

NEEDS & OPPORTUNITIES



NO-LU LAND USE

Issue Statement:

Cobb County started experiencing rapid growth in the 1980’s and 1990’s. The growth rate has subsided compared to prior decades, but still increasing when compared to national trends. Over the past few decades, Cobb County has transformed more from a bedroom community to a regional employment center. This evolution will continue as more jobs locate within Cobb’s edge cities and on the periphery of the City of Atlanta’s urban core. Developing these edge cities into functioning urban environments by encouraging a variety of land use types is key to future prosperity and is an integral component to protecting existing neighborhoods in Cobb County and preserving undeveloped land in other areas of the county.

The Land Use element provides guidance to enhance existing communities throughout the county. The primary issue surrounding land use in Cobb County focuses on preserving the character of existing neighborhoods and revitalizing other areas of the county while considering property rights of the property owners. This includes accommodating density while respecting desired neighborhood character and providing usable open space; focus development close to already developed areas and within designated activity centers and transit corridors; development should be coordinated so that it fits and is compatible with the future land use designations while still accommodating the desired use.

Other topics of concern identified through the public participation process included better guidance to create vibrant, new walkable mixed use neighborhoods; a focus on creating more attractive development; and ensuring coordination with the Department of Transportation

In general, there is limited undeveloped property left in Cobb County to develop. Within the 2040 planning horizon, it is important that the county reorient policies to encourage the redevelopment of older underperforming corridors and neighborhoods as well as brownfield sites as a means to accommodate new growth in areas that have infrastructure in place.

NO-LU1 Need: Manage Growth

NO-LU1-1 Opportunity: Preserve and protect existing neighborhoods and community character

NO-LU1-2 Opportunity: Meet the needs of future growth and respect private property rights

- NO-LU1-3** **Opportunity:** Limit uncontrolled development patterns along corridors
- NO-LU1-4** **Opportunity:** Foster urban scale development within Regional Activity Centers
- NO-LU1-5** **Opportunity:** Consider appropriate local and regional policies
- NO-LU1-6** **Opportunity:** Meet the land use needs of a diverse community
- NO-LU1-7** **Opportunity:** Progressive growth management techniques in appropriate areas
- NO-LU1-8** **Opportunity:** Guide growth to areas that have infrastructure in place to support new development
- NO-LU1-9** **Opportunity:** Develop growth management policies to ensure utility infrastructure is not overburdened
- NO-LU1-10** **Opportunity:** Coordinate and communicate between county, cities and the school system
- NO-LU1-11** **Opportunity:** Reevaluate future land use designations for compatible/incompatible zoning policies
- NO-LU1-12** **Opportunity:** Assess undeveloped land for greenspace/park opportunity and assure walkability/connected to proximal neighborhoods
- NO-LU1-13** **Opportunity:** Balance the need for particular uses based on demand of uses.
- NO-LU1-14** **Opportunity:** Focus more on housing type balance
- NO-LU1-15** **Opportunity:** Monitor regulations to ensure they are adequate and meet the needs of the community
- NO-LU1-16** **Opportunity:** Advance land use polices that provide open space and access to open space
- NO-LU1-17** **Opportunity:** Guidance and respect of Comprehensive Plan and Future Land Use policies

NO-LU2 **Need: Improve compatibility guidance on vacant/underutilized lots within established neighborhoods or commercial areas.**

- NO-LU2-1** **Opportunity:** Facilitate development/redevelopment through market based development strategies
- NO-LU2-2** **Opportunity:** Future community facilities
- NO-LU2-3** **Opportunity:** Infill development
- NO-LU2-4** **Opportunity:** Transitional development pattern
- NO-LU2-5** **Opportunity:** Diverse housing and job options
- NO-LU2-6** **Opportunity:** Addresses concerns surrounding unintended consequences of negatively affecting adjacent land uses

NO-LU3 **Need: Redevelopment/Revitalization of abandon commercial buildings and blighted communities**

- NO-LU3-1** **Opportunity:** Redevelopment inventory
- NO-LU3-2** **Opportunity:** Resources to address struggling neighborhoods
- NO-LU3-3** **Opportunity:** Consider a variety of code enforcement and other strategies
- NO-LU3-4** **Opportunity:** Incentives to reactivate vacant buildings and parcels

- NO-LU3-5** **Opportunity:** Promote building designs that accommodate a variety of uses
- NO-LU3-6** **Opportunity:** Coordinate transportation projects in redevelopment/revitalization areas
- NO-LU3-7** **Opportunity:** Leverage redevelopment/revitalization areas to provide destination type uses, diversity of housing and job types for individuals to live close to work
- NO-LU3-8** **Opportunity:** Utilize public/private partnerships
- NO-LU3-9** **Opportunity:** Redevelopment programs and strategies
- NO-LU3-10** **Opportunity:** Private market-based financing of redevelopment projects

NO-LU5 Need: Coordination between land use and transportation

- NO-LU5-1** **Opportunity:** Development process to provide transportation improvements
- NO-LU5-2** **Opportunity:** Leverage transportation projects to assist redevelopment/revitalization of abandoned buildings
- NO-LU5-3** **Opportunity:** Land use transportation linkages, including those that promote active living (e.g., walking, cycling)
- NO-LU5-4** **Opportunity:** Land use decisions to consider existing and planned transportation projects
- NO-LU5-5** **Opportunity:** Compatible land use and transportation policies

NO-LU6 Need: Create and maintain attractive uses

- NO-LU6-1** **Opportunity:** Enforcement strategies to promote community enhancement
- NO-LU6-2** **Opportunity:** Policies for community specific design guidelines
- NO-LU6-3** **Opportunity:** Foster community pride and identity to build a sense of place
- NO-LU6-4** **Opportunity:** Design elements that are consistent with the character of the area
- NO-LU6-5** **Opportunity:** Landscaping opportunities along new or improved transportation projects

NO-LU7 Need: Protect/Preserve job producing uses

- NO-LU7-1** **Opportunity:** Mitigation policy language on incompatible land uses
- NO-LU7-2** **Opportunity:** Promote Priority Industrial Areas
- NO-LU7-3** **Opportunity:** Appropriate balance of office uses

NO-LU8 Need: Mixed-Use, sustainable development patterns that contribute to a healthier population

- NO-LU8-1** **Opportunity:** Expand walkable nodal developments
- NO-LU8-2** **Opportunity:** Support the growth management need and the preservation/protection of existing neighborhood characters
- NO-LU8-3** **Opportunity:** Higher density and intensity of uses in appropriate areas

- NO-LU8-4** **Opportunity:** Community identity and a sense of place and in some cases integrate transportation options
- NO-LU8-5** **Opportunity:** Combines residential, commercial civic, cultural and recreational uses for the good of public health
- NO-LU8-6** **Opportunity:** Promotes “live where they work” development pattern
- NO-LU8-7** **Opportunity:** Supports Traditional Neighborhood Development (TND)
- NO-LU8-8** **Opportunity:** Sidewalks and park connectivity for a walkable, healthier community
- NO-LU8-9** **Opportunity:** Supports community gathering spaces, particularly those that promote active, healthy lifestyles

