25 year commitment to creating places of quality, now aligning with market forces
- How to grow in a way that honors and conserves existing settled neighborhoods yet positions the city to strengthen its identity, amenity attractions, and tax base
- As suggested in the Jonquil Festival visual preference survey and later affirmed in more extensive polls and input sessions about the Spring Road corridor -----

What the people seem to want.....

- **Connectivity:**
 - A blessing: middle of the growing region, close to Atlanta, Perimeter, Airport and local amenities and services.
 - A curse: growing congestion with no plan yet accepted to deal with it comprehensively
 - A yen for better local walking and biking
- **Character and Identity**
 - Protect and conserve existing neighborhoods
 - Village Green and Market Village set the tone
- **Quality of Life** (beyond more trails and better street lighting)
 - Grocery stores
 - Restaurants



Economic Development

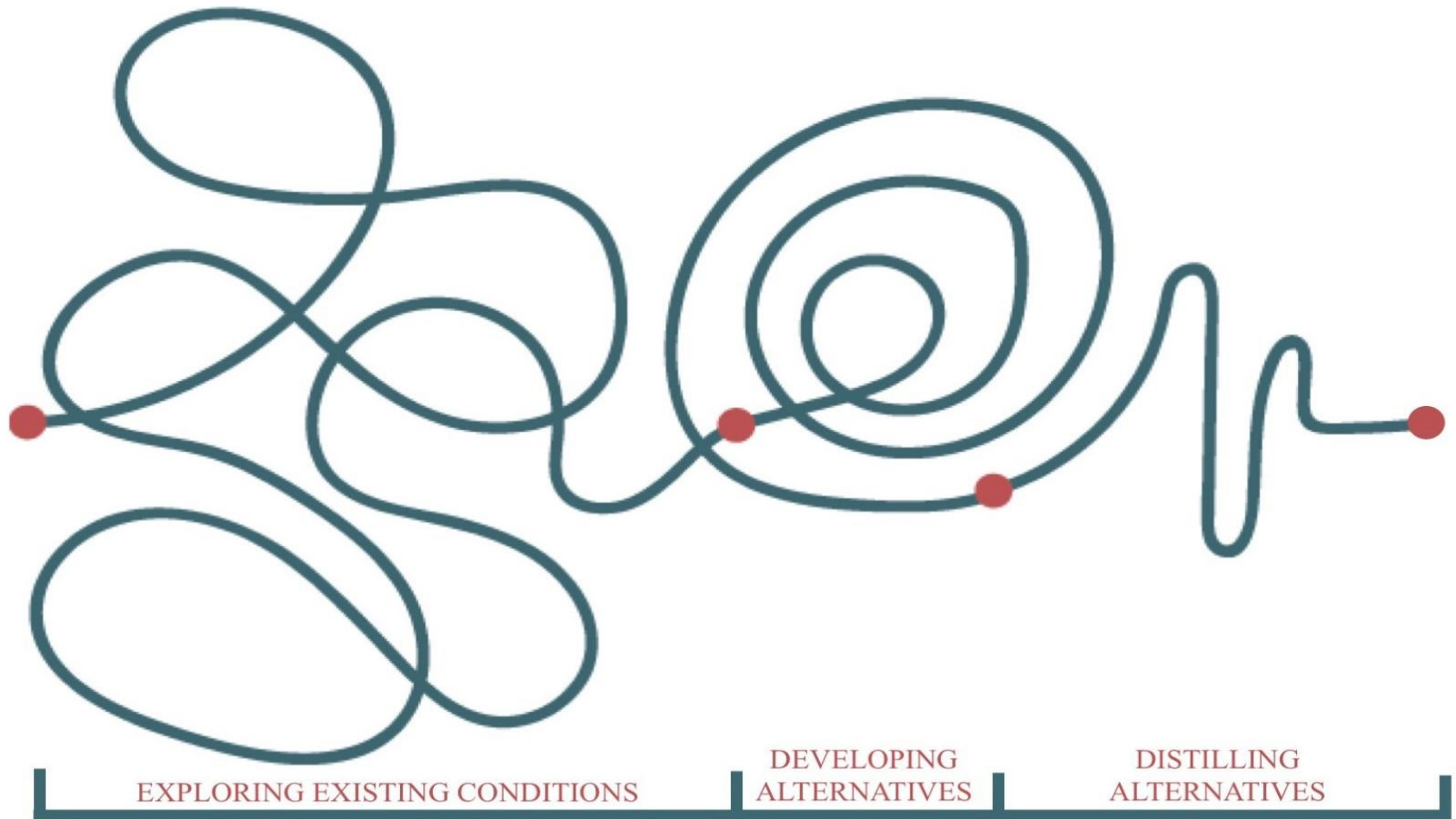
- Smyrna's economy is diverse, mostly healthy, and poised for continued growth
- Markets:
 - Retail markets show unmet demand in some sectors, like grocery stores (echoing survey data), with lower rents than in Cumberland and Vinings
 - Office markets are mostly served in the Cumberland area, where rents are lower than in MARTA-served areas like Midtown and Perimeter
 - Residential markets are diverse in type and rent levels; households earning \$50-\$75K represent the biggest unmet demand

Transportation

- Overwhelming reliance on the private automobile, as in Cobb generally, accounts for the congestion that rises to the top of all the survey results, a crimp on investment
- Jobs/housing locational imbalance exacerbates the problem: about 20K Smyrna residents work outside the city, while about 20K employees in Smyrna come from outside
- Growing use of biking and walking and demand for more is promising
- But transit modes represent the main pressure relief solution



