

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

**2012 COMPREHENSIVE PLAN AND  
FUTURE LAND USE MAP AMENDMENTS**

**PUBLIC HEARING DATES:**

**January 05, 2012**

**January 17, 2012**



*Cobb County...Expect the Best!*

Cobb Community Development Agency

P. O. Box 649

Marietta, Georgia 30064

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Terminology Guide to Proposed Amendments

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

## Cobb County Zoning Sections and Districts

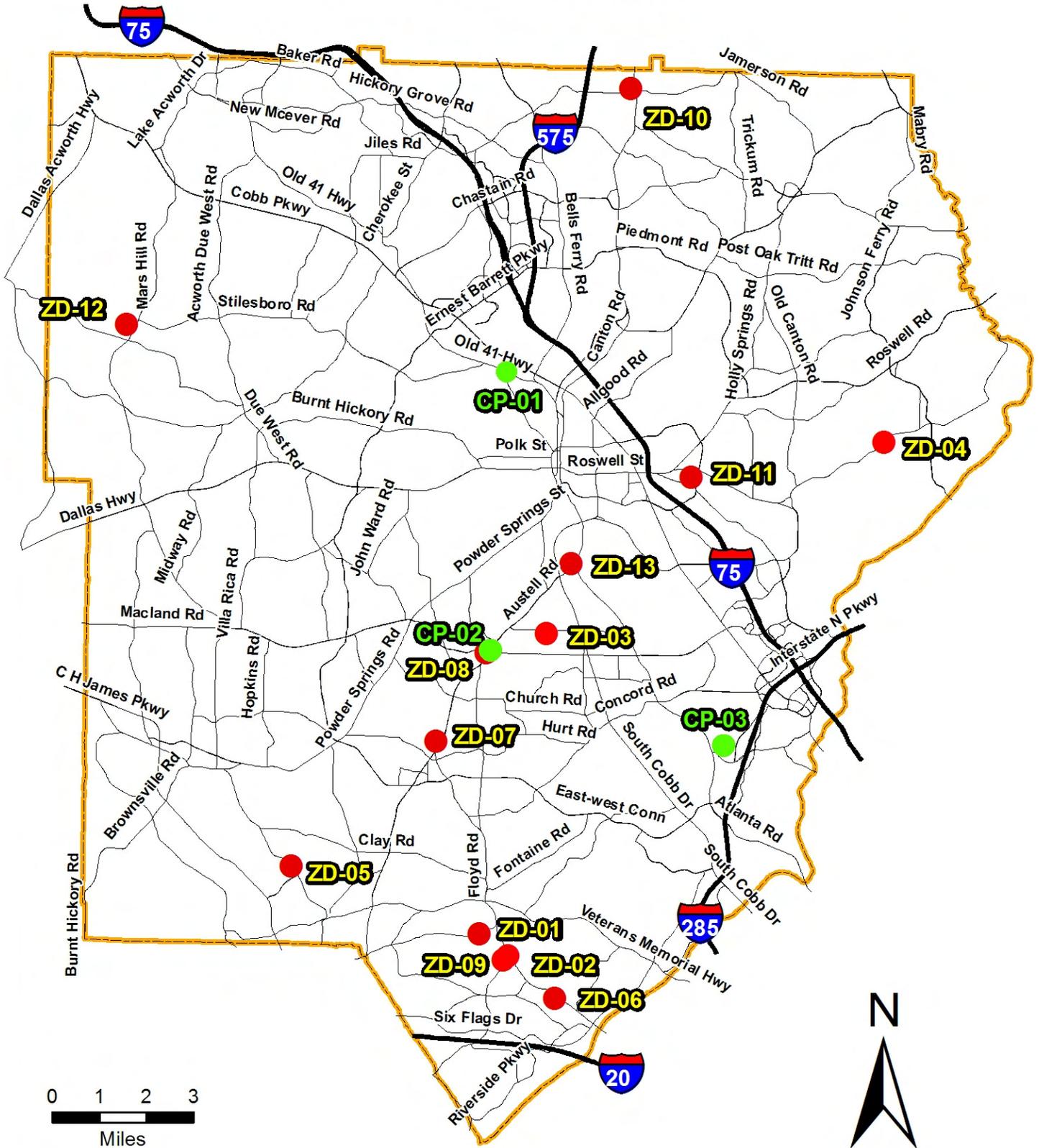
Sec. 134-193.	<b>R-80</b>	single-family residential district, Min. 80,000-square-foot lot size
Sec. 134-194.	<b>RR</b>	rural residential district
Sec. 134-195.	<b>R-40</b>	single-family residential district, Min. 40,000-square-foot lot size
Sec. 134-196.	<b>R-30</b>	single-family residential district,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

## Future Land Use and Zoning Conversions

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

# COMPREHENSIVE PLAN AMENDMENTS 2012

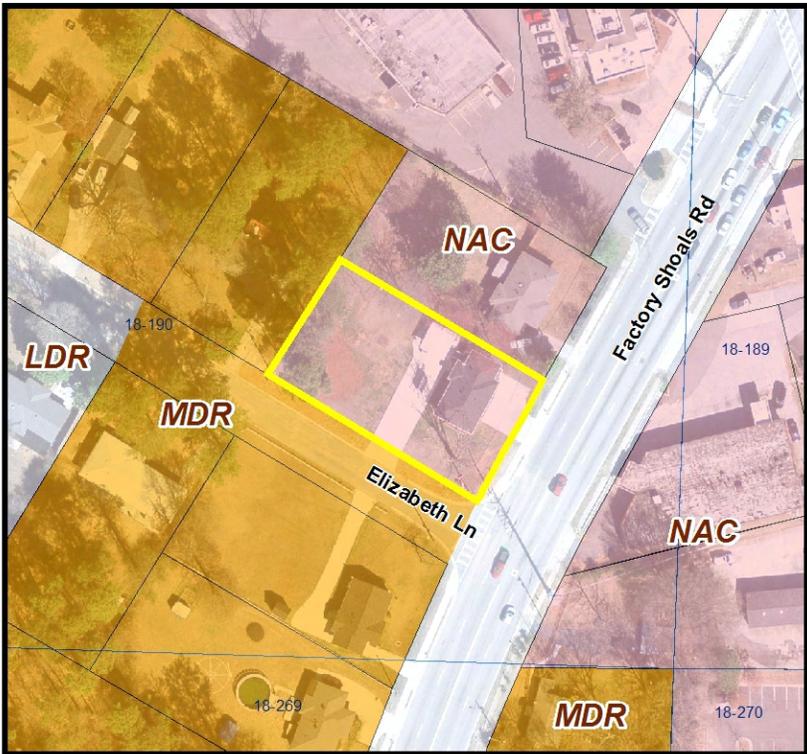
## ZD & CP LOCATIONS



## 2012 Comprehensive Plan Amendments – Zoning Decisions (ZD's)

ZD	DATE	ZONING CASE	DIST.	LOCATION	CURRENT FLU	PROPOSED FLU	PAGE
1	Oct 2010	Z-32	3	Northwest intersection of Factory Shoals RD and Elizabeth Lane	PRC	CAC	8
2	Dec 2010	Z-33	4	Southeasterly intersection of Mableton Parkway and Community Drive	NAC	CAC	11
3	Nov 2010	Z-34	4	Southeast intersection of Pat Mell Road and Olive Springs Road	LDR	NAC	14
4	Dec 2010	Z-41	2	South side of Lower Roswell Road, east of Cove Drive	LDR	NAC	17
5	Feb 2011	Z-2	4	West intersection of North Avenue and Hyacinth Drive	CAC	LDR	20
6	Mar 2011	Z-3	4	Northwestern intersection of Mableton Parkway and Doyle Drive	HDR	NAC	23
7	June 2011	Z-8	4	West of Austell Road, south of Amy Lane & north of Mimosa Drive	LDR	CAC	26
8	April 2011	Z-10	4	East side of Austell Road, north side of Windy Hill Road and west side of Arkose Drive	LDR CAC	NAC	29
9	April 2011	Z-14	4	On the southeast corner of Pisgah Rd. and Old Alabama Rd.	LDR	NAC	32
10	May 2011	Z-16	3	On the west side of Canton Road just north of Jamerson Road	NAC	CAC	35
11	June 2011	Z-18	2	Northeastern intersection of Hamby Road and Hazelwood Drive	CAC	LDR	38
12	June 2011	Z-21	1	Southeasterly side of Brookstone Walk, west of Mars Hill Road	VLDR	CAC	41
13	June 2011	Z-22	4	South of Clay Drive, west of Atlanta Road	IC	LDR	44

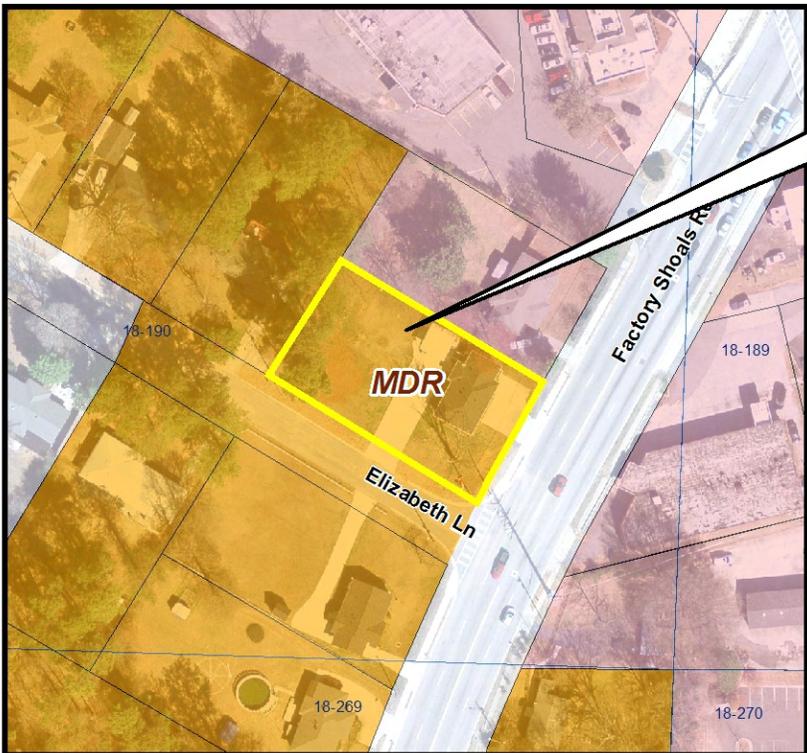
# ZD-1 District 4



**CURRENT**

**FUTURE LAND USE**

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

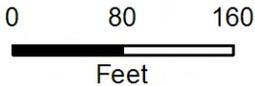


**PROPOSED**

**ZD-1  
Neighborhood Activity Center  
to  
Medium Density Residential**



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# ZD - 1

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**REZONING CASE:** Z-26 (Date Effect: Oct. 2010 Changed from **OI** to **R-15**)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 0.408

**PARCEL ID NUMBER:** 18019000230 (D 18/LL 190)

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

**PROPOSED FUTURE LAND USE:** Medium Density Residential (**MDR**)

**GENERAL LOCATION:** Northwest intersection of Factory Shoals Rd and Elizabeth Lane

**ADDRESS:** 6280 Factory Shoals Road, Mableton, GA 30126

---

## **BACKGROUND:**

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

The intent of the proposed amendment is to establish compatible future land use to the residential zoning category (R-15) that was approved in October of 2010 for maintaining the single family residential use on the property at 6280 Factory Shoals Road, Mableton, GA 30126.

### **Definitions:**

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

The purpose of the 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.

### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

## **ANALYSIS:**

The subject property is considered Neighborhood Activity Center (**NAC**) in the County's Comprehensive Plan and Future Land Use Map. The parcel is 0.408 acres in size and has approximately 100 feet of frontage on Factory Shoals Road. The properties directly to north, south and west along the same side of Factory Shoals Road are all detached single family homes and zoned single-family residential (R-20). The property to the north is identified as NAC and the properties to the west and south are identified as MDR on the Future Land Use Map. The properties crossing the street to the east are zoned R-20 and are in the NAC land use category.

The property was rezoned from R-20 to OI in 1979. It has been used as a single-family residence since 2009 and was rezoned from OI to R-15 on October 2010. R-15 is an appropriate zone within the MDR future land use

category but not in NAC per the 2030 Cobb County Comprehensive Plan. It is staff's opinion that the future land use for the subject property be amended to the more appropriate MDR category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision and the condition of parcels currently in the MDR category adjacent to the subject property.

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

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.
2. 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.

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

1. Preserve stable quality residential neighborhoods.
2. Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.
3. Address compatibility between land uses when making land use decisions.
4. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

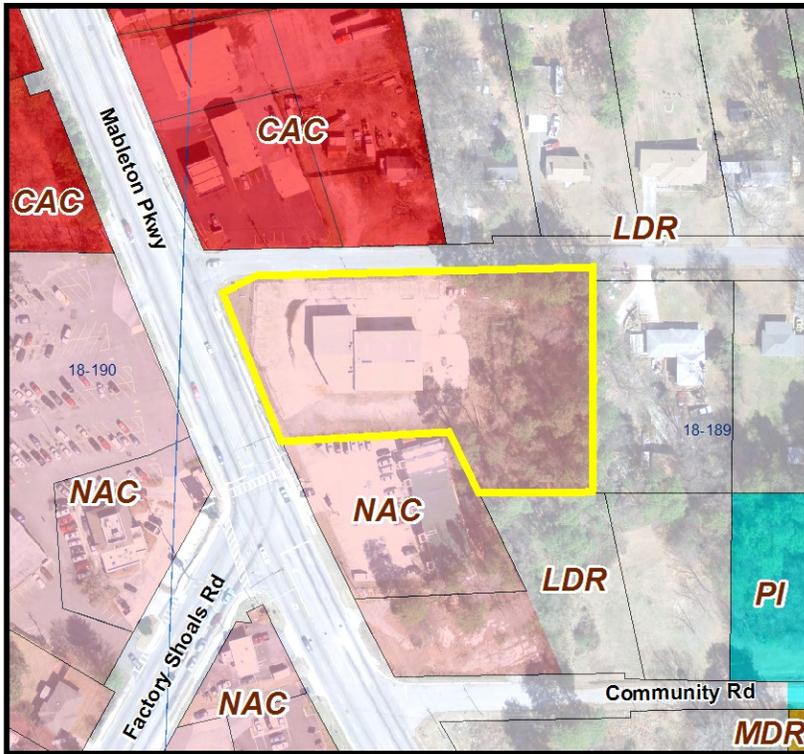
**4) Adherence to Nodal Development Patterns:**

Not applicable

**5) Consistency with Revitalization Goals:**

Not applicable

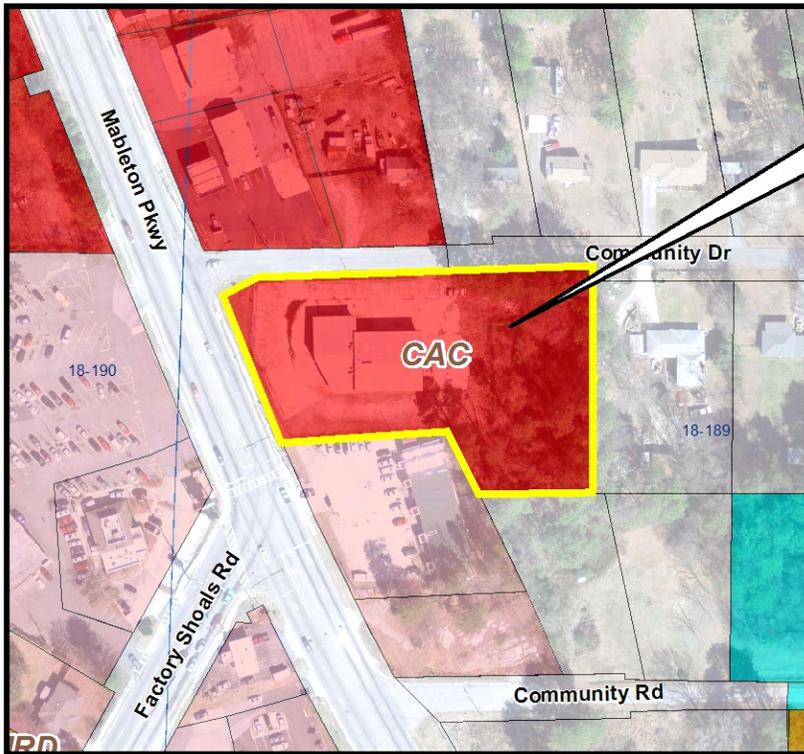
# ZD-2 District 4



**CURRENT**

## FUTURE LAND USE

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

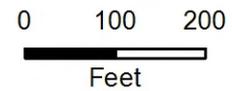


**PROPOSED**

**ZD-2  
Neighborhood Activity Center  
to  
Community Activity Center**



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## ZD - 2

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**REZONING CASE:** Z-33(Date Effect: Dec. 2010, Changed from **GC** to **CRC**)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 1.796

**PARCEL ID NUMBER:** 18018900230 (D 18/LL 189)

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

**PROPOSED FUTURE LAND USE:** Community Activity Center (**CAC**)

**GENERAL LOCATION:** Southeasterly intersection of Mableton Parkway and Community Drive

**ADDRESS:** 6225 Mableton Parkway, Mableton, GA 30126

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### **BACKGROUND:**

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

The intent of the proposed amendment is to establish compatible future land use to the zoning category (**CRC**) that was approved in December of 2010 for the proposed commercial use - Furniture Store/Rental Store located at 6225 Mableton Parkway, Mableton, GA 30126.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered Neighborhood Activity Center (**NAC**) on the future land use map with approximately 190 feet of frontage on Mableton Parkway. Property directly to the north is a gas station and zoned General Commercial (**GC**) while under a **CAC** land use category. To the south and west, on the other side of Mableton Parkway, are retail stores zoned **GC** and considered **NAC** on the Future Land Use Map. Residential parcels are adjacent to the east and zoned **R-20** under the Low Density Residential (**LDR**) land use category.

