

ATLANTA ROAD CORRIDOR STUDY

"Marietta to the Chattahoochee River"

Prepared for the
Cobb County Board of Commissioners

by the
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in cooperation with the

Cobb County Department of Transportation
and
City of Marietta Department of Community Development
and
City of Smyrna City Manager's Office
and
Dobbins Air Force Reserve Base Planning Office

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TABLE OF CONTENTS

SECTION I: FRAMEWORK

Chapter One: Executive Summary	
Overview: Report Contents	2
Background	3
Study Area	3
Geography	3
Study Participants	4
Project Funding	4
Overview: Project Findings	6
Summary of Recommendations	8
<i>Cobb County Future Land Use Map</i>	
<i>Cobb County Official Zoning Map</i>	
<i>Transportation Improvements</i>	
Overview: Corridor Revitalization Concept	9
Chapter Two: History of Atlanta Road's Development	
Prehistoric Times Till the Civil War	10
Late Nineteenth Century	10
Early Twentieth Century Suburbanization	10
The Twentieth Century's Second Half	11
Current Trends	12
<i>Availability of Developable Land</i>	12
<i>Success of Cumberland-Vinings Area</i>	12
<i>Changes in Merchandizing</i>	13
<i>Land Value Gradients</i>	13

SECTION II: ANALYSIS OF EXISTING CONDITIONS

Chapter Three: Transportation Elements	
Atlanta Road and Adjacent Streets	16
Planned and Proposed Road Improvements	18
Public Transportation	24
Pedestrian Routes and Bikeways	24
Chapter Four: Land Use Elements	
Analysis by Planning Area	25
Land Use Characteristics	
Structural Conditions	
Land Use Plan	
Zoning Districts	
Market Conditions	
West Dixie Neighborhood	25
Fair Oaks Neighborhood	26

Belmont Hills Neighborhood	27
Downtown Smyrna	28
Paces Ferry-West Neighborhood	29
Gilmore Neighborhood	29
Log Cabin Neighborhood	30
Woodlawn (Chattahoochee Industrial District)	31
Impact of Dobbins Air Force Reserve Base	32

Chapter Five: Socio-economic Characteristics

Demographic Trends	45
Housing Trends	45

Chapter Six: Cultural Resources

Public Facilities	
Schools	53
Libraries	53
Local Government Services	53
Fire Stations	53
U. S. Post Offices	53
Parks & Recreation Centers	54
Hospitals	54
Cemeteries	54
Archaeology and History	
Historic Buildings and Sites	54
Archaeological Sites	55

SECTION III: CORRIDOR REVITALIZATION PROGRAM

Chapter Seven: Corridor Development Plan

Planning Criteria	62
Future Development Concept	
Proposed Land Use Changes	
Proposed Zoning Changes	
Proposed Transportation Improvements	
Other Public Improvements	
West Dixie Neighborhood	62
Fair Oaks Neighborhood	63
Belmont Hills Neighborhood	65
Downtown Smyrna	65
Paces Ferry-West Neighborhood	65
Gilmore Neighborhood	66
Log Cabin Neighborhood	67
Woodlawn (Chattahoochee Industrial District)	68

Chapter Eight: Urban Design Concept

Background

Visual Analysis: Attributes and Deficiencies

Fair Oaks Neighborhood	73
Paces Ferry-West Neighborhood	75
Gilmore Neighborhood	76
Log Cabin Neighborhood	77
Woodlawn (Chattahoochee Industrial District)	77
Environmental Concepts	
Fair Oaks Neighborhood	78
Paces Ferry-West Neighborhood	65
Gilmore Neighborhood	66
Log Cabin Neighborhood	67
Woodlawn (Chattahoochee Industrial District)	76
Gilmore Neighborhood Urban Design Plan	78

Chapter Nine: Economic Development Plan

Chapter Ten: Implementation Strategy

LIST OF MAPS AND TABLES

1.1	Atlanta Road Corridor	9
3.1a	Traffic Counting Stations (northern section)	19
3.1b	Traffic Counting Stations (central section)	20
3.1c	Traffic Counting Stations (southern section)	21
3.2	Planned and Proposed Road Improvements	22
3.3	Table: Traffic Counts	23
4.1	Existing Land Use - Marietta Section (color print)	33
4.2	Existing Land Use - Northern Section (color print)	34
4.3	Existing Land Use - Smyrna Section (color print)	35
4.4	Existing Land Use - Southern Section (color print)	36
4.5	Land Parcels Over Three Acres - Northern Section	37
4.6	Land Parcels Over Three Acres - Southern Section	38
4.7	Analysis of Redevelopment Potential - Southern Section (color print)	39
4.8	Current Zoning - Northern Section	40
4.9	Current Zoning - Southern Section	41
4.10	Dobbins AFRB - Noise Contour Map	42
4.11	Dobbins AFRB - AICUZ Map	43
4.12	Property Value Comparison	44
5.1a	Census Tracts (1980)	46
5.1b	Census Tracts (1990)	47
5.1c	Census tracts (2000)	48
5.2	Table: Demographic Characteristics	49
5.3	Table: Ethnic Characteristics	50
5.4	Table: Housing Characteristics	51
5.5	Table: Apartment Characteristics	52
6.1	Table: Archaeological Sites Near Atlanta Road	53
6.2	Historic Sites In Atlanta Road Corridor	58
6.3	Archaeological Sites In Atlanta Road Corridor	59
7.1	Detail of the Air Installation Compatible Use Zone - Dobbins AFRB	63
7.2	Land Use Compatibility Chart	64
7.3	Proposed Public Improvements in Fair Oaks Neighborhood	71
7.4	Proposed Public Improvements in Paces Ferry-West Neighborhood	72
7.5	Gilmore Neighborhood Urban Design Plan	73
7.6	Proposed Public Improvements in Gilmore Neighborhood	73
7.7	Proposed Public Improvements in Log Cabin Neighborhood	74
7.8	Proposed Public Improvements in the Woodlawn Area	75

SECTION I:
FRAMEWORK

**Chapter One:
Executive Summary**

**The Atlanta Road Corridor Study
REPORT CONTENTS**

- A Comprehensive Survey and Analysis of Existing Conditions Along the Entire Corridor...including Land Use, Zoning Classifications, Structural Conditions, Demographic/Housing Characteristics, and Cultural Resources.
- A Survey of Parcels Which Are Undeveloped, Vacant, or For Sale, and Buildings Which Are Either Abandoned, Dilapidated or Deteriorated.
- Identification of Commercial Areas Which Are Economically Depressed.
- Identification of Residential and Commercial Areas Which Are In Transition.
- Recommendation of Changes to be Made in the Future Land Use Plan and Official Zoning Map to Accommodate Evolving Economic Conditions In Southeastern Cobb County.
- Recommendation of Public Policies to Stabilize Residential Areas and Encourage Housing Construction in the Atlanta Road Corridor.
- Recommendation of Public Policies to Revitalize Depressed Commercial Areas in the Atlanta Road Corridor.
- Recommendation of Urban Design Concepts for Sections of the Corridor Which Will Experience Significant Development Pressures.

Overview: Report Contents

Background

In the past two years, there have been stark changes in the area of Cobb County immediately north and south of the intersection of Atlanta Road and Interstate 285. Not only is the Cobb County Department of Transportation carrying out a major road widening-improvement program, but the private sector is initiating several projects. Parcels that have been vacant or obsolescent for decades are suddenly being purchased and redeveloped.

In March, 1995 the Cobb County Commissioners and several county officials toured the Atlanta Road-Vinings-Cumberland Area. The Commissioners observed that (1) the Cumberland-Vinings Regional Activity Center was continuing to prosper and expand, (2) a dramatic shift in land development trends was occurring along the southern portions of Atlanta Road, which was not anticipated by the 1990 Cobb County Comprehensive Plan, and (3) in contrast, several neighborhoods along the northern end of the corridor appeared to be economically depressed. The Cobb County Board of Commissioners then directed the Department of Community Development's Planning Division to study the Atlanta Road Corridor for possible amendments to the Comprehensive Plan, and to identify policies and programs which would encourage the economic development of the northern portion of the corridor.

The Study Area

The Atlanta Road Corridor, for the purpose of this study, was defined as the neighborhoods and commercial areas directly served by Atlanta Road from the SR 120 Loop in Marietta, southward through Smyrna; across the I-285 Perimeter Freeway to the Chattahoochee River. The width of the study area varies considerably along its length, but averages about a mile, and is approximately ten miles long. (*See Map 1.1 for a graphic description of the study area*)

Geography

Both the original Muskogee Indian trading path (*The Peachtree Trail*) and the Western & Atlantic Railway followed ridgelines leading northward from the river. Thus, terrain through much of the corridor is moderate except on the slopes leading down to the Chattahoochee. Both vegetation and surface streams have been highly altered by urbanization. The singular exception is a large natural stand of mature hardwoods on either side of Gilmore Road. Many neighborhoods are 75 to 90 years old

however, so planted vegetation is now reaching maturity along much of the corridor.

Study Participants

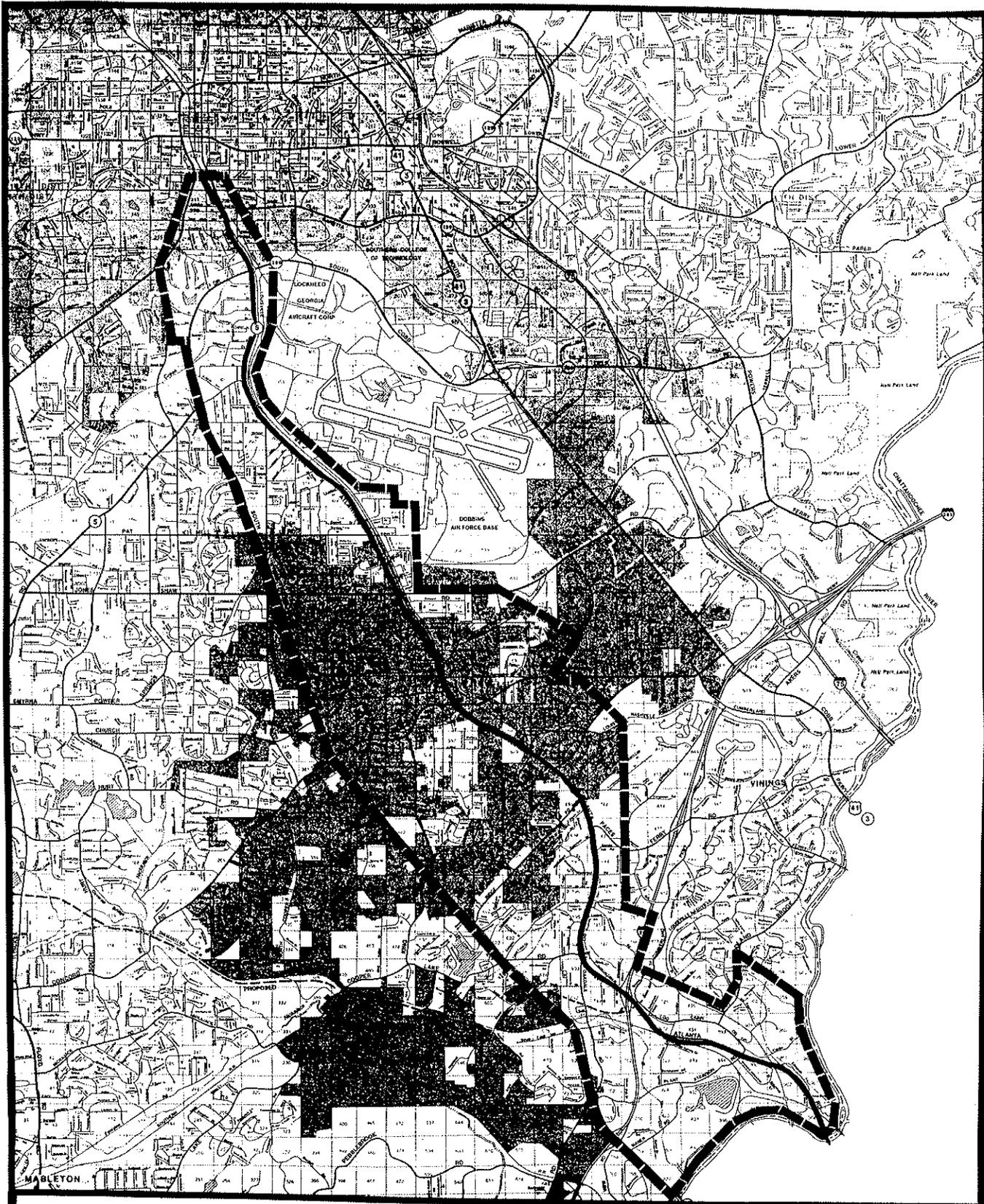
This study was produced by the Cobb County Department of Community Development's Planning Division. At the initiation of the project, an Advisory Committee was formed composed of representatives of the Cobb Department of Community Development's Planning Division, the Cobb Department of Transportation, the Cobb County Economic Director's Office, Dobbins Air Force Reserve Base's Planning Office, the Marietta Department of Community Development and the City Manager's Office of Smyrna.

The cities of Marietta and Smyrna contributed substantially to this study in form of land use data and information concerning their respective plans, programs and policies. The Cobb County Department of Transportation provided plans and data related to current/projected traffic volumes and proposed transportation improvements. Don Beaver, Economic Development Director for Cobb County provided an interface with private and public development projects which might affect the Corridor. The Dobbins AFRB planning office related the concerns of the USAF concerning land use changes near the runways and provided the study team with the latest comprehensive planning information and AICUZ* studies for surrounding neighborhoods.

**Air Installation Compatible Use Zones*

Project Funding

Funding for this Project was paid entirely from Local Revenue sources within the FY 1995 Operating Budget of Cobb County Department of Community Development.



MAP 1.1
MAP OF ATLANTA ROAD CORRIDOR



ATLANTA ROAD CORRIDOR STUDY

Cobb County Dept. of Community Development
 Planning Division



Overview: Summary of Findings

Existing Land Use Patterns

- The Atlanta Road Corridor contains a rich mixture of economic activities and buildings, while newer areas of Cobb tend to be more homogenous.
- South Atlanta Road is one of the most strategic potential development locations in the Atlanta Area because of its large reserve of available land adjacent to I-285 and the Cumberland-Vinings Area.
- The central segment of South Atlanta Road is an excellent location for upscale housing because its convenience to shopping and mature tree canopy.
- Much of the current land use patterns near Atlanta Road are obsolescent because either:
 1. The first neighborhoods evolved during a period when the electric transit line was the primary mode of transportation.
 2. Early neighborhood shops were built very close to Atlanta Road when much of Cobb County was semi-rural.
 3. Commercial districts, which developed in the Fifties and Sixties were automobile oriented, but have been eclipsed by more modern facilities adjacent to the interstate system.
 4. There is little demand for industrial land within the Central Atlanta Area, so several parcels in the Chattahoochee Industrial District are vacant or under-utilized.
 5. The noise and crash hazard created by Dobbins AFRB are not compatible with certain categories of land uses.

Neighborhoods

- Individual dilapidated structures tend to give a negative impression for entire neighborhoods, when in fact, there are well-maintained structures nearby.
- In the neighborhoods north of Smyrna there is a general lack of sidewalks and street trees along major roads, which makes road frontages generally inhospitable to pedestrians.
- Up until the late 1960's, these neighborhoods had strong identities, but now they have become more anonymous as the original homeowners finish their life-cycles.

- The future of West Dixie Neighborhood is linked to the success of the Marietta Convention Center.
- Fair Oaks Neighborhood appears to be declining in physical appearance and economic vitality. Its future would be positively affected by the widening and improvement of Atlanta Road.
- Belmont Hills is experiencing a dramatic influx of Latin Americans, who are replacing longtime residents near the end of their life span.
- Downtown Smyrna has a more positive image, thanks to the new government complex. However, many older commercial buildings are poorly maintained or vacant. Much of the new economic activity is being driven by the Latin American community.
- Paces Ferry-West Neighborhood has experienced several recent positive developments, but still contains some deteriorated commercial buildings. New residential developments figure prominently in its future.
- Gilmore Neighborhood has high levels of vacancy, but appears poised to experience major changes. Completion of Phase V of the East-West Connector will radically change its economic role.
- The Atlanta Road frontage in Log Cabin Neighborhood is changing almost daily. Away from Atlanta Road and Log Cabin Road, the affluent residential areas are likely to remain stable, or appreciate in value.
- Woodlawn (the Chattahoochee Industrial District) contains heavy industries, but all the newer developments are industrial compatible activities such as warehouses, office parks and retail outlets.

Transportation Elements

- The Atlanta Road Improvement and Widening Program will increase the carrying capacity of the corridor as a whole, and make it an alternative north-south route to South Cobb Drive and U.S. 41.
- For the first time, many sections of Atlanta Road will have sidewalks, thus making the street a more desirable location for residential developments.
- Phase V of the East-West Connector will cross the Gilmore Neighborhood and continue on the Cumberland Parkway. This will greatly increase the accessibility of development sites along the southern end of the Atlanta Road Corridor.

- The Cobb DOT is designing several other pedestrian and bikeway improvements along arteries feeding into Atlanta Road and South Cobb Drive.
- At the present time there appears to be insufficient potential patronage to initiate either shuttle bus service or light rail along the Atlanta Road Corridor to Cumberland-Vinings. However, the Georgia DOT has proposed initiating heavy passenger rail service along the CSX right-of-way some time in the next fifteen years.

Summary of Report Recommendations

Changes to Future Land Use Plan and Official Zoning Map

PLANNING AREA	LAND USE	ZONING
1. West Dixie	N.A.	N.A.
2. Fair Oaks	Maintain IC	Rezone to LI and/or OS
3. Belmont Hills	N.A.	N.A.
4. Downtown Smyrna	N.A.	N.A.
5. West Paces Ferry	Change LDR to MDR along Atlanta Rd.	Rezone frontage along Atlanta Road to RA-4 or RA-6, as requested
6. Gilmore	Extend RAC through Gilmore	Rezone commercial corridor to PVC
7. Log Cabin	Extend RAC to I-285 intersection; change Atlanta Road frontage to CAC; residential interior to MDR	Rezone I-285 interchange to UVC
8. Woodlawn	Change IC to MDR on north side of road; change I to IC along south side of Atlanta Road.	Rezone tract north of Cobb Treatment Plant to LI, OS or VLDR; rezone Atlanta Rd. frontage to LI

Transportation Improvements

1. West Dixie	Construct 4-lane connection between Powder Springs Rd. and South Cobb Drive
2. Fair Oaks	Widen Austell Rd.; Close obsolete interior streets
3. Belmont Hills	Close substandard width streets connecting residential districts with the commercial strip on South Cobb Dr.
6. Gilmore	Construct East-West Connector, Phase V, Close obsolete and abandoned interior streets; realign dangerous intersections
7. Log Cabin	Close obsolete and abandoned interior streets; realign dangerous intersections
8. Woodlawn	Close obsolete and abandoned interior streets

Overview: Atlanta Road Corridor Revitalization Concept

- Transportation improvements will be the primary stimulus for economic revitalization and redevelopment of blighted parcels.
- Conventional land use regulations such as the Future Land Use Plan and the Official Zoning Ordinance will be the primary tools for implementing recommended development patterns.
- Streetscape improvements will be implemented during the road construction process, by voluntary plantings of trees by civic groups and property owners, and by voluntary stipulations attached to site plan and zoning approvals.
- Implementation of urban design concepts will be by voluntary stipulations attached to site plan and zoning approvals.

Specific Concepts

- The marketing appeal of the northern half of the corridor will be greatly enhanced by a streetscape improvement program consisting of:
 1. Atlanta Road widening and improvement
 2. Sidewalks along Atlanta Road, South Cobb Drive and major roads.
 3. Street trees
 4. Bikeways and linear open space systems along streams
 5. Limitation of commercial encroachment into residential areas.
 6. Reduction in the number of curb cuts and elimination of unrestricted access to Atlanta Road from parking lots.
 7. Either rehabilitation or demolition of dilapidated structures.
- It is recommended that neighborhood entrance signs be installed for West Dixie, Fair Oaks, Belmont Hills, Paces Ferry - West, Gilmore and Log Cabin Neighborhoods. It is anticipated that more visible neighborhood identities will encourage neighborhood pride.
- In the Paces Ferry - West Neighborhood, building heights, setbacks and parking lot sizes will be limited to encourage a "village-like" residential scale to the area. It is anticipated that maintaining this intimacy will stabilize the residential sections of the neighborhood, and attract further residential developments.
- An "Urban Village" District is proposed for the revitalization theme for the Gilmore Neighborhood. It would be an extension of the Cumberland-Vinings Regional Activity Center, and addition to appropriate commercial activities would offer a broad range of housing and recreational options suitable for children, young adults, families and senior citizens.

- Because of its strategic location, the "urban village" would be able to draw from a larger market area than north-central Atlanta (Buckhead). Counties in its primary catchment area, served by I-285 North, I-75 and I-575, include Cobb, North Fulton, Paulding, Douglas, Cherokee, Bartow, Gordon, Pickens, Polk, Floyd, and Forsyth.
- As new developments occur, the character of Gilmore Neighborhood will evolve into an urbane location similar to Vinings or Peachtree Road-Buckhead.
- The intersection of Atlanta Road and I-285 is a prime location for Planned Commercial Developments. Mid and high rise offices and apartments would be appropriate here. The character of this area when fully developed would be similar to the intersection of US 41 and I-285.

Chapter Two: History of Atlanta Road's Development

Prehistoric Times

The original Atlanta Road was a trading path that ran from the Muskogee Indian town of Standing Peachtree located where Peachtree Creek flows into the Chattahoochee; past Kennesaw Mountain and then northward to the Cherokee Indian settlement of Ross's Landing on the Tennessee (now downtown Chattanooga). In 1845, civil engineers of the Western & Atlantic Railroad chose a route that roughly paralleled the Peachtree Trail, but at several locations had to take more circuitous routes to avoid steep grades or ravines.

The horse trail quickly evolved into a dirt road that, in many locations, had shifted closer to the new rail right-of-way. It was Cobb's principal thoroughfare, maintained by a roadwork tax levied on all able-bodied freeman. At the time of the Civil War the wagon road took a winding path from DeFours Ferry through the crossroads at Smyrna Methodist Campground to Marietta, then ran almost adjacent to the rails through much of the County. For the remainder of the Nineteenth Century, Atlanta Road functioned primarily as a farm to market road. The railroad was the most convenient way for passengers and freight to travel to Atlanta or Chattanooga.

Late Nineteenth Century

Up until the early 1900's, southern Cobb County was rural and agricultural. The construction of the Atlanta-Marietta Interurban (electric) Railway in 1905 (*roughly paralleling Atlanta Road*) had started a development process which rapidly changed the character of the Atlanta Road Corridor. Most early twentieth century American cities reeked of the smell of creosote from thousands of steam locomotives, factory boilers and home furnaces burning coal. Atlanta's more affluent neighborhoods tended to grow northward during this era because prevailing winds blew coal smoke southward.

Early Twentieth Century Suburbanization

The Interurban initially had been conceived as a revolutionary form of transportation...fast electric light-rail cars connected sooty Atlanta with the pristine resort of Marietta through a separate dedicated right-of-way in the rural countryside. Atlantans quickly realized though that they could purchase an inexpensive tract in the countryside along the route and have an even shorter commuting trip while enjoying the fresh air of

Cobb. Neighborhood shops, subdivisions and services soon clustered around trolley stops.

The State of Georgia, helped by Federal subsidies, began paving major highways in Cobb during the early 1920's. Atlanta Road (the Dixie Highway) was one of the first paved roads. More subdivisions, particularly around Smyrna, followed. In 1940 Cobb County's government purchased 600 acres south of Marietta on Atlanta Road to build an airport named Rickenbacker Field, intending to compete with Atlanta's field near College Park.

The heyday and swansong of the Atlanta Interurban Line occurred during World War II. At its peak of operation, over 30,000 industrial workers were employed by defense industries in Cobb County...mostly at the Bell Bomber plant. There were only a little over 38,000 persons in the whole county. The light-rail line was extended into the plant to facilitate commuting from around the Atlanta area. Due to gasoline rationing, a location in the Atlanta Road Corridor was highly desirable.

