

# COMMUNITY GOALS & POLICIES

## CG-LU LAND USE

### KEY STRATEGIES

- Grow responsibly
- Protect and preserve existing communities
- Reinvigorate
- Build safe and healthy communities



### (GOALS)

**CG-LU1 Enhance community character and promote a healthy lifestyle by fostering, quality, sustainable, safe, walkable and attractive growth**

### (POLICIES)

- CG-LU1-P1** Expand the flexibility for mixed-use within appropriate areas
- CG-LU1-P2** Encourage smart growth policies and creative design to accommodate innovative and healthy lifestyle land development techniques
- CG-LU1-P3** Provide quality, affordable housing options for all throughout the community
- CG-LU1-P4** Consider strengthening the applicability of existing and new design guidelines and ensure their focus is on the functional interrelationships between land uses, site design, neighborhood character and transportation systems
- CG-LU1-P5** Promote relationships between developers and neighborhoods to address neighborhood concerns, such as quality of life, property values, preservation of historic resources and open space, and environmental protection

- CG-LU1-P6** Consider a variety of code enforcement strategies to promote health, safety, property preservation, and community enhancement
- CG-LU1-P7** Foster community pride and identity and build a sense of place
- CG-LU1-P8** Coordinate with Cobb County Department of transportation on landscaping opportunities along newly created or improved roadway infrastructure projects
- CG-LU1-P9** Work with the development community to encourage walkable, nodal developments at strategic locations throughout Cobb County
- CG-LU1-P10** Consider a focus on development opportunities that combines residential, commercial, civic, cultural and recreational uses for the good of public health
- CG-LU1-P11** Encourage land use opportunities that allow for people to live where they work
- CG-LU1-P12** Establish sidewalks, trails and park connectivity for a walkable, healthier community
- CG-LU1-P13** Support developments that are designed to have a positive impact on the perceived and realistic safety and well-being of a community
- CG-LU1-P14** Promote community oriented safety policies such as the Neighborhood Watch Program
- CG-LU1-P15** Encourage the preservation of environmentally sensitive natural resources, open space, and viewsheds for the benefit of public health

**CG-LU2      Coordinate and advance progressive land use policies that promote efficient, equitable, and compatible distribution of land uses, while preserving established communities and respecting individual private property rights**

- CG-LU2-P1** Facilitate projected growth while preserving and protecting existing stable neighborhoods and community character
- CG-LU2-P2** Guide growth to areas that have infrastructure in place and can support new development and redevelopment
- CG-LU2-P3** Encourage development patterns that limit uncontrolled growth along corridors and supports nodal development in appropriate locations
- CG-LU2-P4** Promote further development, diversification, and intensification within Regional Activity Centers and other appropriate areas as a means to protect existing stable

suburban and rural areas from development growth pressures

**CG-LU2-P5** Provide transitions in scale and/or land use between high and low intensity land uses

**CG-LU2-P6** Address compatibility between land uses when making land use decisions

**CG-LU2-P7** Amend the 2040 Comprehensive Plan when necessary to incorporate findings and recommendations from approved small area plans and/or other similar transportation/land use master plans that improve the county's ability to promote quality of life and attract additional employment opportunities

**CG-LU2-P8** Encourage and maintain adequate amounts, types, and densities of housing needed to support desired residential, commercial and industrial growth

**CG-LU2-P9** Coordinate and communicate appropriate land use planning functions with Cobb County School district, adjacent counties, cities, and regional partners

**CG-LU2-P10** Monitor and facilitate expansion opportunities for appropriate future land use designations

**CG-LU2-P11** When applicable address transportation improvements through the development process

**CG-LU2-P12** Coordinate compatible land use and transportation linkages for anticipated future populations

**CG-LU2-P13** Ensure land use decisions consider existing and planned transportation projects

**CG-LU2-P14** 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

**CG-LU2-P15** Promote the continued enforcement of building and zoning code standards

**CG-LU2-P16** Encourage housing design that is visually compatible with surrounding areas

**CG-LU2-P17** Provide for a compatible mix of housing types in all areas

**CG-LU3 Advocate and markets the re-investment and redevelopment of deteriorating uses and areas to increase the county's vitality**

