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April 24, 2017

Jared Lombard, AICP Senior Planner Atlanta Regional Commission 40 Courtland Street, NE Atlanta, Georgia 30303

Subject:

City of Austell

Comprehensive Plan Update Submittal

The City of Austell has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Department of Community Affairs. Being submitted is one paper copy and a pdf file.

I certify that we have held the required public hearings and have involved the public in developing the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Darrell Weaver, Assistant Director, Community Affairs at (770) 944-4309 or darrell@austell.org.

Sincerely,

Joe Jerkin Mayor

e Lerking

JJ/DW/dbd

Enclosures

ENVISION AUSTELL

COMPREHENSIVE PLAN UPDATE 2017





ACKNOWLEDGEMENTS

"Coming together is a beginning; keeping together is progress; working together is success." – Henry Ford

CITY COUNCIL STAKEHOLDER COMMITTEE

Mayor Joe Jerkins Ikaika Anderson

Kirsten Anderson (Ward 1) Marvin Bynes

Scott S. Thomas (Ward 2)

Derek Caffe

Randy Green (Ward 3) Damaris Dooley

Sandra Leverette (Ward 4) Darlene Duke

Ollie B. Clemons, Jr. (Mayor Pro-Tem/ At-Large, Post 1)

Candace Edwards

Valerie Anderson (At-Large, Post 2)

Joel Gibbs

Joel Harrel

STEERING COMMITTEE Lin Harrison

Code Enforcement: George Bach Kimberly Jackson

Community Affairs: Jim Graham Michael Martin

Fire And Emergency Services: Chief Patrick Maxwell

Jay Mathis

Gas System: Rob Register Marla Miller

GIS And Web Site: Duane Demeritt

Michael Murphy

Parks And Recreation: Wayne Roberts

Police: Deputy Chief Natalie Poulk Todd Rudy

Public Works: Randy Bowen Angela White

City Department: Community Affairs CROY ENGINEERING

Jimmy R. Graham (Director)

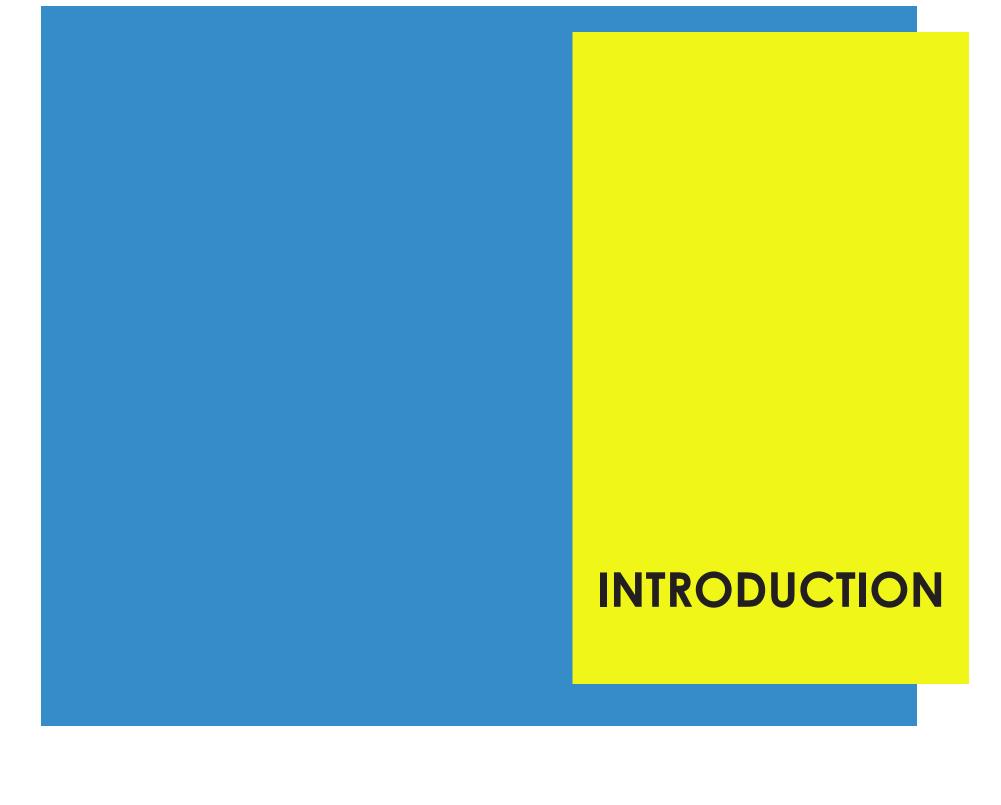
Daniel B. Dobry (Project Manager)

Darrell Weaver (Assistant Director, Project Manager)

Zahra Jeena

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"The highest and best use of comprehensive planning for local governments is to show important relationships between community issues. A local comprehensive plan is a fact-based resource for local constituents that tracks implementation of community-based policies." Georgia Department of Community Affairs

WELCOME TO THE CITY OF AUSTELL ESTABLISHED - 1885 LEVEL -

PURPOSE & SCOPE

Designed to guide the future actions of a community, a Comprehensive Plan presents a vision for progress and provides a framework for the execution of the vision. The Comprehensive Plan is aimed at guiding the city on investment planning and organization to promote quality of life to the citizens by provision of adequate infrastructure and amenities. Also acknowledged as the master plan, the document highlights issues, needs and opportunities of a community, and provides long-range goals and objectives. This development agenda focusses on providing viable goals, timelines and estimated costs for ensuring an economically resilient, strong and salubrious community.

The most recent Comprehensive Plan for the City of Austell was adopted in July, 2007 and ranged for the years 2007 – 2027. The Georgia Department of Community Affairs mandates every city to provide an update to the Comprehensive Plan every ten years to maintain the Qualified Local Government (QLG) status of the city and continue to receive funding for projects within the city.

This document has been shaped by combined efforts of the City Council, Austell Department of Community Affairs, Stakeholders and active public participation and delves into the current advancement of the City and makes efforts to yield prospective opportunities for the City.

THE COMMUNITY **PROFILE**

HISTORY



Nestled in southwest Cobb County, Austell is a small southern city located 18 miles west of the city of Atlanta. The city is 5.7 square miles, with a relatively flat topography and the Sweetwater Creek flowing through. Famous as a natural health resort, the city boasts a serene, picturesque setting of parks and oak trees making it an ideal place for not only visitors but also residents.

Historically recognized as a therapeutic city, the city of Austell was founded in 1885, after the neighboring Lithia Springs earned prominence by game hunters for its curative properties in the early 1800s. The emergent popularity of the spring resulted in an increased migration of people, forcing the owner of the property around Austell, Mr. G.O. Mozeley, to subdivide and sell forty acres of his lot, leading to the creation of the city of Salt Springs. The old Georgia Pacific railways added to the eminence of the city by not only making it a transit station, but also a division node for the two routes of Birmingham and Chattanooga. To honor the work of General Alfred Austell in establishing railway networks in the south, the city was later named 'Austell.'

Strategically located 4 miles north of the interstate I 20, the city of Austell is well connected with major cities like Marietta, Douglasville, Hiram and Atlanta. The city continues to be a significant station division terminal, hosting several trains and transferring passengers each day.

