

BELLS FERRY
LCI PLAN UPDATE

Final Plan & Report

LIVABLE CENTERS INITIATIVE PLAN UPDATE | MARCH 2026

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**Special thanks to Rose Creek Library and staff for supporting the planning and engagement processes.*

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Introduction

A Corridor in Transition

The Bells Ferry Road corridor represents one of Cherokee County's most rapidly changing landscapes. Representatives from the County gathered in 2025 for the groundbreaking of the Bells Ferry Road widening north of the LCI Plan study area. An update to the Livable Centers Initiative (LCI) Plan for the corridor is more important now than ever.



Cherokee County broke ground on the Bells Ferry Road widening in 2025.

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Introduction

The Livable Centers Initiative (LCI) is a grant program administered by the Atlanta Regional Commission (ARC), focused on creating compact, walkable communities that promote a mix of uses, reduce vehicle trips, and support sustainable mobility options. Since its launch in 2000, the program has emphasized community-driven planning to enhance accessibility to jobs and services, encourage safe and healthy lifestyles, and improve overall quality of life in the metro Atlanta region.

Plan Purpose

This report serves as an update to the 2006 Bells Ferry Corridor LCI Plan and is locally funded by Cherokee County, reflecting the County's strategic commitment to proactively managing growth along the Bells Ferry Road corridor – in the spirit of the LCI program. The study seeks to analyze demographic, economic, land use, transportation, and multimodal conditions to guide future development in a manner that aligns with community priorities and regional strategies – as well as the LCI Program's overall vision and goals.

Study Area Overview & Context

The Bells Ferry LCI study area covers approximately a three-mile segment along Bells Ferry Road, from Kellogg Creek Road in the north to south of Highway 92, towards the Cherokee-Cobb County line (see **Figure 1**). This area includes a variety of commercial, residential, and institutional land uses. The study area is characterized by diverse demographics, moderate population density, and evolving land use patterns that present both challenges and opportunities for creating a more connected, vibrant, and transit-ready corridor.

Since the last (2006) plan, the Bells Ferry Road has experienced demographic shifts, undergoing growth of racially and ethnically diverse populations with significant numbers of families and young adults. The area's housing stock tends to be older, with elevated renter occupancy compared to the rest of the County, and notable affordability challenges. Retail and commercial centers such as those around the intersection of Bells Ferry Road and Highway 92 remain key activity hubs, representing a substantial share of the County's retail inventory and underscoring the corridor's importance for local and regional economic vitality.

Purpose

To update the 2006 Bells Ferry LCI Plan, as part of a larger effort to proactively manage growth along and within the Bells Ferry Road corridor.

Goals

To analyze demographic, economic, land use, transportation, and multimodal conditions along the corridor to guide future development in a community-driven way.

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An art installation in Patriots Park near the Bells Ferry Road corridor.

In transportation terms, the corridor faces congestion and multimodal connectivity gaps, with multiple capital projects underway or planned, such as a road widening, a bridge replacement across Lake Allatoona, and the development of multi-use trails to enhance pedestrian and bicycle access. Additionally, a microtransit feasibility study aligns transit service recommendations with projected growth and community needs to support mobility improvements within the corridor.

This update integrates previous study findings with current market conditions, transit feasibility, and future development scenario analyses to inform a comprehensive corridor vision and action plan.

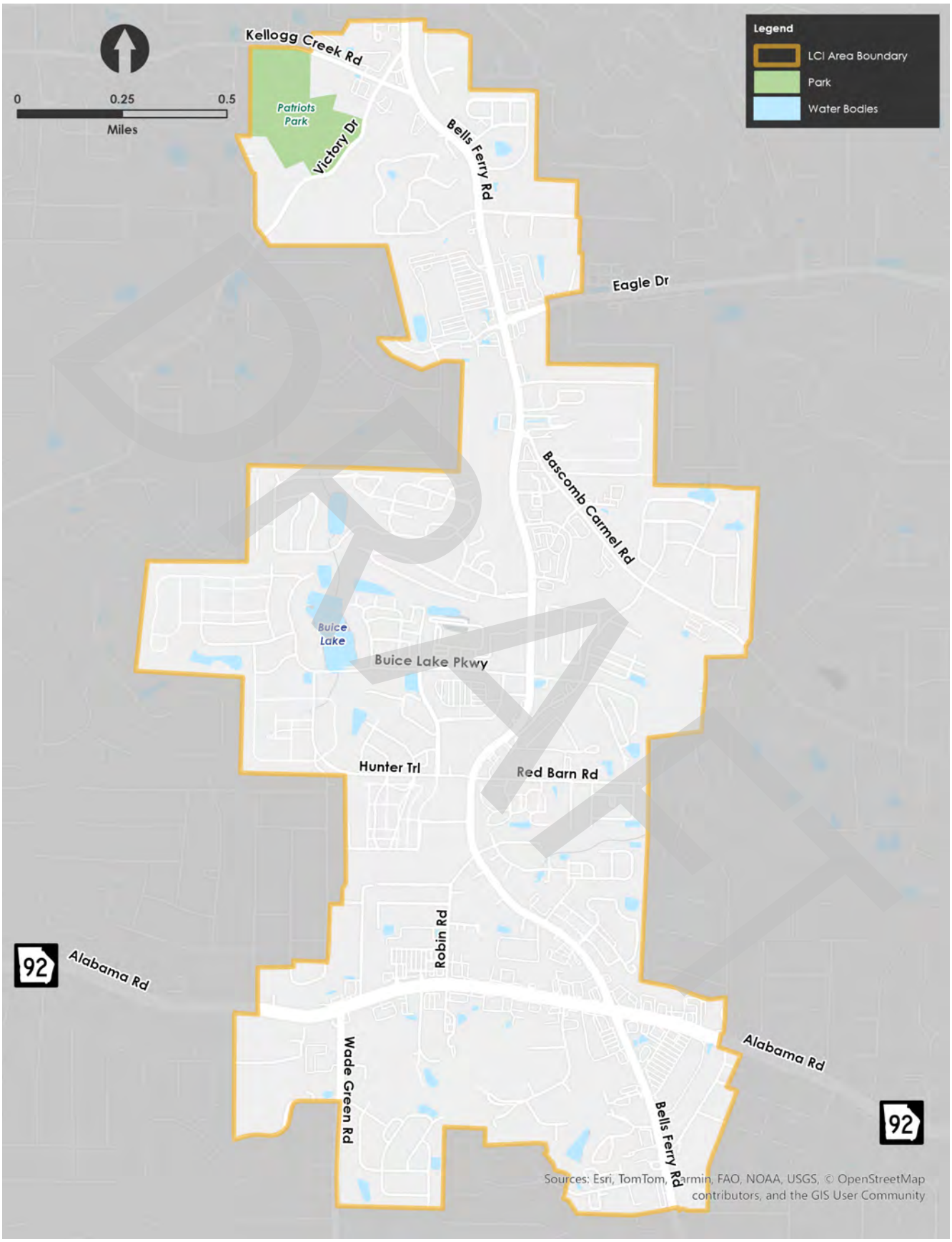


Figure 1 Bells Ferry LCI Study Area

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Existing Conditions

Driving Diversity

Despite some suburban characteristics, the Bells Ferry LCI study area is one of the most diverse locations within Cherokee County. Numerous Hispanic-owned small businesses can be found throughout the corridor - including “El Don”, a regular food truck parked at the gas station near the Eagle Drive intersection.



El Don is a regular food truck parked at the intersection of Eagle Drive and Bells Ferry Road.

Existing Conditions

This section highlights key takeaways from the project's previously completed Existing Conditions Report (a copy of which can be found in this document's appendices). This section of the report details the corridor's existing economic, transportation and demographic conditions, as a means of laying the groundwork for potential future projects and policies.

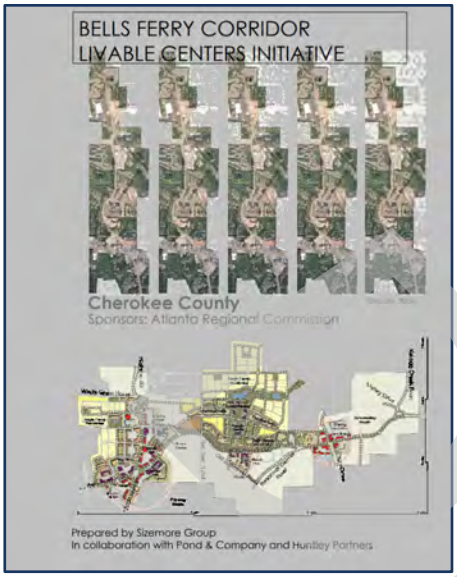
Plan, Study, & Project Review

Transportation improvements and development within the LCI area are situated within the context of existing plans and studies, which are summarized in the following sections. Relevant plans and studies include the previous Bells Ferry Corridor LCI studies and reports of accomplishments, City of Woodstock plans, countywide plans, and regional plans.



Community Stakeholders conducted walking tours of the study corridor.

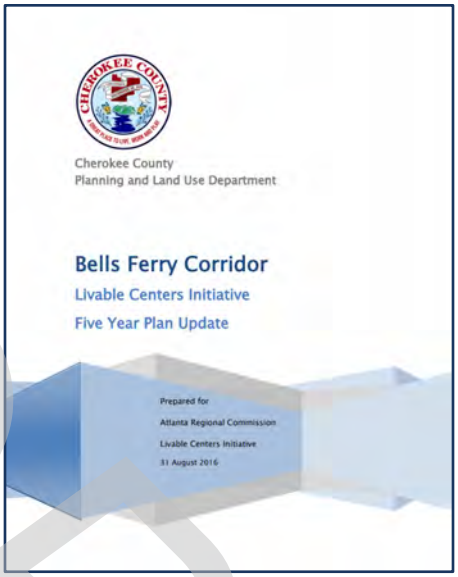
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Bells Ferry Corridor LCI Study (2006)

Adopted in 2006, the Bells Ferry Corridor LCI Study identified opportunities for redevelopment and revitalization. The study identifies challenges such as disinvestment in the area; underutilized and declining commercial developments (greyfields); and isolated, sprawling development patterns that strain infrastructure and limit accessibility.

Goals of the study include creating a unique and vibrant community character; enhancing mobility and connectivity (particularly for alternative modes of travel); encouraging appropriate land uses and development patterns; and facilitating access to jobs and housing. The study culminates in a concept plan for the study area; along with recommendations related to land use and zoning, transportation, and urban design; which culminate with an action plan.

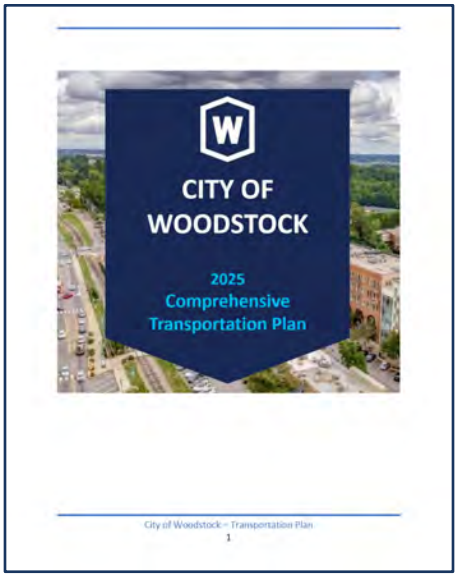


Bells Ferry Corridor LCI Plan Update (2016)

To assess progress, Cherokee County prepared an update to the 2006 Bells Ferry Corridor LCI Study in 2016. This update took stock of changes in the area since the initial study and adjusted strategies and objectives accordingly. The update guided additional implementation of the LCI area's recommendations and strategies based on priorities in 2016.

Since 2006, significant transportation improvements were completed, a new fire station was approved for construction within the LCI area, and construction on Patriots Park started in 2015.

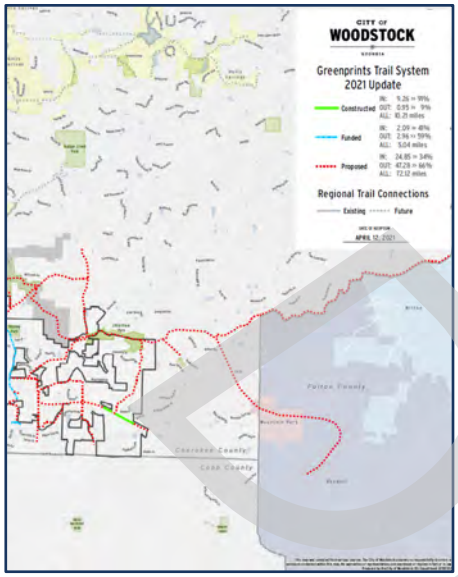
The update found that the economic development initiatives did not progress due to unsuccessful ballot initiatives and funding limitations. Planning and zoning initiatives relating to land use, zoning regulations, and design guidelines were completed.



Woodstock Comprehensive Transportation Plan (2025)

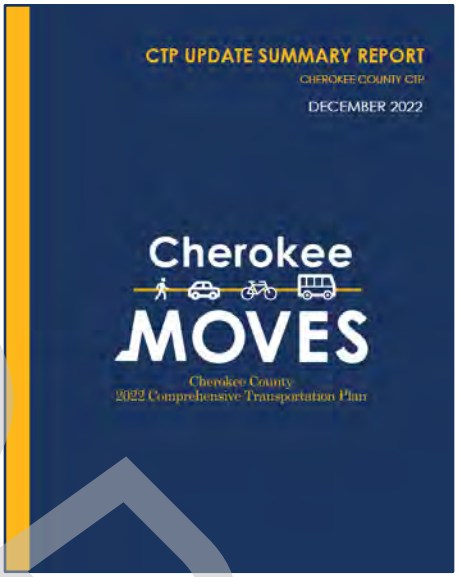
The City of Woodstock's 2025 CTP is intended to plan and forecast future transportation improvement projects, such as roadway, sidewalk, and parking improvements. The CTP notes that traffic conditions on Bells Ferry Road are primarily influenced by its proximity to Interstate 575. Bells Ferry Road is identified as a secondary periphery corridor, reflecting its strong impact on city flows despite its location outside city limits. While north-south flow is supported by I-575, east-west travelers have limited options. The plan identifies a strain on east-west corridors in the area, particularly the Eagle Drive/Towne Lake Parkway/ Arnold Mill Road corridor. Hwy 92 is identified as the primary east-west corridor.

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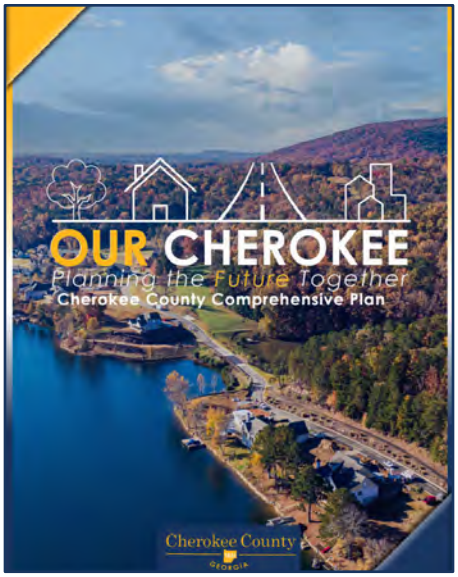
Woodstock Greenprints Trail System Update (2021)

In 2021, the City of Woodstock updated its vision for an ambitious, regionally connected network of trails throughout the city. The Greenprints Trail System Update proposed a trail branching off from the Towne Lake Pass Trail just west of Woodstock Middle School, winding through primarily residential areas east of the Bells Ferry Road corridor. The trail reaches Highway 92 approximately one mile east of the Bells Ferry Road and Highway 92 intersection and continues east along the Highway 92 corridor. The plan also proposed the Towne Lake Extension Trail along Towne Lake Parkway, starting from an existing path on Eagle Drive and continuing to Hobgood Park on Bells Ferry Road (just north of the LCI study area). The Towne Lake Extension Trail, when completed, will connect the ongoing Bells Ferry Road multi-use path into the City of Woodstock's Greenprints Trail System.



Cherokee Moves (2022)

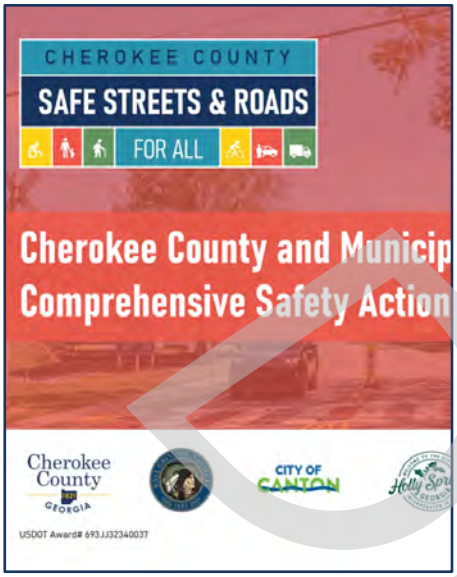
Cherokee Moves, the County's most recent iteration of their Comprehensive Transportation Plan (CTP), builds on the 2016 CTP to establish a clear transportation vision through 2050 in collaboration with municipalities and the ARC. Short-term recommendations for the Bells Ferry LCI study area include pedestrian and cyclist detection at Highway 92 and Bells Ferry Road as well as operational improvements on Highway 92 between Bells Ferry Road and I-575. Studying freight capacity on Highway 92 from Woodstock Road to Bells Ferry Road and safety on Kellogg Creek Road from Old Alabama Road to Bells Ferry Road are long-term recommendations.



Our Cherokee (2023)

Adopted in 2023, the County's Comprehensive Plan designates 13 areas as Character Areas on its countywide future development map. Each area consists of places that have existing or intended common characteristics, such as a common form of development; land use pattern; design elements; or sense of place. Character Area guidance complements the future development map by identifying a vision and goals and providing additional development guidance for unique areas, including the Bells Ferry LCI Character Area. The Community Work Plan (CWP) includes identification, funding, and implementation of Bells Ferry LCI projects and updating the Bells Ferry LCI Plan.

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Cherokee County Safety Action Plan (2025)

Cherokee County adopted a Comprehensive Safety Action Plan in March 2025 that examines roadway safety trends across all roads within the County. Stemming from this plan is a target of achieving zero traffic deaths by 2040 which requires a 6.5% annual reduction in fatalities. The plan includes a series of recommended intersection and corridor projects within the LCI area, including adding bicycle facilities and addressing access management along Bells Ferry Road.



Cherokee County Greenways & Trails Master Plan (2025)

The inaugural Cherokee County Greenways and Trails Master Plan weaves together various local visions for trail and greenway networks throughout the County into an encompassing countywide vision for Cherokee's network of greenways and trails. Supporting ARC's Regional Trail Vision, the master plan seeks to fill gaps in the existing network and provide access to activity centers and recreational destinations. The plan identifies several priority projects in the Bells Ferry Road LCI area. In the short-term, the plan recommends implementation of a sidepath along Bells Ferry Road and sidewalks along Old Bascomb Road and Old Bascomb Court for implementation in the next ten years. The plan identifies sidewalks on Bascomb Carmel Road for implementation in the next ten to twenty years. In the long-term, a sidepath connecting Bells Ferry Road to the Noonday Creek Trail (currently under construction) is envisioned along Highway 92.

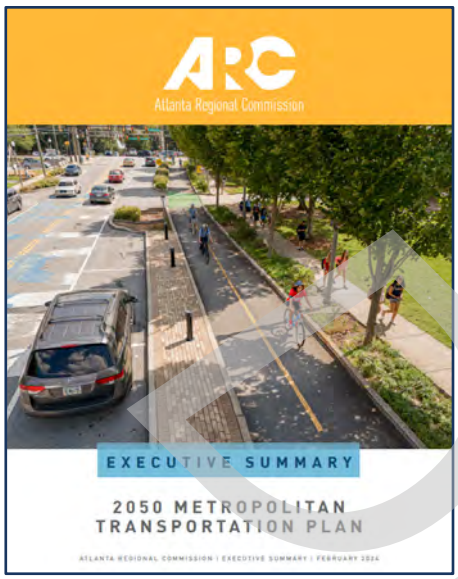


Walk, Bike, Thrive!