The Twentieth Century's Second Half

Cobb County experienced a local recession shortly after World War II, but eventually entered an almost continuous period of growth. The Atlanta Road Corridor really never bounced back, except in the vicinity of Smyrna. The Bell Bomber Plant was closed in 1945. The Atlanta transit system was persuaded to switch over to diesel buses by manufacturers anxious to utilize wartime assembly-line capacities. Post-war housing construction concentrated in DeKalb, and South Fulton counties.

The first big break for Cobb was the activation of Dobbins Air Force Base for the Korean War and in 1951, the re-opening of the plant under Lockheed's management. About the same time, construction began on the U.S. 41 expressway, which was to become the new Dixie Highway. Atlanta Road soon became a secondary artery through a stable, mature residential district. Several trolley car stations remained along the Atlanta Interurban right-of-way. Atlanta Road was not a principal commuter route; It fed into Marietta Street in Atlanta, which struggled through the congestion of an aging industrial district and blighted housing. In contrast, U.S. 41 by-passed most urban development and connected with Northside Drive, which served Atlanta's most prestigious neighborhood.

In the subsequent forty years, Cobb County as a whole boomed, while many sections of the Atlanta Road Corridor languished. Construction of the I-285 Perimeter Expressway in the late Sixties and completion of I-75 in the Seventies opened up much of Cobb County to development. It was no longer necessary to drive through an aging industrial district to reach the residential and commercial portions of Atlanta Road, yet very little development occurred along Atlanta Road in the Seventies, Eighties and early Nineties. Even though the Atlanta Road Corridor was the first unincorporated area of Cobb to suburbanize (c.1900), there are still numerous, and in some cases, large tracts of vacant land accessible from the thoroughfare. (See Map 4.7, *Analysis of Redevelopment Potential*)

Current Trends

There has been a surge of real estate activity along the southern third of the corridor in 1994 and 1995. The most obvious incentive for this economic change is the widening and realignments of the road right-of-way. These road improvements would have been non-effectual however, had not the dynamics of the marketplace created a demand for such changes. Of course, the overall driving economic engine is the general prosperity of the Atlanta Area. Currently, the Atlanta Area's population has one of the fastest growth rates, if not the fastest, of all metropolitan areas in the United States. Other factors creating a demand for Atlanta Road real estate include:

Availability of Vacant Land - The "frontier" edge of residential growth has now passed into northwest Cobb and southern Cherokee County. Commercial projects are now extending urbanization north of Town Center Mall on I-575. Intensive commercial development of U. S. 41 has converted it from a rural expressway into a congested suburban artery. Land prices and redevelopment costs are high, while travel times continue to be increased by congestion. In contrast, there are several large tracts of raw land on the southern end of the Atlanta Road Corridor which are from thirty to forty-five minutes closer to Downtown Atlanta than the outlying development zones during rush-hour.

Success of Cumberland-Vinings Area - Cobb's "Platinum Triangle" continues to prosper. Although Atlanta's overbuilt office market has curtailed construction of speculative high rise offices in this Regional Activity Center, the first phase of the Home Depot Corporate Tower is under construction and

numerous "depot" type retailers have gone into the area in the last two years. After several years dormancy, several medium and high density residential projects have either been announced or begun expansion into another development stage. The general direction of development is toward Atlanta Road.

Changes in Merchandizing: There has been a significant change in the philosophy of suburban merchandizing during the last ten years. Few new enclosed malls are being built. Instead, combined warehouse-retail facilities and mega-specialty stores (*depots*) are going up around the Metro Atlanta Area in modified strip malls. The marketing experience so far has been that these stores do best when clustered in districts near conventional enclosed malls. Most of these mega-stores have located in the southwest section of the Cumberland-Vinings Area or on Atlanta Road itself, between the I-285 Perimeter and the Chattahoochee River. The proximity to I-285 of commercial tracts on the southern end of the Atlanta Road Corridor make them prime locations for mega-specialty stores serving the north Metro area.

Land Value Gradients: Traditional real estate theories originating in the 1920's held that unit land costs decreased outward from the "downtown" of a metropolitan city. As soon as Atlanta's expressway system began developing in the late 1950's, the concentric circles quickly became skewed to the north. By the early seventies land value gradients for the Atlanta Area resembled an aerial photograph of volcanic islands. The most valuable suburban land tended to be concentrated near freeway interchanges on the northside. However, the I-285 and Atlanta Road interchange did not have the perceived utility of exchanges to the east. (*See Table 4.2*)

In the nineties, stark differences have appeared between land values on Atlanta Road and commercial tracts twenty or more miles to the north on I-75 and I-575. The market is now responding positively to this strange anomaly where Atlanta Road "freeway interchange land" (*five minutes from Cumberland Mall*) remains in an underdeveloped or raw state while office buildings are being constructed thirty miles northward.

SECTION II:
EXISTING CONDITIONS



Chapter Three: Transportation Elements

Atlanta Road and Adjacent Streets

Obviously, the Atlanta Road Corridor is defined by this major transportation artery that runs through its length. The character and traffic capacity of the thoroughfare varies considerably throughout its path from Marietta to the Chattahoochee River. These will be described in segments. See Map 3.1a-c, "Traffic Counts on Atlanta Road," for locations of survey points.

Marietta, SR 120 Loop south to South Cobb Drive: This is the least efficient section of the road. When the 120 Loop was built, the portion of Atlanta Road adjacent to the Confederate Cemetery was closed. Currently the primary roadway switches from the east to the west side of the CSX rail right-of-way at its intersection with Dixie Avenue. This segment contains two traffic lanes and one turning lane. The old two lane Atlanta Road continues on the west side of the tracks as "Atlanta Street", then is bent into Powder Springs Street. From the rail crossing south to the South Cobb Drive, Atlanta Road is primarily two lanes, conforming to the road's historic right-of-way. The right-of-way broadens to four lanes at the interchange with South Cobb Drive, but the acceleration lanes are not to current standards for limited access highways.

Evaluation

1. *The six-way intersection of Atlanta Road, Atlanta Street, Dixie Avenue, and CSX Rail is confusing, hazardous and an obstacle to smooth traffic flow.*
2. *Two lane traffic flow discourages use of Atlanta Road as a thoroughfare into Downtown Marietta.*
3. *Traffic attempting to travel between I-75 and Powder Springs Street via South Cobb Drive must use relatively narrow residential streets as a linkage.*

Cobb County, South Cobb Drive south to Pat Mell Road: The two lane roadway runs parallel to the rail right-of-way, leaving few parcels large enough for development on the east frontage. The 1994 daily traffic count at Carruth Street was 15,953, while just south of Austell Road it was 14,306. Substantial lengths of the west side of the road are almost continuous parking lots with no curb cuts. Narrow residential streets frequently intersect with Atlanta Road. In general site distances are good, but there is one blind curve just north of Dunn Avenue. The roadway maneuvers a hill and a sharp curve simultaneously. Drivers traveling southward cannot see vehicles exiting Dunn Ave. until they are quite close to the intersection. The 1994 TIP (Major Street Improvements) calls for Atlanta Road to be improved to a four lane divided/five lane thoroughfare with an underpass serving the main entrance at Lockheed.

Evaluation

1. *Unrestricted access from driveways and parking lots along this segment is a constant traffic hazard and impediment to efficient traffic flow.*
2. *Two lane traffic flow restricts peak hour traffic capacity.*
3. *The inclined curve near Dunn Avenue restricts safe drive speeds and is a traffic hazard.*

Smyrna, Pat Mell Road south to Spring Road: Between Pat Mell and Cherokee Roads, Atlanta Road straightens and the general character of the streetscape changes to a more affluent appearance. South of Cherokee Road, much of Atlanta Road has been improved to either three, four or six lanes. Turning lanes have been installed at several major intersections. Just north of the intersection with Windy Hill Rd., the 1994 Daily Traffic Volume was 19,324, the highest along the entire corridor. Just south of the intersection with Windy Hill Road, the CFX Rail right-of-way veers off to the southeast, and continuous development of both sides of the road begins. In the Central Business District, curb cuts are restricted in order to control traffic entering from commercial establishments.

Evaluation

1. *The road design appears adequate for current needs within the Smyrna CBD. Some minor improvements might be necessary when road construction to the south is completed, allowing higher traffic volumes, to come into Smyrna.*
2. *In mixed-use or commercial areas outside the Smyrna CBD, restriction of curbcuts may become necessary.*

Smyrna & Cobb County, Spring Road south to Log Cabin Road: Until recently, the 1940's road cross-section still remained in this segment. However, the entire length is now under construction. It is being widened to a divided four or five/six lane roadway with turning lanes. The 1994 traffic count near the intersection with Campbell Drive (Campbell High School) was 18,902. South of Concord Road, the roadway begins to curve and change elevation more frequently. Numerous residential driveways enter the road on both sides, several at steep angles. At the intersection with Paces Ferry Road, (*the principal access to the Vinings Area*) there is currently almost constant traffic congestion during daytime hours. It is not known how much of this backup is due to the current road construction activities, but the traffic volume is certain to increase to and from the Vinings Area. Just south of the Paces Ferry Road intersection the 1994 traffic count was 11,505. This was the lowest traffic count anywhere along the corridor. It will undoubtedly increase when all improvements on Atlanta Road are completed in late 1995.

Evaluation

1. *The current roadway improvements will significantly increase the safety and carrying capacity of Atlanta Road along this section of the corridor.*
2. *Numerous private driveways entering the road from both sides will continue to be a traffic hazard.*

Cobb County, Log Cabin Road south to I-285: This section is also under construction. In order to provide a wider cross-section, the new Atlanta Road follows the old Atlanta Interurban right-of-way (Log Cabin Road). The new road's design includes turning lanes and medians. By relocating to the Log Cabin Road r.o.w., the new roadway avoids the numerous curbcuts and driveways typical of other sections of Atlanta Road. At Atlanta Road's intersection with I-285, the 1994 traffic count was 16,063. Again, this count should increase substantially after the roadway improvements are completed.

Evaluation

1. *The traffic volume capacity and general safety of this section of Atlanta Road is being drastically improved by the new construction.*

Cobb County, I-285 south to the Chattahoochee River: Road improvement construction is nearing completion on this section. The finished project will eliminate several traffic bottlenecks and hazards, and provide a cross-section capable of much higher traffic volumes.

Evaluation

1. *The traffic volume capacity and general safety of this section of Atlanta Road is being drastically improved by the new construction.*

Planned and Proposed Road Improvements

Atlanta Road Improvements, Final Phase: The remaining section of Atlanta Road, yet to be upgraded, runs between Spring Road in Smyrna and South Marietta Parkway in Marietta. As stated before, the 1994 TIP called for this section to be improved to a four lane divided or five lane thoroughfare. Site conditions will complicate a design solution to improvement of this section. As stated before, Atlanta Road currently crosses the CSX rail right-of-way on-grade, at Dixie Avenue. This awkward crossing is both a safety hazard and an impediment to smooth traffic flow. Many of the structures on the northern end of Atlanta Road were constructed along relatively shallow building setback lines. Widening of the existing roadway to the proposed standards will necessitate acquisition and demolition of several structures. Currently, the Cobb DOT plans for Atlanta Road to pass under the CSX right-of-way. Several alignment options for the northern segment of Atlanta Road are now being studied by the Cobb DOT.

Spring Road: This east-west thoroughfare is scheduled to be improved between Atlanta Road and Cobb Parkway. Construction will began later this year on a section running from US 41 to Argyle Elementary School, while the remainder will begin construction in mid-1996.

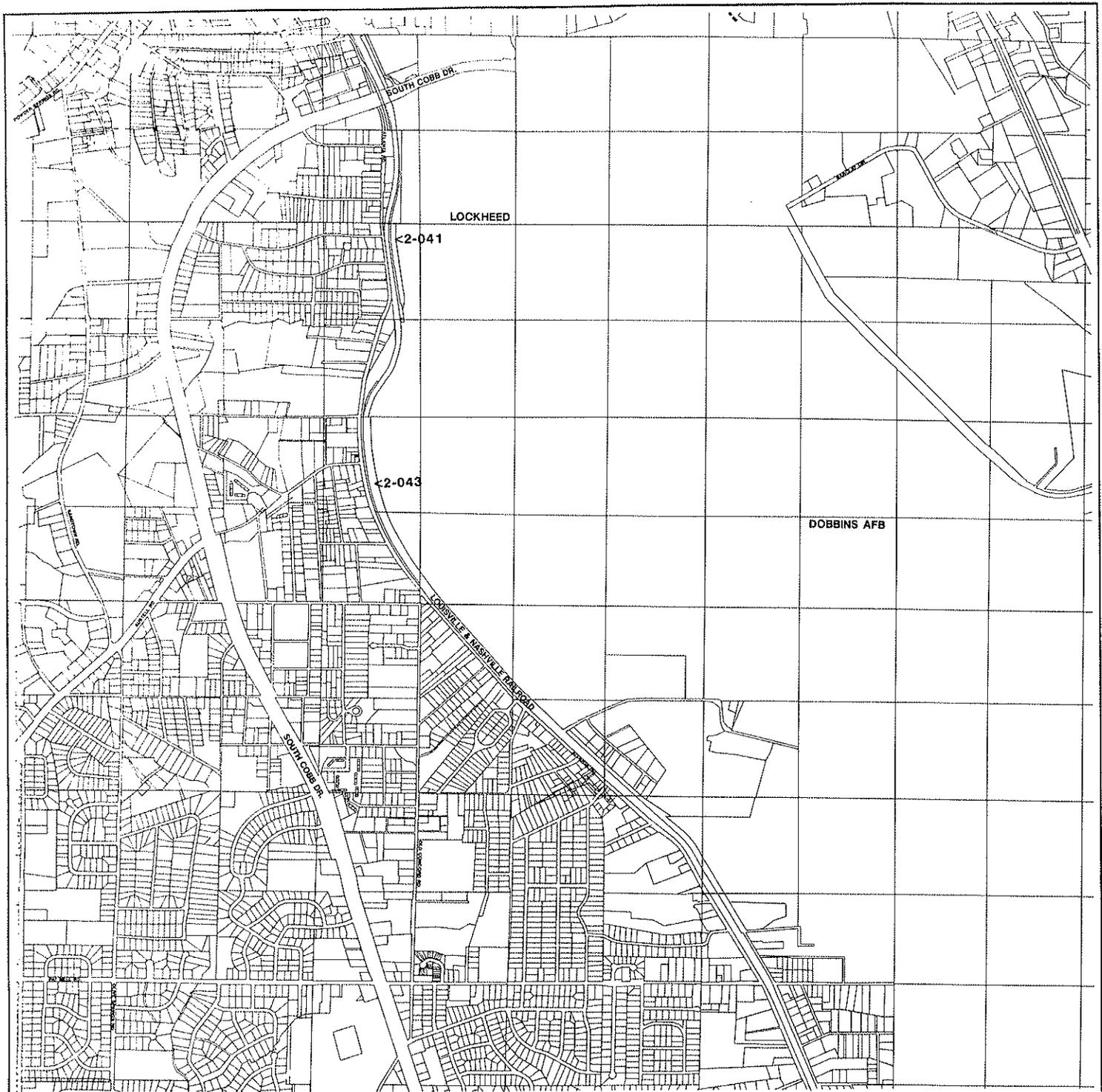
Concord Road and Young Street: from Hurt Road to Atlanta Road, are to be improved in the near future. Young Street will be a divided roadway on a new alignment which will intersect with Gilmore Road.

East-West Connector Phase V: A study is currently underway to determine the route from Phase IV's termination at South Cobb Drive to a point within the Vinings-Cumberland Area.

Paces-Ferry-I-285 Intersection: A study is currently underway concerning improvements to this intersection which will probably impact the Atlanta Road Corridor.

Probable Impact of Proposed Projects

The road projects currently under design study will make the section of the Atlanta Road Corridor, south of Smyrna, significantly more accessible and increase the volume of traffic crossing Atlanta Road from the West and East. This will probably result in a substantial increase in land use utility (and resultant land values.)



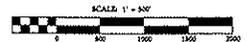
REFERENCE NUMBER	AVG. DAILY TRAFFIC COUNT
2-041	15,953
2-043	14,306

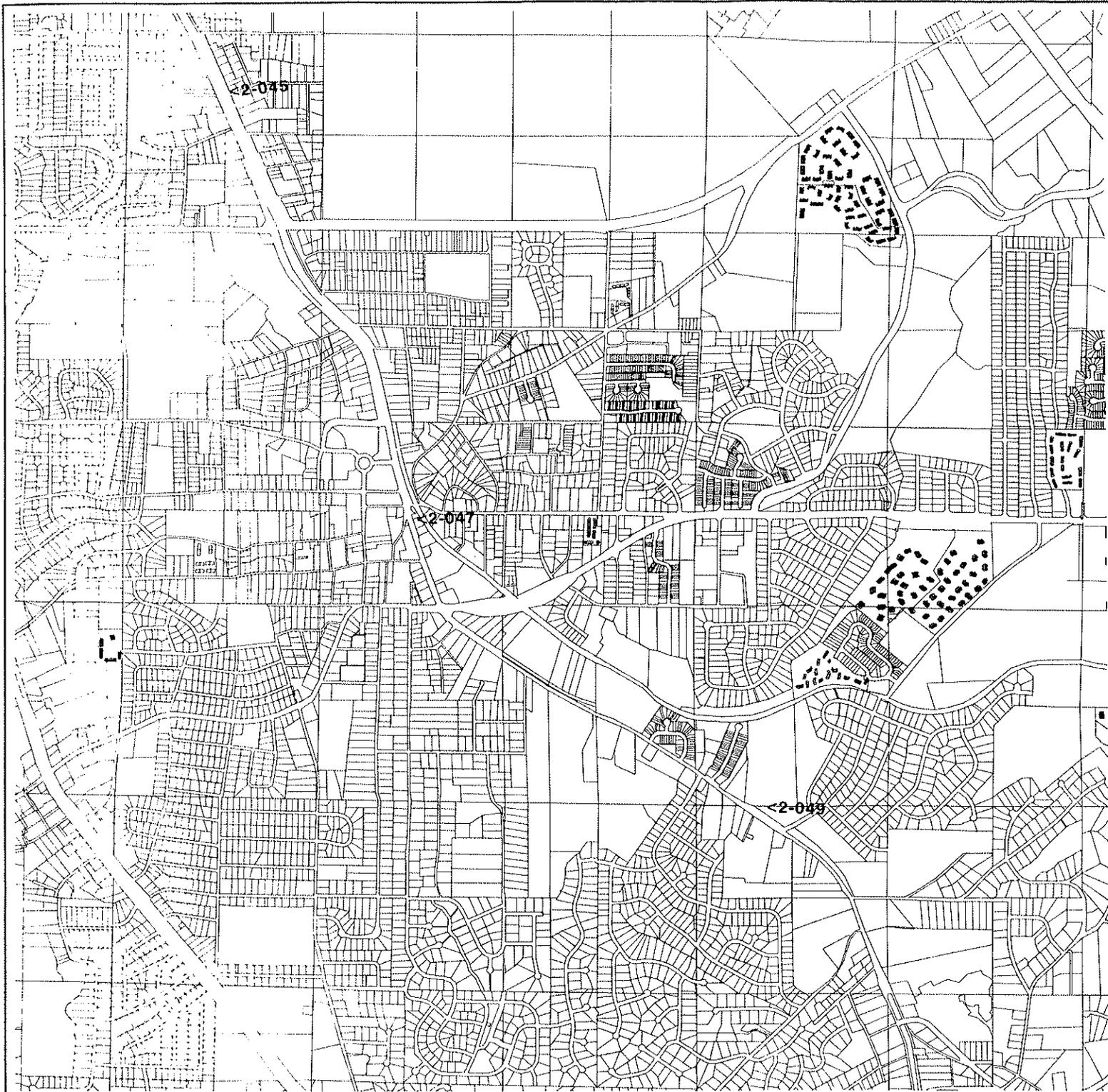


ATLANTA ROAD CORRIDOR STUDY

MAP 3.1a
TRAFFIC COUNT STATIONS ON ATLANTA ROAD
(North Section)

Cobb County Dept. of Community Development
Planning Division





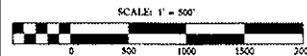
REFERENCE NUMBER	AVG. DAILY TRAFFIC COUNT
2-045	16,040
2-047	19,324
2-049	18,902

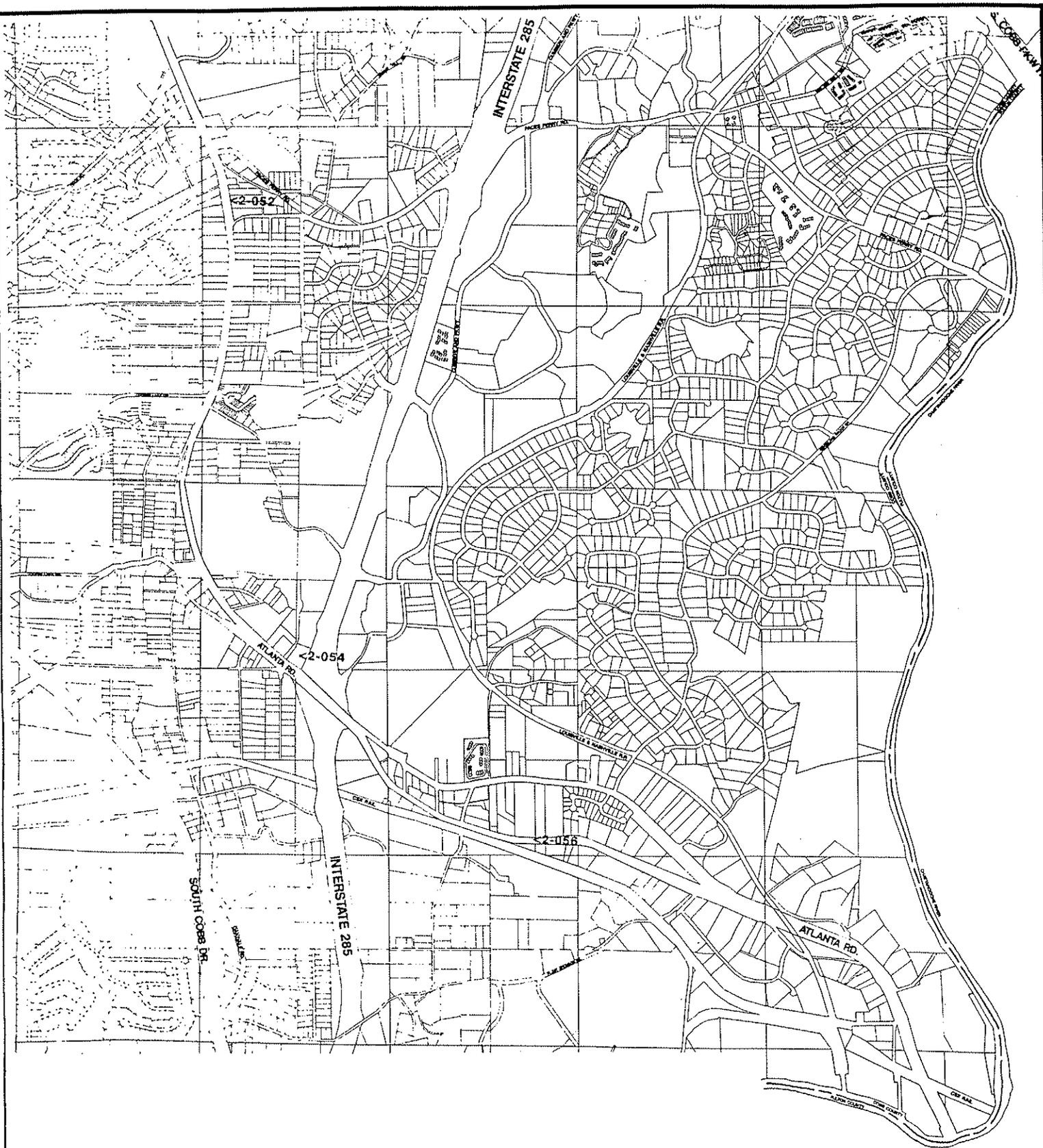


ATLANTA ROAD CORRIDOR STUDY

MAP 3.1b
TRAFFIC COUNT STATIONS ON ATLANTA ROAD
(Central Section)

Cobb County Dept. of Community Development
Planning Division





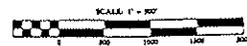
REFERENCE NUMBER	AVG. DAILY TRAFFIC COUNT
2-052	11,505
2-054	16,063
2-056	15,828



ATLANTA ROAD CORRIDOR STUDY

MAP 3.1c
 TRAFFIC COUNT STATIONS ON ATLANTA ROAD
 (Southern Section)

Cobb County Dept. of Community Development
 Planning Division



MAP 3.2
PLANNED AND PROPOSED TRANSPORTATION IMPROVEMENTS IN
THE ATLANTA ROAD CORRIDOR

TABLE 3.3
ATLANTA ROAD CORRIDOR
TRAFFIC COUNTS

Block Number	1994 Adjusted Average Daily Traffic Count
2-041	15,953
2-043	14,306
2-045	16,040
2-047	19,324
2-049	18,902
2-052	11,505
2-054	16,063
2-056	15,826

Source: Cobb County Department of Transportation



Public Transportation

Although much of Atlanta Road's historical development was associated with either the railroads or public transit, ironically, there is no public transportation on the thoroughfare today. Population density has declined in the decades since World War II, at the same time that ownership of personal automobiles has become widespread. CCT's Express buses, which connect Cobb commuters to MARTA stations use other routes than Atlanta Road. Currently, according to CCT there is insufficient potential ridership to support bus service running up and down Atlanta Road only. Heavy rail public transit has been proposed by the Georgia Department of Transportation on or adjoining the CSX tracks in Cobb County. If this project is implemented, it is probably ten or more years into the future.

