

SOUTH COBB TOWN CENTER

MABLETON'S LIFELONG COMMUNITY



AUGUST 2010

DPZ
DUANY PLATER-ZYBERK & COMPANY

LIFELONG MABLETON

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REPORT OVERVIEW

This report summarizes findings and presents designs developed during the eight-day Charrette hosted by the Cobb County Development Agency and led by Duany Plater-Zyberk & Company. The charrette brought together local residents, Cobb County officials, and national experts to look at the historic Mableton community's future as a walkable town center for people of all ages. The charrette developed:

- A conceptual master plan, that incorporates mixed-use, mixed-income, multi-generational designs, and promotes healthy living;
- A SmartCode, which activates the master plan; and
- Development strategies

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INTRODUCTION
SOUTH COBB TOWN CENTER

INTRODUCTION

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CHARRETTE OVERVIEW

The South Cobb Town Center Charrette builds on work initiated by Atlanta Regional Commission and DPZ during the Lifelong Communities Charrette in February of 2009. The Lifelong Communities charrette brought together healthcare, aging, mobility, transportation, accessibility, architecture, planning and design experts to explore the challenges of creating Lifelong Communities in areas like Mableton where most baby boomers live. After significant research, study and the development of five conceptual master plans, the group came to several central conclusions:

- Lifelong Communities must adhere to the fundamental principles of New Urbanism to truly be places where all people can live throughout their lifetimes.
- To be fully accessible, from inside the dwelling, down the street and into the restaurant, theater or store, New Urban developments must be supported by codes which address accessibility continuously across the entire urban environment.
- The past century gave humans the gift of longevity, often with the presence of managed disabilities or chronic conditions. Traditional building forms must be modified to reflect the new reality which includes ever increasing life expectancies and varying levels of ability.

The South Cobb Charrette revisited the Mableton area with these principles in mind, but with more opportunity to learn from and imagine with South Cobb residents and stakeholders. The design team learned that the Mableton area has served as a town center for a large portion of South Cobb for over a century. Education and arts are highly valued by this community. Also paramount is the goal of making Mableton a lifelong living environment where people of all ages and abilities can live together and contribute to the community. Lastly, Mableton stakeholders expressed a sense of urgency in implementing their vision for the future: short term, achievable goals are necessary to get the process started.

The pages that follow document a master plan that incorporates these goals and calls out specific short term actions.

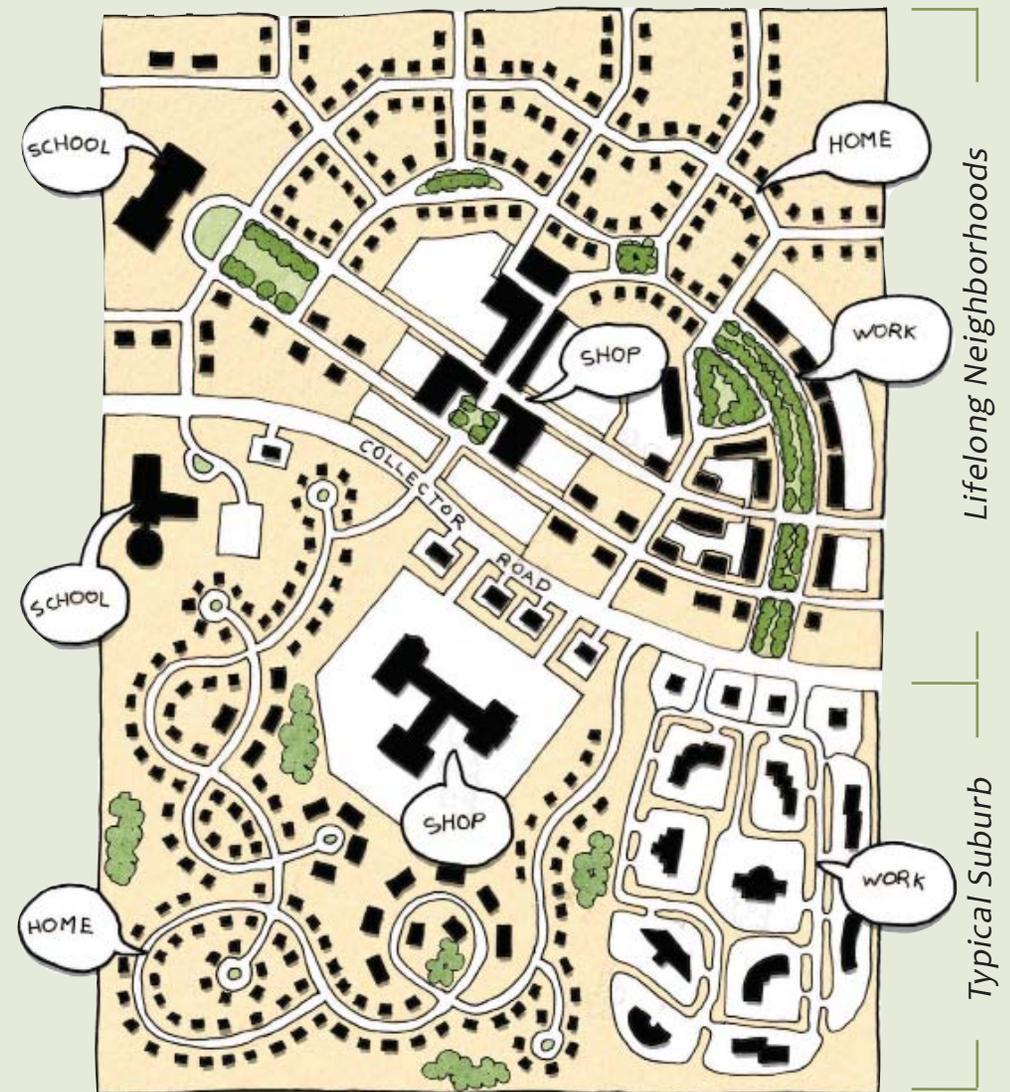
CHARRETTE CONTEXT

A critical lesson of the Lifelong Communities Charrette is that aging increases awareness of spatial contexts and limits. Neighborhood contexts and limits must be better articulated to improve the South Cobb area.

Lifelong planning focuses on the neighborhood- a distinct community with a center and an edge. Lifelong Neighborhoods place a strong emphasis on the character and quality of public spaces and their ability to support mobility, interaction and recreation for people of all ages and abilities. The combination of a geographic focus and a defined limit help create a sense of place- a social and cultural identity for the community. A square, green, or important street intersection provides a public gathering space with civic building, shops and workplaces nearby. Private buildings form the public spaces and the private block interiors.

The scale of a neighborhood and the relationship between center and edge are determined by an optimum walking range - a quarter-mile (five minute walk) from center to edge. The neighborhood gathers residents within walking distance of shopping, work, schooling, recreation, and dwellings of all types. A ten minute walking distance (a half mile) may be required to access transit, serving several neighborhoods at their confluent edge, with an aggregation of shops. The Lifelong Neighborhood emphasizes the quality of the pedestrian environment within these comfortable distances as an important influence on physical and mental health.

The edge of the Lifelong Neighborhood is porous and continues the surrounding street, path, and green space networks. Perceptual boundaries define the neighborhood within a larger community without fences, control gates, or landscape buffers.



On The Right Track

Judging by attendance and input at the charrette, residents are engaged in the community and social networks are strong. There is both pride of place and a history of investing in civic and cultural amenities. Schools are in good shape and are high performing. Though the study area is in transition at the moment, the prosperity and investment just to the north will inevitably extend to Mableton even if the economy continues to be slow. All indicators are that Mableton is a good place to live and is on the way to becoming even better.

Mableton and South Cobb have reached the point where attention must be paid to the urban structure if the community is to continue to develop and grow. Social, cultural, and economic strengths of the community are easily missed by visitors and passers by from the surrounding area. Strip retail oriented to through traffic and ill considered development over the past decades mar the environment and belie the social, economic strengths of the community. Driving across South Cobb it is hard or impossible to tell where one neighborhood ends and another begins. In the first few days of learning the site, the DPZ team drove past Mableton on the way to the charrette without realizing they had missed a turn. The lack of definition of neighborhood limits and context make this missed turn an easy mistake to make.

While there is plenty of auto oriented strip retail, there are not many places in the Mableton area to have an enjoyable afternoon or evening “on the town” taking in the street life and strolling between entertainment and dining venues. The daily trajectory of family and work in South Cobb absolutely requires an automobile, and this

will become a growing constraint for the increasing number of existing residents who are not able or do not want to drive regularly.

Only a few minutes drive from downtown Atlanta, Cumberland, Galleria, and Marietta Square, Mableton is in an ideal location. Redeveloped to provide a strong sense of arrival in a clearly defined cluster of neighborhoods, the location could be as desirable as it is ideal. Lifelong Mableton is already establishing the area’s leading role in serving the older adult market and could well attract a good share of the area’s market for lifelong living opportunities.

Historic Mableton is a strategic location to make an impact in South Cobb. With a good underlying historic urban structure and a host of civic amenities like post office, library, arts center, and a cluster of strong public schools, Mableton is already serving as a town center for a wide area. Through organizing and assistance provided by Atlanta Regional Commission it is also on its way to becoming the type of Lifelong Neighborhood imagined in the Lifelong Communities Charrette. Mableton is on the right track and the series of recommendations made in this report would result in a built environment that complements the social and cultural strengths of the community.



The picture at the right is the resource and reference table as it was stocked for the South Cobb Charrette. The documents are all past studies of the Mableton area. Most of the studies were instigated by immediate opportunities and many resulted in significant tangible improvements. These improvements include: a historic preservation code, the John Mable Arts Center, the Barnes Amphitheater, Floyd Road redevelopment, and a County library. The prior studies have brought Mableton close to the point of transformation, and the intent of the South Cobb Charrette, Master Plan, and Form Based Code is to prepare at a finer grain for this transformation.

Form Based Code is well suited for the work entailed in South Cobb's next stages of evolution. Rather than look only at a few strategic large scale public investments, the code and guiding master plan direct all investment- public and private, large tract developer and single homeowner- to produce a cohesive environment true to the community's vision for its future. The code will allow a wide range of interests to act independently but in concert to realize this vision.

The South Cobb Charrette provided an opportunity for community residents, public officials, and other stakeholders to work with investors, design experts, and developers to articulate and develop their vision for the future. Short term opportunities and long term goals were both incorporated into the master plan, and residents can expect to see some elements implemented in the near term while others may not be feasible for decades to come.

Unlike many of the previous studies completed to take advantage of an immediate opportunity, the form based code and master plan are living documents that will evolve over time. Even in the few months between the final charrette presentation and the submission of this report there are details that have been brought into further focus. A birds eye rendering meant to evoke the potential of a site to support a four story building becomes outdated when a real developer emerges and only requires three stories for his program. This is a normal process in the iterative relationship between a vision and its incremental implementation.



EXISTING CONDITIONS
LIFELONG MABLETON

EXISTING CONDITIONS

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INTRODUCTION

Atlanta Regional Commission estimates that the 10-County Atlanta Region continues to add over 30,000 new residents a year even in the down economy. While this growth is much less than experienced prior to the recession, it still makes the region one of the fastest growing places in the nation.

Cobb County receives a healthy percentage of this growth: at the peak of the boom years between 1980 and 2000, Cobb was the second fastest growing county in the metro region. When the economy does finally rebound, growth will pick up again and there will be pent up demand to satisfy on all fronts.

South Cobb is using this time of recession wisely, imagining and planning their community's prosperous future. While it is not easy to imagine or re-imagine when times are uncertain, the individuals, companies, towns, and regions that invest in research and development will be best positioned to capture the market once it returns.

Mableton has many advantages on which to build. During the boom years, development often occurred too fast and with too little sensitivity to the local context. In the long term, Mableton may profit from having missed the brunt of the bull market. The community has good, historic urban bones in tact and with a Master Plan and Form Based Code in place, it will be well poised to harness the market when the economy finally does turn around, fueling a new era in Mableton.

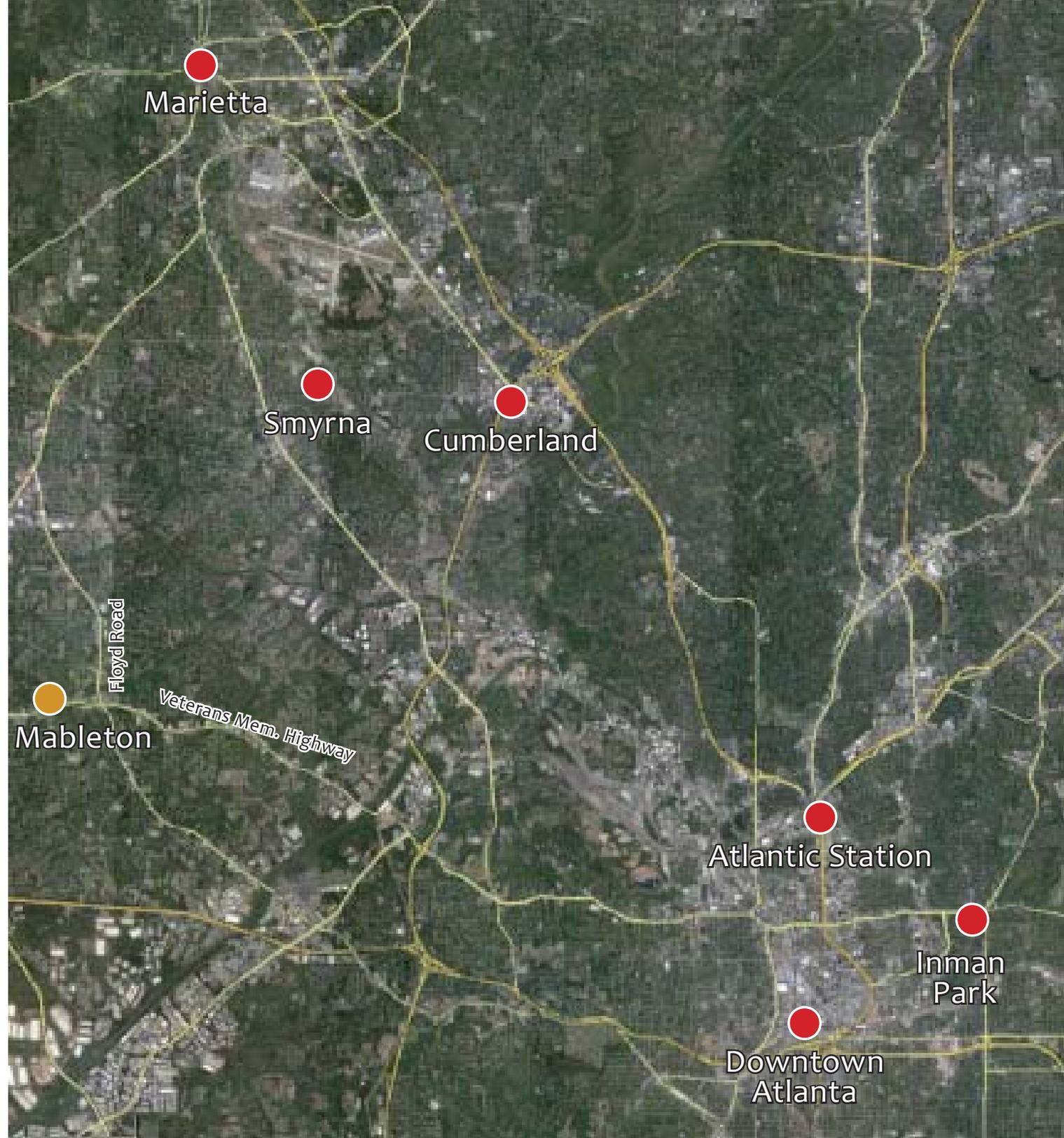
REGIONAL CONTEXT

Mableton lies 12 miles to the west of Downtown Atlanta and nine miles south of Marietta. The town was once well situated on the regional east-west auto corridor: Bank Head Highway (Veterans Memorial today). With the opening of I-20 to the south and I-75 to the north, Mableton lost this vantage point and became more physically and economically isolated from the region.

Mableton is ideally suited to be a bedroom community for both Marietta and Downtown Atlanta, with major employers like Coke headquarters, only a 7 minute drive down the now under utilized Bank Head Highway (Veterans Memorial Highway). Recently, development pressures have begun returning to the area, spilling over from the heavy investment North Cobb experience during the past decade.

The Charrette team drew on numerous examples in the region as precedents for Mableton's revitalization. Marietta Square was studied as an excellent historic example of a Cobb town center, and Inman Park (Atlanta's first suburb) was studied as a historic example of a bedroom community. Smyrna and Atlantic Station were studied as examples of recent town center developments. The most directly relevant of these, Smyrna is an entire community transformed by its town center.

Cumberland Galleria was surveyed as an example of the booming recent economic environment of North Cobb.



VICINITY MAP

In the nearby vicinity are the South Cobb Community Center and the Lions Park. A little over a half mile away, the Silver Comet Trail will soon be connected to the town center by Floyd Road Trail, which is slated for construction in the very near future.

In addition, Cobb General Hospital is approximately 2.5 miles north of the town center near intersection of Austell Road and the East-West Connector. Finally, there are numerous retail and service opportunities in the neighborhood activity centers to the north and south of the center.



EXISTING SITE CONDITIONS

Mableton is one of Cobb County's oldest identified areas, although it has remained unincorporated for all but two years of its history. As a result of its unincorporated standing, the name "Mableton" can refer to a wide geographic area and residents from all over South Cobb may refer to their community as Mableton.

The study area defined for the purposes of the Charrette and Form Based Code follow the boundaries of the historic Mableton's street network. This network is generally well connected and nicely scaled, and is a nice mix of rectilinear grid in the Church Street area and more organic sections along Old Floy Road that probably evolved over time from foot paths and dirt drives.

Outside of this study area the urban form is more recently developed and does not cohesively mesh with the original street network. In a few cases, non-historic development has been included where it was necessary to complete an older neighborhood or serve as a gateway for the community. The southern portion of the study area surrounding Veterans Memorial Highway is the most significant non-historic area included.



EXISTING SITE CONDITIONS

While the extents of the Mableton community may not be defined, its current-center is clear: the intersection of Floyd Road and Clay Road where a cluster of facilities serve as a town center. These facilities include the Mable House, Barnes Amphitheatre and Cultural Arts Center, the United States Postal Office and a new library. Old Floyd, Clay, and Floyd Roads all radiate out like spokes from this town center hub.

The right of way (ROW) assembled for the new Floyd Road is extensive in some sections. Nearly 200 Feet of ROW is held at the intersection of Floyd and Clay, providing ample opportunity for Redevelopment as a Boulevard.

The rail line that runs through the south of the community forms a hard boundary with only three existing crossing points in the study area. This rail line is currently only used for freight, but it is well placed to serve the proposed passenger rail identified in the States' newly adopted transportation plan.



CONTEXT PHOTOS

The photos to the right are representative of critical elements of Mabelton's existing urban form. Both the street on the left and bike trail on the right show curbless detailing with swaled surface drainage and mature landscaping. Though the character is somewhat rural for a town center, curbless streets avoid concentrating storm water runoff and are more ecologically sustainable than piping and pitting storm water channeled by curbs and gutters.



John Mable House on the left and the post office to the right face each other across Floyd Road. The rural character of the Mable House site would be greatly enhanced if the post office frontage offered a more urban contrast. Currently the large green strip and rows of asphalt parking lot detract from the rural character still intact on the Mable property.



The original Mableton town center formed along front street where the old train depot used to be. Only in recent years after the construction of the new Floyd Road did the community re-center at the intersection of Floyd and Clay Roads. The old store fronts and warehouse buildings are preserved along Front Street, but now constitute an edge condition rather than a main street center.



ILLUSTRATIVE PLAN
SOUTH COBB TOWN CENTER

ILLUSTRATIVE PLAN

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OVERVIEW

Four separate nodes have formed in Mableton and as the community develops, close attention will need to be paid to balancing and weaving together the opportunities of each.

These emerging nodes are:

Old Town Center- The original town center formed around the original railroad depot on Front Street. This old town center anchored the southern end of Church Street, the original main street for the town. This site could once again be an important center for the community if a regional passenger rail station goes in and it becomes feasible to redevelop the commercial development across Veterans as a Transit Oriented Development.

The Barnes Site- The Barnes homestead is a 22 acre parcel that is currently the largest private development site in Mableton and is an opportunity to integrate some Lifelong Communities facilities into Mableton.

John Mable Site- The John Mable House was not the original center of town, but with its collection of post office, library, arts center, amphitheater and other civic functions, it currently functions as the new town center for the South Cobb area.

Mableton Elementary School Site- The school anchors the northern end of Church street which was the original main street for the town. The school site holds promise as a neighborhood center for health, recreation, and education programs.

The Master Plan continues a four node scheme, adjusting and repositioning as needed to balance future growth in the area. The Barnes Site and John Mable Site are integrated to form a single, cohesive pedestrian shed; the Old Town Center is reinforced with a transit oriented redevelopment of the retail center to the south; a new pedestrian shed is created to the east of the Floyd/Veterans intersection to form a better gateway into the town center; and the Mableton Elementary site is redeveloped as a campus that serves the entire community with education and wellness programming.

PLAN

ILLUSTRATIVE MASTERPLAN

No single developer has assembled the entire study area, and no public or private entity intends to do so. The Mableton Form Based Code, guided by the Master Plan to the right, will allow the Mableton community to absorb growth incrementally over time within a cohesive urban structure. The Master Plan sets the vision for Mableton's future as a town center and helps to orchestrate the many property owners in the community as they act independently to improve their properties.

As has been stated in previous pages, Mableton has good bones: a nicely proportioned street grid around the Church Street ridge and a more organic network of streets moving down the slope towards Floyd Road. The Master Plan proposes adjustments and additions to the street network that improve connectivity and blend the formal and organic grid systems.

-  Existing Buildings
-  Mixed Use
-  Single Family Residences
-  Civic
-  Parking Structure
-  Surface Parking
-  Community Garden



NEIGHBORHOOD STRUCTURE

Mableton groups nicely into four distinct walkable neighborhoods centered on:

- 1) the Mableton Elementary School redevelopment site,
- 2) the Floyd & Clay Intersection area including the Barnes site,
- 3&4) future redevelopment opportunities south of the train tracks.

All of these neighborhoods will be zoned for mixed-uses, including residential, commercial and office space. The circles used to indicate the neighborhoods are scaled to the pedestrian shed: an area within which people are more likely to walk rather than drive. The master plan allocates a mix of commercial, residential and civic uses within each pedestrian shed, providing residents and visitors with most of their daily needs within walking distance.

Currently two of the sheds are poised for redevelopment in the near future: the Mableton Elementary School site and the Barnes property. Since the Barnes Property is under one ownership, and the land is currently undeveloped this is an ideal opportunity to create a critical mass development that will generate excitement and catalyze further investment and transformation across South Cobb.

FIX COLORS IN DIAGRAM AND MAKE SURE CONSISTENT WITH LABEL BELOW

Pedestrian Sheds

-  Near Term Implementation
-  Long Term Visioning



DIAGRAMS

EXISTING TRANSIT CONNECTIONS

Mableton is well situated along two major connectors: Floyd Road running North-South, and Veterans Memorial Highway running East-West. Floyd road currently has a regional bus route and a Park and Ride route. Veterans Memorial Highway's regional bus, connects Powder Springs to Atlanta. An Amtrak line runs through the site, stopping in Atlanta. The recently passed Transportation Investment Act of 2010 contains provisions for a regional passenger rail line that will run along this track with a stop in Mableton.



