BELLS FERRY
LCI PLAN UPDATE

WELCOME

TO THE

COMMUNITY OPEN HOUSE

The first Bells Ferry Livable Centers Initiative (LCI) Plan was completed in 2006. The Atlanta Regional Commission's LCI program promotes compact, mixed-use, walkable development to enhance community livability and reduce traffic congestion. It supports local governments in planning and funding projects that improve transportation options, encourage economic development, and create vibrant, sustainable places within the Atlanta metropolitan region. The LCI program aims to foster healthier, more connected communities.

This regular update to the Bells Ferry LCI Plan is funded by Cherokee County - though still completed in the spirit of the ARC's LCI program.

The LCI Plan Update is a separate initiative from the road widening project happening north of Kellogg Creek Road.

Cherokee County 1831 GEORGIA

Gresham Smith

MARCH 26

5:30pm - 7:30pm

GREATER CHURCH

SCAN FOR MORE INFO

ENGAGEMENT SUMMARY

Focus Groups

The project team held focus group meetings with key community groups throughout the planning process. Each of these meetings allowed distinct groups to weigh in on the Plan's goals and priorities, or review draft policy and project recommendations.

- Corridor businesses
- Faith-based organizations
- Hispanic community groups
- Buice Lake community residents



Technical Advisory Committee

The project team held regular meetings with a group of informed stakeholders to solicit specific feedback. Members of this group included leadership from various Cherokee County agencies, significant business owners within the corridor, and established community leaders. The group provided specific insight on the Plan's goals and priorities, as well as potential development scenarios.



Pop-Up Events

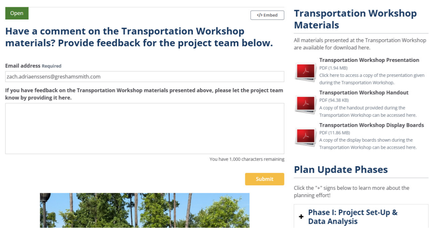
When possible, the project team attended events within the corridor that might attract attendees interested in the planning effort. The team facilitated pop-up community outreach at Little League Opening Day at Hobgood Park. The team spoke with approximately 50 community members and gathered insightful initial feedback.



Online Engagement

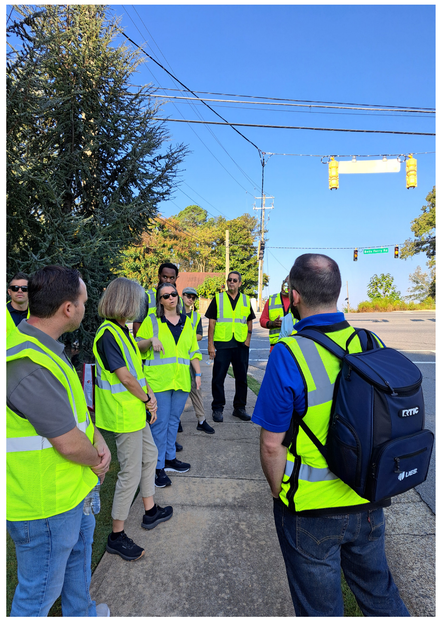
Throughout the project, community members were able to provide feedback on the project's dedicated website. Key take-aways can be found below.

- More sidewalks/multi-modal investments are needed
- Tree preservation is important
- Many intersections require operational improvements
- More commercial options are needed to accommodate all the new residential development
- Better access to recreational amenities



Walking Tour

The project team conducted a walking tour of the corridor to inform existing conditions. During the walk, attendees wore personal fitness devices that helped monitor real-time stress levels, helping the team understand those spots along the corridor that would benefit from improvements.



COMMUNITY OPEN HOUSE

Cherokee County 1831 GEORGIA

BELLS FERRY LCI PLAN UPDATE

Gresham Smith

MARCH 26, 2026

INNOVATIVE ENGAGEMENT

Friendsgiving Event

The project team attended the annual Friendsgiving event at Greater Church within the corridor. The primary goal of this touchpoint was to verify community priorities within the study area, and to identify the types of development that community members wished to see at specific locations. Feedback from this event led the project team to focus recommendations and future development scenarios around three specific "nodes" within the study area.



