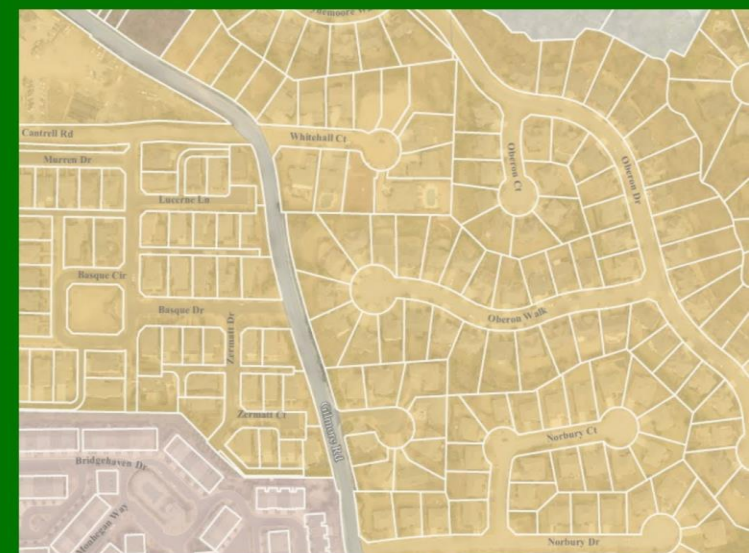
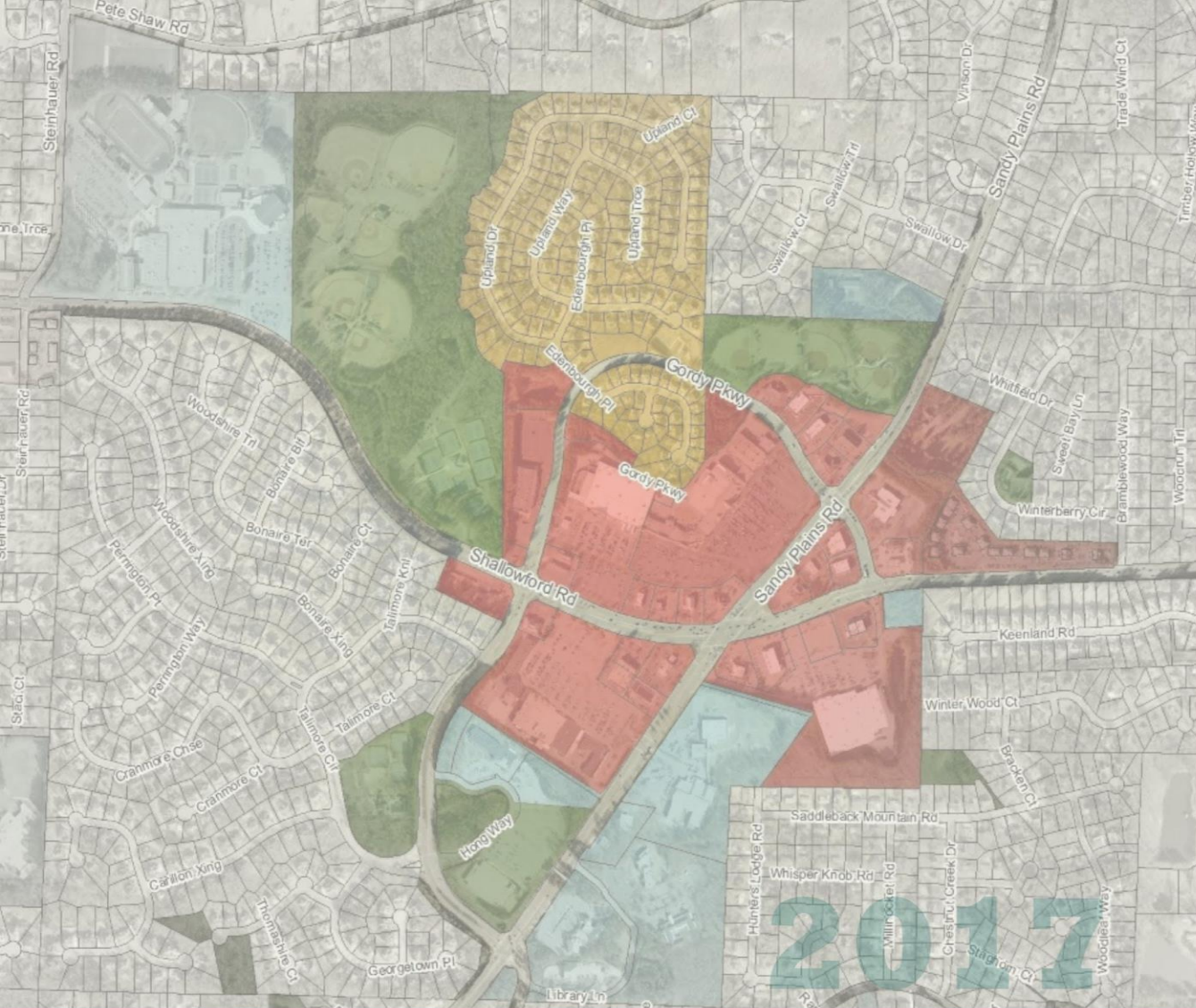




SMALL AREA POLICY GUIDELINES

APPENDIX 4

As Amended January 16, 2018

FUTURE LAND USE DESIGNATIONS AND SMALL AREA POLICY GUIDELINES (SAPG)

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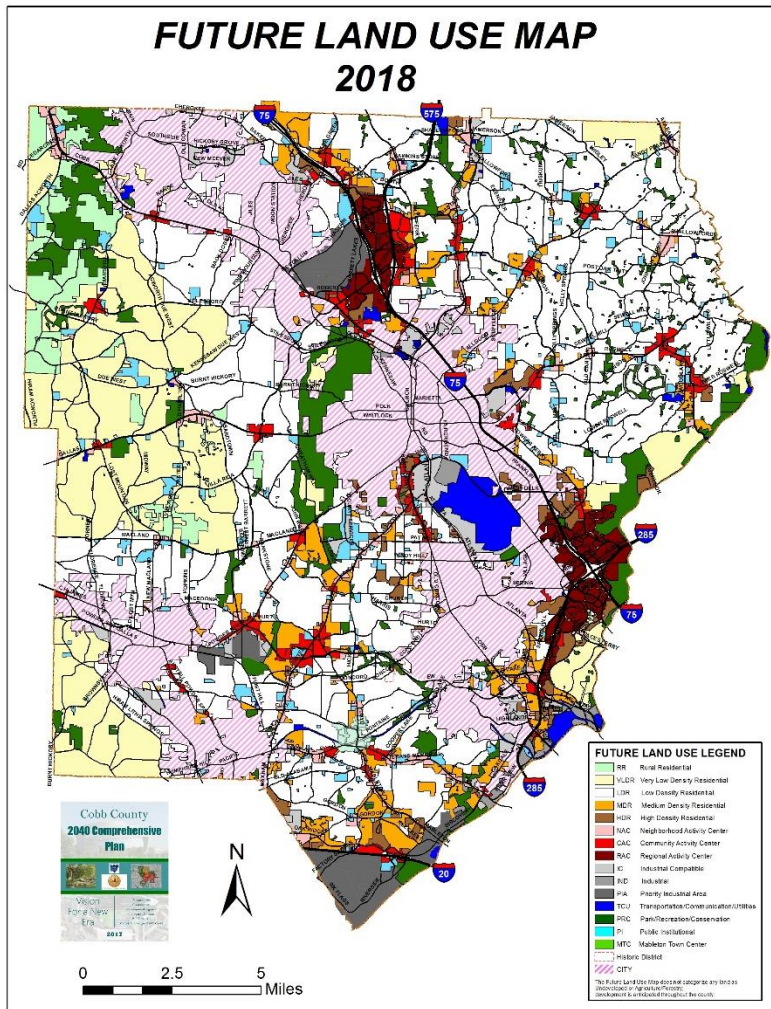
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The Cobb 2040 plan is a policy document that assists decision-making and administrative actions in an effort to guide Cobb County towards the community's preferred future. As a function of Cobb 2040, Future Land Use (FLU) is an important component to the overall comprehensive planning process. The designations listed on the FLU map act as a guide and policy framework for making land use decisions within the community. This section contains a description of land use designations and policy guidelines. In addition, some FLU designations include Small Area Policy Guidelines (SAPG). This Appendix provides a single reference source to identify guidelines associated with each of the Future Land Use categories. Appendix 4 includes each Future Land Use designation and definition, policy guidelines for each category and the Small Area Policy Guidelines (SAPG) associated with each of the categories. In addition, there are maps at the end of the appendix that are references throughout the section.

There are several future use categories that include Small Area Policy Guidelines (SAPG). The SAPG provide specific policy guidance on identified tracts of land throughout Cobb in an effort to better manage growth for those areas. Each SAPG has been approved by the Board of Commissioners through a public hearing process and may be amended from time to time. Please note that not all Future Land Use Categories include SAPG.

It should be noted that the Board of Commissioners, in making land use decisions, use the future land use map and policies as a guide in the decision-making process, but there are circumstances when decisions will be made that are contrary to this document based upon a change in market conditions, information unbeknownst to

staff/community in the preparation of this document or some other condition.



REGIONAL ACTIVITY CENTER (RAC)



The purpose of the Regional Activity Center category is to provide for areas that can support a high intensity of development, which serves a regional market. Typical land uses in these areas include high-rise office buildings, regional malls and varying densities of residential development. The Regional Activity Center designation contains Sub-Area Classifications, Policy Guidelines and Small Area Policy Guidelines.

RAC Policy Guidelines

- RAC-P1** Floor area ratios (FAR) should be less than 2.0 for office and mixed-use projects and less than 1.0 for retail uses.
- RAC-P2** Regional serving office and retail development and supporting services should be encouraged to locate in Regional Activity Centers.

RAC-P3	Regional Activity Centers shall be located in close proximity to the intersection of two freeways and their access ramps to/from adjacent arterial streets.		development, streams and floodplain shall be identified as open space.
RAC-P4	Regional Activity Centers should be located only where there are adequate water and sewer services.	RAC-P8	Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Maps 4.4A – 4.4C.
RAC-P5	Office, retail, personal service, apartment lodging and other high-density residential uses should be encouraged to be developed together as self-contained mixed-use projects.		
RAC-P6	Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.	RAC-P9	In recognition of the existing and planned commercial/residential activity in the Cumberland and Town Center Community Improvement Districts and in efforts to improve public safety response times by reviewing how station locations may better serve the community, the Board of Commissioners has determined the necessity of locating emergency mobile response units with the CIDs. These units will allow for improved preparedness and response capabilities while managing current and future growth. It is also recommended that incentives, public/private partnerships or grants be considered in order to fund the additional units within the CIDs that may be required due to increases in development intensity in these areas.
RAC-P7	Property located within a RAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 80% of the site may be covered with impervious surfaces. For residential uses, no more than 70% of the site may be covered with impervious surfaces. When streams and/or floodplain prohibit development on portions of a site, retail development is encouraged to be two or more stories. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site		

RAC SUB-AREA CLASSIFICATIONS

The Board of Commissioners adopted maps on December 21, 1994, as an official addendum to the Future Land Use Map of the Cobb 2040 plan, and as such, represents County growth management policy in areas designated as Regional Activity Centers.

The intent of these sub-area classifications is to optimize the use of land in areas designated as Regional Activity Centers on the Cobb County Future Land Use Map by encouraging use types to develop in the most appropriate locations. Appropriateness is determined by the carrying capacity of the site, access considerations, compatibility with adjacent uses, suitability of scale and market potential. The use definitions are intentionally broad, serving to preserve much of the original flexibility of the Regional Activity Center designation while also insuring that land uses are limited to suitable areas.

Each part of the County designated as a RAC has a separate map showing the projected future land use sub-categories (Map 4.1 & Map 4.2). In addition, the RAC and its sub categories include adopted small area policy guidelines, which provide additional recommendations for specific areas describe in the guidelines.

The RAC – Sub Area Classifications and definitions are as follows including the adopted small area policy guidelines.

RAC-low density residential (RAC-ldr)

Low Density Residential provides areas that are suitable for low-density housing between one (1) and two and one-half (2.5) dwelling units per acre. Since the purpose of the Regional Activity Center is to provide for high-intensity development, the development of low density residential

should be limited to tracts on which the environment and/or terrain will not allow more intense development activity.

RAC-medium density residential (RAC-mdr)

Medium Density Residential provides areas that are suitable for medium-density housing between two and one-half (2.5) and five (5) dwelling units per acre and attached single-family residential housing that in certain circumstances may reach six (6) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses.

RAC-high density residential (RAC-hdr) – Includes Small Area Policy Guidelines

High Density Residential provides areas that are suitable for low rise, high-density housing and mixed-use developments. Mid- or high-rise residential/mixed use developments are also appropriate in this category. This shall include developments in excess of four (4) stories per structure. Because of the unique, urban characteristics of RACs, building height and density shall be reviewed on a case-by-case basis.

RAC –hdr Small Area Policy Guidelines

RAC-hdr-P1 Because of the unique circumstances regarding access to the remaining underdeveloped parcels along Wilson Road in Land Lots 429 and 430, 16th District, west of I-575, the Board of Commissioners is considering the following development regulation in the Regional Activity Center established therein:

- Parcels subject to assemblage:

The four (4) undeveloped parcels south and west of Wilson Road would be recommended (as part of an assemblage only) to only be entertained with exclusive direct frontage on Wilson Road as part of one rezoning application.

RAC-hdr-P2 In recognition of the transportation difficulties at the properties located in Land Lots 816, 840, 817 and 839 of the 17th District located on the eastern side of Cumberland Parkway, the Board of Commissioners desire to have future development conform to the Regional Activity Center future land use category within the High Density Residential subcategory. As future conditions warrant, other considerations due to changing safety, transportation or similar realities may be analyzed. The property in question is at the fringes of the Regional Activity Center well off of the core area near Interstate 75 and Cobb Parkway. Due to this distance from the most intense area in the RAC, land use intensity should begin to decrease in order to protect the surrounding residential community. In addition, access to these properties, off of Cumberland Parkway, is in an area where site distance is a major concern due to the turn in the roadway and a change in topography. Therefore, in an effort to promote safety for vehicles and pedestrians, commercial land uses would not be recommended on these properties. Also, due to the large quantity and type of residential uses in this area, the desire is to have the property developed as owner-occupied residential units at no more than 12

dwelling units per acre as detailed in the high density residential subcategory.

RAC-hdr-P3 The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (Map 4.21). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.

- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are geared towards the needs of seniors and will be reviewed on a case-by-case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
- The Planning Commission and Board of Commissioners is recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes

to zoning stipulated site plans, to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).

- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

RAC-office (RAC-off)

Office developments are considered the most appropriate development in the Office land use category. However, mixed-use developments that include retail may also be appropriate. Mid- or high-rise residential developments are also appropriate in this category.

This shall include any residential development in excess of four (4) stories per structure. Because of the unique, urban characteristics of RACs, building height and density shall be reviewed on a case-by-case basis.

RAC –off Small Area Policy Guidelines

RAC-off-P1 The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (Map 4.21). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high-intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and

redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.

- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are geared towards the needs of seniors, and will be reviewed on a case by case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.

- The Planning Commission and Board of Commissioners are recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

RAC-retail/service (RAC-rs)

Retail stores and service operations are considered the most appropriate use in the Retail/Service land use category. However, mixed-use developments that include office may also be appropriate. Residential development is inappropriate in the Retail/Service sub-area designation.

RAC-industrial (RAC-ind)

Developments in the industrial category should be confined to light industrial uses and should be compatible with the urbanized development in the RAC. In addition to light industrial, the industrial category may also include office/warehouse, and distribution and support services for commercial. Residential development is inappropriate in the Industrial designation.

RAC-open space/recreation (RAC-osr)

Open space/recreation uses do exist in several parts of the RAC, but there are opportunities to generate additional open space and community gathering spaces through urban design, the construction of pocket parks and the use of topographically challenged areas (floodplain). The uses in the floodplain areas should be restricted to passive recreation including bicycle/pedestrian trails.

RAC-Vinings transition zone (RAC-tz)

The area including the properties along both sides of Upper Stillhouse Road and River Oaks Drive, south of Cumberland Boulevard is hereby designated the Vinings Transition Zone. This transition zone is needed because of the conflict between the intense land uses in the heart of the Cumberland Regional Activity Center and the nearby low-density, single-family residential uses in Vinings south of the barricade. It is also

consistent with County policy as described elsewhere in the Cobb 2040 plan regarding the necessity to provide appropriate transitions between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the extreme topographical, environmental and watershed concerns, the following specific development criteria are needed in the area identified as the Vinings Transition Zone.

RAC-tz Small Area Policy Guidelines

RAC-tz-P1 South of Cumberland Boulevard (realigned), higher intensity development must have access exclusively from and to Cumberland Boulevard. Stillhouse Road and River Oaks Drive have existing grades and alignments that do not appear adequate to service higher intensity development. The County has installed a permanent barricade on Stillhouse Road just south of River Oaks Drive to prevent Cumberland traffic from accessing the lower Stillhouse Road residential area.

Areas south of Cumberland Boulevard shall be developed as office or “owner occupied” residential, in a “step down” manner. Rental residential is prohibited in Cobb County’s Urban Condominium zoning district.

On properties closer to Cumberland Boulevard, with access exclusively from and to Cumberland Boulevard, the appropriate use is office. Intensity should “step down” from High-Rise Office on properties fronting Cumberland Boulevard to Mid-

Rise Office to Office & Institutional, as development gets progressively further from Cumberland Boulevard.

Residential densities should be “transitional” with lower densities than those appropriate in central portions of the “Urban Core” of the Cumberland Community Improvement District. Development in the Vinings Transition Zone should proceed in a “step down” manner, from higher intensity uses along Cumberland Boulevard to lower intensity uses near the Stillhouse Road barricade.

Due to the steep terrain and unique environmental features (being within the Chattahoochee watershed), development should be planned to minimize land disturbance, “building footprints” and impervious surface. In order to accomplish this objective, building height may be allowed to go higher than normal in exchange for decreasing impervious surface and land disturbance. Building height cannot be increased for the purpose of exceeding density or square footage that would have otherwise been allowed.

Development along the southern edge of the Transition Zone closest to the Stillhouse Road barricade should be residential development that maintains at least a 110-ft. radius of undisturbed buffer, as measured from the intersection of the right of ways of Stillhouse Lane and River Oaks Drive.

Building heights may be flexible in order to enhance these buffers and protect residents or natural features along the edge.

RAC APPROPRIATE ZONING CATEGORIES

The purpose of the RAC is to provide for areas that can support a high intensity of development that serves a regional market. Typical uses include high-rise office buildings, malls and varying densities of residential development. Allowable Zoning: **RA-6, RM-8, RM-12, RM-16, FST, RSL (supportive, non-supportive, non-supportive urban), UC, LRO, O&I, OHR, OMR, OS, CRC, GC, LRC, NRC, PSC, RRC, TS, PVC, UVC, NS**

COMMUNITY ACTIVITY CENTER (CAC)



The purpose of the Community Activity Center category is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low- to mid-rise office buildings and department stores. Policy guidelines and Small Area Policy Guidelines for this category are listed below.

CAC Policy Guidelines

- | | |
|---------------|--|
| CAC-P1 | Low- to medium- intensity office, retail and commercial service uses should be encouraged to locate in Community Activity Centers. |
| CAC-P2 | Office uses should be limited to four stories. However, any non-residential uses that are located along Dallas Highway (State Route 120 from John Ward Road to Paulding County line) in West Cobb would be limited to three stories. The appropriateness of this limitation is based on the local Scenic Highway designation currently assigned to this portion of Dallas Highway. |

CAC-P3	Floor area ratios (FAR) should be no greater than 0.75 for office uses and 0.25 for retail uses.
CAC-P4	Community Activity Centers should be primarily located near the intersection of a freeway interchange and arterial road or the intersection of two arterials.
CAC-P5	Retail uses shall be encouraged where direct access to the arterial is available and where safe turning movements are possible. Inter-parcel access is encouraged.
CAC-P6	A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low-intensity office or higher density residential uses.
CAC-P7	More intense uses should be focused on those properties near the geographic center of the CAC and away from existing residential development.
CAC-P8	Nodal development should be encouraged.
CAC-P9	Commercial service uses with outdoor activities should be encouraged in Community Activity Centers only if outdoor storage and activities are screened and buffered from adjacent uses.
CAC-P10	Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site

submitted for zoning or development prior to the calculation of residential density.

CAC-P11 Property located within a CAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stores. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site development, stream and floodplain shall be identified as open space.

CAC Small Area Policy Guidelines

CAC-P12 In recognition of the existing zoning and uses along U.S. 41 between Mars Hill Road and Lake Acworth Drive, in addition to the recently installed sewer interceptor in the general area of U.S. 41 and Mars Hill Road, the Board of Commissioners has established a CAC along U.S. 41 between Mars Hill Road and Lake Acworth Drive. Even with the installation of the new interceptor, non-residential development within the CAC along the west side of U.S. 41 between Lake Acworth Drive and Mars Hill Road will be unable to "tie into" public sewer. Because of the environmentally sensitive nature of this general area and the proximity

to Lake Acworth and Allatoona Reservoir, it will be very important for the County to limit and scrutinize commercial uses. Specifically, the Board of Commissioners will attempt to limit future commercial development (which will utilize septic wastewater system) to establishments, which have "domestic" water usage (1 single family residence equivalent per 2 acres). The Board of Commissioners will attempt to discourage uses which discharge chemicals and grease.

CAC-P13

In recognition of the existing zoning and future uses to be established at and around the intersection of Powder Springs Road and West Cobb Parkway, and in an effort to protect surrounding, established subdivisions and environmentally sensitive properties, the Board of Commissioners has established a CAC at the intersection of the West Cobb Parkway, Powder Springs Road and Macedonia Road. Because of this Community Activity Center's proximity to an established subdivision (westerly) and a tributary to Noses Creek, the Board of Commissioners will only consider uses permitted within the Office & Institutional (O&I) and Low Rise Office (LRO) zoning districts at the corners of West Cobb Parkway and Macedonia Road, with a minimum 25-ft. buffer along the western boundaries. Architectural compatibility with the planned shopping center at the intersection of West Cobb and Powder Springs Road will be of paramount importance and applications for rezoning of property in this area will be evaluated for appropriateness based

on these criteria. (Map 4.10)

CAC-P14

In recognition of the existing commercial and residential zoning established in the Austell-Powder Springs Road/Oak Street area, and in an effort to reduce the opportunity for land use conflicts in the future, the City of Austell and Cobb County will jointly discuss any zoning or land use changes in the vicinity. The purpose of discussion will be to minimize impacts of commercial development on residential uses and to evaluate the Future Land Use Map recommendations for the property periodically.

CAC-P15

In recognition of the existing zoning and future uses to be established at and around the intersection of Blair Bridge Road and Riverside Parkway (formerly Six Flags Drive) and in an effort to protect surrounding, established neighborhoods and environmentally sensitive properties, the Board of Commissioners has established a CAC at the intersection of Blair Bridge Road and Riverside Parkway (formerly Six Flags Drive). Because of the Community Activity Center's proximity to established subdivisions and a tributary to Sweetwater Creek (water supply watershed for the City of East Point), the Board of Commissioners will only consider uses permitted within the LRO zoning district.

