



**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

P.O. Box 649, Marietta, Georgia 30061
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Jason S. Gaines, AICP
Planning Division Manager

TO: Board of Commissioners

FROM: Phillip Westbrook 

CC: Rob Hosack, County Manger
Dana Johnson, Community Development Director
Deborah Dance, County Attorney
Pamela Mabry, County Clerk
Jason Gaines, Planning Division Manger

DATE: August 31, 2017

RE: 2040 Comprehensive Plan Draft - Revisions

This memo summarizes revisions that have been made to the initial draft of the Cobb 2040 Comprehensive Plan. The items herein are derived from public comments received at Public Hearings conducted on July 6, and August 8, and August 22, 2017. Also incorporated into these edits are comments from the Planning Commission and additional direction from the Board of Commissioners.

ENTIRE DOCUMENT

- **General editing and quality control (Public, PC, BOC)**
General editing and quality control on the draft plan has been ongoing and will continue with subsequent drafts forthcoming.

- **Change the name of the “Urban Design” element. (Public)**
There were concerns in the community regarding the term Urban Design as being a planning theory that would promote the urban development of suburban neighborhoods, while that is not the truth and to ensure that there are no misperceptions, the Urban Design element name has been revised to “Place-Making”. Place-Making is about creating connections between people and places, movement and form, nature and the built environment. Place-Making draws together the many strands of a sense of place, by linking the character of an area to the natural and built environment, the social equity, economic viability and environmental stewardship and creates places with distinct beauty and identity. Place-Making draws these and other features, such as roadways, parks, trails and other public spaces together to create a vision for an area and then deploying the resources and skills needed to bring that vision to life. The Place-Making idea can be utilized in Urban, Suburban or Rural areas.



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COBB's VISION 2040

➤ **Revise Cobb's Vision 2040 (Chairman Boyce)**

The 2040 Vision was changed from ~~“In 2040, Cobb County provides a safe and attractive home for a diverse population and to businesses large and small so that all can pursue their dream”~~ to “Our Government will provide all statutory public services in an atmosphere that unleashes the human spirit and creativity; is marked by openness and transparency; and makes us the choice destination for people to safely work, live, recreate, and pursue their dreams” to be more consistent with the mission and vision of the Strategic Plan.

LAND USE ELEMENT

➤ **Update Allowable Zoning Categories (Planning Commission)**

Allowable zoning categories within each of the Future Land Use designations were researched and edited based on the most recent Zoning Code. Zoning categories where no new applications for will be accepted have been deleted and other minor adjustments were made. Please see attached Zoning and Future Land Use Matrix.

➤ **CAC and NAC Quality Community Objectives – Housing Options (Chairman Boyce)**

CAC - Housing Options

Quality housing should be provided in ~~Regional~~ Community Activity Centers, consisting of a range of various sizes, densities and price points to make it possible for all who work in the county to also live in the county.

NAC - Housing Options

Quality housing should be provided in ~~Regional~~ Neighborhood Activity Centers, consisting of a range of various sizes, densities and price points to make it possible for all who work in the county to also live in the county.

➤ **Delete the term Land Bank. (Public)**

Examined entire Comp. Plan and Appendices and removed the “Land Bank” term. There were a total of three instances found. Two of the three were found under the Mableton Town Center, Future Land Use designation as an example of ways to reinvigorate the Mableton area. Those two instances were deleted. There is one instance in the ROA where a project was listed with the term Land Banking Powers. The project has been postponed due to lack of interest on pursuing the item. The reason for the deletion is based on a public comment that the term has the perception of increased density, transit oriented development and too much governmental control.

➤ **In the Future Land Use section of the Land Use element, under the Parks, Recreation and Conservation (PRC), Quality Community Objectives (QCO). The Sense of Place QCO has been revised. (Public)**

Sense of Place



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~~The development and redevelopment of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment. In addition, the traditional character of Cobb should be maintained through preserving and revitalizing historic areas of the County, encouraging new development that is compatible with the traditional features of the County, and protecting other scenic or natural features that are important in defining the County's character.~~

- **In the Future Land Use section of the Land Use element, under the Rural Residential (RR), Very Low Density Residential (VLDR), Low Density Residential (LDR), Medium Density Residential (MDR), and High Density Residential (HDR), Quality Community Objectives (QCO). The Sense of Place QCO has been deleted. (Public)**

~~Sense of Place~~

~~The development and redevelopment of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertainment. In addition, the traditional character of Cobb should be maintained through preserving and revitalizing historic areas of the County, encouraging new development that is compatible with the traditional features of the County, and protecting other scenic or natural features that are important in defining the County's character.~~

- **The objective of Policy LU2-P1 "Expand the flexibility for mixed-use within appropriate areas" refers to promoting more mixed use developments and enabling flexibility within each of the zoning codes to allow more mixed-use developments within areas that are conducive for a mixture of uses. (Commissioner Ott)**

Existing Draft:

LU2-P1 — ~~Expand the flexibility for mixed-use in appropriate areas~~

Revision

LU2-P1 Allow vertical mix-use development patterns within Regional Activity Centers or other areas as designated by Master Plans.

