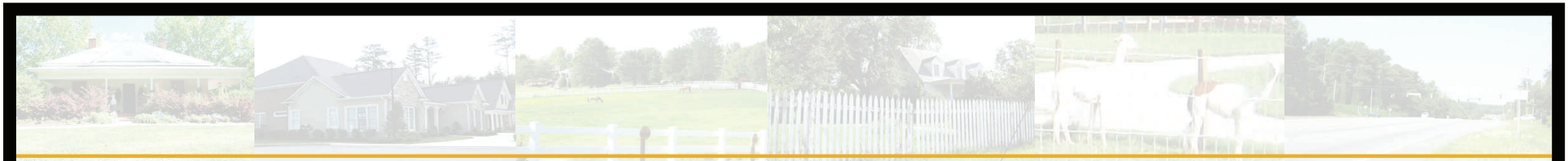

MACLAND ROAD CORRIDOR STUDY

Cobb County...Expect the Best!

COBB COUNTY COMMUNITY DEVELOPMENT
PLANNING DIVISION
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Macland Road Corridor Study

Appendix

Appendix M
Maps

1.0 Executive Summary

1.1 Study Scope & Purpose

In January of 2007, at the Board of Commissioners Management Retreat, there were discussions concerning the need to be proactive regarding development on Macland Road. The result of the discussion with the Board of Commissioners was to charge Community Development, in conjunction with the Department of Transportation and Economic Development, with the task of completing a Macland Road corridor study. The 2030 Comprehensive Plan short-term work program also includes the preparation of the Macland Road Corridor Study as a major implementation item to be completed over the next five years.

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

There are four main reasons for the creation of this study document:

1. Transportation Improvement Project (TIP) to widen the western portion of Macland Road from two (2) lanes to four (4) lanes to increase roadway capacity.

2. TIP project to design and construct the Windy Hill connector, a new east-west route from Macland Road to Windy Hill Road. This would facilitate traffic movement and provide better access to I-75/I-285 for western Cobb County/Paulding County commuters.

3. Create a land use scenario that will assist in improving transportation-land use connectivity, protect stable existing neighborhoods, and ensure quality new development along the corridor.

4. Proactively plan for new growth by ensuring a sufficient mix of land uses and develop some basic architectural styles that will enhance this area's sense-of-place.

1.2 Study Area

Macland Road is located in western Cobb County and runs seven miles from Powder Springs Road to the Paulding County line. The focus of the study area concentrated on properties with direct access to Macland Road or at least within a ¼ mile on each side of Macland Road. *Figure 1* shows the area within the study area. The mostly four-lane divided highway is traversed by Lost Mountain/New Macland Road and Ernerst Barrett Parkway, both of which are arterial roadways. As noted

earlier, Powders Springs Road is the current terminus of Macland Road.

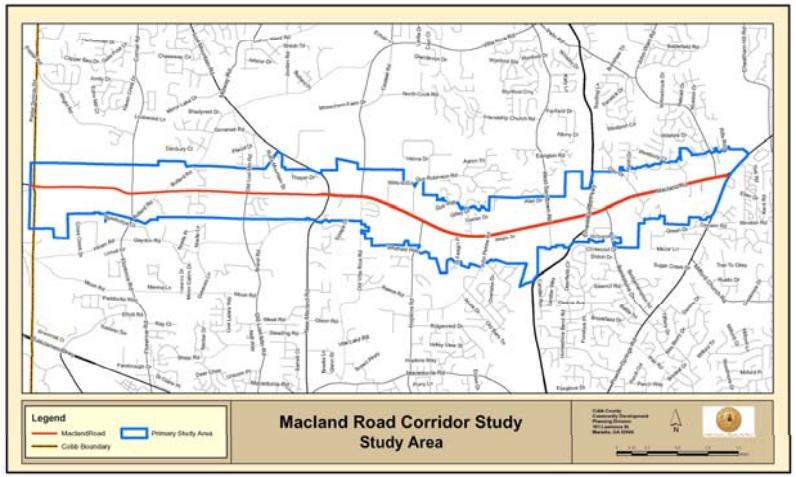


Figure 1

Currently, the study area is predominantly residential with three commercial activity centers serving the immediate community. The activity centers are located at the three arterial road intersections with more intense commercial activity at the Powder Springs intersection.

1.3 Planning Process

Extensive research and analysis went into conducting and completing the Macland Road Corridor Study. The project team consisting of Cobb County Community Development, Cobb County Department of Transportation and Cobb County Economic Development set an ambitious goal to have the study complete by January of 2008. The following timeline broadly shows the schedule that was followed to complete the study.

April – July 2007 included forming the Project Team, establishing Stakeholder Committee and compiling existing conditions

August – October 2007 was our public participation process, meeting with Stakeholder Committee and the public-at-large

November 2007 – January 2008 involved delivering, promoting and meeting with elected and appointed officials with the ultimate goal of getting the final study document accepted by the Board of Commerssioners

1.4 Existing Conditions

The existing conditions analysis is intended to establish a baseline of current conditions in the Macland Road corridor. The existing conditions data along with public input will help the project team identify land use, transportation, and other opportunities for the corridor.

During the existing conditions phase of the project the primary and secondary study boundaries were defined and data was compiled. The Secondary Study Area was the focus for existing conditions research because the area better identified the entire region that is serviced by Macland Road.

The major source of data was the U.S. Census and Cobb County Geographic Information Systems (GIS), while the marketing research data was compiled from Claritas. To create a profile of the Macland Road community we included relevant demographic, housing and market data. To identify the natural environment through out the corridor we also involved geographic data. Other elements of the existing conditions that were crucial to the study analysis were land use, transportation and historic resources information.

1.5 Public Participation

Public participation was a critical element of the corridor study process. To create a study that is shared amongst the entire community it is essential to engage the public in creating a shared vision as well as promoting their eventual achievement.

In order to maximize our public participation potential, a Stakeholder Advisory Committee (SAC) was created to generate and evaluate ideas. Throughout the planning process, the SAC met three times and participated in the same interactive exercises that the general public engaged in.

Along with the three SAC meetings there were three public meetings as well. Each public meeting concentrated on stimulating and facilitating visioning dialogue by including participatory techniques such as SWOT analysis, public workshops, image preference survey and open discussions. Following are the dates and exercises of the public meetings:

August 8, 2007
Existing Conditions presentation, SWOT analysis, & Image Preference Survey

September 11, 2007
Public design workshop

October 17, 2007
Unveiling of Vision Statement, Concept Plan and Recommendations

1.6 Recommendations

The study process culminated with a list of recommendations that reflect a clear message expressed throughout the community. From neighborhoods to businesses alike, the need to act in advance of growth to preserve the rural character while allowing growth to occur was the primary ideology of the community. The Recommendations fall into three areas:

The Vision Statement provides the opportunity statement for preserving the area's rural character and quality of life while also improving the transportation, connectivity and appearance of the corridor.

The Concept Plan provides a visual sense of what the future holds along the corridor. The concept plan map includes both land use and transportation related concepts. While the Concept Plan refers to one single map, for the purpose of visualizing this plan the map has been divided into three sections: east, central and west.

Recommendations have been made in the areas of land use, design and transportation. Land use recommendations address both residential and commercial land uses, while discussing the needs for parks, recreation and conservation, as well as public services. Design recommendations target the areas of streetscape, residential design and commercial design and address site design, building design, landscaping, fencing and lighting for the corridor. Transportation recommendations include potential new trails within the corridor as well as discussions on SPLOST projects and other improvement projects currently in the development stages.

1.7 Conclusion

The rural appearance of Macland Road is at risk of disappearing as lands become subdivided and developed. The risk will remain as time goes by, however, with implementation of the Macland Road Corridor Study the risks of change can be managed. Because of the involvement of the stakeholders and the community, the strategy of this study is to recommend ways to form a compromise between existing rural, agrarian, historic and equestrian identity versus the individual property rights of landowners and the growth that will be occurring over the next 20 to 30 years.

2.0 Planning Context

2.1 History

Creek and Cherokee Indians moved north and inhabited what is now Cobb County around 1600 A.D. They dominated the area until the Treaty of 1819 forced the Native Americans back across the Chattahoochee River. Villages in and around present day Cobb County were points for trade and negotiations between the Indians and pioneers. As settlers continued to move into the area they set up homes and farms.

In 1831, one such settler, David Newton McEachern from Cabarrus County, North Carolina came to Georgia and established his first tract of land and later extended it to one thousand acres. Tenant farmers called the area "Mac's Land", which evolved into "Macland," the namesake of Macland Road as well as the community of Macland located at the intersection of Macland Road and Lost Mountain Road. The historic Macland community is the only community along its entire length.

Macland Road saw no changes in its first 20 years of existence. Once it was commissioned in 1962, the rural corridor was fully paved and extended from U.S. 278 in Paulding County east to Powder Springs Road. Today, Macland Road remains two-lane from Paulding County to Lost Mountain Road, where the two-lanes widen to a four-lane, median divided highway. Through the years, development for the most part has been limited to corner stores and large lot subdivisions; however with the inventory of undeveloped land dwindling in other parts of the county, the need for large vacant properties is threatening to replace the rural character of the corridor with a more urbanized lifestyle. For the purpose of this study we will be concentrating our efforts on the Cobb County portion of Macland Road which is approximately seven (7) miles in length from the Paulding County line to the terminus at Powder Springs Road.

2.2 Location

Macland Road is located in the mid-western portion of Cobb County, in the northwest portion of the Atlanta metropolitan region. Within the near vicinity of Macland Road are two neighboring counties, Douglas County and Paulding County, as well as three of Cobb County's six cities, Powder Springs, Austell, and Marietta. The entire corridor is located within unincorporated Cobb County, approximately one and a half (1.5) miles southwest of Marietta and one (1) mile directly north of Powder Springs. Based upon political boundaries established via information provided in the 2000 decennial census, Macland Road is a line of demarcation between Commission Districts 1 on the northern half of the corridor and Commission District 4 on the southern half of the corridor. Other important features in this area include the southern tip of the Kennesaw National Battlefield Park, and two main creeks that feed the Chattahoochee River basin; Noses Creek and Mud Creek.

2.3 Planning Study Area

The Macland Road Corridor, for the purpose of this study, is defined as the Primary Study Area or the parcels directly and indirectly served by Macland Road from the Paulding County line to Powder Springs Road. The total length of the study area is approximately seven (7) miles. The width of the study area is roughly a quarter of a mile on the north and south side of Macland Road equaling a total width of one-half of a mile. The Primary Study Area has no main point of central tendency due to the lack of development along the corridor. The Block Group serves as the Secondary Study Area and was developed to compare and contrast demographic, economic and land use data of the community against the Primary Study Area and Cobb County. *Figure 2* shows the study areas and how they are geographically related to Cobb County. A larger version can be found in *Appendix M Map M.1.*

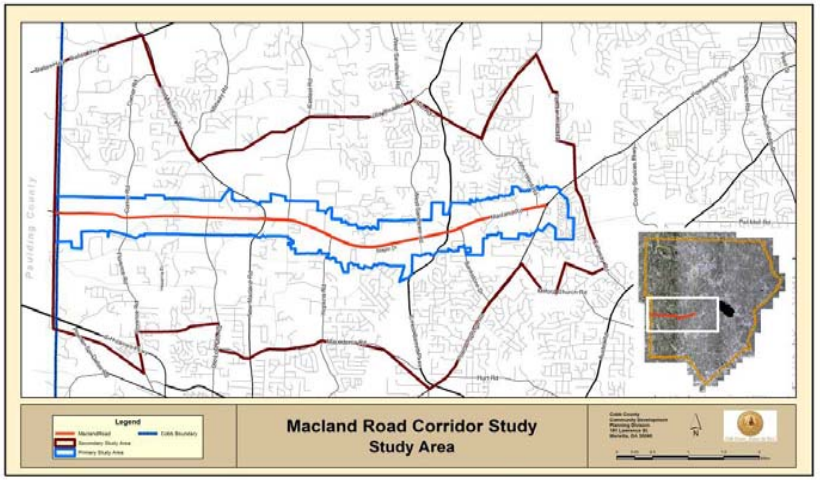


Figure 2

2.4 Methodology

The Macland Road corridor study is a document that was completed over a period of nine (9) months. It began in May of 2007 and was completed in January of 2008. There were three main groups that assisted in the development of the study document; Cobb County staff, including technical and research specialists in Community Development, Department of Transportation, and Economic Development; the Stakeholder Advisory Committee (SAC) comprised of people from different community interests; and the public-at-large.

There were a total of eight (8) SAC members active on the committee. All were appointed by the two District Commissioners that represent both commission districts along

Macland Road. Membership was comprised of organizations with various interests such as homeowners, businesses, community institutions, developers, and local financial institutions. The purpose of establishing representatives from these interest groups was to ensure participation from many of the stakeholders that are involved in the growth and preservation of the built and natural environment.

The general public was actively engaged throughout the study development process. Staff conducted three (3) public meetings that provided the community with an opportunity for hands-on involvement in the development of the study. The three (3) meetings engaged people in different ways providing a variety of platforms for people to express themselves. The public meetings included:

- A public kickoff meeting held on August 8, 2007 introduced the study, developed a SWOT (strengths, weakness, opportunities, and threats) analysis, and gathered information through a Image Preference Survey.

- A public workshop held on September 11, 2007 involved participants in a series of solution-oriented sessions on land use, transportation, and community design that culminated in a conceptual plan for the corridor.

- A public open-house on October 17, 2007 presented preliminary recommendations to the community and gathered positive and negative feedback about the proposals.

- Finally, the Planning Commission, and Board of Commissioners were presented with the findings of the study at public hearings.

Outreach for the public meetings was the final main component in the development of the study. Informing the community about the public meetings to keep them active was a vital aspect of the study process. County staff developed a project website that served as a main portal for information dispersal and communication. Information was also provided via newspapers, newsletters, flyers, signage, and public access television to get the word out about the public meetings.

The remainder of the study document is split into three main topic areas: Existing Conditions, Public Participation, and Recommendations. The Existing Conditions examines the demographic, geographic, economic, transportation, housing and land use conditions along the corridor. The Public Participation section details our public involvement process and the Recommendation section provides a listing of specific land use, transportation, and other community strategies to ensure future quality-of-life along the corridor.

3.0 Existing Conditions

3.1 Demographics

The purpose of this section is to analyze census data collected during the 1990 and 2000 U.S. Census. This data was retrieved from the U.S. Census Data Gateway website at *www.census.gov*. The data was analyzed at the Census Block Group Level, or for purposes of this study, The Secondary Study Area. The Block Groups shown in *Figure 3* were selected due to their location along the Macland Road Corridor Study Area. This section includes several categories of analysis, including: Population, Race, Age and Gender, Employment, Education, Income and Housing. The analysis considers the changes between 1990 and 2000 and also between the Secondary Study Area and Cobb County overall.

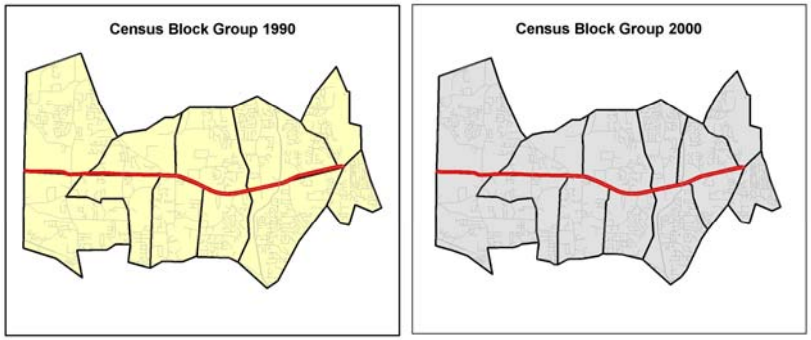


Figure 3

3.1.1 Population

According to the 2000 U.S. Census, there are 29,690 residents living within the Macland Road Corridor Study Area. This total reflects a 60% increase in population between 1990 and 2000. The study area growth rate far outpaced Cobb County's overall population increase of 36% during the same period. While the study area only accounts for 6.4% of Cobb County's overall land area, the same area accounted for 6.9% of the county's overall population gain.

3.1.2 Race

Between 1990 and 2000, the study area became more diverse in terms of racial composition. In 1990, 87.9% of study area residents were identified as white compared with 70% in 2000. *Figure 4* shows the racial makeup of the study area in 1990 and 2000 with increases in the Black/African American, Asian/Pacific Islander, Hispanic/Latino and Other Race categories. The number of study area residents who were identified as Asian/Pacific Islander increased by more than 2,000% between 1990 and 2000. However, in 2000 this category only made up 1.9% of the overall study area population. This increase was followed by an approximate 450% increase in those who were identified as Hispanic and an approximate 250% increase in those who were identified as Black or African-American.

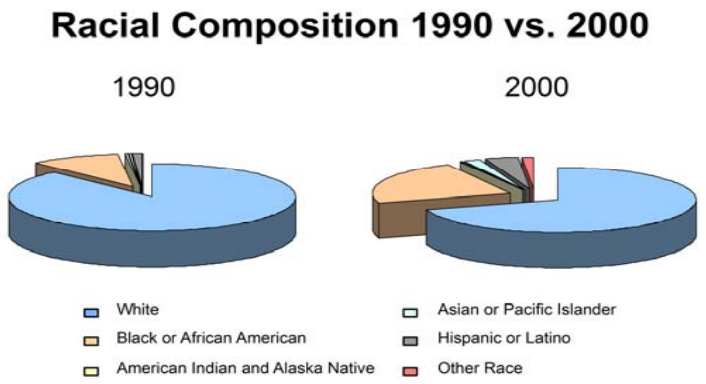


Figure 4

3.1.3 Age and Gender

In terms of age and gender, the study area differs slightly from the county as a whole. There is a clear baby boomer effect present in both the study area and Cobb County, indicated by a significant bulge in the middle-aged range. According to *Figure 5*, there is a sharper reduction of young adults living in the study area compared with those in the same age range living within the county in 2000. The more noticeable indentation in the young adult age range of the study area is likely a factor of educational attainment and income, where there is a larger number of middle-aged adults with children within the study area than living within Cobb County overall. As with all areas experiencing these changes, the study area will experience a large proportion of senior residents in the near future. Between 1990 and 2000, the number of residents 85 or older increased by 105% from 44 people to 90. Not surprisingly, the largest population gain was in the range between 35 and 54 years old. In 1990, the median age of study area residents was 31 years compared with 34 years in 2000. Cobb County's median age in 2000 was 27.5 years.

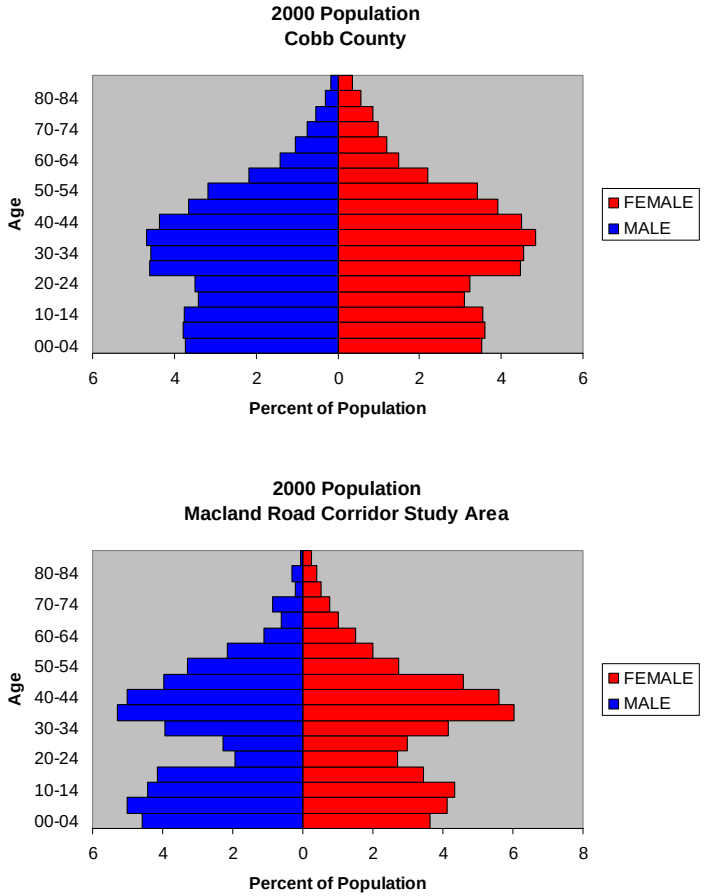


Figure 5

3.1.4 Employment

The study area experienced a slight decrease in the number of residents who were unemployed between 1990 and 2000. Both the study area and Cobb County reported a decrease of .3% in unemployment during this time period. In 1990, the three most dominant industries employing study area residents were Manufacturing (15%), Retail Trade (14%), and Educational, health and social services (12.9%). In 2000, the dominant industries employing study area residents were Education, Health and Social Services (17%), Retail Trade (13%) and Professional, Scientific, Management, Administrative and Waste Management Services (12%). In 1990, 15.1% of the workforce was employed in manufacturing related industries, decreasing to 9.6% in 2000. This change represents the largest percentage share decrease among industry areas within the study area. This trend is not unique, but is experienced across the country as the U.S. economy becomes more service oriented. In relation, the largest percentage increase share among industry areas was from 6.7% in 1990 to 12% in 2000 in the arts, entertainment, recreation, accommodation and food services industry. This industry also experienced the largest percentage increase in overall numbers employed. *Figure 6* shows how the study area compared with Cobb County overall in 2000.

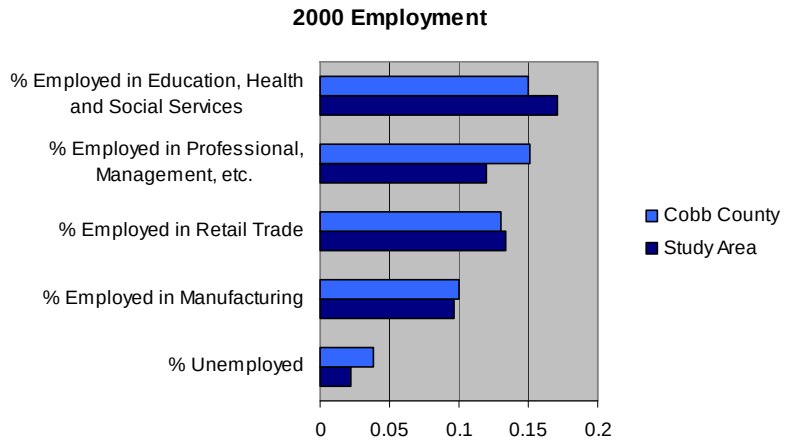


Figure 6

3.1.5 Education

In 1990, 30.7% of study area residents were enrolled in an educational institution while 32.7% were enrolled in similar institutions in 2000. Between 1990 and 2000, the number of people holding a post-secondary degree (at least an Associates) increased by 5.3% from 34.9% in 1990 to 40.2% in 2000. The largest numerical change in education type between 1990 and 2000 was among those who hold a graduate or professional degree. *Figure 7* shows the overall increase of those pursuing and/or holding advanced degrees between 1990 and 2000 within the study area. Though increases were realized, the number of study area residents holding post-secondary degrees was still less than the countywide average of 45.7%.

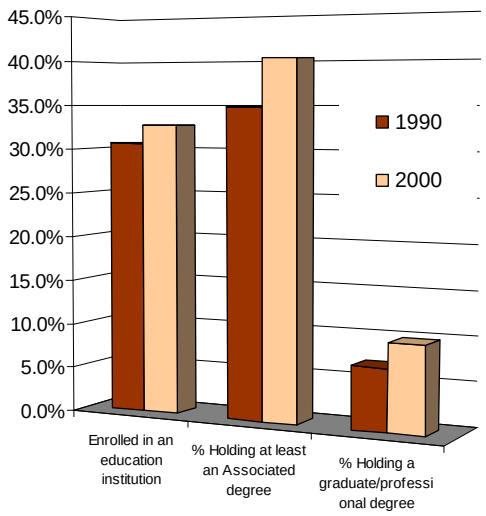


Figure 7

3.1.6 Income

From 1990 to 2000, the median household income within the study area increased by 41.2% from $49,542 in 1990 to $69,933 in 2000. The average increase in median income during the same period for all households in Cobb County was 48%. When adjusted based on the average annual inflation rate this rate of increase drops to 9.2% with a median adjusted income in 2000 of $54,080. Between 1990 and 2000, the incidence of poverty increased by approximately 1% within the study area, however the percentage of those living below the poverty line that were under five years of age increased by 7.7% from 4.1% in 1990 to 11.8% in 2000.

3.1.7 Summary

The Macland Road Corridor Study Area is a unique part of Cobb County. This uniqueness is apparent in the demographic changes the study area experienced between the 1990 and 2000 U.S. Census. In most growth and economic related categories, the study area lags behind Cobb County overall yet exhibits a greater rate of change in several areas including: population growth, median rent, median income, number of housing units and the percentage of residents holding a graduate or professional degree.

3.2 Housing

An evaluation of the housing stock in and around the Macland Road corridor provides an indication of the quality of life of residents, the economic vitality of the neighborhood and the overall condition of the community. The results of this evaluation will help develop potential housing programs, services and strategies.

Housing within the Secondary Study Area is generally characterized as rural, estate style homes surrounded by traditional, suburban style homes. Recent new development continues the traditional single-family development trend with the absences of multi-family structures. There are, presently within the study area, two (2) Mobile Home Parks and one (1) retirement community.

The total number of housing units, within the study area, increased by 53.1% between 1990 and 2000 to 10,005 units, of the 10,005 housing units, approximately 1,800 were built prior

to 1980. It is not surprising, with an increase in housing units, that the study area has a relatively young housing stock. Based on the 2000 census the median age of homes in the area is 12 years. The majority of these homes were built between 1980 and 1994. At the same time the area saw an increase in occupied housing, vacant housing units decreased by 22.5%. The reduction in vacant housing was also true for the county as a whole, which a 46% decrease in vacant housing during that same time period. The countywide average in housing units increased to 32.9%, far below the study area growth rate, but similar to the growth rate anticipated to fuel metro Atlanta's growth.

