

2040 Comprehensive Plan

Public Meeting
October 15, 2015



Cobb County...Expect the Best!

OVERVIEW

What is the
Comprehensive
Plan 

2040
Comprehensive
Plan Scope 

Community
Profile 

Group
Exercise 

What is a Comprehensive Plan ?

VISION

- ★ Guides communities toward preferred future
- ★ Provides data to understand strengths & challenges
- ★ Long range policy document
- ★ Provides goals and objectives
- ★ Growth management strategy
- ★ Periodically updated

COBB COUNTY
2030 Comprehensive Plan



Mapping Cobb

COBB COUNTY
COMPREHENSIVE
PLAN
Policy Guide
2015-2015

VISION FOR A NEW ERA

2040
COBB COUNTY
Comprehensive Plan

Benefits



Quality

Life

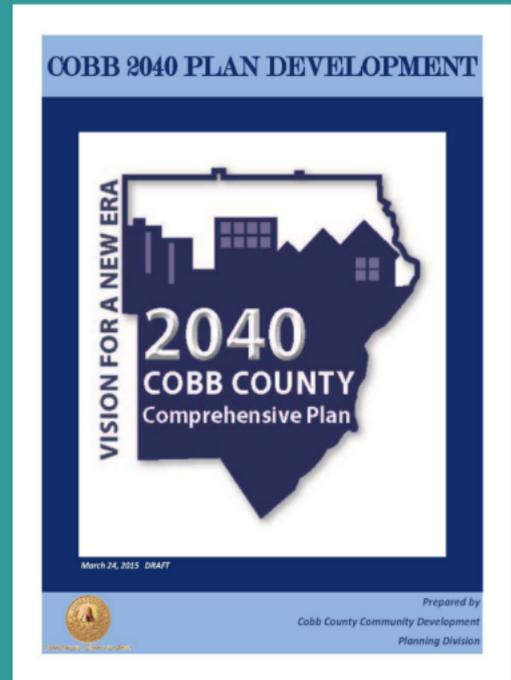
- ★ Promotes an attractive, healthy and economically vibrant community
- ★ Framework for land use and economic development
- ★ Justification for decisions
- ★ Fosters image of an attractive place to invest and raise a family
- ★ Provides continuity across public bodies
- ★ Mechanism for citizens to express a collective vision for the future

2040 Comprehensive Plan

SCOPE

★ Plan Scope

- ★ Requirements for the 2040 Plan
- ★ Plan Organization
- ★ Public Participation Plan
- ★ Plan Schedule



2040 Comprehensive Plan

REQUIREMENTS



Required Elements



Community Involvement



Regional Water Plan & Environmental Planning Criteria

Review existing Comprehensive Plan

COBB COUNTY
2030 Comprehensive Plan



Mapping Cobb's Future



State Requirements

2 Public Hearings



2040 Comprehensive Plan

ELEMENTS

REQUIRED ELEMENTS

NEEDS &
OPPORTUNITIES

LAND USE

COMMUNITY
GOALS

TRANSPORTATION

COMMUNITY
WORK PROGRAM

HOUSING

OPTIONAL ELEMENTS

PUBLIC SAFETY

DISASTER
RESILIENCE

INTERGOV.
COORD.

MILITARY
COMPATIBILITY

URBAN DESIGN

COMMUNITY
FACILITIES

PARKS &
REC.

