

**2030 COMPREHENSIVE PLAN:  
MAPPING COBB'S FUTURE**

**2013 COMPREHENSIVE PLAN AND  
FUTURE LAND USE MAP AMENDMENTS**

**PUBLIC HEARING DATES:**

**January 08, 2013**

**January 15, 2013**



*Cobb County...Expect the Best!*

**Cobb Community Development Agency**

**P. O. Box 649**

**Marietta, Georgia 30064**

[www.cobbcounty.org](http://www.cobbcounty.org)



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# Contents

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Cobb County Comprehensive Plan Amendment Process .....	1
Terminology Guide to Proposed Amendments .....	3
Cobb County Zoning Sections and Districts .....	4
Future Land Use and Zoning Conversions .....	5
Zoning Decision Comprehensive Plan Amendments (ZD's) 2011-2012 .....	7
ZD-01 (Z-38/2011) .....	8
ZD-02 (Z-02/2012) .....	11
ZD-03 (Z-47(11)/2012) .....	14
ZD-04 (Z-26/2012) .....	17
ZD-05 (Z-27/2012) .....	20
ZD-06 (Z-30/2012) .....	23
Commissioner Proposed Comprehensive Plan Amendments (CP's) .....	26
CP-01 .....	27
CP-02 .....	31
CP-3A .....	35
CP-3B .....	40
CP-3C .....	44
CP-3D .....	47
CP-3E .....	50
CP-3F .....	53
CP-3G .....	56
CP-04 .....	59
CP-05 .....	63
CP-06 .....	67
CP-07 .....	71
CP-08 .....	75
CP-09 .....	79
CP-10 .....	83
CP-11 .....	87
CP-12 .....	91
CP-13 .....	95
Staff Proposed Comprehensive Plan Amendments (SP's) .....	99
SP-01 .....	100
SP-02 .....	104
SP-03 .....	108
SP-04 .....	113
SP-05 .....	115
SP-06 .....	118
SP-07 .....	123
SP-08 .....	126
SP-09 .....	129

# **Cobb County Comprehensive Plan Amendment Process**

## ***Background on the Cobb County Comprehensive Plan***

The Comprehensive Plan for Cobb County, Georgia is mandated by the Georgia Planning Act 634 (Georgia Law 1989, pp. 1317 – 1391). This Act requires that each jurisdiction in the state prepare and implement a Comprehensive Plan, which is reviewed by its respective regional development center. For Cobb County, the regional center is the Atlanta Regional Commission (ARC). The rules and regulations of the Act “are intended to provide a framework to facilitate and encourage coordinated, comprehensive planning and development at the local, regional and state government levels”. Chapter 110-12-1 of the Act sets minimum local planning standards for each jurisdiction. This includes preparing a Community Assessment, Community Participation Program, and Community Agenda which provides an inventory and assessment of existing conditions/needs, goals and policy objectives, and short-term projects to implement goals and objectives.

In 2007, Cobb County adopted a comprehensive plan that met the above-described minimum standards. Early in the plan development process, residents and staff developed the following vision statement for Cobb County:

*In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.*

*Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, work, play, and learn.*

*Residents in Cobb County live comfortably in a safe community that has quality jobs, housing choices, cultural activities, recreational opportunities, and state of the art educational/health services.*

*Cobb takes pride in actively preserving its natural resources. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure water and air quality for the community.*

*Out of respect for its natural resources, Cobb promotes and preserves parks, trails, greenspace, tree canopy, and sensitive habitat. Due to our unique history, we continue to protect and maintain historic features.*

*Cobb County’s transportation system will be environmentally compatible, financially sound, safe, and an efficient and functional network providing multimodal service to all areas of the county. Founded on partnerships between public, private, and nonprofit organizations, Cobb County’s transportation network will be integrated with local and regional land use and transportation plans, and supportive of a variety of uses including significant greenspace, and “live-work-play” communities.*

*Cobb is known as a community with low taxes; effective, efficient, and trustworthy government; balanced attitude that supports both businesses and neighborhoods; an outstanding record of public safety; strong community pride; generosity of its citizens to those in need; and quality choices for its people.*

*Cobb supports its citizens and in return benefits from the community’s service, leadership, and personal accountability. People of all backgrounds, races, cultures, ages, religions, national origins, and genders feel comfortable living and working in Cobb County.*

*All of these outcomes can be attributed to Cobb’s way of reaching out to its citizens and businesses, involving them in important decisions and working cooperatively to determine the best overall course of action.*

The Cobb Comprehensive Plan does not serve as a development ordinance; rather, the Plan is a guide to continued growth and development on a countywide basis.

***Elements of the Cobb County Comprehensive Plan***

- ◆ Identifies any needs/trends the county may have to address in the next twenty years,
- ◆ Lists goals and policy objectives for the county to consider in order to realize its vision statement,
- ◆ Identifies short term projects that could assist the county in addressing a need/trend or in implementing its goals and policy objectives; and
- ◆ Provides a generalized character area map and future land use map, which complements the goals and policy objectives and indicates locations for a wide variety of land uses.

***Procedure to modify and update the Comprehensive Plan***

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

The annual plan amendment process begins at the end of each calendar year, starting in October and ending in January of the following year. During this time, staff members study proposed changes to the text and land use map that have arisen throughout the year. The changes may be the result of direction from the Board of Commissioners due to a rezoning action, approval of a study or master plan, and/or suggestions from the Planning Commission, residents, business, community or staff. Any site which was not previously posted for a rezoning, land use permit, special land use permit or study/master plan hearing, is posted to notify the public of the proposed Comprehensive Plan amendments. The posting consists of general area notifications that alert the public about policy changes in this area. In addition to the postings, letters are mailed out to property owners informing them of changes to the Comprehensive Plan. Two public hearings are conducted to gather public input.

After site visits and analysis, staff members briefed the Planning Commission on the pros and cons of each proposed amendment. The Planning Commission then recommends those amendments it feels are appropriate for approval, to the Board of Commissioners. The Board of Commissioners makes the final decision on amendments to the Cobb County Comprehensive Plan.

## Terminology Guide to Proposed Amendments

BOC	Board of Commissioners																												
Corridor	For the purposes of the Cobb Comprehensive Plan, corridor refers to an area of development that extends along a major roadway, such as Windy Hill Road, or Mableton Parkway.																												
District	For the purposes of the Cobb County Comprehensive Plan and zoning ordinance, district refers to Commissioner areas and a classification of zoning. For example, "R-20 district.																												
dua	Dwelling units per acre.																												
FLU	Future Land Use. A recommendation for future use of the property per the Cobb County Future Land Use Map, part of the Comprehensive Plan. FLU is a projection, not a zoning classification.																												
FLU Categories	<table border="0" style="margin-left: 40px;"> <tr> <td>RR</td> <td>Rural residential (0 – 1 dua*)</td> </tr> <tr> <td>VLDR</td> <td>Very low density residential (0 -- 2 dua)</td> </tr> <tr> <td>LDR</td> <td>Low density residential (1 – 2.5 dua)</td> </tr> <tr> <td>MDR</td> <td>Medium density residential (2.5 – 5 dua)</td> </tr> <tr> <td>HDR</td> <td>High density residential (5 – 12 dua)</td> </tr> <tr> <td>RAC</td> <td>Regional activity center</td> </tr> <tr> <td>CAC</td> <td>Community activity center</td> </tr> <tr> <td>NAC</td> <td>Neighborhood activity center</td> </tr> <tr> <td>IC</td> <td>Industrial compatible</td> </tr> <tr> <td>IND</td> <td>Industrial</td> </tr> <tr> <td>PIA</td> <td>Priority Industrial Area</td> </tr> <tr> <td>PI</td> <td>Public/institutional</td> </tr> <tr> <td>PRC</td> <td>Park/recreation/conservation</td> </tr> <tr> <td>TCU</td> <td>Transportation/communication/utilities</td> </tr> </table>	RR	Rural residential (0 – 1 dua*)	VLDR	Very low density residential (0 -- 2 dua)	LDR	Low density residential (1 – 2.5 dua)	MDR	Medium density residential (2.5 – 5 dua)	HDR	High density residential (5 – 12 dua)	RAC	Regional activity center	CAC	Community activity center	NAC	Neighborhood activity center	IC	Industrial compatible	IND	Industrial	PIA	Priority Industrial Area	PI	Public/institutional	PRC	Park/recreation/conservation	TCU	Transportation/communication/utilities
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PI	Public/institutional																												
PRC	Park/recreation/conservation																												
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Node	For the purposes of the Cobb County Comprehensive Plan, node refers to areas of commercial development built or planned around roadway intersections. Nodes vary in size based on similar uses and conditions of the surrounding area.																												
Rezoning	A change in use classification from one zoning district to another. Rezoning takes place monthly at regularly scheduled hearings of the Planning Commission and Cobb Board of Commissioners.																												
Zoning	Zoning refers to the existing use or designated use of specific parcels of property. The zoning district designation governs what is eligible to be developed on a particular piece of property.																												

## Cobb County Zoning Sections and Districts

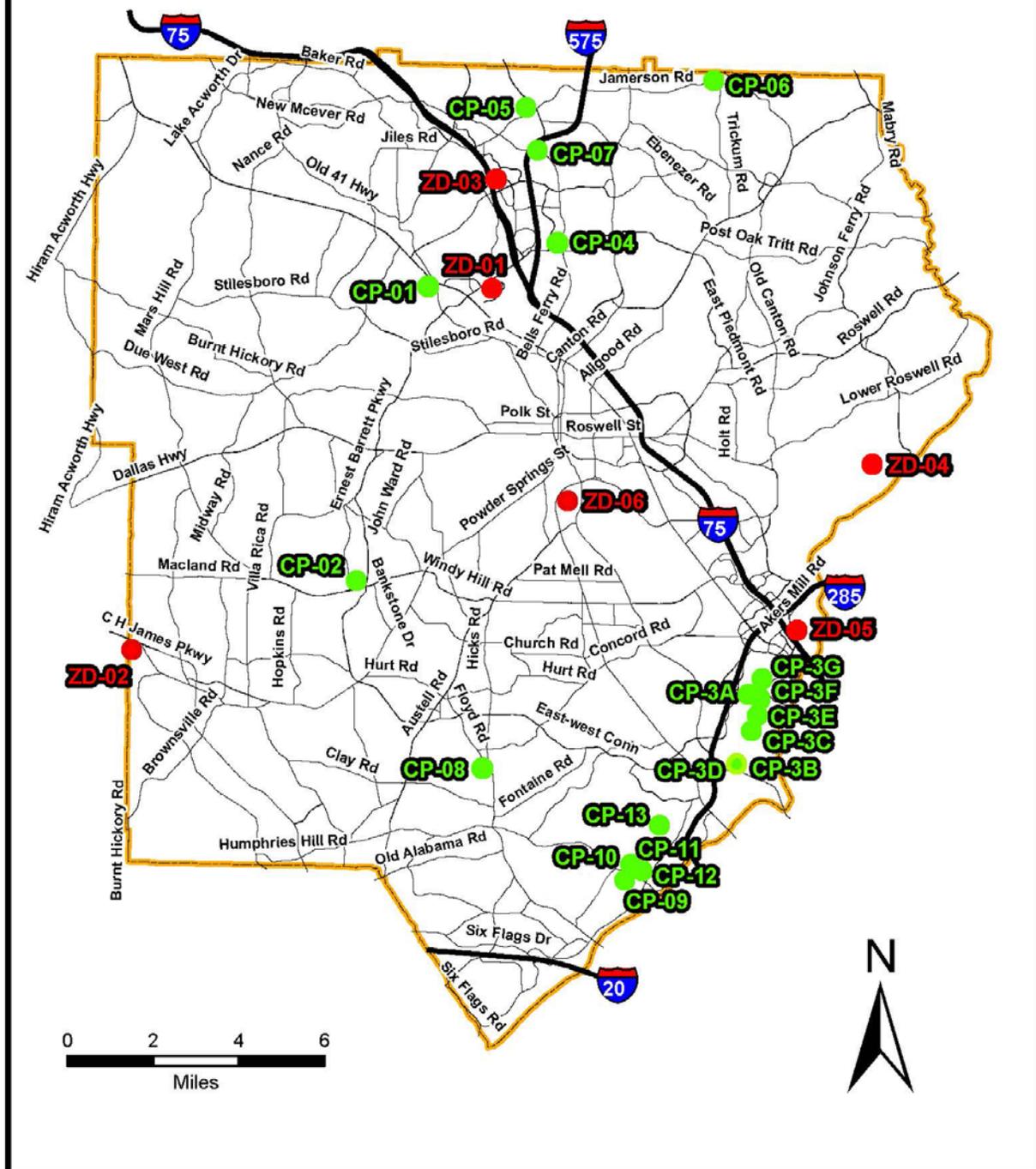
Sec. 134-193.	<b>R-80</b>	single-family residential district, Min. 80,000-square-foot lot size
Sec. 134-194.	<b>RR</b>	rural residential district
Sec. 134-195.	<b>R-40</b>	single-family residential district, Min. 40,000-square-foot lot size
Sec. 134-196.	<b>R-30</b>	single-family residential district, Min. 30,000-square-foot lot size
Sec. 134-197.	<b>R-20</b>	single-family residential district, Min. 20,000-square-foot lot size
Sec. 134-198.	<b>R-15</b>	single-family residential district, Min. 15,000-square-foot lot size
Sec. 134-198.1.	<b>OSC</b>	Open space community overlay district, preserve natural resources within residential development
Sec. 134-199.	<b>R-12</b>	single-family residential district, Min. 12,000-square-foot lot size
Sec. 134-200.	<b>RD</b>	residential duplex district
Sec. 134-201.	<b>RA-4</b>	single-family attached/detached residential district, Max. 4 units per acre
Sec. 134-201.1.	<b>PRD</b>	planned residential development district
Sec. 134-201.2.	<b>RA-5</b>	single-family attached/detached residential district, Max. 5 units per acre
Sec. 134-201.3.	<b>SC</b>	suburban condominium residential district
Sec. 134-202.	<b>RA-6</b>	single-family attached/detached residential district, Max. 6 units per acre
Sec. 134-203.	<b>RSL</b>	residential senior living district
Sec. 134-204.	<b>RM-8</b>	residential multifamily district
Sec. 134-205.	<b>FST</b>	fee simple townhouse residential district
Sec. 134-206.	<b>RM-12</b>	residential multifamily district
Sec. 134-206.	<b>RM-16</b>	residential multifamily district
Sec. 134-208.	<b>MHP/S</b>	mobile home subdivision district
Sec. 134-209.	<b>RDR</b>	recreational outdoor golf driving range district
Sec. 134-210.	<b>MHP</b>	mobile home park district
Sec. 134-211.	<b>LRO</b>	low-rise office district
Sec. 134-212.	<b>CF</b>	future commercial district
Sec. 134-213.	<b>NRC</b>	neighborhood retail commercial district
Sec. 134-214.	<b>LRC</b>	limited retail commercial district
Sec. 134-215.	<b>O&amp;I</b>	office and institutional district
Sec. 134-216.	<b>UVC</b>	urban village commercial district
Sec. 134-217.	<b>PVC</b>	planned village community district
Sec. 134-218.	<b>CRC</b>	community retail commercial district
Sec. 134-219.	<b>RMR</b>	residential mid-rise district
Sec. 134-220.	<b>OMR</b>	office mid-rise district
Sec. 134-221.	<b>RHR</b>	residential high-rise district
Sec. 134-221.1.	<b>UC</b>	urban condominium residential district
Sec. 134-222.	<b>OHR</b>	office high-rise district
Sec. 134-223.	<b>OS</b>	office/service district
Sec. 134-224.	<b>NS</b>	neighborhood shopping district
Sec. 134-225.	<b>PSC</b>	planned shopping center district
Sec. 134-226.	<b>TS</b>	tourist services district
Sec. 134-227.	<b>GC</b>	general commercial district
Sec. 134-228.	<b>RRC</b>	regional retail commercial district
Sec. 134-229.	<b>IF</b>	future industrial district
Sec. 134-230.	<b>LI</b>	light industrial district
Sec. 134-231.	<b>HI</b>	heavy industrial district

## Future Land Use and Zoning Conversions

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

# COMPREHENSIVE PLAN AMENDMENTS 2013

## ZD & CP LOCATIONS

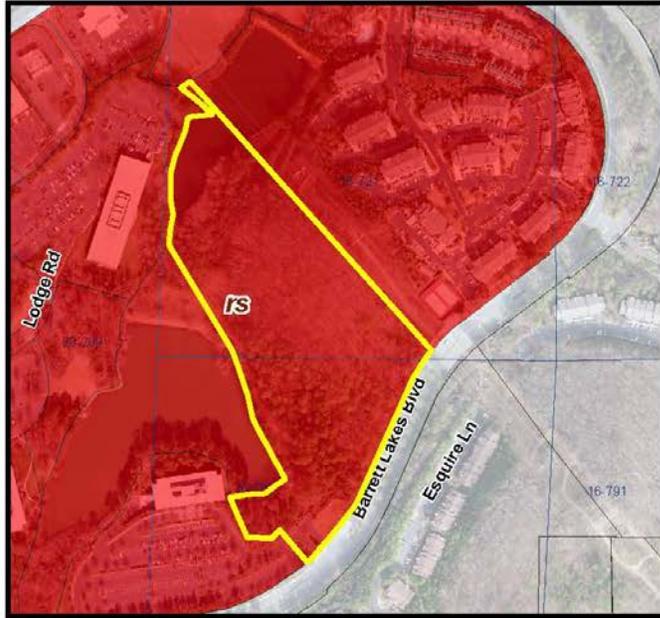


## 2013 Comprehensive Plan Amendments – Zoning Decisions (ZDs)

ZD	DATE	ZONING CASE	DIST	LOCATION	CURRENT FLU	PROPOSED FLU	PAGE
1	Oct. 2011	Z-38	3	Northwest side of Barrett Lakes Boulevard, east of Greers Chapel Road	RAC/rs	RAC/hdr	8
2	Feb. 2012	Z-2	4	South side of CH James Pkwy, just inside Cobb County line, southwest of Sterlingbrooke Dr.	CAC	LDR	11
3	Apr. 2012	Z-47(11)	3	West side of Busbee Dr., south of George Busbee Pkwy. and east of I-75	RAC/hdr RAC/rs	RAC/hdr	14
4	Jun. 2012	Z-26	2	East side of Atlanta Country Club Drive and on north side of Chattahoochee Plantation Drive	VLDR	LDR	17
5	Jul. 2012	Z-27	2	Southwest corner of Akers Mill Road and Cumberland Boulevard, east of I-75	RAC/off	RAC/hdr	20
6	Sept. 2012	Z-30	4	East side of South Cobb Drive, south of Carruth Drive	CAC	IC	23

# COMPREHENSIVE PLAN AMENDMENTS 2013

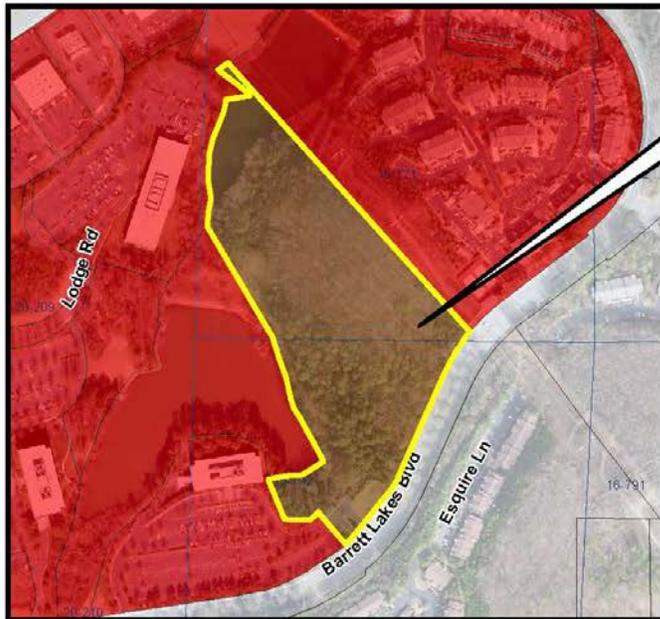
## ZD-1 District 3



**CURRENT**

### RAC-Sub Categories

- High Density Residential
- Industrial
- Low Density Residential
- Medium Density Residential
- Office
- Open Space/Recreation
- Public Institutional
- Retail Services
- Transition Zone
- Transportation/Communication/Utilities

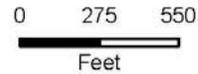


**PROPOSED**

ZD-1  
RAC/retail services  
to  
RAC/high density residential



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# ZD - 1

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**REZONING CASE:** Z-38 (Date Effect: Oct. 2011; Changed from O&I to UC)

**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 15.48

**PARCEL ID NUMBER:** 16072100030 (D 16/LL 721, 792)

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

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

**GENERAL LOCATION:** Northwest side of Barrett Lakes Boulevard, east of Greers Chapel Road

**ADDRESS:** 2055 Barrett Lakes Boulevard.

---

## **BACKGROUND:**

### **Intent of Proposed Amendment:**

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (UC) that was approved in October of 2011.

### **Definitions:**

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

### **RAC Sub-Category Definitions:**

High Density Residential (**hdr**) subcategory provides areas that are suitable for low rise, high density housing between five (5) and twelve (12) dwelling units per acre. Mid or high-rise residential developments are also appropriate in this category. This shall include any residential developments in excess of four (4) stories per structure. Because of the unique, urban characteristics of RAC's, building height and density shall be reviewed on a case-by-case basis.

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

### **Planning History:**

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

## **ANALYSIS:**

Property was rezoned from O&I to UC for the purpose of a 4 story, 238-unit condominium community. The current future land use is Regional Activity Center with a sub-category of retail services. Considering the approved rezoning and the residential nature of the proposed project the future land use would be more suited toward Regional Activity Center with a sub-category of high density residential.

The site has road frontage on Barrett Lakes Blvd. and located between an apartment complex and an office park. Development is within walking distance to entertainment and retail shops along Barrett Parkway as well as potential jobs. Most of the surrounding future use is RAC/rs with High Density Residential across Barrett Lakes Blvd. Property adjacent to the east is RAC/rs but is an RM-12 multi-family apartment complex.

**1) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**2) Applicable Policies from the Comprehensive Plan:**

- a.) Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.
- b.) Encourage urban style growth in regional activity centers as a means to protect existing stable suburban and rural areas from development growth pressures
- c.) Encourage adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.
- d.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

**3) Consistency with existing Corridor Studies and Other Plans:**

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

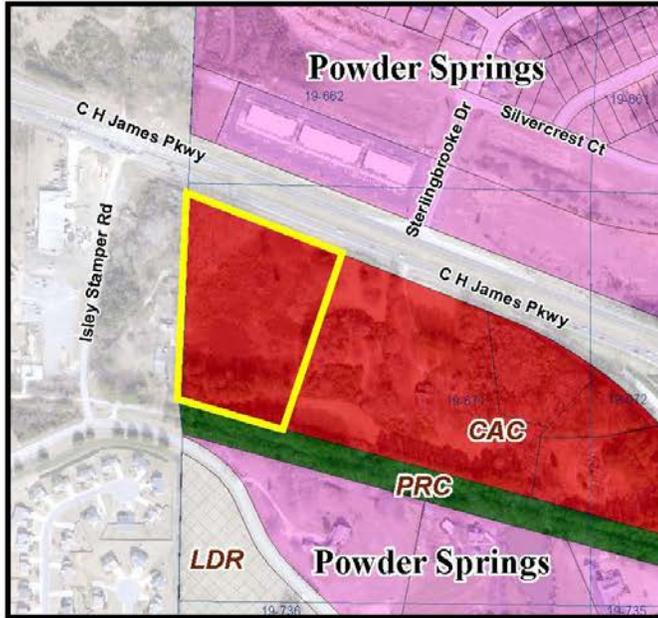
**4) Adherence to Nodal Development Patterns:**

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

**5) Consistency with Revitalization Goals:**

Not applicable

# COMPREHENSIVE PLAN AMENDMENTS 2013

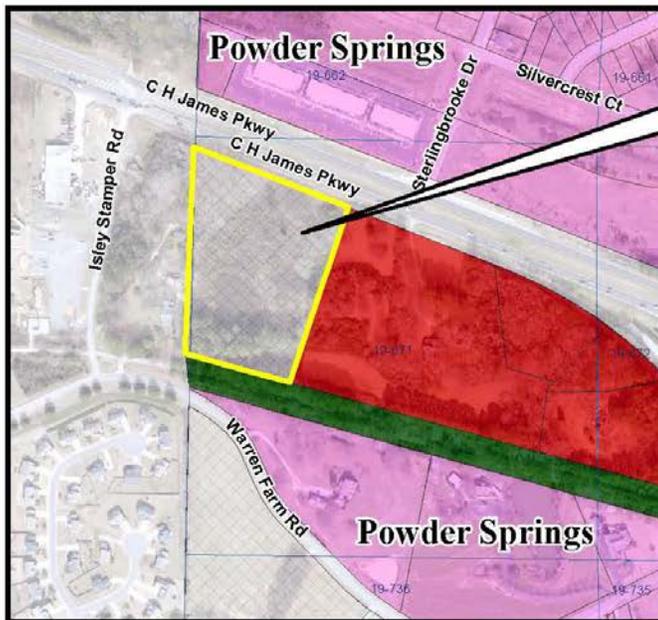


**CURRENT**

## ZD-2 District 4

### FUTURE LAND USE

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



**PROPOSED**

ZD-2  
Community Activity Center  
to  
Low Density Residential



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0 360 720  
Feet



## ZD - 2

---

**REZONING CASE:** Z-2 (Date Effect: Feb. 2012; Changed from NRC to R-30)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 6.29

**PARCEL ID NUMBER:** 19067100050 (D 19/LL 671)

**EXISTING FUTURE LAND USE:** Community Activity Center (CAC)

**PROPOSED FUTURE LAND USE:** Low Density Residential (LDR)

**GENERAL LOCATION:** South side of CH James Pkwy, just inside Cobb County line, southwest of Sterlingbrooke Dr.

**ADDRESS:** CH James Parkway (Undeveloped)

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (R-30) that was approved in February of 2012.

#### **Definitions:**

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

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

#### **Planning History:**

In 2008, case CP-7, this property was part of a consolidated future land use change where 5 parcels on the south side of C.H. James Parkway, west of Powder Springs Dallas Road, were altered from Low Density Residential to Community Activity Center.

### **ANALYSIS:**

Property was rezoned from NRC to R-30. It was previously rezoned from R-30 to NRC by Z-20 of 2007. The envisioned retail commercial development never came to fruition and this subsequent rezoning converted the zone back to the R-30 category.

Converting the future use to the LDR category is a suitable alternative considering the residential development and the R-30 zoning of adjacent and nearby properties to the south and east, although it should be noted that it will be more difficult for this individual to receive future zoning consideration for commercial use if this change is made.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Residents in Cobb County live comfortably in a safe community that has quality jobs, cultural activities, recreational opportunities, and state of the art educational/health services.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.
- b.) Preserve stable quality residential neighborhoods.
- c.) Encourage adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.
- d.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

**3.) Consistency with existing Corridor Studies and Other Plans:**

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

**4.) Adherence to Nodal Development Patterns:**

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

**5.) Consistency with Revitalization Goals:**

Not applicable

# COMPREHENSIVE PLAN AMENDMENTS 2013

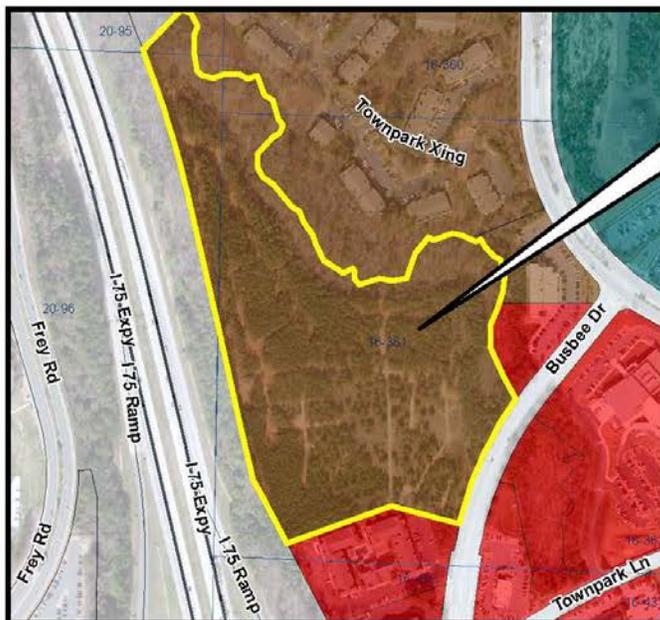
## ZD-3 District 3



**CURRENT**

### RAC-Sub Categories

- High Density Residential
- Industrial
- Low Density Residential
- Medium Density Residential
- Office
- Open Space/Recreation
- Public Institutional
- Retail Services
- Transition Zone
- Transportation/Communication/Utilities

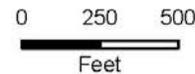


**PROPOSED**

ZD-3  
RAC/high density residential  
RAC/retail services  
to  
RAC/high density residential



*Cobb County...Expect the Best!*



## ZD - 3

---

**REZONING CASE:** Z-47 (Date Effect: April 2012; Changed from GC/OS to RM-16)

**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 21.01

**PARCEL ID NUMBER:** 16036100020 (D 16/LL 360, 361 and D 20/LL 95, 96)

**EXISTING FUTURE LAND USE:** Regional Activity Center/ high density residential (RAC/hdr) and Regional Activity Center/retail service (RAC/rs)

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

**GENERAL LOCATION:** West side of Busbee Dr. south of George Busbee Pkwy. and east of I-75

**ADDRESS:** 3453 Busbee Drive

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### **BACKGROUND:**

**Intent of Proposed Amendment:** The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (RM-16) that was approved in April of 2012.

### **Definitions:**

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

### **RAC Sub-Category Definitions:**

High Density Residential (**hdr**) subcategory provides areas that are suitable for low rise, high density housing between five (5) and twelve (12) dwelling units per acre. Mid or high-rise residential developments are also appropriate in this category. This shall include any residential developments in excess of four (4) stories per structure. Because of the unique, urban characteristics of RAC's, building height and density shall be reviewed on a case-by-case basis.

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

### **Planning History:**

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

### **ANALYSIS:**

Subject site was rezoned for a 300 unit urban condominium. The development will comprise of six residential condominium buildings within the Town Center Regional Activity Center and is located within the Town Center Community Improvement District.