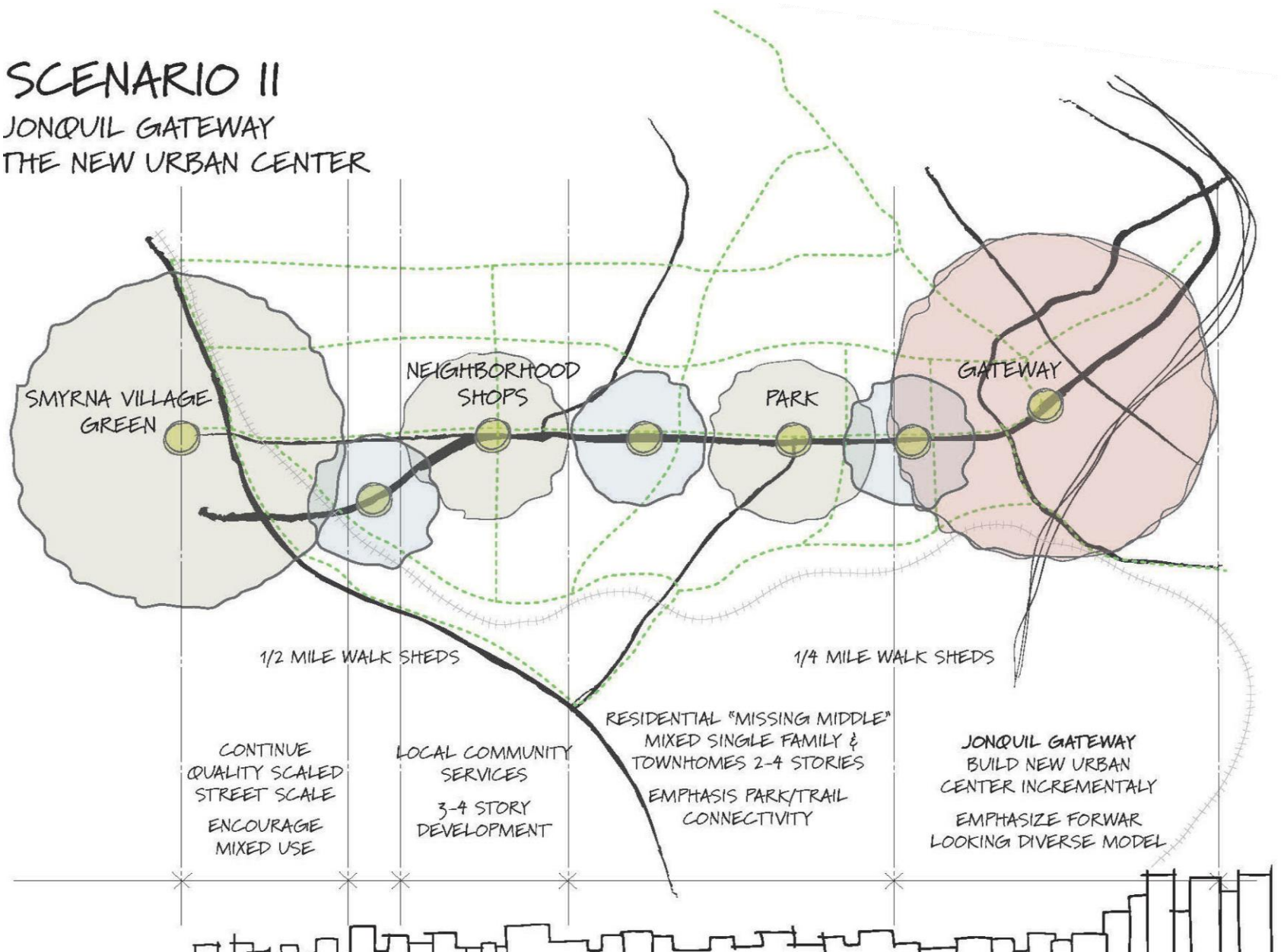
The Studio Process



The Problem

SCENARIO II

JONQUIL GATEWAY
THE NEW URBAN CENTER



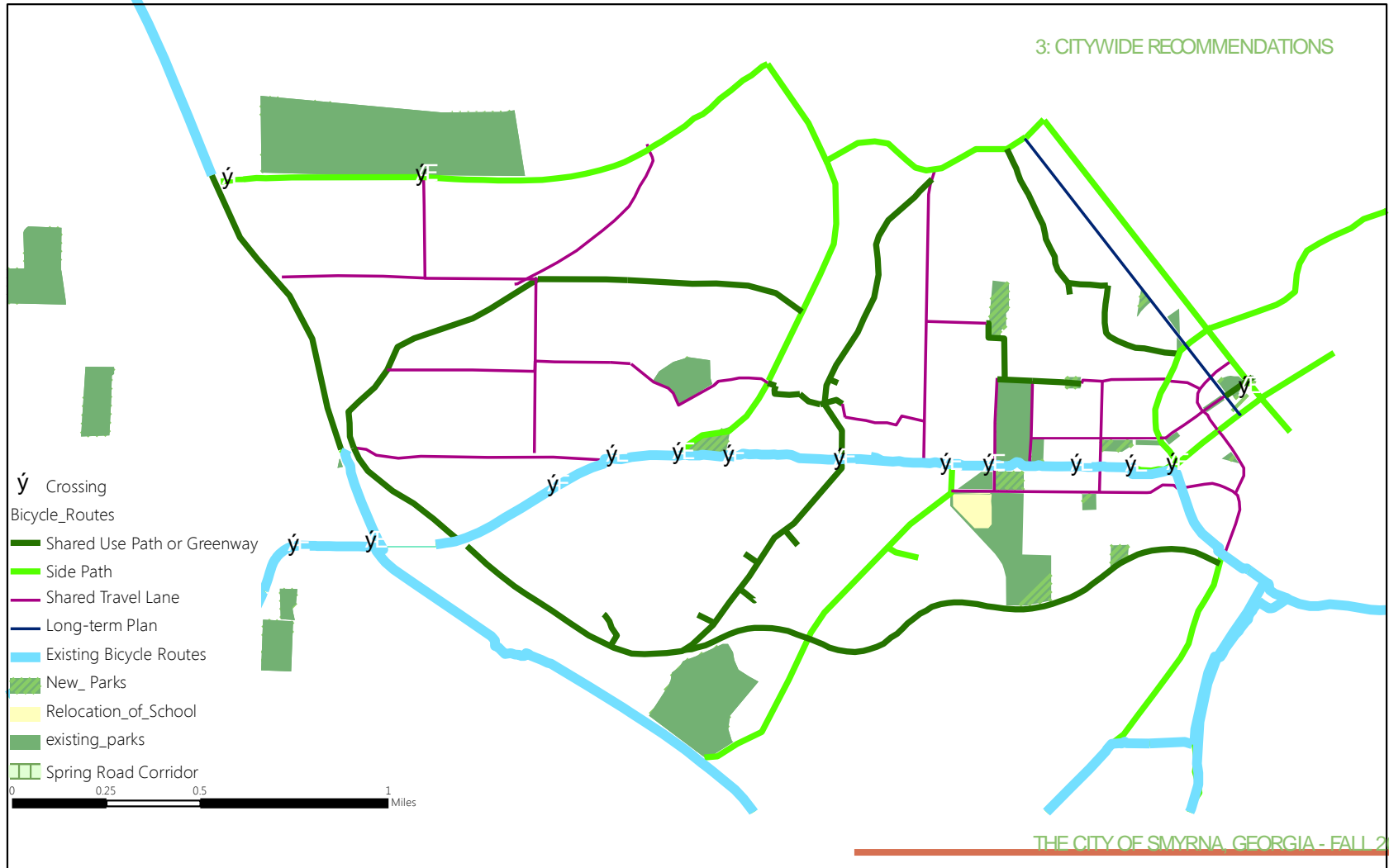
Connectivity – City/Region-wide

- With mobility, access, and congestion such a dominant concern coming out of the public involvement process, students addressed the issues both at the city and regional level and at the core area level:
 - Walking and biking
 - Local circulator transit
 - “Shared Mobility”
 - Bus Rapid Transit (BRT)