WATER

TECHNOLOGY

SOLID WASTE

LIBRARY

NATURAL &
HISTORIC RESOURCES

NATURAL
FEATURES

HISTORIC
PRESERVATION

CONSERVATION

HUMAN SERVICES

PUBLIC HEALTH

EDUCATION

ARTS

SENIOR SERVICES

ECONOMIC
DEVELOPMENT

REDEVELOPMENT

TARGET AREAS

TOURISM

INTERNATIONAL
AFFAIRS

2040 Comprehensive Plan

PROCESS

Development
Guide

Public Kick-Off

Create Steering
Committee



Public
Participation
Fall 2015 to
Fall 2016

QLG expires
October 31, 2017

Spring 2016

Vision, Goals
& Policies

Summer 2016

Community
Work Program

Fall 2016 - Spring 2017

Edits &
Revisions

Summer 2017

Adoption

Community Profile



Summary of baseline conditions

Identifies issues, notable features

Establishes the context for assessing potential impacts

Assesses social and economic conditions and trends



Population

Population Projections

Growth Rate

Age

Employment

Poverty

Housing

Race & Ethnicity

Employment Projections

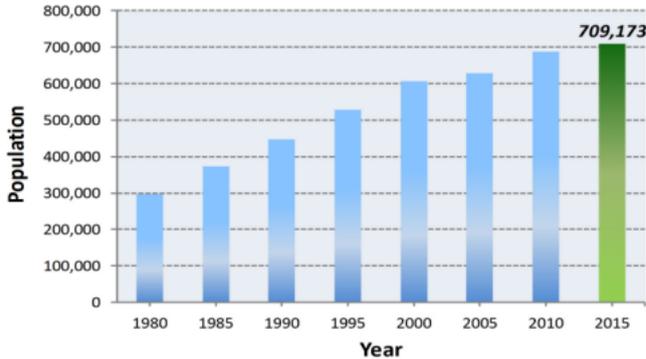
Employment Projections

Educational Attainment

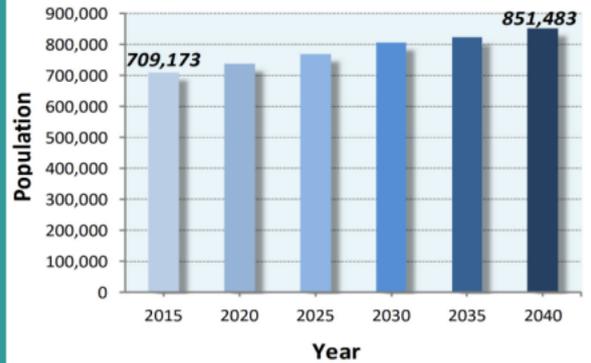
POPULATION



Total Population (1980 - 2015)



Population Projections (2015 - 2040)



GROWTH RATE

58%

1990 - 2015
Past

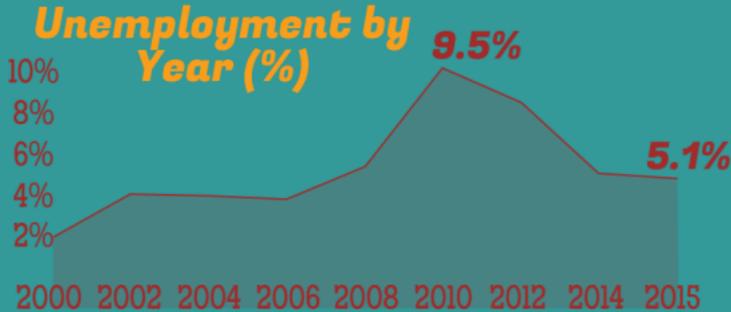
20%

2015 - 2040
Future

850,000



EMPLOYMENT



Industry Mix

Goods - Producing 12%

Service - Providing 77.3%

Government 10%

Top 5 Service - Providing Industries

1. Retail Trade
2. Health Care
3. Accommodation & Food Services
4. Professional, Scientific, and Technical Services
5. Administrative & Support

2014

327,270
Employment

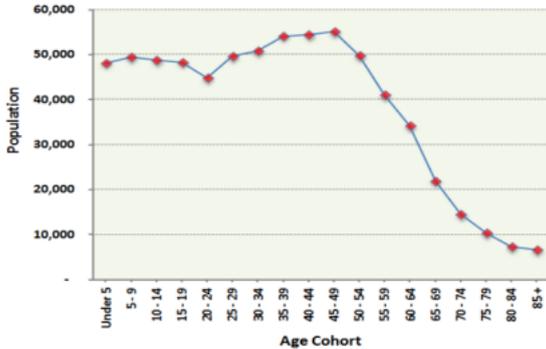
2040

466,810
Employment Proj.