DEMOGRAPHICS

According to the 2010 census, the total population of the city sums up to 6,581 people, with an estimate of 7,107 people in 2015.

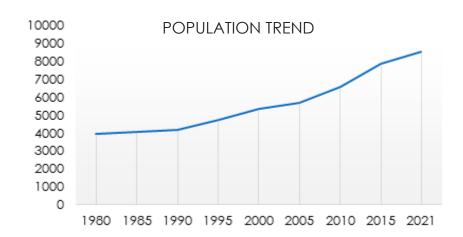
Contributing to 78 percent of the population, the majority populace are categorized under 50 years of age, with the median age in the city being 34.1 years.

- 14 % millennial or young professional population ranging between 25 and 34 years of age
- 432 individuals aged 65 years and above
- 47.6 to 52.4 % male to female ratio
- 33 years median age of male citizens being

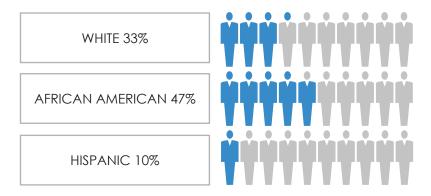
The city is occupied by diverse racial and ethnic groups, with 2.9 percent of the population being biracial. The majority of the population comprise of African Americans contributing to 47 percent of the population, and 33 percent of the white population being the second largest group of citizens.

According to the survey of business owners in 2012, there are about 1430 companies in the city.

- 29% income ranges between \$25,000 and \$49,999
- 74% earnings below \$75,000 per annum
- 4% earnings between \$150,000 and \$199,999
- \$45,931 median household income in the city
- 18.7% live below the poverty line



RACIAL DISTRIBUTION



MEN WOMEN RATIO



COMMUTE PATTERNS



91.6% COMMUTE USING PERSONAL VEHICLES



1.3% COMMUTE USING PUBLIC TRANSIT



3.0% COMMUTE USING BICYCLES

TRAVEL TIME TO WORK



20% TRAVEL 0 - 15 MINUTE



20% TRAVEL 15 - 30 MINUTE



31% TRAVEL 30 - 45 MINUTE



45 - 60 MINUTE

TRANSPORTATION

According to The American Community Survey in 2014, the city of Austell estimated 2,675 worker population of age 16 years and over.

- 91.6 % estimated to travel using personal vehicles
- 3 % estimated to bicycle
- 1.3 % estimated to use public transportation excluding taxicab
- 9.5 % work in the place of residence
- 3.6 % worked from home
- 60.4 % travel 30 minutes or more
- 31.1 minutes mean travel time to work
- 6.1 % no vehicles available for commute
- 50.2 % 2 vehicles available

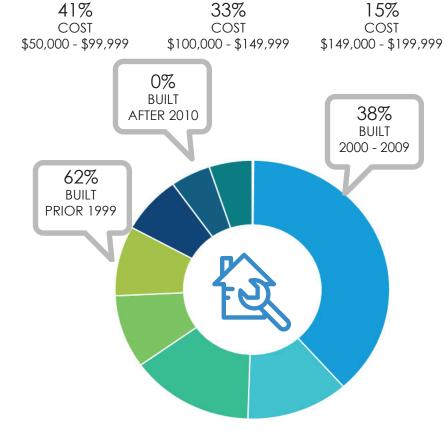
Cobb County Transportation Initiative In May 2015, Cobb County collaborated with the cities of Austell, Acworth, Kennesaw, Marietta, Smyrna, and Powder Spring to publish a transportation recommendation report. Titled 'Cobb in Motion', the Cobb County Comprehensive Transportation Plan Update 2040 was aimed at providing a 25 year schematic outline for all transportation related investments in the county and its municipalities. An extensive review of the goals and policies of the county, a cooperative arrangement within the departments and organizations of Cobb County, and active public participation steered the detail oriented Cobb County Transportation Plan Update. The City of Austell Comprehensive Plan Update will incorporate projects from the wide-ranging Cobb CTP Update that are exclusive to the city.

HOUSING

According to The American Community Survey in 2014, the city of Austell comprises of 2,496 housing units with a 91% occupancy rate.

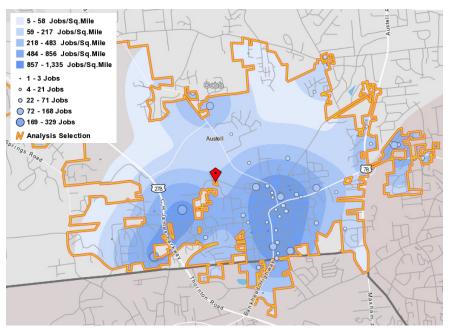
- 58.4% housing units are owner occupied
- 74% houses are valued between 50,000 and 150,000 dollars
- 104,500 dollars median value of an owner occupied unit
- 84.7% of the 1458 owner occupied housing units are mortgaged
- 700 occupied units paying rent
- 855 dollars median rent
- 1.6 % homeowner vacancy rate
- 5.9% rental vacancy rate
- 4 units built post 2010
- 38% houses built between 2000 and 2009
- 38% houses were built prior 1980
- Majority of the structures in Austell were built prior to year 2000 with 1000 units built from 2000 to 2014





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DISTRIBUTION OF JOBS PER SQUARE MILE SOURCE - ON THE MAP



ECONOMIC DEVELOPMENT

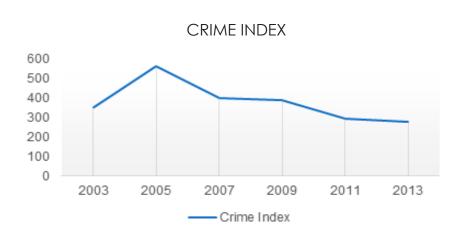
According to the economic census of the United States of 2012, the economic focus of the city presently is on manufacturing, wholesale and retail trade, health care and social assistance and accommodation and food services industry.

Jobs by NAICS Industry Sector				
Construction	4.3%			
Manufacturing	6.3%			
Wholesale Trade	6.9%			
Retail Trade	11.7%			
Transportation and Warehousing	5.3%			
Information	4.5%			
Finance and Insurance	4.2%			
Real Estate and Rental and Leasing	1.9%			
Professional, Scientific, & Technical Services	6.7%			
Management of Companies & Enterprises	2.5%			
Administration & Support, Waste Management and Remediation	8.8%			
Educational Services	8.8%			
Health Care and Social Assistance	12.1%			
Arts, Entertainment, and Recreation	1.1%			
Accommodation and Food Services	7.8%			
Other Services	2.1%			
Public Administration	4.7%			

PUBLIC SAFETY

According to a city data website, the crime index for the city of Austell has been decreasing since 2005. The presence of proactive safety officials in Austell, who have created strong relationships with the community, has resulted the city crime index to be lower than the country average. 60 percent of the city crime is theft related and the city witnesses no or very few serious or violent crimes.

The city has a relatively lower crime index when compared to other cities in the county. The number of full time law enforcement employees in 2014, including police officers were 35 (22 officers)



OFFICERS PER 1000 INDIVIDUALS



COMMUNITY ENGAGEMENT PROCESS



THE COLLABORATION

Community engagement is crucial to the comprehensive planning practice. To maximize participation, the community engagement plan comprised of three complementary groups, The Steering Committee, The Stakeholder Committee and the General Public; and a different set of roles, goals and engagement pattern was identified for each group.