**CG-LU3-P1** Support efforts that attempt to revitalize and/or redevelop struggling commercial and residential areas

- CG-LU3-P2** Create incentives and regulatory tools that promote redevelopment of underperforming commercial areas and neighborhoods
- CG-LU3-P3** Leverage transportation projects in areas that could assist redevelopment or revitalization of land uses
- CG-LU3-P4** Encourage collaborative planning and seek opportunities to leverage public/private partnerships for the revitalization of communities
- CG-LU3-P5** Strengthen underperforming activity centers through re-tenanting of vacant space, by encouraging landscape and beatification efforts, façade programs, business coordination, and the introduction of new complementary land uses
- CG-LU3-P6** Encourage clean-up of sites with known toxic contaminants to allow for the utilization of productive commercial and/or industrial uses
- CG-LU3-P7** Promote workforce housing in targeted revitalized or redevelopment areas

## **CG-TR TRANSPORTATION**

### **KEY STRATEGIES**

- Safe transportation system
- Effective and efficient transportation system
- Innovative transportation system
- Connect people and places

- CG-TR1** **Maximize performance of the transportation system**
  - CG-TR1-P1** Operate the transportation system efficiently and effectively
  - CG-TR1-P2** Give priority to investment that preserves existing infrastructure
  - CG-TR1-P3** Protect and enhance transportation connections to key resources
  - CG-TR1-P4** Protect and enhance existing community character
- CG-TR2** **Improve access and manage traffic congestion**
  - CG-TR2-P1** Focus on improving travel times rather than reducing congestion

**CG-TR2-P2** Provide increased travel choices (routes and modes of travel)

**CG-TR2-P3** Focus on key travel patterns

**CG-TR3 Achieve traveler safety and security**

**CG-TR3-P1** Reduce the number and/or severity of crashes

**CG-TR3-P2** Balance safety considerations across all users

**CG-TR4 Drive economic competitiveness**

**CG-TR4-P1** Enhance and serve redevelopment areas

**CG-TR4-P2** Compliment growth sectors and areas

**CG-TR5 Lead with cost effective solutions**

**CG-TR5-P1** Seek partnerships

**CG-TR5-P2** Seek innovative solutions

**CG-TR5-P3** Apply value-engineering principles as appropriate

**CG-TR5-P4** Select actions that reduce life-cycle costs not just capital cost

**CG-TR5-P5** Select strategies that allow future flexibility

## **CG-HO HOUSING**

### **KEY STRATEGIES**

Diverse housing stock

Equitable housing

Safe, healthy and convenient housing

**CG-HO1 Provide a wide diversity of housing stock for all residents in an array of choices in density, type, cost, and location**

**CG-HO1-P1** Provide sufficient residential development capacity to accommodate Cobb County's projected household growth

**CG-HO1-P2** Evaluate plans and investments for their impact on housing capacity, particularly the impact on the supply of workforce housing and senior housing

**CG-HO1-P3** Encourage equal housing opportunities for all residents

**CG-HO1-P4** Encourage new and innovative housing types that meet the needs of an evolving, diverse community

**CG-HO1-P5** Coordinate residential development proposals to understand impacts residential development has on school enrollment and student mobility

- CG-HO1-P6** Promote a diversity of residential developments around activity centers that can accommodate a broad range of households
- CG-HO1-P7** Consider a diverse supply of affordable, accessible housing to meet the needs of older adults and people with disabilities, especially in activity centers and other places which are in close proximity to services and public transit

**CG-HO2      Ensure an adequate supply of workforce housing that meets the needs of residents vulnerable to increasing housing costs**

- CG-HO2-P1** Consider federal and state tax credits toward acquisition, rehabilitation and new construction of workforce housing
- CG-HO2-P2** Encourage tenant based rental assistance for those who cannot afford housing

**CG-HO3      Ensure residents live in safe, healthy housing that provides convenient access to jobs and to goods and services that meet daily needs**

