



2040 Comprehensive Plan: *Vision for a New Era*

2021 Comprehensive Plan and Future Land Use Amendments

2021

Public Hearing Dates:

Planning Commission
January 5, 2021, 7 p.m.

Board of Commissioners
January 19, 2021, 9 a.m.



COMMUNITY DEVELOPMENT AGENCY

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Published December 2020

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Cobb County Comprehensive Plan Amendment Process

Background on the Cobb County Comprehensive Plan

The Comprehensive Plan is mandated by the Georgia Planning Act (Georgia Law 1989, pp. 1317 – 1391), as amended. This Act requires that each local jurisdiction in the State prepare and implement a comprehensive plan, which is reviewed by its respective Regional Development Center (RDC). The RDC that services Cobb County is the Atlanta Regional Commission (ARC). The rules and regulations of the Act “are intended to provide a framework to facilitate and encourage coordinated, comprehensive planning and development at the local, regional and state government levels”. Chapter 110-12-1 of the “Minimum Standards and Procedures for Local Comprehensive Planning” sets local planning standards for each jurisdiction.

In 2017, Cobb County adopted the 2040 Comprehensive Plan, which meets the minimum standards and procedures for local comprehensive planning. During the plan development process, residents and staff developed the following vision statement for Cobb County:

Our Government will provide all statutory public services in an atmosphere that unleashes the human spirit and creativity, is marked by openness and transparency, and makes us the choice destination for people to safely work, live, recreate and pursue their dreams.

The Cobb 2040 Comprehensive Plan does not serve as a development ordinance; rather, it is a guide intended to direct growth and development in appropriate areas of unincorporated Cobb County.

Elements of the Cobb County Comprehensive Plan

- Identifies any needs the County may have to address in the next 20 years
- Lists goals and policies for the County to consider in order to realize its vision statement
- Identifies short term projects that could assist the County in addressing a need or in implementing its goals and policies
- Provides a future land use plan and associated map, which complements the goals and policy objectives and indicates locations for a wide variety of land uses

Procedure to modify and update the Comprehensive Plan

The Planning Commission must make recommendations and the Board of Commissioners must approve amendments to the Comprehensive Plan text or the Future Land Use Map. In order to allow for timely, small-scale changes to the plan text and Future Land Use Map, an annual plan amendment process has been established.

The annual plan amendment process begins in October and ends in January of the following year, with the final public hearing. During this time, staff members study proposed changes to the text and land use map that have arisen throughout the year. The changes may be the result of direction from the Board of Commissioners due to a rezoning action, approval of a study or master plan, and/or suggestions from the Planning Commission, residents, business community, or staff. Any site which was not previously posted for a rezoning, land use permit, special land use permit or study/master plan hearing, is posted to notify the public of the proposed amendments. The posting consists of signs on the main roads with general area

notifications that alert the public about changes to the plan impacting a particular area. Letters are mailed to property owners informing them of the impending changes to the Comprehensive Plan, and the amendment package is posted online at www.cobbcounty.org for public review.

The process concludes with public hearings with the Planning Commission (PC) and the Board of Commissioners (BOC), respectively. These hearings serve as a forum to gather community input regarding the impending amendments and for the PC and the BOC to vote on adoption of the amendments. The approval process is described below:

- After site visits and analysis, staff briefs the PC and BOC, respectively, on the facts surrounding each proposed amendment.
- The PC, serving in its official role as a recommending body to the BOC, makes its recommendations by way of a vote.
- The BOC is briefed on the facts of each proposed amendment and is informed of the recommendation from the PC. The BOC then accepts the recommendation, rejects it, or modifies it by way of a vote. This vote is the final action that confirms the amendments to the Comprehensive Plan.

Terminology Guide to Proposed Amendments

BOC	Cobb County Board of Commissioners																														
Corridor	For the purposes of the Cobb Comprehensive Plan, corridor refers to an area of development that extends along a major roadway, such as Windy Hill Road or Mableton Parkway.																														
District	For the purposes of the Cobb County Comprehensive Plan and zoning ordinance, district refers to Commissioner areas and a classification of zoning. For example, “Commission District 3” and “R-20 district.”																														
dua	Dwelling units per acre.																														
FLU	Future Land Use. A recommendation for future use of the property per the Cobb County Future Land Use Map, part of the Comprehensive Plan. FLU is guidance based on projection of anticipated future community needs, not a zoning classification.																														
FLU Categories	<table> <tr> <td>RR</td><td>Rural Residential (0 - 1 dua)</td></tr> <tr> <td>VLDR</td><td>Very Low Density Residential (0 - 2 dua)</td></tr> <tr> <td>LDR</td><td>Low Density Residential (1 - 2.5 dua)</td></tr> <tr> <td>MDR</td><td>Medium Density Residential (2.5 - 5 dua)</td></tr> <tr> <td>HDR</td><td>High Density Residential (5 - 12 dua)</td></tr> <tr> <td>RAC</td><td>Regional Activity Center</td></tr> <tr> <td>CAC</td><td>Community Activity Center</td></tr> <tr> <td>NAC</td><td>Neighborhood Activity Center</td></tr> <tr> <td>IC</td><td>Industrial Compatible</td></tr> <tr> <td>IND</td><td>Industrial</td></tr> <tr> <td>PIA</td><td>Priority Industrial Area</td></tr> <tr> <td>PI</td><td>Public/Institutional</td></tr> <tr> <td>PRC</td><td>Park/Recreation/Conservation</td></tr> <tr> <td>TCU</td><td>Transportation/Communication/Utilities</td></tr> <tr> <td>MTC</td><td>Mableton Town Center</td></tr> </table>	RR	Rural Residential (0 - 1 dua)	VLDR	Very Low Density Residential (0 - 2 dua)	LDR	Low Density Residential (1 - 2.5 dua)	MDR	Medium Density Residential (2.5 - 5 dua)	HDR	High Density Residential (5 - 12 dua)	RAC	Regional Activity Center	CAC	Community Activity Center	NAC	Neighborhood Activity Center	IC	Industrial Compatible	IND	Industrial	PIA	Priority Industrial Area	PI	Public/Institutional	PRC	Park/Recreation/Conservation	TCU	Transportation/Communication/Utilities	MTC	Mableton Town Center
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PI	Public/Institutional																														
PRC	Park/Recreation/Conservation																														
TCU	Transportation/Communication/Utilities																														
MTC	Mableton Town Center																														
Node	For the purposes of the Cobb County Comprehensive Plan, node refers to areas of commercial development built or planned around roadway intersections. Nodes vary in size based on similar uses and conditions of the surrounding area.																														
PC	Cobb County Planning Commission																														
Rezoning	A change in use classification from one zoning district to another. Rezoning can take place monthly at regularly scheduled hearings of the Planning Commission and Cobb Board of Commissioners.																														
Zoning	Zoning refers to the designated use of specific parcels of property. The zoning district designation governs what is eligible to be developed on a particular piece of property.																														

Cobb County Zoning Sections and Districts

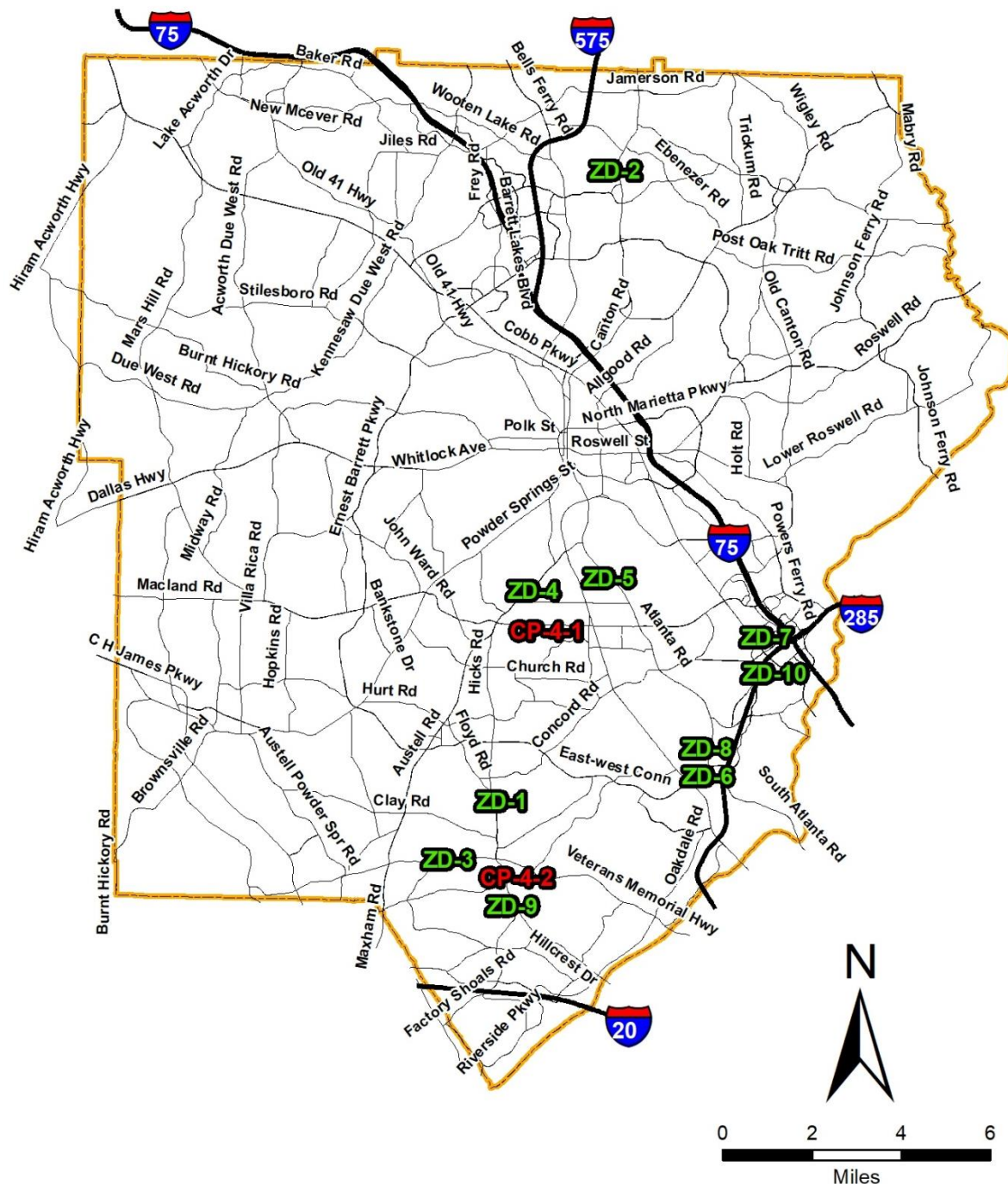
Sec. 134-193.	R-80	Single-family residential district, Min. 80,000-square-foot lot size
Sec. 134-194.	RR	Rural residential district, agricultural, park and open space / single-family
Sec. 134-195.	R-40	Single-family residential district, Min. 40,000-square-foot lot size
Sec. 134-196.	R-30	Single-family residential district, Min. 30,000-square-foot lot size
Sec. 134-197.	R-20	Single-family residential district, Min. 20,000-square-foot lot size
Sec. 134-198.	R-15	Single-family residential district, Min. 15,000-square-foot lot size
Sec. 134-198.1.	OSC	Open space community overlay district, preserve natural resources within residential development
Sec. 134-199.	R-12	Single-family residential district, Min. 12,000-square-foot lot size
Sec. 134-200.	RD	Residential duplex district
Sec. 134-201.	RA-4	Single-family attached/detached residential district, maximum 4 units per acre
Sec. 134-201.1.	PRD	Planned residential development district
Sec. 134-201.2.	RA-5	Single-family attached/detached residential district, maximum 5 units per acre
Sec. 134-201.3.	SC	Suburban condominium residential district
Sec. 134-202.	RA-6	Single-family attached/detached residential district, maximum 6 units per acre
Sec. 134-203.	RSL	Residential senior living district
Sec. 134-204.	RM-8	Residential multifamily district, maximum 8 units per acre
Sec. 134-205.	FST	Fee simple townhouse residential district
Sec. 134-206.	RM-12	Residential multifamily district, maximum 12 units per acre
Sec. 134-207.	RM-16	Residential multifamily district, maximum 16 units per acre
Sec. 134-208.	MHP/S	Mobile home subdivision district
Sec. 134-209.	RDR	Recreational outdoor golf driving range district
Sec. 134-210.	MHP	Mobile home park district
Sec. 134-211.	LRO	Low-rise office district
Sec. 134-212.	CF	Future commercial district
Sec. 134-213.	NRC	Neighborhood retail commercial district
Sec. 134-214.	LRC	Limited retail commercial district
Sec. 134-215.	O&I	Office and institutional district
Sec. 134-216.	UVC	Urban village commercial district
Sec. 134-217.	PVC	Planned village community district
Sec. 134-218.	CRC	Community retail commercial district
Sec. 134-219.	RMR	Residential mid-rise district
Sec. 134-220.	OMR	Office mid-rise district
Sec. 134-221.	RHR	Residential high-rise district
Sec. 134-221.1.	UC	Urban condominium residential district
Sec. 134.221.2	ROD	Redevelopment overlay district
Sec. 134-222.	OHR	Office high-rise district
Sec. 134-223.	OS	Office/service district
Sec. 134-224.	NS	Neighborhood shopping district
Sec. 134-225.	PSC	Planned shopping center district
Sec. 134-226.	TS	Tourist services district
Sec. 134-227.	GC	General commercial district
Sec. 134-228.	RRC	Regional retail commercial district
Sec. 134-229.	IF	Future industrial district
Sec. 134-230.	LI	Light industrial district
Sec. 134-231.	HI	Heavy industrial district