ARC's bike-pedestrian plan, titled Walk, Bike, Thrive!, provides guidance for increasing walking and bicycling opportunities within metro Atlanta, through establishing a regional vision to support local initiatives and decision-making. This plan focuses on actively supporting cities and counties striving for increased active transportation, offering an active transportation toolkit with guidance for implementing high-quality active transportation systems.

The plan provides a vision for a Regional Trail Network, including a connection to Cherokee County via Noonday Creek Trail. The plan distills opportunities to connect the Bells Ferry LCI study area to other networks by expanding existing trails to fill gaps.

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2050 Metropolitan Transportation Plan

ARC's Metropolitan Transportation Plan (MTP) outlines the long-term vision for transportation investments across the 21-county planning area through the year 2050. The MTP identifies Cherokee County as one of the fastest-growing parts of the region, expected to see significant increases in both population and employment by 2050. The plan identifies Bells Ferry Road as a key arterial with increasing demand and multimodal potential.

A major project highlighted in the plan for Cherokee County is the widening and multimodal upgrade of Bells Ferry Road (from Victory Drive to Port Victoria Way), which is currently underway.

The MTP also proposes several upgrades to the I-575 corridor in the county. While this corridor lies outside of the LCI area, operational improvements are expected to impact Bells Ferry Road. Improved regional mobility from these investments will also support economic development by providing better access to employment hubs.



On-Going Projects

Ongoing projects include those that are partially or fully funded, including projects currently under construction. These projects were identified using GDOT's project search portal, ARC's TIP project list, and the county's T-SPLOST interactive map.

Ongoing projects in the LCI area are shown in Table 1. Projects in the pre-construction phase have funding allocated for one or more phases. These projects advance toward construction based on economic and transportation demand forecasts, potential funding, policies and resources, and coordination with counties and cities.

Table 1 Ongoing Projects

NAME	PROJECT ID	SOURCE	DESCRIPTION	LOCATION	STATUS
Bells Ferry Rd Multi-Use Path (Phase I)	PI No. 0019205, SPLOST ID: 83125 ARC ID: CH-350	GDOT; T-SPLOST; ARC TIP	Add a 10-ft wide multi-use path and crosswalks along Bells Ferry Rd	Bells Ferry Rd from Robin Rd to Eagle Dr	**PROGRAMMED (CST: 2028)**
Bells Ferry Rd Multi-Use Path (Phase II)	PI No. 0021532	GDOT	Add a 10-ft wide multi-use path and crosswalks along Bells Ferry Rd	Bells Ferry Rd from Cobb County line to Robin Rd	**PROGRAMMED (CST: 2031)**
Bells Ferry Rd Multi-Use Path (Phase III)	PI No. 0021533	GDOT	Add a 10-ft wide multi-use path and crosswalks along Bells Ferry Rd	Bells Ferry Rd from Eagle Dr to Victory Dr	**PROGRAMMED (CST: 2031)**
Robin Rd Reconstruction	SPLOST ID: T-038	T-SPLOST	Reconstruct the length of Robin Rd	Robin Rd from Bells Ferry Rd to Hwy 92	**PROGRAMMED (CST: TBD)**
Bells Ferry Rd Widening	PI NO. 0013526 ARC ID: CH-010A2	GDOT; T-SPLOST	Widening a portion of Bells Ferry Rd to four lanes and constructing a multi-use path	Bells Ferry Rd from Southfork Way to Port Victoria Way	**UNDER CONSTRUCTION (OPEN: 2028)**
Hwy 92 at Wade Green Rd Intersection Improvements	PI No. 0019702, SPLOST ID: T-044	GDOT; T-SPLOST	Capacity and operational improvements at Hwy 92 at Wade Green Rd; additional eastbound and westbound through lanes along Hwy 92 between Wade Green Rd and Bells Ferry Rd	Hwy 92 and Wade Green Rd	**PROGRAMMED (CST: TBD)**
Safe Streets and Roads for All (SS4A) Implementation	SPLOST ID: T-039	T-SPLOST	Safety and operational improvements at key intersections along Hwy 92	Hwy 92 from Northpoint Pkwy to Wiley Bridge Rd at various intersections	**PROGRAMMED (CST: TBD)**
Towne Lake Pkwy/ Eagle Dr First Responder Signal Prioritization	SPLOST ID: T-062	T-SPLOST	This project will upgrade traffic signals along the Towne Lake Parkway/ Eagle Drive corridor to provide signal preemption to first responders and mast arms where appropriate.	Main St/Arnold Mill Rd to Bells Ferry Rd	**PROGRAMMED (CST: TBD)**

Economic Market Conditions

Household Characteristics

The Bells Ferry LCI Study Area is home to approximately 6,200 residents across around 2,244 households, comprising roughly 8% of the broader Primary Market Area (PMA) population of about 74,000. The average household size is approximately 2.7 persons, slightly smaller than Cherokee County's average. The community exhibits notable demographic diversity, with 16% identifying as Hispanic or Latino, 15% as Black or African American, alongside a majority White population. The age distribution is skewed toward younger adults aged 20-35 years, approximately 21.7% of residents, higher than countywide shares, and families with children constitute a sizable segment, with children present in about 37% of households in the PMA.

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The Knox multi-family development under construction near Bells Ferry Road.

shares, and families with children constitute a sizable segment, with children present in about 37% of households in the PMA.

Income distribution within the PMA reflects a strong middle-income presence, with average household income just under $99,000 (see Table 2: Household Income). This is slightly below the Cherokee County median of $105,442, attributed mainly to fewer high-income households earning $200,000 or more (10% in the PMA vs. 16% in the county). Nevertheless, incomes in the PMA remain well above the Atlanta Metro median of $86,338, indicating relative economic strength. Despite this, housing affordability challenges persist, particularly among renters—59% of renters in the LCI Study Area and 51% in the PMA are cost burdened, spending at least 30% of income on housing, with 19% and 26% respectively severely burdened (over 50% expenditure on housing costs). These figures signal the need for targeted affordable housing strategies and diversified housing stock to serve a range of incomes.

Housing Inventory

The housing market within the Bells Ferry Road corridor is diverse but leans toward older housing stock and greater renter occupancy compared to the county average. There are approximately 2,375 housing units in the LCI Study Area, with a higher renter occupancy rate of 39%, compared with 23% countywide, consistent with the area's more urbanized multifamily and attached residential neighborhoods. Multifamily rental vacancy rates stand around 7%, indicative of a relatively tight rental market supporting stable rent growth.

Single-family homes dominate Cherokee County's residential composition, though values and sales prices in the LCI Study Area and PMA tend to be lower than county averages, contributing to relative affordability that has attracted younger households and families. The median single-family home sale price in Cherokee County reached $528,000 in June 2025, marking a 1.5% increase over the previous year and nearly a 60% rise since 2020 (see Table 3: Home Values). Historic home value appreciation in the PMA has been significant—values increased approximately 86% from 2013 to 2023, whereas the countywide rate was higher than 100%, highlighting a lag in the corridor but also opportunity for growth with strategic reinvestment and redevelopment.

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Employment Characteristics

The PMA encompasses roughly 19,100 jobs, accounting for about 28% of Cherokee County's total employment base of nearly 68,000 positions (see Table 4: Projected Employment). Employment is primarily concentrated in retail trade, accommodation and food services, healthcare, and administrative support sectors. These sectors often correspond to medium- and lower-wage jobs relative to county averages, underscoring a workforce and economic profile that blends service-oriented employment with regional commuting patterns.

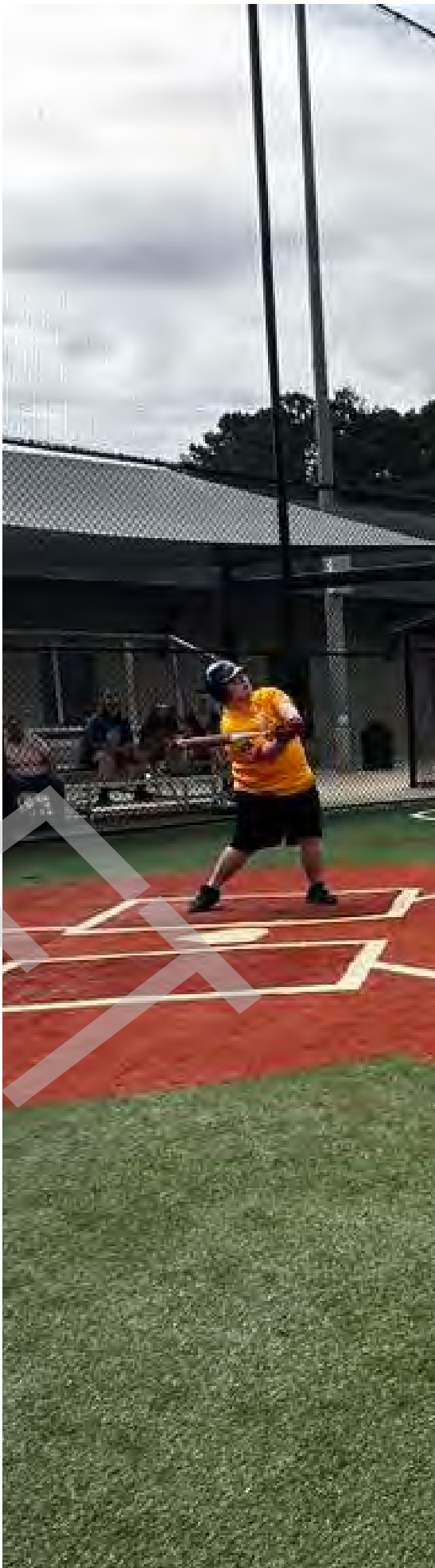
While not one of the county's primary employment centers, the Bells Ferry corridor presents opportunities for job growth, including the potential to retain and attract more local employment aligned with residential growth. Employment projections forecast steady increases through 2050, paralleling population growth and building towards a more balanced live-work environment.

Commercial Property Inventory

Retail space within the Bells Ferry LCI Area constitutes about 9% of Cherokee County's total retail inventory, concentrated primarily in large commercial hubs such as Bells Ferry Landing and Cherokee Corners. The retail inventory is characterized mostly by 3-star rated buildings (54%), with a significant quarter rated 2-star, indicating aging properties and redevelopment potential. More than half of the retail inventory was constructed since 2000. Retail vacancy rates remain low in both the LCI Area and County overall, reflecting strong demand, while retail construction projects have not recovered following the COVID-19 pandemic, contributing to rising rents and constrained availability.

Consumer spending within the PMA is forecasted to increase across multiple retail sectors over the next five years, with particularly strong growth anticipated in Apparel & Services, Entertainment & Recreation, and Food (both at home and away from home). This projected growth supports opportunities for expanded retail offerings and revitalization within corridor nodes.

The office market in Cherokee County is relatively small and aging. The LCI Study Area has about 148,000 square feet of office space, mostly Class C buildings dating from the 1980s, with no Class A office currently present. Countywide office vacancy is low at around 3%, but rental rates are below county averages reflecting building quality. Office construction has increased somewhat post-pandemic, with over 150,000 square feet underway in 2024 and 2025 countywide, though none within the LCI area to-date. This suggests latent demand for new office space that could support economic diversification and complement residential and retail development.



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Diamond Status

Cherokee County continues to invest in the Bells Ferry corridor's diverse social groups and communities. Patriots Park officially opened on March 21, 2017 - another one of the key County-led projects to come online since the last Bells Ferry LCI Plan Update in 2016. Patriots Park is home to one of the region's premier recreation facilities designed specifically to accommodate varying abilities and needs. It features an inclusive playground, specifically crafted to accommodate children with special needs, ensuring that every family can partake in the joy of outdoor play. It's also the home of the North Metro Miracle League - an adaptive baseball league serving the special needs community of the northwest Atlanta metropolitan area.

Table 2 Household Income

INCOME BRACKET	PRIMARY MARKET AREA (%)	CHEROKEE COUNTY (%)	ATLANTA METRO (%)
Less than $10,000	4.0%	3.0%	4.0%
$10,000 - $24,999	6.0%	6.0%	8.0%
$25,000 - $34,999	5.0%	5.0%	6.0%
$35,000 - $49,999	7.0%	7.0%	10.0%
$50,000 - $74,999	15.0%	14.0%	15.0%
$75,000 - $99,999	16.0%	13.0%	13.0%
$100,000 - $149,999	21.0%	23.0%	18.0%
$150,000 - $199,999	15.0%	15.0%	10.0%
$200,000+	10.0%	16.0%	14.0%
Median Household Income	$98,998	$105,442	$86,338

Table 3 Home Values

YEAR	CHEROKEE CO MEDIAN SINGLE-FAMILY HOME VALUE	PERCENT CHANGE
2013	$190,040	-
2018	$234,300	+23.06%
2023	$389,800	+66.37%

Table 4 Projected Employment

YEAR	PRIMARY MARKET AREA	CHEROKEE COUNTY	ATLANTA METRO AREA
2020	70,854	253,780	5,947,008
2030	81,325	309,317	6,680,611
2040	87,288	350,815	7,240,022
2050	93,008	389,148	7,735,063

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Building on Success

In the summer of 2025, Cherokee County officials gathered to break ground on the Bells Ferry Rd bridge replacement over the LIttle River



Recent townhome development along Bells Ferry Road.

Land Use & Development Patterns





Existing Land Use & Zoning

The Bells Ferry LCI study area encompasses approximately 1,750 acres. Existing land use is shown in Figure 2 and zoning in Figure 3. The study area is primarily characterized by varying densities of residential development. Pockets of commercial development along the Bells Ferry Road corridor are centered on its intersections with Highway 92, Eagle Drive, Bascomb Carmel Road, and Kellogg Creek Road. Patriots Park offers a public space for outdoor recreation within the study area.

Existing land use patterns reflect a predominantly suburban, automobile-oriented development form, with limited integration between different use types – though that character is beginning to change. Architectural styles are fragmented and predominantly generic.

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Vehicle-oriented developments are common within the corridor - including RV storage, car washes, and more.





There are several places throughout the corridor where developments have stalled or ceased to make progress.

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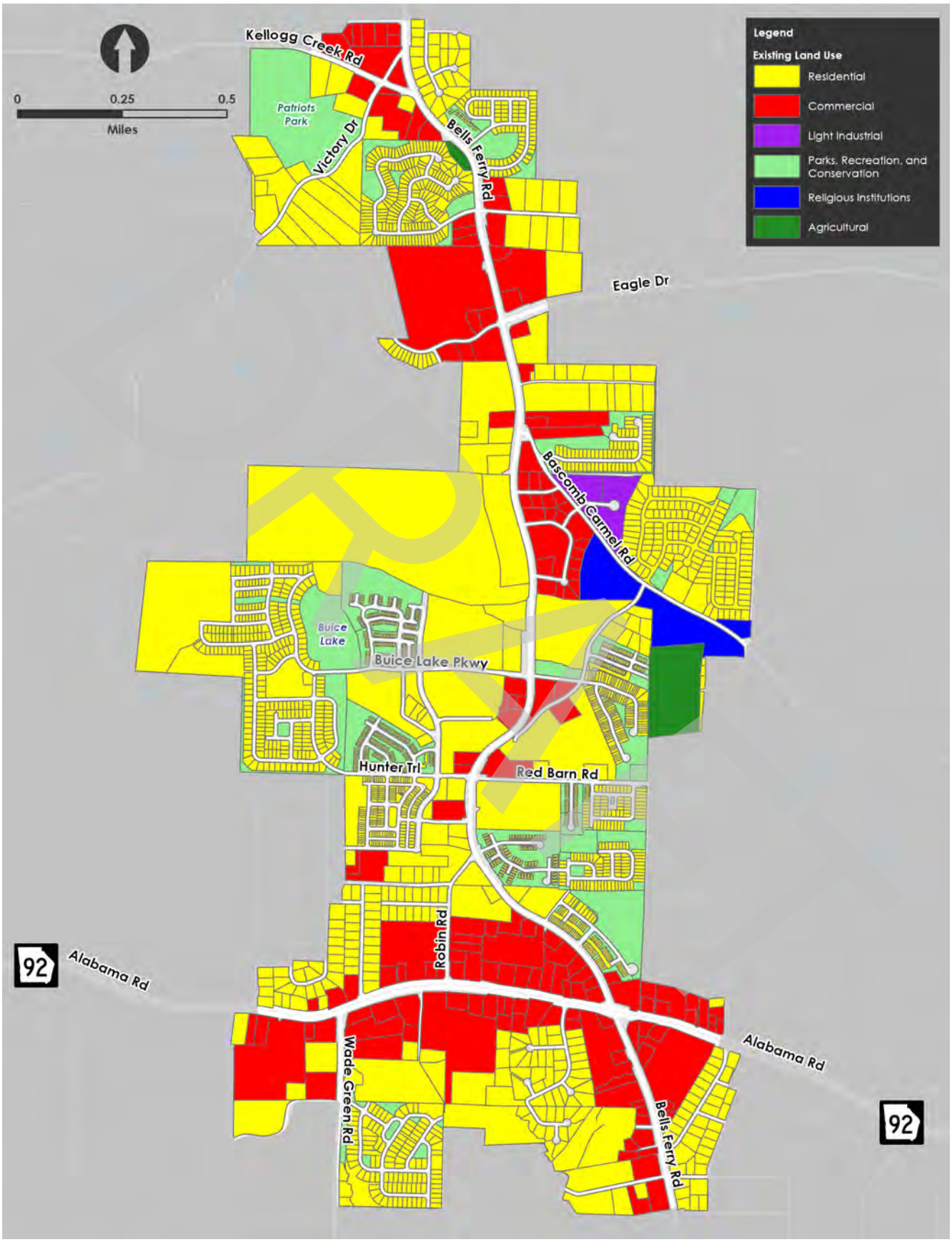


Figure 2 Existing Land Use

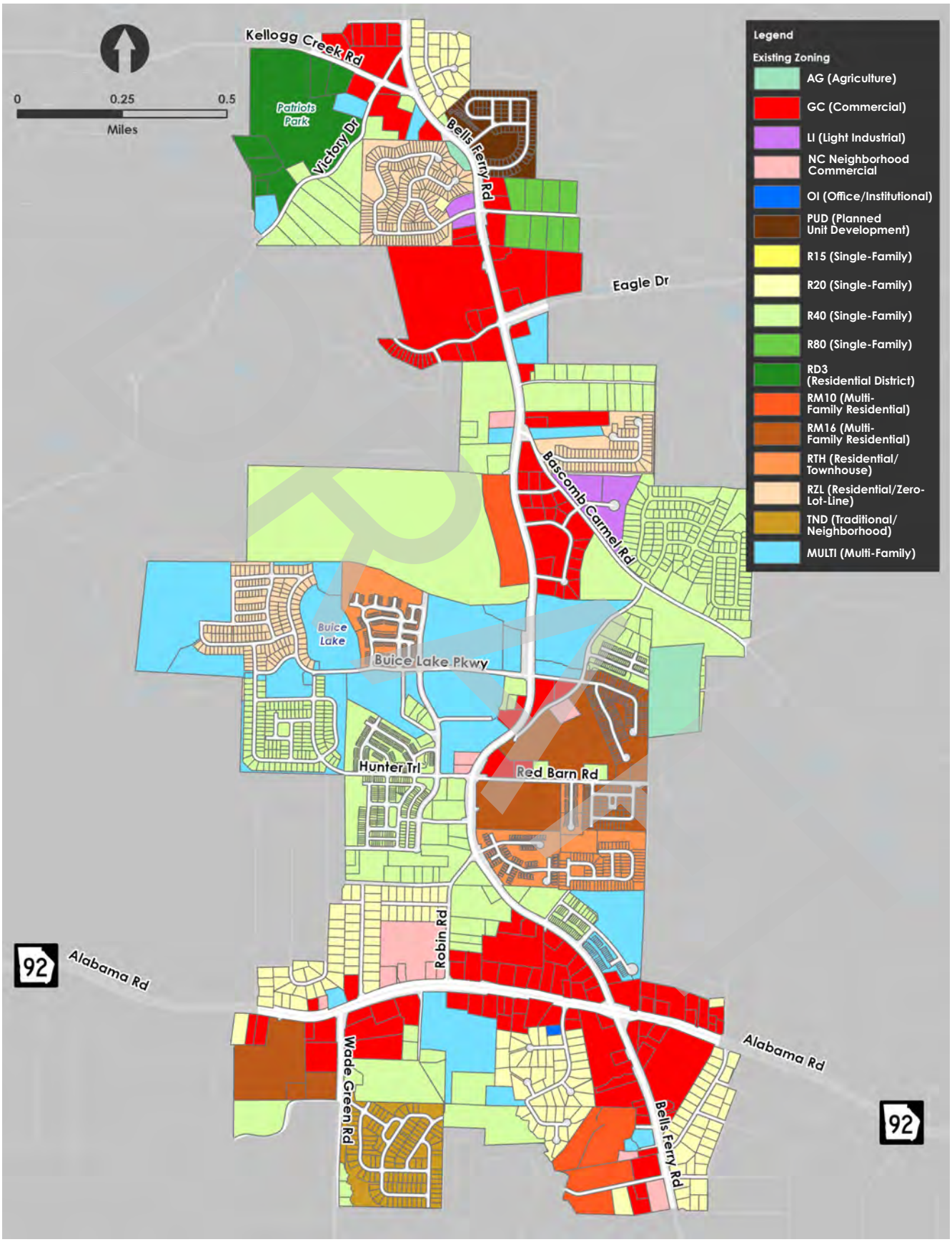


Figure 3 Existing Zoning



Engagement activities at the Friendsgiving celebration.