In 1990 and 2000, the majority of residents within the study area lived in 2 person households (27.4% and 29.3%, respectively). However, from 1990 to 2000, the number of households consisting of 5 or more people dramatically increased over the decade. Households' consisting of 5 persons was up approximately 96%, 6 persons was up 100% and 7 or more persons increased by 670% from 20 to 154. This increase in household size may be related to a change in demographics in the area.

The study area also experienced a decrease in the percentage of those who rented residential property, resulting in a larger portion of owner occupied housing units. In 1990 5,711 housing units were owner-occupied, by 2000 that number had increased to 9,159 units, which is a 60.4% increase in owner-occupied homes. Cobb County experienced a similar increase in owner-occupied homes (40.1%) but on a smaller scale.

Historically, Cobb County and Metro Atlanta has been a relatively strong and stable housing market due to constant job and population growth, so, it is not surprising that housing values have increased over the years. As expected, the average gross rent paid for rental units and the median value of owner occupied units exhibited substantial increases between 1990 and 2000. In terms of rental units, the median gross rent in 1990 for housing units within the study area was $751 compared with an amount in excess of $1,000 in 2000. In terms of owner occupied home values, 57.7% of the homes were valued at or below $100,000, of that, the majority (53.9%) of homes were valued at between $60,000 and $99,999 in 1990. There were 65.2% of homes in the Macland Road Secondary Study Area that were valued at or above $100,000 in 2000. Most of the homes were within the $125,000 to $149,999 range. In total, the median home value within the study area increased by 101.2% from $65,787 in 1990 to $132,344 in 2000. The median home value within Cobb County overall, increased by 99.7% from $97,515 in 1990 to $194,692 in 2000.

(Figure 8) The adjusted percentage change in median value between 1990 and 2000, after consideration of the national average inflation rate, is 69%.

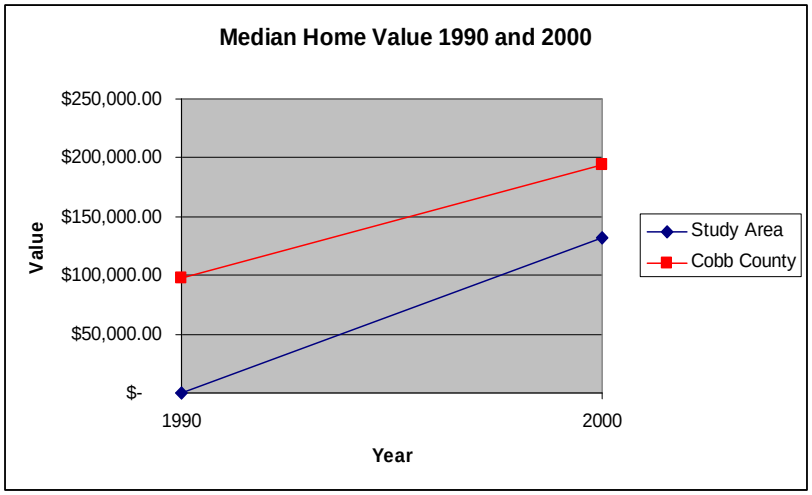


Figure 8

3.2.1 Cost Burden Analysis

A homeowner or renter is considered by the Office of Housing and Urban Development (HUD) to be cost burden or severely cost burden if the total monthly cost to reside in a household is greater than a percentage of the households' total income; for a household to be considered cost burden the percentage is thirty percent (30%) or greater. *Figure 9* shows the monthly cost as a percentage of household income.

Based upon the figures, 19.5% of all housing units in the Macland Road area are considered cost burdened. To qualify as cost burdened, 30% or more of monthly income must be spent on housing costs. Approximately 18% of owner-occupied units within the study area are cost burdened based upon 2000 figures. The data also revealed that households in owner-occupied units with yearly incomes less than $50,000 were more likely to be cost burdened than those that earned over $50,000 (This is a great figure, I would like to include a chart on this also). Comparatively, 40.3% of renter-occupied units were characterized as cost burdened, which is significant due to the increase in gross rent from 1990 – 2000 in the study area.

Cost Burden Breakdown				
Monthly Cost as a Percentage of Household Income (2000 data)	**Selected Monthly Owner Cost**		**Gross Rent**	
	Units	**Percent of Total**	**Units**	**Percent of Total**
Less than 20 %	4,321	53.5%	150	27.7%
20 to 24 %	1,408	17.4%	77	14.2%
25 to 29 %	874	10.8%	59	10.9%
> 30 %	**1,461**	**18.1%**	**218**	**40.3%**
Not Computed	17	0.2%	37	6.8%
Total	8,081*	100%	541	100%

** The total housing units listed at the beginning of the housing section is more than the total units used in the above table – difference of 1,383. The difference is explained in that select houses were asked to complete that portion of the Census and/or data may have been omitted to maintain information confidentiality.*

Figure 9

When compared to the greater Atlanta region and Cobb County as a whole, the study area is not as burdened by housing costs. According to an Atlanta Neighborhood Development Partnership, Inc. report (2000), in metro Atlanta one-third of

families earn less than $40,000 per year and over half of those families struggle to pay for housing; therefore, a maximum rent or mortgage payment of $1,000 for those who earn $40,000 is a reasonable threshold for monthly expenses. Of the owner-occupied units in the study area, 63% of households spent more than $1,000 on monthly owner expenses. For Cobb County, approximately 24% of households are considered cost burdened for housing.

3.2.2 Historic Resources

Macland Road is unique in Cobb County. Unlike other more developed areas of the county, Macland Road, in southwest Cobb, retains elements of its historic, agrarian and rural past with historic structures, large lots, meadows and farms. The historic resources along Macland Road are largely residential and exhibit a variety of house types and architectural styles. Most are simple structures ranging from vernacular farmhouses to small homes built after World War II. By looking at the existing built environment along the seven-mile length of Macland Road, its development patterns become visible.

According to the Cobb County historic resources survey, there are possibly two residential structures extant on Macland Road constructed before 1865. These are especially significant, as there are fewer examples of antebellum houses in Cobb County than those built in subsequent years. The first, at 3920 Macland Road, is a one-story structure with Greek Revival elements built c. 1850 and is located near the intersection with Lost Mountain Road. The second, at 2341 Macland Road, is a c. 1860 I-House located near the intersection of Bankstone Drive.

As the population in Cobb County grew during the latter part of the 19th century and the early 20th century, so did the number of residences along Macland Road. There are less than 10 houses along Macland from this era, consisting of vernacular farmhouses and Folk Victorian cottages. Examples of these houses can be found at 4436 Macland Road and 5250 Macland Road.

The majority of the existing historic resources, approximately 15, along Macland Road were built between 1920 and 1950. These resources include bungalows, several examples of the English Vernacular Revival style and American Small houses that were commonly built after World War II. An example of the English Vernacular Revival can be found at 2280 Macland Road and an American Small house can be found at 3373 Macland Road.

Many of the residential structures along Macland Road are ranch houses built after 1950 and which are very common in Cobb County. Some of these ranch houses were constructed more than fifty years ago and therefore can be considered historic. Other types of historic resources along Macland Road include churches and a commercial building.

3.3 Transportation

Macland Road is classified as an Arterial roadway by the Cobb County Department of Transportation and as an Urban Minor Arterial by the Georgia Department of Transportation. Both of these classifications describe roadways that serve the primary purpose of carrying large volumes of vehicular traffic. From

the Paulding County line to the intersection of State Route (SR) 176, Macland Road is a two-lane rural roadway with limited shoulder area on either side of the road. From this point eastward to its terminus at Powder Springs Road, Macland is a four-lane median divided highway with minimal access points and few intersections. Sidewalks are limited to the areas near Macland Road's intersections with SR 176 and with Old Lost Mountain Road. The former provides limited pedestrian access to retail uses located at the respective intersection, while the latter provides access to the Trinity Church, located on Macland Road west of Old Lost Mountain Road.

As of 2006, Macland Road has experienced daily traffic volumes ranging from 16,000 to 24,500 vehicles per day (depending on section of roadway were vehicle counts are taken). Because of the high number of commuters traveling eastbound during the AM peak driving hour and westbound during the PM peak driving hour, Macland Road has experienced some relatively low Level of Service (LOS) ratings over the last several years. The better LOS ratings (A, B, C) appear on the four-lane sections of the road, while the lower ratings (D,E, F) appear on the two-lane sections of the road, leading up to the Paulding County Line. Specifically, the biggest bottlenecks along the corridor are the approaches to Barrett Parkway (LOS E), John Petree Road (LOS D), SR 176 (LOS D), Corner/Florence Road (LOS F), and the Paulding County line (LOS E). Details on LOS along the corridor, as well as definitions for each LOS classification, can be found in *Appendix A.2*.

From May 2004 to April 2007, there were 512 vehicle crashes reported along the Macland Road corridor, resulting in two (2) reported fatalities. The county's accident reports do not distinguish accidents involving bicycles and/or pedestrians. However, the reports do contain an accident type category named *other*. During the same time interval, 33 crashes were categorized in this manner.

There are several currently-planned improvement projects that will impact the Macland Road Corridor. Among them is, most notably, the Windy Hill-Macland Connector. Funded primarily by the 2005 Special Purpose Local Option Sales Tax (SPLOST), this project will consist of two-lane roadway that will connect Macland Road (at Powder Springs Road) to Windy Hill Road (at Austell Road), providing a complete east-west thoroughfare from the Paulding County Line to I-75. Attempts are being made to obtain right-of-way that would allow future expansion to a four-lane roadway. The project is currently in the Preliminary Engineering/Design phase.

Among other projects slated for Macland Road and vicinity are safety and operational improvements at the Florence/Corner Road and Bullard Road intersections, a Georgia DOT-sponsored widening of the two-lane portion of Macland Road that will stretch into Paulding County to the SR 360/SR 120 intersection, and several new sidewalk projects that could potentially impact the corridor. *Appendix A.2* contains additional details on proposed transportation infrastructure improvement projects impacting the corridor.

3.4 Geography

3.4.1 Topography

Elevations along Macland Road vary throughout the length of the corridor. This is similar to the typical Piedmont region of Georgia consisting of rolling hills and occasional mountains. From the Paulding County line in the west to the Macland/Powder Springs Road intersection to the east the land varies from just above 950 ft. to around 1,065 ft. In between are gentle sloping peaks and valleys. The highest point along the corridor is located at the intersection of Macland Road and Powder Springs Road (1,065 ft.) conversely; the lowest point (917 ft.) is located around the Macland/Barrett Pkwy/West Sandtown area and is associated with the traverse of Mud Creek and Noses Creek *(Figure 10).*

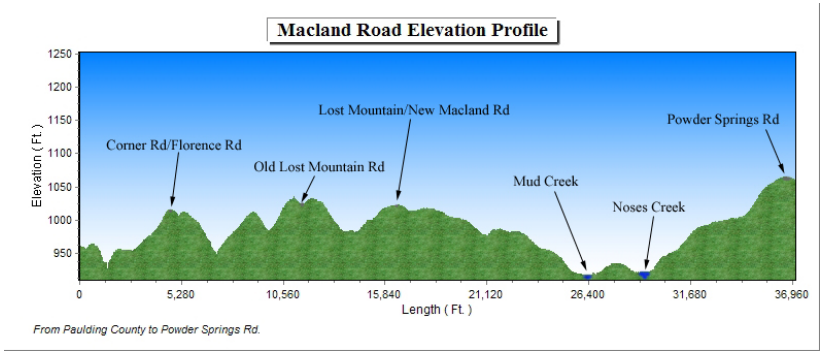


Figure 10

The overall slope of the corridor is a gentle 0.2% incline from west to east. However, on a smaller scale, the study area does consist of steep slopes, which are critical to water quality and aquatic habitats. Runoff at high velocities on steep slopes can cause slope instability resulting in excessive stream bank erosion, siltation and downstream flash-flooding. While *Map M.2 in Appendix M* reveals some concentrated areas of steep slopes within the secondary study area there are instances of steep slopes throughout the entire study area.

3.4.2 Hydrology

Natural features in the study area consists of Powder Springs Creek and one of its many tributaries, which crosses Macland Road in the western part of the study area segment, and Mud Creek and Noses Creek which crosses the corridor in the eastern part of the study area segment. Powder Springs Creek and its tributary make up the Powder Springs Creek Basin. The basin is roughly from Old Lost Mountain Road in the east to well into Paulding County in the west. Dallas Highway marks the northern extent of the basin, while the southern extent terminates with the Sweetwater Creek Basin near the Norfolk Southern Inter-modal Terminal in Austell. The more significant and most vulnerable basin is the Noses Creek basin, which consists of Noses and Mud Creek. Its northern boundary extends well past developed areas north of Dallas Highway, but also contains the non-developable lands associated with Kennesaw National Battlefield Park. Like the Powder Springs Creek basin, the south end of the basin meets the Sweetwater Creek Basin just north of City of Austell. All four hydrological features within the study area flow into Sweetwater Creek, which drains into the water intake source for the City of East Point and eventually empties into the Chattahoochee River in Douglas County.

Sensitive features in the study area include floodplains and wetlands. The most recent floodplain data, from the Federal Emergency Management Agency indicates the presence of flooded areas, which may be periodically inundated by a 100 year flood within the Secondary Study Area. *Maps M.3 and M.4 in Appendix M* gives a visual representation of where these floodplains and wetlands are located. The floodplains and wetlands are more pronounced with Mud and Noses Creek and to a smaller extent with Powder Springs Creek and its tributaries. As Powder Springs Creek and its tributaries meander south, the floodplain within the primary study area varies in width from 1,500 feet to 200 feet. The floodplains associated with Mud and Noses Creek varies from 2,000 feet to 200 feet with a large concentration of wetlands surrounding the water features. There are wetland features throughout the study area but the most considerable are the ones near Macland Road and Barrett Parkway. Due to its location at the major intersection, there will need to be special attention to any new developments in this area, as several parcels will be impacted by the floodplain and wetlands.

Another area of focus when considering hydrological features is stormwater runoff. As mentioned earlier, steep slopes can affect stormwater runoff, so can impervious surfaces. There is a direct correlation between the amount of impervious surfaces and the volume of stormwater runoff. As impermeable surfaces increase so does the volume of stormwater runoff, resulting in erosion, flooding and a swell in the flow of pollutants through storm drains and streams. Compared to rest of Cobb County, both study areas have little impervious surface as shown in *figure 11*. The majority of the impervious surfaces within the study areas are due to the two commercial activity centers along Macland Road.

IMPERVIOUS SURFACE			
	Total Surface (Acres)	**Impervious Surface (Acres)**	**% of Impervious**
Cobb County	220,144	9,861	4.48%
Secondary Study Area	15,691	196	1.25%
Primary Study Area	2,882	85	2.95%
This data does not include roads and are approximations based on impervious surface data from Cobb County G.I.S			

Figure 11

3.4.3 Vegetation

Prior to European settlement the dominant vegetation in North Georgia, including areas around Macland Road, was the oak-hickory hardwood forest. Overtime extensive human activity has resulted in a change in vegetation patterns. Agriculture use, logging and urbanization have done there part in the degradation of native plant communities. Former agricultural lands have returned to their native state while other undeveloped or underdeveloped tracts are in intermediate stages of reforestation, ranging from overgrown fields to pine woods. Also, unlike most of Cobb County, there remains an active quasi-agricultural uses in the corridor, whether as pastures for livestock or croplands. Considering the uniqueness of the relatively sparsely settled corridor it will be important to

recognize the pastoral landscapes when offering opportunities and recommendations.

3.4.4 Soils

Soils can influence land use. Soils least susceptible to erosion have the least land vulnerability and are better suited for development. An assessment of soil erodibility and permeability is a major component of any study to identify areas with constraints to development as well as those areas with few restrictions. For the Macland Road Corridor Study a soil assessment was conducted using data obtained from the Natural Resource Conservation Service (NRCS).

Soils with no constraints to development are found on the broadly, nearly level gently sloping ridges along Macland Road and on moderately steep sides of ridges between streams that cross the corridor. These soils are most abundant within the primary study area, well drained and allow moderate permeability, offering good stability when building structures. Conversely, soils mostly found within the level flood basins and narrow valleys of Powder Springs Creek, Mud Creek and Noses Creek are the next most prominent soils and are highly unstable to development. These grounds are poorly drained, with slow runoff and rapid permeability.

3.5 Land Use

The land use section in this analysis covers existing land uses, future land uses, zoning, undeveloped and developable lands, and community facilities. Data compiled for this section reflects the primary study area. These properties are within a quarter of a mile from the centerline of Macland Road. For comparison purposes there are references to the Block Group study area (secondary study area) and the entire county. The data was collected using GIS vector data, aerial photographs, undeveloped land inventory, Future Land Use map, Zoning map and windshield survey.

3.5.1 Existing Land Use

The existing land use shows the current distribution and magnitude of existing land uses. Eight (8) different land uses can be found within the Macland Road primary study area shown on *Map M.6 in Appendix M*. Not surprisingly, single-family homes, mostly post-WWII era, set on half-acre lots or more make up the majority of the current land use. In fact, in the center of the study area on the north side of Macland Road, an area commonly referred to as McEachern Farms, there are newly renewed covenants reflecting the preservation of large lot subdivisions. The large lots consist mostly of single-family homes surrounded by pastures, forest and open meadows. As you move westward toward Paulding County there are more multi-acreage lots with horse farms and wide open spaces. Most of the smaller lot subdivisions are concentrated in the eastern portion of the study area near the Powder Springs Rd. intersection. They are all residential single-family homes on a quarter of an acre built between the mid-80s and early 2000's.

Non-residential uses along the corridor are fairly new and in excellent condition. Most of the commercial activity is located at the intersection of Powder Springs and Macland Road and makes up 75% of the 81.61 acres of non-residential uses. The other 25% is located at Barrett Parkway and Lost Mountain

Road. There are few park areas within the primary study area. The West Cobb Aquatic Center, strategically located in the center of the corridor, offers active recreation and 30 acres of potential passive park area and the West Sandtown Soccer Complex, located on the south side of Macland Road just west of Barrett Parkway, will be utilized as an active park with several soccer fields. While not in the primary area, the Kennesaw National Battlefield Park offers a passive retreat and is located close enough to perhaps link to a potential multi-purpose trail, not unlike the one proposed for Dallas Highway.

While conducting a field survey some large, once vacant lots have already succumbed to development. These lots are represented on *Map M.9 in Appendix M* as DIP or developments in progress. DIP's are tracts of land that contain some level of development disturbance, whether it's grading or homes under construction. All DIP's other than two are centrally located with along the corridor. Along with a field survey, DIP's were researched by aerial photography using Cobb County ortho data taken in March of 2007. As of March, there were 411 acres of DIP's in the primary study area. All are zoned residential with one, Grove Park Condominiums, containing some commercial at the front of the development. It is noted that Grove Park is located within the Primary Study area but actually accesses Powder Springs Road.

The majority of the DIP's were rezoned with the intent to preserve open space. Of the 411 acres, 145 acres will be dedicated for open space preservation. Robinson Glen, located off of Gus Robinson Road, will be developed while preserving 50% of total development. *Figure 12* reveals the different developments that are currently under-construction as well as total number of units and total amount of open space planned for each development.

Developments In Progress

DIP	# of Lots	Zoning	Total Acres	Open Space Acres	% of Open Space
Arbor Ridge @ Marietta	56	RSL & R-20	29.2	19.5	66.7%
***Grove Park Condominiums**	120	R-15 SC NRC LRO	32	0	0.0%
Vineyard Place East	75	R-20	52.1	10.2	19.6%
Robinson Glen	84	CS	84.7	42.6	50.0%
Villa Rica Landing	54	R-20	30.4	11.8	38.9%
Woodland Chase	58	R-20 OSC	30.6	11.8	38.5%
Registry at Old Lost Mountain	75	R-20 OSC	38.8	7.4	18.0%
The Retreat @ Lost Mountain	86	CS	49.2	19	38.5%
Lost Mountain Trails	44	R-20 OSC	25.7	8.8	34.0%
Trinity Village	90	RSL	38.2	13.7	35.8%
Total	**742**		**410.9**	**144.8**	**35.20%**

** Development located within primary study area but has access to Powder Springs Road only*

Figure 12

Residential permits for the primary study area were collected from 2000 to 2007. There were a total of 447 residential permits issued from the county. Of those, 408 have been issued for single-family residential, 24 for attached residential units and 15 for multi-family units. The attached and multi-family permits were issued for units near the Macland Road/Powder Springs activity center and with the intent to be sold as senior living residences.

3.5.2 Future Land Use

The Land Use Plan is a component of the comprehensive plan. It is intended as a policy tool to facilitate land use decision making and guide the future growth of the county. An element of the land use plan is the Future Land Use map, which contains future land use designations. It is important to realize that parts of the future land use reflect existing uses. While there are many different future land use categories throughout the county, only 8 are found within the primary study area of Macland Road.

Just like the existing land use, residential uses make up most of the future land use along the corridor. Residential uses are broken down into four (4) different single-family residential designations;

- Rural Residential (RR) is recommended for areas suitable for the lowest density housing developments in the county. The allowable density range for RR is zero (0) to one (1) unit per acre.

- Very Low Density Residential (VLDR) is recommended for areas that are suitable very low density housing. The allowable density range for VLDR is zero (0) to two (2) units per acre.

- Low Density Residential (LDR) is recommended for areas that are suitable for low density housing. The allowable density range for LDR is one (1) to two and one-half (2.5) units per acre.

- Medium Density Residential (MDR) is recommended for areas suitable for moderate density housing. The allowable density range for MDR is two and one-half (2.5) to five (5) units per acre.

Of these four different residential uses, the most prominent is LDR, which makes up over half of the future land use acreage. Most of the LDR property runs almost the entire length on the south side of the corridor and the eastern portion of the northern side of the corridor. On the north side, LDR acts as a transition from the commercial activity node at Macland and Powder Springs Road to the less intense residential future uses of west Cobb County. Another area of LDR can be found on the north side between Lost Mountain Road and Bullard Road. This area was amended to LDR from VLDR back in 2006 due to its proximity to the Macland Road and Lost Mountain Road intersection, both of which are state routes. Based on the large parcels that have yet to be developed, there is a maximum density of 1.75 units per acre stipulated in the area.

A quarter of the area is considered VLDR. All VLDR properties can be found on the north side of Macland Road between West Sandtown Road and Paulding County.

The two categories that are on the opposite end of the residential, future land use spectrum for Macland Road are very similar in quantity of land they prescribe. MDR makes up 3.5% of the future land use, which is all located at the Macland/Powder Springs Road intersection. The majority of the MDR is currently the Lamplighter Village Mobile Home Park, while the rest is considered a DIP on Powder Springs Road (Grove Park Condominiums). The Rural Residential category is 3%, and is mainly located on the north side of Macland Road, near the center of the study area. These large multi-acre lots, which contribute to the current overall identity of Macland Road, are known by many as McEachern Farms.

There are two types of future land use activity centers within the study area;

- Community Activity Center (CAC) is to provide for areas that can meet the needs of several neighborhoods or communities.

- Neighborhood Activity Center (NAC) is to provide for areas that serve neighborhood residents and businesses.

Most of the future commercial use has been slated for areas around the Powder Springs/Macland Road intersection. However, there are two NAC nodes along Macland Road. The larger of the two is located at the intersection with Lost Mountain Road and New Macland Road. This NAC contains a shopping center with out-parcels and a hardware store. The less significant NAC is located at the intersection of Macland Road and Barrett Parkway and consists of a Funeral Home.

Public/Institutional (PI) uses makes up 5.6% of the future land use within the primary study area, which is significantly higher than the counties 2.6% of PI uses. Despite the relatively abundant civic uses along the corridor, the West Cobb Aquatic Complex is the only community facility that would closely fit into this category. Most of the institutional uses are currently being used as religious facilities or uses associated with religious facilities such as cemeteries and private religious oriented schools.

MRCS Primary Study Area Future Land Use		
Future Land Use Category	**Acres**	**Percentage**
Rural Residential (RR)	96.91	3.36%
Very Low Density Residential (VLDR)	726.85	25.22%
Low Density Residential (LDR)	1655.6	57.45%
Medium Density Residential (MDR)	102.6	3.56%
Neighborhood Activity Center (NAC)	78.79	2.73%
Community Activity Center (CAC)	60.71	2.11%
Public Institutional (PI)	160.15	5.56%
Total	2882	100%

Figure 13

3.5.3 Zoning

Zoning designates specific land use rights for particular properties. It is a legal mechanism used by local governments to manage growth through the use, lot design, and building requirements. There are several different zoning categories for each Future Land Use designation and unlike the Future Land Use designations a property must conform to its designated zoning classification unless it meets the grandfather clause. For a definition of each zoning category please refer to Chapter 134 of the Official Code of Cobb County.

Within the study area most of the residential zonings (44.8%) are single-family with 0.5% being multi-family or RM-8. The RM-8 designation is located on the eastern side of Powder Springs Road near the Macland Road intersection. Although the property is zoned RM-8, it is currently a Mobile Home Park.

The majority of the single-family residential tracts are zoned R-20, R-30 and R-80. Looking at *Map M.8 in Appendix M*, most of the R-20 land is consistent with the LDR future land use category, except for western portions of the study area on the south side of Macland Road. The same is true for R-30 and R-80. The R-30 properties are in the general area of the VLDR Future Land Use categories as the multi-acreage R-80 tracts follow the RR Future Land Use categories. Interestingly, there are no zonings within the study area classified as R-40.

Other residential zonings present along the corridor worth noting are the Open Space Community overlay (OSC) and the defunct Conservation Subdivision (CS). The purpose of these two zonings is to cluster lots to help preserve greenspace and provide flexibility of design in order to promote environmentally sensitive and efficient uses of land. The study area consists of 4.1% of R-20/OSC property and 4% of CS property. The R-20/OSC tracts are all concentrated in the vicinity of the Lost Mountain, New Macland and Macland road intersections and are currently considered DIP. There are four different CS tracts totaling 116 acres, of that 82 acres are

considered a DIP. While the CS is no longer active, the OSC is sufficient and remains a vital zoning category for the environmentally resourceful Macland Road Corridor.

