

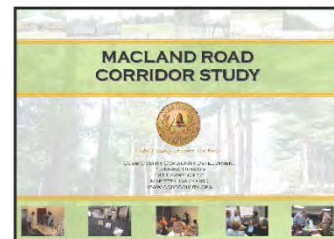
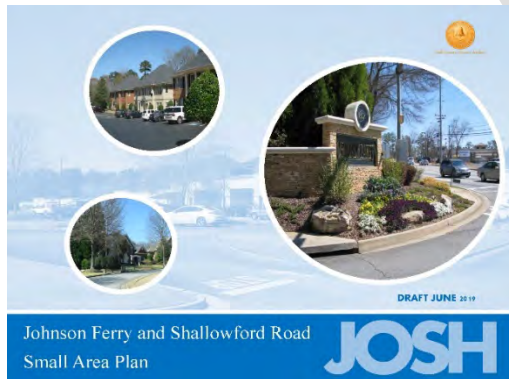
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Appendix 5 (DRAFT)  
SUPPLEMENTAL PLANS

## APPENDIX 5

### SUPPLEMENTAL PLANS

The Supplemental Plans Appendix includes a list of supplemental plans to help guide land use investment throughout the county. Over the course of several years, Cobb County has conducted many Corridor Studies, Small Area Plans, Master Plans, or other strategies to help facilitate growth management and an increase in quality of life. Some of these plans were conducted in-house, some were created through consultants, and others were created and managed by the Community Improvement Districts. However, all plans listed have been adopted/approved by the Board of Commissioners to guide the future growth of the county.

Along with the list, the Supplemental Plans Appendix provides a one-page synopsis for each of the plans. The summary acts as a quick reference for planners, developers, investors and the community to help understand the vision and implementation strategies of the planned areas. In addition, there are maps that show where Design Guidelines may apply as well as where Corridor Studies, Small Area Plans, and Master Plans may impact specific land use policy.



| Supplemental Plans   | Year            |
|--|-----------------|
| Atlanta Road Corridor Study  | 1998            |
| Kennesaw Mountain National Battlefield Lost Mountain to Brushy Mountain Earthworks Preservation Plan | 1998            |
| Powder Springs, Flint Hill Master Plan   | 1999            |
| C. H. James Parkway Corridor Study   | 2001            |
| Parks and Recreation Master Plan   | 2001            |
| Canton Road Corridor Plan  | 2005            |
| Greenprint Study   | 2005            |
| Senior Adult Transportation Study *  | 2007            |
| Macland Road Corridor Study  | 2008            |
| SR6 Corridor Plan  | 2008            |
| Global Greentech Corridor  | 2009            |
| Industrial Land Inventory and Protection Policy  | 2009            |
| Historic Mableton Preservation and Improvement Plan (LCI)  | 2009            |
| Cobb County Bicycle and Pedestrian Improvement Plan  | 2010            |
| South Cobb Town Center: Mableton Lifelong Communities Master Plan                                    | 2010            |
| Veterans Memorial Highway LCI Plan   | 2010            |
| Complete Streets Implementation Strategies and Best Practices  | 2011            |
| Cumberland Far South Area Plan *   | 2011            |
| Delk/Franklin LCI Plan   | 2011            |
| Johnson Ferry Road Urban Design Plan   | 2011            |
| River Line Master Plan   | 2011            |
| Six Flags Road Corridor Plan   | 2012            |
| South Cobb Implementation Strategy   | 2012            |
| Vinings Vision: A Master Plan for a Georgia Historic Community                                       | 2012            |
| Cobb's Competitive EDGE  | 2013            |
| Austell Road Access Management Plan  | 2014            |
| Austell Road Corridor Study LCI  | 2014            |
| Northwest Cobb Land Vulnerability Analysis   | 2014            |
| Town Center LCI Five-Year Update   | 2014            |
| <del>Comprehensive Transportation Plan</del>   | <del>2015</del> |
| Dobbins Air Reserve Base Joint Land Use Study  | 2015            |
| Powers Ferry Master Plan Five-Year Update  | 2015            |
| <del>Cobb County Pre-Disaster Mitigation Plan *</del>  | <del>2016</del> |
| Town Center CID Master Plan  | 2016            |
| Cobb Senior Services 10-year Master Plan   | 2018            |
| Cobb PARKS Master Plan *   | 2018            |
| Johnson Ferry and Shallowford Road Small Area Plan (JOSH) *  | 2020            |
| <u>Hazard Mitigation Plan *</u>  | <u>2021</u>     |
| <u>CobbForward - Comprehensive Transportation Plan *</u>   | <u>2022</u>     |
| <u>Town Center Master Plan Update *</u>  | <u>2022</u>     |

\* No summary is available

## Corridor Study

October 1998

**ATLANTA ROAD CORRIDOR STUDY****INTRODUCTION**

Atlanta Road runs north-south from Marietta to I-285. However, for the purpose of this study, Atlanta Road was defined as the parcels directly and indirectly served by Atlanta Road from South Cobb Drive to Windy Hill Road. The width of the study area varies but is approximately 3.2 miles long.

The study covered various issues along the corridor. The transportation element presented an existing conditions analysis as well as discussed the Comprehensive Transportation Plan as it related to the study area.

The land use element included existing and future land use, a land use inventory and an analysis of each block's attributes and deficiencies.

Because of Atlanta Road's proximity to the Dobbins Air Reserve Base, the study also incorporated an analysis of the June 1998 Air Installation Compatible Use zone (AICUZ) study.

Lastly, there was an economic development element that covered redevelopment opportunities and initiatives for the corridor.

**WHY...**

In 1995, Cobb County worked to update its Comprehensive Plan. As part of the update, the plan identified the Atlanta Road Corridor as being in a transitional state.

The updated Comprehensive Plan included a short-term work program which outlined projects and studies for the county to prepare to address countywide issues, including the transitional nature of properties along certain portions of Atlanta Road.

**RECOMMENDATIONS**

The following were proposed future land use changes from the Atlanta Road Corridor Study.

- Establishing a more coordinated land use pattern, such as discouraging "strip" development patterns with multiple driveways, promoting the nodal concept of development and encouraging reuse and revitalization obsolete commercial and industrial facilities.
- Facilitating the additional development or redevelopment of parcels, which were identified as development opportunity sites in the land use element of the study.
- Improve corridor land use compatibility with the Dobbins Air Reserve Base AICUZ.
- Facilitate development initiatives, such as establishing core commercial nodes, attracting businesses to support employment and repositioning the corridor from predominantly commercial to industrial and office environment.

The following were some of the proposed policy initiatives from the corridor study.

- Place special emphasis on development opportunity sites and economic initiatives identified in this study when reviewing and recommending rezoning applications.
- Place special emphasis on tree preservation and replacement in addition to creative landscape planning when reviewing and recommending rezoning applications within the corridor.
- Amend the Cobb County Sign Ordinance to create an incentive to replace older antiquated signs with more architecturally consistent ground based, monument type signs.
- Continue aggressive proactive code enforcement throughout the corridor.
- Establish working committee of Cobb Economic Development Department staff, local real estate personnel, Cobb County Chamber of Commerce personnel to market the corridor and potential development opportunity sites.
- Prepare a feasibility brief on the potential funding options from the study.
- Continue ongoing efforts to improve corridor land use compatibility with the Dobbins ARB AICUZ.

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Corridor Study

October 1998

**ATLANTA ROAD CORRIDOR STUDY****Atlanta Road Corridor Study****Figure 1  
General Study Area**

Cobb County Community Development Department  
Planning Division  
10/1998

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## Preservation Plan

January 1998

## Lost Mountain to Brushy Mountain Earthworks Preservation Plan

## INTRODUCTION

The Lost Mountain to Brushy Mountain Earthworks were a 10-mile trench line constructed northwest of Kennesaw Mountain by the Confederate Army in June 1864. At the time of the study, seven miles of trenches remained. The purpose of the study was to identify the existing earthworks and develop a plan to preserve them.

The consultant developed a series of maps of the earthwork areas. Other data was included such as land uses, land lots, floodplains, slope and plans for open space. The maps were used to identify opportunities and constraints that existed for the existing earthwork sites.

An Oversight Committee was formed to advise the consultant and to help prioritize the sites for preservation. The study area was divided into thirteen individual areas or sites. Each area was described and policies and preservation strategies were recommended.

## HISTORIC MARKER



## WHY...

The Civil War was an extremely significant historical event for Cobb County. In order to protect Kennesaw Mountain, the last mountain before Sherman would reach the Chattahoochee River, Confederate General Joseph E. Johnston had a series of defensive trenches dug around Kennesaw Mountain. One set of earthworks was from Brushy Mountain, located northeast of Kennesaw Mountain, to Lost Mountain, west of Kennesaw Mountain.

Parts of the line still exist, but continued development in the county has threatened the preservation of these earthworks.

Because of the significance of these earthworks from the Civil War, the National Park Service worked with various groups and the community to create this preservation plan.

## RECOMMENDATIONS

The first recommendation of the study was that immediate attention should be focused on preservation of sites that have the best interpretive value for the public. These sites included the following: Hood's Fort/Fort Maxson area, Pine Mountain, French's Hill, Gilgal Church and Lost Mountain.

Various preservation strategies were discussed in the document. Some of these included fee-simple acquisition, bargain sale, deed restrictions and land use regulations.

Recommendations were made for each individual sites. For the highest priority site, Brushy Mountain (site of Hood's Fort/Fort Maxson), the recommendations were for land acquisition and the establishment of a land trust after purchase.

Other sample recommendations:

- Acquire priority sites
- Public education
- Modify future land use plan, comprehensive plan and zoning regulations
- Provide information to planners and developers

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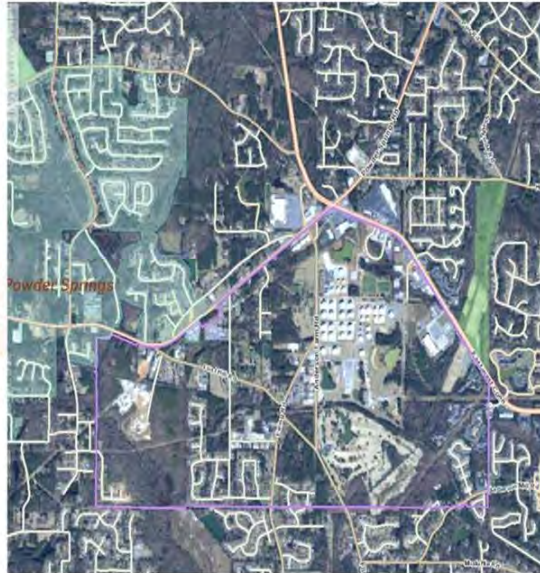


**Master Plan****1999****POWDER SPRINGS/FLINT HILL/EWING ROAD MASTER PLAN****INTRODUCTION**

The Powder Springs/Flint Hill/Ewing Road Subarea Land Use Classification Study was identified as a project in the Cobb County Comprehensive Plan Short Term Work Program in 1999.

The study area includes properties in the vicinity of Powder Springs, Flint Hill and Ewing Road. It consist of approximately 37 land lots and covers roughly 1500 acres. The area is also near the City of Powder Springs current municipal boundaries. The northern boundary includes Powder Springs Road from a distance west of Flint Hill and the East West Connector. The easterly boundary follows the land lot line from the East West Connector to Anderson Mill Road. Noses Creek serves as the western boundary of the study area.

The area's most identifiable feature is the Colonial Pipeline property with it's oil tanks along Anderson Farms Road.

**MAP****WHY...**

The project developed from the need to reconcile a variety of zoning and land use recommendations that exist in the area. Industrial and industrial compatible uses along with large tract home sites were the trend from which the land use patterns evolved. An influx of residential development in varying densities created the necessity to study options for the area's future growth. The following objectives are reflected in the overall study recommendations :

- Encourage future development that serves as an appropriate transition between industrial facilities, neighborhoods, and sensitive natural resources.
- Protect watersheds of Noses and Olley Creeks during the process of expanded industrial and commercial growth

**RECOMMENDATION**

The following are some of the recommendations from the Powder Springs/ Flint Hill/ Ewing Road Study ( for a full list please see the Powder Springs/ Flint Hill/ Ewing Road Study).

- Amend Future Land Use Map per final Powder Springs/ Flint Hill/ Ewing Road Study.
- Work with the City of Powder Springs on future and potential greenway and parks initiatives surrounding Noses Creek.
- Landscape right-of-way or key areas to create visual appeal and demonstrate commitment of local government to redevelopment.
- Encourage the location of traffic intensive uses along major roadways at the perimeter of the study area, and less traffic intensive uses along roads located in the interior of the study area.
- Create pedestrian walkways and bike paths to tie into study area via the silver Comet Trail.

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## Corridor Study

April 2001

**C H JAMES PARKWAY CORRIDOR STUDY****INTRODUCTION**

C.H. James Parkway is located in southwest Cobb County. The C.H. James Parkway study area was defined as the land lots directly or indirectly served by C.H. James Parkway between Oglesby Road, Lewis Road, Lithia Springs Road and the city limits of Austell. The study area covered approximately 1,000 acres.

The study includes an analysis of existing conditions, including existing and future land use, zoning, geography, and transportation. The study also comprises a land use inventory, that includes business names, business types and the conditions of the buildings and property. The document also makes recommendations for future development that covers various topics such as impervious surface and buffers.

Specific recommendations are made for each of the identified sites from the land use inventory.

The study proposes some land use changes and makes some suggestions on policy initiatives. An implementation plan is included.

**WHY...**

In 1995, Cobb County worked to update its Comprehensive Plan. As part of the update, the plan identified potential land use conflicts around the C.H. James Parkway/Oglesby Road corridor and recommended the preparation of this study.

The potential land use conflicts in the area were between the present industrial land use recommendation along C.H. James Parkway/Oglesby Road and the low density residential recommendation immediately east and north.

The Norfolk Southern Railroad Transfer Station, which was under development at the time of the study, was also expected to have a large impact on the area.

**RECOMMENDATIONS**

Recommended future land use amendments were intended to accomplish the following objectives:

- Establishing a more coordinated land use pattern, such as providing transitions in scale and providing sufficient opportunities for each land use type.
- Improving the compatibility of land uses with the sensibility of the area regarding wetlands, floodplain areas and streambeds.
- Providing regulations in order to help protect the water quality and at the same time minimizing the type of activities that might be damaged by potential high water or flooding.

Recommended policy initiatives were intended to accomplish the following objectives:

- Bringing in development, which is in compliance with the special conditions due to the presence of Powder Springs Creek.
- Allowing for high quality development in areas provided for Industrial Compatible land use and preventing undesirable development patterns potentially caused by the adjacent intermodal rail facility in Austell.
- Eliminating unsightly code violations and excluding nonconforming uses.

The following were the proposed policy initiatives from the corridor study:

- Place special emphasis on site plan review for all site development within analyzed study blocks in order to assure compliance with requirements and recommendations developed in the study.
- Continue acquisition and development of flood plain into passive recreation space, consistent with ongoing efforts of basinwide stormwater capital improvement programs.
- In accordance with the Standard Building Code, begin inspections of the small number of sites and properties noted as being in poor condition.
- Continue proactive code enforcement throughout the study area with emphasis on potential code violations listed in the land use inventory.

**COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**

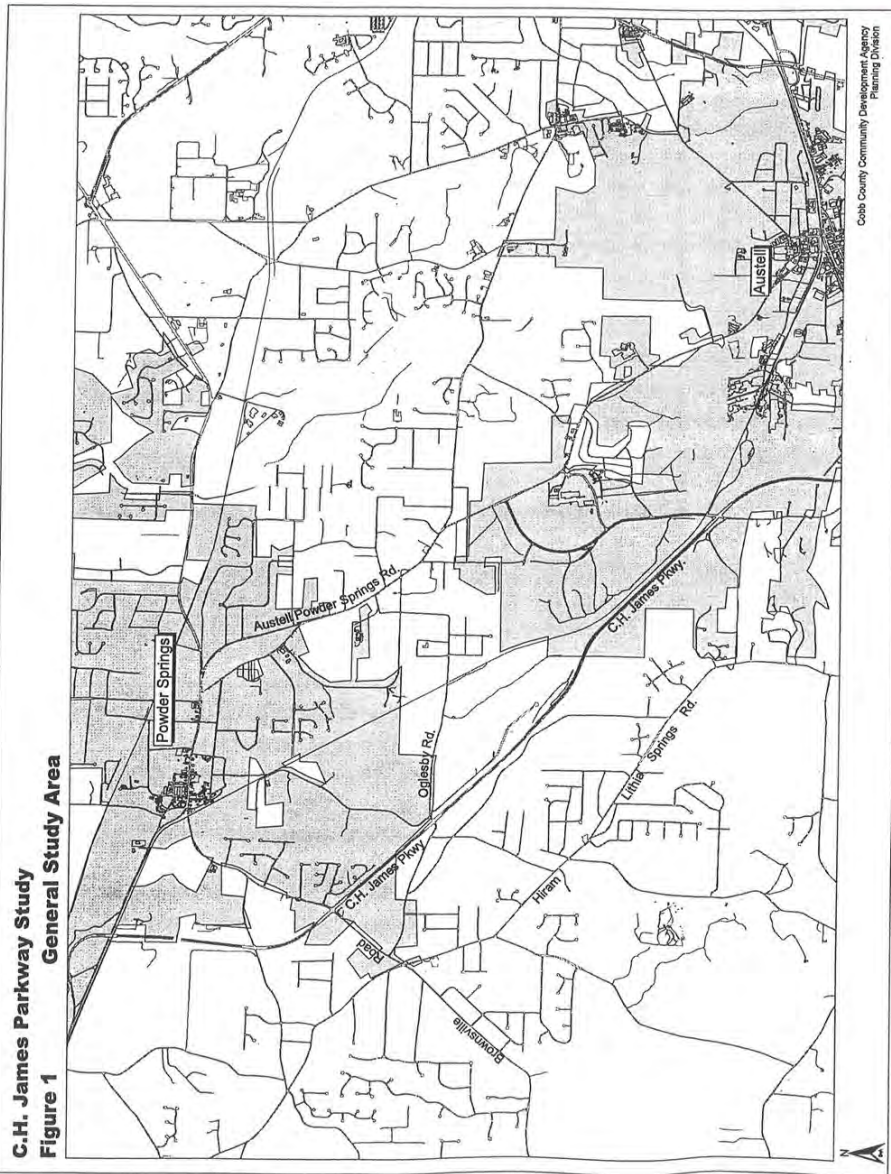
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Corridor Study

April 2001

**C H JAMES PARKWAY CORRIDOR STUDY****COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**

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## Master Plan

2010

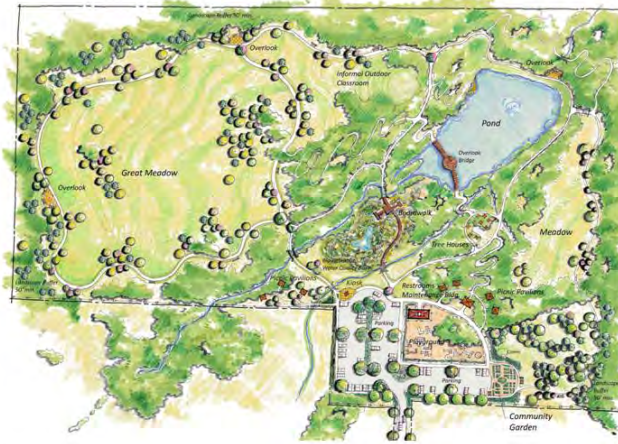
## Parks and Recreation System Master Plan

## INTRODUCTION

The Cobb County Parks, Recreation and Cultural Affairs Department has developed a continuing reputation for excellence and has subsequently created the desire by Cobb County recreation professionals to identify ways to further improve the services they provide. Cobb County is very fortunate to have within its boundaries federal, county and city parks. The six incorporated cities in Cobb County are Acworth, Kennesaw, Marietta, Smyrna, Austell and Powder Springs. Each community provides a unique set of features highly desirable to new residents.

A county-wide Parks and Recreation Master Plan was initiated to assess existing recreation opportunities, identify needs and propose recommendations for improving parks for a better quality of life for Cobb County residents. Initiated in the summer of 2001, the Master Plan has incorporated extensive public input to shape recommendations for the future.

## MABRY PARK MASTER PLAN



## WHY...

Cobb County, Georgia initiated the development of a Parks and Recreation System Master Plan to address the needs of a growing population and to provide direction for future park development and program growth.

The Cobb County Comprehensive Plan recommended the completion of a comprehensive parks and recreation assessment that would address countywide needs and possibly lead to funding to assist in park capital improvements.

One of the primary tasks of the master plan was to evaluate the number and distribution of existing park facilities for the county as well as the six incorporated cities.

Another goal was to evaluate the existence of duplication of services that may exist between county and city park and recreation departments.

