

COMMUNITY PROFILE

This report examines existing conditions in Cobb County across a range of topics and measures. Understanding the current state of the people, land and facilities is a critical component to the comprehensive planning process. Data and information presented in this analysis serves as a baseline for future planning and provides the foundation for the vision, goals and policies of the Cobb 2040 plan.

The information contained within is derived from a variety of sources including the following: U.S. Census data, Atlanta Regional Commission and Cobb County Government. Past plans and studies, geographic datasets as well as local knowledge and input were provided during the community engagement process and by County staff.

Topics Include:

Cobb Setting
Historical Context
Development Trends
Demographics
Housing
Economic Development
Transportation

Land Use
Public Safety
Natural Resources
Historic & Cultural Resources
Community Facilities
Intergovernmental Coordination
Human Services

COBB SETTING

Cobb County is situated in the upper Piedmont section of northwest Georgia. It encompasses 346 sq. miles and is conveniently located to the northwest of Atlanta and Fulton County, bordering the Chattahoochee River. The terrain slopes gradually to the north toward the foothills of the Blue Ridge Mountains and is traversed by numerous creeks and streams. Lakes Allatoona and Acworth, as well as an abundance of smaller man-made lakes and ponds, offer recreational opportunities and scenic vistas. The County is marked by gently sloping ridges and valleys, which run northeast to southwest. Abrupt slopes are found along Cobb's small mountains including Pine, Lost, Sweat, Blackjack, Kennesaw and Little Kennesaw, which also provide scenic panoramas and recreational opportunities.

Cobb County's natural beauty, abundant vegetation, proximity to water features, location within the Atlanta metropolitan region and its rich historical and cultural heritage provide assets that make Cobb a desirable place to live and work. The appeal of these attractions contributed to its rapid growth in the past and will continue to attract people and businesses in the future.



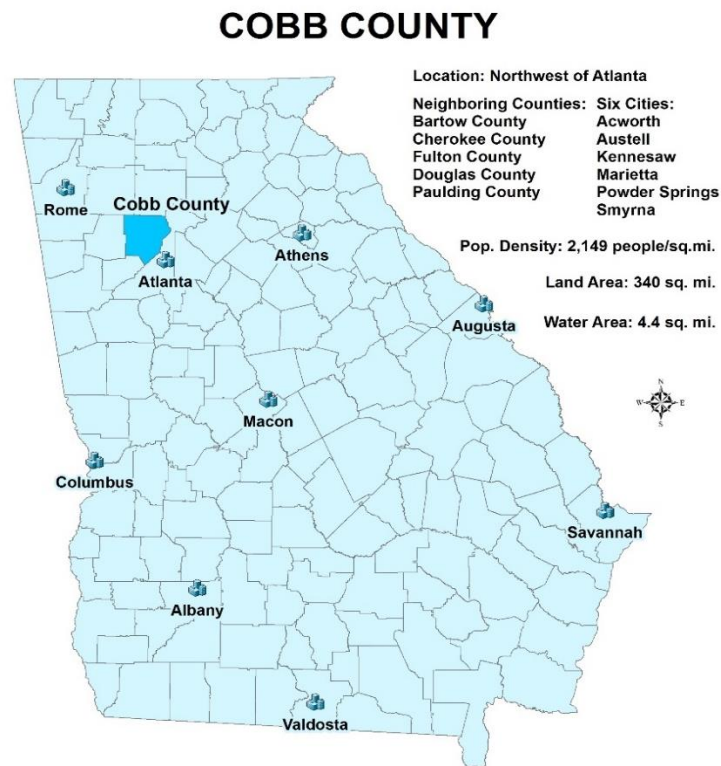


Figure 1

HISTORICAL CONTEXT

The abundance of railroads and early industrial development helped establish Cobb County and its incorporated cities in the late 1800s and early 1900s. During that time, Cobb County saw little growth with Marietta being the only area with a significant population.

During the early 1900s, the County's total population grew to around 38,000 people, until World War II indirectly caused sudden growth in the community. Marietta Army Airfield was built in 1943, bringing

with it the opening of the Bell Aircraft Corporation bomber plant and nearly 30,000 jobs. While Bell closed the plant at the end of the war, the subsequent Korean War led Lockheed, an aircraft manufacturing company, to reopen the plant in 1951. At the same time, the Marietta Army Airfield became Dobbins Air Reserve Base and the Naval Air Station Atlanta was added to the campus. The combination of these three events, in conjunction with growth from the city of Atlanta busting out of its seams, helped drive the economic engine of the County and set the stage for the rapid growth that was to come.

Because of the jobs that were now available in the 1950s and 60s and the lack of a robust transportation network, there was a need for housing in close proximity to employment. The south and central area of Cobb, which was also the commercial/industrial core of the County, began to experience rapid residential growth in a traditional neighborhood development pattern with affordable homes, well-connected streets and pedestrian scale blocks. At that time, there was still considerable separation between Cobb County and the City of Atlanta. The completion of Interstate 75 in the 1970s suddenly decreased travel times, significantly altering growth and development patterns. Cobb became more integrated into the Atlanta metropolitan area, and a second phase of intense growth began. During this time in the 70s, 80s and 90s, eastern Cobb and later northern Cobb saw the character of the area change with auto-centric, higher density, cul-de-sac subdivisions and strip commercial developments along transecting arterial roadways, creating access management issues.

As land availability in East and North Cobb became scarce, the County's residential growth continued to progress in a seemingly counter-clockwise fashion toward western Cobb in the 1990s and 2000s. During this time, large-lot residential subdivisions were built in relatively rural and agricultural areas. Learning from the inadequacies

of the strip commercial corridors, commercial centers were characterized by well-defined, compact commercial nodes at strategic intersections of arterial roadways. Development pressures in West Cobb continue to put a strain on services and infrastructure in that area. Much of the recent growth is due to the lack of available land in East and South Cobb, the quality of life experienced by residents, nearby jobs and one of West Cobb's major assets, the Kennesaw Mountain National Battlefield Park.

During these decades, Cobb County led the State of Georgia by creating two community improvement districts (CIDs), the Cumberland CID (1988) and the Town Center CID (1997). These not-for-profit entities assisted in developing infrastructure in the two main commercial areas to support the rapid development that was experienced in the County.

As the "back in time" development progression of Cobb County has come full circle, redevelopment initiatives started to renew the South Cobb area of the County, along with revitalization in the cities of Marietta and Smyrna. As these locations were the first to see the rapid growth of Cobb, they are now the first to experience the redevelopment and revitalization of underperforming neighborhoods and commercial centers.

DEVELOPMENT TRENDS

In the past 25 years, Cobb's development reflected its increasing integration into the Atlanta metropolitan area. Links with Atlanta and with co-developing suburbs to the east in Fulton County have become stronger as access to I-75, I-285, I-20 increased in importance. Cobb's "platinum triangle" area of I-285 and I-75 contains one of the largest concentrations of Class A office space in the metropolitan area. It is also home to corporate headquarters for

some of the region's largest employers. Much of the land use along Highway 41 and Interstate 75 continues to be influenced by the cities of Acworth, Kennesaw, Marietta and Smyrna. Additionally, Dobbins Air Reserve Base and the Lockheed Martin Manufacturing plant are instrumental in anchoring industrial uses within the center of the County. The Town Center Community Improvement District (TCCID) and the Cumberland Community Improvement District (CCID) have encouraged land use patterns that promote a mixture of uses. The Town Center area continues to evolve into a residential and commercial service area due to its location between I-75 and I-575, Cobb County International Airport and its close proximity to Kennesaw State University, (Georgia's third largest university). In the Cumberland area, office development has always been the primary use, but the Cumberland CID has made an effort to attract more residential development to the area to promote a better jobs-housing balance. Since the Atlanta Braves baseball franchise decided to move their home field to Cobb County, the Cumberland area has continued to receive more influx of office, commercial and residential investments. As of 2016, the Cumberland CID had a 5.4% impact on Georgia's economy and made up 33% of Cobb County's economy. Growth in the Town Center and Cumberland area will continue to lead the County as more housing options become available, as well as more jobs.

Traditionally, East Cobb had been experiencing suburban residential growth rates that far exceeded County averages. Due to the lack of undeveloped land in East Cobb now, development activity in East Cobb has slowed in the last 20 to 30 years; the focus has been on smaller infill development projects. However, the quality of life in Cobb County continues to attract residents. Because of this continued growth, West Cobb is experiencing more residential development activity in the form of single-family detached residential homes. This is due to the availability of relatively larger undeveloped tracts of land.

However, those undeveloped tracts are becoming sparse, which lends to higher property values and denser projects.

Commercial activity in Cobb County is predominantly around three distinct development patterns. The first commercial development patterns were established along some of the first arterial roadways in the County: Canton Road, Austell Road, Veterans Memorial Highway, Cobb Parkway, Atlanta Road and South Cobb Drive. Larger, more intense commercial development focused in areas surrounding interstate interchanges, such as the Town Center area at the I-75 and I-575 intersection and the Cumberland area at the intersection of I-75 and I-285. The third development pattern, and the least intensive, is commercial activity centers that are constrained by well-defined commercial “nodes” at key intersections and provide easier accessible commercial services to nearby neighborhoods and communities.

Industrial activity is critical to the economy in Cobb County. Most of the industrial development is focused along the interstates and railroads that transect the County providing quick access to the transportation network. The largest industrial area with the most undeveloped land is located in South Cobb, south of I-20--with easy access to I-20, Highway 6 (Thornton Road) or Riverside Parkway. Other industrial uses are located around I-285 between South Cobb Drive and Atlanta Road and near the Cobb County International Airport and I-75. There is an industrial area near the intersection of East-West Connector and Powder Springs Road that is anchored by Atlanta Junction, a large industrial “tank farm” operated by Colonial Pipeline Company. A lot of the existing uses within and surrounding this industrial area are residential. Because of the incompatibilities associated with the two conflicting land uses, thoughtful consideration needs to be given in this area moving forward.

Current market preferences dictate a continued interest in residential land use in the majority of areas in the County. Suburban, detached, owner-occupied, single-family residential homes will continue to be the primary housing choice in the County, but there will likely be a higher demand for attached residential units, both renter and owner-occupied housing in and around the I-75 and Highway 41 corridors. With the expected increase in the older population, it is anticipated that there will also be a need to provide supported and non-supported senior living communities. However, there should be checks and balances to ensure that the County does not over develop in one type of housing option. South Cobb will begin to see more redevelopment opportunities as planning efforts to rejuvenate older commercial corridors along Austell Road, Veterans Memorial and Mableton Parkway are implemented. Redevelopment of underutilized commercial properties will become a reality over the next twenty-five years. This promotes conservation of land resources and helps preserve stable suburban neighborhoods throughout the entire County. The revitalization and redevelopment of some residential areas will result in new investments along some of the County’s commercial corridors. These types of investments are greatly determined by factors such as macroeconomics, the cost and availability of land, and the business climate of the area. Thus, residential redevelopment greatly enhances the opportunity for private sector non-residential development along some of the underperforming corridors.

Cobb County’s rapid growth transformed it from a small rural community to an integral part of one of the fastest growing metropolitan regions in the United States. As Cobb matures into a more suburban and urbanized center, more emphasis will need to be placed on infill development, redevelopment and neighborhood revitalization due to constraints on land availability. In order for the community to continue to expand its tax base and provide a high

level of service to the residents, property owners and businesses, Cobb County needs to find a balance of growth between quality redevelopment, new greenfield development and the preservation of stable suburban and rural neighborhoods. This should all be done while mitigating the unsavory aspects of new development.

DEMOGRAPHICS

Population

According to the U.S. Census Bureau, the population of Cobb County increased from 447,745 in 1990 to 727,521 in 2015 (Figure 2). That is a 63% increase over the 25-year period. The Atlanta Regional Commission is projecting 150,000 more people to call Cobb County home by 2040, resulting in a 22% increase in the next 25 years (Figure 3).

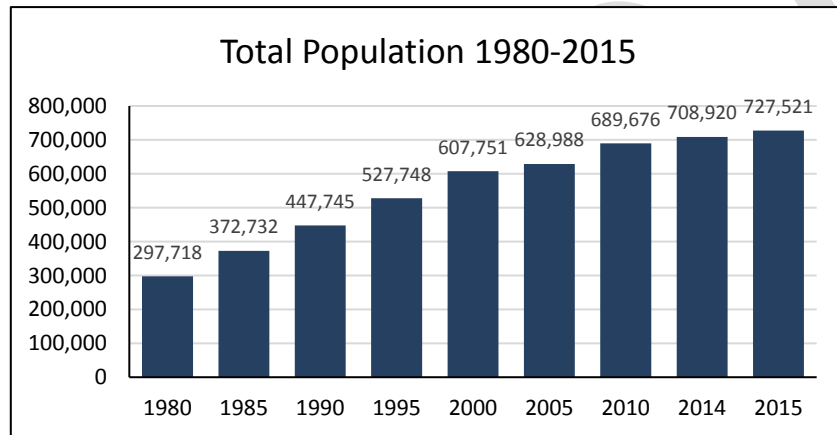


Figure 2

Source: U.S. Census Bureau - American Community Survey

While the population of Cobb is still anticipated to grow, it is projected to grow at a slower rate. Despite the slower growth rate, housing, jobs and services will still be impacted by the increase. There

will be a need for different types of jobs for all skill levels, adequate and affordable housing and infrastructure and services to meet the demand of a growing population.

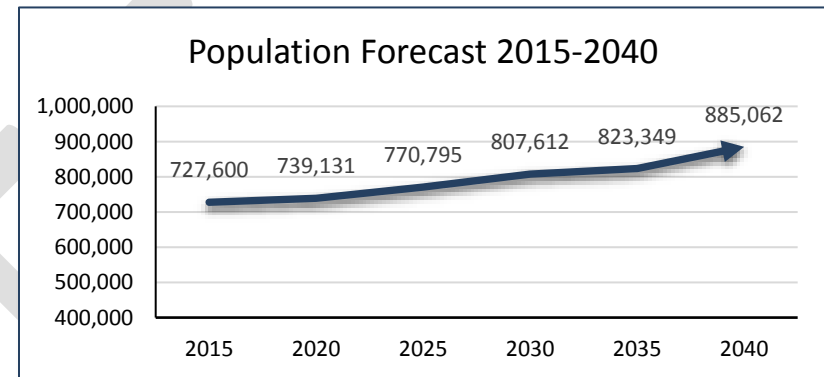


Figure 3

Source: U.S. Census Bureau - American Community Survey

Population density maps based on forecasted population numbers are shown in Figure 6 from 2015-2040.

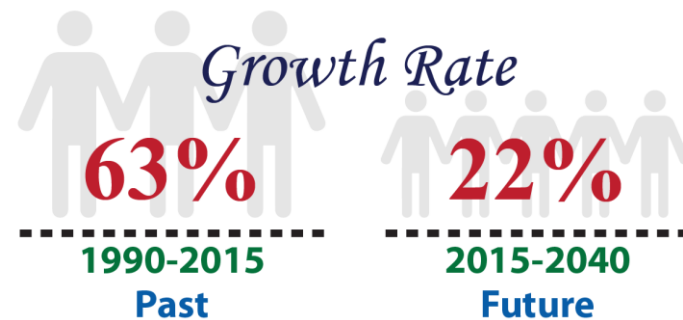


Figure 4

Age

Cobb County's median age increased from 33.2 years of age in 2000 to 35.4 years of age in 2010. Over 56% of the residents are of typical

working age ranging from 25-64 years old. The largest single population age group in 2010 was the 45-49 age group, which accounted for 8% of the population. The senior population, which for planning purposes, is considered 65 and older, saw an increase from 42,219 people in 2000 to 60,632 people in 2010, which is a 43.6% increase over the last decade.

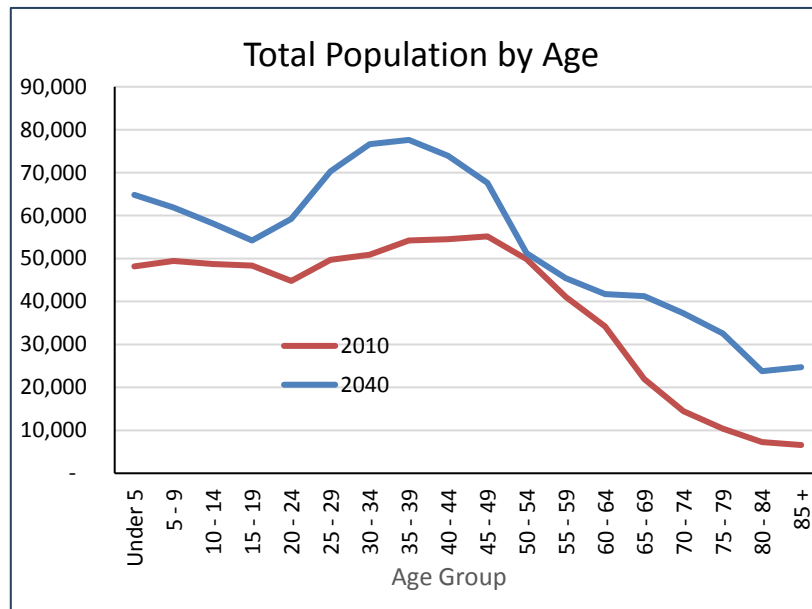


Figure 5

Source: U.S. Census Bureau - American Community Survey

According to population projections, the largest population cohort in 2040 will be 10 years younger than 2010 at 35-39 years old. However, the greatest demographic challenge for Cobb County in the next 25 years will be the increase in residents over the age of 65, which is forecasted to almost double from an estimated 80,854 in 2015 to 159,531 in 2040 (Figure 5).

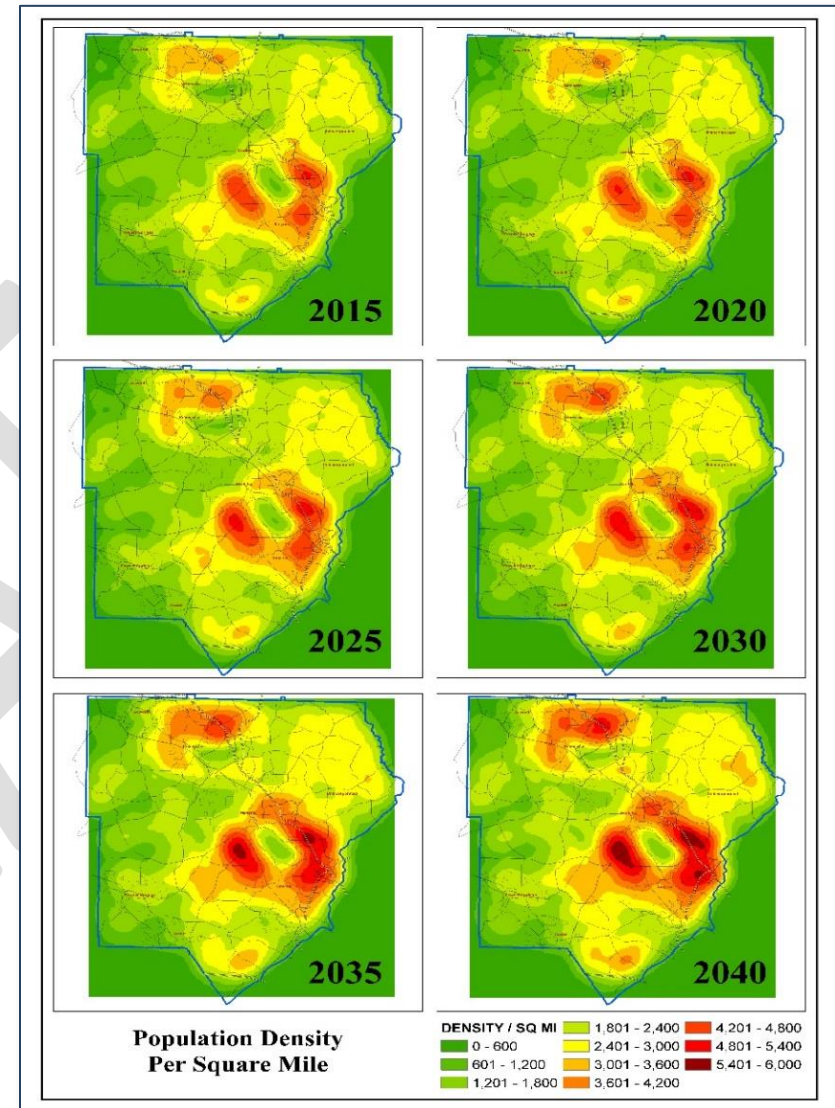


Figure 6

Age groupings can be further aggregated into generational cohorts (Post-Millennials, Millennials, Generation X, Baby Boomers and The

Greatest Generation) that provide a more common link between individuals in these new cohorts. When viewed this way, the two groups with the largest growth rates include Millennials and Post-Millennials. As expected, Generation X, the Baby Boomers and the Greatest Generation are expected to decline by 2030. However, all three generation groups will make up the majority of the senior population by 2030, indicating additional proof that Cobb County can expect a significant increase in the senior population by 2030.

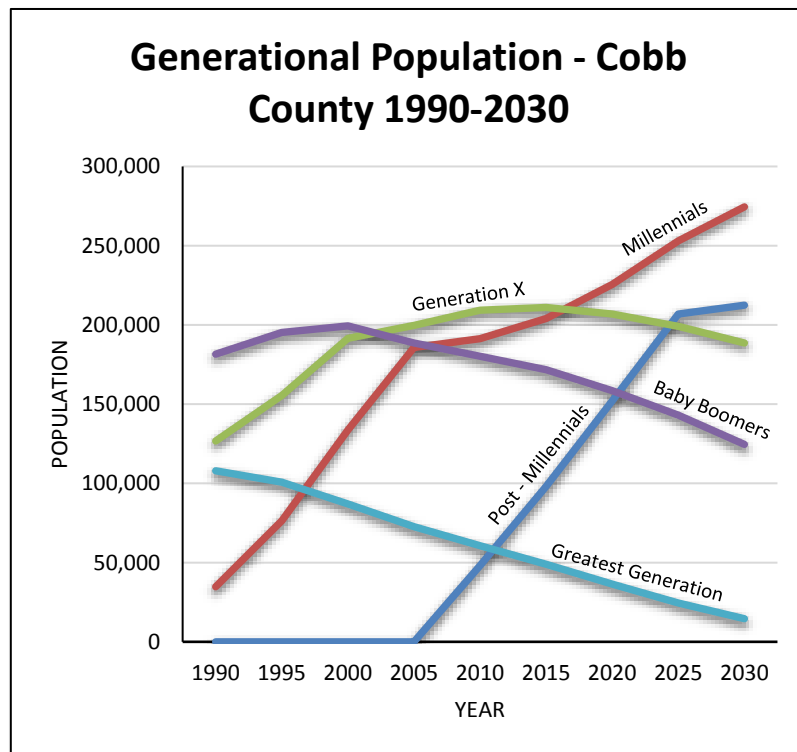


Figure 7

Source: U.S. Census Bureau - American Community Survey

Race & Ethnicity

Trends from the past 25 years suggest that Cobb County is growing more diverse. The County's increase in minority population mirrors the overall trends seen in Georgia and the Atlanta region. In 1990 the African American, Hispanic and Asian populations collectively made up only 12% of Cobb County's population. According to recent data from the 2013 American Community Survey (ACS), these groups now account for nearly half (46%) of Cobb's population (Figure 8).

The County's Hispanic population grew from 9,403 or 2.1% of the population in 1990 to 90,667 or 12.6% of the population in 2013. Cobb's African American population also increased substantially from 1990- 2013 growing from 9.9% to 28.9% of the County's population. While not as large as the Hispanic or African American populations, the County's Asian population increased 4% from 1.7% in 1990 to 5.7% in 2013.

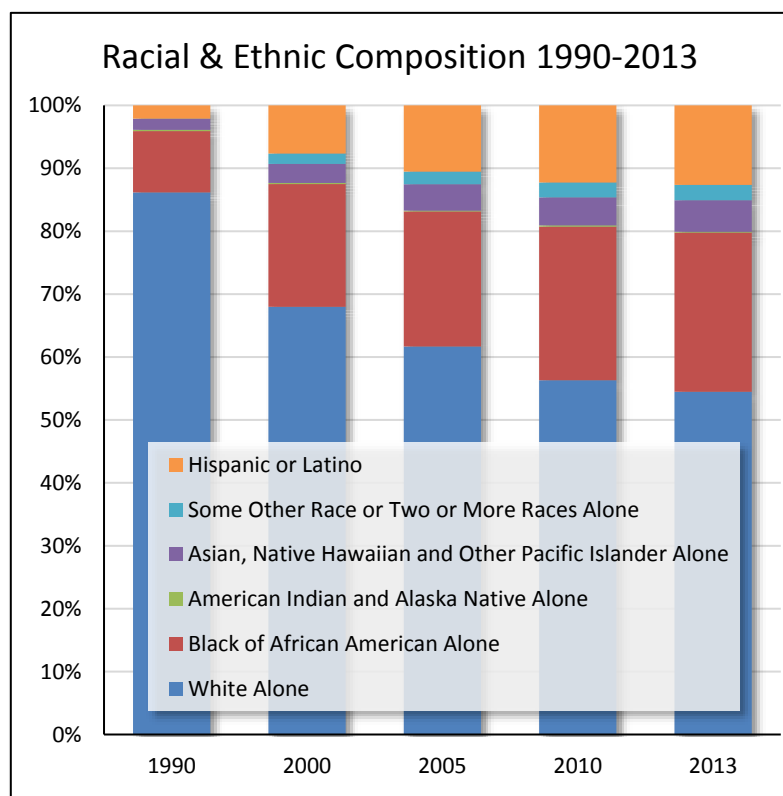


Figure 8

Source: U.S. Census Bureau - American Community Survey

African Americans are the most prominent racial and ethnic group in South Cobb, the Mableton area, Marietta and Smyrna. The highest concentration of Hispanic residents is found in central Cobb. The white populations are predominant in East and West Cobb County and to a certain extent in Smyrna and the Vinings community. The highest concentration of "Other" racial and ethnic groups, which include Asian, Native Hawaiian, Pacific Islander, American Indian, Alaskan Native or other races is found mostly in East Cobb and the Cumberland area. A map of Race and Ethnicity by Census Tracts can be found in Figure 9, on page A1.9.

Educational Attainment

Cobb County maintains a competitive edge in educational attainment among its workforce population. As of 2010, a majority of County residents (51.7%) had at least a college degree compared to 45.7% in 2000. When comparing the state and metro Atlanta region, only 34.0% of all Georgia residents and 44.7% of metro Atlanta residents were found to have college degrees. The percentage of residents not graduating high school was also low in Cobb County compared to the region and state. Only 9.6% of Cobb residents did not have a high school diploma while 11.4% of the metro area and 15.7% of state residents did not have a high school diploma. These statistics point to a well-educated workforce in Cobb County, which has an impact on the types of economic development initiatives and recruitment efforts that are undertaken to ensure that the targeted businesses and industries are appropriate for the educational level and training of the population. A comparative chart is available in Figure 10, on page A1.9.

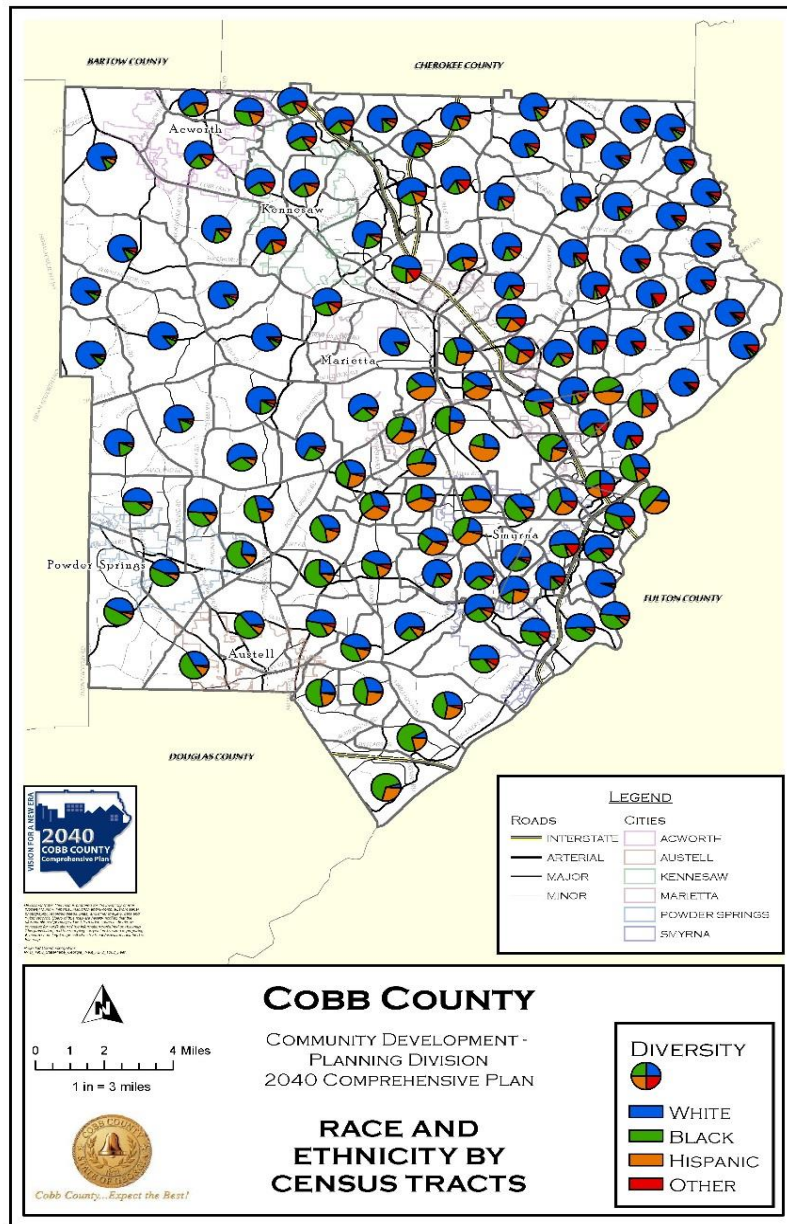


Figure 9

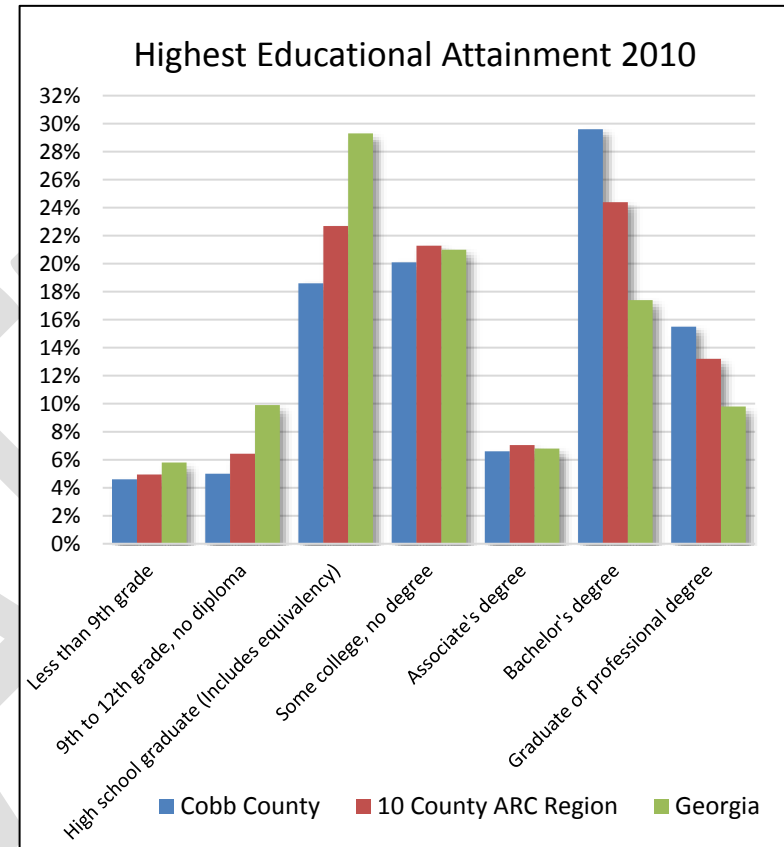


Figure 10

Source: U.S. Census Bureau - American Community Survey

Income

As reported in 2015 by the ACS, the median income for Cobb County was \$65,873 and per capita income was \$33,778. Both median and per capita incomes for Cobb were affected by the Great Recession of 2007– 2009. Per capita income increased from 1980-2008, but has since remained largely unchanged in recent years. The Great Recession impacted the median income in Cobb County, which was 13% lower in 2010 than in 2000. While the median income did decline

an additional 6% the following year, the most recent data shows the median income starting to slowly rebound.

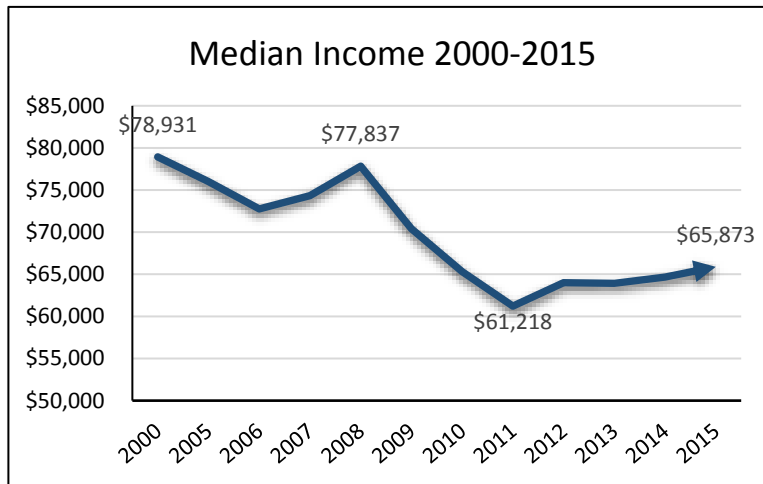


Figure 11

Source: U.S. Census Bureau - American Community Survey

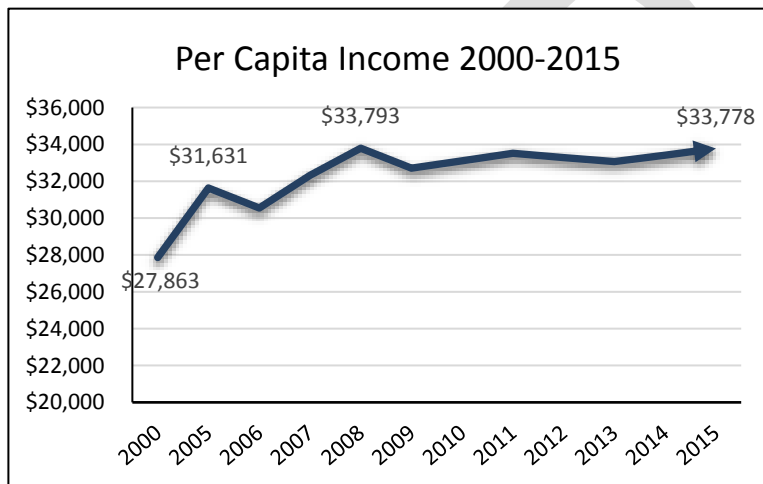


Figure 12

Source: U.S. Census Bureau - American Community Survey

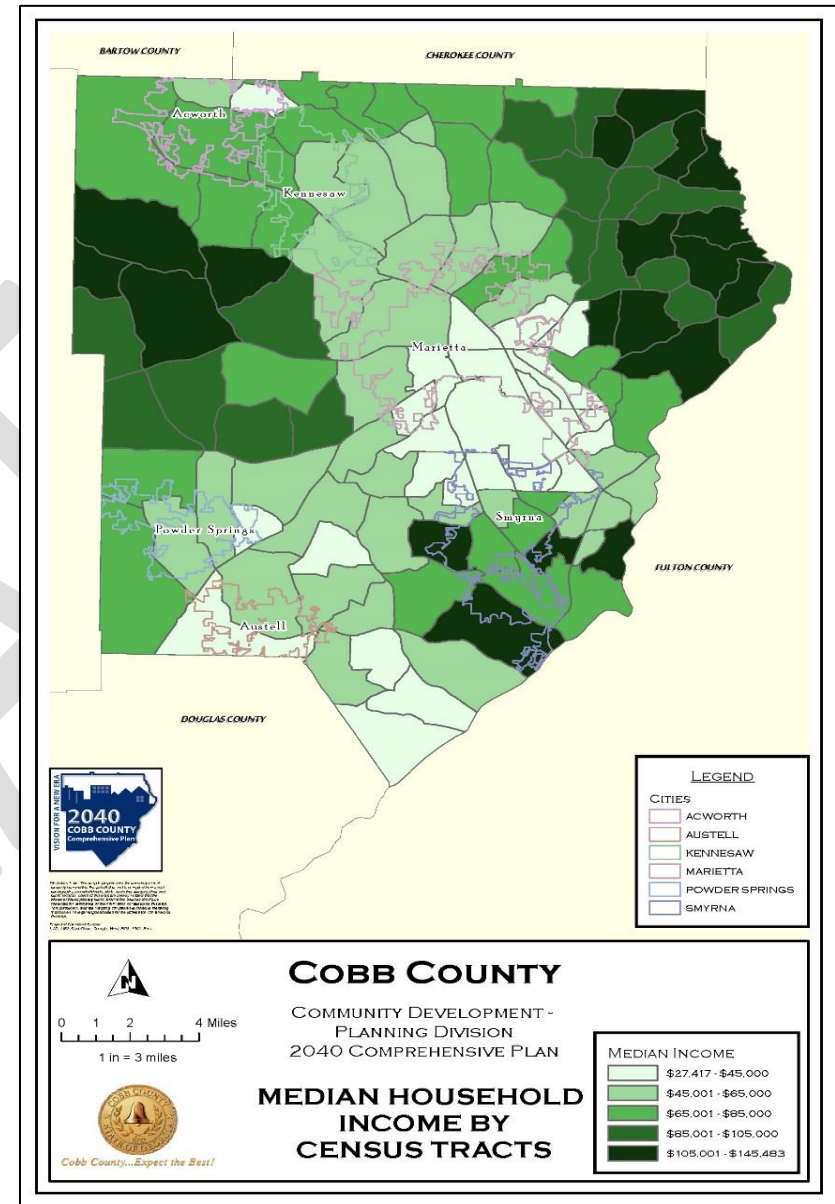


Figure 13

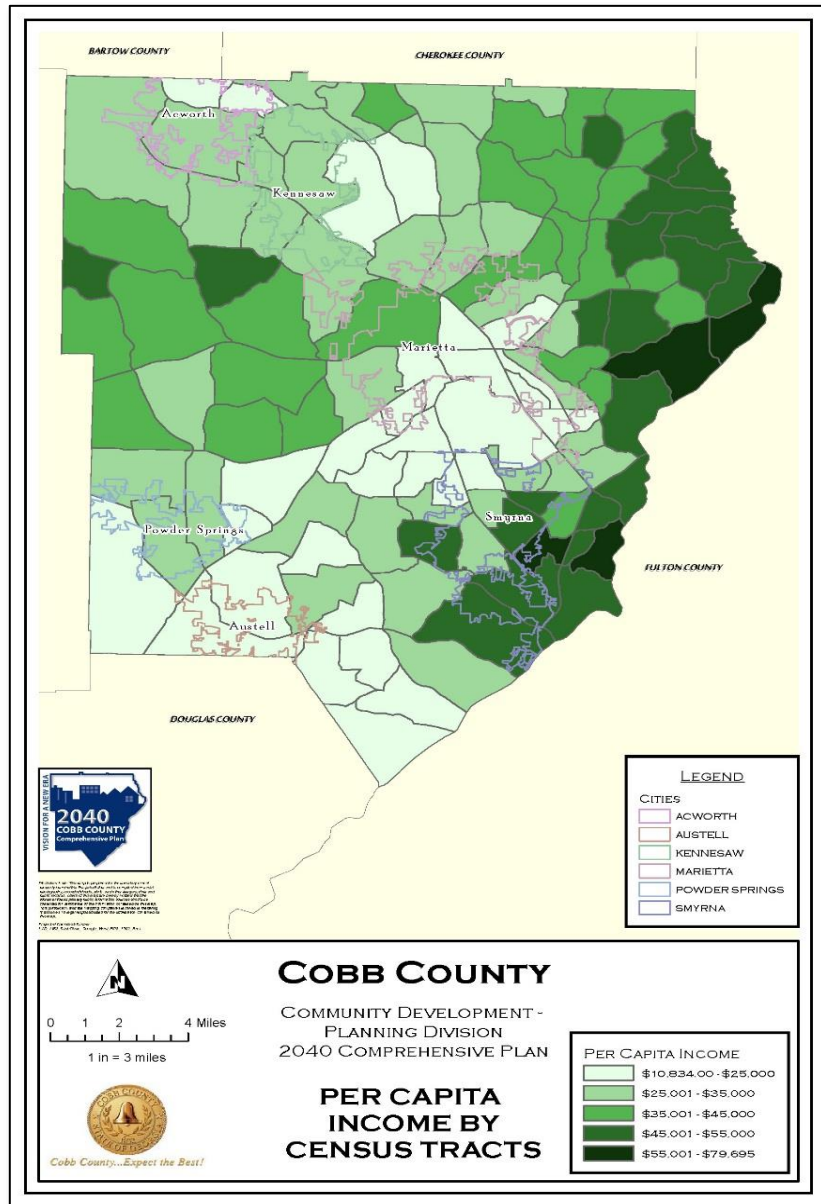


Figure 14

Households

Consistent with the growth in population, the number of households in Cobb County is also forecast to grow. By 2040, it is anticipated that Cobb households will rise to 349,324. That is a 25% increase from the 279,299 households that were estimated in 2015 (Figure 15). The United States Census Bureau defines a household to “include all the persons who occupy a housing unit as their usual place of residence. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements. While households will continue to grow over the coming years, the size of the average household in Cobb County is forecast to shrink slightly from 2.58 people in 2015 to 2.49 people in 2040.

The number of householders living alone in Cobb County has consistently been around 25% from 2010-2015. As of the 2010 census, the Cumberland area led the county with 44.1% of the householders living alone (Figure 16). The majority of those householders are female. These non-family households also made up 33% and 32% of total households in central Cobb and the Marietta area, respectively.

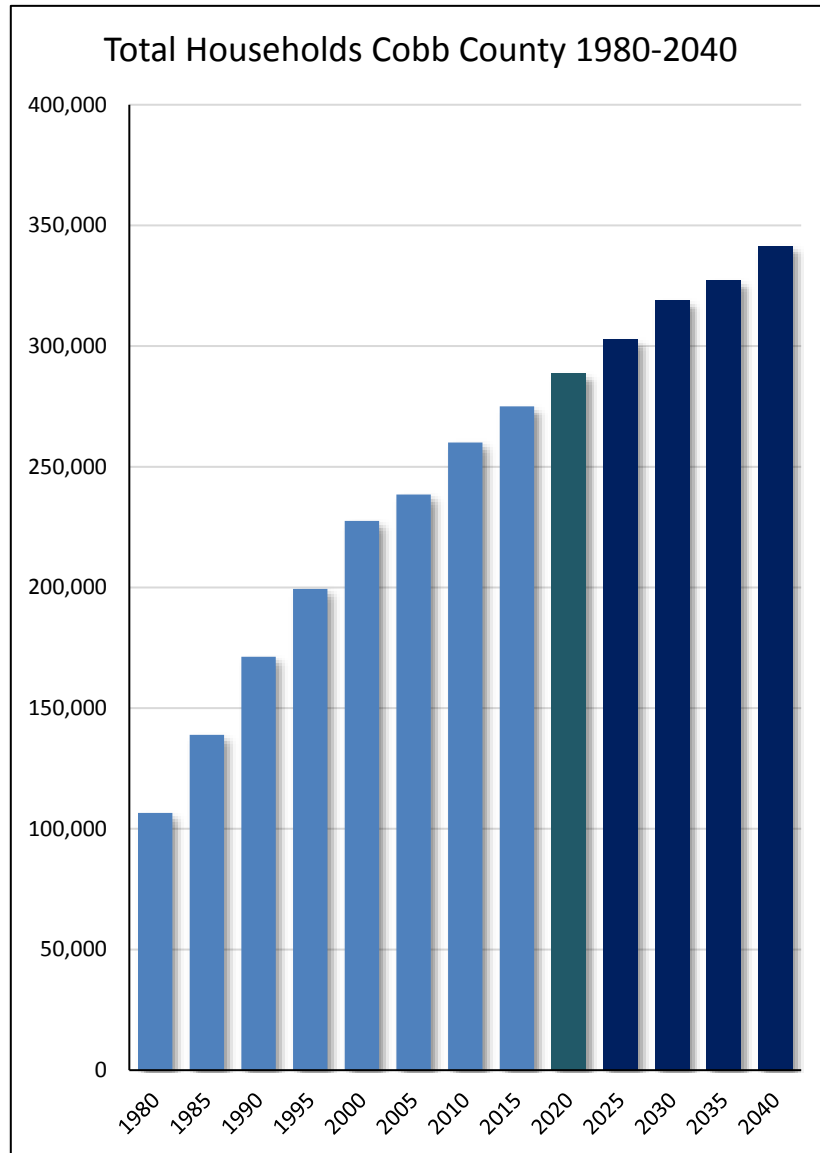


Figure 15

Source: U.S. Census Bureau - American Community Survey

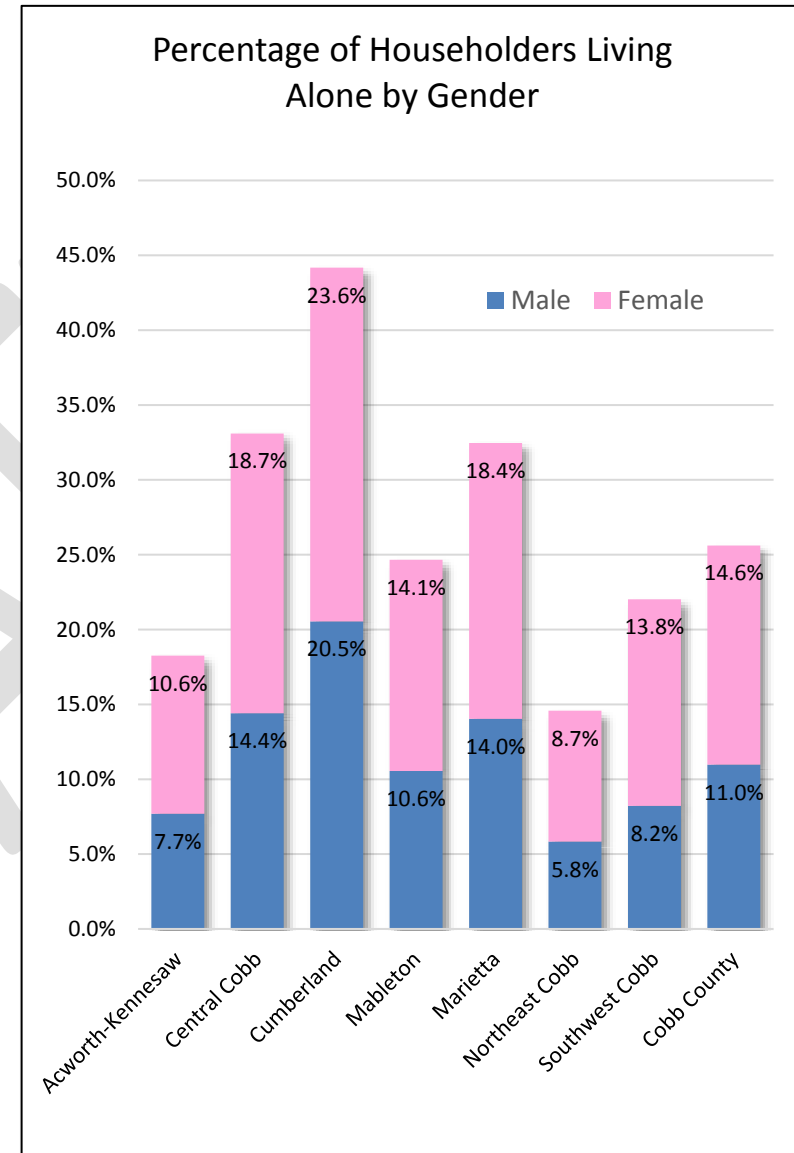


Figure 16

Source: U.S. Census Bureau - American Community Survey

Poverty

The educational and employment status of those living in poverty have changed substantially from 2005-2015 according to the American Community Survey. The overall poverty rate in Cobb County increased from 8.4% in 2005 to a peak of 13.9% in 2010. Since then the poverty rate has slowly diminished to 11.1% as of 2015, still well above 2005 numbers.

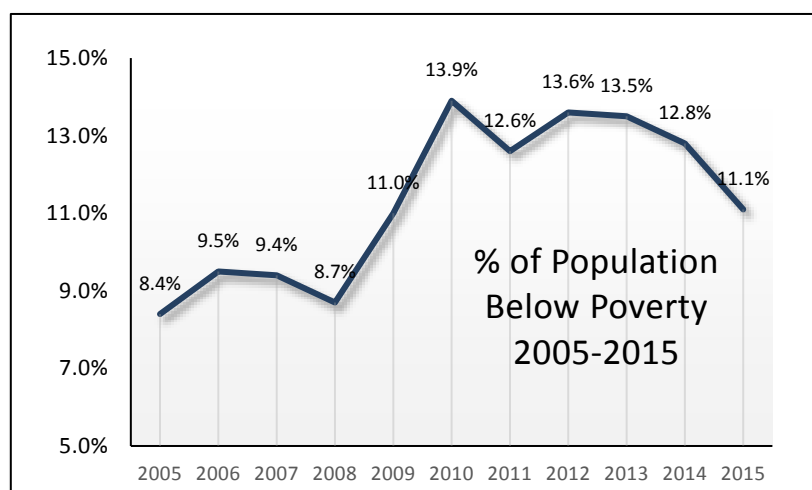


Figure 17

Source: U.S. Census Bureau - American Community Survey

The percentage of Cobb's population living below poverty with only a high school degree increased significantly from 2010 to 2013. Conversely, the population living below poverty with no high school diploma has decreased from 2005-2013. Poverty levels for people with a Bachelor's degree or higher has steadily decreased over the same time periods.

One encouraging indicator is found in the fact that the percentage of people living in poverty and working full time decreased by almost half over this span from 11.4% in 2005 to 6.6% in 2013.

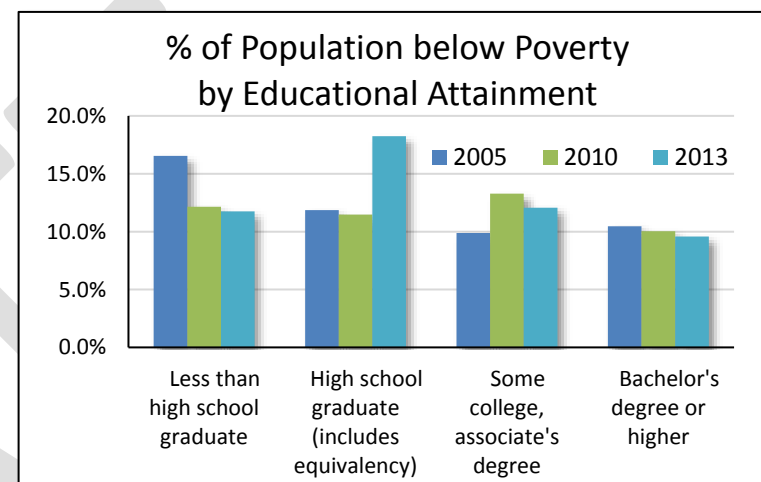


Figure 18

Source: U.S. Census Bureau - American Community Survey

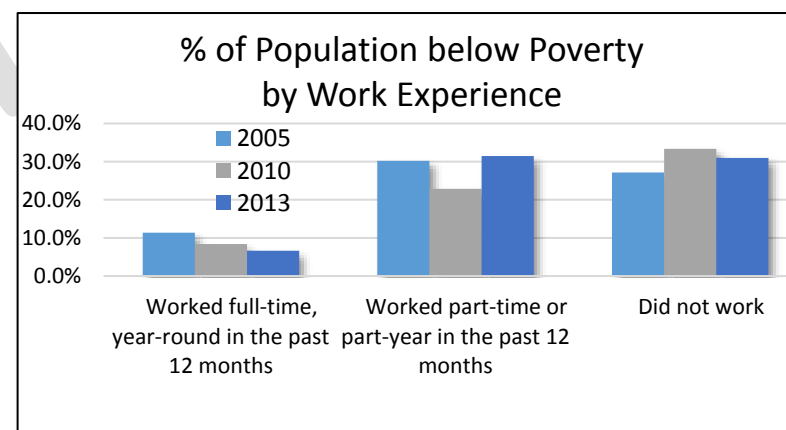


Figure 19

Source: U.S. Census Bureau - American Community Survey

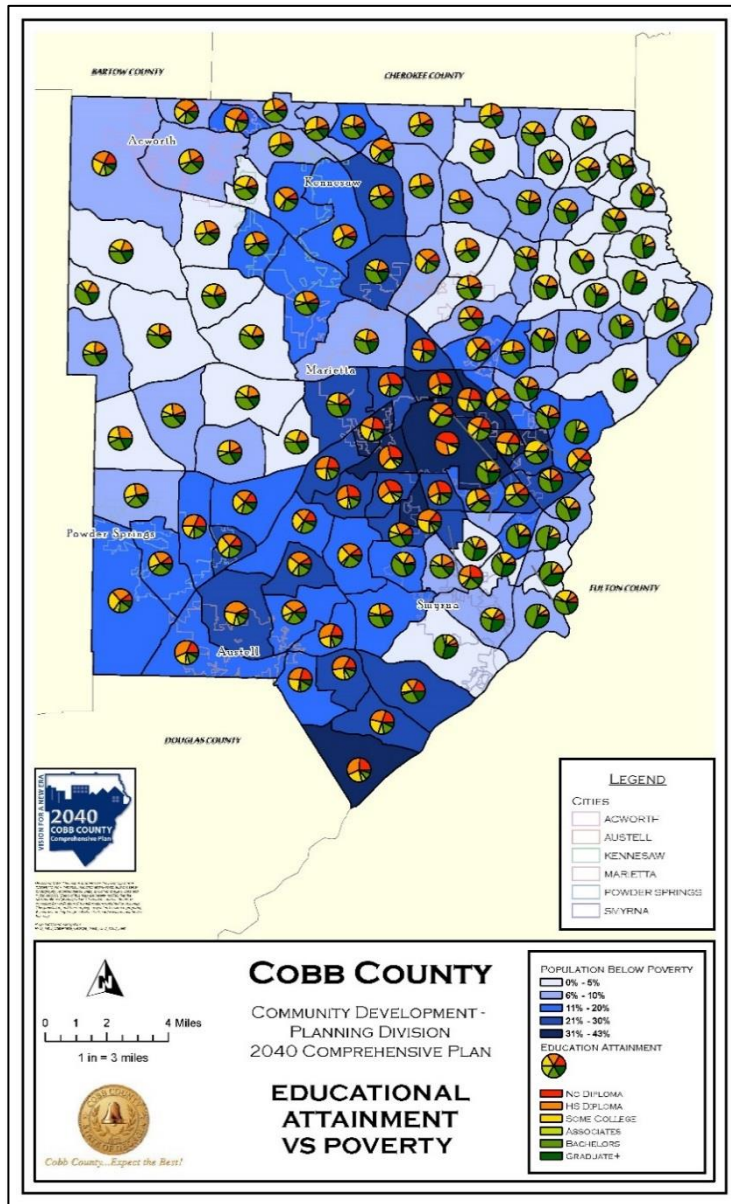


Figure 20

HOUSING

Housing Types

The majority of housing units in 2010 were single-family detached units (66%). Multi-units made up 26% of the housing type and single-family attached units covered 7% of the housing type in Cobb County.

Type of Housing Units in Cobb County (1980 - 2010)

	1980	1990	2000	2010
Total Housing Units	113,254	189,872	237,522	286,490
Single Units (Detached)	74,010	115,895	157,298	189,703
Single Units (Attached)	3,018	10,337	12,311	20,059
Double Units	2,260	2,419	2,750	2,579
3 to 9 Units	12,368	22,870	25,254	23,785
10 to 19 Units	13,155	21,033	18,896	26,937
20 or More Units	5,195	11,439	15,836	20,059
Mobile Home	3,241	4,888	5,090	3,439
All Other	7	991	87	0

Figure 21

Source: U.S. Census Bureau

Over the past decade, the single-family detached housing grew by 32,405 units or a 21% increase, which has been the slowest growth rate out of the last 30 years. This can be attributed to a combination of factors that include managed growth practices, scarcity of undeveloped land, and within the past decade, the widespread housing market decline in the late 2000s. The largest numeric increase in housing units came from single-family attached housing, which saw a 63% increase from 2000-2010, up from a 19% increase between 1990-2000. Multi-family units saw a rate increase around 17% between 2000-2010 compared to 9% between 1990-2000.

Housing Units and Tenure

In 2000, Cobb County had 237,522 total housing units. In 2010, that figure increased 21% to 286,490. Figure 22 provides a baseline for housing units in Cobb County. As of 2015, Cobb had 290,963 housing units. That is an increase of just over 5,500 units since 2011. The majority of those housing units in 2015 were owner occupied at 59.2%. However, since 2011, owner-occupied units have slightly decreased, while renter occupied units have increased (Figure 23). This is a trend that is likely due to the fundamental shifts in the housing market, which is not only occurring in Cobb County but all across the region and nation.

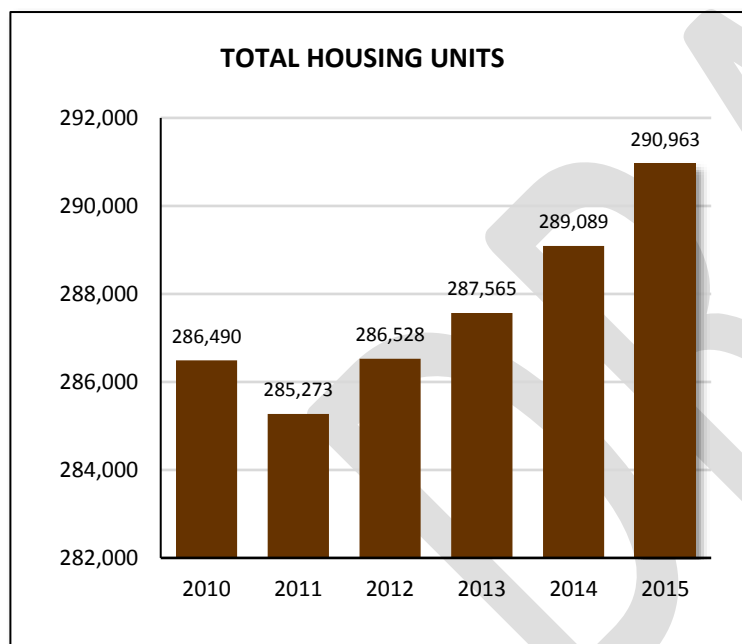


Figure 22

Source: U.S. Census Bureau - American Community Survey

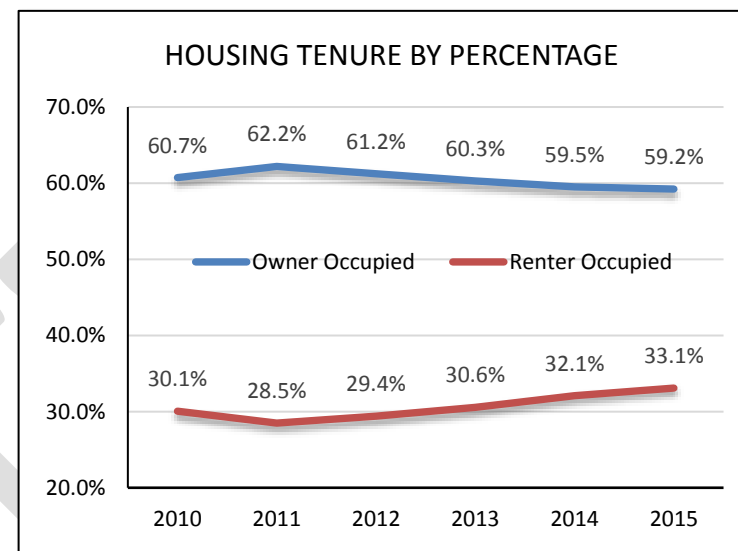


Figure 23

Source: U.S. Census Bureau - American Community Survey

Housing Characteristics

Most of Cobb County's housing stock was built after 1970 (86%). Most of those homes (27.3%) were built between 1980-1989. This was the beginning of the growth boom that continues to this day but has since slowed significantly. Between 2000-2004, there were 38,686 housing unit structures built, which was 13.2% of the total housing units built in Cobb County. From 2005-2010 there have been 17,194 housing units built, which was a 55.6% decrease from 2000-2004.

Most housing structures have a median number of rooms of 6.2, which has remained the same over the last 25 years. Very few units lack complete plumbing (1.3% without) or kitchen facilities (1.4% without) and almost all have telephone service available (2.4% without). These percentages are less than the state and regional percentages for the same categories.

Cost of Housing

According to the U.S. Census Bureau the cost of housing in Cobb County has fluctuated in the last 15 years. The following figures have been adjusted for inflation and represent 2015 dollar amounts. The median cost of an owner-occupied unit was \$226,210 in 2010, which was an increase over the 2000 median value of \$201,359. However, median home values in Cobb spiked to \$252,976 in 2007 and were declining to \$187,155 in 2013. Since 2013, the median home value has bounced back to \$200,600 in 2015 (Figure 24). Time will tell if this rebound is sustained. All housing cost averages are higher than both the Atlanta metropolitan region and the state of Georgia.

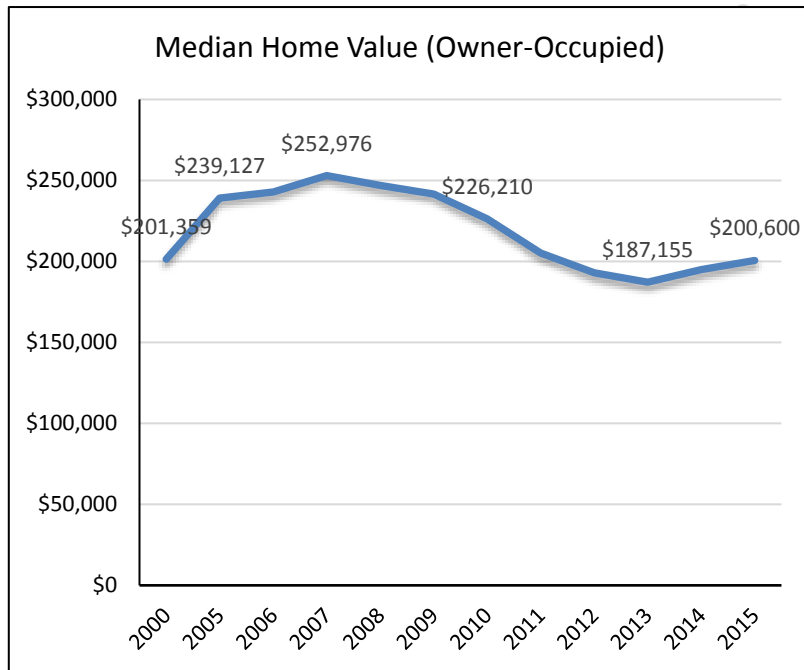


Figure 24

Source: U.S. Census Bureau - American Community Survey

Median gross rent in Cobb County has declined from 2000-2014. In 2015, the median gross rent increased to over \$1,000 per month (Figure 25). As the desires of certain population segments continue to change, it is anticipated that monthly rent will continue to climb.