CAC-P16

In recognition of the existing zoning and future uses along River View Road and in an effort to protect surrounding, established subdivisions and environmentally sensitive properties, the Board of

	Commissioners has established a CAC along River View Road, west of South Cobb Drive, in Land Lots 754 and 759. The Board of Commissioners will only consider uses permitted within the LRO zoning district.		
CAC-P17	In recognition of the existing zoning and future uses along Chastain Meadows Parkway and in an effort to protect environmentally sensitive properties around Noonday Creek and the County's proposed regional detention facility on Chastain Meadows Parkway, the Board of Commissioners has established a CAC along Chastain Meadows Parkway. This CAC is located in Land Lots 427, 428, 437, 438, 499, 500, 509, 510, 511, 570, 571, 572, 581, 582 and 583 of the 16 th District. Because of the Community Activity Center's proximity to Noonday Creek, a proposed County regional detention facility and established/newly developed residential communities along Bells Ferry Road and Chastain Road, the Board of Commissioners will only consider office and distribution type uses along Chastain Meadows Parkway, north and east of the County's proposed regional detention facility in Land Lots 437, 438, 499, 500, 509, 510, 511 and 570 of the 16 th District. In Land Lots 427 and 428 of the 16 th District, the Board of Commissioners will only consider office type uses.		
CAC-P18	In recognition of the existing zoning, and future uses around the intersections of North Cobb Parkway, Greers Chapel Road and Mary Ada Drive, the Board of Commissioners has determined the necessity for a		
			unified development plan. All highlighted properties or substantial combination thereof, must be assembled and included in one rezoning/development plan. Any new development within highlighted portion will be restricted for owner occupied residential only. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based upon these criteria. (Map 4.11)
		CAC-P19	The subject parcel located within the Community Activity Center node at the southernmost intersection between Barrett Parkway and Villa Rica Way is encouraged to be developed in the future to an office-related land use proposal.
		CAC-P20	The parcels along Veterans Memorial Highway, east of the City of Austell are in need of redevelopment. Allowing mixed-use developments in this area will assist in creating live work areas as well as reduce traffic congestion and improve traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically by encouraging village-style developments with residential over retail/office along major streets. On the minor streets within the development, stand-alone residential would be appropriate as long as there is a vertical mixed-use component included in the project. All areas of the new mixed-use development should be pedestrian

friendly. Some of the basic characteristics of these developments should include:

- Well-designed buildings that create a frame for the street system by being constructed close to the sidewalk.
- On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the particular roadway classification.
- Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.
- Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project and proximity to other stable residential uses.
- In order to make mixed-use developments along this corridor successful, scale is an important component. Mixed-use buildings should be no more than three stories tall. The three-story height limit will provide the necessary density to

financially allow a mixed-use development and it will also provide a consistency of scale with the surrounding residential neighborhoods.

- Residential uses in the mixed-use developments should provide for additional owner-occupied housing opportunities.
- Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

CAC-P21

The parcels along Mableton Parkway from Veterans Memorial Highway to Hunnicut Drive are in need of redevelopment and revitalization. Allowing mixed-use developments in this area will assist in creating live work areas as well as reduce traffic congestion and improve traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically or horizontally by encouraging village-style developments with residential over retail/office along major streets. On the minor streets within the development, stand-alone residential would be appropriate as long as there is a commercial or a LRO component fronting Mableton Parkway. All areas of the new mixed-use development should be pedestrian friendly. Some of the basic characteristics of these developments should include:

- Well-designed buildings that create a frame for the street system by being constructed close to the sidewalk
- On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the particular roadway classification.
- Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.
- Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project and proximity to other stable residential uses.
- In order to make mixed-use developments along this corridor successful, scale is an important component. Mixed-use buildings should be no more than three stories tall. The three-story height limit will provide the necessary density to financially allow a mixed-use development and it will also provide a consistency of scale with the surrounding residential neighborhoods.

- Residential uses in the mixed-use developments should provide for additional owner-occupied housing opportunities.
- Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

CAC-P22

In recognition of the need to promote quality redevelopment, create new residential opportunities, and encourage new medical service uses at the intersection of Austell Road and the East West Connector, the properties are placed in the Community Activity Center (CAC) future land use category. The Board of Commissioners, in an effort to develop a long-term vision for improvements in this area of Cobb County, funded the creation of the Austell Corridor Livable Centers Initiative Study. These properties were identified in the study as an area appropriate for a mixed-use development in a manner consistent with the findings and acceptance language of the study document. In addition to promoting a combination of residential and office/retail development, a special focus in this area should be on supporting and expanding medical-related office and service uses due to the proximity of Cobb General Hospital.

CAC-P23	In recognition of the existing land uses, zoning and future land uses along Bells Ferry Road, south of Interstate 75, the Board of Commissioners has established a Community Activity Center on the west side of Bells Ferry Road. Due to this CAC's proximity to the Tommy Nobis Center and other office and medical uses, it is not desired to have this be a commercial activity center, but one that supports office and medical uses; thus, the Board of Commissioners will only consider uses permitted within the O&I zoning district or zoning districts with explicit uses for office and medical facilities.	to established neighborhoods the Board of Commissioners encourages the following zoning on the parcels: RSL, SC, LRO, O&I, CRC, GC, LRC and NRC. Preferred uses on this property would include residential, retail and office. Others may be considered on a case-by-case basis at the time of rezoning.
CAC-P24	In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense-of-place.	CAC-P26 Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Maps 4.4A – 4.4C.
CAC-P25	In order to better implement and promote quality growth along Canton Road and as a way to redevelop a Heavy Industrial zoned property that is located adjacent to a residential community, the Board of Commissioners has established a CAC for the property on the east side of Canton Road adjacent to the Northeastern Railroad Company right-of-way. Because of this Community Activity Center's proximity	CAC-P27 In an effort to encourage redevelopment in areas along Riverside Parkway (formerly Six Flags Drive) between Factory Shoals Road and I-20, high-density developments and mixed-use developments are encouraged. To facilitate this redevelopment, Cobb County has established a Redevelopment Overlay District (ROD) for the Riverside Parkway (formerly Six Flags Drive) corridor from Factory Shoals Road to the I-20 interchange. The ROD regulations, which encourage compatible mixed uses in redevelopment areas designated in Cobb 2040, can be found in the Cobb County zoning code. The proximity and accessibility of this area to I-20, I-285 and downtown Atlanta and the age of the existing housing stock make it a prime candidate for redevelopment

opportunities. Redevelopment fronting Riverside Parkway (formerly Six Flags Drive) may require additional donation of right-of-way so that planned streetscape improvements can be implemented along the corridor. Refer to the Six Flags Road Corridor Study for additional details. See Map 4.9E for proposed ROD boundaries.

CAC-P28

In recognition of the efforts to improve the quality-of-life of residents and businesses in the Mableton area, the Board of Commissioners encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional Commissions Lifelong Communities Program.

With increasing life expectancies and varying levels of ability of the County's aging population, traditional building forms may be modified to reflect this new reality. Also, connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages become essential for older adults. The Board of Commissioners supports staff coordination with other County departments and the community

through public involvement to encourage these goals.

Due to the physical layout of Mableton, development efforts will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land management techniques such as land trust, tax allocation districts or other such policies and programs that could assist in meeting this desire. This proposed design could substantially improve the area's economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity and walkability missing in most of the Mableton area. Staff is committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living. By combining these with the flagship Mable House property enhancements, this would provide an exemplary healthy living environment for Lifelong Communities.

CAC-P29

In order to better implement and promote the revitalization and rejuvenation of land uses within the Powers Ferry Master Plan, the Board of Commissioners will encourage new development and redevelopment within the Powers Ferry study area. New development should be constructed in a manner that supports the goals and policies of the Powers Ferry Master Plan. The Board of

Commissioners encourages sustainable mixed-use development, including residential, commercial and office uses within the Village Center and catalysts sites, as well as the rehabilitation and redevelopment of multi-family dwellings within the Redevelopment Area as defined by the Powers Ferry Master Plan.

CAC-P30

The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities, as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will

ensure the desirability and viability of the surrounding community.

CAC APPROPRIATE ZONING CATEGORIES

The purpose of the CAC is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical uses include low- to mid-rise office buildings and department stores. Allowable Zoning: SC, LRO, O&I, OS, CRC, GC, LRC, NRC, PSC, TS, PVC, UVC, NS, RSL (supportive & non-supportive)

NEIGHBORHOOD ACTIVITY CENTER (CAC)



The purpose of the Neighborhood Activity Center category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores. Policy Guidelines and Small Area Policy Guidelines for this category are listed below.

NAC Policy Guidelines

- NAC-P1** Low-intensity office and retail uses should be encouraged to locate in Neighborhood Activity Centers.
- NAC-P2** Office and retail uses should be limited to a maximum of two stories.
- NAC-P3** Floor area ratios (FAR) should be less than 0.5 for office uses and less than 0.25 for retail uses.

- NAC-P4** A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low-intensity office uses or higher density residential uses.
- NAC-P5** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development before the calculation of residential density.
- NAC-P6** Property located within a NAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stories. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining developments is also encouraged. Upon site development, streams and floodplain shall be identified as open space.
- NAC-P7** To ensure neighborhood compatibility, retail uses should also be limited in total floor area.
- NAC-P8** All uses should be adequately buffered to protect the stability of surrounding residential neighborhoods.

NAC Small Area Policy Guidelines

NAC-P9

Because of the unique circumstances associated with the Johnson Ferry Road/Waterfront Drive area of the East Planning Area, the Board of Commissioners is considering the following redevelopment scenario for the Johnson Ferry Estates Subdivision and the neighborhood activity center established therein:

- Parcels not subject to an assemblage:
 - The eleven (11) parcels, from southwest intersection of Johnson Ferry Road and Shallowford Road southward, with exclusive direct frontage on Johnson Ferry Road would be recommended for the NRC district and its permitted uses.
 - The one parcel immediately west of the "Postel" property, southwest of the intersection of Johnson Ferry and Shallowford, on Shallowford Road would only be recommended for the Limited Retail Commercial (LRC) zoning district and its permitted uses.
 - The nine parcels immediately west of the aforementioned LRC area on Shallowford Road, just past the western land lot line of Land Lot 467 in the 16th district would only be recommended for the Low Rise Office (LRO)

district and its permitted uses. The westernmost parcel shall provide a twenty-five ft. (25') landscaped buffer along the western edge upon rezoning and development.

- Parcels subject to an assemblage
 - The nine parcels (9) with exclusive direct frontage on Waterfront Drive would be recommended (as part of an assemblage only) for a Neighborhood Retail Commercial (NRC) district and its permitted uses. It is very important to note that these parcels would only be entertained if all were combined together in conjunction with the four (4) parcels with exclusive direct frontage on Waterfront Drive as one rezoning application. Buffer and berm must be configured as shown on the conceptual plan contained in the Planning Division and Zoning Division offices:
- Guidelines for parcels subject to an assemblage
 - All properties designated as subject to assemblage must be included in one rezoning application.

- Waterfront Drive to be addressed during the application for rezoning involving these parcels.
- The existing lake may be reconfigured to allow for better compliance and conformance with this conceptual redevelopment scenario.
- A minimum seventy-five (75') foot buffer with a minimum ten (10') foot high berm (on western edge of 75' buffer) will be required along western land lot line of Land Lot 470. The buffer and berm shall be designed and constructed so to shield westerly residential properties from noise and lights which may result from the development of the assemblage.
- In order to diversify land use and enhance the livability of the existing activity center, vertical and horizontal mixed-use projects should be encouraged along with single-family dwelling units.
- General Notes
 - Site-specific criteria, such as landscape materials, building materials and architectural style, lighting, signage, parking, etc. will be determined when the Planning Commission

and the Board of Commissioners are presented with a complete assemblage as part of a rezoning application, as previously mentioned.

- A copy of the conceptual site plan is available through the Planning Division and Zoning Division of Cobb County.

NAC-P10

In accordance with the action of the Board of Commissioners on December 21, 1994, an area at the intersection of Floyd and Hicks Roads is designated as a NAC on the Future Land Use Map. The area encompassed by this designation is limited to that shown as proposed on the map adopted by the Board of Commissioners on December 21, 1994. Said area shall not extend to the north beyond the AT&T telephone transmission easement located in land lot 29 of the 17th district and land lot 1073 of the 19th district.

NAC-P11

In accordance with the action of the Board of Commissioners on December 21, 1994, the existing NAC shown on the Future Land Use Map at the intersection of Bells Ferry Road and I-575 is extended to encompass the area of the intersection of Bells Ferry Road and Shallowford Road. The area designated as NAC consists of that shown as proposed on the map adopted by the Board of Commissioners on December 21, 1994: and as amended, October 28, 1999. Additionally, the Board

of Commissioners has adopted, as land use policy, the specific zoning designations represented on the map adopted on December 21, 1994. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these specific zoning designations. (Map 4.12)

NAC-P12

In order to establish a reasonable node cutoff point southwest of the existing CAC at Dallas Highway and Ridgeway Road, the Board of Commissioners has established a NAC at the southeast corner of Old Dallas Road and Dallas Highway in Land Lot 26 of the 19th District and Land Lot 330 of the 20th District. Because of this NAC's proximity to residential uses along Old Dallas Road and Twin Oaks Drive, in addition to its relatively shallow depth, the Board of Commissioners will only consider uses permitted within the LRO zoning district. The Board will also prohibit any non-residential access for this property onto Old Dallas Road. Adequate buffering will be of paramount importance and applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.13)

NAC-P13

In recognition of the existing low-density residential uses and the medium-density residential uses planned or under construction at and around the intersection of Shallowford Road and Lassiter Road, the Board of Commissioners has established a NAC. These residential uses represent a unique

opportunity to establish a transition in land use, consistent with the nodal concept of commercial development. By adhering to such an ideal transition of land use and the nodal concept of commercial development, the Board of Commissioners can further implement the policies of the Cobb 2040 plan while protecting the transportation improvements recently completed along Lassiter and Shallowford Roads. In order to best protect these transitional residential uses and the recent transportation improvements, parcels within the activity center with only one public road frontage shall be limited to the LRO zoning district.

NAC-P14

In order to establish an appropriate land use transition from the established industrial compatible areas in the Baker/Moon Station Road area, the Board of Commissioners has established a Neighborhood Activity Center at the northeast corner of Jiles Place and Jiles Road in Land Lot 63 of the 20th District. Because of this NAC's proximity to the mixed-use community on Jiles Road (westerly), the Board of Commissioners will only consider uses permitted within the O&I and LRO zoning districts. Architectural compatibility with commercial components of the mixed-use community will be of paramount importance, as will adequate buffering. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.14)

NAC-P15

In order to better implement and promote the nodal concept of development at the intersection of Floyd Road and Nickajack Road, the Board of Commissioners has extended the NAC to the west side of Floyd Road in Land Lots 31 and 32 of the 17th District. In order to encourage development plans that are architecturally compatible with the existing uses on the east side of Floyd Road and to promote coordinated access within the NAC, the Board of Commissioners has determined the necessity for a unified development plan for this extension. All highlighted properties or substantial combination thereof, must be assembled and included in one rezoning/development plan. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based upon these criteria. (Map 4.15)

NAC-P16

In accordance with the action of the Board of Commissioners on January 17, 2017, and in an effort to provide for a step down in intensity so as to mitigate any future land use conflicts between the surrounding residential uses and the commercial uses on the west side of Floyd Road, north of White Boulevard, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on any redevelopment of the tracts within the NAC future land use category in order to

protect residential uses and to provide a transition between land uses.

NAC-P17

In order to mitigate the land use conflicts that could arise from converting single-family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the Westhaven Subdivision within the Dallas Highway/Due West Road NAC (Land Lot 333 of the 20th District). All highlighted properties or substantial combination thereof must be assembled and included in one rezoning/development plan. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance. Assemblage rezoning applications will be evaluated for appropriateness based on these criteria. The area is shown in Map 4.16. This is appropriate given the unique nature of the NAC on the south side of Dallas Highway. Because a portion of the NAC on the south side of Dallas Highway is heavily wooded and largely undeveloped, the Board of Commissioners is considering the following development requirements for this portion of the NAC on the south side of Dallas Highway.

- Low rise office use only.
- Any new development within highlighted portion will be subject to minimum fifty (50') foot setback from Dallas Highway.

- Any new development within the highlighted portion must have a compatible architectural style with the existing shopping center on the north side of Dallas Highway (Village Green Shopping Center).

NAC-P18

In order to better implement and promote the nodal concept of development and eliminate any potential for expanding the NAC, the Board of Commissioners has slightly expanded the NAC at Sandy Plains Road and SR-92. This expansion was done with carefully negotiated, highly restrictive zoning stipulations designed to protect the adjacent residential areas and eliminate any potential for further expansion through the life of this plan. Among the more important stipulations that will accomplish this task include an unprecedented 175-ft. R-15 buffer totaling 6.61 acres (zoning stipulation and 20-year covenant), square footage maximums, use limitations and the formation of an architectural review committee. (Map 4.17)

NAC-P19

In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC at Sandy Plains Road and Ebenezer Road. Because this expansion was done to provide for improved node boundaries, in addition to providing an improved transition in land use northwesterly, the Board of Commissioners will

consider the following development requirements for this NAC on the northwest side of Sandy Plains.

- No Access to Bryant Lane or Beaver Shop Road
- Low rise office use only
- No outside storage

NAC-P20

In recognition of the unique character and nature of the Paper Mill Village area, the Board of Commissioners has established a NAC at the intersection of Johnson Ferry Road and Paper Mill Road. Because of the unique nature and mixture of land uses within the village, in addition to the consistent architectural theme within the village, the Board of Commissioners will only consider uses permitted within the O&I and LRO zoning districts. Architectural and use compatibility with the existing components of the existing village will be of paramount importance, as will compatibility with existing access arrangements. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.18)

NAC-P21

In order to better implement and promote the nodal concept of development and encourage plans that are architecturally compatible with the existing development on Dallas Highway, the Board of Commissioners has established a Neighborhood

Activity Center on the south side of Dallas Highway and west of Lost Mountain Road, in Land Lots 82 and 83. Because of utility encumbrances, topographical limitations and limited access to Dallas Highway (SR 120), rezoning applications will be evaluated for appropriateness based upon the below criteria the Board of Commissioners are considering for development within the NAC:

- All properties or a substantial combination thereof, must be assembled and included in one rezoning/development plan.
- New development will utilize ground-based monument signage with no outside storage.
- Any new development will be subject to a minimum fifty (50') foot setback from Dallas Highway and a minimum 100-foot buffer to adjacent residential uses.
- Inter-parcel access will be provided with ingress/egress via Lost Mountain Road.
- Low-rise office or limited retail commercial only.

NAC-P22

In accordance with the action of the Board of Commissioners on January 17, 2017, it is equally important that the NAC portion of the Mars Hill and Lost Mountain commercial node be constrained by Parcels 3 and 4 in Land Lot 82 of the 19th District to

the west and Parcel 8 in Land Lot 82 of the 19th District to the south. Constraining the commercial area in this manner will help to preserve the residential nature of the surround community by limiting further commercial growth along the Dallas Highway corridor.

NAC-P23

In order to establish a node cutoff point southeast of the existing CAC at Dallas Highway and Ridgeway Road, the Board of Commissioners has established a NAC on the southeast side of the West Cobb Parkway, north of Goose Ridge. Due to this NAC's proximity to residential uses along the West Cobb Parkway and Goose Ridge, the Board of Commissioners will only consider uses permitted within the LRO zoning district. Residentially compatible architecture will be of paramount importance, as will limitations of impervious surfaces to protect an existing lake within the NAC. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.13)

NAC-P24

In order to establish a node cutoff point west of the existing NAC at the intersection of Macland Road and John Ward Road, the Board of Commissioners is encouraging low-density residential development west of the node boundary/intersection. The Board of Commissioners has determined this is appropriate based on the rural nature of the area, the proximity to an established and not fully developed CAC along

	Macland Road and Powder Springs Road and the potential for successful residential development due to the size and configuration of vacant tracts in this area. For the parcel within the NAC zoned October 2000, the Board of Commissioners will only consider uses permitted with the LRO zoning district with ground-based monument signage, no outside storage and a minimum fifty (50') foot landscaped buffer to adjacent property.	
NAC-P25	In order to better implement and promote the nodal concept of development and eliminate any potential for expanding the NAC, the Board of Commissioners has slightly expanded the NAC at Lost Mountain and Macland Road. Because this expansion was done to provide for improved node boundaries, in addition to preserving a potentially historic structure while complementing the existing institutional uses and improving land use transition northeasterly, the Board of Commissioners will consider the following development requirements for this portion of the NAC on the north side of Macland Road, east of Lost Mountain Road in Land Lot 428 of the 19th District: • All properties or substantial combination thereof must be assembled and included in one rezoning/development plan • Low-rise office use only • Existing structure must be utilized	• Minimum fifty (50') foot buffers must be provided along the northern and eastern property lines NAC-P26 In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC at Floyd Road and the Silver Comet Trail. Because this expansion was done to provide for improved node boundaries and to complement the nearby uses supporting the Silver Comet Trail, the Board of Commissioners will consider the following development requirements for this portion of the NAC on the west side of Floyd Road, north of the Silver Comet Trail in Land Lot 998 of the 19th District. • Low-rise office use • Existing structure must be utilized NAC-P27 In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC on Scufflegrit Road near Sandy Plains Road, as shown in Map 4.19. The Board of Commissioners has also determined that all properties within this extension must be assembled and included in one rezoning/development plan. NAC-P28 In recognition of the existing and planned commercial activity in Paulding County, on the Cobb

County border and in order to foster coordination with land use trends outside of the County's control, the Board of Commissioners has established a NAC at the Paulding County line on the north and south sides of Dallas Highway.

- The portion of the NAC node on the north side of Dallas Highway shall consist of the two parcels directly abutting the Paulding County line known as Parcel 4, Land Lot 144 of the 19th District and Parcel 2 Land Lot 79 of the 19th District. The two parcels contained in this node should be developed in an assemblage and the integrity of the waterway should be preserved through adequate buffering. It is equally important that this NAC node be constrained by Parcel 5 in Land Lot 79 of the 19th District and the existing creek on the eastern property line. Constraining the commercial area in this manner will help to preserve the residential nature of the surrounding community by denying commercial access to Old Dallas Road and limiting further commercial growth along the Dallas highway corridor.
- The portion of the NAC node on the south side of Dallas Highway shall consist of the parcels in Land Lot 144 of the 19th District, south of Dallas Highway, adjacent to Paulding County. The parcels should also be developed in an assemblage. Constraining the commercial area in

this manner will help to preserve the residential nature of the surrounding community and protect the areas natural resources by denying commercial access to Poplar Springs Road, limiting further commercial growth along the Dallas Highway corridor and establishing a substantial natural buffer between the commercial activity and a tributary in the Noonday watershed. In addition, adequate buffering should be established between any future commercial uses and the adjacent residential properties through the use of berms.

NAC-P29

In order to mitigate the land use conflicts that could arise from converting single-family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the NAC on the west side of Due West Road, South of Kennesaw Due West Road consisting of the following parcels in Land Lot 296 of the 20th District: 13, 14, 15, 16, 65, 103, and 182. The unified development plan in this area will allow for commercial development without compromising traffic mobility by reducing curb cuts and improving inter-parcel access

NAC-P30

The Board of Commissioners, in an effort to mitigate problems with noise and light pollution from commercial uses southwest of Kemp Ridge Road reaching single-family neighborhoods to the northeast, has placed these lots in the NAC category.

Residential use in this area would be appropriate if it were a unified development consisting of an assemblage of the properties with a preferred development type being single-family attached homes. It is important that the new housing units built develop a design that respects the mass, scale, siting and form of other buildings in the area to mitigate the negative influences of the neighboring commercial property. In the case of commercial or retail uses, maximum attention would be given to buffering the properties in the City of Acworth. Appropriate mitigation of sound and light pollution is required, in addition specific uses and intensity restrictions would be placed on the commercial activity to enhance the livability of these neighborhoods.

NAC-P31 The Board of Commissioners, in an effort to mitigate traffic congestion along Hawkins Store Road encourage the NAC properties on Hawkins Store Road, east of Bells Ferry Road, to be developed as an assemblage in a unified development. The Board of Commissioners will only consider uses permitted within the LRO zoning district.

NAC-P32 In order to better implement and promote the nodal concept of development at the existing NAC area on the north side of Macland Road, north of Turner Road, east of Ernest Barrett Parkway, the Board of Commissioners has expanded this NAC over to Ernest Barrett Parkway in order to create a more

reasonable node cutoff point. In order to contain the NAC to these parcels and restrict continued commercial development along Ernest Barrett Parkway, a transition in scale and use should occur that will minimize negative impacts of development on the properties to the north. Less intense office uses and/or buffers should be used to create a needed transition to the surrounding residential areas. The two parcels and potentially some remnant right-of-way lands, may be in a unified development plan in order to promote coordinated access onto roadways. Architectural compatibility with the surrounding area is of utmost importance in the decision-making process in this node. Architectural styles should complement the rural heritage of this section of Cobb County including features such as split rail fencing, streetscaping, substantial landscape treatments and mixture of natural materials, brick, and/or fiber cement siding on the building facades. Stucco, concrete block and vinyl siding are some examples of inappropriate architectural facades. Lighting should be contained on site so as to not detract from neighboring users' quality-of-life. (Map 4.20)

NAC-P33 In order to establish an appropriate land use transition from the industrial area on the south side of Big Shanty Road at Chastain Road to the residential area to the north of Big Shanty Road, the Board of Commissioners has established a small Neighborhood Activity Center at the northwest

corner of Big Shanty Road and Chastain Road in Land Lot 132 of the 20th District. Due to this NAC's proximity to residential uses to the north and Kennesaw State University to the east, the Board of Commissioners will only consider uses permitted within the LRO zoning district and other institutional uses associates with Kennesaw State University in a manner that respects the adjacent residential properties.