The Steering Committee comprised of head of departments in the city of Austell, and the role of this group was aimed at collectively functioning as the formative body in the comprehensive planning process. The goals identified for this group included providing guidance to the project by determining policies, approving deliverables and focusing on the implementation of the work projects.

The Stakeholder Committee was formed by including representatives of the major stakeholders in the city; i.e. individuals or organizations that would be impacted by the outcomes of the project. This group was significant as the 'issues, goals and objectives defining' committee, voicing the opinions of their respective constituents and shaping the plan based on the views and sentiments of the general public.

The General Public are the patrons of the city, who are most impacted by stagnancy or development in the city. This group was crucial in identifying issues in the city and classifying which areas need most attention.

THE PROCESS

PHASE I - PRE PLANNING

PHASE II - PLANNING

PHASE III -POST PLANNING

PHASE IV - PLAN ADOPTION







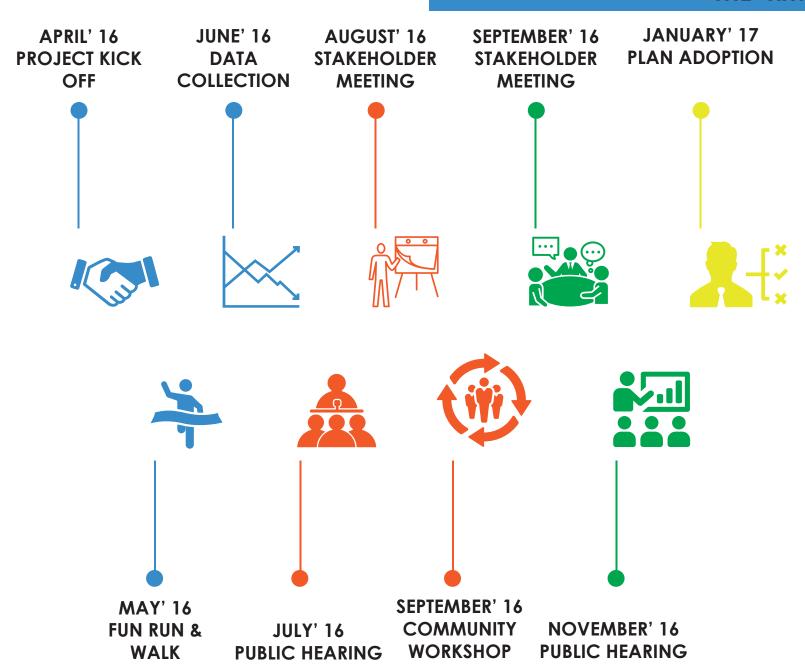


- identify needs & objectives
- identify strength, weaknesses, opportunities & threats
- prepare draft plan
- public hearing
- initiate plan update

- identify planning agency, special appointment board (steering & stakeholder committee)
- gain public input using surveys & workshops
- identify solutions to prepare the short term work program

- prepare draft plan
- public hearing : draft review
- adoption of final plan
- state & regional approval
- EXECUTING THE PLAN

THE TIMELINE



"BUDGET" YOUR PLAN

As a part of the community engagement process, a public workshop was held where citizens were engaged using visual preference boards and a "BUDGET" YOUR PLAN activity.

The citizens were given \$10,000 in terms of \$1,000 and \$500 bills and were asked to invest in 5 groups of goals -community amenities, transportation, economic development & land use, public safety and historic & natural preservation.

The goals that earned the most investment were the following -

- Downtown development
- Establishing multi use trails to foster pedestrian & bicycle activies
- Creation of additional public spaces









S.W.O.T

	STRENGTHS		WEAKNESSES
•	MIX OF HOUSING TYPES	•	PEDESTRIAN/ BICYCLE NETWORK
•	SMALL TOWN ATMOSPHERE	•	ROADWAY CONDITIONS (POTHOLES)
•	QUALITY PUBLIC SERVICES	•	PARK SERVICES AND CONDITIONS
•	CITIZEN INTERACTIONS WITH SAFETY OFFICIALS	•	PROTECTION OF NATURAL AND HISTORIC RESOURCES
•	SIGNIFICANCE OF THREADMILL COMPLEX	•	PRESERVATION OF GREENSPACE AND ENVIRONMENTALLY SENSITIVE SPACES
		•	NEW OPPORTUNITIES FOR MEDIUM TO HIGHER DENSITY RESIDENTIAL HOUSING
		•	PEDESTRIAN CIRCULATION WITHIN ACTIVITY CENTERS
		•	ART INSTALLATIONS THAT EXHIBIT LOCAL CHARACTER
	OPPORTUNITIES		THREATS
•	CITY PATROLLING SERVICES	•	PUBLIC TRANSIT SERVICE
•	PRESENCE AND PRESERVATION OF RAILROAD	•	ACCESS TO NEIGHBORHOOD SERVICES AND CORNER STORES
•	LANDSCAPING AND STREET FURNITURE	•	NEED FOR UPSCALE RESIDENTIAL SCHEME
•	DOWNTOWN ECONOMIC DEVELOPMENT	•	NEED FOR SENIOR CITIZEN HOUSING
		•	TRAFFIC OPERATIONS ESPECIALLY U.S 278
		•	COMMUNITY SPACES AND EVENTS
		•	CITIZEN PARTICIPATION AND INVOLVEMENT
		•	BUSINESS ATTRACTION AND RETENTION STRATEGY

THE COMMUNITY VISION

"Austell Embraces Innovation, Opportunity and Urbanism.

The city of Austell strives to be a city of opportunity with dynamic communities and a small town atmosphere. The city aims to revitalize itself, to create attraction and bring growth prospects for businesses and citizens."

City Vision 2017 - 2027

THE VISION

The city vision is supported by six overarching goals that will help shape the City's direction.

- 1. To Maintain the Small Town Character of the City and Encourage Community Building and Participation by Engaging In Physical, Mental and Social Needs Of the Community
- 2. To Assure Safety Amongst Citizens By Maintaining The Low Crime Rates In The City And Reinforcing Trust In The Public Safety System By Fostering A Liaison Between Citizens & Safety Officials
- 3. To Stimulate Economic Growth And Development In The City By Providing Zoning Flexibility And Revitalizing The Historic Downtown Area To Attract, Retain And Grow Sustainable Commercial And Retail Developments.
- 4. To Promote And Create A Visually Aesthetic, Well Designed Community. To Enhance The Character And Create An Identity And Sense Of Place Of The City.
- 5. To Promote Transportation Safety, Connectivity And Accessibility By Expanding Multi-Modal Opportunities Throughout The City Including Pedestrian, Bicycle And Transit Facilities.
- 6. To Improve, Maintain And Preserve Historic Structures And The Railroad In The City And Create Measures To Promote Attractions. To Preserve Greenspace And Maintain Them As High Quality, Active And Passive Recreation Spaces.



