

Tommy Allegood, Mayor

Board of Aldermen:

Tim Houston
Albert L. Price
Gene Pugliese
Tim Richardson
Brett North



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August 4, 2017

Jared Lombard
Atlanta Regional Commission
229 Peachtree St. NE, Suite 100
Atlanta, Georgia 30303

RE: Comprehensive Plan Update Submittal

The City of Acworth 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.

I certify that we have held the required public hearings and have involved the public in development of 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 Brandon D. Douglas, Assistant City Manager at 770-974-3112 or bdouglas@acworth.org.

Sincerely,

A handwritten signature in blue ink, which appears to read 'Tommy Allegood', is written over the printed name.

Tommy Allegood
Mayor

Enclosures

2017 City of Acworth Comprehensive Plan



ACKNOWLEDGEMENTS

Mayor & Board of Alderman

Mayor Tommy Allegood

Butch Price

Gene Pugliese

Brett North

Tim Richardson

Tim Houston

Steering Committee

TBD

Atlanta Regional Commission Staff

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This document was developed by the Atlanta Regional Commission for the City of Acworth using funds provided by the State of Georgia.

Executive Summary



This is an energizing time for the City of Acworth. We're a highly desirable place to be in the Atlanta region - our residents love living here, with public surveys showing excellent community ratings. At the same time, we look forward to a future of continued growth and change.

Broadly speaking, a comprehensive plan is a way to guide investment, development and the allocation of services within a jurisdiction. But cities, towns and counties are complicated places, and they make decisions about the future every day, in response to new opportunities or unexpected problems. A Comprehensive Plan like The City of Acworth's Comprehensive Plan is one tool for helping to guide these decisions, with three distinctive features:

- It is long-range, looking ahead 5, 10, or 25 years
- It is comprehensive, looking across many different facets of what a City does
- It is deliberative, looking within to understand the needs and desires of the City

The City of Acworth last updated their Comprehensive Plan in 2007. This document is an update to that plan with updated policies, data and work program. This document affirms the city's big picture vision, defines goals and lays out a task list for city leaders, staff and citizens to address issues and to position the City of Acworth to be leader within metro Atlanta.

Most of the work of shaping the City of Acworth's future will be done by the residents, businesses, and nonprofits. The City of Acworth's government has a key role to play through these implementation tools:

- Regulations
- Capital spending
- Programs and staffing

The success of the goals of the City of Acworth depends on their being able to tap into the many voices of the City and weave their ideas, viewpoints, and thoughts into a common vision. Outreach and engagement were critical to reach a broad consensus of the diverse people who live and work in the City.

To meet the goal of an inclusive process meant creating multiple opportunities to get involved. The planning team developed several communication tools and forums to ensure meaningful community involvement that would form the backbone of the plan.

A Steering Committee was convened to oversee the process and act as an instrument to guide the development of the plan. Steering Committee Members were appointed from the business community, residents, city staff and City Alderman and Board members.

Two Open Houses were held to allow for people to drop in to learn about the planning process. The Open Houses were located in City Hall which allowed for visitors to make a short stop to give valuable feedback to the planning team and steering committee.

The plan focuses on elements to improve the City of Acworth with targeted policies to enhance the assets and address the issues of the City of Acworth. The plan is divided up into 5 interrelated sections:

- Acworth Yesterday and Today
- What We Heard
- Focusing on the Future
- Our Future Growth
- Plan Implementation

The City of Acworth is a diverse and forward looking community engaged in shaping its own future. The people of Acworth are working to capitalize on the qualities and values that have made it a successful community.

To be a successful community, Acworth will:

- Protect and enhance the city's historic character and small town atmosphere while facilitating smart growth and development
- Leverage the city's unique identity and location in the region to strengthen existing businesses and drive new economic development
- Promote an active, healthy community with opportunities for recreation and the enjoyment of the outdoors
- Create great public spaces and thoroughfares with well balanced, fiscally sound, infrastructure investments
- Work to ensure existing business and retail vitality while expanding the economy with community partners.

As the City of Acworth moves forward in implementing the Comprehensive Plan. These goals should be monitored to ensure that they are still relevant to the city.

“We’re making progress and I’m proud of that. I’d like visitors to our CBD to exclaim how quaint and beautiful it is in ten years.”

-Attendee at the 1st Open House

Acworth: Yesterday & Today



In Georgia, comprehensive plans must be updated every 5 years, as required by the Minimum Standards and Procedures for Local Comprehensive Planning. The development of a comprehensive plan helps a community to:

- Develop a vision for what it wants
- Establish Priorities and determine key issues and assets
- Encourage Dialogue
- Guide Decision making
- Determine how to best allocate limited resources
- Data analysis and the community ideas for the future are combined into action areas for the plan.

The focus areas of this Comprehensive Plan stem from a rich and interactive public process supplemented by data. The chapters in this plan identify key issues and assets of the City of Acworth and develop a work program and goals to guide decision making.

“Make big plans; aim high in hope and work”

-Daniel Burnham

In 1845, the Western and Atlantic Railroad began operation in Atlanta and began laying tracks towards Chattanooga. The first water stop north of Atlanta was Northcutt Station. A railroad engineer named Joseph Gregg later renamed the station after his home town of Acworth, New Hampshire. On December 1, 1860, the area in a half-mile radius surrounding Northcutt Station was incorporated into the City of Acworth.

Less than two years later, the Civil war reached Acworth when James Andrews and his crew stole "The General" and raced through the city in what would be known as "The Great Locomotive Chase." Later during the war, General Sherman was headquartered in Acworth for several days. In November of 1864, many Acworth buildings were burned as a result of Sherman's Atlanta Campaign.

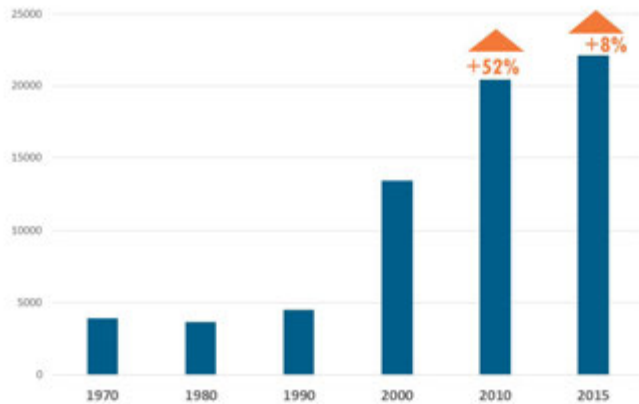
In 1950, Lake Allatoona was completed and it, along with Lake Acworth, created recreational opportunities, and today Acworth is a vibrant community with outdoor recreational opportunities.



The City of Acworth has 2 Districts and 4 Places on the National Register of Historic Places



POPULATION CHANGE



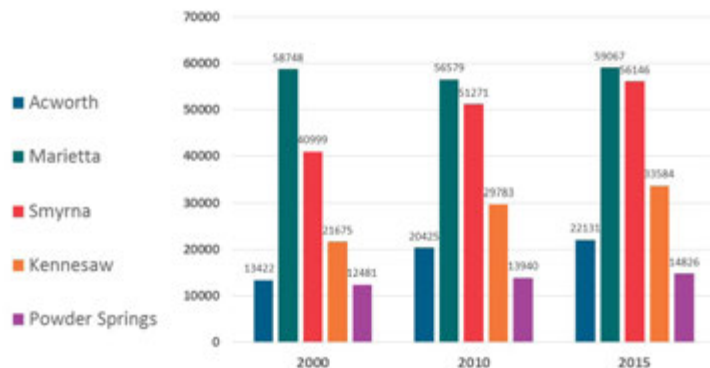
Who We Are

Until the 1990s, the City of Acworth population held steady at just under 5,000 people. With the rapid growth of the Atlanta region in the 1990s and 2000s, the population of the City of Acworth surged to over 20,000 people in 2010. Growth has leveled off slightly, but the city still had a population increase of 8% for a 2015 population of 22,131.

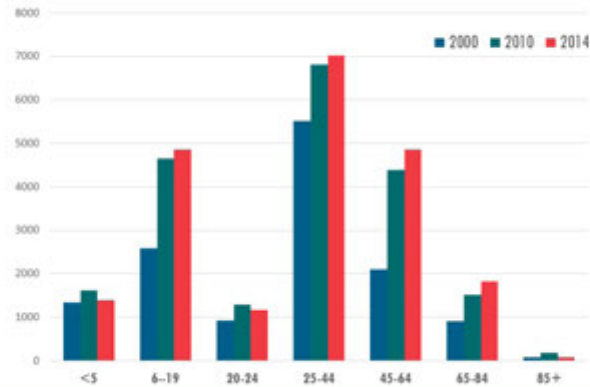
While the City of Acworth has grown significantly since the 1990s, it is still one of the smaller cities within Cobb County behind the cities of Marietta, Smyrna and Kennesaw. This growth is best illustrated with the large increases in children and the 25-64 age cohort and the increasing diversity within the city. The proportion of Black residents, Asian residents, and residents who identified as another race increased, while the proportion of white residents and residents of two or more races decreased.

As the City of Acworth is expanding from the Great Recession, incomes have largely stayed the same over the past 15 years. Factoring inflation, this illustrates that buying power has decreased.

POPULATION COMPARISON



AGE DISTRIBUTION



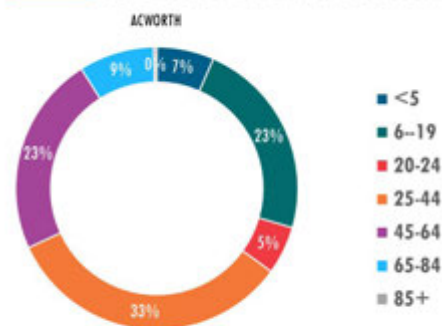
This chart demonstrates the changes in proportions of various age groups in Acworth between 2000 and 2014.

The proportion of young children increased slightly between 2000 and 2010, but fell again between 2010 and 2014. The proportion of children ages 6-19 increased dramatically between 2000 and 2010 and continues to rise.

The proportion of adults between the ages of 20-44 and those over the age of 45 decreased between 2010 and 2014.

Data Source: US Census, American Fact Finder

AGE DISTRIBUTION COMPARISON



This chart depicts a comparison between the age group proportions in the City of Acworth to those for the entire Atlanta Metro. Acworth has a larger proportion of school aged children (5-19) and young adults aged 25-44.

Data Source: US Census, American Fact Finder

RACE DISTRIBUTION

2000

2014



Between the years of 2000 and 2014, the City of Acworth became more diverse.

The proportion of Black residents, Asian residents, and residents who identified as another race increased, while the proportion of white residents and residents of two or more races decreased.

6% of residents of any race identified as Latina in 2000, and this percentage increased to 10.1% by 2014.

Data Source: US Census, American Fact Finder

RACE DISTRIBUTION

ACWORTH

10-COUNTY ATLANTA METRO



The racial distribution in Acworth reflects the racial distribution in the 10 county metro loosely.

Acworth is home to slightly fewer residents of color than the Atlanta Metro at large.