NAC-P34

In order to better implement and promote the nodal concept of development at the intersection of Sandy Plains Road and Trickum Road, the Board of Commissioners has extended the NAC to the east side of Trickum Road in Land Lot 482 of the 16th District. In order to encourage coordinated access within the NAC, the Board of Commissioners has determined the necessity for a unified development plan for this extension. Buffering to adjacent residential uses, architectural compatibility, assemblage of parcels and land use transition will be of paramount importance and any rezoning application for these properties will be evaluated for appropriateness based upon these criteria. Due to this NAC's proximity to residential uses, the Board of Commissioners will only consider uses permitted within the LRO zoning district in a manner that respects the adjacent residential properties.

NAC-P35

In order to better implement and promote quality growth along Canton Road, the Board of

Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense of place.

NAC-P36

Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties, with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Maps 4.4A – 4.4C.

NAC-P37

In order to improve pedestrian accessibility and provide transportation alternatives in the Village Green Neighborhood Activity Center (NAC) located on Dallas Highway, as depicted in Map 4.16, new zoning applications and new transportation improvements will be requested to incorporate the following items into their proposals: Construct sidewalks where sidewalk gaps exist or where the system can be expanded on the subject site(s); Incorporate and construct the 10' Dallas Highway trail per standards established by the Cobb County Department of Transportation; Connect existing, proposed or requested sidewalks to interior

pedestrian networks on the site(s) to facilitate the movement of pedestrians from the public right-of-way to the uses on the subject property; Incorporate medians where wide curb cuts are constructed to accommodate more than three vehicle lanes; Where transportation improvements are required due to Developments of Regional Impact, incorporate pedestrian refuge islands to facilitate pedestrian movement across Dallas Highway, Old Hamilton Road, Casteel Road and/or Old Due West Road. Pedestrian refuge islands are also requested to facilitate pedestrian movement across Dallas Highway at the Village Green shopping center and Avenues at West Cobb.

NAC-P38

In order to protect the residential character of the area and surrounding property owners, the Neighborhood Activity Center (NAC) on the north side of Paces Ferry Road at the Chattahoochee River will be cut off of any potential commercial encroachment along Paces Ferry Road on the north and south side of the roadway. Said area shall not extend to the north or south beyond the boundaries of the existing commercial activity. The Board of Commissioners will only consider residential developments consistent with the residential character for the parcels surrounding this area. Also, requests for development in this NAC should carefully consider impervious surface and building height impacts on the community as part of the decision-making process.

NAC-P39

In order to mitigate land use conflicts that could arise by converting single-family homes and lots to individual commercial uses, the NAC expansion located at the intersection of Shallowford Road and Trickum Road has expanded west on the south side of Shallowford Road to include parcels 12 and part of parcel 13 located in the 16th District in Land Lot 310 and parcel 3 in the 16th District in Land Lot 339. Due to the NAC's proximity to low-density residential neighborhoods, the Board of Commissioners encourages low impact, commercial uses on these properties. Any proposed buildings should maintain residential characteristics to ensure compatibility with surrounding residential structures. Signage, lighting and traffic should be instituted in a manner that provides for an adequate transition to the neighboring subdivision. Finally, buffering should be incorporated to protect adjacent residential properties.

NAC-P40

In recognition of the changing conditions along Kennesaw Avenue, the Board of Commissioners recommends that the approximate 1.1 acre parcel on the south side of Hames Road and east side of Kennesaw Avenue be amended to the Neighborhood Activity Center (NAC) future land use category. In an effort to provide a more compatible use with the neighboring residential community, the following zoning categories are to be encouraged: Low Rise Office (LRO) or Office/Services (OS).

NAC-P41

The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (Map 4.21). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high-intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.
- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include

senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional office uses may be appropriate, especially if they are geared towards the needs of seniors. Applications will be reviewed on a case-by-case basis by the Planning Commission and/or Board of Commissioners.

- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
 - The Planning Commission and Board of Commissioners is recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans to determine the impact the development or

redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).

- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

NAC-P42

In an effort to mitigate any future land use conflicts and to ensure the preservation of the stable low-density, single-family residential neighborhoods that make up Vinings, it is recommended that the Neighborhood Activity Center (NAC) future land use that currently exists at and around the intersection of

Paces Ferry Road and Paces Mill Road and east of the railroad tracks should not be allowed to expand or enlarge. Any new commercial or office development or redevelopment should stay within the confines of the existing NAC. Any new development or redevelopment outside the existing NAC should be residential in nature at the appropriate density for its future land use category.

NAC-P43

The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed-use developments adjacent to stable single-

family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

NAC-P44

In recognition of the existing and changing conditions influencing the area surrounding the intersection of Third Army Road and Cobb Parkway, the Board of Commissioners have established a Neighborhood Activity Center (Map 4.23). This particular NAC encourages retail and office uses. In addition, if a proposed I-75 and Third Army Road Interchange is built, this NAC area would consider hospitality type uses. Additionally, because of the environmentally sensitive nature of this area and the proximity of Lake Allatoona, it will be important for the County to take careful stormwater runoff consideration of future uses, especially on the east side of Highway 41. The Neighborhood Activity Center area east of Highway 41 will be encouraged to utilize an environmental low impact development approach that may include wet ponds, bio-filtration ponds, vegetative swales, xeroscaping, bio-swales, rain gardens, re-irrigation ponds, rainwater harvesting and sedimentation/filtration ponds, in addition to the required standard stormwater management facilities. The Board of Commissioners will also encourage shared stormwater detention when possible.

NAC-P45

In order to establish an appropriate land use transition the Board of Commissioners has expanded the Neighborhood Activity Center (NAC) on the west side of Acworth Dallas Road in Land Lots 40 and 75 of the 20th District. In addition to the NAC expansion, the Board of Commissioners recommends low rise professional office type uses with residential architectural style. A transition in building scale and land use type will be encouraged with the most intense uses being along Acworth Dallas Road and the least intense being adjacent to residential. If office uses are adjacent to already established residential neighborhoods, an appropriate buffer will be highly recommended. Architectural compatibility, shared access and land use transition will be of paramount importance and assemblage of properties for development would be preferred and evaluated for appropriateness based on these criteria.

NAC-P46

In order to establish water quality control measures due to the environmentally sensitive nature of this area and the proximity to Lake Allatoona, it will be important for the County to scrutinize uses as it relates to stormwater runoff and sewer capacity limits along the east side of Highway 41 (Map 4.24). Because runoff drains toward Lake Allatoona, new developments will be encouraged to utilize low-impact development techniques that may include wet ponds, bio-filtration ponds, vegetative swales, xeroscaping, bio-swales, rain gardens, re-irrigation ponds, rainwater harvesting and

sedimentation/filtration ponds, in addition to the required standard stormwater management facilities. The Board of Commissioners will also encourage shared stormwater detention when possible as well as inter parcel connectivity. It is also important to note that sewer capacity will be limited due to Intergovernmental Wastewater Agreement with Paulding County.

NAC-P47

In an effort to mitigate commercial land use impacts affecting adjacent residential land uses, it is recommended any proposed development in the Neighborhood Activity Center (NAC) for an assemblage of parcels (18019000030, 18019000040, 18019000050 and 18019000060) located on the west side of Mableton Parkway, south of Boggs Road, that the Planning Commission and Board of Commissioners consider inclusion of a higher density residential component as a transition between the commercial development and the adjacent Low Density Residential (LDR) neighborhoods.

NAC-P48

In accordance with the action of the Board of Commissioners on January 17, 2017, and in order to provide for a step down in intensity so as to mitigate land use conflicts that could arise from small retail uses adjoining residential uses and converting single family residences to individual commercial uses, the Board of Commissioners has extended the NAC designation along Pat Mell Road. It shall be located north of the City of Smyrna beginning at the CAC-

designated parcels with frontage along South Cobb Drive, extending five (5) lots and portions of two (2) abutting roadways to the west to the City of Smyrna boundary on the north side of Pat Mell Road. Within this area, low rise office uses will be strongly encouraged in order to provide a transition between residential and commercial uses.

NAC-P49

In order to implement and promote a more compatible and practical land use pattern for the area along Powder Springs Road near the intersection of Flint Hill Road, as depicted in Map 4.31, Appendix 4 of the 2040 Comprehensive Plan, the Board of Commissioners recommends the establishment of a Neighborhood Activity Center. In addition, the Board of Commissioners encourages retail-oriented uses along Powder Springs Road with enhanced landscaping and architectural design. Office-oriented uses may be considered along the perimeter of the NAC with extensive buffering adjacent to existing residential uses.

(As amended January 16, 2018)

NAC-P50

In recognition of existing and changing conditions, a small commercial node has been created at the intersection of Atlanta Road and Cooper Lake Drive (CP-2-3 and CP-2-4). This is a northward expansion of the Neighborhood Activity Center at the Atlanta Road and Cumberland Parkway intersection. This node incorporates not only commercial uses, but High Density Residential at the northeast and

southwest corners of the intersection. There is also a small section of Medium Density Residential at the northwest corner of the node. It is recommended that no further extension of the commercial node at this intersection be considered. This proposal also provides a transition from the commercial and higher-density residential uses to lower-density residential and less-intense uses.
(As amended January 16, 2018)

NAC APPROPRIATE ZONING CATEGORIES

The purpose of the NAC is to provide for areas that serve neighborhood residents and businesses. Typical uses include small offices, limited retail and grocery stores. Allowable Zoning: SC, LRO, LRC, OS (special exceptions), NRC, PVC, UVC, RSL (supportive & non-supportive)

**INDUSTRIAL COMPATIBLE
(IC)**

The purpose of the Industrial Compatible category is to provide for areas that can support light industrial, office/warehouse and distribution uses. Typical land uses for these areas include professional business parks and distribution centers. Policy guidelines and Small Area Policy Guidelines for this category are listed below.

IC Policy Guidelines

- | | |
|-------|--|
| IC-P1 | Regional-serving employment areas consisting of light industrial, office/ warehouse, distribution and support commercial service uses shall be encouraged to locate in IC areas. |
| IC-P2 | Office uses should be limited in height and floor area. Floor area ratios (FAR) for offices should be less than 0.75. Office buildings should be less than four stories. |
| IC-P3 | Buffering and screening of outdoor storage shall be required in IC areas. |
| IC-P4 | Industrial processes and activities should be located inside and should not produce substantial noise, vibration or noxious by-products. |
| IC-P5 | IC areas can serve as a transitional category between more intensive uses and less intensive uses. |

IC-P6 Due to the importance of transportation in manufacturing and distribution IC area should be located where there is safe, direct access to the regional freeway system.

IC-P7 Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

IC Small Area Policy Guidelines

IC-P8 At the intersection of Kennesaw Avenue and Marble Mill Road the following restrictions may apply:

- All parcels directly abutting the right-of-way of Kennesaw Avenue between Marble Mill Road and the Marietta city limits shall be limited to the Low Rise Office (LRO), Office and Institutional (O&I) or Office/Service (OS) zoning districts in order to minimize the potential negative impact of development on adjacent residential areas.

IC-P9 Due to the existing Cobb International Business Park, the area west of US 41, north of Stanley and west of Old US 41 (SR 293) will serve as an IC area for light industrial uses. South and west of this area along Stilesboro Road, Old US 41 and the Barrett Parkway Extension, residential uses are proposed in order to buffer the nonresidential uses and the Kennesaw

Mountain National Battlefield Park. These uses will also aid the County in limiting access to the Barrett Parkway Extension, to ensure its functioning as a traffic moving roadway. It will be the County's policy to restrict access to the Barrett Parkway Extension by limiting curb cuts to the extent possible. In light of this policy, access to the residentially designated areas to the west of the US 41/Barrett Parkway intersection should be from either US 41, Old US 41 or any publicly dedicated street other than the Barrett Parkway Extension.

IC-P10 There is an IC area located along South Cobb Industrial Boulevard, west of South Cobb Drive. This area is largely surrounded by residential uses within the City of Smyrna. As additional development and redevelopment occurs in this area it will be important to consider buffering, architectural and use restrictions to protect the adjacent residential uses.

IC-P11 In recognition of the existing Heavy Industrial (HI), Light Industrial (LI) and residential zoning in the area south of Powder Springs Road, Flint Hill Road, the Silver Comet Trail and east of Carter Road and the City of Powder Springs, and in an effort to provide for appropriate buffering to adjacent residential areas and protect the floodplain and buffers associated with Noses Creek, and to encourage orderly growth and development by minimizing land use conflicts and environmental degradation of the Noses Creek corridor, stipulations will be considered by Cobb

	County and the City of Powder Springs as property is developed, rezoned and/or annexed.		submitting architectural plans and a landscape plan to assist the decision-making process.
IC-P12	In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense of place.	IC-P14	In recognition of the changing conditions along Kennesaw Ave, the Board of Commissioners recommends that the approximate 1.9 acre parcel on the north side of Kirk Road, east side of Kennesaw Avenue encourage the following zoning categories: Low Rise Office (LRO), Office/Services (OS), or Office and Institutional (O&I) in order to minimize potential impacts on nearby residential and recreational uses.
IC-P13	In recognition of the industrial, residential and recreational activities that occur near the intersection of Old Highway 41 and Kennesaw Avenue, the Board of Commissioners recommends that the approximate 8.5 acre parcel on the north side of Old Highway 41, east of White Road be amended to the Industrial Compatible (IC) future land use category. In an effort to provide a more compatible use with the neighboring residential community, the following uses be encouraged: clean industrial, medical offices or medical instrument manufacturing or storage. These are uses that can be performed internally in a structure and therefore will not have a major visual impact on this tract's transition between the primary industrial uses to the east and the residential and recreational uses to the south and west. Also, any new development on this property is recommended to be subject to a traffic study in addition to	IC-P15	The area that includes properties along the north side of Atlanta Road, east of North Church Lane and approximately .2 mile west of Log Cabin Drive (Map 4.22), is hereby designated as the Atlanta Road Transition Zone. The transition zone is needed because of the conflict between the high-intensity industrial land uses along the south side of Atlanta Road and the nearby low-density and medium-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the industrial land uses, the following specific criteria are needed in the area identified as the Atlanta Road Transition Zone: • Uses within the Atlanta Road Transition Zone should transition in nature from the high-intensity

	industrial uses along the south side of Atlanta Road to the more residential uses along Log Cabin Drive. - Industrial uses should be protected from further residential incursion on the south side of Atlanta Road. - Existing non-residential uses on the north side of Atlanta Road, within the transition zone, should encourage retail, office, services, institutional or light industrial future uses. Existing and any future light industrial properties on the north side of Atlanta Road are encouraged to not emit noise, odor or smoke to neighboring residential users.	IC-P17 In an effort to mitigate any future land use conflicts between the residential uses to the north of parcel 18042100010 and the Industrial Compatible use to the south, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project. This will protect the existing and future residential land users as well as the viability of the industrial users. IC-P18 In an effort to mitigate any future land use conflicts between the surrounding residential uses and the Industrial Compatible uses on the south side of Huddleston Drive in District 4, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the surrounding existing and future residential land users as well as the viability of the industrial users. IC-P19 In an effort to mitigate any future land use conflicts between the surrounding residential uses and the Industrial Compatible uses on the southwest side of Buckner Road and Oakdale Road in District 4, it is recommended that the planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on any redevelopment of the industrial tract in order to protect the surrounding existing and future residential land users as well as the viability of the industrial users.
IC-P16	In an effort to mitigate any future land use conflicts between the residential lots along Dogwood Circle and the Industrial Compatible use to the north of the residential uses, it is recommended that the Planning Commission and Board of Commissioners consider requiring additional and enhanced buffering and screening requirements on any industrial developments adjacent to the residential uses. This will protect the existing residential land users as well as the viability of the industrial users. The Planning Commission and Board of Commissioners should also consider access only along Veterans Memorial Highway unless otherwise deemed acceptable by the Cobb County Department of Transportation.	

IC-P20 In an effort to mitigate industrial land use impacts affecting adjacent residential land uses, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and/or screening requirements on any redevelopment of the industrial properties along the west side of Atlanta Road corridor between Austell Road and Pat Mell Road.

IC APPROPRIATE ZONING CATEGORIES

The purpose of the IC is to provide for areas that can support light industrial, office/ warehouse and distribution uses. Typical uses include professional business parks and distribution centers. Allowable Zoning: **OS, TS, LI**

INDUSTRIAL (IND)



The purpose of the Industrial category is to provide for areas that can support heavy industrial and manufacturing uses. Typical land uses for these areas include plants that convert raw materials into a finished product. Policy guidelines and Small Area Policy Guidelines for this category are listed below.

IND Policy Guidelines

- IND-P1** The primary uses within IND areas should be industrial or manufacturing. Supporting office uses should be limited in floor area and intensity. Office uses should be limited to floor area ratios (FAR) of less than 0.5.
- IND-P2** Due to the importance of transportation in manufacturing and distribution, IND areas should be located where there is safe, direct access to the regional freeway system

- IND-P3** IND areas should not be located immediately adjacent to residential areas.
- IND-P4** In reviewing new industrial development proposals, an assessment of environmental impact and impact mitigation should be conducted.
- IND-P5** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.
- IND Small Area Policy Guidelines**
- IND-P6** In an effort to mitigate any future land use conflicts between the residential lots along Regal Hills Lane and the Industrial Compatible use to the south and east of the neighborhood, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the existing residential land users as well as the viability of the industrial users.

IND APPROPRIATE ZONING CATEGORIES

The purpose of the IND is to provide for areas that can support heavy industrial and manufacturing uses. Typical uses include plants which convert raw materials into a finished product. Allowable Zoning: OS, TS, LI, HI

PRIORITY INDUSTRIAL AREA (PIA)



The purpose of the Priority Industrial Area future land use category is to support the strategic protection of the most important Industrial and Industrial Compatible land areas in unincorporated Cobb County. The Board of Commissioners have identified specific priority industrial areas (PIA). The PIA sites and sub-categories are identified in Maps 4.5 – 4.8. These sites are the areas that, through research, evaluation and industrial site selection best practices, are areas considered most important to provide future industrial type job producing sectors. Due to the urbanizing nature of Cobb County, the reduced quantity of undeveloped land and the recent trends that have converted industrial lands to other productive land uses, it is imperative to evaluate land use policy in greater detail as it relates to important industrial areas. The overall intent of this policy is to establish more stringent criteria for decision making when trying to alter the land use.

PIA SUB-AREA CLASSIFICATIONS

Each part of the County designated as a PIA has sub-categories that guide development within each of these industrial areas. The descriptions of the categories are as follows:

Priority Industrial Area - Medium Density Residential (PIA-mdr)

Medium Density Residential are areas that are currently residential at two and one-half (2.5) and five (5) dwelling units per acre that should transition to light industrial, office/warehouse, or light manufacturing uses over time.

Priority Industrial Area - Community Activity Center (PIA-cac)

Community Activity Center areas currently support retail type uses that should transition to light industrial, industrial, office/warehouse, distribution or light manufacturing uses over time. Small supportive retail uses serving the needs of the surrounding industrial users may be appropriate on a case-by-case basis in the Community Activity Center subcategory.

Priority Industrial Area - Industrial Compatible (PIA-ic)

Industrial Compatible subcategories can support light industrial, office/ warehouse and distribution uses.

Priority Industrial Area – Industrial (PIA-ind)

Industrial subcategories can support heavy industrial and manufacturing uses.

Priority Industrial Area - Transportation, Communications and Utilities (PIA-tcu)

The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, telephone switching stations, airports, etc.

Priority Industrial Area - Park, Recreation, and Conservation (PIA-prc)

The purpose of the PRC subcategory is to provide for land dedicated to permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views and historic or archaeological resources.

Policy Guidelines

The following professional evaluation and data analysis should be conducted when the Planning Commission and the Board of Commissioners are considering a land use change that alters a PIA property or areas adjacent to PIA properties from its existing Industrial or Industrial Compatible land use category to any other future land use category. In addition, the same professional evaluation and data analysis should be conducted, by the applicant, when the Planning Commission and the Board of Commissioners are requested to consider a zoning change to a PIA property or areas adjacent to PIA properties that alter its zoning designation to one that is not compatible with the Priority Industrial Area. Finally, the policy relating to “Adjacency to viable industrial areas” should be considered by the Planning Commission and the Board of Commissioners when a zoning change occurs to a property adjacent to PIA properties:

PIA-P1

Job impacts: Consider the number of existing and future industrial jobs lost, existing and future job

	opportunities for residents with less than a four-year degree, and job density at the site.
PIA-P2	Tax Base Impacts: Evaluate and compare the tax-base impacts between potential uses with the existing zoning and the proposed zoning, as well as comparing tax-base impacts to job impacts.
PIA-P3	Viability: Prioritize developments with immediate uses over potential uses without users lined up.
PIA-P4	Transition: Consider the cost of transitioning a property from one use to another through zoning. Properties made non-conforming may suffer years of deferred maintenance until a viable use surfaces.
PIA-P5	Adjacency to viable industrial areas: Consider negative impacts of residential users on adjacent and viable industrial sites, such as land price uncertainty and conflicts with residents. If a residential project is being considered adjacent to a PIA site, the Planning Commission and Board of Commissioners should consider requiring additional and enhanced buffering and screening requirements on the residential project in order to protect the residential land users as well as the viability of the adjacent industrial users.
PIA Small Area Policy Guidelines	
PIA-P6	In an effort to lessen the negative impacts on adjacent residential neighborhoods caused by

Industrial uses along the east and west side of Six Flags Parkway, west of Queens Ferry Place and Queens Ferry Drive and to maintain the purpose and intent of the PIA, it is recommended that the Board of Commissioners consider the following when rezoning properties located within the PIA Future Land Use category:

- 1.) Industrial uses that foster innovative, high-technology, and low-pollution industries;
- 2.) The use of stone, brick and/or EFIS on building facades; and
- 3.) The use of enhanced landscaping along primary road frontages to enhance aesthetics and mitigate negative impacts.

To facilitate this, the Board encourages the assemblage of smaller land parcels into single tracts. Additionally, as a means of protection for area residences, the Board encourages transitional land uses that serve as a step-down from the more intense heavy industrial uses to the less-intense residential uses. Also, in instances where an industrial use is directly adjacent to residential uses, it is recommended that a natural or enhanced buffer be established on the industrial side of the property line.

(As amended January 16, 2018)

PIA APPROPRIATE ZONING CATEGORIES

The purpose of the PIA is to provide protection for industrial areas that can support future job growth for industrial, manufacturing,

office/ warehouse, technology, biomedical and distribution uses. Typical uses are determined through the Priority Industrial Area and its subcategories. Allowable Zoning is determined by the Priority Industrial Area subcategories although all PIA sites encourage zoning categories that would allow for the placement of technology and biomedical development and non-polluting manufacturing centers.

PUBLIC/INSTITUTIONAL (PI)



The purpose of the Public/Institutional category is to provide for certain state, federal or local government uses and institutional land uses such as government building complexes, police and fire stations, colleges, churches, hospitals, etc. While the future land use map reflects existing uses, it is important to realize that uses in this category have the potential to be developed at a regional, community or neighborhood scale. Any use in this category should be developed in a manner consistent with other policies in this plan. Small Area Policy Guidelines (SAPG) for this category are listed below.

PI Small Area Policy Guidelines

PI-P1 In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to

improve the architectural quality of Canton Road in order to encourage an improved sense of place.

PI-P2

In order to establish an appropriate land use on the properties located just south of the City of Marietta along Hill Street, Garrison Road, Lakewood Road, Carnes Drive and Appleton Drive between Powder Springs Street and South Cobb Drive, the Board of Commissioners has established a High Density Residential (HDR) future land use category to assist in revitalizing this area of the County. Due to the site's proximity to existing Community Activity Center to the east and west, mixed-use to the north and High Density Residential to the south, the Board of Commissioners encourages townhome, owner-occupied units with an emphasis on urban design, inter parcel access, environmental sustainability and pedestrian accessibility to mitigate development impacts. Requests for changes in land use may be suitable if incorporated into a development assemblage, within the low to moderate range of dwelling units allowable in the HDR category and contains appropriate transitions to surrounding single-family structure.