- Regional Bus Route
- Local Circulator Bus
- Train Route
- Regional Bus Route

EXISTING THOROUGHFARES NETWORKS

Mableton has maintained its original gridded street pattern and historic district near the old town center on Front Street. As can be seen in this diagram, these historic urban patterns interweave and provide good connection across the community. The blocks are also scaled well to subdivide the neighborhood into comfortable walking routes. Outside of the study area boundaries, the streets do not form grids and blocks tend to be much larger. This latter development is much more oriented to automobile traffic than foot traffic. Additionally the newer developments concentrate traffic onto a few arterials rather than disperse it across multiple local roads.



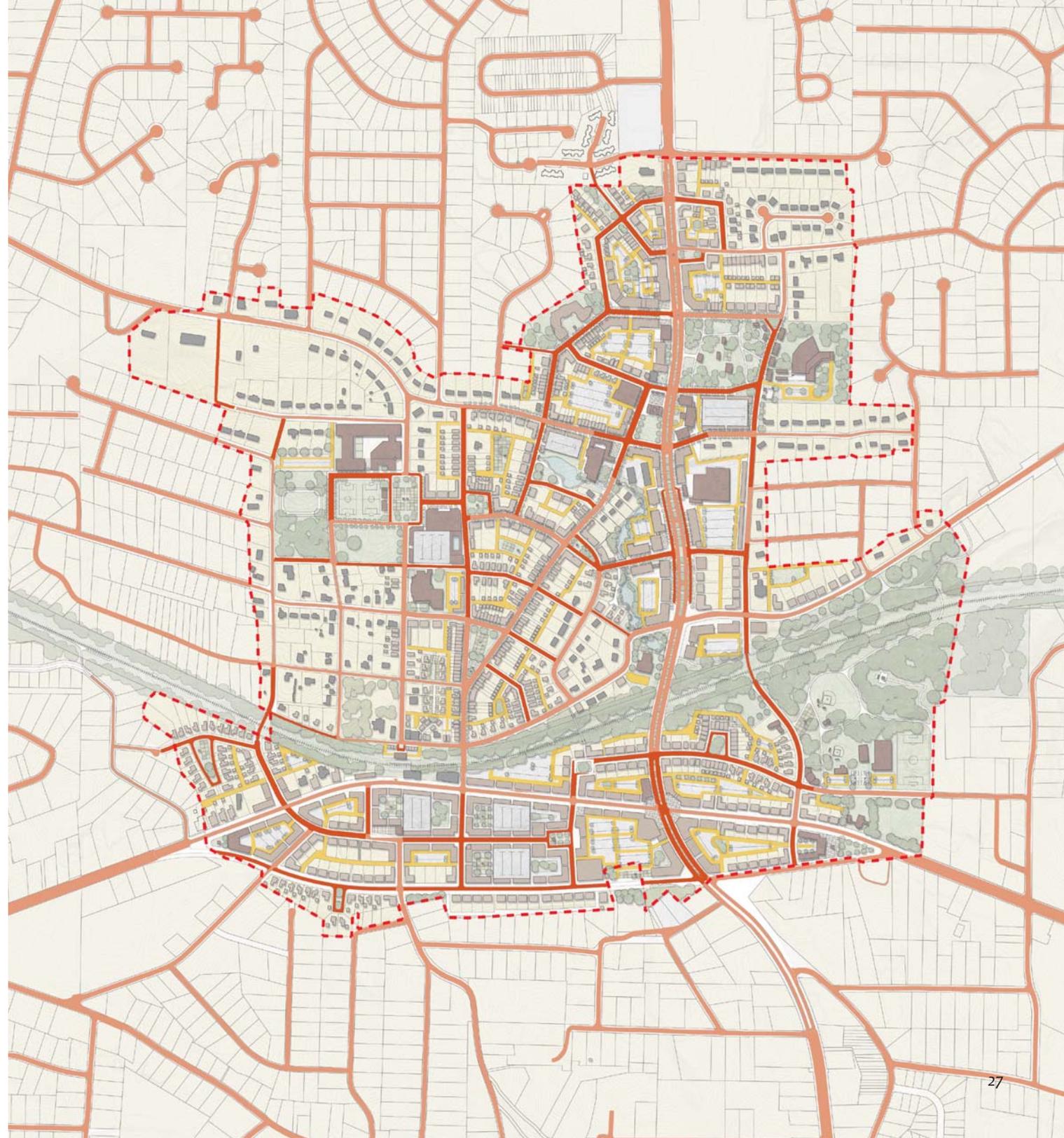
Existing Thoroughfares

PROPOSED THOROUGHFARE NETWORKS

The diagram above depicts the existing and proposed vehicular networks in the study area. The Master Plan calls for a variety of street types with a range of widths, streetscaping, and intersection sizes.

The plan emphasizes connectivity within the immediate area and to the region at large. Connectivity is an important urban characteristic for all ages, but older adults are more vulnerable than the general population to its lack. While the accessibility provisions of streets and sidewalks such as ramps, signal timing, seating, and provide necessary accommodations for the disabled and the elderly, connectivity is the single most important determinant in whether any pedestrian can or will want to participate in street life at all.

- Existing Thoroughfares
- Proposed Thoroughfares
- Proposed Alleys



PROPOSED GREENWAY CONNECTIVITY

The diagram to the right depicts the proposed open space network for the study area. Parks, squares, plazas and greenways are all featured, with many of the greenways enhancing the connection to the Silver Comet Trail, which is a half mile north of the site.

Public civic space, including pocket parks and small plazas, will be accessible within a less-than five-minute walk of every residence, and will serve as community gathering places for neighborhood residents and visitors. Beyond the general recreational and environmental benefits this green space network provides, it also plays a major function in supporting many of the social engagement, connectivity, and healthy living principles of a Lifelong Community.



-  Green Spaces and Green Connections
-  Connection to the Silver Comet Trail
-  Connection to other County facilities

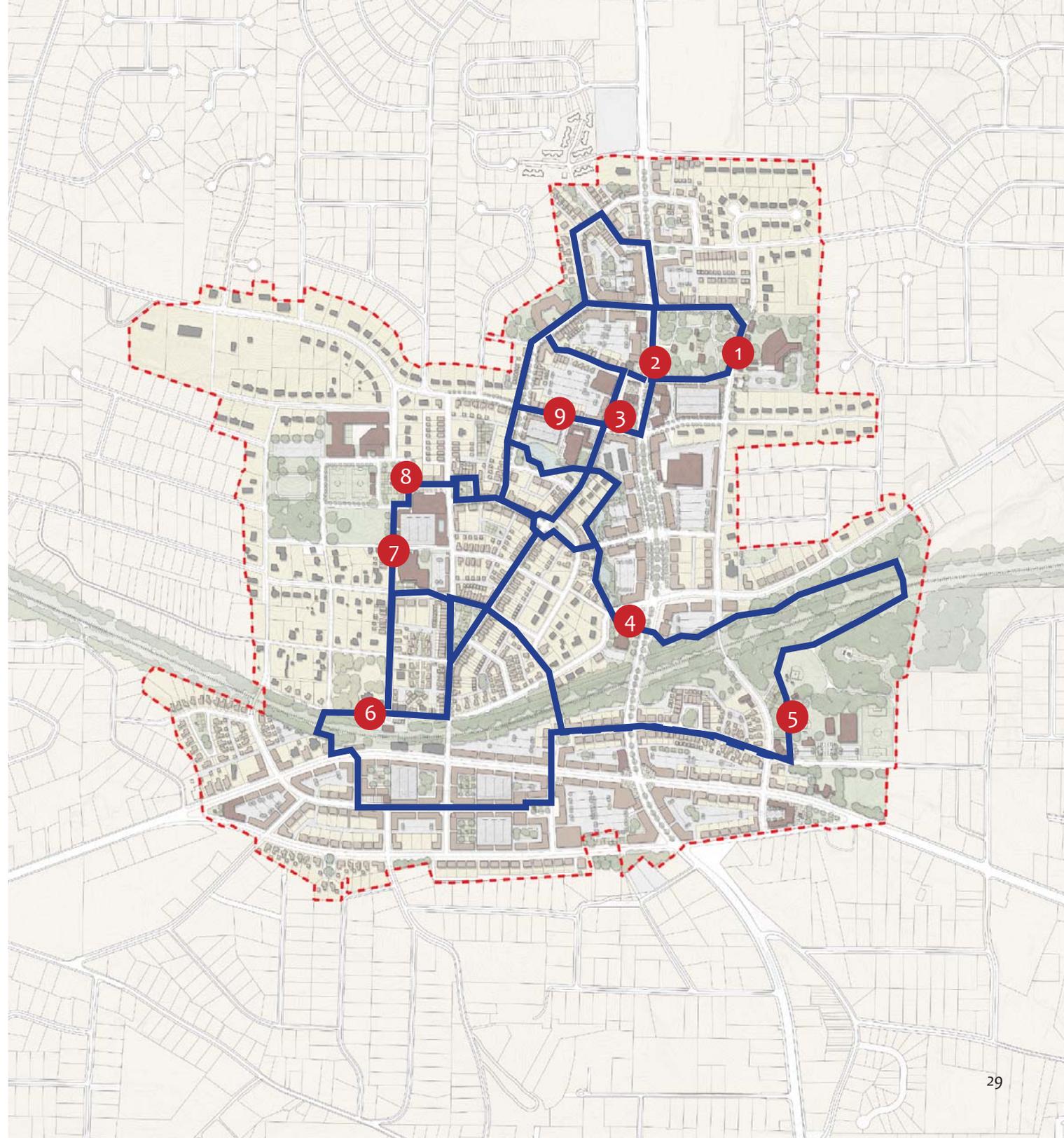
WALKING LOOPS AND SIGNAGE

This diagram highlights street and path “loops” to designate as walking and running routes. For those who do walk or run on a regular basis, the routes they take become significant elements of their neighborhood perception. Walking and running routes help establish a more intimate familiarity with neighbors and the neighborhood along the route, and can contribute to a greater sense of ownership and safety. Many inexpensive amenities are available to enhance this experience ranging from tree species labels to resting and gathering area furniture. A little extra attention along these routes would go a long way to increasing the health, well being, and sense of custodianship among residents.

The Master Plan features a variety of options for pedestrians, including sidewalks along the streets, some cross block passages, as well as a robust greenway system. These connections encourage walking for both transportation and recreation, and can be an important element in community building.

1. Amphitheater
2. Mable House
3. Town Center Square
4. Boys and Girls Club
5. Community Park
6. Rail Station
7. First Baptist Church
8. YMCA
9. Library

-  Walking Paths
-  Way Finding Signage Locations



CIVIC BUILDINGS

Mableton's existing and proposed civic sites are colored red. Existing civic buildings include a history center, amphitheater, public library, arts center, post office and Mableton Elementary School. Civic buildings proposed for new construction include an expansion to the arts center, a YMCA, an urban campus for the elementary school, and a new rail station along Floyd to support the future passenger rail service.

Mableton has a history of investing in civic buildings and this investment is already central to the community's sense of place. Quality civic buildings are critical to fostering pride in place, an important element in Lifelong Communities. Pride of place motivates residents to keep engaged and fosters the close community ties that will support residents through out a life time.



■ Civic Buildings

LOCAL FOOD PRODUCTION OVERLAY

Community gardens are becoming increasingly popular neighborhood amenities. The Master Plan proposes the integration of gardens in central locations rather than residual spaces left over after development is finished. Prominent locations increase the likelihood that the gardens will support social gathering and interaction as well as the more practical food production functions. Public spaces need these kinds of intentional activities to activate the space and give everyone a reason to come out more often and for longer stays. Prominently featuring gardens can also have the added affect of promoting healthy lifestyles and inspiring a cultural focus on fresh food.

These colors are too similar. Why are we showing roof gardens anyway? Are these going to be claimed for public access spaces?

-  Community Gardens
-  Roof Gardens



DEVELOPMENT SITES
SOUTH COBB TOWN CENTER

DEVELOPMENT SITES

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DEVELOPMENT STRATEGIES

No single public or private entity will be emerging to assemble all property in Mableton to then carry out in lock step a perfectly logical and sequential redevelopment process. Instead, the Master Plan and Form Based Code will work incrementally over time to coordinate the independent timing and decision making of all of Mableton's individual property owners.

The absence of a master development entity places a greater burden on the larger initial public and private interventions to set a direction and example for the look and feel of future redevelopment. If implemented well, these initial actions can anchor the overall framework of the Master Plan and help establish the momentum and credibility necessary to influence the actions of the surrounding individual owners as they work on their properties over time.

Of these strategic opportunities, three most important are:

1) Floyd Road Redevelopment- Floyd Road currently handles 37,000 vehicle trips a day: a volume nearly double that of Veterans Highway. Developing a sense of arrival and place along the Mableton section of this corridor is absolutely critical to its regional role as a town center. It is currently easy to slip by Mableton while traveling on Floyd with out ever noticing the community. The redevelopment will need to shape an entire environment that reflects the place and character of Mableton as an important South Cobb regional destination.

2) The Mableton Elementary School- If Floyd Road Redevelopment is critical to Mableton's regional role, Mableton Elementary School is the most significant opportunity to improve the neighborhood's internal core. The trend in Cobb County, as in most of the nation, is to view an elementary school as a regional facility whose immediate surrounding neighborhood is incidental to its function. However, Mableton Elementary is not off by itself in a field at the edge of town: it is the heart of Mableton and perched at its highest point. As the heart of the community, the school has rare opportunities to weave its program into the surroundings for the benefit of both students and neighborhood residents.

3) The Barnes Homestead- Mableton is fortunate to have a significant private development opportunity right in its core. This 23.5 acre site could provide a critical mass of new development to establish the look and feel of the Mableton redevelopment plan.

DEVELOPMENT SITES

The study area divides nicely in to four strategic areas. Each area is initially animated by a critical strategic development opportunity. In areas 1 to 3, these animating opportunities can be achieved in the near term: the Barnes Square, Floyd/Clay Civic Square, and Mableton Elementary Urban Campus. Area 4 will likely be a long term goal but the addition of light rail service and passenger terminal in Area 4 would greatly advance the timing of its redevelopment .

Together the four strategic quadrants have the potential to establish clearly defined limits and character for the Mableton community.

- 1. North Quadrant (Including Barnes Property)
- 2. Town Center Quadrant
- 3. Mableton Elementary School Quadrant
- 4. South Quadrant (Old Town Center)



NORTH QUADRANT (INCLUDING BARNES PROPERTY)

OBSERVATION

The North Quadrant includes land on both sides of Floyd road. Ayers Road and Patterns Drive to the north and Barnes Road to the south form clear break points where the predominantly residential areas change to commercial and civic centers. Development patterns and topography limit east west connection in this area.

DISCUSSION

All of the North Quadrant was once part of the Barnes homestead. Land to the east was parceled off some time ago and developed, while the majority of the land to the East now sits vacant. This unimproved 23.5 acre piece presents Mableton's biggest opportunity for transformational private investment. A critical mass of new development here could establish the look and feel for Mableton's redevelopment and create enough excitement and momentum to catalyze further market response.

RECOMMENDATION

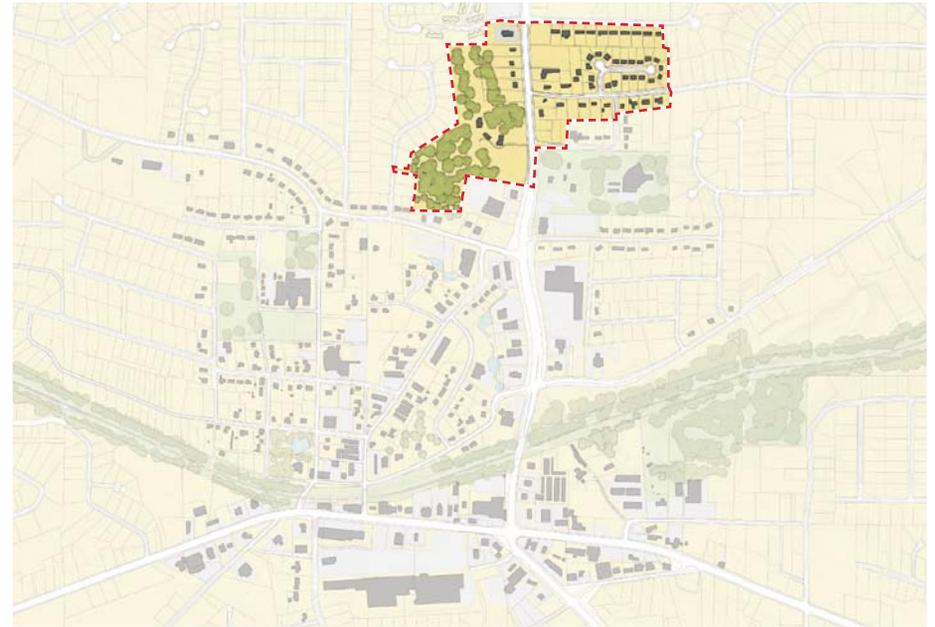
The North Quadrant is the Northern gate way into the Mableton community and should play a significant role in establishing a sense of arrival in a town center. Buildings along Floyd should be large enough to shape a sense of place along Floyd and negotiate between this arterial corridor and the calmer spaces of the interior blocks. It is important for creating a sense of arrival and place that the areas on either side of Floyd begin to

feel more like one community that Floyd passes through rather than two communities divided by the arterial road. Thus over time, some redevelopment of the eastern side would be beneficial.

IMPLEMENTATION

A collection of Lifelong Community assets like home care service offices, daily needs retail, and a range of supportive housing opportunities are likely to be the initial investment drivers for this site. As stated the Barnes property is the largest single piece of developable real estate and provides the biggest opportunity to create a critical mass and thus seed the area for further investment.

Markets established by investments made in the Barnes property, combined with up zoning incentives could catalyze reciprocal private investment on the east side of Floyd. Over time, establishing appropriate massing on both sides of the Road is essential to creating a sense of place.



Location Map



Existing Conditions

NORTH QUADRANT ANNOTATED DETAIL

- 1. Apartment Buildings
- 2. Clinic
- 3. Main Street
- 4. Central Green

-  Existing Buildings
-  Mixed Use
-  Single / Multi-Family Residences
-  Civic
-  Parking Structure



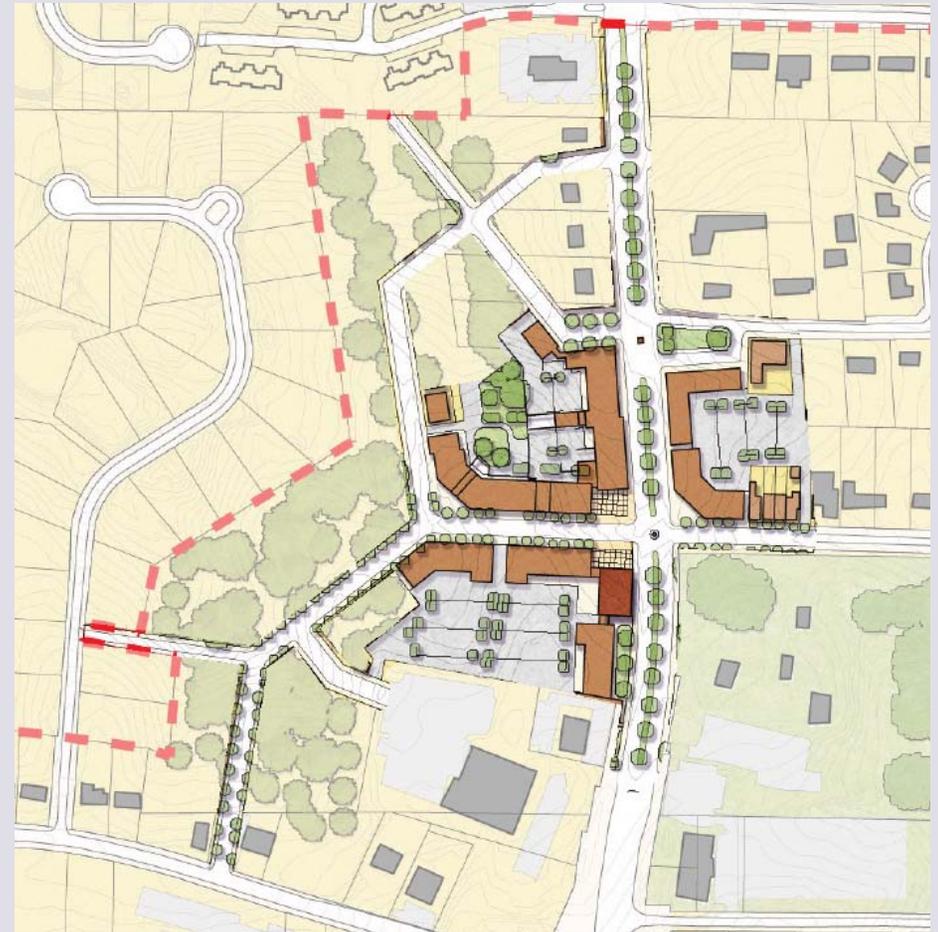
PHASING



Existing Conditions

Currently the North quadrant is a collection of unimproved property and large lot single family home development lodged somewhere between rural and suburban character. Floyd Road right of way is four lanes wide and bordered on either side by large

swales. A sidewalk runs only on the east side of the street. The space shaped by Floyd Road's current configuration lacks appeal for pedestrians and serves as a barrier between blocks to the east and west.



Phase One- Anchor the New Development

The first phase of the Barnes Property Redevelopment will need to establish the feel of the Mableton Master Plan. The first moves must commit a critical mass of buildings to anchor this section of Floyd Road and provide the intensity of program necessary to a town center environ-

ment. The first buildings to break ground will likely be those shown along the extension of Barnes Road up the Barnes property. Some of the institutional components of a Lifelong Community such as home care hub, rehab clinics, and assisted living could help jump start this phase.



Phase two- Crown the New Development with Iconic Building

The second phase of the development will fill out more of the interior core of the site . This area is the high point of the site and could include a signature structure like the luxury apartment building shown.

The road network connects through to

the subdivision behind through an existing corridor provided in the existing plat, and pushes towards potential future connections to Clay and Floyd should adjacent property become available.



Final build-Out- In fill and Expand

The final build out of the North Quadrant will be complete when the properties on both sides of Floyd function together as a single neighborhood. In this completed community Floyd Road will be experienced as a central gathering space flanked by retail and a diversity of hous-

ing types. The nearly 40,000 vehicles a day passing along Floyd provide great exposure for retail, which in turn helps create a vibrant pedestrian experience. A welcoming town center environment must strike a good balance between pedestrian and through traffic needs.

