

Northwest Cobb Land Vulnerability Study

OPEN HOUSE

June 9, 2014



Northwest Cobb Land Vulnerability Study

Welcome and thanks for coming out!

Tonight is an open house format, feel free to walk around and view the display boards.

Please take a look at the Draft Framework Plan and Specific Area Policy Guidelines associated with the Framework Plan

Any ideas, comments, or feedback you have can be written on the large notepads throughout the room or with a member of the staff

If you have any questions please ask a staff member

www.cobbcounty.org and search Northwest Cobb



Northwest Cobb Land Vulnerability Study

BACKGROUND

Why?

- Environmentally sensitive due to Lake Allatoona
- A mix of incompatible land uses
- Large volume of commuters passing through
- New transportation projects
- Emerging major developments
- Expecting future growth



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BACKGROUND

Goal

- Examine, identify and modify incompatible land uses and/or add new policy text associated with the study area to the 2030 Comprehensive Plan

Factors that to be considered

- Demographics
- Land Use
- New developments (Study area & beyond)
- Transportation infrastructure and new projects
- Environment (Lake Allatoona)
- Sewer Capacity



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BACKGROUND

Process

- Examine existing conditions - *Complete*
- Establish land use scenarios - *Complete*
- Public meeting #1 - *Complete*
- Draft Framework Plan & Policy Guidelines - *Complete*
- **Public meeting #2 Open House - Tonight**
- Brief PC and BOC on project and request consideration - *July*



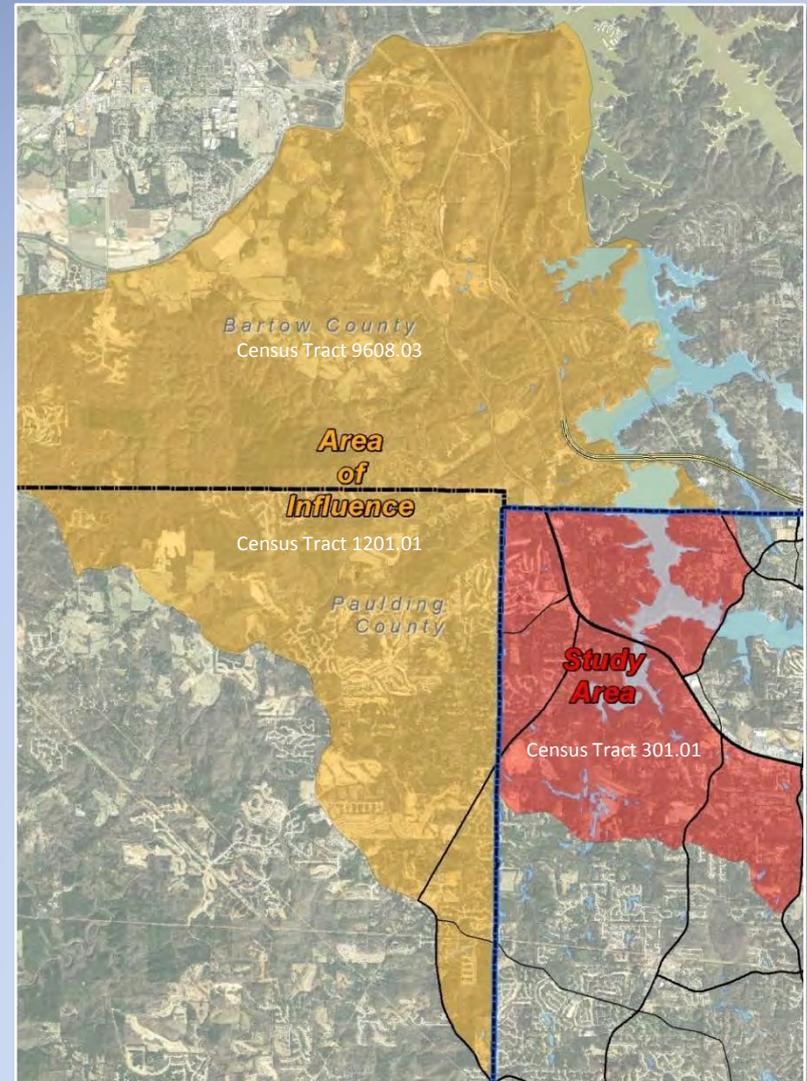
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STUDY AREA:

- Boundary Follows Census Tract 301.01
- West/North Boundary: Cobb County Line
- East Boundary: Old Highway 41
Lake Acworth Dr.
Cobb Pkwy.
Acworth Due West Rd.
- South Boundary: Old Stilesboro Rd.