PI-P3

The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285

are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

PI APPROPRIATE ZONING CATEGORIES

The purpose of the PI is to provide for state, federal or local government use and institutional land uses such as government building complexes, police and fire stations, colleges, churches and retirement communities.

PARK/RECREATION/ CONSERVATION (PRC)



The purpose of the Park/Recreation/Conservation category is to provide for land dedicated to active or passive recreational uses, either publicly or privately owned, including playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, etc. While the future land use map reflects existing uses, it is important to realize that uses in this category have the potential to be developed at a regional, community or neighborhood scale. Any use in this category should be developed in a manner consistent with other policies in this plan. When development plans are presented to the Board of Commissioners, the adjacent Future Land Use Map designations will be given consideration with emphasis on adequate buffering, step-down to uses of different intensity and preserving environmentally sensitive areas. In addition, this land use category includes environmentally sensitive areas such as flood plains and wetlands. These areas serve an important natural function by providing enhanced water quality protection, groundwater recharge, floodwater storage, channelization, silt retention and groundwater discharge. When it is feasible to do so, the County may consider acquiring (easement or fee simple ownership) flood plain and/or

wetland areas that would remain undeveloped to ensure these valuable functions continue unabated.

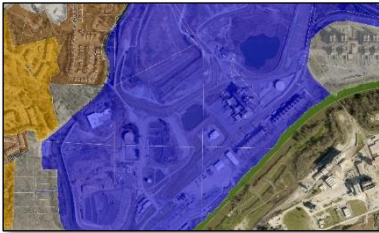
Conservation sub-category

Conservation is a sub-category of PRC for permanently protected land dedicated to passive recreation uses and land set aside to protect water quality, wetlands and areas with erodible soils, stream banks, riparian buffers, scenic view, historic and archeological resources and to reduce erosion through protection of steep slopes. These areas were either privately or publicly owned and may include playgrounds, parks, natural preserves, wildlife management areas, national forests, stream buffers, wetlands, floodplains and other similar uses purchased with local, state and federal funds. It should be noted that the existing land survey includes Conservation uses within incorporated city limits.

PRC APPROPRIATE ZONING CATEGORIES

The purpose of the PRC is to provide for land dedicated to active or passive recreation uses. Conservation is the sub-category for permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views and historic or archaeological resources.

TRANSPORTATION/ COMMUNICATION/UTILITIES (TCU)



The purpose of the Transportation/Communication/Utilities category is to provide for uses such as power generation plants, railroad facilities, communication towers, airports, etc.

TCU APPROPRIATE ZONING CATEGORIES

The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, communication towers, airports, etc.

MABLETON TOWN CENTER (MTC)



The purpose of the Mableton Town Center category is to provide for areas that institute development standards and incentives to assist residences and businesses in having a desirable mixed-use community that is a walkable, green and a vital hometown that will be an even better place to live, work and play. Throughout the Mableton community, transect zones are established to guide developments that will respond to regional characteristics and needs. Guidelines for this category are listed below:

MTC Policy Guidelines

- | | |
|---------------|--|
| MTC-P1 | Mableton should retain its natural infrastructure and visual character through growth opportunities that encourage infill development in parity with the development of new communities. |
| MTC-P2 | Developments within the area should support Traditional Neighborhood Development (TND) or |

	Regional Corridor Development (RCD) patterns and Mableton's vision of being a Lifelong Community.
MTC-P3	Transportation corridors should be planned and reserved in coordination with land use.
MTC-P4	Green corridors should be used to define and connect the town center area.
MTC-P5	The community should include a framework of infrastructure to support all modes of transportation that would coordinate with the development patterns enabled by the code.
MTC-P6	The architecture and landscape design should grow from local climate, topography, history and building space through energy efficient methods, where possible.
MTC-P7	The harmonious and orderly evolution of the built environment should be secured through regulating the form of buildings.

The following are general development standards, however more specific standards exist according to the building's form, position, functions within the Traditional Neighborhood Development (TND) or Regional Corridor Development (RCD) zone and its transect zone classification.

MTC-P8	Developments should be compatible with the density and intensity of uses based upon their building function;
MTC-P9	The lot layers, building disposition and height should be defined by specific transect zone classifications in order to ensure appropriate compatibility with land uses within and outside of the MTC;
MTC-P10	Exterior designs should be compatible with frontage standards and general requirements;
MTC-P11	Permitted building functions, including residential, lodging, office, retail, civic and other functions, should be compatible with the allowable functions of the appropriate transect zones;
MTC-P12	The quantity of required parking should be consistent with the building function;
MTC-P13	Landscaping for properties should be consistent with established frontage types.

MTC APPROPRIATE ZONING CATEGORIES

The purpose of the Mableton Town Center (MTC) category is to provide for areas that institute development standards and incentives to assist residences and businesses in having a desirable mixed-use community as well as protect the existing intact residential neighborhoods. Appropriate land uses will be determined by the specific transect zones. The zones range from T3, which is Sub-Urban

Zone focusing more on low-density residential developments to T6, which is Urban Core Zone consisting of higher intensity uses.

RURAL RESIDENTIAL (RR)



The purpose of the Rural Residential category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services and transportation corridors, or have particular sensitive environment features or scenic value. The RR category provides for development that is zero (0) to one (1) unit per acre. Specific development proposals shall be evaluated with respect to the following guidelines:

RR Policy Guidelines

- | | |
|--------------|--|
| RR-P1 | Areas that are not projected to have the basic services of water and sewer due to topographical or other constraints shall be classified as RR on the Future Land Use Map. |
| RR-P2 | Areas of the County located furthest from employment centers and major transportation corridors shall be classified as RR on the Future Land Use Map. |

- RR-P3** New residential uses should be developed in a manner that helps protect the rural character and environmentally sensitive nature of these areas.
- RR-P4** Any area of floodplain or wetland shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

RR APPROPRIATE ZONING CATEGORIES

The purpose of the RR is to provide for areas for housing from 0 to 1 dwellings/acre. Allowable Zoning: **RR, R-80, R-40, PRD**

VERY LOW DENSITY RESIDENTIAL (VLDR)



The purpose of the Very Low Density Residential category is to provide for areas that are suitable for very low-density housing, particularly in locations that may not have basic services such as sewer, or where the existing or desired residential development pattern is zero to two (2) dwelling units per acre. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

VLDR Policy Guidelines

- VLDR-P1** Areas that do not have the basic services of water and sewer shall be classified as VLDR on the Future Land Use Map.
- VLDR-P2** New residential uses should be developed in a manner that helps protect the rural/estate character of these areas.

VLDR-P3 Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

VLDR Small Area Policy Guidelines

VLDR-P4 In an effort to mitigate any future land use conflicts and to ensure the preservation of the stable low-density, single-family residential neighborhoods that make up Vinings, it is recommended that the Very Low Density Residential (VLDR) future land use that currently exists on the majority of the residential areas of Vinings, be kept in place and that any future development or redevelopment be compatible with the VLDR future land use category and the surrounding low-density, single-family neighborhoods. This area includes existing VLDR along Stillhouse Road, Paces Mill Road, New Paces Ferry Road, Paces Ferry Road, Woodland Brook Drive and associated neighborhoods off these major roads in Vinings.

VLDR APPROPRIATE ZONING CATEGORIES

The purpose of the VLDR is to provide for areas for housing, with densities of zero to two dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, OSC, PRD

LOW DENSITY RESIDENTIAL (LDR)



The purpose of the Low Density Residential category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre and non-supportive senior living housing that in certain circumstances may reach five (5) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses. This category presents a range of densities. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

LDR Policy Guidelines

LDR-P1 Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.

LDR-P2 Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and

facilities can accommodate such densities and where such proposed densities do not adversely affect the stability of existing residential areas.

LDR-P3 New residential uses should be developed in a manner that helps protect the character of these areas.

LDR-P4 Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

LDR Small Area Policy Guidelines

LDR-P5 In order to mitigate potential land use conflicts which could arise from the conversion of single-family residences and lots into more intense residential development along Kinjac Drive, north of Macby Drive, it is recommended to limit the intensity of zoning applications for consideration. New development in this area along Kinjac Drive in Land Lot 523 of the 16th District shall be limited to the LDR designation at a maximum of 2.0 units per acre net density.

LDR-P6 Given the documented low impact nature of non-supportive senior living housing on County infrastructure and services, these housing units may reach five (5) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with

adjacent residential uses. Further, any of the housing units in this category must be located along an arterial roadway, as defined by the Cobb County Thoroughfare Plan, as may be amended from time to time.

LDR-P7 In an effort to mitigate any potential land use conflicts that could arise from the conversion of single-family residences and lots into more intense residential development along Dallas Highway between Martin Ridge Subdivision and Mount Calvary Road, it is recommended to limit the intensity of zoning applications for consideration in this area. New developments in this area along Dallas Highway located in Land Lot 328 of the 20th District are recommended to be part of an assemblage proposal with vehicular access onto Mount Calvary Road. Provide sufficient buffering (determined by District Commissioner) adjacent to the existing service station to the southwest. Development shall be limited to the LDR designation.

LDR-P8 In an effort to mitigate any potential land use conflicts that could arise from the conversion of single family residences and lots into more intense residential developments between Dallas Highway to the north and Old Dallas Highway to the south and extending west from the Dallas/Old Dallas Highway intersection to the eastern boundary of the CAC node, it is recommended to limit the intensity of zoning applications for consideration in this area. New

	developments in this area are recommended to be part of an assemblage proposal with vehicular access onto Old Dallas Highway. The proposed units should be oriented towards Old Dallas Highway and provide sufficient buffering (determined by District Commissioner) adjacent to the CAC node to the west. Development shall be limited to LDR designation.		
LDR-P9	The existing PRC tract that fronts Sandy Plains Road, just northeast of the Davis Road intersection is encouraged to be developed in an assemblage plan that would combine the two (2) abutting residential tracts to the west in a LDR use proposal with direct ingress/egress access to the signalized intersection of Sandy Plains Road and Davis Road.	LDR-P11	for by a private individual provided justification for allowing additional density on this site (Land Lot 771 of the 19 th District). New development in this area along Old Tennessee Road shall be limited to the standard LDR designation.
LDR-P10	In order to mitigate potential land use conflicts that could arise from the conversion of single-family residences and lots into more intense residential development along Old Tennessee Road, north of Hurt Road, it is recommended to limit the intensity of zoning applications for consideration. The development approved on September 19, 2006, does not set a precedent for higher density residential development in the area because of proposed infrastructure improvements in this area. The developer agreed to improve Old Tennessee Road from Hurt Road to the edge of the development so that it would be a twenty-four (24') foot wide roadway and agreed to install a cul-de-sac at the end of the dead-end section of the street. This substantial investment in public infrastructure paid	LDR-P12	In an effort to encourage neighborhood compatibility, revitalization that occurs on Blair Bridge Road between Riverside Parkway (formerly Six Flags Drive) and South Gordon Road should be done in a manner that respects the existing character and density of the surrounding neighborhoods. Pockets of redevelopment should be accommodated in an effort to stabilize the housing stock, but increases in density for the new developments should be minimal.
			In an effort to halt the expansion of commercial nodes, to assist with the revitalization of declining structures, and the need to provide an adequate transition and buffering to protect the surrounding VLDR and RR neighborhoods; the properties located along the south side of Dallas Highway west of West Sandtown Road and east of Kennesaw View Drive are to be Low Density Residential (LDR). The LDR area should be constrained by Kennesaw View Drive and West Sandtown Road so that it will not set a precedent for higher densities in this area of Cobb County. Preferred developments in this LDR area would be made up of an assemblage of properties with a single curb cut on Dallas Highway. Any development should maintain the focus of the

development on Dallas Highway so that it can transition to a less intense development plan along Kennesaw View Drive in an effort to minimize impacts on the neighboring established residential areas. Densities should be a maximum of two (2) units per acre for single-family, detached dwelling units and a maximum of four (4) units per acre for developments using the Residential Senior Living zoning category.

LDR-P13 In order to establish an appropriate land use on the properties located just north of Sandy Plains Road and east of Trickum Road in Land Lot 455 of the 16th District (known as Parcels 1, 2, 3, 4 and 27), the Board of Commissioners has established and encourages this residential community to be developed in an assemblage plan. Future development in said area should include the appropriate transitions to surrounding single-family structures.

LDR-P14 In order to protect the residential character of the area and surrounding property owners, the Residential Senior Living on the southeast side of Macland Road and W Sandtown Road intersection will be expanded north to the existing Low Density Residential area to the north. Said area shall not extend beyond the boundaries of the adjacent five parcels totaling 4 acres. The Board of Commissioners will only consider senior living type developments consistent with the residential character for the parcels surrounding this area.

LDR-P15 The existing LDR tracts that front John Ward Road, just northeast of the intersection of John Ward Road and Battlefield Drive are encouraged to be developed in an assemblage plan that would combine the three (3) abutting residential tracts north of Battlefield Drive. Any development here should ensure appropriate transitions in scale and general compatibility with the existing stable residential communities.

LDR-P16 In order to provide definitive future direction for the locally designated Concord Covered Bridge Historic District within the Cobb 2040 plan, a future land use overlay shall be provided for the Historic District. This overlay will give the historic district special consideration in future planning and any new development that would require rezoning. While the Historic District is locally protected under the Cobb County Historic Preservation Ordinance, providing additional acknowledgement and consideration within the Cobb 2040 plan assures that this part of Cobb County will remain an area of historic, architectural and cultural value.

LDR-P17 In an effort to provide an adequate transition and buffering from the commercial uses along Cobb Parkway the property designated as Low Density Residential on the Future Land Use Map and located to the rear of the commercial uses on the west side of Cobb Parkway in land lot 37 of the 20th District are to be considered for senior living type developments

as long as direct access to Cobb Parkway and inter-parcel access to adjacent retail and office uses can be achieved.

LDR-P18 In accordance with the action of the Board of Commissioners on January 17, 2017, as a way to protect the low-density residential character of the area along the north and south side of Robinson Road from Lecroy Drive eastward to Holt Road, the Board of Commissioners discourages more intense commercial and / or residential uses along Robinson Road. It will only consider residential developments consistent with the single-family, detached residential character of the area within the Low Density Residential land use designation.

LDR APPROPRIATE ZONING CATEGORIES

The purpose of the LDR is to provide for areas for housing between one and two and one-half dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, R-15, OSC, RSL (non-supportive)

MEDIUM DENSITY RESIDENTIAL (MDR)



The purpose of the Medium Density Residential category is to provide for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre. This category presents a range of densities. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

MDR Policy Guidelines

- MDR-P1** Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.
- MDR-P2** Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where such proposed densities do not adversely affect the stability of existing residential uses. Single-family residential developments resulting

in densities greater than four (4) units per acre may also be limited in overall acreage due to intense deforestation, drainage, and erosion and sedimentation concerns associated with such development. Specific restrictions may be codified in the Cobb County, Georgia Zoning Ordinance.

MDR-P3 New residential uses should be developed in a manner that helps protect the character of these areas.

MDR-P4 MDR areas can serve as a transitional category between more intensive uses and less intensive uses.

MDR-P5 Affordable housing with open space and high-quality design should be encouraged to be developed in this category.

MDR-P6 Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

MDR Small Area Policy Guidelines

MDR-P7 On December 11, 2001, the Board of Commissioners adopted a land use initiative for the area on Wilhelmina Drive in an effort to control residential development patterns. Due to the area's infrastructure limitations and topographical sensitivity, the Board articulated a desire to minimize the intensity of development for this area. In order to the implement

this objective, the Board of Commissioners will only consider development below or at the midpoint of the MDR category (2.5 – 5 du/a) and require the use of Open Space Community Overlay specifications to minimize grading and impact on King's Lake.

MDR-P8 In order to mitigate the land use conflicts that can arise from converting single-family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the parcels within Land Lots 40 and 41 of the 17th District bordered by Floyd Road, Ayers Drive and Landers Road. All properties must be assembled and included in one rezoning/development plan. Architectural design encouraging two-story "brownstone" appearances, shared access, rear entry garages, no direct access to Floyd Road and land use transition will be of paramount importance. Rezoning applications will be evaluated for appropriateness based on these criteria. This is appropriate based on opportunities for commercial development on the west side of Floyd Road and to complement the Mable House historical complex.

MDR-P9 On January 21, 2003, the Board of Commissioners adopted a land use initiative for the area along Cooper Lake Road in an effort to control residential development patterns. Due to the topographical sensitivity of the surrounding area, the Board of Commissioners articulated a desire to minimize the

intensity of the development for this area. In order to implement this objective, the Board of Commissioners will only consider development below or at the midpoint of the MDR designation (2.5-5 du/a) and require the use of the Open Space Community Overlay specifications to minimize grading and impact to sites along Cooper Lake Road.

MDR-P10 The existing residential community located on the north side of Piedmont Road in Land Lots 585 and 586 of the 16th District, just west of the Canton Road intersection is encouraged to be developed in an assemblage plan, which would combine a significant number of the residential tracts into a MDR proposal with a single ingress/egress entrance onto Piedmont Road.

MDR-P11 In order to generate a more contiguous transition between the Austell Road corridor and the surrounding stable single-family detached residential areas, new housing developments along Austell Road are encouraged to contain a substantial owner-occupied component. In addition, there is a need to encourage redevelopment and revitalization of some of the antiquated multi-family developments. The redevelopment should expand senior-housing opportunities, provide additional owner-occupied opportunities and/or provide new and updated rental units that meet current market demand, as long as the total number of rental units in the development is not increased.

MDR-P12 In an effort to encourage neighborhood revitalization, redevelopment along Six Flags Parkway, from Riverside Parkway (formerly Six Flags Drive) to Discovery Boulevard, should include attached and detached single-family residential structures using the full range of allowable densities under the MDR category.

MDR-P13 In an effort to encourage residential revitalization, redevelopment along South Gordon Road, from Factory Shoals Road to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment, additional density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category.

MDR-P14 In an effort to encourage residential revitalization, redevelopment along Factory Shoals Road, from Riverside Parkway (formerly Six Flags Drive) to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment, additional density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category. Expansion of the commercial nodes should not be encouraged in this area.

MDR-P15 In recognition of the efforts to improve the quality of life of residents and businesses in the Mableton area,

the Board of Commissioners encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional Commission's Lifelong Communities Program. With increasing life expectancies and varying levels of ability of the County's aging population, traditional building forms may be modified to reflect this new reality. Also, connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages become essential for older adults. The Board of Commissioners supports staff coordination with other County departments and the community through public involvement to encourage these goals.

Due to the physical layout of Mableton, development efforts will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land-management techniques such as land trust, tax allocation districts or other such policies and programs that could assist in meeting this desire. This

proposed design could substantially improve the area's economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity and walkability missing in most of the Mableton area. Staff is committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living and combining these with the flagship Mable House property enhancements; this would provide an exemplary healthy living environment for Lifelong Communities.

MDR-P16

In an effort to encourage neighborhood compatibility and the preservation of natural resources between Atlanta Road and single-family residences to the east, the existing tract of land, known as parcel 17 in Land Lot 742 of the 17th district is encouraged to be developed at the medium-density residential scale with single-family detached homes concentrated toward the rear of the property or in a conservation focused residential development.

MDR-P17

The area that includes properties along the north side of Atlanta Road, east of North Church Lane and approximately .2 mile west of Log Cabin Drive (Map 4.22), is hereby designated as the Atlanta Road Transition Zone. The transition zone is needed because of the conflict between the high intensity industrial land uses along the south side of Atlanta Road and the nearby low-density and medium-

density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the industrial land uses, the following specific criteria are needed in the area identified as the Atlanta Road Transition Zone:

- Uses within the Atlanta Road Transition Zone should transition in nature from the high-intensity industrial uses along the south side of Atlanta Road to the more residential uses along Log Cabin Drive
- Industrial uses should be protected from further residential incursion on the south side of Atlanta Road
- Existing non-residential uses on the north side of Atlanta Road, within the transition zone, should encourage retail, office, services, institutional or light industrial future uses. Existing and any future light industrial properties on the north side of Atlanta Road are encouraged to not emit noise, odor, or smoke to neighboring residential users

MDR-P18 The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285,

and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285, require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple, smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

MDR-P19

In order to provide definitive future direction for the locally designated Clarkdale Historic District within the Cobb 2040 plan, a future land use overlay shall be provided for the Historic District. This overlay will give the historic district special consideration in future planning and any new development that would require rezoning. While the Historic District is locally protected under the Cobb County Historic

Preservation Ordinance, providing additional acknowledgement and consideration within Cobb 2040 assures that this part of Cobb County will remain an area of historic, architectural and cultural value.

MDR-P20 In an effort to mitigate any future land use conflicts between the Medium Density Residential neighborhood along Felton Lane and the Priority Industrial Area along Six Flags Parkway, it is recommended that any new development within the MDR provide appropriate buffering as determined by the Board of Commissioners.

MDR-P21 In recognition of the existing land uses, zoning and future land uses along Chastain Meadows Parkway and Big Shanty Road, the Board of Commissioners has established a Community Activity Center on the west side of Bells Ferry Road. Due to the proximity of this CAC, to stable residential communities and office uses, it is not desired to have residential or retail uses in this activity center, but instead support office and medical type land uses. Furthermore, due to the surrounding residential neighborhoods to the east, buffering to adjacent residential uses and land use transitions will be of paramount importance when reviewing development proposals.

MDR-P22 In accordance with their action on January 17, 2017, the Board of Commissioners has established an area of Medium Density Residential (MDR) north and west

of an existing Neighborhood Activity Center (NAC) at the intersection of Floyd Road and White Boulevard. This is intended to allow for a step down in intensity that would serve as a transition between the commercial uses to the south and the single family residential uses to the east, north and west. It is recommended that the western boundary of the aforementioned area of MDR be considered a line of demarcation between lower-and-higher intensity uses.

MDR APPROPRIATE ZONING CATEGORIES

The purpose of the MDR is to provide for areas for housing between two and one-half and five dwelling units per acre. Allowable Zoning: R-20, R-15, R-12, RA-5, RA-4, RD, FST, MHP, SC, PVC, RSL (non-supportive)

HIGH DENSITY RESIDENTIAL (HDR)



The purpose of the High Density Residential category is to provide for areas that are suitable for higher density housing between five (5) and twelve (12) dwelling units per acre. Density on any particular site should be sensitive to surrounding areas and should offer a reasonable transition of land use. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

HDR Policy Guidelines

- HDR-P1** Higher density housing should be located only in those areas with direct access to arterials or collectors in order to discourage neighborhood traffic intrusion and facilitate safe turning movements.
- HDR-P2** HDR areas can serve as a transitional category between more intensive uses and less intensive uses.

- HDR-P3** Affordable housing with open space and high-quality design should be encouraged to be developed in this category.
- HDR-P4** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

HDR Small Area Policy Guidelines

- HDR-P5** In an effort to encourage redevelopment in areas along Riverside Parkway (formerly Six Flags Drive) between Factory Shoals Road and I-20, higher density developments and mixed-use developments are encouraged. To facilitate this redevelopment, Cobb County has established a Redevelopment Overlay District (ROD) for the Riverside Parkway (formerly Six Flags Drive) corridor from Factory Shoals Road to the I-20 interchange. The ROD regulations, which encourage compatible mixed-uses in redevelopment areas designated in the Cobb 2040 plan, can be found in the Cobb County zoning code. The proximity and accessibility of this area to I-20, I-285 and downtown Atlanta and the age of the existing housing stock make it a prime candidate for redevelopment opportunities. Redevelopments fronting Riverside Parkway (formerly Six Flags Drive) may require additional donation of right-of-way so that planned streetscape improvements can be implemented along the corridor. Refer to the Six Flags Road Corridor Study

for additional details. See Map 4.9E for proposed ROD boundaries.

HDR-P6

In order to establish an appropriate land use on the properties located just south of the City of Marietta along Hill Street, Garrison Road, Lakewood Road, Carnes Drive and Appleton Drive between Powder Springs Street and South Cobb Drive, the Board of Commissioners has established a High Density Residential (HDR) future land use category to assist in revitalizing this area of the County. Due to the site's proximity to existing Community Activity Center to the east and west, mixed-use to the north and High Density Residential to the south, the Board of Commissioners encourages townhome, owner-occupied units with an emphasis on urban design, inter parcel access, environmental sustainability and pedestrian accessibility to mitigate development impacts. Requests for changes in land use may be suitable if incorporated into a development assemblage, within the low to moderate range of dwelling units allowable in the HDR category and contains appropriate transitions to surrounding single-family structure.

