



Appendix Table of Contents

Report of Accomplishments..... 202

Appendix Maps 239

- Regional Activity Center – Cumberland Galleria 239
- Regional Activity Center – Town Center 240
- Priority Industrial Area Sub- Categories 241
- Redevelopment Overlay District – Old Mableton/East Piedmont & Sand Plains 245
- Redevelopment Overlay District – 41 Corridor / Austell Road Corridor 246
- Redevelopment Overlay District - Six Flags Drive 247
- Macedonia Road & East West Connector 248
- Cobb Parkway & Green Chapel Road 249
- Bells Ferry & Shallowford Road 250
- Dallas Highway & Dallas Road 251
- Jiles Place and Jiles Road 252
- Floyd Road & Nickajack Road 253
- Dallas Highway and Acworth Due West Road 254
- Sandy Plains Road and S.R 92 Road 255
- Johnson Ferry Road and Paper Mill Road 256
- Sandy Plains Road and Scufflegrit Road 257
- Turner Road at Barrett Parkway and Macland Road 258
- Transition Zone: Paces Ferry Road of Rail Road Tracks 259
- Transition Zone: Atlanta Road East of North Church Lane 260
- McCollum Airport: Airport Impact Zones 261
- Dobbins ARB Noise and Compatible Use Zones 261
- Fulton County Compatible Use Zones 262
- Tax Abatement Program: Atlanta Road Area 263
- Tax Abatement Program: Canton Road Area 264
- Tax Abatement Program: Veteran’s Memorial Highway East Area & West Area 265
- Tax Abatement Program: Powers Ferry Road Area 266
- Tax Abatement Program: Six Flags Road 267
- Tax Abatement Program: Redevelopment Sites 268
- Canton Road Design Guidelines Area 271
- Corridor Studies / Master Plans 272
- Design Guidelines Map 273
- Concord Covered Bridge Historic District 274
- Clarkdale Mill Village Historic District 275
- Third Army Road and Cobb Parkway 276
- East side of Highway 41 277
- Corridor Studies/Master Plans/Strategic Plans One Page Synopsis 278



Report of Accomplishments

The best way to measure the success of any plan is to evaluate the progress towards its stated goals. The Report of Accomplishments (ROA) is an effort to measure how many of the previously defined program items has been implemented and provides a status report of other activities. The status of each project indicates if they are on-going, complete, currently underway, postponed and not completed. An “Explanation” column also provides a brief description about the items that require further clarification. The items are broken down by subject are to facilitate tracking and accountability.

Report of Accomplishments

ECONOMIC DEVELOPMENT

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Prepare an inventory of sites suitable for industrial development and prepare policies to encourage their protection.	x					
Update and refine county's Economic Development Incentive District Inventory and associated policies	x					
Prepare an analysis of how the county's tax structure compares to other metro counties	x					Annual fact Book/Key Economic Measures
Prepare a marketing strategy to promote the value of the county's two trade schools to economic development					x	Now one institution; Chattahoochee Tech.
Prepare yearly Cobb County Community Development Annual Report					x	Item was discontinued in 2010
Prepare quarterly and yearly Cobb County Development Report					x	Item was discontinued in 2007



Report of Accomplishments

ECONOMIC DEVELOPMENT

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Specific industries that should be targeted based upon existing economic analysis include: Professional, scientific, management, and administrative services; Education, health, and social services; Information; Management of companies and enterprises; and Finance, insurance, and real estate	x					
Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved	x					Items are considered by staff, the Planning Commission, and the Board of Commissioners on a case-by-case basis.
Research the feasibility of generating a revolving loan fund and develop strategies to maximize CDBG funds to increase capital for small business growth and development			x			Research being conducted by CDBG program office.
Prepare a market evaluation and viability study of District 1 commercial nodes, and estimate potential future uses for these areas		x				This item was completed by a study completed by Livable Communities Coalitions in 2007
Establish the Cobb County Commercial Property Rehabilitation Partial Property Tax Abatement Program		x				
Periodically update the Cobb County Commercial Property Rehabilitation Partial Property Tax Abatement Program as needed	x					



Report of Accomplishments

ECONOMIC DEVELOPMENT

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Develop a marketing and education strategy in association with the Cobb County Chamber of Commerce and the South Cobb Development Authority to promote industrial development in Cobb County as a stable, economically viable, and unique area for business			x			Cobb Chamber strategic planning initiative underway; "Cobb's Competitive Edge".
Prepare a series of individual property brochures to assist in marketing industrial sites to prospective businesses	x					Brochures forwarded from various brokers. Inventory maintained by OED.
Reenergize the South Cobb Development Authority		x				
Investigate the use of Recovery Zone Bonds for Mableton		x				Program/Funding expired.
Investigate the use of Recovery Facility Bonds for Mableton		x				Program/Funding expired.
Explore development incentives to encourage preferred development in the River Line area					x	Development incentives are not currently necessary to induce private investment in this area.
NATURAL RESOURCES						
Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space	x					
Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District	x					



Report of Accomplishments

NATURAL RESOURCES CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land		x				Completed through the Trust for Public Land Greenprint Model
Implement policies to protect threatened and endangered species					x	Cobb County initially participated in the Etowah Habitat Conservation Plan but withdrew from the partnership.
Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency	x					
Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.		x				Completed through compliance with the Metropolitan North Georgia Water Planning District requirements.
Apply for Green Communities accreditation through the Atlanta Regional Commission		x				Cobb County received Silver Certification in 2010.
Consider changes to procedures and policies to attain the highest standard of environmental stewardship available through the Green Communities program	x					
HISTORIC RESOURCES						
Prepare an analysis of connecting proposed Heritage Park and Johnston's River Line Park via flood plain of Nickajack Creek	x					Partially proposed as part of the River Line Master Plan
Update the Cobb County inventory of historic sites and places		x				



Report of Accomplishments

HISTORIC RESOURCES CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Compile existing research that investigates the effects of national and local historic designation on the average fair market value of properties in these districts					x	Not completed due to priority of other projects.
Develop a series of seminars or workshops for the education of the public on historic preservation, the process, the implications, and the opportunities	x					Two workshops have been held and this continues to be an on-going effort.
When necessary, adjust the Historic Preservation Ordinance to comply with State standards in order to sustain our Certified Local Government Status	x					Made change to ordinance to allow for enforcement.
Encourage developers to place important historic resources on the Cobb County Local Register of Historic Places as part of development processes	x					
When development is unable to protect important historic resources ensure that appropriate mitigation is required	x					
Continue information sharing between the county historic preservation planner and the preservation interests in the cities	x					Great strides made between county and Acworth, Kennesaw and Marietta.
Use the Cobb County website as a vehicle to educate the public on existing and demolished houses significant to Cobb County's past		x				
Update, when necessary, the historic driving tour of Cobb County	x					Driving tour brochure completed in 2007



Report of Accomplishments

HISTORIC RESOURCES CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Continue to expand the Cobb County Historic Marker program as additional monies become available				x		Initial money for marker program has been spent. Any expansion of the program has been postponed due to budget reasons.
Commission a study of the Johnson's River Line in order to identify extant portions of Civil War features, analyze the integrity and interpretative value of remaining portions, and make recommendations for preservation of significant sites in concert with the development process		x				Study has been completed by the Mableton Improvement Coalition (MIC).
HOUSING						
Update the apartment density study	x					Last updated for Town Center CID area in relation to student housing accommodation.
Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Cobb Works, etc.) to develop workforce housing policies and opportunities	x					
Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design				x		Incomplete due to alternative staffing demands
Develop a workforce housing whitepaper		x				Complete via the 2008 Neighborhood Revitalization Study
Identify suitable areas to encourage the revitalization of existing housing stocks		x				Complete via the 2008 Neighborhood Revitalization Study



Report of Accomplishments

HOUSING CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Participate in the Neighborhood Stabilization Program authorized as part of the Housing and Economic Recovery Act of 2008		x				NSP1 & 3 monies were provided to Cobb County
Develop policies to encourage mixed use developments around proposed regional transit stations				x		This item will be postponed until funding for a regional transit system has been secured and station locations have been identified via a FTA approved study
Develop new codes and revise existing ordinances to encourage housing design to accommodate the needs of seniors and disabled individuals		x				This was completed via the 2011 adopted Mableton Form-based Redevelopment District
Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes	x					*Riverview Landing *Mableton Form-based Redevelopment District *Town Village
Develop new development codes and ordinances to encourage urban style, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans				x		Insufficient staffing levels to initiate these programs and CIDs have not pursued implementation, at this point in time
Investigate the concept of “aging in place” and how it can be encouraged in the county.		x				Completed via the 2011 adopted Mableton Form-based Redevelopment District
Study various mechanisms to increase affordable housing in the county		x				Complete via the 2008 Neighborhood Revitalization Study



Report of Accomplishments

LAND USE						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands	x					
County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers	x					
Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements	x					
Prepare a corridor study for Veterans Memorial Highway east of Floyd Road		x				Complete via the River Line Master Plan and Veterans Memorial Highway LCI
Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years or when necessary	x					
Prepare a Sandy Plains Corridor study		x				An Existing Conditions analysis was completed to understand the current market, land use mix, and transportation issues of the corridor
Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas					x	There isn't existing support for infill development guidelines – item will be removed from the work program.



Report of Accomplishments

LAND USE CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines	x					
Use buffering and screening as a land use mitigation tool	x					
Complete the GIS zoning layer		x				The GIS zoning layer is complete and is a successful and highly utilized tool.
Develop a data management program to integrate parcel, permitting, and inspections information		x				The Accela operating system has been brought on-line
Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels		x				The Commercial and Industrial Rehabilitation Program has been established – Approved in 2009
Prepare a Macland Road Corridor Study		x				Approved by the BOC in 2008
Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas	x					
Develop targeted policies to protect industrial areas from residential incursions		x				Completed via the Industrial Land Inventory and Protection Policy of 2007
Conduct a Quality-of-life analysis in northwest Cobb		x				Completed in 2008
Prepare a corridor study on Johnson Ferry Road from the Chattahoochee River to Shallowford Road		x				Completed in 2010 through the Johnson Ferry Urban Design Plan
Develop a study to investigate general land use changes that are appropriate along various types of corridors.					x	This item has not been completed due to a lack of staff capacity



Report of Accomplishments

LAND USE CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Use Community Development Block Grant funds to assist with housing renovations for populations in need		x				This has been completed through the Neighborhood Stabilization Program
Create Macland Road Design Guidelines		x				Complete in 2009
Identify Priority Industrial Areas and amend Comprehensive Plan and future land use map to encourage the protection of these Priority Industrial Areas to maintain economic vitality and to enhance the areas capacity to accommodate future growth		x				A Priority Industrial Area future land use category is currently being considered for adoption
Prepare model freight-related land use guidelines and site design standards in Industrial Priority Areas					x	This item has not been completed due to a lack of staff capacity
Establish additional approval criteria for Comprehensive Plan Map amendments from Industrial and Industrial Compatible designations to non-industrial designations		x				
Participate in implementation of a Naturally Occurring Retirement Community concept for Mableton		x				Completed through the Lifelong Mableton initiative
Expand the boundaries of the Mableton LCI area		x				Completed in 2009 via the Mableton 5-year update
Study the viability of creating an arts-focused live-work community in Mableton		x				Completed in 2010 via the Mableton Arts Study
Develop Form Based Codes facilitate redevelopment in Mableton		x				Approved by the BOC in 2011
Develop a Pattern Book, Design Guidelines and Streetscape Plan for River Line area					x	Funding has not been allocated to this project for completion



Report of Accomplishments

LAND USE CONTINUED						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Establish the River Line Oversight Committee					x	Due to a lack of implementation funds, this action item has been postponed.
Conduct stormwater study to evaluate future infrastructure needs in the River Line Area				x		A Section 319(h) Nonpoint Source Implementation Grant was submitted to EPD in 2010 (unfunded) it will be pursued as new monies from EPD become available
Coordinate with the Town Center CID on site plan reviews, rezoning activity, and land use amendments	x					
Complete a Master Plan for the Historic Vinings Village and surrounding residential area			x			Anticipated completion date of May 2012
Complete a Urban Design Plan for Johnson Ferry Road		x				Adopted by the BOC in April 2011
PARKS, RECREATION, AND CULTURAL AFFAIRS CONTINUED						
Periodically update the inventory of public properties suitable for multiple uses, including passive recreational uses and linear parks	x					
Execute joint facility use agreements with other elected boards, i.e. Board of Education	x					
Implement a web based technology to allow the public to check availability of and reserve space in recreational facilities, as well as sign-up for various programs electronically		x				
Prepare grant applications and research other program funding mechanisms to assist with land purchase, facility development, and renovation of existing recreational facilities	x					



Report of Accomplishments

PARKS, RECREATION, AND CULTURAL AFFAIRS CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Update the existing Parks and Recreation master plan, when necessary				x		At this time, funding has not been allocated for this project.
Implement the 2000 Parks and Recreation System master plan			x			
Update the existing Arts Division 2006 long-range master plan, when necessary				x		At this time, funding has not been allocated for this project.
Implement the Arts Division 2006 long-range master plan				x		At this time, funding has not been allocated for this project.
Evaluate the need for and develop new facilities to support the development of creative recreational programming to meet the changing needs of the community	x					
Complete the process of accreditation and implement standards to sustain Cobb County's status with the National Recreational and Parks Association				x		At this time, funding has not been allocated for this project.
WATER						
Incorporate the findings and implementation items of the Metropolitan North Georgia Water Planning District Waster Supply and Water Conservation Management Plan into the Comprehensive Plan and make necessary ordinance revisions as necessary	x					At this time, we are current with MNGWPD mandates.
Incorporate the findings and implementation items of the Metropolitan North Georgia Water Planning District Long-term Wastewater Management Plan and make necessary ordinance revisions as necessary	x					At this time, we are current with MNGWPD mandates.



Report of Accomplishments

WATER CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Execute intergovernmental agreements with CCMWA and CCWS customers who are outside of Cobb County to coordinate land use and forecasted demands		x				
Prepare draft landscaping requirements which promote water conservation		x				
Conduct quarterly meetings with the CCMWA to coordinate development of groundwater resources for potable and non potable uses		x				CCMWA has evaluated groundwater resources – None are suitable/cost-effective
Renegotiate and update water service agreements (including shared cost of system improvements) with all municipalities and non county customers, as necessary		x				
Execute intergovernmental agreements with all municipalities which establish development guidelines and boundaries with respect to sewer service capacity		x				
Prepare an inventory of flood plain acreage for use in possible watershed protection efforts in future treatment facility expansions		x				
Prepare a build-out scenario (including projects approved/permitted but not yet built) for the Northwest Plant basin to determine capacity and make land use amendments as necessary		x				



Report of Accomplishments

WATER CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Continue to acquire wetlands and other environmentally sensitive areas. Prepare and maintain an inventory of flood plain acreage for use in possible watershed protection efforts related to facility expansion efforts in the future	x					
Develop agreements with Paulding County for exchange of wastewater treatment service areas which would provide for Paulding flows that drain naturally into Cobb to be treated by Cobb, and Cobb flows that drain naturally into Paulding to be treated by Paulding		x				
Work with Fulton to allow diversion of a maximum wastewater flow rate of 3.5 million gallons per day to be diverted from Fulton into Cobb for treatment at the Sutton WRF		x				
Develop South Cobb tunnel to address wastewater management needs in southern Cobb County	x					
Comply with requirements of sewer system Capacity, Maintenance, Operation, and Management program	x					
Complete transition to GIS to replace paper record system		x				



Report of Accomplishments

WATER CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Implement rate structure and public education program designed to reduce water demand within the service area		x				
Work with CCMWA to ensure quality of potable water provided to customers	x					
Execute intergovernmental agreement with the City of Powder Springs to establish service areas and resolve other service issues		x				
Develop and implement a program to prioritize the replacement of aging and substandard water mains	x					

PUBLIC SAFETY

Continue efforts to improve public safety response time by reviewing the location of existing stations and assessing how station locations may better serve the community	x					On-going and continual goal. Station 28, 30 added. Police added Mini-Precinct at Station 9. Response time is a top priority
Recruit, train, and retain public safety staff to ensure that staffing levels keep pace with the area's growing population while ensuring an educated, qualified, and professional force	x					Ongoing and continual goal. Currently keeping pace with openings
If necessary, amend this short term work program to reflect additional PS personnel and/or equipment needs or budget requests		x				No amendments were made
Evaluate the need to construct a new park ranger station in Jim Miller Park		x				New Ranger offices included in SPLOST 2011 Plans at Jim Miller Park



Report of Accomplishments
PUBLIC SAFETY CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Execute intergovernmental agreements with all the municipalities which coordinate any annexation with adequate public safety delivery		x				Police and Fire analyzes all annexations and provides opinion to Community Development regarding service delivery issues prior to county response
Continue to implement communication improvements to better coordinate emergency response in inter-county and intra-county communications	x					On-going and continued goal, but some projects include: 2008 and 2009 connectivity with Douglasville, 2010 connectivity with Forsyth County, 2010/2011 replacement of Cobb County Sheriff's Office jail repeater, and 2010 replacement of radio consoles.
Prepare an inventory of businesses utilizing hazardous materials		x				Fire maintains an electronic list of approximately 190 county facilities that have hazardous materials in conjunction with State Emergency Response Commission and the Local Emergency Planning Committee
Prepare an inventory of county firefighting equipment which could be used for high rise development		x				Fire maintains an inventory of its high-rise firefighting equipment. When new high-rise development occurs, Fire will request additional apparatus from the BOC, if needed.
Expand public safety recruiting efforts to ensure a workforce that adequately reflects the diverse population that exists in Cobb County	x					Ongoing and continual goal. However, due to budgetary constraints, recruiting efforts that required travel or job fairs with fees have been eliminated over the last 18 months. Prior to that, recruiting efforts had been expanded



Report of Accomplishments

TRANSPORTATION						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Execute intergovernmental agreements to develop and analyze future transportation studies	x					Completed as needed for various projects
Implement road improvements and system upgrades where needed to reduce congestion and improve travel times	x					
Review and update Cobb County's Trail Plan	x					
Develop a county wide inventory of existing, planned, and programmed pedestrian facilities	x					
Continue to schedule and implement upgrades and expansions to the County's bicycle and pedestrian infrastructure	x					
Continue to improve transit facilities and programs in an effort to encourage additional ridership	x					
Develop a Bicycle and Pedestrian Improvement Plan		x				
Develop an Access Management Plan for Austell Road		x				
Veterans Memorial Highway Corridor Plan (LCI)		x				
Amend the 2030 Comprehensive Plan when necessary to incorporate findings and recommendations from approved Livable Centers Initiative and other similar transportation/land use Master Plans that will improve the county's multi-modal transportation system	x					Findings from approved studies are presented to the Planning Commission and Board of Commissioners for alterations on a case-by-case basis.



Report of Accomplishments
TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Evaluate recommendations from the Georgia Regional Transportation Authority's Bus Rapid Transit/ High Occupancy Vehicle facility improvements along the I-75 corridor for possible amendment to the 2030 Comprehensive Plan and 2030 Comprehensive Transportation Plan		x				
Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study		x				
Congestion Relief/Mobility – Thoroughfare Improvements						
Barrett Parkway – US 41 to Dallas Hwy – Widen to 6 lanes w/ 10' trail, 5' sidewalks and turn lanes			x			
Big Shanty Road Extension – Phase 1 – Busbee Parkway at Big Shanty Road to Barrett Lakes Boulevard – New 4-lane divided roadway			x			GDOT
Big Shanty Road Extension – Phase 2 – Barrett Lakes Boulevard to Chastain Road – New 4-lane divided roadway			x			
Big Shanty Road Extension – Phase 3 – Busbee Parkway to Chastain Meadows Pkwy – New 4-lane divided roadway		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Congestion Relief/Mobility – Thoroughfare Improvements (Cont.)						
Bill Murdock Road - Sewell Mill Road to Pine Road - Widen to 3-Lanes on School Side(Dodgen MS and Walton)		x				
Callaway Road - Austell Road to Powder Spring Road – Widen to 3 lanes			x			
Cedarcrest Road - Paulding County Line to Governor's Towne Club	x					
Cobb Parkway (CCID-1014) - Mount Paran Road to Paces Mill Road - Widen Bridge to 6 Lane Divided	x					GDOT
Cobb Parkway - Paces Mill Road to Acres Mill Road - Widen to 6/8 Lane Divided				x		GDOT – long range
I-285/Atlanta Road – NA – Upgrade interchange	x					GDOT
I-285/South Cobb Drive (GDOT) – NA – Upgrade interchange		x				GDOT
Jamerson Road - Canton Road to Lee Waters Road - New 4-Lane Divided Roadway			x			
Jiles Road - Cobb Parkway to Cherokee Street - Widen to 4-Lane Divided			x			
Mulkey Road Connector - Mulkey Road to East West Connector – New 2 lane roadway		x				
Powder Springs Road Connector - Powder Springs Road to South Cobb Drive - New 2/4 Lane Roadway				x		Deferred – tax revenue shortfall



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Congestion Relief/Mobility – Thoroughfare Improvements (Cont.)						
Six Flags Drive - Riverside Dr to Six Flags Pkwy and 1,600' Lee Ind. Blvd - Widen to 3 Lanes				x		Deferred – tax revenue shortfall
South Barrett Reliever Phase 1 (TCID-14A) - Cobb Parkway to Shiloh Valley Drive - New 4 Lane Roadway		x				
SR 280/South Cobb Drive (GDOT) - SR 5 /Atlanta Road to Bolton Road - Widen to 4/6 Lane Divided				x		Deferred – tax revenue shortfall
SR 92 (GDOT) - Cobb Parkway to Cowan Road - Widen to 4 Lane Divided	x					GDOT
SR 92 (GDOT) - Paulding County Line to Cobb Parkway - Widen to 4 Lane Divided	x					GDOT
Congestion Relief/Mobility – Traffic Management						
Fiber Network Expansion - Install fiber optic interconnect cable between traffic - signals to improve traffic flow	x					
Rebuild Existing Traffic Signals - Upgrade Deficient Signals to Current Specifications	x					
Upgrade Traffic Signal Cabinets - Upgrade existing traffic signals to current specifications		x				
Traffic Control Center Upgrade - Upgrade the existing equipment in the TCC to current specifications		x				
Transportation Technology - Upgrade GIS, GPS,MIS, and TIS	x					



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Congestion Relief/Mobility – Traffic Management (Cont.)						
Traffic Signal Timing - Retime Signal Corridors to Improve Traffic Flow	x					
ATMS Phase 5 - Expand ATMS by installing advanced technology - Expand traffic control center.		x				
ATMS Phase 6 - Expand ATMS by installing advanced technology.		x				
ATMS Project - Engineering Only - Phases 5 and 6		x				
Transportation Planning Studies - Long-range and short-range transportation studies to support project development	x					
Acworth Due West Road - Nance Road to Burnt Hickory - Safety, Operational and Intersection Improvements		x				
Allgood Road - East Piedmont Road to Allgood Road/Scufflegrit Road - Rockcrest Dr hill cut		x				
Beech Haven Trail - Ivy Ridge Drive to Winchester Trail - Safety/Oper.-Improve Horiz. Curve to meet Design Speed		x				
Bell Ferry Road - I-575 to North Cobb Parkway (US41) - Intersection Improvements				x		Deferred – tax revenue shortfall
Canton Road - Canton Road Connector to Cherokee County - Corridor Improvements - Shoulders and Intersections			x			



Report of Accomplishments
TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Congestion Relief/Mobility – Traffic Management (Cont.)						
Childers Road - Shallowford Road to Fulton County - Shoulder and intersection improvements		x				
County Line Road - Mars Hill Road (SR 176) to Due West Road - Safety/Operational Improvements - Includes 2 Bridges			x			
Gus Robinson Road - Macland to end of street - Safety and Operational Improve - rural shldrs (no C&G)		x				
Hamilton Road - Paul Samuel Road to Naples View - Safety/Oper - Improve Horiz.curve to meet design speed		x				
Hickory Grove Road - Baker Road to Wade Green Road - Safety and Operational Improvements		x				
Hiram-Lithia Springs Road - Powder Springs-Dallas Road to Humphries Hill - Safety and Operational Improvements		x				
Jamerson Road / Wigley Road - Lee Waters Road to Sandy Plains Road - Safety and Op. improve-3 lane rd with rt turn lanes at intx			x			
Lower Roswell Road - Roswell Street (SR 120) to Terrell Mill Road - Safety/Operational Improvements				x		Deferred – tax revenue shortfall
Lower Roswell Road - Davidson Road to Fulton County Line - CO-349 & BP220			x			



Report of Accomplishments
TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Congestion Relief/Mobility – Traffic Management (Cont.)						
Maxham Road Consultant - Veterans Memorial Hwy (SR 8) to Old Alabama Rd - Safety/Operational, Narrow 4-Lane and median		x				
Nance Road Consultant - Acworth Due West to Old Hwy 41/Main Street - Safety/Operational, bridge over Butler Creek			x			
North Booth Road Concept - Shiloh Road to Bells Ferry Road - Shoulder and intersection improvements		x				
Old McEver Road - Main Street to New McEver Road - Safety and Operational Improve with Curb and Gutter		x				
Post Oak Tritt Road Design - Holly Springs Road to Fulton County - Safety and Operational Improve and 2 replace bridges		x				
Queen Mill Road - Veterans Memorial Highway to Mableton Parkway - Safety and Operational Improvements	x					
Shallowford Road - Johnson Ferry Road to Childers Road - Hill cut at the Kroger/Publix entrance		x				
Shiloh Road/Shallowford Road - Wade Green Road to Canton Road - Safety/Op. improve 3-lane road with rt turn lanes at intx	x					



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Congestion Relief/Mobility – Traffic Management (Cont.)						
Smyrna Pdr Spgs/Benson Poole Rd - Hicks Road to Windy Hill Road - Intx realign at Benson Poole/Smyrna Pdr Spgs Rd		x				
Terrell Mill Road - Delk Road to Old Canton Road - Delk/Paper Mill/Lower Roswell/Old Canton-Intx. Improve		x				
West Sandtown Road - Dallas Hwy to South of Macland Rd (to new soccer field) - Corridor Improve-add turn lanes at various intxs.		x				Bridge only
Woodland Brook Drive - Log Cabin Road to Paces Ferry Road - Minor Safety Improvements - add curb and gutter				x		Deferred – tax revenue shortfall
Woodlawn Drive - Safety/Oper. Improve-bicycle improve and 2 hill cuts - Johnson Ferry Road to Lower Roswell Road		x				
Wooten Lake Road - Wade Green Road to Shiloh Road - Shoulder and intersection improvements		x				
Safety/Operational – Intersection Safety/Operational Improvement						
Atlanta Road at Paces Ferry Road - Add Dual Left-turn Lanes Southbound Atlanta Road		x				
Austell Pdr Spgs Rd @ Clay Rd - Realignment and Safety Improvements		x				
Austell Rd at East West Conn - Add 3rd Thru Lane and Dual Lefts on East West Conn		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Safety/Operational – Intersection Safety/Operational Improvement (Cont.)						
Austell Road @ Pat Mell Road - Realign Pat Mell to line up with apartment entrance		x				
Austell Rd@Roberta Dr/Cochran Rd - Improve Alignment		x				
Barrett Pkwy@Cobb Place Blvd(East) - Intersection Improvements		x				
Blair Br Rd@Oak Ridge Rd/Six Flags Dr - Realignment and Safety Improvements		x				
Bob Cox Rd at Dallas Hwy(SR 120) - Install Southbound Right-turn Lane on Bob Cox Road		x				
Burnt Hickory Road at Due West Road - Realignment and Safety Improvements		x				
Burnt Hickory Rd at Mount Calvary Rd - Install a northbound right turn lane on Mount Calvary Rd		x				
Burnt Hickory Road @ Stout Parkway - Realignment and Safety Improvements		x				
Chastain Road @ Bells Ferry Road - Add right turn lanes		x				
Cooper Lake Rd @ King Springs Rd - Improve intx sight dist to remove f/flasher; add SB - channelized rt turn; lengthen eastbound left turn; poss. sig				x		Deferred – tax revenue shortfall
Cumberland Blvd@Cumberland Transfer Ctr. - Median Safety Improvements		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Safety/Operational – Intersection Safety/Operational Improvement (Cont.)						
Dallas Hwy/SR 120 at Casteel/Old Hamilton Rd - Add Northbound Right-Turn Lane		x				
Dallas Hwy/120 at Poplar Spgs. Rd/Holland Rd - Realign Intersection and Install Traffic Signal		x				
Due West Rd at Old Hamilton Road - Realign Intersection and install Traffic Signal		x				
East West Connector @ Fontaine Road - Add eastbound acceleration Lane at East West Conn		x				
East West Connector at Hicks Road - Add Right-Turn Lanes Northbound and Southbound		x				
Floyd Road @ Clay Road - Intersection Improvements		x				
Hickory Grove Road @ New McEver Road - Add Turn Lanes; Possible Traffic Signal		x				
Johnson Ferry Road @ Sewell Mill Road - Add dual Left Turns N; Include Sewell Mill Rd at Pine Rd - Intersection Improvements				x		Deferred – tax revenue shortfall
Kennesaw Due W/Acworth Due W/Due West - Improve Turn Lane		x				
Macland Rd/Bullard Rd @ Corner/Florence Rd - Convert Bullard to Rt in Rt out with Rt Turn Lane - Upgrade Sigs and Imp app grades for Macland at Corner			x			GDOT



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Safety/Operational – Intersection Safety/Operational Improvement (Cont.)						
Mars Hill Road Design - Intersection Improvements		x				
Mars Hill Road @ Due West Road - Add Turn Lanes		x				
Mars Hill Road @ Giles / Hill Road - Add Left and Right Turn Lanes - Improve Sight Distance		x				
Mars Hill Road @ Hadaway Road - Add Left Turn Lanes on Mars Hill Road		x				GDOT
Mars Hill Road @ Nichols Road - Add Left and Right Turn Lanes		x				
Midway Road @ Luther Ward Road - Realignment and Safety Improvements		x				
Old Alabama Road @ Cardell Road - Add Eastbound Right Turn Lane		x				
Old Dallas Road at Holland Rd - Align Holland with Old Dallas at 90 Degrees		x				
Old Highway 41 @ McCollum Parkway - Extend Northbound Right Turn Lane on Old Highway 41		x				
Powder Springs Road @ Cheatham Hill Road - Add Right Turn Lane	x					
Roswell Road (SR 120) at Old Canton Road - Add Capacity on Old Canton Road		x				
Sandy Plains Road at East Piedmont Road - Add Dual Left-turn Lanes an Right-turn Lanes			x			



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Safety/Operational – Intersection Safety/Operational Improvement (Cont.)						
Shallowford Road @ McPherson Road - Realign and Add Turn Lanes		x				
Six Flags Road @ Riverside Parkway - Add Lt Turn EB and WB; Add EB Rt Turn - Lane; Possible Traffic Signal		x				
South Gordon Road @ Pisgah Road - Add Lt Turn Lane; remove flasher; Improve St Distance		x				
Spring Road @ Campbell Road - Intersection Improvements		x				
Stilesboro Road Intersection Improvements - Acworth Due West Road to Shillings Road		x				
Villa Rica Road @ Bullard Road - Intersection Improvements		x				
Villa Rica Road @ Casteel Road - Intersection Improvements		x				
West Sandtown Road at Villa Rica Road - Intersection Improvements		x				
Safety/Operational – School Zone Safety						
Acworth Elementary School & Barber MS - Repave and Improve Cantrell Road		x				
Austell Elementary School - Traffic and Safety Improvements		x				
Awtrey Middle School - Improve Access to School for Car/Buses @ Nowlin Rd		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Safety/Operational – School Zone Safety (Cont.)						
Baker Elementary School - Improve Driveway		x				
Birney Elementary School - Additional Turn Lanes		x				
Dodgen Middle School Concept - Improve Turn Lanes on Bill Murdock		x				
Durham MS and Frey Elementary School - Additional Turn Lanes			x			Included in Mars Hill Rd intersection projects; Substantially complete
East Valley Elementary School - Site Ingress/Egress Improvements				x		Deferred – tax revenue shortfall (Included in Lower Roswell Rd (West) project)
Harmony Leland Elementary School - Sidewalks, Acceleration, and Deceleration Lanes		x				
Kell High School - Improve Signals and Traffic Patters			x			Included in Jamerson Rd/Wigley Rd project
LaBelle Elementary School - Sidewalks		x				
Mabry Middle School Sidewalks		x				
McEachern High School - Intx Improves at New Macland Rd @ Gaydon Rd		x				
Murdock Elementary School - Improve Access and Turn Lanes		x				
Northwest Elementary School - Old Stilesboro Road - Existing Road Improvements		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Safety/Operational – School Zone Safety (Cont.)						
Pine Mountain Middle and Hayes Elementary - Improve capacity at Kennesaw Due West Road		x	x			Pine Mountain portion completed; Hayes portion currently underway
Pope High School - Improve School Driveway				x		Deferred – tax revenue shortfall (included in 2011 SPLOST)
Russell Elementary School - Additional Turn lanes		x				
Shallowford Falls Elementary School - Improve driveway Access off Lassiter Road		x				
South Cobb High School - Sidewalks on Clay Road		x				
Teasley Elementary School - Turn Lane, Additional Entrance/Queuing Lanes		x				
Varner Elementary School - Turn Lane, Additional Entrance / Queuing Lanes		x				
Walton High School - Improve St Dist/Add Lt Turn in the WB Lane/Realign/add - Dual LT Lanes Johnson Ferry		x				
West Cobb High School #2, SR 92 - Pitner Rd - Exist Rd Improve,		x				
Wheeler High School - Site Ingress/Egress Improvements		x				
Infrastructure Preservation – Bridge Rehab/Replacement						
Bells Ferry Road over Noonday Creek Trib - Bridge Replacement		x				
Booth Road over Oiley Creek Tributary - Bridge Replacement		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Infrastructure Preservation – Bridge Rehab/Replacement (Cont.)						
Burnt Hickory Road over Mud Creek - Bridge Rehabilitation		x				
Candy Lane over Olley Creek - Bridge Rehabilitation		x				
Canton Road over Little Noonday Creek - Bridge Replacement		x				
Cheatham Hill Rd over Ward Creek - Bridge Rehabilitation/Widening		x				
Collins Blvd over Buttermilk Creek - Bridge Replacement		x				
Collins Road over Little Allatoona Creek - Bridge Rehabilitation		x				
Columns Drive over Sope Creek - Bridge Rehabilitation		x				
Concord Road over Silver Comet Trail - Bridge Replacement		x				
Flint Hill Road over Olley Creek - Bridge Replacement		x				
Garrett Road over Powder Springs Creek - Bridge Replacement		x				
Hambry Road over Clark Creek - Bridge Replacement		x				
Hermi Ped. Bridge on Paces Fy over Chatt - Bridge Engineering		x				
Hiram-Lithia Springs Rd over Sweetwater Crk - Bridge Replacement		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Infrastructure Preservation – Bridge Rehab/Replacement (Cont.)						
Holloman Road over Sweetwater Creek - Bridge Rehabilitation		x				
Holly Springs Road over Sewell Creek Trib - Bridge Replacement		x				
Hurt Road over Olley Creek - Bridge Rehabilitation		x				
Indian Hills Drive over Sope Creek - Bridge Rehabilitation		x				
John Ward Road over Mud Creek - Bridge Rehabilitation		x				
Luther Ward Road over Mud Creek Tributary - Bridge Rehabilitation		x				
Macedonia Road over Noses Creek - Bridge Rehabilitation		x				
Midway Road over Allatoona Creek Tributary - Bridge Replacement		x				
Mount Calvary Road over Noses Creek - Bridge Replacement		x				
New Chastain Road over Noonday Creek - Bridge Rehabilitation		x				
North Church Lane over CSX Railroad - Bridge Replacement		x				
Oglesby Road over Powder Springs Creek - Bridge Replacement		x				
Old Hwy 41/Kennesaw Mtn NBP over CSX RR - Bridge Replacement		x				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Infrastructure Preservation – Bridge Rehab/Replacement (Cont.)						
Olive Springs Rd over Nickajack Ck Trib - Bridge Replacement		x				
Paper Mill Road over Sope Creek - Bridge Replacement		x				
Rock Bridge Road over Noonday Crk Trib - Bridge Replacement		x				
Sewell Mill Road over Sewell Creek - Bridge Rehabilitation / Bridge Widening		x				
Stout Parkway over Gothards Creek - Bridge Rehabilitation		x				
Worley Drive over Little Noonday Creek - Bridge Replacement		x				
Transportation Planning						
Update freight prioritization and policy recommendations within the Comprehensive Transportation Plan	x					
Update truck route map in coordination with the Atlanta Regional Commission to ensure safe and efficient truck mobility throughout the county	x					
Incorporate transportation infrastructure improvements into the county's Transportation Improvement Program- Mableton LCI-5-year update	x					As funding becomes available
Incorporate transportation infrastructure improvements into the county's Transportation Improvement Program.- Town Center 5-year update	x					As funding becomes available



