

# Northwest Cobb Land Vulnerability Analysis

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## Public Meeting

April 2, 2013



*Cobb County...Expect the Best!*

# Northwest Cobb Land Vulnerability Analysis

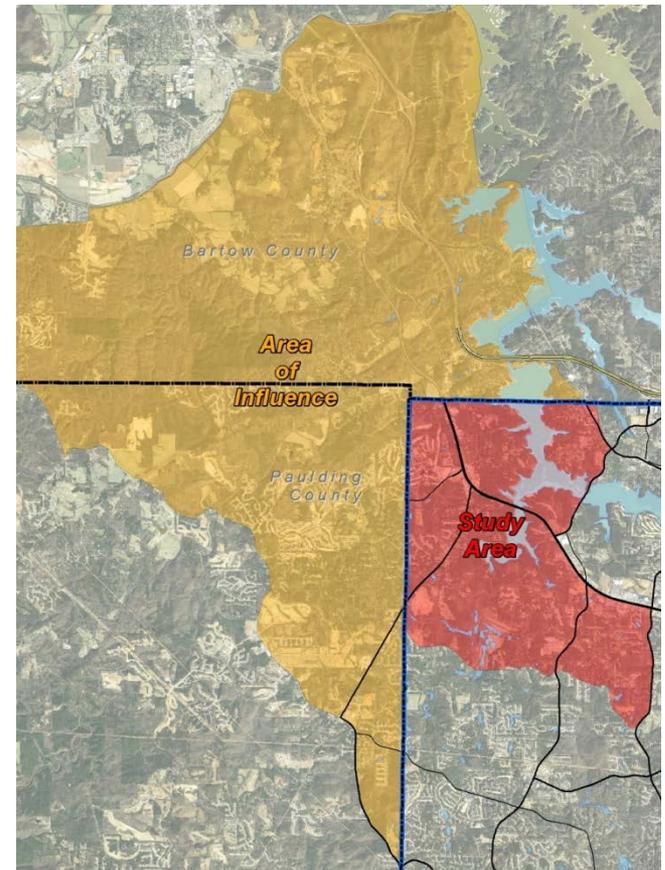
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## Goal

- 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



# Northwest Cobb Land Vulnerability Analysis

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## Why?

- One of the areas of the county that continues to grow
- Environmentally sensitive due to Lake Allatoona
- A mix of incompatible land uses
- Large volume of commuters passing through
- New transportation projects

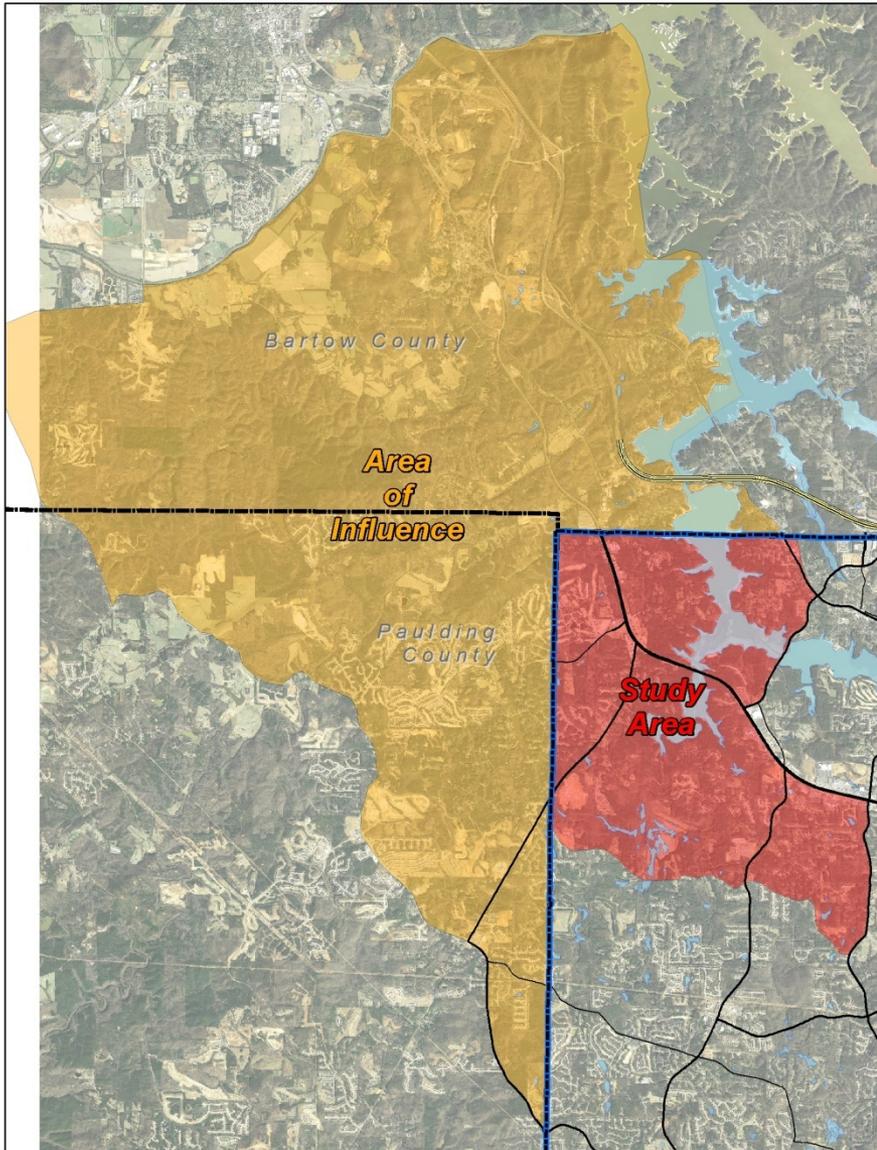
# Northwest Cobb Land Vulnerability Analysis