Future Land Use and Zoning Compatibility

FLU	Compatible Zoning / Uses
RAC	RA-6, RM-8, RM-12, RM-16, FST, RSL, UC, LRO, O&I, OHR, OMR, OS, CRC, GC, LRC, NRC, PSC, RRC, TS, PVC, UVC, NS
CAC	SC, LRO, O&I, OS, CRC, GC, LRC, NRC, PSC, TS, PVC, UVC, NS, RSL
NAC	SC, LRO, LRC, OS (special exceptions), NRC, PVC, UVC, RSL
IC	OS, TS, LI
IND	OS, TS, LI, HI
PIA	Industrial zoning categories that allow for technology and biomedical development and non-polluting manufacturing centers- as well as uses within the PIA sub-categories.
RR	RR, R-80, R-40, PRD
VLDR	RR, R-80, R-40, R-30, R-20, OSC, PRD
LDR	RR, R-80, R-40, R-30, R-20, R-15, OSC, RSL (non-supportive)
MDR	R-20, R-15, R-12, RA-5, RA-4, RD, FST, MHP, SC, PVC, RSL (non-supportive)
HDR	RA-5, RM-8, RM-12, RM-16, FST, MHP, SC, PVC, UVC, RSL (non-supportive)
PI	State, federal or local government use and institutional land uses such as government building complexes, police and fire stations, colleges, or churches
PRC	Permanently protected land dedicated to passive or active recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views, and historic or archaeological resources.
TCU	Power generation plants, railroad facilities, telephone switching stations, airports, etc.

COMPREHENSIVE PLAN AMENDMENTS 2021

PROPOSED AMENDMENT LOCATION MAP

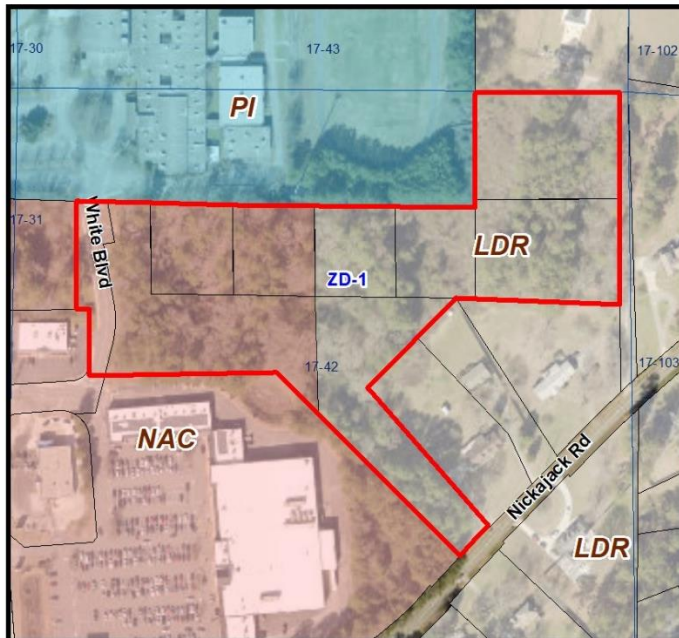


2021 Comprehensive Plan Amendments – Zoning Decisions (ZDs)

ZD	Month	Case	FLU		Com. Dist.	Proposed use	Location	Page
			Existing	Proposed				
ZD-1	10/2019	Z-44/2019	NAC & LDR	MDR	4	Townhomes	Northwest side of Nickajack Road; east of Floyd Road	8
ZD-2	12/2019	Z-66/2019	NAC	HDR	3	Single-family residential subdivision	Southwest corner of Canton Road and Kensington Drive	11
ZD-3	2/2020	Z-18/2020	NAC	HDR	4	Townhomes	South side of Old Powder Springs Road, west of Dunn Road	14
ZD-4	6/2020	Z-31/2020	NAC	LDR	1	Single-family residence	Southeast side of Austell Road, north of the southernmost intersection of Austell Circle	17
ZD-5	6/2020	Z-34/2020	IC	IND	3	Warehouse	Northeast side of Dixie Drive, northwest of Homer Corn Road	20
ZD-6	7/2020	Z-24/2020	NAC & MDR	CAC	2	Clinic	Southwest of the intersection of Cumberland Parkway and Atlanta Road	23
ZD-7	8/2020	Z-33/2020	RAC-rs	RAC-hdr	2	Multi-family residential	North side of Windy Ridge Parkway, east of Cobb Parkway	26
ZD-8	8/2020	Z-38/2020	NAC	CAC	2	School	West side of Atlanta Road, north of Cumberland Parkway, and east of Cooper Lake Road	30
ZD-9	9/2020	Z-62/2019	CAC & LDR	CAC & MDR	4	Residential and retail	West side of Mableton Parkway, southwest side of Old Powder Springs Road, north side of Boggs Road, north side of Patricia Lane, on the north side of Lynne Circle, on the east and west sides of Milam Drive, on the south side of Sunset Boulevard, and on the east and west sides of Gloria Circle	33
ZD-10	9/2020	Z-42/2020	RAC-rs	RAC-off	2	Mixed-use development	South side of Cobb Parkway, north side of Cumberland Boulevard, and the west side of Akers Mill Road	37

COMPREHENSIVE PLAN AMENDMENTS 2021

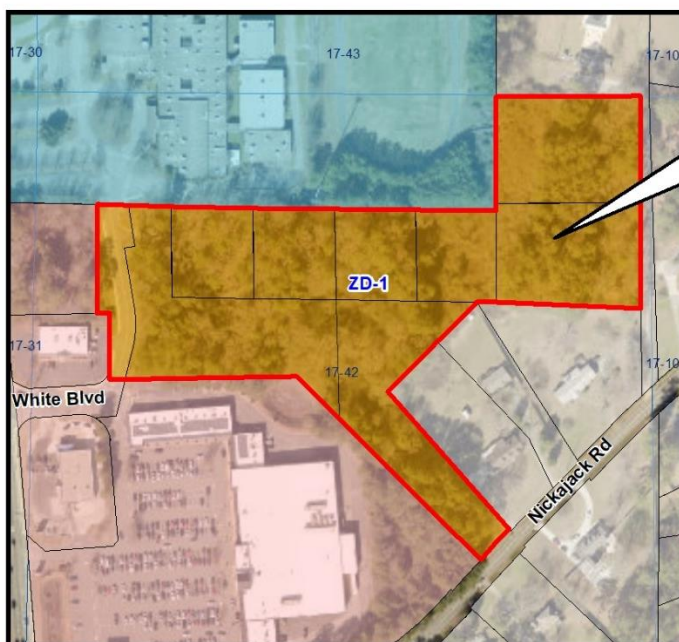
ZD-1 District 4



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

ZD-1
Neighborhood Activity Center
Low Density Residential
to
Medium Density Residential



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0 200 400
Feet



ZD-1

REZONING CASE: Z-44 (Date Effective: October 2019; Changed from R-15, O&I, and NRC to RA-6)

COMMISSION DISTRICT: 4

ACREAGE: 8.59

PARCEL ID NUMBER: 17004200010, 17004200090, 17004200100, 17004200110, 17004200120, 17004200130, 17004200140 (D 17/LL 42)

EXISTING FUTURE LAND USE: Neighborhood Activity Center (NAC) and Low Density Residential (LDR)

PROPOSED FUTURE LAND USE: Medium Density Residential (MDR)

GENERAL LOCATION: Northwest side of Nickajack Road, east of Floyd Road

ADDRESS: 676 Nickajack Road, 600 Nickajack Road, and Unaddressed parcels

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (RA-6) that was approved in October 2019.

Definitions:

The purpose of the Neighborhood Activity Center (NAC) category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

The purpose of the Low Density Residential (LDR) category is to provide for areas that are suitable for low-density housing between one (1) and two and one-half (2.5) dwelling units per acre, and non-supportive senior living housing that in certain circumstances may reach five (5) dwelling units per acre. Allowable residential density is dependent upon factors, such as product type and mix, structure/building height, tract size, topographic conditions and the like, in order to provide compatibility with adjacent residential uses.