Bells Ferry Community Design District

Cherokee County has established an overlay zoning district spanning the LCI area in Article 16.2 of their Code of Ordinances. The Bells Ferry Community Design District supplements existing zoning regulations to implement the community vision born out of previous LCI studies, with the goal of promoting high-grade development and quality of life. The overlay is enhanced by the Bells Ferry LCI Community Design Guidelines, developed in 2006.

Future Land Use

Bells Ferry Character Area

The Cherokee County 2023 Comprehensive Plan assigns the Bells Ferry LCI area its own future land use designation, reflecting an intent to foster a cohesive form and sense of place in the study area. The Bells Ferry LCI Character Area is conceptualized as a gateway into the County with a vibrant array of compact and connected development and greenspace.

The strategies outlined for the Bells Ferry LCI Character Area include promoting active transportation options; encouraging appropriate development densities for a vibrant character; and providing diverse housing opportunities for residents of different ages and incomes. Recognizing infrastructure needs like urban street design and water and sewer to support the vision, the plan recommends future development types, including civic spaces (like pocket parks), medium-density housing, mixed-use buildings, and single-use commercial development in the area.

City of Woodstock Growth Boundary

Cherokee County and the City of Woodstock have formally established a growth boundary agreement. While the growth area does not overlap with the Bells Ferry LCI study area (as shown in Figure 4), the growth boundary touches the eastern LCI area boundary along Highway 92 and Eagle Drive. Regardless of proximity, Woodstock's growth boundary location outside of the Bells Ferry LCI study area means that the corridor should not experience any municipal annexations unless the agreement is amended or revised. The agreement is scheduled to expire in June 2028, unless extended or renewed by mutual consent.

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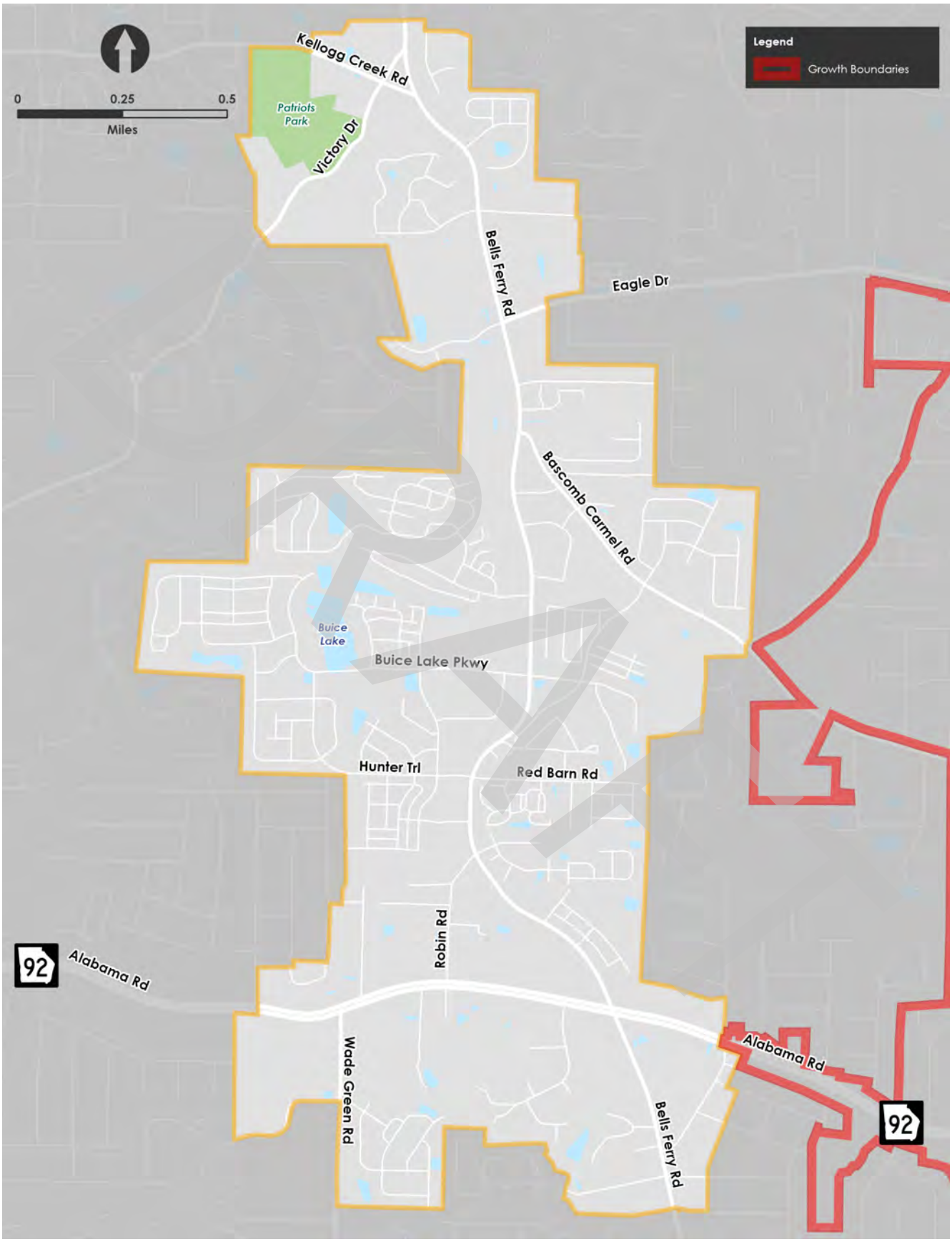


Figure 4 *City of Woodstock Growth Boundary*



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Developing an Eye for Growth

Development activity has slowed in recent years from the frenetic pace it took just before and during the COVID-19 pandemic. The Cherokee County Office of Economic Development actively markets a number of sites near the Bells Ferry corridor for future development - similar to the project pictured here near Canton.

Development Activity

Residential

What was once a primarily lower-density (and lower-income) corridor is now rapidly transforming into a high-growth area with diverse housing options. Within the last ten years, this area has experienced significant redevelopment of low-density mobile homes and other single-family homes into medium- and high-density residences: townhomes, condominiums, and apartment complexes. A full summary of development activity in the area can be found in Table 5 and Figure 6.

Commercial

The Bells Ferry LCI study area has also gained new commercial developments and tenants that enhance shopping opportunities along and near the Bells Ferry Road corridor. Auto-oriented and storage businesses tend to cluster in the LCI area, with recent developments including Dirty Dog's Car Wash, Caliber Collision, and Kellogg Creek Boat & RV Storage. These developments are oriented towards commuters traveling to nearby destinations like Woodstock or Lake Allatoona, rather than serving community members who reside in the immediately surrounding area. Lidl, a newer grocery store in the area, represents enhanced access to essential goods and a quality-of-life improvement in the area.

Points of Interest

Greenspace

Covering 33 acres on Kellogg Creek Road, Patriots Park represents the LCI area's public greenspace. The park has a variety of amenities, with a highlight being its adaptive use baseball/softball diamond, designed for the inclusive use of athletes of all abilities. However, the park lacks accessibility from an active transportation standpoint, with no existing sidewalk or trail connections to walking paths within the park.

Hobgood Park is situated on 60 acres near the intersection of Bells Ferry Road and Towne Lake Parkway. The park lies approximately 0.5 mile north of the LCI area. The park is not accessible to walk or roll from the Bells Ferry LCI study area, but planned and ongoing projects would provide access to the park's entrance from the study area via a multi-use path along Bells Ferry Road.

Placemaking

Placemaking, or creating quality public spaces that meet community needs, contributes to improved quality of life. The most significant placemaking effort within the LCI area in recent years was the opening of Patriots Park in 2017. While placemaking is traditionally focused on public spaces, frontages along Bells Ferry Road are primarily dominated by underutilized parking spaces associated with retail and other commercial buildings. Given this context, opportunities for placemaking in the Bells Ferry LCI study area include activating and repurposing these spaces for community events and uses, in collaboration with the property owners. Public spaces that present opportunities for placemaking in the area include Patriots Park, sidewalks, multi-use paths (once built), and Cherokee County Fire & Emergency Services Station 1.

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Table 5 Development Activity

ID	Development	Address	Type	# of Units
1	Patriots Park	1485 Kellogg Creek Rd	Park/Greenspace	N/A
2	Kellogg Creek Boat & RV Storage	1450 Kellogg Creek Rd	Commercial	N/A
3	Franklin Crossing	1809 Eagle Dr	Residential	57
4	Unnamed Residential Development	1654-1674 Eagle Dr	Multi-Family Residential	12
5	Lidl	6421 Bells Ferry Rd	Commercial	N/A
6	Maple Grove at Towne Lake	202 Strawberry Ln	Single-Family Residential (Detached)	70
7	Heritage at Towne Lake	101 Sheridan Dr	Residential	85
8	Madison at Buice Lake	425 Madison Lakeview Dr	Single-Family Residential (Detached)	277
9	Lennar at Buice Lake	1408 Hunter Trl	Single-Family Residential (Detached)	125
10	Covey Homes Hunter Trail	1150 Hunter Trl	Single-Family Residential (Attached)	147
11	Summerwell Bells Ferry	1151 Hunter Trl	Single-Family Residential (Attached and Detached)	153
12	The Knox Apartments	1000 Etowah Ferry Dr	Multi-Family Residential	373
13	The Quincy Apartments	900 Buice Lake Pkwy	Multi-Family Residential	339
14	Tyson Woods (Completed)	1000 Water Oak Trce	Single-Family Residential (Detached)	20
15	Unknown	5753 Bells Ferry Rd	Commercial	TBD
16	The Timberley	330 Tranquil Gardens Dr	Assisted Living Facility	60
17	Tranquil Gardens by Stella Homes	1031 Tranquil Gardens Pl	Single-Family Residential (Attached)	73
18	The Parker	5944 GA-92 (Hwy 92)	Multi-Family Residential	330
19	Prescott	115 Acklin Ln	Single-Family Residential (Detached)	104
20	Dirty Dog's Car Wash	5718 Bells Ferry Rd	Commercial	N/A
21	Pending Development (For Sale)	5464 Wade Green Rd	Commercial	TBD
22	Caliber Collision	6192 GA-92 (Hwy 92)	Commercial	N/A

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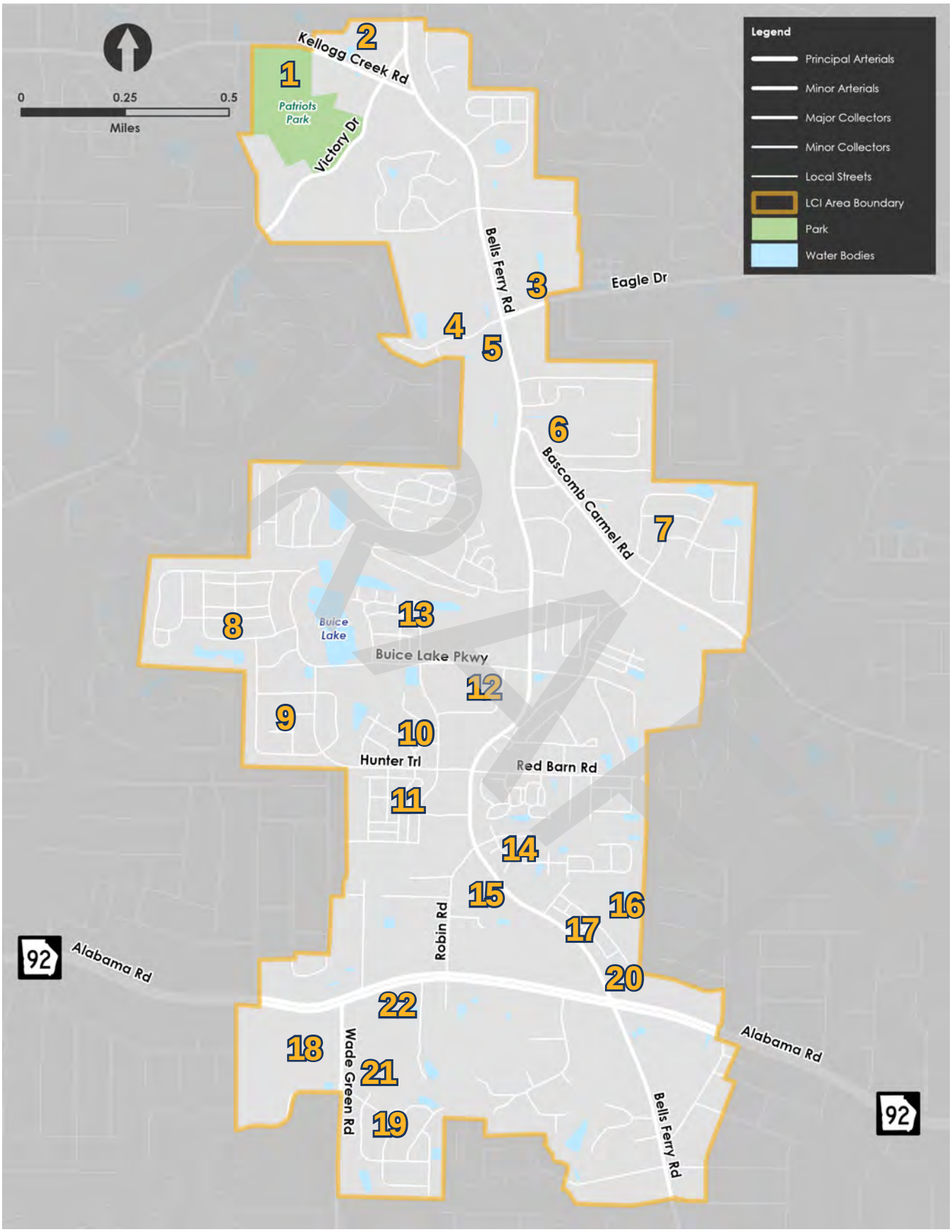


Figure 5 Development Activity



County officials break ground on a project to widen Bells Ferry Road immediately north of the LCI Study Area.

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Transportation Infrastructure & Facilities

Roadways

Bells Ferry Road is classified as a major collector within the study area. Primarily a 4-lane facility with two travel lanes in each direction, it is separated by a central raised median. Within this length, there are seven signalized intersections and numerous unsignalized intersecting roads and driveways. The posted speed limit is 45 miles per hour (MPH).

Active Transportation

Bells Ferry Road has sidewalk coverage along both sides of the corridor throughout most of the study area, with the northern terminus of the sidewalk on the west side of the corridor at Kellogg Creek Road. Most segments of sidewalk are approximately five feet wide.

Underutilized parcels, deep setbacks, and street-facing parking lots contribute to an auto-dominated streetscape. The presence of commercial driveways and potential for high vehicular speeds poses safety and comfort concerns on some segments of the sidewalk network, particularly around the commercial node at the corridor's intersection with Hwy 92.

Crosswalks are present on most legs of signalized intersections along the study corridor, except across the northern legs of the intersections with Kellogg Creek Road and Eagle Drive. There are no existing bike lanes or cycle paths in the LCI area, except paved trails within Patriots Park. The ongoing and planned multi-use path projects along Bells Ferry Road will provide enhanced opportunities for walking and cycling as a means of recreation and transportation.

Public Transportation

The Bells Ferry LCI area is currently served by Cherokee County's demand response service, Cherokee Area Transit Service (CATS). CATS provides countywide transportation services to popular destinations, such as medical facilities, shopping destinations, and employment sites. CATS operates on weekdays from 8 AM to 4 PM with no weekend service. Reservations must be made in advance, and



payment options are limited. The County also has a micro-transit service, but it is limited to the Canton area and does not serve the Bells Ferry LCI area. As part of this LCI plan, the project team is conducting a Transit Feasibility Study for the Bells Ferry LCI area. Atlanta-region Transit Link Authority (ATL) discontinued Xpress bus service to Cherokee County when a reduced service plan was adopted in June 2025. The feasibility study culminates in recommendations for transit service in the area .

Transportation Technology

Intelligent transportation systems (ITS) are emerging as an increasingly significant transportation network asset. Effective transportation system management and operations (TSMO) practices are critical to ensuring the successful implementation and operation of ITS technology.

All traffic signals within the LCI area are integrated into GDOT's network, enabling remote monitoring and adjustment capabilities through their central transportation management systems. All signals are also equipped with closed-circuit television (CCTV) cameras, enabling video surveillance capabilities. Signalized intersections along Highway 92 (at Bells Ferry Road, Robin Road, and Wade Green Road) are outfitted with roadside units, devices with the capability to link roadway assets together and with roadway users.

An ongoing local project (TSPLOST ID: T-062) will upgrade traffic signals along Towne Lake Parkway/Eagle Drive from Main Street to Bells Ferry Road with technology to enable signal preemption to first responders.

As part of this LCI plan, the project team is conducting a Transit Feasibility Study for the Bells Ferry LCI area. Atlanta-region Transit Link Authority (ATL) discontinued Xpress bus service to Cherokee County when a reduced service plan was adopted in June 2025. The feasibility study culminates in recommendations for transit service in the area.

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Traffic & Safety Considerations

Traffic Volumes

The project team analyzed base year (2020) and projected horizon year (2050) traffic volumes within the LCI study area. Comparing the 2020 and 2050 average daily volumes for each corridor in the study area, a trend of increasing activity and travel becomes clear. All roadways within the study area are expected to experience significant increases in activity by 2050, particularly west of the Bells Ferry corridor on Victory Drive and Kellogg Creek Road. This growth pattern reflects the transitional nature of the LCI area as the City of Woodstock and the metro area as a whole continue to grow and sprawl.