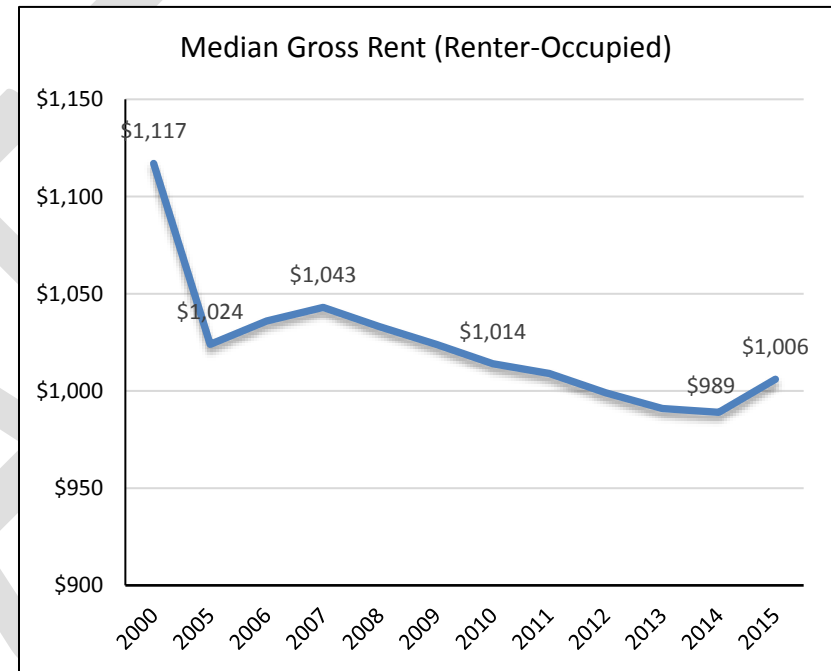


Figure 25

Source: U.S. Census Bureau - American Community Survey

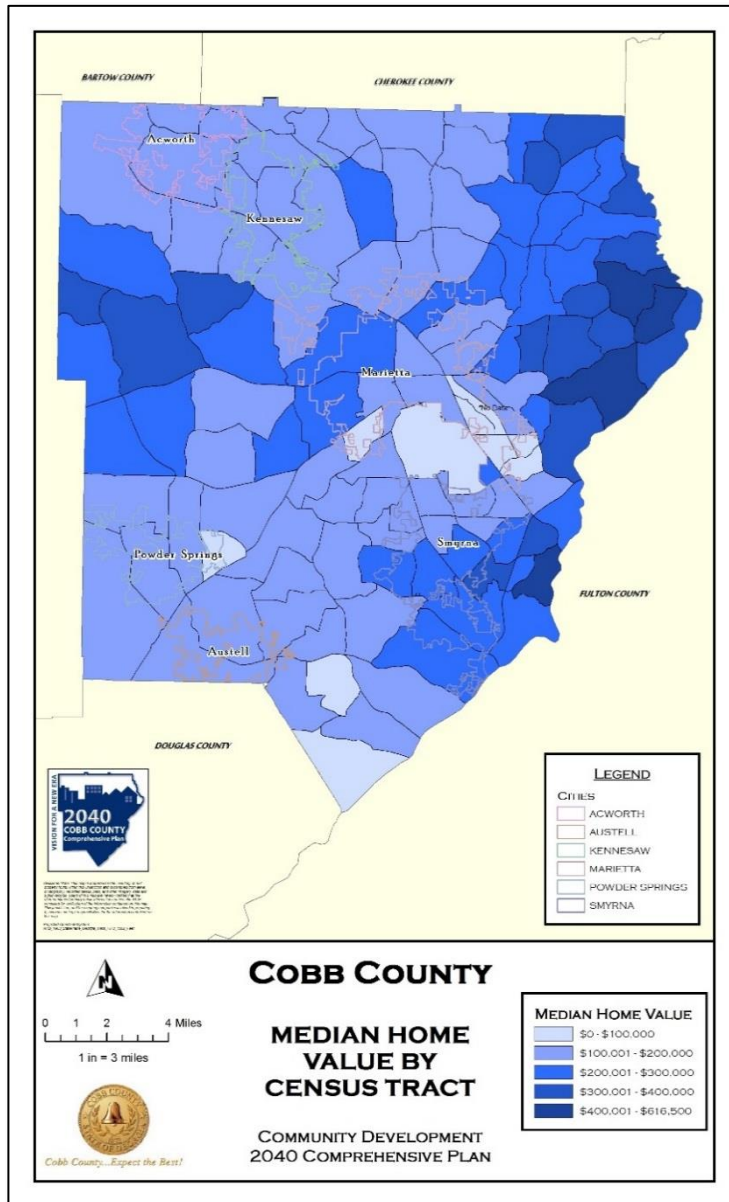


Figure 26

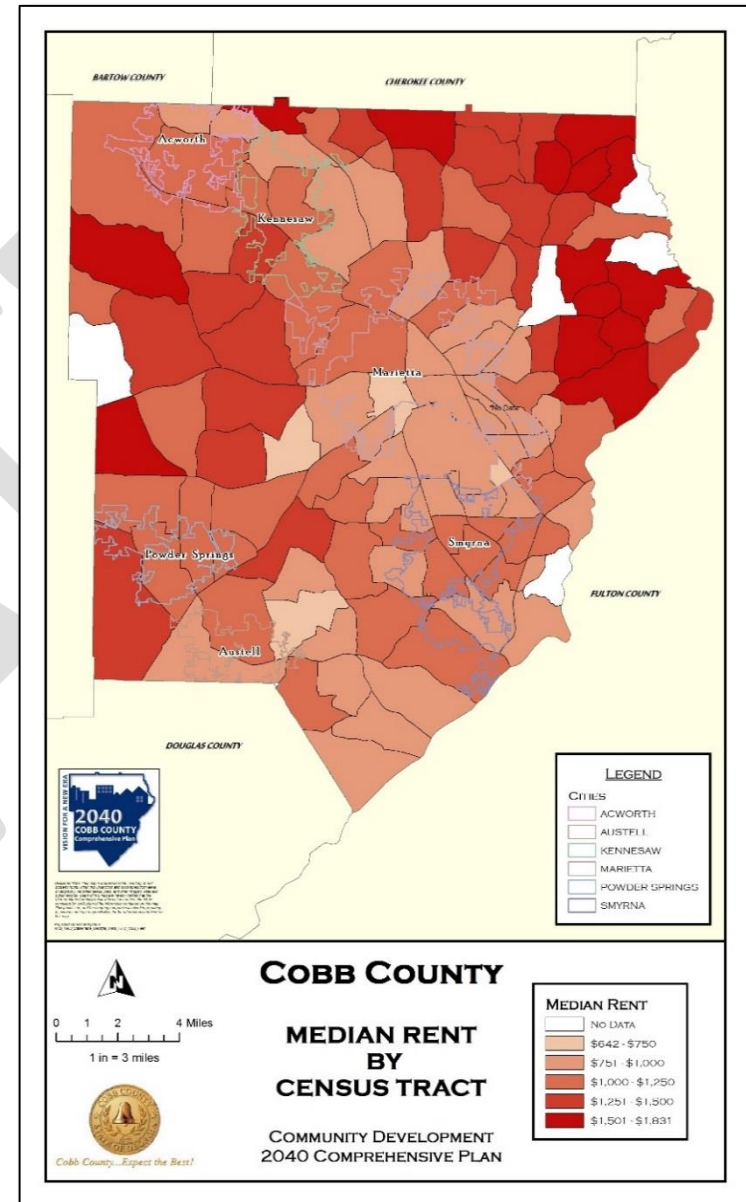


Figure 27

Cost Burden

County residents who pay more than 30% of their income towards housing costs are considered cost-burdened. The county-wide percentage of all renters and homeowners who are cost-burdened remained between 30% and 35% since 2005. As of 2013, 32.7% of housing units were cost-burdened. However, there exists substantial differences in cost burden between those who own their home and those who rent.

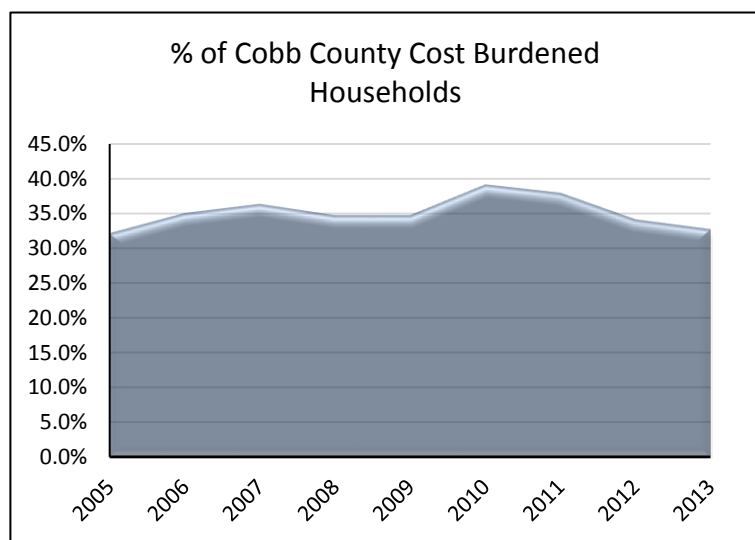


Figure 28

Source: U.S. Census Bureau - American Community Survey

For owner-occupied units, the percentage of those who are cost-burdened decreased since 2010 from a peak of 32.2% to 22.0% in 2013. This decrease in cost burden for homeowners has been driven by lower cost housing at the time, income gains after the housing market crash, interest-rate-driven reductions in mortgage costs and foreclosures among the most financially distressed. As the housing market has improved, property values have increased significantly

from 5 to 7 years ago and now moving forward home affordability poses a problem. Additionally, an increase in interest rates could exacerbate the difficulty in affordable homeownership.

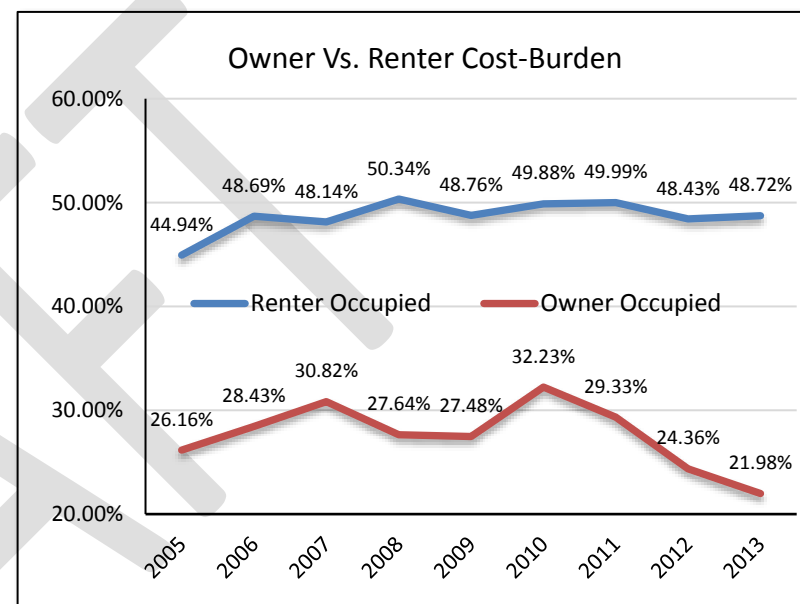


Figure 29

Source: U.S. Census Bureau - American Community Survey

While the cost burden for homeowners has decreased in recent years, the same cannot be said for Cobb County's renters. Nearly half of renters in Cobb County are cost burdened by housing (Figure 29). There has been an increase in the percentage of cost-burdened renters from 44.9% in 2005 to 48.7% in 2013. According to the following map (Figure 31), the majority of cost-burdened renters are located within South and central Cobb County and to a lesser extent in East Cobb. There are occasional census tracts in North and West Cobb that have more than 50% of renters who are cost burdened.

% OF OWNERS WHO ARE COST BURDEN 2015

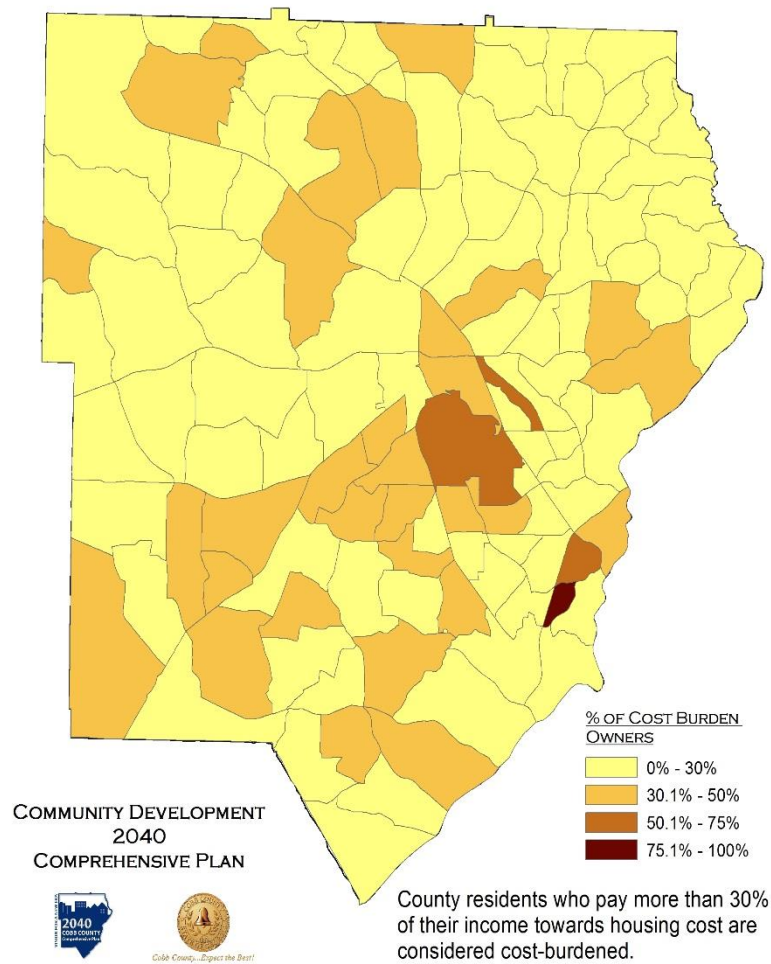


Figure 30

% OF RENTERS WHO ARE COST BURDEN 2015

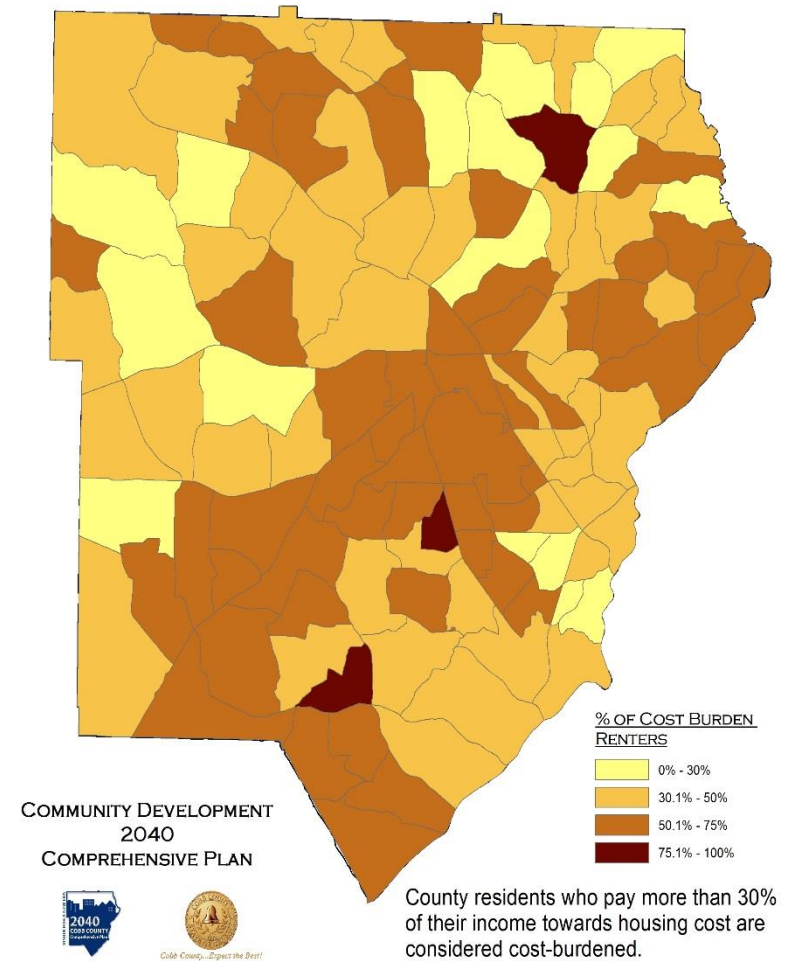


Figure 31

Jobs-Housing Balance

The Jobs – Housing Balance is a measurement in terms of the proportion of jobs per household. Many studies show that an effective job to housing ratio between 1.0 and 1.5 signifies that an area's jobs and housing are balanced, with most residents working within the community. A ratio of less than 1.0 indicates that an area is housing rich and most residents are commuting outside of the community to work. A ratio over 1.5 signifies a job-rich area with most residents commuting into the community in order to work.

As of 2013, DeKalb County led the metro area with 1.52 jobs for every household with Cobb County a close second at 1.51 jobs for every household (Figure 32). This translates into the County being able to offer approximately 3 jobs for every 2 households. Most of the counties in the metro area range from 1.23 to 1.36. Due to limited availability of data, job to housing ratios for Cobb County's sub-regions were calculated using 2013 five-year ACS estimates while metro area comparisons were made using 2013 one-year estimates.

When examining job-to-housing ratios by county sub-region, both Acworth-Kennesaw and northeast Cobb stand out as having the highest job to housing ratios in the County--with 1.45 and 1.43 ratios respectively. Conversely, the Cumberland region has the lowest job-to-housing ratio of any sub-region at 1.22. All of the County sub-regions are within the optimal range for a job-to-housing balance.

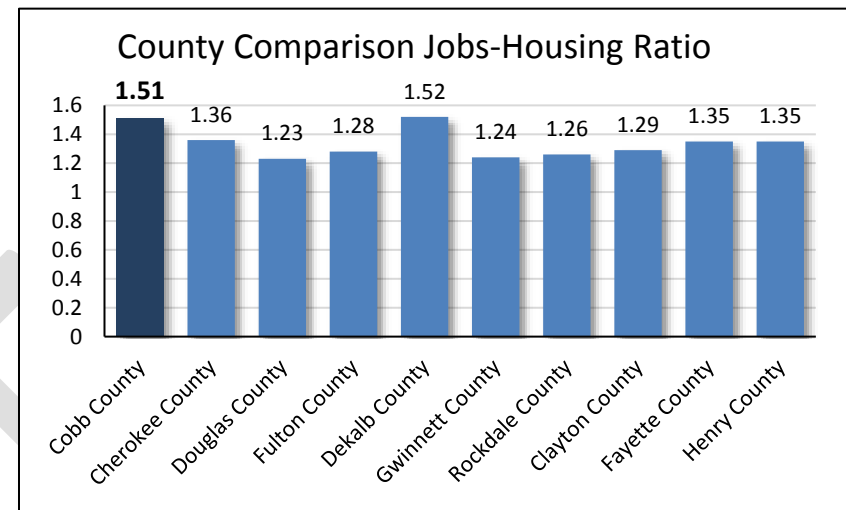


Figure 32

Source: U.S. Census Bureau - American Community Survey – 2013 1 Year Estimates

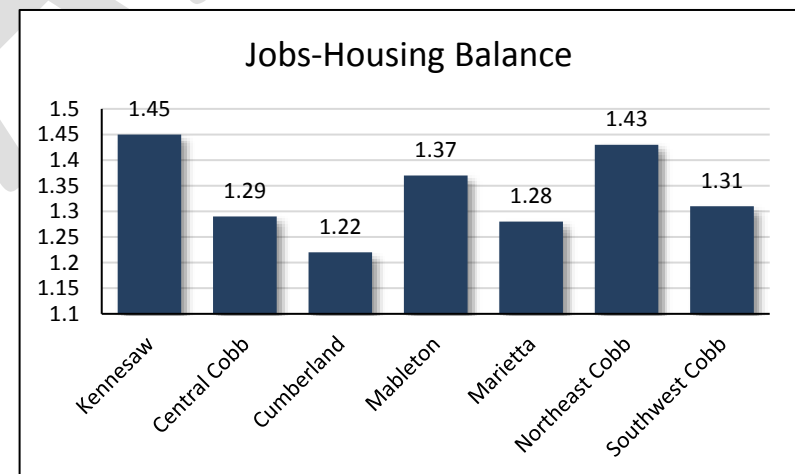


Figure 33

Source: U.S. Census Bureau - American Community Survey – 2013 5 Year Estimates

Affordability

A price-to-income ratio measures the affordability of owning a home apart from mortgage costs by comparing the median home value of owner-occupied units to the median income for an area. The median home value for Cobb County in 2000 was 2.55 times the median income. While the price-to-income ratio for Cobb County declined from its peak of 3.46 in 2010 to 2.93 in 2013, it has since started to slowly increase. As of 2015, the median home value of \$200,600 was approximately 3.05 times the median income and still well above where the price-to-income ratio stood in 2000 (Figure 34).

Compared to the rest of metro Atlanta, Cobb County has one of the highest home value-to-income ratios at 3.05. Fulton County and DeKalb County residents have higher ratios for 2015. The median home value for Fulton County was more than four times the median income and DeKalb County has home values more than three times the median income (Figure 35).

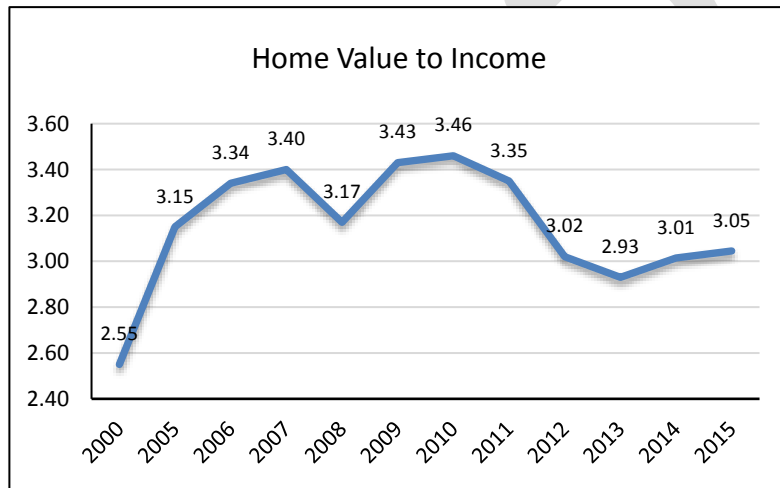


Figure 34

Source: U.S. Census Bureau - American Community Survey

As the home value-to-income ratio continues to trend up, coupled with increasing property values, home affordability will become even more of a concern for the local workforce and different segments of the population. Innovation and cooperation between multiple federal, state, and regional agencies, organizations and stakeholders will be key in meeting the affordability demand.



Figure 35

Source: U.S. Census Bureau - American Community Survey

Figure 36 shows the median home values for owner occupied homes in proportion to the median income per census tract.

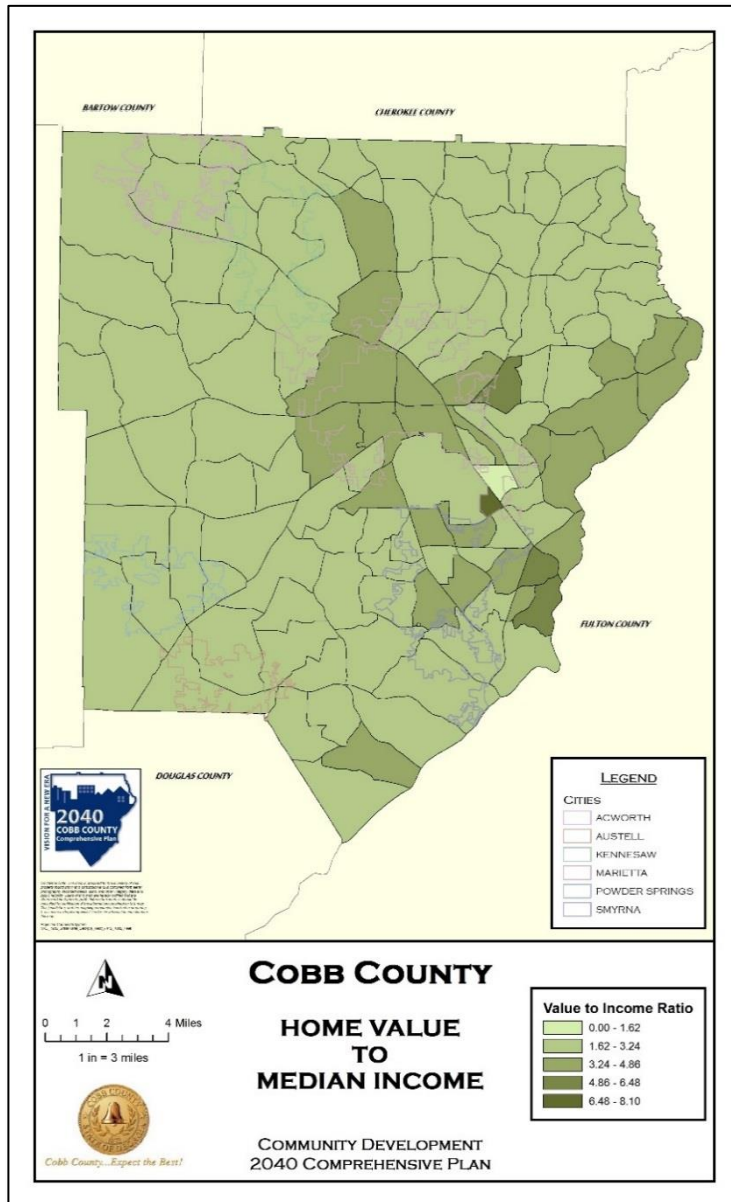


Figure 36

Special Housing Needs

Cobb County is home to individuals of a variety of racial, ethnic, religious and economic backgrounds. In virtually any community, you will find people with various physical and/or mental disabilities, as well as other sociological hindrances like substance abuse and terminal diseases. Individuals fitting this description may require special housing needs specific to the nature of one's unique situation. In Cobb County, there are several non-profit organizations that volunteer their efforts to assist those with special housing needs. The County has an office that is dedicated to administering programs made available through the Federal Community Development Block Grant (CDBG), which is sponsored by the U.S. Department of Housing and Urban Development (HUD). Additionally, the Cobb County CDBG Office administers funding from federally-sponsored programs aimed at making affordable, decent housing attainable for all.

The table below shows the estimated homeless population in Cobb County. This data was obtained from the Report on Homelessness that is published by the Georgia Department of Community Affairs every other year. A Point-in-Time homeless census consists of counting both sheltered and unsheltered homeless persons every other year. On a date in late January, the Cobb County Continuum of Care counted 495 individuals that were considered homeless. According to the same analysis, Cobb County has 415 emergency and transitional beds. In 2015, the homeless count was reduced to 415 persons with a total of 348 emergency and transitional beds.

There are several non-profit and/or faith-based organizations in Cobb whose mission in the County is to address special needs and homeless population. Many of these organizations utilize funds from programs administered by the CDBG Program Office, as well as private and corporate donations, and other government funding

sources. These organizations are an important asset to Cobb County and are vital to ensuring that all County citizens have their needs and issues addressed.

Cobb County Homeless

Year	Sheltered Homeless Persons (Emergency and Transitional Housing)	Unsheltered Homeless (Counts and predictive model)	Total Homeless	Total Emergency and Transitional Beds
2009	368	126	494	445
2011	361	49	410	410
2013	351	144	495	415
2015	324	91	415	348

Figure 37

Source: 2009, 2011, 2013, 2015 Report on Homelessness – Georgia Department of Community Affairs

ECONOMIC DEVELOPMENT

Economic Base

According to the Georgia Department of Labor, in February of 2017 there were 396,208 civilians in the Cobb County labor force, of which 378,725 were employed and 17,483 were unemployed resulting in an unemployment rate of 4.4%. This is a great improvement from the unemployment rate in 2010, which was at 9.6%.

**Unemployment Cobb County
2005-2016**

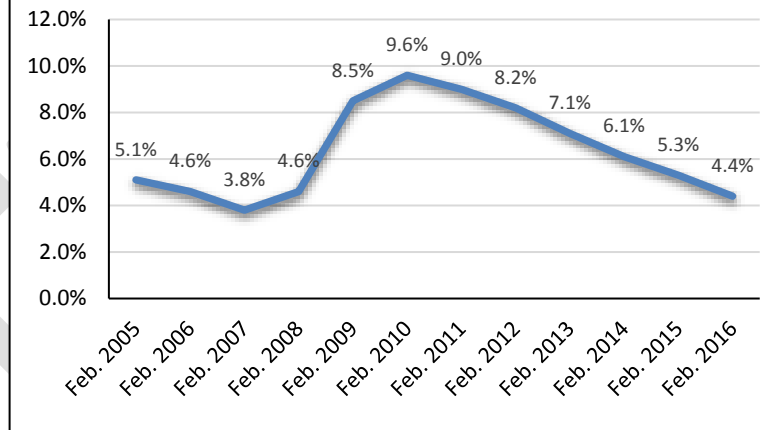


Figure 38

Source: Georgia Department of Labor

Employment will continue to increase out to 2040 for all census tracts except one in Cobb County. According to ARC employment research, Cobb County projects approximately a 34% increase in jobs by 2040. Most will be in Retail Sales and the Services sector. That is an increase of 135,699 jobs from 2015. Most of the jobs will continue to be located in and around existing employment centers that stretch along I-20, I-285 and I-75.

JOBS	
2015	399,486
2040	535,185

Figure 39

Source: Atlanta Regional Commission

In 2015 the top five (5) occupations in Cobb County included the following:

TOP OCCUPATIONS IN 2015 (Jobs)	
Retail sales workers	29,959
Information and record clerks	21,106
Food and beverage serving workers	19,297
Construction trades workers	19,279
Business operations specialists	17,277
TOP OCCUPATIONS IN 2016 (Jobs)	
Retail sales workers	38,089
Construction trades workers	35,740
Information and record clerks	26,365
Computer occupations	26,197
Food and beverage serving workers	25,711

Figure 40

Source: Atlanta Regional Commission

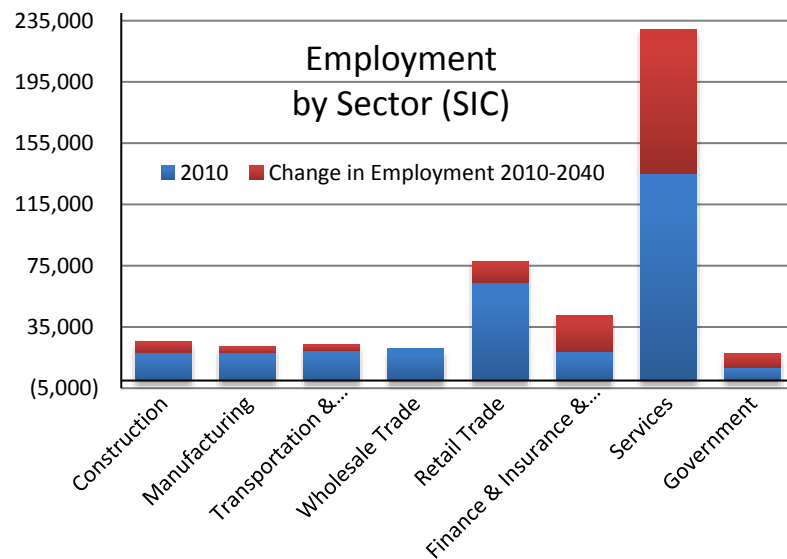


Figure 41

Source: Atlanta Regional Commission

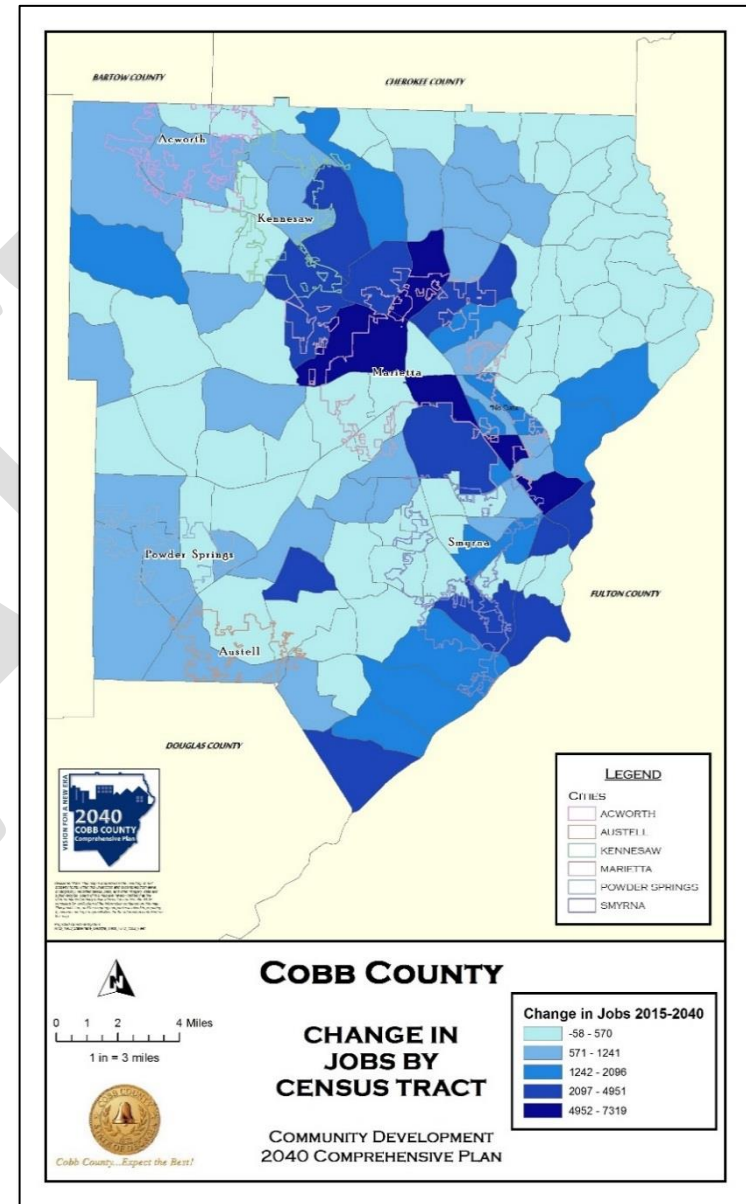


Figure 42

The Office of Economic Development updates a list once a year, reflecting the top 25 employers in Cobb County ranked by number of full-time, part-time and temporary employees working in Cobb. As of December 2010, the Cobb County School District had the highest number of employees with 19,123. WellStar and The Home Depot rounded out the top three with 11,840 and 11,784, respectively. The list below is as of December 2010.

The average annual wage as of the 2nd quarter of 2015 was \$52,832. The average weekly and hourly wage was \$1,016 and \$25.40, respectively. Cobb County had the 2nd highest estimated wages in the state for all three categories.

Average Wage as of 2nd Qtr. 2015

	Average Hourly Wage	Average Weekly Wage	Average Annual Wage
Cobb County	\$25.40	\$1,016.00	\$52,832.00
Georgia	\$22.60	\$904.00	\$47,008.00
United States	\$24.20	\$968.00	\$50,336.00

Figure 43

Source: Georgia Department of Labor

Top 25 Employees (2010)

Company	Employees
Cobb County Schools	19,123
WellStar	11,840
The Home Depot	11,784
Lockheed Martin	7,568
Ryla Teleservices, Inc.	6,011
Cobb County Government	5,103
Kennesaw State University	3,400
Public Super Markets, Inc.	3,905
Wal-Mart	2,750
Dobbins Air Reserve Base	2,547
Six Flags Over GA/White Water & American Adventure	2,226
Genuine Parts	1,998
The Kroger Company	1,974
Marietta City Schools	1,157
YKK USA, Inc.	815
City of Marietta	755
Quintiles Labs	732
Travelport GDS/Worldspan	671
Heidelberg USA	646
Southern Polytechnic University	596
Cobb EMC	548
BlueLinx	541
Emory Adventist Hospital	512
Caraustar Industries, Inc.	511
Ed Voyles Automotive Group	500
Tip Top Poultry, Inc.	500

Figure 44

Source: Cobb Office of Economic Development, Cobb Chamber of Commerce

Economic Resources

Cobb County has numerous resources that help keep it a competitive area for business, industry and tourism. These resources include low taxes, economic incentives, technical colleges, university, a Finance and Economic Development Department, the Cobb Chamber of Commerce, Cobb Travel and Tourism, Cobb's EDGE and an educated workforce.

The following are economic development incentive programs that businesses and industries may take advantage of if certain criteria are met: Enterprise Zone, Opportunity Zones and Tax Abatement Areas. Maps of these areas are provided, as well.

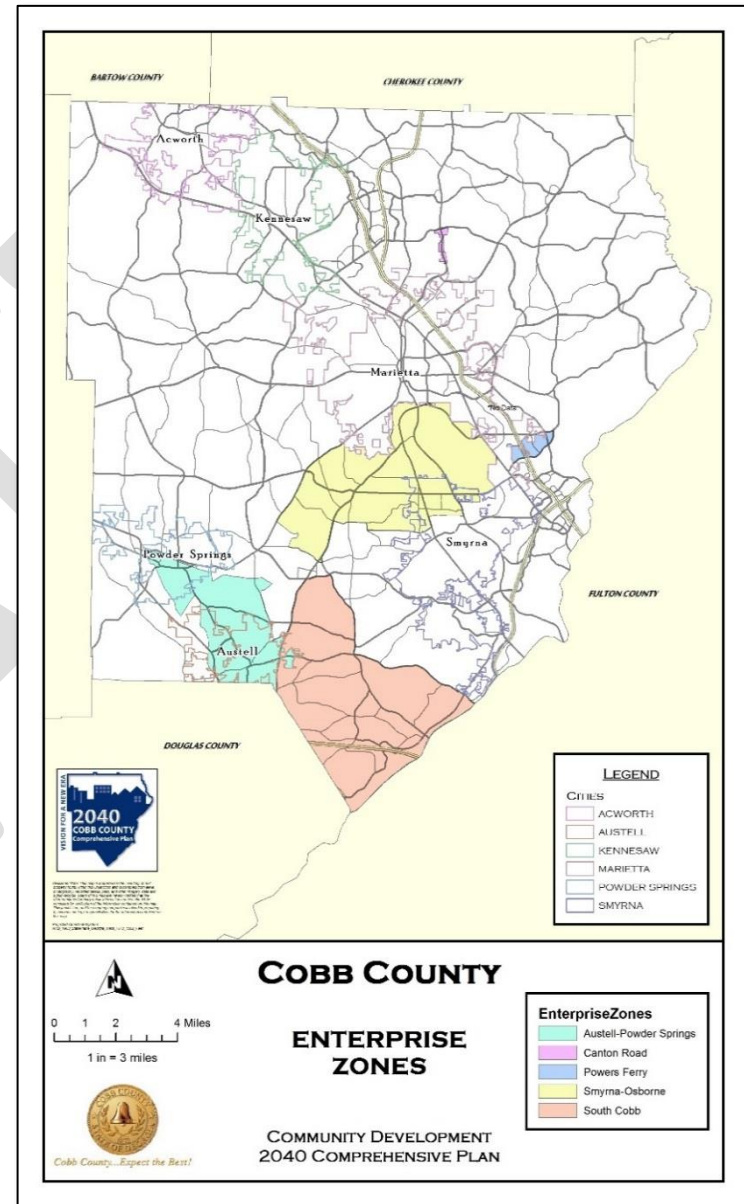


Figure 45

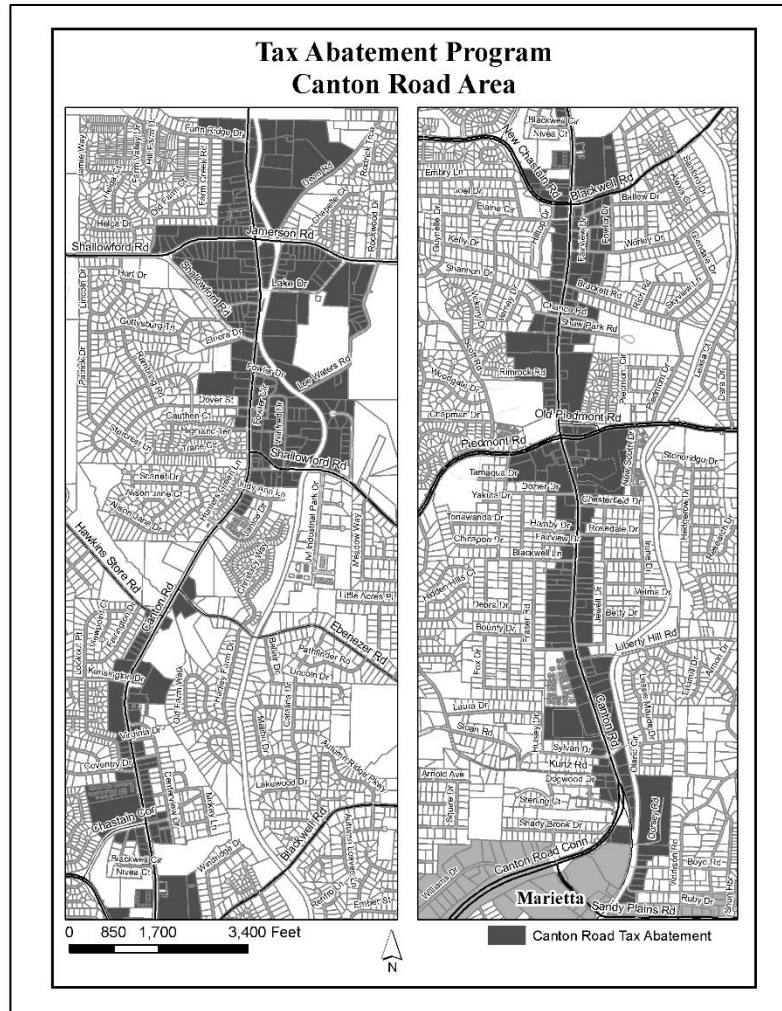


Figure 48

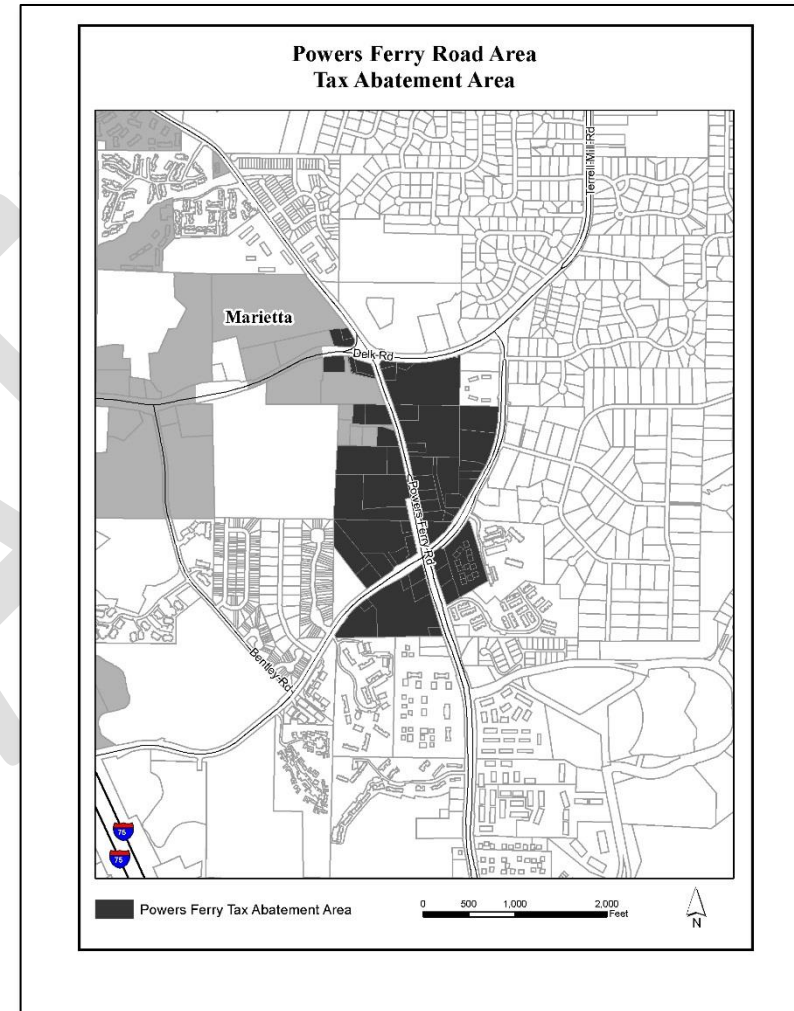


Figure 49

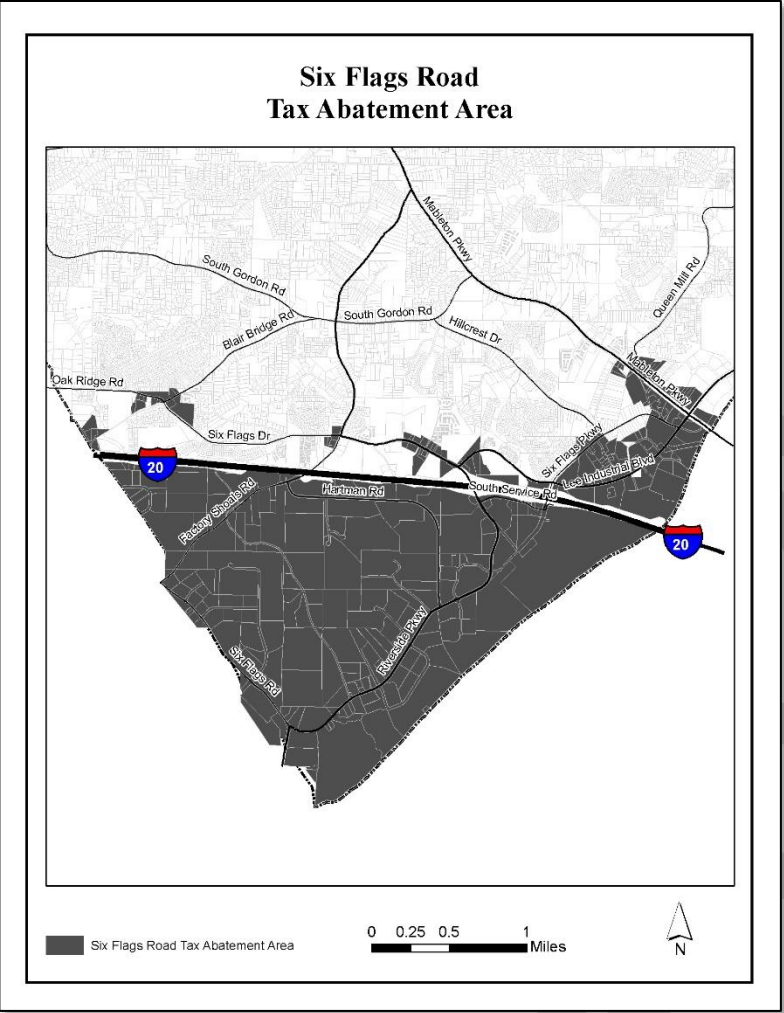


Figure 50

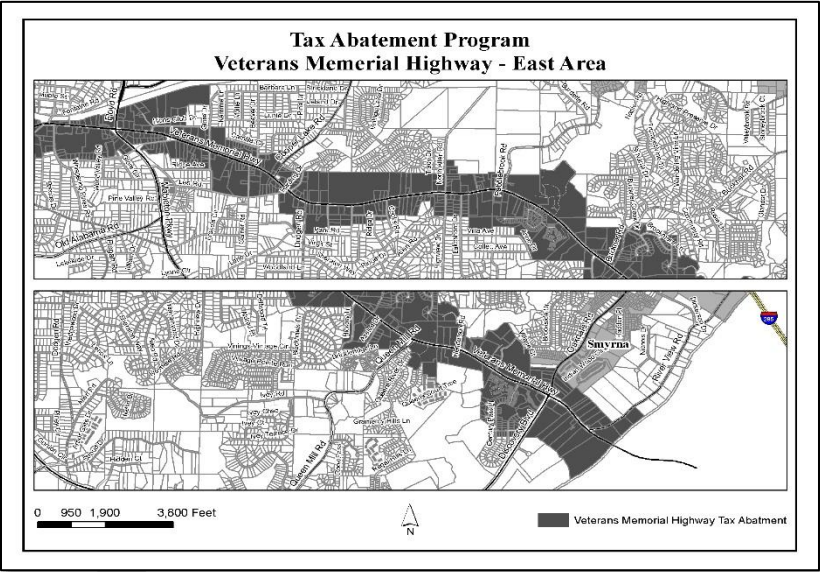


Figure 51

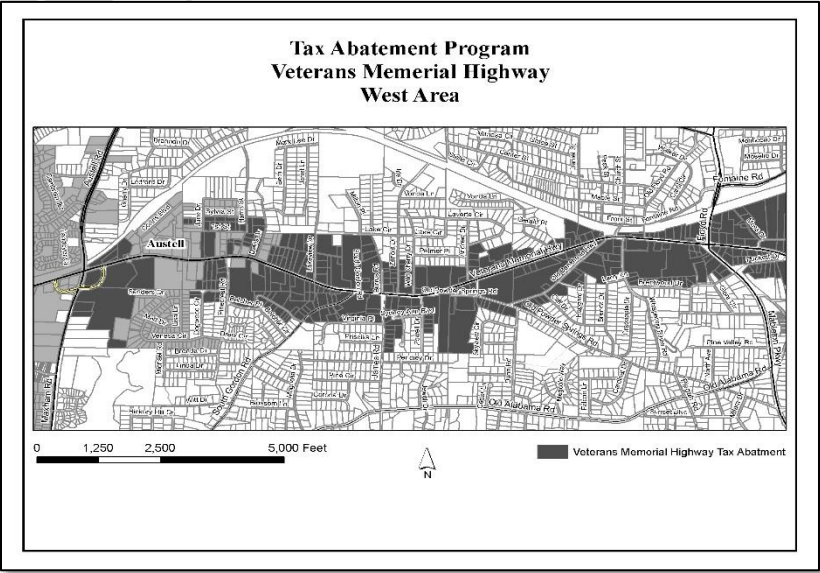


Figure 52

Cobb County is home to four community colleges and one university. Kennesaw State University and Chattahoochee Technical College are located within unincorporated Cobb County. The other three community colleges are located in other municipalities within Cobb County.

Chattahoochee Technical College is a unit of the Technical College System of Georgia. As of 2010, the enrollment was 13,003 students. It is a two-year college that provides accessible, high quality technical, academic, adult education and training and promotes the economic growth and development of Cobb County and the region.

Kennesaw State University (KSU) is a comprehensive university with thirteen Academic Colleges (Figure 53) and more than 150 undergraduate, graduate and doctoral degrees. On January 6, 2015, Kennesaw State and Southern Polytechnic State University consolidated to increase efficiencies and effectiveness to better serve students and the State of Georgia. As of 2017, the total enrollment was approximately 35,000 making it one of the 50 largest public institutions in the country. On-campus housing capacity is approximately 5,200 students with eight distinctive residential communities. According to the Board of Regents of the University System of Georgia report in 2012, KSU has an economic impact of \$1.2 billion. There are 92 countries represented in the student body and 18 NCAA Division I Athletic teams. KSU has been elevated to an R3 classification by the Carnegie Classification of Institutions of High Learning. This classifies KSU as a doctoral institution with moderate research activity.

Other schools include Fortis College in Smyrna, ITT Technical Institute-Kennesaw and Lincoln College of Technology in Marietta.

The Cobb Chamber of Commerce is another resource that helps make Cobb County a business-friendly environment. The Chamber contains more than 2,500 members from a variety of large, small, domestic and international businesses with a focus dedicated to bringing the community and its leaders together to create jobs and strengthen the economy and quality of life, so businesses and the community can be successful. The Chamber develops economic development initiatives that can assist new and existing businesses in business growth, workforce development solutions, industry recruitment, research and education partnerships and programs.

KSU ACADEMIC COLLEGES
Bagwell College of Education
Coles College of Business
College of Architecture and Construction Management
College of Computing and Software Engineering
College of Continuing and Professional Education
Honors College
College of Humanities and Social Sciences
College of Science and Mathematics
College of the Arts
Southern Polytechnic College of Engineering & Engineering Technology
Graduate College
University College
WellStar College of Health and Human Services

Figure 53

The Cobb County Chamber of Commerce took the lead in creating Cobb's Competitive EDGE, which was launched in 2012. The EDGE was the first-ever, community-wide, public-private partnership. EDGE brings together all of Cobb's economic development partners into a unified effort with the Cobb Chamber to improve the overall quality of life. The primary objective for Cobb's EDGE is to help local businesses expand, grow small business, protect Dobbins Air Reserve

Base, recruit new businesses, create a more educated workforce and revitalize our communities and infrastructure through seven strategic “seeds” for success. The seven “seeds” are listed below.

- Retaining & Expanding Existing Business
- Encouraging Entrepreneurship & Aiding Small Business
- Marketing Cobb & Projecting a Positive Image
- Developing, Recruiting & Retaining Talent
- Investing in Transportation Infrastructure & Traffic Relief
- Support & Coordinate Redevelopment Efforts
- Cultivating Community, Identities & Sense of Place

Along with the EDGE, Cobb Economic Development organizations identified seven strategic targets for Cobb to pursue in the years to come. Based on the strong competitive advantages that support an existing clustering effect in Cobb County, the seven targets are classified and grouped into two categories: Core Cluster Targets, and Growth Opportunity Targets. While there will be programs designed to face challenges and take advantage of the opportunities, all seven targets are equally important to the future of Cobb County.

The Core Cluster Targets take advantage of and leverage specific, localized industries that have already clustered in Cobb County. They are:

- Aerospace & Advanced Equipment Manufacturing
- Information Technology & Software
- Professional & Business Services
- Wholesale Trade & Logistics

The industry targets that do not exhibit a clustering effect but merit strategic targeting due to their growth potential are considered growth opportunities. They are:

- Health Care Services
- Travel & Tourism
- Bioscience

Since the launch of Cobb’s EDGE, more than 13,012 new and retained jobs have been secured, generating an estimated \$2 billion in new private sector investment. (Source: Cobb Chamber Website, 2014 Chamber Annual Report)

The Development Authority of Cobb County (DACC) promotes the public good and general welfare, trade, commerce, industry and employment opportunities for Cobb County. It is a seven-member board appointed by the Cobb County Board of Commissioners with two fundamental activities: provide access to capital and to other financial incentives that would assist desirable economic development projects and market and promote Cobb County to new businesses. (Source: DACC website, Select Cobb)

Cobb Travel & Tourism promotes Cobb County as a premier travel destination for conventions, trade shows, special events and leisure travelers. They are the primary destination marketing organization for Cobb County. They remain instrumental in creating strategic partnerships and alliances among industry stakeholders along with other goals related to travel and tourism. (Source: Cobb Travel and Tourism)

Economic Trends

There are a multitude of economic development interests and programs in Cobb County, as explained in the Economic Resources section. From incentives offered by the Cobb Chamber of Commerce to regulatory tools developed by Cobb County Community Development, each one of these interests provides information, and

targets industries, programs, ordinances and incentives that attract and promote growth and development/redevelopment supporting positive economic trends within the County.

Cobb County Community Development works closely with the South Cobb Redevelopment Authority (SCRA) to revitalize and redevelop areas in South Cobb that have been underinvested or underutilized with the overall intent to promote and create favorable locations for trade, commerce, industry and employment opportunities. The SCRA and Cobb County Community Development worked together to create a movement of programming, new progressive ordinances and incentives focused in South Cobb to assist economic growth in this area. The SCRA has the power to issue low-interest bonds to assist private land development, and they also have the ability to buy, sell, consolidate or leverage land resources to spur redevelopment activity in South Cobb.

The impetus of the South Cobb economic development movement is the South Cobb Implementation Strategy. It is designed to serve as a guide for future actions that will function as the primary basis for preserving, protecting and enhancing South Cobb's existing assets with the greater goal to build new market share for the area and to improve the quality of life for those that reside there. This includes promoting the new Mableton Form Based redevelopment district, Six Flags redevelopment opportunities, branding South Cobb and educating private investors and business owners on the many strengths and opportunities in the South Cobb area, including redevelopment site incentives, Enterprise Zones and Opportunity Zones.

Cobb County is limited on raw land for development and those undeveloped tracts will continue to dwindle over the course of the next 25 years. As a result, it will become more important that Cobb

County promote and encourage redevelopment initiatives and programs to ensure growth occurs in areas where infrastructure is in place. This will accommodate future population and business growth, while rejuvenating aging commercial corridors and older residential areas. Figure 54 shows a list of Redevelopment sites that have been identified and promoted by Cobb County for redevelopment.

Redevelopment Sites (2016)	
2410 Canton Road	1057 Veterans Memorial Highway
4939 Canton Road	1336 Veterans Memorial Highway
3012 Canton Road	1480 Veterans Memorial Highway
2692 Sandy Plains Road	1245 Veterans Memorial Highway
1977 South Cobb Drive	676 Veterans Memorial Highway
3413 Austell Road	780 Veterans Memorial Highway
1887 Powder Springs Road	Church Stree and Mable Street
2745 Powder Springs Road	3300 Cobb Parkway
2546 Powder Springs Road	1275 Powers Ferry Road
3757 Floyd Road	1360 Powers Ferry Road
5055 Austell Road	1360 Terrell Mill Road
5590 Mableton Parkway	1410 Terrell Mill Road
320 Riverside Parkway	1480 Terrell Mill Road
380 Veterans Memorial Highway	

Source: 2030 Comprehensive Plan (2017)

International Affairs

The promotion of Cobb County to international markets is essential to staying competitive in the Atlanta region. Cobb County is home to a diverse industry mix, McCollum Field (Cobb County's International Airport) and a Norfolk Southern intermodal facility. In addition, Cobb is located with easy access to Hartsfield-Jackson International Airport, two deep-water ports in Savannah and Brunswick and the State of Georgia's extensive rail and road network. These global trade

facilities, in and around Cobb County and the state, makes the region a highly strategic location for international trade.

Cobb County is also home to six consulates. In some cases, the trade promotion work is handled from within the countries' consular offices while others maintain independent trade offices. Here is a list of consulates located in Cobb County and services that they offer:

Consulates:

- Honorary Consulate General of the Republic of Austria
- The Austrian Trade Commission
- Consulate General of the Republic of Costa Rica
- Honorary Consulate of the Republic of Estonia
- Honorary Consulate General of the Republic of Iceland
- Honorary Consulate of the Republic of Nicaragua

Services:

- Determine the exportability of products or services
- Identify appropriate markets and buyers
- Develop market entry strategies
- Establish shipping and distribution networks
- Determine appropriate payment methods and identify export financing and insurance needs

As a way to form global partnerships and build economic ties to help promote global cooperation, generate tourism and further cultural understanding between international communities and local communities, Cobb County has officially recognized and signed agreements with the City of Seongdong Gu, Seoul, South Korea to become a sister city. Cobb County sent leaders to Seongdong Gu to explore economic development opportunities and the Korean district sent delegations to Cobb County, as well.

Economic Target Areas

The Dobbins Air Reserve Base (Dobbins ARB) cluster is a significant economic engine for Cobb County and the surrounding region. There are several hosted military tenants located on Dobbins ARB, they include the Georgia National Guard, the 22nd Air Force, the Navy Operational Support Center and the U.S. Army Reserve, among other government tenants. It is also home to several private organizations that include Lockheed Martin Air Force Plant #6, AT&T, Federal Employees Credit Union and Georgia Tech Research Institute. Altogether, this cluster is one of the largest single employers in Cobb County at an estimated 10,888 employees. In 2014, Cobb County completed a Joint Land Use Study (JLUS). The JLUS was a cooperative land use planning effort conducted as a joint venture between Dobbins ARB, City of Marietta, City of Smyrna, state and federal agencies and other stakeholders. The primary objective of the study is to reduce potential conflicts between the Dobbins military installation and surrounding areas, while accommodating new growth and economic development without compromising the operational missions of the installation.

The Town Center area is a regional job center location for office and industrial uses as well as a retail/service area containing shopping, restaurants and automobile-oriented uses. The area is located between I-75 and I-575 in a narrow band of land amidst these two north-south interstate facilities. The center of this cluster is the Town Center Mall, which is a regionally serving retail center. Corridor retail developments and office uses have followed the mall along the collector and arterial streets that are in the vicinity of the mall area. While not in the Town Center CID, Kennesaw State University (KSU) is adjacent to the Town Center cluster and directly impacts the area. KSU has seen tremendous growth in enrollment--bringing with it a growing population of students, faculty and staff looking for housing options, entertainment, recreation, shopping and access to local

office parks and employers. The employment in the Town Center CID area is primarily service and retail oriented with a large quantity of the uses being automobile oriented and automobile dependent. The Town Center area has completed a Town Center CID Livable Centers Initiative (LCI) Plan that focuses on LCI program goals, health goals and a community vision. More recently, the Town Center CID updated their current Master Plan, which focuses on infrastructure, development/redevelopment, and parks/trails. Infrastructure improvements focus on corridor enhancements to create a safe, less congested and aesthetically pleasing roadway network. Development strategies include transforming strip centers and older developments into pedestrian-friendly, mixed-use centers and an expanded parks and trail network will continue to enhance the area and district. The vision of the Town Center Master Plan update is consistent with the overall goals and policies of the Cobb 2040 plan.

The Cumberland/Galleria area is a major regional activity center that has matured over the past decade and is anticipating significant growth in the next 20 to 25 years. It is located at the intersection of I-75 and I-285 and extends southward along I-285 to Atlanta Road. The area started mainly as a commercial retail area but has grown into a major office and professional service cluster that, as of 2014, has a 5.4% (2014 CCID annual report) impact on the Georgia Economy. The Cumberland/Galleria area accounts for 70% of the NW Atlanta Submarket, which is one of the largest in the southeast (CCID 2014 Annual Report). The area is home to 17% of Cobb County's jobs and 62% of Cobb County's management jobs. It is home to the Cumberland Community Improvement District, which is a public-private community assessment district and allows local commercial property owners to advance needed public infrastructure projects through additional mills of property tax. Numerous companies house major regional and national headquarters or major business operations in this area.

In the last 10 years, there has been a concerted effort to expand residential and entertainment options throughout the Cumberland area. This effort has been successful, with nearly 5,500 new residential units making their way through the development pipeline in the form of "mixed-use" developments and attached/multi-unit residential developments. In 2013, the Cumberland/Galleria area became one of the top entertainment destinations in the Atlanta-metro area when the Atlanta Braves decided to relocate here and construct a one-of-a-kind stadium complex that was coupled with a year-round, mixed-use development destination, which includes retail, restaurants, residential, hotel, office space and an indoor entertainment venue. Understanding the significance of the Braves development is important for the future of the Cumberland/Galleria area. Additional jobs generated by the development have and will continue to impact the area. Transportation infrastructure, including parking and circulator programs, will impact the area along with ancillary developments like retail, restaurant and office uses. With the addition of the Braves development, the transportation infrastructure programmed for the area and the new residential units in the pipeline, the Cumberland/Galleria area will function in the future more like an urban center versus a suburban satellite city.

TRANSPORTATION

In the Cobb 2040 plan, the primary focus of the Transportation Element is meeting Cobb County's future transportation needs.

The Transportation Element is required for all jurisdictions that are included in a Metropolitan Planning Organization (MPO). Cobb County, and the cities within, are part of the Atlanta Regional Commission MPO. In addition, the rules specifically state the MPO's transportation strategy for the region may be substituted for this

element, or if a separate Transportation Element is prepared, it must include the following components:

(a) Evaluate the adequacy of the following major components of the local transportation system for serving the needs of the community throughout the planning period:

- Road Network: Identify roads, highways and bridges. Also, identify any significant issues with the road network, including connectivity, signalized intersections or inadequate signage
- Alternative Modes: Identify bicycle, pedestrian facilities and public transportation or other services for populations without automobiles. Also, identify areas of the community where mode choice is limited. Evaluate how effectively mobility needs of the community are being met by these alternative transportation needs
- Parking: Identify areas with insufficient parking or inadequate parking facilities (e.g., downtown, busy commercial areas), excess or obsolete surface parking facilities in need of retrofitting or redevelopment
- Railroads, Trucking, Port Facilities and Airports: Identify freight and passenger rail lines, major rail intermodal facilities, non-rail freight operations, seaports, harbors and commercial and general-purpose air terminals. Evaluate the impact of these on the overall transportation network.
- Transportation and Land Use Connection: The Transportation element should recognize that

transportation policies, program and projects should be planned in alignment with local land use development policies. Future transportation investments should similarly be matched with appropriate land use policies.

(b) Develop a strategy for addressing any needs or opportunities identified above and integrate this strategy into the Community Work Program.

The Cobb 2040 plan will utilize the Cobb County Transportation Plan (CTP 2040) as the Transportation Element.