## RECOMMENDATION

Recommendations in the plan were based on an extensive public input forum which included interviews, public meetings, a workshop, and public opinion survey. In addition, recommendations also incorporated the use of national standards for safety and accessibility as well as level of service standards for availability of facilities based on existing population densities. The following are some of the recommendations (for a full list see the Parks & Recreation Master Plan):

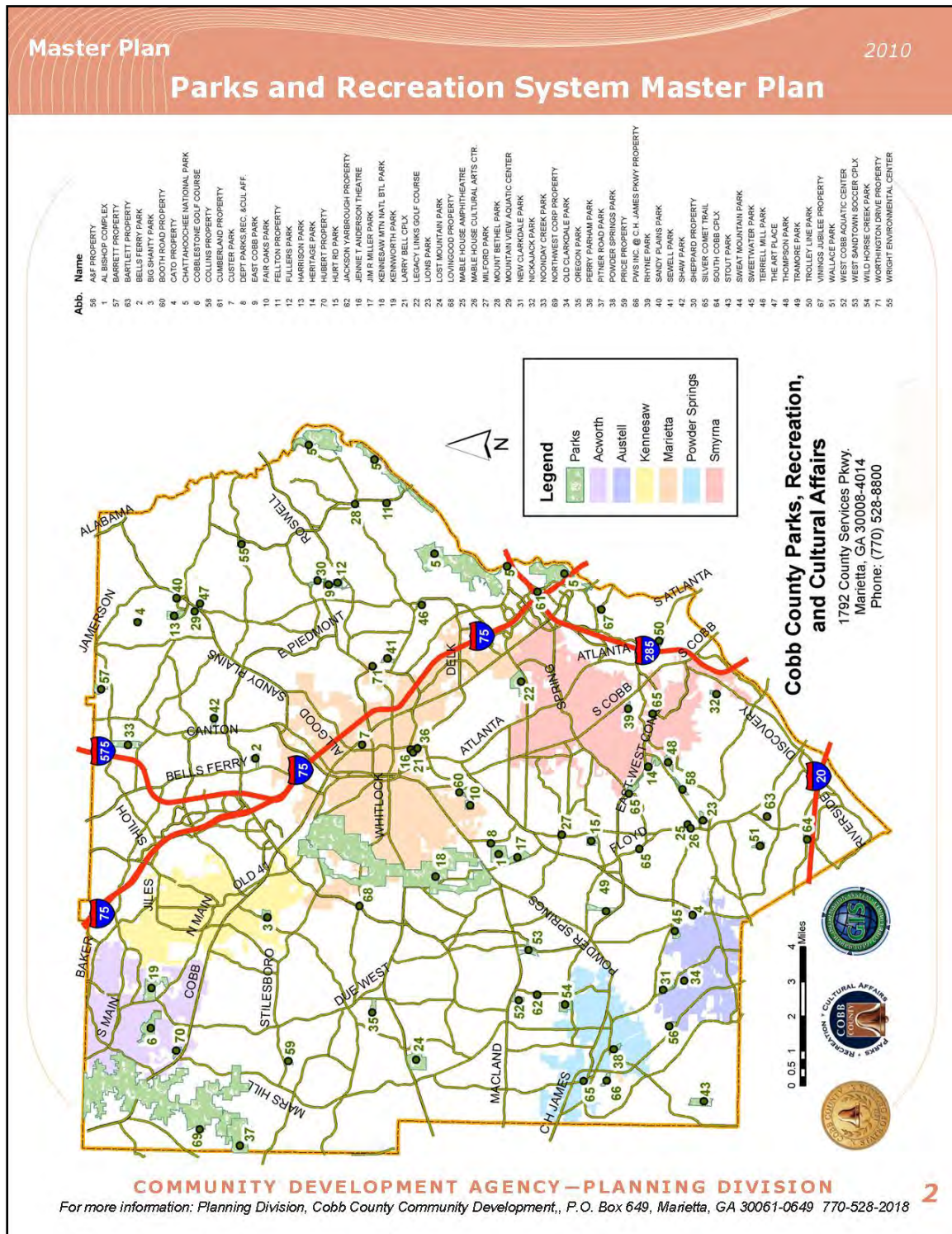
- Pursue joint development opportunities with the municipalities in Cobb County to provide facilities to underserved areas
- Initiate a land acquisition policy to secure vital properties for park development
- Develop new parks and modify existing ones to include passive recreation
- Work with Cobb Department of Transportation to develop greenway, trails, bikeways, and overall connectivity within park system
- Develop space for art programming in the new recreation centers enabling the expansion of programs in underserved areas

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# CANTON ROAD CORRIDOR PLAN

## INTRODUCTION

Cobb County's Community Development Agency was called upon in January 2004 to develop an in-house study for the Canton Road corridor that would address land use and infrastructure improvements along a 4.5 mile section of roadway, extending from the Sandy Plains Connector to the Cherokee County border. The Planning Division initiated a comprehensive planning process methodology calling upon an appointed Steering Committee of affected property owners and neighborhood groups to participate. The process also incorporated a series of three Public Hearings, a Kick-Off Meeting, a Design Studio/Charette session, and over twelve (12) monthly Steering Committee meetings with the neighboring residents and business owners.

The comprehensive process established a corridor plan that was adopted by the Cobb County Board of Commissioners unanimously in July 2005.

## WHY DEVELOP THIS PLAN?

Canton Road corridor, the former SR 5 roadway evolving from a two-lane roadway in the 1960's to a five-lane urban arterial in the 1990's. The development of Town Center Mall CID in 1987 began the shift of quality retail uses away from the Canton Road corridor towards the Barrett Parkway regional activity center. The widening of Canton Road to a 5-lane section in 1996 caused the economic cycle of the corridor to further stagnate; leaving only auto-oriented industries, pawn shops, gas stations, and vacant big box stores to continue to prevail along the former S.R. 5 roadway.

Other primary concerns by the public were specific to regional traffic during peak travel periods, unsightly buildings and signage along the corridor, continuing code enforcement issues to address, and increased community desire for more diverse and neighborhood-oriented businesses along the corridor.

Therefore, the Corridor Plan have been developed to seek the incentives and potential methodology to the corridor revitalization; to reverse a trend of deserted and unkempt storefronts and homes; to enhance the appearance of landscaping and buildings along the corridor; and to alleviate the traffic congestion along the corridor.

## RECOMMENDATION

- Plan recommendation:
  - ◊ In the Market study, the corridor has been broke down the Canton Road corridor into three distinct segments/districts: called for a Loft District - an existing grid street network which promotes residential-type uses, a Commerce District - based on the existing retail and commercial enterprises, and a Campus District - drawn from the success of existing office and educational land uses which are connected with a bicycle/pedestrian streetscape network and land uses promoting senior housing, stacked flat condos, a community center, and mixed-use development scenarios in the older shopping center locations.
  - ◊ The corridor plan Promoted an assortment of transportation projects including multiuser trail, bike lane, pedestrian walk, transit-oriented development, intersection safety, parallel access road, and local road resurfacing.
  - ◊ A livable land use pattern is strongly encouraged in the plan such as senior housing, stacked flat condos, a community center, and mixed-use development scenarios in the older shopping center locations, and so on to create "live, work, and play" development themes.
  - ◊ One of other recommendations is focusing on the street beautification which includes installing street lighting, street furniture, gateway features, monumental signs and rail fence; create pocket parks on the corridor; regulating signage and building façade; etc.
- Implementation strategy:
  - ◊ Suggest changes to the Cobb County Future Land Use Map (FLUM) within the Canton Road Study Area and include specific text language and overlay district for sub-areas along the corridor.
  - ◊ Consider an overlay and/or design guidelines for the corridor, to provide guides for commissioners, county staff and developers when working on development or improvement on the corridor, to improve relationships with businesses on code enforcement issues, to promote family-friendly developments.
  - ◊ The planning process also motivated the formation of the Canton Road Business Association which has earmarking \$30,000 to fund gateway markers on both ends of the corridor to show that Canton Road corridor is once again a "destination."
  - ◊ The plan also tried to seek potential Livable Center Initiative (LCI) implementation funds as a redevelopment incentive for the corridor.



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Corridor Study

2005

# CANTON ROAD CORRIDOR PLAN

## Canton Road Corridor

*A Gateway to Change  
a Commitment to Neighborhood Potential*



Cobb County Community Development  
Planning Division  
301 Lawrence Street  
Marietta, GA 30060

### LAND USE CONCEPT

- REDEVELOPMENT SITES
- GATEWAY FEATURES
- COMMUNITY CENTER
- MIXED USE
- PARK

### TRANSPORTATION CONCEPT

- PROPOSED
- CROSSWALK
- CANTON ROAD SIGNALS
- STREET CONCEPT
- EXPRESS BUS
- MULTI-PURPOSE TRAIL
- PARK & RIDE



Birds Eye View



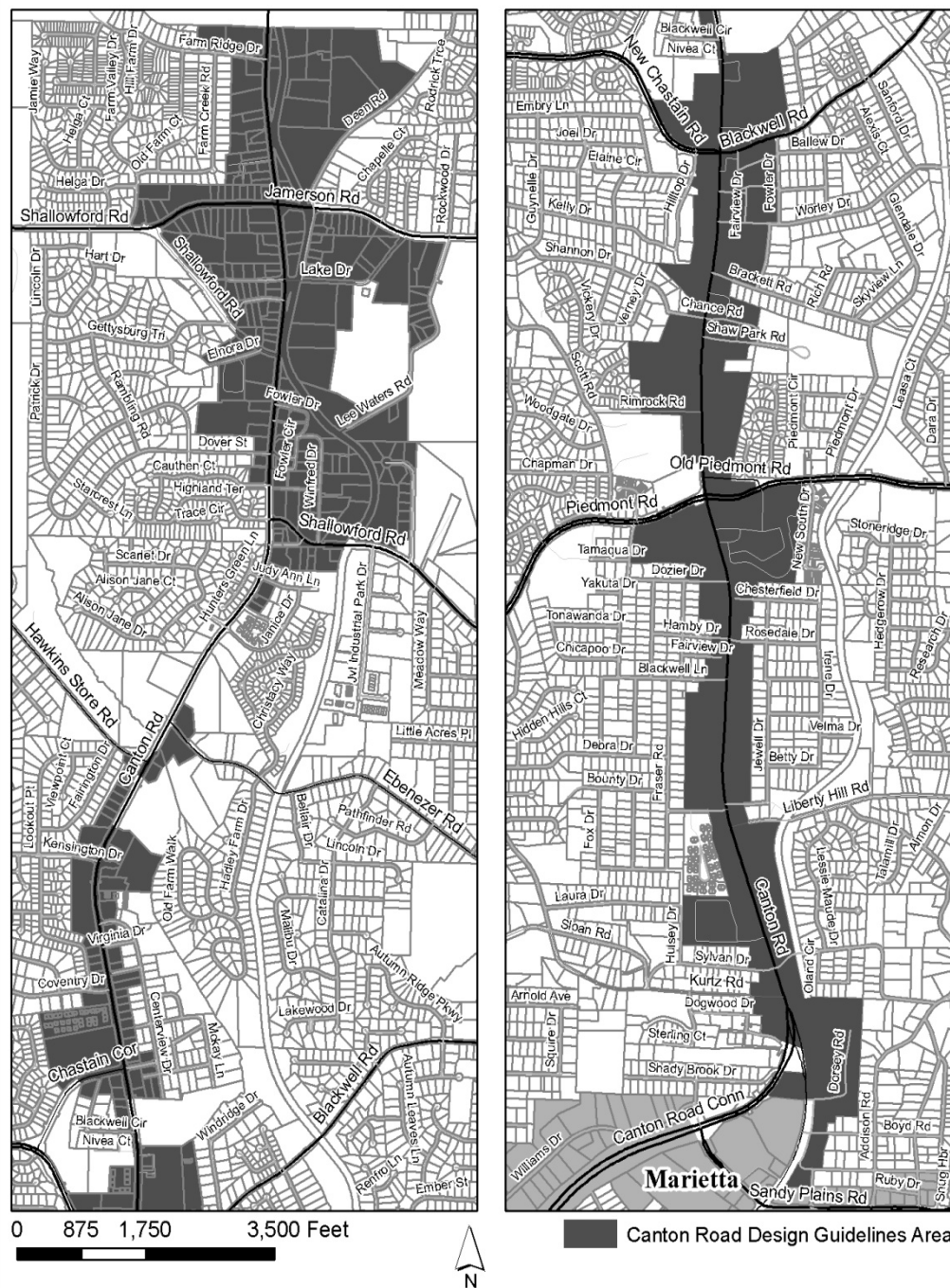
Cross - Section View

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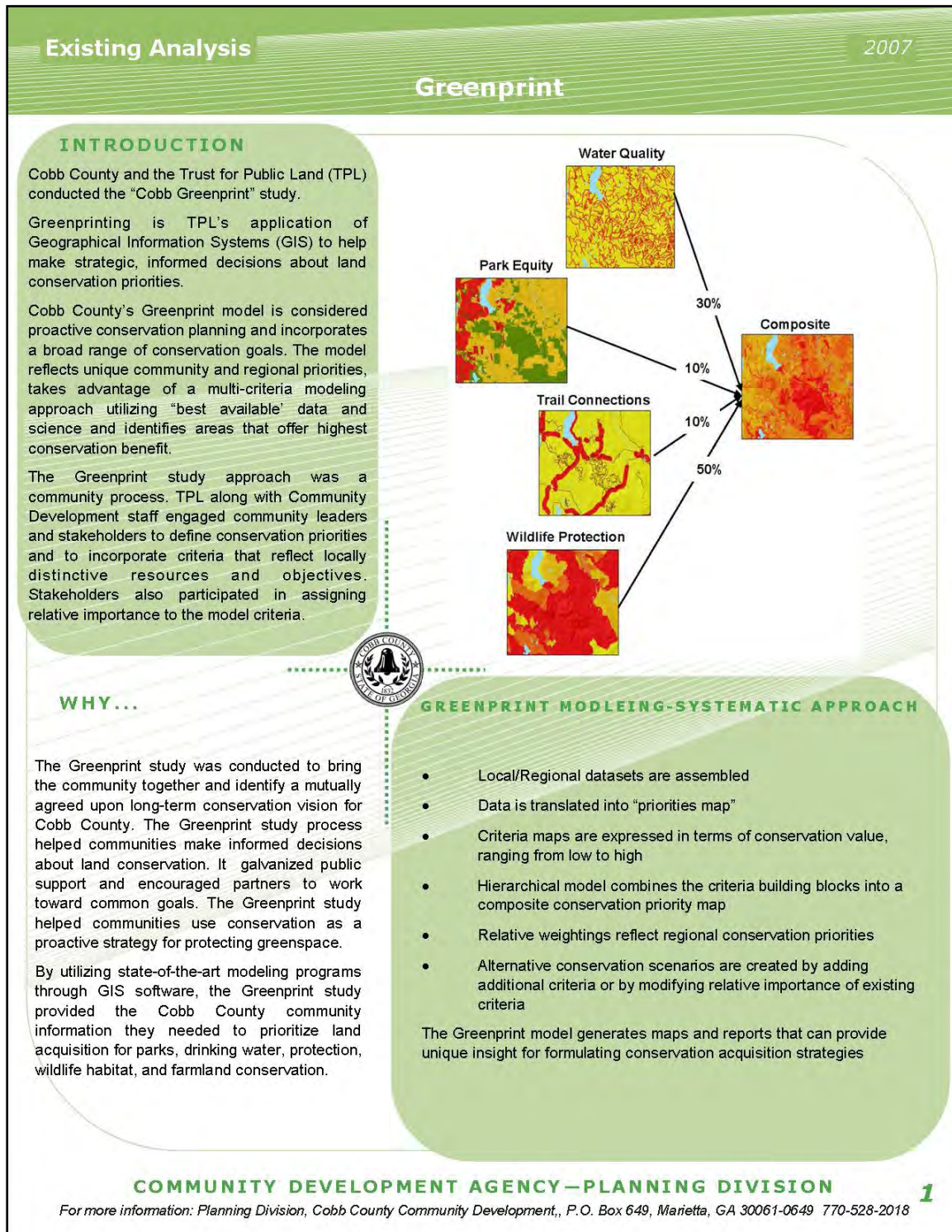
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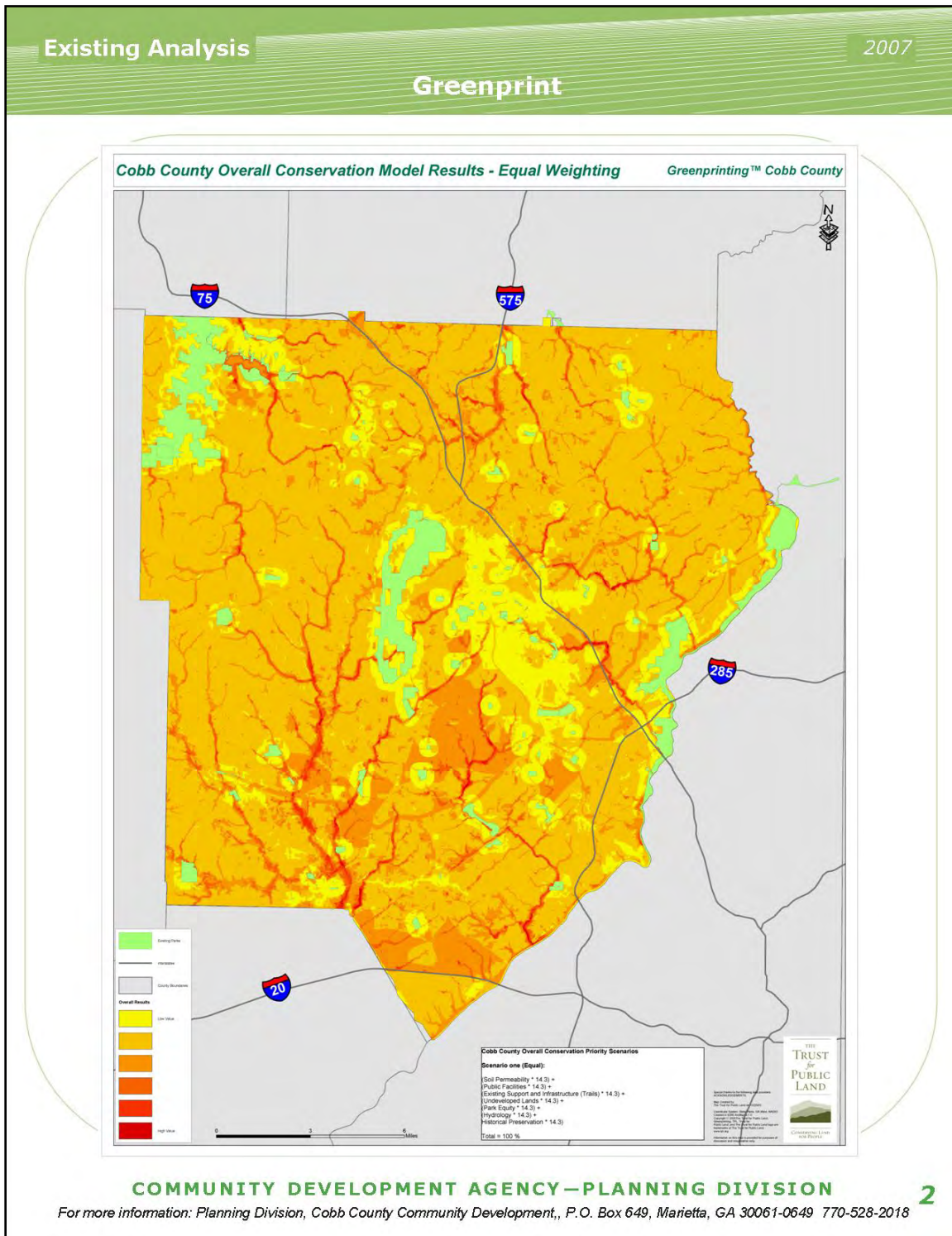
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# Design Guidelines Canton Road Area











## Corridor Study

January 2008

# MACLAND ROAD CORRIDOR STUDY

## INTRODUCTION

In January 2007, the Cobb County Board of commissioners charged the Community Development Agency with the task of completing a Macland Road Corridor Study. The 2030 Comprehensive Plan short-term work program included the preparation of the Macland Road Corridor Study as a major implementation item.

The focus of the study area concentrated on properties with direct access to Macland Road or at least within a ¼ mile on each side of Macland Road.

The public engagement process consisted of three meetings, including a public design workshop. A stakeholder advisory committee was also created to generate and evaluate ideas.

## WHY...

Macland Road is a less developed corridor that serves as a major east-west transportation route for residents of western Cobb County and Paulding County. Given the stage of development existing in the area, there was a real opportunity to impact development patterns in the future. It is important to plan for land use and transportation linkages that will improve transportation efficiency while establishing a framework for land use changes that will add to the area's quality-of-life rather than replicating standard suburban residential patterns.

The four main reasons for the creation of the study were:

- Transportation Improvement Project (TIP) to widen the western portion of Macland Road
- TIP project to design and construct the Windy Hill connector
- Create a land use scenario that will assist in improving transportation-land use connectivity, protect stable existing neighborhoods and ensure quality new development
- Proactively plan for new growth by ensuring sufficient mix of land uses and develop some basic architectural styles that will enhance this area's sense-of-place.