The purpose of the Medium Density Residential (MDR) category is to provide for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

The property was rezoned to RA-6 for a townhome community. The current future land use is Neighborhood Activity Center (NAC) on the western side of the rezoned property, while the eastern side is Low Density Residential (LDR). The subject property is surrounded by Public/Institutional (PI) to the north, LDR to the east and south, and NAC to the west and south. The properties to the north, east and south are zoned R-20 and properties to the west and south are zoned Neighborhood Retail Commercial (NRC).

While RA-6 is currently only compatible within the Regional Activity Center (RAC) category, this location is not appropriate for RAC designation. The proposed new future land use of Medium Density Residential (MDR) is more appropriate for the location and the approved density (5 upa) of the project. The proposed MDR can also act as step-down between the intensity of the commercial in the NAC to the LDR to the east.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Provide a wide array of housing stock for all residents

2. Applicable Policies from the Comprehensive Plan:

- Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- Guide growth to areas that have infrastructure in place
- Maintain adequate amounts of residential land uses that support all types and densities of housing needed to support a growing and diverse population
- Provide sufficient residential capacity to accommodate projected household growth
- Promote a variety of residential developments around activity centers that can accommodate a broad range of households

3. Consistency with existing Corridor Studies and Other Plans:

This property is not located within the boundaries of an approved Corridor Study or other plans, therefore is not impacted by applicable study requirements.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would provide essential uses to fit the community needs.

5. Consistency with Revitalization Goals:

Not applicable

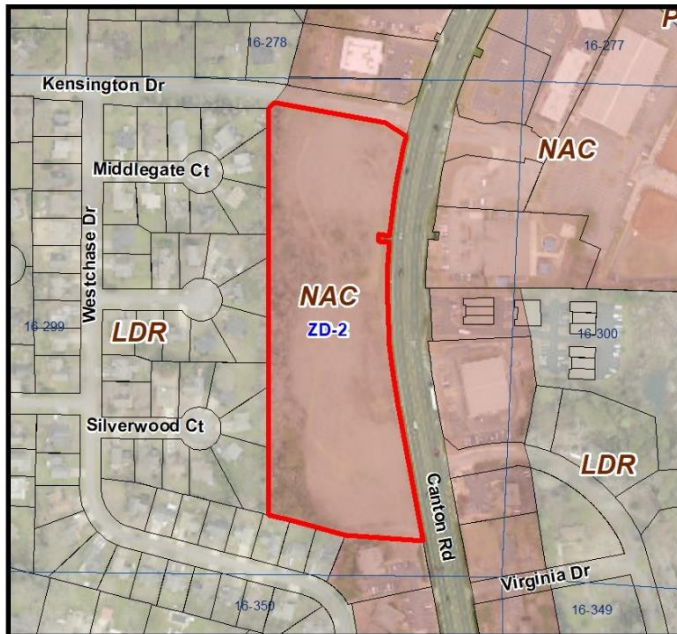
6. Adjacency to Cities:

The subject property is not adjacent to city limits.

COMPREHENSIVE PLAN AMENDMENTS 2021

ZD-2

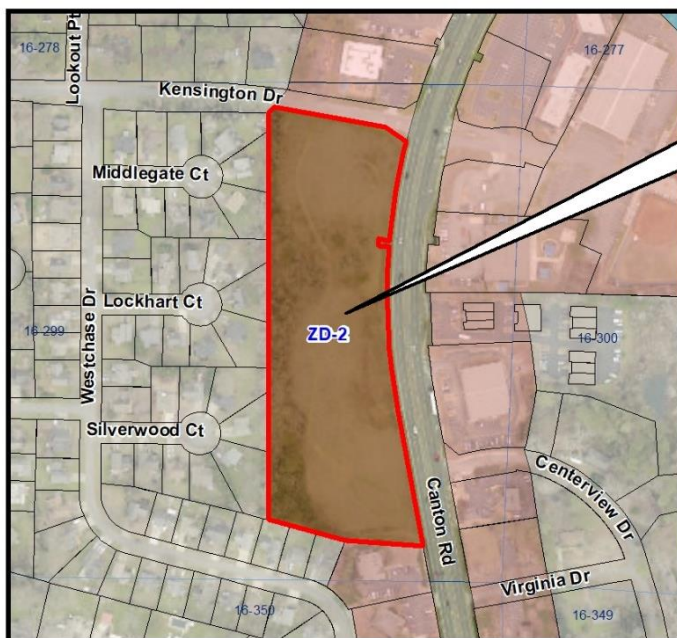
District 3



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

ZD-2
Neighborhood Activity Center
to
High Density Residential



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0 225 450
Feet



ZD-2

REZONING CASE: Z-66 (Date Effective: December 2019; Changed from O&I to RA-6)

COMMISSION DISTRICT: 3

ACREAGE: 6.607

PARCEL ID NUMBER: 16029900020 (D 16/LL 0299)

EXISTING FUTURE LAND USE: Neighborhood Activity Center (NAC)

PROPOSED FUTURE LAND USE: High Density Residential (HDR)

GENERAL LOCATION: Southwest corner of Canton Road and Kensington Drive

ADDRESS: 2055 Barrett Lakes Boulevard

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (RA-6) that was approved in December 2019.

Definitions:

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

The purpose of the High Density Residential category is to provide for areas that are suitable for higher density housing between five (5) and twelve (12) dwelling units per acre. Density on any particular site should be sensitive to surrounding areas and should offer a reasonable transition of use intensity.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

This property was rezoned from Office & Institutional (O&I) to RA-6 for the purpose of a 39-home single-family residential subdivision with a density of 5.9 units per acre. The current future land use is Neighborhood Activity Center (NAC). Considering the approved rezoning and the residential nature of the proposed project, the future land use would be more suited to be High Density Residential (HDR).

Even if amended to HDR, the zoning would still be incompatible with the new future land use. RA-6 is currently only compatible within the Regional Activity Center (RAC) category. However, this location is not appropriate for RAC designation. RA-6 is within the density range of the HDR, making it a more

desirable designation than either the existing NAC or a RAC with the focus of both being on commercial uses.

The site has road frontage on Canton Road and has office and personal services to the north, and more office uses to the south and east. There is residential development to the west of this parcel, so this development will provide a transition between uses. The development is within walking distance to retail shops across the street on Canton Road as well as potential jobs. The future land use to the north, east and south is NAC and Low Density Residential (LDR) is located to the west.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Enhance community character and promote an active lifestyle in existing and future communities by fostering quality, safe, walkable and environmental friendly elements
- Provide a wide array of housing stock for all residents

2. Applicable Policies from the Comprehensive Plan:

- Guide growth to areas that have infrastructure in place
- Promote a mix of housing design and materials in new residential areas through the rezoning process
- Promote a variety of residential developments around activity centers that can accommodate a broad range of households

3. Consistency with existing Corridor Studies and Other Plans:

This property is located within the boundaries of the Canton Road Corridor Study.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would provide essential uses to fit the community needs.

5. Consistency with Revitalization Goals:

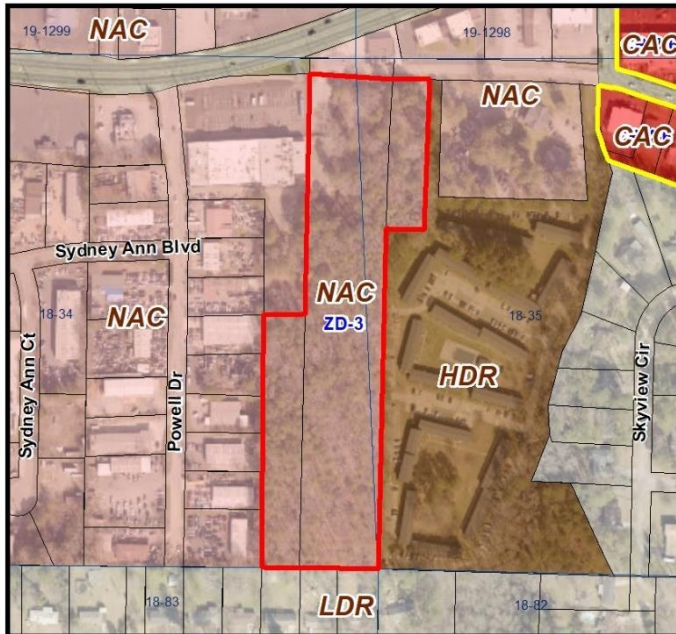
Not applicable

6. Adjacency to Cities:

This application site is not directly adjacent to a city.

COMPREHENSIVE PLAN AMENDMENTS 2021

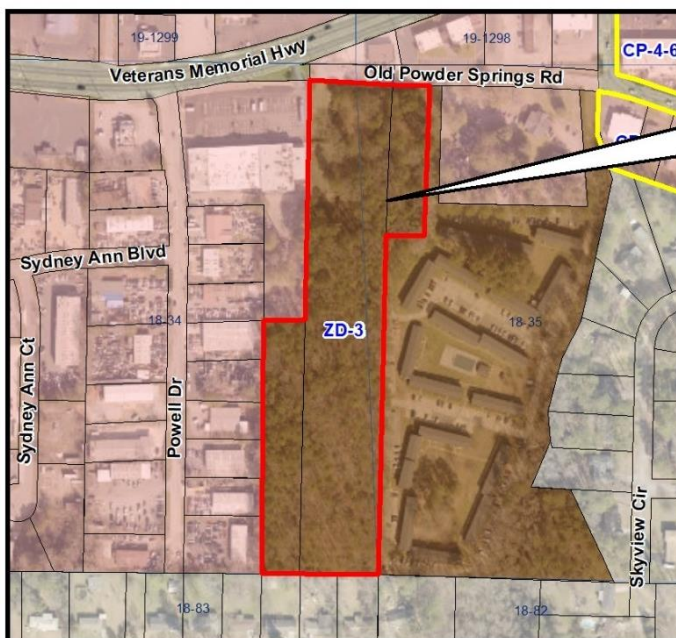
ZD-3 District 4



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

ZD-3
Neighborhood Activity Center
to
High Density Residential



Cobb County...Expect the Best!

0 250 500
Feet



ZD-3

REZONING CASE: Z-18 (Date Effective: February 2020; Changed from LI to RM-8)

COMMISSION DISTRICT: 4

ACREAGE: 8.38

PARCEL ID NUMBER: 18003400090, 18003400230, 18003500060 (D 18/LL 34, 35)

EXISTING FUTURE LAND USE: Neighborhood Activity Center (NAC)

PROPOSED FUTURE LAND USE: High Density Residential (HDR)

GENERAL LOCATION: South side of Old Powder Springs Road, west of Dunn Road

ADDRESS: 1341, 1371 Old Powder Springs Road and one unaddressed vacant parcel

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (RM-8) that was approved in February 2020.