Evaluation

1. *At the present time, the Atlanta Road Corridor appears to lack the development-population density to support a bus or light rail line serving only its internal transportation needs.*
2. *Continued development and redevelopment of Atlanta Road Corridor might bring the population-density to a threshold where some form of transit was economically feasible, especially if in the form of a loop serving Marietta, Cobb Drive, Cumberland-Vinings and Lockheed's Plant on South Cobb Drive.*

Pedestrian Routes and Bikeways

Much of the original Atlanta Road, outside commercial areas, did not have sidewalks. New construction will remedy this deficiency in several locations. The sidewalk improvements on new Atlanta Road will tie into the existing sidewalk through downtown Smyrna. The bicycle lanes being provided on new sections of Atlanta Road will tie into the multi-use trail planned by the City of Smyrna along Windy Hill Road between Atlanta Road and Cobb Parkway. The Cobb County DOT has a policy of incorporating sidewalks, and when there is a need, bicycle lanes in all projects in the Atlanta Road Corridor.

Evaluation

1. *Cobb County's sidewalk and bikeway program will make the Atlanta Corridor increasingly attractive for residential development and redevelopment projects. This investment in the county's future quality of life, will be even more effective if private developments construct bikeways and walkways which interconnect with the public network.*

Chapter Four: Land Use Elements

An on-site land use survey of the Atlanta Road Corridor was carried out by the County Planning Division Staff in March, April and May of 1995. Additional land use information was provided by the Cities of Marietta and Smyrna. Parcels in unincorporated Cobb were also surveyed for other community development concerns such as vacancy, abandonment, zoning changes, structural condition, and being offered for sale. Land use data is presented graphically on four accompanying maps: (1) Marietta (*provided by the City of Marietta*), (2) Atlanta Road-North, (3) Smyrna, and (4) Atlanta Road, South.

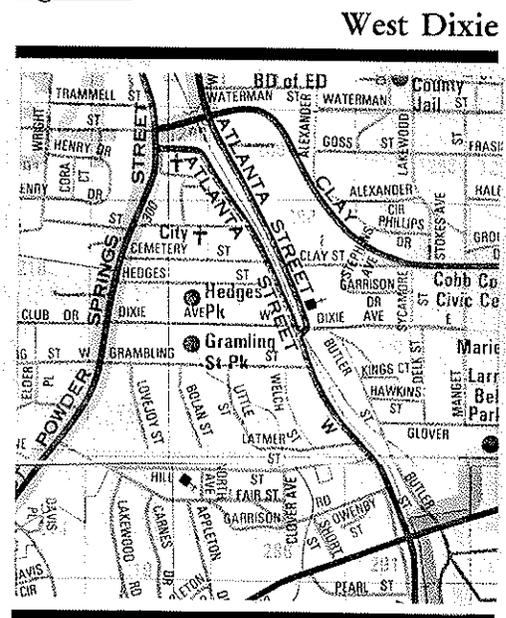
For analytical purposes, eight planning areas were identified along the Atlanta Road Corridor as the thoroughfare runs south from Marietta to the Chattahoochee River. These planning areas contain distinctive combinations of land use patterns, building styles, development density and economic activities. Each area was originally a neighborhood, focussed on a particular Atlanta Interurban station. The planning areas were defined as follows:

1. **West Dixie** [Glover Works Station] (*S. Marietta Pkwy x Powder Springs St. x S. Cobb Dr.*)
2. **Fair Oaks** (*S. Cobb Drive x Dobbins AFRB x Cranfill Rd.*)
3. **Belmont Hills** (*Cranfill Rd. x S. Cobb Dr. x Dobbins x Belmont Hills Shopping Center*)
4. **Downtown Smyrna** (*Belmont Hills S.C. x S. Cobb Dr. x Concord Rd.*)
5. **West Paces Ferry** (*Concord Rd. x S. Cobb Dr. x Gilmore Rd.*)
6. **Gilmore** (*Gilmore Rd. x S. Cobb Dr. x I-285*)
7. **Log Cabin** (*I-285 x CSX Railroad x Log Cabin Rd. x Plant Atkinson*)
8. **Woodlawn** (*Plant Atkinson Rd. x Chattahoochee River*)

Land Use Analysis By Planning Area

Land Use Characteristics: West Dixie Neighborhood is entirely within the city limits of Marietta. Although containing some buildings from the early 1900's, this neighborhood was primarily developed during World War II as housing for Bell Bomber Plant employees. Adjacent to Atlanta Road and the railroad tracts, the land is in a mixture of commercial, industrial and institutional uses.

The northern tip of the neighborhood is primarily publicly-owned, the Confederate Cemetery and Marietta City Cemetery. Two municipal parks, Hedges and Gramling, provide recreation locations for West Dixie residents. The Cobb County Water System's headquarters is located at the northwest corner of the intersection of Atlanta Road and South Cobb Drive. Other than the public parks, the interior parcels of the neighborhood are almost entirely residential.



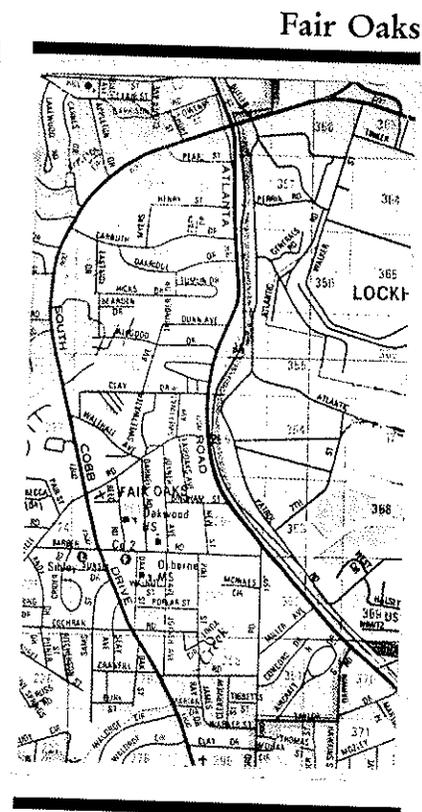
Marietta Land Use Plan & Zoning Map: The Land Use Plan has just been changed to allow commercial developments of five acres or more within the core of the neighborhood. East of Atlanta Road and the CSX Railway is classified Neighborhood Activity Center (commercial), Residential/Urban Redevelopment Area, High Density Residential, and Industrial Compatible. The municipal parks, Marietta/Confederate Cemeteries, and residential streets are in Residential/Urban Redevelopment Overlay Zone. The Cemetery is zoned R-20. A mixture of R-10, R-15, RM-12, O&I, NS, GC and LI. The interior core is zoned R-10 and R-15.

Structural Conditions: Several commercial structures along Atlanta Road are either deteriorated or abandoned. The housing stock varies considerably in condition, from extreme dilapidation to being well-maintained. The eleven acre tract once utilized by the Glover Machine Works is being purchased by the Cobb County Water System; the remaining buildings on the site are not in use. There are also several service-oriented structures which have been built in the last twenty years.

Market Conditions: On May 12, 1995 the Marietta City Council voted 6-1 to amend the City's Land Use Plan to classify the West Dixie neighborhood as a Community Activity Center. The Zoning Map was not changed. Marietta is also committed to developing a convention center at the site of the old Marietta Country Club. The extent of future redevelopment projects in the area will be linked to the success of the Convention Center.

Land Use Characteristics: Fair Oaks Neighborhood is located just west of Dobbins AFRB and east of South Cobb Drive in unincorporated Cobb County. A broad range of mixed economic activities occur in this neighborhood. Retail and service activities predominate along Atlanta Road and South Cobb Drive, but several garden apartments front the northern end of South Cobb. The northern tip of this neighborhood has several industrial and warehouse buildings.

As one moves southward in the neighborhood, the streetscape shifts to a mixture of early 1900's bungalows and mobile homes; then to large mobile home parks; then to a mixture again of bungalows, mobile homes, industrial, and commercial buildings. The two major mobile home parks are each over twenty acres in size. South of Austell Road, the neighborhood is predominately composed of single family houses. Osborne Middle School and Oakwood High School are located just south of Austell Road. There are several churches in the community. On the corner of Austell Road and South Cobb Drive is a frontier period cemetery.



1990 Cobb County Land Use Plan and Zoning Map: All of this neighborhood from South Cobb Drive south to Austell Road was classified in the 1990 Comprehensive Plan as Industrial Compatible. South of Austell Road, it was classified Industrial Compatible along Atlanta Road; mixed Community Activity Center/Institutional/High Density Residential along South Cobb Drive; and Low Density Residential along interior streets. The Area is zoned GC and R-20. All properties east of Atlanta Road are in the primary AICUZ. The zoning classifications include R-20, GC, MHP, RM-8, NS, LI and R-30.

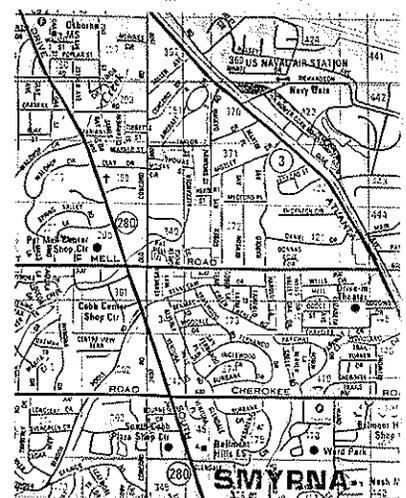
Structural Conditions: The proportion of either vacant lots, abandoned buildings or dilapidated structures is far higher north of Austell Road than it is on the streets south of Austell Road. The majority of structures other than mobile homes in the area north of Dunn Avenue and south/east of South Cobb Drive would probably either be classified as either abandoned, dilapidated or deteriorated. The neighborhood around Osborne Middle School and Oakwood High School appears much more stable, in that most of the houses are well-maintained and landscaped.

Market Conditions: Although the area was projected to become an industrial zone, there has been few industries to locate here. This neighborhood contains several vacant or under-utilized parcels along the northern end of this neighborhood, but little new development. The two large tracts currently utilized by mobile home parks could be easily redeveloped, but no plans to do this have been made public. Immediate changes in the character of this neighborhood are not projected, but one large development could radically change the situation, since the properties are generally utilized by relatively low value structures.

Impact of Dobbins Air Force Reserve Base: This section of Cobb County is significantly impacted by flights in and out of Dobbins AFRB. The northern end of Fair Oaks is situated immediately west of the main runway. See the section which addresses the impact of Dobbins for a description of the Air Installation Compatible Use Zone.

Land Use Characteristics: Belmont Hills was originally developed in the 1920's and 1930's as a residential community oriented to the Belmont Interurban Station. It was eventually annexed into Smyrna, but on interior streets maintains the community's original character. There has been some infilling with new detached houses and relatively small apartment projects, but the area is essentially residential. As will be discussed in the section addressing socio-economic characteristics, this community in the last fifteen years has evolved to contain Cobb County's largest concentration of foreign-born residents. In contrast to the stable residential character of interior streets, some of Cobb County's (and Atlanta's) earliest shopping centers were developed adjacent to Belmont Hills on Atlanta Road and South Cobb Drive. Remaining vacant or residential lots fronting these thoroughfares are rapidly being converted to commercial uses.

Belmont Hills Neighborhood



1990 Smyrna Land Use Plan and Zoning Map: Most of this area is classified in the Land Use Plan as Central Business District, with outlying streets designated Low Density Residential. Zoning districts in the area include R-30, RM-8, R-20, R-15, GC, NS, and LI.

Structural Conditions: There are a few scattered structures which are deteriorated, dilapidated, or abandoned, but in general, both the residential and commercial building stock is sound.

Market Conditions: The commercial strip along Atlanta Road has become obsolescent, and inconvenient to most residents of Cobb. Little positive change can be anticipated until after road improvements are completed. Residential areas are generally stable. They meet a demand for affordable housing. However, at the present time very few new housing units have been planned in this neighborhood.

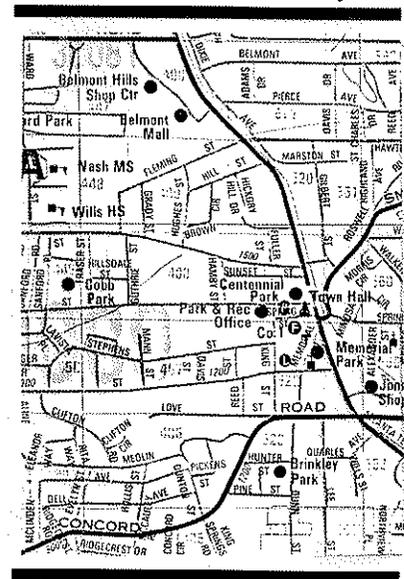
Land Use Characteristics: The general land use pattern of central Smyrna is more diverse than the Belmont Hills neighborhood. The housing stock tends to be older, and the commercial-institutional development, slightly more intensive. However, the overall appearance and building density in Smyrna's Central Business District is far more suburban in appearance than central Marietta. Smyrna's new Government Complex is the visual focus of what otherwise are primarily one and two story structures.

Smyrna Land Use Plan and Zoning Map: The parcels adjacent to Atlanta Road and the CSX Railway are designated as a mix of Community Activity Center (commercial), Institutional, Industrial Compatible, and High Density Residential. Interior streets are classified Low Density Residential, Medium Density Residential, and Institutional. A mixture of zoning districts characterize the area, including R-30, RM-8, R-20, R-15, GC, NS, PSC, NRC, RRC, and LI.

Structural Characteristics: The structural condition of buildings in Central Smyrna vary considerably. Developments of recent vintage are generally well-maintained. Most historic buildings are well-maintained. Several commercial buildings dating from the forties, fifties and early sixties have become either obsolescent or are chronically vacant.

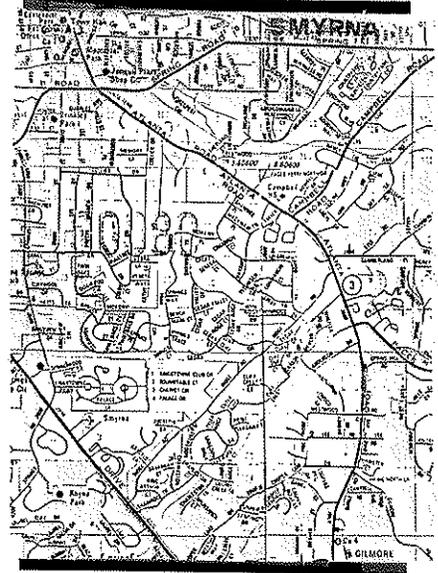
Market Conditions: Smyrna's 1960's era shopping centers have become obsolescent at the same time that commercial development has shifted to the Cumberland and Town Center Regional Activity Centers, and population growth has shifted to the other sections of Cobb County. More recent commercial developments have been much smaller in scale and neighborhood-oriented. Some retail areas are becoming food, entertainment, and service districts oriented to Latin American residents.

Downtown Smyrna



West Paces Ferry Neighborhood

Land Use Characteristics: A broad mix of low-medium density residential, commercial and institutional uses have developed along this section of Atlanta Road. Retail and service activities are in lowrise, automobile oriented strip developments, or in detached structures redeveloped on former residential lots. Several professional offices have located along the portion of Atlanta Road between Paces Ferry and Gilmore Roads in former homes and still have residential appearances. New upscale apartments and condominium townhouses have been developed in recent years immediately east of Atlanta Road.



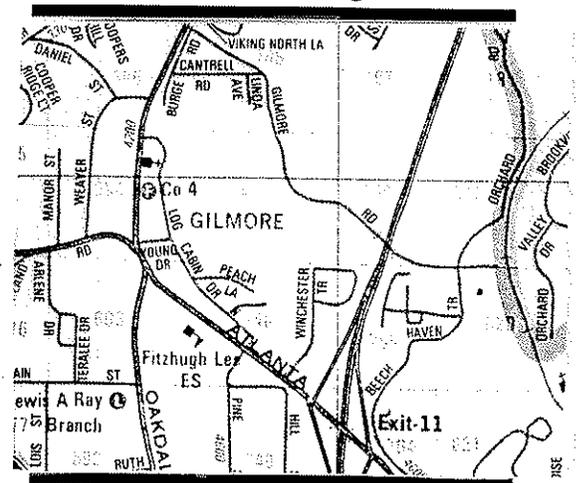
1990 Cobb County Land Use Plan and Zoning Map: The parcels adjacent to Atlanta Road are classified on the 1990 Land Use Plan as a mix of Neighborhood Activity Center (commercial), Low Density Residential, Medium Density Residential, and Institutional. Interior streets are designated a mixture of Low Density Residential, Medium Density Residential, and some High Density Residential. The following zoning districts predominate in this neighborhood: R-20, RA-6, RM-12, FST-8, PSC, and GC.

Structural Characteristics: Recently constructed commercial and residential buildings are in excellent condition. Whether of pre-World War II or recent construction, there is little consistency to the maintenance levels of single family housing. Structural conditions vary from severe dilapidation to excellent maintenance.

Market Conditions: This neighborhood of the Atlanta Road Corridor appears to be evolving to a mixture of uses on the west side and more intensive residential developments on the east side. A six+ acre tract has been assembled and currently is being redeveloped on the west side of Atlanta Road near its intersection with Paces Ferry Road. The high proportion of parcels for sale combined with commercial use of residential structures are indicators that redevelopment activity should be extensive following completion of the Atlanta Road Improvements.

Land Use Characteristics: Gilmore is in an extreme state of transition. It was formerly a stable early twentieth century community with neighborhood-oriented shops and services clustered at key cross-sections. The majority of commercial parcels adjacent to Atlanta Road are currently either vacant, contain abandoned buildings, or for sale. Approximately eighty percent of the residential structures on the west side of the road are either dilapidated, vacant, for sale, or else have been converted to a non-residential use. The street pattern and road layout are typical of early twentieth century cities. Commercial lots tend to be very small along Atlanta Road. Residential lots are long and narrow on interior streets. Neither lot is

Gilmore Neighborhood



similar to the large rectangular parcels normally conducive to implementation of planned commercial developments. However, on the east side of Atlanta Road, much of the landscape is owned in parcels, three acres or greater (See Maps 4.5 & 4.6). Large scale land assemblage would be much more feasible in this area.

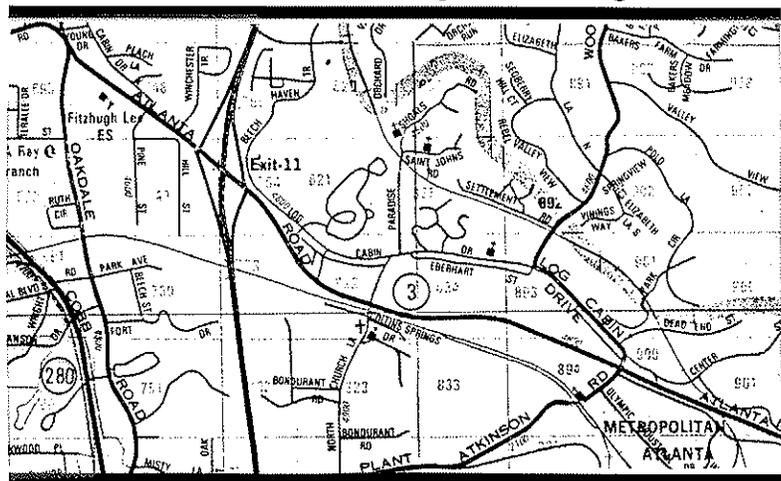
1990 Cobb County Land Use Plan and Zoning Map: North of Westwood Road, this neighborhood is classified Low Density Residential. South of Westwood Road it is designated as a mixture of Medium Density Residential, High Density Residential, Institutional, and Regional Activity Center. The following zoning districts are designated in this neighborhood: GC, R-20, RM-12, OS, O&I, LI, and NRC.

Structural Characteristics: The majority of commercial structures adjacent to Atlanta Road and north of Fitzhugh Lee Elementary in this neighborhood are either obsolescent, deteriorated, dilapidated or abandoned. There is a recently constructed office park and motel located at the northeast corner of Atlanta Road and I-285. Residential structures in the northern part of this neighborhood are in good to excellent condition. However, as one moves southward toward I-285, the maintenance levels of housing declines. On the northwest corner of the intersection of I-285 and Atlanta Road, most of the houses have been demolished and the streets, abandoned.

Market Conditions: The physical appearance and the economic functions of this neighborhood will probably change radically during the next four years. Whereas the parcels east of Atlanta Road are relatively large and undeveloped or under-developed, the urban development pattern west of Atlanta Road is characterized by small or narrow lots, and narrow streets. Without replanning of the street system, it is unlikely that large scale commercial or residential projects would be feasible.

Land Use Characteristics: Parcels adjacent to Atlanta Road in this neighborhood are a mixture of neighborhood-oriented retail, industrial, single family residential and wholesale-retail outlets. Parcels to the east of Log Cabin Road are either institutional, single family detached housing, apartments, or condominium townhouses. The single family houses primarily date from the 1910's and 1920's, although there is some infilling.

Log Cabin Neighborhood



Parcels to the southwest of Atlanta Road are primarily utilized by industries and warehouses. To the northeast of Log Cabin Road are some industrial and warehouse sites and large tracts of undeveloped land totaling approximately 100 acres. Combined retail-wholesale establishments have recently concentrated about 1/2 mile south of I-285.

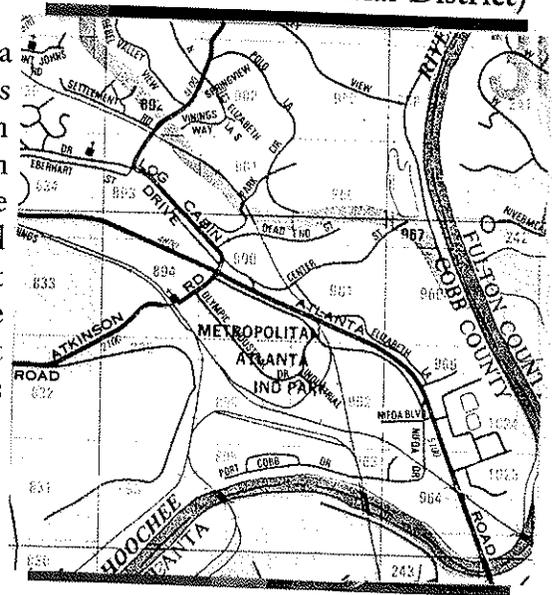
1990 Cobb County Land Use Plan & Zoning Map: Immediately adjacent to the I-285 x Atlanta Road intersection, a Community Activity Center is designated by the Land Use Plan. South and north and east of the commercial is classified High Density Residential. South of Atlanta Road, and east of the High Density residential, is an Industrial Compatible Area. The Zoning Districts in this neighborhood look like a patchwork quilt. The Log Cabin Neighborhood contains R-20, R-30, RM-12, RM-8, NRC, RHR, GC, CF, LI, PRD, and RA-6.