The RAC sub-categories currently traverse the site across the center with high density residential to the north and retail service to the south. Considering the recent changing conditions for the site high density residential category within the RAC would be more appropriate.

**1. Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta region a great place to live, learn, work, and play.

**2. Applicable Policies from the Comprehensive Plan:**

- a.) Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Encourage adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.

**3. Consistency with existing Corridor Studies and Other Plans:**

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

**4. Adherence to Nodal Development Patterns:**

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

**5. Consistency with Revitalization Goals:**

Not applicable

# COMPREHENSIVE PLAN AMENDMENTS 2013



**CURRENT**

## ZD-4 District 2

### FUTURE LAND USE

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



**PROPOSED**

ZD-4  
Very Low Density Residential  
to  
Low Density Residential



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0 150 300  
Feet



## ZD - 4

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**REZONING CASE:** Z-26 (Date Effect: Jun. 2012; Changed from R-15 with Stip. to R-15 with Stip.)

**COMMISSIONER DISTRICT:** 2

**ACREAGE:** 4.53

**PARCEL ID NUMBER:** 17110000120, 17110000140 (D 17/LL 1100)

**EXISTING FUTURE LAND USE:** Very Low Density Residential (**VLDR**)

**PROPOSED FUTURE LAND USE:** Low Density Residential (**LDR**)

**GENERAL LOCATION:** East side of Atlanta Country Club Drive and on north side of Chattahoochee Plantation Drive

**ADDRESS:** Chattahoochee Plantation Drive

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (R-15) that was approved in June of 2012.

#### **Definitions:**

The purpose of the Very Low Density Residential (**VLDR**) category is to provide for areas that are suitable for very low density housing, particularly in locations which may not have basic services such as sewer, or where the existing or desired residential development pattern is zero to two (2) dwelling units per acre.

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

#### **Planning History:**

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

### **ANALYSIS:**

Property was rezoned to R-15 zoning category with stipulations in order to change the stipulations that were put in place in 1984. The property originally approved as the tennis facility for the subdivision in 1984 is currently approved for residential use of 11 single family lots with a density around 2.43 dwelling units per acre. Considering the approved rezoning and the density that has been established Low Density Residential (**LDR**) would be a compatible future land use category.

The site has two road frontages on Atlanta Country Club Drive and Chattahoochee Plantation Drive. It is located inside of the residential neighborhood and surrounded by single family homes as Very Low Density Residential (**VLDR**) in future land use category.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Increase the economic vitality of underserved areas through programs and incentives.
- b.) Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.
- c.) Preserve stable quality residential neighborhoods.
- d.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

**3.) Consistency with existing Corridor Studies and Other Plans:**

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

**4.) Adherence to Nodal Development Patterns:**

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

**5.) Consistency with Revitalization Goals:**

Not applicable

# COMPREHENSIVE PLAN AMENDMENTS 2013

## ZD-5

### District 2



**CURRENT**

#### RAC-Sub Categories

- High Density Residential
- Industrial
- Low Density Residential
- Medium Density Residential
- Office
- Open Space/Recreation
- Public Institutional
- Retail Services
- Transition Zone
- Transportation/Communication/Utilities

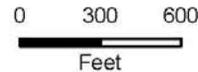


**PROPOSED**

ZD-5  
RAC/office  
to  
RAC/high density residential



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## ZD - 5

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**REZONING CASE:** Z-27 (Date Effect: July 2012, Major site plan change for a unified development plan to allow the construction of two residential buildings)

**COMMISSIONER DISTRICT:** 2

**ACREAGE:** 4.696 acres

**PARCEL ID NUMBER:** 17101300010, 17101300040 (D 17/LL 1012 & 1013)

**EXISTING FUTURE LAND USE:** Regional Activity Center – office subcategory (**RAC/off**)

**PROPOSED FUTURE LAND USE:** Regional Activity Center – high density residential (**RAC/hdr**)

**GENERAL LOCATION:** Southwest corner of Akers Mill Road and Cumberland Boulevard, east of I-75

**ADDRESS:** Unaddressed property on Cumberland Boulevard, Atlanta, GA 300339

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of the proposed amendment is to establish a compatible future land use guideline to a major change in zoning stipulations for a Regional Retail Commercial (RRC) consolidated development plan that was approved in July of 2012. The stipulation change altered the development by removing plans to build two (2) 19-story office buildings and replacing them with two (2) residential buildings that shall be no more than six (6) stories in height and may contain up to 300 total residential units.

#### **Definitions:**

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

#### **RAC Sub-Category Definitions:**

High Density Residential (hdr) subcategory provides areas that are suitable for low rise, high density housing between five (5) and twelve (12) dwelling units per acre. Mid or high-rise residential developments are also appropriate in this category. This shall include any residential developments in excess of four (4) stories per structure. Because of the unique, urban characteristics of RAC's, building height and density shall be reviewed on a case-by-case basis.

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

### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property since the incorporation of the Regional Activity Center subcategories.

### **ANALYSIS:**

The subject property is considered Regional Activity Center on the future land use map with a subcategory of office (RAC/off). The property is currently undeveloped, but is part of a larger consolidated development plan. The original approved zoning contains rights to construct two (2) 19-story office buildings on the parcels. The properties directly to the north across Akers Mill Road contain a Georgia Power Company substation and undeveloped properties are zoned RRC. To the east, across Cumberland Boulevard are properties owned by Cobb County and the United States Park Service and contain the Chattahoochee National Recreation Area and the Bob Callan Trail system. To the west are 16 lanes of Interstate 75, inclusive of HOV and access ramps. To the south is an existing mid-rise office building known as One Overton Park and is part of the consolidated plan for this phased development. The overall Overton Park development and the parcels on the north side of Akers Mill Road are in the Regional Activity Center future land use category while the Chattahoochee National Recreation Area and the Bob Callan Trail system are in the Parks, Recreation, and Conservation future land use category.

The change in stipulations for this property, which allows for the construction of two residential buildings is most appropriate within the RAC/hdr future land use category per the 2030 Cobb County Comprehensive Plan rather than the existing RAC/off category due to the scale and intensity of the approved zoning at upwards of 63 units per acre.

#### **1) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

#### **2.) Applicable Policies from the Comprehensive Plan:**

- a.) Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.
- b.) Encourage urban style growth in regional activity centers as a means to protect existing stable suburban and rural areas from development growth pressures.
- c.) Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.
- d.) Consider the existing and planned transportation system when making land use decisions.
- e.) Encourage adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.

#### **3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the Blueprint Cumberland I and II Master Plans and the proposal is consistent with the study recommendations.

#### **4.) Adherence to Nodal Development Patterns:**

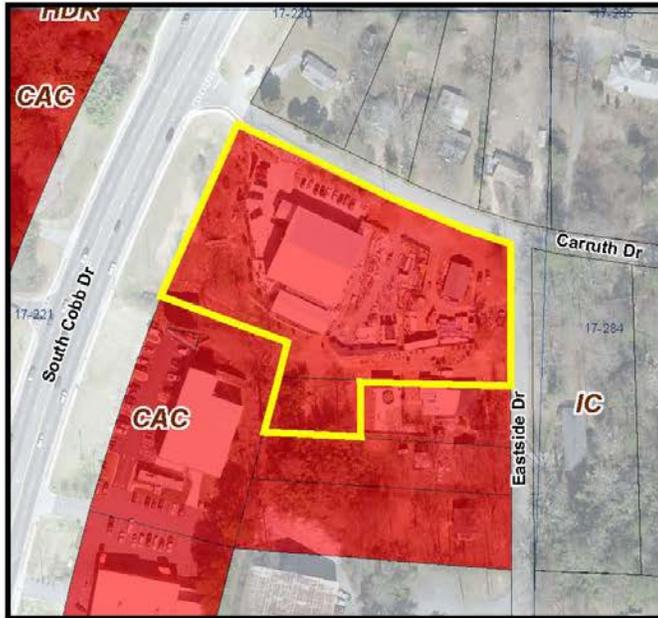
Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would not result in the expansion of the existing commercial node.

#### **5.) Consistency with Revitalization Goals:**

Not applicable

# COMPREHENSIVE PLAN AMENDMENTS 2013

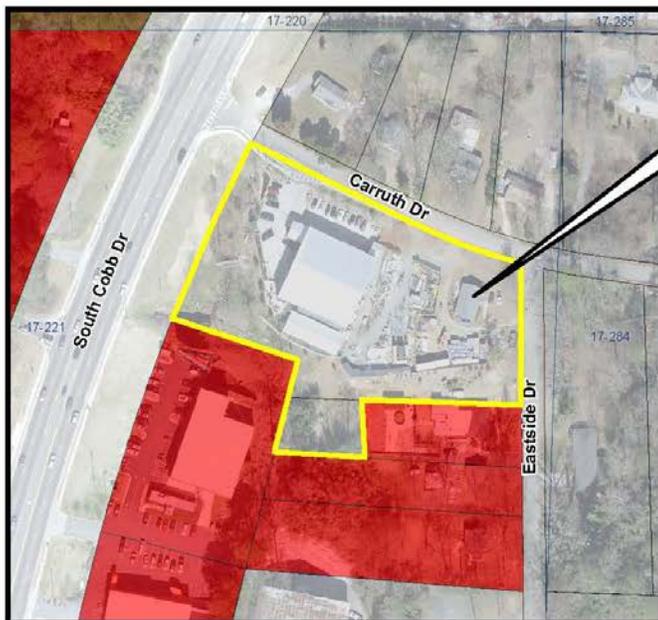
## ZD-6 District 4



**CURRENT**

### FUTURE LAND USE

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

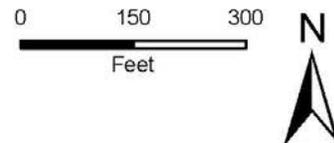


**PROPOSED**

**ZD-6  
Community Activity Center  
to  
Industrial Compatible**



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## ZD - 6

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**REZONING CASE:** Z-30 (Date Effect: Sept. 2012; Changed from GC to LI)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 2.5

**PARCEL ID NUMBER:** 17022100180, 17022100230 (D 17/LL 221)

**EXISTING FUTURE LAND USE:** Community Activity Center (CAC)

**PROPOSED FUTURE LAND USE:** Industrial Compatible (IC)

**GENERAL LOCATION:** East side of South Cobb Drive just south of Carruth Drive

**ADDRESS:** 132 Carruth Drive

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of the proposed amendment is to establish a compatible future land use guideline to the new zoning category (LI) that was approved in September of 2012.

#### **Definitions:**

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

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

#### **Planning History:**

Subject property was part of larger future land use map change in 2008 when future uses were amended from IC to CAC. Areas included were parcels fronting the east side of South Cobb Dr. from Austell Road to Carruth Dr. The future land use changed from IC to CAC.

### **ANALYSIS:**

Property was rezoned from GC to LI for the purpose of wholesale and manufacturing of baseball equipment. Existing and changing conditions permits a use that is suitable considering the future use policies of adjacent and nearby properties. Properties in the area are considered industrial compatible on the Future Land Use map.

#### **1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

- b.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Work toward diversifying the county's industrial and commercial base.
- b.) Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.
- c.) Evaluate development proposals in currently underserved areas to ensure service is provided in a manner consistent with existing and future infrastructure demands.
- d.) Identify blighted and deteriorating neighborhoods and promote the revitalization and/or redevelopment of these areas.

**3.) Consistency with existing Corridor Studies and Other Plans:**

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

**4.) Adherence to Nodal Development Patterns:**

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

**5.) Consistency with Revitalization Goals:**

Not applicable

## 2013 Comprehensive Plan Amendments – Commissioner Proposals (CPs)

CP	District	Location	Current FLU	Proposed FLU	Page
1	1	Cobb Parkway and Attic Road	IC	CAC	27
2	1	Northeast corner of Macland Road and West Sandtown Road	LDR	LDR w/Text	31
3-A	2	Paces Ferry Road west of Railroad Tracks	HDR, NAC, TCU RAC/off, RAC/hdr	HDR, NAC, TCU RAC/off, RAC/hdr w/Text	35
3-B	2	Atlanta south of North Church Lane	IC, MDR	IC, MDR w/Text	40
3-C	2	Vinings Village	VLDR	VLDR w/Text	44
3-D	2	NE corner of Atlanta Road and North Church Lane	MDR	NAC	47
3-E	2	West side of New Paces Ferry north of Tanglewood Drive	PI	NAC	50
3-F	2	Library between Paces Ferry and New Paces Ferry	VLDR	PI	53
3-G	2	Intersection of Paces Ferry Road, New Paces Ferry Road, and Paces Mill Road	NAC	NAC w/Text	56
4	3	Barrett Pkwy @ Prado LN and Bells Ferry Road	MDR	CAC	59
5	3	Bells Ferry Road north of Mosby Drive	LDR	NAC w/Text	63
6	3	Southwest corner of Jamerson Road and Trickum Road	LDR	NAC	67
7	3	West side of Bells Ferry Road just south of I-575	LDR	NAC	71
8	4	Floyd Road just south of Glore Road	LDR	NAC	75
9	4	Veterans Memorial Highway across from Brookside Industrial Drive	IND	PRC	79
10	4	Veterans Memorial and Henderson Road	IC	CAC	83
11	4	Veterans Memorial at Nickajack Creek	IC	PRC	87
12	4	1303 Veterans Memorial Highway	IC	CAC	91
13	4	Buckner Road at Buckland Subdivision	CAC	LDR & PRC	95

# COMPREHENSIVE PLAN AMENDMENTS 2013

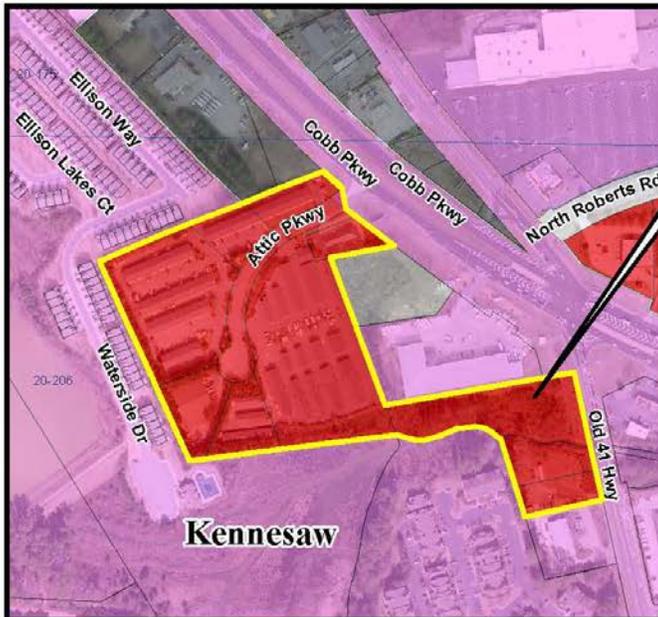


**CURRENT**

## CP-1 District 1

### FUTURE LAND USE

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

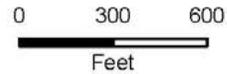


**PROPOSED**

CP-1  
Industrial Compatible  
to  
Community Activity Center



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# CP - 1

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** 17.96 acres

**PARCEL ID NUMBER:** 20020600080, 2002060090, 2002060100, 2002060260, 2002060270, 2002060280, 2002060290, 2002060300, 2002060310, 2002061740, (D 20/LL 206)

**EXISTING FUTURE LAND USE:** Industrial Compatible (**IC**)

**PROPOSED FUTURE LAND USE:** Community Activity Center (**CAC**)

**GENERAL LOCATION:** Parcels located on the southwest side of Cobb Parkway and west of Old 41 Highway.

---

## **BACKGROUND:**

### **Intent of Proposed Amendment:**

The intent of this proposal is to provide a better transition in scale from residential properties existing in the city of Kennesaw to the commercial street frontage along Cobb Parkway.

### **Definitions:**

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

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

### **Planning History:**

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

## **ANALYSIS:**

The subject properties, which contain 17.96 acres, are in the Industrial Compatible (**IC**) category on the current future land use map. These properties are surrounded by land in City of Kennesaw. There are two road frontages along Cobb Parkway and Old 41 Highway, and are currently being utilized as car related business and self storage uses. Town homes are located on back of the properties to the north and west. Along Cobb Parkway are most commercial uses. The properties crossing Cobb Parkway to the east are CAC under future land use category.

Since the subject property is currently being used for commercial activity and that use will likely continue in the future, the land use should be changed from IC to CAC to be consistent to the surrounding commercial uses along the road and provide a smooth transition and buffer between residential and commercial uses on Cobb Parkway. It should be noted that the western part of the property is zoned HI and currently is not available for the highest intensity land use allowable in the HI zoning code due to the fact that they are adjacent to residential uses in the City of Kennesaw and are not in the Industrial Future Land Use category currently; therefore, this change will not impact the current use of the property.

- 1) **Applicable Goals from the Comprehensive Plan:**
  - a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
  - b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.
  
- 2) **Applicable Policies from the Comprehensive Plan:**
  - a.) Address compatibility between land uses when making land use decisions.
  - b.) Provide transitions in scale and/or land use between high and low intensity land uses.
  - c.) Encourage nodal development at appropriate major intersections and discourage land use changes that lead to “strip” development patterns with multiple driveways.
  - d.) Work toward diversifying the county’s industrial and commercial base.
  
- 3) **Consistency with existing Corridor Studies and Other Plans:**

This property is not located within the boundaries of an approved Corridor Study or other plan, therefore is not impacted by applicable study requirements.
  
- 4) **Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would result in the expansion of the existing commercial node.
  
- 5) **Consistency with Revitalization Goals:**

Not applicable
  
- 6) **Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.
  
- 7) **Transportation Analysis:**
  1. Major Thoroughfare Plan (Roadway Classification):  
Cobb Parkway: Arterial
  
  2. Number of Lanes (Existing):  
Cobb Parkway: 4 travel lanes, divided with median
  
  3. Number of Lanes (Proposed):  
Cobb Parkway: 4 travel lanes, divided with median
  
  4. Traffic Volume (ADT):  
34,280 Attic Parkway and Barrett Parkway
  
  5. Sidewalks:  
Cobb Parkway: None present
  
  6. Bicycle Lanes/Trails:  
Cobb Parkway: None present

7. Transit:  
Cobb Parkway: None present

8. Proposed Projects of Impact:  
Cobb Parkway: None present

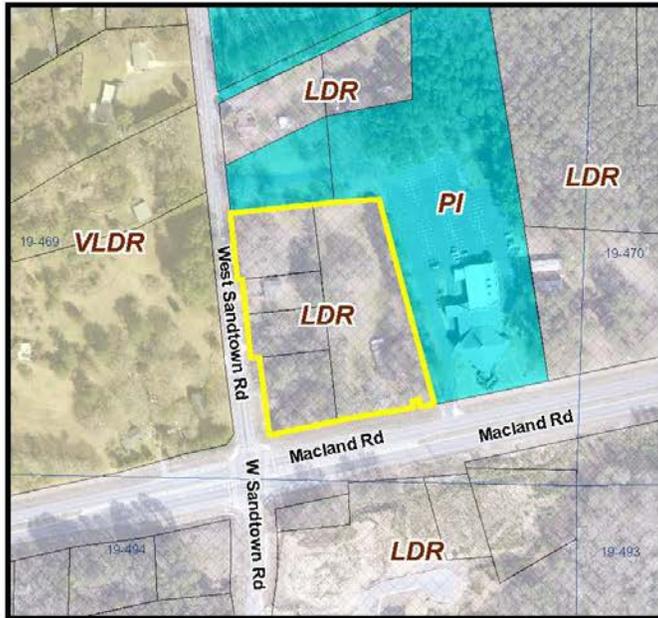
9. CTP Recommendations:

The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

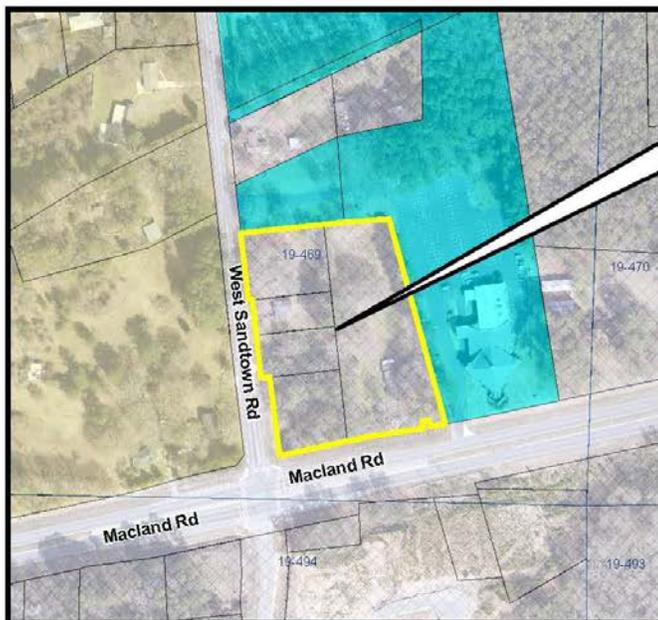
## CP-2 District 1



**CURRENT**

### FUTURE LAND USE

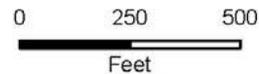
- Community Activity Center
- High Density Residential
- Industrial
- Industrial Compatible
- Priority Industrial Area
- Low Density Residential
- Medium Density Residential
- Neighborhood Activity Center
- Park/Recreation/Conservation
- Public Institutional
- Regional Activity Center
- Rural Residential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



**PROPOSED**



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## CP - 2

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** 4 acres

**PARCEL ID NUMBER:** 19046900100(2.1 acre), 19046900090 (.6 acre), 19046900210 (.4 acre), 19046900080 (.3 acre), and 19046900070 (.6 acre) (D 19/LL 469)

**EXISTING FUTURE LAND USE:** Low Density Residential (LDR)

**PROPOSED FUTURE LAND USE:** Low Density Residential (LDR) with Text Amendment

**GENERAL LOCATION:** Northeast corner of Macland Road and West Sandtown Road

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

Add a text amendment to encourage senior living development on the northeast side of Macland Road and West Sandtown Road intersection.

#### **Definitions:**

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

#### **Planning History:**

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

### **ANALYSIS:**

The subject properties are a mixture of five (5) individual lots zoned R-30. The five (5) lots are located at the northeast corner of Macland Road and West Sandtown Road. These properties total approximately 4 acres. The parcels are currently under the Low Density Residential category. They are surrounded by Low Density Residential (LDR) to the south; Public Institution (PI) to the east and north; and Very Low Density (VLDR) to the west. A commercial type use development of these sites would encourage a “strip” development pattern based on proximity to existing commercial nodes along Macland Road. A senior living development is an appropriate use and would be encouraged for this area. The minimum acreage required for a non-supportive RSL zoning is three (3) acres; therefore, an assemblage of these sites will meet this requirement and keep within the residential character of the community located on an arterial roadway.

### **TEXT AMENDMENT:**

*Low Density Residential*

In order to protect the residential character of the area and surrounding property owners, the Residential Senior Living on the southeast side of Macland Road and W Sandtown Road intersection will be expanded north to the existing Low Density Residential area to the north. Said area shall not extend beyond the boundaries of the adjacent five parcels totaling 4 acres. The Board of Commissioners will only consider senior living type developments consistent with the residential character for the parcels surrounding this area.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is known as a community with low taxes; effective, efficient, and trustworthy government; balanced attitude that supports both businesses and neighborhoods; an outstanding record of public safety that provides exemplary service; strong community pride; generosity of its citizens to those in need; and quality choices for its people.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Preserve stable quality residential neighborhoods.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Consider impacts to area residents when making land use and housing decisions in order to protect residential neighborhoods from negative impacts of new residential and non-residential developments.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the Macland Road Corridor Study and Design Guidelines. The Macland Road Corridor Study recommended this area to remain as Low Density Residential.

**4.) Adherence to Nodal Development Patterns:**

Nodal development discourages land use changes that lead to “strip” development with multiple driveways. This future land use amendment and text addition as proposed assures the adherence to nodal development by restricting further commercial encroachment of the area.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

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

**7.) Transportation Analysis:**

- 1. Major Thoroughfare Plan (Roadway Classification):
  - West Sandtown Rd: Major Collector
  - Macland Rd: Arterial
- 2. Number of Lanes (Existing):
  - West Sandtown Rd: 2 travel lanes with left turn lane at intersection
  - Macland Rd: 4 lanes, two-way right and left turning lane at intersection
- 3. Number of Lanes (Proposed):
  - West Sandtown Rd: 2 travel lanes with left turn lane at intersection w/ Macland Rd
  - Macland Rd: 4 lanes, two-way right and left turning lane at intersection w/ West Sandtown
- 4.) Traffic Volume (ADT):
  - 4,700 West Sandtown Rd, South of Villa Rica Rd
  - 25,800 Macland Rd, East of Gus Robins Rd

5.) Sidewalks:  
West Sandtown Rd: None Present  
Macland Rd: None Present

6.) Bicycle Lanes/Trails:  
West Sandtown Rd: None Present  
Macland Rd: None present

7.) Transit:  
West Sandtown Rd: None Present  
Macland Rd: None present

8.) Proposed Projects of Impact:  
West Sandtown Rd: None Present  
Macland Rd: None Present

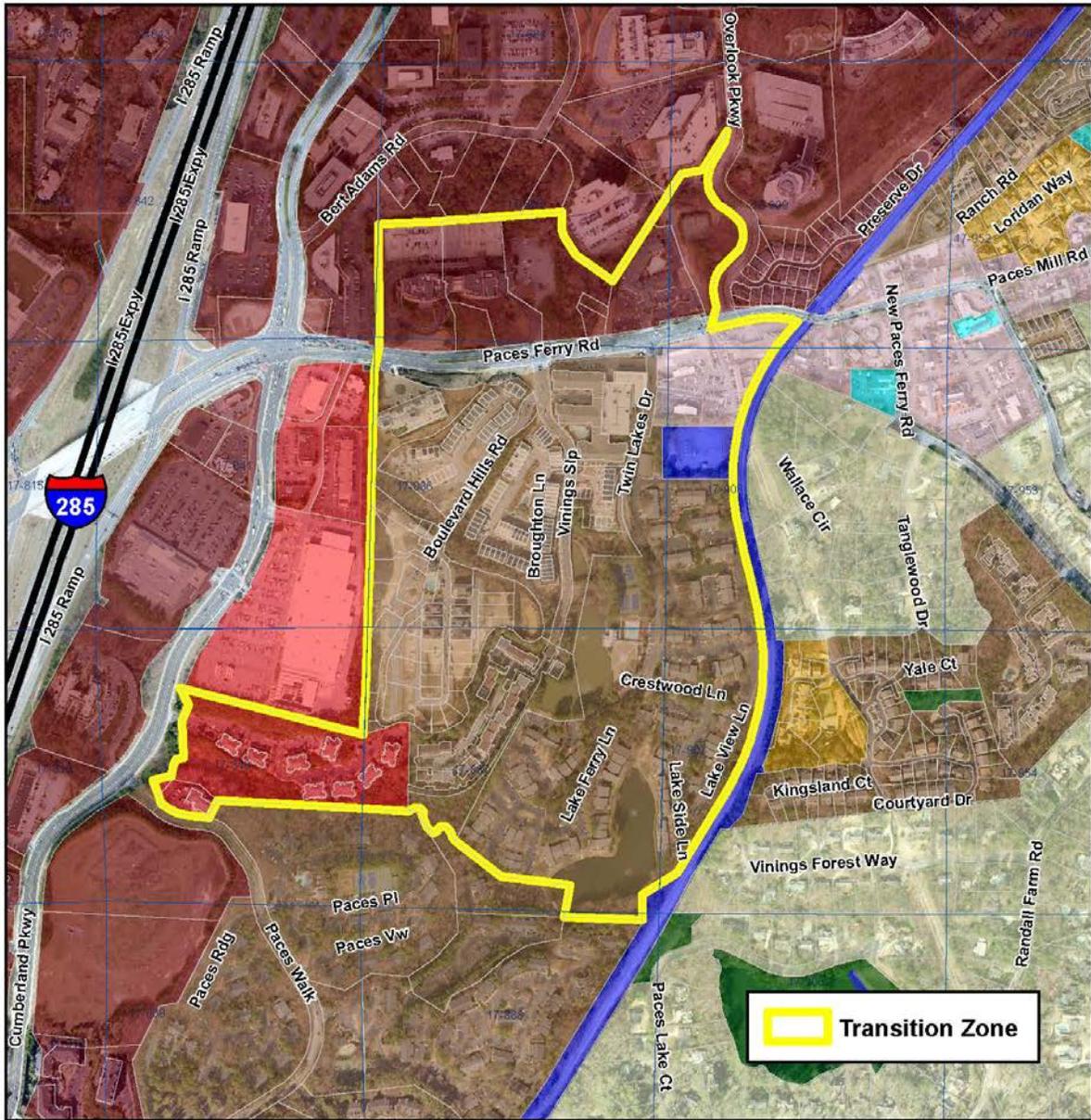
9.) CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# CP-3A

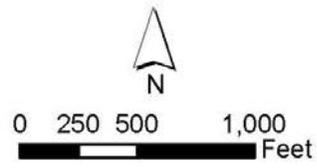
## Transition Zone

### Paces Ferry Rd. West of Rail Road Tracks



**Future Land Use**

<span style="color: lightgreen;">■</span> RR	<span style="color: orange;">■</span> MDR	<span style="color: red;">■</span> CAC	<span style="color: gray;">■</span> IND	<span style="color: cyan;">■</span> PI
<span style="color: yellow;">■</span> VLDR	<span style="color: brown;">■</span> HDR	<span style="color: darkred;">■</span> RAC	<span style="color: darkgray;">■</span> PIA	<span style="color: green;">■</span> PRC
<span style="color: white;">■</span> LDR	<span style="color: pink;">■</span> NAC	<span style="color: lightgray;">■</span> IC	<span style="color: blue;">■</span> TCU	



# CP – 3A

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** Multiple Acres

**PARCEL ID NUMBER:** Multiple Parcels (D 17/LL 840, 885, 886, 887, 907, 908, 909)

**EXISTING FUTURE LAND USE:** RAC/off, RAC/hdr, HDR, NAC, TCU

**PROPOSED FUTURE LAND USE:** Text Amendment for Transition Zone and new Appendix Map

**GENERAL LOCATION:** Parcels located on the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks.

---

## **BACKGROUND:**

### **Intent of Proposed Amendment:**

Provide for appropriate land use transitions in the area of Vinings per the Vinings Vision: A Master Plan for a Georgia Historic Community.

### **Definitions:**

The purpose of High Density Residential (HDR) category is to provide areas suitable for low rise, high density housing between five (5) and twelve (12) units per acre. Mid or high-rise residential developments are also appropriate in this category. This shall include any residential developments in excess of 4 stories per structure.