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## Process

- Examine existing conditions
- Establish land use scenarios
- Coordinate with adjacent jurisdictions
- Initial Public meeting to gather input
- Additional Public meeting to finalize concept plan
- Brief PC and BOC on project and actions for final adoption
- Amend 2030 Comprehensive Plan per recommendations from analysis

# Northwest Cobb Land Vulnerability Study



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## Study Area:

- Boundary follows census tract 301.01
- West/North boundary is 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

# Northwest Cobb Land Vulnerability Study

Factor: Demographics

Population	2000	2010	% Change
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		% Change 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

## Population

- Study Area and Bartow consistent with State
- Paulding saw significant growth in population

## Population Projections

- Growth to continue for all three areas
- Particularly Paulding County
- Study area at a slower pace

# Northwest Cobb Land Vulnerability Study

Factor: Demographics

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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

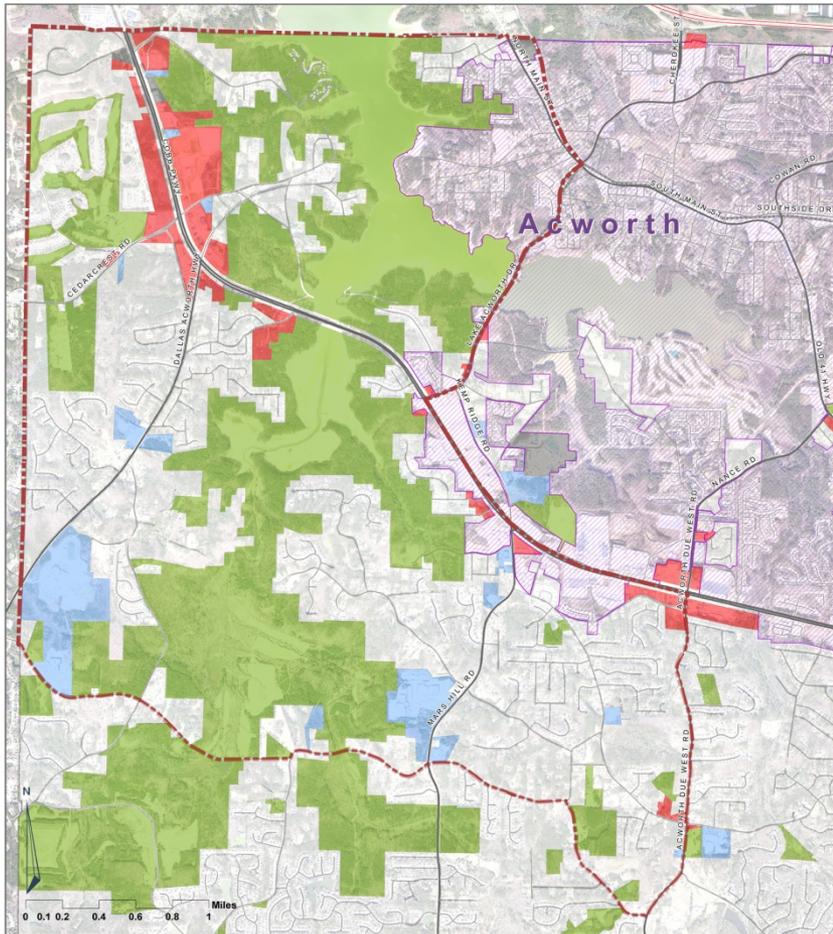
Source: U.S. Census Bureau

## 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

# Northwest Cobb Land Vulnerability Study

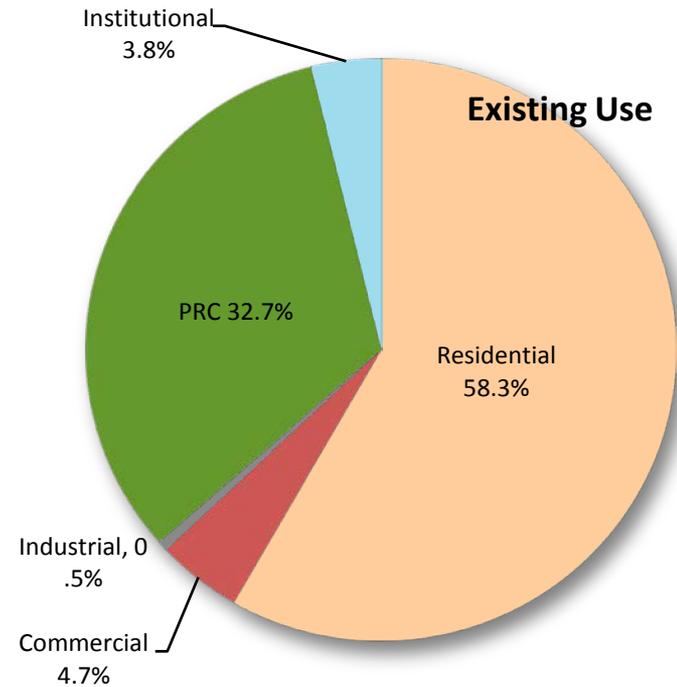
Factor: Land Use



## EXISTING LAND USE

- |                 |  |
|-----------------|--|
| RES Residential | TCU Transportation/Communication/Utilities |
| COM Commercial  | IND Industrial                             |
| MX Mixed-Use    | PRC Parks/Recreation/Conservation          |
| CIV Civic       |  |

