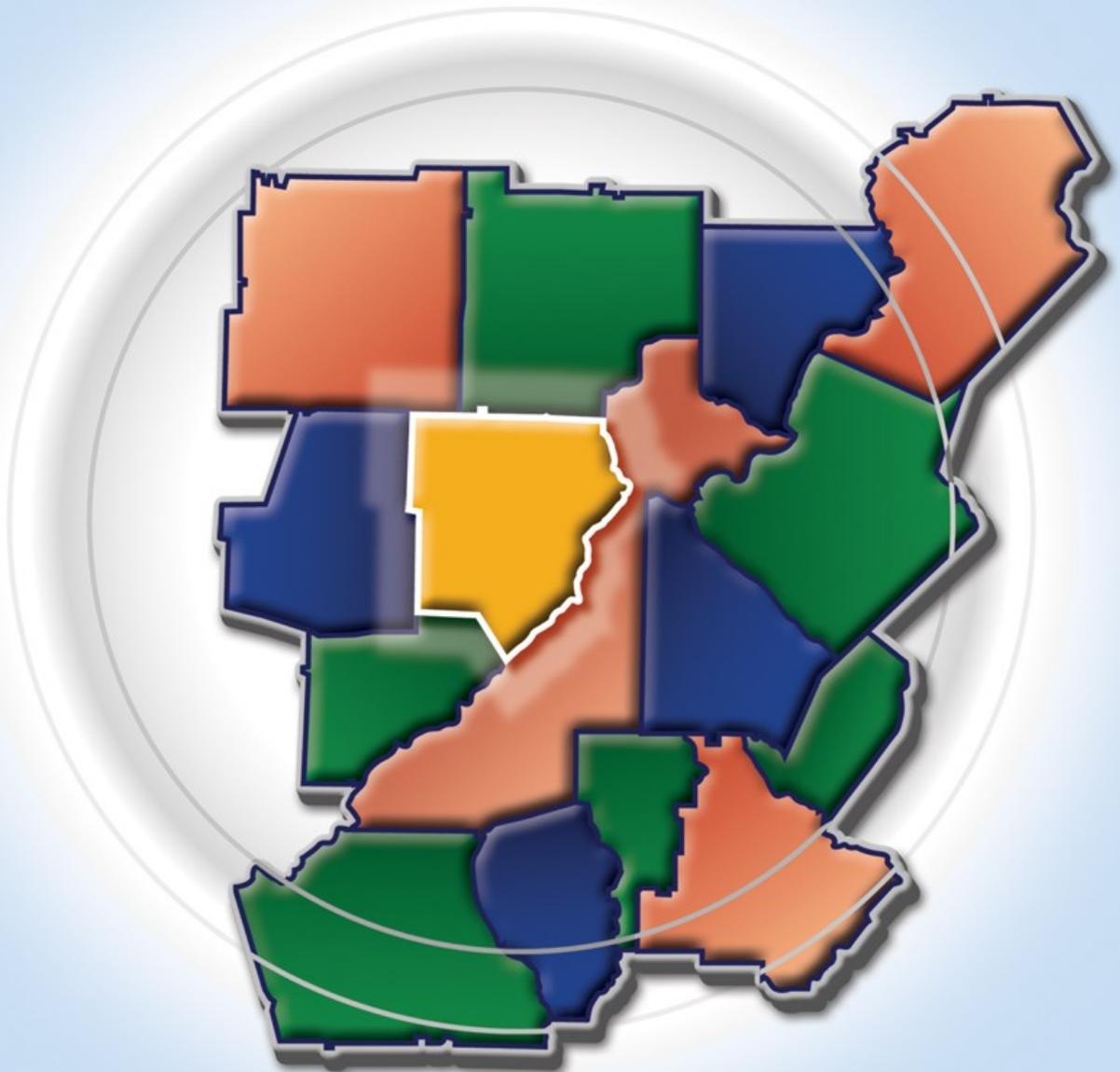


COBB COUNTY

2030 Comprehensive Plan



Last Updated: April 2016

Mapping Cobb's Future

Mapping Our Future 2030 Comprehensive Plan

Community Agenda

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Cobb County... Expect the Best!

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COMMUNITY AGENDA

INTRODUCTION

If we were to look back at Cobb County twenty years ago, it is obvious that change occurs and it happens at a rapid pace in metropolitan Atlanta. Neighborhoods, business districts, transportation systems, natural environments, and other urban systems experience a continued ebb and flow of positive and negative impacts. Given the change that occurs, it becomes increasingly important to promote positive community characteristics and an area's sense-of-place. At the same time, direction and forethought should be given that provides direction and a road map for the future of the community. This compass will provide recommendations to the community that take into account cumulative impacts when directing growth into preferred areas while providing a solid foundation for the protection of important resources.

The Community Agenda is the compass that points Cobb County towards its preferred future. It is a policy document that assists decision-making and administrative actions in an effort to guide Cobb County towards the community's preferred future. The material in this portion of the Comprehensive Plan document is geared towards helping elected officials, businesses, land owners, residents, and staff makes decisions ensuring that future changes benefit the community. The material in this portion of the document has the backing of the greater Cobb County community, who helped to shape the Comprehensive Plan. Cobb is a special place and it will take a consorted effort from the community-at-large to retain its distinctive characteristics by ensuring a quality community for this and future generations.

A clearly detailed plan that identifies the wishes and desires of a community will assist elected officials, developers, residents, and other stakeholders by saving time, money and avoiding litigation, thus reducing aggravation and frustration for all parties. The plan will



not be a cure all for growth-related ills and it will be extraordinarily difficult to implement without strong local support. Nonetheless, the plan will ensure that the choices we make today will move Cobb County towards the collective vision for the future as identified as identified in this document.

The Cobb County 2030 Comprehensive Plan: Mapping Cobb's Future herein called the Community Agenda is the main policy document linking property rights, infrastructure needs, and service needs into a concise growth management strategy and has been adopted by the Planning Commission and Board of Commissioners for the residents, businesses, and stakeholders in Cobb County. The Cobb County 2030 Comprehensive Plan: Mapping Cobb's Future is amended from time to time via a minor yearly update process called the Comprehensive Plan Amendments. The Comprehensive Plan Amendments are presented to the Planning Commission and Board of Commissioners in January of each calendar year for consideration. After the Board of Commissioners adopts the minor amendments, the revised Comprehensive Plan is transmitted, through the process outlined by the Department of Community Affairs, for review, concurrence, and adoption. The Community Development Agency receives a confirmation letter through the appropriate authority designated by the State that the amendments are minor and the revised Comprehensive Plan is accepted.

The Community Agenda contains a number of subsections including: Community Vision; Community Issues and Opportunities; Policies; and Implementation Program. County staff emphasized that the document was put together with substantial public input as identified in the Public Participation Program. This included three different types of public workshops that provided different vehicles for the community to participate in the development of this program. The first was a standard public information meeting that included a break-out session with the participants. The second public meeting was a design workshop where staff assisted the community in developing a graphical description of the future of Cobb County. The third meeting was a workshop that



provided participants with the ability to view and comment on proposed policies to be included in the new plan document. These various meeting types were conducted as a way to inform, educate, and involve the public as we built public support for this vision for the future of the community. This document was created for Cobb County by the people and stakeholders in Cobb County.



COMMUNITY VISION

The first section of the Community Agenda is the creation of the Community Vision. The intent of the Community Vision is to help create an image of what the community would like to become. This is done by providing a complete description of the development patterns to be encouraged in various areas of the jurisdiction. It includes the following: Vision Statement, Character Areas; and Future Land Use. All of these sections have a narrative description to provide additional details and analysis.

Cobb Vision 2030

The vision statement promotes long-term goals and a desired future for the community. The intent is to paint a picture that exhibits the ideals of the community and provides a distinct understanding of what the stakeholder's desire for the future in Cobb County. This vision statement was first drafted by various community leaders in Cobb. It was then amended through participation and comments from the Comprehensive Plan Steering Committee and the community-at-large, who requested various additions and revisions from the original draft document. The result of this process was the following goal statement:

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.



Character Areas

An important step in the creation of a community vision is providing a verbal and graphical description of what exists in the community by providing some thoughts on how they will develop in the future. This is accomplished through the use of a character area map. The character areas are unique areas of the county that contain characteristics that separate them from the surrounding areas. They exhibit development patterns, urban design, special architectural elements, history, stability, blight, or some other factor that will assist individuals in understanding more about the area. The final product of this Community Assessment segment is a graphical representation of the community with accompanying classification descriptions. It is important to note that Cobb County does not intend to use the Character Areas as a policy document. The Future Land Use Map, which is included later in this document, is the official land use document of the Comprehensive Plan with respect to growth policy. The Character Areas are meant as a tool to help create a vision for the future of the county that will be used to develop the goals and policies included later in this document.

The process for developing the Character Areas was a community-based process. Staff started the process of recommending possible character areas designations as part of the Community Assessment phase of the Comprehensive Plan. The Comprehensive Plan Steering Committee then revised the character area designations prior to the public meeting. Finally, on May 22nd, 2006, the Planning Division performed a design charette with the community as a way to involve them in the visioning process. The comments from the public were taken back to the Comprehensive Plan Steering Committee and additional revisions were made to the map in order to create a complete community vision that was based upon the needs and desires as expressed by the participating public. Overall, the public was receptive to the development of the Character Areas throughout the county and the charette assisted staff and the community in generating a vision for the community. Please refer to the Character Areas map on page 16 to obtain a visual layout of the categories as defined below.



Rural

Rural (R) categories are typified by areas with agricultural production, horse farms or other types of non commercial animal activities, open space, pasture lands, and large lot residential uses. The intent of this district is to encourage the preservation of a more pastoral lifestyle and provide an area that harmonizes with the surrounding natural environment. These areas contain a high degree of open space and a large separation between buildings. Developments in these areas should respect the surrounding natural environment by protecting ponds, streams, wetlands, and areas containing steep slopes. In addition, developments in the area should try to preserve tree cover in the area, ensure the health of specimen trees, and preserve important stands of trees with the intention of creating greenways throughout this section of the county. The “R” areas tend to have few existing pedestrian facilities and little to no transit opportunities. Future developments in these areas should respect the bucolic nature of the surrounding community and be created in harmony with the natural environment by encouraging large lot residential communities or communities that preserve quality open space. This would not result in traditional suburban subdivisions with masonry walls, wrought iron gates and other feature, but rather houses and roadways that respect the contours of the land and include rolled curbs, winding sidewalks, and walking trails. Finally, this category includes standard rural areas and rural residential areas. The rural areas will contain multi-acre lots and contain significant agricultural and husbandry activities, while the rural residential areas have subdivisions that are complimentary to the existing natural environment.

Suburban Residential

Suburban Residential (SR) areas are composed almost exclusively of residential uses. Many of these areas also contain civic buildings that assist in education, service provision, or act as a place of assembly. Some of the areas termed Suburban Residential are built out areas while others are considered developing. The two types of Suburban Residential areas are similar in their primary make-up and development pattern with features that include cul-de-sac street designs, low density developments, minimal



pedestrian facilities, a varying degree of open space, and a high to moderate degree of building separation.

The suburban residential environment within Cobb County provides residents with a living environment that is comfortable and inviting. It also offers a sense of security, safety, and consistency that is desired by many individuals in metro Atlanta. The dedicated open space areas in suburban areas tend to be privately owned either collectively or individually. The collective ownership of open space is generally under the purview of homeowner's associations. These open space areas are provided by covenants and are maintained by the residents of the subdivision. It would be a benefit to the community to have these areas permanently protected through either a conservation easement or deed restrictions. The individual ownership of open space is provided in existing lots of varying size. Since they are privately owned pieces of property, there are no guarantees that these areas of open space will exist in the future, because development may occur that will alter the tree cover and topography of the land. Suburban residential areas are characterized by street layouts containing a cul-de-sac network flowing into a collector and arterial street system which contributes to severe traffic congestion at peak travel times.

The Suburban Residential areas can be improved by retrofitting neighborhoods through the addition of community focal points (schools, community centers, and parks), sidewalks, street interconnections, and appropriate traffic calming measures. These focal points can be a benefit to the community as long as they are planned so that they will not negatively impact the viability and desirability of adjacent neighborhoods and to be developed in a way that is both compatible and complimentary with the surroundings.

Residential Revitalization

The Residential Revitalization (RR) areas are older traditional or suburban neighborhood developments. These areas contain some of the older individually platted housing units



and some of the early suburban-style housing communities in the county. Generally these areas contain a high level of pedestrian orientation, sidewalks, street trees, small regular lots, limited open space, and a low degree of building separation, with a few exceptions. The “RR” areas have a mixed homeownership rate, where the some of the housing stock in the area is declining due to a lack of investment by the property owners. The areas need to have strategic investment into the community in a way that will stabilize the neighborhoods and preserve the integrity of the existing neighborhood. This can be accomplished by creating additional home owners in the area and by providing financial assistance to low income homeowners for upgrading their housing units through additional maintenance and upkeep. Revitalization in the area should be done by keeping the general layout of the neighborhood intact, maintaining the basic street system and consistent architectural elements with existing structures in the area. New housing units created through infill activity should be similar in nature to the existing housing stock, so they fit into the community while also meeting current market demands. As the residential housing stock in these areas improves, there will be a corresponding enhancement in the quality of neighborhood serving commercial space in the nearby corridors and activity centers. The Bells Ferry area is an example of a revitalization area that would benefit from compatible infill development and the renovation of existing properties.

Redevelopment Residential

Redevelopment Residential (RdR) areas are older neighborhoods, usually developed before or just after World War II are experiencing major decline in the housing stock due to the lack of investment and upkeep of thereby aging properties. Some “RdR” areas contain vacant land, deteriorating structures, and unoccupied units. These areas tend to have low home ownership rates. There may also be instances of commercial intrusion into these residential areas in an attempt to “jump start” development. New developments may need to demolish many of the existing structures, if they are not salvageable. Due to the extent of the deterioration in these neighborhoods, the complete re-imagination of the



neighborhoods, or portions thereof, may be necessary to start creating stability. If the area was originally developed as a traditional neighborhood development, the public space, streets roads, parks, and other common areas should be maintained. If the areas were suburban style cul-de-sac subdivision, additional street connections may be necessary to increase accessibility, disperse traffic, and shorten walk and bike trips. The goal in these large scale redevelopment projects is to create a village or hamlet concept that has central community gathering places, multiple residential styles to accommodate diverse populations, and easy access to neighborhood retail needs. These design elements will help to generate a sense-of-community and start to rebuild the social psyche for the community-at-large

Village

The Village (V) areas are older more traditional neighborhoods many of which were developed prior to World War II. These areas are predominantly residential, but also have small neighborhood-scale businesses located at the focal point in the neighborhood. The business district in these areas helps to form a traditional neighborhood development theme that has distinct design and architectural characteristics appropriate in its original developmental timeframe. These areas have a high level of pedestrian orientation, sidewalks, street trees, limited open space, and a variety of housing types and unit sizes. The surrounding residential area contains stable areas with well-maintained structures and parcels or tracts witnessing a high rate of homeownership. These areas should focus on preserving and maintaining the original character of these neighborhoods. Infill development should be done in a manner that does not significantly detract from the existing neighborhood, but also meets the market demands of today's home buyer. The grid street network should be maintained and where appropriate, additional pedestrian and bicycle facilities should be incorporated.



Activity Center

The Activity Center (AC) areas are a neighborhood or community focal point with a concentration of commercial/retail activities and may have a higher residential density compared to what exists in the surrounding community. These areas also tend to have open space or other areas that promote public gathering and social interaction. Smaller activity centers may only serve one neighborhood, while larger activity centers may draw from numerous neighborhoods. The larger the activity center, the more appropriate it is to have a residential component mixed with a commercial/retail component. Residential areas in the larger “AC” areas should be either mixed-use buildings or areas used as a buffer, creating a separation between non-residential components and existing residential neighborhoods. The stabilization and protection of the existing residential communities surrounding the activity centers is important to future development patterns in these areas. Pedestrian activity is another important factor in the viability of activity centers because it allows people that live in the neighboring residential areas the ability to accomplish daily trips without using the automobile. Designing “AC” areas in this manner will require a comprehensive strategy that ensures pedestrian facilities throughout the activity center and also requires connections with existing established neighborhoods. Pedestrian facilities in these areas should be developed in a manner that provides a level of safety in its interaction with the vehicular traffic and is well-connected to facilitate movement between buildings.

Another method to differentiate types of activity centers is to divide them into neighborhood and community activity centers. The Future Land Use map categories, described later in this document, provide thorough definitions and policies detailing the differences between these two land use types and their impact on the surrounding community.



Redevelopment Commercial

Redevelopment Commercial (RdC) areas are declining, vacant, or under-utilized strip shopping centers. They are generally areas containing a high degree of access to vehicular traffic. Some of the characteristics of the existing developments include a high quantity of on-site parking, a low degree of open space, and a moderate floor area ratio. It is important to retrofit these older commercial centers into a more aesthetically pleasing and marketable products for future tenants. These aesthetic improvements can occur in a multitude of ways including: façade improvements with new architectural elements; reconfiguration of the parking lot and circulation routes; providing pedestrian amenities such as covered walkways; benches, ornamental lighting, and bicycle racks; adding landscaping and street trees; and the establishment of new commercial structures at the street frontage in areas that were previously used for overflow parking, thus creating a more centralized shopping area with internal parking.

Civic

Civic (Cv) areas are congregations of uses that are appropriate for government, cultural activities, and other areas where people congregate to a particular location for community-based reasons. This is an area appropriate for schools, government buildings, post offices, museums, and churches. Public art should be encouraged throughout these areas as a means of celebrating the history and culture of the area. Pedestrian systems should be improved to provide for greater accessibility and enhance the community's enjoyment of these public spaces.

Corridors

The Corridors (Cor) are areas that exist along major arterials roads and highways. Currently, the areas are primarily commercial in nature with the majority of the uses being strip commercial centers, served almost exclusively by the automobile. There is a diversity of development quality within many corridor areas where some are economically viable, while others are underutilized or contain marginal land uses. These



areas require a new vision that will help bring a more pleasing and inviting built environment. This new vision can be accomplished by adding urban design treatments such as: transitioning suburban roadways into boulevards; adding decorative streetlights, street trees, and landscaped areas; requiring power lines to be placed underground; and creating multi-modal facilities to encourage pedestrian, bicycle, and transit usage. These improvements will result in a more aesthetic roadway profile, a safer environment for pedestrians, and serve to revitalize some of the underperforming centers. Another facility that will improve pedestrian safety is pedestrian refuge islands. These raised roadway islands assist in creating safe areas to ease crossings at major intersections. Inter-parcel access should also be encouraged between properties to assist with vehicular circulation issues. It is also appropriate to consider residential uses in many of these corridor areas.

The future development of corridors can be separated into urban corridors and suburban corridors. Both roadway classifications require some residential development or mixed-use development to diversify the land uses in the area. The main difference between the two classifications is the scale and intensity of the developments created.

The urban corridors areas should be located along main thoroughfares that connect to urban centers or are within close proximity to the interstate highway system. The urban corridors should sustain higher density residential uses and more intense commercial/office uses. Many of these developments should be in a mixed-use format that will allow for alternatives to the current perpetuation of sprawl. It is integral that existing stable neighborhoods in the vicinity of these urban corridors have adequate transition and buffering from the higher intensity uses to protect these neighborhoods from negative externalities relating to new development.

The suburban corridors areas should be located along arterial streets that provide general connectivity to other areas of the county. The development on the suburban corridors should be much less intense when compared with the urban corridors. The existing



infrastructure and surrounding land-uses require a less intense residential and commercial/office use. Generating a mixture of uses along these corridors is also important in providing additional housing opportunities without destroying additional open space or destroying the fabric of existing stable residential communities. Adequate buffers and transitions should be instituted to protect existing stable neighborhoods from the new developments that will be generated on these corridors.

Some corridors are contained in an area that has been identified regionally by the Livable Centers Initiative (LCI) program. LCI is a program offered by the Atlanta Regional Commission that encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies. Planning grants were awarded to Cobb County, in the noted areas, to prepare plans for the enhancement of existing centers and corridors, taking advantage of the infrastructure and private investments committed in these communities and achieving more balanced regional development, reducing vehicle miles traveled and improving air quality. LCI areas are included in the character areas identification as an overlay because of the substantial investment that has been made to define the preferred future for these areas.

Urban Center

Urban Center (UC) areas contain a concentration of high intensity commercial and office uses. These areas tend to have a high degree of access by vehicular traffic and transit modes. Urban centers evolve in areas that have quality access to the metropolitan region such as at intersections of major Interstate systems. It is common in the “UC” areas to have a low degree of internal open space, a high floor area ratio, and development occurring on large tracts of land as a campus or unified development. The concentration of uses in these areas, as mentioned above, should contain high-density retail, office, and services, which acts as an employment center that draws people from throughout the metropolitan area. It is important to start expanding the diversity of land uses within the



urban areas by incorporating new housing opportunities. The housing should be primarily higher-density and include a diversity of housing types and price ranges. Design of all new construction in an urban center should be pedestrian-oriented that would include safe and aesthetically pleasing connections between different uses, greenspace, and multi-use facilities. New transit and vehicular transportation facilities should be designed and implemented in ways to make the areas more pedestrian friendly by incorporating sidewalk, pedestrian amenities, pedestrian islands, and other facilities to ease pedestrian mobility while also maintaining adequate vehicular service.

Office Warehouse

Office Warehouse (OW) areas contain uses that have wholesale trade, distribution activities, and office parks. These are areas with campus-style office, service, and manufacturing uses that are characterized by a high degree of vehicular access. The developments tend to have plenty of on-site parking, a low percentage of open space, and a moderate floor area ratio. Uses in these areas do not generate excessive noise, particulate matter, vibration, smoke, dust, gas, fumes, odor, radiation, or other nuisance characteristics. New developments in Office Warehouse areas should incorporate landscaping and site design solutions to soften or shield views of buildings, parking lots, loading decks, etc. Some lands in the “OW” district that are zoned as Light Industrial or Heavy Industrial should be protected from residential and retail incursion. It is vital to the future growth of the county that industrial lands be preserved for future economic expansion.

Industrial Manufacturing

Industrial Manufacturing (IM) areas contain uses that have manufacturing, assembly, processing activities, and other types of standard manufacturing processes. These are industrial land uses where noise, particulate matter, vibration, smoke, dust, gas, fumes, odors, radiation, or other nuisance characteristics are not contained on the site. New developments in Industrial Manufacturing areas should incorporate landscaping and site



design solutions that soften or shield views of buildings, parking lots, loading decks, etc. In addition, users in these “IM” areas should incorporate measures to mitigate impacts to adjacent developments and the natural environment. Lands listed as industrial manufacturing that are zoned as Light Industrial or Heavy Industrial should be protected from residential and retail incursion. Similar to the Office Warehouse classification, it is vital to the future sustainability of the county that industrial lands be preserved for future economic expansion.

Park, Recreation, Conservation, and Historic

Park, Recreation, Conservation (PRCH) areas are a mixture of land uses that include undeveloped, natural, environmentally sensitive, recreational uses, significant landmarks, and areas with significant historical and/or cultural interest. These include areas with floodplain, wetlands, steep slopes, wildlife management areas, protected open space, pocket parks, linear greenspace linkages, multi-use trails, historic properties, and historic districts. The “PRCH” areas should maintain their current character by not allowing substantial developments that will result in major land disturbance activity. Minimizing land development activities will help preserve the character of these areas and ensure greenspace/natural lands for future generations. Historic properties in designated areas should be protected from demolition and rehabilitation should be encouraged to ensure that these structures are around to educate future generations. New developments in specified historic districts should be of a scale and architectural design that fits well into the historic fabric of the community.

Brushy Mountain Line

The Brushy Mountain Line is a ten-mile stretch of Civil War earthworks running from Brushy Mountain, located northeast of Kennesaw Mountain, southwest to Lost Mountain. Confederate General Joseph E. Johnston had the trenches constructed in the summer of 1864 in an effort to defend Kennesaw Mountain from the advancing Union General William T. Sherman. Johnston eventually removed his troops to the Kennesaw Mountain



Line and Union troops occupied the Brushy Mountain Line. Of the ten miles of earthworks, only thirteen sections remain of this strategic defensive line.

Johnston's River Line

The Johnson's River Line is an area with a large quantity of significant archeological resources that include a long line of trenches and other earthen defenses. General Joseph Johnston constructed the earthworks to repel the Union forces as they marched towards Atlanta in 1864. The Johnston's River Line is particularly significant due to the presence of very unique fortifications called *shoupades*. These Civil War fortifications were constructed solely along the River Line and do not exist in any other place in the country. Thirty-six were originally engineered, and only nine (9) remain.

Historic Vinings Village

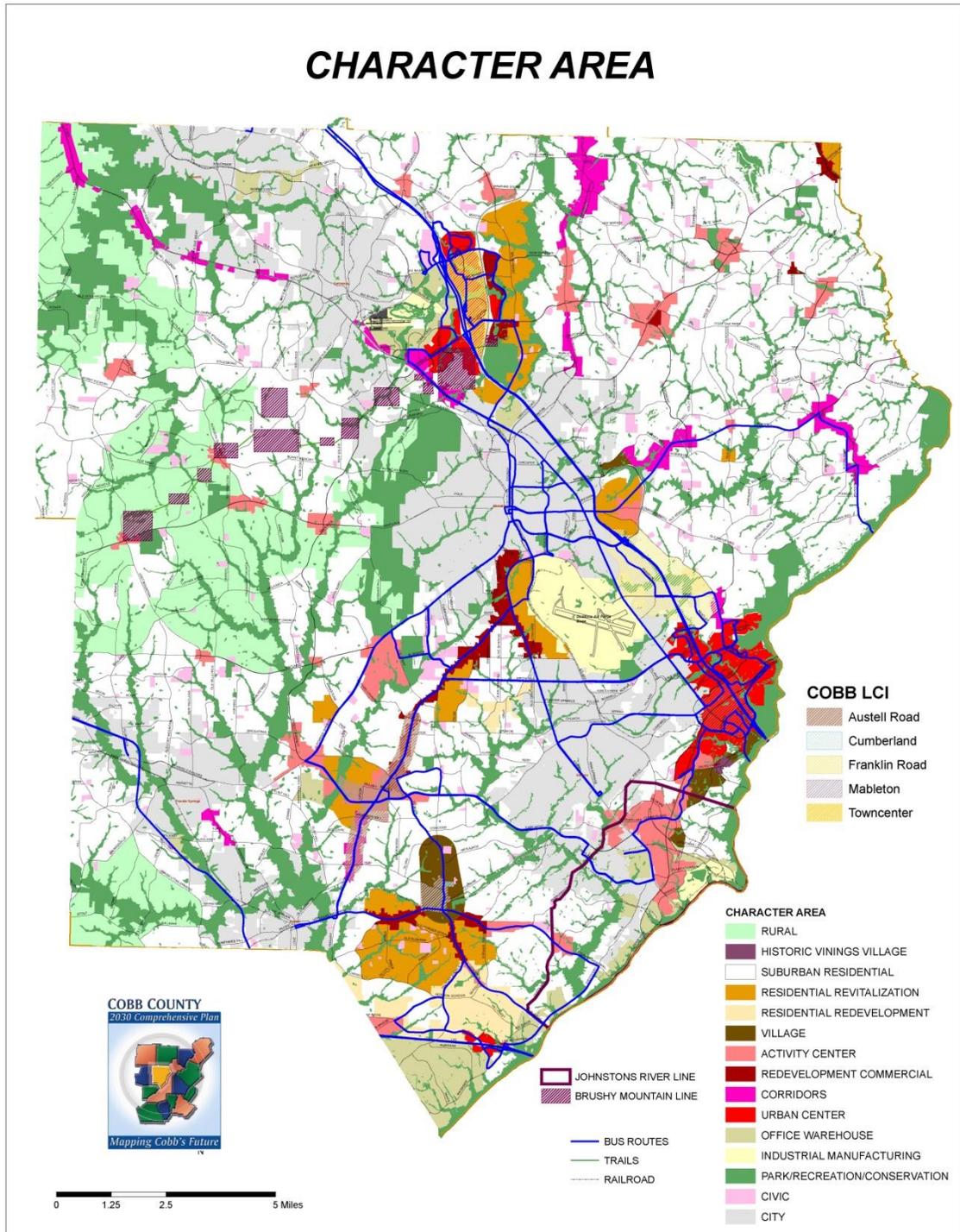
The Historic Vinings Village is a well defined area with a distinct sense-of-place. The history of the Vinings community is an important part of its identity and greatly impacts the current built environment. After the Cherokee Land Lottery, from 1832 to 1836, Hardy Pace accumulated multiple land lots and by 1838 had established a settlement that included a grist mill, inn, ferry, post office, and farming interests that was known as Paces "Crossroads", which is the origin of the Vinings community. The area was ideal for this type of settlement due to its proximity to the Chattahoochee River and near a proposed railroad line. In 1842, the Western & Atlantic Railroad was completed between Atlanta and Marietta. A growing railroad camp was established known as "Vinings Camp", named after the young civil engineer William H. Vinings who worked on design and construction of the rail line. By the late 1840's, with a train stop and telegraph station, the area was named "Vinings Station". In 1864, the area was captured and occupied by Union forces en-route to Atlanta. By the late 1800's the Vinings community rebuilt and reestablished itself with a railroad stop and small community. By 1904, a small one-lane bridge was built to replace the original Paces Ferry, which was used to connect the Buckhead community with Cobb County.



Today, the Historic Vinings Village has a small neighborhood-scaled commercial area with some residential uses in close proximity and a couple of governmental/institutional buildings. Surrounding the Historic Vinings Village is a stable residential area that is predominately single-family residential. The commercial spaces in the Historic Vinings Village utilize architectural treatments and textures that blend in with the surrounding Local and National Register Historic Buildings. The transportation infrastructure within the unincorporated community has moderate pedestrian accessibility, which should be improved over time. The residential uses in the Historic Vinings Village and surrounding the Historic Vinings Village are stable and well maintained. The Vinings area has a high level of home ownership and many are actively involved in community activities. The main focus for the future of the Historic Vinings Village is on preserving and maintaining the character of the neighborhoods and business district. Infill development in the residential and commercial sections should be done in a manner that is sensitive to the area's uniqueness and does not detract from its ambiance. It may be appropriate to assist the Vinings community with branding and master planning to preserve history and use it to expand tourism opportunities.



CHARACTER AREA





Future Land Use

Future land use is an important component to the overall comprehensive planning process. The designations listed in this section act as a guide and policy framework for making land use decisions within the community. The future land use designations should be used in association with the policy statements to provide a clear understanding of what the community expects for new developments in areas throughout the county. The resulting future land use map is the culmination of the policies contained in the document making it the official “future development map”, as requested by the Georgia Department of Community Affairs in their “Standards and Procedures for Local Comprehensive Planning, effective May 1, 2005.

The future land use section contains a description of the designation, the Department of Community Affairs “Quality Community Objectives” that are applicable to each designation, an identification of implementation measures used to achieve the desired development pattern, and listing of specific land uses allowed in the designation. It should be noted that the Board of Commissioners, in making land use decisions, use the future land use map as a guide in the decision making process, but there are circumstances when decisions will be made that are contrary to this document based upon a change in market conditions, information unbeknownst to staff/community in the preparation of this document, or some other condition.