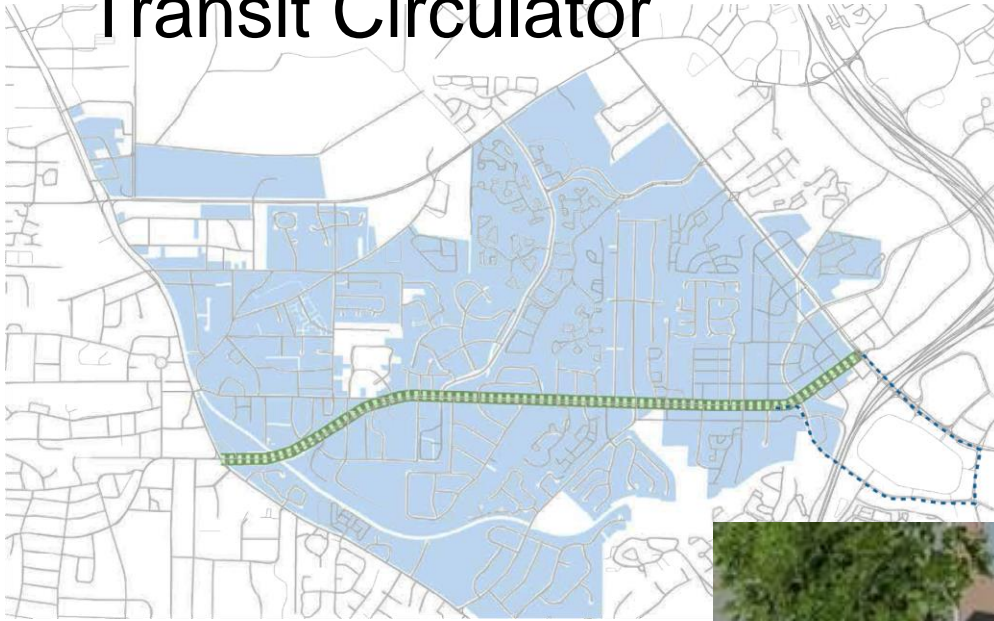
Bike and Pedestrian Network

Figure 41 Proposed bicycle connections and parks

BIKE & PEDESTRIAN PATH



Transit Circulator



Students developed transit circulator concept alternatives, equipment, and costs

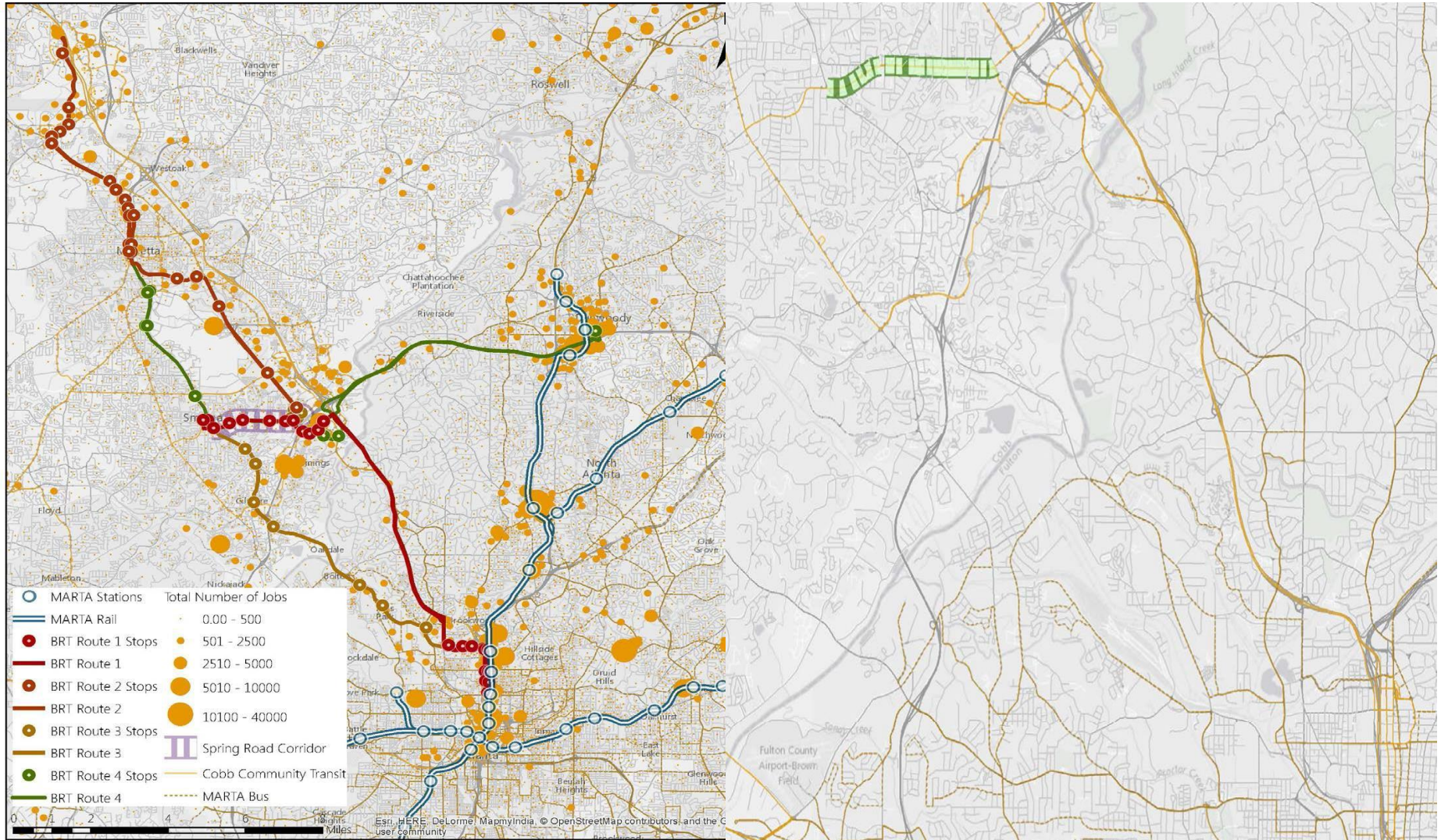
Shared Use Mobility Centers

Students adapted a concept emerging in other cities where lightly scaled travel mode transfer stations can become amenities



Bus Rapid Transit (BRT)