COMMUNITY INTEGRATED SENIOR HOUSING

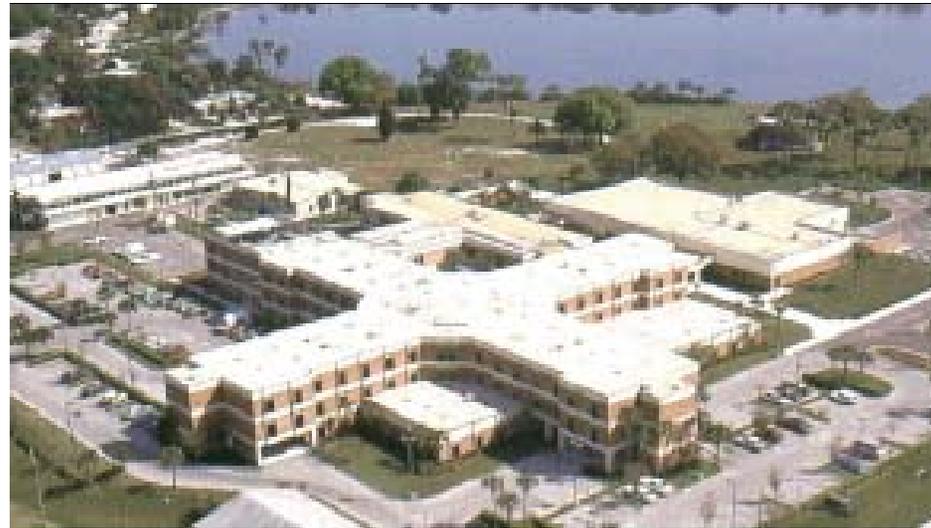
The traditional, comprehensive, market-tested solution to supplying senior housing, service and care needs has been the Continuing Care Retirement Community (CCRC), which provides the full range of independent living apartments and homes, assisted living apartments and guaranteed access to various forms of more intensive care such as rehab and long term care nursing, memory support (Alzheimer's), and even hospice. The CCRC also provides a wide array of life style enhancing services and amenities, from multiple dining venues to holistic programs, supportive of all aspects of wellness, including physical, medical, emotional, social, intellectual, spiritual and creative dimensions of life. The diversity of physical spaces in which these various programs occur takes place in one or more facilities which collectively are known as the community center or commons. These buildings typically rival the finest country club or resort hotel.

Like cruise ships, The vast majority of CCRCs are completely self-contained: every amenity and service, multiple dining settings, and a range of accommodations are made available to those "on board". Most CCRC's are in isolated suburban settings and do not have any relationship with the very community they serve. Also like a cruise ship, the typical CCRC provides luxurious settings for luxury pricing. The CCRC is nearly always privately financed and paid for by the residents through entry fees and monthly service charges.

The Proposed Barnes Square Model

The proposed Barnes Square does away with the cruise ship model of senior housing development and replaces it with a neighborhood center available to old and young alike.

The Master Plan concept anticipates that at this site a small array of neighborhood retailers will provide some of the services that are typically incorporated into a CCRC: possibly a bistro, coffee shop, convenience store, pharmacy, or home care outreach storefront. However,



Suburban Prototypical Nursing Home

Image courtesy of Glen Tipton & Duncan Walker



Prototypical Prison

Image courtesy of Glen Tipton & Duncan Walker



Image courtesy of Glen Tipton & Duncan Walker

rather than the cost of providing such facilities being borne on the shoulders of the relatively few CCRC residents, the entire retail market will share those facilities, yielding greater affordability to all.

Provider(s) can be recruited to manage the needs of older adults throughout the surrounding community. Wireless technological innovations will allow in-home monitoring of seniors in varying degrees. When care delivery is no longer efficient or appropriate through in-home care, a small assisted living apartment facility in the heart of the neighborhood is proposed for those who need more assistance with Activities of Daily Living (ADLs). Ideally the housing facility could provide medical offices, rehab facilities or perhaps adult day care services for the whole surrounding community and not just its own residents.

Many forward thinking sponsors and operators of CCRCs and other "senior" services are seeing this new model as a way of expanding their reach to serve many more older adults. And, as the tremendous growth of aging Baby Boomers impacts our society, this new form of community integrated living and services will become a necessity.

BARNES PROPERTY
MAIN STREET VIEWS



The New entry to Barnes Square looking from Floyd Road up the new extension of Barnes Road

RESIDENTIAL NEIGHBORHOOD



Seamless Integration of diverse scales and unit types

BARNES PROPERTY
BIRD'S EYE VIEW



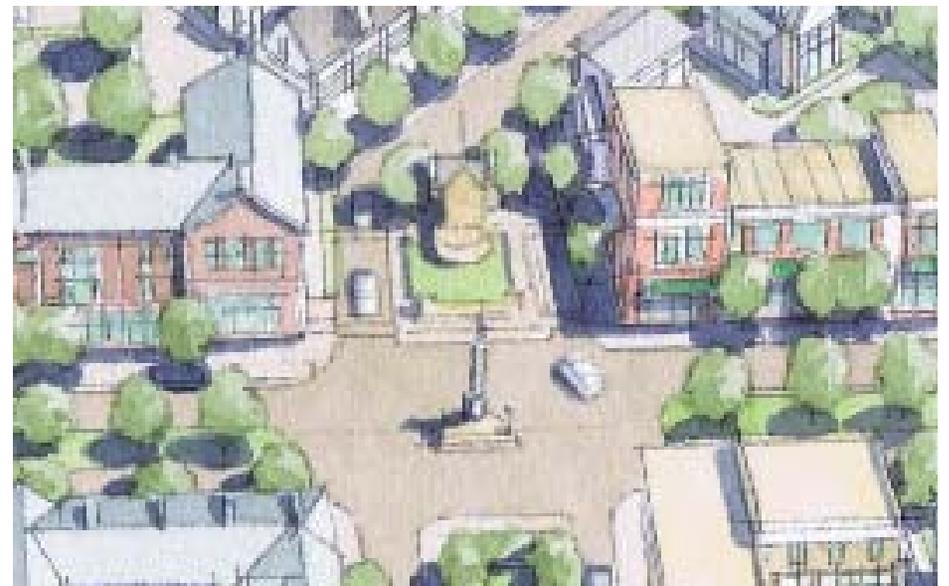
BARNES PROPERTY
BIRD'S EYE VIEW



Main Entry Framed by Mixed-use buildings



Integration of Apartment Buildings, Apartment Houses and Single Family



Civic Green at a Secondary Entrance

TOWN CENTER QUADRANT

OBSERVATION

The intersection of Floyd and Clay roads is currently home to the post office, library, arts center, historic Mable House and other civic amenities. It has in place all the elements of a town center except the necessary urban environment to connect all of these civic programs. The intersection forms the heart of a new town center quadrant that draws together the surrounding retail and civic buildings in to a cohesive town environment.

DISCUSSION

Though there is a significant amount of public investment at this intersection, it does not feel like a welcoming civic place. Each civic building is situated with little or no relation to the others. It is difficult to walk between buildings even though they are all within close proximity. Little synergy occurs between the various civic programs and the space of the intersection is dominated by the through traffic on Floyd and Clay Roads. Reshaping Mableton to better function as town center will require particular attention to this space so that it functions as a complete town center environment rather than a collection of unrelated civic buildings.

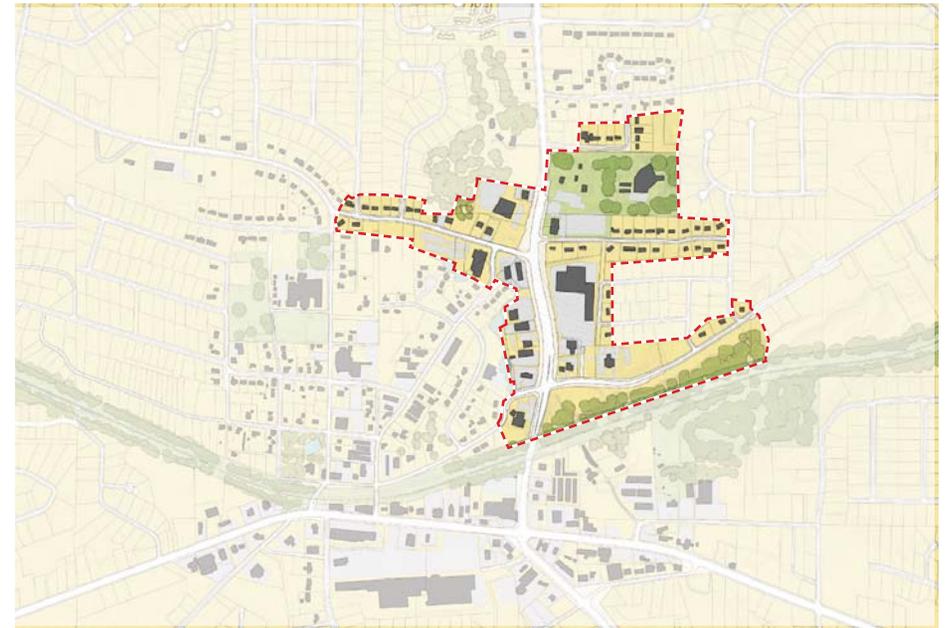
RECOMMENDATION

South Cobb is fortunate to have sufficient right of way at this intersection to create a civic square without needing any additional private property. The

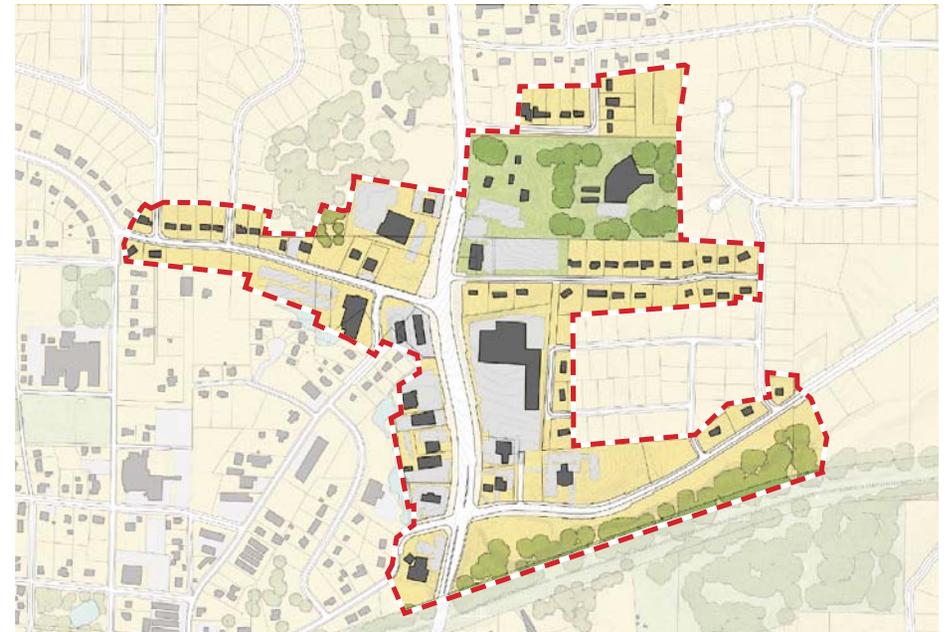
square is created by redeveloping the post office parking as a town square and instead accommodating the parking with parallel spaces along a new local street bordering the green. Several additional development areas are created by incentivizing the construction of buildings along properties fronting the square. These buildings will help give definition to the square and reinforce a sense of a central public place.

IMPLEMENTATION

As stated, little to no acquisition of private property is required to create the square. Providing entitlements and perhaps other considerations to the surrounding property owners could sufficiently incentivize the private development of office, retail, and living units in the buildings to define the square. All of this together will create a vibrant town center environment.



Location Map



Existing Conditions

MABLETON ELEMENTARY SCHOOL ANNOTATED DETAIL

1. Existing Ampitheater
2. Mable House
3. Existing Library
4. Existing Arts Center
5. Existing Food Depot
6. Existing Gas Station
7. Existing Post Office
8. Proposed Farmers Market
9. Proposed Green Square
10. Proposed Plaza
11. Proposed Community Gardens

- Existing Buildings
- Mixed Use
- Single / Multi- Family Residences
- Civic
- Parking Structure



TOWN CENTER QUADRANT
PHASING



Existing Conditions

Abundant Under Utilized ROW

Additional County right of way (ROW) on either side of Floyd Road is shown in the image above. At the Floyd/Clay intersection the County road ROW is particularly wide. The post office (large building to the north west of intersection) sits on a

sizable piece of Federal ROW including the large lawn and parking lot fronting the intersection.



Phase One-ROW Conversion to Civic Square

Initial efforts will be focused on fashioning a civic square out of under utilized public ROWs. So much excess ROW exists that the square would be large enough to support both a green and an additional civic building. Through traffic would continue to pass along the existing Floyd

Road corridor, reduced to two sufficient lanes instead of the current excess of five. Phase One could create an early, inexpensive and significant impact in establishing a town center environment.



Phase two-Buildings Define the Square

The second phase of efforts will focus on the street wall around the square and along Clay Road. An expansion of the arts center will significantly enhance the civic presence of the square. Retail and Civic uses along Clay will step down to live/

work and town home units on the north side and liner buildings around the library parking lot. Temporary buildings initially installed along the post office frontage will be relocated to a new arts village in front of the amphitheater.



Final build-Out: Proliferation and Refinement

The final phase focuses on the transitions from square to surrounding neighborhoods. Street walls established initially around the square are extended and adjusted as appropriate to their immediate context. The Form-based-code is refined over time to reflect the evolving charac-

ter of the community as the redevelopment matures and new construction is absorbed into the old fabric.

TOWN CENTER QUADRANT DEVELOPMENT STRATEGIES

Mableton is well positioned for growth. The prosperity of North Cobb is close by and will need areas to expand to once the economy returns. South Cobb has the opportunity to utilize SPLOST funding during the recession to fund the cultural and civic projects which keep the community's values and identity front and center as growth occurs.

Mableton has a tradition of investing in cultural and civic facilities. These investments have been placed in a landscape that still retains rural characteristics even as it has grown more suburban. As Mableton continues to grow and becomes more of a town center for South Cobb, the style and character of its public buildings will need to step up to this role.

The aerial image on the opposite page, shows how a local street on the west side of the new civic green could be lined with new buildings to establish an initial "main street". The goal of this first targeted effort is to establish streetwalls on either side and define the space of the street. This goal might be initially achieved with demountable structures that could be relocated to an arts village on the amphitheater property as permanent structures fill in around the square.

Initial development strategies should focus on shaping the space of the street with continuous street walls. With this vertical construction, the horizontal work done to create the square will begin to take shape and feel like a town center.

Can we insert a picture of demountable structures demonstrating how they have been used before? The idea could be very useful in Mableton and showing a real world example would be convincing. Maybe the existing conditions image could be smaller and inset into the phase one picture to make room?



Town Center Existing Conditions



Art Center Expansion and Integration of black box theater and exhibition space



Town Center - Phase One



Town Center - Final Build-out



Cottages Create Incubator businesses at the main square



Farmer's Market expansion structures separate the civic plaza from the community square

MABLETON ELEMENTARY SCHOOL QUADRANT

OBSERVATION

Communities are defined by both the distinguishability of their edges and the character of their cores. The Mableton Elementary School sits on the highest point of the community, at the heart of the community. Nearly a century ago, the dedication of this prominent location to a school was an early statement on the importance of education and culture in Mableton. The elementary school anchors the northern end of Church Street, the original main street of the town. The school is now out dated and funds have been raised to rebuild it.

DISCUSSION

The Elementary School Quadrant centers on the school and contains most of the area that formed the original town. The Mable and Barnes properties were originally rural parcels out beyond the edge of town. The street network immediately around the school and extending down the west side of Church Street is portioned well and nicely landscaped. The property fronting Old Floyd Road is less developed as a street network and could use some subdivision into more pedestrian scaled neighborhood blocks.

RECOMMENDATION

The School Quadrant needs better connectivity down to Floyd Road to allow more interplay between main roads and provide more direct access to the school center for all areas to the east of

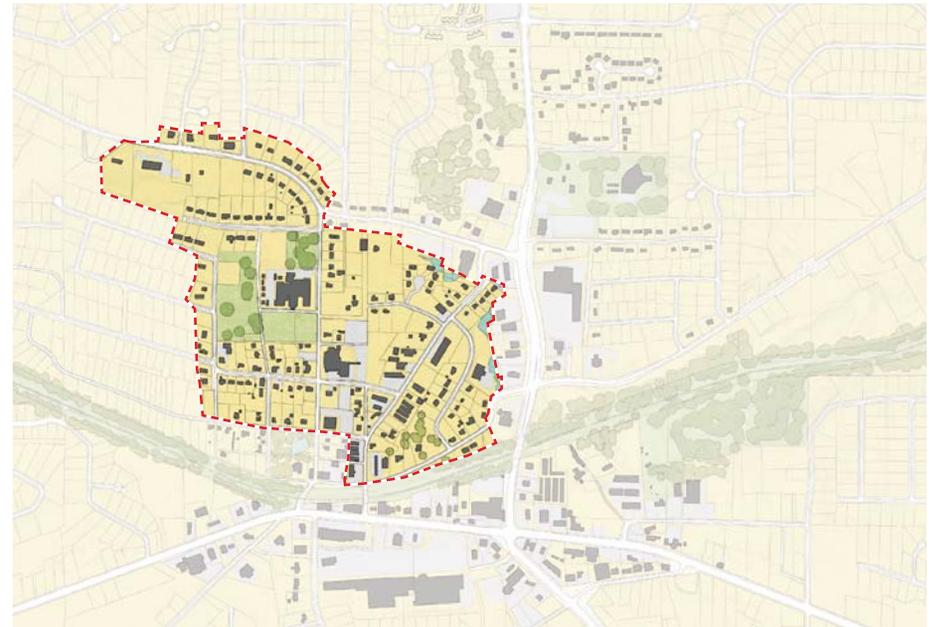
Church. Old Floyd road will eventually need to be revitalized from its current run-down, light industrial condition. The position of the school in the neighborhood's center needs to be considered when planning the new school facilities. The more the school can function as a campus that supports numerous uses, the more effective it will perform as a neighborhood center and as a school.

IMPLEMENTATION

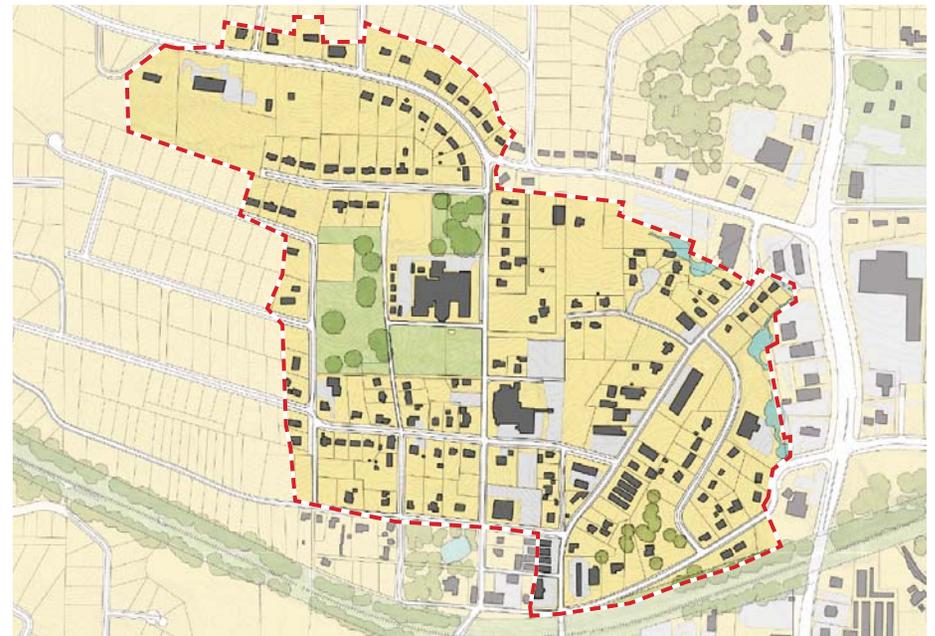
School redevelopment needs to break ground in the very near future to satisfy the requirements of the SPLOST that funds it. Planning and design are already underway for the school.

Some ROW already exists for creating new streets and street extensions around the school and many of the proposed roads would be easy to implement in the near future. Most other new streets shown in this quadrant were laid out strategically through side yards, back yards and vacant parcels to avoid the need for demolition of existing structures. In some cases these rights of way might be acquired through exchange for entitlement considerations, like greater density that will raise the value of the remaining parcel.

As was recommended in the Atlanta Regional Commission's Lifelong Communities Report, long term strategies like land banking and acquisition of first rights of refusal options on properties needed for ROW could allow for incremental redevelopment without unnecessary displacement.



Location Map



Existing Conditions

1. Existing Church
2. Existing Cemetery
3. New Elementary School
4. Sports Fields
5. Gymnasium
6. YMCA
7. Green
8. Community Garden

-  Existing Buildings
-  Mixed Use
-  Single Family Residences
-  Civic
-  Parking Structure



PHASING



Existing Conditions

The basic existing fabric is in good shape with a strong start on a well-scaled block structure. The school deserves more prominent positioning on its site, up on the northern corner at the intersection rather than tucked in where it is now adjacent to the grave

yard. Long lines of school busses and passenger cars form at the beginning and end of the day children are dropped of and picked up. The school bus cue in the afternoon wraps up Church Street and around to Clay Road.



Phase One- New School

The first phase will be the construction of the new school. Siting the new building on the corner allows for some or all of the old school to remain in place and in operation until the new building is ready to receive the programs. A playing field is installed in the new property.

A new road cut between Peak and Daniel Streets allows school buses to stack around the new field instead of down Clay Road.



Phase two- Urban Campus

As the new school opens, the old school may be demolished and more playing fields and amenities created in its place. A new YMCA and parking deck are developed to the east of Church Street and green created to join these facilities

together into an urban campus. The old gym can be left in place long enough to allow the new one to be incorporated into the YMCA, restricted to school use during the day, but open to the community during non school hours.



Final build-Out- Neighborhood Community Center

Over time, the area between Church and Old Floyd can be redeveloped incrementally to better connect to the new urban campus. True to the Lifelong model, this community center can be inter-generational, providing education, wellness, diverse housing, and recreational amenities to the entire community.

Both the finer weave of streets and the new parking deck will solve the parking and drop off/ pick up problems and create a safe and intimate neighborhood setting while providing easy access to all of South Cobb.

EMBEDDING THE SCHOOL WITHIN THE COMMUNITY

While Floyd Road Redevelopment is critical to Mableton's regional role, Mableton Elementary School is the most significant opportunity to improve the neighborhood's internal core. The trend in Cobb County, as in most of the nation, is to view an elementary school as a regional facility whose immediate surrounding neighborhood is incidental to its function. The image on the lower right of a recently completed Cobb school is an example of this detachment. Developed as an isolated pod, the school sits in the middle of its property surrounded by fields and parking lots. The building does not contribute to forming a street wall with neighboring buildings and taps into the arterial it fronts at two points rather than weave into a network of local streets.

However, Mableton Elementary is not off by itself in a field at the edge of town: it is the heart of Mableton, perched at the highest geographic point, and nestled within a network of local streets. As the heart of the community, the school has rare opportunities to weave its program into the surroundings for the benefit of both students and neighborhood residents.

The school will be enlarged when rebuilt and will accommodate more than 900 children- double the current student body. 10 additional acres have been purchased for playing fields and building expansion. The school is well located to function as a neighborhood center, and to draw on the Mable House, Arts

Center, Library, and Barnes Amphitheater as well as proposed YMCA all as an expansive community campus.

Two critical elements are necessary to achieving these campus/community integration goals. First, the school building must pull up close to the street so that it can be part of the surrounding street wall and integrate into the pedestrian oriented environment. Secondly, playing fields, parking lots and all other open spaces must integrate into a larger open space network: preferably open to a variety of community uses in non-school hours.