Definitions:

The purpose of the Neighborhood Activity Center (NAC) category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

The purpose of the High Density Residential (HDR) category is to provide for areas that are suitable for higher density housing between five (5) and twelve (12) dwelling units per acre. Density on any particular site should be sensitive to surrounding areas and should offer a reasonable transition of use intensity.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

The property was rezoned from Light Industrial (LI) to RM-8 for the purpose of a 67-unit fee-simple townhome community. The net density will be 7.99 units per acre. The current future land use is Neighborhood Activity Center (NAC). Considering the approved rezoning and the residential nature of the proposed project, the future land use would be more suited towards High Density Residential (HDR).

The site has road frontage on Old Powder Springs Road. It is located between an apartment complex to the east and small business properties to the north and west. To the south of the site are single-family

homes. The development is within walking distance to entertainment and retail shops along Veterans Memorial Hwy, as well as potential jobs.

The surrounding future uses are NAC to the west, north and northeast, Medium Density Residential (MDR) to the east, and Low Density Residential (LDR) to the south.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Provide a wide array of housing stock for all residents
- Ensure residents live in safe, healthy housing that provides convenient access to jobs, goods and services to meet daily needs

2. Applicable Policies from the Comprehensive Plan:

- Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- Promote a variety of residential developments around activity centers that can accommodate a broad range of households
- Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.
- Encourage housing construction in locations accessible to services and employment

3. Consistency with existing Corridor Studies and Other Plans:

This property is located within the boundary of the approved Mableton Parkway and Veterans Memorial Highway Design Guidelines area.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would provide essential uses to fit the community needs.

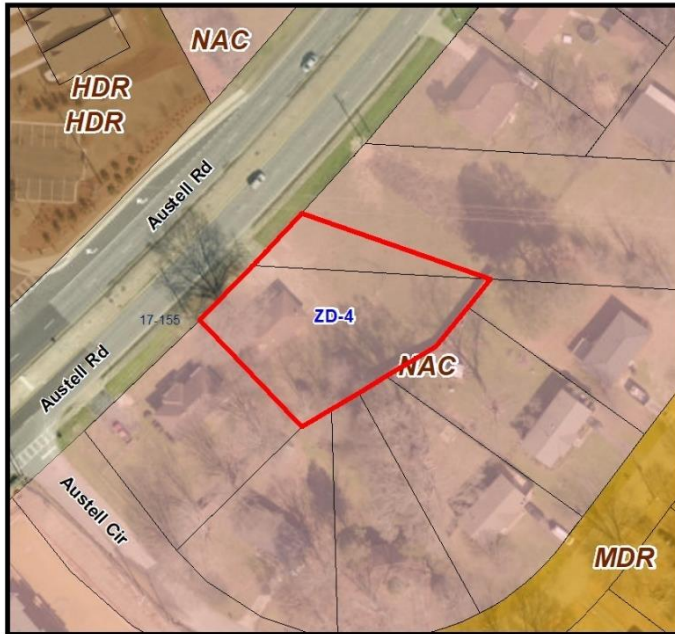
5. Consistency with Revitalization Goals:

The property is within the South Cobb Enterprise Zone, Less Developed Census Tract 313.08, and Veterans Memorial Highway Tax Abatement Program.

6. Adjacency to Cities:

The site is not directly adjacent to any city.

COMPREHENSIVE PLAN AMENDMENTS 2021

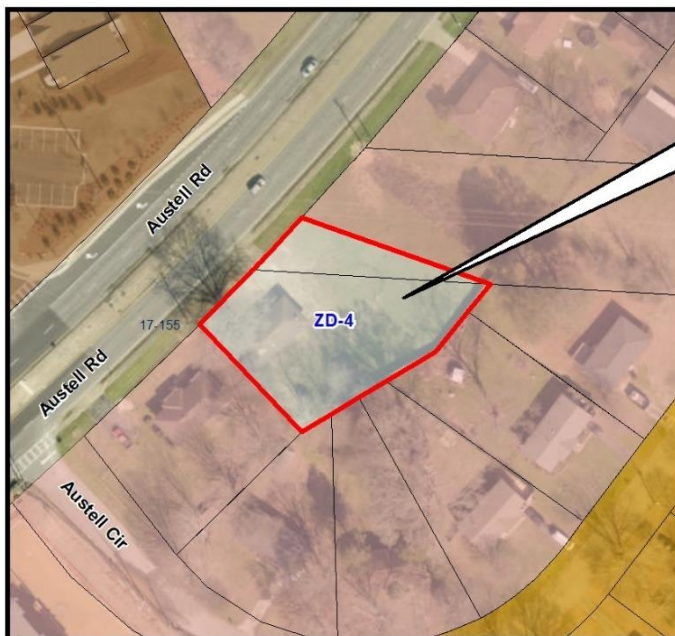


CURRENT

ZD-4 **District 1**

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

ZD-4
Neighborhood Activity Center
to
Low Density Residential



Cobb County...Expect the Best!

0 75 150
Feet



ZD-4

REZONING CASE: Z-31 (Date Effective: June 2020; Changed from NRC & R-20 to R-20)

COMMISSION DISTRICT: 1

ACREAGE: 0.50

PARCEL ID NUMBER: 17015500480 & 17015500910 (D 11/LL 155)

EXISTING FUTURE LAND USE: Neighborhood Activity Center (NAC)

PROPOSED FUTURE LAND USE: Low Density Residential (LDR)

GENERAL LOCATION: Southeast side of Austell Road, north of the southernmost intersection of Austell Circle

ADDRESS: 1899 Austell Road and an unaddressed vacant lot

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (R-20) that was approved in June 2020.

Definitions:

The purpose of the Neighborhood Activity Center (NAC) category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

The purpose of the Low Density Residential (LDR) category is to provide for areas that are suitable for low-density housing between one (1) and two and one-half (2.5) dwelling units per acre, and non-supportive senior living housing that in certain circumstances may reach five (5) dwelling units per acre. Allowable residential density is dependent upon factors, such as product type and mix, structure/building height, tract size, topographic conditions and the like, in order to provide compatibility with adjacent residential uses.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

The property was rezoned from Neighborhood Retail Commercial (NRC) and R-20 to all R-20 for the purpose of a single-family residence. The current future land use is Neighborhood Activity Center (NAC).

Considering the approved rezoning and the residential nature of the proposed use, the future land use would be more suited toward Low Density Residential (LDR).

The site consists of two parcels. One has road frontage just on Austell Road and the other is in between it and Austell Circle. The latter is a powerline right of way (ROW). Immediately to the northeast, southeast and southwest, the site is surrounded by single-family homes. A block to the southwest on Austell Road is a new multi-story apartment building. Across Austell Road to the northwest, there are multi-family developments and a small complex of commercial buildings. The future land use to the northeast and southeast is NAC. Across Austell Circle, to the southeast, is Medium Density Residential (MDR). Across Austell Road, to the northwest, is both High Density Residential (HDR) and NAC.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Provide a wide array of housing stock for all residents

2. Applicable Policies from the Comprehensive Plan:

- Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- Consider impacts to area residents and address compatibility between land uses when making land use decisions
- Coordinate compatible land use and transportation linkages for anticipated future populations

3. Consistency with existing Corridor Studies and Other Plans:

This property is located within the boundaries of the Austell Road Corridor Study.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would discourage “strip” development patterns.

5. Consistency with Revitalization Goals:

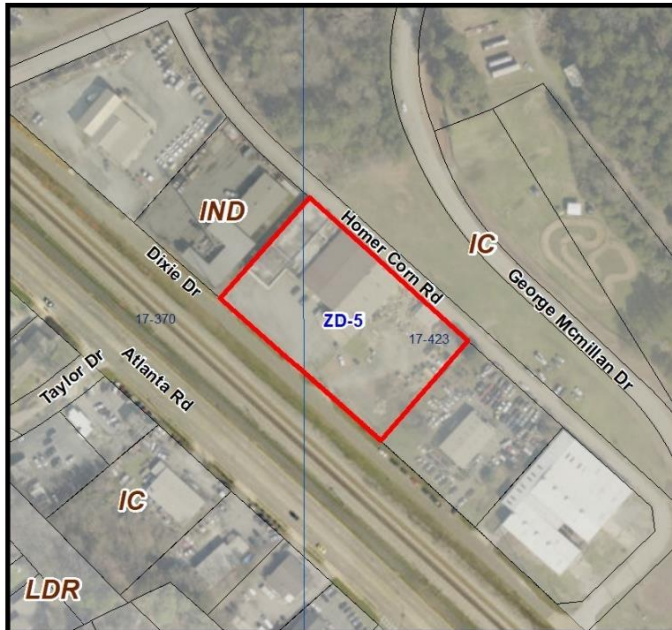
Not applicable

6. Adjacency to Cities:

This property is within a half mile of the City of Marietta.

COMPREHENSIVE PLAN AMENDMENTS 2021

ZD-5 District 3



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

**ZD-5
Industrial Compatible
to
Industrial**



Cobb County...Expect the Best!

0 150 300
Feet



ZD-5

REZONING CASE: Z-34 (Date Effective: June 2020; Changed from GC and HI to HI)

COMMISSION DISTRICT: 3

ACREAGE: 1.63

PARCEL ID NUMBER: 1703700530 (D 17/LL 370 and 423)

EXISTING FUTURE LAND USE: Industrial Compatible (IC)

PROPOSED FUTURE LAND USE: Industrial (IND)

GENERAL LOCATION: Northeast side of Dixie Drive, northwest of Homer Corn Road

ADDRESS: 1741 Dixie Drive

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category, Heavy Industrial (HI), that was approved in June 2020.

Definitions:

The purpose of the Industrial Compatible (IC) category is to provide for areas that can support light industrial, office/warehouse and distribution uses. Typical land uses for these areas include professional business parks and distribution centers.

The purpose of the Industrial (IND) category is to provide for areas that can support heavy industrial and manufacturing uses. Typical land uses for these areas include plants that convert raw materials into a finished product.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

The property was rezoned from General Commercial (GC) and Heavy Industrial (HI) to entirely HI for a warehouse. The current future land use is Industrial Compatible (IC). The subject property is fully surrounded by IC, apart from the immediate adjacent parcel to the northwest, which is in the Industrial (IND) future land use category. The property is completely surrounded by industrial uses, all of which are zoned HI. The property has road frontage on Dixie Drive. Across the railroad tracks and Atlanta Road to the south is IC. Due to the rezoning to HI, the future land use is proposed to go to IND.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Advocate and market the re-investment and redevelopment of deteriorating uses and areas to increase the County's vitality
- Promote the retention, expansion and creation of businesses and tourism/entertainment options in order to provide job opportunities and improved quality of life for a growing diverse community

2. Applicable Policies from the Comprehensive Plan:

- Guide growth to areas that have infrastructure in place
- Monitor and facilitate expansion and reduction opportunities for appropriate future land use designations
- Provide sufficient opportunities for each future land use designation
- Support efforts to revitalize and/or redevelop struggling commercial and residential areas
- Enhance underperforming corridors or redevelopment sites

3. Consistency with existing Corridor Studies and Other Plans:

This property is located within the boundaries of the Atlanta Road Corridor Study.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would discourage "strip" development patterns.