- CG-HO3-P1** Coordinate and collaborate with Cobb County’s Community Development Block Grant (CDBG) program and other organizations whose mission is to enhance the quality of life for low to moderate income residents
- CG-HO3-P2** Ensure there is an appropriate jobs/housing balance and strive to maintain that balance
- CG-HO3-P3** Locate higher density housing, including workforce units, in and around regional activity centers, and large employment centers and provide appropriate land use transitions
- CG-HO3-P4** Encourage housing construction in locations where necessary public facilities can be economically provided
- CG-HO3-P5** Encourage housing construction in locations that are accessible to services and employment

## **CG-CF      COMMUNITY FACILITIES**

### **KEY STRATEGIES**

- Active healthy living
- Protect and conserve our resources
- Equitable service and enrichment

Communicate and innovate

## **CG-CF-PR PARKS, RECREATION, AND CULTURAL AFFAIRS**

### **CG-CF-PR Maintain and improve quality of life by providing programs, services, and facilities for active and passive recreational opportunities, as well as arts and cultural activities for all citizens**

- CG-CF-PR-P1** Provide quality recreational and arts programming to meet the needs of existing and future residents of all ages
- CG-CF-PR-P2** Ensure adequate funding for maintenance of existing recreational and cultural facilities
- CG-CF-PR-P3** Ensure adequate supply of land for future recreational needs and the development of future facilities and programs.
- CG-CF-PR-P4** When considering new parks and programming strategically target areas and consider co-locations with other public facilities where lack of existing facilities and services exist
- CG-CF-PR-P5** Monitor and assess recreational facility needs and consider new facilities, improvements and/or additions, that are flexible and serve the entire community
- CG-CF-PR-P6** Provide both active and passive park experiences and policies that enhance the wellness and foster healthy attitudes
- CG-CF-PR-P7** Leverage partnerships with other county departments and outside groups to meet community needs and to provide healthy lifestyle options.
- CG-CF-PR-P8** Improve connectivity and walkability between trails, parks, recreational facilities and surrounding neighborhoods.
- CG-CF-PR-P9** Ensure good access to major roadways and public transit routes.
- CG-CF-PR-P10** Expand audiences for arts and recreational programming and activities.
- CG-CF-PR-P11** Maximize the use of public land and facilities for recreation and cultural affairs

## **CD-CF-WA WATER**

### **CG-CF-WA1 Provide a safe, environmentally responsible water supply, and wastewater treatment systems with ample sewer**

## **infrastructure that meets the demand of a growing population**

**CG-CF-WA1-P1** Provide sufficient water and sewer capacity to accommodate anticipated growth and desired growth patterns.

**CG-CF-WA1-P2** Provide safe, dependable, environmentally responsible and economically feasible water and sewer management services

**CG-CF-WA1-P3** Provide proactive maintenance and improvement of existing water and sewer infrastructure.

**CG-CF-WA1-P4** Create or update water and sewer regulations and policies to accommodate demand and changing conditions.

**CG-CF-WA1-P5** Coordinate with Cobb & Douglas Public Health to investigate possible sewer expansion and individual sewer hook-ups in order to meet the potential for future growth, environmental concerns, and connectivity, while ensuring financial responsibility

**CG-CF-WA1-P6** Continue monitoring of water quality and reporting and continue providing programming to improve water conservation

**CG-CF-WA1-P7** Ensure that privately owned water infrastructure is meeting publicly owned standards

**CG-CF-WA1-P8** Provide educational programming and campaigns to develop awareness and protection of water resources

## **CG-CF-WA2 Establish a progressive and innovative storm water management system that maintains storm water infrastructure, controls flooding and preserves water quality now and for future generations**

**CG-CF-WA2-P1** Provide sufficient storm water capacity to accommodate anticipated growth and desired growth patterns

**CG-CF-WA2-P2** Provide safe, dependable, environmentally responsible and economically feasible storm water management services

**CG-CF-WA2-P3** Provide for proactive maintenance and improvement of existing storm water infrastructure

**CG-CF-WA2-P4** Monitor and update storm water regulations to accommodate demand and changing conditions

**CG-CF-WA2-P5** Continue to investigate the use of alternative and green infrastructure approaches to storm water management