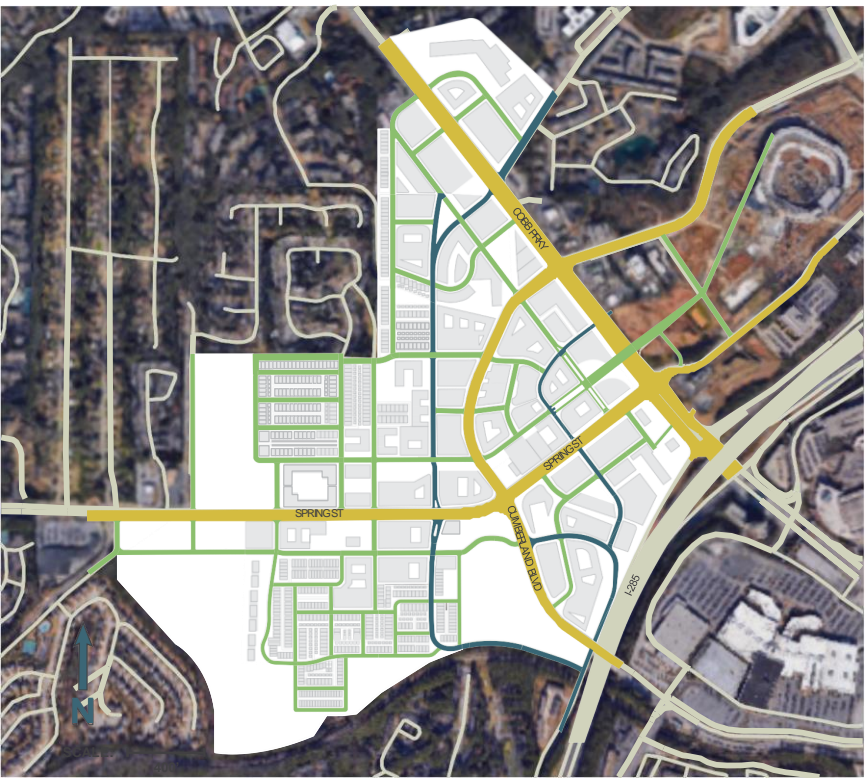
Students generate four routing alternatives for BRT, three to Atlanta and one to the Perimeter, all with operational characteristics, equipment, and costs



STREET NETWORK

THE CONNECTED RADIAL STREET GRID IS THE FOUNDATION FOR SCALABLE GROWTH AND DEVELOPMENT IN SYMRNA'S URBAN CORE

Figure 61: Smyrna's built-out Street Network



Adopting a street network that alleviates congestion, encourages walking and biking, and supports stepping up transit modes is the key to the core area's transformation

THE FULLY BUILT OUT STREET NETWORK IS COMPRISED OF THREE MAIN ROADWAY TYPES:

VEHICULAR THOROUGHFARES



MULTIMODAL CONNECTORS



NEIGHBORHOOD GREENWAYS



While the proposed street network is based the traditional hierarchy of streets (arterial, collector, and local), our classification system relies on a multimodal frame of reference. The goal was to create conditions for a vibrant, walkable community, while simultaneously recognizing that the legacy

road network of the study area is incredibly important for vehicular travel for the city of Smyrna and other Cobb County residents. This report assumes two main advantages of a new comprehensive, connected street network for the study area:

- The first is that it can provide new alternative routes for vehicles, which this report considers necessary to support any substantial increase in the study area's residential and commercial density.
- The second reason is that a comprehensive, diverse set of streets can help established a quality pedestrian experiences and land uses. Creating new pedestrian focused roads within the interior of the superblocks is more feasible than trying to convert the auto-dominated roads into something that works for the pedestrian.

In order to build safe, enjoyable, walkable spaces for residents, visitors, and businesses, it is vital that design encourages a safe coexistence between cars and pedestrians. An increase in transportation demand is inevitable, but street connections can provide vital alternatives for local traffic while simultaneously creating a vibrant street life.

Designing the New Network:

Students propose a multimodal framework that relies on:

- a street hierarchy to accommodate different travel modes
- that introduces more options for exiting Cobb Parkway
- that creates more, smaller, more developable blocks



Street section examples.....

STREET SECTION EXAMPLE

SECTION 1: 3-LANE STREETSCAPE PROPOSED DESIGN

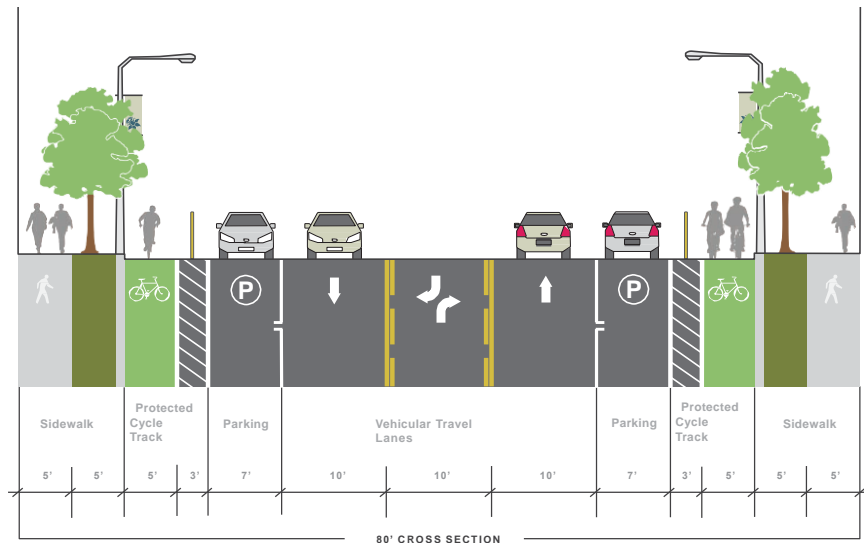


Figure 67: 3-lane Streetscape with protected bike lane and buffered pedestrian access

ELEMENTS OF MULTIMODAL STREETS

Figure 68: bike Share and designated bike lane on Wyncoop Street in downtown



.....more street section examples.....

STREET SECTION EXAMPLES

LANDSCAPED BUFFERS

- Cobb Parkway: 30 ft
- Spring Street: 20 ft
- Cumberland Boulevard: 10 ft

SECTION 1: 7-LANE STREETSCAPE PROPOSED DESIGN

The widest vehicular thoroughfares should only be located where traffic levels and vehicular connectivity needs are greatest in the study area.