NO-LU9 **Need: Diversity of housing and job types**

- NO-LU9-1** **Opportunity:** Utilize infill development in appropriate areas
- NO-LU9-2** **Opportunity:** Leverage redevelopment/revitalization of abandoned commercial centers and underutilized communities
- NO-LU9-3** **Opportunity:** Promote existing incentives for encouraging workforce housing
- NO-LU9-4** **Opportunity:** Focus more on housing type balance
- NO-LU9-5** **Opportunity:** Housing for wide range of economic levels and age groups
- NO-LU9-6** **Opportunity:** Support live/work within Cobb County

NO-LU10 **Need: Safer Neighborhoods**

- NO-LU10-1** **Opportunity:** Appropriately design developments can have a positive impact on the perceived and realistic safety and well-being of a community.
- NO-LU10-2** **Opportunity:** Promote community oriented safety policies

NO-TR TRANSPORTATION

Issue Statement:

Cobb County and its six cities engaged more than 10,000 citizens from 2013-2015 in order to jointly prepare Cobb in Motion Comprehensive Transportation Plan 2040 (CTP 2040). CTP 2040 is a stand-alone, adopted plan that replaces CTP 2030 that was adopted in 2008. While the study is not formatted in the same way as the 2040 Comprehensive Plan, it is the intent of this study to incorporate the Guiding Principles and Objectives from CTP 2040 into the 2040 Comprehensive Plan.

The CTP 2040 effort consisted of two major phases. The first phase resulted in the Existing Conditions and Needs Assessment, a report that examines the existing transportation network and assesses current and future transportation deficiencies in the context of economic market conditions and population and employment forecasts. CTP 2040’s Recommendations Report, the second phase, identifies recommended transportation infrastructure investments, policies and priorities. The effort to prepare CTP 2040 played a key role in defining and prioritizing the list of investments included in the 2016 SPLOST Transportation Improvement Program that voters approved in November 2014.

A Stakeholder Committee was established to guide the CTP 2040 effort. Through a facilitated, collaborative process the Stakeholder Committee established Guiding Principles and Objectives that led and shaped the effort. In order to incorporate a summary of CTP 2040’s findings into the Comprehensive Plan, its Guiding Principles and Objectives are shown below as “needs” and its “objectives” as “opportunities”.

NO-TR1 Need: Maximize performance of the transportation system

NO-TR1-1 Opportunity: Operate the transportation system efficiently and effectively

NO-TR1-2 Opportunity: Give priority to investment that preserves existing infrastructure

NO-TR1-3 Opportunity: Protect and enhance transportation connections to key resources

NO-TR1-4 Opportunity: Protect and enhance existing community character

NO-TR2 Need: Improve access and manage traffic congestion

NO-TR2-1 Opportunity: Focus on improving traffic times rather than reduction congestion

NO-TR2-2 Opportunity: Provide increased travel choices (routes and modes of travel)

NO-TR2-3 Opportunity: Focus on key travel patterns

NO-TR3 Need: Achieve traveler safety and security

NO-TR3-1 Opportunity: Reduce the number and/or severity of crashes

NO-TR3-2 Opportunity: Balance safety considerations across all users

NO-TR4 Need: Drive economic competitiveness

NO-TR4-1 Opportunity: Enhance and serve redevelopment areas

NO-TR4-2 Opportunity: Compliment growth sectors and areas

NO-TR5 Need: Lead with cost effective solutions

NO-TR5-1 Opportunity: Seek partnerships

NO-TR5-2 Opportunity: Seek innovative solutions

NO-TR5-3 Opportunity: Apply value-engineering principles as appropriate

NO-TR5-4 Opportunity: Select actions that reduce life-cycle costs not just capital costs

NO-TR5-5 Opportunity: Select strategies that allow future flexibility

NO-HO HOUSING

Issue Statement:

In the last few years, poverty in Cobb County has slightly decreased. However, the overall poverty rate from the last 10 years has significantly increased. With this in mind, the overarching issue regarding housing is the availability of adequate workforce

housing and standard housing within the county by 2040. Cobb County remains strong among surrounding counties in the ratio of jobs to residents. Among homeowners, the number who are cost burdened has decreased, but among renters the numbers have increased. The County participates in federal programs to assist low and moderate income families, but issues of affordable workforce housing, the need for housing repair assistance, and support for quality housing for all individuals continues to be a challenge. .

Cobb County is experiencing demographic changes with increases in the proportion of elderly and younger adults. This trend will impact the type of housing that will be considered desirable. These two groups tend to seek smaller units with less maintenance situated in close proximity to services, cultural amenities and public transportation. However, despite the change in expected housing type, typical suburban single-family housing will remain the standard for Cobb County. The following are the needs and opportunities related to housing.

NO-HO1 *Need: Workforce housing (Identified need in 2015 Consolidated Plan)*

- NO-HO1-1 *Opportunity:*** Acquisition, rehabilitation, and new construction of workforce housing *(2015 Consolidated Plan)*
- NO-HO1-2 *Opportunity:*** Tenant based rental assistance *(2015 Consolidated Plan)*
- NO-HO1-3 *Opportunity:*** Housing rehabilitation or housing repair assistance *(2015 Consolidated Plan)* with attention to public health related issues (e.g., mold, lead and general asthma triggers)
- NO-HO1-4 *Opportunity:*** Encourage participation with organizations whose mission is to foster and promote workforce housing
- NO-HO1-5 *Opportunity:*** Partner with other entities to ensure appropriate balance of workforce housing
- NO-HO1-6 *Opportunity:*** Coordinate with appropriate groups on incentives that encourage workforce housing
- NO-HO1-7 *Opportunity:*** Identify appropriate areas that could and would support mixed use/income housing
- NO-HO1-8 *Opportunity:*** Continue housing assistance support through CDBG
- NO-HO1-9 *Opportunity:*** Support fair housing initiatives through education

NO-HO2 *Need: Neighborhood revitalization and reinvestment (Identified need in 2015 Consolidated Plan)*

- NO-HO2-1 *Opportunity:*** Rehabilitation, acquisition, accessibility improvements of neighborhood facilities *(2015 Consolidated Plan)*
- NO-HO2-2 *Opportunity:*** Park Improvements *(2015 Consolidated Plan)* including safe connectedness to proximal neighborhoods
- NO-HO2-3 *Opportunity:*** Sidewalk and infrastructure Improvements *(2015 Consolidated Plan)*
- NO-HO2-4 *Opportunity:*** Support and Health services for populations with special needs (e.g. elderly, persons with disabilities) *(2015 Consolidated Plan)*