Transportation Workshop

Many of the comments received during the various phases of engagement pertained to specific transportation-related concerns along the corridor. In an effort to help educate the public on the ins-and-outs of transportation planning within Cherokee County, the project team held an educational workshop with Cherokee County staff. This workshop - open to the public - helped inform the public on all the steps that go into delivering a transportation project within Cherokee County.





KEY TAKE-AWAYS

- A desire to see commercial development "catch up" to the influx of residential development within the study area.
- Numerous respondents mentioned a desire to prevent displacement of existing communities along Bells Ferry Road.
- Participants in engagement activities expressed a desire for more transportation options (cycling, walking, etc.) within the corridor.
- A number of intersection bottlenecks were identified as possibly needing investments to increase operational efficiency (decrease traffic delays).

CHALLENGES AND OPPORTUNITIES

Primary Concerns

The project team identified primary concerns in the LCI area by seeking public input and conducting technical analyses. The main concerns include the following:

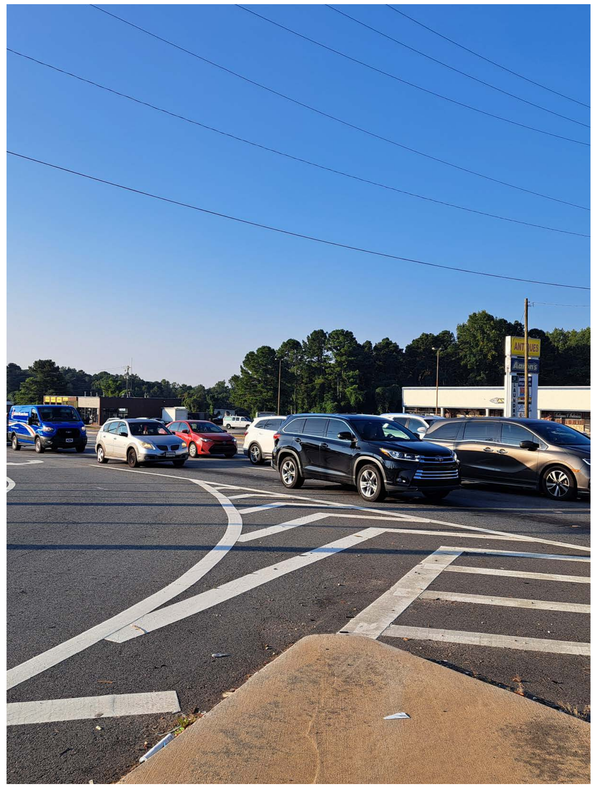
- Fast-paced development and associated traffic congestion
- Insufficient walking and cycling paths
- Lack of opportunities for pedestrians to safely cross the roadway
- Safety concerns on the roadway, particularly near intersections and driveways

The primary concerns identified relate to traffic operations, safety, and active transportation. These concerns drive the project team's draft recommendations as a part of this LCI plan.

SCAN TO LEARN MORE AND SHARE YOUR FEEDBACK!