Of the 2,882 acres in the primary study area, only 155 is zoned non-residential *(Figure 14)*.

Residential vs. Non-Residential Zonings (Primary Study Area)		
	Acres	% of Primary Study Area
Residential	2727	95%
Non-Residential	155	5%
Total	2882	100%
Source: Cobb County Community Development		

Figure 14

Most of the non-residential properties are zoned NRC. This includes the recently rezoned tract on the south side of Macland Road just west of New Macland Rd (Z-150, 2006). Neighborhood Shopping or NS makes up 1.2% of the non-residential zonings and the majority is located at the Macland/Powder Spring commercial node. However, there are a few parcels zoned NS at the intersection of Corner Road, Florence Road and Macland Road that are inconsistent with the Future Land Use Map. Surprisingly, there is just over .7% or 20 acres of land zoned Heavy Industrial within the primary study area. The Heavy Industrial land is surrounded by R-20 property and offers a potential quality of life issue as well as an inconsistency in the character of the area.

3.5.4 Undeveloped & Developable Lands

An inventory of undeveloped and developable lands within the study area was conducted through aerials, tax records and a windshield survey. The undeveloped land inventory includes vacant lands, floodplains and wetlands, while the developable lands include undeveloped lands minus the floodplains and wetlands.

Figure 15 breaks down the undeveloped lands by study area. The total acreage covered by the primary study area is 2,882 acres, of that 646 or 22.4% is considered undeveloped. The secondary study area, which of course is larger, contains less undeveloped land by percentage (18.5%) than the primary study area and the county as a whole contains less undeveloped land by percentage (14.5%) than both the secondary study area and the primary study area.

Undeveloped Land by Area			
Area	Total Land	Undeveloped Land	% of Undeveloped Land
Primary Study Area	2882	646	22.41%
Secondary Study Area	15691	2894	18.44%
Cobb County	220,452.55	31802.4	14.43%
Source: Cobb County Community Development			

Figure 15

There was also an effort in identifying developable lands along the corridor. Developable lands are undeveloped properties that contain no natural constraints. Floodplains and wetlands were

extracted out of the undeveloped land inventory at the county level, secondary study area level and the primary study area level. *Figure 16* shows the obvious reduction in undeveloped lands however, the story remains the same. The primary study area has the largest percentage of developable lands at 16.3% or 469 acres, compared to the secondary study area (12.4%) and the county (11.1%). This reflects the relatively lack of development along Macland Road, yet reveals a lot of development potential and the advantages and disadvantages that go along with community growth. It is important to note that as this study was being conducted, there was 411 acres of primary study area considered developments in progress.

Developable Land by Area

Area	Total Land	Developable Land	% of Undeveloped Land
Primary Study Area	2,882	469	16.27%
Secondary Study Area	15,691	1,945	12.40%
Cobb County	220,452.55	24,414	11.1%

Source: Cobb County Community Development

Figure 16

3.5.5 Community Facilities

This section provides an analysis of all existing facilities and services within the primary study area and the secondary study area. For a graphical depiction of facility types and their locations refer to *Map M.11 in Appendix M*.

Due to relatively low population numbers and slow growth along the corridor there are not a lot of community facilities, other than schools, within the primary and secondary study area. On the north side of Macland Road, within the secondary study area, is Kemp Elementary School and Hillgrove High School. On the south side of Macland there is McEachern High School, Varner Elementary, Tapp Middle School within the study area. Other notable community facilities within the secondary study area are the Wild Horse Creek Park and the Ron Anderson Center both located at the southern end of the secondary study and the southern portion of the Kennesaw National Battlefield Park, located in the north eastern section of the secondary study area. The primary area which is served primarily by Macland Road consists of only Dowell Elementary as the only public school within the area. There are three other private schools, two located near the Powder Springs intersection and the other located in the western portion of the study area. There are no Police, Fire, Libraries or Senior Service facilities within either primary or secondary study area.

4.0 Public Participation

4.1 Background

The Macland Road corridor study is the result of a several month process of site analysis, stakeholder meetings and public meetings. It began in May of 2007 and was completed in November of 2007. A deliberate and carefully structured effort to involve the public in the study process was important to ensure that the community's concerns, preferences, and priorities were considered and discussed.

There were three main groups that assisted in the development of the study document; Cobb County staff, including technical and research specialists in Community Development, Department of Transportation, and Economic Development (the Project Team); the Stakeholder Advisory Committee (SAC) which comprised of 8 representatives from homeowners groups, businesses, and community institutions; and the public-at-large.

The SAC and general public were actively engaged throughout the study development process. The project team prepared three (3) SAC meetings as well as three (3) public meetings that provided the community with an opportunity for hands-on involvement in the development of the study. For direct interaction with the SAC and the community at large a web based Image Preference Survey (IPS) was also created to allow a new and unique way of involving the community via their own home. The six (6) meetings and IPS engaged people in different ways providing a variety of platforms for individuals and groups to express their concerns and priorities.

The Public Participation portion of the study describes in detail the SAC process, the extensive, interactive public participation process and the IPS that was conducted for the Macland Road Corridor Study.

4.2 Stakeholder Advisory Committee

A Stakeholder Advisory Committee (SAC) was formed to guide the process of preparing the Macland Road Corridor Study. Members of the committee were nominated by either District 4 Commissioner Annette Kesting or District 1 Commissioner Helen Goreham. The role of the committee was to provide guidance to the project team during the study process by reviewing draft presentations, maps and material and suggesting changes as necessary. The SAC was also advised to identify issues vital to the Macland Road corridor and participate in advertising for the public meetings.

The SAC held 3 meetings, which were held one week in advance of the public meetings. The committee members participated in interactive exercises separate from the public meetings, so the SAC could advise the project team of any improvements or alterations that needed to be made before the public meetings.

The first SAC meeting held on July 31, 2007 at the Stratton Library was very productive. There were a number of tasks that were accomplished; the first was a presentation of the existing

conditions reflecting the secondary and primary study area. There was a brief question and answer session before the SAC members were engaged in an interactive session to form strengths, weaknesses, threats and opportunities (SWOT) for the Macland Road corridor. Following the "SWOT" analysis, the Project Team discussed the Image Preference Survey (IPS) before allowing the SAC members to participate in the IPS through a Powerpoint presentation.

The second SAC meeting was held on Wednesday, September 5, 2007 at the Stratton Library. The purpose for this meeting was to conduct a design workshop with the appointed committee. Committee member attendees were asked to mark on maps and comment on paper their conceptual ideas and opportunities along the corridor. Different types of maps were available to assist in the conceptual depictions and to bring forth creative and innovative ideas as well as maps that were available to literally sketch out ideas.

The third and final meeting was held on Wednesday October 10, 2007 at the Stratton Library. During this meeting the Project Team presented draft recommendations that were based on all analysis that had been conducted throughout the public involvement process. There was also time for the SAC members to include additional comments.

A detailed analysis of the SWOT exercise as well as the IPS results can be found in *Appendix A.3 & A.4*.

4.3 Public Kick-Off Meeting

The first public meeting was conducted at the Stratton Library on August 8, 2007 to begin the timeline of events to develop a corridor plan for Macland Road. As part of the agenda the Planning Division Staff as well as staff from Cobb County Department of Transportation presented the existing conditions analysis. Following the presentation was an interactive group exercise aimed at identifying the strengths, weaknesses, threats and opportunities (SWOT).

This was the same SWOT exercise that was conducted with the SAC during the initial SAC meeting on July 31, 2007. Some of the strengths noted during the process were the appealing, unique, residential nature of the corridor, the large quantities of undeveloped land as well as the commercial nodal system. Weaknesses that were determined included the lack of recreation/community facilities, services, buffer areas and continuous sidewalks. Threats identified were listed as environmentally sensitive areas and the imbalance between property rights and public interest. The public was also given the chance to list opportunities for the corridor. Just a few of

the opportunities were standardized design, unique identity, transportation improvements, commercial design guidelines and multi-use trails connecting recreation facilities. *Figure 17* identifies some of the more prominent comments recorded during the SWOT exercise. Following the public SWOT analysis, the IPS was explained to the attendees and advertised.

Public SWOT Analysis	
Strengths	**Weakness**
Appealing & unique	Lack of recreation/community facilities
Residential nature	Lack of services
Lots of Undeveloped Land	Lack of continuous sidewalks
Commercial nodes	Lack of "Sense of Community"
	Lack of buffer areas
Threats	**Opportunities**
Environmentally sensitive	Standardized design
Property Rights vs. Public Interest	Unique identity
	Transportation improvements
	Commercial design guidelines
	Trail connecting recreational facilities

Figure 17

4.4 Image Preference Survey

One of the more interesting methods of involving the public to gauge community preferences is through an Image Preference Survey (IPS). The Macland Road IPS was used to assess the community's preference regarding the form and appearance of residential development layout, residential building design, commercial site design, commercial building design and roadway design. The intent of the IPS was to establish preferences along a spectrum of residential and commercial types of development and designs that could be translated back into the final study document and ultimately into development standards and design guidelines.

IPS participants were asked to look at a series of images and score each image from least desirable to most desirable in terms of their own preferences, using a scale from -3 (lowest) to 3 (highest). The images were divided into the four different categories: Development Type, Residential Building Design, Commercial Design and Transportation Design.

The Development Type portion of the survey consisted of a variety of images that depicted various elements of residential developments that included streetscape/landscape, density, types of residential developments, parks and open space within developments and internal sidewalks. The highest rating average of the development type category was 2.49, which was the highest rating overall for the entire survey. The particular image, as seen in *figure 18*, contained a multi-use path next to a small lake with thick trees serving as a backdrop. The intent of the image was to show recreational uses within developments.

Out of 163 responses there were 141 respondents rating the image as a 2 or higher and no respondents rated the image a -3 or -2. In fact, only one rated the recreation area a -1.

Figure 18

The residential building design component of the survey consisted of images depicting various residential design elements that incorporated different facades, materials, architectural styles, size and scale. The highest rating average in this category was 1.61. Out of 156 respondents, 62 rated the image a 3, while only 6 gave it a -3. The image, as shown in *figure 19*, depicts a rustic, traditional architectural style home with a gable roof line, siding composite, wrap around porch with brick pillars and multiple chimneys. The style is consistent with the old farm houses of the late 1800's.

Figure 19

The intent of the commercial design portion of the survey was to gather the community's preference regarding elements of commercial building designs and types including elements dealing with facades, materials, architecture and layout of commercial sites. The number one preference according to the survey was a small, neighborhood scale retail commercial structure with design elements taking on a residential feel as shown in *figure 20*. This image had a total of 153 responses with a rating average of 1.64. The largest number of respondents (54) rated the image a 3, while the lowest number of respondents (3) rated it a -2. The design was by far the most well liked commercial design of this category and was evident based on comments submitted during the IPS.

Figure 20

The transportation design section of the survey was solely devoted to getting feedback relating to various elements of roadway, bicycle, and pedestrian facilities along Macland Road. The images chose for this portion of the survey depicted components relating to road design/medians, sidewalks/multi-purpose trails, landscaping, walls and fencing. The transportation design element that achieved the highest rating was a multi-purpose trail in a natural setting. The rating average for *figure 21* was 2.35. Of the 153 responses an overwhelming 93 rated the image a 3, while only 4 respondents gave it a negative rating.

Figure 21

In general, people liked and were most interested in the rural character of the images presented as well as the traditional residential structures that were included in the survey. There was also an increased interest in multi-purpose trails, recreational areas within residential developments and commercial buildings that took on a residential architecture. There was also favoritism toward vegetative medians and landscape areas along Macland Road. A complete version of the IPS, including some participant's comments, is available in *Appendix A.4.*

4.5 Public Design Workshop

The community design workshop was conducted to gather community ideas about potential land use changes and public/private design issues. The primary goal of the workshop was to involve participants in a series of solution-oriented sessions on land use, transportation, and community design and offering hands-on exercises to help produce a conceptual plan and design guidelines for the future of Macland Road.

The meeting was held on September 11, 2007 at the Ron Anderson Recreation Center. It was set up to accommodate participants at any time between 1 pm and 8 pm. The workshop consisted of four stations. The existing conditions station was an automated presentation that updated participants as well as reminded participants of the findings from the existing conditions analysis. The three other stations were set up based on the subject matter. The Land Use station was for the community to formulate ideas about land use along the corridor. There was also a transportation station that allowed participants to express their opinions and concerns regarding transportation related issues, including existing planned/programmed projects and new projects that could be implemented. The design station allowed attendees to convey their design ideas with the goal of providing a more aesthetically pleasing corridor for public right-of-way, as well as private commercial and residential development.

Over the course of seven hours there were approximately 100 participants that offered feedback through visual interpretations on maps as well as recording verbal comments on paper. Pertaining to land use there was citizen participation in amending different parts of the Future Land Use based on actual use of land, potential use of land and the preservation of land. There were also comments made by the participants suggesting; a maintaining of the rural character of the area, the need for more large open fields, creating small parks within developments, the preservation of greenspace and environmentally sensitive areas, promote open space communities (OSC), and a limitation on the size of commercial structures among other comments.

The previous comments by in large were the consensus through out the public involvement process, however, there were varying degrees of similar comments and sometimes opposing opinions of what is expected along the corridor in 20 to 30 years. For instance, while the majority was recommending preservation of the rural, unique character of Macland Road, there were some participants suggesting job creation sites through office development and expansion of commercial activity centers to facilitate more services, specifically gas stations.

There were a number of transportation related issues that were communicated dealing with intersection improvements, a network of multi-use trails and sidewalks linking neighborhoods with commercial services and recreational facilities. Closure of sidewalk gaps was another big theme that was communicated to the project team as well as the need for connectivity between commercial centers and neighboring residential subdivisions. Vehicular and pedestrian safety concerns throughout the corridor were also expressed during the design workshop.

Design related ideas were expressed with the purpose of retaining the rural character of the area much like the land use comments suggested previously. Just a small sample of ideas that were articulated was the preservation of historic structures, traditional residential architecture, commercial design to include residential design themes, street trees, large landscaped buffers along Macland Road with street lights and wide sidewalks, stone pillars and white fences along corridor, underground utilities, monument signage, and no backs of structures facing Macland Road.

These were just a few of the comments that were made during the public workshop concerning land use, transportation and design of the corridor. It is the intent of the project team to combine these comments and suggestions with other public feedback material to define a set of recommendations to be used as a tool to maintain the rustic, bucolic lifestyle now enjoyed by the citizens of Macland Road.

4.6 Public Open House

The final public meeting for the Macland Road Corridor Study was an open house style gathering conducted on October 17, 2007 at the Ron Anderson Recreation Center. The purpose of the meeting was to unveil a preliminary vision statement, concept plan and recommendations to get one last chance for community feedback based on the presented material.

The open house style meeting was an informal setting in which the community was able to gather and comment on the presented data. There was a brief presentation on the public involvement process and how the public's comments were transformed to recommendations which included a vision statement and a concept plan. However, most of the information was in the form of exhibits that surrounded the meeting area. The displays were separated into three different areas; Land Use, Transportation, and Design Guidelines. Each illustrated the recommendations and included paper and markers to encourage refinements, comments, and preferences.

Along with the exhibits, the Project team was available throughout the meeting to convey and explain information and answer any questions that the public might have.

5.0 Recommendations

The Macland Road area is a desirable part of Cobb County and will continue to attract both residential and commercial growth based on its rural and equestrian qualities that currently identify the area. Despite the bucolic character, growth will continue and unless rural preservation goals are in place all that was once Macland Road will be converted from scenic pastures to strip malls and cul-de-sacs.

This section of the study details the culmination of an nine month planning process that started based on the real opportunity to impact future development patterns along Macland Road. By gathering and studying several facets of existing conditions and following through an extensive public involvement process, the Project Team has formulated a plan based on issues brought forth throughout the planning process. The Plan in not intended to specifically predict or dictate future development but provide a guiding vision for future growth. The following recommendations are broken down into three main sections: Vision Statement, Concept Plan, and Recommendations. The Recommendations section will consist of sub-sections relating to Land Use, Transportation, and Design.

5.1 Vision Statement

The intent of the vision statement is to create an image of what the community seeks to achieve. It also reflects the optimistic view of the community and the corridor's future. It defines purpose and priorities while setting goals for the Macland Road Corridor.

The following vision statement was created based on feedback from the public involvement process.

"Over the next 20 years and beyond, the Macland Road corridor between Paulding County and Powder Springs Road will maintain its rural character while continuing to meet the needs of its residents and commuters. It will continue to build stronger ties to neighborhoods, preserve historic places, establish connections to surrounding parks, create more recreational spaces and opportunities, improve the safety and convenience of the transportation facilities, enhance the attractiveness of the streetscape, buildings, signage, and landscape and establish a unique identity in the region, while preserving the natural environment. Residents, visitors and commuters will enjoy living, shopping, playing and interacting with one another in this enchanting area of Cobb County"

5.2 Concept Plan

A Concept Plan for Macland Road was developed to get a visual sense of what the future holds along the corridor. The Macland Road Concept Plan concentrates on land use changes as well as planned, programmed and recommended transportation projects. Due to the linear nature of the corridor the Concept Plan Maps were broken into three sections: East Concept, Central Concept and West Concept. They can be found in *Appendix M Maps M.12, M.13, & M.14*.

5.2.1 Concept Plan – Land Use

East Concept

It is the public's desire to see a land use change at the northeast corner of Macland Road and John Ward Road. The property is currently and will continue to be used as a family cemetery, which is consistent with a Public/Institutional future use. It is presently located on the edge of a Community Activity Center. It is recommended that a Comprehensive Plan amendment be considered to change the tract of land from Community Activity Center to Public/Institutional. A graphical representation of the East Concept Plan can be found in *Appendix M Map M.12*.

It was also mentioned during several public feedback interactions that a "Gateway" feature be considered for this portion of the corridor, specifically Macland Road at Powder Springs Road. The aesthetically pleasing feature would be erected with the intention of setting emphasis on the identity of the corridor.

Central Concept

It was evident from the public that more park/recreational space be available along the corridor. One such location for potential park property was the already county owned Aquatic Center property on the south side of Macland Road between Villa Rica Road and Hopkins Road, as well as the adjacent undeveloped property to the rear, which is also owned by the county. Together both properties are about 30 acres with a Public/Institutional future use for the Aquatic Center. The undeveloped property has a low density residential use. It is the public's wish to see both properties convert to a Park/Recreational/Conservation future use with the potential to offer additional greenspace, nature preserve, trail connections or even a dog park to compliment the Aquatic Center.

On the north side of Macland Road, in the McEachern Farm area, it is the public's desire to see specifically designated parcels within the primary study area designated from Very Low Density Residential to Rural Residential. The properties proposed for change have covenants prohibiting the sub-dividing of property. The properties do not have direct access to Macland Road and will further compliment and continue to contribute to the overall rural character just off the corridor.

On the south side of Macland Road just west of New Macland Road a potential commercial node expansion was brought forth. It was suggested that the Neighborhood Activity Center that is currently in place, be expanded to the west to accommodate the need for retail/office services. During the study process this particular property along with adjacent tracts was rezoned to a retail/office use, therefore, it will be proposed for a future land use change in the 2007/2008 Comprehensive Plan update as a zoning decision change. The Central Concept map can be found in *Appendix M Map M.13*.

Due to the already semi-rural landscape on Macland Road west of Lost Mountain Road, it was the public's opinion that no further land use changes take place along the west portion of the corridor *(Appendix M Map M.14)*.

5.2.2 Concept Plan - Transportation

Macland Road is one of the primary east-west routes in western Cobb County. Thus, it is a heavily-traveled corridor that experiences high traffic volumes during the weekday rush hour periods. Considering the potential impacts on land use along the corridor, transportation concepts have been integrated into the overall Concept Plan. Much of the transportation concept plan, as well as the transportation recommendations found later in this document, were derived from public feedback.

The study's focus in regards to transportation is to create opportunities for walking and/or bicycling to destinations within the corridor. Currently, sidewalks are extremely limited within the study area, while bicycle/pedestrian trails are non-existent. Linkages to existing destinations for pedestrians, such as the West Cobb Aquatic Center, are vital to the implementation of the overall Concept Plan because they will in turn link to future development within the corridor, meaning that they will in fact help shape development patterns along the corridor. In addition, it was felt that investment in bicycle/pedestrian infrastructure along the corridor would tie the area to other parts of the County via the burgeoning Cobb County multi-use trail network. The Macland Road portion of the county network would include multi-use paths paralleling Macland Road, Old Villa Rica Road and Barrett Parkway. These investments have the opportunity to provide recreation and improve mobility simultaneously through out the local Macland Road community and Cobb County.

Due to the Georgia Department of Transportation's pending plans to widen the current two-lane portion of Macland Road to four lanes, it was felt that incorporating significant roadway improvements into the concept plan would be premature. However, there are a variety of Special Purpose Local Option Sales Tax (SPLOST)-funded projects slated to occur within the corridor, many of which are oriented around intersection improvements. There are also several sidewalks projects slated to be built in the area. All of this information is detailed later in the Transportation recommendations portion of this document.

5.3 Implementation

5.3.1 Land Use

Other land use recommendations that were identified by the community and remain consistent with the vision for Macland Road are as followed:

Residential

Continue single-family detached homes as major housing source, directing the more intense development toward NAC on the eastern portion of the corridor

Direct senior living residential to the outside periphery of activity centers and provide inter-parcel access for both vehicular and pedestrian access to activity centers

Encourage future senior living on the northwest corner of the Macland Road and Barrett Parkway

Encourage residential developments that consume less land, thus promoting increased open space

Large lots fronting Macland Road (R-20, R- 30, OSC zoning categories)

Provide transitions in scale between land use conflicts

Small neighborhood scale parks/greenspace should be recommended for new developments, while encouraging OSC to create large coordinated areas of greenspace

Large setbacks and landscaped buffers adjacent to new developments, pasture lands and large lots

Commercial

Commercial land uses to be directed to the Neighborhood Activity Centers that are already established

Discourage "strip" development patterns by promoting the nodal concept of development

Encourage commercial, neighborhood-scale development that will compliment rather than detract from character of the area

Balance the benefits of new commercial against the quality of life enjoyed by residents

Provide transitions in scale between land use conflicts

Large setbacks and landscaped buffers adjacent to new developments, pasture lands and large lots

Limit size of new commercial buildings

Park, Recreation, Conservation

Improve compatibility of land uses with the sensibility of the environment

Continue to pursue, where feasible, the acquisition of additional open space for recreation and preservation

Public Services

Fire

There is a desire from the community for a fire facility in the vicinity of the Macland Road corridor. Cobb County Fire Officials have communicated to the Project Team that they too identify a need for fire service and has drafted that into their long range plan.

Library

Another public service need identified by the public was a small neighborhood scale public library. Currently, the nearest library is located at 1100 Powder Springs Rd. with limited space and parking

Senior Service Facility

Based on an increase in senior living demand in Cobb County and more specifically Macland Road, it is

recommended that a senior service facility be explored for the area. The facility would meet the needs of the Macland Road area, while releasing the burden off of other adjacent senior service facilities.

Policy Initiatives

Increasing property taxes on rural lands have created pressure for rural property owners to sell, normally resulting in land use conversion and denser development. Following are a couple of tax reduction programs that are already in place in Cobb County to help maintain the rural character of the area.

Conservation Easements

Conservation Easements are permanent, voluntary, legally binding contracts with the local government or a non-profit organization stating no development other than what's agreed upon within easement will be permitted to take place. With a conservation easement placed on a property, whether it is just a portion of the property or the entire property, it assures the property owner that the use of the land will never be used in a way contrary to the intent of what was contractually agreed upon. Property owners benefit in the form of tax deductions, while the public benefits by the preservation of open space, the protection of natural resources and the maintaining of healthy air and water.

Conservation Use Valuation Assessment (CUVA)

In normal situations property is assessed based on 40% of fair market value. Properties that have been granted a CUVA are assessed based on 40% of current use. The CUVA program is a preferential tax agreement that taxes property on the current use of the property as opposed to the potential or highest and best use of the property. The favorable tax treatment is design to protect property owners from the pressures of growth and development

Another recommendation that would help maintain the rural character, while preserving historic structures, would be a Macland Road historic resources documentation project. The Macland Road Historic Places Initiative would be a commissioned study that would focus on researching and documenting the area's potential historic and archaeological resources, including structures and landscapes. In order to provide context to these resources, the study would also document the area's history. The project would significantly expand on the information provided in the Cobb County Historic Resources Survey. The initiative's ultimate goal would be to provide research and documentation to list potential historic resources along the Macland Road corridor in the National Register of Historic Places and the Cobb County Register of Historic Places.

5.3.2 Design

The implementation of good design principals can lead to a better environment and increased quality-of-life. They can also provide a broad scope that gives Macland Road a cohesive and distinctive look for the future. In order to create this look, a series of design guidelines need to be created. The design guidelines should include a series of verbal and visual

depictions of what is desired in this area of Cobb County. However, as part of the Macland Road Corridor Study, staff proposed a series of broad design principals that can be used in creating the design guidelines. These design principles are in response to the ideas made prevalent during the planning process; the most common thread of all being that the community would like to keep Macland Road residential and rural in appearance. As development along Macland Road continues to increase, there are design principals that can aid in keeping the rural appearance of the corridor intact.

The design principles are separated into three main sections that provide recommendations for both the public and private realms along the corridor: streetscape, residential design, and commercial design.

Streetscape

A unified streetscape along Macland Road should be envisioned from Powder Springs Road to the Paulding County line. The streetscape should encompass the following elements:

Sidewalks – Providing pedestrian access along Macland Road is crucial to not only reducing traffic congestion, but increasing connectivity along the corridor. Sidewalks along Macland should also connect with sidewalks within individual developments to create an integrated network. Sidewalks should be a minimum of 5 feet in width while multiuse paths that could be used to accommodate pedestrians and bicyclists should be a minimum of 10 feet in width.

