



The purpose of the Commercial and Transitional character area is to accommodate appropriate commercial growth in a way that protects the lower density residential suburban nature of the study area. The Commercial and Transitional Character area guides both commercial and residential transitional uses to lessen the impact between more intense commercial uses and the low-density residential character that makes up the majority of uses in the community. The overarching guideline for the character area is to focus restaurants, grocery stores, service stations, and retail shops closer to the Johnson Ferry Shallowford Road intersection with office type uses acting as a commercial transitional use between the more intense commercial uses and the residential uses. To further mitigate the impact between the lower density residential and the commercial, the character area also encourages Medium Density Residential as a transitional use. The following details specific development patterns within the Commercial and Transitional Character Area.

- Maintain the Neighborhood Activity Center Future Land Use designation
- Recommend a mix of low-rise office and retail along Shallowford Road
- Encourage assemblage of properties for unified development
- Retail oriented uses recommended to be closer to Johnson Ferry Road with some uses having access and (or) scenic views of re-established lake
- Office uses to be designed with a residential architectural style and encouraged further away from the Johnson Ferry Intersection acting as a transitional use
- Limit curb-cuts along Shallowford Road and promote inter-parcel access
- Protect adjacent residential properties to the west by encouraging appropriate buffering along western most property line
- Work with potential developers to ensure development proposals incorporate the potential restoration of the lake
- Encourage recreational trails around lake linking to commercial along Shallowford Road and the residential south of the lake

- Amend 2040 Comprehensive Plan Future Land Use Map to Medium Density Residential (MDR) Future Land Use
- Encourage assemblage of properties for unified development. It may also be recommended to include adjacent commercial properties along Johnson Ferry Road as one single mix-use development
- Ensure a significant natural buffer or berm along western boundary of the MDR development
- Encourage senior living residential development and (or) single-family detached residential within density ranges recommended by MDR
- Limit up to 2 stories adjacent to the single family residential neighborhoods to the west and up to 3 stories closer to Johnson Ferry Road
- Ensure residential development serves a broad range of incomes
- Work with potential developers to ensure development proposals incorporate the potential restoration of the lake

- Amend 2040 Comprehensive Plan Future Land Use Map to Park/Recreation/Conservation
- Consider site as a future community park with natural areas and children's playground
- Seek funding to restore and reconfigure lake to its original capacity
- If redevelopment of property surrounding potential lake occurs first, work with potential developers to ensure development proposals are coordinated with the potential restoration of the Lake
- Seek joint use agreements between Water Systems and PARKS for the lake to be utilized as stormwater retention and community park
- Encourage recreational trails around lake linking to commercial along Shallowford Road and the residential south of the lake
- Ensure park connectivity with proposed Multi-Purpose Trail

- Maintain the Neighborhood Activity Center Future Land Use Designation
- Encourage retail uses and limit up to 2 stories
- Seek developer commitment to establish ROW for proposed Multi-Purpose Trail during rezoning or redevelopment of the property

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- Maintain the Neighborhood Activity Center Future Land Use Designation
- Add site to the Cobb County Redevelopment Inventory list
- Encourage office use
- Maintain existing inter-parcel access and eliminate access drives along Freeman Road
- Re-establish landscaping along Freeman Road upon redevelopment

- Medium Density Residential
- Low Density Residential
- Neighborhood Activity Center
- Park/Recreation Conservation
- Public Institutional