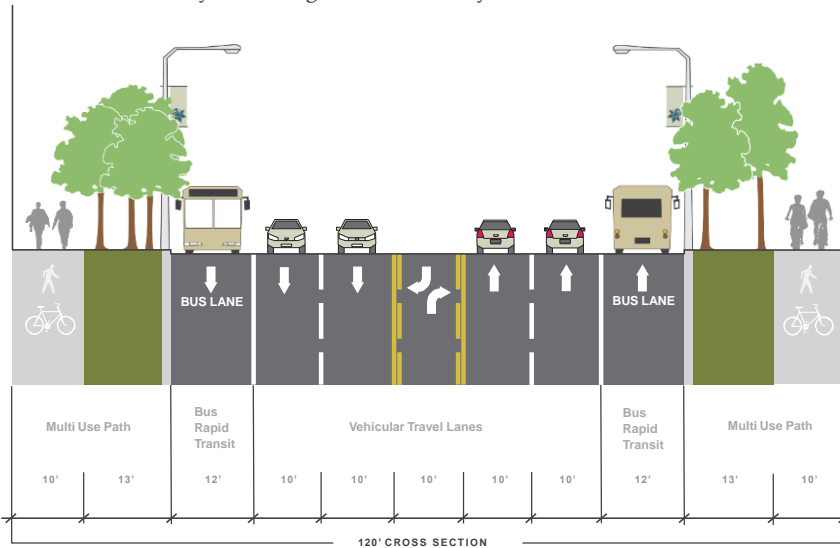


Figure 64: 7-lane Streetscape with buffered Multi use path

SECTION 2: 5-LANE STREETSCAPE PROPOSED DESIGN

The standard roadway design for vehicular thoroughfares should closely resemble the 5-lane streetscape detailed in Figure 65 below

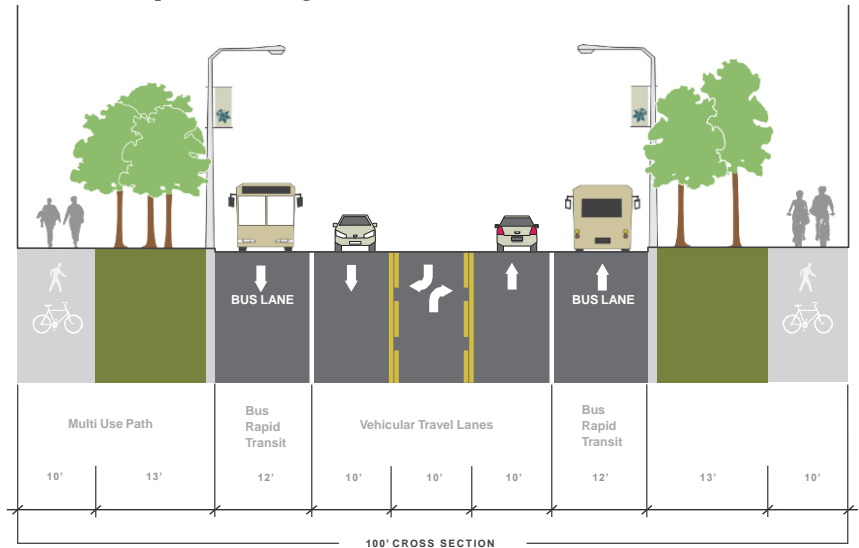
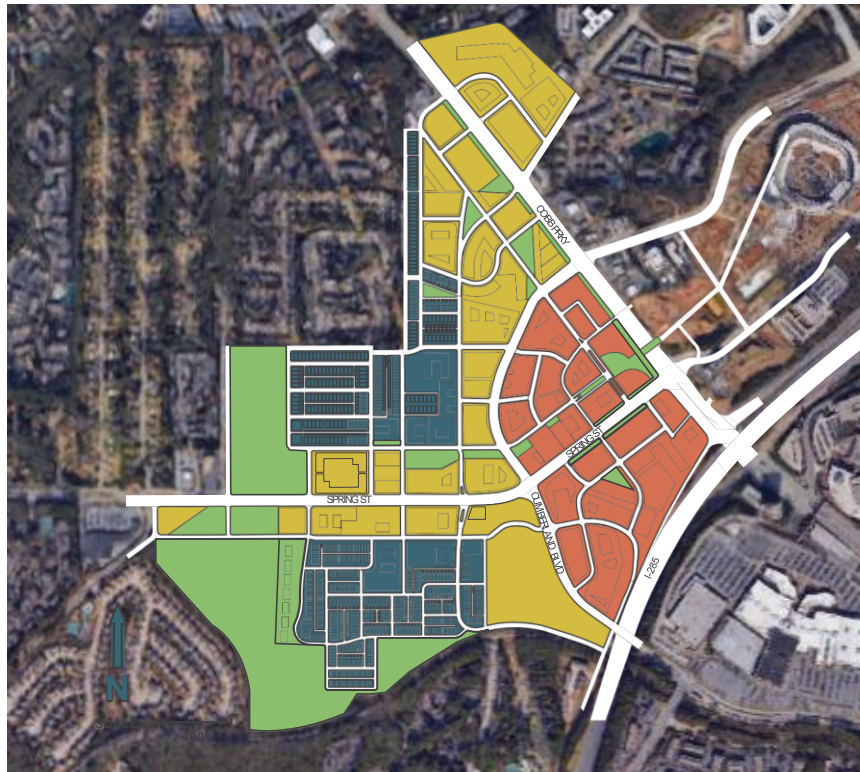


Figure 65: 5-lane Streetscape with buffered Multi use path

Urban Core Character Areas

- Showing the progression from an expanded Jonquil Park to the Bridge District

Figure 80: Urban Core districts



FOUR CORE AREA CHARACTER DISTRICTS ARE DEFINED BY DENSITY, DESIGN, AND LAND USES

- THE BRIDGE DISTRICT**
 Land Area: 2,600,000 sq. ft.
- THE GATEWAY**
 Land Area: 3,800,000 square feet
- EAST SPRING NEIGHBORHOOD**
 Land Area: 2,615,000 square feet
- JONQUIL PARK**
 Land Area: 2,250,000 square feet

Jonquil Park Character Area –

4: CORE AREA RECOMMENDATIONS: SPRING ROAD GATEWAY

- the expanded park as transition from settled neighborhoods to progressive intensification approaching Cumberland Boulevard and Cobb Parkway

SYMRNA'S PARK SYSTEM



SMYRNA CROSSROADS - A VISION FOR SPRING ROAD

SOUTH EXPANSION
PARK PROGRAM

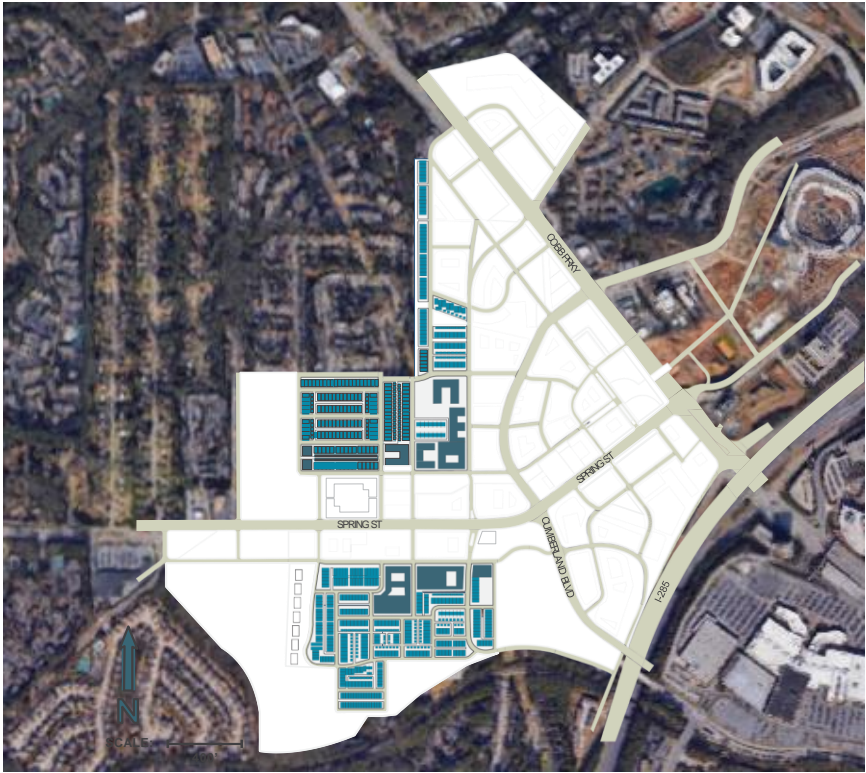


EAST SPRING ST.
NEIGHBORHOOD

Anticipating incremental redevelopment to a mix of single family, town homes, lower density condos and rental: 45' height limit