Data Source: US Census, American Fact Finder

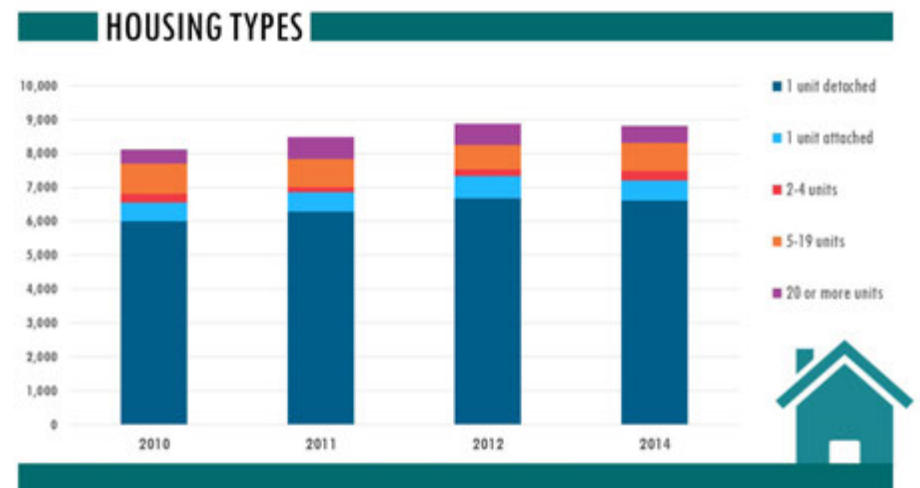
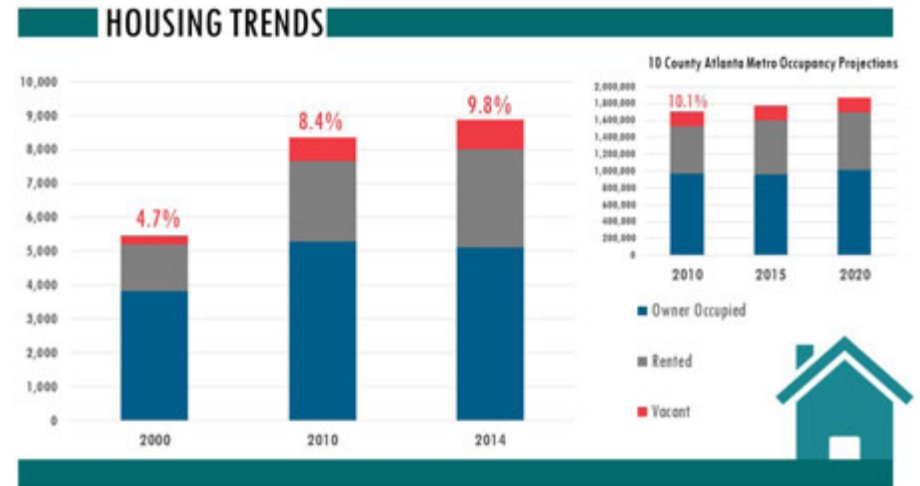
Home Sweet Home

The large population growth is also reflected in an increase in the number of housing units within the City of Acworth. In 2000, the city had just over 5,000 residential units with a vacancy rate of 4.7%. The city grew to just under 9,000 units in 2014 with a vacancy rate of 9.8%. This is under the regional average. The Great Recession has caused a shift in the housing market in metro Atlanta. Now, a larger percentage of homes are rental than in recent memory.

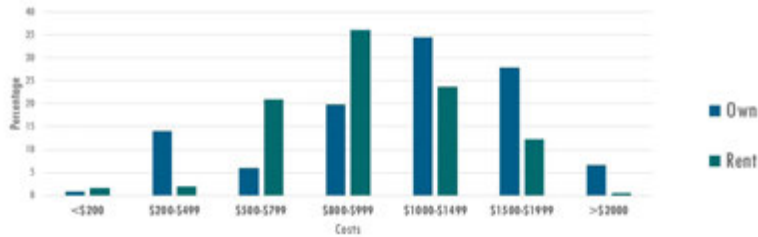
The City of Acworth housing stock is primarily single family, however in recent years the number of developments that have 20 or more units is increasing. This trend should continue with some larger senior housing projects being currently developed within the city, and as the city continues to mature. Areas for large single family subdivisions are limited.

Acworth is an affordable place to live within the Atlanta region, however 70% of residents who rent their home have a household income of less than \$50,000, while 38% of owners have incomes in this range. Conversely, 20% of homeowners but just 8% of renters make more than \$100,000.

A vast majority of renters spend between \$500 and \$1500 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$1000 and \$1499 on housing costs monthly.



MONTHLY HOUSING COSTS: RENT V. OWN

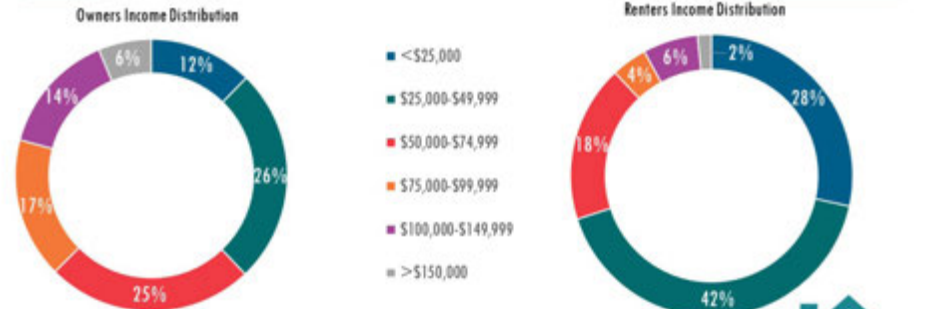


A vast majority of renters spend between \$500 and \$1500 on housing costs each month, while housing costs for homeowners are more evenly distributed. The largest percentage of homeowners spend between \$1000 and \$1499 on housing costs monthly.

Data Source: US Census American Housing Survey: National Characteristics, 2014



HOUSEHOLD INCOME DISTRIBUTION: RENT V. OWN



70% of residents who rent their home have a household income of less than \$50,000, while 38% of owners have incomes in this range. Conversely, 20% of homeowners but just 8% of renters make more than \$100,000.

Data Source: US Census American Housing Survey: National Characteristics, 2014



HOUSING EXPENDITURES

Area Median Home Value Estimates

American
Communities Survey
Estimate 2014:

\$153,000

Zillow Estimate, May
2016:

\$181,400

ESRI Business Analyst
Online Estimate 2016:

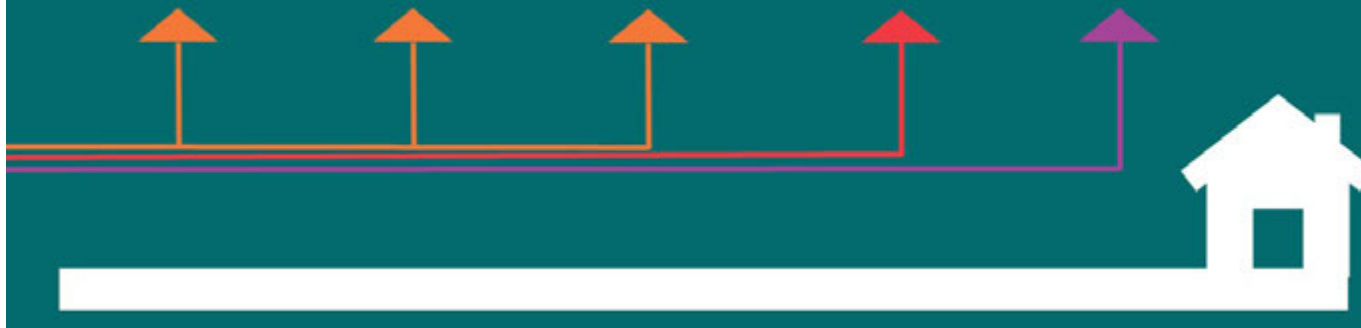
\$163,793

Selected Median Owner
Costs, 2014:

\$1,394/mo

Average Monthly Rent
2014

\$939/mo

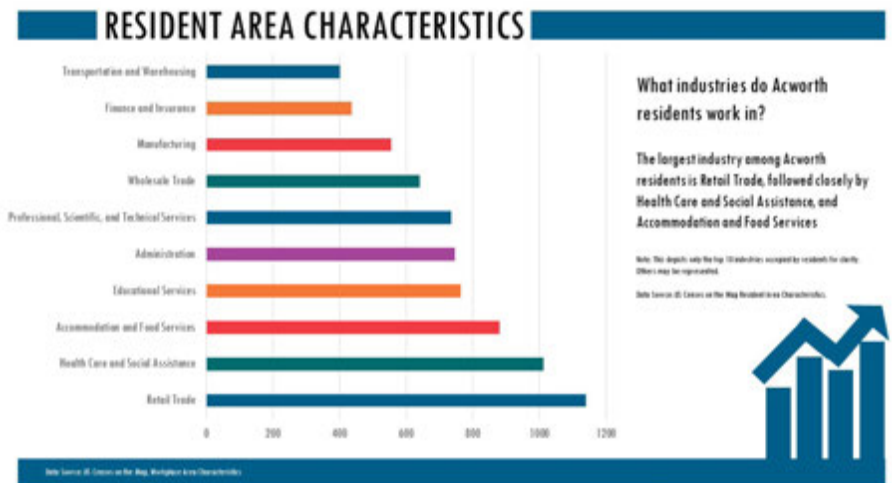
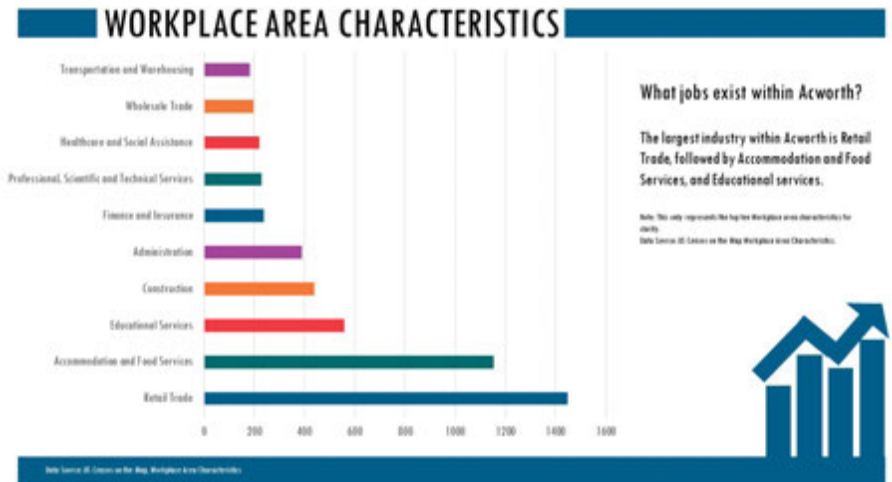