AREAS OF INFLUENCE:

- Northeastern Paulding County
– Census Tract 1201.01
- Southeastern Bartow County
– Census Tract 9608.03
- Impacts Study Area: Demographic, Land Use, Transportation & Water



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DEMOGRAPHICS

Population Projections

- Growth to continue for all three areas
- Particularly Paulding County & Bartow County (lots of undeveloped land)
- Study area at a slower pace (not a lot of undeveloped land)

Population	2000	2010	% Increase
State of Georgia	8,186,453	9,687,653	18.3
Study Area	5,864	7,062	20.4
Area of Influence Paulding	4,400	12,406	181.9
Area of Influence Bartow	4,423	5,149	16.4
Population Projections		% Increase from 2010 to 2040	
Study Area			39.5
Area of Influence Paulding			80.7
Area of Influence Bartow			81.7

Source: U.S. Census Bureau & ARC

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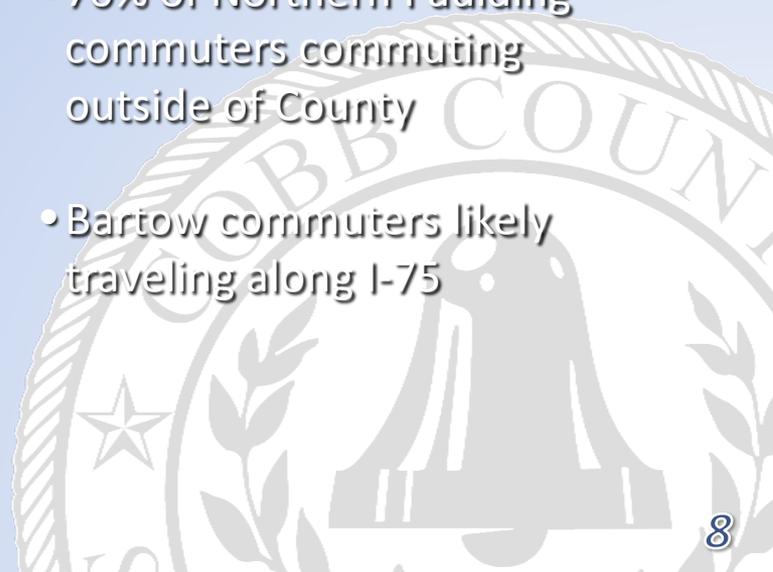
DEMOGRAPHICS

Employment	2010 In Labor Force	Mean Travel Time (mins.)
Cobb		28.8
Study Area	5,149	34
Northern Paulding (1201.01, 1202.02, 1203.03, 1204.04)	14,462	41
Area of Influence Bartow	2,539	30