- NO-HO3 Need: Monitor and evaluate the need for senior living communities**
- NO-HO3-1 Opportunity:** Evaluate market conditions to ensure senior housing needs are met
- NO-HO3-2 Opportunity:** Encourage private market to promote a variety of housing types
- NO-HO4 Need: Student Housing for institutions of higher education**
- NO-HO4-1 Opportunity:** Continue to promote student housing units in appropriate areas with good connectivity and promote healthy lifestyles
- NO-HO5 Need: Approach housing issues in a holistic way**
- NO-HO5-1 Opportunity:** Promote housing within the nodal concept
- NO-HO5-2 Opportunity:** Encourage workforce housing within walking and bicycling distance of places of employment.
- NO-HO5-3 Opportunity:** Maintain Cobb’s existing millage rate among the lowest in the Atlanta region.
- NO-HO5-4 Opportunity:** Redevelop/revitalize residential areas that are in proximity to blighted shopping centers
- NO-HO5-5 Opportunity:** Consider alternate funding sources for programs associated with housing assistance

NO-CF COMMUNITY FACILITIES

Issue Statement:

The Community Facilities element covers a wide range of issues including, Parks & Recreation, Water, Solid Waste, Libraries and Technology. These Community Facilities provide necessary services to the citizens of Cobb, as well as additional services that increase the quality of life in the county. Many comments received from citizens, through engagement with the community, demonstrated that Parks & Recreation and water are the top areas of focus and concern for Cobb County. Technology is a new component for the 2040 Comprehensive Plan in order to better embrace and plan for the opportunities technology can bring to the county.

NO-CF-PR PARKS, RECREATION, AND CULTURAL AFFAIRS

NO-CF-PR1 Need: Build inventory of land for recreation (both active and passive)

- NO-CF-PR1-1 Opportunity:** Purchase strategic and available property for future recreational use
- NO-CF-PR1-2 Opportunity:** Expansion at existing parks
- NO-CF-PR1-3 Opportunity:** Target areas with lack of existing parks
- NO-CF-PR1-4 Opportunity:** Consider historic resources

NO-CF-PR2 Need: Address how existing and future recreational land inventory should be used

- NO-CF-PR2-1 Opportunity:** Monitor recreational needs
- NO-CF-PR2-2 Opportunity:** Proactively plan for appropriate facilities
- NO-CF-PR2-3 Opportunity:** Ensure flexibility in park design to accommodate expanding sports and recreational activities
- NO-CF-PR2-4 Opportunity:** Provide new recreation centers as needed
- NO-CF-PR2-5 Opportunity:** Meet existing demands for active recreational fields
- NO-CF-PR2-6 Opportunity:** Focus on opportunities for all age residents

NO-CF-PR3 Need: Provide venues and programming for arts and cultural activities

- NO-CF-PR3-1 Opportunity:** New arts and cultural facilities
- NO-CF-PR3-2 Opportunity:** Seek new and innovative ways to expand arts and cultural programming

NO-CF-PR4 Need: Maintain existing parks, recreational facilities, trails and arts facilities

- NO-CF-PR4-1 Opportunity:** Ensure longevity of existing parks, recreational centers, trails and arts facilities
- NO-CF-PR4-2 Opportunity:** Strengthen community image and sense of place
- NO-CF-PR4-3 Opportunity:** Economic benefits
- NO-CF-PR4-4 Opportunity:** Facilitate social interactions
- NO-CF-PR4-5 Opportunity:** Enhance wellness and foster healthy attitudes

NO-CF-PR5 Need: Create and expand partnerships to meet demand for recreational and arts facilities and programming

- NO-CF-PR5-1 Opportunity:** Expand partnerships with other county departments
- NO-CF-PR5-2 Opportunity:** Create and expand partnerships with outside groups and government agencies

NO-CF-PR6 Need: Increase park connectivity

- NO-CF-PR6-1 Opportunity:** Continue to improve connectivity between parks and the existing trails network
- NO-CF-PR6-2 Opportunity:** Improve and expand connectivity between parks and recreational facilities
- NO-CF-PR6-3 Opportunity:** Ensure safe, well-lit pedestrian/bike connectivity between existing and future parks, recreational centers, arts centers, and surrounding neighborhoods

NO-CF-PR7 Need: Expanded outreach to the community

- NO-CF-PR7-1 Opportunity:** Take recreational and arts programming to neighborhoods and communities
- NO-CF-PR7-2 Opportunity:** Increase new programming and activities that will reach new audiences

NO-CF-PR7-3 Opportunity: Seek innovative ways to involve the public in the acquisition of new park land and development of new parks

NO-CF-WA WATER

NO-CF-WA1 Need: New and updated water and storm water regulations

NO-CF-WA1-1 Opportunity: Support private redevelopment efforts by creating storm water regulations for infill development and redevelopment

NO-CF-WA1-2 Opportunity: Ensure privately-owned water infrastructure is meeting publicly-owned standards

NO-CF-WA1-3 Opportunity: Monitor storm water regulations as needed to meet demand and any changing conditions

NO-CF-WA2 Need: Maintenance of sewer and storm water infrastructure

NO-CF-WA2-1 Opportunity: Ensure storm water infrastructure management and maintenance

NO-CF-WA2-2 Opportunity: Ensure sewer infrastructure maintenance, rehabilitation and management

NO-CF-WA3 Need: Alternative approaches to storm water management

NO-CF-WA3-1 Opportunity: Investigate alternative approaches to accommodate additional water storage with existing ponds/lakes

NO-CF-WA3-2 Opportunity: Investigate green infrastructure approaches

NO-CF-WA3-3 Opportunity: Provide water quality reporting and stream monitoring

NO-CF-WA3-4 Opportunity: Monitor best management practices

NO-CF-WA4 Need: Floodplain protection

NO-CF-WA4-1 Opportunity: Continue to ensure protection of floodplain

NO-CF-WA4-2 Opportunity: Strengthen development regulations within flood prone areas

NO-CF-WA4-3 Opportunity: Monitor floodplain updates through FEMA programs

NO-CF-WA5 Need: Address sewer expansion and increasing interest of property owners wanting to convert from septic to sewer

NO-CF-WA5-1 Opportunity: Investigate sewer in areas that have potential for future growth

NO-CF-WA5-2 Opportunity: Coordinate with Cobb & Douglas Public Health on the potential for sewer service in areas where an increase number of septic failures may be occurring

NO-CF-WA5-2 Opportunity: Investigate mechanisms and programs to ensure costs of providing sewer hook-up to individual property owners is addressed

NO-CF-WA6 Need: Water Conservation

NO-CF-WA6-1 Opportunity: Monitor the supply, demand and quality of potable water

NO-CF-WA6-2 Opportunity: Improve water use efficiency

NO-CF-WA6-3 Opportunity: Water conservation education and outreach

NO-CF-WA6-4 Opportunity: Improve water conservation efforts from multi-family housing and hotels