What We Do

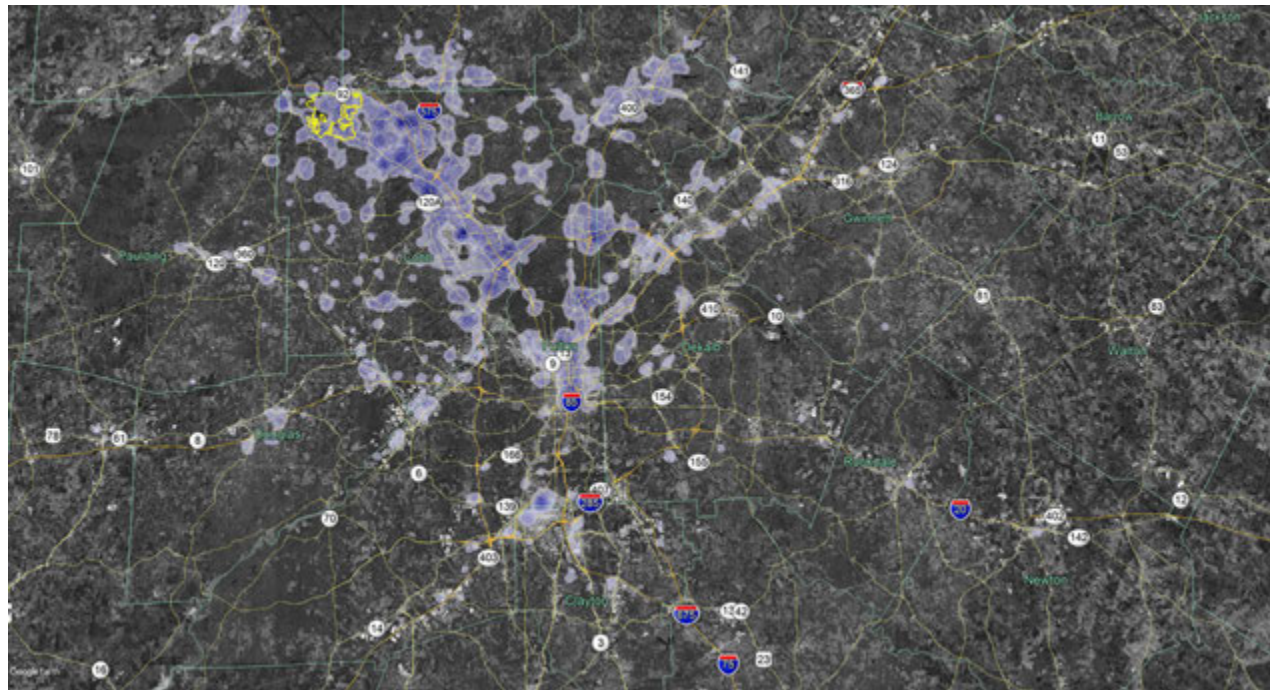
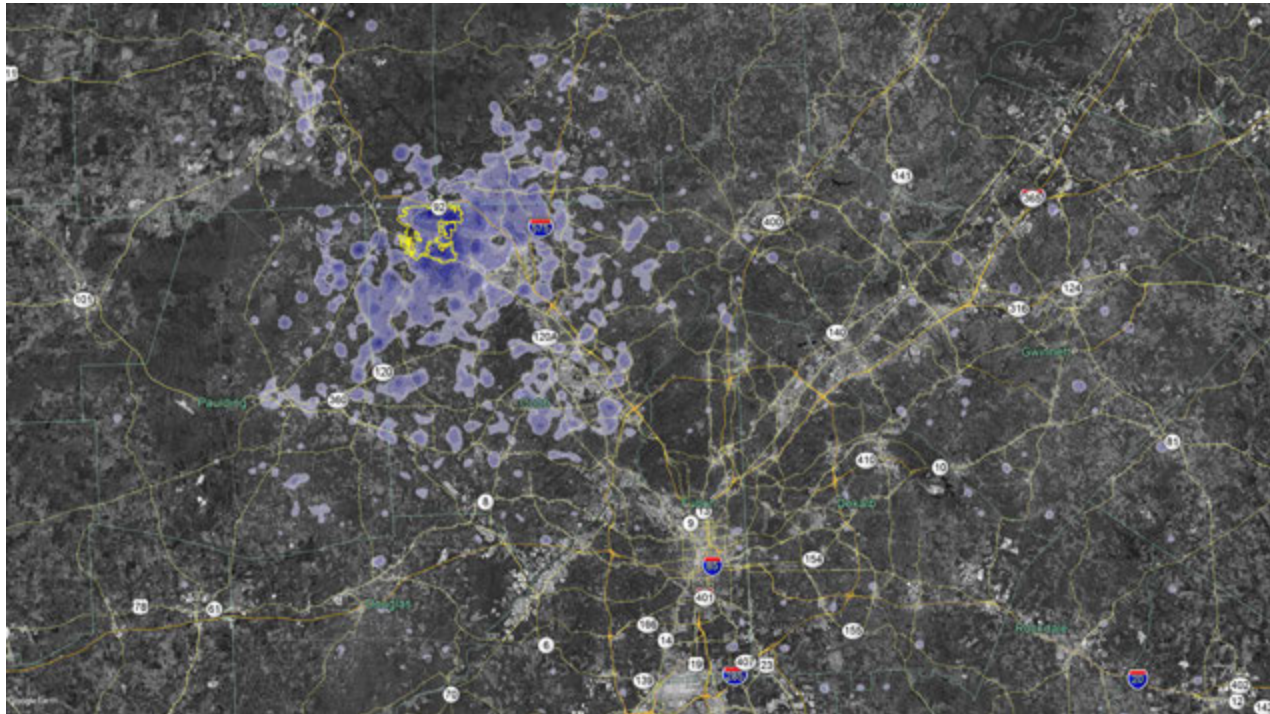
The largest employment sector within the City of Acworth is is Retail Trade, followed by Accommodation and Food Services, and Educational services. The largest employment sector of residents of Acworth is also Retail Trade, followed closely by Health Care and Social Assistance, and Accommodation and Food Services.

Residents primarily travel to work along the I-75 Corridor to Cumberland and Downtown and to the major employment centers along GA-400. A few residents travel to the airport but limited residents travel east of Spaghetti Junction for work.

Most workers within the City of Acworth live within the city or just outside of the boundaries. Other areas of concentrations of workers include, West Cobb, Southern Bartow County, and Kennesaw. Very few workers commute from the southeast of Cobb County.



Where Workers in the
City of Acworth live
Source: Census on the Map

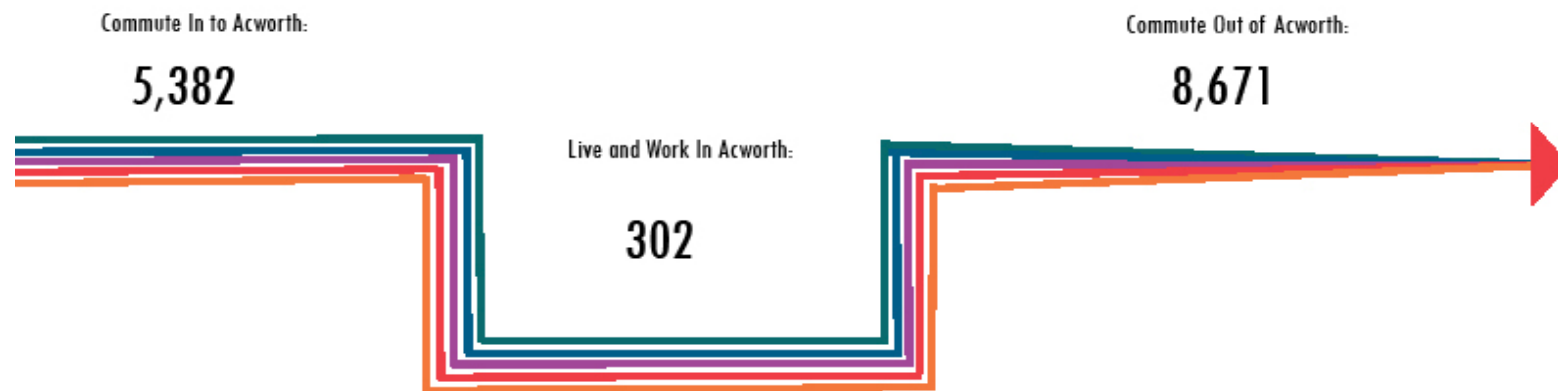
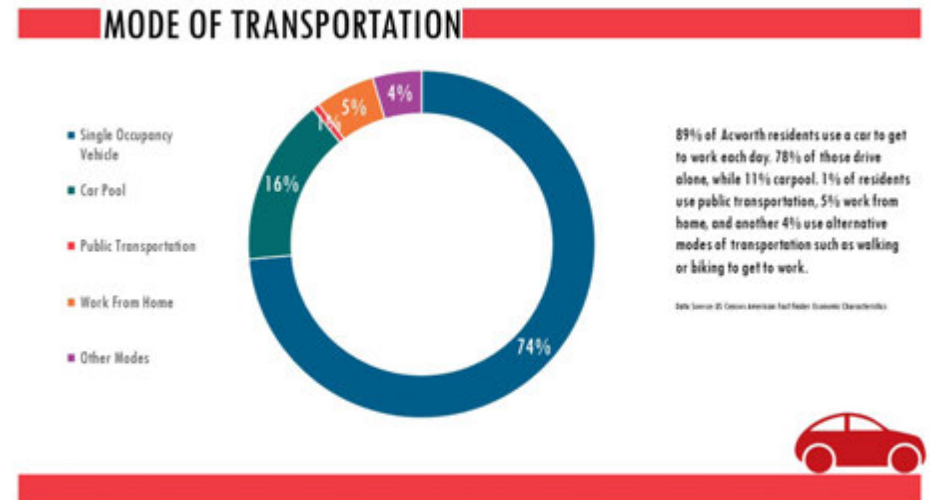


Where Residents in the
City of Acworth work
Source: Census on the Map

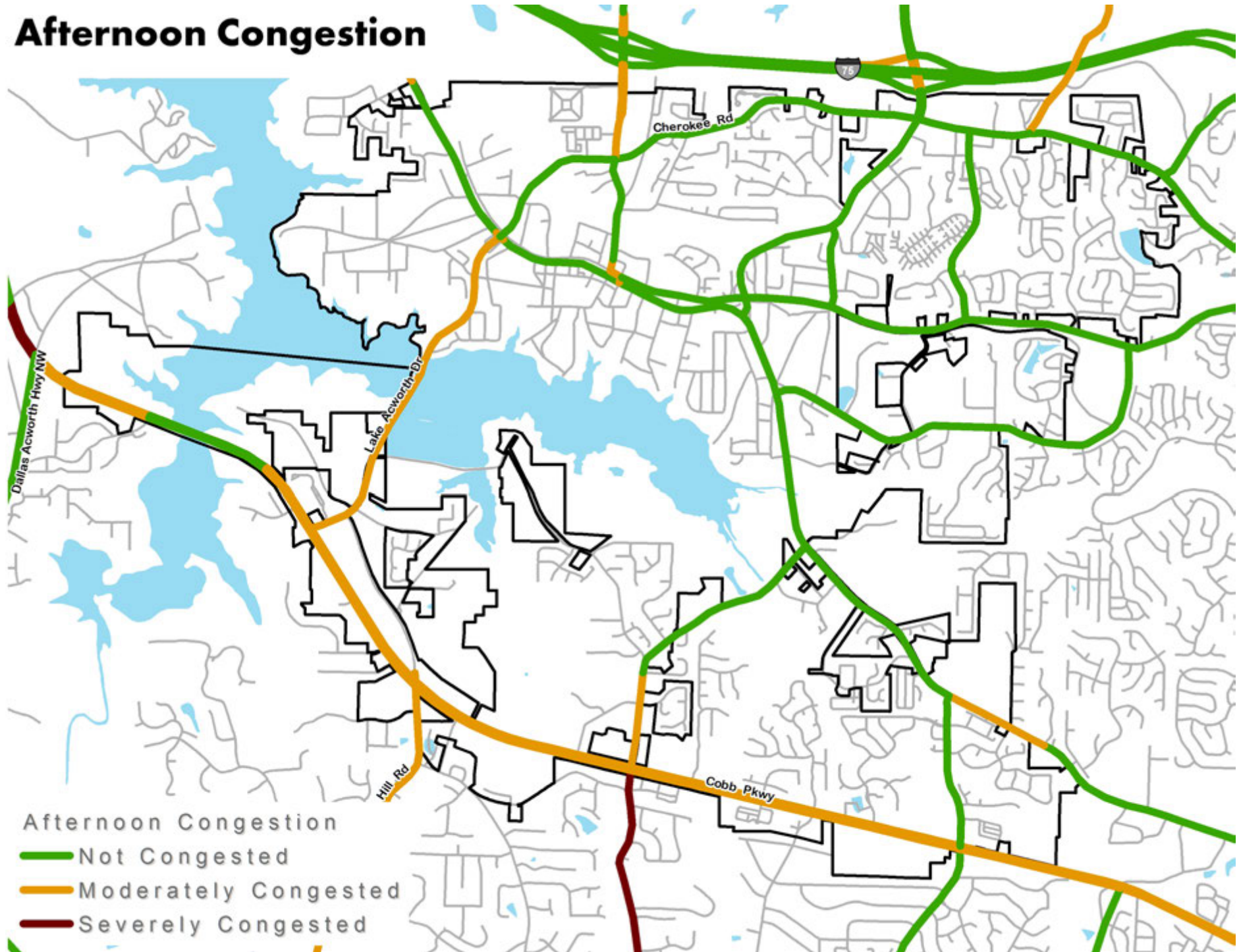
How We Move

Each day, 8,671 people commute out of Acworth for work, while another, 5,382 people commute into the city. Just 302 people live and work in the City of Acworth. Most commuters out the city drive alone with 16% carpooling and 1% taking transit. Sixty-six percent of residents commute less than 24 miles to work each day.