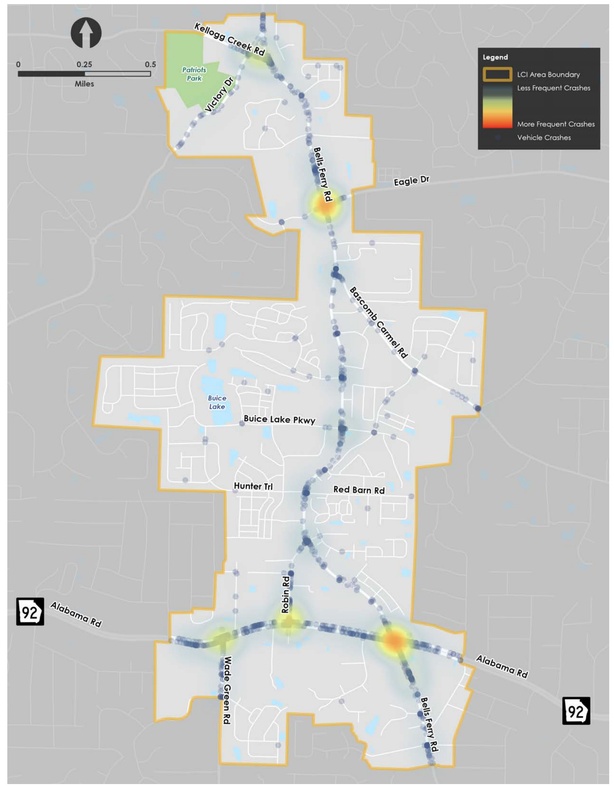
Traffic Operations

Congestion is a challenge, particularly on Highway 92 at Eagle Drive. Intersection improvements help traffic flow more smoothly, while pedestrian and cyclist network improvements reduce vehicle trips and alleviate congestion.



Safety

Poor lighting conditions, wide roadways, and lack of walking and cycling paths contributes to safety issues. High-visibility crosswalks, lighting, signage, and pavement markings present opportunities to enhance safety.



Cyclist and Pedestrian Mobility

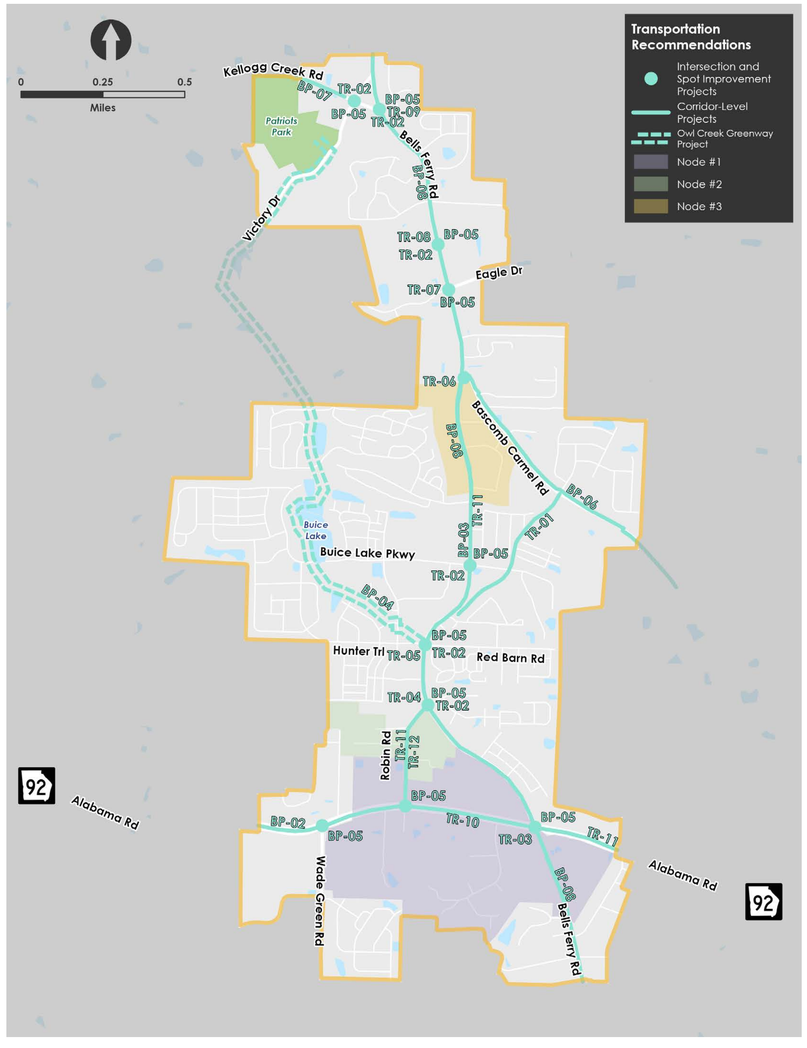
Sidewalks exist on Bells Ferry Road and Highway 92, but lack connections to key destinations like Patriots Park. Adding multi-use paths, streetscaping, and safer pedestrian crossings can improve mobility.