East Spring Road Neighborhoods Character Area

Figure 83: district 3 - the gateway district



BUILDING USE

Area 1 Building Use	% Area Make up	Proposed Square Ft
Single Family	70%	1,830,150
DENSITY: 80 people/Acre Family (or ADU)	2%	653,625
Commercial	3%	65,363
Office	3%	65,363

THE GATEWAY DISTRICT

Here, again incrementally, higher density mid-rise residential and office buildings begin to replace existing space, utilizing the more effective street grid and smaller more accessible block structures

The “Gateway” District Character Area

Figure 82 : d i s t r i c t 2 - t h e g a t e w a y d i s t r i c t



BUILDING USE

Area 1 Building Use	% Area Make up	Proposed Square Ft
Multi Family	75%	4,275,000
Commercial	45%	1,140,000
Office	5%	285,000
DENSITY: 80 people/acre		

BUILDING HEIGHT MAXIMUMS:

- 70 ft
- 70-45 ft

THE BRIDGE DISTRICT

The “Bridge” District Character Area

The “Bridge” District becomes the high density, mixed use, new city center, taking its cue from the new millennial markets and served by better street networks and growing transit access

Figure 81: district 1 - the bridge district



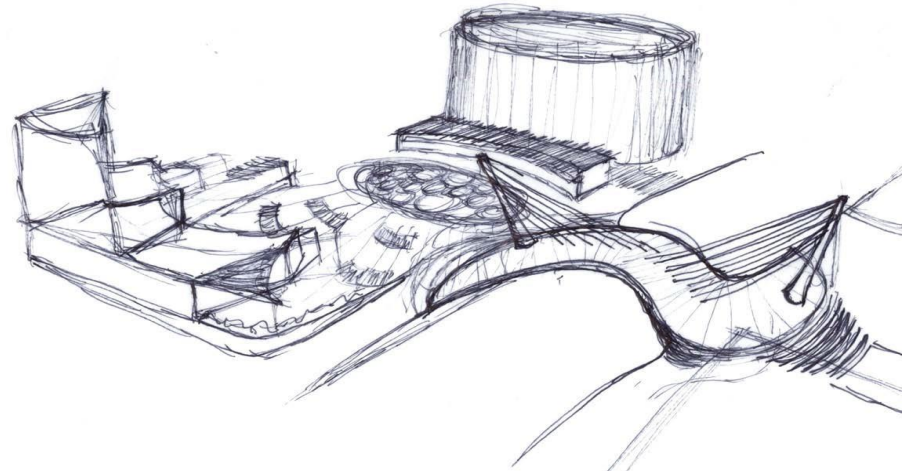
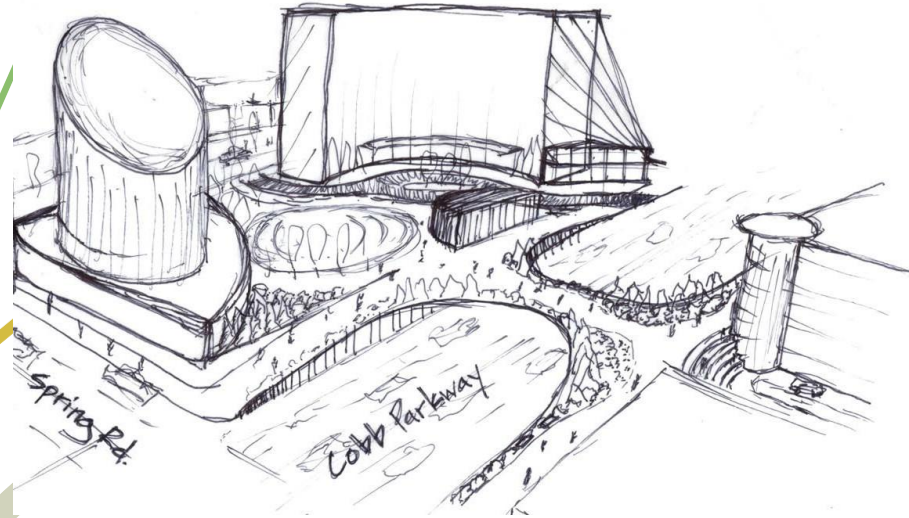
BUILDING USE

Area 1 Building Use	% Area Make up	Proposed Square Ft
Multi Family	30%	1,950,00
Office	45%	2,925,00
Commercial	5%	325,000
Hotel	20%	1,300,000
DENSITY: 100 people/acre		

BUILDING HEIGHT MAXIMUMS:

- 200 ft
- 110 ft

Sketching a New Spring Road – Cobb Parkway Vision

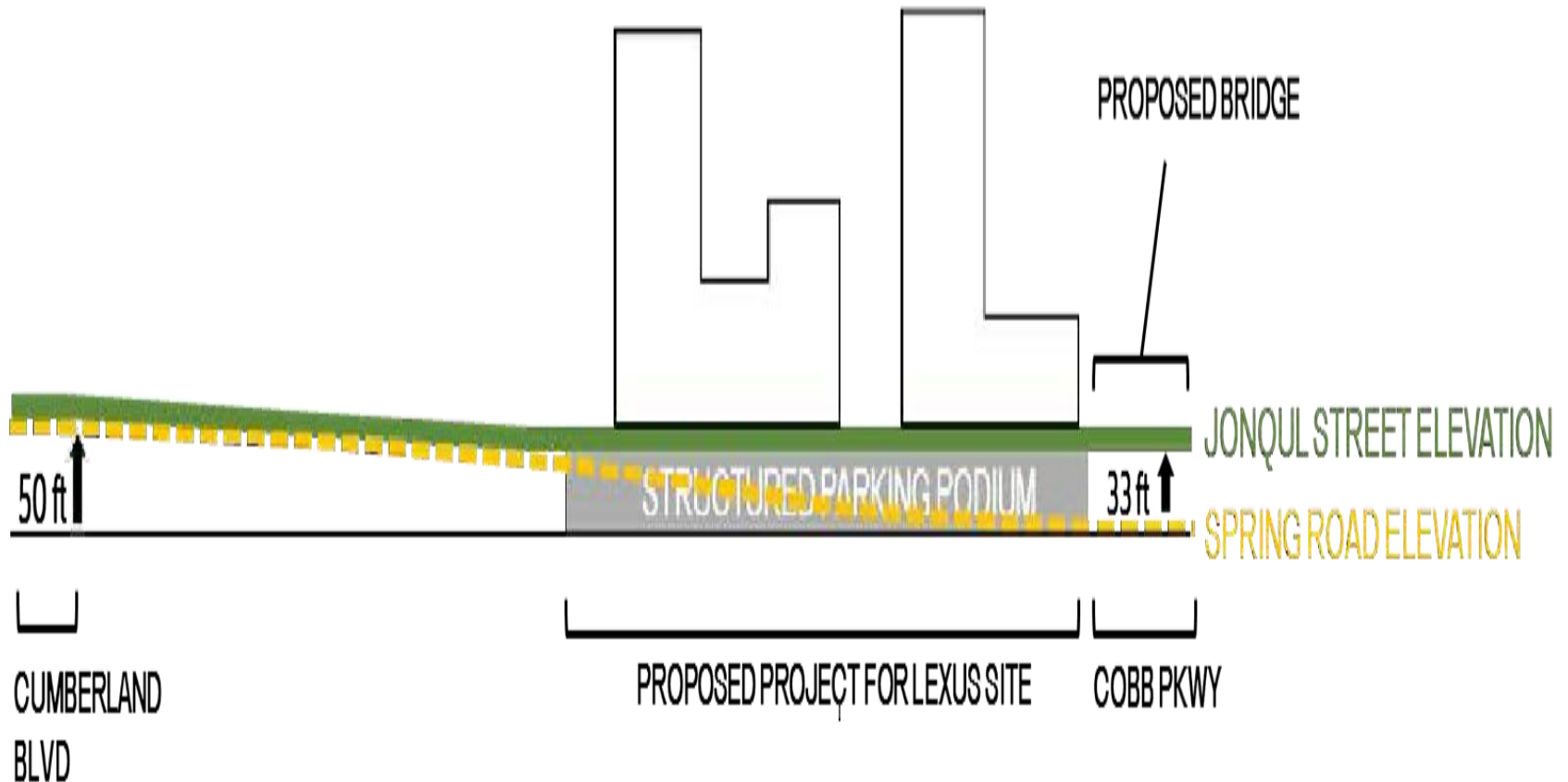


Focusing Strategies on the “Bridge” District

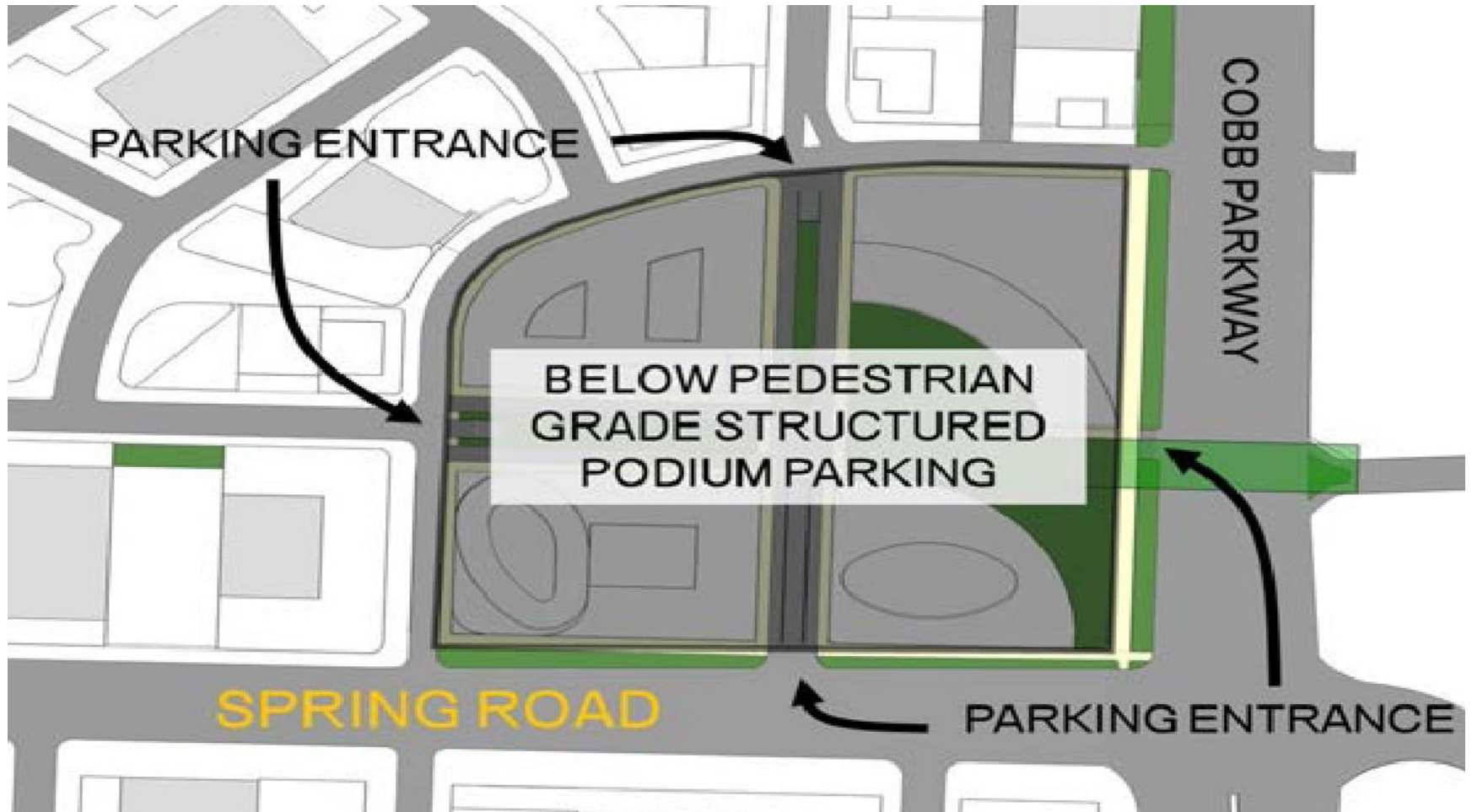


How to Build the Bridge –

taking advantage of grade changes to establish a podium of parking with high rises above on both sides of Cobb Parkway – making a new Jonquil Street that connects the Braves stadium to Jonquil Park

