

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

**NORTHWEST COBB LAND VULNERABILITY ANALYSIS  
COMPREHENSIVE PLAN AMENDMENTS**

**PUBLIC HEARING DATES:**

**November 4, 2014**

**November 25, 2014**



*Cobb County...Expect the Best!*

**Cobb Community Development Agency**

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Marietta, Georgia 30064

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

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## **Cobb County Comprehensive Plan Amendment Process**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Terminology Guide to Proposed Amendments

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

## Cobb County Zoning Sections and Districts

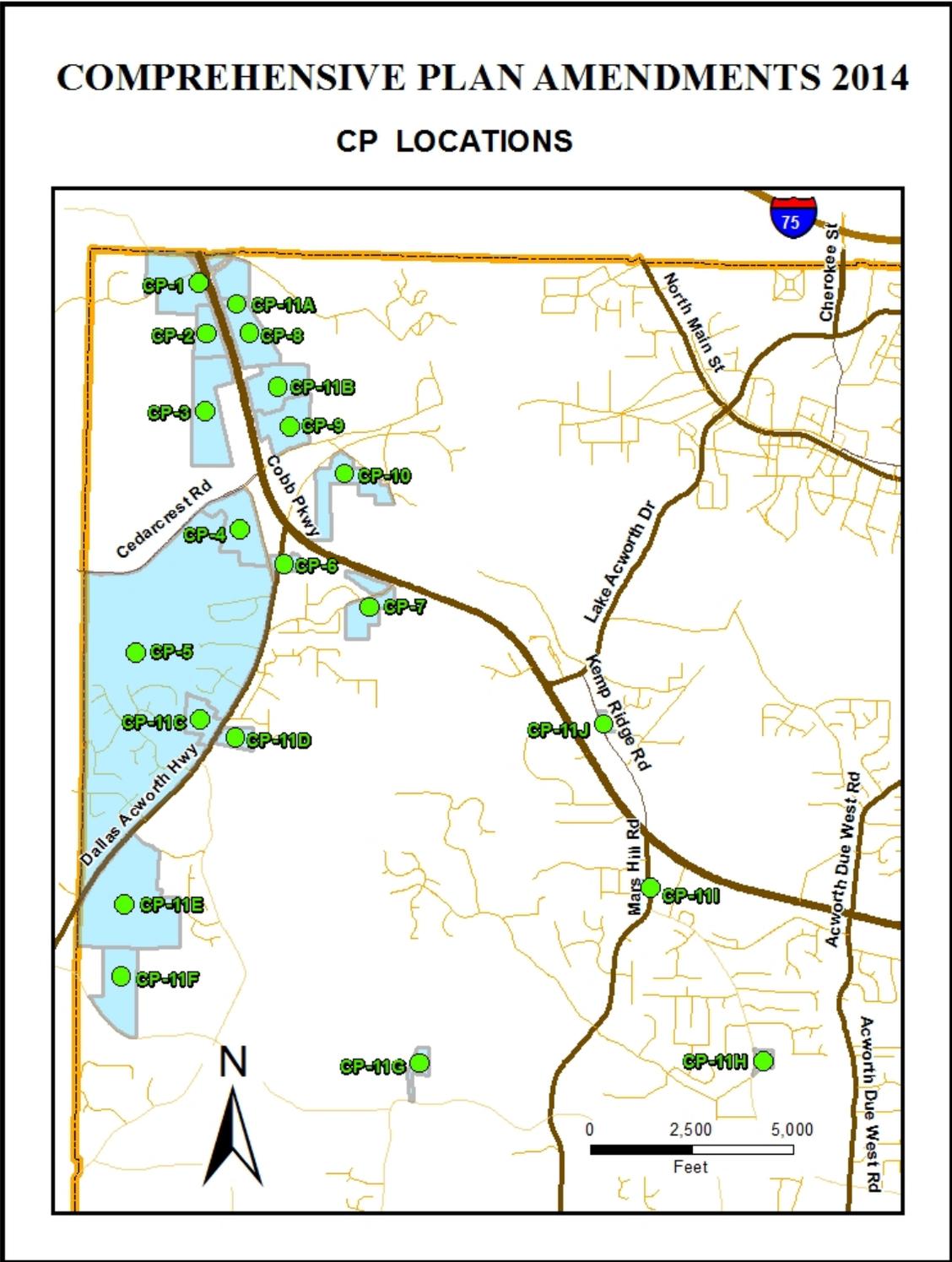
Sec. 134-193.	<b>R-80</b>	single-family residential district, Min. 80,000-square-foot lot size
Sec. 134-194.	<b>RR</b>	rural residential district
Sec. 134-195.	<b>R-40</b>	single-family residential district, Min. 40,000-square-foot lot size
Sec. 134-196.	<b>R-30</b>	single-family residential district,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

## Future Land Use and Zoning Conversions

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

# COMPREHENSIVE PLAN AMENDMENTS 2014

## CP LOCATIONS

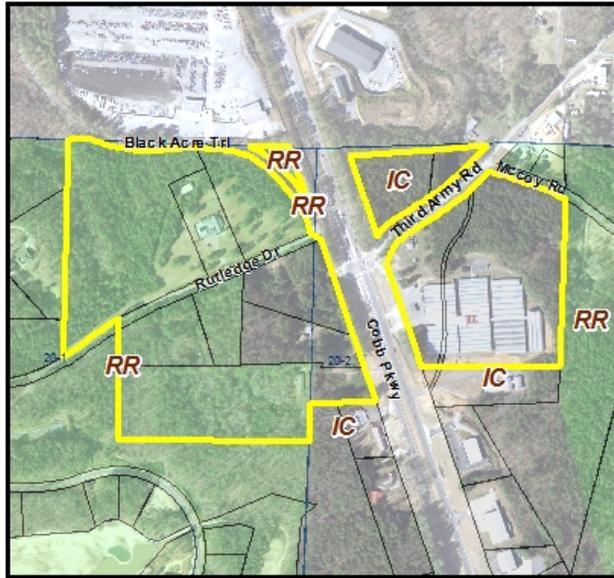


## Northwest Cobb Land Vulnerability Analysis (NWCLVA) – Commissioner Proposals (CPs)

CP	District	Location	Current FLU	Proposed FLU	Page
1	1	Highway 41 near the intersection of Third Army Road and Black Acre Trail	IC, RR	NAC w/Text	8
2	1	West side of Highway 41 between Black Acre Trail and Cedarcrest Road	IC	NAC	12
3	1	West side of Highway 41 just north of Cedarcrest Road	IC, RR	NAC & LDR w/Text	15
4	1	South of Cedarcrest Road, west of Acworth Dallas Road	NAC, RR	NAC w/Text	19
5	1	East of Highway 41 between Cedarcrest Road and Dallas Acworth Highway	RR	VLDR	22
6	1	Corner of Acworth Dallas Road and Dallas Acworth Highway	CAC, RR	NAC	25
7	1	Along the west side of Highway 41 near the intersection of North Shores Rd.	NAC, RR	PRC	28
8	1	East side of Highway 41 in land lot 2 and 37 of the 20 <sup>th</sup> District.	IC, RR	NAC w/Text	31
9	1	East side of Highway 41, north of Awtrey Church Road	IC, RR	NAC	35
10	1	East side of Highway 41, south of Old Acworth Dallas Highway, west of Mayson Road and Old Grogan Road	RR	PRC w/Text	38
11 A-J	1	Scattered throughout the NWCLVA area	Varied	PI	41