Report of Accomplishments
TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Transportation Planning (Cont.)						
Incorporate transportation infrastructure improvements into the county's Transportation Improvement Program. – Blueprint Cumberland II	X					As funding becomes available
Implement the Bicycle and Pedestrian Improvement Plan	X					
Complete update to the Transit Planning Study			X			
Veterans Memorial Highway LCI		X				
Implement Safe Routes to Schools Program	X					
Implement the Complete Streets Implementation Strategies and Best Practices	X					
Implement Guaranteed Para-transit Transfer with CCT	X					
“Get on the bus” travel training for seniors	X					
Senior Transportation Voucher Program	X					
Implement Austell Road Access Management Plan	X					
Update the Clean Air and Alternative Transportation Plan	X					
Incorporate recommendations from the Regional Transportation Plan into the Comprehensive Plan and Comprehensive Transportation Plan		X				
Incorporate recommendations from the Regional Development Plan into the Comprehensive Plan and Comprehensive Transportation Plan		X				



Report of Accomplishments

TRANSPORTATION CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Transportation Planning (Cont.)						
Incorporate recommendations from Revive 285 into the Comprehensive Plan and Comprehensive Transportation Plan		x				
Incorporate recommendations from the TIB Concept 3 Regional Transit Plan into the Comprehensive Plan and Comprehensive Transportation Plan			x			Revive 285 study is not yet complete
Incorporate recommendations from the Radial Freeway Strategic Implementation Plan into the Comprehensive Plan and Comprehensive Transportation Plan			x			Study was completed after CTP adoption and can be incorporated in 2012 update.
Update Transportation Improvement Program		x				
HEALTH & EDUCATION						
Continue collaboration on zoning map changes and land use changes	x					
Orchestrate annual coordination meetings between county land use planning and Cobb County School system administrative planning staff	x					
Provide quarterly updates to the Cobb County School System regarding residential land use changes and approved residential permits by type	x					
Ensure coordination between Cobb County Planning staff and the Cobb County School Systems administrative staff on municipal boundary expansions	x					



Report of Accomplishments

HEALTH & EDUCATION CONTINUED						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Continue collaboration with local secondary educational institutions to ensure sufficient levels of education and training for the workforce	x					
Coordinate healthcare service and facility requirements with other public or private organizations that provide similar services	x					
Establish innovative approaches to affordable public health service delivery and wellness promotion	x					
Establish public health services and facilities to serve special client groups such as the disabled, homebound and institutionalized	x					
LIBRARY						
Investigate the financing and implementation for a relocation and expansion of the Kennesaw Branch library to accommodate increasing demand				x		Postponed due to lack of funding
Complete necessary renovations for the remodeling of the Central Library		x				
Coordinate the expansion of libraries as they become necessary	x					
Expand the wireless network within existing library facilities to provide public access				x		Postponed due to lack of funding



Report of Accomplishments

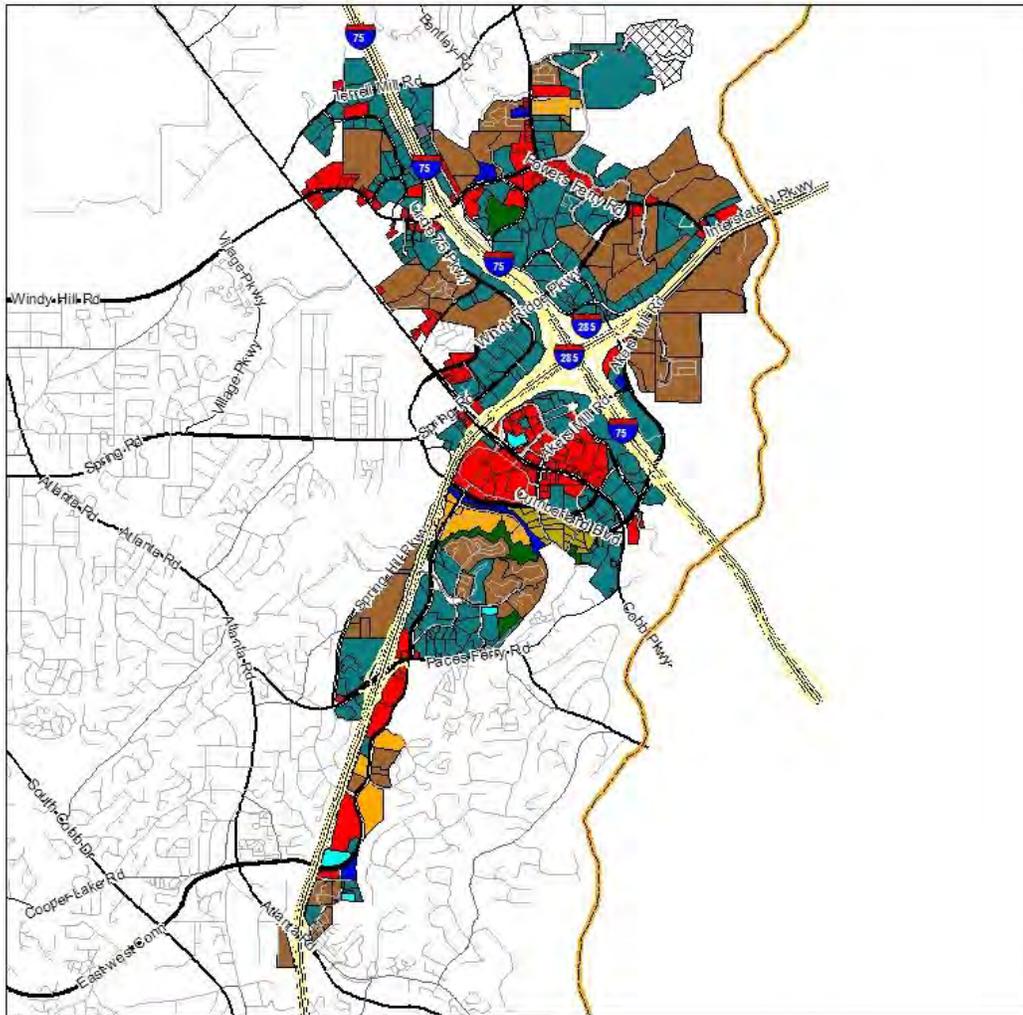
LIBRARY CONTINUED

Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Implement a self-checkout technology for library patrons		x				
Study possibilities for a mobile book service to help provide additional library service to underserved areas	x					
Update the existing facility needs study for library system			x			To be completed in 2012

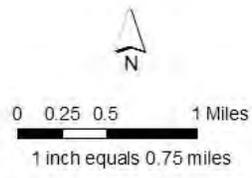


APPENDIX 1

Regional Activity Center Cumberland Galleria



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	mdr		rs		tcu		tz
	hdr		osr		pi		cobbnd