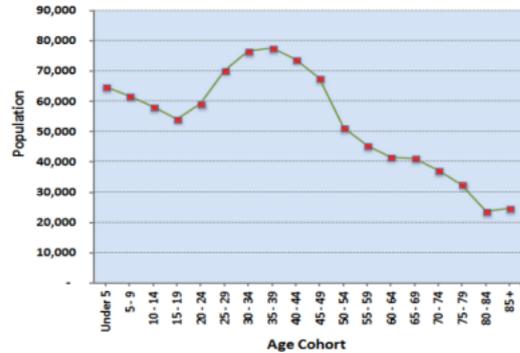
AGE



2010 Estimated Population by Age



2040 Projected Population by Age



2015 - 2040

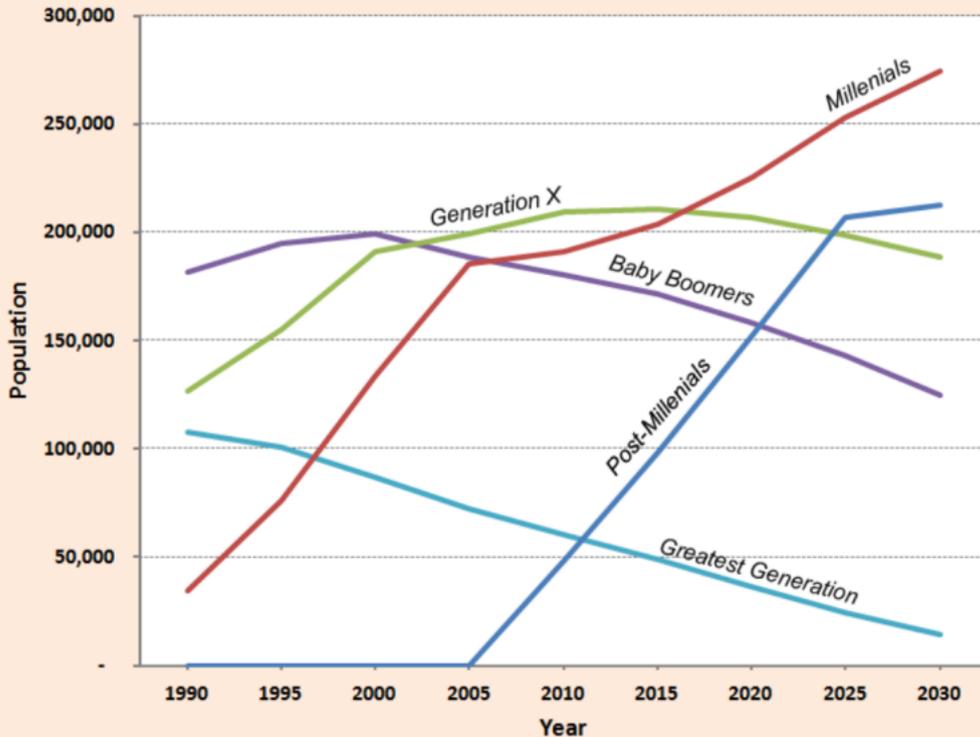
- <65 97%
- 25-44 41.5%
- >25 19.8%
- 45-64 6.6%



AGE



Generation Population in Cobb County (1990 - 2030)