# COMPREHENSIVE PLAN AMENDMENTS 2014

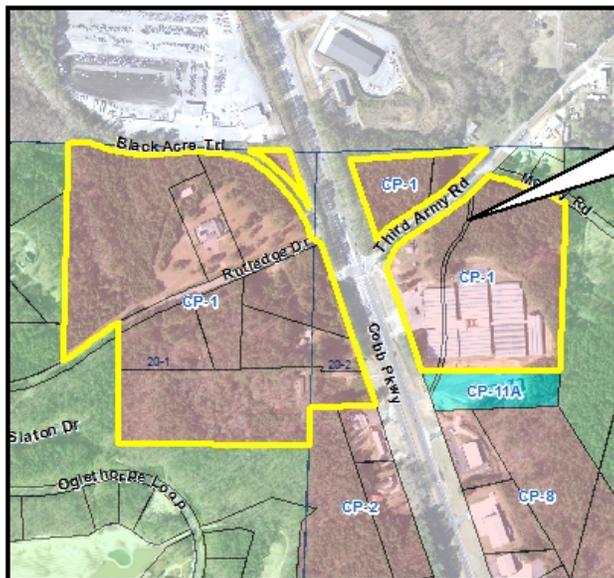
## CP-1 District 1



**CURRENT**

### FUTURE LAND USE

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

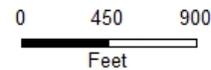


**PROPOSED**

**CP-1  
Rural Residential  
Industrial Compatible  
to  
Neighborhood Activity Center  
with Text Amendment**



*Cobb County...Expect the Best!*



# CP – 1

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 74.5 acres

**PARCEL ID NUMBER:** Multiple Parcels

**EXISTING FUTURE LAND USE:** Industrial Compatible (IC), Rural Residential (RR)

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

**GENERAL LOCATION:** Highway 41 near the intersection of Third Army Road and Black Acre Trail

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## **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

### **Definitions:**

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

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

### **Planning History:**

This particular amendment was part of the implementation items from the Northwest Cobb Land Vulnerability Analysis.

## **ANALYSIS:**

The transition to the NAC would be more appropriate based on the adjacency of the proposed Third Army Road/I-75 intersection and connector that potentially could be traversing across the northern boundary of the study area. Significant changing conditions north of the study area within the City of Emerson and Bartow County, known as the Lakepoint Sporting Community, also lends this part of Cobb

County and the study area to a NAC future land use category. The scale of the sporting complex that is being built, the number of visitors that are anticipated annually, and the impact that the Lakepoint development will have on this area of the region, it is important for Cobb County to market this NAC uses toward auxiliary uses such as restaurants, retail and office uses. If the I-75 interchange is created with direct access to this particular NAC, the county should consider hospitality type uses. The NAC would provide jobs and services closer to existing populations, which could potentially shorten commuter times.

**TEXT AMENDMENT:**

*Neighborhood Activity Center*

In recognition of the existing and changing conditions influencing the area surrounding the intersection of Third Army Road and Cobb Parkway, the Board of Commissioners have established a Neighborhood Activity Center, as mapped in Appendix XX. This particular NAC encourages retail and office uses. In addition, if a proposed I-75 and Third Army Road Interchange is built, this NAC area would consider hospitality type uses. Additionally, because of the environmentally sensitive nature of this area and the proximity of Lake Allatoona, it will be important for the county to take careful stormwater runoff consideration of future uses, especially on the east side of Highway 41. The Neighborhood Activity Center area east of Highway 41 will be encouraged to utilize an environmental low impact development approach that may include wet ponds, biofiltration ponds, vegetative swales, xeroscaping, bioswales, rain gardens, re-irrigation ponds, rain water harvesting and sedimentation/filtration ponds, in addition to the required standard stormwater management facilities. The Board of Commissioners will also encourage shared stormwater detention when possible.

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

- a.) In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.
- c.) Cobb County takes pride in actively preserving its natural resources with excellence. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure superior water and air quality for the community.

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

- a.) Amend the 2030 Comprehensive Plan when necessary to incorporate findings and recommendations from approved Livable Centers Initiative and other similar transportation/land use master plans that will improve the county's ability to promote quality-of-life and attract additional employment opportunities.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Work toward diversifying the county's industrial and commercial base.
- d.) Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices.
- e.) Encourage environmentally-friendly residential and non-residential building design to reduce energy consumption, incorporate water conservation practices, and minimize impervious surface.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The change in land use and the addition of specific policies provide for a more appropriate land use designation that is consistent with the marketability of the area and transportation infrastructure improvements that is expected.

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

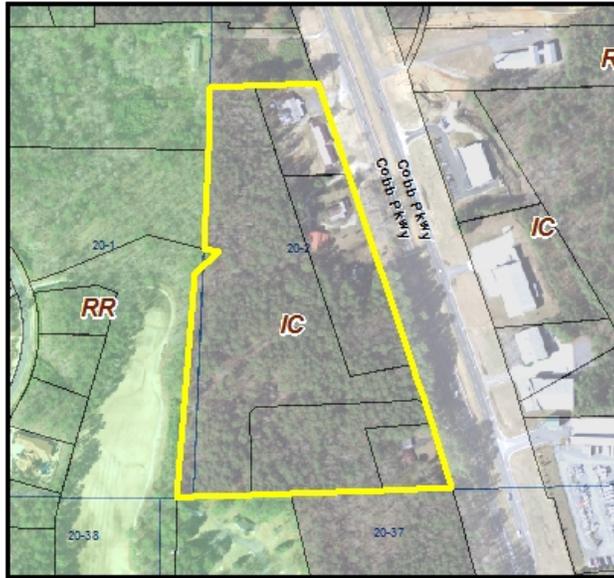
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