Structural Characteristics: Near I-285, approximately forty percent of the properties adjacent to Atlanta Road were either vacant, obsolescent, dilapidated, or for sale. At the point on Atlanta Road where it turns sharply southeastward, redevelopment is underway. Most buildings are of recent vintage. Housing along Log Cabin Road is generally well-maintained, whether of early 20th century or late 20th century construction.

Market Conditions: The redevelopment of parcels adjacent to Atlanta Road is likely to continue. However, both the 1990 Land Use Plan and the Cobb County Zoning Ordinance have assigned numerous, possibly conflicting, land use and zoning categories to this neighborhood.

Woodlawn (Chattahoochee Industrial District)

Land Use Characteristics: Woodlawn, originally a residential neighborhood, then for fifty years was known as the Chattahoochee Industrial District. In recent years, a mixture of uses have developed on Atlanta Road itself, which include an office/wholesale park and several warehouses. Several residential structures are being used as offices. All recent construction is either in Offices, Services or Wholesale categories. A truck depot operates on the southwest side of Atlanta Road. The two largest developments are the Cobb County Sewage Treatment Plant and Georgia Power's Plant Atkinson.



1990 Cobb County Land Use Plan & Zoning Map: All parcels south of Atlanta Road in this neighborhood are classified Industrial or Industrial Compatible. All parcels north of Atlanta Road here are shown as Industrial or Transportation-Utilities. The Zoning Map designates the area south of Atlanta Rd. as HI, and north as LI.

Structural Characteristics: Newer structures are in good maintenance, whereas older or abandoned structures are generally deteriorated or dilapidated.

Market Conditions: No clear trend is currently discernible in this neighborhood. The area is zoned for Heavy or Light Industry, but there appears to be little demand for industrial land in this part of the Atlanta Area. The only significant construction in recent years has either been an addition to the Cobb County Sewage Treatment Facility on the Chattahoochee River or an Office-Wholesale Park across the street.

Dobbins Air Force Reserve Base

A.I.C.U.Z.: All of the Atlanta Road Corridor north of Concord Road in Smyrna is within the Air Installation Compatible Use Zones identified in 1992 by Dobbins Air Force Reserve Base. The Fair Oaks Community lies directly in the path of aircraft landing from the west. West Dixie, Belmont Hills, Downtown Smyrna and Paces Ferry lie directly under aircraft circling to land or on takeoff-touchdown practice flights. All of these neighborhoods are under some increased risk from aircraft accidents. The nuisance and possible longterm vulnerability to emotional damage from aircraft noise varies with the type of aircraft being flown. The planning report (page 23) prepared by U.S. Air Force personnel recommended the following:

"Land in the Dobbins AFRB environs should be used for activities which (1) do not involve residential or transient-housing use, (2) do not provide extended healthcare domiciling, such as hospitals, (3) are not school related or of a comparable educational nature, (4) do not involve public assembly, and (5) are not otherwise based on concentrations of people for residential, educational, institutional, recreational, commercial or industrial purposes."

Compatibility With Existing Land Use Patterns: In the Fair Oaks community, the majority of parcels laying directly beneath the landing pattern contain either mobile homes, detached houses, apartments, or transient motels. The properties in the vicinity of the intersection of Austell Road and Atlanta Road are impacted the greatest by airport noise and are in the zone of highest aircrash hazard. This corresponds with the location of a large concentration of mobile home "villages." Immediately south of the intersection of Austell Road and South Cobb Drive are two schools, Osborne Middle School and Oakdale High School.

Compatibility With Cobb County Land Use Plan: All of the Fair Oaks community north of Austell Road and adjacent to Atlanta Road, is classified Industrial Compatible; as recommended by the 1992 AICUZ Report. However, residential neighborhoods, south of Austell road, and containing public facilities such as schools, are still classified as low density residential. The housing and school buildings south of Austell Road are actually closer to the landing pattern than many streets to the north which are classified Industrial Compatible.

Compatibility With Cobb County Zoning Map: The primary air hazard zones (CZ and APZ-I) coincide with the area of Fair Oaks around and north of Austell Road. It is zoned R-20, GC, RM-8, LI and MHP (mobile home park). MHP, RM-8 and R-20 classifications are not compatible with the recommendations of the 1993 AICUZ study.

Relative Property Values

A random sampling was made of assessed property values in the corridor. The lowest unit values for land were found south of South Cobb Drive in the Fair Oaks Community. Values rise steadily as one moves southward toward Downtown Smyrna; declines slightly; then peak again near the intersection with Paces Ferry Road. The land value gradient is fairly flat along the remainder of the distance to the river. Note in Table 4.12 how disproportionately higher the land values are at U.S. 41 and I-285 when compared to Atlanta Road at I-285.

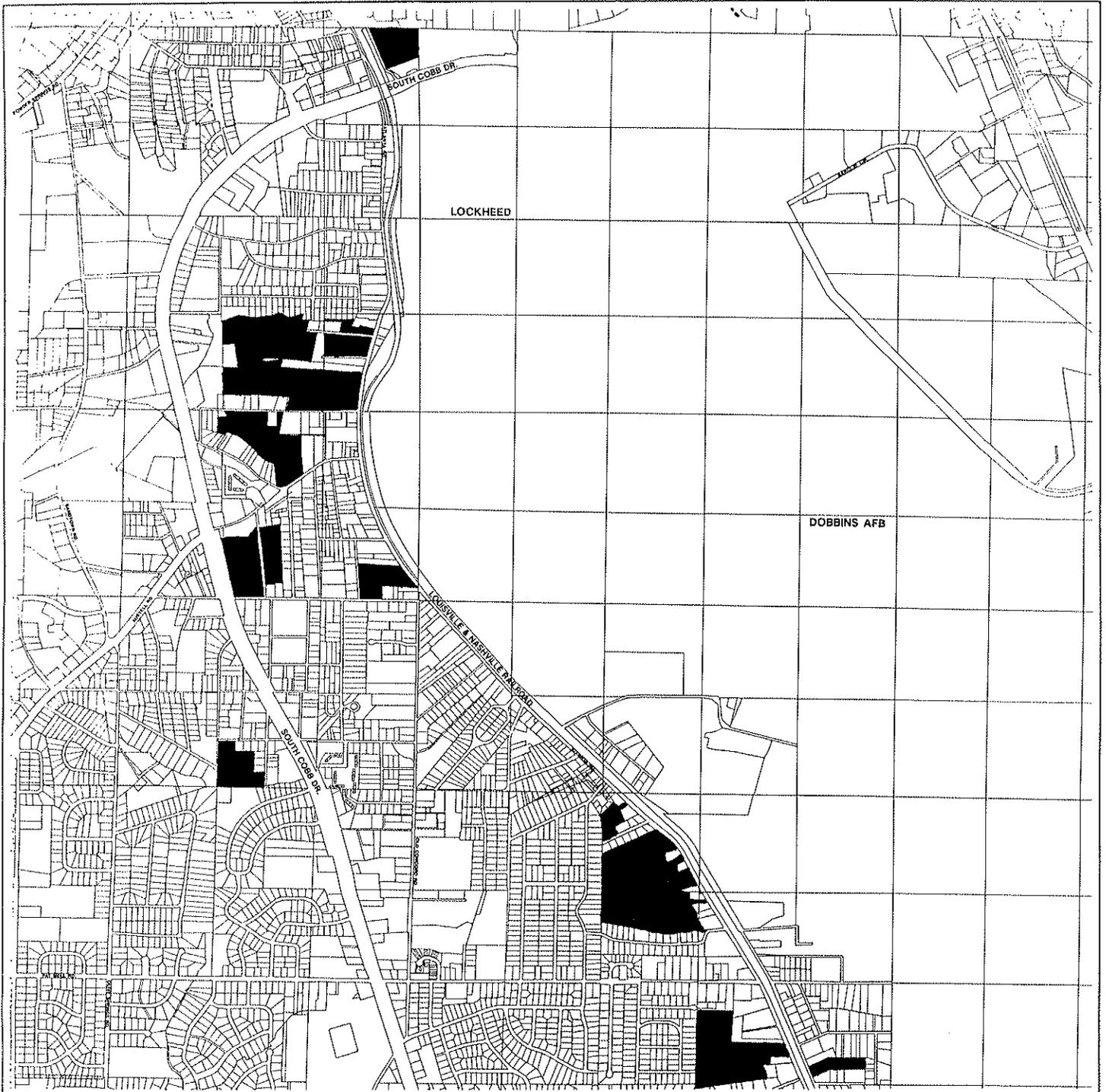
Map 4.1 - Existing Land Use - Marietta Section

Map 4.2 - Existing Land Use - Northern Section

Map 4.3 - Existing Land Use - Smyrna Section

Map 4.4 - Existing Land Use - Southern Section

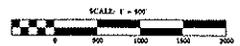
Map 4.5 - Land Parcels Over Three Acres - Northern Section



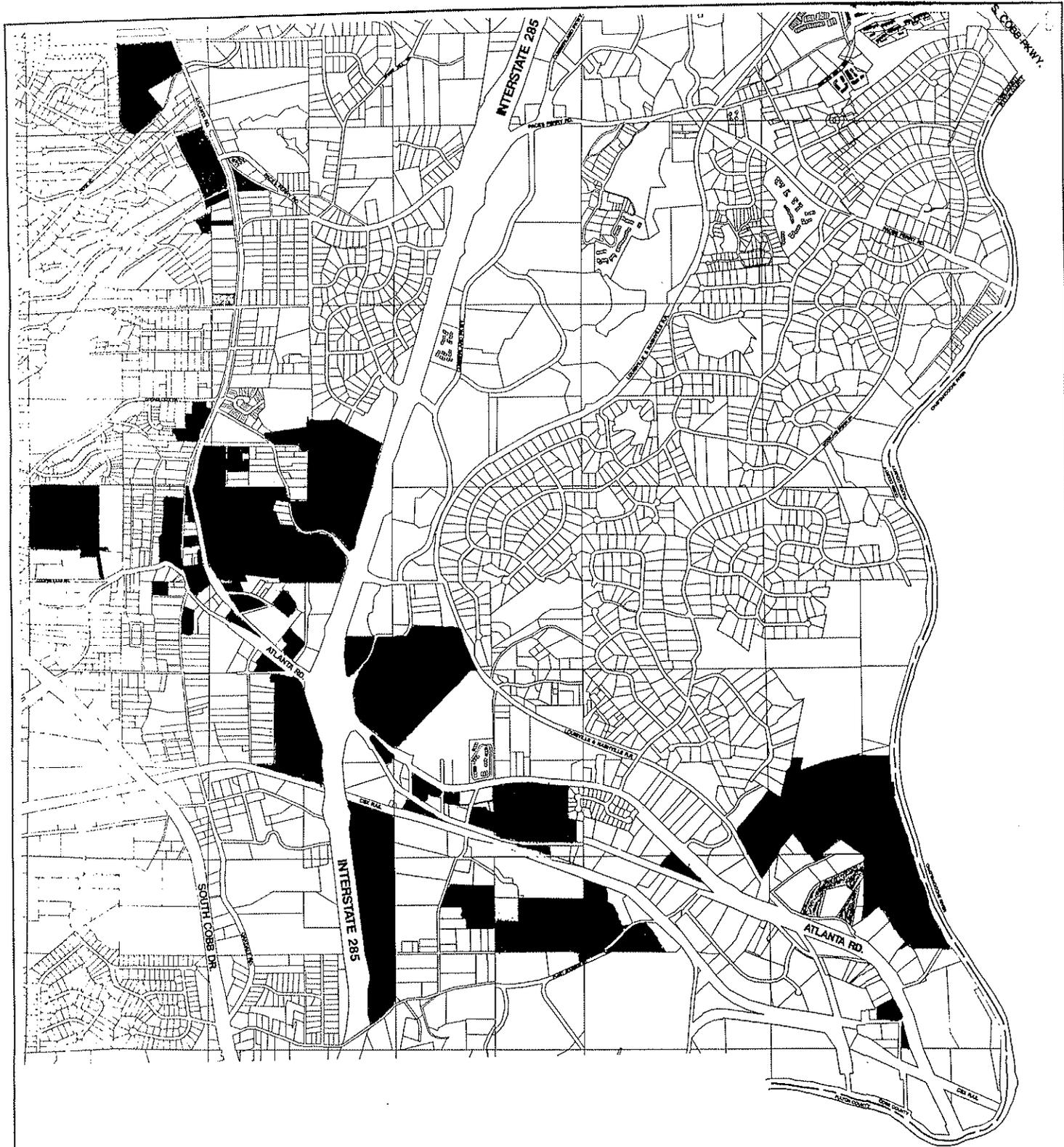
ATLANTA ROAD CORRIDOR STUDY

Parcels 3 Acres and Larger
Northern Sector

Cobb County Dept. of Community Development
Planning Division



Map 4.6 - Land Parcels Over Three Acres - Southern Section



LEGEND

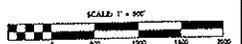
- | | | | |
|---|--|---|---------------------------|
|  | Occupied, Well-Maintained or Contemporary Construction |  | Abandoned Bldg., For Sale |
|  | Occupied, obsolescent |  | Vacant, For Sale |
|  | Occupied, for Sale, but Well-Maintained | | |



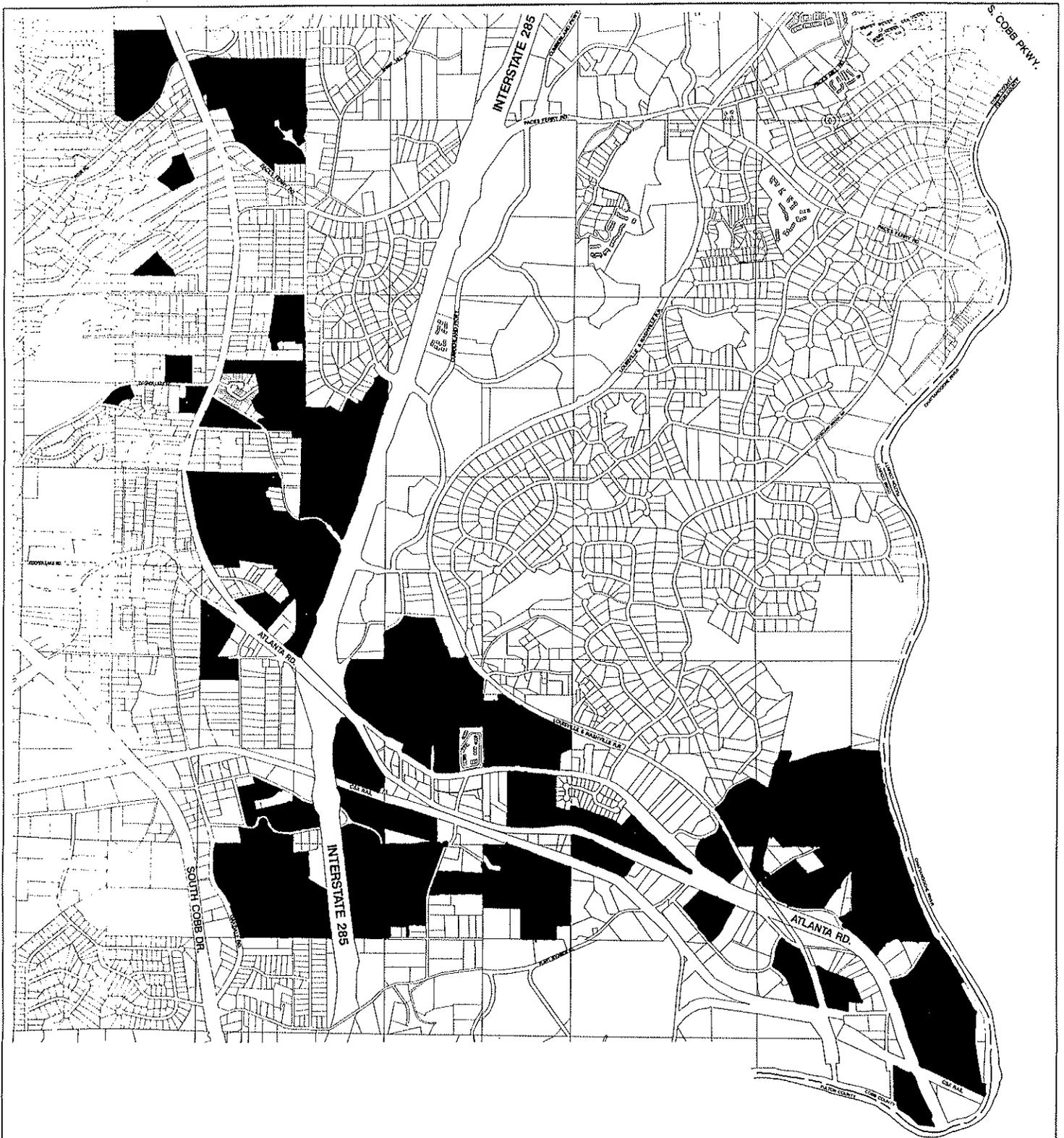
ATLANTA ROAD CORRIDOR STUDY

Analysis of Redevelopment Potential

Cobb County Dept. of Community Development
Planning Division



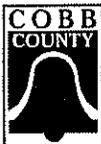
Map 4.7 - Analysis of Redevelopment Potential - Southern Section



LEGEND

- | | | |
|--|--|---|
| <input type="checkbox"/> SFD | <input type="checkbox"/> Restaurant - Motel
Travel Industry | <input type="checkbox"/> Industrial &
Warehousing |
| <input type="checkbox"/> SFD-C* | <input type="checkbox"/> Office - Office Park | <input type="checkbox"/> Utility - Transportation
Trucking |
| <input type="checkbox"/> SFA | <input type="checkbox"/> Private Institutional | <input type="checkbox"/> Property for Sale |
| <input type="checkbox"/> MF | <input type="checkbox"/> Public Institutional | <input checked="" type="checkbox"/> Vacant Bldg. for Sale |
| <input type="checkbox"/> Retail - Services | <input type="checkbox"/> Open Space - Recreation | <input type="checkbox"/> Vacant Lot |

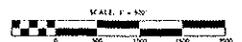
* Excluded from web Commercial Database



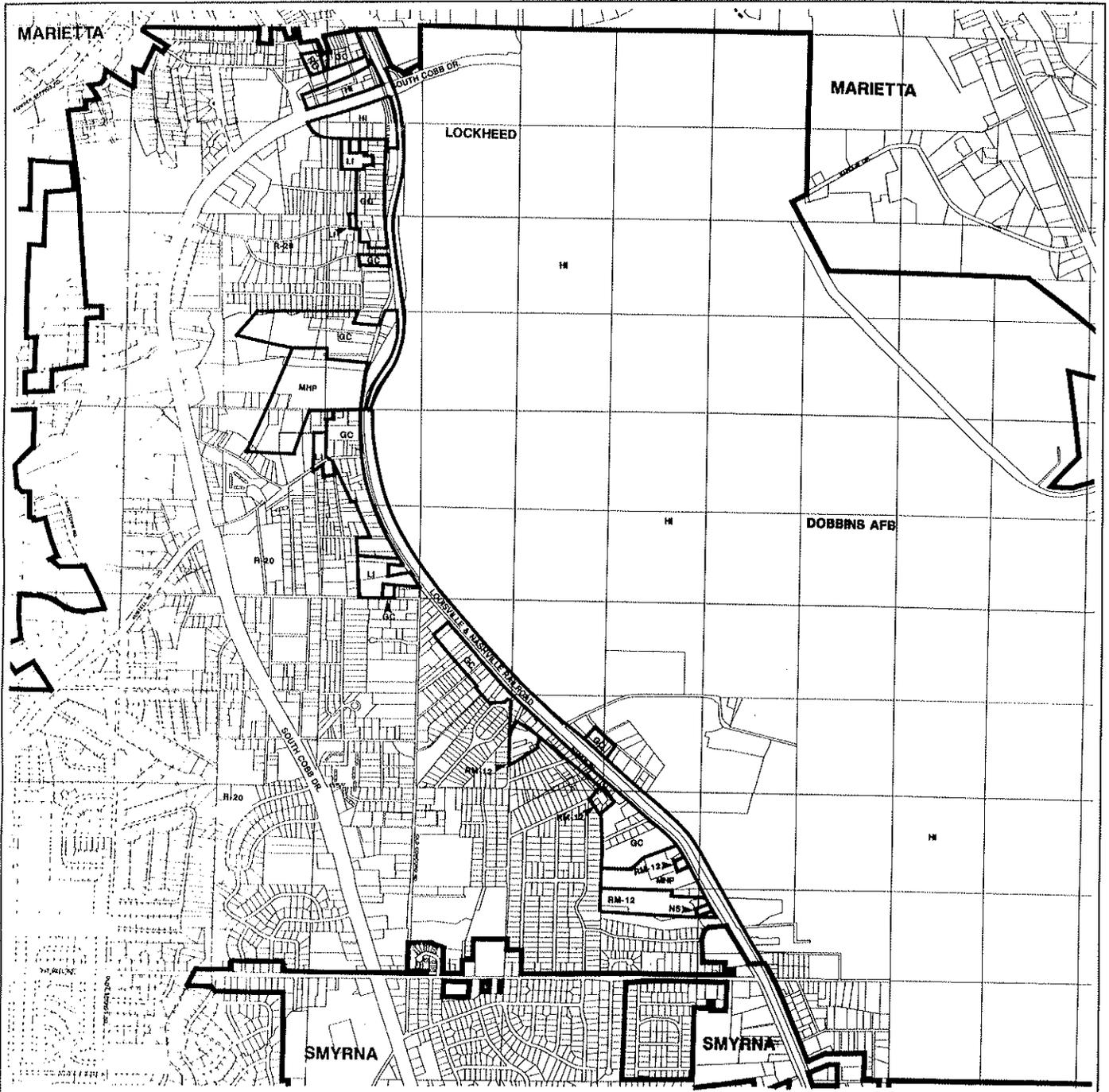
ATLANTA ROAD CORRIDOR STUDY

**Parcels 3 Acres and Larger
Southern Sector**

Cobb County Dept. of Community Development
Planning Division

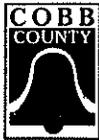


Map 4.8 - Current Zoning - Northern Section



LEGEND

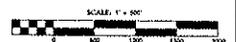
R-20	Single Family Residential	NS	Neighborhood Shopping
RD	Residential Development	GC	General Commercial
RM-12	Residential Multi-Family	LI	Light Industrial
MHP	Mobile Home Park	HI	Heavy Industrial