Cobb in Motion

In 2015, Cobb County, along with the six cities and ARC, completed the county-wide Comprehensive Transportation Plan 2040 (CTP 2040) as an update to the previous CTP and to encourage regional collaboration on long-range transportation initiatives. The full CTP 2040 includes an Existing Conditions and Needs Assessment Report

as well as recommendations and a short-term work program. The CTP 2040 provides a funding framework and prioritized project list as the foundation for transportation programming and policy decisions in Cobb County. The transportation plan defines guiding principles in unincorporated Cobb County and the six municipalities: Austell, Acworth, Kennesaw, Marietta, Smyrna and Powder Springs. Furthermore, it strives to improve quality of life for all citizens through mobility improvements including increasing capacity in growing urban and rural areas, mitigating traffic congestion and encouraging alternative modes of transportation.

The CTP 2040 was designed and completed to complement the goals, policies and programs for future development and the needed infrastructure to support it. Cobb CTP 2040 serves as the blueprint for all transportation investments including vehicular, transit, freight, pedestrian and bicycle for the next 25 years. The plan links land use and transportation within the County and its incorporated areas to efficiently and effectively address the needs identified for the transportation network through 2040. It is the intent of the Cobb 2040 plan to incorporate the CTP by reference as an acceptable substitute to the required Transportation Element.

Road Network

Part of the success of Cobb County relies on the network of roadways. The CTP 2040 identifies innovative improvements to maximize the effectiveness of the roadway system. CTP 2040 pinpoints Cobb's roadway needs in different areas of the County. Roadway expansion projects, such as the widening of Windy Hill Road in Cumberland, will enhance safety and allow for more trips. The addition of truck-friendly lanes and intersections in South Cobb improve access and traffic flow for truck traffic, allowing for further economic growth within Cobb's logistics and distribution districts. New roadways, such as the South Barrett Reliever project near Town Center, seek to alleviate congestion and better link retail, jobs and

housing. Strategies and improvements are also outlined for bridges, traffic signals, traffic safety with a heavy focus on maintaining our existing infrastructure.

Alternative Modes

Transit capacity improvements improve the overall system and benefits to more than just the immediate service area. The CTP 2040 includes projects that would significantly enhance the availability and reliability of transit in Cobb County by tailoring solutions to the unique transit needs of each area. According to the CTP 2040, strategic investments in the transit network will make it possible to serve an additional 40,000 transit trips per day.

New and improved bus service is also planned for Cobb County. They include more frequent bus service and a new transfer center in the Austell Road corridor near the area of the East-West Connector. A new route connecting Acworth, Kennesaw and KSU is also anticipated, as well as a new route through South Cobb, beginning at the Cumberland Transfer Center and ending at the H.E. Holmes MARTA station.

Multi-use trails and sidewalks play a vital role in our County's overall transportation network. Besides providing recreational opportunities, walking and biking routes create links between Cobb destinations. Improving pedestrian and bicycle access to transit expands residents' travel choices and makes regional activity centers accessible by foot or bicycle, which enhances the quality of life in Cobb.

CTP 2040 includes projects like the completion of the Bob Callan Trail in Cumberland and the Rottenwood Creek Trail in Marietta. These projects continue the growth of Cobb's extensive trail network. Other work, such as the improvements to Sardis Street in Kennesaw, create pedestrian-friendly zones that can encourage business. Overall,

continued investment in sidewalks and trails help connect and complete Cobb's multimodal system.

These investments improve local and regional connections and increase the County's residents' access to employment, housing, educational and recreational opportunities. These investments in alternative modes of transportation supports continued job growth and Cobb's economic development strategy.

Parking

The CTP 2040 provides an existing conditions analysis of parking facilities for Cobb County and busy commercial areas, including the City of Marietta. Recommendations include improvements to walking and biking facilities in proximity to colleges and universities to help alleviate some parking demand and bike parking at major destinations.

Railroads, Trucking, Port Facilities and Airports

Freight transportation is one of the pressing concerns addressed in the CTP 2040. Freight generators are generally found near interstate and state highways. The interstates carry the highest volume of truck traffic. In addition, there are five arterial corridors in Cobb classified as Regional Freight Corridors. Two of those, State Route 92 (Allatoona Road, Lake Acworth Drive, and Dallas Acworth Highway) and US 78 (Veterans Memorial Highway) each carry more than 2,000 trucks per day. Other arterial corridors link truck freight to the interstates.

Reducing congestion for truck freight is an economic competitiveness need. Congestion can create significant impacts for heavy trucks due to their slow acceleration and deceleration speeds. By improving capacity, operations and travel times, moving freight can become more efficient and economically advantageous.

The majority of rail freight moved through the County is through-traffic with occasional spurs linking businesses and industries to the main line. There is an intermodal facility to facilitate the transfer of freight from rail cars to trucks that deliver to final destinations. There are approximately 82 miles of rail in the County, which include 56 at-grade rail intersections. At-grade crossings can present a safety hazard to crossing vehicles and pedestrians. According to the CTP 2040, between 2000-2008, 32 motor vehicle crashes involving trains occurred. In addition, trains block crossings causing traffic delays.

Freight needs include evaluation of locations that exhibit a high frequency of truck crashes to identify potential safety improvements and a need remains to reduce at-grade railroad crossings to reduce safety hazards and eliminate delays.

Transportation and Land Use Connection

The CTP 2040 recognizes that transportation policies, programs and projects should be planned in alignment with the local land use development policies. Many of the transportation improvements are necessary for the transportation facilities and services to properly serve existing and future land uses. The existing facilities and services, as well as the needed future facilities and services are discussed throughout the CTP 2040.

CTP 2040 provides information on the adequacy of transportation facilities to serve the variety of land uses in Cobb County. In this section, future transportation investments are matched with appropriate land use policies, and it is noted that the land use framework and subsequent regulations have the ability to improve or reduce transportation efficiency.

Cobb County recognizes the importance of developing a balanced, efficient, multi-modal transportation network that minimizes impacts to the environment and reinforces the livability of neighborhoods. The Cobb 2040 plan's Transportation Element is meant to guide future development of Cobb's corridors, roads and highways for motorized and non-motorized transportation including public transit systems, bicycle and pedestrian networks. Cobb County understands that an efficient transportation system is crucial to the economic and social well-being of a growing community with increasing travel demands. The ability to provide a safe, convenient and efficient transportation system as population and job growth occur will continue to be a challenge in the decades to come.

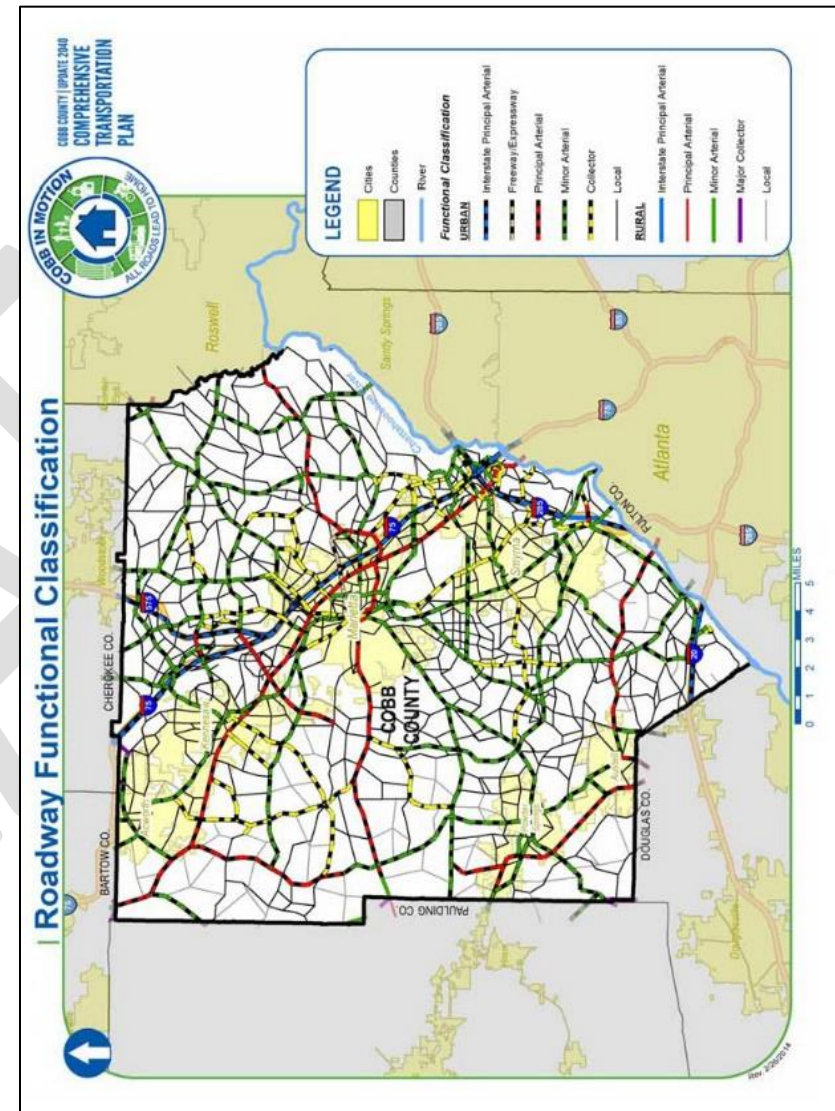


Figure 54

Source: Comprehensive Transportation Plan 2040

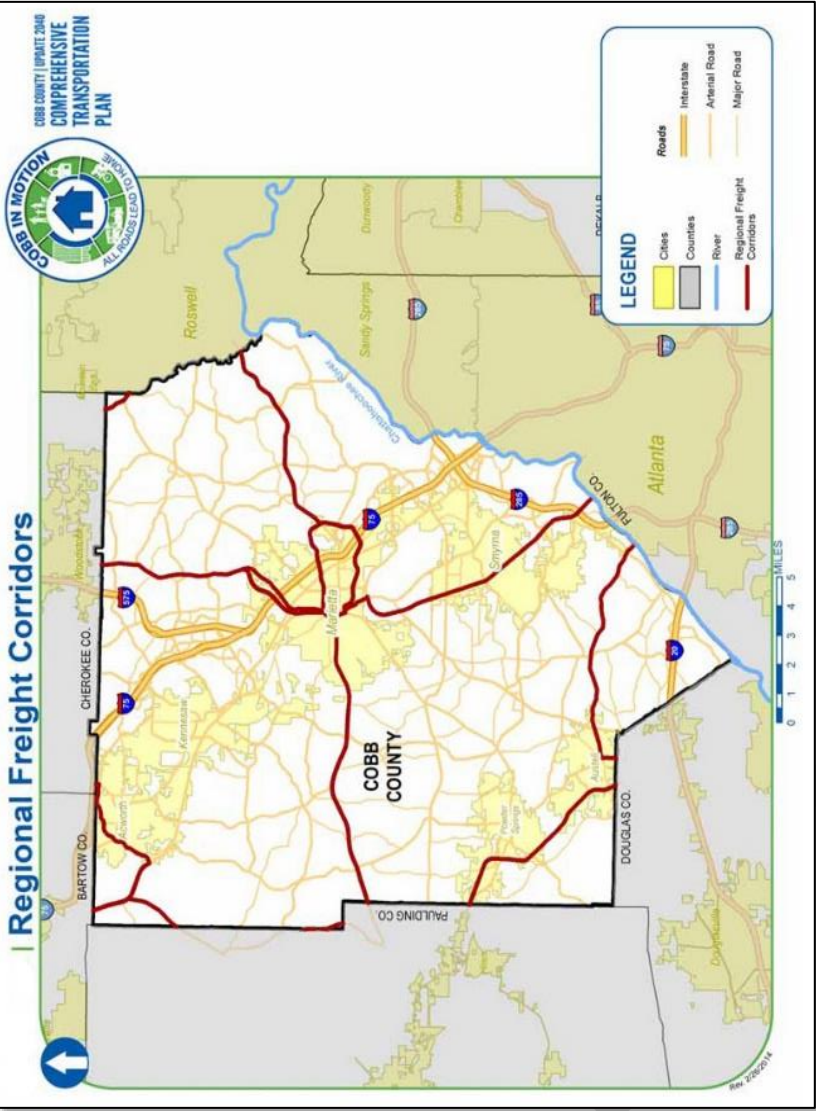


Figure 55
Source: Comprehensive Transportation Plan 2040

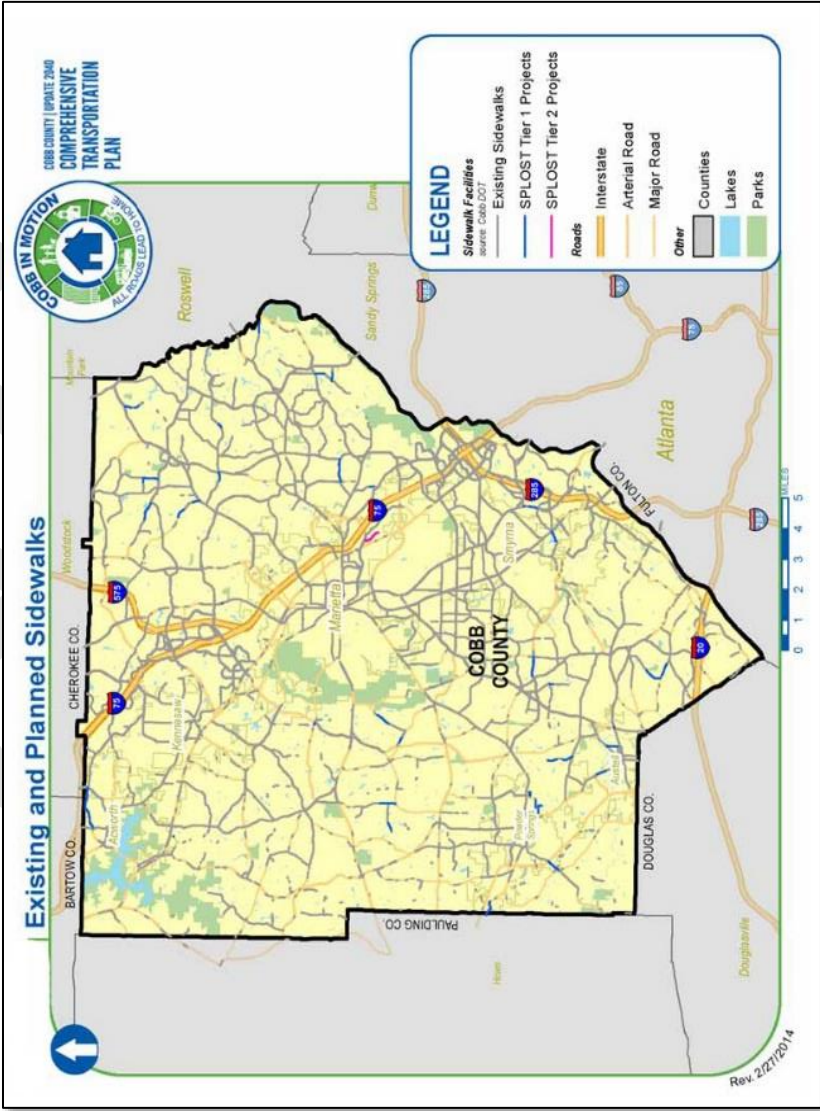


Figure 56
Source: Comprehensive Transportation Plan 2040

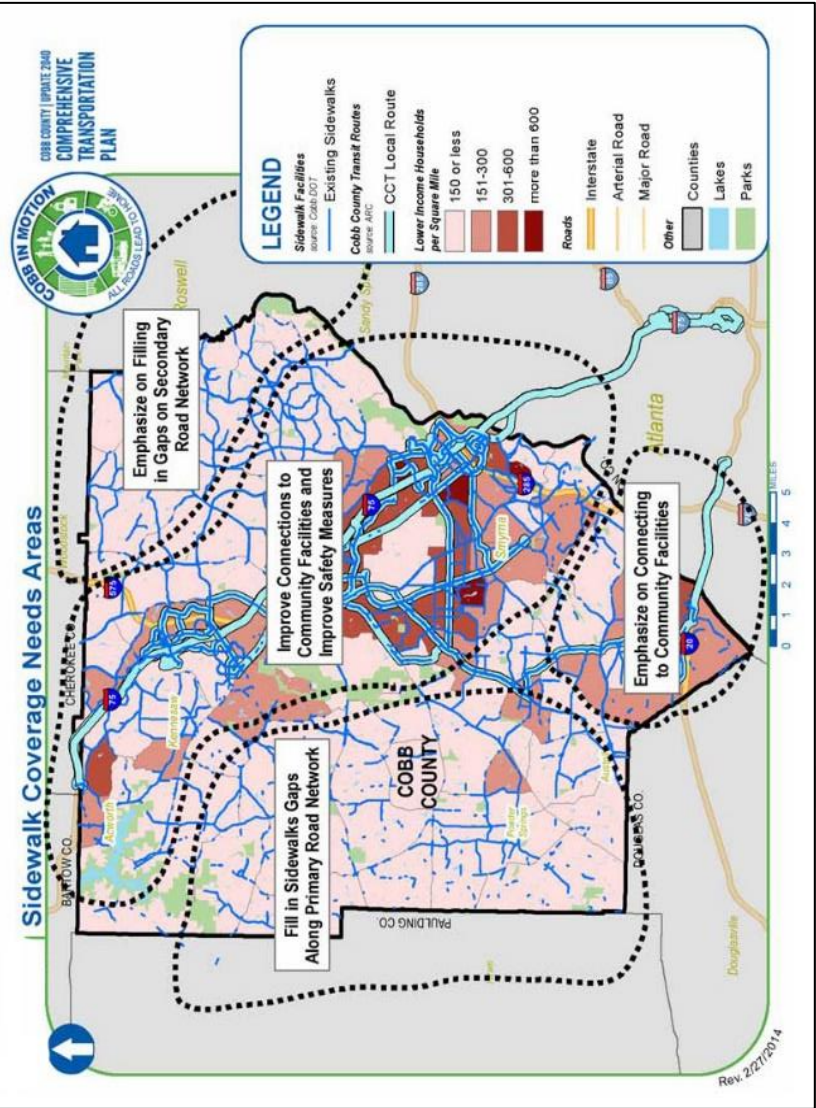


Figure 57

Source: Comprehensive Transportation Plan 2040

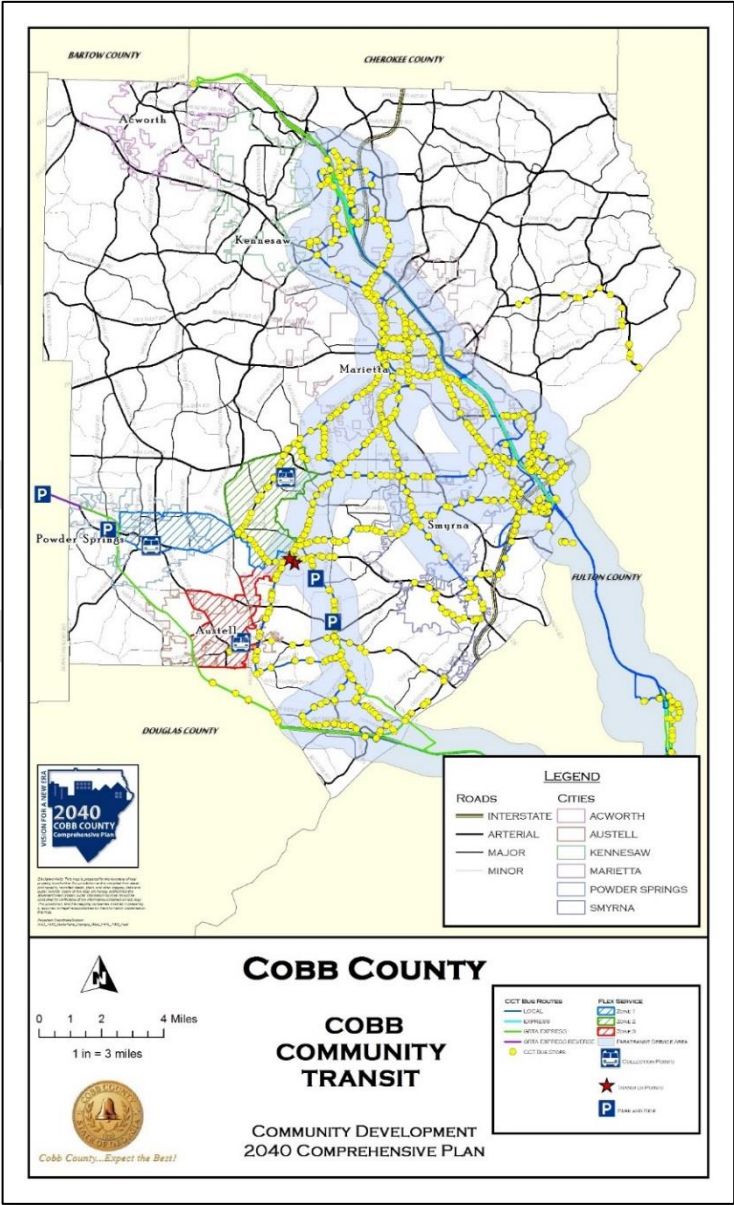


Figure 58

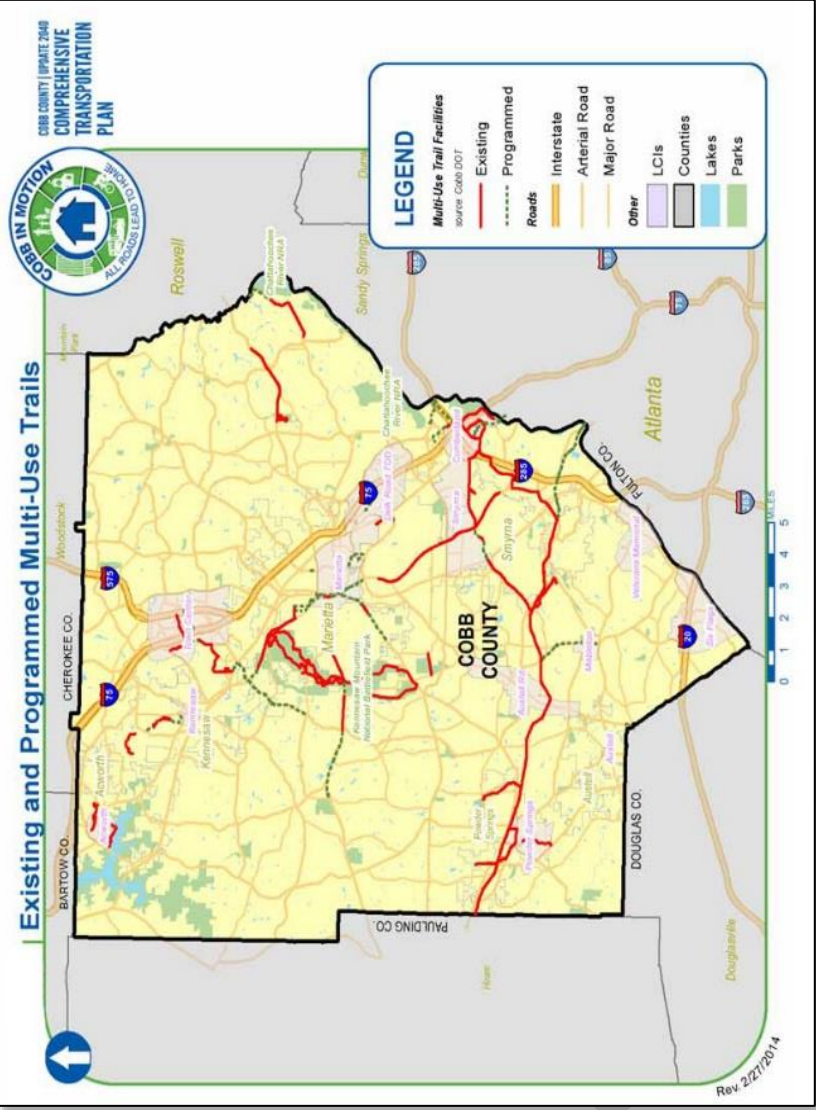


Figure 59
Source: Comprehensive Transportation Plan 2040

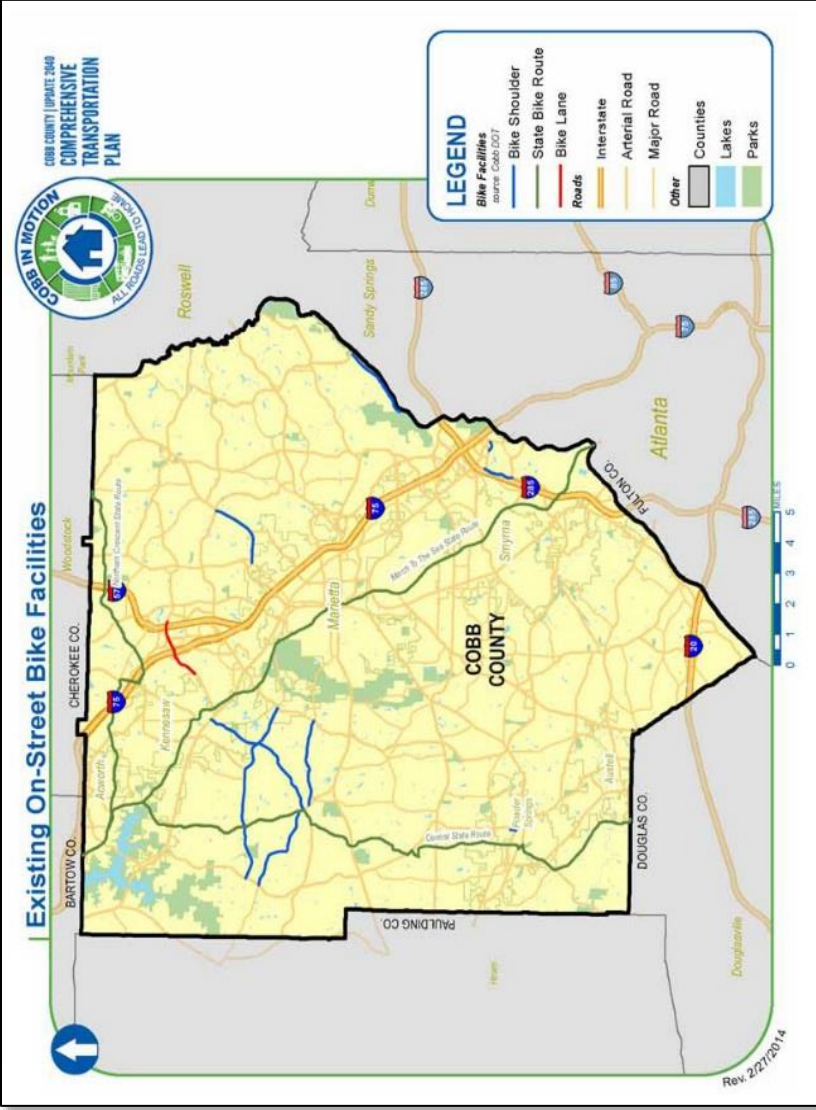


Figure 60
Source: Comprehensive Transportation Plan 2040

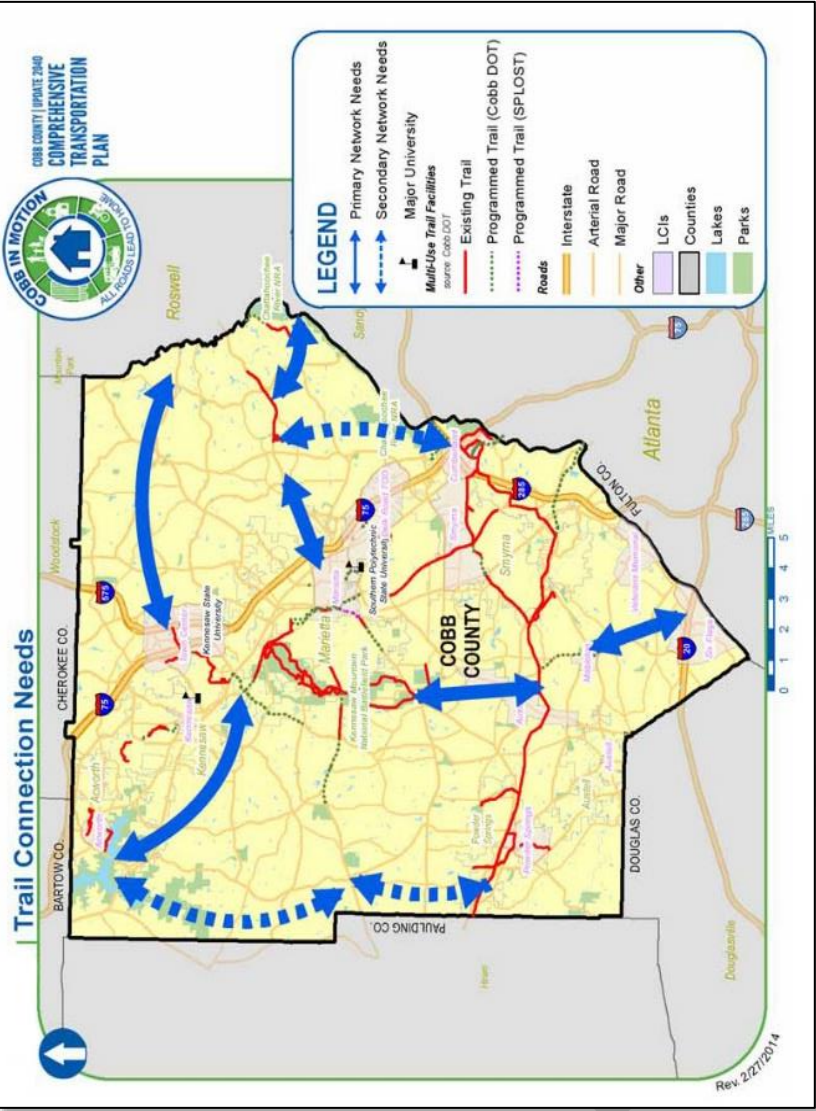


Figure 61
Source: Comprehensive Transportation Plan 2040

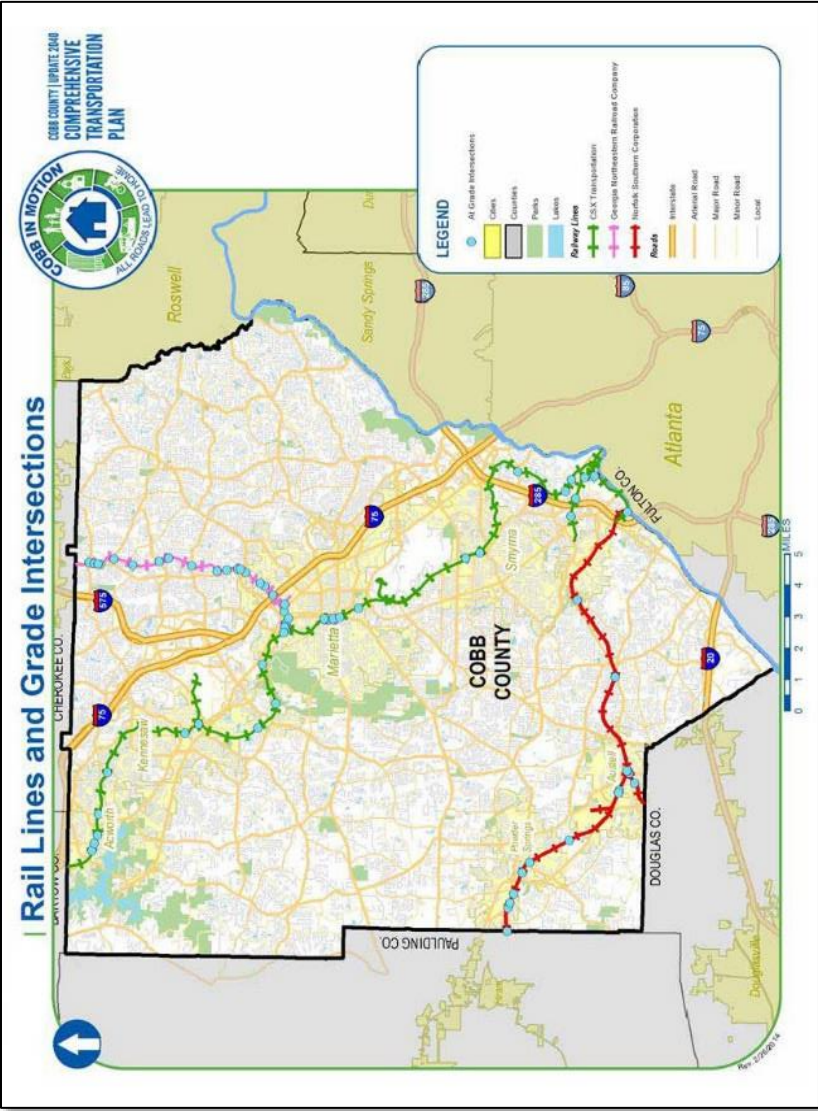


Figure 62
Source: Comprehensive Transportation Plan 2040

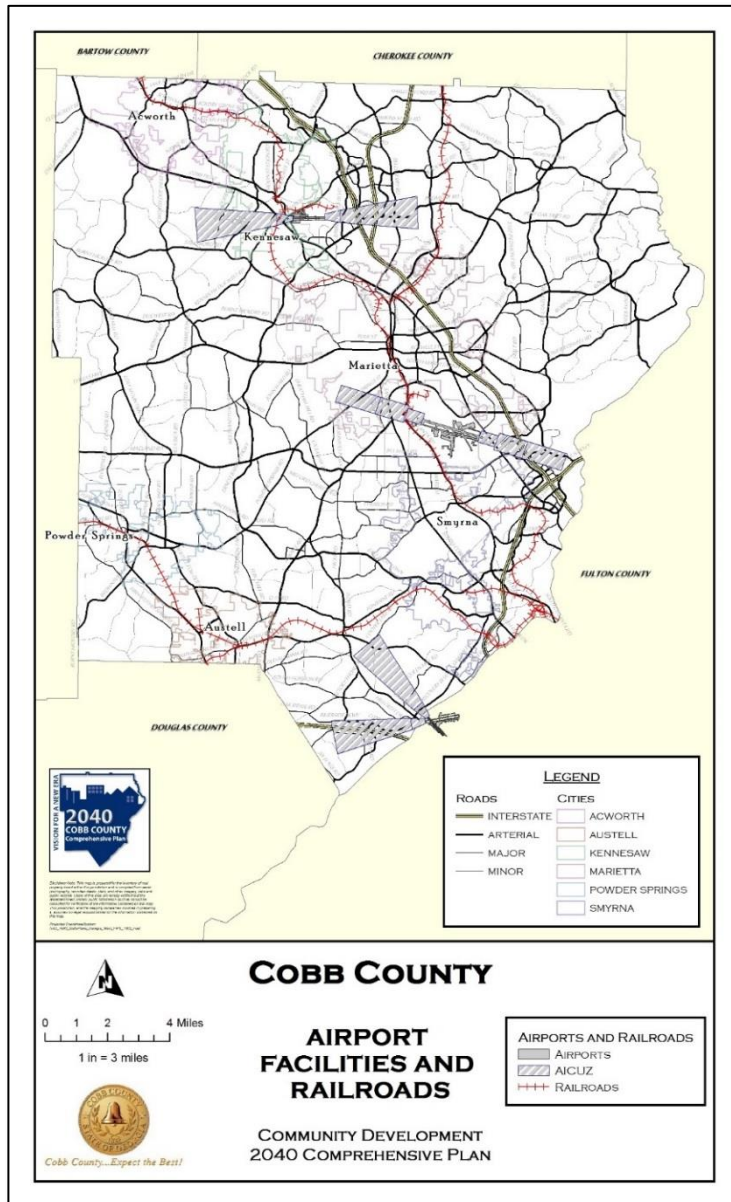


Figure 63

LAND USE

Land Use refers to how land is used and how it should be used moving forward. Future needs for various land uses are predicated on population and economic projections. The Cobb 2040 plan guides land use to ensure land resources appropriately encourage a variety of housing choices, promote economic development, preserve natural and historic resources, provide open space and recreational uses and accommodate transportation routes and other public facilities in order to protect and improve Cobb County's quality of life.

Existing Land Use

The analysis of existing land use patterns helps the community, staff, and elected officials gain an understanding about the current state of land use within the jurisdiction.

Cobb County's land use, character and development patterns are dominated by established residential areas eastern and southern sections of Cobb County and developing residential areas in the west. Commercial uses are concentrated along highly traveled corridors and at major centers, such as Town Center and Cumberland. Industrial uses have assembled along the interstates with the largest concentration of industrial uses being in the southern tip of the county adjacent to I-20. Cobb allows for mixed-use and denser development in certain nodes, mostly within the regional centers of Cumberland and Town Center.

The existing land use categories used in Cobb County have been grouped together into one of the following seven categories as defined below.

- (i) **Residential:** The predominant uses of land within the residential category is single-family detached, single-family attached and multi-family dwelling units.
- (ii) **Commercial:** This category is for land dedicated to non-industrial business uses, including retail sales, office, services and entertainment facilities. Commercial uses may be located as a single use in one building or grouped together in a shopping center or office building.
- (iii) **Industrial:** This category is for land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, mining or mineral extraction activities or other similar uses.
- (iv) **Mixed-Use:** This category is for development of land, building or structure with two or more different uses, such as but not limited to, residential, office, retail, civic or entertainment.
- (v) **Civic:** This category includes certain state, federal or local government uses and institutional land uses. Government uses include city halls and government building complexes, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc.
- (vi) **Transportation/Communication/Utilities:** This category includes such uses as power generation plants, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, port facilities or other similar uses.
- (vii) **Parks/Recreation/Conservation:** This category is for land dedicated to active or passive recreational uses. These areas

may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, open space, sensitive habitats, national forests, golf courses, recreation centers, undeveloped land and other similar uses.

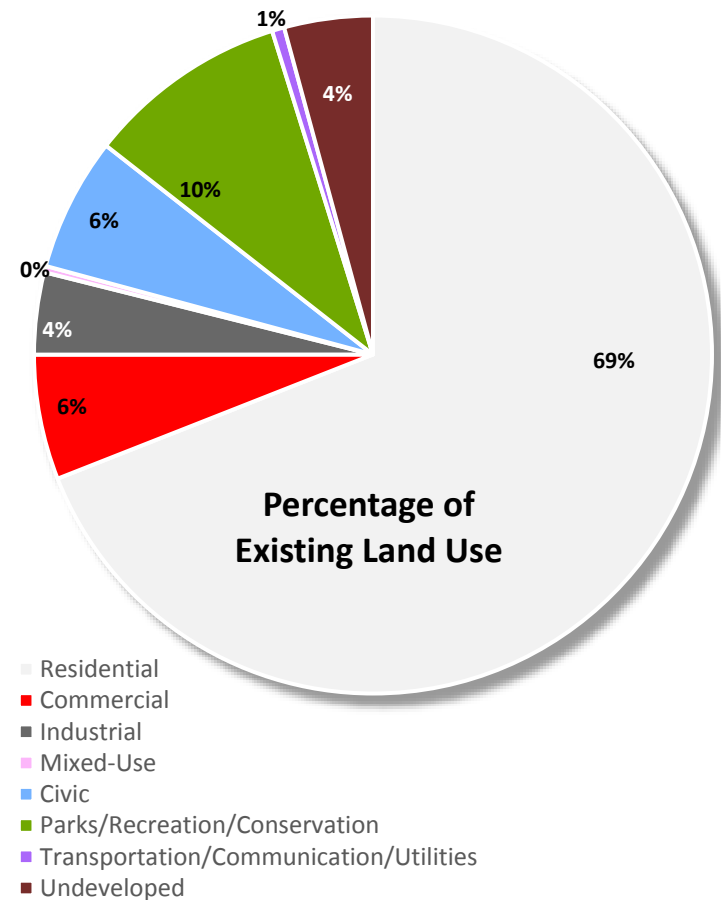


Figure 64

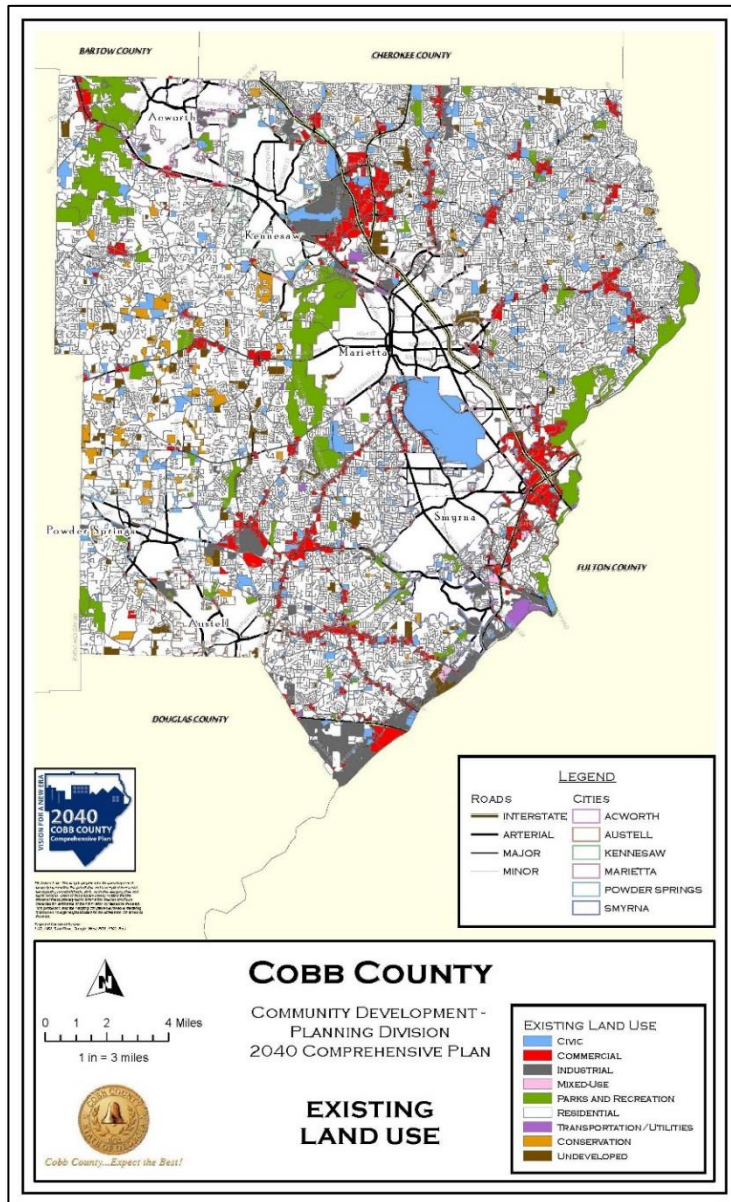


Figure 65

Future Land Use

The future land use map is a policy document that guides future land use decisions in Cobb County and is updated on an annual basis. The future land use map serves as a tool to implement the land use goals and policies of Cobb 2040. The future land use map lists land use categories, which describe certain encouraged development patterns, community character and how to distribute land use as development occurs.

As shown in Figure 67, the primary future land use designation is low-density residential. This reaffirms Cobb's commitment to residential and the preservation of single-family detached, suburban style housing for the next 25 years.

There are three categories dedicated to commercial use, which make up a total of 6% of the future uses. Current goals and policies reflect more of a nodal type of commercial development versus "strip" commercial along high-volume transportation routes. Parks/Recreation/Conservation makes up 8% of the future land use designations. Most of this is held in federal park land, which is Corps of Engineers property surrounding Lake Allatoona, and National Park Service lands in the Kennesaw Mountain National Battlefield Park, and the Chattahoochee National Recreation Area.

There are also pockets of land dedicated for future industrial uses that have been shrinking over the last 10 to 20 years. However, recent policy changes resulting in a Priority Industrial Area future land use designation attempts to protect some of the more significant industrial areas in the County to ensure there remains a variety of jobs for Cobb residences. The future land use map and its corresponding policy documents provide sufficient opportunities for each land use type to serve the needs of the community and balance and sustain a desired mix of residential types.

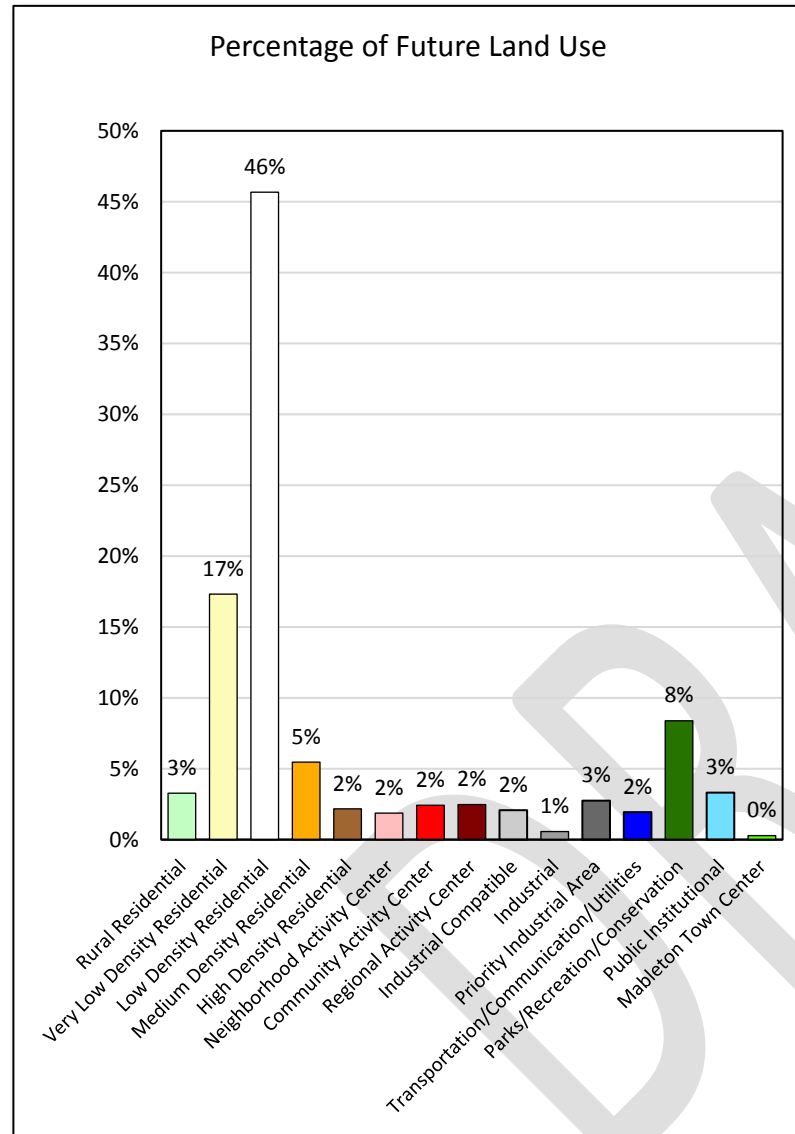


Figure 66

Source: Cobb County Planning Division

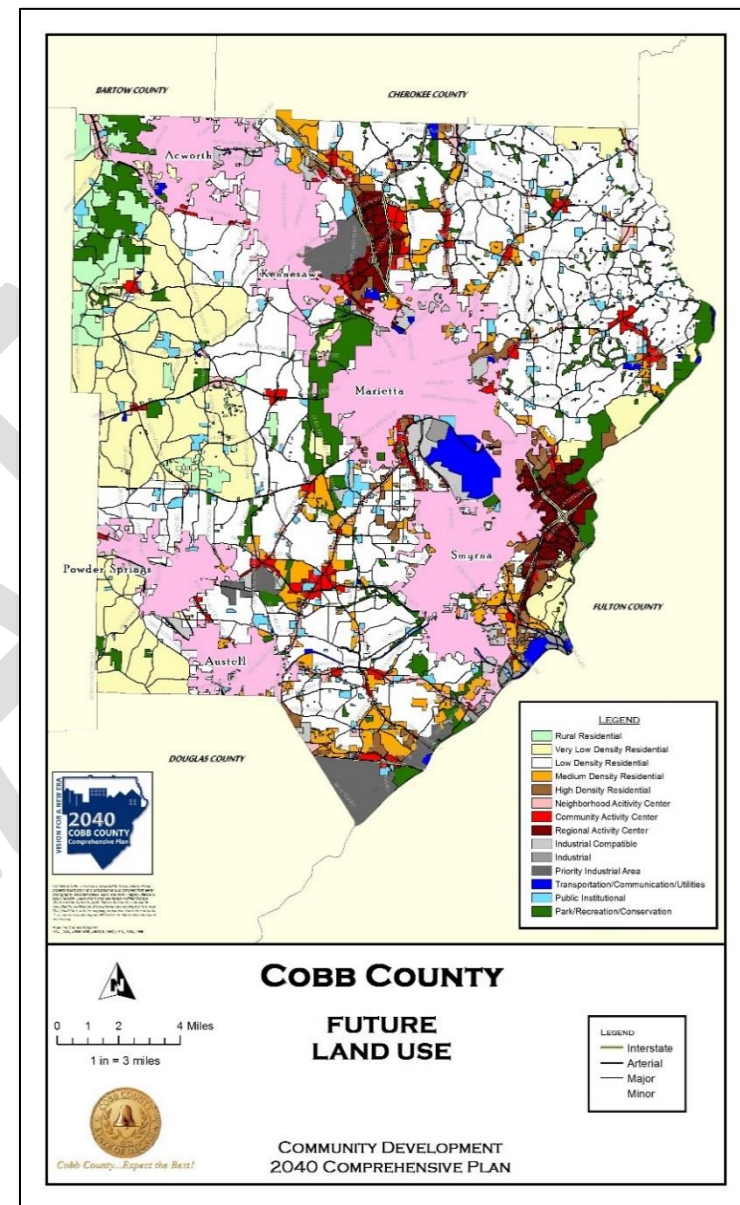


Figure 67

Development of Regional Impact

Developments of Regional Impact (DRI) are developments that are likely to produce an impact or impacts outside of the host local government's jurisdiction. In order for a jurisdiction to maintain its Qualified Local Government (QLG) status, DRIs that exceed certain size and/or density thresholds established by the State must be reviewed by the ARC, as the designated Regional Commission, and the Georgia Regional Transportation Authority (GRTA), specifically for the impact on the surrounding transportation system. DRI review is intended to improve communication and coordination between government entities and other agencies on a large scale for certain types of development and provide a means of identifying and assessing potential impacts before conflicts relating to them arise. DCA established a set of DRI rules, including statewide thresholds by size and development type to determine whether a development qualifies as a DRI. In 2012, DCA revised rules giving Regional Commissions enhanced flexibility. Subsequently, ARC developed and enacted alternative DRI rules, including review thresholds specific to the 10-county ARC region. Figure 69 and the map in Figure 70 includes all of the DRIs in Cobb County since DRIs began being reviewed.

DRI PROJECT	YEAR	DRI PROJECT	YEAR
Duncan Rd. Waste Transfer Station	2017	Tramore Pointe	2006
Terrell Mill Development	2017	Cobb West Park	2006
Vinings Atlanta	2016	The Mountain	2006
Galleria 75	2016	Belmont Hills Redevelopment Plan	2006
Dobbins Mill Transfer	2015	The Goodman Company	2005
Goethe Tract	2015	Vinings Mountain at Paces Ferry	2005
Skyline II	2015	The Mill at Covered Bridge	2005
Old 41 Development	2014	Colonial Pipeline Company	2005
Interstate North	2014	Paces Ferry Commons	2005
Hartman Distribution Center	2014	Cumberland Boulevard	2005
Barrett Pkwy Mixed Use development	2014	Regent Riverwood	2005
Atlanta Braves Stadium and Mixed-Use Development	2013	T.I. Riverwood	2005
East Cobb Retirement Community	2013	Vinings West	2005
Bankhead C & D Transfer Station	2011	Cobb Galleria Performing Arts Ctr.	2004
Canton Road steel, metal & iron processing & transfer station	2011	Trinity Chapel Church of God	2004
Riverview on the Chattahoochee	2010	The Villages of West Cobb	2004
Riverview Road Resource Recovery Center & Transfer Station	2009	Circle 75 Project	2004
Cobb-West Township	2008	Discovery Tract	2004
Riverview	2008	South Atlanta Road Development	2004
Colonial Pipeline Company	2008	The Mill at Covered Bridge	2004
Mableton Parkway Site Stabilization	2008	Lakeside Market Place	2003
V at Vinings	2007	Providence	2003
Belmont Hills	2007	Hartman Road Business Park	2002
LaFarge Building Materials, Inc.	2007	Word of Faith	2002
The Village at Vinings	2007	One Galleria Walk	2002
Aspen Hills Redevelopment	2007	Atlanta Operations Center	2002
City Side at Town Center	2007	Word of Faith Church	2002
Galleria Parkway Mixed Use	2007	Hartman Road Business Park	2001
River View	2006	Gwinnett Partners, LLC	2001
Jonquil Village Redevelopment	2006	Queens Mill	2001
Johnson Ferry Baptist Church	2006	James Parkway Development	2001

Figure 68

Source: Georgia Department of Community Affairs

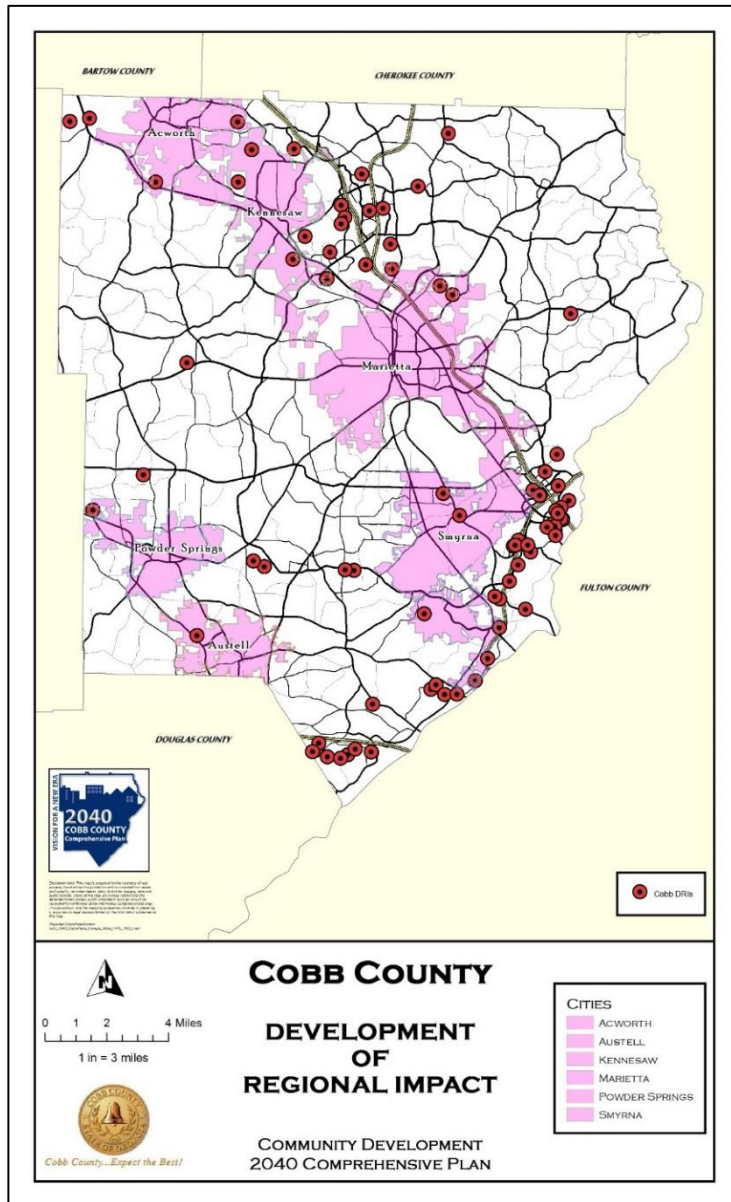


Figure 69

PUBLIC SAFETY

The protection of people and property brings a sense of security essential to sustain the quality of life in a community. Public safety in Cobb County is provided by the County's Public Safety Department, six municipal police departments, three municipal fire departments (Marietta, Smyrna, and Austell) and the Cobb County Sheriff's Office.

For unincorporated Cobb County the Public Safety Department provides and manages public safety services for all residents, businesses and visitors in Cobb County in the form of police and fire protection, Emergency 911 (E/911) and Animal Control. While not under the Public Safety umbrella, the Cobb County Sheriff's office also provides another layer of public safety related services to Cobb County. The Department works collaboratively, via House Bill 489 and the service delivery strategy, with six municipal police departments, three municipal fire departments (Marietta, Smyrna, and Austell) and other local, state and federal agencies to reduce crime and increase the overall safety of people and property within the County.

Police Department

The Cobb County Police Department is currently staffed with 680 sworn officers and 150 civilian employees. There is a total of five precincts, which provide public safety coverage across the County, a training facility and one Police Headquarters. There are a total of 37 full-time and part-time units within the Police Department, all designed to provide peace and safety to the entire Cobb community.

Figure 71 shows the location of Police facilities and the areas that each Precinct covers. Precinct 1 covers northwest Cobb and includes Town Center Mall and areas surrounding Kennesaw and Acworth. Precinct 2 covers southwest Cobb and includes Mableton, the I-20 corridor and areas around Austell and Powders Springs. Precinct 3 covers southeast

Cobb and includes the Cumberland/Galleria area, Vinings, the I-285 and I-75 intersection, SunTrust Park and The Battery as well as the areas surrounding Smyrna. As one of the more densely populated areas in Cobb County, the East Cobb Precinct 4 covers a large area of east and northeast Cobb that includes Sandy Plains Road, Johnson Ferry Road and Roswell Road. Based upon past growth within Precinct 4, the County may want to consider an additional precinct to meet the safety needs of the northeast Cobb community. Precinct 5 includes most of West Cobb and includes Dallas Hwy. and Macland Road areas.

The Police Department Headquarters is just off the Marietta square at the corner of north Marietta Street and Cherokee Street, where it has been located since 1975. The Headquarters has been renovated over the years but was originally designed to accommodate the Administrative Services Bureau, the Detective Bureau and Precinct 1 patrol officers. Since 1975, Police Headquarters has seen the population of Cobb grow from roughly 250,000 to more than 700,000 people in 2016. In addition, there have been huge technological advances in fighting crime that could present compatibility issues with the existing infrastructure in place at the current Headquarters.

Crime

In the past five years, Cobb County continued to grow in population at a steady pace. At the same time, Part I crimes, which are the more serious crimes, increased at a slower rate from 2012-2014. However, there was a significant jump in crimes between 2014-2015. While 2016 numbers were not yet analyzed, crime data out to November 2016 suggests crime figures are closer to numbers reported in 2013 and 2014. This suggests a decrease in Part 1 crimes from 2015-2016. Figure 72 illustrates that both population and crimes have increased over the last five years.

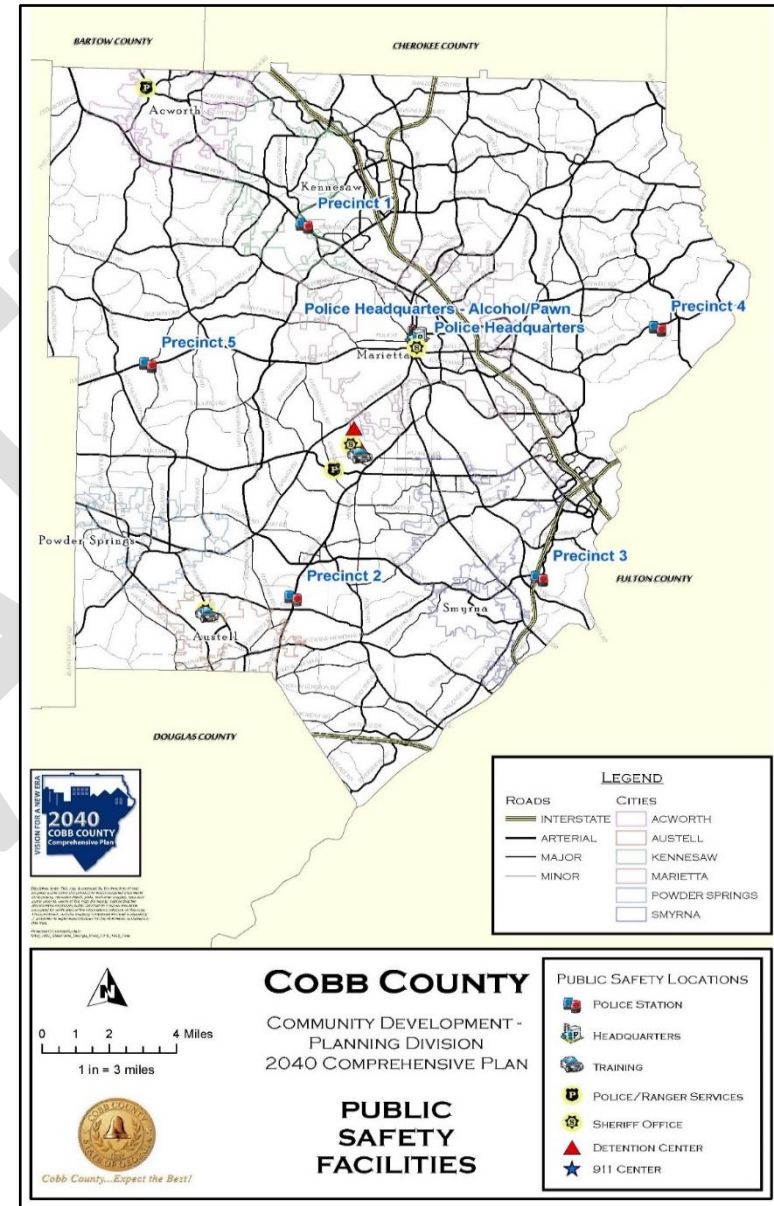


Figure 70

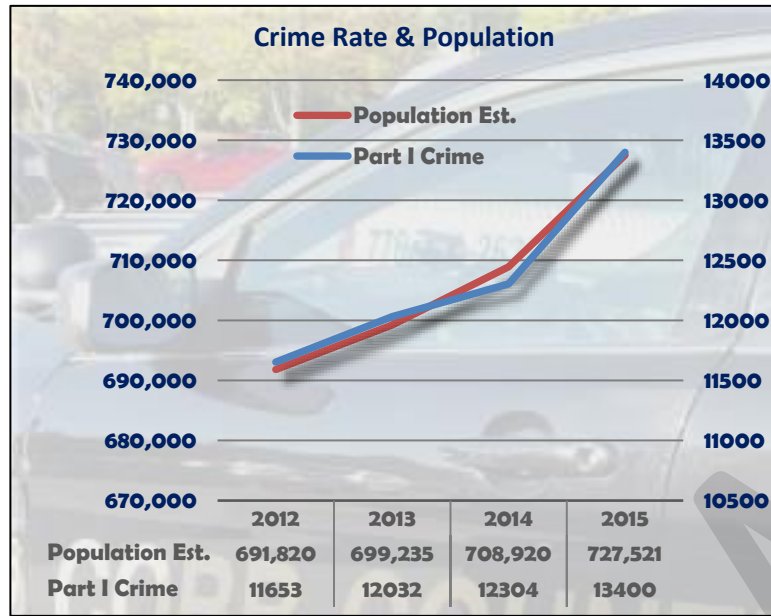


Figure 71

Source: Cobb County Public Safety

Fire Department

The Cobb County Fire Department is a full-service agency that provides fire, rescue, and emergency services for all of unincorporated Cobb County and the Cities of Acworth, Kennesaw and Powder Springs. The Fire department has evolved into 657 sworn firefighters and 40 civilian employees who are trained to respond skillfully to fire, medical and disaster emergencies. They promote life safety within the County by practicing prevention, planning, education and training. The comprehensive level of service provided includes the following:

- Fire Suppression
- Emergency Medical Services (EMS)
- Special Operations, which includes Hazardous Materials, Technical Rescue and Medical Operations

- Preparedness, which includes training, facility maintenance, vehicle maintenance and public fire & life safety education
- Fire Prevention, which includes plan review, inspections and sprinklers
- Administrative and Support Services, which includes fire investigations, records management and finance

The Fire Marshall's Office is charged with enforcing "Rule and Regulations for the State Minimum Fire Safety Standards" as adopted by the State Fire Commissioner. The Fire Marshall's office is the authority having jurisdiction in these matters for all of unincorporated Cobb County and the cities of Acworth, Powder Springs, and Kennesaw.