RECOMMENDATIONS

TRANSPORTATION/TRANSIT

PROJECTS MAP



Place a sticker in the 'Indicate Support' column to indicate support for any recommendations (one sticker per project).

Corridor Improvement Recommendations

Project Number	Project Name	Indicate Support
BP-02	Enhanced Sidewalks Along Highway 92	
BP-03	Enhanced Sidewalks Along Bells Ferry Rd	
BP-06	Multi-Use Path Along Bascomb Carmel Rd	
BP-07	Multi Use Spur to Patriots Park	
TR-01	Old Bascomb Rd Complete Street Improvements	
TR-10	Hwy 92 Median Enhancements	
TR-11	LCI Area Street Lighting	
TR-12	Robin Rd Corridor Improvements	

Other Recommendations

Project Number	Project Name	Indicate Support
BP-04	Owl Creek Greenway	
PO-10	Microtransit Pilot (Not Mapped)	

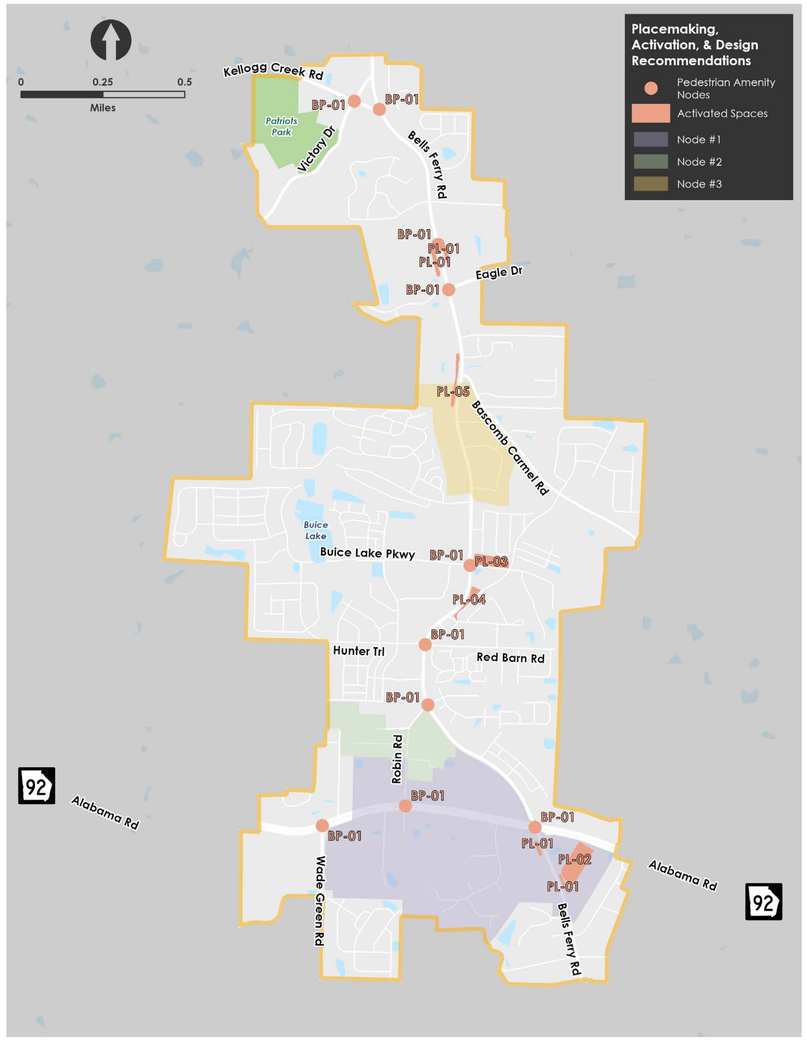
Intersection and Spot Improvement Recommendations