The following images of the illustrative concept developed during the charrette examples these two primary concepts. In addition to enhancing the learning environment and providing multiple values to the neighborhood, the configuration also makes use of the street network to efficiently stack busses and provide parallel parking alternatives to expansive parking lots.



Proposed School Prototype



Prototypical Cobb County School Building



Proposed Mableton Elementary School



Mableton Elementary Existing Conditions



Mableton Elementary School Proposed

MABLETON ELEMENTARY SCHOOL SECTOR COMMUNITY GARDENS

Community Gardens have sprung up through out the region in the past 10 years. The Edible School Yard Initiative has successfully integrated gardening into school programs. The Eden Alternative is an innovative senior housing program that has successfully used gardening and animal husbandry as a therapeutic focus that helps keep residents engaged, active, and healthy.

These programs have all successfully used gardening as a focus for community building, environmental interaction, and education on the benefits of healthy eating. In addition to these community benefits, local food production helps to significantly reduce a community's carbon foot print. Large amounts of energy are consumed by industrial food production and transportation systems. A salad raised, prepared, and eaten locally is substantially more energy efficient than a salad that has been shipped 1,000 during this process.



Children helping to plant the next harvest



Oakhurst Community Garden



Garden in beds

OLD TOWN CENTER

OBSERVATION

The old town center area around Front Street has experienced two boom and bust cycles over its life time. Originally situated to serve as a refueling area for stream driven industrial transportation trains, Mableton first developed around the train depot (no longer extant) near the corner of Front and Church. When the train lines switched to diesel locomotives and no longer needed the water, wood, and coal Mableton provided, Mableton station was discontinued as a stop and rail related economies by passed the area. Decades later, the old town center was reestablished 200 yards to the south to take advantage of the passenger traffic along Bankhead Highway. The area was by passed once again when I-20 opened to the south and siphoned off most of the passenger through traffic and once again isolated Mableton.

DISCUSSION

The thoroughfare network around the old town center is a dramatic testament to the once powerful economies of the rail and highway corridors. Veterans, the Old Bank Head Highway, bends north to meet a south veering curve of the rail corridor. The resulting block structure compresses where these two corridors brush up against each other., forming some unusual and potentially dramatic development sites,

RECOMMENDATION

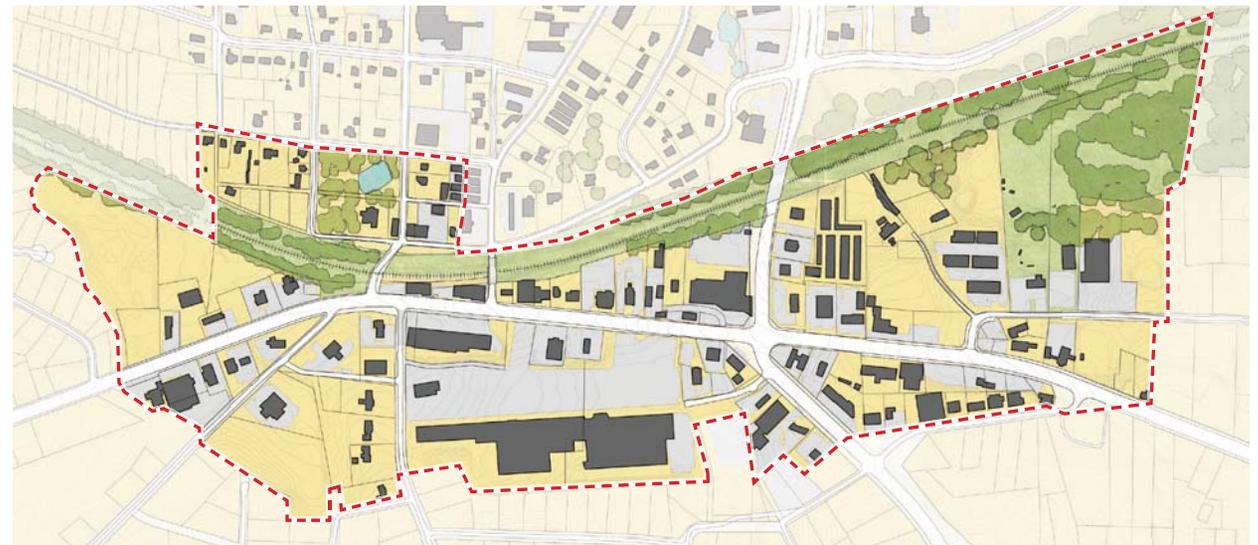
A new rail stop along Front Street will create a strong regional connection to downtown Atlanta and perhaps provide the opportunity to revitalize the old town center area as the commercial center for Mableton.

IMPLEMENTATION

With a reestablished passenger rail stop, the old town center area could be redeveloped as a Transit Oriented Development (TOD) Various TOD funds and incentives have been made available through state and federal sources in the past and will likely continue to be a public priority well into the future. The sources incentivize dense, mixed use development around regional rail stops.



Location Map



Existing Conditions

OLD TOWN CENTER QUADRANT
ANNOTATED PLAN

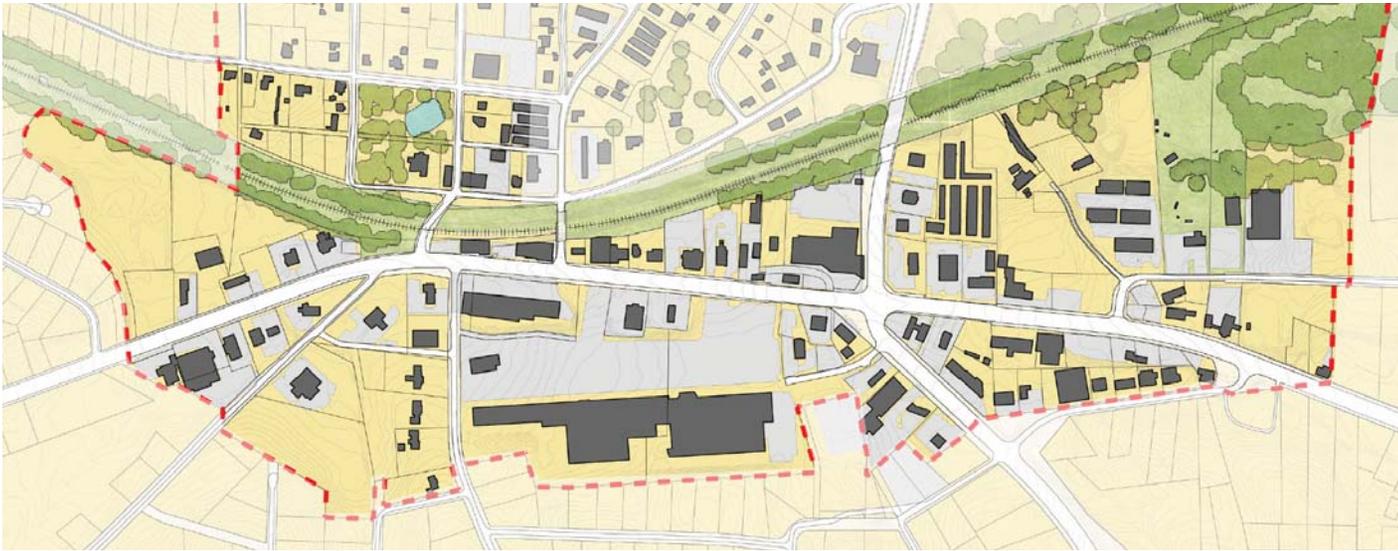
1. Existing Hardware Store
2. Existing
3. Existing
4. Existing Church
5. Existing Cemetery
6. Rail Station
7. Church
8. Main Street
9. Plaza
10. Green
11. Park

-  Existing Buildings
-  Mixed Use
-  Single Family Residences
-  Civic
-  Parking Structure





OLD TOWN CENTER QUADRANT PHASING



Existing Conditions

Currently the old town center quadrant has little street wall to shape it. Large set backs and parking lots line Veterans Highway. The old depot area is now a rather desolate expanse occupied only by Barnes Hardware Store.

To the east the Floyd/ Veterans intersection is awkward due to the angle of Floyd south of the intersection. Retail on all four corners is dominated by auto circulation and parking.

Connectivity is poor north to south with only three crossings of the rail ROW.



Phase 1- Gateway Redevelopment

Initial efforts could be made to refine the aspect of the Floyd/ Veterans intersection, rounding Floyd out to a curve and reducing its current kink. Both density and financial Incentives could be utilized to encourage the surrounding property owners to build up close to the street and form a better pedestrian environment. Additional connectivity is provided to the north east across the rail ROW, and to the north west around the intersection. Both new connections provide alternate routes that will help pull congestion off of the intersection.



Phase 2- Transit Oriented Development

A passenger rail station at the end of Church Street could have a transformative impact on the retail center south of Floyd Road providing access to regional customers and TOD development opportunities. Parking decks would be utilized to free up acres of parking lots for mixed use redevelopment, leaving the existing anchor stores in place.



Completion-- Pairing Veterans

The final stage of redevelopment would replace the remaining anchor stores with more mixed use development. Veterans Highway would be split to provide additional through traffic capacity and to enliven street frontages on both the north and south side of the new mixed use center.

A series of alternative routes are provided through and around the area accommodating a significant increase in land use intensity while reducing traffic congestion.

OLD TOWN CENTER QUADRANT ALTERNATE PLAN

1. Existing Hardware Store
2. Existing
3. Existing
4. Existing Church
5. Existing Cemetery
6. Existing Strip Center
7. Rail Station
8. Church
9. Main Street
10. Plaza
11. Green
12. Park

-  Existing Buildings
-  Mixed Use
-  Single Family Residences
-  Civic
-  Parking Structure





OLD TOWN CENTER QUADRANT
RETROFIT OF FRONT STREET





REGULATORY TECHNIQUES
SOUTH COBB TOWN CENTER

REGULATORY TECHNIQUES

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FORM-BASED CODE

SMART CODE

The SmartCode is a model transect-based development code available for all scales of planning, from the region to the community to the block and building. The code is intended for local calibration to your town or neighborhood. As a form-based code, the SmartCode keeps towns compact and rural lands open, while reforming the destructive sprawl-producing patterns of separated use zoning.

The SmartCode is an integrated land development ordinance. It folds zoning, subdivision regulations, urban design, public works standards and basic architectural controls into one compact document. It is also a unified ordinance, spanning scales from the region to the community to the building.

The SmartCode enables the implementation of a community's vision by coding the specific outcomes desired in particular places. It allows for distinctly different approaches in different areas within the community, unlike a one-size-fits-all conventional code. To this end, it is meant to be locally customized by professional planners, architects, and attorneys. This gives the SmartCode unusual political power, as it permits buy-in from stakeholders.

The SmartCode supports these outcomes: walkable and mixed-use neighborhoods, transportation options, conservation of open lands, local character, housing diversity, and vibrant downtowns.

The SmartCode discourages these outcomes: sprawl development, automobile dependency, loss of open lands, monotonous subdivisions, deserted downtowns, and unsafe streets and parks.

The SmartCode is one of the family of “form-based codes” addressing primarily the physical form of building and community. It is thus unlike conventional zoning codes based on use and density, which have caused systemic problems over the past sixty years by making mixed use and walkable neighborhoods inadvertently illegal.

The SmartCode is also a “transect-based code.” The Transect is a powerful tool that can coordinate standards across other disciplines including ITE (transportation) and LEED (environmental performance) standards. The platform of the Transect allows the integration of the design protocols of traffic engineering, public works, town planning, architecture, landscape architecture, and ecology.

THE TRANSECT

Unlike one-size-fits-all conventional zoning codes, the Smart Code offers different regulations for areas of differing urban intensities, which are referred to as transect zones.

A “transect” is usually seen as a continuous cross-section of natural habitats for plants and animals, ranging from shorelines to wetlands to uplands. However, the specific transect that the code uses is based on the human habitat, ranging from the most rural environments to the most urban environments.

The transect is divided into a range of “Transect Zones,” each with its own complex character. This ensures that a community offers a full diversity of building types, thoroughfare types, and civic space types, and that each has appropriate characteristics for its location.

The six Transect Zones are: T-1 Natural, T-2 Rural, T-3 Sub-Urban, T-4 General Urban, T-5 Urban Center, T-6 Urban.

- **T-1 Natural Zone** - This zone consists of lands approximating or reverting to a wilderness condition, including lands unsuitable for settlement due to topography, hydrology or vegetation.
- **T-2 Rural Zone** - This zone consists of sparsely settled lands in open or cultivated condition. These include woodland, agricultural land, grassland, and irrigable desert. Typical structures are farmhouses, agricultural buildings, cabins, and villas on large estates.

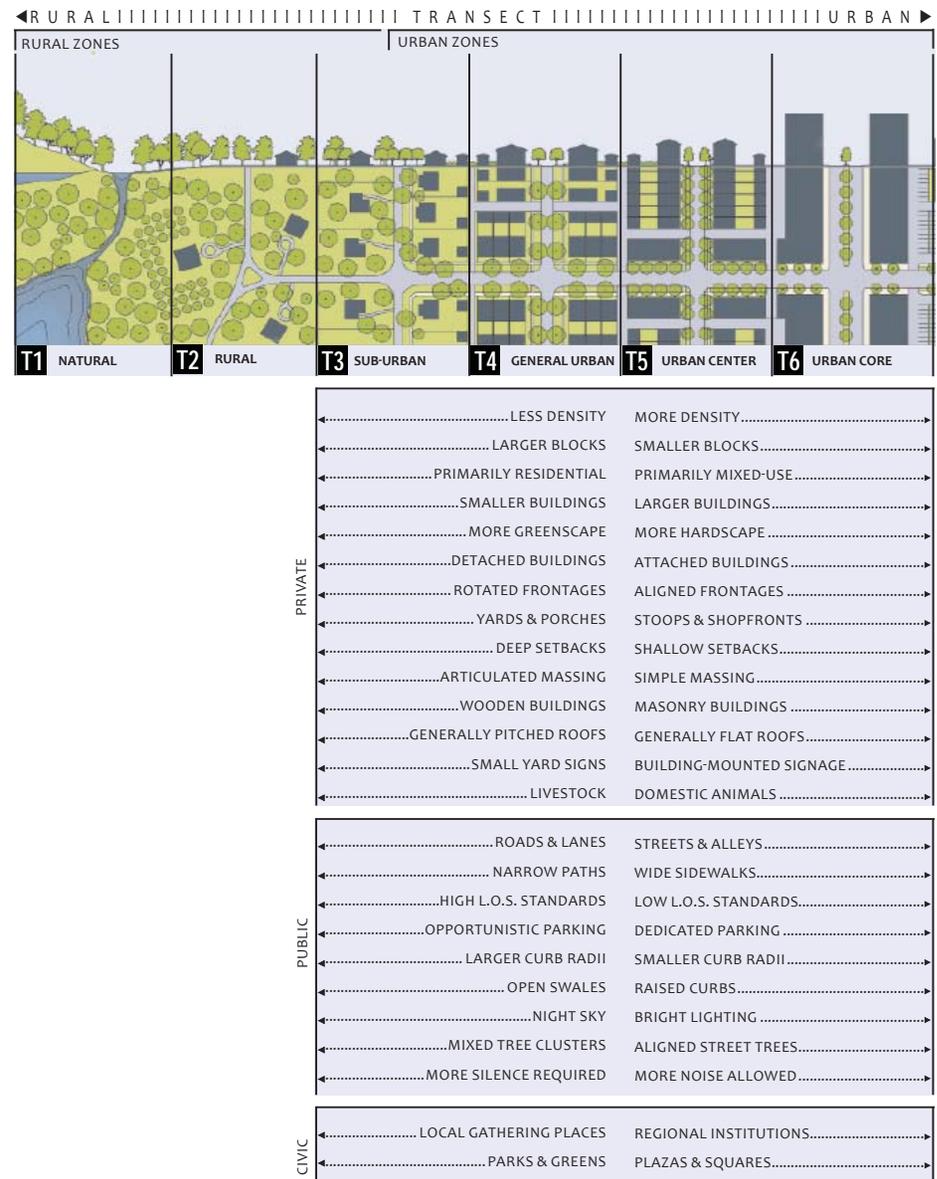
- **T-3 Sub-Urban** - This zone consists of low density residential areas, with some mixed use. Home occupations and outbuildings are present. Planting is naturalistic and building setbacks are relatively deep. Blocks may be large and the road networks irregular to accommodate natural conditions.

- **T-4 General Urban** - This zone consists of a mixed use but primarily residential urban fabric. It may have a wide range of building types: houses and rowhouses and small apartment buildings. Setbacks and landscaping are variable. Streets with curbs and sidewalks define medium-sized blocks.

- **T-5 Urban Center Zone** - This zone consists of higher density mixed use building that accommodate retail, offices, rowhouses and apartments. It has a tight network of streets, with wide sidewalks, steady street tree planting and buildings set close to the sidewalks.

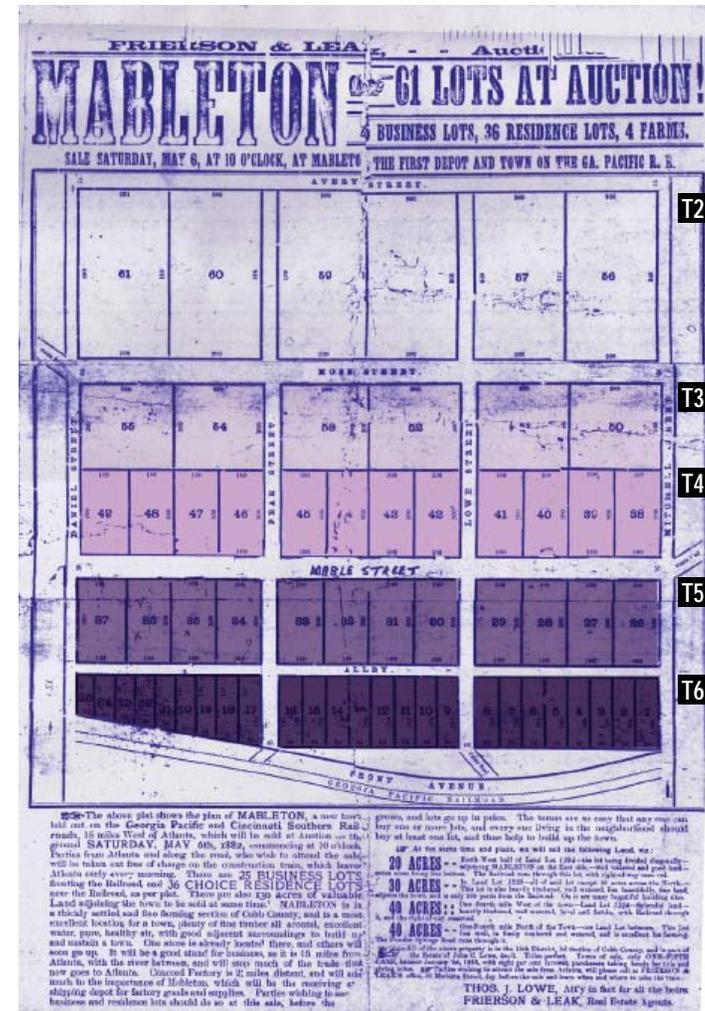
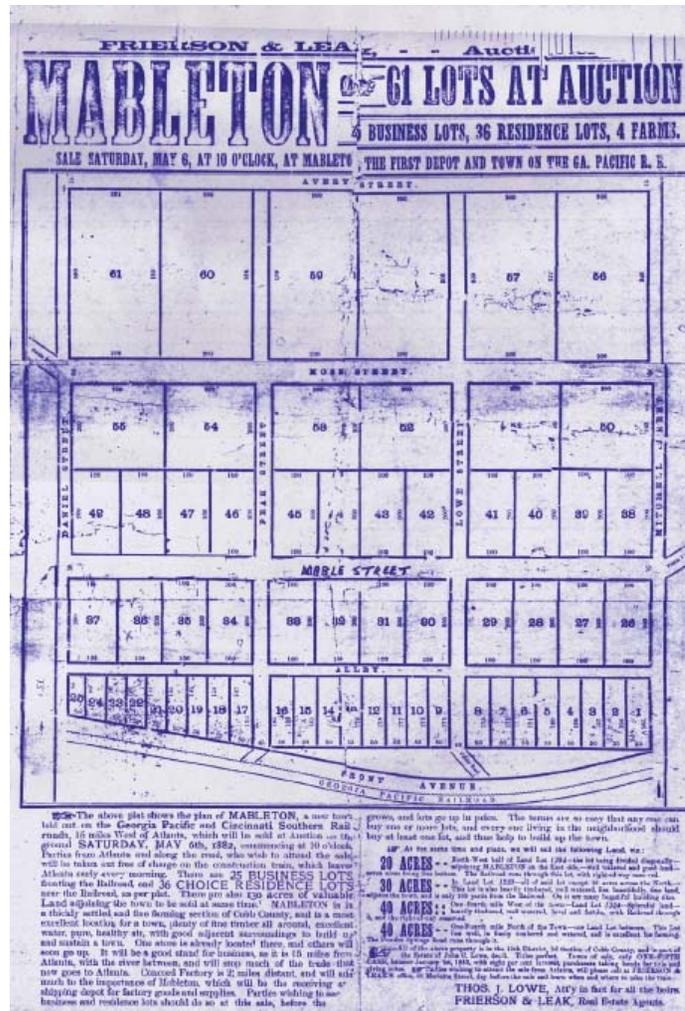
- **T-6 Urban Core Zone** - This zone consists of the highest density and height, with the greatest variety of uses, and civic buildings of regional importance. It may have larger blocks; streets have steady street tree planting and buildings set close to the wide sidewalks. Typically only large towns and cities have an Urban Core Zone.

Regulations for each transect zone are specifically calibrated to fit their particular neighborhoods and regions.



LOT AUCTION OF 1882

In 1882, Mableton held an auction that sold lots which had been plotted with the smallest near the main street and the larger near the edge. Here the transect colors have been superimposed over the auction sheet to express the similarities between this method and that of the trasect. Though the lot sizes are not the same today for the transect zones, the idea of using such method is.



ANALYZING THE LOCAL CONDITIONS

The SmartCode is a model code to be calibrated, or customized, to regional character and local needs by urban designers, architects, landscape architects, planners, and civil engineers. It must also be adjusted to comply with local law by planners and attorneys.