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

The purpose of the Transportation/Communication/Utilities (TCU) category is to provide for uses such as power generation plants, railroad facilities, telephone switching stations, airports, etc.

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

### **RAC Sub-Category Definitions:**

High Density Residential (**hdr**) subcategory provides areas that are suitable for low rise, high density housing between five (5) and twelve (12) dwelling units per acre. Mid or high-rise residential developments are also appropriate in this category. This shall include any residential developments in excess of four (4) stories per structure. Because of the unique, urban characteristics of RAC's, building height and density shall be reviewed on a case-by-case basis.

Office developments are considered the most appropriate development in the Office (**off**) land use subcategory. However, mixed-use developments that include retail may also be appropriate. Mid or high-rise residential developments are also appropriate in this category. This shall include any residential development in excel of four (4) stories per structure.

**Planning History:**

These parcels were part of the Vinings Vision: A Master Plan for a Georgia Historic Community, which was approved by the Board of Commissions in July 2012. This transition zone was recommended as part of the Vinings Vision.

**ANALYSIS:**

The Vinings Vision is the culmination of a 16 month master planning process with the Vinings community that included an existing condition analysis, a vision plan and a recommendation and implementation program. The recommendation and implementation program items set the goals for seeing the Vinings Vision realized. Several of the short-term goals include land use changes to the Comprehensive Plan that will aid Vinings in maintaining their sense of place.

**TEXT AMENDMENT:**

*Regional Activity Center (hdr/off)*

*High Density Residential*

*Neighborhood Activity Center*

The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (See Appendix for map). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.
- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are geared towards the needs of seniors, and will be reviewed on a case by case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility, and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
- The Planning Commission and Board of Commissioners is recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans, to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).

- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
  - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
  - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
  - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Preserve stable quality residential neighborhoods.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

**3.) Consistency with existing Corridor Studies and Other Plans:**

These properties are located within the boundaries of the Vinings Vision and may be subject to further requirements and guidelines if any further redevelopment efforts were to occur.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. The development of this plan incorporates policies and action items that will assist in helping in the transition between high density developments to the low density neighborhoods of Vinings.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

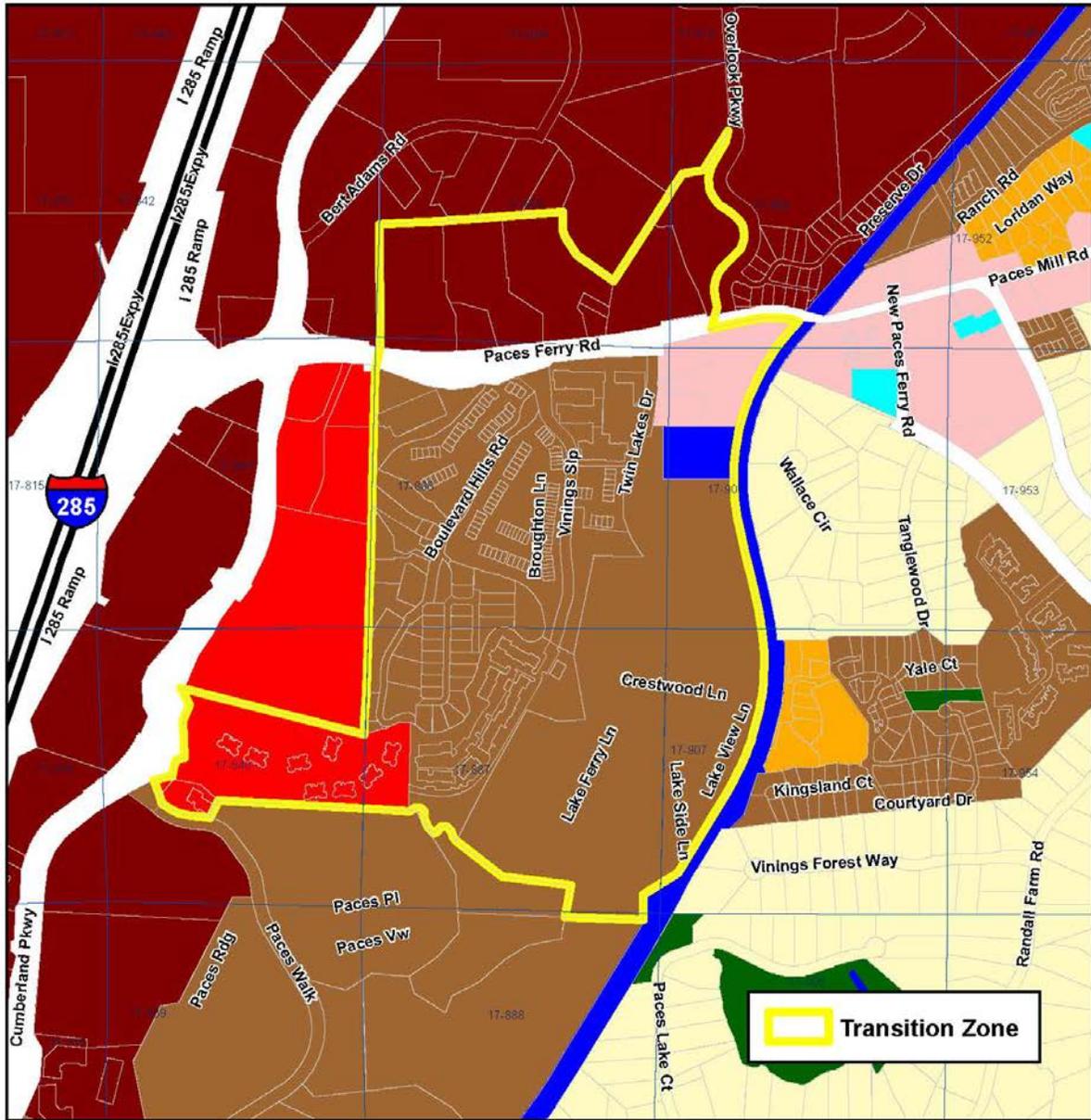
At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application although redevelopment in this area should review capacity of existing regional detention in the area to reduce flooding impact on downstream neighborhoods.

**7) Transportation Analysis:**

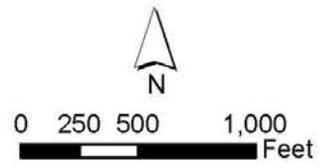
See the Vinings Vision plan.

# APPENDIX

## Transition Zone Paces Ferry Rd. West of Rail Road Tracks



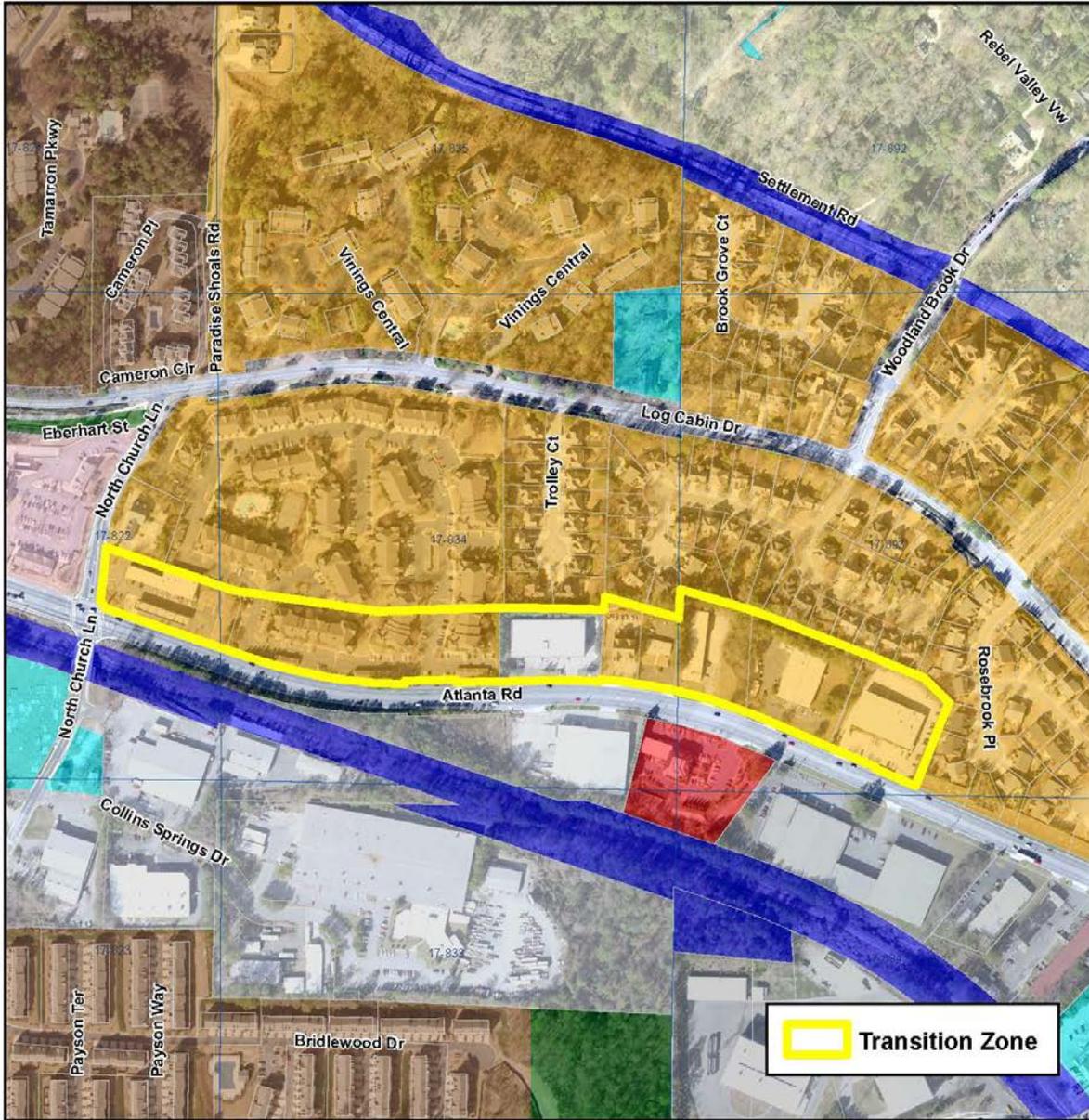
Future Land Use					
RR	MDR	CAC	IND	PI	
VLDR	HDR	RAC	PIA	PRC	
LDR	NAC	IC	TCU		



# CP-3B

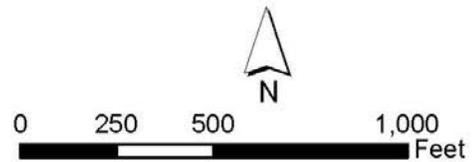
## Transition Zone

### Atlanta Road East of North Church Lane



#### Future Land Use

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<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFFF00; border: 1px solid black;"></span> VLDR	<span style="display: inline-block; width: 15px; height: 15px; background-color: #8B4513; border: 1px solid black;"></span> HDR	<span style="display: inline-block; width: 15px; height: 15px; background-color: #8B0000; border: 1px solid black;"></span> RAC	<span style="display: inline-block; width: 15px; height: 15px; background-color: #404040; border: 1px solid black;"></span> PIA	<span style="display: inline-block; width: 15px; height: 15px; background-color: #008000; border: 1px solid black;"></span> PRC
<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFFFFF; border: 1px solid black;"></span> LDR	<span style="display: inline-block; width: 15px; height: 15px; background-color: #FFB6C1; border: 1px solid black;"></span> NAC	<span style="display: inline-block; width: 15px; height: 15px; background-color: #A9A9A9; border: 1px solid black;"></span> IC	<span style="display: inline-block; width: 15px; height: 15px; background-color: #0000FF; border: 1px solid black;"></span> TCU	



## CP – 3B

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** Multiple Acres

**PARCEL ID NUMBER:** Multiple Parcels (D 17/LL 822, 834, 893)

**EXISTING FUTURE LAND USE:** Medium Density Residential (MDR) and Industrial Compatible (IC)

**PROPOSED FUTURE LAND USE:** Text Amendment for Transition Zone and new Appendix Map

**GENERAL LOCATION:** Parcels located on the north side of Atlanta Road, east of North Church Lane and west of Log Cabin Drive.

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

Provide for appropriate land use transitions in the area of Vinings per the Vinings Vision: A Master Plan for a Georgia Historic Community.

#### **Definitions:**

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

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

#### **Planning History:**

These parcels were part of the Vinings Vision: A Master Plan for a Georgia Historic Community, which was approved by the Board of Commissions in July 2012. This transition zone was recommended as part of the Vinings Vision.

### **ANALYSIS:**

The Vinings Vision is the culmination of a 16 month master planning process with the Vinings community that included an existing condition analysis, a vision plan and a recommendation and implementation program. The recommendation and implementation program items set the goals for seeing the Vinings Vision realized. Several of the short-term goals include land use changes to the Comprehensive Plan that will aid Vinings in maintaining their sense of place.

### **TEXT AMENDMENT:**

*Medium Density Residential*

*Industrial Compatible*

The area includes properties along the north side of Atlanta Road, east of North Church Lane and approximately .2 mile west of Log Cabin Drive (See Appendix for map), is hereby designated the Atlanta Road Transition Zone. The

transition zone is needed because of the conflict between the high intensity industrial land uses along the south side of Atlanta Road and the nearby low-density and medium-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the industrial land uses, the following specific criteria are needed in the area identified as the Atlanta Road Transition Zone:

- Uses within the Atlanta Road Transition Zone should transition in nature from the high intensity industrial uses along the south side of Atlanta Road to the more residential uses along Log Cabin Drive.
- Industrial uses should be protected from further residential incursion on the south side of Atlanta Road.
- Existing non-residential uses on the north side of Atlanta Road, within the transition zone, should encourage retail, office, services, institutional or light industrial future uses. Existing and any future light industrial properties on the north side of Atlanta Road are encouraged to not emit noise, odor, or smoke to neighboring residential users.

**3.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**4.) Applicable Policies from the Comprehensive Plan:**

- a.) Preserve stable quality residential neighborhoods.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

**5.) Consistency with existing Corridor Studies and Other Plans:**

These properties are located within the boundaries of the Vinings Vision and may be subject to further requirements and guidelines if any further redevelopment efforts were to occur.

**6.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. The development of this plan incorporates policies and action items that will assist in helping in the transition between high density developments to the low density neighborhoods of the Vinings.

**7.) Consistency with Revitalization Goals:**

Not applicable

**6) Environment Impact:**

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

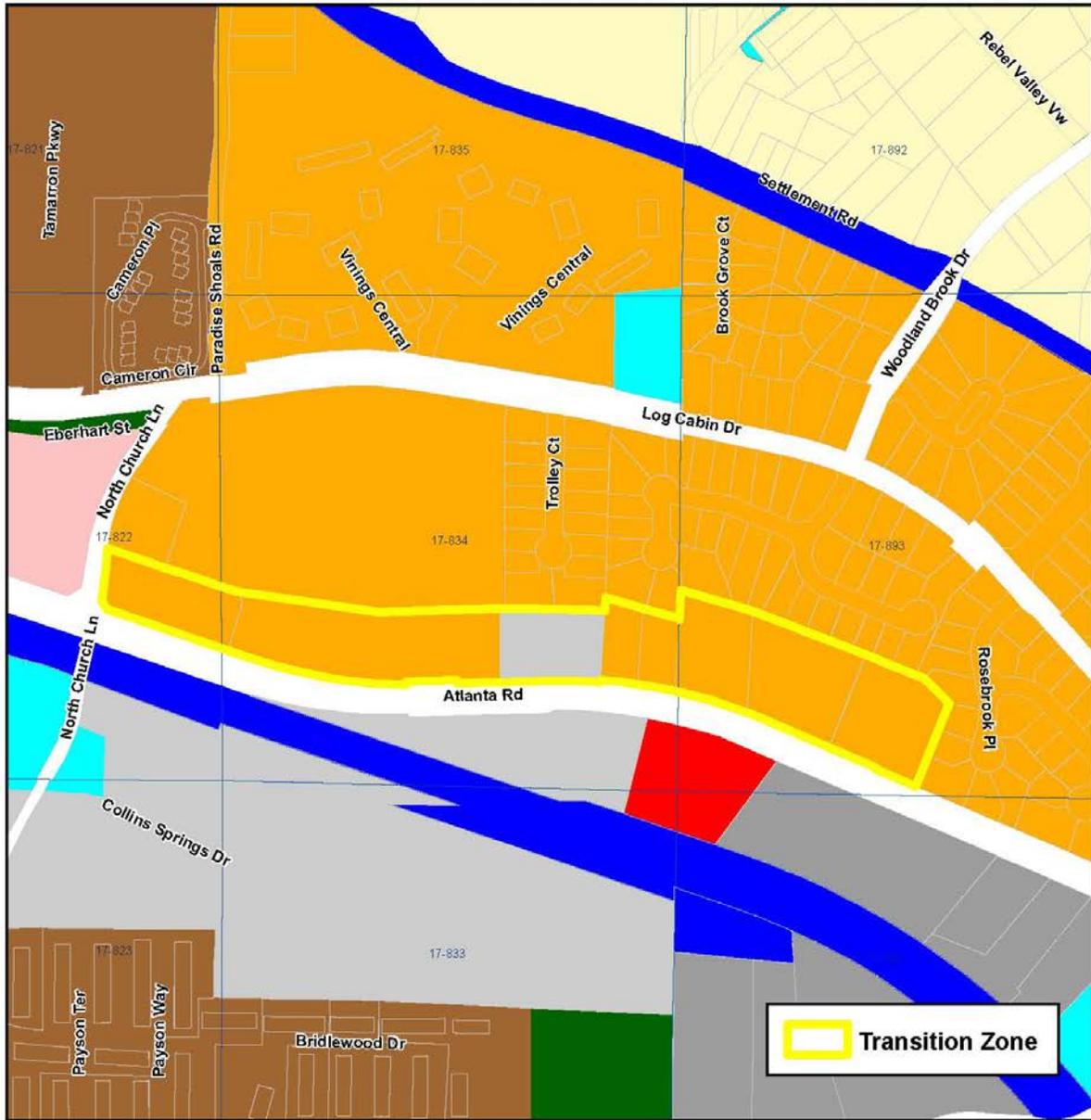
**7) Transportation Analysis:**

See the Vinings Vision plan.

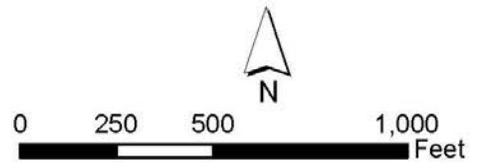
# APPENDIX

## Transition Zone

### Atlanta Road East of North Church Lane

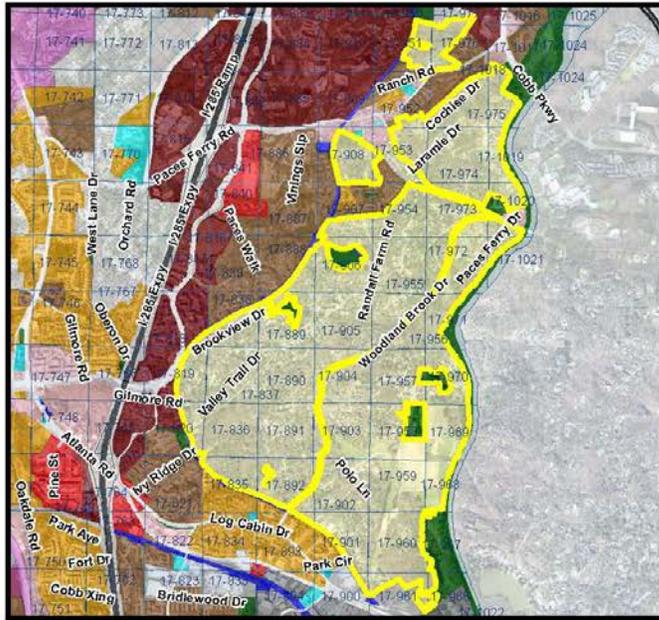


Future Land Use					
<span style="display: inline-block; width: 15px; height: 10px; background-color: #90EE90; border: 1px solid black;"></span> RR	<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFA500; border: 1px solid black;"></span> MDR	<span style="display: inline-block; width: 15px; height: 10px; background-color: #FF0000; border: 1px solid black;"></span> CAC	<span style="display: inline-block; width: 15px; height: 10px; background-color: #A9A9A9; border: 1px solid black;"></span> IND	<span style="display: inline-block; width: 15px; height: 10px; background-color: #00FFFF; border: 1px solid black;"></span> PI	
<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFFF00; border: 1px solid black;"></span> VLDR	<span style="display: inline-block; width: 15px; height: 10px; background-color: #8B4513; border: 1px solid black;"></span> HDR	<span style="display: inline-block; width: 15px; height: 10px; background-color: #8B0000; border: 1px solid black;"></span> RAC	<span style="display: inline-block; width: 15px; height: 10px; background-color: #696969; border: 1px solid black;"></span> PIA	<span style="display: inline-block; width: 15px; height: 10px; background-color: #008000; border: 1px solid black;"></span> PRC	
<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFFFFF; border: 1px solid black;"></span> LDR	<span style="display: inline-block; width: 15px; height: 10px; background-color: #FFB6C1; border: 1px solid black;"></span> NAC	<span style="display: inline-block; width: 15px; height: 10px; background-color: #D3D3D3; border: 1px solid black;"></span> IC	<span style="display: inline-block; width: 15px; height: 10px; background-color: #0000FF; border: 1px solid black;"></span> TCU		



# COMPREHENSIVE PLAN AMENDMENTS 2013

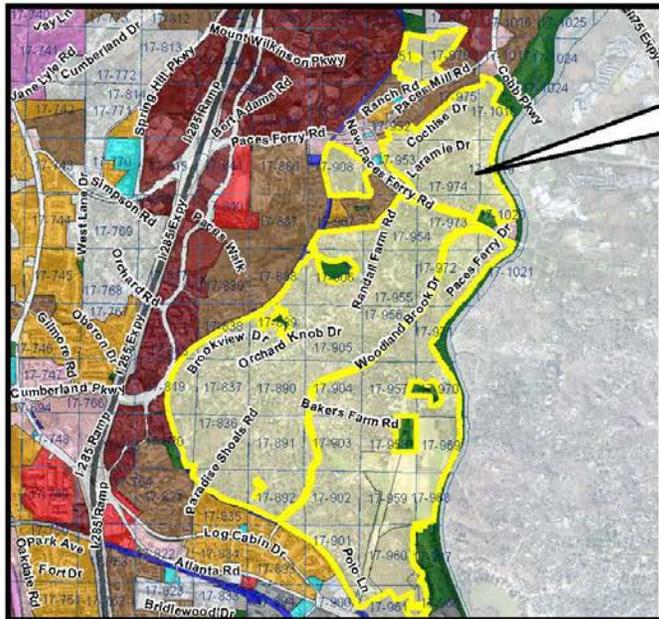
## CP-3C District 2



**CURRENT**

### FUTURE LAND USE

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



**PROPOSED**

CP-3C  
Very Low Density Residential  
to  
Very Low Density Residential  
with Text Amendment



*Cobb County...Expect the Best!*

0 2,600 5,200  
Feet



## CP – 3C

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** Multiple Acres

**PARCEL ID NUMBER:** Multiple Parcels – District 17

**EXISTING FUTURE LAND USE:** VLDR

**PROPOSED FUTURE LAND USE:** VLDR with Text Amendment Only

**GENERAL LOCATION:** Parcels located in Vinings west of the Chattahoochee River, north of Paces Mill Road, north and east of the railroad tracks and north and south of Paces Ferry Road.

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

Provide for appropriate land use in the area of Vinings per the Vinings Vision: A Master Plan for a Georgia Historic Community.

#### **Definitions:**

The purpose of the Very Low Density Residential (VLDR) category is to provide for areas that are suitable for very low density housing, particularly in locations which may not have basic services such as sewer, or where the existing or desired residential development pattern is zero to two (2) dwelling units per acre.

#### **Planning History:**

These parcels were part of the Vinings Vision: A Master Plan for a Georgia Historic Community, which was approved by the Board of Commissions in July 2012. This text amendment was recommended as part of the Vinings Vision.

### **ANALYSIS:**

The Vinings Vision is the culmination of a 16 month master planning process with the Vinings community that included an existing condition analysis, a vision plan and a recommendation and implementation program. The recommendation and implementation program items set the goals for seeing the Vinings Vision realized. Several of the short-term goals include land use changes to the Comprehensive Plan that will aid Vinings in maintaining their sense of place.

### **TEXT AMENDMENT:**

*Very Low Density Residential*

In a effort to mitigate any future land use conflicts and to ensure the preservation of the stable low-density, single-family residential neighborhoods that make up Vinings, it is recommended that the Very Low Density Residential (VLDR) future land use that currently exists on the majority of the residential areas of Vinings, be kept in place and that any future development or redevelopment be compatible with the VLDR future land use category and the surrounding low-density, single-family neighborhoods. This area includes areas along Stillhouse Road, Paces Mill Road, New Paces Ferry Road, Paces Ferry Road, Woodland Brook Drive, and associated neighborhoods off these major roads in Vinings.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Preserve stable quality residential neighborhoods.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

**3.) Consistency with existing Corridor Studies and Other Plans:**

These properties are located within the boundaries of the Vinings Vision plan and may be subject to further requirements and guidelines if any further redevelopment efforts were to occur.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. The development of this plan incorporates policies and action items that will assist in helping in the preservation of the low-density, single-family neighborhoods that make up Vinings.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

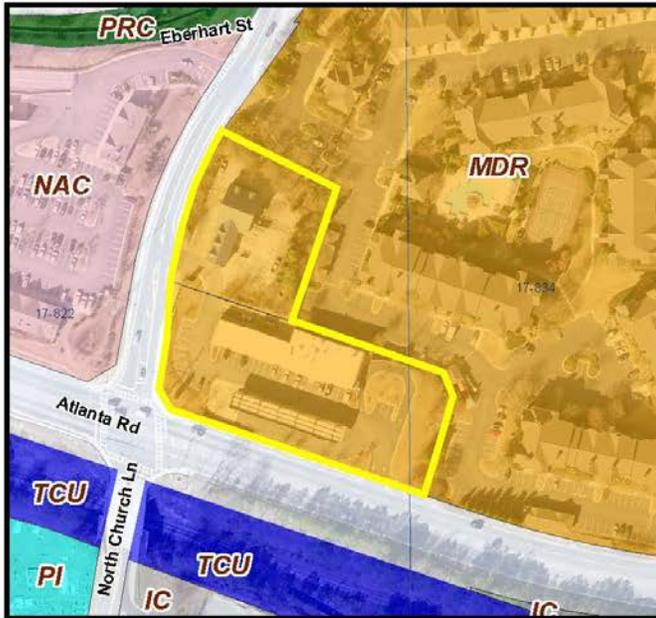
There are topographical and stormwater retention issues that will likely need to be addressed as part of any future development or redevelopment in the area of Vinings.

**7.) Transportation Analysis:**

See the Vinings Vision plan.

# COMPREHENSIVE PLAN AMENDMENTS 2013

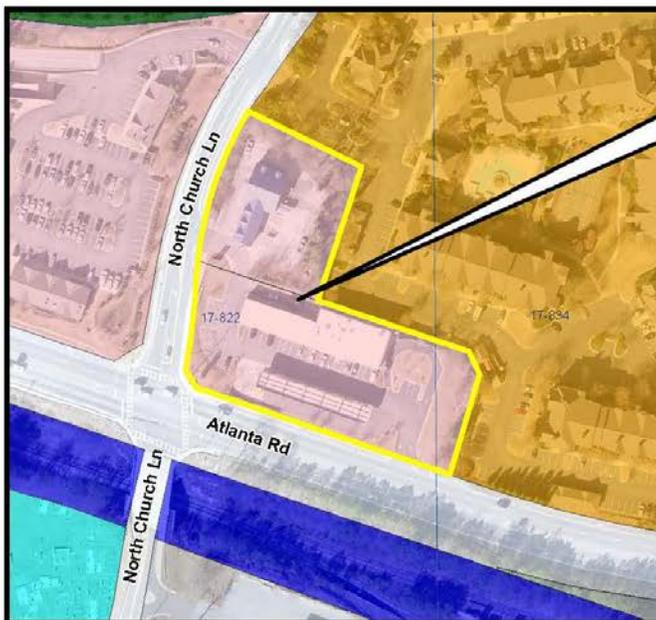
## CP-3D District 2



**CURRENT**

### FUTURE LAND USE

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

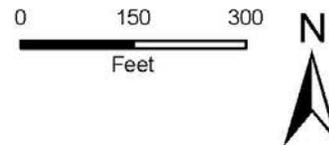


**PROPOSED**

**CP-3D  
Medium Density Residential  
to  
Neighborhood Activity Center**



*Cobb County... Expect the Best!*



## CP – 3D

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** 2 acres

**PARCEL ID NUMBER:** 17082200160, 17082200170 (D 17/LL 822)

**EXISTING FUTURE LAND USE:** Medium Density Residential (MDR)

**PROPOSED FUTURE LAND USE:** Neighborhood Activity Center (NAC)

**GENERAL LOCATION:** 4705 N. Church Lane & 4725 Atlanta Road

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this alteration is to fulfill an implementation strategy recommendation from the Vinings Vision Plan. This proposed amendment is to adjust an existing commercial/retail property currently in a Medium Density Residential (MDR) future land use category to indicate it as Neighborhood Activity Center (NAC).

#### **Definitions:**

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

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

#### **Planning History:**

The parcel has not been part of previous Comprehensive Plan Amendment. The parcels were part of the Vinings Vision: A Master Plan for a Georgia Historic Community, which was approved by the Board of Commissions in July 2012. This amendment was recommended as part of the Vinings Vision.

### **ANALYSIS:**

This particular proposal is a future land use change recommendation from the Vinings Vision Plan. The Vinings Vision Plan involved the Vinings community in creating a long-range planning strategy for the Vinings area and was adopted during the summer of 2012 with the full intent of implementing the plan.

One of the implementation items includes this future land use change from MDR to NAC. This change involves an existing service station and car wash with a medium density residential future land use designation. Due to the existing commercial uses that have already been established for this property as well as the adjacent NAC, the existing and changing conditions warrants a land use change to the more appropriate Neighborhood Activity Center.