Land use categories have been created to allow for the development of a broad spectrum of land uses throughout the county. The locations of these categories have been determined based on the analysis of existing or proposed road improvements, availability of basic services such as water and sewer, existing land uses, general character of an area, current and projected growth trends, environmental constraints, development feasibility, other accepted planning principles and Board of Commissioners' articulated objectives. The future land use map does not categorize any land as Undeveloped or Agriculture/Forestry;



development is anticipated throughout the county over the next twenty years. Listed below are the land use categories of the future land use map.

Commercial

- ◆ Regional Activity Center - RAC
- ◆ Community Activity Center - CAC
- ◆ Neighborhood Activity Center - NAC

Industrial

- ◆ Industrial Compatible - IC
- ◆ Industrial - IND

Miscellaneous

- ◆ Public/Institutional - PI
- ◆ Park/Recreation/Conservation - PRC
- ◆ Transportation/Communication/Utilities - TCU

Residential

- ◆ Rural Residential - RR
- ◆ Very Low Density Residential - VLDR
- ◆ Low Density Residential - LDR
- ◆ Medium Density Residential - MDR
- ◆ High Density Residential - HDR

Regional Activity Center

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



- ◆ Floor area ratios (FAR)¹ should be less than 2.0 for office and mixed use projects and less than 1.0 for retail uses.
- ◆ Regional serving office and retail development and supporting services should be encouraged to locate in Regional Activity Centers.
- ◆ Regional Activity Centers shall be located in close proximity to the intersection of two freeways and their access ramps to/from adjacent arterial streets.
- ◆ Regional Activity Centers should be located only where there are adequate water and sewer services.
- ◆ Office, retail, personal service, apartment lodging and other high density residential uses should be encouraged to be developed together as self-contained mixed use projects.
- ◆ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.
- ◆ Property located within a RAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 80% of the site may be covered with impervious surfaces. For residential uses, no more than 70% of the site may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stories. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site development, streams and floodplain shall be identified as open space.

Regional Activity Center - Sub Area Classifications

The Board of Commissioners adopted maps on December 21, 1994 as an official addendum to the Future Land Use Map of the Cobb County Comprehensive Plan, and as such,

¹Floor Area Ratio - The ratio of floor area is the expression of density allowed on a specific parcel of land. A permitted ratio of 2.0 on a 10,000 square foot lot would allow a building whose total floor area is 20,000 square feet. In this case the FAR would be calculated by dividing the square footage of the building (20,000 square feet) by the square footage of the lot (10,000 square feet).



represents county growth management policy in areas designated as Regional Activity Centers. These maps are included in the Appendix.

The intent of these sub area classifications is to optimize the use of land in areas designated as Regional Activity Centers on the Cobb County Future Land Use Map by encouraging use types to develop in the most appropriate locations. Appropriateness is determined by the carrying capacity of the site, access considerations, compatibility with adjacent uses, suitability of scale and market potential. The use definitions are intentionally broad, serving to preserve much of the original flexibility of the Regional Activity Center designation, while also insuring that land uses are limited to suitable areas.

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

Low Density Residential

- ♦ Low Density Residential provides areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre. Since the purpose of the Regional Activity Center is to provide for high intensity development, the development of Low Density Residential should be limited to tracts on which the environment and/or terrain will not allow more intense development activity.

Medium Density Residential

- ♦ Medium Density Residential provides areas that are suitable for medium density housing between two and one-half (2.5) and five (5) dwelling units per acre.

High Density Residential

- ♦ High Density Residential provides areas that are suitable for low rise, high density housing and mixed use developments. Mid or high-rise residential/mixed use developments are also appropriate in this category. This shall include developments in



excess of four (4) stories per structure. Because of the unique, urban characteristics of RAC's, building height and density shall be reviewed on a case-by-case basis.

- Because of the unique circumstances regarding access to the remaining underdeveloped parcels along Wilson Road in Land Lot's 429 and 430, 16th District, west of I-575, the Board of Commissioners is considering the following development regulation in the Regional Activity Center established therein:

Parcels subject to assemblage:

The four (4) undeveloped parcels south and west of Wilson Road would be recommended (as part of an assemblage only) to only be entertained with exclusive direct frontage on Wilson Road as part of one rezoning application

- In recognition of the transportation difficulties at the properties located in Land Lots 818 and 838 of the 17th District located on the eastern side of Cumberland Parkway, the Board of Commissioners desire to have future development conform to the Regional Activity Center future land use category within the High Density Residential subcategory. As future conditions warrant, other considerations due to changing safety, transportation, or similar realities may be analyzed. The property in question is at the fringes of the Regional Activity Center well off of the core area near Interstate 75 and Cobb Parkway. Due to this distance from the most intense area in the RAC, land use intensity should begin to decrease in order to protect the surrounding residential community. In addition, access to these properties, off of Cumberland Parkway, is in an area where site distance is a major concern due to the turn in the roadway and a change in topography. Therefore, in an effort to promote safety for vehicles and pedestrians, commercial land uses would not be recommended on these properties. Also, due to the large quantity and type of residential uses in this area, the desire is to have the property developed as owner-occupied residential units at no more than 12 dwelling units per acre as detailed in the high density residential subcategory.
- The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (See Appendix for map). The transition zone is needed because of the conflict between the high-rise, high-



density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

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



- The Planning Commission and Board of Commissioners is recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans, to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

Office

- ◆ Office developments are considered the most appropriate development in the Office land use category. However, mixed-use developments that include retail may also be appropriate. Mid or high rise residential developments are also appropriate in this category. This shall include any residential development in excess of four (4) stories per structure. Because of the unique, urban characteristics of RAC's, building height and density shall be reviewed on a case-by-case basis.
- ◆ The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (See Appendix for map). The transition zone is needed because of the conflict between the high-rise, high-density land uses in



the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

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



- Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans, to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

Retail/Service

- ◆ Retail stores and service operations are considered the most appropriate use in the Retail/Service land use category. However, mixed-use developments that include office may also be appropriate. Residential development is inappropriate in the Retail/Service sub-area designation.

Industrial

- ◆ Developments in the industrial category should be confined to light industrial uses and should be compatible with the urbanized development in the RAC. In addition to light industrial, the industrial category may also include office/warehouse, and distribution and support services for commercial. Residential development is inappropriate in the Industrial designation.

Open Space/Recreation

- ◆ Open space/recreation uses do exist in several parts of the RAC, but there are opportunities to generate additional open space and community gathering spaces through urban design, the construction of pocket parks, and the use of topographically



challenged areas (floodplain). The uses in the floodplain areas should be restricted to passive recreation including bicycle/pedestrian trails.

Specific area standards

Vinings Transition Zone

- ◆ The area including the properties along both sides of Upper Stillhouse Road and River Oaks Drive, south of Cumberland Boulevard is hereby designated the Vinings Transition Zone. This transition zone is needed because of the conflict between the intense land uses in the heart of the Cumberland Regional Activity Center and the nearby low-density, single family residential uses in Vinings south of the barricade and consistent with county policy as described elsewhere in the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transitions between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the extreme topographical, environmental and watershed concerns, the following specific development criteria are needed in the area identified as the Vinings Transition Zone.
- ◆ South of Cumberland Boulevard (realigned), higher intensity development must have access exclusively from and to Cumberland Boulevard. Stillhouse Road and River Oaks Drive have existing grades and alignments that do not appear adequate to service higher intensity development. The county has installed a permanent barricade on Stillhouse Road just south of River Oaks Drive to prevent Cumberland traffic from accessing the lower Stillhouse Road residential area.
- ◆ Areas south of Cumberland Boulevard shall be developed as office or “owner occupied” residential, in a “step down” manner. Rental residential is prohibited in Cobb County’s Urban Condominium zoning district.
- ◆ On properties closer to Cumberland Boulevard, with access exclusively from and to Cumberland Boulevard, the appropriate use is office. Intensity should “step down” from High Rise Office on properties fronting Cumberland Boulevard to Mid Rise Office to Office & Institutional, as development gets progressively further from Cumberland Boulevard.
- ◆ Residential densities should be “transitional” with lower densities than those appropriate in central portions of the “Urban Core” of the Cumberland Community Improvement District. Development in the Vinings Transition Zone should proceed in a “step down” manner, from higher intensity uses along Cumberland Boulevard to lower intensity uses near the Stillhouse Road barricade.



- ◆ Due to the steep terrain and unique environmental features (being within the Chattahoochee watershed), development should be planned to minimize land disturbance, “building footprints” and impervious surface. In order to accomplish this objective, building height may be allowed to go higher than normal in exchange from decreasing impervious surface and land disturbance. Building height cannot be increased for the purpose of exceeding density or square footage that would have otherwise been allowed.
- ◆ Development along the southern edge of the Transition Zone closest to the Stillhouse Road barricade should be residential development that maintains at least a 110-foot radius of undisturbed buffer, as measured from the intersection of the right of ways of Stillhouse Lane and River Oaks Drive. Building heights may be flexible in order to enhance these buffers and protect residents or natural features along the edge.
- ◆ Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties, with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Appendix 16 – 20 in the 2030 Comprehensive Plan.
- ◆ In recognition of the existing and planned commercial/residential activity in the Cumberland and Town Center Community Improvement Districts and in efforts to improve public safety response times by reviewing how station locations may better serve the community, the Board of Commissioners has determined the necessity of locating emergency mobile response units with the CID’s. These units will allow for improved preparedness and response capabilities while managing current and future growth. It is also recommended that incentives, public/private partnerships or grants be considered in order to fund the additional units within the CID’s that may be required due to increases in development intensity in these areas.

Department of Community Affairs – Quality Community Objectives

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



- **Education Opportunities:** Educational and training opportunities should be readily available in Cobb – to permit county residents to improve their job skills, adapt to technological advances, and to pursue entrepreneurial ambition
- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Growth Preparedness:** The identification and placement of the prerequisites for the type of growth we seek to achieve. This includes housing and infrastructure to support new growth, housing and infrastructure to improve conditions for existing residents/commuters, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities
- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county
- **Infill Development:** Cobb should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the county’s existing activity centers and nodes.
- **Regional Cooperation:** Should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or transportation infrastructure.
- **Regional Identity:** The promotion and preservation of an “identity”, defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics
- **Regional Solutions:** Solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer
- **Sense of Place:** The development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive,



mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertaining.

- **Transportation Alternatives:** Multiple alternatives in transportation should be made available to the residents of Cobb County including, including mass transit, bicycle routes, pedestrian facilities, and automotive infrastructure. Greater use of alternative transportation should be encouraged and areas with transportation deficiencies (automotive and alternative) should be expanded to meet the needs of existing and future residents.

Appropriate Land Use

The purpose of the RAC is to provide for areas that can support a high intensity of development which serves a regional market. Typical uses include high-rise office buildings, malls and varying densities of residential development. Allowable Zoning: RM-8, RM-12, RM-16, FST, RSL, UC, LRO, OI, OHR, OMR, OS, CRC, GC, LRC, NRC, PSC, RRC, TS, PVC, UVC, RRC.

Applicable Implementation Items

- Specific industries that should be targeted based upon existing economic analysis include: Professional, scientific, management, and administrative services; Education, health, and social services; Information; Management of companies and enterprises; and Finance, insurance, and real estate
- Develop policies to encourage mixed use developments around proposed regional transit stations
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban style, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans



- County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands

Community Activity Center

The purpose of the Community Activity Center (CAC) category 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. Guidelines for this category are listed below:

- ♦ Low to medium intensity office, retail and commercial service uses should be encouraged to locate in Community Activity Centers.
- ♦ Office uses should be limited to four stories. However, any non-residential uses that are located along Dallas Highway (State Route 120 from John Ward Road to Paulding County line) in west Cobb would be limited to three stories. The appropriateness of this limitation is based on the local Scenic Highway designation currently assigned to this portion of Dallas Highway.
- ♦ Floor area ratios (FAR) should be no greater than 0.75 for office uses and 0.25 for retail uses.
- ♦ Community Activity Centers should be primarily located near the intersection of a freeway interchange and arterial road or the intersection of two arterials.
- ♦ Retail uses shall be encouraged where direct access to the arterial is available and where safe turning movements are possible. Inter-parcel access is encouraged.
- ♦ A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low intensity office or higher density residential uses.



- ◆ More intense uses should be focused on those properties near the geographic center of the CAC and away from existing residential development.
- ◆ Nodal development should be encouraged.
- ◆ Commercial service uses with outdoor activities should be encouraged in Community Activity Centers only if outdoor storage and activities are screened and buffered from adjacent uses.
- ◆ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.
- ◆ Property located within a CAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stores. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site development, stream and floodplain shall be identified as open space.

Specific area standards

- ◆ In recognition of the existing zoning and uses along U.S. 41 between Mars Hill Road and Lake Acworth Drive, in addition to the recently installed sewer interceptor in the general area of U.S. 41 and Mars Hill Road, the Board of Commissioners has established a CAC along U.S. 41 between Mars Hill Road and Lake Acworth Drive. Even with the installation of the new interceptor, non residential development within the CAC along the west side of U.S. 41 between Lake Acworth Drive and Mars Hill Road will be unable to “tie into” public sewer. Because of the environmentally sensitive nature of this general area and the proximity to Lake Acworth and Allatoona Reservoir, it will be very important for the county to limit and scrutinize commercial uses. Specifically, the Board of Commissioners will attempt to limit future commercial development (which will utilize septic wastewater system) to establishments, which have “domestic” water usage (1 single family residence equivalent per 2 acres). The Board of Commissioners will attempt to discourage uses which discharge chemicals and grease.



- ◆ In recognition of the existing zoning and future uses to be established at and around the intersection of Powder Springs Road and the West Cobb Parkway, and in an effort to protect surrounding, established subdivisions and environmentally sensitive properties, the Board of Commissioners has established a CAC at the intersection of the West Cobb Parkway, Powder Springs Road and Macedonia Road. Because of this Community Activity Center's proximity to an established subdivision (westerly) and a tributary to Noses Creek, the Board of Commissioners will only consider uses permitted within the Office & Institutional (O&I) and Low Rise Office (LRO) zoning districts at the corners of the West Cobb Parkway and Macedonia Road, with a minimum 25-foot buffer along the western boundaries. Architectural compatibility with the planned shopping center at the intersection of the West Cobb and Powder Springs Road will be of paramount importance and applications for rezoning of property in this area will be evaluated for appropriateness based on these criteria. The map of this Community Activity Center is shown in the Appendix.
- ◆ In recognition of the existing commercial and residential zoning established in the Austell-Powder Springs Road/Oak Street area, and in an effort to reduce the opportunity for land use conflicts in the future, the City of Austell and Cobb County will jointly discuss any zoning or land use change in the vicinity. The purpose of discussion will be to minimize impacts of commercial development on residential uses and to evaluate the Future Land Use Map recommendations for the property periodically.
- ◆ In recognition of the existing zoning and future uses to be established at and around the intersection of Blair Bridge Road and Six Flags Drive and in an effort to protect surrounding, established neighborhoods and environmentally sensitive properties, the Board of Commissioners has established a CAC at the intersection of Blair Bridge Road and Six Flags Drive. Because of the Community Activity Center's proximity to established subdivisions and a tributary to Sweetwater Creek (water supply watershed for the City of East Point), the Board of Commissioners will only consider uses permitted within the LRO zoning district.
- ◆ In recognition of the existing zoning and future uses along River View Road and in an effort to protect surrounding, established subdivisions and environmentally sensitive properties, the Board of Commissioners has established a CAC along River View Road, west of South Cobb Drive, in Land Lots 754 and 759. The Board of Commissioners will only consider uses permitted within the LRO zoning district.
- ◆ In recognition of the existing zoning and future uses along Chastain Meadows Parkway and in an



effort to protect environmentally sensitive properties around Noonday Creek and the county's proposed regional detention facility on Chastain Meadows Parkway, the Board of Commissioners has established a CAC along Chastain Meadows Parkway. This CAC is located in Land Lots 427, 428, 437, 438, 499, 500, 509, 510, 511, 570, 571, 572, 581, 582 and 583 of the 16th District. Because of the Community Activity Center's proximity to Noonday Creek, a proposed county regional detention facility and established/newly developed residential communities along Bells Ferry Road and Chastain Road, the Board of Commissioners will only consider office and distribution type uses along Chastain Meadows Parkway, north and east of the county's proposed regional detention facility in Land Lots 437, 438, 499, 500, 509, 510, 511 and 570 of the 16th District. In Land Lots 427 and 428 of the 16th District, the Board of Commissioners will only consider office type uses.

- ◆ In recognition of the existing zoning, and future uses around the intersections of North Cobb Parkway, Greer Chapel Road and Mary Ada Drive, the Board of Commissioners has determined the necessity for a unified development plan. All highlighted properties or substantial combination thereof, must be assembled and included in one rezoning/development plan. Any new development within highlighted portion will be restricted for owner occupied residential only. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based upon this criteria. The map of this highlighted area is shown in the Appendix.
- ◆ The subject parcel located within the Community Activity Center node at the southernmost intersection between Barrett Parkway and Villa Rica Way is encouraged to be developed in the future to an office-related land use proposal.
- ◆ The parcels along Veterans Memorial Highway, east of the City of Austell are in need of redevelopment. Allowing mixed-use developments in this area will assist in creating live work areas as well as reduce traffic congestion and improve traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically by encouraging village style developments with residential over retail/office along major streets. On the minor streets within the development, stand alone residential would be appropriate as long as there is a vertical mixed-use component included in the project. All areas of the new mixed use development should be pedestrian friendly. Some of the basic characteristics of these developments should include:



- Well designed buildings that create a frame for the street system by being constructed close to the sidewalk.
- On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the particular roadway classification.
- Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.
- Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project, and proximity to other stable residential uses.
- In order to make mixed use developments along this corridor successful, scale is an important component, mixed use buildings should be no more than three stories tall. The three story height limit will provide the necessary density to financially allow a mixed use development and it will also provide a consistency of scale with the surrounding residential neighborhoods.
- Residential uses in the mixed use developments should provide for additional owner-occupied housing opportunities.
- Mixed use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.
- ♦ The parcels along Mableton Parkway from Veterans Memorial Highway to Hunnicut Drive are in need of redevelopment and revitalization. Allowing mixed-use developments in this area will assist in creating live work areas as well as reduce traffic congestion and improve traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically or horizontally by encouraging village style developments with residential over retail/office along major streets. On the minor streets within the development, stand alone residential would be appropriate as long as there is a commercial or a LRO component fronting Mableton Parkway. All areas of the new mixed use development should be pedestrian friendly. Some of the basic characteristics of these developments should include:
 - Well designed buildings that create a frame for the street system by being constructed close to the sidewalk.



- On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the particular roadway classification.
- Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.
- Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project, and proximity to other stable residential uses.
- In order to make mixed use developments along this corridor successful, scale is an important component, mixed use buildings should be no more than three stories tall. The three story height limit will provide the necessary density to financially allow a mixed use development and it will also provide a consistency of scale with the surrounding residential neighborhoods.
- Residential uses in the mixed use developments should provide for additional owner-occupied housing opportunities.
- Mixed use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.
- ♦ In recognition of the need to promote quality redevelopment, create new residential opportunities, and encourage new medical service uses at the intersection of Austell Road and the East West Connector, the properties are placed in the Community Activity Center (CAC) future land use category. The Board of Commissioners, in an effort to develop a long term vision for improvements in this area of Cobb County, funded the creation of the Austell Corridor Livable Centers Initiative Study. These properties were identified in the study as an area appropriate for a mixed-use development in a manner consistent with the findings and acceptance language of the study document. In addition to promoting a combination of residential and office/retail development, a special focus in this area should be on supporting and expanding medical related office and service uses due to the proximity of Cobb General Hospital.
- ♦ In recognition of the existing land uses, zoning, and future land uses along Bells Ferry Road, south of Interstate 75, the Board of Commissioners has established a Community Activity Center



on the west side of Bells Ferry Road. Due to this CAC's proximity to the Tommy Nobis Center and other office and medical uses, it is not desired to have this be a commercial activity center, but one that supports office and medical uses; thus the Board of Commissioners will only consider uses permitted within the OI zoning district or zoning district with explicit uses for office and medical facilities.

- ◆ In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Appendix 21. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense-of-place.
- ◆ In order to better implement and promote quality growth along Canton Road and as a way to redevelop a Heavy Industrial zoned property that is located adjacent to a residential community, the Board of Commissioners has established a CAC for the property on the east side of Canton Road adjacent to the Northeastern Railroad Company right-of-way. Because of this Community Activity Center's proximity to established neighborhoods the Board of Commissioners encourages the following zoning on the parcels: RSL, SC, LRO, OI, CRC, GC, LRC, and NRC. Preferred uses on this property would include residential, retail, and office. Others may be considered on a case by case basis at the time of rezoning.
- ◆ Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties, with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Appendix 16 – 20 in the 2030 Comprehensive Plan.
- ◆ In an effort to encourage redevelopment in areas along Six Flags Drive between Factory Shoals Road and I-20 high density developments and mixed-use developments are encouraged. To facilitate this redevelopment, Cobb County is proposing a Redevelopment Overlay District (ROD) for the Six Flags Drive corridor from Factory Shoals Road to the I-20 interchange. The ROD regulations, which encourage compatible mixed-uses in redevelopment areas designated in the Comprehensive Plan, can be found in the Cobb County zoning code. The proximity and accessibility of this area to I-20, I-285, and downtown Atlanta and the age of the existing housing stock make it a prime candidate for



redevelopment opportunities. Redevelopment fronting Six Flags Drive may require additional donation of right-of-way so that planned streetscape improvements can be implemented along the corridor. Refer to the Six Flags Road Corridor Study for additional details. See appendix map for proposed ROD boundaries.

- ◆ In recognition of the efforts to improve the quality-of-life of residents and businesses in the Mableton area, the Board of Commissioners encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional Commissions Lifelong Communities Program.

With increasing life expectancies and varying levels of ability of the county's aging population, traditional building forms may be modified to reflect this new reality. Also connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages, become essential for older adults. The Board of Commissioners supports staff coordination with other county departments and the community through public involvement to encourage these goals.

Due to the physical layout of Mableton, development effort will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land management techniques such as land bank, land trust, tax allocation districts, or other such policies and programs that could assist in meeting this desire. This proposed design could substantially improve the areas economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity, and walkability missing in most of the Mableton area. Staff is committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living and combining these with the flagship Mable House property enhancements this would provide an exemplary healthy living environment for Lifelong Communities.



- ◆ In order to better implement and promote the revitalization and rejuvenation of land uses within the Powers Ferry Master Plan, the Board of Commissioners will encourage new development and redevelopment within the Powers Ferry study area. New development should be constructed in a manner that supports the goals and policies of the Powers Ferry Master Plan. The Board of Commissioners encourages sustainable mixed-use development, including residential, commercial and office uses within the Village Center and catalysts sites, as well as the rehabilitation and redevelopment of multi-family dwellings within the Redevelopment Area as defined by the Powers Ferry Master Plan.
- ◆ The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed use developments, medical office, and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

Department of Community Affairs – Quality Community Objectives

- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Growth Preparedness:** The identification and placement of the prerequisites for the type of growth we seek to achieve. This includes housing and infrastructure to support new growth, housing and infrastructure to improve conditions for existing



residents/commuters, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities

- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county
- **Infill Development:** Cobb should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the county's existing community activity centers and nodes.
- **Sense of Place:** The development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertaining
- **Traditional Neighborhoods:** Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distances to one another, and facilitating pedestrian activity
- **Transportation Alternatives:** Multiple alternatives in transportation should be made available to the residents of Cobb County including, including mass transit, bicycle routes, pedestrian facilities, and automotive infrastructure. Greater use of alternative transportation should be encouraged and areas with transportation deficiencies (automotive and alternative) should be expanded to meet the needs of existing and future residents.

Appropriate Land Use

The purpose of the CAC is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical uses include low to mid-rise office buildings and department stores. Allowable Zoning: RSL, SC, LRO, OI, CRC, GC, LRC, NRC, PSC, TS, PVC, UVC.



Applicable Implementation Items

- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.
- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design
- Develop new codes and revise existing ordinances to encourage housing design to accommodate the needs of seniors and disabled individuals
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas
- Implement road improvements and system upgrades where needed to reduce congestion and improve travel times

Neighborhood Activity Center

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. Guidelines for this category are listed below:

- ♦ Low intensity office and retail uses should be encouraged to locate in Neighborhood Activity Centers.



- ◆ Office and retail uses should be limited to a maximum of two stories.
- ◆ Floor area ratios (FAR) should be less than 0.5 for office uses and less than 0.25 for retail uses.
- ◆ A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low intensity office uses or higher density residential uses.
- ◆ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development before the calculation of residential density.
- ◆ Property located within a NAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stories. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site development, streams and floodplain shall be identified as open space.
- ◆ To ensure neighborhood compatibility, retail uses should also be limited in total floor area.
- ◆ All uses should be adequately buffered to protect the stability of surrounding residential neighborhoods.

Specific area standards

- ◆ Because of the unique circumstances associated with the Johnson Ferry Road/Waterfront Drive area of the East Planning Area, the Board of Commissioners is considering the following redevelopment scenario for the Johnson Ferry Estates Subdivision and the neighborhood activity center established therein:

Parcels not subject to an assemblage

- The eleven (11) parcels, from southwest intersection of Johnson Ferry Road and Shallowford Road southward, with exclusive direct frontage on Johnson Ferry Road would be recommended for the NRC district and its permitted uses.



- The one parcel immediately west of the "Postel" property, southwest intersection of Johnson Ferry and Shallowford, on Shallowford Road would only be recommended for the Limited Retail Commercial (LRC) zoning district and its permitted uses.
- The nine parcels immediately west of the aforementioned LRC area on Shallowford Road just past the western land lot line of Land Lot 467 in the 16th district would only be recommended for the Low Rise Office (LRO) district and its permitted uses. The westernmost parcel shall provide a twenty-five foot (25') landscaped buffer along the western edge upon rezoning and development.

Parcels subject to an assemblage

- The nine parcels with exclusive direct frontage on Waterfront Drive would be recommended (as part of an assemblage only) for a Neighborhood Retail Commercial (NRC) district and its permitted uses. It is very important to note that these parcels would only be entertained if all were combined together in conjunction with the four (4) parcels with exclusive direct frontage on Waterfront Drive as one rezoning application. Buffer and berm must be configured as shown on the conceptual plan contained in the Planning Division and Zoning Division offices:

Guidelines for parcels subject to an assemblage

- All properties designated as subject to assemblage must be included in one rezoning application.
- Waterfront Drive to be addressed during the application for rezoning involving these parcels.
- The existing lake may be reconfigured to allow for better compliance and conformance with this conceptual redevelopment scenario.
- A minimum seventy-five (75') foot buffer with a minimum ten (10') foot high berm (on western edge of 75' buffer) will be required along western land lot line of Land Lot 470. The buffer and berm shall be designed and constructed so to shield westerly residential properties from noise and lights which may result from the development of the assemblage.



- In order to diversify land use and enhance the livability of the existing activity center, vertical and horizontal mixed-use projects should be encouraged along with single-family dwelling units.

General Notes

- Site specific criteria such as landscape materials, building materials and architectural style, lighting, signage, parking, etc. will be determined when the Planning Commission and the Board of Commissioners are presented with a complete assemblage as part of a rezoning application, as previously mentioned.
- A copy of the conceptual site plan is available through the Planning Division and Zoning Division of Cobb County.
- ♦ In accordance with the action of the Board of Commissioners on December 21, 1994, an area at the intersection of Floyd and Hicks Roads is designated as a NAC on the Future Land Use Map. The area encompassed by this designation is limited to that shown as proposed on the map adopted by the Board of Commissioners on December 21, 1994. Said area shall not extend to the north beyond the AT&T telephone transmission easement located in land lot 29 of the 17th district and land lot 1073 of the 19th district.
- ♦ In accordance with the action of the Board of Commissioners on December 21, 1994, the existing NAC shown on the Future Land Use Map at the intersection of Bells Ferry Road and I-575 is extended to encompass the area of the intersection of Bells Ferry Road and Shallowford Road. The area designated as NAC consists of that shown as proposed on the map adopted by the Board of Commissioners on December 21, 1994; and as amended October 28, 1999. Additionally, the Board of Commissioners has adopted as land use policy the specific zoning designations represented on the map adopted on December 21, 1994. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these specific zoning designations. The map is shown in the Appendix.
- ♦ In order to establish a reasonable node cutoff point southwest of the existing CAC at Dallas Highway and Ridgeway Road, the Board of Commissioners has established a NAC at the southeast corner of Old Dallas Road and Dallas Highway in Land Lot 26 of the 19th District and Land Lot 330 of the 20th District. Because of this NAC's proximity to residential uses along Old Dallas Road and Twin Oaks Drive, in addition to its relatively shallow depth, the



Board of Commissioners will only consider uses permitted within the LRO zoning district. The Board will also prohibit any non-residential access for this property onto Old Dallas Road. Adequate buffering will be of paramount importance and applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. The map of this NAC is shown in the Appendix.

- ◆ In recognition of the existing low density residential uses and the medium density residential uses planned or under construction at and around the intersection of Shallowford Road and Lassiter Road, the Board of Commissioners has established a NAC. These residential uses represent a unique opportunity to establish a transition in land use, consistent with the nodal concept of commercial development. By adhering to such an ideal transition of land use and the nodal concept of commercial development, the Board of Commissioners can further implement the policies of the Cobb County Comprehensive Plan while protecting the transportation improvements recently completed along Lassiter and Shallowford Roads. In order to best protect these transitional residential uses and the recent transportation improvements, parcels within the activity center with only one public road frontage shall be limited to the LRO zoning district.
- ◆ In recognition to establish an appropriate land use transition from the established industrial compatible areas in the Baker/Moon Station Road area, the Board of Commissioners has established a Neighborhood Activity Center at the northeast corner of Giles Place and Giles Road in Land Lot 63 of the 20th District. Because of this NAC's proximity to the mixed use community on Giles Road (westerly), the Board of Commissioners will only consider uses permitted within the OI and LRO zoning districts. Architectural compatibility with commercial components of the mixed-use community will be of paramount importance, as will adequate buffering, and applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. The map of this NAC is shown in the Appendix.
- ◆ In order to better implement and promote the nodal concept of development at the intersection of Floyd Road and Nickajack Road, the Board of Commissioners has extended the NAC to the west side of Floyd Road in Land Lots 31 and 32 of the 17th District. In order to encourage development plans which are architecturally compatible with the existing uses on the east side of Floyd Road and to promote coordinated access within the NAC, the Board of Commissioners has determined the necessity for a unified development plan for this extension.



All highlighted properties or substantial combination thereof, must be assembled and included in one rezoning/development plan. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based upon this criteria. The map of this highlighted area is shown in the Appendix.