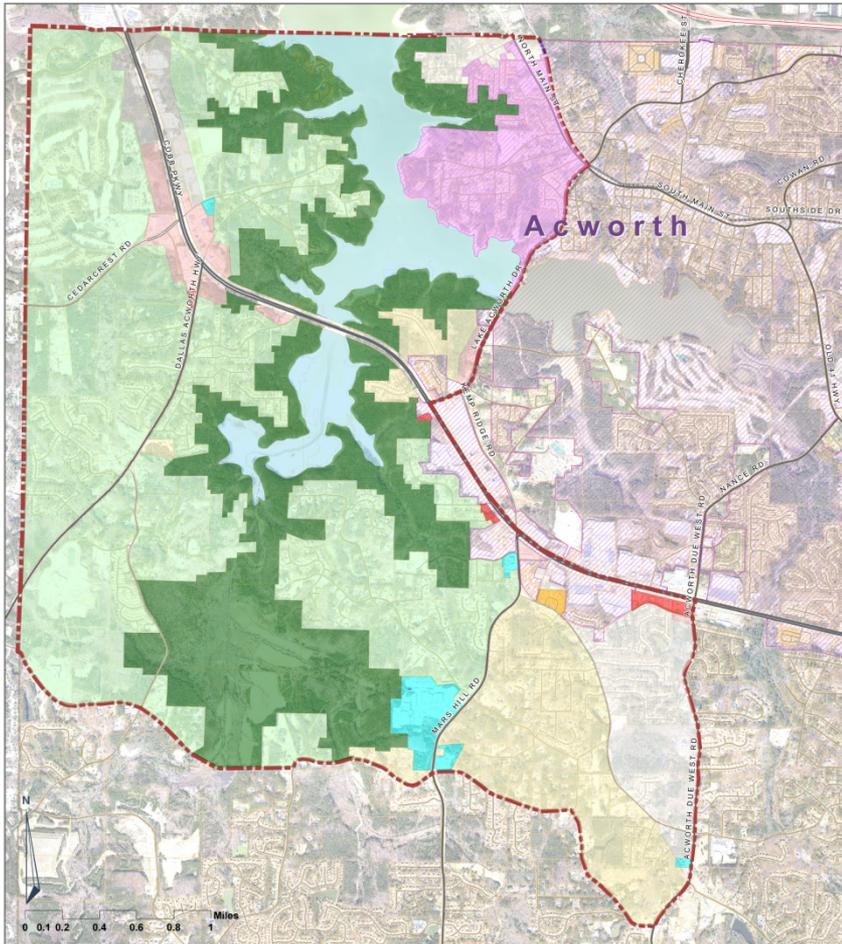
NORTHWEST COBB LAND VULNERABILITY ANALYSIS





# Northwest Cobb Land Vulnerability Study

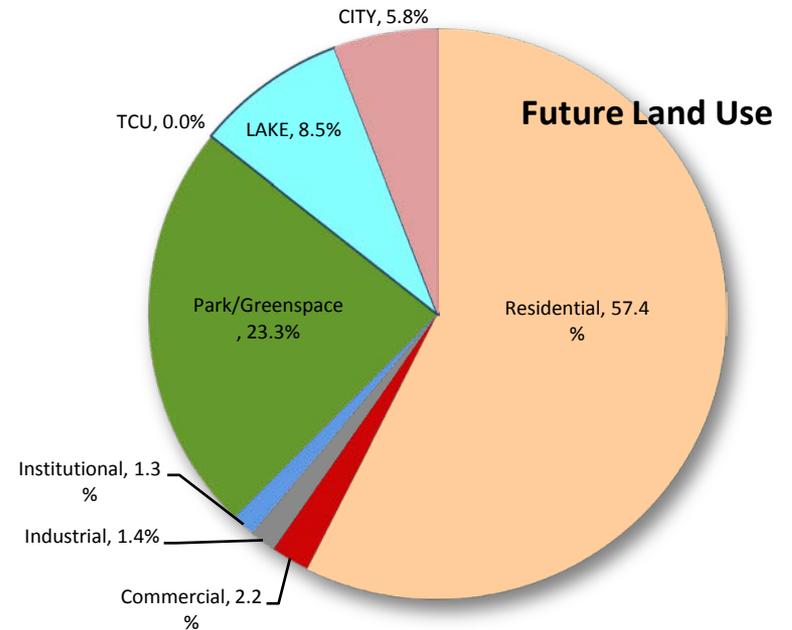
Factor: Land Use



## FUTURE LANDUSE

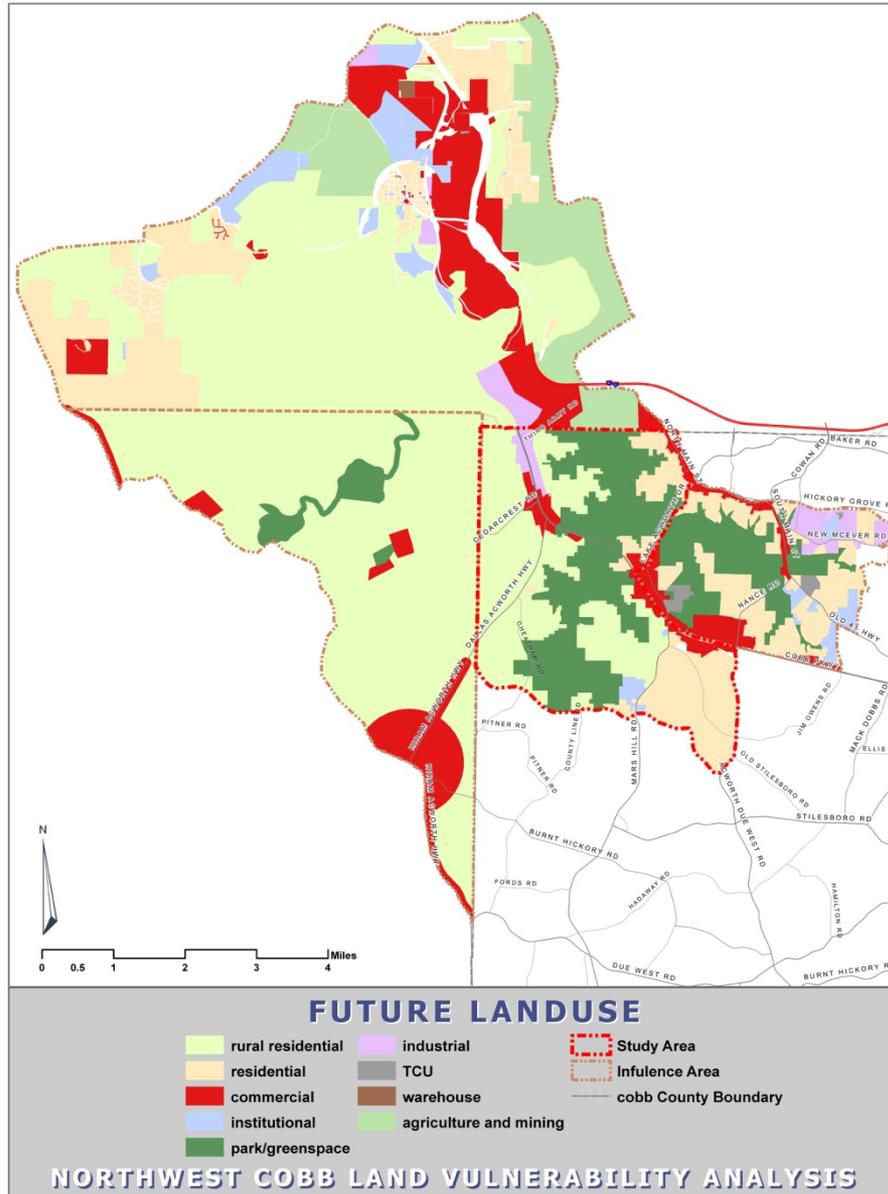


NORTHWEST COBB LAND VULNERABILITY ANALYSIS



# Northwest Cobb Land Vulnerability Study

Factor: Land Use



# Northwest Cobb Land Vulnerability Study

Factor: New Developments

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## 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](http://www.lakepointsports.com)
- Acworth Health Park with Retail and Restaurants
  - 400,000 sf Church
  - 380,000 medical and professional offices
  - 140,000 retail and restaurant