## RECOMMENDATIONS

The Macland Road Concept Plan concentrates on land use changes as well as planned, programmed and recommended transportation projects. The following were recommendations within the Macland Road Concept Plan:

- Various proposed land use changes including an expansion of the Neighborhood Activity Center at Macland Road and New Macland Road intersection and encouraging Very Low Density and Rural Residential in the McEachern Farm area.
- No additional land use changes along the western portion of the corridor
- A gateway feature at the Macland Road and Powder Springs Road intersection
- Expanding pedestrian and bicycle infrastructure in the area

Additional recommendations were as follows:

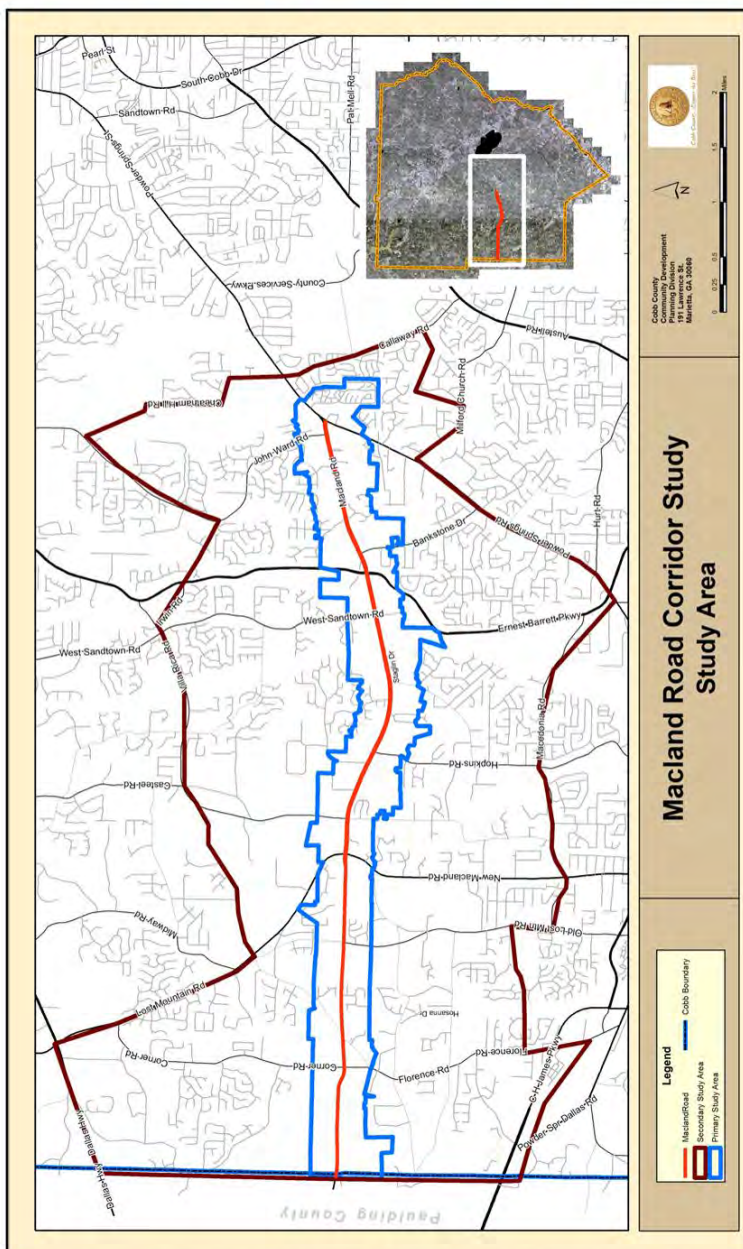
- Continue single-family detached homes as major housing source, directing the more intense development toward the NAC on the eastern portion of the corridor
- Encourage residential developments that consume less land, thus promoting increased open space
- Provide transitions in scale between land use conflicts
- Small neighborhood scale parks/greenspace should be recommended for new developments, while encouraging OSC to create large coordinated areas of greenspace
- Commercial land uses to be directed to the Neighborhood Activity Centers that are already established
- Encourage commercial, neighborhood-scale development that will compliment rather than detract from the character of the area
- Improve compatibility of land uses with the sensibility of the environment
- Review tax reduction programs to help maintain the rural character of the area
- Create design guidelines for the corridor
- Propose three new multi-use trails (Wild Horse Creek Trail Extension, Noses Creek Trail and Macland Trail)

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# MACLAND ROAD CORRIDOR STUDY



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2



Corridor Study

January 2008

## STATE ROUTE 6 CORRIDOR STUDY

### INTRODUCTION

The SR 6 corridor study area extends 32.5 miles from SR 61 in Paulding County to I-85 at Hartsfield-Jackson Atlanta International Airport. The corridor traverses four counties (Paulding, Cobb, Douglas, and Fulton) and seven municipalities (the Cities of Hiram, Dallas, Powder Springs, Austell, Douglasville, East Point, and College Park).

The study approach was multimodal and comprehensive, integrating land use, development, and market assessment in the study. Public involvement was coordinated closely with the Atlanta Regional Commission and participant jurisdictions. It was directed by a Public Involvement Plan. The SR 6 Corridor Study conducted a thorough community outreach process throughout the study.

While the final report presents an overview of findings identified throughout the study process, the focus of the report is to provide long range transportation and land use recommendations.

### WHY...

In early 2006, the Atlanta Regional Commission (ARC) initiated a corridor study for State Route Six (SR 6), a major regional travel corridor. The corridor study was proposed to address five major categories: transportation, transit, land use-urban design, corridor management, and financial programming—and identify a series of recommendations for inclusion in the Regional Transportation Plan (RTP) and the Transportation Improvement Program (TIP).

The study included identifying deficiencies within the study corridor, assessing benefits and costs of alternative strategies, and selecting a preferred alternative program of policies and projects within the financial constraints for the study area.



### RECOMMENDATIONS

- Rain gardens are recommended as a method to manage storm water and filter water for water quality and water control for all roadway capacity projects. This is particularly critical in the SR 6 corridor as storm water runoff impacts water quality of the Chattahoochee River and the area's watersheds.
- It is recommended that the outside lane on SR 6 be widened to 13 feet in each direction. The wider outside travel lane would increase the buffer between the outside lane and adjacent lanes. The wider outside lanes would be coupled with Intelligent Transportation System technologies as appropriate: weigh-in-motion detection and signal priority. These technologies could decrease congestion, delay, and red light running for trucks at signalized intersections along the SR 6 corridor with roadway grades that are five percent or greater.
- Specific items that should be reviewed and assessed are signage, pavement markers, traffic controls, location and placement of raised medians, and suitability for large truck travel. Field review and public input indicate a need for a comprehensive examination of signage to improve way-finding and operations.
- The intersection of SR 6 at SR 92 was identified through stakeholder and public input as a problem intersection. SR 92 was cited by many to be a major freight route. The inspection team proposed the following projects for the intersection: Remove the Type B median crossover opening on SR 6 and add dual left turn lanes from SR 6 onto SR 92 in each direction.
- The study team conducted a field visit with Powder Springs' staff to identify strategies to improve connectivity to SR 6/C.H. James Parkway. Due to the unique access management considerations in the Cobb County section of the SR 6 corridor, particularly related to the City of Powder Springs, several specific access strategies are recommended for selected properties adjacent to SR 6.
- Further intensification of Fulton Industrial Park south of the Chattahoochee River is recommended along with the creation of a multijurisdictional alliance that would help guide development in the area to benefit Fulton, Cobb, and Douglas counties.
- The Silver Comet Trail crosses and parallels the corridor from Powder Springs to Dallas. Both the commercial development nodes and Silver Comet Trail need better connections to adjacent developments with pedestrian and bicycle facility infrastructure.

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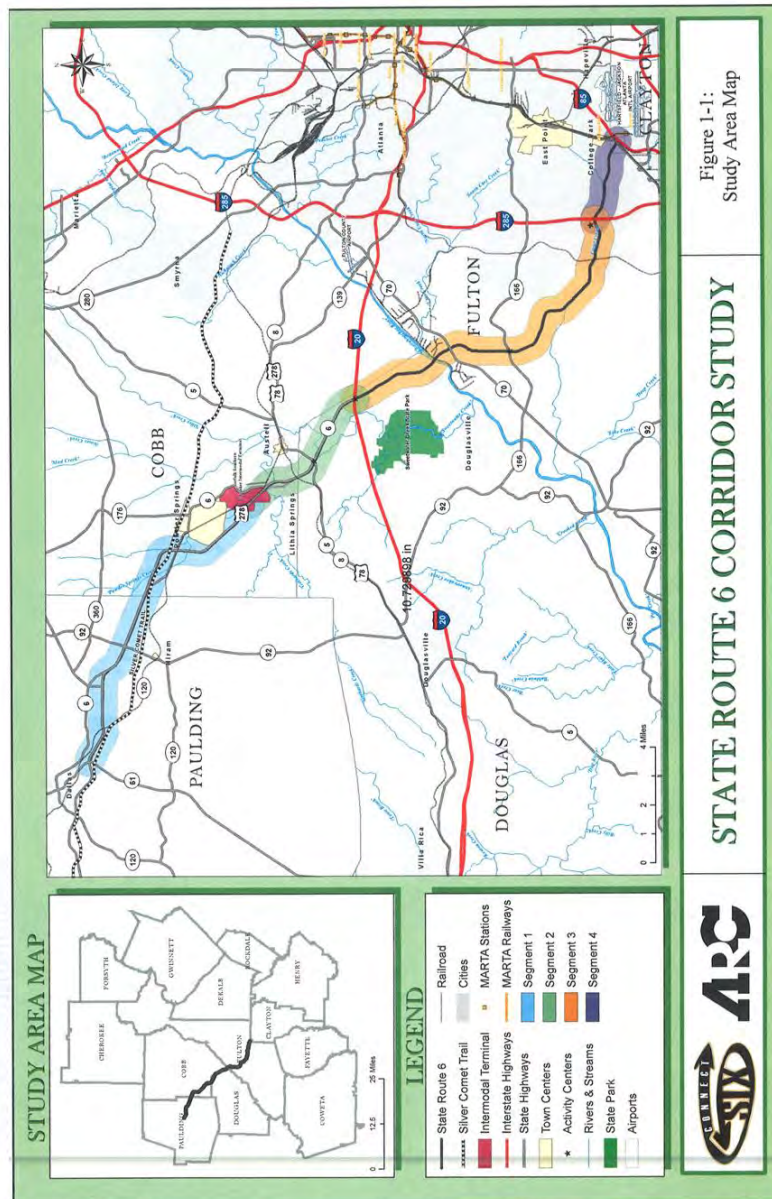
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Corridor Study

January 2008

## STATE ROUTE 6 CORRIDOR STUDY



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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## Corridor Study

2009

## GREENTECH Corridor

## INTRODUCTION

City of Marietta is actively working with regional partners to revitalize the Franklin Road corridor. Representatives from state and local governments, university systems, and private sector have determined this 800 acre corridor that sits adjacent to I-75 as an ideal location to establish a synergy of research and innovation in the area of green technology and sustainability.

The GREENTECH Corridor is a concept within the Franklin and Franklin/Delk Road area that has established a vision and concept that is innovative and creates an ecosystem, where businesses, academia and government collaborate in building renewable energy technologies of the future. The Franklin/Delk Rd. area and the sustainable technology concept seemed to fit well together due to the areas proximity to potential partners, such as Kennesaw State University and Chattahoochee Technical College. This corridor provides great visibility for sustainable businesses, easy access to both interstate 75 and Hartsfield Jackson International airport.

## MAP



## WHY...

The collaboration between the private sector and research faculty will not only create new green technology and jobs, but also provide a trained workforce to meet the pressing needs of the southeast region in installing new green technology products.

The vision is to create an ecosystem where government, academia, and businesses create a balanced unit to share ideas, create jobs, develop sustainable systems, and research renewable energy products to ensure a bright, prosperous, sustainable future for all.

A goal of the master plan of the corridor will be to incorporate pedestrian walkways, solar lighting, water re-use systems, and other sustainable components to become a best practice for green technology parks.



## INCENTIVES

- #1: Access to outstanding and diverse tax incentives for businesses
  - State tax credits for new job creation
  - Federal new market tax credits for commercial development
  - Tax-exempt and taxable bond financing may be available
  - Special discounted electric rates for qualified vacant buildings
  - Local tax increment financing consideration
  - A state finance tool to start or expand an eco-friendly product
- #2: Leverage powerful and versatile existing assets for future growth
- #3: Benefit from an ongoing collaboration with business partners
- #4: Access to highly educated and diverse workforce
  - Cobb County ranked the most educated county in the state
  - More than 50% of workforce has a bachelor's degree or higher
- #5: This opportunity won't last long

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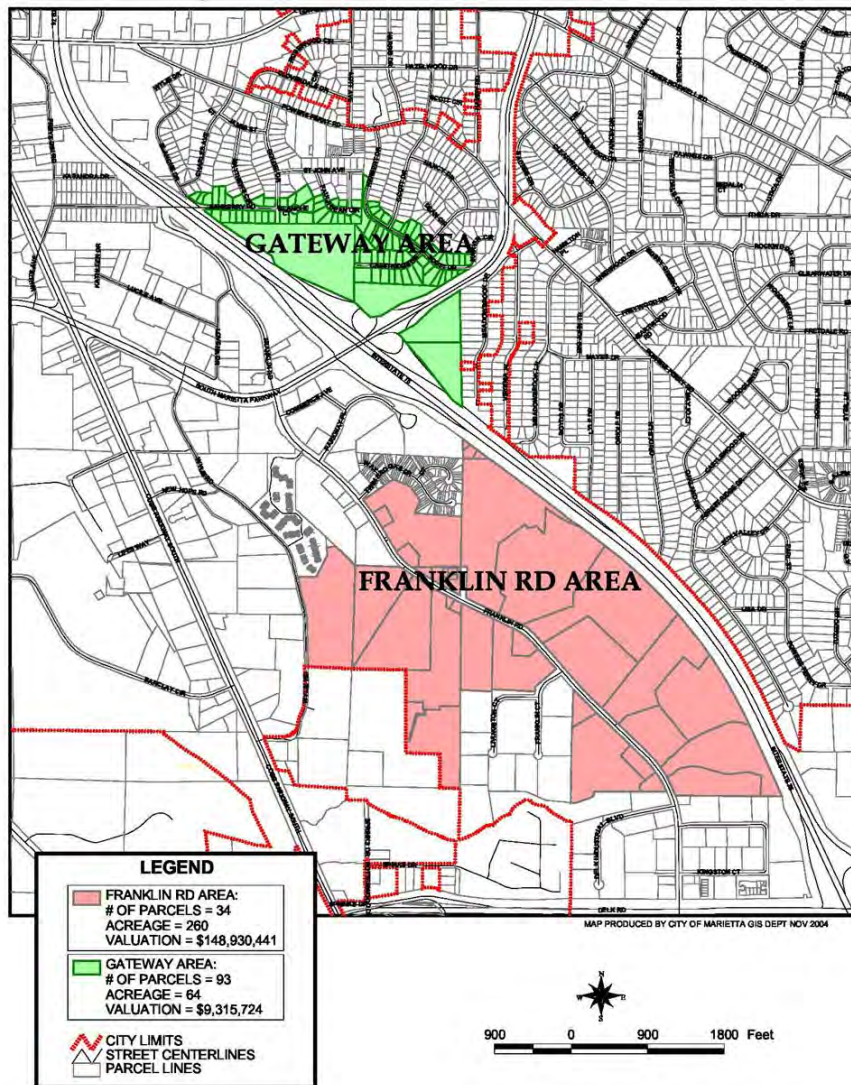


## Corridor Study

2009

## GREENTECH Corridor

## FRANKLIN/GATEWAY REDEVELOPMENT AREA AND TAD



## COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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## Existing Analysis

2009

## Industrial Land Inventory and Protection

## INTRODUCTION

The Industrial Land Inventory and Protection Policy provides an understanding of the characteristics, practicalities and deficiencies of industrial properties. The inventory was an initial analysis of industrial properties to assist in ensuring that there remains an adequate supply of development-ready and desirable lands to accommodate the needs for a growing industrial market.

The trend in industry has been to locate and relocate to the periphery of metro regions where undeveloped land is abundant and inexpensive. This inventory is to set the foundation for public policy to help protect and retain the viability of existing and future industrial businesses.

The scope of the project included looking at the factors associated with the execution of location strategy for industrial facilities, inventory of sites to evaluate and prioritize industrial properties through out Cobb County, and an action plan that identifies methods to support and protect high priority and high valuable industrial districts.



## WHY...

The trend for industrial sectors of the economy is to locate/relocate operations to the edge of metro regions. This negatively impacts central cities and urbanized suburbs as jobs move away from the core of metropolitan areas. Previously used sites and potentially environmentally degraded sites are abandoned, thus perpetuating an inefficient land use pattern. Issues pertaining to the protection of Industrial properties include pressure from non-industrial land uses surrounding industrial districts and in some cases expanding into industrial areas. This creates conflict between uses, transportation, and retention of existing businesses.

Cobb County's industrial areas are under increasing pressure to alter land uses and development patterns to accommodate residential and retail expansions and the Industrial Land Inventory and Protection Policy was created to control this pressure.

## RECOMMENDATION

There are three protection Policies that contain specific action items to ensure an adequate supply of industrial uses. Listed below are the Policies. Associated action items can be found within the Industrial Land Inventory and Protection Policy.

**POLICY 1:** Maintain and expand industrial businesses and employment opportunities. Stimulate investment in the area's public and private infrastructure and industrial facilities to promote sustainable economic development.

**POLICY 2:** Maintain, preserve, and improve the intermodal and multimodal transportation system to provide a smooth movement of goods and employees into and through industrial areas.

**POLICY 3:** Preserve and protect land primarily used for industrial areas and minimize land use conflicts in Industrial and Industrial Compatible areas. Allow limited but compatible non-industrial uses in industrial areas that can provide retail and business services that primarily support industrial employees and businesses.

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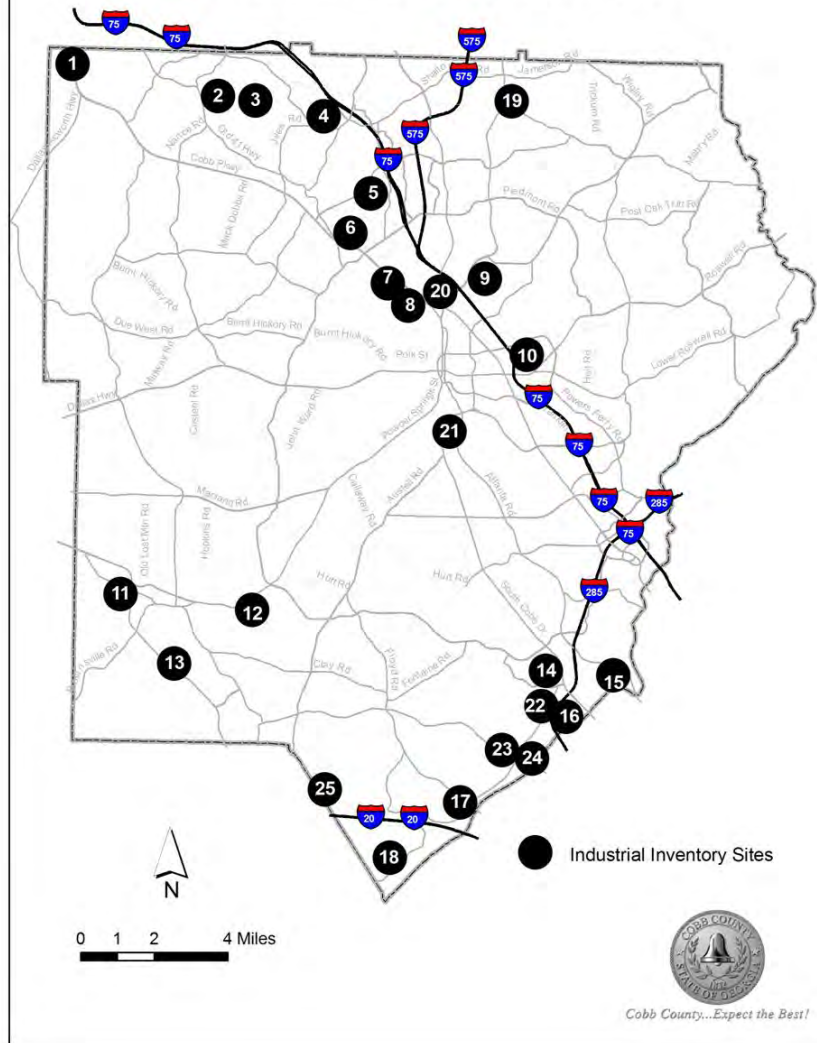
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Existing Analysis

2009

## Industrial Land Inventory and Protection

## Industrial Inventory Sites



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## LCI Study

Adopted 2001  
Five-year Update 2009

# HISTORIC MABLETON PRESERVATION AND IMPROVEMENT PLAN & 5 YEAR LCI UPDATE

## INTRODUCTION

Mableton is one of Cobb County's oldest identifiable areas. Similar to what has occurred in some of Georgia's established and mature communities, its infrastructure has deteriorated and long-standing businesses have relocated, leaving behind a community that today falls short of its potential.

Cobb County has embraced the "smart growth" concept of mixed-use, transit-oriented development (TOD) at a pedestrian-friendly scale. Because of its proximity to a proposed commuter rail line and the existing street network, Mableton is a prime location to implement the principles of smart growth. Recognizing this opportunity in Mableton, the State of Georgia Department of Community Affairs (DCA) has provided Cobb County with a special grant to begin the revitalization of Historic Mableton.

Preparation of this plan is the first step towards community revitalization. This master plan will guide future land use and transportation decisions, expanding on recommendations set forth in Cobb County's Comprehensive Plan (1995-2015).

Focusing on the core area of Historic Mableton, the plan identifies, analyzes, and addresses various issues of immediate concern to the community. The result of this inquiry is a set of new policies, projects and recommendations that will help to revitalize Mableton.

This plan is adopted by Atlanta Regional Commission as an initial LCI Study in 2001 and a five-year update has been conducted in 2009. Since the first adoption, a number of action items have been implemented and new concepts have been generated that work in association with the original Master Plan.

## RECOMMENDATION OF FIVE-YEAR UPDATE

1. Expand the LCI study area to include approximately 58 acres north of the original study area;
2. Further expand the boundaries of the LCI study so that the South Cobb Development Authority boundaries and the LCI boundaries correlate to one another and to assist in the financing of public improvements needed for this area;
3. The future land use to be amended to allow for mixed-use development and various housing configurations as a means to encourage housing choice in the local market;
4. Create areas for people to gather and interact in the public realm to foster a strong sense of community. This can be accomplished through pocket parks and developing a town green/town square at the intersection of Clay Rd and Floyd Rd;
5. Work with Cobb County Senior Services and the Atlanta Regional Commission's Aging Services Division to investigate the ability of establishing a Naturally Occurring Retirement Community in Mableton to enhance services provided to seniors in this area;
6. Establish programs to increase sustainability and improve quality-of-life by providing appropriate incentives to encourage LEED certified buildings and Earth Craft homes;
7. Expand seating at the Mable House Amphitheatre as a means to draw diverse entertainment offerings at this facility;
8. Transportation improvements to improve connectivity and give the area a unified look include: streetscape improvement on Floyd Rd, conduct a study and implement the findings to determine the necessary improvements to the street grid network, and streetscape improvement on Clay Rd;
9. Transportation improvements outside the study area are recommended as well, to integrate the improvement and connectivity of the transportation system into Mableton;
10. Mableton LCI – 10 year action plan for items to be initiated by 2019.