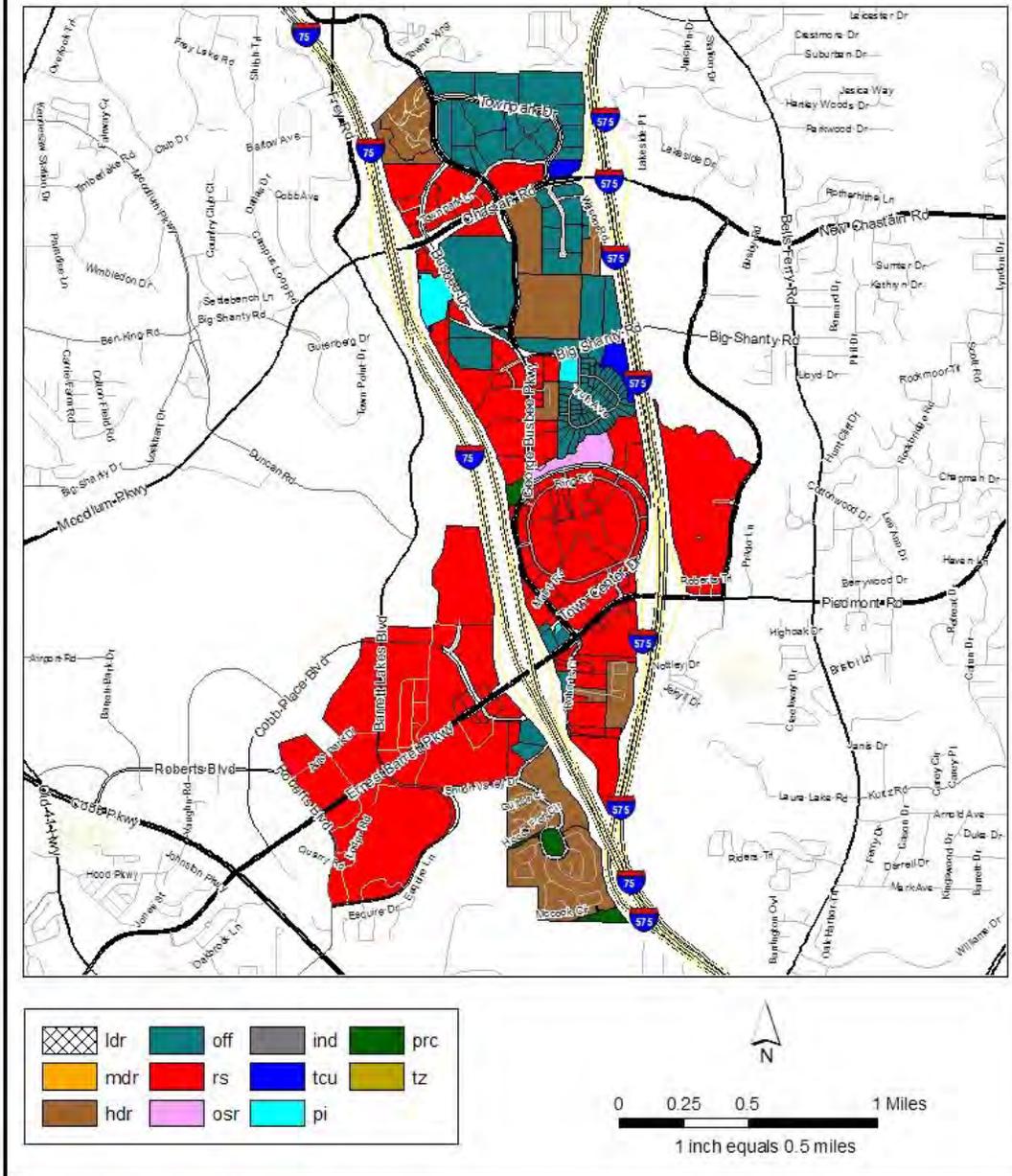




APPENDIX 2

Regional Activity Center

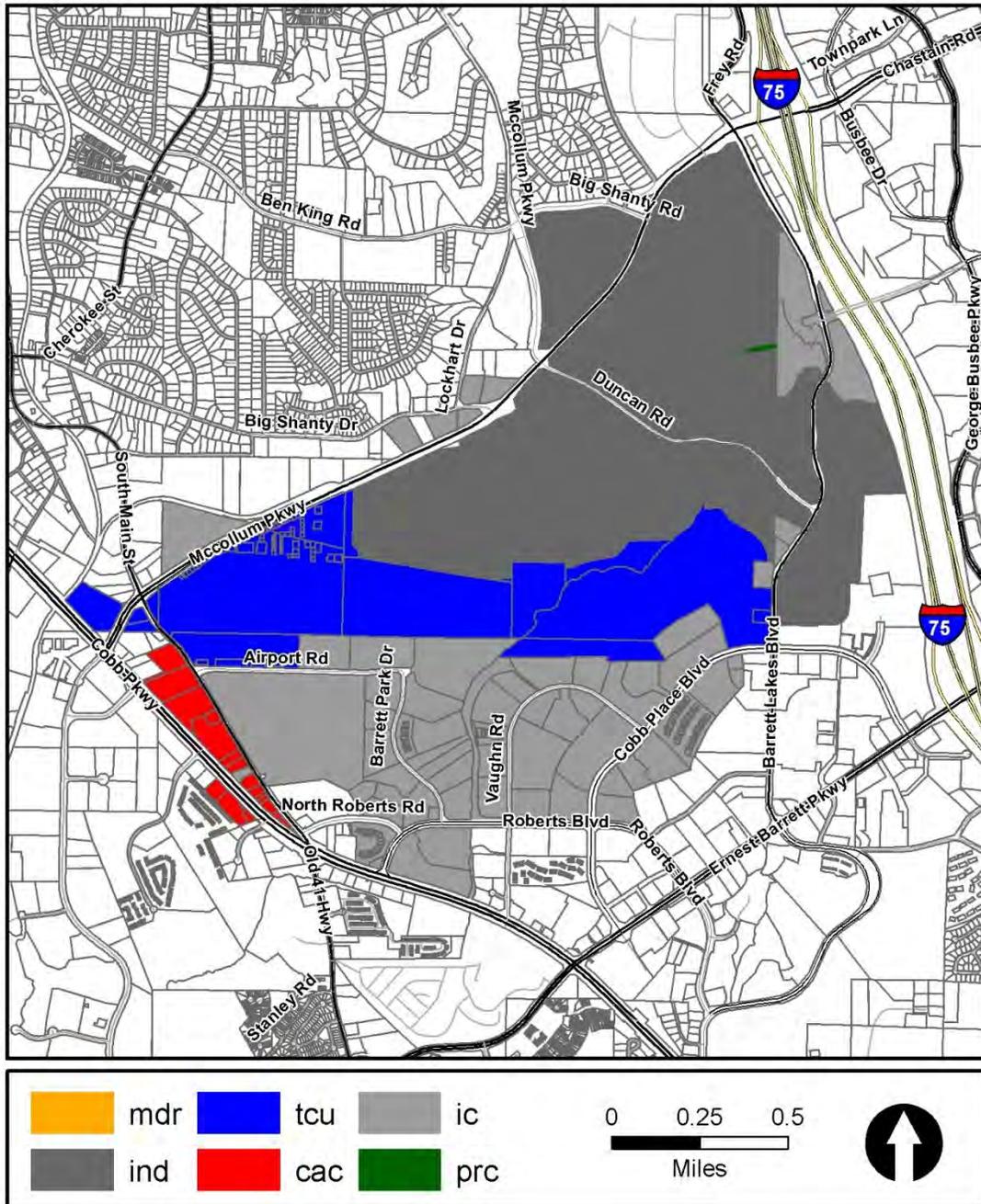
Town Center





Appendix 3-A

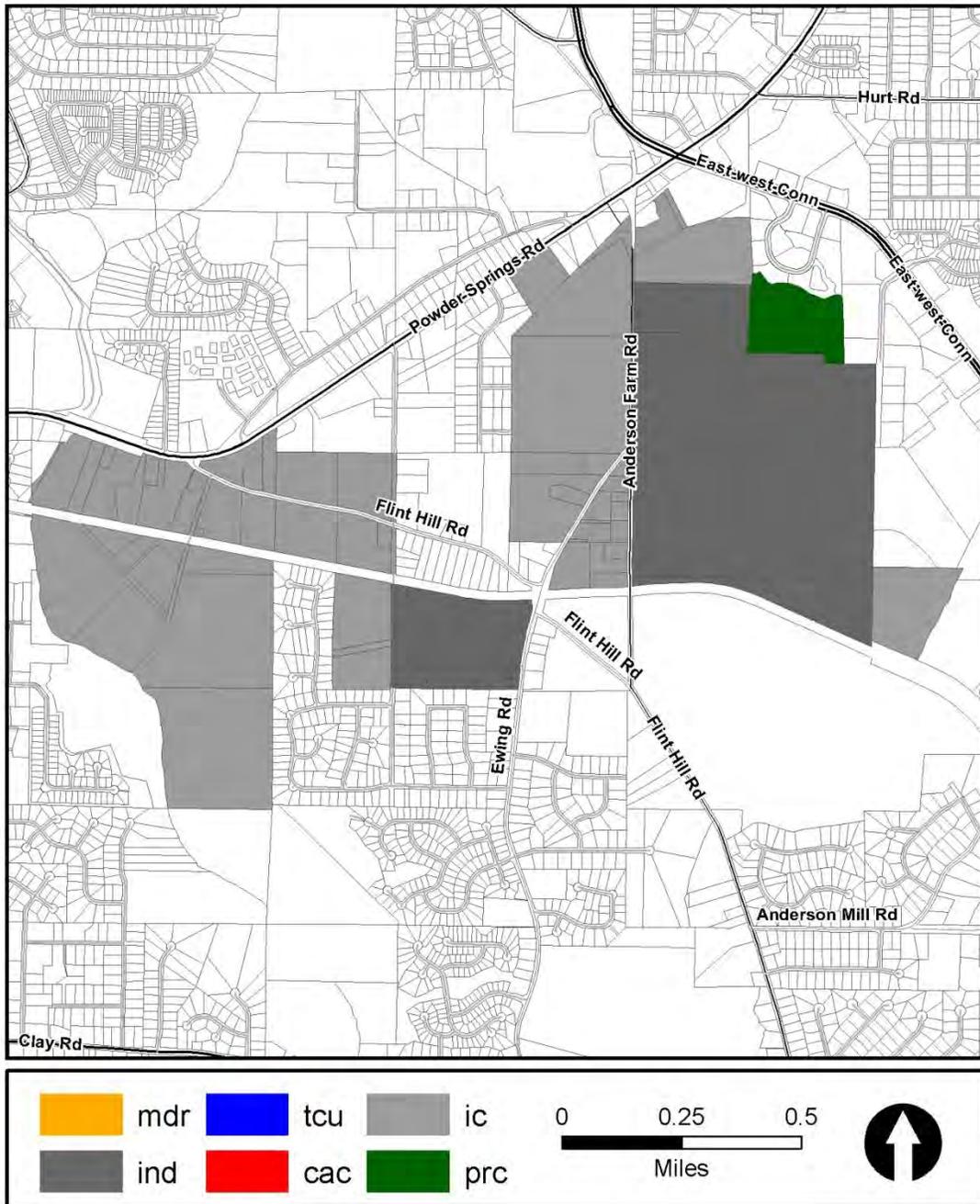
Priority Industrial Area Sub-Categories





Appendix 3-B

Priority Industrial Area Sub-Categories





Appendix 3-C

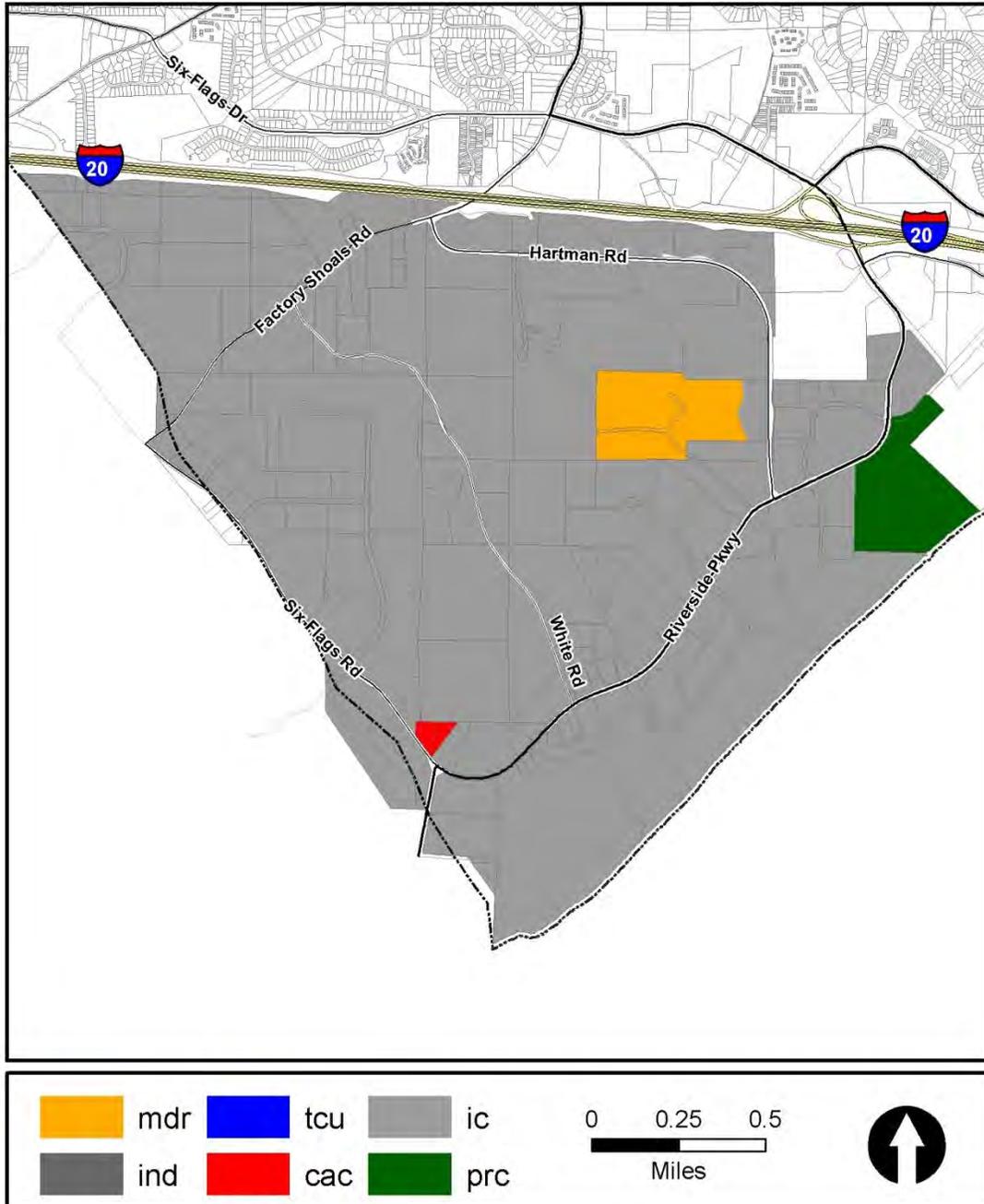
Priority Industrial Area Sub-Categories





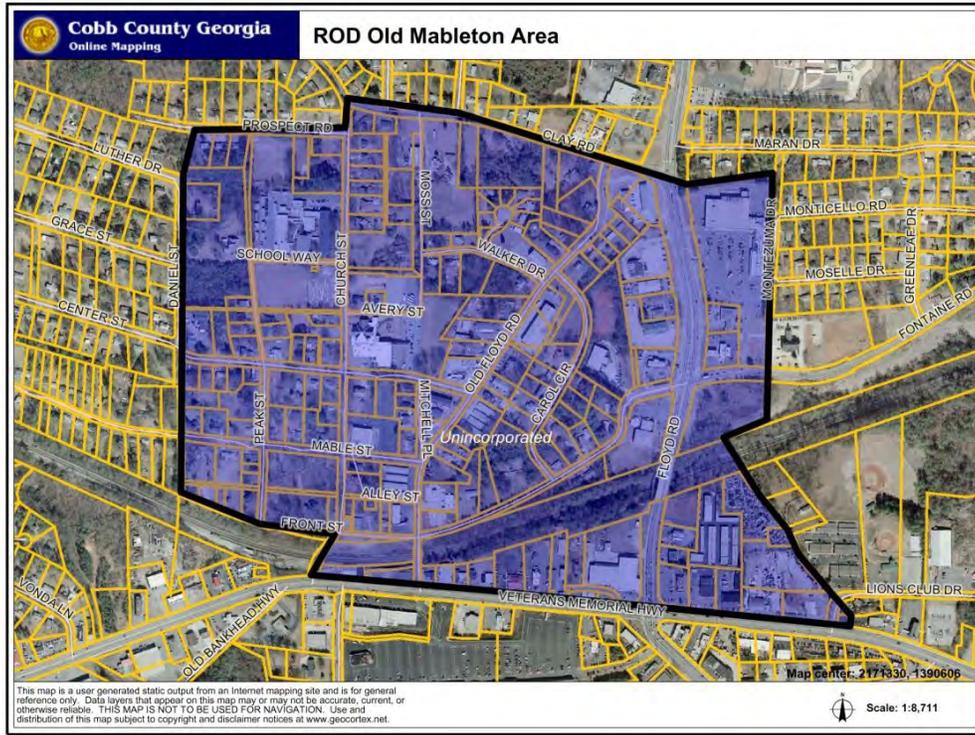
Appendix 3-D

Priority Industrial Area Sub-Categories

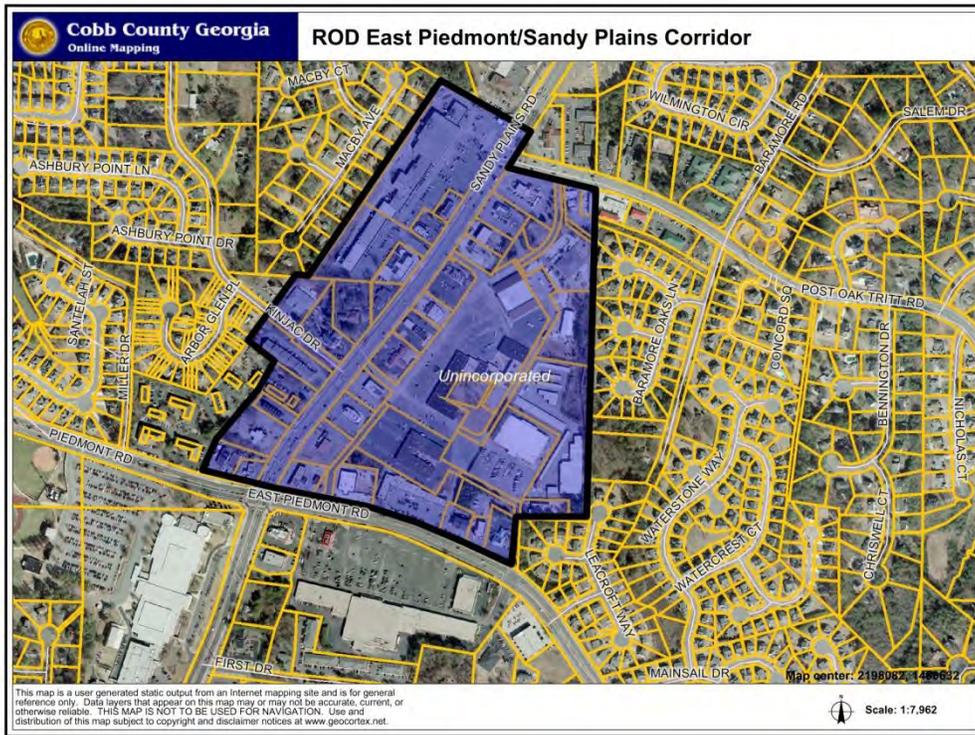




Appendix 4-A

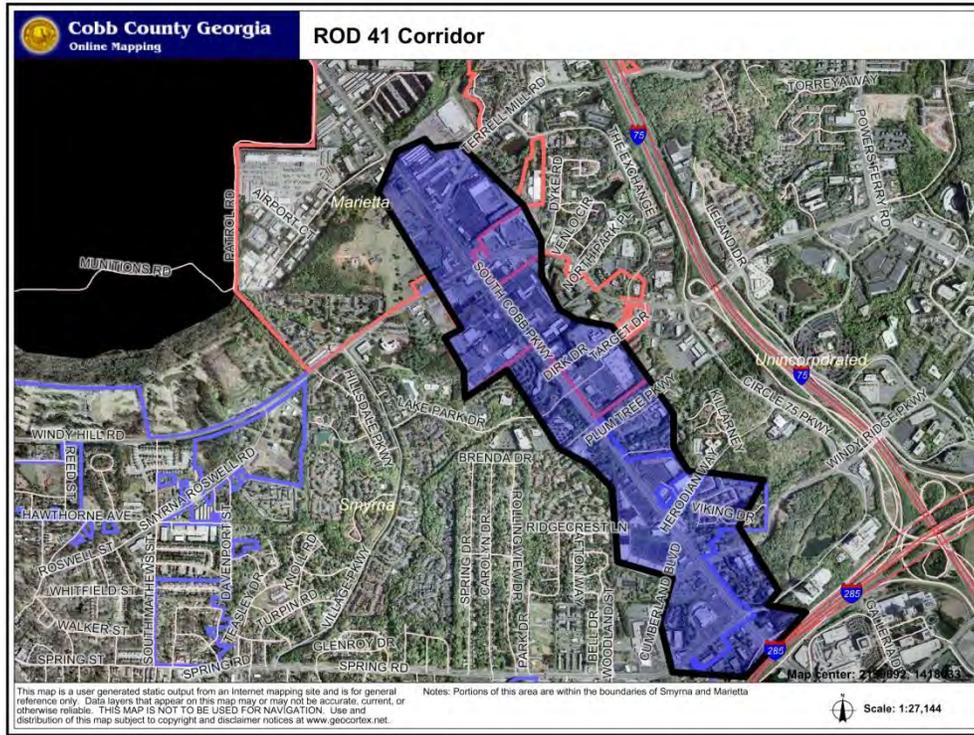


Appendix 4-B

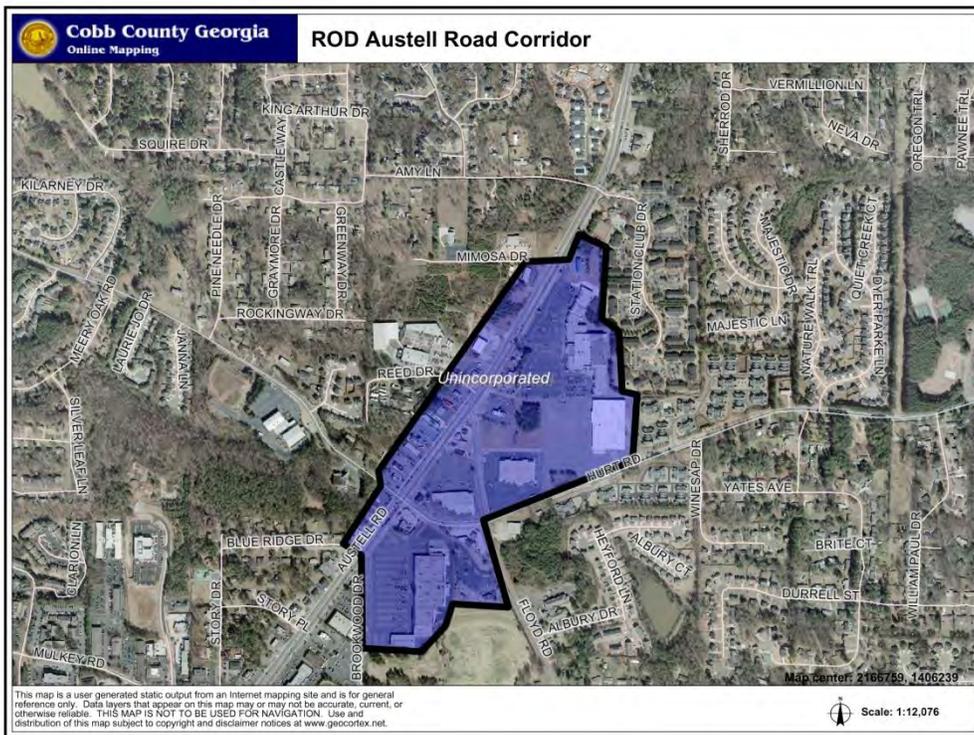




Appendix 4-C



Appendix 4-D





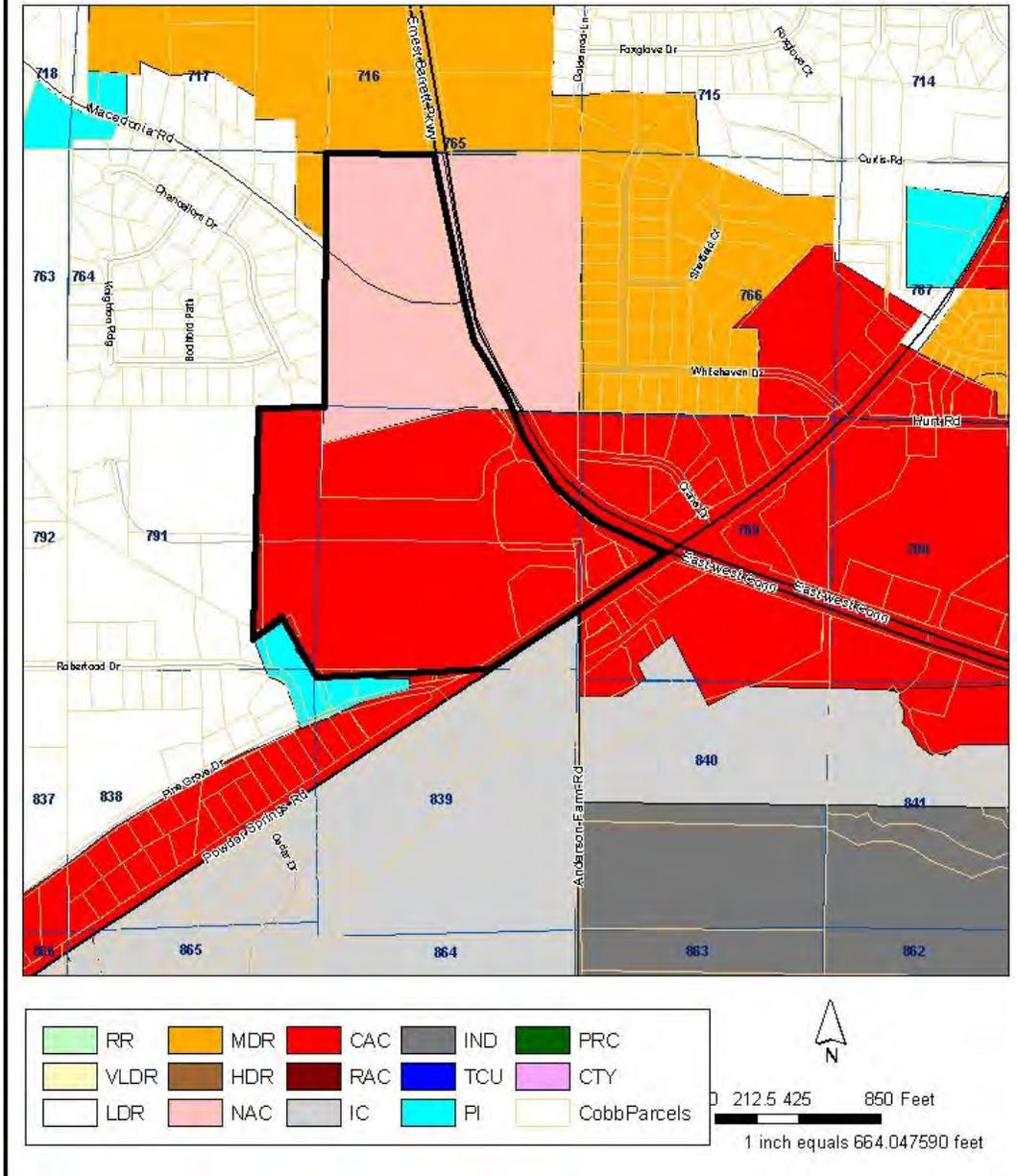
Appendix 4-E





APPENDIX 5

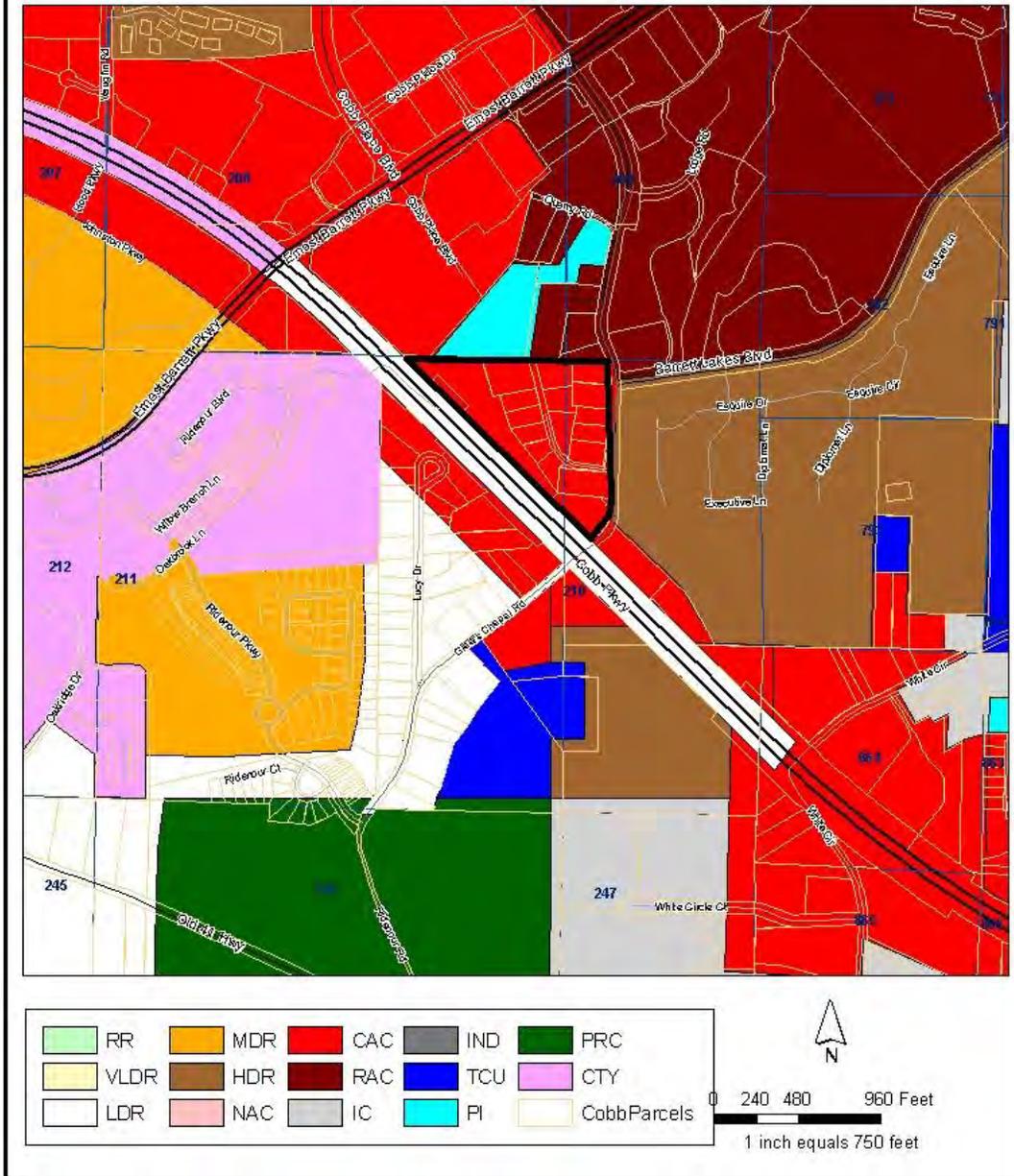
Community Activity Center/Neighborhood Activity Center Macedonia Road and East West Connector





APPENDIX 6

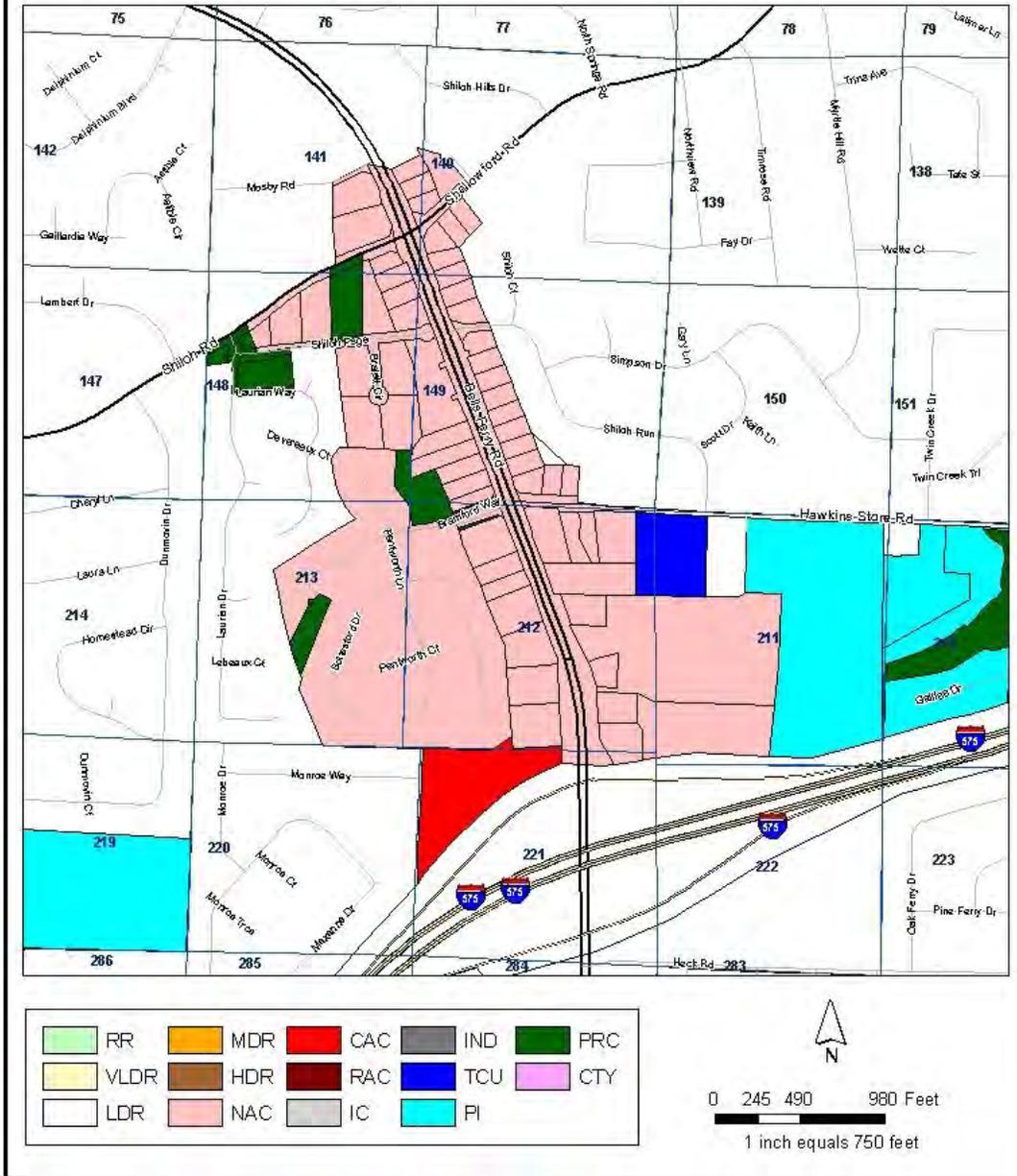
Community Activity Center Cobb Parkway and Green Chapel Road





APPENDIX 7

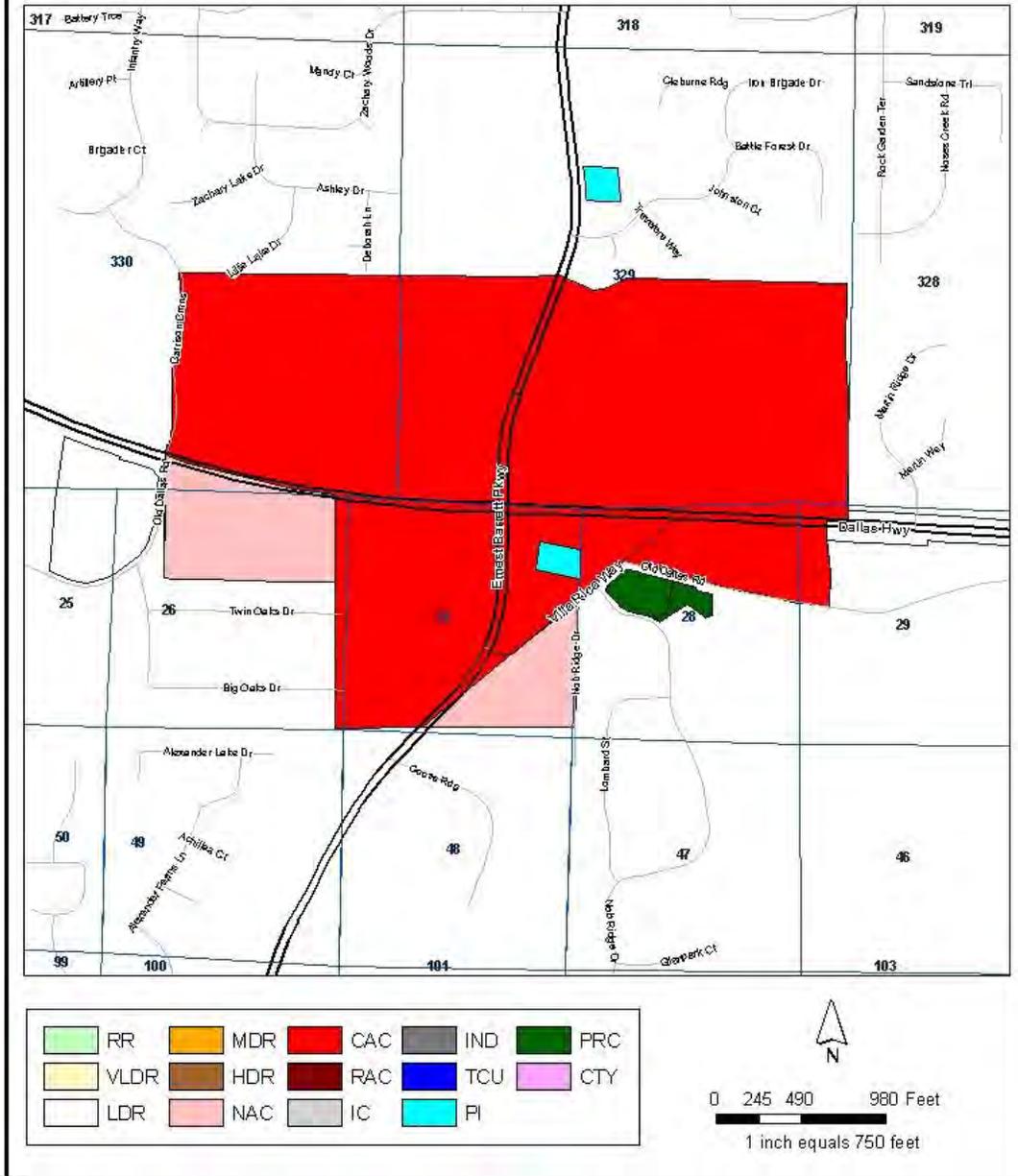
Neighborhood Activity Center Bells Ferry and Shallowford Road





APPENDIX 8

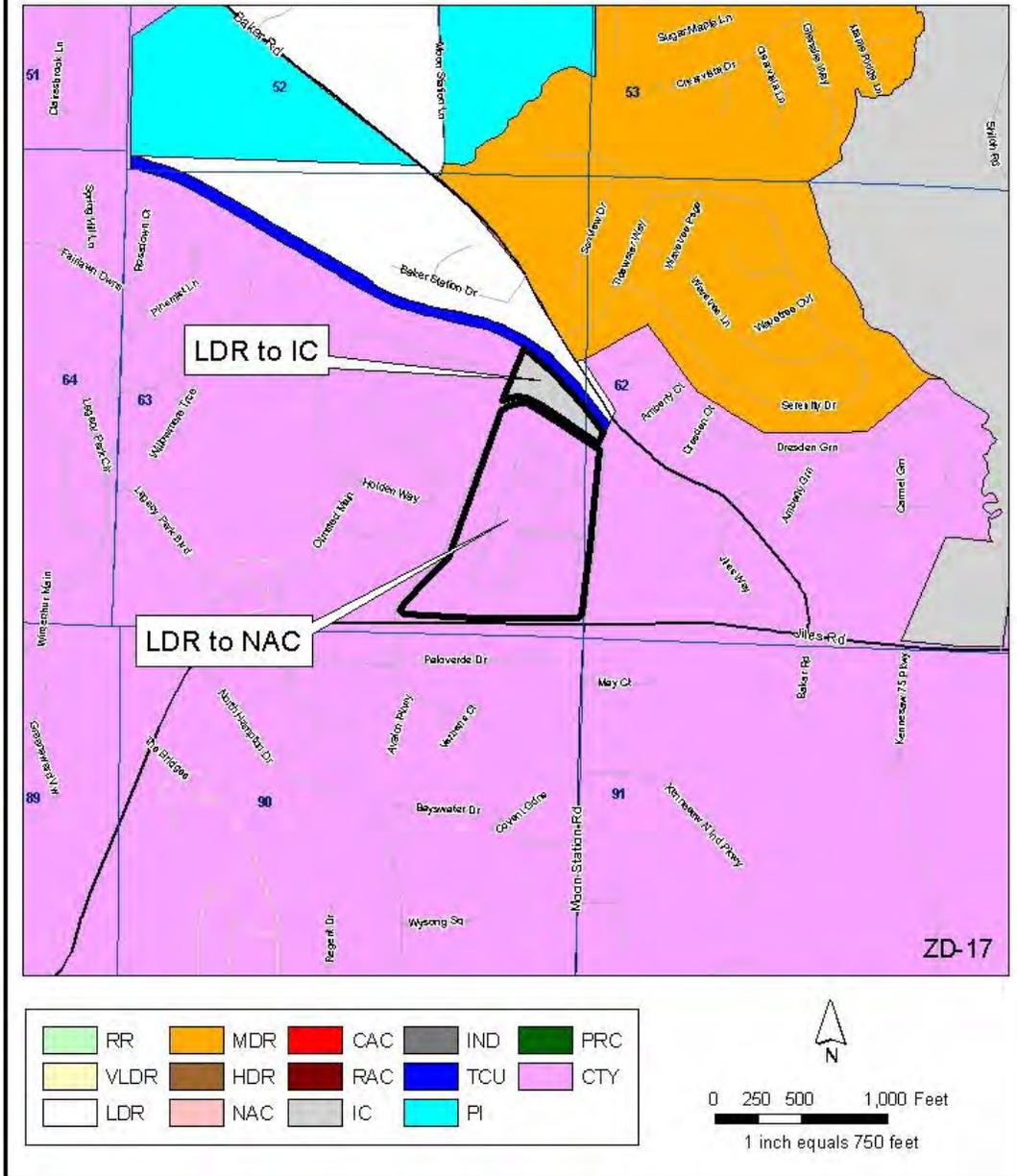
Neighborhood Activity Center Dallas Highway and Old Dallas Road





APPENDIX 9

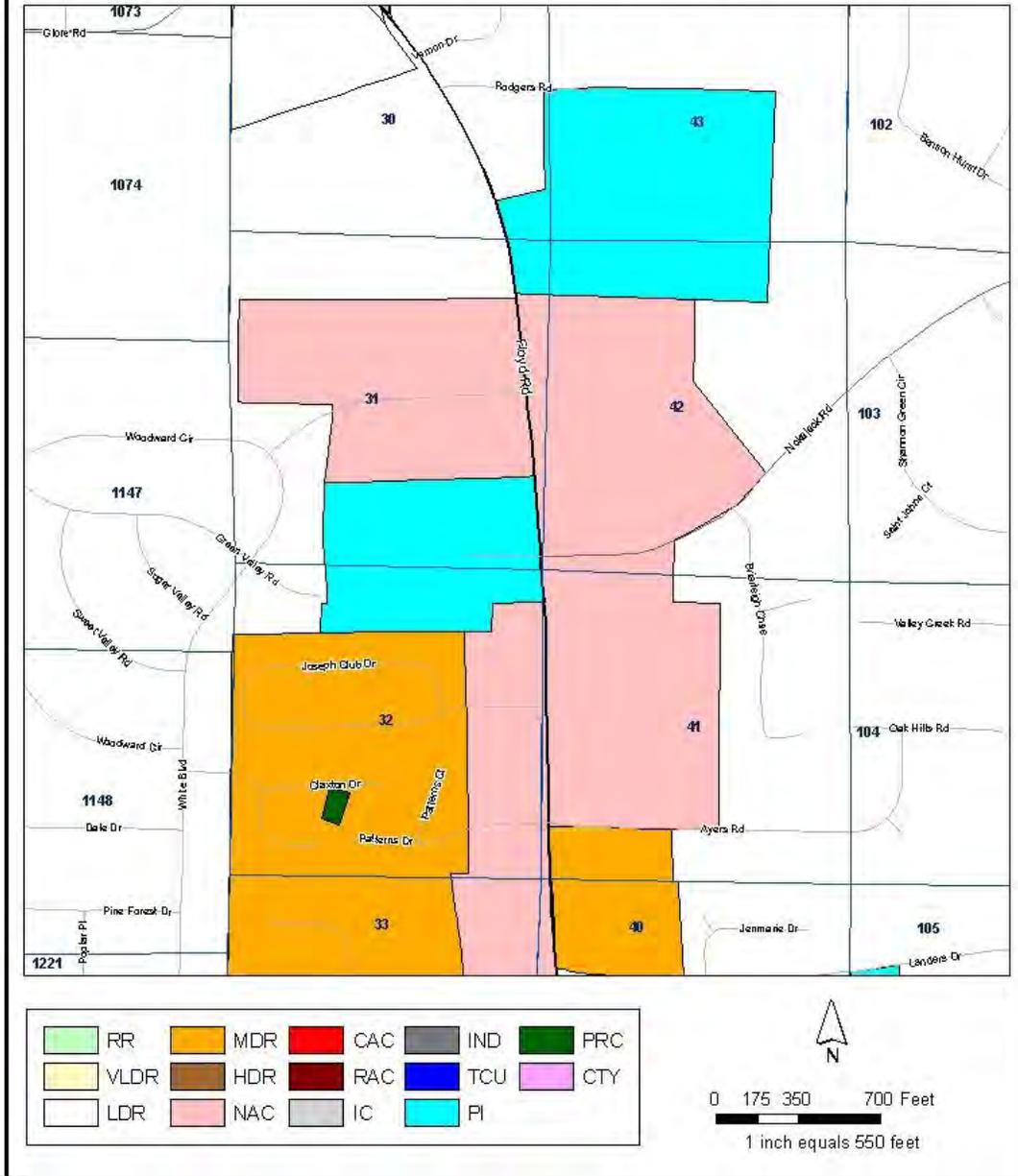
Neighborhood Activity Center Jiles Place and Jiles Road





APPENDIX 10

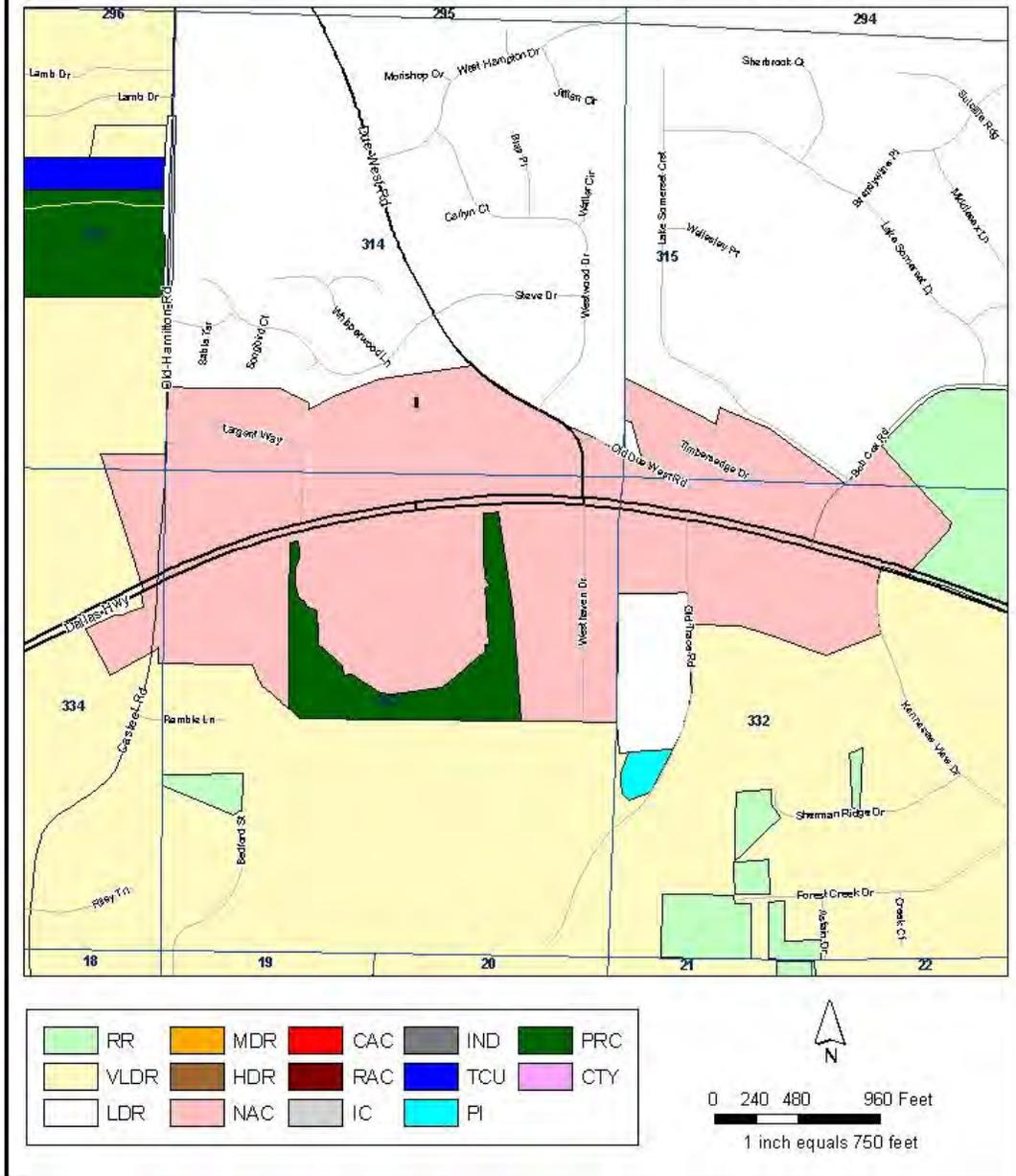
Neighborhood Activity Center Floyd Road and Nickajack Road





APPENDIX 11

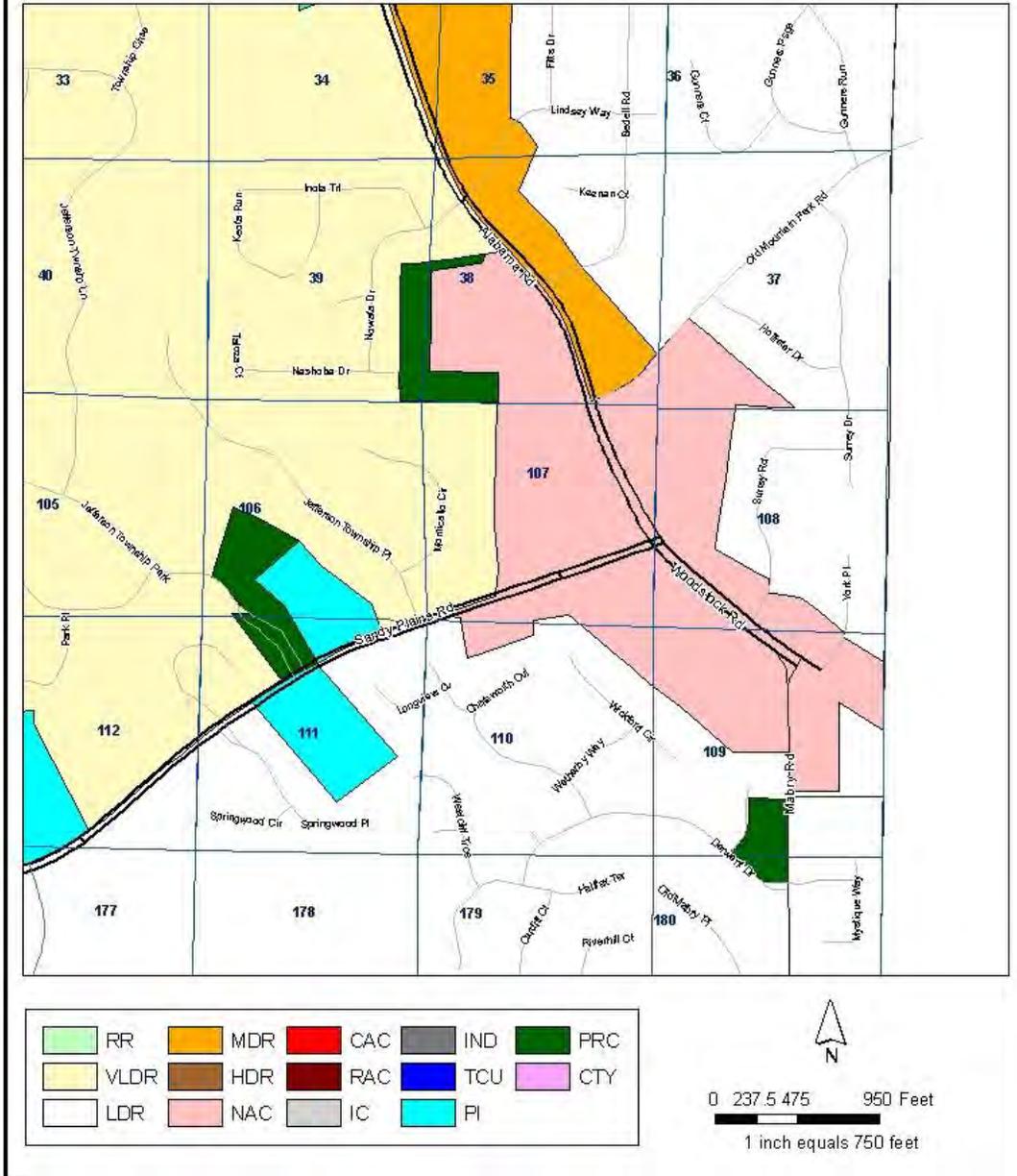
Neighborhood Activity Center Dallas Highway and Acworth Due West Road





APPENDIX 12

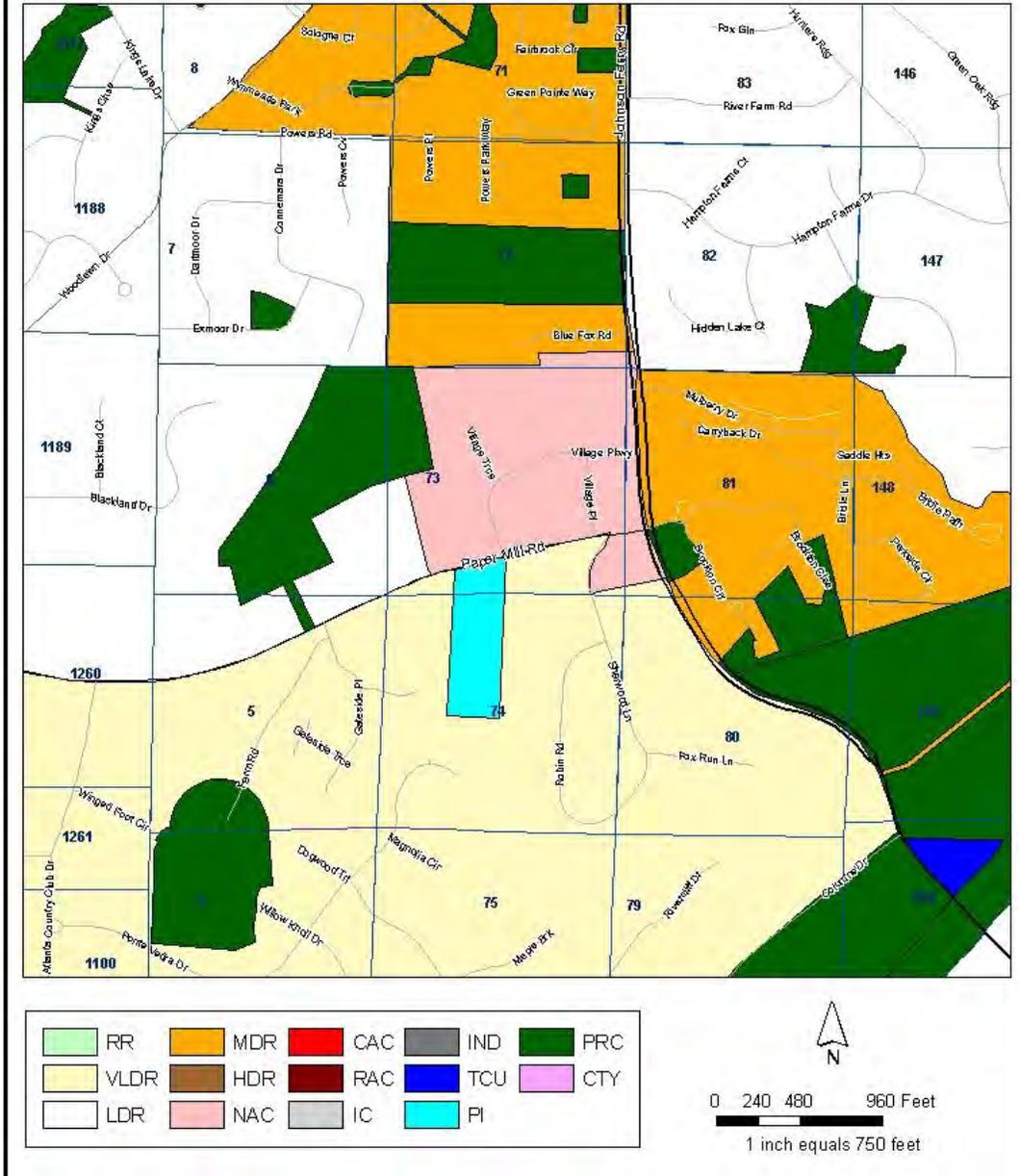
Neighborhood Activity Center Sandy Plains Road and S.R. 92