Street trees – Street trees will buffer pedestrians, as well as, beautify and enhance the corridor. Trees should be planted at uniform intervals along Macland Road to generate a consistent streetscape environment. Staff recommends a 40 foot separation between trees and tree plantings should be large native deciduous trees. At this point we cannot recommend tree plantings at the back of curb or at the back of the sidewalk. Macland Road, being a state route, will need to comply with Georgia DOT standards for roadways at this designated speed limit, which will impact tree plantings in the right-of-way. The following are a list of recommended trees:

- Willow Oak
- Tulip Poplar
- Fastigiate English Oak “Willamette”
- Yellowwood
- Sawtooth Oak
- River Birch
- Other native trees species similar in height and massing to these trees will be considered on a case by case basis.

Street lighting – Street lighting will aid both pedestrians and motorists by creating a safe well lit environment. Installing a more traditional style of streetlight can aid in creating a more esthetically pleasing corridor. Also, signalized intersections should install decorative mast arms to reduce the visual clutter of having wires traversing the roadway.

Underground utilities – All utility installations should be required to be underground. Burying utilities would clean up the corridor and add to the rural appearance.

Planted median – The median along Macland Road should be retrofitted to include tree plantings that will visually improve the look of the corridor thus improving quality-of-life for both residents and commuters.

In addition to the streetscaping treatments, a gateway feature should be constructed to set the tone for the rest of the corridor area. The gateway should be at the intersection of Powder Springs Road and Macland Road. It should include signage, tree and seasonal plantings, and other features that are recommended in the creation of the design theme for the corridor. The gateway feature is an important aspect to creating sense-of-place and could be used as a community building strategy for the neighborhoods along the corridor. Once the feature is installed, it would be up to the various neighborhoods along Macland Road to volunteer time and money for the upkeep and maintenance of the gateway treatment.

Residential Design

Residential design themes include both subdivision layout recommendations and building design issues. The broad themes in this section try to preserve some of the existing rural nature of the area.

Subdivision layout

New residential developments should incorporate the following criteria to enhance and blend with the rural design of the corridor.

Larger lots - In R-30, R-20, & OSC developments, the layout of the subdivision should include larger lots fronting Macland Road in order to retain the appearance of a less developed landscape.

Greenspace/Parks - Green space should be preserved or neighborhood parks (i.e. children's play areas, pocket parks, dog parks) should be created within new residential developments.

Sidewalks and street trees – Include sidewalks and street trees in plans for future residential developments. Sidewalks within developments should join with sidewalks along Macland Road to provide better pedestrian access and connectivity. Staff recommends a 40 foot separation between trees and tree plantings should be large native deciduous trees. The following are recommended trees:

- Willow Oak
- Tulip Poplar
- Fastigiate English Oak "Willamette"
- Yellowwood
- Sawtooth Oak
- River Birch

- Other native trees species similar in height and massing to these trees will be considered on a case by case basis.

Landscape buffers or large setbacks – In order to preserve some of the rural appearance along the corridor, large setbacks in areas with open fields and landscape buffers in areas with vegetation should be created between Macland Road and new subdivisions.

Fencing – White rail fencing with stone columns should be required along Macland Road for all future development.

Mature trees **-** Where possible, maintain existing mature trees in new developments to minimize impacts on tree canopies.

Residential buildings

New residential developments should incorporate the following criteria to residential building designs to blend with historic nature of the corridor:

Preserve historic resources – Macland Road's numerous historic resources should be considered and preserved whenever possible. The following were specific resources mentioned during the planning process:

- 3820 Macland Road (north side of Macland near intersection of Macland and Lost Mountain),
- 2141 Old Lost Mountain Road (southwest corner of Old Lost Mountain and Macland),
- 5537 Macland Road (south side of Macland next to lake near county line),
- 2080 Villa Rica Road (northwest corner of Villa Rica and Macland, and
- 2341 Macland Road (south side of Macland near Bankstone and Macland).

Building design **-** New homes should be have traditional residential architecture and should be complementary to the area's historic resources in architecture, materials, and form. Though most of the area's historic architecture is simple in appearance, they do exhibit a variety of styles and types, including Folk Victorian, Craftsman, Colonial Revival, English Vernacular Revival, and American Small House. In order to accomplish complementary architecture, the following characteristics should be considered in new residential design:

- One or two stories
- Gabled or hipped roofs
- Materials to include clapboard (wood or cement siding), brick and stone.
- Brick or stone chimneys
- Front porches
- Detached, side or rear garage

Prohibit backs of structures from facing Macland Road – New residential developments should not place unfinished backs of structures to the corridor. Placing unfinished backs to the corridor provides a disjointed appearance and does not welcome pedestrian access. Also, the traditional development style along the corridor had homes fronting Macland Road.

Commercial Design

Commercial design themes include both commercial site design and building design issues. The broad themes in this section are to promote quality commercial design and incorporate residential themes into commercial design.

Site design

New commercial developments should incorporate the following criteria to enhance the quality of non-residential construction along the corridor:

Landscape buffers and large setbacks – In order to preserve some of the rural appearance along the corridor large setbacks and landscape buffers should be should be created between Macland Road and new commercial developments.

Fencing – White rail fencing with stone columns should be required along Macland Road for all future development.

Mature trees **-** Where possible, maintain existing mature trees in new developments to minimize impacts on tree canopies.

Signage – Signage should be ground-based monument style and in compliance with the Cobb County sign ordinance. Backgrounds and letterings on sign should be installed with muted colors. Landscaping (trees, shrubs, flowers, etc) should be planted around signage.

Building design

New commercial developments should incorporate the following:

Size of new commercial **-** Limit size of new commercial to neighborhood scale for the Macland Road/Lost Mountain Road commercial node and the Macland Road/Barrett Parkway commercial node, to discourage the building of "big box" retail centers.

Building design – New commercial design along Macland Road should be distinctive and blend in with the residential nature of the corridor. No typical franchise architecture or cookie cutter design should be accepted. The residential look to Macland Road's commercial design should include:

- White cement or wood composite siding with brick accents and/or a traditional style with all-brick façade.

- Pitched roofs to reflect a more residential style to development.
- Gables incorporated into building design
- Break up long walls with windows, bays, or other similar features
- Porticos or front porches can be installed to provide a more residential feel while being pedestrian friendly.

Prohibit backs of structures from facing Macland Road – Placing unfinished backs to the corridor provides a disjointed appearance and does not welcome pedestrian access.

Future government buildings should follow similar guidelines.

5.3.3 Transportation

Due to the tentative timeline of Georgia DOT-initiated roadway improvements on Macland Road, the better portion of this study's recommendations pertaining to transportation are directed towards pedestrian mobility. Feedback from the general public indicated a strong desire for improved walkability within the study area. As a result, three (3) new multi-use trails have been proposed to be constructed within the study area.

Wild Horse Creek Trail Extension – This 10-foot wide multi-use path would extend the existing Wild Horse Creek Trail from its terminus at Macedonia Road, connecting Wild Horse Creek Park to the West Cobb Aquatic Center on Macland Road. The trail would continue northward along Villa Rica and Casteel Roads, terminating at Dallas Highway and the programmed Dallas Highway Trail/Streetscape.

Noses Creek Trail – This project consists of a 10-foot wide, paved multi-use path that would split from the existing Wild Horse Creek Trail, south of Macedonia Road. The trail would provide connectivity to the Mud Creek Soccer Complex (also known as the West Sandtown Soccer Complex). It would continue northward along Barrett Parkway to the Dallas Highway Streetscape/Trail and connect to the West Cobb Trail, which continues northward along Barrett Parkway north of Dallas Highway.

Macland Trail – This trail would follow Macland Road eastward from Old Villa Rica Road to Powder Springs Road, then along Powder Springs Road to Cheatham Hill Road, where it would connect to the proposed Cheatham Hill Trail and the programmed Powder Springs Road Trail. This facility would provide direct connectivity to the West Cobb Aquatic Center, as well as Kennesaw Mountain Battlefield National Park, Cobb County Government Offices on County Services Parkway and Marietta Square, via connecting trail facilities.

Funded Projects

Due to the high levels of traffic congestion along Macland Road, there have been several improvements slated for the corridor that pre-date this particular study. These proposed

improvements include roadway capacity and intersection improvement-oriented projects, as well as sidewalk projects.

Among the projects slated for construction within the corridor and surrounding areas, Special Purpose Local Option Sales Tax (SPLOST)-funded projects include intersection improvements at Macland Road's intersections with Bullard Road and Florence Road/Corner Road. Both projects may encounter construction delays due to Georgia DOT's widening project. Also among SPLOST projects is new sidewalk construction along Hopkins Road, as well as rural shoulder installation along Gus Robinson Road. By the end of 2007, all of the SPLOST-funded projects will be contracted out to consultants to perform preliminary engineering/design, the first of three phases common to most transportation projects.

Other projects in the surrounding area that should impact the corridor include the sidewalk project on Powder Springs Road, funded by the Transit Pedestrian Improvements Sidewalk Program, as well as new sidewalk construction along New Macland Road. Both projects have the potential to increase mobility both into and out of the Macland Road corridor and surrounding areas.

5.4 Implementation Schedule and Costs

Description	Costs	Year	Responsible Party	Funding Source
Land Use Projects				
Amend Future Land Use Map according to section 5.2.1 of the Macland Road Corridor Study	Staff Time	2008	Cobb County Community Development	NA
Amend Comprehensive Plan for Senior Living at the northwest coroner of Macland Road and Barrett Parkway	Staff Time	2009	Cobb County Community Development	NA
Acquisition and development of land for Parks & Recreation	TBD	Ongoing	Cobb County Parks & Rec. Department	County/Grants
Development of Public Service Facilities	TBD	Ongoing	Cobb County Public Services and Public Safety	County
Develop brochure outlining ways to obtain Conservation Easements and Conservation Use Valuation Assessment	$2,000	2009	Cobb County Community Development	County
Develop Macland Road Historic Places initiative	$30,000	2010	Cobb County Community Development	Grants
Design Projects				
Develop and Implement the Macland Road Design Standards (MRDS)	$10,000	2008/2009	Cobb County Community Development	County/Grants

Transportation Projects										
Description	**Type of Improvement**	**Engineering Year**	**Engineering Cost (est.)**	**ROW year**	**ROW Costs (est.)**	**Construction Year**	**Construction Costs**	**Total Project Costs (est.)**	**Responsible Party**	**Funding Source**
[1]Wild Horse Creek Trail Extension (8'-10' multi-use trail)	Bicycle / Pedestrian	Long Range	TBD	Long Range	$1,098,000	Long Range	$750,000	$1,848,000	Cobb County DOT	County / Federal
[1]Noses Creek Trail (8'-10' multi-use trail)	Bicycle / Pedestrian	Long Range	TBD	Long Range	$3,700,000	Long Range	$1,500,000	$5,200,000	Cobb County DOT	County / Federal
[1]Macland Trail (8'-10' multi-use trail)	Bicycle / Pedestrian	Long Range	TBD	Long Range	$4,540,000	Long Range	$1,650,000	$6,190,000	Cobb County DOT	County / Federal
[2]Sidewalks New Macland Rd.	Pedestrian	2008	$109,707	2009	-	2009	$438,827	$548,534	Cobb County DOT	County
[2]Sidewalks Powder Springs Rd.	Pedestrian	2008	$41,074	2009	-	2009	$143,616	$184,690	Cobb County DOT	County
TOTAL								$ 13,971,224		

[1]Recommendations from the Macland Road Corridor Study
[2]Projects currently in the developmental stage
SPLOST Projects can be found on Cobb Department of Transportation's website - www.cobbdot.org.

MACLAND ROAD CORRIDOR STUDY

APPENDIX

A.1 Market Analysis

A.1.1 Purpose and Background

The Macland Road Residential Market Analysis is a study document that intends to gauge the potential of future residential development along the Macland Road corridor, which will generate discussion on visualizing the future of this area to assist in decision making. This study does not assess current housing needs within the community such as townhomes, condominiums, lofts, etc., but instead looks at the likely future of residential development based on current market trends. The study focuses solely on the residential market because the corridor has very little commercial uses and no industrial uses. Study area boundaries have been designated as the Paulding County line to the west, Powder Springs Road to the east, and properties within a half-mile north and south of Macland Rd – the study area is approximately seven (7) miles.

Approximate market trade area boundaries for Macland Road include Dallas Highway to the north, Powder Spring Road to the east, Hwy 278 and Hwy 92 to the west, and the Powder Springs city limits to the south. The single and largest commercial node along the corridor surrounds the Macland Rd./Powder Springs Rd. intersection; there are two major grocery chains and a variety of smaller retailers in the area. Due to the close proximity to more established commercial corridors/nodes (e.g., Dallas Highway, East-West Connector, Hwy 92/Hwy 278) and the low-density residential base, there are not enough indicators to justify conducting a commercial market study.

As growth patterns in metro Atlanta continue to encroach on less developed, non-urbanized areas, development within Cobb County has also followed the same format. Many areas closer to I-285 and I-75 are either developed or are undergoing redevelopment, but a large portion of the western and southern portions of Cobb are still dominated by large lots with single-family homes, wide open pastures, or forested areas. This landscape describes the Macland Road corridor and is unique to the community and county; however, new residential development continues to slowly change the landscape.

The corridor is a four-lane road with limited pedestrian facilities. The western segment—Paulding County line to Lost Mountain/New Macland Rd – is comprised of single family lots, most are not subdivided, and two conservation subdivisions are under construction. The central segment—Lost Mountain/New Macland to Barrett Parkway – consists of vacant residential lots, single-family homes on large lots, and one commercial district near the Lost Mountain intersection. There are also institutional and recreational facilities within the segment. The eastern segment – Barrett Pkwy to Powder Springs Rd – is the most dense part of the corridor due to its larger concentration of residential structures/subdivisions, commercial uses, and proximity to Powder Springs Road (a more established corridor).

A.1.2 Methodology

The methodology used incorporates a general supply/demand analysis, which is based on demographic projections, and a land demand analysis. Information in this report was derived from the following sources: Claritas, Cobb County Planning Division, U.S. Census Bureau, Atlanta Regional Commission, and the *Atlanta Journal-Constitution's* (AJC) 2007 Home Report. It is assumed that all data sources are substantially accurate.

In the supply analysis, the following data sets were examined to understand trends along the corridor and Cobb County: housing type, age of housing stock, and home values. The demand analysis section highlights the income base, employment, household and population trends/projections, vacancy/neighborhood stability, demand of housing units, and land acreage requirements. Several of the data sets were used as variables in calculating the housing unit forecast and residential land demand acreage requirements.

A.1.3 Supply of Residential Market

Housing Type

In 2000, there were 9,758 total housing units in the study area and single-family, detached homes represented a majority of the housing structures. According to the 2000 Census, 8,969 single-family, detached units were reported within the study area. There was a significant increase in single family attached units from 1990 which could be attributed to new senior living developments. Other housing choices are present but only make up a small share of the total mix; in 2000, there were 64 multi-family units and 552 mobile homes, both have decreased in numbers since 1990. *Figure A.1* reveals the different types of housing and the number of units of each type for 1990 and 2000.

Residential Mix by Housing Type		
	Number of Units	
Housing Type	**1990**	**2000**
Single-family, attached	4	173
Single-family, detached	5,860	8,969
Multi-family	35	64
Mobile Homes	630	552
Other (Boats, RVs,etc.)	7	0
Total	**6,536**	**9,758**
Source: U.S. Census Bureau		

Figure A.1

Figure A.2 highlights the residential mix by tenure in 1990 and 2000. The data indicates that owner-occupied housing units are the preferred ownership method among households in the study area. In the 10-year time period, renter-occupied units increased by 100 while owner- occupied units increased by 3,400.

Residential Mix by Tenure		
	Number of Units	
Tenure	**1990**	**2000**
Renter occupied	460	563
Owner occupied	5,711	9,159
Total	6,171	9,722
Source: U.S. Census Bureau		

Figure A.2

Age of Housing Stock
Of the total housing stock, 62 percent of homes were built between 1970 and 1994. In addition, more units were built between 1999 and 2007 (1,842) than from 1995 to 1998 (1,115) – both time periods represent approximately 30 percent of the total stock. The 2007 estimated median year that the structures were built is 1990. Thus, a majority of the stock is not that old and many units are in good condition (based on appearance of exterior materials).

Home Values
The constant growth and demand for housing in Cobb are two reasons for the steady price increase. Housing values in Cobb doubled from 1990 to 2000, growing from $97,515 to $194,692. In 2006, the highest new home price in the county was $294,000, a 15.8 percent increase from 2005 (AJC 2007 Home report). Comparatively, median existing home sales values increased 3.3% from the previous year reaching $188,000. Moreover, owner-occupied homes within the study area have a 2007 median value of $180,157 (Claritas). This is not surprising since 79 percent of the housing values fall between $100,000 and $299,999.

According to the National Association of Realtors and Fiserv Lending Solutions, metro Atlanta's median home prices for 2006 and 2007 are $189,000 and $197,000, respectively. As land prices continue to increase and the amount of vacant land decreases in the metro area and, in particular, Cobb County, the remaining undeveloped land is only going to get more expensive. In turn, the cost is passed on to the homebuyer which results in the need for people to look for homes further out in the region. As a result, traffic congestion increases and a significant portion of Cobb's workforce with limited disposable incomes will spend more on transportation costs.

A.1.4 Demand of Residential Market

Population
Since 1960, Cobb County's population growth has been steady and continues to grow. On average, the county added an estimated 100,000 new residents every ten years from 1960 to 2000, which spurred much of the residential development in the '70s, '80s, and '90s.

In the study area, population growth remains steady and is expected to continue during for the next 20 years (this is attributed to projected growth in the Atlanta region and Cobb County). *Figure A.3* shows the population and household trends/projections from 2000 – 2030 for Cobb County and Macland Road corridor. Population in the study area is expected to increase by 17 percent between 2005 and 2030; similarly, the number of households will increase by 26 percent reaching 13,688 in 2030. However, population increases are subject to development regulations; for example, a medium-, to high-density development pattern will allow for higher projections than what is forecasted. In addition, a low-density pattern would consume more undeveloped land and restrict future population growth rate.

Population and Household Trends & Projections							
	2000	2005	2010	2015	2020	2025	2030
Study Area Total Population	**29,607**	**32,855**	**33,502**	**35,140**	**36,295**	**37,476**	**38,676**
Study Area Total Households	**9,700**	**10,852**	**11,182**	**11,967**	**12,556**	**13,179**	**13,688**
Cobb County Total Population	607,751	628,988	650,224	674,579	698,933	726,711	754,488
Cobb County Total Households	227,590	238,494	249,398	262,594	275,790	288,173	300,556
Source: Cobb County Planning Division, Atlanta Regional Commission							

Figure A.3

Income

A large majority of the working population (over age 16) in the study area is employed in white-collar occupations by for-profit private firms. This corresponds with a relatively high household income base. The 2007 estimated average family and median family household incomes are $90,070 and $79,062, respectively. As expected, higher incomes provide incentive for residential developers to construct new homes at a higher price point.

Employment

The study area is primarily a bedroom community and is comprised of very few employment opportunities. Of the employment industries, retail service represents the largest share from 2000 to 2030. With the limited job base, most residents commute outside the study area and data sources showed that the average travel time to work is approximately 38 minutes. Therefore, people are commuting to various employment centers such as Cumberland/Galleria, Vinings/Paces Ferry, Marietta, Town Center, or other parts of the Atlanta region.

Within Cobb, employment is expected to grow through 2030; the growth rates for 2010, 2020, and 2030 are 33.1 percent, 41.4 percent, and 30.2 percent, respectively. The services, retail, and construction sectors lead the other industries in total employment. See *Figure A.4* for more details.

Employment by Industry Forecast, Study Area, 2000 - 2030				
	2000	2010	2020	2030
Construction	821	720	952	1,257
Manufacturing	168	331	390	387
Transportation, Communication, & Utilities	29	42	53	72
Wholesale Trade	66	116	596	783
Retail	565	641	873	1,122
Finance, Insurance, and Real Estate	45	126	174	219
Services	887	1,394	2,022	2,895
Government	715	1,018	1,144	1,342
Total	**3,296**	**4,388**	**6,204**	**8,077**
10-Year Total Change		**1,092**	**1,816**	**1,873**
Growth Rate		**33.1%**	**41.4%**	**30.2%**
Source: Atlanta Regional Commission, Cobb County Planning Division				

Figure A.4

Turnover/Vacancy
Based on a windshield survey of the corridor within the study boundaries, the neighborhoods appear to be in stable condition. Of the many homes that were surveyed, approximately nine were for sale. In addition, other data sources indicate the number of vacant homes has declined since 1990, and the share vacant homes decreases as newer homes are constructed.

Alternatives for Buyers
Competition from lower home values in nearby Paulding County, especially in new construction, could create some challenges for home sales in the Macland Road study area. If homebuyers are looking to maximize their house size for the price, they can find more options in Paulding. For example, AJC's 2007 Home Sales report revealed that the median sale price for new starter homes in metro Atlanta reached $221,990 in 2006. In the top 10 best zip codes for new starter homes, Cobb County did not make the list, however, Paulding County's 30179 zip code ranked second (behind Clayton's 30274) with a 2006 price of $133,362. In addition, data shows lower prices in Paulding with existing homes. With a 3.3% increase from 2005 to 2006 in Cobb, the median sales value of existing homes increased to $188,000; Paulding's increased 3.7% which brought the median value to $140,000, significantly lower than Cobb County.

Developments in Progress
Within new residential developments, if they are built-out as planned, about 740 homes will be added to the housing supply within the next two years (caveat: the market will dictate the pace of development). Most of the homes are single-family, detached, but roughly 60 homes are senior living condominiums. Based on a visual survey and contacting the builders, an estimated 140 homes are completed.

Housing Demand
Future projections show that there is a considerable demand for additional housing units. *Figure A.5* summarizes the data and indicates that there will be in additional 3,988 households in the study area. To calculate the number of new housing units needed to accommodate additional units (i.e., excess supply) needed beyond the projected population growth, a vacancy factor of 3 percent was used (2000 figure); in other words, since the household units projections account for the exact number of additional households, the vacancy factor is included to account for the extra homes that will be available for purchase/rent. The results identify the need for an estimated additional 5,000 single-family detached units, 285 single-family attached units, and 29 multi-family units by 2030.

Forecast by Structures by Housing Type, Study Area, 2000 - 2030	
2000 households	9,700
2030 households	13,688
Total new households	3,988
2000 Total housing units	10,005
2030 Total housing units	14,118
2030 Single-family, Attached housing units	444*
2030 Single-family, Detached housing units	13584*
2030 Multi-family housing units	90
Vacancy factor (2000)	3%
2030 Single-family, Attached housing units (w/ vacancy)	**458**
2030 Single-family, Detached housing units (w/ vacancy)	**14,004**
2030 Multi-family housing units (w/ vacancy)	**93**
Source: U.S. Census & Cobb County Planning Division	
* The 2000 Census figures for total housing units included mobile homes and other types (boats, RVs, etc.) but no real growth is expected for those housing units along Macland Road. Therefore, the 1,128 difference in 2000 and 2030 total units (after single-, and multi-family units were accounted for) were reassigned based on growth projections -- 200 to single-family attached and 928 to single-family detached.	

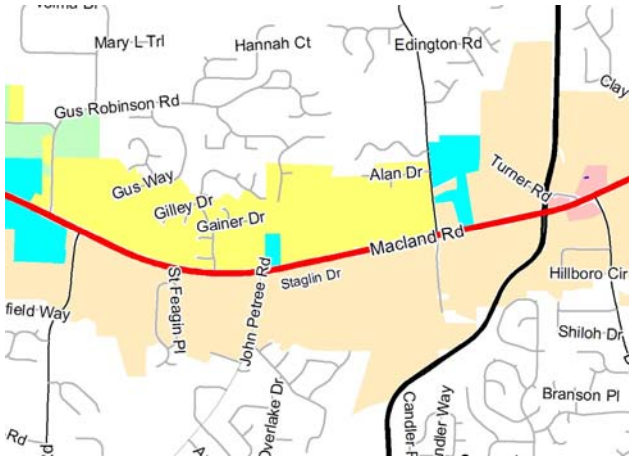
Figure A.5

Land Demand – Residential

The residential land demand analysis identifies the amount of land that will be developed in the future. Using a range of low and high density factors for single family and multi-family dwellings, a total acreage requirement was calculated *(Figure A.6)*. The two density factors are used to demonstrate the extremity of development patterns; therefore, the community will be able to agree on suitable density knowing the two extremes.

Of the estimated 14,313 acres in the study area, the amount of developed land will depend on the density levels. If development occurs in a low density manner, approximately 14,218 acres of land would be developed – in other words, the study area will be almost built-out. If a higher density development pattern is enforced, an estimated 5,735 acres would be deemed as developed. However, the actual figures are subject to development restrictions in terms of land conservation and revised density requirements.

Given the development pattern of the corridor in its present form, it is more likely that the acreage requirement will fall within the 7,000 – 8,500 acre range, which includes land currently developed. Multi-family units will more likely be built at 3 or 4 units per acre; single-family detached will likely be built at 2 units per acre; and single-family attached will likely be built at 4 units per acre (approximate figures).



Residential Land Demand, Study Area, 2030		
2030 Single-family, Attached Units	458	
2030 Single-family, Detached Units	14,004	
2030 Multi-family housing units	93	
	Low Density Factor	**High Density Factor**
Single-family, Attached density factor: (2.5-4 upa)	183	115
Single-family, Detached density factor: (1-2.5 upa)	14,004	5,602
Multi-family density factor: (3-5 upa)	31	19
Total acreage requirement (estimated)	**14,218**	**5,735**
Source: Cobb County Planning Division		

Figure A.6

A.1.5 Conclusion

The analysis shows that the future for Macland Road will require proactive planning efforts to accommodate the additional growth in a manner that satisfies the community. Given the current development patterns and numerous reasons why current residents selected the area to live, it is imperative to consider the future impact on the current transportation network and residential neighborhoods. Also, as the area diversifies (in age and population), the needs will probably change and require different consensus building tactics than those used in the past.