NO-CF-SW SOLID WASTE

NO-CF-SW1 Need: Maintain Solid Waste operations

NO-CF-SW1-1 Opportunity: Expand recycling opportunities

NO-CF-SW1-2 Opportunity: Programming and education for recycling, litter clean-up, and prevention

NO-CF-SW1-3 Opportunity: Compliance with existing solid waste regulations and state guidelines

NO-CF-LB LIBRARY

NO-CF-LB1 Need: Library Access

NO-CF-LB1-1 Opportunity: Increase accessibility of libraries to the public

NO-CF-LB1-2 Opportunity: Continue to provide and improve programming that serves all citizens

NO-CF-LB1-3 Opportunity: Continue to provide and improve access to technology

NO-CF-LB1-4 Opportunity: Continue to provide and improve access to a variety of resources

NO-CF-LB2 Need: Library Facilities (see library facility plan, Roadmap to the Future, 2013)

NO-CF-LB2-1 Opportunity: Ensure new library facilities and/or renovation of existing facilities to meet the community needs

NO-CF-LB2-2 Opportunity: Improve flexibility of library facilities

NO-CF-LB2-3 Opportunity: Utilize libraries as healthy, community gathering places that meet the needs of all the citizens of Cobb County

NO-CF-TE TECHNOLOGY

NO-CF-TE1 Need: Utilization and leverage of technology

NO-CF-TE1-1 Opportunity: Improve utilization of technology and social media platforms to communicate with the public

NO-CF-TE1-2 Opportunity: Utilize technology to improve efficiency of government services

NO-CF-TE1-3 **Opportunity:** Utilize technology to improve customer service and community use of county facilities

NO-CF-TE1-4 **Opportunity:** Leverage technology to enhance public participation during decision-making process

NO-CF-TE2 **Need: Access to technology**

NO-CF-TE2-1 **Opportunity:** Access to technology (i.e. Wi-Fi) at all Cobb County government facilities

NO-CF-TE2-2 **Opportunity:** More comprehensive access to technology (i.e. Wi-Fi)

NO-CF-TE2-3 **Opportunity:** Support small businesses by leveraging innovative technology

NO-CF-TE2-4 **Opportunity:** Support economic development endeavors

NO-NH NATURAL & HISTORIC RESOURCES

Issue Statement:

The preservation of the shared natural and historic resources is an integral part of a healthy and vibrant community. It was evident from the community input and comments that focusing on the retention of natural and historic resources in Cobb is a high priority with the residents, property owners and stakeholders of the county. Cobb County should continue its efforts to preserve the natural, historic and archaeological resources that add to the quality-of-life in the community.

NO-NH-NF NATURAL FEATURES

NO-NH-NF1 Need: Environmental mitigation from traffic and development

NO-NH-NF1-1 **Opportunity:** Address environmental concerns when considering new development and redevelopment

NO-NH-NF1-2 **Opportunity:** Ensure appropriate environmental guidelines are followed when considering transportation projects

NO-NH-NF2 Need: Wildlife and plant protection

NO-NH-NF2-1 **Opportunity:** Monitor and protect sensitive wildlife areas

NO-NH-NF2-2 **Opportunity:** Monitor and protect plant and animal endangered species

NO-NH-NF2-3 **Opportunity:** Encourage the preservation of native plants

NO-NH-NF3 Need: Preservation of environmentally sensitive areas (slopes, floodplain, wetlands, watersheds, endangered species habitat, etc.)

NO-NH-NF3-1 **Opportunity:** Ensure protection of environmentally sensitive areas

NO-NH-NF3-2 **Opportunity:** Maintain appropriate status with local and state authorities

NO-NH-NF3-3 **Opportunity:** Improve land use polices that provide open space and access to open space

NO-NH-HP HISTORIC PRESERVATION

NO-NH-HP1 Need: Preservation of historic, archaeological and cultural resources

NO-NH-HP1-1 Opportunity: Preserve historic, archaeological and cultural resources

NO-NH-HP1-2 Opportunity: Educate the public and property owners about preservation opportunities

NO-NH-HP1-3 Opportunity: Maintain efforts of the Historic Preservation Commission to preserve historic and archaeological resources

NO-NH-CO CONSERVATION

NO-NH-CO1 Need: Greenspace and open space

NO-NH-CO1-1 Opportunity: Purchase strategic and available property for future recreational use and/or green space

NO-NH-CO1-2 Opportunity: Purchase floodplain property to ensure protection of floodplain

NO-NH-CO1-3 Opportunity: Provide greenspace within new developments or redevelopments

NO-NH-CO1-4 Opportunity: Consider the preservation of green space when considering county projects

NO-NH-CO1-5 Opportunity: Consider preserving important view corridors

NO-NH-CO2 Need: Maintain tree canopy

NO-NH-CO2-1 Opportunity: Protect of existing trees and tree replacement requirements

NO-HS HUMAN SERVICES

Issue Statement:

Human Services are those efforts targeted directly to individuals and families to meet the basic human needs. Cobb County has grown in the past 10 years and has seen increasing diversity in the age, ethnic, cultural backgrounds, and economic status of its residents. Increasing numbers of senior citizens and families in poverty comprise of an important portion of the Cobb County community today. These changes over the last couple of decades have resulted in the growth and increasing complexity of human service needs. In response to these changes and the realization that partnerships with local government is critical to addressing human services concerns, the 2040 Comprehensive Plan has established an element to address the needs for all of the Cobb community.

NO-HS-SS SENIOR SERVICES

NO-HS-SS1 Need: Information and Education

- NO-HS-SS1-1** **Opportunity:** Effective education and additional services demanded by the increasing senior community
- NO-HS-SS1-2** **Opportunity:** Collaborate and coordinate with ARC and other organizations that provide key demographic data
- NO-HS-SS1-3** **Opportunity:** Regional initiatives to address senior issues
- NO-HS-SS1-4** **Opportunity:** Ability to educate on health care and family care-giving
- NO-HS-SS1-5** **Opportunity:** Education for staff
- NO-HS-SS1-6** **Opportunity:** Education and information to erase negative stereotypes of aging

NO-HS-SS2 **Need: Volunteerism**

- NO-HS-SS2-1** **Opportunity:** Seek innovative ways to recruit volunteers, including those for partner agencies
- NO-HS-SS2-2** **Opportunity:** Ensure volunteering groups and individuals meet Senior Service standards
- NO-HS-SS2-3** **Opportunity:** Educate and train volunteers for specialized services
- NO-HS-SS2-4** **Opportunity:** Volunteer advocacy

NO-HS-SS3 **Need: Advocacy**

- NO-HS-SS3-1** **Opportunity:** Advocate Senior Services organizational structure
- NO-HS-SS3-2** **Opportunity:** Ensure advocacy has an emphasis on Senior Services
- NO-HS-SS3-3** **Opportunity:** Encourage seniors to become advocates
- NO-HS-SS3-4** **Opportunity:** Volunteer advocacy