FIRE MARSHALL'S PRIMARY RESPONSIBILITIES

1. Conduct fire & life inspections of existing buildings and structures.
2. Review plans and specifications for proposed buildings and structures, issue joint building permits with Community Development when plans are approved and conduct fire and life safety inspections of such buildings and structures.
3. Issue joint Certificates of Occupancy with Cobb County Community Development and the cities of Acworth, Kennesaw and Powder Springs when all appropriate inspections have been approved.

Figure 72

Cobb County Fire & Emergency Services (CCFES) operates 30 fire stations strategically located throughout Cobb County and provides services to rural, urban and heavily populated high-rise communities. In 2016, the Cobb County Fire and Emergency Services Department received the highest Class 1 rating by the Insurance Services Office (ISO) for the first time in its 45-year history. ISO ratings are based not only on the capability of fire departments, but also the County's water delivery system, 911 system and efforts in risk reduction such as fire prevention, public safety education and fire investigations. There are three Special Units to assist in services. They include the SQUAD unit, which focuses on water rescue, the Public Safety Mobile Command Unit (900) and the CCFES Medical Operations Unit (MedOps). Fire Headquarters is located on County Services Parkway and includes administrative offices and support services.

Response Times

CCFES staff closely monitors all units and divisions of the Fire Department, including fire and emergency medical response times for all stations, to assist in the evaluation and justification of staffing levels, equipment and fire infrastructure, such as new stations. Response times are critical factors highly correlated to the corresponding event. As response times increase, fires can increase in size and intensity. For emergency medical calls, high response times can contribute to increased death rates. Travel time for emergency personnel cannot be controlled due to traffic volume and flow, so CCFES works to improve their response times by decreasing the turnout times. These times represent the amount of time it takes the crew to get dressed in their personal gear and leave the station after the call is received. Figure 74 shows the overall average response times from 2012-2015.

Fire and Emergency Services Response Calls & Time		
Year	Total # of Response Calls*	Time (Min.)**
2015	56,519	8:00
2014	55,457	N/A***
2013	50,133	7:59
2012	48,085	8:14

Figure 73

Source: 2012, 2013, 2014, 2015 Cobb County Fire & Emergency Services Annual Report

*Reflects the number of completed call reports at the time of publishing. Multiple records remain incomplete due to certain factors such as ongoing investigations;

**Times include call processing, turnout, & travel;

***Data in 2014 not reliable due to software upgrade

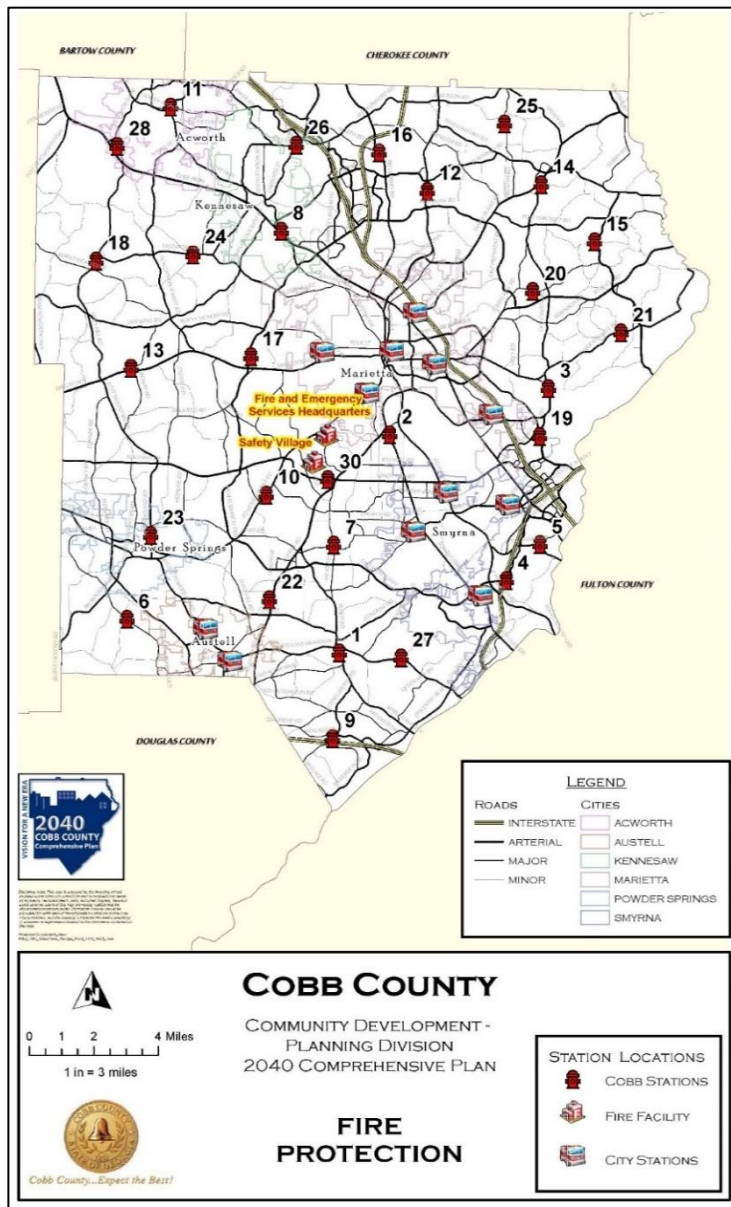


Figure 74

Cobb County Fire Station Addresses

Station #1	Station #2	Station #3
5656 Mableton Pkwy. Mableton, GA. 30126	208 Barber Rd. Marietta, GA. 30008	580 Terrell Mill Rd. Marietta, GA. 30067
Station #4	Station #5	Station #6
1901 Cumberland Pkwy. Atlanta, GA 30339	4336 Paces Ferry Rd. Atlanta, GA 30339	5075 Hiram Lithia Springs Rd Powder Springs, GA 30127
Station #7	Station #8	Station #9
810 Hurt Road Austell, GA 30106	2380 Cobb Pkwy. Kennesaw, GA 30152	7300 Factory Shoals Rd. Austell, GA 30168
Station #10	Station #11	Station #12
2049 Powder Springs Rd. Marietta, GA 30008	4550 Cowan Rd. Acworth, GA 30101	810 Brackett Rd. Marietta, GA 30008
Station #13	Station #14	Station #15
4640 Dallas Hwy. Marietta, GA 30064	2905 Library Ln. Marietta, GA. 30066	3892 Oak Ln. Marietta, GA 30066
Station #16	Station #17	Station #18
3800 Bells Ferry Rd. Kennesaw, GA 30144	3361 Ernest W. Barrett Pkwy. Marietta, GA 30064	1660 Mars Hill Rd. Kennesaw, GA 30144
Station #19	Station #20	Station #21
1500 Powers Ferry Rd. Marietta, GA 30067	1298 Hilton Dr. Marietta, GA 30067	440 Lower Roswell Rd. Marietta, GA 30067
Station #22	Station #23	Station #24
4700 Austell Rd. Austell, GA 30106	3470 New Macland Rd. Powder Springs, GA 30127	3540 Paul Samuel Rd. Kennesaw, GA 30144
Station #25	Station #26	Station #27
4431 Trickum Rd. Marietta, GA 30066	3862 Cherokee Street Kennesaw, GA 30144	477 Veterans Memorial Hwy Mableton, GA 30126
Station #28	Station #30	
3858 Kemp Ridge Rd. Acworth, GA 30101	931 Windy Hill Rd. Marietta, GA 30008	

Figure 75

E-911/Communications Bureau

The 911/Communications Bureau (E-911) provides emergency communication services for the City of Marietta, City of Powder Springs, the City of Acworth, the City of Kennesaw and all of unincorporated Cobb County. E-911 service utilizes state-of-the-art radio and communications systems and extensive training programs to ensure the

integrity of 911 services are delivered in an effective and efficient manner.

Created in 1987, Cobb County E-911 answers emergency and non-emergency calls daily totaling 800,000 phone calls each year. All employees are CPR and Emergency Medical Dispatched (EMD) certified, enabling them to give lifesaving instructions until help arrives. E-911 dispatches units for the Cobb County Police and Fire Departments, Marietta Police and Fire Departments and the Powder Springs Police Department. Through new integrated technology, E-911 provides services for wireless phone systems including text messaging and overcoming cultural and language barriers. All 911 bureau personnel are certified and the technology is in place to provide communication services to the deaf and hearing impaired, which is required by federal law.

E-911 is currently staffed with 34 Communication Officers, five Communication Recruits, six Communication Supervisors, one Records Supervisor, one Training Coordinator, one 911 Analyst, one GIS Analyst, one Administrative Specialist, one Emergency Communications Systems Specialist and one Bureau Commander who is a Police Major. E-911 handles all calls on 15 incoming emergency telephone lines and eight administrative telephone lines. Calls for service are dispatched via the 800 MHz radio system which provides two way wireless communication for the public safety and public service agencies in the county. Other jurisdictions within the county are also served by the 800 MHz radio system. There are approximately 3,750 radios on the system at this time.

As Cobb County moves forward in the next 25 years, it is important for the health and safety of its citizens that E-911 continues to operate and apply the most advanced technology and communications systems available.

In 2016, the Cobb County E-911 center received a total of 694,325 calls. The majority of those calls were to dispatch the police. Overall, considering calls received and calls dispatched, there were a total of 1,338,587 calls resulting in 3% of sustained complaints (Figure 77).

Sustained Complaints in Comparison to Total Calls for Service (2016)	
Calls	694,325
Police Dispatches	481,449
Sheriff Dispatches	78,504
Fire Dispatches	84,309
Total	1,338,587
Percentage of Sustained Complaints	3%

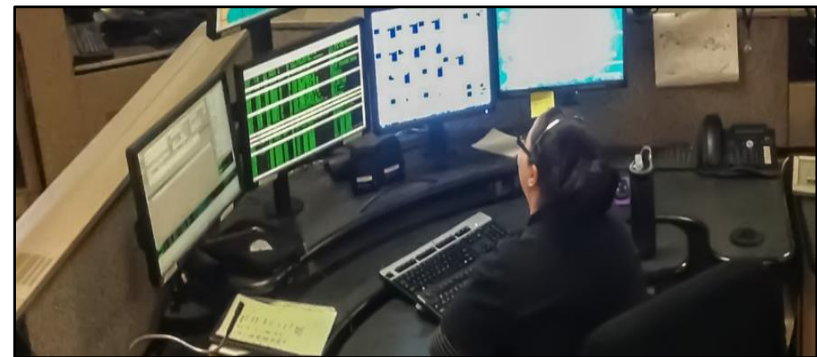
Figure 76

Source: Cobb County E-911 Website

All Complaints Received in 2016		
Unfounded	10	17%
Sustained	40	67%
Exonerated	5	8%
Not-Sustained	3	5%
Policy or Procedure Failure	2	3%

Figure 77

Source: Cobb County E-911 Website



Animal Control

Cobb County Animal Control was established in 1971. On April 1, 1989 Animal Control became a division of Cobb County Public Safety. As part of the Department of Public Safety, animal control serves the entire County, protecting the residents and animals of Cobb. The division is responsible for enforcing state laws and Cobb ordinances pertaining to animal control and management. Staff personnel also educates the community on responsible pet ownership and wildlife care as well as providing housing and care for homeless animals.

There are three different operations that provide Animal Control services for Cobb County.

1. The Field Operation is a 24-hour-a-day operation that handles animal- related complaints. There are two crews. One crew works the first part of the week; the other crew works the second half of the week. Each crew has a day shift and morning shift.
2. Shelter Operations include two kennel supervisors with two crews. One crew works the first part of the week; the other crew works the second half of the week. The officers assigned to the kennel have the responsibility of taking care of the animals housed at the shelter.
3. The veterinary operations is under the direction of a veterinarian with two staff members. Their main purpose is to spay and neuter the majority of animals that are adopted from Cobb County Animal Control. Their other job is to care for the sick or injured animals that are brought to the shelter.

NATURAL RESOURCES

Natural and historic resources are inherent characteristics of a community give it a unique identity and contribute to the list of assets that attract new residents or investors. These are also sensitive community elements that cannot be regained once destroyed. Cobb

County has been an attractive place in which to live and work for many years--rich in natural and historic resources. Even in the early days, communities such as Smyrna, Vinings, Austell and Powder Springs were popular places for tourists, due to its natural beauty. The past three decades have been a time of steady increase in growth of new businesses and residential communities that shows no signs of slowing. While growth is inevitable and new residents need to be accommodated, Cobb County's natural and historic resources can be considered in the planning process in order to allow for growth without destroying the rich cultural heritage of the County. The following examines the natural and historic resources in Cobb County and assess how conditions may have changed in the recent past and can be expected to change in the future. Additionally, consideration will be given as to how these resources contribute to the health and economic well-being of Cobb County.

It is also important to note that the State's Department of Natural Resources (DNR) and the Department of Community Affairs (DCA) have put together a document titled, "Rules for Environmental Planning Criteria." These are basic rules and regulations intended to improve the natural environment for the people in the state. The Minimum Standards and Procedures for Local Comprehensive Planning encourages each local government in the State of Georgia to review the Regional Water Plan covering its area and the Georgia State Rules for Environmental Planning Criteria (O.C.G.A 12-2-8) to determine if there is a need to adapt local implementation practices or development regulations. For further details please see Appendix 8.

Water Supply Watersheds

Water supply watersheds are defined by the Georgia Department of Natural Resources (DNR) as areas of land upstream from a government-owned public drinking water intake. During times of precipitation, some waters are absorbed by soil, other quantities of the resource are detained by depressions, ponds or lakes, or intercepted by vegetation. The remainder flows off the land as runoff. As the non-percolating water flows into lower elevations, it combines with water released through the soil.

The boundaries of a drainage basin form a watershed for a river or stream. There are multiple watersheds within Cobb County providing water for Cobb and surrounding counties. The Watersheds and Groundwater Recharge area map (Figure 79) shows the name and location of the watersheds and the location of the Groundwater Recharge areas taken from Hydrologic Atlas 18 produced by Georgia DNR.

Watershed protection is necessary to help ensure water quality and safety for residents of a community. When vegetation is removed from stream channels and soils in the watershed are paved over, the potential for erosion, flooding and sedimentation increases. This sedimentation pollutes the water and causes aquatic life to deteriorate. There are many guidelines and regulations relating to watershed protection that can help local governments plan wisely.

The Georgia Department of Natural Resources established requirements for environmental planning in sensitive areas. These requirements include vegetated buffers and limitations on impervious surfaces within certain watersheds. The only protective measure required by the DNR *Rules for Environmental Planning Criteria* that applies to watersheds within Cobb County relates to hazardous materials.

In relation to hazardous materials, any new facilities that handle certain types and amounts of hazardous materials and are located within seven miles of a water supply intake must perform their operations on impermeable surfaces that have spill and leak collection systems.

Groundwater Recharge Areas

A groundwater recharge area is any portion of the earth's surface where water infiltrates the ground to replenish aquifers. Cobb County is underlain by a complex of metamorphic and igneous rock ranging in thickness from less than 10 feet to possibly more than 10,000 feet. Recharge is the process by which ground water infiltrates to the underground openings by seeping through the ground or by flowing directly into openings in exposed rock. The areas with the greatest vulnerability to groundwater pollution from human activity are those with thick soils and relatively low slopes that may contain significant recharge areas.

In Cobb County, the largest probable groundwater recharge area encompasses Marietta and stretches north and south of the city. Two smaller areas of significant recharge are found in West Cobb, south of Acworth and Kennesaw. The relatively flat areas of thick soils are the most significant areas of groundwater recharge.

Georgia law requires that local jurisdictions adopt and implement recharge protection measures that meet State minimum standards. In areas of significant groundwater recharge, land disposal of hazardous waste is prohibited, as are new sanitary landfills that do not have synthetic liners and leachate collection systems. All new facilities that treat, store or dispose of hazardous waste or that handle hazardous materials of any type and amount to be defined by local ordinance must perform their operations on an impermeable pad that has a spill and leak collection system. The standards also include restrictions on lot size for use of septic tank/drain field systems. To ensure protection of

groundwater recharge areas, the Cobb County Zoning Ordinance specifies that any activity relating to or associated with hazardous waste obtain approval from the applicable agency of the State of Georgia (state retains authority to regulate). This also applies to any landfilling operation. The Water Quality Section of the Stormwater Management Division of the Cobb County Water System monitors surface runoff from commercial and industrial sites. Any hazardous waste cleanup sites are handled by the State of Georgia's Department of Natural Resources. Cobb County is responsible for first response, notification to DNR and spill containment only. Cobb County also requires a minimum 20,000 sq. ft. lot size, dependent on suitable soil type and approval from the County's Office of Environmental Health, prior to allowing the installation of a septic tank. Approximately, 95% of Cobb County is on sewer service.

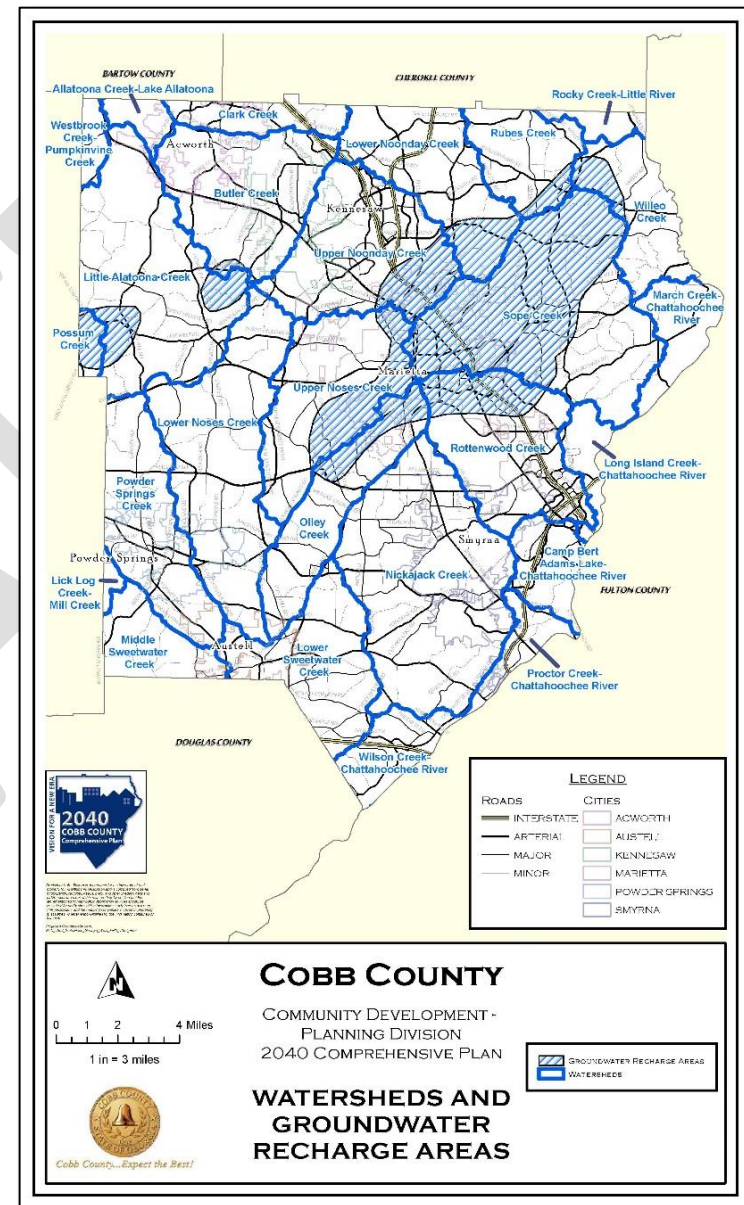


Figure 78

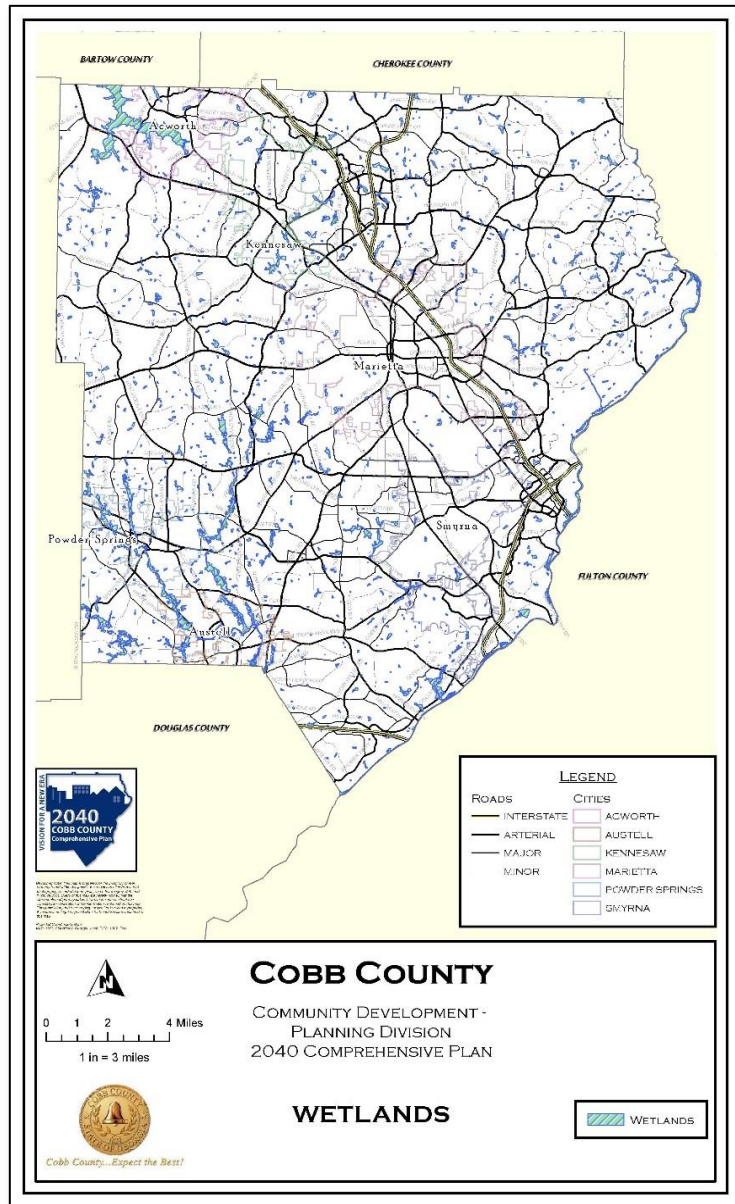


Figure 79

Wetlands

According to the Georgia DNR *Rules for Environmental Planning Criteria*, "wetlands are those areas saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil condition." Wetlands generally include swamps, marshes, bogs and similar areas. Wetlands are valuable for a number of reasons. They protect and improve water quality by trapping and filtering pollutants and sediment. They also recharge groundwater supplies and help to stabilize flood hazards by acting as natural flood control areas. Finally, wetlands are an essential breeding, nesting and feeding habitat for many species.

Wetlands are normally found in flood plains, along stream banks, and surrounding ponds and lakes. The U.S. Department of Interior, Fish and Wildlife Service (USDA) has completed a series of detailed wetland maps for Cobb County. A generalized wetland map has been produced for this plan document and can be found in Figure 80.

According to the USDA maps, Cobb has many wetlands of five to 15 acres in size and several that are 20 to 40 acres. For example, concentrations of wetlands are found along the Chattahoochee River, along Ward Creek in West Cobb and along Sweetwater Creek in South Cobb.

The U.S. Environmental Protection Agency's goal, as applied to the Section 404 permitting process required before disturbing wetlands, is to allow no long term degradation and no net loss of wetlands. Cobb County complies with the federal wetlands program under Section 404 of the Clean Water Act in order to maintain and protect these natural resources. The Cobb County Department of Community Development routinely visits each potential development site that is submitted for review. If it is determined that wetlands may exist on a site slated for

development, the developer is responsible for requesting a determination of jurisdiction for any project that would result in altering more than one acre of wetlands as required by the Clean Water Act. Therefore, residential developments shall exclude any acreage within flood plains and/or wetlands when calculating the overall density of the development. Cobb County does not allow land disturbing activity within delineated wetlands jurisdictions except as restricted by permit issued by the U.S. Army Corps of Engineers.

- **Acceptable** uses of wetlands may include the following:
 - Timber production and harvesting
 - Wildlife and fisheries management
 - Wastewater treatment
 - Recreation
 - Natural Water quality treatment or purification
 - Other uses permitted under Section 404 of the Clean Water Act
- **Unacceptable** uses of wetlands may include the following:
 - Receiving areas of toxic or hazardous water or other contaminants
 - Hazardous or sanitary waste landfills
 - Other uses prohibited by local governments

In some areas of Cobb County, specifically less intensive developed areas, there may be opportunities to go over and above these minimum standards of protection by using wetlands for passive recreation and green spaces. This would counteract stressful effects of new growth and development.

Protected Rivers & Mountains

The Chattahoochee River and Kennesaw Mountain are the two major protection areas in Cobb County. The Federal government is responsible for the protection of Kennesaw Mountain National

Battlefield Park and the Chattahoochee National Recreation Area, which follows a significant portion of the Chattahoochee River in Cobb County. These are national park lands, protected from development and other intrusions within their boundaries. Additional protection for the Chattahoochee River corridor is provided by the Georgia Mountain and River Corridor Protection Act of 1991 - House Bill 643. Cobb County uses this legislation in plan review and zoning decisions to help guide responsible growth along the river corridor. It is important to note that Kennesaw Mountain does not meet the minimum requirements established by the Georgia Department of Natural Resources to qualify as a protected mountain.

The Georgia Mountain and River Corridor Protection Act of 1991 - House Bill 643 requires the maintenance of a natural vegetative buffer within the river corridor extending 100 feet from the mean bank of the river and prohibits activities that have a negative impact on drinking water quality. The provisions of this Act applies to the portion of the Chattahoochee River south of Peachtree Creek.

Existing land uses along the part of the Chattahoochee River in Cobb County covered by the provisions of the Mountain and River Corridor Protection Act of 1991 are primarily industrial and industrial compatible activities. The properties that are currently undeveloped but recommended for activity center, industrial compatible or industrial use on the future land use map, are recommended for such to reflect existing zoning decisions made prior to 1991. The County, through its zoning ordinance, will enforce the provisions of the Act that prohibit certain land uses within the buffer. Part of the Six Flags Amusement Park also lies within the established buffer. In order to bring future land uses into compliance with the standards set forth in the Mountain and River Corridor Act, as well as identifying which existing land uses have the potential to impact drinking water quality, the State of Georgia adopted the Metropolitan River Protection Act (MRPA).

MRPA is a response to the overload that urbanization has put on nature's ability to control stormwater runoff and pollutants. Land disturbance and construction causes more water to flow over the land, eroding soil and filling streams with sediment. The concentration of pollutants and the water temperature in stormwater runoff increases, destroying aquatic habitats. The Chattahoochee River is protected by this law as it requires a 2,000-ft. protection corridor surrounding the Chattahoochee and its impoundments from Buford Dam to Peachtree Creek, a distance of 48 miles. In the 1998 session of the Georgia General Assembly, MRPA was amended to extend protection of the Chattahoochee River from the Atlanta water intake to the southern limits of Fulton and Douglas counties. In addition, the Georgia General Assembly created the Metropolitan North Georgia Water Planning District, a regional entity that addresses water quality and water quantity issues for the greater Atlanta area.

The 2,000 ft. corridor must be shown on all official County maps. Additionally, the requirements include the maintenance of a 50-ft. undisturbed, natural buffer along the river bank, a 35-ft. buffer along tributary streams, a 150-ft. building set back along the river and limits on the amount of land disturbance and impervious surface within the remaining 2,000ft. corridor to ensure a proactive approach to the implementation of the Act, the Atlanta Regional Commission (ARC) is required to adopt proposed plans to protect the river, as well.

The Chattahoochee Corridor Plan adopted by ARC includes development principles and standards to minimize the negative effects of development on the river. The review process established by MRPA requires that all land-disturbing activity and development within 2,000 feet of the banks of the Chattahoochee within Cobb County must be reviewed by ARC and the County Community Development Department. Additionally, the development must also be approved by

the Board of Commissioners and show consistency with the standards of the Corridor Plan.

The South Chattahoochee River Corridor Study is a second regional effort to study the potential of the Chattahoochee River as an economic resource, recreational area and aesthetic amenity, as well as preserving the river's natural areas and water quality. The work plan for this project spans the year 1996 and most of 1997. On September 23, 1998, the ARC board adopted a comprehensive, coordinated land and water use plan for the Chattahoochee River corridor to take effect on October 1, 1998. The plan is very similar to the existing Chattahoochee Corridor Plan in its format, content and review/compliance procedures.

Cobb County has taken an extra step toward river protection by adopting the Chattahoochee River Tributary Buffer Ordinance in accordance with MRPA. This ordinance aims to protect stream tributaries in the Chattahoochee River that are outside the 2,000-ft. corridor. The ordinance affects all perennial streams including Willeo, Rottenwood and Sope creeks. In the ordinance, the "Protection Area" is defined as the stream channel and the land area extending outward 25 feet horizontally from the top of the banks on each side of all flowing tributaries of the Chattahoochee River downstream of Buford Dam and upstream from the City of Atlanta intake facility adjacent to State Road #3. The first 25 feet extending outward from the tributary banks shall be a natural, undisturbed buffer with land disturbing activities permitted only in accordance with the ordinance. A land disturbance permit is required for any activity that may alter the hydrologic or vegetative characteristics inside a "protection area" or buffer. The Tributary Buffer Ordinance is administered by the Cobb County Department of Community Development.

Greenspace and Conservation

There have been several programs established in Cobb County with the focus of acquiring greenspace and conservation lands. The programs range from state-level legislative action, such as the Georgia Community Greenspace program (the program ceased in 2004), to bond referendums in 2006 and 2008 for the purpose of parks and greenspace. Due to market conditions in the late 2000s, the 2008 greenspace purchase program was not implemented and was suspended indefinitely. In January of 2017, the Board of Commissioners approved issuance of the voter-approved 2008 Parks Bond with a portion of the original amount.

In addition to publically held greenspace and conservation areas, the County also has established an Open Space Community (OSC) Overlay ordinance. The OSC allows for the design flexibility of a single-family residential development in order to preserve certain percentages of open space that must be put into a conservation easement.

The Cobb County Water Systems began an aggressive program to acquire floodplain land along major waterways. The purchase of these flood prone areas can provide substantial buffers, preserve water quality and wildlife habitat as well recreational opportunities for citizens in areas protected from future development.

Cobb's Future Land Use Map category of Park/Recreation/Conservation (PRC) is customized to delineate areas of permanent protection. The designation of "Conservation" within the PRC category defines areas permanently protected and those areas designated for future permanent protection.

The need for natural resources and cultural resource protection and conservation is an integral part of the physical, psychological and spiritual health of a community. For Cobb County to maintain and

enhance the quality of life of its residents, it is vital that other programs and initiatives are considered and funded to ensure an adequate amount of open space or greenspace.

Floodplain

Flooding is the overflowing of water onto land that is normally dry. Water standing for short periods of time in areas of low elevation after a rainfall is not considered as flooding nor is water that is part of a permanent or semi-permanent pool, such as a swamp or marsh. The severity of flooding is rated in terms of frequency, duration and area of coverage.

Flood plains are the relatively flat areas of land adjacent to stream banks. Flood plains in their natural, undisturbed and undeveloped state provide storage of flood waters, channelization, silt retention and groundwater discharge. Figure 81 shows the approximate locations of flood plain areas in the County. With its numerous streams, Cobb County has land in the 100-year flood plain in all parts of the County. The Sweetwater Creek basin in the Austell area and the land along the Chattahoochee River in South Cobb are particularly vulnerable to flooding.

Any fill material placed in a flood plain takes the place of the water that would be stored there in a flood. This causes the water level to rise and previously dry land is flooded. Cobb County participates in the National Flood Insurance Program, a federally-backed insurance program for the protection of property owners within flood hazard areas. The Federal Emergency Management Agency (FEMA) identifies and maps most areas in the County that are subject to flooding based upon the 100-year flood plain standard.

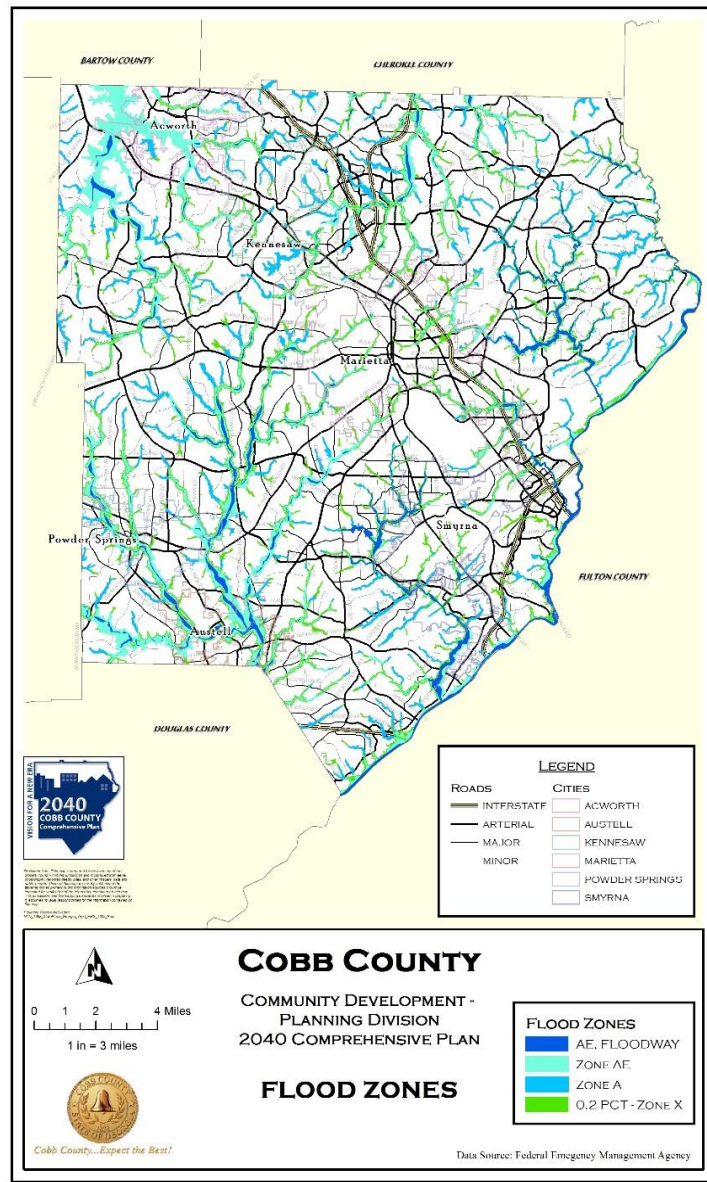


Figure 80

In order to prevent unnecessary flooding due to mismanagement of flood prone areas, residential developments located within the residential categories as recommended on the Future Land Use Map shall exclude any acreage within flood plains and/or wetlands when calculating the overall density of the development. Development in the flood plain and in areas adjacent to flood plains is closely regulated by County ordinance.

The ordinance, administered by the Department of Community Development, requires a permit for any improvement or development, including grading and filling within an area of Special Flood Hazard. Regulations are Also included that outline construction precautions for development in Flood Hazard areas.

Soil Types

The soil types found in Cobb County include Altavista, Appling, Cartecay, Cicil, Chewacla, Surham, Gwinnett, Helena, Hiwassee, Louisa, Louisburg, Madison, Musella, Pacolet, Roanoke, Toccoa, Urban and Wilkes Series. These soils exist on topography that is mostly gently rolling to steep. The Soil Conservation Service Survey identifies soil types that are sensitive to development due to tendency to flood, steep slopes, and shallow depth to rock, or high shrink/swell potential. This survey is accompanied by a general county soil map that may be helpful in siting development.

In most cases, Cobb County does not protect sensitive soils on ridges and mountains from development, but does regulate and enforce erosion and sedimentation control measures. Sensitive soils in the flood plain are protected under the Cobb County Flood Damage Prevention Ordinance. Further protection of sensitive soils may be warranted in areas where ridges and mountain tops have yet to be developed. Pine Mountain and Lost Mountain in West Cobb are two sensitive areas in

which well-planned and managed growth policies may be necessary to protect these environmentally sensitive areas in the future.

The soils found in Cobb County are described below according to soil associations. According to the USDA Soil Conservation Service Soil Survey of Cobb County, an association normally consists of one or more major soils and at least one minor soil and is named for the most prevalent. The soils in one association may occur in another but in a different pattern. The associations are listed from that found on nearly level ground to that found on the slopes of small mountains.

Alluvial Soils along Floodplains

- Cartecay-Toccoa: This association includes nearly level soils on broad to narrow flood plains. These soils formed along streams that have more than a 20% chance of overflowing in any one year. They are found in the flood plains of streams and the Chattahoochee River. Frequent flooding severely constrains development on these soils, which are protected by local flood plain management regulations.
- Toccoa-Cartecay: Similar to the above, these soils are found along streams that have a 5% to 20% chance of flooding in any given year.

Gently Sloping to Sloping Shallow soils on Ridgetops

- Wilkes: This association consists of soils on narrow ridgetops, sloping from 6% to 15% in most places. Runoff is medium to rapid, and this soil is not well suited to cultivated crops or development because it is stony, severely susceptible to erosion and shallow over rock. Wilkes soils are found in the northwest corner of Cobb on ridge tops west of Lake Allatoona. Very low density and open space uses are most suitable for this soil type.

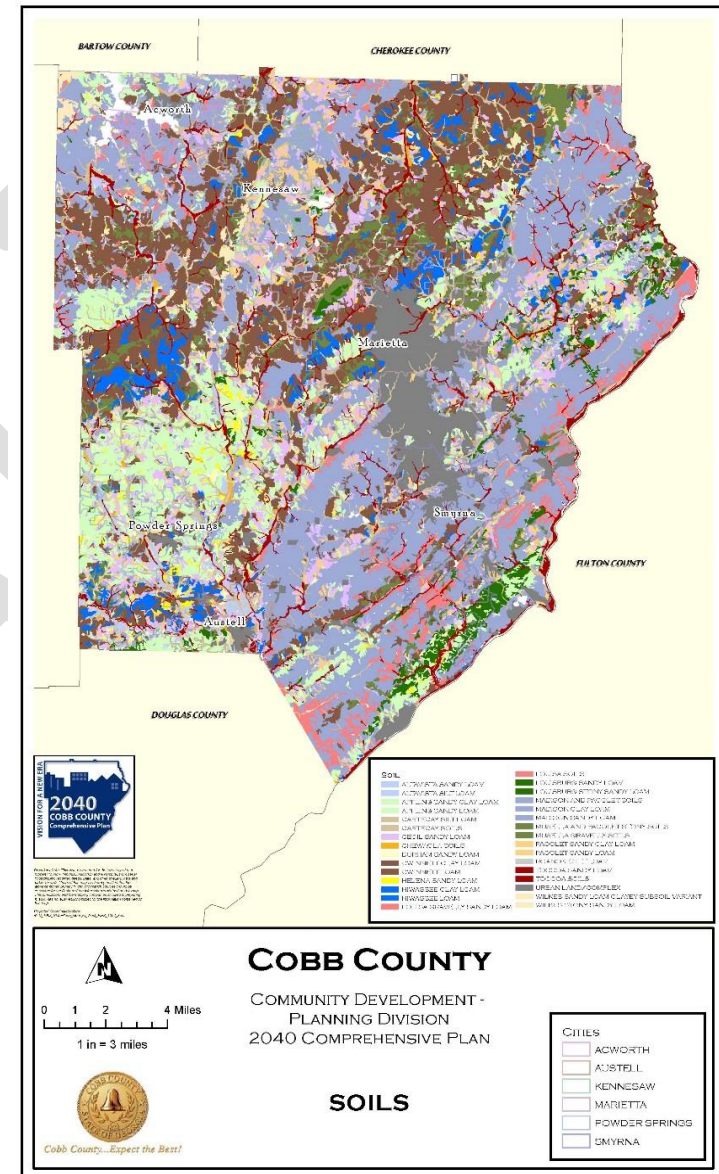


Figure 81

Sloping to Steep, Deep to Shallow Soils on Irregular Hillsides:

- Madison-Louisa-Pacolet: These soils are found on short slopes along drainage ways. They are well-drained to somewhat excessively drain with slopes from 10% to 60%. Runoff is moderately rapid to rapid, and these soils are steep, droughty and erodible.
- Gwinnett-Pacolet-Musella: These soils are found on hilly uplands and slopes with well-defined drainage ways. Slopes are from 10% to 45% and runoff is moderately rapid to rapid. These soils are well-drained and generally support pine trees and mixed stands of hardwoods.
- Louisburg-Applying-Wilkes: This association consists of soils on short side slopes that are dissected by many narrow, well-defined drainage ways. They are excessively drained to well drained. Slopes are steep at 10% to 45% and are shallow, droughty and stony.
- Madison-Gwinnett-Pacolet: Made up of soils on short slopes adjacent to drainage ways, this association has slopes from 10% to 25%. These soils are well drained. This soil type is suited for residential as well as commercial development.

Very Gently Sloping to Sloping, Deep to Moderately Deep Soils on Broad and Narrow Ridgetops:

- Applying-Cecil-Madison: This association is composed of well-drained soils on broad, uniform ridgetops sloping 2% to 10%. It is better suited to cultivated crops than any other association in the County. It is also suited to residential and commercial development.
- Madison-Gwinnett-Cecil: Found on fairly broad to narrow ridgetops, this association has slopes of 2% to 10% with well-

drained soils. Most of the soils in this association were formerly cultivated or pasture land, but now most of it is wooded or developed.

Very Gently Sloping to Sloping, Deep to Shallow Soils on Narrow to Fairly Broad Ridgetops:

- Gwinnett-Hiwassee-Musella: These well-drained soils are also found on broad to narrow ridgetops with slopes of 2% to 10%. This soil association is found in primarily wooded or developed areas.
- Applying-Pacolet-Louisburg: This association consists of soils on ridgetops with slopes from 2% to 15%. The soils are well drained to excessively drained. These soils are shallow with high permeability and are generally wooded or developed.

Dominantly Steep, Stony Soils on Mountains and Slopes Adjacent to Some Streams:

- Pacolet-Musella-Louisburg: This association consists of soils on mountain slopes that rise 100 feet to 600 feet above the surrounding area and on slopes adjacent to some streams. The soils are well drained to excessively drained. A large area of this soil type is found in the Kennesaw Mountain National Battlefield Park, Lost Mountain, Pine Mountain, Blackjack Mountain and their surrounding ridges. The headwaters of Sope and Sewell Mill creeks also have these steep, stony soils. Slopes are 10% to 45%. These soils are unsuitable for most non-farm uses.

Borrow and Fill Areas

- Urban land and borrow pits: This association is comprised of cut and fill practices that consist of mixed sand, silt, clay and boulders. Found in urban and developed areas, the original soil profile has

usually been severely modified by cutting, filling and shaping to accommodate community development. In places where cuts are deep, steep banks are severely eroded. The organic matter content and supply of available plant nutrients are very low.

Steep Slopes

Steep slopes are defined as those areas with changes in vertical datum equal to or exceeding ten percent. According to the 1973 Soil Survey of Cobb County prepared by the U.S. Department of Agriculture's Soil Conservation Service, Cobb is made up of broad, convex ridgetops that are divided by many drainage ways. The elevation is about 750 feet above sea level along the Chattahoochee River and ranges from about 900 feet to more than 1,800 feet on the ridgetops and mountains. Steep slopes are found on the small mountains in the County: Pine, Lost, Sweat, Blackjack, Kennesaw and Little Kennesaw. Steep slopes are also found in sporadic locations throughout the County and along major streambanks such as Noonday Creek and Allatoona Creek.

Sweat Mountain and Blackjack Mountain in East Cobb have been developed residentially, as have many of the steep slopes rising from the Chattahoochee. Pine Mountain and Lost Mountain in West Cobb have also seen residential development in the past several years, but thus far, this development has occurred at a slower rate and lower density than in East Cobb. The steep slopes in West Cobb may require more environmentally sensitive developments in lower densities than are found on Sweat and Blackjack Mountains. One particular mechanism in place for the entire County is the Open Space Community zoning overlay ordinance, which requires the preservation of steep slopes greater than 25%. Kennesaw and Little Kennesaw Mountains are protected from development because they are part of the Kennesaw Mountain Battlefield National Park.

Clearing steep slopes of vegetation in preparation for development often leads to erosion and sedimentation. On slopes that are determined to be suitable for development, erosion control measures are required in accordance with the Soil Sedimentation and Erosion Control ordinance. These requirements are intended to minimize the impact of construction upon potentially sensitive natural resources.

Prime Agricultural and Forest Land

Prime agricultural and forest land is identified as those areas where the soils and topography are most conducive to vegetative growth. The total acreage of both agricultural and forest land has decreased rapidly throughout the metro-Atlanta area as a result of commercial and residential development. The developments impact forests as well as valuable watershed resources. Additionally, the placement of infrastructure necessary to support growth has caused a decrease in forest acreage, particularly bottom land and ridges.

The Urban Forest

The term "urban forest" has been adopted to describe those forest lands that exist among a highly urbanized area, like the Atlanta metropolitan area. Although Cobb County is in the rural-urban interface of the Atlanta region, the urban influence on forest resources is reflected throughout the County to a growing extent almost daily. With East Cobb fully suburbanized, much of the hardwood forest has been removed or is under severe stress from construction damage during the development process. The young pine stands that have remained on residentially developed pastures and moderate slopes are under pressure from Southern Pine Beetle infestations, tornadoes, thunderstorms and ice storms. This part of the urban forest is most likely characterized by small groups of pines, young native hardwoods, subdivision entrance and screen plantings and locally available ornamental species.

Further to the west, the cultivated and fallow pastures, livestock farms and upland forests of West Cobb have become a part of the suburban/rural interface, as well. As residential and commercial development expands along the various arterials into the low-density areas of West Cobb, there will be increased stresses upon the natural resources and their benefits, which include canopy cover, water quality, erosion control, storm water management, air quality, property values and economic and aesthetic consideration.

Developed Forests

The composition forests in the developed areas of the County varies with type and age of development. The older rural homes and residential areas around the cities contain mostly large, old shade trees in the 50 to 100 year age range. Longer lived shade trees are frequently planted by people who are likely to settle in one place as was once more common. Some typical trees found in older areas are Water oak, Willow oak, American elm, Southern magnolia and Pecan.

Established subdivisions (more than 20 years old) have remnants of the forest canopy that survived the construction process and pruning practices. Many of these trees continue to suffer from stresses experienced years before. Landscape plantings reflect ornamental species in vogue at the time the subdivision was built. Dogwood, Plum, Crabapple, Bradford Pear, Maples, Pin Oaks and Weeping Willows are still evident throughout the County.

Newer subdivisions are characterized by dead and dying pines and hardwood trees, which previously made up the forest canopy in the area, or are devoid of viable overstory trees, old or new. The smaller lot sizes of current subdivisions make it nearly impossible to avoid severely damaging the root system of any tree growing there, even when extra precautions are taken during construction. Planted trees

are largely ornamental, which quickly enhance the resale value of the home, reflecting the transient nature of the market.

The tree cover on commercial and industrial projects also varies with the type and age of the project. Developers of large office and multi-family projects can usually work around existing terrain and trees. Cobb County's newest such developments have begun to devote more space and care in landscaping and maintenance of existing tree cover. However, with much of the flat and open space taken up by previous development, developers of large projects are finding that it takes considerably more planning to work around existing trees. Shopping centers and industrial sites typically maximize impervious surface cover, rarely maintain existing topography and trees or provide adequate space in landscape plantings to reestablish overstory trees that will reach mature size.

More competitive markets and environmental regulations have dictated a greater use of trees in landscape designs for all types of commercial and industrial projects in the County, but the sizes and types of trees used to replace the original landscapes are not generally as substantial as older trees that have plenty of space in which to grow.

Undeveloped Forest:

Much of what is left of the undeveloped land in Cobb County is covered by forests. The overstory forest resource in these areas range from 20-year old successional species such as Pine, Sweetgum, Yellow-poplar and later successional species of Red Oak, Maple and Elm.

The more mature forests in Cobb range from 60-150 years old, although it is not difficult to find trees in excess of 200 years of age. These larger, older trees are found along wet undeveloped flood plains and riparian buffers, along ridges, on old home sites and along thoroughfares. While trees of this age may still be found throughout

the County, many have been sacrificed due to road-widening projects and storm sewer replacements. On the driest sites, oaks prevail, with the dominant species being Chestnut oak, Post oak and Blackjack oak. On the moist, well-drained sites, other oaks are dominant, with hickory following. The species typifying these areas are White oak, Northern red oak, Southern Red oak, Scarlet oak, Black oak, Pignut hickory and Mockernut hickory. On the moist, northern slopes, beech may also be found. (*Georgia Forestry Commission*)

Protective Measure:

There are federal, state, regional, and local regulations that affect forest resources in Cobb County. Section 404 of the Federal Clean Water Act requires a permit for various impacts on wetlands over a predetermined acreage. Although much of the upland wetlands found in Cobb are tree covered, only limited protection for these forests is provided. The removal of trees from these areas may be permitted under certain circumstances that allow agricultural activities to take place.

At the state level, the Erosion and Sedimentation Act requires that a 25-foot buffer of "undisturbed" soil be maintained along all state waters, however the protection for vegetation in those buffers, including trees, has been removed. Along the Chattahoochee and its tributaries, vegetated buffers are still required by the Metropolitan River Protection Act.

On the local level, Cobb County adopted a Tree Preservation and Replacement Ordinance in 1988. The basic requirement of the ordinance is that any development project must maintain a prescribed minimum density of trees on the site. That density can be achieved by preserving existing trees, planting new trees or some combination of the two. The ordinance and associated administrative standards were written in a manner that minimizes impact on the project design while

encouraging adequate protection of existing trees and appropriate selection and placement of new trees.

The other local ordinance that affords protection to the forest resource is the Cobb County Flood Damage Prevention Ordinance. Through restrictions of certain types of commercial and residential development activities in flood plains, this ordinance provides some degree of protection for forests growing in these areas.

Sensitive Plant and Animal Habitats

The development of agricultural and forest land has encroached on many natural ecosystems. While the threat to plant and animals may appear insignificant, every species has an essential place and purpose in nature. As a result of a growing concern over the conservation of the nation's native plants and animals, the United States Congress passed the Endangered Species Act of 1973. Shortly thereafter, the State of Georgia passed the Wildflower Preservation Act of 1973 and the Endangered Wildlife Act of 1973. As required by these Acts, the Georgia DNR began an effort to list native species of plants and animals that are considered endangered, threatened, rare or unusual and designate these as "protected species."

The Georgia DNR's Natural Heritage Inventory Program has compiled and refined its inventory of rare plants, animals and natural habitats that are threatened or endangered. These species and areas are particularly vulnerable to the effects of development and should be recognized and protected to the extent possible. This inventory is available per each county in the state. For Cobb County, the inventory includes five significant natural areas: Sweet Mountain in East Cobb, Lost Mountain in West Cobb and Camp Timber Ridge near Smyrna, the John Ward Swamp in West Cobb and the Chattahoochee River. Sweet and Lost Mountains are mentioned as important scenic resources. The John Ward Swamp, the juncture of Noses and Ward Creeks and the

Chattahoochee River are significant water formations and aquatic habitats. Camp Timber Ridge, a Girl Scout Camp, is listed as an urban natural area with some virgin timber, particularly magnificent poplar, beech and oak trees.

The Georgia DNR Natural Heritage Inventory has identified four plants and six animals that have either a federal or Georgia protection status. The following ranking system was used to describe the status of certain sensitive plant and animal habitats occurring in the County:

- S1 = Critically imperiled in State because of extreme rarity (Five or fewer occurrences).
 S2 = Imperiled in state because of rarity (six to 20 occurrences).
 S3 = Rare or uncommon in State (on the order of 21-100 occurrences).

Animals:

- Henslow's Sparrow (*Ammodramus henslowii*) – S2: Grassy areas, especially wet grasslands, pitcher plant bogs, pine flatwoods, power line corridors. Requires open vegetation at ground level with grass canopy above
- Chattahoochee Crayfish (*Cambarus howardi*) – S2: Riffle areas of streams; in rocks with swift-flowing water
- Bluestripe Shiner (*Cyprinella callitaenia*) – S2: Flowing areas in large creeks and medium-sized rivers over rocky substrates
- Delicate Spike (*Elliptio arcata*) – S2: Creeks and rivers with moderate current: mainly in crevices and under large rocks in silt deposits
- Cherokee Darter (*Etheostoma scotti*) – S2: Small- to medium-sized creeks with moderate current and rocky substrates
- Gulf Moccasinshell (*Medionidus penicillatus*) – S1: Large rivers to small creeks; found in a variety of substrates

Plants:

- Monkeyface Orchid (*Platanthera intergrilabia*) – S1, S2: Red maple-gum swamps; peaty seeps and streambanks with *Parnassia asarifolia* and *Oxypolis rigidior*
- Dwarf Sumac (*Rhus michauxii*) – S1: Open forests over ultramafic rock
- Sun-loving Draba (*Draba aprica*) – S1, S2: Granite and amphibolite outcrops, usually in red cedar litter
- Bay Star-vine (*Schisandra glabra*) – S2: Rich woods on stream terraces and lower slopes

From the above information, it is evident that most of the species that have been determined rare, endangered or threatened in Cobb County can be found in protected areas such as stream buffers, Kennesaw Mountain and the Chattahoochee River National Recreation Area. It is also evident that many of these species are found in accordance with other plant types and that one without the other may cause the endangerment of more species.

Rare species found throughout Cobb County are not protected by local measures, but certain species are protected by state and federal law. The federal Endangered Species Act applies to the Red-Cockaded Woodpecker, the Bald Eagle, the Indiana Bat and Dwarf Sumac. State-protected species include Pink Lady's Slipper, Yellow Lady's Slipper and Bay Star-Vine, in addition to some of the species described above.

Scenic Views and Sites

As Cobb County is contained by portions of both the Piedmont Plain and Blue Ridge regions of Georgia, the topography and natural resources of the County provide beautiful landscapes for residents and visitors. The Chattahoochee River, Lake Acworth, Kennesaw Mountain and other high ridges and the rolling hills of Cobb are valuable scenic resources. The historic aspects of these natural landforms are equally

important as most played a role in Civil War battles and/or in the industrial development of the County in the late nineteenth and early twentieth centuries.

Lake Allatoona Reservoir and Lake Acworth are areas of natural beauty enjoyed through boating, fishing, camping, swimming and hiking. The Chattahoochee River National Recreation Area, with its gorges, woods and trails, is a large, scenic area on the eastern border of Cobb County. Ruins of the old Marietta Paper Mills and other industrial structures can be seen in the Sope Creek Mill Ruins, located in a scenic landscape reported to be one of the few remaining undisturbed rock gorges of a Chattahoochee River tributary.

Concord Covered Bridge Historic District is a very scenic residential district containing natural resources such as rolling hills, densely wooded areas and Nickajack Creek. Adding to the natural beauty of this district, there are many historic homes, the historic covered bridge and antebellum mill ruins. The southeastern part of Cobb is like an oasis among new development. The district is currently on the Cobb County Register of Historic Places with three structures listed in the National Register of Historic Places.

Hyde and Powers family farms are another island in the midst of a suburbanized eastern Cobb County. Hyde Farm, which has not changed since the early 1900s and was a working farm into the early 2000s, was purchased by Cobb County in 2008 with the goal to open it to the public as a recreational and educational resource. Today, almost 200 acres of this land is still preserved as part of the families' and the County's heritage. The Power Cabin, now owned by Cobb Landmarks & Historical Society, is occupied by Ms. Morning Washburn, a notable steward of preservation. Other particularly scenic rural landscapes include sections of Old Lost Mountain, Old Villa Rica, Mars Hill Church, Old Stilesboro and Old Sandtown Roads.

Kennesaw and Little Kennesaw Mountains are protected from development as part of the 2,800 acre Kennesaw Mountain National Battlefield Park. The viewsheds from the summit of Kennesaw Mountain encompass the eastern portion of the County and the Atlanta skyline. The ten miles of hiking trails, meadows and ridges within the park and the historic character of the site make it a beautiful place for residents and visitors of Cobb County.

HISTORIC AND CULTURAL RESOURCES

Historic Resources is synonymous with historic property. The National Historic Preservation Act defines "*Historic Property*" as: Any prehistoric or historic district, site, building, structure or object included on, or eligible for, inclusion on the National Register, including artifacts, records and material remains relating to the district, site, building, structure or object.

Cobb County has been known in the past for its abundance and variety of historic resources. Physical evidence of the County's rich Native American, Civil War, agricultural, industrial and commercial heritage can still be found today. Each resource helps piece together a story about the evolution of Cobb County, which contributes to its unique identity today.

Creek Native Americans settled in Cobb County as early as the mid-1700s, with the Cherokees arriving after the treaty of 1819. The Native Americans were the dominant inhabitants of Cobb County until the mid-1830s. Cobb County was established in 1832 by the State Legislature and by 1838, many communities of settlers had been established. Cobb's Native American heritage can be discovered not only in certain archaeological sites and the artifacts recovered from these sites, but in certain names throughout the County. Kennesaw,

Sope, Nickajack, Noses and Allatoona are all Native American names or derivatives of these names. Additionally, the Lost Mountain community and militia district was named after Native American lore.

Cobb County's role in the Civil War is also a major part of its history. The series of actions taking place here during the march on Atlanta have the highest level of significance of any events in the County's past. Not only does Kennesaw Mountain National Battlefield Park bring visitors from all over the country and the world, but other unprotected properties contain earthworks and fortifications from the war that are still very clearly seen. Examples of antebellum architecture and community development also exist in small numbers. Farmhouses, factories and mills used to produce supplies for Confederate troops, while early railroads and early road systems are still a part of the fabric of the County's landscape. The abundance of railroads and early industrial development in Cobb County helped to develop a reputation as a prime location for business.

With the industrialization of Cobb County between the 1880s and 1940s, came the development of towns as centers for commerce, education, politics and social life. Cobb's towns began to grow up around the railroads and were incorporated between 1838 and 1912. The grid street pattern following railroad tracks is evident today in Cobb's historic downtown districts and surrounding neighborhoods. Marietta was by far the most significant population center and the town square is evidence of its historical importance to commerce in the late 1800s. These historic central business districts in these cities endured many changes as growth and industrialization occurred throughout the County, but remained an important part of the cities' fabric by offering a physical depiction of the heritage on which the entire County was built.

For inventory purposes, the historic resources within Cobb County can be separated into several categories according to use or type.



Hyde Farm Barn (after restoration)

Residential Resources

Historic homes in Cobb County include a wide array of architectural styles dating back to the 1840s. As an example of the earliest rural architecture in the County, the Hyde and Powers farm cabins in East Cobb are the last surviving home places that date back to 1840. Other residential resources include some antebellum and Civil War period homes, which are relatively few in number and scattered throughout the County. Examples of this period home can be found in the Kolb House at Kennesaw Mountain and the William Gibbs McAdoo House on U.S. Highway 5. During the period of time between 1832 and the 1870s, most homes were part of large farms; therefore, the homes that have survived are, in most cases, not a part of an historic district, but

located in the midst of newer development. The Concord Covered Bridge Historic District is one exception. Its residences are on large acreages with very few unfitting intrusions. There are some historic residential districts in Cobb County that are more densely developed and contain homes built between the 1840s and 1930s. Church and Cherokee Streets, as well as Washington and Whitlock Avenues, contain a variety of architectural styles including Italianate, Queen Anne, Dutch Colonial, Classic Revival, Craftsman, Greek Revival and Colonial Revival. A few of these homes are now operated as offices or bed and breakfasts, but the majority still serve as private residences.

The homes of the upper class of Cobb County are not the only significant historic residential resources. The Clarkdale Mill Village Historic District is a pure example of early 20th century industrial community planning. Built in the 1930s, the mill houses in this community range in style and size according to the hierarchy of mill employees, from small duplexes to larger single-family supervisors' cottages. These are all modest homes but represent a typical type of housing built around an industry that is no longer built in most communities.

Historic residences in Cobb County offer a character that sets their neighborhoods apart from others and the increasing rarity of these homes only increases their demand among home buyers.

Commercial Resources

As mentioned earlier, Cobb County has commercial districts and resources that date back to the mid-1800s. Most of the surviving historic commercial resources within Cobb County exist within the city limits of the six Cobb cities. The very first central business districts to develop in Cobb County sprang up around the railroads. Acworth, Austell, Kennesaw, Marietta and Powder Springs each have unique downtown districts that reflect the culture of the cities' pasts. Due to

Sherman's march on Atlanta in 1864, Smyrna does not have an historic central business district today. Upon incorporation, most cities simply chose a central point and extended the city boundary a certain distance from that point. It happens that in Cobb County, four of the seven cities to ever be incorporated had original boundaries that formed a circle around the central business district. Powder Springs was one exception; their original boundary included only the single land lot in which "downtown" was located. Marietta was another exception in shape, but downtown Marietta remains the core of Cobb County. Lastly, Mableton was incorporated in 1912 but asked to have their charter repealed in 1916 as the idea of better government with less government appealed to citizens. The Historic City Boundaries Map in Figure 83, shows original city limits, including historic downtowns and dates of incorporation.

Industrial Resources

Cobb County's industrial history has been prevalent since the mid-1800s. Various mill ruins such as Ruff's Mill in the Concord Road Historic District and the Sope Creek Mill ruins in Marietta attest to the importance of industry from the earliest days of Cobb County's development. Ruff's Mill was a grist mill built around 1850 and operated throughout the duration of the Civil War, surviving the Battle of Ruff's Mill. Also in the vicinity are the ruins of the Concord Woolen Mill. Built around 1850, this mill did not survive the 1864 Battle of Ruff's Mill. The structure was rebuilt and resumed operation in 1869. In 1889, the woolen mill was again lost to fire. It was rebuilt once more and remained in operation until about 1912 when competition from the industrial north caused its decline. Over the years, the structure has deteriorated and crumbled due to neglect and the forces of nature. In the mid 2000s, a stabilization effort of the Concord Woolen Mill took place as part of the development of a Heritage Park for the historic district.

The Brumby Rocking Chair Company is also an example of Cobb's early role in manufacturing. Built in Marietta in 1879, the rocking chair factory off Kennesaw Avenue was in production for almost 100 years. The Brumby rocking chair is still around today, but the historic factory building has a new function. A construction company purchased the two large buildings in the early 1990s and began a very successful adaptive reuse project. The Brumby buildings now make up 167 apartment units, 131 of which are loft apartments with fifteen foot ceilings. Much of the original machinery from the factory is still seen throughout the building and on the property. Adjacent to "the Square" in downtown Marietta, this project is a fine example of the economics of preservation at work.

Later in Cobb's industrial history, the Coats & Clark Thread Mill stands as an example of 1930s construction and technology. This mill was the driving force of the Clarkdale Mill Village Historic District, as previously discussed with residential resources. The mill is an example of Cobb County's move toward industrial and commercial importance in the twentieth century. The 230,000-sq. ft. thread mill was in operation until 1983. Today the structure is structurally sound and has been redeveloped to serve as the Threadmill Outlet Mall and City of Austell Government offices.