GOALS,
OBJECTIVES
& POLICIES

COMMUNITY AMENITIES

Goal -

To Maintain the Small Town Character of the City and Encourage Community Building and Participation by Engaging In Physical, Mental and Social Needs Of the Community

PUBLIC EVENTS & ACTIVITIES



CREATE YOUTH ZONES



Objective:

Create Additional Public Spaces And Encourage City Events For Community Building

Policy -

- Work With The Community To Identify And Promote A City Directory Of Public Spaces
- Initiate Public Events Or Activities To Be Scheduled In Coordination With The Citizen
- Increase Collaboration With Private Groups To Supplement Funding
- Identify Locations To Place Kiosks And Signboards Indicating Upcoming Public Events

Objective:

Endorse Physical And Mental Wellbeing Among The Youth

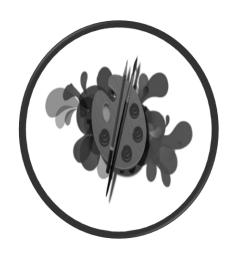
- Create Youth Zones Which Conduct Family Based Activities That Support Improving Physical And Mental Health
- Make Available Non-Organization Based Recreational Facilities That Promote Activities For All Income Groups

COMMUNITY AMENITIES

Goal -

To Maintain the Small Town Character of the City and Encourage Community Building and Participation by Engaging In Physical, Mental and Social Needs Of the Community

PROMOTE ART & CULTURE



ACESS TO TECHNOLOGY



Objective:

Promote Art And Culture In The City

Objective:

Provide Technology In Public Spaces

Policy -

- Identify And Organize Art Events And Exhibitions To Promote Art And Culture In The City
- Endorse Local Performing Artists In The City To Promote Neighborhood Talent

- Identify Public Spaces In The City Which Can Be Accessible To Networks And Technology
- Provide Supportive Infrastructure And Street Furniture

TRANSPORTATION

Goal -

To Promote Transportation Safety, Connectivity And Accessibility By Expanding Multi-Modal Opportunities Throughout
The City Including Pedestrian, Bicycle And Transit Facilities

CITY TRANSIT ROUTES



PEDESTRIAN & BICYCLE NETWORKS



Objective:

Promote Enhanced Public Transit Within The City Through Coordination With Cobb Linc

Policy -

- Identify And Create City Transit Routes To Ensure Accessibility For All Citizens
- Support And Promote Frequency Of Bus Service And Introduce New Routes

Objective:

Advocate Safe And Efficient Pedestrian & Bicycle Networks In The City

- Identify Measures To Ensure Safe And Efficient Pedestrian Access Across The Railroad
- Create Pedestrian Friendly Spaces By Identifying Grade Separation Measures
- Expand Sidewalk Connectivity On All Roads To Encourage Walkability
- Provide Landscaping, Pedestrian Buffers And Street Furniture To Create Urban Walkable Spaces

TRANSPORTATION

Goal -

To Promote Transportation Safety, Connectivity And Accessibility By Expanding Multi-Modal Opportunities Throughout
The City Including Pedestrian, Bicycle And Transit Facilities

MULTI USE TRAILS



TRANSPORTATION-SAFETY



Objective:

Promote Multi - Use Trails In The City

Objective:

Enhance Transportation Safety In The City

Policy -

- Build Multi Use Trails To Ensure Connectivity, Including The Silver Comet Trail And Use Of Multi Modal Options
- Construct Multi Use Trail On Austell Powder Springs Road To Ensure Non - Vehicular Movement In The Area

- Install Street Lights, Stop Signs, Speed Signs In Necessary Areas Especially In School Zones To Ensure Safe Movement Of Traffic And Promote Walkability To School
- Safeguard Access To Neighborhood Services And Local Businesses
- Initiate Programs For Regular Updates Of Signage In All Areas To Promote Traffic Safety

ECONOMIC GROWTH & LAND USE

Goal -

To Stimulate Economic Growth And Development In The City By Providing Zoning Flexibility And Revitalizing The Historic Downtown Area To Attract, Retain And Grow Sustainable Commercial And Retail Developments.

FLEXIBILITY IN ZONING



REVITALIZE & REDEVELOP THE DOWNTOWN



Objective:

Provide Zoning Flexibility To Encourage Economic Development

Policy -

 Promote Flexibility In Zoning That Permits Minor Adjustments To Stimulate Growth

Objective:

Stimulate Development Of The Downtown Area

- Conduct Market Studies To Identify Measures To Revitalize And Redevelop The Downtown
- Create A Downtown Development Authority To Take A Lead Role In Promoting Growth In The Area
- Conduct Studies To Identify Possible Magnet Development Centers In The City

ECONOMIC GROWTH & LAND USE

Goal -

To Stimulate Economic Growth And Development In The City By Providing Zoning Flexibility And Revitalizing The Historic Downtown Area To Attract, Retain And Grow Sustainable Commercial And Retail Developments.

INTER-GOVERNMENTAL RELATIONS



Objective:

Expand Inter Governmental Relations To Collaborate for Development

Policy -

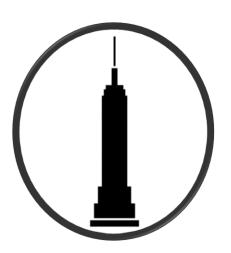
 Encourage Conversations To Build Mutually Beneficial Relations Between Surrounding Cities, Counties And Organizations Like The South Cobb Redevelopment Authority To Promote Growth Strategies

NATURAL & HISTORIC PRESERVATION

Goal -

To Improve, Maintain And Preserve Historic Structures And The Railroad In The City And Create Measures To Promote Attractions. To Preserve Greenspace And Maintain Them As High Quality, Active And Passive Recreation Spaces.

PRESERVE HISTORIC PROPERTY



PROMOTE RAIL-ROAD AS A COMMUNITY ASSET & ACTIVATE SURROUNDING SPACES



Objective:

Preserve & Revitalize Historical Properties That Add Cultural Value To The City

Policy -

- Identify Historical Properties That Can Be Revitalized And Preserved
- Incorporate Activities Associated With Historic Properties As A Component Of Economic Development Planning

Objective:

Revitalize The Railroad To Preserve It's Character And Promote Development Around It

Policy -

Conduct Feasibility Studies To Identify Measures To Create Public Spaces Around It To Ensure Attraction

NATURAL & HISTORIC PRESERVATION

Goal -

To Improve, Maintain And Preserve Historic Structures And The Railroad In The City And Create Measures To Promote Attractions. To Preserve Greenspace And Maintain Them As High Quality, Active And Passive Recreation Spaces.