Congestion & Observed Speeds

According to the Highway Capacity Manual, there are six levels of service (LOS) by which traffic congestion on a roadway segment may be described. These levels of service range between LOS A, which indicates a relatively free-flowing condition, and LOS F, which indicates operational breakdown.

The most congested areas along the Bells Ferry Road corridor are near the Highway 92, Eagle Drive, and Kellogg Creek Road intersections. Based on the maps shown in Figure X and Figure X, respectively, congestion during afternoon peak hours is expected to worsen in the study area by 2050. Congestion may be mitigated through operational improvements and transportation demand management strategies that reduce vehicle trips.

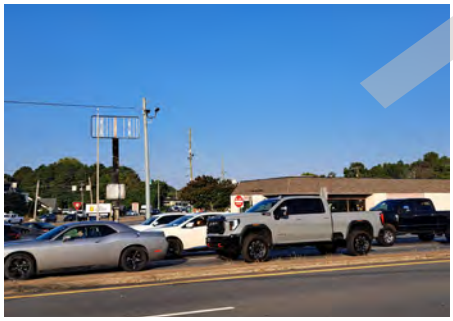
Crash Summary

The project team conducted a safety review of the LCI area to understand crash trends along major corridors and intersections from January 2019 to December 2024. There were a total of 2,228 reported vehicular crashes within the Bells Ferry LCI area during the time period studied. Using crash data obtained through AASHTOWare, the project team was able to pinpoint locations with safety concerns, informing prioritization of safety-focused projects.

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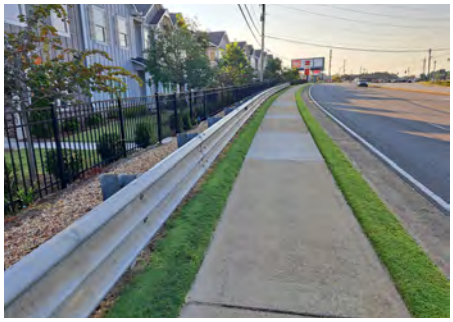


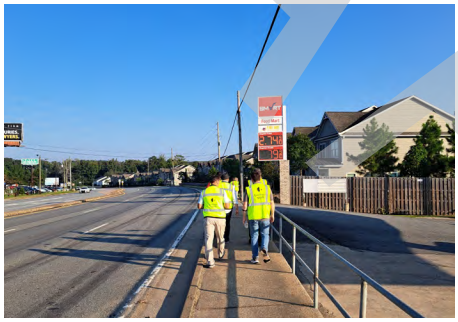






The intersection of Hwy 92 and Bells Ferry Rd represents a particularly dangerous one for vulnerable road users (pedestrians and cyclists).





There are pre-existing barriers separating sidewalks from the communities they connect in several locations along the corridor.

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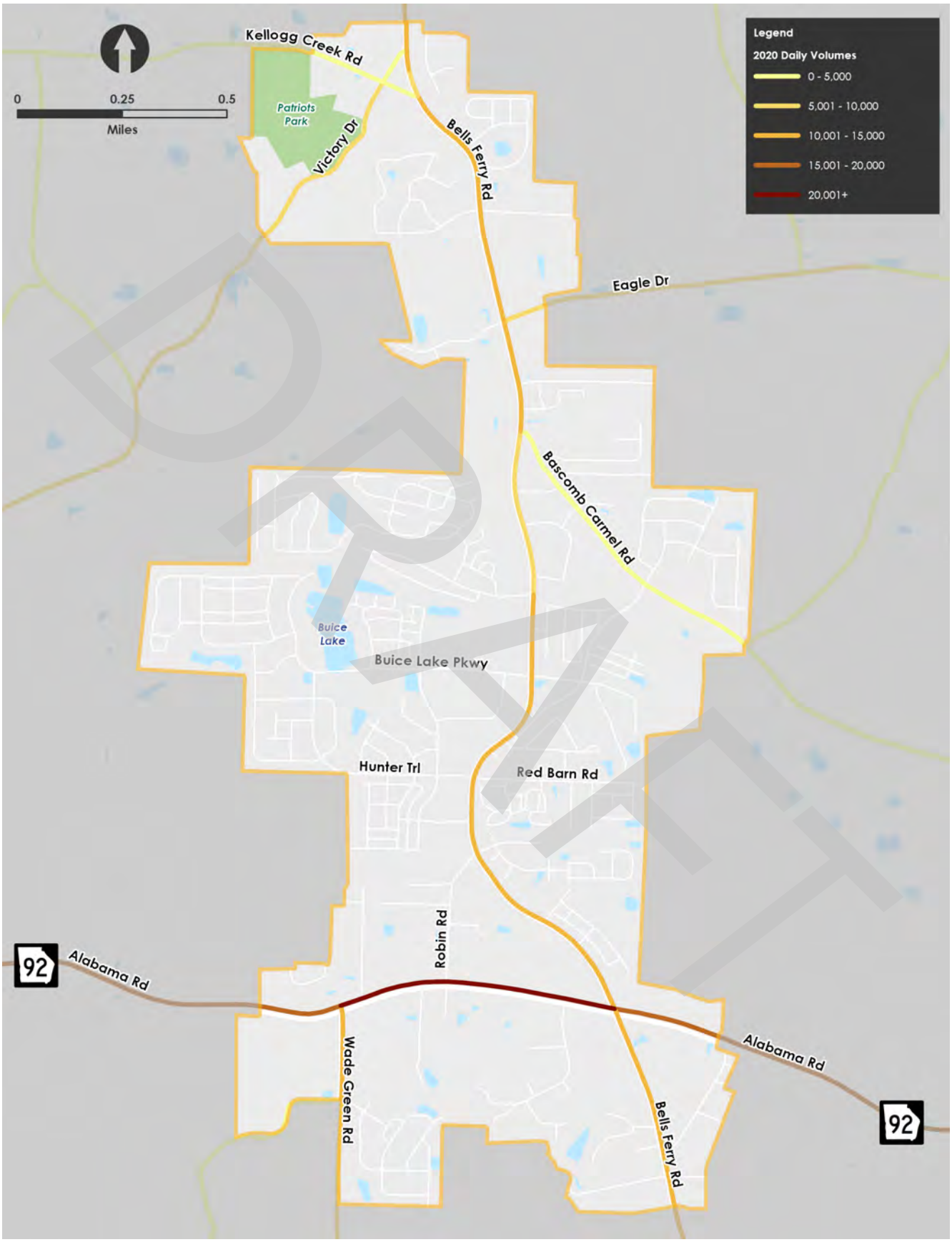


Figure 6 Corridor Level of Service (Existing)

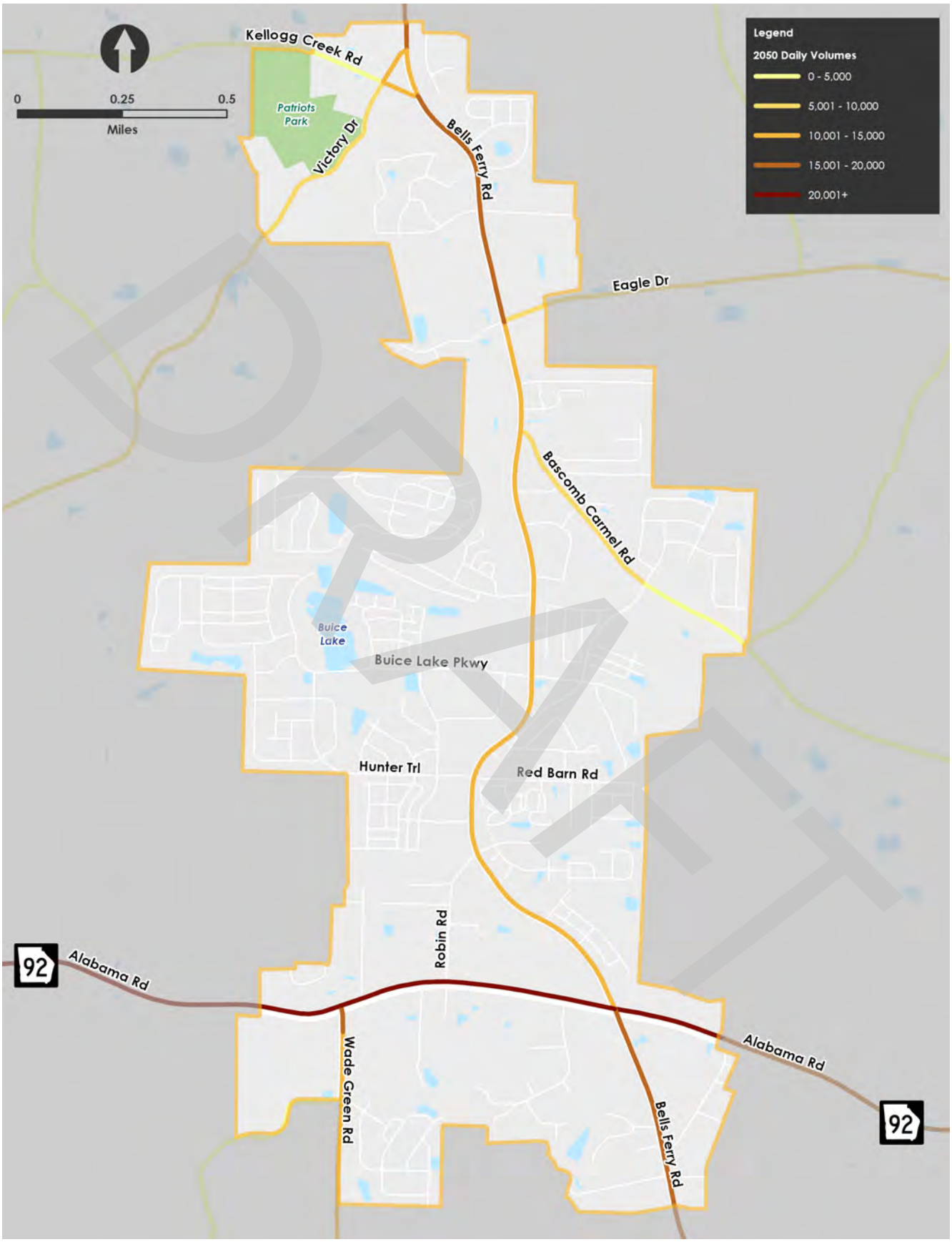
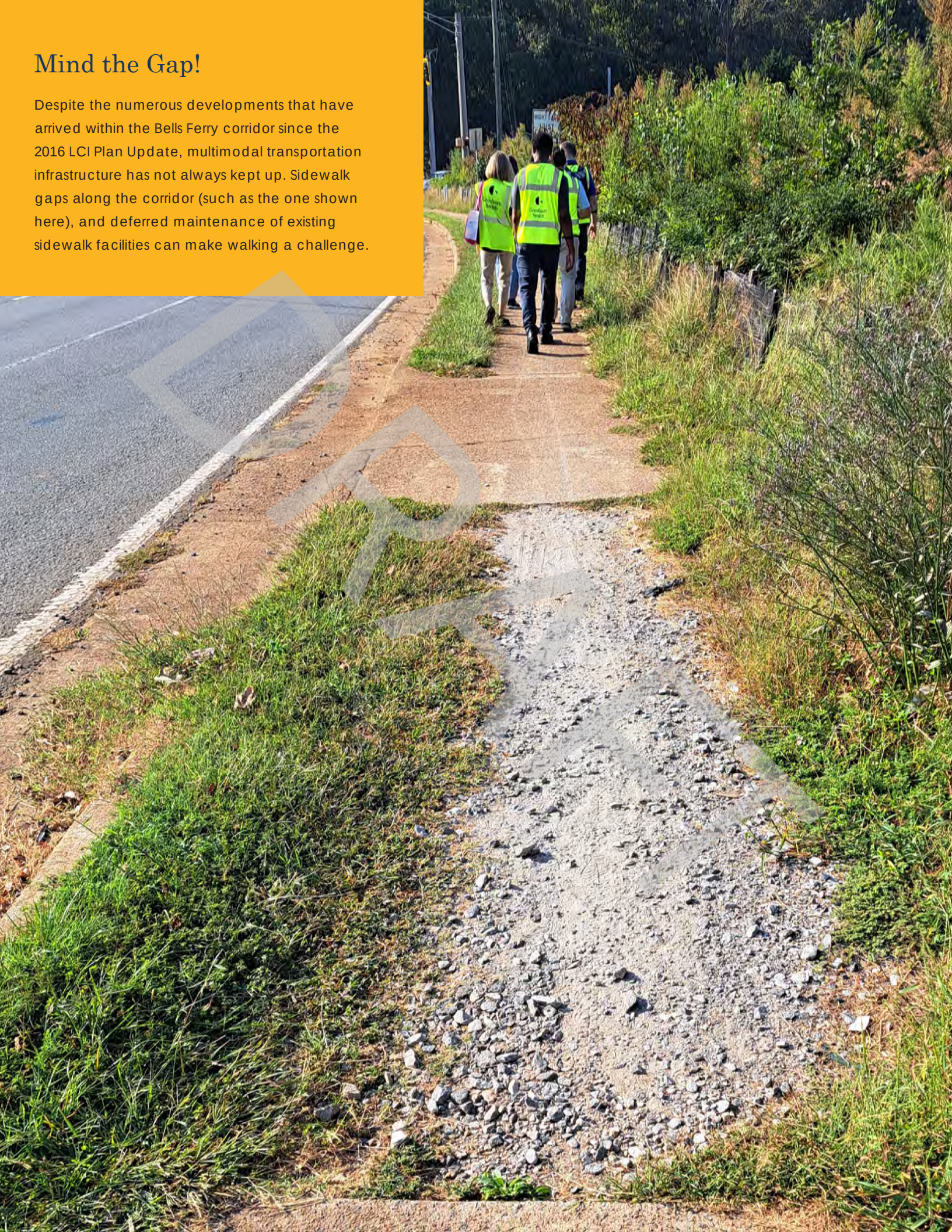


Figure 7 Corridor Level of Service (Future)

Mind the Gap!

Despite the numerous developments that have arrived within the Bells Ferry corridor since the 2016 LCI Plan Update, multimodal transportation infrastructure has not always kept up. Sidewalk gaps along the corridor (such as the one shown here), and deferred maintenance of existing sidewalk facilities can make walking a challenge.



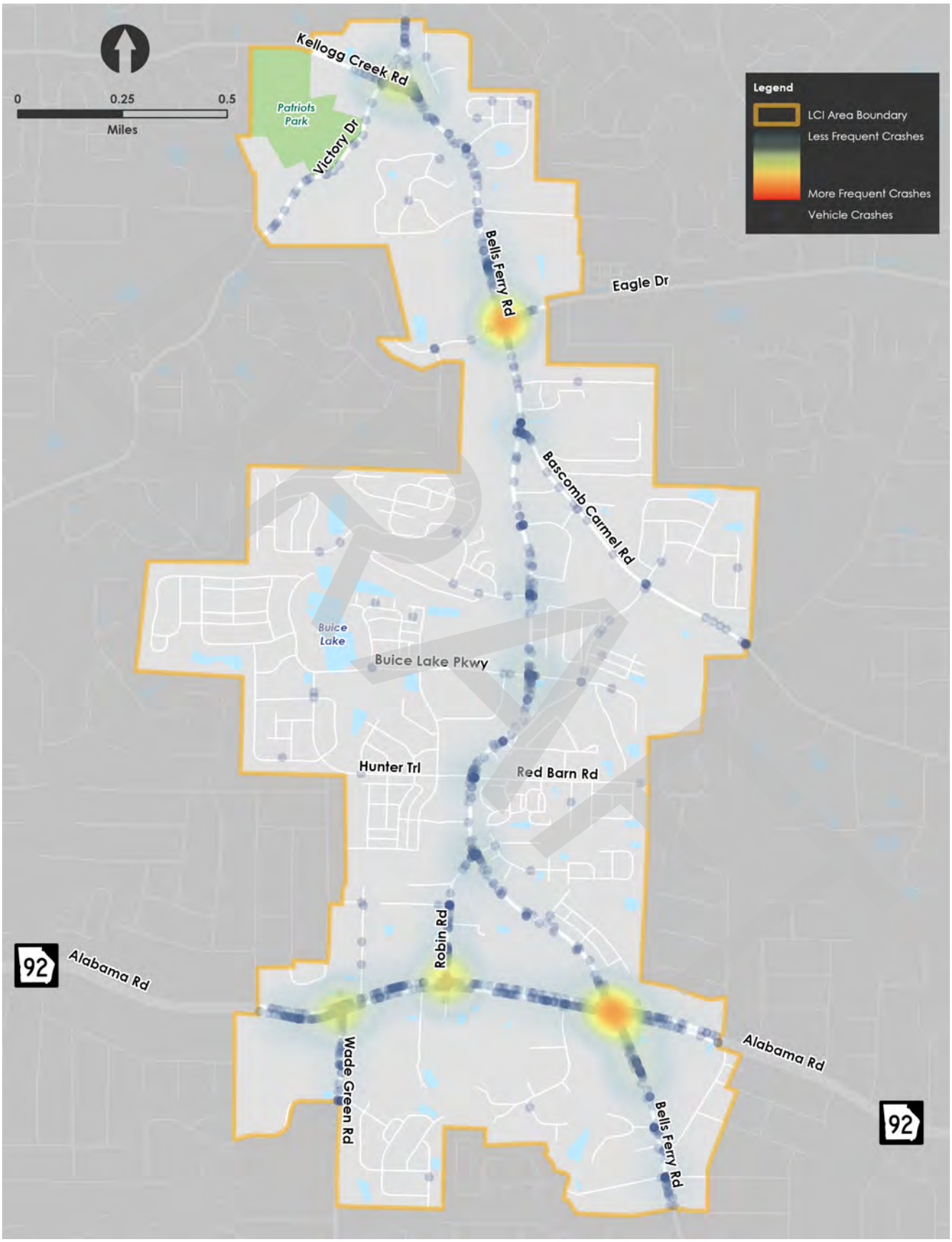


Figure 8 Corridor Crash Heat Map

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Community Engagement

Phase 1: Existing Conditions & Community Visioning

The initial engagement phase commenced with a **Technical Advisory Committee (TAC)** kickoff meeting held virtually on August 13, 2025. This meeting brought together a broad range of stakeholders including Cherokee County staff, community members, business representatives, and partner agencies to introduce the project, discuss prior plans, and set expectations for the update process. Early in the phase, targeted **focus groups** were conducted in September 2025 to gather nuanced input from small business owners and landowners. The first **focus group** was held virtually in English, while a second **focus group** was conducted in-person with Spanish-speaking participants to ensure inclusivity and capture perspectives reflective of the corridor's diverse population.

Complementing these sessions, the project team hosted **community pop-up events**, including an outreach effort at Hobgood Park, where around 50 residents shared their concerns and desires for the corridor. Additionally, a **walking tour** was organized along the southern end of Bells Ferry Road on September 19, 2025, allowing both the project team and community members to observe firsthand challenges related to pedestrian safety, traffic congestion, and neighborhood character. Participants used wearable devices and a mobile app to record physiological responses, adding an innovative data layer to qualitative observations. An **interactive project website** launched concurrently, offering tools for mapping input and surveys, broadening access for community members unable to attend in-person events.

Collectively, these activities laid a foundation for capturing comprehensive feedback from multiple perspectives, leaning on both traditional and innovative engagement methods. The dual-language approach was particularly notable, as it ensured voices from the significant Hispanic community along the corridor were integrated early. These initial efforts emphasized the need for a balanced conversation that marries infrastructure and safety improvements with a vision for walkable, economically vibrant neighborhoods that also safeguard affordability and neighborhood stability.