In summary, the market analysis revealed the following information:
As one of the core counties in the metro Atlanta region, Cobb County will continue to grow in population as the region grows. In turn, the Macland Road corridor will experience pressure to develop underutilized/underdeveloped land.

High household incomes have set a tone for housing developments that target a more affluent market. With the additional need for housing units, assessing existing and new residential developments for more affordable housing opportunities is important. In general, Paulding County has lower housing prices but the commute to major job centers is longer. Therefore, Cobb County can explore ways to accommodate those home buyers that are priced out of West Cobb.

As mentioned earlier, Paulding County offers comparable homes for lower prices, which creates competition for similar newly constructed homes along Macland Road. In turn, if competition is really stiff, sale prices of new construction or existing homes along Macland might level off. However, as the demand for housing in Paulding increases, the home values will slowly catch up to those along Macland Road.

Given the lack of close employment centers of a significant size and long commute times from the study area, developers and planners must consider increased congestion issues or opportunities to diversify the employment base.

Single-family, detached housing is expected to remain the preferred housing choice. There is little evidence to assume that a substantial amount of additional multi-family units will be required, based on moderate growth in the past. However, single-family attached units will continue to increase as the market for senior living expands with the aging population (i.e., baby boomers). Moreover, metro Atlanta has been credited for a desirable place for retirees to relocate.

The actual amount of required land for new development is contingent upon zoning regulations and development guidelines for the area. However, based on the demand analysis, if a low-density development model is used, the study area will be practically built-out, but if a high-density (conservation) model is used there could be an estimated 8,000+ acres of undeveloped land. Within the low-, high-density range, there is plenty of room to find an agreeable middle range to meet the needs of a diverse community.

Increasing the density and population, in general, will have some effect on the transportation network and the natural environment. Given the lack of walkability along the corridor (i.e., non-continuous pedestrian facilities) and non-integrated commercial uses, most people will use an automobile to traverse in and out of the area. Therefore, congestion will increase over time. In terms of protecting the natural environment, there are a variety of zoning techniques that could enforce greenspace/openspace protection. For example, regulations could enforce downzoning (limits the number of development rights to a parcel), transfer of development rights, cluster development, mandatory open space set asides, and prohibit development within environmentally sensitive areas.

The character and culture of the corridor is currently represented in its quasi-suburban/pastoral development pattern. New development is apparent, but the character can quickly change into a more suburban thoroughfare as more development takes place and resembles corridors such as East-West Connector, Windy Hill Road, or Austell Road, unless proactive measures (i.e., zoning regulations and design guidelines) are put in place before a majority of development projects are approved.

A.2 MACLAND ROAD TRANSPORTATION DATA ASSESSMENT

The transportation data assessment was compiled using Cobb County resources, as well as the CTP Needs Assessment Report.

Facility Type: Arterial (Cobb County), Urban Major Collecter (GDOT)

Number of lanes: 4 (Powder Springs Rd. to SR 176), 2 (SR 176 to Paulding County Line)

Existing R-O-W: 4-lane section 140' – 165' (range), 2-lane section 50' – 100' (range)

Proposed Trail: None currently

Sidewalk Inventory: No significant sidewalks along the corridor, with the exception of a few business frontages near the Macland/Powder Springs intersection, as well as within the commercial uses near the Macland/SR 176 intersection.

LOS (Taken from the CTP Needs Assessment Document)

Powder Springs Road to Bankstone Road	A-C
Bankstone Road to Barrett Parkway	E
Barrett Parkway to John Petree Road	D
John Petree Road to Hopkins Road	A-C
Hopkins Road to SR 176 (New Macland/Lost Mountain Road)	D
SR 176 to Florence/Corner Road	F
Florence/Corner Road to Paulding County Line	E

AADT (Obtained using Cobb County's GIS data)

Point 1 (West of Meachem Manor Drive, East of Clay Drive)	24,500
Point 2 (West of Clay Drive, East of Bankstone Drive)	23,700
Point 3 (West of Hopkins Road, East of Gus Robinson Road)	16,600
Point 4 (West of Old Lost Mountain Road, East of Bullard Road)	16,000

SPLOSTS Projects (Taken from CTP Needs Assessment Document)

Windy Hill/Macland Connector - New four-lane roadway connecting Macland Road (at Powder Springs Road) to Windy Hill Road (at Austell Road)

Macland Road - Intersection Projects; Macland Road at Bullard Road: Convert to right in/right out with right turn lanes; Macland Road at Bullard Road: add turn lanes, upgrade signal and improve approach grades

Gus Robinson Road – Safety & Operational (S&O) improvements, Macland Road to end of roadway: Install rural shoulders (no curb/gutter)

GDOT Projects (Taken from CTP Needs Assessment Document)

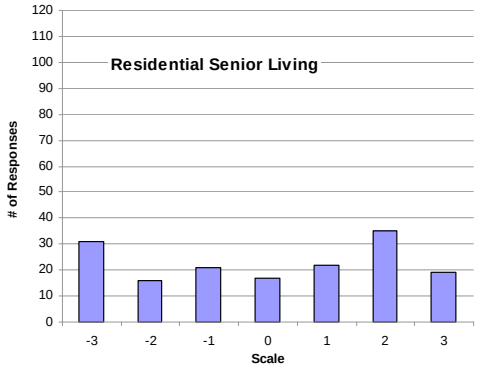
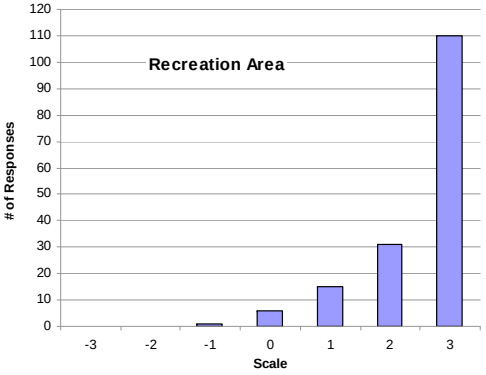
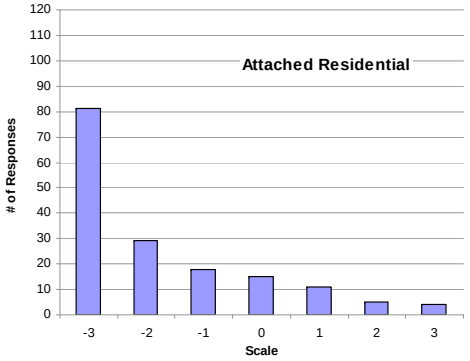
Macland Road – SR 176 to SR 120 in Paulding County: Widening of existing 2-lane roadway to a 4-lane divided roadway.

A.3 SWOT Analysis

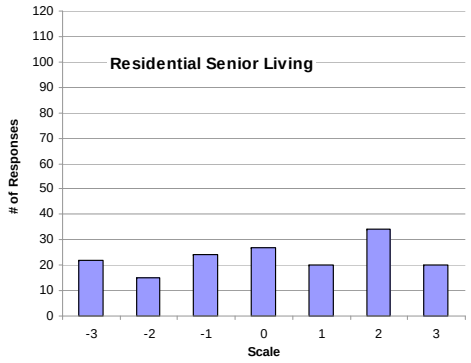
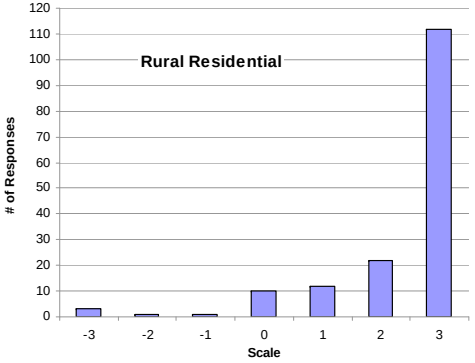
S.W.O.T ANALYSIS	
STRENGTH	**WEAKNESS**
◈ Appealing & Unique ◈ Residential nature ◈ Two-lane (Lost Mtn. to Paulding County ◈ Aquatic Center ◈ Large areas of greenspace ◈ Low density ◈ Semi-rural landscape ◈ Sustainable agriculture ◈ High quality of life ◈ Four-lane ◈ Large quanity of raw land ◈ Access to retail ◈ Prepared for growth ◈ Good nodal system of commercial ◈ No power lines	◈ Lack of recreation/community facilities ◈ Lack of services ◈ Truck noises ◈ Lack of continuous sidewalks ◈ No service roads ◈ No connection between Bullard and Florence Rds ◈ No service stations ◈ No gathering places ◈ Excessive traffic speeds ◈ Buffer areas ◈ Lack of "sense of community" ◈ No central theme for growth on corridor ◈ Lack of funds for transportation improvements ◈ Lots of real-estate for sale ◈ Difficult to turn left
THREATS	**OPPORTUNITIES**
◈ Environmentally sensitive areas ◈ Availability of infrastructure ◈ Increase in crime rates ◈ Traffic congestion ◈ Air quality ◈ Paulding commuters ◈ Road improvements ◈ Imbalance between property rights and public interest ◈ Misuse of eminent domain	◈ Standardized design ◈ Create unique identity ◈ Public transportation ◈ Practical commercial design ◈ Options for children/families ◈ Job creation ◈ Workforce housing w/ schools ◈ Restoration of historic properties ◈ Multi-use trail connecting recreational facilities ◈ Commercial design guidelines ◈ 4-lane entire corridor ◈ Increase connectivity ◈ Revitalize existing communities to encourage 1st time homebuyers

A.4 Image Preference Survey

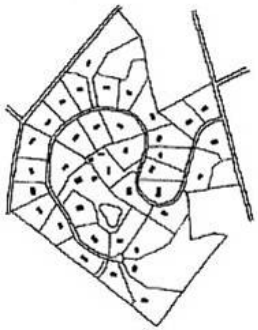
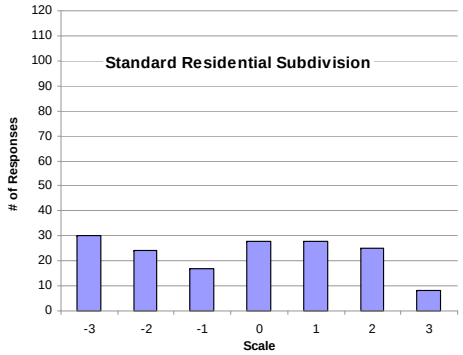
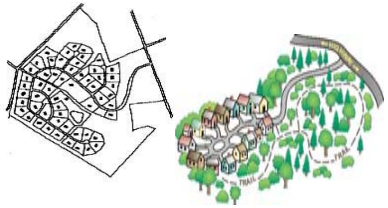
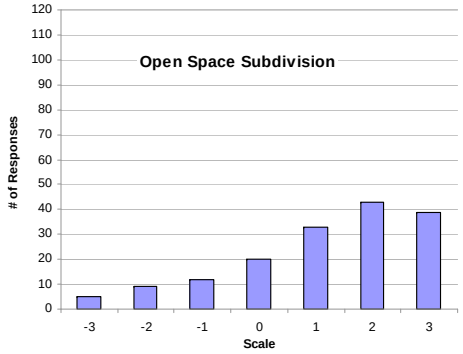
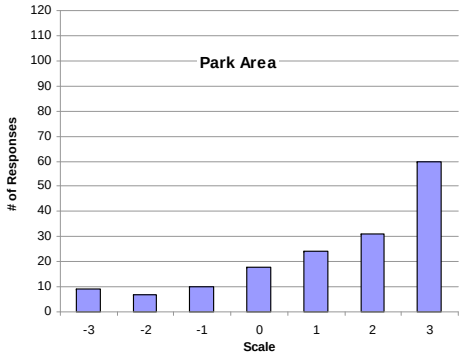
A.4.1 Development Type

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.02**		*Like the sidewalks and front porches* *Good quality development* *Need more of this but properly done* *These are a dignified design*	*Units are too close* *Too high density* *Too little shade* *Not enough greenspace* *Type of housing should be in city*
	**2.49**		*Cobb needs more bike trails* *Perfect!* *Looks great* *Park spaces, especially for a variety of activities* *Definitely needed*	*Could use more trees between bike path and lake* *No lighting shown* *Strongly like if it includes horse trails*
	**-1.75**		*I like the higher density*	*Too many people too little space* *Too much density* *Too dense for Macland Road* *Absolutely and completely inappropriate* *Brings too much traffic*

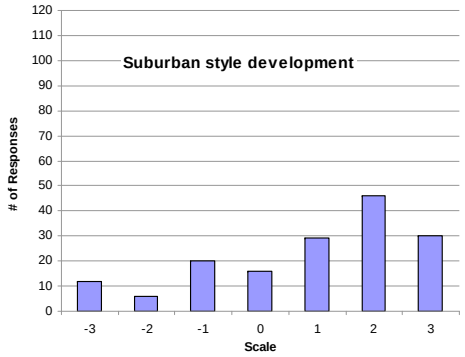
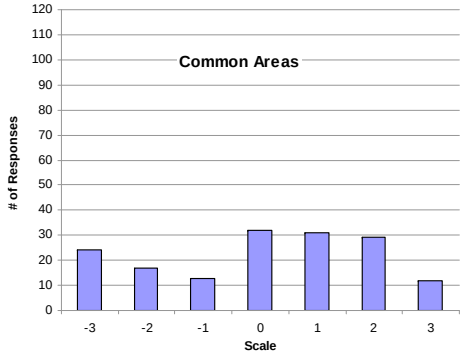
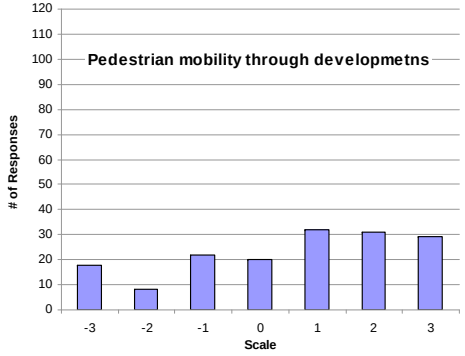
Development Type

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.17**		*Very pleasing condo look* *One story living best for seniors* *We need this!* *This style better than first* *RSL is great live/walk concept*	*No character* *Too dense* *Looks rather boring* *More shade preferably* *These are not practical*
	**2.36**		*This is fine for more rural areas* *Yes! Please* *This is what West Cobb is for* *Fencing is fine* *Absolutely*	*Not likely to remain*
	**-0.18**		*I like it* *Better with the greenery* *This is great* *Nice! Provides a village feel* *Neighborly* *If kept adjacent to shopping centers*	*Too dense* *Too many units for the space* *Least desirable* *Too crowded* *No privacy*

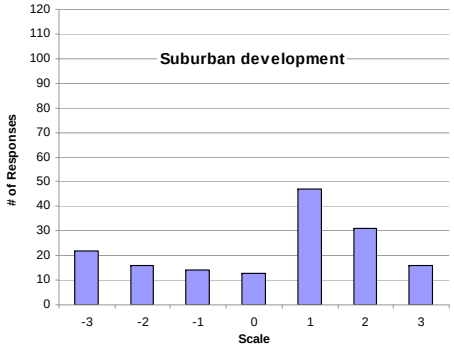
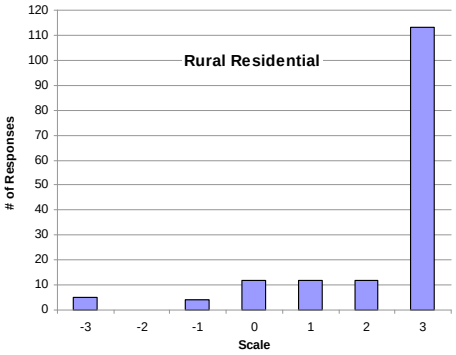
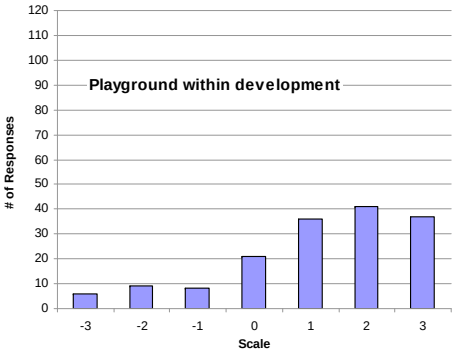
Development Type

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**-0.33**		*Ok with standard housing* *Some standard residential is necessary*	*Doesn't preserve common areas* *No street connections* *Too many going up right now* *Strongly impacts traffic*
	**1.19**		*It's nice to see common, neutral ground* *I'm OK with Open Space Subdivision* *Open spaces would be good to promote exercise* *Greenspace good* *Much better use of land*	*Houses need a little more space between them* *Would be better to allow for larger lots and less trails* *Depends on how dense* *Need another street connection*
	**1.35**		*This is very attractive* *Nice concept*	*More trees to block view* *Too artificial* *Too much asphalt* *Area too small*

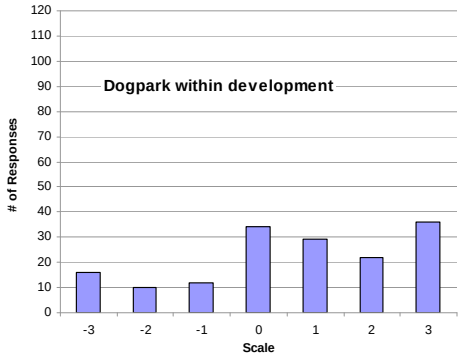
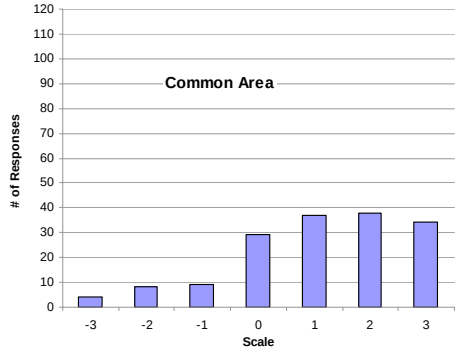
Development Type

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.90**		*This is a more pleasant style development* *Nice houses* *Nice to have trees in the front yards* *Appealing*	*Need to be on larger lots* *This is what we currently have too much of* *Needs more mature trees* *Sidewalks or cart path should be included* *Need connection to school*
	**0.04**		*This makes it a happy place to be* *Good transition residential* *Seems very nice for small lot properties* *I like the central park*	*Crowded too urban* *Don't need more houses* *Too dense* *Each individual should own and maintain their own space* *Might be a little too cozy*
	**0.56**		*Sidewalk connection is great* *This is a nice concept* *Connection to schools and commercial development is needed* *Yes!!*	*Not appealing at all* *I don't want a path going through my backyard* *Don't see a need* *Not desirable in West Cobb*

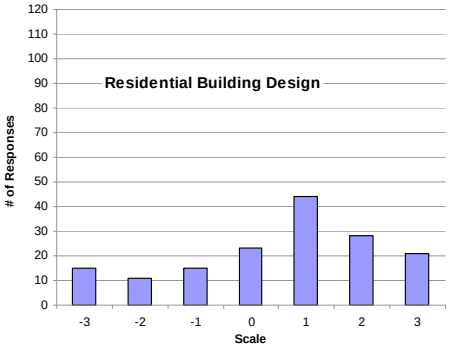
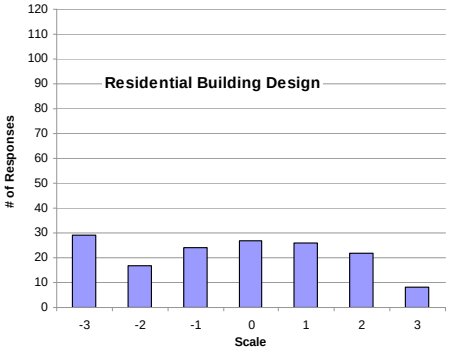
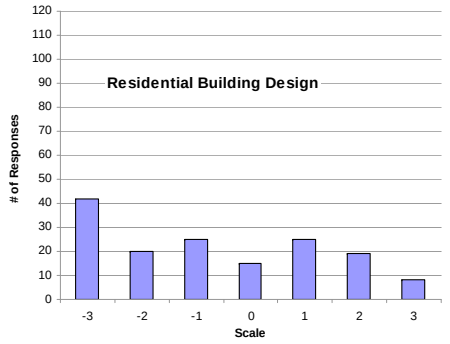
Development Type

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.28**		*Very attractive, upscale neighborhood* *I like the architectural detail and variety* *This is a better development*	*Needs trees* *No sidewalks* *Houses are too close together* *Too dense*
	**2.25**		*This is why I live here* *Gorgeous* *Ideal West Cobb* *Love it* *This is the character most desirable*	*Still needs more trees* *Electric wires should be underground*
	**1.17**		*Great community builder* *Should be in all developments* *Should be required* *Good place for kids to play*	*Too open and not protected* *Need parks for a variety of ages* *Playground looks tacky* *Need more trees*

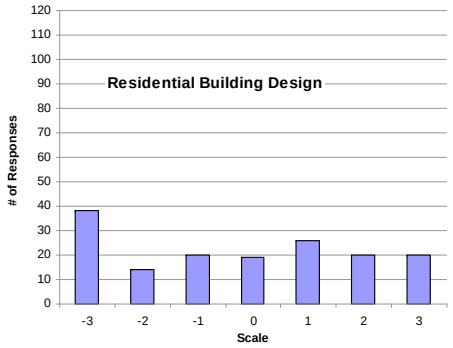
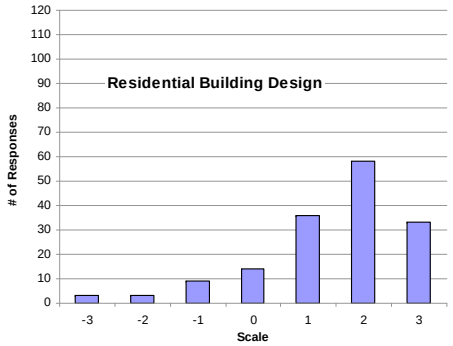
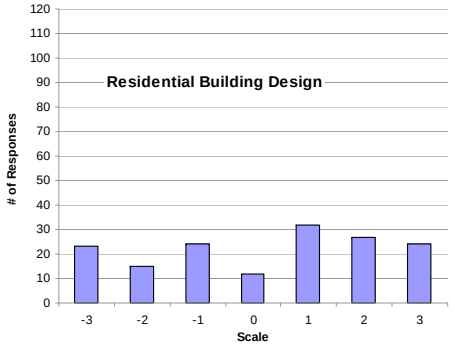
Development Type

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.64**		*Nice concept* *Nice Park* *Nice touch* *Excellent way to give dogs a chance to romp without being threat to other neighbors*	*Don't like the fence* *Very small for large neighborhood* *Parks for people before dogs*
	**1.12**		*Greenspace is nice* *Landscaping looks great* *Open spaces are good* *Common areas are always a plus*	*There is no sidewalk* *Feel it is a waste of land*

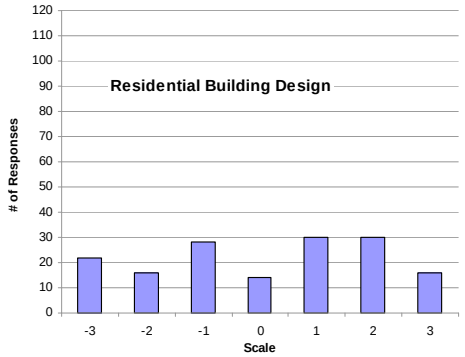
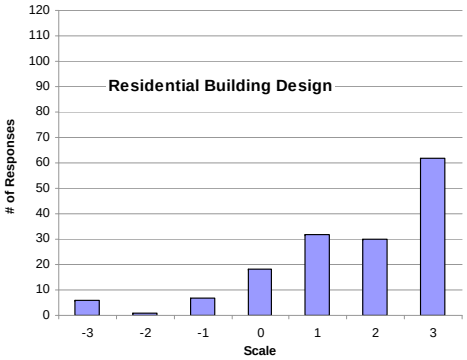
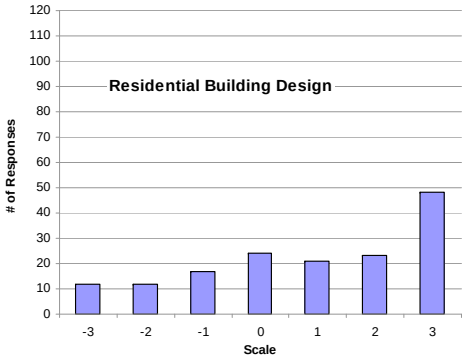
A.4.2 Building Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.52**		*I like the reference to historic structures* *Like the front porches* *Craftsman style is nice and appealing*	*Needs garages* *Side door entry not inviting* *Vinyl siding will melt if one home burns* *Homes too close together* *No yard*
	**-0.33**		*Trees! Love it* *Sweet* *Well constructed*	*No* *Outdated*
	**-0.68**		*Terrific* *Great reference to historic structures* *I like this a lot* *Awesome*	*Housing too close to each other* *Very row housey* *Cheap looking* *Has no style* *Lack of privacy*