Clarkdale Mill Village Historic District

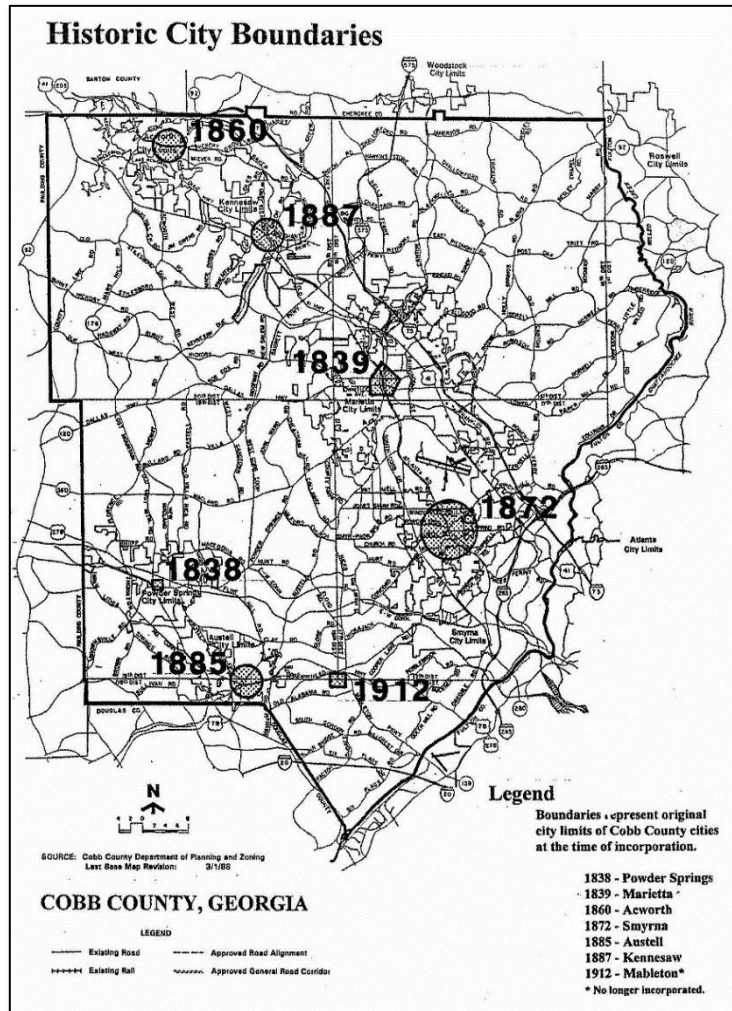


Figure 82
 Source: 2006 Comprehensive Plan

Institutional Resources

As historic industrial resources can reveal something about the development of Cobb County's economy, historic institutional resources communicate the social and cultural heritage of the County

through their architecture, location within the community or history of use. Most of the historic institutional resources in Cobb County are churches or church-related buildings. Midway Presbyterian Church, located on Dallas Highway in the western part of Cobb, is on the National Register of Historic Places. Its congregation dates back to September 8, 1849. The historic church building was built in 1904 and is believed to have been preceded by at least two frame structures. The most noted feature of Midway Presbyterian Church is the heavy Norman arched front entrance tower which is supported by five columns.

Zion Baptist Church is also on the National Register and is a significant part of Cobb's heritage. It was created in 1866 by newly freed blacks who petitioned to leave a white congregation in order to create their own. In 1888, the congregation bricked in the wooden church they had been using and added a bell tower in 1897. The church contains a baptismal pool, which is a faith-specific feature found only in Baptist churches. Zion Baptist is the oldest black Baptist church in Cobb County.

Downtown Marietta contains many historically significant churches. Within a few blocks of each other, there are the First Baptist Church of Marietta, St. James Episcopal Church, First United Methodist Church and First Presbyterian Church. The architecture of these buildings reflect their city location and historically larger congregation than the rural churches. Their location in the historic downtown business district, adjacent to two historic residential districts, reflects the importance that the church held in society.

The Log Cabin Sunday School located on Log Cabin Drive in Smyrna is one of Cobb County's oldest surviving structures. The cabin was built in the late 1840s as a private residence and was later moved to its current location in 1868. It transformed from residence to Sunday school in 1912. As attendance grew, the school moved into a larger

cabin, which was later replaced by a stone structure. The original building is still in use on a weekly basis.

Historic Archaeological, and Cultural Sites

While many of Cobb County's historic resources are under private ownership, there are also historic archaeological and cultural sites under public ownership serve as an educative tool for the public, young and old. These special sites also help to tell a story about the evolution of Cobb County throughout the years.

The Gilgal Church Battlefield site is on the National Register of Historic Places. It is a 20-acre hardwood forest west of Marietta, which contains many remnants of the skirmishes and battles that took place between Sherman and Johnston's troops from June 10 until July 3, 1864. The area has held its integrity well and is in very similar condition to what it was in 1864.

The Chattahoochee River Line is another National Register site that tells the tale of events that took place in Cobb County during the march on Atlanta in 1864. One of the few surviving portions of this most significant line of earthworks is owned by the County and is part of the 2016 SPLOST Tier 1 projects with \$1,000,000 dedicated to the area for improvements. This portion of the line is significant in that it contains well-preserved examples of a "shoupade." The shoupade was a unique fort, designed to be manned by 80 riflemen. Shoupades were designed for the Chattahoochee River Line by Brigadier General Francis Asbury Shoup of Tennessee.

The Robert Mable House and Cemetery is a County-maintained cultural center on a 16-acre tract of land, which contains a two-story antebellum house, a smokehouse, a detached kitchen and a family cemetery. The property also features significant archaeological aspects, such as a former encampment of federal soldiers during the Civil War. This site

qualified as a National Register site based on its distinctive characteristics of a rural farm complex.

Kennesaw Mountain National Battlefield Park is a complex of historic resources. Within the park are the grave of an unknown Union Soldier, the Fellows, Illinois and McCook Monuments, the Kolb House and sites of archaeological significance such as Civil War earthworks. As of 2015, the park is the most visited Civil War battlefield site in the country (2,174,870). This statistic alludes to the fact that this cultural resource is an income producer for the County. Tax revenue from visitors' purchases benefits local communities. Battlefields and other conservation areas also increase the value of adjacent land. On January 26, 1998, the Board of Commissioners adopted the *Kennesaw Mountain National Battlefield Lost Mountain to Brushy Mountain Earthworks Preservation Plan* as an addendum to the Comprehensive Plan. The study, sponsored by the National Park Service, identified 13 areas of existing earthworks that represent extant portions of the Brushy Mountain Confederate defense line. From Lost Mountain, across Pine Mountain, to Brushy Mountain at Barrett Parkway, the study analyzes integrity and interpretive value and recommends preservation of significant sites in concert with the development process. The study is on file with the County Clerk and the Planning Division.

Lastly, Cobb County considers its cemeteries to be important archaeological, cultural and institutional sites. Cemeteries can tell as much about the history of a place as historic buildings, structures or archaeological resources. Not only do historic grave markers serve to relay something about the identity of the deceased, they also help to trace the heritage of Cobb's people. The passage of the Cemetery Preservation Ordinance of September, 1993, provides for the protection, preservation and maintenance of family, community cemeteries, graveyards and burial grounds. The ordinance also created the Cobb County Cemetery Preservation Commission, which is charged

with the responsibility of maintaining an inventory and assessment of such cemeteries. As overseers of cemetery protection, the Commission works with the Zoning Division to provide comments on zoning and variance applications, permits for land disturbance activities, as well as annexation applications from the cities.

The National Register of Historic Places

The National Register is our country's official list of historic buildings, structures, sites, objects and districts worthy of preservation. Listing in the National Register helps preserve historic properties by providing recognition of a property's architectural, historical or archaeological significance. By doing this, properties are identified for planning purposes, so that they may be taken into account when state or federally funded projects are developed. Owners of National Register properties may qualify for federal historic preservation grants or State tax benefits gained through the charitable contribution of preservation easements to nonprofit organizations. Owners of income-producing properties listed in the National Register are eligible for federal tax credits for rehabilitation work that meets preservation standards. Listing on the National Register automatically puts properties on the Georgia Register of Historic Places, qualifying owners for state preservation tax incentives, as well.

Listing on the National Register does not place obligations or restrictions on the use or disposition of property. National Register listing is not the same as local historic district zoning or local landmark designation, nor does the listing encourage public acquisition of or access to property.

The table below (Figure 84) is a list of the Cobb County Register of Historic Places and the National Register of Historic Places within Cobb County to date. There are certainly many other buildings, structures

and districts throughout the County that may be eligible for National Register and/or Cobb Register designation.

Cobb County Register of Historic Places	National Register of Historic Places (Unincorporated Cobb County)
Blackwell Family Cemetery	Braswell-Carnes House
Heights of Kennesaw Apartments Earthworks Trail (a segment of the Brushy Mountain Line)	Israel Causey-Maxham House
Israel Causey-Maxham House	Andrew J. Cheney-Newcomer House
Andrew J. Cheney-Newcomer House	Clarkdale Historic District
Clarkdale Mill Village Historic District	Gilgal Church Battlefield Site
Concord Covered Bridge District	Glover-McLeod-Garrison House
Gann-Love-Hill House	Johnston's River Line (updated 2015)
Fowler-Corey-DeGrasse House	Discovery Boulevard Tract
Gantt House	Henderson Road Tract
Gilgal Church Battlefield Site	Kennesaw Mountain National Battlefield Park
Hill-Pike House	Robert Mable House and Cemetery
Johnston's River Line (southern end-Discovery Boulevard)	William Gibbs McAdoo House
Kennesaw Mountain National Battlefield Park	Midway Presbyterian Church
Lost Mountain Store	George A. Power Cabin
Robert Mable House and Cemetery	John W. Rice Summer Cottage
William Gibbs McAdoo House	Riverview Carousel at Six Flags
Midway Presbyterian Church	Ruff's Mill and Concord Covered Bridge
Pace House, Yarbrough House and Old Pavilion	Sope Creek Ruins
George A. Power Cabin	Solomon Pace House
Hooper-Turner-Presley House (demolished 2015)	
Sewell Mill Ruins	
Sherar-Skelton House	
Sope Creek Ruins/Marietta Paper Mill	
Moss-Sibley Cabin	
Old Dallas Road Bridge	
New Friendship Baptist Church	
Shoupade Park	

Figure 83

Source: Cobb County Planning Division

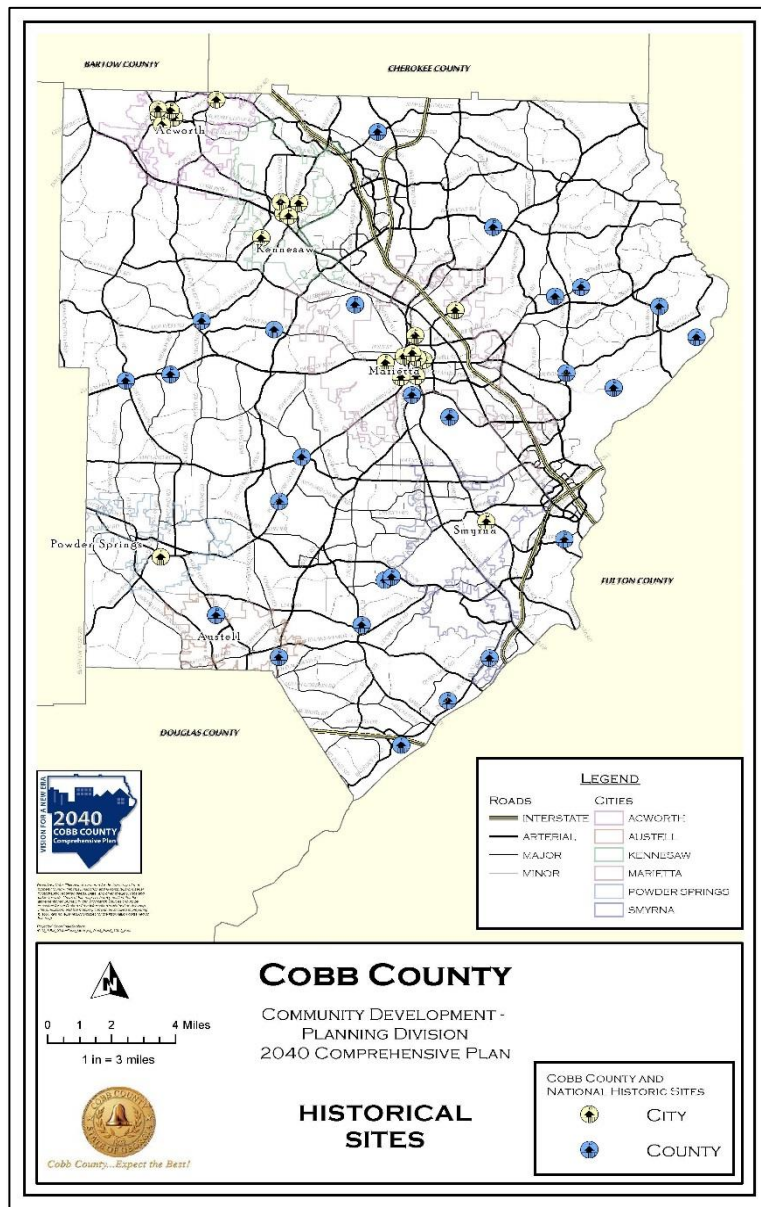


Figure 84



Cheney-Newcomer House

Local Education, Recognition, and Protection

In 1984, Cobb County took a major step toward protecting its past with the passage of a county-wide historic preservation ordinance, the first in Georgia. The ordinance established a five-member Cobb County Historic Preservation Commission (CCHPC). Appointed by the Board of Commissioners, its members recommend specific buildings, districts, sites, structures or works of art to receive historic designation.

To further promote the preservation of Cobb's heritage while allowing for growth, the County adopted a Landmark Historic Property Tax Abatement Program in 1992. Property that is listed on the National Register or Georgia Register of Historic Places and the Cobb County Register may qualify for "preferential classification and assessment of property taxes." For the first eight (8) years in which the property is classified as a landmark, the value is determined as equal to the greater

of the acquisition cost or the appraised fair market value of the property at time of acquisition. On the ninth (9) year, the value is determined as in the first eight years plus one half the difference between previous and current fair market values. The tenth and subsequent years, the value is determined as the current fair market value.

Historic Preservation Projects:

In 2005, the Cobb County Board of Commissioners initiated the creation of a Historic Marker Program and set aside \$50,000 for the program. The purpose of the program was to highlight historic sites around the County.

The Cobb County Historic Resources Survey was completed in August 2007. Historic properties throughout unincorporated Cobb County were surveyed. The Historic Resources Survey Report is found on the County's website; information, including photographs, about each of the properties surveyed (approximately 875) was entered into a web-based database called NAHRGIS (Natural, Archaeological and Historic Resources, Geographical Information Systems). The database is operated by the Georgia Department of Natural Resources' Historic Preservation Division.

Cobb County recently completed a digital version of its Cobb County Historic Driving Tour Brochure, which consists of three separate routes, virtually taking travelers throughout historic Cobb County. The digital brochure can be viewed from a home computer or used with a mobile device while physically taking the tour. The historic map journal includes maps, pictures and information about the historic sites.

In order to aid in the preservation of Cobb County's history, the County has sought to mitigate the demolition of historic structures for development. In instances when a historic building has been present on property subject to new development and the building

cannot be saved, Cobb required developers to properly document the structure before it is demolished. This includes hiring a cultural resource consultant to produce a history of the building and its occupants, along with archival-quality photographs of the building and its setting. The reports are submitted to the County's historic preservation planner.

COMMUNITY FACILITIES

For the purpose of the Cobb 2040 plan, the Community Facilities element includes sub-elements: Parks & Recreation, Water, Libraries, Technology and Solid Waste.

WATER

Water Supply & Treatment

The Cobb County-Marietta Water Authority (CCMWA) handles water treatment for all of Cobb County. The distribution of water is the responsibility of Cobb County and the Cities of Marietta, Smyrna, Kennesaw, Powder Springs and Austell. The CCMWA is a regional wholesaler of water. In addition to selling water to the Cobb County Water System (CCWS) and the five municipal systems in Cobb, it serves portions of Fulton, Douglas, Cherokee and Paulding Counties. The sources of water are the Chattahoochee River and Lake Allatoona.

The CCMWA takes water from the Chattahoochee River from its Quarles Treatment Plant. Capacity at this plant is currently 86 million gallons per day (MGD). CCMWA is planning a \$40 million upgrade for the Quarles plant to meet the growing community's water needs. The CCMWA also takes water from Lake Allatoona for its Wyckoff Treatment Plant; capacity at this plant is 72 MGD. Due to new regulatory limits from the United States Environmental Protection Agency (EPA), CCMWA approved an \$80 million improvement project in 2010 to

ensure that Wyckoff continues to process clean and safe water for drinking and fire protection from Lake Allatoona. The Wyckoff improvements were completed in 2012, which allowed the facility to meet the stricter EPA requirements. In addition to treatment plants, the CCMWA maintains water storage tanks across the County.

To provide Cobb County with clean drinking water, the Cobb County Water System purchases water from CCMWA. The water system then distributes the drinking water to more than 180,000 homes and businesses through more than 2,900 miles of water mains ranging in size from 6-14 inches in diameter.

Sewerage & Wastewater Treatment

A community has a responsibility to its own citizens and to those living downstream to provide wastewater treatment in a manner that will protect their health and environment. Cobb County's ability to meet the wastewater treatment demand contributed to its significant population and employment growth in recent years. CCWS operates and maintains approximately 2,500 miles of sanitary sewer and 38 wastewater lift stations. Continued growth, changing hydrologic conditions and age put a strain on this infrastructure. In addition, new regulations could impose additional issues and constraints.

Cobb County currently has two Wastewater Conveyance Tunnels and four wastewater treatment plants that are owned and operated by the Water System.



Wastewater - Max Monthly Flow (MGD) Projections				
Facility	Capacity	2020	2030	2040
Noonday Water Reclamation Facility	20	12	13	15
Northwest Water Reclamation Facility	8	9	10	11
South Cobb Water Reclamation Facility	40	32	35	38
RL Sutton Water Reclamation Facility	60	35	39	42

Figure 85

Source: Cobb County Water Systems, Metropolitan North Georgia Water Planning District 2017 Water Plan Update.

Based on information provided by the Cobb County Water Systems (Figure 86), the Noonday and RL Sutton reclamation facilities' current capacity exceeds maximum monthly flow projections out to 2040. However, the Northwest facility has a current capacity of eight Million Gallons per Day (MGD) with projections of nine MGD in 2020, 10 MGD in 2030, and 11 MGD in 2040. While the South Cobb facility should remain sufficient to meet the needs of increasing growth out to 2040, projection numbers are increasingly closing in on the current capacity of 40 MGD. It also must be noted that for planning purposes, wastewater projected flow allocations are based upon a fixed percentage of flow in each service basin. It is anticipated the actual plant capacities may vary.

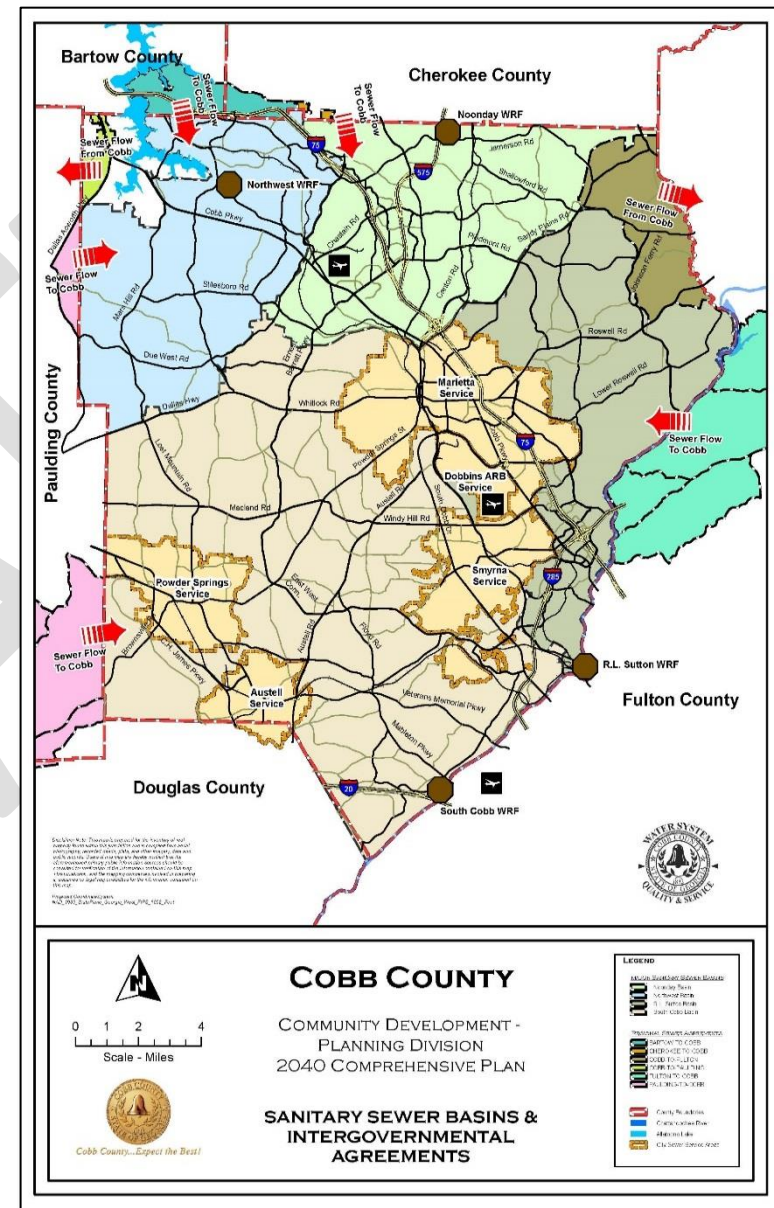
In addition to the treatment plants, there are five separate intergovernmental agreements with neighboring jurisdictions that Cobb either sends sewer to or receives sewer for treatment. The facilities, intergovernmental agreements and sewer basins are noted on the below map in Figure 87.

Most of the County is accessible to sewer. However, there are four areas in Cobb that lack a high concentration of sewer. Three of the four areas

have sewer available on a widely scattered basis and one particularly small area in northeast Cobb lacks sewer all together. Most areas where sewer is not available is due to the topography of the land and may never need sewer service based on large lots that could handle septic systems. The following map (Figure 88) shows areas of the county where sewer is prevalent and where it is lacking.

Stormwater Management (SWM) continuously updates the limits, magnitude and frequency of the 100-year frequency flood hazard in the County, to determine the extent that flood hazard areas have been augmented by human activity (i.e. dams and development). This is done to determine at what extent possible should certain lands be excluded from future development and what lands could be publicly owned, preserved and reclaimed as major floodplains and used as natural flood storage areas to the maximum extent practical.

In addition to the floodplain management, SWM maintains stormwater infrastructure dedicated to and accepted by Cobb County for perpetual maintenance according to our current County Code utilizing best management practices and complies with federal and state mandates regarding clean water laws and regulations. SWM monitors a wide spectrum of non-point source pollutants within the major streams in Cobb County and implements plans to improve the aquatic habitat and quality of streams. SWM also monitors the biological diversity of streams as an indicator of the long-term water quality health of our major streams.



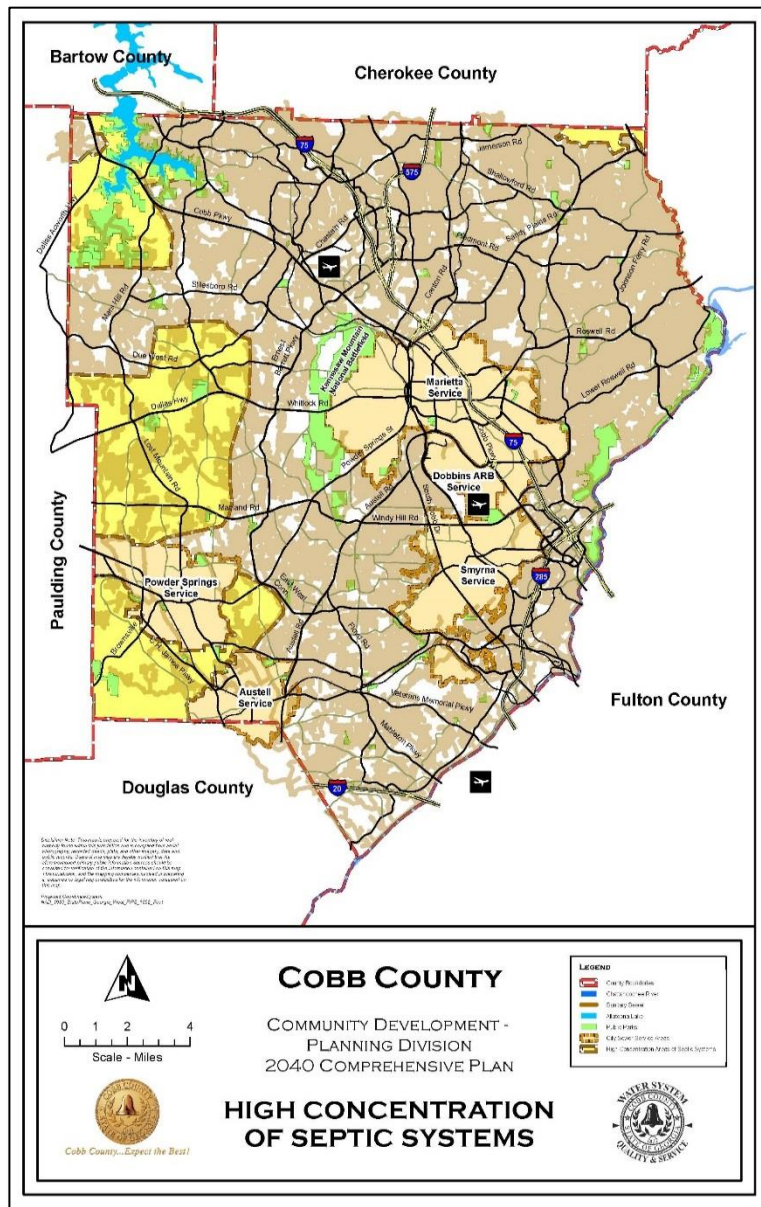


Figure 87

PARKS, RECREATION AND CULTURAL AFFAIRS

The Cobb County Parks, Recreation and Cultural Affairs Department (P.A.R.K.S) is a branch of Cobb County Government, under the jurisdiction of the Cobb County Board of Commissioners. A volunteer Recreation Board and Cultural Affairs Board serves as the Department's policy-making body, which provides programs, services and facilities.

The Department includes the following divisions: Administration, Business Management, Park Service, Recreation Services and Cultural Affairs. Park administration and business management is responsible for the basic infrastructure management and overall parks maintenance. The Operations division also includes site improvements, support to facility staff and event management. Park Services is responsible for the maintenance, design, development and construction of new and renovated parks and facilities. The Cultural Affairs division includes the arts and cultural programs and facilities offered by Cobb County.

P.A.R.K.S currently operates 44 facilities and has 1,350 developed acres. The department provides a wide range of athletic, artistic, therapeutic and educational services. Specialized facilities include the following: Cobb County Civic Center complex, which was just recently renovated, Al Bishop and Lost Mountain Softball complexes, four recreation centers, four community centers, three arts centers, 112 tennis courts, four indoor aquatic centers and two outdoor pools, 20 miles of trails, two golf courses and the fairgrounds at Jim Miller Park. The department also serves as a resource for more than 70 volunteer groups, assisting them in areas such as park use, scheduling, incorporation, by-laws and technical expertise.

P.A.R.K.S provides instructional, competitive and social activities for people of all ages. Cobb's facilities provide the opportunity for Cobb County citizens to use their leisure time in a constructive, healthy, gratifying and expansive manner. They also give the County's youth the body-building and mind-expanding opportunity to pursue the recreational activity of their choice. Over 7,230,000 participants took advantage of these programs and facilities during 2015, and with continued growth of Cobb's population, the challenge to provide and maintain that high standard of service to its citizens is even more challenging.

The County park system developed and redeveloped over time in accordance with the recommendations from the 1966, 1986 and 2002 Parks and Recreation Master Plans. As part of the 2016 SPLOST, an update to the 2002 Master Plan was approved by the Board of Commissioners. The updated Parks Master Plan is a comprehensive long-range plan that incorporates senior services and includes an inventory analysis and needs assessment. The Plan contains park system and senior services recommendations, including a 10-year P.A.R.K.S and Senior Services Capital Improvement Plan, plan implementation and funding analysis, facility phasing and cost estimates. The plan time frame projects recommendations for the 10 years following the completion and acceptance of the Parks Master Plan.

The Parks Master Plan is typically completed during the same time frame as the completion of the Cobb 2040 plan. The findings and recommendations will likely become a major component to 2040 Community Work Program as annual updates to Cobb 2040 occur.

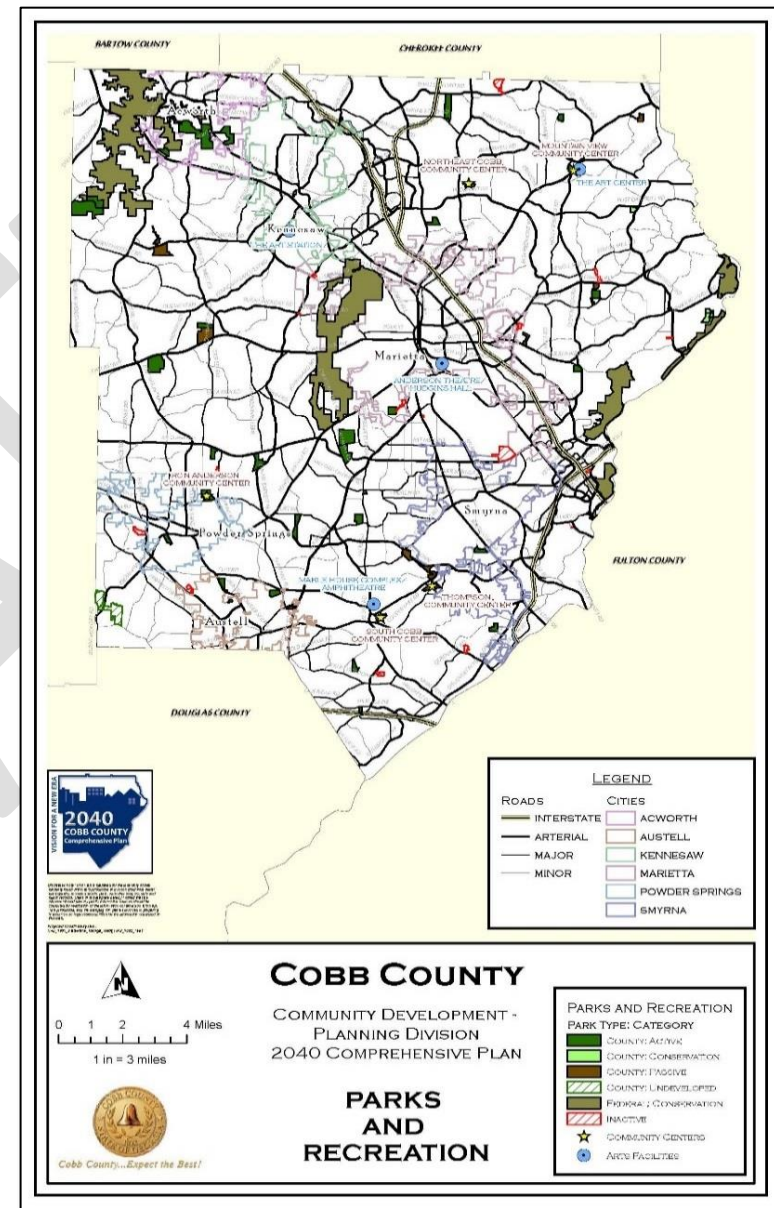


Figure 88

LIBRARY

Public libraries are important public facilities for Cobb County. With an increase in population, especially with the senior population, the library system experiences increasing demands from patrons with more leisure time and rising expectations for educational and personal achievement.

The Cobb County Public Library System (CCPLS) is a 16-branch system headquartered in Marietta, Georgia with 112 full-time employees and 104 part-time employees serving a diverse population of more than 700,000 people.

System-wide services include reference and information, interlibrary loans, programs for children and adults, free library cards to Cobb County residents and property owners, a general collection that includes books, magazines, newspapers, audio and video resources and an increasing virtual library of digital books and magazines. The Georgia Room, which is located at the Switzer Library in Marietta, contains local history and genealogical materials for Cobb County, the State of Georgia and the southeastern United States. The City of Smyrna is the only municipality in Cobb County that runs an independent, municipal library. The Smyrna Library offers many of the same programs and services as the County library system.

In 2014, the CCPLS circulated 3.1 million books, movies, audio books, digital materials, zoo passes and other resources. There were 900 classes devoted to digital training on basic and advanced computer skills that resulted in 1,300 people attending library webinars. Library patrons signed up for more than 2,000 free online continuing education classes, and 834 patrons attended a total of 137 library programs for special needs individuals. Digital downloads in 2014 totaled 229,048, which was up from 43,620 in 2010. Patrons, many without computer or

other digital device access at home, logged more than 240,000 hours on library computers in 2014.

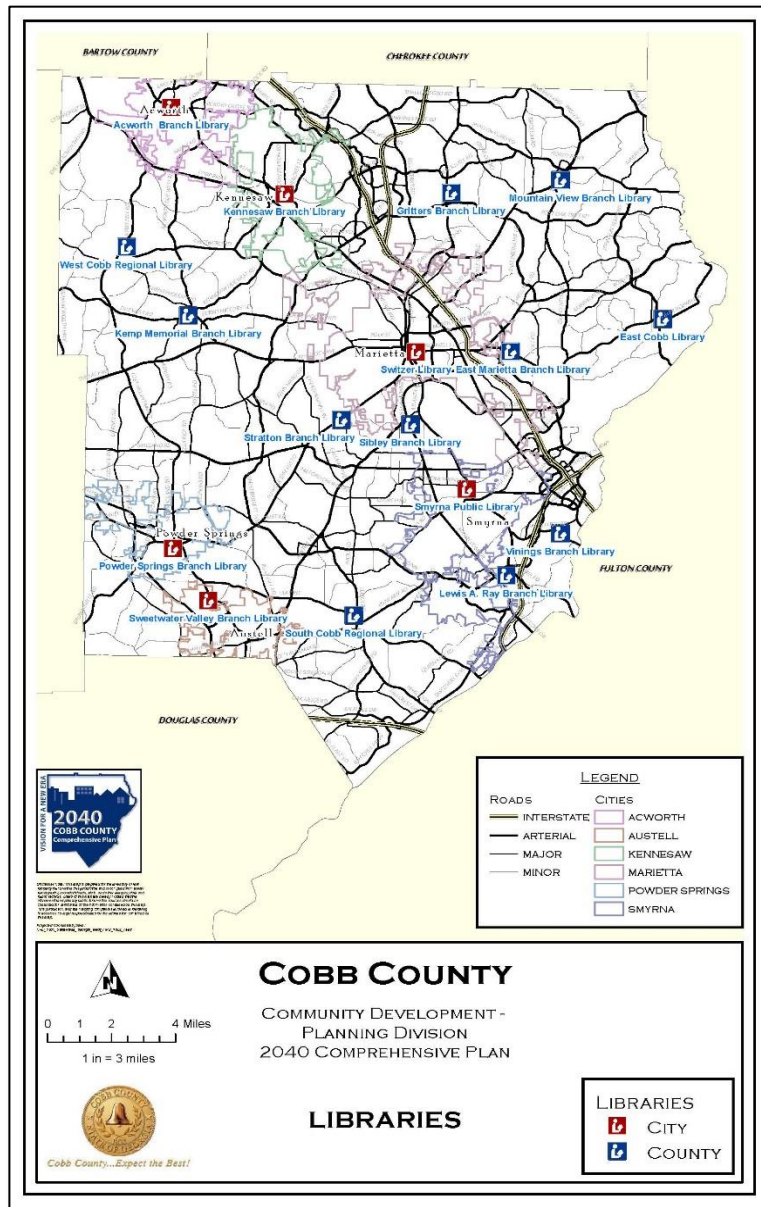


Figure 89

TECHNOLOGY

New opportunities and business ventures presented by ever-changing technological advances, particularly in the communication field, challenge communities with creative ways to adapt long term to these advances. From an economic development and communications stand point, it will be necessary for Cobb's success to address and take advantage of the evolving world of rapidly changing technology.

There are several new technologies being implemented or utilized throughout Cobb County that will or already have improved the functions of communications and economic development like faster internet speeds in small selected areas for more productivity and easier, more efficient communication of information. The County is also utilizing geographical information systems, social media and innovative ways for citizens to connect with the County on road maintenance issues through smartphone tools.

Still, there are other technical advances that may shape the way people interact with each other and businesses. There are a series of services and start-ups that enable people to exchange goods and services with other people through technology. This particular socio-economic system is in its infancy and is currently unregulated. Known businesses that are currently operating in Cobb County include Uber and Lyft, which are ride sharing companies, and Airbnb, which allows people to list their homes for rent on a daily basis.

Existing technology being provided in parts of Marietta and Smyrna includes the continuing installation of fiber optic technology for residential and commercial uses by a multinational technology company specializing in internet-related services. The installation of the fiber optic technology will allow for faster internet speeds for residents and an increase in employee productivity for businesses.

As part of Cobb County's Information Services Department, another high-tech advancement being utilized by Cobb County is Geographical Information Systems or GIS. The core GIS office is part of the Technical Operations Division under the Information Services Department, which updates and maintains the County's geographical mapping data. Most departments within Cobb County have staff dedicated to the operational use of GIS, which provides monumental data and visual information that can be easily accessed interactively through the County's website. Like a lot of the other advanced technologies, GIS is evolving and becoming more of a multimedia mapping technology. Other uses for GIS include research and analysis, scenario planning, and three-dimensional renderings, in addition to producing hardcopy maps with valuable information.

The Department of Transportation has taken an initiative to utilize advanced technology to allow the public to communicate with the Department of Transportation (DOT). A web-based work request tool that can be downloaded on smartphones allows citizens to submit non-emergency service requests directly to the DOT work management system. Citizens can photograph a problem and track progress of their request, as well as receiving automatic updates throughout the lifecycle of their request.

Examination and inclusion of recent trends keeps the Cobb 2040 plan relevant. Being that this is a long-range planning document, there are new technological trends that may possibly impact the County through 2040. There are two emerging issues in need of further consideration in subsequent updates: the sharing economy and autonomous vehicles.

The sharing economy is described as a range of activities, services, spaces and goods that represent an alternative to the individual ownership economy. For example, car sharing, bike sharing,

cooperatives, community farms, shared housing and even shared workspaces have the potential to impact the character of areas, infrastructure, tax revenue and human interactions and relationships. In addition, autonomous vehicles could reshape transportation patterns, travel habits, as well as development patterns. While some manufacturers will likely have self-driving models within the next five years, widespread use of self-driving vehicles are years away. In fact, there have been several reputable investment firms that predict autonomous vehicles could represent a majority of auto sales by 2030.

As these trends take shape, they have the potential to be revolutionary and transformative to development patterns and everyday life. Cobb County will need to begin thinking about the implications for land use, economic development and transportation planning. For example, policies regarding parking and density will influence the economics of autonomous/car-sharing vehicles. Further, the incorporation of autonomous technology into transit vehicles would radically change the cost structure of that industry.

SOLID WASTE

Cobb County's solid waste disposal system is unique to the metro area and the State of Georgia. Private haulers, in addition to the County's six incorporated municipalities collect residential waste in Cobb County. Commercial waste is collected by the private haulers only. The mission of the Solid Waste Department is to provide leadership and support in overseeing the contracted daily operations of environmentally sound solid waste and recycling facilities, to provide waste reduction programs in accordance with local, state and federal regulations and to promote stewardship of our communities through litter prevention, beautification, recycling and environmental education.

The department provides an integrated approach to the management of recycling, municipal solid waste (MSW), construction and demolition waste (C&D) and vegetative waste handling and disposal.

The Solid Waste Department is comprised of the following divisions/functions facilitated by County staff:

- Keep Cobb Beautiful
- Maintenance of Landfills
- Solid Waste Administration and Hauler Permitting
- Customer Service
- Solid Waste Management and Compliance
- Human Resources
- Accounts Payable
- Accounts Receivable
- Public Information
- Budget
- Business Services
- Procurement

The Solid Waste Department oversees the following division services that are outsourced and contracted to vendors;

- Recycling Center Operations facilitated by RockTenn Company Recycling
- Transfer Station and Material Handling Operation facilitated by Advanced Disposal Services (ADS)
- Vegetative Waste Recovery Operation facilitated by TAG Grinding Services

In accordance with the 1990 Comprehensive Solid Waste Management Act, Cobb County prepared and submitted an approved Comprehensive Solid Waste Management Plan in 2007. The plan includes waste management goals and an implementation strategy. The plans goals focused on waste reduction, waste collection, waste disposal, land limitation and education.

INTERGOVERNMENTAL COORDINATION

The role of intergovernmental coordination among local governments is essential to, among many things, the effective delivery of services to the general public. Cobb County maintains working relationships with the six (6) municipal governments within the County, as well as several other authorities and agencies serving the public. The purpose of this section is to inventory existing intergovernmental relationships and procedures that will impact success of the overall goals and initiatives mentioned within this document.

Municipalities in Cobb

As previously mentioned, there are six (6) municipalities within Cobb County: the cities of Acworth, Austell, Kennesaw, Marietta, Powder Springs and Smyrna. Each of these cities has their own local governing bodies in place, consisting of an elected mayor and city council. With the exception of Austell for which the Mayor performs the administrative functions, each has an appointed city manager that oversees the day-to-day operations of the respective city's functions. These include zoning, code enforcement, building permits, site inspections, business licenses, public safety and others. These all mirror the functions overseen by the County Manager in terms of unincorporated areas in Cobb.

House Bill 489 and House Bill 2

State House Bill 489 mandates coordination between local governmental entities on issues such as public utility/service delivery, public safety coverage and emergency response, future land use, annexation and others. The last update to the local House Bill 489 agreement was drafted and approved in 2004. Per the first article of House Bill 489, the County holds a Service Delivery Agreement with each of the cities that ensures no duplication of services by cities and counties, resulting in timely emergency response by police, fire and emergency medical personnel. This is vital due the vast overall area of the County, and because of the unincorporated islands that are surrounded entirely by municipal boundaries and are not contiguous with any other portion of unincorporated Cobb. Article 2 of House Bill 489 established procedures for annexation of property by the cities. House Bill 2 of 2007 was the last update to the procedures established by House Bill 489. It refined the dispute resolution process.

As a part of the Service Delivery Strategy mentioned above, the County holds Intergovernmental Land Use Agreements (LUAs) with each of the six cities. The LUAs are intended to ensure consistent land use patterns in the fringe areas of each of the cities. These agreements are especially significant in the annexation and rezoning process and help ensure the character of neighborhoods and communities remain intact should they be annexed and rezoned into a city. They also help to foster communication and positive working relationships between the cities, County staff and elected officials.

Other Agencies/Jurisdictional Bodies

Other than intergovernmental agreements facilitated and maintained by the Cobb County Water Systems (CCWS), Cobb County has no formal agreement with any other jurisdictional body. There are several entities with which divisions of the Community Development

Agency interact. Amongst these agencies are: CCWS, Cobb/Marietta Water Authority, the Cumberland Community Improvement District (CID), Gateway Marietta CID and the Town Center CID, to mention a few. CCWS and the Water Authority often provide vital input on potential impacts on water infrastructure caused by proposed developments, while working closely with the Zoning and Planning Division offices within the Community Development Agency. The CIDs work closely with offices such as the Planning Division, the Office of Finance and Economic Development and the Cobb Department of Transportation (DOT) regarding issues including, but not limited to the following: future land use/master planning, transportation infrastructure and redevelopment and economic development to mention a few.

Cobb County also works to establish and nurture a working relationship with the Cobb County Board of Education. A strong working relationship between the two entities will help in better addressing the issues pertaining to locations of new schools, as well as other issues having impacts on land use, transportation and water infrastructure. Additionally, they contend with issues such as a growing residential population and how to address an influx of new students.

As mandated by Federal law, Cobb County is under the jurisdiction of the Metropolitan Planning Organization (MPO) for the Atlanta region. The Atlanta Regional Commission (ARC) serves as the MPO. In accordance with state law, ARC reviews the County's Cobb 2040 updates, coordinates the review of Developments of Regional Impact, generates regional plans and projects to improve the quality of life of the region and other matters that impact both Cobb County and the Atlanta metropolitan area. Cobb is also a member of the Metropolitan North Georgia Water Planning District, which was created in 2001 via Senate Bill 130. The District, which consists of

sixteen counties and the municipalities within, establishes policy, creates plans and promotes intergovernmental coordination for all water issues in the district. The District also facilitates multi-jurisdictional water related projects and enhances access to funding for water-related projects among local governments in the District area.

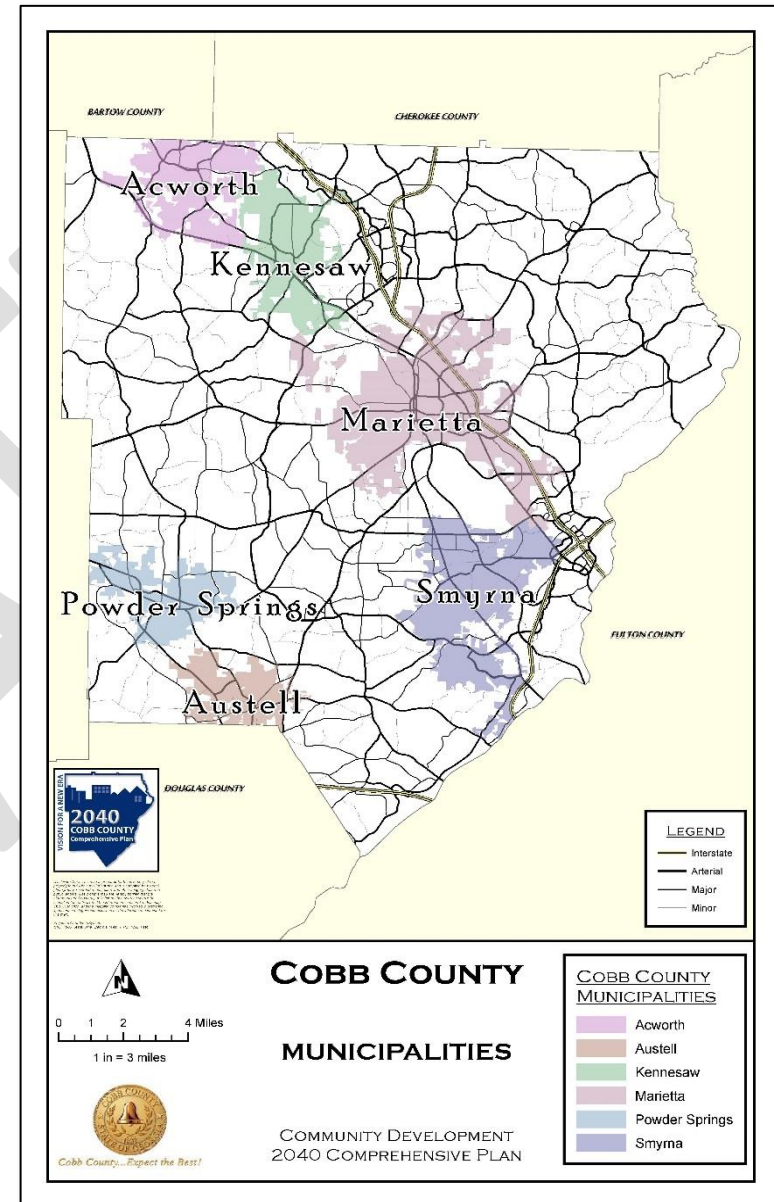


Figure 90

HUMAN SERVICES

For the purpose of Cobb 2040, the Human Services element includes sub-elements: Senior Services, Public Health and Education.

SENIOR SERVICES

As of 2010, Cobb County's senior population (65 years and up) was more than 60,632 strong and growing. Cobb Senior Services provides an array of services to meet the needs of today's seniors and searches for solutions to their challenges of tomorrow.

In 1972, the Marietta-Cobb Community Center Service was created by the Marietta Housing Authority. When the agency became a part of Cobb County Government in 1984, its name was changed to Cobb Senior Services. Cobb Senior Services' mission is to improve the quality of life for the senior citizens through innovative programs and state-of-the-art facilities that meet their levels of need.

Today, Cobb County Government operates multiple centers around the County and provides a variety of services to all citizens age 55 and older, their families and care givers. Senior Services is staffed by 43 full-time and 38 part-time employees, as well as 800 community volunteers, whose objective is assisting the senior citizens of Cobb to remain independent through affordable transportation, nutrition, recreation, education, socialization and in-home services. Funding comes through federal grants, as well as state and County government funds. Staff provides support for a very broad spectrum of seniors, ranging from:

- The very active senior who drives and dances
- The less mobile individual, who is still able to take advantage of noonday meals, transportation, social and educational programs

- The homebound senior needing trained assistance at home.

Consistent with industry trends is the method by which senior citizens are provided care. Nationally, many services are facing budget cuts and increased health care costs. Most services now strive to allow for seniors to live and age in their own homes versus the more costly managed care, nursing/convalescent homes. As will other counties, Cobb's Senior Service will need to investigate a "fee for service" cost sharing arrangement in the future for such services as "in-home" services, transportation and meals on wheels. Cobb Senior Services may also wish to expand volunteer services and increase cooperative efforts with the private sector.

Cobb County's senior population will continue to increase in number and diversity. The senior population will also make up a larger percentage of the overall population. To ensure adequate service delivery, Cobb Senior Services may want to consider the possibility of renovating or expanding multipurpose centers where needed in the new Senior Services 10-Year Master Plan, as well as looking into programs that would serve a more diverse population.

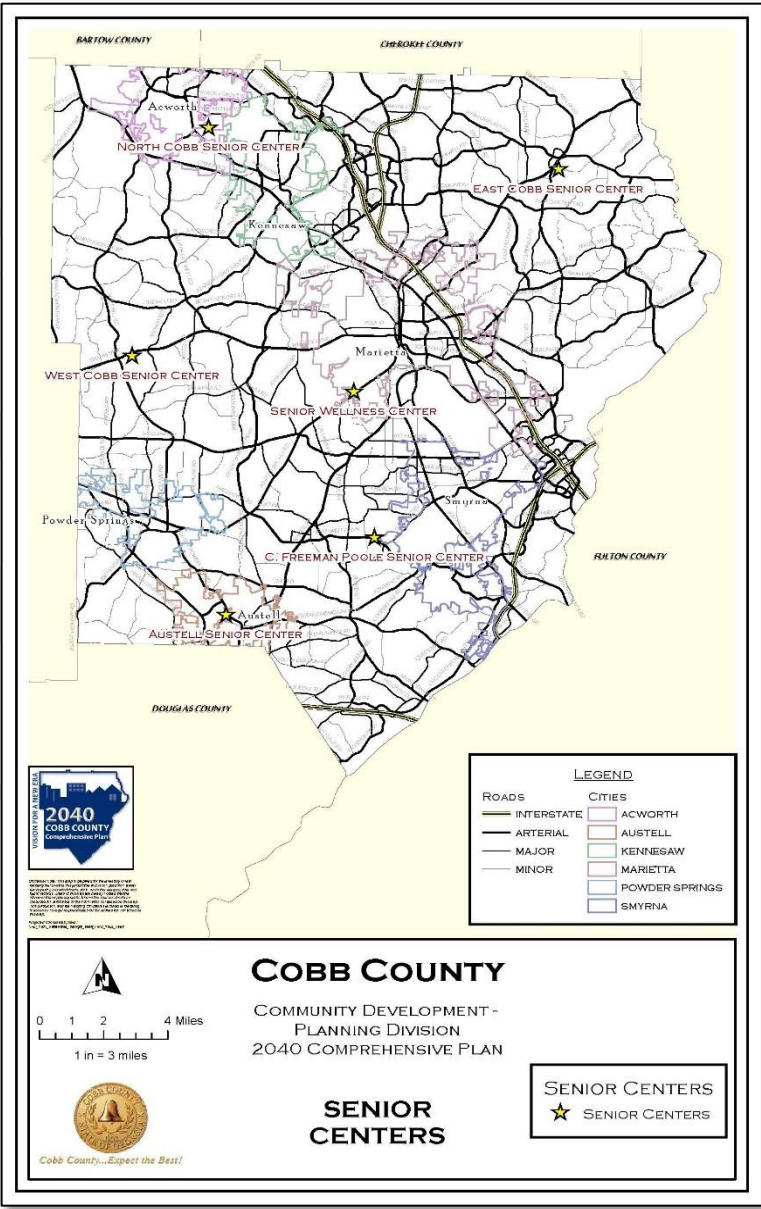
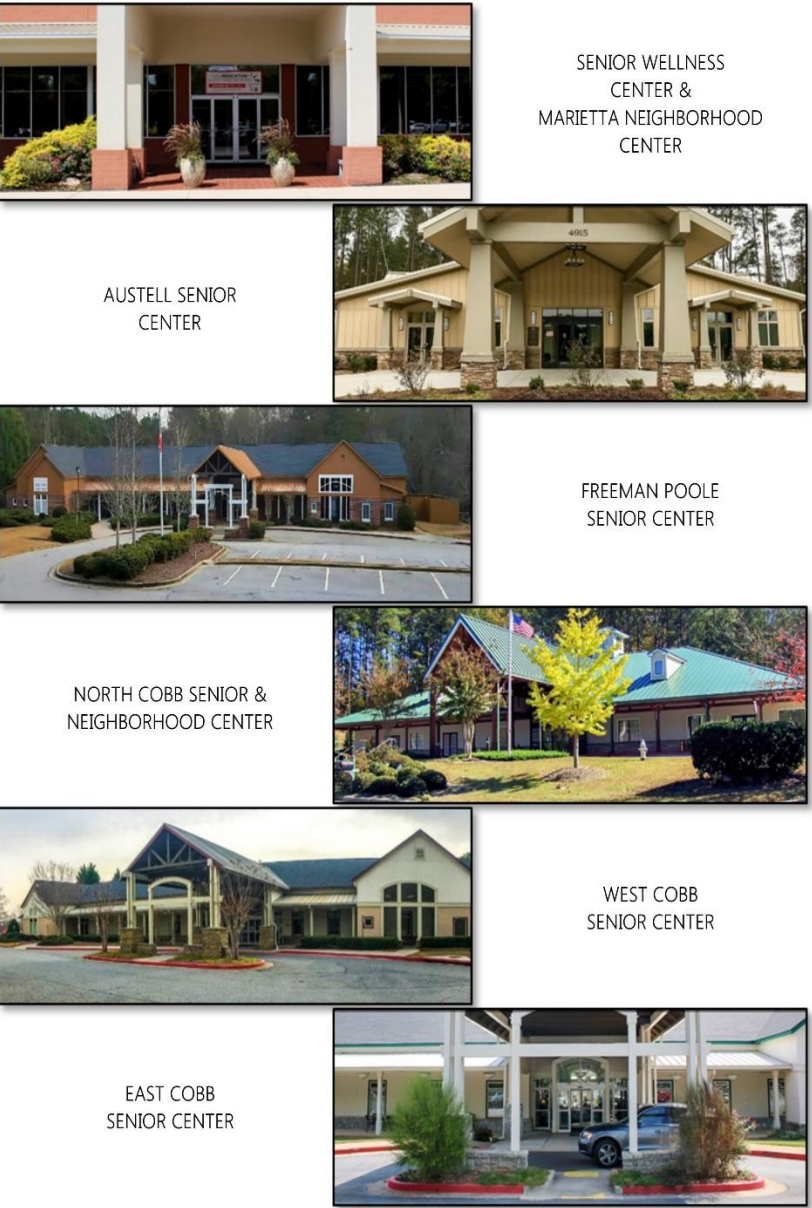


Figure 91

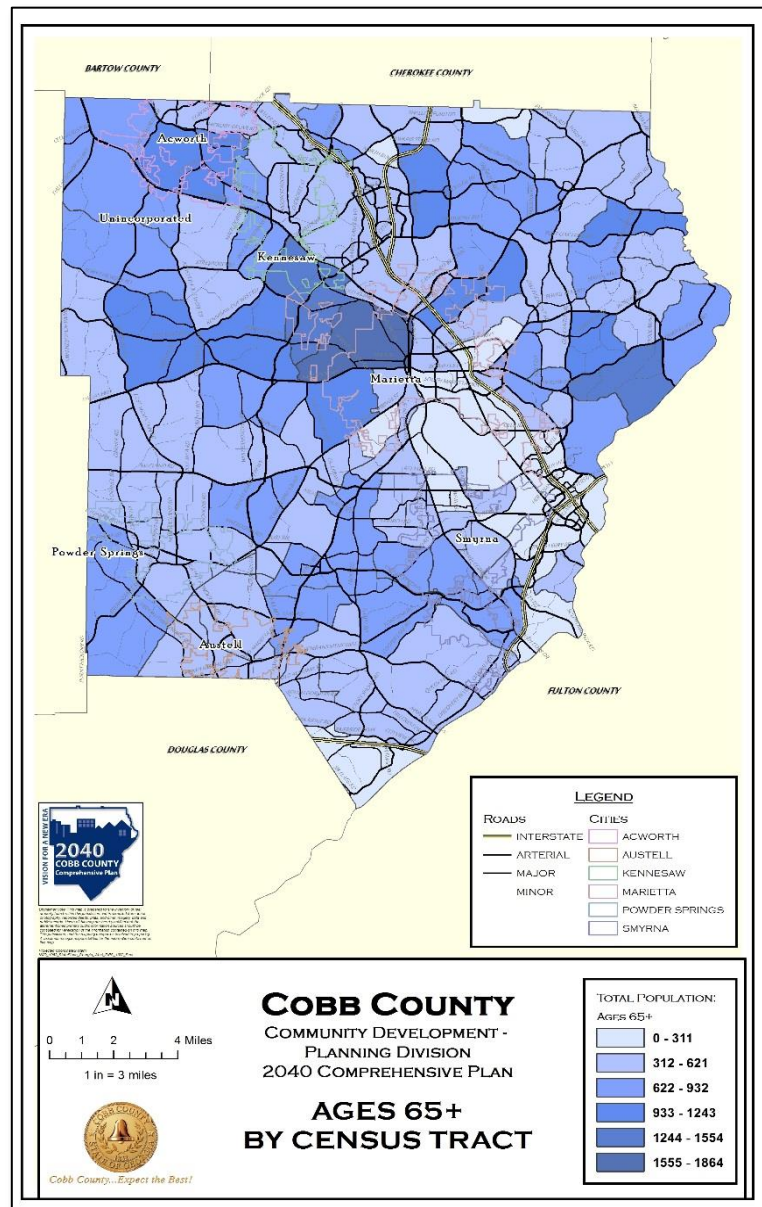


Figure 92

PUBLIC HEALTH

Cobb County's health care services, facilities and private health care systems are numerous. Cobb County Government's public health services are provided through Cobb & Douglas Public Health, the Fire Department, Emergency Medical Services and several Hospitals and Health Care Facilities.

Cobb & Douglas Public Health Services

The Cobb & Douglas Public Health (CDPH) is headquartered at 1650 County Services Parkway, Marietta, GA 30008 and governed by the Cobb Board of Health. The CDPH operates several programs at six different centers around the County, including an environmental health program. The mission of CDPH and its partners is to promote and protect the health and safety of the residents of Cobb and Douglas counties by the following:

- Preventing epidemics and spread of disease
- Protecting against environmental hazards
- Preventing injuries
- Promoting and encouraging healthy behaviors
- Responding to disasters and assisting in community recovery
- Assuring the quality and accessibility of health care

In May of 2015, the national Public Health Accreditation Board (PHAB) announced it had awarded five-year accreditation status to CDPH, which was the first health department in Georgia to earn that status.

Historically, the State of Georgia has regulated health facility/service locations via the Certificate of Need (CON) process. Recently there have been unsuccessful efforts to revise this process and allow for more market controlled/private sector decisions for location and provision of

facilities and services. Throughout the 20-year planning process, it will be of paramount importance to ensure that costly, less profitable services are still available to the neediest of County residents.

Below are infographics and charts that detail the work performed in 2015, as well as statistics profiling the health of Cobb County. Information is provided from the 2015 Cobb & Douglas Public Health Annual Report.