HDR-P7

In order to better implement and promote the revitalization and rejuvenation of land uses within the Powers Ferry Master Plan, the Board of Commissioners will encourage new development and redevelopment within the Powers Ferry study area. New development should be constructed in a

manner that supports the goals and policies of the Powers Ferry Master Plan. The Board of Commissioners encourages sustainable mixed-use development, including residential, commercial and office uses within the Village Center and catalysts sites, as well as the rehabilitation and redevelopment of multi-family dwellings within the Redevelopment Area as defined by the Powers Ferry Master Plan.

HDR-P8

The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (See Map 4.21). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be "transitional" with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use

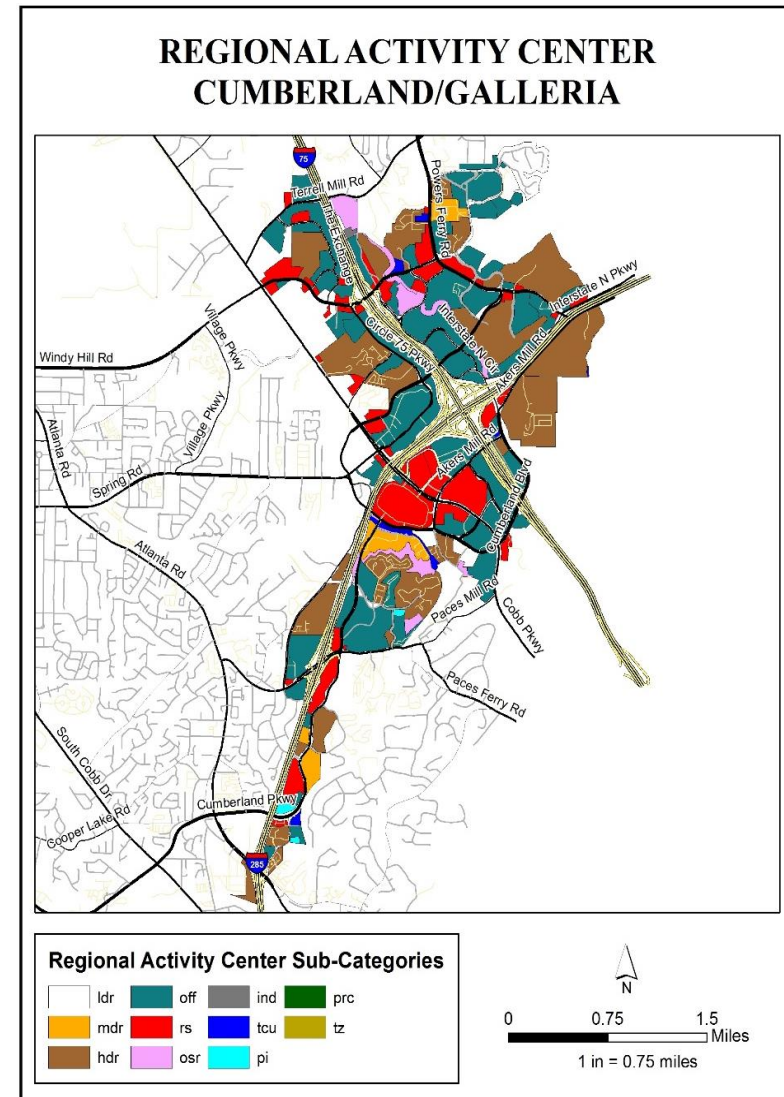
categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.

- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. This site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are geared towards the needs of seniors and will be reviewed on a case by case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.

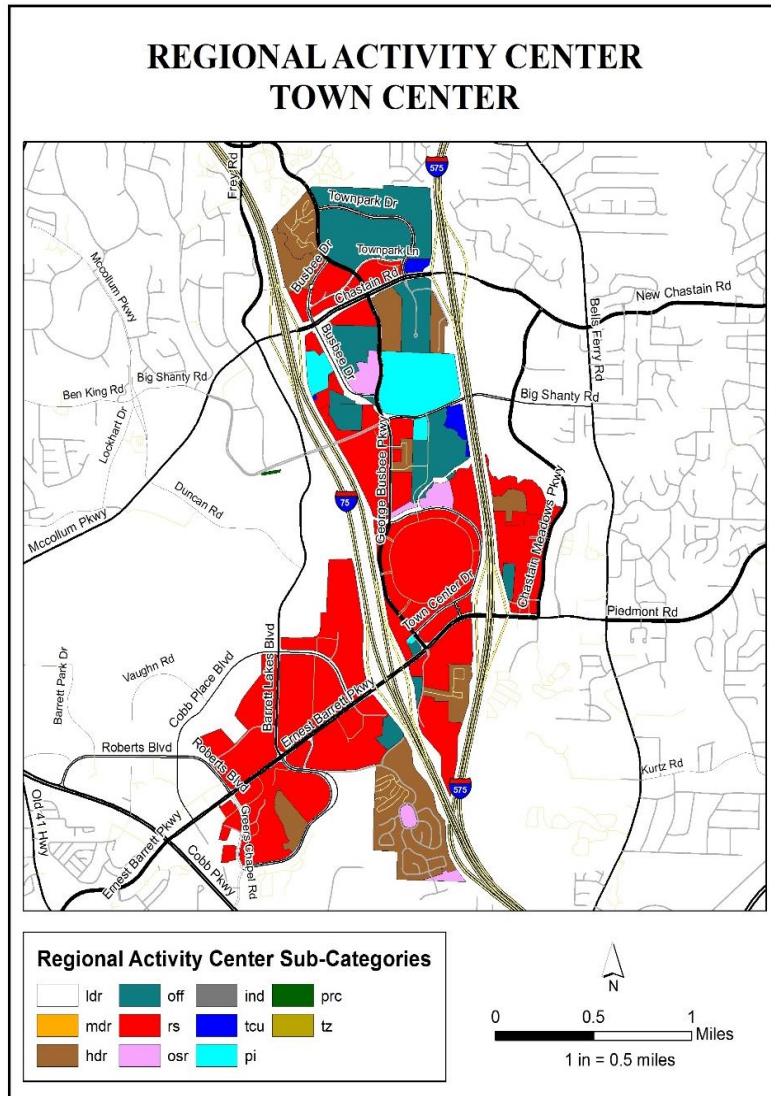
- The Planning Commission and Board of Commissioners is recommending to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans, to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

HDR APPROPRIATE ZONING CATEGORIES

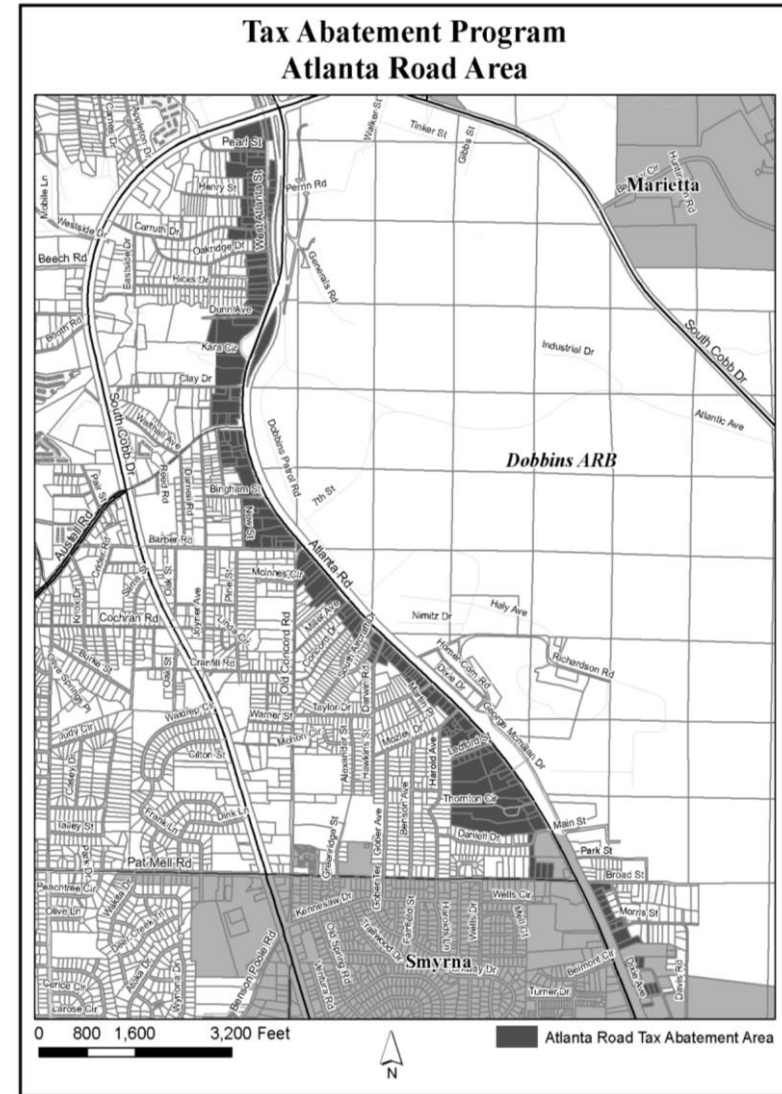
The purpose of the HDR is to provide for areas for housing between five and twelve dwelling units per acre. Allowable Zoning: R-15, R-12, RA-4, RA-5, RM-8, RM-12, RM-16, FST, MHP, SC, PVC, UVC, RSL (non-supportive)



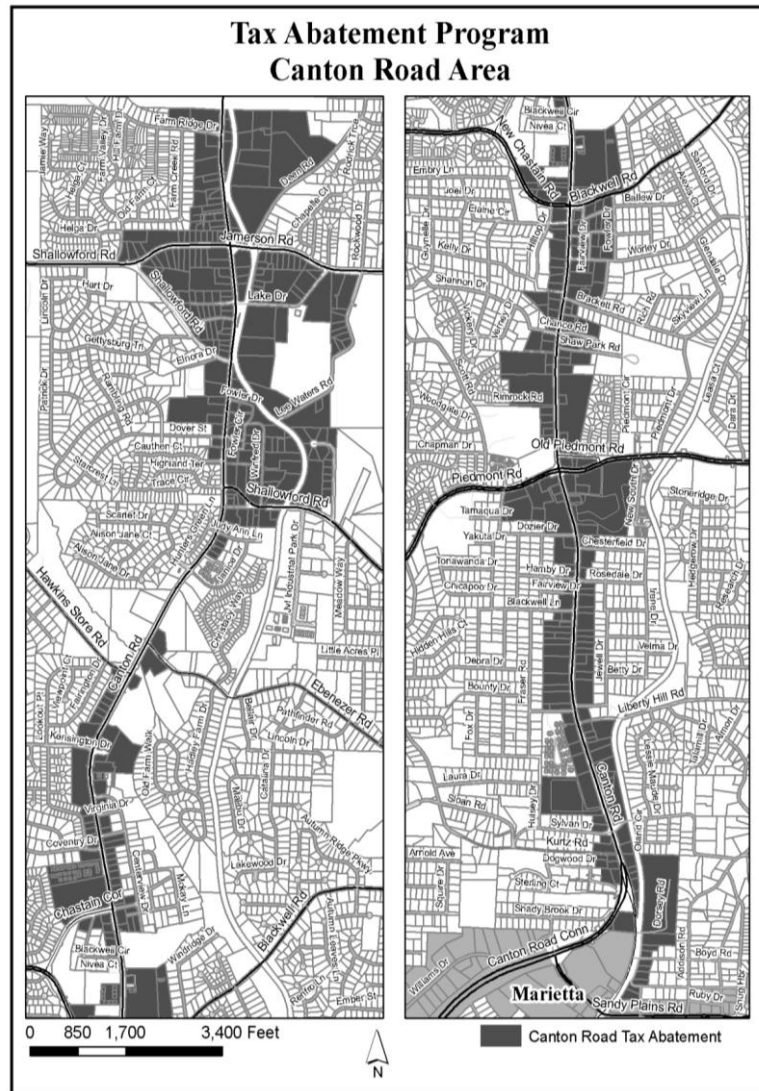
MAP 4.1



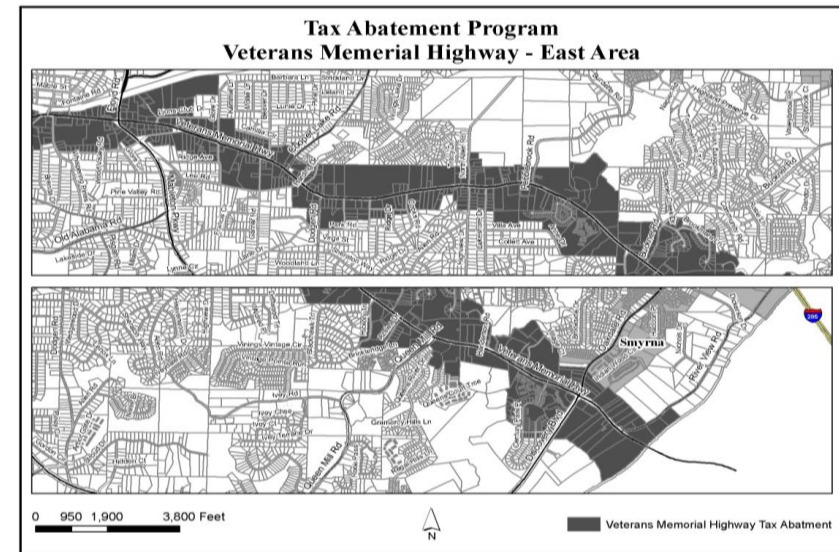
MAP 4. 2



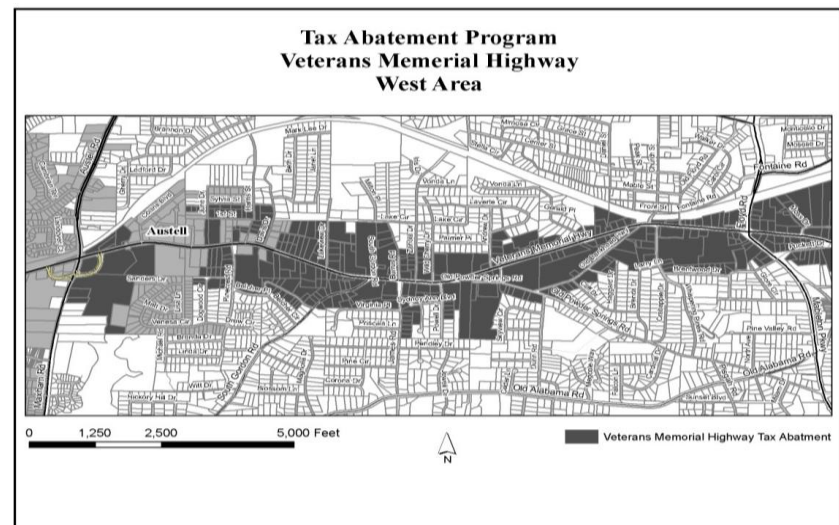
MAP 4. 3A



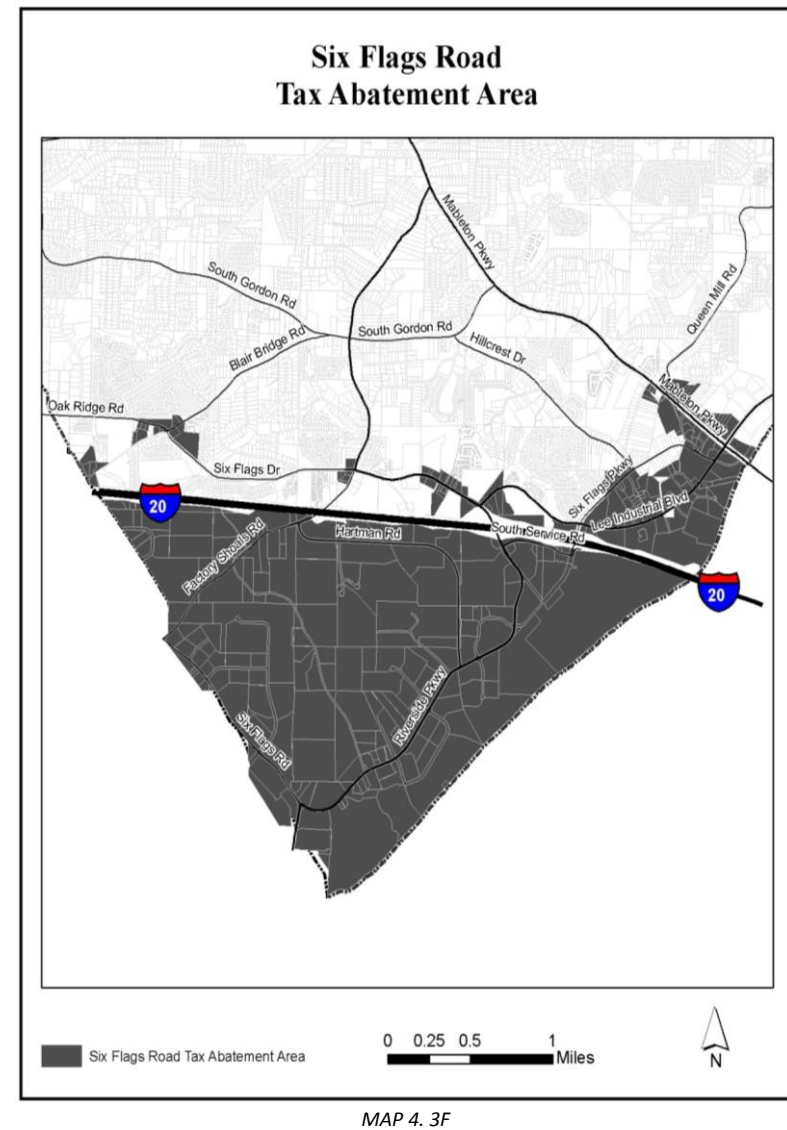
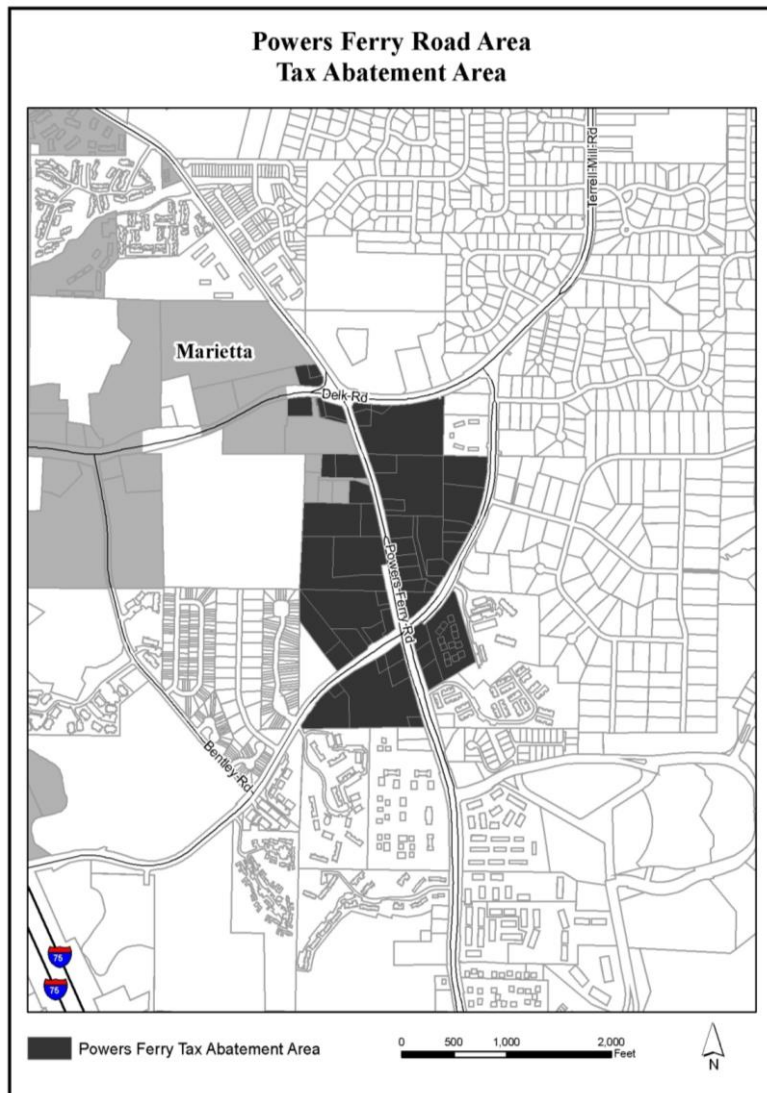
MAP 4. 3B

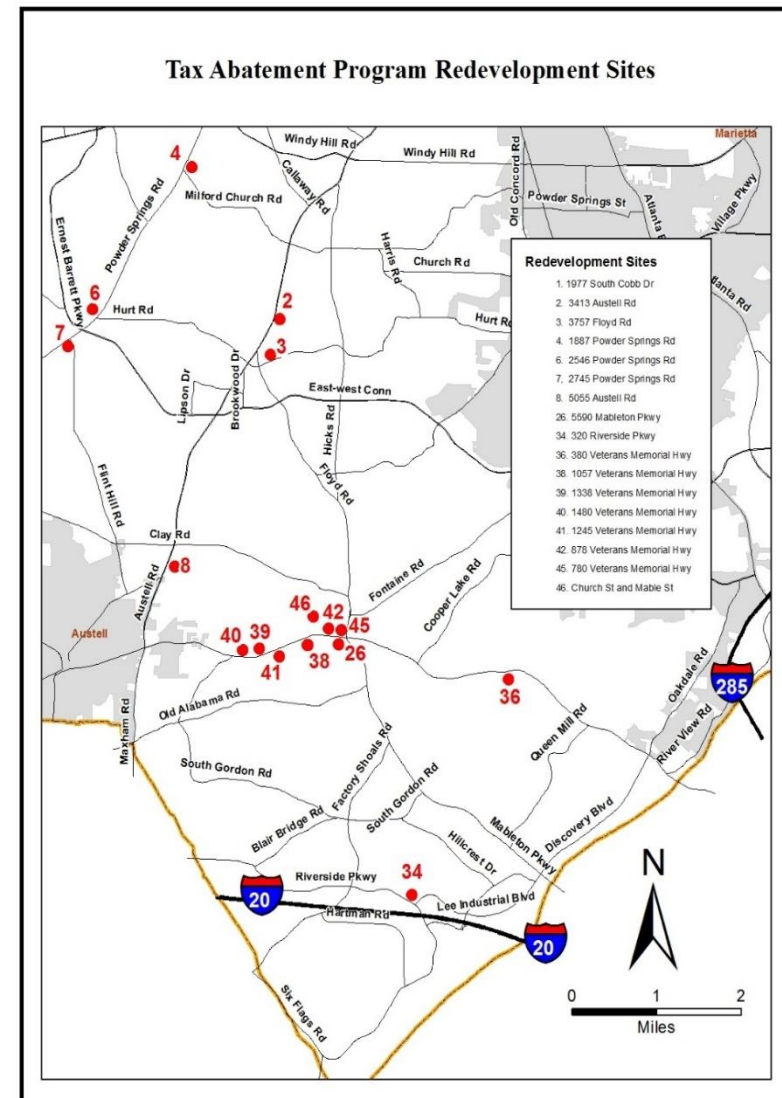
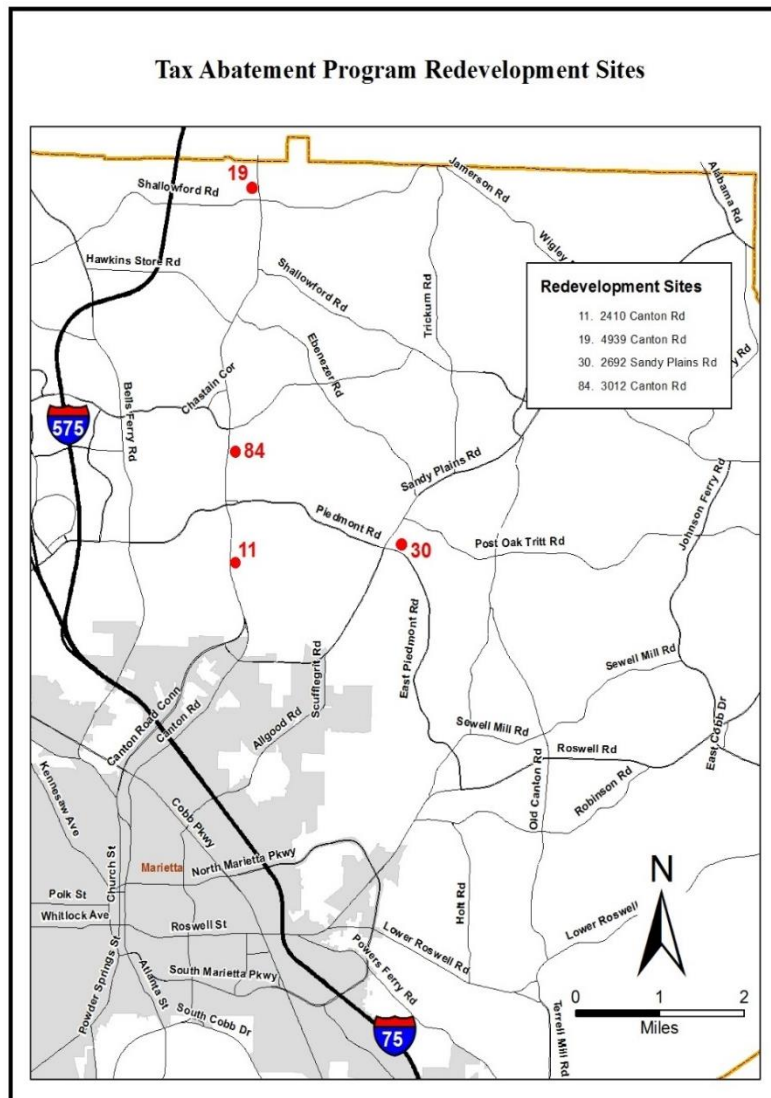