Project Number	Project Name	Indicate Support
BP-05	Pedestrian Crossings Enhancements	
BP-08	Pedestrian Hybrid Beacon Crossings Feasibility Study	
TR-02	Signal Priority and Emergency Preemption Technology	
TR-03	Hwy 92 and Bells Ferry Rd Intersection Improvements	
TR-04	Bells Ferry Rd and Robin Rd Intersection Improvements	
TR-05	Bells Ferry Road and Red Barn Rd/Hunter Trl Intersection Improvements	
TR-06	Bells Ferry Rd and Bascomb Carmel Rd Intersection Improvements	
TR-07	Bells Ferry Rd and Eagle Dr Intersection Improvements	
TR-08	Bells Ferry Rd and Walmart Entrance Intersection Improvements	
TR-09	Bells Ferry Road and Kellogg Creek Road Intersection Improvements	

RECOMMENDATIONS

PLACEMAKING, ACTIVATION, & DESIGN

PROJECTS MAP



Place a sticker in the 'Indicate Support' column to indicate support for any recommendations (one sticker per project).

Mapped Recommendations

Project Number	Project Name	Indicate Support
PL-01	Edge of Parking Transformation	
PL-02	Underutilized Parking Area Activation	
PL-03	Plaza and Playground	
PL-04	Fire Station Pollinator Garden	
PL-05	Substation Placemaking and Beautification	
BP-04	Pedestrian Amenity Nodes	





Unmapped (Policy and Branding) Recommendations

Project Number	Project Name	Indicate Support
PO-03	Art in Public Places Resolution and Plan	
PO-04	Reduce Parking Minimums	
PO-11	Bells Ferry LCI Area Branding	
PO-14	Community Design District Updates	

RECOMMENDATIONS

LAND USE POLICIES & STRATEGIES

Place a sticker in the 'Indicate Support' column to indicate support for any recommendations (one sticker per project).

Project Number	Project Name	Description	Indicate Support
PO-05	Fill in Housing Gaps	Allow development of duplex, triplex, and quadplex houses by right in targeted growth areas. Reduce or eliminate lot size and square footage minimums.	
PO-07	Allow Accessory Dwelling Units	Allow accessory dwelling units (ADUs) by right in all single-family zoned residential areas, or in targeted growth areas.	
PO-08	Utilize Land Bank for Strategic Acquisitions	Consider partnering with existing land bank to strategically acquire properties for targeted preservation and redevelopment.	
PO-09	Explore a Tax Allocation District	Assess the feasibility of potentially implementing a Tax Allocation District (with funds targeted towards infrastructure improvements to support strategic commercial redevelopment and affordable/workforce housing development).	
PO-12	Explore a Transfer of Development Rights Program	Explore creation of a Transfer of Development Rights (TDR) program. TDR policies enable development rights on one property to be transferred to another property in a different location, facilitating growth while preserving less intensive land uses where the community may strongly desire them.	
PO-13	Small Business Policy Incentives	Work with Cherokee County Office of Economic Development to increase awareness of and access to existing small businesses programs, including small business roundtables, Cherokee Career Expo, and Cherokee Workforce Collaboratives.	
PO-15	Explore Historic Preservation Policies	Incentivize residents to preserve existing housing density (this would start as incentivizing voluntary behavior - but the Land Bank could evolve into a future transfer of development rights program).	

RECOMMENDATION EXAMPLES

Accessory Dwelling Units

Accessory dwelling units (ADUs) are secondary housing units located on the same lot as a single-family home. They can be attached, such as a converted garage or basement apartment, or detached, like a small cottage in the backyard. Permitting ADUs would allow for gentle density and provide a greater mix of housing options.



Pedestrian Amenity Nodes

Pedestrian amenity nodes are designated areas near key intersections for pedestrian-friendly installations. These may include benches, shade tree plantings, water fountains, and enhanced lighting to create comfortable, inviting spaces for people on foot. Pedestrian amenity nodes encourage walking, improve the overall streetscape experience, and promote community interaction.



Filling in Housing Gaps

Allowing duplexes and triplexes in residential areas increases housing diversity and supply by enabling multiple units on a single lot. This approach provides more affordable and varied housing options, which can accommodate different household sizes, incomes, and lifestyles. By increasing density modestly, duplexes and triplexes help address housing shortages without drastically changing neighborhood character.