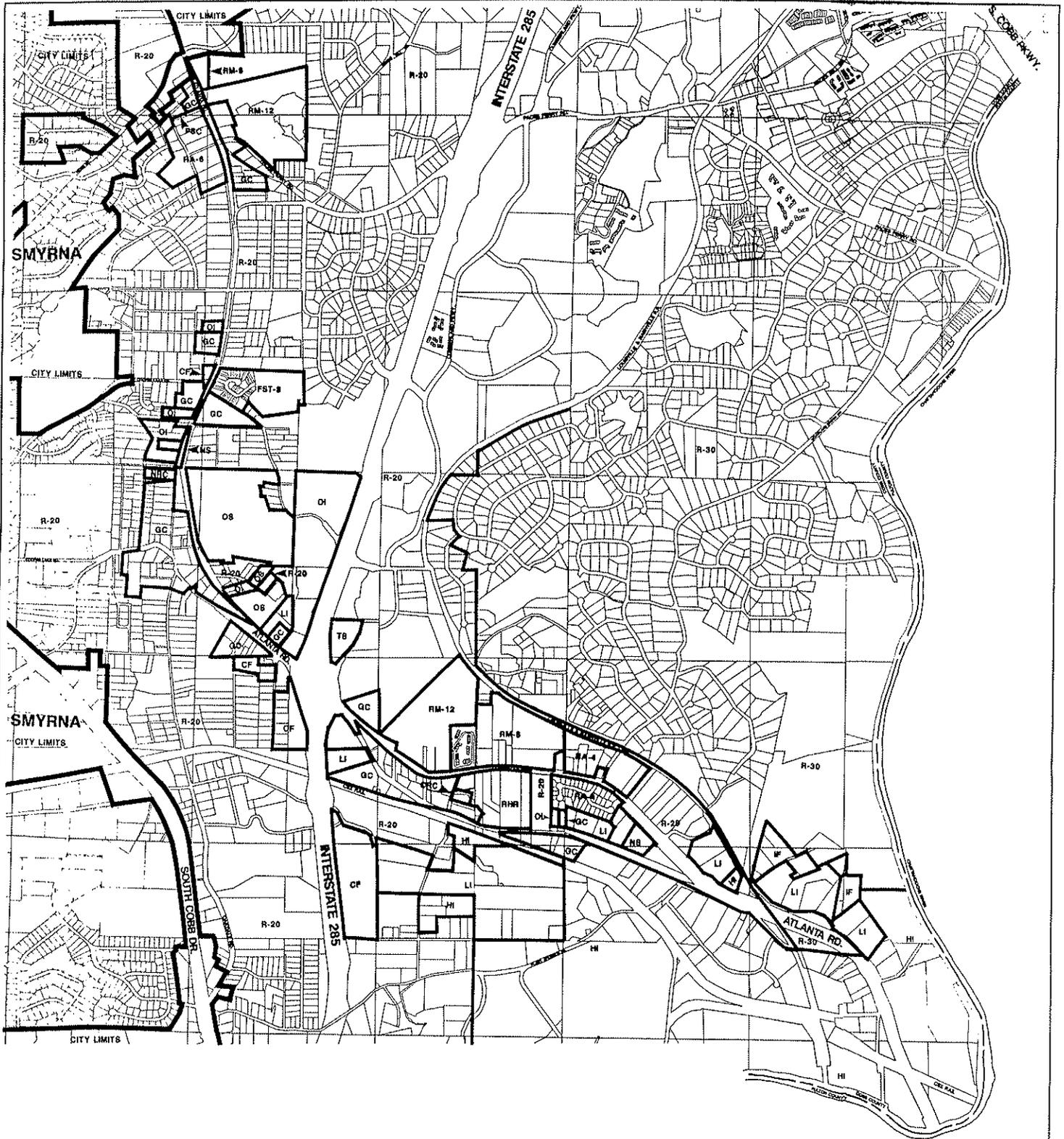
ATLANTA ROAD CORRIDOR STUDY

**Current Zoning
Northern Sector**

Cobb County Dept. of Community Development
Planning Division

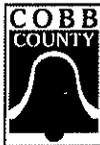


Map 4.9 - Current Zoning - Southern Section



LEGEND

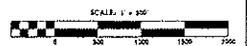
R-30	Single Family Residential	OS	Office Services
R-20	Single Family Residential	NS	Neighborhood Shopping
RA-4	Single Family attach/detached	PSC	Planned Shopping Center
RA-6	Single Family attach/detached	TS	Tourist Services
FST-8	Fee Single Townhouse	GC	General Commercial
RM-8	Residential Multi-Family	IF	Industrial Future
RM-12	Residential Multi-Family	LI	Light Industrial
R13R	Residential High Rise	HI	Heavy Industrial
CF	Future Commercial	NRC	Neighborhood Retail Commercial
OI	Office Institution	GRC	Community Retail Commercial



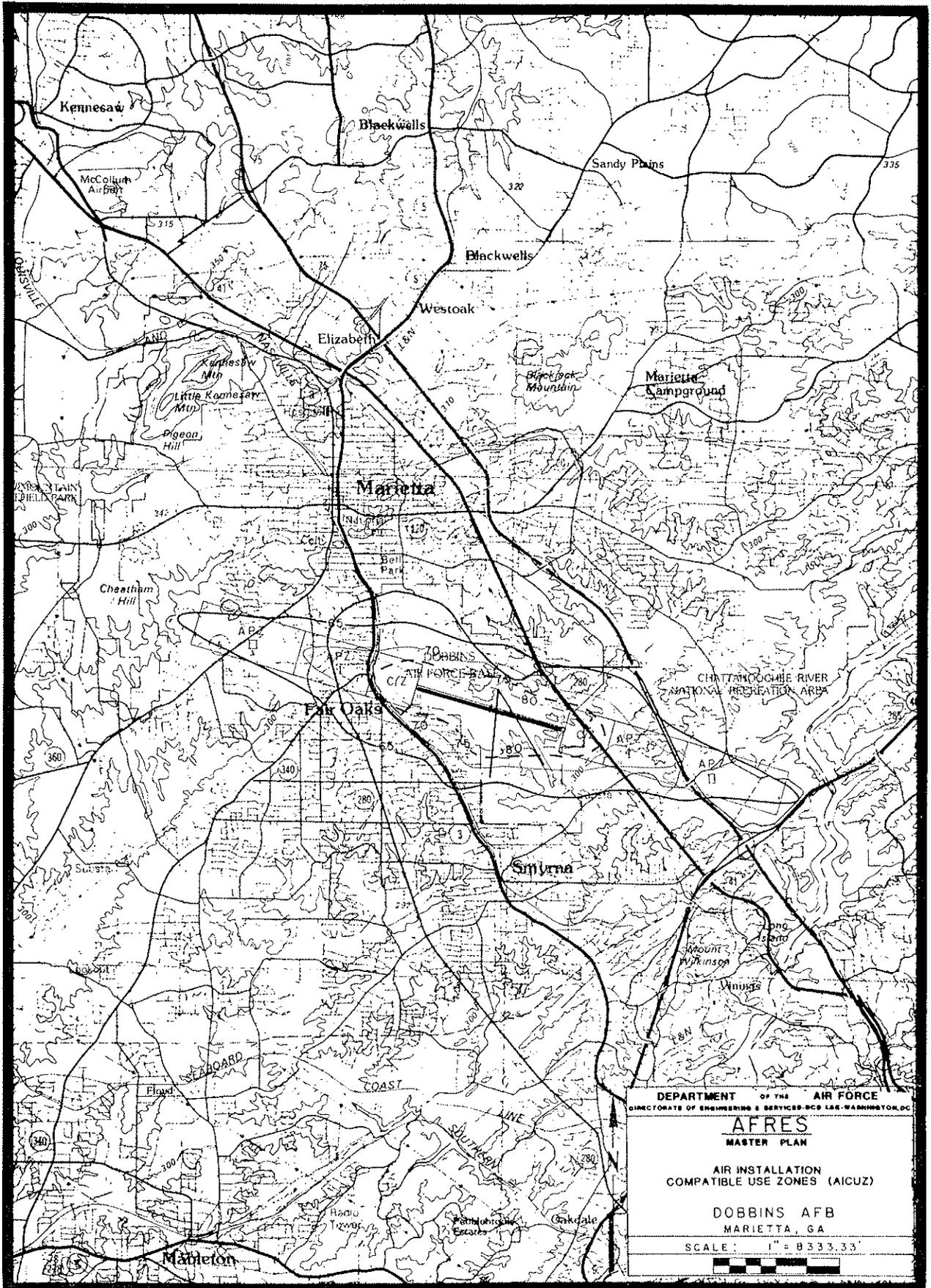
ATLANTA ROAD CORRIDOR STUDY

Current Zoning Southern Sector

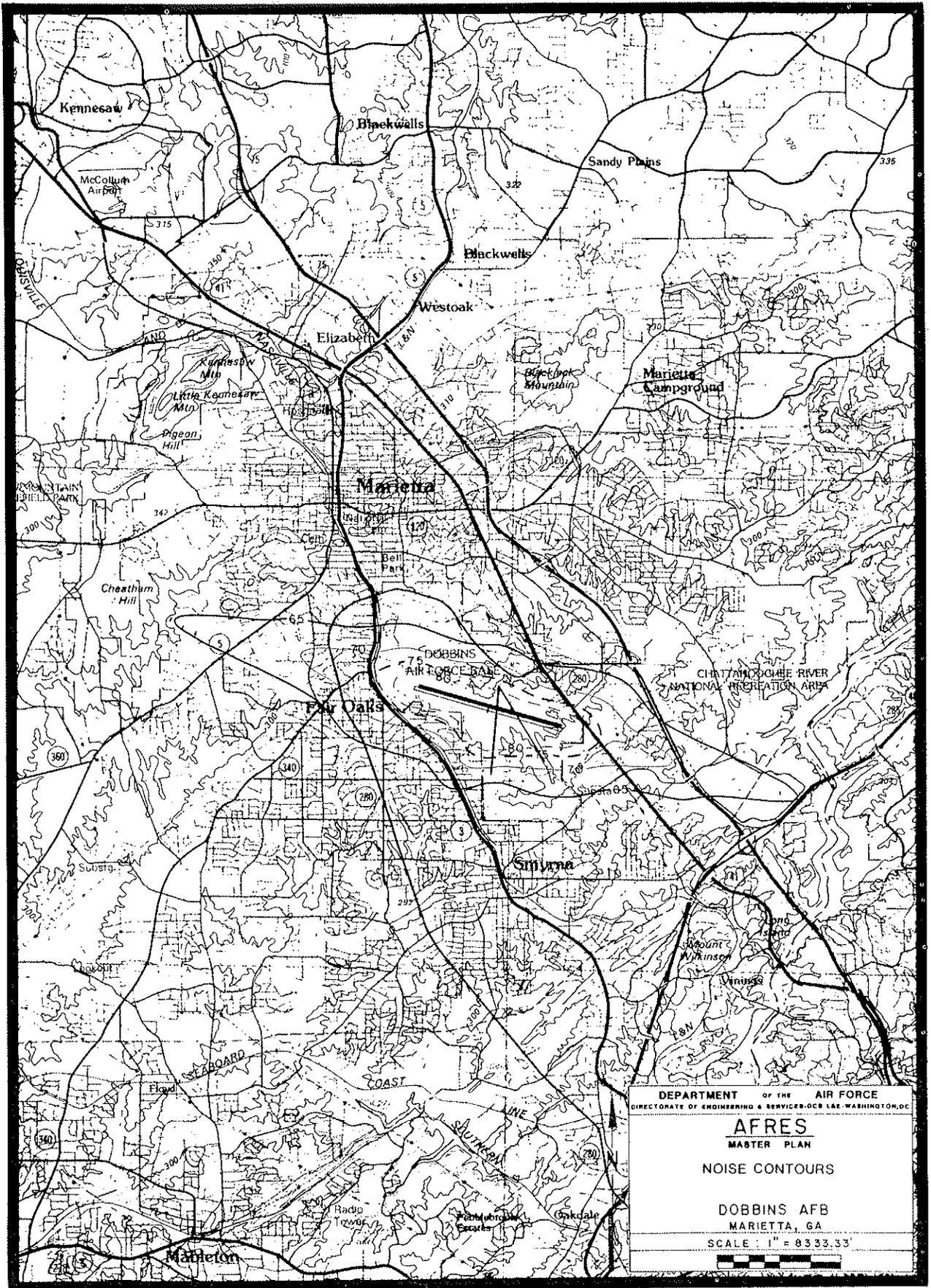
Cobb County Dept. of Community Development
Planning Division



Map 4.10 - Dobbins AFRB - AICUZ Map



Map 4.11 - Dobbins AFRB - Noise Contours



DEPARTMENT OF THE AIR FORCE
DIRECTORATE OF ENGINEERING & SERVICES, OCS L&E, WASHINGTON, DC

AFRES
MASTER PLAN

NOISE CONTOURS

DOBBINS AFB
MARIETTA, GA

SCALE: 1" = 8333.33'



TABLE 4.12
ATLANTA ROAD CORRIDOR
PROPERTY VALUE COMPARISON

Atlanta Road & I-285					
Land Lot	Parcel #	Land Value	Improvements	Size (Sq.Ft.)	Land Value/Size
765	1	\$375,350	\$1,680,000	176,418	\$2.13
765	4	\$355,850	\$0	186,872	\$1.90
765	6	\$521,000	\$1,893,100	202,554	\$2.57
Cobb Pkwy & I-285					
Land Lot	Parcel #	Land Value	Improvements	Size (Sq.Ft.)	Land Value/Size
913	8	\$4,950,700	\$8,454,350	479,160	\$10.33
914	8	\$438,000	\$699,000	67,082	\$6.53
880	4	\$434,950	\$620,450	40,800	\$10.66

Chapter Five: Socio-Economic Characteristics

Demographic Characteristics

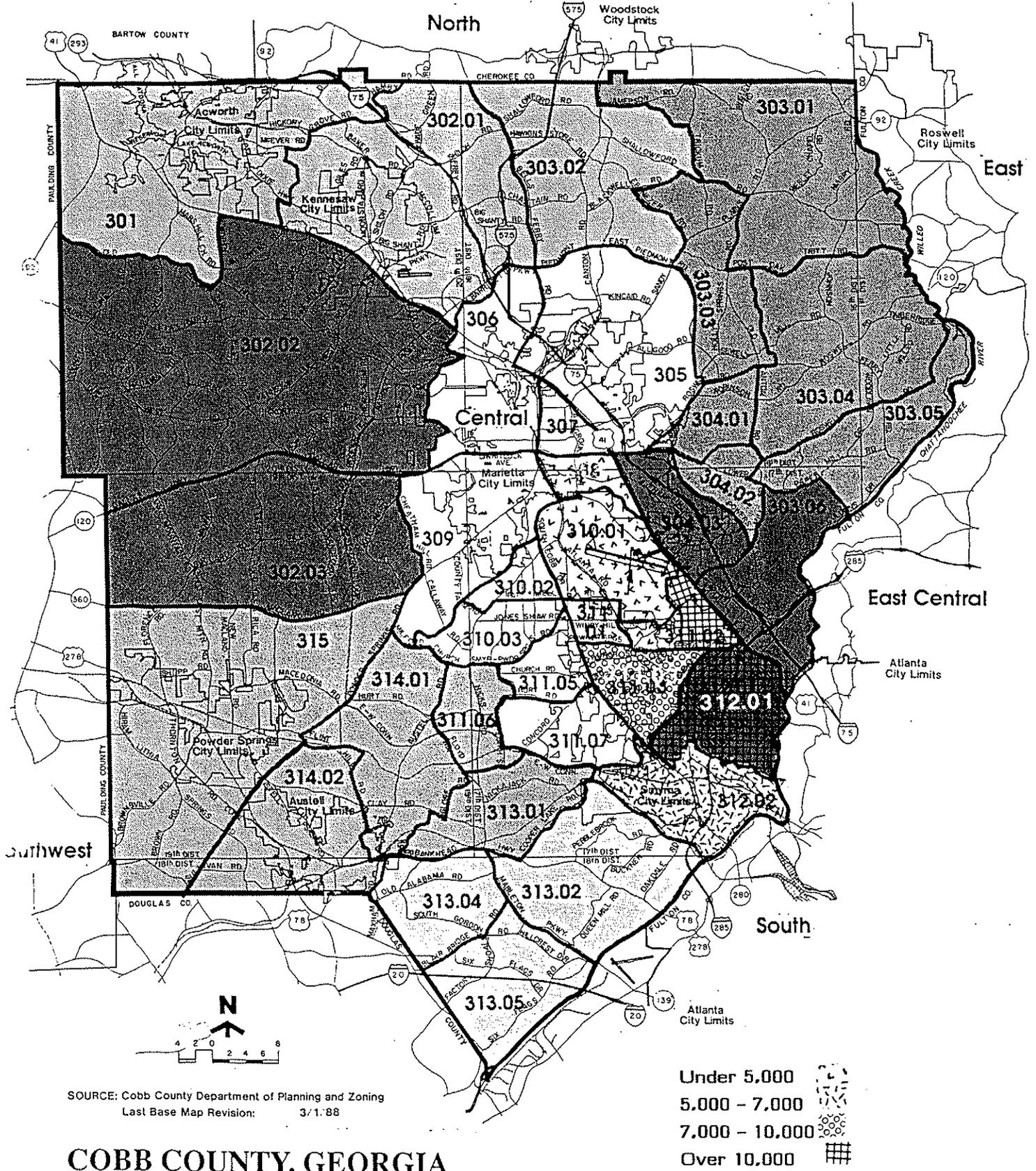
The U. S. Census tracts do not correspond exactly to the theoretical "Atlanta Road catchment area" defined by this planning study. The data and projections do, however, give a relative indicator of demographic characteristics. Despite the image of being a stagnant section of Cobb County, the Corridor's population grew by 27% between 1980 and 1990, or an increase from 42,620 to 54,138 persons. The Atlanta Regional Commission has projected a much slower growth rate for 1990-2010 to 62,108, then a slight decline between 2010 and 2020, to 61,864. See the Table 5.2 for detailed information on the Corridor's demographics.

Given the sudden acceleration of real estate development activity in the southern end of the Atlanta Road Corridor, population projections perhaps should be reexamined when the residential development activity has become more defined. There is also evidence from a recent apartment survey conducted by the Planning Division, that population density has increased in the Smyrna Area due to a larger number of persons per household. The typical apartment occupant has shifted from young or elderly singles, to young families or groups of singles. As evidenced by the Census Tract information, residents of Latin American origin are moving into the Windy Hill Road area. See Table 5.4 for detailed information on the Corridor's ethnic composition in 1990. It is probable now that the Hispanic population component has increased substantially since 1990.

Housing Characteristics

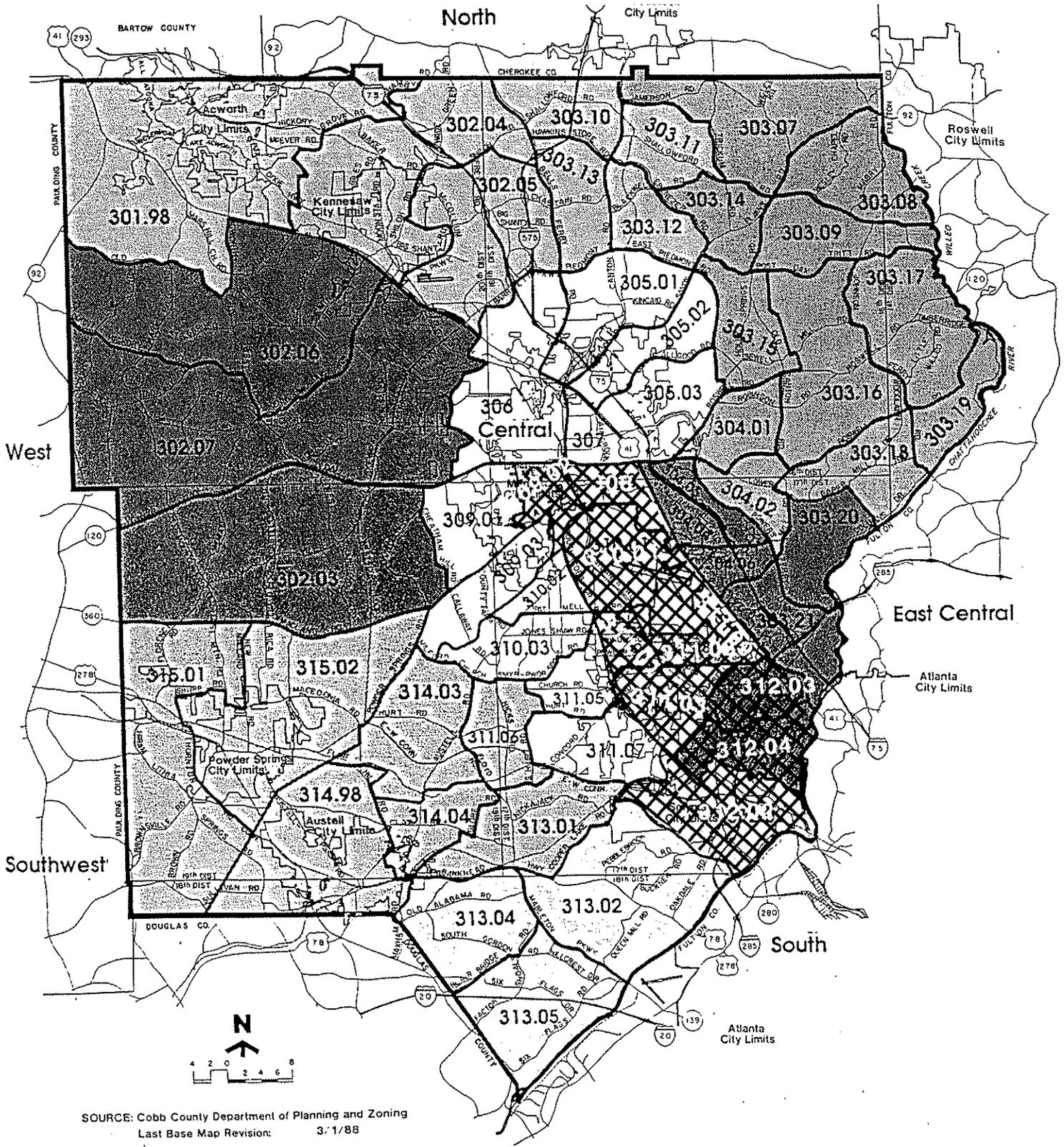
In examining Table 5.4, the most noticeable characteristic that differentiates this part of Cobb County from the remainder is the declining level of owner occupancy. Between 1980 and 1990 owner occupancy dropped from 48% to 45%. In 1992 a Planning Division Survey found that only 41% of the housing units were either single family detached or townhouses. The census tracts embracing the Fair Oaks Community contain an unusually high number of mobile homes, 10% and 24%. These percentages are especially significant since the census tract boundaries extend westward far beyond South Cobb Drive and include several single family detached neighborhoods.