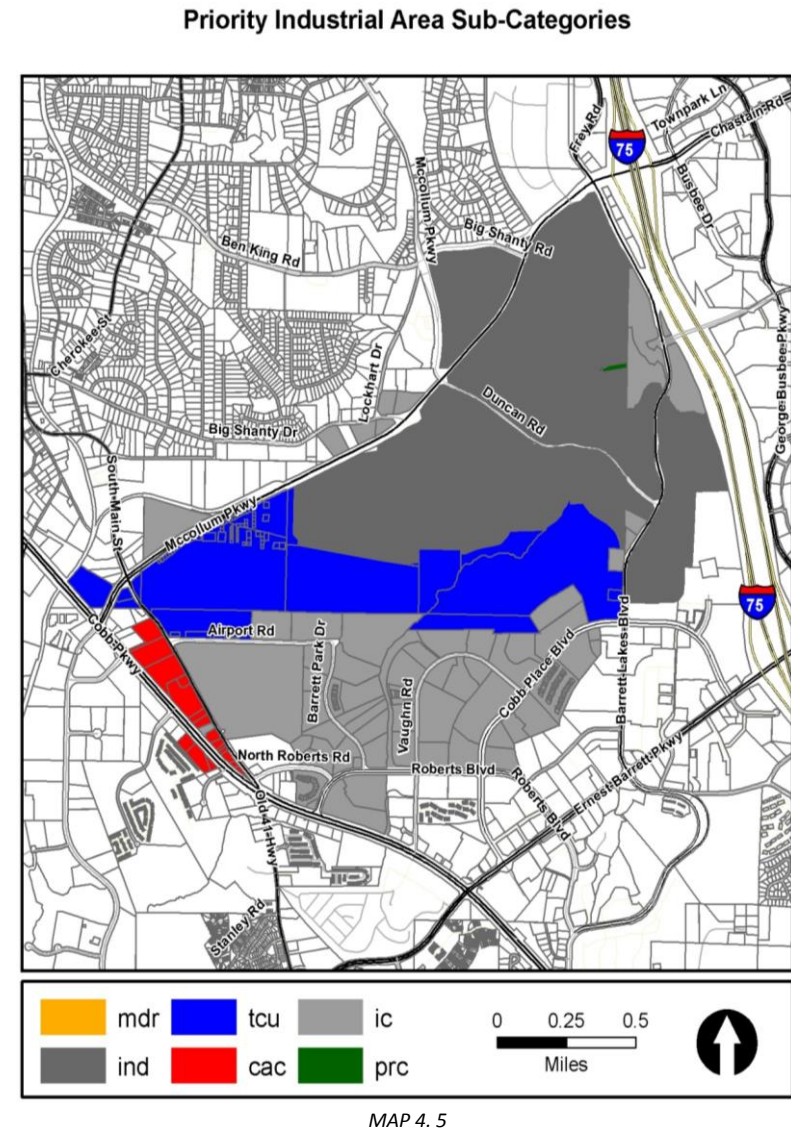
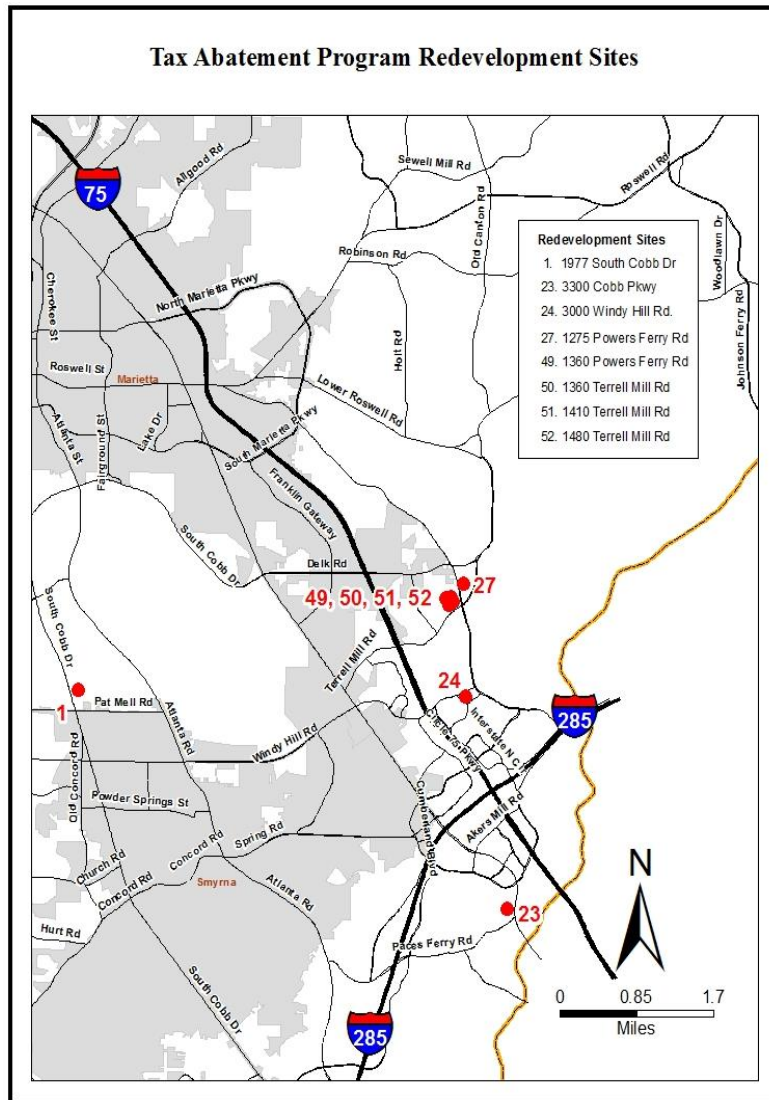
MAP 4. 3C