## RECOMMENDATION OF PRESERVATION AND IMPROVEMENT PLAN:

### Land Use and Redevelopment Recommendations:

For descriptive purposes, the Historic Mableton Area has been subdivided into the six following districts:

1. **Historic Core Area:**
    - ◇ Complete the definition of the original plat of a nine-block area of Mableton;
    - ◇ Front St and the two blocks north of Front St to become community focal point with park space, transit connections and commercial activity; South of Front St, a civic plaza and park area to complement the future commuter rail station;
    - ◇ The block between Center and Mable Sts to include a mixture of residential and commercial uses. West of Church St, single family-residential to be recommended infill development and rehabilitation of older homes to be encouraged.
  2. **Mableton Elementary Area:**
    - ◇ Residential land use to be plan to surround Mableton Elementary School;
    - ◇ Streets and intersections to be improved and renovated to create a fully functional school transit system and easy accesses to surrounding neighborhood.
  3. **Old Floyd Road Corridor:**
    - ◇ To be redeveloped as a mixed-use commercial/office/residential corridor;
    - ◇ New and renovated buildings to be conform to a traditional architectural style and situated near the street with parking behind buildings;
    - ◇ To be anchored on the southern end by the commercial block and on the northern end by a gateway park and community center/library facility.
  4. **Walker Drive Redevelopment Area:**
    - ◇ Mixed-use with an emphasis on higher-density residential to be recommended in this area;
    - ◇ Public open space to be included as a central focal point of higher-density residential development.
  5. **Carol Circle Redevelopment Area:**
    - ◇ Higher-density residential, including multi-story townhouse units to be recommended in this area;
    - ◇ Have easy access to the Old Floyd Rd mixed use corridor, Floyd Rd and Veterans Memorial Hwy.
  6. **Veterans Memorial and Floyd Road Commercial Corridors:**
    - ◇ Remain parcels fronting Veterans Memorial Hwy and Floyd Rd as highway commercial;
    - ◇ Significant improvements to be made such as coordination of signage, landscape and sidewalk enhancements, building façade updates, and redevelopment of obsolete or blighted properties.
- **Public Improvements Recommendations:**  
These improvements, in some circumstances, can be privately funded in conjunction with new development or redevelopment. However, many improvements will need to be completed with public funds. The recommended public improvement projects are divided into three general categories:
1. **Road Network Improvements:**
    - ◇ Improve community street network that should be pedestrian-friendly and aesthetically reminiscent of traditional small southern towns;
    - ◇ This network support redevelopment at a density greater than currently exists if Mableton is to become a true transit-oriented community. Recommended projects to enhance the road network are listed.
  2. **Bike/Pedestrian/Streetscape Improvements:**
    - ◇ New road improvement project to involve streetscaping, a catch-all category that includes sidewalks, bicycle lanes, street trees, pedestrian lighting, benches, trash receptacles, etc. Recommended specific streetscape upgrade projects are included.
  3. **Public Land/Parks/Buildings:**
    - ◇ Public funding to be required for recommended new public facilities as well as for improvements to existing public facilities;
    - ◇ A list of major projects is recommended.
- **Organization and Implementation Recommendations:**
1. Establish a position for a Historic Mableton liaison to the Cobb County Government.
  2. Revise Cobb County plans and regulations to be consistent with the Historic Mableton Preservation and Improvement Plan.
  3. Encourage the creation of a Historic Mableton Community Development Corporation.
  4. Pursue access to redevelopment powers made available to local governments through the Georgia Redevelopment Powers Act.

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March 2012



## Community Development Agency – Planning Division

**MABLETON ARTS STUDY****Mableton Arts Study Recommendations:**

The arts study submitted ten recommendations. These recommendations try to enhance and promote the objectives of the form-based code.

- The Mable House Complex image and presence be enhanced by strengthening its sense of place and arrival, more clearly defining the historic Mable House property, and softening the visual impact of vast expanses of hard surface parking.
- The Mableton Form-Based Code be adopted, providing effective means for live/work units, galleries and clubs, and pedestrian access between the downtown core and the Mable House Complex.
- The Arts Center can meet growing community needs by the addition of a black box theatre and a new multi-purpose space.
- County policies that govern the potential for additional earned and contributed revenue in new and expanded arts facilities should be carefully evaluated.
- A clear programming vision for the new and expanded facilities should be developed and used to guide their design and operation.
- Professional theatre and arts facility consultants should be retained to advise the County and their architects in the development of new arts facilities.
- The total seat count of the amphitheatre will not be increased.
- The Barnes Amphitheatre's earnings capacity be strengthened by: upgrading existing seating, revising concession policies, changing use policies regarding the admittance of food and beverage into the facility, improving catering facilities, generating greater revenues from users (renters and artists) and from patrons through increase per-capita expenditures, increasing the number of events thereby increasing foot traffic and per-capita income.

**Introduction:****Why an Arts Study?**

A consultant was hired by Cobb County in 2010 to complete a study on the arts in Mableton. The report was considered essential to ongoing revitalization efforts in Mableton, with the creation of the Mableton Form-Based Code and the Lifelong Mableton Initiative.

Mableton has become a core area for the arts in South Cobb because of the existence of the Mable House Arts Center, the historic Mable House and the Barnes Amphitheatre. The goal of the study was to assess the current arts climate in Mableton and make recommendations on how arts and culture can continue, and expand to be, an active presence and catalyst in Mableton.

The consultants interviewed stakeholders, attended meetings of various group and looked at other Cobb County arts facilities in order to assemble their recommendations. The study also includes program and budget analyses for some of the recommendations.

**Recommendations Continued:**

- The County should investigate the vast array of program opportunities for the Arts Center that exist in cooperation and collaboration with community partners, and where appropriate implement those that are consistent with the facility's vision.
- A Mableton Cultural District be created to take the lead in designing and implementing community programs to use the arts in economic development, provide arts education to residents of all ages, attract artists and arts organizations to Mableton, and coordinate untied efforts in revitalizing the downtown with a vital and vibrant cultural life.

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January 2012



## Community Development Agency – Planning Division

# MABLETON FORM BASED REDEVELOPMENT DISTRICT

### Elements of the Mableton Code:

- **Mableton Form Based Redevelopment District**

*The Regulating Plan* – A map of the Mableton area indicating the locations where different building form standards apply

*Administration* – A clearly defined application and project review process

- **Implementation of the Mableton Form Based Redevelopment District**

*Building Form Standards* – Regulations controlling lot and building development

*Public Space Standards* – Specifications for the creation of public space (streets, sidewalks, trees, parking, public space, etc)

*Definitions* – A glossary to ensure precise use of technical terms

### For more information:

Planning Division  
Community Development  
P.O. Box 649  
Marietta, GA 30060-0649  
770.528.2018

### Introduction:

The Mableton Form Based Redevelopment District (Mableton Code) is a method of regulating land which places greater emphasis on community character and creates more “public places” in comparison to traditional zoning.

A guiding principle behind the development of the Mableton Code is that the buildings and physical alteration of land is more long lasting than the initial use found within the building that is constructed, and we should be concerned about community character and appearance.

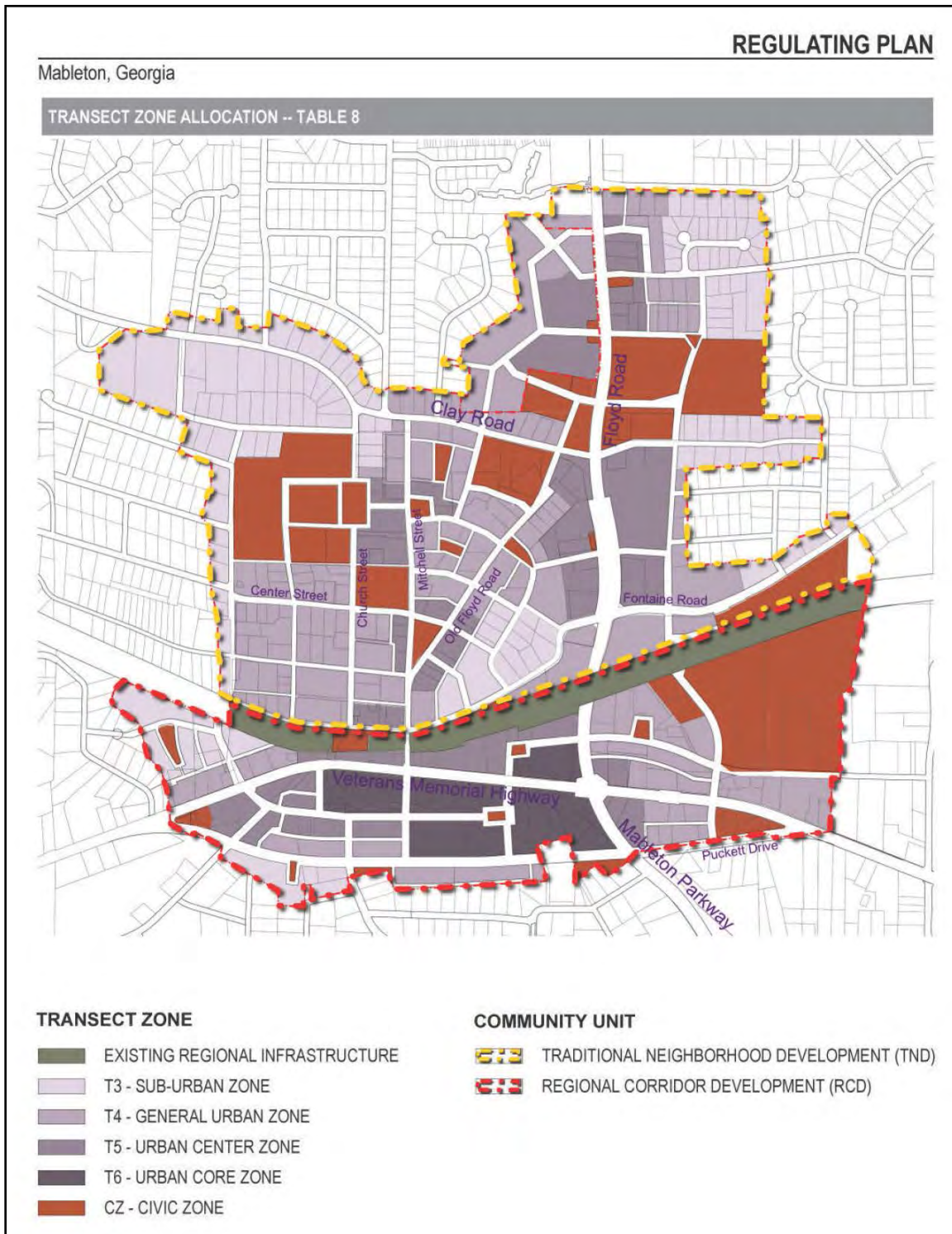
### What does the Mableton Code do?

The Mableton Code is the land regulation that allows the “*South Cobb Town Center: Mableton Lifelong Community Master Plan*” to be built legally. It takes the community vision that was created during a design workshop that occurred in the summer of 2010 and allows for this community based concept to be constructed. The Mableton Code replicates and makes legal the organic process by which many small downtowns grew, over time, while trying to “fit in” with the elements that preceded it.

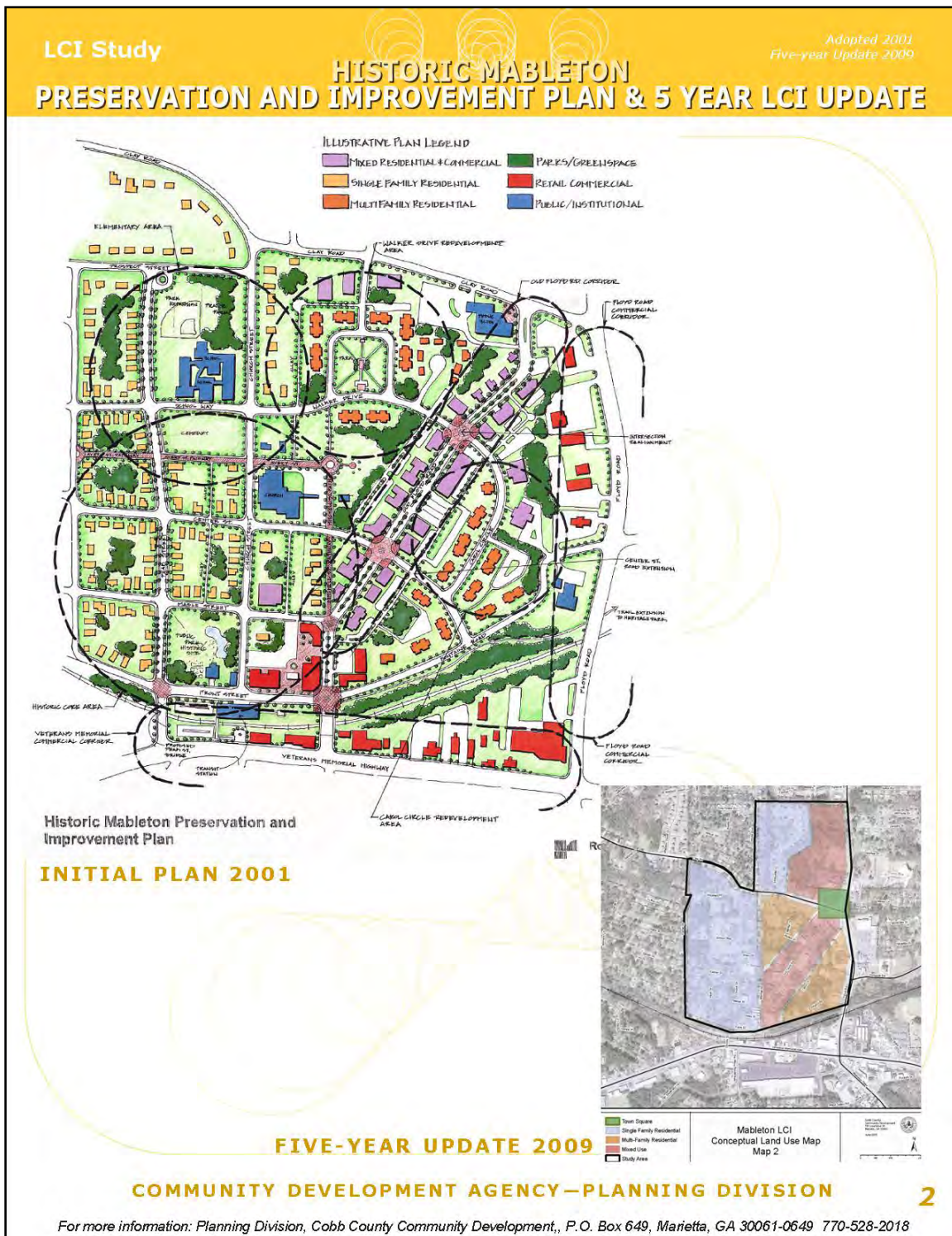
The Mableton Code does not replace the existing zoning of the area, but provides options for property owners and developers. It increases the scale of development in a manner that will increase population, diversify retail options, and enable a return on investment for the private sector so they can “build in” the public spaces required.

### Goals of the Mableton Code

- Document and enable construction of the Community’s Vision
- Position Mableton for positive and flexible redevelopment as the economy, the housing market, and construction recovers
- Provide incentives through increased density and intensity of land use to encourage compliance with the regulations
- Promote a walkable community that will be accessible for people of all ages
- Develop a variety of housing options to allow people to grow-up and grow old in Mableton
- Develop public spaces that enable a vibrant and diverse community to meet the multiple needs of the community (open space, arts, gathering places, community gardens, etc)









## Master Plan

January 2012

# SOUTH COBB TOWN CENTER MABLETON LIFELONG COMMUNITY MASTER PLAN

## INTRODUCTION

In past years (1980's to 2000's) Cobb County was one of the fastest growing counties in Georgia. Now that we are in a time of recession, the community is imagining and planning for future growth in the community. It is difficult to imagine growth during difficult economic times, but communities that can prepare for new investment will be well positioned to capture future market share.

Mableton is located about 12 miles west of Downtown Atlanta and nine miles south of Marietta. Mableton has many advantages on which to build. The community is well positioned regionally and has good, historic urban bones intact. The South Cobb Town Center: Mableton Lifelong Community is the vision The Mableton Form Based Redevelopment District (Mableton Code) is the regulation that makes this vision a reality and builds upon these assets to create a more walkable and integrated community.

## HOW WAS THE PLAN DEVELOPED?

In 2009, the Atlanta Regional Commission completed the Lifelong Community Workshop to investigate hypothetical ideas about how to build integrated age friendly communities due to a rapidly aging population in the Atlanta Metropolitan Area. In 2010, Cobb County hired Duany Plater-Zyberk & Co to develop a master plan and form based code for the Mableton community to integrate the lifelong communities concepts into an older suburban community.

In June of 2010, a seven day design workshop occurred in Mableton with the community, developers, and design professionals to create the specific strategies that would be used to re-imagine Mableton and served as the nexus for the new code used to regulate land and investment in Mableton.



## TOWN SQUARE



## RECOMMENDATION

The South Cobb Town Center: Mableton Lifelong Community is a master plan that established a vision and illustrations that form the future of Mableton. The community is separated into four distinct segments, which are as follows:

### North Quadrant

The northern gateway of Mableton plays a significant role in establishing arrival at the town center. This area creates the differentiation between the arterial corridor uses along Floyd Road and calmer spaces in the interior blocks. This area contains a catalytic development site (23.5 acres homestead site) which is the largest area for new private investment.

### Town Center Quadrant

A town green at the intersection of Floyd Rd and Clay Rd forms the heart of the new Mableton community. This investment creates synergy between the other uses existing at the intersection (Library, Post Office, Arts Center, and Mable House). Reshaping this intersection will create an urban core rather than a loose collection of civic buildings. Providing additional entitlements to surrounding property owners could sufficiently incentivize the private development of office, retail, and living units to provide additional definition to the town green. The intention of these actions is to create a vibrant environment at the center of Mableton.

### Mableton Elementary Quadrant

The Mableton Elementary School becomes the center of the western quadrant of the study area. It sits at the highest point in the community and as such is a place of prominence in developing sense-of-place. Enhancing the existing pedestrian scale neighborhood blocks is integral to the future development of this sector. Additionally, this portion of the community integrates a transition from the town center along Floyd Road to the residential type development to the west of the study area.

### Old Town Center

Veterans Memorial Highway is the focal point of the southernmost segment of the community. This area contains the shells of a once vibrant highway economy which is now in need of redevelopment. The scale of development proposed in this area will require a major transportation investment such as commuter rail, light rail, or bus rapid transit to realize its full potential and connect it to the broader regional economy.

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Master Plan

January 2012

# SOUTH COBB TOWN CENTER MABLETON LIFELONG COMMUNITY MASTER PLAN

## Mableton Illustrative MasterPlan



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

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LCI Study

July 2010

## D L HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI STUDY

### INTRODUCTION

In 2009, the City of Atlanta and Cobb County were awarded a Livable Centers Initiative grant from the Atlanta Regional Commission for a joint planning effort along Veterans Memorial Highway and D L Hollowell Parkway.

The study looked at a 4 mile stretch of this corridor, with the Veterans Memorial Highway portion of the study area going from the Chattahoochee River to Buckner Road.

The study provided a community profile, looking at existing conditions. Land use and zoning, historic and cultural resources, natural resources, green space and transportation were all assessed.

The study had extensive public outreach that included a stakeholder committee, neighborhood meetings, public meetings, a public design workshop and stakeholder interviews.

Recommendations in land use and zoning, transportation, green space, historic resources, economic development, urban design and strategic strategies were provided.

An action plan with implementation strategies, work program and 25 year projections concluded the study.

### WHY...

Veterans Memorial Highway is an interesting arterial corridor that changes characteristics along the stretch of the study area. In Cobb County, the corridor moves from an industrial stretch that begins across the Chattahoochee River in Atlanta to a more suburban type corridor.

The purpose of the study, on the Cobb County side of the Chattahoochee River, was to address preservation of historic resources, Riverview Road enhancements, pedestrian infrastructure and development of vacant properties.

The study also looked at joint issues including industrial and residential uses, balance of truck/freight traffic and commuter traffic, green space, connectivity/safety, alternative modes of travel and creating an identity.