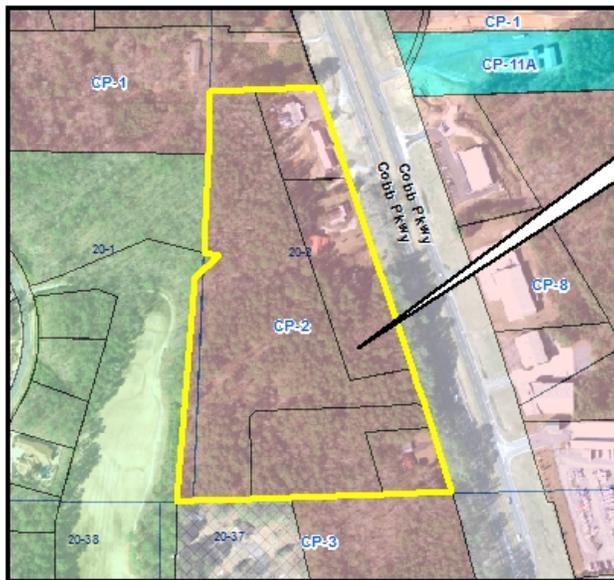
## CP-2 District 1



**CURRENT**

### FUTURE LAND USE

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

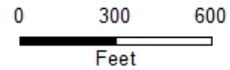


**PROPOSED**

**CP-2  
Industrial Compatible  
to  
Neighborhood Activity Center**



*Cobb County...Expect the Best!*



## CP – 2

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 17.3 acres

**PARCEL ID NUMBER:** 20000200160, 20000200110, 20000200140, 20000200270, 20000200040

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

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

**GENERAL LOCATION:** West side of Highway 41 between Black Acre Trail and Cedarcrest Road

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

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

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

#### **Planning History:**

This particular amendment is included in the Framework Plan from the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

The land use element to the Northwest Cobb Land Vulnerability framework plan includes recommended future land use changes and additional specific area policy guidelines to guide appropriate uses for the area. The proposed land use changes focus on more continued commercial and retail along Highway 41 with low rise office type uses as a step down to the residential neighborhoods off the main corridor. Most of the parcels with direct access to Highway 41 are recommended to be amended to the Neighborhood Activity Center (NAC). Currently these sites are Industrial Compatible and zoned for industrial and general commercial uses. Most of the lots are small and typically don't meet the intention of the existing industrial compatible future land use designation. The NAC would provide better transitional uses to assist in mitigating impacts to the surrounding residential uses as well as improved marketability without impacting existing businesses.

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

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

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

- a.) Amend the 2030 Comprehensive Plan when necessary to incorporate findings and recommendations from approved Livable Centers Initiative and other similar transportation/land use master plans that will improve the county's ability to promote quality-of-life and attract additional employment opportunities.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide transitions in scale and/or land use between high and low intensity land uses.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The change in land use and the addition of specific policies provide for a more appropriate land use designation that is consistent with the marketability of the area and transportation infrastructure improvements that is expected.

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

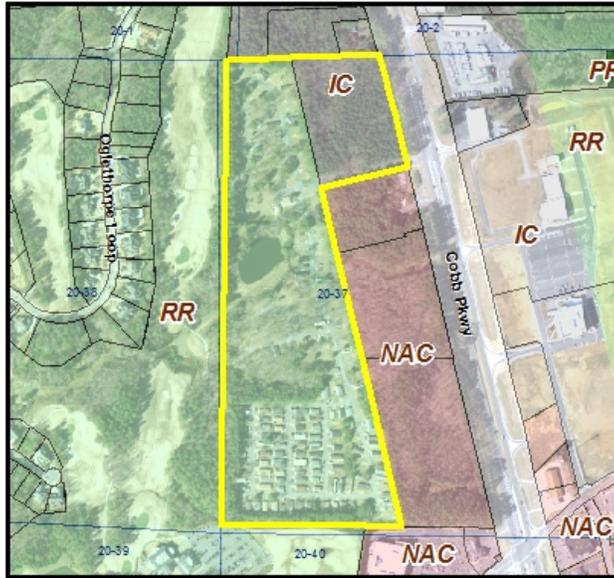
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

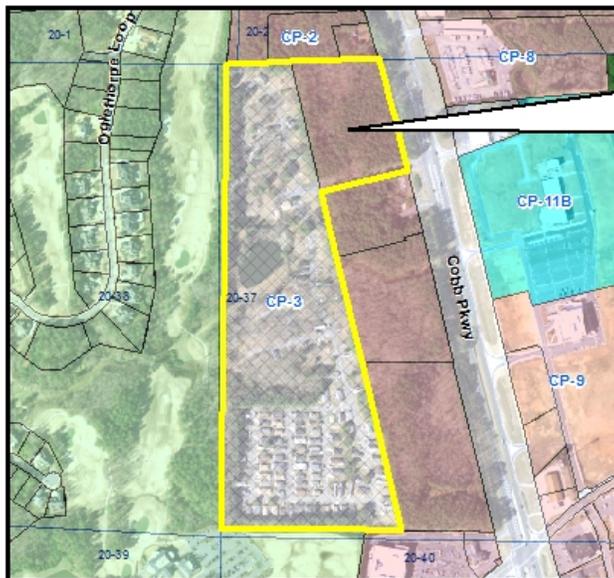
## CP-3 District 1



**CURRENT**

### FUTURE LAND USE

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

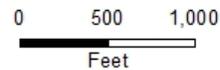


**PROPOSED**

**CP-3  
Industrial Compatible  
Rural Residential  
to  
Neighborhood Activity Center  
Low Density Residential  
with Text Amendment**



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## CP – 3

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 51.4 acres

**PARCEL ID NUMBER:** 20003700100, 20003700120

**EXISTING FUTURE LAND USE:** Industrial Compatible (IC), Rural Residential (RR)

**PROPOSED FUTURE LAND USE:** Low Density Residential (LDR), Neighborhood Activity Center (NAC) w/ Text Amendment

**GENERAL LOCATION:** West side of Highway 41 just north of Cedarcrest Road

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

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

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

The purpose of the Low Density Residential (**LDR**) category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre, and non supportive senior living housing that in certain circumstances may reach five (5) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses.

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

**Planning History:**

This particular amendment is included in the Framework Plan from the Northwest Cobb Land Vulnerability Analysis.

**ANALYSIS:**

The land use element to the Northwest Cobb Land Vulnerability framework plan includes recommended future land use changes and additional specific area policy guidelines to guide appropriate uses for the northwest Cobb area. In the vicinity north of Cedarcrest Road along Highway 41, the plan recommends amending the future land use from Rural Residential and Industrial Compatible to Low Density Residential (LDR) and Neighborhood Activity Center (NAC). The NAC would front Highway 41 and provide retail and office type uses. The LDR would provide a transitional use from the commercial along Highway 41 to the acre lots within Governors Towne Club. In addition a text amendment, to be included in the Comprehensive Plan, would encourage senior living development within LDR to provide housing opportunities to seniors, the largest growing population sector in the county.

**TEXT AMENDMENT:**

*Low Density Residential*

In an effort to provide an adequate transition and buffering from the commercial uses along Cobb Parkway the property designated as Low Density Residential on the Future Land Use Map and located to the rear of the commercial uses on the west side of Cobb Parkway in land lot 37 of the 20<sup>th</sup> District are to be considered for senior living type developments as long as direct access to Cobb Parkway and inter-parcel access to adjacent retail and office uses can be achieved.

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

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County supports its citizens and benefits from their service, leadership, and personal accountability. People of all backgrounds, ages, races, cultures, religions, national origins, and genders feel comfortable living and working in Cobb County because it is a location that embraces diversity.