- ◆ In order to mitigate the land use conflicts which could arise from converting single family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the Westhaven Subdivision within the Dallas Highway/Due West Road NAC (Land Lot 333 of the 20th District). All highlighted properties or substantial combination thereof must be assembled and included in one rezoning/development plan. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based on this criteria. The map of this highlighted area is shown in the Appendix. This is appropriate given the unique nature of the NAC on the south side of Dallas Highway. Because a portion of the NAC on the south side of Dallas Highway is heavily wooded and largely undeveloped, the Board of Commissioners are considering the following development requirements for this portion of the NAC on the south side of Dallas Highway (this portion is also shown on a highlighted map in the Appendix).
 - Low rise office use only.
 - Any new development within highlighted portion will be subject to minimum fifty (50') foot setback from Dallas Highway.
 - Any new development within highlighted portion must have compatible architectural style with existing shopping center on north side of Dallas Highway (Village Green Shopping Center).
- ◆ In order to better implement and promote the nodal concept of development and eliminate any potential for expanding the NAC, the Board of Commissioners has slightly expanded the NAC at Sandy Plains Road and SR-92. This expansion was done with carefully negotiated, highly restrictive zoning stipulations designed to protect the adjacent residential areas and eliminate any potential for further expansion through the life of this plan. Among the more important stipulations which will accomplish this task include an unprecedented 175-foot R-15 buffer totaling 6.61 acres (zoning stipulation and 20 year covenant), square footage maximums, use



limitations and the formation of an architectural review committee. The map of this NAC is shown in the Appendix.

- ◆ In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC at Sandy Plains Road and Ebenezer Road. Because this expansion was done to provide for improved node boundaries, in addition to providing an improved transition in land use northwesterly, the Board of Commissioners are considering the following development requirements for this NAC on the northwest side of Sandy Plains.
 - No Access to Bryant Lane or Beaver Shop Road.
 - Low rise office use only.
 - No outside storage.
- ◆ In recognition of the unique character and nature of the Paper Mill Village area, the Board of Commissioners has established a NAC at the intersection of Johnson Ferry Road and Paper Mill Road. Because of the unique nature and mixture of land uses within the village, in addition to the consistent architectural theme within the village, the Board of Commissioners will only consider uses permitted within the OI and LRO zoning districts. Architectural and use compatibility with the existing components of the existing village will be of paramount importance, as will compatibility with existing access arrangements. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. The map of this Neighborhood Activity Center is shown in the Appendix.
- ◆ In order to better implement and promote the nodal concept of development and encourage plans which are architecturally compatible with the existing development on Dallas Highway, the Board of Commissioners has established a Neighborhood Activity Center on the south side of Dallas Highway and west of Lost Mountain Road, in Land Lots 82 and 83. Because of utility encumbrances, topographical limitations and limited access to SR 120, rezoning applications will be evaluated for appropriateness based upon the below criteria the Board of Commissioners are considering for development within the NAC:
 - All properties or a substantial combination thereof, must be assembled and included in one rezoning/development plan.
 - New development will utilize ground based monument signage with no outside storage.



- Any new development will be subject to a minimum fifty (50') foot setback from Dallas Highway and a minimum 100-foot buffer to adjacent residential uses.
 - Inter-parcel access will be provided with ingress/egress via Lost Mountain Road.
 - Low-rise office or limited retail commercial only.
- ◆ In order to establish a node cutoff point southeast of the existing CAC at Dallas Highway and Ridgeway Road, the Board of Commissioners has established a NAC on the southeast side of the West Cobb Parkway, north of Goose Ridge. Due to this NAC's proximity to residential uses along the West Cobb Parkway and Goose Ridge, the Board of Commissioners will only consider uses permitted within the LRO zoning district. Residentially compatible architecture will be of paramount importance, as will limitations of impervious surfaces to protect an existing lake within the NAC. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. The map of this NAC is shown in the Appendix.
- ◆ In order to establish a node cutoff point west of the existing NAC at the intersection of Macland Road and John Ward Road, the Board of Commissioners is encouraging low density residential development west of the node boundary/intersection. The Board of Commissioners has determined this appropriate based on the rural nature of the area, the proximity to an established and not fully developed CAC along Macland Road and Powder Springs Road and the potential for successful residential development due to the size and configuration of vacant tracts in this area. For the parcel within the NAC zoned October 2000, the Board of Commissioners will only consider uses permitted with the LRO zoning district with ground based monument signage, no outside storage and a minimum fifty (50') foot landscaped buffer to adjacent property.
- ◆ In order to better implement and promote the nodal concept of development and eliminate any potential for expanding the NAC, the Board of Commissioners has slightly expanded the NAC at Lost Mountain and Macland Road. Because this expansion was done to provide for improved node boundaries, in addition to preserving a potentially historic structure while complimenting the existing institutional uses and improving land use transition northeasterly, the Board of Commissioners are considering the following development requirements for this portion of the NAC on the north side of Macland Road, east of Lost Mountain Road in Land Lot 428 of the 19th District:



- All properties or substantial combination thereof must be assembled and included in one rezoning/development plan.
 - Low-rise office use only.
 - Existing structure must be utilized.
 - Minimum fifty (50') foot buffers must be provided along the northern and eastern property lines.
- ◆ In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC at Floyd Road and the Silver Comet Trail. Because this expansion was done to provide for improved node boundaries and to compliment the nearby uses supporting the Silver Comet Trail, the Board of Commissioners are considering the following development requirements for this portion of the NAC on the west side of Floyd Road, north of the Silver Comet Trail in Land Lot 998 of the 19th District.
- Low-rise office use.
 - Existing structure must be utilized.
- ◆ In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC on Scufflegrit Road near Sandy Plains Road, as shown in the Appendix. The Board of Commissioners has also determined that all properties within this extension must be assembled and included in one rezoning/development plan.
- ◆ In recognition of the existing and planned commercial activity in Paulding County, on the Cobb County border and in order to foster coordination with land use trends outside of the county's control, the Board of Commissioners has established a NAC at the Paulding County line on the north and south sides of Dallas Highway.
- The portion of the NAC node on the north side of Dallas Highway shall consist of the two parcels directly abutting the Paulding County line known as Parcel 4, LL 144 of the 19th District and Parcel 2 LL 79 of the 19th District. The two parcels contained in this node should be developed in an assemblage and the integrity of the waterway should be preserved through adequate buffering. It is equally important that this NAC node be constrained by Parcel 5 in LL 79 of the 19th District and the existing creek on the eastern property line. Constraining the commercial area in this manner will help to preserve the residential nature of the surrounding community by denying commercial access to Old Dallas Road and limiting further commercial growth along the Dallas highway corridor.



- The portion of the NAC node on the south side of Dallas Highway shall consist of the parcels in LL 144 of the 19th District, south of Dallas highway, adjacent to Paulding County. The parcels should also be developed in an assemblage. Constraining the commercial area in this manner will help to preserve the residential nature of the surrounding community and protect the areas natural resources by denying commercial access to Poplar Springs Road, limiting further commercial growth along the Dallas highway corridor, and establishing a substantial natural buffer between the commercial activity and a tributary in the Noonday watershed. In addition adequate buffering should be established between any future commercial uses and the adjacent residential properties through the use of berms.
- ◆ In order to mitigate the land use conflicts which could arise from converting single family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the NAC on the west side of Due West Road, South of Kennesaw Due West Road consisting of the following parcels in Land Lot 296 of the 20th District: 13, 14, 15, 16, 65, 103, and 182. The unified development plan in this area will allow for commercial development without compromising traffic mobility by reducing curb cuts and improving inter-parcel access
- ◆ The Board of Commissioners, in an effort to mitigate problems with noise and light pollution from commercial uses southwest of Kemp Ridge Road reaching single family neighborhoods to the northeast, has placed these lots in the NAC category. Residential use in this area would be appropriate if it were a unified development consisting of an assemblage of the properties with a preferred development type being single-family attached homes. It is important that the new housing units built develop a design that respects the mass, scale, siting, and form of other buildings in the area to mitigate the negative influences of the neighboring commercial property. In the case of commercial or retail uses, maximum attention would be given to buffering the properties in the City of Acworth. Appropriate mitigation of sound and light pollution is required, in addition specific uses and intensity restrictions would be placed on the commercial activity to enhance the livability of these neighborhoods.
- ◆ The Board of Commissioners, in an effort to mitigate traffic congestion along Hawkins Store Road encourage the NAC properties on Hawkins Store Road, east of Bells Ferry Road, to be developed as an assemblage in a unified development. The Board of Commissioners will only consider uses permitted within the LRO zoning district.



- ◆ In order to better implement and promote the nodal concept of development at the existing NAC area on the north side of Macland Road, north of Turner Road, east of Ernest Barrett Parkway, the Board of Commissioners has expanded this NAC over to Ernest Barrett Parkway in order to create a more reasonable node cutoff point. In order to contain the NAC to these parcels and restrict continued commercial development along Ernest Barrett Parkway, a transition in scale and use should occur that will minimize negative impacts of development on the properties to the north. Less intense office uses and/or buffers should be used to create a needed transition to the surrounding residential areas. The two parcels and potentially some remnant right-of-way lands may be in a unified development plan in order to promote coordinated access onto roadways. Architectural compatibility with the surrounding area is of utmost importance in the decision making process in this node. Architectural styles should compliment the rural heritage of this section of Cobb County including features such as a split rail fencing, streetscaping/substantial landscape treatments, and mixture of natural materials, brick, and/or fiber cement siding on the building facades. Stucco, concrete block, and vinyl siding are some examples of inappropriate architectural facades. Lighting should be contained on site so as to not detract from neighboring users' quality-of-life
- ◆ In order to establish an appropriate land use transition from the industrial area on the south side of Big Shanty Road at Chastain Road to the residential area to the north of Big Shanty Road, the Board of Commissioners has established a small Neighborhood Activity Center at the northwest corner of Big Shanty Road and Chastain Road in Land Lot 132 of the 20th District. Due to this NAC's proximity to residential uses to the north and Kennesaw State University to the east, the Board of Commissioners will only consider uses permitted within the LRO zoning district and other institutional uses associates with Kennesaw State University in a manner that respects the adjacent residential properties.
- ◆ In order to better implement and promote the nodal concept of development at the intersection of Sandy Plains Road and Trickum Road, the Board of Commissioners has extended the NAC to the east side of Trickum Road in Land Lot 482 of the 16th District. In order to encourage coordinated access within the NAC, the Board of Commissioners has determined the necessity for a unified development plan for this extension. Buffering to adjacent residential uses, architectural compatibility, assemblage of parcels, and land use transition will be of paramount importance and any rezoning application for these properties will be evaluated for appropriateness based upon this criteria. Due to this NAC's proximity to residential uses, the



Board of Commissioners will only consider uses permitted within the LRO zoning district in a manner that respects the adjacent residential properties.

- ◆ In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Appendix 21. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense-of-place.
- ◆ Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties, with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Appendix 16 – 20 in the 2030 Comprehensive Plan.
- ◆ In order to improve pedestrian accessibility and provide transportation alternatives in the Village Green Neighborhood Activity Center (NAC) located on Dallas Highway, as depicted in the Appendix, new zoning applications and new transportation improvements will be requested to incorporate the following items into their proposals: Construct sidewalks where sidewalk gaps exist or where the system can be expanded on the subject site(s); Incorporate and construct the 10' Dallas Highway trail per standards established by the Cobb County Department of Transportation; Connect existing, proposed, or requested sidewalks to interior pedestrian networks on the site(s) to facilitate the movement of pedestrians from the public right-of-way to the uses on the subject property; Incorporate medians where wide curb cuts are constructed to accommodate more than three vehicle lanes; Where transportation improvements are required due to Developments of Regional Impact, incorporate pedestrian refuge islands to facilitate pedestrian movement across Dallas Highway, Old Hamilton Road, Casteel Road, and/or Old Due West Road. Pedestrian refuge islands are also requested to facilitate pedestrian movement across Dallas Highway at the Village Green shopping center and Avenues at West Cobb.
- ◆ In order to protect the residential character of the area and surrounding property owners, the Neighborhood Activity Center (NAC) on the north side of Paces Ferry Road at the Chattahoochee River will be cut off of any potential commercial encroachment along Paces Ferry Road on the north and south side of the roadway. Said area shall not extend to the north or south beyond the boundaries of the existing commercial activity. The Board of Commissioners



will only consider residential developments consistent with the residential character for the parcels surrounding this area. Also, requests for development in this NAC should carefully consider impervious surface and building height impacts on the community as part of the decision making process.

- ◆ In order to mitigate land use conflicts that could arise by converting single family homes and lots to individual commercial uses, the NAC expansion located at the intersection of Shallowford Road and Trickum Road has expanded west on the south side of Shallowford Road to include parcels 12 and part of parcel 13 located in the 16th District in Land Lot 310 and parcel 3 in the 16th District in Land Lot 339. Due to the NAC's proximity to low density residential neighborhoods, the Board of Commissioners encourages low impact commercial uses on these properties. Any proposed buildings should maintain residential characteristics to ensure compatibility with surrounding residential structures. Signage, lighting, and traffic should be instituted in a manner that provides for an adequate transition to the neighboring subdivision. Finally, buffering should be incorporated to protect adjacent residential properties.
- ◆ In recognition of the changing conditions along Kennesaw Avenue, the Board of Commissioners recommends that the approximate 1.1 acre parcel on the south side of Hames Road and east side of Kennesaw Avenue be amended to the Neighborhood Activity Center (NAC) future land use category. In an effort to provide a more compatible use with the neighboring residential community, the following zoning categories be encouraged: Low Rise Office (LRO) or Office/Services (OS).
- ◆ The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (See Appendix for map). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:



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



- Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.
- ◆ In an effort to mitigate any future land use conflicts and to ensure the preservation of the stable low-density, single-family residential neighborhoods that make up Vinings, it is recommended that the Neighborhood Activity Center (NAC) future land use that currently exists at and around the intersection of Paces Ferry Road and Paces Mill Road and east of the railroad tracks should not be allowed to expand or enlarge. Any new commercial or office development or redevelopment should stay within the confines of the existing NAC. Any new development or redevelopment outside the existing NAC should be residential in nature at the appropriate density for its future land use category.
- ◆ The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed use developments, medical office, and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.
- ◆ 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 25. 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.

- ◆ 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 20th District. In addition to the NAC expansion, the Board of Commissioners recommends 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.
- ◆ 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 26. 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.
- ◆ In an effort to mitigate commercial land use impacts affecting adjacent residential land uses, it is recommended any proposed development in the Neighborhood Activity Center (NAC) for an assemblage of parcels (18019000030, 18019000040, 18019000050 and 18019000060) located on the west side of Mableton Parkway, south of Boggs Road, that the Planning Commission and Board of Commissioners consider inclusion of a higher density residential



component as a transition between the commercial development and the adjacent Low Density Residential (LDR) neighborhoods.

Department of Community Affairs – Quality Community Objectives

- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Growth Preparedness:** The identification and placement of the prerequisites for the type of growth we seek to achieve. This includes housing and infrastructure to support new growth, housing and infrastructure to improve conditions for existing residents/commuters, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities
- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county’s character
- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county
- **Infill Development:** Cobb should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the county’s existing activity centers and nodes.
- **Sense of Place:** The development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertaining.
- **Traditional Neighborhoods:** Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distances to one another, and facilitating pedestrian activity



- **Transportation Alternatives:** Multiple alternatives in transportation should be made available to the residents of Cobb County including, including mass transit, bicycle routes, pedestrian facilities, and automotive infrastructure. Greater use of alternative transportation should be encouraged and areas with transportation deficiencies (automotive and alternative) should be expanded to meet the needs of existing and future residents.

Appropriate Land Use

The purpose of the NAC is to provide for areas that serve neighborhood residents and businesses. Typical uses include small offices, limited retail and grocery stores. Allowable Zoning: RSL, SC, LRO, LRC, NRC, PVC.

Applicable Implementation Items

- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.
- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design
- Develop new codes and revise existing ordinances to encourage housing design to accommodate the needs of seniors and disabled individuals
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- Research the feasibility of generating a revolving loan fund and develop strategies to maximize CDBG funds to increase capital for small business growth and development
- Implement road improvements and system upgrades where needed to reduce congestion and improve travel times



- Use buffering and screening as a land use mitigation tool

Industrial Compatible

The purpose of the 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. Guidelines for this category are listed below:

- ◆ Regional-serving employment areas consisting of light industrial, office/ warehouse, distribution and support commercial service uses shall be encouraged to locate in IC areas.
- ◆ Office uses should be limited in height and floor area. Floor area ratios (FAR) for offices should be less than 0.75. Office buildings should be less than four stories.
- ◆ Buffering and screening of outdoor storage shall be required in IC areas.
- ◆ Industrial processes and activities should be located inside and should not produce substantial noise, vibration, or noxious by-products.
- ◆ IC areas can serve as a transitional category between more intensive uses and less intensive uses.
- ◆ Due to the importance of transportation in manufacturing and distribution IC areas should be located where there is safe, direct access to the regional freeway system.
- ◆ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

Specific area standards

- ◆ At the intersection of Kennesaw Avenue and Marble Mill Road contains the following restrictions:
 - All parcels directly abutting the right-of-way of Kennesaw Avenue between Marble Mill Road and the Marietta city limits shall be limited to the Low Rise Office (LRO) , Office and Institutional (O&I) or Office/Service (OS) zoning districts in order to minimize the potential negative impact of development on adjacent residential areas.
- ◆ The U.S. 41 and Cobb International industrial area



Due to the existing Cobb International Business Park, the area west of US 41, north of Stanley and west of Old US 41 (SR 293) will serve as an IC area for light industrial uses. South and west of this area along Stilesboro Road, Old US 41, and the Barrett Parkway Extension, residential uses are proposed in order to buffer the nonresidential uses and the Kennesaw Mountain National Battlefield Park. These uses will also aid the county in limiting access to the Barrett Parkway Extension, to ensure its functioning as a traffic moving roadway. It will be the county's policy to restrict access to the Barrett Parkway Extension by limiting curb cuts to the extent possible. In light of this policy, access to the residentially designated areas to the west of the US 41/Barrett Parkway intersection should be from either US 41, Old US 41, or any publicly dedicated street other than the Barrett Parkway Extension.

- ◆ There is an IC area located along South Cobb Industrial Boulevard, west of South Cobb Drive. This area is largely surrounded by residential uses within the City of Smyrna. As additional development and redevelopment occurs in this area it will be important to consider buffering, architectural and use restrictions to protect the adjacent residential uses.
- ◆ In recognition of the existing Heavy Industrial (HI), Light Industrial (LI), and residential zoning in the area south of Powder Springs Road, Flint Hill Road, the Silver Comet Trail and east of Carter Road and the City of Powder Springs and in an effort to provide for appropriate buffering to adjacent residential areas and protect the floodplain and buffers associated with Noses Creek, and to encourage orderly growth and development by minimizing land use conflicts and environmental degradation of the Noses Creek corridor, stipulations will be considered by Cobb County and the City of Powder Springs as property is developed, rezoned and/or annexed.
- ◆ In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Appendix 21. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense-of-place.
- ◆ In recognition of the industrial, residential and recreational activities that occur near the intersection of Old Highway 41 and Kennesaw Avenue, the Board of Commissioners recommends that the approximate 8.5 acre parcel on the north side of Old Highway 41, east of White Road be amended to the Industrial Compatible (IC) future land use category. In an effort to provide a more compatible use with the neighboring residential community, the



following uses be encouraged: clean industrial, medical offices or medical instrument manufacturing, or storage. These are uses that can be performed internally in a structure and therefore will not have a major visual impact on this tract's transition between the primary industrial uses to the east and the residential and recreational uses to the south and west. Also any new development on this property is recommended to be subject to a traffic study in addition to submitting architectural plans and a landscape plan to assist the decision making process.

- ◆ In recognition of the changing conditions along Kennesaw Ave, the Board of Commissioners recommends that the approximate 1.9 acre parcel on the north side of Kirk Road east side of Kennesaw Avenue encourage the following zoning categories: Low Rise Office (LRO), Office/Services (OS), or Office and Institutional (O&I) in order to minimize potential impacts on nearby residential and recreational uses.
- ◆ The area includes properties along the north side of Atlanta Road, east of North Church Lane and approximately .2 mile west of Log Cabin Drive (See Appendix for map), is hereby designated the Atlanta Road Transition Zone. The transition zone is needed because of the conflict between the high intensity industrial land uses along the south side of Atlanta Road and the nearby low-density and medium-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the industrial land uses, the following specific criteria are needed in the area identified as the Atlanta Road Transition Zone:
 - Uses within the Atlanta Road Transition Zone should transition in nature from the high intensity industrial uses along the south side of Atlanta Road to the more residential uses along Log Cabin Drive.
 - Industrial uses should be protected from further residential incursion on the south side of Atlanta Road.
 - Existing non-residential uses on the north side of Atlanta Road, within the transition zone, should encourage retail, office, services, institutional or light industrial future uses. Existing and any future light industrial properties on the north side of Atlanta Road are encouraged to not emit noise, odor, or smoke to neighboring residential users.



- ◆ In an effort to mitigate any future land use conflicts between the residential lots along Dogwood Circle and the Industrial Compatible use to the north of the residential uses, it is recommended that the Planning Commission and Board of Commissioners consider requiring additional and enhanced buffering and screening requirements on any industrial developments adjacent to the residential uses in order to protect the existing residential land users as well as the viability of the industrial users. The Planning Commission and Board of Commissioners should also consider access only along Veterans Memorial Highway unless otherwise deemed by the Cobb County Department of Transportation.
- ◆ In an effort to mitigate any future land use conflicts between the residential uses to the north of parcel 18042100010 and the Industrial Compatible use to the south, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the existing and future residential land users as well as the viability of the industrial users.
- ◆ In an effort to mitigate any future land use conflicts between the surrounding residential uses and the Industrial Compatible uses on the south side of Huddleston Drive in District 4, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the surrounding existing and future residential land users as well as the viability of the industrial users.
- ◆ In an effort to mitigate any future land use conflicts between the surrounding residential uses and the Industrial Compatible uses on the southwest side of Buckner Road and Oakdale Road in District 4, it is recommended that the planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on any redevelopment of the industrial tract in order to protect the surrounding existing and future residential land users as well as the viability of the industrial users.



- ◆ In an effort to mitigate industrial land use impacts affecting adjacent residential land uses, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and/or screening requirements on any redevelopment of the industrial properties along the west side of Atlanta Road corridor between Austell Road and Pat Mell Road.

Department of Community Affairs – Quality Community Objectives

- **Appropriate Business:** The businesses and industries encouraged to develop or expand in Cobb should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities
- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved

Appropriate Land Use

The purpose of the IC is to provide for areas that can support light industrial, office/warehouse, and distribution uses. Typical uses include professional business parks and distribution centers. Allowable Zoning: OS, TS, LI.

Applicable Implementation Items

- Prepare an inventory of sites suitable for higher wage, wholesale trade businesses.
- Develop targeted policies to protect industrial areas from residential incursions



- Prepare a marketing strategy to promote the value of the county's two trade schools to economic development

Industrial

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

- ♦ The primary uses within IND areas should be industrial or manufacturing. Supporting office uses should be limited in floor area and intensity. Office uses should be limited to floor area ratios (FAR) of less than 0.5.
- ♦ Due to the importance of transportation in manufacturing and distribution, IND areas should be located where there is safe, direct access to the regional freeway system.
- ♦ IND areas should not be located immediately adjacent to residential areas.
- ♦ In reviewing new industrial development proposals, an assessment of environmental impact and impact mitigation should be conducted.
- ♦ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

Specific area standards

- ♦ In an effort to mitigate any future land use conflicts between the residential lots along Regal Hills Lane and the Industrial Compatible use to the south and east of the neighborhood, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the existing residential land users as well as the viability of the industrial users.

Department of Community Affairs – Quality Community Objectives

- **Appropriate Business:** The businesses and industries encouraged to develop or expand in Cobb should be suitable for the community in terms of job skills required,



linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities

- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved

Appropriate Land Use

The purpose of the IND is to provide for areas that can support heavy industrial and manufacturing uses. Typical uses include plants which convert raw materials into a finished product. Allowable Zoning: OS, TS, LI, HI.

Applicable Implementation Items

- Prepare an inventory of sites suitable for higher wage, wholesale trade businesses.
- Develop targeted policies to protect industrial areas from residential incursions
- Prepare a marketing strategy to promote the value of the county's two trade schools to economic development

Priority Industrial Area

The purpose of the Priority Industrial Area (PIA) future land use category is to support the strategic protection of the most important Industrial and Industrial Compatible land areas in unincorporated Cobb County, the Board of Commissioners has identified specific priority



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

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

- ◆ *Job impacts:* Consider the number of existing and future industrial jobs lost, existing and future job opportunities for residents with less than a four-year degree, and job density at the site.
- ◆ *Tax Base Impacts:* Evaluate and compare the tax base impacts between potential uses with the existing zoning and the proposed zoning; as well as, comparing tax base impacts to job impacts.
- ◆ *Viability:* Prioritize developments with immediate uses over potential uses without users lined up.



- ♦ *Transition:* Consider the cost of transitioning a property from one use to another through zoning. Properties made non-conforming may suffer years of deferred maintenance until a viable use surfaces.
- ♦ *Adjacency to viable industrial areas:* Consider negative impacts of residential users on adjacent and viable industrial sites, such as land price uncertainty and conflicts with residents. If a residential project is being considered adjacent to a PIA site, the Planning Commission and Board of Commissioners should consider requiring additional and enhanced buffering and screening requirements on the residential project in order to protect the residential land users as well as the viability of the adjacent industrial users.

Department of Community Affairs – Quality Community Objectives

- **Appropriate Business:** The businesses and industries encouraged to develop or expand in Cobb should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities
- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved

Appropriate Land Use

The purpose of the PIA is to provide protection for industrial areas that can support future job growth for industrial, manufacturing, office/ warehouse, technology, biomedical, and distribution uses. Typical uses are determined through the Priority Industrial Area and its subcategories. Allowable Zoning is determined by the Priority Industrial Area



subcategories although all PIA sites encourage zoning categories that would allow for the placement of technology and biomedical development and non-polluting manufacturing centers.

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

- ◆ *Medium Density Residential*

Medium Density Residential are areas that are currently residential at two and one-half (2.5) and five (5) dwelling units per acre that should transition to light industrial, office/warehouse, or light manufacturing uses over time.

- ◆ *Community Activity Center*

Community Activity Center areas currently support retail type uses that should transition to light industrial, industrial, office/warehouse, distribution, or light manufacturing uses over time. Small supportive retail uses serving the needs of the surrounding industrial users may be appropriate on a case by case basis in the Community Activity Center subcategory.

- ◆ *Industrial Compatible*

Industrial Compatible subcategories can support light industrial, office/ warehouse, and distribution uses.

- ◆ *Industrial*

Industrial subcategories can support heavy industrial and manufacturing uses.

- ◆ *Transportation, Communications, and Utilities*

The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, telephone switching stations, airports, etc.

- ◆ *Park, Recreation, and Conservation*

The purpose of the PRC subcategory is to provide for land dedicated to permanently protected land dedicated to passive recreation and protection of water quality,



wetlands, stream banks, riparian buffers, scenic views, and historic or archaeological resources.

Public/Institutional

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. While the future land use map reflects existing uses, it is important to realize that uses in this category have the potential to be developed at a regional, community or neighborhood scale. Any use in this category should be developed in a manner consistent with other policies in this plan.

Specific area standards

- ◆ In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Appendix 21. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense-of-place.
- ◆ In order to establish an appropriate land use on the properties located just south of the City of Marietta along Hill Street, Garrison Road, Lakewood Road, Carnes Drive and Appleton Drive between Powder Springs Street and South Cobb Drive, the Board of Commissioners has established a High Density Residential (HDR) future land use category to assist in revitalizing this area of the county. Due to the site's proximity to existing Community Activity Center to the east and west, Mixed-use to the north and High Density Residential to the south, the Board of Commissioners encourages townhome, owner-occupied units with an emphasis on urban design, inter parcel access, environmental sustainability, and pedestrian accessibility to mitigate development impacts. Requests for changes in land use may be suitable if incorporated into a development assemblage, within the low to moderate range of dwelling units allowable in the HDR category, and, contains appropriate transitions to surrounding single-family structure.
- ◆ The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the



Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed use developments, medical office, and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

Department of Community Affairs – Quality Community Objectives

- **Education Opportunities:** Educational and training opportunities should be readily available in Cobb – to permit county residents to improve their job skills, adapt to technological advances, and to pursue entrepreneurial ambition
- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county’s character

Appropriate Land Use

The purpose of the PI is to provide for state, federal or local government use and institutional land uses such as government building complexes, police and fire stations, colleges, churches and retirement communities.

Applicable Implementation Items



- Coordinate the expansion of libraries as they become necessary
- Update the existing facility needs study for library system
- Orchestrate annual coordination meetings between county land use planning and Cobb County School system administrative planning staff
- Ensure coordination between Cobb County Planning staff and the Cobb County School Systems administrative staff on municipal boundary expansions
- Provide quarterly updates to the Cobb County School System regarding residential land use changes and approved residential permits by type
- Establish public health services and facilities to serve special client groups such as the disabled, homebound and institutionalized

Park/Recreation/Conservation

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. While the future land use map reflects existing uses, it is important to realize that uses in this category have the potential to be developed at a regional, community or neighborhood scale. Any use in this category should be developed in a manner consistent with other policies in this plan. When development plans are presented to the Board of Commissioners, the adjacent Future Land Use Map designations will be given consideration with emphasis on adequate buffering, step-down to uses of different intensity and preserving environmentally sensitive areas. In addition, this land use category includes environmentally sensitive areas such as flood plains and wetlands. These areas serve an important natural function by providing enhanced water quality protection, groundwater recharge, floodwater storage, channelization, silt retention, and groundwater discharge. When it is feasible to do so, the County may consider acquiring (easement or fee simple ownership) flood plain and/or wetland areas that would remain undeveloped to ensure these valuable functions continue unabated.



Conservation sub-category

Conservation is a sub-category of PRC for permanently protected land dedicated to passive recreational uses and land set aside to protect water quality, wetlands, areas with erodible soils, stream banks, riparian buffers, scenic view, historic and archeological resources and to reduce erosion through protection of steep slopes. These areas were either privately or publicly owned and may include playgrounds, parks, nature preserves, wildlife management areas, national forests, stream buffers, wetlands, floodplains, and similar uses and areas purchased with state and federal funds. It should be noted that the existing land survey includes Conservation uses within incorporated city limits.

Department of Community Affairs – Quality Community Objectives

- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved
- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county's character
- **Open Space:** New developments should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or greenbelts/wildlife corridors. Land should also be set aside for permanent protection, acknowledging that not all property should be developed.
- **Regional Cooperation:** Should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success



of a venture, such as protection of shared natural resources or transportation infrastructure.

- **Regional Identity:** The promotion and preservation of an “identity”, defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics

Appropriate Land Use

The purpose of the PRC is to provide for land dedicated to active or passive recreation uses. Conservation: a sub-category for permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views, and historic or archaeological resources.