Synthesis & Key Takeaways

Analysis of Phase 1 engagement revealed a strong community consensus around safety and walkability concerns - particularly on the **project website**. Participants consistently highlighted the lack of continuous sidewalks, limited bicycle infrastructure, and hazardous pedestrian crossings as barriers to equitable and active mobility in the corridor. Many noted that traffic congestion, especially at key intersections such as Hwy 92 and Bells Ferry Road, exacerbates safety risks for vulnerable users, including seniors and students. This feedback was reinforced by physiological data collected during the **walking tour**, which underscored stress points linked to crossing times and exposure to vehicular noise and speeds.

Economic development emerged as a second critical theme, with a clear desire to foster vibrancy while respecting the area's existing cultural diversity. English-speaking business stakeholders emphasized the need for clearer, more accessible land use regulations and improvements to overlay district provisions to better support local enterprise and commercial revitalization. Conversely, Spanish-speaking participants placed greater emphasis on the importance of affordable housing and anti-displacement strategies, noting how rising rents are pushing longtime Hispanic families out of the area and destabilizing local businesses that serve these communities. The need for public spaces that encourage community gathering, cultural events, and family recreation was a recurrent topic across all groups.

Importantly, Phase 1 engagement revealed a community debate between preserving neighborhood character and embracing growth. Residents expressed hope for a distinct corridor identity enhanced by placemaking elements such as public art, pedestrian amenity nodes, and micromobility accommodations. At the same time, there was caution about unchecked development changing the social fabric. This tension highlighted the essential role that targeted public investments, community-informed design guidelines, and equitable policy frameworks will play moving forward.

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Phase 1 Events

During the first phase of engagement, the project team attended pop-up events at local parks, as well as events at the Rose Creek Library. The project team also conducted focus groups with local small business owners, and updated the project website regularly - so that those unable to attend events in person could still access relevant project materials. The team also conducted a walking tour with key stakeholders.

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Phase 2: Plan Development & Future Scenarios

During Phase 2, engagement deepened through continued **Technical Advisory Committee** meetings held in October 2025 and January 2026, where the team presented emerging draft concepts, transportation recommendations, and preliminary development scenarios. The highlight of this phase was the Friendsgiving **pop-up event** on November 23, 2025, held at Greater Church, which attracted approximately 250 families from neighborhoods near the corridor. This event featured interactive engagement boards where participants could vote using push pins on their preferred types of development (e.g., community crossroads, gathering spaces, modern bedroom communities, preservation and activation) distributed across five strategic nodes along Bells Ferry Road.

Complementing Friendsgiving were additional **focus groups**, including follow-up sessions with business leaders and Spanish-speaking residents, which continued to refine and validate planning directions. The Friendsgiving engagement boards were displayed at the Rose Creek Library for several weeks, resulting in feedback left on the **project website**. Tactical engagement activities such as **pop-up events and workshops** helped sustain community momentum and allowed the project team to clarify complex planning concepts in accessible ways. The ongoing **TAC meetings** facilitated coordination and transparent dialogue between community representatives, county officials, and technical experts, ensuring that feedback was integrated iteratively into the plan framework.

These Phase 2 activities refined the collective vision for the corridor by marrying community aspirations with technical feasibility. The diverse engagement methods ensured that broad segments of the population could weigh in meaningfully, thereby fostering greater ownership over proposed scenarios and policies. Participants were invited to explore trade-offs between intensity of development, transportation investments, and preservation efforts, fostering nuanced dialogue about the corridor's future form and function.

Synthesis & Key Takeaways

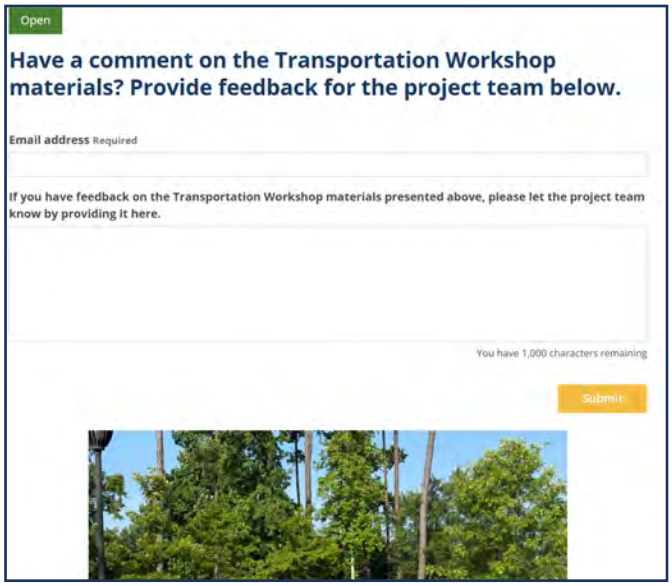
Feedback from Phase 2 events reinforced community enthusiasm for development approaches that prioritize walkability, neighborhood gathering spaces, and preservation of culturally significant places. The voting results from the Friendsgiving community **pop-up event** displayed significant support for development types that promote social interaction—particularly community crossroads and gathering spaces—while also acknowledging a role for modern housing typologies in select nodes. Participants generally favored investments in pedestrian infrastructure, multimodal connectivity, and placemaking as foundational to creating vibrant, livable places.

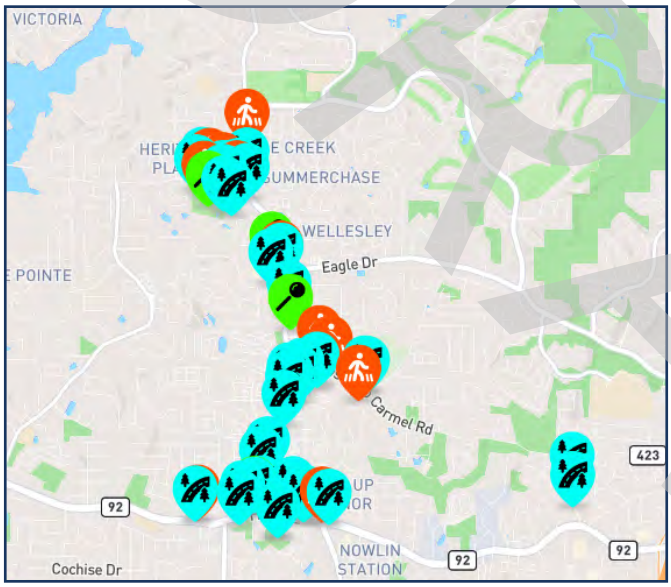
Conversations during **focus groups** and **TAC meetings** highlighted the importance of economic opportunity balanced with affordable housing. The community advocated for policies that support small business resilience and reduce displacement risks amid growth. Concerns about traffic congestion remained salient, with residents and stakeholders calling for targeted intersection upgrades, access management improvements, and microtransit services to diversify mobility options. The tension between enhancing mobility capacity and maintaining safe, attractive pedestrian environments underscored the complexity of transportation planning in the corridor.

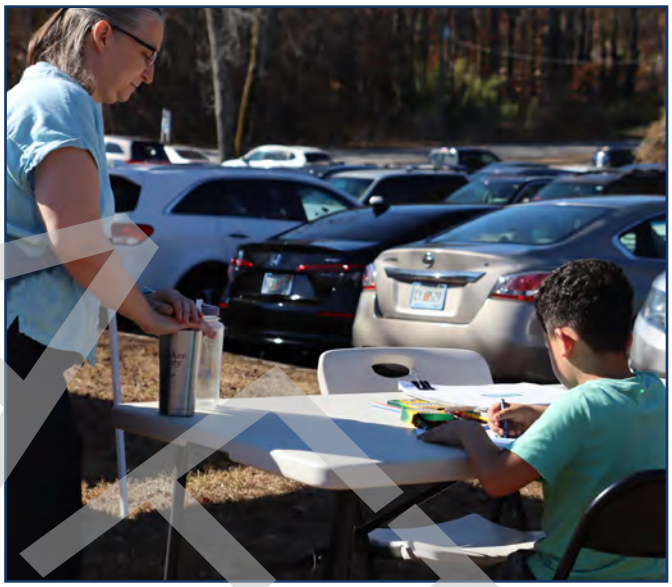
Phase 2 engagement further clarified the need for a comprehensive and actionable plan that integrates land use, transportation, economic, and placemaking strategies. Participants recognized that incremental, coordinated investments—backed by policy reforms and community stewardship—would be critical to realizing the corridor's full potential. The collaborative nature of this phase fostered a shared understanding that the corridor's future depends on balancing growth management, infrastructure upgrades, and preservation goals.

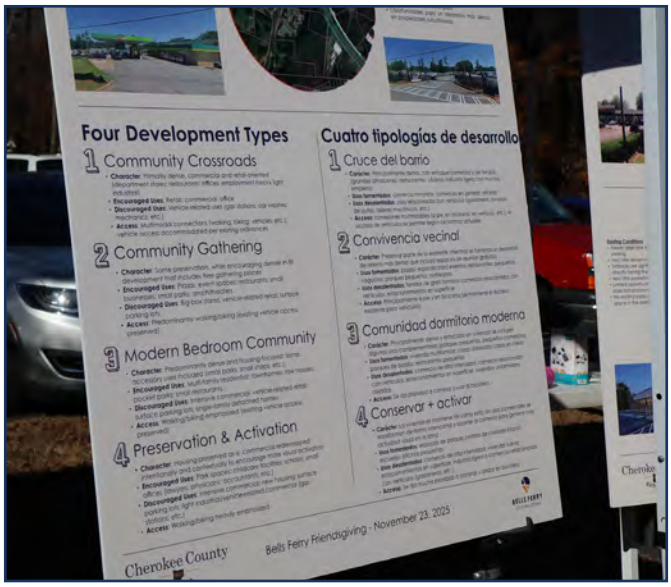
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Phase 2 Events

The various engagement activities included in the second phase of community involvement included more intentional feedback on areas the community wished to see additional redevelopment. The project team also continued engaging intentionallly with the project stakeholder committee - presenting them with the project's draft recommendations during a meeting at the Rose Creek Library.

Phase 3: Recommendations & Final Plan

The third phase of engagement began with a **transportation workshop**, that centered on educating the general public on how transportation improvement projects happen in Cherokee County. More broadly, this phase of engagement focused on the refinement and presentation of draft recommendations, coupled with continued community input to ensure alignment with public priorities. In addition to the transportation workshop, the project team conducted a **community open house** on Thursday, March 26, 2026 at Greater Church (5744 Bells Ferry Road, Acworth, Georgia). The purpose of this open house was primarily to solicit feedback on land use policies, transportation improvements, placemaking strategies, and policy recommendations being put forward as part of the Bells Ferry LCI Plan Update. This **open house** was designed to engage a broad audience, including residents, businesses, and partner organizations, with materials available in both English and Spanish to encourage inclusive participation.

In addition to the **community open house**, the **Technical Advisory Committee** (TAC) remained active in its role, continuing to assist with community outreach and advising on project and policy approaches. The project team also held a specialized workshop focusing on transportation issues to deepen understanding and foster collaborative problem-solving. During this workshop, attendees spoke on the importance of shade trees for ensuring true walkability, and also discussed a general desire for increased operational efficiency at several key intersections (Hwy 92 and Wade Green Rd.; Hwy 92 and Bells Ferry Rd; etc.) Both the **community open house** and the **TAC** materials were also posted on the project's **interactive engagement website** for review and comment by the public. Each of these engagement methods, an open house, the TAC and the project website - served as important touchpoints to communicate progress to the general public, county leadership, and regional partners, ensuring transparency and consensus-building as the plan moved toward adoption.

The engagement emphasis in Phase 3 underscores a commitment to transparent, iterative planning that responds dynamically to community feedback. By combining **public workshops**, advisory coordination, and targeted **technical discussions**, this phase sought to finalize a balanced, realistic, and community-supported plan that advances Cherokee County's long-term vision for the Bells Ferry corridor.

Synthesis & Key Takeaways

WILL BE UPDATED AFTER COMMUNITY OPEN HOUSE

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PLACEHOLDER FOR FOCUS GROUP (BUICE LAKE) PHOTO



PLACEHOLDER FOR OPEN HOUSE PHOTO

PLACEHOLDER FOR OPEN HOUSE PHOTO

Phase 3 Events

The third phase of engagement events culminated in a Public Open House - where community memebrs were able to read about the Plan Update's proposed projects and policies. Other touchpoints included two focus group meetings (one with area faith-based organizations, and the other with the Buice Lake community).

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Plan Developement

Playing to Win

Cherokee County has spent the ten years since the last update to the Bells Ferry LCI Plan investing in the area's future. Recreational, transportation, commercial and residential improvements have all been contributed to the corridor since 2016 - helping secure the corridor's spot as one of Cherokee County's most dynamic places to live, work or play.



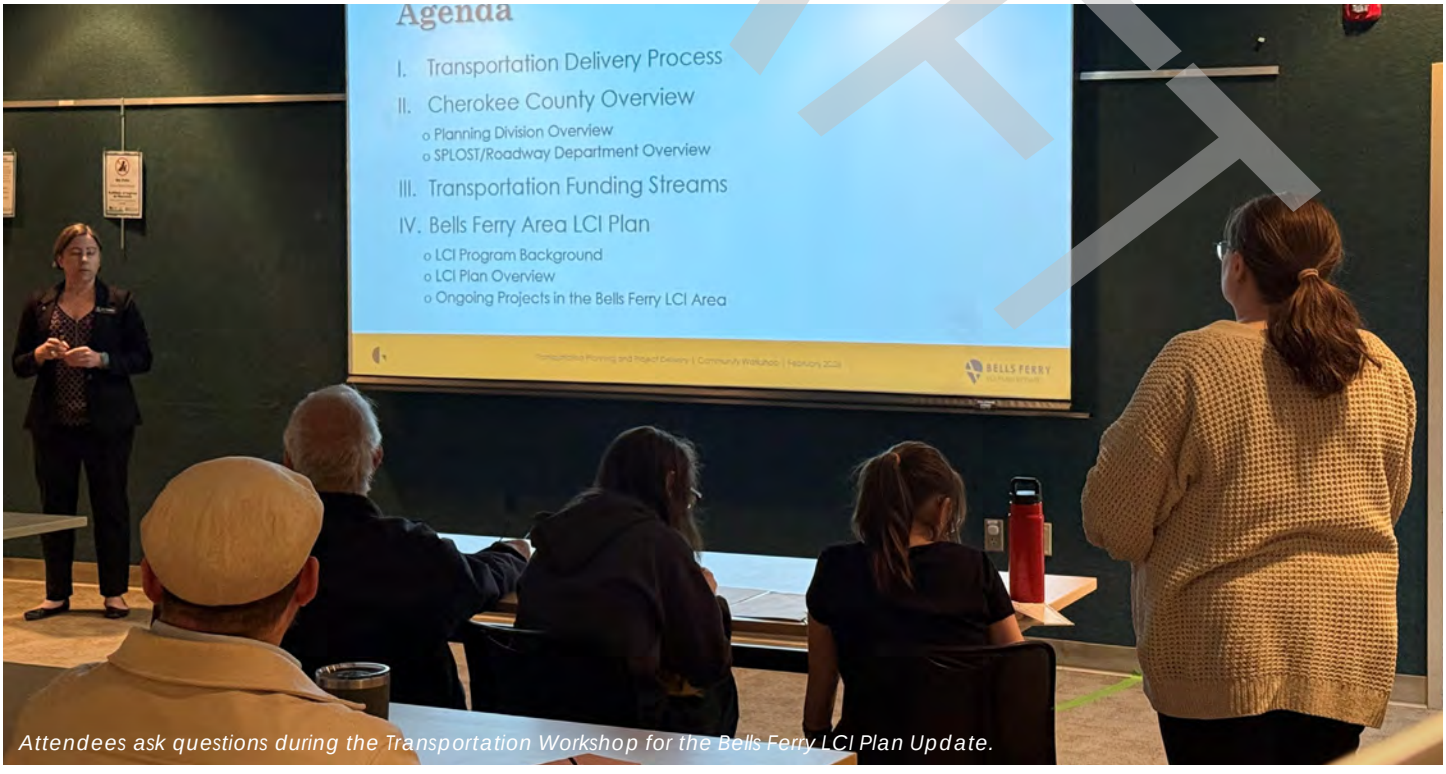
The North Metro Miracle League practices at one of the few baseball diamonds equipped to handle special needs players in Georgia.

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Plan Development Summary

Transportation Improvements

The transportation recommendations for the Bells Ferry corridor were developed through a comprehensive process that included detailed assessments of existing conditions, extensive stakeholder engagement, and ongoing coordination with Cherokee County. Key considerations included addressing current and projected traffic congestion, improving pedestrian and bicycle infrastructure, and enhancing safety and mobility options for all users. The study incorporated data on traffic volumes, crash patterns, intersection performance, and multimodal connectivity gaps to inform a balanced approach that supports vehicular capacity while prioritizing active transportation and equitable access. Integration of emerging technologies such as intelligent transportation systems (ITS) for signal optimization and emergency vehicle preemption was considered to improve corridor efficiency without extensive roadway widening.



Attendees ask questions during the Transportation Workshop for the Bells Ferry LCI Plan Update.

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Safety & Connectivity

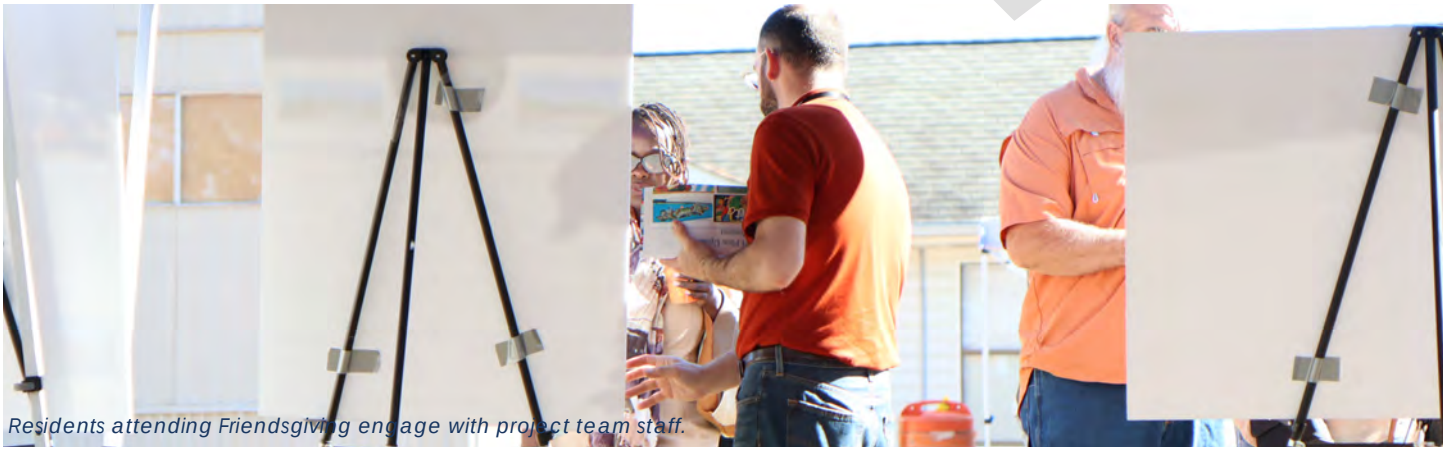
Safety is a critical concern along Bells Ferry Road, with fatal and serious injury crashes notably concentrated at intersections such as Highway 92 at Bells Ferry Road, and Bells Ferry Road at Eagle Drive and Kellogg Creek Road. Pedestrian and bicycle networks exhibit significant disconnects, including inconsistent sidewalks, lack of ADA-compliant crossings, and minimal dedicated bike lanes—particularly within Nodes #2 and #3 of the study area. Projections of traffic growth between 25% and 40% by 2050 indicate worsening congestion that could further degrade safety if unaddressed. The transportation plan emphasizes pedestrian refuge islands, safer crossing infrastructure, buffered sidewalks, and dedicated multi-use trails to improve connectivity. Addressing these safety and mobility needs is essential to creating a more walkable, accessible corridor balanced with necessary traffic flow improvements.