This rezoning case was approved from GC to CRC in December 2010 to allow for a furniture and rental store. The CRC zoning category is an appropriate zone within the CAC future land use category per the 2030 Cobb County Comprehensive Plan. It is staff's opinion that the future land use for the subject property be amended to the more appropriate CAC category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision and the condition of commercially zoned properties adjacent to the subject property.

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

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.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. Address compatibility between land uses when making land use decisions.
2. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements

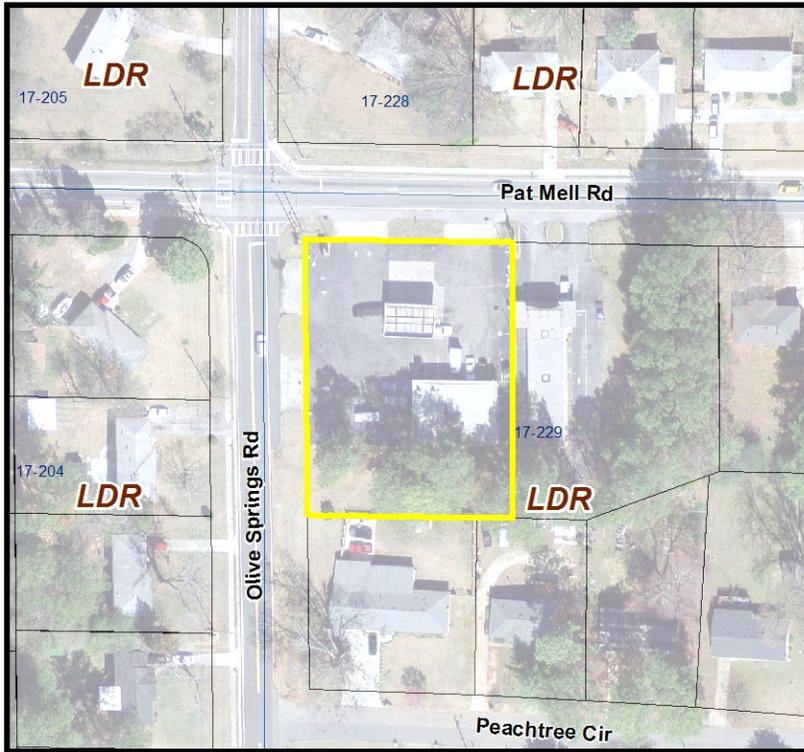
**4) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would not result in the expansion of the existing commercial node given that it was already identified as a non-residential/non-greenspace FLU category.

**5) Consistency with Revitalization Goals:**

Not applicable

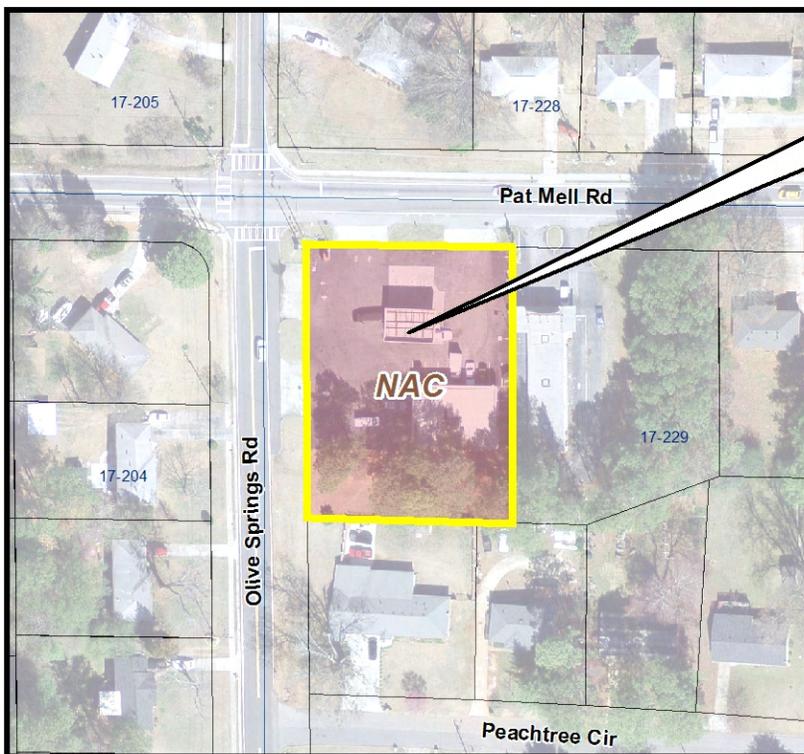
# ZD-3 District 4



**CURRENT**

## FUTURE LAND USE

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

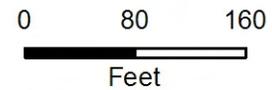


**PROPOSED**

**ZD-3  
Low Density Residential  
to  
Neighborhood Activity Center**



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## ZD - 3

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**REZONING CASE:** Z-34(Date Effect: Nov. 2010, Changed from NS to NRC)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 0.689

**PARCEL ID NUMBER:** 17022900010 (D 17/LL 229)

**EXISTING FUTURE LAND USE:** Low Density Residential (**LDR**)

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

**GENERAL LOCATION:** Southeast intersection of Pat Mell Road and Olive Springs Road

**ADDRESS:** 20 Pat Mell Road SE, Marietta, GA 30060

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### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (NRC) that was approved in November of 2010 to allow for the expansion of the canopy in the existing fueling station located at 20 Pat Mell Road SE, Marietta, GA 30060.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered Low Density Residential (LDR) on the future land use map. The property has 160 feet of frontage on both Pat Mell Road and Olive Springs Road. Adjacent to the subject property in all directions are single family homes, which are in the LDR land use category. The properties to the north, south and west are zoned single-family residential (R-20). The adjacent property to the east is zoned Neighborhood Shopping (NS).

The property has been used for over 30 years as a convenience store with fuel sales and has been rezoned from NS to NRC in order to make an addition to the existing canopy to cover new pumps. The NRC zoning is not an

appropriate zoning category within LDR future land use per the 2030 Cobb County Comprehensive Plan. It is staff's opinion that the future land use for the subject property be amended to the more appropriate NAC category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision and conditions of surrounding properties adjacent to the subject property.

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

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.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. Address compatibility between land uses when making land use decisions.
2. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

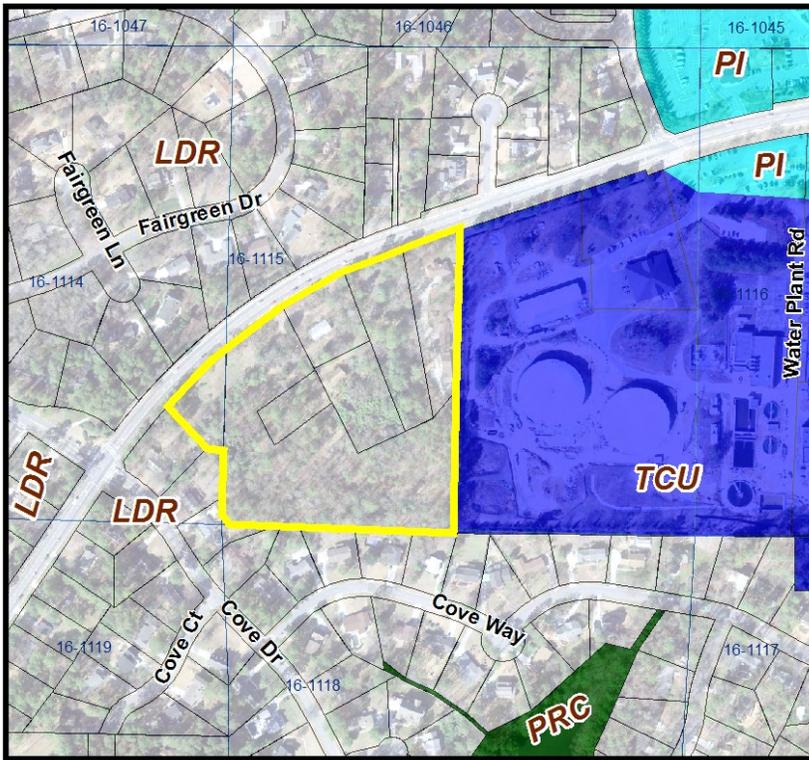
**4) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would not result in the expansion of the existing commercial node. But since it has provided essential uses that fit surrounding neighborhood needs for over 30 years, no "strip" development patterns will be encouraged either.

**5) Consistency with Revitalization Goals:**

Not applicable

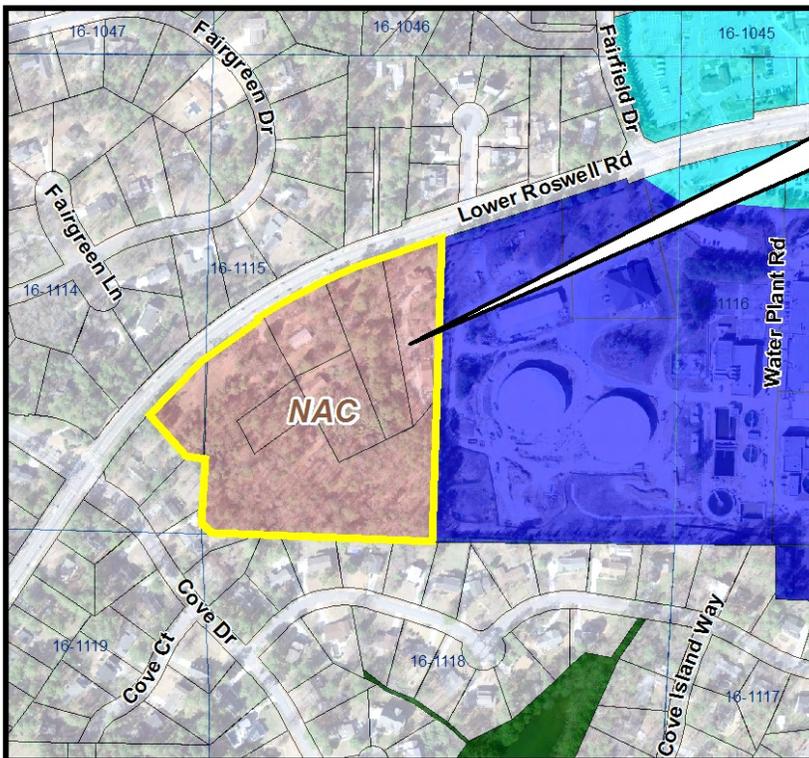
# ZD-4 District 2



**CURRENT**

### FUTURE LAND USE

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

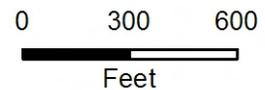


**PROPOSED**

**ZD-4  
Low Density Residential  
to  
Neighborhood Activity Center**



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## ZD - 4

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**REZONING CASE:** Z-41 (Date Effect: Dec. 2010, Changed from **R-20** to **RSL**)

**COMMISSIONER DISTRICT:** 2

**ACREAGE:** 9.739

**PARCEL ID NUMBER:** 16111400020, 16111500080, 16111500090, 16111500100, 16111500260, and 16111500270 (D 16/LL 1114, 1115)

**EXISTING FUTURE LAND USE:** Low Density Residential (**LDR**)

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

**GENERAL LOCATION:** South side of Lower Roswell Road, east of Cove Drive

**ADDRESS:** 4220, 4228, 4236, 4240 Lower Roswell Road, Marietta, GA 30067

---

### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (**RSL**) that was approved in December of 2010 for the development of a new senior housing community located at 4220, 4228, 4236, 4240 Lower Roswell Road, Marietta, GA 30067.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered Low Density Residential (**LDR**) on the future land use map and the parcel is 9.74 acres. It is located on the south side of Lower Roswell Road, east of Cove Drive. The surrounding properties are residential in use and zoned R-20. On the future land use map, the subject parcel and surrounding properties are in the Low Density Residential category.

This case was rezoned from R-20 to RSL for the purpose of a supportive and non-supportive senior residential community. This particular RSL zoning is appropriate for a NAC due to the supportive component of the development. It is staff's opinion that the future land use for the subject property be amended to the more

appropriate NAC category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision.

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

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.
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.

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

1. Address compatibility between land uses when making land use decisions.
2. Promote smart growth policies and encourage the creative design of residential developments that meet the needs of the human and natural environment.
3. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The alteration of this land use from LDR to NAC should not contribute to non-nodal development patterns based upon the existing platted subdivisions surrounding this property. The unified development proposal is approved by the Board of Commissioners.

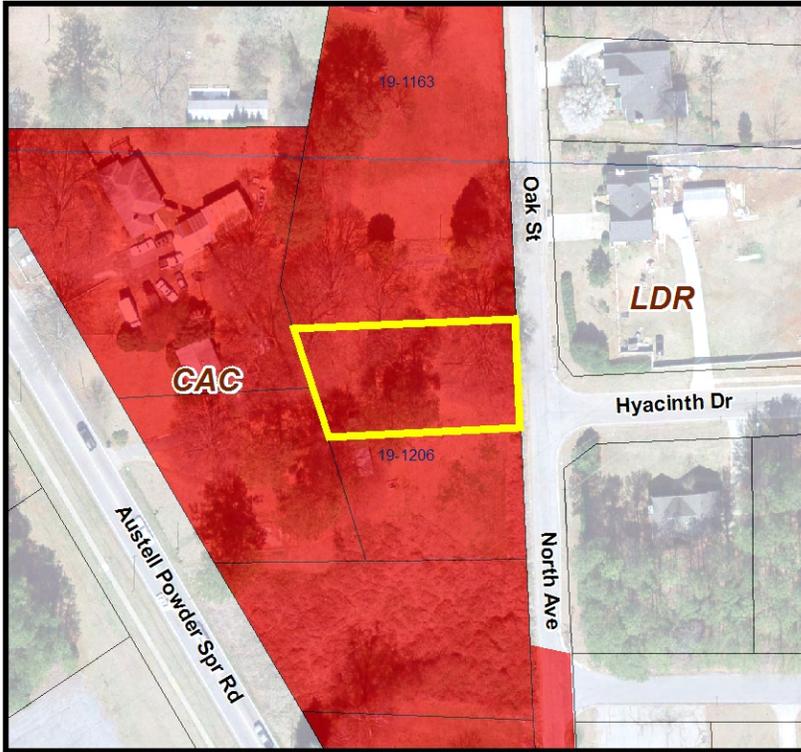
**5) Consistency with Revitalization Goals:**

Not applicable

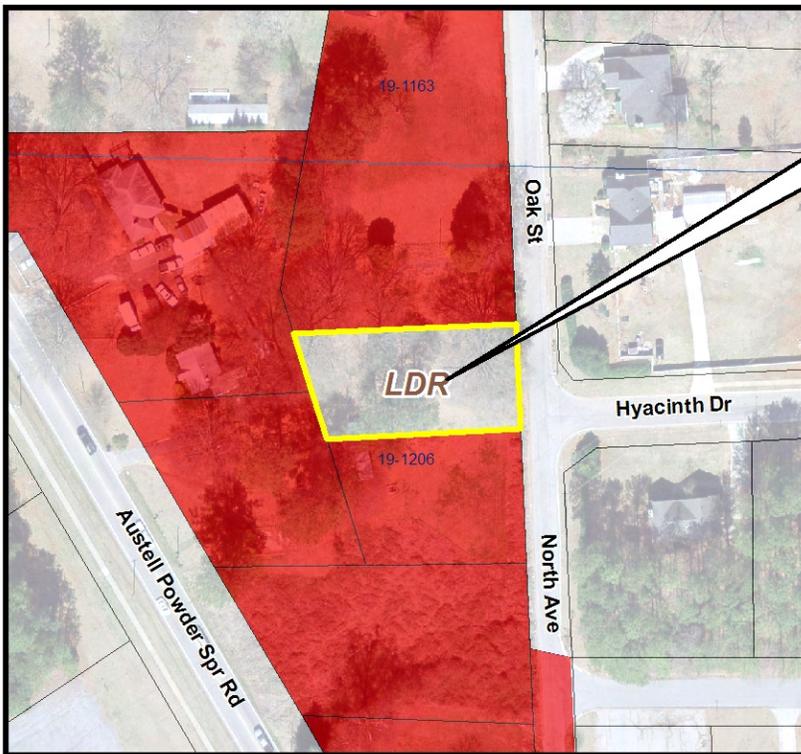
# ZD-5 District 4

## FUTURE LAND USE

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



**CURRENT**

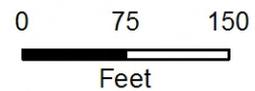


**PROPOSED**

**ZD-5  
Community Activity Center  
to  
Low Density Residential**



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## ZD - 5

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**REZONING CASE:** Z-02 (Date Effect: Feb. 2011, Changed from NS to R-15)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 0.266

**PARCEL ID NUMBER:** 19120600080 (D 19/LL 1206)

**EXISTING FUTURE LAND USE:** Community Activity Center (CAC)

**PROPOSED FUTURE LAND USE:** Low Density Residential (LDR)

**GENERAL LOCATION:** West intersection of North Avenue and Hyacinth Drive

**ADDRESS:** 5116 North Ave SW, Austell, GA 30106

---

### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (R-15) that was approved in February of 2011 for the development of a single family residential use located at 5116 North Ave SW, Austell, GA 30106.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered Community Activity Center (CAC) on the future land use map and the parcel is 0.27 acres. It is located on the west side of North Avenue, west of Hyacinth Drive. The surrounding properties are commercial use with the exception of the east side which is residential. On the future land use map, the subject parcel is surrounded with Community Activity Center with Low Density Residential to the east.