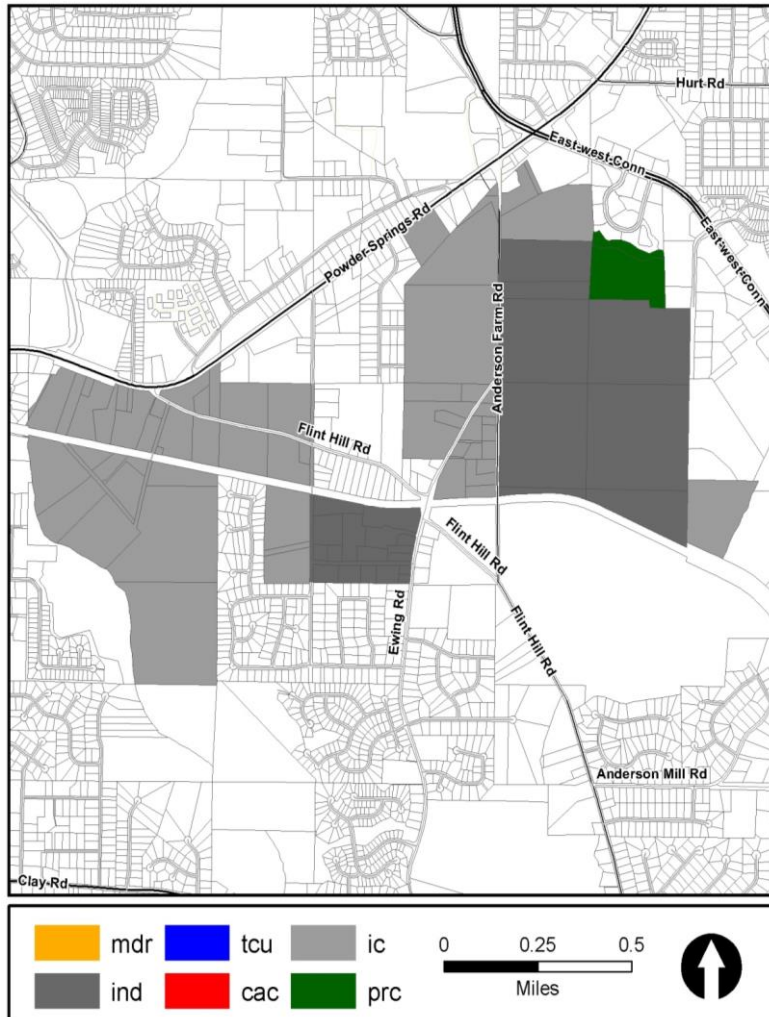
MAP 4. 3D





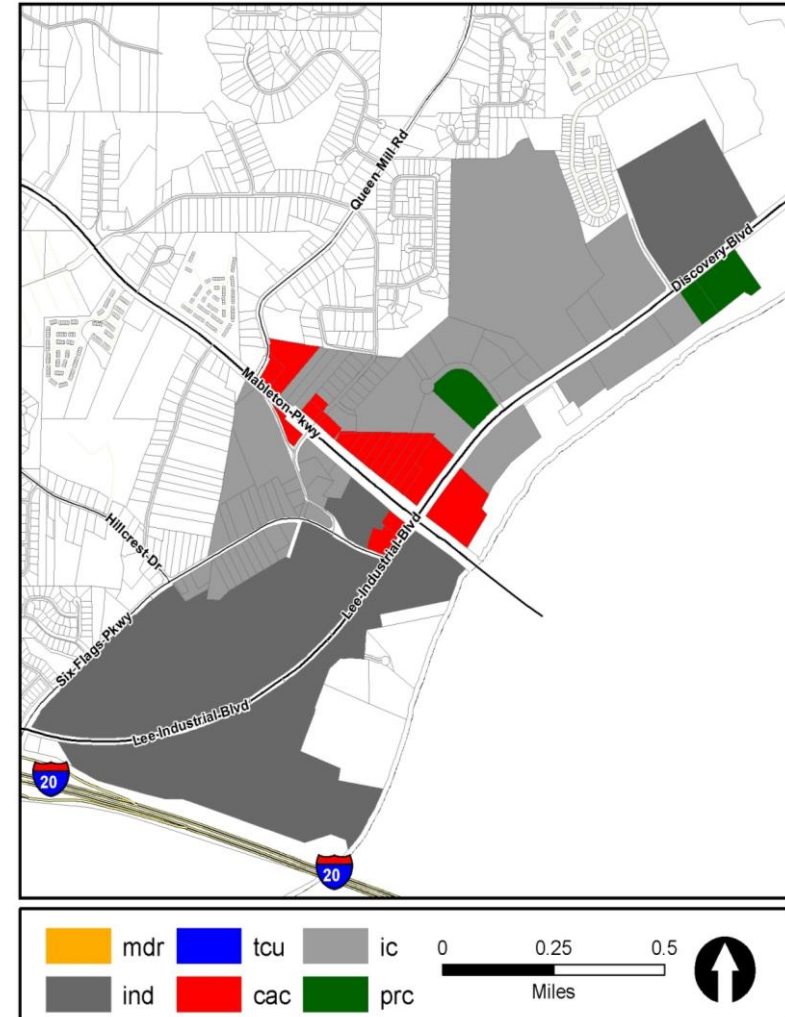


Priority Industrial Area Sub-Categories



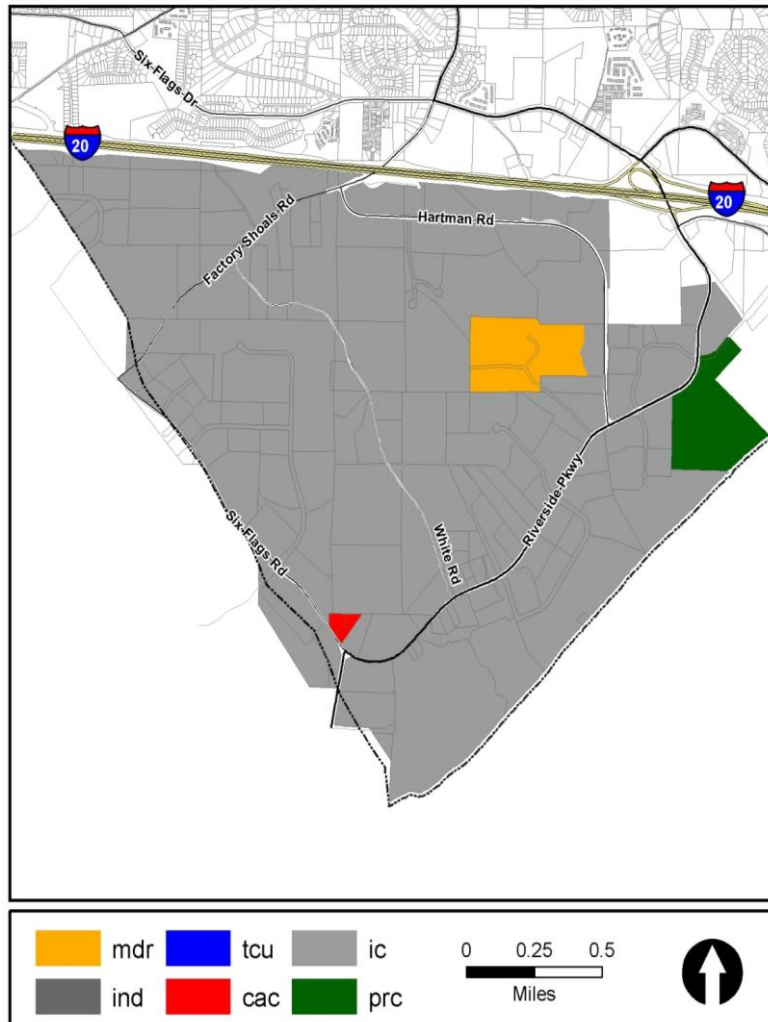
MAP 4. 6

Priority Industrial Area Sub-Categories

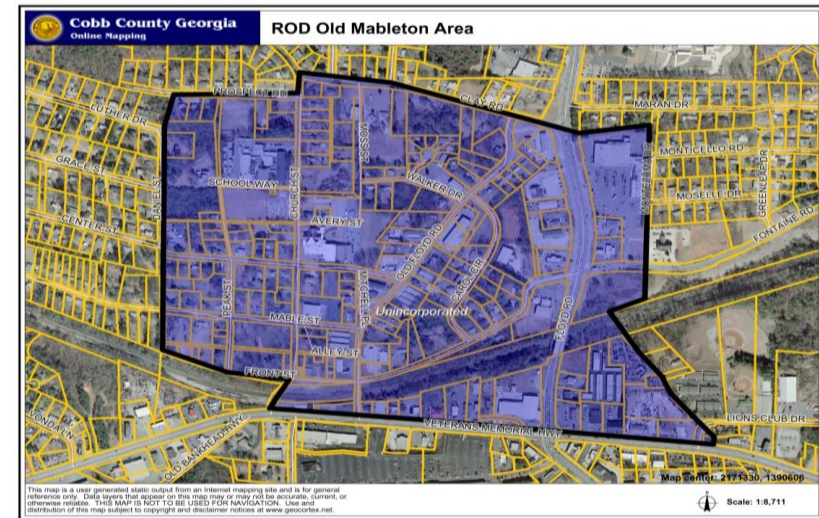


MAP 4. 7

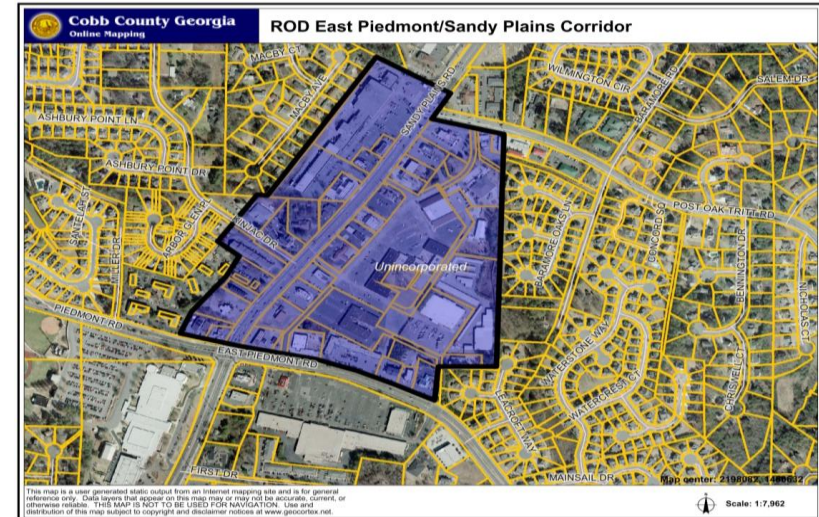
Priority Industrial Area Sub-Categories



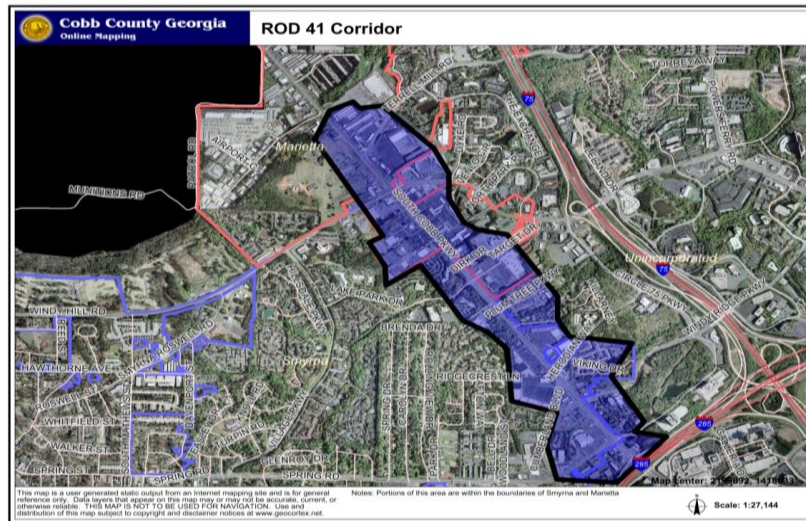
MAP 4. 8



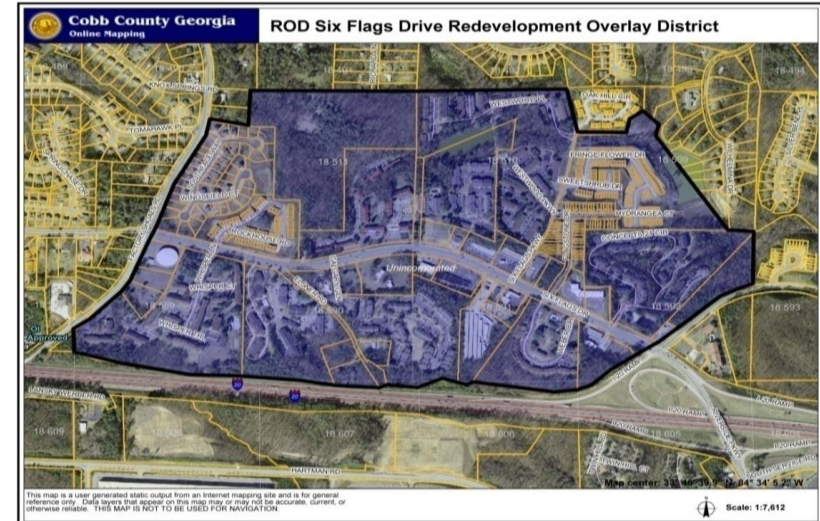
MAP 4. 9A



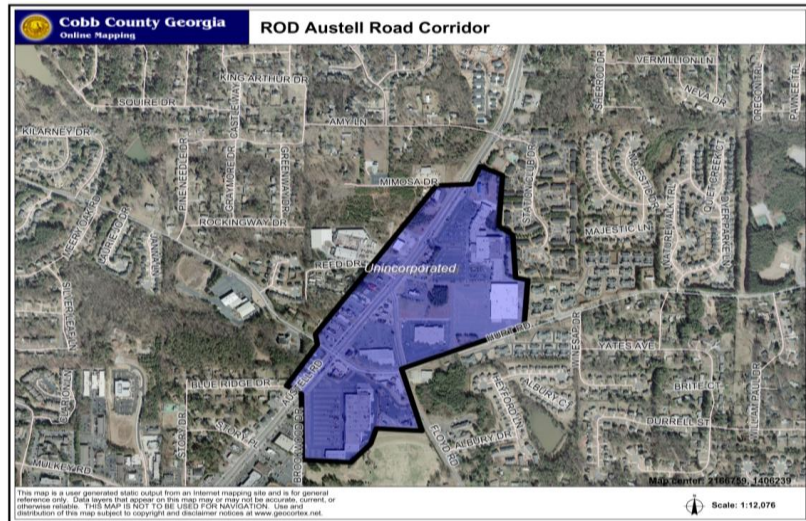
MAP 4. 9B



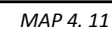
MAP 4.9C

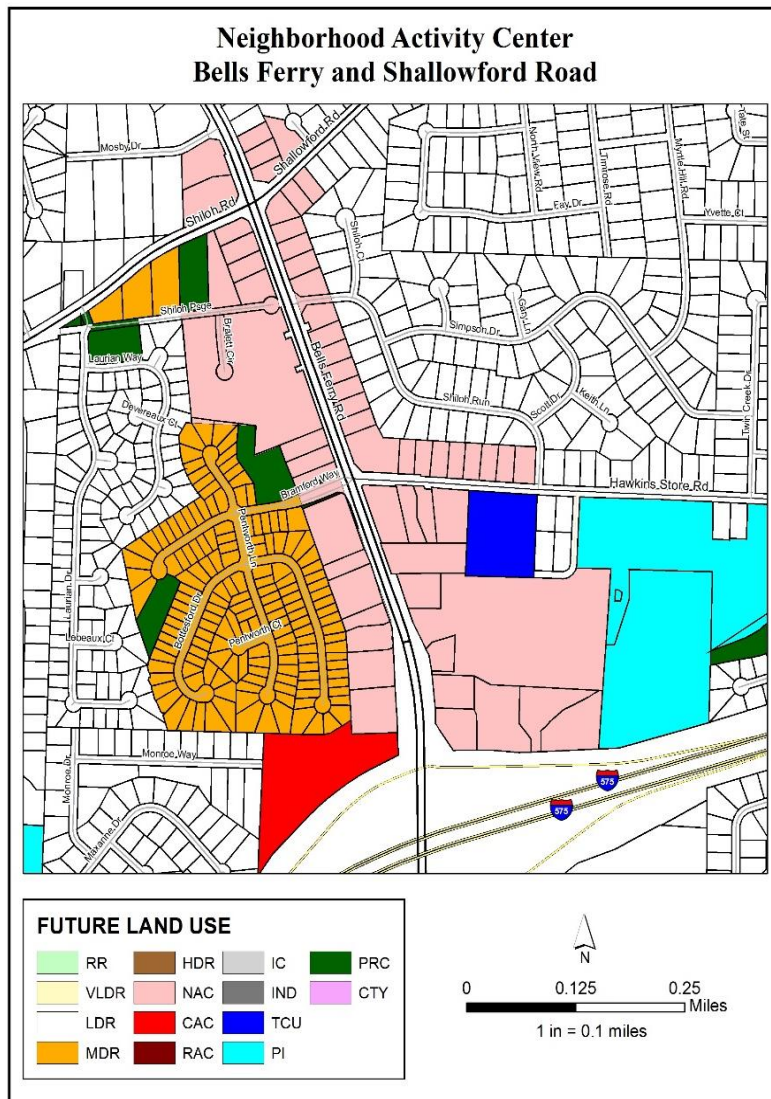


MAP 4.9E

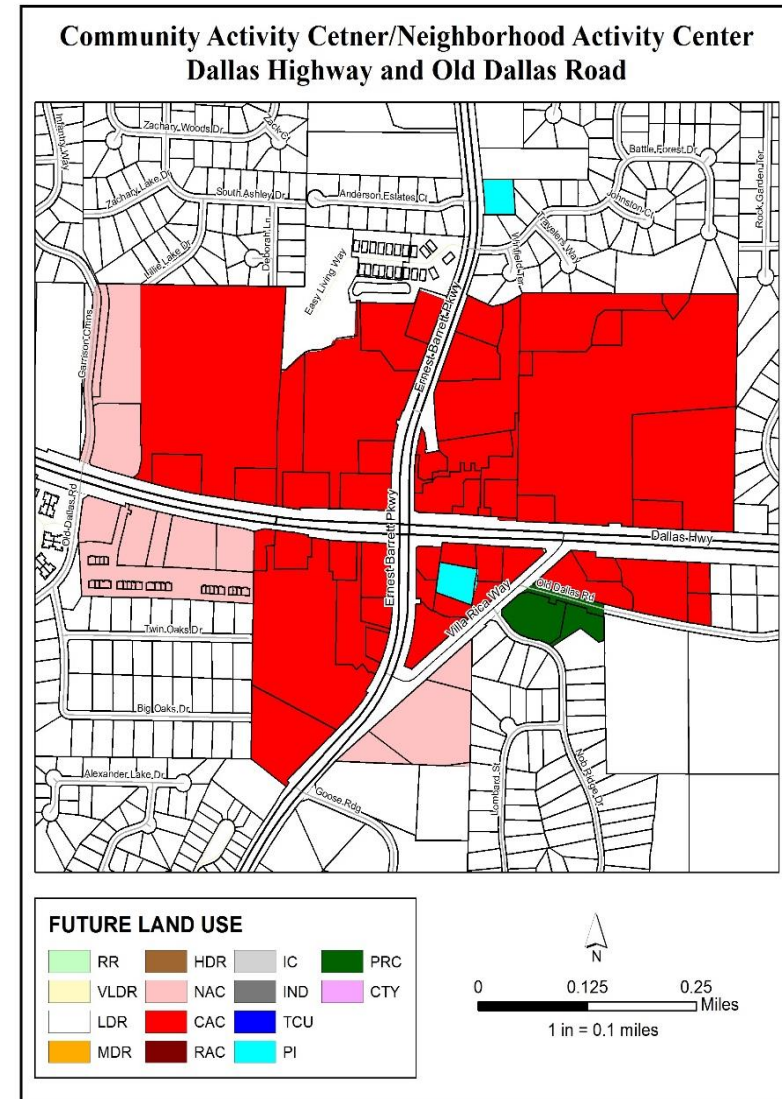


MAP 4.9D

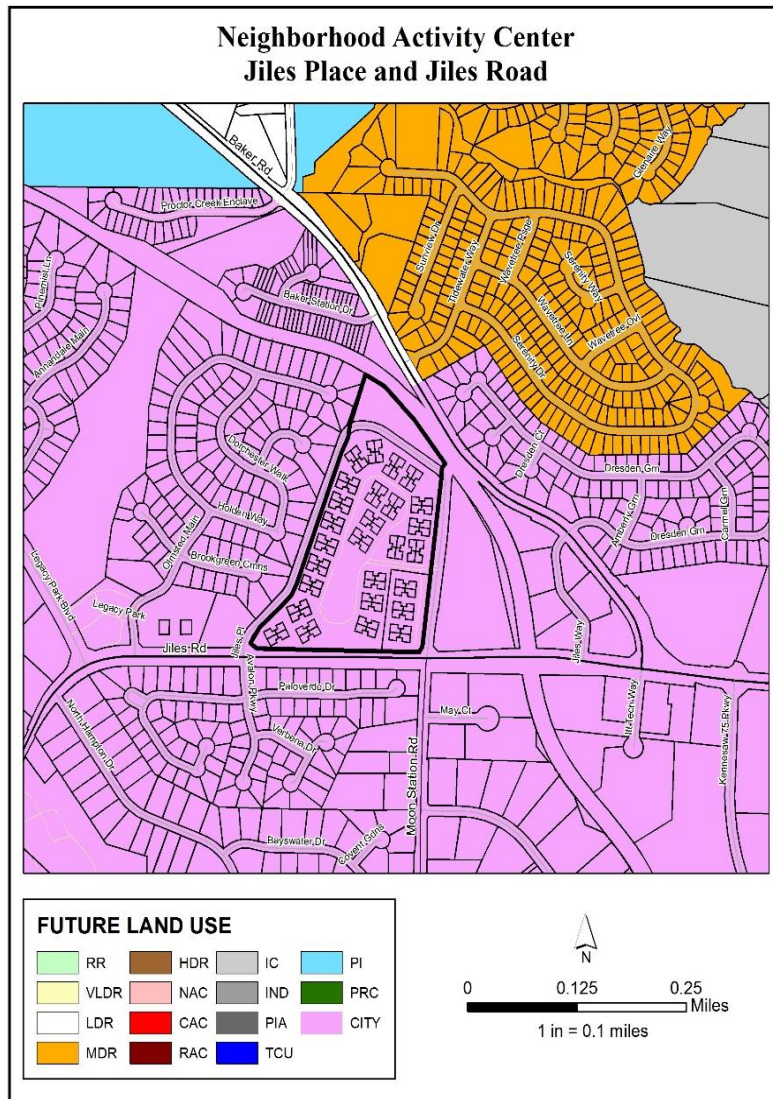




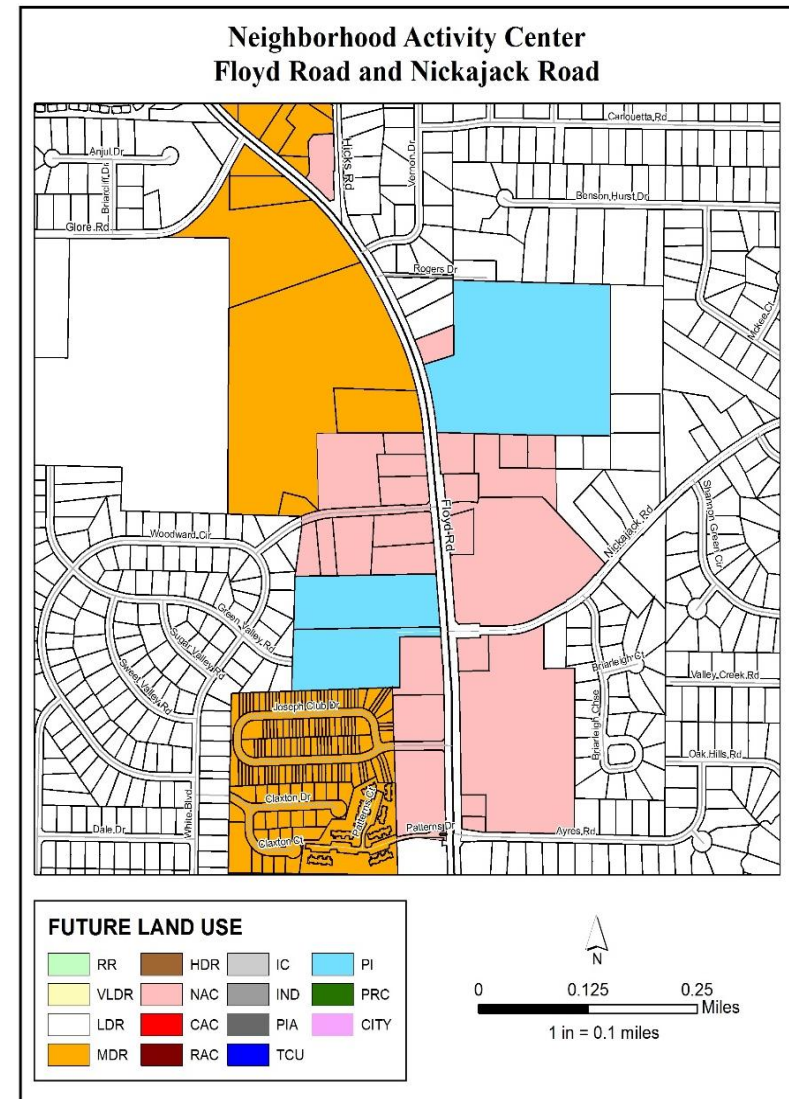
MAP 4. 12



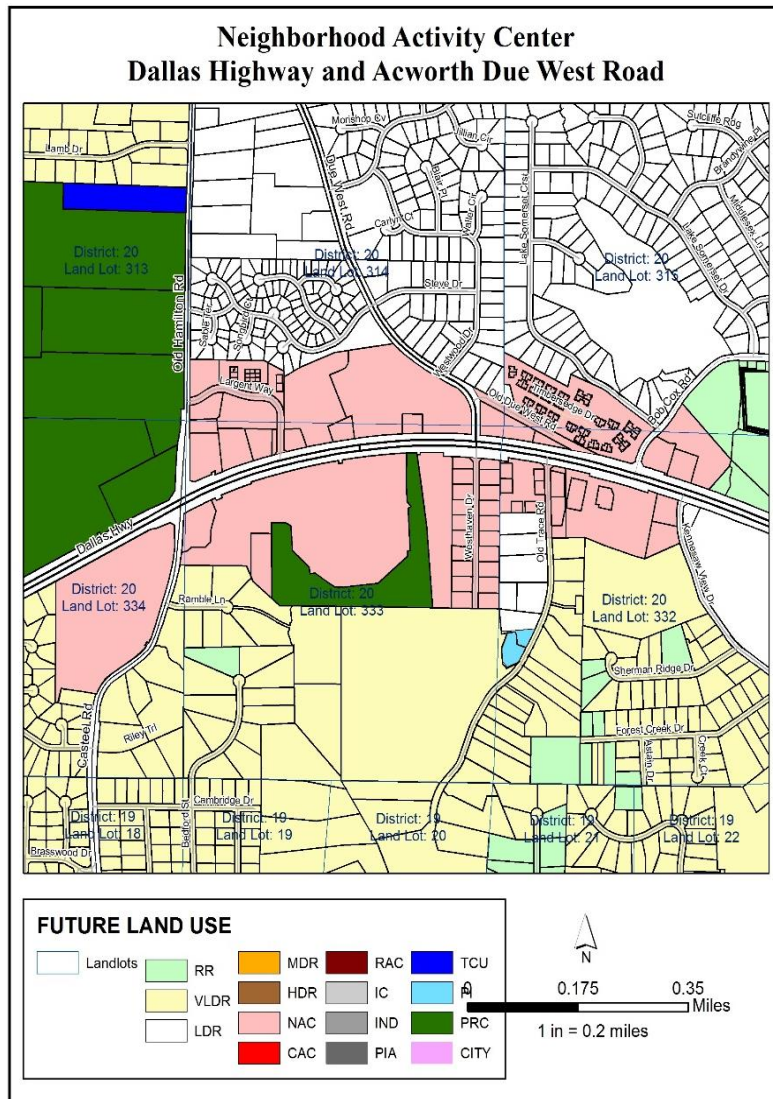
MAP 4. 13