**CG-CF-WA2-P6** Protect floodplains, watersheds and groundwater recharge areas through regulations

- CG-CF-WA2-P7** Seek funding to purchase floodplain for storm water control and to preserve water quality
- CG-CF-WA2-P8** Support innovative storm water management practices for redevelopment and infill development projects
- CG-CF-WA2-P9** Consider requirements or best management practices that adequately deal with the total cumulative impact of development

## **CD-CF-SW SOLID WASTE**

### **CG-CF-SW1 Provide environmentally sound and cost effective solid waste disposal system which emphasizes waste minimization and education**

- CG-CF-SW1-P1** Promote and encourage resource recovery
- CG-CF-SW1-P2** Consider new ways to increase recycling opportunities
- CG-CF-SW1-P3** Expand waste reduction programming and education
- CG-CF-SW1-P4** Promote stewardship of Cobb County through litter prevention, beautification, recycling and environmental education
- CG-CF-SW1-P5** Coordinate with Keep Cobb Beautiful and other similar organizations on promoting stewardship of Cobb County through litter prevention, beautification, recycling and environmental education

## **CD-CF-LB LIBRARY**

### **CG-CF-LB1 Provide equitable access to and utilization of library facilities, information, materials and services to enrich people's lives**

- CG-CF-LB1-P1** Monitor and assess library usage, regional service potential and growth patterns when considering facility improvements/additions and consider co-locations with other public facilities
- CG-CF-LB1-P2** Develop innovative funding techniques to provide for future library facilities and programs
- CG-CF-LB1-P3** Improve accessibility to all libraries and their resources, including programming and technology, which meet the needs of all citizens
- CG-CF-LB1-P4** Ensure adequate funding to implement library facility plan
- CG-CF-LB1-P5** Achieve the highest level of efficiency and flexibility possible in the organization, layout and management of

library facilities to meet the demands and needs of the community, as well as changing technology

**CG-CF-LB1-P6** Continue to improve and update library technology and information services

## **CD-CF-TE TECHNOLOGY**

### **CG-CF-TE1 Embrace technological improvements to enhance the quality of life, provide for competitive business advantages and efficient and effective communications**

**CG-CF-TE1-P1** Monitor advances in technology and employ them if financially feasible

**CG-CF-TE1-P2** Include technological considerations when updating or evaluating the Comprehensive Plan and consider adjustments/amendments to ensure that policies are consistent with changing technologies

**CG-CF-TE1-P3** Work with employees to develop transportation management programs that include telecommuting

**CG-CF-TE1-P4** Maintain and widen access to technology and wireless platforms to improve productivity at all public facilities

**CG-CF-TE1-P5** Build and promote technology applications that improve access to health and safety resources or important/emergency information

**CG-CF-TE1-P6** When necessary, refine certain development standards that enable businesses to gain efficiencies and economies of scale in the market place as technology advances

**CG-CF-TE1-P7** Establish and improve efficient telecommunication services

**CG-CF-TE1-P8** Use technologies such as Geographic Information Systems (GIS) to develop interactive programs for the public

**CG-CF-TE1-P9** Promote flexible regulations for home occupations that allow residents to take advantage of technological advances while protecting the character of residential neighborhoods and reducing traffic congestion

**CG-CF-TE1-P10** Establish and monitor balanced and fair right-of-way policies that preserve the county's ability to provide safe and efficient traffic movement, effective utility operations, and infrastructure maintenance along with opportunities for the placement and maintenance of communication services

- CG-CF-TE1-P11** Explore opportunities to employ technology as a means for sharing information, data, and other resources between the county and public and private entities
- CG-CF-TE1-P12** Utilize technology to improve public participation, communication, customer service and the efficiency of Cobb County Government
- CG-CF-TE1-P13** Widen technology access for businesses that will make it easier to accommodate new technologies as part of economic development efforts