# Northwest Cobb Land Vulnerability Study

Factor: New Developments

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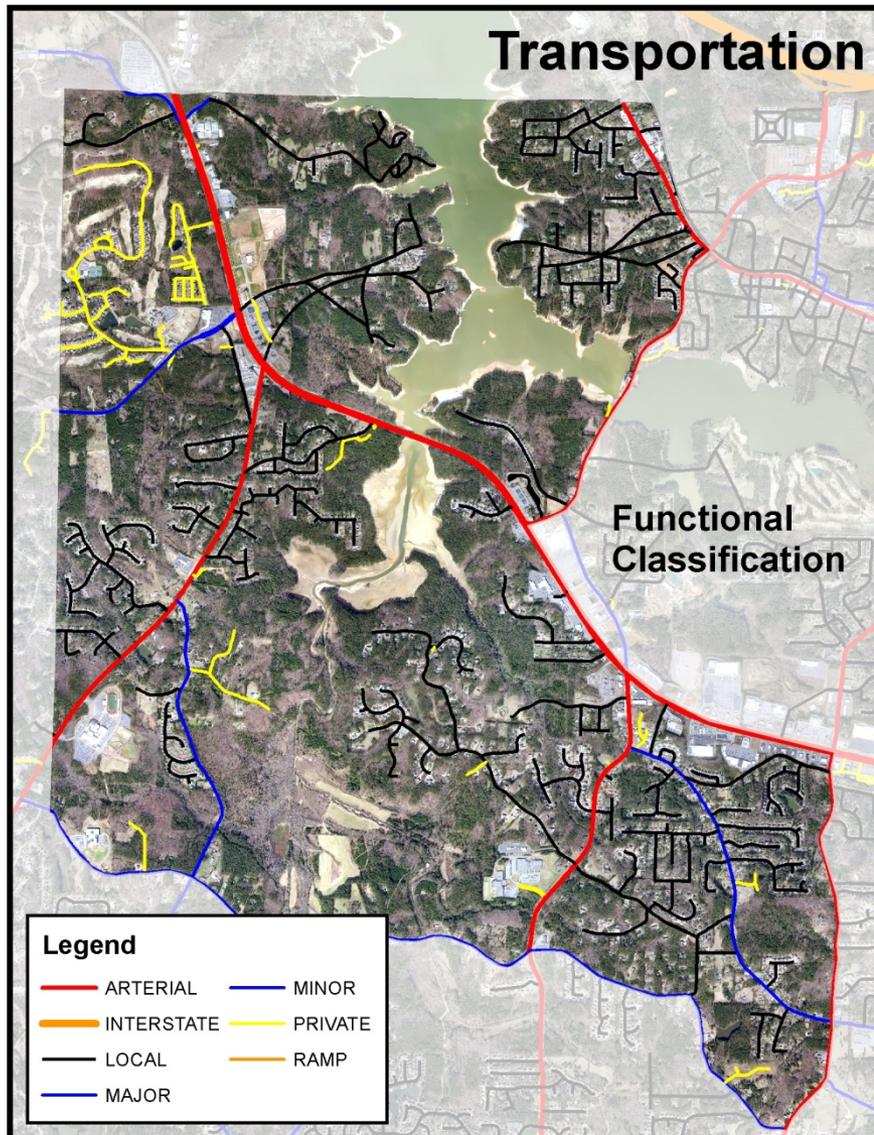
## Study Area Developments

- **Governors Town Club:**
  - Single Family Residential
  - 1.33 upa
  - 142 VDL out of 506 lots
- **New Commercial Development Cobb Parkway and Cedarcrest Road**
  - Rezoned GC to NRC
  - Office, Small retail & restaurant, open air park
  - 140,000 retail and restaurant
- **Total of 220 VDL's within other smaller scale subdivisions within the Cobb study area.**