Areas of regular congestion are along Cherokee Street and Highway 92 over Lake Acworth during the afternoon hours.



Afternoon Congestion



What We Heard



Planning Process

Plans need to reflect the values of those who live and work in a place. For this reason, an extensive public process was designed to put together this Comprehensive Plan. The process tapped the knowledge of a local expert steering committee but also encouraged new voices to participate. At the same time, it's not enough to listen. An understanding of the facts on the ground and the constraints that shape the city's future is essential to arrive at implementation actions that are grounded. This process of engagement spanned 6 months and is summarized on the following pages.

"I am so glad you took the time to hear what we think"

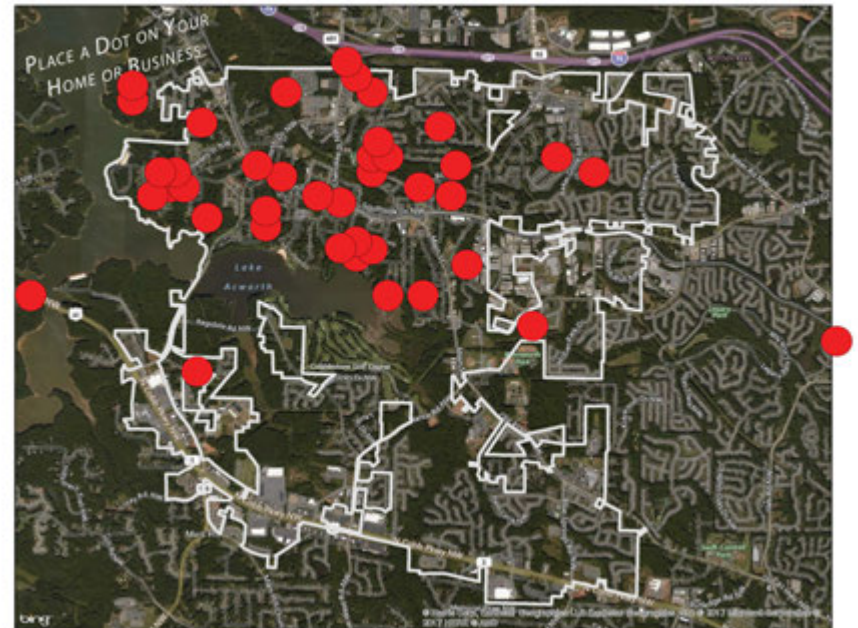
-Resident at the 2nd Open House

Plan Open House #1

The first community engagement opportunity was on March 28th, at City Hall. Over 50 people attended, with some just being city residents for less than a month.



TELL US WHERE YOU ARE FROM...



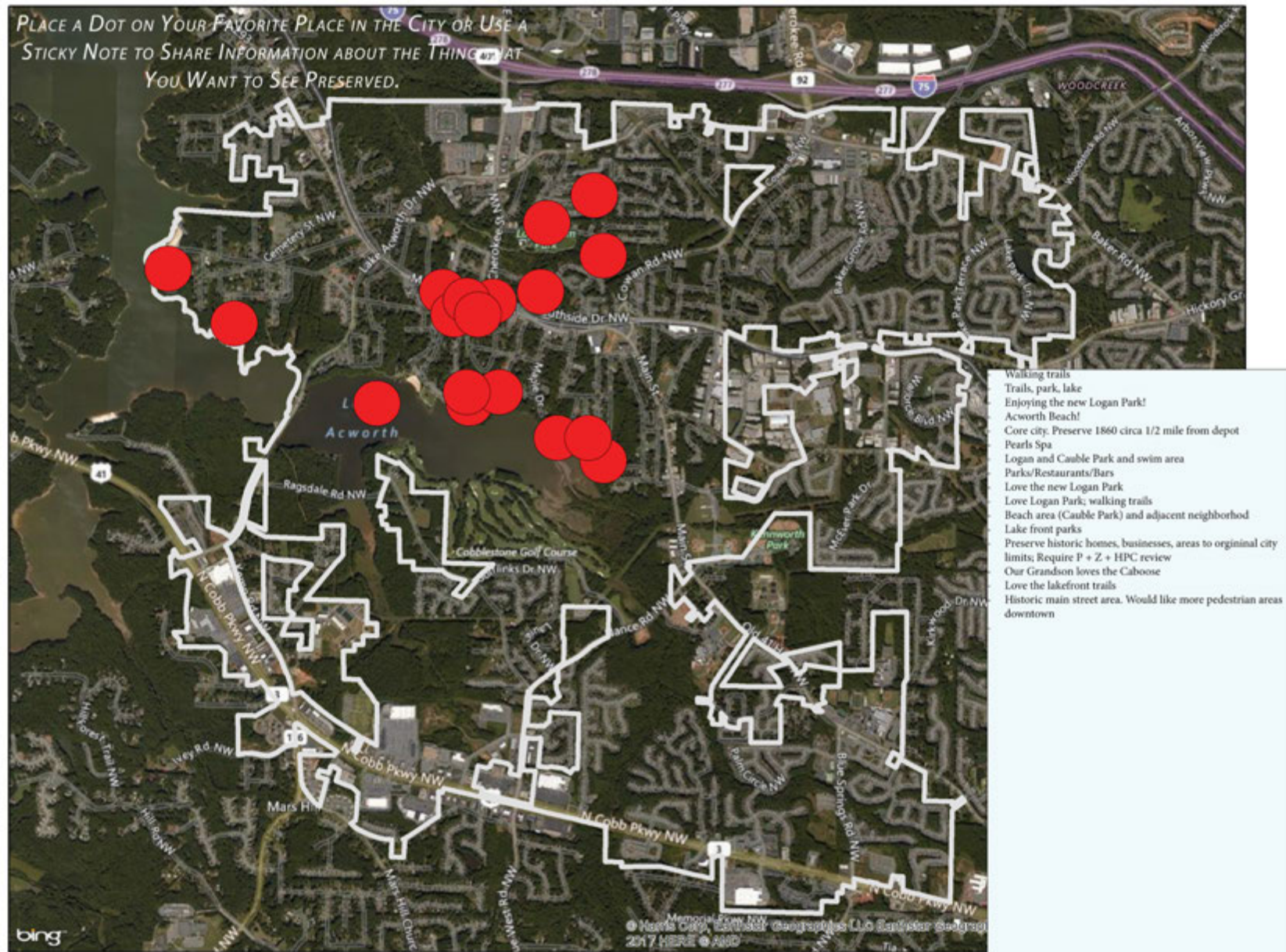
Collaborative Map

A large-format map of the City and surrounding areas was used to gather responses to two questions from the community at the Open House- 1) Besides your home, what is your favorite location in Acworth? 2) If you had money to spend to improve one location in the town, where and what would you spend it on?

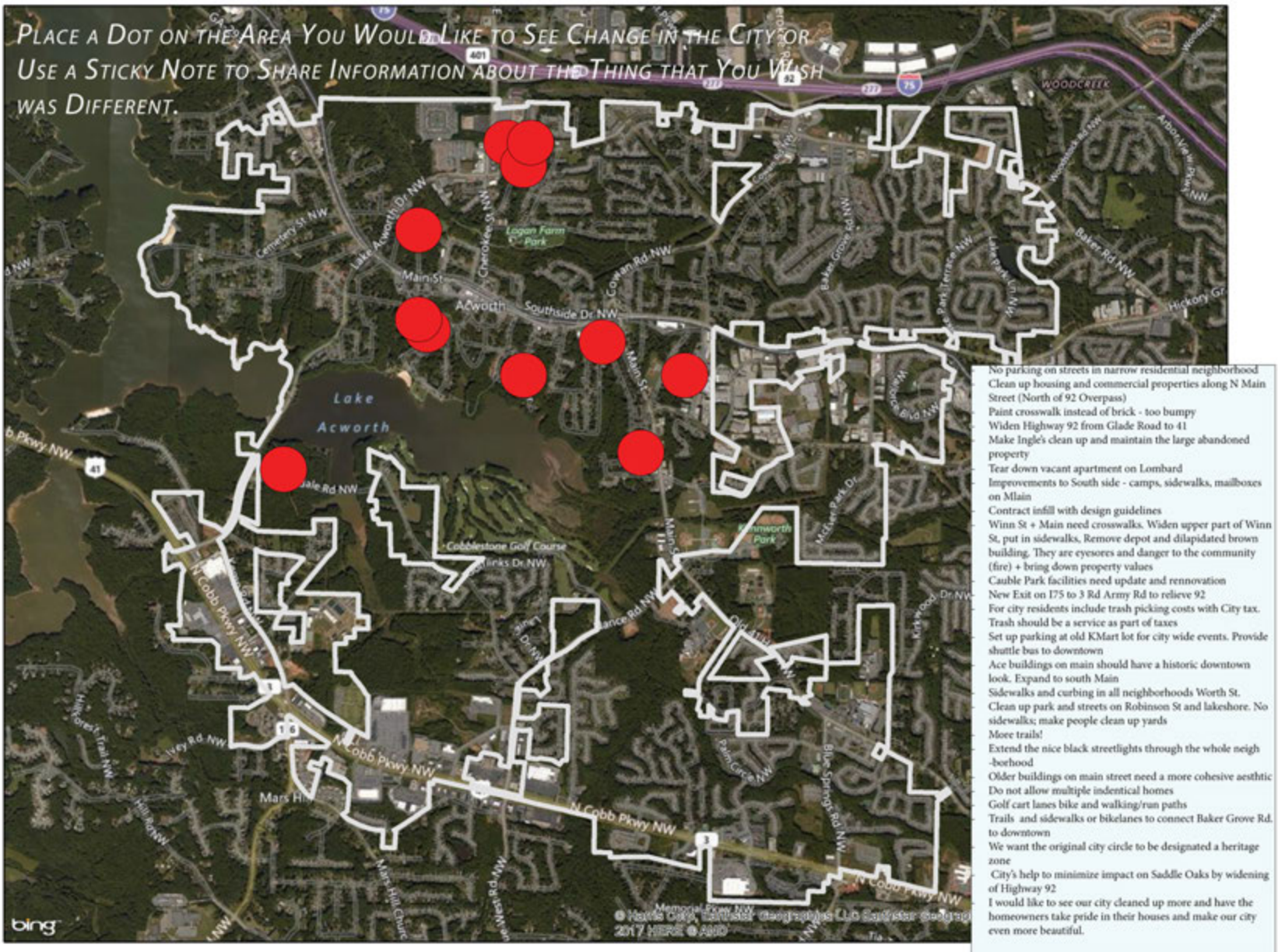
The following pages illustrate the results but Downtown Acworth was no surprise most attendees favorite spot, however the number of comments about the vacant properties along Glade Rd/Cherokee St was surprising.