## **CG-NH NATURAL & HISTORIC RESOURCES**

### **KEY STRATEGIES**

Good stewardship of natural and historic resources  
Celebrate what's unique

- CG-NH1** **Protect sensitive natural resources while allowing for growth and development**
  - CG-NH1-P1** Actively protect floodplains, wetlands, creeks, streams, rivers and other environmentally sensitive lands
  - CG-NH1-P2** Encourage adequate funding to purchase property for recreational uses and/or green space
  - CG-NH1-P3** Proactively plan for the preservation of greenspace/open space throughout the county
  - CG-NH1-P4** Monitor and revise policies to protect specimen trees, encourage the preservation of large tree stands/canopies and promote additional tree plantings
  - CG-NH1-P5** Continue to support water conservation education, enforcement and outreach efforts and create new programs to target large water users
  - CG-NH1-P6** Identify and monitor significant plant and wildlife habitats and encourage the preservation of native plants
  - CG-NH1-P7** Promote awareness and protection of sensitive steep slopes and ridgelines
  - CG-NH1-P8** Respect state and federal regulations related to environmental protection when considering development, redevelopment and transportation projects.

**CG-NH2      Protect, document and maintain historic, archeological and cultural resources as well as promote and educate the importance of historic preservation**

- CG-NH2-P1**      Encourage the preservation of natural, historic, archaeological and cultural resources, and when necessary, work with developers to preserve these resources, when considering new developments and/or redevelopment
- CG-NH2-P2**      Encourage the preservation of natural, historic, archaeological and cultural resources when considering county projects
- CG-NH2-P3**      Protect and preserve buildings, neighborhoods or areas of historical, architectural or cultural significance
- CG-NH2-P4**      Offer information and assistance to individuals who may be interested in having their potentially historic property listed in the Cobb County and/or National Registers of Historic Places
- CG-NH2-P5**      Maintain an inventory of properties that may be eligible for the Cobb County and/or National Registers of Historic Places
- CG-NH2-P6**      Update, when necessary, the specific design guidelines for properties listed in the local register and offer assistance to those required to follow approved guidelines
- CG-NH2-P7**      Encourage the preservation and maintenance of significant civil war earthworks and other archaeological features located in the county
- CG-NH2-P8**      Educate citizens, local officials and land developers as to the value of natural, historic, archaeological and cultural resources, and the consequences of their destruction and alternatives for protection.

**CG-HS      HUMAN SERVICES**

**KEY STRATEGIES**

- Enhance senior experience
- Grow a healthy Cobb
- Strong education system
- Arts excellence

## **CG-HS-SS SENIOR SERVICES**

### **CG-HS-SS Improve the quality of life of senior citizens through innovative programs and state of the art facilities that meet their levels of need**

- CG-HS-SS-P1** Design and locate senior service facilities with good access to major roadways and public transit routes
- CG-HS-SS-P2** Monitor and assess senior services needs/demands and consider improvements/additions where necessary
- CG-HS-SS-P3** Develop strategies to provide services that will meet the demand of a diverse older adult population
- CG-HS-SS-P4** Develop innovative funding techniques to provide for future senior services facilities and programs
- CG-HS-SS-P5** Pursue cooperative agreements with other public/private organizations for adaptive reuse and joint use of facilities
- CG-HS-SS-P6** Coordinate service and facility requirements with other public/private organizations that provide similar services
- CG-HS-SS1-P7** Support cooperation and information sharing with federal and state agencies which provide financial resources or technical assistance to the county
- CG-HS-SS1-P8** Maintain a focus on educating the senior community, staff and volunteers on all services and programs available
- CG-HS-SS-P9** Seek innovative ways to recruit volunteers
- CG-HS-SS-P10** Monitor the changing needs of the senior community and adjust services and programming to meet those needs
- CG-HS-SS-P11** Coordinate public/private, local/regional transportation services for seniors
- CG-HS-SS-P12** Ensure senior transit routes are well-connected to all medical facilities and wellness centers

## **CG-HS-PH PUBLIC HEALTH**

### **CG-HS-PH Provide an exceptional county wide public health delivery system which affords all residents essential health services, and fosters development built around healthy living options**

- CG-HS-PH-P1** Encourage development patterns that promote an active healthy lifestyle
- CG-HS-PH-P2** Protect the county's water resources
- CG-HS-PH-P3** Ensure all residents have convenient access to health services, healthy foods, and clean drinking water
- CG-HS-PH-P4** Monitor, maintain and improve known environmental health hazards