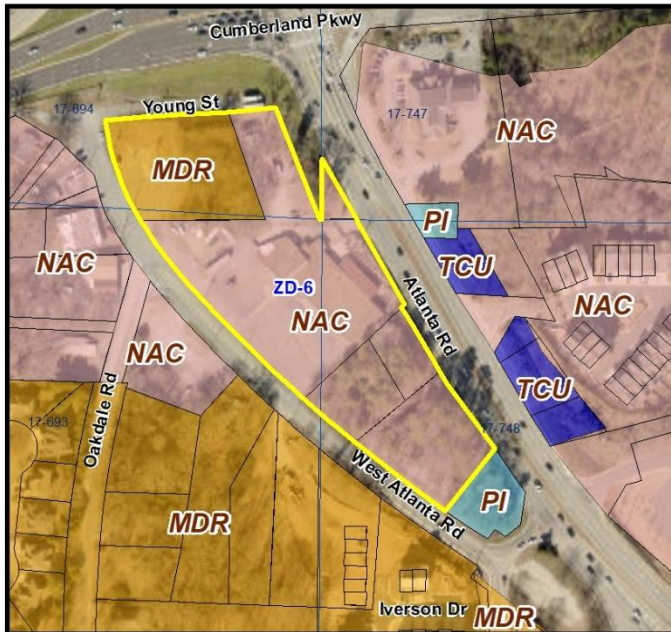
5. Consistency with Revitalization Goals:

The property is within the boundaries of the Smyrna-Osborne Enterprise Zone.

6. Adjacency to Cities:

The subject property is not adjacent to city limits.

COMPREHENSIVE PLAN AMENDMENTS 2021

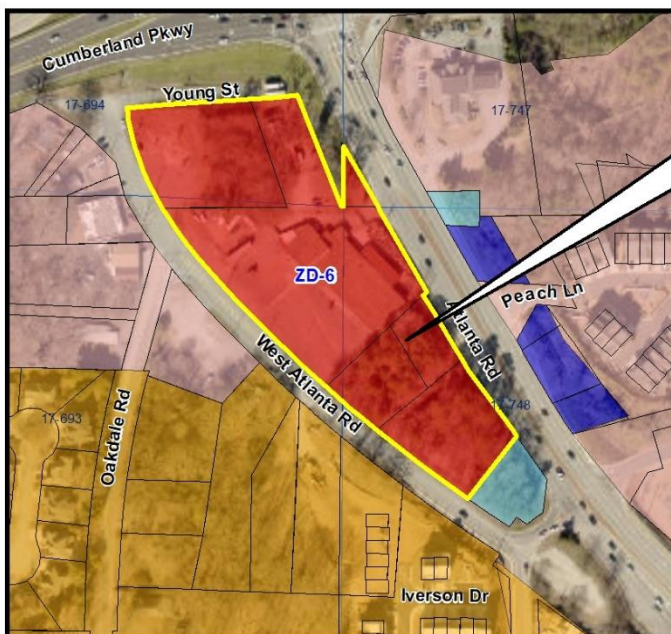


CURRENT

ZD-6 District 2

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town center

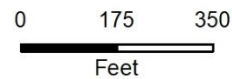


PROPOSED

ZD-6
Neighborhood Activity Center
Medium Density Residential
to
Community Activity Center



Cobb County...Expect the Best!



ZD-6

REZONING CASE: Z-24 (Date Effective: July 2020; Changed from NRC and GC to O&I)

COMMISSION DISTRICT: 2

ACREAGE: 4.934

PARCEL ID NUMBER: 17069300020, 17069400120, 17074702490, 17074800350, 17074800360, 17074800460 (D 17/LL 693, 694, 747, 748)

EXISTING FUTURE LAND USE: Neighborhood Activity Center (NAC), Medium Density Residential (MDR)

PROPOSED FUTURE LAND USE: Community Activity Center (CAC)

GENERAL LOCATION: Southwest of the intersection of Cumberland Parkway and Atlanta Road

ADDRESS: 4335, 4381, 4395, 4399 West Atlanta Road and two unaddressed vacant parcels

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category, Office & Institutional (O&I), that was approved in July 2020.

Definitions:

The purpose of the Neighborhood Activity Center (NAC) category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

The purpose of the Medium Density Residential (MDR) category is to provide for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre.

The purpose of the Community Activity Center (CAC) category is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low to mid-rise office buildings and department stores.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

The property was rezoned from Neighborhood Retail Commercial (NRC) and General Commercial (GC) to Office & Institutional (O&I) for the purpose of a new medical office building, which is three stories high and totals 60,000 square feet. Most of the subject property is currently in the Neighborhood Activity

Center (NAC) future land use category. One parcel located in the northwest portion of the subject property is currently in Medium Density Residential (MDR). Considering the approved rezoning and the office use of the proposed project, the future land use would be more suited towards Community Activity Center (CAC).

The site is surrounded by streets in three directions and has road frontage on both Atlanta Road to the east and West Atlanta Road to the west. Most of the surrounding future land uses are NAC to the north, west and east. There are some small commercial properties to the west across West Atlanta Road. The properties to the south are in MDR and includes single-family homes.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Provide an exceptional county wide public health delivery system which affords all residents essential health services, and fosters development built around healthy living options

2. Applicable Policies from the Comprehensive Plan:

- Monitor and facilitate expansion and reduction opportunities for appropriate future land use designations
- Ensure all residents have convenient access to health services, healthy foods, and clean drinking water
- Design and locate future public health facilities with good access to major roadways and public transit routes

3. Consistency with existing Corridor Studies and Other Plans:

This property is located within the boundary of the approved Atlanta Road Design Guidelines area.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would provide essential uses to fit the community needs.

5. Consistency with Revitalization Goals:

Not applicable

6. Adjacency to Cities:

The site is not directly adjacent to any city.

COMPREHENSIVE PLAN AMENDMENTS 2021

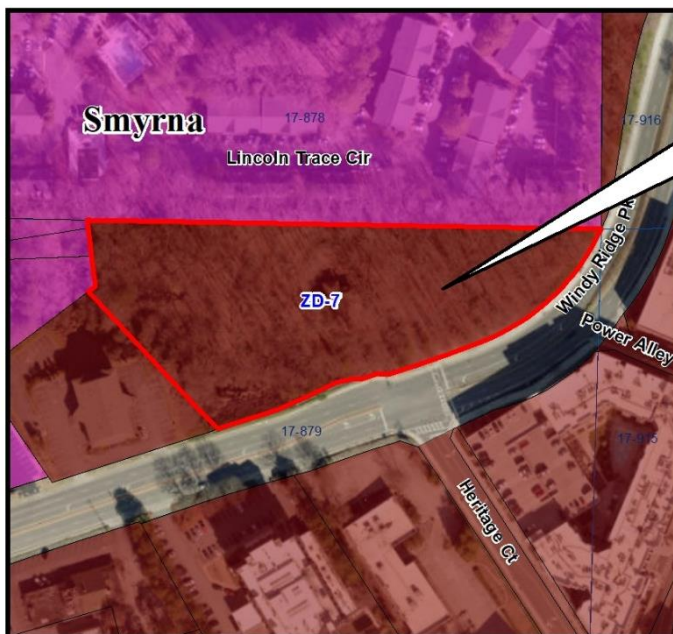
ZD-7 District 2



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

**ZD-7
Regional Activity Center
Sub-Category Retail Services
to
Regional Activity Center
Sub-Category High Density Residential**



Cobb County...Expect the Best!

0 150 300
Feet



ZD-7

REZONING CASE: Z-33 (Date Effective: August 2020; Changed from R-80 to RRC)

COMMISSION DISTRICT: 2

ACREAGE: 4.02

PARCEL ID NUMBER: 17087900010 (D 16/LL 721, 792)

EXISTING FUTURE LAND USE: Regional Activity Center - retail services (RAC-rs)

PROPOSED FUTURE LAND USE: Regional Activity Center - high density residential (RAC-hdr)

GENERAL LOCATION: North side of Windy Ridge Parkway, east of Cobb Parkway

ADDRESS: 2801 Windy Ridge Parkway, SE

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category, Regional Retail Commercial (RRC), that was approved in August 2020.

Definitions:

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

RAC Sub-Category Definitions:

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

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

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

The property was rezoned from R-80 to Regional Retail Commercial (RRC) for the purpose of a mixed-use development including a five (5) story apartment building with 340 units, a six and a half (6 ½) story parking deck with 540 spaces, and 6,000 square feet of retail space. The current future land use is Regional Activity Center (RAC) with a sub-category of retail services. Considering the approved rezoning and the residential aspect of the proposed project, the future land use would be more suited toward RAC with a sub-category of high density residential.

The site has road frontage on Windy Ridge Parkway and is within a block of Truist Park and The Battery. This puts it within walking distance to entertainment and retail shops as well as potential jobs. The surrounding future use is a mix of RAC-office or RAC-rs and RAC-high density residential with high density residential development to the north in the City of Smyrna.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Enhance community character and promote an active lifestyle in existing and future communities by fostering quality, safe, walkable and environmental friendly elements
- Create attractive, well-designed activity centers and neighborhoods that consider the existing character and the environment and promote public health through pedestrian-oriented facilities. This will enhance community image and attract private investment.

2. Applicable Policies from the Comprehensive Plan:

- Guide growth to areas that have infrastructure in place
- Promote development, diversification and intensification within Regional Activity Centers and other appropriate areas as a means to protect existing stable suburban and rural areas from development growth pressures and encourage redevelopment
- Promote continued development of major business districts to support employment growth, provide retail services and serve as a hub for the community
- Allow mix-use development patterns within Regional Activity Centers or other areas as designated by Master Plans
- Focus on public health by promoting development patterns that encourage connectivity between residential, commercial, civic, cultural and recreational uses

3. Consistency with existing Corridor Studies and Other Plans:

This property is not located within the boundaries of an approved Corridor Study or other plans, therefore is not impacted by applicable study requirements.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would provide essential uses to fit the community needs.

5. Consistency with Revitalization Goals:

Not applicable

6. Adjacency to Cities:

This parcel is directly adjacent to the City of Smyrna.

COMPREHENSIVE PLAN AMENDMENTS 2021

ZD-8 District 2



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

**ZD-8
Neighborhood Activity Center
to
Community Activity Center**



Cobb County...Expect the Best!

0 75 150
Feet



ZD-8

REZONING CASE: Z-38 (Date Effective: August 2020; Changed from GC to O&I)

COMMISSION DISTRICT: 2

ACREAGE: 0.76

PARCEL ID NUMBER: 17069400050 (D 17/LL 694)

EXISTING FUTURE LAND USE: Neighborhood Activity Center (NAC)

PROPOSED FUTURE LAND USE: Community Activity Center (CAC)

GENERAL LOCATION: West side of Atlanta Road, north of Cumberland Parkway, and east of Cooper Lake Road

ADDRESS: 4280 Atlanta Road

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category, Office & Institutional (O&I), that was approved in August 2020.