This case was rezoned from NS to R-15 for the purpose of a single family residence. The R-15 zoning category is appropriate for a LDR. It is staff's opinion that the future land use for the subject property be amended to the more

appropriate LDR category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision.

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

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.
2. 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.

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

1. Address compatibility between land uses when making land use decisions.
2. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would not contribute to non-nodal development patterns.

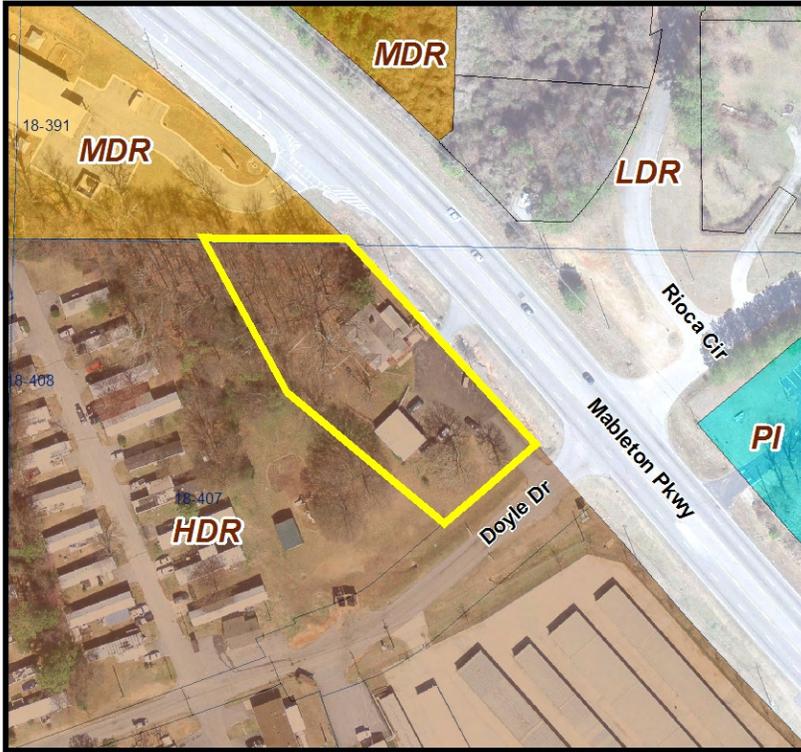
**5) Consistency with Revitalization Goals:**

Not applicable

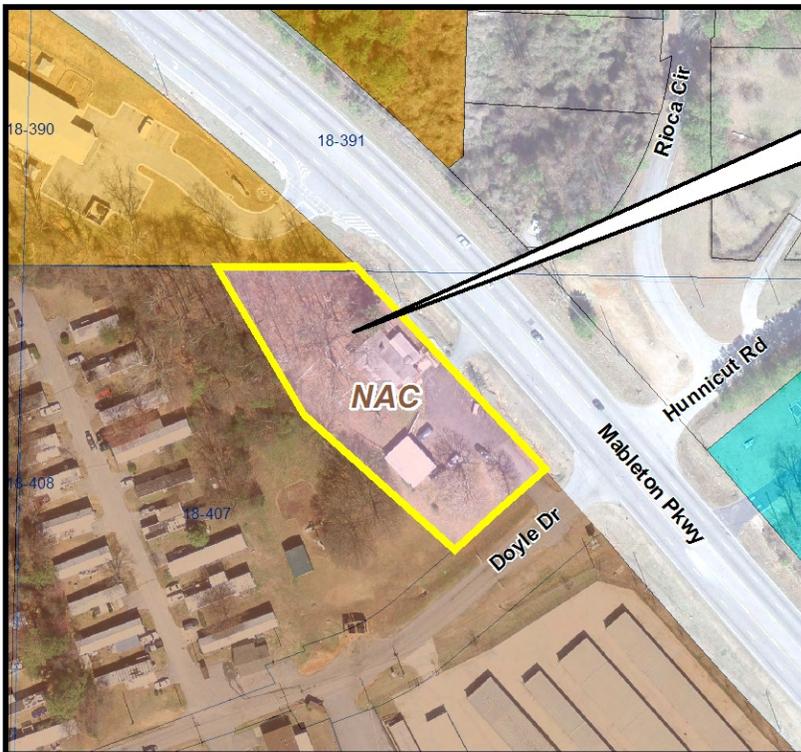
# ZD-6 District 4

## FUTURE LAND USE

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



**CURRENT**

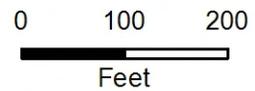


**PROPOSED**

**ZD-6  
High Density Residential  
to  
Neighborhood Activity Center**



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## ZD - 6

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**REZONING CASE:** Z-03 (Date Effect: Mar. 2011, Changed from NS to NRC)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 0.982

**PARCEL ID NUMBER:** 18040700020 (D 18/LL 407)

**EXISTING FUTURE LAND USE:** High Density Residential (**HDR**)

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

**GENERAL LOCATION:** Northwestern intersection of Mableton Parkway and Doyle Drive

**ADDRESS:** 6750 Mableton Parkway, Mableton, GA 30126

---

### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (NRC) that was approved in March of 2011 for the development of an existing mobile home community and proposed day care facility located at 6750 Mableton Parkway, Mableton, GA 30126.

#### **Definitions:**

The purpose of High Density Residential (**HDR**) category is to provide areas suitable for low rise, high density housing between five (5) and twelve (12) units per acre. Mid or high-rise residential developments are also appropriate in this category. This shall include any residential developments in excess of 4 stories per structure.

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered High Density Residential (HDR) on the future land use map and the parcel is 0.98 acres. It is located at the northwestern intersection of Mableton Parkway and Doyle Drive. The surrounding properties are used residentially. On the future land use map, the subject parcel is surrounded to the west and south with High Density Residential (HDR), Medium Density Residential (MDR) to the north and Low Density Residential to the east.

This case was rezoned from R-20 and NS to NRC and MHP for purposes of existing mobile home park, daycare and office use. The subject parcel is located at the edge of an existing mobile home park community. The NRC zoning category is appropriate for a NAC. It is staff's opinion that the future land use for the subject property be

amended to the more appropriate NAC category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision.

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

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.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. Address compatibility between land uses when making land use decisions.
2. Actively work towards providing a wide range of diversified employment opportunities for County residents including employment fields, job categories, required training, and skill levels.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

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

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

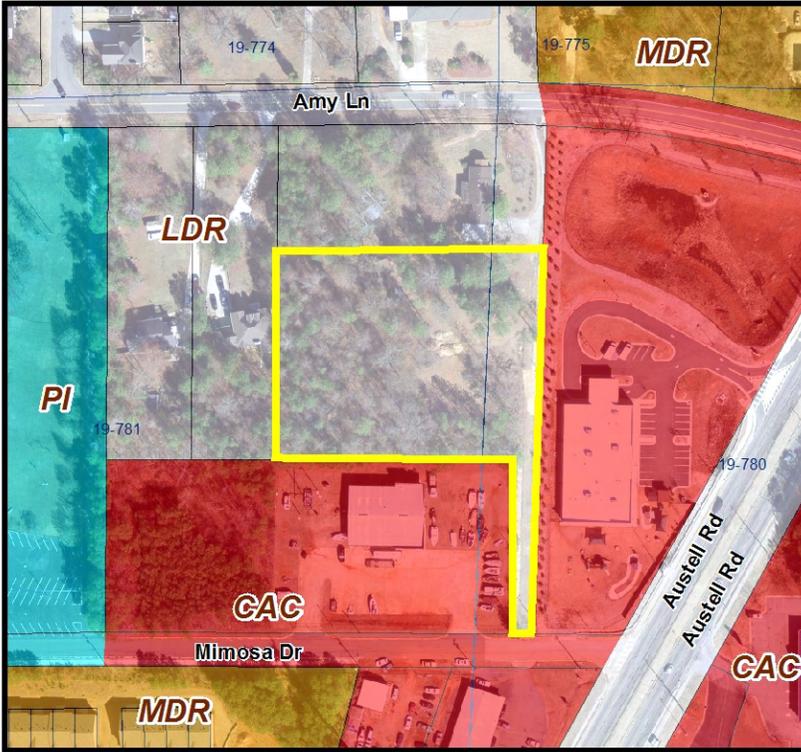
**5) Consistency with Revitalization Goals:**

Not applicable

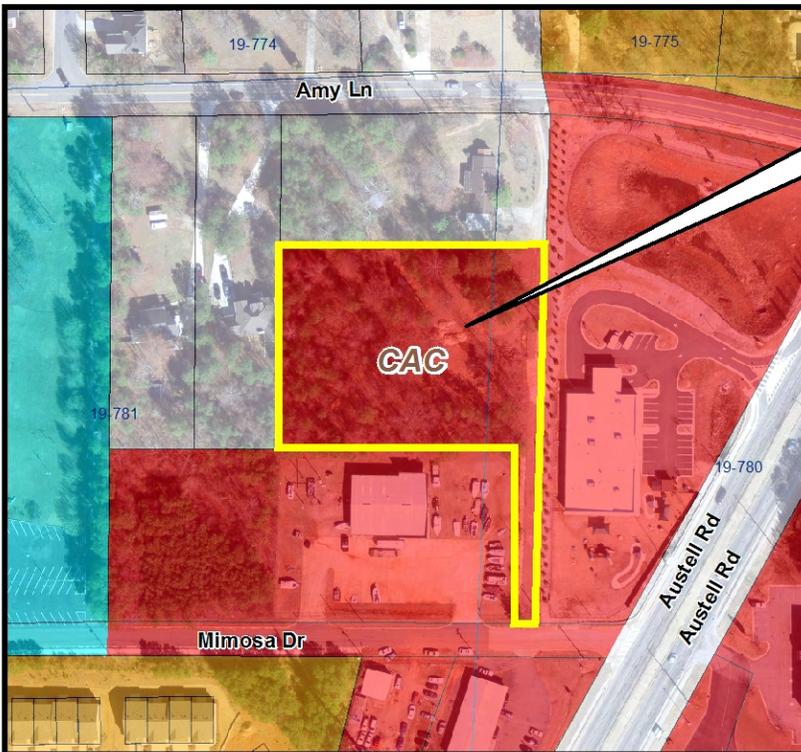
# ZD-7 District 4

## FUTURE LAND USE

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



**CURRENT**

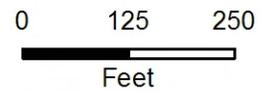


**PROPOSED**

**ZD-7  
Low Density Residential  
to  
Community Activity Center**



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## ZD - 7

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**REZONING CASE:** Z-8 (Date Effect: June 2011, Changed from **R-20** to **NRC**)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 1.866

**PARCEL ID NUMBER:** 19078100010 (D 19/LL 781)

**EXISTING FUTURE LAND USE:** Low Density Residential (**LDR**)

**PROPOSED FUTURE LAND USE:** Community Activity Center (**CAC**)

**GENERAL LOCATION:** West of Austell Road, south of Amy Lane & north of Mimosa Drive

**ADDRESS:** 1369 Amy Lane, Marietta, GA 30008

---

### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (**NRC**) that was approved in June of 2011 for the expansion of a commercial use located at 1369 Amy Lane, Marietta, GA 30008.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered Low Density Residential (**LDR**) on the future land use map and is only a portion of an existing parcel. The subject property has no road frontage on Austell Road, but is located behind an existing daycare on Austell Road between the intersections with Amy Lane and Mimosa Drive. The property directly to north and west is **LDR** and is zoned **R-20**. The land to the east is in the Community Activity Center (**CAC**) future land use category and is zoned **NRC**. To the south is property in the **CAC** future land use category and zoned **GC**.

NRC is an appropriate zoning category within the CAC future land use per the 2030 Cobb County Comprehensive Plan. It is staff's opinion that the future land use for the subject property be amended to the CAC category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision and the commercially zoned properties adjacent to the subject property.

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

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.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. Address compatibility between land uses when making land use decisions.
2. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is located within the boundaries of the Austell Road Corridor Study and the Austell Road Access Management Plan.

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

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

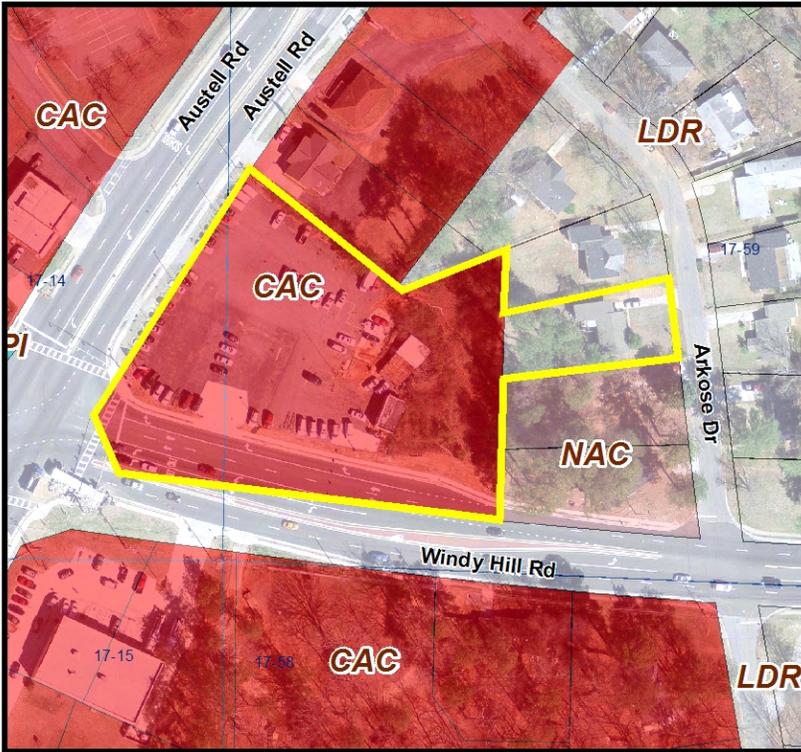
**5) Consistency with Revitalization Goals:**

Not applicable

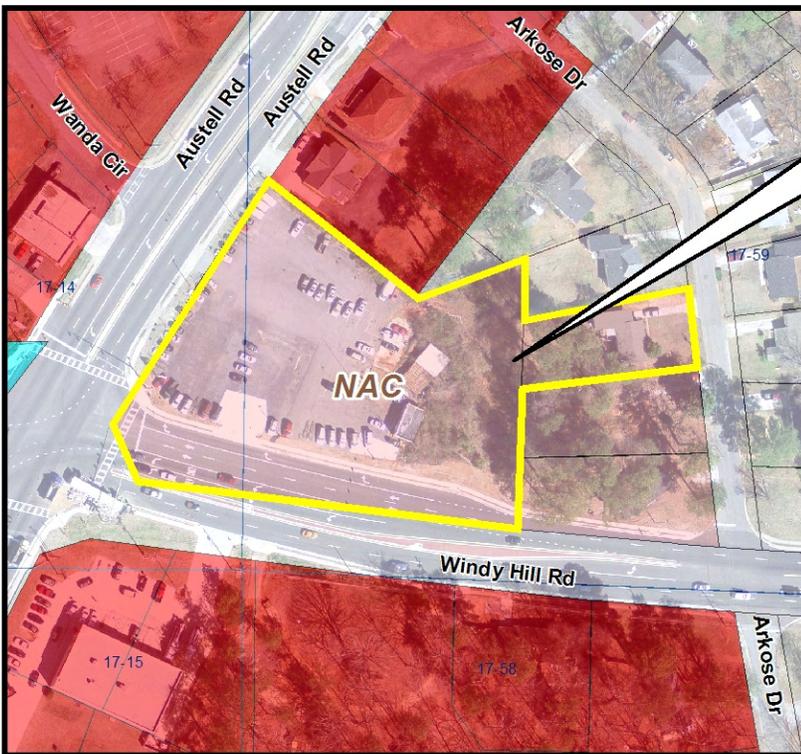
# ZD-8 District 4

## FUTURE LAND USE

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



**CURRENT**

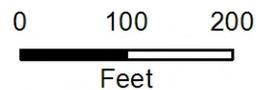


**PROPOSED**

**ZD-8  
Low Density Residential  
Community Activity Center  
to  
Neighborhood Activity Center**



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## ZD - 8

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**REZONING CASE:** Z-10 (Date Effect: April 2011, Changed from GC, R-20 & NRC to NRC)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 2.83

**PARCEL ID NUMBER:** 17005900290; 1705900830 (D 17/LL 59)

**EXISTING FUTURE LAND USE:** Low Density Residential (LDR);  
Community Activity Center (CAC)

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

**GENERAL LOCATION:** East side of Austell Road, north side of Windy Hill Road and west side of Arkose Drive

**ADDRESS:** 15 Windy Hill Rd, Marietta, GA 30008, 2374 Arkose Dr, Marietta, GA 30060

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### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (NRC) that was approved in April of 2011 for the development of a convenience store with fuel sales located at 15 Windy Hill Rd, Marietta, GA 30008 and 2374 Arkose Dr, Marietta, GA 30060.

#### **Definitions:**

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

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject parcels are considered Low Density Residential (LDR) and Community Activity Center (CAC) on the future land use map. The subject parcels are on the northeast corner of Windy Hill Road and Austell Road. There is CAC and LDR to the north and Neighborhood Activity Center (NAC) and LDR to the east. Across Windy Hill

Road, the property is in the CAC future land use category. To the west across Austell Road, the parcels are also in the CAC category. Milford Elementary School is located to the southwest of the subject parcel.