Applicable Implementation Items

- Periodically update the inventory of public properties suitable for multiple uses, including passive recreational uses and linear parks
- Implement a web based technology to allow the public to check availability of and reserve space in recreational facilities, as well as sign-up for various programs electronically
- Prepare grant applications and research other program funding mechanisms to assist with land purchase, facility development, and renovation of existing recreational facilities
- Update the existing Arts Division 2006 long-range master plan, when necessary
- Implement the 2000 Parks and Recreation System master plan
- Update the existing Parks and Recreation master plan, when necessary
- Complete the process of accreditation and implement standards to sustain Cobb County’s status with the National Recreational and Parks Association
- Evaluate the need for and develop new facilities to support the development of creative recreational programming to meet the changing needs of the community



- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Update the Cobb County inventory of historic sites and places

Transportation/Communication/Utilities

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

Department of Community Affairs – Quality Community Objectives

- **Employment Options:** A range of job types should be provided in Cobb to meet the diverse needs of the local workforce
- **Regional Cooperation:** Should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or transportation infrastructure.
- **Regional Solutions:** Solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer
- **Transportation Alternatives:** Multiple alternatives in transportation should be made available to the residents of Cobb County including, including mass transit, bicycle routes, pedestrian facilities, and automotive infrastructure. Greater use of alternative transportation should be encouraged and areas with transportation deficiencies (automotive and alternative) should be expanded to meet the needs of existing and future residents.

Appropriate Land Use

The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, telephone switching stations, airports, etc.



Applicable Implementation Items

- Continue to implement communication improvements to better coordinate emergency response in inter-county and intra-county communications
- Continue to improve transit facilities and programs in an effort to encourage additional ridership
- Execute intergovernmental agreements to develop and analyze future transportation studies
- Evaluate recommendations from the Georgia Regional Transportation Authority's Bus Rapid Transit/ High Occupancy Vehicle facility improvements along the I-75 corridor for possible amendment to the 2030 Comprehensive Plan and 2030 Comprehensive Transportation Plan

Mableton Town Center

The purpose of the Mableton Town Center (MTC) category is to provide for areas that institute development standards and incentives to assist residences and businesses in having a desirable mixed-use community that is a walkable, green and a vital hometown and will be an even better place to live, work, and play. Throughout the Mableton community, transect zones are established to guide developments that will respond to regional characteristics and needs. Guidelines for this category are listed below:

- ◆ Mableton should retain its natural infrastructure and visual character through growth opportunities that encourage infill development in parity with the development of new communities.
- ◆ Developments within the area should support Traditional Neighborhood Development (TND) or Regional Corridor Development (RCD) patterns and Mableton's vision of being a Lifelong Community.
- ◆ Transportation corridors should be planned and reserved in coordination with land use.
- ◆ Green corridors should be used to define and connect the town center area.



- ◆ The community should include a framework of infrastructure to support all modes of transportation which would coordinate with the development patterns enabled by the code.
- ◆ The architecture and landscape design should grow from local climate, topography, history and building space through energy efficient methods, where possible.
- ◆ The harmonious and orderly evolution of the built environment should be secured through regulating the form of buildings.

The following are general development standards, however more specific standards exist according to the building's form, position, functions within the Traditional Neighborhood Development (TND) or Regional Corridor Development (RCD) zone and its transect zone classification.

- ◆ Developments should be compatible with the density and intensity of uses based upon their building function;
- ◆ The lot layers, building disposition, and height should be defined by specific transect zone classifications in order to ensure appropriate compatibility with land uses within and outside of the MTC;
- ◆ Exterior designs should be compatible with frontage standards and general requirements;
- ◆ Permitted building functions, including residential, lodging, office, retail, civic and other functions, should be compatible with the allowable functions of the appropriate transect zones;
- ◆ The quantity of required parking should be consistent with the building function
- ◆ Landscaping for properties should be consistent with established frontage types

Department of Community Affairs - Quality Community Objectives

- **Economic Prosperity:** Encourage development or expansion of businesses and industries that are suitable for the community. Factors to consider when determining suitability include job skills required; long-term sustainability; linkages to other



economic activities in the region; impact on the resources of the area; or prospects for creating job opportunities that meet the needs of a diverse local workforce.

- **Efficient Land Use:** Maximize the use of existing infrastructure and minimize the costly conversion of undeveloped land at the periphery of the community. This may be achieved by encouraging development or redevelopment of sites closer to the traditional core of the community; designing new development to minimize the amount of land consumed; carefully planning expansion of public infrastructure; or maintaining open space in agricultural, forestry, or conservation uses.
- **Growth Preparedness:** The identification and placement of the prerequisites for the type of growth we seek to achieve. This includes housing and infrastructure to support new growth, housing and infrastructure to improve conditions for existing residents/commuters, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.
- **Sense of Place:** Protect and enhance the community's unique qualities. This may be achieved by maintaining the downtown as focal point of the community; fostering compact, walkable, mixed-use development; protecting and revitalizing historic areas of the community; encouraging new development that is compatible with the traditional features of the community; or protecting scenic and natural features that are important to defining the community's character.
- **Housing Options:** Promote an adequate range of safe, affordable, inclusive, and resource efficient housing in the community. This may be achieved by encouraging development of a variety of housing types, sizes, costs, and densities in each neighborhood; instituting programs to provide housing for residents of all socio-economic backgrounds; or coordinating with local economic development programs to ensure availability of adequate workforce housing in the community.
- **Transportation Options:** Address the transportation needs, challenges and opportunities of all community residents. This may be achieved by fostering alternatives to transportation by automobile, including walking, cycling, and transit; employing traffic calming measures throughout the community; requiring adequate



connectivity between adjoining developments; or coordinating transportation and land use decision-making within the community.

- **Community Health:** Ensure that all community residents, regardless of age, ability, or income, have access to critical goods and services, safe and clean neighborhoods, and good work opportunities. This may be achieved by providing services to support the basic needs of disadvantaged residents; instituting programs to foster better health and fitness; or providing all residents the opportunity to improve their circumstances in life and to fully participate in the community.

Appropriate Land Use

The purpose of the Mableton Town Center (MTC) category is to provide for areas that institute development standards and incentives to assist residences and businesses in having a desirable mixed-use community as well as protect the existing intact residential neighborhoods. Appropriate land uses will be determined by the specific transect zone from T3 which is Sub-Urban Zone focusing more on low density residential developments to T6 which is Urban Core Zone consisting of higher intensity uses.

Applicable Implementation Items

- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities
- Develop new codes and revise existing ordinances to encourage housing design to accommodate the needs of seniors and disabled individuals
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes



- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas

Rural Residential

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 RR category provides for development that is zero (0) to one (1) unit per acre. Specific development proposals shall be evaluated with respect to the following guidelines:

- ♦ Areas that are not projected to have the basic services of water and sewer due to topographical or other constraints shall be classified as RR on the Future Land Use Map.
 - Areas of the county located furthest from employment centers and major transportation corridors shall be classified as RR on the Future Land Use Map.
- ♦ New residential uses should be developed in a manner that helps protect the rural character and environmentally sensitive nature of these areas.
- ♦ Any area of floodplain or wetland shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

Department of Community Affairs – Quality Community Objectives

- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area



and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved

- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county's character
- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county, as well as to provide a range of housing types to meet in varied interests of the public.
- **Open Space:** New developments should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or greenbelts/wildlife corridors. Land should also be set aside for permanent protection, acknowledging that not all property should be developed.
- **Sense of Place:** The development of larger lot residential developments should be encouraged in order to maintain the rural character of the area and preserve land.

Appropriate Land Use

The purpose of the RR is to provide for areas for housing from 0 to 1 dwellings/acre.

Allowable Zoning: RR, R-80, R-40, OSC.

Applicable Implementation Items

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.
- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design



Very Low Density Residential

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. Specific development proposals shall be evaluated with respect to the following guidelines:

- ◆ Areas that do not have the basic services of water and sewer shall be classified as VLDR on the Future Land Use Map.
- ◆ New residential uses should be developed in a manner that helps protect the rural/estate character of these areas.
- ◆ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

Specific area standards

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

Department of Community Affairs – Quality Community Objectives

- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area



and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved

- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county's character
- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county, as well as to provide a range of housing types to meet in varied interests of the public.
- **Open Space:** New developments should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or greenbelts/wildlife corridors. Land should also be set aside for permanent protection, acknowledging that not all property should be developed.
- **Regional Cooperation:** Should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources or transportation infrastructure.
- **Sense of Place:** In stable residential districts, sense of place pertains to the maintenance and preservation of the residential character of the area.

Appropriate Land Use

The purpose of the VLDR is to provide for areas for housing, with densities of zero to two dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, OSC.

Applicable Implementation Items

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.



- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities

Low Density Residential

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. This category presents a range of densities. Specific development proposals shall be evaluated with respect to the following guidelines:

- ♦ Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.
- ♦ Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where such proposed densities do not adversely affect the stability of existing residential areas.
 - New residential uses should be developed in a manner that helps protect the character of these areas.
 - Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

Specific area standards

- ♦ In order to mitigate potential land use conflicts which could arise from the conversion of single-family residences and lots into more intense residential development along Kinjac Road, north of Macby Road, it is recommended to limit the intensity of zoning applications for consideration. New development in this area along Kinjac Drive in Land Lot 523 of the 16th District shall be limited to the LDR designation at a maximum of 2.0 units per acre net density.



- ◆ Given the documented low impact nature of non supportive senior living housing on county infrastructure and services, these housing units 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. Further, any of the housing units in this category must be located along an arterial roadway, as defined by the Cobb County Thoroughfare Plan, as may be amended from time to time.
- ◆ In an effort to mitigate any potential land use conflicts which could arise from the conversion of single-family residences and lots into more intense residential development along Dallas Highway between Martin Ridge Subdivision and Mount Calvary Rd., it is recommended to limit the intensity of zoning applications for consideration in this area. New developments in this area along Dallas Highway located in Land Lot 328 of the 20th District are recommended to be part of an assemblage proposal with vehicular access onto Mount Calvary Road. Provide sufficient buffering (determined by District Commissioner) adjacent to the existing service station to the southwest. Development shall be limited to the LDR designation.
- ◆ In an effort to mitigate any potential land use conflicts which could arise from the conversion of single family residences and lots into more intense residential developments between Dallas Highway to the north and Old Dallas Highway to the south and extending west from the Dallas/Old Dallas Highway intersection to the eastern boundary of the CAC node, it is recommended to limit the intensity of zoning applications for consideration in this area. New developments in this area are recommended to be part of an assemblage proposal with vehicular access onto Old Dallas Highway. The proposed units should be oriented towards Old Dallas Highway and provide sufficient buffering (determined by District Commissioner) adjacent to the CAC node to the west. Development shall be limited to LDR designation.
- ◆ The existing PRC tract that fronts Sandy Plains Road, just northeast of the Davis Road intersection is encouraged to be developed in an assemblage plan that would combine the two (2) abutting residential tracts to the west in a LDR use proposal with direct ingress/egress access to the signalized intersection of Sandy Plains Road and Davis Road.
- ◆ In order to mitigate potential land use conflicts which could arise from the conversion of single-family residences and lots into more intense residential development along Old Tennessee Road, north of Hurt Road, it is recommended to limit the intensity of zoning applications for consideration. The development approved on September 19, 2006 does not set a precedent for higher density residential development in the area because of proposed infrastructure



improvements in this area. The developer agreed to improve Old Tennessee Road from Hurt Road to the edge of the development so that it would be a twenty-four (24') foot wide roadway and agreed to install a cul-de-sac at the end of the dead end section of the street. This substantial investment in public infrastructure paid for by a private individual provided justification for allowing additional density on this site (Land Lot 771 of the 19th District). New development in this area along Old Tennessee Road shall be limited to the standard LDR designation.

- ◆ In an effort to encourage neighborhood compatibility, revitalization that occurs on Blair Bridge Road between Six Flags Drive and South Gordon Road should be done in a manner that respects the existing character and density of the surrounding neighborhoods. Pockets of redevelopment should be accommodated in an effort to stabilize the housing stock, but increases in density for the new developments should be minimal.
- ◆ In an effort to halt the expansion of commercial nodes, to assist with the revitalization of declining structures, and the need to provide an adequate transition and buffering to protect the surrounding VLDR and RR neighborhoods; the properties located along the south side of Dallas Highway west of West Sandtown Road and east of Kennesaw View Drive are to be Low Density Residential (LDR). The LDR area should be constrained by Kennesaw View Drive and West Sandtown Road so that it will not set a precedent for higher densities in this area of Cobb County. Preferred developments in this LDR area would be made up of an assemblage of properties with a single curb cut on Dallas Highway. Any development should maintain the focus of the development on Dallas Highway so that it can transition to a less intense development plan along Kennesaw View Drive in an effort to minimize impacts of the neighboring established residential areas. Densities should be a maximum of two (2) units per acre for single family detached dwelling units and a maximum of four (4) units per acre for developments using the Residential Senior Living zoning category.
- ◆ In order to establish an appropriate land use on the properties located just north of Sandy Plains Road and east of Trickum Road in Land Lott 455 of the 16th District, Parcels 1, 2, 3, 4 and 27, the Board of Commissioners has established and encourages this residential community to be developed in an assemblage plan. Future development in said area should include the appropriate transitions to surrounding single-family structures.
- ◆ In order to protect the residential character of the area and surrounding property owners, the Residential Senior Living on the southeast side of Macland Road and W Sandtown Road intersection will be expanded north to the existing Low Density Residential area to the north.



Said area shall not extend beyond the boundaries of the adjacent five parcels totaling 4 acres. The Board of Commissioners will only consider senior living type developments consistent with the residential character for the parcels surrounding this area.

- ◆ The existing LDR tracts that front John Ward Road, just northeast of the intersection of John Ward Road and Battlefield Drive are encouraged to be developed in an assemblage plan that would combine the three (3) abutting residential tracts north of Battlefield Drive. Any development here should ensure appropriate transitions in scale and general compatibility with the existing stable residential communities.
- ◆ In order to provide definitive future direction for the locally designated Concord Covered Bridge Historic District within the Cobb County Comprehensive Plan, a future land use overlay shall be provided for the Historic District. This overlay will give the historic district special consideration in future planning and any new development that would require rezoning. While the Historic District is locally protected under the Cobb County Historic Preservation Ordinance, providing additional acknowledgement and consideration within the Comprehensive Plan assures that this part of Cobb County will remain an area of historic, architectural and cultural value.
- ◆ 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 20th 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.

Department of Community Affairs – Quality Community Objectives

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



- **Growth Preparedness:** The identification and placement of the prerequisites for the type of growth we seek to achieve. This includes housing and infrastructure to support new growth, housing and infrastructure to improve conditions for existing residents/commuters, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities
- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county's character
- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county, as well as to provide a range of housing types to meet in varied interests of the public.
- **Infill Development:** Cobb should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the county's existing activity centers and nodes. In residential areas, infill development refers to revitalization of underperforming neighborhoods by keeping the general layout of the neighborhood intact, maintaining the basic street system and consistent architectural elements with existing structures in the area. New housing units created through infill activity should be similar in nature to the existing housing stock, so they fit into the community while also meeting current market conditions.
- **Open Space:** New developments should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or greenbelts/wildlife corridors. Land should also be set aside for permanent protection, acknowledging that not all property should be developed.
- **Sense of Place:** In stable residential districts, sense of place pertains to the maintenance and preservation of the residential character of the area.



Appropriate Land Use

The purpose of the LDR is to provide for areas for housing between one and two and one-half dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, R-15, RA-5, OSC, RSL.

Applicable Implementation Items

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.
- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities
- Investigate the concept of “aging in place” and how it can be encouraged in the county
- Study various mechanisms to increase affordable housing in the county
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas

Medium Density Residential

The purpose of the Medium Density Residential (MDR) category is to provide for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre. This category presents a range of densities. Specific development proposals shall be evaluated with respect to the following guidelines:

- ◆ Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.
- ◆ Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where such



proposed densities do not adversely affect the stability of existing residential uses. Single-family residential developments resulting in densities greater than four (4) units per acre may also be limited in overall acreage due to intense deforestation, drainage, erosion and sedimentation concerns associated with such development. Specific restrictions may be codified in the Cobb County, Georgia Zoning Ordinance.

- ◆ New residential uses should be developed in a manner that helps protect the character of these areas.
- ◆ MDR areas can serve as a transitional category between more intensive uses and less intensive uses.
- ◆ Affordable housing with open space and high quality design should be encouraged to be developed in this category.
- ◆ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

Specific area standards

- ◆ On December 11, 2001, the Board of Commissioners adopted a land use initiative for the area on Wilhelmena Drive in an effort to control residential development patterns. Due to the area's infrastructure limitations and topographical sensitivity, the Board articulated a desire to minimize the intensity of development for this area. In order to implement this objective, the Board of Commissioners will only consider development below or at the midpoint of the MDR category (2.5 – 5 du) and require the use of Open Space Community Overlay specifications to minimize grading and impact on King's Lake.
- ◆ In order to mitigate the land use conflicts which could arise from converting single family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the parcels within Land Lots 40 and 41 of the 17th District bordered by Floyd Road, Ayers Drive and Landers Road. All properties must be assembled and included in one rezoning/development plan. Architectural design encouraging two story "brownstone" appearances, shared access, rear entry garages, no direct access to Floyd Road and land use transition will be of paramount importance and rezoning applications will be evaluated for appropriateness based on these criteria. This is appropriate based on opportunities



for commercial development on the west side of Floyd Road and to compliment the Mable House historical complex.

- ◆ On January 21, 2003, the Board of Commissioners adopted a land use initiative for the area along Cooper Lake Road in an effort to control residential development patterns. Due to the topographical sensitivity of the surrounding area, the Board of Commissioners articulated a desire to minimize the intensity of the development for this area. In order to implement this objective, the Board of Commissioners will only consider development below or at the midpoint of the MDR designation (2.5-5 dua) and require the use of the Open Space Community Overlay specifications to minimize grading and impact to sites along Cooper Lake Road.
- ◆ The existing residential community located on the north side of Piedmont Road in Land Lots 585 and 586 of the 16th District, just west of the Canton Road intersection is encouraged to be developed in an assemblage plan, which would combine a significant number of the residential tracts into a MDR proposal with a single ingress/egress entrance onto Piedmont Road.
- ◆ In order to generate a more contiguous transition between the Austell Road corridor and the surrounding stable single-family detached residential areas, new housing developments along Austell Road are encouraged to contain a substantial owner-occupied component. In addition, there is a need to encourage redevelopment and revitalization of some of the antiquated multi-family developments. The redevelopment should expand senior housing opportunities, provide additional owner-occupied opportunities, and/or provide new and updated rental units that meet current market demand, as long as the total number of rental units in the development is not increased.
- ◆ In an effort to encourage neighborhood revitalization, redevelopment along Six Flags Parkway, from Six Flags Drive to Discovery Boulevard, should include attached and detached single family residential structures using the full range of allowable densities under the MDR category.
- ◆ In an effort to encourage residential revitalization, redevelopment along South Gordon Road, from Factory Shoals Road to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment additional density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category.
- ◆ In an effort to encourage residential revitalization, redevelopment along Factory Shoals Road, from Six Flags Drive to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment additional



density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category. Expansion of the commercial nodes should not be encouraged in this area.

- ◆ In recognition of the efforts to improve the quality-of-life of residents and businesses in the Mableton area, the Board of Commissioners encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional Commissions Lifelong Communities Program. With increasing life expectancies and varying levels of ability of the county's aging population, traditional building forms may be modified to reflect this new reality. Also connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages, become essential for older adults. The Board of Commissioners supports staff coordination with other county departments and the community through public involvement to encourage these goals.

Due to the physical layout of Mableton, development effort will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land management techniques such as land bank, land trust, tax allocation districts, or other such policies and programs that could assist in meeting this desire. This proposed design could substantially improve the areas economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity, and walkability missing in most of the Mableton area. Staff is committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living and combining these with the flagship Mable House property enhancements this would provide an exemplary healthy living environment for Lifelong Communities.

- ◆ In an effort to encourage neighborhood compatibility between Atlanta Road and single-family residences to the east and the preservation of natural resources, the existing tract of land, known as parcel 17 in Land Lot 742 of the 17th district is encouraged to be developed at the medium density residential scale with single-family detached homes concentrated toward the rear of the property or in a conservation focused residential development.
- ◆ The area includes properties along the north side of Atlanta Road, east of North Church Lane



and approximately .2 mile west of Log Cabin Drive (See Appendix for map), is hereby designated the Atlanta Road Transition Zone. The transition zone is needed because of the conflict between the high intensity industrial land uses along the south side of Atlanta Road and the nearby low-density and medium-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the industrial land uses, the following specific criteria are needed in the area identified as the Atlanta Road Transition Zone:

- Uses within the Atlanta Road Transition Zone should transition in nature from the high intensity industrial uses along the south side of Atlanta Road to the more residential uses along Log Cabin Drive.
- Industrial uses should be protected from further residential incursion on the south side of Atlanta Road.
- Existing non-residential uses on the north side of Atlanta Road, within the transition zone, should encourage retail, office, services, institutional or light industrial future uses. Existing and any future light industrial properties on the north side of Atlanta Road are encouraged to not emit noise, odor, or smoke to neighboring residential users.
- ♦ The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed use developments, medical office, and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.



- ◆ In order to provide definitive future direction for the locally designated Clarkdale Historic District within the Cobb County Comprehensive Plan, a future land use overlay shall be provided for the Historic District. This overlay will give the historic district special consideration in future planning and any new development that would require rezoning. While the Historic District is locally protected under the Cobb County Historic Preservation Ordinance, providing additional acknowledgement and consideration within the Comprehensive Plan assures that this part of Cobb County will remain an area of historic, architectural and cultural value.
- ◆ In an effort to mitigate any future land use conflicts between the Medium Density Residential neighborhood along Felton Lane and the Priority Industrial Area along Six Flags Parkway, it is recommended that any new development within the MDR provide appropriate buffering as determined by the Board of Commissioners.
- ◆ In recognition of the existing land uses, zoning, and future land uses along Chastain Meadows Parkway and Big Shanty Road, the Board of Commissioners has established a Community Activity Center on the west side of Bells Ferry Road. Due to this CAC's proximity to stable residential communities and office uses, it is not desired to have residential or retail uses in this activity center, but instead support office and medical type land uses. Furthermore, due to the surrounding residential neighborhoods to the east, buffering to adjacent residential uses and land use transitions will be of paramount importance when reviewing development proposals.

Department of Community Affairs – Quality Community Objectives

- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the local area and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved
- **Growth Preparedness:** The identification and placement of the prerequisites for the type of growth we seek to achieve. This includes housing and infrastructure to



support new growth, housing and infrastructure to improve conditions for existing residents/commuters, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities

- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county's character
- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county, as well as to provide a range of housing types to meet in varied interests of the public.
- **Infill Development:** Cobb should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the county's existing activity centers and nodes. In residential areas, infill development refers to revitalization of neighborhoods by keeping the general layout of the neighborhood intact, maintaining the basic street system and consistent architectural elements with existing structures in the area. New housing units created through infill activity should be similar in nature to the existing housing stock, so they fit into the community while also meeting current market conditions.
- **Open Space:** New developments should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or greenbelts/wildlife corridors. Land should also be set aside for permanent protection, acknowledging that not all property should be developed.
- **Sense of Place:** The development of activity centers that serve as community focal points should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping,



dining, socializing, and entertaining. In stable residential districts, sense of place pertains to the maintenance and preservation of the residential character of the area.

- **Traditional Neighborhoods:** Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distances to one another, and facilitating pedestrian activity.

Appropriate Land Use

The purpose of the MDR is to provide for areas for housing between two and one-half and five dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, R-15, RA-5, RM-8, RD, FST, MHP, SC, PVC, RSL.

Applicable Implementation Items

- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities
- Investigate the concept of “aging in place” and how it can be encouraged in the county
- Study various mechanisms to increase affordable housing in the county
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas

High Density Residential

The purpose of the High Density Residential (HDR) category is to provide for areas that are suitable for higher density housing between five (5) and twelve (12) dwelling units per acre. Density on any particular site should be sensitive to surrounding areas and should offer a reasonable transition of land use. Specific development proposals shall be evaluated with respect to the following guidelines:

- ♦ Higher density housing should be located only in those areas with direct access to arterials or collectors in order to discourage neighborhood traffic intrusion and facilitate safe turning movements.



- ♦ HDR areas can serve as a transitional category between more intensive uses and less intensive uses.
- ♦ Affordable housing with open space and high quality design should be encouraged to be developed in this category.
- ♦ Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

Specific area standards

- ♦ In an effort to encourage redevelopment in areas along Six Flags Drive between Factory Shoals Road and I-20 higher density developments and mixed-use developments are encouraged. To facilitate this redevelopment, Cobb County is proposing a Redevelopment Overlay District (ROD) for the Six Flags Drive corridor from Factory Shoals Road to the I-20 interchange. The ROD regulations, which encourage compatible mixed-uses in redevelopment areas designated in the Comprehensive Plan, can be found in the Cobb County zoning code. The proximity and accessibility of this area to I-20, I-285, and downtown Atlanta and the age of the existing housing stock make it a prime candidate for redevelopment opportunities. Redevelopments fronting Six Flags Drive may require additional donation of right-of-way so that planned streetscape improvements can be implemented along the corridor. Refer to the Six Flags Road Corridor Study for additional details. See appendix map for proposed ROD boundaries.
- ♦ In order to establish an appropriate land use on the properties located just south of the City of Marietta along Hill Street, Garrison Road, Lakewood Road, Carnes Drive and Appleton Drive between Powder Springs Street and South Cobb Drive, the Board of Commissioners has established a High Density Residential (HDR) future land use category to assist in revitalizing this area of the county. Due to the site's proximity to existing Community Activity Center to the east and west, Mixed-use to the north and High Density Residential to the south, the Board of Commissioners encourages townhome, owner-occupied units with an emphasis on urban design, inter parcel access, environmental sustainability, and pedestrian accessibility to mitigate development impacts. Requests for changes in land use may be suitable if incorporated into a development assemblage, within the low to moderate range of dwelling units allowable in the HDR category, and, contains appropriate transitions to surrounding single-family structure.



- ♦ In order to better implement and promote the revitalization and rejuvenation of land uses within the Powers Ferry Master Plan, the Board of Commissioners will encourage new development and redevelopment within the Powers Ferry study area. New development should be constructed in a manner that supports the goals and policies of the Powers Ferry Master Plan. The Board of Commissioners encourages sustainable mixed-use development, including residential, commercial and office uses within the Village Center and catalysts sites, as well as the rehabilitation and redevelopment of multi-family dwellings within the Redevelopment Area as defined by the Powers Ferry master Plan.
- ♦ The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (See Appendix for map). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb County Comprehensive Plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:
 - Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.
 - The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are



geared towards the needs of seniors, and will be reviewed on a case by case basis by the Planning Commission and/or Board of Commissioners.

- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility, and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
- The Planning Commission and Board of Commissioners is recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans, to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

Department of Community Affairs – Quality Community Objectives

- **Environmental Protection:** Air quality and environmentally sensitive areas within Cobb should be protected from the negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are



important for maintaining traditional character and quality-of-life of the local area and/or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.

- **Growth Preparedness:** The identification and placement of the prerequisites for the type of growth we seek to achieve. This includes housing and infrastructure to support new growth, housing and infrastructure to improve conditions for existing residents/commuters, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.
- **Heritage Preservation:** The traditional character of Cobb should be maintained through the preserving and revitalizing historic areas of the county, encouraging new development that is compatible with the traditional features of the county, and protecting other scenic or natural features that are important in defining the county's character.
- **Housing Opportunities:** Quality housing and a range of housing size, cost, and density should be provided in Cobb to make it possible for all who work in the county to also live in the county, as well as to provide a range of housing types to meet in varied interests of the public.
- **Infill Development:** Cobb should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the county's existing activity centers and nodes.
- **Traditional Neighborhoods:** Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distances to one another, and facilitating pedestrian activity.

Appropriate Land Use

The purpose of the HDR is to provide for areas for housing between five and twelve dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, R-15, RM-8, RM-12, FST, MHP, RR, SC, PVC.

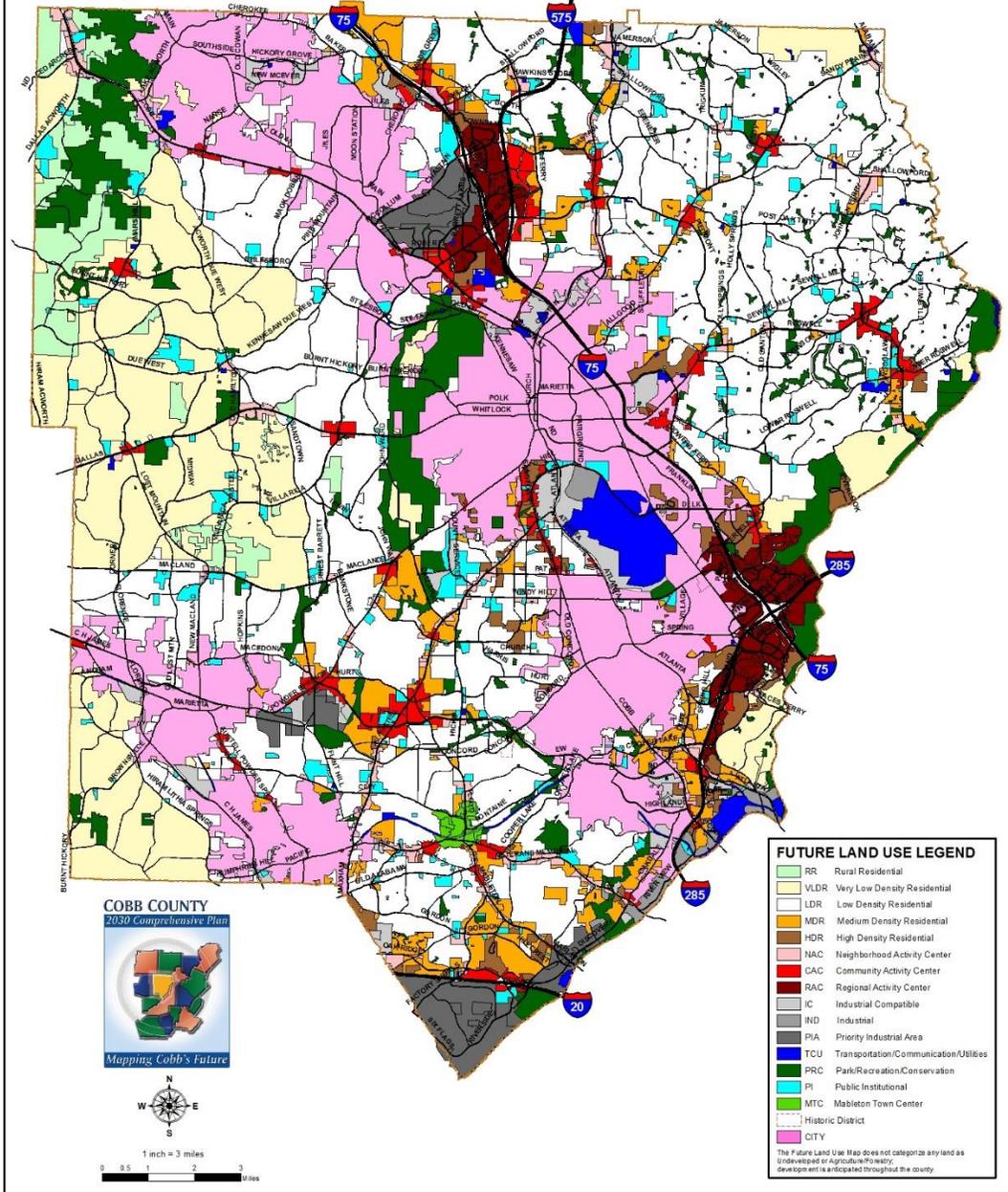


Applicable Implementation Items

- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities
- Study various mechanisms to increase affordable housing in the countyContinue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas



FUTURE LAND USE MAP 2016





COMMUNITY ISSUES AND OPPORTUNITIES

Cobb County is a vibrant community that contains areas with urban, suburban, rural, and conservation areas. It has stable residential neighborhoods, quality commercial opportunities, and job centers, as well as areas experiencing disinvestment and decline. Cobb also has built-out areas and undeveloped/underdeveloped areas that require different approaches to produce quality development. The varied nature of this county provides a special set of issues and opportunities that differ from area to area in the county.