#### **1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Encourage reuse, redevelopment, and/or revitalization of brownfield and greyfield (dark/vacant store fronts) sites as a means to accommodate new growth in appropriate areas of the county.
- b.) Consider the existing and planned transportation system when making land use decisions.
- c.) Work toward diversifying the county's industrial and commercial base
- d.) Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the 2000 Atlanta Road Design Guidelines and the Vinings Vision: A Master Plan for a Georgia Historic Community. Property may be subject to further requirements and guidelines if any further redevelopment efforts were to occur.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development with multiple driveways. The development at this site would result in the slight expansion of the existing commercial node. This change provides essential uses to fit the community needs and discourages "strip" development patterns in areas that do not have the infrastructure to accommodate such uses.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

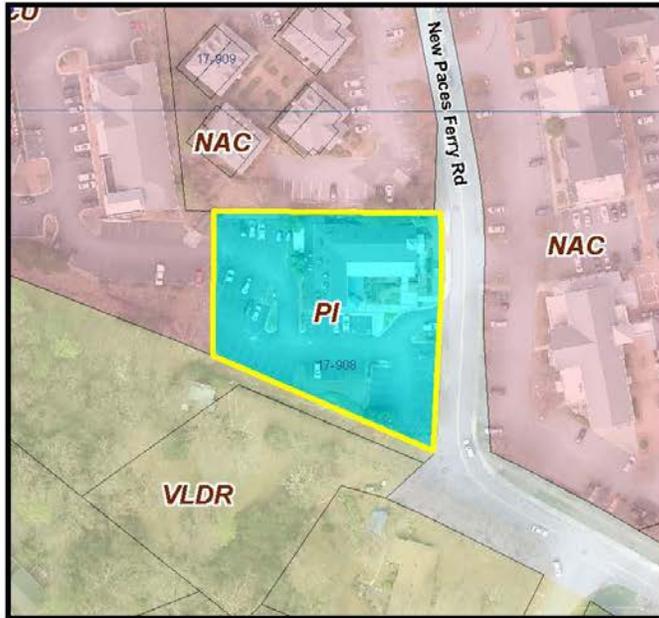
At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

**7.) Transportation Analysis:**

See the Vinings Vision plan.

# COMPREHENSIVE PLAN AMENDMENTS 2013

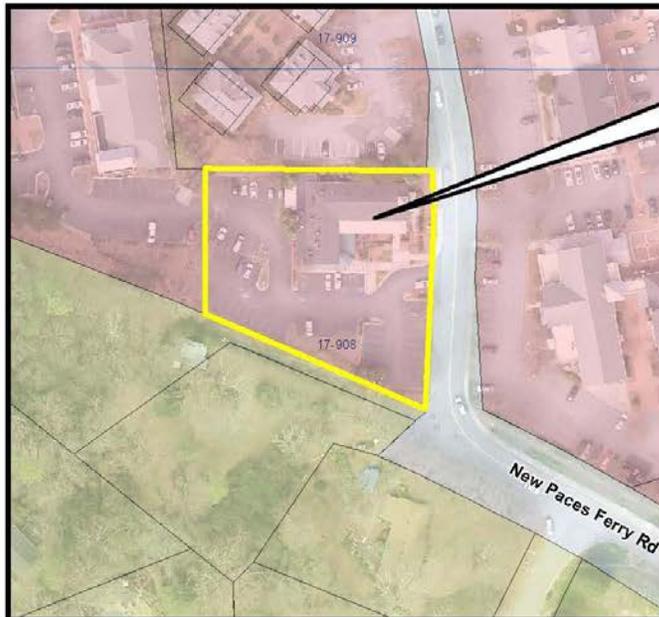
## CP-3E District 2



**CURRENT**

### FUTURE LAND USE

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

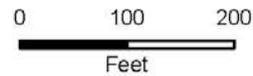


**PROPOSED**

**CP-3E  
Public Institutional  
to  
Neighborhood Activity Center**



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## CP – 3E

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** 1 Acre

**PARCEL ID NUMBER:** 17090800030 (D 17/LL 908)

**EXISTING FUTURE LAND USE:** Public Institutional (PI)

**PROPOSED FUTURE LAND USE:** Neighborhood Activity Center (NAC)

**GENERAL LOCATION:** 2950 New Paces Ferry Road

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this alteration is to fulfill an implementation strategy recommendation from the Vinings Vision Plan. The proposed amendment is to remove the Public Institutional (PI) category for a former church site and reallocate it to a Neighborhood Activity Center (NAC) designation due to its current commercial use as a restaurant.

#### **Definitions:**

The purpose of the Public/Institutional (**PI**) category is to provide for certain state, federal or local government uses and institutional land uses such as government building complexes, police and fire stations, colleges, churches, hospitals, etc.

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

#### **Planning History:**

The parcel has not been part of previous Comprehensive Plan Amendment. This parcel was part of the Vinings Vision: A Master Plan for a Georgia Historic Community, which was approved by the Board of Commissions in July 2012. This amendment was recommended as part of the Vinings Vision.

### **ANALYSIS:**

This particular proposal is a future land use change recommendation from the Vinings Vision Plan. The Vinings Vision Plan involved the Vinings community in creating a long-range planning strategy for the Vinings area and was adopted during the summer of 2012 with the full intent of implementing the plan.

One of the implementation items includes this future land use change from PI to NAC. This change involves an existing restaurant with a Public Institutional future land use designation. The site was formerly a church but has since converted to a restaurant. Due to the existing and changing conditions on this property as well as the adjacent NAC, a land use change to the more appropriate Neighborhood Activity Center would be acceptable.

#### **1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.
- b.) Consider the existing and planned transportation system when making land use decisions.
- c.) Promote the continued development of our major business districts to support employment growth, provide retail services, and serve as a hub for the community.
- d.) Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the Vinings Vision Plan: A Master Plan for a Georgia Historic Community. Property may be subject to further requirements and guidelines if any further redevelopment efforts were to occur.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development with multiple driveways. The development at this site would result in the slight expansion of the existing commercial node. This change provides essential uses to fit the community needs and discourages "strip" development patterns in areas that do not have the infrastructure to accommodate such uses.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

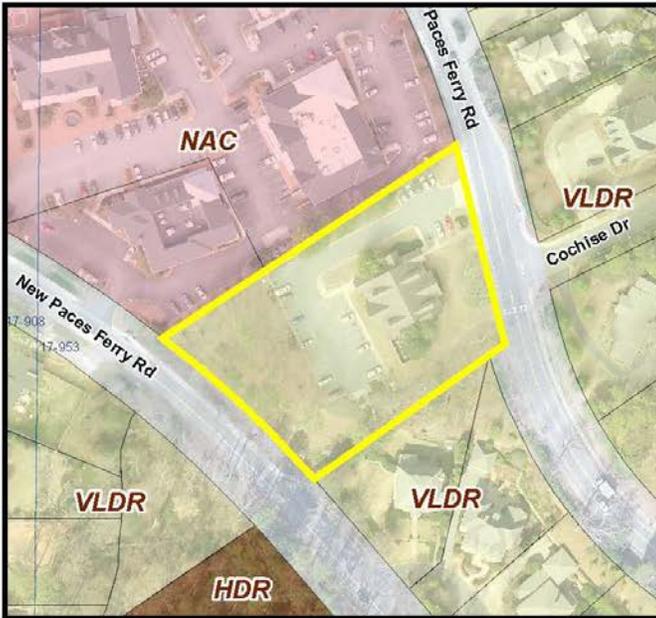
At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

**7.) Transportation Analysis:**

See the Vinings Vision plan.

# COMPREHENSIVE PLAN AMENDMENTS 2013

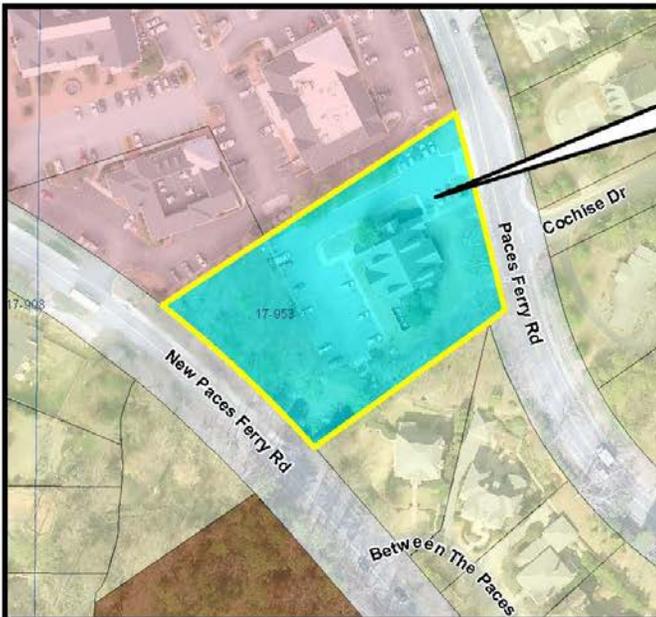
## CP-3F District 2



**CURRENT**

### FUTURE LAND USE

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

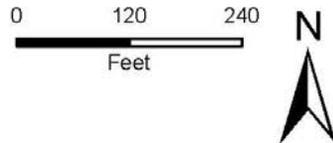


**PROPOSED**

**CP-3F  
Very Low Density Residential  
to  
Public Institutional**



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## CP – 3F

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** approx. 1.5 acres

**PARCEL ID NUMBER:** 17095300160 (D 17/LL 953)

**EXISTING FUTURE LAND USE:** Very Low Density Residential (VLDR)

**PROPOSED FUTURE LAND USE:** Public Institutional (PI)

**GENERAL LOCATION:** 4290 Paces Ferry Road, south of the Paces Ferry Road and Paces Mill Road intersection

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this alteration is to fulfill an implementation strategy recommendation from the Vinings Vision Plan which is to designate the Cobb County owned property, known as the Vinings Library, from the Very Low Density Residential future land use category to the Public Institutional category.

#### **Definitions:**

The purpose of the Very Low Density Residential (VLDR) category is to provide for areas that are suitable for very low density housing, particularly in locations which may not have basic services such as sewer, or where the existing or desired residential development pattern is zero to two (2) dwelling units per acre.

The purpose of the Public/Institutional (PI) category is to provide for certain state, federal or local government uses and institutional land uses such as government building complexes, police and fire stations, colleges, churches, hospitals, etc.

#### **Planning History:**

The parcel has not been part of previous Comprehensive Plan Amendment. This parcels was part of the Vinings Vision: A Master Plan for a Georgia Historic Community, which was approved by the Board of Commissions in July 2012. This amendment was recommended as part of the Vinings Vision.

### **ANALYSIS:**

This particular proposal is a future land use change recommendation from the Vinings Vision Plan. The Vinings Vision Plan involved the Vinings community in creating a long-range planning strategy for the Vinings area and was adopted during the summer of 2012 with the full intent of implementing the plan.

One of the implementation items includes this future land use change from VLDR to PI. This change involves a Cobb County public library with a Very Low Density Residential (VLDR) future land use designation. The site is currently the location of the Vinings Library. Due to the existing and changing conditions on this property, a land use change to the more appropriate Public/Institutional would be acceptable.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.
- b.) Residents in Cobb County live comfortably in a safe community that has quality jobs, cultural activities, recreational opportunities, and state of the art educational/health services.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.
- b.) Design and locate library facilities with good access to major roadways and public transit routes.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the Vinings Vision Plan: A Master Plan for a Georgia Historic Community. Property may be subject to further requirements and guidelines if any further redevelopment efforts were to occur.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. This change provides essential uses to fit the community needs and discourages “strip” development patterns in areas that do not have the infrastructure to accommodate such uses.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

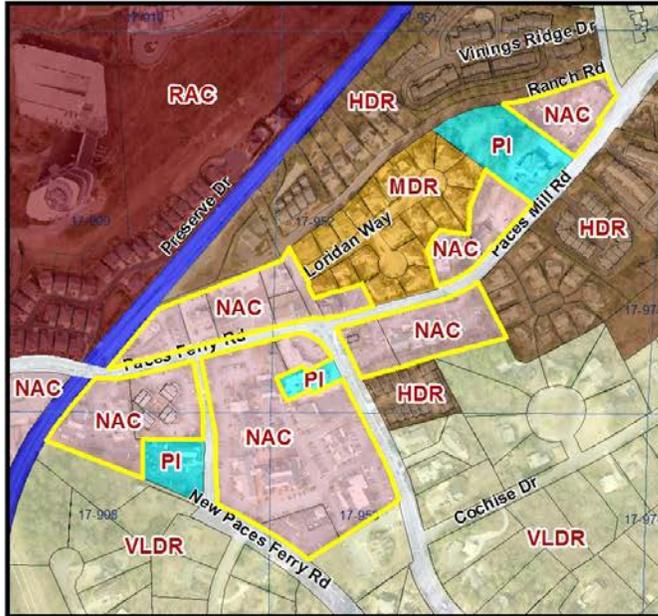
At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

**7.) Transportation Analysis:**

See the Vinings Vision plan.

# COMPREHENSIVE PLAN AMENDMENTS 2013

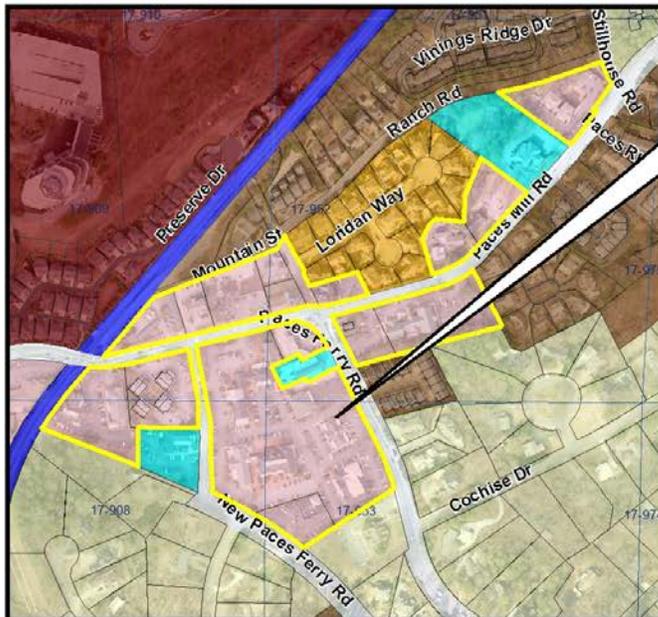
## CP-3G District 2



**CURRENT**

### FUTURE LAND USE

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

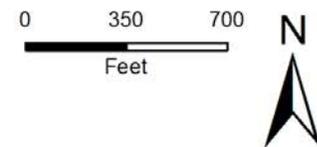


**PROPOSED**

**CP-3G  
Neighborhood Activity Center  
to  
Neighborhood Activity Center  
with Text Amendment**



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# CP – 3G

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** Multiple Acres

**PARCEL ID NUMBER:** Multiple Parcels – District 17

**EXISTING FUTURE LAND USE:** NAC

**PROPOSED FUTURE LAND USE:** NAC with Text Amendment

**GENERAL LOCATION:** Parcels located in Vinings at and around the intersection of Paces Ferry Road and Paces Mill Road east of the railroad tracks and west of Stillhouse Road.

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## **BACKGROUND:**

### **Intent of Proposed Amendment:**

The intent of this alteration is to fulfill an implementation strategy recommendation from the Vinings Vision Plan which is to ensure that the Neighborhood Activity Center uses in and around the Vinings Jubilee do not expand into residential areas.

### **Definitions:**

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

### **Planning History:**

These parcels were part of the Vinings Vision: A Master Plan for a Georgia Historic Community, which was approved by the Board of Commissions in July 2012. This text amendment was recommended as part of the Vinings Vision.

## **ANALYSIS:**

The Vinings Vision is the culmination of a 16 month master planning process with the Vinings community that included an existing condition analysis, a vision plan and a recommendation and implementation program. The recommendation and implementation program items set the goals for seeing the Vinings Vision realized. Several of the short-term goals included land use changes to the Comprehensive Plan that will aid Vinings in maintaining their sense of place.

## **TEXT AMENDMENT:**

### *Neighborhood Activity Center*

In a effort to mitigate any future land use conflicts and to ensure the preservation of the stable low-density, single-family residential neighborhoods that make up Vinings, it is recommended that the Neighborhood Activity Center (NAC) future land use that currently exists at and around the intersection of Paces Ferry Road and Paces Mill Road and east of the railroad tracks should not be allowed to expand or enlarge. Any new commercial or office development or redevelopment should stay within the confines of the existing NAC. Any new development or redevelopment outside the existing NAC should be residential in nature at the appropriate density for its future land use category.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Preserve stable quality residential neighborhoods.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

**3.) Consistency with existing Corridor Studies and Other Plans:**

These properties are located within the boundaries of the Vinings Vision: A Master Plan for a Georgia Historic Community and may be subject to further requirements and guidelines if any further redevelopment efforts were to occur.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. The development of this plan incorporates policies and action items that will assist in helping in the preservation of the low-density, single-family neighborhoods that make up Vinings.

**5.) Consistency with Revitalization Goals:**

Not applicable

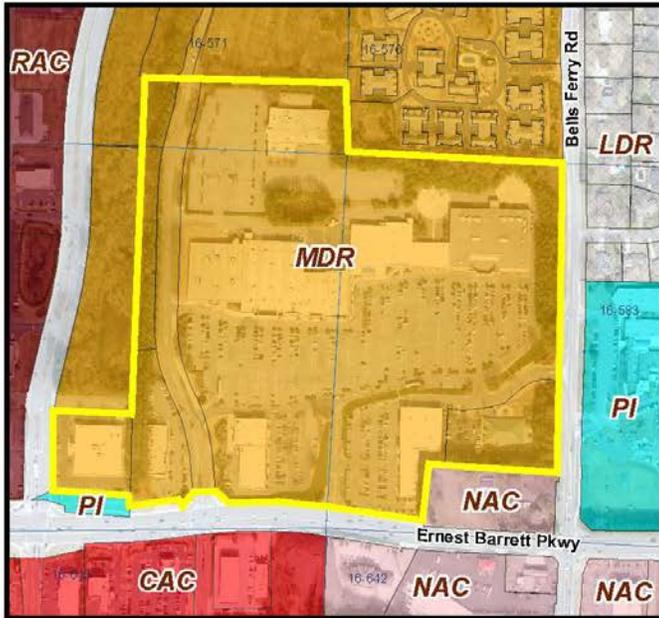
**6.) Environment Impact:**

There are topographical and stormwater management issues that will likely need to be addressed as part of any future development or redevelopment in the area of Vinings.

**7.) Transportation Analysis:**

See the Vinings Vision plan.

# COMPREHENSIVE PLAN AMENDMENTS 2013

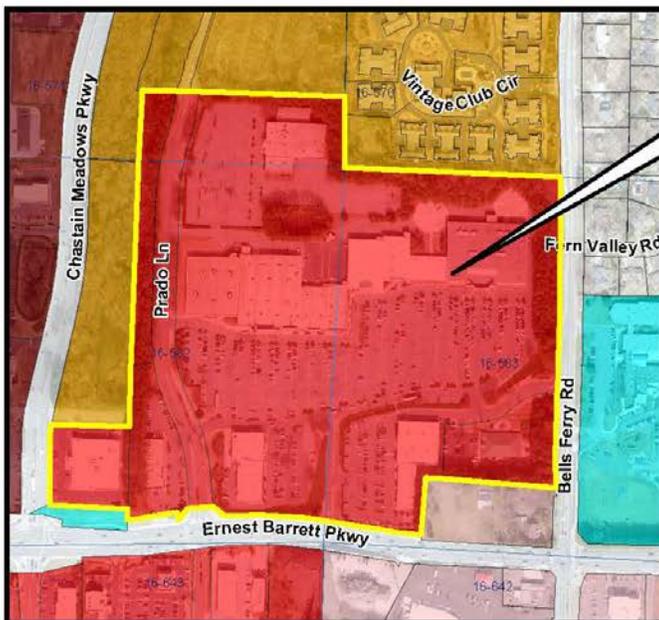


**CURRENT**

## CP-4 District 3

### FUTURE LAND USE

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

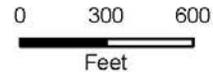


**PROPOSED**

**CP-4  
Medium Density Residential  
to  
Community Activity Center**



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## CP – 4

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**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 7 acres

**PARCEL ID NUMBER:** 1605820020, 16058200120, 16058300010, 16058300140, 1605830040, and 16058300200 (D 16/LL 582, 583, 571)

**EXISTING FUTURE LAND USE:** Medium Density Residential (MDR)

**PROPOSED FUTURE LAND USE:** Community Activity Center (CAC)

**GENERAL LOCATION:** Along the north side of Ernest Barrett Parkway between Chastain Meadows Parkway and Bells Ferry Road

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this map alteration is to properly identify the eastern most boundary of the Town Center Area commercial node along Ernest Barrett Parkway by adjusting the existing Medium Density Residential (MDR) designation on commercially zoned properties to Community Activity Center (CAC).

#### **Definitions:**

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

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

#### **Planning History:**

The parcels have not been part of a previous Comprehensive Plan Amendment.

### **ANALYSIS:**

The subject proposal is made up of 6 parcels totaling approximately 49.4 acres. All 6 parcels operate independently as a commercial use or are undeveloped with General Commercial (GC) and Planned Shopping Center (PSC) zonings. The tracts are considered part of the Town Center Area, but are not within the Regional Activity Center (RAC) future land use category.

Surrounding subject tract to the north is Medium Density Residential (MDR) properties zoned R-20, RM-8, and Suburban Condos (SC); to the east, across Bells Ferry Road, is Low Density Residential (LDR) and Public Institutional (PI) properties zoned R-15 and R-20, to the south, across Ernest Barrett Parkway are Neighborhood Activity Center (NAC) and CAC properties zoned General Commercial (GC), Community Retail Commercial (CRC), Neighborhood Retail Commercial (NRC), PSC, and Neighborhood Shopping (NS); and to the west, across Chastain Meadows Parkway, is Regional Activity Center properties zoned GC and CRC.

Existing conditions on these properties contain retail uses that are built out at a Community Activity Center (CAC) scale through their higher floor area ratio. Making the proposed alteration would enable a better definition for the existing development on the sites and enable a definitive cut-off for the commercial node.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Evaluate development proposals in currently underserved areas to ensure service is provided in a manner consistent with existing and future infrastructure demands.
- b.) Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.
- c.) Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual’s property rights.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is not located within the boundaries of a county approved Corridor Study or other Master Plan, but is adjacent to an area within the Town Center Area Livable Centers Initiative.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. Development at this site has already established the end of a commercial node. Development to the north and east of this property is already built out as residential, therefore, it is unlikely that “strip” commercial development would result from this land use change to better define existing commercial conditions on site.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

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

**7.) Transportation Analysis:**

- 1. Major Thoroughfare Plan (Roadway Classification):
  - Bells Ferry Rd: Arterial
  - Ernest Barrett Pkwy: Local
- 2. Number of Lanes (Existing):
  - Bells Ferry Rd: 2 Travel Lanes Existing
  - Ernest Barrett Pkwy: 4 Travel Lanes Existing
- 3. Number of Lanes (Proposed):
  - Bells Ferry Rd: 2 Lanes Proposed
  - Ernest Barrett Pkwy: 4 Travel Lanes Proposed

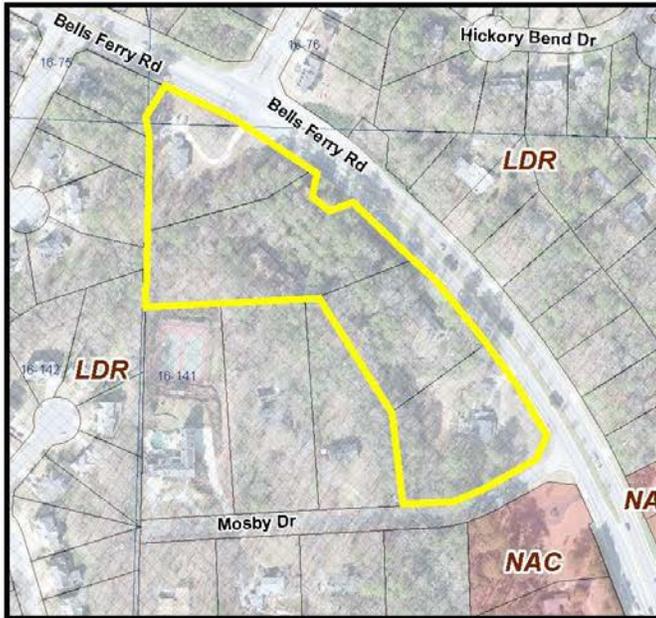
4. Traffic Volume (ADT):  
 10,700 Bells Ferry Rd. North on Big Shanty Rd  
 43,000 Barrett Pkwy, West of Chastain Meadows Pkwy
  
5. Sidewalks:  
 Bells Ferry Rd: None present  
 Ernest Barrett Pkwy: None present
  
6. Bicycle Lanes/Trails:  
 Bells Ferry Rd: None Present  
 Ernest Barrett Pkwy: None Present
  
7. Transit:  
 Bells Ferry Rd: None Present  
 Ernest Barrett Pkwy: Bus Route 40
  
8. Proposed Projects of Impact:  
 Bells Ferry Rd: SPLOST: One or more Intersection Improvements from I-575 to US 41/ Cobb Parkway  
 Project Type: Safety and Operational Improvements  
  
 Ernest Barrett Pkwy: None Proposed

9. CTP Recommendations:  
 The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

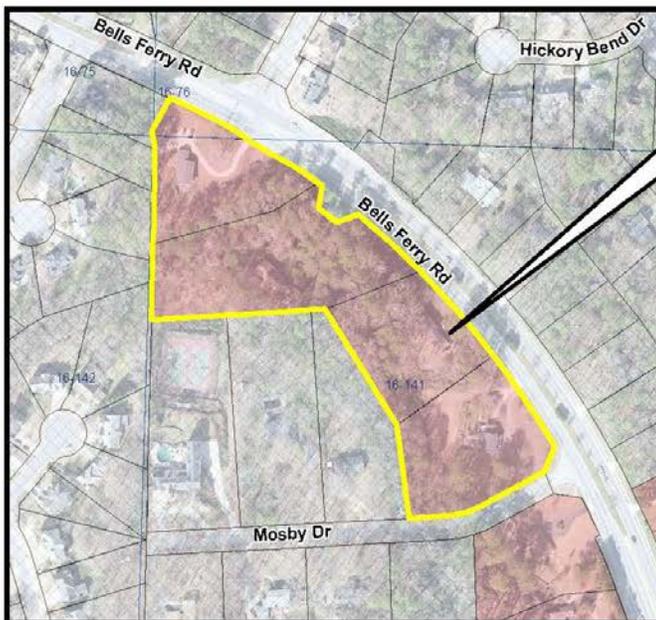
## CP-5 District 3



**CURRENT**

### FUTURE LAND USE

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

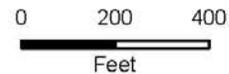


**PROPOSED**

**CP-5  
Low Density Residential  
to  
Neighborhood Activity Center  
with Text Amendment**



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## CP – 5

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**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 7 acres

**PARCEL ID NUMBER:** 16007600010, 16014100020, 16014100030, 16014100080, 16014100070  
(D 16/LL 76, 141)

**EXISTING FUTURE LAND USE:** Low Density Residential (LDR)

**PROPOSED FUTURE LAND USE:** Neighborhood Activity Center (NAC) with Text Amendment

**GENERAL LOCATION:** Along the west side of Bells Ferry Road just north of Mosby Drive terminating across from Ridgewood Drive

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this request from a private property owner is to incorporate a map alteration and text amendment to expand the Neighborhood Activity Center (NAC) northward along Bells Ferry Road to allow for low intensity transitional office use on a commercial corridor adjacent to an existing NAC node..

#### **Definitions:**

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

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

#### **Planning History:**

The parcels have not been part of a previous Comprehensive Plan Amendment. However, adjacent parcels to the south were part of an amendment from December 21, 1994 and amended in October of 1999

### **ANALYSIS:**

The subject proposal is made up of 5 parcels totaling approximately 7 acres. All 5 parcels operate as residential uses with R-20 zoning. The entire tract is part of the Shiloh Hills Subdivision according to GIS and there may or may not be covenants associated with the neighborhood. The tracts front on Bells Ferry Road, which in this area is a four (4) lane median divided arterial roadway with a 45 mile per hour speed limit. The closest traffic counts are at Bells Ferry Road north of Ridgewood Creek Drive and indicate Average Daily Trips at 33,500.

Surrounding subject tract to the north, east and west is Low Density Residential uses zoned R-20. The Bells Ferry/Hawkins Store Road commercial node extends northward beyond Shallowford Road per BOC action on December 21, 1994 and amended October 28, 1999. The NAC terminates at Mosby Dr. which is the southern boundary of proposal area with the parcel just to south of Mosby Drive zoned LRO from a rezoning in November of 2009.

The existing parcels will be difficult to use as residential due to the high volume of traffic, noise, and other issues that accompany fronting on a four lane arterial roadway with high traffic volume. At the same time, commercial uses on these properties may require the installation of deceleration lanes due to the impact that additional trips would have on mobility for the other users of Bells Ferry Road. Lastly, Cobb County in general has a high vacancy rate at many of our existing commercial nodes. Adding additional quantities of commercial space may not be the best way to support Cobb County's existing investments in the existing infrastructure to support commercial areas.

If approved by the Board of Commissioners, the existing NAC node will expand northward leading to a more "strip" style development and potentially setting up for further commercialization along Bells Ferry Road northward. This will lead to a further expansion of commercial requests on the east side of Bells Ferry Road, which contains numerous residential lots, which are not part of a platted subdivision. The impact will be the degradation of our transportation infrastructure impacting all local residential and commercial traffic alike, much as we have on many of our other commercial highways that developed prior to our nodal concept of development. If the Board of Commissioners were to consider some type of commercial uses on these properties, a text amendment may be proposed to encourage low intensity transitional office uses operating within modified existing structures for the proposed tract. This would allow "9 to 5" weekday only commercial uses to operate within buildings with residential character. This will have the least impact on traffic, but will result in additional commercial expansions on Bells Ferry Road.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Evaluate development proposals in currently underserved areas to ensure service is provided in a manner consistent with existing and future infrastructure demands.
- b.) Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.
- c.) Work toward diversifying the county's industrial and commercial base.
- d.) Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is not located within the boundaries of a Corridor Study or other plans.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development with multiple driveways. Development at this site would result in the expansion of the existing commercial node that may lead to "strip" commercial development on both sides of Bells Ferry Road, north of Shallowford Road.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

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

**7.) Text Amendment**

*Neighborhood Activity Center*

In recognition of the established uses along Bells Ferry Road from Mosby Drive north to Ridgewood Creek Drive, and in effort to protect surrounding subdivisions, the Board of Commissioners has expanded the NAC on the west side of Bells Ferry Road from Mosby Drive to Ridgewood Creek Drive. Because of this Neighborhood Activity Center's proximity to established neighborhoods the Board of Commissioners will only consider uses that utilize existing structures with low intensity office uses and are only open from 9:00 am to 5:00 pm.