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

- a.) Promote smart growth policies and encourage the creative design of residential developments that meet the needs of the human and natural environment.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide transitions in scale and/or land use between high and low intensity land uses.
- d.) Encourage market rate and affordable housing designs that meets the needs of seniors and individuals with disabilities.
- e.) Support equal housing opportunities for all persons.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

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

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

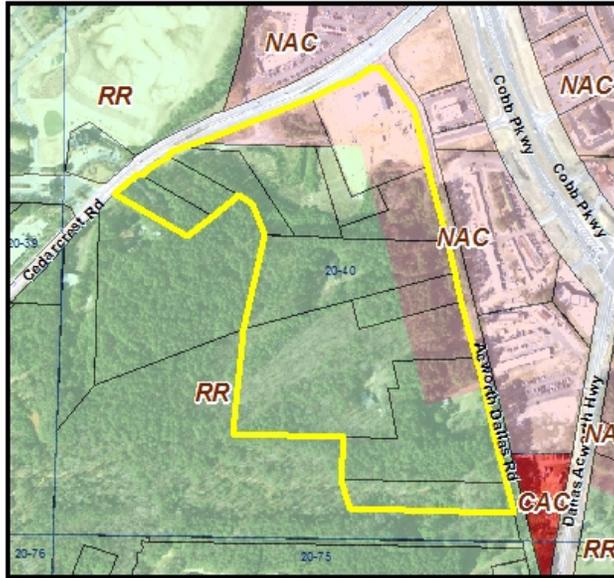
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

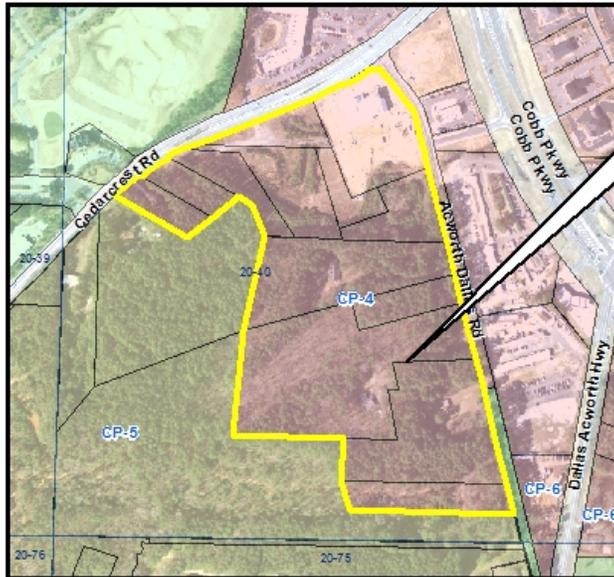
## CP-4 District 1



**CURRENT**

### FUTURE LAND USE

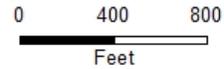
- Rural Residential
- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Activity Center
- Community Activity Center
- Regional Activity Center
- Industrial Compatible
- Industrial
- Priority Industrial Area
- Transportation/Communication/Utilities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



**PROPOSED**



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## CP – 4

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 27.27 acres

**PARCEL ID NUMBER:** Multiple Parcels

**EXISTING FUTURE LAND USE:** Neighborhood Activity Center (NAC), Rural Residential (RR)

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

**GENERAL LOCATION:** South of Cedarcrest Road, west of Acworth Dallas Road

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

#### **Planning History:**

This particular amendment is included in the Framework Plan from the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

Most of the parcels with direct access to Highway 41 are recommended to be amended to the Neighborhood Activity Center (NAC). The NAC provides better transitional uses to assist in mitigating impacts to the surrounding residential community. This particular proposal includes expanding the NAC to include entire parcels that front the western side of Acworth Dallas Road. Currently the NAC already exists for these parcels but only for the front portion of the parcels. This amendment would include the entire parcel to help alleviate any confusion and to assist in mitigating the contrasting land use categories. This NAC provides an opportunity for low rise office uses with a transition in building scale and land use type. As growth is expected in the area this NAC would provide jobs and services closer to

existing populations, which could potentially shorten commuter times. To ensure compatibility with surrounding residential future uses, a text amendment is proposed to encourage low rise office uses with residential architectural style, transition in building scale and use, buffering and assemblage of properties for development.

**TEXT AMENDMENT:**

*Neighborhood Activity Center*

In order to establish an appropriate land use transition the Board of Commissioners has expanded the Neighborhood Activity Center (NAC) on the west side of Acworth Dallas Road in Land Lots 40 and 75 of the 20<sup>th</sup> District. In addition to the NAC expansion, the Board of Commissioners recommend low rise professional office type uses with residential architectural style. A transition in building scale and land use type will be encouraged with the most intense uses being along Acworth Dallas Road and the least intense being adjacent to residential. If office uses are adjacent to already established residential neighborhoods an appropriate buffer will be highly recommended. Architectural compatibility, shared access and land use transition will be of paramount importance and assemblage of properties for development would be preferred and evaluated for appropriateness based on this criteria.

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

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

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

- a.) Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide transitions in scale and/or land use between high and low intensity land uses.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would result in the expansion of the existing commercial node. However, this particular proposal contains policies that would establish a transition to adjacent residential uses.

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

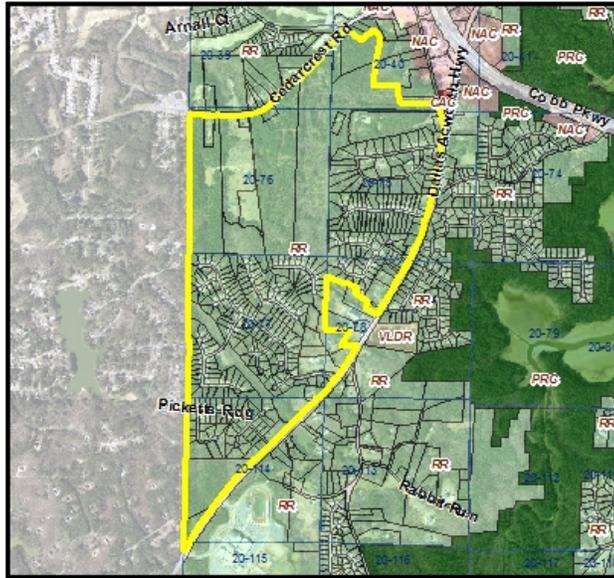
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

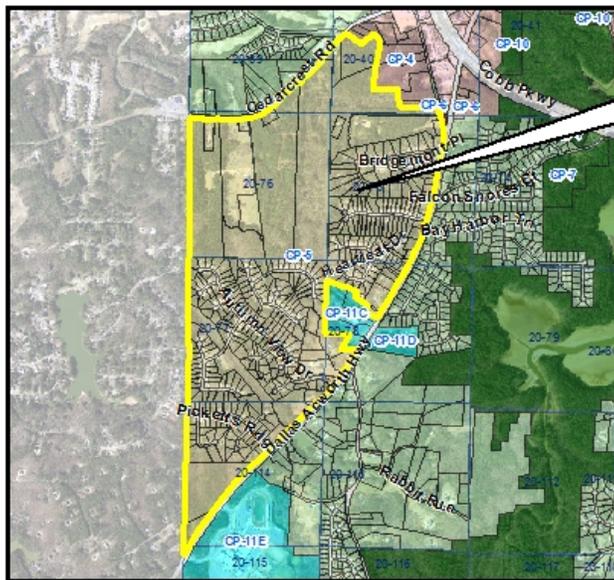
## CP-5 District 1



**CURRENT**

### FUTURE LAND USE

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

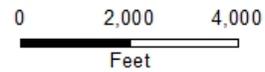


**PROPOSED**

**CP-5  
Rural Residential  
to  
Very Low Density Residential**



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## CP – 5

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 580 acres

**PARCEL ID NUMBER:** Multiple Parcels

**EXISTING FUTURE LAND USE:** Rural Residential (RR)

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

**GENERAL LOCATION:** East of Highway 41 between Cedarcrest Road and Dallas Acworth Highway

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

#### **Planning History:**

This particular amendment is included in the Framework Plan from the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