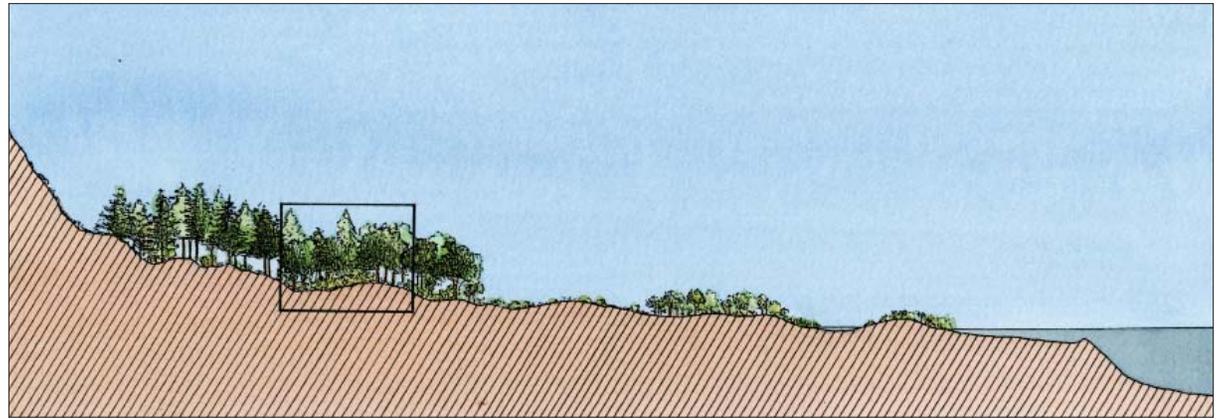
The calibration method depends upon the site. Infill depends upon analysis of existing conditions, while greenfield design is a more synthetic process, also taking into account topography, regional networks, and the market. Both kinds of development require the code to be adjusted. This involves the execution of a Synoptic Survey.

SYNOPTIC SURVEY

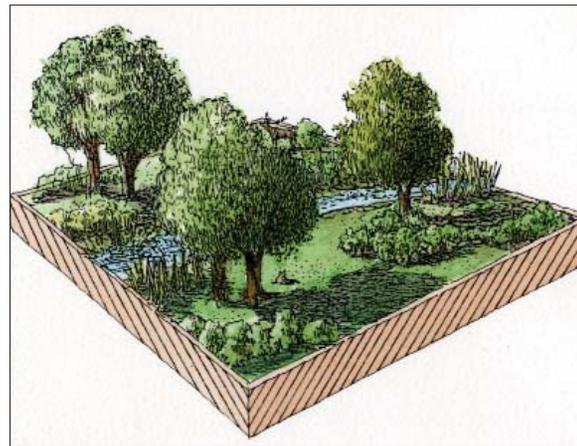
The Synoptic Survey is typically used for environmental analysis to determine the characteristics of a given site by discovering the habitats (or “communities”) that it contains. The intention is to determine the values of each habitat in order to recommend the degree of protection and type of restoration it might require. Each functioning habitat is a symbiotic community of microclimate, minerals, humidity, flora and fauna.

In environmental analysis, the Synoptic Survey is a systematic visual inspection that identifies typical habitats: a wetland here, an oak hammock there, a rocky outcrop elsewhere. The most representative locales are then analyzed in depth by means of the Dissect and the Quadrat. The Dissect is a simultaneous analysis of the conditions above and below ground and involves borings to determine soil condition, water table, archeology etc. The Quadrat involves taking a normative area (say 100 X 100 feet) where the component elements of flora and fauna are itemized and counted.

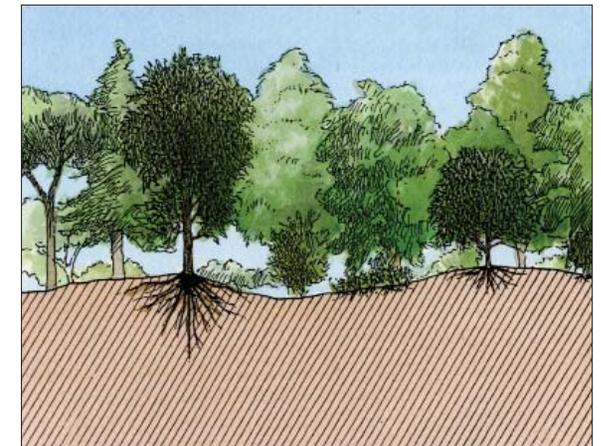
The concepts and methods that are used to analyze natural habitats -- the Synoptic Survey, the Transect, the Dissect and the Quadrat - can be extended into urbanized areas.



Natural Transect



Natural Quadrat



Natural Dissect

Step One: Perform a Synoptic Survey

Organize a visual inspection of the best existing urban areas with the intention of extracting the Transect data necessary to write the code and prepare a Regulating Plan. By means of Visual Preference Surveys and the examination of aerial photographs, identify locations that could be representative of the Transect Zones of the code to be written. Inspect these potential locations to assess their value and confirm the selections by visiting them with local representatives.

Step Two: Analyze the Transect Zone components via the Urban Dissect and Quadrat

The Urban Dissect involves taking cross sections across the public and the private realm. Photograph, draw, and measure the disposition and dimensions of the elements within the public right-of-way as well as private lots. Vehicular lanes, curbing, planter/planting, and the walkway are studied simultaneously with the setbacks, building frontage type, building heights, and location of parking.

The Urban Quadrat involves taking, at the same location as the Dissect, the average measures of about 4 miles of lots. From visual inspection and using available mapping, determine the collective ratios of paved and planted areas, lot coverage by building, number of on and off-street parking spaces, areas dedicated to commercial use and/or the number of dwellings (usually by counting mailboxes or doorbells, as buildings that were once single-family may contain multiple dwellings).

Step Three: Calibrate the Code

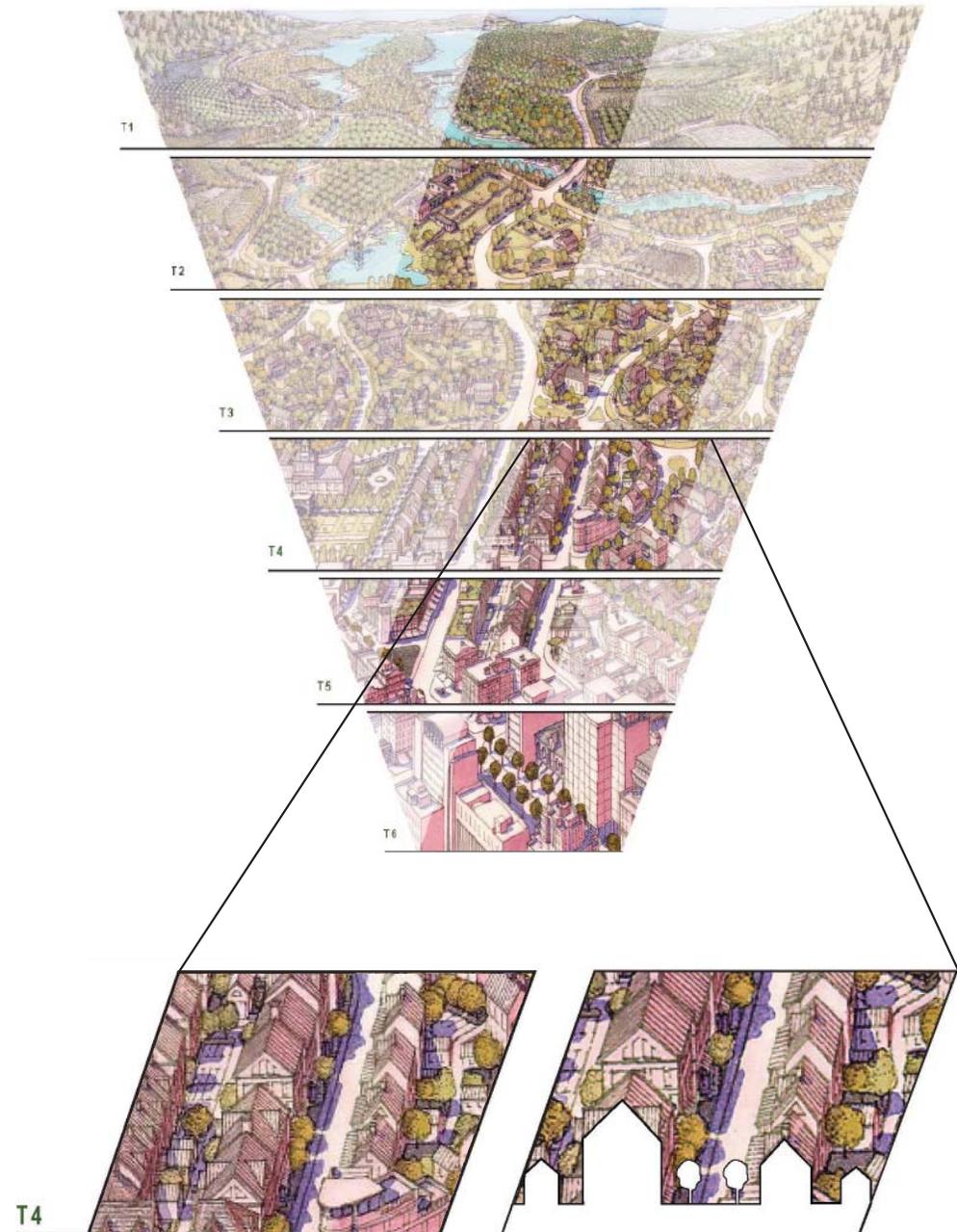
Using a set of standardized templates, one for each Transect Zone or sub-zone, enter this data. This record becomes the basis for the standards of the SmartCode. After verification that the results are politically acceptable as outcomes of the proposed code, input the data into the code.

Step Four: Prepare a basic Regulating Plan

Prepare a Regulating Plan (map) based on the Transect categories. Even if the existing zoning remains as an option, it is advisable to map a translation to existing Transect Zones, which gives citizens a basis from which to judge any changes that the finished Regulating Plan will represent. Otherwise, everything looks like a drastic change because everyone is getting a new zoning category.

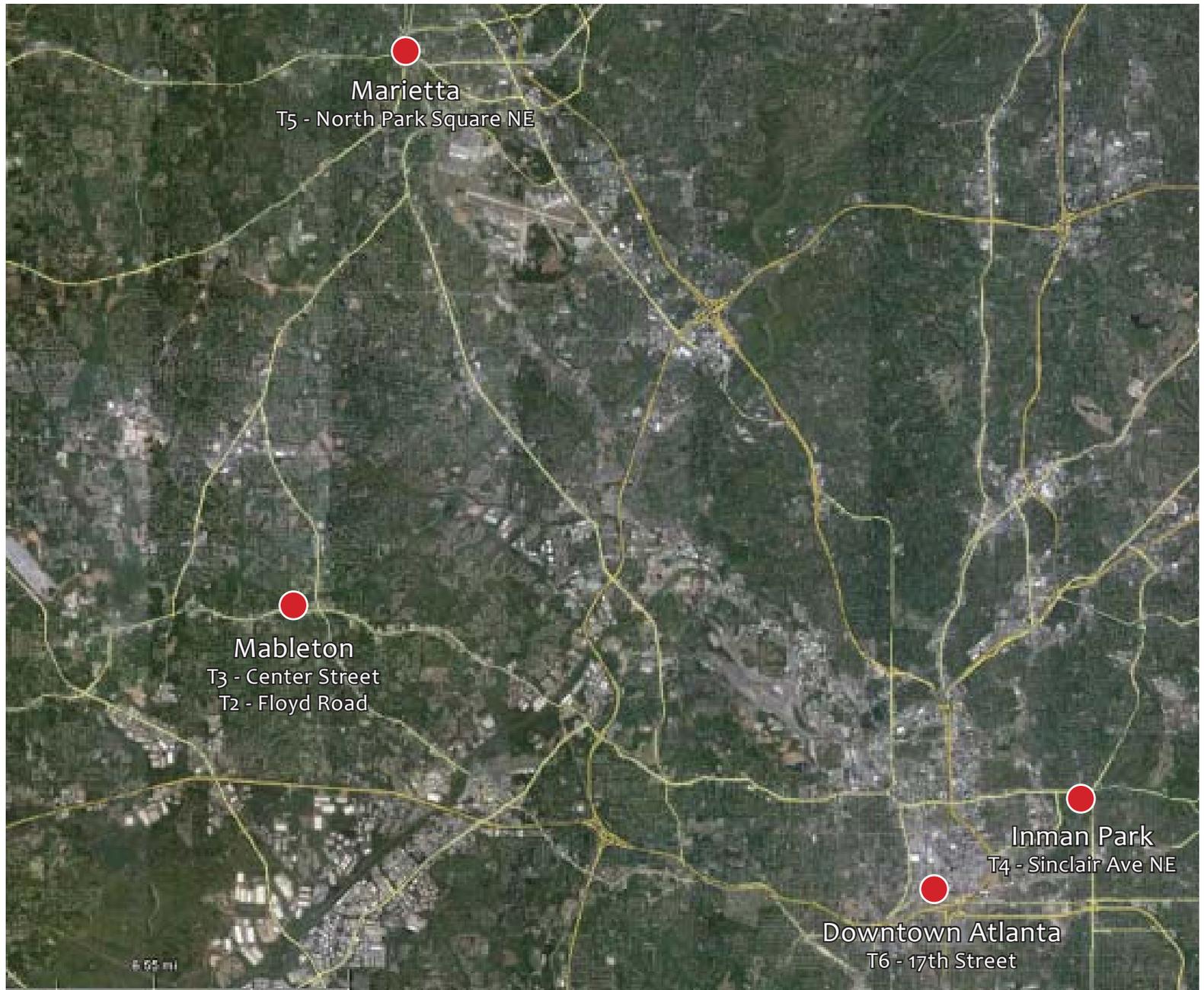
Step Five: Adjust the Regulating Plan

Adjust the new zoning map at the fine grain, to reflect the appropriate Transect Zones. Evaluate the zoned areas at the block scale to fine-tune their boundaries. In general, “like should face like” across thoroughfares, to create an immersive environment and spatial definition in the public realm. Therefore, T-zone transitions should usually occur in the middle of blocks, i.e., along rear lot lines.



SYNOPTIC SURVEY

- T2 - Rural Zone
- T3 - Sub-Urban
- T4 - General Urban
- T5 - Urban Center
- T6 - Urban Core



T2 - FLOYD RD, MABLETON

QUADRAT



Average Block Face	N/A
Average Units/ 4 Acre	1 unit
Average Lot Size	4 acres
Average Parked Cars	2 cars
Average Trees	8 trees

DISSECT

PUBLIC FRONTAGE



Public Frontage Type	Road
Spatial Width	350 feet
Moving Lanes	2 lanes each way, 1 turn
Parking Lanes	none
Pavement Width	53 feet
Curb Type	Swale
Curb Radius	15 feet
Median	n/a
Sidewalk	n/a
Planter Type	n/a
Planter Width	n/a
Planting Pattern	Opportunistic
Tree Type	Varies

PRIVATE FRONTAGE



Private Frontage Type	Porch & fence
Building Height	1 - 2 stories
Outbuilding Height	1 story
Floor above Grade	2 foot min
Building Type	Edgeward
Lot Width	550 feet
Lot Depth	360'
Buildout at Setback	25% max
Front Setback	120 feet
Side Setback	150 feet
Front Encroachment	10 feet
Ground Level Function	Residential
Upper Level Function	Residential

T₃ - CENTER ST, MABLETON

QUADRAT



Average Block Face	690 feet
Average Units/Acre	4 units
Average Lot Size	75x200
Average Parked Cars	8 per acre
Average Trees	6 trees per acre

DISSECT

PUBLIC FRONTAGE



Public Frontage Type	Road
Spatial Width	140 feet
Moving Lanes	1 lane each way
Parking Lanes	1 lane
Pavement Width	22 feet
Curb Type	swale
Curb Radius	15 feet
Median	n/a
Sidewalk	n/a
Planter Type	n/a
Planter Width	n/a
Planting Pattern	Opportunistic
Tree Type	Varies

PRIVATE FRONTAGE



Private Frontage Type	Porch & fence
Building Height	1 - 2 stories
Outbuilding Height	1 story
Floor above Grade	2 foot min
Building Type	Edgeyard
Lot Width	75 feet
Lot Depth	200'
Buildout at Setback	60% max
Front Setback	50 feet
Side Setback	20 feet
Front Encroachment	10' porch
Ground Level Function	Residential
Upper Level Function	Residential

T4 - SINCLAIR AVE NE & COLQUITT AVE NE, INMAN PARK

QUADRAT



Average Block Face	400 min - 750 max
Average Units/Acre	9 units
Average Lot Size	50 x 148
Average Parked Cars	18 cars
Average Trees	2 per unit

DISSECT

PUBLIC FRONTAGE



Public Frontage Type	Street
Spatial Width	82 feet
Moving Lanes	1 lane each way
Parking Lanes	1 lane
Pavement Width	24 feet
Curb Type	raised curb
Curb Radius	8 feet
Median	n/a
Sidewalk	6 feet
Planter Type	planting strip
Planter Width	2 feet
Planting Pattern	Opportunistic
Tree Type	Varies

PRIVATE FRONTAGE



Private Frontage Type	Porch & fence
Building Height	1 - 2 stories
Outbuilding Height	1 story
Floor above Grade	1 foot min
Building Type	Edge yard
Lot Width	50 feet
Lot Depth	148'
Buildout at Setback	80% max
Front Setback	32 feet
Side Setback	5 feet
Front Encroachment	8 feet porch
Ground Level Function	Residential
Upper Level Function	Residential

T5 - NORTH PARK SQ NE & WEST PARK SW, MARIETTA SQUARE

QUADRAT



Average Block Face	140 feet x 210 feet
Average Units/Acre	6 units plus commercial
Average Lot Size	20'x100', 20'x 80'
Average Parked Cars	30 cars
Average Trees	3 trees per block

DISSECT

PUBLIC FRONTAGE



Public Frontage Type	Commercial Drive
Spatial Width	110 feet
Moving Lanes	2 lanes each way
Parking Lanes	2 lanes, diagonal
Pavement Width	80 feet
Curb Type	Raised curb
Curb Radius	differs
Median	n/a
Sidewalk	15 feet 9 feet
Planter Type	Tree well
Planter Width	12 feet x 9 feet
Planting Pattern	43 feet o.c.
Tree Type	Pin oak, Crape Myrtle

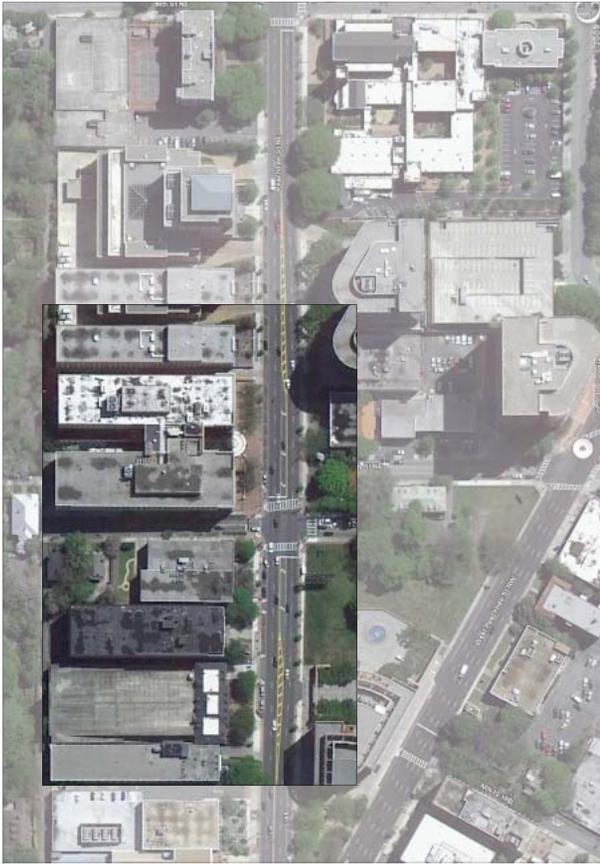
PRIVATE FRONTAGE



Private Frontage Type	Shopfront
Building Height	2.5 stories
Outbuilding Height	n/a
Floor above Grade	6 inches
Building Type	Rearyard
Lot Width	20 feet
Lot Depth	127 feet
Buildout at Setback	9' 0" min
Front Setback	0 feet
Side Setback	0 feet
Front Encroachment	Awning up to 2 feet of SW
Ground Level Function	Retail
Upper Level Function	Retail, Office

T6 - 17TH STREET AND PEACHTREE ST,

QUADRAT



Average Block Face	550 ft x 800 ft
Average Units/Acre	X Units plus commercial
Average Lot Size	100 - 230 ft x 350 - 430 ft
Average Parked Cars	34 cars
Average Trees	opportunistic

DISSECT

PUBLIC FRONTAGE



Public Frontage Type	Street
Spatial Width	185 feet
Moving Lanes	2 lanes each way
Parking Lanes	1 lane each side
Pavement Width	59 feet
Curb Type	Raised curb
Curb Radius	12 feet
Median	n/a
Sidewalk	12-14 feet
Planter Type	Tree Well
Planter Width	5 feet
Planting Pattern	n/a
Tree Type	n/a

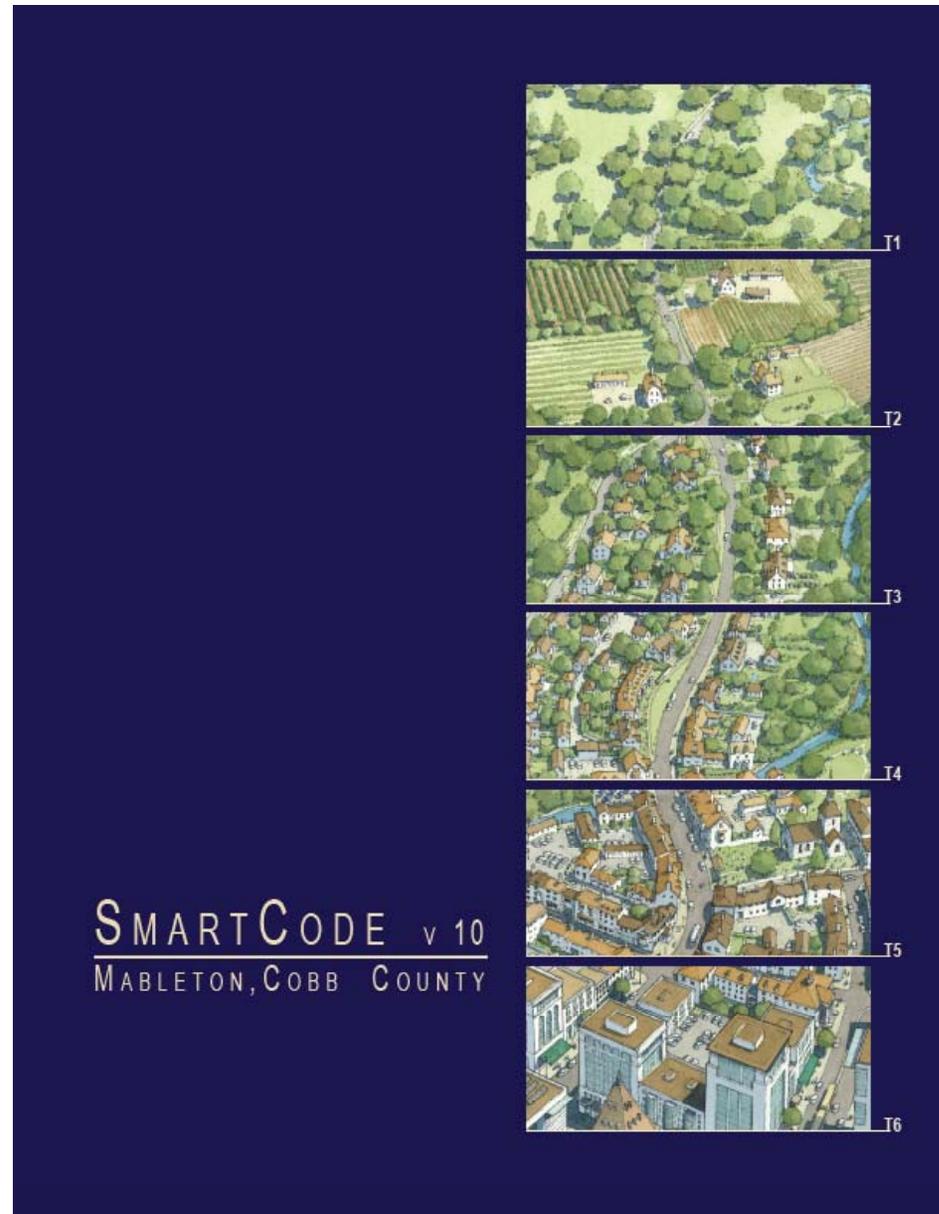
PRIVATE FRONTAGE



Private Frontage Type	Storefront
Building Height	8 stories
Outbuilding Height	n/a
Floor above Grade	-5 feet
Building Type	Rearyard
Lot Width	100 - 230 feet
Lot Depth	350 - 430 feet
Buildout at Setback	80 - 90%
Front Setback	0 feet
Side Setback	12 feet
Front Encroachment	15 feet max
Ground Level Function	Commercial / Retail / Residential Lobby
Upper Level Function	Commercial / Office / Lodging / Residential

MABLETON, COBB COUNTY CODE

The Mableton, Cobb County masterplan will be activated and regulated by a proposed Regulating Plan and its associated SmartCode. A SmartCode is a type of land development ordinance that unifies zoning, subdivision regulations, urban design and basic architectural standards into one compact document. Also referred to as a “form-based code,” the SmartCode will ensure that the master plan is activated by addressing the physical form of building and development. The code advocates the development of mixed-use, walkable urban space and assigns specific areas to become compact neighborhood centers without changing the character of the area’s more relaxed residential fabric.