*The Greatest
Generation
before 1946*

*Baby Boomers
1946-1965*

*Generation X
1966-1985*

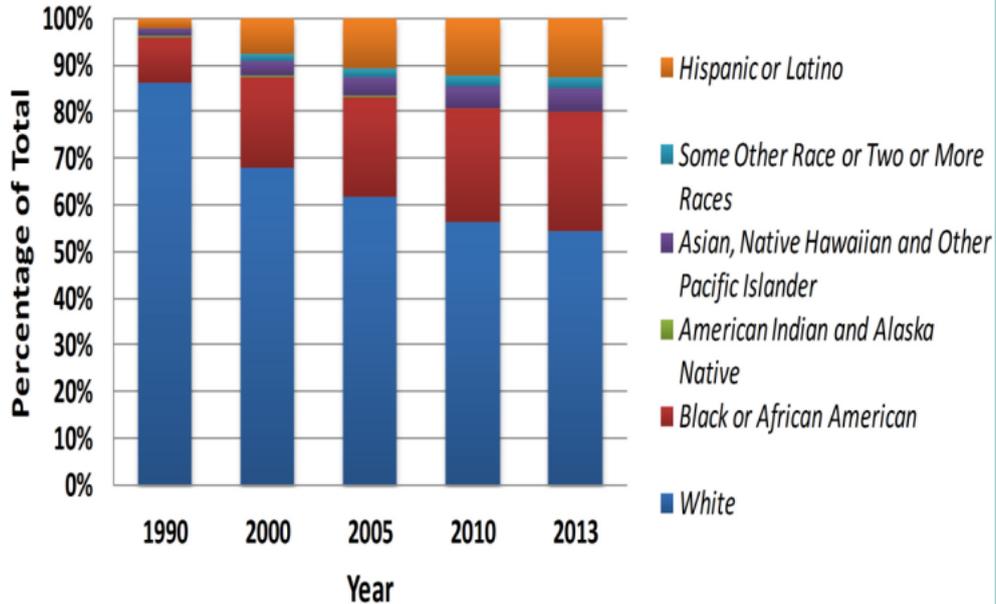
*Millenials
1986-2005*

*Post - Millenials
2005 after*

RACE & ETHNICITY

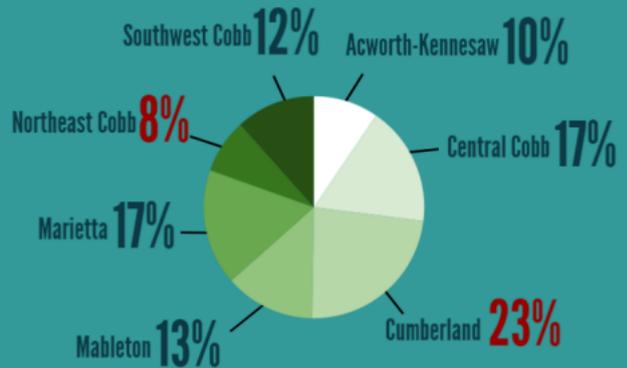
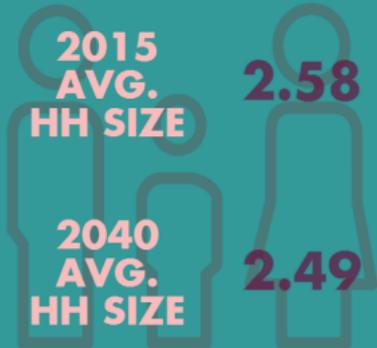
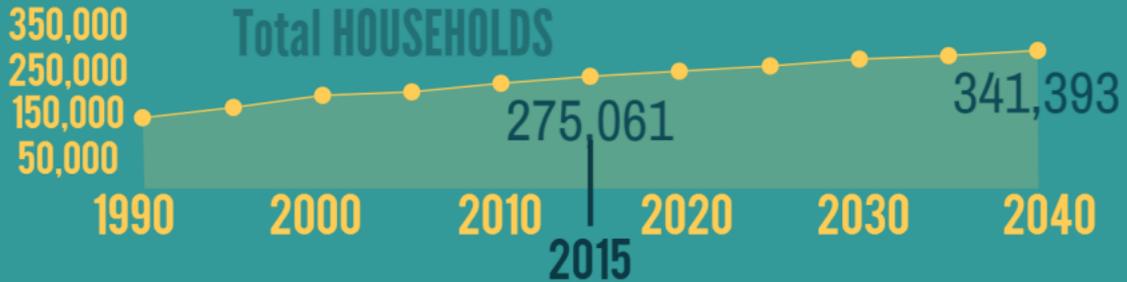


Racial and Ethnic Composition (1990-2013)