Source: U.S. Census Bureau

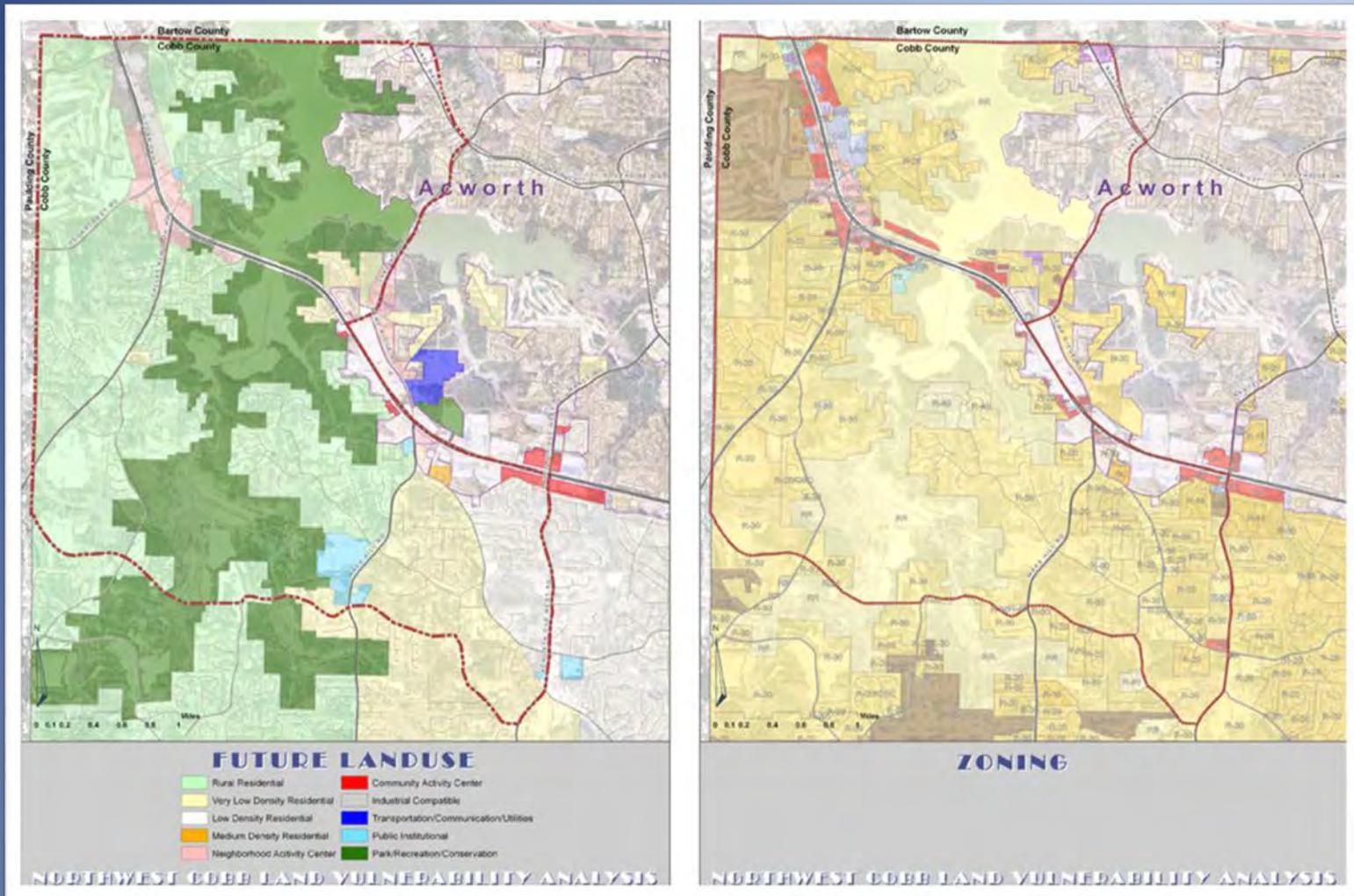
Employment

- Most commuters traveling outside of area
- Mean travel time for all of Northern Paulding is 41 mins.
- 70% of Northern Paulding commuters commuting outside of County
- Bartow commuters likely traveling along I-75



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LAND USE



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NEW DEVELOPMENTS

Developments of Regional Impact

- LakePoint Sporting Community & Town Center:
City of Emerson (Bartow County)
\$1 billion sporting complex
1,200+ acres
1,883,000 sf. Retail, 551,000 sf. Office, 600,000 Mixed Use
26,000 Jobs expected on site and complimentary uses
Nov. 1, 2012 – Groundbreaking ceremony
www.lakepointsports.com
- Acworth Health Park with Retail and Restaurants
380,000 medical and professional offices
140,000 retail and restaurant
400,000 sf. Church



"EMERSON, Georgia (May 8, 2014) - LakePoint Sporting Community, the world's largest sports vacation destination..."

- Northwest Georgia News, May 8, 2014



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NEW DEVELOPMENTS

Study Area Developments

- **Governors Towne Club:**
Single Family Residential
1.33 upa
142 VDL out of 506 lots
- **New Commercial Development**
Rezoned GC to NRC
Office, Small retail & restaurant
Open air park
140,000 retail and restaurant
- **Total of 181 VDL's within other smaller scale subdivisions within the Cobb study area.**