### MAP



### RECOMMENDATIONS

The following are some of the recommendations from the study:

- Mixed-use nodes on Riverview Road and at Oakdale Road and Veterans Memorial Highway
- Develop design guidelines for the corridor
- Develop a River/Green Corridor Plan for the stretch of the River that connect both Cobb County and City of Atlanta to include trails, board walk, recreation space, pedestrian bridges, parking and trail heads.
- Pedestrian facilities improvements along the corridor
- Redevelop the vacant and under utilized properties
- Design of gateways and way finding signage
- Promote tourism that focuses on the natural and historic resources
- Improve the water quality of the River
- Erosion control for the stabilization of banks and sedimentation of the water ways
- Operational transportation improvement projects that include signal upgrades, median controls, intersection improvements and pedestrian crosswalks
- Connectivity projects to improve accessibility, circulation, safety and congestion, including new streets and extension of streets
- Trails/multi-use paths for biking and recreational uses



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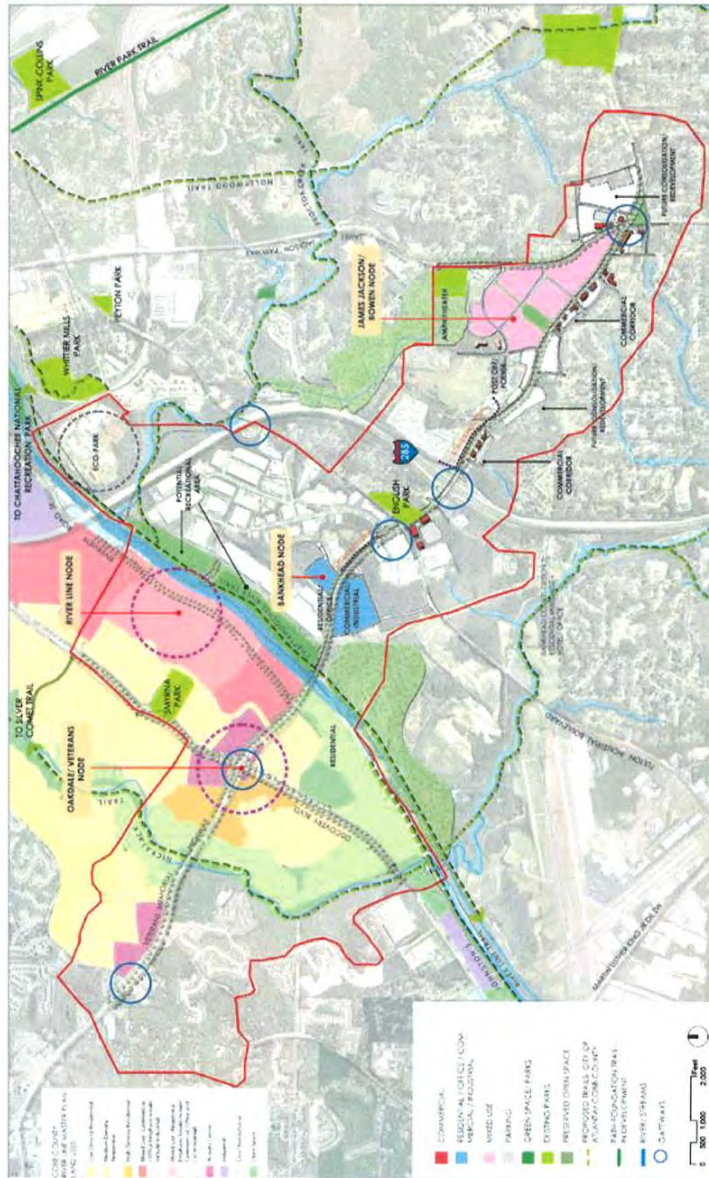
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LCI Study

# D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI STUDY

July 2010



D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

MASTER PLAN

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2

Misc.

August 2009

## COBB COUNTY COMPLETE STREETS IMPLEMENTATION PLAN

### WHY CREATE THIS PLAN

The objective of the Atlanta Regional Commission Community Choices project is to provide Cobb County with a menu of options on how to effectively implement the adopted Complete Streets Policy (Appendix A). This project consists of a comprehensive review of documents related to Complete Streets, an analysis of how the documents might facilitate or hinder program implementation, and implementation options for a successful program based on Complete Streets programs in other local governments across the country.

### INTRODUCTION

Community Choices commenced this project by receiving input in the form of a survey from peer local and state governments from across the country that have implemented a Complete Streets policy of their own. The surveys were then analyzed for reoccurring core elements and became the basis of Best Practices of Complete Street Implementation listed in the document.

An in-depth review of all Cobb County documents related to the Complete Streets policy was then performed to determine areas of potential conflict and opportunities for better coordination. Generally, it was found that Cobb County has a great start on implementing the Complete Streets policy. As the results of the review, the components of effective implementation are identified.

Community Choices also help to determine the costs for the elements included in Complete Streets Implementation by consulting The Federal Highway Administration and Smart Growth America.



### RECOMMENDATION

- Examples have been identified as **Components of Effective Implementation** of Complete Streets which are broader in scope than those listed in the Best Practices section:
  - ◊ An Effective Policy
  - ◊ Adoption of a Design Manual
  - ◊ Training of Transportation Engineers, Staff and Planners
  - ◊ Interdepartmental Coordination
  - ◊ Measuring Success
- Certain core components have evolved into **Best Practices of Complete Streets** which serve as a menu of options for implementing near, mid-term, and long-term goals:
  - ◊ Create a Unified Street Design Manual
  - ◊ Clearly Define Street Planning Process
  - ◊ Project Prioritization
  - ◊ Train Engineers, Planners and Staff on Complete Streets Principles
  - ◊ Locate Funding Sources
  - ◊ Inter-departmental coordination
  - ◊ Performance Evaluation
- **Costs of Effective Implementation** have been provided by Federal Highway Administration including:
  - ◊ Development of A Road Design Guideline Manual
  - ◊ Lower Automobile Speeds – 25-35 Mph
  - ◊ Narrow Lanes to 10' Or 11'
  - ◊ Road Diet – Convert 4 Lanes to 3 Lanes with Center Turn Lane and Bike Lanes
  - ◊ Tighten Curb Radii
  - ◊ Accessible Pedestrian Signals
  - ◊ Raised Medians
  - ◊ Addition of Bike Lanes
  - ◊ Right Turn on Red Restrictions
  - ◊ Sidewalk And Walkways Installation
  - ◊ Marked Crosswalks and Enhancements
  - ◊ Curb Ramps
  - ◊ Landscaping
  - ◊ Curb Extensions
  - ◊ Crossing Islands
  - ◊ Sidewalk Widening or Sidewalk Retrofits



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**LCI Study**
2011-2016

**Franklin/Delk LCI Study**

### INTRODUCTION

The Franklin/Delk LCI study area boundary is 2,172 acres located about 15 miles north of Atlanta. It is mainly comprised of low-end multifamily rental housing, auto-oriented strip shopping centers, commercial office complexes, warehouse facilities, and some transitional owner occupied condominiums and townhouses.

The City has continued to implement initiatives and plan public investments within the study area. Many projects that were initially identified in the Franklin/Delk LCI 5-year action plan have been completed, while some are underway. Others have been deleted due to the lack of relevance attributed to the elimination of the Franklin/Delk BRT station.

It has been five years since the completion of the Franklin/Delk LCI study and many things have occurred since. Listed in the Recommendation section are updates on the previous study and recommendations for the future.

### MAP

### WHY...

The Franklin/Delk LCI study was a joint planning collaboration between the City of Marietta and Cobb County in 2005. The joint planning effort was spearheaded by the location of a bus rapid transit (BRT) station in the Franklin/Delk area, and an initiative to encourage redevelopment and attract future development. The purpose of the study was to create a plan that would revitalize the area through attracting investments and redevelopment

### RECOMMENDATION

- In August 2006, the Weed and Seed Program initiative received formal recognition and three grants from the U.S Department of Justice.
- In September 2005, the Cobb County SPLOST program was passed. Through this initiative the City of Marietta has funded 5 transportation initiatives that are located within the Franklin/Delk LCI study boundary.
- Currently, the City of Marietta is in the process of submitting an application to the Georgia Department of Community Affairs that will establish an opportunity zone in the Franklin/Delk LCI study area.
- The Global Green Technology Corridor is a developing concept within the study area. Specifically, the vision that has been identified for this innovative concept is to create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future.
- In November 2013, a \$68 million General Obligation Bond was passed by Marietta voters. \$64 million is designated to buying aging apartment complexes on Franklin Road, razing these properties, and then opening the land to private investors for redevelopment as well as infrastructure improvements along the Franklin Road corridor.
- In March 2009, the Marietta City Council passed an update to the existing sign ordinance as an attempt to minimize visual blight attributed to signage. The amended sign ordinance allows applicants the ability to construct LED panels on existing billboard structures only along Interstate 75 as long as another separate nonconforming billboard elsewhere in the City is completely demolished. The intent of this ordinance is to eliminate some of the sign blight on secondary roads, such as Delk Road and Franklin

### COMPLETED PROJECTS

- On January 1, 2005 the Georgia Revenue Commissioner approved the Franklin/ Gateway Tax Allocation District.
- The Marietta Comprehensive Plan 2006-2030 was approved on July 13, 2005.
- On September 14, 2005, the townhouse ordinance amended the zoning code classifications that allow townhouse or condominium developments.
- The GDOT has installed pedestrian fencing over 2 bridges along Interstate 75; Delk Rd and S. Marietta Pkwy.

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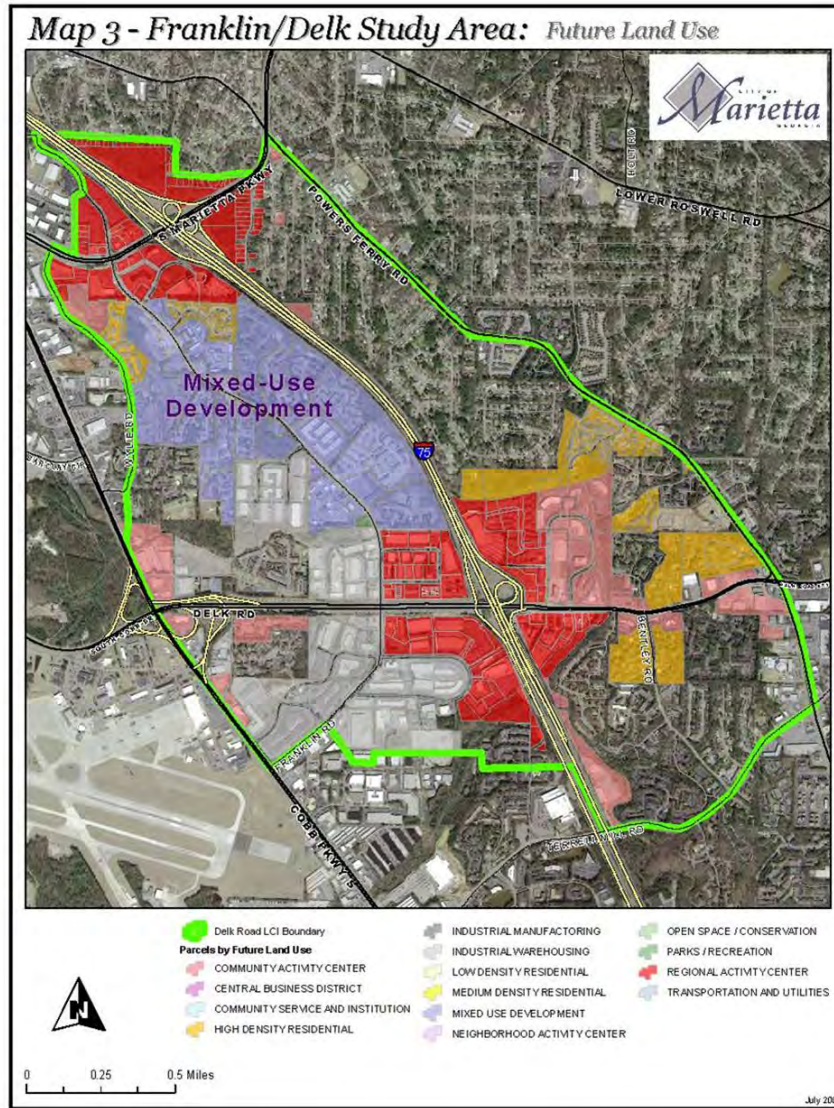
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LCI Study

2011-2016

## Franklin/Delk LCI Study

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## Corridor Study

2011

## JOHNSON FERRY ROAD URBAN DESIGN

## WHY DEVELOP THIS PLAN?

There are numerous constraints and challenges for the Johnson Ferry Road area: auto-dependant development; a lack of landscaping; few pedestrian access and safety features; numerous curb cuts; and a lack of inter-parcel access. At the same time the area benefits from many unique opportunities and assets, including: the regional major thoroughfare, niche retail shops; healthy mature neighborhoods; a balanced mix of retail and business activity; immediate access to the Chattahoochee River; and neighborhood interest and involvement.

The community, the steering committee, and the project team which highlighted and identified these insights believe that it is the time to conduct a study or plan along the Johnson Ferry Road area to bring a more attractive place for people living there.

## INTRODUCTION

Johnson Ferry Road is located in eastern Cobb County and serves as the main north south thoroughfare. A series of focus group discussions were held in 2009. These discussions resulted in the need to further study the area and create an overall urban design plan focusing on improving the aesthetics and maintaining its unique character while ensuring mobility for people via multiple modes of travel. In February of 2010, the Board of Commissioner authorized the Community Development Agency to develop the Johnson Ferry Urban Design Plan as a result of growing concerns for this major commercial and residential corridor. The study area covers the southern portion of the Johnson Ferry Road from Roswell Road to Chattahoochee River which is county's boundary. The plan is a mid to long range plan that addressed land use and transportation. In addition, it will provide a framework for improving both visual aesthetics and functionality of public spaces, streetscape. Four public meetings have been hold during this study. The study was approved by the Board of Commissioners in 2011.

## RECOMMENDATION

- The corridor is divided into four major districts and the land use plan and the street design of each district varies primarily based on the distinct character of each area/district. District One: Commercial/Retail District, District Two: Office/Institutional District, District Three: Town Center and District Four: Residential/Recreation District.
- Three major commercial activity centers are defined along the corridor which are at the Roswell Road intersection, at the Lower Roswell road intersection, and at the Paper Mill Road intersection.
- Street widening and space preservation is proposed in certain portions of the corridor as a way of improving landscaping and pedestrian walkability as well as getting ready for the street long term renovation.
- Reducing the block size by add new streets at the three major activity centers is encouraged to provide better connectivity among commercial properties.
- Road/intersection realignments, street widening, appropriate internal links, sidewalk widening, multiuser trails, pedestrian bridges over Johnson Ferry Road, pedestrian walkways linking the building to sidewalks, and public transit system are proposed in certain location to improve the multi-mode travel conditions
- Wider Landscape strips, bigger tree canopies, continued green/landscaping system, and well-designed gateway and landmark features are recommended in the plan to highlight the harmony of the built environment, to meet the needs for variety of users and activities, and to help enhance and define the identity of the place.
- Long-term corridor improvement including street section design has been proposed in the plan to envision the ideal future of the area.



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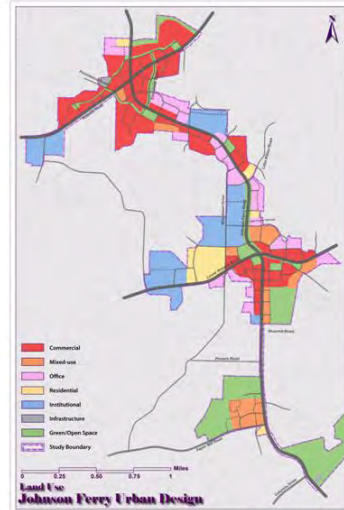
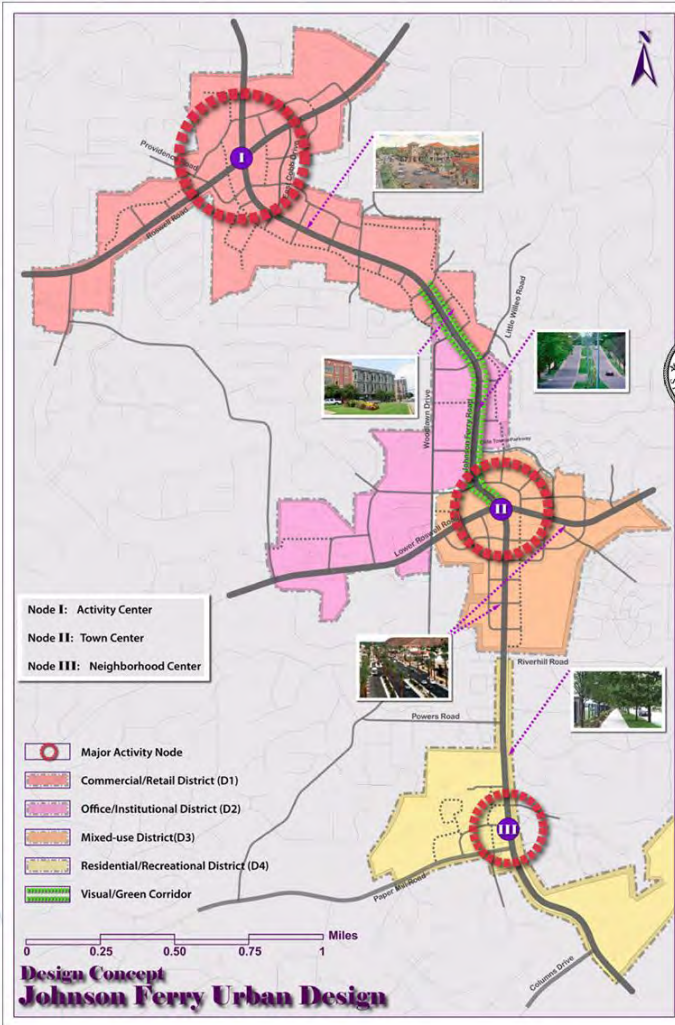


## Corridor Study

2011

## JOHNSON FERRY ROAD URBAN DESIGN

## DESIGN CONCEPT



## AERIAL

## DISTRICT 2 STREET SECTION



Existing



Proposed



Future

## COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

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Master Plan

November 2009

# RIVER LINE MASTER PLAN

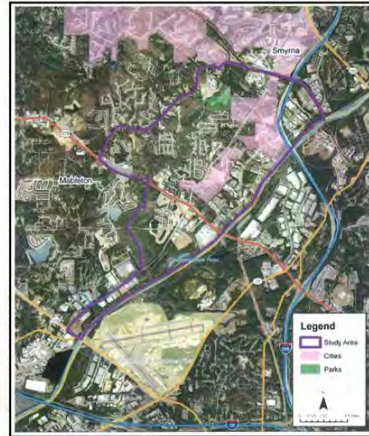
## INTRODUCTION

The Cobb County Community Development Agency contracted with a consultant to create a master plan that addresses land use, preservation, recreation and non-vehicular transportation in an area of southeast Cobb County that borders the Chattahoochee River.

A Stakeholder Committee and Project Management Team were established. Three public meets were scheduled and an additional four meetings were conducted to ensure there was sufficient public involvement.

Three alternative concepts were created. Through community and stakeholder feedback, a final master plan was created that incorporated the strongest features of the three alternative concepts. The primary focal point of the final master plan is a mixed-use village center along the Chattahoochee River.

The master plan explores a range of options and then identifies future, discrete improvement projects and lays out an achievable and cost effective strategy for their implementation.



MAP

## IMPLEMENTATION STRATEGY

The Implementation Strategy intended to provide direction for how to make the recommendations in the plan a reality. This Strategy builds an Implementation Schedule of actions needed to implement the goals, programs and projects formulated as part of the Final Master Plan. The Strategy includes:

- Maintain active oversight of the development of the River Line area
- Change land uses to better reflect the desired community-friendly character of the area
- Ensure future development consistently embodies the desired character of the area
- Develop programs and policies to encourage the preservation and maintenance of the shoupadés and other historic resources found along the River Line
- Promote historic-based tourism
- Encourage low-impact development
- Improve existing parks and develop new accessible parkland in the River Line area
- Develop a system of trails to provide greater opportunities for recreation and non-vehicular transportation
- Ensure local and regional transportation plans reflect the desired community-friendly character of the area
- Develop a network of bicycle paths to provide greater opportunities for non-vehicular transportation

## WHY...

The River Line is an area in transition. The area has a rich and diverse history. The master plan is intended to create a "framework" that guides the future of the River Line. Although conceptual in nature, the planning concepts were drawn from a thorough a careful understanding of the land, the community and the history that has shaped both.

Six primary planning principles were developed to guide development of a master plan.

- Enhance Connectivity
- Reconnect to the River
- Enhance Recreation Opportunities
- Emphasize Cultural & Historic Resources
- Create Community-friendly Character
- Develop Strong Sense of Identity
- Enhance Businesses in the Area

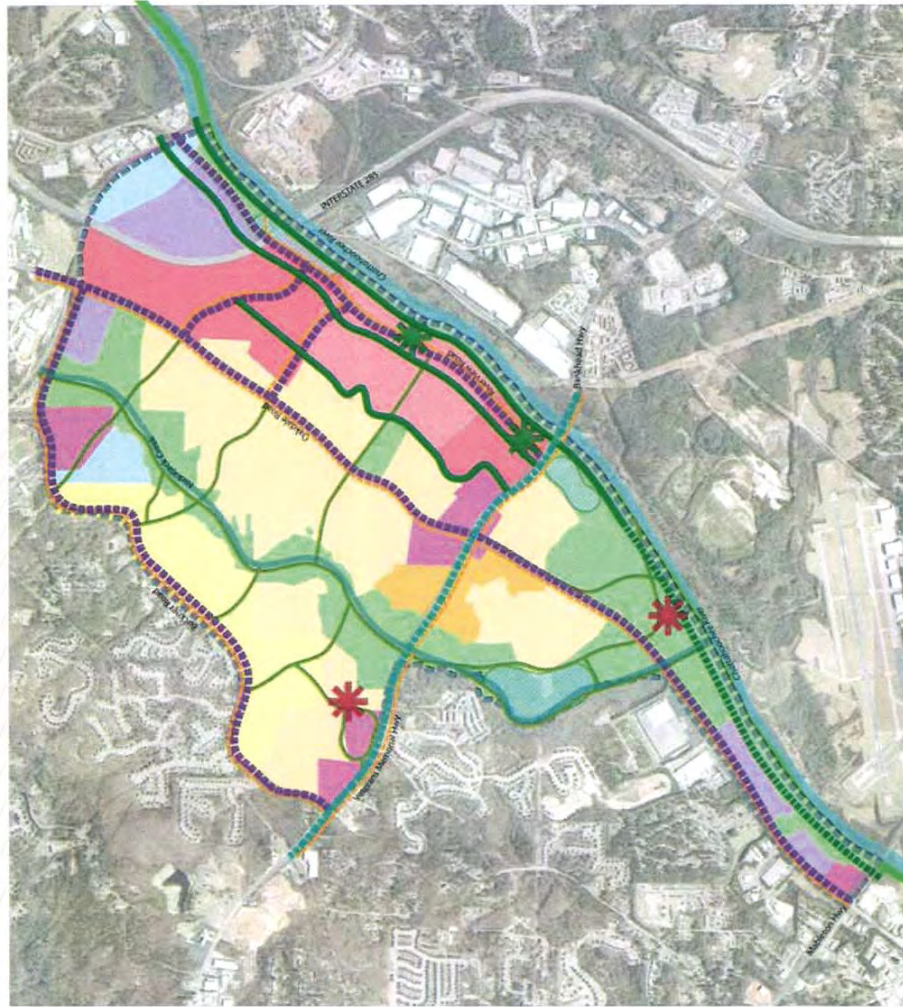
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Master Plan

November 2009

**RIVER LINE MASTER PLAN****COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**

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## Corridor Study

2006

## SIX FLAGS ROAD CORRIDOR PLAN

## INTRODUCTION

In September 2005, the Cobb County Department of Transportation hosted a workshop on pedestrian safety and mobility along Six Flags Drive in southern Cobb County. The workshop was facilitated by the Atlanta Regional Commission (ARC) via its Walkable Communities initiative.