WHAT IS YOUR FAVORITE PLACE?



WHAT DO YOU WANT TO CHANGE?

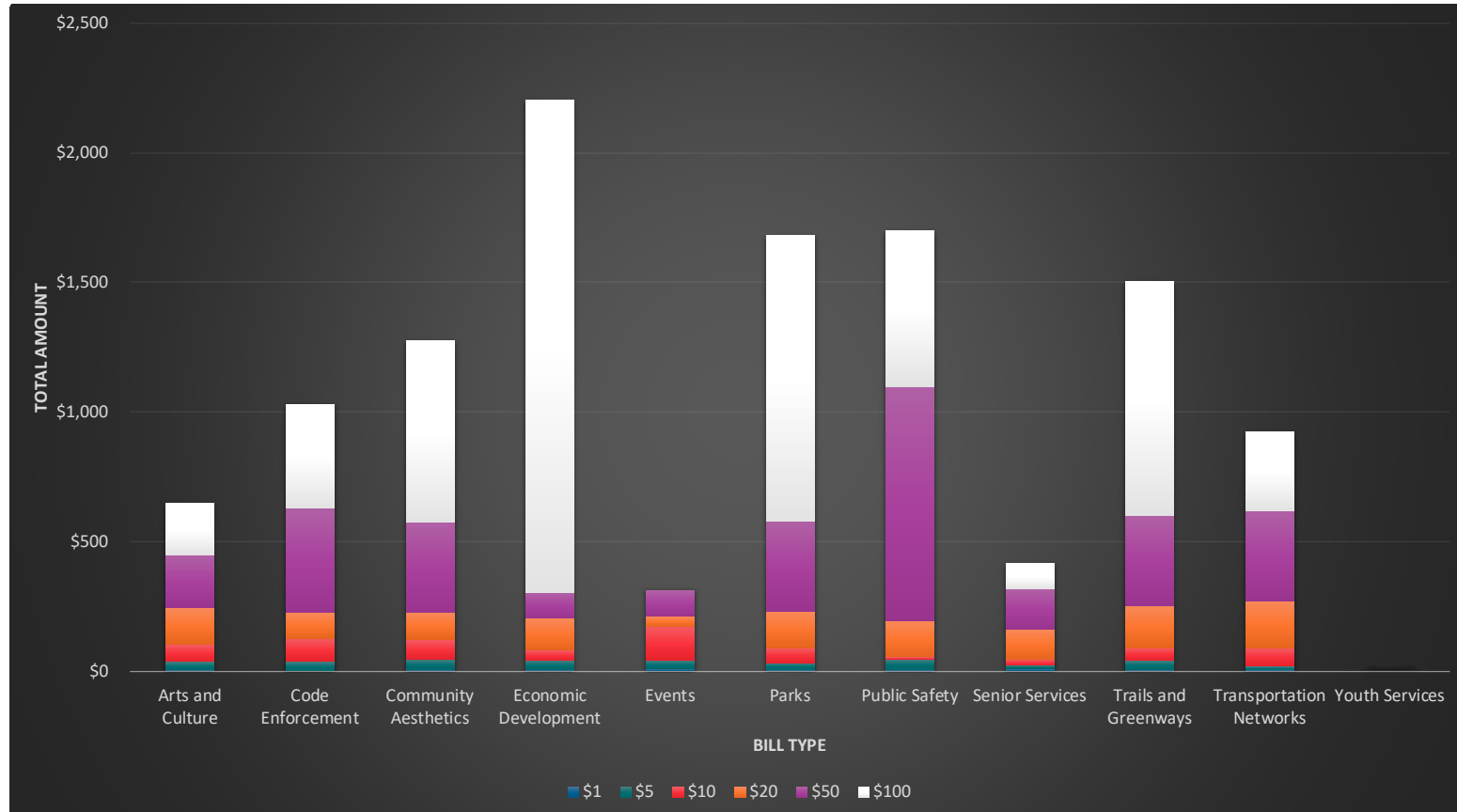


DIY (Do-It-Yourself) City Budgeting

Participants prioritized where they would like to see the City of Acworth make investments in the future. Each participant was given a pack of “planning money” to spend on 11 different priorities, ranging from public safety to senior services to community aesthetics. Each money packet included one bill each in six different denominations: \$1, \$5, \$10, \$20, \$50 and \$100, which totals to \$186. Economic Development was the received the largest share of money at \$2,204 followed by Public Safety at \$1,696, which was followed closely by Greenspace at 1,681.

Downtown Development Visual Preference

Residents were also asked to identify their preferred development style for new development within downtown. The top images are located on the next page. Each image has a similar style of multi-story development that compliments the traditional form already found in Downtown Acworth.



DIY (Do-It-Yourself) City Budgeting Results



Plan Open House #2

The second community engagement opportunity occurred on June 7th, at City Hall. Over 40 people attended, with a large segment of the attendees being new to the process.

Glade RD/Cherokee Street

Based upon the community feedback at the first open house, attendees were asked to describe what land uses and activities should occur on the vacant property. Most comments were to be a mixed use, walkable development that should be a gateway for the city. Woodstock, Avalon and Smyrna were all described. A visual preference survey for the property was also conducted. 2-5 stories of mixed development were identified as the top choices with well-defined common space. What was not chosen at all was the traditional big box retail development.

Public Art

Attendees were also asked to identify sample public art types that they would like to see within the city. Traditional sculptures and decorative lighting were chosen. The decorative lighting could be installed under major underpasses that enter into the Downtown area which illustrate that downtown is an unique place.

Housing Types

Promoting a variety of housing types near downtown was identified as an issue from the steering committee. Attendees were asked on a visual preference survey of different nontraditional housing products. The "Cottage Court" housing type was chosen as the most popular. This type of development is 5-10 units sharing a common courtyard.



The images below were the style and feel that the public identified as what they would like to see at the Glade Rd/Cherokee Street area above.





These images were the most supportive Public Art styles



Community Input Opportunities

Thursday December 15 Kickoff Hearing	Wednesday January 25 Steering Committee Meeting	Wednesday March 8 Steering Committee Meeting	Wednesday March 29 Public Open House	Wednesday May 24 Steering Committee Meeting	Wednesday June 7 Public Open House	Wednesday June 25 Steering Committee Meeting
Tuesday July 20 Planning Commission	Monday July 31 31 Transmittal Hearing					

Focusing on the Future



Based upon feedback from the Community and analysis of the data the following are the key assets of the City of Acworth and the key challenges facing the City of Acworth.

Assets

These assets of the City of Acworth are items to be accentuated and improved on over time:

-Great Historic Downtown and surrounding neighborhoods that have a strong sense of community.

The City of Acworth benefits from the successful preservation of its historic resources. The Collins Avenue Historic District is locally protected, and many other sites and districts have been identified as eligible for listing on the National Register of Historic Places.

The City of Acworth has used historic preservation as a tool to encourage the revitalization of their business districts and historic neighborhoods. New development has reflected the scale, setback, and materials that are compatible with the historic fabric of the community. Property owners can enjoy state and federal tax benefits from the continued use of historic preservation as a community development tool.

-Lake Acworth

The City of Acworth is one of the few cities in metro Atlanta, that has a lake, and even rarer a lake as large as Lake Acworth. That resource should be continued to be promoted and maintained. The lake provides a great economic development incentive to attract unique development and people to the city. Outdoor

recreation is an expanding tourism opportunity and with lake access, the City of Acworth is in a unique position in the region to attract this type of growth.

-Good access to the interstate

Located just off of I-75 in the northern areas of the Atlanta region, the City of Acworth has a great connection to the interstate system which connects the city to other employment centers in the Atlanta region and to the rest of the country. Located 40 miles from Hartsfield-Jackson Atlanta International Airport, the city has connections to the world.

-Staff, elected officials and community that are visionary

Throughout the planning process, the public input of was supportive of the changes planned and implemented currently in Acworth. The care that staff and elected officials have worked with the community to get their input and support of projects have should continue



Challenges

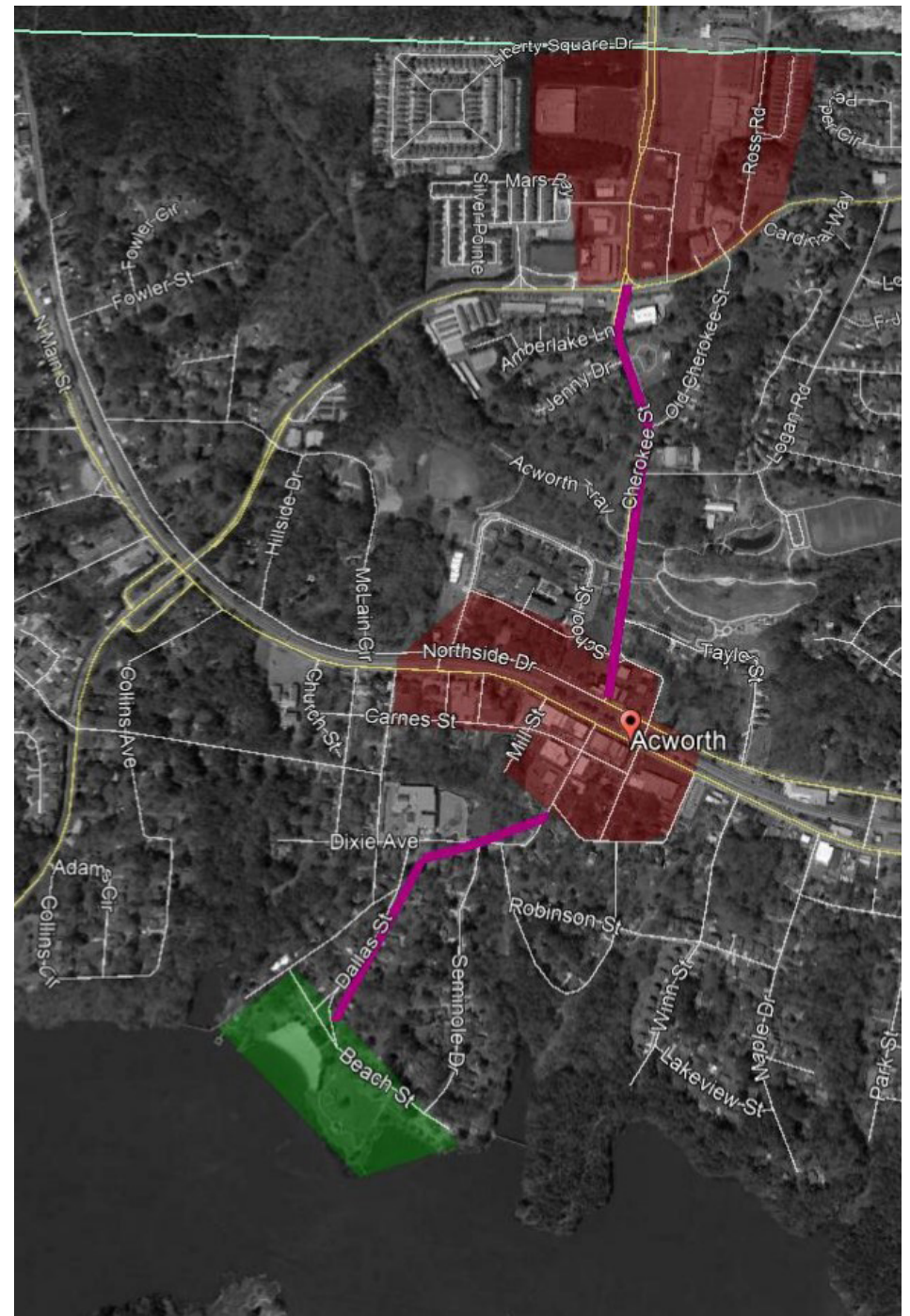
These challenges of the City of Acworth are items to be addressed and monitored over time, to ensure the continued long term success of the city:

-Managing redevelopment and growth with historic properties while preserving local feel

As the city continues to develop, a balance needs be struck between allowing new construction that reflects the time and place it is built while respecting the history and context of the community. Redevelopment of properties promotes economic growth but it can be drastic change for some residents. As new projects continue to be planned and implemented, public engagement and input should continue.