- **Review existing Architectural Guidelines and their effectiveness. (Commissioner Cupid)**
Add new work program item; LU-50 Review existing Architectural guidelines and determine their effectiveness

- **Modify the NRC code to provide more specific ranges of land uses. (Commissioner Cupid)**
Add new sub-work program item under item LU-26 Modernize and update county's ordinances and codes periodically; LU-26.1 Modify the NRC code to provide more specific ranges of land uses



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- **Promote greyfield and brownfield development opportunities. (Commissioner Cupid)**
This comment was addressed in Policy LU3-P2. However, to clarify the intent, the policy text was revised to the following; LU3-P2 To accommodate projected growth and provide growth management strategies, encourage-promote the reuse, redevelopment, and/or revitalization of brownfield and greyfield sites.

- **Encourage completion of pipe farm areas. (Commissioner Cupid)**
Added new work program; LU-51 Encourage and promote the completion of abandoned or unfinished subdivisions through the subdivision topping program.

- **Stabilize housing in low to moderate income areas by ensuring step down zoning that creates buffer for more intense, incompatible uses. (Commissioner Cupid)**
Added new policy; LU1-P20 Encourage step down zoning as a tool to help buffer low intensity residential uses from higher intensity residential uses as a way to stabilize housing.

- **Encourage mix of housing design, materials in low to moderate income areas. (Commissioner Cupid)**
Added new policy; LU2-P15 Promote a mix of housing design and materials in new residential areas through the rezoning process.

- **Require bus pads, dual sided sidewalks in single family and multifamily communities. (Commissioner Cupid)**
Added new work program to Land Use element; LU-52 Consider updating Development Standards to require Bus Pads at the entrance to new residential developments adjacent to Bus Stops.

In addition, added new work program to Land Use element; LU-53 Consider updating Development Standards to require sidewalks on both sides of local streets within residential subdivisions.

- **Regulate how communities are impacted by a dominance or predominance of certain uses. (Commissioner Cupid)**
Add new work program in Land Use; LU-54 Review legal options for how communities can regulate the overabundance of uses along corridors.

- **Modify Future Land Use Map to Facilitate Increased Office Space in District with goal to create a business district and create Class A office space. (Commissioner Cupid)**
This particular comment is addressed in work program item LU-1. To address the specificities of the request we have included a sub-work program; LU-1.1 Develop Small Area Policy Guidelines to encourage office space in south Cobb.



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➤ **Develop town square in Osborne-Milford Community and Six Flags area. (Commissioner Cupid)**

Added two new work program items to the Land Use Element; LU-55 Stimulate development of a Town Square in the Osborne-Milford Community and LU-56 Stimulate development of a Town Square in the Six Flags Community.

TRANSPORTATION ELEMENT

➤ **Add Transportation Need: Grade separation for appropriate arterial roadway crossings and tie in particular goal and policy for this particular need. (Chairman Boyce)**

Added “Grade separation at certain major arterial roadway crossings” under the Vehicular Needs in the Transportation Element. Created new policy (TR1-P5) “Consider grade separated intersections at high volume, major arterial roadway crossings”. The policy is located under TR-GOAL #1: “Maximize performance of the transportation system”.

➤ **In the Transportation CWP, implement Cobb Complete Streets Program in 40% of Cobb Major Thoroughfares. (Commissioner Cupid)**

Include under TR-131 (Develop Complete Streets implementation process) as TR-131.1 Implement Cobb Complete Streets Program for 40% of Cobb’s Major Thoroughfares.

➤ **Expand trail networks throughout the county into South Cobb, West Cobb, and Central Cobb. (Commissioner Cupid)**

Add a new work program item; this particular comment is broadly addressed with TR-1 work item under the Transportation Element. To better address this comment a TR-1 sub-item was added; TR1.1 Expand and implement trail networks throughout Cobb County.

