



Cobb County...Expect the Best



# Community Workshop

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Ackerman & Co.



## The Land Use Planning Process



## Land Use Planning Process

1. Define “Hard” and “Soft” Areas
2. Map Community Facilities and Institutions
3. Map Major Employment Areas
4. Map Major Neighborhoods
5. Map Commercial Areas
6. Map Land Use Conflicts
7. Map Major Attractions and Real Estate Opportunities  
Mixed Use Areas
8. Map Potential Mixed Use Areas
9. Shared Parking Opportunities
10. Map Walking and Biking Opportunities

## Land Use Planning Process

### 1. What are “Hard Areas”?

- Public facilities
- Institutions/churches, etc.
- Landmarks
- High-value buildings
- Natural resources/views
- Environmentally sensitive areas
- Other “golden geese” that we want to preserve

## Land Use Planning Process

### What are “Soft Areas”?

- Vacant property
- Property that is prime for redevelopment
- Low-value buildings
- Non-conforming uses/undesirable uses

# Land Use Planning Process

## 2. Community Facilities and Institutions

- Parks
- Schools
- Police and fire stations
- Libraries and community centers
- Post office
- New needs?

# Land Use Planning Process

## 3. Map Employment Areas

### Location Criteria for Employment Areas

- Access to transportation
- Visibility
- Access to buyers
- Access to labor force
- Availability of utilities
- Compatibility with surrounding uses
- Compatibility with natural environment

## Land Use Planning Process

### 4. Map Major Neighborhoods

#### Planning Standards for Neighborhood Protection

- Protection from incompatible uses
- Protection from flooding
- Access to community facilities
  - parks, schools, fire protection, public services
- Access to transportation
- Proximity to natural areas

## Land Use Planning Process

### 5. Map Commercial Areas

- Daily needs of residents
  - Groceries, drugs, hardware, clothing, household goods
  - Commercial services (dry cleaner, day care, auto repair)
- Restaurants and entertainment
- Occasional needs/durable goods

## Land Use Planning Process

### 6. Map Land Use Conflicts

*When a large commercial or public use abuts single-family residential*

What are the issues?

- Noise, traffic, light, drainage, property value

What are the solutions?

- Land Use Transition
- Buffer

## **Land Use Planning Process**

### **7. Map Major Attractions and Real Estate Opportunities**

- The hot corner – busiest place
- The hot properties – most popular destinations
- How do these relate to the best development/redevelopment sites?

## Land Use Planning Process

### 3. Map Potential Mixed-use Areas

#### Planning/Design Criteria for Mixed-use Developments

- Street/sidewalk orientation
- Commercial uses on ground floor
- Residential or office uses above
- Parking in rear or in building core – deck is desirable
- Uses must be interconnected for pedestrians and cars
- Connect site to adjacent uses for pedestrians and cars
- Employ “density by design” to maintain human scale
- Provide good access to open space/amenities
- Share parking, but guarantee minimum for residential units

## Land Use Planning Process

### 9. Map Potential Shared Parking Areas

- Near major employment areas
- Major institutions
- Retail/restaurant (short-term/long-term)
- Shared parking opportunities
- PARK ONCE!

## **Land Use Planning Process**

### **10. Map Walking and Biking Places**

- Sidewalks should connect everything
- Major destinations need more width
- Outdoor living rooms mean business!
- Window shopping
- Street crossings are crucial
- Bike lanes needed on fast routes first
- Bike storage

## Questions?