NO-HS-SS4 **Need: Facilities**

- NO-HS-SS4-1** **Opportunity:** Seek ways to maximize usage of facilities
- NO-HS-SS4-2** **Opportunity:** Land donations, city/county partnerships and campus availabilities
- NO-HS-SS4-3** **Opportunity:** Design to incorporate the need of all seniors (fitness, casual socializations areas, offices for consultation, etc.)
- NO-HS-SS4-4** **Opportunity:** Design for efficient operations by clustering different services in one location (park, library)
- NO-HS-SS4-5** **Opportunity:** Consider location of new facilities as an impetus for renewing a declining area or neighborhood
- NO-HS-SS4-6** **Opportunity:** Seek innovative ways for renovation/expansion of existing facilities and/or new facilities

NO-HS-SS5 **Need: Services**

- NO-HS-SS5-1** **Opportunity:** Foster socialization and resulting benefits to the wellness of seniors
- NO-HS-SS5-2** **Opportunity:** Provide services that offer multiple benefits
- NO-HS-SS5-3** **Opportunity:** Identify valuable support systems for seniors
- NO-HS-SS5-4** **Opportunity:** Monitor the need of the minority community and work to address those needs
- NO-HS-SS5-5** **Opportunity:** Educate seniors and public about aging issues

- NO-HS-SS5-6** **Opportunity:** Utilize various programs and initiatives to educate seniors on mental and physical healthy lifestyles
- NO-HS-SS5-7** **Opportunity:** Seek ways to expand services
- NO-HS-SS5-8** **Opportunity:** Address concerns from seniors that affect their well-being
- NO-HS-SS5-9** **Opportunity:** Provide health services for those who cannot pay
- NO-HS-SS5-10** **Opportunity:** Sharing of resources and ideas with other communities
- NO-HS-SS5-11** **Opportunity:** Advocate transportation for the senior population through collaborative efforts with Cobb DOT and other private transit organizations

NO-HS-SS6 Need: Maintain and expand mobility services that provide transportation for senior citizens

- NO-HS-SS6-1** **Opportunity:** Manage and coordinate public/private, local/regional transportation services
- NO-HS-SS6-2** **Opportunity:** Ensure transit serves all demographics with routes to medical facilities and wellness centers

NO-HS-SS7 Need: Adequate senior service facilities

- NO-HS-SS7-1** **Opportunity:** Monitor for the need of additional senior service facilities
- NO-HS-SS7-2** **Opportunity:** Consider joint facility uses

NO-HS-SS8 Need: Easy access to healthcare for seniors

- NO-HS-SS8-1** **Opportunity:** Co-locate senior service facilities with wellness centers
- NO-HS-SS8-2** **Opportunity:** Guide senior living development in close proximity to senior service and healthcare facilities
- NO-HS-SS8-3** **Opportunity:** Coordinate transit options with Cobb DOT and other private transportation providers

NO-HS-SS9 Need: Adequately balance the need for senior living communities based on demand

- NO-HS-SS9-1** **Opportunity:** Manage senior living development
- NO-HS-SS9-3** **Opportunity:** Ensure that senior housing is meeting demand

NO-HS-PH PUBLIC HEALTH

NO-HS-PH1 Need: Coordinate with the Cobb & Douglas Public Health to promote healthy lifestyles and the delivery of essential health services

- NO-HS-PH1-1** **Opportunity:** Support and coordinate with Cobb and Douglas Public Health to promote public health best-practices through policy and built environments
- NO-HS-PH1-2** **Opportunity:** Coordinate with Cobb and Douglas Public Health to build a foundation for reducing and preventing chronic diseases through public health policies and access to healthier lifestyles and preventive health services

- NO-HS-PH1-3 Opportunity:** Establish Cobb County as the healthiest county in Georgia and the southeast US.
- NO-HS-PH1-4 Opportunity:** Joint facility use agreements to provide more recreational opportunities and health oriented activities
- NO-HS-PH1-5 Opportunity:** Innovative approaches to affordable public health service delivery and wellness promotion
- NO-HS-PH1-6 Opportunity:** Coordinate with Cobb & Douglas Public Health to prevent epidemics and spread of diseases
- NO-HS-PH1-7 Opportunity:** Ensure public health centers are accessible to all county residents and well maintained
- NO-HS-PH1-8 Opportunity:** Collaborate with Cobb & Douglas Public Health on ways land use development could improve social cohesion and mental/physical health

NO-HS-PH2 Need: Convenient access to health foods and drinking water

- NO-HS-PH2-1 Opportunity:** Guide and encourage private food markets toward areas that are lacking fresh fruits, vegetables, and other healthy whole foods.
- NO-HS-PH2-2 Opportunity:** Public/Private partnerships for creation of community gardens and the distribution of fresh foods
- NO-HS-PH2-3 Opportunity:** Multimodal transportation options to provide easier access to grocery stores
- NO-HS-PH2-4 Opportunity:** Partnerships to provide fresh produce in food deserts
- NO-HS-PH2-5 Opportunity:** Cooperate with farmers and food providers to support cooperatives and farmer's markets in locations where traditional stores are not inclined to locate (aka. Food deserts).

NO-HS-PH3 Need: Healthcare for uninsured population

- NO-HS-PH3-1 Opportunity:** Focus on economic development to provide more employment opportunities
- NO-HS-PH3-2 Opportunity:** Support Cobb & Douglas Public Health and other health partners on educating individuals regarding healthcare options

NO-HS-PH4 Need: Consider development patterns that promote an active, healthy lifestyle

- NO-HS-PH4-1 Opportunity:** Continuously expand and update public recreational facilities and trails
- NO-HS-PH4-2 Opportunity:** Policies within residential, commercial and/or mixed use developments that encourages transportation related to walking and biking
- NO-HS-PH4-3 Opportunity:** Consider more dense, walkable, pedestrian and bike-friendly nodes of activity within redevelopment or revitalized areas or corridors
- NO-HS-PH4-4 Opportunity:** Encourage multimodal transit in appropriate areas
- NO-HS-PH4-5 Opportunity:** Land use policies that provide open space and access to open space

NO-HS-PH4-6 Opportunity: Interconnected network of multi-purpose trails connecting commercial nodes, residential neighborhoods, and parks

NO-HS-PH5 Need: Emergency preparedness

NO-HS-PH5-1 Opportunity: Coordination between Cobb & Douglas Public Health and Emergency Management Agency

NO-HS-PH5-2 Opportunity: Prepare for the spread of infectious diseases

NO-HS-PH5-3 Opportunity: Reduce the cost of responding and treating infectious diseases

NO-HS-PH5-4 Opportunity: Respond appropriately and assist in community recovery during disasters