GREEN SPACE TO BE EXPLORED FOR PAS-SIVE USE TOURISM AND RECREATION



Objective:

To Maintain The Natural Character Of Conservation Areas & Greenspace And Minimize The Impact Of Any New Developments

- Expand Conservation Easements To Restrict Any New Developments In The Area
- Promote These Areas As Passive-Use Tourism And Recreation Destinations
- Explore Opportunities To Capture Water Features Of The Sweetwater Creek To Make It A Public Asset
- Make available non-organization based recreational facilities that promote activities for all groups

CHARACTER AREAS

CHARACTER AREA

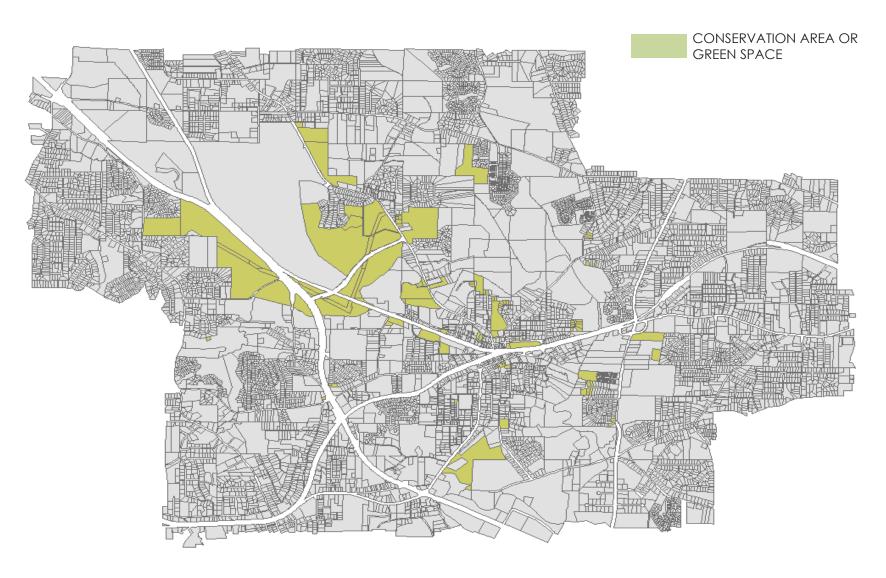
The Georgia Department of Community Affairs requires local governments and communities, in their comprehensive plans, to define character areas and implement development strategies for each of them.

DCA defines character area in the administrative rules as: "A specific geographic area within the community that:

- Has unique or special characteristics to be preserved or enhanced (such as a downtown, a historic district, a neighborhood, or a transportation corridor);
- Has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation (such as a strip commercial corridor that could be revitalized into more attractive village development pattern); or
- Requires special attention due to unique development issues (rapid change of development patterns, economic decline, etc.)

Each character area is a planning sub-area within the community where more detailed, small area planning and implementation of certain policies, investments, incentives, or regulations may be applied in order to preserve, improve, or otherwise influence its future development patterns in a manner consistent with the community vision."

CONSERVATION AREA OR GREEN SPACE



CONSERVATION AREA

VISION - The city park system and green space contributes to the character of the city. The city will continue to preserve and expand these areas and will work at making these spaces high quality, active and passive recreation spaces.

GOALS

- The city should maintain natural character of the designated green space.
- The city should enforce conservation easements to restrict any new developments in the area.
- The city should in the future encourage these areas as passive-use tourism and recreation destinations.
- The city should explore further opportunities to provide access to the parks via walking or cycling trails.
- The city should conduct studies to consider the provision of greenways as safe, efficient pedestrian linkages and at the same time give users a nature friendly, recreational experience.
- Explore opportunities to capture the water features of the Sweetwater Creek to make it a community asset.

AREAS INCLUDED

- Green space along Austell Powder Springs Road or any other dedicated conservation zones
- The 91 acre city park system
 - 3 community parks (Collar Park, Legion Park, Louise Suggs Park)
 - 4 neighborhood parks (Berry Park, George E. Beavers Park, Pine Street Park, Stephens Park)
- County parks
 - Clarkdale Park
- Sweetwater Creek Area
- Cato Environmental Education Center

QUALITY COMMUNITY OBJECTIVES ADDRESSED

- Environmental Protection
- Open Space Preservation

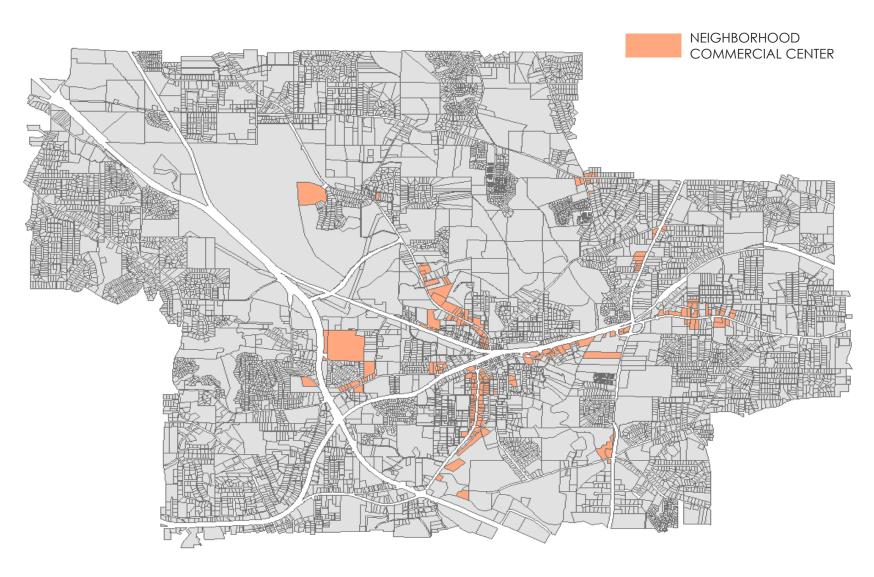
- Trails
- Parks
- Passive recreation & tourism
- Multi use trails







NEIGHBORHOOD COMMERCIAL CENTER



NEIGHBORHOOD COMMERICAL

VISION - Every neighborhood needs a focal point with a concentration of activities such as general retail, service commercial, professional office, and appropriate public and open space uses easily accessible by pedestrians. The city should focus on developing the Threadmill Complex and Clarkdale and any other areas identified into these neighborhood centers.

GOALS

- The city should include a mix of retail, services, and offices to serve neighborhood residents day-to-day needs.
- The city should design for each center to be pedestrian-oriented, with strong, walkable connections between different uses.
- The city should provide neighborhood amenities, such as libraries, neighborhood centers, health facilities, in the area and enhance the pedestrian friendly environment of the area.