More Diverse

HOUSEHOLDS



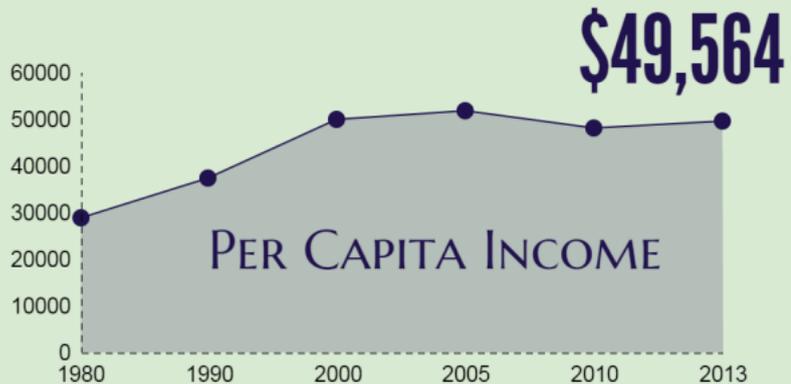
Householder Living Alone

INCOME



3rd
Highest MHI
in the region

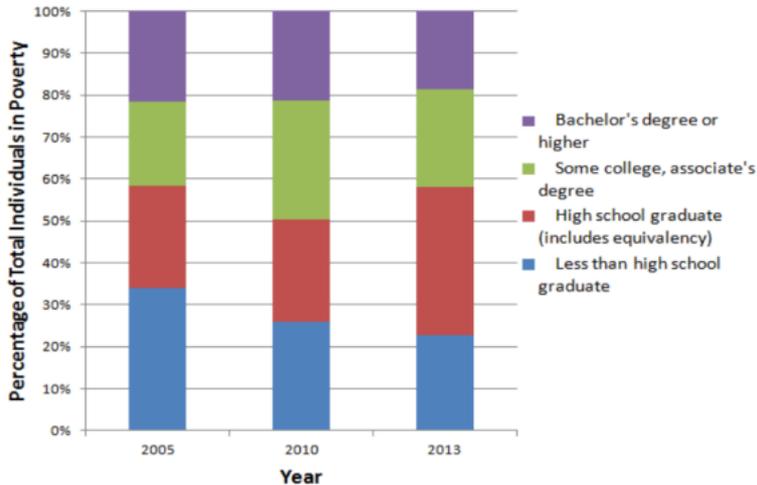
2nd
Highest PCI
in the region



POVERTY



Percentage of Individuals Below the Poverty Level in Cobb County (2005 - 2013)



% Kids  18

2005 11%

2010 21%

2013 18%



Poverty Rate

8.4%

13.9%

13.5%

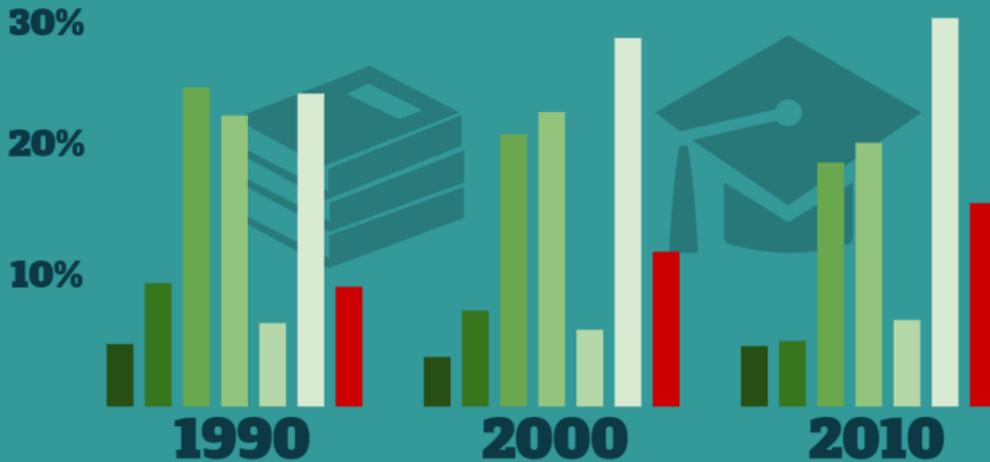
2005

2010

2013



EDUCATIONAL ATTAINMENT



52%
College Degree

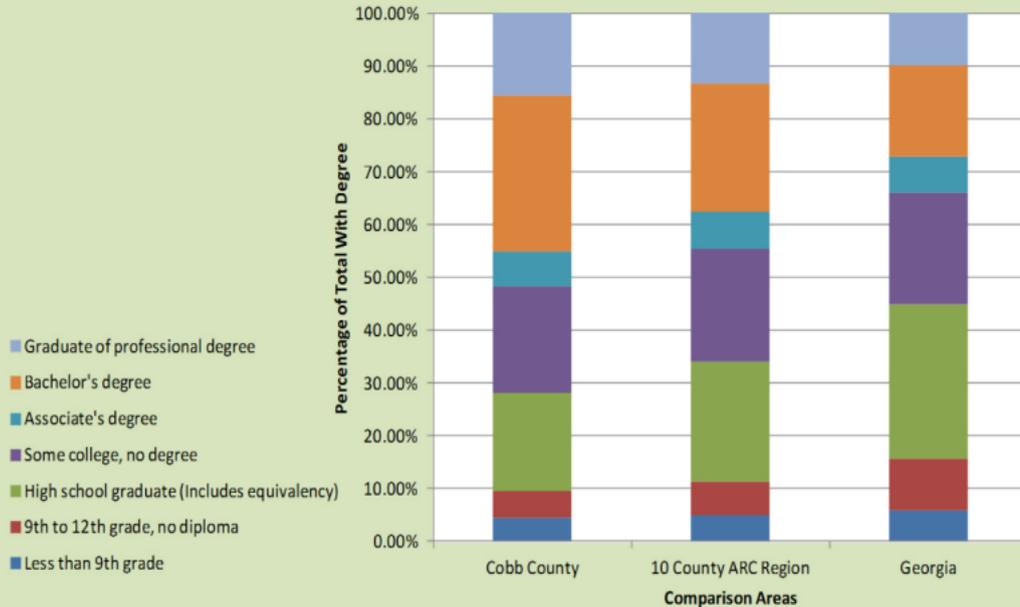


- < 9th Grade
- 9th to 12th Grade-No Diploma
- High School Graduate
- Some College, No Degree
- Associate's Degree
- Bachelor's Degree
- Graduate of Professional Degree