➤ **Partner with Marta to Expand Rail to South Cobb and Douglas County. (Commissioner Cupid)**

Add new work program item; TR-128 Partner with surrounding jurisdictions to consider expanding commuter rail service into South Cobb.

➤ **South Barrett Reliever Phase 3 – The Cost is incorrect. Missing some digits. Please confirm cost. Also, in the Funding source column, please add TCCID. We contributed a large sum to this project. (Town Center CID)**

Ref. TR-12; the cost was confirmed and adjusted. In addition, TCCID was added as a source of funding.

➤ **We noticed South Barrett Reliever Phase 2 is not listed. This is a large project that is On-going at this time. For the overall cost please confirm with Brian Loudermilk. Also, the Funding source would be SPLOST, GDOT & TCCID. (Town Center CID)**



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Ref. TR-11; South Barrett Reliever Phase 2 has been added to the Community Work Program.

HOUSING ELEMENT

➤ **Add Cost Burden Definition to maps. (Chairman Boyce)**

The following Cost Burden definition was added to Maps 12 and 13 within the Housing Element. "County residents who pay more than 30% of their income towards housing cost are considered cost-burdened."

➤ **Add a measurable metric as it relates to Affordable Housing. (Chairman Boyce)**

Cobb County's Five-Year Consolidated Plan, which is facilitated through the CDBG office, identifies the community's affordable housing needs and outlines a comprehensive and coordinated strategy for addressing homelessness, low-income and moderate income housing for Cobb County utilizing federal grant funds.

An additional work program item was included in the housing element that will help elected officials be more aware of the performance and evaluation of the affordable housing supply and how many are benefiting from the grant funds. The item is as follows:

HO-9 CDBG to conduct an annual performance and evaluation report to the Board of Commissioners.

In an effort to increase the affordable housing supply, an additional work item designed to work toward providing an incentive for developers to build affordable housing, utilizing the Federal and State Housing Tax Credit Program is as follows:

HO-10 Provide incentives for affordable housing such as the Federal and State Housing Tax Credit Program.

➤ **Explore housing rehabilitation of older communities. (Commissioner Cupid)**

Added new policy under Housing Goal #3; HO3-P6 Explore housing rehabilitation programs for older communities such as the Section 203(k) loan program by the U.S. Department of Housing and Urban Development (HUD).

➤ **Ensure housing meets housing code standards. (Commissioner Cupid)**

Added new housing work program; HO-8 Provide services to inspect rental properties at the request of tenants to ensure residential code compliance.



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ECONOMIC DEVELOPMENT ELEMENT

- **Support and encourage land use guidelines for protecting and developing recreation and tourism in the gateways to the following areas: Six Flags area, Mable House Complex, Silver Comet Trail, Downtown Austell, Downtown Powder Springs and Mableton, Disc Golf Park, Girl Scout Site, Chattahoochee River. (Commissioner Cupid)**
Added new work program under Economic Development; **ED-24 Research and Consider Hospitality District for protection and development of recreation and tourism in appropriate areas of the county.**

COMMUNITY FACILITIES ELEMENT – PARKS, RECREATION AND CULTURAL AFFAIRS

- **Expand cultural arts programming into community and recreational centers. (Commissioner Cupid)**
Added new work program under Parks, Recreation, and Cultural Affairs; **CF-PR-14 Expand cultural arts programming into community and recreational centers.**
- **Expand seating at Mable House amphitheater. (Commissioner Cupid)**
There is a 2016 SPLOST project regarding improvements to the Mable House Amphitheatre (CF-PR-38). To address the comments we have included a sub-work program; **CF-PR-38.1 Expand seating at Mable House Amphitheatre.**
- **Develop schedule of programming at recreational centers. (Commissioner Cupid)**
Add new work program under Parks, Recreation, and Cultural Affairs; **CF-PR-15 Develop schedule of programming at recreational centers.**
- **Coordinate shared use of parks and recreation space with general public and third party program providers. (Commissioner Cupid)**
Add new work program under Parks, Recreation, and Cultural Affairs; **CF-PR-16 Coordinate shared use of parks and recreation space with general public and third party program providers.**
- **Expand parks and trail network into residential and moderate income areas. (Commissioner Cupid)**
Added new policy under Community Facilities > Parks, Recreation and Cultural Affairs; **CF-PR-P20 Encourage expansion of parks and trail network into low and moderate income residential areas.**



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➤ **Three parks in the TCCID are not listed. These are parks that are being developed either solely by the TCCID and turned over to the county or are a combination of efforts from County and TCCID. (Town Center CID):**