AREAS INCLUDED

- Threadmill Complex
- Clarkdale

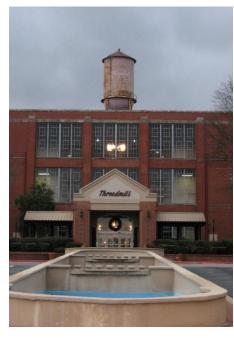
QUALITY COMMUNITY OBJECTIVES ADDRESSED

- Sense Of Place
- Social And Economic Development: Growth Preparedness

FUTURE DEVELOPMENT DESIGN & USES

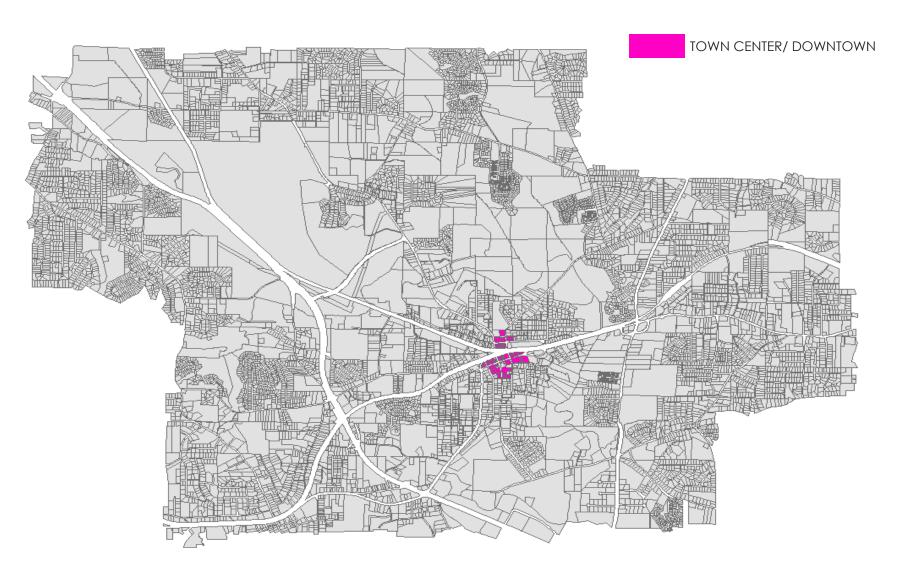
- Office Retail
- Commercial Retail
- Outdoor And Indoor Activity And Recreation Space
- Local Café And Food Court

.





TOWN CENTER/ DOWNTOWN



TOWN CENTER/ DOWNTOWN

VISION - The Austell downtown area, is currently an underdeveloped area that is fragmented by a very active railroad line. The city will focus on redevelopment of the area, while maintaining the historic structures and character of the area. The active rail road should be considered as a focal point and efforts should be made to promote the area. The city will focus on bringing in retail activities and restaurants to create unique and active public spaces.

GOALS

- The city should include a mix of retail, services, and offices to serve a regional market area
- Design should be pedestrian oriented, with strong, walkable connections between different uses.
- Connectivity to the green space and trail networks must be promoted
- Connectivity to the area using different modes of transportation must be encouraged.
- The city should focus on bringing in magnet developments in the area, which act as attraction centers.
- The city should create an independent Downtown Development
 Authority to promote redevelopment
 in the area. The authority will focus
 on the appropriate mix of businesses
 an architectural style in the area to
 create a unique sense of place

AREAS INCLUDED

Historic Downtown

QUALITY COMMUNITY OBJECTIVES ADDRESSED

- Sense Of Place
- Social And Economic Development : Growth Preparedness
- Infill Development
- Regional Identity

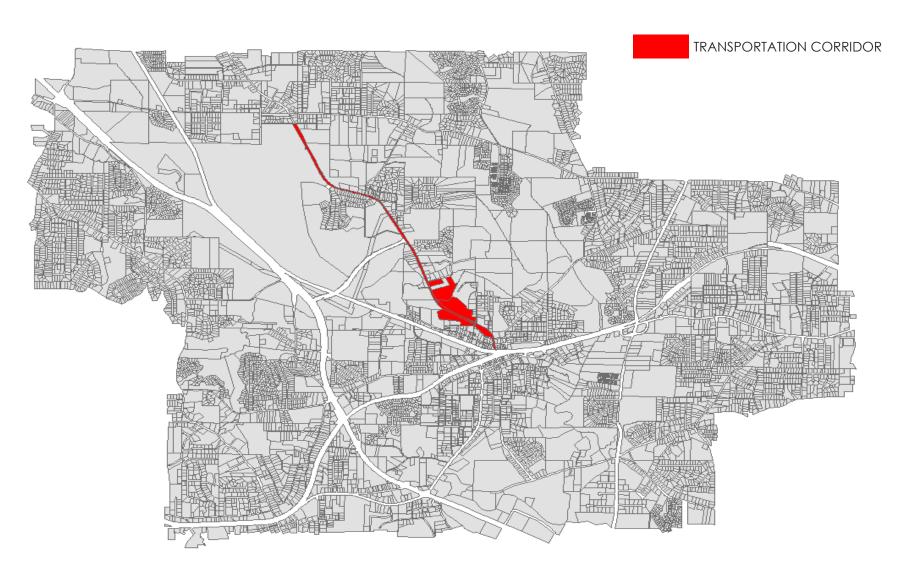
- Office Retail
- Commercial Retail
- Outdoor And Indoor Activity And Recreation Space
- Local Café And Food Court







TRANSPORTATION CORRIDOR



TRANSPORTATION CORRIDOR

VISION - The Austell - Powder Springs Road forms the spine of the city. Although a two lane thoroughfare with a center turning lane, the road is a high volume corridor. The city should aim at developing the corridor in coordination with the City of Powder Springs. The corridor will intend to be an active, humane scaled, pedestrian friendly road, with a multi-use trail adjoining it. The development along the corridor will promote mixed use developments.

GOALS

- The city should focus on creating a hierarchy of traffic along the corridor that encourages pedestrian activity and capitalizes on the urban fabric of the neighborhood.
- The city should also focus on pedestrian safety and comfort in commercial retail areas and public spaces along the corridor.
- The corridor design should also focus on vehicular traffic safety and visual aesthetics of the corridor to project a high quality image of the community.

AREAS INCLUDED

• Austell – Powder Springs Road

QUALITY COMMUNITY OBJECTIVES ADDRESSED

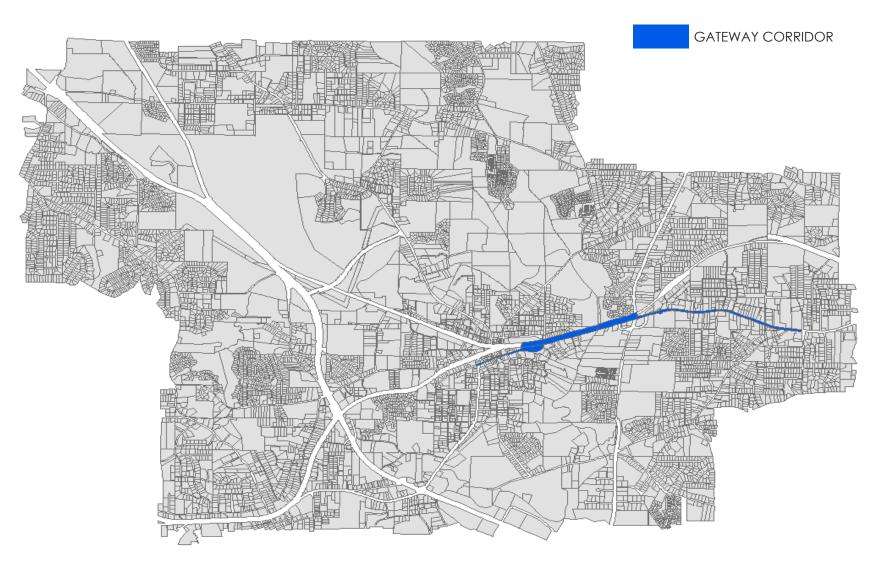
- Development Pattern
- Sense Of Place
- Transportation Alternatives
- Governmental Relations: Regional Cooperation

- Mixed Use Development
- Commercial Retail
- Residential Developments
- Multi Use Trails
- Landscaped Raised Medians
- Pedestrian Buffers





GATEWAY CORRIDOR



GATEWAY CORRIDOR

VISION - The Veterans Memorial Highway is a major regional thoroughfare that serves as an important entrance to the community. The city should establish a gateway along the corridor to mark the arrival into the City of Austell. All developments and infill redevelopments shall display the character of the city. The corridor shall be well lit and all regulatory framework shall encourage flexibility of uses to promote economic development in the area.