NRC is an appropriate zoning category within the NAC future land use per the 2030 Cobb County Comprehensive Plan. It is staff's opinion that the future land use for the subject property be amended to the more appropriate NAC category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision and the parcels currently in the NAC category adjacent to the subject property. The NAC category also provides an appropriate transition between the surrounding CAC and the adjoining residential neighborhood along Arkose Drive.

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

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.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. Address compatibility between land uses when making land use decisions.
2. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is located within the boundaries of the Austell Road Corridor Study.

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

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

**5) Consistency with Revitalization Goals:**

Not applicable

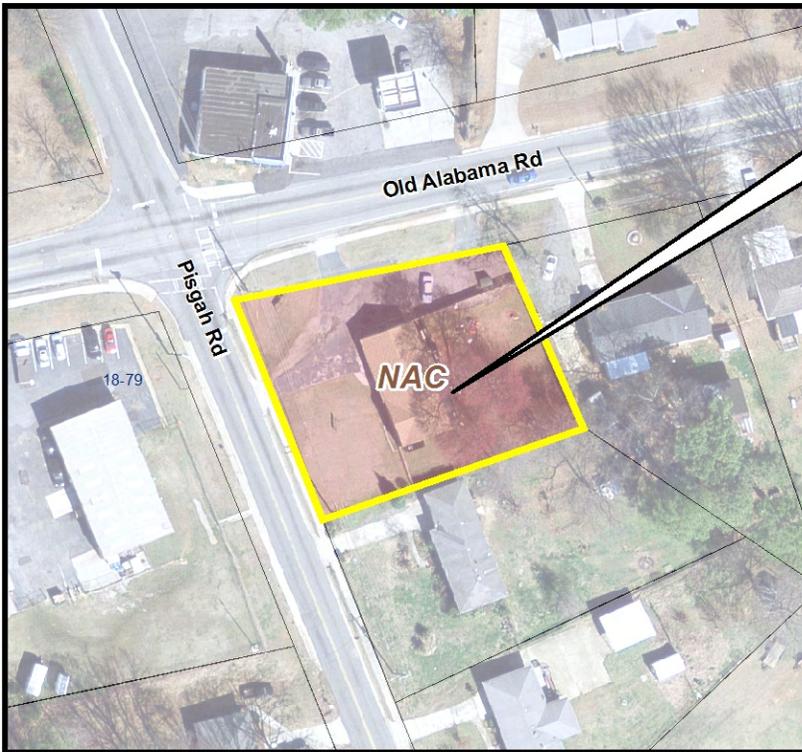
# ZD-9 District 4



**CURRENT**

## FUTURE LAND USE

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

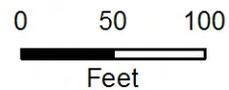


**PROPOSED**

**ZD-9  
Low Density Residential  
to  
Neighborhood Activity Center**



*Cobb County...Expect the Best!*



## ZD - 9

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**REZONING CASE:** Z-15(Date Effect: April 2011 Changed from NS to LRO)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 0.405

**PARCEL ID NUMBER:** 18007900480 (D 18/LL 79)

**EXISTING FUTURE LAND USE:** Low Density Residential (LDR)

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

**GENERAL LOCATION:** On the southeast corner of Pisgah Rd. and Old Alabama Rd.

**ADDRESS:** 5961 Pisgah Road, Mableton, GA 30126

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### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (LRO) that was approved in April of 2011 for the development of a day care located at 5961 Pisgah Road, Mableton, GA 30126.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed in the past on the subject property.

### **ANALYSIS:**

The subject property is considered Low Density Residential (LDR) on the future land use map and totals almost a half an acre at the corner of Pisgah Rd. and Old Alabama Rd. Property surrounding the subject property is considered LDR as well. However, the existing use on three of the four corners of the adjacent intersection, including the subject property is commercial.

The rezoning case was approved to LRO from NS for the purpose of a Daycare center. Both the previous zoning and new zoning is compatible with the proposed future land use guideline of NAC. It is staff's opinion that the

future land use for the subject property be amended to the more appropriate NAC category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision.

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

1. Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. Address compatibility between land uses when making land use decisions.
2. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would result in promoting a commercial node; provide essential uses to fit the community needs and discourages “strip” development patterns by allowing a compatible use to neighboring residential neighborhoods.

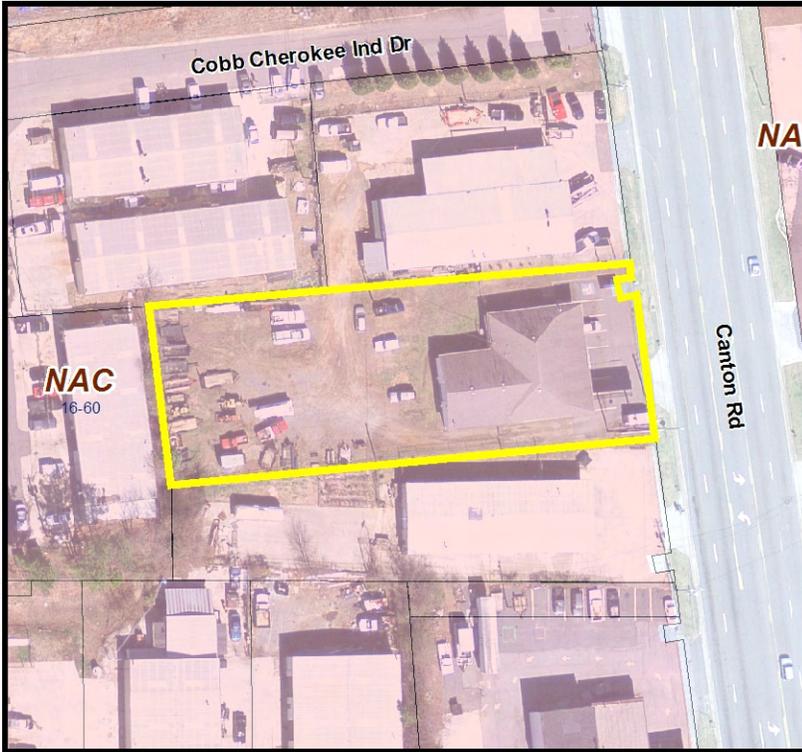
**5) Consistency with Revitalization Goals:**

Not applicable

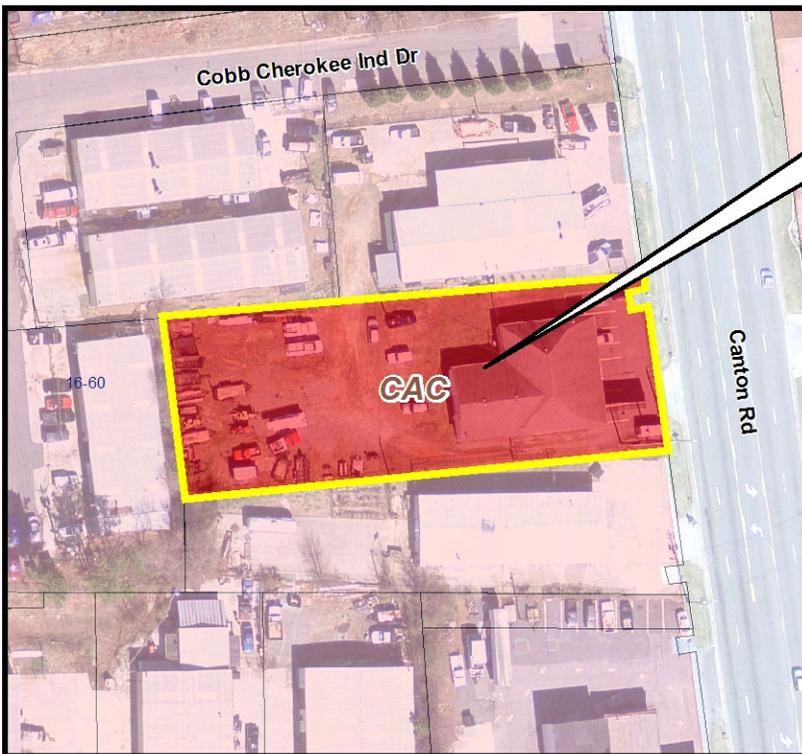
# ZD-10 District 3

## FUTURE LAND USE

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



**CURRENT**

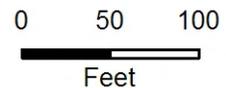


**PROPOSED**

**ZD-10  
Neighborhood Activity Center  
to  
Community Activity Center**



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## ZD - 10

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**REZONING CASE:** Z-16 (Date Effect: May 2011, Changed from GC to GC - use specific)

**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 0.6

**PARCEL ID NUMBER:** 16006000130 (D 16/LL 60)

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

**PROPOSED FUTURE LAND USE:** Community Activity Center (CAC)

**GENERAL LOCATION:** On the west side of Canton Road just north of Jamerson Road.

**ADDRESS:** 4861 Canton Rd. Marietta, GA 30066

---

### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (GC) that was approved in May of 2011 located at 4861 Canton Rd. Marietta, GA 30066.

#### **Definitions:**

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

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

#### **Planning History:**

The subject property was part of a larger Comprehensive Plan Amendment back in 2005 that was recommended through the Canton Road Corridor Plan. The amendment converted all Community Activity Center (CAC) properties along Canton Road, outside of the area covered by the "Main Street" Design Principles, to Neighborhood Activity Center (NAC).

### **ANALYSIS:**

The subject property is considered Neighborhood Activity Center (NAC) on the future land use map and totals just over half an acre on the west side of Canton Road just north of Jamerson Road. All property surrounding the subject property is also in a NAC category.

The rezoning case was deleted back to GC (use specific) from NRC. Because General Commercial (GC) is an intense commercial zone, the more appropriate land use category per the 2030 Comprehensive Plan is Community

Activity Center (CAC). It should be noted that this particular site was part of a larger public involved, planning study back in 2005 that amended this site and surrounding land uses to NAC.

While the Planning Division is required to propose land use changes to rezoning cases that are incompatible with the 2030 Comprehensive Plan, this particular request is contrary to the Canton Road Corridor Study and its recommendations.

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

1. Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. 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.
2. Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual's property rights.
3. Address compatibility between land uses when making land use decisions.
4. 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.

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

This property is located within the boundaries of an approved corridor study, the Canton Road Corridor Plan. The proposed future land use amendment to CAC would be inconsistent with the principles and recommendations of the plan, some of which have already been implemented.

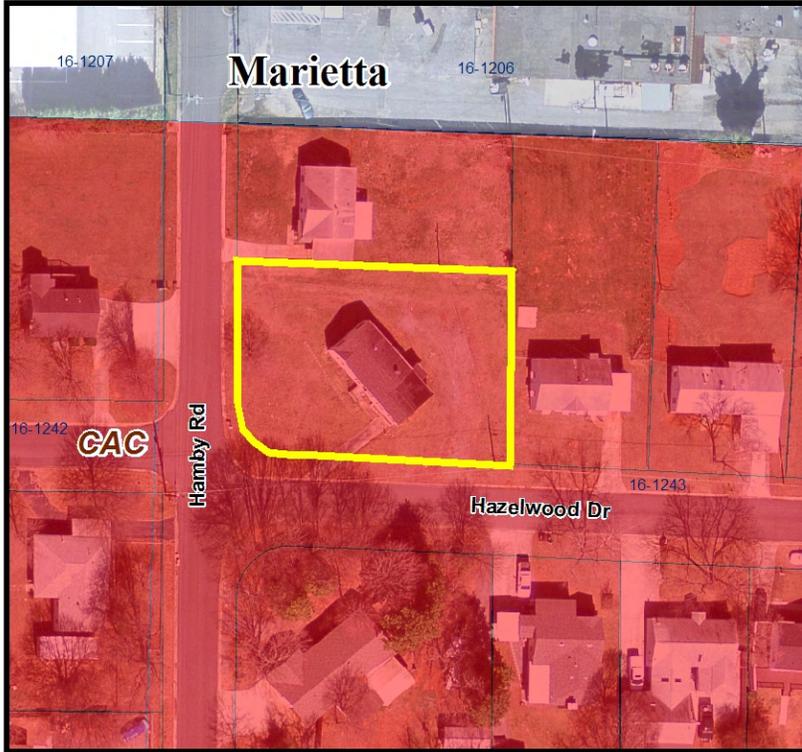
**4) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would not expand the activity center and would provide an infill, redevelopment opportunity along Canton Road.

**5) Consistency with Revitalization Goals:**

Not applicable

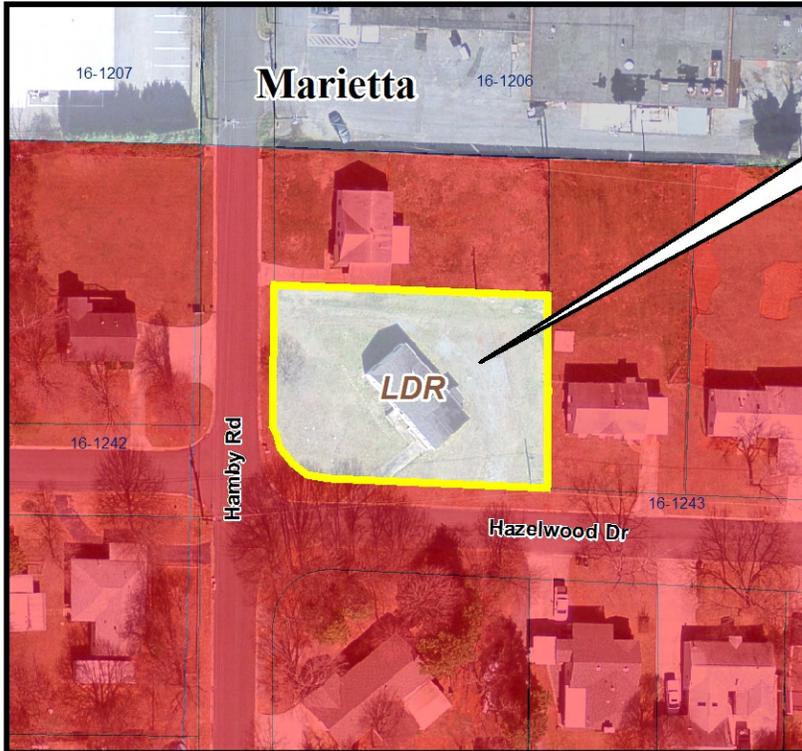
# ZD-11 District 2



**CURRENT**

## FUTURE LAND USE

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

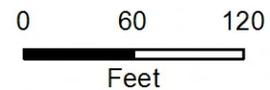


**PROPOSED**

**ZD-11  
Community Activity Center  
to  
Low Density Residential**



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# ZD - 11

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**REZONING CASE:** Z-18 (Date Effect: June 2011, Changed from **GC** to **R-15**)

**COMMISSIONER DISTRICT:** 2

**ACREAGE:** 0.357

**PARCEL ID NUMBER:** 16124300190 (D 16/LL 1243)

**EXISTING FUTURE LAND USE:** Community Activity Center (**CAC**)

**PROPOSED FUTURE LAND USE:** Low Density Residential (**LDR**)

**GENERAL LOCATION:** Northeastern intersection of Hamby Road and Hazelwood Drive

**ADDRESS:** 15 Hamby Rd. Marietta, GA 30067

---

## **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (R-15) that was approved in June of 2011 for a residential use located at 15 Hamby Rd. Marietta, GA 30067.

### **Definitions:**

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

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

### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

## **ANALYSIS:**

The subject property is considered Community Activity Center (**CAC**) on the future land use map and totals just less than half an acre at the northeastern intersection of Hamby Road and Hazelwood Drive. Properties surrounding the subject property on all sides are also in a **CAC** category.

The rezoning case was approved to R-15 from GC. The land use plan surrounding this site includes **CAC** overlaid upon what appears to be existing residential homes with commercial uses nearby. Due to existing and changing conditions upon the rezoning approval of this site **LDR** is a compatible land use designation. However, upon review of the rezoning stipulations there is 12 month reversion clause; thus, keeping the site as Community Activity Center is a viable option as well.

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

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.
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.

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

1. 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.
2. Encourage flexible site design to accommodate site specific conditions to encourage innovative land development techniques and uphold an individual’s property rights.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

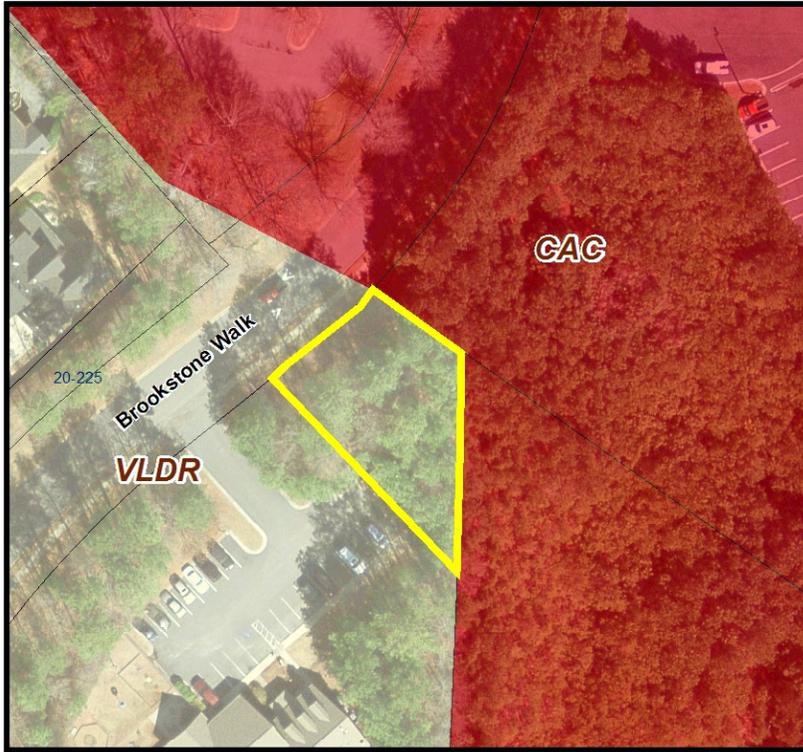
**4) Adherence to Nodal Development Patterns:**

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to “strip” development patterns with multiple driveways. The development of this site would not result in the expansion of the existing commercial node; provide essential uses to fit the community needs and discouraging “strip” development patterns.