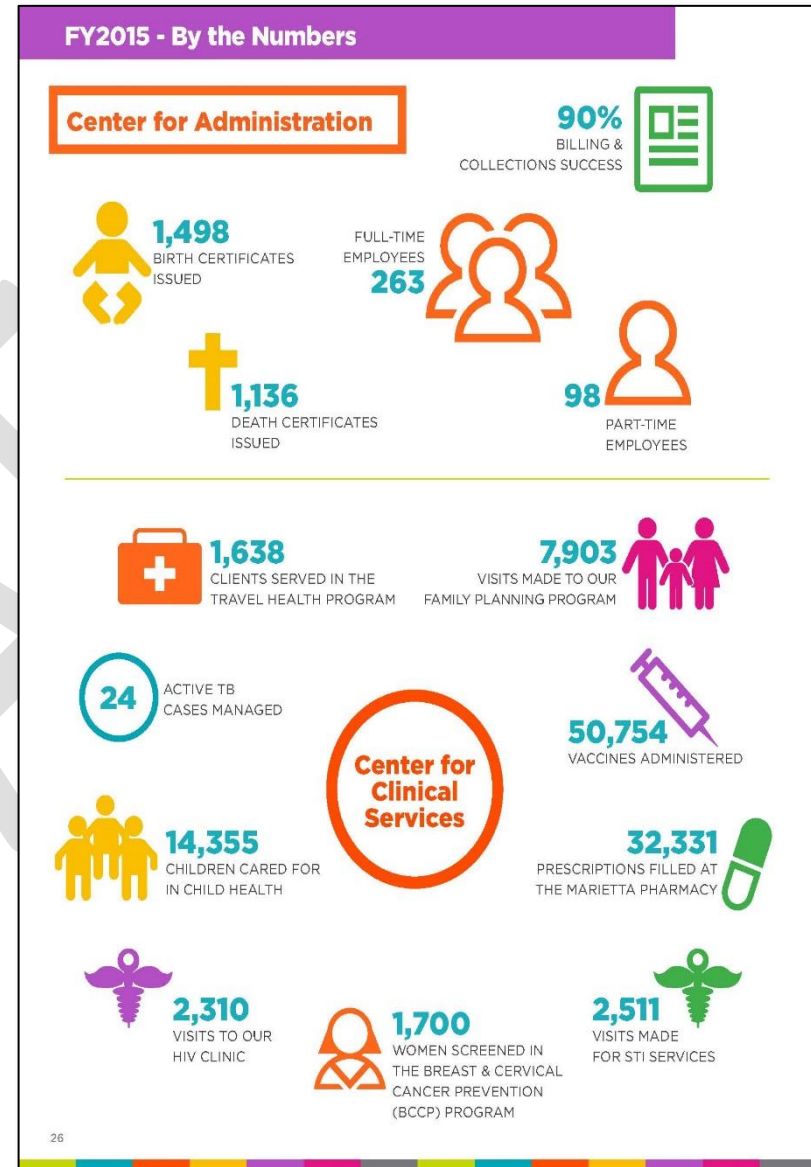
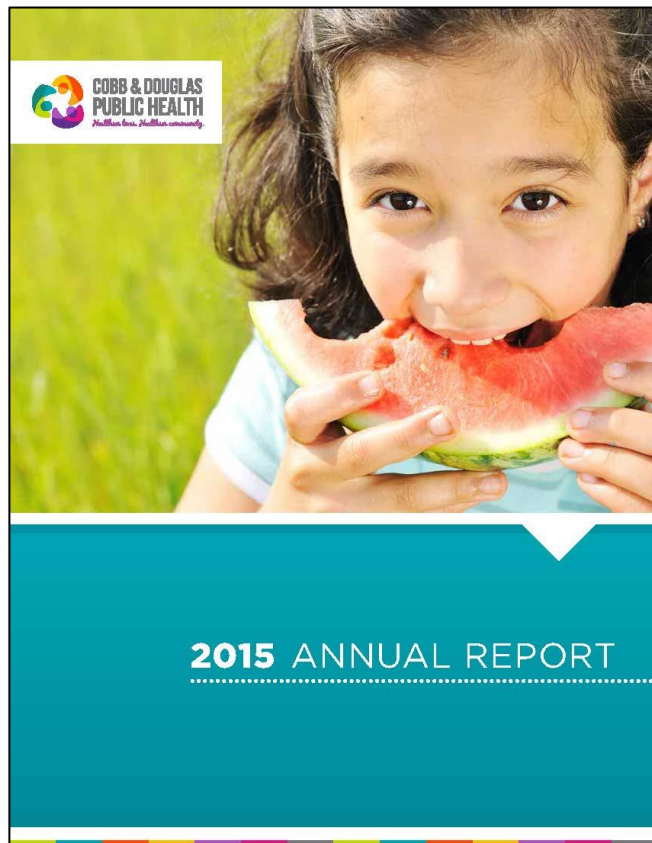


Figure 93

Source: Cobb & Douglas Public Health 2015 Annual Report

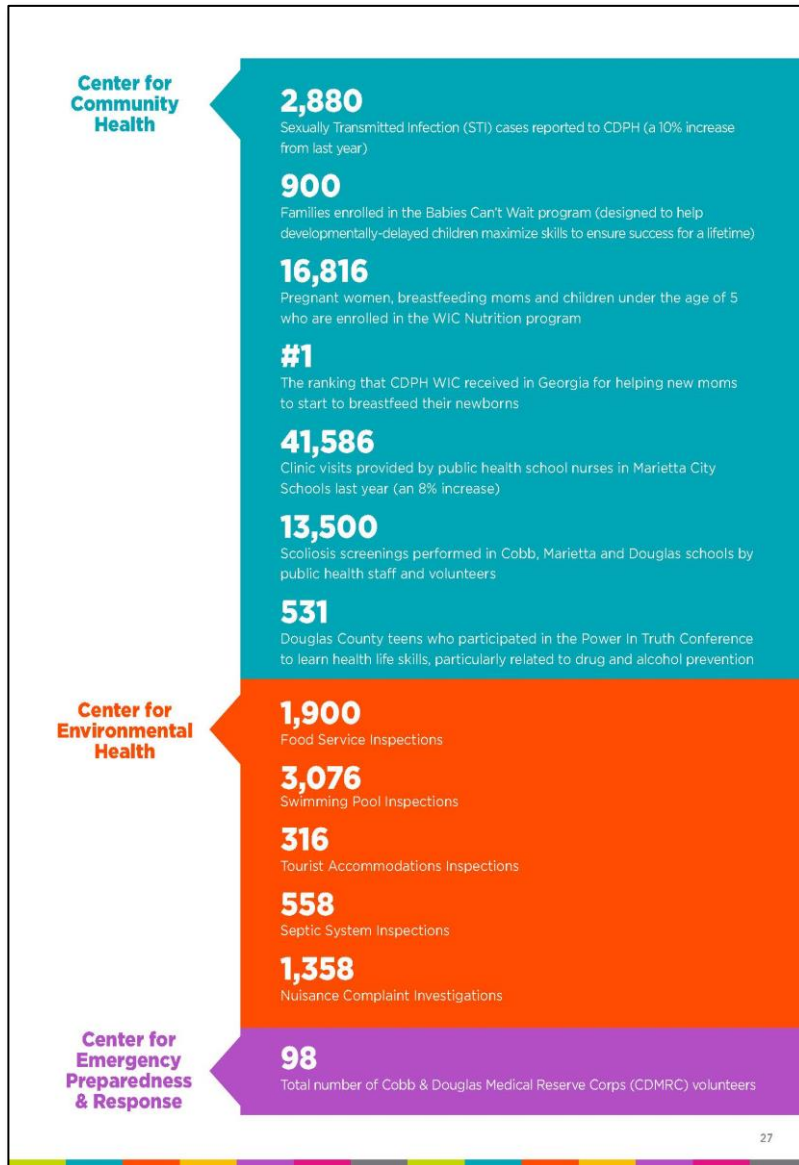


Figure 94

Source: Cobb & Douglas Public Health 2015 Annual Report

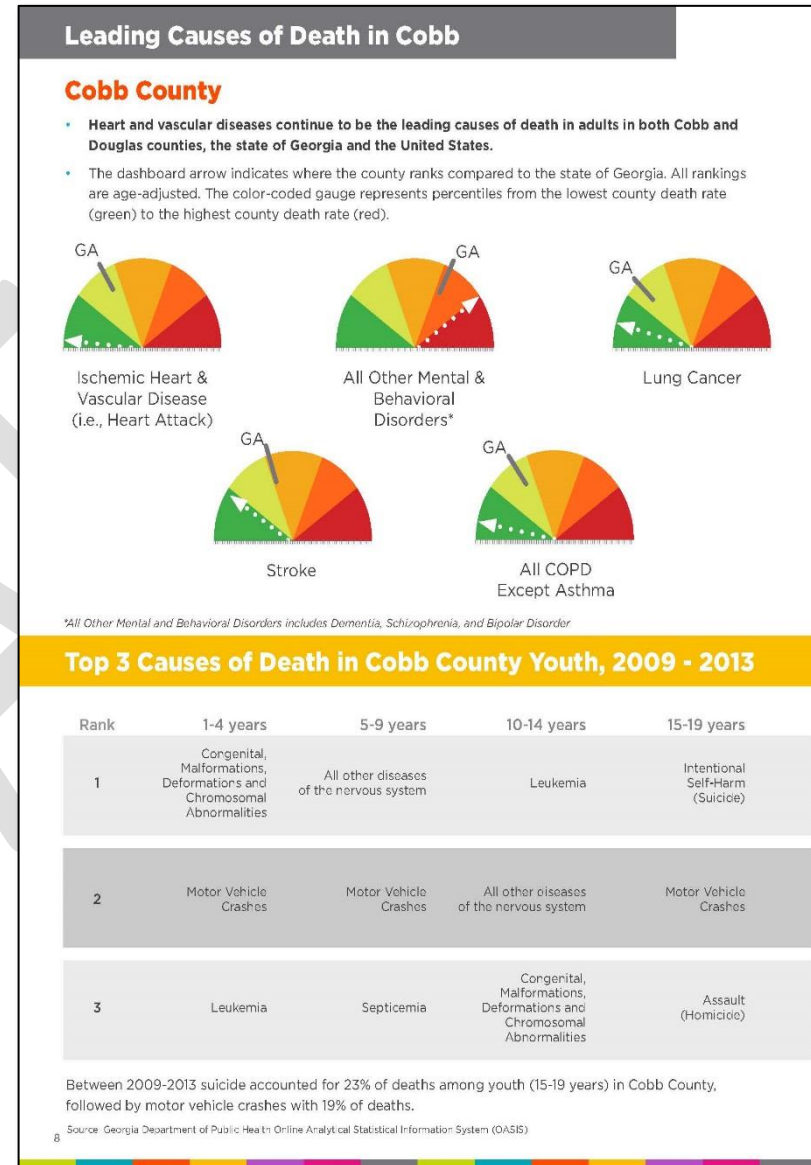


Figure 95

Source: Cobb & Douglas Public Health 2015 Annual Report

Child Health: Nutrition & Activity

Percent of Students in Healthy Fitness Zone for Aerobic Capacity,* 2011-2015



The Georgia Student Health and Physical Education (S.H.A.P.E) Act was passed in 2009. Beginning in the 2011-2012 school year, the law required each local school district to conduct an annual fitness assessment (FitnessGram) for all students in grades 1-12 enrolled in classes taught by certified physical education teachers.

Fitness scores in the Healthy Fitness Zone (HFZ) indicate a fitness level associated with positive health benefits. Additionally, students who fell within the healthy fitness zone scored higher in math and reading, had fewer discipline referrals and had better attendance. Scores not in the HFZ over a sustained period of time may indicate some health risk.

Cobb County Schools, Marietta City Schools and Douglas County Schools have all been among the first in the state to commit to the Georgia SHAPE Power Up for 30 Program, which helps students get 30 more minutes of physical activity during the school day, outside of regular P.E. and recess.

Source: How Healthy Are We? Report, Georgia FitnessGram: GADOE



Figure 96

Source: Cobb & Douglas Public Health 2015 Annual Report

Child Health: Nutrition & Activity

Percent of Students Who Somewhat or Strongly Agree That They Eat Five (5) Servings of Fruits and Vegetables Each Day



Childhood obesity in the U.S. has more than quadrupled among adolescents in the last 30 years. Obese children are more likely to become obese adults and are at increased risk for chronic illnesses, like heart disease and type 2 diabetes. Cobb & Douglas Public Health, with our partners, focuses on increasing physical activity and improving healthy eating behaviors among youth in order to reduce their risk of obesity and its related health outcomes. School policies and practices also play an important role in shaping the behavior of children and adolescents. However, parents and caregivers have the most significant influence on children's eating behaviors and amount of physical activity. CDPH encourages all residents to find ways to encourage proper nutrition and increased physical activity in the children for whom we care.

Sources: Georgia Student Health Survey, CDC Healthy Schools



Figure 97

Source: Cobb & Douglas Public Health 2015 Annual Report

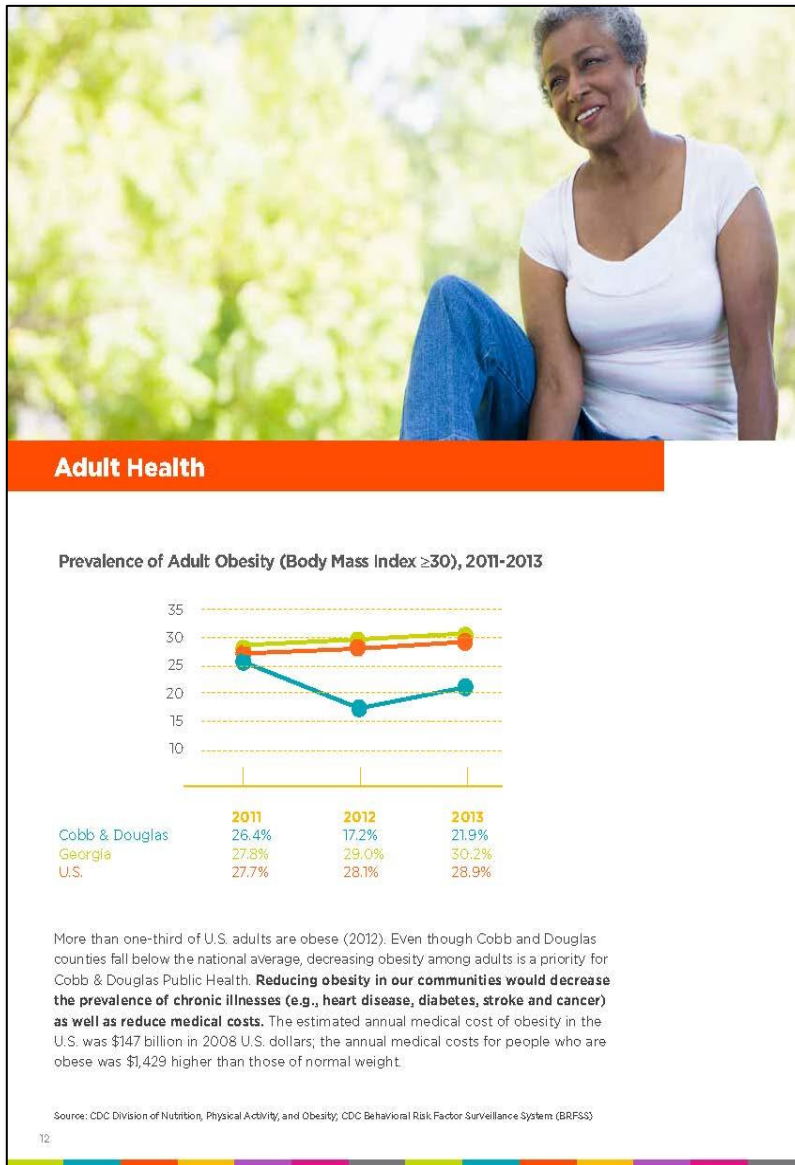


Figure 98

Source: Cobb & Douglas Public Health 2015 Annual Report



Figure 99

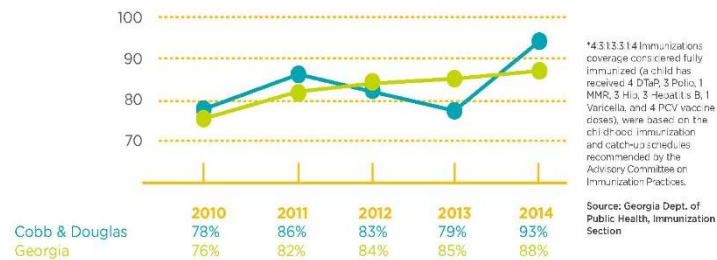
Source: Cobb & Douglas Public Health 2015 Annual Report

Infectious Diseases

Immunizations & Vaccine-Preventable Diseases

Cases of the vaccine-preventable disease, pertussis (also known as whooping cough), continue to increase nationally as well as in Georgia. Per CDC, infants aged <1 year, who are at greatest risk for serious disease and death, continue to have the highest reported rate of pertussis. School-aged children 7 to 10 years continue to contribute a significant proportion of reported pertussis cases. CDPH encourages residents to assure that their children are properly immunized against all vaccine-preventable diseases, particularly pertussis. Additionally, CDPH recommends that adult caregivers receive a booster pertussis vaccination.

Percent of Children 2 Years of Age Fully Immunized, 2010-2014



In 2014, District 3-1 immunization coverage estimates for the 4:3:3:1:4* vaccination series was 92.2%, a 17% increase from the previous year.

The importance of immunizations does not stop at 2 years of age. Cobb & Douglas Public Health strives to improve our immunization health metric yearly.

Please visit <http://www.cdc.gov/vaccines/acip/> for further information.

Starting with the 2015-2016 school year, the Georgia Immunization Program implemented a standard religious exemption form that must be turned in by any parent claiming religious objection to immunization. Moving forward, every child in a Georgia childcare facility or school claiming a religious exemption will need to have this document in their file. Now included in the form is the following statement:

"I understand that, notwithstanding my religious objections, my child may be excluded from childcare facilities or schools during an epidemic or threatened epidemic of any disease preventable by a vaccination required by the Georgia Department of Public Health, and that my child may be required to receive a vaccination in the event that such a disease is in epidemic stages."

14

Figure 100

Source: Cobb & Douglas Public Health 2015 Annual Report

Infectious Diseases

Sexually Transmitted Infections

In 2014, Georgia was:

3rd highest in the nation

for primary and secondary syphilis case rate

5th highest in the nation

for new HIV diagnoses and those living with HIV/AIDS (2013)

9th highest in the nation

for chlamydia case rate

11th highest in the nation

for gonorrhea case rate

12th highest in the nation

for congenital syphilis case rate

Primary & Secondary Syphilis Rates* Among Males, 2009-2013



*Rate = the number of cases per 100,000 population

Source: Georgia Department of Public Health Online Analytical Statistical Information System (OASIS)

Syphilis remains a major health problem, causing significant complications if left untreated and aiding in the transmission of HIV infection. Per CDC, nationally the rate of primary and secondary (P&S) syphilis increased 12% among men during 2012-2013. Locally, Cobb County has averaged 54 cases of P&S syphilis among males of all ages per year since 2009 while Douglas averaged six cases among males per year. Therefore, CDPH's STI Epidemiology and the Adult Health clinics work to identify and treat syphilis cases while providing the community with education to combat this epidemic.

15

Figure 101

Source: Cobb & Douglas Public Health 2015 Annual Report

Hospitals/Health Care Facilities

Cobb County has state-of-the-art medical care facilities provided by nine hospitals or specialty care centers located within the County, including three psychiatric hospitals. In addition to the medical care facilities, there are several private pharmacy businesses scattered throughout Cobb, as well. Figure 103 shows all health facilities in Cobb County.

Although County-provided health services are present and available to all residents, it does not appear to have a strong presence in the south and western areas of Cobb. Within the next 20 years, the County may wish to investigate the establishment of a facility in this area.

Development and Healthy Living

Today, as public health concerns increasingly center on chronic disease and safety, it has been documented that past development patterns contributed to this national health problem. To assist in creating a healthier Cobb and to help reduce healthcare cost and taxpayer money, development policies could be revised to encourage more active communities. Neighborhoods with sidewalks, as well as biking and walking trails that connect to other neighborhoods, schools, parks and commercial centers, would facilitate opportunities for a healthy Cobb County. In addition, unique approaches in providing fresh food markets in “food deserts,” health services to community schools and creating a sustainable network of local non-profit organizations with an emphasis on improving the health of all people should be a focus for Cobb County.

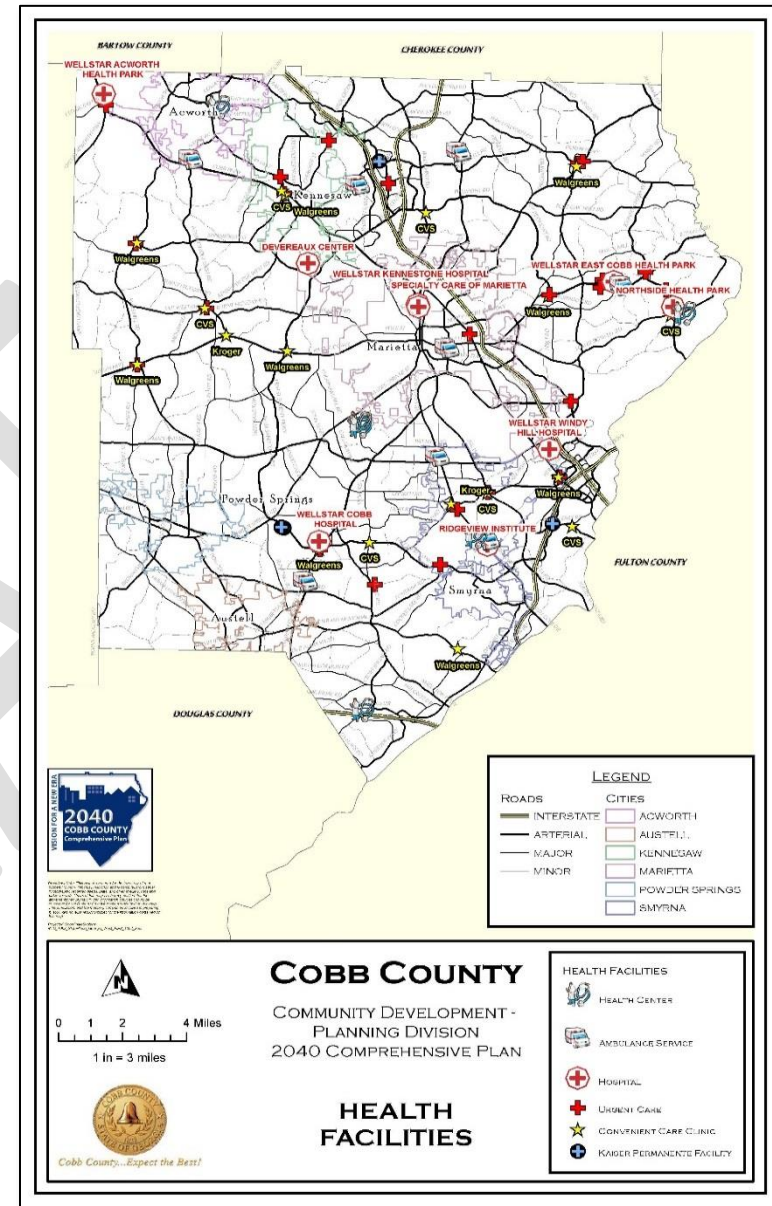


Figure 102

EDUCATION

Much of the growth in Cobb County over the last 20 years can be tied to the public and private education system and post-secondary education system that exist in Cobb County. Because of the many quality educational opportunities, residents and businesses are attracted to Cobb County. A major factor in the consideration of a community for potential residential and business locations is the quality of educational opportunities provided to the residents. Education is an important component of the culture and expectations of communities. The quality of educational opportunities found in Cobb County attract many new businesses and residents.

Public School System

As the second largest school system in Georgia and the 23rd largest in the nation, the Cobb County School District (CCSD) is responsible for educating more than 112,000 students in a diverse, constantly changing suburban environment. In 2015, the graduation rate was 81.4% with a Transiency Rate of 15% in 2017, CCSD operates 114 schools:

- Elementary Schools – 67
- Middle Schools – 25
- High Schools – 16
- Charter Schools (independently managed) – 2
- Special Education Centers – 2
- Adult Education Centers – 1
- Performance Learning Center – 1

CCSD also has six high school magnet programs for advanced studies in:

- Math, Science & Technology
- International Studies

- Engineering & Biotechnology
- International Baccalaureate
- Performing Arts
- Medical Sciences & Research

Private School System

In addition to the public school system, there are more than 100 private schools that call Cobb County home. The private school system serves more than 30,000 students with a teacher ratio of 9:1. Below is the number of schools based upon type of school.

- Private Preschools – 50
- Private Elementary Schools – 72
- Private High Schools – 29

Post-Secondary System

A multitude of benefits impact communities and individuals when citizens have access to post-secondary education. The advantages of higher education for society as a whole are both monetary and non-monetary and include lower levels of unemployment and poverty and citizens less likely to depend on social safety-net programs. These advantages generate decreased demand on public budgets. From an individual standpoint, benefits include higher earnings across all racial/ethnic groups for both men and women and a significant income gap between high school graduates and college graduates.

Post-secondary educational opportunities available to the people of Cobb County range from a University to private technical schools to satellite campuses. However, the global economy is ever changing and the County and its partners must continue to encourage educational service providers to establish new opportunities and skills for a changing job market.

The four higher education institutions that are located in Cobb County are:

- Kennesaw State University
- Chattahoochee Technical College
- Life University
- Lincoln College of Technology

School District Coordination

The relationship between the Cobb County Government and the Cobb County School District and other educational providers is vital to the continued evolution of the County. It is important that the school district and the County coordinate together on planning and zoning issues to ensure viable and active neighborhoods. It will also be imperative that staff from the Cobb County and school district share economic development, land use development and demographics information. By doing so, public service agencies can have more tools necessary to deliver services that contribute to the high quality of life that the citizens of Cobb County have come to enjoy.

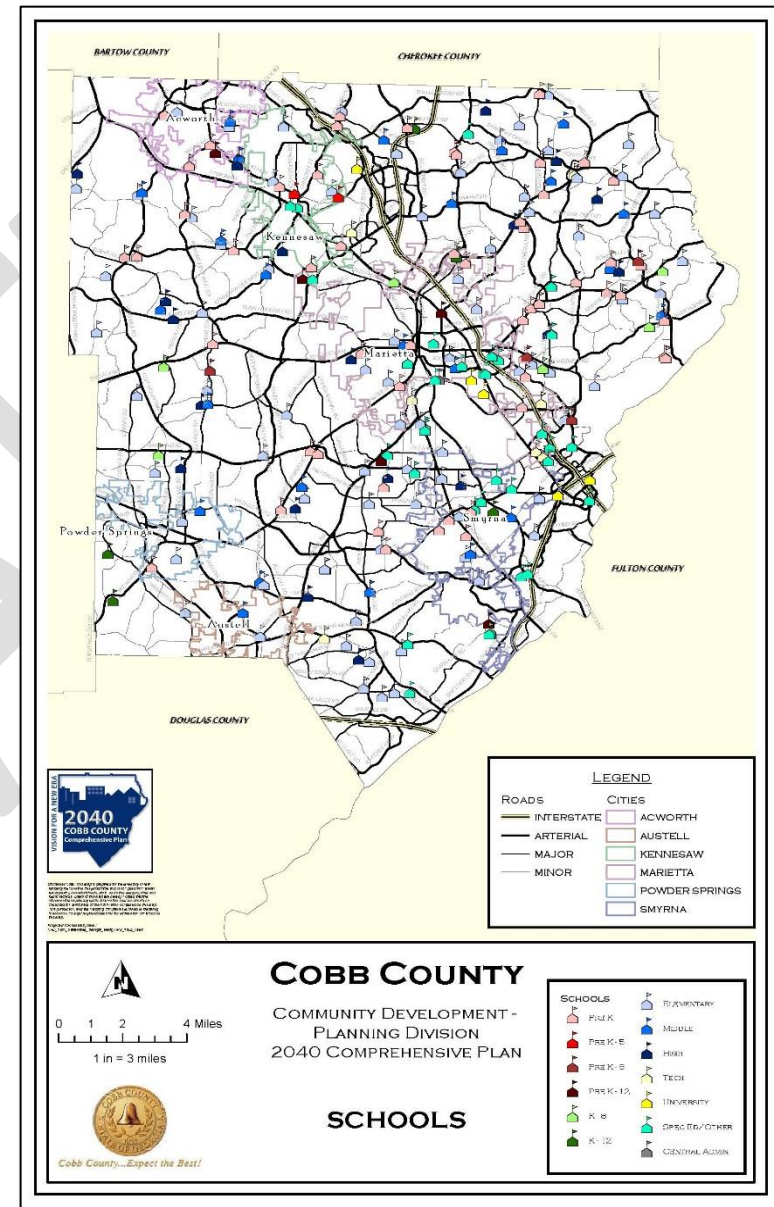


Figure 103

COMMUNITY ENGAGEMENT

INTRODUCTION

Civic engagement is a central component to any planning process. Input from stakeholders ensures the plan reflects the full range of the community's needs and values. The most important aspect of creating Cobb 2040 was involving the community every step of the way. From the first required public hearing in the spring of 2015 to the adoption of the plan in the fall of 2017, citizens of Cobb had access to copious amounts of information and numerous avenues to submit ideas and feedback. Community engagement activities are summarized here along with detailed participation documentation. Sign-in sheets were used at each public event to track the number of participants but are not included in the plan for confidential purposes.

The purpose of the Community Engagement Plan is to provide citizens a guide on how they can get involved in the development of the Cobb 2040 update. Public participation exercises were designed to educate the public and allow for area residents to provide input and feedback as the plan was being developed. The various strategies outlined in the plan were chosen to ensure all interested and participating parties have a clear understanding of the process and an opportunity to offer comments and ideas. The community engagement process was carried out by a three-pronged approach: Project Management Team, Steering Committee and General Public.

PROJECT MANAGEMENT TEAM

One of the first tasks in developing the Cobb 2040 plan was establishing a Project Management Team (PMT). The PMT consisted of Community Development staff and personnel from other Cobb County departments that best fit the plan elements. The primary objective of the team was to assist in the development of the plan by facilitating public involvement events and programs and to ensure the development of the plan met the requirements mandated by the Department of Community Affairs. In addition, the PMT reviewed public comments and feedback to ensure that the vision, goals and policies were realistic and could be achieved using best management practices. The team also assisted in coordinating the Community Work Program with various agencies and departments, as well as updating the Report of Accomplishments.



Public Meeting #1 (West Cobb Senior Center)

STEERING COMMITTEE

One of the avenues staff utilized to generate a variety of opinions from the public was a Steering Committee. The purpose of the Steering Committee was to have a number of stakeholders from different backgrounds and specialties working together to guide the

planning process and to offer innovative ideas and strategies related to Cobb's future.

The Steering Committee was comprised of various individuals who were either vetted or appointed by the elected officials. They included individuals from civic associations, business associations, students, educational representatives, city representatives and others. A full list of the different groups can be found in Figure 1.

2017 Cobb 2040 Steering Committee Groups			
Elected Officials	2	Civic Associations	4
Planning Commissioners	2	Atlanta Regional Commission	1
Historic Preservation Commission	1	Conservation Organization	1
Public Safety	1	Cobb County Chamber of Commerce	1
Cobb County Department of Transportation	2	Business Associations	4
Cobb County Parks and Recreation	1	Town Center CID	1
Cobb County Water Systems	1	Cumberland CID	1
Cobb County Community Development	5	Cobb County School System	1
Community Relations Council	1	Kennesaw State University	2
City of Acworth (Staff)	1	Chattahoochee Technical College	1
City of Kennesaw (Staff)	1	Student Representative	2
City of Marietta (Staff)	1	Development Industry Representatives	2
City of Smyrna (Staff)	1	Millennial Representatives	2
City of Powder Springs (Staff)	1	Cobb NAACP	1
City of Austell (Staff)	1	Hispanic Chamber of Commerce	1

Figure 1

Each member of the Steering Committee was given a handbook designed to consolidate guidance to help understand the expectations, roles and time commitment of the committee.

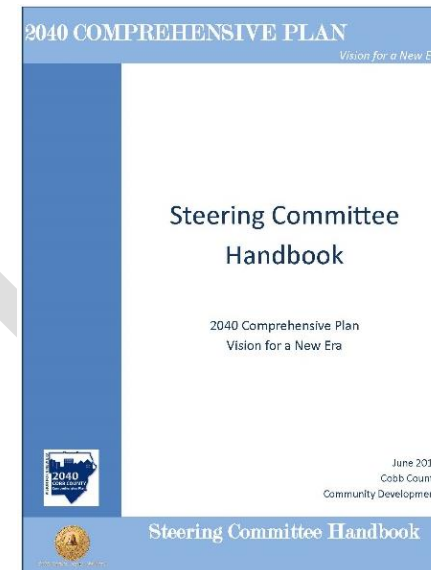


Figure 2

The specific roles of the Steering Committee are highlighted below:

❖ **Provide a Unique Perspective**

Steering Committee members have a unique viewpoint within the Cobb County community. Members were selected because of their interest in the County's future, organizational background, knowledge of the community and willingness to help establish the desired vision for Cobb County.

❖ **Plan Development**

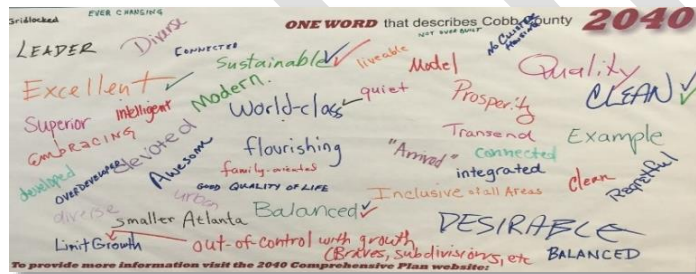
Steering Committee members provided a perspective and insight on information gathered through the plan development process. Members assisted staff in identifying issues and opportunities, community goals, drafting policies, creating Cobb's 2040 vision and generating a community work program.

❖ Learning and Sharing Information

Over the course of the plan's preparation, the steering committee introduced new ideas about growth management, demographic trends, new technologies and other information related to the plan elements. Additionally, members provided further insight to the project team in an effort to gain an increasing understanding about the opinions and positions of the various interest groups and neighborhoods throughout Cobb.

❖ Networking and Recruitment

Steering Committee members are well connected to others who have a keen interest in the way Cobb County should grow. These connections include friends, neighbors, business associates or other partners who provide vital information for the future of Cobb County. By inviting these individuals to participate in the planning process, it helped to make sure that all important viewpoints within the community were heard. Steering Committee members were expected to act as liaisons to the community and various interest groups by keeping them informed about the process and distributing information about public meetings and contents of the plan document.



Public Input (one work exercise)

A complete list of Steering Committee members and group representation can be found below.

Board of Commissioners

Michael H. Boyce	Chairman
Bob Weatherford	District 1 Commissioner
Bob Ott	District 2 Commissioner
Joanne Birrell	District 3 Commissioner
Lisa Cupid	District 4 Commissioner
Tim Lee	Former Chairman

Planning Commission

Mike Terry	Appointed by Commissioner Bob Ott
Skip Gunther	Appointed by Commissioner Bob Weatherford
Judy Williams	Appointed by Commissioner Joanne Birrell
Galt Porter	Appointed by Commissioner Lisa Cupid
Thea Powell	Appointed by Chairman Michael H. Boyce
Christi Trombetti	Former Joanne Birrell appointee

Community Members

John Adams	Cobb County School District
Alex Almodovar	Student – Kennesaw State University
Tom Bills	Parks & Recreation
Deane Bonner	Cobb County NAACP
Dan Byers	Business Representative
Brianna Clark	Cobb Young Professionals
Kyeatha Clark	Cumberland Community Improvement District
Richard Crim	Dobbins Air Reserve Base
Dr. Bryan Crute	Community Relations Council
Destiny Davidson	Public Safety
Brantley Day	Cumberland Community Improvement District
Christine Dobbs	City of Acworth
Mandy Elliott	Community Development
James Ferrell	Public Safety
Jill Flamm	Resident
Keli Gambrell	Resident
Tina Garver	City of Powder Springs
Nelson Geter	Cobb County Development Authority
Jessica Gill	Senior Services

Jim Graham	City of Austell
Karen Hallacy	Cobb PTA
Dana Johnson	Community Development
Dr. Jack Kennedy	Cobb & Douglas Public Health
Rusty Martin	City of Smyrna
Cassie Mazloom	Emergency Management Agency
Eric Meyer	Department of Transportation
Robin Meyer	Resident
Frank O'Brien	Resident
Eric Olson	Water Systems
Abbie Parks	Historic Preservation Commission
Nick Parker	Cobb County School District
Michael Paris	Business Representative
Chris Poston	Business Representative
Natalia Plasencia	Student – Kennesaw State University
Sharon Qin	Community Development
Tracy Rathbone	Town Center Community Improvement District
George Reichard	Business Representative
Malaika Rivers	Cumberland Community Improvement District
Rusty Roth	City of Marietta
Stefen Samarripas	Community Development - Intern
Joe Sewell	Business Representative
Marty Sewell	Department of Transportation
Donna Shaw	Business Representative
Ron Sifen	Resident
Darryl Simmons	City of Kennesaw
Michael Stine	Resident
Captain Dennis Thayer	Public Safety
Todd Thrasher	Business Representative
Phillip Westbrook	Community Development
Ken Williams	Dobbins Air Reserve Base
Shundrika Williams	Resident
Bob Wise	Non-Profit – United Way
Sabrina Young	Community Development

There was a total of five Steering Committee meetings/workshops/interviews that were scheduled in advance of community meetings. The Steering Committee meetings included a meet and greet, comprehensive plan education, exercises designed

to gather input, a review of presentation materials for upcoming community meetings as well as discussions regarding feedback from prior community meetings. Members also had the opportunity to play an important role in the development of Cobb's 2040 vision, goals and policies including setting priorities for the Community Work Program.

In addition to the meetings, the PMT conducted 41 Steering Committee interviews as part of the needs and opportunities assessment to discuss opinions and views on the quality of life in Cobb County. Answers to questions were consolidated into Strengths, Weaknesses, Opportunities and Threats to assist in establishing the Needs and Opportunities for Cobb 2040.

Below are the Steering Committee meeting dates:

Steering Committee Meet & Greet #1

July 9, 2015

*Senior Services Wellness Center
1150 Powder Springs Street
Marietta, GA 30064*

Steering Committee Meeting #2

October 1, 2015

*Cobb County Government
100 Cherokee Street
Marietta, GA 30090*

Steering Committee Workshop #3

May 19, 2016

*Cobb County Civic Center
548 South Marietta Parkway
Marietta, GA 30060*

*Steering Committee Open House #4**November 10, 2016**Cobb County Civic Center
548 South Marietta Parkway
Marietta, GA 30060**Steering Committee #1**Steering Committee #2**Steering Committee #3*GENERAL PUBLIC

In order for public participation to be successful, the community must be encouraged to become active in the planning process. The Cobb 2040 plan better reflects the community's preferences and desires since the entire project team was able to gather input from a wide range of citizens with various interests. The intent was to interact with the community from the beginning as a means to establish public support and trust to build consensus among the public. In general, the chosen participation techniques provided community members with comprehensive plan education, interaction and opportunities for input.

PARTICIPATION TECHNIQUES

The Project Management Team designed and facilitated several different participation techniques that involved educating the community, interacting with the community and allowing input from the community.

- ❖ Website – Staff created a project website that was updated on a regular basis throughout the comprehensive plan update process. The website included educational materials about the Comprehensive Plan, how residents could get involved, public meeting schedules, agendas and draft documents for review. In addition, there was an email address link that provided opportunities for feedback 24 hours a day, seven days a week.
- ❖ Kiosk/Lobby Displays – Use of locations such as libraries, government buildings and Senior Centers were used to post maps, photos, literature and other tools that promoted the purpose of the Comprehensive Plan and involvement in the update process. Displays and reminders were set up during other town hall meetings, forums, Board of Commissioner Regular and Zoning Hearings, Planning Commission Zoning Hearings and other public gatherings to inform the citizens of the Comprehensive Plan update.
- ❖ Interviews – As part of the existing conditions analysis and needs assessment for each of the elements, Steering Committee interviews were scheduled with each of the Steering Committee members. More than 41 Steering Committee interviews were conducted as part of the needs and opportunities assessment to discuss opinions and views on the quality of life in Cobb County. Answers to the questions were consolidated into Strengths, Weaknesses, Opportunities and Threats to assist in establishing the Needs and Opportunities.
- ❖ Community Meetings/Workshops/Open House – The Project Management Team conducted two series of public participation events and an Open House. There was a total of nine community meetings/workshops and one Open House. These events were

well attended. All meetings and workshops were designed to be easy, interactive, informational and fun.

The first series of public meetings was designed to provide information to the public as a way to expand their knowledge and understanding about Cobb County and the Comprehensive Plan process. The first round of meetings consisted of a presentation on the existing conditions information followed with small group sessions. There was a total of four public meetings (one in each Commission District) where background information was presented and breakout groups conducted a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis to assist in identifying the needs and opportunities of the Plan. Dates and locations of the meetings can be found below.

Public Meeting #1

October 15, 2015

6:00 PM-8:00 PM

West Cobb Senior Center

4915 Dallas Hwy.

Powder Springs, GA 30127

Public Meeting #2

October 29, 2015

6:00 PM-8:00 PM

East Cobb Library

4800 Lower Roswell Rd.

Marietta, GA 30068

Public Meeting #3

November 12, 2015, 6:00 PM-8:00 PM

South Cobb Community Center

600 Lions Club Dr.

Mableton, GA 30126

Public Meeting #4*Monday, November 16, 2015**6:00 PM-8:00 PM**Mountain View Community Center**3400 Sandy Plains Rd.**Marietta, GA 30066*

The 2nd series of meetings included five (5) community workshops. The events were set up so that participants could attend at any time during the duration of the workshops. They were conducted over a four-hour period in the late afternoons, through the early evenings, to allow for interested parties to attend the sessions during normal working hours or after work. There were five different exercises allowing community members to provide input. The group identified priorities for the next five years: placing green dots on needs the County should address and red dots on items where the County should not invest its time and resources. The workshop also allowed input on the Goals and Policies, establishing a Vision Statement, interactive mapping with the Future Land Use Map and looking at potential changes to the Future Land Use guidelines. In addition, one of the more unique and thought-provoking exercises was having the community define, with one word, Cobb County today and then define Cobb County in 2040. This particular exercise provided powerful input that helped staff understand the existing Cobb County and what the desires are for the future. Dates, locations and images from the meetings and workshops can be found below.

Public Workshop #1*Thursday May 26, 2016**3:00 PM-7:00 PM**South Cobb Government Service Center**4700 Austell Road**Austell, GA 30106****Public Workshop #2****Tuesday May 31, 2016**3:00 PM-7:00 PM**WellStar East Cobb Health Park**3747 Roswell Road**Marietta, GA 30062****Public Workshop #3****Thursday June 2, 2016**3:00 PM-7:00 PM**East Cobb Senior Center**3332 Sandy Plains Road**Marietta, GA 30066****Public Workshop #4****Thursday June 9, 2016**3:00 PM-7:00 PM**Atlanta Area Council, Boy Scouts of America**1800 Circle 75 Parkway**Atlanta, GA 30339****Public Workshop #5****Tuesday June 14, 2016**3:00 PM-7:00 PM**West Cobb Regional Library**1750 Dennis Kemp Lane**Kennesaw, GA 30152*

At the conclusion of the public meeting series, the Project Management Team held an Open House. The public was invited to come out and view the draft Vision, Goals and Policies and the Community Work Program to provide additional input to fine tune the final draft of the plan elements. The date and location is below.

Public Open House

Thursday November 17, 2016

5:00 PM-8:00 PM

Cobb County Civic Center

548 South Marietta Pkwy.

Marietta, GA 30060

- ❖ Public Hearings – There were a total of four public hearings as part of the Cobb 2040 plan update. The first public hearing was held on April 28, 2015. The purpose was to brief the community on the Cobb 2040 plan Development document, which was a framework plan on the proposed Cobb 2040 planning process. The 2040 Plan Development also included information on how the public could get involved and the expectations of the Steering Committee. The second Public Hearing was held in July of 2017 by the Planning Commission during their Zoning Hearing. The hearing was approximately one month after a full draft Cobb 2040 plan was available for public review. Additionally, there were two other public hearings held by the Board of Commissioners in August of 2017. The purpose of these final three public hearings was to brief the community on the plan and to provide an opportunity for residents to make final suggestions, additions, or revisions and to notify the community of when the plan would be submitted to the Regional Commission for review.



Community Meeting #4



Community Workshop #3



Community Workshop #1



Community Meeting #3



Community Workshop #2



Community Workshop #1

PROMOTING PARTICIPATION

The community engagement process included advertising and publicizing the public hearings, community meetings, workshops and website. Promoting these meetings was done through press releases, social media, road signs, informational kiosks, websites, newsletters, calendar of events and word of mouth.



Public Participation Marketing Material

PUBLIC MEETING PRESS RELEASE



**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

P.O. Box 649, Marietta Georgia 30061
770-528-2125

To: Sheri Kell, Director of Communications
From: Phillip Westbrook, Planner
CC: Aikwah Leow, Communications Manager
Dana Johnson, Director of Community Development
Dated: September 18, 2015
Re: 2040 Comprehensive Plan Public Meeting Notice Press Release

Following article to be revised, edited and placed within the CobbLine, each of the District Commissioner Newsletters, Press Release, Social Media outlets and condensed for T.V. 23 (scroll or other calendar programs) by Communications.

Article to be active from Now until November 16

Where ever possible and appropriate please use the "Cobb 2040 – Vision for a New Era" logo within publication.

Cobb 2040 – Vision for a New Era

Cobb County Planners will be facilitating informational and interactive meetings for citizens, business owners, property owners and any other interested parties in October and November at locations through-out Cobb County to kick-off the public engagement phase of the 10-year update to the Comprehensive Plan for unincorporated Cobb County.

Civic engagement is a central component to any planning process. In order for the Cobb 2040 Plan to be successful, citizens must be encouraged to become active in the planning process by providing their thoughts and ideas to ensure that the plan reflects the community's preferences and desires. Participation in these public meetings will not be difficult. All meetings and exercises are designed to be easy and fun for everyone who cares about the way their community will grow in the future. There will be a variety of times and meeting formats as the update process moves along, so all citizens should have multiple opportunities to share their ideas with Community Development.

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www.cobbcounty.org

Figure 3

There will be one meeting in each of the four Commissioner Districts, aimed at how the 2040 Comprehensive Plan guides the county, as well as providing information about existing conditions data and interactive sessions that includes the community to gather information about the needs and opportunities for Cobb County moving forward over the next 20 years. For more information please visit our Comprehensive Plan website. A link to the site is located on the Community Development webpage at www.cobbcounty.org.

Please visit us at one of the following four meetings.

Public Meeting #1

When: October 15, 2015
Time: 6:00 PM to 8:00 PM
Where: West Cobb Senior Center, 4915 Dallas Hwy Powder Springs, GA 30127

Public Meeting #2

When: October 29, 2015
Time: 6:00 PM to 8:00 PM
Where: East Cobb Library, 4800 Lower Roswell Rd., Marietta, GA 30068

Public Meeting #3

When: November 12, 2015
Time: 6:00 PM to 8:00 PM
Where: South Cobb Community Center, 600 Lions Club Dr., Mableton, GA 30126

Public Meeting #4

When: Monday, November 16, 2015
Time: 6:00 PM to 8:00 PM
Where: Mountain View Community Center, 3400 Sandy Plains Rd., Marietta, GA 30066

The Comprehensive Plan is a long-range, community designed growth strategy that will continue to make Cobb County an attractive place to invest, conduct business, and raise a family. The current plan, adopted in 2007 with subsequent annual amendments, covers the time period between 2007 and 2030. The 10-year update will extend the current plan's growth outlook to 2040. The 2040 Comprehensive Plan, which is mandated by the State of Georgia, will help Cobb County guide and manage expected population and employment growth and coordinate major public investments in Public Safety, Transportation, Community Facilities, and other important elements that make Cobb a "Great Place to Be".

If you have any questions regarding the 2040 Comprehensive Plan please call 770-528-2018 or email comdevplanning@cobbcounty.org

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Figure 4

PUBLIC WORKSHOP PRESS RELEASE

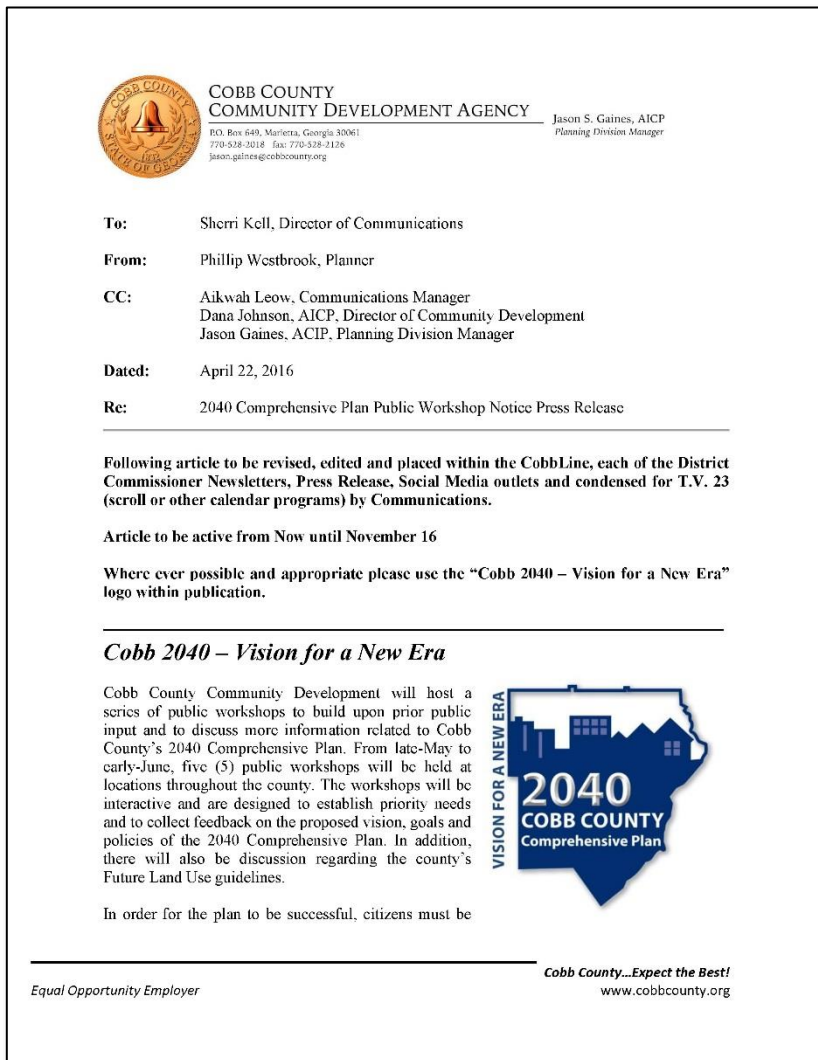


Figure 5

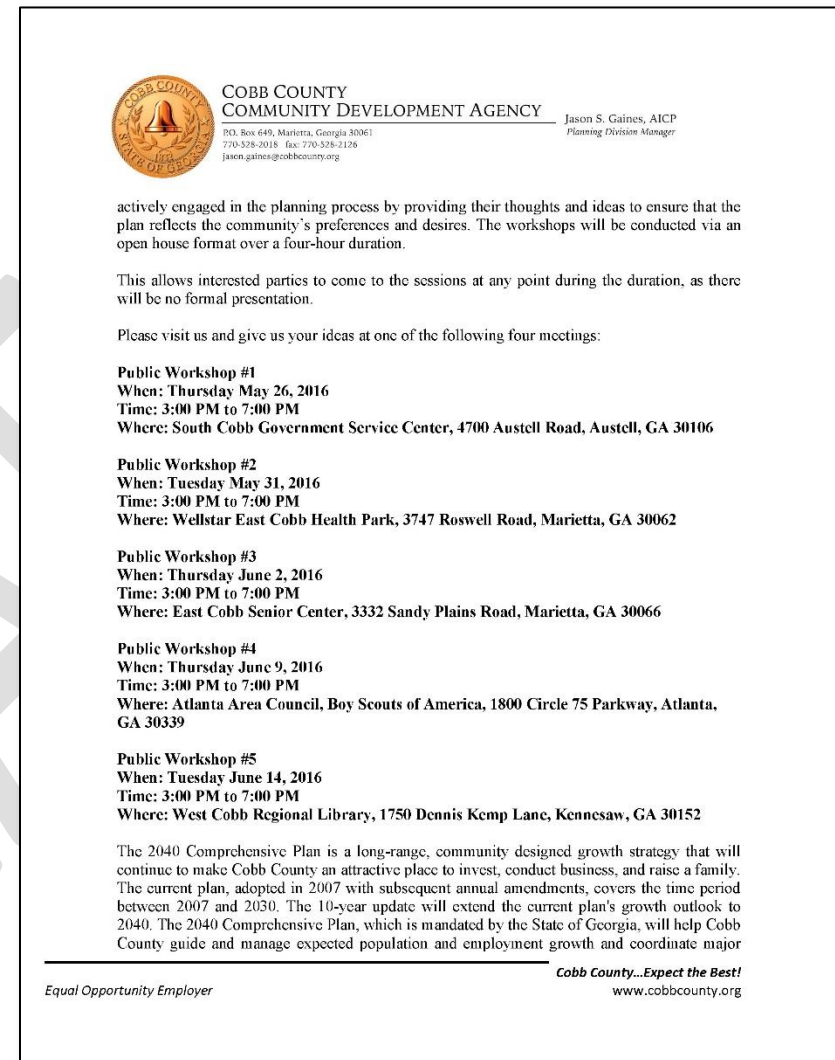


Figure 6


**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

P.O. Box 649, Marietta, Georgia 30061
770-528-2018 fax: 770-528-2126
jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

public investments in Public Safety, Transportation, Community Facilities, and other important elements that make Cobb a great place to be.

If you have any questions regarding the 2040 Comprehensive Plan please call 770-528-2018 or email comdevplanning@cobbcounty.org. A link to the site is located on the Community Development webpage at www.cobbcounty.org.

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Figure 7

OPEN HOUSE PRESS RELEASE


**COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY**

P.O. Box 649
Marietta, GA 30061-0649
770-528-2018 • fax: 770-528-2126
jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

To: Sherri Kell, Director of Communications
From: Phillip Westbrook, Planner
CC: Aikwah Leow, Communications Manager
Dana Johnson, Director of Community Development
Jason Gaines, Planning Division Manager – Community Development
Dated: October 20, 2016
Re: 2040 Comprehensive Plan "Open House" Notice Press Release

Following article to be revised, edited and placed within the CobbLine, each of the District Commissioner Newsletters, Press Release, Social Media outlets and condensed for T.V. 23 (scroll or other calendar programs) by Communications.

Article to be active from Now until November 17

Where ever possible and appropriate please use the "Cobb 2040 – Vision for a New Era" logo within publication.

Cobb 2040 – Vision for a New Era

Over the past year and a half, Cobb County has been in the process of updating its Comprehensive Plan. Known as the 2040 Comprehensive Plan, it is a community-designed growth strategy that provides a long-range vision constructed in a manner that continues to demonstrate Cobb County as an attractive place to visit, invest, conduct business, and raise a family.


In order for the 2040 Comprehensive Plan to be successful, citizens must be actively engaged in the planning process by providing their thoughts and ideas to ensure that the plan reflects the community's preferences and desires. To date, there have been four (4) community meetings and five (5) community workshops intended to gather information regarding the needs of the community and developing updated Goals & Policies. County staff has received a great deal of input from the public and now it is time to present to the public a draft of



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Figure 8



COBB COUNTY
COMMUNITY DEVELOPMENT AGENCY

P. O. Box 649
Marietta, GA 30061-0649
770-528-2018 • fax: 770-528-2126
jason.gaines@cobbcounty.org

Jason S. Gaines, AICP
Planning Division Manager

the Vision, potential Future Land Use revisions, Goals & Policies and Community Work items that will aid in plan implementation.

Cobb County staff invites everyone in the community, whether you’ve been a part of the process or are new to the process, to come out and provide feedback on the work done to-date. Details for the Open House are as follows:

Public Open House
When: Thursday, November 17, 2016
Time: 5:00 PM to 8:00 PM
Where: Cobb County Civic Center, 548 South Marietta Pkwy., Marietta, GA 30060


If you have any questions regarding the Open House or general questions concerning the 2040 Comprehensive Plan, please send an email to comdevplanning@cobbcounty.org, or call 770-528-2018. A link to the site is located on the Community Development webpage at www.cobbcounty.org.

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Figure 9

CONSOLIDATED PUBLIC SWOT ANALYSIS



Public Meeting SWOT
Consolidated Analysis
Fall, 2015

COMMUNITY S.W.O.T ANALYSIS

Cobb County facilitated informational and interactive meetings for citizens, business owners, property owners and other interested parties in October and November of 2015. During the meeting Planners informed the community of what the 2040 Comprehensive Plan is and how the 2040 Comprehensive Plan would be updated. Information related to existing data analysis and findings were also presented to the community in four separate meetings at separate locations across Cobb County. Following the presentations participants were separated into groups to gather key information about the needs and opportunities moving forward over the next 25 years. The Strengths, Weaknesses, Opportunities, & Threats (SWOT) analysis results are listed below along with priority figures (Count) and the particular elements (Element) that relate to the topic. The following is information that was provided when asking the community to identify the key metrics related to the SWOT of Cobb County. The "Count" column identifies the number of times that a particular topic some form of the topic was stated. The "Element" column provides all elements that the particular topic should be linked to.

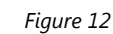
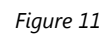
The list below will be combined with the existing conditions data analysis, an analysis of consistency with the Department of Community Affairs' Quality Community Objectives, interview results from the 2040 Steering Committee, the phone survey completed by the A.L. Buruss Institute and public comments submitted from the 2040 Comprehensive Plan website to identify prioritized needs and opportunities for each element of the plan that correspond to implementation measures in the Community Work Program.

Strengths	Count	Element
Parks & Recreation (Parks/Recreation/Greenspace, Federal parks, Marietta square, parks, Kennesaw Mtn., cultural facilities & opportunities, outdoors, silver comet, recreation, parks & trails, aquatic center, little league programs, greenspace, bike trails)	24	Parks & Recreation, Community Facilities, Transportation, Public Health, Economic Development, Urban Design
Location (convenient to assets, proximity to facilities, close to Atlanta, close to nature, access to highways & interstates, accessibility x2, proximity to regional airport, proximity of international airport, access to regional destinations, proximity to Atlanta x2, proximity to mountains, climate x2, relative to regional destinations)	24	All Elements
Quality of life (stable family, Marietta square, churches, quality retail shops without traveling to mall, low cost of living, stable community, convenient shopping, churches, clean, affordable, physical space, low cost of living, retail prices, nice people, civic organizations, civic engagement, income, diversity of different neighborhoods, ethnicity, age)	24	All Elements
Low Cost Living (low tax rate, low cost of living overall x4, tax exemptions for seniors x5, disability, low property tax, low sales x2, tax structure (sales tax rate), senior council)	21	All Elements
Education (college opportunities, educational attainment x2, good quality schools x4, higher education opportunities, schools)	20	Education, Land Use, Public Health, Economic Development, Parks & Recreation, Transportation


Public Meeting SWOT Consolidated.docx DRAFT 1

Figure 10

A2.14



Public Meeting SWOT Consolidated Analysis Fall, 2015




Weaknesses	Count	Element
Economic Development: (lack of investment in South Cobb, not enough small businesses or high tech jobs, general lack of high paying jobs, quality of businesses on Veterans Memorial Highway, livable wages, residents leaving)	7	Economic Development, Land Use, Transportation
Water (lack of sewer, cost of water, stormwater, lack of water & stormwater infrastructure)	5	Community Facilities (Water), Public Health
Intergovernmental coordination (lack of integrated plan across counties, Regional Development Center (ARC))	5	Intergovernmental Coordination
Technology (lack of fiber optics, more information online, lack of technical infrastructure)	3	Community Facilities (Technology), Public Safety
Natural & historic Resources (environmental protection, trees threatened by invasive species, lack of preserving old trees during development, wildlife protection/preservation)	2	Natural & historic Resources, Land Use, Public Health
Redevelopment (blighted shopping centers)		Economic Development, Land Use, Urban Design, Transportation, Public Health
Location (proximity to Atlanta)		All Elements
Community Facilities (Library hours)		Community Facilities (Library)

Opportunities	Count	Element
Land Use (better use of land use plan, more aware of zoning, more public input, higher densities around Highway 41 and I-75, keep rural feel of west Cobb, limit growth, central gathering space, mix use livable communities in higher density areas, braves, redevelop blighted shopping centers x2, mixed use/income development x3, utilize Mableton Farm Base Code, more development of South Cobb, create more walkable communities with sidewalks that connect to services and entertainment, transform Cobb into green community, maintain lower densities, development/redevelopment in appropriate areas, proactive planning, provide more affordable senior living options, develop live, work, play areas in Cobb, maintain a sense of place, provide more architectural design guidelines)	28	Land Use, Urban Design, Housing, Natural & historic Resources, Intergovernmental Coordination, Education, Public Health, Economic Development

| PublicMeetingsSWOTConsolidated.docx DRAFT 1

Figure 13

Public Meeting SWOT Consolidated Analysis Fall, 2015




Opportunities	Count	Element
Transportation (more technology, provide bike lanes x3, telework, better transit options (CCT, FLEX, EXPRESS) in appropriate areas (light rail, associated parking) x5, more walkability (sidewalks and fill in sidewalk gaps) x4, more multi-use trails, connect to MARTA and maintain security, MARTA to access new stadium, provide more bus stops, traffic signal timing, commuter rail on NS line, network of bike and walking trails x3, regional public transit and more routes, more transit, transit for seniors, shuttle buses during rush hour, schedule for express bus, take advantage of McCallum International airport)	27	Transportation, Parks, Public Health, Urban Design, Land Use, Intergovernmental Coordination, Economic Development
Parks & Recreation (maintain & expand quality of services within PARKS, need more passive parks, complete planned parks before looking to expand, preserve more open space & greenspace, build on connecting to the Chattahoochee River using fed, parks and creeks/streams, expand existing parks i.e. Yaskon prop, more soccer fields near Mableton Elementary, make silver comet trail a destination with focus on Floyd Road trailhead, parks and community gathering areas, more parks, trail connections to ballfield, acquire property to connect to Chattahoochee river and recreation along river, improve opportunities for arts/entertainment (i.e. public sculptures, creative art places, broader entertainment, smaller venues utilizing local talent, better communication between seniors & arts)	19	Parks & Recreation, Community Facilities, Transportation, Public Health, Economic Development, Urban Design
Economic Development (attract more businesses, consider sharing economy, take advantage of locked & young highly educated pop, improve on entrepreneurship, grow more high tech businesses, increase jobs to lessen traffic (less commuters moving out of county), promote South Cobb x2, more incentives for businesses to create jobs for local residents, workforce development, increase jobs for millennials, attract more technology focused companies, form partnerships with KSI to form economic spinoff businesses, market Cobb amenities, take advantage of economic impact from Braves move, more good paying jobs)	15	Economic Development, Education, Land Use, Transportation, Technology
Government Services (leverage diversity on committees, need ambassador program, keep youth in community, grow community involvement, promote community service through schools & civic groups, promote family life, reduce/stabilize transient population, advertise county events in local community, keep community more informed with better information, better use of existing resources, ensure ongoing existing services (net housing only), continue funding to maintain and/improve the Quality of Life of the County)	14	All Elements
Education (improve quality of education, take advantage of higher education universities and tech schools, encourage more education, encourage more education for seniors, improve educational programs, smaller class sizes, provide new schools & promote higher education, improve public relations for South Cobb County schools, equal disbursement of funds for schools, creative scheduling for all students, improve school quality/equality county wide x2, maintain small size elementary schools, improve coordination between county government and Cobb County School District)	13	Education, Land Use, Public Health, Economic Development, Parks & Recreation, Transportation
Technology (fiber optics for Wi-Fi, Wi-Fi in parks & all public facilities, promote activities through social media, more high speed Wi-Fi accessibility countywide x3, focus on technological advances in transportation and infrastructure, cable underground)	9	Technology, Community Facilities, Economic Development

| PublicMeetingsSWOTConsolidated.docx DRAFT 1

Figure 14

Public Meeting SWOT
Consolidated Analysis
Fall, 2015




Opportunities	Count	Element
Senior Services (more Senior centers to meet projected demand, affordable housing designed for seniors, balance needs of seniors & millennials, improve senior benefits, better communication between seniors & arts)	5	Senior Services, Community Facilities
Public Safety (improve higher crime areas, new police precinct in NE Cobb and South Cobb, provide more officers, proactive ideology, new station/precinct, provide creative way to better interact with the community)	5	Public Safety, Public Health, Technology
Housing (accommodate smaller household sizes for millennial and senior populations, create more affordable housing x2)	4	Housing, Land Use, Economic Development
Redevelopment (improve retail in South Cobb, tax incentives for redevelopment)	2	Land Use, Urban Design, Economic Development, Housing, Transportation
Intergovernmental Coordination (Cobb/Paulding provide more jobs)		Intergovernmental Coordination
Solid Waste (more recycle centers)		Community Facilities
Natural and Historic Resources (more trees)		Natural & Historic Resources, Land Use, Parks & Recreation, Community Facilities

Threats or Challenges	Count	Element
Transportation (THREATS: Paulding County growth means more traffic through Cobb, gridlock, air traffic, traffic bad for economic development, traffic in general, expanding transit, stadium parking, more arterials, CHALLENGE: increased traffic from SunTrust Park and The Battery Atlanta, congestion, transportation for seniors in the evening hours, roads/accessibility of roads and expansion of roads, biking/walking, gridlock/traffic congestion, high fatalities on I-75 & I-285, fix traffic to improve quality of life, getting less cars on the road.)	20	Transportation, Land Use, Economic Development, Parks & Recreation, Public Health, Urban Design
Economic Development (THREAT: traffic congestion, lack of funding or incentives to keep corporations in Cobb, small business closures, Braves' fallout, missing opportunity to connect to Atlanta, tourism CHALLENGE: providing more lucrative jobs & large businesses, keeping people to stay when visiting six flags, keeping Lockheed/Dobbins, Braves, providing new jobs, attracting quality of jobs, accommodating a growing economy, promoting tourism x2, attracting large retail to south cobb, tourism, overcoming poor perception of South Cobb, parking related to stadium, finding funding to pay for projects, traffic congestion)	15	Economic Development, Land Use, Transportation, Economic Development, Technology, Parks & Recreation

Public Meetings SWOT Consolidated.docx DRAFT 1

Figure 15

Public Meeting SWOT
Consolidated Analysis
Fall, 2015



Threats or Challenges	Count	Element
Public Safety (CHALLENGE: maintain personnel, acquiring more police, cooperation between police and community, maintaining public safety, new police precinct in Mountain View area, policing SunTrust Park & The Battery Atlanta, THREAT: increase crime x3, gang presence, terrorism)	13	Public Safety, Economic Development, Land Use, Public Health
Land Use (THREAT: higher densities in rural areas, land values causing higher densities, overdevelopment, building within floodplains and wetlands, overcrowding, high density/multitask housing, not following the land use plan, not adhering to nodal development practices, lack of planning, zoning policy breakdowns, CHALLENGE: attracting future residents/amenities, balance between development and greenspace zoning policy breakdowns)	12	Land Use, Community Facilities, Water, Natural & Historic Resources, Economic Development, Transportation, Public Health, Urban Design
Education (THREAT: growth of school population, failing schools, CHALLENGE: supporting public schools (financially & public relations, providing more community support), expanded schools to meet projected population, maintaining educational level)	7	Education, Land Use, Public Health, Economic Development, Parks & Recreation, Transportation
Quality of Life (THREAT: increase cost of living, lack of understanding different: generational race & ethnic differences/cultures, uncertainty of baby boomer generation CHALLENGE: maintaining quality of life, maintaining quality of family unit and improving family life, investing in diversity)	7	All Elements
Environment (THREAT: environmental threat due to transportation projects & impervious surface, air quality from traffic, removal of trees due to development)	5	Natural & Historic Resources, Parks & Recreation, Transportation, Land Use, Public Health
Taxes (THREAT: tax increases, property tax increases x2, losing senior tax exemption for school taxes, increased property values, CHALLENGE: maintaining property values)	5	All Elements
Intergovernmental Coordination (THREAT: annexations, incorporation of Marietta, creation of new cities within unincorporated Cobb, CHALLENGE: working with surrounding governments, threat)	5	Intergovernmental Coordination
Housing (THREAT: lack of affordable housing x2, cost of housing relative to incomes, CHALLENGE: finding housing close to jobs (lessen commute), creating affordable housing)	4	Housing, Land Use, Economic Development, Public Health

Public Meetings SWOT Consolidated.docx DRAFT 1

Figure 16

Public Meeting SWOT Consolidated Analysis Fall, 2015

Threats or Challenges	Count	Element
Community Facilities Water Infrastructure (THREAT: strained infrastructure if growth is too rapid, lack of water, aging utility infrastructure, CHALLENGE: maintaining infrastructure for future water supply)	4	Community Facilities, Water, Public Health, Land Use, Transportation
Government Services (THREAT: Government waste, impractical government projects, not enough public input, CHALLENGE: to balance the needs between seniors/millennials, balance the need for different parts of the county, creating more transparency)	4	All Elements
Funding (CHALLENGE: find funding, THREAT: lack of funding)	3	All Elements
Water (THREAT: Stormwater issues (too much impervious surface), Regional water level)	3	Water, Community Facilities, Public Health
PARKS (CHALLENGE: obtaining more recreation centers & more greenspace)	2	Parks & Recreation, Community Facilities, Water, Public Health, Economic Development, Urban Design
Natural & Historic Resources (THREAT: serenity, quiet way of life, CHALLENGE: minimizing the environmental impact)	2	Natural & Historic Resources, Parks & Recreation, Land Use, Public Health
Redevelopment (CHALLENGE: focus on distressed areas)	2	Economic Development, Land Use, Transportation, Urban Design, Public Health
Disaster Resilience (THREAT: weather events impacting infrastructure)		Disaster Resilience, Community Facilities

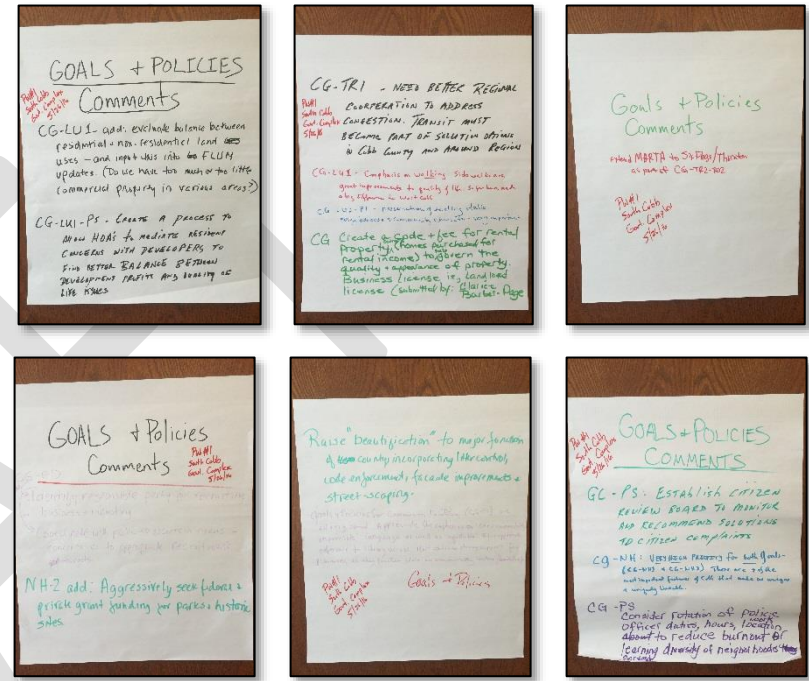
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Figure 17

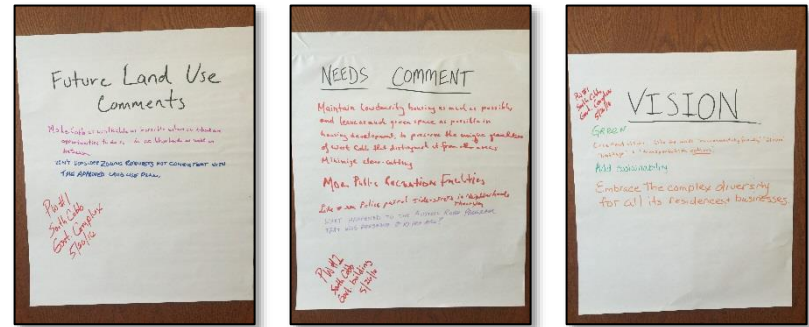
PUBLIC WORKSHOP #1 COMMENTS

SOUTH COBB GOVERNMENT SERVICE CENTER

Community Goals Comments



Future Land Use/Needs & Opportunities/Vision Comments



Needs & Opportunities Dot Exercise

Needs and Opportunities

LU-Land Use	TR-Transportation	HO-Housing	CF-Community Facilities	PS-Public Safety	ED-Economic Development	
<ul style="list-style-type: none"> Manage Growth Improve compatibility Redevelopment/Revitalization Coordination between land use and transportation Create and maintain attractive uses Protect/Preserve job producing uses Mixed-use, sustainable development patterns that contribute to a healthier population Diversity of housing and job types Serve Neighborhoods 	<ul style="list-style-type: none"> Maximize performance of the transportation system Improve access and manage traffic congestion Achieve traveler safety and security Drive economic competitiveness Lead with cost-effective solutions 	<ul style="list-style-type: none"> Workforce housing Neighborhood revitalization and reinvestment Monitor and evaluate the need for senior living communities Student Housing for institutions of higher education Approach housing issues in a holistic way 	<ul style="list-style-type: none"> Build inventory of land for recreation Address how existing recreational land inventory should be used Provide services and programming for arts and cultural activities Maintain existing parks, recreational facilities, trails and arts facilities Create and expand partnerships to meet demand for recreational and arts facilities and programming Increase park connectivity Expanded outreach to the community 	<ul style="list-style-type: none"> New and updated water and storm water regulations Maintenance of sewer and storm water infrastructure Alternative approaches to storm water management Floodplain protection Address sewer expansion and increasing interest of property owners wanting to convert from septic to sewer Water Conservation Maintain Solid Waste operations Library Access and facilities Access, Utilization and leverage technology 	<ul style="list-style-type: none"> Quality public safety personnel and community services Plan for public safety facility infrastructure, technological investments, and equipment Crime prevention programs and community outreach Inter-jurisdictional public safety coordination 	<ul style="list-style-type: none"> Redevelopment/Revitalization Aggressive focus on economic development Increase jobs Economic development incentives Support travel and tourism throughout Cobb County Support and remain active in International Affairs

Needs and Opportunities
This list are needs that the community intends to address. Each of the needs were developed based on community feedback from a series of public meetings that were held in October and November of 2015. This exercise is to identify high priority needs, which will be followed up with corresponding action items in the Community Work Program. Each of the needs are categorized based on the 12 elements that make up the 2040 Comprehensive Plan.