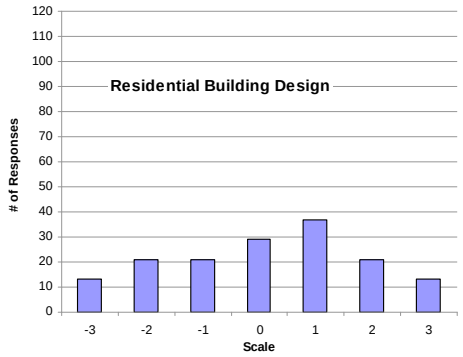
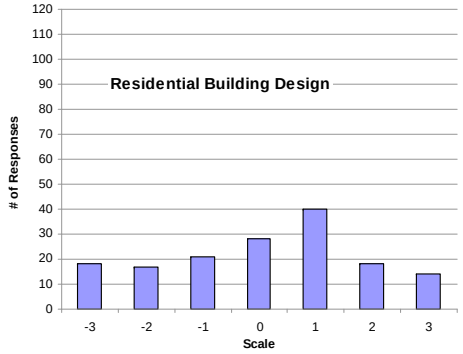
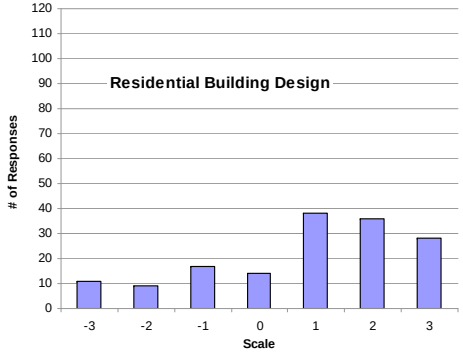
Building Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**-0.23**		*Beautiful* *Very pretty to see* *Nice design* *Great*	*Say no to Mcmasions* *Tacky* *Over done* *Lack of taste* *Ick*
	**1.46**		*Good* *Nice reference to history* *Very cute house* *Ok* *Has some historic character*	*Over shadows its neighbors* *Still need more trees* *Needs shutters* *Too small of a lot*
	**0.22**		*Save its context* *I wish this was my home* *Lovely historic structure* *Classic style* *Reflects West Cobb's history*	*Put in commercial* *Design is dated* *Expensive upkeep* *To run down*

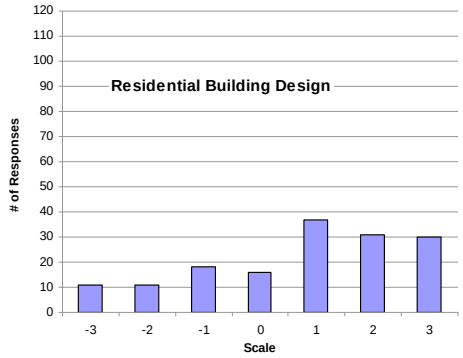
Building Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.08**		*The style is fine* *Pretty landscaping* *Good tree coverage*	*Too close to street* *Too much house* *Lost size too small* *Feeble attempt at new home trying to look old*
	**1.61**		*I love the llama* *Nice historic reference* *I like this building design* *Should be typical of West Cobb* *Nice old farm style home*	*Uh no* *Too expensive* *No telephone wires*
	**0.85**		*Love it* *Nice size lot with trees* *Nice rural feel* *I really would like to live in this one* *Good size home on plenty of land*	*Overgrown landscape* *Expensive upkeep* *Use space for commercial development* *Need fresh style*

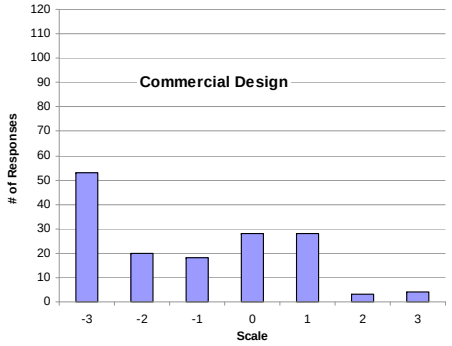
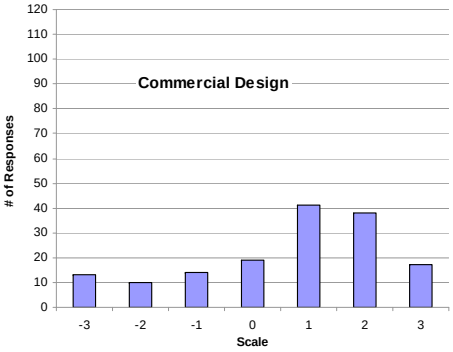
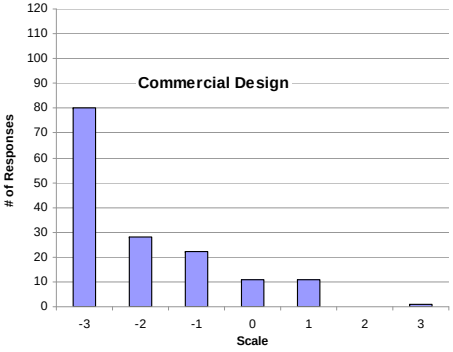
Building Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.10**		*Ok* *Nice lot size* *Little bit country with contemporary design* *Like the porch*	*Little boring* *Not enough trees in the backyard* *Too small lot*
	**0.06**		*Architecture ok* *Ok*	*Appear extremely standardized* *Where does one house end and the other begin* *Prefer bigger yards* *Looks like a siding train wreck*
	**0.82**		*Looks good* *Nice sized lot* *Good trees* *Good presence* *Excellent character*	*Ick* *Too big* *This is not good* *Too pricey for avg. family income*

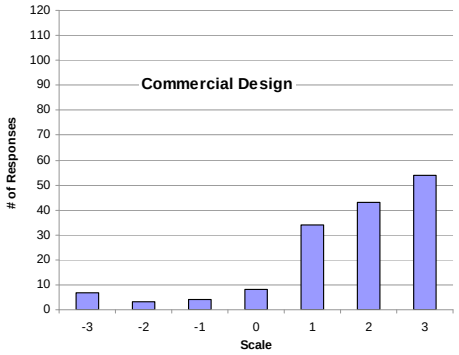
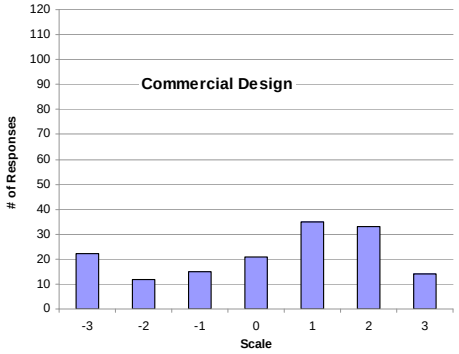
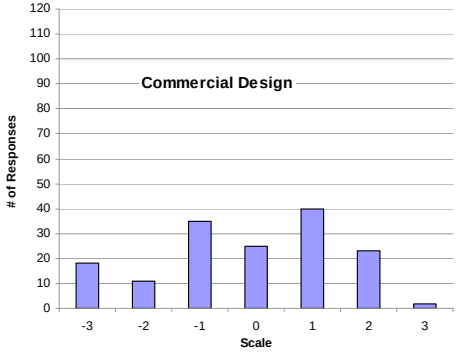
Building Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.75**		*I could live with it* *Set well on lot, nice style* *Love this!* *Nice covered outdoor living spaces* *Different and tasteful* *Bingo!*	*Huge house with very little land* *Too kitschy* *Needs bigger yard* *Where are the trees* *It's out of place*

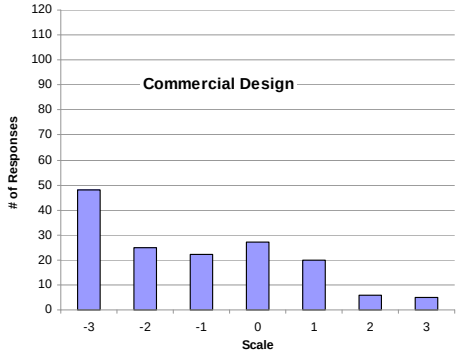
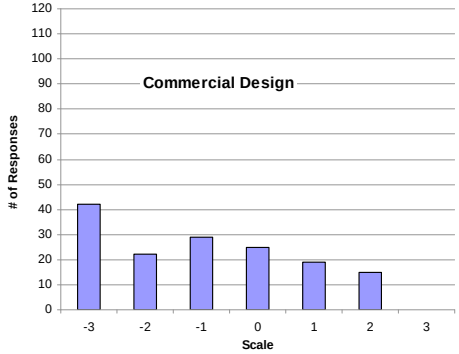
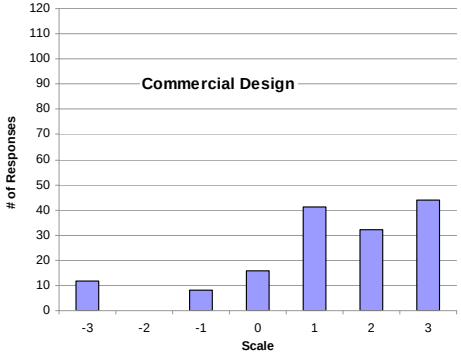
A.4.3 Commercial Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**-1.11**		*Small commercial business centers a plus*	*Lacks character & visual interest* *Awnings are not attractive* *Façade should include more brick and stone* *Prefer more trees and greenery*
	**0.63**		*Walking path in front and nice materials* *Very nice* *Now that's better* *Like the awnings, sidewalks & outdoor seating*	*What a waste of land*
	**-1.99**		*Landscaping looks nice*	*No thanks* *Prefer more trees* *Yuck* *Uh, no*

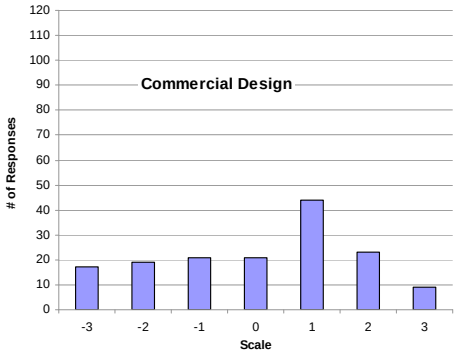
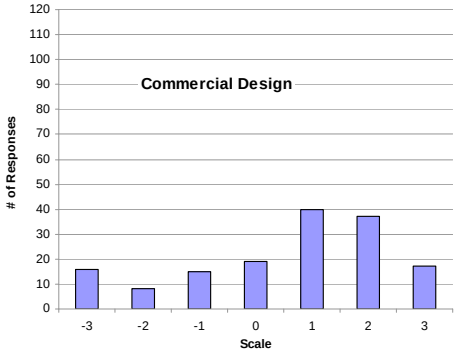
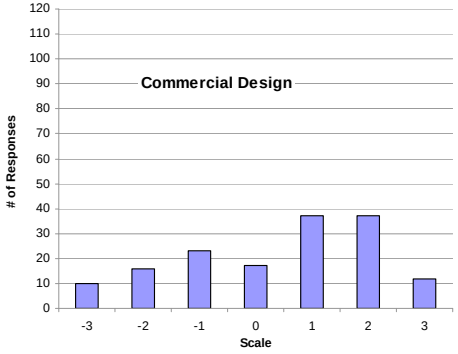
Commercial Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**1.64**		*It is not bad design* *Cool!!* *Better than the others* *I do like the trees and sidewalk* *Village concept style is appealing*	*No more shopping areas*
	**0.25**		*Nice* *Mix of uses is good* *Cute and stylish*	*Architecture is not great* *Boring*
	**-0.12**		*Varying roof lines help diminish strip feel* *Yes this is good* *Setting is nice*	*No uniformity in design* *Refrain from stucco* *Would prefer compact rather than sprawling*

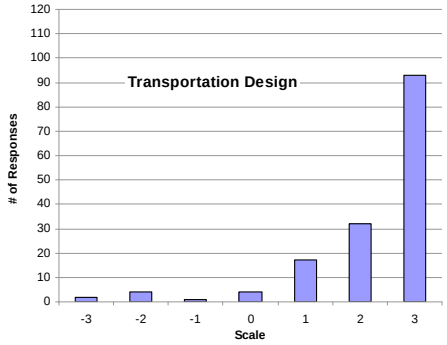
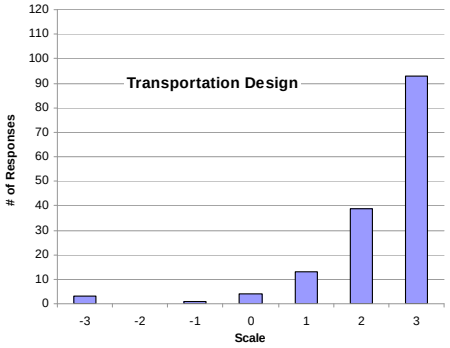
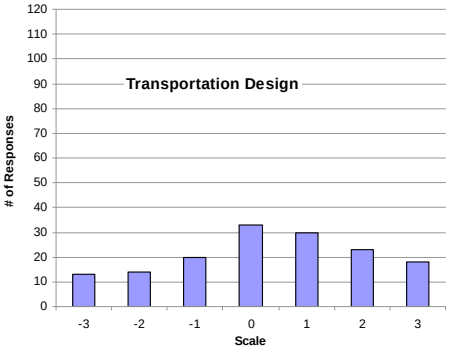
Commercial Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**-1.10**		*Looks nice and fits in with all the other stores*	*No* *No life* *More heat to our concrete jungle* *Lack of character*
	**-0.99**		*One of the best designs in the area*	*Absolutely not* *Parking lot should have landscaped islands* *Restrict big box development* *Needs to be done over*
	**1.26**		*Yes!!!* *I like it* *The stone columns and signage is nice* *Nice low sign profile* *Great!*	*Fencing becomes a little too boring*

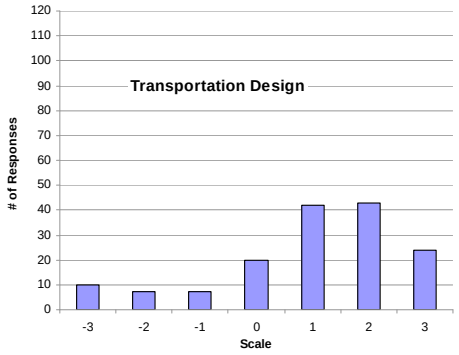
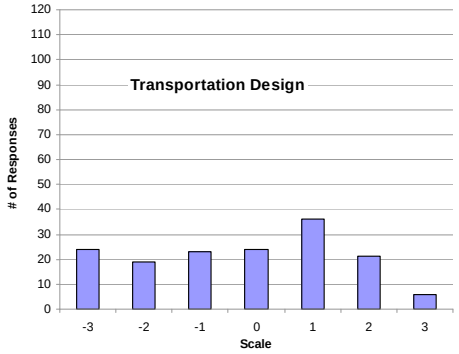
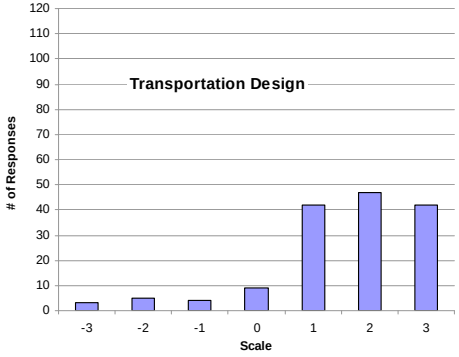
Commercial Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.05**		*Growing plants makes everything look nicer* *Nice*	*Huge parking lot* *Bad access* *Wasted space in parking lot* *Maybe break it up into smaller pieces*
	**0.57**		*Brick good* *Very nice* *For fast food, not bad* *Cute style* *Nice and tasteful*	*Not a good look* *Design still boring* *More trees and openspace*
	**0.41**		*Very nice* *This looks good* *I like this design much better* *Nice one*	*No greenery* *Prefer more trees* *Wasted space in parking lot*

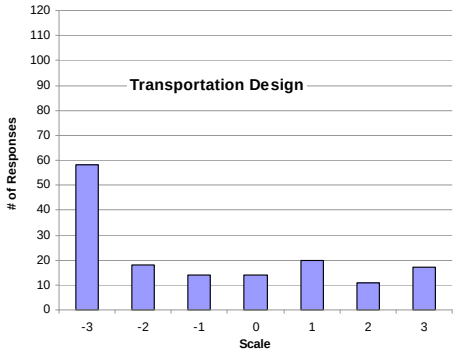
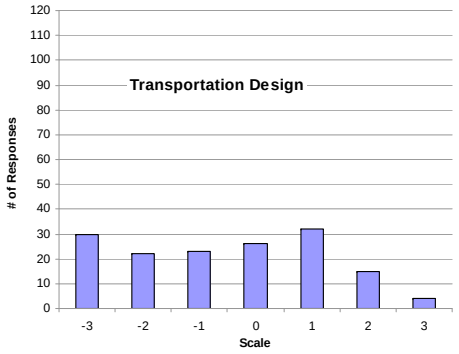
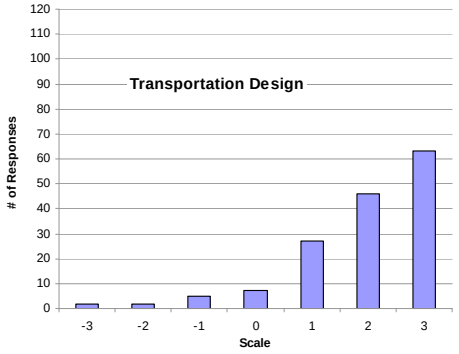
A.4.4 Transportation Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**2.25**		*Please, Please, Please more of this* *Bike and walking trails a plus* *Cute* *Sidewalks and bike trails are needed on Macland Road*	*Where is the natural element of the trail* *Prefer more trees for shade* *Maybe not safe at night*
	**2.35**		*Nice* *More of this* *Wonderful* *Beautiful*	*Keep it natural*
	**0.28**		*It looks very safe* *Barrier separated gives peds/cyclists a buffer from traffic* *Yes to bike lanes* *Great!*	*Looks dangerous* *Too close to road* *Least favorite* *Difficult to get to other side*

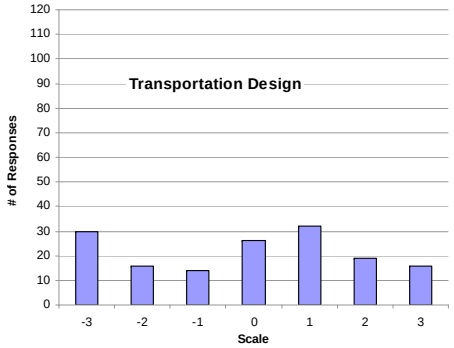
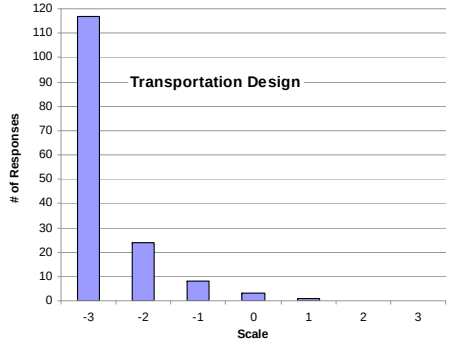
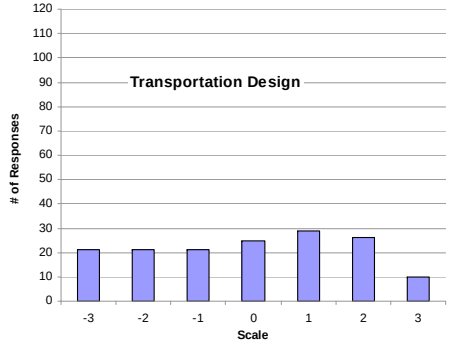
Transportation Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**0.97**		*Nice* *Like the median* *Thank you for keeping big trees* *Lots of trees, little signage*	*Bury utilities* *Would like sidewalks on both sides* *Sidewalk ends, no bike lane* *Needs acceleration lane from side street*
	**-0.24**		*Median and sidewalk good* *Cute pavement and brick layout* *Nice sidewalks*	*Looks a little busy* *Overhanging wires and signs are bad* *Where's the bike lanes* *Need street trees in median* *Ugly red stamped concrete*
	**1.57**		*Looks nice* *I like that it is curvilinear* *Yes, paths to link residential to commercial* *Pretty landscape, like the fencing*	*No bike lane* *The wavy sidewalks have been over done* *Right in/Right out creates dangerous condition for pedestrians or cyclists*

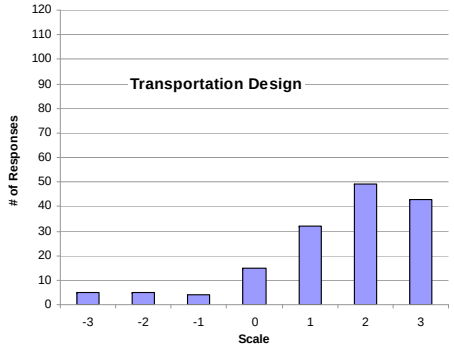
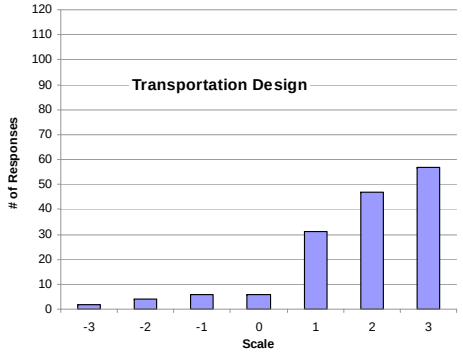
Transportation Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**-0.86**		*Nice idea* *The concept is good*	*No bike lane* *No room to walk*
	**-0.55**		*Sidewalks are good* *Better than no pedestrian access*	*Why can't we bury electric lines* *Median should be wider* *Trees should be between sidewalk and street*
	**1.93**		*Good landscaped median* *Perfect* *Love the center median* *Very picturesque with sidewalks*	*Don't like center median prohibiting left turns* *No marked bike lane*

Transportation Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**-0.12**		*Median very attractive* *Ideal* *A lot of trees*	*No sidewalks* *No marked bike lane* *Not very friendly for non-car transport*
	**-2.65**			*No* *Poorly maintained* *Don't like these ugly concrete medians* *No marked bike lane* *Yuck*
	**-0.10**		*Hooray Trees* *Pretty good* *Nice*	*Would like to see more shrubs and trees in median* *Should be more like an interstate with ramps vs. turn lanes* *Need more shoulder*

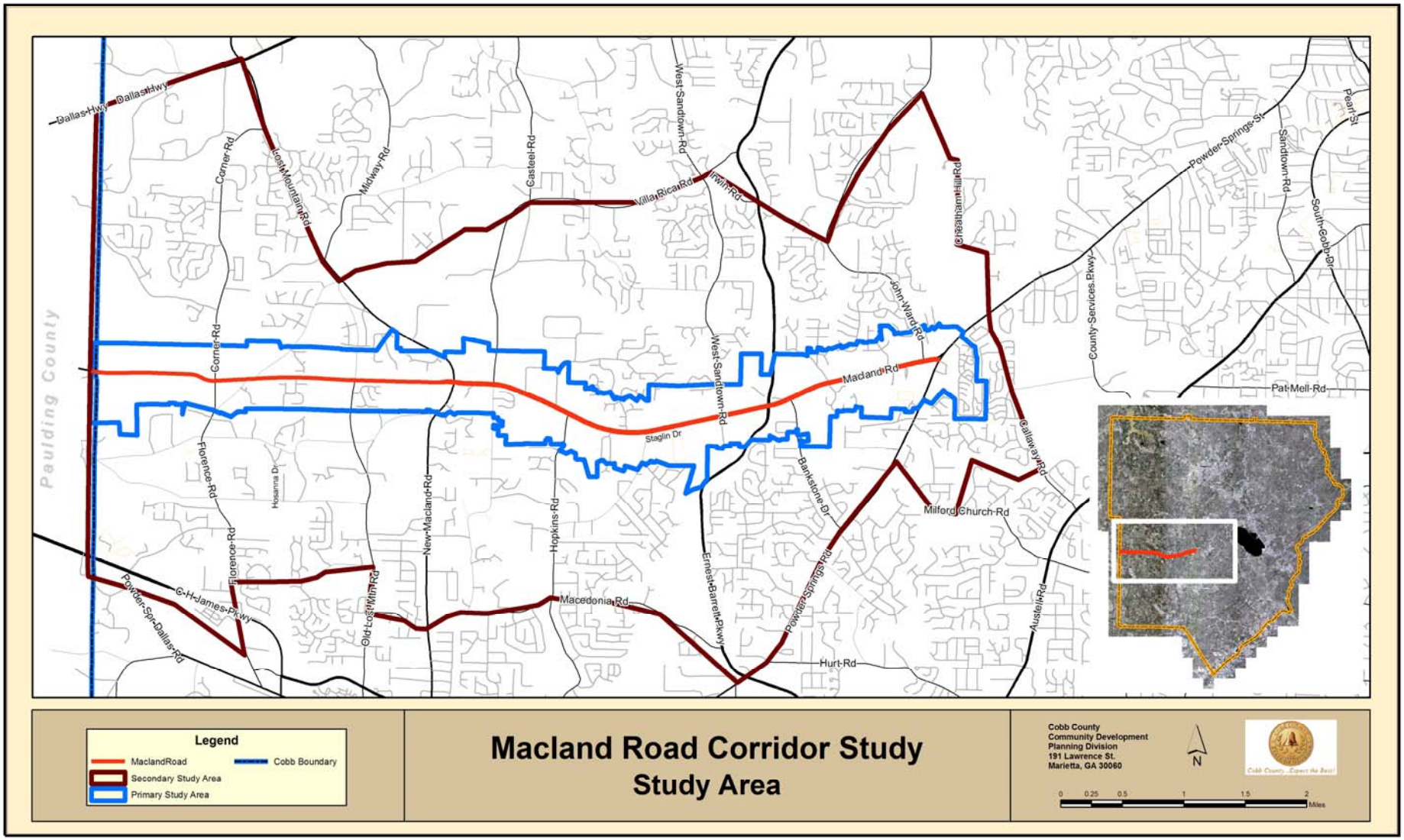
Transportation Design

Image	Avg. Rating	Chart	Favorable Comments	Unfavorable Comments
	**1.50**		*Sidewalk is nice* *Good* *Yes! Yes! Trees*	*Need sidewalk on both sides of street*
	**1.80**		*Not bad at all* *Very attractive and well maintained* *As long as there is commercial connected by pathway/bike paths*	*Needs more trees* *Needs some benches* *Could use some color*