Based on the finding of this workshop the Planning Division developed this study in 2006, which examined the relationships between land use patterns, transportation infrastructure and public safety along the corridor.

## MAP



## WHY...

The purpose of this study is to examine existing land uses, zoning, and future land use recommendations in order to determine whether or not policy changes would be appropriate. The following is a breakdown of each individual section of the document:

**Methodology:** Provides a basic overview of the tools and techniques used to carry out the study.

**Community Profile:** Provides background information on the study area; Includes information on existing conditions within the study area such as demographics, housing stock, commercial/retail uses, etc.

**Concept Plan/Recommendations:** Provides detailed strategies and action items to be considered for implementation within the study area.

**Implementation:** Provides information on ways to apply the strategies brought forth within the Concept Plan and Recommendations section of this document.

## RECOMMENDATIONS

The concept plan for the Six Flags Drive corridor focused on creating a *sense of place* for the area. The area is within a zip code (30168) that is associated with the City of Austell, though it is not physically located with the city's boundaries. The overall theme of the concept plan is to transform the corridor into a destination/activity center, complete with parks and greenspace, new multi-family housing opportunities, and new mid-range retail outlets.

Considering the fact that issues regarding transportation infrastructure were the primary factors leading to the initiation of this study. The following is a listing of recommended projects and improvements that we believe will assist in increasing the attractiveness of the study area:

- Sidewalks (5' wide concrete), with Pedestrian Refuge Islands
- Bus Stop and intersection improvements
- Decorative Streetlights
- Pockets Parks
- Raised Medians
- Connecting sidewalks
- Aesthetic Features - Six Flags Drive main corridor, South Cobb Recreation Center to Riverside Parkway/Interstate 20
- Street Grid Network
- Intersection Improvements

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LCI Study
2012

## SIX FLAGS LCI STUDY

### INTRODUCTION

The Six Flags Livable Centers Initiative (LCI) Study offers and analyzes public and stakeholder input and provides recommendations on transportation, land use, and economic development with an eye towards sustainability for the study area in southeast Cobb County.

Cobb County was awarded this LCI grant by the Atlanta Regional Commission to further the efforts made through various other studies in the area and to present the community with implementable projects and policies to enhance the area. This study was done to identify new opportunities within the study area.

### MAP

### WHY...

The overall purpose of this study is to develop a master plan for multi-modal transportation options, a mix of compatible but varied land uses that are supported an economic analysis and an implementable five year program.

### GOALS AND RECOMMENDATION

The goals of the Six Flags LCI study were presented in three main categories. Land use, transportation and economic development. The top goal within each of the above category is as follows:

**Land Use** - Create a safer community for residents and visitors.

**Transportation** - Develop and prioritize a network of paths for non-motorized vehicles and pedestrians by interconnecting existing sidewalks and introducing new paths/sidewalks/trails for major routes & corridors.

**Economic Development** - Attract office jobs in regionally competitive industries such as professional and technical services, health care, and educational services.

There are two overarching recommendations that emerged from assessing all of the input to this process:

- The community has members who are very engaged and searching for a way to help the area succeed. It is recommended that this group initiate the formation of a Six Flags Community Task Force.
- The second recommendation is that the requirements for additional police resources be evaluated and that funding opportunities to support this growth in police presence be identified and sought.

### COMMUNITY INPUT

Based on the community input the top goals, regardless of category are:

Attract community serving retail uses, such as grocery stores, banks, and sit-down restaurants.

Encourage the redevelopment of older apartment complex properties along Six Flags Drive.

Create a safer community for residents and visitors.

### COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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## Redevelopment Plan

January 2012

**SOUTH COBB IMPLEMENTATION STRATEGY****INTRODUCTION**

Over the past decade, there has been substantial effort and discussion that have occurred in developing a strategy for improvements in South Cobb. South Cobb is an area of immense promise and opportunity given the area's superb location, easy access to job centers, and active business and residential communities. The purpose of this report is to take the various efforts that have taken place and fold them into a clear and concise strategy for improving South Cobb quality-of-life.

The South Cobb Strategy keys in on three main initiatives that, as separate entities, can impact their local surroundings, but when combined together can have a transformative effect of improving the lives and economic conditions for the community. They include Mableton, the Six Flags area, and the River Line.

**WHY CREATE THIS STRATEGY?**

Local and state elected officials assembled a team and requested involvement of community partners to develop a strategy and communication tool to help South Cobb develop a clear concise action. In effect, Cobb County is trying to build new market share and improve the lives, spirits, and living conditions of those that reside in these neighborhoods. In addition, the effort includes a means to collaborate with other area partners to improve education, increase social capacity, and coordinate non-profit organizations to foster community improvements. Together these efforts will leverage public, private, and non-profit capabilities into an area that is in need of revitalization. By taking a holistic approach to community revitalization, the active partners will help to ensure that the mistakes of the past are not replicated.

**SOUTH COBB DEVELOPMENT NODES**

The three South Cobb Development Nodes (Mableton, Six Flags, and River Line), are like a three legged stool, each is holding its own and together they can create a stable, safe, and reliable place. If these three areas are balanced, then the goals set for each unique character area will be supportive of one another.

**Mableton**

The Mableton Implementation Strategy is a visual depiction of the Illustrative Master Plan created by the residents, businesses, and stakeholders in the Mableton community. Mableton is a community with good existing structure including a well proportioned street grid around Church Street and an organic network of roads that have developed over time closer to Floyd Road. The Implementation Strategy proposes a number of additional street connections that will blend the two street methodologies in a manner that improves connectivity for all modes or travelers (vehicles, pedestrians, and bicyclists). In addition, one of the main components of the strategy is to increase the number of civic spaces, as you would see in many historic towns. This is accomplished through the addition of greens, squares, community gardens, and pocket parks throughout the community. Finally the implementation of this vision is based upon four main "development" sites, which are the North Quadrant, Town Center, Mableton Elementary, and the Old Town Center. These four strategic quadrants have potential to establish clearly defined pilot projects and character that together form the new Mableton community.

**Six Flags**

The Six Flags Implementation Strategy lays out a scenario that concentrates revitalization efforts into two areas. The first is along Six Flags Drive between Factory Shoals Road and the I-20 Interchange. The second is south of I-20 adjacent to the Six Flags Over Georgia Amusement Park. In order to activate the redevelopment along Six Flags Drive, it is necessary to change the existing dynamics. The core area of the Six Flags Drive Node has a high concentration of apartment communities that are nearing the end of their life span. The property owners have not reinvested in their properties and as a result rents are low, vacancies are high, and crime is increasing. Using NSP3 funds, the South Cobb Redevelopment Authority, Cobb County, and the Cobb CDBG (Community Development Block Grant) Program can work together with local charitable foundations to initiate a catalyst redevelopment project. All means will be taken to ensure that responsible residents will be able to remain in the community, if they wish, so that we are not destroying the existing community fabric where networks and bonds have been established.

**River Line**

The River Line Implementation Strategy is a layout of how land use, transportation, historic preservation, and natural resource protection can all work together to build community spirit, support redevelopment, and stabilize a community. The area greatly benefits by being adjacent to the Chattahoochee River, it has convenient access to I-285, and is in the vicinity of stable industrial job opportunities. The River Line Area must balance the needs of the existing residents and the existing industrial businesses so that both will be able to prosper all while respecting the topographic and hydrologic challenges that occur being adjacent to the Chattahoochee River.

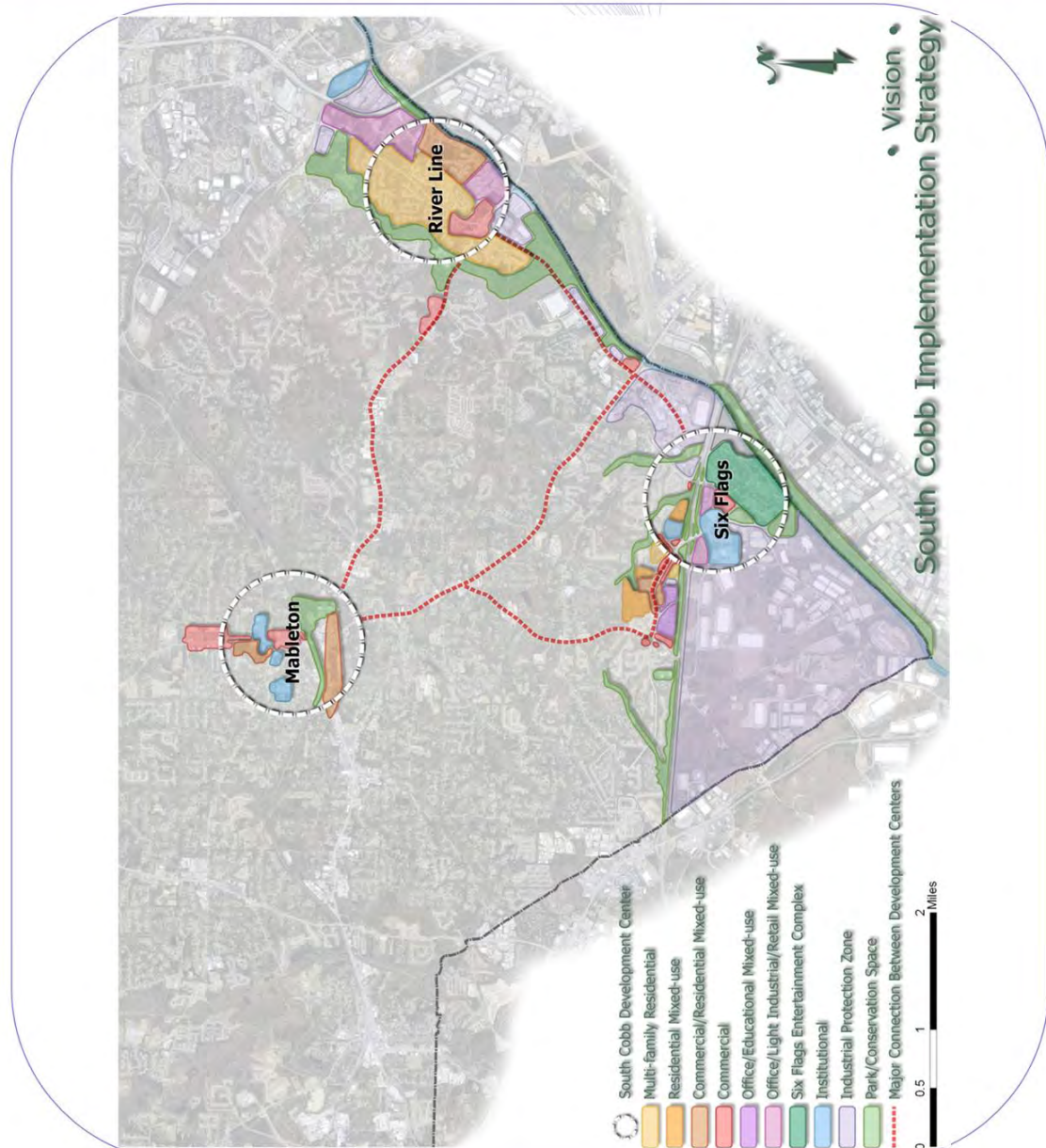
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Redevelopment Plan

January 2012

**SOUTH COBB IMPLEMENTATION STRATEGY****COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION****2**

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Master Plan

July 2012

## VININGS VISION A MASTER PLAN FOR A GEORGIA HISTORIC COMMUNITY

### INTRODUCTION

Vinings is a unique community located in the southeast part of Cobb County inside I-285. It has a historic core that has developed into a high-end, low density, residential community that is now surrounded by more intense and high density uses.

The Vinings Vision was adopted by the Cobb County Board of Commissioners in July 2012 after a lengthy planning process. The goal was to produce a plan specific to the community's needs.

The planning process included four public meetings. Plan themes, goals and objectives were identified. The final document included an existing conditions analysis, a vision, concept plan, and recommendations and an implementation program.

The recommendations and implementation program included short, mid- and long-range goals.



### VININGS COMMON



### WHY...

The Vinings Vision Plan was a Cobb County Board of Commissioner request. The Vinings community had expressed interest in creating long range strategies for the community.

The Vinings Village has never been incorporated, but there has always been a strong sense of identity and sense of place associated with the area by the residents and businesses.

While there are many studies for the areas surrounding Vinings, none had ever focused solely on the issues related to the core of Vinings. These issues are wide-ranging that include land use, transportation, historic preservation, natural resources and maintaining a sense of place.

With the community's input, the final document was able to address many of Vinings' most pressing concerns.

### RECOMMENDATIONS

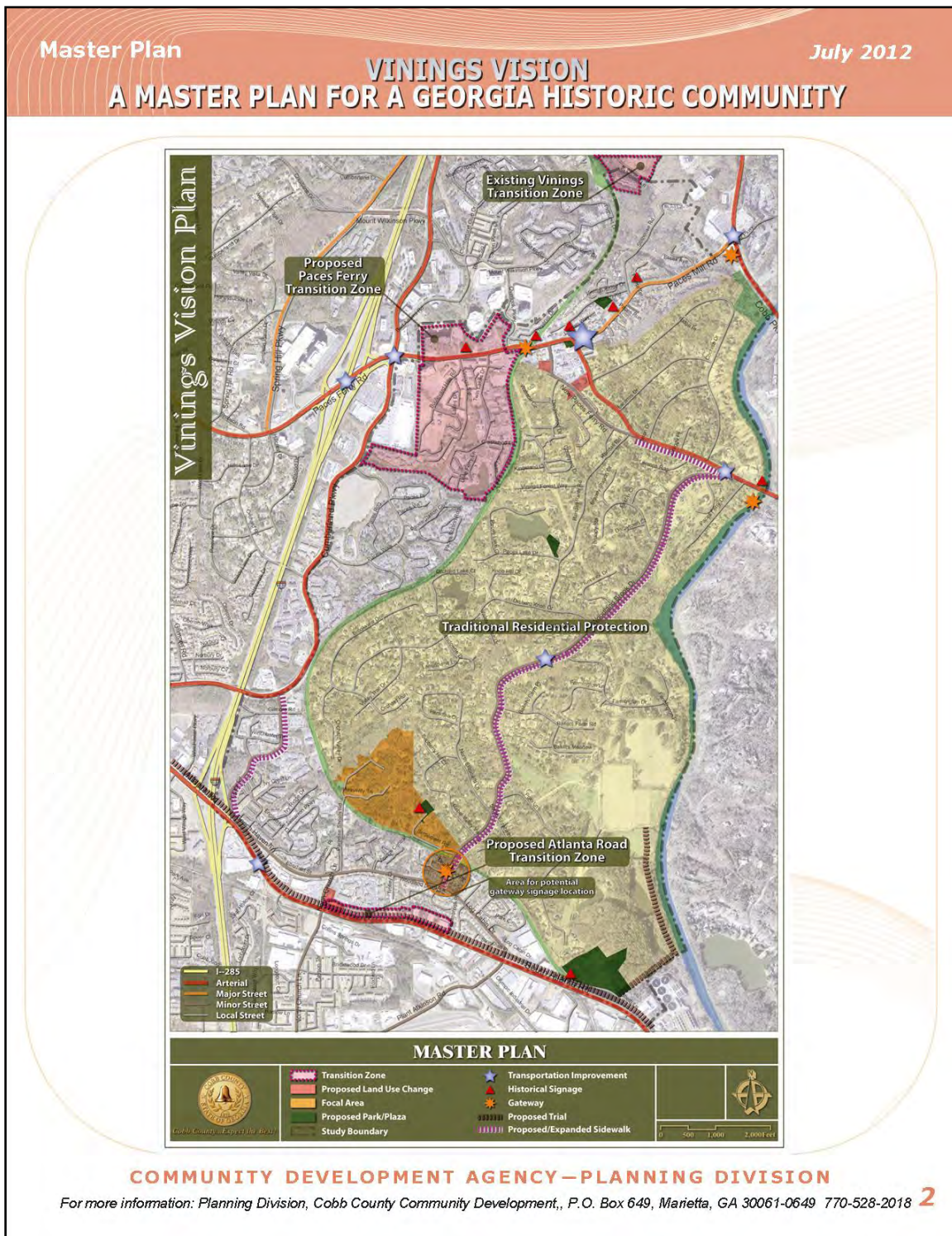
The recommendation and implementation program included items under multiple topics, including traffic, bicycle/pedestrian infrastructure, land use, natural environment, community facilities, historic preservation, aesthetics and sense of place. Many of the proposed projects will require community fundraising and partnerships. Below are some highlights.

- Make road improvements at the Paces Ferry Road and New Paces Ferry intersection, including new left turn lane from Paces Ferry to New Paces Ferry
- Roundabout at Woodland Brook Drive and Paces Ferry Road with pedestrian-friendly features
- Signalized crosswalks and pedestrian improvements at Paces Mill Road and Paces Ferry Road
- Create two new transition zones along Paces Ferry Road and Atlanta Road
- Acquire land for Vinings Commons (plaza) at the corner of Paces Ferry Road and Paces Mill Road
- Create historic trail with interpretive signage and wayfinding signage incorporated into streetscape
- Streetscape on Paces Ferry Road, Paces Mill Road and New Paces Ferry Road
- Erect signs at four Vinings gateways

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November 2014

## COBB COMPETITIVE EDGE

### ABOUT

The Cobb Competitive Edge is a comprehensive strategy for economic development led by the Cobb Chamber of Commerce. The EDGE was introduced in 2012 and is a partnership between the business community, local development authorities and the six cities located in Cobb County. The goal of the EDGE is to market Cobb County to prospective businesses and strengthen the economy by recruiting and retaining jobs. The EDGE includes an implementation plan that identifies seven seeds or areas of focus, seven benchmarks for success and seven targeted industries that are conducive to the economy and quality of life that currently exist in Cobb County.

### TARGET INDUSTRIES

1. Aerospace and Advanced Equipment Manufacturing
2. Information Technology and Software
3. Professional and Business Services
4. Wholesale Trade
5. Healthcare Services
6. Travel and Tourism
7. Bioscience



## COBB'S COMPETITIVE EDGE

### SEVEN SEEDS

**The EDGE strategy includes seven specific goals ranging from creating jobs, marketing the County and creating a sense of place.**

- Seed 1:** Retaining & Expanding Existing Business
- Seed 2:** Encouraging Entrepreneurship & Aiding Small Business
- Seed 3:** Marketing Cobb & Projecting a Positive Image
- Seed 4:** Developing, Recruiting & Retaining Talent
- Seed 5:** Investing in Transportation Infrastructure & Traffic Relief
- Seed 6:** Support & Coordinate Redevelopment Efforts
- Seed 7:** Cultivating Community Identity & Sense of Place

### BENCHMARKS

The Cobb Competitive Edge contains a strategy which includes seven benchmarks to be accomplished by 2018. They include:

1. Creating 7,500 new jobs
2. Increasing payroll earnings and income by \$420 million and \$7,000 per capita
3. Reducing unemployment to 5.5%
4. Increasing public school graduation rates by 4%
5. Increasing the number of college-bound students in Cobb County by 7%
6. Increasing the number of existing industry site visits from 30-100 annually
7. Increasing quality of life as measured by Kennesaw State University's Quality of Life Survey

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## Corridor Study

2009

**AUSTELL ROAD ACCESS MANAGEMENT PLAN****INTRODUCTION**

In July 2007, Cobb County completed a LCI Study for the Austell Road Corridor in which several recommendations were given. One of the results of the prior LCI study effort was the inclusion of a transportation systems recommendation to develop an Access Management Plan.

Access Management (AM) is the systematic control of the location, spacing, design, and operation of driveways, median openings, interchanges, and street connections to a roadway. Access Management involves roadway design applications, such as median treatments and auxiliary lanes, and the appropriate spacing of traffic signals.

**WHY...**

The primary goal of the study is to produce a versatile planning tool that can be used to prevent future access problems and to provide solutions to current access dilemmas. The purpose of this planning effort is to evaluate roadway design and access characteristics and propose access changes that improve the safety and operation of the corridor. Considerations included median closures and improvements, signal location, auxiliary lanes, site access, land use concepts and improvements to the supporting roadway network.

**RECOMMENDATIONS**

Recommendations for the Austell Road Access Management Plan consist of a number of different types of projects. The recommendations also include potential new roadways, changes to the median, driveway closures, and pedestrian projects. Listed below is a few of the recommended projects:

- Widen Austell Rd to 6 lanes from Windy Hill Rd to Veterans Memorial Hwy.
- Extend 2 lanes on Brookwood Dr to Veterans Memorial Hwy (US 278/US 78/SR 5).
- Widen Floyd Rd to 4 lanes from Austell Rd to Hicks Rd.
- Realign Hurt Rd at Floyd Rd intersection.
- Roadway operation upgrades for Clay Rd from Austell Powder Springs Rd to Austell Rd.
- Add a wider shoulder on the northeast side of the Austell Rd & Mulkey Rd intersection so that U-turns can be made more easily.