*Source: Metrostudy Fall 2012*

# Northwest Cobb Land Vulnerability Study

Factor: Transportation Infrastructure and new projects



## Transportation

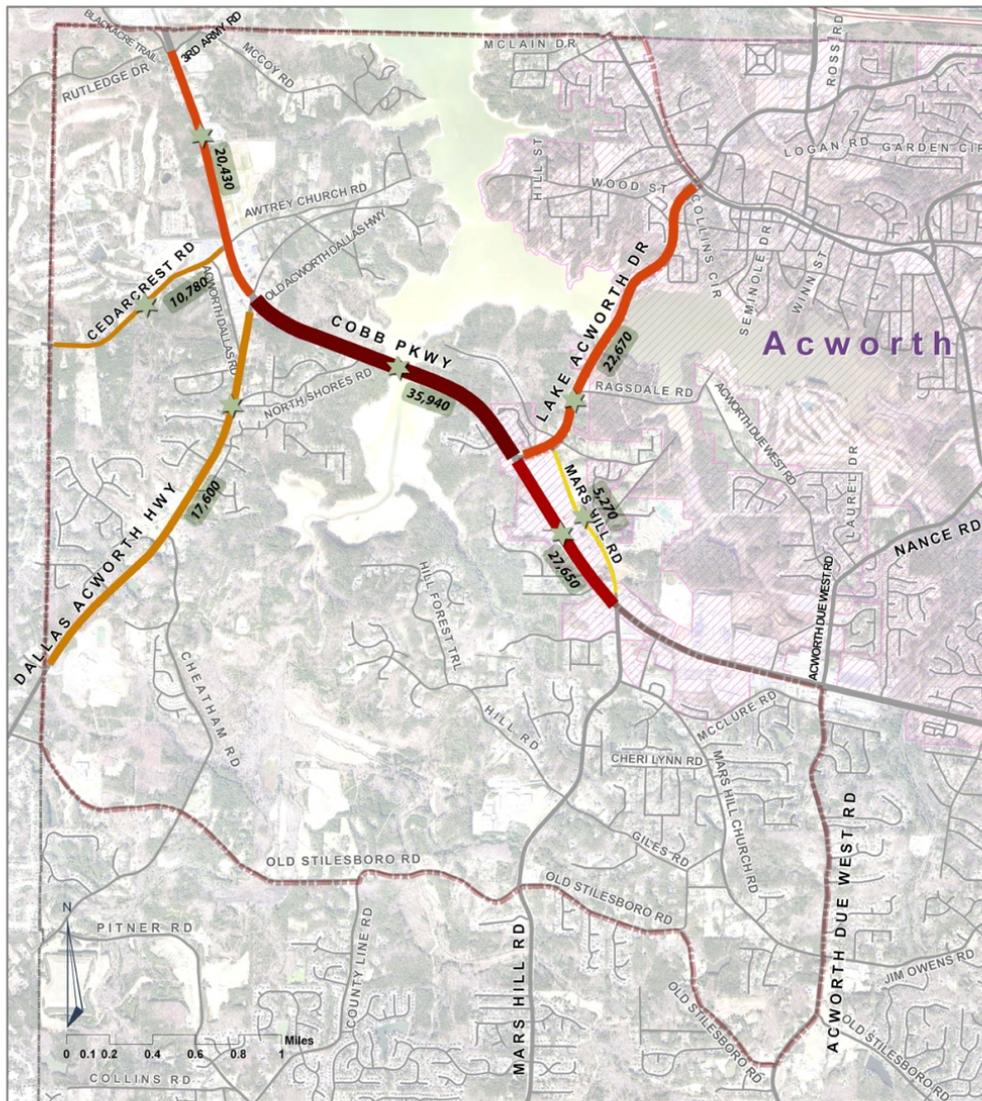
### Classification

- 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



## EXISTING TRAFFIC ANALYSIS

### Average Daily Trips



## NORTHWEST COBB LAND VULNERABILITY ANALYSIS



# Northwest Cobb Land Vulnerability Study

Factor: Transportation Infrastructure and new projects

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## New Transportation Projects

- Cedarcrest Road Widening:
  - Currently In design phase
  - Construction to begin 2014
  - 4 lanes w/ 20' median
  - 2 projects (one in Cobb the other Paulding)
  - Cobb utilizing combination of 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

# Northwest Cobb Land Vulnerability Study

Factor: Transportation Infrastructure and new projects

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## New Transportation Projects (Cont.)

- I-75/Third Army Road Interchange:
  - Create access controlled roadway between U.S. 41 and new Interchange w/ I-75
  - Provide direct access to the study area
  - May include grade separated interchange with U.S. 41
  - Currently with scoping phase
- 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