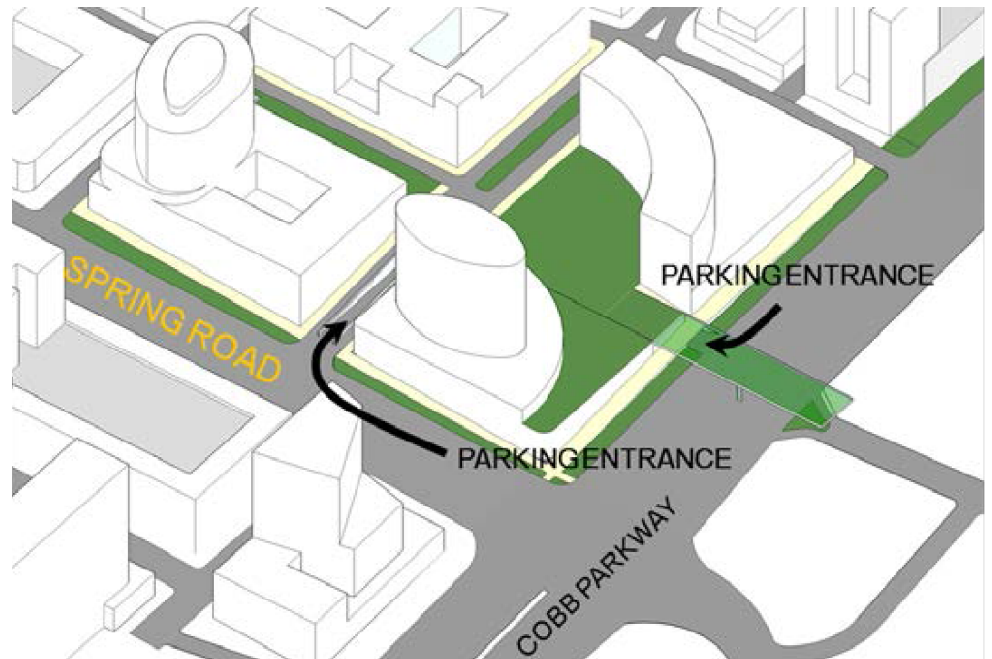


Plan View of Bridge Concept



Implementation Considerations

- Students' vision reflected a full buildout, which we encouraged as setting a course for transformation
- Frameworks need to be adopted to flexibly guide development that realistically will happen incrementally and unevenly over many years, patterns that Smyrna knows well and has used effectively for 25 years
- The market analysis basically informed and confirmed the direction the students were heading in, with the will to proceed being a big variable

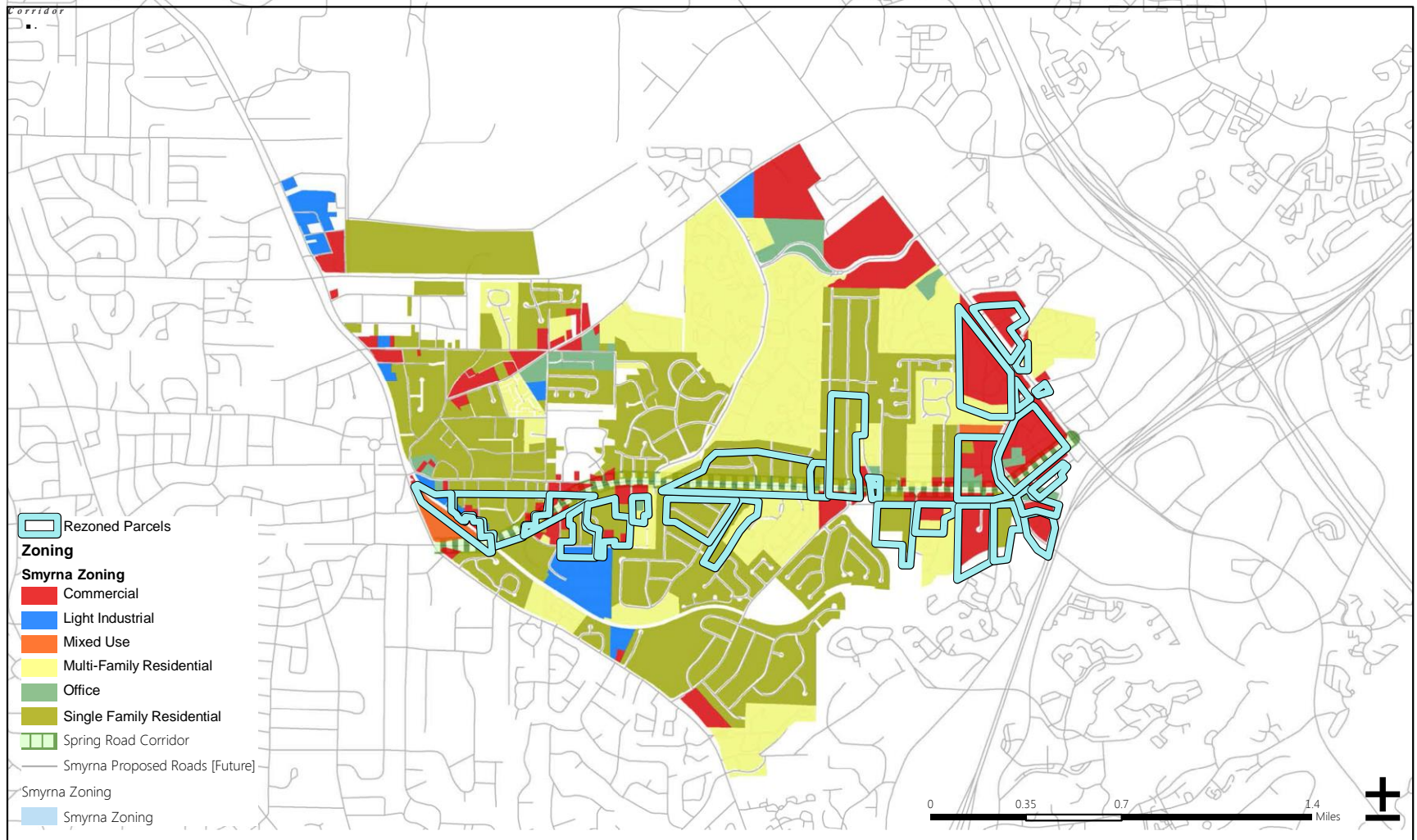


Tools that come into play:

- Set up and adopt policies in the Comprehensive Plan, in which the transportation plan is a key part
- Follow up with rezoning the Character Areas interactively with property owners and citizens, including incentives for public purposes like streetscapes, plazas, and mixed income housing
- Use the full arsenal of financing mechanisms and tools – the Downtown Development Authority, Capital Budget, county, state, Atlanta Regional Commission resources and establishing an area-wide Tax Allocation District – to join in public-private partnerships for mutual and equitable gain

..establishing a new zoning framework.

Figure 59 Proposed Zoning Classification Changes in Smyrna Along The Spring Road Corridor



*Figure 79: City of Smyrna Urban
Core*