Source: Metrostudy Fall 2012

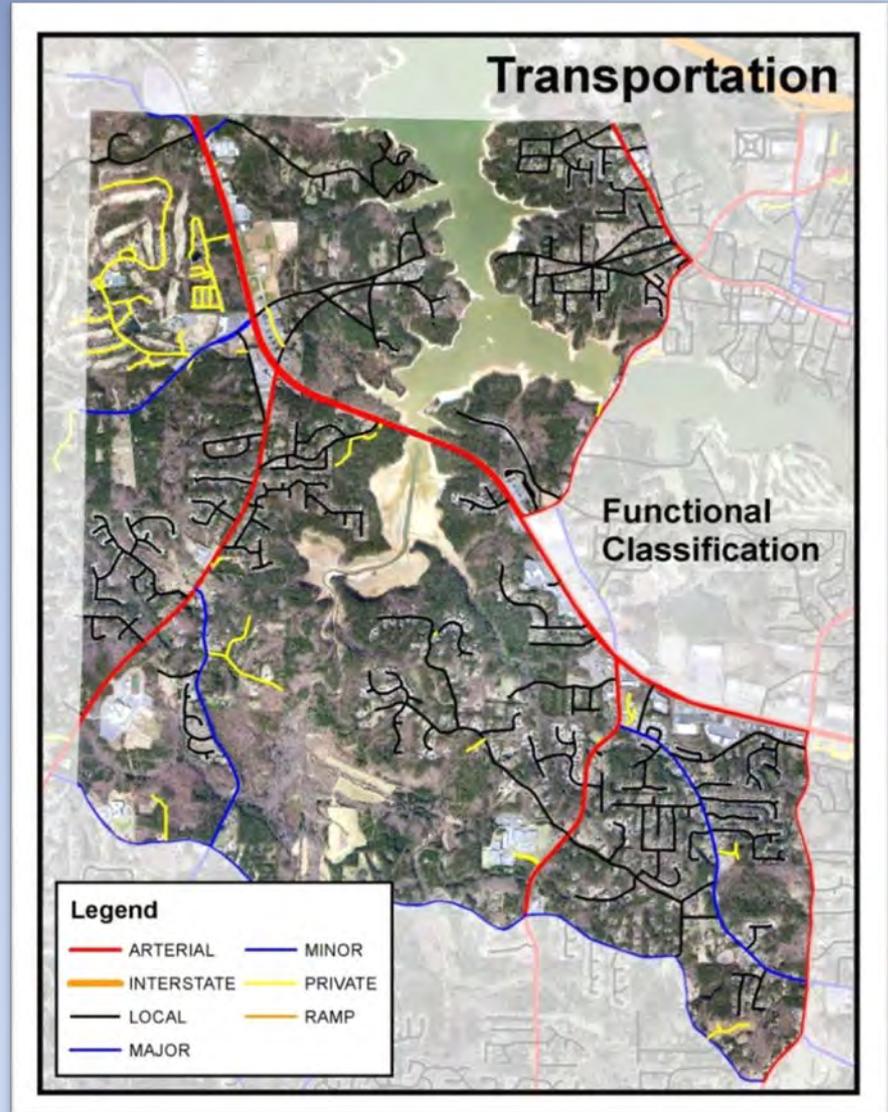


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TRANSPORTATION

Existing Transportation Classification

- Arterials:
 - U.S. Highway 41 (Cobb Parkway)
 - State Route 92
 - Lake Acworth Drive
 - Mars Hill Road
- Major/Minor Collectors:
 - Cedarcrest Road
 - Cheatham Road
 - Mars Hill Church Road
 - Old Stilesboro Road

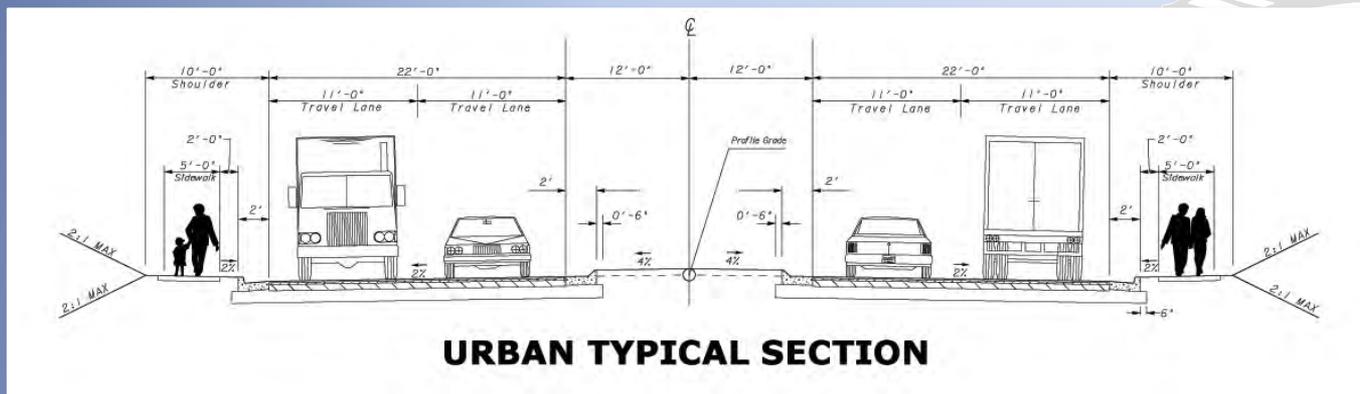


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TRANSPORTATION

New Projects

- Cedarcrest Road Widening:
 - In design phase / ROW acquisition
 - 4 lanes w/ 20' median
 - 2 projects (one in Cobb the other Paulding)
 - Local funds (SPLOST) and Federal Highway Funds
- State Route 92/Lake Acworth Drive:
 - GDOT project
 - Currently in design phase
 - 4 lanes
 - Construction as been approved for 2018



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TRANSPORTATION

New Projects (Cont.)

- I-75/Third Army Road Interchange:
 - Proposed Interchange at I-75
 - Proposed roadway between U.S. 41 and I-75
 - Proposed grade separated interchange with U.S. 41
 - Scoping phase
 - Currently not funded
- Other Projects Include:
 - Cobb Parkway/State Route 92 Intersection improvements
 - Cobb Parkway/Mars Hill Road Intersection improvements
 - Old Stilesboro Road bridge replacement over Little Allatoona Creek
 - Resurfacing Cobb Parkway from Bells Ferry to Bartow County