APPENDIX 13

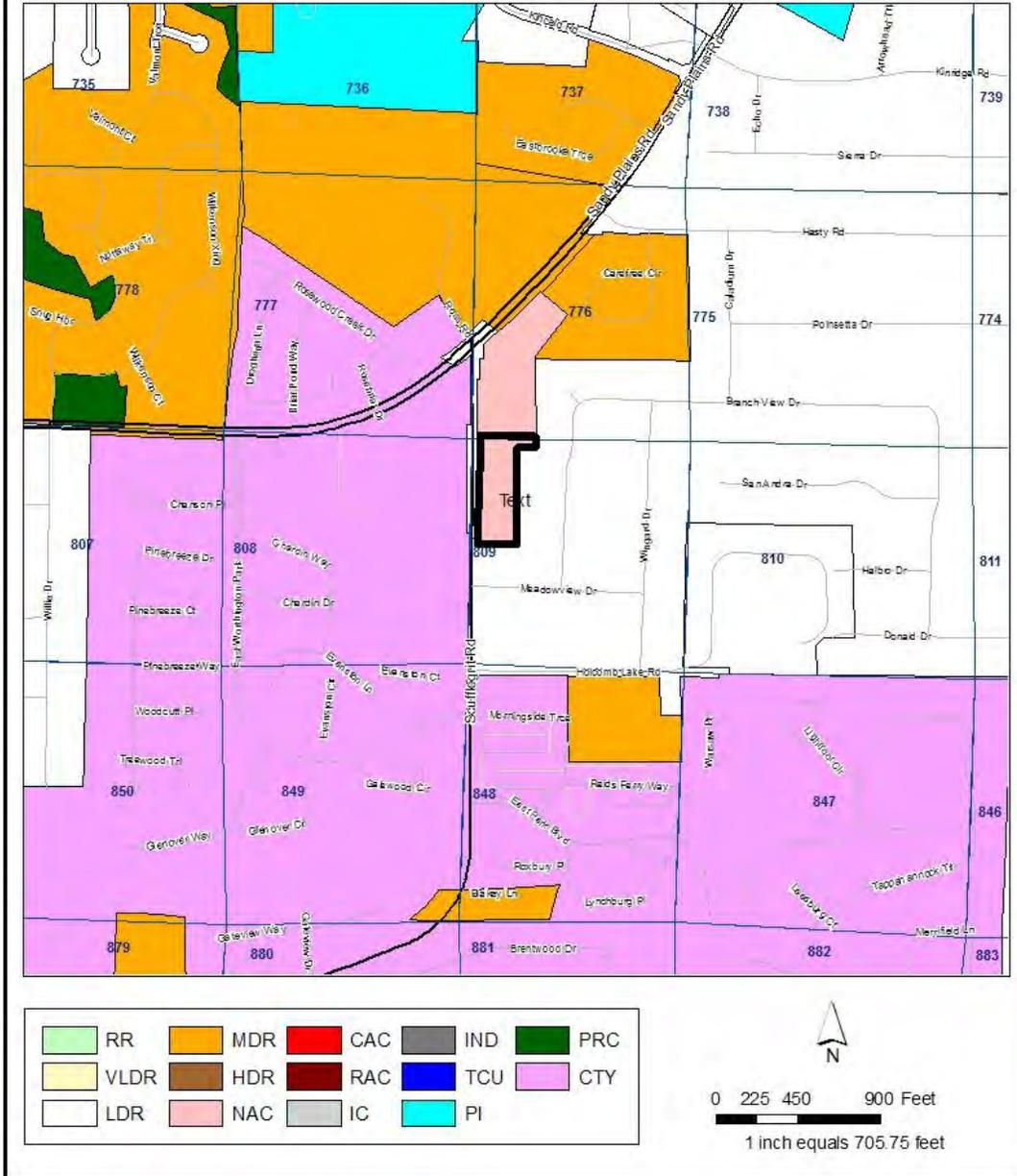
Neighborhood Activity Center Johnson Ferry Road and Paper Mill Road





APPENDIX 14

Neighborhood Activity Center Sandy Plains Road and Scufflegrit Road

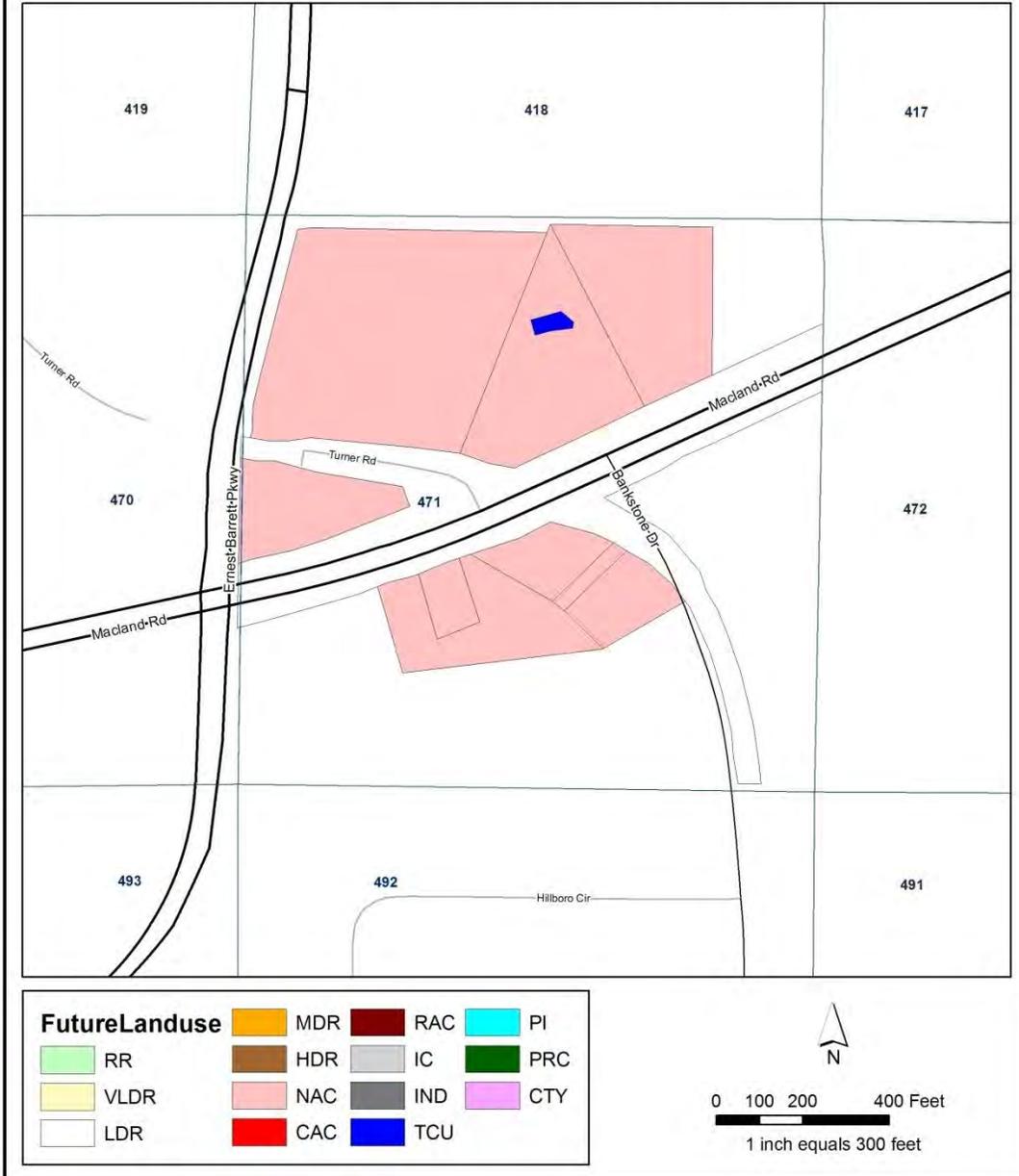




APPENDIX 15

Neighborhood Activity Center

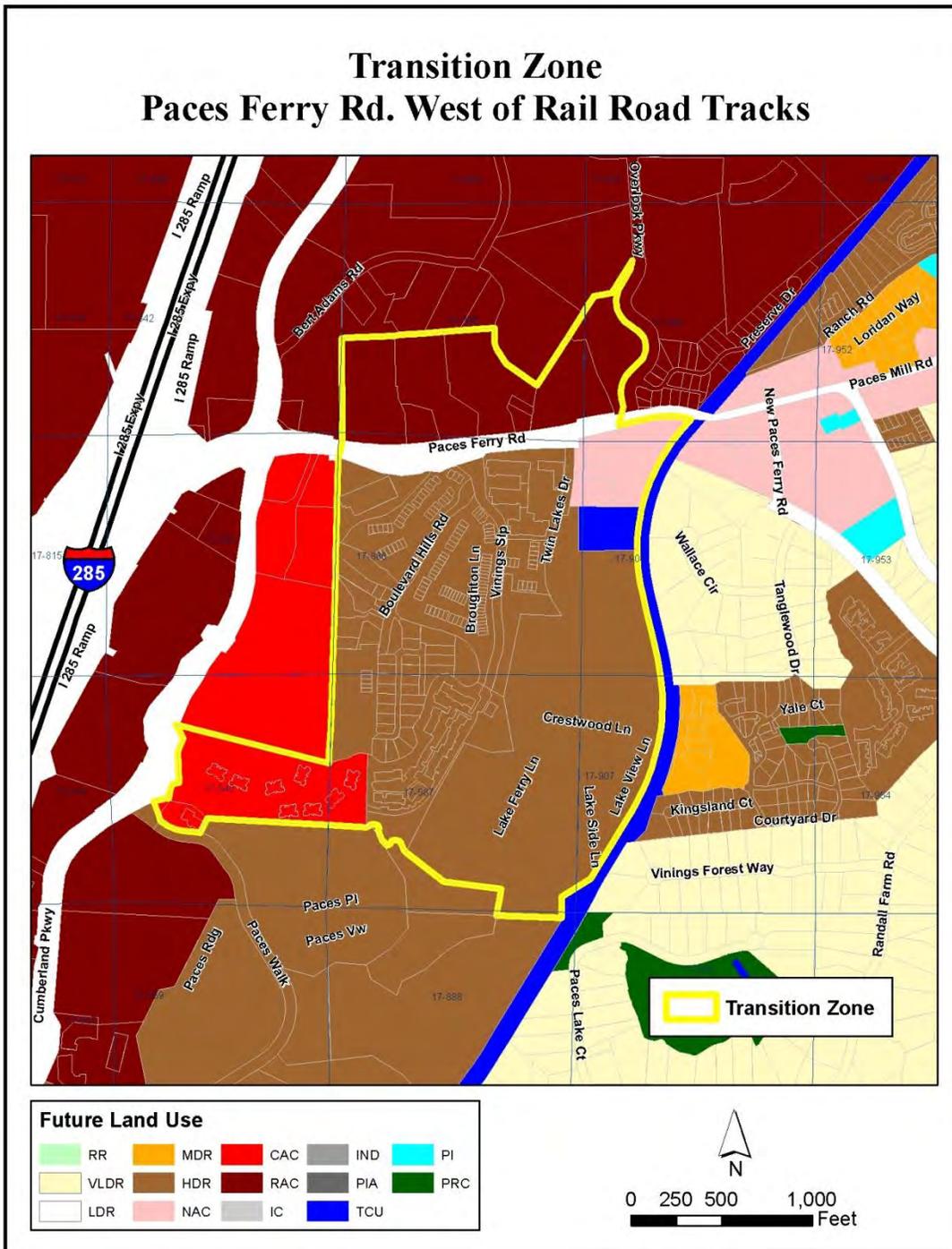
Turner Road at Barrett Parkway and Macland Road





Appendix 16

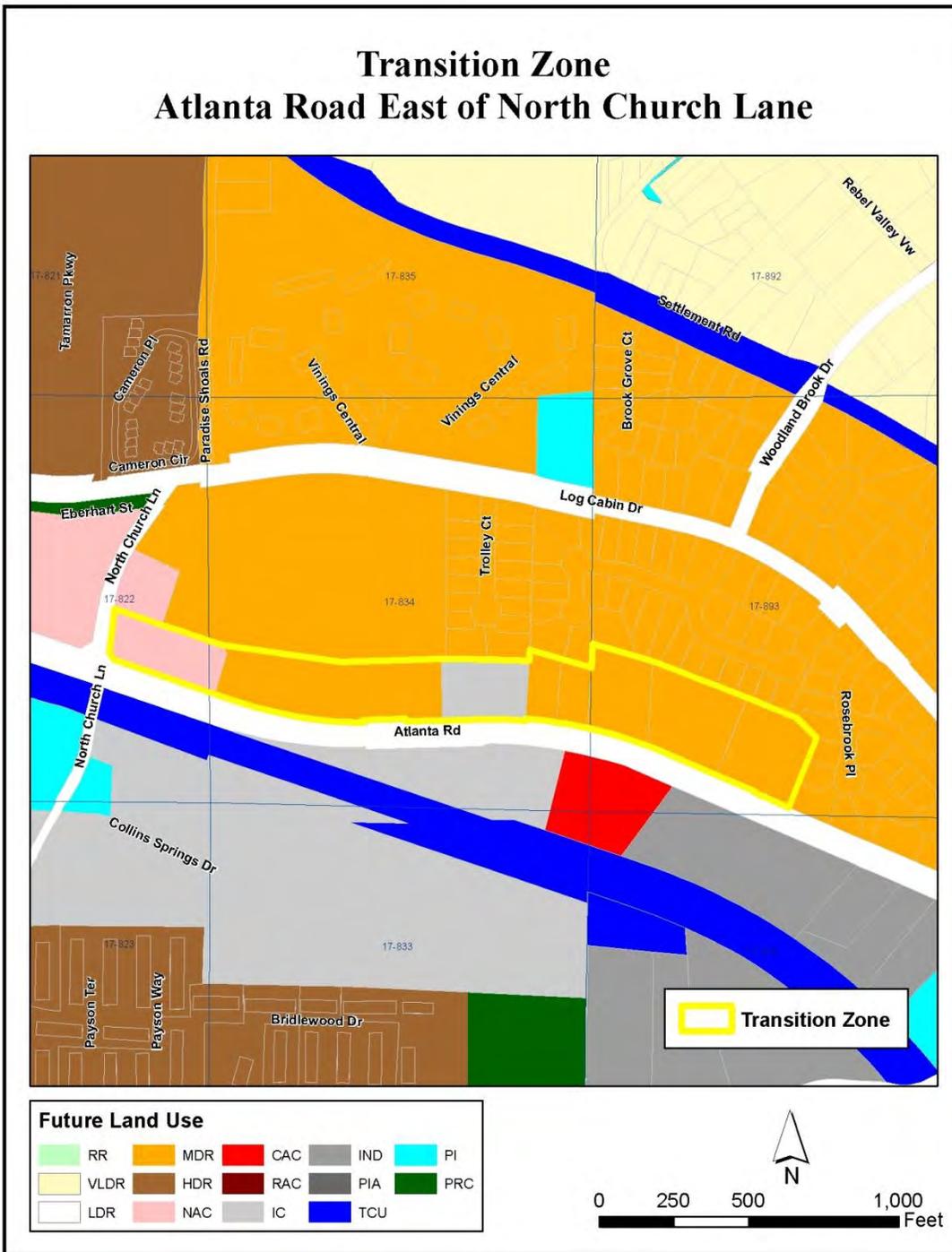
Transition Zone Paces Ferry Rd. West of Rail Road Tracks