**8.) Transportation Analysis:**

1. Major Thoroughfare Plan (Roadway Classification):

Bells Ferry Rd: Arterial

2. Number of Lanes (Existing):

Bells Ferry Rd: 4 Lanes existing

3. Number of Lanes (Proposed):

Bells Ferry Rd: 4 Lanes Proposed

4. Traffic Volume (ADT):

33, 500 Bells Ferry Rd, North of Ridgewood Creek

5. Sidewalks:

Bells Ferry Rd: sidewalk Present

6. Bicycle Lanes/Trails:

Bells Ferry Rd: None Present

7. Transit:

Bells Ferry Rd: None Present

8. Proposed Projects of Impact:

Bells Ferry Rd: None Present

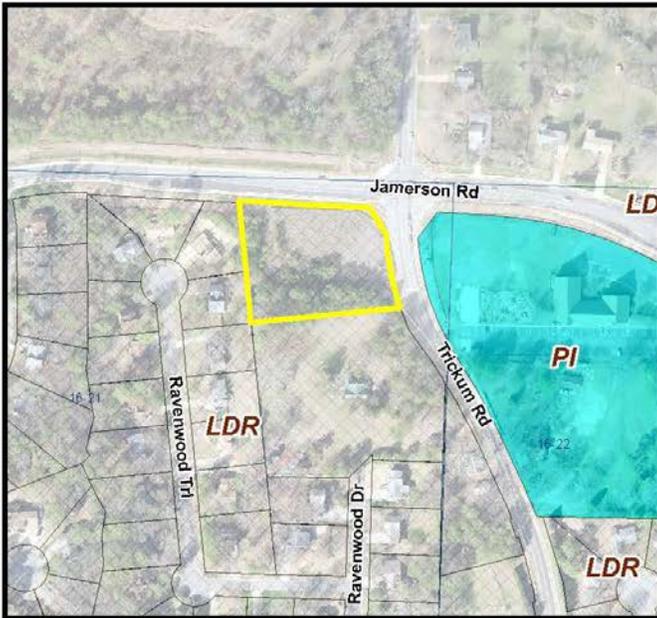
9. CTP Recommendations:

The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the "Proposed Projects of Impact" item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

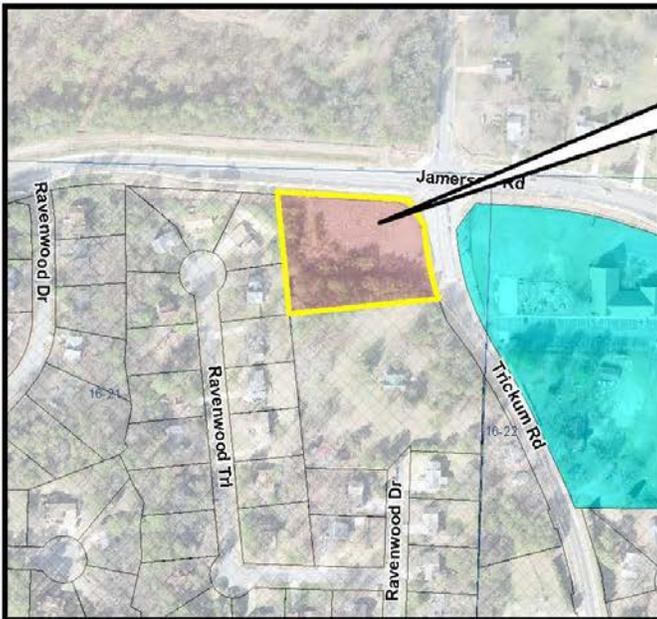
## CP-6 District 3



**CURRENT**

### FUTURE LAND USE

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

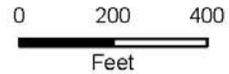


**PROPOSED**

**CP-6  
Low Density Residential  
to  
Neighborhood Activity Center**



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## CP – 6

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**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 1.6 acres

**PARCEL ID NUMBER:** 16002100040 (D 16/LL 21)

**EXISTING FUTURE LAND USE:** Low Density Residential (LDR)

**PROPOSED FUTURE LAND USE:** Neighborhood Activity Center (NAC)

**GENERAL LOCATION:** South west corner of Jamerson Road and Trickum Road

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this property owner request is for the consideration of a map alteration is to establish a NAC to allow for commercial development at the corner of Jamerson and Trickum road.

#### **Definitions:**

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

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

#### **Planning History:**

The property has not been part of a previous Comprehensive Plan Amendment although the request has been made by the property owner for multiple years.

### **ANALYSIS:**

The subject proposal is made up of 1 parcel totaling 1.6 acres. The site is currently undeveloped with an R-20 zoning. The current future land use guideline policy suggests Low Density Residential with a maximum density of 2.5 units per acre.

Surrounding subject tract to the north across Jamerson Road is Cherokee County property zoned R-20 with a Suburban Living future development designation. According to the Cherokee County Comprehensive Plan, Suburban Living is defined as “Established residential neighborhoods with potential infill and redevelopment opportunities”. To the west and south of the subject property are residentially zoned subdivisions with Low Density Residential future use guidelines. Directly to the east across Trickum Road is a Church designated PI on the future land use map and zoned R-30.

Jamerson Road is a two lane arterial roadway and Trickum Road is a two lane major collector roadway per Cobb County’s Official Thoroughfare Map. The closest traffic count on this roadway is located on Jamerson Road just west of Trickum Road and indicates that there are 14,300 average daily trips east of Kell High School.

If approved by the Board of Commissioners, a new commercial node (NAC) would be created at this intersection in an area that is characterized by single-family homes. By creating a new commercial node a precedent may be set to allow encroachment upon residential neighborhoods along Jamerson and Trickum Road. In addition, there are large acre residential tracts on the north side of Jamerson Road in Unincorporated Cherokee County. Changing Cobb County's land use to NAC on this site will add pressure for large commercial conversions on the Cherokee County properties that will further degrade an already difficult intersection. The most appropriate place for commercial development in this area is on Highway 92 in Cherokee County where there is the infrastructure and land use patterns that would support commercial, retail, and office developments. Furthermore, adding a new NAC node at this intersection would degrade existing stable suburban residential neighborhoods on both the Cobb County and Cherokee County sides of the jurisdictional limits.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Residents in Cobb County live comfortably in a safe community that has quality jobs, cultural activities, recreational opportunities, and state of the art educational/health services.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Evaluate development proposals in currently underserved areas to ensure service is provided in a manner consistent with existing and future infrastructure demands.
- b.) Encourage urban style growth in regional activity centers as a means to protect existing stable suburban and rural areas from development growth pressures.
- c.) Work toward diversifying the county's industrial and commercial base.
- d.) Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is not located within the boundaries of a Corridor Study or other plans.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development with multiple driveways. Development at this site would result in the establishment of commercial node that could lead to "strip" commercial development and is therefore contrary to this established policy.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

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

**7.) Transportation Analysis:**

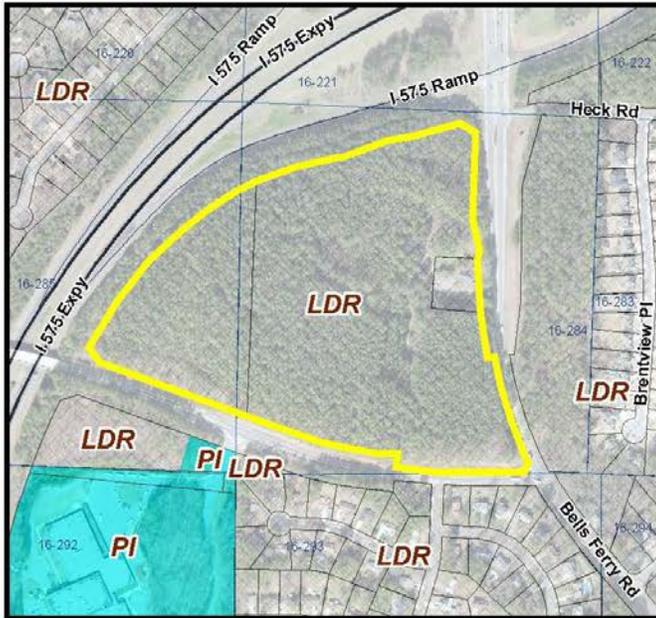
- 1. Major Thoroughfare Plan (Roadway Classification):  
Jamerson Rd: Arterial  
Trickum Rd: Major Collector
- 2. Number of Lanes (Existing):  
Jamerson Rd: 2 Lanes Existing  
Trickum Rd: 2 Lanes Existing

3. Number of Lanes (Proposed):  
Jamerson Rd; 2 Lanes Proposed  
Trickum Rd: 2 Lanes Proposed
4. Traffic Volume (ADT): Insert ADT  
14,300 Jamerson Rd, East of Kell High School  
10,500 Trickum Rd, South of Timberbrook Trce
5. Sidewalks:  
Jamerson Rd: Sidewalk Present  
Trickum Rd: None Present
6. Bicycle Lanes/Trails:  
Jamerson Rd: None Present  
Trickum Rd: None Present
7. Transit:  
Jamerson Rd: None Present  
Trickum Rd: None Present
8. Proposed Projects of Impact:  
Jamerson Rd: None Present  
Trickum Rd: None Present
9. CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

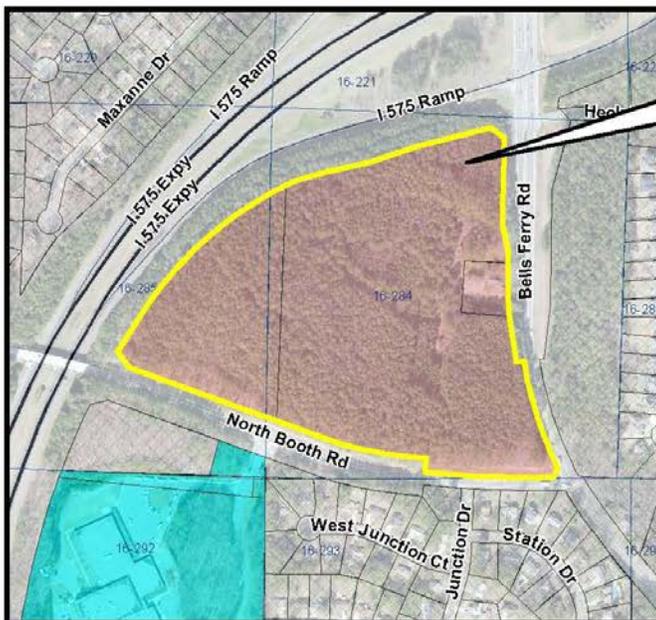
## CP-7 District 3



**CURRENT**

### FUTURE LAND USE

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

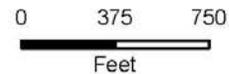


**PROPOSED**

**CP-7  
Low Density Residential  
to  
Neighborhood Activity Center**



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## CP – 7

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**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 35 acres

**PARCEL ID NUMBER:** 16028500010, 16028400010, 16028400020 (D 16/LL 285, 284)

**EXISTING FUTURE LAND USE:** Low Density Residential (LDR)

**PROPOSED FUTURE LAND USE:** Neighborhood Activity Center (NAC)

**GENERAL LOCATION:** West of Bells Ferry Road, south of I-575 and north of North Booth Road

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this map alteration is to establish a new Neighborhood Activity Center (NAC) node to allow for commercial development near the intersection of Bells Ferry Road and North Booth Road just south of I-575.

#### **Definitions:**

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

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

#### **Planning History:**

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

### **ANALYSIS:**

The subject proposal is made up of 3 parcels totaling approximately 35 acres. Two of the three parcels are large forested undeveloped tracts with the smaller lot being less than an acre. The smaller tract currently is being used as residential. The entire proposal area is zoned R-20 with a future land use designation of Low Density Residential.

Surrounding the subject tract to the north is I-575 and beyond is the Bells Ferry/Hawkins Store Road commercial node. Surrounding the immediate more adjacent area of the tract is single family R-15 and R-20 residential neighborhoods with an elementary school to the south. There are also other undeveloped tracts fronting Bells Ferry and Heck Road. Overall, character of the area south of I-575 is residential.

If the Board of Commissioners were to approve the requested alteration, the changing conditions for this proposal will establish a new NAC node on the south side of I-575 in an area characterized by single-family homes. The site does have good local and regional connection and is in proximity to a commercial node to the north. However, creating a NAC on the corner of Bells Ferry and North Booth Road may negatively impact stable neighborhoods that exist in this area.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is known as a community with low taxes; effective, efficient, and trustworthy government; balanced attitude that supports both businesses and neighborhoods; an outstanding record of public safety that provides exemplary service; strong community pride; generosity of its citizens to those in need; and quality choices for its people.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Evaluate development proposals in currently underserved areas to ensure service is provided in a manner consistent with existing and future infrastructure demands.
- b.) Encourage urban style growth in regional activity centers as a means to protect existing stable suburban and rural areas from development growth pressures.
- c.) Consider impacts to area residents when making land use and housing decisions in order to protect residential neighborhoods from negative impacts of new residential and non-residential developments.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is not located within the boundaries of a Corridor Study or other plans.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. Development at this site would result in the establishment of commercial node that could lead to “strip” commercial development and is therefore contrary to this established policy.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

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

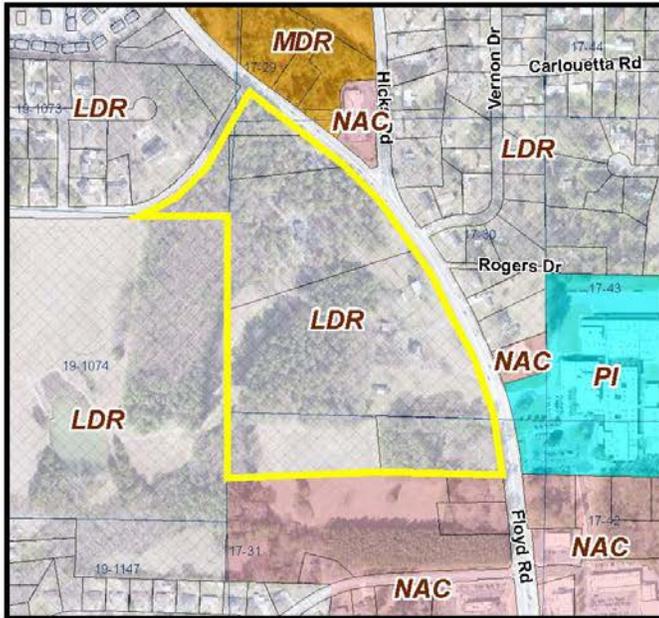
**7.) Transportation Analysis:**

- 1. Major Thoroughfare Plan (Roadway Classification):
  - Bells Ferry Rd: Arterial
  - North Booth Rd: Major
- 2. Number of Lanes (Existing):
  - Bells Ferry Rd: 2 lanes existing
  - North Booth Rd: 2 lanes existing
- 3. Number of Lanes (Proposed):
  - Bells Ferry Rd: 2 Lanes Proposed
  - North Booth Rd: 2 Lanes Proposed
- 4. Traffic Volume (ADT):
  - 19,900 Bells Ferry North of Packwood Dr
  - 7,500 North Booth Rd, East of Southwick Dr
- 5. Sidewalks:
  - Bells Ferry Rd: None Present

- North Booth Rd: None Present
6. Bicycle Lanes/Trails:  
Bells Ferry Rd: None Present  
North Booth Rd: None Present
  7. Transit:  
Bells Ferry Rd: None Present  
North Booth Rd: None Present
  8. Proposed Projects of Impact:  
Bells Ferry Rd; SPLOST: One or more Intersection improvements from I-575 to US 41/ Cobb Parkway  
Project Type: Safety/ Safety Operational improvement
  9. CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

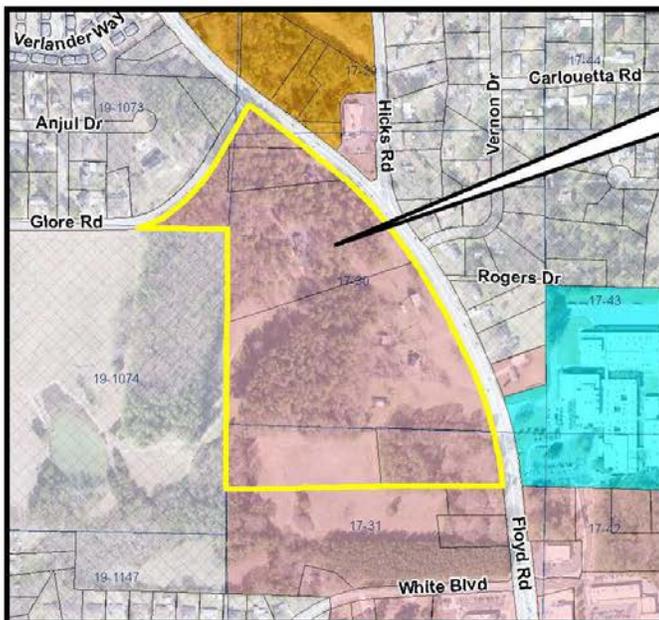


**CURRENT**

## CP-8 District 4

### FUTURE LAND USE

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

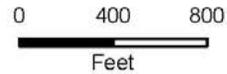


**PROPOSED**

**CP-8  
Low Density Residential  
to  
Neighborhood Activity Center**



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## CP – 8

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**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 30 acres

**PARCEL ID NUMBER:** 17002900210, 17003000030, 17003000240, 17003100020, 17003100010  
(D 17/LL 29, 30, 31)

**EXISTING FUTURE LAND USE:** Low Density Residential (LDR)

**PROPOSED FUTURE LAND USE:** Neighborhood Activity Center (NAC)

**GENERAL LOCATION:** 4646 Floyd Road, 4656 Floyd Road, 4692 Floyd Road, 4730 Floyd Road, 4802 Floyd Road

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this property owner request is to consider a map alteration to expand an existing Neighborhood Activity Center (NAC) node north to allow for commercial development on the west side of Floyd Road in-between White Boulevard. and Glore Road.

#### **Definitions:**

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

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

#### **Planning History:**

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

### **ANALYSIS:**

The subject proposal is made up of five (5) parcels totaling approximately 30 acres. One of the five parcels (4802 Floyd Road) is undeveloped while the other four (4) have homes. The entire subject tract is zoned R-20 with a Low Density Residential future land use category. The largest parcel (4730 Floyd Road) contains property outside of the proposal area to the south. It is currently zoned R-20 with a NAC future land use.

Surrounding the subject tract to the north along Floyd Road and west is residential property zoned R-20 with a Low Density Residential future land use designation. The Floyd Road commercial node, which stretches from Mableton up to White Boulevard extends northward and is contiguous with the southern boundary of the subject area. However, portions of the commercial node is zoned R-20 south to White Boulevard. Across Floyd Road to the east are single-family residential neighborhoods zoned R-20 with a LDR future land use category along with Floyd Middle school. There is a small NAC property at the corner of Floyd and Hicks zoned NRC with MDR to the north of that tract.

If the Board of Commissioners were to approve the requested alteration, the changing conditions for this proposal will expand the Floyd Road NAC node up to Glore Road. The site does have good local and regional connection and is in proximity to a commercial node to the south. However, expanding the NAC northward will provide policy guidance to extend commercial zoning on the west side of Floyd Road; as well as, causing the NAC on the east side of Floyd Road between Hicks Road and Floyd Middle School to expand. In addition, the presence of Floyd Middle School could result in a difficult transportation scenario due to the conflict between school traffic and retail trip traffic that could result from a commercial development at this site. Finally, there are a large number of commercial vacancies on Veterans Memorial Highway and the East West Connector, both of which appear to be in the same small market area as this parcel. An additional commercial/retail site may have short term benefits for a single user, but may have longer term impacts resulting in excess retail space. With possible decreased demand, this could result in additional vacancies within existing commercial corridors.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company
- b.) Cobb County is known as a community with low taxes; effective, efficient, and trustworthy government; balanced attitude that supports both businesses and neighborhoods; an outstanding record of public safety that provides exemplary service; strong community pride; generosity of its citizens to those in need; and quality choices for its people.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Promote the continued development of our major business districts to support employment growth, provide retail services, and serve as a hub for the community.
- b.) Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is not located within the boundaries of a Corridor Study or other plans, but the area is just north of the Mableton Form-based Redevelopment District which calls for a town center type development pattern for this area rather than a strip highway commercial pattern.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. Non-residential development at this site, without very limited, coordinated access points and interparcel access would expand the existing commercial node and could lead to “strip” commercial development. This would be contrary to existing policy concerning commercial nodes.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

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

**7.) Transportation Analysis:**

- 1. Major Thoroughfare Plan (Roadway Classification):  
Floyd Rd: Arterial

2. Number of Lanes (Existing):  
Floyd Rd: 4 lanes with turning line at intersection Hicks Rd
3. Number of Lanes (Proposed):  
Floyd Rd: 4 Lanes with turning lanes at intersection Hicks Rd
4. Traffic Volume (ADT):  
35,200 Floyd Rd N North of White Blvd.
5. Sidewalks:  
Floyd Rd: Sidewalks exist on the right side in the North/ South direction.
6. Bicycle Lanes/Trails:  
Floyd Rd: (Programmed) Floyd Road Trail
7. Transit:  
Floyd Rd: Bus Route 30
8. Proposed Projects of Impact:  
Floyd Rd: SPLOST CO- 390 Cobb county Traffic signal upgrades  
Project Type: Roadway and operation & Safety

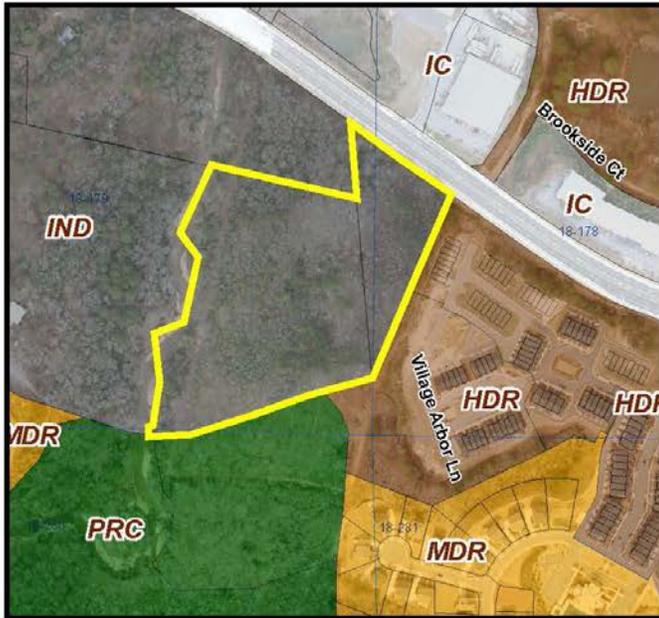
Floyd Rd: TIP CO-337 from US 78/278 (Veterans Memorial Highway) to Hicks Rd  
Project Type: Safety/ Operational

9. CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

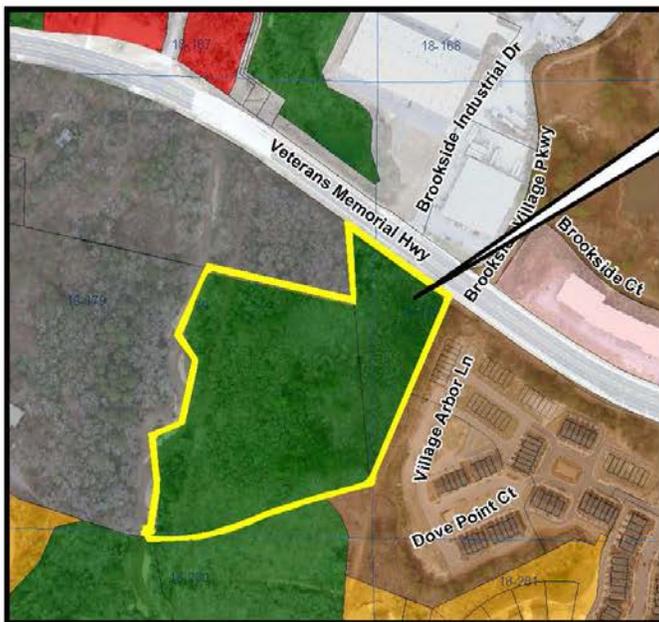
## CP-9 District 4



**CURRENT**

### FUTURE LAND USE

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

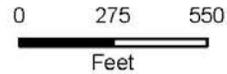


**PROPOSED**

**CP-9  
Industrial  
to  
Park/Recreation/Conservation**



*Cobb County... Expect the Best!*



## CP – 9

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**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 10.40 acres

**PARCEL ID NUMBER:** 1801780060 (2.14 acre), 18017900220 (8.26 acre) (D 18/LL 178, 179)

**EXISTING FUTURE LAND USE:** Industrial (IND)

**PROPOSED FUTURE LAND USE:** Park, Recreation, Conservation (PRC)

**GENERAL LOCATION:** Veterans Memorial Hwy. across from Brookside Industrial Dr. east of Nickajack Creek

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this map alteration is to preserve this Cobb County owned property to PRC as a way to mitigate stormwater runoff from adjacent uses.

#### **Definitions:**

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

The purpose of the Park/Recreation/Conservation (**PRC**) category is to provide for land dedicated to active or passive recreational uses, either publicly or privately owned including playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, etc.

#### **Planning History:**

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

### **ANALYSIS:**

The subject proposal is two (2) parcels, 8.26 acres and 2.14 acres respectively, totaling 10.4 acres. They are both owned by Cobb County and currently undeveloped with half of the 8.26 acres parcel within the Nickajack Floodway and the rest of properties within the 100 year floodplain.

Surrounding the subject tracts to the north across Veterans Memorial Highway is a small industrial park with industrial uses and zoned Light Industrial with an Industrial Compatible future use designation. Also to the north is a floodplain property adjacent to Nickajack Creek. The western boundary is Nickajack Creek and more undeveloped land (13.1 acre) zoned HI. To the south is also floodplain property owned by Cobb County adjacent to Nickajack Creek. The Legacy at the River line subdivision lies to the east

Changing conditions for this proposal will expand the PRC northward along Nickajack Creek. The property is owned by Cobb County and will assist in filtering out stormwater runoff before reaching Nickajack Creek. It will also support the proposed Nickajack Creek Trail that will be approximately 5.2 miles. It will connect with the Heritage Park Trail in the north and end at the Johnston's River Line Trail.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb County takes pride in actively preserving its natural resources with excellence. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure superior water and air quality for the community.
- b.) Out of respect for its natural resources, Cobb County promotes and preserves parks, trails, greenspace, tree canopy, and sensitive habitat. Due to the county’s unique history, we continue to educate the public on the importance of historic preservation, as well as protecting, documenting, and maintaining historic features.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Periodically assess land use policies with respect to water and sewer capacity information to ensure an adequate/desirable mix of land uses in the future.
- b.) Provide safe, dependable, environmentally responsible, and economically feasible water and wastewater management services.
- c.) Encourage the development of multi-use greenways in flood plains and easements to allow for the maintenance of natural open space while accommodating citizens needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams for low intensity recreation.
- d.) Actively protect areas containing floodplains and wetlands.
- e.) Proactively plan for the preservation of greenspace/open space throughout the county.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the 1997 Veterans Memorial Highway Study, the 2009 River Line Master Plan, and 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative. The 2009 River Line Master Plan and 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative calls for this property to be Open Space, which is indicated as Park, Recreation, and Conservation (PRC) on the county’s future land use map. Staff believes that this is an appropriate category because the property is county owned and was purchased to protect Nickajack Creek and reduce the impact of flooding on surrounding property owners.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. Development at this site would not result in the expansion of the existing commercial node that could lead to “strip” commercial development.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

At this level of analysis, staff has identified that this site is within the Nickajack Creek floodway and floodplain per Cobb County GIS utilizing FEMA information.

**7.) Transportation Analysis:**

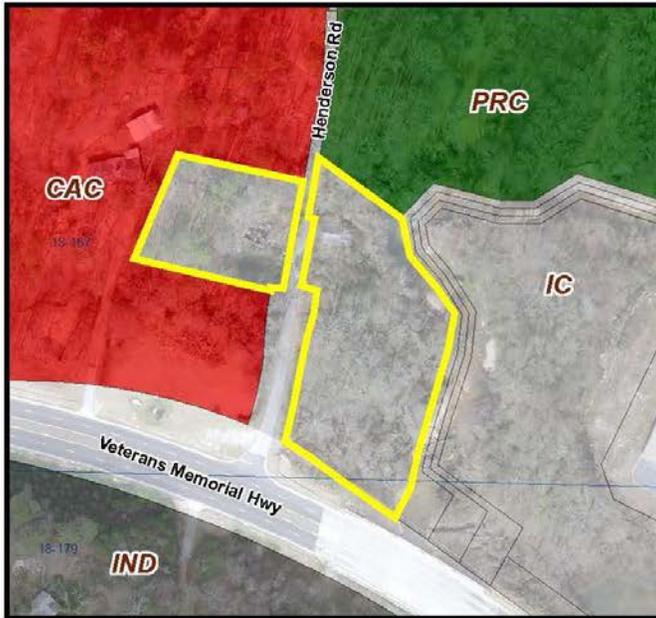
- 1. Major Thoroughfare Plan (Roadway Classification):  
Veterans Memorial Hwy: Arterial
- 2. Number of Lanes (Existing):  
Veterans Memorial Hwy: 4 Lanes
- 3. Number of Lanes (Proposed):  
Veterans Memorial Hwy: 4 Lanes Proposed

4. Traffic Volume (ADT):  
24,400 Veterans Memorial Hwy, East of Buckner Rd
5. Sidewalks:  
Veterans Memorial Hwy: None Present
6. Bicycle Lanes/Trails:  
Veterans Memorial Hwy: None Present
7. Transit:  
Veteran Memorial Hwy: None Present
8. Proposed Projects of Impact:  
Veteran Memorial Hwy: None Present
9. CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

## CP-10 District 4



**CURRENT**

### FUTURE LAND USE

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

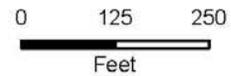


**PROPOSED**

**CP-10  
Industrial Compatible  
to  
Community Activity Center**



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## CP – 10

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**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 2.0 acres

**PARCEL ID NUMBER:** 18016700060, 18016700100 (D 18/LL 167)

**EXISTING FUTURE LAND USE:** Industrial Compatible (**IC**)

**PROPOSED FUTURE LAND USE:** Community Activity Center (**CAC**)

**GENERAL LOCATION:** Parcels located at the north side of intersection of Veterans Memorial Highway and Henderson Road.

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this proposal is to alter the land use designation to encourage commercial use.