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WATER, STORMWATER & ON-SITE MANAGEMENT OF SEWER

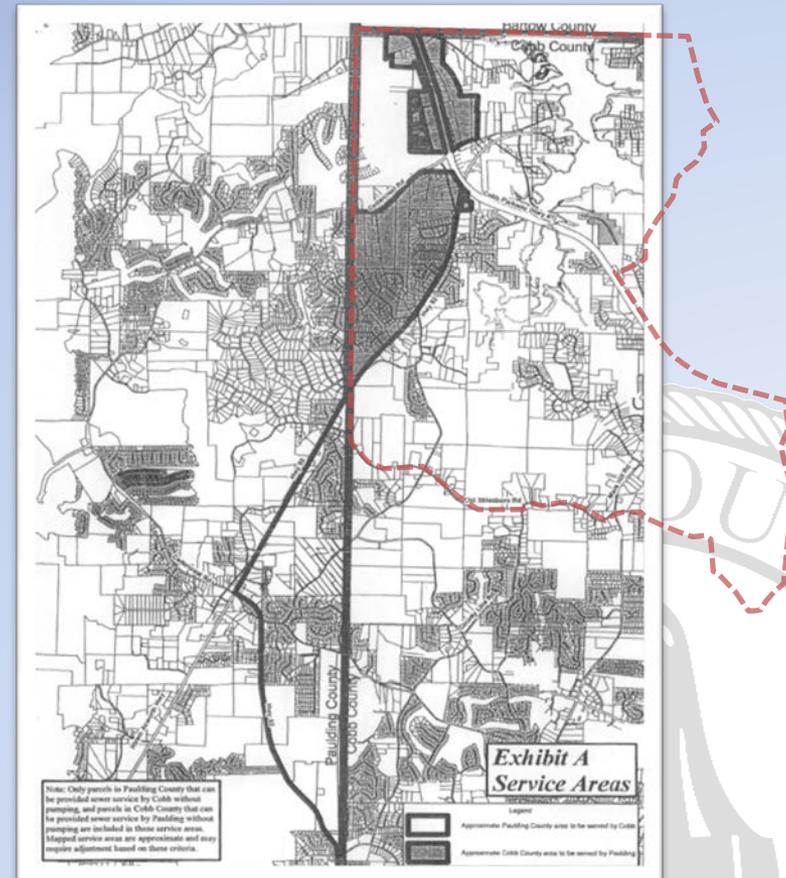
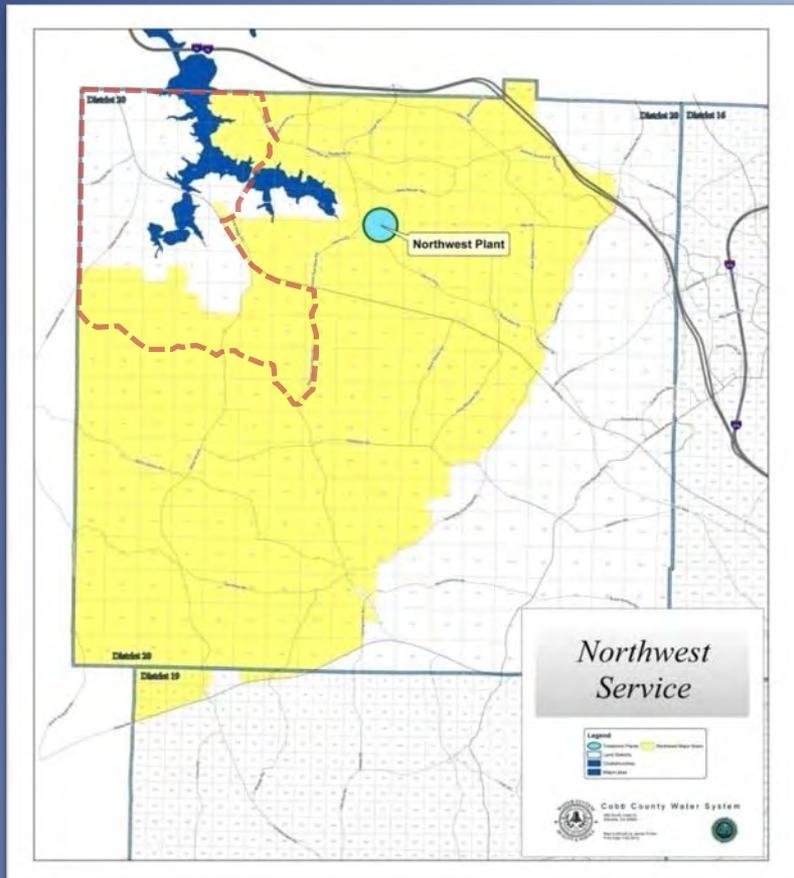
- Stormwater is critical, due to Lake Allatoona being a source of drinking water for Cobb, Cherokee and Bartow Counties
- Non-point source pollution impact on the lake
- Most residential lots east of HWY 41 on septic
- Isolated septic failures