Planned & Programmed Projects

Several key projects have been identified to address these needs, many of which are programmed or funded through local and regional efforts. Intersection improvements at Highway 92 and Bells Ferry Road include added channelized turn lanes, removal of slip lanes, pedestrian refuge islands, and enhanced signal operations, supported by SPLOST funds and a federal Safe Streets for All grant. Similar upgrades are planned for the Robin Road and Bascomb-Carmel Road intersections. Corridor-wide improvements prioritize continuous sidewalks with planting buffers, pedestrian amenity nodes with seating and wayfinding, and greenway trail expansions like the Owl Creek Greenway and connections to Patriots Park. Complementary strategies include a piloting microtransit service in the Bells Ferry area to expand flexible transit options fitting the suburban context. These projects collectively aim to alleviate congestion and improve multimodal transportation safety and accessibility.

TAC Collaboration

Technical Advisory Committee (TAC) meetings and ongoing collaboration with Cherokee County agencies have been integral to refining transportation recommendations. The TAC, composed of county planners, transportation officials, community stakeholders, and technical experts, provided consistent feedback to align projects with community priorities and technical feasibility during the plan's development. Cherokee County staff from Planning & Zoning, Transit and Roadway/SPLOST departments, as well as the Cherokee County Office of Economic Development, participated to coordinate policies, projects, and strategies. The TAC encouraged access improvements, reflecting community concerns regarding pedestrian safety and connectivity, especially for vulnerable populations. This collaborative environment ensured that transportation strategies are holistic, integrated with land use planning, and responsive to local conditions.



Residents attending Friendsgiving engage with project team staff.

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Failure to Plan Means Planning to Fail

The history of strategic local investments within the Bells Ferry LCI Plan study area (such as targeted transportation improvements) is a positive sign of things to come, and shows that Cherokee County is intent on proactively planning for the future.



Future Development Scenarios Process

The concept plan and development scenarios were crafted based on a robust synthesis of baseline conditions, market assessments, infrastructure capacity, and community engagement. Utilizing a 15-year planning horizon targeting buildout in 2041, the update aligns with regional growth forecasts and capital improvement plans. Two primary scenarios were analyzed:

1. A **Proactive Development Scenario** that assumes coordinated infrastructure investments, zoning reforms, and placemaking initiatives to foster compact, mixed-use, walkable nodes; and
2. A **Passive Development Scenario** reflecting growth under current zoning and programmed projects without significant policy change.

This dual approach allows examination of the impacts of strategic planning versus status quo conditions, evaluating differences in transportation efficiency, housing diversity, economic vitality, and neighborhood character.

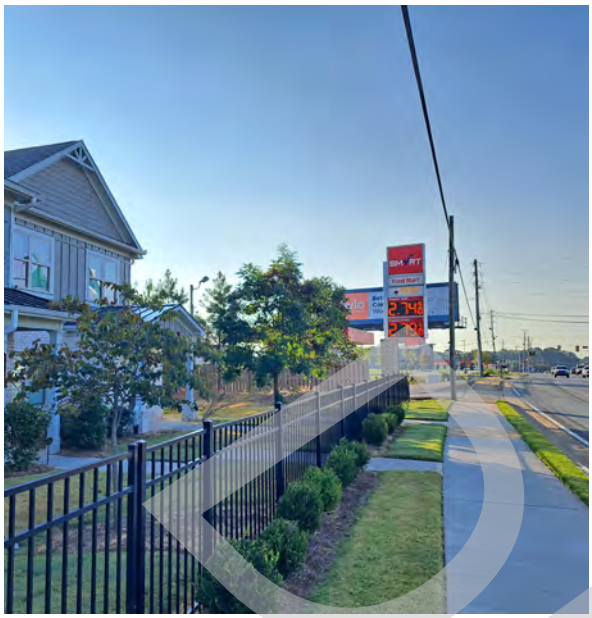
TAC Collaboration

The development and refinement of concept plans and scenarios were highly collaborative with the TAC and Cherokee County staff. TAC meetings provided forums to review draft concepts, adjust assumptions, and synchronize recommendations with technical constraints and county policies. Cherokee County officials contributed insights on water and sewer capacities, economic development objectives, and regulatory frameworks to ensure recommendations are feasible and supportive of broader county goals. Feedback from the TAC shaped zoning proposals to enable "missing middle" housing types, foster affordable housing affordability through incentives, and integrate transportation and placemaking into cohesive redevelopment strategies. This ongoing collaboration led to scenarios that are grounded in realistic opportunities while reflecting community priorities.

Future Development Scenarios

Key nodes along the corridor—Highway 92, the segment between Robin Road and Eastgate Mobile Home Community, and Bascomb-Carmel Road—serve as focal areas for redevelopment and growth under the scenarios. The Proactive Development Scenario envisions these nodes evolving with substantial intersection upgrades, expanded pedestrian amenities, greenway and trail connections, and implementation of microtransit services. Land use reforms in this scenario promote greater residential density, mixed uses, and the preservation of affordable housing, fostering walkable, vital neighborhoods with improved safety and connectivity. Conversely, the Passive Development Scenario maintains current zoning and infrastructure trends, projecting continued congestion, limited active transportation options, and deferred redevelopment potential, emphasizing the costs of inaction.

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Market Demand

Market analysis underscores the need for diverse, affordable housing and enhanced commercial opportunities. The Primary Market Area displays a racially and ethnically diverse population, including a large share of young adults and families, with income levels moderately below county averages but above the broader Atlanta Metro. The corridor's housing stock is older with a high proportion of renter-occupied units experiencing cost burdens, indicating a pressing demand for affordable multifamily options and housing variety. Employment data show predominance in service sectors with forecasted growth supporting retail and economic development activity. Consumer spending trends projecting increased demand for apparel, food, and entertainment bolster opportunities for revitalized retail and mixed-use development. These market realities informed scenario assumptions, ensuring alignment with community needs and economic viability.



Newer multi-family developments complements older facilities (such as the Everlee) that provide corridor's affordable options.



Several commercial properties throughout the corridor are suffering from disinvestment. Such properties could benefit from wider knowledge about the County's pre-existing economic development programs.



While there has been much new development throughout the corridor, there are types of land uses (agricultural) that were previously more common (as demonstrated by the historic barn located near the intersection of Bells Ferry Rd and Eagle Dr).

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Corridor Vision and Recommendations

Multimodality or Bust!

The incredible amount of growth and development within the Cherokee County corridor over the last five to ten years has created a demand for more travel options. Pedestrian and cycling facilities can help residents get out of their vehicles and begin to view their community in a different light.



A lack of shade trees along preferred walking routes can limit utilization.

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Recommendations

The recommendations presented in the 2026 Bells Ferry LCI Plan Update mark a decisive step toward realizing the long-held community vision for the Bells Ferry Road corridor as a safer, more connected, and economically vibrant place. This comprehensive framework addresses the multifaceted challenges identified through rigorous analysis — from congestion and safety deficiencies to limited multimodal options and evolving land use needs. The suite of recommendations spans corridor-wide infrastructure improvements, targeted intersection upgrades, enhanced pedestrian and cyclist networks, placemaking and activation initiatives, and forward-looking land use policies designed to foster compact, diverse, and walkable neighborhoods. These actions not only respond to existing issues but lay the foundation for sustainable growth coherent with Cherokee County's long-term planning aspirations.

Central to this effort is striking a balance between managing traffic flow and creating an inviting pedestrian environment. Intersection improvements, such as channelized turn lanes and pedestrian refuge islands at key nodes, will reduce conflict points and enhance safety for all users. Corridor-wide investments in buffered sidewalks, continuous multi-use trails, and wayfinding amplify pedestrian comfort and accessibility, while placemaking features like public art, pedestrian amenity nodes, and micromobility guidelines enrich community identity and activation. Complementing these are strategic policy reforms—allowing missing middle housing, reducing parking minimums, incentivizing affordable housing, and supporting small businesses—to guide quality redevelopment and preserve affordability amid growth.

Taken as a whole, the recommended package unites transportation, urban design, and land use in a coordinated approach, positioning the Bells Ferry corridor to meet both immediate needs and future aspirations. It reflects the voices of the community, technical expertise, and market realities, ensuring that implementation will yield meaningful improvements in mobility, safety, economic vitality, and quality of life.

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Underutilized roadside property provides the corridor with ample opportunity for pedestrian amenity nodes.



Vision & Summary

The goals of this plan stem from the original 2006 Bells Ferry LCI Plan. Based on input from the project's Technical Advisory Committee and the public during Phase 1 of the engagement process, those goals were prioritized and carried forward to continue driving the vision of the 2026 Bells Ferry LCI Plan Update.

1. Support diversity of people - ages, incomes, social, and cultural backgrounds.
2. Increase job opportunities for area residents.
3. Provide diverse choices in shopping, housing, entertainment, and recreation.
4. Change the image of the community to one of a thriving and vibrant area.
5. Provide multiple transportation alternatives.
6. Create a regional "gateway" to Cherokee County.

This vision is illuminated by the proactive development scenario, which capitalizes on coordinated capital improvements and policy reforms to foster vibrant mixed-use centers linked by enhanced pedestrian and transit networks. In doing so, it directly addresses critical safety concerns, historic infrastructure gaps, and the need to diversify housing options to meet the needs of a growing and diverse population. The plan acknowledges the importance of supporting existing residents and businesses through strategies that promote affordability and equitable access. Consequently, this LCI Plan Update not only charts a path for physical improvements but also embeds a framework for resilient, people-focused growth that ties together economic competitiveness with livability and community pride.

Development Node Concept Plans

Highway 92 (Bells Ferry Road to Wade Green Road)

This regional commercial hub anchors the corridor, hosting significant retail centers that collectively represent a substantial portion of Cherokee County's retail inventory. The proposed proactive scenario articulates a future where access management and mobility improvements reduce congestion and enhance safety at major intersections. Concurrently, 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

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Many intersections within the study area are predominantly car-oriented, and potentially hazardous for pedestrians and cyclists.

Corridor Level Improvements

These improvements focus on creating a consistent, accessible multimodal environment through enhanced sidewalks with buffering, multi-use trails linking key recreational and residential areas, and deployment of intelligent traffic management technologies. These investments aim to knit together neighborhood nodes and improve overall corridor connectivity.

Placemaking & Activation Improvements

One of the more significant project types developed as part of the planning effort are those designed to emphasize initiatives ranging from public art installations that celebrate local culture to beautification of medians and public spaces, micromobility management guidelines, and activation of underutilized parcels into community gathering places. These efforts amplify the corridor's sense of place and community engagement.

Pedestrian/Cyclist Improvements

As part of the plan's formal recommendations, there are several projects that emphasize filling infrastructure gaps through the construction of continuous buffered sidewalks, creation of pedestrian amenity nodes with seating, shade, lighting, and wayfinding, and extension of greenway trails such as Owl Creek Greenway and Patriots Park spurs. These improvements enhance multimodal safety and encourage active transportation modes.

Intersection Level Improvements

The projects and policies tackle congestion and safety at strategic bottlenecks by implementing channelized turn lanes, slip lane removals, pedestrian refuge islands, and improved signal operations. Upgrades at Highway 92 and Bells Ferry Road, Robin Road, and Bascomb-Carmel Road exemplify this targeted approach.

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functions. Pedestrian-oriented streetscape upgrades, including buffered sidewalks and amenity nodes, create a welcoming environment that encourages walking and strengthens local identity. Enhanced greenway connections expand active transportation options, further integrating the node into the broader community fabric.

Bells Ferry Road at Robin Road

Predominantly residential with existing multifamily and townhome 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. Land use reforms facilitate missing middle housing typologies by right, increasing density while preserving neighborhood character. Transit enhancements such as microtransit services improve connectivity and reduce vehicle reliance. These coordinated actions collectively support a more livable and accessible neighborhood that accommodates growth without sacrificing quality of life.

Bells Ferry Road at Bascomb Carmel Road

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. The targeted approach here supports vitality while respecting existing land uses and community assets.

A detailed list of proposed projects and policies that would be implemented as part of the "proactive scenario" can be found in Table 6. Conceptual site plans of each node under the proactive development scenario can be found in Figures 10-12.

Sewer/Stormwater Requirements

The Bells Ferry corridor faces infrastructure challenges related to sewer, water, and stormwater management that directly impact its capacity to support ongoing and future development. Certain portions of the corridor lack adequate sewer and water service infrastructure necessary for higher-density or redevelopment projects, creating potential constraints on growth. The Cherokee County Water & Sewerage Authority (CCWSA) is the responsible agency overseeing the provision and management of these utilities, and any proposed development must coordinate closely with CCWSA to ensure availability of sufficient service capacity before proceeding.

Given the growth pressures and increased impervious surfaces expected from redevelopment and infill projects, stormwater management will also be a critical consideration. Large-scale developments will likely require stormwater detention facilities to effectively manage runoff and mitigate flood risks. Incorporating green infrastructure solutions such as bioswales, permeable pavements, and vegetated buffers into streetscapes, parking areas, and new developments is strongly recommended. These measures not only reduce stormwater volume and pollutant loads entering the drainage system but can also improve aesthetic and ecological qualities along the corridor.

By proactively addressing sewer and stormwater infrastructure needs through partnership with CCWSA and implementation of green infrastructure, the Bells Ferry corridor can better accommodate future growth while minimizing environmental impacts and enhancing community health and livability. This approach is essential to ensuring that infrastructure capacity does not become a barrier to the corridor's transformation into a more vibrant, walkable, and resilient place. However, for the purposes of this report, the future development scenarios assume that the developer assumes all costs for required stormwater and sewer upgrades.

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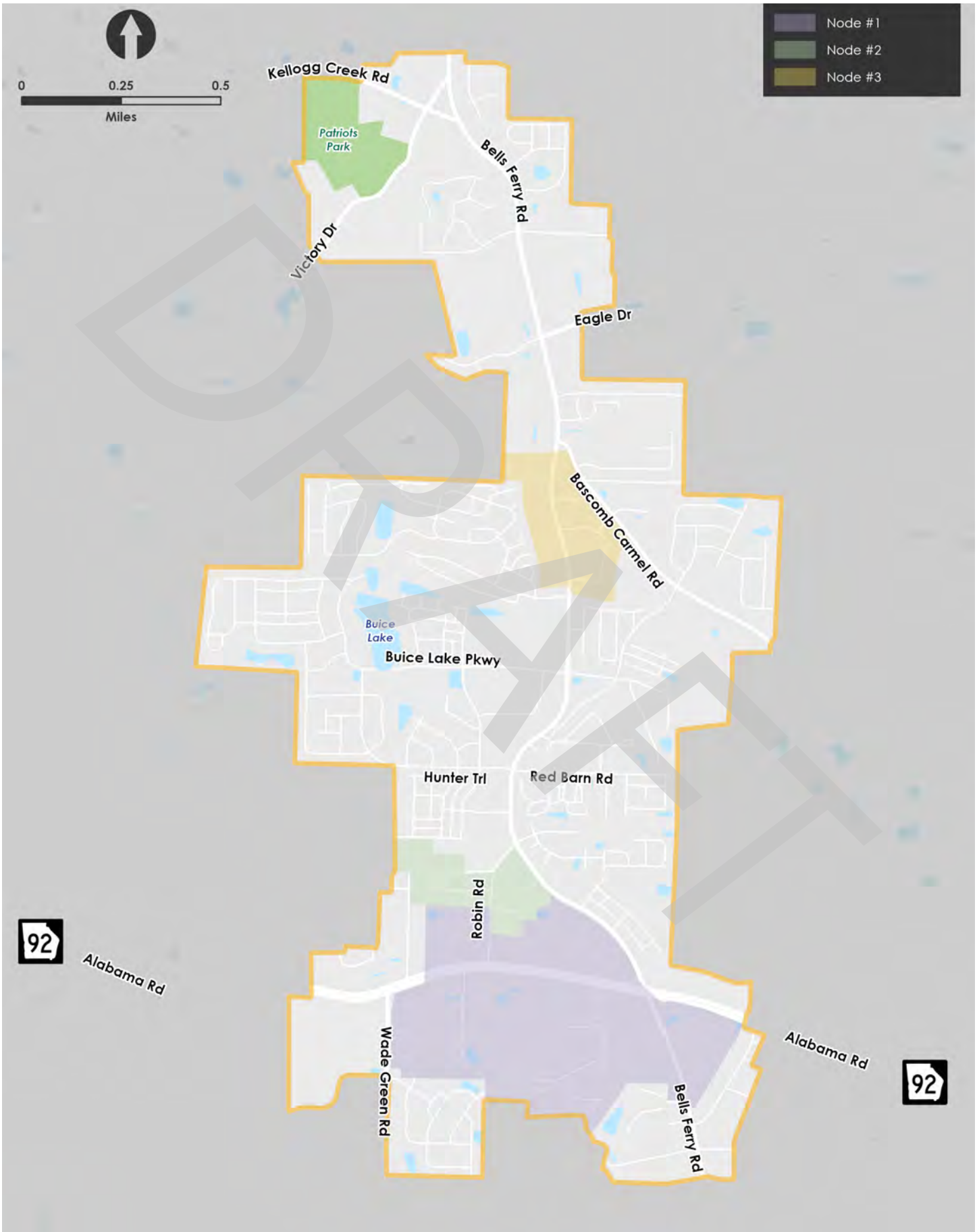


Figure 9 Development Scenario Node Locations

Table 6 Proposed Projects & Policies

Project ID	Category	Project Name	Description
BP-01	Placemaking, Activation & Design	**Pedestrian Amenity Nodes**	Coordinate with planned and ongoing projects to provide pedes nodes at all signalized intersections along Bells Ferry Rd and Hwy 9 be accessible, paved areas with pedestrian amenities weaved in pedestrian network. Amenities may include: seating, solar-powere ports, wayfinding signage, lighting, water stations, shade structure
BP-02	Corridor Improvements	**Enhanced Sidewalks along Hwy 92**	As sidewalks are replaced, increase sidewalk width to six feet with a s zone/planting strip, per Bells Ferry LCI Community Design Guidelines. pedestrian amenity nodes.
BP-03	Corridor Improvements	**Enhanced Sidewalks along Hwy 92**	As sidewalks are replaced, increase sidewalk width to six feet with a s planting strip, per Bells Ferry LCI Community Design Guidelines.
BP-04	Transportation Improvement (Other)	**Owl Creek Greenway**	Study feasibility of implementing a greenway trail along Owl Cree at Hunter Trail/Red Barn Rd to Patriot's Park. Include ecological no (bat houses, educational signage showcasing local species, etc.) amenities (seating, wayfinding signage, etc.) along the trail and c
BP-05	Intersection/Spot Improvements	**Pedestrian Crossing Enhancements**	Improve key pedestrian crossing locations within the study area. E include pedestrian-scale lighting, pedestrian-related warning and signage, centerline/median hardening (bollards or rubber curbs t drivers from cutting across intersections at a diagonal), and crossw enhancements.
BP-06	Corridor Improvements	**Multi-Use Path Along Bascomb Carmel Rd**	Provide a multi-use path (minimum width of ten feet) between Bells F Elementary School. The side path should have 3.5 feet of streetscapin to the roadway and pedestrian amenities. Gather input from commu representatives of Carmel Elementary School to determine path desi alignment.
BP-07	Corridor Improvements	**Multi-Use Spur to Patriots Park**	Provide a multi-use path (minimum width of ten feet) between the Ke Victory Dr intersection to the Patriots Park entrance. All side paths sho five feet of streetscaping to serve as a buffer to the roadway and ad facilities. This path will provide access to Patriots Park from the planne Bells Ferry Rd.
BP-08	Intersection/Spot Improvements	**Pedestrian Hybrid Beacon Crossings Feasibility Study**	Conduct feasability studies to determine feasible locations for pedes (PHB) or signalized pedestrian crossings along Bells Ferry Road on the segments: from Bells Ferry Landing to Cherokee Corners shopping ce Carmel Rd to Shadowood Dr; from Britley Park Ln to Mirramont Lake D areas with land uses that generate foot traffic and on segments with between crossings.
PL-01	Placemaking, Activation & Design	**Edge of Parking Transformation**	At shopping centers, engage property owners/developers to tran underutilized parking lots into small greenspaces that serve as co spaces and an extension of the proposed multi-use trail, which ca screen between the parking lot and the roadway.