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LCI Study

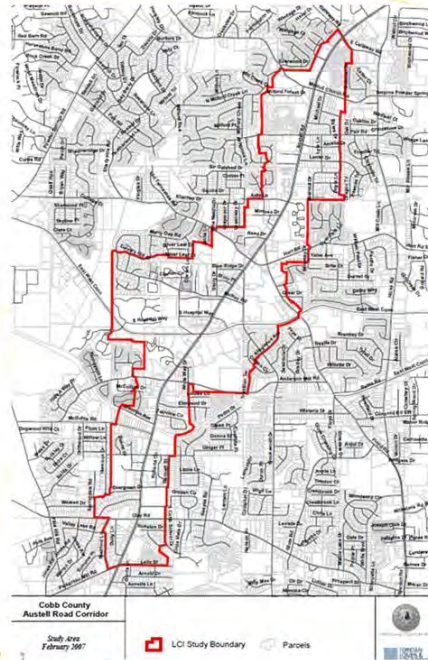
July 2007

## AUSTELL ROAD LCI

### INTRODUCTION

The Austell Road Corridor Livable Centers Initiative Study is a Multi-disciplinary planning study carried out by Cobb County with partial funding from the Atlanta Regional Commission (ARC). The vision motivating this effort is to revive the spirit and strength of this street and the neighborhoods, businesses and activity centers that it links together. The study supports the implementation of the Cobb County Comprehensive Plan by seeking to:

The study area for the Austell Road Livable Centers Initiative Study is a four-mile long segment of Austell Road stretching from Leila Street to Callaway Road. The study area is approximately 1/2 mile in width.



MAP



### WHY...

The purpose of the study is to develop an implementable plan that will serve as a blueprint for addressing transportation, lands use, economic development and community design issues in a holistic way. The emphasis is on creating livable environments as well as efficient vehicular movement and more efficient utilization of existing infrastructure.

### RECOMMENDATION

The recommendation of this study fall into five areas. Below is a summary Of each areas and the top areas of focus. Full detail and description of each recommendation can be found in the study document:

- **Transportation improvements for all modes of travel**  
SPLOST Projects  
New Intersection Improvements  
Access Management Strategies
- **Better land use regulations and incentives**  
Changes to Future Land Use Map  
Changes to Zoning Ordinance
- **Community design features**  
Austell Road Streetscape  
Design Plans for "Catalyst" Sites
- **Neighborhood preservation and housing**  
Better Land Use Transitions  
Infill Development Regulations  
Code Enforcement
- **Community organization strategies**  
Creation of Neighborhood Stabilization  
Develop a Business Association  
Partnering with Existing Community Organization

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## Corridor Study

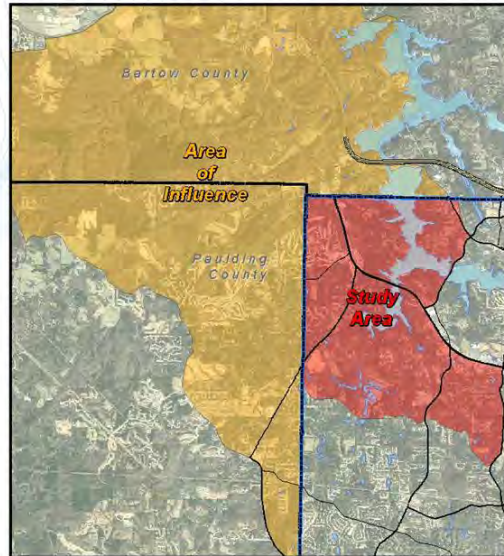
August 2014

## NorthWest Cobb Land Vulnerability Analysis

## INTRODUCTION

The Northwest Cobb Land Vulnerability Study is a collaborative effort involving various departments within Cobb County as well as the community. The Community Development Planning Division was the lead in the effort with other departments providing technical assistance including the Department of Transportation and Water Systems as it relates to transportation, stormwater and sewer. To ensure the study is successful and reflects the community's character and ideas, residents and business owners in and around the study area were a valuable and informative asset to this plan. The Primary tasks for the vulnerability analysis included an existing conditions report, community involvement, and a concept plan that was approved by the Board of Commissioners and included in the Cobb County 2030 Comprehensive Plan.

## MAP



## WHY...

The Northwest Cobb Land Vulnerability study area is in a challenging area of Cobb County. There are environmentally sensitive lands. There are incompatible land uses along with three highly traveled arterial roadways and proposed new transportation projects. There are emerging new developments that will impact the study area and there is an intergovernmental water agreement with capacity limits. With the new and growing infrastructure, the attraction of Lake Allatoona, and the new commercial developments there is expected growth for northwest Cobb County.

The goal of this report was to examine, identify, and modify incompatible land uses with respect to existing and changing conditions that could influence this area over the next 10 to 20 years. These influencing forces include incompatible land uses, commuter traffic, new and improved transportation facilities, commercial and residential developments, and environmental factors related to stormwater runoff and lake Allatoona.

## RECOMMENDATION

By Implementing the Northwest Cobb Land Vulnerability plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding and controlling future growth for north west Cobb County.

The Northwest Cobb Land Vulnerability Analysis includes a "Framework" that guides the future of northwest Cobb County. The "Framework" plan's strategy is outlined by three major elements that make up the recommended vision for the study and is summarized within the Northwest Cobb Land Vulnerability Study Implementation Plan.

The Implementation Plan focuses on modifying land use changes and adding new policy text to better align this area of the county to the market realities that are expected.

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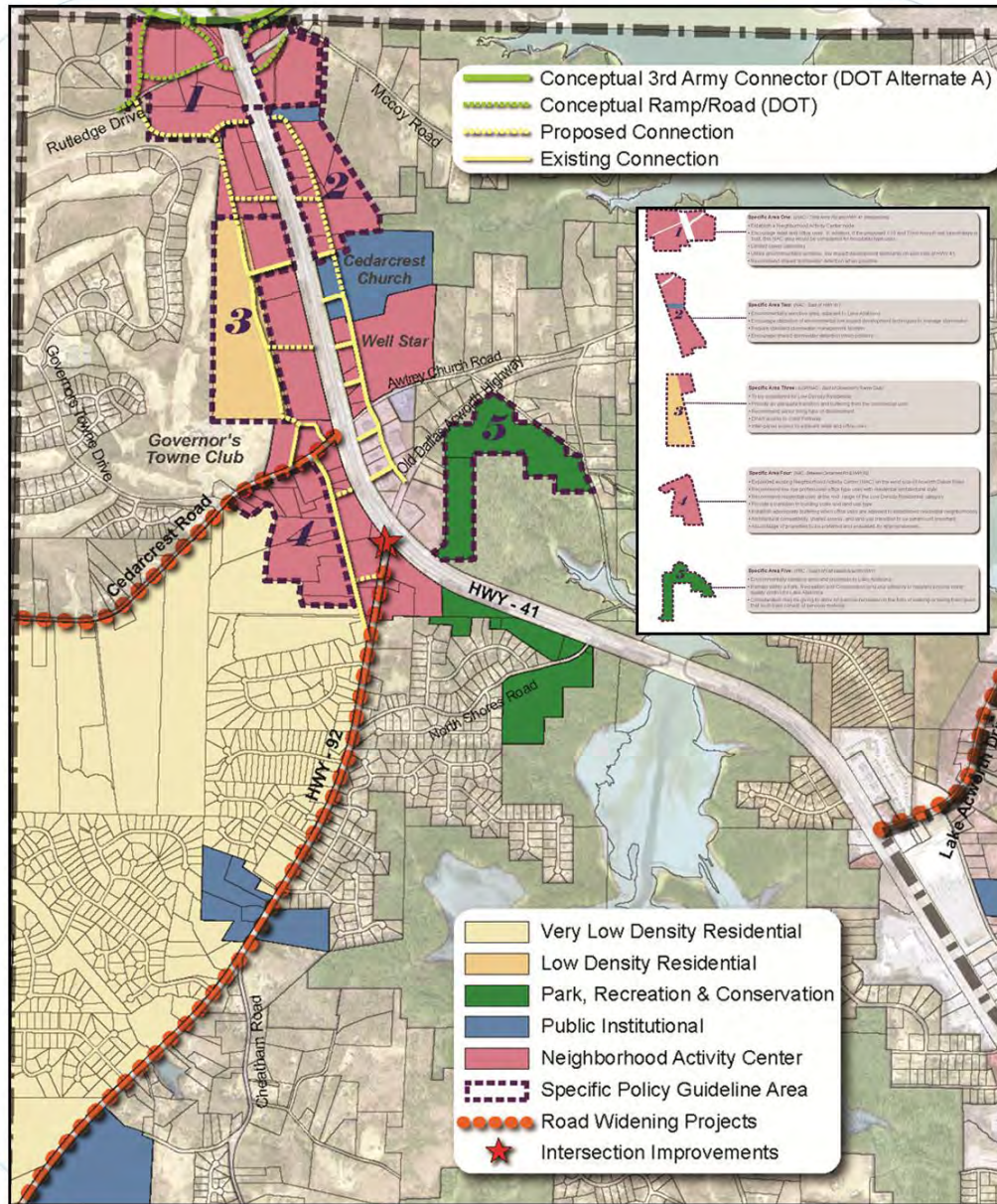
For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018



## Corridor Study

August 2014

## NorthWest Cobb Land Vulnerability Analysis



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

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## LCI Study

Adopted 2004  
Five-year Update 2009  
Ten-year Update 2015

## TOWN CENTER LCI PLAN

## WHY CREATE THIS PLAN?

The rapid growth occurring in this LCI area, although desired, has caused increasing problems with congestion, mobility, and accessibility due to development patterns required by previous policies and regulations. LCI program provides a best opportunity for Town Center Community Improvement District (TCCID) to solve these problems by offering to fund the LCI study and transportation implementation. The main goals of this study are to integrating land use, urban design, and transportation to overcome the obstacles caused by them; to building on community support; to get the LCI funding for the implementation; and to stimulating locally driven opportunities.

## INTRODUCTION

The TCCID, situated around interstates 75 and 575, is an attractive location for commercial and office establishments, as well as residential development. This area serves as an activity center for most of northwestern Cobb County, Marietta, Kennesaw, and southern Cherokee County, and as a regional activity center for the Atlanta metropolitan area.

In 2003, the TCCID initiated a master planning process for the entire CID resulting in a strategic plan which identified a 'core' area where new development and redevelopment are most likely to occur within the CID. In 2004, the TCCID requested and received a Livable Centers Initiative (LCI) grant to create a LCI master plan, supported with a detailed action plan for this core area or called SuPurb study area. The LCI program funds planning studies for local jurisdictions to develop transportation-efficient land use plans that promote development and redevelopment and increase transportation in activity and town centers.

The Town Center SuPurb LCI Plan 5-year Update has been made on 2009 as an evaluation and appraisal report toward the implementing LCI plan over the last 5 years (2004-2009) as well as updating specific objectives and action items regarding the next 5-year Action Plan (2009-2014).

In 2014 TCCID and the City of Kennesaw received ARC LCI grant to complete a joint study for a major LCI Study Plan Update. Market demands in the TCCID have greatly changed since the previous LCI initiative. Kennesaw State University (KSU) has seen tremendous growth. As growth pressure continues, the new study/plan needs to understand the market demands and the community's goals to develop in a way that meets these needs.

## PLAN BRIEF

The primary purpose of the TCCID LCI study of 2004 was to create a vision with implementable steps that, when undertaken, would promote great livability, improve mobility, and provide for residential and commercial development alternatives within the study area. There were six key sites in the Framework Plan for future investment:

- Town Center Mixed-Use Village
- High-Density Office Mixed-Use
- Transit (BRT) Center Development
- Chastain Mixed-Use
- Noonday Creek Residential Village
- Town Center Trails/Open Space

The Town Center village and BRT station had been selected among six key sites as the focus areas build upon the Framework Plan and illustrate the specificities of building type, density, and design character for key areas within Town Center. On the whole, the Framework Plan defined a vision for creating several new "urban" neighborhoods, connected by a more walkable core and a new "downtown" for the Town Center area. The Action Plan provided detailed action steps required to implement the SuPurb.

The LCI Plan five year Update 2009 served as an evaluation and appraisal report summarizes all progress toward implementing the Town Center SuPurb LCI plan in the previous five years regarding transportation initiatives, housing and other local initiatives, progress on three key development focus areas, and new developments. The new 5-Year Action Plan had been updated and continued to be the guide for implementing the Town Center LCI plan.

The 2015 TCCID LCI Plan seeks to develop an innovative regional district that promotes a diverse mix of uses, capitalizing on the growth of KSU, partnerships between public, private and educational entities, and growth of area amenities to attract a diverse 18-hour live/work/play/learn/innovate community. The key concepts of the visionary master plan includes six major components:

- TCCID LCI Overlay District: encourage mixed use, and well-connected infill development and redevelopment throughout the study area.
- Town Center Park and Restaurant/Retail Row: develop a phased entertainment amenity in the center of the CID with access to the Noonday Creek Trail and regional shopping.
- Chastain Road Entertainment District: continue to encourage growth by investing in pedestrian friendly connectivity and infrastructure.
- Transit Oriented Development Opportunities: focus on mixed use and high density growth at four key development nodes in concurrence with proposed Connect Cobb Express Bus stations within the study area.
- 7 Mile Loop Project (Noonday Creek Trail): create a scenic and natural connector to make the trail accessible to more types of community recreation, such as cycling, walking or jogging.
- Transportation: a series of improvement to upgrade road streetscape, bike, pedestrian, trail, and public transit system.

Five to ten year incremental phasing is provided to implement the visionary plan in a comprehensive, realistic manner.

The implementation strategies are laid out for implementing the master plan including organization, funding, and resource recommendations for individual projects. Five-year action plan schedule includes all the recommended projects/initiatives which itemized Housing, other local initiatives, economic development, transportation priority projects and so on with cost estimates, responsible parties, and potential funding sources included.

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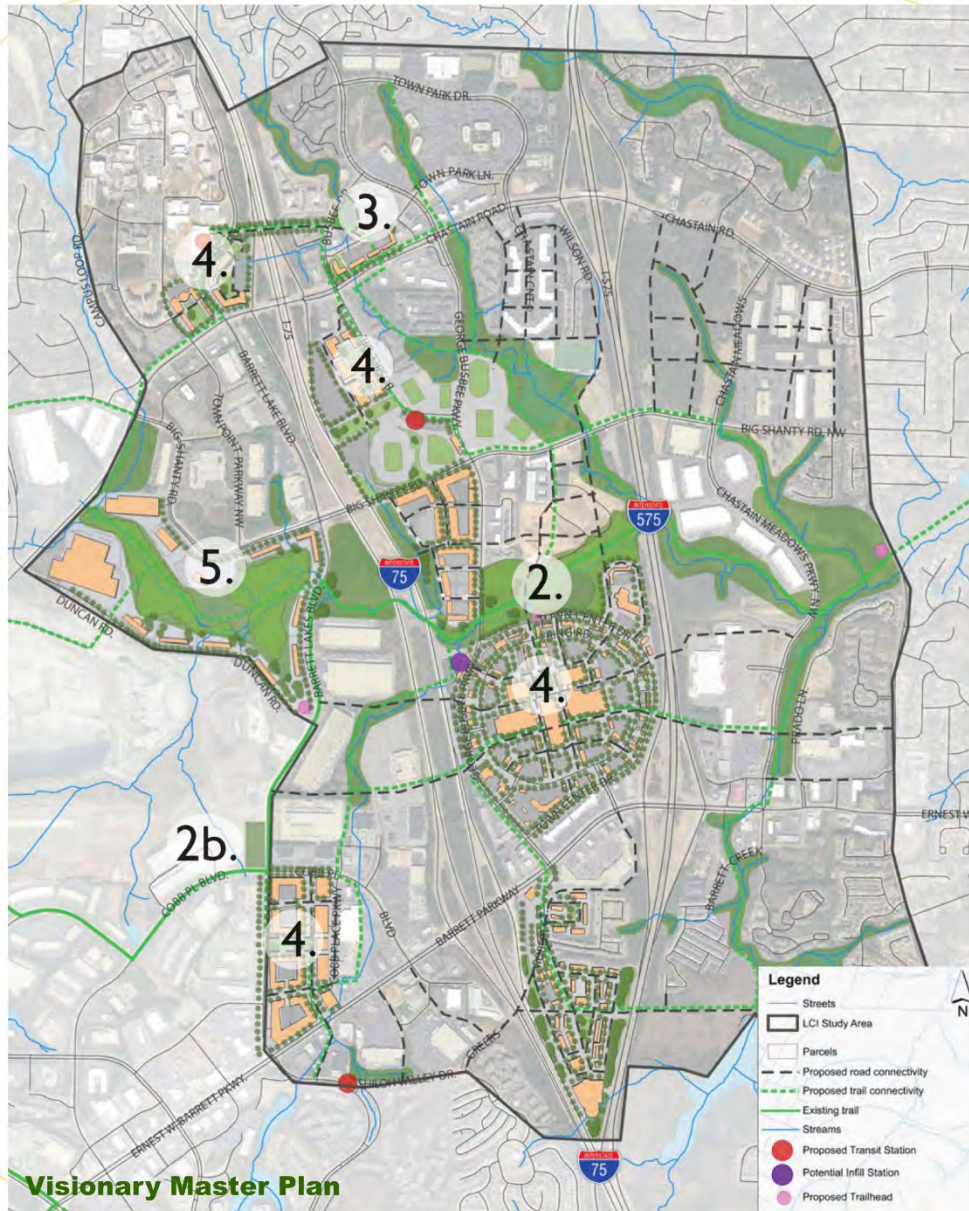
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LCI Study

Adopted 2004  
Five-year Update 2009  
Ten-year Update 2015

## TOWN CENTER LCI PLAN



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**Master Plan**
**2014**

## COMPREHENSIVE TRANSPORTATION PLAN


### INTRODUCTION

Cobb County's Comprehensive Transportation Plan (CTP) is done regularly in cooperation with the county's six cities. The most recent update to the plan (CTP Update 2040) began in April 2013 and is scheduled to be completed late 2014 or early 2015.

The data and findings described as part of the overall document provide a foundation for identifying specific strategies to maintain and improve Cobb County's transportation system in both the near term and long term future.

The CTP process involves a comprehensive public involvement process that includes a interactive website ([www.cobbinmotion.com](http://www.cobbinmotion.com)), video, considerable individual stakeholder interviews and stakeholder and technical committees.

Recommendations will be divided between short term and long term. Funding sources and estimates are to be considered and included.



COBB COUNTY | UPDATE 2040  
COMPREHENSIVE  
TRANSPORTATION  
PLAN

### WHY...

Cobb County is a major center for residential, commercial and industrial growth within the Metropolitan Atlanta region, as well as an important through route for tourism, freight and business travel—all of which taxes the county's transportation network capacity.

The Comprehensive Transportation Plan (CTP) was prepared to serve as a blueprint for transportation investments—automobile, transit, freight, pedestrian and bicycle—by Cobb County and its municipalities for the next 25 years.

The county's transportation system has been expanded over time to serve a growing economy and population of the county, and is now substantial with major roadways in place to serve future generations. As development patterns continue to solidify and undeveloped land becomes scarcer, additional transportation capacity will come more from improving existing corridors rather than the construction of completely new major travel corridors.

### REMAINING SCHEDULE

- July 2014—Scenario Planning and Evaluation  
(includes Performance Evaluation, Health Impact Assessment and Economic Impact Assessment)
- August 2014—Conclude Scenario Planning and Evaluation and begin developing Recommendations  
(includes Funding Analysis, Priority Screening Tool and CTP Phased Implementation Plan)
- September 2014—Draft Unconstrained Plan and Constrained Plan; Recommendation Report
- October 2014—Conduct Board of Commissioner and City Council Briefings; Continue Stakeholder and PI Outreach Involvement
- November 2014—Summary Report
- December 2014 and April 2015—Finalize Summary Report; CTP Adoption by County and Cities

DEPARTMENT OF TRANSPORTATION—PLANNING DIVISION

For more information: Planning Division, Cobb Dept. of Transportation, 1890 County Services Pkwy, Marietta, GA 30008 770-528-1600



February 2015

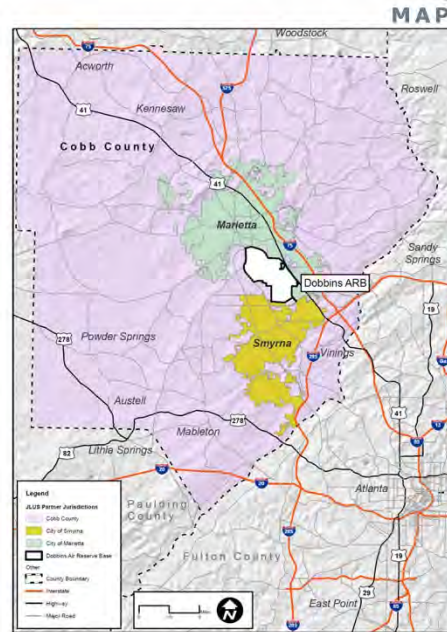
## Dobbins Air Reserve Base Joint Land Use Study

### INTRODUCTION

The Dobbins Air Reserve Base Joint Land Use Study was conducted as a collaborative planning effort that included Cobb County, City of Marietta, City of Smyrna and Dobbins ARB.

The JLUS planning process was designed to create a locally relevant plan that builds consensus and obtains support from the various stakeholders involved.