**5) Consistency with Revitalization Goals:**

Not applicable

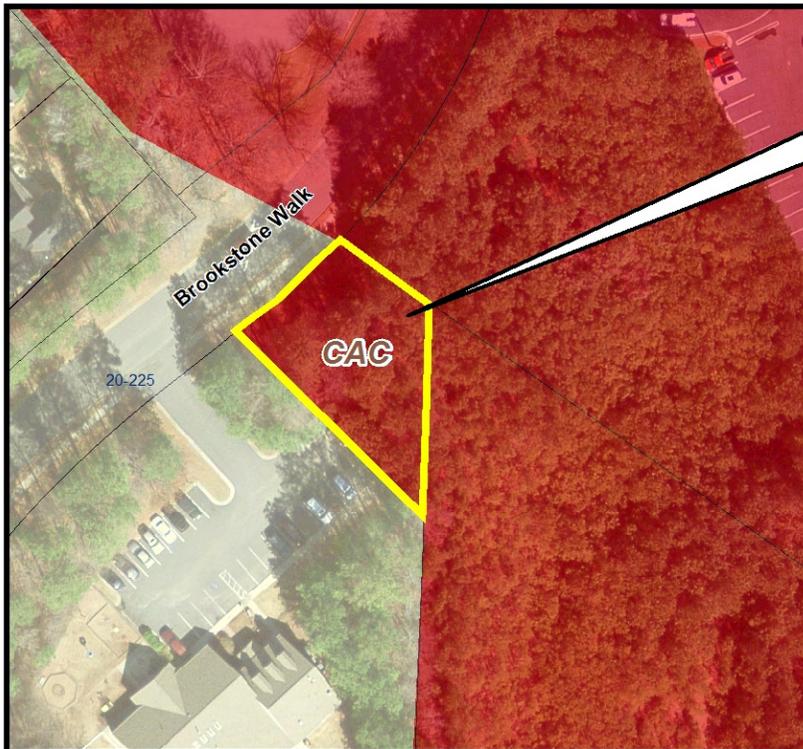
# ZD-12 District 1



**CURRENT**

## FUTURE LAND USE

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

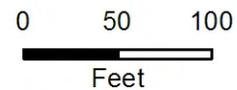


**PROPOSED**

**ZD-12  
Very Low Density Residential  
to  
Community Activity Center**



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## ZD - 12

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**REZONING CASE:** Z-21 (Date Effect: June 2011, Changed with another parcel from LRO and OI to OI)

**COMMISSIONER DISTRICT:** 1

**ACREAGE:** 0.167

**PARCEL ID NUMBER:** 20022500960 (D 20/LL 0225)

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

**PROPOSED FUTURE LAND USE:** Community Activity Center (CAC)

**GENERAL LOCATION:** Southeasterly side of Brookstone Walk, west of Mars Hill Road

**ADDRESS:** 1680 Brookstone Walk, Acworth, GA 30101

---

### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (OI) that was approved in June of 2011 for an assisted living facility located at 1680 Brookstone Walk, Acworth, GA 30101.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered Very Low Density Residential (VLDR) on the future land use map. The properties directly to the north and east are used as retail center and offices which are zoned GC, OI and LRO while all under a CAC land use category. To the south are two properties: an undeveloped property and a church, both of which are zoned R-30 and in a PI land use category. To the west are two properties: a private school and a single family subdivision. These adjacent properties are zoned OI and R-5 respectively and both are in the VLDR land use category.

The rezoning case for this property and the one to the east of it was approved to OI from LRO and OI in order for the applicant to build a new assisted living facility on this undeveloped infill land. However, OI is an appropriate

zone within the CAC future land use category but not in the current VLDR per the 2030 Comprehensive Plan. It is staff's opinion that the future land use for the subject property be amended to the more appropriate CAC category due to the existing and changing conditions affecting the use and development of the property.

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

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.
2. 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.
3. Cobb County supports its citizens and benefits from their service, leadership, and personal accountability. People of all backgrounds, ages, races, cultures, religions, national origins, and genders feel comfortable living and working in Cobb County because it is a location that embraces diversity.

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

1. Address compatibility between land uses when making land use decisions.
2. Encourage nodal development at appropriate major intersections and discourage land use changes that lead to "strip" development patterns with multiple driveways.
3. 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.
4. 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.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

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

Nodal development is encouraged at appropriate major intersections and discourages land use changes that lead to "strip" development patterns with multiple driveways. The development of this site would result in the expansion of the existing commercial node; but it provides essential uses to fit the community needs and discourages "strip" development patterns.

**5) Consistency with Revitalization Goals:**

Not applicable

# ZD-13 District 4



**CURRENT**

**FUTURE LAND USE**

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

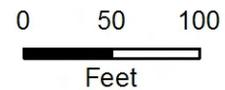


**PROPOSED**

**ZD-13  
Industrial Compatible  
to  
Low Density Residential**



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## ZD - 13

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**REZONING CASE:** Z-22 (Date Effect: June 2011, Changed from **R-20 and GC** to **R-20**)

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 0.413

**PARCEL ID NUMBER:** 17029500020 (D 17/LL 0295)

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

**PROPOSED FUTURE LAND USE:** Low Density Residential (**LDR**)

**GENERAL LOCATION:** South of Clay Drive, west of Atlanta Road

**ADDRESS:** 320 Clay Drive SE, Marietta, GA 30060

---

### **BACKGROUND:**

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

The intent of the proposed amendment is to establish a compatible future land use to the zoning category (R-20) that was approved in June of 2011 for a single family home that was split between two different zones located at 320 Clay Drive SE, Marietta, GA 30060.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property is considered Industrial Compatible (**IC**) on the future land use map and totals less than half an acre at the south side of Clay Drive and west of Atlanta Road. Properties surrounding the subject property are all considered **IC**. The property directly to the north is zoned **MHP** and used as a mobile home park; to the west is an **R-20** zoned property used for a single family home; to the south is a **GC** zoned property used for a single family home; and to the east is a **GC** zoned property used for automotive sales.

The rezoning case was approved to **R-20** in order for the owner to be able to renovate the structure for which the property had split zonings of **GC** and **R-20**. **R-20** is an appropriate zone within the **LDR** future land use category

but not in the current IC per the 2030 Comprehensive Plan. It is staff's opinion that the future land use for the subject property be amended to the more appropriate LDR category due to the existing and changing conditions affecting the use and development of the property after the rezoning decision.

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

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.
2. 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.

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

1. Preserve stable quality residential neighborhoods.
2. Address compatibility between land uses when making land use decisions.
3. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desired mix of residential types.

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

The property is located within the boundaries of Atlanta Road Corridor Study, and this proposal is consistent with the findings and analysis contained in the Atlanta Road Corridor Study.

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

Not applicable

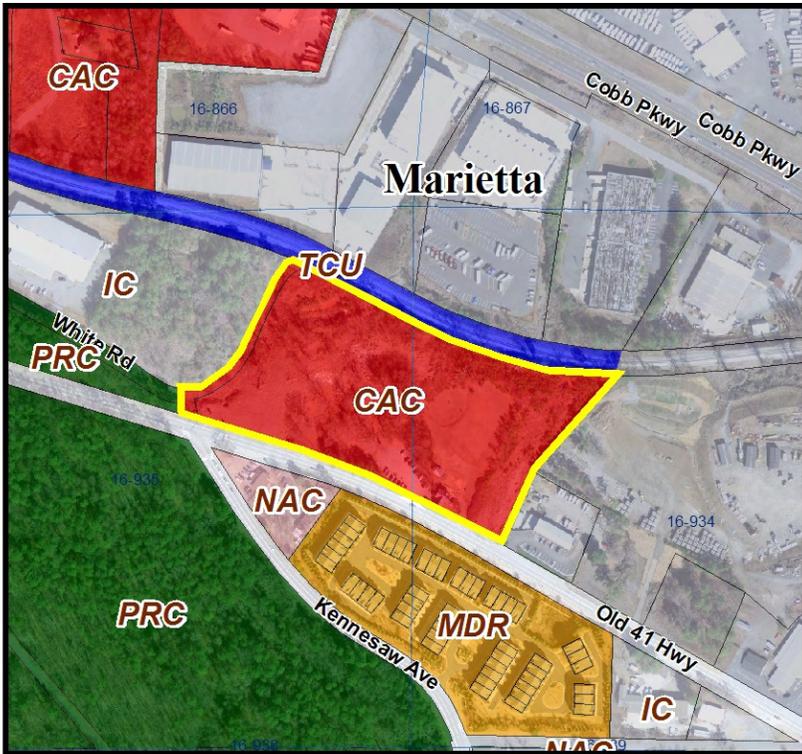
**5) Consistency with Revitalization Goals:**

Not applicable

## 2012 Comprehensive Plan Amendments – Commissioner Proposals (CP's)

CP	District	Location	Current FLU	Proposed FLU	Maps	Page
1	1	North of Kirk Road, south of Old Highway 41, and east of Kennesaw Avenue	CAC, NAC MDR, IC	TBD	CP-1A CP-1B CP-1C	48
2	4	Arkose Dr. north of Windy Hill Road and south of Austell Rd	LDR	NAC	CP-2	56
3	2	North of Paces Ferry Road and east of Atlanta Road	MDR	LDR	CP-3	60

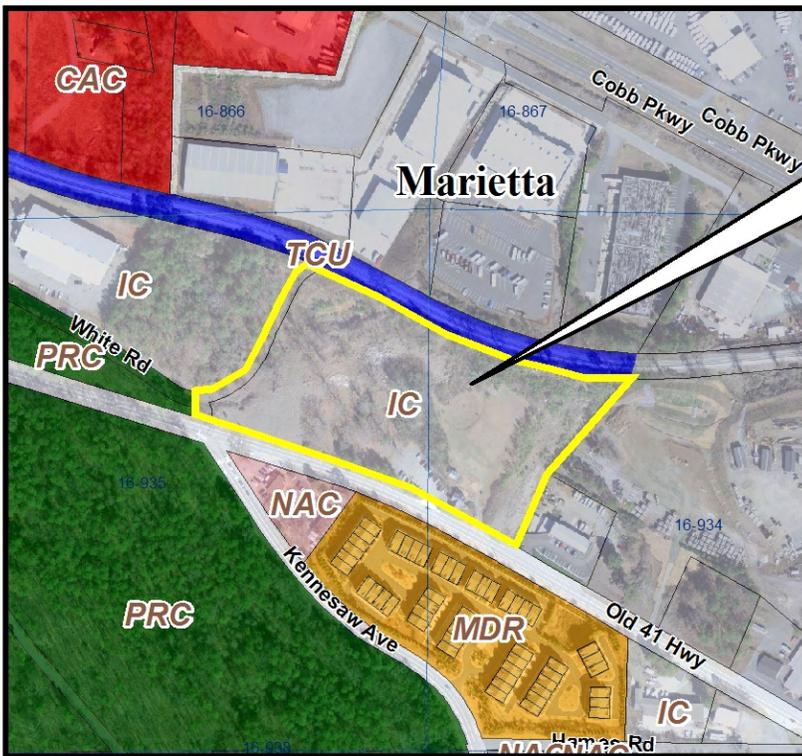
# CP-1A District 1



**CURRENT**

## FUTURE LAND USE

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

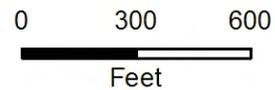


**PROPOSED**

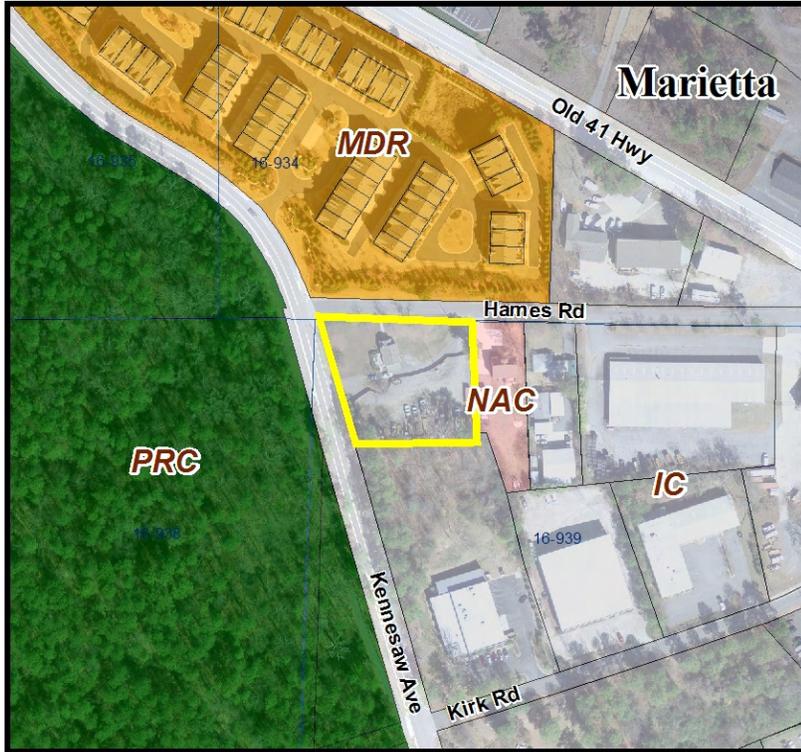
**CP-1A  
Community Activity Center  
to  
Industrial Compatible  
with text amendment**



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# CP-1B District 1



**CURRENT**

## FUTURE LAND USE

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

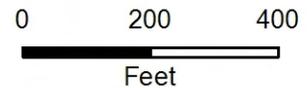


**PROPOSED**

**CP-1B**  
Industrial Compatible  
to  
Neighborhood Activity Center  
with text amendment



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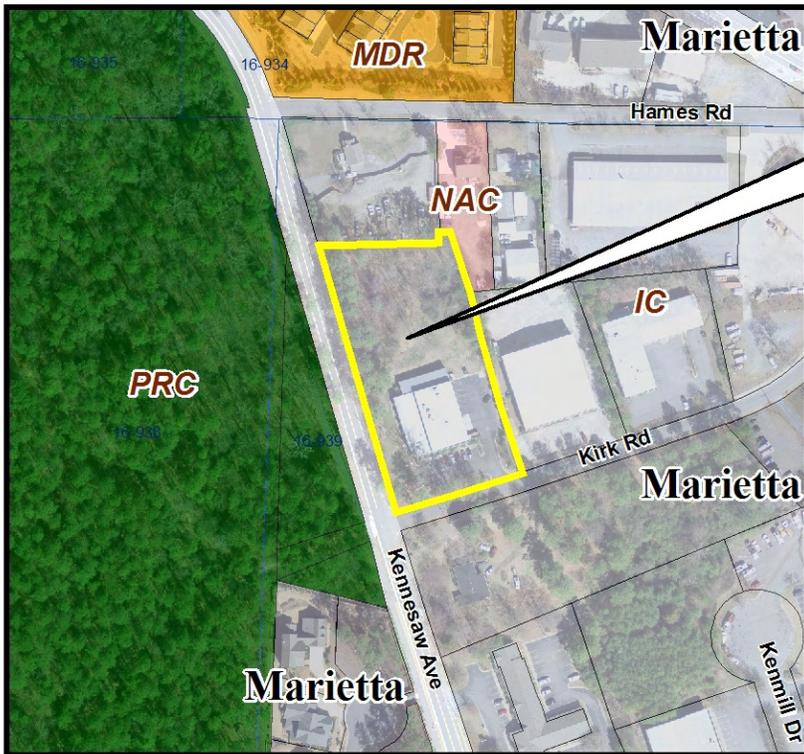
# CP-1C District 1



**CURRENT**

### FUTURE LAND USE

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

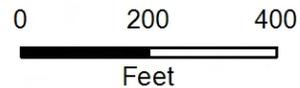


**PROPOSED**

**CP-1C  
Industrial Compatible  
to  
Industrial Compatible  
with text amendment**



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# CP - 1

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**COMMISSIONER DISTRICT:** 1

**ACREAGE:** ~18 acres

**PARCEL ID NUMBER:** 16093500040 (8.55 acres), 16093900110 (1.05 acres), 16093900120 (1.95 acres)

**EXISTING FUTURE LAND USE:** Community Activity Center (**CAC**), Neighborhood Activity Center (**NAC**) and Industrial Compatible (**IC**)

**PROPOSED FUTURE LAND USE:** Industrial Compatible (**IC**), Neighborhood Activity Center (**NAC**) & Text only

**GENERAL LOCATION:** Area north of Kirk Road, south of Old Highway 41, and east of Kennesaw Avenue.

---

## **BACKGROUND:**

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

Establish appropriate land use categories that will preserve the established uses, mitigate future land use impacts and provide suitable transitions of scale between the intensity of area activity. These uses include single-family attached residential, light industrial, commercial and park/recreation.