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WATER, STORMWATER & ON-SITE MANAGEMENT OF SEWER

- Portion of the northwest study area is covered under the Paulding Water Agreement



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DEVELOPABLE LAND

NORTHWEST COBB LAND VULNERABILITY ANALYSIS

- Developable land including land undeveloped as well as feasible to be developed
- Anticipated developable land excluding such land as below:
 - Waterbody and 50-year floodplain
 - Government and military land
 - Public street and infrastructure
 - Developments unlikely to change

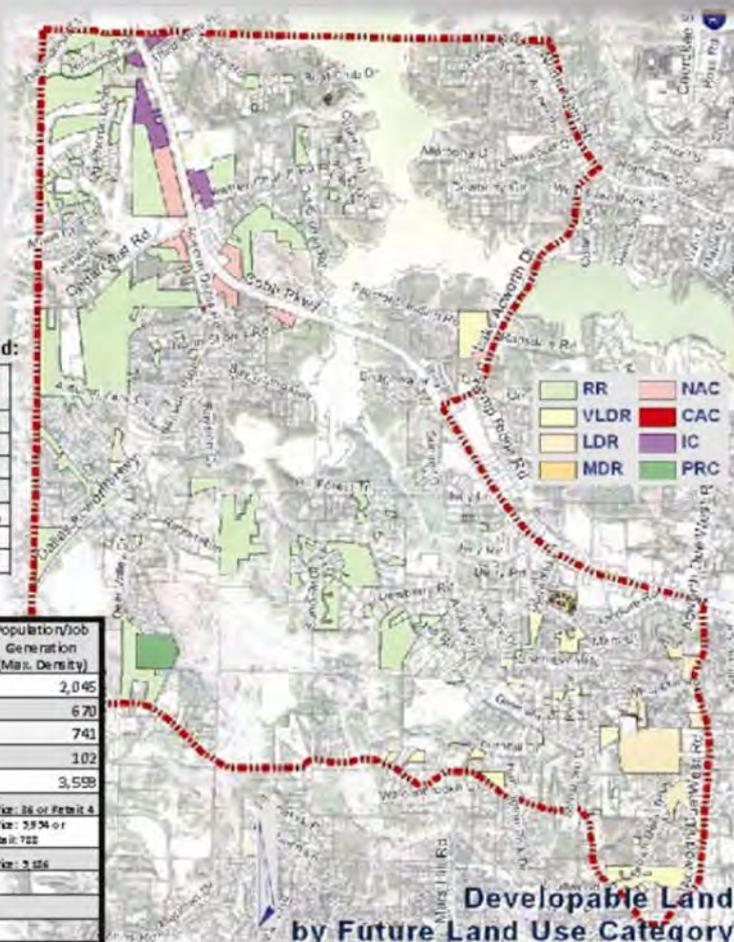
Assumptions:

- An average of 945 square feet per worker in retail and service buildings. (From The Energy Information Administration's (US Department of Energy) 1995 Commercial Buildings Energy Consumption Survey)
- The appropriate private sector average of 250 square feet per worker in office buildings. (From Office Space Use Review by U.S. General Services Administration in 1997)
- An average household size of 2.84 in study area (From U.S. Census Bureau 2010 SF1 100% Data)

Future Land Use Standard:

Use	Units Per Acre	FAR (Max.)
RR	0-1	
VLDR	0-2	
LDR	1-2.5	
MDR	2.5-5	
CAC		Office:0.75 Retail:0.25
NAC		Office:0.3 Retail:0.25
IC		Office:0.75

Land Use	Area_Ac re	Building_Units/SQFT (Mid. Density)	Population/Job Generation (Mid. Density)	Building_Units/SQFT (Max. Density)	Population/Job Generation (Max. Density)
RR	720.08	360	1,022	720	2,045
VLDR	138.17	118	335	236	670
LDR	104.28	382	517	261	743
MDR	7.13	27	77	36	102
Total Residential	949.66	687	1,951	1,253	3,558
CAC	0.27	Office:6,443 or Retail:1,451	Office:15 or Retail:2	Office:3,226 or Retail:2,942	Office:26 or Retail:4
NAC	68.34	Office:744,222 or Retail:572,112	Office:2,877 or Retail:594	Office:1,422,443 or Retail:744,222	Office:3934 or Retail:722
IC	39.69	Office:648,336	Office:2,783	Office:1,286,672	Office:3,156
PRC	26.72				
Total Other Uses	135.03				
Grand Total	1,084.69				