-Connecting Downtown to the Lake and Glade Rd Interchange

The Downtown area is the core of the city. However, stronger connections are needed to connect the core to the Glade Road Interchange at I-75, and Lake Acworth. Right now, if you are traveling along I-75, downtown and Lake Acworth is invisible from the interchange. The city is currently working on projects that will improve those connections but developing a stronger connection and improving the corridor should be continued to evaluated.



Plan Goals

The City of Acworth is a diverse and forward looking community engaged in shaping its own future. The people of Acworth are working to capitalize on the qualities and values that have made it a successful community.

To be a successful community, Acworth will:

Protect and enhance the city's historic character and small town atmosphere while facilitating smart growth and development

Leverage the city's unique identity and location in the region to strengthen existing businesses and drive new economic development

Promote an active, healthy community with opportunities for recreation and the enjoyment of the outdoors

Create great public spaces and thoroughfares with well balanced, fiscally sound, infrastructure investments

Work to ensure existing business and retail vitality while expanding the economy with community partners.

“A goal without a plan is just a wish.”

-Antoine de Saint-Exupéry

As the City of Acworth moves forward in implementing the Comprehensive Plan. These goals should be monitored to ensure that they are still relevant to the city.

Our Future Growth



As a first step in creating an appropriate development atmosphere, the city has developed “Character Areas.” These “Character Areas” are intended to ensure compatible and unified development within specified areas of the city.

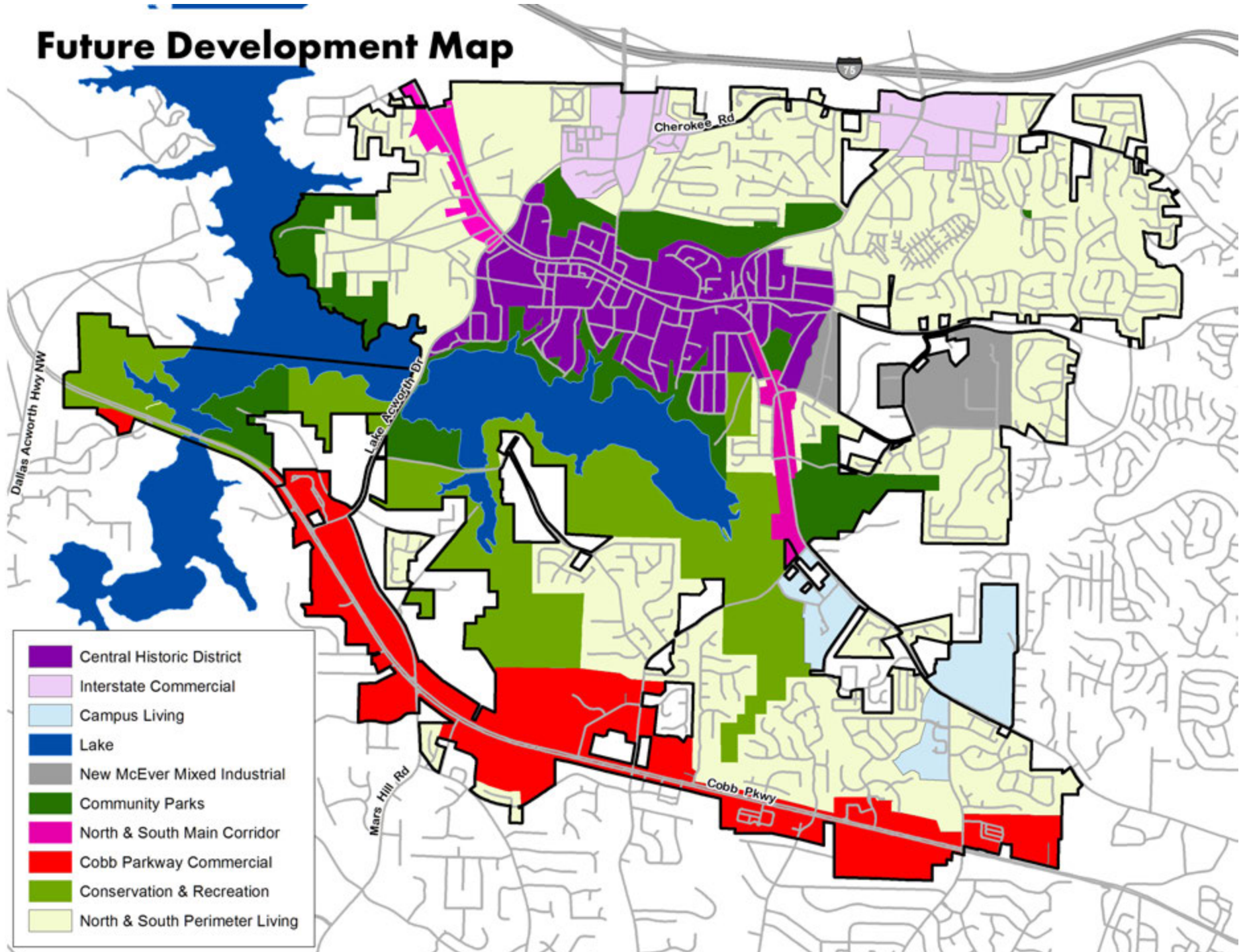
As described over the next few pages, these Character Areas define the overall land use characteristics in generalized areas of the city, such as density and land use policies. A matrix of policies are located at the end of the chapter.

Future growth outside the city into Northwest Cobb County should follow the Northwest Cobb Vulnerability Study.



Acworth's Central Historic District has a mixture of historic and new development.

Future Development Map



Central Historic District

The Central Historic District represents a variety of land uses commonly found in rural, southern town centers. A blend of historic residential properties, City government facilities, and small, family-owned businesses enhanced by pedestrian friendly sidewalks, attractive streetscapes, historic downtown architecture, and a busy railroad corridor create this unique character area.

Revitalization efforts because of the Livable Centers Initiative study have been highly successful as small, unique retail stores and restaurants are experiencing levels of vitality not experienced for decades. Many public services are located downtown such as the U.S. Post office, and the core city government offices. These services should maintain their association to the Central Historic District.

Redevelopment should occur on a multi-parcel basis to be most effective; however single parcel infill development is possible. Infill development or redevelopment should reflect architectural styles complementary to historical style of local homes and businesses. Higher density development around the lake is not desired and should not be encouraged. Higher density development may be more appropriate along Main Street or within the downtown area.



New development or redevelopment should reflect architectural styles complementary to historical style of local homes and businesses



Permissible Land Uses

- Commercial
- Light and Moderate Industrial
- Residential
- Public/ Institutional
- Transportation/Communication/Utilities



Cobb Parkway Commercial

As the busiest commercial corridor in Acworth and one which also defines the southernmost boundary of the City, this four-mile section of Cobb Parkway (U.S. Highway 41) in the Acworth city limits is home to several big box stores and several large retail developments. A broad mix of restaurants and retail stores, both franchises and independents, complete the economic make-up of this area. Many of these developments share parking, signage monuments and Cobb Parkway ingress and egress points. Many of the access drives are accessible at traffic signal controlled intersections, thereby allowing safe access into and out of the commercial development. Safe access and market visibility is further enhanced by appropriate landscaping and building setbacks as well landscape requirements that limit the height of trees and shrubs near Cobb Parkway.

Available land for structures containing small and medium size businesses, office developments or even churches is limited. Space for additional “Big Box” developments may be unavailable without extensive redevelopment which would likely cause a land use conflict between the few residential areas to the north and the extensive residential area to the south. This corridor is bound by the city limits of Acworth.



Large scale retail is common along the corridor.

Permissible Land Uses

- Commercial
- Residential
- Light Industrial
- Public/ Institutional
- Transportation/Communication/Utilities
- Mixed Use



Interstate Commercial

Two I-75 interchanges comprise this character area with locations at the Glade Road interchange and the Highway 92 interchange. This character area is generally travel- oriented with emphasis on hotels and motels, restaurants, gas stations, and food or convenience stores. These areas quickly transition into areas of single family homes and therefore present some challenges to redevelopment that might include additional or larger structures and transition zones. These areas also serve the surrounding neighborhoods as neighborhood activity centers and should function as gateways into Historic Acworth as well.

Exit 278

I-75 at the Glade Road interchange is at the northwest corner of Glade Road and Highway 92. The Old Ingles strip storefront lies on the east side between Highway 92 and I-75. Several small businesses are in this strip development with several fast food establishments fronting Glade Road. An Ingles store is located directly across Glade Road from the old Ingle's store site. The old site presents numerous opportunities to become a large mixed use development as a gateway to the city.

Exit 277

I-75 at the Highway 92 interchange is a major east-west node connecting Dallas, Acworth, Kennesaw and Woodstock via Highway 92. This interchange is also important as it is the primary exit for many Lake Allatoona parks as well as for North Metro Technical College which is located on the north side of I-75 between Highway 92 and Glade Road.



The community was interested in seeing similar developments on vacant property in this area.



Permissible Land Uses

- Residential
- Commercial
- Light Industrial (and Distribution)
- Public/ Institutional
- Transportation/Communication/Utilities



South Main St Commercial

The South Main Street Commercial Corridor currently contains a mix of neighborhood compatible businesses. This one mile long extension of the downtown is located southeast of the Central Historic District.

The range of business types are very narrow with most businesses falling under a restaurant or auto maintenance description. Many of the older structures are more than twenty years old, and need revitalization if not removal.

As an extension of the Central Historic District, this corridor has the potential to become more closely associated to the Historic District through commercial function, intensity, scale, common architectural elements, site design, signage and access.

Future growth should strive to position smaller scale, neighborhood and pedestrian-friendly development closer to the Central Historic District. This section of the corridor would also serve as a transitional phase from less-neighborhood friendly businesses in the southern corridor to the very neighborhood-friendly businesses of the Central Historic District. Less neighborhood and pedestrian-friendly operations like the auto repair facilities should be in the vicinity of the Acworth Sports Complex. This same area may also be a suitable area for retail, restaurant or convenience store businesses that cater to the teams and individuals who play at the complex.



This is an example of retrofitting a building into a smaller scale neighborhood and pedestrian friendly development.

Permissible Land Uses

- Commercial
- Light Industrial
- Public/ Institutional
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Mixed Use



North Main St Commercial

The North Main Street Commercial Corridor is presently comprised of residential, light manufacturing, warehousing and retail operations.

Older retail operations are located near Lake Acworth Drive and manufacturing and warehousing operations are located between Cemetery Road and the City limits. Older homes are scattered in between developments.