SMARTCODE

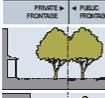
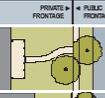
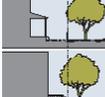
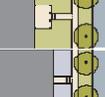
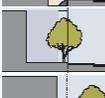
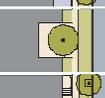
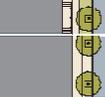
SECTION 1. GENERAL PROCEDURES

TABLE 1. TRANSECT ZONE DESCRIPTIONS		
	<p>T1-1 NATURAL ZONE This zone consists of lands approximating prevailing natural resource conditions, including lands unsuitable for settlement due to topography, hydrology or vegetation.</p>	<p>General Character: Wilderness landscape with foraging and minor agricultural activity Residential Density: Not applicable (By Variance by TDR) Building Placement: Not applicable Frontage Types: Not applicable Typical Building Height: Not applicable Civic Space: Parks, Greenways Thoroughfare Types: Highways, Road</p>
	<p>T2-2 RURAL ZONE This zone consists of sparsely settled lands in open or cultivated condition. These include wooded, agricultural land, greenbelt, and irrigable desert. Typical structures are farmhouses, agricultural buildings, cabins, and villas on large estates.</p>	<p>General Character: Primarily agricultural with scattered wooded and buildings Residential Density: 1 unit/2 acres (By Variance by TDR) Building Placement: Large Tracts, Variable Setbacks Frontage Types: Not applicable Typical Building Height: 1 to 2 Stories Civic Space: Parks, Greenways Thoroughfare Types: Highway, Road</p>
	<p>T3-3 SUB-URBAN This zone consists of low-density residential areas, with some mixed use. Home occupations and outbuildings are present. Planting is substantial and building setbacks are relatively deep. Blockways are large and the road network irregular in accessible natural conditions.</p>	<p>General Character: Lawns and landscaped yards surrounding detached single-family houses; sidewalks occasionally Base Residential Density: 4 units/1 acre gross (8 units/1 acre gross by TDR) Building Placement: Large and variable setbacks Frontage Types: Not applicable Typical Building Height: 1 to 2 Stories with some 3 Story Type of Civic Space: Parks, Greenways, Playgrounds Thoroughfare Types: Highway, Road, Street, Turn, Avenue, Boulevard</p>
	<p>T4-4 URBAN TRANSITION ZONE This zone consists of a mixed use but primarily residential urban fabric. It may have a wide range of building types, houses and rowhouses and small apartment buildings. Setbacks and landscaping are variable. Streets without and sidewalks define medium-sized blocks.</p>	<p>General Character: Mix of Houses, Townhouses and small Apartment houses, with scattered Commercial activity, presence of pedestrian Base Residential Density: 6 units/1 acre gross (14 units/1 acre gross by TDR) Building Placement: Shallow to medium front and side yard setbacks Frontage Types: Parks, Greenways, Playgrounds Thoroughfare Types: Street, Drive, Avenue, Boulevard</p>
	<p>T5-5 URBAN CENTER ZONE This zone consists of higher density mixed use building that accommodate retail, offices, restaurants and apartments. It has a tight network of streets, with wide sidewalks, closely spaced tree planting and buildings set close to the sidewalks.</p>	<p>General Character: Diverse mixed with Townhouses, larger Apartment buildings, Offices, and Civic buildings; predominantly attached buildings; trees within the public right-of-way; substantial pedestrian activity Base Residential Density: 12 units/1 acre gross (24 units/1 acre gross by TDR) Building Placement: Shallow setbacks or none; buildings oriented to street defining a street wall Frontage Types: Shops, Shopsfronts, Galleries Typical Building Height: 3 to 5 Stories with some higher Civic Space: Parks, Plaza and Squares, Playgrounds Thoroughfare Types: Street, Drive, Avenue, Commercial Street, Boulevard</p>
	<p>T6-6 URBAN CORE ZONE This zone consists of the highest density and height, with the greatest variety of uses, and civic buildings of regional importance. It may have larger blocks; streets have steady street tree planting and buildings set close to the wide sidewalks. Typically only large boulevards and cities have an Urban Core Zone.</p>	<p>General Character: Medium to high-Density Mixed Use buildings, in entertainment, Civic and cultural use. Attached buildings forming a continuous street wall; trees within the public right-of-way; highest pedestrian and transit activity Base Residential Density: 24 units/1 acre gross (56 units/1 acre gross by TDR) Building Placement: Shallow setbacks or none; buildings oriented to street, defining a street wall Frontage Types: Shops, Shopsfronts, Galleries, and Arcades Typical Building Height: 4 plus Stories with a few shorter buildings Type of Civic Space: Parks, Plaza and Squares, Playgrounds Thoroughfare Types: Drive, Avenue, Commercial Street, Boulevard</p>

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SMARTCODE

SECTION 5. BUILDING DESIGN PROCESS

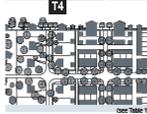
TABLE 5C - PRIVATE FRONTAGES		
	SECTION	PLAN
	PRIVATE FRONTAGE	PUBLIC FRONTAGE
T2		
T3		
T4		
T5		
T6		

SmartCode Version 10. Nov2010

SMARTCODE

SECTION 5. BUILDING DESIGN PROCESS

TABLE 5D. GRAPHIC CODE - T4



I. BUILDING FUNCTION (see Table 10 & Table 12)

Residential: Not permitted
 Lighting: Not permitted
 Office: Not permitted
 Retail: Not permitted

II. BUILDING CONFIGURATION (see Table 6)

Principal Building: 3 stories max, 2 min
 Outbuilding: 2 stories max.

III. LOT OCCUPANCY (see Table 14)

Lot Width: 18 ft min 95 ft max
 Lot Coverage: 70% max

IV. BUILDING DISPOSITION (see Table 9)

Loggery: Not permitted
 Staircase: Not permitted
 Reception: Not permitted
 Outcourt: Not permitted

V. SETBACKS - PRINCIPAL BUILDING (see Table 14)

IS.1) Front Setback: 6 ft min, 18 ft max.
 IS.2) Side Setback: 6 ft min, 18 ft max.
 IS.3) Rear Setback: 6 ft min.
 IS.4) Rear Setback: 3 ft min.
 Frontage Reduced: 60% min at setback

VI. SETBACKS - OUTBUILDING (see Table 14)

IO.1) Front Setback: 3 ft min + 10 ft setback
 IO.2) Side Setback: 3 ft min
 IO.3) Rear Setback: 3 ft min

VII. FRONTAGE TYPES (see Table 7)

Common Yard: Not permitted
 Patch & Fence: Not permitted
 Terrace or L.C.: Not permitted
 Frontcourt: Not permitted
 Shop: Not permitted
 Display & Awning: Not permitted
 Gallery: Not permitted
 Arcade: Not permitted

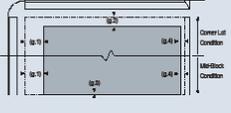
PERMITS PROCEDURES
 See Table 10 & Table 11
 *or 15 ft min center line of alley

BUILDING CONFIGURATION
 1. Building height shall be measured in number of stories, excluding floors and minor basements.
 2. Stories may not exceed 14 feet in height from finished floor-to-finished floor level for a first floor Commercial function which must be a minimum of 11 ft with a maximum of 12 ft.
 3. Height shall be measured to the peak of roof deck as specified on Table 6.

SETBACKS - PRINCIPAL BLDG
 1. The location and elevation of Principal Buildings shall be determined from the Lot Lines as shown.
 2. Frontages shall be built along the Principal Frontage to the minimum specified width in the table.

SETBACKS - OUTBUILDING
 1. The elevation of the Outbuilding shall be determined from the Lot Lines as shown.

PERMITS BY EX-GRATIS
 1. Uncovered parking spaces may be provided within the setback and front yard as shown in the diagram (see Table 15).
 2. Covered parking shall be provided within the setback as shown in the diagram (see Table 15). Side canopy garages may be allowed in the first or second layer by Variance.
 3. Trade canopies shall be stored within the Built Layer.





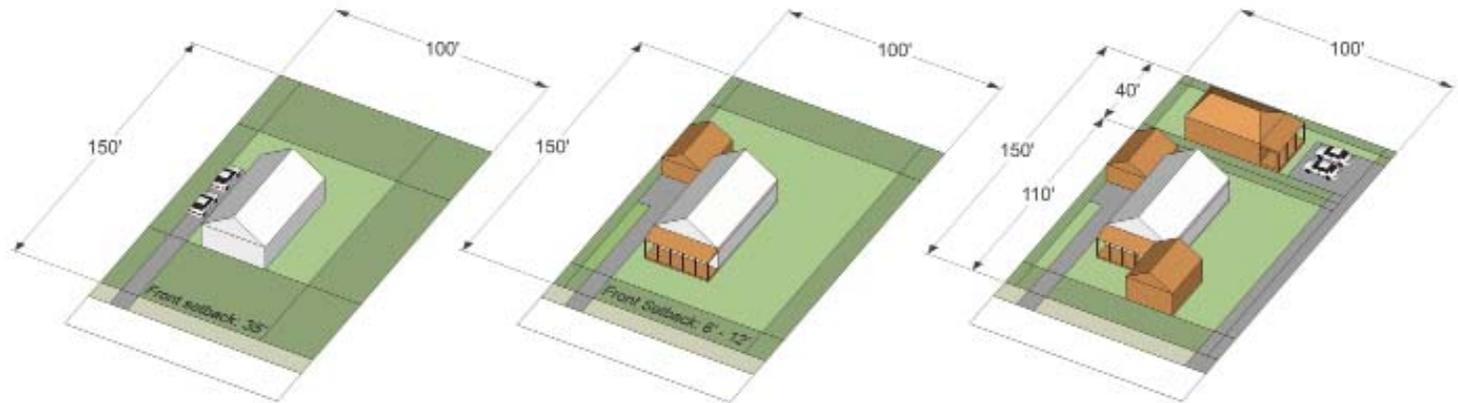
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SINGLE-FAMILY HOUSING TRANSFORMATION STUDIES

The Redevelopment of Mableton is not likely to provide many opportunities to clear sites and start all over again tabula rasa. Instead the area will more often need to absorb additional development through transformation of existing improved properties.

The diagrams to the right demonstrate prototypical approaches to redeveloping existing large lot single family properties in a manner consistent with the master plan. Goals of these single lot redevelopments are to provide for greater density and to reinforce and emphasize the street wall.

The diagrams on this page detail strategies for in fill on large lots in which the existing improvements are off center enough to allow for further subdivision of the lot.



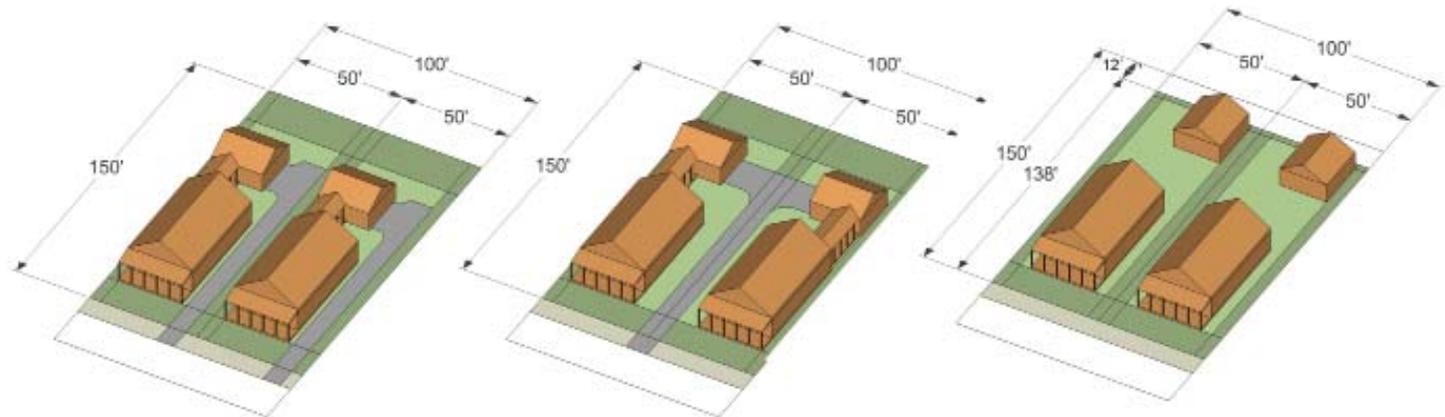
Existing Condition

T-3

- Add accessory building
- Add porch

T-4

- Add accessory buildings
- Add porch / expansion
- Subdivide flag lot



T-4

- Subdivide lot
- Individual driveways

T-4

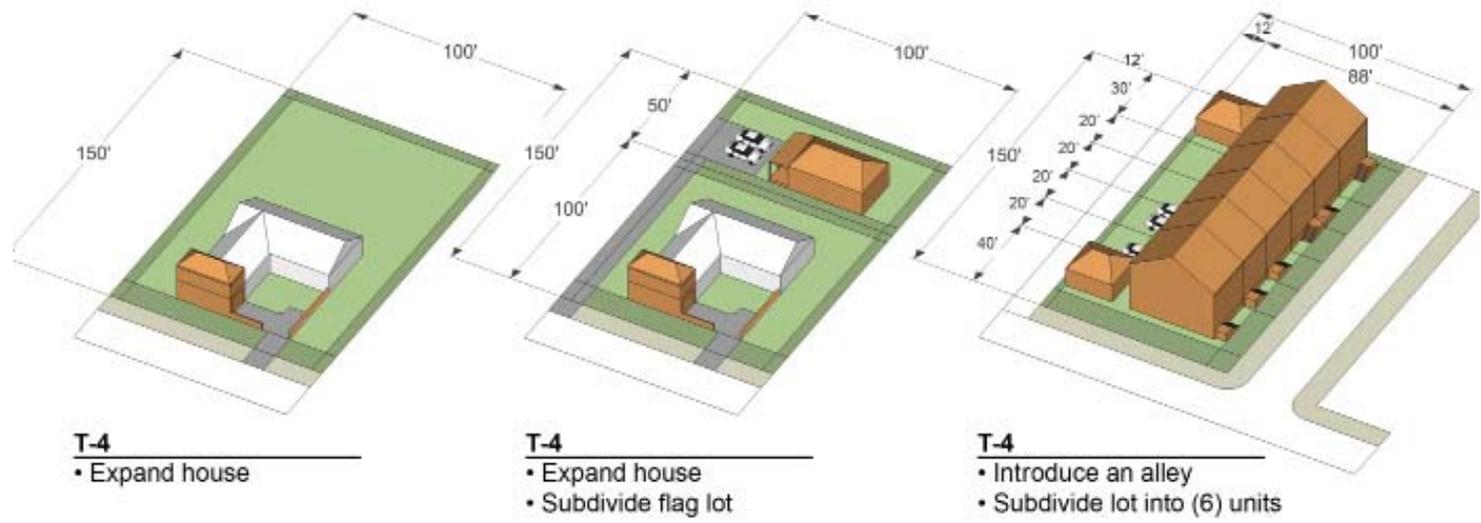
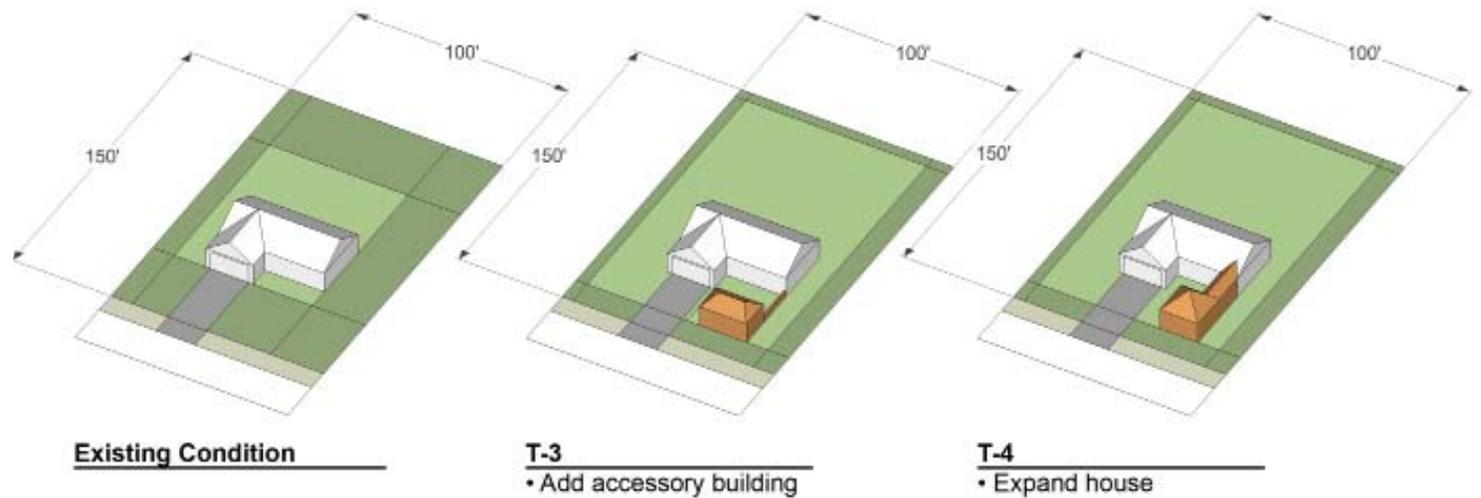
- Subdivide lot
- Shared driveway

T-4

- Add alley
- Subdivide lot

The diagrams to the right are strategies for large lots with improvements close to the center. In these cases the position of the building may not allow subdivision in to two street fronting lots, but would allow expansion of the existing home.

Corner lots provide a unique opportunity to integrate town home development into a single family housing stock. In this case, redevelopment as town homes would provide the economy of scale necessary to warrant demolishing existing improvements and starting again from scratch.



EXISTING COUNTY ZONING ATLAS

Existing zoning requires the geographic separation of uses- usually across un-walkable distances. Segregated use zoning usually results in complete dependence on automobiles for even the most mundane and regular daily errands.

Giving up the use of a car for choice or necessity can result in isolation and disengagement in segregated use environments.

- Cemeteries
- Commercial
- Parks
- Forest Mixed
- Institutional Intensive
- R-20
- R-12
- R-15
- RD (Residential Duplex)
- RM-12 (Residential Multifamily)
- MHP (Mobile Home Park)
- LRO (Low-rise Office)
- CF (Future Commercial)
- NRC (Neighborhood Retail Commercial)
- O&I (Office and Institutional)
- Residential-High
- NS (Neighborhood Shopping)
- PSC (Planned Shopping Center)
- LI (Light Industrial)
- Transition

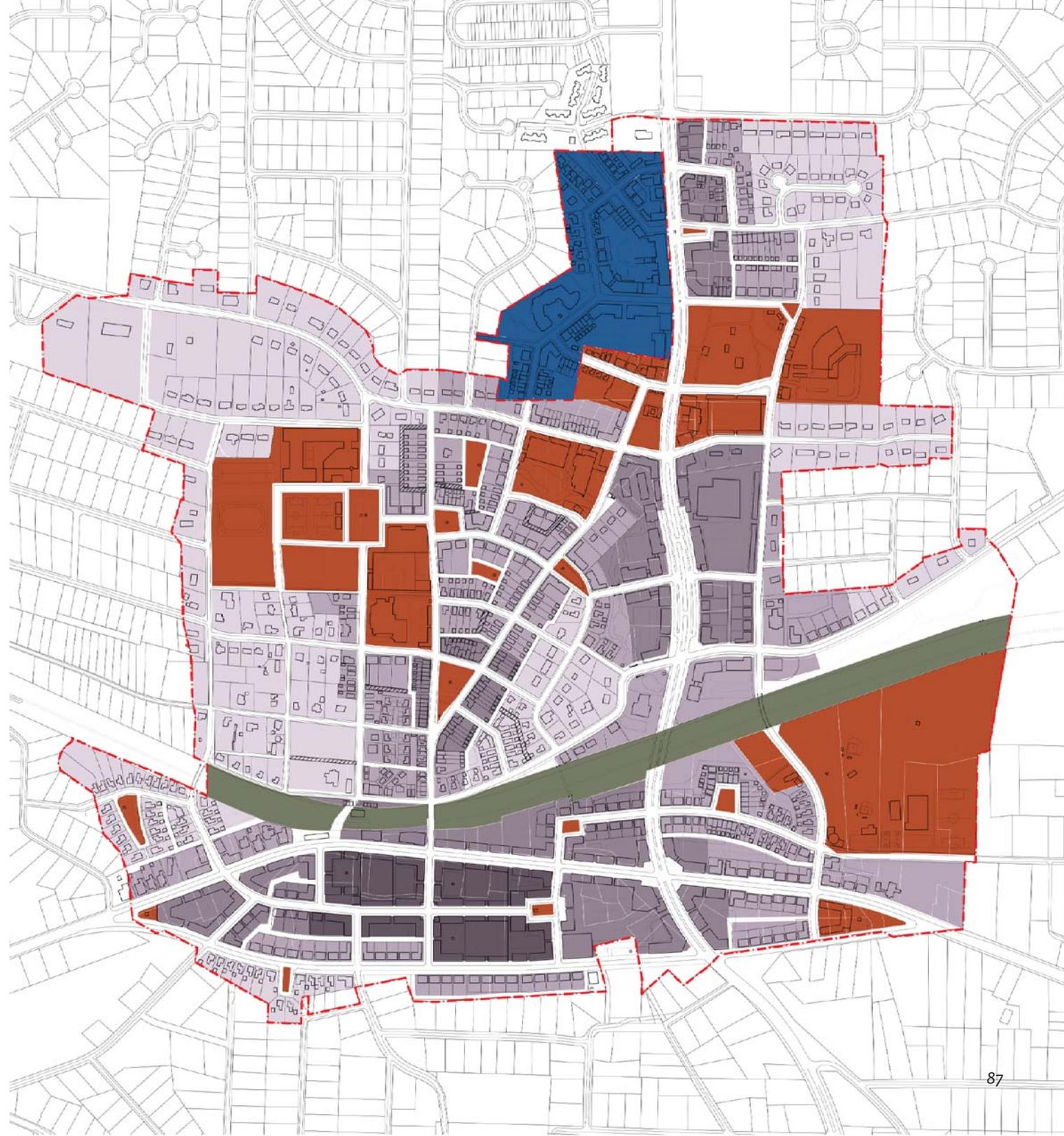


PROPOSED REGULATING PLAN

Unlike conventional suburban zoning codes, the Smart Code allows and encourages mixed-use development. The Mableton Master Plan designates sites for residential, mixed-use and retail development, as well as sites for civic buildings and open space, all within walking distance. All of these uses are accommodated by the Smart Code.