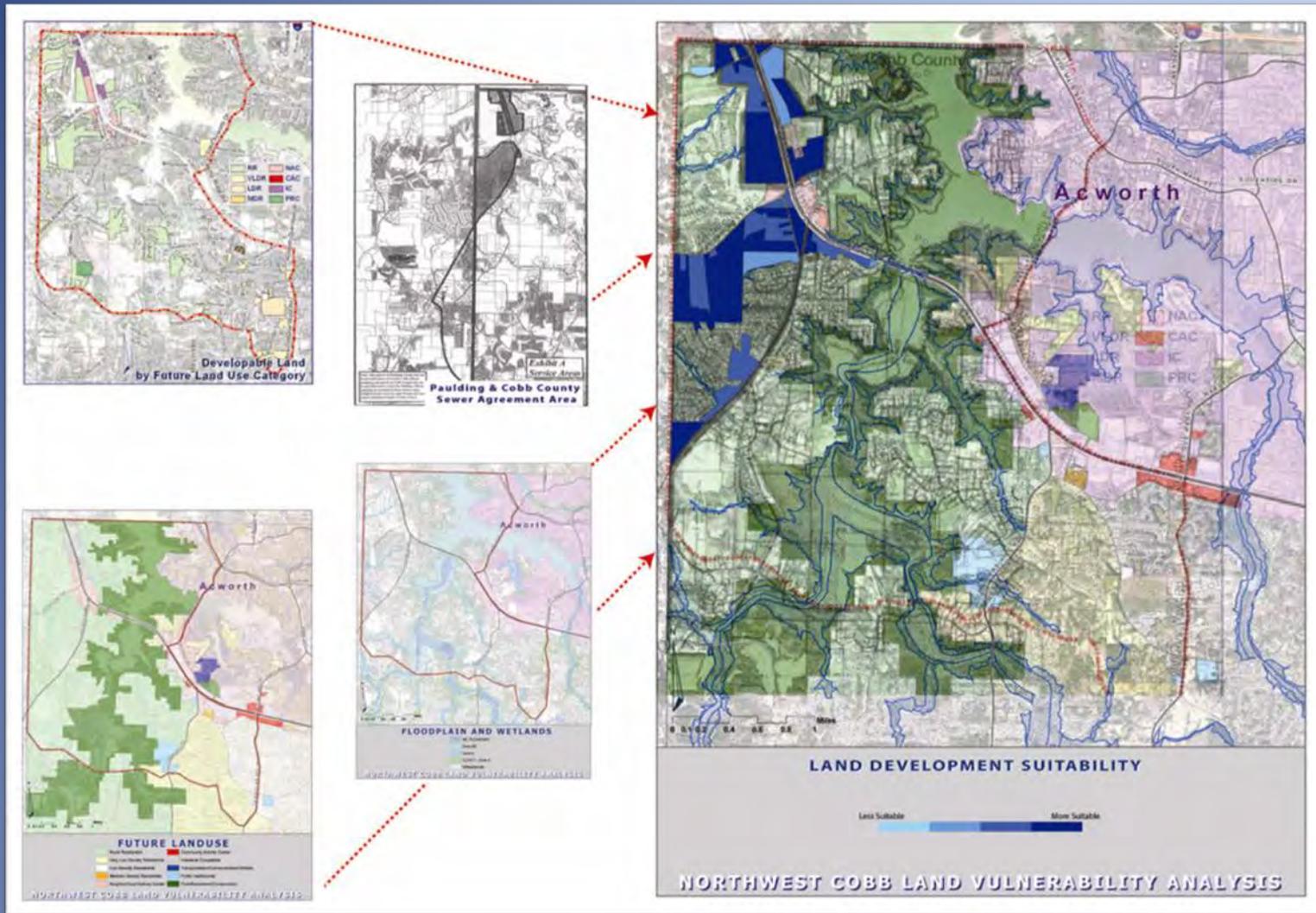


Developable Land by Future Land Use Category

DEVELOPABLE LAND

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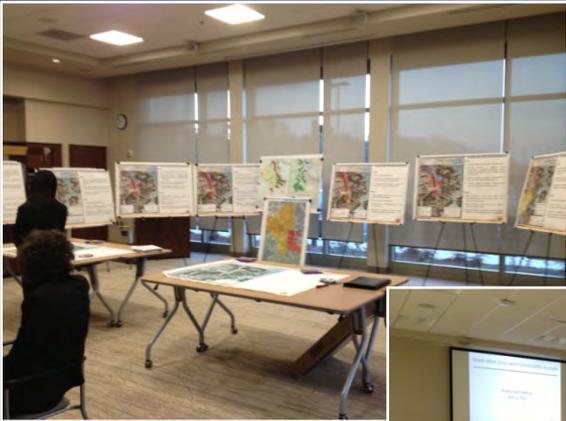
LAND DEVELOPMENT SUITABILITY



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PUBLIC MEETING #1

- 53 residents, property owners, and business owners attended
- Existing conditions presentation was conducted
- Community provided comments based on several scenarios that were provided