Between Cedarcrest Road and State Route 92 the change from RR to VLDR would accommodate projected residential growth for the area and at same time help to maintain sewer capacity limits. Expected job growth within the City of Emerson and Bartow County may fuel additional housing in northwest Cobb County. By allowing additional residential growth west of Highway 41, which drains away from Lake Allatoona, there could be less interest and development pressure east of Highway 41 within the Rural Residential areas, thus potentially preserving the rural character and the rural residential

designation of the area as well as minimizing non-point source pollutants and providing water quality control on the east side of Highway 41.

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

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

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

- a.) Provide sufficient water, wastewater, stormwater, and transportation capacity to accommodate anticipated growth and support desired growth patterns.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Develop and implement a strategy for preserving the beauty and integrity of natural features such as trees, slopes, streams, and lakes.
- d.) Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

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

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

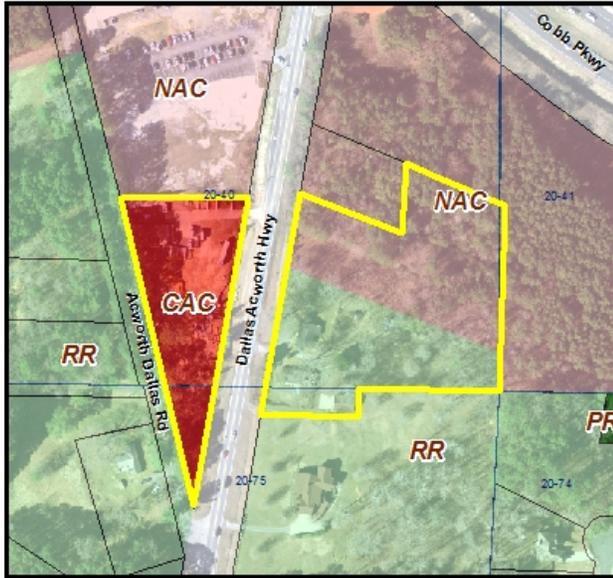
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

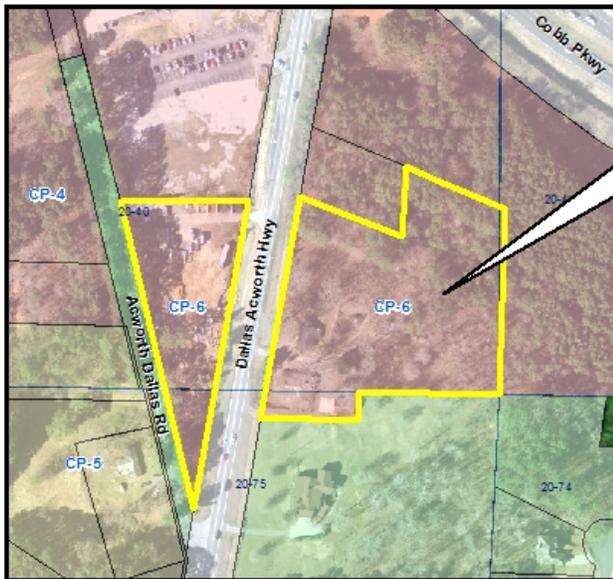
## CP-6 District 1



**CURRENT**

### FUTURE LAND USE

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

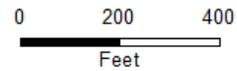


**PROPOSED**

**CP-6  
Community Activity Center  
Neighborhood Activity Center  
Rural Residential  
to  
Neighborhood Activity Center**



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## CP – 6

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 3.7 acres

**PARCEL ID NUMBER:** 20004000410, 20007500200, 20004000040

**EXISTING FUTURE LAND USE:** Community Activity Center (CAC), Rural Residential (RR)

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

**GENERAL LOCATION:** Corner of Acworth Dallas Road and Dallas Acworth Highway

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding and controlling future growth for northwest Cobb County.

#### **Definitions:**

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

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

#### **Planning History:**

This particular amendment is within the boundaries of the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

This particular land use proposal is mainly a clean-up of the Future Land Use map. During the creation of the Northwest Cobb Land Vulnerability Analysis there were several sites noted for change. These sites are being proposed to reduce confusion and to provide consistency across the Future Land Use map.

On the west side of Dallas Acworth Highway the two small parcels are not sized or configured appropriately for Community Activity Center use. The properties are contiguous to a NAC along the northern property line, and if assembled for development, would have to be through this Neighborhood Activity Center.

The property on the east side of Dallas Acworth Highway is split between RR and NAC. In an effort to try to eliminate confusion and keeping the future land use consistent with parcel lines it is recommended to change the remaining portion of the parcel to NAC.

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

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

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

- a.) Provide sufficient water, wastewater, stormwater, and transportation capacity to accommodate anticipated growth and support desired growth patterns.
- b.) Address compatibility between land uses when making land use decisions.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would result in the expansion of the existing commercial node.

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

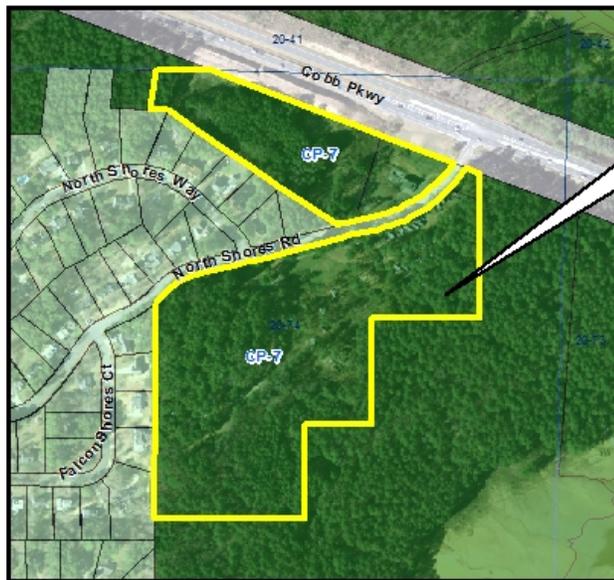
## CP-7 District 1



**CURRENT**

### FUTURE LAND USE

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

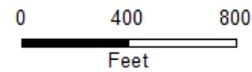


**PROPOSED**

**CP-7  
Neighborhood Activity Center  
Rural Residential  
to  
Park/Recreation/Conservation**



*Cobb County...Expect the Best!*



## CP – 7

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 26.4 acres

**PARCEL ID NUMBER:** 20007400070, 20007400040, 20007400020, 20007400050

**EXISTING FUTURE LAND USE:** Neighborhood Activity Center (NAC), Rural Residential (RR)

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

**GENERAL LOCATION:** 4337 Dallas Acworth Highway, 4197 Dallas Acworth Highway, 4204 Dallas Acworth Highway

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

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

#### **Planning History:**

This particular amendment is within the boundaries of the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