As an extension of the Central Historic District, this corridor has the potential to become more closely connected to the through function, common architectural elements, signage and access. This section of Main Street could become a mixed-use area of residential, light industrial, warehouse, office and neighborhood compatible retail and restaurant establishments. Renovated or new homes similar in style to the traditional mill village homes may be an attractive transition into the larger, historic homes of the Central Historic District.

Pedestrian friendly access should be incorporated into redevelopment projects into the adjacent neighborhoods. Light industrial or warehouse functions should be limited to parcels northwest of Cemetery Road. These functions should screen all outdoor storage areas from Main Street, have safe, well-defined setbacks, entry points and signage.



This is an example of retrofitting a building into a smaller scale neighborhood and pedestrian friendly development.

Permissible Land Uses

- Commercial
- Light and Moderate Industrial
- Public/ Institutional
- Transportation/Communication/Utilities
- Mixed Use



New McEver Mixed Industrial

The New McEver Mixed Industrial character area represents the only significant industrialized area in Acworth. The area is generally well screened from New McEver Rd, Huddleston Bridge Road and the schools. The City of Acworth houses its public works and police departments in this industrial area.

The character area is composed of a variety of light and moderate intensity manufacturing uses as well as office and warehouse uses. In the center of the area are Acworth Elementary and Barber Middle Schools. Though the location of the schools present a land use conflict with the surrounding industrialized area, large buffers have been provisioned to protect the school from neighboring development.

Future development should provide appropriate buffers, screenings, setbacks, building materials and landscaping that reflect and promote the overall character of the City. Moderate to high impact development should be encouraged in the interior of the area. Low impact development should be limited to the periphery to provide appropriate transition to surrounding office and residential areas. Truck transportation routes should be identified and signs marking the route installed. The shortest and quickest routes to Cobb Parkway and I-75 should be signed with the purpose of protecting homes, businesses and pedestrian areas in the Historic Core.



This is an example of retrofitting a building into a smaller scale neighborhood and pedestrian friendly development.

Permissible Land Uses

- Commercial
- Light and Moderate Industrial
- Public/ Institutional
- Transportation/Communication/Utilities



Campus Living

The Campus Living character area is the area that is defined by Awtrey Middle School, North Cobb High School, North Cobb Christian School, the NorthStar Church Campus and the mixed use development at Blue Springs Station. Within this area is additional government services such as the future home of the Cobb Regional Library, Cobb/Douglas County Health Department, and an existing GA Department of Driver Services office.

Emphasis on pedestrian access, traffic calming, streetscapes, lighting, visibility and security are the defining characteristics. Residential developments in this area are best suited for single family residential and senior living.

Senior Living developments should maintain minimal slopes for ease of pedestrian accessibility. Where appropriate, office or neighborhood retail developments may be considered as long as they are appropriate in scale and impact.

Access to pocket parks, greenspace and connectivity to local parks via greenway corridors should be a key feature of this character area. Linkage to the Conservation Recreation areas around Lake Acworth should be encouraged.



Permissible Land Uses

- Residential
- Commercial
- Public/ Institutional
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Mixed Use



North and South Perimeter Living

The Perimeter Living character areas are the outer edges of residential development within the city. Future development in this area is limited as many of the parcels have been developed for housing or other compatible uses. However, given the age range of the homes, redevelopment may become an occur if older homes If redevelopment occurs, the type of redevelopment should be closely affiliated and complementary with the development in the Central Historic District and surrounding Perimeter Living neighborhoods. Land use densities are not expected to increase significantly with redevelopment.

Common architectural elements, sidewalks, lighting and landscaping should be incorporated into redevelopment projects in order to blend the old styles with the new styles or trends reflected in the surrounding areas. Neighborhoods should be encouraged to establish their own unique identity with an emphasis on pedestrian-friendly access and access to greenspace. Many neighborhood sidewalks are relatively new and in good condition. Minimum standards for property maintenance should be established and enforceable by code.

Many of the neighborhoods in this category are still within a comfortable walking distance from activities in the Central Historic District and Conservation Recreation areas.



Permissible Land Uses

- Residential
- Commercial
- Public/ Institutional
- Transportation/Communication/Utilities
- Park/Recreation/Conservation
- Mixed Use



Conservation and Recreation

These character areas are defined as the parks, conservation areas and Lake Acworth. These areas provide natural beauty and recreational opportunities for residents and visitors to the City of Acworth. Future development in these areas will be limited to recreational opportunities in selected sites.



Permissible Land Uses

- Park/Recreation/Conservation



Policy	Character Area	Cobb Pkwy Commercial Co	Interstate Commercial	South Main Street Comme	North Main Street Comme	New McEver Mixed Indust	Central Historic District	In-Town Living	North Perimeter Living	South Perimeter Living	Campus Living	Conservation Recreation
Require inter-parcel access and connectivity to control access flow to Cobb Parkway.		x										
Encourage nodal development with clear boundaries and transitional zones.		x	x	x	x							
Discourage strip development.		x	x	x	x						x	
Encourage the integration of public transportation hubs at nodal developments.		x					x					
Incorporate Public Park and ride lots into public transportation hub locations.		x										
Encourage pedestrian access to nodal developments via sidewalks and trail systems to maximize use of public transportation hubs.		x			x							
Provide transitional buffers between commercial land uses and adjacent residential land uses.		x									x	
Maintain adequate building and landscaping setbacks that promote safety and market visibility.		x		x			x					
Encourage a diverse mix of products and services.		x		x	x	x	x					
Encourage the use of shared signage.		x			x	x	x					
Protect water quality with appropriate stream buffers.		x	x	x	x	x	x		x		x	x
management as defined in the Georgia Erosion and		x	x	x	x		x		x		x	x
Encourage shared access to Glade Road and to Highway 92.			x									
Require inter-parcel access and connectivity to control access flow to Glade Road and to Highway 92.			x									
Encourage the use of shared signage.			x	x								
Maintain adequate building and landscaping setbacks that promote safety and market visibility.			x		x	x					x	
Encourage the integration of public transportation stops at nodal developments. A park and ride lot currently exists at Highway 92 and Baker Road.			x									
Incorporate Public Park and ride lots into new development planning.			x									
Permit pedestrian access to nodal developments via sidewalks or trail systems to maximize use of public transportation hubs.			x									
Provide buffers between commercial land uses and adjacent residential land uses.			x				x					
Encourage a diverse mix of travel-related products and services.			x									

Policy	Character Area	Cobb Pkwy Commercial Co	Interstate Commercial	South Main Street Comme	North Main Street Comme	New McEver Mixed Indust	Central Historic District	In-Town Living	North Perimeter Living	South Perimeter Living	Campus Living	Conservation Recreation
Encourage shared access to South Main Street.				x								
Require inter-parcel access (or rear alleys) to control access flow to South Main Street for larger redevelopment projects.				x	x	x						
Encourage the integration of public transportation hubs at nodal developments.				x								
Encourage pedestrian access to nodal developments via sidewalks and trail systems to maximize use of public transportation hubs.				x							x	
Promote the incorporation of Historic CBD architectural elements and guidelines into new construction or redevelopment projects.					x	x	x	x				
Use paving patterns, landscaping, lighting, bench seating and signage to designate pedestrian friendly areas.				x	x		x					
Encourage shared access to Main Street.					x		x					
Promote transitional land uses and/or buffering between light industrial/ warehouse and neighborhoods.					x							
Enforce building and property codes.					x							
Encourage shared access to New McEver Road.						x						
Provide transitional buffers between industrial land uses and adjacent residential or institutional land uses.						x			x	x		
Encourage architectural designs that reflect the architectural character trends of the surrounding area in order to maintain a visual sense of compatibility.						x	x					
Maintain the New McEver roadway and right of way to facilitate safe usage by large trucks.						x						
Promote transitional development between commercial and residential land uses							x					
Encourage pedestrian access to downtown via sidewalks and trail systems.							x					
Provide limited on-street parking on Main Street.							x					
Promote the use of shared parking lots and/ or parking decks.							x					
Promote the revitalization and reuse of older homes for office or business uses.							x					
Promote infill development that resembles the architectural elements of existing buildings.							x	x	x		x	

Policy	Character Area	Cobb Pkwy Commercial Co	Interstate Commercial	South Main Street Commercial	North Main Street Commercial	New McEver Mixed Industrial	Central Historic District	In-Town Living	North Perimeter Living	South Perimeter Living	Campus Living	Conservation Recreation
Encourage low and moderate density housing types to reflect traditional neighborhood styles.								x	x	x	x	
Encourage comparable architectural styles that maintain the surrounding Central Historic District or neighborhood character.								x	x	x	x	
Provide an interconnected system of streets within new subdivisions that also connect to existing subdivisions and the Central Historic District where possible.								x		x		
Connect neighborhoods to the local and regional network of greenspace and trails, available to pedestrians and bicycles, for both tourism and recreational purposes.								x	x	x	x	
Enhance the pedestrian-friendly environment by adding or improving sidewalks and creating other pedestrian-friendly multi-use trail/bike routes linking neighboring communities and major destinations such as the CBD, libraries, neighborhood centers, health facilities, parks, and schools.								x	x	x	x	
Improve pedestrian safety through wider sidewalks, benches, street lighting, designated crosswalks, and landscaped buffer zones along major transportation corridors.								x	x	x	x	
Include open space and/or recreational trails with new development or redevelopment.								x			x	
Include a variety of housing, retail and professional office choices.								x			x	
Provide an interconnected system of streets within new subdivisions that also connect to existing subdivisions.									x	x	x	
Encourage and promote adequate open space.									x	x		
Encourage the use of shared signage at office and commercial developments.											x	
Include a variety of housing choices.									x	x		
Allow public facilities such as schools and community centers, or small neighborhood activity centers, to be developed at suitable locations within walking distance of residences.									x	x	x	

Policy	Character Area	Cobb Pkwy Commercial Co	Interstate Commercial	South Main Street Commercial	North Main Street Commercial	New McEver Mixed Industrial	Central Historic District	In-Town Living	North Perimeter Living	South Perimeter Living	Campus Living	Conservation Recreation
Encourage pedestrian access to adjacent or nearby nodal developments via sidewalks and trail systems to maximize use of public transportation hubs.									x	x		
Encourage business developments to share access to transportation corridors or other surface streets.										x		
Encourage business developments to share access to transportation corridors or other surface streets.											x	
Require inter-parcel commercial access to control access flow to transportation corridors.											x	
Encourage neighborhood-friendly, commercial nodal development.											x	
Encourage the elimination of septic system use if public water and sewerage service is available.												x
Protect natural habitat.												x
Encourage the use of a trail system around Lake Acworth that will incorporate access to adjacent neighborhoods and connecting greenways.												x
Promote the use of a trail route that connects the Conservation Recreation areas of Lake Acworth to those along the shore of Lake Allatoona.												x
When developing or maintaining parks, trails or amenities in the area, minimize adverse affects by incorporating environmentally friendly products and techniques.												x
Minimize impervious surfaces in environmentally sensitive areas.												x
Enforce codes or laws that protect the area against destructive and/or unlawful acts.												x

Plan Implementation



A key component of the Comprehensive Plan is to identify projects that the City of Acworth will undertake to implement the goals of the plan. The following pages identify the projects that the City of Acworth will undertake in the next five years.

A key component of the implementing the Comprehensive Plan are the 2016 SPLOST projects. The city has 17 projects at over \$21 million, from public safety upgrades, to park improvements and to street upgrades.