- **Aviation Park – On Going – Responsible Party would be PARKS and TCCID – Cost is \$1,900,000 – Funding Source is TCCID.**
Added work program item. Ref. CF-PR-46
- **Bells Ferry Trailhead Improvements – On Going – Responsible Party would be PARKS and TCCID – Cost is \$828,000 – Funding Source is TCCID.**
Added work program item. Ref. CF-PR-47
- **Town Center Park – On Going – Responsible Party would be PARKS and TCCID – Cost is \$600,000 – Funding Sources is TCCID.**
Added work program item. Ref. CF-PR-48

PUBLIC SAFETY ELEMENT

➤ **Public Safety: Integrate Recommendations of IACP. (Commissioner Cupid)**
Added new work program under Public Safety; PS-22 Integrate recommendations from the International Association of Chiefs of Police (IACP).

INTERGOVERNMENTAL COORDINATION ELEMENT

➤ **In this section all of the City's within Cobb are represented. We recommend including all of the CID's in Cobb County and incorporating a map of their locations as well. (Town Center CID)**
Page was redesigned and the Cumberland CID, Town Center CID and Marietta Gateway logos were added.

➤ **Beginning on page 193; a large amount of coordination also occurs between the County and CID's in terms of development and process such as the LCI study, grant applications and currently the Code Amendment regarding the lighting district in the TCCID. (Town Center CID)**
Added an additional Community Work Program item under the Intergovernmental Coordination Element; IC-9 Coordinate with CIDs on the development of studies and master plans when appropriate.

MILITARY COMPATIBILITY ELEMENT

➤ **Remove economic data and jobs description from the Military Compatibility Element. (Chairman Boyce)**



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Language was revised to the following. “The Dobbins Air Reserve Base (Dobbins ARB) and its ancillary businesses are critical to Cobb’s local economy, ~~generating thousands of jobs and millions of dollars in annual economic activity and tax revenue,~~ as well as providing military operations for national security.”

➤ **Add other organizations associated with Dobbins ARB to the Military Compatibility Element (Chairman Boyce)**

The following language was add to the introduction in the Military Compatibility Element. “The Dobbins Air Reserve Base (Dobbins ARB) is the largest multi-service reserve training base in the world, hosting several other military, government and private organization tenants. The 22nd Air Force is headquartered at Dobbins ARB, The Georgia National Guard is the primary military tenant at Dobbins ARB occupying the Clay National Guard Center. The Navy Operational Support Center is a training facility for the United States Nave Reserve and the US Army Reserve occupies several facilities on the base that provide training for soldiers. In addition there are other ancillary public and private organizations on the base that are critical to Cobb’s local economy, ~~generating thousands of jobs and millions of dollars in annual economic activity and tax revenue,~~ as well as providing military operations for national security.”

HUMAN SERVICES ELEMENT – PUBLIC HEALTH

➤ **Leverage partnerships with other County departments and outside groups to meet community needs and to provide healthy lifestyle options that balances accessibility and services to all residents. (Commissioner Cupid)**

This comment may already be addressed via HS-PH-P3 and HS-PH-P5. If this is not sufficient it has been added as an additional Public Health Policy; HS-PH-P18 Leverage partnerships with Cobb & Douglas Public Health and other County departments and outside groups to meet community needs and to provide healthy lifestyle options that balances accessibility and services to all residents.

COMMUNITY WORK PROGRAM

➤ **Update 2017 Completed Projects from the Community Work Program. (Chairman Boyce)**

Staff has coordinated with other departments to determine which projects have been completed and has updated the Community Work Program to reflect those achievements.

➤ **Revise funding categories to be consistent with the operating budget funds defined by Finance. (Chairman Boyce)**

Examined the entire Community Work Program and revised the Funding Source column to reflect the different operating budget funds defined by the Finance Department.

APPENDIX 6 – SUPPLEMENTAL PLAN SYNOPSIS

➤ **Please see attached for mark ups. It’s important to note that the Town Center Community Improvement District is denoted as TCCID. We dropped the term ‘Area’ a while back after**



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the development of the Town Center Community Alliance, denoted as TCCA. The Alliance is our non-profit extension. (Town Center CID)

Did a search on Town Center, TCCID, & TCAID and corrected all terms to TCCID.

- **Regarding the write up, we would like to include a portion of the LCI study as you have shown, but also include out 2017 Master Plan description. This is currently not attached but I will send it to you, or bring it to our meeting on Thursday. (Town Center CID)**

Added revised LCI study synopsis and Town Center CID Master Plan synopsis that was sent by Alisha H. Smith from TCCID.

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