Definitions:

The purpose of the Neighborhood Activity Center (NAC) category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

The purpose of the Community Activity Center (CAC) category is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low to mid-rise office buildings and department stores.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property.

ANALYSIS:

This property was rezoned from General Commercial (GC) to Office & Institutional (O&I), for the purpose of a private school expansion. The current future land use is Neighborhood Activity Center (NAC). The school is temporarily expanding to adhere to social distancing guidelines during the COVID-19 pandemic. Considering this is not a permanent use, the approved rezoning, and the institutional nature of the proposed project, the future land use would be more suited toward Community Activity Center (CAC).

Therefore, the new designation will provide a more compatible and flexible use for this piece of land at this unique time.

The site has road frontage on Cooper Lake Road and is surrounded by Atlanta Road to the east and Cumberland Parkway to the south. The current school is to the north and west of this property. Across Atlanta Road to the east is a townhome subdivision and across Cooper Lake Road to the west are mostly single-family homes. Parcels across Cumberland Parkway to the south include small commercial properties.

The surrounding future land uses are Public/Institutional (PI) immediately adjacent to the site to the north, PI and Low Density Residential (LDR) across Cooper Lake Road to the west, Medium Density Residential (MDR) and NAC across Cumberland Parkway to the south, and NAC across Atlanta Road to the east.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Advocate and market the re-investment and redevelopment of deteriorating uses and areas to increase the County's vitality
- Advance hazard mitigation practices and promote community disaster resilience by reducing or eliminating the impact of natural, technological and man-made hazards

2. Applicable Policies from the Comprehensive Plan:

- Provide sufficient opportunities for each future land use designation
- Support efforts to revitalize and/or redevelop struggling commercial and residential areas
- Structural and non-structural means should be considered to mitigate natural hazards

3. Consistency with existing Corridor Studies and Other Plans:

This property is not located within the boundaries of an approved Corridor Study or other plans, therefore is not impacted by applicable study requirements.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would not impact this policy and would provide essential uses to fit the community needs.

5. Consistency with Revitalization Goals:

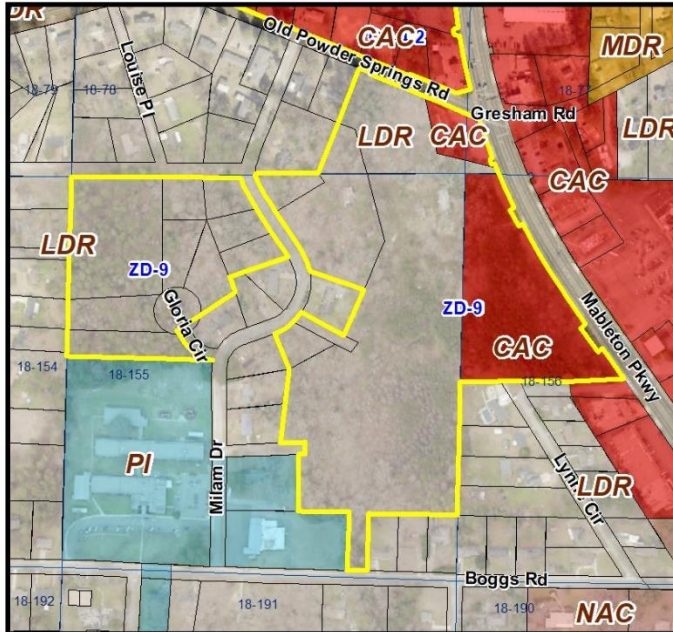
Not applicable

6. Adjacency to Cities:

The site is not directly adjacent to any city.

COMPREHENSIVE PLAN AMENDMENTS 2021

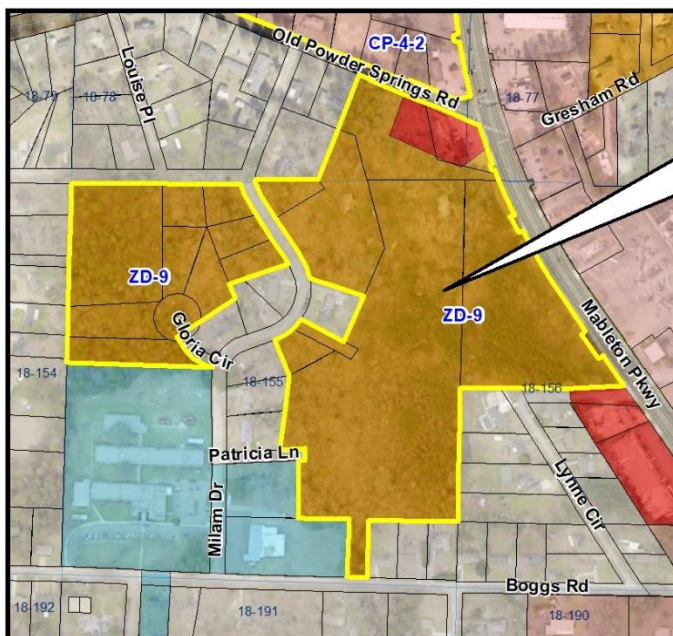
ZD-9 District 4



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town center



PROPOSED

ZD-9
Low Density Residential
Community Activity Center
to
Medium Density Residential
Community Activity Center



Cobb County...Expect the Best!

0 325 650
Feet



ZD-9

REZONING CASE: Z-62 (2019) (Date Effective: September 2020; Changed from R-20 & NRC to PVC)

COMMISSION DISTRICT: 4

ACREAGE: 30.9

PARCEL ID NUMBER: Multiple parcels (D 18/LL 77, 78, 155, 156)

EXISTING FUTURE LAND USE: Community Activity Center (CAC) & Low Density Residential (LDR)

PROPOSED FUTURE LAND USE: Medium Density Residential (MDR) & Community Activity Center (CAC)

GENERAL LOCATION: West side of Mableton Parkway, southwest side of Old Powder Springs Road, north side of Boggs Road, north side of Patricia Lane, on the north side of Lynne Circle, on the east and west sides of Milam Drive, on the south side of Sunset Boulevard, and on the east and west sides of Gloria Circle

ADDRESS: Multiple parcels

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category, Planned Village Community (PVC), that was approved in September 2020.

Definitions:

The purpose of the Low Density Residential (LDR) category is to provide for areas that are suitable for low-density housing between one (1) and two and one-half (2.5) dwelling units per acre, and non-supportive senior living housing that in certain circumstances may reach five (5) dwelling units per acre. Allowable residential density is dependent upon factors, such as product type and mix, structure/building height, tract size, topographic conditions and the like, in order to provide compatibility with adjacent residential uses.

The purpose of the Medium Density Residential (MDR) category is to provide for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre.

The purpose of the Community Activity Center (CAC) category is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low to mid-rise office buildings and department stores.

Planning History:

The future land use was changed from Community Activity Center (CAC) to Low Density Residential (LDR) (CP-4-8) in January 2016 for a portion of the subject property at the southwest corner of the Mableton Parkway and Old Powder Springs Road intersection.

ANALYSIS:

The property was rezoned from R-20 and Neighborhood Retail Commercial (NRC) to Planned Village Community (PVC) for the purpose of a mixed-use development along Mableton Parkway, just south of Mableton. The applicant was approved to develop a 145-unit residential development along with 15,000 square feet of commercial space. The gross density of 4.69 units per acre is shared with 5 acres of open space. The approved site plan was split into two different sections: western section, and eastern section. The eastern section, which is adjacent to Mableton Parkway and Old Powder Springs Road consists of 13,500 square feet of commercial use and 124 residential units resulting in a density of 5.39 units per acre. These units consist of 43 cottage style homes with courtyards and 81 townhomes. The western section of the development is a more transitional tract that consist of 21 single family homes resulting in a density of 2.66 units per acre.

For the most part, the current future land use guidelines for the development is incompatible. Community Activity Center (CAC) fronts along Mableton Parkway and at the corner of Old Powder Springs Road, with the balance of the project being considered Low Density Residential (LDR). The tract is surrounded by LDR to the west and south, while CAC makes up the future land use across Mableton Parkway and Old Powder Springs Road. At a broader view, the CAC makes up a relatively intense commercial node at the intersection of Mableton Parkway, Old Powder Springs Road, and Old Alabama Road. This node transitions to NAC to the north and south along Mableton Parkway.

Due to the existing land use policies surrounding the property and the changing conditions expected on the tract, a more appropriate future land use should be CAC at the corner of Mableton Parkway and Old Powder Springs Road and Medium Density Residential (MDR) for the balance of the tract. MDR is the more appropriate future land use for the residential component of the mix-use development. While the density of the eastern section is 5.39 units per acre, just above the MDR threshold of 5 units per acre, it would be more appropriate in High Density Residential (HDR). However, the western section is just within the low-range MDR threshold of 2.5 units per acres, and together, the density of the overall project is 4.69 units per acre. Also, considering there are no HDR guidelines in the vicinity of the tract, a more appropriate and compatible future land use designation for the balance of the project would be MDR.

1. Applicable Goals from the Comprehensive Plan:

- Enhance community character and promote an active lifestyle in existing and future communities by fostering quality, safe, walkable and environmental friendly elements
- Advocate and market the re-investment and redevelopment of deteriorating uses and areas to increase the County's vitality

2. Applicable Policies from the Comprehensive Plan:

- Encourage strategies and creative designs to accommodate innovative land development techniques that promote an active lifestyle
- Focus on public health by promoting development patterns that encourage connectivity between residential, commercial, civic, cultural and recreational uses
- Promote a mix of housing design and materials in new residential areas through the rezoning process
- Support efforts to revitalize and/or redevelop struggling commercial and residential areas
- Promote mixed-use, including residential, in appropriate revitalization or redevelopment areas

3. Consistency with existing Corridor Studies and Other Plans:

This property is located within the boundaries of the South Cobb Implementation Strategy and is consistent with the goals and policies of the plan.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would discourage “strip” development patterns.

5. Consistency with Revitalization Goals:

Not applicable

6. Adjacency to Cities:

The property is not adjacent to any city boundaries.

COMPREHENSIVE PLAN AMENDMENTS 2021

ZD-10

District 2



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

**ZD-10
Regional Activity Center
Sub-Category Retail Services
to
Regional Activity Center
Sub-Category Office**



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0 300 600
Feet



ZD-10

REZONING CASE: Z-42 (Date Effective: September 2020; Changed from PSC, RRC, & CRC to RRC)

COMMISSION DISTRICT: 2

ACREAGE: 17.29

PARCEL ID NUMBER: 17091300010, 17094800120 (D 17/LL 912, 913, 948, 949)

EXISTING FUTURE LAND USE: Regional Activity Center - retail services (RAC-rs)

PROPOSED FUTURE LAND USE: Regional Activity Center – office (RAC-off)

GENERAL LOCATION: South side of Cobb Parkway, north side of Cumberland Boulevard, and the west side of Akers Mill Road

ADDRESS: Multiple parcels

BACKGROUND:

Intent of Proposed Amendment:

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category, Regional Retail Commercial (RRC), that was approved in September 2020.