If there is a single issue that has an overarching impact on the county it would be growth management. Cobb County has reached a point where we are witnessing dwindling quantities of undeveloped land. If we continue with the same developmental trends of previous growth strategies, we will consume the remainder of the undeveloped land over the next 25 years. The 2030 Comprehensive Plan provides us with the opportunity to reset our compass and structure growth patterns through an alternative methodology. One of the opportunities we have is to promote quality “smart growth” development policies, which preserves many of our existing areas of greenspace and protects existing quality suburban neighborhoods, while allowing for the creation of urban centers in appropriate places and by encouraging redevelopment of declining residential and commercial areas. This overall issue needs to be studied at a finer level of analysis in order to be effective at examining the various issues and opportunities that may contribute to the community’s desire for positive change.

This section of the Community Agenda contains a listing of the key issues and opportunities that exist in Cobb County. This will provide a basis for goal setting, the creation of policies, and the establishment of action items. Included here are broad issues and opportunities that were generated from the original list developed in the Community Assessment phase of the Comprehensive Plan process. The original list provided a



detailed analysis of particular issues, while this section combines many of the issues into larger themes that resonate within the community. The main point of this analysis is to develop an understanding of the overlap and interrelatedness between many of these issues and opportunities. The policies and action items listed later in this chapter provide further detail about the efforts that will be made to address and leverage these issues and opportunities.

Managing Growth

Cobb County started experiencing rapid growth in the 1980's and 1990's. The growth rate has subsided somewhat in many parts of the county compared to the growth rates of prior decades, but they are still increasing at a relatively rapid pace compared to national trends. Over the past few decades, Cobb County has changed from a bedroom community to a regional employment center. This evolution will continue as more jobs locate in edge cities that are located on the periphery of the traditional urban core. Developing these edge cities into functioning urban environments by encouraging a variety of land use types is a key to future prosperity and is an integral component to protecting existing neighborhoods and preserving undeveloped land in other areas of the county.

In general, there is little greenfield property left in Cobb County to develop. Within the 2030 planning horizon, it is important that the county reorient policies to encourage the redevelopment of greyfield and brownfield sites as a means to accommodate new development. One area of the county that is an exception to this trend is West Cobb, which is experiencing more rapid growth compared to other areas of the county due to the availability of large tracts of privately held undeveloped/underdeveloped properties. The issues with managing growth in the county include:

- **Plan for growth through local and regional policies.** There are numerous local and regional efforts aimed at involving the public, appointed officials, and elected officials in the long-range plan making process. This includes land use, transportation, natural resource protection, and many other facets of urban



- development. The better we are at generating common sense, market-oriented policies to guide preferred development, the more likely the community's vision for the future will come to reality.
- **Guide future growth through infrastructure investments.** The use of targeted infrastructure investment to guide growth and development is one of the most effective means to shape growth in the future. Cobb County has a history of this type of visionary planning. An example of this is the efforts of former Board of Commissioner Chairman Ernest Barrett who established the framework for the sewer system that resulted in the growth patterns we see throughout Cobb County today. Chairman Barrett saw the opportunity to shape the developmental future of Cobb County and helped tremendously in changing the way the overall community developed. This type of visionary thinking will continue to be necessary as we face new and ever expanding challenges dealing with growth and development issues.
 - **Identify areas for future residential and non-residential growth.** Two of the most common public comments received during the comprehensive planning process were the desire to protect the residential character of existing stable neighborhoods and the desire to retain the rural nature of West Cobb. If this community-based desire is to come to fruition, we will need to establish policies and guidelines to accommodate anticipated population and employment growth in other areas of the county. The most likely areas to accept this type of additional development are in the incorporated and unincorporated areas that are between US 41/Cobb Parkway and I-75 from the Cumberland CID (Community Improvement District) to the Town Center CID. This area provides access to the interstate system as well as other state and local arterial and collector roadways, where there has been a history of upgrading infrastructure investment in these areas to accommodate more intense land uses. These areas are already urbanizing with high-rise developments being constructed in the Cumberland area,



redevelopment activity in Smyrna and Marietta, and plans being established to introduce a residential component to the Town Center area.

- **Managing growth in a way to meet the needs of a community with changing demographics.** This means ensuring that there are housing, entertainment options, and services available for the varying needs of the elderly, ethnically and racially diverse individuals, persons with disabilities, and people of varying economic means.

Neighborhoods

There are many types of neighborhoods that exist within Cobb County due to the diversity of the development patterns and varied time frames from which they were constructed. We have examples of classic hamlets like Mableton and Vinings, suburban neighborhoods like many areas of East Cobb, more rural neighborhoods in West Cobb, and the beginning of a more urban neighborhood in the Cumberland and Town Center areas. These hamlets are your traditional neighborhoods with a defined center, walkability, a grid street pattern and varied housing types. The suburban areas contain a predominance of single-family detached residential housing with moderate spacing between structures, cul-de-sac street patterns, and few areas dedicated as public gathering spaces. The rural neighborhoods are also predominantly single-family detached residential structures, except that there is larger separation between structure, more open space (privately owned), and a more pastoral landscape. Finally, the urban neighborhoods are a new trend in Cobb County. There has been an effort to add urban scale residential developments to areas within the county's two regional activity centers. Issues and opportunities dealing specifically with neighborhoods include:

- **Preserve stable neighborhoods.** As new development continues throughout the county it is important to enact policies and procedures that will encourage the preservation of the many stable neighborhoods that exist throughout the county. These areas provide a range of attractive, safe, and quality living environments for a wide spectrum of the community.



- **Redevelopment and revitalization.** Some of the older single-family and multi-family residential districts in the county are starting to experience decay due to a lack of new private and public investment. These areas should be encouraged to have revitalization and/or redevelopment take place so that all people, regardless of demographic or income, can live in quality housing in Cobb County. Priority should be given to areas that are becoming blighted and could potentially have a negative impact on adjoining stable/transitioning areas.
- **Urban development patterns.** Urban growth has potential to be an important social and economic driver for the county's two regional activity centers, Cumberland and Town Center. By fostering urban scale development in these areas Cobb County can meet market demand for additional housing types, as well as accommodate anticipated population growth. Finally, the additional population in these areas will have a beneficial impact on the local area economy of these two commercial districts and help to improve air quality.
- **Loss of rural character in West Cobb.** One of the most frequent issues that were identified during public meetings was the loss of rural character in West Cobb. An active effort to preserve this area of the county should be made so that we can provide a variety of housing types in environments that will be desirable to a wide range of people. Keeping the rural character of West Cobb intact will require active involvement from the government, community-at-large, and development interests.
- **Compatible infill development.** Infill development is the redevelopment of existing development. It can be many different things to many different people. For the purposes of this particular item, infill development is being defined at the scale of the existing neighborhood level. Many of the developed areas of East Cobb are experiencing infill development where irregularly shaped tracts of land or larger lot tracts are being developed or redeveloped around existing neighborhoods. The community has voiced concern about the compatibility of these new developments to ensure that they blend into the fabric of the existing



- community. Quality infill development will assist in preserving many of these existing neighborhoods by encouraging new investment in the housing stock, while also providing limited opportunities for growth in these areas.
- **Community gathering spaces.** The lack of community gathering spaces was mentioned repeatedly by the community throughout the plan development process. There are many ways to accommodate this desire within the community ranging from the creation of parks, passive greenspace, and multi-use trails. These should be dispersed throughout the county where more people can have access to these types of services and accommodate the need for community socialization.

Economic Development

Cobb County and many of its inter-county and intra-county neighbors generally pursue economic development independently. The positive qualities that make metropolitan Atlanta a strong candidate for future economic growth include workforce, education, transportation, weather, and cultural/recreational opportunities. These qualities cut across jurisdictional boundaries and it is the responsibility of numerous institutions and organizations to sustain these assets to help in sustaining and improving the region's quality-of-life.

Cobb County can influence economic growth in many ways, which include: proactive recruitment efforts, infrastructure improvements, enhancing quality-of-life, and ensuring a well-run, low tax fiscal environment that still provides exemplary service to the community. Cooperation and coordination between the public, private, and non-profit sectors are important in our effort to improve the business climate in Cobb County. The Cobb County Chamber of Commerce in association with the Cobb County Economic Development Department, and the State of Georgia Department of Industry, Trade, and Tourism should work together with potential employers to recruit quality jobs into Cobb County. The following are some of the issues and opportunities that can impact economic development:



- **Targeted industries.** The main focus of the County’s recruiting efforts should be the creation of economic clusters, which will allow for a better economy of scale that will improve the clusters competitive advantage. The clusters should be identified through a detailed economic analysis that looks at qualitative and quantitative data to investigate where we “as a community” have strengths. The policies and action items, described later in this report, provide specific recommendations as to what industries we should focus on in order to generate these clusters of employment.
- **Business retention and expansion.** The county will continue to change over time. Businesses will grow, decline, move-in and move-out depending on a multitude of various factors. Regardless of these factors, it is important to support existing employers by actively supporting the retention and expansion of those key existing businesses that serve to anchor the economy in Cobb County and provide additional employment opportunities for the metropolitan workforce.
- **Jobs-housing balance.** Jobs-housing balance is the proportion of employment opportunities to housing units within a defined geographic area. Cobb County is better than the metro average in regards to this statistic, but it is extremely stratified within the County. The areas with the highest employment intensity tend to have very few housing opportunities and visa-versa. The results of a poor jobs-housing balance are longer commute times and distances for workers which have a negative impact on air quality and quality-of-life measures.
- **Managing land for business and industrial growth.** A vital role that the comprehensive plan has in economic development is ensuring there is an adequate supply of development-ready (appropriately zoned with existing services and utility connections) and desirable land to accommodate the needs for new business and industries growth. The need for quality non-residential land is becoming an increasingly important concern. Land is a fixed-supply resource and there is a need to actively insure that there will be an adequate supply of development ready land available for the future. As we become more developed



as a community, land availability will decrease resulting in an increase in the value of the remaining tracts. Greyfield (dark/vacant stores) and brownfield (environmentally contaminated site) redevelopments will be important components of our strategy to provide necessary land for future growth. In addition, there is substantial pressure from the developers to use lands designated as industrial for other purposes. There needs to be a concentrated effort by Cobb County to protect these remaining undeveloped/underdeveloped industrial areas from residential and commercial incursion. This is due to the fact that there no additional areas in the county with flat undeveloped land that has the necessary interstate access so that we can generate new industrial areas.

- **Workforce retention and attraction.** One of the main factors that assist with workforce retention and business attraction is ensuring that the business community and industries have a talented and educated workforce to meet their needs in a knowledge-based economy. One way to attract this workforce is by ensuring that the community has a quality physical, cultural, and natural environment. Numerous studies have shown that amenities, quality-of-life, and recreational opportunities have a substantial influence within corporations/industries when making decisions on the location of new facilities or corporate offices. In addition, professional and technical workers are able to choose from a number of employment locations, thus having a higher quality-of-life, which will assist in attracting the workforce necessary to meet the needs of these employers competing in a global economy.
- **Promote historic based tourism and the arts.** Cobb County and its six cities have a wealth of historic and cultural resources. There needs to be a coordinated effort between the local governments, Convention and Visitors Bureau, and the Chamber of Commerce to actively promote the wealth of historic and cultural opportunities available here in the county. Also, it should be noted that the completion of the Cobb Energy Performing Arts Centre provides an incredible



opportunity for Cobb County as a whole, as well as the Cumberland area in general, to distinguish itself as a cultural destination within the region.

Transportation

Cobb County is currently in the process of conducting a countywide Comprehensive Transportation Plan (CTP), which is a parallel effort in devising a comprehensive strategy for the county's transportation infrastructure and programs. Cobb County will be amending this document once the CTP is complete, so the findings of the two documents can be incorporated into one another. Some of the transportation issues and opportunities present in the community include:

- **Traffic congestion.** Increasing traffic congestion along collector and arterial corridors will continue as our population increases. The impact of this can be mitigated to some extent if alternate forms of urban design can be incorporated into the built environment that supports interconnectivity of streets, inter-parcel access, and the reduction of curb cuts.
- **Air quality.** This issue is discussed in detail in the Quality-of-life portion of this section.
- **Context sensitive design.** The use of context sensitive designs on new and expanding transportation facilities will assist in minimizing the disturbance of adjacent developments. These include techniques such as landscaped medians, street trees, larger sidewalks, street lights (in an urban setting), and better pedestrian crossings, where the new roadway "fits" appropriately with the neighboring land uses surrounding the improvement project.
- **Transportation alternatives.** There is a need to increase transportation alternatives throughout Cobb County. This includes expansion of Cobb County Transit (CCT) bus service, the creation of a regional mass transit system to connect with other areas of metropolitan Atlanta, and investment in new facilities to serve bicycle and pedestrian facilities.



- **Land use-transportation connectivity.** There is an inevitable link between land use and transportation where one has a direct impact on the functionality of the other. The transportation system should be adapted to meet the needs of the jurisdiction's future growth scenario/policy. In addition, land use strategies must be devised that will assist the transportation facilities in improving system performance. The various mechanisms that can be used to accommodate these efficiencies include access management, promoting grid street systems, traffic calming, and promoting a development pattern that enhances mobility such as mixed-use developments, as well as linking development where infrastructure is adequate.
- **Intelligent transportation systems.** Intelligent transportation systems (ITS) are technologies used to improve transportation system performance. Some examples of ITS include: traffic signal synchronization, traffic cameras, signal priority for public transit vehicles, travel information systems, and many others. The benefits of using ITS are improved traffic flow, safety enhancements, rapid emergency response, and traveler information.
- **Operational improvements.** Much of Cobb's existing transportation infrastructure can be altered in a way that will improve mobility and performance. This includes everything from the construction of turn lanes, installation of sidewalks or bicycle lanes, curb and gutter improvements, and road realignments, to name a few. We should also include maintenance of existing facilities so that we ensure quality infrastructure for the residents, businesses, and visitors to Cobb County. Improvements of these types not only improve efficiency of the network, but also promote safety for the system users.
- **Travel demand management.** Travel demand management (TDM) programs reduce traffic congestion and help to improve air quality by eliminating or reducing single-occupancy vehicle trips. TDM also tries to decrease the length of trips by providing commuting options such as carpooling, vanpooling, teleworking, flexible work hours, and using mass transit.



Quality-of-life

An area's quality-of-life is a description of the numerous dynamics that make a place a desirable place to live. It includes a variety of social, economic, and environmental concerns that help to build community pride. The various dimensions included in a normal quality-of-life analysis, which includes: education, employment, health, income, infrastructure, security, public safety, recreation, and housing. This list includes some of the tangible assets that can be quantitatively studied to determine a quality-of-life measure. There are also numerous intangible features that are active within a community. These include the strength of the social fabric made prominent through networks and trust within the community, as well. These intangible features become the means to facilitate mutually beneficial cooperation and coordination.

Quality-of-life can be inhibited and/or addressed by local, regional, and national factors/decisions. Many of the factors that can be addressed by local jurisdictions affect the physical space within a community. This includes land use patterns, urban design, and incentives that can influence the use of public spaces, as well as preservation of natural areas/greenspace. Some of the factors that influence Cobb County's quality-of-life include the following:

- **Sense-of-place.** Many residents in Cobb reside here because of the sense-of-place that exists within their neighborhood, which promote feelings of comfort, security, and community involvement. There are also instances where there is a need to create a sense-of-place for some of the declining areas of the county. Further details on this issue can be found in the Neighborhoods discussion above.
- **Improving air quality in the region.** Air quality is an issue for all of metropolitan Atlanta. The region as a whole is actively trying to come into conformity with federal Clean Air Act's *National Ambient Air Quality Standards*. Currently the metro-Atlanta is a "non-attainment" area because of smog and particulate pollution



- **Improve water quality and quantity.** The Cobb-Marietta Water Authority projects sufficient water resources for existing and projected populations through the year 2050. Generating new water supply capacity is a long-term need for all growing communities. The Hickory Creek Reservoir project is one of the mechanisms being used to ensure existing and future residents have adequate water supply. This project will assist the future growth of the county by expanding water capacity. Finally, basic conservation measures and education can assist in extending our existing capacity of water resources. Water quality is a very important issue in Cobb County because many of our streams do not meet minimum Clean Water Act standards. Water quality can be improved through public/private decision-making, by enhancing stormwater design practices, and reducing the siltation along streams. The public can have the largest positive impact in improving water quality by upgrading stormwater and sanitary sewer systems to ensure that there is sufficient capacity to inhibit the release of untreated water into our local area streams, lakes, and rivers.
- **Economic growth.** The ability for people to make a living that supports their personal and professional goals is an important aspect of improving an area's quality-of-life. There is a direct correlation between areas experiencing economic stagnation and declining property values in an area. This includes areas of Cobb County, as well as metropolitan-Atlanta as a whole. This item is discussed further in the Economic Development section of this analysis.
- **Education and health.** The ability for Cobb County to retain its status as a community with high quality educational institutions and reliable healthcare is vital in the eyes of the community. The ability to provide enhanced public education opportunities, the availability of various types of private education, and numerous post-secondary opportunities provide the community with options for primary, secondary, and post-secondary education. Healthcare is also a critical aspect of a community's sense of well being. In Cobb County, healthcare facilities include the not-for-profit WellStar Hospital Network as well as the county



administered Community Health Clinics. Providing basic healthcare services to a growing and diverse population in an increasing concern in Cobb County and nationwide.

- **Affordable/workforce housing.** Cobb County has a large quantity of high-end and executive housing, but few opportunities for the middle income wage earner. Workforce housing provides opportunities for local area teachers, firefighters, police, nurses, and other occupations so that these people can live and work within the same community. In addition, many of the existing affordable housing options are structures in transitional areas that are in need of new investment in the housing stock in order to update them and assist them in being more marketable. There are many factors that have lead to this issue which include: a healthy community and high quality of life that supports higher housing prices, a high land costs that inhibit the construction of affordable housing, and decay in the existing affordable housing stock.
- **Urban design.** Urban design is the process and procedures for managing the physical and visual character of the community. The aesthetic qualities of various parts of Cobb County’s natural and built environment define its distinctiveness and beauty. New growth within the community should generate a benefit for both the public and private realms of society. This should include all growth types, “greenfield” development, redevelopment, infill development, etc. Each new project has the opportunity to enhance or degrade the visual character of an area and therefore urban design should be reviewed on a project-by-project basis.

Urban design should not be used with a one-size fits all mentality, because of the diversity in neighborhoods and communities within Cobb County. Important areas of the county should have urban design standards tailored for specific areas to ensure a varied and visually stimulating environment. Some of the basic ideas that can be used to incorporate urban design into the land use planning process include: reduction of impervious surface; improve the attractiveness and



functionality of commercial corridors; reduce visual clutter, especially along arterials and scenic corridors; encourage village-style developments near town centers and activity centers; preserve Cobb County's rich cultural history and architectural heritage; and conserve natural areas through permanent protection and greenspace acquisition. Urban design can help achieve consistently high quality public and private sector investments in the community where infrastructure is adequate.

Natural and Cultural Resources

The need for natural resource and cultural resource protection/conservation is an integral part for the physical, psychological, and spiritual health of a community. There were many comments that we received throughout the entire comprehensive planning process that indicated to staff that there is a high level of concern within the community for the quality of Cobb County's natural environment and the continued preservation of our built heritage. The most common responses we heard from the community include:

- **Open space/greenspace.** Cobb County will continue to grow through the year 2030 and beyond. A substantial portion of that development will be the transformation of vacant or large-acre tracts into new residential and commercial developments. Open space and greenspace preservation can occur through a variety of mechanisms that include purchase, regulation, and education. The recently completed Trust for Public Land "Greenprint" model can be used as a guide in the selection of priority parcels for greenspace purchase as monies become available. The creation of a county-wide greenspace plan would also be a benefit to the community as a means of protecting natural areas and increasing the quantity of passive recreation sites.
- **Loss of trees, tree canopies, and specimen trees.** The role of trees is vital to the rural, suburban, and urban areas that exist in Cobb County. Trees assist with the naturally cooling the county, protects against air pollution, improves quality-of-life, prevents soil erosion, and supplies wildlife habitat. Many people in the



community recommend a strengthening of the tree preservation and landscaping ordinance.

- **Air quality and water quantity/quality.** This issue is discussed in detail in the Quality-of-life section of this analysis.
- **Preserve historic resources.** There is a vocal portion of the community here in Cobb County that is active in efforts to protect and preserve existing historic and architectural resources. This includes primarily residential structures and battlefield fortifications/trenches, but there are other examples of historic features, as well.
- **Preserve environmentally sensitive areas.** There are many areas of the county that could be considered environmentally sensitive areas. These include floodplains, wetlands, areas with endangered species habitat, steep slopes, ground water recharge areas, and water supply watersheds. It is important to protect these areas so that they are not negatively impacted by future development.

Community Facilities

It is the intent of the county to provide exemplary service to the Cobb County community. Community facilities and infrastructure investment play a large role in service delivery, laying the groundwork for managed growth and development. The items include in the community facilities section provide a wide range of programs and services to the community that covers everything from police protection to libraries and stormwater facilities.

- **Facility needs exceed current and projected resources.** This issue addresses the need to distinguish between services Cobb County would like to provide and those core services the County should provide, in light of its resource projections. This is a difficult issue due to the varying needs and financial mandates that are placed upon the local government by the federal and state governments, as well as desires and needs of the local area residents and stakeholders. Thus, prioritization is a necessity to ensure that the local government is living up to its obligation to



- the community. The efforts portrayed within the comprehensive planning process will assist in making those difficult decisions, because it contains the thoughts and desires that have been expressed by the community over the past few years.
- **Public safety.** Our public safety in Cobb County covers our police protection, fire protection, 911 communications, emergency management services, and the Sheriff's Office. There was a concern within the community that we address staffing needs, facility needs, and technological investments needed to keep up with the demand posed by a growing and diversifying population. Many different strategies will need to be deployed as we confront various and evolving phenomenon relating to public safety within the community.
 - **Libraries.** As Cobb County continues to grow, there will be an increased need for additional library space either through expansion of existing facilities or the construction of new facilities. The existing Cobb County Library Master Plan provides strategic guidance of facility needs based upon project population for the next five years. There will be a need to renew this analysis over the next few years so that conditions can be updated and additional facility needs discovered.
 - **Parks and recreation.** This is one of the more pressing needs as far as new facilities are concerned. Due to the rapidly dwindling quantity of vacant or undisturbed land left in the county, a greater importance should be placed on allocating park land for future generations. The community needs access to a diverse range of recreational facilities and programming and different segments of the population require different types of services. The existing Parks and Recreation System Master Plan provides a solid guide to the recreation needs through the year 2013. Updates to this master planning effort will need to be made within the next three years.
 - **Stormwater.** There are a growing number of state and federal regulations that cover the area of stormwater management. The intent of these new regulations is to prevent flooding during heavy rain events, thus improving the quality of water being discharged into our local area streams, lakes, and other bodies of water. The



water quality benefits would occur from the filtering discharged stormwater that would occur in the detention ponds and other engineering structures. There are many improvements that can be made to our existing stormwater system to improve its effectiveness. In addition, the need for community-based educational opportunities to inform the community and developers about stormwater development procedures/requirements.

- **Solid waste management.** Details and specifics regarding the Cobb County Comprehensive Solid Waste Management Plan are in a separate document.
- **Education.** Cobb County government does not control nor do they have substantial input into matters dealing with the Cobb County School System. They are an independently elected and managed government entity that is charged with the provision of the public education system in Cobb County. It should be noted that, one of the greatest priorities mentioned during the public input for the Comprehensive Plan was the need to continue to improve upon the existing quality of the public education system.

Intergovernmental Coordination

Cobb County and the surrounding community will benefit greatly from participating in regional partnerships and efforts that work towards solving some of the issues we are confronting regionally. Some of these efforts include:

- **Future growth and development.** This issue deals with growth and development within Cobb County and regionally with the Atlanta Regional Commission. Especially important to this item is the intergovernmental agreement known as HB 489, which establishes a framework for jurisdictional cooperation on service provision and land use. Cobb County and all of its cities approved a new HB 489 agreement in 2004. Thus, this document is active and current; therefore, meeting the Georgia Department of Community Affairs requirements for coordination. The HB 489 agreement also provides a structured framework for local area cities to pursue managed growth through the process of annexation.



- **Effective communication.** This issue deals with communications between Cobb County and other public sector agencies, the non-profit sector, and especially the private sector. Cobb does a good job in coordinating with local, regional, and state agencies to the overall benefit of the community. One area of deficiency is communication with the private and non-profit sectors. By improving updates, newsletters, forums, and other communication techniques, Cobb County can enhance current efforts and ensure active participation in county governance.
- **Comprehensive planning.** Ensure that adjoining municipalities, school districts, and special districts work together to cooperatively work towards a better future and ensure full participation in the decision-making process. Ensure updates to the Comprehensive Plan include relevant recommendations from other related City, County, or Regional plans such as the Cobb Countywide Transportation Plan, I-75 Northwest Connectivity/BRT, and LCI plans.
- **Regional transportation planning.** Continue our participation with the other local jurisdictions, the Atlanta Regional Commission, the Georgia Regional Transportation authority, and the Georgia Department of Transportation on improving and coordinating transportation planning efforts throughout the Metropolitan Atlanta area.
- **Eminent Domain.** Eminent domain is defined as the taking of property by a public entity with the provision of “just” compensation to the property owner. In 2005, the State of Georgia altered the regulations regarding the use of eminent domain. Cobb County supports the use of eminent domain only as detailed in applicable state statutes and only after a negotiated settlement is not able to be reached with the owner of the property.
- **Natural resource protection.** Cooperatively work to protect the region’s air and water quality, increase water quantity, and areas identified as being susceptible to negative environmental effects from development.



POLICIES

Policies are a series of guiding principles adopted by the local government. The purpose of these statements are to provide direction to the local government officials and to assist in the decision making process. The principles are one of the ways to make certain that new development is helping the community to meet the Community Vision and address the Community Issues and Opportunities.

Goal #1 - 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.

Policy 1.1 - Evaluate and refine current practices to ensure that new development pays its fair share of improvements necessitated by growth.

Policy 1.2 - Increase the economic vitality of underserved areas through programs and incentives.

Policy 1.3 - 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.

Policy 1.4 - Provide sufficient water, wastewater, stormwater, and transportation capacity to accommodate anticipated growth and support desired growth patterns.

Policy 1.5 - Evaluate development proposals in currently underserved areas to ensure service is provided in a manner consistent with existing and future infrastructure demands.



Policy 1.6 - Monitor and assess recreational facility needs/demands and consider improvements/additions where necessary to fully serve the entire community.

Policy 1.7 - Provide quality recreational programming to meet the needs of existing and future residents of all ages.

Policy 1.8 - Encourage housing construction and the development of commercial areas in locations where necessary public facilities can be economically provided.

Policy 1.9 - Encourage urban style growth in regional activity centers as a means to protect existing stable suburban and rural areas from development growth pressures.

Policy 1.10 - Protect and preserve buildings, neighborhoods, or areas of historical, architectural, or cultural significance.

Policy 1.11 - Preserve stable quality residential neighborhoods.

Policy 1.12 - Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.

Policy 1.13 - Address compatibility between land uses when making land use decisions.

Policy 1.14 - Provide transitions in scale and/or land use between high and low intensity land uses.

Policy 1.15 - Encourage nodal development at appropriate major intersections and discourage land use changes that lead to "strip" development patterns with multiple driveways.



Policy 1.16 - Ensure that non-residential sites are designed for adequate buffering, parking and open space.

Policy 1.17 – Identify blighted and deteriorating neighborhoods and promote the revitalization and/or redevelopment of these areas.

Policy 1.18 – Promote smart growth policies and encourage the creative design of residential developments that meet the needs of the human and natural environment.

Goal #2 - 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.

Policy 2.1 - Consider the existing and planned transportation system when making land use decisions.

Policy 2.2 - Design and locate recreation and cultural affairs facilities with good access to major roadways and public transit routes.

Policy 2.3 - Encourage adequate amounts, types, and densities of housing needed to support desired commercial and industrial growth.

Policy 2.4 - Promote transit oriented developments at existing and planned transit stations.

Policy 2.5 - Coordinate with municipalities, adjoining counties and regional agencies on water supply, wastewater, and stormwater issues to provide efficient services, and better plan for expansion.

Policy 2.6 - 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.

Policy 2.7 - Encourage reuse, redevelopment, and/or revitalization of brownfield and greyfield (dark/vacant store fronts) sites as a means to accommodate new growth in appropriate areas of the county.

Policy 2.8 - Improve emergency response delivery coordination with municipalities through communication/technology integration, inter-agency cooperation, and joint training.

Policy 2.9 - Promote compatible infill development, where necessary.

Policy 2.10 - Coordinate compatible land use and transportation policies inter-county and intra-county.

Policy 2.11 - Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

Policy 2.12 - Coordinate transportation planning activities with local cities, surrounding counties, and regional/state agencies to address intra-county and inter-county transportation demands.

Policy 2.13 - Address regional development impacts through information sharing and coordination with other local governments, regional development centers, and state agencies.

Policy 2.14 - Promote the construction of mixed-use developments in appropriate areas.



Policy 2.15 – Promote the creation of community gathering spaces.

Goal #3 - 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.

Policy 3.1 - Work with various organizations to market Cobb County's strengths and its quality of life, in order to attract new businesses and retain existing businesses.

Policy 3.2 - Evaluate and refine current economic incentive policy to enhance the county's competitive position.

Policy 3.3 - Develop programs/funds to provide capital for small business growth and development.

Policy 3.4 - Evaluate and refine current economic incentive policy to enhance the development of targeted corridors and activity centers including periodic updates to the Commercial Property Rehabilitation Partial Property Tax Abatement Program, as needed.

Policy 3.5 - Work toward diversifying the county's industrial and commercial base.

Policy 3.6 - Promote environmentally clean industries.

Policy 3.7 - Promote and support the various programs associated with the seven targeted industries identified within Cobb's Competitive EDGE. They include; Healthcare Services, Travel and Tourism, Bioscience, Aerospace and Advanced



Equipment Manufacturing, Information Technology and Software, Professional and Business Services, and Wholesale Trade.

Policy 3.8 - Continue to promote workforce development programs to target the needs of expanding and relocating businesses with the local area technical and post secondary educational institutions.

Policy 3.9 – Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.