- CG-HS-PH-P5** Coordinate with Cobb & Douglas Public Health and other organizations that provide similar services to promote healthy best-practices through essential health services and the built environment
- CG-HS-PH-P6** Increase greenspace/open space through public purchase or development guidelines
- CG-HS-PH-P7** Establish scenic corridors and viewsheds
- CG-HS-PH-P8** Monitor and assess patient needs and consider service improvements/additions where necessary
- CG-HS-PH-P9** Encourage joint facility use agreements to provide a more effective and efficient approach to health care.
- CG-HS-PH-P10** Design and locate future public health facilities with good access to major roadways and public transit routes
- CG-HS-PH-P11** Establish innovative approaches to affordable public health service delivery and wellness promotion
- CG-HS-PH-P12** Monitor and provide public health services and facilities to serve special client groups such as the disabled, homebound, terminally ill, and institutionalized
- CG-HS-PH-P13** Monitor and assess patient needs at community health clinics and consider service improvements/additions where necessary
- CG-HS-PH-P14** Support cooperation and information sharing with federal and state agencies which provide financial resources or technical assistance to the county
- CG-HS-PH-P15** Collaborate and coordinate with Cobb & Douglas Public Health and other similar organizations on ways land use development could improve public health
- CG-HS-PH-P16** Consider ways to improve access to health services for low income, uninsured residents
- CG-HS-PH-P17** Coordinate between Cobb & Douglas Public Health and Emergency Management Agency to ensure emergency preparedness during an epidemic of infectious diseases

## **CG-HS-ED EDUCATION**

- CG-HS-ED1 Provide an educational system to benefit all county residents and establish a lifelong learning environment which is commensurate with land use and demographic trends**
  - CG-HS-ED-P1** Collaborate with Cobb County Schools to improve vehicular and non-vehicular travel to and from schools
  - CG-HS-ED-P2** Continue to coordinate with the county, local municipalities, and local area school systems to ensure

timely and thorough review of development proposals and annexations

**CG-HS-ED-P3** Continue information sharing with Cobb County School System regarding demographic trends to assist with planning of new schools

**CG-HS-ED-P4** Sustain partnerships between local school system administrative staff and county staff regarding education and population growth issues

**CG-HS-ED-P5** Establish strong ties with Cobb County secondary educational institutions to develop internships and programs that can assist students in becoming more involved and informed about public service

**CG-HS-ED-P6** Strengthen partnerships and collaborate with Cobb's post-secondary educational institutions

## **CG-HS-AR ARTS**

**CG-HS-AR1 Promote Cobb's character through public art, arts and culture, heritage tourism, and places for community interaction**

**CG-HS-AR-P1** Develop diverse arts programming to meet the various needs of the community

**CG-HS-AR-P2** Establish partnerships with municipalities and other arts oriented organizations to provide more cultural and arts resources

**CG-HS-AR-P3** Create a sense of vitality throughout the county by providing opportunities for public art

**CG-HS-AR-P4** Provide venues and when feasible financial support for performing and visual arts and music events

**CG-HS-AR-P5** Strengthen the role of arts and music in Cobb's economy

## **CG-ED ECONOMIC DEVELOPMENT**

### **KEY STRATEGIES**

Grow equitable jobs

Provide quality of life options

Maintain low taxes

Relationships

**CG-ED1 Coordinate and support the retention, expansion, and creation of a wide variety of businesses, tourism and**

**entertainment options in order to provide job opportunities, improved quality of life and adequate revenue that meets anticipated needs for a growing diverse community**

- CG-ED-P1** Work with various economic development organizations to market Cobb County's strengths and its quality of life, in order to attract new businesses and retain existing businesses
- CG-ED-P2** Continually evaluate and refine current economic incentive policies to enhance the county's competitive position
- CG-ED-P3** Develop programs/funds to provide capital for small business growth and development
- CG-ED-P4** Continually evaluate and refine current economic incentive policies to enhance the development of targeted corridors or redevelopment sites
- CG-ED-P5** 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
- CG-ED-P6** Promote and coordinate economic development strategies highlighted within the Cobb EDGE
- CG-ED-P7** Encourage and support environmentally clean industries
- CG-ED-P8** Support and expand Cobb's position in the global markets by remaining active in international affairs
- CG-ED-P9** Coordinate and leverage Cobb Travel and Tourism and other similar organizations to expand tourism options
- CG-ED-P10** Support appropriate development surrounding tourist-centric areas
- CG-ED-P11** Support and leverage the new and existing Community Improvement Districts
- CG-ED-P12** Coordinate with municipalities, chamber of commerce and other economic development groups to develop strategies designed to meet the economic diversification needs of the community with emphasis on job creation