### **Definitions:**

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

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

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

### **Planning History:**

The past Comprehensive Plan changes proposed on the subject properties are as follows:

- 1) Parcel with identification number 16093500040 (8.55 acres) was changed from Industrial Compatible (**IC**) future land use to Community Activity Center (**CAC**) in 2003.
- 2) Parcel with identification number 16093400620 (5 acres) was changed from Industrial Compatible (**IC**) to Medium Density Residential (**MDR**) in 2003.
- 3) In November 2011, staff completed a Land Use Analysis of the area. Recommendations were presented to the community at a public meeting in December 2011 to receive public comment prior to preparation for the Planning Commission and Board of Commissioners.

## **ANALYSIS:**

Staff has analyzed the area and is developing recommendations to be added after public review. The subject area is comprised of several tracks under the Industrial Compatible, Community Activity Center, Medium Density Residential, and Neighborhood Activity Center Future Land Use Categories. Each area has been considered for a more appropriate fit and transition in scale for future consistency of compatible uses.

The following information includes responses from a combination of meetings and interviews with the area's residential and industrials stakeholders. Four main questions were asked to each group to determine areas of concern, strengths and weakness of doing business in the area, existing conditions and direction for future development.

### **What are the strength and opportunities of doing business in this area?**

#### Industrial Owners

- Large and loyal customer base
- Longevity of 40,30 and 20 plus years in the area
- The land use and zoning reflect primarily Light Industrial
- Quiet
- Easy access to highway and neighboring communities

#### Residential Owners

- Location
- National Park
- Great for Family

### **What are the top 1 or 2 aspects of the existing conditions should staff consider during this process?**

#### Industrial Owners

- Consider the time invested by our companies in the area; we have been operating our business for over 20 years and in some cases 30 years.
- We are small commercial business with daily deliveries of materials, which drop off is done in the back, away from the public view
- Staff should consider that prior to the subdivision development there was a scenic view of the National park from our location. This view was taken away once built
- As businesses in this unique area, we have been making a concerted effort to keep the surroundings clean, in addition we have worked with residents to move materials out of the line of sight, remove scrap metals, pressure wash the driveways and approx. every 4-5 years bring a bob-cat to do major cleanup.
- Currently there is silkscreen fence holding up the southern buffered area of the subdivision development which was not removed during construction. This can eventually cause run off in the event of heavy rains unto our property.
- We have supported a neighboring business by signing of petition regarding operations. They are not noisy or disruptive.
- Business to the immediate south do not use Hames Road, the pad lock on the access gate had been there since the 1980's.
- No other concerns

#### Residential Owners

- Transition of neighbors
- Protect National Park
- Limit Pollution

- TS Restriction and Category revised
- Restrict Industrial traffic on Hames Road, Kirk Road and Kennesaw Avenue to time specific and on CTP (truck size)
- Check Accident counts at Kennesaw Avenue
- Direct commercial away from park

**What options do you see that can help improve the land use concern?**

Industrial Owners

- As far as land use is concerned there were no concerns identified by the industrial owners, we like the existing industrial designation.

Residential Owners

- Revise Comprehensive plan and zoning to the north.

**Should Staff set, modify existing goals/policies for future development in this area related to land use, and if so, what targets and through what mechanisms should they be encouraged or required?**

Industrial Owners

- At this time we see no issue with the area.
- Adding additional policies may complicate things and require more work, no change encouraged.

Residential Owners

- Yes, limit commercial and industrial use close to park to protect residential and park.

**TEXT AMENDMENT:**

***Amendment #1***

**Parcel ID Number:** 16093500040

**Location:** North side of Old Hwy 41, south of the CSX Railroad tracks, and east of White Rd

**Future Land Use amendment:** Change from Community Activity Center (CAC) to Industrial Compatible (IC)

**Text Amendment:** 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 8.55 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, county staff recommends that 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.

***Amendment #2***

**Parcel ID Number:** 16093900110

**Location:** South side of Hames Road, and east of Kennesaw Ave

**Future Land Use amendment:** Change from Industrial Compatible (IC) to Neighborhood Activity Center (NAC)

**Text Amendment:** In recognition of the changing conditions along Kennesaw Avenue, the Board of Commissioners recommends that the approximate 1.05 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, county staff recommends that the following zoning categories be encouraged: Low Rise Office (LRO) or Office/Services (OS).

### Amendment #3

**Parcel ID Number:** 16093900120

**Location:** North side of Kirk Road, and east of Kennesaw Ave

**Future Land Use amendment:** Add text amendment only

**Text Amendment:** In recognition of the changing conditions along Kennesaw Ave, the Board of Commissioners recommends that the approximate 1.95 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.

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

1. Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region a great place to live, learn, work, and play.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. 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.
2. Promote compatible infill development, where necessary.
3. Promote the continued development of our major business districts to support employment growth, provide retail services, and serve as a hub for the community.
4. Preserve stable quality residential neighborhoods.
5. Provide transitions in scale and/or land use between high and low intensity land uses.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

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

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

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

Not applicable

#### **6) Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

#### **7) Transportation Analysis:**

*Major Thoroughfare Plan (Roadway Classification):*

- Kennesaw Ave: Major Collector
- Old Highway 41: Major Collector
- White Road: Minor Collector
- Kirk Road: Local Street
- Hames Road: Local Street

*Number of Lanes (Existing):*

- Kennesaw Ave: 2
- Old Highway 41: 2
- White Road: 2
- Kirk Road: 2
- Hames Road: 2

*Number of Lanes (Comprehensive Transportation Plan):*

- Kennesaw Ave: 2
- Old Highway 41: 2
- White Road: 2
- Kirk Road: 2
- Hames Road: 2

*Traffic Volume (ADT):*

- Old Highway 41: 22,300 (1/2008)

*Sidewalks:*

- A short segment of sidewalk exists on the southwest side of Old Highway 41 between Kirk and Hames Roads. Also, there's a segment of sidewalk on the south side of Kirk Road.

*Bicycle Lanes/Trails:*

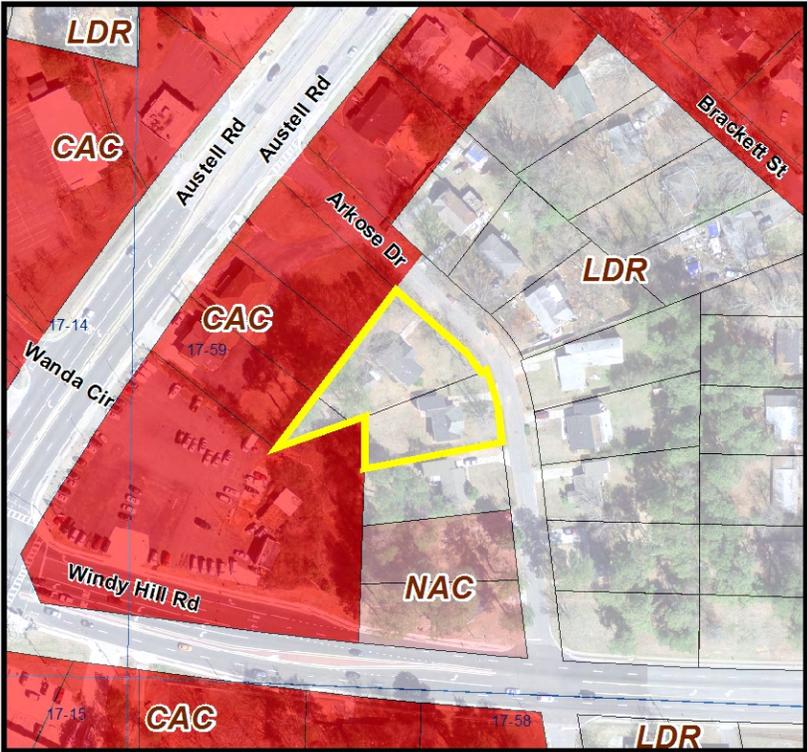
- The initial segment of the Mountain-to-River Trail runs along the southwest side of Old Highway 41 and continues onto Kennesaw Avenue. This trail segment connects the Kennesaw Mountain National Battlefield Park Visitors Center and the Noonday Creek Trail to Downtown Marietta. Once all segments of the Mountain-to-River Trail are complete, the completed trail will connect to the Chattahoochee National Recreation Area.

*Transit:*

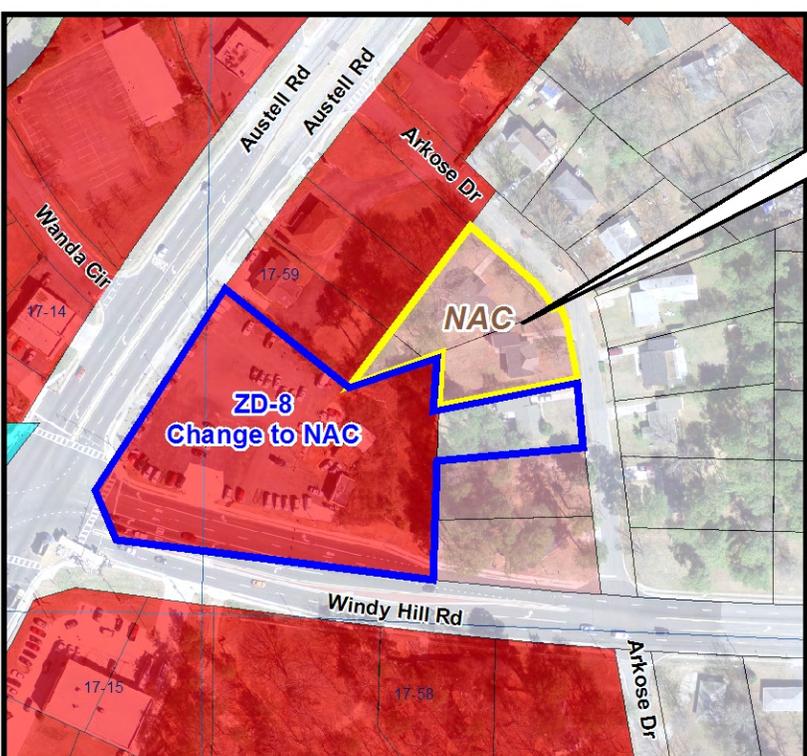
- None present and none proposed

# CP-2 District 4

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



**CURRENT**

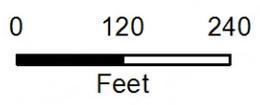


**PROPOSED**

**CP-2  
Low Density Residential  
to  
Neighborhood Activity Center**



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## CP - 2

---

**COMMISSIONER DISTRICT:** 4

**ACREAGE:** 0.6

**PARCEL ID NUMBER:** 17005900230, 17005900270, 17005900580 (D 17/LL 59)

**EXISTING FUTURE LAND USE:** Low Density Residential (**LDR**)

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

**GENERAL LOCATION:** Arkose Dr. north of Windy Hill Road and south of Austell Rd.

---

### **BACKGROUND:**

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

Establish an appropriate land use category for an existing residential property based on the highest and best use when considering the existing and changing conditions on the west side of Arkose Drive.

#### **Definitions:**

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

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject property.

### **ANALYSIS:**

The subject property, which comprises of three small parcels totaling .6 acres, is currently under the Low Density Residential (LDR) category on the future land use map. The three parcels are located on the west side of the Arkose Dr. between Austell and Windy Hill Road, near the northwest corner of Windy Hill Rd. and Austell Rd. The subject properties are surrounded by Community Activity Center that is located along Austell Rd. as well as Neighborhood Activity Center along Windy Hill Rd.

Changing conditions relate to a rezoning approval on a contiguous property to the south. Specifically, Z-10 from April, 2011 was approved to NRC initiating a land use amendment from CAC and LDR to NAC (ZD-8). With the proposal of ZD-8, the subject parcels of CP-2 remained LDR. This proposal is to fill in these remaining three parcels to NAC to establish a more appropriate use based on surrounding land uses and highest and best use. The NAC also establishes a more appropriate transition from Austell Rd. to the residential uses north of Windy Hill Rd.

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

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

2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. 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.
2. Promote compatible infill development, where necessary.
3. Promote the continued development of our major business districts to support employment growth, provide retail services, and serve as a hub for the community.
4. Preserve stable quality residential neighborhoods.
5. Provide transitions in scale and/or land use between high and low intensity land uses.

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

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

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

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

**5) Consistency with Revitalization Goals:**

Not applicable

**6) Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

**7) Transportation Analysis:**

*Major Thoroughfare Plan (Roadway Classification):*

- Windy Hill Road: Arterial
- Austell Road: Arterial
- Arkose Drive: Local Street

*Number of Lanes (Existing):*

- Windy Hill Road: 4 (with raised median)
- Austell Road: 4 (with raised median)
- Arkose Drive: 2

*Number of Lanes (Comprehensive Transportation Plan):*

- Windy Hill Road: 6 (with raised median)
- Austell Road: 6 (with raised median, south of Windy Hill Road); 4 (with raised median, north of Windy Hill Road)
- Arkose Drive: 2

*Traffic Volume (ADT):*

- Windy Hill Road: 14,100 (10/2011)
- Austell Road: 46,100 (5/2009)

*Sidewalks:*

- Sidewalks are present on both sides of Austell Road and on both sides of Windy Hill Road, east of its intersection with Austell Road.

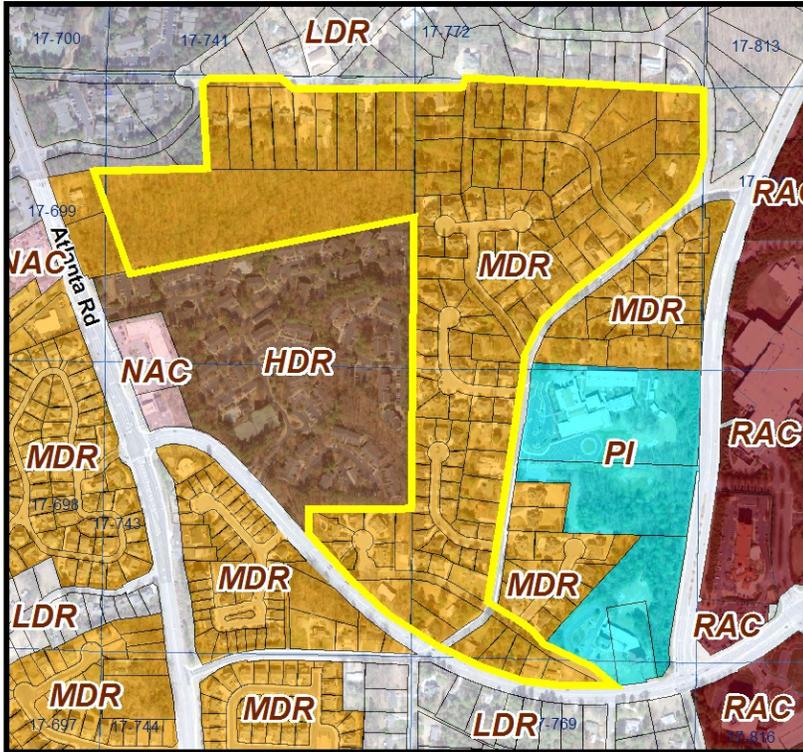
*Bicycle Lanes/Trails:*

- None present and none proposed

*Transit:*

- CCT Route #30 (Holmes MARTA Station to Marietta Transfer Center, via Austell Road)
- CCT Route #15 (Wildwood to Marietta Transfer Center, via Windy Hill and Austell Roads)

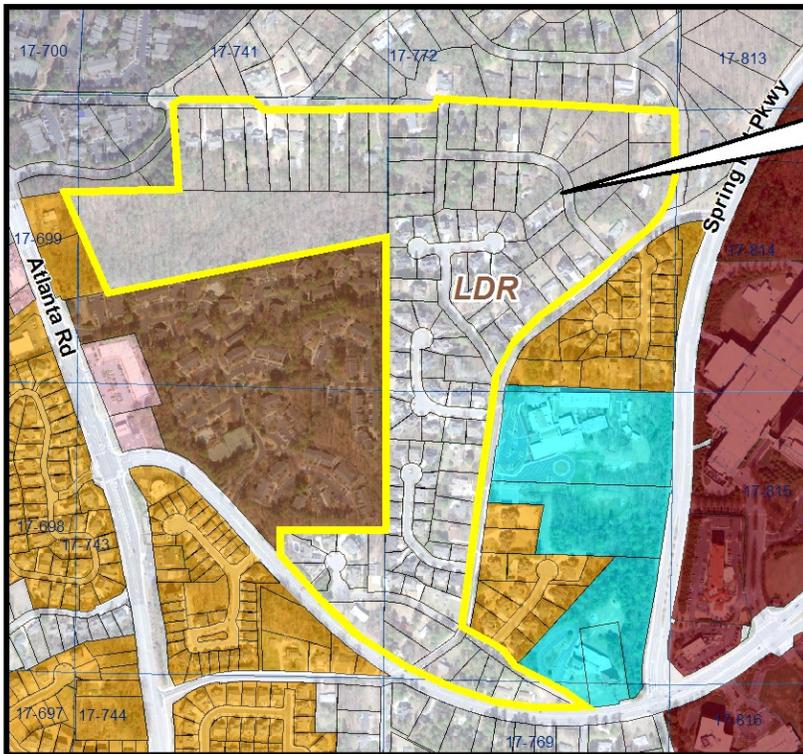
# CP-3 District 2



**CURRENT**

## FUTURE LAND USE

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

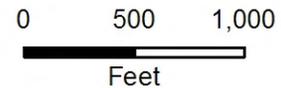


**PROPOSED**

**CP-3  
Medium Density Residential  
to  
Low Density Residential**



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## CP – 3

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**COMMISSIONER DISTRICT:** 3

**ACREAGE:** 67.675

**PARCEL ID NUMBER:** 112 Parcels (D 17 // LL 742, 743, 769, 770, 771)

**EXISTING FUTURE LAND USE:** Medium Density Residential (**MDR**)

**PROPOSED FUTURE LAND USE:** Low Density Residential (**LDR**)

**GENERAL LOCATION:** On Spring Hill Road, north of Paces Ferry Road and east of Atlanta Road

---

### **BACKGROUND:**

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

Establish an appropriate future land use category for preserving existing residential neighborhoods and creating a clear demarcation between higher density development in the Cumberland CID area and surrounding residential neighborhoods.