Policy 3.10 - Promote the continued development of our major business districts to support employment growth, provide retail services, and serve as a hub for the community.

Policy 3.11 – Encourage and promote the development of small businesses within all industries. Cobb County uses the Small Business Administration’s (SBA) “Table for Small Business Size Standards matched to North American Industrial Classification System Codes” for identifying small business.

Goal #4 - Residents in Cobb County live comfortably in a safe community that has quality jobs, cultural activities, recreational opportunities, and state of the art educational/health services.

Policy 4.1 - Develop innovative funding techniques to provide for the upkeep of existing and the development of future recreational facilities and programs.

Policy 4.2 - Improve the condition of existing recreational facilities to a consistent standard of high quality.



Policy 4.3 - Maximize the use of public land and facilities for recreation and cultural affairs.

Policy 4.4 - Develop diverse arts programming to meet the various needs of the community.

Policy 4.5 - Promote tourism through marketing the numerous arts and recreational opportunities in Cobb, as well as the area's unique cultural history.

Policy 4.6 - Promote revitalization or redevelopment of declining residential areas through economic incentives, code changes, and/or land use changes.

Policy 4.7 - Monitor and assess patient needs at Community Health Clinics and consider service improvements/additions were necessary.

Policy 4.8 - Establish innovative approaches to affordable public health service delivery and wellness promotion.

Policy 4.9 - Assess and improve regulatory measures to promote and maintain a safe and healthy living environment.

Policy 4.10 - Continue to improve public health services through coordination with other public, private, and non-profit corporations to serve special client groups such as the disabled, homebound, terminally ill, or institutionalized.

Policy 4.11 - Collaborate with the Cobb County Schools to improve non-vehicular travel in areas surrounding schools.



Policy 4.12 - Continue coordination with the county, local municipalities, and local area school systems to ensure timely and thorough review of development proposals and annexations.

Policy 4.13 - Continue information sharing with the Cobb County School System regarding demographic trends to assist with the planning of new schools.

Policy 4.14 - Sustain partnerships between local school system administrative staffs and county staff regarding education and population growth issues.

Policy 4.15 - Establish strong ties with Cobb County secondary institutions to develop internships and programs that can assist students in becoming more involved and informed about public service.

Policy 4.16 - Monitor and assess library usage, regional service potential and growth patterns and consider improvements/additions where necessary.

Policy 4.17 - Design and locate library facilities with good access to major roadways and public transit routes.

Policy 4.18 - Achieve the highest level of efficiency possible in the organization, layout and management of library facilities.

Policy 4.19 - Improve the condition of existing library facilities to a consistent standard of high quality.

Policy 4.20 - Improve the condition of library technology and information services to a consistent standard of high quality.



Policy 4.21 - Develop innovative funding techniques, such as the library foundation to provide for future library facilities and programs.

Policy 4.22 - Adapt library facilities and services to serve special client groups such as the disabled, homebound and institutionalized.

Goal #5 - 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.

Policy 5.1 - Provide safe, dependable, environmentally responsible, and economically feasible water and wastewater management services.

Policy 5.2 - Encourage cluster residential developments as a means to protect and preserve sensitive natural resources or threatened species habitat.

Policy 5.3 - Support education, enforcement, and other programs to conserve and effectively manage water resources.

Policy 5.4 - Provide for proactive maintenance and improvement of existing water infrastructure.

Policy 5.5 - Coordinate water and stormwater related infrastructure improvements with associated improvements to transportation infrastructure.

Policy 5.6 - Consider beneficial water reuse as an option to discharge, where appropriate.



Policy 5.7 - Evaluate development proposals at difficult to serve locations with respect to water or sewer availability and establish equitable costs associated with service delivery, where public service is provided.

Policy 5.8 - Periodically assess land use policies with respect to water and sewer capacity information to ensure an adequate/desirable mix of land uses in the future.

Policy 5.9 - Make provisions for sewer lines in developments that either have sewer available or will be serviced by sewer.

Policy 5.10 - Plan for wastewater management capacities which can support future projected populations.

Policy 5.11 - Consider environmental issues when expanding or improving water supply/treatment facilities.

Goal #6 - 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.

Policy 6.1 - Develop and implement a strategy for preserving the beauty and integrity of natural features such as trees, slopes, streams, and lakes.

Policy 6.2 - Identify significant plant and wildlife habitats and proactively plan for the protection of these areas before they become involved in a proposed development.

Policy 6.3 - Educate citizens, local officials, and land developers as to the value of natural resources, the consequences of their destruction, and alternatives for protection.



Policy 6.4 - Plan according to standards that consider long-range benefits or adverse effects of development, not only immediate demands.

Policy 6.5 - Promote awareness and protection of sensitive steep slopes and ridgelines.

Policy 6.6 - 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.

Policy 6.7 - Produce periodic evaluations of FEMA 100-year floodplain.

Policy 6.8 - Actively protect areas containing floodplains and wetlands.

Policy 6.9 - As an effort to address air quality and reduce the heat island effect, develop policies to protect specimen trees, encourage the preservation of large tree stands/canopies, and promote additional tree plantings.

Policy 6.10 - Protect watersheds and groundwater recharge areas through land use policies and stormwater management best practices.

Policy 6.11 - Develop policies and programs to improve water quality of streams that are listed as impaired under TMDL (total maximum daily load) guidelines of the federal Clean Water Act.

Policy 6.12 - Proactively plan for the preservation of greenspace/open space throughout the county.

Policy 6.13 - Encourage environmentally-friendly residential and non-residential



building design to reduce energy consumption, incorporate water conservation practices, and minimize impervious surface.

Policy 6.14 - Encourage cooperation between the local school systems and the Cobb County Historic Preservation Commission in developing programs to educate students about Cobb County's history.

Policy 6.15 - Offer information and assistance to individuals who may be interested in having their potentially historic property listed on the Cobb County and/or National Registers of Historic Places.

Policy 6.16 - Act as a resource to developers who need information regarding how to work with a historic property or site.

Policy 6.17 - Coordinate with Cobb County Communications Office to use their resources to help with historic preservation and natural resource conservation educational efforts.

Policy 6.18 - Maintain an inventory of properties that may be eligible for the Cobb County and/or National Registers of Historic Places.

Policy 6.19 - Update, when necessary, the specific design guidelines for properties listed on the local register of historic places and offer assistance to those required to follow the approved guidelines.

Policy 6.20 - Facilitate the process for the investigation or excavation and curation of archaeological resources to ensure proper and timely data recovery.



Policy 6.21 – Develop programs and policies to encourage the preservation and maintenance of the Shoupades found along the Johnston’s River Line and other historic archeological features located in the county.

Policy 6.22 – Development along Cobb County’s Scenic Highway(s) should be sensitive to impacts on the area’s viewshed as a means of retaining a community’s sense of place.

Goal #7 - 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.

Policy 7.1 - Continue the development of the transportation planning process that includes procedures to systematically forecast future transportation needs, evaluate alternatives, and identify needed improvements.

Policy 7.2 - Work with the public, private, non-profit sectors, and local Community Improvement Districts (CID) to provide access to areas not served directly by the transit system.

Policy 7.3 - Encourage the establishment and use of public-private partnerships for cooperation in the planning, design, and financing of improved transportation facilities and services.

Policy 7.4 - Use the subdivision and development process as a method of providing transportation improvements needed as a result of development.



Policy 7.5 - Ensure an adequate, continuing level of public funding for roadway and transit improvements needed to meet increasing demands.

Policy 7.6 - Promote transportation alternatives such as transit, bicycle facilities, pedestrian infrastructure, car pooling, and other forms of alternative modes of travel.

Policy 7.7 - Encourage a safe and efficient transportation network for all modes of travel.

Policy 7.8 - Maximize transportation network efficiency through technological advances.

Policy 7.9 – Promote circulation patterns for all modes of travel that provide efficient and effective access throughout Cobb County.

Policy 7.10 – Ensure that parking is being provided in a manner that improves safety, reduces excess parking, and fits into the design of the surrounding area so that it does not detract from an areas ambiance and quality-of-life.

Policy 7.10 – Promote land use transportation linkages to ensure an adequate transportation system for anticipated future populations and their corresponding travel behaviors.

Goal #8 - Cobb County is known as a community with low taxes; effective, efficient, and trustworthy government; balanced attitude that supports both businesses and neighborhoods; an outstanding record of public safety that provides exemplary service; strong community pride; generosity of its citizens to those in need; and quality choices for its people.



Policy 8.1 - Continue efforts to maintain a low tax environment in Cobb County and continue the tradition of quality service provision for the community.

Policy 8.2 - Consider impacts to area residents when making land use and housing decisions in order to protect residential neighborhoods from negative impacts of new residential and non-residential developments.

Policy 8.3 - Proactively plan for the aging of the county's population by developing programs and ordinances to better integrate these individuals into the community and improve quality of life.

Policy 8.4 - Encourage housing design that is visually compatible with surrounding areas.

Policy 8.5 - Provide law enforcement, fire, and enhanced 911 services in a professional, efficient, and cost effective manner for citizens and visitors to Cobb County.

Policy 8.6 - Continue to build or relocate public safety facilities in areas with good access to major roadways, public transit routes, and in emerging areas of service demand.

Policy 8.7 - Analyze delivery issues, public safety trends, and response times for the purpose of overall service improvement and community problem-solving.

Policy 8.8 - Incrementally increase public safety staffing levels in proportion to service demands within the county, and maintain a professional, diverse, and highly trained work force.



Policy 8.9 - Evaluate future equipment, technology, apparatus, and personnel needs with respect to an ever changing and dynamic community.

Policy 8.10 - Coordinate with local municipalities, private companies, and non-profit organizations who care for those in need through volunteering and promoting community action.

Policy 8.11 – Promote the continued enforcement of building and zoning code standards.

Goal #9 - 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.

Policy 9.1 - Increase workforce housing opportunities using incentives, public/private partnerships, and other sources of capital investment.

Policy 9.2 - Ensure that people who are transportation disadvantaged are included in the transportation planning process and consider facility improvements to meet their needs.

Policy 9.3 - Encourage housing construction in locations that are accessible to services and employment.

Policy 9.4 - Support equal housing opportunities for all persons.

Policy 9.5 - Encourage market rate and affordable housing designs that meets the needs of seniors and individuals with disabilities.



Policy 9.6 - Promote home ownership initiatives as a means to build community support, pride, and expand housing choices for individuals.

Goal #10 - All of these outcomes can be attributed to Cobb County's efforts of reaching out to its citizens and businesses, involving them in important decisions and working cooperatively to determine the best overall course of action.

Policy 10.1 - Encourage diverse citizen participation in transportation and land use planning processes.

Policy 10.2 - Support cooperation and information sharing with municipal, federal, and state agencies.

Policy 10.3 - Support education and other programs to conserve and effectively manage water resources.

Policy 10.4 - Provide for an interface with customers that allows for efficient and cordial transactions for all aspects of county government service provision.

Policy 10.5 - Pursue cooperative agreements with other public/private organizations for adaptive reuse and joint use of facilities.

Policy 10.6 - Coordinate service and facility requirements with other public/private organizations that provide similar services to promote equitable partnerships.

Policy 10.7 - Coordinate with community groups and local school systems to promote art and natural resource education.



Policy 10.8 - Foster good-will, positive public relations, and public awareness with the citizens of Cobb County through communication, partnerships, community involvement, and community education.



IMPLEMENTATION PROGRAM

The implementation program is a series of actions and activities that the County will take to achieve the goals stated in the Community Vision. The implementation program creates a series of concrete measures that will address the aforementioned Community Issues and Opportunities and are consistent with the aforementioned policies. This section of the Comprehensive Plan covers the following topics: Action items, Short-term work program, Supplemental plans, and Compliance with regional development plan policies.

Action items

The Action items are a series of procedures, measures, programs, and facilities that are projected to be accomplished over the next five years. They are laid out in a way that will seek to address the issues and opportunities raised earlier in this document. It is important to note that some of the action items are repeated in the list below because they address numerous issues and opportunities that are present in the community.

Managing Growth

Plan for growth through local and regional policies

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District
- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Implement policies to protect threatened and endangered species
- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities
- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design
- Develop policies to encourage mixed use developments around proposed regional transit stations



- Develop new codes and revise existing ordinances to encourage housing design to accommodate the needs of seniors and disabled individuals
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas
- Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas

Guide future growth through infrastructure investments

- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.
- Develop policies to encourage mixed use developments around proposed regional transit stations
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans



- County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years
- Prepare a Sandy Plains Corridor study
- Use Community Development Block Grant funds to assist with housing renovations for populations in need

Identify areas for future residential and non-residential growth

- Prepare yearly Cobb County Data Report
- Develop policies to encourage mixed use developments around proposed regional transit stations
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county's two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Develop targeted policies to protect industrial areas from residential incursions



Ensure that future growth enhances the character and quality of neighborhoods

- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Use Community Development Block Grant funds to assist with housing renovations for populations in need

Managing growth in a way to meet the needs of a community with changing demographics

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities
- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design
- Develop policies to encourage mixed use developments around proposed regional transit stations
- Develop new codes and revise existing ordinances to encourage housing design to accommodate the needs of seniors and disabled individuals



- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Use Community Development Block Grant funds to assist with housing renovations for populations in need

Neighborhoods

Preserve stable neighborhoods

- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas
- Use buffering and screening as a land use mitigation tool
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Use Community Development Block Grant funds to assist with housing renovations for populations in need



- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements

Redevelopment and revitalization

- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas
- Use Community Development Block Grant funds to assist with housing renovations for populations in need

Urban development patterns

- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers



- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas

Loss of rural character in West Cobb

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Prepare a Macland Road corridor study
- Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements.

Compatible infill development

- Prepare a Sandy Plains Corridor study
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas
- Use Community Development Block Grant funds to assist with housing renovations for populations in need

Community gathering spaces

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space



- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Prepare a Sandy Plains Corridor study

Economic Development

Targeted industries

- Update and refine county's Economic Development Incentive District Inventory and associated policies
- Specific industries that should be targeted based upon existing economic analysis include: Professional, scientific, management, and administrative services; Education, health, and social services; Information; Management of companies and enterprises; and Finance, insurance, and real estate
- Research the feasibility of generating a revolving loan fund and develop strategies to maximize CDBG funds to increase capital for small business growth and development

Business retention and expansion

- Update and refine county's Economic Development Incentive District Inventory and associated policies
- Research the feasibility of generating a revolving loan fund and develop strategies to maximize CDBG funds to increase capital for small business growth and development

Jobs-housing balance

- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county's two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary



Managing land for business and industrial growth

- Prepare an inventory of sites suitable for higher wage, wholesale trade businesses.
- Prepare yearly Cobb County Data Report
- Prepare quarterly and yearly Cobb County Development Report
- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- County CIDs can offer studies, which may be considered by the county that suggests alterations and refinement of detailed sub-area classifications for regional activity centers
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Develop targeted policies to protect industrial areas from residential incursions

Workforce retention and attraction

- Prepare a marketing strategy to promote the value of the county's two trade schools to economic development
- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities

Promote historic based tourism

- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved



- Prepare an analysis of connecting proposed Heritage Park and Johnston's River Line Park via flood plain of Nickajack Creek
- Update, when necessary, the historic driving tour of Cobb County
- Continue to expand the Cobb County Historic Marker program as additional monies become available
- Develop programs and policies to encourage the preservation and maintenance of the Shoupades found along the Johnston's River Line and other historic archeological features found throughout the county.

Transportation

Traffic congestion

- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Execute intergovernmental agreements to develop and analyze future transportation studies
- Implement road improvements and system upgrades where needed to reduce congestion and improve travel times
- 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 multi-modal transportation system
- Evaluate recommendations from the Georgia Regional Transportation Authority's Bus Rapid Transit/ High Occupancy Vehicle facility improvements along the I-75 corridor for possible amendment to the 2030 Comprehensive Plan and 2030 Comprehensive Transportation Plan
- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study
- Construct projects identified through the 2005 SPLOST program to improve transportation facilities



Context sensitive design

- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Implement road improvements and system upgrades where needed to reduce congestion and improve travel times
- 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 multi-modal transportation system
- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study
- Construct projects identified through the 2005 SPLOST program to improve transportation facilities

Transportation alternatives

- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved
- Develop policies to encourage mixed use developments around proposed regional transit stations
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Execute intergovernmental agreements to develop and analyze future transportation studies
- Review and update Cobb County's Trail Plan
- Develop a county wide inventory of existing, planned, and programmed pedestrian facilities
- Continue to schedule and implement upgrades and expansions to the County's bicycle and pedestrian infrastructure
- Continue to improve transit facilities and programs in an effort to encourage additional ridership



- 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 multi-modal transportation system
- Evaluate recommendations from the Georgia Regional Transportation Authority's Bus Rapid Transit/High Occupancy Vehicle facility improvements along the I-75 corridor for possible amendment to the 2030 Comprehensive Plan and 2030 Comprehensive Transportation Plan
- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study
- Construct projects identified through the 2005 SPLOST program to improve transportation facilities

Land use-transportation connectivity

- Develop policies to encourage mixed use developments around proposed regional transit stations
- Encourage the development of "new urbanist" style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Execute intergovernmental agreements to develop and analyze future transportation studies
- 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 multi-modal transportation system
- Evaluate recommendations from the Georgia Regional Transportation Authority's Bus Rapid Transit/High Occupancy Vehicle facility improvements along the I-75 corridor for possible amendment to the 2030 Comprehensive Plan and 2030 Comprehensive Transportation Plan
- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study
- Construct projects identified through the 2005 SPLOST program to improve transportation facilities



Intelligent transportation systems

- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study
- Construct projects identified through the 2005 SPLOST program to improve transportation facilities

Operational improvements

- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study
- Construct projects identified through the 2005 SPLOST program to improve transportation facilities

Travel demand management

- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study
- Construct projects identified through the 2005 SPLOST program to improve transportation facilities

Quality-of-life

Sense-of-place

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Use buffering and screening as a land use mitigation tool
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas



Improving air quality in the region

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years

Improve water quality and quantity

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District
- Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency
- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.
- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design
- Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines
- Prepare an inventory of flood plain acreage for use in possible watershed protection efforts in future treatment facility expansions
- Continue to acquire wetlands and other environmentally sensitive areas. Prepare and maintain and inventory of flood plain acreage for use in possible watershed protection efforts related to facility expansion efforts in the future

Economic growth

- Prepare an analysis of how the county's tax structure compares to other metro counties
- Prepare yearly Cobb County Data Report
- Prepare quarterly and yearly Cobb County Development Report



- Research the feasibility of generating a revolving loan fund and develop strategies to maximize CDBG funds to increase capital for small business growth and development
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Develop targeted policies to protect industrial areas from residential incursions

Education and health

- Construct the Natural Resources Educational Center in on land acquired on Johnson Ferry Road
- Execute joint facility use agreements with other elected boards, i.e. Board of Education
- Continue collaboration on zoning map changes and land use changes
- Orchestrate annual coordination meetings between county land use planning and Cobb County School system administrative planning staff
- Continue collaboration with the Atlanta Regional Commission's Schools and Communities Forum
- Ensure coordination between Cob County Planning staff and the Cobb County School Systems administrative staff on municipal boundary expansions
- Provide quarterly updates to the Cobb County School System regarding residential land use changes and approved residential permits by type
- Coordinate healthcare service and facility requirements with other public or private organizations that provide similar services
- Establish innovative approaches to affordable public health service delivery and wellness promotion
- Establish public health services and facilities to serve special client groups such as the disabled, homebound and institutionalized
- Prepare a marketing strategy to promote the value of the county's two trade schools to economic development



Affordable/workforce housing

- Periodically update the apartment density study
- Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, Livable Communities Coalition, Cobb Works, etc.) to develop workforce housing policies and opportunities
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county's two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Use Community Development Block Grant funds to assist with housing renovations for populations in need

Urban design

- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved
- Encourage the development of "new urbanist" style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county's two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Continue to monitor the need to implement infill development guidelines to encourage compatible residential development in built-out areas
- Refine regulations, incentives, and design guidelines to encourage increased mixed use developments in appropriate areas
- Use Community Development Block Grant funds to assist with housing renovations for populations in need



Natural and Cultural Resources

Open space/greenspace

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines
- Periodically update the inventory of public properties suitable for multiple uses, including passive recreational uses and linear parks

Loss of trees, tree canopies, and specimen trees

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Prepare draft landscaping requirements which promote water conservation

Preserve historic resources

- Prepare an analysis of connecting proposed Heritage Park and Johnston's River Line Park via flood plain of Nickajack Creek
- Periodically, update the Cobb County inventory of historic sites and places
- Compile existing research that investigates the effects of national and local historic designation on the average fair market value of properties in these districts
- Develop a series of seminars or workshops for the education of the public on historic preservation, the process, the implications, and the opportunities
- Continue information sharing between the county historic preservation planner and the preservation interests in the cities
- Use the Cobb County website as a vehicle to educate the public on existing and demolished houses significant to Cobb County's past
- Update, when necessary, the historic driving tour of Cobb County
- Continue to expand the Cobb County Historic Marker program as additional monies become available



- Commission a study of the Johnson's River Line in order to identify extant portions of Civil War features, analyze the integrity and interpretative value of remaining portions, and make recommendations for preservation of significant sites in concert with the development process

Preserve environmentally sensitive areas

- Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space
- Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District
- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Implement policies to protect threatened and endangered species
- Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency
- Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines
- Continue to acquire wetlands and other environmentally sensitive areas. Prepare and maintain an inventory of flood plain acreage for use in possible watershed protection efforts related to facility expansion efforts in the future

Community facilities

Facility needs exceed current and projected resources

- Prepare an analysis of how the county's tax structure compares to other metro counties
- Prepare quarterly and yearly Cobb County Development Report

Public safety

- Continue efforts to improve public safety response time by reviewing the location of existing stations and assessing how station locations may better serve the community
- Recruit, train, and retain public safety staff to ensure that staffing levels keep pace with the areas growing population while ensuring an educated, qualified, and professional force
- If necessary, amend this short term work program to reflect additional PS personnel and/or equipment needs or budget requests



- Evaluate the need to construct a new park ranger station in Jim Miller Park
- Execute intergovernmental agreements with all the municipalities which coordinate any annexation with adequate public safety delivery
- Continue to implement communication improvements to better coordinate emergency response in inter-county and intra-county communications
- Prepare an inventory of businesses utilizing hazardous materials
- Prepare an inventory of county firefighting equipment which could be used for high rise development
- Expand public safety recruiting efforts to ensure a workforce that adequately reflects the diverse population that exists in Cobb County

Libraries

- Investigate the financing and implementation for a relocation and expansion of the Kennesaw Branch library to accommodate increasing demand
- Complete necessary renovations for the remodeling of the Central Library
- Coordinate the expansion of libraries as they become necessary
- Expand the wireless network within existing library facilities to provide public access
- Implement a self-checkout technology for library patrons
- Study possibilities for a mobile book service to help provide additional library service to underserved areas
- Update the existing facility needs study for library system

Parks and recreation

- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Periodically update the inventory of public properties suitable for multiple uses, including passive recreational uses and linear parks
- Implement a web based technology to allow the public to check availability of and reserve space in recreational facilities, as well as sign-up for various programs electronically
- Prepare grant applications and research other program funding mechanisms to assist with land purchase, facility development, and renovation of existing recreational facilities
- Update the existing Parks and Recreation master plan, when necessary
- Implement the 2000 Parks and Recreation System master plan



- Update the existing Arts Division 2006 long-range master plan, when necessary
- Implement the Arts Division 2006 long-range master plan
- Evaluate the need for and develop new facilities to support the development of creative recreational programming to meet the changing needs of the community
- Complete the process of accreditation and implement standards to sustain Cobb County's status with the National Recreational and Parks Association

Water/Stormwater

- Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency
- Research the need to further reduce impervious surface of new development in areas containing sensitive environmental features such as streams, wetlands, etc.
- Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines
- Incorporate the findings and implementation items of the Metropolitan North Georgia Water Planning District Waster Supply and Water Conservation Management Plan into the Comprehensive Plan and make necessary ordinance revisions as necessary
- Incorporate the findings and implementation items of the Metropolitan North Georgia Water Planning District Long-term Wastewater Management Plan and make necessary ordinance revisions as necessary
- Execute intergovernmental agreements with CCMWA and CCWS customers who are outside of Cobb County to coordinate land use and forecasted demands
- Prepare draft landscaping requirements which promote water conservation
- Conduct quarterly meetings with the CCMWA to coordinate development of groundwater resources for potable and non potable uses
- Renegotiate and update water service agreements (including shared cost of system improvements) with all municipalities and non county customers, as necessary
- Execute intergovernmental agreements with all municipalities which establish development guidelines and boundaries with respect to sewer service capacity
- Prepare an inventory of flood plain acreage for use in possible watershed protection efforts in future treatment facility expansions



- Prepare a buildout scenario (including projects approved/permitted but not yet built) for the Northwest Plant basin to determine capacity and make land use amendments as necessary
- Continue to acquire wetlands and other environmentally sensitive areas. Prepare and maintain and inventory of flood plain acreage for use in possible watershed protection efforts related to facility expansion efforts in the future
- Develop agreements with Paulding County for exchange of wastewater treatment service areas which would provide for Paulding flows that drain naturally into Cobb to be treated by Cobb, and Cobb flows that drain naturally into Paulding to be treated by Paulding
- Work with Fulton to allow diversion of a maximum wastewater flow rate of 3.5 million gallons per day to be diverted from Fulton into Cobb for treatment at the Sutton WRF
- Develop South Cobb tunnel to address wastewater management needs in southern Cobb County
- Comply with requirements of sewer system Capacity, Maintenance, Operation, and Management program
- Complete transition to GIS to replace paper record system
- Implement rate structure and public education program designed to reduce water demand within the service area
- Work with CCMWA to ensure quality of potable water provided to customers
- Execute intergovernmental agreement with the City of Powder Springs to establish service areas and resolve other service issues
- Develop and implement a program to prioritize the replacement of aging and substandard water mains

Education

- Construct the Natural Resources Educational Center in on land acquired on Johnson Ferry Road
- Execute joint facility use agreements with other elected boards, i.e. Board of Education
- Continue collaboration on zoning map changes and land use changes
- Orchestrate annual coordination meetings between county land use planning and Cobb County School system administrative planning staff
- Continue collaboration with the Atlanta Regional Commission's Schools and Communities Forum
- Ensure coordination between Cobb County Planning staff and the Cobb County School Systems administrative staff on municipal boundary expansions



- Provide quarterly updates to the Cobb County School System regarding residential land use changes and approved residential permits by type

Intergovernmental Coordination

Future growth and development

- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved
- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency
- Develop new codes and revise existing ordinances to encourage housing design to accommodate the needs of seniors and disabled individuals
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Develop new development codes and ordinances to encourage urban styled, higher density residential development in the county’s two regional activity centers in accordance with approved Livable Centers Initiative Master Plans
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels

Effective communication

- Prepare yearly Cobb County Data Report
- Prepare quarterly and yearly Cobb County Development Report
- Complete the GIS zoning layer
- Develop a data management program to integrate parcel, permitting, and inspections information
- Execute joint facility use agreements with other elected boards, i.e. Board of Education



- Implement a web based technology to allow the public to check availability of and reserve space in recreational facilities, as well as sign-up for various programs electronically
- Execute intergovernmental agreements with all municipalities which establish development guidelines and boundaries with respect to sewer service capacity
- Develop agreements with Paulding County for exchange of wastewater treatment service areas which would provide for Paulding flows that drain naturally into Cobb to be treated by Cobb, and Cobb flows that drain naturally into Paulding to be treated by Paulding
- Complete transition to GIS to replace paper record system
- Execute intergovernmental agreements to develop and analyze future transportation studies

Comprehensive planning

- Pursue economic, land use, and transportation changes as defined in the Canton Road Corridor Study, Austell Road Livable Center Initiative, Six Flags Drive Corridor Study, and the Historic Mableton Master Plan as a means of expanding opportunities for areas that have traditionally been underserved
- Encourage the development of “new urbanist” style villages that provide a mixture of housing types for people of various life stages through smart growth code changes
- Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands
- Prepare a corridor study for Veterans Memorial Highway east of Floyd Road
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Prepare a Sandy Plains Corridor study
- Develop targeted policies to protect industrial areas from residential incursions
- Execute intergovernmental agreements to develop and analyze future transportation studies

Regional transportation planning

- Develop policies to encourage mixed use developments around proposed regional transit stations
- Update existing Livable Center Initiative studies, local area master plans, and corridor studies every five-years when necessary
- Evaluate recommendations from the Georgia Regional Transportation Authority’s Bus Rapid Transit/ High Occupancy Vehicle facility improvements along the I-75 corridor for possible amendment to the 2030 Comprehensive Plan and 2030 Comprehensive Transportation Plan



- Amend the 2030 Comprehensive Plan to incorporate findings from the 2005 Transit Planning Study, the 2030 Comprehensive Transportation Plan, and the Senior Adult Transportation Study

Eminent Domain

- Develop and refine regulations to encourage preferred developments on vacant and underutilized parcels

Natural resource protection

- Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District
- Develop a greenspace protection plan using the prioritization model generated for Cobb County through assistance with the Trust for Public Land
- Implement policies to protect threatened and endangered species
- Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency
- Research policies, recommend code changes, and educate the community in an effort to encourage environmentally sensitive design
- Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines
- Incorporate the findings and implementation items of the Metropolitan North Georgia Water Planning District Waster Supply and Water Conservation Management Plan into the Comprehensive Plan and make necessary ordinance revisions as necessary
- Continue to acquire wetlands and other environmentally sensitive areas. Prepare and maintain and inventory of flood plain acreage for use in possible watershed protection efforts related to facility expansion efforts in the future



Short Term Work Program

The purpose of the short-term work program is to identify specific implementation actions the local government, or other entities, intend to undertake over the course of the next five-year planning period. This includes, but is not limited to, new facilities, expansion of facilities, new ordinances, revisions of existing ordinances, administrative actions, community improvements or investments, infrastructure, financing arrangements, or other programs or initiatives to be put in place to implement the plan. To facilitate the division of work among various County Divisions, the short term work program is segmented by major subject category. It is separated into the following categories: Economic Development, Health & Education, Historic Resources, Housing, Land Use, Libraries, Natural Resources, Parks, Recreation & Cultural Affairs, Public Safety, Redevelopment, Transportation, and Water.