#### **Definitions:**

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

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

#### **Planning History:**

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

### **ANALYSIS:**

The subject properties, which contain two parcels that total 2 acres, are in the Industrial Compatible (**IC**) category on the current future land use map. The parcel to the east has two road frontages on Veterans Memorial Parkway and Henderson Road. The parcel to the west is fronts Henderson Road.

The parcels surrounding the subject properties to the west are designated Community Activity Center (**CAC**) on the future land use map. To the north is Park/Recreation/Conservation (**PRC**). The parcels across Veterans Memorial Highway to the south is zoned R-20 with an Industrial (**IND**) land use designation. Properties to the east are designated Industrial Compatible (**IC**).

Development of the property on the east side of Henderson Road will be difficult due to the possibility of floodplain on the property. The property on the west side, due to its location adjacent to park property and surrounding residential uses, may be better suited for a **CAC** node assemblage rather than Industrial Compatible. This type of action would create a cut-off point for industrial uses on Veterans Memorial Highway, without impacting the existing industrial user's ability to utilize their land and operate their businesses.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Address compatibility between land uses when making land use decisions.
- b.) Encourage nodal development at appropriate major intersections and discourage land use changes that lead to “strip” development patterns with multiple driveways.
- c.) Identify blighted and deteriorating neighborhoods and promote the revitalization and/or redevelopment of these areas.
- d.) Work toward diversifying the county's industrial and commercial base.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the 1997 Veterans Memorial Highway Study, the 2009 River Line Master Plan, and 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative. The 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative calls for this property to be Open Space which results in a category of Park, Recreation, and Conservation on the future land use map, but staff does not concur with the consultant’s opinion about future use of this property. Staff believes that by moving this property from IC to PRC would in effect remove any ability to develop this property (for residential, commercial, or industrial use). By taking an action of this nature, we would be removing the property rights to develop the piece of property without compensation for the loss of value of their land. This is balanced by the fact that the properties are impacted by floodplain, which may impact their ability to develop the properties in the future. It is staff’s opinion that we do not take action per the Livable Centers Initiative Study and find an alternative mechanism to respect the property rights of the individual property owner, while creating a cut-off point for Industrial uses along the changing dynamics existing in this area of Veterans Memorial Highway and protecting the environment and downstream property owners.

**4.) Adherence to Nodal Development Patterns:**

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

**5.) Consistency with Revitalization Goals:**

Redevelopment of this site would have a positive impact on the local community. This property is located in an area encouraging new investment through the Commercial and Industrial Property Rehabilitation Program which provides tax abatements for property owners to reinvest in older non-residential properties. This proposal is consistent with South Cobb Implementation Strategy’s revitalization goal.

**6.) Environment Impact:**

The site is adjacent to Nickajack Creek, which is a tributary of the Chattahoochee River. There have been cases of flooding along Nickajack Creek in years past, which has resulted in the Federal Emergency Management Agency and Cobb County purchasing properties that have flooded multiple times and converting the land to greenspace. The properties on both sides of Henderson Road are likely to be impacted by floodplain, which will reduce their ability to be developed with more intensity in the future. Any development of these properties should be done in a manner that reduces impervious surface, land disturbance, and retains as much tree cover as possible to ensure that downstream water quality is maintained and actions do not increase the size of the floodplain for downstream property owners.

**7.) Transportation Analysis:**

1. Major Thoroughfare Plan (Roadway Classification):  
Henderson Rd: Local  
Veterans Memorial Hwy: Arterial
2. Number of Lanes (Existing):  
Henderson Rd: 2 Lanes existing  
Veterans Memorial Hwy: 4 Lanes existing
3. Number of Lanes (Proposed):  
Henderson Rd: None Present  
Veterans Memorial Hwy: 4 Lanes Proposed
4. Traffic Volume (ADT):  
Henderson Rd: None Present  
Veterans Memorial Hwy: 24,400 Veterans Memorial Hwy, East of Buckner Rd
5. Sidewalks:  
Henderson Rd: None present  
Veterans Memorial Hwy: None Present
6. Bicycle Lanes/Trails:  
Henderson Rd: None present  
Veterans Memorial Hwy: None Present
7. Transit:  
Henderson Rd: None present  
Veterans Memorial Hwy: None Present
8. Proposed Projects of Impact:  
Henderson Rd: None present  
Veterans Memorial: None Present
9. CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

## CP-11 District 4



**CURRENT**

### FUTURE LAND USE

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

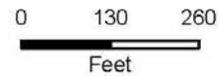


**PROPOSED**

CP-11  
Industrial Compatible  
to  
Park/Recreation/Conservation



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# CP – 11

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**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 3.2 acres

**PARCEL ID NUMBER:** 18016700170 (D 18/LL 167)

**EXISTING FUTURE LAND USE:** Industrial Compatible (IC)

**PROPOSED FUTURE LAND USE:** Park, Recreation, Conservation (PRC)

**GENERAL LOCATION:** Veterans Memorial Highway west of Brookside Industrial Drive east of Nickajack Creek

---

## **BACKGROUND:**

### **Intent of Proposed Amendment:**

The intent of this map alteration is to preserve this Cobb County owned property by adjusting the future land use from Industrial Compatible (IC) to PRC as a way to mitigate stormwater runoff and flooding for adjacent uses.

### **Definitions:**

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

The purpose of the Park/Recreation/Conservation (**PRC**) category is to provide for land dedicated to active or passive recreational uses, either publicly or privately owned including playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, etc.

### **Planning History:**

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

## **ANALYSIS:**

The subject proposal is 1 parcel approximately 3.2 acres. It is owned by Cobb County and currently undeveloped with over half of the 3.2 acres within the Nickajack Floodway and the rest of property within the 100 year floodplain.

Surrounding the subject tract to the north is more undeveloped land owned by Cobb County and designated PRC on the future land use map. It is also floodplain property adjacent to Nickajack Creek. To the east is a small industrial park with industrial uses and zoned Light Industrial with an Industrial Compatible future use designation. The southern boundary of the property fronts Veterans Memorial Highway and the western boundary is Nickajack Creek and property (CP-10) zoned LI with access from Henderson Road.

Changing conditions for this proposal will expand the PRC southward along Nickajack Creek and its associated floodway and floodplain. The property is owned by Cobb County and will assist in filtering out stormwater runoff before reaching Nickajack Creek. It will also support the proposed Nickajack Creek Trail that will be approximately 5.2 miles. It will connect with the Heritage Park Trail in the north and end at the Johnston's River Line Trail.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb County takes pride in actively preserving its natural resources with excellence. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure superior water and air quality for the community.
- b.) Out of respect for its natural resources, Cobb County promotes and preserves parks, trails, greenspace, tree canopy, and sensitive habitat. Due to the county's unique history, we continue to educate the public on the importance of historic preservation, as well as protecting, documenting, and maintaining historic features.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Periodically assess land use policies with respect to water and sewer capacity information to ensure an adequate/desirable mix of land uses in the future.
- b.) Provide safe, dependable, environmentally responsible, and economically feasible water and wastewater management services.
- c.) Encourage the development of multi-use greenways in flood plains and easements to allow for the maintenance of natural open space while accommodating citizens needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams for low intensity recreation.
- d.) Actively protect areas containing floodplains and wetlands.
- e.) Proactively plan for the preservation of greenspace/open space throughout the county.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the 1997 Veterans Memorial Highway Study, the 2009 River Line Master Plan, and 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative. The 2009 River Line Master Plan and 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative calls for this property to be Open Space, which is indicated as Park, Recreation, and Conservation (PRC) on the county's future land use map. Staff believes that this is an appropriate category because the property is county owned and was purchased to protect Nickajack Creek and reduce the impact of flooding on surrounding property owners.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development with multiple driveways. Development at this site would not result in the expansion of the existing commercial node that could lead to "strip" commercial development.

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

At this level of analysis, staff has identified that this site is within the Nickajack Creek floodway and floodplain per Cobb County GIS utilizing FEMA information.

**7.) Transportation Analysis:**

- 1.) Major Thoroughfare Plan (Roadway Classification):  
Veterans Memorial Hwy: Arterial
- 2.) Number of Lanes (Existing):  
Veterans Memorial Hwy: 4 Lanes
- 3.) Number of Lanes (Proposed):  
Veterans Memorial Hwy: 4 Lanes

4.) Traffic Volume (ADT):  
24,400 Veterans Memorial Hwy, East of Buckner Rd

5.) Sidewalks:  
Veterans Memorial Hwy: None Present

6.) Bicycle Lanes/Trails:  
Veterans Memorial Hwy: None Present

7.) Transit:  
Veteran Memorial Hwy: None Present

8.) Proposed Projects of Impact:  
Veteran Memorial Hwy: None Present

9.) CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

## CP-12 District 4



**CURRENT**

### FUTURE LAND USE

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

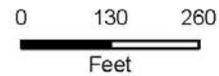


**PROPOSED**

**CP-12  
Industrial Compatible  
to  
Community Activity Center**



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## CP – 12

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**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 3.4 acres

**PARCEL ID NUMBER:** 18017800820 (D 18/LL 178)

**EXISTING FUTURE LAND USE:** Industrial Compatible (IC)

**PROPOSED FUTURE LAND USE:** Community Activity Center (CAC)

**GENERAL LOCATION:** North side of Veterans Memorial Hwy. south of Brookside Village Parkway.

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of the proposed map alteration is to alter the future land use on an existing Light Industrial (LI) zoned property from Industrial Compatible to Community Activity Center. The purpose of this change is to change the policy on this land to encourage eventual redevelopment to a commercial/retail use without impacting the existing businesses or operations at the current building, which is more industrial in nature as designed.

#### **Definitions:**

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

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

#### **Planning History:**

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

### **ANALYSIS:**

The subject proposal is one (1) parcel at approximately 3.4 acres and is zoned Light Industrial (LI) in an existing Industrial Compatible (IC) future land use category. Surrounding the subject tract to the north, west, and east is an undeveloped tract of land zoned RM-12 in a High Density Residential designation. To the south is a mixed use development zoned Urban Village Commercial (UVC) which is in a Neighborhood Retail Commercial and High Density Residential future land use category.

Planning Division staff has received a request from the community to alter the IC designation to a commercial designation. Based upon the existing building and current uses, if a change from Industrial Compatible were to be considered, a Community Activity Center designation would be more appropriate compared to Neighborhood Activity Center. This is based on the ability for the current property owner to receive a return on investment that will allow for the adequate reuse or redevelopment of the site.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Promote environmentally clean industries.
- b.) Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This property is located within the boundaries of the 1997 Veterans Memorial Highway Study, the 2009 River Line Master Plan, and 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative. The 2010 D.A Hollowell Parkway/Veterans Memorial Highway Livable Centers Initiative calls for this property to be High Density Residential on the future land use map, but staff does not concur with the consultant’s opinion about future use of this property. Staff believes that a use containing the ability to receive a better return on investment for the private property owner, such as Community Activity Center, will have the dual purpose of encouraging redevelopment into a more appropriate use for an area with a growing residential population, while respecting the value contained in the property as a Light Industrial zoned lot.

**4.) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development with multiple driveways. The current property is a strip industrial building with multiple bays for the delivery of goods. The building, as constructed, is not conducive to commercial/retail development. If redevelopment at this site were to occur, it would not result in the expansion of the existing node due to the non-residential nature of the current facility.

**5.) Consistency with Revitalization Goals:**

Redevelopment of this site would have a positive impact on the local community. This property is located in an area encouraging new investment through the Commercial and Industrial Property Rehabilitation Program which provides tax abatements for property owners to reinvest in older non-residential properties. This proposal is consistent with South Cobb Implementation Strategy’s revitalization goal.

**6.) Environment Impact:**

The northwest corner of this lot may contain floodplain property as identified by the Federal Emergency Management Agency (FEMA). Even if floodplain exists on the property, it is a minor area of the site, which should not impact existing or future development potential for the site.

**7.) Transportation Analysis:**

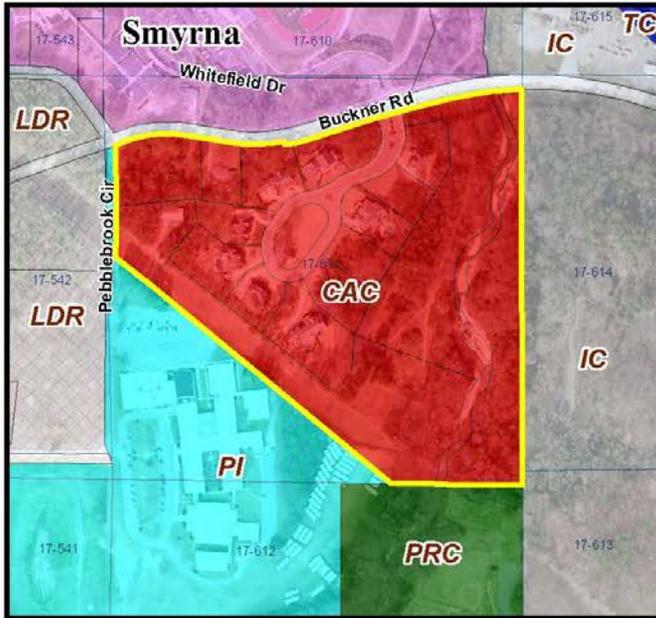
- 1. Major Thoroughfare Plan (Roadway Classification):
  - Veterans Memorial Hwy: Arterial
  - Brookside Village Pkwy: Local
- 2. Number of Lanes (Existing):
  - Veterans Memorial Hwy: 4 Lanes Existing
  - Brookside Village Pkwy: 2 Lanes Existing
- 3. Number of Lanes (Proposed):
  - Veterans Memorial Hwy: 4 lanes Proposed
  - Brookside Village Pkwy: 2 Lanes Proposed

4. Traffic Volume (ADT):  
24,400 Veterans Memorial Hwy, East of Buckner Rd  
Brookside Village Pkwy: None Present
5. Sidewalks:  
Veterans Memorial Hwy: None Present  
Brookside Village Pkwy: None Present
6. Bicycle Lanes/Trails:  
Veterans Memorial Hwy: None Present  
Brookside Village Pkwy: None Present
7. Transit:  
None present
8. Proposed Projects of Impact:  
Veterans Memorial Hwy: None Present  
Brookside Village Pkwy: None Present
9. CTP Recommendations:  
The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

A revised listing of recommended transportation improvements will be available by the end of FY 13 for consideration when approving future Comprehensive Plan Amendments.

# COMPREHENSIVE PLAN AMENDMENTS 2013

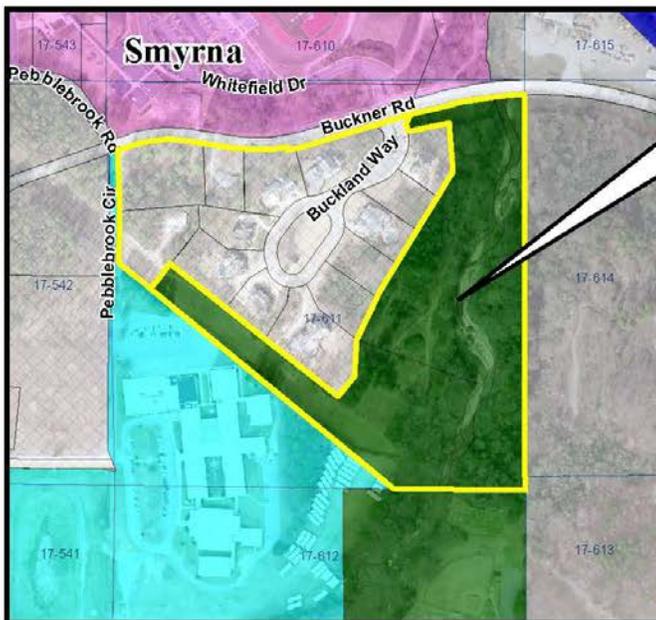
## CP-13 District 4



**CURRENT**

### FUTURE LAND USE

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

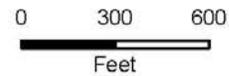


**PROPOSED**

**CP-13  
Community Activity Center  
to  
Low Density Residential  
and  
Park/Recreation/Conservation**



*Cobb County... Expect the Best!*



## CP – 13

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**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 27 acres

**PARCEL ID NUMBER:** 17061100030, 17061100040, 17061100070, 17061100080, 17061100090, 17061100100, 17061100110, 17061100120, 17061100130, 17061100140, 17061100150, 17061100160, 17061100170, 17061100180, 17061100190, 17061100010, 17061100200, 17061100210, 07000003150 (D 18/LL 611)

**EXISTING FUTURE LAND USE:** Community Activity Center (**CAC**)

**PROPOSED FUTURE LAND USE:** Low Density Residential (**LDR**) and Park/Recreation/Conservation (**PRC**)

**GENERAL LOCATION:** Parcels located at the south side of Buckner Road and east of Pebble brook Circle.

---

### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this proposal is to establish appropriate land use categories for existing residential properties and adjoining floodplain.

#### **Definitions:**

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

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. This category presents a range of densities.

The purpose of the Park/Recreation/Conservation (**PRC**) category is to provide for land dedicated to active or passive recreational uses, either publicly or privately owned including playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, etc.

#### **Planning History:**

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

### **ANALYSIS:**

This site has a total of 27 acres and contains two different uses; on the west are 14 single family houses and on the south and east is a power easement and floodplain. They are all contained in the CAC category on the future land use map. There are two road frontages along Buckner Road and Pebblebrook Circle. The properties are surrounded by schools and park on north and south with Public/Institutional (PI) and PRC land use designation. To the west is designated LDR on the future land use map.

Since the subject properties on the west are currently built as a residential neighborhood and that use will likely continue in the future, the land use should be changed from CAC to LDR. The parcels on the south and east should

be changed from CAC to PRC in order to preserve the floodplain and power easement area as well as create a safe buffer between residential properties and the industrial land to the east.

**1.) Applicable Goals from the Comprehensive Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County takes pride in actively preserving its natural resources with excellence. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure superior water and air quality for the community.

**2.) Applicable Policies from the Comprehensive Plan:**

- a.) Preserve stable quality residential neighborhoods.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Encourage cluster residential developments as a means to protect and preserve sensitive natural resources or threatened species habitat.

**3.) Consistency with existing Corridor Studies and Other Plans:**

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

**4.) Adherence to Nodal Development Patterns:**

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

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

At this level of analysis, staff has identified that portions of this site is within the Nickajack Creek floodplain per Cobb County GIS utilizing FEMA information.

**7.) Transportation Analysis:**

- 1. Major Thoroughfare Plan (Roadway Classification):  
Buckner Rd: Minor Collector
- 2. Number of Lanes (Existing):  
Buckner Rd: 2 travel Lanes and a turn lane Existing
- 3. Number of Lanes (Proposed):  
Buckner Rd: 2 travel Lanes and a turn lane proposed
- 4. Traffic Volume (ADT):  
3,300 Buckner Rd North of Vinings Dr.
- 5. Sidewalks:  
Buckner Rd: Sidewalks Present
- 6. Bicycle Lanes/Trails:  
Buckner Rd: None Present

7. Transit:  
Buckner Rd: None Present

8. Proposed Projects of Impact:  
Buckner Rd: None Proposed

9. CTP Recommendations:

The 5 year update of the Cobb 2030 Comprehensive Transportation Plan (CTP) is currently in the beginning stages of development. Selected transportation projects recommended in the 2008 Board adopted CTP and other transportation investment studies have been funded through the county SPLOST program and the Regional Transportation Improvement Program and Long Range Transportation Program. Those projects are listed in the “Proposed Projects of Impact” item previously stated.

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## 2012 Comprehensive Plan Amendments - Staff Proposals (SPs)

SP	District	Description	Location	Current FLU	Proposed FLU	Page
1	All	Amend PIA language	Various	PIA	PIA w/sub-categories	100
2	4	Adding appendix map of Six Flags Tax Abatement area	South Cobb	Various	Various	104
3	All	Amend Regional Development Plan Policies	Cobb County	N/A	N/A	108
4	2	Adding Vinings Vision plan to Comprehensive Plan (Supplemental Section)	Vinings	Various	Various	113
5	2	Add Vinings Vision plan boundary to Corridor Studies/Master Plan map	Vinings	Various	Various	115
6	All	Update Redevelopment Sites	Commercial Corridors in Cobb County	Various	Various	118
7	1	Update to the McCollum Airport Compatible Use Zone	McCollum Field	Various	Various	123
8	4	Adding the Dobbins Airport Compatible Use Zone	Dobbins Air Force Base	Various	Various	126
9	All	Adding annual update language	Cobb County	N/A	N/A	129

# SP - 1

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**COMMISSIONER DISTRICT:** 1, 2, 3, and 4

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Priority Industrial Area (PIA)

**PROPOSED FUTURE LAND USE:** Priority Industrial Area Text Amendment

**GENERAL LOCATION:** Industrial areas to the north and south of McCollum Field, along Flint Hill Rd. and Anderson Farm Rd., Lee Industrial and Mableton Parkway, and south of I-20.

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## **BACKGROUND:**

### **Intent of Proposed Amendment:**

This proposal is to amend the Priority Industrial Area (PIA) language of the Comprehensive Plan. The text amendment is an effort to strengthen the existing Priority Industrial Areas language by allowing more industrial flexibility within the PIA areas.

### **Definitions:**

The purpose of the Priority Industrial Area (PIA) future land use category is to support the strategic protection of the most important industrialized land areas in unincorporated Cobb County

### **Planning History:**

In 2009, the Cobb County Community Development Agency and Office of Economic Development completed the Industrial Land Inventory and Protection Policy. The study was conducted using market research and industry specific criteria used during the industrial site selection process. Each industrial area in Cobb County was analyzed based upon the criteria so we could understand and evaluate our competitive advantage regionally in regards to industrial site selection. Some areas in the county exhibited characteristics more desirable to industrial development while some may be more appropriate to continue as industrial or alternate use considerations. As a means to improve our competitive advantage with industrial users, the document contains some economic development, transportation, and land use policies and implementation items.

Since then, county staff has been working to provide more detailed parcel specific information as it relates to industrial site selection; as well as, working with each of the six cities in Cobb County to incorporate municipal data. The additional industrial site analysis was prepared to ensure that all of Cobb is working together to strengthen our industrial jobs base by marketing and protecting industrial job producing areas. Also, county staff worked with the Georgia Resource Center, an economic development entity consisting of public and private entities whose purpose is to bring new business and jobs into Georgia, to assist in prioritizing the sites to identify “priority” industrial areas to protect.

In early 2012, the Priority Industrial Area future land use category was added to the Comprehensive Plan through the 2012 annual amendment process. The purpose of the additional designation and language was to assist in protecting identified priority industrial areas within appropriate areas of the county. The PIA language and

corresponding maps was an implementation item to support the Industrial Land Inventory and Protection Policy, which supports future job growth in PIA areas.

**TEXT AMENDMENT:**

Planning Division staff recommends the following language of the Priority Industrial Area be amended to the Comprehensive Plan:

*Priority Industrial Area*

The purpose of the Priority Industrial Area (PIA) future land use category is to support the strategic protection of the most important Industrial and Industrial Compatible land areas in unincorporated Cobb County; the Board of Commissioners has identified specific priority industrial areas (PIA). The particular sites known as PIAs are identified in the Appendix 25. These sites are the areas that, through research, evaluation, and industrial site selection best practices, are ~~areas~~ considered most important to provide future industrial type job producing sectors. Due to the urbanizing nature of Cobb County, the reduced quantity of undeveloped land, and the recent trends that have converted industrial lands to other productive land uses, it is imperative for us to evaluate land use policy in greater detail as it relates to important industrial areas. The overall intent of this policy is to establish more stringent criteria for decision making when trying to alter the land use.

The following professional evaluation and data analysis should be conducted when the Planning Commission and the Board of Commissioners are considering a land use change that alters a PIA property or areas adjacent to PIA properties from its existing Industrial or Industrial Compatible land use category to any other future land use category. In addition, the same professional evaluation and data analysis should be conducted, by the applicant, when the Planning Commission and the Board of Commissioners are requested to consider a zoning change to a PIA property or areas adjacent to PIA properties that alters its zoning designation to one which is not compatible with the Priority Industrial Area ~~its existing industrial future land use category (Industrial or Industrial Compatible)~~. Finally, the policy relating to “Adjacency to viable industrial areas” should be considered by the Planning Commission and the Board of Commissioners when a zoning change occurs to a property adjacent to PIA properties:

- ◆ *Job impacts:* Consider the number of existing and future industrial jobs lost, existing and future job opportunities for residents with less than a four-year degree, and job density at the site.
- ◆ *Tax Base Impacts:* Evaluate and compare the tax base impacts between potential uses with the existing zoning and the proposed zoning; as well as, comparing tax base impacts to job impacts.
- ◆ *Viability:* Prioritize developments with immediate uses over potential uses without users lined up.
- ◆ *Transition:* Consider the cost of transitioning a property from one use to another through zoning. Properties made non-conforming may suffer years of deferred maintenance until a viable use surfaces.
- ◆ *Adjacency to viable industrial areas:* Consider negative impacts of residential users on adjacent and viable industrial sites, such as land price uncertainty and conflicts with residents. If a residential project is being considered adjacent to a PIA site, the Planning Commission and Board of Commissioners should consider requiring additional and enhanced buffering and screening requirements on the residential project in order to protect the residential land users as well as the viability of the adjacent industrial users.

Department of Community Affairs – Quality Community Objectives

- **Appropriate Business:** The businesses and industries encouraged to develop or expand in Cobb should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities
- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce

- Environmental Protection: Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved

### **Appropriate Land Use**

The purpose of the PIA is to provide protection for industrial areas that can support future job growth for industrial, manufacturing, office/ warehouse, technology, biomedical, and distribution uses. Typical uses are determined through the Priority Industrial Area and its subcategories, underlying future land use category. Allowable Zoning is determined by the Priority Industrial Area subcategories although all PIA sites encourage underlying future land use category with the addition of zoning categories that would allow for the placement of technology and biomedical development and non-polluting manufacturing centers.

Each part of the county designated as a PIA has a separate map showing the future land-use sub- categories. The descriptions of the categories are as follows:

- ♦ Medium Density Residential  
Medium Density Residential are areas that are currently residential at two and one-half (2.5) and five (5) dwelling units per acre that should transition to light industrial, office/warehouse, or light manufacturing uses over time.
- ♦ Community Activity Center  
Community Activity Center areas currently support retail type uses that should transition to light industrial, industrial, office/warehouse, distribution, or light manufacturing uses over time. Small supportive retail uses serving the needs of the surrounding industrial users may be appropriate on a case by case basis in the Community Activity Center subcategory.
- ♦ Industrial Compatible  
Industrial Compatible subcategories can support light industrial, office/ warehouse, and distribution uses.
- ♦ Industrial  
Industrial subcategories can support heavy industrial and manufacturing uses.
- ♦ Transportation, Communications, and Utilities  
The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, telephone switching stations, airports, etc.
- ♦ Park, Recreation, and Conservation  
The purpose of the PRC subcategory is to provide for land dedicated to permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views, and historic or archaeological resources.

### **ANALYSIS:**

The Priority Industrial Area (PIA) is the land use policy implementation for the Industrial Land Inventory and Protection Policy. The intent of this amendment is to add language that incorporates sub-categories within the existing PIA future land use category. These sub-categories help identify industrial uses based on intensity within the PIA future land use category and also provides additional study and analysis if properties in the identified areas are proposed to be converted to a non-industrial land use or zoning category.

**1.) Applicable Goals from the Comp. Plan:**

- a.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comp. Plan:**

- a.) Work with various organizations to market Cobb County's strengths and its quality of life, in order to attract new businesses and retain existing businesses.
- b.) Work toward diversifying the county's industrial and commercial base.
- c.) Support the growth of target industries.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This proposal is consistent with the Industrial Land Inventory and Protection Policy

**4.) Adherence to Nodal Development Pattern:**

Not Applicable

**5.) Consistency with Revitalization Goals:**

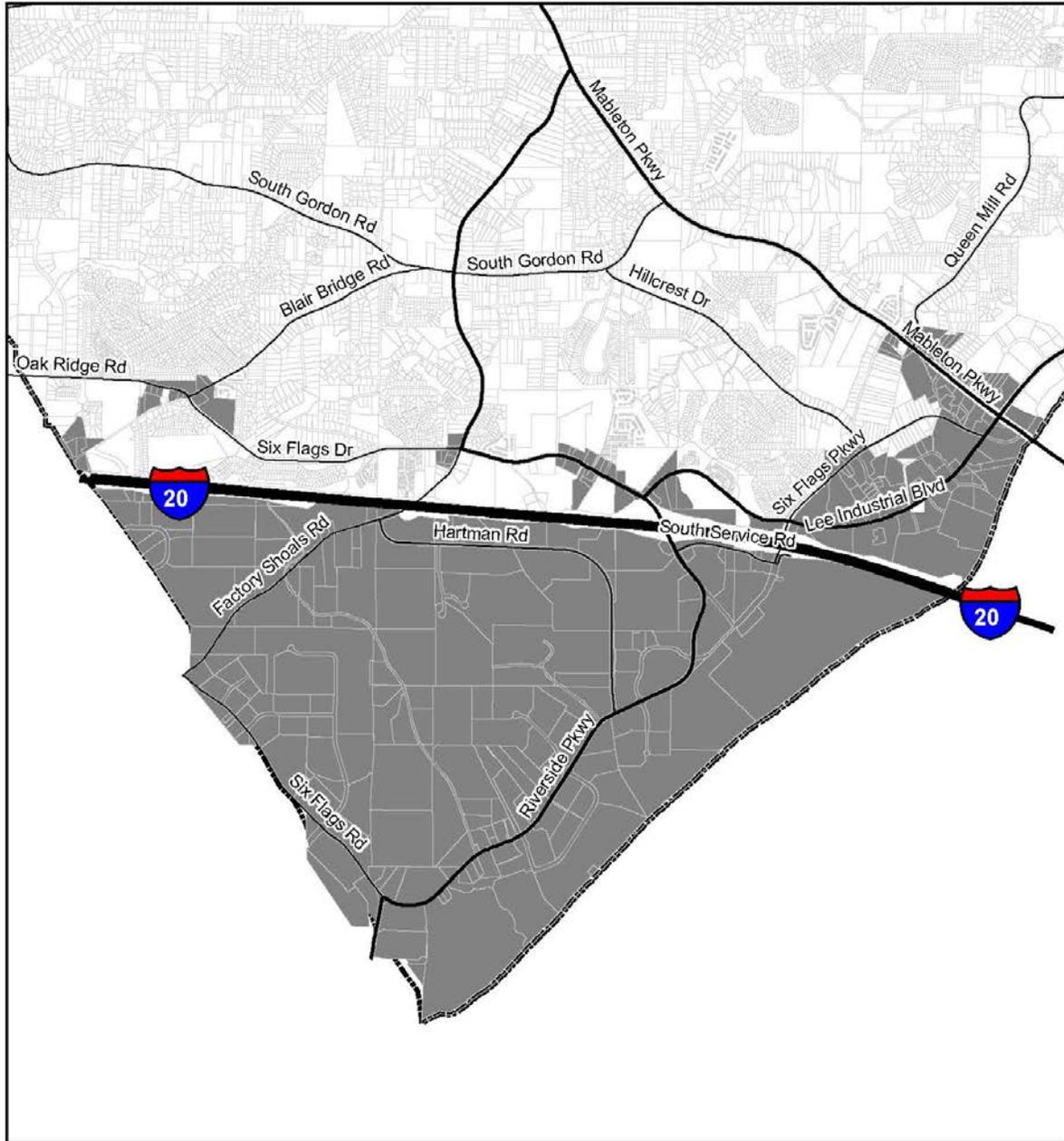
Not applicable

**6.) Environment Impact:**

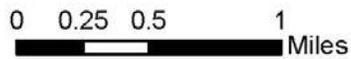
At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

# SP-2

## Tax Abatement Program Six Flags Road Area



■ Six Flags Road Tax Abatement Area



## SP - 2

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**COMMISSIONER DISTRICT:** 4

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** N/A

**PROPOSED FUTURE LAND USE:** N/A

**GENERAL LOCATION:** Properties south of Interstate 20 and along Six Flags Drive

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this addition to the Comprehensive Plan is to incorporate an Appendix map of the Six Flags Commercial and Industrial Property Rehabilitation Incentive Program area that will assist in providing redevelopment incentives to the Six Flags area.