Table 5.1a Census Tracts In the Atlanta Road Corridor (1980)



COBB COUNTY, GEORGIA

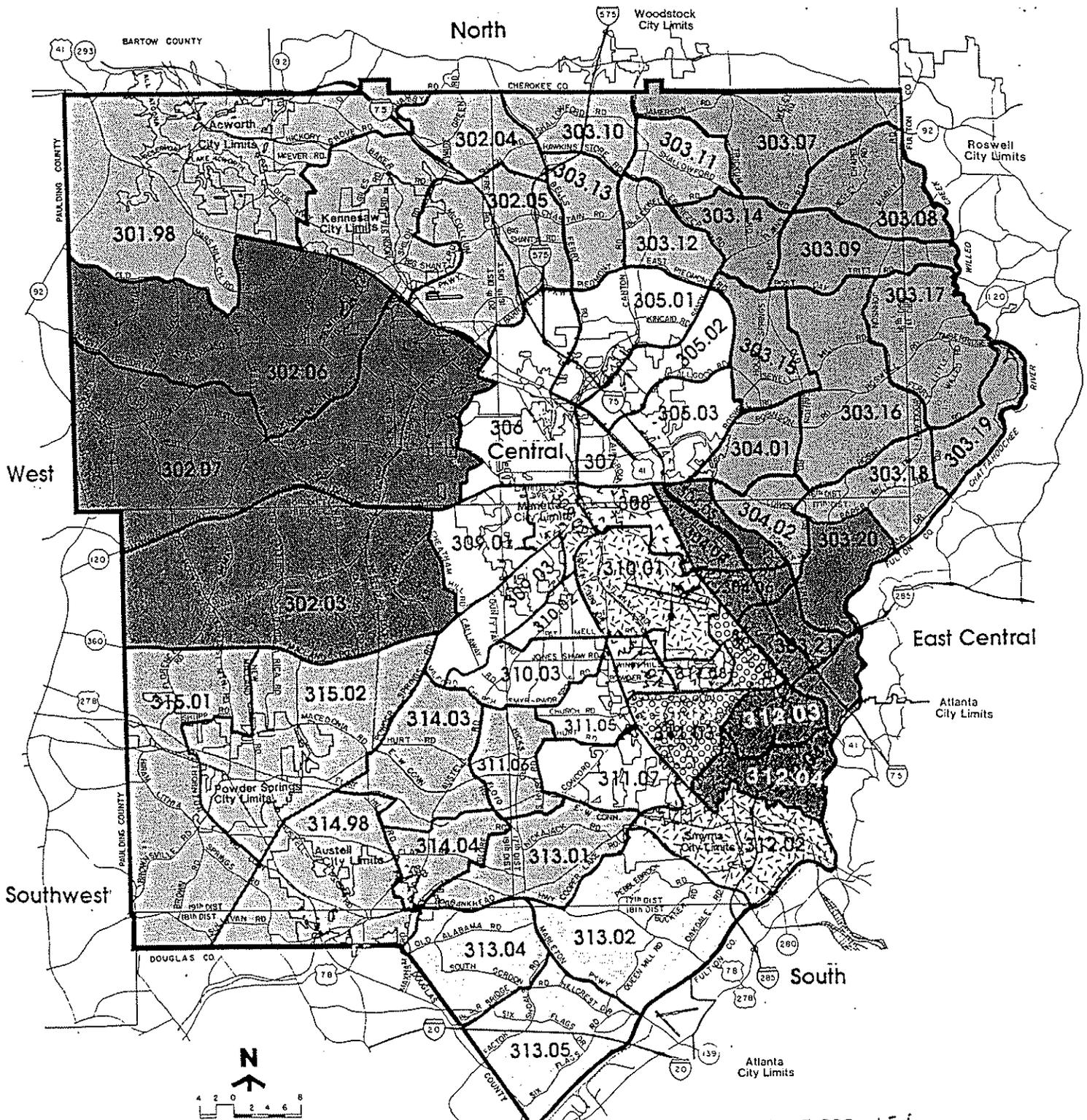
Table 5.1b Census Tracts In the Atlanta Road Corridor (1990)



SOURCE: Cobb County Department of Planning and Zoning
 Last Base Map Revision: 3/1/88

COBB COUNTY, GEORGIA

Table 5.1c Census Tracts In the Atlanta Road Corridor (2000)



SOURCE: Cobb County Department of Planning and Zoning
 Last Base Map Revision: 3/1/88

COBB COUNTY, GEORGIA

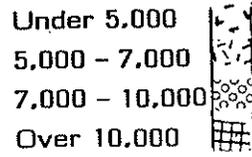


TABLE 5.2
ATLANTA ROAD CORRIDOR
DEMOGRAPHIC CHARACTERISTICS

Census Tract	Population by Census Tract*		Projected Population by Census Tract**		
	1980	1990	2000	2010	2020
308.00	5,381	4,367	4,530	4,851	4,608
309.02			6,157	6,035	5,822
310.01	5,539	4,839	5,135	5,003	5,113
311.01	4,669	4,313	4,052	4,167	4,493
311.02	6,843	12,431			
311.03	8,619	9,339	9,976	9,763	8,822
311.08			4,968	4,941	4,253
311.09			7,748	7,699	7,735
312.01	7,888	12,845			
312.02	3,681	6,004	5,976	7,022	7,966
312.03			5,848	5,819	5,962
312.04			6,549	6,808	7,090
Total	42,620	54,138	60,939	62,108	61,864

* 1980 Census Tracts

** 1990 Census Tracts

Sources: Census, ARC

TABLE 5.3
ATLANTA ROAD CORRIDOR
ETHNIC CHARACTERISTICS BY CENSUS TRACT, 1990

Census Tract	White	Minority	% of Total	Hispanic	% of Minority	Black	% of Minority	Asian	% of Minority	Other	% of Minority
308.00	2,988	1,379	31.6%	288	20.9%	1,048	76.0%	85	6.2%	18	1.3%
309.02	3,813	1,611	29.7%	208	12.9%	1,331	82.6%	57	3.5%	15	0.9%
310.01	3,990	849	17.5%	119	14.0%	619	72.9%	79	9.3%	32	3.8%
311.01	3,251	1,062	24.6%	285	26.8%	600	56.5%	164	15.4%	13	1.2%
311.03	7,480	1,859	19.9%	144	7.7%	1,519	81.7%	155	8.3%	41	2.2%
311.08	3,346	1,636	32.8%	115	7.0%	1,436	87.8%	67	4.1%	18	1.1%
311.09	5,003	2,446	32.8%	433	17.7%	1,771	72.4%	207	8.5%	3	0.1%
312.02	4,704	1,300	21.7%	107	8.2%	1,128	86.8%	55	4.2%	10	0.8%
312.03	4,903	845	14.7%	89	10.5%	648	76.7%	103	12.2%	5	0.6%
312.04	6,387	710	10.0%	125	17.6%	486	68.5%	91	12.8%	8	1.1%
Total	45,865	13,697	23.0%	1,913	14.0%	10,586	77.3%	1,063	7.8%	163	1.2%

TABLE 5.4
ATLANTA ROAD CORRIDOR
HOUSING CHARACTERISTICS BY STRUCTURE, 1992

Census Tract	Single Family	%	Multifamily	%	Mobile Home	%
308.00	979	50%	940	48%	49	2%
309.02	1,327	44%	1,361	45%	312	10%
310.01	1,017	41%	861	35%	581	24%
311.01	1,167	56%	906	44%	2	0%
311.03	2,839	63%	1,641	37%	2	0%
311.08	1,266	46%	1,484	54%	6	0%
311.09	870	18%	4,000	82%	1	0%
312.02	1,403	38%	2,311	62%	4	0%
312.03	630	15%	3,501	85%	0	0%
312.04	1,914	54%	1,648	46%	0	0%
Total	13412	41%	18653	56%	957	3%

HOUSING CHARACTERISTICS OF CENTRAL PLANNING AREA

Single Family	31,712	57%
Multi Family	22,023	40%
Mobile Home	1,826	3%
Total	55,561	100%

OCCUPANCY RATE	1980	1990
Owner Occupancy	55%	52%
Rental Occupancy	45%	48%

HOME VALUES	
Lower Quartile	\$71,363
Median Quartile	\$89,166
Upper Quartile	\$113,712

RENT	
Lower Quartile	\$409
Median Quartile	\$466
Upper Quartile	\$550

TABLE 5.5
ATLANTA ROAD CORRIDOR
AREA APARTMENTS

NAME	ADDRESS	OWNER'S NAME	TOTAL VALUE	# UNITS	YEAR BUILT	ZONING	DENSITY	OCCUPANCY RATE (1989-1992)	RENT/ SQ FT (1989-1992)
Belmont Crossing	1940 Atlanta Rd. S.E.	Smyrna I Ltd Partnership	\$2,689,850	202	1964	RM-12	21.26	78.0%	\$0.58
Calibre Vinings	4691 Log Cabin Dr.	Summit Vinings Ltd	\$7,140,000	170	1986		8.20	94.7%	\$0.55
Forest Hills of Vinings	3900 Paces Walk NW	BB&K/Tahoe Vinings Inc	\$14,064,500	302	1979	RM-12	10.90	68.3%	\$0.57
Hillcrest Plaza	1150 Atlanta Rd.S.E.			100					
Ivywood Park at Vinings				150					
Maple Brook Apts	1870 Atlanta Rd.S.E.	Malik, Mohammed Hussain	\$575,775	86	1968	GC	12.28	46.3%	\$0.37
Mondo Villa	740 Mozley Dr. S.E.	Goldfarb, B/Mand, B	\$34,987	24					
Paces Ferry Villa	4315 Paces Ferry Rd.	Allen, Walter L.	\$608,750	30	1963	RM-12	26.08	85.0%	\$0.51
Paces North	3575 Atlanta Rd. SE	Metric Institutional Apt.	\$6,080,000	152	1986	RM-12	11.87	97.0%	\$0.66
Paces on the Green	5900 Suffex Green Lane	Aetna Life Ins	\$10,881,050	210	1989	RM-16	13.13	20.3%	\$0.20
Paces Station III	Paces Ferry Rd.	Aetna Life Ins	\$3,221,257	80	1988		11.59		\$0.19
Paces Station Walk	5026 Paces Station Dr.	Aetna Life Ins	\$6,090,100	110	1982	RM-12	11.90		
Paces Vinings	2101 Paces Ferry Rd.	Daniel Paces Vinings Landing	\$10,000,000	208	1983	RM-12	11.68	97.0%	\$0.59
Tamarron	4601 Log Cabin Dr.	Tamarron Point LTD	\$11,000,000	320	1985	RM-12	11.79	91.8%	\$0.68
Vinings Ridge	400 Winchester Tr.S.E.	Winchester Associates	\$5,051,730	168	1972		12.20	95.7%	

Chapter Six: Cultural Resources

Public Facilities

A survey of various public facilities is included in this report. Evaluation of their structural condition, functionality or occupancy levels is beyond the scope of this study.

Schools The Cobb County Board of Education Administration Complex is on Glover Street in Marietta, just east of Atlanta Road. It operates ten educational facilities in the Atlanta Road Corridor. These are:

Osborne Middle School	Fair Oaks
Oakwood High School	Fair Oaks
Belmont Hills Elementary	Belmont Hills - Smyrna
Nash Middle School	Belmont Hills - Smyrna
Wills Educational Center	Belmont Hills - Smyrna
Hawthorne Elementary	Smyrna
Campbell High School	Smyrna
Teasley Elementary	Smyrna
Brown Elementary	Smyrna
Fitzhugh Lee Elementary	Gilmore

Libraries The Cobb County Library System operates the following branches within the Atlanta Road Corridor:

Sibley	Fair Oaks
Lewis A. Ray	Gilmore

The City of Smyrna operates a public library downtown.

Local Government Services Cobb County operates the following facilities:

Senior Citizens Center	Fair Oaks on South Cobb
Health Center	Smyrna on South Cobb Dr.
Mental Health Center	Smyrna on South Cobb Dr.
Smyrna's City Hall	Downtown Smyrna.

Fire Stations The Cobb County Fire Department operates the following branch stations in the Atlanta Rd. Corridor:

Barber Road	Fair Oaks
Smyrna	Downtown Smyrna
Atlanta Road	Gilmore

U.S. Post Offices	Smyrna Concord Square	Downtown Smyrna South Cobb Drive
Parks and Recreation Centers	Marietta operates the following recreation facilities along the Atlanta Road Corridor:	
	former Marietta Country Club Hedges Park Grambling Street Park	
	Smyrna operates the following recreation facilities along the Atlanta Road Corridor:	
	Ward Park Cobb Park Church Street Park Centennial Park Memorial Park	Brinkley Park Tolleson Park King Springs Park Askew Park
	Cobb County does not currently operate any recreation facilities in the Atlanta Road Corridor.	
Hospitals	Smyrna Hospital	South Cobb Drive
Cemeteries	Confederate Cemetery Marietta City Cemetery pioneer cemetery - Austell Rd. Barber Family Olive Springs	West Dixie - Marietta West Dixie - Marietta Fair Oaks Fair Oaks Belmont Hills

Archaeology and History

Historical Buildings and Sites

A surprising lack of historic buildings remain in the Atlanta Road Corridor. Even though it was part of the region's principal trade route from pre-Columbian times to the 1960's, and due to its moderate slopes, one of the earliest parts of the county to be settled, very few structures date from before 1900. It is likely that when the area suburbanized during the early 1900's, the traditional log cabins and hall & parlor farmhouses that still remained were not particularly esteemed. In contrast, these rustic habitations stayed occupied in the more rural parts of Cobb up until the current era, when they were viewed as "historic" or at least quaint. Practically, all that remains of the frontier settlement era, are some old cemeteries, the largest and probably the oldest is on the corner of Austell Road and South Cobb Drive. There are a few houses in Smyrna, which are believed to date from the late 1850's, 1860's or 1870's.

Vestiges of the Civil War have also been lost to Twentieth Century development. Two major Confederate fortification lines, the Smyrna Line and the Johnston River Line once crossed Atlanta Road. The Battle of Smyrna was fought on July 4, 1864 just east of Atlanta Road. Some trenches remain on the Windy Hill Golf Course, but for most of its length, it is no longer visible. The heavier fortifications of the Johnston River Line crossed Atlanta Road near where it intersects with I-285. These still can be seen on the Carmichael Farm (see below.) Heavy artillery forts were constructed on the hilltops adjacent to where Atlanta Road and the railroad crossed the Chattahoochee River. These are still visible at some locations.

The most unique historic site in the study area is found on the southeast corner of Atlanta Road and I-285. Known as the J.H. Carmichael Farm and General Store, the property is listed on the National Register of Historic Places. On the acreage can be found a two-story Victorian farmhouse, two early twentieth century store buildings, a rock spring house, barns, sheds, and a portion of the Confederate defenses of Atlanta. Despite the fact that its fields and pastures have now gone fallow, the Carmichael Farmstead still has a rural atmosphere. The Carmichael Farm was the birthplace of James Vinson Carmichael, a successful attorney who was instrumental in bringing the Bell Bomber Plant to Cobb County.

Architecture, Archaeology and Landscapes of Cobb County by Darlene Roth, Ph.D. classified it as "one of the most endangered of Cobb County's National Register Sites." However, absolute preservation of the Carmichael Farm is unlikely, given the key location on an interstate interchange. The market value of this real estate would make non-development a costly alternative for either the property owner or the public neighborhood, if purchased. An innovative solution will be necessary, if the essence of the historic site is to be conserved.

On the streets in the Corridor, north of Oakdale Road and south of Paces Ferry Rd., are numerous homes dating from the turn-of-the-century. Some houses are excellent examples of that period's vernacular architecture, but the neighborhood is interspersed with post-World War II housing and contemporary ranchers. The area was proposed in 1990 by the Cobb County Historic Preservation Commission as a Local or National Historic District, but no community actions have ever propelled this proposal forward.

Site	Land Lot	Address	City/Community
1. Confederate Cemetery (Dist. 16)	LL1290	Old Atlanta Road	Marietta
2. Marietta Cemetery (Dist. 17)	LL217	Old Atlanta Road	Marietta
3. Glover Machine Works (Dist. 17)	LL290	Glover St.	Marietta
4. Austell Rd. Pioneer Cemetery	LL281	Austell Rd./South Cobb	Fair Oaks
5. Olive Springs Cemetery	LL299	Clay Dr./South Cobb	Belmont Hills
6. Gilmore Cluster*	LL696, LL745, LL746, LL695, LL694, LL748	Atlanta Road	Gilmore
7. Fitzhugh Lee School	LL748	Atlanta Road	Gilmore
8. Carmichael Farmstead	LL764	Atlanta Road	Log Cabin
9. Log Cabin Church	LL892	Log Cabin Road	Log Cabin
10. Smyrna Defense Line	LL635, LL661	Windy Hill Road	Smyrna
11. Johnston River Line	LL764, LL821, LL820	Log Cabin Road	Log Cabin
12. Railroad Crossing Defenses	LL964, LL1023	Atlanta Road	

*Approximately three dozen homes from turn-of-the-century mixed with 1920's structures.

Archaeological Sites

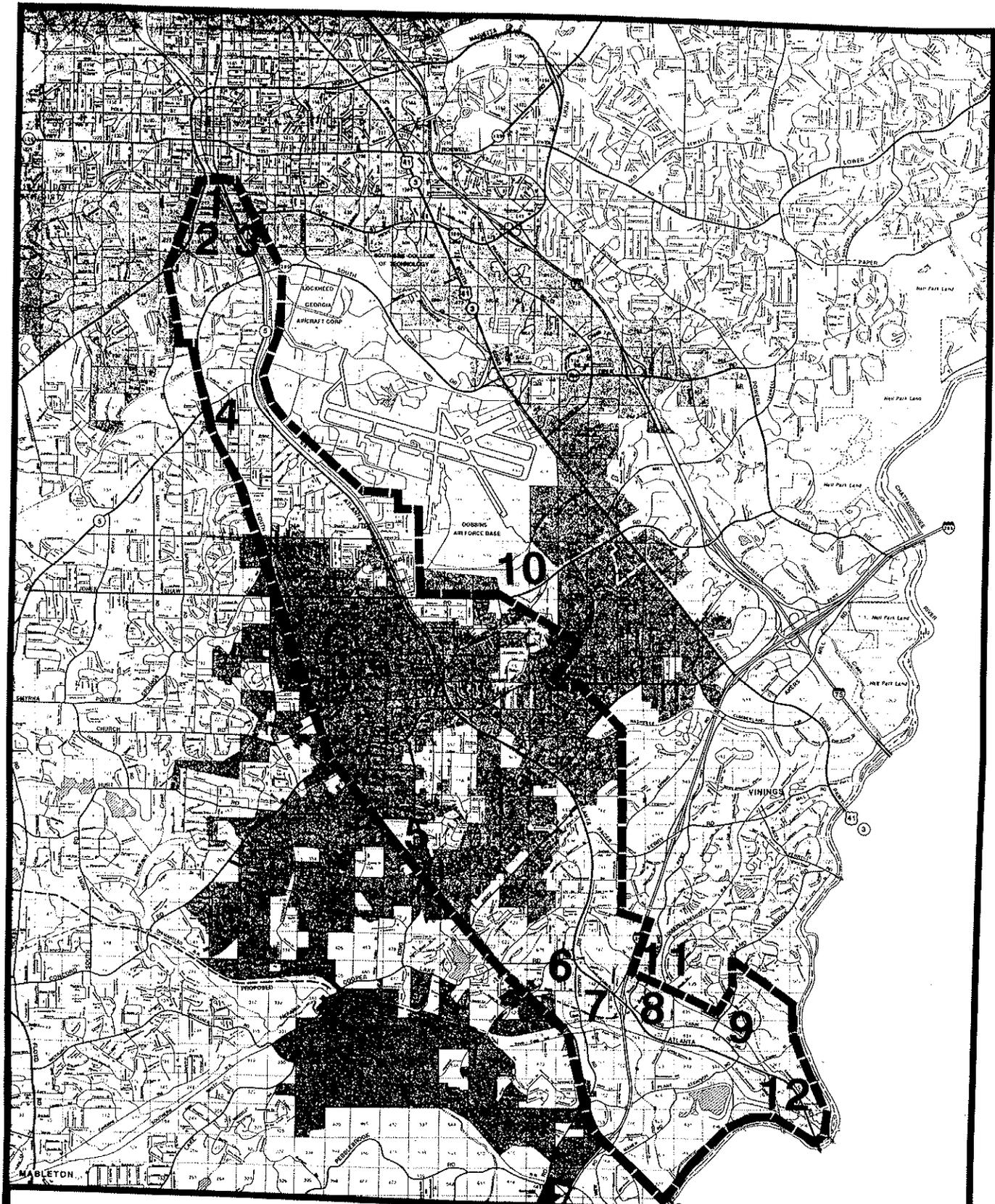
Intensive agriculture and urbanization have also erased much of the visible legacy left the Native American inhabitants of southern Cobb County. However, it is known that the area has been occupied for at least 10,000 years and from about 200 AD onward, relative large populations lived along the Chattahoochee River and such tributaries as Nickajack, Peachtree, Sope, Rottonwood and Poorhouse Creeks. The early, less advanced, Paleolithic and Archaic cultures lived up on the ridgelines such as the one that Atlanta Road follows. After 150 years of development, any artifacts from this era found near Atlanta Road will probably be happenstance. Major Woodland and Mississippian Period towns and villages existed in and on the edge of floodplains. The historic-era Muskogee town of Standing Peachtree was located on either side of the Chattahoochee where Peachtree Creek flows in and where Atlanta Road crosses over. Fort Gilmer, a border station and trading post was built here in 1813. The Cobb County Sewage Treatment Plant sits over the site of Standing Peachtree and Fort Gilmer.

Much archaeological evidence has been lost to past construction, but there are numerous documented dwelling sites yet to be excavated or even thoroughly investigated near the southern end of Atlanta Road. As mentioned earlier, large tracts of undeveloped land still exist northeast of Atlanta Road. These could contain undisturbed archaeological sites of great significance. The most likely locations for these sites are near major flood plains.

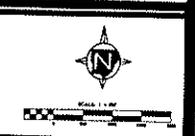
TABLE 6.1
Documented Archaeological Sites Near Atlanta Road
(All sites are in District 17)

SITE	LAND LOT	ADDRESS	COMMUNITY	DESCRIPTION
9-CO-183	598	near Pretty Branch	Smyrna	Mississippian Village Site
9-CO-193	743, 744	Atlanta Rd. across from Campbell H.S.	Smyrna	Woodland/Mississippian Site
9-CO-195	764	Intersection of I-285 & Log Cabin Rd.	Gilmore	Archaic Period Camp Site
9-CO-231	896	Carmichael Estate	Log Cabin	Civil War fortifications
9-CO-198	896	Plant Atkinson Rd.	Woodlawn	Archaic Period Camp Site
9-CO-205	964, 965, 1023	NW of Atlanta Rd. on Chattahoochee River	Woodlawn	Mississippian Village Site
9-CO-206	968	NW of Atlanta Rd. on Chattahoochee River	Woodlawn	Mississippian Village Site

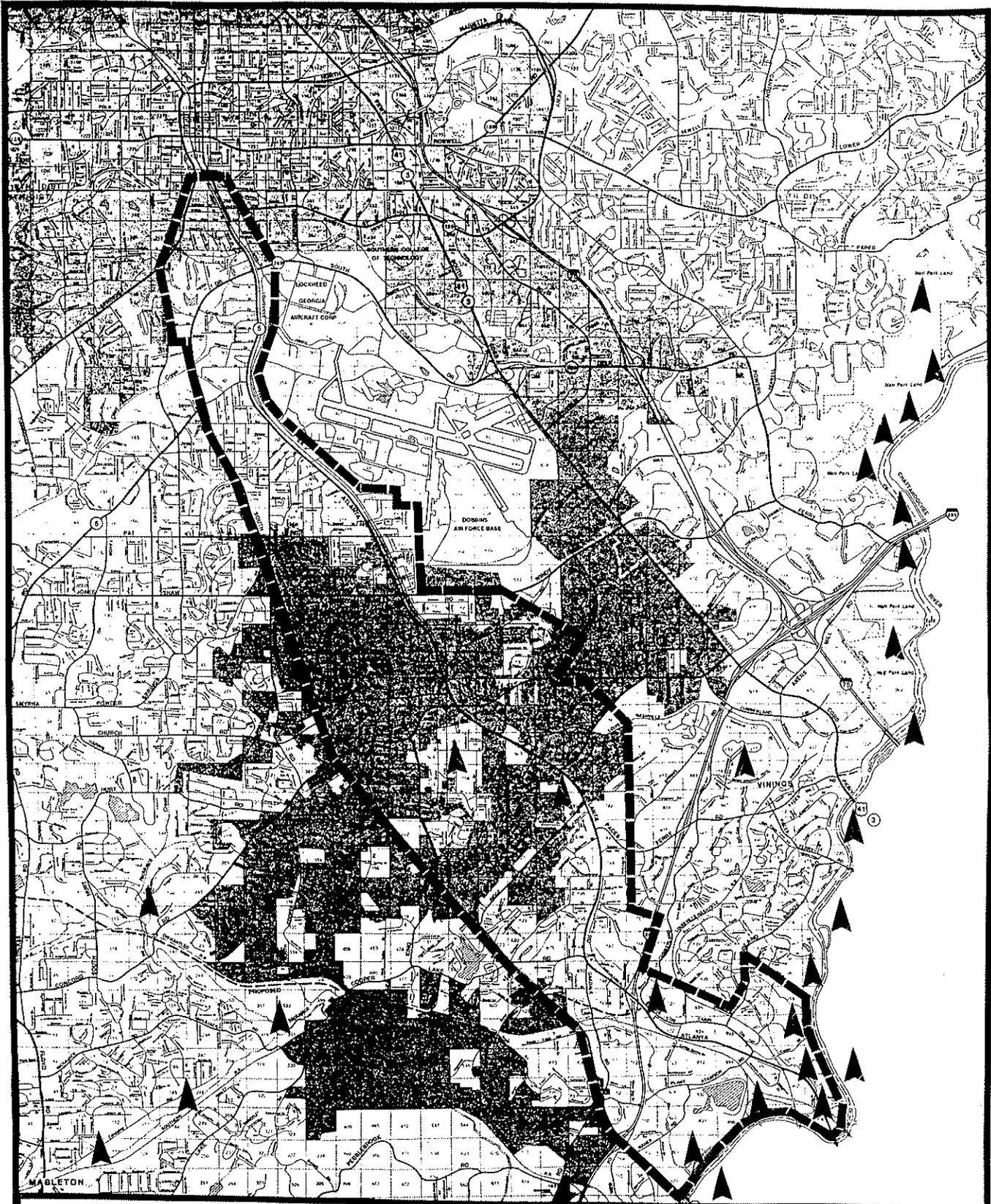
Map 6.1 - Historic Sites Near Atlanta Road Corridor



COBB COUNTY ATLANTA ROAD CORRIDOR STUDY
Cobb County Dept. of Community Development
Planning Division

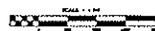


Map 6.2 - Archaeological Sites Near Atlanta Road Corridor



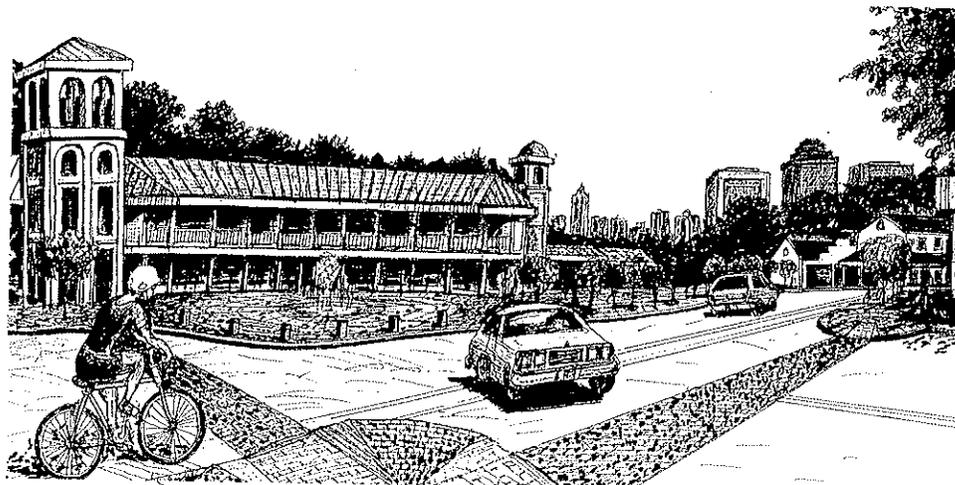
ATLANTA ROAD CORRIDOR STUDY

Cobb County Dept. of Community Development
Planning Division



59

SECTION III:
ATLANTA ROAD CORRIDOR REVITALIZATION PLAN



Chapter Seven: Atlanta Road Corridor Development Plan

Planning Criteria

The Atlanta Road Corridor Study was guided by three implicit goals:

1. A general physical and economic revitalization of the entire Atlanta Road Corridor.
2. Improvement of the environmental quality of southern Cobb County.
3. Provision of a range of residential and employment opportunities in southern Cobb County.