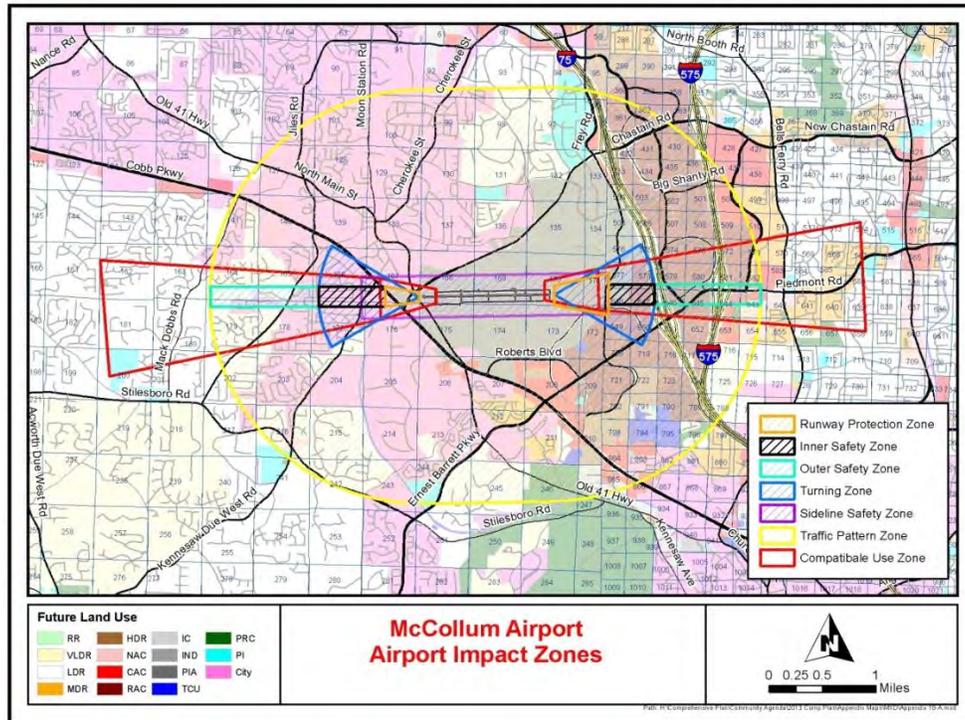
Appendix 17

Transition Zone Atlanta Road East of North Church Lane

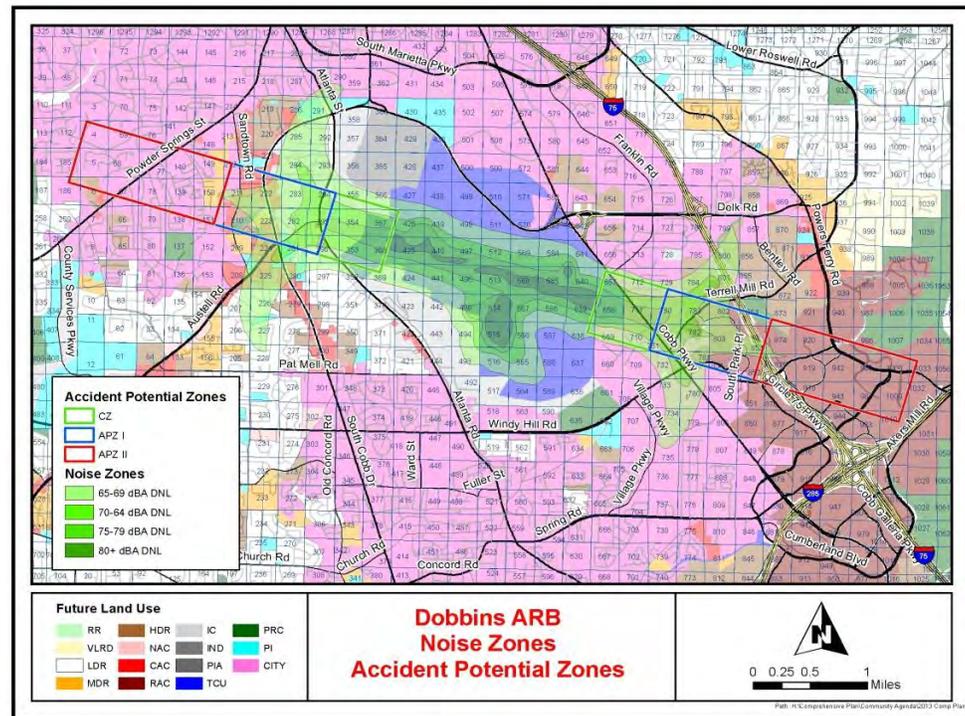




Appendix 18-A

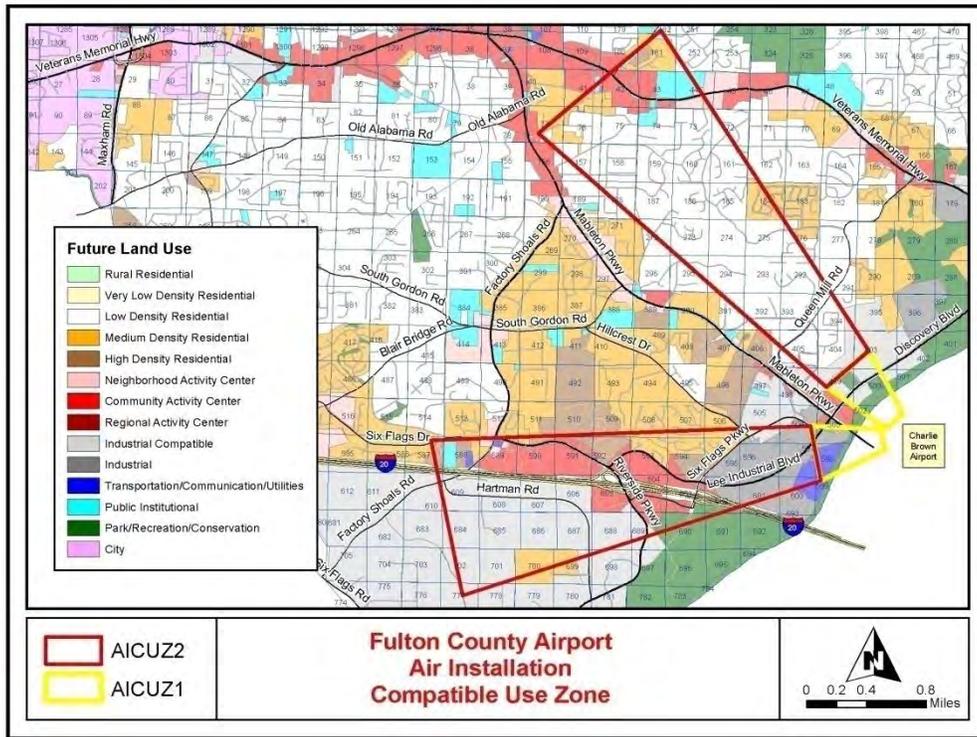


Appendix 18-B





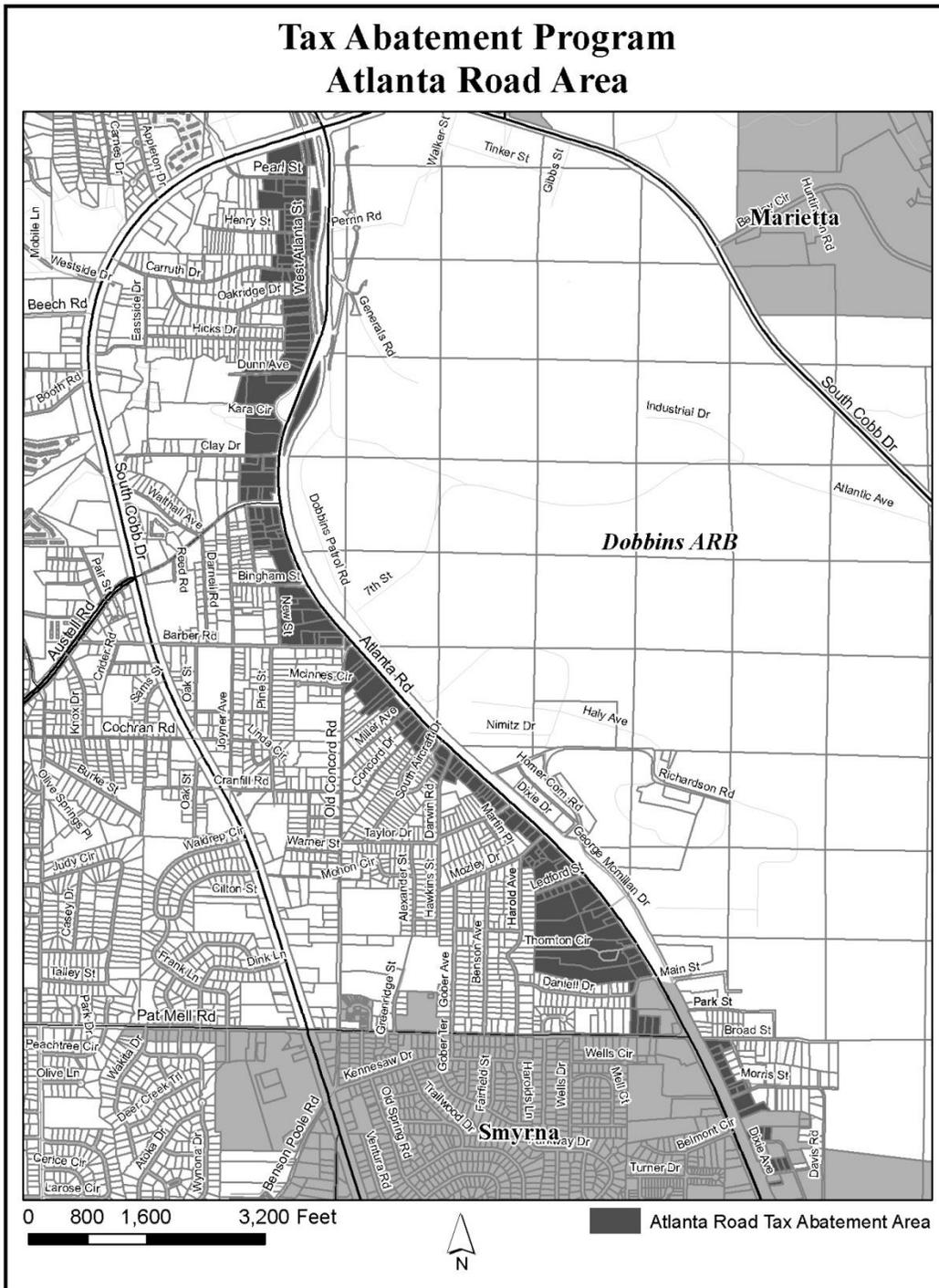
Appendix 18-C





Appendix 19-A

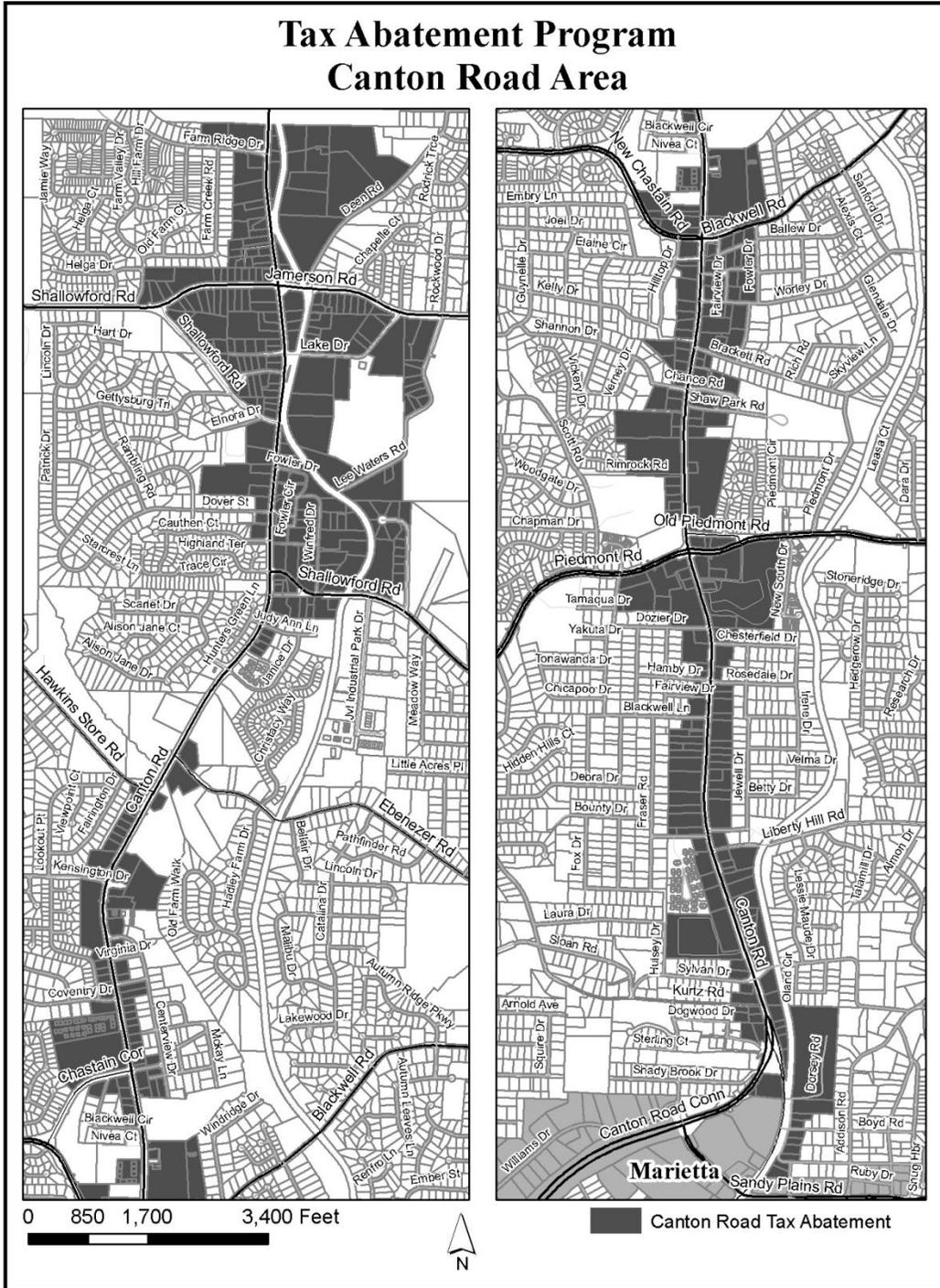
Tax Abatement Program Atlanta Road Area





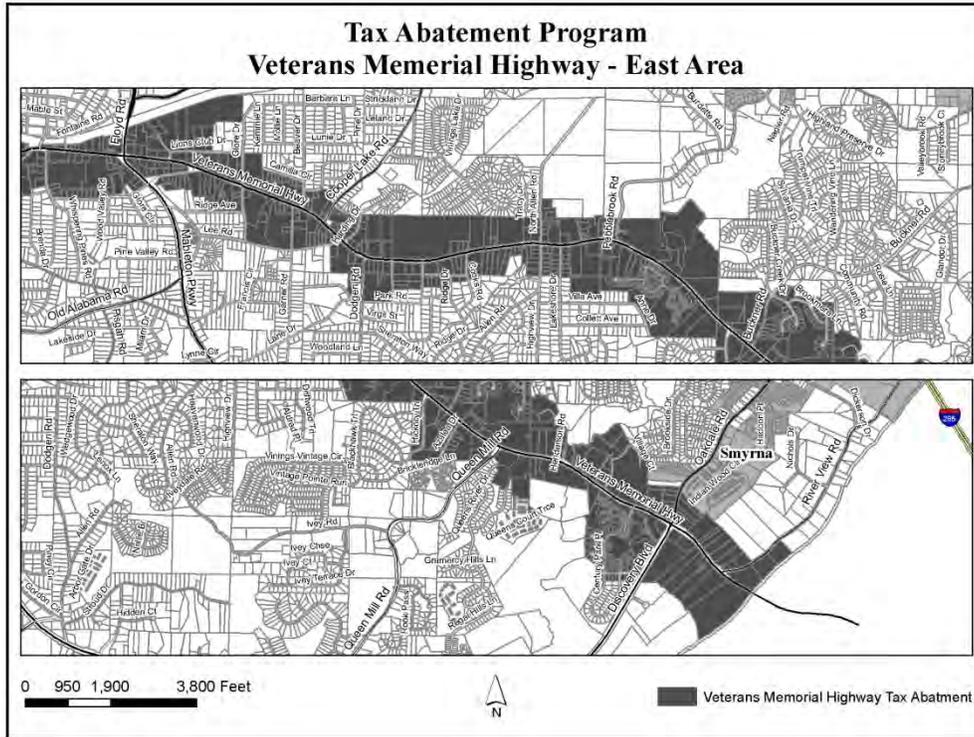
Appendix 19-B

Tax Abatement Program Canton Road Area

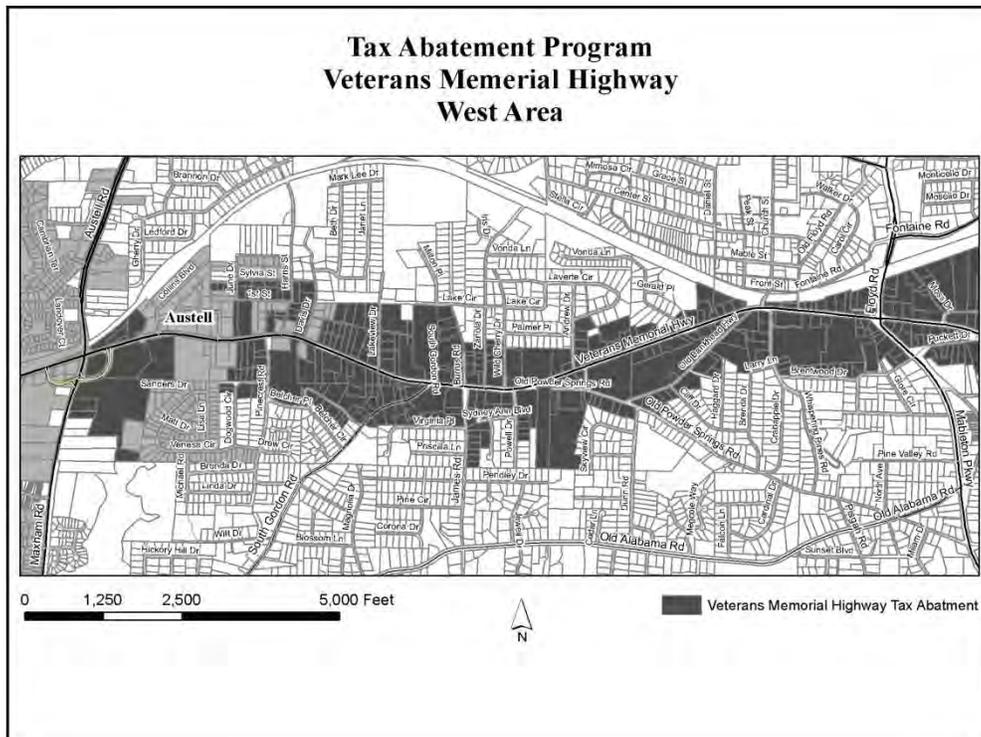




Appendix 19-C

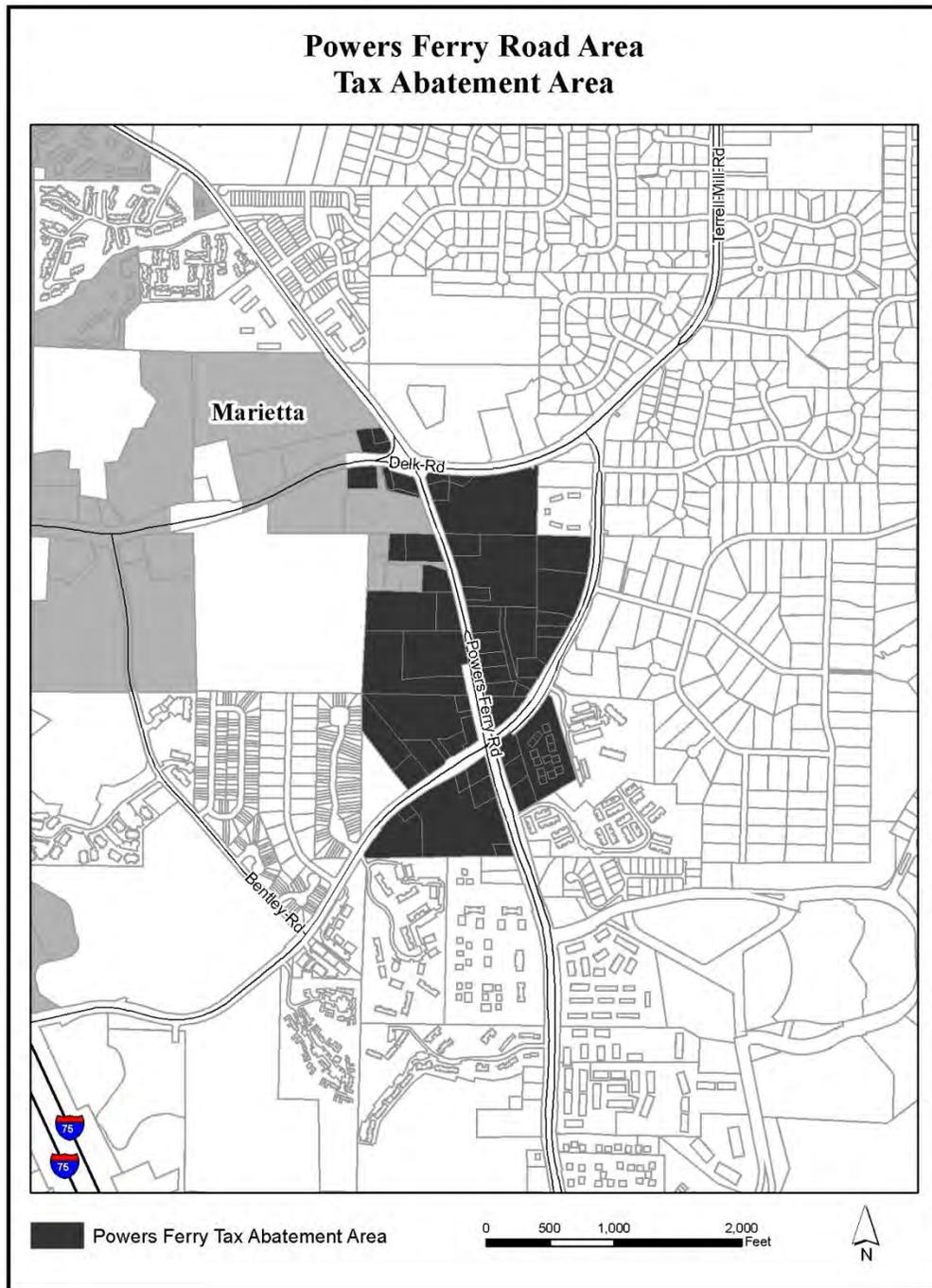


Appendix 19-D





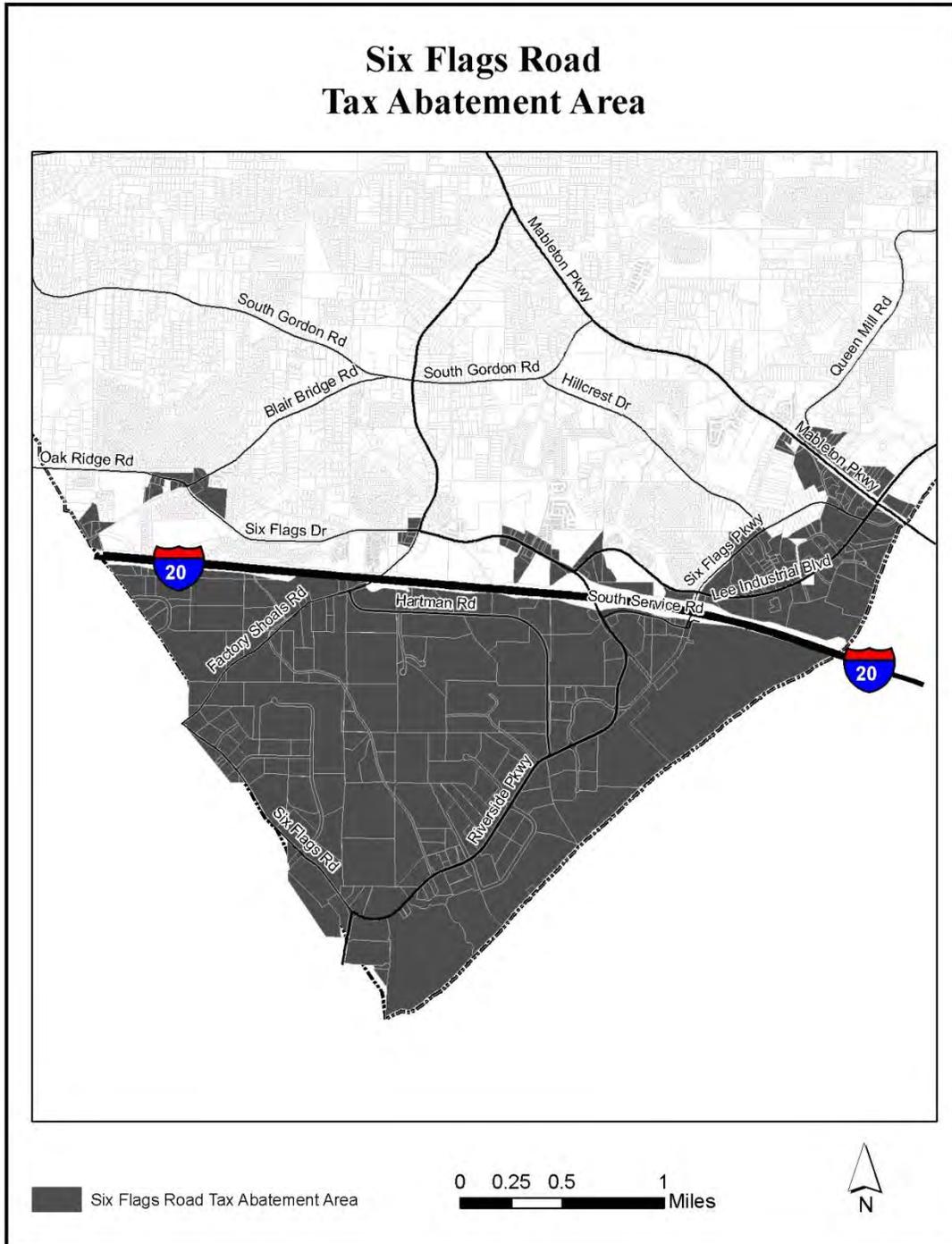
Appendix 19-E





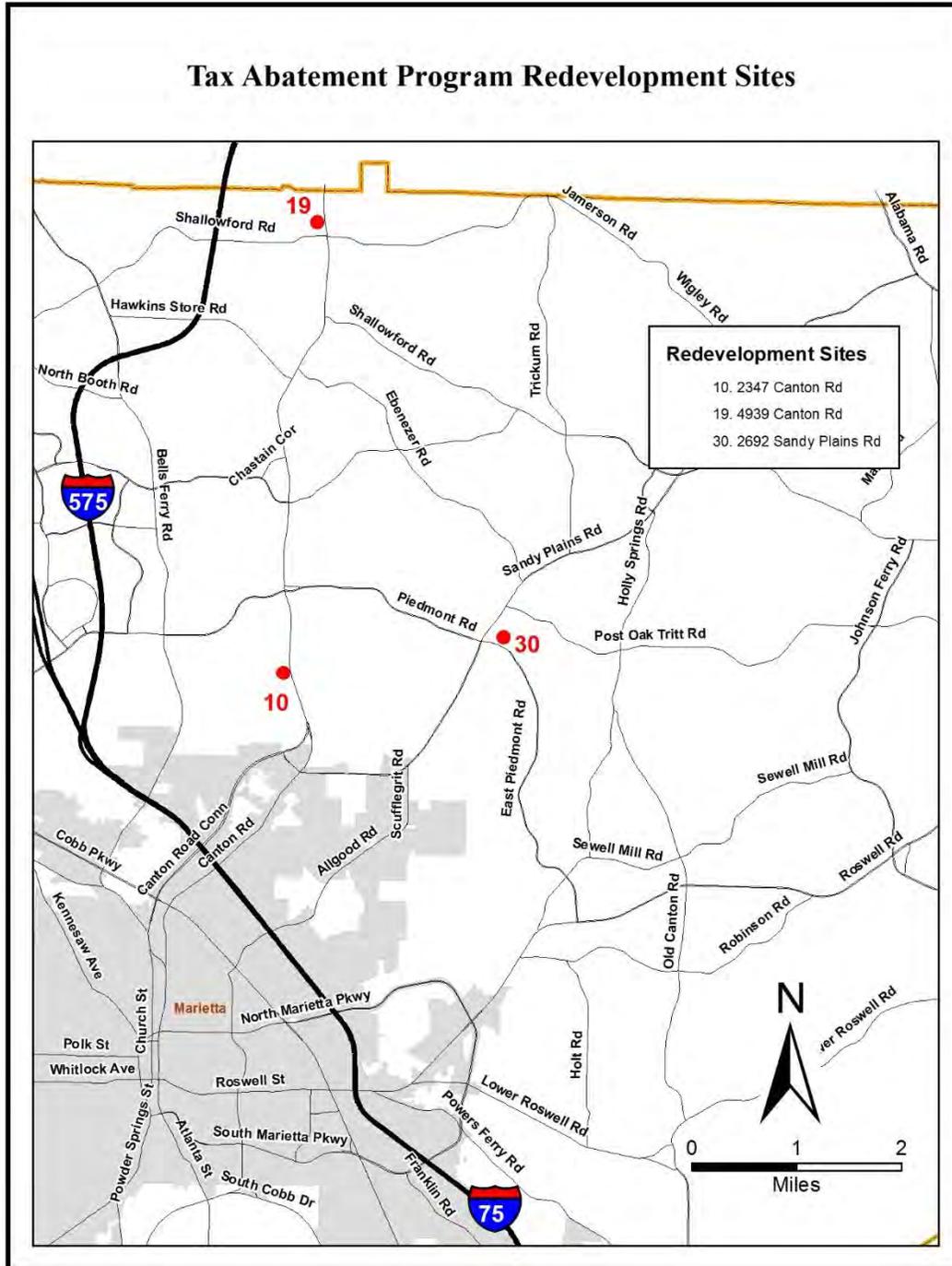
Appendix 19-F

Six Flags Road Tax Abatement Area



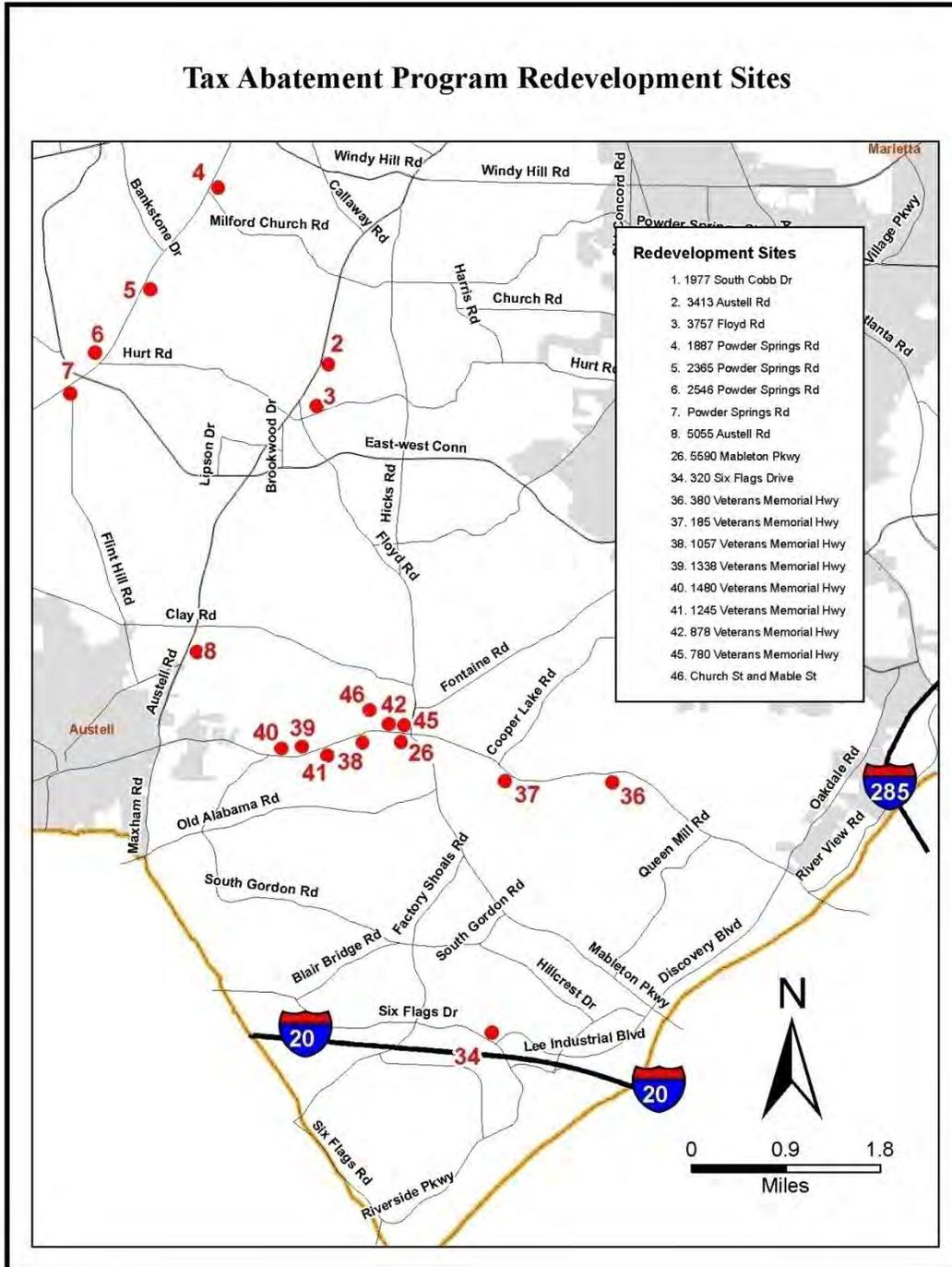


Appendix 20-A



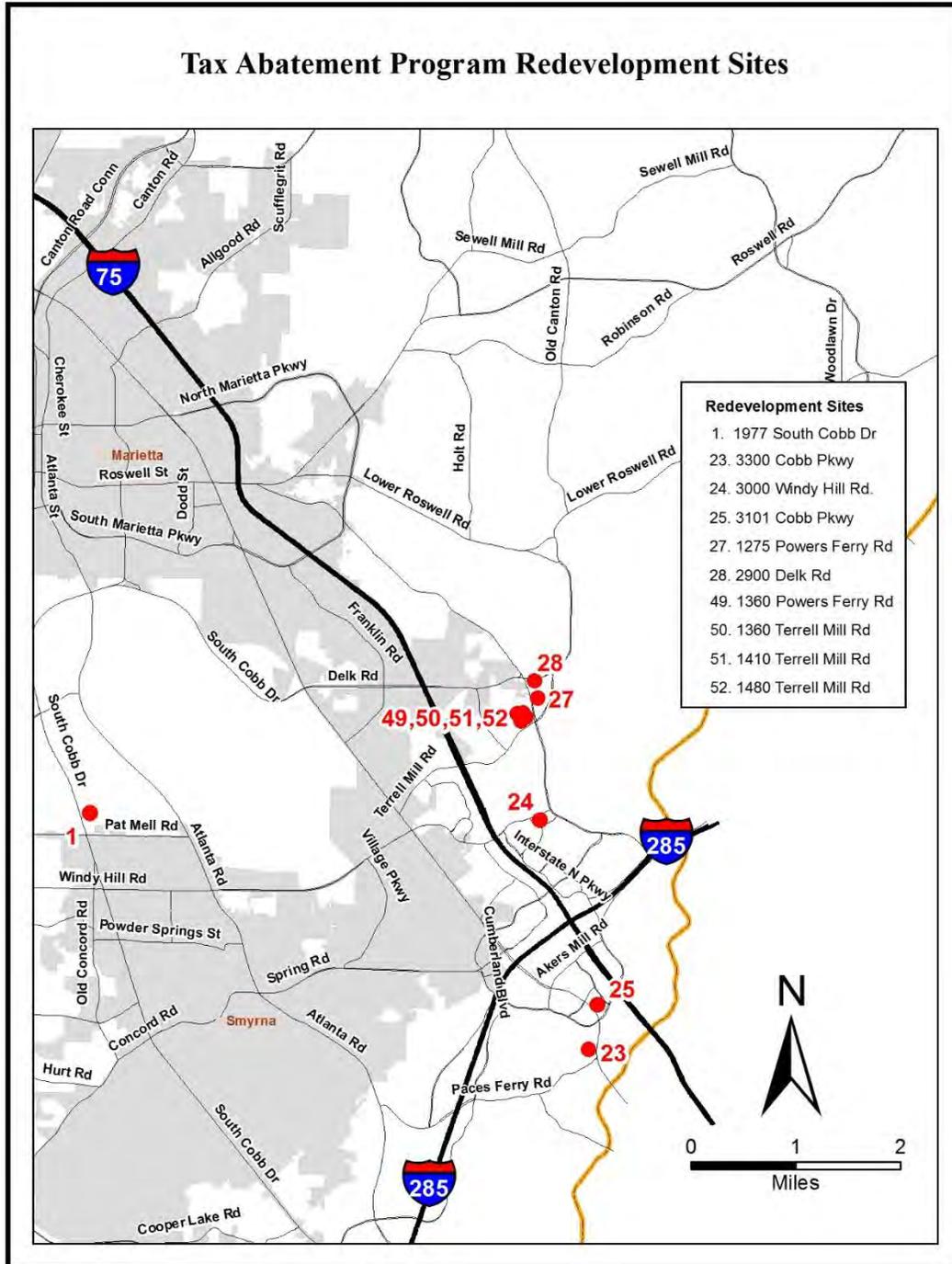


Appendix 20-B





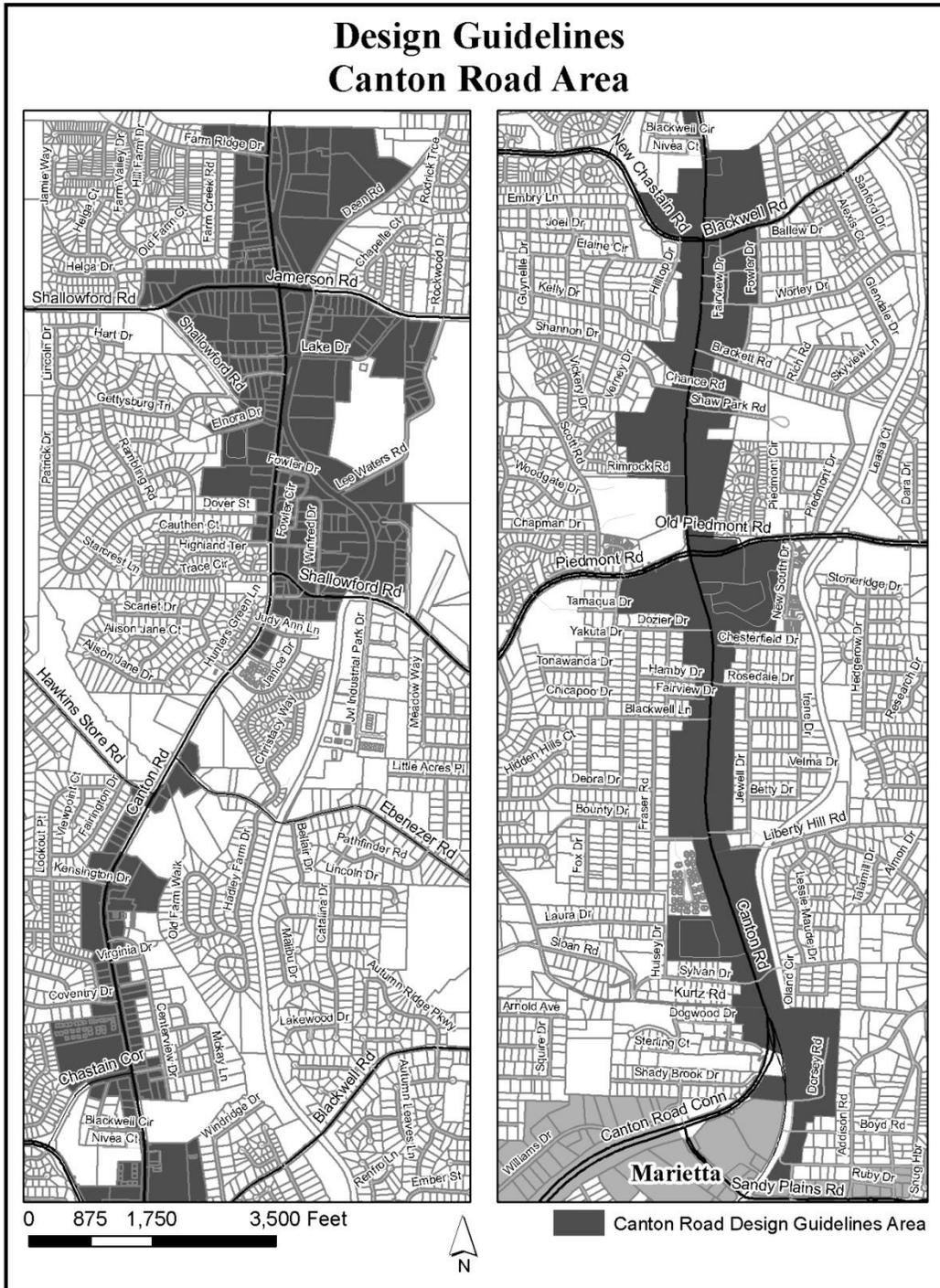
Appendix 20-C





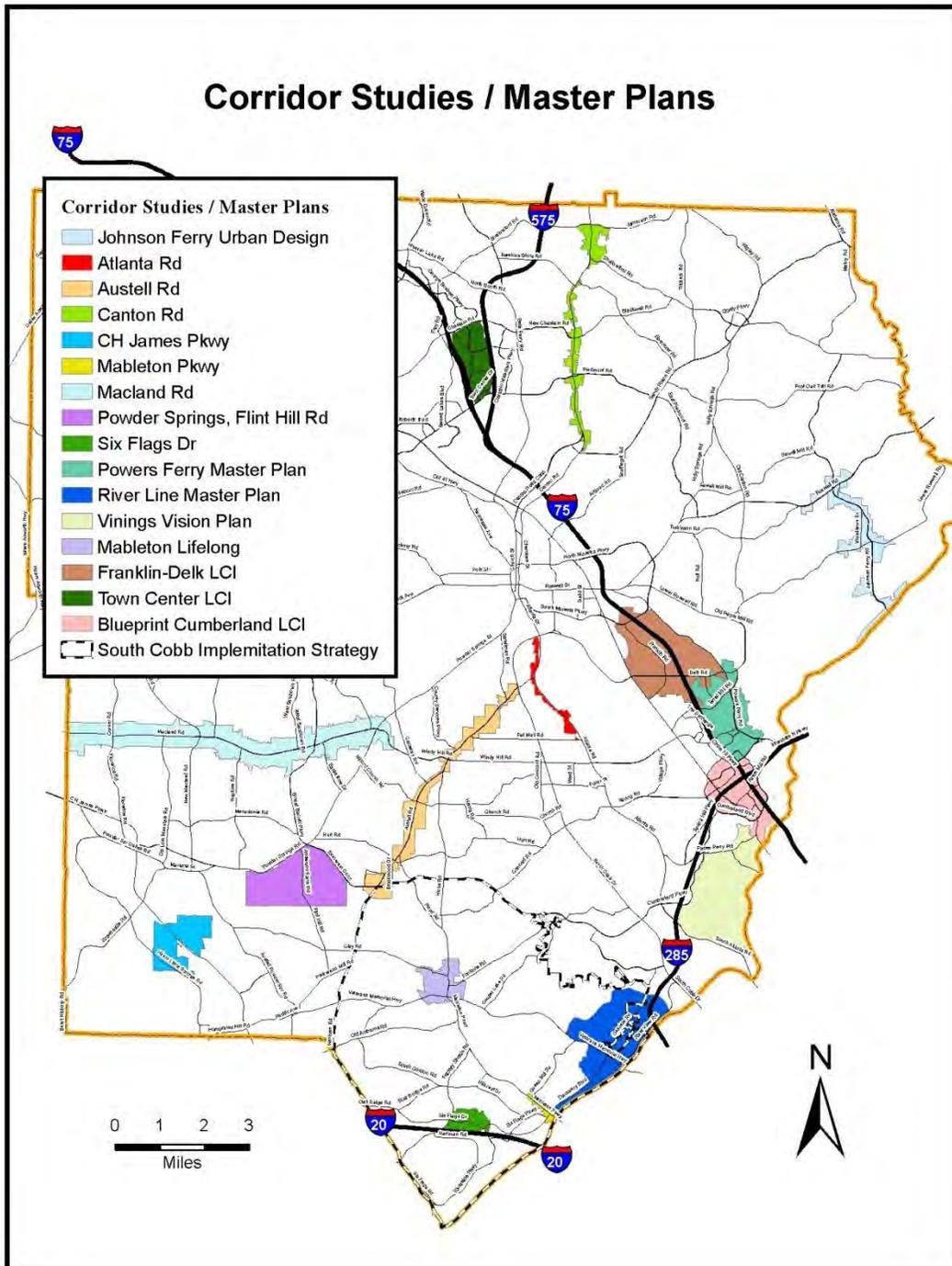
Appendix 21

Design Guidelines Canton Road Area



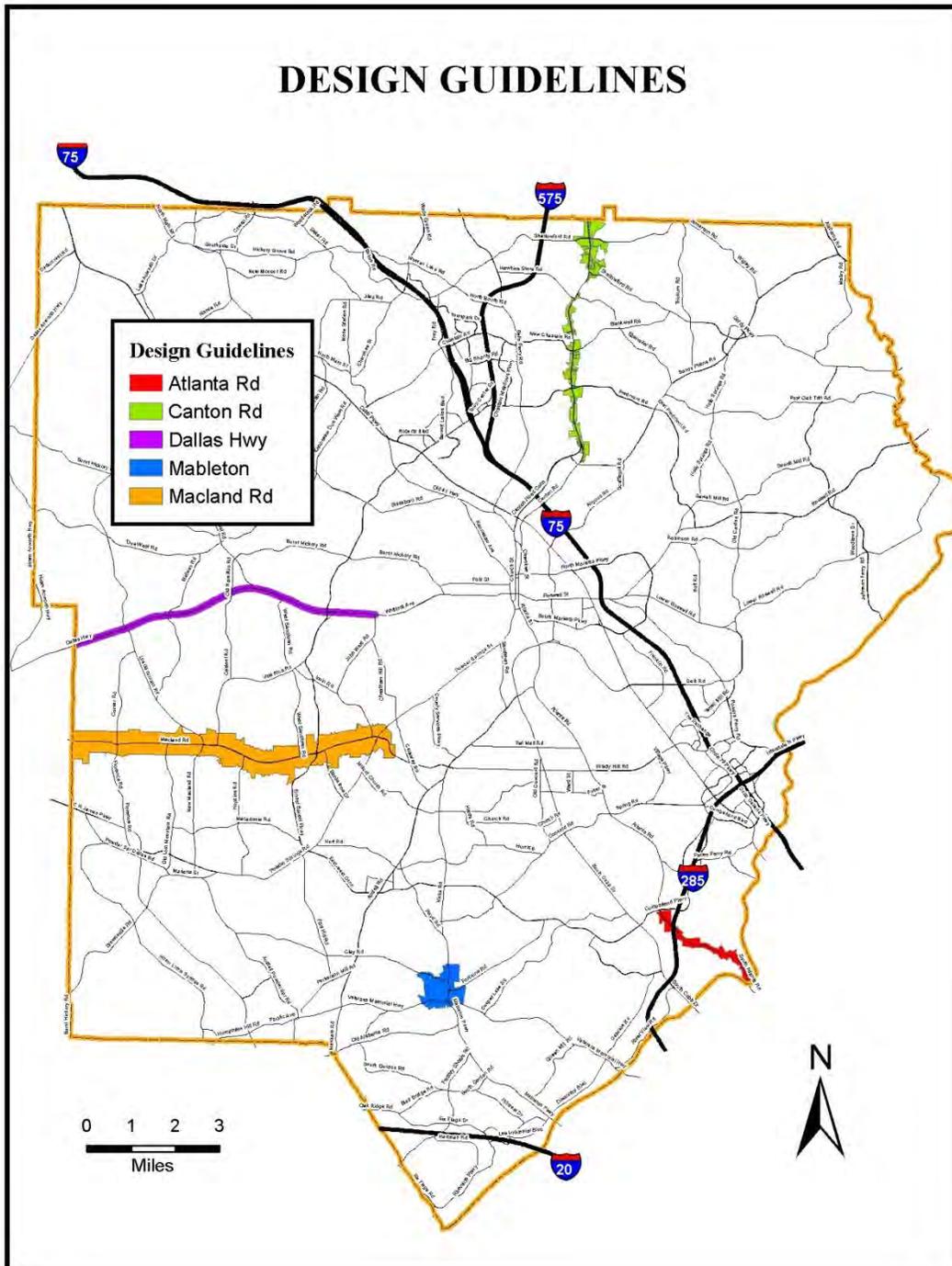


Appendix 22





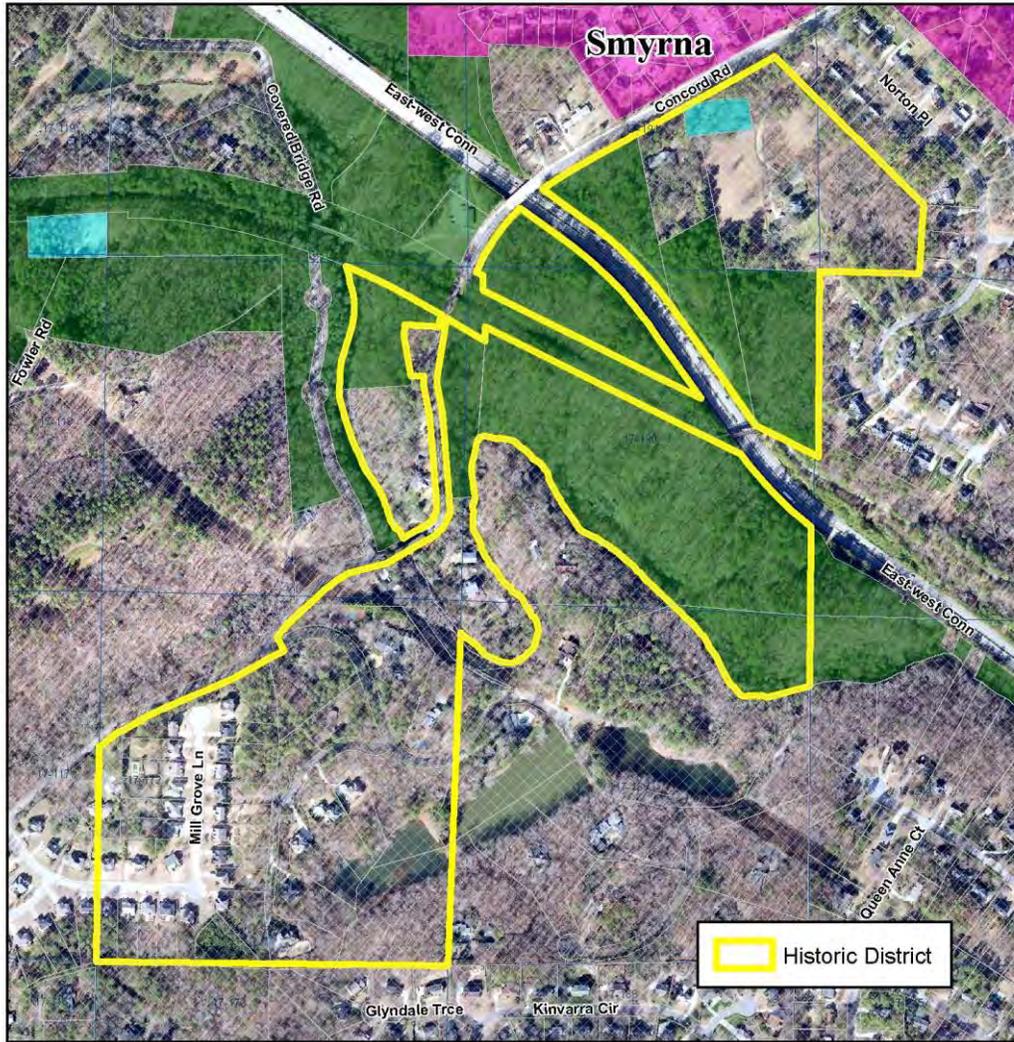
Appendix 23



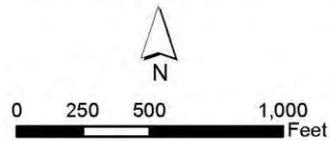


Appendix 24A

Concord Covered Bridge Historic District



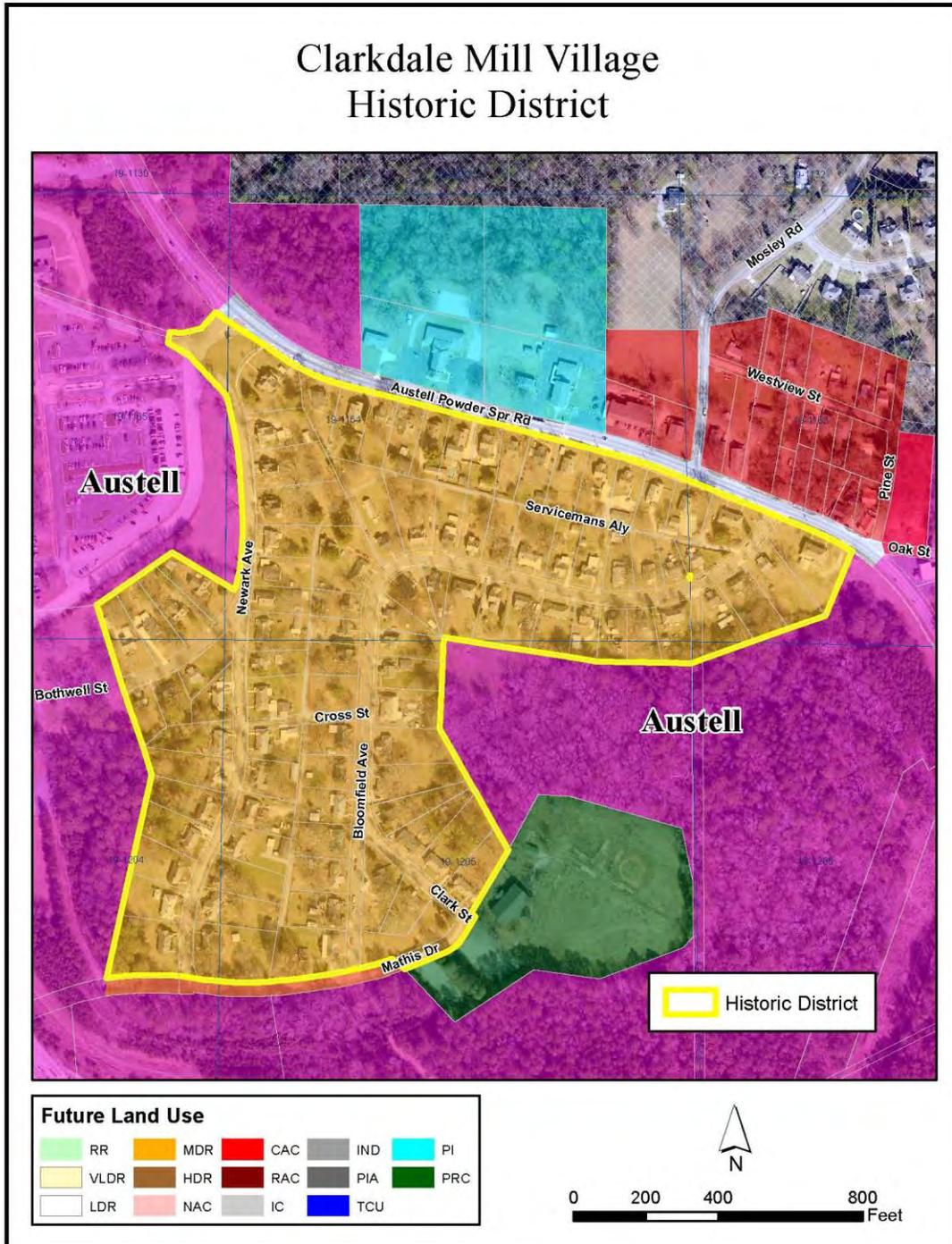
Future Land Use				
RR	MDR	CAC	IND	PI
VLDR	HDR	RAC	PIA	PRC
LDR	NAC	IC	TCU	





Appendix 24B

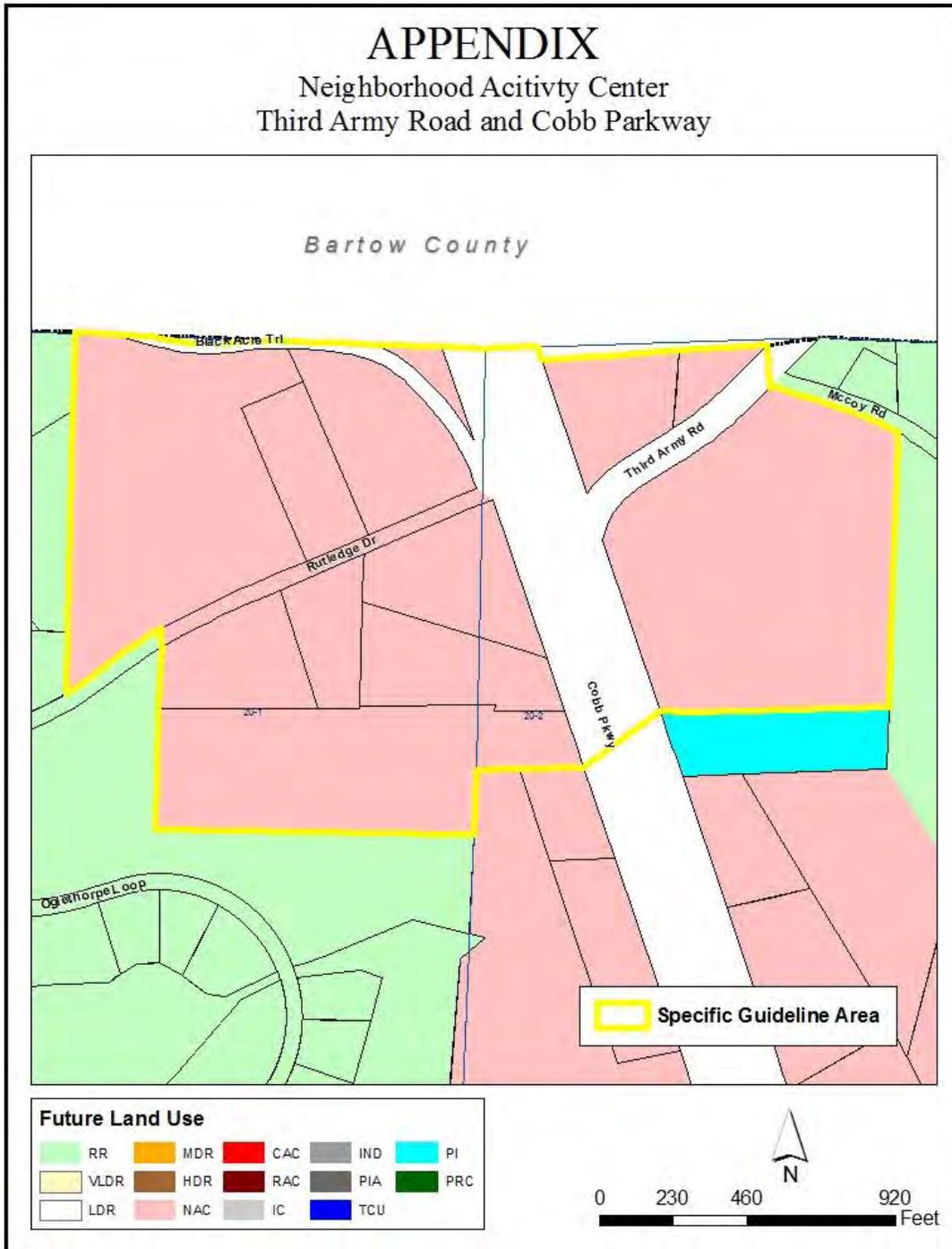
Clarkdale Mill Village Historic District





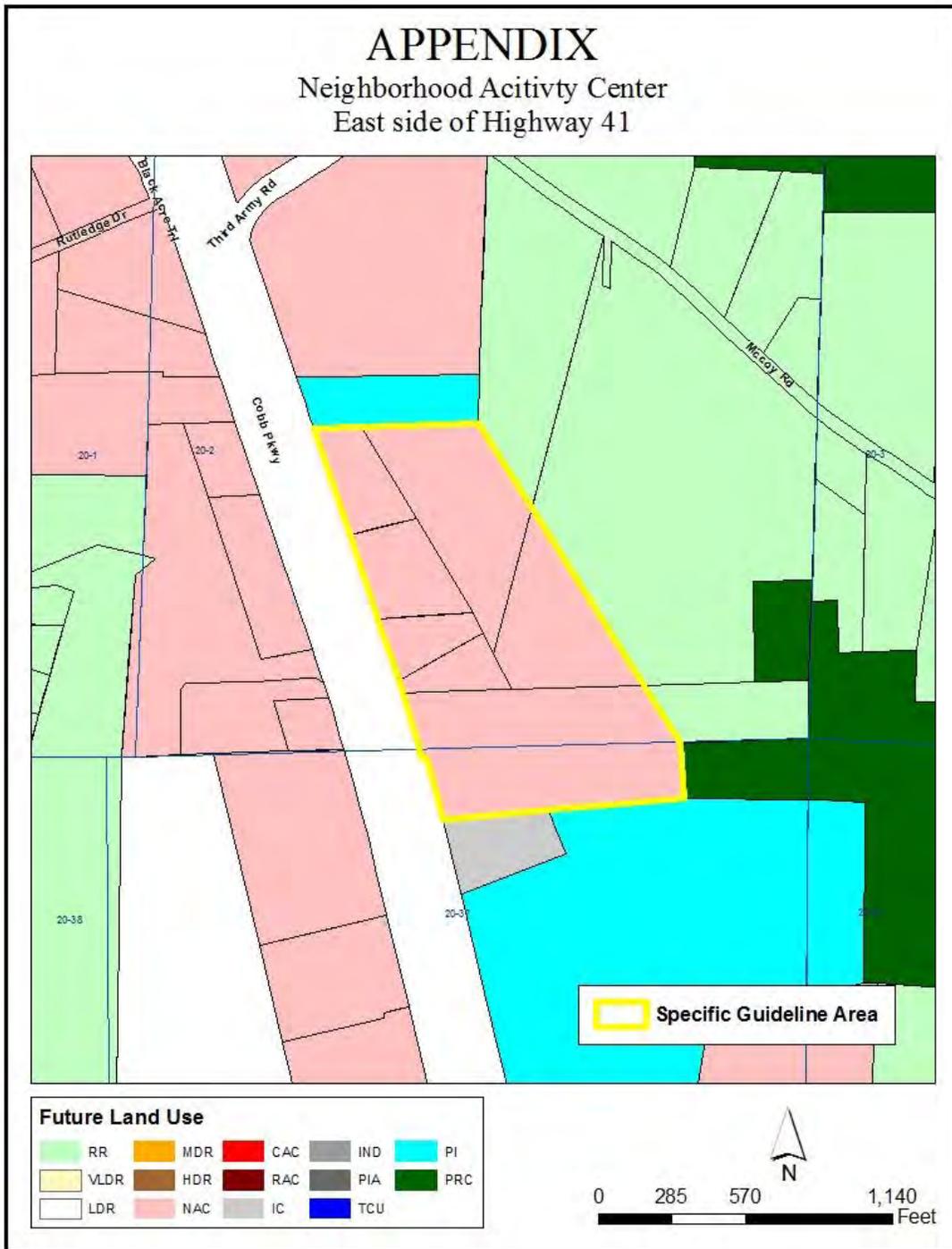
Appendix 25

APPENDIX Neighborhood Activity Center Third Army Road and Cobb Parkway





Appendix 26





Appendix 27

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.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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

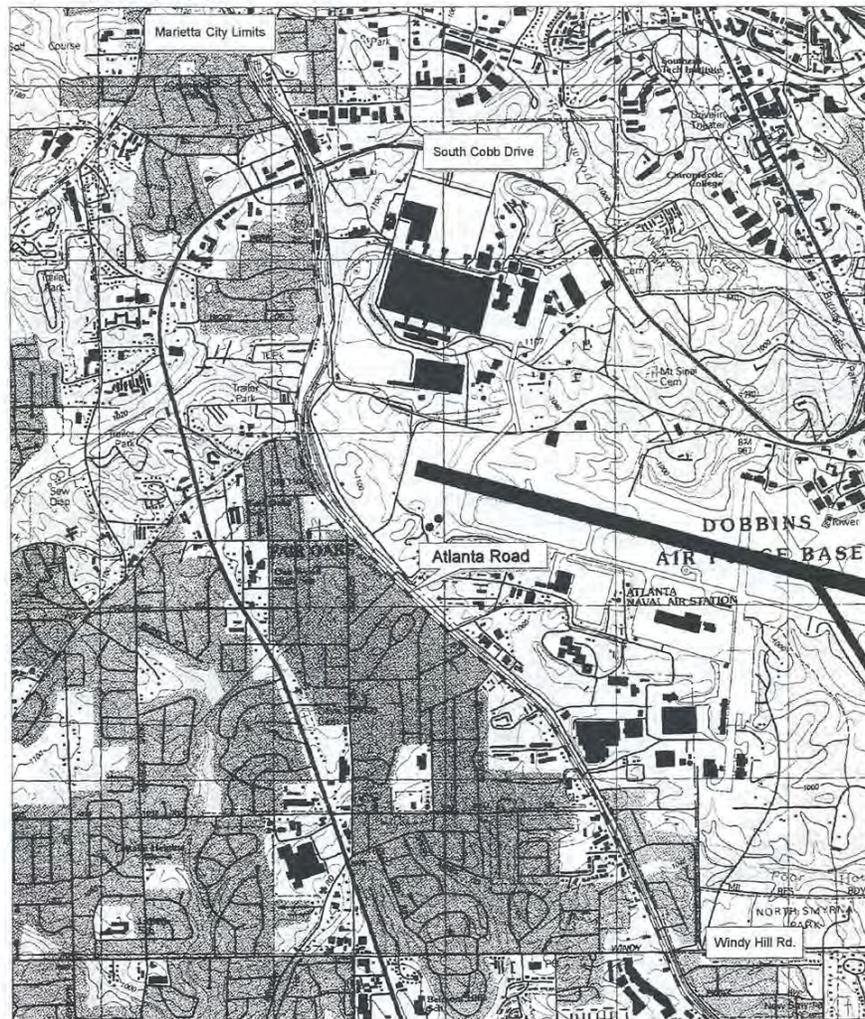
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ATLANTA ROAD CORRIDOR STUDY

Atlanta Road Corridor Study

Figure 1
General Study Area



Cobb County Community Development Department
Planning Division
10/1998

4



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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

2



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.

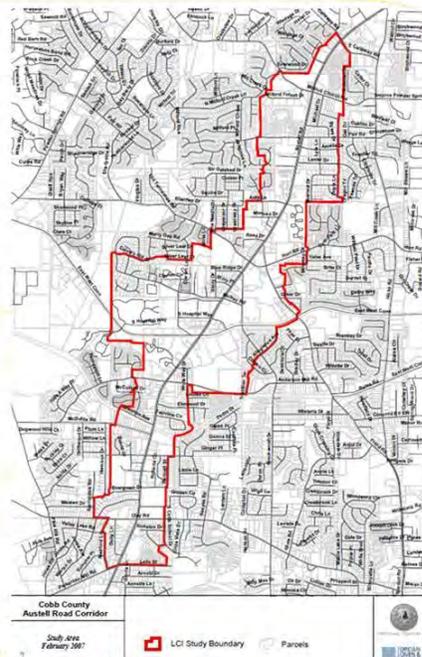


AUSTELL ROAD LCI

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

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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



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.





CANTON ROAD CORRIDOR PLAN

Canton Road Corridor

*A Gateway to Change
a Commitment to Neighborhood Potential*



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



LAND USE CONCEPT

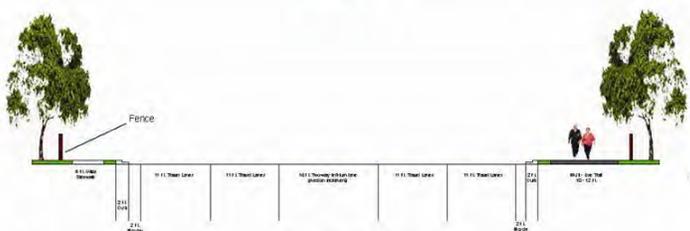
- REDEVELOPMENT SITES
- GATEWAY FEATURES
- COMMUNITY CENTER
- MIXED USE
- PARK

TRANSPORTATION CONCEPT

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



Birds Eye View



Cross - Section View

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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



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:

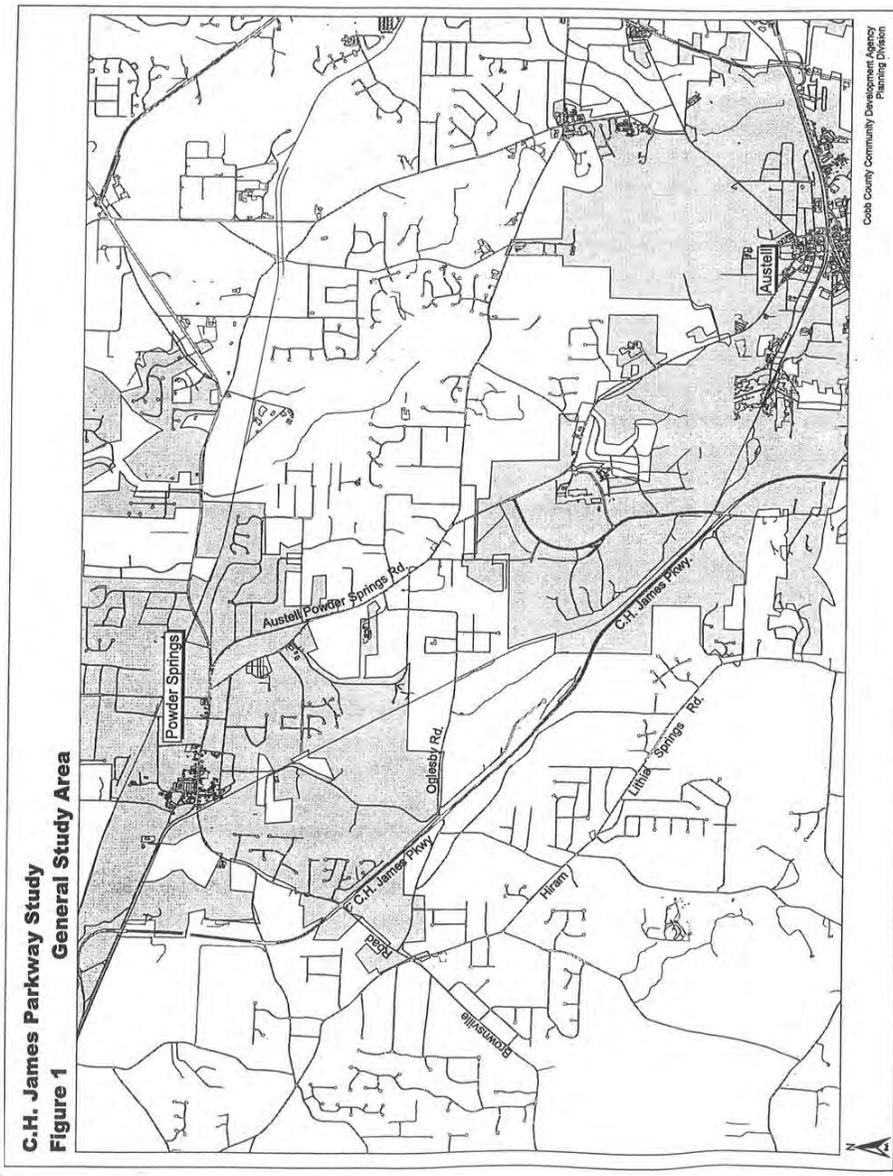
- Place special emphasis on site plan review for all site development within analyzed study blocks in order to assure compliance with requirements and recommendations developed in the study.
- Continue acquisition and development of flood plain into passive recreation space, consistent with ongoing efforts 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

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



C H JAMES PARKWAY CORRIDOR STUDY



**C.H. James Parkway Study
Figure 1
General Study Area**

Cobb County Community Development Agency
Planning Division

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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



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

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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



COMPREHENSIVE TRANSPORTATION PLAN

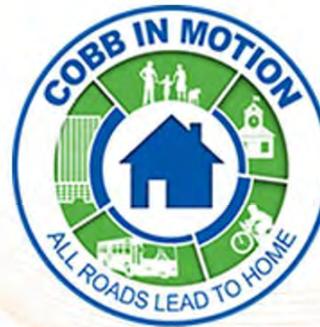
INTRODUCTION

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), 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 **1**

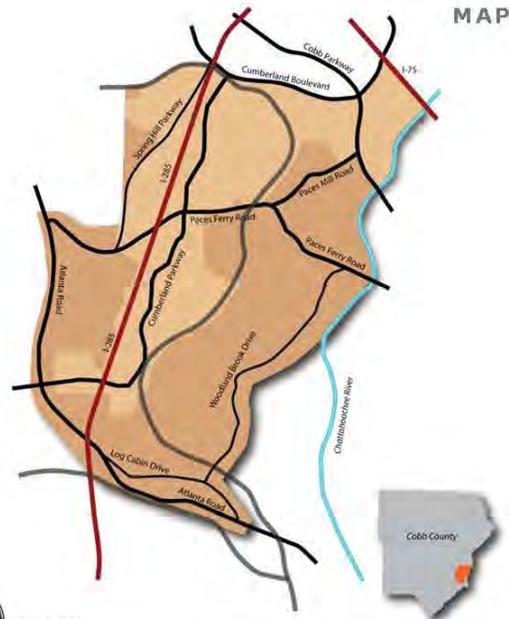


South Quadrant Transportation Study (SQTS)

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 identify 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



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

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.

RECOMMENDATION

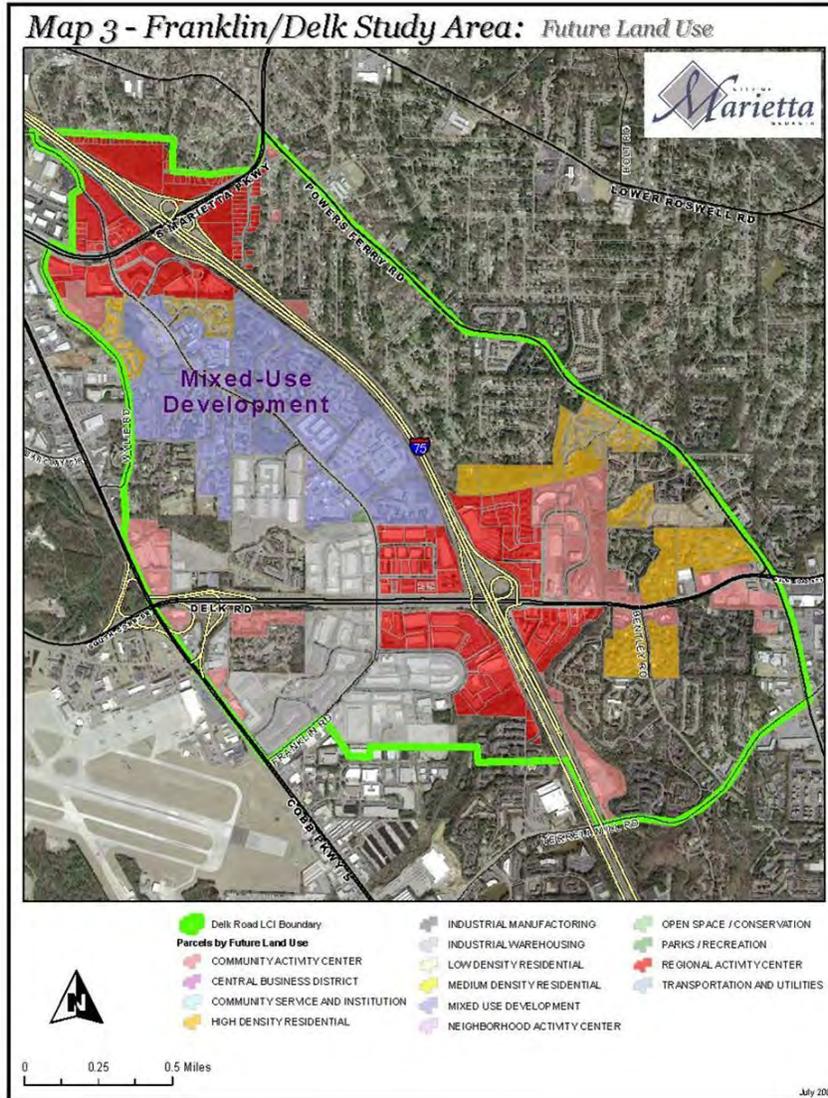
- In August 2006, the Weed and Seed Program initiative received formal recognition and three grants from the U.S Department of Justice.
- In September 2005, the Cobb County SPLOST program was passed. Through this initiative the City of Marietta has funded 5 transportation initiatives that are located 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

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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



Franklin/Delk LCI Study