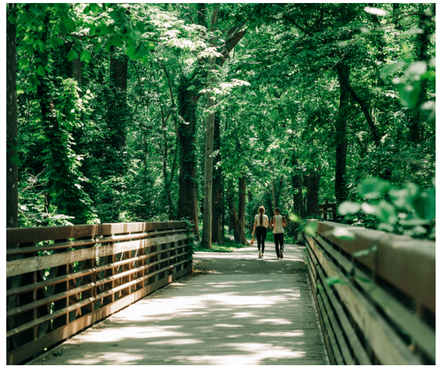
Microtransit Pilot Program

The Bells Ferry microtransit pilot would expand on-demand service coverage within the County by 16.1 square miles (bringing the total area covered to 30.3 square miles). It would provide transportation options to approximately 58,000 residents and 20,300 jobs near the study area. The service would include accessible booking options to ensure ADA compliance.



Owl Creek Greenway

This proposed trail would connect the Buice Lake communities to Patriots Park, enhancing recreational and transportation options. This protected corridor of greenspace would provide a safe, scenic route for walking, biking, and other non-motorized activities. This greenway would offer residents a pleasant, accessible path linking neighborhoods to key community facilities.

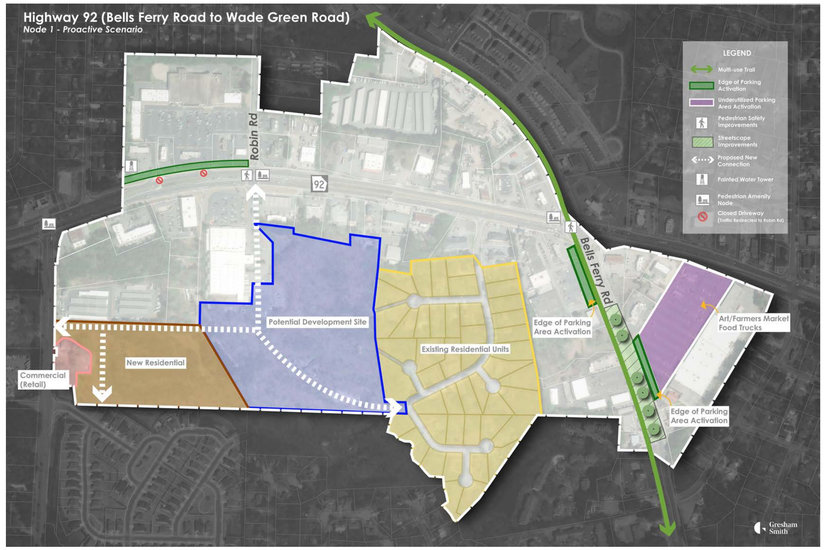


RECOMMENDATIONS

DEVELOPMENT SCENARIOS

Node #1

Node 1 proposes a proactive scenario where aging commercial properties and expansive surface parking areas are thoughtfully retrofitted for higher density mixed-use development, introducing residential units and flexible office spaces that complement retail functions. Pedestrian-friendly streetscape upgrades, including buffered sidewalks, enhanced median plantings, and amenity nodes, create a welcoming environment that encourages walking and strengthens local identity.



Node #2

Primarily consisting of residential with existing multifamily communities, this node offers ripe opportunities for infill development to increase housing diversity and neighborhood retail. The proactive scenario envisions enhanced pedestrian infrastructure, including continuous sidewalks with buffers, improved crossings, and community gathering spaces that promote safety and social interaction. Additionally, land use reforms facilitate missing middle housing typologies, increasing density while preserving neighborhood character, and microtransit services improve connectivity and reduce vehicle reliance.



Node #3

Serving as a transitional area between commercial, industrial, and residential zones, this node's future emphasizes selective redevelopment focused on beautification, pedestrian safety, and improved connections to Patriots Park and nearby neighborhoods. Proposed improvements include sidewalk enhancements, pedestrian amenity nodes, and corridor-wide placemaking initiatives such as public art installations at key locations. Land use strategies balance protection of existing industrial uses with opportunities for flexible commercial and office development that complement adjacent residential areas, reinforcing a cohesive corridor identity.