The regulating plan assigns a range of T-Zones to the plan, varying from T-3 Sub-Urban to T-6 Urban Core. Each T-Zone features different thoroughfare and frontage requirements, as well as a variety of building types, in accordance with its level of urban intensity.

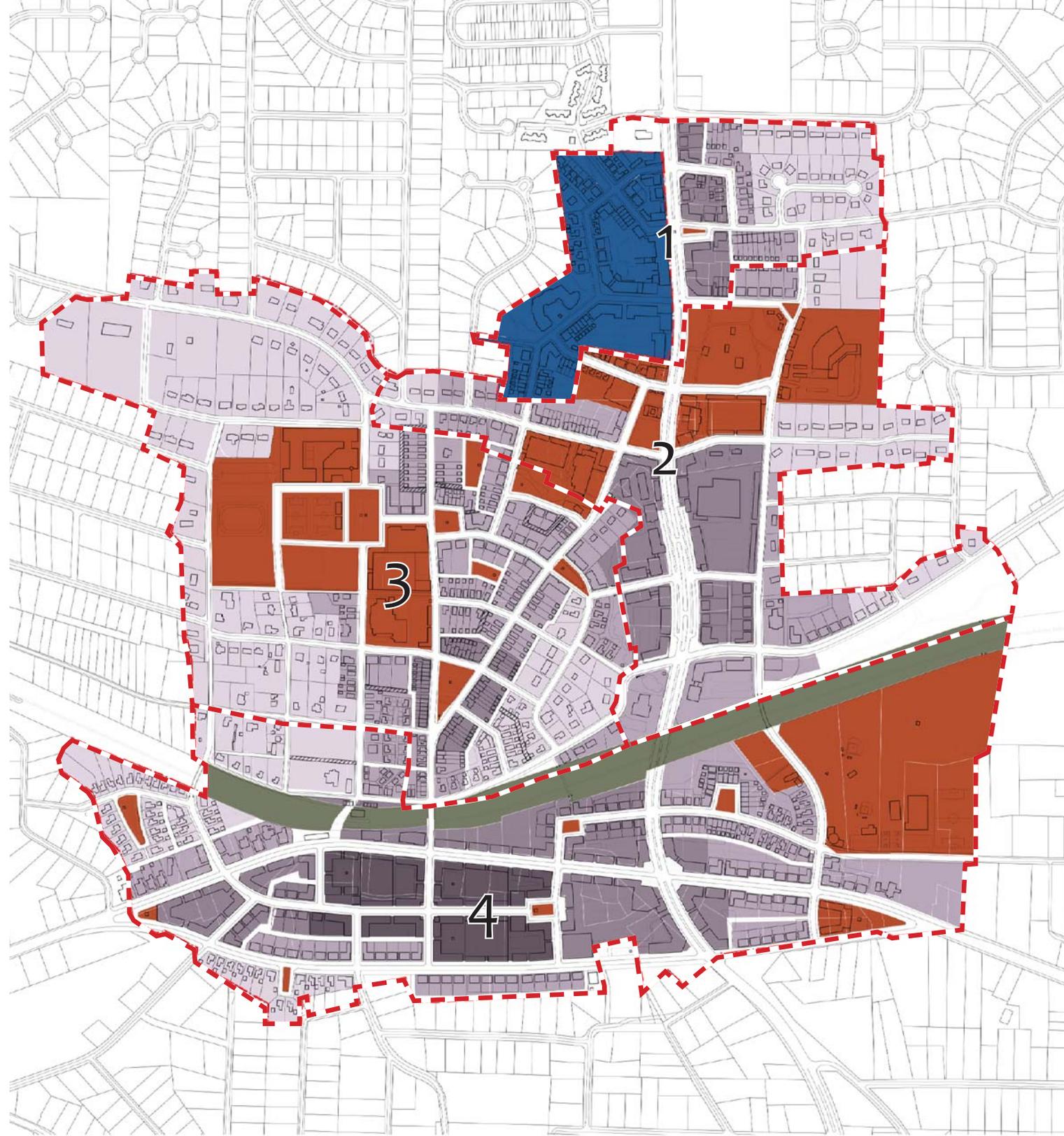
-  T3 - Sub-Urban
-  T4 - General Urban
-  T5 - Urban Center
-  T6 - Urban Core
-  District
-  Transportation Easement
-  Civic Building



REGULATING PLAN BY QUADRANT

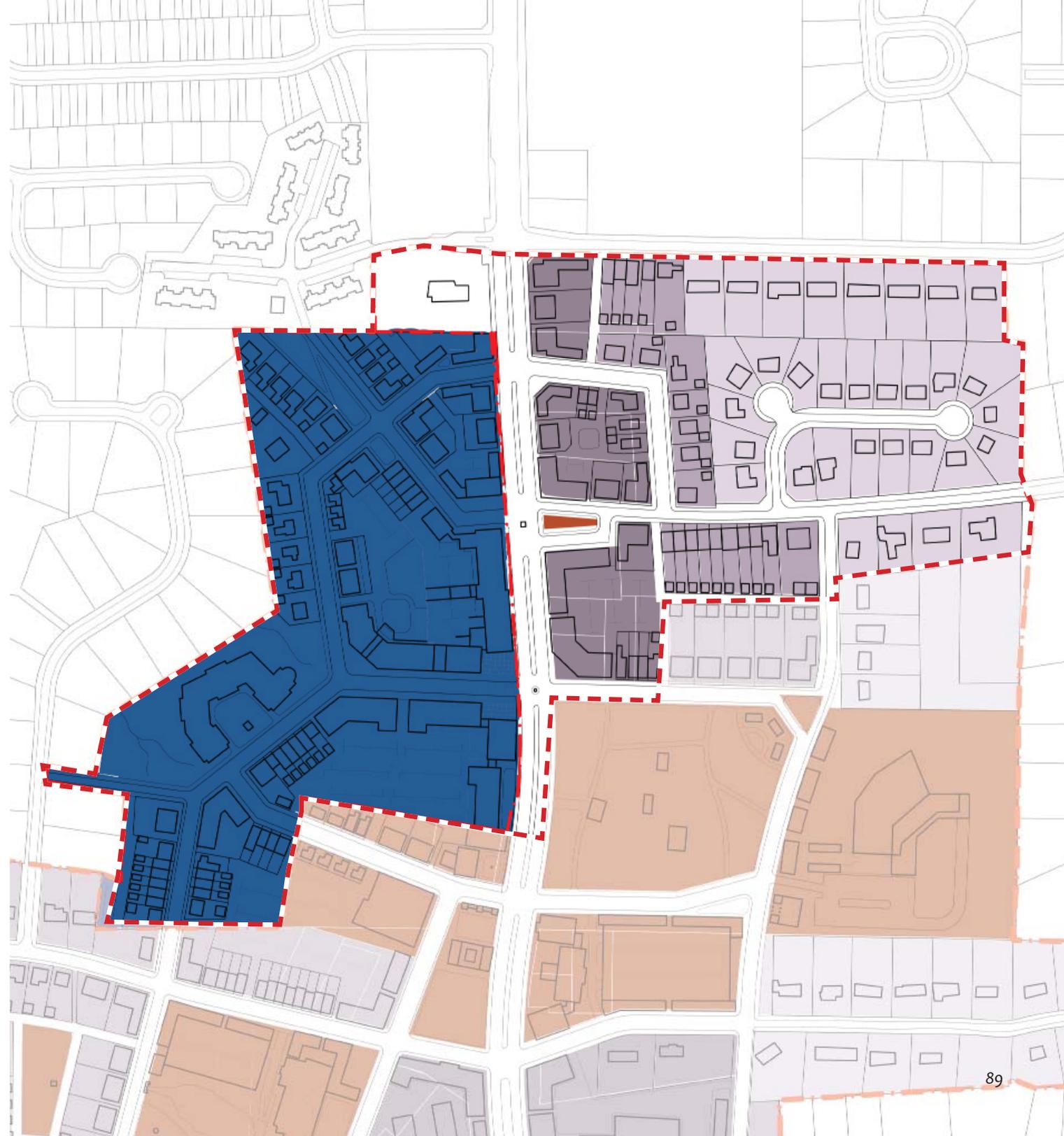
1. Northern Quadrant (Including Barnes Property)
2. Town Center Quadrant
3. Mableton Elementary School Quadrant
4. Old Town Center Quadrant

- T3 - Sub-Urban
- T4 - General Urban
- T5 - Urban Center
- T6 - Urban Core
- District
- Transportation Easement
- Civic Building



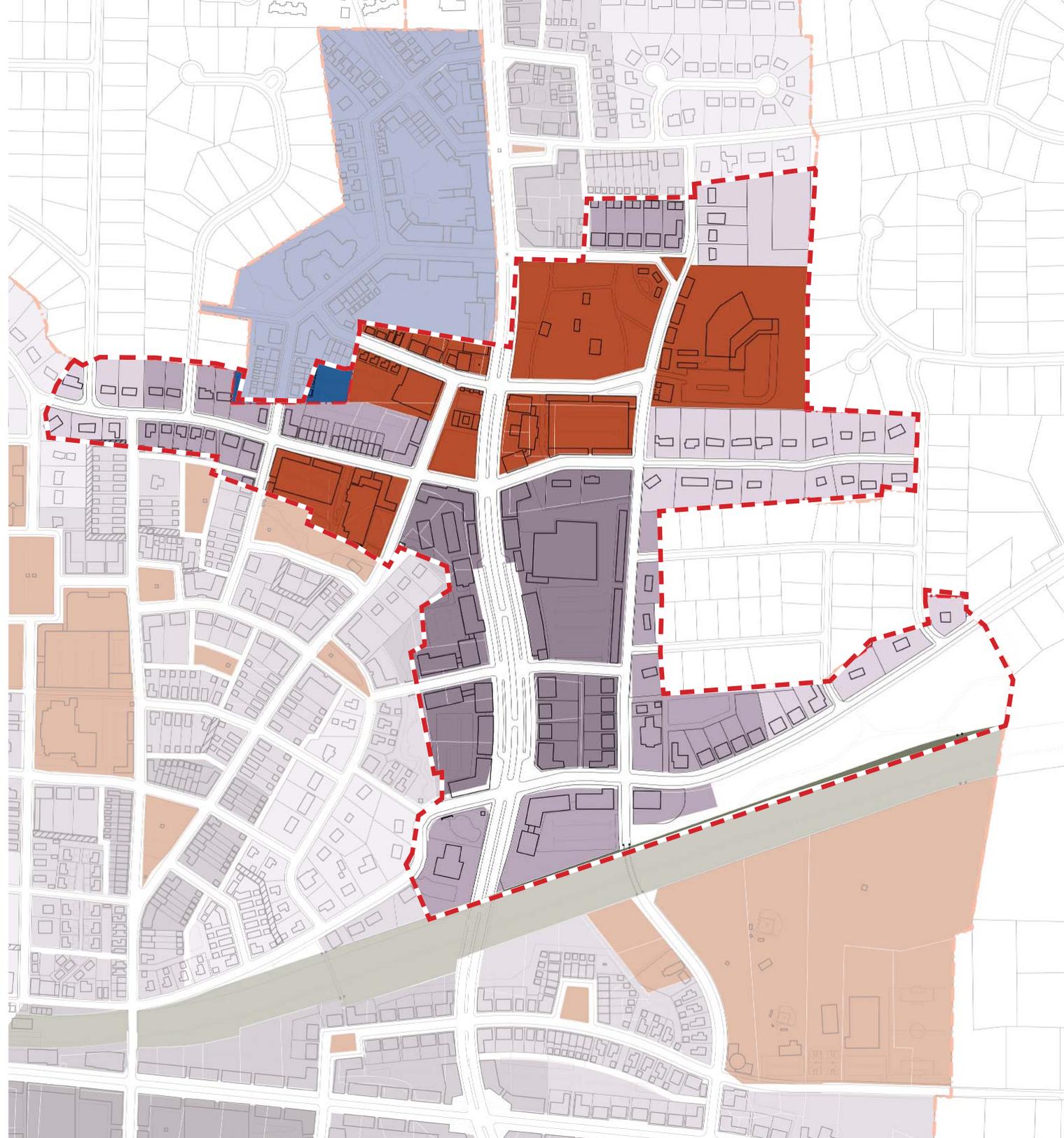
NORTHERN QUADRANT
REGULATING PLAN DETAIL

- T3 - Sub-Urban
- T4 - General Urban
- T5 - Urban Center
- T6 - Urban Core
- District
- Transportation Easement
- Civic Building



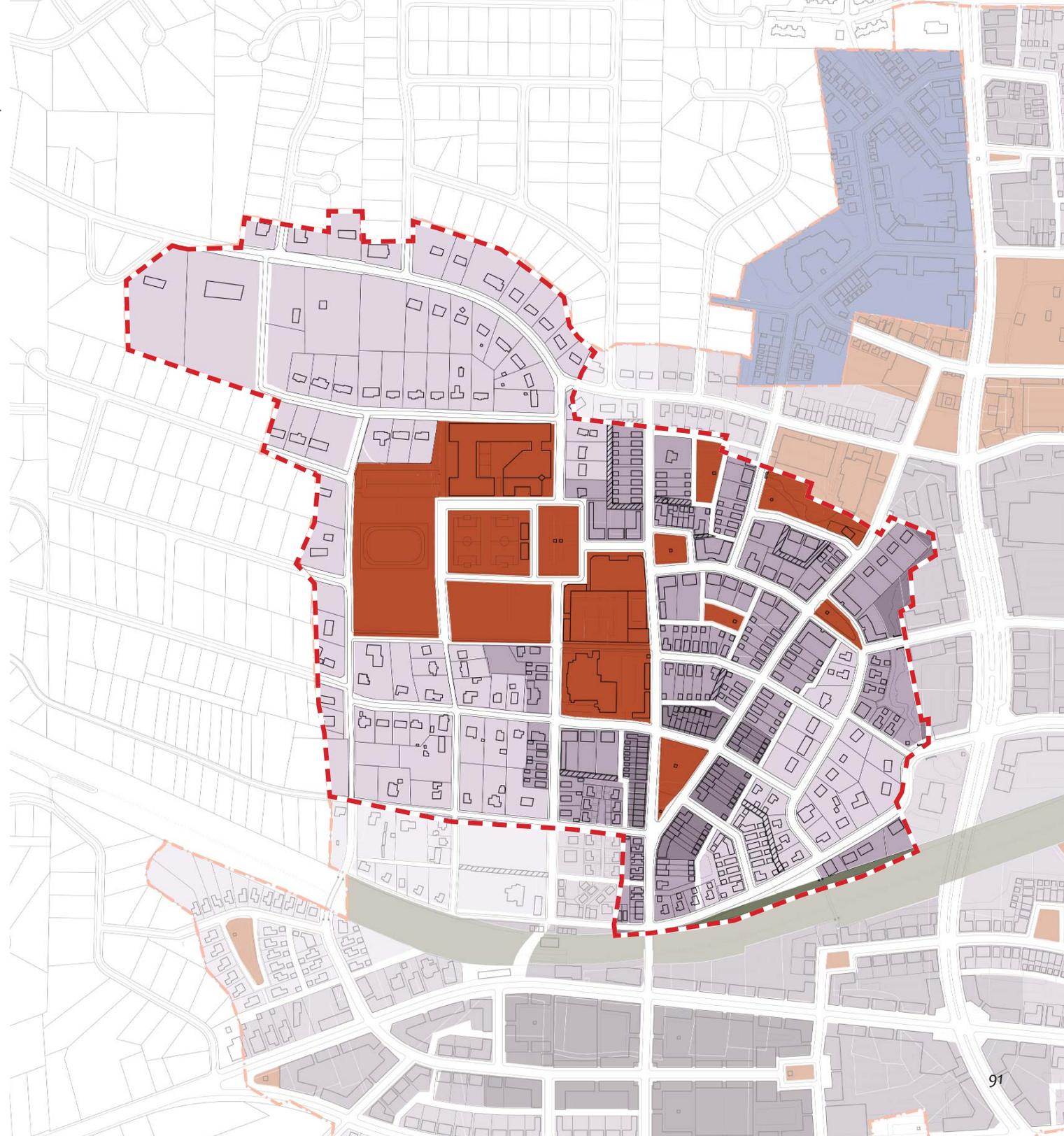
TOWN CENTER
REGULATING PLAN DETAIL

- T3 - Sub-Urban
- T4 - General Urban
- T5 - Urban Center
- T6 - Urban Core
- District
- Transportation Easement
- Civic space or Building



MABLETON ELEMENTARY SCHOOL REGULATING PLAN DETAIL

- T3 - Sub-Urban
- T4 - General Urban
- T5 - Urban Center
- T6 - Urban Core
- District
- Transportation Easement
- Civic Space or Building



OLD TOWN CENTER
REGULATING PLAN DETAIL

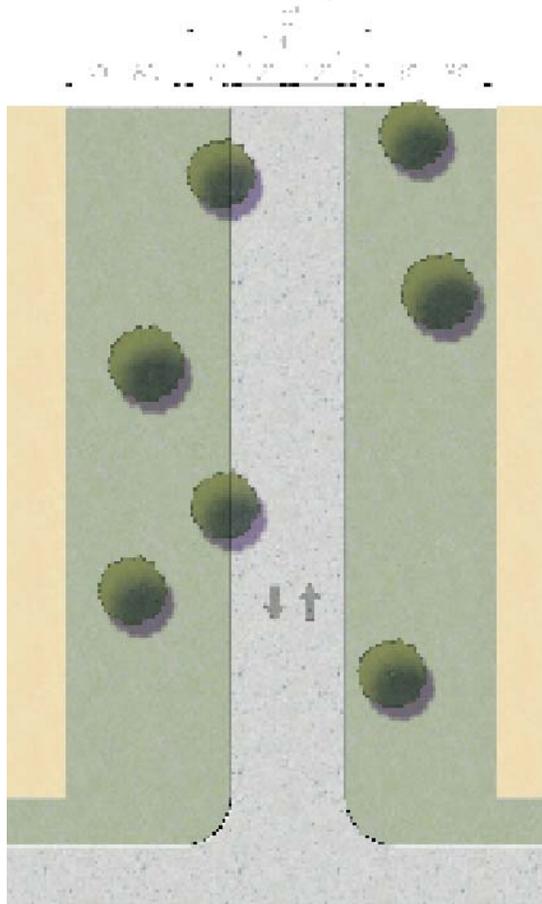
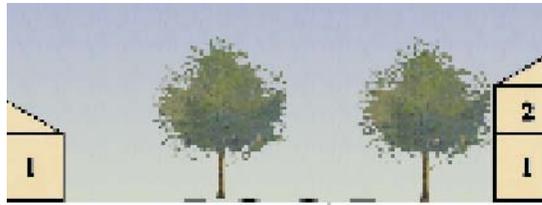
- T3 - Sub-Urban
- T4 - General Urban
- T5 - Urban Center
- T6 - Urban Core
- District
- Transportation Easement
- Civic Building



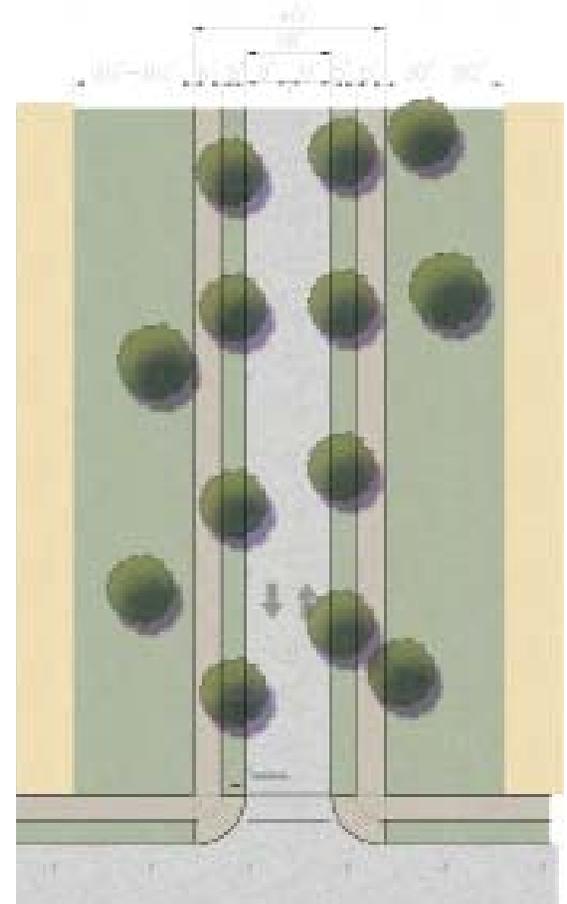
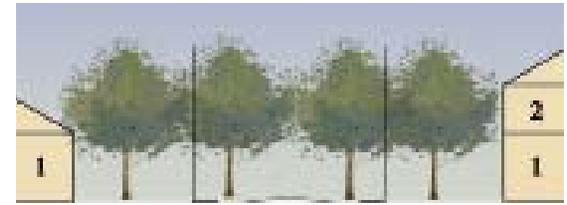


STREETSCAPE IMPROVEMENTS

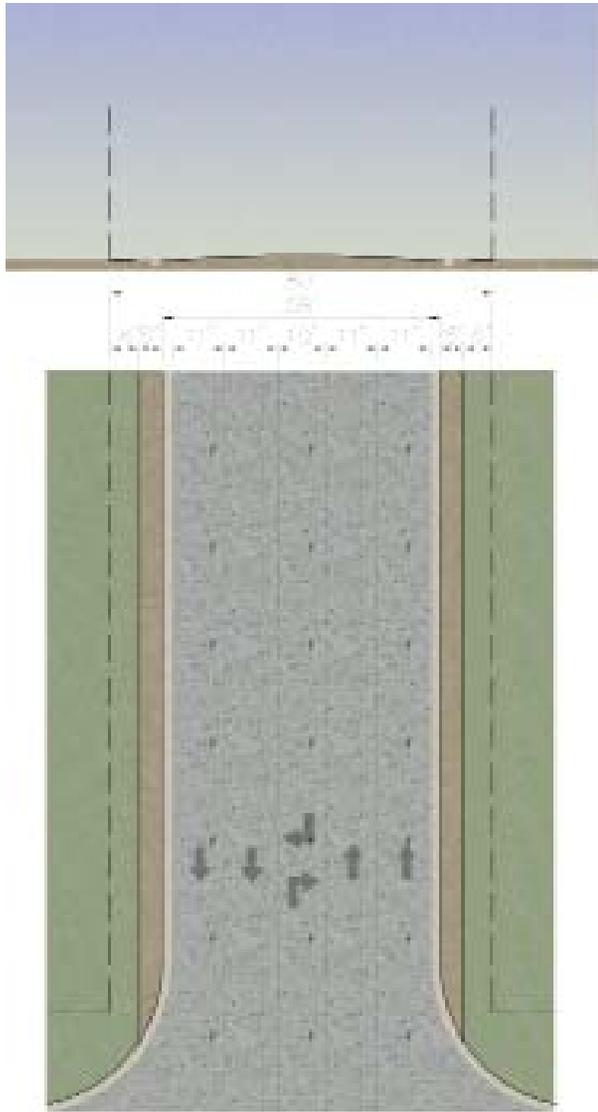
Utilizing committed Georgia DOT funds combined with anticipated Cobb DOT SPLOST funds, Floyd road will be converted from an unwalkable and poorly defined five lane arterial, to a beautifully landscaped and pedestrian-friendly boulevard that includes a separated regional PATH Foundation bike route.