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

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



Greenprint

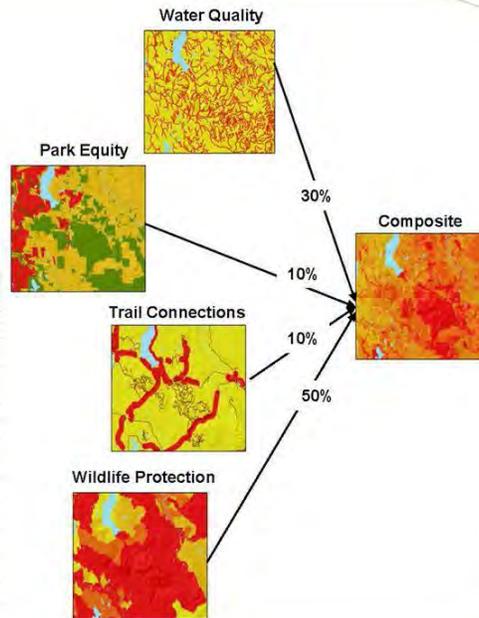
INTRODUCTION

Cobb County and the Trust for Public Land (TPL) conducted the "Cobb Greenprint" study.

Greenprinting is TPL's application of Geographical Information Systems (GIS) to help make strategic, informed decisions about land conservation priorities.

Cobb County's Greenprint model is considered proactive conservation planning and incorporates a broad range of conservation goals. The model reflects unique community and regional priorities, takes advantage of a multi-criteria modeling approach utilizing "best available" data and science and identifies areas that offer highest conservation benefit.

The Greenprint study approach was a community process. TPL along with Community Development staff engaged community leaders and stakeholders to define conservation priorities and to incorporate criteria that reflect locally distinctive resources and objectives. Stakeholders also participated in assigning relative importance to the model criteria.



WHY...

The Greenprint study was conducted to bring the community together and identify a mutually agreed upon long-term conservation vision for Cobb County. The Greenprint study process helped communities make informed decisions about land conservation. It galvanized public support and encouraged partners to work toward common goals. The Greenprint study helped communities use conservation as a proactive strategy for protecting greenspace.

By utilizing state-of-the-art modeling programs through GIS software, the Greenprint study provided the Cobb County community information they needed to prioritize land acquisition for parks, drinking water, protection, wildlife habitat, and farmland conservation.



GREENPRINT MODELING-SYSTEMATIC APPROACH

- Local/Regional datasets are assembled
- Data is translated into "priorities map"
- Criteria maps are expressed in terms of conservation value, ranging from low to high
- Hierarchical model combines the criteria building blocks into a composite conservation priority map
- Relative weightings reflect regional conservation priorities
- Alternative conservation scenarios are created by adding additional criteria or by modifying relative importance of existing criteria

The Greenprint model generates maps and reports that can provide unique insight for formulating conservation acquisition strategies

COMMUNITY DEVELOPMENT AGENCY-PLANNING DIVISION

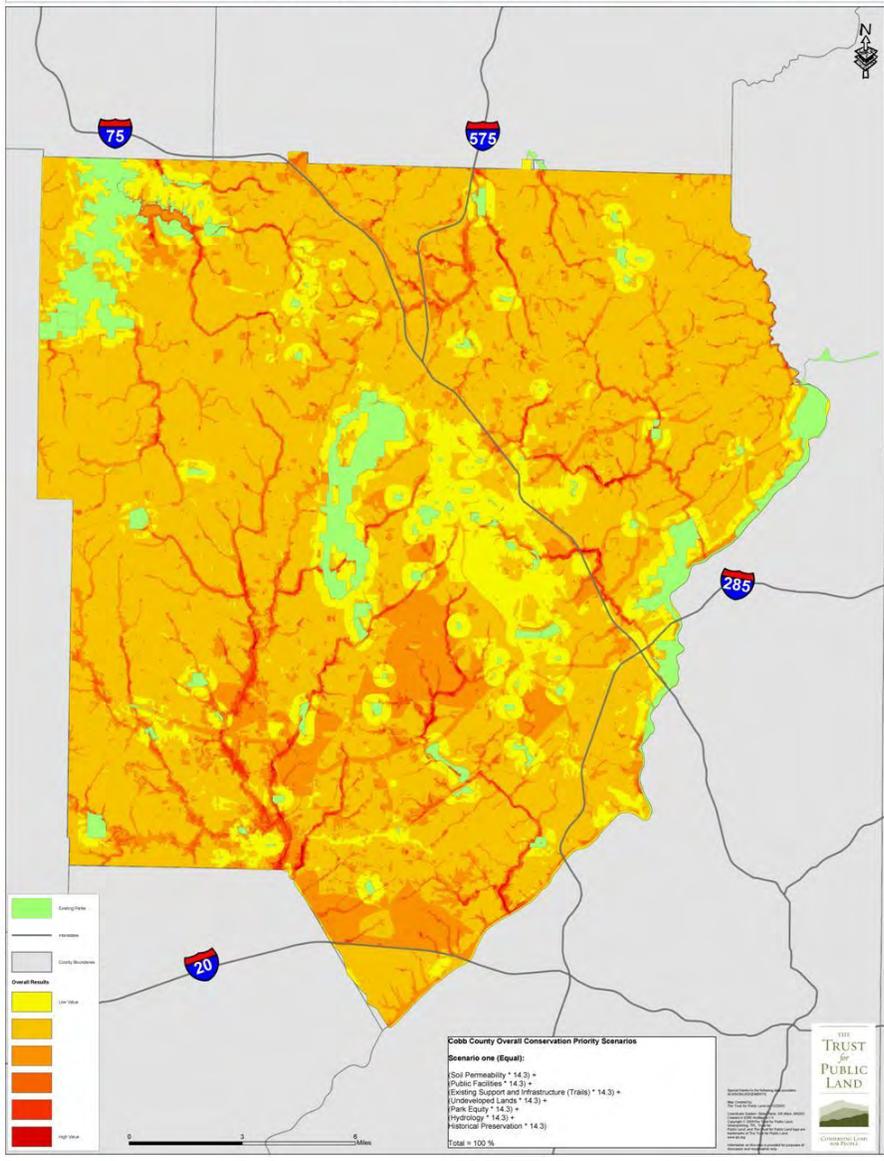
For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018



Greenprint

Cobb County Overall Conservation Model Results - Equal Weighting

Greenprinting™ Cobb County



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

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



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

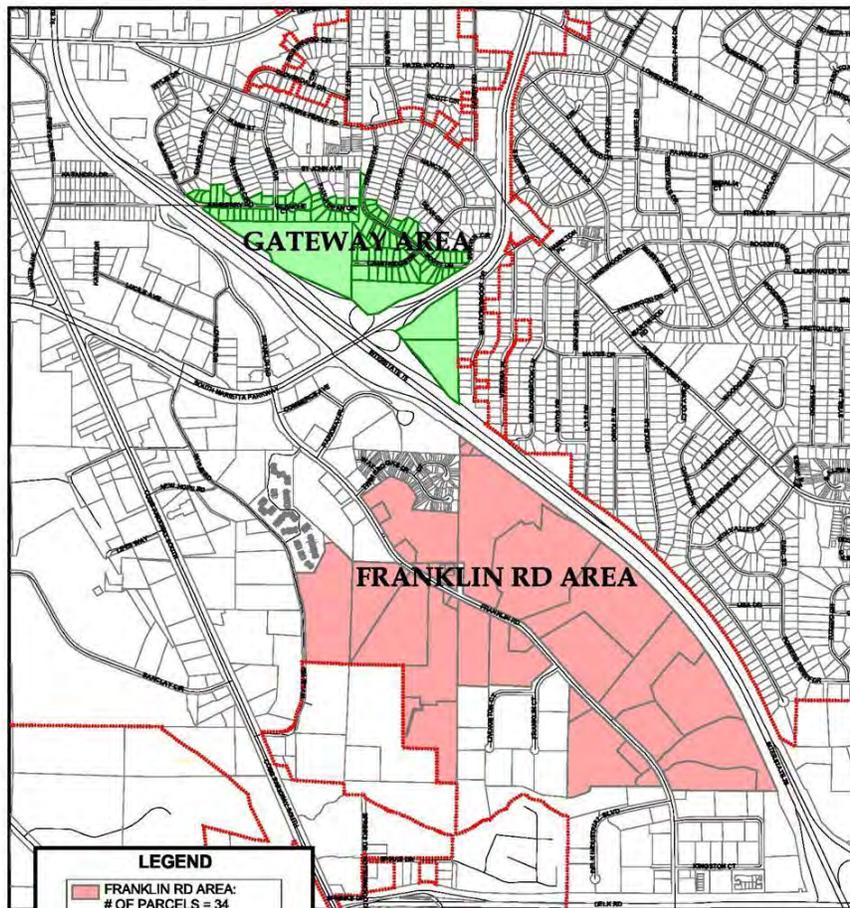
COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

1

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FRANKLIN/GATEWAY REDEVELOPMENT AREA AND TAD



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

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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

- Expand the LCI study area to include approximately 58 acres north of the original study area;
- 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;
- 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;
- 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;
- 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;
- Establish programs to increase sustainability and improve quality-of-life by providing appropriate incentives to encourage LEED certified buildings and Earth Craft homes;
- Expand seating at the Mable House Amphitheatre as a means to draw diverse entertainment offerings at this facility;
- 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;
- Transportation improvements outside the study area are recommended as well, to integrate the improvement and connectivity of the transportation system into Mableton;
- 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:

- 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.
- 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.
- 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.
- 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.
- 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.
- 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:

- 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.
- 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.
- 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:**

- Establish a position for a Historic Mableton liaison to the Cobb County Government.
- Revise Cobb County plans and regulations to be consistent with the Historic Mableton Preservation and Improvement Plan.
- Encourage the creation of a Historic Mableton Community Development Corporation.
- Pursue access to redevelopment powers made available to local governments through the Georgia Redevelopment Powers Act.