The JLUS was undertaken in an effort to develop a set of recommendations that would prevent or mitigate encroachment in the areas surrounding Dobbins ARB. The JLUS recommendations help protect the installation military missions; the public health, safety, welfare, and quality of life; and economic viability of surrounding communities.



### WHY...

The intent of this planning effort is to establish and foster an on-going working relationship among Dobbins ARB and neighboring communities. The JLUS was developed under the guidance of three main objectives:

**UNDERSTANDING.** Increase communication between the military, local jurisdictions and stakeholders to promote an understanding of the strong economic and physical relationship between Dobbins ARB and their neighbors.

**COLLABORATION.** Promote collaborative planning between the military, local jurisdictions, and stakeholders in order to ensure a consistent approach in addressing compatibility issues.

**ACTIONS.** Develop and implement strategies for reducing the impacts of incompatible activities on the community and military operations.

### RECOMMENDATION

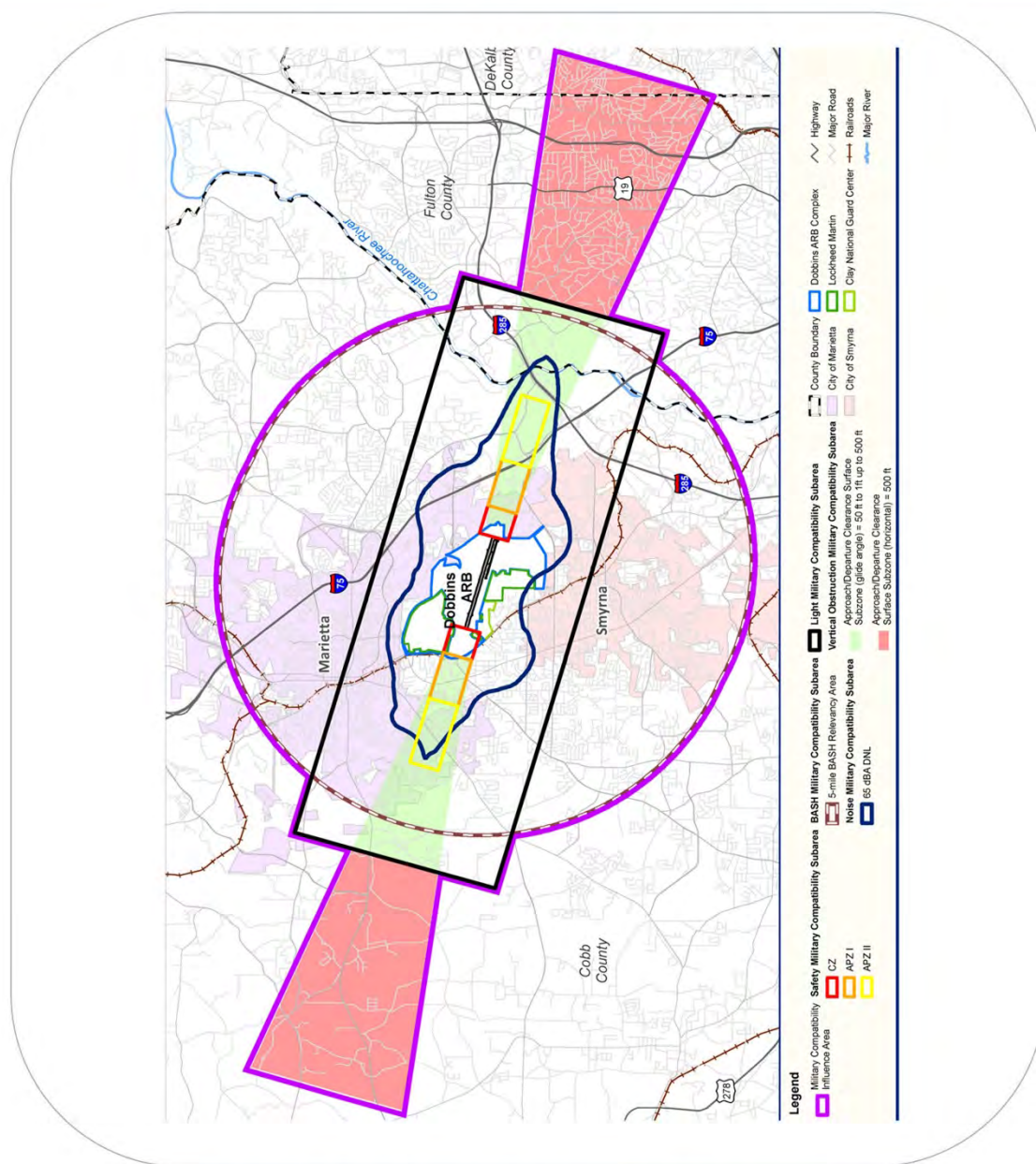
The heart of the Dobbins ARB JLUS is the set of 83 recommended strategies that address compatibility issues. Since the Dobbins JLUS is the result of a collaborative planning process, the strategies represent a true consensus plan. The strategies developed are uniquely tailored for this JLUS and respect the local context. The strategies cover a variety of compatibility issues, including anti-terrorism, communications, land use, light and glare, safety, noise and vertical obstructions. Some of the recommendations include:

- Coordinate with GDOT to provide roadway improvements along South Cobb Drive to prevent vehicles from crashing into the Dobbins ARB perimeter fence
- Establish a JLUS Implementation Coordination Committee to provide oversight and monitoring of the JLUS implementation
- Consider amend zoning codes to include sound attenuation in construction of new buildings in Noise Zones
- Develop a 3-D Imaginary Surfaces Model to assist the jurisdictions in considering code amendments to further enhance military computability structures

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## Master Plan

Updated 2015

## Powers Ferry Master Plan

## INTRODUCTION

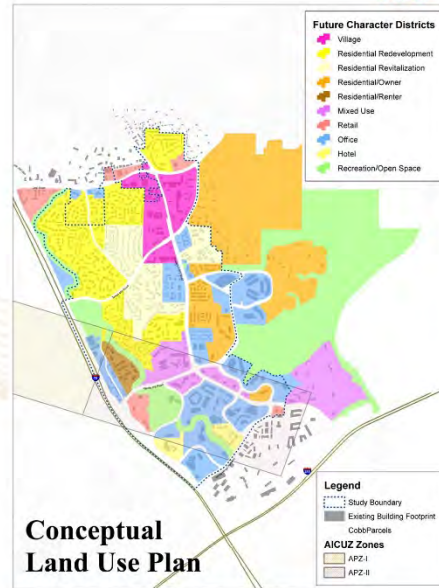
The Powers Ferry Road Master Plan is a mid-to-long range plan that will accommodate future growth and improve the quality of life for residence, employees and visitors of the area.

The study area has excellent access to the interstate highway system and includes a network of five interconnected arterial roadways. There has been considerable investment over time in residential, commercial, and office development. Residential developments consist of a blend of older and new townhome and condominium developments with few single-family homes. Commercial developments have access to at least one of the five arterials with a strong retail focus on the northern edge of the master plan area and office development concentrated within the Cumberland Community Improvement District on the southern end.

Originally approved in 2010, this plan was updated in 2015.



## MAP



## WHY...

The primary purpose of this plan is to effect change in an urban/suburban environment by creating a single comprehensive vision of the community's desires for the future. The plan provides an educational and decision-making tool that gives citizens, property owners, developers, and adjacent communities a clear indication of what is expected in the future for this part of the Powers Ferry corridor.

The purpose of the update in 2015 was to review the document and make sure the vision is still relevant. It provided an opportunity to address recent planning initiatives and infrastructure improvements that will affect the study area. This update also provided an opportunity for the community to remain proactive in its future development.

## RECOMMENDATION

The Powers Ferry Master Plan provides a guiding vision for future growth that is based on the hopes, desires, and economic realities of the future.

The Conceptual Land Use Map serves as a broad guide to future investments and outlines the type and scale at which future developments should occur. The map contains future character districts that are defined within the Powers Ferry Master Plan.

The following are some of the new recommendations from the Powers Ferry Master Plan Five-Year Update (for a full list please see the Powers Ferry Master Plan Five-Year Update):

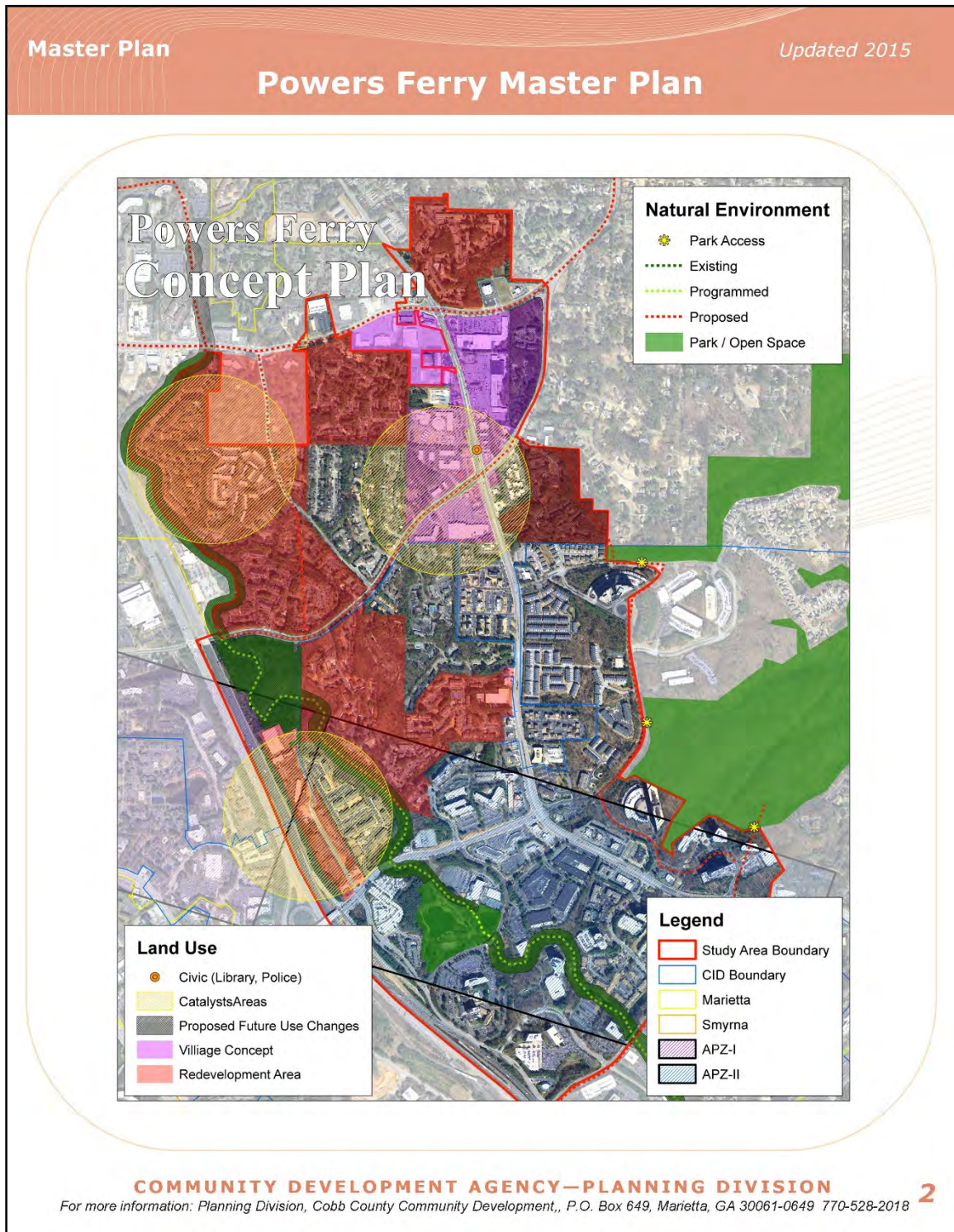
- Investigate opportunities to relieve traffic congestion and maintain/improve LOS of Powers Ferry Road
- Coordinate with DOT to manage traffic impacts of SunTrust Park
- Investigate pedestrian safety improvements on Powers Ferry Road
- Encourage a balanced mix of housing and explore opportunities for increased home ownership in the area
- Encourage the development/redevelopment for new retail and restaurants.

## COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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## Master Plan Update

The Town Center Master Plan update is ambitious in nature focusing on three aspects; infrastructure, development/redevelopment, and parks/trails, and will help the District set realistic and achievable goals for the next 5-10 years. Infrastructure improvements focus on corridor enhancements to create a safe, less congested and aesthetically pleasing roadway network. Development strategies include transforming strip centers and older developments into pedestrian-friendly, mixed-use centers. An expanded parks and trail network will continue to enhance the area and district. The master plan proposes 48 projects with a potential investment of \$57 million for short-term projects and \$108 million in the long-term.

### VISION

As part of the master plan process a three-part vision for the Town Center CID was created:

1. **CAPTURE THE MOMENTUM.** The Town Center CID area is growing rapidly. Town Center has seen tremendous job growth, new housing developments, and Kennesaw State University's enrollment grow to more than 35,000 students. With new football and sports programs, the recent transition from a commuter campus to a 24/7 campus and increased desired to live on/near campus, the CID has expanded beyond projections. Cobb County International Airport is also implementing a master plan to expand the airport and runway to accommodate an enhanced fleet. Outside the CID boundary, the Northwest Corridor along I-75 has become a "power alley" of sports, with SunTrust Park and The Battery to the south and the LakePoint Sporting Complex to the north. This is a great opportunity for the CID to capitalize on the trends and investments as a regional activity center.
2. **RAISE THE BAR.** The Town Center CID should continue to raise the bar on the level and quality of development/redevelopment in the area. The district has some retail centers that are aging or outdated. Redevelopment of outdated strip centers and big box stores to mixed-use, more walkable developments will create places that people want to live, shop and eat. The CID can also raise the bar by enhancing the level of quality shopping and entertainment options within the District.
3. **CREATE A PLACE WHERE PEOPLE WANT TO BE.** The updated Master Plan recognizes the need to embrace the area's evolving brand, art and culture. Parks, trails, plazas and public gathering spaces combined with contemporary development will create a greater sense of place, identity, and attraction.

### MARKET OVERVIEW

- Housing will be a short-term need in the Town Center market area to keep pace with continued population growth. New residential product within the CID should focus on for-sale and rental multifamily
- Future redevelopment of single-use retail centers could provide key opportunities to better integrate jobs, housing, and retail
- Lower than average asking rents could delay new office construction in the short term, but continued growth in key employment sectors will eventually drive demand
- Key tracts of land, offering access to infrastructure and transportation corridors, should be preserved for future employment

### DEVELOPMENT/REDEVELOPMENT PRIORITIES

- The Town Center CID should continue to look for opportunities to redevelop strip centers into mixed-use centers in more clustered, connected patterns with green space
- Redevelopment should first occur between/adjacent to I-75 and I-575 to position the highest densities in the core of the District and away from the surrounding residential
- Town Center CID should capitalize on the favorable housing market and opportunities for large or small public and private parks

### INFRASTRUCTURE ENHANCEMENTS

- Priority projects certainly require vehicular improvements, but achieving a better multimodal transportation network that provides local connections to the great venues and resources in the Town Center area is vital to creating a place where residents, students, and visitors want to be
- Projects include roadway improvements, corridor enhancements, and new connections/bridges

### BICYCLE/PEDESTRIAN/OPEN SPACE NETWORK

- The master plan proposes a Town Center Loop Trail that connects pedestrians and cyclists to all major Town Center destinations between KSU, Town Center Mall, Barrett Parkway, and Barrett Lakes Boulevard
- Priority projects include the Town Center Loop Trail and two public parks. Other projects include the Cobb Parkway Pedestrian Bridge, on/off-street bicycle network, and a third public park

**Master Plan**
**JANUARY 2005**

## COBB SENIOR SERVICES 10 YEAR MASTER PLAN

### INTRODUCTION

In January 2005, a request was made for the development of a ten year master plan to be prepared and implemented by Cobb Senior Services. This was in response to the changing demographics that would impact the future needs of Cobb County's senior population.

Care was taken to create a Master Plan Committee that represented the make up of Cobb County. Most were older citizens with the majority being long time residents of Cobb County. They have seen the County grow and know the players who have helped the county's development.

### RECOMMENDATIONS


Cobb Senior Services Ten Year Master Plan: "Thriving in an Environment of Change," the adopted master plan serves as a strategy crafted to meet the challenges of the next decade. The following are a summary of recommendations by area which can be viewed in full detail in the study document:

- **Information and Education**  
CSS will continue to be the voice of expressing the needs of the senior population.
- **Volunteerism**  
Continue developing the Meals on Wheels ADOPT A ROUTE program.
- **Advocacy**  
Create Best Practices recognition program that will showcase businesses and non-profits in the community for their efforts to support seniors.
- **Facilities**  
CSS will consider a variety of options to maximize the usefulness of any planned facility – by grouping services in a shared facility if there could be benefits in efficiency gained. The new Senior Services Center located on Powder Springs Road has sufficiently met this recommendation.
- **Services**  
Encourage a collaborative effort between the government, faith based, private sector and non-profits to ensure that Personal Care, Homemaker and Respite services are available to all in need and that they continue to maintain a high level of service standards.

### WHY...

The purpose of the plan was to review and assess the current programs and services of Cobb Senior Services, study current demographics and trends, and make recommendations to meet future needs. A set of core values were used to guide these recommendations at every phase of planning.

The final document will be used by Cobb Senior Services to effect changes in programs, activities, and facilities and services. Action plans will also be created based on this Master Plan.



**COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**

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**Master Plan**
2017

**Cobb Senior Services 10 Year Master Plan**

**INTRODUCTION**

Cobb Senior Services contracted with The A.L. Burruss Institute of Public Service and Research at Kennesaw State University to complete a community assessment of the needs and interests among Cobb County seniors and family caregivers. The primary goal of the assessment is to identify priorities and key recommendations for Cobb Senior Services' Ten Year Master Plan. This assessment, initiated in July of 2016, includes key informant interviews, phone and online surveys as well as focus groups. The areas of focus include: transportation, housing/environment, social engagement, elder abuse, caregiving, and health and wellness. The findings will be used to develop recommendations for the Ten Year Master Plan which will be put forward for the Board of Commissioners for adoption in late 2017.

**REMAINING SCHEDULE**

- July 2017 – Complete phone and online survey data collection
- August 2017 – Summarize and present findings and begin developing recommendations
- September 2017 – Conduct stakeholder meetings
- October 2017 – Finalize recommendations
- November 2017 – Complete Master Plan
- December 2017 – Finalize Master Plan; Present to Board of Commissioners

**WHY...**

The senior population in Cobb County reflects the national trend of increasing numbers of seniors comprising a greater percentage of the population. This demographic shift presents its own unique opportunities and challenges. Cobb Senior Services has sought to collect community input on the direction and approach needed to address aging issues in Cobb County. Gaining this community feedback on how to move forward is critical in light of increased demand on limited resources and budgets paired with rising health care costs nationally. The Master Plan will guide development of Cobb Senior Services' new programs and services for seniors and their caregivers.



**COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**

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## Transportation Study

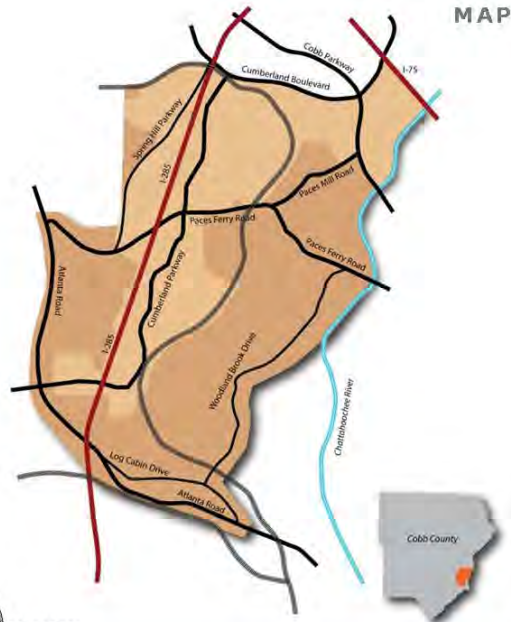
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## South Quadrant Transportation Study (SQTS)

## INTRODUCTION

As a proactive measure, the Cumberland Community Improvement District (CID) initiated a transportation study in 2007 to identify transportation issues in the area and potential measures to preserve the area's character, mobility, and accessibility. This study assesses area transportation problems and identifies potential mechanisms, including transportation infrastructure projects that can support the South Quadrant's current and future transportation mobility and accessibility needs.

The CID's South Quadrant area, which includes Vinings activity center and the Atlanta Road corridor, currently enjoys an efficient and reliable transportation network—a significant benefit that adds to the area's appeal and attractiveness for area business owners and residents. This area has been experiencing tremendous growth in residential, commercial, and office development. These development trends are expected to increase area growth and travel demand, potentially pushing the transportation system to capacity.



## PROJECT APPROACH

The approach for this South Quadrant Transportation Study combines technical and nontechnical elements to identified realistic solutions for the area. The technical elements rely on facts related to existing and future travel patterns, capacity and operation of the transportation system, and potential growth and redevelopment. The nontechnical elements used in this approach include the issues, needs, concerns, and desires of the Cumberland CID and the key stakeholders in the area identified through meetings and interviews.

The study consists of three phases, which are described below:

Phase I: Data Collection and area assessment

Phase II: Assess future traffic demands

Phase III: Development of study document

## GOALS

Recommendations were created based on specific goals identified by the stakeholders of the South Quadrant Study. The following are just some of the goals identified. To get a full list of the goals and potential solutions please see the SQTS final report.

- Reduce turning movement conflicts
- Reduce delay
- Reduce crashes
- Increase connections between destinations
- Reduce pedestrian/destination conflicts
- Address increase intrastudy area trips
- Create recognizable gateways
- Create a recognizable center
- Maintain consistency in look

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