## **CG-PS PUBLIC SAFETY**

### **KEY STRATEGIES**

Enhance Public Safety

Build community relationships

Leverage innovation and technology

**CG-PS Provide responsive, equitable, and efficient public safety services and civic educational investments that utilize proven methodology, new technology and innovative community outreach effectively**

- CG-PS-P1** Evaluate public safety personnel to ensure a diverse and effective allocation of staffing and a highly trained and equipped workforce
- CG-PS-P2** Emphasize training and educational programs and public safety certification levels
- CG-PS-P3** Monitor response times to ensure efficient distribution of necessary public safety facilities, equipment and services
- CG-PS-P4** Evaluate future equipment, technology, apparatus, and personnel needs with respect to changing technology and a dynamic community
- CG-PS-P5** Be responsive to and understanding of a diverse community
- CG-PS-P6** Seek innovative and collaborative partnerships to reduce and prevent crime through community outreach
- CG-PS-P7** Continue to provide the most advanced comprehensive safety training and educational environment for all residents and businesses
- CG-PS-P8** Cooperate with neighboring jurisdictions and state and regional agencies for regional planning of day-to-day operations
- CG-PS-P9** Establish innovative programs to improve public safety delivery and crime prevention
- CG-PS-P10** Establish innovative approaches to execute all duties and tasks in a skillful, proficient and professional manner
- CG-PS-P11** Strengthen coordination between public safety and community development as it relates to the review of major development proposals in order to promote overall safety and crime prevention

**CG-DR DISASTER RESILIENCE**

**KEY STRATEGIES**

- Resilient Cobb
- Prepared Cobb

**CG-DR1      Advance hazard mitigation practices and promote community disaster resilience by reducing or eliminating the impact of natural, technological, and man-made hazards**

- CG-DR-P1**      Structural and non-structural means should be considered to mitigate natural hazards such as floods, severe thunderstorms and lightening, tornados, winter storms and droughts
- CG-DR-P2**      Structural and non-structural means should be considered to mitigate technological hazards such as dam failures and hazardous material spills
- CG-DR-P3**      Encourage the preservation of floodplain to enhance a disaster resilient community
- CG-DR-P4**      Improve sustainability of storm water infrastructure needed to reduce runoff
- CG-DR-P5**      Consider strengthening developments codes to reduce and/or eliminate damage during extreme weather events
- CG-DR-P6**      Consider incentives for property owners to install storm shelters
- CG-DR-P7**      Invest in necessary equipment and training to refine mitigation planning
- CG-DR-P8**      Coordinate planning and response with municipalities and other adjacent jurisdictions, schools, hospitals, theaters, places of worship and other areas of assembly
- CG-DR-P9**      Expand outreach to and public awareness of hazard mitigation, emergency preparedness and safety
- CG-DR-P10**      Seek opportunities for and establish a funding source to improve disaster resilience of infrastructure such as dams, dikes, and emergency operation centers
- CG-DR-P11**      Take advantage of federal, state and other sources of funding and programming assistance for post disaster recovery from natural and man-made disasters
- CG-DR-P12**      Maintain and update emergency management programs, projects, and plans required by the state and federal government
- CG-DR-P13**      Continuously strive to institute programs and best practices that reduce the cost of flood insurance premium rates, reduces damages to property and public infrastructure, avoids economic disruption and losses, reduces human suffering, and protects the environment

**CG-IC      INTERGOVERNMENTAL COORDINATION**

## KEY STRATEGIES

Coordinating Service Delivery Strategy

Communication and transparency

Partnerships

### **CG-IC      Coordinate planning and policy making between the county and cities, regional, state, and federal agencies, and other special authority governments to ensure consistency in developments and provisions of services**