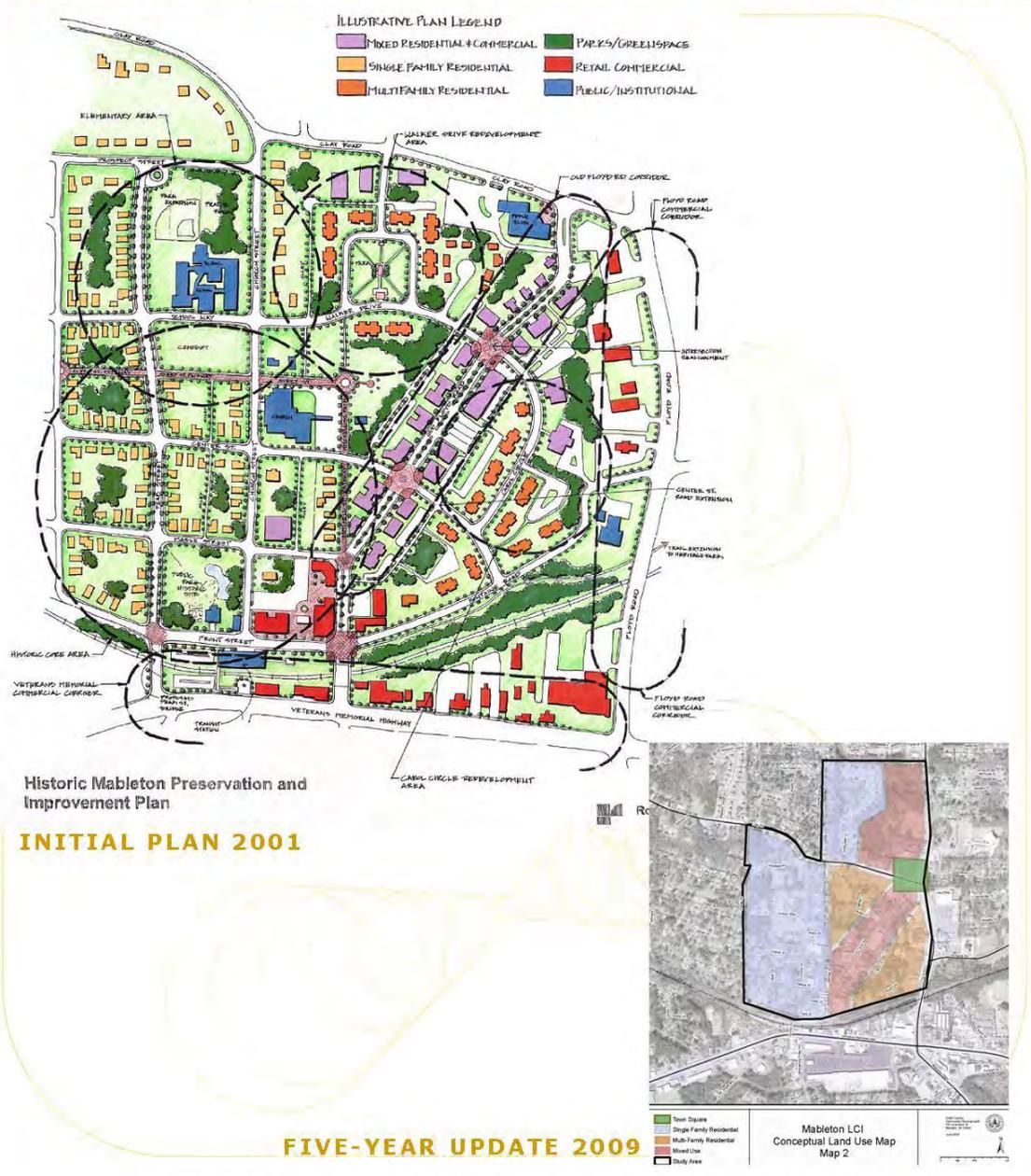
COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION



LCI Study

Adopted 2001
Five-year Update 2009

HISTORIC MABLETON PRESERVATION AND IMPROVEMENT PLAN & 5 YEAR LCI UPDATE



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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.

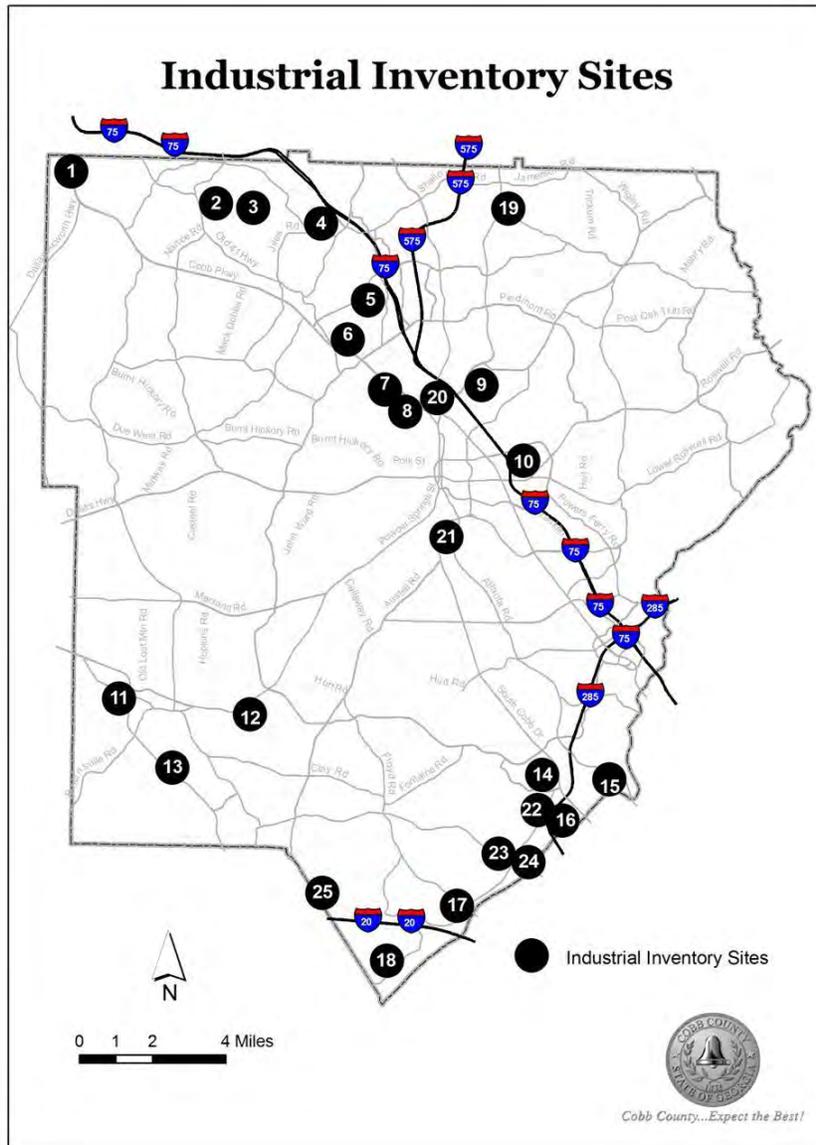
POLICY 2: Maintain, preserve, and improve the intermodal and multimodal transportation system to provide a smooth movement of goods and employees into and through industrial areas.

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.



Industrial Land Inventory and Protection

Industrial Inventory Sites



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION 2

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



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

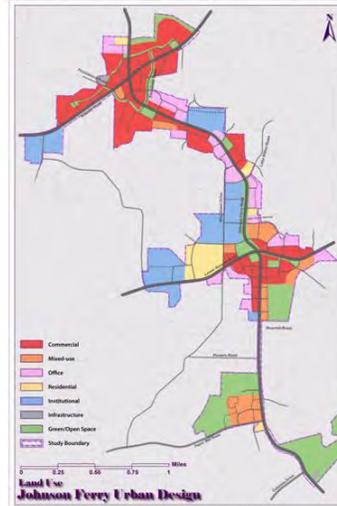
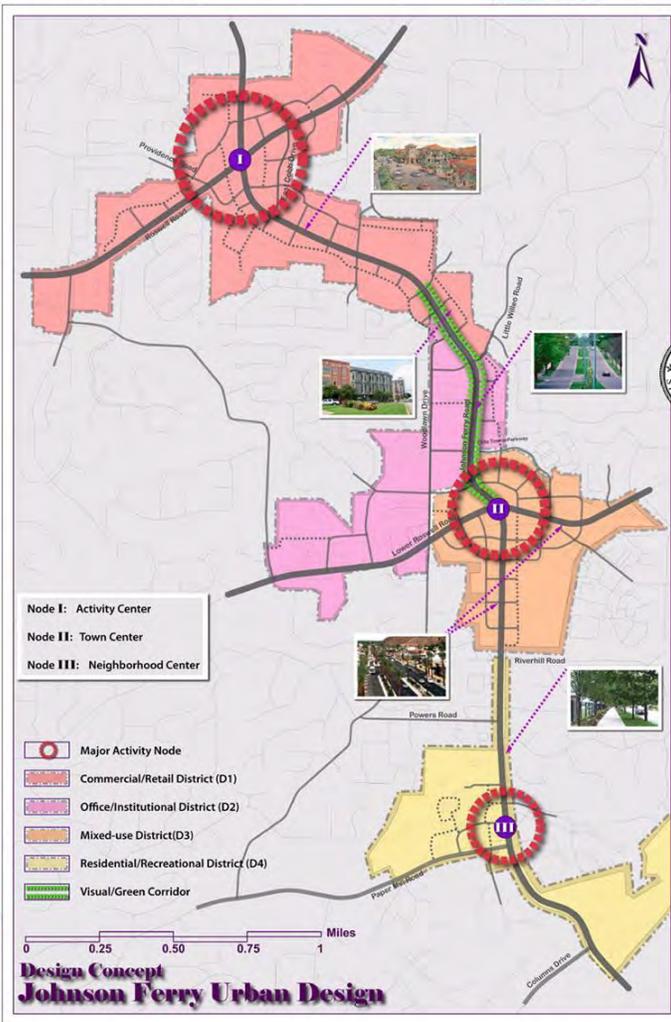
- The corridor is divided into four major districts and the land use plan and the street design of each district varies primarily based on the distinct character of each area/district. District One: Commercial/ Retail District, District Two: Office/Institutional District, District Three: Town Center 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.





JOHNSON FERRY ROAD URBAN DESIGN

DESIGN CONCEPT



AERIAL

DISTRICT 2 STREET SECTION



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Lost Mountain to Brushy Mountain Earthworks Preservation Plan

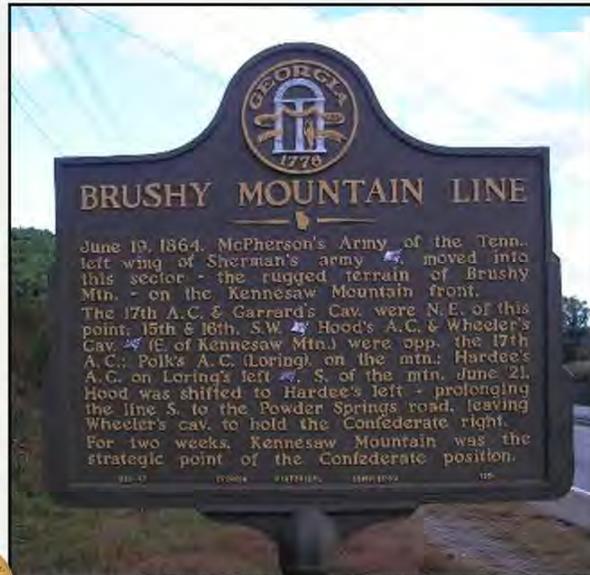
INTRODUCTION

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 if 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



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.

For more information: Planning Division, Community Development, P.O. Box 649, Marietta, GA 30061-0649 770.528.2018



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)



REGULATING PLAN

Mableton, Georgia

TRANSECT ZONE ALLOCATION -- TABLE 8



TRANSECT ZONE

- EXISTING REGIONAL INFRASTRUCTURE
- T3 - SUB-URBAN ZONE
- T4 - GENERAL URBAN ZONE
- T5 - URBAN CENTER ZONE
- T6 - URBAN CORE ZONE
- CZ - CIVIC ZONE

COMMUNITY UNIT

- TRADITIONAL NEIGHBORHOOD DEVELOPMENT (TND)
- REGIONAL CORRIDOR DEVELOPMENT (RCD)



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.

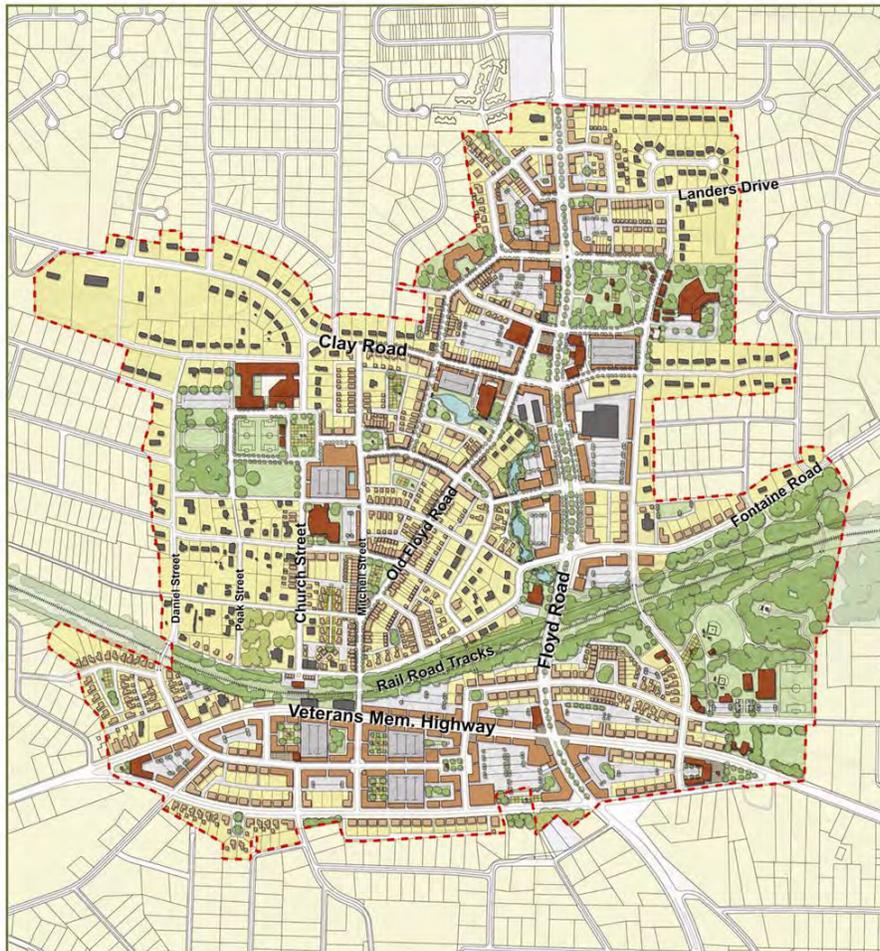
Old Town Center

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.



SOUTH COBB TOWN CENTER MABLETON LIFELONG COMMUNITY MASTER PLAN

Mableton Illustrative Master Plan



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

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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



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:

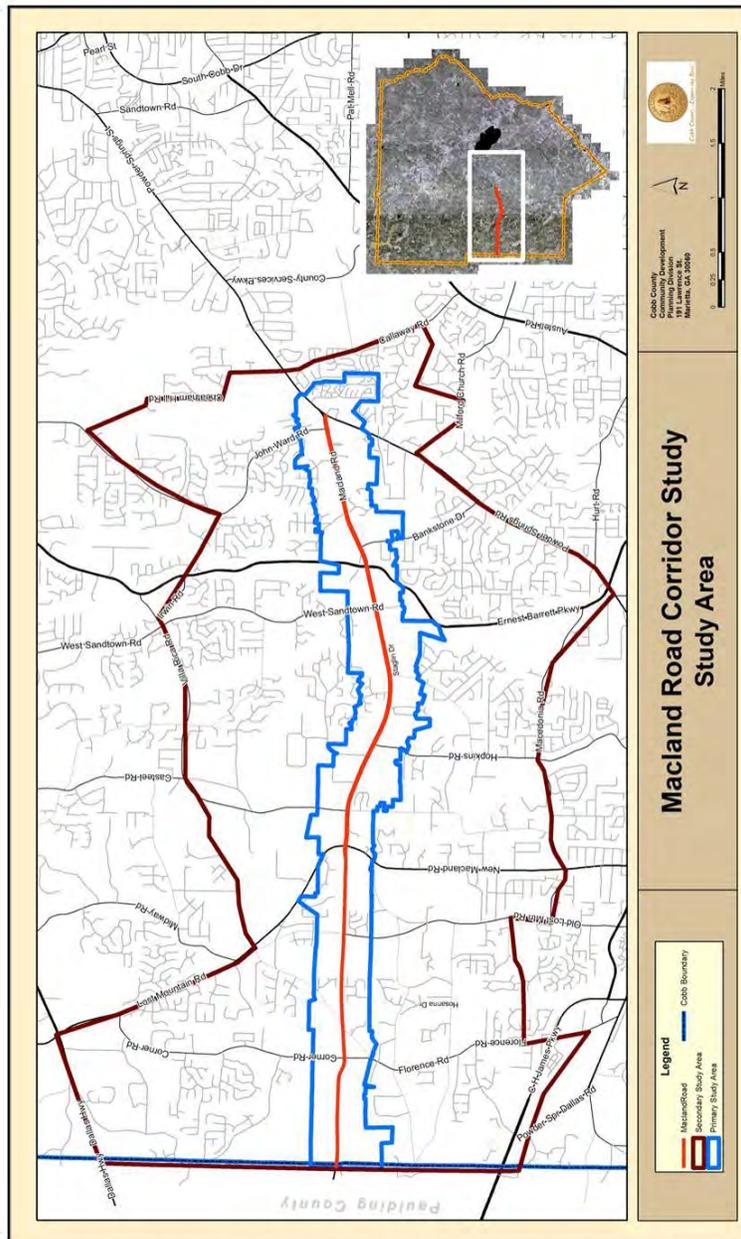
- Various proposed land use changes including an expansion of the Neighborhood Activity Center at Macland Road and New Macland Road intersection and encouraging Very Low Density and Rural Residential in the McEachern Farm area.
- No additional land use changes along the western portion of the corridor
- 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)



MACLAND ROAD CORRIDOR STUDY



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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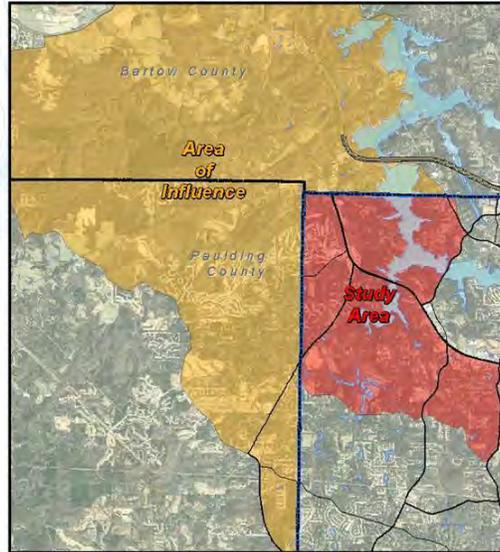


NorthWest Cobb Land Vulnerability Analysis

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

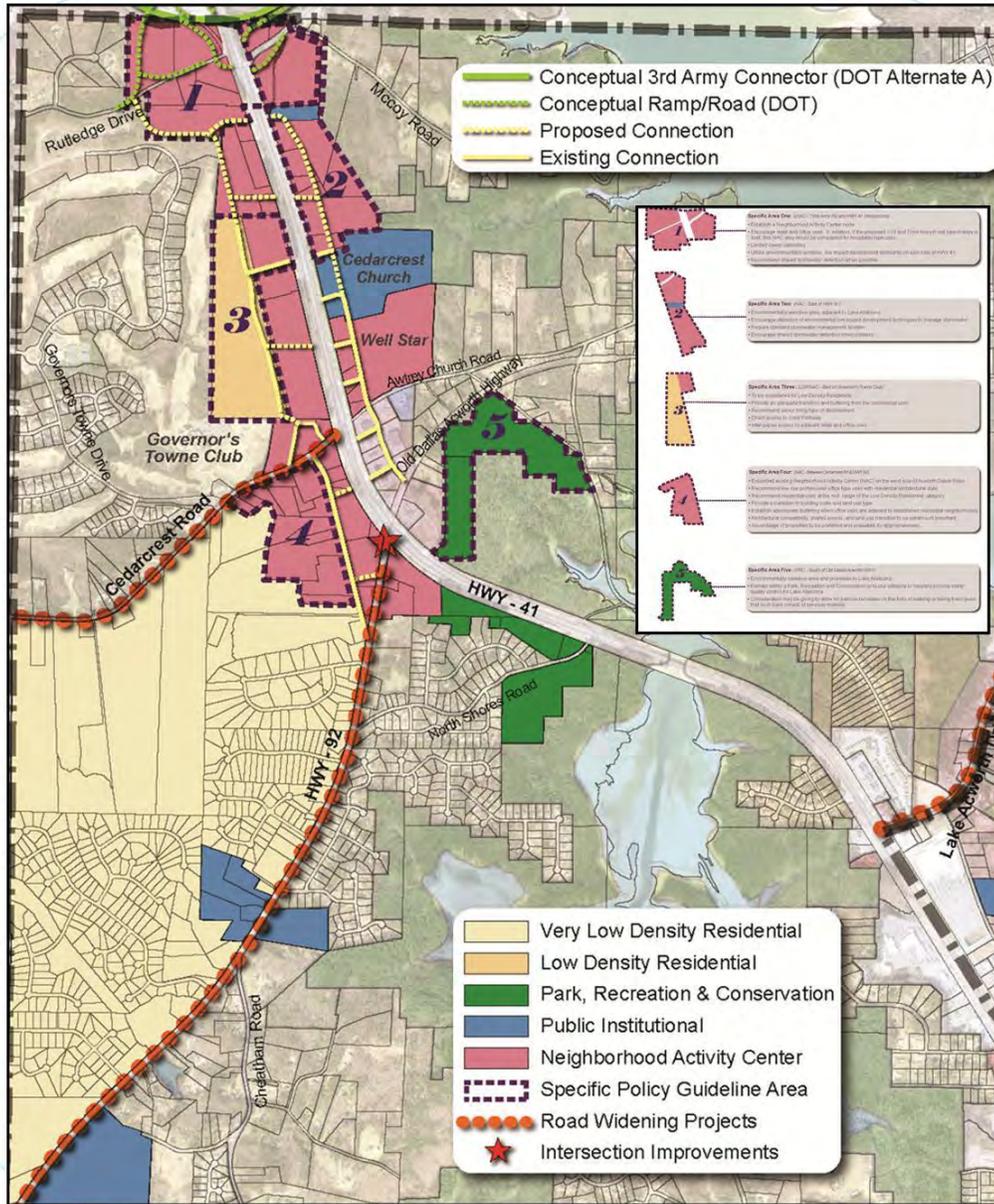
By Implementing the Northwest Cobb Land Vulnerability plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly 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.



NorthWest Cobb Land Vulnerability Analysis



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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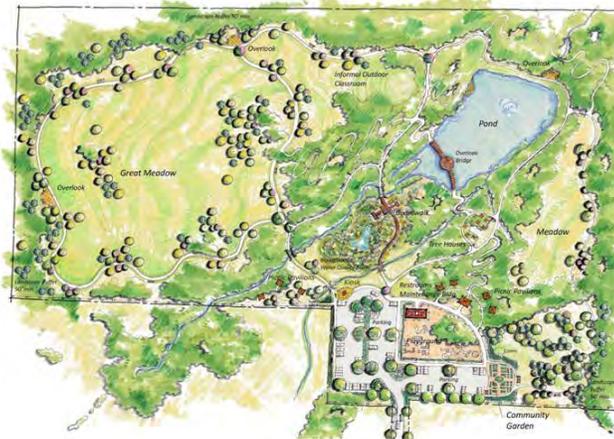
Parks and Recreation System Master Plan

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 with 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 futures.

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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Parks and Recreation System Master Plan

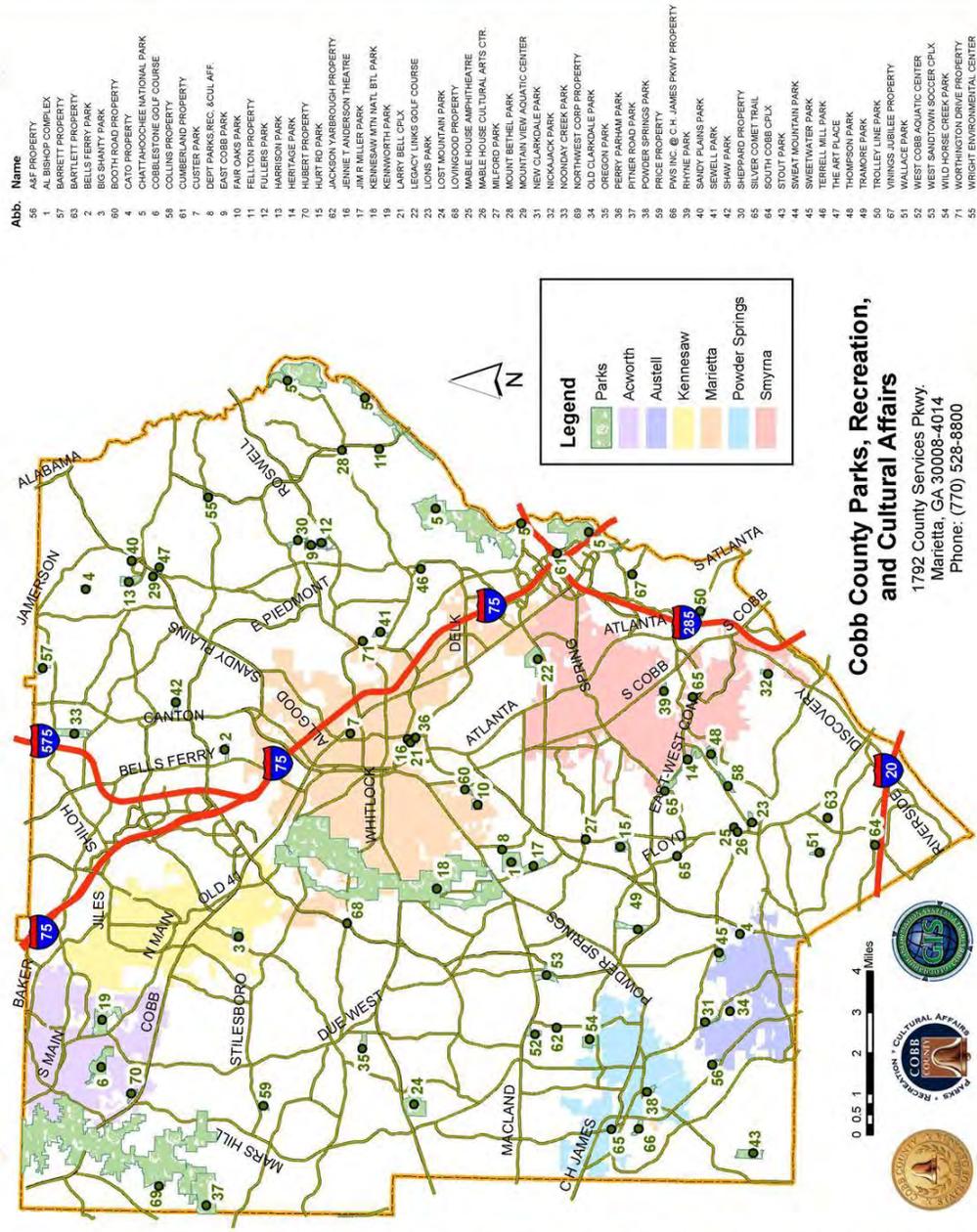


Abb.	Name
56	ALF PROPERTY
1	AL BISHOP COMPLEX
57	BARRETT PROPERTY
63	BARTLETT PROPERTY
2	BELLS FERRY PARK
3	BIG SHANTY PARK
60	BOOTH ROAD PROPERTY
4	CAVO PROPERTY
5	CHERRY HILL NATIONAL PARK
6	COBLESTONE GOLF COURSE
58	COLLINS PROPERTY
61	CUMBERLAND PROPERTY
7	CUSTER PARK
8	DEPT PARKS REC. ACIL AFF.
9	EAST COBB PARK
10	EAST OAKS PARK
11	FEELER PROPERTY
12	FULLERS PARK
13	HARRISON PARK
14	HERITAGE PARK
70	HUBERT PROPERTY
15	HURT RD PARK
82	JACKSON YARBROUGH PROPERTY
16	JAMES HENDERSON THEATRE
17	JANIS LEE
18	KENNESAW MTD INTL BTL PARK
19	KENNETH PARK
21	LARRY BELL CPLX
22	LEGACY LINKS GOLF COURSE
23	LIONS PARK
24	LOST MOUNTAIN PARK
25	LYONS PARK
26	MABLE HOUSE AMPHITHEATRE
27	MABLE HOUSE CULTURAL ARTS CTR
28	MILFORD PARK
29	MOUNT BETHEL PARK
28	MOUNTAIN VIEW AQUATIC CENTER
31	NEW CLARDALE PARK
32	NICKLAJACK PARK
33	NOBLE PARK
34	NORTHWEST CORP PROPERTY
34	OLD CLARDALE PARK
35	OREGON PARK
36	FERRY PARHAM PARK
37	FITNER ROAD PARK
38	POWDER SPRINGS PARK
59	PRICE PROPERTY
39	RYAN PROPERTY
40	SANDY PLAINS PARK
41	SEVELL PARK
42	SHAW PARK
30	SHEPPARD PROPERTY
65	SILVER COMET TRAIL
64	SOUTH COBB CPLX
43	STANTON PARK
44	SWEET MOUNTAIN PARK
45	SWEETWATER PARK
46	TERRELL MILL PARK
47	THE ART PLACE
48	THOMPSON PARK
49	TRAMORE PARK
50	TROLLEY LINE PARK
51	WALACE PROPERTY
51	WALLACE PARK
52	WEST COBB AQUATIC CENTER
53	WEST SANDTOWN SOCCER CPLX
54	WILD HORSE CREEK PARK
71	WORTHINGTON DRIVE PROPERTY
55	WRIGHT ENVIRONMENTAL CENTER