WHAT TO DO?
To identify high priority needs, place GREEN dots in the column to the right of the need that in your opinion should be considered a high priority. Place RED dots in the column to the right of the need you feel should be a low priority. If you have any questions or have not received any green or red dots please use a staff member. Out of respect for the community and the validity of this exercise please do not ask for more dots. Thank you.

Google Cobb 2040 Comprehensive Plan Visit the Cobb Comprehensive Plan at www.CobbCounty.org Scan for more 2040 information

Needs and Opportunities

NH-Natural & Historic Resources	DR-Disaster Resilience	IC-Intergovernmental Coordination	HS-Human Services	MC-Military Compatibility	UD-Urban Design	
<ul style="list-style-type: none"> Environmental mitigation from traffic and development Wildlife and plant protection Preservation of environmentally sensitive areas Preservation of historic, archaeological and cultural resources Green space and open space Maintain tree canopy 	<ul style="list-style-type: none"> Address all relevant natural hazards Address all relevant technological hazards Enhance storm water control Enhance development controls to reduce and/or eliminate damage during extreme weather events Emergency Preparedness Adequate funding for infrastructure Improve quality of life after a disaster 	<ul style="list-style-type: none"> Build regional cooperation and collaboration Maintain and improve intergovernmental relations with Cobb's Municipalities Coordinate and support existing and future Community Improvement Districts (CID) Improve coordination between Cobb County and Cobb County School District Improve governmental and community relations 	<ul style="list-style-type: none"> Information and Education Volunteerism Advocacy Facilities Services Maintain and expand mobility services that promote an active living lifestyle Emergency preparedness Monitor and maintain environmental health hazards Coordinate with Cobb County School District Coordinate with the Cobb & Douglas Public Health to promote healthy lifestyles and the delivery of essential health services 	<ul style="list-style-type: none"> Convenient access to health foods and drinking water Healthcare for underserved populations Consider development patterns that promote an active living lifestyle Emergency preparedness Monitor and maintain environmental health hazards Coordinate with Cobb County School District Public arts venues and programs Adequate senior service facilities Easy access to healthcare for seniors 	<ul style="list-style-type: none"> Recognize the importance of DoD's ARB and associated organizations Implement Joint Land Use Study Ensure coordination with DoD's ARB, City of Marietta, City of Smyrna and other appropriate agencies Consider updates to the Joint Land Use Study 	<ul style="list-style-type: none"> Quality design through private and public partnerships Pedestrian friendly environment Circulation and Connectivity Public places Unique districts Environmental and Sustainability Landscaping

Needs and Opportunities
This list are needs that the community intends to address. Each of the needs were developed based on community feedback from a series of public meetings that were held in October and November of 2015. This exercise is to identify high priority needs, which will be followed up with corresponding action items in the Community Work Program. Each of the needs are categorized based on the 12 elements that make up the 2040 Comprehensive Plan.

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PUBLIC WORKSHOP #2 COMMENTS

WELLSTAR EAST COBB HEALTH PARK

Community Goals/Future Land Use Comments

GOALS/POHICLES
ED PG PARTNERSHIP
MORE COLLABORATION BETWEEN COBB SCHOOLS & STATE UNIVERSITIES
Safety: Faster 911 response time in East Cobb Johnsons Ferry area

Goals Comments
The Terry Property to be Develoed as the best venue for a new performing arts center
Free shuttle for seniors to medical facilities

GOALS & POLICIES COMMENTS
Need mass transit to become a real urban community. But, not just a bus!
No BRT!
CONNECT W/ MARTHA RAIL
MORE BIKE TRAILS
stop growth in East Cobb Johnsons Ferry area. Too much density already. Traffic a nightmare!

Goals Comments
End the attitude of "It's not Cobb County, it's City (or state)." Working together is the only way to improve traffic flow and park access. Synchronize traffic lights across agency borders.
More green space, and parking for existing parks.
Yes, I agree to above comment!

Future Land Use Comments
Low, vacant about development in the Shalston/Johnson Ferry Corridor
Let the Johnson Ferry be developed as the "Trill" property.
I am not in favor of increased density in Shalston Ferry. Near Johnson Ferry, Shalston Ferry density very congested. I would like the area to remain low density.
CHORE BUILT TRAILS FROM JOHNSON FERRY TO COMPLETION OF Silver Comet Trail connects to XFL Ballfield

Future Land Use Comments
Coordinate w/ school board - link plans
More passive green space

Needs & Opportunities/Vision Comments

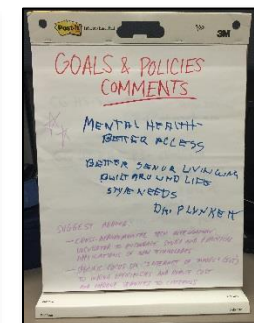
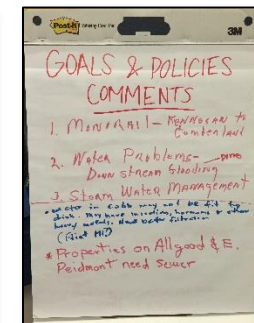
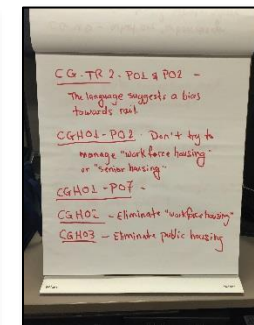
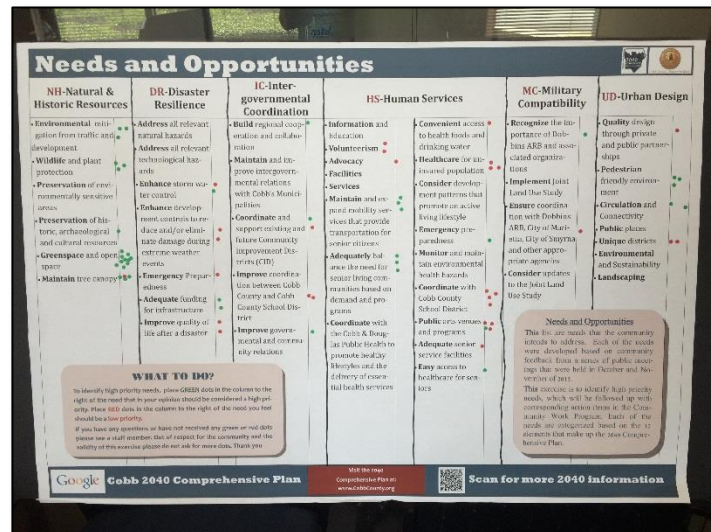
Needs & Opportunities Comments
Need more live-work-play options
INCREASE PARKS & BIKE TRAILS
CONNECT TO MARTHA
DOT - Two traffic lights and a roundabout at Silver Dots (Cobb County)

Needs & Opportunities Comments
Coordinate of park agencies such as APJ to increase parking + access
More parking at Chattahoochee Park & Recreational Area at Schmale Dr
Yeah, what they said!

VISION COMMENTS
GOOD START. INCREASE BIKING
Consider addressing or making reforms to making effectively utilizing many great trails that are being

Needs & Opportunities Dot Exercise

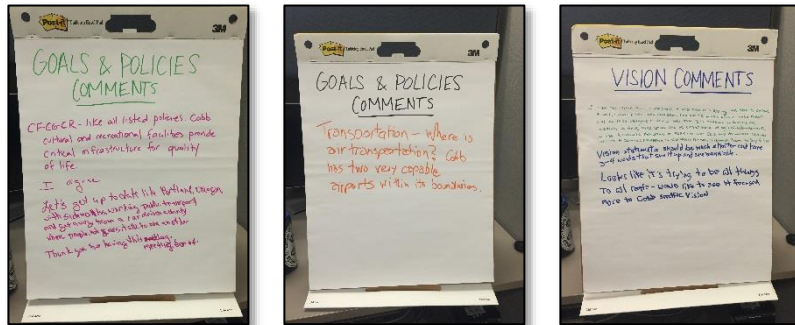
Community Goals/Needs & Opportunities Comments



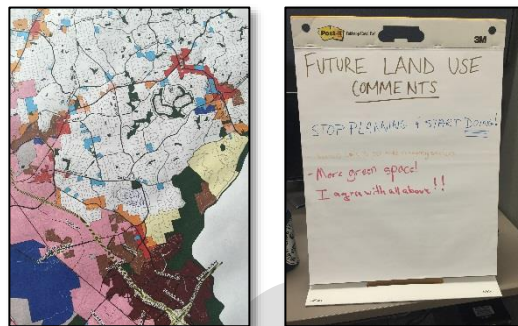
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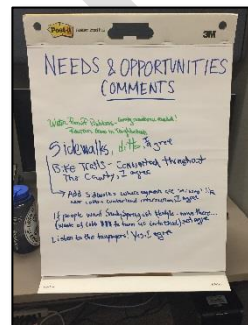
Community Goals/Vision Comments



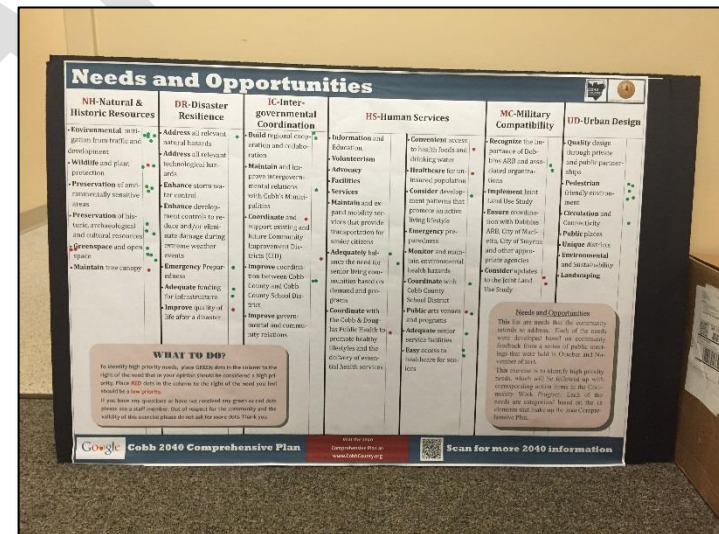
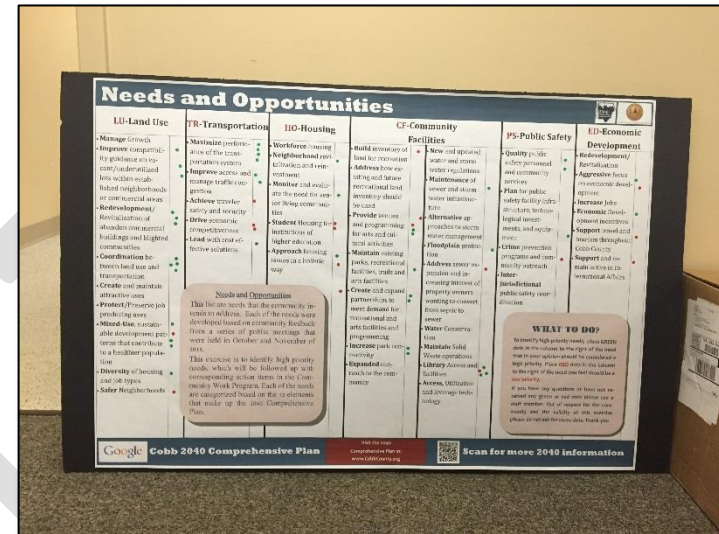
Future Land Use Comments



Needs & Opportunities Comments



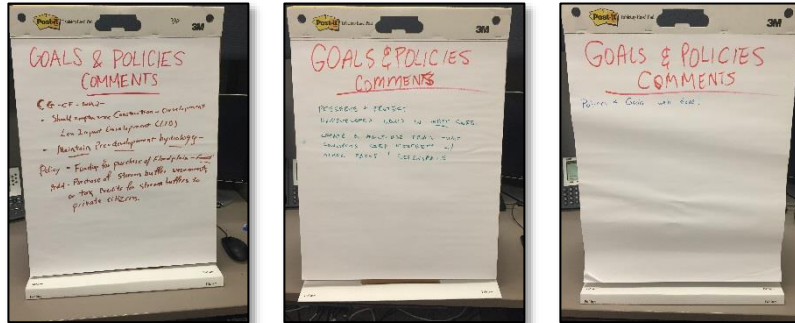
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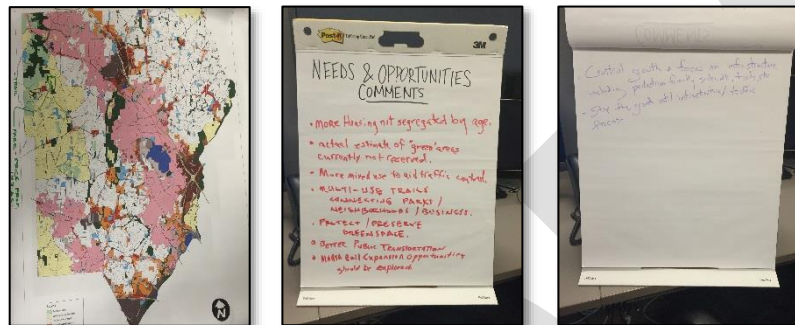
PUBLIC WORKSHOP #5 COMMENTS

WEST COBB REGIONAL LIBRARY

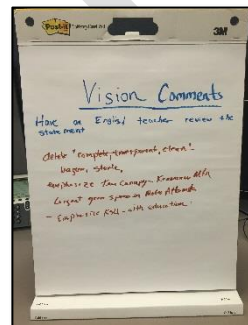
Community Goals Comments



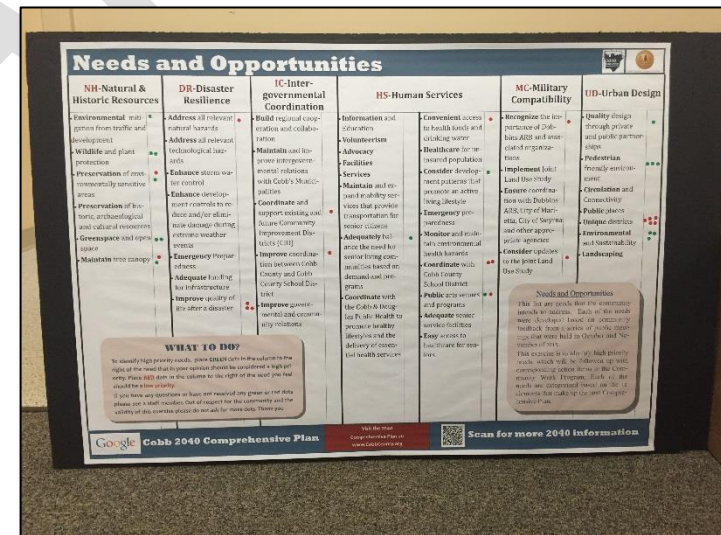
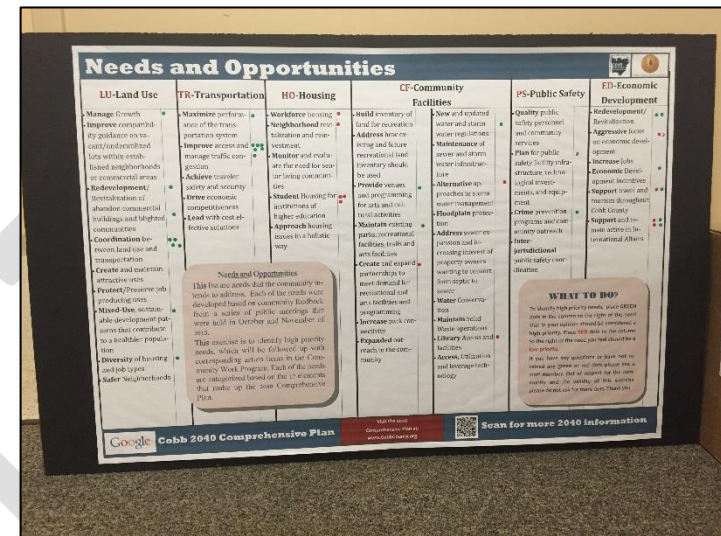
Future Land Use Comments



Vision Comments



Needs & Opportunities Dot Exercise



OPEN HOUSE COMMENTS

Comments

Comments

Investments in PARCS important for
Quality of Life

Need more transportation options
including MARTA rail expansion

CAN AVOIDING BE DUMB TO HAVE IT
EASIER TO EXIT THE EAST OFFICE PARK OR
GET ON SUNDAY TRAINS? THANKS, YOU!
PS- I'M ON A TIE THE TRAIN LEAVE IS NOT
THE PROBLEM.

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2040 COMMUNITY WORK PROGRAM

The purpose of the Community Work Program is to identify specific implementation actions the local government, or other entities, intend to undertake over the course of the next five (5) year planning period. This includes, but is not limited to, new facilities, expansion of facilities, new ordinances, revisions of existing ordinances, administrative actions, community improvements or investments, infrastructure, financing arrangements, or other programs or initiatives to be put in place to implement the plan. To facilitate the division of work among various County Divisions, the community work program is segmented by the following elements: Land Use, Transportation, Housing, Community Facilities, Natural and Historic Resources, Human Services, Economic Development, Public Safety, Disaster Resilience, Intergovernmental Coordination, Military Compatibility, and Place-Making.

The following are abbreviations that are used throughout the Community Work Program

ACFB	Atlanta Community Food Bank	EMA	Emergency Management Agency
ACS	American Cancer Society	ESG	Emergency Solutions Grant
AHA	American Heart Association	GDOT	Georgia Department of Transportation
ALA	American Lung Association	HOME	Home Investment Partnership Act
ARC	Atlanta Regional Commission	HPC	Historic Preservation Commission
BOC	Board of Commissioners	IS	Information Services
CAO	County Attorney's Office	KCB	Keep Cobb Beautiful
CCES	Cobb County Extension Services	KSU	Kennesaw State University
CCID	Cumberland Community Improvement District	LI	Library
CCSD	Cobb County School District	MHA	Marietta Housing Authority
CCWS	Cobb County Water System	NPS	National Park Service
CD	Community Development	P.A.R.K.S	Parks, Recreation, & Cultural Affairs
CDBG	Community Development Block Grant	PC	Planning Commission
CDHO	Community Development Housing Organizations	PM	Property Management
CDPH	Cobb Douglas Public Health	PS	Public Safety
Cobb 2020	Community organizations dedicated to public health	SCRA	South Cobb Redevelopment Authority
COC	Chamber of Commerce	SKCC	Safe Kids Cobb County
COM	Cobb County Communications	SPLOST	Special Local Option Sales Tax
CTT	Cobb Travel & Tourism	SS	Senior Services
DA	Development Authority	SW	Solid Waste
DARB	Dobbins Air Reserve Base	TBD	To Be Determined
DCA	Department of Community Affairs	TCCID	Town Center Community Improvement District
DOT	Department of Transportation	UGA	University of Georgia
ED	Economic Development	WA	Water
TAP	Technical Advisory Panel	ULI	Urban Land Institute
CCMWA	Cobb County-Marietta Water Authority		

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
LU - LAND USE										
LU-1	Amend 2040 Future Land Use Map, related guideline policies and the Community Work Program on an annual basis	X						CD	Staff resources	General Fund
LU-1.1	Develop Small Area Policy Guidelines to encourage office space in south Cobb			X				CD	Staff resources	General Fund
LU-2	Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2040	X						CD, DOT	Staff resources	General Fund
LU-3	Prepare Cumberland Galleria “Comprehensive Plan” – Land Use Concepts, Stormwater, Public Services, Transportation, & Design Standards					X		CD, DOT, CCWS, PS	Staff resources	General Fund
LU-4	Update Livable Center Initiative (LCI) studies and other small area studies every five-years or earlier as conditions warrant	X						CD, DOT	Staff resources	General Fund
LU-5	Monitor and evaluate the need for new LCI studies and/or other small area studies as necessary	X						CD, DOT	Staff resources	General Fund
LU-6	Update Central Addressing Repository to include input of multi-unit addressing and parcel polygon data	X						CD, IS	\$100,000	General Fund
LU-7	Consider and create healthy living standards that could be incorporated into appropriate zoning districts						X	CD, CDPH	Staff resources	General Fund
LU-8	Continue to encourage Open Space Community overlays as a way to permanently protect open space in Low Density Residential, and Very Low Density Residential areas	X						CD	Staff resources	General Fund
LU-9	Draft and adopt design guidelines for appropriate areas in the county			X				CD	\$127,000	SPLOST, General Fund
LU-10	Consider design overlay districts for appropriate areas				X			CD	\$100,000	SPLOST, General Fund, Grants
LU-11	Continue coordination between DOT and Community Development on design guidelines	X						CD, DOT	Staff resources	General Fund
LU-12	Rework real estate kiosk sign contract to allow for implementation		X					CD	Revenue Generating	General Fund
LU-13	Monitor and apply for grant applications related to land planning and management for other Community Development initiatives	X						CD, DOT, ED	Staff resources	General Fund
LU-14	Create an informational document on transfer of development rights program to educate officials on the advantages and disadvantages of the program				X			CD	Staff resources	General Fund
LU-15	Re-evaluate the Priority Industrial Areas to ensure they are still valid and to check for other areas that may benefit from the land use designation				X			CD	Staff resources	General Fund
LU-16	Build a GIS database of all county easements		X					CD, IS	Staff resources	General Fund
LU-17	Coordinate with Parks and Rec. on preparation of Parks Master Plan		X					CD, PARKS	Staff resources	General Fund
LU-18	Assist in the implementation of Cobb County Parks Master Plan			X				CD, PARKS	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
LU - LAND USE										
LU-19	Coordinate with communications on utilizing social media as a way to involve community in Planning projects and implementation programs	X						CD, COMM	Staff resources	General Fund
LU-20	Consider higher density zoning districts and zonings that allow for mixed use within the core areas of the Regional Activity Centers	X						CD, PC, BOC	Staff resources	General Fund
LU-21	Refine Regional Activity Centers and sub-area classifications per any adopted LCI studies, small area plans and/or Master Plans conducted by the county's CIDs	X						CD, CCID, TCCID	Staff resources	General Fund
LU-22	Consider alternative zoning regulations per LCI studies, small area plans and/or Master Plans conducted by the county's CIDs	X						CD, CCID, TCCID	Staff resources	General Fund
LU-23	Coordinate, collaborate and consider LCI studies, small area plans and/or other Master Plans conducted and sponsored by Cobb's CIDs	X						CD, CCID, TCCID	Staff resources	General Fund
LU-24	Develop a Public Participation procedure manual to provide guidance on protocols for public engagement on planning projects			X				CD	Staff resources	General Fund
LU-25	Create and maintain ARCGIS online content for Cobb 2040, small area plans, Historic Resources and other land planning initiatives				X			CD, IS	Staff resources	General Fund
LU-26	Modernize and update county's ordinances and codes periodically	X						CD	Staff resources	General Fund
LU-26.1	Modify the NRC code to provide more specific ranges of land uses			X				CD	Staff resources	General Fund
LU-27	Continue to coordinate with appropriate authorities, organizations, and other groups on the riverside redevelopment initiatives	X						CD, SCRA	Staff resources	General Fund
LU-28	Provide land planning education for new Board of Commissions, Planning Commissioners and Zoning Appeal Board members	X						CD, PC, BOC	Staff resources	General Fund
LU-29	Conduct and participate in Cobb 101 workshops	X						CD	Staff resources	General Fund
LU-30	Develop innovative communications strategy to communicate development and planning related activities to the public and other clients.				X			CD, COM	Staff resources	General Fund
LU-31	Conduct small area studies surrounding the intersections of Highway 92 and Sandy Plains, Johnson Ferry and Shallowford Rd., and Shallowford and Lassiter Rd.			X				CD	Staff resources	General Fund
LU-32	Prepare analysis of the Regional Activity Centers and associated sub-categories to ensure the RAC policies still align with changing and existing conditions			X				CD	Staff resources	General Fund
LU-33	Update and amend the Community Work Program on an annual basis to include implementation items from approved Master Plans and other studies as necessary, related to each of the 2040 Comprehensive Plan Elements	X						CD, DOT, CDBG, ED, PARKS, SS, LI, PS, EMA, WA	Staff resources	General Fund
LU-34	Update undeveloped land Inventory	X						ED, CD	Staff resources	General Fund
LU-35	Update and enhance the Industrial Land Inventory and create an interactive web based GIS application for quick identification of potential industrial sites				X			CD	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
LU - LAND USE										
LU-36	Update the Redevelopment Inventory and create an interactive web based GIS application for quick identification of redevelopment sites			X				ED, CD	Staff resources	General Fund
LU-37	Consider implementation of items from the Mableton TAP that would assist in creating more private sector involvement in Mableton's redevelopment	X						ED, CD, SCRA	Staff resources	General Fund
LU-38	Continue to monitor the metrics of South Cobb Implementation strategy to document and communicate successes	X						ED, CD, SCRA	Staff resources	General Fund
LU-39	Continue to monitor and update the South Cobb marketing website to ensure accuracy and communication with the community	X						ED, CD, SCRA	Staff resources	General Fund
LU-40	Work with Cobb County Communications and Information Services to establish dedicated website for small area studies and master plans that are being conducted					X		CD, COM	Staff resources	General Fund
LU-41	Bolster incentives for redevelopment and/or reuse of abandoned commercial buildings, underperforming commercial corridors, multi-family dwellings and any other areas that are identified through future planning efforts		X					CD, ED	Staff resources	General Fund
LU-42	Provide staff support and general oversight and administrative assistance to SCRA on redevelopment initiatives in South Cobb	X						CD, SCRA	Staff resources	General Fund
LU-43	Create an online GIS storybook of the progress associated with the redevelopment of South Cobb			X				CD, IS	Staff resources	General Fund
LU-44	Create and maintain a GIS database identifying the locations of a variety of permitting applications and plan review projects in unincorporated Cobb				X			CD, IS	Staff resources	General Fund
LU-45	Prepare 3D renderings throughout the county based on zoning designations and regulations, including existing structures and terrain						X	CD, IS	\$4,000	General Fund
LU-46	Coordinate with Parks and other county departments to build GIS database of public park land inventory for web mapping application			X				CD, P.A.R.K.S, CCWS, CCSS	Staff resources	General Fund
LU-47	Update the South Cobb Implementation Strategy		X					CD	Staff resources	General Fund
LU-48	Coordinate and work with the Urban Land Institute's (ULI) Mini Technical Advisory Panel (mTAP) to create a set of recommendations intended to encourage redevelopment within the Milford Church/Osborne neighborhood.		X					CD, ULI	Staff resources	General Fund
LU-49	Powder Springs Road Corridor Study – From Powder Springs city limits to East-West Connector				X			CD, City of Powder Springs	Staff resources	General Fund
LU-50	Review existing Architectural guidelines and determine their effectiveness						X	CD	Staff resources	General Fund
LU-51	Encourage and promote the completion of abandoned or unfinished subdivisions through the subdivision topping program	X						CD	Staff resources	General Fund
LU-52	Consider updating development standards to require Bus Pads at the entrance to new residential developments adjacent to Bus Stops				X			CD	Staff resources	General Fund
LU-53	Consider updating development standards to require sidewalks on both sides of local streets within residential subdivisions				X			CD	Staff resources	General Fund
LU-54	Review legal options for how communities can regulate the overabundance of uses along corridors						X	CD	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
LU - LAND USE										
LU-55	Stimulate development of a Town Square in the Osborne-Milford Community	X						CD	Staff resources	General Fund
LU-56	Stimulate development of a Town Square in the Six Flags Community	X						CD	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
TR – TRANSPORTATION										
TR-1	Review and update Cobb County's Trail Map	X						DOT, CD	Staff Time	SPLOST
TR-1.1	Expand and implement trail networks throughout Cobb County	X						DOT	TBD	SPLOST, FEDERAL, STATE, & GRANTS
TR-2	Amend the 2040 Comprehensive Plan when necessary to incorporate findings and recommendations from approved and active Livable Centers Initiative and other similar transportation/land use Master Plans that will improve the county's multi-modal transportation system	X						DOT, CD	Staff Time	SPLOST
CONGESTION RELIEF/MOBILITY – IMPROVEMENTS										
TR-3	Cedarcrest Rd - Paulding Co. Line to Governor's Towne Club (D4070/CO-344A/0007529)		X					DOT	\$3,900,000	SPLOST & GDOT
TR-4	I-285/Atlanta Rd – NA – Upgrade interchange (D4100/CO-AR-070/723100)		X					DOT	\$43,000,000	SPLOST & GDOT
TR-5	Lake Acworth Dr./Cowan Rd (SR 92) - N Cobb Pkwy (SR 3/US 41) to Glade Rd - Widen to 4 Lane Divided (D4190/CO-301/0006862)	X						DOT	TBD	SPLOST & GDOT
TR-6	Metro Arterial Connector/Dallas Acworth Hwy (SR 92) - Paulding Co Line to N Cobb Pkwy (US 41) - Widen to 4 Lane Divided (D4200/CO-329/0006866)	X						DOT	TBD	SPLOST & GDOT
TR-7	Windy Hill Rd - Boulevard concept from S Cobb Dr. to Atlanta Rd that includes widening, addition of medians and pedestrian improvements, includes engineering (City of Smyrna sponsor)(E4040)							DOT	\$40,000,000	SPLOST & GDOT
TR-8	Local Match/ Future Fed/State/Other Funding						X	DOT	\$50,000,000	SPLOST & GDOT
TR-9	Windy Hill Road/Terrell Mill Road Connector						X	DOT	\$32,164,893	SPLOST & GDOT
TR-10	Windy Hill Road						X	DOT	\$18,000,000	SPLOST & GDOT
TR-11	South Barrett Reliever Phase 2	X						DOT	\$5,369,249	SPLOST, GDOT, TCCID
TR-12	South Barrett Reliever Phase 3						X	DOT	\$31,505,248	SPLOST, GDOT, TCCID
TR-13	I-75 / Wade Green Road Diverging Diamond Interchange (E4050/0011657)		X					DOT	\$4,900,000	SPLOST, GDOT
TR-14	I-75 / Akers Mill Road Managed Land Ramp (CO-AR-308/0015051)					X		DOT, GDOT	\$25,000,000	SPLOST, CCID, GDOT
TR-15	SR 92 widen from 2 to 4 lanes, from US 41 to Glade Road					X		GDOT	\$50,541,677	GDOT
TR-16	Macland Rd (SR 360)- widen from 2 to 4 lanes (CO-367/0006049)	X						DOT	TBD (GDOT)	SPLOST

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
TR – TRANSPORTATION										
CONGESTION RELIEF/MOBILITY – IMPROVEMENTS (Cont.)										
TR-17	RESURFACING	X						DOT	\$64,263,467	SPLOST
TR-18	CHEATHAM HILL ROAD DALLAS HWY TRAIL					X		DOT	\$12,000,000	SPLOST
CONGESTION RELIEF/MOBILITY – TRAFFIC MANAGEMENT										
TR-19	Continue Advanced Transportation Management Systems (ATMS) - Continue ATMS progression to include continuous data collecting devices and vehicle infrastructure integration. Includes: Expand TTMS, Expand CCTV and fiber network; Update ATMS Plan (E5010)	X						DOT	TBD	SPLOST
TR-20	Incident Management - Upgrade Traffic Management Center infrastructure and equipment - closed circuit television cameras and changeable message signs. Includes: Replace and add CMS; Upgrade TMC Control Room (E5020)	X						DOT	TBD	SPLOST
TR-21	Traffic Signals - Upgrade traffic signal infrastructure and optimize traffic signal operation. Includes: Retime Traffic Signal Systems; Replace wood pole supported signals; Upgrade and Expand ATCS; Upgrade Traffic Signal Equipment (E5040)	X						DOT	TBD	SPLOST
TR-22	Transportation Technology - Includes: Upgrade information systems Geographic Information System (GIS), Global Positioning System (GPS), Management Information System (MIS) and Transportation Information System (TIS)(E5050)	X						DOT	TBD	SPLOST
TR-23	ATMS MASTER COMMUNICATION PLAN PHASE 1A			X				DOT	TBD	SPLOST
TR-24	FUTURE ATMS IMPROVEMENT PROJECTS	X						DOT	TBD	SPLOST
TR-25	INCIDENT FUTURE MANAGEMENT PROJECTS	X						DOT	\$2,500,000	SPLOST
TR-26	FUTURE TRAFFIC SIGNAL TIMING PROJECTS	X						DOT	\$2,000,000	SPLOST
TR-27	FUTURE TRAFFIC SIGNAL PROJECTS	X						DOT	\$1,500,000	SPLOST
TR-28	TRANSPORTATION TECHNOLOGY PROJECTS						X	DOT	\$1,000,000	SPLOST
SAFETY & OPERATIONAL – INTERSECTION IMPROVEMENTS										
TR-29	Chastain Rd intersection improvements: Additional turn lanes at Frey Rd/Barret Lakes Blvd; Additional right turn lanes at I-575 southbound ramp	X						DOT	TBD (GDOT)	SPLOST
TR-30	Chastain Rd intersection improvements: Additional turn lanes at Busbee Dr.	X						DOT	TBD (GDOT)	SPLOST
TR-31	Cobb Pkwy (US 41) at Windy Hill Rd - Addition/extension of turn lanes; includes concept development for grade separated interchange (E3030)			X				DOT	\$5,300,000	SPLOST
TR-32	Bells Ferry Rd - I-575 to N Cobb Pkwy (US 41) - Intersection Improvements (D6040)			X				DOT	\$5,000,000	SPLOST
TR-33	Lower Roswell Rd - Roswell St (SR 120) to Terrell Mill Rd - Safety/Operational Improvements (D6130)			X				DOT	\$4,000,000	SPLOST
TR-34	Johnson Ferry Rd @ Sewell Mill Rd - Add dual left turns north; Include Sewell Mill Rd at Pine Rd - Intersection Improvements (D3220)		X					DOT	\$2,000,000	SPLOST
TR-35	ACWORTH DUE WEST RD AT JIM OWENS MARS HILL CHURCH RDS						X	DOT	\$2,300,000	SPLOST

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
TR – TRANSPORTATION										
SAFETY & OPERATIONAL – INTERSECTION IMPROVEMENTS (Cont.)										
TR-36	BLACKWELL RD AT AUTUMN RIDGE PKWY						X	DOT	\$650,000	SPLOST
TR-37	BIG SHANTY RD CHASTAIN RD						X	DOT	\$2,500,000	SPLOST
TR-38	CANTON RD AT SHALLOWFORD RD HIGHLAND TER SOUTHERN INTERSECTION				X			DOT	\$800,000	SPLOST
TR-39	DALLAS HWY AT LOST MOUNTAIN RD MARS HILL RD				X			DOT	\$2,900,000	SPLOST
TR-40	Factory Shoals Rd. @ Six Flags Dr.						X	DOT	\$1,000,000	SPLOST
TR-41	Hick Rd. @ Concord Rd.					X		DOT	\$1,200,000	SPLOST
TR-42	Lost Mountain Rd. @ Midway Rd./Mirror Lake Dr.					X		DOT	\$1,700,000	SPLOST
TR-43	McCollum Pkwy @ Ben King Rd.					X		DOT	\$1,400,000	SPLOST
TR-44	Old Canton Rd. @ Holly Springs Rd.					X		DOT	\$2,200,000	SPLOST
TR-45	POST OAK TRITT RD AT HEMBREE RD				X			DOT	\$2,200,000	SPLOST
TR-46	POWDER SPRINGS RD AT FLINT HILL RD PINE GROVE DR DEERCREEK DR					X		DOT	\$550,000	SPLOST
TR-47	RAILROAD QUIET ZONE IMPROVEMENTS						X	DOT	\$400,000	SPLOST
TR-48	SHILOH RD AT ROYAL DR APARTMENT DR						X	DOT	\$400,000	SPLOST
SAFETY & OPERATIONAL – ROADWAY IMPROVEMENTS										
TR-49	Floyd Rd - Veterans Memorial Hwy (US 78/278) to Clay Rd including turn lanes and alignment improvements (E6010)	X						DOT	\$5,000,000	SPLOST
TR-50	River View Rd - Veterans Memorial Hwy (US 78/278) to Nichols Dr. including turn lanes at key intersections and sidewalks (E6040)				X			DOT	\$3,900,000	SPLOST
TR-51	Sandy Plains Rd - E Piedmont Rd to Ebenezer Rd - including access management and median for safety and operational improvements (E6060)				X			DOT	\$5,700,000	SPLOST
TR-52	Six Flags Dr. - Factory Shoals Rd to Riverside Pkwy - operational and safety improvements including pedestrian refuge median (E6090)	X						DOT	\$2,200,000	SPLOST
TR-53	BEECH RD WESTSIDE DR			X				DOT	\$2,250,000	SPLOST
TR-54	CANTON RD CORRIDOR					X		DOT	\$3,000,000	SPLOST
TR-55	CHEROKEE ST					X		DOT	\$2,400,000	SPLOST
TR-56	CUMBERLAND BLVD			X				DOT	\$5,500,000	SPLOST
TR-57	INCLEMENT WEATHER EQUIPMENT AND SUPPLY STORAGE		X					DOT	\$1,018,000	SPLOST
TR-58	MACK DOBBS RD					X		DOT	\$1,000,000	SPLOST
TR-59	MAIN ST					X		DOT	\$1,500,000	SPLOST
TR-60	NEW MACLAND RD						X	DOT	\$2,500,000	SPLOST
TR-61	OLD 41 HWY						X	DOT	\$4,300,000	SPLOST
TR-62	ROADWAY IMPROVEMENTS						X	DOT	\$6,000,000	SPLOST
TR-63	SANDTOWN RD						X	DOT	\$1,700,000	SPLOST
TR-64	SIX FLAGS PKWY GATEWAY IMPROVEMENTS				X			DOT	\$100,000	SPLOST

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
TR – TRANSPORTATION										
SAFETY & OPERATIONAL – SCHOOL ZONE SAFETY										
TR-65	Hembree Rd. (Pope High) – Lengthen turn lane; possible other roadway improvements if CCSD adds a second driveway (E8030)(D8180)		X					DOT	\$3,400,000	SPLOST
TR-66	Jim Owens Rd. – Lewis Elementary					X		DOT	\$1,000,000	SPLOST
TR-67	John Ward Rd. at Irwin Rd. – Cheatham Hill Elementary				X			DOT	\$1,000,000	SPLOST
TR-68	Terrill Mill Rd. at Greenwood Trail – Brumby Elem. & East Cobb Middle			X				DOT	\$4,000,000	SPLOST
TR-69	Sandy Plains Rd. at Davis Rd. – Mountain View Elem.		X					DOT		SPLOST
TR-70	Future School Zone Improvement Projects						X	DOT		SPLOST
PEDESTRIAN IMPROVEMENTS – SIDEWALKS										
TR-71	Wesley Chapel Rd - Spring Mill Dr. to Sandy Plains Rd (east side)(E7260)	X						DOT		SPLOST
TR-72	TOWN CENTER MALL NOONDAY CREEK TRAIL/KSUBIKE/PEDESTRIAN CONNECTOR		X					DOT		SPLOST
TR-73	Bob Callan Trunk Trail Phase II, Section A			X				DOT	\$8,277,288	SPLOST, CCID, GDOT
TR-74	Bob Callan Trunk Trail Phase II, Section B					X		DOT	\$7,278,000	SPLOST, CCID, GDOT
TR-75	Mableton Parkway Trail, Factory Shoals to Chattahoochee River				X			DOT	\$4,000,000	SPLOST, GDOT
TR-76	West Atlanta Street Trail, Dunn Avenue to Pearl Street					X		DOT	\$2,000,000	SPLOST, GDOT
TR-77	PEDESTRIAN IMPROVEMENT PROJECTS FOR DISTRICTS 4	X						DOT	\$18,500,000	SPLOST
TR-78	PEDESTRIAN IMPROVEMENT PROJECTS FOR DISTRICTS 3	X						DOT	\$1,600,000	SPLOST
TR-79	PEDESTRIAN IMPROVEMENT PROJECTS FOR DISTRICTS 1-4	X						DOT	\$15,000,000	SPLOST
TR-80	COUNTYWIDE ADA SIDEWALK IMPROVEMENTS	X						DOT		SPLOST
INFRASTRUCTURE PRESERVATION – BRIDGE REHABILITATIO/REPLACEMENT										
TR-81	BROOKWOOD DR OVER CLAY BRANCH			X				DOT	\$550,000	SPLOST
TR-82	CAMP HIGHLAND RD OVER SILVER COMET TRAIL		X					DOT	\$100,000	SPLOST
TR-83	CANDY LN OVER OLLEY CREEK		X					DOT	\$150,000	SPLOST
TR-84	CASTEEL RD OVER SEWELL CREEK				X			DOT	\$1,500,000	SPLOST
TR-85	ELLIOTT RD OVER POWDER SPRINGS CREEK		X					DOT	\$150,000	SPLOST
TR-86	FLINT HILL RD OVER NOSES CREEK TRIBUTARY			X				DOT	\$50,000	SPLOST
TR-87	GREENFIELD DR OVER SOPE CREEK					X		DOT	\$100,000	SPLOST
TR-88	HURT RD OVER NICKAJACK CREEK				X			DOT	\$150,000	SPLOST
TR-89	JAMES RD OVER PINE CREEK					X		DOT	\$50,000	SPLOST
TR-90	LITTLE JOHN TRL OVER POWERS CREEK			X				DOT	\$50,000	SPLOST
TR-91	LITTLE WILLEO RD OVER TIMBER RIDGE BRANCH			X				DOT	\$1,300,000	SPLOST

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
TR – TRANSPORTATION										
INFRASTRUCTURE PRESERVATION – BRIDGE REHABILITATIO/REPLACEMENT (Cont.)										
TR-92	LOWER ROSWELL RD OVER SOPE CREEK				X			DOT	\$100,000	SPLOST
TR-93	MACEDONIA RD OVER NOSES CREEK			X				DOT	\$1,500,000	SPLOST
TR-94	MARS HILL RD OVER ALLATOONA CREEK			X				DOT	\$1,700,000	SPLOST
TR-95	PIEDMONT RD OVER LITTLE NOONDAY CREEK			X				DOT	\$100,000	SPLOST
TR-96	POWERS FERRY DR OVER ROTTENWOOD CREEK TRIBUTARY				X			DOT	\$1,300,000	SPLOST
TR-97	WOODLAND BROOK DR OVER VININGS BRANCH				X			DOT	\$500,000	SPLOST
TR-98	WRIGHT RD OVER MILL CREEK		X					DOT	\$50,000	SPLOST
TR-99	WILLEO RD OVER WILLEO CREEK				X			DOT	\$8,900,000	SPLOST
TR-100	OLD 41 HWY BRIDGE				X			DOT		SPLOST
TR-101	SILVER COMET TRAIL BRIDGES						X	DOT		SPLOST
TR-102	CONCORD ROAD COVERED BRIDGE		X					DOT		SPLOST
TR-103	FUTURE IMPROVEMENT ON BRIDGES AND CULVERTS				X	X	X	DOT		SPLOST
TR-104	I-285 MULTI-USE BRIDGE		X					DOT		SPLOST
TR-105	OWL CREEK DR DRAINAGE		X					DOT		SPLOST
TR-106	E BRANDON DR DRAINAGE		X					DOT		SPLOST
TR-107	CUMBERLAND PKWY DRAINAGE		X					DOT		SPLOST
TR-108	NEW MACLAND RD DRAINAGE		X					DOT		SPLOST
TR-109	KEHELEY DR DRAINAGE		X					DOT		SPLOST
TR-110	Smyrna Powder Springs Rd. Drainage		X					DOT		SPLOST
TR-111	Lost Mountain Ct. Drainage		X					DOT		SPLOST
TR-112	Willow Glen Dr. Drainage		X					DOT		SPLOST
TR-113	May Breeze Rd @ Shallowford Rd. Drainage		X					DOT	SPLOST	
TR-114	Angelette Dr. @ Sanders Rd drainage			X				DOT	SPLOST	
TR-115	Future drainage sys. Improvement projects	X						DOT	SPLOST	
TRANSIT										
TR-116	“Get on the bus” travel training for seniors	X						DOT, CCT, SS		
TR-117	Implement Travel Training Program	X						DOT, CCT		
TR-118	Cobb Pkwy Signal Pre-Emption Upgrades - Cumberland Galleria area to Town Center area (E10B0)	X						DOT, CCT		
TR-119	N Cobb Park and Ride Lot (CO-401)	X						DOT, CCT		
TR-120	Cobb Pkwy Park-and-ride Lots for express bus and future corridor transit enhancements (Cumberland Blvd area, Windy Hill Rd area, Roswell Rd area, and Bells Ferry Rd area) (E10C0)	X						DOT, CCT		

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
TR – TRANSPORTATION										
TRANSIT (Cont.)										
TR-121	Cobb Pkwy Queue Jumper Lanes - Cumberland Galleria area to Town Center area (E10B0)	X						DOT, CCT		
TR-122	Continue and expand partnership between CCT & Senior Services for efficient senior transportation provisions	X						DOT, CCT		
TR-123	Continue transportation mobility education with senior populations	X						DOT, CCT, SS		
TR-124	Implement Route 10X between Town Center and Midtown			X				DOT, CCT		FTA, Local
TR-125	Implement Sunday Bus Service			X				DOT, CCT		FTA, Local
TR-126	Partner with surrounding jurisdictions to consider expanding commuter rail service into South Cobb	X						CC, DOT, MARTA, GRTA	TBD	TBD
TRANSPORTATION PLANNING										
TR-127	Implement the Bicycle and Pedestrian Improvement Plan	X						DOT		
TR-128	Implement Safe Routes to Schools Program	X						DOT, CCSD		
TR-129	Develop Americans with Disabilities Act (ADA) Transition Plan	X						DOT		
TR-130	Develop Complete Streets implementation process	X						DOT		
TR-130.1	Implement Complete Streets Program for 40% of Cobb's Major Thoroughfares	X						DOT, GDOT	TBD	SPLOST, STATE, FEDERAL
TR-131	Incorporate transportation infrastructure improvements recommended by small-area plans into the County's Transportation Improvement Program	X						DOT		
TR-132	CUMBERLAND CIRCULATOR		X					DOT	\$3,500,000 SPLOST & FEDERAL	
TR-133	CUMBERLAND TDM		X					DOT		
TR-134	DLHP / VMH LCI STUDY			X				DOT		
TR-135	MAJOR THOROUGHFARE PLAN			X				DOT		
TR-136	TRANSIT FACILITIES PLAN			X				DOT		
TR-137	COBB PARKWAY TRANSIT SIGNAL PRIORITY PLAN			X				DOT		
TR-138	COBB COUNTY INTERNATIONAL AIRPORT SURFACE TRANSPORTATION PLAN		X					DOT		
TR-139	MAJOR ROAD CAPACITY PERFORMANCE EVALUATION STUDY		X					DOT		
TR-140	ACTIVE TRANSPORTATION VISION PLAN		X					DOT		
TR-141	TRAFFIC OPERATIONS SIGNAL STUDIES		X					DOT		
TR-142	TRAFFIC OPERATIONS ITS UPGRADES		X					DOT		
TR-143	COBBLINC FARE STUDY				X			DOT		
TR-144	SOUTH COBB TRANSPORTATION ENHANCEMENTS			X				DOT		
TR-145	LCI UPDATE AND SUPPLEMENTAL PLANS		X	X	X	X	X	DOT		
TR-146	Demand Response Service Improvements			X				DOT		
TR-147	Multimodal Transportation Plans				X	X	X	DOT		

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
TR – TRANSPORTATION										
TRANSPORTATION PLANNING (Cont.)										
TR-148	TRANSIT SERVICE PLAN			X				DOT		
TR-149	TRANSIT ASSET MANAGEMENT PLAN, PHASE 2		X					DOT		
TR-150	OPERATIONS RFP DEVELOPMENT		X					DOT		
TR-151	Comprehensive Transportation Plan 2020					X		DOT		
TR-152	DOT to produce roadway standards (in activity centers) that addresses the requirements for all users in the context of road type and surrounding uses	X						DOT		\$3,500,000 SPLOST & FEDERAL
TR-153	Study ordinances and development standards regarding trails adjacent to private development			X				DOT		
TR-154	Chattahoochee River Trail Plan				X			DOT		
TR-155	Coordinate programs between Cobb DOT, KCB, and local volunteers to assist in roadside litter pick-up	X						DOT, KCB, Volunteers	Staff Resources	General Fund
TR-156	School zone infrastructure project focused on improving pedestrian safety and aesthetics surrounding schools in South Cobb	X						DOT, CD, KCB, CCSD	Staff Resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
HO - HOUSING										
HO-1	Continue collaboration with the Department of Community Affairs and Housing Authority to encourage construction of workforce housing units utilizing low-income tax credits	X						CD, CDBG, DCA, MHA	Staff resources	General Fund
HO-2	Update the Apartment Density Study			X				CD	Staff resources	General Fund
HO-3	Prepare a housing assessment/affordable housing inventory					X		CD, ED, CDBG	Staff resources	General Fund
HO-4	Coordinate efforts between Community Development, Economic Development, and non-profit agencies to analyze workforce housing			X				CD, ED, CDBG Non-Profit Agencies	Staff resources	General Fund
HO-5	Review group home codes to ensure they align with fair housing regulations	X						CD, CDBG	Staff resources	General Fund
HO-6	Educate older adults on retrofit design and materials that fosters aging in place	X						CD	Staff resources	General Fund
HO-7	Update Student Housing Analysis			X				CD	Staff resources	General Fund
HO-8	Provide services to inspect rental properties at the request of tenants to ensure residential code compliance			X	X	X	X	CD	Staff resources	General Fund
HO-9	CDBG to conduct an annual performance and evaluation report to the Board of Commissioners	X						CDBG	Staff resources	General Fund
HO-10	Provide incentives for affordable housing such as the Federal and State Housing Tax Credit Program				X			CDBG	Staff resources	General Fund
CDBG PROGRAMMING										
HO-11	Provide program administration and planning for HUD grants, such as; CDBG, HOME and ESG grants		X					CDBG	\$520,000	CDBG Grant
CDBG GRANT										
HO-12	Coordinate CDBG funding and service improvements with Cobb's six cities		X					CDBG, Cities	\$813,000	CDBG Grant
HO-13	Provide rehabilitation grant assistance and administrative services for owner-occupied housing		X					CDBG	\$264,000	CDBG Grant
HO-14	Coordinate the acquisition, construction, and renovation of public/non-profit facilities through building renovations, security updates and parking lot improvements		X					CDBG	\$893,000	CDBG Grant
HO-15	Manage funding that supports a variety of public service programs for low-income individuals and families and persons with special needs		X					CDBG	\$298,000	CDBG Grant
HO-16	Coordinate Fair Housing outreach and education activities		X					CDBG	\$30,000	CDBG Grant

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
HO - HOUSING										
HOME GRANT										
HO-17	Provide HOME Investment Partnership Act Program (HOME) Grant monies for the purpose of constructing or renovating affordable housing	X						CDBG	\$474,000	HOME Grant
HO-18	Administer State and Federal financial assistance for affordable housing to increase housing options for low-income families and the homeless.	X						CDBG	\$80,000	HOME & ESG Grant
HO-19	Work with and financially support community housing development organizations (CDHOs) operating in low and moderate-income neighborhoods		X					CDBG	\$134,000	HOME Grant
ESG GRANT										
HO-20	Provide support services for street outreach and emergency shelter resources		X					CDBG	\$89,000	ESG Grant
HO-21	Work with and financially assist various Non-Profits focused on Homeless prevention and rapid rehousing.		X					CDBG	\$88,000	ESG Grant
HO-22	Financially assist and coordinate with The Center of Family Resources for Cobb Collaborative on the Homeless Management Information System (HMIS)	X						CDBG	\$10,000	ESG Grant

**Community Development Block Grant programming funds are applied for on an annual basis through the 5-Year Consolidated Plan and Annual Action Plan. Future year appropriations are contingent upon successfully completing the Annual Action Plan.*

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
ED - ECONOMIC DEVELOPMENT										
ED-1	Update, as needed, the inventory of sites suitable for industrial development and continue to encourage policies to protect these job producing uses	X						ED, CD	Staff resources	General Fund
ED-2	Refine the county's Economic Development Incentive Ordinance and associated policies			X				ED, CD	Staff resources	General Fund
ED-3	Focus on Economic Development targets that will provide growth opportunities within core clusters identified within the Cobb EDGE.	X						ED	Staff resources	General Fund
ED-4	Add areas to the Cobb County Commercial Property Rehabilitation Partial Property Tax Abatement Program, as needed.	X						ED, CD	Staff resources	General Fund
ED-5	Coordinate with Chamber of Commerce on Business Marketing, as needed	X						ED	Staff resources	General Fund
ED-6	Maintain individual property brochures to assist in marketing industrial sites to prospective businesses	X						CD, ED	Staff resources	General Fund
ED-7	Continue to evaluate appropriate areas throughout the county that would benefit from an Enterprise/Opportunity Zone designation	X						ED	Staff resources	General Fund
ED-8	Develop internal procedures to assist small businesses to meet their permitting needs			X				CD	Staff resources	General Fund
ED-9	Develop and Implement a Façade Improvement Grant/Loan program to serve as an incentive for property owners to improve the appearance of older commercial corridors					X		CD, ED	TBD	General Fund, Grants
ED-10	Create and execute a Memorandum of Understanding (MOU) that clearly defines functional roles in the economic development process for Cobb County – specifically, the role of the county's Economic Development Division Manager, the Community Development Director, the Development Authority, the Cobb County Board of Commissioners, the Cobb Chamber of Commerce and Cobb's Competitive EDGE			X				ED, CD, DA, BOC, CCC, Cobb EDGE	Staff resources	General Fund
ED-11	Assist with the creation of CIDs in appropriate areas	X						ED, CD, BOC	Staff resources	General Fund
ED-12	Conduct annual reporting on compliance with incentives agreements	X						ED, CD	Staff resources	General Fund
ED-13	Prepare annual reports for Opportunity Zone and Enterprise Zone programs	X						ED, CD	Staff resources	General Fund
ED-14	Assist in creating quarterly and annual reports on economic development activities	X						ED	Staff resources	General Fund
ED-15	Create a small business advisory council				X			ED, CD	Staff resources	General Fund
ED-16	Develop a small business program					X		ED, CD	Staff resources	General Fund
ED-17	Conduct 100 existing business visits per year	X						ED	Staff resources	General Fund
ED-18	Develop and implement an existing business survey on county services				X			ED	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
ED - ECONOMIC DEVELOPMENT										
ED-19	Coordinate Economic Development partner quarterly meetings	X						ED	Staff resources	General Fund
ED-20	Create a more active role for the grants administrator regarding internal and external customers					X		ED	Staff resources	General Fund
ED-21	Research and consider Hospitality District for protection and development of recreation and tourism in appropriate areas of Cobb County	X						ED, CTT, CD	Staff resources	General Fund
ED-22	Create targeted workforce development programs for areas of high unemployment in Cobb County	X						ED, CD, CW	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
CF - COMMUNITY FACILITIES										
NOTE: The Community Facilities element includes the sub-elements of Parks, Recreation, and Cultural Affairs, Water, Library, Solid Waste and Technology										
PARKS, RECREATION AND CULTURAL AFFAIRS										
CF-PR-1	Periodically update the inventory of public properties including DOT and water department properties suitable for multiple uses, including passive recreational uses and linear parks	X						P.A.R.K.S., DOT, CCWS	Staff resources	General Fund
CF-PR-2	Execute joint facility use agreements with other elected boards, i.e. Board of Education				X			P.A.R.K.S., CCS, Other Boards	Staff resources	General Fund
CF-PR-3	Prepare grant applications and research other program funding mechanisms to assist with land purchases, facility development, and renovation of existing recreational facilities	X						P.A.R.K.S.	Staff resources	General Fund
CF-PR-4	Evaluate the need for renovating facilities to support the development of creative recreational programming to meet the changing needs of the community	X						P.A.R.K.S.	Staff resources	General Fund
CF-PR-5	Continue to coordinate and assist with volunteer Friends groups that are engaged in fundraising for development of passive parks	X						P.A.R.K.S., Friends Group	Staff resources	General Fund
CF-PR-6	Assist local volunteers to establish and maintain volunteer groups (i.e. Friends Groups) for Stout Park and Green Meadows Preserve	X						P.A.R.K.S., Volunteers	Staff resources	General Fund
CF-PR-7	Upgrade existing playground inventory to reflect new and innovative equipment		X					P.A.R.K.S., Friends Group	\$150,000 per playground	General Fund, Friends Group
CF-PR-8	Encourage "Life Time" sports within appropriate parks and Senior Centers	X						P.A.R.K.S., SS	Staff resources	General Fund
CF-PR-9	Expand Community Gardens within appropriate parks and Senior Centers	X						P.A.R.K.S., Master Gardeners, CCES, SS	TBD	TBD
CF-PR-10	Develop Hyde Farm as a working farm with programming to educate children and adults about the settlement of Cobb County, the story of the Power and Hyde families, how land was farmed in the county, the importance of agriculture in the community, and the Chattahoochee River as a significant natural resource.				X			P.A.R.K.S., CD, HPC, NPS, UGA	TBD	TBD
CF-PR-11	Provide Staff support for Revisited 2008 Parks Bond Program, as directed by the BOC			X				P.A.R.K.S.	TBD	General Fund
CF-PR-12	Develop and maintain innovative ART programs and events as well as all Cultural Affairs facilities	X						P.A.R.K.S.	TBD	General Fund
CF-PR-13	Expand cultural arts programming into community and recreational centers	X						P.A.R.K.S.	TBD	General Fund
CF-PR-14	Develop schedule of programming at all recreational centers	X						P.A.R.K.S.	TBD	General Fund
CF-PR-15	Coordinate shared use of parks and recreation space with general public and third party program providers	X						P.A.R.K.S.	TBD	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
CF - COMMUNITY FACILITIES										
NOTE: The Community Facilities element includes the sub-elements of Parks, Recreation, and Cultural Affairs, Water, Library, Solid Waste and Technology										
PARKS, RECREATION AND CULTURAL AFFAIRS – 2011 SPLOST										
CF-PR-16	Repair dam and dredge lake to restore water quality at Bartlett Property		X					P.A.R.K.S.	\$319,540	SPLOST
CF-PR-17	Repair dam and dredge lake to restore water quality on Cato property		X					P.A.R.K.S.	\$241,682	SPLOST
CF-PR-18	Replace roof on main building at Felton Property				X			P.A.R.K.S.	\$400,000	SPLOST
CF-PR-19	Appropriate renovations at Mt. Bethel Park				X			P.A.R.K.S.	\$557,000	SPLOST
CF-PR-20	Repaving selected parking lots and access roadways in several parks			X				P.A.R.K.S.	\$4,000,000	SPLOST
CF-PR-21	Renovate PRCA Administration Complex			X				P.A.R.K.S.	\$4,200,000	SPLOST
PARKS, RECREATION AND CULTURAL AFFAIRS – 2016 SPLOST										
CF-PR-22	Price Park Improvements		X					P.A.R.K.S.	\$500,000	SPLOST
CF-PR-23	Green Meadows Preserve Improvements			X				P.A.R.K.S.	\$1,850,000	SPLOST
CF-PR-24	City of Acworth Joint Project – Recreation Center				X			P.A.R.K.S.	\$8,500,000	SPLOST
CF-PR-25	City of Kennesaw Joint Project – Recreation Center				X			P.A.R.K.S.	\$4,600,000	SPLOST
CF-PR-26	PRCA Administration Complex – Small Engine Shop			X				P.A.R.K.S.	\$1,000,000	SPLOST
CF-PR-27	Hubert Soccer Complex – Synthetic Turf			X				P.A.R.K.S.	\$2,600,000	SPLOST
CF-PR-28	Nesbitt Union Chapel			X				P.A.R.K.S.	\$150,000	SPLOST
CF-PR-29	CCSD Joint Project					X		P.A.R.K.S.	\$4,000,000	SPLOST
CF-PR-30	Sewell Park – Entrance Roadway for new Library/Cultural Center			X				P.A.R.K.S./PM	\$1,350,000	SPLOST
CF-PR-31	Hyde Farm				X			P.A.R.K.S.	\$1,000,000	SPLOST
CF-PR-32	Terrell Mill Park – Synthetic Turf Field			X				P.A.R.K.S.	\$1,000,000	SPLOST
CF-PR-33	Develop Mabry Park as a new passive park			X				P.A.R.K.S.	\$4,250,000	SPLOST
CF-PR-34	Improvements at Mountain View Community Center			X				P.A.R.K.S.	\$750,000	SPLOST
CF-PR-35	New Recreation / Community Center in Osborne Area				X			P.A.R.K.S.	\$10,000,000	SPLOST
CF-PR-36	Mud Creek Soccer Complex – Synthetic Turf Fields			X				P.A.R.K.S.	\$2,600,000	SPLOST
CF-PR-37	Improvements at Stout Park				X			P.A.R.K.S.	\$2,000,000	SPLOST
CF-PR-38	Improvements at Mable House Complex				X			P.A.R.K.S.	\$2,000,000 SPLOST	
CF-PR-38.1	Expand seating at Mable House Amphitheatre				X			P.A.R.K.S.		
CF-PR-39	Improvements at Old Clarkdale Park			X				P.A.R.K.S.	\$1,000,000	SPLOST
CF-PR-40	Improvements at Johnston's Riverline Park					X		P.A.R.K.S.	\$1,000,000	SPLOST
CF-PR-41	Prepare New County-Wide Parks Master Plan		X					P.A.R.K.S.	\$224,000	SPLOST
CF-PR-42	Paving improvements at various Parks		X					P.A.R.K.S.	\$3,600,000	SPLOST
CF-PR-43	Technology Improvements in various Parks	X						P.A.R.K.S.	\$900,000	SPLOST
CF-PR-44	General improvements in various Parks	X						P.A.R.K.S.	\$4,000,000	SPLOST