#### **Definitions:**

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.

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

#### **Planning History:**

No Comprehensive Plan changes have been proposed on the subject properties.

### **ANALYSIS:**

The subject properties are comprised of up 111 individual single family parcels and one undeveloped parcel, which totals 67.675 acres. These properties are zoned R-30, R-20, RA-6 and R-12 and are in the Medium Density Residential (MDR) land use category. These parcels are located west of the Spring Hill Road and north of Paces Ferry Road. The subject properties are surrounded by other residential zoned properties, a school, and a religious institution. The primary surrounding residential property is single family residential, but there is one multi-family residential property to the west of the proposed area of change.

These properties are currently under the Medium Density Residential (MDR) land use category. They are surrounded by Low Density Residential (LDR) to the north; High Density Residential (HDR) to the west; MDR and Public Institutional (PI) to the east; MDR and LDR to the south. The subject properties are built out for a residential use and are at a density that is most appropriate in the LDR category. Thus, in order to preserve the nature of existing residential neighborhood, staff recommends adjusting the land use of this area from MDR to LDR.

### **3) Applicable Goals from the Comprehensive Plan:**

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.

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

**4) Applicable Policies from the Comprehensive Plan:**

1. Address compatibility between land uses when making land use decisions.
2. Provide sufficient opportunities for each land use type to serve the needs of the community, maintain the current tax base, and balance/sustain a desire mix of residential types.

**5) Consistency with existing Corridor Studies and Other Plans:**

This property is not located within the boundaries of an approved Corridor Study, therefore is not impacted by applicable study requirements.

**6) Adherence to Nodal Development Patterns:**

No applicable

**7) Consistency with Revitalization Goals:**

Not applicable

**8) Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

**9) Transportation Analysis:**

*Major Thoroughfare Plan (Roadway Classification):*

- Paces Ferry Road: Arterial
- Atlanta Road: Arterial
- Spring Hill Parkway: Major Collector
- Spring Hill Road: Minor Collector

*Number of Lanes (Existing):*

- Paces Ferry Road: 4 (includes alternating segments w/ 2-way left turn lane)
- Atlanta Road: 4 w/ 2-way left turn lane
- Spring Hill Parkway: 4 w/ raised median
- Spring Hill Road: 2

*Number of Lanes (Comprehensive Transportation Plan):*

- Paces Ferry Road: 4 (includes alternating segments w/ 2-way left turn lane)
- Atlanta Road: 4 w/ 2-way left turn lane
- Spring Hill Parkway: 4 w/ raised median
- Spring Hill Road: 2

*Traffic Volume (ADT):*

- Paces Ferry Road: 27,000 (3/2007)
- Atlanta Road: 32,700 (2/2007)
- Spring Hill Parkway: 9,500 (2/2007)
- Spring Hill Road: 1,500 (3/2009)

*Sidewalks:*

- Sidewalks are in place along both sides of Atlanta and Paces Ferry Roads. Spring Hill Road has sidewalk along both sides of the road north of Simpson Road, and only on the west side south of Simpson Road leading up to Paces Ferry Road. Spring Hill Parkway has sidewalk on one side and a multi-use trail on the other (see below)

*Bicycle Lanes/Trails:*

- The Silver Comet Trail-Cumberland Connector runs along the west side of Atlanta Road, then transitions to Spring Hill and Paces Ferry Roads before continuing onto Spring Hill Parkway. The trail terminates on Cumberland Boulevard near Cumberland Mall and will be directly linked to future trails as they are built.

*Transit:*

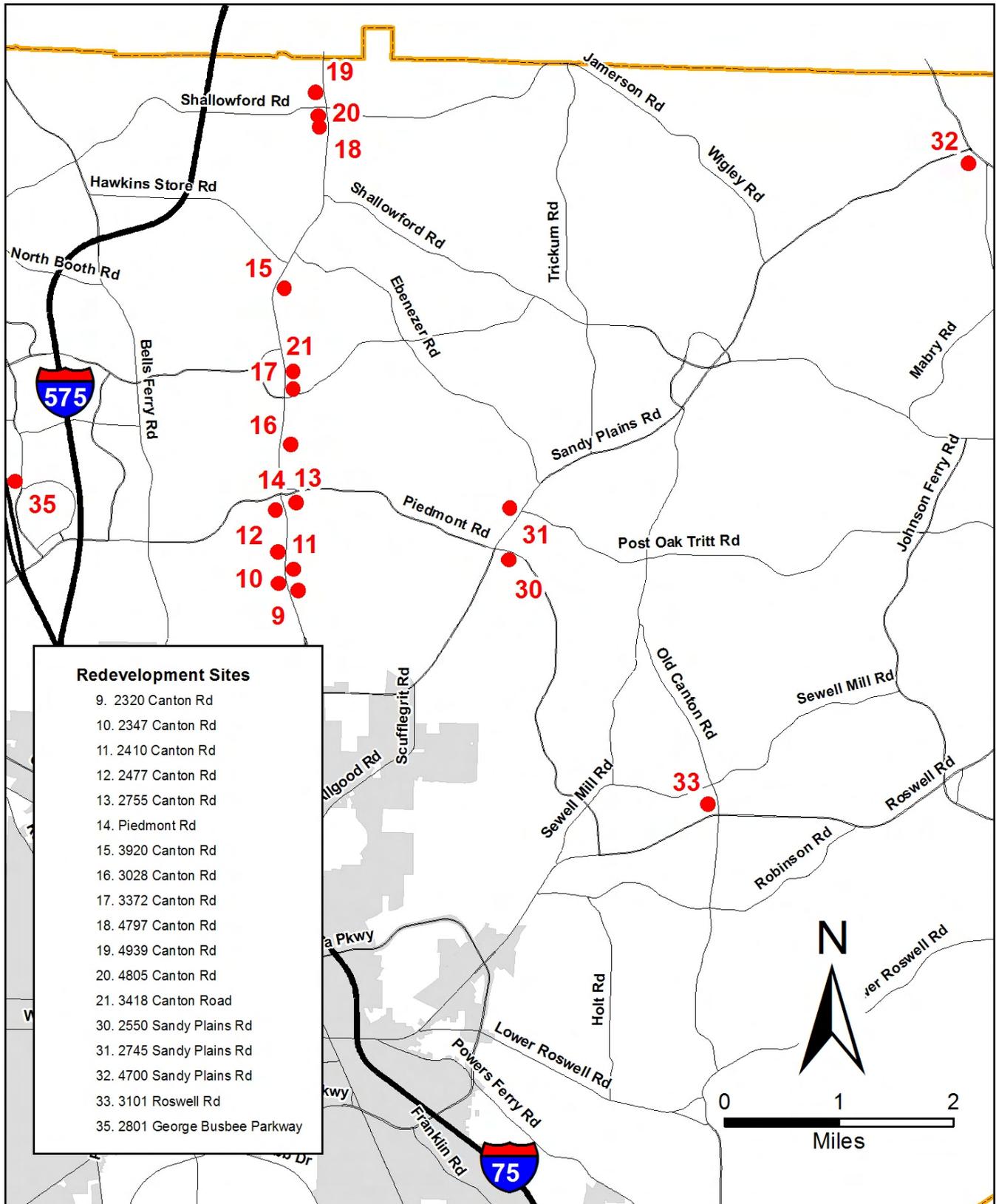
- None present and none proposed

## 2012 Comprehensive Plan Amendments - Staff Proposals (SP's)

SP	District	Description	Location	Current FLU	Proposed FLU	Maps	Page
1	All	Redevelopment Sites Inventory	Commercial Corridors in Cobb County	Various	Various	SP-1A SP-1B SP-1C	64
2	All	Update to the Corridor Study/Master Plan & Design Guidelines maps	County Wide	Various	Various	SP-2A SP-2B	69
3	All	Text revision to "Supplemental Plans"	County Wide	Various	Various	\	73
4	All	Priority Industrial Area	County Wide	Various	Various	\	75

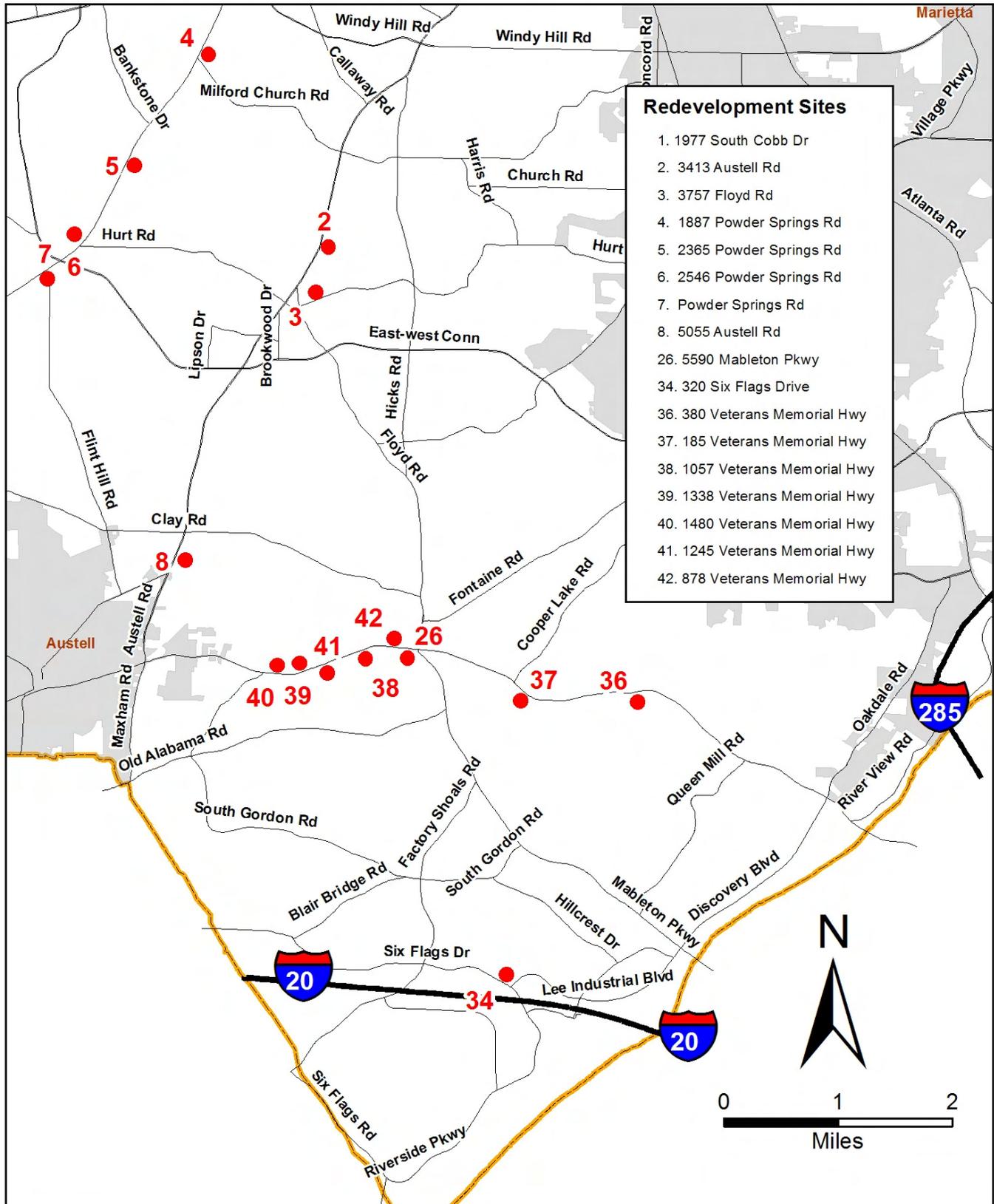
# REDEVELOPMENT SITES 2012

## SP-1A



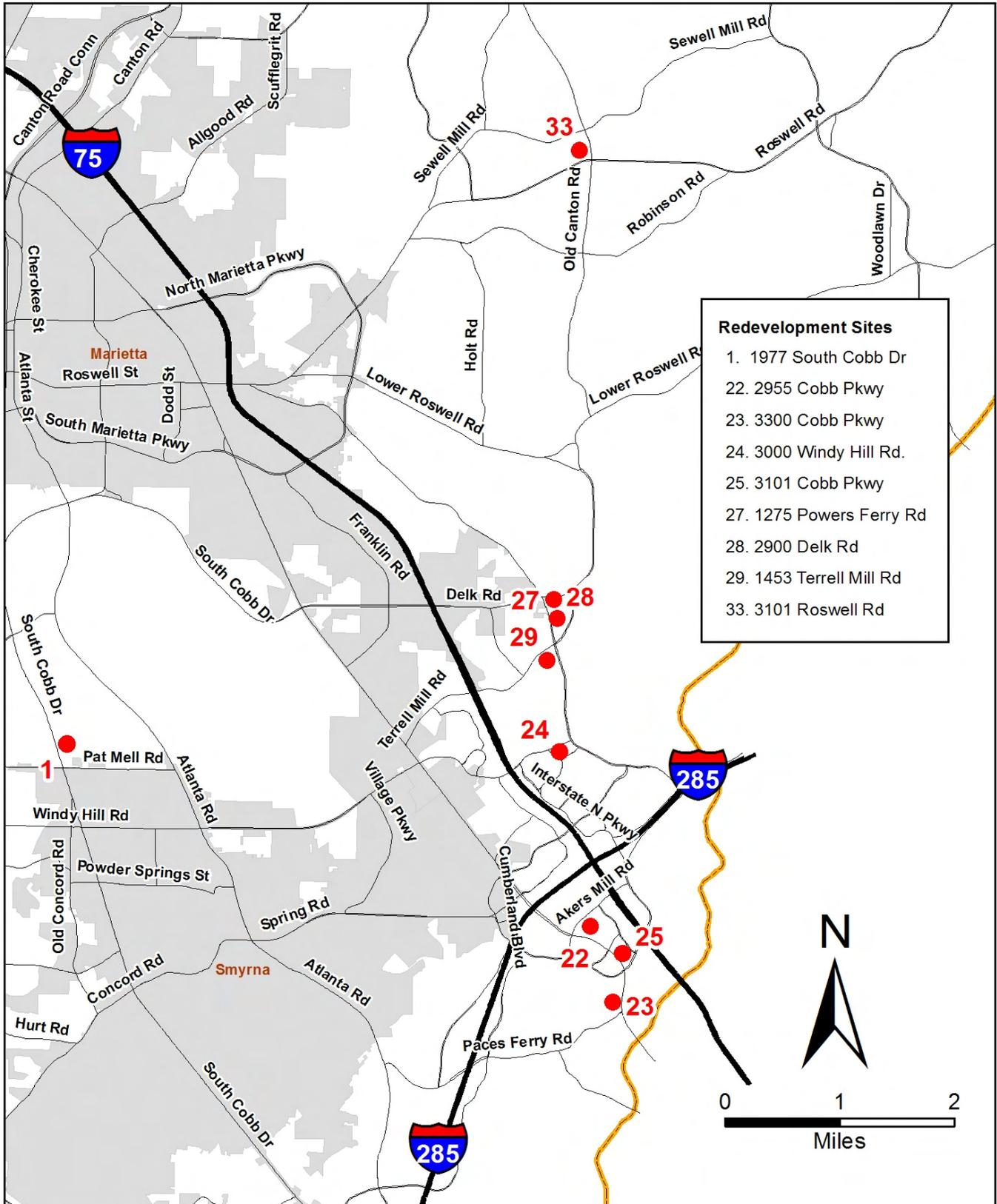
# REDEVELOPMENT SITES 2012

## SP-1B



# REDEVELOPMENT SITES 2012

## SP-1C



# SP - 1

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**COMMISSIONER DISTRICT:** All

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Commercial corridors in Cobb County

---

## **BACKGROUND:**

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

To amend the existing Appendix 21 (Redevelopment Sites) based upon an update to the Redevelopment Inventory through collaboration between the Community Development Agency and the Office of Economic Development. The methodology for undertaking the update has changed which has resulted in a revised list of redevelopment sites.

### **Definitions:**

The Redevelopment Sites inventory is an effort to identify commercial properties/strip centers that are in need of redevelopment or reinvestment. A methodology was created that evaluates buildings along commercial corridors in an effort to quantitatively compare various private commercial centers to help identify those that are most in need of investment. This effort enables properties to receive some economic incentives and marketing assistance to support redevelopment programs.

### **Planning History:**

The original Redevelopment Inventory was completed in 2001 and was updated in 2004. The methodology for the previous Redevelopment Inventory was to identify properties that could be encouraged to alter from commercial use to a mixed-use or residential use. Given the staff's additional knowledge about the development criteria for mixed-use projects as well as the changing economic landscape, it was necessary to alter the methodology with this most recent update to focus on sites requiring new investment rather than conversion to a different use.

## **ANALYSIS:**

These amendments to Appendix 21 are based upon an effort in 2011 by Community Development Agency and the Office of Economic Development staff to highlight redevelopment opportunities in Cobb County. This information was provided to the Board of Commissioners at a Work Session on October 25, 2011.