This particular proposal attempts to expand the Park/Recreation/Conservation future use further west and along Highway 41. The existing Rural Residential property is currently being utilized as a campground and is adjacent to Army Corp. of Engineer property along Lake Allatoona. The NAC portion of the property was added through the public involvement portion of the NWCLVA with the idea of providing

contiguity with existing PRC property further north along Highway 41. This proposal will also assist in continued efforts to provide water quality control of stormwater runoff into Lake Allatoona.

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

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

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

- a.) Develop and implement a strategy for preserving the beauty and integrity of natural features such as trees, slopes, streams, and lakes.
- b.) Maximize the use of public land and facilities for recreation and cultural affairs.
- c.) Encourage the development of multi-use greenways in flood plains and easements to allow for the maintenance of natural open space while accommodating citizens needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams for low intensity recreation.
- d.) Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

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

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

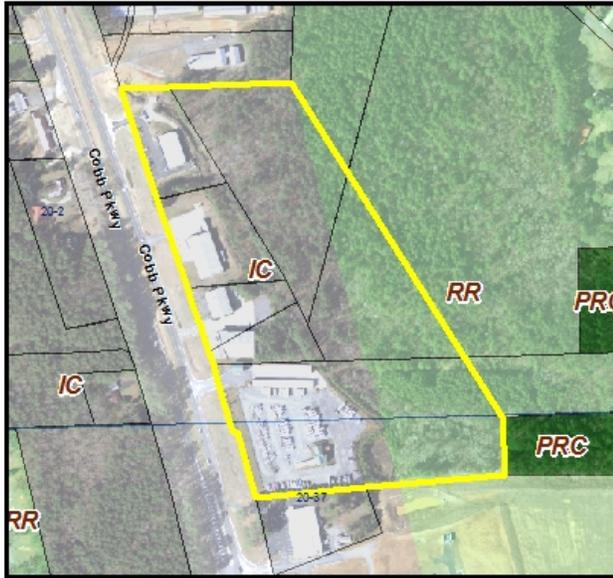
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

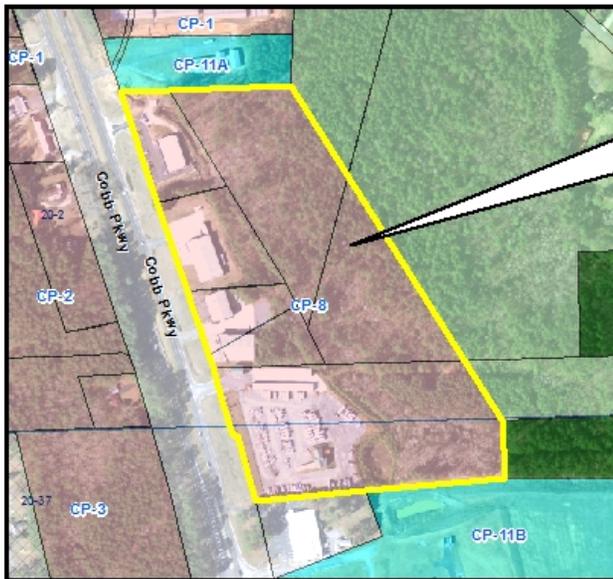
## CP-8 District 1



**CURRENT**

### FUTURE LAND USE

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

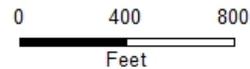


**PROPOSED**

**CP-8  
Industrial Compatible  
Rural Residential  
to  
Neighborhood Activity Center  
with Text Amendment**



*Cobb County...Expect the Best!*



## CP – 8

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 29.18 acres

**PARCEL ID NUMBER:** Multiple Parcels

**EXISTING FUTURE LAND USE:** Industrial Compatible (IC), Rural Residential (RR)

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

**GENERAL LOCATION:** East side of Highway 41 in land lot 2 and 37 of the 20<sup>th</sup> District.

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

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

#### **Planning History:**

This particular amendment is within the boundaries of the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

The proposed change to NAC would allow a more compatible and likely more marketable future land use designation for the east side of Highway 41. Because of its proximity to Lake Allatoona, this particular NAC would establish a text amendment toward LID standards and inter-parcel connectivity.

To assist in continuing to be responsible stewards of the lake but also to allow for appropriate development, it is recommended that new policy guidelines be implemented that would encourage environmentally low impact development (LID) on the east side of Highway 41 to assist in protecting the environmentally sensitive lands surrounding Lake Allatoona as well as Lake Allatoona itself.

LID is a technique that utilizes green infrastructure to assist stormwater runoff and erosion control. It involves using alternative development principles to minimize the stormwater impact of development and can help lakeside communities better protect water quality, habitat, and biological resources. It can be used at the site level by integrating management practices such as wet ponds, biofiltration ponds, vegetative swales, xeroscaping, bioswales, rain gardens, re-irrigation ponds, and possible rain water harvesting.

The proposed change to NAC would allow a more compatible land use with adjacent uses and provide better marketability to the site due to the size of subject parcels.

**TEXT AMENDMENT:**

*Neighborhood Activity Center*

In order to establish water quality control measures due to the environmentally sensitive nature of this area and the proximity to Lake Allatoona, it will be important for the county to scrutinize uses as it relates to stormwater runoff and sewer capacity limits along the east side of Highway 41 as mapped in [Appendix XX](#). Because runoff drains toward Lake Allatoona, new developments will be encouraged to utilize low impact development techniques that may include wet ponds, biofiltration ponds, vegetative swales, xeroscaping, bioswales, rain gardens, re-irrigation ponds, rain water harvesting and sedimentation/filtration ponds, in addition to the required standard stormwater management facilities. The Board of Commissioners will also encourage shared stormwater detention when possible as well as inter parcel connectivity. It is also important to note that sewer capacity will be limited due to Intergovernmental Wastewater Agreement with Paulding County.

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

- a.) In the year 2030, Cobb is recognized as Georgia's most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.
- c.) Cobb County takes pride in actively preserving its natural resources with excellence. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure superior water and air quality for the community.

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

- a.) Develop and implement a strategy for preserving the beauty and integrity of natural features such as trees, slopes, streams, and lakes.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Work toward diversifying the county's industrial and commercial base.
- d.) Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices.
- e.) Encourage environmentally-friendly residential and non-residential building design to reduce energy consumption, incorporate water conservation practices, and minimize impervious surface.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The change in land use and the addition of specific policies provide for a more appropriate land use designation that is consistent with the marketability of the area and transportation infrastructure improvements that is expected.