NO-HS-PH6 Need: Monitor and maintain environmental health hazards

NO-HS-PH6-1 Opportunity: Ensure air quality meets state standards

NO-HS-PH6-2 Opportunity: Support and expand Stream Monitoring Program

NO-HS-PH6-3 Opportunity: Redevelopment to assist in cleaning up health hazards

NO-HS-ED EDUCATION

NO-HS-ED1 Need: Coordinate with Cobb County School District

NO-HS-ED1-1 Opportunity: Collaborate and coordinate with the Cobb School District on any planning/development review and transportation initiatives

NO-HS-ED1-2 Opportunity: Reduce the impact of school related traffic congestion

NO-HS-AR ARTS

NO-HS-AR1 Need: Public arts venues and programs

NO-HS-AR1-1 Opportunity: County/City partnership to provide more cultural and arts resources

NO-HS-AR1-2 Opportunity: More events centered on the arts

NO-HS-AR1-3 Opportunity: More youth and seniors involved in the arts

NO-ED ECONOMIC DEVELOPEMENT

Issue Statement:

Economic Development is vital to the continued growth, prosperity and quality of life of Cobb County. Whether the focus is on creating new jobs, the recruitment of new business, retention of existing industry, redevelopment of challenging areas or workforce development; all areas are important to the survival of a community and must constantly work in concert to produce an economically successful county. Cooperation and coordination between the public, private and non-profit sectors are important in our effort to improve the business climate in Cobb County. Based upon the county's rising diverse population, existing economic development initiatives and community feedback, a myriad of needs and opportunities exist and must be addressed to continue creating a thriving economy for Cobb residents.

NO-ED-RD REDEVELOPMENT

NO-ED-RD1 Need: Redevelopment/Revitalization

NO-ED-RD1-1 Opportunity: Reactivate vacant buildings and parcels

NO-ED-RD1-2 Opportunity: Support code enforcement throughout the county to address non-compliant properties

NO-ED-RD1-3 Opportunity: Provide economic resources to address problems of struggling neighborhoods and corridors

NO-ED-RD1-4 Opportunity: Set priorities and policies to address economic opportunities, educational performances, housing quality, access to commercial and other support services, public safety, and presence of community organizations and institutions

NO-ED-RD1-5 Opportunity: Establish targeted areas to provide prioritization and focus on revitalizing challenging areas

NO-ED-TA TARGET AREAS

NO-ED-TA1 Need: Aggressive focus on economic development

NO-ED-TA1-1 Opportunity: Promote economic development using creative funding mechanisms

NO-ED-TA1-2 Opportunity: Support and leverage the Community Improvement Districts throughout Cobb

NO-ED-TA1-3 Opportunity: Support economic development partners

NO-ED-TA1-4 Opportunity: Support and coordinate strategies highlighted within the Cobb EDGE

NO-ED-TA1-5 Opportunity: Evaluate internal and external marketing strategies

NO-ED-TA1-6 Opportunity: Promote economic growth throughout Cobb County

NO-ED-TA1-7 Opportunity: Leverage new and innovative technologies

NO-ED-TA1-8 Opportunity: Improve Economic Development Coordination with the six (6) cities, the CID's and other economic development partners

NO-ED-TA2 Need: Increase Jobs

NO-ED-TA2-1 Opportunity: Focus on workforce development

NO-ED-TA2-2 Opportunity: Seek ways to attract, support and encourage small businesses

NO-ED-TA2-3 Opportunity: Support job creation in low-income areas

NO-ED-TA2-4 Opportunity: Support efforts to recruit new businesses to Cobb County

NO-ED-TA2-5 Opportunity: Support efforts to retain existing industry

NO-ED-TA3 Need: Economic Development incentives

NO-ED-TA3-1 Opportunity: Utilize and seek ways to expand existing available incentives in Cobb County

NO-ED-TA3-2 Opportunity: Promote economic growth in underperforming communities and corridors

NO-ED-TA3-3 Opportunity: Promote small business attraction and retention

NO-ED-TU TOURISM

NO-ED-TU1 Need: Support travel and tourism throughout Cobb County

NO-ED-TU1-1 Opportunity: Support appropriate development surrounding tourist centric areas

NO-ED-TU1-2 Opportunity: Work with and leverage Cobb Travel and Tourism to expand tourism options

NO-ED-IA INTERNATIONAL AFFAIRS

NO-ED-IA1 Need: Support and remain active in International Affairs

NO-ED-IA1-1 Opportunity: Promote Cobb County in global markets

NO-ED-IA1-2 Opportunity: Enable connections with our global partners

NO-ED-IA1-3 Opportunity: Assist local businesses in expansion of their international goals

NO-ED-IA1-4 Opportunity: Enhance relationships with sister cities to foster economic development

NO-PS PUBLIC SAFETY

Issue Statement:

The protection of people and property brings a sense of security essential to sustain the quality of life in a community. Public safety in Cobb County is provided by the Public Safety Agency, which includes the Cobb County Police Department, Fire and Emergency Services, Emergency 911, and Animal Control.

Through the SWOT analysis conducted during the initial public participation process there were comments from the community about the real and/or perceived belief of high crime in certain areas of Cobb County. There were also concerns related to the lack of public safety staff and the need to retain and acquire more quality personnel. Other comments mentioned by the community related to proactively planning for new facility infrastructure and equipment and providing more physical outreach in the community.

NO-PS1 Need: Quality public safety personnel and community services

NO-PS1-1 Opportunity: Provide law enforcement, fire, animal control, and E911 services in a professional, efficient and cost effective manner

NO-PS1-2 Opportunity: Strategically consider public safety staffing levels in proportion to service demands within the county

NO-PS1-3 **Opportunity:** Analyze delivery issues, public safety trends, and response times for the purpose of overall service improvement and community problem solving

NO-PS1-4 **Opportunity:** Remain up-to-date on appropriate certification levels and seek ways to improve public safety training programs

NO-PS1-5 **Opportunity:** Anticipate emerging public safety trends

NO-PS2 **Need: Plan for public safety facility infrastructure, technological investments, and equipment**

NO-PS2-1 **Opportunity:** New public safety facilities

NO-PS2-2 **Opportunity:** Co-locate with other community facilities

NO-PS2-3 **Opportunity:** Fill service gaps and provide overall service improvement and community problem-solving

NO-PS2-4 **Opportunity:** Introduce new technology to improve police, fire, E911 and Animal Control services.