GOALS

- The city should focus on visual aesthetics and appearance of the corridor with appropriate signage, landscaping and other beautification measures.
- The city should focus on retrofitting existing developments to promote visual appeal and create a character of the city
- The city should promote a diverse mix of businesses along the corridor to appeal to a broader cross section of citizens.
- The city should consider establishing on-street parking along the highway other than peak commuting hours.

AREAS INCLUDED

Veterans Memorial Highway (US 278,SR)

QUALITY COMMUNITY OBJECTIVES ADDRESSED

- Development Pattern
- Business Appropriateness
- Sense Of Place
- Governmental Relations: Regional Cooperation

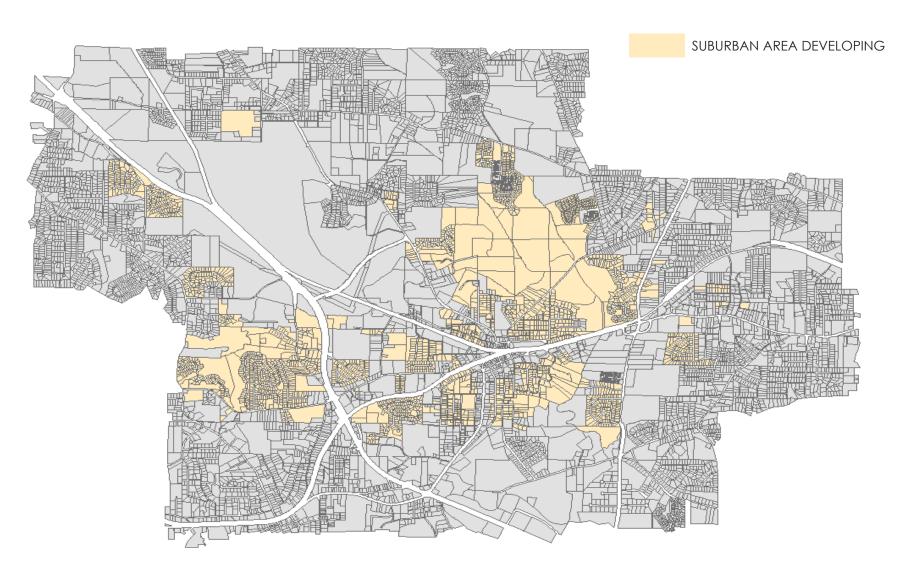
- Commercial Retail
- Mixed Use Nonresidential Developments
- High Quality Signage And Streetscape
- Development Orientation Towards
 The Street With No Parking Lots Lining
 The Corridor
- Landscaped Raised Medians
- Pedestrian Buffers







SUBURBAN AREA DEVELOPING



SUBURBAN AREA DEVELOPING

VISION - The city of Austell intends to nurture a stable and established suburban neighborhood in the future, building on the existing mix and creating newer housing types. The neighborhoods will be a mix of single family neighborhoods, town homes and apartment buildings, with a focus on pedestrian activity and transit supportive communities. The city will protect existing historic housing and will create design regulations to control transitions.

GOALS

- The city shall promote moderate density, traditional neighborhood development (TND) style residential subdivisions.
- New residential improvements should be a master-planned allowing for mixed-use activity, blending housing development with schools, parks, recreation, retail businesses and services.
- The city should promote Lifelong Communities and Senior Housing options must be considered.
- Strong connectivity between each master planned development should be promoted.
- The city should ensure good vehicular and pedestrian/bike connections to services.

AREAS INCLUDED

Residential Districts

QUALITY COMMUNITY OBJECTIVES ADDRESSED

- Infill Development
- Open Space
- Sense Of Place
- Transportation Alternatives

- Single Family Residential Units
- Townhomes
- Mixed Use Residential Units
- Multifamily Attached Housing







CAPITAL **IMPROVEMENTS ELEMENT**

The DCA requires local governments that charge impact fees to include a Capital Improvements Element to meet the Development Impact Fee Compliance Requirements (DCA Rules 110-12-2) in the Comprehensive Plan. Optional for other governments, DCA encourages all governments to have the element. The City of Austell does not have a Capital Improvements Plan in the present, but must conduct a study to incorporate it in the future Comprehensive Plan Update.

Purpose -

- Ensure that projected needs for system improvements are consistent with the needs and goals identified in the various other elements of the comprehensive plan.
- The identification of projected capital facilities needs based on levels of service established in the comprehensive plan provides a sound foundation for the calculation of impact fees.

Application -

The comprehensive planning requirements for compliance with the Georgia Development Impact Fee Act shall consist of:

- Development of a Capital Improvements Element (CIE)
- A policy statement in support of certain exemptions, as determined by the local government
- Annual update of the CIE
- Amendment of the CIE as necessary

PROJECTION OF



SCHEDULE OF IMPROVEMENTS



DESIGNATION OF

CAPITAL IMPROVEMENTS ELEMENT





DESCRIPTION OF FUNDING SOURCES

The Capital Improvements Element shall include, but not be limited to, the following items:

- 1. Projection of Needs:
- A forecast of needs for system developments during a planning phase.
- To ensure consistency, the period used for projecting infrastructure needs shall coincide with the planning horizon used for the remainder of the comprehensive plan.
- 2. Schedule of Improvements:
- A schedule of capital improvements intended to meet the projected needs for system improvements identified in the comprehensive plan.
- At a minimum, improvements over a five-year period must be considered, coinciding with the initial Short Term Work Program developed in the comprehensive plan. Thereafter, local governments shall annually update and maintain, at a minimum, a five-year schedule of system improvements within the Capital Improvements Element of their comprehensive plans.
- 3. Description of Funding Sources:
- A description of anticipated funding sources for each required improvement.
- 4. Designation of Service Areas and Levels of Service:
- The designation of one or more service areas within the community and the assignment of levels of service for public facilities within each service area.
- Once assigned to each service area, levels of service shall be used as the basis for calculating impact fees.