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

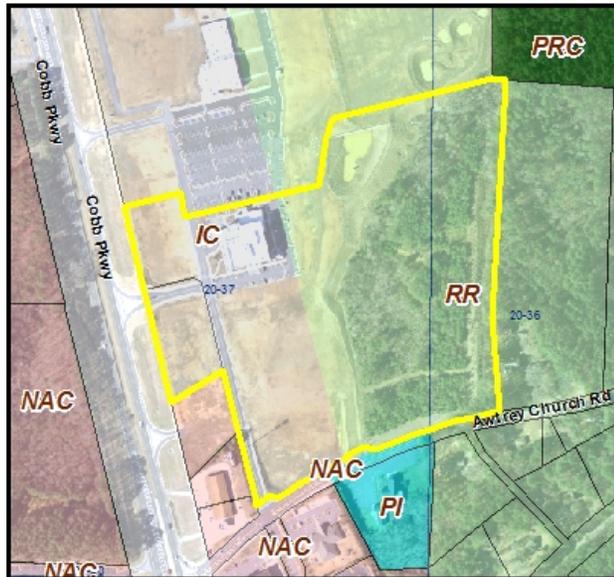
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

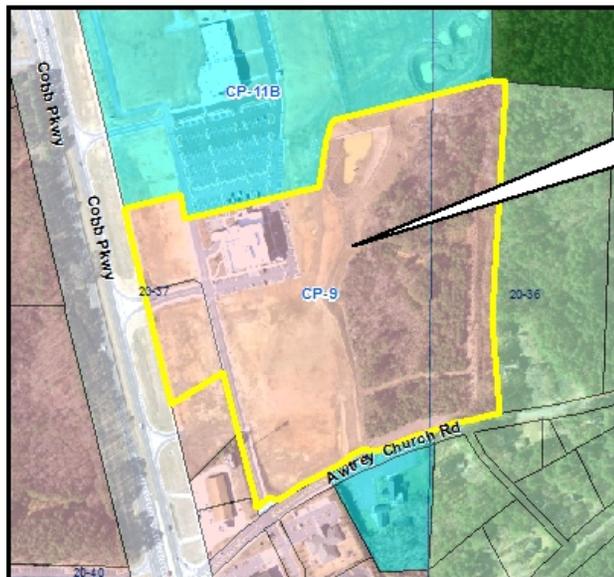
## CP-9 District 1



**CURRENT**

### FUTURE LAND USE

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

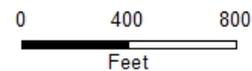


**PROPOSED**

**CP-9  
Industrial Compatible  
Rural Residential  
to  
Neighborhood Activity Center**



*Cobb County...Expect the Best!*



## CP – 9

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 31.9 acres

**PARCEL ID NUMBER:** 20003700230

**EXISTING FUTURE LAND USE:** Industrial Compatible (IC), Rural Residential (RR)

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

**GENERAL LOCATION:** East side of Highway 41, north of Awtrey Church Road

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

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

#### **Planning History:**

This particular amendment is within the boundaries of the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

The existing and changing conditions affecting this property warrants a consideration to the more appropriate NAC future land use designation. This particular property along with adjacent property was rezoned to NRC, O&I and LRO. Considering the existing zoning the more appropriate land use for this

site is the Neighborhood Activity Center which provides for areas that serve neighborhood residents and businesses. Through the zoning process there is also buffer protection for adjacent residential properties.

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

- a.) In the year 2030, Cobb is recognized as Georgia’s most complete community, a place that combines the best of urban, suburban, and rural life to appeal to a broad spectrum of people.
- b.) Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.
- c.) Cobb County takes pride in actively preserving its natural resources with excellence. We have achieved adequate water supply to support the need of our citizens and businesses. In addition, we have taken steps to ensure superior water and air quality for the community.

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

- a.) Develop and implement a strategy for preserving the beauty and integrity of natural features such as trees, slopes, streams, and lakes.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Ensure that non-residential sites are designed for adequate buffering, parking and open space.
- d.) Encourage environmentally-friendly residential and non-residential building design to reduce energy consumption, incorporate water conservation practices, and minimize impervious surface.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The change in land use and the addition of specific policies provide for a more appropriate land use designation that is consistent with the marketability of the area and transportation infrastructure improvements that is expected.

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

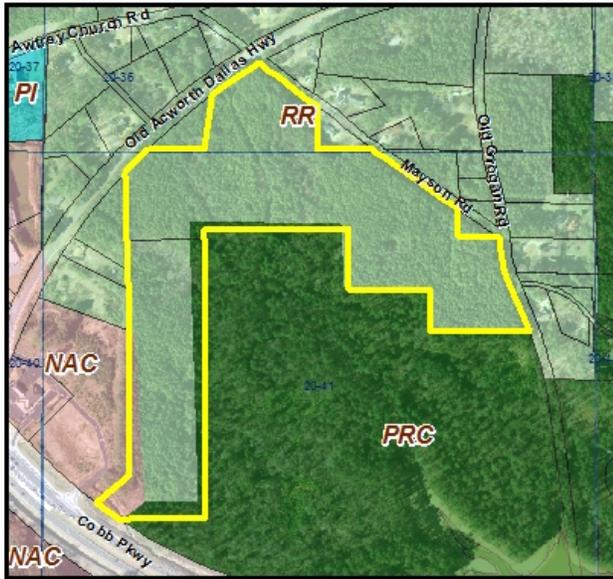
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

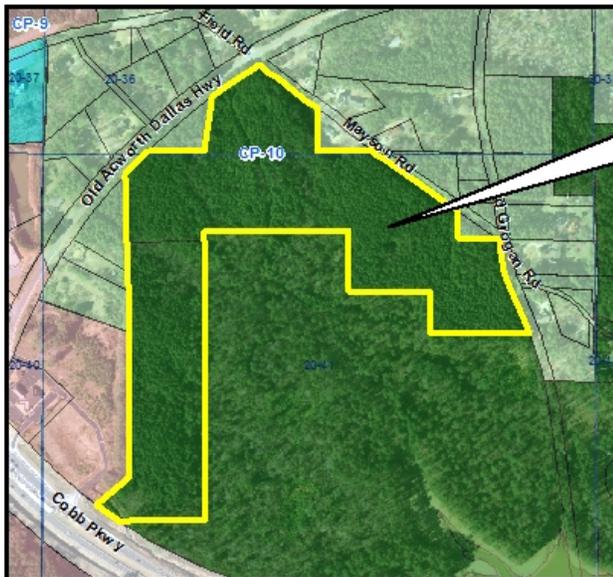
## CP-10 District 1



**CURRENT**

### FUTURE LAND USE

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

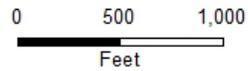


**PROPOSED**

**CP-10  
Rural Residential  
to  
Park/Recreation/Conservation  
with Text Amendment**



*Cobb County...Expect the Best!*



## CP – 10

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** approx. 36 acres

**PARCEL ID NUMBER:** 20004100220, 20004100050

**EXISTING FUTURE LAND USE:** Rural Residential (RR)

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

**GENERAL LOCATION:** East side of Highway 41, south of Old Acworth Dallas Hwy, west of Mayson Road and Old Grogan Road

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### **BACKGROUND:**

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

The intent of the proposed amendment is to implement the Framework Plan from the Northwest Cobb Land Vulnerability Analysis. By implementing the plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding future growth for northwest Cobb County.