NO-PS3 **Need: Crime prevention programs and community outreach**

NO-PS3-1 **Opportunity:** Invest in public facilities, educational programs and social programs for ample activities for youth

NO-PS3-2 **Opportunity:** Coordinate with non-profits and cultural organizations

NO-PS3-3 **Opportunity:** Innovative programs that educate and provide an understanding of different cultures

NO-PS3-4 **Opportunity:** Development design strategies that prevents crime

NO-PS3-5 **Opportunity:** Partnerships between police and communities

NO-PS3-6 **Opportunity:** Community focus in underperforming neighborhoods

NO-PS3-7 **Opportunity:** Remove perceptions and/or reality about crime in less desirable locations

NO-PS4 **Need: Interjurisdictional public safety coordination**

NO-PS4-1 **Opportunity:** Comply with Service Delivery Strategy

NO-DR **DISASTER RESILIENCE**

Issue Statement:

Cobb County has a history of and is prone to extreme weather events, such as, flooding, tornados, severe thunderstorms, severe lightening, winter storms, droughts, and in some cases earthquakes. Dam failures and hazardous material incidents are also disasters that are identified in the Hazard Mitigation Plan prepared by the Cobb County Emergency Management Agency. Recognizing that it is impossible to prevent every disaster the issues are concentrated upon what can be done to avoid and minimize the resulting damage and suffering and allow the residents of the county to recover as quickly as possible. Resilience goes one step farther in that it is not only a consideration of what can be done to address the immediate needs but what can be done to make a community less vulnerable and better able to recover from disasters in the future.

| | |
|---------------|---|
| NO-DR1 | Need: Address all relevant natural hazards |
| NO-DR1-1 | Opportunity: Mitigate flood hazards through structural and non-structural means (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR1-2 | Opportunity: Mitigate severe lightening events through structural and non-structural means (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR1-3 | Opportunity: Mitigate thunderstorm hazards through non-structural means (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR1-4 | Opportunity: Mitigate tornado hazards through structural and non-structural means (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR1-5 | Opportunity: Mitigate winter storms through non-structural means (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR1-6 | Opportunity: Mitigate hazards caused by drought conditions (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR2 | Need: Address all relevant technological hazards |
| NO-DR2-1 | Opportunity: Mitigate dam (failure) hazards through non-structural means (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR2-2 | Opportunity: Mitigate the threat of hazardous material spills (<i>Cobb County Hazard Mitigation Plan 2016 Update</i>) |
| NO-DR3 | Need: Enhance storm water control |
| NO-DR3-1 | Opportunity: Reduce property damage to structures within a floodplain during flooding events |
| NO-DR3-2 | Opportunity: Open space preservation |
| NO-DR3-3 | Opportunity: Sustainability of storm water infrastructure |
| NO-DR4 | Need: Enhance development controls to reduce and/or eliminate damage during extreme weather events |
| NO-DR4-1 | Opportunity: Development standard improvements for disaster resilience construction |
| NO-DR4-2 | Opportunity: Consider storm shelters for homes that are more susceptible to damage during extreme weather |
| NO-DR5 | Need: Emergency Preparedness |
| NO-DR5-1 | Opportunity: Adequately respond when disaster strikes. |
| NO-DR5-2 | Opportunity: Mitigation planning for all types of hazardous events |
| NO-DR5-3 | Opportunity: Coordinate with municipalities and other adjacent jurisdictions |
| NO-DR5-4 | Opportunity: Coordinate response with those responsible for safety in public areas, such as schools, hospitals, theaters, places of worship, etc. |
| NO-DR5-5 | Opportunity: Expand educational and outreach efforts |
| NO-DR6 | Need: Adequate funding for infrastructure |
| NO-DR6-1 | Opportunity: Funding for improving disaster resilient infrastructure |

NO-DR7
NO-DR7-1

Need: Improve quality of life after a disaster

Opportunity: Funding for post disaster recovery from natural and man-made disasters.

NO-IC INTERGOVERNMENTAL COORDINATION

Issue Statement:

Government functions much better when the different levels are working together, do not overlap efforts and avoid cross purposes. The State of Georgia requires coordination of actions through legislation on comprehensive planning, annexation and service provision. The effort to coordinate between county and cities, and the region, and the state agencies is ongoing. Continuous communication is the means of avoiding and resolving issues arising from these potentially contentious functions.

NO-IC1

Need: Build regional cooperation and collaboration

NO-IC1-1

Opportunity: Leverage the Atlanta Regional Commission (ARC)

NO-IC1-2

Opportunity: Participate in dialog on regional issues

NO-IC1-3

Opportunity: Monitor studies, plans and initiatives from the region and state to ensure compatibility with goals and policies of Cobb County

NO-IC1-4

Opportunity: Communicate and partner with jurisdictions that share mutual boundaries on planning issues to manage growth potential

NO-IC2

Need: Maintain and improve intergovernmental relations with Cobb's Municipalities

NO-IC2-1

Opportunity: Comply with Service Delivery Strategy (Public Safety, NO-PS5-1)

NO-IC2-2

Opportunity: Sharing of resources and information with all county municipalities

NO-IC2-3

Opportunity: Collaborate and coordinate land use and economic development efforts

NO-IC2-4

Opportunity: Seek ways to learn, coordinate and share successes

NO-IC3

Need: Coordinate and support existing and future Community Improvement Districts (CID)

NO-IC3-1

Opportunity: Cooperate, support and integrate, when necessary, CID planning efforts and other initiatives

NO-IC4

Need: Improve coordination between Cobb County and Cobb County School District

NO-IC4-1

Opportunity: Coordination and cooperation during the development and rezoning review process

NO-IC4-2

Opportunity: Service Delivery Strategy as it relates to educational services

| | |
|-----------------|---|
| NO-IC5 | Need: Improve governmental and community relations |
| NO-IC5-1 | Opportunity: Consistency on policies from department to department |
| NO-IC5-2 | Opportunity: Invest in diversity |
| NO-IC5-3 | Opportunity: Continue to keep community informed of programs, studies, plans and other initiatives |
| NO-IC5-4 | Opportunity: Overcome perception of a non-transparent government |
| NO-IC5-4 | Opportunity: Ensure parity of services, programming, infrastructure and other government supported initiatives |
| NO-IC5-5 | Opportunity: Leverage technology to interact and improve community relations |

NO-MC MILITARY COMPATIBILITY

Issue Statement:

The Dobbins Air Reserve Base (Dobbins ARB) is critical to Cobb’s local economy, generating thousands of jobs and millions of dollars in annual economic activity and tax revenue, as well as providing military operations. The area around Dobbins ARB continues to experience economic growth and development. Because of this growth it is important for Cobb to take a proactive approach to mitigate existing compatibility issues and to manage growth and encroachment by strengthening coordination between local communities, agencies, the public, and Dobbins ARB.

In 2015, Cobb County adopted the Joint Land Use Study (JLUS), which was a collaborative effort involving Cobb County, City of Marietta, City of Smyrna, Dobbins ARB, Cobb Chamber of Commerce and the public. The primary goal of the JLUS is to protect the viability of current and future operations, while simultaneously guiding community growth, sustaining the environmental and economic health of the region, and protecting the public health, safety, and welfare.

The JLUS is a stand-alone plan that was adopted in 2015. It is the intent of the JLUS to be incorporated into the 2040 Comprehensive Plan by reference, as well as, integrating the guiding principles and implementation of the JLUS plan.