#### **Definitions:**

The Commercial and Industrial Property Rehabilitation Incentive Program encourages owners of older commercial and/or industrial properties to revitalize those properties. If the type of work conducted meets the program's requirements, subject to Board of Tax Assessors approval, the Board of Tax Assessors will approve a valuation schedule on those improvements for up to 5 years based upon an escalating percentage of the fair market value of the improvements (excluding the value of land).

#### **Planning History:**

Some areas within the proposed incentive area have been subject to several studies/plans.

### **ANALYSIS:**

Part of the implementation program within the Cobb County Comprehensive Plan involves redevelopment and revitalization of underutilized areas. The subject area has undergone extensive studies and master planning efforts to assist in revitalization. One in particular is the South Cobb Implementation Strategy, which layouts a strategy for improving the Six Flags area as well as two other areas in south Cobb County. One of the tools to assist in the redevelopment of the Six Flags area is the Commercial and Industrial Property Rehabilitation Incentive Program.

#### **1.) Applicable Goals from the Comp. Plan:**

- a.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

#### **2.) Applicable Policies from the Comp. Plan:**

- a.) Evaluate and refine current economic incentive policy to enhance the county's competitive position.
- b.) Evaluate and refine current economic incentive policy to enhance the development of targeted corridors and activity centers.

c.) Work with various organizations to market Cobb County's strengths and its quality of life, in order to attract new businesses and retain existing businesses.

**3.) Consistency with existing Corridor Studies and Other Plans:**

This proposal is consistent with the South Cobb Implementation Strategy and the Industrial Land Inventory and Protection Policy.

**4.) Adherence to Nodal Development Pattern:**

Not applicable

**5.) Consistency with Revitalization Goals:**

This proposal is consistent with the 2030 Comprehensive Plan redevelopment and revitalization goals.

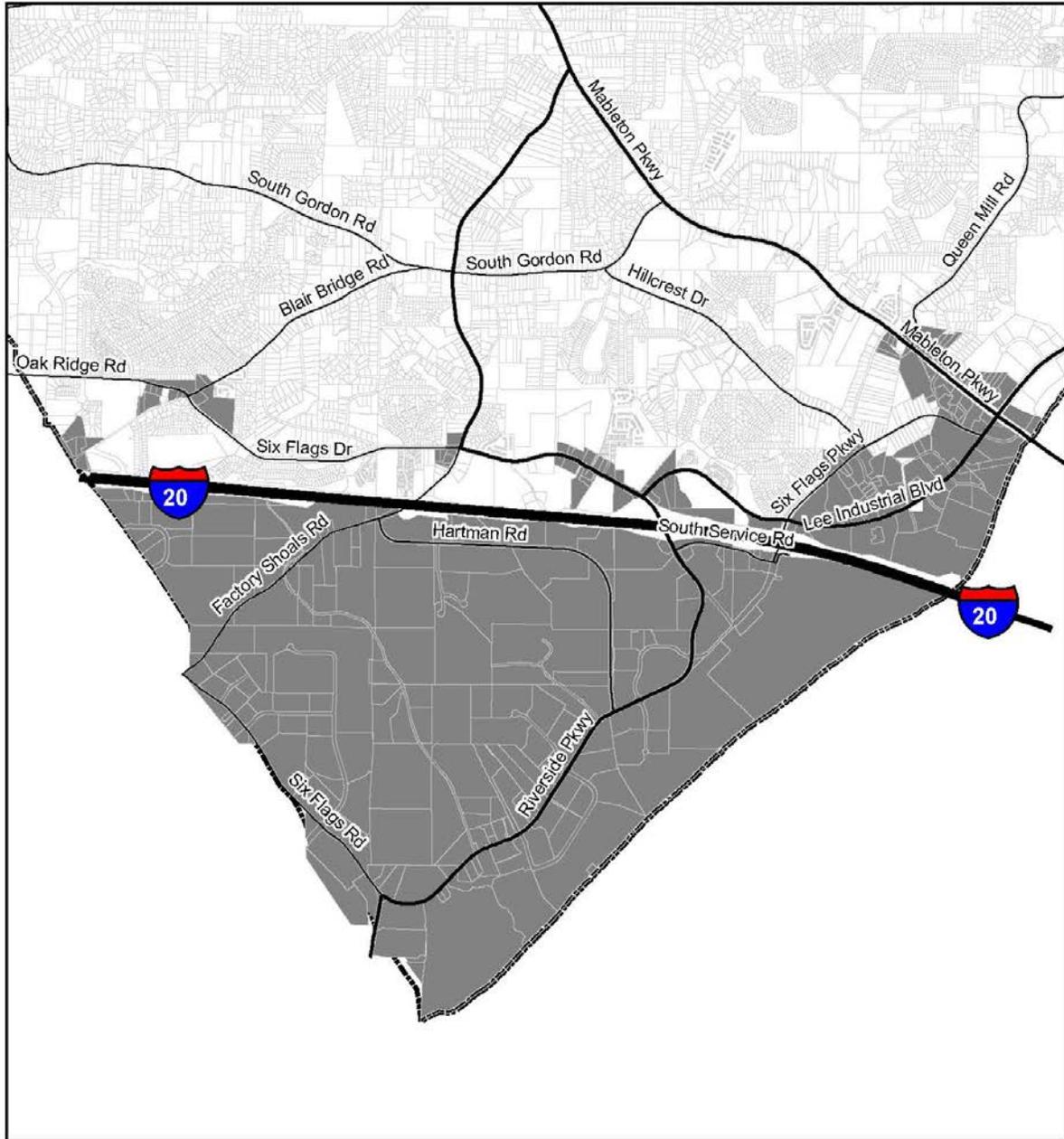
**6.) Environment Impact:**

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

# APPENDIX

## Tax Abatement Program

### Six Flags Road Area



■ Six Flags Road Tax Abatement Area

0 0.25 0.5 1 Miles



## SP - 3

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**COMMISSIONER DISTRICT:** 1, 2, 3, and 4

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Alteration to the, "Compliance with Regional Development Plan Policies" section of the Cobb County Comprehensive Plan.

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

This proposal is to amend the language contained on page 185 to 192 in the June 26, 2012 update of the Cobb County Comprehensive Plan (2030 Comprehensive Plan) known as, "Compliance with Regional Development Plan Policies". In July of 2011, the Atlanta Regional Commission adopted PLAN 2040, the most recent iteration of the Regional Development Plan for metropolitan Atlanta. With the adoption of PLAN 2040, the policies and analysis contained in Cobb County's 2030 Comprehensive Plan section on Compliance with Regional Development Plan Policies is no longer valid because it relates to a former regional policy framework. Furthermore, on January 1, 2013, the new rules and regulation for Local Comprehensive Planning will go into effect as amended by the Department of Community Affairs. The most recent draft reviewed by staff indicates that the section requiring compliance with regional policies may not be a required element. As such, Cobb County will have greater flexibility on how we wish to represent our compliance and participation with the Atlanta Regional Commission's PLAN 2040.

#### **Definitions:**

The purpose of the Compliance with Regional Development Plan Policies section is to communicate local policies and actions to be undertaken by the county in support of the Atlanta Regional Commission's Regional Development Plan.

#### **Planning History:**

No alteration has occurred to this section of the 2030 Comprehensive Plan since its initial adoption on July 23, 2007.

### **TEXT AMENDMENT:**

Planning Division staff recommends the following language to be amended to the Compliance with Regional Development Plan Policies section of the Comprehensive Plan:

The Atlanta Regional Commission (ARC), the core metropolitan Atlanta area's Regional Development Center, creates a Regional Development Plan (RDP) every three years. The next-most recent update to this regional plan was completed is to be completed in 2008,11 and is known as PLAN 2040. The RDP contains policies and actions for the Atlanta Regional Commission as well as section called the "PLAN 2040 Local Government Plan Implementation". This is a part of the regional plan, required by the Department of Community Affairs under Chapter 110-12-6 Standards and Procedures for Regional Planning "Regional Planning Requirements". The Local

Government Plan Implementation provides communities with the opportunity to pursue minimum and/or excellence standards, depending on their desired level of action that are similar to this comprehensive planning effort. The RDP policies are intended to be a guide for future regional growth particularly as it relates to investment in transportation infrastructure to ensure that land use and transportation policies and actions are being coordinated through the land use decision making process. The intent of these policies is to bring attention to transportation, environmental, and other public investment decisions. The result of compliance with the policies is that growth will be allocated in appropriate areas and existing stable areas of the region will be protected. The RDP policies can produce a change in the way public and private development and investment decisions are made. These policies have the ability to secure the region's traditional high quality of life while accommodating new residents and businesses. The intent of this section is to analyze the policies and action items being undertaken by the county to make certain that they are following the general principles that will improve metropolitan area.

Cobb County is currently in the process of evaluating options for meeting compliance with PLAN 2040 objectives. On December 5, 2012 a memorandum was distributed to county staff, elected officials, and the Atlanta Regional Commission (ARC) indicating the county's current proposal for complying with the PLAN 2040 Local Government Plan Implementation. Full compliance is not required until 2014, when we will be asked to officially submit documentation showing compliance with the most recent regional plan.

The policies are as follows:

*Policy 1— Provide development strategies and infrastructure investments to accommodate forecast population and employment growth efficiently*

The 2030 Comprehensive Plan sets out to establish a new development paradigm that encourages infrastructure investment and additional areas for population/employment growth along the I-75 corridor. This will be accomplished by generating additional opportunities for urban scale investment in our two regional activity centers, as well as with our local area municipalities. In addition to the new investment in these areas, there will be a concentrated effort to induce redevelopment in blighted areas, compatible infill development in our built out areas, and the creation of mixed use developments in the along selected commercial corridors and activity centers. Growth in this manner will require new investment for upgrades to existing water and transportation infrastructure in order to maintain and improve existing services.

*Policy 2— Guide an increased share of new development to the Central Business District, transportation corridors, activity centers, and town centers*

This policy statement is the essence of Cobb County growth strategy for the future, as described in the previous RDP policy statement. If Cobb County does not undertake the proposed growth paradigm, the remaining undeveloped areas of south, west, and north Cobb will be built out. This will result in more severe traffic congestion, high service demands, loss of open space, and further degradation of the natural environment.

*Policy 3— Increase opportunities for mixed use development, infill, and redevelopment*

Cobb County supports mixed use development, compatible infill development, and actively encourages redevelopment in appropriate areas of the county. Mixed use developments are encouraged in our regional activity centers, along some of our commercial corridors, and in some of our community activity centers and discouraged in rural and suburban residential character areas. Staff will investigate areas of the county that would be appropriate for overlay districts that would encourage and provide incentives for mixed use developments. Currently, there are no ordinances to encourage compatible infill development. It is a loosely regulated phenomenon that is occurring under the current zoning classification standards. One of our work program items is continued monitoring of infill development activity so that we will be able to assist in providing compatible developments in affected areas as it becomes necessary. Redevelopment is the one main primary focus in Cobb County over the next fifteen (15) years. Redevelopment can take many forms from reinvestment in existing structures to the complete transformation of a brownfield site. Cobb County has established a Redevelopment

Overlay District that provides development incentives for the reuse of aging and abandoned commercial structures in specified areas.

*Policy 4—Increase transportation choices and transit-oriented developments*

If completed, the Georgia Regional Transportation Authority's (GRTA) plan for Bus Rapid Transit along the I-75 corridor will allow for greater regional connectivity and provide options for the creation of transit-oriented developments (TOD). This is an opportunity to create a regional public transportation network that will allow for transition between the suburbs and the Atlanta urban core, as well as connectivity between the region's satellite cities and activity centers. The BRT stations also provide opportunities for the establishment of a TOD, if there is sufficient developable land within ½ mile of the transit station. It is important for GRTA to consider this in their site selection process. In addition, Cobb County is active in improving alternative transportation modes (bicycle, pedestrian, and transit) to assist in expanding transportation choices for the residents and stakeholders.

*Policy 5—Provide a variety of housing choices throughout the region to ensure housing for individuals and families of diverse incomes and age groups*

Cobb County is actively pursuing a variety of housing types. Current trends show town homes and condominiums are becoming approved at higher quantities when compared to years past; thus resulting in a further expansion of housing choices within the local community. This will become more pronounced as we continue to develop the Cumberland and Town Center areas as urban environments. In addition to housing choice, this policy touches on the importance of housing choice based upon affordability within the housing stock. This is an area that is more difficult in Cobb County due to high land costs. Cobb County contains a large quantity of housing for the upper and lower ends of the economic ladder, but does not have enough opportunities for the middle income consumers. Redevelopment of blighted areas and reinvestment in neighborhoods with a declining housing stock will assist in providing further choices, based upon income. These homes will provide another choice in the market, as well as assist in the process of stabilizing and protecting many of these neighborhoods that were once the prime locations due to their close proximity to major transportation corridors and downtown areas.

*Policy 6—Preserve and enhance existing residential neighborhoods*

The protection and preservation of the county's many fine and stable neighborhoods is the guiding principle in the Comprehensive Plan. In considering rezoning requests and infrastructure investment, Cobb County considers that impacts that new development will have on existing stable neighborhoods. Restrictions on the expansion of non-residential strip development along transportation corridors and the emphasis on concentrating non-residential and multi-family developments into defined activity centers helps to reduce the negative impacts and destabilizing forces that may occur to neighborhoods.

*Policy 7—Advance sustainable development*

The United Nations' Division of Sustainable Development defines the phrase sustainable development as, "Development that meets the need of the present without compromising the ability of future generations to meet their own needs." Ultimately, development patterns reflect the desires and lifestyles of people and will continually change and modify as people and preferences evolve and change over time. As such, we must acknowledge our role today as temporary stewards of the land that is being held in trust for our children. Having acknowledged this, Cobb County is encouraging the preservation of its resources by allowing the design flexibility for new developments that integrate open space while also protecting existing natural resources. The County's efforts with the North Georgia Water Planning District show the commitment within the community to protect these vital resources for future generations.

*Policy 8—Protect environmentally sensitive areas*

The County is active in regional approaches to protecting our environmental resources and sensitive natural areas. Cobb County is currently approving all of the mandates and recommendations of the Metropolitan North Georgia Water Planning District. The County has also approved all of the "Part 5 Environmental Planning Criteria" issued

by the Department of Natural Resources. Finally, Cobb County is involved in efforts to protect endangered species in numerous ecosystems.

*Policy 9—Create a regional network of greenspace that connects across jurisdictional boundaries*

Cobb County is active in a number of greenspace and multi-use trail initiatives that cut across jurisdictional boundaries. The now defunct Department of Natural Resources Greenspace Initiative was one of the mechanisms that Cobb County and other local area jurisdictions in an attempt to preserve 20% of the county as open space through purchase of land and the creation of conservation easements. Also, Cobb County with local municipality and Community Improvement Districts are cooperating in creating multi-use trails that are a mechanism to connect various areas of the county through greenspace and an alternative transportation network. Finally, the County has recently completed a Trust for Public Land “Greenprint” model that will assist in prioritizing greenspace acquisition based upon community input, as additional funds become available.

*Policy 10—Preserve existing rural character*

This new growth policy that is an integral part of this comprehensive plan is intended to shift development from our less developed west and southwest areas of the county and concentrate the development in the more urbanized portions of the county. The intent of this policy is to preserve the rural character of west and southwest Cobb. This will be accomplished by purchasing remaining vacant or undeveloped tracts as permanently protected greenspace, prioritizing infrastructure investment to accommodate growth in specific areas, and providing development incentives to guide development towards the I-75 corridor.

*Policy 11—Preserve historic resources*

The preservation of historic resources is an important aspect of county growth and development. Historic resources and historic ambiance are important draws for residents and visitors. The wealth of history that is in Cobb County makes this a distinctive area of the Atlanta metropolitan region. The preservation of these resources helps to sustain the county’s sense of place, while also improving the local area quality of life. Through the Historic Preservation Commission, the County will ensure that historic resources will be an important part of the land-use decision-making process.

*Policy 12—Inform and involve the public in planning at regional, local, and neighborhood levels*

Public participation is a vital aspect in the process of public sector planning at all levels of government. At the regional level, the public in Cobb County is actively involved in the Georgia Regional Transportation Authority’s Bus Rapid Transit process and the Atlanta Regional Commission’s Envision 6+ planning process. This is allowing interested individuals to help shape development and infrastructure to the benefit of the community. At a local level and neighborhood level, the Community Development Agency, the Cobb County Department of Transportation, and the Economic Development Department are active in involving the public on local area master plans, neighborhood plans, and countywide comprehensive planning. In addition, many stakeholder committees have been created to assist in giving a voice to various projects such as the SPLOST for transportation infrastructure and the potential for a new committee that may assist in overseeing greenspace acquisition.

*Policy 13—Coordinate local policies and regulations to support the RDP*

The policies of the RDP provide jurisdictions throughout the region with the opportunity to collectively participate in the process of making the Atlanta region a livable place for this and future generations. It is important that we as the community continually work to improve the quality of life of the region. New policies, ordinances, and actions by local government should consider the RDP policies to make certain that we are supporting this important regional effort.

*Policy 14—Support growth management at the state level*

Cobb County looks to the leadership at the Atlanta Regional Commission (ARC), the Georgia Planning Association, the Georgia Municipal Association, and Association County Commissioners of Georgia to lobby for state adoption of the recommendations contained in the 1998 Growth Management Reassessment Taskforce. Cobb

~~County also cooperates with ARC and the Georgia Regional Transportation Authority through the Developments of Regional Impact review process.~~

**ANALYSIS:**

The changes proposed to the Compliance with Regional Development Plan Policies will remove an old reference contained in Cobb County's Comprehensive Plan that is no longer relevant. This change will also provide elected officials, appointed officials, and staff with the opportunity to detail compliance with the regional development plan (PLAN 2040) through other means as it is anticipated that this section will no longer be a required component for local comprehensive plans once the new rules for Comprehensive Planning go into effect on January 1, 2013.

**1.) Applicable Goals from the Comp. Plan:**

- a.) Cobb County's transportation system will be environmentally compatible, financially sound, safe, and an efficient and functional network providing multimodal service to all areas of the county. Founded on partnerships between public, private, and nonprofit organizations, Cobb County's transportation network will be integrated with local and regional land use and transportation plans, and supportive of a variety of uses including significant greenspace, and "live-work-play" communities.

**2.) Applicable Policies from the Comp. Plan:**

- a.) Promote land use transportation linkages to ensure an adequate transportation system for anticipated future populations and their corresponding travel behaviors.

**3.) Consistency with existing Corridor Studies and Other Plans:**

Not applicable

**4.) Adherence to Nodal Development Pattern:**

Not applicable

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

Not applicable

## SP - 4

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Vinings

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this proposal is to revise the text of the Supplemental Plans section of the Implementation Program in the Comprehensive Plan to incorporate plans properly approved by the Planning Commission and Board of Commissioners.

#### **Definitions:**

The Supplemental Plans section within the Comprehensive Plan is included to incorporate by reference any supplemental plans that focus on special areas, situations or issues of importance to the community, such as redevelopment plans for a particular area of the community, master plans for a particular area of the community, corridor studies for a particular corridor or any other type of special plan that may contain action items.

#### **Planning History:**

The Cobb County Comprehensive Plan, completed in 2007, contains a Supplemental Plans section in the Implementation Program and is amended on a yearly basis. This section is designed to reference local area master plans and corridor studies that have been approved or accepted by the Planning Commission and Board of Commissioners in order to incorporate them into the Comprehensive Plan.

### **ANALYSIS:**

The Vinings Vision Plan needs to be added to the Supplemental Plans section. This study covers a wide range of issues and visioning from land use, transportation, historic preservation, natural resources and maintaining a sense of place. The Vinings Vision Plan was accepted by the Planning Commission and Board of Commissioners during the summer of 2012.

### **TEXT AMENDMENT:**

The following is the proposed text revision for the Supplemental Plan:

#### **Supplemental Plans**

Upon final passage of the Comprehensive Plan by the Board of Commissioners, the findings, policies, and recommendations of local area master plans/corridor studies that have been approved or accepted are to be incorporated into this document by reference. The list of plans includes: the Historic Mableton Preservation and Improvement Plan (LCI); Mableton LCI Five-Year Update; Town Center SuPurb LCI Plan; Town Center LCI Five-Year Update; Delk/Franklin LCI Plan; Austell Road Corridor Study LCI; Blueprint Cumberland I; Blueprint

Cumberland II; the Atlanta Road Corridor Study; C. H. James Parkway Corridor Study; Macland Road Corridor Study; the Powder Springs, Flint Hill Master Plan; the Cumberland Far South Area Plan; Comprehensive Transportation Plan; Parks and Recreation Master Plan; Cobb Senior Services 10-year Master Plan; Canton Road Corridor Plan; Six Flags Road Corridor Plan; SR6 Corridor Plan; Kennesaw Mountain National Battlefield Lost Mountain to Brushy Mountain Earthworks Preservation Plan; Senior Adult Transportation Study; the Greenprint study and the Industrial Land Inventory and Protection Policy; River Line Master Plan; Austell Road Access Management Plan; Complete Streets Implementation Strategies and Best Practices; Global Greentech Corridor; Cobb County Bicycle and Pedestrian Improvement Plan; Veterans Memorial Highway LCI Plan; ~~and~~ Powers Ferry Master Plan; South Cobb Town Center: Mableton Lifelong Communities Master Plan; South Cobb Implementation Strategy; ~~and the~~ Johnson Ferry Road Urban Design Plan; and Vinings Vision: A Master Plan for a Georgia Historic Community. The majority of the recommended actions and Future Land Use Map alterations have been incorporated into the document. These studies help form a backbone for the county's overall growth and service delivery strategy and are integral to achieving the Community Vision and addressing many of the Community Issues and Opportunities.

**1) Applicable Goals from the Comp. Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**2) Applicable Policies from the Comp. Plan**

- a.) 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 ability to promote quality-of-life and attract additional employment opportunities.
- b.) Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

**3.) Consistency with existing Corridor Studies and Other Plans:**

The incorporation of this plan into the Comprehensive Plan ensures consistency in goals and policies that help direct future efforts and investments.

**4) Adherence to Nodal Development Pattern:**

Not applicable

**5) Consistency with Revitalization Goals:**

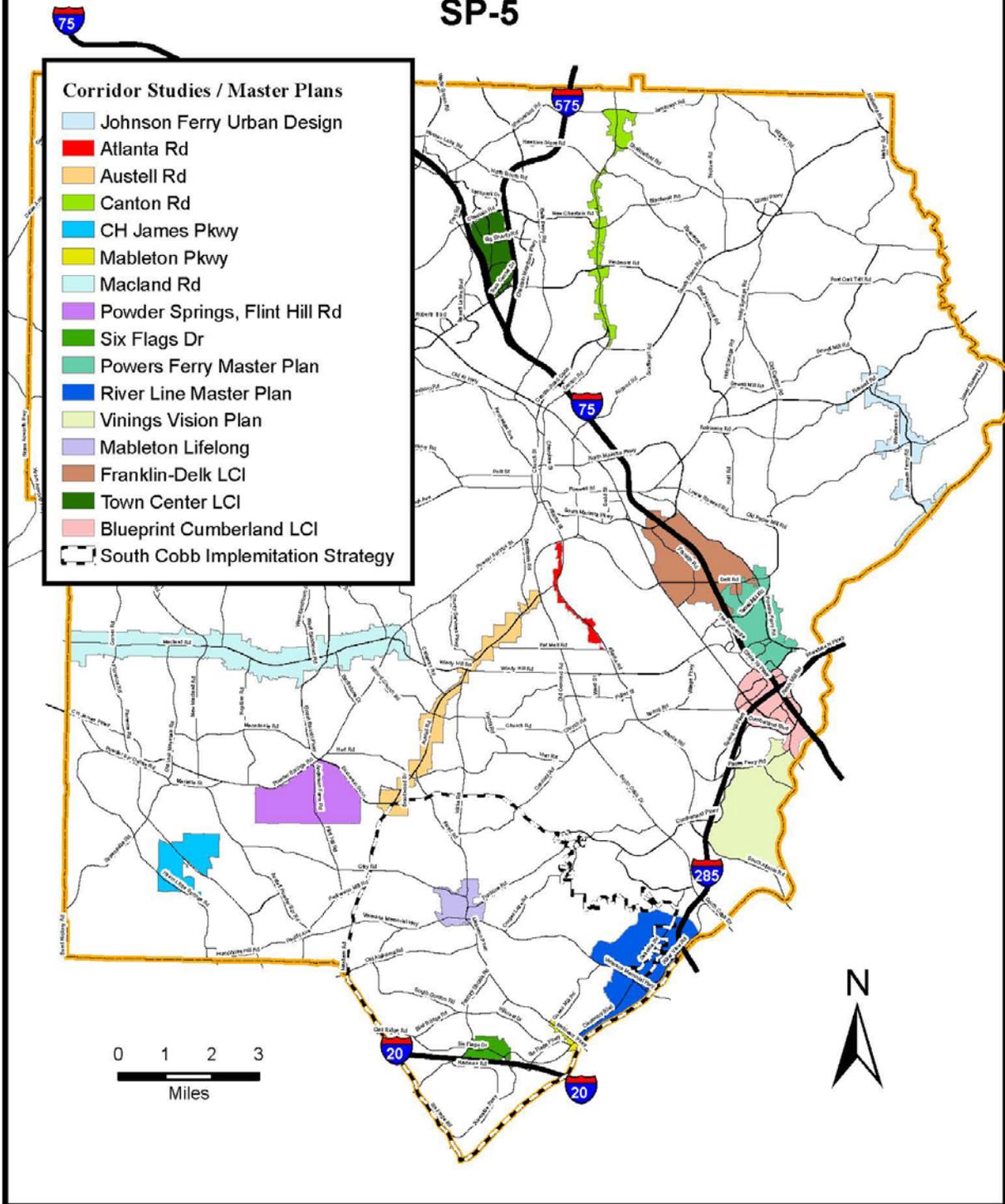
Not applicable

**6) Environment Impact:**

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

# COMPREHENSIVE PLAN AMENDMENTS 2013

## SP-5



## SP - 5

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**COMMISSIONER DISTRICT:** 2

**ACREAGE:** Not Applicable

**PARCEL ID NUMBER:** Multiple Parcels

**EXISTING FUTURE LAND USE:** Not Applicable

**PROPOSED FUTURE LAND USE:** Not Applicable

**GENERAL LOCATION:** Vinings

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this proposal is to revise the Corridor Studies/Master Plans Appendix Map within the Appendix of the Comprehensive Plan by adding items approved by the Planning Commission and Board of Commissioners in 2012.

#### **Definitions:**

The Corridor Studies/Master Plans assist in identifying areas that have had more thorough analysis through a small area study. They help provide guidance to elected officials, appointed officials, staff, and the community regarding land use, transportation, and urban design in specific areas of the community.

#### **Planning History:**

As a way of achieving the community vision and addressing many of the community's issues and opportunities in the county, Cobb periodically conducts special sub-area plans of various types. The Cobb County Comprehensive Plan, completed in 2007, contains an appendix map that shows the boundaries of the different sub-area plans. This section is designed to reference these sub-area plans that have been approved or accepted by the Board of Commissioner.

### **ANALYSIS:**

This amendment to the Corridor Studies/Master Plan map is based upon actions undertaken by the Board of Commissioners in 2011. This particular amendment will propose amending appendix maps to the comprehensive plan highlighting the corridor studies/master plans throughout Cobb County.

#### **1) Applicable Goals from the Comp. Plan:**

- a.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region great places to live, learn, work, and play.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comp. Plan:**

- a.) 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 ability promote quality-of-life and attract additional employment opportunities.
- b.) Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

**3.) Consistency with existing Corridor Studies and Other Plans:**

Not applicable

**4.) Adherence to Nodal Development Pattern:**

Not applicable

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

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

## SP - 6

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**COMMISSIONER DISTRICT:** All

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Commercial corridors in Cobb County

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this proposed amendment is to alter the existing Redevelopment Sites Appendix maps based upon an update to the Redevelopment Inventory through collaboration between the Community Development Agency and the Office of Economic Development.

#### **Definitions:**

The Redevelopment Sites inventory is an effort to identify commercial properties/strip centers that are in need of redevelopment or reinvestment. A methodology was created that evaluates buildings along commercial corridors in an effort to quantitatively compare various private commercial centers to help identify those that are most in need of investment. This effort enables properties to receive some economic incentives and marketing assistance to support redevelopment programs.