Definitions:

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

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

Office developments are considered the most appropriate development in the Office Sub-Area. However, mixed-use developments that include retail may also be appropriate. Mid- or high-rise residential developments are also appropriate in this category. This includes any residential development in excess of four (4) stories per structure. Because of the unique, urban characteristics of RACs, building height and density should be reviewed on a case-by-case basis.

Planning History:

No Comprehensive Plan changes have been proposed on the subject property within the last 10-years.

ANALYSIS:

The property was rezoned from Planned Shopping Center (PSC), Community Retail Commercial (CRC), and Regional Retail Commercial (RRC) to entirely RRC for the purpose of a mixed-use development adjacent to Cumberland Mall. The applicant was approved for the RRC zoning district to develop 31,200 square feet of retail, 445,000 square feet of office in (2) 10-story towers, and 312 multi-family units. The development also offers a public/private partnership to Cobb County to potentially construct a 10-bus transit station and a 3-bay fire station. Total non-residential square feet of the development will be 476,200, while the overall residential density of the project will be 18.05 units per acre.

The current future land use guidelines for this tract and the adjoining property that includes Cumberland Mall is considered Regional Activity Center (RAC) with a sub-category of retail services. Retail stores and service operations is considered the most appropriate use for the retail services sub-category and also encourages office mix-use to a lesser extent. The sub-category specifically states that residential is an inappropriate use. Due to this information, a more appropriate future use guideline should be proposed.

Considering the existing land use policies and the changing conditions expected on the tract, a more appropriate future land use should be RAC with an office sub-category. While the retail services sub-category does allow mix-use office and retail, it does not encourage residential. The office sub-category encourages office, retail, and residential developments in excess of four (4) stories. The development will consist primarily of high-rise office use (two 10-story buildings, 425,000 sq. ft.) combined with 312 multi-family units. The planned development is more consistent with the RAC future use with an office sub-category.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Enhance community character and promote an active lifestyle in existing and future communities by fostering quality, safe, walkable and environmental friendly elements
- Promote the retention, expansion and creation of businesses and tourism/entertainment options in order to provide job opportunities and improved quality of life for a growing diverse community
- Create attractive, well-designed activity centers and neighborhoods that consider the existing character and the environment and promote public health through pedestrian-oriented facilities. This will enhance community image and attract private investment

2. Applicable Policies from the Comprehensive Plan:

- Promote development, diversification and intensification within Regional Activity Centers and other appropriate areas as a means to protect existing stable suburban and rural areas from development growth pressures and encourage redevelopment
- Encourage land use strategies in applicable areas that allow for live-work opportunities
- Allow mix-use development patterns within Regional Activity Centers or other areas as designated by Master Plans
- Coordinate with the Community Improvement Districts on economic development
- Ensure pedestrian-friendly connectivity between public spaces

3. Consistency with existing Corridor Studies and Other Plans:

This property is located within the boundaries of various master plans that have been conducted by the Cumberland Community Improvement District.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would not impact this policy.

5. Consistency with Revitalization Goals:

Not applicable

6. Adjacency to Cities:

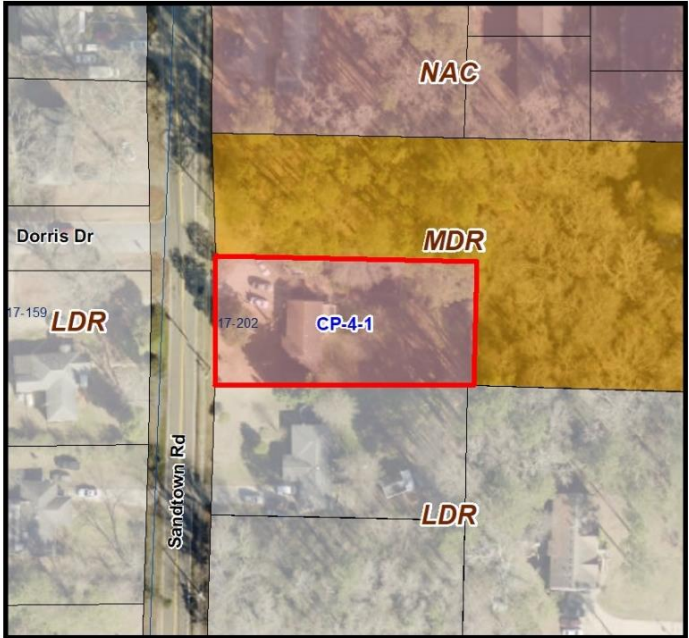
The property is not adjacent to any city boundaries.

2021 Comprehensive Plan Amendments – Commissioner Proposals (CPs)

CP	FLU		Com. Dist.	Use	Location	Page
	Existing	Proposed				
CP-4-1	NAC	MDR	4	Residential	Parcel located south of Windy Hill Road and on the east side of Sandtown Road	42
CP-4-2	CAC	NAC	4	Commercial	Multiple parcels located on the west side of Mableton Parkway, south of Old Alabama Road and north of Old Powder Springs Road	45

COMPREHENSIVE PLAN AMENDMENTS 2021

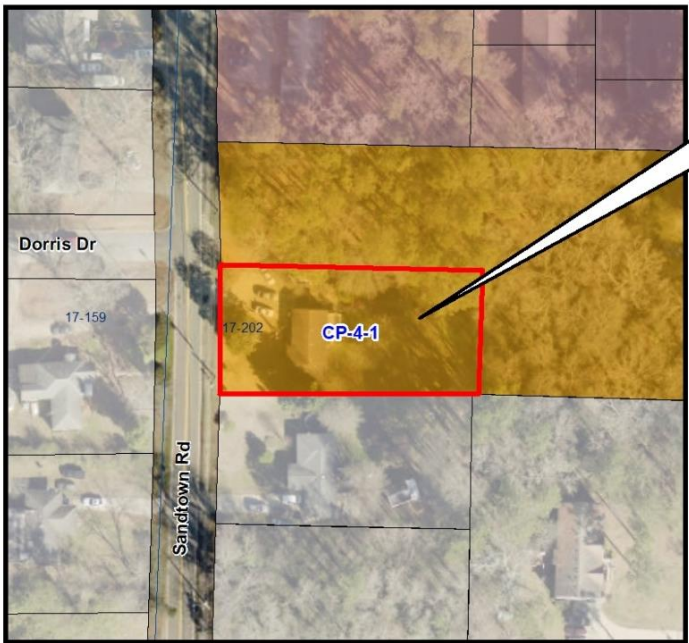
CP-4-1 District 4



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

CP-4-1
Neighborhood Activity Center
to
Medium Density Residential



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0 75 150
Feet



CP-4-1

COMMISSION DISTRICT: 4

ACREAGE: Approximately .4 acre

PARCEL ID NUMBER: 17020200080

EXISTING FUTURE LAND USE: Neighborhood Activity Center (NAC)

PROPOSED FUTURE LAND USE: Medium Density Residential (MDR)

GENERAL LOCATION: South of Windy Hill Road and on the east side of Sandtown Road (2451 Sandtown Road)

BACKGROUND:

Intent of Proposed Amendment:

The intent of the amendment is to provide a more appropriate future land use for one parcel.

Definitions:

The purpose of the Neighborhood Activity Center (NAC) category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

The purpose of the Medium Density Residential (MDR) category is to provide for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre.

Planning History:

The property has not been part of a previous Comprehensive Plan Amendment.

ANALYSIS:

The subject parcel is currently in Neighborhood Activity Center (NAC). The parcel is surrounded by Medium Density Residential (MDR) to the north and east. Low Density Residential (LDR) is located to the south and west across Sandtown Road. A previous Comprehensive Plan Amendment (ZD-8 of 2020) changed the future land use from NAC to MDR for the adjacent property to the north. This previous action left the subject parcel for CP-4-1 as a NAC island surrounded by residential future land uses.

Due to existing and changing conditions, it is proposed to change the future land use to MDR. This proposal would eliminate the NAC island, while also expanding the transition of intensity between the NAC uses along Windy Hill Road and the LDR to the south. While the subject property is zoned Neighborhood Shopping (NS), it is surrounded by residentially zoned properties. RA-5 is located to the north and east. R-15 and R-20 is located to the south and R-20 is located to the west across Sandtown Road.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights

2. Applicable Policies from the Comprehensive Plan:

- Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- Consider impacts to area residents and address compatibility between land uses when making land use decisions
- Monitor and facilitate expansion and reduction opportunities for appropriate future land use designations
- Provide sufficient opportunities for each future land use designation

3. Consistency with existing Corridor Studies and Other Plans:

This property is not located within the boundaries of an approved Corridor Study or other plan, therefore is not impacted by applicable study requirements.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would provide essential uses to fit the community needs.

5. Consistency with Revitalization Goals:

The property is within the Smyrna-Osborne Enterprise Zone.

6. Environment Impact:

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

7. Adjacency to Cities:

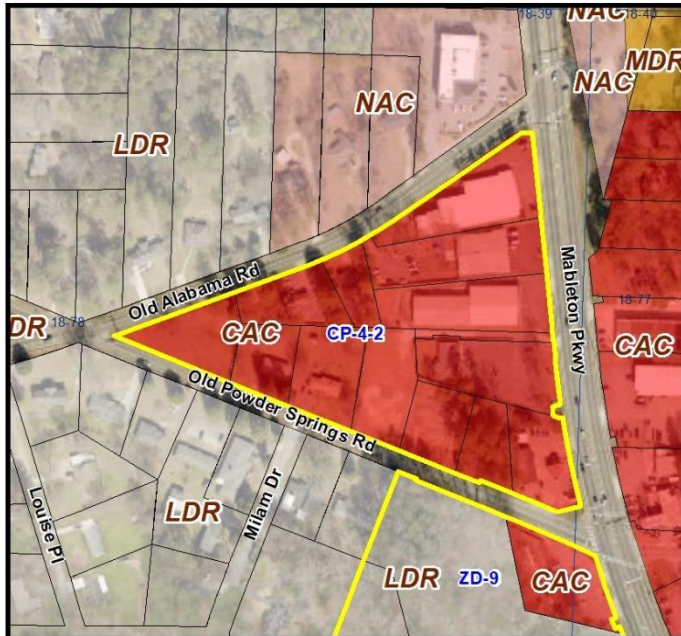
The property is not directly adjacent to any city boundary.