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	Responsible Party	Potential Partners	Planning Level Cost Estimate	Timeframe	Potential Funding Mechanisms
strian amenity 92. Nodes should nto the fabric of the ed device charging es, plantings, etc.	Cherokee County	GDOT	Cost Varies	Short (0-5 Years)	• GDOT Transportation Alternatives Program (TAP) • GDOT Congestion Mitigation & Air Quality Improvement (CMAQ) Program • GA DNR Outdoor Stewardship Program (OSP)
seven-foot buffer Coordinate with	GDOT		$730,000 (Per Linear Mile)	Medium (6-10 Years)	• GDOT TAP • GDOT CMAQ • Safe Routes to School (SRTS) Program
six-foot buffer zone/	Cherokee County	-	$730,000 (Per Linear Mile)	Medium (6-10 Years)	• GDOT TAP • GDOT CMAQ • SRTS
ek from Bells Ferry Rd odes and elements) along the trail and at trailheads.	Cherokee County	GDOT	$350,000 (Study Only)	Short (0-5 Years)	• National Park Service (NPS) Rivers, Trails & Conservation Assistance (RTCA) Program • GA DNR Land & Water Conservation Fund (LWCF) • GDOT TAP • GA DNR Recreational Trails Program (RTP)
Enhancements d regulatory hat prevent walk art or visibility	Cherokee County	GDOT	$125,000-$150,000 (Per Intersection)	Short (0-5 Years)	• GDOT TAP • GDOT Highway Safety Improvement Program (HSIP) • Safe Streets for All (SS4A) Implementation Grants
erry Rd and Carmel ng to serve as a buffer unity members and gn, amenities, and	Cherokee County	GDOT	$2,630,000	Long (10+ Years)	• GDOT TAP • USDOT SRTS • GA DNR RTP
ellogg Creek Rd and ould have three to equate pedestrian ed multi-use path on	Cherokee County	GDOT	$800,000	Long (10+ Years)	• GDOT TAP • SRTS • GA DNR RTP
trian hybrid beacon following roadway nter; from Bascomb Dr. particularly in more than a half-mile	Cherokee County	GDOT	$200,000 (Study Only, Multiple Locations)	Medium (6-10 Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
nsform edges of mmunity gathering an also serve as a	Cherokee County	-	Temporary: $50,000 - $150,000 Permanent: $350,000 - $1,000,000	Short (0-5 Years)	• Cherokee County Community Development Grants • Cherokee County Economic Development Facade Improvement Grants

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Table 6 Proposed Projects & Policies (Continued)

Project ID	Category	Project Name	Description
PL-02	Placemaking, Activation & Design	**Underutilized Parking Area Activation**	Engage property owners, business leaders, and community organ underutilized parking areas for community and cultural events (e. markets, farmers markets, etc.).
PL-03	Placemaking, Activation & Design	**Fire Station Plaza & Playground**	Create a public plaza/seating and playground area just north of Fire interactive elements, such as a message board where community m notes for the firefighters. Develop in conjuction with project TR-01, wh street parking near the site.
PL-04	Placemaking, Activation & Design	**Fire Station Pollinator Garden**	Create a pollinator garden with native plantings and a winding p south of Fire Station 1. Include educational signage about conser species and amenities (seating, shade structures, trees, etc.). Bea frontage.
PL-05	Placemaking, Activation & Design	**Substation Placemaking & Beautification**	Partner with Cherokee Arts Collective or another community arts implement educational and artistic elements and landscaping o frontage and beautify frontages of nearby parcels. Potential impr dynamic educational elements displaying live power in/output fr substation; educational signage illustrating how power is distribute power and electricity; and appropriate landscaping. Include safe
PO-03	Placemaking, Activation & Design	**Art in Public Places Resolution & Plan**	Create a permanent funding stream for public art. Enact a count requiring that a percentage of the cost of acquisition, renovation Cherokee County buildings or facilities must be set aside for publi by a "Public Art Master Plan" (to be adopted every five years), th commission artists to create works for county facilities such as libra centers, and court buildings.
TR-01	Corridor Improvements	**Old Bascomb Road Complete Street Improvements**	Redesign Old Bascomb Road as a complete street with a flush medi parking, sidewalks, and a bike lane. This will provide increased capac visitors to the programmed multi-use path along Bells Ferry Road and and Playground project (PL-03).
TR-02	Intersection/Spot Improvements	**Signal Priority & Emergency Preemption Technology**	Apply vehicle-to-infrastructure (V2I) technology at intersections throu signal priority for vehicles carrying large quantities of people or good buses and freight trucks) and preemption for emergency vehicles (su ambulances). Engage representatives from Carmel Elementary Scho address needs for school buses and emergency vehicles.
TR-03	Intersection/Spot Improvements	**Hwy 92 & Bells Ferry Rd Intersection Improvements**	Channelize left turn lanes with bollards or rubber curbs on eastbound (Hwy 92) intersection approaches. Move forward SS4A Safety Action improvements (Project I-1) .
TR-04	Intersection/Spot Improvements	**Bells Ferry Rd & Robin Rd Intersection Improvements**	Harden southbound right-turn lane (bollards or rubber curbs); remove right-turn lane and reduce curb radii or re-build as urban smart channel on the eastbound (Robin Rd) approach; reduc northeast and southeast intersection corners (Tyson Woods Road); re lane on east side of Bells Ferry Road just north of intersection; harden bollards on westbound (Tyson Woods Road) approach; harden and create pedestrian refuge islands on the northbound and aouthboun approaches.

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	Responsible Party	Potential Partners	Planning Level Cost Estimate	Timeframe	Potential Funding Mechanisms
nizations to activate g., food trucks, art	Cherokee County	-	Staff Time	Short (0-5 Years)	• Cherokee County Community Development Grants • Cherokee County Economic Development Facade Improvement Grants
Station 1. Include embers can leave ich would provide on-	Cherokee County	-	$750,000 - $1,500,000	Medium (6-10 Years)	• Local business or charity partnerships
ath through it just vation and local utify fire station	Cherokee County	-	$50,000	Short (0-5 Years)	• Local business or charity partnerships
organization to n the substation rovements include om electricity ed; art representing ety/warning signage.	Cherokee County	Cobb County EMC	Staff Time (Plus Artist/Supply Costs)	Short (0-5 Years)	• Local business or charity partnerships
tywide ordinance , or construction of c artwork. Guided e program would aries, parks, senior	Cherokee County	-	Staff Time	Short (0-5 Years)	• Impact from Private Development Projects • Local business or charity partnerships
an (TWLTL), on-street city and parking for the Fire Station Plaza	Cherokee County	-	$1,000,000	Medium (6-10 Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
ghout the LCI area: s (such as school uch as fire trucks and ol and Fire Station 1 to	Cherokee County	GDOT	$20,000 per Intersection (Field Installation Only)	Medium (6-10 Years)	• USDOT Smart City Challenge Grants • FHWA Advanced Transportation & Congestion Management Technology Deployment (ATCMTD) • GDOT Intelligent Transportation Systems (ITS) Program
and westbound Plan recommended	GDOT	Cherokee County	$650,000	Medium (6-10 Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
e existing channelized e curb radii on move acceleration refuge island with extend medians to d (Bells Ferry Road)	Cherokee County	GDOT	$200,000	Long (10+ Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants

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Table 6 Proposed Projects & Policies (Continued)

Project ID	Category	Project Name	Description
TR-05	Intersection/Spot Improvements	**Bells Ferry Rd & Red Barn Rd/Hunter Trl Intersection Improvements**	Reduce curb radii on all intersection corners; channelize northbound turn lanes on Bells Ferry Road with bollards or rubber curbs; harden a to create pedestrian refuge islands on the northbound and southbou approaches.
TR-06	Intersection/Spot Improvements	**Bells Ferry Rd & Bascomb Carmel Rd Intersection Improvements**	Remove right-turn slip lanes and reduce curb radii/realign curbs on th (Bells Ferry Rd) and westbound (Bascomb Carmel Rd) approaches. S signalizing the intersection or implementing a roundabout.
TR-07	Intersection/Spot Improvements	**Bells Ferry Rd & Eagle Dr Intersection Improvements**	Upgrade signal heads with retroreflective backplates on westbound signal timing (consider adaptive/responsive timing); conduct capaci project in conjunction with Project I-8 in SS4A Safety Action Plan.
TR-08	Intersection/Spot Improvements	**Bells Ferry Rd & Walmart North Entrance Intersection Improvements**	Remove existing channelized right-turn lanes and reduce curb radii c urban smart channels. Use truck aprons as needed to accommodat movements.
TR-09	Intersection/Spot Improvements	**Bells Ferry Rd & Kellogg Creek Rd Intersection Improvements**	Determine feasability of consolidating three intersections (Bells Ferry R Rd, Bells Ferry Rd and Victory Dr; and Kellogg Creek Rd and Victory D or, alternatively, realigning the intersection of Kellog Creek Road and reduce the skew angle.
TR-10	Corridor Improvements	**Hwy 92 Median Enhancements**	Enhance landscaping in the depressed medians (implement cables edges of median to protect against collisions with trees); widen and medians near Bells Ferry Road.
TR-11	Corridor Improvements	**LCI Area Street Lighting**	Implement street lighting along Bells Ferry Road, SR 92, and Robin Roa area.
TR-12	Corridor Improvements	**Robin Road Corridor Improvements**	Incorporate the following recommendations into the Robin Rd Re T-SPLOST project (T-038). Restripe edgelines and center lines; insta signage (e.g., advisory speed signage, chevrons) and/or paveme of the horizontal curve near Robin Lane; determine an appropriat install consistent signage; trim any vegetation obstructing roadwa infrastructure; modify roadway configuration on the portion near 92) to remove the right-turn lane and implement a two-way cent
PO-04	Placemaking, Activation & Design	**Reduce Parking Minimums**	Reduce parking minimums or encourage shared parking agreem redevelopment proposals within the LCI area.
PO-05	Land Use & Redevelopment	**Fill-in Housing Gaps**	Allow development of duplex, triplex, and quadplex houses by right i areas. Reduce or eliminate lot size and square footage minimums.
PO-07	Land Use & Redevelopment	**Allow Accessory Dwelling Units**	Allow accessory dwelling units (ADUs) by right in all single-family zone in targeted growth areas.
PO-08	Land Use & Redevelopment	**Utilize Land Bank for Strategic Acquisitions**	Consider creating (or partnering with, if existing) land bank to strateg properties for targeted preservation and redevelopment.
PO-09	Other	**Explore a Tax Allocation District**	Assess the feasibility of potentially implementing a Tax Allocation Distr targeted towards infrastructure improvements to support strategic co redevelopment and affordable/workforce housing development).

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	Responsible Party	Potential Partners	Planning Level Cost Estimate	Timeframe	Potential Funding Mechanisms
and southbound nd extend medians und (Bells Ferry Road)	Cherokee County	GDOT	$150,000	Long (10+ Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
ne northbound tudy feasability of	Cherokee County	GDOT	$400,000	Long (10+ Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
approach; optimize ty analysis. Develop	Cherokee County	GDOT	$600,000	Medium (6-10 Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
r re-build as e freight	Cherokee County	GDOT	$200,000	Long (10+ Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
Rd and Kellogg Creek Dr) into a roundabout d Bells Ferry Road to	Cherokee County	GDOT	$200,000 (Study Only)	Long (10+ Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
or guardrail along landscape raised	GDOT	Cherokee County	$100,000 (Per Linear Mile)	Medium (6-10 Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
ad throughout the LCI	Cherokee County	Cobb County EMC	$170,000 (Per Linear Mile)	Medium (6-10 Years)	• GDOT TAP • GDOT HSIP • Georgia Power Community Lighting Grants
construction ll curve warning ent markings ahead te speed limit and ay signage or other Kroger (north of Hwy er left-turn lane.	Cherokee County	GDOT	$1,560,000	Short (0-5 Years)	• GDOT TAP • GDOT HSIP • SS4A Implementation Grants
ents for	Cherokee County	Private Developers	Staff Time	Short (0-5 Years)	-
n targeted growth	Cherokee County	Private Developers	Staff Time	Short (0-5 Years)	-
d residential areas, or	Cherokee County	-	Staff Time	Short (0-5 Years)	-
cally acquire	Cherokee County	-	Staff Time	Short (0-5 Years)	• Federal Home Loan Bank (FHLB) Affordable Housing Program • US EPA Brownfields Program • US Dept of Housing & Urban Development (HUD) Community Development Block Grants (CDBGs)
rict (with funds ommercial	Cherokee County	Local Business Community	Staff Time	Short (0-5 Years)	• Cherokee County Property Tax Revenues

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Table 6 Proposed Projects & Policies (Continued)

Project ID	Category	Project Name	Description
PO-10	Transportation Improvement (Other)	**Microtransit Pilot Program**	Create and execute a plan to pilot microtransit service in the Bells Fe recommended by the Bells Ferry LCI Plan Transit Feasibility Study.
PO-11	Placemaking, Activation & Design	**Bells Ferry LCI Study Area Branding**	Develop a branding package for the Bells Ferry LCI Area. Apply bran area (e.g., logos on wayfinding signage) and apply to digital materi flyers).
PO-12	Land Use & Redevelopment	**Explore a Transfer of Development Rights Program**	Explore creation of a Transfer of Development Rights (TDR) program. development rights on one property to be transferred to another pro location, facilitating growth while preserving less intensive land uses w may strongly desire them.
PO-13	Other	**Small Business Policy Incentives**	Work with the County's Office of Economic Development to increase and access to existing small businesses programs, including small bus Cherokee Career Expo, and Cherokee Workforce Collaboratives.
PO-14	Placemaking, Activation & Design	**Community Design District Updates**	Update Bells Ferry LCI Community Design Guidelines to incentivize mi development. Updates may include: 1) providing additional resident for developers that also provide on-site commercial uses; 2) reducing encouraging shared parking agreements for redevelopment propos 3) including considerations regarding micromobility and pedestrian a the Community Design Guidelines [providing dedicated "last-mile" v parking spaces for mopeds, golf carts, bikes, etc.), designating picku curb management techniques to accomodate microtransit vehicles in parking lots and along roadways, as needed]; 4) revising out-of-da necessary.
PO-15	**Land Use & Redevelopment**	**Preserve in Place**	**Incentivize residents to preserve existing housing density (this would s voluntary behavior - but the Land Bank could evolve into a future tra rights program).**

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	Responsible Party	Potential Partners	Planning Level Cost Estimate	Timeframe	Potential Funding Mechanisms
rry LCI area, as	CATS Transit	Cherokee County	$1,020,000 (Plus Operating & Maintenance Costs)	Short (0-5 Years)	• Useage Fees/Fares • Federal Transit Admin (FTA) Section 5310 Enhanced Mobility of Seniors & the Disabled Funds • USDOT Mobility on Demand (MoD) Sandbox Program
nding within the LCI als (e.g., outreach	Cherokee County	-	$50,000	Short (0-5 Years)	-
TDR policies enable perty in a different where the community	Cherokee County	Private Developers	Staff Time	Short (0-5 Years)	-
e awareness of iness roundtables,	Cherokee County	Cherokee Office of Economic Development	Staff Time	Short (0-5 Years)	-
xed-use, walkable ial density bonuses g parking minimums or als within the LCI area; access and mobility in ehicle parking (e.g. p/dropoff zones, and and pedestrians te references as	Cherokee County	-	Staff Time	Short (0-5 Years)	-
start as incentivizing nsfer of development	**Cherokee County**	**-**	**Staff Time**	**Medium (6-10 Years)**	**-**

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Figure 10 Node #1 Future Development Scenario




LEGEND
Multi-use Trail
Edge of Parking Activation
Underutilized Parking Area Activation
Pedestrian Safety Improvements
Streetscape Improvements
Proposed New Connection
Painted Water Tower
Pedestrian Amenity Node
Closed Driveway
(Traffic Redirected to Robin Rd)
Bells Ferry Rd
Edge of Parking Area Activation
Existing Residential Units
Art/Farmers Market Food Trucks
Edge of Parking Area Activation
Gresham Smith
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Figure 11 Node #2 Future Development Scenario




LEGEND
Proposed New Connection
Multi-use Trail
Streetscape Improvements
Pedestrian Amenity Node
Bells Ferry Rd
Commercial (Retail)
Robin Rd
Commercial (Office/Institutional)
Existing Residential Units
Preserve in Place
50,000 SF Office
Gresham Smith

Figure 12 Node #3 Future Development Scenario




LEGEND
Multi-use Trail
Streetscape Improvements
Commercial (Redevelopment)
Commercial (Adaptive Reuse)
Bascomb Carmel Rd
Gresham Smith

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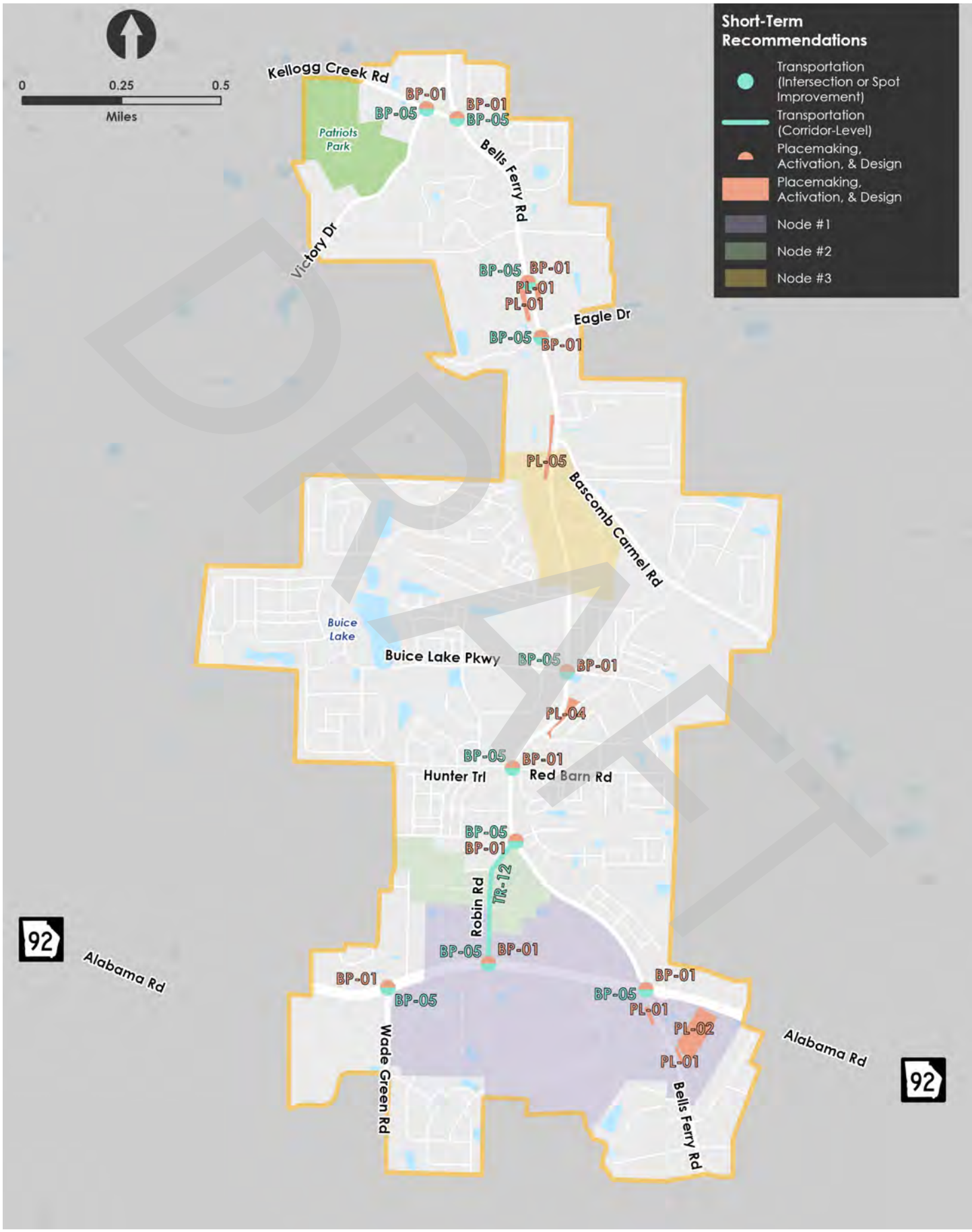