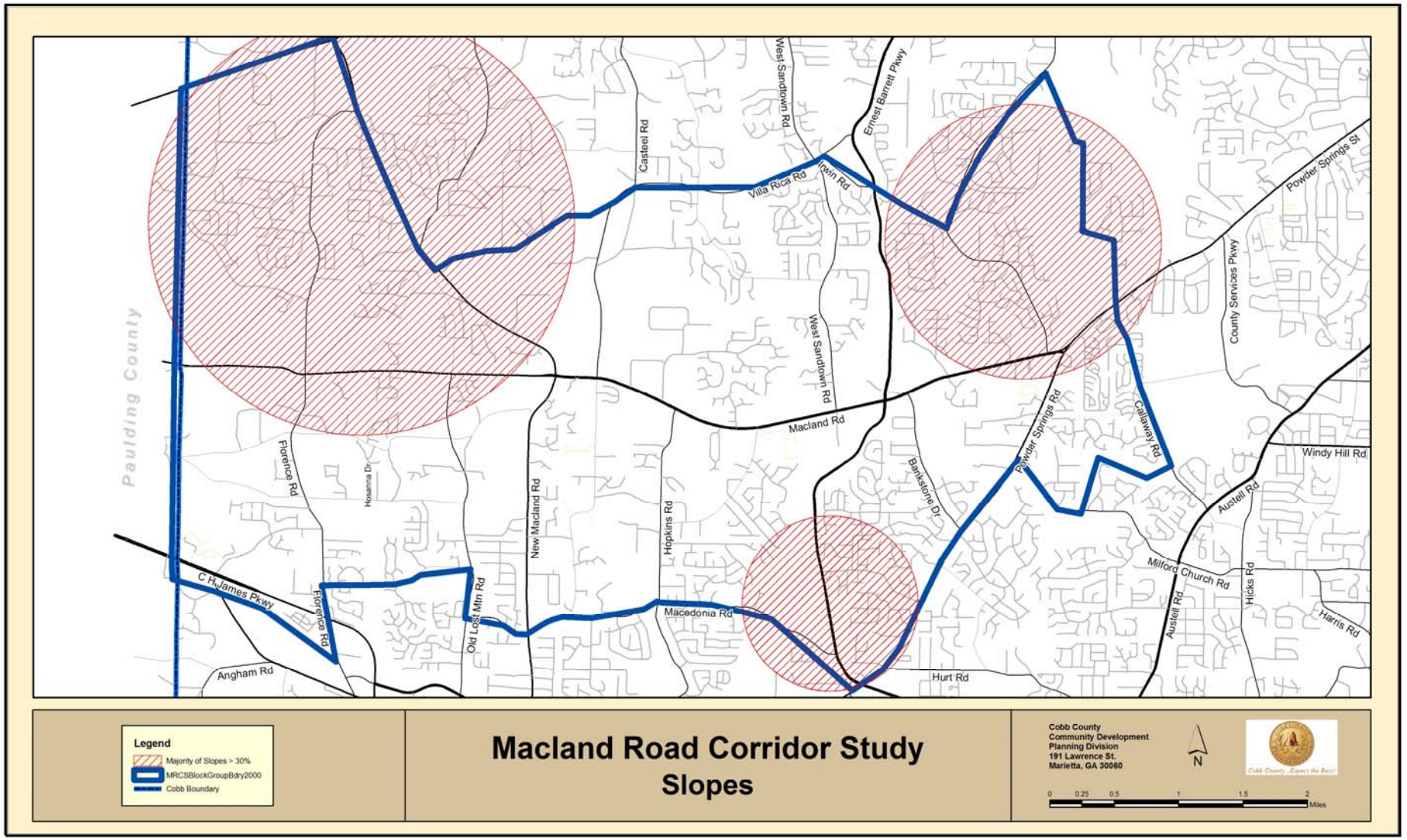
MACLAND ROAD CORRIDOR STUDY

APPENDIX M
MAPS

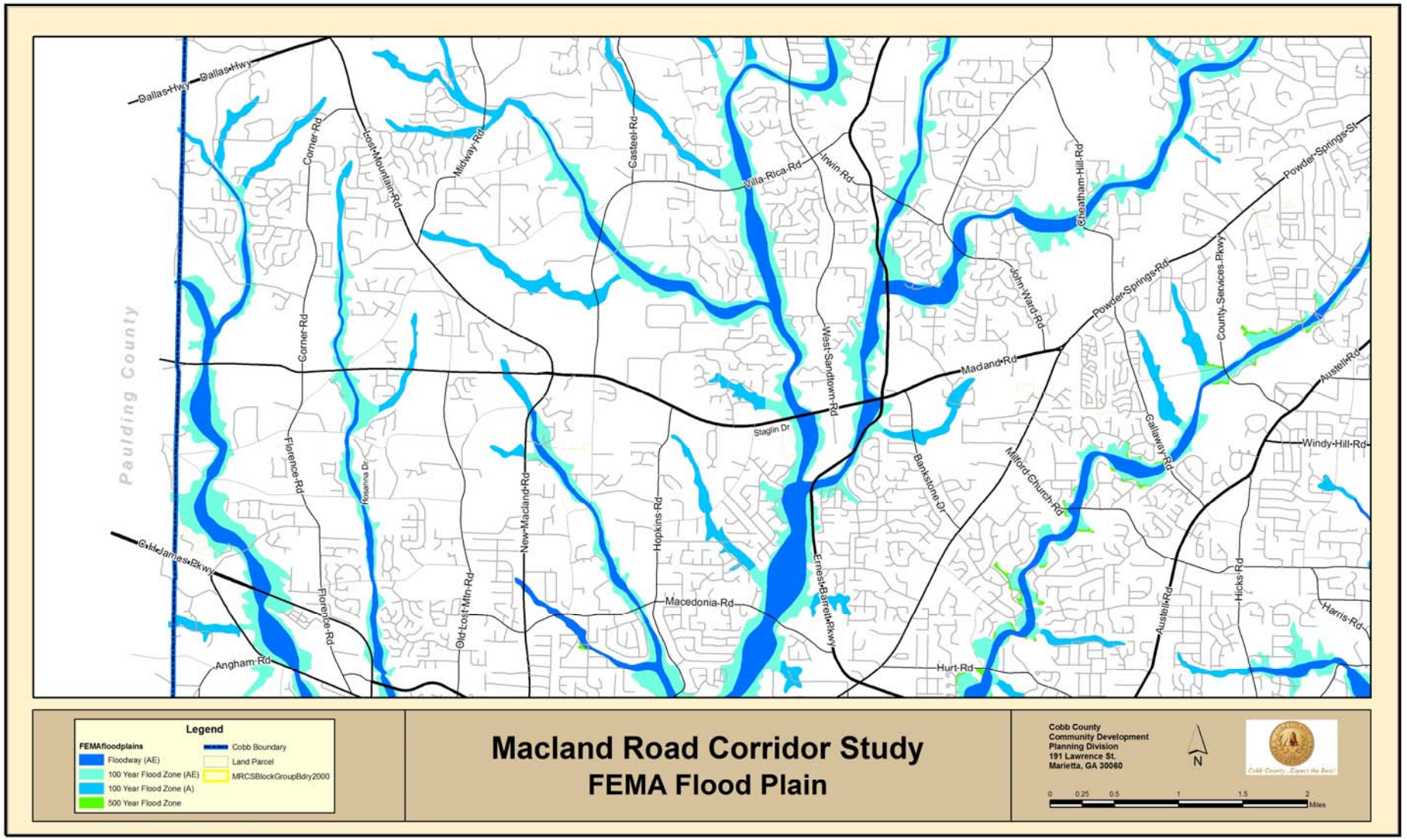
M.1 Study Area Boundaries



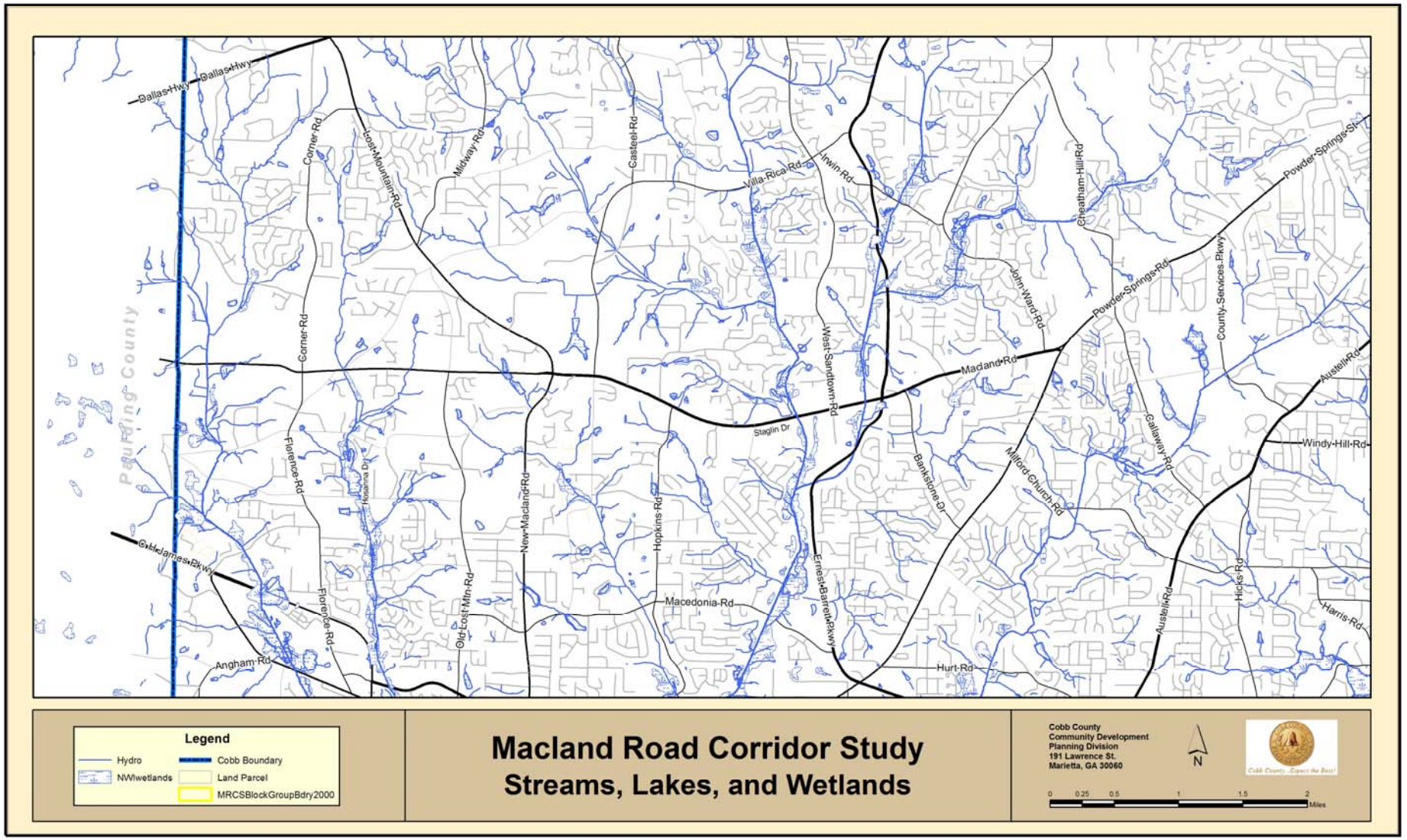
M.2 Steep Slopes



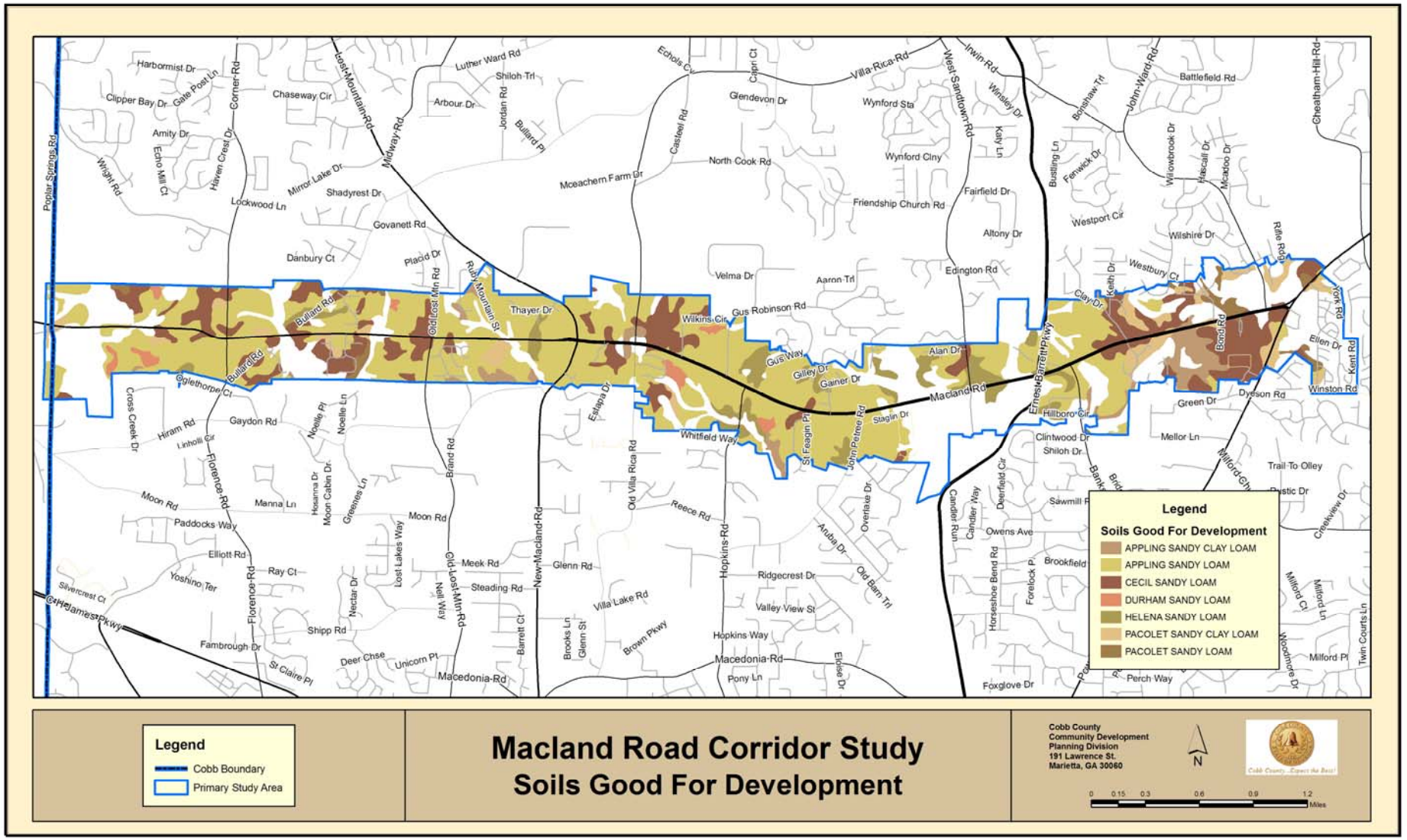
M.3 Floodplain



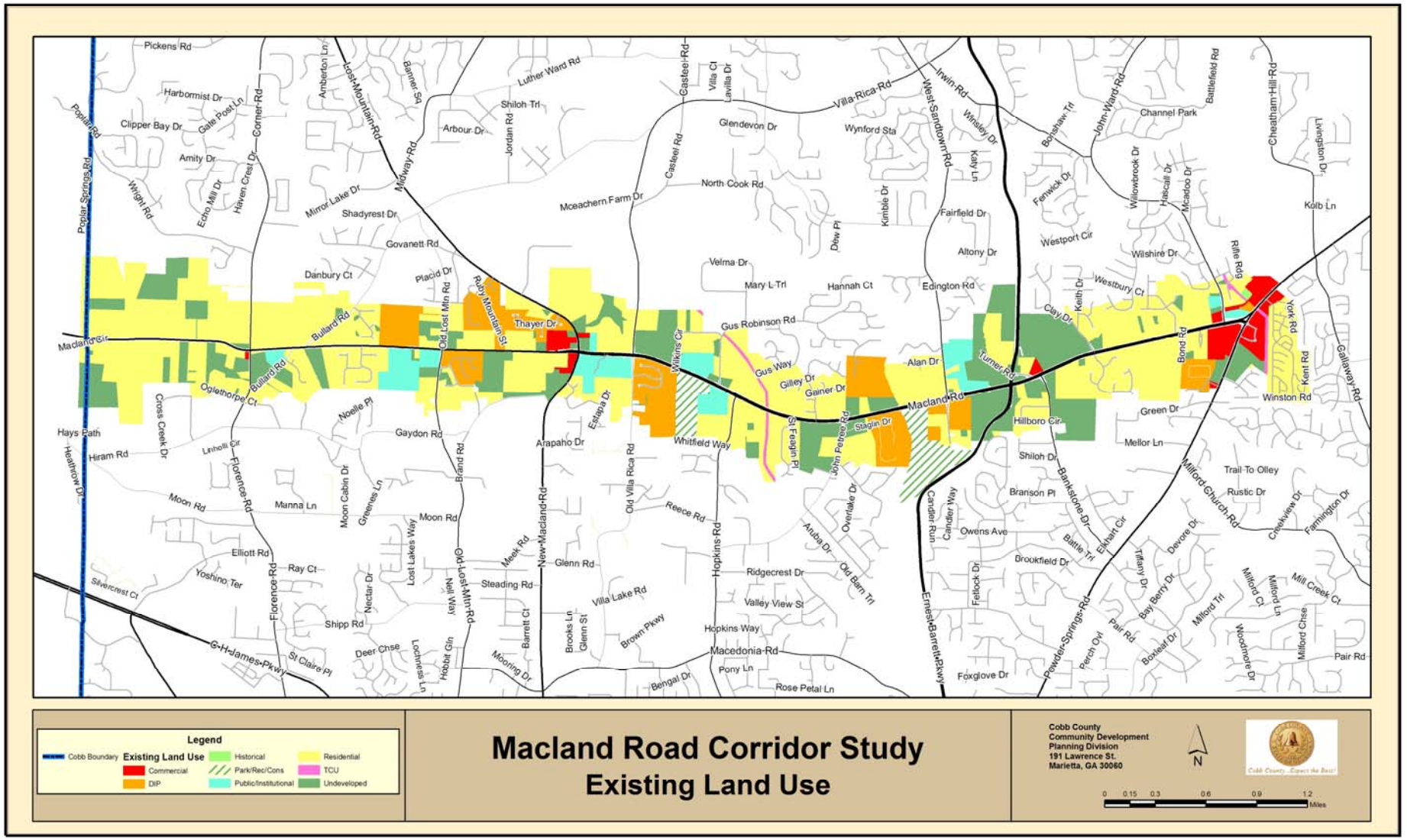
M.4 Streams, Lakes & Wetlands



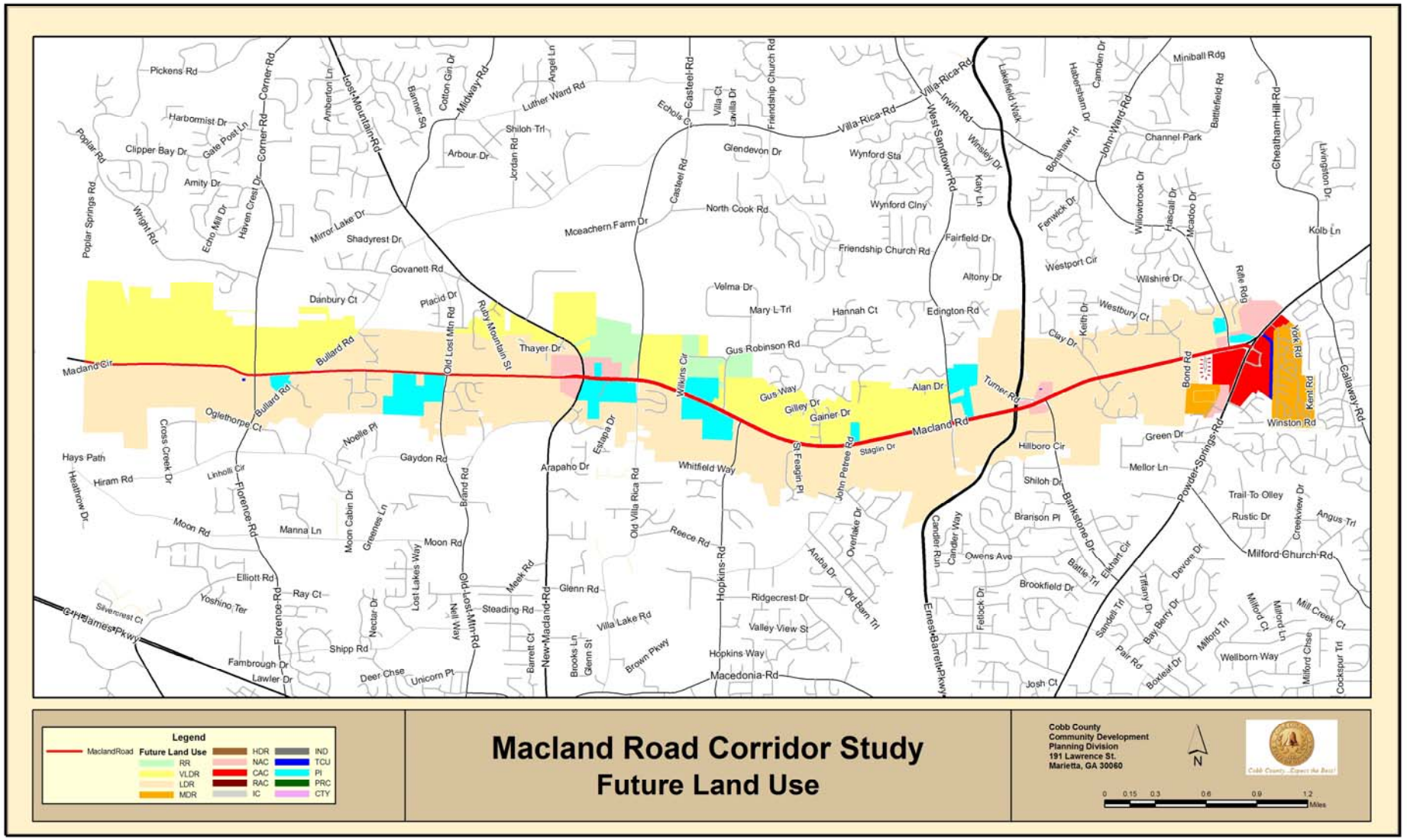
M.5 Soils


Legend
Soils Good For Development
APPLING SANDY CLAY LOAM
APPLING SANDY LOAM
CECIL SANDY LOAM
DURHAM SANDY LOAM
HELENA SANDY LOAM
PACOLET SANDY CLAY LOAM
PACOLET SANDY LOAM
Legend
Cobb Boundary
Primary Study Area
Macland Road Corridor Study
Soils Good For Development
Cobb County
Community Development
Planning Division
191 Lawrence St.
Marietta, GA 30060
N
0 0.15 0.3 0.6 0.9 1.2
Miles
Macland Rd
Gus Robinson Rd
Villa Rica Rd
Friendship Church Rd
North Cook Rd
Mceachern Farm Dr
Bullard Rd
Thayer Dr
Wilkins Cir
Gus Way
Gilley Dr
Gainer Dr
Alan Dr
Edington Rd
Fairfield Dr
Altony Dr
Velma Dr
Aaron Trl
Whitfield Way
Hillboro Cir
Clintwood Dr
Shiloh Dr
Mellor Ln
Green Dr
Dyson Rd
Winston Rd
Ellen Dr
Kent Rd
York Rd
Band Rd
Wilshire Dr
Westport Cir
Westbury Ct
Keith Dr
Clay Dr
Battlefield Rd
Gleatham Hill Rd
John Ward Rd
West Sandtown Rd
Irwin Rd
Winsley Dr
Wynford Sta
Wynford Clny
Glendevon Dr
Castleel Rd
Echols Cv
Capri Ct
Luther Ward Rd
Shiloh Trl
Arbour Dr
Jordan Rd
Bullard Pl
Chaseway Cir
Corner Rd
Lost Mountain Rd
Midway Rd
Harbormist Dr
Clipper Bay Dr
Gate Post Ln
Amity Dr
Echo Mill Ct
Haven Crest Dr
Wright Rd
Poplar Springs Rd
Mirror Lake Dr
Lockwood Ln
Shadyrest Dr
Govanett Rd
Danbury Ct
Placid Dr
Old Lost Mtn Rd
Ruby Mountain St
Eglethorpe Ct
Cross Creek Dr
Hiram Rd
Linholi Cir
Gaydon Rd
Noelle Pl
Noelle Ln
Florence Rd
Moon Rd
Paddocks Way
Manna Ln
Hosanna Dr
Moon Cabin Dr
Greenee Ln
Brand Rd
Elliott Rd
Ray Ct
Yoshino Ter
Silvercrest Ct
Old Lost Mtn Rd
Meek Rd
Steading Rd
Lost Lakes Way
Nectar Dr
Shipp Rd
Fambrough Dr
St Claire Pl
Deer Chse
Unicorn Pt
Macedonia Rd
Barrett Ct
New Macland Rd
Glenn Rd
Brooks Ln
Glenn St
Villa Lake Rd
Brown Pkwy
Old Villa Rica Rd
Reece Rd
Hopkins Rd
Hopkins Way
Ridgecrest Dr
Valley View St
Pony Ln
Eloise Dr
Aruba Dr
Overlake Dr
Old Barn Trl
Candler Run
Candler Way
Deerfield Cir
Owens Ave
Horseshoe Bend Rd
Forelock Pl
Brookfield
Sawmill
Trail To Olley
Rustic Dr
Creekview Dr
Milford Ln
Milford Ct
Milford Pl
Twin Courts Ln
Woodmore Dr
Foxglove Dr
Perch Way
Ernest Barrett Pkwy
Stanley Dr
St Feagin Pl
John Petree Rd
Eatapa Dr
Rife Ridge