#### **Definitions:**

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

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

#### **Planning History:**

This particular amendment is within the boundaries of the Northwest Cobb Land Vulnerability Analysis.

### **ANALYSIS:**

The existing and changing conditions affecting this property warrants a consideration to the PRC future land use designation. As recommended in the Northwest Cobb Land Vulnerability Analysis this recommended change, because of its proximity to Lake Allatoona, would further provide water quality and non-point source pollutant control for Lake Allatoona. If desired this site could potentially allow for passive recreation, such as pervious walking trails and/or mountain bike trails.

**TEXT AMENDMENT:**

*Park/Recreation/Conservation*

Because of the environmentally sensitive nature of the area mapped in [Appendix XX](#) and the proximity to Lake Allatoona, it will be important for the county to encourage this site to remain PRC for water quality control purposes. If desired by the community and the Board of Commissioners this site could also be considered for passive recreational uses such as walking trails or bike trails as long as trails/paths remain in a natural pervious state.

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

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

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

- a.) Support education, enforcement, and other programs to conserve and effectively manage water resources.
- b.) Develop and implement a strategy for preserving the beauty and integrity of natural features such as trees, slopes, streams, and lakes.
- c.) Encourage the development of multi-use greenways in flood plains and easements to allow for the maintenance of natural open space while accommodating citizens needs for passive recreation opportunities, bicycle networks, and public access to lakes and streams for low intensity recreation.
- d.) Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices.

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

This property is located within the Northwest Cobb Land Vulnerability Analysis.

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

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

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

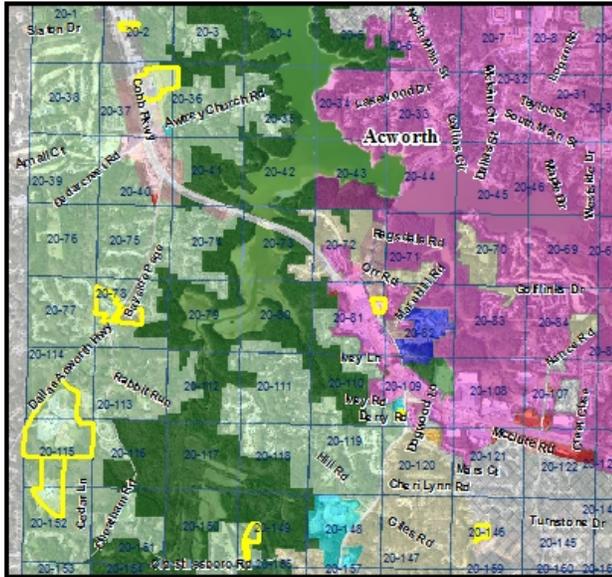
See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis

# COMPREHENSIVE PLAN AMENDMENTS 2014

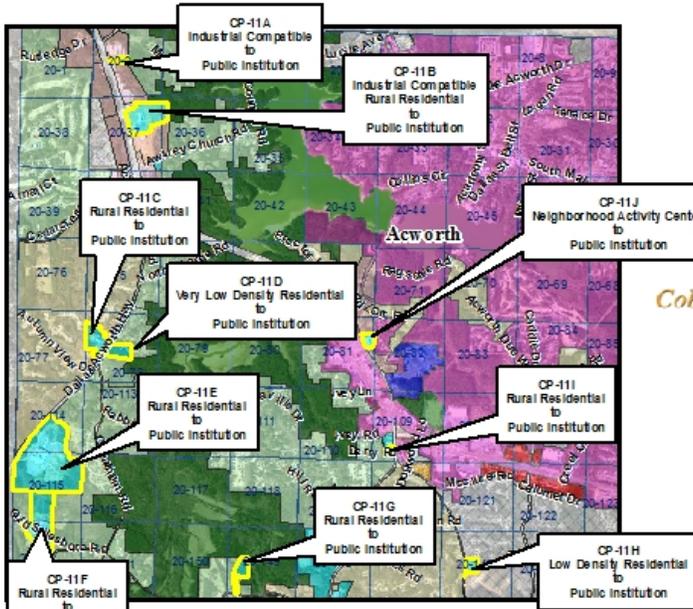
## CP-11 District 1



### FUTURE LAND USE

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

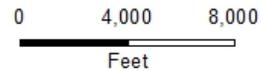
### CURRENT



### PROPOSED



*Cobb County...Expect the Best!*



# CP – 11 A-J

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** N/A

**PARCEL ID NUMBER:** Multiple parcels

Reference	Current FLU	Proposed FLU
CP-11-A	IC	PI
CP-11-B	IC, RR	PI
CP-11-C	RR	PI
CP-11-D	VLDR	PI
CP-11-E	RR	PI
CP-11-F	RR	PI
CP-11-G	RR	PI
CP-11-H	LDR	PI
CP-11-I	RR	PI
CP-11-J	NAC	PI

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## **BACKGROUND:**

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

The intent of this multi-part proposal is to provide the appropriate future land use category considering the exiting use and ownership for each of the subject sites.

### **Definitions:**

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

The purpose of the Rural Residential (**RR**) category is to provide for areas that are suitable for Cobb County’s lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services, and transportation corridors, or have particular sensitive environment features or scenic value. The Rural Residential category provides for development that is zero (0) to one (1) unit per acre.

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

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

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

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

**Planning History:**

This particular amendment and all tracts of land within this amendment are located within the boundaries of the Northwest Cobb Land Vulnerability Analysis.

**ANALYSIS:**

During the process of conducting the Northwest Cobb Land Vulnerability Analysis staff noted several land use corrections that needed to be made in order to reflect the appropriate future use designation. This proposal contains a total of fifteen (15) parcels that are currently being owned and/or operating as either a religious facility, public school, fire station/government office, or cemetery. Considering the use of these sites, this amendment will aide in aligning the future land use map with the current use; keeping it consistent with the goals and policies of the 2030 Comprehensive Plan.

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

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

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

- a.) Amend the 2030 Comprehensive Plan when necessary to incorporate findings and recommendations from approved Livable Centers Initiative and other similar transportation/land use master plans that will improve the county’s ability to promote quality-of-life and attract additional employment opportunities.
- b.) Address compatibility between land uses when making land use decisions.
- c.) Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is consistent with and located within the Northwest Cobb Land Vulnerability Analysis.

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

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

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

This proposed change is consistent with revitalization goals.

**6.) Environment Impact:**

See Northwest Cobb Land Vulnerability Analysis

**7.) Transportation Analysis:**

See Northwest Cobb Land Vulnerability Analysis