SCHEDULE OF IMPROVEMENTS-STWP ADDENDUM

(1) Project Description	(2) Service Area	(3) Project Start Date	(4) Project Completion Date	(5) Estimated Project Cost	(6) Portion Chargeable to Impact Fees	(7) Sources of Funds (& Share)	(8) Responsible Party
	Parks and Recreation						
Review Tourism Advertising Plan and make necessary changes		2017	ONGOING	\$50,000	0%	Tourism Authority	Parks & Recreation
Parking Lot & Batting Practice Facility at Newberry Park		2017	2017	\$525,000	0%	SPLOST	Parks & Recreation
Construction of Community/Recreation Center		2017	2018	\$11,000,000	1%	SPLOST/Rec Impact Fees	Parks & Recreation
Renovations of Logan Park Farm House		2017	2017	\$700,000	0%	SPLOST	Parks & Recreation
Renovations of Logan Park Art House		2017	2017	\$495,000	0%	SPLOST/Bond	Parks & Recreation
Lake Acworth / Cauble Park / South Shore Master Plan		2018	2018	\$150,000	20%	Acworth Lake Authority; General Fund; SPLOST; Rec Impact Fees	Parks & Recreation
Depot Park / History Center		2018	2018	\$500,000	0%	Downtown Bond	Parks & Recreation
Phase III of Trail system around Lake Acworth		2018	ONGOING	\$1,000,000	0%	Grant Funding	Parks & Recreation
Improvements to Overlook Park		2019	2021	\$150,000	50%	Impact Fees & General Fund	Parks & Recreation
Pavillions at Cauble Park		2019	2019	\$500,000	0%	SPLOST	Parks & Recreation
Phase IV of Trail System around Lake Acworth		2020	2021	\$1,500,000	20%	Impact Fees & General Fund	Parks & Recreation
Construction of Dog Park		2021	2022	\$150,000	50%	Impact Fees & General Fund	Parks & Recreation
	Finance Department						
OPEB Valuation		2017	ONGOING	\$12,000	0%	Health Insurance Fund	Finance Staff
Replace Existing Desktop PC with Windows 10		2018	2018	\$4,000	0%	General Fund	Finance / IT Staff
GMA Alcoholic Beverage Tax Operation and Compliance Services		2018	2018	\$15,000	0%	General Fund	Finance

SCHEDULE OF IMPROVEMENTS-STWP ADDENDUM

(1) Project Description	(2) Service Area	(3) Project Start Date	(4) Project Completion Date	(5) Estimated Project Cost	(6) Portion Chargeable to Impact Fees	(7) Sources of Funds (& Share)	(8) Responsible Party
Replace Existing Desktop PCs with Windows 10		2019	2019	\$10,000	0%	General & Customer Service Funds	Finance / Customer Service / IT
OPEB Valuation		2019	2019	\$13,000	0%	Health Insurance Fund	Finance Staff
	Information Technology						
Virtualize Police Department & City Hall		2017	2018	\$50,000	0%	General Fund	IT & Police
Upgrade Fiber Data Bandwidth at City Hall		2017	2017	\$75,000	0%	General Fund	IT
Install 3rd Fiber Connection at new Rec Center		2019	2019	\$100,000	0%	General Fund	IT
Upgrade Sonicwall Firewall		2017	2017	\$5,500	0%	General Fund	IT
3rd Party Network Security Audit		2017	2017	\$15,000	0%	General Fund	IT
Implement SAN data replication - Upgrade existing NAS devices		2018	2018	\$45,000	0%	General Fund	IT
Install redundant Fiber connection at PD for internet usage		2018	2018	\$5,000	0%	General Fund	IT & Police
Upgrade Council Chambers Audio/Visual System		2018	2018	\$50,000	0%	General Fund	IT
Upgrade Video Surveillance and Security System at City Hall		2019	2019	\$30,000	0%	General Fund	IT
Complete Virtual Server environment with replication and redundancy between City facilities		2020	2020	\$20,000	0%	General Fund	IT & Police
	Power						
Reconduct poweline at Maple to East Lakeshore / remove feeder pole at Southside Drive		2017	2017	\$90,000	0%	Power Fund	Power
Power reconfiguration of Downtown Redevelopment Project		2017	2018	\$75,000	0%	Power Fund	Power
Remove Powerlines - Main Street at Cowan Road		2018	2018	\$5,000	0%	Power Fund	Power

SCHEDULE OF IMPROVEMENTS-STWP ADDENDUM

(1) Project Description	(2) Service Area	(3) Project Start Date	(4) Project Completion Date	(5) Estimated Project Cost	(6) Portion Chargeable to Impact Fees	(7) Sources of Funds (& Share)	(8) Responsible Party
Reconduct & Reconfigure Lines at SR 92		2018	2020	\$600,000	0%	Power Fund	Power
Reconfigure lines at Glade Road & remove feeder at Ross Road		2019	2019	\$3,000	0%	Power Fund	Power
Re-lamp Cowan Road - Main to Glade Road		2019	2020	\$200,000	0%	Power Fund	Power
LED Conversion of Main Street / City Parks / City Parking Lots		2020	2020	\$75,000	0%	Power Fund	Power
Reconduct Terrace Drive - Poles, Conductors, Crossarms		2020	2020	\$30,000	0%	Power Fund	Power
Re-lamp / Add lighting of North Main Street from the Enclave to the County Line		2021	2021	\$4,000	0%	Power Fund	Power
Install additional circuit protection / reclosures		2021	2022	\$250,000	0%	Power Fund	Power
Re-lamp Cherokee - Taylor to SR 92		2021	2021	\$150,000	0%	Power Fund	Power
	Public Works						
Road reconfiguration of Lemon Street / Downtown Improvement Project		2017	2018	\$6,000,000	0%	Bond	Public Works
Improvements of Main Street / Old 41 from Nance to Nowlin		2018	2018	\$1,500,000	0%	SPLOST	City/County Public Works
Implement Directional Signage		2018	2018	\$400,000	0%	Downtown Bond	
Mitchell Hill Extension - Taylor St. to Mitchell Hill Dr.		2019	2019	\$1,000,000	0%	SPLOST	Public Works
Miscellaneous Sidewalks		2019	2022	\$1,000,000	0%	SPLOST	Public Works
Miscellaneous Paving		2019	2022	\$2,500,000	0%	SPLOST	Public Works
Improvements to Northside Drive - Cherokee Street to McLain		2020	2020	\$1,300,000	0%	SPLOST	Public Works
Improvements to Winn Street - Main to Robinson		2020	2020	\$1,000,000	0%	SPLOST	Public Works

SCHEDULE OF IMPROVEMENTS-STWP ADDENDUM

(1) Project Description	(2) Service Area	(3) Project Start Date	(4) Project Completion Date	(5) Estimated Project Cost	(6) Portion Chargeable to Impact Fees	(7) Sources of Funds (& Share)	(8) Responsible Party
Improvements to Dallas St. - From Dallas to Beach		2021	2021	\$1,000,000	0%	SPLOST	Public Works
Improvements to Robinson St. - From Maple to Eastlake Shore		2021	2021	\$1,000,000	0%	LMIG	Public Works
Drainage Improvements - McLain / Emerald Willow		2021	2021	\$1,200,000	0%	SPLOST	Public Works
	Community Development						
Work with Code Compliance Officer to work with automotive businesses to address storage of vehicles and outside inventory		2017	ongoing	na	0%	General Fund	Development Staff & Code
Begin masterplan of key redevelopment commercial/residential corridor		2017	2018	\$25,000	0%	General Fund	Development Staff
Complete and submit 10 year update to Comprehensive Plan		2017	2018	\$0	0%	General Fund	Development & Atlanta Regional Commission Staff
Conduct a review of historic assets		2017	2018	\$0	0%	General Fund	Development Staff / HPC Members
Consider/Complete request to conduct new LCI Study		2017	2018	\$25,000	0%	General Fund	Development Staff / Consultant
Hotel Code Enforcement		2017	ongoing	na	0%	General Fund	Development Staff & Code
Facilitate redevelopment of key commercial & residential corridors		2018	ongoing	na	0%	General Fund	Development Staff
Begin masterplan of redevelopment of North Main Street		2018	2019	\$75,000	0%	General Fund	Development Staff
Integrate all components of city operations into GIS mapping software		2019	2019	\$50,000	0%	General Fund	GIS Staff
Ordinance Review of Development		2019	2019	\$0	0%	General Fund	Development Staff
Seek full certifications for all employees in respective fields (i.e. building inspectors, permit tech, etc.)		2020	2020	\$5,000	0%	General Fund	Development & Building Division Staff
Assess feasibility of adopting new impact fees to provide services for future growth		2021	2021	\$20,000	0%	General Fund	Development Staff
Assess feasibility of adopting new zoning codes/overlays		2021	2021	na	0%	General Fund	Development Staff

SCHEDULE OF IMPROVEMENTS-STWP ADDENDUM

(1) Project Description	(2) Service Area	(3) Project Start Date	(4) Project Completion Date	(5) Estimated Project Cost	(6) Portion Chargeable to Impact Fees	(7) Sources of Funds (& Share)	(8) Responsible Party
	Police Department						
Implement new zone patrol with motorcycles in Downtown & Parks		2017	2017	\$40,000	0%	Drug Seizure Funds	Police Staff
Review video surveillance plan for downtown / high-density traffic points		2018	ongoing	\$100,000	0%	Drug Seizure Funds / General Fund	Police IT & City IT
Upgrade record/reporting/operating software		2019	2019	\$400,000	0%	SPLOST	Police IT & City IT
Implement degree and experience incentive for sworn positions for retention and recruiting		2020	ongoing	unknown	0%	General Fund	Police Staff
Obtain National Certification from the Commission on Accreditation for Law Enforcement (CALEA)		2020	2021	unknown	0%	General Fund	Police Staff
Implement Court Security		2021	2021	\$25,000	0%	SPLOST	Police Staff
Jail Improvements		2021	2021	\$150,000	0%	SPLOST	Police Staff
	Administration						
City Hall Records Management (mobile filing system)		2017	2018	\$35,000	0%	General Fund/Grant	City Clerk's Office
City Hall Building Maintenance (painting)		2017	2018	\$3,000	0%	Gener Fund	City Clerk's Office
City Hall Grounds (landscaping)		2017	2017	\$2,000	0%	General Fund	City Clerk's Office
Cemetery Maintenance		2017	Ongoing	\$100,000	0%	General Fund/Grant	City Clerk's Office
GMA Recovery Program for Alcohol Taxes		2018	Ongoing	\$15,000 (approx)	0%	General Fund	City Clerk's Office
Replace Board Room Recording System		2018	2018	\$50,200	0%	General Fund	City Clerk's Office
Court Software for Records Management		2018	2023	\$130,000	0%	City/SPLOST	City Clerk's Office
Business License Audits		2018	2019	In-House	0%	N/A	City Clerk's Office/Customer Service

SCHEDULE OF IMPROVEMENTS-STWP ADDENDUM

(1) Project Description	(2) Service Area	(3) Project Start Date	(4) Project Completion Date	(5) Estimated Project Cost	(6) Portion Chargeable to Impact Fees	(7) Sources of Funds (& Share)	(8) Responsible Party
	Human Resources						
Creating a city-wide policy manual and removing the personnel policy from the City Ordinance		2017	2017	N/A	0%	N/A	Human Resources
Random Drug Testing		2017	2017	approx. \$7,000	0%	General Fund	Human Resources
City Class and Pay Study		2018	2018	unknown	0%	General Fund	Human Resources
Records Management System		2018	2020	unknown	0%	General Fund	Human Resources
Service Awards for City employees		2018	2018	\$3,000	0%	General Fund	Human Resources
Records Management System		2019	2020	unknown	0%	General Fund	Human Resources