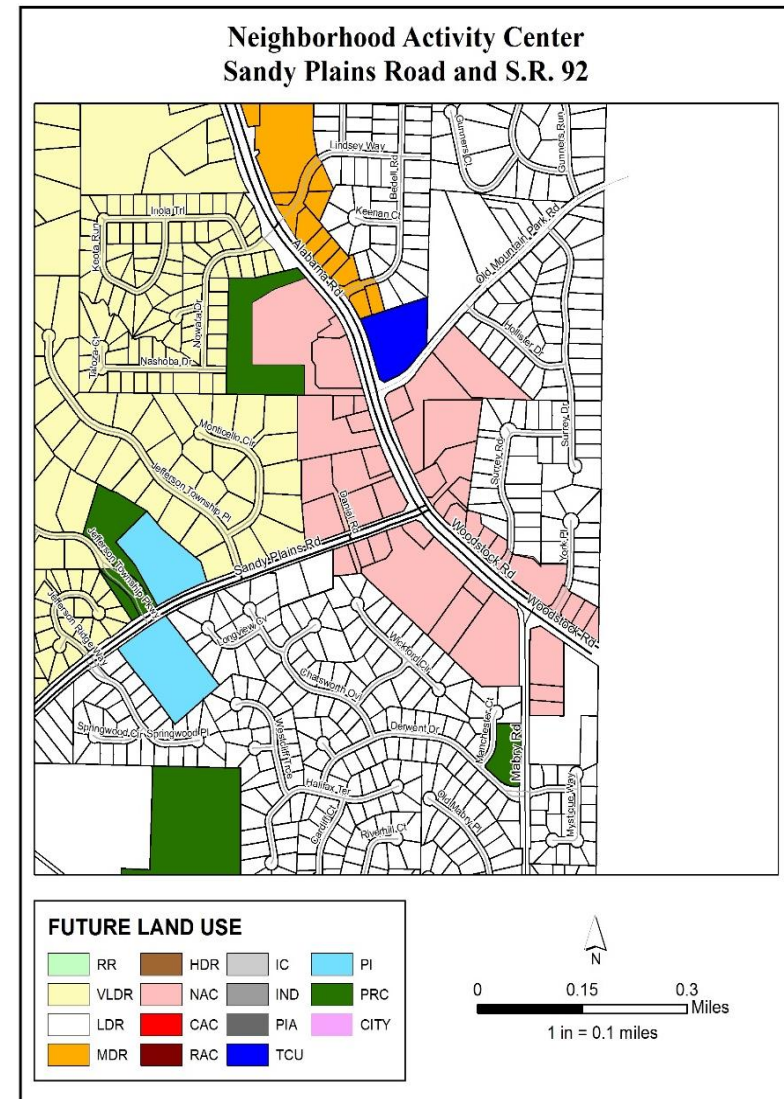
MAP 4. 14



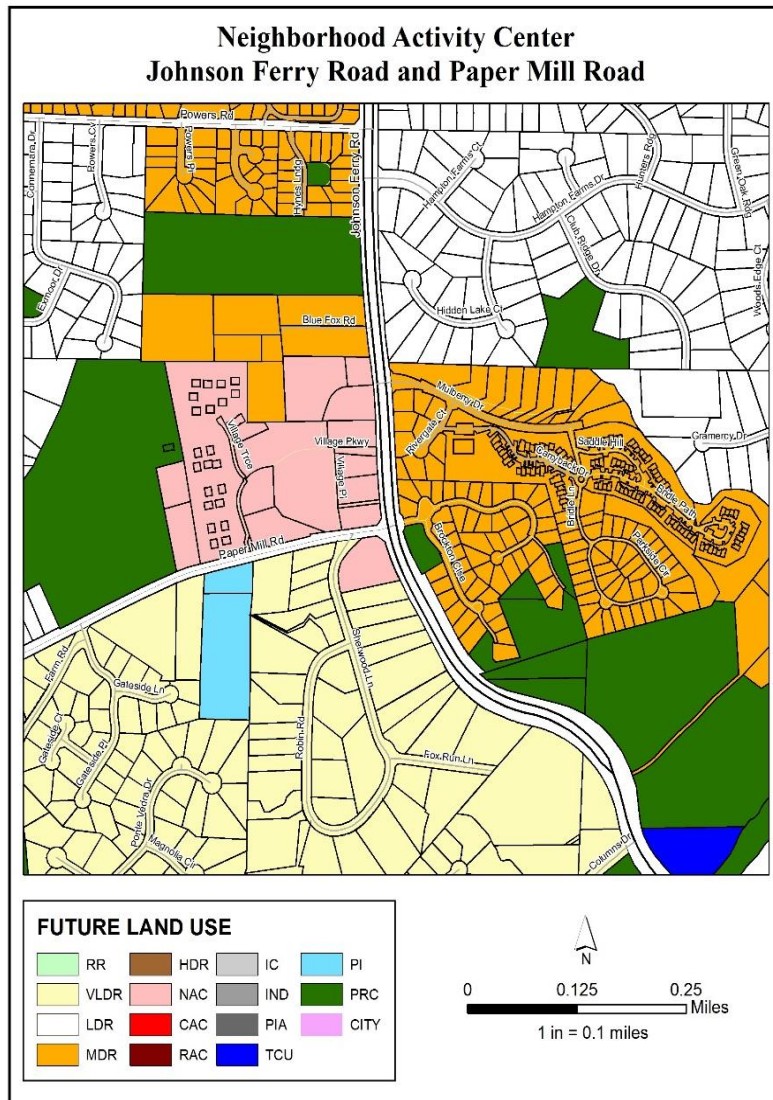
MAP 4. 15



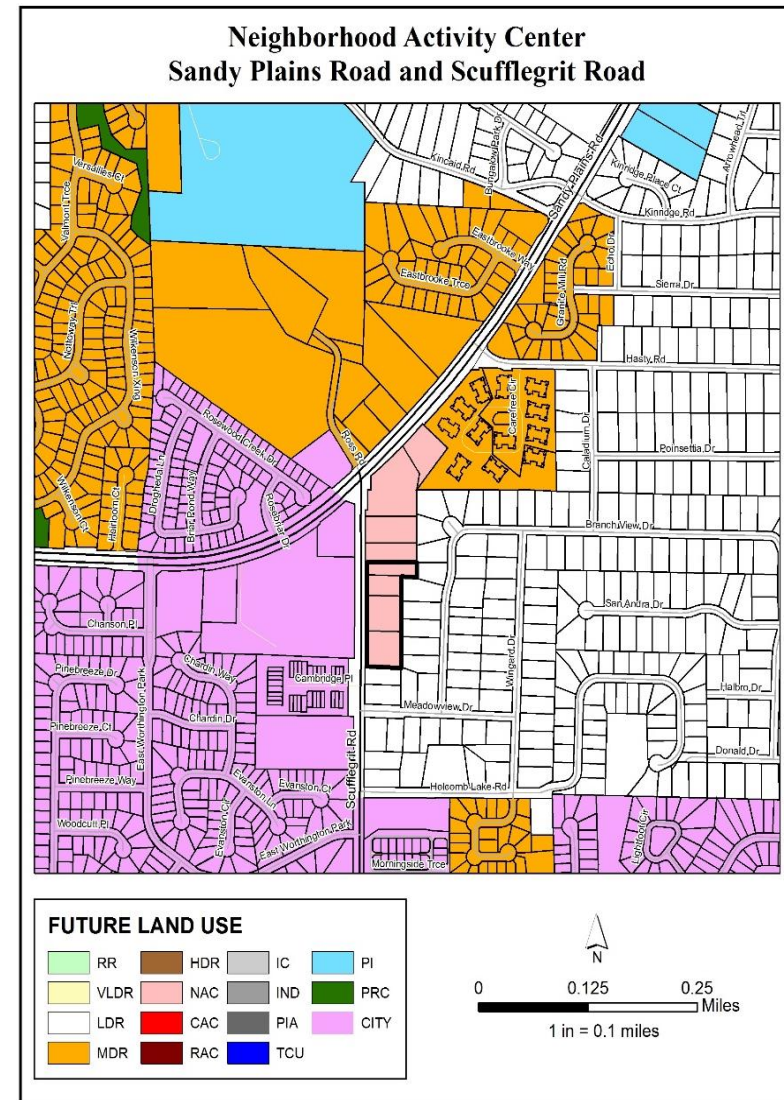
MAP 4. 16



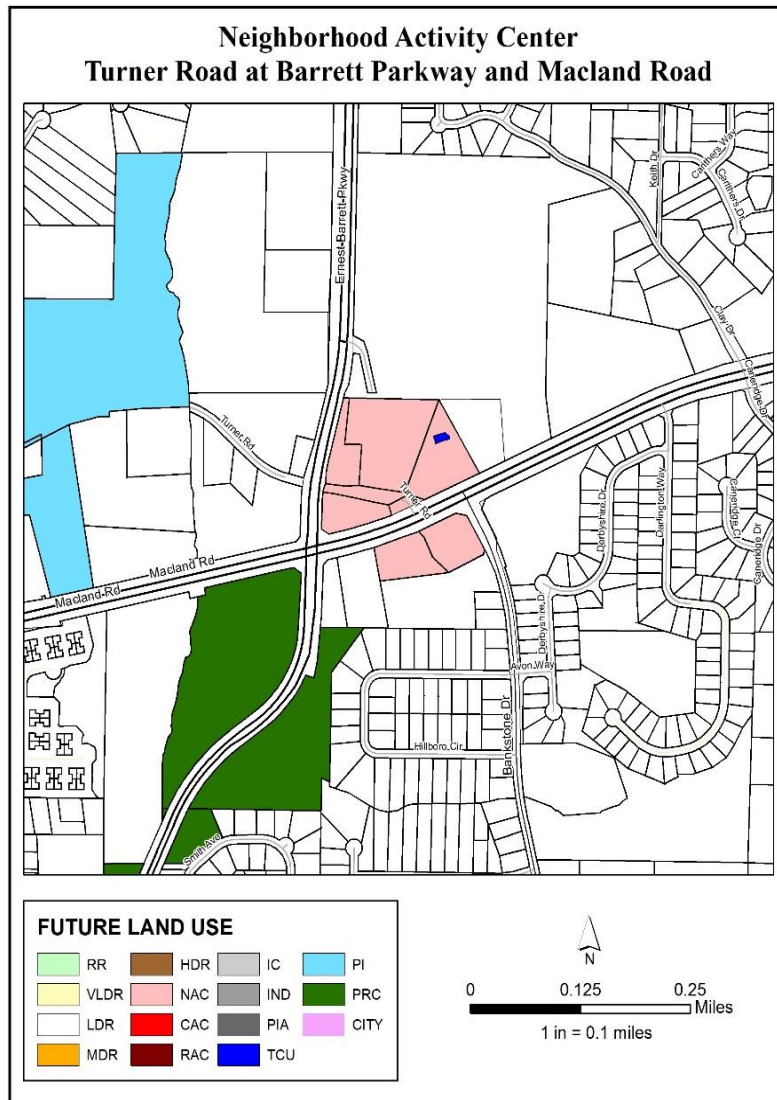
MAP 4. 17



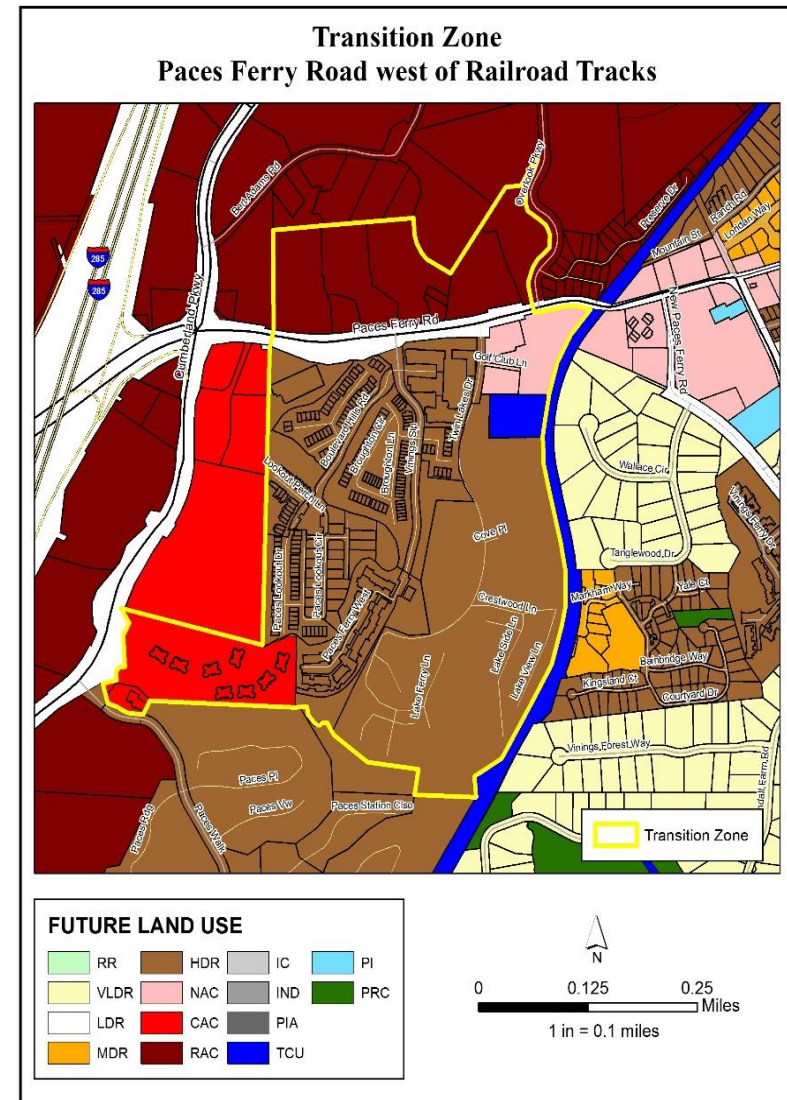
MAP 4. 18



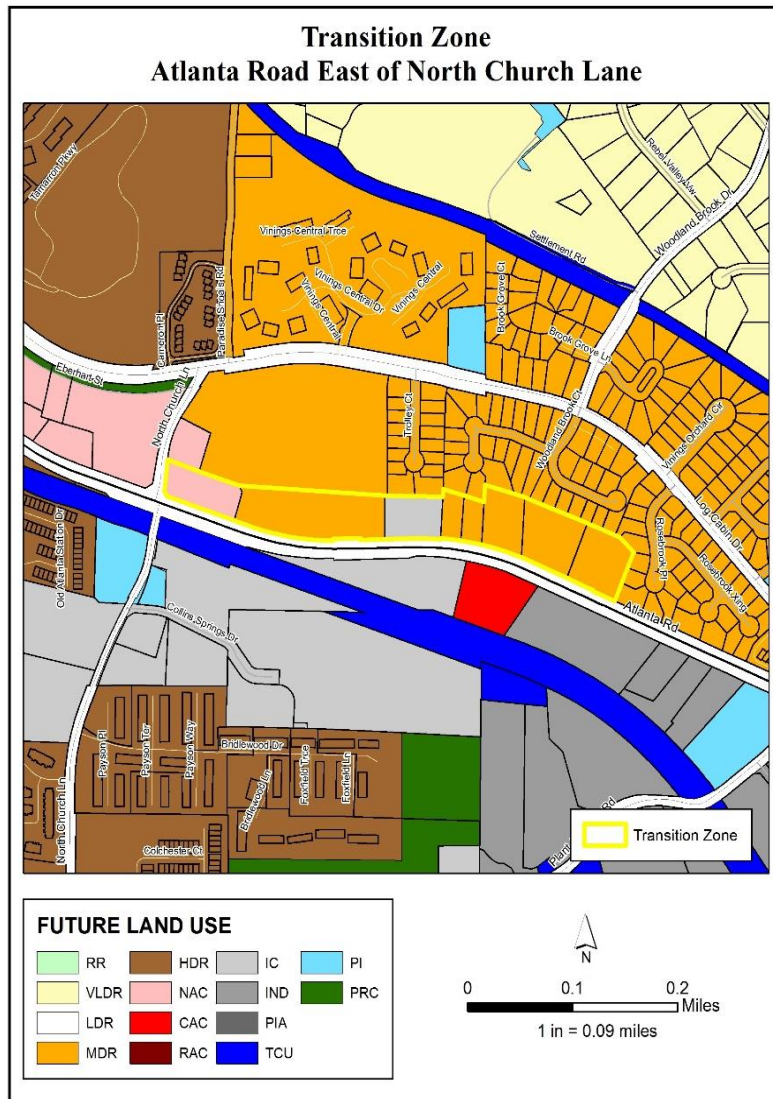
MAP 4. 19



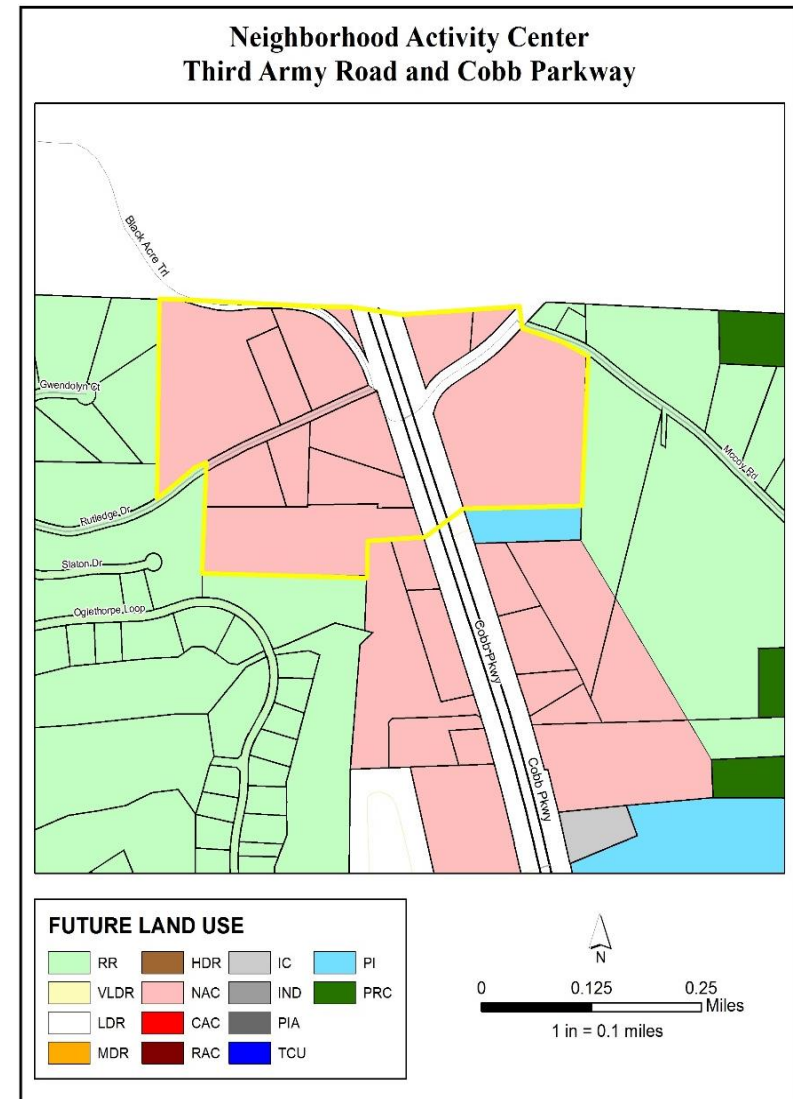
MAP 4. 20



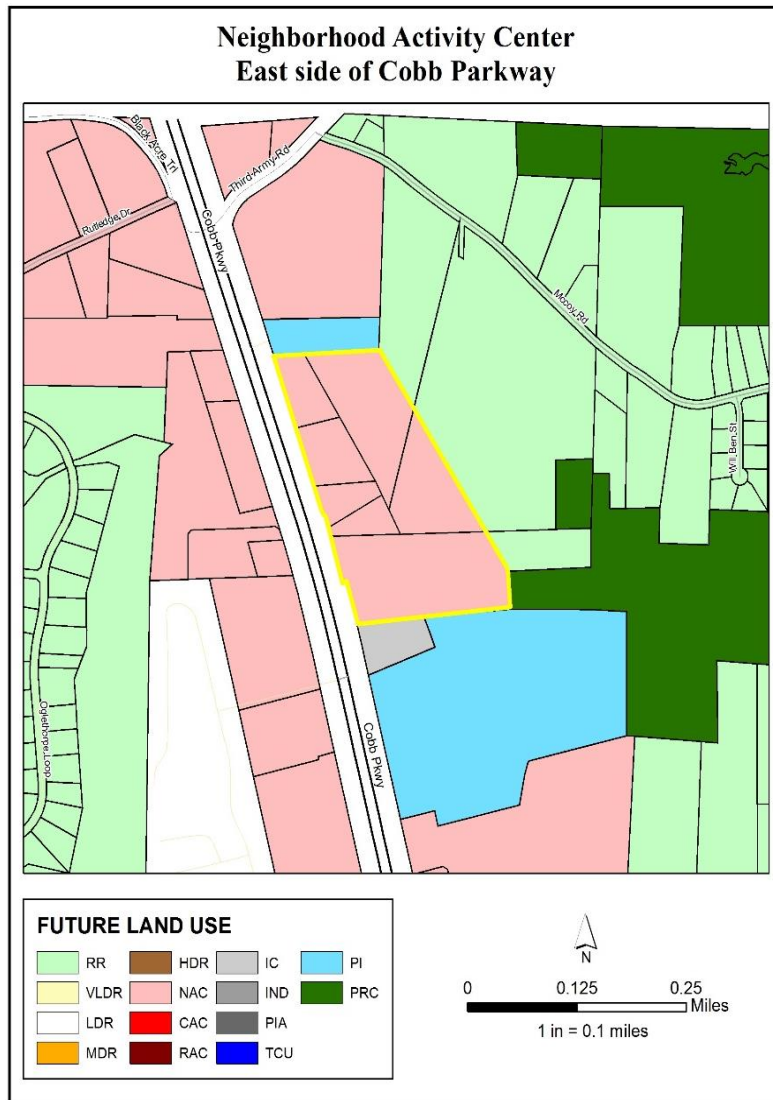
MAP 4. 21



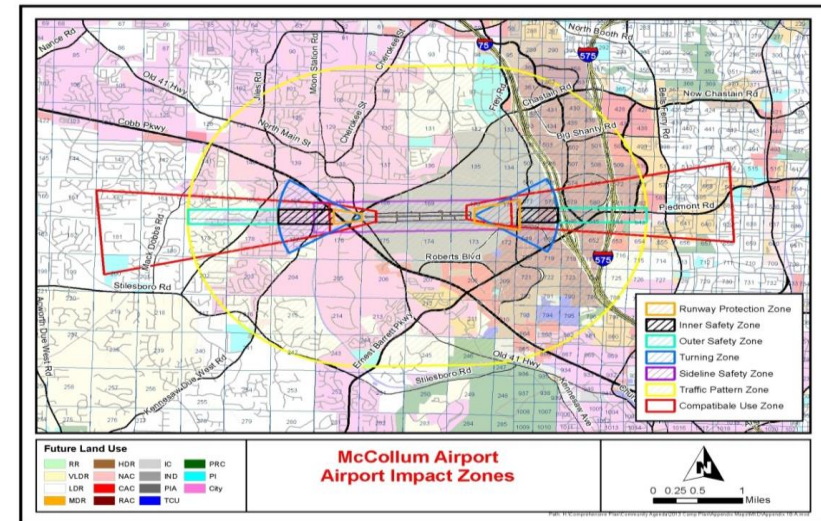
MAP 4. 22



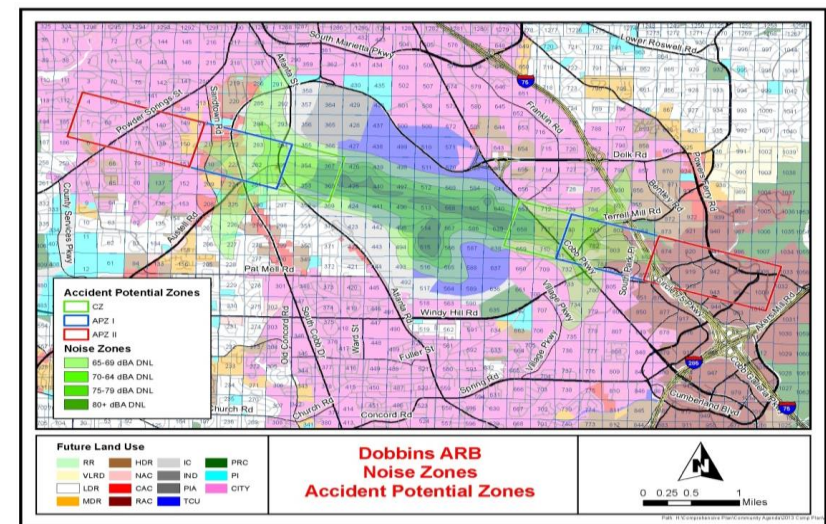
MAP 4. 23



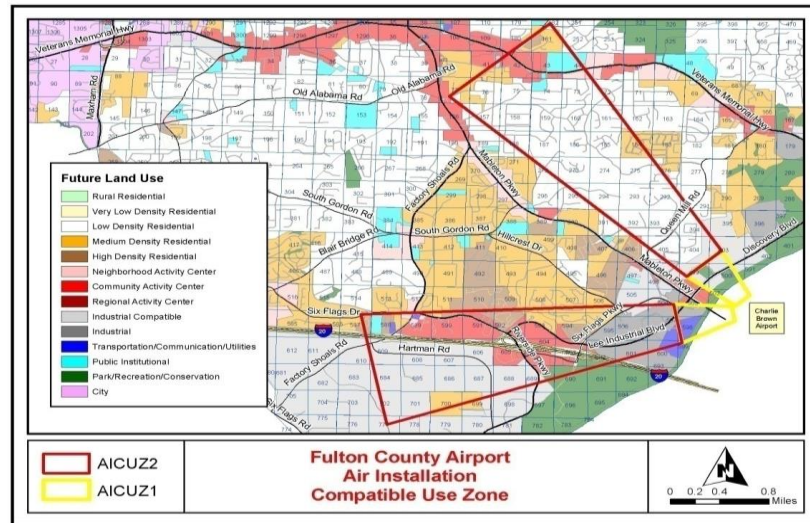
MAP 4.24



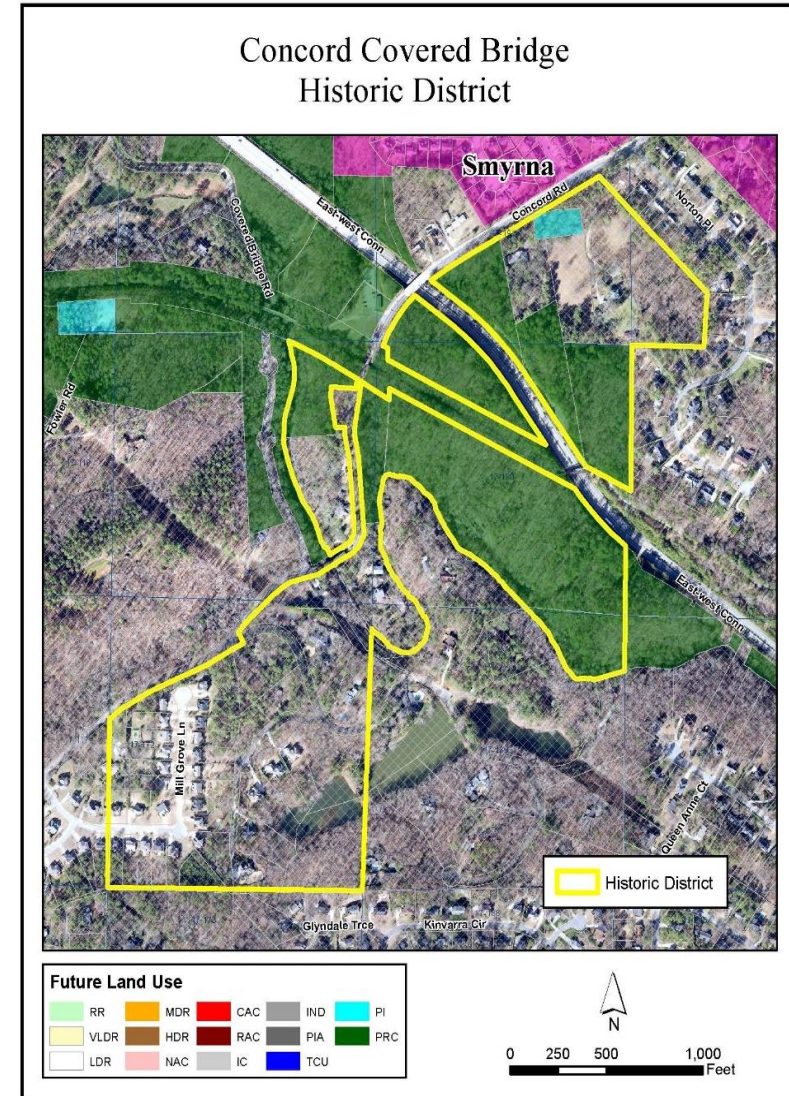
MAP 4.25



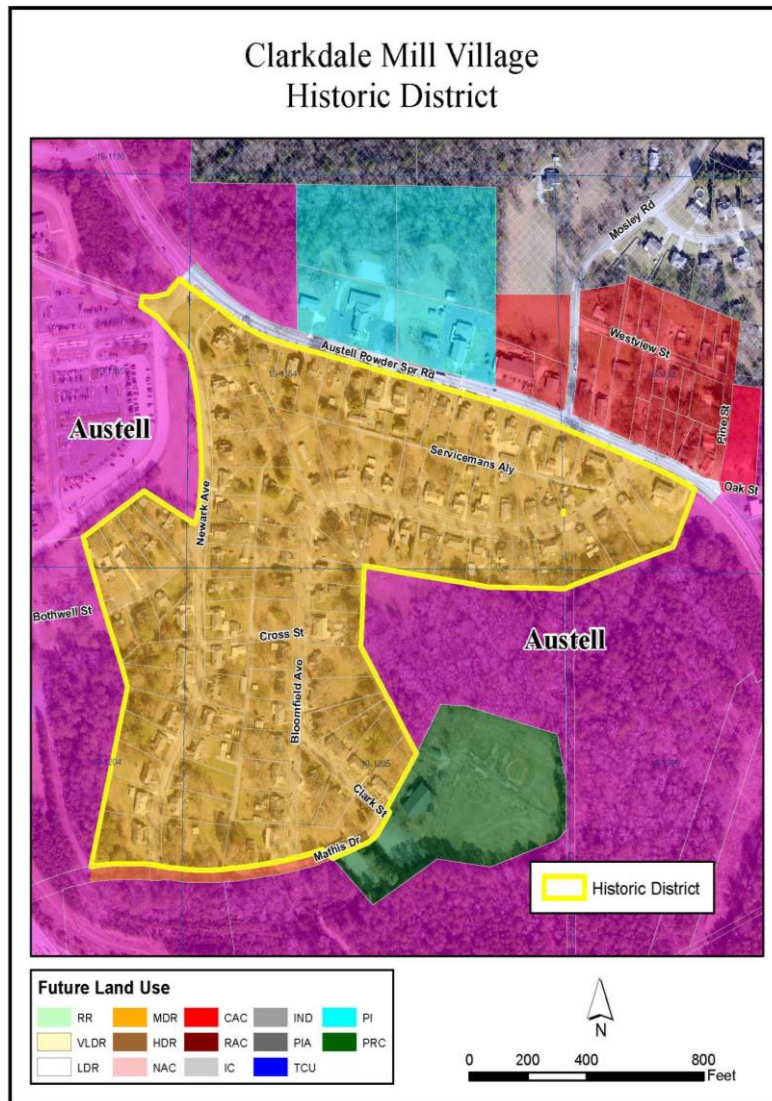
MAP 4.26



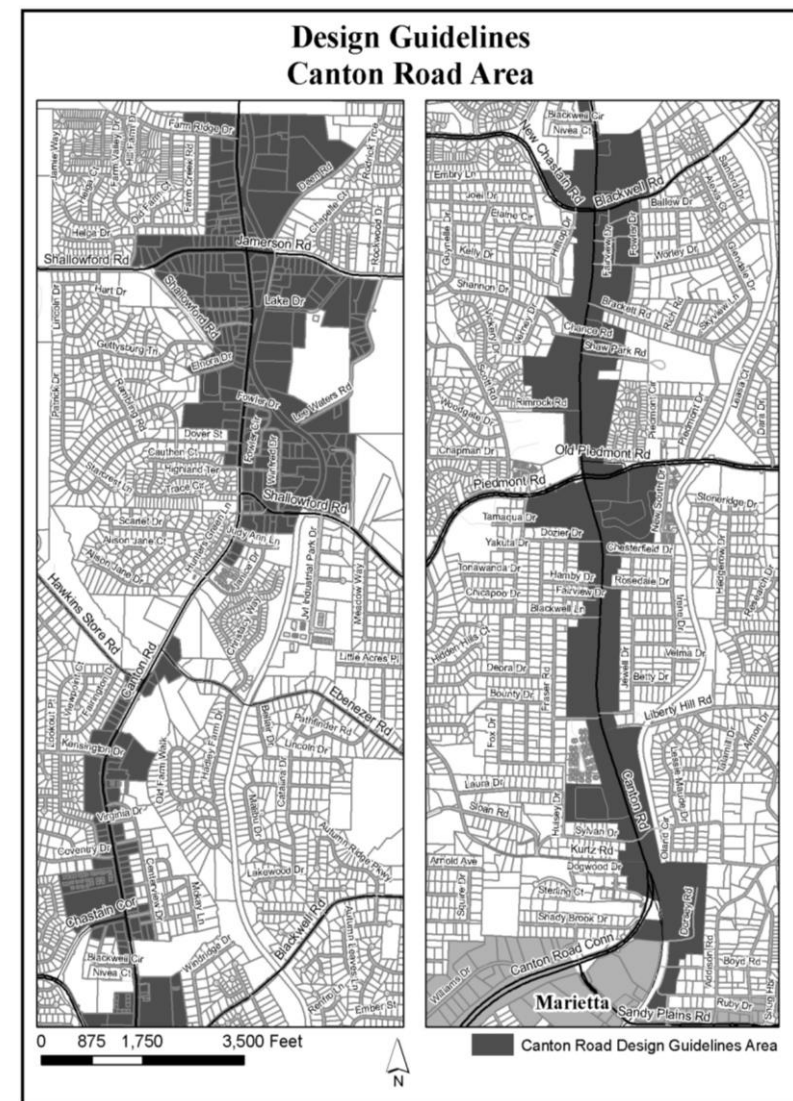
MAP 4.27



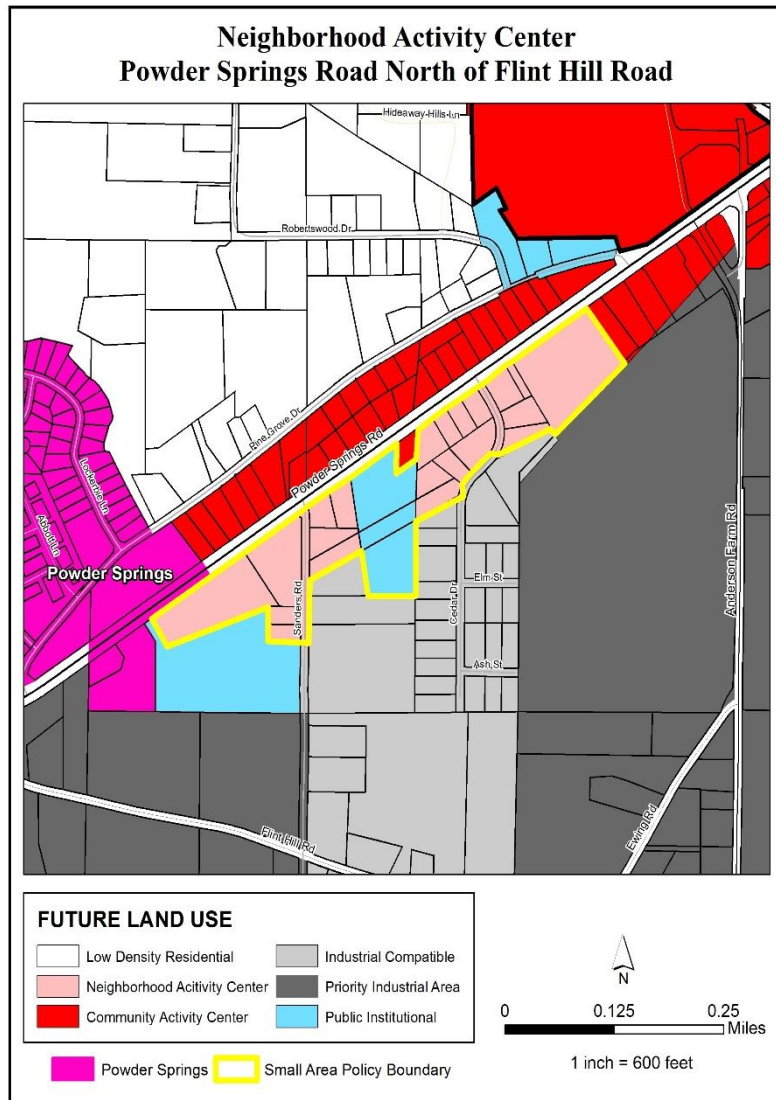
MAP 4.28



MAP 4. 29



MAP 4. 30



MAP 4.31