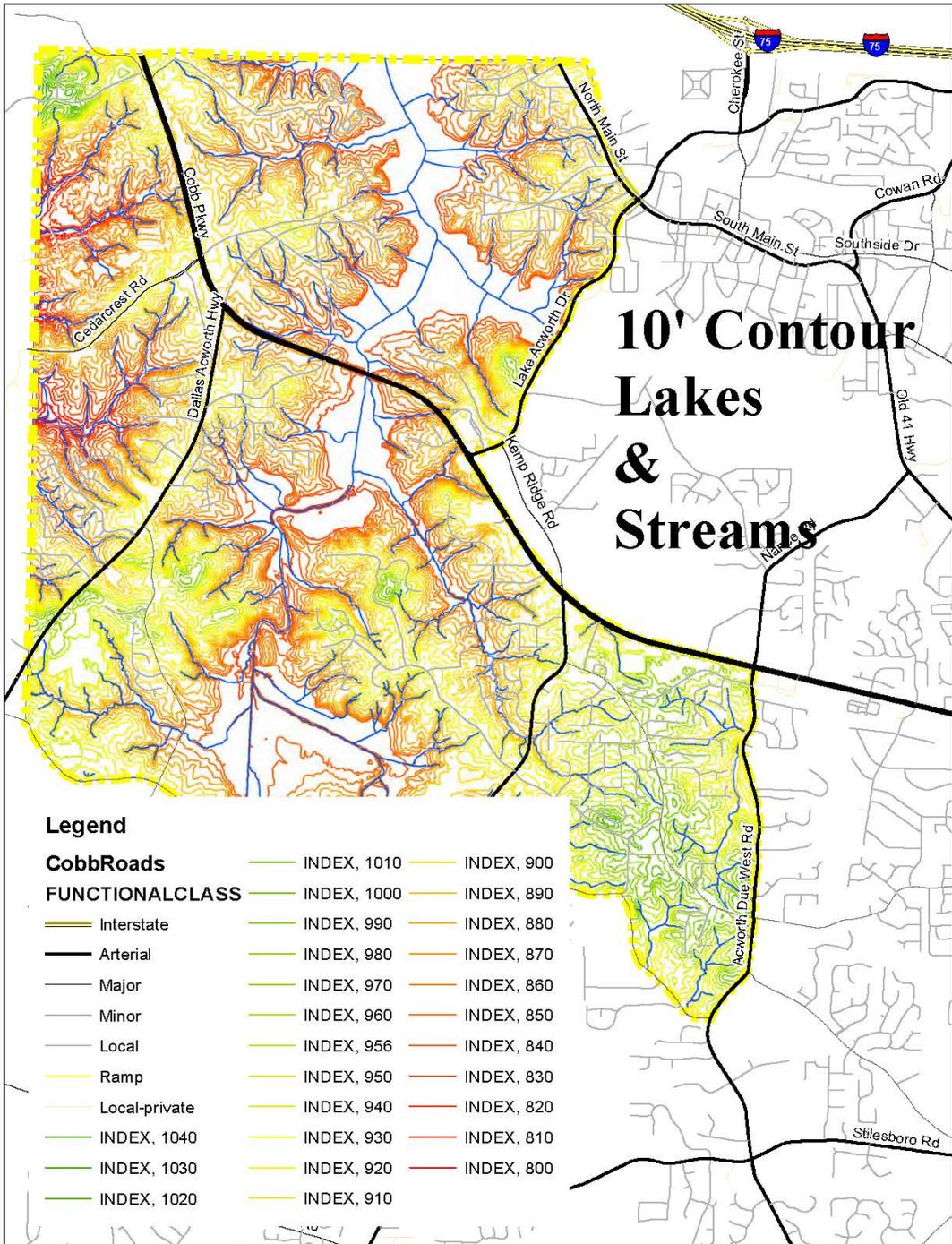
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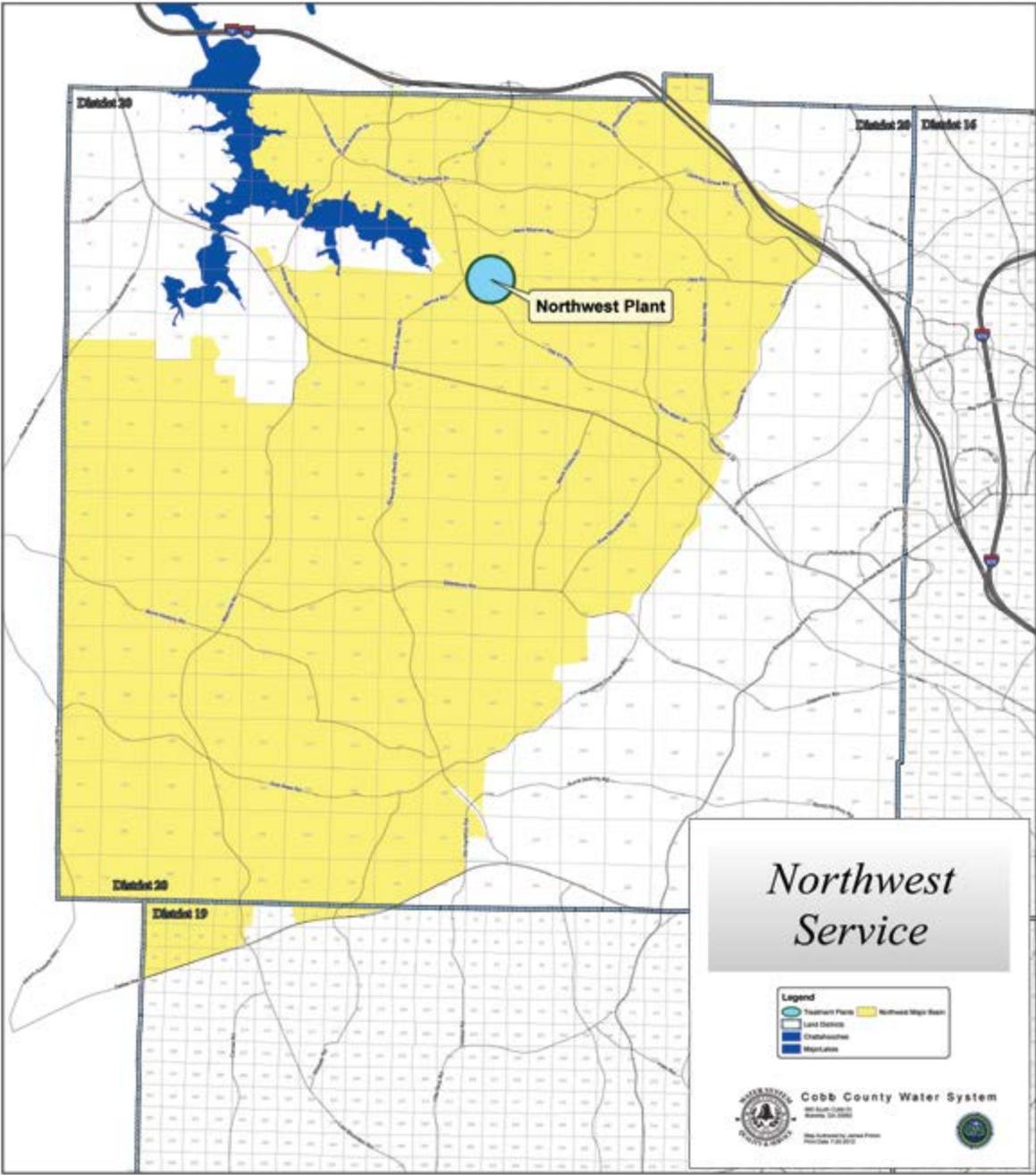
Factor: Environment (Lake Allatoona) & Sewer Capacity

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## Water, Stormwater & On-site management of sewer

- Critical due to Lake Allatoona being a source of drinking water for Cobb, Cherokee and Bartow Counties
- On-site management of sewer
- Can the study area handle additional growth in the area?