#### **Planning History:**

The original Redevelopment Inventory was completed in 2001 and was updated in 2004. The methodology for the previous Redevelopment Inventory was to identify properties that could be encouraged to alter from commercial use to a mixed-use or residential use. Given the staff's additional knowledge about the development criteria for mixed-use projects as well as the changing economic landscape, it was necessary to alter the methodology with this most recent update to focus on sites requiring new investment rather than conversion to a different use. This most recent methodology for the redevelopment inventory was instituted in the 2010 Redevelopment Inventory update.

### **ANALYSIS:**

This amendment to the Redevelopment Sites list and Appendix maps are based upon an effort by Community Development staff to maintain Economic Developments existing redevelopment sites inventory and to ensure that the most accurate and up-to-date information is available to all interested parties.

Staff is proposing the following sites to be removed from the Appendix maps based upon private investment and revitalization efforts that have taking place on these sites.

Site 15 = 3920 Canton Road

Site 16 = 3028 Canton Road

Site 17 = 3372 Canton Road

Site 29 = 1453 Terrell Mill Road

In addition, Staff is also proposing to include the following sites to the Appendix maps based upon the need for re-investments and redevelopment.

Site 43 = 2900 Canton Road

Site 44 = 2417 Canton Road

Site 45 = 780 Veterans Memorial Highway

Site 46 = NE corner Church Street & Mable Street

**1) Applicable Goals from the Comp. Plan:**

- a.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region great places to live, learn, work, and play.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2) Applicable Policies from the Comp. Plan:**

- a.) 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 ability promote quality-of-life and attract additional employment opportunities.
- b.) Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

**3) Consistency with existing Corridor Studies and Other Plans:**

The Redevelopment Inventory used information and ideas provided in previous Master Plans and Corridor Studies to assist in locating the appropriate areas to support redevelopment activity.

**4) Adherence to Nodal Development Pattern:**

The effort to identify and support redevelopment of the county's existing commercial building stock provides the ability for commercial areas to receive new investment. This may alleviate tension to expand our existing commercial nodes in other areas of Cobb County by encouraging development where it already exists.

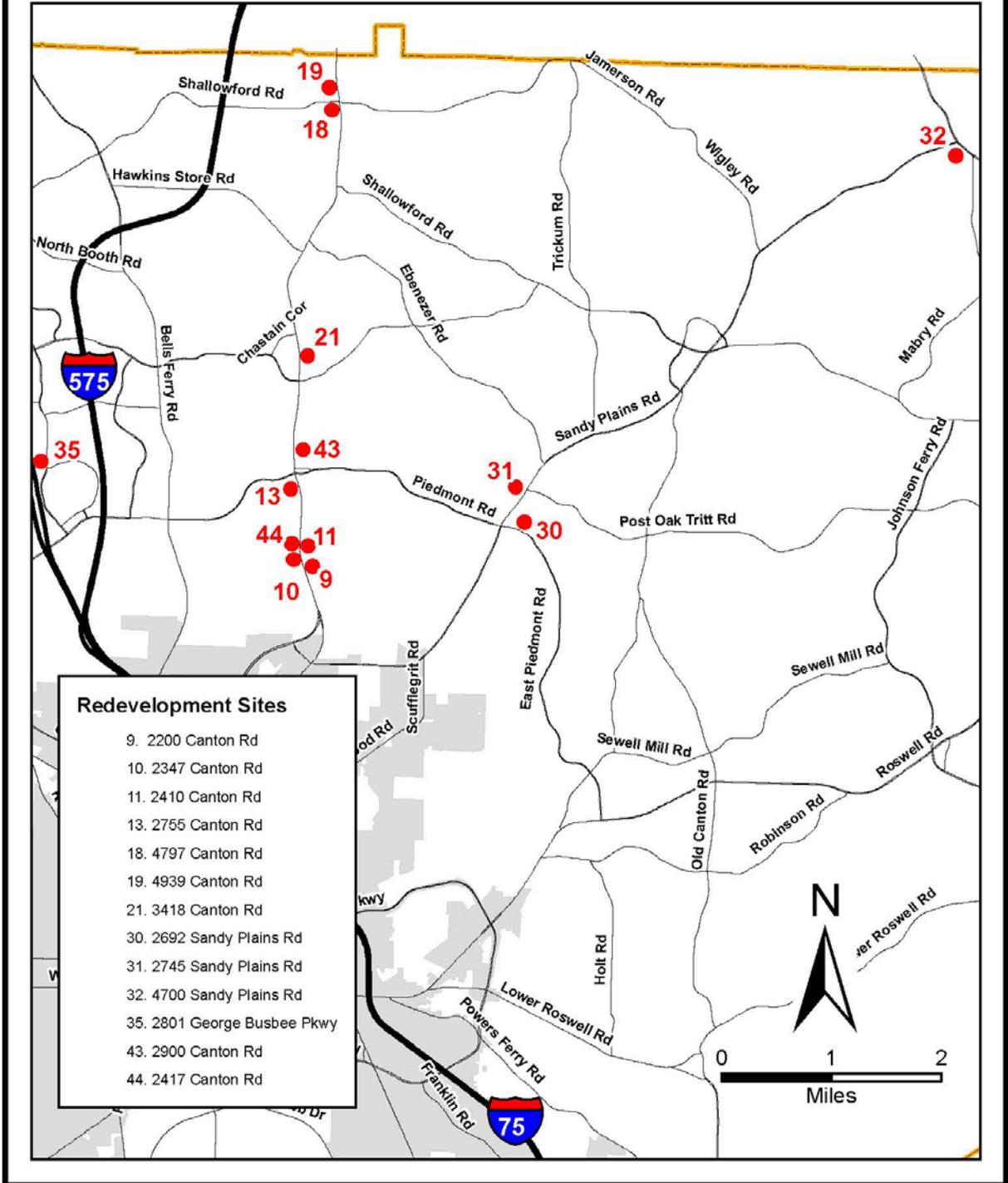
**5) Consistency with Revitalization Goals:**

Cobb County has a stated goal to encourage revitalization in previously built areas that may need new investment. This is a fiscally responsible way of managing the county's land use policies because it encourages new investment in areas with infrastructure. The Redevelopment Inventory is a policy that is well aligned with the County's goal to encourage revitalization.

**6) Environment Impact:**

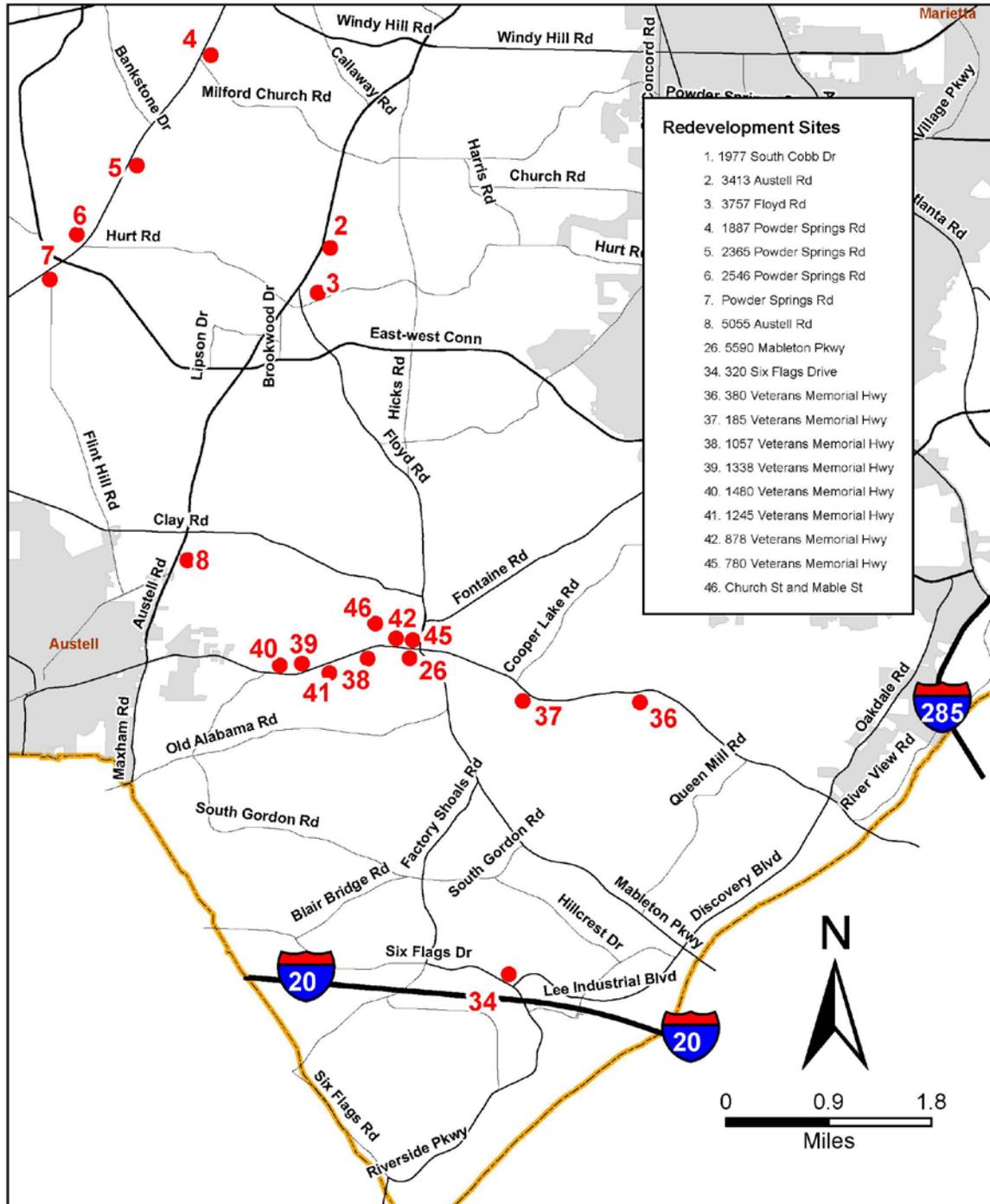
At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

## APPENDIX 21-A Tax Abatement Program Redevelopment Sites SP-6A

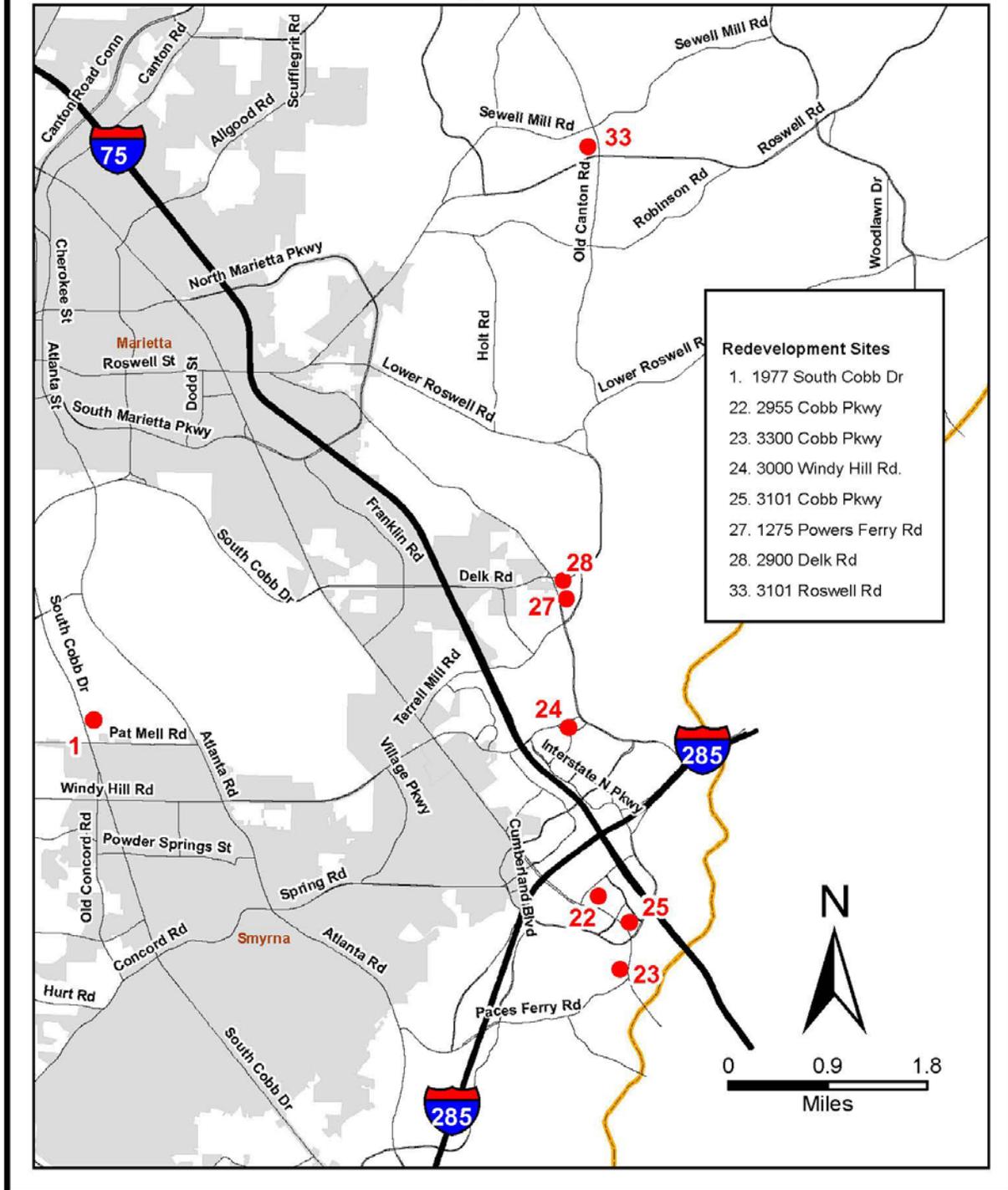


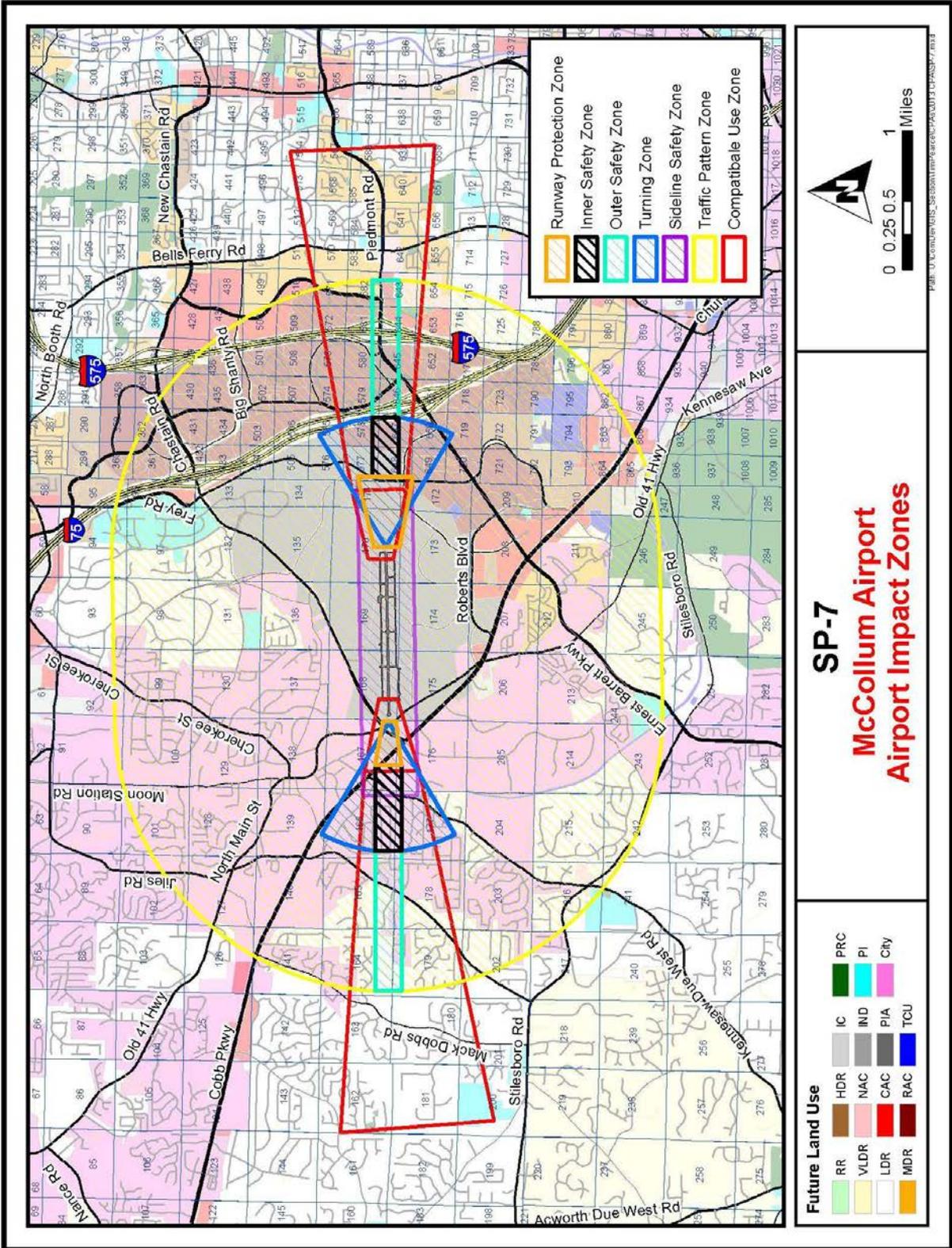
# APPENDIX 21-B

## Tax Abatement Program Redevelopment Sites SP-6B



## APPENDIX 21-C Tax Abatement Program Redevelopment Sites SP-6C





## SP - 7

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**COMMISSIONER DISTRICT:** 1 & 3

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Amending Appendix 3 concerning the McCollum Airport Compatible Use Zone

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

In February of 2012, the Cobb County Board of Commissioners and Kennesaw City Council approved amendments to the zoning codes of the two jurisdictions for the purpose of providing protections for the health and safety of residents and businesses in the vicinity of Cobb County's McCollum Airport. The zoning amendment includes a runway protection zone, an inner safety zone, an outer safety zone, a turning zone, and a traffic pattern zone. Each of these particular areas has a number of recommendations for elected officials and appointed officials when making land use decisions for areas surrounding the airport.

The existing McCollum Airport Compatible Use Zone areas identified in the Appendix of the Cobb County Comprehensive Plan is no longer accurate because the dimensions of each airport zone has altered and are now in conflict with the approved zoning code. This change will align the zoning code and the future land use policies for this area of Cobb County.

#### **Definitions:**

Not applicable

#### **Planning History:**

There has been no alteration to the McCollum Airport Compatible Use Zone since its original introduction to the Cobb County Comprehensive Plan.

### **ANALYSIS:**

The existing McCollum Airport Compatible Use Zone areas identified in the Appendix map of the Cobb County Comprehensive Plan is in conflict with a change to zoning regulations approved in February of 2012. It is important, especially as it relates to health and safety issues, to have Cobb County's growth policies and land use regulations in alignment with one another. The alteration of the Appendix map will rectify the situation as identified by staff in our annual review of Comprehensive Planning issues.

#### **1.) Applicable Goals from the Comp. Plan:**

- a.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comp. Plan:**

- a.) Work with various organizations to market Cobb County's strengths and its quality of life, in order to attract new businesses and retain existing businesses.
- b.) Support the growth of target industries.
- c.) Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.

**3.) Consistency with existing Corridor Studies and Other Plans:**

A portion of the McCollum Airport Compatible Use Zone covers areas studied as part of the Town Center Livable Centers Initiative Study.

**4.) Adherence to Nodal Development Pattern:**

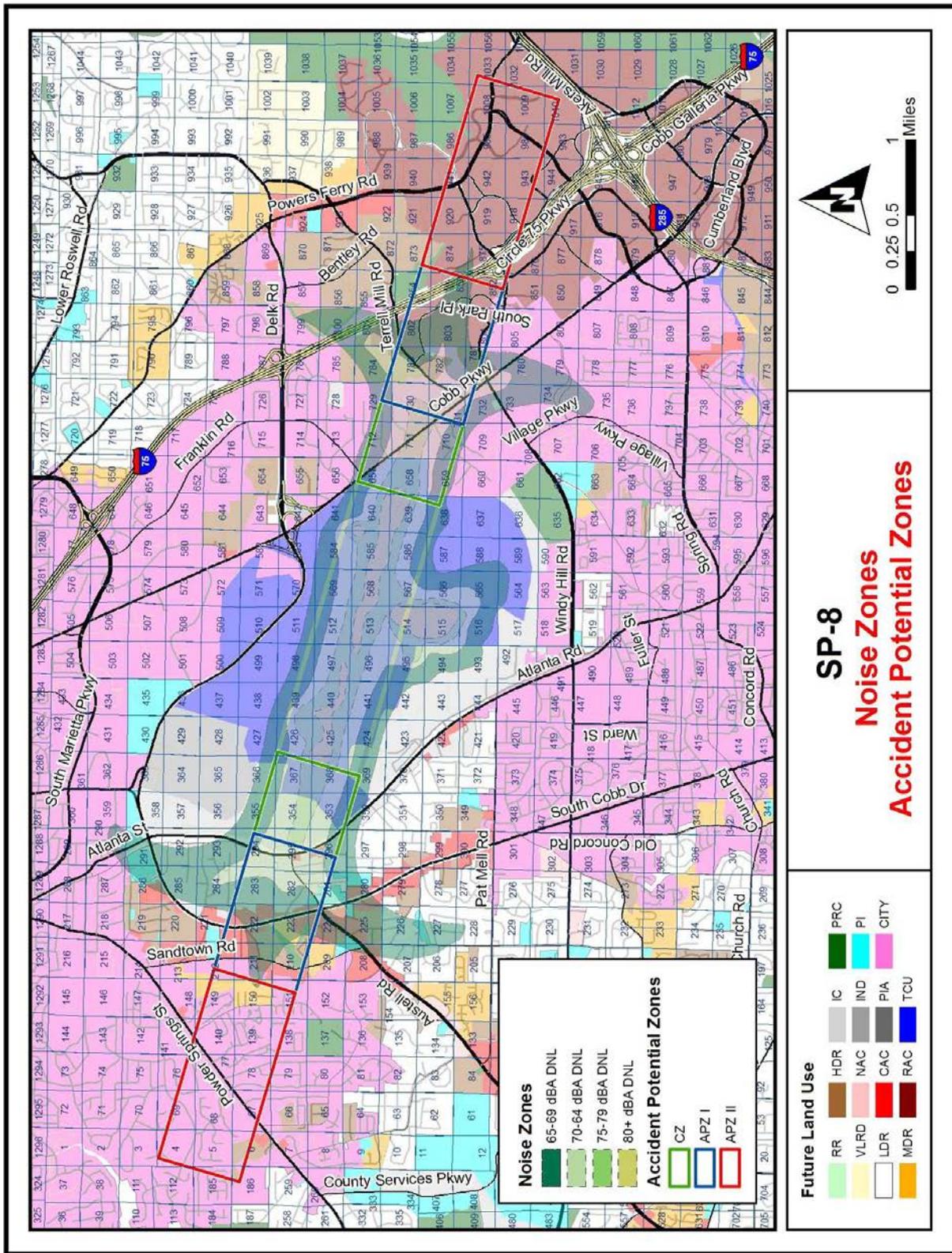
Not applicable

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

Not applicable



## SP - 8

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**COMMISSIONER DISTRICT:** 1, 2, & 4

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Adding the Dobbins Airport Compatible Use Zone to the Appendix

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

In October 2011, the United States Air Force completed the Air Installation Compatible Use Zone (AICUZ) Study at Dobbins Air Reserve Base (Dobbins ARB). This effort was an update of the 1998 AICUZ study and was initiated because of the following: changes in aircraft operations; implementation of the 2005 Base Realignment and Closure actions; and modifications to software-modeling program. The 2011 study reevaluated aircraft noise and accident potential related to the operations of the US Air Force operations. This study is a tool for local communities to protect public safety and health of the community while preserving the operational capabilities of Dobbins ARB.

The approaches to the Dobbins ARB runways are divided into three sections, the Clear Zone, Accident Potential Zone I, and Accident Potential Zone II. In addition, a number of noise impact contours have been delineated that indicate impact of aircraft noise of local residents and businesses. The report contains recommendations for the local communities (Marietta and Cobb County) to consider when making land use decisions around the installation.

The Clear Zone is the area closest to the runway end and is 3,000 feet by 3,000 feet. This is considered the area with the highest accident potential where little to no activity is recommended to protect the health and safety of public. The Accident Potential Zone I is an area 3,000 feet by 5,000 feet extending from the end of the Clear Zone. APZ II is an area 3,000 feet by 7,000 feet extending from the end of APZ I. APZ I and II are not areas that warrant acquisition by the USAF, but they do recommend land use controls as a means to protect the public.

The Clear Zone on the western approach to Dobbins ARB is 98% within the control of the federal government and is considered part of the installation. The Clear Zone on the eastern approach is primarily within the jurisdictional limits of the City of Marietta. The four APZ areas traverse between the jurisdictional limits of Marietta and Cobb County, as such, the city and county have worked together to draft similar zoning code and land use controls for the Board of Commissioners and Marietta City Council to consider.

#### **Definitions:**

Not applicable

**Planning History:**

Cobb County and the City of Marietta have worked with the military leaders at Dobbins Air Reserve Base for AICUZ studies in 1983, 1998 and 2011.

**ANALYSIS:**

The addition of the Dobbins Airport Compatible Use Zone map to the Comprehensive Plan will assist elected officials, appointed officials, and staff in Cobb County and the City of Marietta by taking into account the needs of Dobbins ARB in land use and transportation decision making. Dobbins ARB and Lockheed Martin are two major employers in Marietta that are linked together. They have been a major component of the county's and region's economy and daily life since 1941. Cobb County grew and prospered, for a large part, because of these two major employers. Since the 1980's, Cobb County has diversified its economy, due to growth in the Cumberland and Town Center Areas, which concentrate in professional services and technology, but the aeronautics sector continues to be a strong specialization that assist in driving new private investment in the community.

**1.) Applicable Goals from the Comp. Plan:**

- a.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

**2.) Applicable Policies from the Comp. Plan:**

- a.) Work with various organizations to market Cobb County's strengths and its quality of life, in order to attract new businesses and retain existing businesses.
- b.) Support the growth of target industries.
- c.) Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.

**3.) Consistency with existing Corridor Studies and Other Plans:**

A portion of the Dobbins Airport Compatible Use Zone covers areas studied as part of Blueprint Cumberland I and II and the Powers Ferry Master Plan.

**4.) Adherence to Nodal Development Pattern:**

Not applicable

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

Not applicable

## SP - 9

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**COMMISSIONER DISTRICT:** 1, 2, 3 & 4

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Cobb County

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### **BACKGROUND:**

#### **Intent of Proposed Amendment:**

The intent of this proposal is to add language to the 2030 Comprehensive Plan that explains the annual update process and how the plan update is linked to the overall growth management strategy for the county.

#### **Definitions:**

The 2030 Comprehensive Plan, comprising of the Community Assessment, Public Participation Program, and Community Agenda, lays out a road map for the community's future. The plan was developed through a public process involving community leaders, residents and businesses, and stakeholders working with staff to create policies and recommendations for the future of the community. The Community Agenda is the main policy component of the Comprehensive Plan and includes the community vision, key issues and opportunities to be addressed, and an implementation program for achieving that vision.

#### **Planning History:**

The Cobb County Comprehensive Plan has gone through multiple revisions over the decades. Many of the growth management strategy ideas came from the 1990 plan document. In 2007, Cobb County was required, by state rules changes, to alter the format and flow of our Comprehensive Plan, migrating from a plan with various "Elements" (Land Use, Transportation, Economic Development, Water, etc.) discussed independently to one that addresses issues across disciplines. This change was supposed to assist in addressing issues and remove internal silos in many local governments between Departments, but resulted in less of a focus on the true reasons behind many of the issues facing local communities. Since 1990, Cobb County has been conducting annual minor updates called the Comprehensive Plan Amendment process to ensure that Cobb's vision remains bright through changing and evolving growth in all aspects of a thriving community.

### **ANALYSIS:**

The Community Agenda is the compass that points Cobb County towards its preferred future. It is a policy document that assists decision-making and administrative actions in an effort to guide Cobb County towards the community's preferred future. Due to changing conditions in the community, the Community Agenda should be updated on at least an annual basis. There are a total of three update processes that Cobb County undertakes: the 10- year update, which is creating a brand new Comprehensive Plan; the 5 year update, which includes revising the implementation program portion of the existing Comprehensive Plan; and the annual update, which includes minor adjustments to the future land use map and text portions of the existing Comprehensive Plan, without impacting the overall findings and foundation of the plan document.

The proposed text addition below is expected to provide elected and appointed officials, businesses, land owners, residents and staff a clearer explanation of the annual update process to assist in removing any misunderstanding of the many revisions that need to be made to the County's Comprehensive Plan.

**TEXT AMENDMENT:**

The following is the proposed text addition for Page 2 of the 2030 Cobb County Comprehensive Plan:

The Cobb County 2030 Comprehensive Plan: Mapping Cobb's Future herein called the Community Agenda is the main policy document linking property rights, infrastructure needs, and service needs into a concise growth management strategy and has been adopted by the Planning Commission and Board of Commissioners for the residents, businesses, and stakeholders in Cobb County. The Cobb County 2030 Comprehensive Plan: Mapping Cobb's Future is amended from time to time via a minor yearly update process called the Comprehensive Plan Amendments. The Comprehensive Plan Amendments are presented to the Planning Commission and Board of Commissioners in January of each calendar year for consideration. After the Board of Commissioners adopts the minor amendments, the revised Comprehensive Plan is transmitted, through the process outlined by the Department of Community Affairs, for review, concurrence, and adoption. The Community Development Agency receives a confirmation letter through the appropriate authority designated by the State that the amendments are minor and the revised Comprehensive Plan is accepted.

**1.) Applicable Goals from the Comp. Plan:**

- a.) In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.

**2.) Applicable Policies from the Comp. Plan:**

- a.) 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 ability to promote quality-of-life and attract additional employment opportunities.
- b.) Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

**3.) Consistency with existing Corridor Studies and Other Plans:**

The incorporation of the previous text amendment into the Comprehensive Plan ensures consistency in goals and policies that help direct future efforts and investments.

**4.) Adherence to Nodal Development Pattern:**

Not applicable

**5.) Consistency with Revitalization Goals:**

Not applicable

**6.) Environment Impact:**

Not applicable