The following objectives, policies and programs are proposed means for addressing the above goals in every part of the Corridor. Again, as in Chapter Four, the recommendations will be organized into eight planning areas. Each of these areas contain distinctive land use and development patterns. Four planning areas are totally or partially under the jurisdiction of incorporated cities. Recommended policies or actions are only presented for the unincorporated areas of the Atlanta Road Corridor.

Even when community wide land use changes are adopted as policy, local government, in general, can only respond to the proposals of private property owners and developers. However, most of these planning areas are rooted in neighborhoods that developed around transit stations. Transportation elements are again the structure that defines these neighborhoods, but they are now vastly improved traffic arteries, not an electric rail line. Transportation and infrastructure improvements can influence private property owners to initiate positive changes. Therefore, proposed transportation improvements have been synthesized with land use policy.

West Dixie Neighborhood

Policies adopted by the City of Marietta:

1. Develop a convention center at site of Marietta Country Club.
2. Encourage redevelopment of West Dixie into more intensive commercial or residential uses.

Land Use Plan Changes: The City of Marietta has recently amended its Land Use Plan to allow commercial or mixed use developments in West Dixie of five acres or greater. These changes are intended to augment the anticipated economic impact of the Marietta Convention Center, which is nearing construction.

Proposed Transportation Improvements:

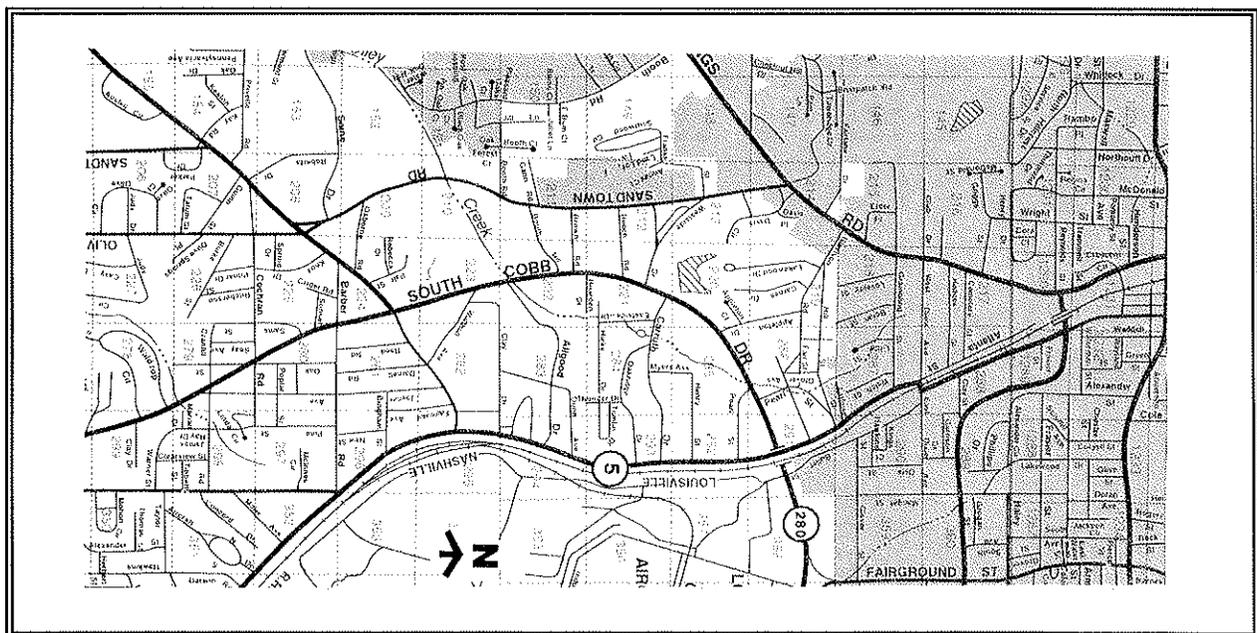
1. Construct a four lane connector between Powder Springs Road and South Cobb Drive.
2. Improve east-west pedestrian crossings and linkages.

Fair Oaks Neighborhood

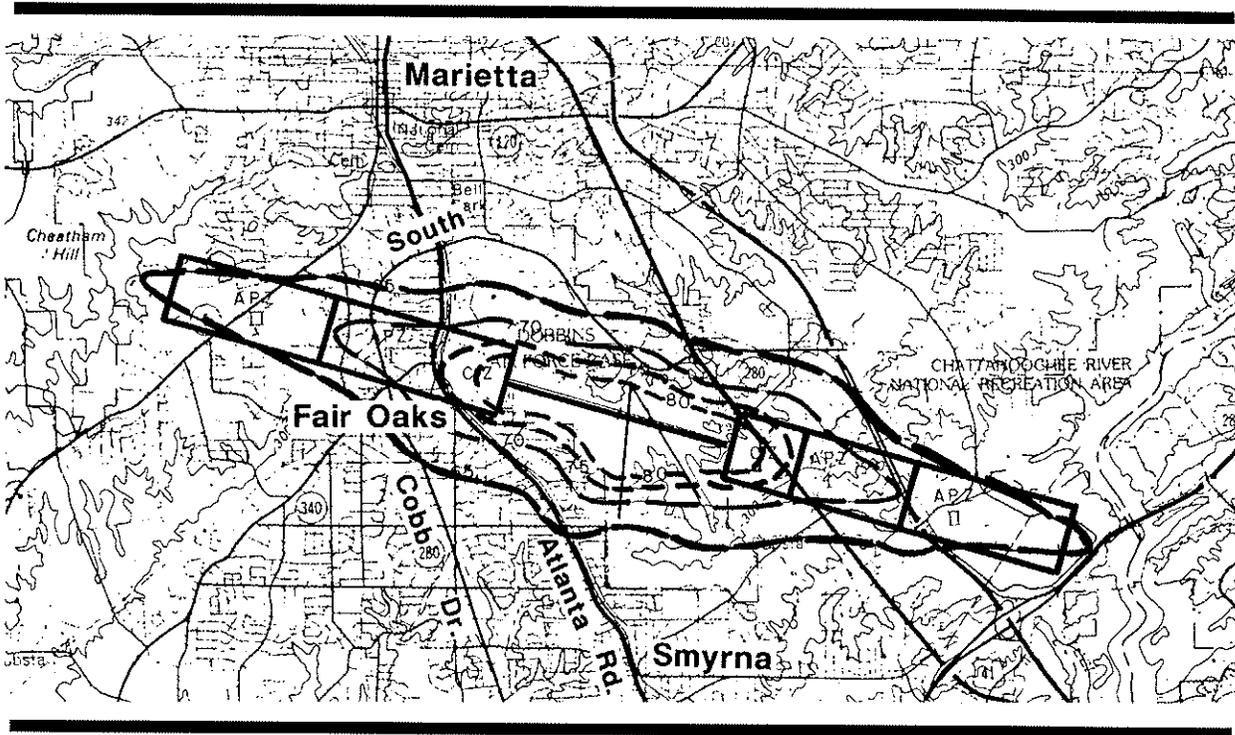
Future Development Concept:

Fair Oaks in 1995 is really two distinct neighborhoods. The one north of Austell Road is severely blighted and is in the direct path of airplanes landing at Dobbins AFRB. The neighborhood south of Austell is also under the flight path of Dobbins, but as one moves southward in this neighborhood, land values rise steadily. Therefore, public policies that address problems in the northern section, would be entirely inappropriate for the southern section, in that southern Fair Oaks is potentially a stable residential community, with such amenities as schools, parks and mature landscaping.

It is envisioned that major changes will occur in that section of Fair Oaks, north of Austell Road, while the portion south of Austell Road would be stabilized. If this plan is implemented, all residential uses within the Dobbins AICUZ would eventually be eliminated. The remaining neighborhoods will continue to be desirable locations for middle and moderate income residents, while the road frontages would become prime locations for neighborhood-oriented retail stores and services. The reconstruction of Atlanta Road will provide an opportunity to add sidewalks and streetscaping along major road frontages.



Map 7.1 - Street Map of West Dixie and Fair Oaks Neighborhoods



Map 7.2 - Air Installation Compatible Use Zones
Dobbins Air Force Reserve Base

Proposed Cobb County Policies:

1. Provide incentives to private sector for elimination of blighted areas within Fair Oaks.
2. Increase employment opportunities in the Fair Oaks Community.
3. Reduce the public's exposure to potential aircrash hazards within Use Districts 7, 12, and 13 (Dobbins Air Installation Compatible Use Zone).
4. Maintain integrity of residential neighborhoods south of the AICUZ.

Proposed Land Use Plan Amendments:

1. Maintain current Industrial Compatible Classification north of Austell Road.
2. Reclassify residential areas from Austell Road south to Barber Road as Industrial Compatible.
3. Maintain current boundaries south of Barber Road between residential and non-residential uses.

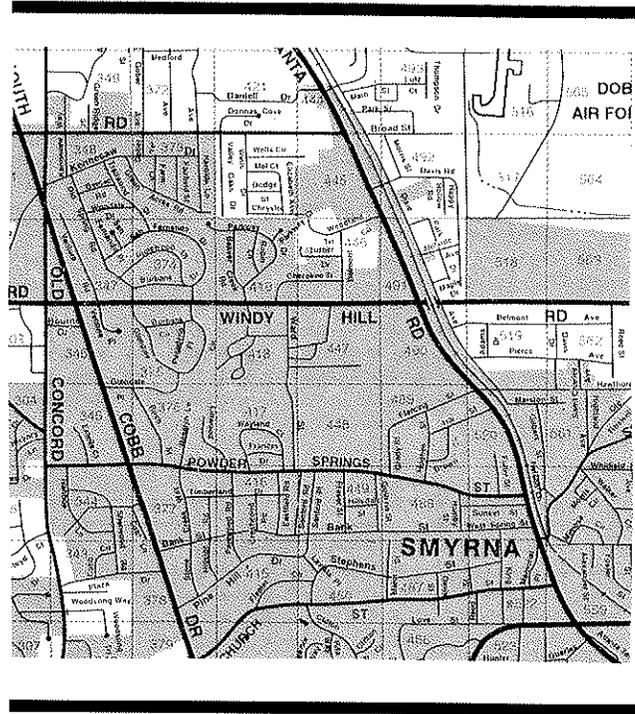
Proposed Zoning Map Amendments:

1. Prepare a zoning plan for the area along and north of Austell Road which indicates that either Light Industrial or Office-Service would be permitted.

(See Map 7.2 - Proposed Improvements in the Fair Oaks Neighborhood.)

Proposed Transportation Improvements:

1. Construct continuous sidewalks along South Cobb Dr. and Atlanta Rd.
2. Complete widening of Atlanta Road through to the South Marietta Loop.
3. Construct continuous east-west pedestrian linkages from Atlanta Rd. to South Cobb Dr. *(either sidewalks or paved paths)*
4. Widen Austell Rd. between South Cobb Drive and Atlanta Rd.
5. Cul-de-sac minor east-west interior streets which interconnect the commercial strip development with stable residential neighborhoods.
6. Close substandard streets which are not necessary to provide access to parcels.
7. Eliminate intersections on South Cobb Dr. where older minor streets simultaneously form a 90 degree intersection with each other and an obtuse angled intersection with South Cobb Drive.



Other Public Improvements:

1. Develop landscaped buffer zones between commercial strip developments and residential neighborhoods.
2. Plant trees and shrubbery along South Cobb Drive and Atlanta Road at locations where they will not interfere with utility lines.

Belmont Hills Neighborhood

Land Use Plan Amendments: City of Smyrna's jurisdiction

Zoning Map Amendments: City of Smyrna's jurisdiction

Downtown Smyrna

Land Use Plan Amendments: City of Smyrna's jurisdiction

Zoning Map Amendments: City of Smyrna's jurisdiction

West Paces Ferry Neighborhood

Future Development Concept:

Although commercial activities have replaced residential (through redevelopment or adaptive reuse) over much of the Atlanta Road frontage in this community, most of the interior neighborhoods are still stable. Redevelopment of vacant and obsolescent commercial road frontage properties back into medium density residential is a viable option here. Upscale residential development along Atlanta Road would protect more traditional neighborhoods from non-residential encroachment.

The future West Paces Ferry Community is envisioned as a moderately dense, residential area with some neighborhood shops on Atlanta Road only. If maintained, the mature tree canopy and scattered historic homes will continue to provide a "small town environment" for the neighborhoods here. It is anticipated that further development of raw land into commercial will be limited, but more intensive redevelopment of existing commercial sites may occur.

(See Map 7.4 - Proposed Improvements in the West Paces Ferry Neighborhood)

Proposed Cobb County Policies:

1. Maintain the residential character of this area of the County.
2. Maintain the tree canopy and landscaping along Atlanta Road.
3. Encourage preservation of historic residential buildings.
4. Provide for pedestrian circulation within the neighborhood.
5. Encourage assemblage of small parcels into larger tracts.

Proposed Land Use Plan Amendments: *(Portions of this neighborhood are within the City of Smyrna.)* It is recommended that the County's Land Use Plan be amended to reclassify all parcels in this neighborhood, adjacent to Atlanta Road as Medium Density Residential. Most of these parcels are currently classified Low Density Residential, but are either unoccupied/for sale or occupied by non-residential activities.

Proposed Zoning Map Amendments: Prepare a Zoning Plan for this neighborhood that permits rezoning of Atlanta Road frontage parcels and some interior parcels to RA-4 or RA-6.

Proposed Transportation Improvements: Construct sidewalks on major east-west streets that feed into Atlanta Road.

Gilmore Neighborhood

Future Development Concept:

Up until the 1960's, Gilmore was a stable self-contained community, which anchored southside Cobb. The Atlanta Area's population and transportation network exploded, leaving Gilmore in the backwaters. With approximately eighty percent of its street frontage either vacant or for sale, there is little doubt that significant changes are about to occur. Upon completion of Phase V of the East-West Connector, a "crossroads" role will evolve for Gilmore...not unlike the intersection of Piedmont and Peachtree in the Buckhead section of Atlanta. This in turn will create opportunities for innovative developments on either side of the intersection.

The future Gilmore Neighborhood is envisioned as a compact "urban village", composed of traditional and medium density housing, focused on compact commercial amenities. The mature tree canopy and landscaping on residential streets would be augmented by new streetscaping projects on Atlanta Rd.

Proposed Cobb County Policies:

1. Encourage an "urban village" (*low-rise, moderate density*) commercial and residential environment.
2. Encourage assemblage and redevelopment of obsolescent commercial parcels into projects amenable to pedestrian circulation.
3. Encourage low and medium density residential development west of Regional Activity Center.
4. Encourage maintenance of the tree canopy in residential areas.
5. Increase opportunities for outdoor recreation and pedestrian circulation.

Proposed Land Use Plan Amendments: As stated earlier in this report, economic forces are clearly binding the future of the commercial portion of Gilmore to the Cumberland-Vinings Area. In order to assure compatible development patterns, it is recommended that the Cumberland-Vinings Regional Activity Center's boundaries be extended to include the blocks adjacent to Atlanta Road in Gilmore. (*See Map 7.5 - Proposed Improvements in the Gilmore Community*).

Proposed Zoning Map Amendments: In order to discourage piecemeal redevelopment of the Gilmore Community based on the relatively small early Twentieth Century lots, it is recommended that the commercial corridor be rezoned Planned Village Community (PVC).

Proposed Transportation Improvements:

1. Construct the East-West Connector-Phase V between South Cobb Drive and Cumberland Parkway.

2. Construct a bikeway on the abandoned rail right of way to connect Gilmore with Covered Bridge and Vinings.
3. Close sub-standard streets which are not the only access to any particular land parcel.

Other Public Improvements:

1. Create a public park in the vicinity of Gilmore Neighborhood with both natural areas and active recreation facilities.
2. Maintain an elementary school somewhere in the Gilmore Neighborhood.
3. If Fitzhugh Lee Elementary is closed, the potential of converting the facility intact to private ownership should be investigated.

Log Cabin Neighborhood

Future Development Concept:

The Log Cabin Neighborhood is already experiencing major changes. It is likely that it will be unrecognizable from its 1985 appearance by the year 2000. Its strategic location next to both an affluent low density neighborhood and I-285, combined with raw land values running 20-25% of those near Cumberland Mall assure a dramatic redevelopment. Local government's role can be to utilize land use controls and public right-of-way improvements to maximize the positive impacts of these changes.

It is envisioned that the Log Cabin Neighborhood will become a cosmopolitan urban center similar in character to the Peachtree Hills-Garden Hills sections of Northside Atlanta. Highrise and midrise structures would dominate the streetscape near the I-285 intersection. The north side of Atlanta Road would be characterized by a mixture of housing types; high rise, mid-rise, apartments, townhouses, cluster housing and early twentieth century detached houses. The south side of Atlanta Road would be characterized by a mixture of community and neighborhood-oriented commercial developments.

Proposed Public Policies:

1. Create a cosmopolitan "urban center" within the Log Cabin Neighborhood.
2. Encourage intensive mixed use development around I-285 interchange.
3. Encourage residential developments and amenities in vacant and under-utilized tracts not contiguous with I-285.
4. Develop facilities for outdoor recreation and pedestrian circulation.

Proposed Land Use Plan Amendments:

1. Extend the Cumberland-Vinings Regional Activity Center boundaries to include the I-285/Atlanta Rd. interchange.
2. Amend the Land Use Plan to include all parcels (*outside the RAC*) south of Atlanta Rd. and north of the rail line to be in the Community Activity Center.
3. Amend the Land Use Plan to include all parcels on Atlanta Rd. north to Log Cabin Rd. to be High Density Residential.

(See Map 7.5 - Public Improvements in the Log Cabin Neighborhood)

Proposed Zoning Map Amendments:

1. Designate an Urban Village Commercial District around the I-285 Interchange.
2. Approve rezonings to Residential High-rise (RHR), Residential Mid-rise (RMR), RM-12, RM-8, FST and RA-6 north of Atlanta Rd. to Log Cabin Rd., Neighborhood Retail Commercial (NRC), Office & Institutional (O&I), Office/Service (OS), Neighborhood Shopping (NS) or General Commercial (GC) south of Atlanta Rd. to the railroad, as requested.

Woodlawn Industrial District

Future Development Concept:

Even though this section of Cobb County is reserved for industrial activities by the Comprehensive Plan's Future Land Use Map, during the last twenty years there has been no new construction of heavy industry. Other than the expansion of the county's sewage treatment plant, new construction has been typified by wholesale warehouses, combined retail-wholesale facilities, and combined offices with garages for vehicles and equipment. It is envisioned that the Woodlawn Area will continue evolving from a district devoted exclusively to heavy industry to one characterized by a mixture of retail, wholesale and industrial compatible uses.

Proposed Cobb County Policies:

1. Encourage development of offices and wholesale in area formerly reserved for heavy industry.
2. Encourage development of a buffer zone between existing/new residential neighborhoods and County Sewage Treatment Plant.
3. Improve streetscape of Atlanta Road through this neighborhood.

Proposed Land Use Plan Amendments:

1. On north side of Atlanta Road;
 - a. Change Industrial Compatible to Medium Density Residential
 - b. Change Industrial to Industrial Compatible
2. On the south side of Atlanta Road;
 - a. Change Industrial to Industrial Compatible

Proposed Zoning Map Amendments:

1. Rezone tract north of Cobb Treatment Plant to Light Industry or Office-Service.
2. Rezone parcels south of Atlanta Road and north of the railroad tracks to OS.