8. Transportation Analysis:

CP-4-1	Sandtown Road
Roadway Classification	Local
# of Lanes Existing	2 lanes
# of Lanes Proposed	N/A
Traffic Volumes (ADT)	N/A
Sidewalk	Yes (East side only)
Bicycle Lanes/Trails	No
Transit	N/A
Proposed Projects of Impact (SPLOST)	N/A
CTP Recommendations	N/A

COMPREHENSIVE PLAN AMENDMENTS 2021

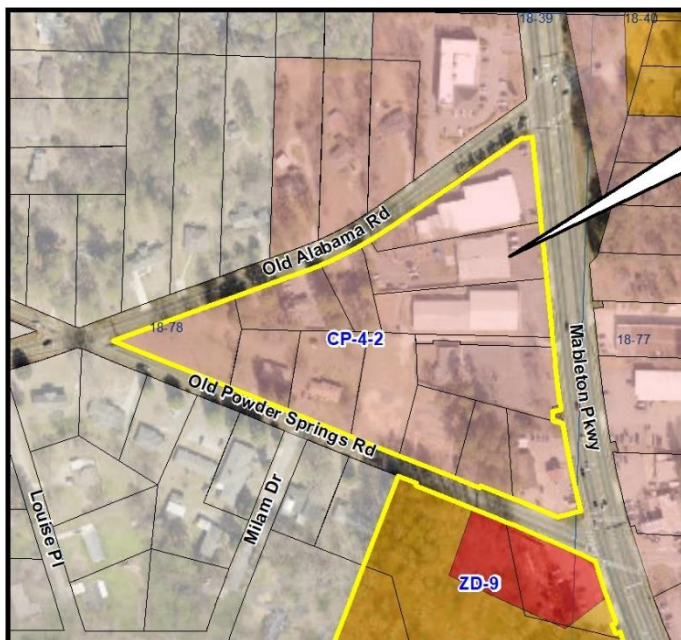
CP-4-2 District 4



CURRENT

FUTURE LAND USE

- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Public Institutional
- Mableton Town Center



PROPOSED

CP-4-2
Community Activity Center
to
Neighborhood Activity Center



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0 200 400
Feet



CP-4-2

COMMISSION DISTRICT: 4

ACREAGE: Approximately 8 acres

PARCEL ID NUMBER: 18007800440, 18007800530, 18007800430, 18007800610, 18007800450, 18007800600, 18007800480, 18007800470, 18007800420, 18007800380, 18007800390, 18007800460, 18007800400, 18007800410

EXISTING FUTURE LAND USE: Community Activity Center (CAC)

PROPOSED FUTURE LAND USE: Neighborhood Activity Center (NAC)

GENERAL LOCATION: West side of Mableton Parkway, south of Old Alabama Road and north of Old Powder Springs Road

BACKGROUND:

Intent of Proposed Amendment:

The intent of the amendment is to provide a more appropriate future land use for fourteen properties.

Definitions:

The purpose of the Neighborhood Activity Center (NAC) category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores.

The purpose of the Community Activity Center (CAC) category is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low to mid-rise office buildings and department stores.

Planning History:

The property has not been part of a previous Comprehensive Plan Amendment.

ANALYSIS:

The subject parcels are currently in Community Activity Center (CAC). Due to existing uses and the potential to provide a better transition from more intense uses along Mableton Parkway to residential uses, parcels located along Mableton Parkway and west to the Old Alabama Road and Old Powder Springs Road intersection are proposed to change to Neighborhood Activity Center (NAC).

The subject parcels have a mix of residential and commercial uses. There are a variety of zonings, including Neighborhood Shopping (NS), Community Retail Commercial (CRC), Planned Shopping Center (PSC), Office & Institutional (O&I), and R-20. All of the properties have road frontage along either Mableton Parkway, Old Alabama Road, or Old Powder Springs Road. The subject parcels are surrounded by Low Density

Residential (LDR) to the north, south, and west. NAC is located to the north and CAC is located to the south along Mableton Parkway.

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights

2. Applicable Policies from the Comprehensive Plan:

- Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- Consider impacts to area residents and address compatibility between land uses when making land use decisions
- Monitor and facilitate expansion and reduction opportunities for appropriate future land use designations
- Provide sufficient opportunities for each future land use designation

3. Consistency with existing Corridor Studies and Other Plans:

Some of the parcels part of this proposal are located within the boundaries of the Veterans Memorial Highway/Mableton Parkway Design Guidelines.

4. Adherence to Nodal Development Patterns:

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would provide essential uses to fit the community needs.

5. Consistency with Revitalization Goals:

The properties are located within the South Cobb Enterprise Zone.

6. Environment Impact:

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

7. Adjacency to Cities:

The property is not directly adjacent to any city boundary.

8. Transportation Analysis:

CP-4-2	Mableton Parkway	Old Alabama Road	Old Powder Springs Road
Roadway Classification	Arterial	Major	Local
# of Lanes Existing	4 lanes with the availability of left and right turn lanes	2 lanes	2 lanes
# of Lanes Proposed	N/A	N/A	N/A
Traffic Volumes (ADT)	32,400 (GDOT)	N/A	N/A
Sidewalk	Yes	Yes (north side only)	Yes (south side only)
Bicycle Lanes/Trails	Programmed side path trail on west side, 12-14'	No	No
Transit	30 (bus stop on the targeted side)	25 (no bus stop on the targeted side)	N/A
Proposed Projects of Impact (SPLOST)	X2770 (Mableton Trail Phase 2 mentioned above)	Closed to X2769 sidewalk project	N/A
CTP Recommendations	There is an aspiration recommendation to widen Mableton Pkwy from 4 lanes to 6 lanes. But no action now. (2040 CTP Recommendation Report page 81)	N/A	N/A

2021 Comprehensive Plan Amendments – Staff Proposals (SPs)

SP	District	Description	Page
SP-1	All	Add completed studies to supplemental studies section	50

SP-1

COMMISSION DISTRICT: 2

ACREAGE: Not applicable

PARCEL ID NUMBER: Not applicable

EXISTING FUTURE LAND USE: Not applicable

PROPOSED FUTURE LAND USE: Not applicable

GENERAL LOCATION: Johnson Ferry Road and Shallowford Road

BACKGROUND:

Intent of Proposed Amendment:

The intent of this proposal is to revise the text of the Supplemental Plans section of Implementation Program in the Comprehensive Plan.

Definitions:

The 2040 Comprehensive Plan lays out a road map for the community's future. The plan was developed through a public process involving community leaders, residents and businesses, and stakeholders working with staff to create policies and recommendations for the future of the community. The 2040 Comprehensive Plan includes the community vision, key issues and opportunities to be addressed, goals and policies and an implementation program for achieving that vision.

Planning History:

The Cobb County Comprehensive Plan has gone through multiple revisions over the decades. Since 1990, Cobb County has been conducting annual minor updates called the Comprehensive Plan Amendment process to ensure that Cobb's vision remains bright through changing and evolving growth in all aspects of a thriving community.

ANALYSIS:

The purpose of the Johnson Ferry and Shallowford Road Small Area Plan (JOSH) is to provide guidance to the Board of Commissioners over the next 10 to 20 years regarding land development and infrastructure improvement decisions pertaining to land use, design guidelines, parks and greenspace, transportation and stormwater. Specifically, this plan will:

- Guide staff and elected officials in responding to development proposals, rezoning requests, parks and greenspace decisions and infrastructure decisions.
- Provide guidance to land owners and developers in making land development and transportation system investment decisions.
- Provide recommendations that will help to improve the overall quality of life for the community.
- Help to improve the community's sense of identity.

The overall objective of the plan is to recreate community pride while managing growth and preserving the suburban character of the area. The JOSH community is already well established. The ideal location, neighborhood-based schools, civility, relatively low crime, and stable subdivisions provides for a strong foundation. The intent is to build upon that foundation, based on the community's desires, with a focus on redevelopment and new development within the neighborhood commercial areas. An additional intent, is to find ways to provide more park land and improve infrastructure, in particular, transportation and stormwater. Another objective of the plan is to enhance the sense of identity to an already well informed and active community.

TEXT AMENDMENT:

<u>Supplemental Plans</u>	<u>Year</u>	<u>Supplemental Plans</u>	<u>Year</u>
Atlanta Road Corridor Study	1998	Johnson Ferry Road Urban Design Plan	2011
Kennesaw Mountain National Battlefield Lost Mountain to Brushy Mountain Earthworks Preservation Plan	1998	River Line Master Plan	2011
Powder Springs, Flint Hill Master Plan	1999	Six Flags Road Corridor Plan	2012
C. H. James Parkway Corridor Study	2001	South Cobb Implementation Strategy	2012
Parks and Recreation Master Plan	2001	Vinings Vision: A Master Plan for a Georgia Historic Community	2012
Canton Road Corridor Plan	2005	Cobb's Competitive EDGE	2013
Greenprint Study	2005	Austell Road Access Management Plan	2014
Senior Adult Transportation Study	2007	Austell Road Corridor Study LCI	2014
Macland Road Corridor Study	2008	Northwest Cobb Land Vulnerability Analysis	2014
SR6 Corridor Plan	2008	Town Center LCI Five-Year Update	2014
Global Greentech Corridor	2009	Comprehensive Transportation Plan	2015
Historic Mableton Preservation and Improvement Plan (LCI)	2009	Dobbins Air Reserve Base Joint Land Use Study	2015
Cobb County Bicycle and Pedestrian Improvement Plan	2010	Powers Ferry Master Plan Five-Year Update	2015
South Cobb Town Center: Mableton Lifelong Communities Master Plan	2010	Cobb County Pre-Disaster Mitigation Plan	2016
Veterans Memorial Highway LCI Plan	2010	Town Center CID Master Plan	2016
Complete Streets Implementation Strategies and Best Practices	2011	Cobb Senior Services 10-year Master Plan	2017
Cumberland Far South Area Plan	2011	Cobb PARKS Master Plan	2018
Delk/Franklin LCI Plan	2011	<u>Johnson Ferry and Shallowford Road Small Area Plan (JOSH)</u>	<u>2020</u>

1. Applicable Goals from the Comprehensive Plan:

- Coordinate and advance land use policies that manage growth by promoting compatible distribution of land uses, while preserving established suburban and rural communities and respecting individual property rights
- Enhance community character and promote an active lifestyle in existing and future communities by fostering quality, safe, walkable and environmental friendly elements

2. Applicable Policies from the Comprehensive Plan:

- Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- Guide growth to areas that have infrastructure in place
- Encourage nodal development in appropriate locations and discourage “strip” development patterns with multiple driveways
- Monitor current development practices to ensure that new development incorporates necessary enhancements on site to improve infrastructure quality
- Consider impacts to area residents and address compatibility between land uses when making land use decisions
- Foster positive public interactions, public awareness, and transparency with citizens on land use matters through communication, partnerships, community involvement and community education
- Encourage walkable, nodal developments at strategic locations
- Support development patterns designed to improve the safety and well-being of the community
- Encourage development flexibility as a means to protect and preserve open space and sensitive natural resources

3. Consistency with existing Corridor Studies and Other Plans:

No applicable

4. Adherence to Nodal Development Patterns:

Not applicable

5. Consistency with Revitalization Goals:

Not applicable

6. Environment Impact:

Not applicable

7. Adjacency to Cities:

Not applicable