The following are abbreviations that will be used throughout the Short Term Work Program:

ARC	Atlanta Regional Commission	GDNR	Georgia Department of Natural Resources
Admin	Cobb County Administration	GDOT	Georgia Department of Transportation
BOC	Board of Commissioners	HPC	Historic Preservation Commission
BZA	Board of Zoning Appeals	LIB	Library System
CBH	Cobb County Board of Health	MNGPD	Metropolitan North Georgia Water Planning District
CD	Cobb County Community Development Agency	N/A	Not Applicable
CDOT	Cobb County Department of Transportation	N/E	Needs Evaluation
CCMWA	Cobb County/Marietta Water Authority	PRCA	Parks, Recreation, and Cultural Affairs
CCS	Cobb County Schools	PC	Planning Commission
CID	Community Improvement District	PS	Public Safety
COC	Chamber of Commerce	Water	Water Systems
COM	Communications	CCWS	Cobb County Water Systems
ED	Economic Development	TCCID	Town Center Community Improvement District
CRK	Chattahoochee River Keeper	DNR	Department of Natural Resources
CCID	Cumberland Community Improvement District	CCT	Cobb Community Transit
CSBG	Community Service Block Grant	SS	Senior Services
UGA	University of Georgia	SCRA	South Cobb Redevelopment Authority
NPS	National Park Service	KCB	Keep Cobb Beautiful
IS	Information Services	CID	Community Improvement Districts
CDBG	Community Development Block Grant	TBD	To Be Determined



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
ECONOMIC DEVELOPMENT									
Update, as needed, the inventory of sites suitable for industrial development and continue to encourage policies to protect these job producing uses	x						ED, Com Dev	N/A	ED Budget
Refine, as needed, the county's Economic Development Incentive Ordinance and associated policies	x						ED	N/A	ED Budget
Prepare an analysis of how the county's tax structure compares to other metro counties	x						ED	N/A	ED Budget
Focus on Economic Development targets that will provide growth opportunities within core clusters, such as Healthcare Services, Travel and Tourism, Bioscience, Aerospace and Advanced Equipment Manufacturing, Information Technology and software, Professional and Business Services and Wholesale Trade.	x						ED	N/A	ED Budget
Research the feasibility of generating a revolving loan fund and develop strategies to maximize CDBG, Development Authority/SCRA funds to increase capital for small business growth and development	x						ED	N/A	ED Budget
Add areas to the Cobb County Commercial Property Rehabilitation Partial Property Tax Abatement Program, as needed.	x						ED, CD	N/A	ED Budget
Coordinate with Chamber of Commerce on Business Marketing, as needed	x						ED	N/A	ED Budget
Maintain individual property brochures to assist in marketing industrial sites to prospective businesses	x						ED, CD	N/A	ED Budget
Work with appropriate agencies and organizations to implement Land Banking powers	x						ED	N/A	ED Budget
Continue to evaluate appropriate areas throughout the county that would benefit from an Enterprise/Opportunity Zone designation	x						ED	N/A	ED budget
Continue expansion efforts of the Six Flags Enterprise/Opportunity Zone		x					ED	N/A	ED budget
Update Cumberland CID Market Study – New CID Market Study			x				CCID	TBD	CCID



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
ECONOMIC DEVELOPMENT CONTINUED									
Investigate funding opportunities to assist redevelopment in Historic Mableton	x						County/SCRA	N/A	Existing Budget
Support and assist the South Cobb Redevelopment Authority	x						Comdev, Legal	N/A	Existing Budget
Conduct a marketing and branding campaign					x		ComDev, Finance, SCRA	\$130,000	2011 SPLOST
HEALTH AND EDUCATION									
Continue staff collaboration on zoning map changes and land use changes between the School System and County Government.	x						CCS, CD	N/A	CD budget
Orchestrate annual coordination meetings between county land use planning and Cobb County School system administrative planning staff	x						CCS, CD	N/A	CD budget
Provide quarterly updates to the Cobb County School System regarding residential land use changes and approved residential permits by type	x						CCS, CD	N/A	CD budget
Ensure coordination between Cobb County Planning staff and the Cobb County School Systems administrative staff on municipal boundary expansions	x						CCS, CD	N/A	CD budget
Continue collaboration with local secondary educational institutions to ensure sufficient levels of education and training for the workforce	x						ED	N/A	ED budget
Coordinate healthcare service and facility requirements with other public or private organizations that provide similar services	x						CBH	N/A	CBH budget
Establish innovative approaches to affordable public health service delivery and wellness promotion	x						CBH	N/A	CBH budget
Establish public health services and facilities to serve special client groups such as the disabled, homebound, and institutionalized.	x						CBH	N/A	CBH budget
Monitor Meals-On-Wheels to make appropriate changes based upon changes in demographics	x						SS	N/A	SS Budget



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
HEALTH AND EDUCATION CONTINUE									
Continue outreach with private medical providers to improve access to health care for lower income older populations	x						SS, CCBH, Wellstar, community partners	N/A	Private Financing
HISTORIC RESOURCES									
Develop a series of seminars or workshops for the education of the public on historic preservation, the process, the implications, and the opportunities.	x						HPC, CD	N/A	CD budget
When necessary, adjust the Historic Preservation Ordinance to comply with State standards in order to sustain our Certified Local Government Status.	x						CD	N/A	CD budget
Encourage developers to place important historic resources on the Cobb County Local Register of Historic Places as part of development process.	x						CD	N/A	CD budget
When development is unable to protect important historic resources, ensure that appropriate mitigation is required.	x						CD	N/A	CD budget
Continue information sharing between the county historic preservation planner and the preservation interests in the cities.	x						CD	N/A	CD budget
Update, when necessary, the historic driving tour of Cobb County.	x						HPC, CD and stakeholders	\$1,000	General fund, grant
Continue to expand the Cobb County Historic Marker program as additional monies become available.	x						HPC, CD	\$2,200 per marker	General fund
Support planning for the preservation of Civil War trenches and earthworks on the Discovery Boulevard 100-acre tract as National Park ownership of the property is pursued.	x						CD	N/A	CD budget
Continue to support efforts to educate the public on historic preservation and the history of Cobb County.	x						HPC, CD	N/A	CD budget
Pursue grants through the Georgia Historic Preservation Division or Preserve America in order to fund preservation initiatives.	x						HPC, CD	N/A	CD budget



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
HISTORIC RESOURCES CONTINUED									
Investigate digitization of documents stored at the University of West Georgia to facilitate public access.			x				CD	N/A	CD budget
Continue to partner with preservation non-profits in the county.	x						HPC, CD	N/A	CD budget
Ensure that the Historic Preservation Commission and Historic Preservation Planner attend mandated training so Cobb County can maintain its Certified Local Government status.				x			HPC, CD	\$1,000	CD budget
Develop material for research purposes that provides information on Cobb County archival records needed for historical research.				x			CD	N/A	CD budget
Continue to work with Mableton Improvement Coalition on historic register nominations and other preservation activities in the River Line area.	x						CD	N/A	CD budget
Macland Road Historic Places Initiative.				x			HPC, CD	N/A	CD budget
Begin process of investigating, researching, designing and preparing for Vinings historic trail with interpretive and way-finding signage.			x				CD	N/A	CD budget
HOUSING									
Update the apartment density study	x						CD	N/A	CD budget
Coordinate efforts between Community Development, Economic Development, and non-profit agencies (Atlanta Neighborhood Development Partnership, CDBG, Cobb Works, etc.) to develop workforce housing policies and opportunities	x						CD, ED	N/A	CD & ED budget
Develop codes and ordinances to encourage urban style, mixed use, and/or higher density residential development in appropriate areas of the county's two regional activity centers	x						CD, ED, PC, BOC, CID	TBD	CIDs
Encourage policies and programs to advance seniors ability to "age in place" within existing communities	x						CD, SS, CDOT, PC, BOC	N/A	Existing budgets



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
HOUSING CONTINUED									
Continue collaboration with the Department of Community Affairs and Housing Authority to encourage construction of workforce housing units utilizing low-income tax credits or other finance mechanisms.	x						CD, ED, BOC	N/A	Existing budgets, HUD, State
Continue partnership with HUD on the Neighborhood Stabilization Program	x						ED & CDBG	N/A	HUD
Monitor existing codes and regulations and revise as necessary to accommodate changing conditions	x						CD, ED, CDOT, CCWS, PC, BOC	N/A	Existing budgets
Continue to promote private construction of senior friendly housing opportunities where appropriate	x						CD, PC, BOC	N/A	Existing budgets
Coordinate enforcement of Quality of Life codes with Senior Services to assist older populations that have trouble complying with requirements			x				CD & SS	N/A	Existing budgets
Increase access to affordable housing for low and moderate income persons through: Rehabilitation of existing homeowner and rental housing units and reduction of the cost of development of rental housing	x						CDBG	N/A	CDBG/HOME
Encourage fair housing initiatives throughout the County.	x						CDBG	N/A	CDBG/HOME
Enhance neighborhood revitalization and redevelopment in low and moderate income areas by improving access and availability of Public Facilities and remediation of slum/blighted housing in targeted low income areas	x						CDBG	N/A	CDBG/HOME
Continue to promote private construction of senior friendly housing opportunities where appropriate	x						CD, PC, BOC	N/A	Existing budgets
Promote home retrofit designs and materials to assist seniors to age in place	x						SS, CD	N/A	Sr. Services
Update Housing Study for Cumberland			x				CCID	TBD	CCID



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
LAND USE									
Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands	x						CD, PC, BOC	N/A	Existing budgets
County CIDs, in coordination with county staff, may conduct studies to be considered by the county that would suggest alterations and refinement of detailed sub-area classifications for regional activity centers	x						CID	TBD	CID
County CIDs, in coordination with staff, can offer alternative zoning regulations, which may be considered by the county during the Code Amendment process, for areas within regional activity centers	x						CID	TBD	CID
Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements	x						CD & CDOT	N/A	Existing budgets
Update and consider the need for Livable Center Initiative studies, local area master plans, and corridor studies every five-years or when necessary	x						CID, CDOT, PC, BOC	N/A	Existing budgets
Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines	x						CD, CCWS, PC, BOC	N/A	Existing budgets
Use buffering and screening as a land use mitigation tool	x						CD, PC, BOC	N/A	Existing budgets
Continue to update Central Addressing Repository to ensure it is up-to-date	x						IS & CD	N/A	Existing budgets
Inform the CIDs on site plan reviews, rezoning activity, and land use amendments within Regional Activity Centers	x						CD	N/A	Existing budgets



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
LAND USE CONTINUED									
Update, as necessary, the Canton Road Design Guidelines to ensure that the recommendations are implementable			x				CD & CDOT	N/A	Existing budgets
Designate Mableton and Six Flags Drive into the Commercial and Industrial Property Rehabilitation Program			x				CD, ED, BOC	N/A	Existing budgets
Reach out to the development community for involvement in the Six Flags revitalization		x					CD & ED	N/A	Existing budgets
Coordinate between CDOT and Community Development to ensure that design guidelines being implemented are sustainable and implementable from an engineering and urban design perspective.	x						CD & CDOT	N/A	Existing budgets
Draft a overlay district for Vinings per the Vinings Vision Plan					x		CD, CDOT, PC, BOC	N/A	Existing budget
Create new transitions zones in Comprehensive Plan per Vinings Vision Plan				x			CD, CDOT, PC, BOC	N/A	Existing budget
Draft a Redevelopment Overlay District for Powers Ferry Road			x				CD, PC, BOC	N/A	Existing budget
Expand Blueprint Cumberland II master planning to include additional CCID area		x					CCID	N/A	CCID
Provide input to Town Center CID during the revision of Town Center Area Design Guidelines			x				TCCID, CDOT, CD	N/A	TCACID
Establish Johnson Ferry Design Guidelines focusing on the streetscape and street safety plan			x				CD, CDOT, BOC	N/A	Existing budget
Ensure nonconforming signs along Johnson Ferry Rd. are in compliance with current regulations per the Johnson Ferry Road Master Plan	x						CD	N/A	Existing budget
Creation of an Annexation GIS layer			x				CD	N/A	Existing budget
Build a GIS layer to show all county easements				x			IS, CD, CDOT, CCWS, Tax	N/A	Existing budgets
Develop an internal GIS based web mapping application to support Community Development operations			x				IS & CD	N/A	Existing budgets



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
LAND USE CONTINUED									
Use social media to involve new people in planning projects and implementation programs	x						CD, ED, CDOT, COM	N/A	Existing budgets
Develop a Public Participation Policy to provide guidance on protocols for public engagement on planning projects.			x				CD, ED, CDOT, PRCA	N/A	Existing budgets
Review industrial and residential land use conflicts at the periphery of industrial areas				x			CD	N/A	Existing budgets
Conduct tours of redevelopment areas for staff, community leaders, and developers			x				CD, ED	N/A	Existing budgets
Evaluate nodes in the southern areas of the county and develop appropriate land use and branding strategies				x			CD, ED	TBD	Existing budgets, Mableton Grant, CDBG
Review the Austell Road corridor and determine if appropriate land use strategies			x				CD	N/A	Existing budgets
Determine feasibility of incentives for abandoned subdivisions			x				CD, ED	N/A	Existing budget
Develop an Illustrative Master Plan and Code for the Core Cumberland CID area				x			CD, CCID, ED, DOT	TBD	Funded through CCID
South Cobb Drive Master Plan					x		CD, ED, DOT, Smyrna	TBD	TBD
Infill development on vacant or subdivided parcels & rehab of older homes should be encouraged	x						County/Private Developer	N/A	Existing Budget
The land use focus of Carol Circle should focus on densities and form of houses that are determined by the Transect zone associated with the area and defined within the Form-Base Code.	x						County/Private Developer	N/A	Existing Budget
Promote and regulate Mableton Form-Base Code (FBC)	x						ComDev	N/A	Existing Budget
Continue to establish and coordinate with organizations and programs that focus on community and cultural building initiatives.	x						Cobb County, SCRA, & Community Organizations	N/A	Existing Budget



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
LAND USE CONTINUED									
Continue to monitor Comprehensive Plan and Future Lane Use policies for changing conditions	x						ComDev	N/A	Existing Budget
Formalize development review coordination between Cobb County and Dobbins ARB					x		ComDev, County Attorney, BOC and Dobbins ARB	N/A	Existing Budget
Establish a JLUS Implementation Coordination Committee					x		BOC, Dobbins ARB, and Comdev	N/A	Existing Budget
Engage and coordinate with state representatives and local leadership	x						Dobbins ARB, BOC, Cobb Chamber, GA Legislature	N/A	Existing Budget
Enhance partnership opportunities for local jurisdiction staff and leadership, state representatives, congressional staffers to support Dobbins ARB	x						Dobbins ARB, BOC, Cobb Chamber, GA Legislature, & Federal Representatives	N/A	Existing Budget
Provide mutual briefings	x						Dobbins ARB & BOC	N/A	Existing Budget
Explore public-public and public-private partnership (P4) opportunities to cut and share costs	x						Water, GA Power, ComDev, DOT, Lockheed Martin, Dobbins ARB, Public Safety	N/A	Existing Budget
Powers Ferry Master Plan modifications						x	ComDev, PC, & BOC	N/A	Existing Budget
Update zoning map layer with changes to Dobbins ARB overlay districts					x		ComDev, IS	N/A	Existing Budget
Amend Code of Ordinances to incorporate restrictions for LED billboards						x	ComDev, PC, & BOC	N/A	Existing Budget



2012 Short Term Work Program									
Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
LAND USE CONTINUED									
Require avigation easements	x						ComDev, County Attorney & BOC	TBD	TBD
Funding partnerships to acquire property within Clear Zones	x						BOC, Dobbins ARB, ComDev, state delegation, & federal delegation	N/A	Existing Budget
Pursue state grant matching program for acquisition of property within Accident Potential Zones	x						BOC, Dobbins ARB, ComDev, state delegation, federal delegation	TBD	Federal, state, and local govt.
Pursue state grant matching program for acquisition of property within Clear Zones	x						BOC, Dobbins ARB, ComDev, state delegation, federal delegation	TBD	Federal, state, and local govt.
Funding partnerships to acquire property within Accident Potential Zones	x						BOC, Dobbins ARB, ComDev, state delegation & federal delegation	N/A	Existing Budget
Modify tree ordinances						x	ComDev, PC & BOC	N/A	Existing Budget
LIBRARY									
Investigate the financing and implementation for a relocation and expansion of the Kennesaw Branch Library to accommodate increasing demand						x	LIB, BOC	N/E	General Fund, Library Budget, Library Foundation



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
LIBRARY CONTINUED									
Investigate the financing and implementation for a relocation and expansion of the Kennesaw Branch Library to accommodate increasing demand						x	LIB, BOC	N/E	General Fund, Library Budget, Library Foundation
Expand access to computer stations and Technology	x						LIB	TBD	General Fund, Library Budget, Library Foundation
Continue Books-To-Go program as part of Meals on Wheels delivery	x						LIB, SS	N/A	Lib Budget, Sr. Services Budget
Continue to expand digital collection	x						LIB	TBD	Lib Budget
Continue to provide online programming and digital access to materials	x						LIB	TBD	Lib Budget
Evaluate the feasibility of reclassifying the East Cobb Library to a regional library	x						LIB, BOC	N/A	Lib Budget
Improve the wireless network within existing library facilities to provide public access			x				LIB	Varies	General Fund, Library Budget, Library Foundation
Study possibilities for a mobile book service to help provide additional library service to underserved areas					x		LIB, BOC	N/E	General Fund, Library Budget, Library Foundation
Update existing facility needs study for library system		x					LIB, BOC	\$30,000	General Fund, Library Budget, Library Foundation



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
NATURAL RESOURCES									
Coordinate between Keep Cobb Beautiful and Cobb DOT to plant appropriate trees as part of road projects	x						KCB & CDOT	TBD	Cobb Tree Funds
Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space	x						CD	N/A	Existing budgets
Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District	x						CD, CCWS, PC, BOC	N/A	Existing budgets
Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency	x						CCWS	N/A	Existing budgets
Consider changes to procedures and policies to attain the highest standard of environmental stewardship available through the Green Communities program	x						CCWS, CDOT, CD, KCB, PRCA	N/A	Existing budgets
Conduct an education campaign "Go Native" to encourage planting of native tree species	x						KCB	N/A	KCB budget
Promote initiatives and develop partnerships to encourage recycling at public events	x						KCB	N/A	KCB budget
Continue to provide training and tools through Ecology workshops for monitoring volunteers	x						Watershed Stewardship Program	N/A	CCWS budget
Continue to provide and expand the Community Ecology Programs	x						Watershed Stewardship Program	N/A	CCWS budget
Continue School Outreach programs of water-related education programs as well as the Cobb's Green School Initiative	x						Watershed Stewardship Program	N/A	CCWS budget
Continue Stormwater Compliance education efforts	x						Watershed Stewardship Program	N/A	CCWS budget
Develop program initiatives and educate citizens of Cobb County to provide guidance and awareness of environmental concerns	x						Watershed Stewardship Program	N/A	Water Systems Budget



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PARKS, RECREATION AND CULTURAL AFFAIRS									
Prepare grant applications and research other program funding mechanisms to assist with land purchases, facility development, and renovation of existing recreational facilities	x						PRCA	N/A	PRCA budget
Periodically update the inventory of public properties suitable for multiple uses, including passive recreational uses and linear parks	x						PRCA	N/A	PRCA budget
Execute joint facility use agreements with other elected boards, i.e. Board of Education	x						PRCA, BOE, Other Boards	N/A	PRCA budget
Continue to implement existing Parks & Recreation Master Plan						x	PRCA	N/A	PRCA Budget
Update existing Parks & Recreation Master Plan						x	PRCA	\$250,000	PRCA Budget
Evaluate the need for renovating facilities to support the development of creative recreational programming to meet the changing needs of the community	x						PRCA	N/A	N/A
Complete the process of accreditation and implement standards to sustain Cobb County's status with the National Recreational and Parks Association						x	PRCA	TBD	PRCA Budget
Continue to coordinate and assist with volunteer Friends groups that are engaged in fundraising for development of passive parks	x						PRCA, Friends Group	N/A	N/A
Assist local volunteers to establish and maintain volunteer groups (i.e. Friends Groups) for Stout Park and Green Meadows Park	x						PRCA, Volunteers	N/A	N/A
Upgrade existing playground inventory to reflect new and innovative equipment						x	PRCA, Friends Group	\$150,000 per playground	Friends Group, Cell Tower Receipts
Encourage "Life Time" sports within appropriate parks and Senior Centers	x						PRCA, SS	N/A	N/A



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PARKS, RECREATION AND CULTURAL AFFAIRS CONTINUED									
Develop Hyde Farm as a UGA landscaped cultural laboratory with programming to educate children and adults about the settlement of Cobb County, the story of the Power and Hyde families, how land was farmed in the county, the importance of agriculture in the community, and the Chattahoochee River as a significant natural resource.	x						PRCA, CD, HPC, NPS, UGA	TBD	TBD
Investigate funding for Black Box Theater in Mableton	x						PRCA	N/A	PRCA budget
Pocket Park on SW Corner of Cumberland Blvd./ US 41 - Pocket Park on SW Corner of Cumberland Blvd./ US 41				x			CCID	\$184,000	Federal, State, CCID
Pocket Park on SE Corner of Akers Mill and Cobb Parkway		x					CCID	\$187,000	Federal, State, CCID
Cumberland Public Arts Program - In partnership with private stakeholders and Cobb County	x						CCID	TBD	Federal, State, CCID
Continue efforts on creating a vibrant Mableton Arts Community	x						Cobb County, Non-Profits, Community	N/A	Existing Budget
Parks, Recreation & Cultural Affairs 2011 SPLOST Projects									
Renovate interior at The ArtPlace			x				PRCA	\$94,000	SPLOST
Design and replace concession/restroom building, renovate athletic fields and replace scoreboards at Al Bishop Softball Complex					x		PRCA	\$1,950,000	SPLOST
Replace fly system for stage curtains at Anderson Theatre		x					PRCA	\$200,000	SPLOST
Repair dam and dredge lake to restore water quality					x		PRCA	\$374,000	SPLOST
Design and replace concession/restroom building, upgrade electrical, athletic field drainage improvements and replace scoreboards at Bells Ferry Park					x		PRCA	\$779,000	SPLOST



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PARKS, RECREATION AND CULTURAL AFFAIRS CONTINUED									
Parks, Recreation & Cultural Affairs 2011 SPLOST Projects (Cont.)									
Renovate athletic fields and replace scoreboards at Big Shanty Park					x		PRCA	\$307,000	SPLOST
Repair dam and dredge lake to restore water quality on Cato property					x		PRCA	\$287,000	SPLOST
Upgrade water treatment chemical controllers; refinish pool surfaces and paint interior at Central Aquatic Center			x				PRCA	\$324,000	SPLOST
Architecture/engineering design; replace/upgrade electrical and water & sewer infrastructure; and repair roof system					x		PRCA	\$6,238,000	SPLOST
Appropriate renovations at Harrison Park					x		PRCA	\$1,420,000	SPLOST
Improve drives and access roadways; replace scoreboards; install groundwater well for irrigation at Clarkdale Park		x					PRCA	\$93,000	SPLOST
ADA improvements at East Cobb Park		x					PRCA	\$25,000	SPLOST
Replace roof on main building at Felton Property						x	PRCA	\$400,000	SPLOST
Design/replace concession and tennis center buildings; upgrade electrical; renovate athletic fields, replace scoreboards and install ground water well for irrigation				x			PRCA	\$1,948,000	SPLOST
Appropriate renovations at Fullers Park					x		PRCA	\$2,967,000	SPLOST
Appropriate renovations at Heritage Park					x		PRCA	\$206,000	SPLOST
Renovate athletic fields at Hubert Soccer Complex						x	PRCA	\$559,000	SPLOST
Appropriate renovations at Hurt Road Park					x		PRCA	\$1,806,000	SPLOST
Restore historical buildings at Hyde Farm						x	PRCA	\$3,500,000	SPLOST
Appropriate renovations at Kennworth Park				x			PRCA	\$3,045,000	SPLOST
Appropriate renovations at Lions Park					x		PRCA	\$1,806,645	SPLOST
Appropriate renovations at Lions Park						x	PRCA	\$2,182,000	SPLOST
Renovate Art Center office space at Mable House Complex					x		PRCA	\$201,000	SPLOST
Appropriate renovations at Milford Park		x					PRCA	\$1,757,000	SPLOST



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PARKS, RECREATION AND CULTURAL AFFAIRS CONTINUED									
Parks, Recreation & Cultural Affairs 2011 SPLOST Projects (CONT.)									
Appropriate renovations at Miller Park-Jim R. Miller Park						x	PRCA	\$6,238,000	SPLOST
Appropriate renovations at Bethel Park					x		PRCA	\$557,000	SPLOST
Refinish pool surfaces, paint interior and improve inside air quality at Mountain View Aquatic Center			x				PRCA	\$1,353,000	SPLOST
Appropriate renovations at Perry Parham Park						x	PRCA	\$557,000	SPLOST
Renovate athletic fields at Mud Creek Soccer Complex						x	PRCA	\$699,000	SPLOST
Appropriate renovations at Nickajack Park					x		PRCA	\$1,411,000	SPLOST
Appropriate renovations at Noonday Creek Park					x		PRCA	\$2,404,000	SPLOST
Install bridge over Allatoona Creek on the Northwest Corps of Engineers Property						x	PRCA	\$350,000	SPLOST
Appropriate renovations at Oregon Park					x		PRCA	\$1,242,000	SPLOST
Repaving selected parking lots and access roadways in several parks						x	PRCA	\$4,018,000	SPLOST
Complete and build out Powder Springs Park per Master Plan to reduce impact of flooding				x			PRCA, City of Powder Springs	\$4,075,000	SPLOST, City of Powder Springs (1.5 mil)
Renovate PRCA Administration Complex						x	PRCA	\$2,907,000	SPLOST
Appropriate renovations at Rhyne Park				x			PRCA	\$1,186,000	SPLOST
Appropriate renovations at Sandy Plains Park				x			PRCA	\$1,204,000	SPLOST
Appropriate renovations at Sewell Park			x				PRCA	\$2,165,000	SPLOST
Appropriate renovations at Shaw Park					x		PRCA	\$1,785,000	SPLOST
Improve trailhead at Floyd Road – Silver Comet Trail					x		PRCA	\$75,000	SPLOST
Improve inside air quality and repaint interior of South Cobb Aquatic Center			x				PRCA	\$349,000	SPLOST
Renovate interior and repair roof at South Cobb Recreation Center			x				PRCA	\$212,000	SPLOST



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PARKS, RECREATION AND CULTURAL AFFAIRS CONTINUED									
Parks, Recreation & Cultural Affairs 2011 SPLOST Projects (CONT.)									
Appropriate renovations at Wild Horse Creek Park					x		PRCA	\$6,900,000	SPLOST
Appropriate renovations at Sweat Mountain Park						x	PRCA	\$2,944,000	SPLOST
Appropriate renovations at Sweetwater Park					x		PRCA	\$621,000	SPLOST
Appropriate renovations at Terrell Mill Park					x		PRCA	\$2,527,000	SPLOST
Renovate Community Center building at Thompson Park					x		PRCA	\$436,000	SPLOST
Appropriate renovations at Tramore Park				x			PRCA	\$2,604,000	SPLOST
Appropriate renovations at Wallace Park					x		PRCA	\$2,224,000	SPLOST
Renovate interior and refinish pool surfaces at West Cobb Aquatic Center			x				PRCA	\$185,000	SPLOST



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PUBLIC SAFETY									
Recruit, train, and retain public safety staff to ensure that staffing levels keep pace with the area's growing population while ensuring an educated, qualified, and professional force.	x						PS	N/A	PS budget
Maintain mutual agreements with all municipalities, surrounding counties, state, and federal agencies	x						PS, Cities, Counties, State, Federal Government	N/A	PS budget
Continue to implement communication improvements to better coordinate emergency response within the county and Metro Atlanta region	x						PS	N/A	PS budget
Conduct feasibility study for new Police Head Quarters						x	PS, BOC	N/A	PS budget
Expand public safety recruiting efforts to ensure a workforce that adequately reflects the diverse population that exists in Cobb County	x						PS	N/A	PS budget
Conduct feasibility study for new secure evidence storage facility						x	PS, BOC	N/A	PS budget
Continue to evaluate and solicit grant opportunities to enhance preparedness and response capabilities	x						PS, BOC	N/A	PS budget
Continue to meet requirements & certifications of public safety personnel through efficient annual training	x						PS	N/A	PS budget
Strive to maintain the highest adequate Insurance Service Organization (ISO) rating for fire and accredited status for Police, Fire & 911	x						PS	N/A	PS budget
Continue to promote veterinarian program to provide optimal animal care and facilitate adoptions	x						PS	N/A	PS budget
Foster positive relationships with community groups and rescue groups to increase animal adoption rates	x						PS, Community groups, Rescue Groups	N/A	PS budget



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PUBLIC SAFETY CONTINUE									
Continue to evaluate community risk and plan for proper response through joint training and exercises	x						PS	N/A	PS budget
Continue to educate the community on crime prevention, fire safety and other public safety items	x						PS	N/A	PS budget
Continue to work with various organizations such as CERT, Neighborhood Safety Committee, Citizen PS Academy, PENS, PACS, Safety Village Foundation and Neighborhood Watch groups to maintain good communication with our communities	x						PS, Various organizations	N/A	PS budget
Continue efforts to improve public safety response time by evaluating the feasibility of new precincts and reviewing existing stations/precincts locations and assessing how these locations may better serve the community	x						PS	N/A	PS budget
Public Safety 2011 SPLOST Projects									
Complete Operator Consoles upgrade for 911/800 MHZ per SPLOST schedule		x					PS	\$1,300,000	SPLOST
Complete Astro 25 Repeater for Jail		x					PS	\$665,000	SPLOST
Police Firearms Equipment		x					PS	\$500,000	SPLOST
Apparatus (Hazmat 22 Support Apparatus)		x					PS	\$60,000	SPLOST
Apparatus (Jacks)		x					PS	\$60,000	SPLOST
Apparatus (Engine)		x					PS	\$1,495,560	SPLOST
Apparatus (Air 27 Air & Light Support Apparatus)		x					PS	\$325,000	SPLOST
Apparatus (Air 30 SCBA Support Apparatus)		x					PS	\$90,000	SPLOST
Apparatus (Rescue)		x					PS	\$277,140	SPLOST
Apparatus (Truck)		x					PS	\$1,100,000	SPLOST
Facilities (Sprinkler System Stations 15 & 25)		x					PS	\$40,000	SPLOST
Apparatus (Truck)			x				PS	\$1,100,000	SPLOST



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
PUBLIC SAFETY CONTINUE									
Public Safety 2011 SPLOST Projects (Cont.)									
Facilities (Apparatus doors 37 doors)			x				PS	\$185,000	SPLOST
Apparatus (Engine)			x				PS	\$1,062,141	SPLOST
Manual Defibrillators (18 units)			x				PS	\$561,000	SPLOST
Apparatus (Rescue)			x				PS	\$299,359	SPLOST
Extrication Equipment (5)			x				PS	\$180,000	SPLOST
Extrication Equipment (5)				x			PS	\$180,000	SPLOST
Facilities (Paving Stations 23, 19, 27, 1)				x			PS	\$252,400	SPLOST
Facilities (Roof repairs/replacement Stations 3,15,17)				x			PS	\$69,000	SPLOST
Apparatus (Rescue)				x			PS	\$161,626	SPLOST
Apparatus (Engine)				x			PS	\$1,111,374	SPLOST
Thermal Imaging Cameras (42)				x			PS	\$420,000	SPLOST
REDEVELOPMENT									
Continue to update the Redevelopment Inventory to ensure accurate information on redevelopment possibilities in Cobb County	x						CD & ED	N/A	Existing budget
Advise the Canton Road Redevelopment Taskforce on ways to market and advertise redevelopment opportunities on the corridor		x					CD & ED	N/A	Existing budget
Review the findings of the Urban Land Institute - Technical Assistance Panel and consider implementation of items that would assist in creating more private sector involvement in Mableton's redevelopment			x				CD, ED, SCRA, BOC	TBD	TBD
Conduct an annual joint meeting between the SCRA, BOC, BOE and COC to focus on the redevelopment needs for South Cobb	x						CD, ED, SCRA, BOC	N/A	Existing budget
Assist the SCRA in developing a community taskforce to keep the public involved in the implementation of the SCIS		x					ED	N/A	Existing budget