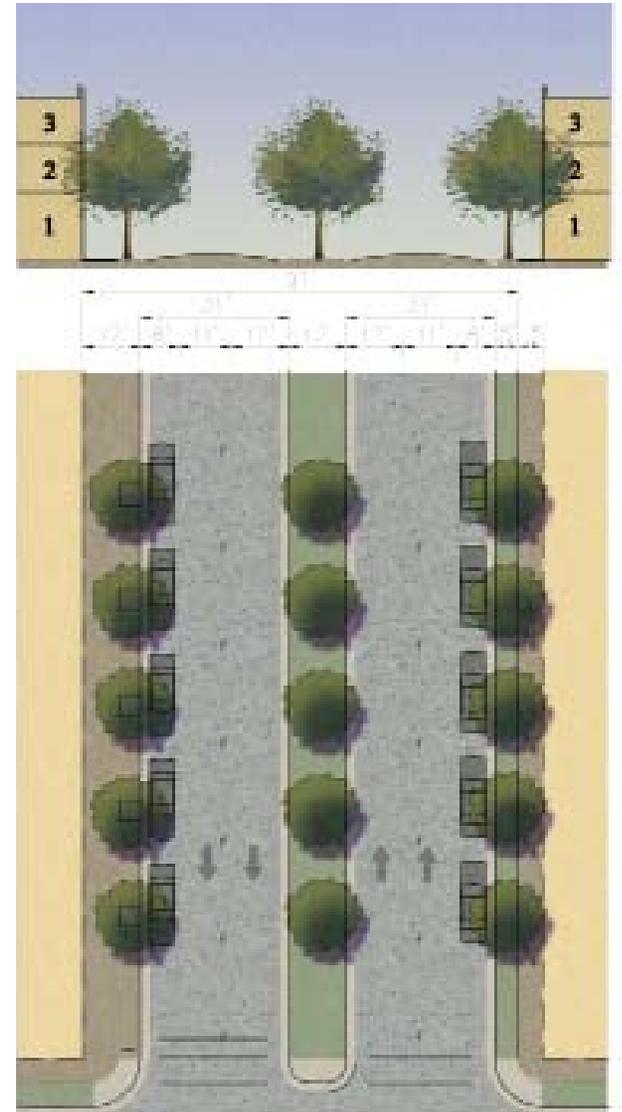
Existing Church Street - 40' ROW



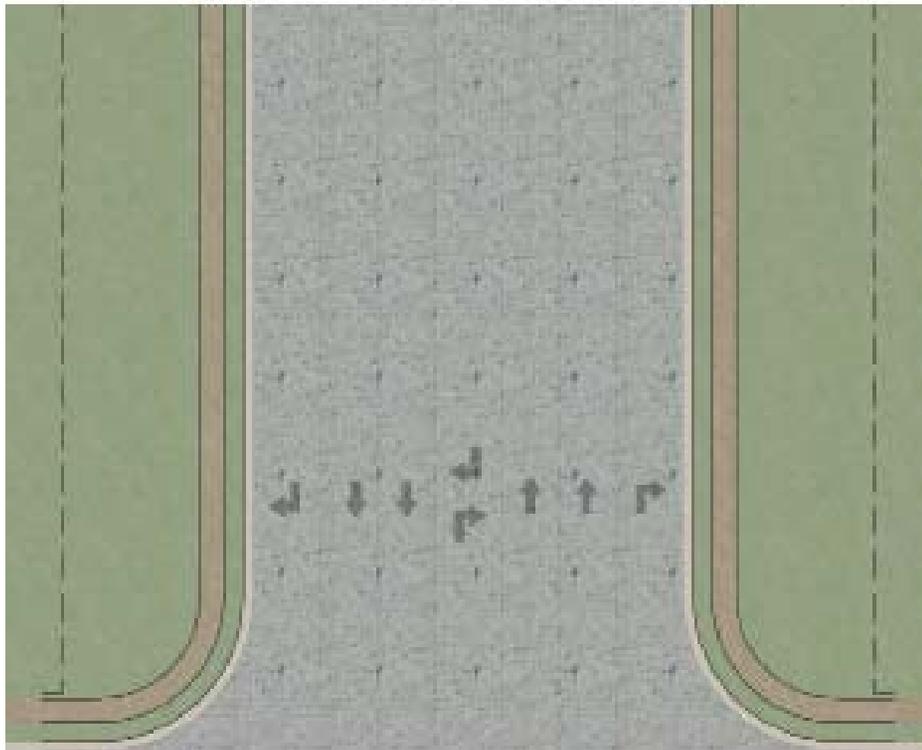
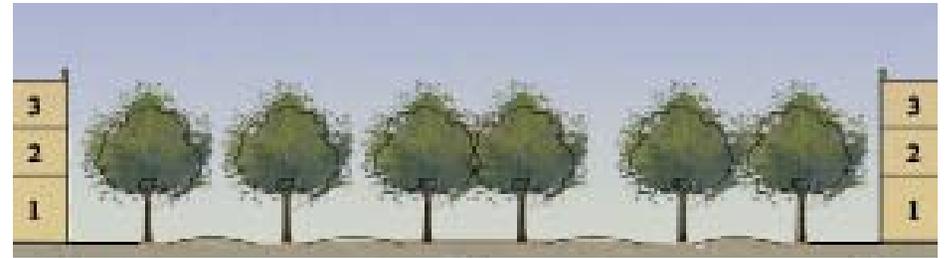
Proposed Church Street - 40' ROW



Existing Floyd Road- 96' ROW



Proposed Floyd Road- 96' ROW



Existing Floyd Road- 170' ROW

Proposed Floyd Road- 170' ROW

ARCHITECTURE
SOUTH COBB TOWN CENTER

ARCHITECTURE

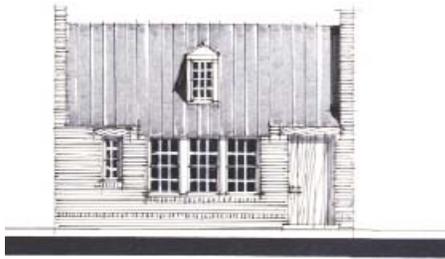
COTTAGE	100
INFILL LOT	101
TOWN HOUSE	102
FLEX BUILDING	103
COTTAGE	104
STREETSCAPE	105
ASSEMBLED ELEVATION	106

During the charrette, the following illustrative building designs were developed for specific locations through out the community. The designs are based on historic styles, consistent with initial phases of Mableton's original development, but modified to accommodate contemporary uses, market preferences, and development needs. These designs are provided for reference to property owners developing their own designs.

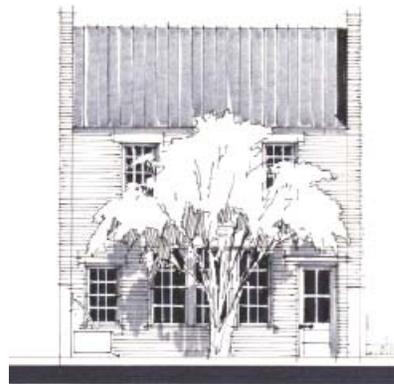
Architectural style will not be regulated by the Form Based Code

COTTAGE

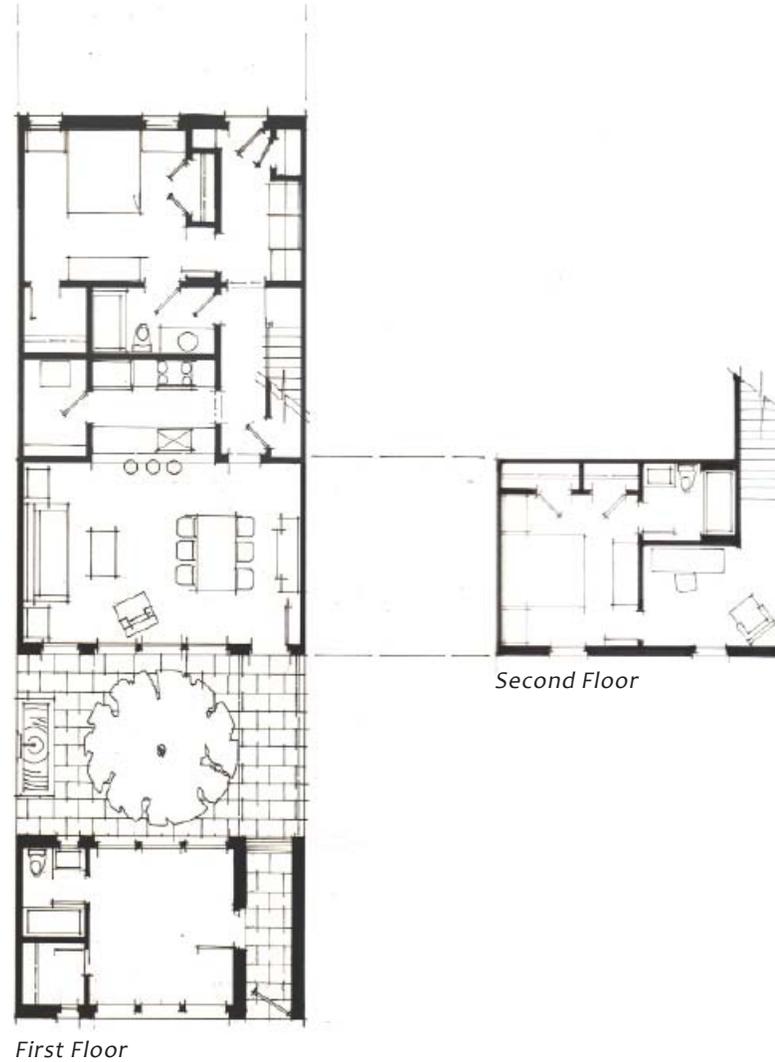
Building Type	Cottage/Live-Work
Transect Zone	T3, T4
Lot Size (sqft)	20 x 100
Stories	2
Bedrooms	2/3
Baths	3



Live-Work Elevation



Residential Elevation



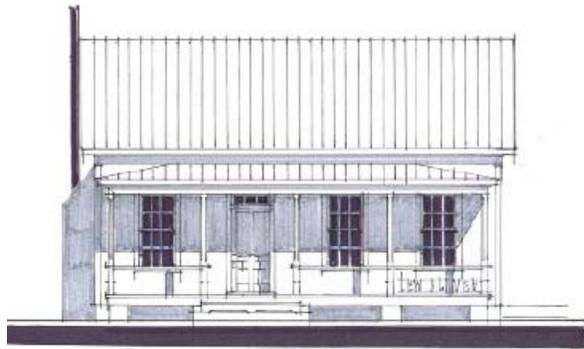
First Floor

Second Floor

Design by : Lew Oliver

INFILL LOT

Building Type	Cottage
Transect Zone	T3, T4
Lot Size (sqft)	40 x 85
Stories	1
Bedrooms	2
Baths	2



Front Elevation



Side Elevation

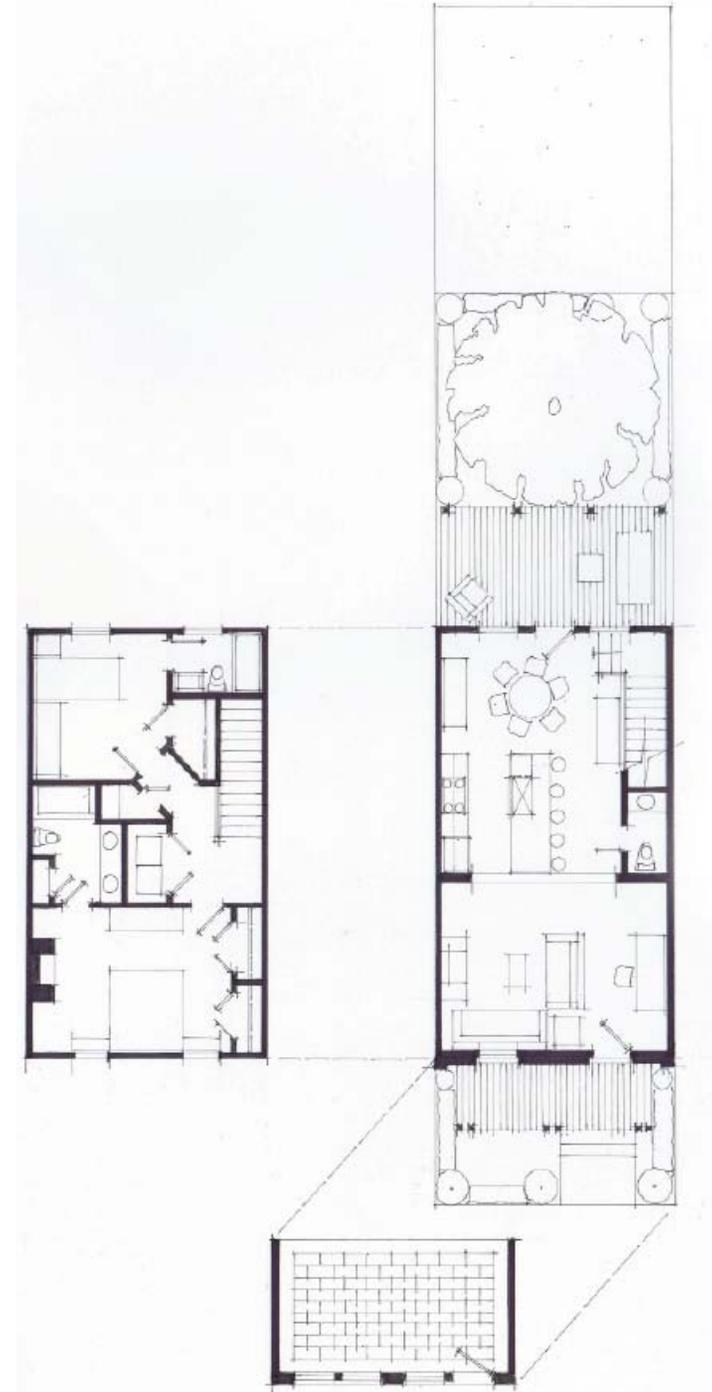


First Floor

Design by : Lew Oliver

TOWN HOUSE

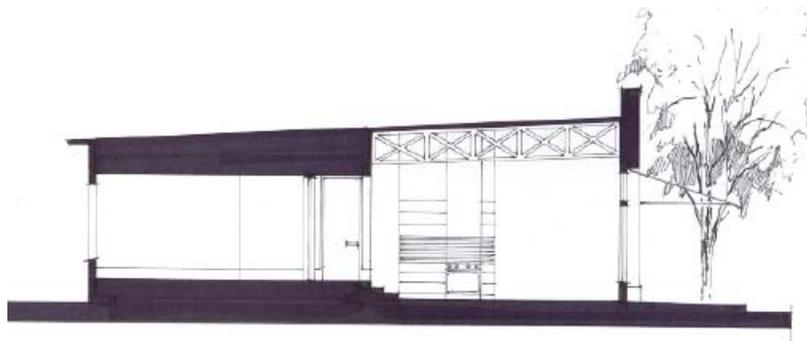
Building Type	Town House/Live-Work
Transect Zone	T4, T5
Lot Size (sqft)	20 x 100
Stories	2
Bedrooms	2
Baths	2.5



Design by : Lew Oliver

FLEX BUILDING

Building Type	Residential/Commercial
Transect Zone	T5,T6
Lot Size (sqft)	18, 24, 30 x 60
Stories	1
Bedrooms	1, 1, 2
Baths	1, 2, 2



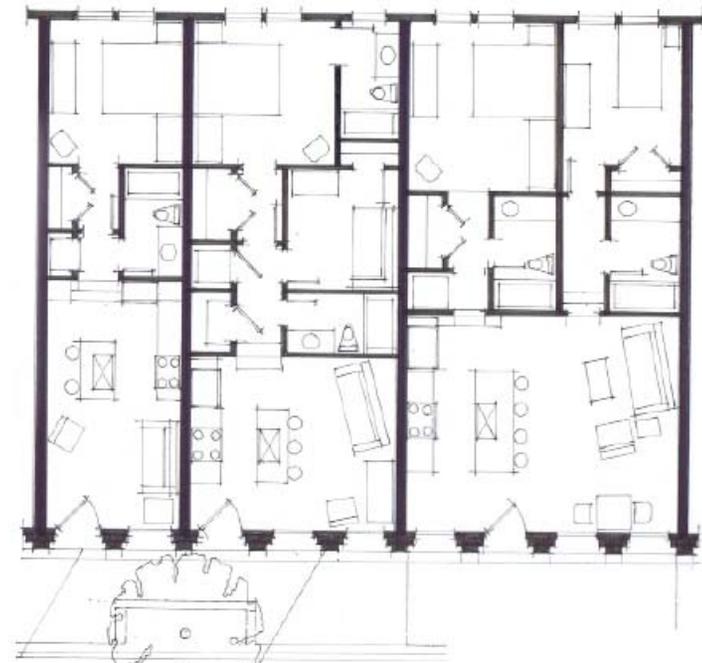
Side Residential Section



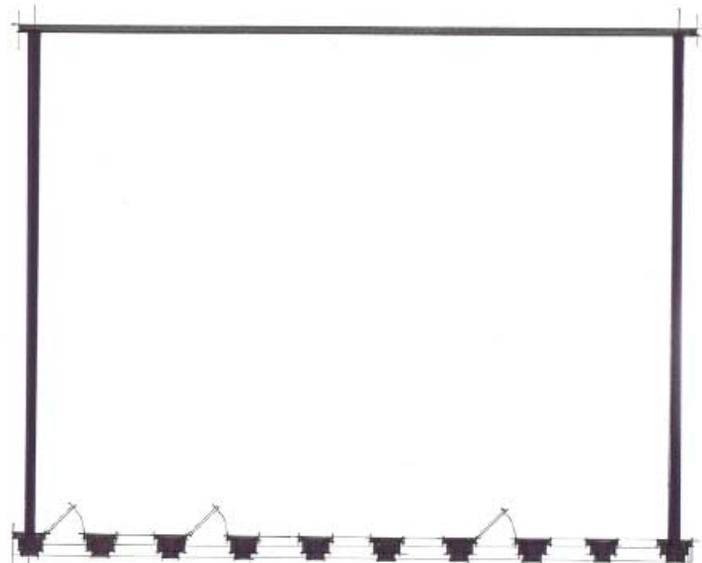
Front Commercial Elevation

Design by : Lew Oliver

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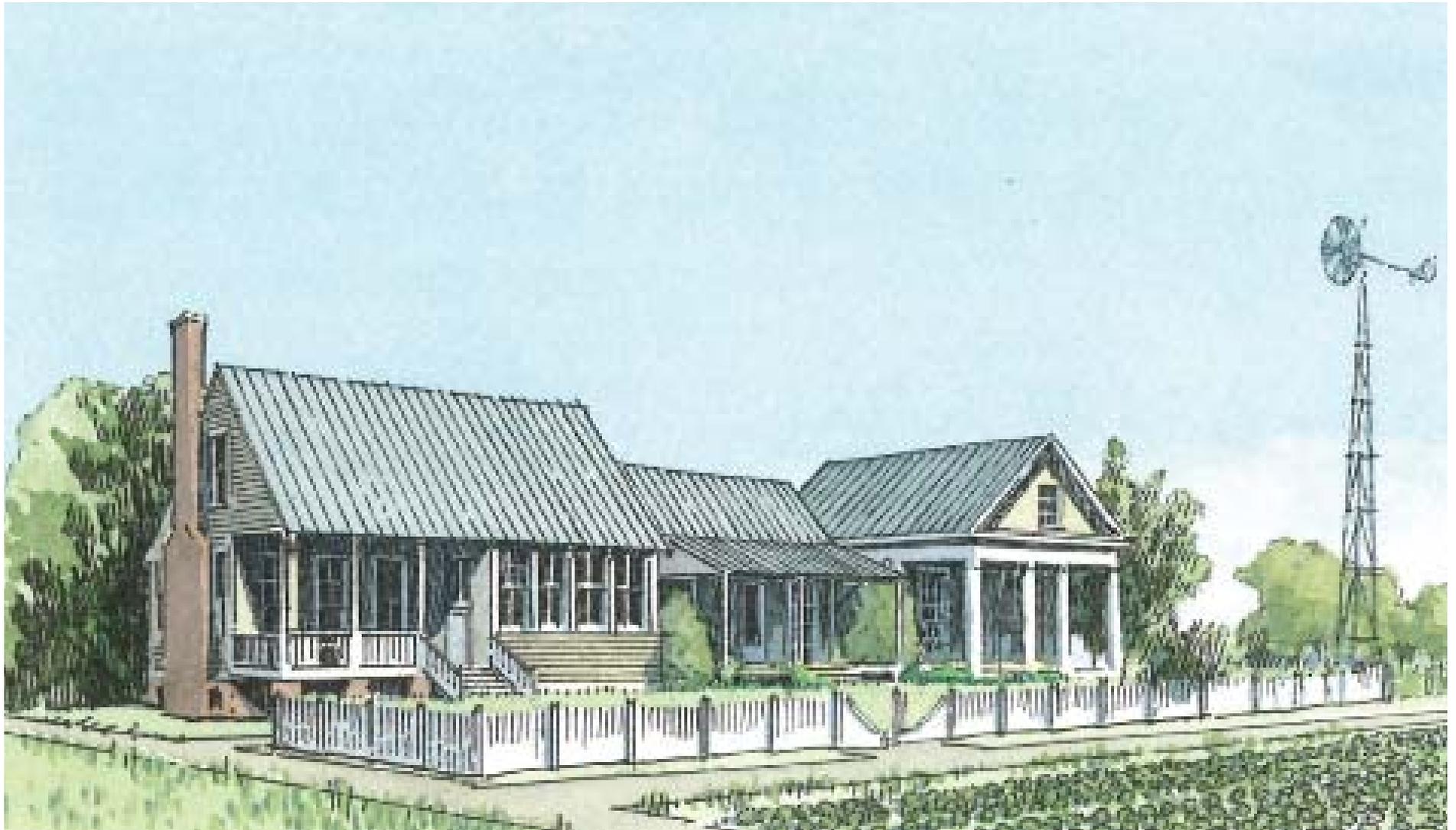


Residential Floor Plan



Commercial Floor Plan

COTTAGE



STREETScape



ASSEMBLED ELEVATION