Northwest Plant

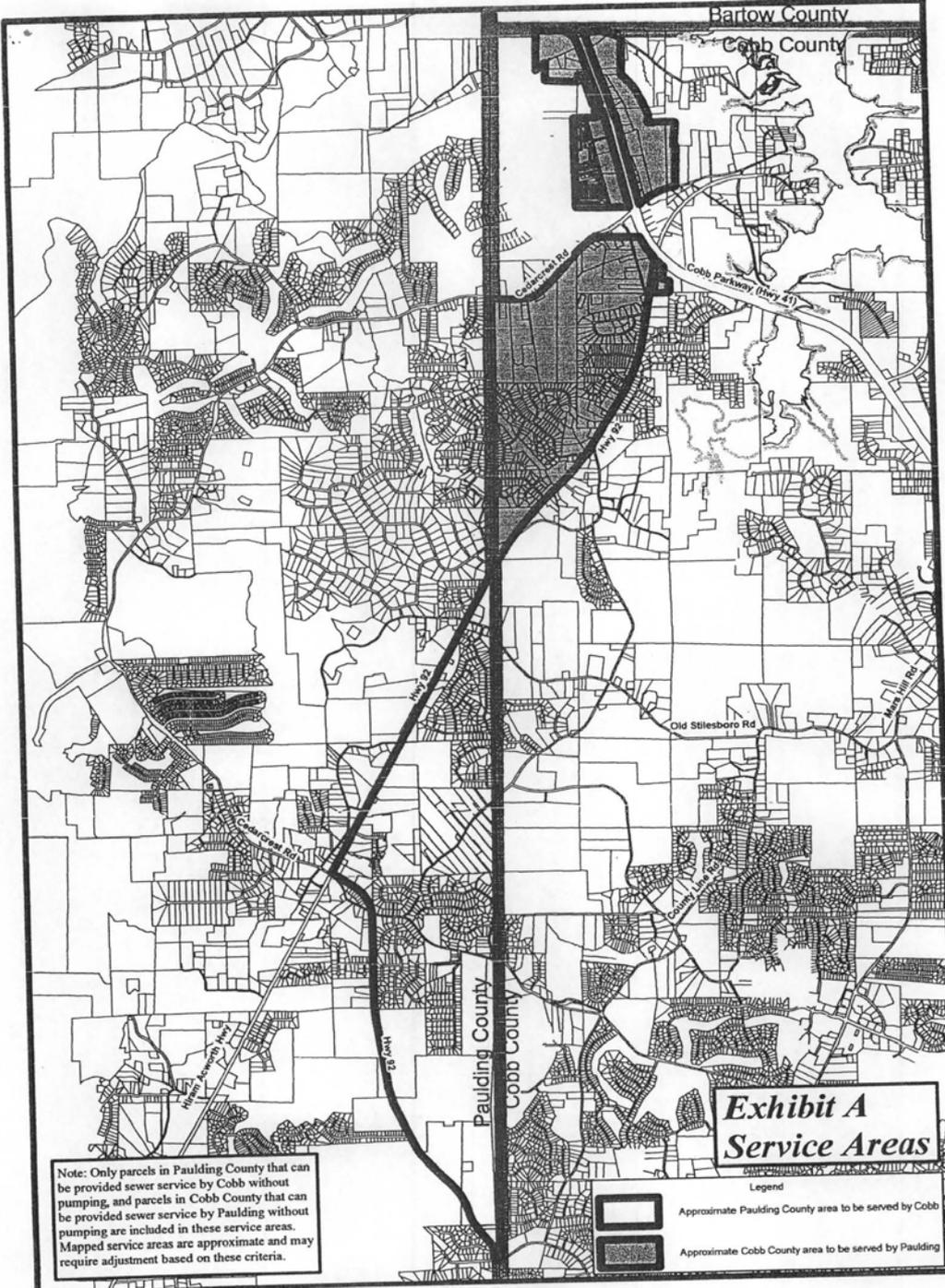
# Northwest Service

- Legend
- Treatment Plant
  - Land District
  - Crashes/Issues
  - Major Roads
  - Northwest Major Road



Cobb County Water System  
301 South Cobb Circle  
Marietta, GA 30066  
Map Accuracy: Aerial Photo  
Print Date: 7/28/2012





## Paulding County Inter-governmental Agreement

- Treatment of waste water that flows by gravity into Paulding's Pumpkinvine management facility
- The allocated capacity per agreement is 300,000 GPD
- To date 13,354 GPD have been approved
- Medical Facility makes up 94% of the approved GPD
- 300,000 GPD was established based on 1 household equating to 250 GPD
- Commercial uses refer to the Equivalent Residential Units (ERU) Chart within the Paulding Agreement.
- When drawing up scenarios we must be conscious of these thresholds

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What do you want your community to  
be in the future?