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
REDEVELOPMENT CONTINUED									
Continue to monitor the metrics of South Cobb Implementation to document and communicate successes	x						ED, CD, CDOT	N/A	Existing budget
Coordinate with the Six Flags-Austell United Way Opportunity Zone to ensure that social needs are being considered and incorporated into overall implementation efforts	x						ED, CD, CDOT	N/A	Existing budget
Host quarterly meetings with implementation partners to ensure dialogue is occurring between: Economic Development; Community Development; Department of Transportation; Parks, Recreation and Cultural Affairs; Public Safety; the Library Systems; and Senior Services	x						ED, SCRA, CD, DOT, PRCA, PS, LIB, SS, COM	N/A	Existing budget
Continue to monitor and update the South Cobb Implementation Strategy program website to ensure accuracy and communication with the community	x						ED, SCRA, CD, DOT, PRCA, PS, LIB, SS, COM	N/A	Existing budget
Prepare a Communications strategy for the South Cobb Redevelopment Authority		x					ED, CD, COM	N/E	Existing budget
General oversight and administrative assistance to the South Cobb Redevelopment Authority (minutes, agendas, reminders, required postings, etc)	x						ED & Legal	N/A	Existing budget
Draft an Intergovernmental Agreement between the Board of Commissioners and the South Cobb Redevelopment Authority		x					ED, CD, Legal	N/A	Existing budget
Manage the South Cobb Redevelopment Authority consultants intending to leverage NSP money with other funding sources to assist Six Flags Drive			x				ED & SCRA	N/A	Existing budget



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
REDEVELOPMENT CONTINUED									
Conduct yearly Redevelopment Seminars	x						CD, ED, Chamber	TBD	Existing budget, Sponsorship, Chamber
Consider incentives to further redevelopment of appropriate multi-family dwellings indentified within Corridor studies or Master Plans, that are not blighted, but could benefit from redevelopment	x						CD, ED	N/A	Existing budget
TRANSPORTATION									
Review and update Cobb County's Trail Map	x						CDOT	Staff time	CDOT budget
Develop a county wide inventory of existing, planned, and programmed pedestrian facilities			x				CDOT	Staff time	CDOT budget
Implement Traffic Calming In partnership with Cobb County	x						CDOT	TBD	Federal, State, CCID
Amend the 2030 Comprehensive Plan when necessary to incorporate findings and recommendations from approved and active Livable Centers Initiative and other similar transportation/land use Master Plans that will improve the county's multi-modal transportation system	x						CD, CDOT, PC, BOC	Staff time	CD budget
Congestion Relief and Mobility Improvements									
Cedarcrest Rd - Paulding Co. Line to Governor's Towne Club (D4070/CO-344A/0007529)					x		CDOT	\$6,757,806	SPLOST 2005, Federal
Cobb Pkwy (US 41) - Mount Paran Rd to Paces Mill Rd - widen bridge to 6 lane divided (CCID-1014)					x		CDOT, GDOT, CID	\$18,000,000	SPLOST 2005, CID, Federal
Cobb Pkwy (US 41) - Paces Mill Rd to Akers Mill Rd - widen to 6 lane divided (D4090/CO-231/721152)					x		CCID, GDOT	\$30,002,467	SPLOST 2005, Federal
I-285/Atlanta Rd – NA – Upgrade interchange (D4100/CO-AR-070/723100)			x				CDOT	\$40,323,660	SPLOST 2005



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Congestion Relief and Mobility Improvements (Cont.)									
Lake Acworth Dr/Cowan Rd (SR 92) - N Cobb Pkwy (SR 3/US 41) to Glade Rd - Widen to 4 Lane Divided (D4190/CO-301/0006862)						x	GDOT, CDOT	\$28,242,000	SPLOST 2005, Federal
Metro Arterial Connector/Dallas Acworth Hwy (SR 92) - Paulding Co Line to N Cobb Pkwy (US 41) - Widen to 4 Lane Divided (D4200/CO-329/0006866)						x	GDOT, CDOT	\$15,625,424	SPLOST 2005, Federal
Skip Spann Connector - New roadway and bridge				x			CDOT	\$45,788,021	SPLOST 2011, Federal
Windy Hill Rd (East) - I-75 to Powers Ferry Rd - Access Mgt/Add Median (E4020)						x	CDOT	\$8,000,000	SPLOST 2011
Windy Hill Rd (West) - Cobb Pkwy to I-75 - Access Mgt/Add Median (E4030)						x	CDOT	\$17,000,000	SPLOST 2011
Windy Hill Rd - Boulevard concept from S Cobb Dr to Atlanta Rd that includes widening, addition of medians and pedestrian improvements, includes engineering (City of Smyrna sponsor)(E4040)						x	City of Smyrna, CDOT	\$2,000,000	SPLOST 2011
Leland Dr. Ext - Windy Hill Rd to Terrell Mill Rd - 4 lanes (CO-380/0010006)						x	GDOT, CDOT	\$15,675,000	Federal, State, Local
Macland Rd (SR 360)- widen from 2 to 4 lanes (CO-367/0006049)						x	GDOT	\$74,233,806	Federal, State, Local
Mulkey Rd Ext West -Coff Way to East-West Connector - 2 lanes (CO-384A)						x	GDOT, CDOT	\$61,000,000	Federal, State, Local
Mulkey Rd Ext East -Brookwood Rd to Floyd Rd- 2 lanes (CO-384B)						x	GDOT, CDOT	\$61,000,000	Federal, State, Local
Powder Springs Rd Connector - Powder Springs Rd to S Cobb Dr - New 2/4 Lane Roadway (D4150/CO-366)						x	CDOT, City of Marietta	\$13,500,000	SPLOST 2005, City of Marietta
S Cobb Dr (SR 280) (GDOT) - Atlanta Rd (SR 5) to Bolton Rd - Widen to 4/6 Lane Divided (D4180/CO-175A)						x	CDOT	\$19,800,000	SPLOST 2005



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Congestion Relief and Mobility Improvements (Cont.)									
Big Shanty Connector - From Town Center Mall to Big Shanty Road					x		TCCID	\$5,478,000	TCCID
Complete Concept Report for Frey Rd/I-75 interchange		x					TCCID	\$200,000	TCCID
Continue Advanced Transportation Management Systems (ATMS) - Continue ATMS progression to include continuous data collecting devices and vehicle infrastructure integration. Includes: Expand TTMS, Expand CCTV and fiber network; Update ATMS Plan (E5010)	x						CDOT	\$3,000,000	SPLOST 2011
Incident Management - Upgrade Traffic Management Center infrastructure and equipment - closed circuit television cameras and changeable message signs. Includes: Replace and add CMS; Upgrade TMC Control Room (E5020)						x	CDOT	\$2,000,000	SPLOST 2011
Traffic Signals - Upgrade traffic signal infrastructure and optimize traffic signal operation. Includes: Retime Traffic Signal Systems; Replace wood pole supported signals; Upgrade and Expand ATCS; Upgrade Traffic Signal Equipment (E5040)	x						CDOT	\$4,500,000	SPLOST 2011
Transportation Technology - Includes: Upgrade information systems Geographic Information System (GIS), Global Positioning System (GPS), Management Information System (MIS) and Transportation Information System (TIS)(E5050)	x						CDOT	\$1,000,000	SPLOST 2011
Safety and Operational – Intersection Improvements									
Queen Mill Rd - Veterans Memorial Hwy (US 78/278) to Mableton Pkwy (SR 139) - Safety and Operational Improvements (D6200/CO-352/0007538)				x			CDOT	\$6,171,056	SPLOST 2005, Federal



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Safety and Operational – Intersection Improvements (Cont.)									
Shiloh Rd/Shallowford Rd - Wade Green Rd to Canton Rd - Safety/Op. improve 3-lane road with right turn lanes at intersection (D6220)				x			CDOT	\$13,798,000	SPLOST 2005
Powder Springs Rd @ Cheatham Hill Rd - Add right turn Lane (D3340/CO-323/0004449)			x				CDOT	\$2,214,878	SPLOST 2005, Federal
Chastain Rd intersection improvements: Additional turn lanes at Frey Rd/Barrett Lakes Blvd; Additional right turn lanes at I-575 southbound ramp				x			TCCID	\$3,300,00	TCCID
Chastain Rd intersection improvements: Additional turn lanes at Busbee Dr			x				TCCID	\$500,000	TCCID
Chastain Rd intersection improvements: Additional turn lanes at Bells Ferry Rd		x					TCCID	\$1,000,000	TCCID
Barrett Pkwy/SR 5 Connector at Home Center Dr. -add turn lanes on side streets and lengthen existing turn lane on Barrett Pkwy (E3010)			x				CDOT	\$675,000	SPLOST 2011
Cobb Pkwy (US 41) at Mars Hill Rd - Realignment; widening to add turn lanes; lengthening existing turn lanes (E3020)			x				CDOT	\$2,550,000	SPLOST 2011
Cobb Pkwy (US 41) at Windy Hill Rd - Addition/extension of turn lanes; includes concept development for grade separated interchange (E3030)						x	CDOT	\$3,500,000	SPLOST 2011
Cooper Lake Rd at King Springs Rd - Intersection and turn lane improvements (E3040)(D3130)				x			CDOT	\$425,000	SPLOST 2011
Holly Springs Rd at Davis Rd - Remove multi-way stop; install roundabout (E3050)			x				CDOT	\$1,350,000	SPLOST 2011
John Ward Rd at Cheatham Hill Rd - Intersection realignment or possible roundabout (E3060)				x			CDOT	\$875,000	SPLOST 2011
Six Flags at Lee Industrial Blvd - Intersection realignment and possible traffic signal (E3070)				x			CDOT	\$2,400,000	SPLOST 2011
Bell Ferry Rd - I-575 to N Cobb Pkwy (US 41) - Intersection Improvements (D6040)						x	CDOT	\$14,000,000	SPLOST 2005



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Safety and Operational – Intersection Improvements (Cont.)									
Lower Roswell Rd - Roswell St (SR 120) to Terrell Mill Rd - Safety/Operational Improvements (D6130)						x	CDOT	\$3,300,000	SPLOST 2005
Johnson Ferry Rd @ Sewell Mill Rd - Add dual left turns north; Include Sewell Mill Rd at Pine Rd - Intersection Improvements (D3220)						x	CDOT	\$2,000,000	SPLOST 2005
Walker Drive-Carol Circle Alignment			x				DOT	TBD	CMAQ, future SPLOST, TE Grant
Safety and Operational – Roadway Improvements									
Floyd Rd - Veterans Memorial Hwy (US 78/278) to Clay Rd including turn lanes and alignment improvements (E6010)						x	CDOT	\$9,700,000	SPLOST 2011
Lower Roswell Rd - Woodlawn Dr to Davidson Rd including widening, turn lanes, median and access management (E6020)						x	CDOT	\$8,000,000	SPLOST 2011
Pine Mtn Rd - Stilesboro Rd to Shilling Rd including operational improvement, curb/gutter, sidewalks, and turn lanes (coordinate with City of Kennesaw)(E6030)					x		CDOT	\$4,000,000	SPLOST 2011
River View Rd - Veterans Memorial Hwy (US 78/278) to Nichols Dr including turn lanes at key intersections and sidewalks (E6040)					x		CDOT	\$4,000,000	SPLOST 2011
Roadway Signage Upgrade - upgrade roadway signs to current Federal standards (E6050)					x		CDOT	\$327,000	SPLOST 2011
Sandy Plains Rd - E Piedmont Rd to Ebenezer Rd - including access management and median for safety and operational improvements (E6060)						x	CDOT	\$4,900,000	SPLOST 2011
Shiloh Rd/Shallowford Rd - turn lanes at key intersections and sidewalks (E6070)			x				CDOT	\$10,400,000	SPLOST 2011
Six Flags Dr - Riverside Pkwy to Six Flags Pkwy including turn lanes (E6080)					x		CDOT	\$3,500,000	SPLOST 2011



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Safety and Operational – Roadway Improvements (Cont.)									
Six Flags Dr - Factory Shoals Rd to Riverside Pkwy - operational and safety improvements including pedestrian refuge median (E6090)					x		CDOT	\$950,000	SPLOST 2011
Walker Dr - Extension - Church St to Old Floyd Rd @ Carol Circle - widen/improve Walker Dr, extend to Church St; includes possible realignment with Carol Circle @ Old Floyd Rd (E6100)					x		CDOT	\$5,500,000	SPLOST 2011
Woodland Brook Dr - Log Cabin Rd to Paces Ferry Rd - safety and drainage improvements including Brandy Station (E6110)(D6260)			x				CDOT	\$1,000,000	SPLOST 2011
Walker Drive extension and widening					x		DOT	\$4,785,000	2011 SPLOST
Floyd Road safety and traffic flow improvements: Clay Road to Veterans Memorial Highway					x		DOT	\$8,439,000	CMAQ, future SPLOST, TE Grant
Safety and Operational – School Zone Safety									
Church St (Mableton Elem) - Roadway and Sidewalk Improvements (E8010)			x				CDOT	\$850,000	SPLOST 2011
Ebenezer Rd (Addison Elem) - Improvements at school entrances (E8020)	x						CDOT	\$250,000	SPLOST 2011
Hembree Rd (Pope High) - Lengthen turn lane; possible other roadway improvements if CCSD adds a second driveway (E8030)(D8180)				x			CDOT	\$250,000	SPLOST 2011
Paper Mill Rd (Sope Creek Elem) - Add right turn lane and lengthen left turn lane on Paper Mill Rd; add left turn at main driveway existing the school (E8040)		x					CDOT	\$950,000	SPLOST 2011
Post Oak Tritt Rd (Hightower Middle) (E8050)					x		CDOT	\$475,000	SPLOST 2011
Lower Roswell Rd (East Valley Elem) - Site Ingress/Egress Improvements (D8086)						x	CDOT	\$500,000	SPLOST 2005



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Pedestrian Improvements - Sidewalks									
Cheatham Hill Elem Safe Routes to School project - New sidewalks connecting existing sidewalk along Irwin Rd from Wilkes Way (south side) to existing sidewalk. New sidewalk along John Ward Rd (west side) from existing to Brookmont Tr; Crosswalks and ADA compliant wheelchair ramps installed where necessitated by crossings			x				GDOT	\$305,256	STATE
Kincaid Elem Safe Routes to School project - Widening existing sidewalk to back of curb along Kincaid Rd (north side) from Mirabeau Court to Sandy Plains Rd; Crosswalks and ADA compliant wheelchair ramps installed where necessitated by crossings			x				GDOT	\$194,743	STATE
Dallas Hwy (SR 120) pedestrian improvements phase 1 (2.4 miles)(CO-AR-211A)						x	CDOT	\$4,193,000	Federal, State, Local
Floyd Rd - Clay Rd to Hicks Rd pedestrian improvements phase 1 (2.4 miles)(CO-AR-213)						x	CDOT	\$959,078	Federal, State, Local
County Services Pkwy - Transit supportive sidewalks - Powder Springs Rd to Austell Rd (CO-AR-BP219C)			x				CDOT	\$1,254,767	Federal, SPLOST 2005
Develop annual lists (based on available funding) and implement "Fill in the Gaps" sidewalk projects (E7010) "School Related/Safe Routes to School" sidewalk projects (E7110), and "Transit, Activity Center and high Accident Area" sidewalk projects (E7210) following established sidewalk project selection criteria (Note: Projects that follow represent those selected for 2012)	x						CDOT	\$15,000,000	SPLOST 2011
Pisgah Rd - S Gordon Rd to existing sidewalk (east side) (E7010)		x					CDOT	\$350,000	SPLOST 2011
S Gordon Rd - Pisgah Rd to Blair Bridge (north side) (E7020)		x					CDOT	\$78,000	SPLOST 2011



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Pedestrian Improvements – Sidewalks (Cont.)									
Timber Ridge Rd - existing sidewalk to Lower Roswell Rd (north side)(E7030)		x					CDOT	\$172,000	SPLOST 2011
Cooper Lake Rd - Beachview Dr to S Cobb Dr (south side) (E7040)			x				CDOT	\$504,000	SPLOST 2011
Timber Ridge Rd/Ped Bridge - near E Bank Dr over Jackson Creek (north side)(E7050)		x					CDOT	\$172,000	SPLOST 2011
Atlanta Rd - Cooper Lake Dr to Anderson Dr (west side)(E7060)			x				CDOT	\$44,000	SPLOST 2011
Little Rd - Lullingstone Way to Little John Trail (east side)(E7070)			x				CDOT	\$41,000	SPLOST 2011
Powers Rd - Woodlawn Dr to existing sidewalk (north side)(E7080)			x				CDOT	\$26,000	SPLOST 2011
Woodlawn Dr Lower Roswell Rd to existing sidewalk (east side)(E7090)			x				CDOT	\$26,000	SPLOST 2011
Burnt Hickory Rd - New Salem Rd to Barrett Pkwy (north side)(E7100)			x				CDOT	\$20,000	SPLOST 2011
McLure Rd - parcel 4480 to existing sidewalk (north side)(E7270)			x				CDOT	\$20,000	SPLOST 2011
Ewing Rd - Clay Rd to Brownsville Rd (east side)(E7110)		x					CDOT	\$462,000	SPLOST 2011
Ebenezer Rd - Knight Rd to Sandy Plains Rd (both sides)(E7120)		x					CDOT	\$630,000	SPLOST 2011
Shallowford Rd - existing sidewalk to Blackwell Rd (south side)(E7130)		x					CDOT	\$420,000	SPLOST 2011
Steinhauer Rd - Shallowford Rd to Rocky Mtn Rd (west side)(E7140)		x					CDOT	\$287,000	SPLOST 2011
Rocky Mtn Rd - Steinhauer Rd to existing sidewalk (south side)(E7150)			x				CDOT	\$30,000	SPLOST 2011
Old Sewell Rd - Holt Rd to Old Canton Rd (south side)(E7160)			x				CDOT	\$490,000	SPLOST 2011



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Pedestrian Improvements – Sidewalks (Cont.)									
Irwin Rd - Near Bridge to existing sidewalk (north side)(E7170)			x				CDOT	\$50,000	SPLOST 2011
John Ward Rd - Glen Valley Dr to Arbor Forest Dr (west side)(E7180)			x				CDOT	\$350,000	SPLOST 2011
Luther Ward Rd - pedestrian bridge to Brogdon Dr (north side)(E7190)			x				CDOT	\$168,000	SPLOST 2011
Casteel Rd - Villa Rica Rd to Still Elem School (both sides)(E7200)			x				CDOT	\$146,000	SPLOST 2011
Brookwood Dr - Anderson mill Rd to Silver Comet Trail (west side)(E7210)		x					CDOT	\$77,000	SPLOST 2011
East West Connector - Floyd Rd to Hicks Rd (both sides)(E7220)		x					CDOT	\$99,000	SPLOST 2011
Bells Ferry Rd - Bristol Ln to approx 70 ft south (west side)(E7230)			x				CDOT	\$10,000	SPLOST 2011
Post Oak Tritt Rd - Tritt Springs Trace to existing sidewalk (south side)(E7240)		x					CDOT	\$19,000	SPLOST 2011
Post Oak Tritt Rd - Gelding Ln to Holly Springs Rd (north side)(E7250)			x				CDOT	\$35,000	SPLOST 2011
Wesley Chapel Rd - Spring Mill Dr to Sandy Plains Rd (east side)(E7260)		x					CDOT	\$53,000	SPLOST 2011
Cobb Parkway North A18 Pedestrian Facilities - from Circle 75 to Herodian Way; pedestrian enhancements, supporting existing CCT route 10, signal upgrades with mast arms and street		x					GDOT, CCID	\$2,155,000	Federal, State, CCID
Old Floyd Road Improvements		x					DOT	\$4,860,000	CMAQ, future SPLOST, TE Grant, LCI
Clay Road Improvements Floyd Road to Church Street			x				DOT	\$3,510,000	CMAQ, future SPLOST, TE Grant, LCI
Mitchell Street Bike/Pedestrian Corridor						x	DOT	\$3,510,000	CMAQ, future SPLOST, TE Grant, LCI



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Pedestrian Improvements – Sidewalks (Cont.)									
Clay Rd sidewalk project (Austell Rd to Mable Lake Dr)					x		DOT	\$1,591,188	TE Grants, Local Funds
Church Street/Walker Drive town square					x		DOT	\$10,000,000	2011 SPLOST
Infrastructure Preservation – Drainage System Improvements and Bridge Rehabilitation/Replacement									
Burnt Hickory Rd over Mud Creek (E1010)					x		CDOT	\$1,000,000	SPLOST 2011
Cedar Brook Dr over Noonday Creek tributary (E1020)			x				CDOT	\$1,000,000	SPLOST 2011
Collins Rd over Little Allatoona Creek (E1030)			x				CDOT	\$1,000,000	SPLOST 2011
Hopkins Rd over Wildhorse Creek (E1040)			x				CDOT		SPLOST 2011
New Chastain Rd (westbound) over Noonday Creek (E1050)					x		CDOT	\$1,000,000	SPLOST 2011
Old Stilesboro Rd over Little Noonday Creek (E1060)				x			CDOT	\$1,000,000	SPLOST 2011
Pitner Rd over Little Allatoona Creek (E1070)					x		CDOT	\$1,000,000	SPLOST 2011
Stout Pkwy over Gothards Creek (E1080)					x		CDOT	\$1,000,000	SPLOST 2011
Resurfacing program	x						CDOT	\$87,633,000	SPLOST 2011
Wild Horse Creek in Powder Springs - Replace bridge (joint project with the City of Powder Springs)						x	CDOT, City of Powder Springs	TBD	SPLOST 2011
Cumberland Blvd/I-75 Bridgescape - Decorative treatments to the Cumberland Blvd. bridge and overall enhancements		x					CDOT	\$990,000	Federal, State, CCID
Drainage System Improvements (repair and replacement of roadway drainage systems throughout the county (E2000)	x						CDOT	\$6,000,000	SPLOST 2011
County bridges/culvers (to be determined from future GDOT bridge inspection reports (E1090)	x						CDOT	\$1,750,000	SPLOST 2011
County pedestrian bridges (inspection and repair/rehab of 30 pedestrian bridges and bridges not currently inspected by GDOT)(E1150)	x						CDOT	\$750,000	SPLOST 2011



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Transit									
Guaranteed Para-transit Transfer with CCT	x						CDOT	TBD	Federal, General Fund
“Get on the bus” travel training for seniors	x						CDOT	TBD	Federal, General Fund
Senior Transportation Voucher Program	x						CDOT	TBD	Federal, General Fund
Construct CCT Mobility Center		x					CDOT	TBD	Federal, General Fund
Job Access Reverse Commute Project - Route 30		x					CDOT	\$1,200,000	Federal, General Fund
Implement voucher program for disabled persons between 18-59		x					CDOT	TBD	Federal, General Fund
Implement Travel Training Program		x					CDOT	TBD	Federal, General Fund
Cobb Pkwy Signal Pre-Emption Upgrades - Cumberland Galleria area to Town Center area (E10B0)						x	CDOT	\$500,000	SPLOST 2011
Cobb Pkwy Park-and-ride Lots for express bus and future corridor transit enhancements (Cumberland Blvd area, Windy Hill Rd area, Roswell Rd area, and Bells Ferry Rd area) (E10C0)						x	CDOT	\$3,000,000	SPLOST 2011
Cobb Pkwy Queue Jumper Lanes - Cumberland Galleria area to Town Center area (E10B0)						x	CDOT	\$2,500,000	SPLOST 2011
N Cobb Park and Ride Lot (CO-401)			x				CDOT	\$15,000,000	Federal, State, Local
CCT Bus Replacement Project (CO-437)		x					CDOT	\$3,500,000	Federal, State, Local
CCT Compressed Natural Gas Refueling Facility replacement (CO-438)		x					CDOT	\$2,500,000	Federal, State, Local
CCT Americans with Disabilities Act Para-transit Operations (CO-439)			x				CDOT	\$2,500,000	Federal, State, Local



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Transit (Cont.)									
Continue and expand partnership between CCT & Senior Services for efficient senior transportation provisions	x						CDOT, CCT, SS	N/A	CSBG, CCT
Continue transportation mobility education with senior populations	x						CDOT, CCT, SS	N/A	Sr. Services, CCT
Transportation Planning									
Transportation Planning Studies - Long-range and short-range transportation studies to support project development (E5030)	x						CDOT	\$1,500,000	SPLOST 2005
Prepare Major Thoroughfare Plan Update			x				CDOT	Staff time	N/A
Update the Clean Air and Alternative Transportation Plan				x			CDOT	Staff time	N/A
Implement the Bicycle and Pedestrian Improvement Plan	x						CDOT	Staff time	N/A
Implement Safe Routes to Schools Program	x						CDOT	Staff time	N/A
Develop Americans with Disabilities Act (ADA) Transition Plan			x				CDOT	TBD	Federal SPLOST 2011
Develop Complete Streets implementation process			x				CDOT	Staff time	N/A
Incorporate transportation infrastructure improvements recommended by small-area plans into the County's Transportation Improvement Program	x						CDOT	Staff time	N/A
Update STWP 2012-2016 following completion of 5-year CTP update to include high priority projects/actions recommended by the CTP				x			CDOT	Staff time	N/A



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
TRANSPORTATION CONTINUED									
Transportation Planning (Cont.)									
Prepare Comprehensive Transportation Plan 5-year Update. Including, but not limited to, update freight prioritization and policy recommendations; update truck route map in coordination with ARC to ensure safe and efficient truck mobility countywide (E5030/AR-004-2012)			x				CDOT	\$1,250,000	SPLOST 2011, Federal, Cities
Northwest Corridor Transit Alternatives Analysis (E10E0a/AR-413-AA)		x					CDOT	\$1,879,322	General Fund, Federal, Partners
Northwest Corridor Transit EA/EIS (E10E0b/AR-023A)				x			CDOT	\$1,700,000	SPLOST 2011, Federal
Based upon a decision by the BOC on the Alternative Analysis, consider amendments to the Comprehensive Plan if necessary, to accomplish objectives of the study				x			CDOT	TBD	TBD
Cobb DOT and activity centers partner to produce roadway standards that address the requirements for all users in the context of the road type and surrounding land uses		x					CDOT, CD, CCID, TCACID	TBD	Federal, State, CCID
Trails and Sidewalk Master Plan Update - Update the plan to reflect development and improvements in the Cumberland area.		x					CCID	TBD	Federal, State, CCID



2012 Short Term Work Program

Project	Ongoing	2012	2013	2014	2015	2016	Responsible Party	Cost Estimate	Funding Source
WATER									
Continue to acquire wetlands and other environmentally sensitive areas. Prepare and maintain and inventory of flood plain acreage for use in possible watershed protection efforts related to facility expansion efforts in the future	x						CCWS, CD, PRCA, BOC	N/E	CCWS, CD, PRCA budgets, General Fund
Develop South Cobb tunnel to address wastewater management needs in southern Cobb County			x				CCWS	\$305,000,000	General Fund, CCWS budget
Comply with requirements of sewer system Capacity, Maintenance, Operation, and Management program	x						CCWS, BOC	N/A	CCWS budget
Work with CCMWA to ensure quality of potable water provided to customers	x						CCWS	N/A	CCWS budget
Develop and implement a program to prioritize the replacement of aging and substandard water mains	x						CCWS, BOC	N/A	CCWS budget
Encourage ARC to conduct multi-jurisdictional revision of the Chattahoochee River Corridor Plan	x						CD, CCWS, CRK, ARC, Other Jurisdictions	N/E	TBD
Continue storage volume purchase program for existing lakes and flood prone areas throughout the county	x						CCWS	N/A	CCWS budget
Watershed Plan – In coordination with Cobb and other federal and state agencies, complete a watershed plan				x			CCWS, CD, CCID	N/E	Federal, State, CCID
Pursue a public-private partnership for streamback restoration along the Chattahoochee River where feasible	X						CCWS, DNR, Private Sector	TBD	GA DNR, Private Sector
Consider feasibility and impact of creating a storm water utility	X						CCWS, BOC	N/A	CCWS budget



Supplemental Plans

Upon final passage of the Comprehensive Plan by the Board of Commissioners, the findings, policies, and recommendations of local area master plans, corridor studies other strategic plans that have been approved or accepted are to be incorporated into this document by reference. The list of plans includes: the Historic Mableton Preservation and Improvement Plan (LCI); Mableton LCI Five-Year Update; Town Center LCI Five-Year Update (2014); Delk/Franklin LCI Plan; Austell Road Corridor Study LCI; the Atlanta Road Corridor Study; C. H. James Parkway Corridor Study; Macland Road Corridor Study; the Powder Springs, Flint Hill Master Plan; the Cumberland Far South Area Plan; Comprehensive Transportation Plan; Parks and Recreation Master Plan; Cobb Senior Services 10-year Master Plan; Canton Road Corridor Plan; Six Flags Road Corridor Plan; SR6 Corridor Plan; Kennesaw Mountain National Battlefield Lost Mountain to Brushy Mountain Earthworks Preservation Plan; Senior Adult Transportation Study; the Greenprint study and the Industrial Land Inventory and Protection Policy; River Line Master Plan; Austell Road Access Management Plan; Complete Streets Implementation Strategies and Best Practices; Global Greentech Corridor; Cobb County Bicycle and Pedestrian Improvement Plan; Veterans Memorial Highway LCI Plan; Powers Ferry Master Plan Five-Year Update; South Cobb Town Center: Mableton Lifelong Communities Master Plan; South Cobb Town Center: Mableton Lifelong Communities Master Plan; South Cobb Implementation Strategy; Johnson Ferry Road Urban Design Plan; Vinings Vision: A Master Plan for a Georgia Historic Community; Northwest Cobb Land Vulnerability Analysis; Cobb's Competitive EDGE; and Dobbins Air Reserve Base Joint Land Use Study. The majority of the recommended actions and Future Land Use Map alterations have been incorporated into the document. These studies help form a backbone for the county's overall growth and service delivery strategy and are integral to achieving the Community Vision and addressing many of the Community Issues and Opportunities.



Compliance with Regional Development Plan Policies

The Atlanta Regional Commission (ARC), the core metropolitan Atlanta area's Regional Development Center, creates a Regional Development Plan (RDP) every three years. The most recent update to this regional plan was completed in 2011 and is known as PLAN 2040. The RDP contains policies and actions for the Atlanta Regional Commission as well as section called the “PLAN 2040 Local Government Plan Implementation”. This is a part of the regional plan required by the Department of Community Affairs under Chapter 110-12-6 Standards and Procedures for Regional Planning “Regional Planning Requirements”. The Local Government Plan Implementation provides communities with the opportunity to pursue minimum and/or excellence standards, depending on their desired level of action. The RDP policies are intended to be a guide for future regional growth particularly as it relates to investment in transportation infrastructure to ensure that land use and transportation policies and actions are being coordinated.

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