SHORT TERM WORK PROGRAM

COMMUNITY FACILITIES

NO.	PROJECT OR ACTIVITY			YEARS		COMMENTS	
		2017	2018	2019	2020	2021	
Crec	ate Public Spaces And Encourage City Events For Community Build	ding	•	•	•		
1	Create & Promote City Directory Of Public Spaces		Х				
2	Initiate Public Events Or Activities To Be Scheduled For The City	Х					
3	Place Kiosks And Signboards Indicating Upcoming Public Events			Х			
4	Consider Adding Indoor And Outdoor Public Spaces To Reform Threadmill Complex As The Neighborhood Center					Х	
Prom	ote Art And Culture In The City						
5	Identify And Organize Art Events And Exhibitions To Promote Art And Culture In The City	Х					
6	Identify A Suitable Theme That Depicts The Character Of The City (example: railroad) To Create Sculptures And Artifacts To Attract Citizens To The City					Х	
7	Conduct Branding Studies That Re-create The Image Of Austell		Х				
Endo	rse Physical And Mental Wellbeing Among Citizens				•		
8	Create Youth Zones Which Conduct Family Based Activities				Х		
9	Make Available Non-Organization Based Recreational Facilities That Promote Activities For All Income Groups				Х		
10	Explore The Options Of Converting Legion Field Into A First Class Athletic Center			Х			
Provi	de Technology In Public Spaces	•	•	•	•		
11	Identify Public Spaces In The City Which Can Be Accessible To Networks And Technology		Х				

TRANSPORTATION

NO.	PROJECT OR ACTIVITY			YEARS			COMMENTS	
		2017	2018	2019	2020	2021		
Promo	ote Multi - Use Trails In The City		•	•	•	•		
12	Create A Bike-Ped Trails Master Plan To Promote Walkability		Х					
13	Construct Multi Use Trail On Austell - Powder Springs Road				Х			
Advoc	cate Efficient Pedestrian & Bicycle Networks In The City		•	•		•		
14	Create Safe And Efficient Pedestrian Access Across The Railroad			Х			exisitng pedestrian crosswalk near city hall	
15	Generate Pedestrian Friendly Spaces By Identifying Grade Separation Measures					Х		
16	Provide Sidewalk Connectivity On All Roads	Х	Х	Х	Х	Х	required along new subdivision fronts	
17	Provide Landscaping, Pedestrian Buffers & Street Furniture To Create Urban Walkable SpaceS				Х			
Ensure	Transportation Safety In The City							
18	Provide Street Lights, Stop Signs, Speed Signs In Necessary Areas Especially In School Zones	Х	Х	Х	Х	Х	SPLOST - replace with reflective signs	
19	Protect Access Points To Neighborhood Services And Local Businesses		Х					
20	Initiate Programs For Regular Updates Of Signage In All Areas To Promote Traffic Safety	Х						
Promo	te Public Transit Within The City			•	•	•		
21	Identify & Create City Transit Routes To Expand Accessibility		Х				in coordination with Cobb DOT & Cobb Linc	
22	Increase Frequency Of Bus Service And Introduce New Routes			Х			in coordination with Cobb DOT & Cobb Linc	
23	Ensure Safety & Access To Public Transit Depots And Bus Stops			Х			in coordination with Cobb DOT & Cobb Linc	

ECONOMIC GROWTH & LAND USE

NO.	PROJECT OR ACTIVITY			YEARS		COMMENTS	
		2017	2018	2019	2020	2021	
Provid	de Zoning Flexibility To Encourage Economic Development						
24	Promote Case Specific Flexibility In Zoning That Permits Minor Adjustments	Х					
25	Conduct feasibility studies to create a Capital Improvements Plan [Impact Fee Analysis]				Х	Х	
Stimu	late Development Of The Downtown Area						
26	Conduct Market Studies To Identify Measures To Revitalize And Redevelop The Downtown		Х				
27	Create A Downtown Development Authority To Take A Lead Role In Promoting Growth In The Area			Х			
28	Conduct Studies To Identify Possible Magnet Development Centers In The City					Х	
Prom	ote Inter Governmental Relations To Promote Development						
29	Encourage Conversations To Build Mutually Beneficial Relations Between Surrounding Cities, County And Organizations Like The South Cobb Redevelopment Authority To Promote Growth Strategies	Х					
Prom	ote & Encourage A Good Mix Of Small Businesses In The City						
30	Create Flexible Policies That Promote Small Business In The City And Ensure That A Good Proportion Of Varying Industry Is Present In The City		Х				
Prom	ote Usage Of The Threadmill Complex As A Neighborhood Town C	Center					
31	Encourage Retail And Restaurant Opportunities To Promote Usage Of The Complex		Х				
32	Create Outdoor And Indoor Public Spaces In The Complex To Create Public Attraction				Х		

NATURAL & HISTORIC PRESERVATION

NO.	PROJECT OR ACTIVITY			YEARS		COMMENTS	
		2017	2018	2019	2020	2021	
Prese	erve & Revitalize Historical Properties That Add Cultural Valu	Je To Th	ne City	•	•		
33	Identify Historical Properties That Can Be Revitalized And Preserved				Х		
34	Preserve Historic Neighborhoods And Small Homes That Add Simplicity And Character To The City					Х	
Revito	alize The Railroad To Preserve It's Character And Promote [Develop	oment A	round l	l†		
35	Conduct Feasibility Studies To Identify Measures To Create Public Spaces Around The Railroad			Х			
Maint	rain The Natural Character Of Conservation Areas & Greer	nspace					
36	Expand Conservation Easements To Restrict Any New Developments	Х	Х	Х	Х	Х	existing ordinance
37	Promote Passive-Use Tourism And Recreation		X				
38	Conduct Studies To Explore Opportunities To Capture The Water Features Of The Sweetwater Creek To Make It A Community Asset	Х	Х	Х	Х	Х	
39	Promote Use Of Green Infrastructure/ Low Impact Developments	Х	Х	Х	Х	Х	
Unify	The Park System To Create Opportunities And Improve Exis	ting Fac	cilities				
40	Create A Parks Master Plan To Unify The System And Create Opportunities		Х				
41	Create Greenways And Trails To Ensure Connectivity To And From All Parks			Х			

PUBLIC SAFETY & URBAN DESIGN

NO.	PROJECT OR ACTIVITY			YEARS		COMMENTS				
		2017	2018	2019	2020	2021				
Fost	Foster A Healthy Relationship Between Citizens And Safety Officials									
42	Continue Public Safety Day Events	Х								
43	Arrange Monthly Or Quarterly Meetings To Encourage Conversations Between Public Safety Officials And Citizens	Х								
Crec	Create Uniform Architectural Style And Character In The City									
44	Recognize An Architecture Design Review Board To Regulate Form Based Codes In The City			Х						
Crec	Create Safe, Comfortable And Pleasing Public Spaces									
45	Reinforce Guidelines That Include Height Restrictions, Pedestrian And Biking Facilities, Streetscape, Landscaping And Incorporate Street Furniture To Ensure A Humane Scale Comfort And Create Uniformity Whilst Maintaining Individuality				Х					

EXECUTING THE PLAN

The Comprehensive Plan Document is intended to be dynamic in nature. The efficacy of the plan can be determined with regular assessment of the actions identified in the plan. Any amendments in the plan must be done after careful review of the goals, visions and policies outlined in the plan. Any changes in policies must be reviewed cumulatively, and must be evaluated in terms of the importance and impact to the overall policies of the plan. The Community Affairs Department should organize a review session each year to encourage input from citizens, business groups, neighborhood associations, and any other interested stakeholders.

Annual Review & Monitoring

Heads of Departments must provide an annual review of comprehensive plan related activities to the Head of the Community Affairs Department prior to the initiation of the budget process each year. This annual review document should be used as an instrument to help assign budgetary priorities. Capital and operational funding decisions should directly reflect goals and policies of this Plan. The document should include statements identifying the respective departments' progress in achieveing the goals of the plan, and proposed programs to help achieve the Plan's goals. The annual review is aimed at:

- Measuring accomplishment of goals through recommended strategies
- Identify unlisted strategies to achieve goals
- Explain difficulties in implementing the plan
- Find new measures to solve issues