Cobb County Parks, Recreation, and Cultural Affairs
 1792 County Services Pkwy.
 Marietta, GA 30008-4014
 Phone: (770) 528-8800



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Powers Ferry Master Plan

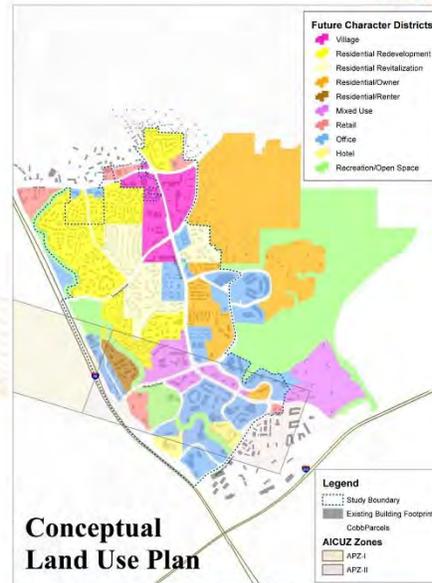
INTRODUCTION

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):

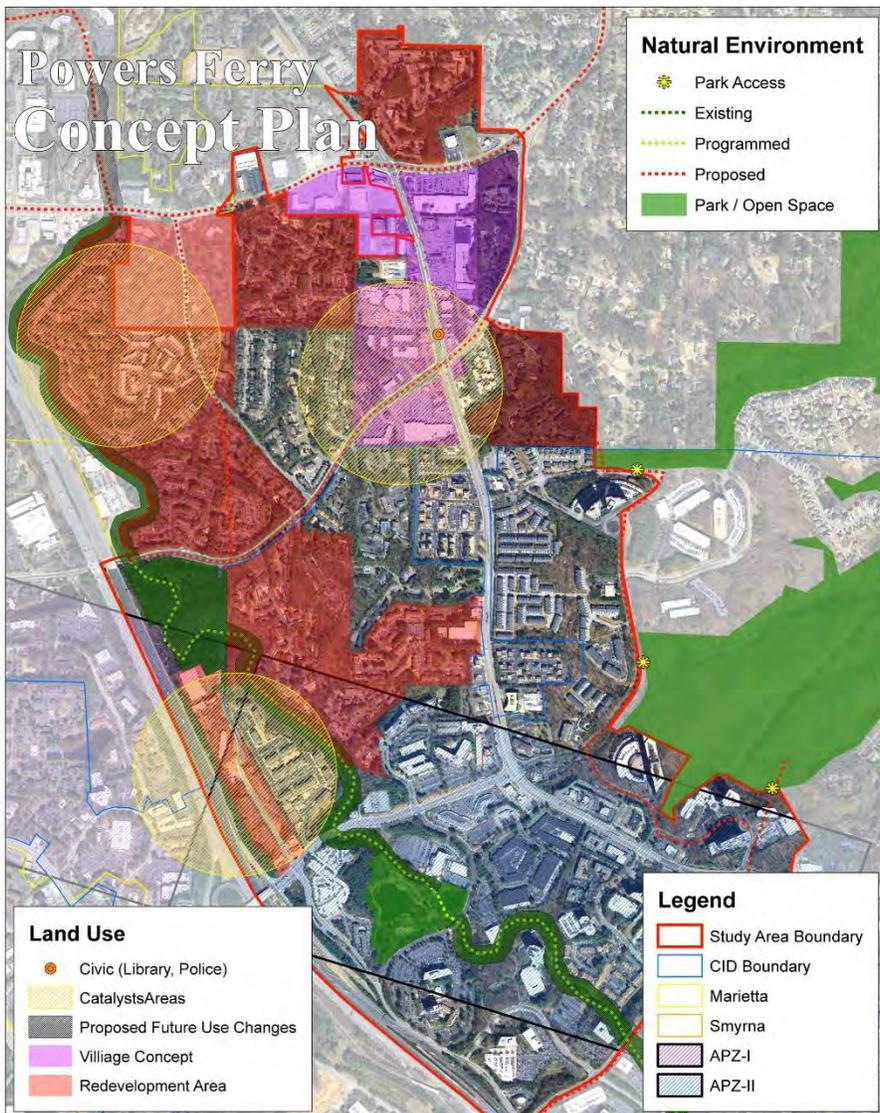
- Investigate opportunities to relieve traffic congestion and maintain/improve LOS of Powers Ferry Road
- Coordinate with DOT to manage traffic impacts of SunTrust Park
- Investigate pedestrian safety improvements on Powers Ferry Road
- Encourage a balanced mix of housing and explore opportunities for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

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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Powers Ferry Master Plan



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RIVER LINE MASTER PLAN

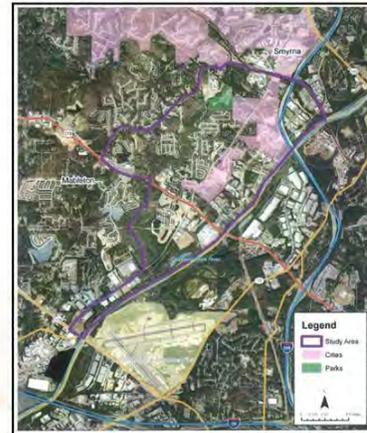
INTRODUCTION

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:

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

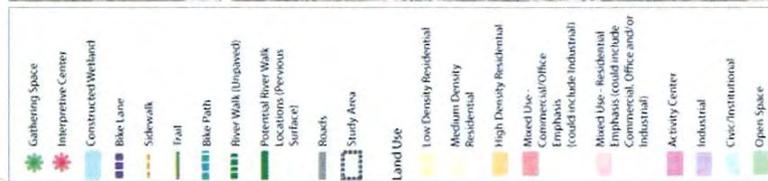
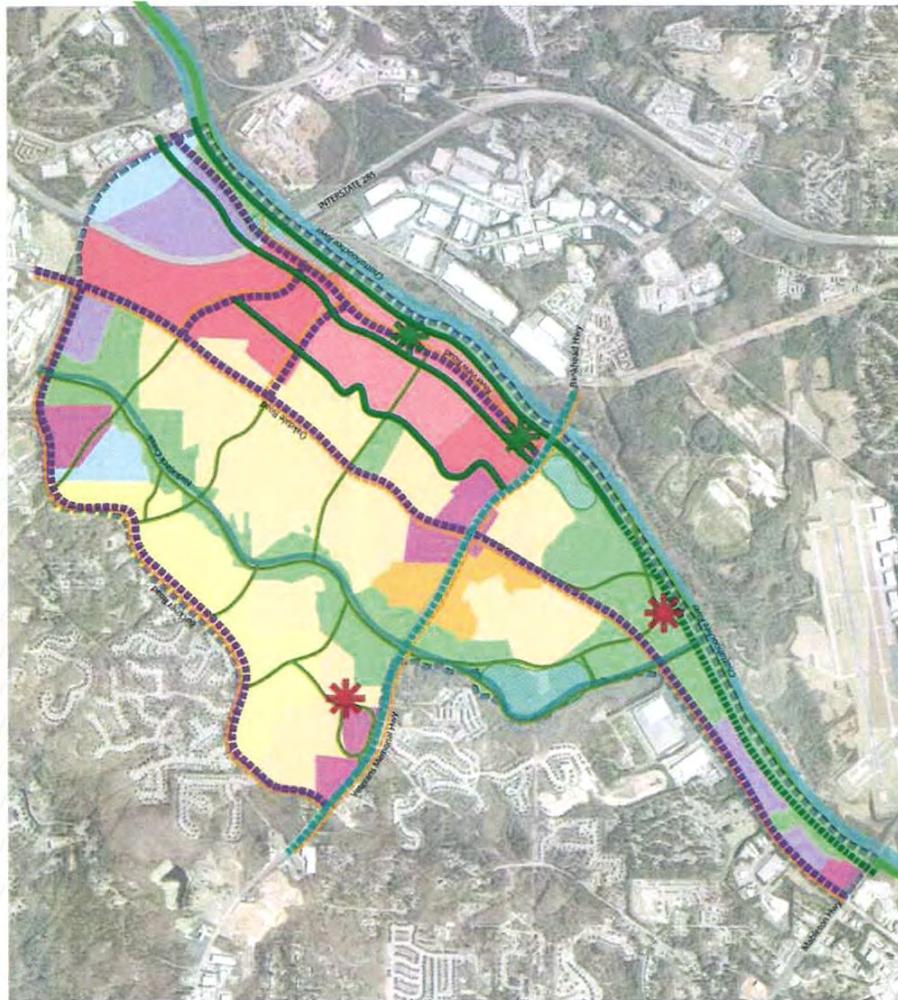
- Maintain active oversight of the development of the River Line area
- Change land uses to better reflect the desired community-friendly character of the area
- Ensure future development consistently embodies the desired character of the area
- Develop programs and policies to encourage the preservation and maintenance of the shoupades 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

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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RIVER LINE MASTER PLAN



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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.

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. Actions plans will also be created based on this Master Plan.



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.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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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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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

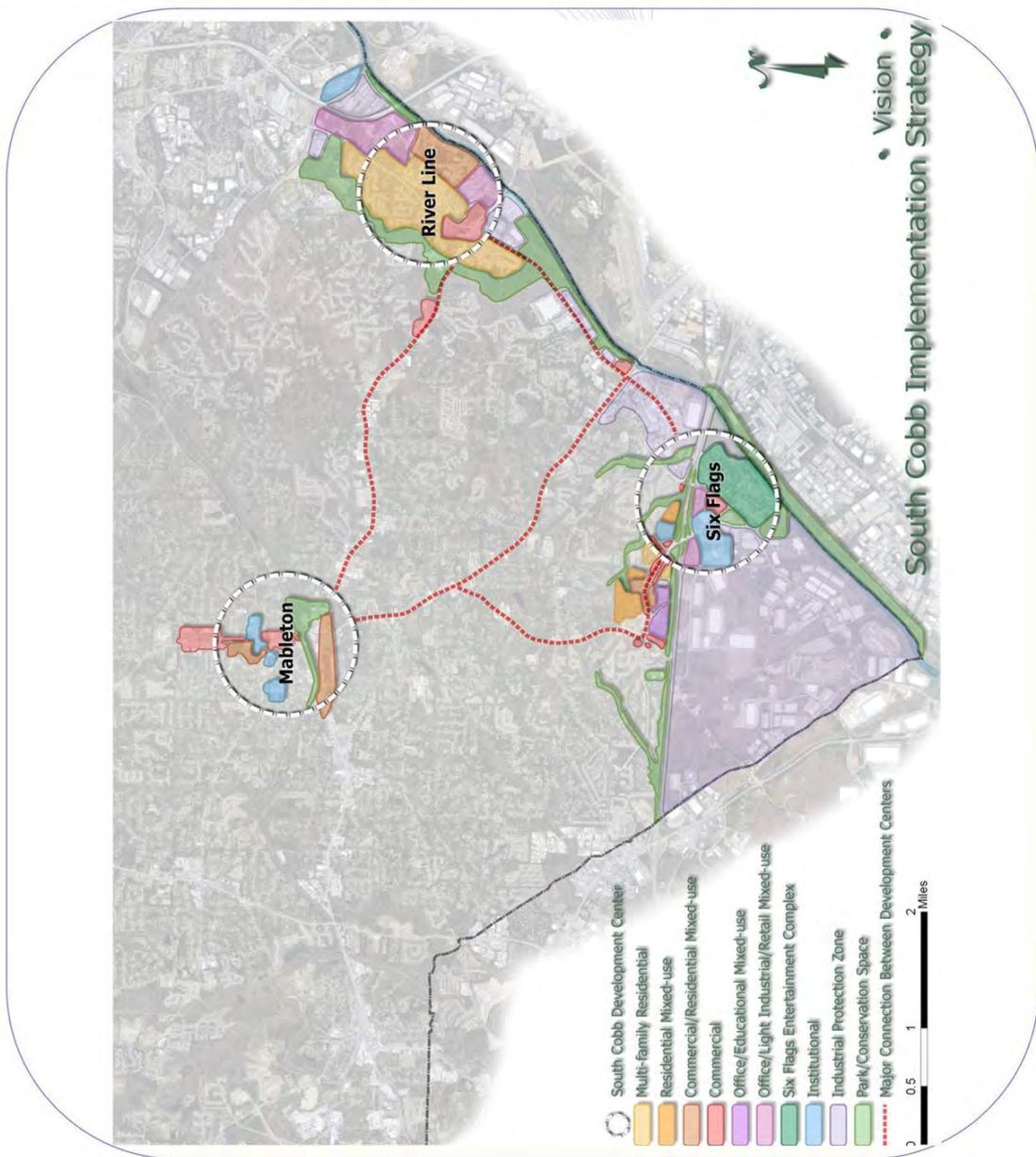
The Six Flags Implementation Strategy lays out a scenario that concentrates revitalization efforts into two areas. The first is along Six Flags Drive between Factory Shoals Road and the I-20 Interchange. The second is south of I-20 adjacent to the Six Flags Over Georgia Amusement Park. In order to activate 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.



SOUTH COBB IMPLEMENTATION STRATEGY



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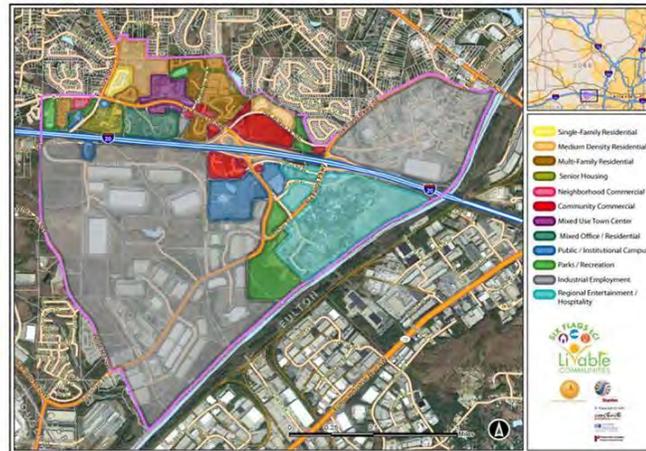
SIX FLAGS LCI STUDY

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.

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.

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.

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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

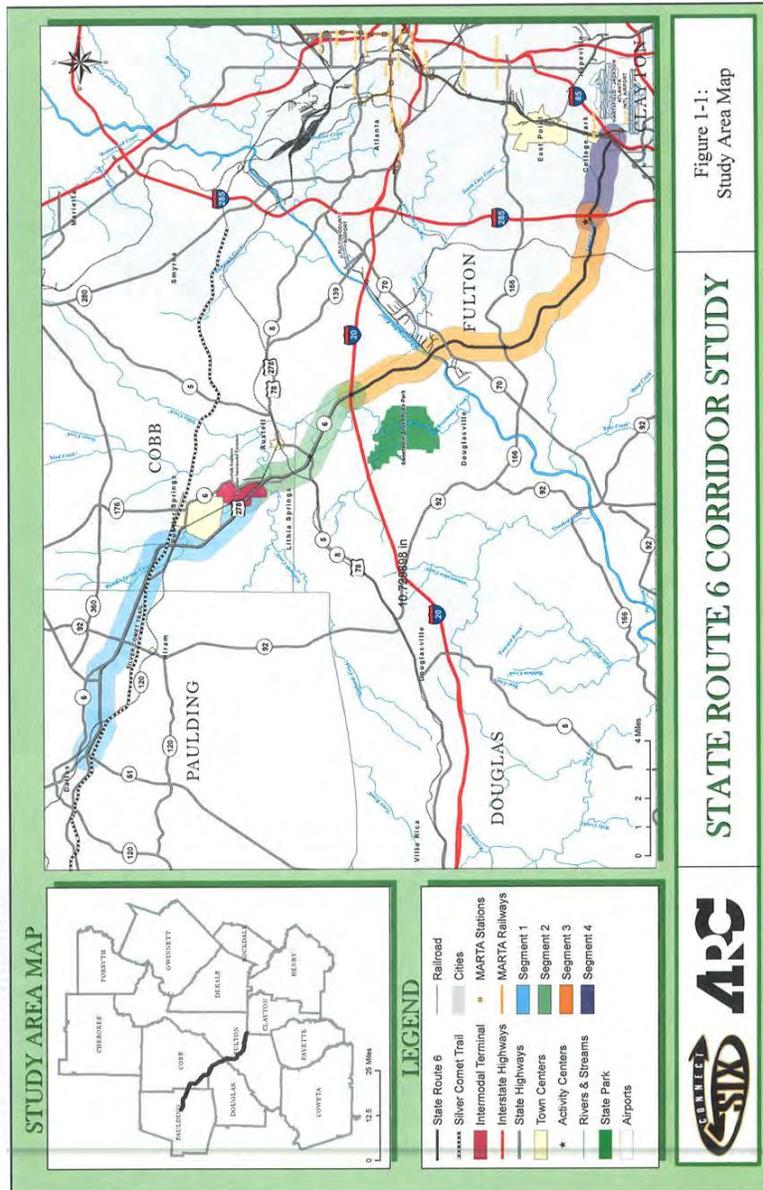
- Rain gardens are recommended as a method to manage storm water and filter water for water quality and water control for all roadway capacity projects. This is particularly critical in the SR 6 corridor as storm water runoff impacts water quality of the Chattahoochee River and the area's watersheds.
- 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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STATE ROUTE 6 CORRIDOR STUDY



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TOWN CENTER SUPURB 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 TCACID 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.

PLAN BRIEF

The primary purpose of the TCA 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 2014 TCACID 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:

- Town Center Area 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 mixed use and high density growth at four key development nodes in concurrence with proposed Connect Cobb Express Bus stations within the study area.
- Three Stream Park: Design and develop a park to extend Noonday Creek Trail through this site providing better connectivity to KSU and west of I-75.
- 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.

INTRODUCTION



The Town Center Area (TCA), 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 TCA Community Improvement District (CID) 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 TCACID 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.

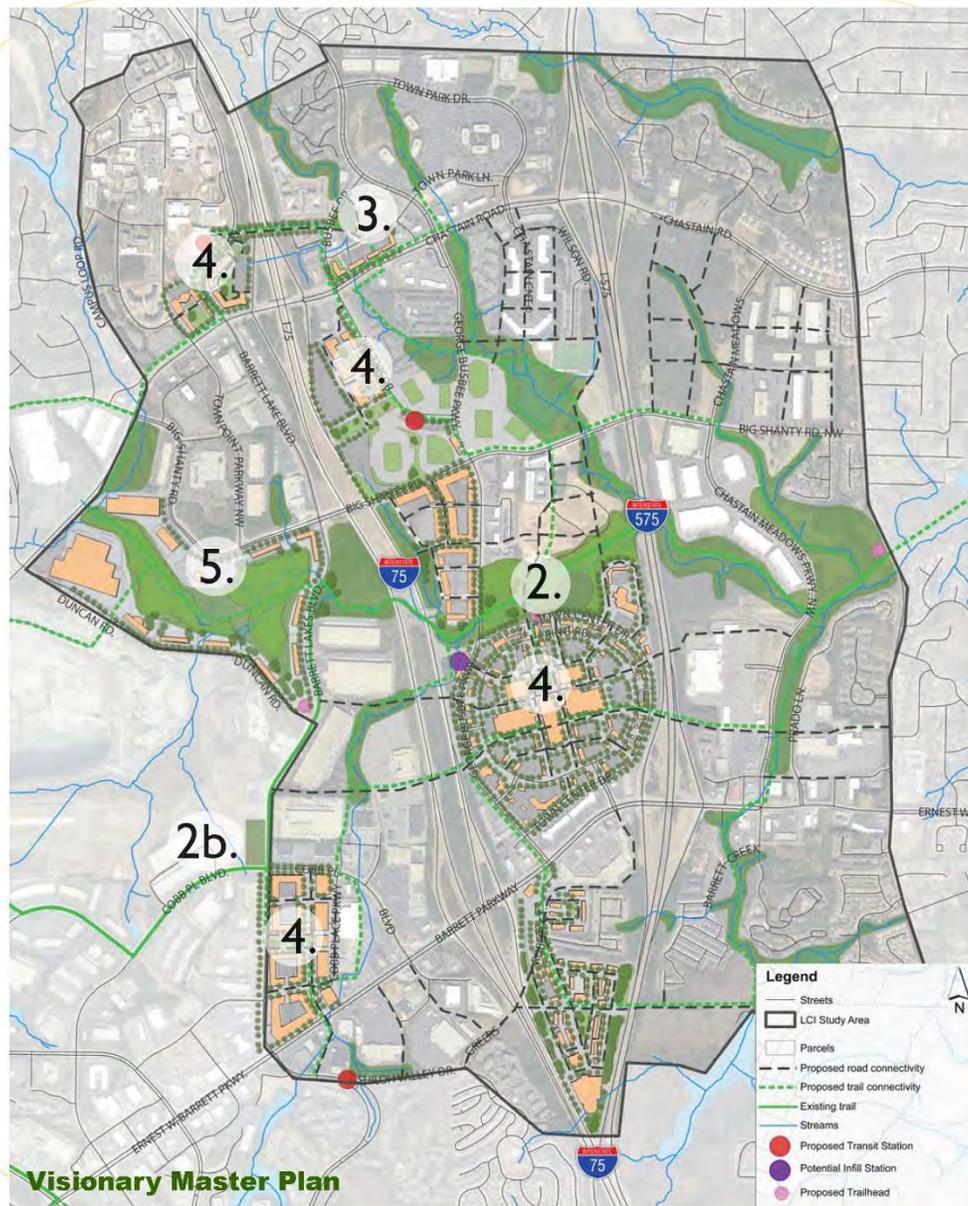
The Town Center SuPurb LCI Plan 5-year Update has been made on 2009 as an evaluation and appraisal report toward the implementing LCI plan over the last 5 years (2004-2009) as well as updating specific objectives and action items regarding the next 5-year Action Plan (2009-2014).

In 2014 TCACID 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 TCACID 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.

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TOWN CENTER SUPURB LCI PLAN



Visionary Master Plan

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2

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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...

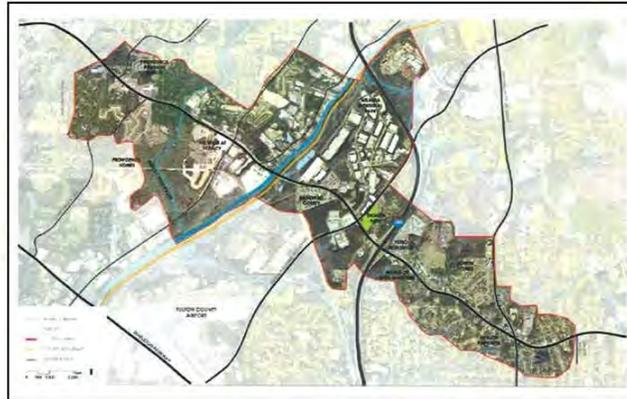
Veterans Memorial Highway is an interesting arterial corridor that changes characteristics along the stretch of the study area. In Cobb County, the corridor moves from an industrial stretch that begins across the Chattahoochee River in Atlanta to a more suburban type corridor.

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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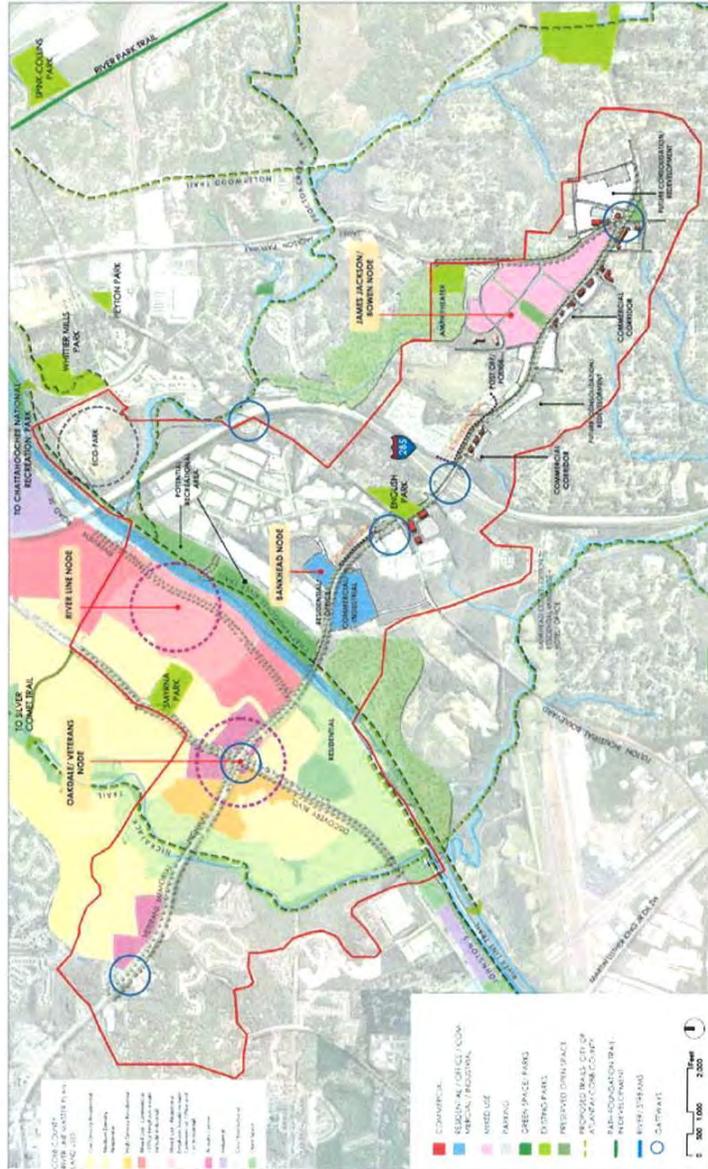
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LCI Study

July 2010

D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI STUDY



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MASTER PLAN

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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.



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.

VININGS COMMON



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.

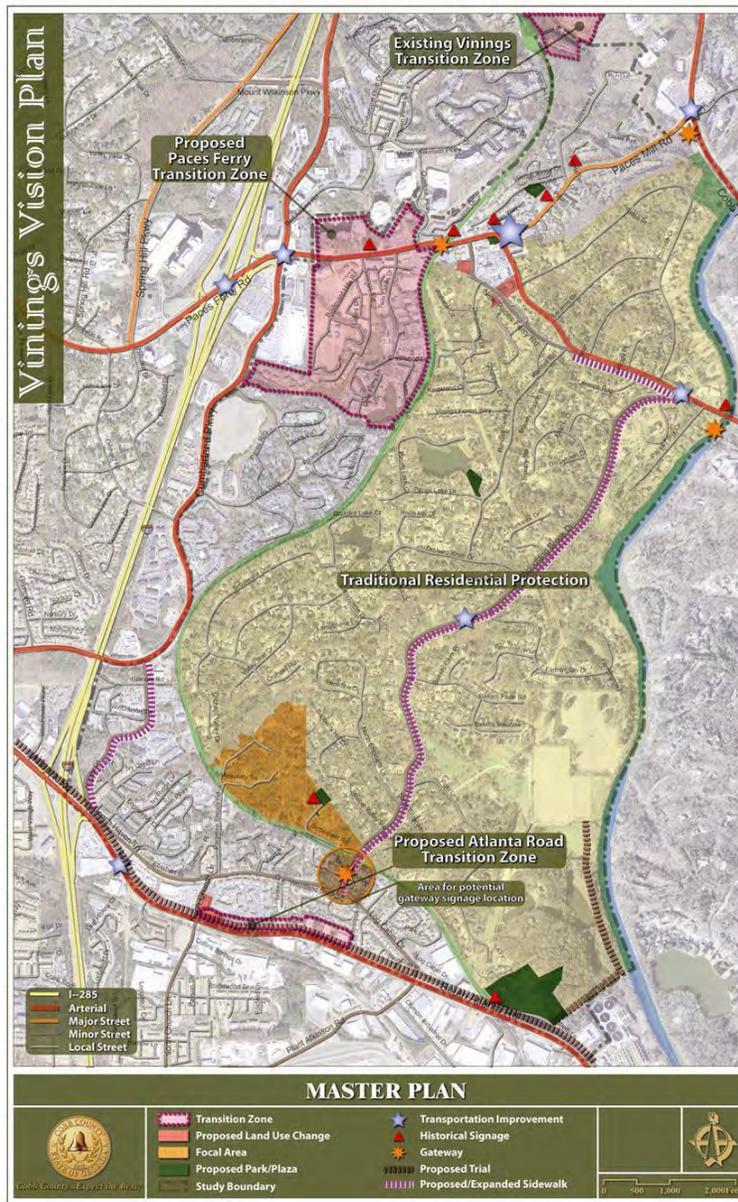
- Make road improvements at the Paces Ferry Road and New Paces Ferry intersection, including new left turn lane from Paces Ferry to New Paces Ferry
- Roundabout at Woodland Brook Drive and Paces Ferry Road with pedestrian-friendly features
- Signalized crosswalks and pedestrian improvements at Paces 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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VININGS VISION A MASTER PLAN FOR A GEORGIA HISTORIC COMMUNITY



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February 2015

Dobbins Air Reserve Base Joint Land Use Study

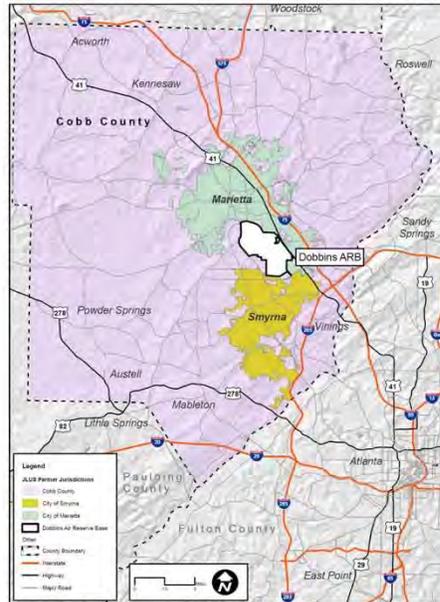
INTRODUCTION

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.

MAP



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 compatibility structures

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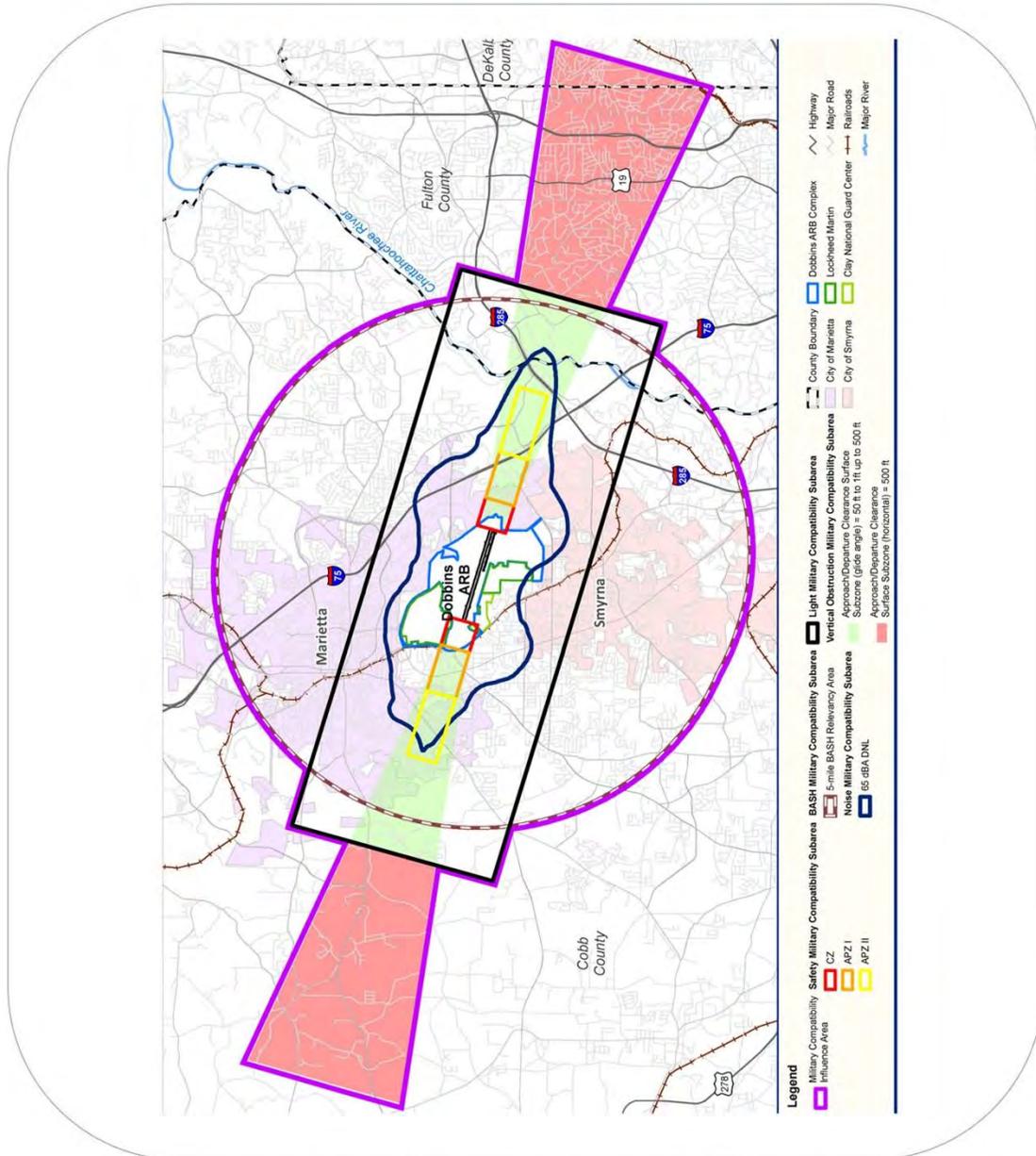
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February 2015

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