Proposed Transportation Improvements:

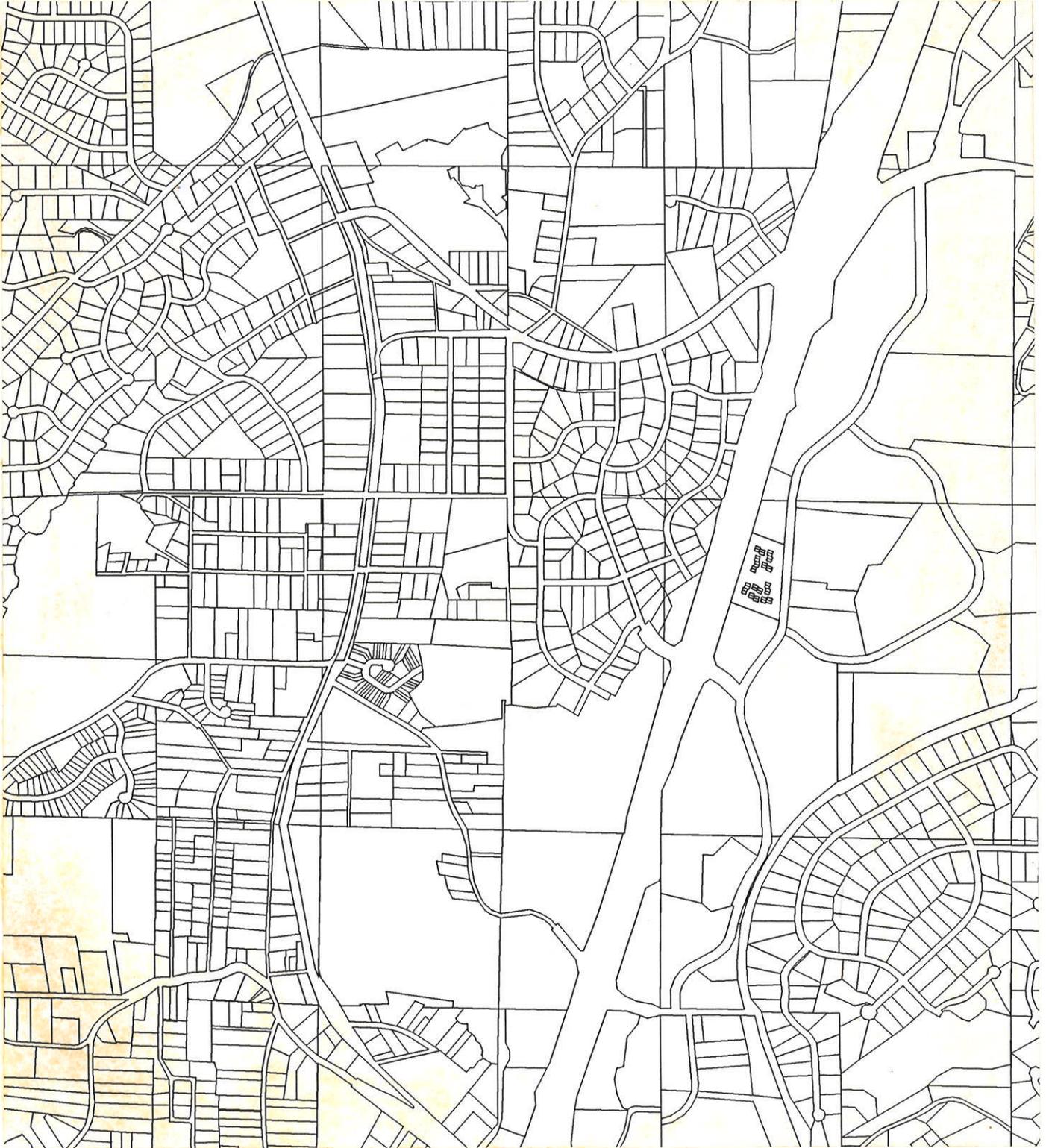
1. Close obsolete and abandoned streets.
2. Study potential for re-routing heavy trucks to south side of railroad tracks.

Other Proposed Public Improvements: It is recommended that a streetscape program be implemented once the improvements on Atlanta Road are completed. The marketing appeal of Atlanta Road would be improved significantly by street trees.

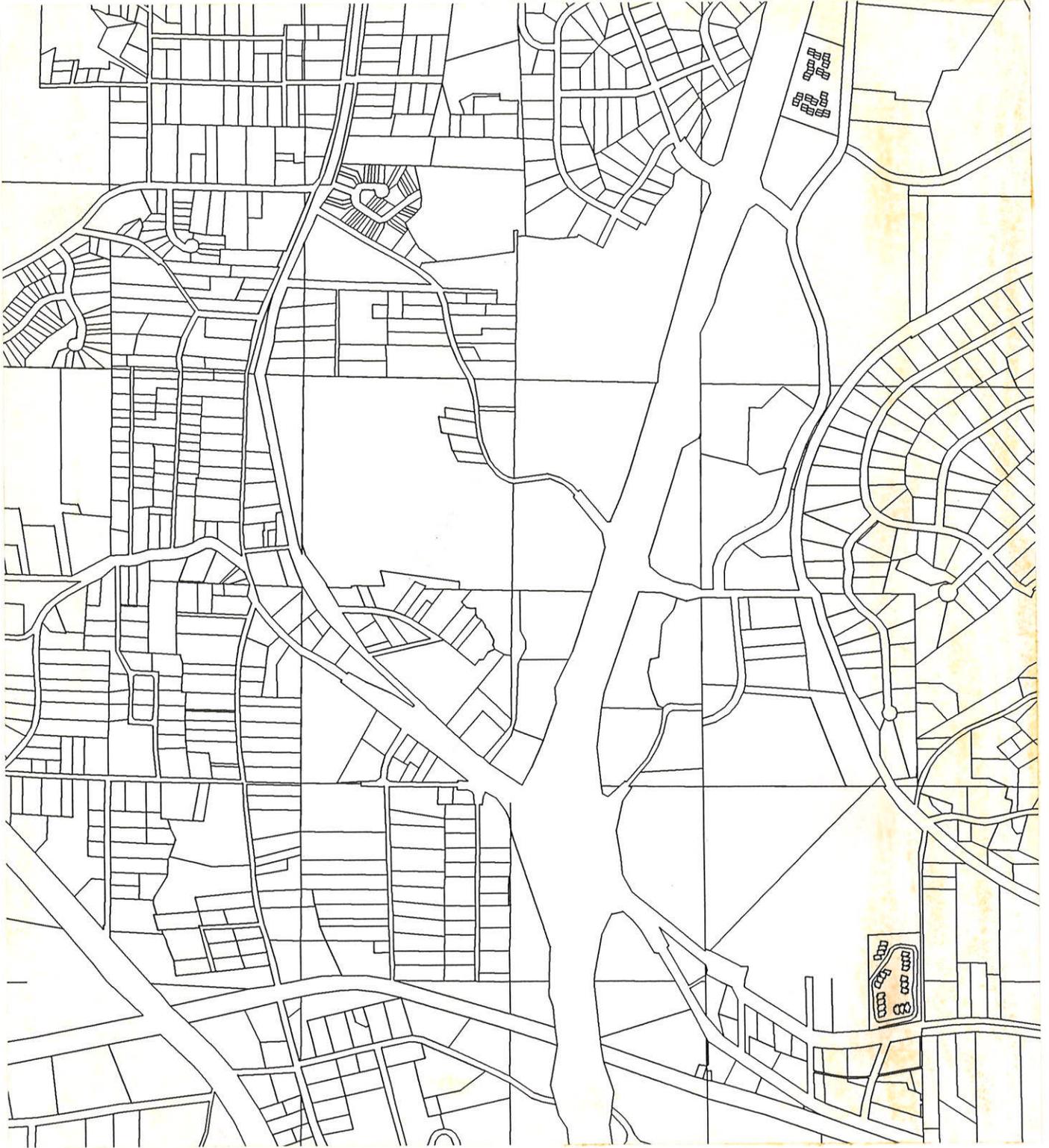
Map 7.3 - Proposed Public Improvements in the Fair Oaks Community



Map 7.4 - Proposed Public Improvements in the West Paces Ferry Community



Map 7.5 - Proposed Public Improvements in the Gilmore Community



Map 7.6 - Proposed Public Improvements in the Log Cabin Community



Map 7.7 - Proposed Public Improvements in the Woodlawn Section



Chapter Eight: Urban Design Concept

Background

The discipline of urban design originated in Baroque Europe when princes and merchant moguls retained architects to redevelop whole sections of their cities to convey an image of a particular aesthetic ideal. The premise of these public works was frequently the construction of broad boulevards to cut through the chaotic maze of medieval city plans. Typically, uniform building facades would be applied to a mixture of buildings, both new and old. Since the primary mode of personal transportation was still the foot, generous accommodations were made for sidewalks, trees, fountains and plazas.

Contemporary urban design plans in the United States are usually limited in their capacity to influence the streetscape and appearance of a community. Certainly, decisions pertaining to the planting of trees and provision of sidewalks are within the sphere of local government leverage. However, the determination of building designs is generally limited to the range of possible options suggested to the property owners. Local governments seldom regulate private sector aesthetic decisions, unless the structures are officially classified as historic. Zoning district criteria and development standards regulate maximum building heights, "footprints", setbacks, and parking requirements. Building codes mandate certain ranges of building materials and fenestration. In reality though, the location, geometry and capacity of transportation elements probably influence urban forms and spaces than any other government activity.

This chapter is a guideline for future decisions made within the comprehensive planning process and local government investment in streetscape improvements. Although Cobb County, Smyrna and Marietta may, in the future, adopt urban design standards for certain sections of their jurisdictions, none exist at the present time. Nevertheless, prescriptive stipulations frequently accompany approval for developments in Cobb County. In essence, developers voluntarily agree to provide public amenities not required by the zoning ordinance or development standards in return for bonus building area allowances or flexibility in building setback lines. Through stipulations, the examples of these recommendations could be implemented, which then could be adapted voluntarily by other property owners over a period of time. Simultaneously, public streetscape improvements can be implemented as funds become available.

Visual Analysis

The aesthetics and environmental quality of a community are extremely important to its economic development potential. The attitudes of building owners and tenants toward their streetscape sends a powerful message. A potential investor's (*or shopper's*) initial perception of a community district is often more significant to its future viability, than the actual economic dynamics present. If the image is that of neglect and chronic vacancies, the typical visitor will assume that this area will continue to decline in the future. If the image is currently negative, but with a major road improvement underway, the entrepreneur assumes a potential for

investment. If the image is that of recent upscale development, the business-owner assumes that there is a secure environment for developing more of the same.

A visual analysis describes the images perceived by a driver or pedestrian passing through a particular geographical area. It is a "real" three dimensional description of a community at ground level; as opposed to the typical planning abstractions such as zoning, floor-to-area ratio, etc. The images perceived by a driver often simplifies to a series of masses, whereas the pedestrian is close enough, and slow enough to remember subtle details.

Since we are studying a ten mile long corridor, this chapter will only address the "automobile scale" of urban design. Visual details are best investigated at the project design stage. Furthermore, this portion of the study will be limited to those unincorporated areas under the jurisdiction of the Cobb County Department of Community Development.

Images

Fair Oaks Neighborhood

There is a distinct change in visual environment as one drives south past the South Cobb Drive overpass on Atlanta Road. The perceived image can best be summarized as "this is a place that time forgot." Atlanta Road's right-of-way no longer parallel's CSX's rail right-of-way, there are pockets of lowrise commercial structures (many abandoned) on the east side of the road. The narrow width of most lots imparts a small town feeling to the neighborhood west of the rail tracks. Some of the bungalows are well maintained and advertise lush, mature landscaping. Interspersed though, are vacant lots, aging mobile home parks, dilapidated commercial structures, and abandoned houses. Unfortunately, the overall impression becomes that the entire neighborhood is blighted even though several residential properties are immaculate.

Attributes

- A mature tree canopy
- Housing has a "small town" scale
- Several houses north of Austell Rd. are well-maintained and landscaped
- Most houses south of Austell Rd. are well-maintained and landscaped.

Deficiencies

- Numerous vacant lots and dilapidated/abandoned buildings are interspersed among sound structures
- Mobile home parks are poorly maintained and lack landscaping

- The scale of metal industrial buildings is incompatible with the turn of the century housing.
- The numerous streetside mailboxes, power poles, advertising signs and parking lots along Atlanta Road portray a cluttered, chaotic image for the community. In particular, power poles are dangerously close to the traffic lanes.
- There are very few amenities for pedestrians, such as sidewalks and benches, on Atlanta Road and South Cobb Drive.
- Most commercial buildings along Atlanta Road have no landscaping whatsoever.
- Strip commercial developments are encroaching on stable residential neighborhoods south of Austell Road.
- Many buildings adjacent to the railroad tracks are abandoned and/or dilapidated.

West Paces Ferry Neighborhood

The visual environment of this section of Atlanta Road is little different from many other suburban arteries in the Atlanta Area. It is characterized by a mixture of "strip" shopping centers, garden apartments, townhouses, public/private institutions and surviving detached houses. In residential areas, numerous shade trees remain. Immediately south of Spring Hill Road, on the east side of Atlanta Road, is a large turn of the century home (pyramid-hipped style) and coach-house as Nina Wakefield's Warehouse Annex Antiques. Surrounded by lawns and a mature hardwood forest, the image is distinctly rural. Pine trees that were saplings when houses were originally built in the fifties and sixties, are now approaching maturity. A new cluster housing project is under development immediately west of the intersection of Atlanta Road and Paces Ferry Road. On the other hand, just north of this new development, on the same side of the road, a junkyard still exists under the General Commercial Zoning Category. There are also a few, poorly maintained commercial structures close to the road, and the majority of houses on the west frontage of Atlanta Road are either for sale, or in commercial use, but the overall impression is that of a typical suburban street in Cobb.

Attributes

- There is a mature tree canopy in the residential areas
- The suburban feeling of this neighborhood would feel "comfortable" to many residents and/or visitors.
- The new cluster housing development under construction and recent residential and commercial developments maintain the residential scale of the community.

Deficiencies

- There are very few pedestrian amenities such as sidewalks and no public parks.
- The older commercial structures lack landscaping.
- The junkyard is not a compatible use/image with the remainder of the neighborhood.

Gilmore Neighborhood

At the time this report was prepared (*Spring 1995*), much of Gilmore's Atlanta Road frontage appears to be in transition. The original right-of-way has been closed on the north end of the Gilmore Commercial District. It has been replaced by a four lane road following the old Atlanta Interurban right-of-way. As one drives southward from West Paces Ferry, an increasing frequency of "for sale" signs is apparent. Several spacious turn-of-the-century homes set back 75-100 feet from the street are followed by rows of deteriorated commercial structures and smaller homes set very close to the road. The entire east side of the road frontage along the new Atlanta Road right-of-way has been cleared. Many lots in the island between old Atlanta Road and old Log Cabin Road have also been cleared, leaving scattered large hardwoods. At the heart of Gilmore, where Camp Highland Road intersects, virtually all of the commercial buildings have been vacated or even demolished.

Looking beyond the bulldozers, dumptrucks and abandoned store buildings, Gilmore has enormous potential as a cosmopolitan location for living and working. It is adjacent to the I-285 interchange. Phase V of the East West Connector will link it directly with southern/western Cobb County and the Cumberland-Vinings Area. The heart of Gilmore enjoys a spectacular view of the Atlanta Skyline. To the west along Cooper Lake Road are new upscale subdivisions, while late Victorian and early twentieth century houses closer to Atlanta Road hold potential for rehabilitation or infilling. There are approximately 80 acres of wooded, undeveloped or underdeveloped parcels along Gilmore Road. Gilmore currently has an inventory of approximately twenty acres of commercial road frontage, cleared, graded and ready to develop. Obviously, the only barrier to commercial development at this time, is the willingness of developers to take the risk.

Attributes

- There is a mature tree canopy in residential areas.
- Gilmore has a magnificent view of the Atlanta Skyline.
- East of Atlanta Road is a mature residential area.
- West of Atlanta Road is mostly undeveloped.
- The intersection of I-285, improved Atlanta Road and Phase V of the East-West Connector will make Gilmore one of the most accessible development locations in Cobb County. This in turn will create a market demand for more intensive land use activities.

Deficiencies

- Gilmore currently has a disheveled appearance due to road construction, poor maintenance of commercial structures and an extraordinarily high level of vacancy or properties for sale.
- Many vacant commercial parcels within the old neighborhood shopping district tend to be too small for modern merchandizing.
- Most existing commercial buildings are set too close to the roadway to provide for safe access and adequate parking.
- The narrow blocks dating from the turn of the century are often an obstacle to modern development plans.

Log Cabin Neighborhood

The appearance of the Log Cabin area is changing almost daily. Since the corridor study began in March, 1995 several commercial and residential structures have been demolished in preparation for new developments. Heavy construction continues on the Atlanta Road Improvement Project. Several more obsolete buildings have been vacated; it is assumed for redevelopment. There is no doubt that the image of Log Cabin will be different in a few years.

The direction of Log Cabin's evolution will have a major impact on the future of the entire Atlanta Road Corridor. As long as the Woodlawn area is dominated visually and odoriferously, by sewage treatment plants and power generation facilities, options are limited for its future development. However, a twist in the road, tree canopy and prevailing winds tend to insulate the Log Cabin neighborhood from its industrial neighbors down the hillside. The prevailing winds in the Atlanta Area typically blow from the northwest.

Attributes

- Convenient access to I-285 and Cumberland-Vinings area
- Mature tree canopy in residential areas
- Dramatic terrain rolling down to the Chattahoochee River
- On the edge of an established, upper income residential area.

Deficiencies

- Close to several sewage treatment plants and heavy industry

- Several blighted or abandoned parcels along Atlanta Road
- Several major rail lines are in or adjacent to this neighborhood.

Woodlawn Industrial District

As stated earlier, there does not seem to be a demand for new industrial land in the area, yet several large plants remain. In particular, the warm weather odors from the Cobb County and Atlanta Sewage Treatment Plants severely limit compatible land development activities on adjacent parcels. The current image is further worsened by the construction activities on Atlanta Road. The clouds of dust kicked up by heavy construction equipment accentuate the disheveled appearance created by vacant lots and abandoned buildings interspersed by new wholesale-retails buildings and older heavy industries.

Attributes

- Convenient access to I-285 and northwest Atlanta
- Direct or convenient access to major railroad lines

Deficiencies

- "Dirty" industry image
- Foul odors from sewage treatment plants during the warm months
- Loud traffic noises caused by heavy truck volume
- Chaotic streetscape (cluttered mixture of signs)
- Minimal landscaping and vegetation
- There are practically no amenities for pedestrians

Environmental Concepts

This section will give suggestions for the visual treatment of public right-of-ways and the creation of public open space. Recommendations for private developments will be limited to setback lines, building masses, building scale and ranges of land use activities. An urban design plan was prepared for the Gilmore Neighborhood since it is the area most likely to change radically within the next ten years. (See Map 8.1 - Gilmore Neighborhood Urban Design Plan) An 8 1/2" x 11" reduction of this drawing is provided at the end of this chapter. It contains environmental design elements that might be applied in part to other planning areas within the Atlanta Road Corridor.

The Cobb County Departments of Transportation, Parks/Recreation/Cultural Affairs and Community Development will play major roles in the future appearance of Atlanta Road's streetscape. Through the enforcement of building codes and land use regulations, Community Development could greatly influence future land use patterns, but will have limited influence on the scale and massing of future buildings.

Fair Oaks Neighborhood

Much of the north end of Fair Oaks is blighted and not compatible with the Cobb County Future Land Use Plan. The entire section is in a high hazard area for flights in and out of Dobbins AFRB yet contains substantial areas of high and medium density housing. Overall, the south end of Fair Oaks is in far better physical condition than the north end. However, there still is considerable vacancy levels and generally poor maintenance along Atlanta Road. Also, parcels near Austell Road are in a High Hazard Area.

The widening and improvement of Atlanta Road by the Cobb County DOT is now in the design stage. At this time (June, 1995) the exact route has not been confirmed. The principal design problem facing the engineers is how and where to cross the railroad tracks. Atlanta Road currently runs along the east side of the tracks then crosses over to the west side at Dixie Ave. in a confusing and dangerous intersection. Whatever portion of the improved road runs along the west side will provide an opportunity to remove and relocate roadside clutter...in particular, the power poles which are directly adjacent to the traffic lanes.

The basic social unit of the newer areas of Cobb County is the subdivision. However, Fair Oaks and Gilmore are established neighborhoods that would benefit from the type of self-identity associated with the subdivisions. Signage and landscaping often can light the spark of neighborhood identity and self-improvement, with minimal governmental involvement necessary.

Recommended Streetscape Improvements

- Retain Landscape Architect to prepare detailed Streetscape Plan
- Relocate power poles, hydrants and traffic signs to State DOT standards
- Eliminate non-permitted advertising signage
- Eliminate unrestricted access from parking lots to traffic lanes
- Restrict frequency of curb cuts to State DOT standards
- Install sidewalks along Atlanta Road, Carruth Dr., Allgood Dr. and South Cobb Drive
- Plant appropriate species of street trees at locations where tree canopy is missing
(*Medium height shade trees at 75 foot intervals*)

- Require 75 ft. setbacks for new buildings along west side of Atlanta Road
- Require variances for sub-standard parcels on east side of Atlanta Road.
(*Vegetative buffers and screens may be desirable*)

Other Recommended Public Improvements

- Create small plazas or pocket parks at the Austell Rd x South Cobb Dr. and Austell Rd. x Atlanta Rd. intersections
- Erect signs "Welcome to Fair Oaks Neighborhood" at each plaza and at Smyrna City Limits.

Paces Ferry - West Neighborhood

Even as this report is being written, positive changes are occurring in this neighborhood. The Atlanta Road improvements are nearing completion. An innovative cluster housing project has begun near the intersection of Paces Ferry and Atlanta Roads. Upscale commercial projects have proposed for locations on Paces Ferry Rd. closer to Cumberland Pkwy. It is anticipated that the private sector will carry forward many of the streetscape improvements as the area continues to prosper.

Recommended Streetscape Improvements

- Eliminate unrestricted access from parking lots to traffic lanes
- Restrict frequency of curb cuts into Atlanta Road to State DOT standards
- Install sidewalks along Ridge Rd., Paces Ferry Rd., Gilmore Rd. South Cobb Drive
- Plant appropriate species of street trees at locations where tree canopy is missing
- Require 75 ft. setbacks for new buildings along Atlanta Road

Other Recommended Public Improvements

- Create a small plaza or pocket park near intersection of Paces Ferry and Atlanta Rd. • Erect signs "Welcome to Paces Ferry - West Neighborhood"

Gilmore Neighborhood

Aesthetically, Gilmore is a "diamond in the rough." To the south, it enjoys a dramatic view of the Atlanta skyline; to the east is "platinum triangle" of Cumberland-Vinings; to the west are both mature and new residential areas. Because of turn-of-the-century geometry of Gilmore's development, it potentially can be the most pedestrian oriented of any of the

planning areas studied. Recommendations for this neighborhood are far more detailed than the other neighborhoods, but again, it is anticipated that the majority of streetscape improvements will be implemented by the private sector. An urban design plan for Gilmore Neighborhood follows this section of Chapter Eight.

Recommended Streetscape Improvements

- Retain Landscape Architect to prepare detailed Streetscape Plan.
- When new developments or renovated parking lots are subject to site plan or zoning review, include stipulations which require appropriate species of trees to be planted along road frontages and in parking lot islands.
- Construct sidewalks along Coopers Lake Rd., Camp Highland Dr., Oakdale Rd., Weaver St., Daniels St., Old Atlanta Rd., Pine St., Hill St. and
- Eliminate unrestricted access from parking lots to traffic lanes
- Restrict frequency of curb cuts into Atlanta Road to State DOT standards
- Introduce a 25 feet building setback line for minor streets, with no parking between buildings and sidewalks.
- When reviewing site plans for projects adjacent to Atlanta Road, discourage entire street frontages being consumed by parking lots.
- Consider special pavement treatments for pedestrian crosswalks.

Log Cabin Neighborhood

While this study was underway, landowners along Atlanta Road, from I-285 southward to the river joined with the Cobb DOT to commission a streetscape study of their area by Jaeger and Associates, Landscape Architects and Planners. The plan calls for the planting of approximately 500 trees and 15-20 acres of wildflowers. It is anticipated that the implementation of the plan will be carried out by a partnership of property owners and the Cobb DOT.

Recommended Streetscape Improvements

- Implement Jaeger Associates plan for tree and wildflower plantings.
- Eliminate unrestricted access from parking lots into traffic lanes.
- Construct or improve sidewalks on Log Cabin Dr., Beechhaven Dr., and Church Lane.

- When reviewing site plans for projects adjacent to Atlanta Road, discourage entire street frontages being consumed by parking lots.
- Consider special pavement treatments for pedestrian crosswalks.

Woodlawn District

Environmental conditions worsen as one moves southward into the Woodlawn District. These "negative images" would be mitigated by the tree and wildflower plantings proposed by Jaeger Associates. However, an area containing sewage treatment plants and a power plant can never be appealing to potential residents. It can, though, be developed into a fairly attractive location for certain types of businesses.

Recommended Streetscape Improvements

- Implement Jaeger Associates plan for tree and wildflower plantings.
- Eliminate unrestricted access from parking lots into traffic lanes.
- When reviewing site plans for projects adjacent to Atlanta Road, discourage entire street frontages being consumed by parking lots.

Gilmore Urban Design Plan