Figure 13 Proposed Projects (Short-Term)

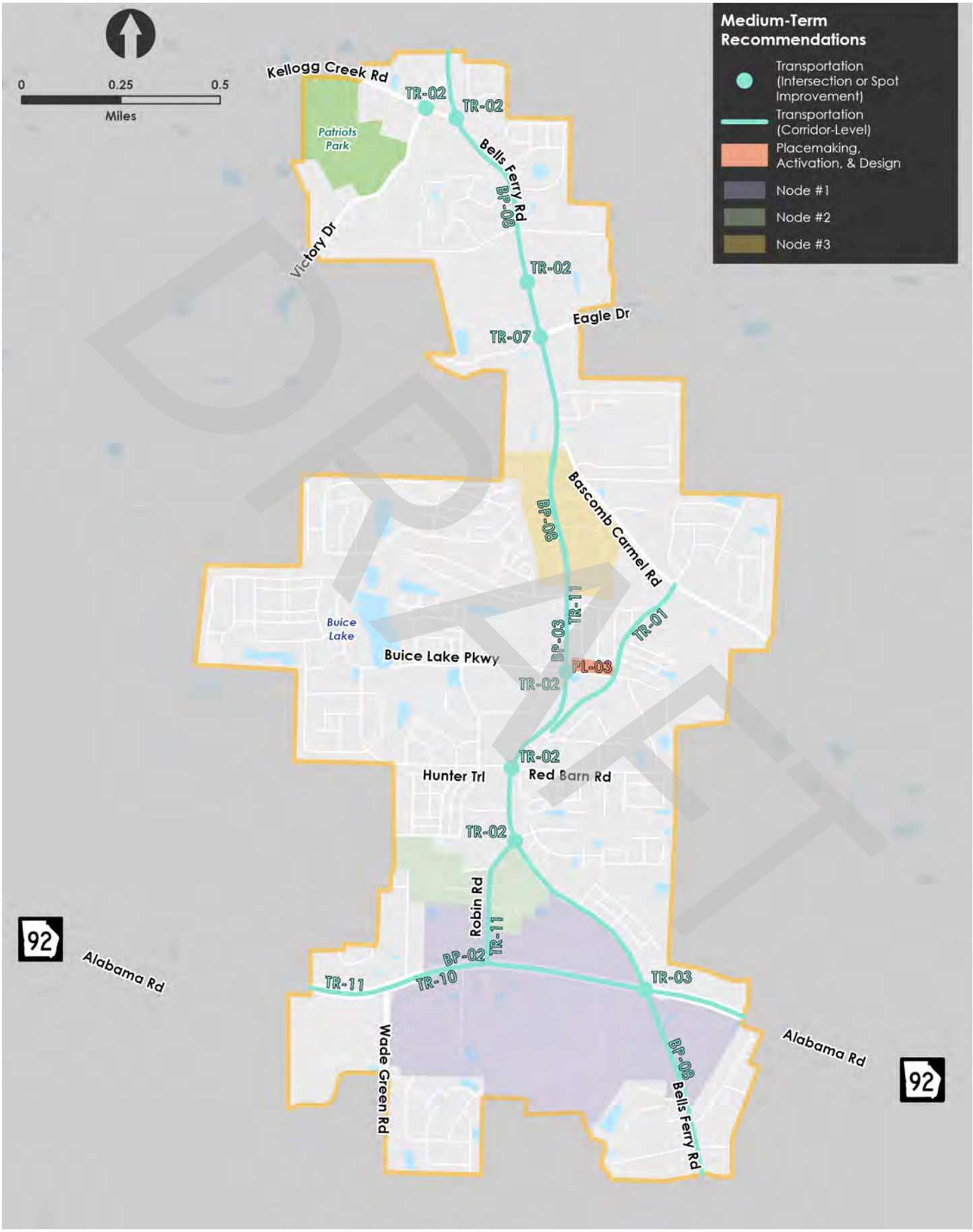


Figure 14 Proposed Projects (Medium-Term)

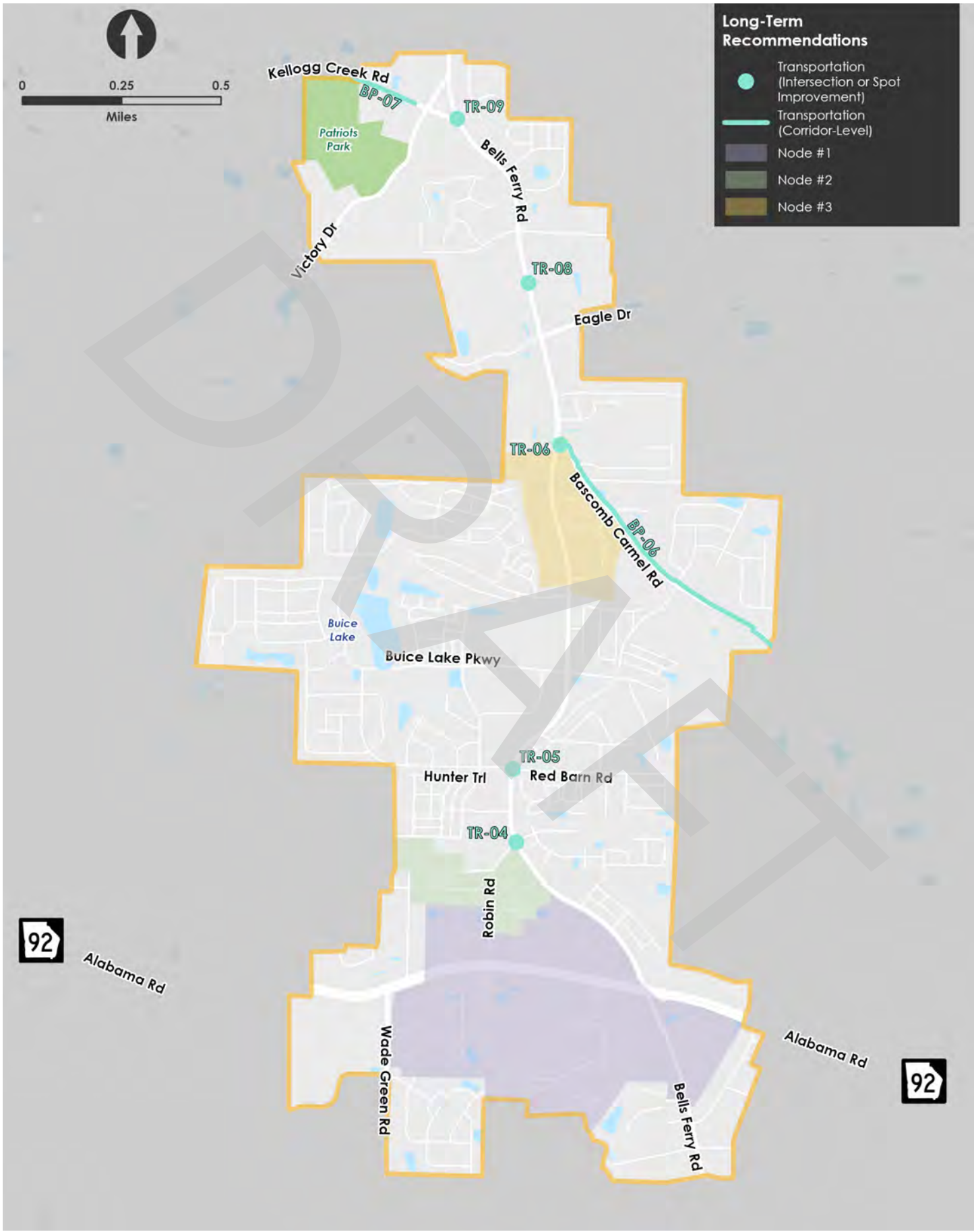


Figure 15 Proposed Projects (Long-Term)

Implementation Strategy

The 2026 Bells Ferry LCI Plan Update proposes ambitious policies and projects to accommodate future growth and development. These recommendations are organized into three chronological categories: short-range (within the next five years), medium-range (between six and ten years from the report's completion), and long-range (more than ten years after the report's completion). Though the recommendations may be ambitious, they are not so much so as to be unobtainable. This section of the report outlines how the County can work with partner agencies such as the Atlanta Regional Commission (ARC), the Georgia Department of Transportation (GDOT), and others to advance the Plan's recommendations.

100-Day Action Plan

The immediate focus centers on low-cost, high-impact actions. Early wins will build momentum and demonstrate tangible progress aligning with community priorities.

1) Launch Public Outreach & Education

- On the County's website, promote the Plan and the study area as a distinct community, helping to inform the public about the Plan's vision, goals, and project/policy proposals.
- Develop bilingual (English and Spanish) educational materials explaining microtransit service usage, pedestrian safety improvements, and future corridor projects. Distribute via social media, printed flyers, instructional videos, and community events to ensure broad accessibility.

2) Advance MicroTransit Pilot Program Setup

- Finalize and map the Bells Ferry microtransit zone boundaries in coordination with Cherokee Area Transportation Service (CATS).
- Procure necessary microtransit vehicles and configure dispatch and scheduling within existing platforms to ensure consistency with current county services.
- Train operators, dispatchers, and customer service staff on new zone-specific details and update marketing plans to increase awareness among riders.

4) Identify a Transportation Project and Pursue Transportation Imporvement Program (TIP) Funding

- Identify a transportation-related project with wide public and local government support that currently lacks funding for final design and construction.
- Submit a TIP application to pursue funding for that project.

5) Host Targeted Community Workshops and Focus Groups

- Organize educational workshops focused on transportation improvements, land use policies (missing middle housing, parking minimums), and placemaking strategies to ensure community input and transparency.
- Conduct focus groups, including Spanish-speaking and business owner groups, to refine design guidelines and project priorities.

6) Deploy Interim Wayfinding and Branding Elements

- Develop and install wayfinding signage and corridor branding materials at key gateways and pedestrian nodes to create a stronger sense of place and community identity.
- Use temporary or low-cost installations such as murals, banners, or signage at critical locations to visually communicate corridor improvements and future vision.

7) Initiate Property Owner Engagement for Land Banking and Redevelopment Incentives

- Begin outreach to major property owners and development stakeholders to educate them on potential land banking programs and incentives designed to support infill and mixed-use development.
- Explore the feasibility of a Tax Allocation District or other financing mechanisms to support catalytic redevelopment projects.

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Potential Funding Sources

Transportation Alternatives Program (TAP)

The GDOT's TAP is a federally funded initiative designed to support community-based projects that enhance transportation options and promote safe, accessible, and sustainable travel. TAP allocates funding for a variety of non-motorized transportation projects. The program aims to improve connectivity, encourage active transportation modes, and enhance community livability and safety across Georgia.

Congestion Mitigation & Air Quality Improvement (CMAQ) Program

The CMAQ Program is a federally funded initiative aimed at reducing traffic congestion and improving air quality in areas that do not meet national air quality standards. CMAQ funds support projects that promote alternative transportation options, reduce vehicle emissions, and enhance the overall efficiency of the transportation system. Typical projects include transit enhancements, carpool and vanpool programs, traffic flow improvements, and the development of bicycle and pedestrian infrastructure.

Outdoor Stewardship Program (OSP)

The Georgia Department of Natural Resource's (GA DNR's) OSP is a state-funded initiative that provides grants to local governments and conservation organizations for the acquisition, development, and renovation of parks, green spaces, and recreational facilities. The program aims to enhance outdoor recreation opportunities, protect natural and cultural resources, and improve quality of life for Georgia residents. Funding through OSP supports projects such as land acquisition for public use, trail development, playground construction, and habitat restoration.

Safe Routes to School (SRTS) Program

The U.S. Department of Transportation's (USDOT's) SRTS Program is a federally supported initiative designed to make it safer and easier for children to walk and bike to school. The program provides funding and resources for infrastructure improvements, such as sidewalks, crosswalks, and bike lanes, as well as educational activities that promote active transportation. SRTS aims to reduce traffic congestion near schools, improve safety, increase physical activity, and foster healthier communities.

Rivers, Trails & Conservation Assistance (RTCA) Program

The National Park Service's (NPS's) RTCA Program is a community assistance initiative that supports local efforts to conserve rivers, develop trails, and protect open spaces. The program provides technical expertise, planning, and facilitation to help communities, nonprofits, and governments realize their conservation and recreation goals. RTCA does not typically provide direct funding but acts as a catalyst by partnering with stakeholders to advance projects that enhance outdoor recreation, protect natural and cultural resources, and promote sustainable land use.

Land & Water Conservation Fund (LWCF)

Georgia DNR's LWCF Program is a federally funded grant program that provides financial assistance to state and local governments for the acquisition and development of public outdoor recreation areas and facilities. The program's goal is to preserve natural lands, protect water resources, and expand recreational opportunities for the public. Funding supports projects such as park land purchases, trail development, sports fields, picnic areas, and playgrounds, enhancing access to quality outdoor spaces throughout Georgia.

Recreational Trails Program (RTP)

Georgia DNR's RTP is a federally funded initiative that provides grants to develop and maintain recreational trails for both motorized and non-motorized use. The program supports projects such as trail construction, restoration, safety and educational signage, and trailhead facilities, aiming to enhance outdoor recreation opportunities and connect people with nature. RTP encourages sustainable trail development that balances environmental conservation with public access and enjoyment.

Highway Safety Improvement Program (HSIP)

Georgia DOT's HSIP is a federally funded program focused on reducing traffic-related fatalities and serious injuries on public roads. HSIP provides funding for safety projects that address identified hazardous locations and systemic safety issues through data-driven solutions. Typical initiatives include roadway improvements, installation of safety features like guardrails and better signage, intersection upgrades, and enhanced pedestrian and bicycle safety measures.

Safe Streets for All (SS4A) Implementation Grants

The U.S. DOT's SS4A Implementation Grants program is a federal initiative designed to fund local, regional, and tribal efforts to eliminate roadway fatalities and serious injuries. The program provides substantial financial support to implement bold, evidence-based safety projects that improve pedestrian, bicycle, and traffic safety infrastructure. SS4A encourages comprehensive safety plans and collaborative approaches to create safer streets, enhance equity, and promote safe, accessible transportation options for all users.

Cherokee County Facade Improvement Grants

Cherokee County's locally administered Façade Improvement Grants program is designed to enhance the

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aesthetic appeal and economic vitality of commercial districts by providing financial assistance to property and business owners for exterior renovations and improvements. These grants typically support activities such as façade repairs, painting, signage upgrades, lighting enhancements, and storefront modernization that preserve the architectural character while improving visual appeal.

Advanced Transportation & Congestion Management Technologies Deployment (ATCMTD)

The FHWA's ATCMTD program is a competitive grant initiative that funds projects deploying cutting-edge technologies to improve transportation system performance and reduce congestion. The program supports innovative solutions such as real-time traffic management, connected vehicle technologies, advanced traveler information systems, and intelligent transportation infrastructure. By promoting the integration of technology and data-driven approaches, ATCMTD aims to enhance mobility, safety, and reliability on highways and urban streets. Successful projects demonstrate scalable and replicable strategies that can be leveraged by other communities to address congestion and transportation challenges.

Intelligent Transportation Systems (ITS) Program

Georgia DOT's ITS Program focuses on the planning, deployment, and operation of advanced technologies to enhance the safety, efficiency, and reliability of Georgia's transportation network. The program implements technologies such as traffic cameras, dynamic message signs, traffic signal coordination, real-time traveler information systems, and incident management tools. By integrating data-driven solutions and communication systems, the ITS Program aims to reduce congestion, improve traffic flow, provide timely information to motorists, and respond effectively to incidents and emergencies.

Georgia Power Community Lighting Grants

Georgia Power's Community Lighting Grants program provides financial assistance to local governments, nonprofits, and community organizations to enhance public spaces through improved lighting. The program supports projects that increase safety, accessibility, and aesthetic appeal in parks, streetscapes, trails, and other communal areas by funding energy-efficient and visually impactful lighting installations.

Federal Home Loan Bank (FHLB) Affordable Housing Program

The FHLB's AHP initiative provides funding to financial institutions that are members of the Federal Home Loan Bank system to support the development and preservation of affordable housing for low- and moderate-income households. The program offers competitive and community-focused grants or subsidized loans to projects that increase affordable homeownership and rental opportunities. AHP funds are often used for activities such as new construction, rehabilitation, homebuyer assistance, and community land trusts.

Mobility on Demand (MoD) Sandbox Program

The Federal Transit Administration's MoD Sandbox Program is a grant initiative designed to support innovative and flexible transportation solutions that improve access and mobility for all users. The program encourages transit agencies and partners to test and implement emerging technologies and service models—such as shared rides, microtransit, integrated payment systems, and real-time information platforms—that enhance the convenience, efficiency, and connectivity of public transportation. The MoD Sandbox fosters collaboration between public and private sectors to address first-mile/last-mile challenges, increase transit ridership, and provide equitable mobility options.

Conclusion

The Bells Ferry corridor stands at a critical juncture, where deliberate, coordinated action can transform it from a predominantly car-oriented thoroughfare to a vibrant, walkable, and economically dynamic community asset. This Plan Update synthesizes two decades of growth, community aspirations, and technical analysis into a strategic road map that embraces multimodal transportation, land use innovation, and thoughtful placemaking. The Proactive Future Scenario showcases a corridor poised for sustainable, inclusive growth, balancing enhanced mobility, improved safety, and enriched quality of life. By contrast, the Passive Scenario highlights the risks and limitations of inaction.

Cherokee County's commitment, combined with engaged community input and cross-sector collaboration, positions the corridor to realize this vision. The recommended projects and policies provide a clear, actionable path forward to foster a resilient, connected corridor - one that honors its diverse population, supports economic vitality and exemplifies a modern suburban corridor designed for all ages and abilities. Through purposeful implementation and sustained partnership, the Bells Ferry corridor will emerge as a model for vibrant suburban reinvention in the Atlanta metropolitan region.

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Where Do We Go from Here?

The Bells Ferry Corridor is one of the most economically, culturally and socially dynamic parts of Cherokee County. Its diversity of people and priorities provide it with unmatched potential for sustainable growth and development. With the help of the 2026 Bells Ferry LCI Plan Update, that future is one step closer.



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