NO-MC1 Need: Recognize the importance of Dobbins ARB and associated organizations

NO-MC1-1 Opportunity: Maintain partnership with Dobbins ARB and other organizations

NO-MC2 Need: Implement Joint Land Use Study

NO-MC2-1 Opportunity: Prioritize compatibility factors and issues

NO-MC2-2 Opportunity: Consider appropriate actions to implement

NO-MC2-3 Opportunity: Properly manage encroachment issues

NO-MC3 **Need: Ensure coordination with Dobbins ARB, City of Marietta, City of Smyrna and other appropriate agencies**

NO-MC3-1 **Opportunity:** Public outreach and education

NO-MC3-2 **Opportunity:** Communication

NO-MC3-3 **Opportunity:** Development Review

NO-MC3-4 **Opportunity:** State and local Coordination

NO-MC4 **Need: Consider updates to the Joint Land Use Study**

NO-MC4-1 **Opportunity:** Up-to-date compatibility strategies on new technologies, programming and/or missions

NO-UD URBAN DESIGN

Issue Statement:

Urban Design is not a required element under the Comprehensive Planning Minimum Standards and Procedures, but it is an important concept that contributes directly to the community's quality of life and the achievement of Cobb County's overall goals. The policies associated with the Urban Design element will not impact the overall county but are meant to guide urban design features in designated land use classifications.

Urban design is the physical design and management of public space and the way that space is experienced and used. Public space includes the totality of spaces used freely on a day-to-day basis by the general public, such as streets, plazas, parks and public infrastructure. In some aspects privately owned spaces, such as building facades or domestic gardens can impact the look and use of public space and are therefore considered urban design features.

As Cobb County continues to grow and change urban design will become increasingly important. Urban Design policies can help conserve and enhance aspects of the physical environment and guide growth to fit the old with the new. Urban Design strategies can raise the standards for how public and private developments contribute to the holistic appearance of the built and natural environment and the overall quality of an area.

NO-UD1 **Need: Quality design through private and public partnerships**

NO-UD1-1 **Opportunity:** Combine aspects of architecture, landscape architecture, and environmental design

NO-UD1-2 **Opportunity:** Encourage creativity, safety, healthy, compatibility and sustainability in design

NO-UD1-3 **Opportunity:** Consider site and building design to create an attractive built environment

NO-UD1-4 **Opportunity:** Aim to achieve quality design on public projects

NO-UD1-5 **Opportunity:** Promote artwork in public places

NO-UD2 **Need: Pedestrian friendly environment**

NO-UD2-1 **Opportunity:** Work with DOT to ensure comfortable and safe pedestrian movements

NO-UD2-2 **Opportunity:** Gear urban design standards toward creating a pedestrian friendly community

NO-UD2-3 **Opportunity:** Guide toward mixture of uses that include building orientations that are designed for the human scale

NO-UD2-4 **Opportunity:** Promote useable open space and plazas

NO-UD2-5 **Opportunity:** Consider an holistic approach to designing a network of non-vehicular paths and trails

NO-UD2-6 **Opportunity:** Enhance and promote a quality and safe pedestrian-friendly streetscape environment

NO-UD3 **Need: Circulation and Connectivity**

NO-UD3-1 **Opportunity:** Design for vehicular, pedestrian, bike and transit traffic

NO-UD3-2 **Opportunity:** Ensure system connects with each other in order to create a continuous and cohesive circulation pattern

NO-UD3-3 **Opportunity:** Increase accessibility to major destinations for all sectors of people

NO-UD3-4 **Opportunity:** Ensure connections between open spaces, plazas, and parks through pedestrian and bike trails

NO-UD3-5 **Opportunity:** Maintain continuity of sidewalks along the roads

NO-UD3-6 **Opportunity:** Ensure vehicular and non-vehicular connections between neighborhoods and schools, retails businesses and parks and other major public amenities

NO-UD3-7 **Opportunity:** Promote transit, provide walkways, reduce block sizes, allow through-block pedestrian connections for big blocks, and create more through roads

NO-UD4 **Need: Public places**

NO-UD4-1 **Opportunity:** Promote a sense of community by ensuring parks, plazas, playgrounds, sidewalks, and open spaces

NO-UD4-2 **Opportunity:** Ensure public/private partnerships for private spaces that dedicated for public use

NO-UD4-3 **Opportunity:** Seek creative ways to ensure safety within public spaces

NO-UD4-4 **Opportunity:** Consider major street intersections, gateways and business centers to locate public plazas

NO-UD4-5 **Opportunity:** Integrate public spaces with landmark structures, architecturally significant building designs, sculptures and art works

NO-UD4-6 **Opportunity:** Consider amenities based on usage

NO-UD4-7 **Opportunity:** Guide the location of neighborhood parks toward residential neighborhoods and schools

NO-UD5 **Need: Unique districts**

- NO-UD5-1** **Opportunity:** Recognize the importance of intangible features in neighborhoods
- NO-UD5-2** **Opportunity:** Seek to establish tangible aspects, such as physical characteristics and boundaries for the neighborhoods
- NO-UD5-3** **Opportunity:** Identify the uniqueness for each district
- NO-UD5-4** **Opportunity:** Maintain a cohesiveness between districts to ensure appropriate transition between districts
- NO-UD5-5** **Opportunity:** Promote a vibrant, well-designed, and business friendly commercial district
- NO-UD5-6** **Opportunity:** Strengthen residential design standards with more emphasis on design criteria for both single and multi-family residential units
- NO-UD5-7** **Opportunity:** Consider special districts that may carry immense significance for Cobb's economy
- NO-UD5-8** **Opportunity:** Coordinate with appropriate organizations on a different programs that help revitalize underutilized areas to establish unique districts

NO-UD6 **Need: Environmental and Sustainability**

- NO-UD6-1** **Opportunity:** Recognize the value of natural resources as a tool for quality development
- NO-UD6-2** **Opportunity:** Maintain a balance between the built and natural environment
- NO-UD6-3** **Opportunity:** Consider preserving important view corridors
- NO-UD6-4** **Opportunity:** Maintain and improve upon land use polices that provide open space and access to open space

NO-UD7 **Need: Landscaping**

- NO-UD7-1** **Opportunity:** Enhance the built environment and urban spaces, and integrate the man-made environment with the natural environment
- NO-UD7-2** **Opportunity:** Ensure landscaping features exhibit local cultures and values and native plantings
- NO-UD7-3** **Opportunity:** Consider green infrastructure in appropriate areas
- NO-UD7-4** **Opportunity:** Encourage urban design landscaping features in the design of public parks and public buildings
- NO-UD7-5** **Opportunity:** Emphasize street corridor characteristics with appropriate street trees and streetscape options
- NO-UD7-6** **Opportunity:** Consider landscaping design standards that are unique but cohesive to the respective district