EDUCATIONAL ATTAINMENT

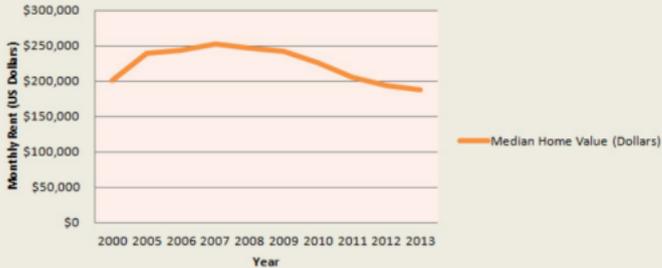


Highest Educational Attainment (2010)

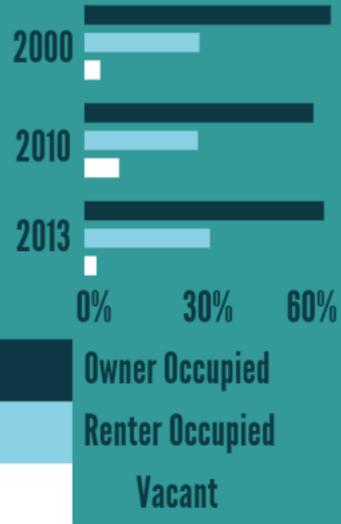
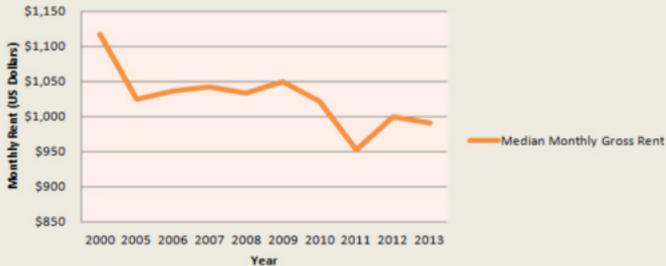


HOUSING

Median Home Value (Dollars)



Median Monthly Gross Rent



EXISTING PLANS

2011-2015 Consolidated Plan

2015-2020 Consolidated Plan
(DRAFT)

Integrate Consolidated Plan into Comprehensive Plan

COMMUNITY PROFILE SUMMARY



- ★ Population will continue to grow but at slower rate
- ★ Unemployment trending down with jobs projected to grow by over 40%
- ★ Millennials expected to be largest age co-hort by 2020
- ★ Residents over the age of 65 is expected double by 2040
- ★ Cobb is growing more diverse
- ★ Households expected to rise 24% with average household size forecasted to shrink
- ★ Poverty rate has increase from 2000 to 2010 with slight reduction since 2010
- ★ Median Household Income & Per Capita Income is trending upward
- ★ Cobb maintains a competitive edge over the region and the state in educational attainment with over 50% of the population having a college degree
- ★ Median Home Values and Rent are rebounding to pre-recession levels
- ★ Majority of homes in Cobb are Owner Occupied vs. Renter Occupied



Public Meeting #1

When: October 15, 2015

Time: 6:00 PM to 8:00 PM

Where: West Cobb Senior Center, 4915 Dallas Hwy.

Public Meeting #2

When: October 29, 2015

Time: 6:00 PM to 8:00 PM

Where: East Cobb Library, 4880 Lower Roswell Rd.

Public Meeting #3

When: November 12, 2015

Time: 6:00 PM to 8:00 PM

Where: South Cobb Community Center, 600 Lions Club Dr.

Public Meeting #4

When: November 16, 2015

Time: 6:00 PM to 8:00 PM

Where: Mountain View Community Center, 3400 Sandy Plains Rd.



Moving
Forward

***NEXT UP:
PUBLIC
MEETINGS***



GROUP EXERCISE

S.W.O.T. Analysis

Strengths Weaknesses
Opportunities Threats

Brainstorming analysis to identify issues facing the community

Involves quick identification of community issues and often reveals a great deal about the community

Objective is to help develop a full awareness of all the factors, positive and negative.

Identifies Needs & Opportunities, which helps to form Community Goals



Thank you

www.cobbcounty.org - Link from Community Development

Email:

comdevplanning@cobbcounty.org

Phone:

770-528-2018