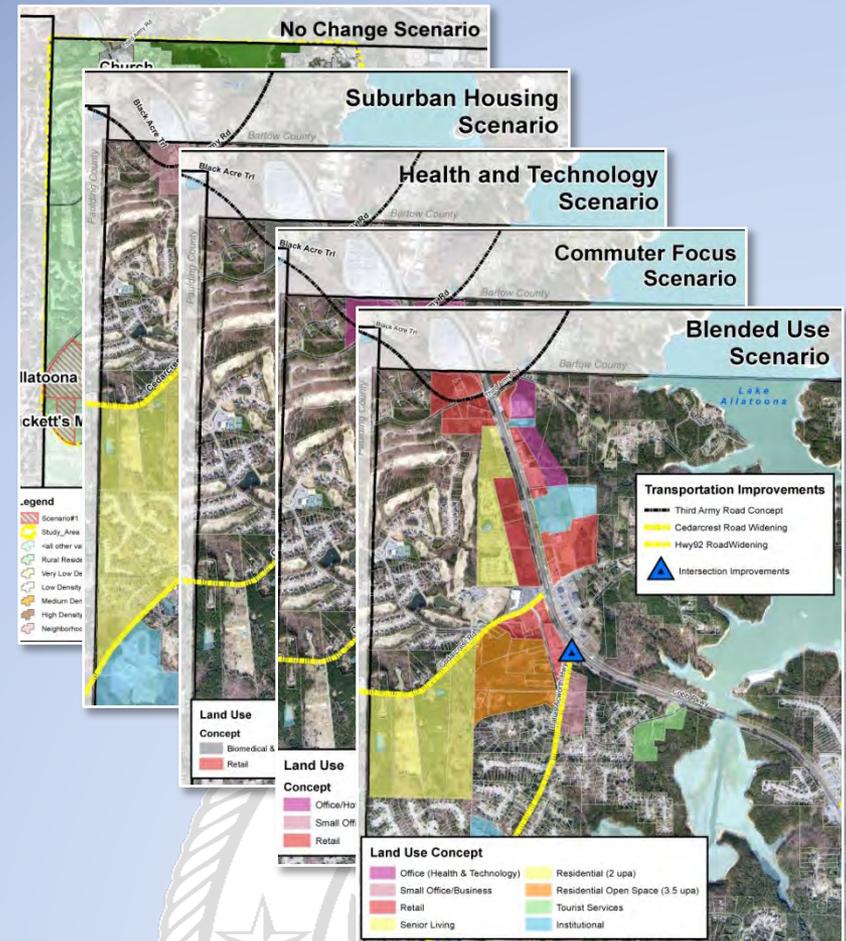


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PUBLIC MEETING #1

Community Feedback

- Rural Residential to remain east of Cobb Pkwy.
- Protect the Lake
- Do not use the “No Change” Scenario
- There is insufficient zoning for restaurants, services and local offices to prevent commuting in/out of area
- Need more sewer to protect environment
- Plan for hotel, restaurants, medical offices
- No Apartments
- Less housing & more recreation
- Nodal concept of development
- Mixed Uses
- More mobility



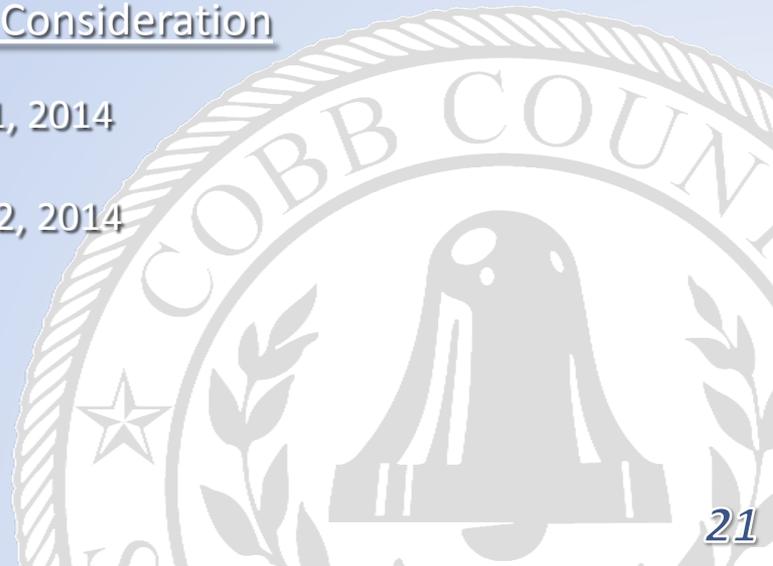
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NW Cobb Land Vulnerability Study Consideration

Planning Commission on July 1, 2014

Board of Commissioners July 22, 2014



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Thank you!

If you have any questions please ask a member of Staff

Please provide comments on the large notepads or go to www.cobbcounty.org and search Northwest Cobb to provide comments

Contact: phillip.westbrook@cobbcounty.org or 770-826-5428

