

# **POWERS FERRY CORRIDOR ALLIANCE**

## **POSITION STATEMENT AND GENERAL COMMENTS**

### **COBB COUNTY ZONING CASE Z-47 (2018)**

**DATE: AUGUST 1, 2018**

The PFCA is pleased that these 8.8 acres, known as “Restaurant Row,” might finally get redeveloped. However, it is respectfully asking the Planning Commission members to consider the following topics as they deliberate what is best for this area of Cobb County.

As of the date of this memo, the Powers Ferry Corridor Alliance has two perspectives on the proposed redevelopment project Z-47.

The first is a big picture perspective that looks at whether the proposed project is a good fit for the Powers Ferry Corridor at all. The second perspective assumes the project will be moved forward largely as presented. In preparation for that scenario, the PFCA is providing a detailed list of specific and general characteristics it would like to see added to the current plans.

#### **PERSPECTIVE ONE**

##### ***Big Picture and Big Question***

- 1) What is the Powers Ferry area community gaining from this re-development? There will be 471 more rental units and one 10,000 square foot restaurant building housing two restaurants, one of which already exists.
- 2) Is there REALLY no market at all for owner-occupied units in a truly mixed-use development that could go on this site? Maybe it’s time to put a moratorium on apartment construction now that MarketPlace Terrell Mill and Power Lofts are in the works. \*(See chart with statistics at end of this memo).

#### **PERSPECTIVE TWO**

***If this project is to be moved forward by the Planning Commission, then here are items the PFCA would like to see incorporated.***

##### **Specific Features:**

- 1) Parking lots, walkways, and plaza areas should all be of pervious concrete or similar pervious surfaces.

- 2) Convenient loading/unloading for furniture being moved in/out at both residential buildings (not in view of Powers Ferry Road).
- 3) Convenient, weather-protected, loading/unloading for groceries/shopping items at the Active Adult Community if the parking remains on the exterior. (See Item #2 in the Characteristics section regarding the question about exterior versus garage parking for the Active Adult Community).
- 4) Delivery area for vendor use at the restaurants should be placed so as not to impede flow of vehicles through the development.
- 5) Special sound blocking windows on three sides of each residential building to block traffic noise from Powers Ferry Road, I-285 and I-75.
- 6) Adequate parking (including GUEST parking) so as not to engender conflict between the Rose and Crown and the apartment residents.
- 7) Charging stations for electric vehicles at BOTH residential parking areas.
- 8) Dedicated pull-up/drop-off area for ride share (Uber/Lyft etc.), so as not to impede any other lanes. This could be a shared area for both residential buildings or one for each.
- 9) Dedicated drop-off/storage area for ready to cook foods (Blue Apron, Hello Fresh, etc). This could be a locker system of some sort.
- 10) Landscape buffers that block the view of the surface parking of the Active Adult Community from passers by on Powers Ferry Road
- 11) Landscape buffers that distinctly separate the components of the development (restaurant from residential) but still provide a welcoming sense of walkability among the buildings.
- 12) Attractive seasonal flowers in median areas; in fact an abundance of vegetation wherever possible to overcome the general sense of buildings sitting on slabs of concrete.
- 13) Any exterior lighting added along the Powers Ferry sidewalk should be in keeping with CID standards and design (available from Cobb County).
- 14) Dumpsters for all three buildings on the property should be concealed from prominent view as much as possible and surrounded by a solid structure (brick).

### **Characteristics of the Development as a Whole**

- 1) Strongly consider reconfiguring this re-development project to include MORE RETAIL of some sort. That is what the community was promised as part of the Broadstone Ridge package and it did not happen. If this is to be a “mixed use” development, as conceptualized by the 2015 updated Powers Ferry Master Plan, perhaps the definition of mixed use could be expanded to mean more than just 471 apartments and up to two

restaurants. The PFCA would gladly provide suggestions in this area.

- 2) **Walkability:** the residents of each building should not have to exit from the parking lot or parking garage to go to the restaurant or out to the street at Powers Ferry Road. There should be attractively lit and maintained footpaths going from the buildings to the sidewalk on Powers Ferry Road. Example: the parking gate for the Active Adult Community should have a “pedestrian” gate immediately adjacent, or there should be a footpath directly from the front entrance of the building to a gate in the fence surrounding the building, should there be a fence surrounding the property.
- 3) **How will pet waste be controlled?** Will there be stations for waste collection and a pickup service? Is there adequate grassy space to accommodate pet waste just outside the residential buildings for people who choose not to walk a dog but just to let it go outside for a minute or two? Is there space for a dedicated pet walking area? This should be strongly considered, especially knowing that the residential buildings are adjacent to a restaurant that will have outdoor seating.
- 4) **Ask the Applicant to fully justify why the Active Adult community parking is exterior surface parking.** Greystar’s Active Adult community in Kennesaw has exterior parking while its Buckhead community has a parking garage. Why the difference and why is surface preferred for this location?
- 5) **Rentals versus owner units:** the community brings up this question every time apartments are built. The PFCA only asks that, before approving another 471 rental units, the Planning Commission firmly believes that there is no possibility for owner units on this land, even though it is almost immediately adjacent to a premier high-rise condominium community.

### **Something for the Community**

- 1) Request that the Applicant fund the construction of bus shelters at bus stops closest to the development (one on either side of Powers Ferry Road)

\*\*\*End of Comments\*\*\*

Chart showing numbers of rental units versus owner units are on next page.

\* The following development numbers for the Powers Ferry Corridor are in support of Perspective One, Item 2

### **Powers Ferry Corridor**

#### **New residential since 2015... *BEFORE* Restaurant Row**

|                              |                           |
|------------------------------|---------------------------|
| <b>Apartments</b>            | <b>1152</b>               |
| + Broadstone Ridge           | 280                       |
| + The District at Windy Hill | 275 (in progress)         |
| + MarketPlace Terrell Mill   | 298 (to be built)         |
| + Power Lofts                | 299 (current application) |

|                         |                  |
|-------------------------|------------------|
| <b>Owner-Occupied</b>   | <b>155</b>       |
| + Ivy Crest             | 51               |
| + Abbington at Wildwood | 44 (in progress) |
| + Reserve at Wildwood   | 60 (to be built) |

**Rental to Owner-Occupied Ratio: 7.43 to 1**

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### **Powers Ferry Corridor**

#### **New residential since 2015... *INCLUDING* Restaurant Row**

|                              |                           |
|------------------------------|---------------------------|
| <b>Apartments</b>            | <b>1623</b>               |
| + Broadstone Ridge           | 280                       |
| + The District at Windy Hill | 275 (in progress)         |
| + MarketPlace Terrell Mill   | 298 (to be built)         |
| + Power Lofts                | 299 (current application) |
| + <b>Restaurant Row</b>      | <b>471 (additional)</b>   |

|                         |                  |
|-------------------------|------------------|
| <b>Owner-Occupied</b>   | <b>155</b>       |
| + Ivy Crest             | 51               |
| + Abbington at Wildwood | 44 (in progress) |
| + Reserve at Wildwood   | 60 (to be built) |

**Rental to Owner-Occupied Ratio: 10.47 to 1**