- CG-IC-P1**      Strive to maintain and comply with the Service Delivery Strategy and monitor new or revised legislative actions
- CG-IC-P2**      Support greater intergovernmental coordination to address common issues of growth management and resource conservation and provision of public facilities and services
- CG-IC-P3**      Periodically assess existing intergovernmental agreements and develop new agreements as appropriate
- CG-IC-P4**      Ensure all county agencies and departments are aware of service delivery strategies
- CG-IC-P5**      Cooperate, support and integrate planning and economic development efforts with existing and future community improvement districts
- CG-IC-P6**      Coordinate and collaborate with the Cobb County School System on planning efforts, service delivery strategy and the development review process
- CG-IC-P7**      Seek innovative ways to communicate and inform communities on public initiatives to build and change the perception of governmental and community relations
- CG-IC-P8**      Utilize and leverage services provided through the Atlanta Regional Commission (ARC) and other regional and state agencies
- CG-IC-P9**      Engage appropriate groups and agencies in dialog on regional issues
- CG-IC-P10**      Monitor plans and investments from the region to ensure compatibility with the county's goals and policies
- CG-IC-P11**      Communicate and partner with adjacent jurisdictions on planning issues to manage growth potential
- CG-IC-P12**      Promote intergovernmental and interagency coordination in economic development activities

# CG-MC MILITARY COMPATIBILITY

## KEY STRATEGIES

Compatibility

Jobs

National Security

**CG-MC**      **Promote and encourage the compatibility of lands adjacent to or in close proximity to the Dobbins Air Reserve Base for purposes of supporting a diverse local economy that provides jobs for county residents, and effective and safe training environments for the nation’s military forces while protecting the health and safety of the county’s citizens**

**CG-MC-P1**      Maintain long-term collaborative partnership with Dobbins ARB and other organizations to identify and mitigate compatibility and encroachment issues and concerns surrounding Dobbins ARB

**CG-MC-P2**      Focus on the implementation of the Dobbins Joint Land Use Study (JLUS)

**CG-MC-P3**      Consider, encourage and coordinate land use planning techniques that provides protection of public health, safety and welfare in and surrounding the Dobbins ARB

**CG-MC-P4**      Promote the Implementation of the Dobbins JLUS during the development review process such as zoning application, site plan review and building permit review

**CG-MC-P5**      Update, as necessary, the Dobbins JLUS to make sure that the implementation strategies are up to date and feasible

**CG-MC-P6**      Establish public outreach and education programs and initiatives so residents can be better informed of ongoing missions at Dobbins ARB

# CG-UD URBAN DESIGN

## KEY STRATEGIES

Sense of Place

Attractive

Public Health

**CG-UD**      **Create attractive, well-designed activity centers that considers the environment and promotes public health through pedestrian oriented facilities, enhances community image, and attracts the private investment necessary to create vibrant growth centers, thriving entertainment districts, and safe neighborhoods**

- CG-UD-P1**      Consider employing urban design principles in all development projects and area plans within targeted activity centers
- CG-UD-P2**      Consider circulation and connectivity for all modes of transportation within activity centers
- CG-UD-P3**      Coordinate with DOT to develop effective strategies that assist developers on creating transportation oriented urban design standards
- CG-UD-P4**      Promote a sense of place by ensuring an active and vibrant public space
- CG-UD-P5**      Ensure pedestrian friendly connectivity between public space
- CG-UD-P6**      Use urban design standards to guide landmarks, gateways, street intersections and open spaces to build a sense of place
- CG-UD-P7**      Establish a set of unique urban design standards within each of the activity center districts that are compatible with the physical characteristics and boundaries for the areas
- CG-UD-P8**      Consider the needs of a growing diverse population in the design of public space
- CG-UD-P9**      Integrate practices aimed at improving environmental quality with innovative urban design approaches
- CG-UD-P10**      Encourage unique landscaping features and arts that exhibit local culture and values in the design of public space
- CG-UD-P11**      Consider connecting large parks and open spaces to each other and to activity centers