### **1) Applicable Goals from the Comp. Plan:**

1. Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region great places to live, learn, work, and play.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. 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 promote quality-of-life and attract additional employment opportunities.
2. Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

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

The Redevelopment Inventory used information and ideas provided in previous Master Plans and Corridor Studies to assist in locating the appropriate areas to support redevelopment activity.

**4) Adherence to Nodal Development Pattern:**

The effort to identify and support redevelopment of the county's existing commercial building stock provides the ability for commercial areas to receive new investment. This may alleviate tension to expand our existing commercial nodes in other areas of Cobb County by encouraging development where it already exists.

**5) Consistency with Revitalization Goals:**

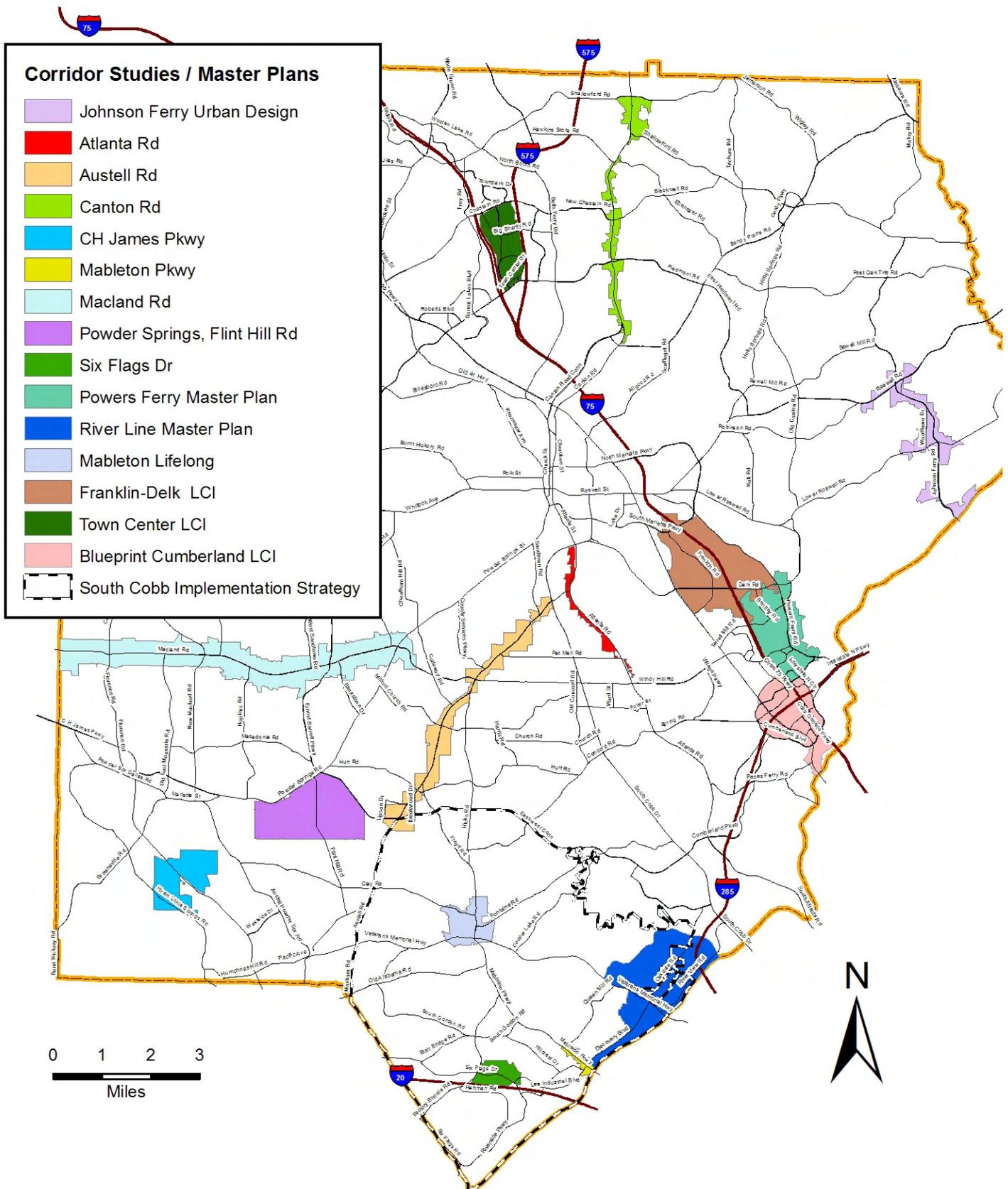
Cobb County has a stated goal to encourage revitalization in previously built areas that may need new investment. This is a fiscally responsible way of managing the county's land use policies because it encourages new investment in areas with infrastructure. The Redevelopment Inventory is a policy that is well aligned with the County's goal to encourage revitalization.

**6) Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

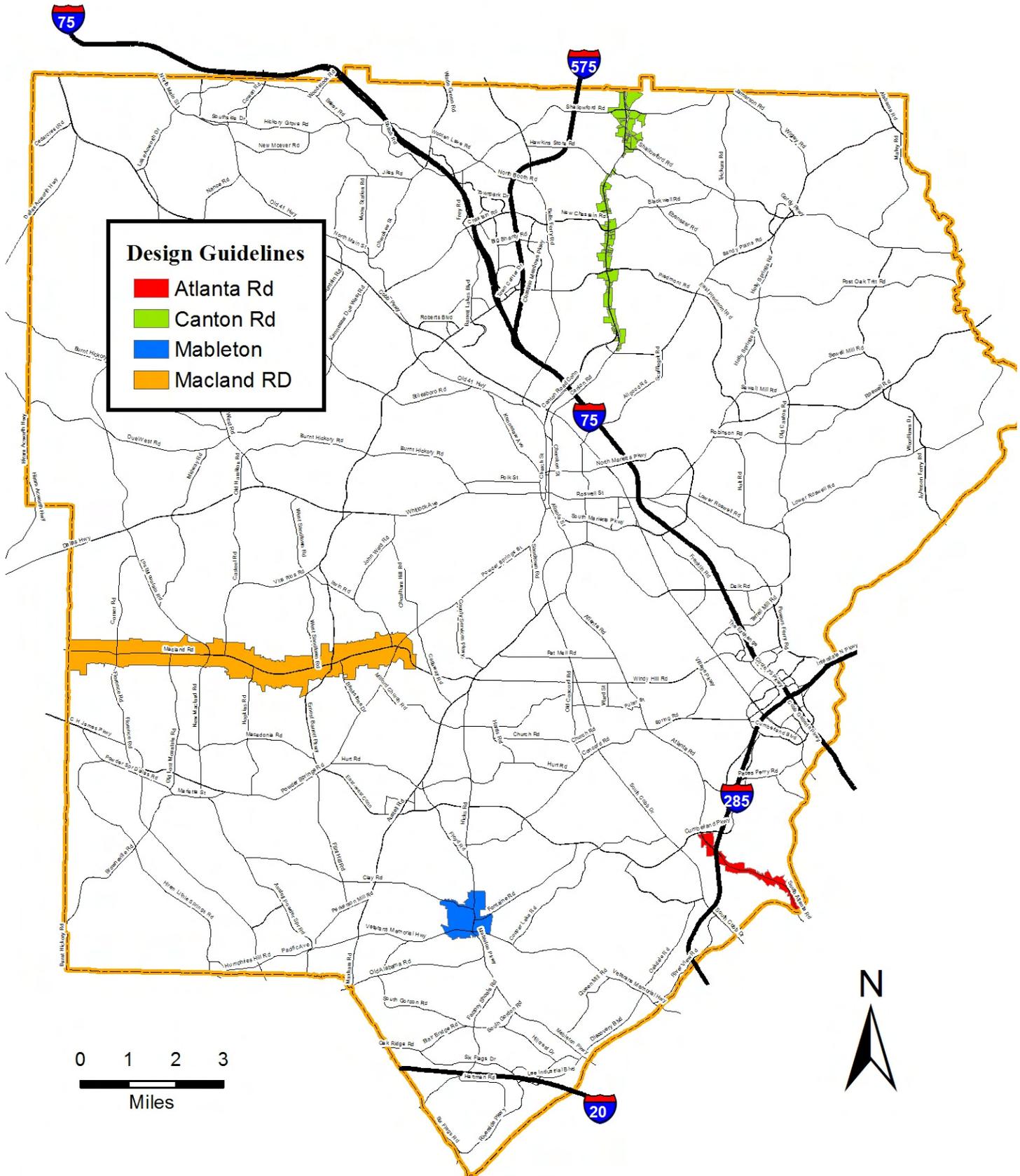
# CORRIDOR STUDIES / MASTER PLANS 2012

## SP-2A



# DESIGN GUIDELINES 2011

## SP-2B



## SP - 2

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**COMMISSIONER DISTRICT:** All

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** Johnson Ferry Road area, South Cobb, Mableton, and Town Center area.

---

### **BACKGROUND:**

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

To amend the existing Appendix 23 (Corridor Studies/Master Plans) and Appendix 24 (Design Guideline) maps in the Comprehensive Plan. Appendix 23 will add the Johnson Ferry Road Urban Design Plan, add the South Cobb Implementation Strategy, and adjust the Mableton LCI name and boundary per the adopted South Cobb Town Center: Mableton Lifelong Community. Appendix 24 will remove the Town Center Design Guidelines. These actions have been approved by the Board of Commissioners throughout 2011.

#### **Definitions:**

The Corridor Studies/Master Plans assist in identifying areas that have had more thorough analysis through a small area study. They help provide guidance to elected officials, appointed officials, staff, and the community regarding land use, transportation, and urban design in specific areas of the community.

The Design Guidelines will assist in providing a cohesive, distinctive, and common street and architecture design to the area. They will help create a corridor that is aesthetically pleasing and one that provides a visual harmony among the area. At the same time, guidelines are an effective way to reorganize the street in order to make it more functional and pedestrian friendly.

#### **Planning History:**

As a way of achieving the community vision and addressing many of the community's issues and opportunities in the county, Cobb periodically conducts special sub-area plans of various types. The Cobb County Comprehensive Plan, completed in 2007, contains a Supplemental Plans section in the Implementation Program. This section is designed to reference these sub-area plans that have been approved or accepted by the Board of Commissioners.

### **ANALYSIS:**

These amendments to Appendix 23 and 24 are based upon actions undertaken by the Board of Commissioners in 2011. This particular amendment will propose amending two appendix maps to the comprehensive plan highlighting the corridor studies/master plans and design guidelines areas. The Corridor Studies/Master Plans request inclusion of the Johnson Ferry Road Urban Design Plan and the South Cobb Implementation Strategy; as well as, adjusting the Mableton LCI name and boundary per the adopted South Cobb Town Center: Mableton

Lifelong Community for Appendix 23. Also, this amendment is requesting that the Town Center Design Guidelines be removed from Appendix 24 per the November 22, 2011 Board of Commissioners action.

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

1. Cobb is proud of being a regional leader and supportive partner in making the Atlanta Region great places to live, learn, work, and play.
2. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

1. 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 promote quality-of-life and attract additional employment opportunities.
2. Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

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

Not applicable

**4) Adherence to Nodal Development Pattern:**

Not applicable

**5) Consistency with Revitalization Goals:**

The South Cobb Town Center: Mableton Lifelong Community is in compliance with the Revitalization Goals established by Cobb County by assisting to transform the Historic Mableton area into a town center as has been done in areas like Smyrna and Duluth.

**6) Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

## SP - 3

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**COMMISSIONER DISTRICT:** All

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Not applicable

**GENERAL LOCATION:** County-wide

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### **BACKGROUND:**

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

To revise the text of the Supplemental Plans section of the Implementation Program in the Comprehensive Plan.

#### **Definitions:**

Not applicable

#### **Planning History:**

The Cobb County Comprehensive Plan, completed in 2007, contains a Supplemental Plans section in the Implementation Program. This section is designed to reference local area master plans and corridor studies that have been approved or accepted by the Board of Commissioners in order to incorporate them into the Comprehensive Plan.

### **ANALYSIS:**

There are two master plans and corridor studies that need to be added to the Supplemental Plans section. These studies cover a wide range of the county and have been approved or accepted by the Board of Commissioners.

### **TEXT AMENDMENT:**

The following is the proposed text revision for the Supplemental Plan:

#### **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 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 SuPurb LCI Plan; Town Center LCI Five-Year Update; Delk/Franklin LCI Plan; Austell Road Corridor Study LCI; Blueprint Cumberland I; Blueprint Cumberland II; 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 Plan; Cobb County Bicycle and Pedestrian Improvement Plan; Veterans Memorial Highway LCI Plan; South Cobb Town Center: Mableton Lifelong Communities Master Plan; South Cobb Implementation Strategy and the Johnson Ferry Road Urban Design Plan. 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.

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

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.
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.

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

1. 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.
2. Explore opportunities to improve quality-of-life through land use and transportation analysis in specific areas when necessary.

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

The incorporation of these plans into the Comprehensive Plan ensures consistency in goals and policies that help direct future efforts and investments.

**4) Adherence to Nodal Development Pattern:**

Not applicable

**5) Consistency with Revitalization Goals:**

Not applicable

**6) Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.

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**COMMISSIONER DISTRICT:** All

**ACREAGE:** Not applicable

**PARCEL ID NUMBER:** Not applicable

**EXISTING FUTURE LAND USE:** Not applicable

**PROPOSED FUTURE LAND USE:** Priority Industrial Area Overlay

**GENERAL LOCATION:** Specific industrial areas to be determined

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### **BACKGROUND:**

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

To amend the Comprehensive Plan and Future Land Use map to add a new overlay category called a Priority Industrial Area. The Priority Industrial Area is the implementation effort to support the Industrial Land Inventory and Protection Policy which was a joint program supporting future job growth through a collaborative effort between the Office of Economic Development and the Community Development Agency.

#### **Definitions:**

The Industrial Land Inventory and Protection is a document developed in 2008 and updated in 2011 that provides an understanding of the characteristics, practicality and challenges for industrial properties in Cobb County. The inventory assists in ensuring that there is an adequate supply of development-ready and desirable lands to accommodate the needs for a growing industrial market. It will also be used as a marketing database for the county's industrial land and regularly updated. The assessment will further improve Cobb's competitive position for Economic Development, which will enhance and create more employment opportunities. This item will also support two major growth industries identified as part of the Economic Development Strategy called the "Competitive Edge". The Priority Industrial Area is the mechanism developed through best practice research on how best to protect the most valuable industrial lands to ensure we have readily available opportunities to support employment producing land uses.

#### **Planning History:**

In 2009, the Cobb County Community Development Agency and Office of Economic Development completed the Industrial Land Inventory and Protection Policy. The study was conducted using market research and industry specific criteria used during the industrial site selection process. Each industrial area in Cobb County was analyzed based upon the criteria so we could understand and evaluate our competitive advantage regionally in regards to industrial site selection. Some areas in the county exhibited characteristics more desirable to industrial development while some may be more appropriate for alternate use considerations. As a means to improve our competitive advantage with industrial users, the document contains some economic development, transportation, and land use policies and implementation items.

Since then, county staff has been working to provide more detailed parcel specific information as it relates to industrial site selection; as well as, working with each of the six cities in Cobb County to incorporate municipal data. The additional industrial site analysis was prepared to ensure that all of Cobb is working together to

strengthen our industrial jobs base by marketing and protecting industrial job producing areas. Also, county staff is working with the Georgia Resource Center, an economic development entity consisting of public and private entities whose purpose is to bring new business and jobs into Georgia, to assist in prioritizing the sites to identify “priority” industrial areas to protect.

**TEXT AMENDMENT:**

Planning Division staff recommends the following language to be added to the Comprehensive Plan:

*Priority Industrial Area*

The purpose of the Priority Industrial Area (PIA) category is to support the strategic protection of the most important Industrial and Industrial Compatible land areas in unincorporated Cobb County. This future land use category is created to support the retention, expansion, and attraction of existing and new industrial firms into appropriate areas of Cobb County. The particular sites identified as PIAs are the areas that, through research, evaluation, and industrial site selection best practices, are the 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 the county 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 of this category.

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 alters its zoning designation to one which is not compatible with its existing industrial future land use category (Industrial or Industrial Compatible). 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 underlying future land use category. Allowable Zoning is determined by the underlying future land use category with the addition of zoning categories that would allow for the placement of technology and biomedical development and manufacturing centers.

#### ANALYSIS:

The Priority Industrial Area (PIA) is the land use policy implementation for the Industrial Land Inventory and Protection Policy. The intent of this amendment is to add language that would create a new Future Land Use category that can be placed on targeted Industrial (Ind) and Industrial Compatible (IC) areas with the intent of providing additional study and analysis if properties in these categories are proposed to be converted to an alternate land use or zoning category. At this point in time, staff is not recommending any areas to be included in this new category. Community Development and Economic Development staffs are in the process of working with the Georgia Resource Center to identify the areas that will be proposed for inclusion into this category. This will ensure that the Planning Commission and Board of Commissioners are comfortable with the requested approach to protecting targeted industrial lands prior to nominating specific sites.

#### **1) Applicable Goals from the Comp. Plan:**

1. Cobb County is a business-friendly community that supports business development and entrepreneurship. This orientation along with other attributes, has established Cobb as one of the best places to start a new business, expand an existing business, or relocate a company.

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

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.
2. Work toward diversifying the county's industrial and commercial base.
3. Support the growth of target industries.

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

The proposed new Future Land Use overlay, Priority Industrial Areas (PIA) is a land use policy component in implementing the Industrial Land Inventory and Protection Policy.

**4) Adherence to Nodal Development Pattern:**

Not applicable

**5) Consistency with Revitalization Goals:**

Not applicable

**6) Environment Impact:**

At this level of analysis, staff is not able to identify any known environmental resources, restraints or concerns that may be affected by this application.