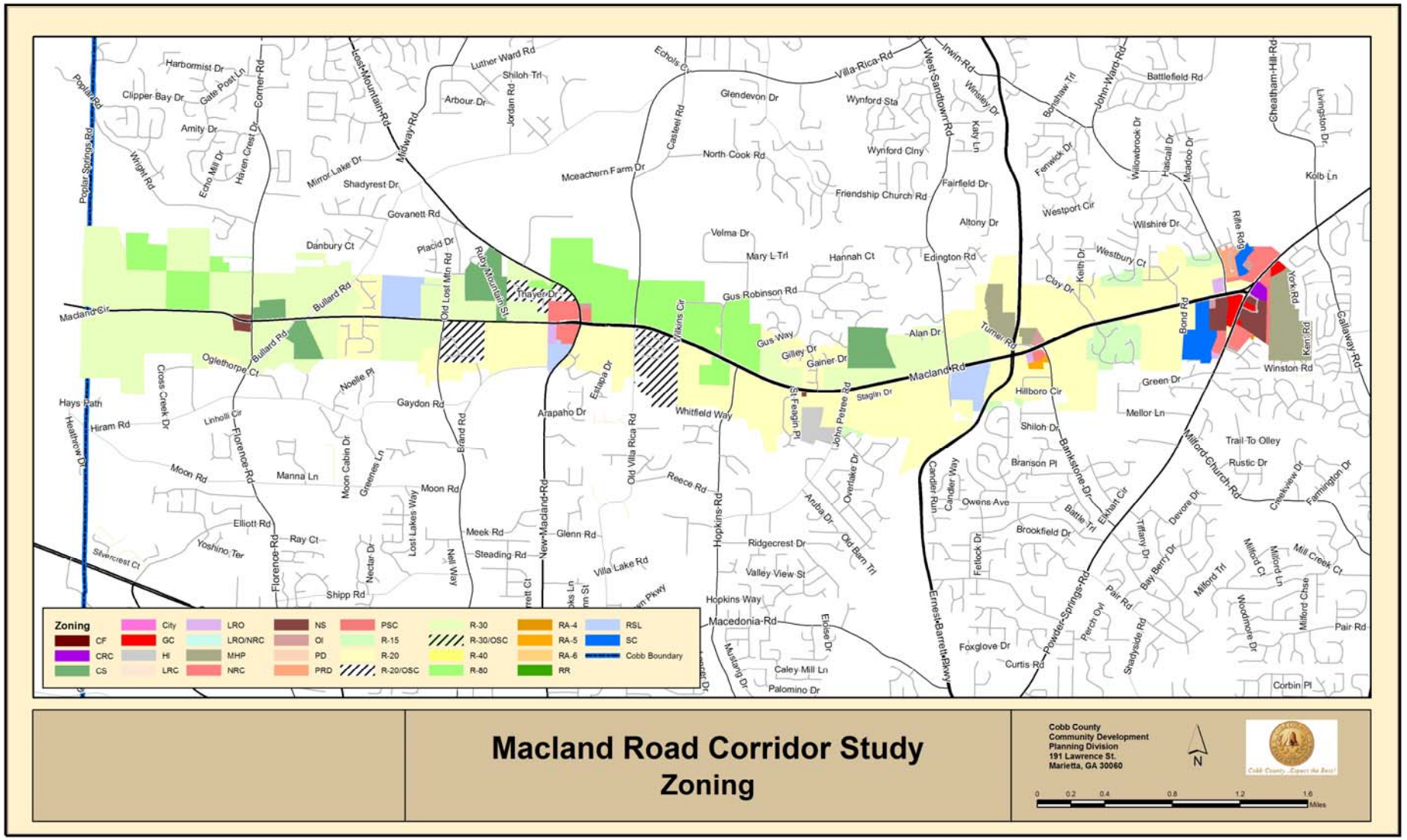
M.6 Existing Land Use



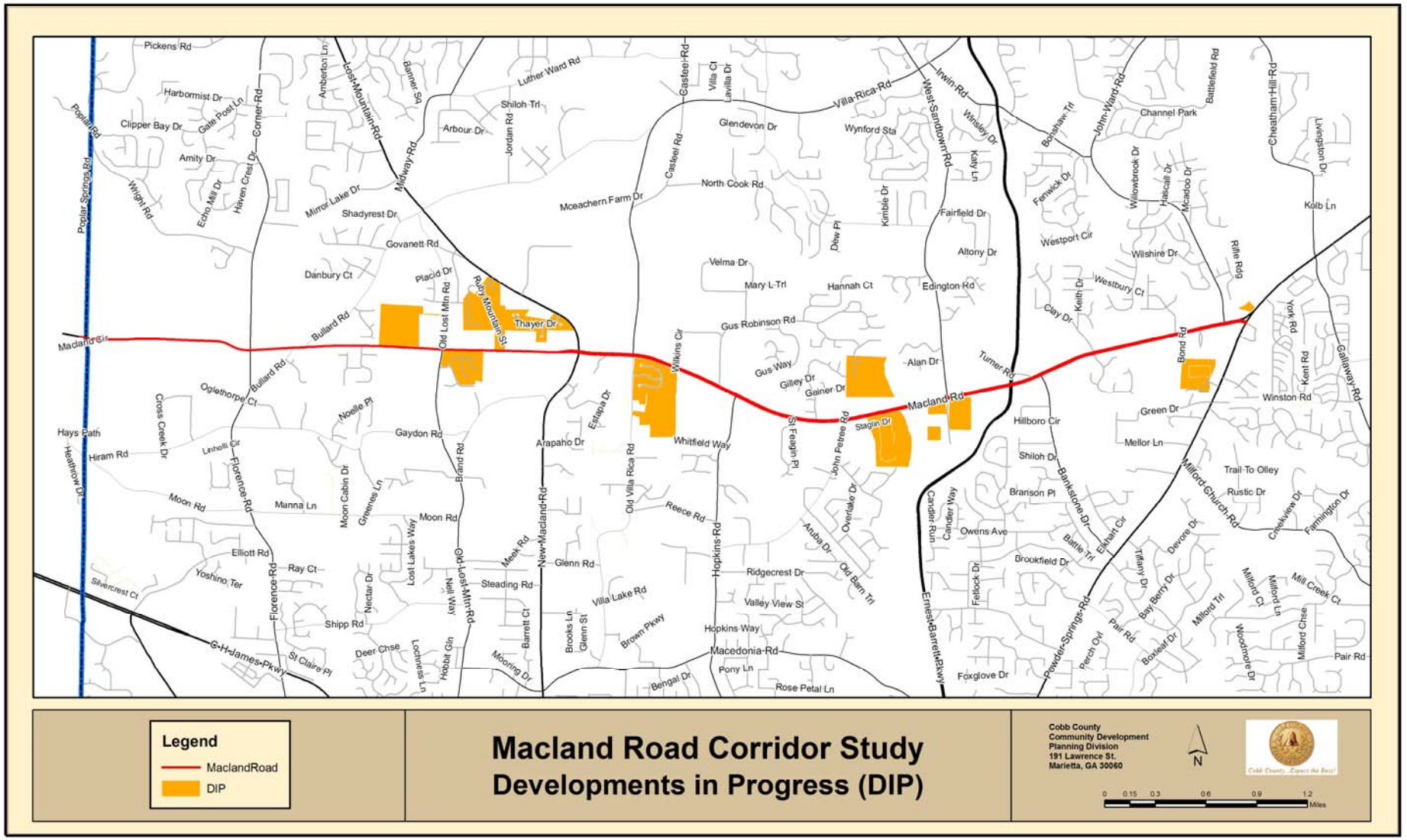
M.7 Future Land Use



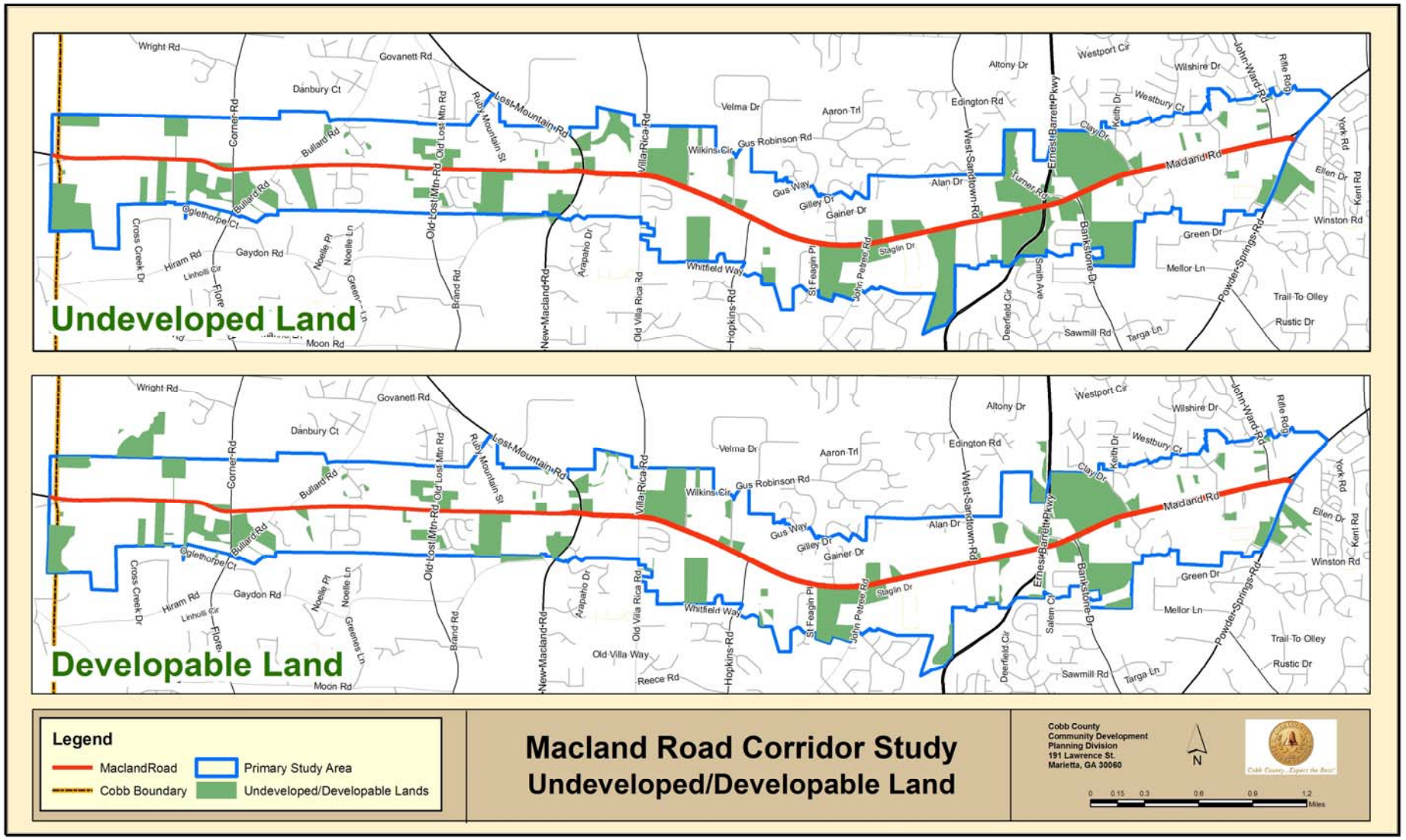
M.8 Zoning


Macland Road Corridor Study
Zoning
Cobb County
Community Development
Planning Division
191 Lawrence St.
Marietta, GA 30060
N
Zoning
CF
CRC
CS
City
GC
HI
LRC
LRO
LRO/NRC
MHP
NRC
NS
OI
PD
PRD
PSC
R-15
R-20
R-20/OSC
R-30
R-30/OSC
R-40
R-80
RA-4
RA-5
RA-6
RR
RSL
SC
Cobb Boundary
Macland Rd
Macland Cir
Bullard Rd
Oglethorpe Ct
Hays Path
Heathrow Dr
Hiram Rd
Cross Creek Dr
Linholl Cir
Florence Rd
Noelle Pl
Gaydon Rd
Moon Rd
Manna Ln
Moon Cabin Dr
Greenes Ln
Elliott Rd
Ray Ct
Yoshino Ter
Silvercrest Ct
Shipp Rd
Nectar Dr
Lost Lakes Way
Mill Way
Strand Rd
Meek Rd
Steading Rd
Glenn Rd
New Macland Rd
Villa Lake Rd
Arapaho Dr
Etaga Dr
Old Villa Rica Rd
Reece Rd
Whitfield Way
Hopkins Rd
Hopkins Way
Macedonia Rd
Ridgecrest Dr
Valley View St
Mustang Dr
Caley Mill Ln
Palomino Dr
Elrose Dr
Aruba Dr
Overlake Dr
Old Barn Trl
John Petree Rd
St Feagin Pl
Staglin Dr
Gus Way
Gilley Dr
Gainer Dr
Alan Dr
Gus Robinson Rd
Wilkins Cir
Thayer Dr
Ruby Mountain St
Old Lost Mtn Rd
Placid Dr
Danbury Ct
Govanett Rd
Shadyrest Dr
Mirror Lake Dr
Haven Crest Dr
Echo Mill Dr
Wright Rd
Amity Dr
Gate Post Ln
Clipper Bay Dr
Harbormist Dr
Poplar Springs Rd
Poplar Rd
Corner Rd
Lost Mountain Rd
Midway Rd
Luther Ward Rd
Shiloh Trl
Arbour Dr
Jordan Rd
Echols Ct
Castleel Rd
Mceachern Farm Dr
North Cook Rd
Glendevon Dr
Villa Rica Rd
Wynford Sta
Wynford Clny
Friendship Church Rd
Velma Dr
Mary L Trl
Hannah Ct
Edington Rd
Fairfield Dr
Altony Dr
West Sandtown Rd
Kaly Ln
Winsley Dr
Irwin Rd
Bonshaw Trl
Fenwick Dr
Westport Cir
Westbury Ct
Keith Dr
Clay Dr
Turner Rd
Hillboro Cir
Shiloh Dr
Branson Pl
Owens Ave
Brookfield Dr
Fetlock Dr
Battle Trl
Elkhart Cir
Bankstone Dr
Candler Way
Candler Run
Ernest Barrett Pkwy
Foxglove Dr
Curtis Rd
Powder Springs Rd
Perch Owl
Pair Rd
Stadyside Rd
Bay Berry Dr
Tiffany Dr
Devore Dr
Milford Church Rd
Milford Trl
Milford Ct
Milford Ln
Milford Chse
Mill Creek Ct
Pair Rd
Woodmore Dr
Corbin Pl
Battlefield Rd
John Ward Rd
Willowbrook Dr
Hascall Dr
Meadoo Dr
Cheatham Hill Rd
Livingston Dr
Kolb Ln
Wilshire Dr
Rifle Rdg
Bond Rd
York Rd
Kent Rd
Winston Rd
Galloway Rd
Green Dr
Mellor Ln
Trail To Olley
Rustic Dr
Cheekview Dr
Farmington Dr
Milford Church Rd
0 0.2 0.4 0.8 1.2 1.6
Miles

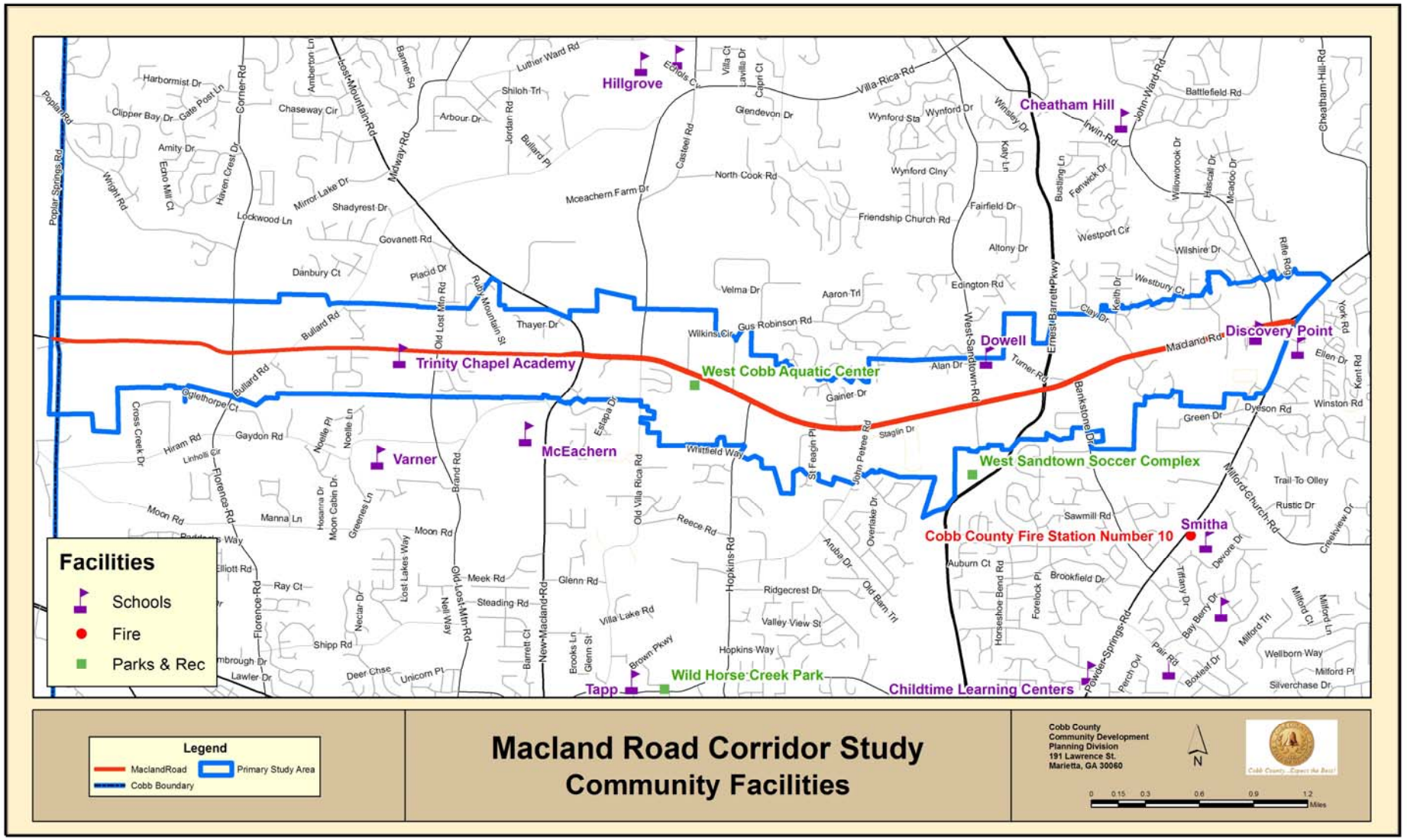
M.9 Developments in Progress (DIP)



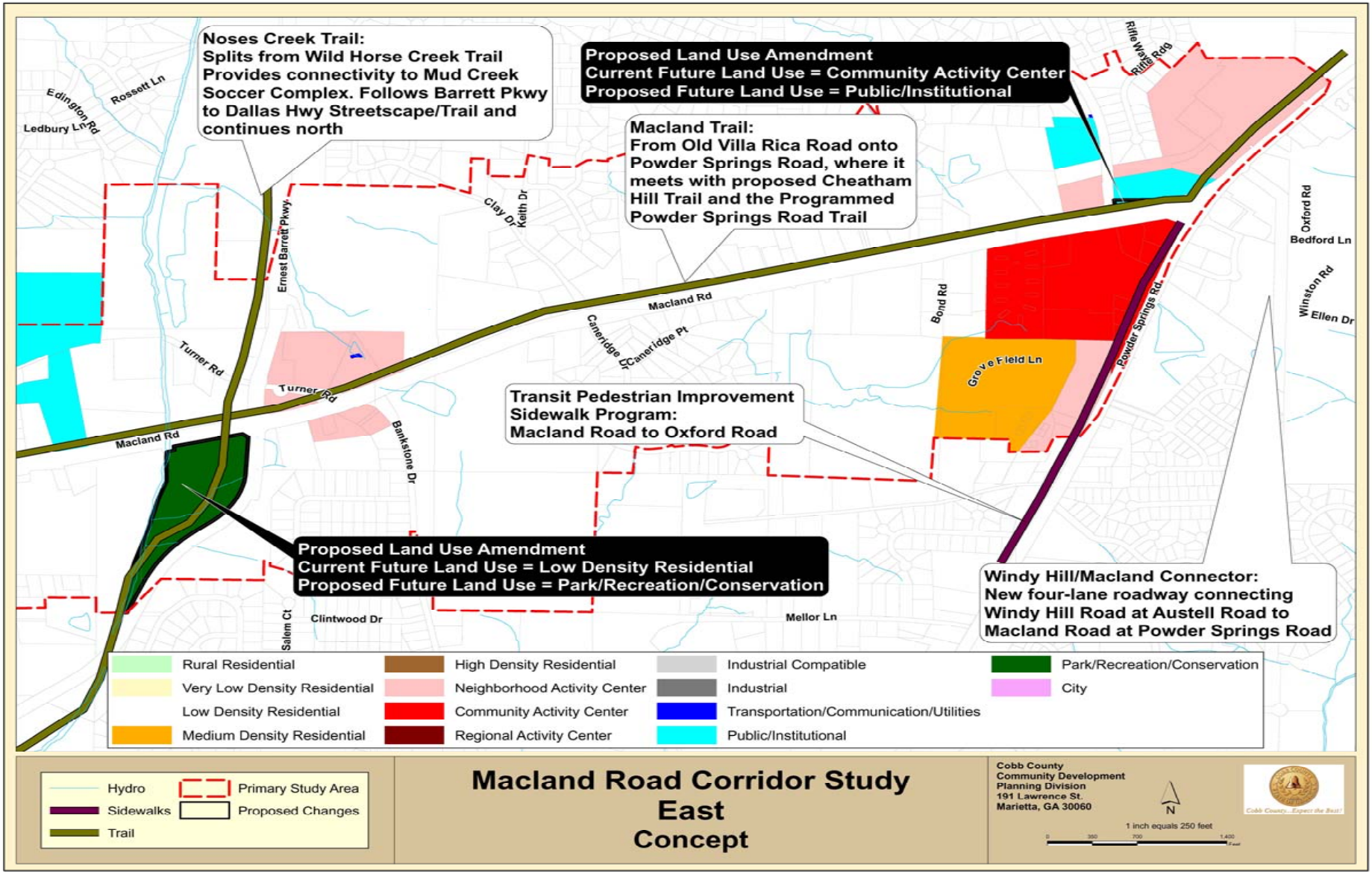
M.10 Undeveloped & Developable Land



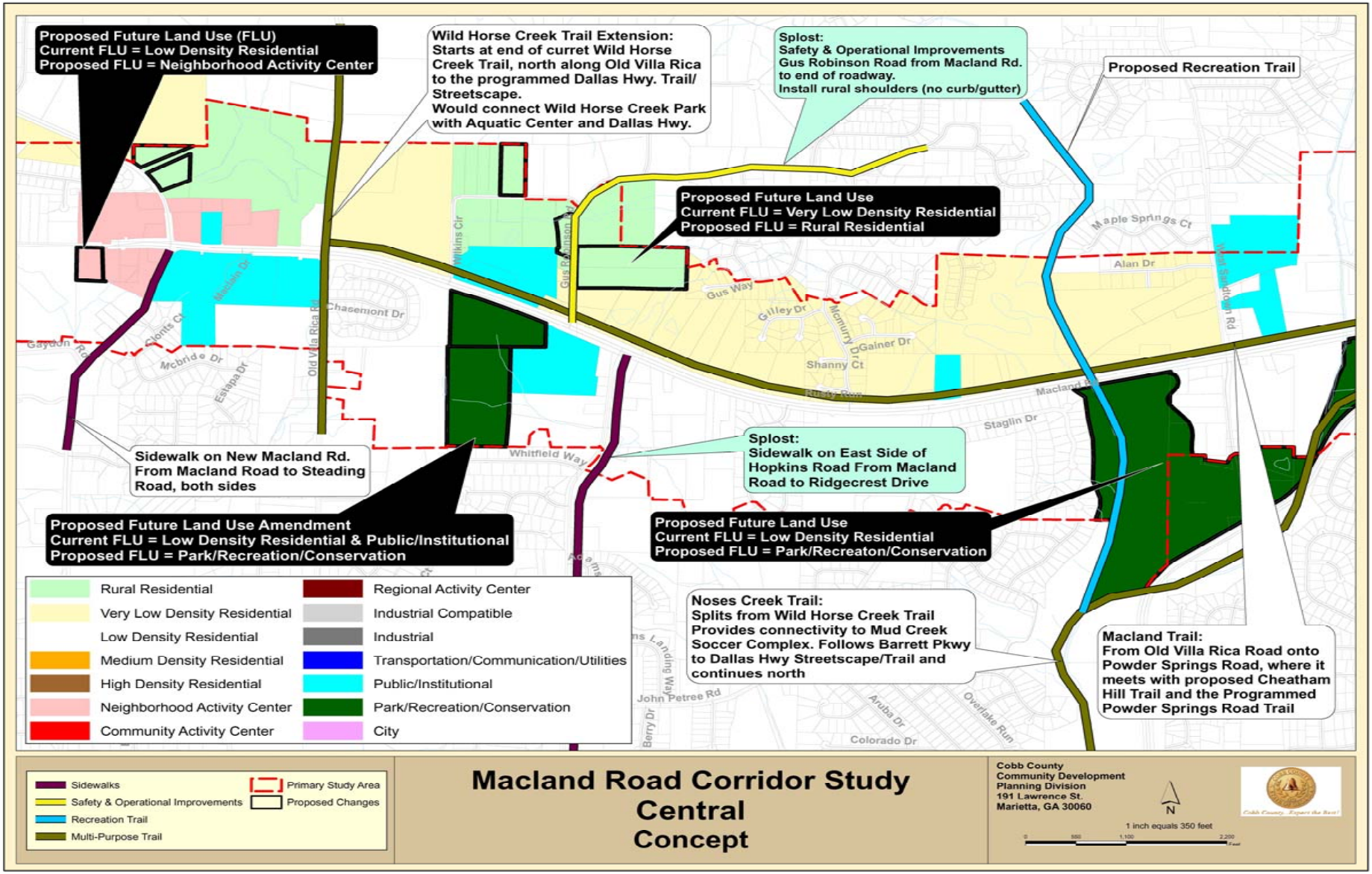
M.11 Community Facilities



M.12 Concept Plan - East



M.13 Concept Plan - Central



M.14 Concept Plan - West