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
CF - COMMUNITY FACILITIES										
NOTE: The Community Facilities element includes the sub-elements of Parks, Recreation, and Cultural Affairs, Water, Library, Solid Waste and Technology										
PARKS, RECREATION AND CULTURAL AFFAIRS – 2016 SPLOST (Cont.)										
CF-PR-45	Improvements at Jim R. Miller Park			X				P.A.R.K.S.	\$18,000,000	SPLOST
CF-PR-46	Complete Aviation Park	X						P.A.R.K.S.,TCCID	\$1,900,000	TCCID
CF-PR-47	Bells Ferry Trailhead Improvements	X						P.A.R.K.S.,TCCID	\$828,000	TCCID
CF-PR-48	Town Center Park	X						P.A.R.K.S.,TCCID	\$600,000	TCCID
WATER										
CF-WA-1	Continue to acquire wetlands and other environmentally sensitive areas.	X						CCWS	TBD	General Fund/Grants
CF-WA-2	Comply with requirements of sewer system Capacity, Maintenance, Operation, and Management program	X						CCWS	Staff resources	General Fund
CF-WA-3	Work with CCMWA to ensure quality of potable water provided to customers meets regulations	X						CCWS	Staff resources	General Fund
CF-WA-4	Continue the replacement of aging and substandard water mains.	X						CCWS	\$10,000,000 / Year	General Fund
CF-WA-5	Operate four WRFs to ensure quality of discharges to Allatoona Lake and Chattahoochee River meet or exceed regulatory requirements and make appropriate repairs and replacements.	X						CCWS	\$22,000,000 / Year	General Fund
CF-WA-6	Implement approved Watershed Plan in coordination with federal and state agencies.			X				CCWS	\$500,000	General Fund
CF-WA-7	Conduct condition assessments of appropriate county sewers and pump stations each year in accordance with the CCWS Asset Management Program and make appropriate repairs or replacements.	X						CCWS	\$8,000,000 / Year	General Fund
CF-WA-8	Partner with private entities for replacement of non-conserving water fixtures in commercial establishments.			X				CCWS	\$1,000,000 / Year	Private Sector
CF-WA-9	Reduce reliance on private septic systems in appropriate areas through ongoing implementation of the Cobb County Sewer Extension Policy in response to inquiries and requests.	X						CCWS	\$1,000,000 / Year	General Fund
CF-WA-10	Continue to operate and maintain the Watershed Stewardship Program	X						CCWS	Staff resources	General Fund
CF-WA-11	Continue to support Water supply and Water conservation programs and educational outreach initiatives	X						CCWS	Staff resources	General Fund
CF-WA-12	Evaluate opportunities to own and retrofit existing impoundment facilities for regional detention to create additional storage volume to store flood flows and mitigate downstream flooding.	X						CCWS	Staff resources	General Fund/Grants

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
CF - COMMUNITY FACILITIES										
NOTE: The Community Facilities element includes the sub-elements of Parks, Recreation, and Cultural Affairs, Water, Library, Solid Waste and Technology										
LIBRARY										
CF-LI-1	Expand access to computer stations and technology	X						LI, IS	TBD	General Fund
CF-LI-2	Expand digital collection	X						LI	TBD	General Fund
CF-LI-3	Provide online programming and digital access to materials	X						LI	TBD	General Fund
CF-LI-4	Complete design/build of East Marietta Library and Cultural, a joint use facility		X					LI /P.A.R.K.S	\$10,600,000	2016 SPLOST / State
CF-LI-5	Complete the design/renovation of Switzer Library, formerly Central Library			X				LI	\$6,300,000	2011 and 2016 SPLOST
CF-LI-6	Complete the design/build of Acworth & Kennesaw Library, a joint use facility					X		LI /P.A.R.K.S	\$8,600,000	2016 SPLOST
CF-LI-7	Complete the design/expansion of Gritters Library				X			LI	\$2,900,000	2016 SPLOST
CF-LI-8	Complete the design/renovation of South Cobb Regional Library and other facilities			X				LI	\$169,000	2016 SPLOST
CF-LI-9	Expand service hours at all locations		X					LI	TBD	General Fund
SOLID WASTE										
CF-SW-1	Update the County's permit requirements and host fees for waste collection.						X	SW	TBD	TBD
CF-SW-2	The owner/operators of all transfer stations and/or material recovery facilities will require their commercial customers to have identifiable stickers on their collection vehicles that are supplied by the transfer station. This will require the transfer stations to coordinate with Cobb County to confirm the hauler has a Cobb County permit to collect and convey waste material.		X					SW	TBD	TBD
CF-SW-3	Implement the three-step host fee/non-exclusive franchise agreement between the County owned, ADS operated transfer station and garbage haulers.						X	SW	TBD	TBD
CF-SW-4	Update the Cobb County Code, regulations and/or policies to facilitate the implementation of Solid Waste goals.	X						SW	TBD	TBD
CF-SW-5	Update Cobb County's curbside recycling program, including maximum fines for violators of Cobb County Code Sec. 102-65.	X						SW	TBD	TBD
CF-SW-6	Increase the number of adopt a mile volunteers	X						KCB	Staff Resources	General Fund
CF-SW-7	Expand the Adopt-A-Mile Program to additional roadways				X			KCB	Staff Resources	General Fund
CF-SW-8	School zone infrastructure project focused on improving pedestrian safety and aesthetics surrounding schools in South Cobb	X						DOT, CD, KCB, CCSD	Staff Resources	General Fund
CF-SW-9	Increase tree plantings on county land, facilities, and necessary right-of-ways	X						DOT, CD, KCB	Staff Resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
CF - COMMUNITY FACILITIES										
NOTE: The Community Facilities element includes the sub-elements of Parks, Recreation, and Cultural Affairs, Water, Library, Solid Waste and Technology										
TECHNOLOGY										
CF-TE-1	Continue to enhance and expand access to technology (i.e. Wi-Fi) at all Cobb County government facilities.	X						All Departments	TBD	General Fund / Grants
CF-TE-2	Continue to enhance and expand the use of technology and social media platforms to improve information and services for the public.	X						All Departments	Staff resources	General Fund
CF-TE-3	Investigate and implement, as necessary and feasible, technology upgrades, policies or initiatives to improve efficiency, customer service and public participation.	X						All Departments	TBD	General Fund / SPLOST
CF-TE-4	Update codes, policies, regulations and/or infrastructure, as necessary and feasible, in order to support technological advances and innovations.	X						All Departments	Staff resources	General Fund
CF-TE-5	Promote small businesses and other economic development programs by leveraging technological tools.	X						All Departments	TBD	General Fund
CF-TE-6	Leverage technological advances and devices that allow for the education and improved quality-of-life of the public.	X						All Departments	TBD	General Fund / SPLOST

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
HS - HUMAN SERVICES										
NOTE: The Human Services element includes the sub-elements of Public Health, Education, Senior Services										
SENIOR SERVICES										
HS-SS-1	Conduct update to Senior Service 10-Year Master Plan		X					SS	\$60,000	General Fund/Grant
HS-SS-2	Begin implementation of new Senior Services 10-Year Master Plan			X				SS	TBD	TBD
HS-SS-3	Operate & monitor Meals-On-Wheels to make appropriate changes based upon changes in demographics	X						SS	\$750,000	General Fund
HS-SS-4	Provide classes that combine health, education and socialization	X						SS	Staff resources	General Fund
HS-SS-5	Holistically incorporate physical, emotional, intellectual, social, occupational and spiritual dimensions of wellness in all programming and education focus areas of Health and Wellness, Elder abuse, Caregiving, Housing, Transportation, Dementia, Social Engagement, and Environment	X						SS & Partners	Staff resources	General Fund
HS-SS-6	Continue to promote and encourage a collaborative effort between government, faith based, private sector and non-profits to ensure personal care, homemaker and respite services are available to all in need	X						SS	Staff resources	General Fund
HS-SS-7	Create and maintain current Voucher Programs and seek additional monies to fund other Voucher Programs	X						SS	Staff resources	General Fund
HS-SS-8	Monitor and apply for grant applications related to Senior Service programming and initiatives	X						SS	Staff resources	General Fund
HS-SS-9	Collaborate with community partners on providing affordable housing and transportation for all older adults and caregivers	X						SS	Staff resources/ Non-Profits/Private Development	General Fund
HS-SS-10	Explore possibilities of sharing resources with other community based nutrition programs	X						SS, CDPH	Staff resources	General Fund
HS-SS-11	Work with youth organizations to explore ways to involve the youth in a positive way with seniors	X						SS	Staff resources	General Fund
HS-SS-12	As a component of education, establish partnerships with local and regional agencies to collaboratively develop publications surrounding all aspects of senior services			X				SS, ARC	Staff resources	General Fund
HS-SS-13	Complete North Cobb Senior Expansion		X					SS	\$2,600,000	2016 SPLOST
HS-SS-14	Complete upgrades at various facilities				X			SS	\$41,580	2016 SPLOST
HS-SS-15	Formalize agreement to collaborate with all Cobb cities on Senior Service initiatives to reduce duplication of services			X				SS	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
HS - HUMAN SERVICES										
NOTE: The Human Services element includes the sub-elements of Public Health, Education, Senior Services										
SENIOR SERVICES (Cont.)										
HS-SS-16	Utilize GIS technology and online applications to enhance and educate a wider senior population on senior service programs and initiatives					X		SS/IS	TBD	TBD
HS-SS-17	Coordinate enforcement of quality of life codes with Community Development to assist older populations that have trouble complying with requirements	X						SS, CD	Staff resources	General Fund
PUBLIC HEALTH										
HS-PH-1	Coordinate health service and facility requirements with other public or private organizations that provide similar services	X						CDPH, Cobb2020	N/A	CDPH
HS-PH-2	Establish innovative approaches to affordable public health service delivery and wellness promotion	X						CDPH	N/A	CDPH
HS-PH-3	Continue outreach with public and private medical providers to improve access to health care for lower income, uninsured and disparate populations	X						SS, CDPH, Good Sam, WellStar, Cobb2020	N/A	Private Financing
HS-PH-4	Continue the Get Active Cobb initiative to encourage more people to get involved into the Move and Walk program	X						UGA, CCES, CCS, PRCA, CDPH	N/A	CCES, UGA, CDPH, Donations
HS-PH-5	Implement Sharing Spaces Agreements to increase opportunities for physical activity among private and community facilities	X						CDPH, Cobb2020 PRCA	N/A	General Fund, Donation
HS-PH-6	Work with Cobb2020 and Public Health to create new access points for fresh fruits and vegetables	X						Cobb2020, CDPH, ACFB, CCES, YMCA	N/A	General Found
HS-PH-7	Continue Comprehensive School Physical Activity program to encourage students to do more physical activities everyday	X						Cobb2020, CDPH, public & private schools	N/A	General fund, Schools
HS-PH-8	Continue Breath Easy Cobb efforts to increase the number of smoke-free policies throughout the county	X						ALA, ACS, ANR, CDPH, Cobb2020	N/A	General Fund, Donations
HS-PH-9	Expand the number of worksite wellness policies related to physical activity, nutrition and tobacco	X						COC, CDPH, Kaiser, Cobb2020, WellStar	N/A	General Fund, Donations
HS-PH-10	Complete the 5-year Community Health Assessment and Community Health Improvement Plan Update and implement Action Plans as designated						X	CDPH, KSU, Cobb2020, CD	TBD	CDPH, KSU
HS-PH-11	Complete the "Health in all Policy" Strategic Planning with Cobb2040 Plan and Cobb DOT and implement as designated						X	CDPH, CD, CDOT	TBD	General Fund
HS-PH-12	Continue expansion of Safe Kids Injury Prevention efforts with the Cobb Safety Village to serve more Children with Special Needs, Teens and Seniors				X			SKCC, PS, Metro Atl. Ambulance, CDPH	Staff resources	CDPH, General Fund, Donations
HS-PH-13	Complete construction and renovations of CDPH facilities to expand services in Marietta, Smyrna and Acworth/Kennesaw			X				CDPH, PM	\$6,500,000	CDPH, 2011 SPLOST, Donations

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
HS - HUMAN SERVICES										
NOTE: The Human Services element includes the sub-elements of Public Health, Education, Senior Services										
EDUCATION										
HS-EDU-1	Continue staff collaboration on zoning map changes and land use changes between the School System and County Government.	X						CCS, CD	Staff Resources	General Fund
HS-EDU-2	Orchestrate annual coordination meetings between county land use planning and Cobb County School system administrative planning staff	X						CCS, CD	Staff Resources	General Fund
HS-EDU-3	Provide quarterly updates to the Cobb County School System regarding residential land use changes and approved residential permits by type	X						CCS, CD	Staff Resources	General Fund
HS-EDU-4	Ensure coordination between Cobb County Planning staff and the Cobb County School Systems administrative staff on municipal boundary changes	X						CCS, CD	Staff Resources	General Fund
HS-EDU-5	Collaborate with local secondary educational institutions to ensure sufficient levels of education and training for the workforce	X						ED	Staff Resources	General Fund
HS-EDU-6	Improve county wide school zone pedestrian facilities						X	CCS, CD	Staff Resources	General Fund
HS-EDU-7	Coordinate with CCS on ED-SPLOST IV Projects, when necessary (2014-2018)	X						CCS	\$717,844,707	Ed-SPLOST
HS-EDU-8	Coordinate with CCS on ED-SPLOST V Projects, when necessary (2019-2023)				X			CCS	\$759,000,000	Ed-SPLOST
HS-EDU-9	School zone infrastructure project focused on improving pedestrian safety and aesthetics surrounding schools in South Cobb	X						CCSD, CD, DOT, KCB	Staff Resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
NH - NATURAL AND HISTORIC RESOURCES										
HISTORICAL RESOURCES										
NH-1	Update the existing Historic Resources Survey.			X				HPC, CD	\$12,000	General Fund/Grant
NH-2	Investigate digitization of documents stored at the University of West Georgia to facilitate public access.						X	CD	Staff resources	General Fund
NH-3	Promote heritage tourism and partner with Cobb Travel & Tourism as needed.	X						HPC, CD, CTT	Staff resources	General Fund
NH-4	Investigate updating the design guidelines for the Clarkdale Mill Village Historic District.				X			HPC, CD	\$10,000	General Fund/Grant
NH-5	Develop a series of seminars or workshops for the education of the public on historic preservation, the process, the implications, and the opportunities.	X						HPC, CD	Staff resources	General Budget
NH-6	When necessary, adjust the Historic Preservation Ordinance to comply with State standards in order to sustain our Certified Local Government Status.	X						CD	Staff resources	General Budget
NH-7	Encourage developers to place important historic resources on the Cobb County Local Register of Historic Places as part of development process.	X						CD	Staff resources	General Budget
NH-8	When development is unable to protect important historic resources, ensure that appropriate mitigation is required.	X						CD	Staff resources	General Budget
NH-9	Continue information sharing between the county historic preservation planner and the preservation interests in the cities.	X						CD	Staff resources	General Budget
NH-10	Continue to partner with preservation non-profits in the county.	X						HPC, CD	Staff resources	General Budget
NH-11	Continue to expand the Cobb County Historic Marker program and provide for maintenance of existing markers, as additional monies become available.	X						HPC, CD	\$2,500 / Marker	General Fund
NH-12	Support planning for the preservation of Civil War trenches and earthworks on the Discovery Boulevard 100-acre tract.	X						CD	Staff resources	General Fund
NH-13	Continue to support efforts to educate the public on historic preservation and the history of Cobb County.	X						HPC, CD	Staff resources	General Fund
NH-14	Pursue grants through the Georgia Historic Preservation Division in order to fund preservation initiatives.	X						HPC, CD	Staff resources	General Fund
NH-15	Ensure that the Historic Preservation Commission and Historic Preservation Planner attend mandated training so Cobb County can maintain its Certified Local Government status.	X						HPC, CD	\$1,000	General Fund
NH-16	Develop material that provides information on Cobb County archival records available for historical research.					X		CD	Staff resources	General Fund
NATURAL RESOURCES										
NH-17	Educate the community and property owners on the use and tax benefits of conservation easements to permanently protect sensitive habitat, open space and historic and archaeological resources.	X						CD, HPC	N/A	General Fund
NH-18	Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District	X						CD, CCWS, PC, BOC	N/A	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
NH - NATURAL AND HISTORIC RESOURCES										
NATURAL RESOURCES (Cont.)										
NH-19	Consider changes to procedures and policies to attain the highest standard of environmental stewardship available through the Green Communities program	X						CCWS, DOT, CD, KCB, P.A.R.K.S	N/A	General Fund
NH-20	Coordinate between Keep Cobb Beautiful and Cobb DOT to plant appropriate trees as part of road projects	X						KCB & DOT	TBD	General Fund
NH-21	Conduct an education campaign "Go Native" to encourage planting of native tree species	X						KCB	N/A	KCB Fund
NH-22	Promote initiatives and develop partnerships to encourage recycling at public events	X						KCB	N/A	KCB Fund
NH-23	Continue to provide training and tools through Ecology workshops for monitoring volunteers	X						Watershed Stewardship Program	N/A	Water Fund
NH-24	Continue to provide and expand the Community Ecology Programs	X						Watershed Stewardship Program	N/A	Water Fund
NH-25	Continue School Outreach programs of water-related education programs as well as the Cobb's Green School Initiative	X						Watershed Stewardship Program	N/A	Water Fund
NH-26	Continue Stormwater Compliance education efforts	X						Watershed Stewardship Program	N/A	Water Fund
NH-27	Develop program initiatives and educate citizens of Cobb County to provide guidance and awareness of environmental concerns	X						Watershed Stewardship Program	N/A	Water Fund
NH-28	Promote awareness to the community and developers, the necessity of the protection and preservation of sensitive habitats and slopes	X						CD	N/A	General Fund
NH-29	Promote conservation development with permanently protected open space as a watershed protection measure.	X						CD	N/A	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
PS - PUBLIC SAFETY										
PS-1	Recruit, train, and retain public safety staff	X						PS	Staff time	General Fund, Fire Fund
PS-2	Maintain mutual agreements with all municipalities, surrounding counties, state, and federal agencies	X						PS, CD	Staff time	General Fund
PS-3	Continue to implement communication improvements to better coordinate emergency response within the county and Metro Atlanta region	X						PS	Staff time	General Fund, 2016 SPLOST
PS-4	Expand public safety recruiting efforts	X						PS	Staff time	General Fund
PS-5	Continue to evaluate and solicit grant opportunities to enhance preparedness and response capabilities	X						PS, ED	Staff time	General Fund
PS-6	Continue to meet requirements & certifications of public safety personnel	X						PS	Staff time	General Fund
PS-7	Continue to conduct joint training exercises with other public safety personnel and jurisdictions	X						PS	Staff time	General Fund
PS-8	Continue to work with various organizations such as CERT, Neighborhood Safety Committee, Citizen PS Academy, PENS, PACS, Safety Village Foundation, Neighborhood Watch groups and other groups to assist in reducing crime through crime prevention and community education programs	X						PS	Staff time	General Fund
PS-9	Continue to facilitate community risk reduction events and programs such as "Touch-A-Truck", "Safety Blitz", "Camp Puzzle" and other fire safety programs	X						PS	Staff time	General Fund
PS-10	Continue efforts to improve public safety response times	X						PS	Staff time	General Fund
PS-11	Equip all field personnel with body cameras					X		PS	\$280,000	General Fund
PS-12	Continue patrol rifle purchase program	X						PS	\$52,000	General Fund
PS-13	Purchase shooting simulators		X					PS	\$100,000	General Fund
PS-14	Move the TAC and K9 units to a different facility		X					PS	Staff time	Federal Government
PS-15	Police facilities at the Battery and Sun Trust Park		X					PS/ Private Developer	Staff time	Private Funds
PS-16	Complete Construction of Quiet Rooms (911)		X					PS	\$22,000	E-911 Fund
PS-17	Implement CAD to CAD overlay to eliminate redundancy		X					PS	\$12,800	E-911 Fund/Fire Fund/ Contracted Ambulance Providers
PS-18	Renovation of Police Space to 911 Training Room		X					PS	TBD	E-911 Fund
PS-19	Implement Swift Reach Emergency Notification System		X					PS	Staff time	E-911 Fund
PS-20	Renovation of 911 Center for additional office space		X					PS	TBD	E-911 Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
PS - PUBLIC SAFETY										
PS-21	Maintain Public Safety Equipment and Apparatus Replacement Schedule	X						PS	Staff time	General Fund
PS-22	Integrate recommendations from the International Association of Chiefs of Police	X						PS	TBD	TBD
2016 SPLOST										
PS-23	Animal Control Van replacement	X						PS	\$108,000	2016 SPLOST
PS-24	Replacement of weather siren equipment/MOSCAD upgrade	X						PS	\$936,000	2016 SPLOST
PS-25	Vehicles with equipment		X					PS	\$12,312,000	2016 SPLOST
PS-26	Placement of 2-3 new towers for radio system	X						PS	\$6,000,000	2016 SPLOST
PS-27	Renovate and expand training facilities to include class A burn facility, more classrooms, and shower facilities, and firing ranges	X						PS	\$23,300,000	2016 SPLOST
PS-28	Replacement of all subscriber units on the County radio system	X						PS	\$14,000,000	2016 SPLOST
PS-29	Construction of Fire Station #29 in Cumberland for an Engine and Quick Response Vehicle	X						PS	\$4,368,471	2016 SPLOST
PS-30	Relocate Fire Station #1 to land already purchased by the county	X						PS	\$3,300,000	2016 SPLOST
PS-31	Rebuild Fire Station #7 possibly on new site or existing site			X				PS	\$3,900,000	2016 SPLOST
PS-32	Replacement of Mobile Command Unit	X						PS	\$1,500,000	2016 SPLOST
PS-33	Replace fire station alerting software	X						PS	\$945,000	2016 SPLOST
PS-34	Airport Crash Foam Unit for coverage at McCollum Airport			X				PS	\$1,000,000	2016 SPLOST
PS-35	Replacement of Police Headquarters and Evidence Unit	X						PS	\$16,000,000	2016 SPLOST
PS-36	Renovate Police precincts	X						PS	\$2,250,000	2016 SPLOST
PS-37	Evidence vans and kit for crime scene processing		X					PS	\$102,113	2016 SPLOST
PS-38	Addition of Police precinct in NE Cobb	X						PS	\$5,000,000	2016 SPLOST
PS-39	Property Acquisition in West Cobb for Fire Station #32				X			PS	\$9,000,000	2016 SPLOST
PS-40	Addition of Fire Station #32					X		PS	\$3,900,000	2016 SPLOST
PS-41	Addition of Fire Station #31 to the Cobb County International Airport				X			PS	\$4,200,000	2016 SPLOST
PS-42	Addition of Squad #14			X				PS	\$1,000,000	2016 SPLOST
PS-43	Relocate Station #17		X					PS	\$2,800,000	2016 SPLOST
PS-44	Implementation of Quick Response Vehicle (QRV) at station #10 & #26		X					PS	\$768,000	2016 SPLOST

Item	Project	Legal Authorization	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
IC - INTERGOVERNMENTAL COORDINATION											
IC-1	Hold annual City – County Retreat for coordination of land use and service provision	HB-489 Intergovernmental Agreement	X						CD	Staff resources	General Fund
IC-2	Review plans, studies, updates, zone changes and developments of regional impact of regional commissions, cities and counties	O.C.G.A. Chapter 110-12-1	X						CD	Staff resources	General Fund
IC-3	Comment on consistency with future land use and zoning of applications for annexation and zone change	HB-489 Intergovernmental Agreement	X						CD	Staff resources	General Fund
IC-4	Provide and receive notification for comment of zoning applications within half mile of city / county boundaries	HB-489 Intergovernmental Agreement	X						CD	Staff resources	General Fund
IC-5	Participate in regional and state organizations to foster intergovernmental cooperation		X						CD	Staff resources	General Fund
IC-6	Engage the Cobb County School District in comment and review of planning and zoning actions		X						CD	Staff resources	General Fund
IC-7	Create a Cobb 101 course that focuses on the functions of County Government for interested residents and employees			X					Cobb County	Staff resources	General Fund
IC-8	Participate in Economic Development Quarterly meetings with representatives from cities, state and other partners		X						ED, State & other partners	Staff resources	General Fund
IC-9	Coordinate with CIDs on the development of studies and master plans, when appropriate		X						CD, CCID, TCCID	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
DR - DISASTER RESILIENCE										
DR-1	Acquisitions of residential and commercial structures in the floodplain.	X						EMA & Cities	\$2,000,000	Water Fund/ Grant
DR-2	Stream bank mitigation Study				X			EMA & Cities	\$40,000	Grant
DR-3	Form workgroups to assess mitigation strategies for high flood risk areas	X						EMA & Cities	\$40,000	Grant
DR-4	Acquisition of vacant floodplain land.	X						EMA & Cities	\$1,000,000	Grant
DR-5	Promote floodplain mapping including updates / enhancements using GIS.	X						EMA & Cities	\$1,000	General Fund
DR-6	Develop information brochures and schedule public meetings about home elevation in Cobb floodplains.	X						EMA & Cities	\$25,000	Grant
DR-7	Promote educational opportunities for county and city floodplain managers.	X						EMA & Cities	\$1,000	General Fund/Water Fund
DR-8	Increase network of stream monitoring gauges.	X						EMA & Cities	\$25,000	Federal Government
DR-9	Increase monitoring and enforcement of routine maintenance at private-owned stormwater detention facilities.	X						EMA & Cities	\$1,000	Water Fund
DR-10	Promote structural adjustments such as elevation for homes in floodplain areas.	X						EMA & Cities	\$25,000	General Fund/Water Fund
DR-11	Evaluate all major basins in the County and identify potential sites for construction of storm water structures.	X						EMA & Cities	\$150,000	General Fund/Water Fund
DR-12	Convert identified floodplain lots to relieve areas downstream.						X	EMA & Cities	\$1,000,000	General Fund/Water Fund
DR-13	Install major upgrades to warning sirens throughout.		X	X				EMA & Cities	\$1,000,000	SPLOST/ Grant
DR-14	Install additional warning sirens throughout the county to achieve 100% coverage.	X						EMA & Cities	\$1,000,000	E911 Fund/General Fund/Grant
DR-15	Wind retrofit tornado vulnerable 911 / EMA / Police HQ facilities.				X			EMA & Cities	\$25,000	E911 Fund/General Fund/Grant
DR-16	Construct Safe Rooms for vulnerable areas which lack safer shelter areas in tornado events.	X						EMA & Cities	\$100,000	General Fund/Grant
DR-17	Identify safer areas within county government buildings for people in the event of a tornado.	X						EMA & Cities	Staff resources	General Fund
DR-18	Provide weather radios to vulnerable populations to provide warning of approaching severe thunder-storms.	X						EMA & Cities	\$50,000	General Fund/Grant
DR-19	Conduct a study about how to increase protection for public properties from hail resulting from Thunder-storms.				X			EMA & Cities	\$15,000	General Fund/Grant
DR-20	Promote the use of lightning rods and surge protectors as part of a public awareness initiative.	X						EMA & Cities	Staff resources	General Fund
DR-21	Inventory, test and assess shortages of generators at all county and city critical facilities. Purchase and install where needed.	X						EMA & Cities	\$10,000	General Fund/Grant

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
DR - DISASTER RESILIENCE										
DR-22	Perform field survey including dams, spillways, downstream cross section and downstream structures within dam breach zone.	X						EMA & Cities	\$2,000,000	Cities/General Fund/Grant
DR-23	Educate dam owners and the general public about Dam hazards. Promote development of Emergency Action Plans (EAPs) for dams.	X						EMA & Cities	Staff resources	Cities/General Fund
DR-24	Retrofit existing dams using Cobb County's Storage Volume Purchase Program to create additional freeboard and volume to store flood waters.	X						EMA & Cities	TBD	Water Fund/ Grant
DR-25	Identify ground-water recharge areas in County near transportation routes and assess / correct for vulnerability.	X						EMA & Cities	TBD	Cities/General Fund/Grant
DR-26	Assess current resource requirements of the Cobb HAZMAT Team and fire and emergency services in general.	X						EMA & Cities	\$3,000	Cities/General Fund
DR-27	Develop proposal identifying current resource requirements needed to maintain peak operating proficiency of the Cobb HAZMAT Team.	X						EMA & Cities	\$15,000	Cities/General Fund
DR-28	Fund ongoing HAZMAT training to help maintain the required skills, knowledge, and abilities of the Cobb HAZMAT Response Team.	X						EMA & Cities	\$10,000	General Fund, Grant, FEMA
DR-29	Review landscape and design review requirements to ensure vegetation does not conflict with above-ground utilities at any point of the life span						X	CD	\$3,500	General Fund
DR-30	Coordinate with other departments to provide consistent disaster and hazard mitigation mapping to address community preparedness	X						CEMA, CD, CWS, PS, DOT	Staff resources	General Fund
DR-31	Work with the Cities to assess how more credit may be gained under the NFIP Community Rating System (CRS) for the county and each city in order to further reduce the flood insurance premiums of residents.	X						CEMA, CD, CWS	Staff resources	Cities/ General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
MC – Military Compatibility										
MC-1	Develop 3-Dimensional Imaginary Surface Model			X				CD, DARB	TBD	TBD
MC-2	Create Light Pollution Study			X				CD, DARB	Staff resources	General Fund/Grant
MC-3	Coordinate with Dobbins ARB to develop and market educational and outreach programs			X				CD, DARB	Staff resources	General Fund
MC-4	Formalize and improve the development review coordination with Dobbins ARB			X				CD, DARB, BOC	Staff resources	General Fund
MC-5	Monitor compatibility of land uses as redevelopment occurs around Dobbins ARB	X						CD	Staff resources	General Fund
MC-6	Continue to coordinate development plan review and rezoning applications with Dobbins ARB	X						CD, DARB	\$30,000	General Fund/Grant
MC-7	Implement as necessary recommendations from the JLUS	X						CD, DARB	\$30,000	General Fund/Grant
MC-8	Manage Office of Economic Adjustment (OEA) Grant funds			X				CD, DARB	\$30,000	General Fund/Grant
MC-9	Pursue grants associated with implementing the Dobbins JLUS	X						CD, DARB	Staff resources	General Fund
MC-10	Educate ARC, DCA, GDOT, GEDA and others on the importance of Dobbins ARB relative to the state and region	X						CD, DARB	Staff resources	General Fund

Item	Project	Ongoing	2017	2018	2019	2020	2021	Responsible Party	Cost Estimate	Funding Source
PM – PLACE-MAKING										
PM-1	Use existing design guidelines to enhance the public space outside buildings along four corridors during the Site Plan Review process	X						CD	Staff resources	General Fund
PM-2	Update Dallas HWY Design Guidelines consistent with county's existing building and transportation standards and regulations			X				CD, DOT	Staff resources	General Fund
PM-3	Update Atlanta Road Design Guidelines consistent with county's existing building and transportation standards and regulations	X						CD, DOT	Staff resources	General Fund
PM-4	Modify zoning regulations to reinforce design guidelines' implementation					X		CD	Staff resources	General Fund
PM-5	Canton Road pedestrian light district affidavit tracking and implementation	X						CD, DOT	Staff resources	General Fund
PM-6	Develop design guidelines for Austell Road, Mableton Parkway, Riverside Parkway, Veteran's Memorial Highway and Downtown Vinings			X				CD, DOT	\$127,500	General Fund
PM-7	Update Cobb County Architecture Design Guidelines		X					CD, DOT	Staff resources	General Fund
PM-8	Develop county-wide school zone pedestrian facility pattern book				X			CD, DOT	Staff resources	General Fund
PM-9	Work with Cobb DOT to monitor and improve county's trail, sidewalk, and bike lanes system	X						CD, DOT	Staff resources	General Fund
2011 SPLOST										
PM-10	Construction of sidewalks along roadways throughout the County to fill in the gaps		X					CDOT	\$5,000,000	2011 SPLOST
PM-11	Construction of sidewalks and other pedestrian improvements along roadways in the vicinity of Schools		X					CDOT	\$6,000,000	2011 SPLOST
PM-12	Construction of sidewalks along roadways at transit, activity center, and high accident area throughout the County		X					CDOT	\$4,500,000	2011 SPLOST
2016 SPLOST										
PM-13	Construction of sidewalks and other pedestrian and bike path improvements along roadways in the vicinity of schools, activity centers, multi modal facilities (transit stops/shelters, etc.), and other congested areas; includes pedestrian bridges where needed					X		DOT	\$35,100,000	2016 SPLOST

FUTURE LAND USE DESIGNATIONS AND POLICY GUIDELINES

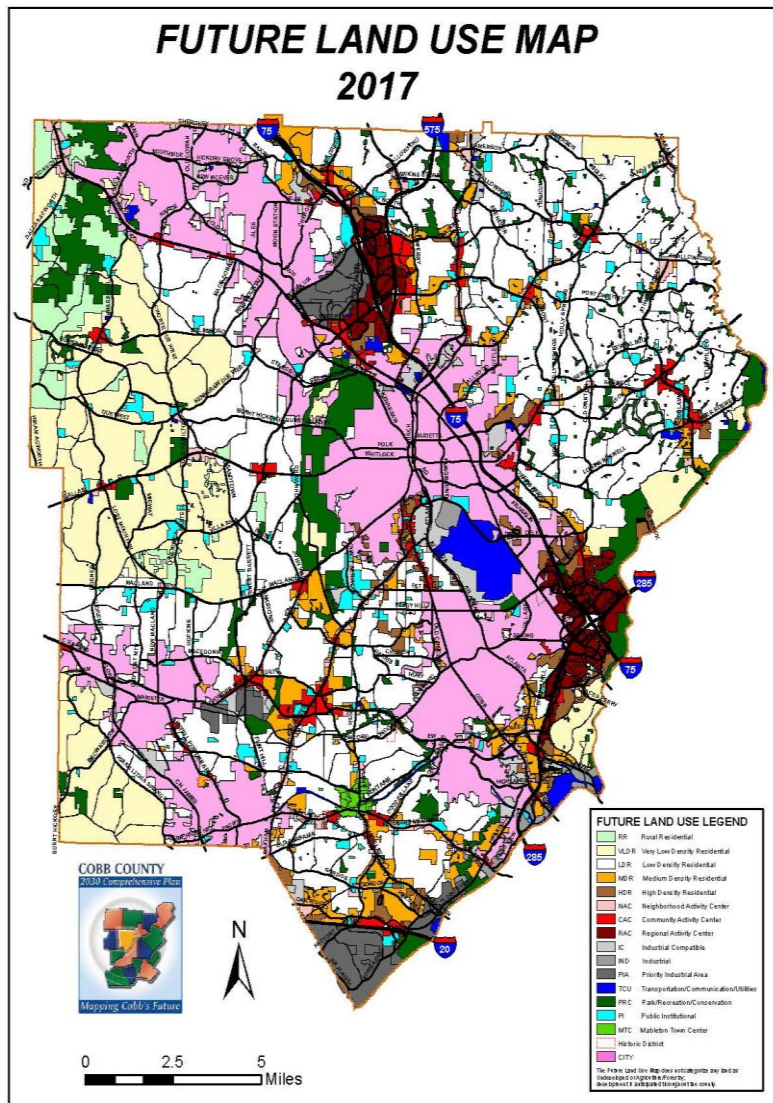
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The Cobb 2040 plan is a policy document that assists decision-making and administrative actions in an effort to guide Cobb County towards the community's preferred future. As a function of Cobb 2040, Future Land Use (FLU) is an important component to the overall comprehensive planning process. The designations listed on the FLU map (MAP 4.1) act as a guide and policy framework for making land use decisions within the community. This section contains a description of land use designations and policy guidelines. In addition, some FLU designations include Small Area Policy Guidelines (SAPG). This Appendix provides a single reference source to identify guidelines associated with each of the Future Land Use categories. Appendix 4 includes each Future Land Use designation and definition, policy guidelines for each category and the Small Area Policy Guidelines (SAPG) associated with each of the categories. In addition, there are maps at the end of the appendix that are references throughout the section.

There are several future use categories that include Small Area Policy Guidelines (SAPG). The SAPG provide specific policy guidance on identified tracts of land throughout Cobb in an effort to better manage growth for those areas. Each SAPG has been approved by the Board of Commissioners through a public hearing process and may be amended from time to time. Please note that not all Future Land Use Categories include SAPG.

It should be noted that the Board of Commissioners, in making land use decisions, use the future land use map and policies as a guide in the decision-making process, but there are circumstances when decisions will be made that are contrary to this document based upon a change in market conditions, information unbeknownst to staff/community in the preparation of this document or some other condition.



REGIONAL ACTIVITY CENTER (RAC)



The purpose of the Regional Activity Center category is to provide for areas that can support a high intensity of development, which serves a regional market. Typical land uses in these areas include high-rise office buildings, regional malls and varying densities of residential development. The Regional Activity Center designation contains Sub-area Classifications, Policy Guidelines and Small Area Policy Guidelines.

RAC Policy Guidelines

- RAC-P1** Floor area ratios (FAR) should be less than 2.0 for office and mixed-use projects and less than 1.0 for retail uses.
- RAC-P2** Regional serving office and retail development and supporting services should be encouraged to locate in Regional Activity Centers.
- RAC-P3** Regional Activity Centers shall be located in close proximity to the intersection of two freeways and their access ramps to/from adjacent arterial streets.

- RAC-P4** Regional Activity Centers should be located only where there are adequate water and sewer services.
- RAC-P5** Office, retail, personal service, apartment lodging and other high-density residential uses should be encouraged to be developed together as self-contained mixed-use projects.
- RAC-P6** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.
- RAC-P7** Property located within a RAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 80% of the site may be covered with impervious surfaces. For residential uses, no more than 70% of the site may be covered with impervious surfaces. When streams and/or floodplain prohibit development on portions of a site, retail development is encouraged to be two or more stories. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site development, streams and floodplain shall be identified as open space.
- RAC-P8** Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties with the definitive objective of revitalizing those areas as

defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Maps 4.4A – 4.5C.

RAC-P9

In recognition of the existing and planned commercial/residential activity in the Cumberland and Town Center Community Improvement Districts and in efforts to improve public safety response times by reviewing how station locations may better serve the community, the Board of Commissioners has determined the necessity of locating emergency mobile response units with the CIDs. These units will allow for improved preparedness and response capabilities while managing current and future growth. It is also recommended that incentives, public/private partnerships or grants be considered in order to fund the additional units within the CIDs that may be required due to increases in development intensity in these areas.

RAC SUB-AREA CLASSIFICATIONS

The Board of Commissioners adopted maps on December 21, 1994, as an official addendum to the Future Land Use Map of the Cobb 2040 plan, and as such, represents County growth management policy in areas designated as Regional Activity Centers.

The intent of these sub-area classifications is to optimize the use of land in areas designated as Regional Activity Centers on the Cobb County Future Land Use Map by encouraging use types to develop in the most appropriate locations. Appropriateness is determined by the carrying capacity of the site, access considerations, compatibility with adjacent

uses, suitability of scale and market potential. The use definitions are intentionally broad, serving to preserve much of the original flexibility of the Regional Activity Center designation while also insuring that land uses are limited to suitable areas.

Each part of the County designated as a RAC has a separate map showing the projected future land use sub-categories (Map 4.2 & Map 4.3). In addition, the RAC and its sub categories include adopted small area policy guidelines, which provide additional recommendations for specific areas describe in the guidelines.

The RAC – Sub Area Classifications and definitions are as follows including the adopted small area policy guidelines.

RAC-low density residential (RAC-ldr)

Low Density Residential provides areas that are suitable for low-density housing between one (1) and two and one-half (2.5) dwelling units per acre. Since the purpose of the Regional Activity Center is to provide for high-intensity development, the development of low density residential should be limited to tracts on which the environment and/or terrain will not allow more intense development activity.

RAC-medium density residential (RAC-mdr)

Medium Density Residential provides areas that are suitable for medium-density housing between two and one-half (2.5) and five (5) dwelling units per acre and attached single-family residential housing that in certain circumstances may reach six (6) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses.

RAC-high density residential (RAC-hdr) – Includes Small Area Policy Guidelines

High Density Residential provides areas that are suitable for low rise, high-density housing and mixed-use developments. Mid- or high-rise residential/mixed use developments are also appropriate in this category. This shall include developments in excess of four (4) stories per structure. Because of the unique, urban characteristics of RACs, building height and density shall be reviewed on a case-by-case basis.

RAC –hdr Small Area Policy Guidelines

RAC-hdr-P1 Because of the unique circumstances regarding access to the remaining underdeveloped parcels along Wilson Road in Land Lots 429 and 430, 16th District, west of I-575, the Board of Commissioners is considering the following development regulation in the Regional Activity Center established therein:

- **Parcels subject to assemblage:**
The four (4) undeveloped parcels south and west of Wilson Road would be recommended (as part of an assemblage only) to only be entertained with exclusive direct frontage on Wilson Road as part of one rezoning application.

RAC-hdr-P2 In recognition of the transportation difficulties at the properties located in Land Lots 818 and 838 of the 17th District located on the eastern side of Cumberland Parkway, the Board of Commissioners desire to have future development conform to the Regional Activity Center future land use category within the High Density Residential subcategory. As future conditions warrant, other considerations due

to changing safety, transportation or similar realities may be analyzed. The property in question is at the fringes of the Regional Activity Center well off of the core area near Interstate 75 and Cobb Parkway. Due to this distance from the most intense area in the RAC, land use intensity should begin to decrease in order to protect the surrounding residential community. In addition, access to these properties, off of Cumberland Parkway, is in an area where site distance is a major concern due to the turn in the roadway and a change in topography. Therefore, in an effort to promote safety for vehicles and pedestrians, commercial land uses would not be recommended on these properties. Also, due to the large quantity and type of residential uses in this area, the desire is to have the property developed as owner-occupied residential units at no more than 12 dwelling units per acre as detailed in the high density residential subcategory.

RAC-hdr-P3

The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (Map 4.22). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of

lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.
- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are geared towards the needs of seniors and will be reviewed on a case-by-case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail

services due to the impacts this type of use has on traffic, mobility and accessibility.

- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
- The Planning Commission and Board of Commissioners is recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans, to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic

interpretive signage if requested in the Vinings Heritage Trail Concept Plan;

- Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

RAC-office (RAC-off)

Office developments are considered the most appropriate development in the Office land use category. However, mixed-use developments that include retail may also be appropriate. Mid- or high-rise residential developments are also appropriate in this category. This shall include any residential development in excess of four (4) stories per structure. Because of the unique, urban characteristics of RACs, building height and density shall be reviewed on a case-by-case basis.

RAC –off Small Area Policy Guidelines

RAC-off-P1

The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (Map 4.22). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high-

intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.
- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are geared towards the needs of seniors, and will be reviewed on a case by case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
- The Planning Commission and Board of Commissioners are recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan

- Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

RAC-retail/service (RAC-rs)

Retail stores and service operations are considered the most appropriate use in the Retail/Service land use category. However, mixed-use developments that include office may also be appropriate. Residential development is inappropriate in the Retail/Service sub-area designation.

RAC-industrial (RAC-ind)

Developments in the industrial category should be confined to light industrial uses and should be compatible with the urbanized development in the RAC. In addition to light industrial, the industrial category may also include office/warehouse, and distribution and support services for commercial. Residential development is inappropriate in the Industrial designation.

RAC-open space/recreation (RAC-osr)

Open space/recreation uses do exist in several parts of the RAC, but there are opportunities to generate additional open space and community gathering spaces through urban design, the construction of pocket parks and the use of topographically challenged areas (floodplain). The uses in the floodplain areas should be restricted to passive recreation including bicycle/pedestrian trails.

RAC-Vinings transition zone (RAC-tz)

The area including the properties along both sides of Upper Stillhouse Road and River Oaks Drive, south of Cumberland Boulevard is hereby

designated the Vinings Transition Zone. This transition zone is needed because of the conflict between the intense land uses in the heart of the Cumberland Regional Activity Center and the nearby low-density, single-family residential uses in Vinings south of the barricade. It is also consistent with County policy as described elsewhere in the Cobb 2040 plan regarding the necessity to provide appropriate transitions between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the extreme topographical, environmental and watershed concerns, the following specific development criteria are needed in the area identified as the Vinings Transition Zone.

RAC-tz Small Area Policy Guidelines

RAC-tz-P1 South of Cumberland Boulevard (realigned), higher intensity development must have access exclusively from and to Cumberland Boulevard. Stillhouse Road and River Oaks Drive have existing grades and alignments that do not appear adequate to service higher intensity development. The County has installed a permanent barricade on Stillhouse Road just south of River Oaks Drive to prevent Cumberland traffic from accessing the lower Stillhouse Road residential area.

RAC-tz-P2 Areas south of Cumberland Boulevard shall be developed as office or "owner occupied" residential, in a "step down" manner. Rental residential is prohibited in Cobb County's Urban Condominium zoning district.

RAC-tz-P3 On properties closer to Cumberland Boulevard, with access exclusively from and to Cumberland Boulevard, the appropriate use is office. Intensity

should “step down” from High-Rise Office on properties fronting Cumberland Boulevard to Mid-Rise Office to Office & Institutional, as development gets progressively further from Cumberland Boulevard.

RAC-tz-P4 Residential densities should be “transitional” with lower densities than those appropriate in central portions of the “Urban Core” of the Cumberland Community Improvement District. Development in the Vinings Transition Zone should proceed in a “step down” manner, from higher intensity uses along Cumberland Boulevard to lower intensity uses near the Stillhouse Road barricade.

RAC-tz-P5 Due to the steep terrain and unique environmental features (being within the Chattahoochee watershed), development should be planned to minimize land disturbance, “building footprints” and impervious surface. In order to accomplish this objective, building height may be allowed to go higher than normal in exchange for decreasing impervious surface and land disturbance. Building height cannot be increased for the purpose of exceeding density or square footage that would have otherwise been allowed.

RAC-tz-P6 Development along the southern edge of the Transition Zone closest to the Stillhouse Road barricade should be residential development that maintains at least a 110-ft. radius of undisturbed buffer, as measured from the intersection of the right of ways of Stillhouse Lane and River Oaks Drive.

Building heights may be flexible in order to enhance these buffers and protect residents or natural features along the edge.

RAC APPROPRIATE ZONING CATEGORIES

The purpose of the RAC is to provide for areas that can support a high intensity of development that serves a regional market. Typical uses include high-rise office buildings, malls and varying densities of residential development. Allowable Zoning: RA-6, RM-8, RM-12, RM-16, FST, RSL (supportive, non-supportive, non-supportive urban), UC, LRO, O&I, OHR, OMR, OS, CRC, GC, LRC, NRC, PSC, RRC, TS, PVC, UVC, NS

COMMUNITY ACTIVITY CENTER (CAC)



The purpose of the Community Activity Center category is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low- to mid-rise office buildings and department stores. Policy guidelines and Small Area Policy Guidelines for this category are listed below.

CAC Policy Guidelines

- CAC-P1** Low- to medium- intensity office, retail and commercial service uses should be encouraged to locate in Community Activity Centers.
- CAC-P2** Office uses should be limited to four stories. However, any non-residential uses that are located along Dallas Highway (State Route 120 from John Ward Road to Paulding County line) in West Cobb would be limited to three stories. The appropriateness of this limitation is based on the local Scenic Highway designation currently assigned to this portion of Dallas Highway. Floor area ratios (FAR) should be no greater than 0.75

for office uses and 0.25 for retail uses.

- CAC-P3** Community Activity Centers should be primarily located near the intersection of a freeway interchange and arterial road or the intersection of two arterials.
- CAC-P4** Retail uses shall be encouraged where direct access to the arterial is available and where safe turning movements are possible. Inter-parcel access is encouraged.
- CAC-P5** A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low-intensity office or higher density residential uses.
- CAC-P6** More intense uses should be focused on those properties near the geographic center of the CAC and away from existing residential development.
- CAC-P7** Nodal development should be encouraged.
- CAC-P8** Commercial service uses with outdoor activities should be encouraged in Community Activity Centers only if outdoor storage and activities are screened and buffered from adjacent uses.
- CAC-P9** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

CAC-P10 Property located within a CAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stores. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site development, stream and floodplain shall be identified as open space.

CAC Small Area Policy Guidelines

CAC-P11 In recognition of the existing zoning and uses along U.S. 41 between Mars Hill Road and Lake Acworth Drive, in addition to the recently installed sewer interceptor in the general area of U.S. 41 and Mars Hill Road, the Board of Commissioners has established a CAC along U.S. 41 between Mars Hill Road and Lake Acworth Drive. Even with the installation of the new interceptor, non-residential development within the CAC along the west side of U.S. 41 between Lake Acworth Drive and Mars Hill Road will be unable to “tie into” public sewer. Because of the environmentally sensitive nature of this general area and the proximity to Lake Acworth and Allatoona Reservoir, it will be very important for the County to limit and scrutinize commercial uses. Specifically, the Board of Commissioners will attempt to limit future commercial

development (which will utilize septic wastewater system) to establishments, which have “domestic” water usage (1 single family residence equivalent per 2 acres). The Board of Commissioners will attempt to discourage uses which discharge chemicals and grease.

CAC-P12 In recognition of the existing zoning and future uses to be established at and around the intersection of Powder Springs Road and West Cobb Parkway, and in an effort to protect surrounding, established subdivisions and environmentally sensitive properties, the Board of Commissioners has established a CAC at the intersection of the West Cobb Parkway, Powder Springs Road and Macedonia Road. Because of this Community Activity Center’s proximity to an established subdivision (westerly) and a tributary to Noses Creek, the Board of Commissioners will only consider uses permitted within the Office & Institutional (O&I) and Low Rise Office (LRO) zoning districts at the corners of west Cobb Parkway and Macedonia Road, with a minimum 25-ft. buffer along the western boundaries. Architectural compatibility with the planned shopping center at the intersection of West Cobb and Powder Springs Road will be of paramount importance and applications for rezoning of property in this area will be evaluated for appropriateness based on these criteria. (Map 4.11)

CAC-P13 In recognition of the existing commercial and residential zoning established in the Austell-Powder Springs Road/Oak Street area, and in an effort to reduce the opportunity for land use conflicts in the

future, the City of Austell and Cobb County will jointly discuss any zoning or land use changes in the vicinity. The purpose of discussion will be to minimize impacts of commercial development on residential uses and to evaluate the Future Land Use Map recommendations for the property periodically.

CAC-P14

In recognition of the existing zoning and future uses to be established at and around the intersection of Blair Bridge Road and Riverside Parkway (formerly Six Flags Drive) and in an effort to protect surrounding, established neighborhoods and environmentally sensitive properties, the Board of Commissioners has established a CAC at the intersection of Blair Bridge Road and Riverside Parkway (formerly Six Flags Drive). Because of the Community Activity Center's proximity to established subdivisions and a tributary to Sweetwater Creek (water supply watershed for the City of East Point), the Board of Commissioners will only consider uses permitted within the LRO zoning district.

CAC-P15

In recognition of the existing zoning and future uses along River View Road and in an effort to protect surrounding, established subdivisions and environmentally sensitive properties, the Board of Commissioners has established a CAC along River View Road, west of South Cobb Drive, in Land Lots 754 and 759. The Board of Commissioners will only consider uses permitted within the LRO zoning district.

CAC-P16

In recognition of the existing zoning and future uses along Chastain Meadows Parkway and in an effort to protect environmentally sensitive properties around

Noonday Creek and the County's proposed regional detention facility on Chastain Meadows Parkway, the Board of Commissioners has established a CAC along Chastain Meadows Parkway. This CAC is located in Land Lots 427, 428, 437, 438, 499, 500, 509, 510, 511, 570, 571, 572, 581, 582 and 583 of the 16th District. Because of the Community Activity Center's proximity to Noonday Creek, a proposed County regional detention facility and established/newly developed residential communities along Bells Ferry Road and Chastain Road, the Board of Commissioners will only consider office and distribution type uses along Chastain Meadows Parkway, north and east of the County's proposed regional detention facility in Land Lots 437, 438, 499, 500, 509, 510, 511 and 570 of the 16th District. In Land Lots 427 and 428 of the 16th District, the Board of Commissioners will only consider office type uses.

CAC-P17

In recognition of the existing zoning, and future uses around the intersections of North Cobb Parkway, Greers Chapel Road and Mary Ada Drive, the Board of Commissioners has determined the necessity for a unified development plan. All highlighted properties or substantial combination thereof, must be assembled and included in one rezoning/development plan. Any new development within highlighted portion will be restricted for owner occupied residential only. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based upon these criteria. (Map 4.12)

CAC-P18	<p>The subject parcel located within the Community Activity Center node at the southernmost intersection between Barrett Parkway and Villa Rica Way is encouraged to be developed in the future to an office-related land use proposal.</p>	<ul style="list-style-type: none"> • Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.
CAC-P19	<p>The parcels along Veterans Memorial Highway, east of the City of Austell are in need of redevelopment. Allowing mixed-use developments in this area will assist in creating live work areas as well as reduce traffic congestion and improve traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically by encouraging village-style developments with residential over retail/office along major streets. On the minor streets within the development, stand-alone residential would be appropriate as long as there is a vertical mixed-use component included in the project. All areas of the new mixed-use development should be pedestrian friendly. Some of the basic characteristics of these developments should include:</p> <ul style="list-style-type: none"> • Well-designed buildings that create a frame for the street system by being constructed close to the sidewalk. • On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the particular roadway classification. 	<ul style="list-style-type: none"> • Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project and proximity to other stable residential uses. • In order to make mixed-use developments along this corridor successful, scale is an important component. Mixed-use buildings should be no more than three stories tall. The three-story height limit will provide the necessary density to financially allow a mixed-use development and it will also provide a consistency of scale with the surrounding residential neighborhoods. • Residential uses in the mixed-use developments should provide for additional owner-occupied housing opportunities. • Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

CAC-P20

The parcels along Mableton Parkway from Veterans Memorial Highway to Hunnicut Drive are in need of redevelopment and revitalization. Allowing mixed-use developments in this area will assist in creating live work areas as well as reduce traffic congestion and improve traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically or horizontally by encouraging village-style developments with residential over retail/office along major streets. On the minor streets within the development, stand-alone residential would be appropriate as long as there is a commercial or a LRO component fronting Mableton Parkway. All areas of the new mixed-use development should be pedestrian friendly. Some of the basic characteristics of these developments should include:

- Well-designed buildings that create a frame for the street system by being constructed close to the sidewalk
- On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the particular roadway classification.
- Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.

- Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project and proximity to other stable residential uses.
- In order to make mixed-use developments along this corridor successful, scale is an important component. Mixed-use buildings should be no more than three stories tall. The three-story height limit will provide the necessary density to financially allow a mixed-use development and it will also provide a consistency of scale with the surrounding residential neighborhoods.
- Residential uses in the mixed-use developments should provide for additional owner-occupied housing opportunities.
- Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

CAC-P21

In recognition of the need to promote quality redevelopment, create new residential opportunities, and encourage new medical service uses at the intersection of Austell Road and the East West Connector, the properties are placed in the Community Activity Center (CAC) future land use category. The Board of Commissioners, in an effort

to develop a long-term vision for improvements in this area of Cobb County, funded the creation of the Austell Corridor Livable Centers Initiative Study. These properties were identified in the study as an area appropriate for a mixed-use development in a manner consistent with the findings and acceptance language of the study document. In addition to promoting a combination of residential and office/retail development, a special focus in this area should be on supporting and expanding medical-related office and service uses due to the proximity of Cobb General Hospital.

CAC-P22

In recognition of the existing land uses, zoning and future land uses along Bells Ferry Road, south of Interstate 75, the Board of Commissioners has established a Community Activity Center on the west side of Bells Ferry Road. Due to this CAC's proximity to the Tommy Nobis Center and other office and medical uses, it is not desired to have this be a commercial activity center, but one that supports office and medical uses; thus, the Board of Commissioners will only consider uses permitted within the O&I zoning district or zoning districts with explicit uses for office and medical facilities.

CAC-P23

In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to

improve the architectural quality of Canton Road in order to encourage an improved sense-of-place.

CAC-P24

In order to better implement and promote quality growth along Canton Road and as a way to redevelop a Heavy Industrial zoned property that is located adjacent to a residential community, the Board of Commissioners has established a CAC for the property on the east side of Canton Road adjacent to the Northeastern Railroad Company right-of-way. Because of this Community Activity Center's proximity to established neighborhoods the Board of Commissioners encourages the following zoning on the parcels: RSL, SC, LRO, O&I, CRC, GC, LRC and NRC. Preferred uses on this property would include residential, retail and office. Others may be considered on a case-by-case basis at the time of rezoning.

CAC-P25

Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Maps 4.4A – 4.5C.

CAC-P26

In an effort to encourage redevelopment in areas along Riverside Parkway (formerly Six Flags Drive) between Factory Shoals Road and I-20, high-density developments and mixed-use developments are encouraged. To facilitate this redevelopment, Cobb County has established a Redevelopment Overlay

District (ROD) for the Riverside Parkway (formerly Six Flags Drive) corridor from Factory Shoals Road to the I-20 interchange. The ROD regulations, which encourage compatible mixed uses in redevelopment areas designated in Cobb 2040, can be found in the Cobb County zoning code. The proximity and accessibility of this area to I-20, I-285 and downtown Atlanta and the age of the existing housing stock make it a prime candidate for redevelopment opportunities. Redevelopment fronting Riverside Parkway (formerly Six Flags Drive) may require additional donation of right-of-way so that planned streetscape improvements can be implemented along the corridor. Refer to the Six Flags Road Corridor Study for additional details. See Map 4.10E for proposed ROD boundaries.

CAC-P27

In recognition of the efforts to improve the quality-of-life of residents and businesses in the Mableton area, the Board of Commissioners encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional Commissions Lifelong Communities Program.

With increasing life expectancies and varying levels of ability of the County's aging population, traditional building forms may be modified to reflect this new

reality. Also, connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages become essential for older adults. The Board of Commissioners supports staff coordination with other County departments and the community through public involvement to encourage these goals.

Due to the physical layout of Mableton, development efforts will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land management techniques such as land trust, tax allocation districts or other such policies and programs that could assist in meeting this desire. This proposed design could substantially improve the area's economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity and walkability missing in most of the Mableton area. Staff is committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living. By combining these with the flagship Mable House property enhancements, this would provide an exemplary healthy living environment for Lifelong Communities.

CAC-P28

In order to better implement and promote the revitalization and rejuvenation of land uses within the Powers Ferry Master Plan, the Board of

Commissioners will encourage new development and redevelopment within the Powers Ferry study area. New development should be constructed in a manner that supports the goals and policies of the Powers Ferry Master Plan. The Board of Commissioners encourages sustainable mixed-use development, including residential, commercial and office uses within the Village Center and catalysts sites, as well as the rehabilitation and redevelopment of multi-family dwellings within the Redevelopment Area as defined by the Powers Ferry Master Plan.

CAC-P29

The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities, as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system.

Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

CAC APPROPRIATE ZONING CATEGORIES

The purpose of the CAC is to provide for areas that can meet the immediate needs of several neighborhoods or communities. Typical uses include low- to mid-rise office buildings and department stores. Allowable Zoning: SC, LRO, O&I, OS, CRC, GC, LRC, NRC, PSC, TS, PVC, UVC, NS, RSL (supportive & non-supportive)

NEIGHBORHOOD ACTIVITY CENTER (CAC)



The purpose of the Neighborhood Activity Center category is to provide for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores. Policy Guidelines and Small Area Policy Guidelines for this category are listed below.

NAC Policy Guidelines

- NAC-P1** Low-intensity office and retail uses should be encouraged to locate in Neighborhood Activity Centers.
- NAC-P2** Office and retail uses should be limited to a maximum of two stories.
- NAC-P3** Floor area ratios (FAR) should be less than 0.5 for office uses and less than 0.25 for retail uses.
- NAC-P4** A transition in building scale and land use type should be provided between higher intensity uses and

adjacent residential areas. Transitional land uses could include low-intensity office uses or higher density residential uses.

- NAC-P5** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development before the calculation of residential density.

- NAC-P6** Property located within a NAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stories. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining developments is also encouraged. Upon site development, streams and floodplain shall be identified as open space.

- NAC-P7** To ensure neighborhood compatibility, retail uses should also be limited in total floor area.

- NAC-P8** All uses should be adequately buffered to protect the stability of surrounding residential neighborhoods.

NAC Small Area Policy Guidelines

- NAC-P9** Because of the unique circumstances associated with the Johnson Ferry Road/Waterfront Drive area of the

East Planning Area, the Board of Commissioners is considering the following redevelopment scenario for the Johnson Ferry Estates Subdivision and the neighborhood activity center established therein:

- Parcels not subject to an assemblage:

- The eleven (11) parcels, from southwest intersection of Johnson Ferry Road and Shallowford Road southward, with exclusive direct frontage on Johnson Ferry Road would be recommended for the NRC district and its permitted uses.
- The one parcel immediately west of the "Postel" property, southwest of the intersection of Johnson Ferry and Shallowford, on Shallowford Road would only be recommended for the Limited Retail Commercial (LRC) zoning district and its permitted uses.
- The nine parcels immediately west of the aforementioned LRC area on Shallowford Road, just past the western land lot line of Land Lot 467 in the 16th district would only be recommended for the Low Rise Office (LRO) district and its permitted uses. The westernmost parcel shall provide a twenty-five ft. (25') landscaped buffer along the western edge upon rezoning and development.

- Parcels subject to an assemblage

- The nine parcels (9) with exclusive direct frontage on Waterfront Drive would be recommended (as part of an assemblage only) for a Neighborhood Retail Commercial (NRC) district and its permitted uses. It is very important to note that these parcels would only be entertained if all were combined together in conjunction with the four (4) parcels with exclusive direct frontage on Waterfront Drive as one rezoning application. Buffer and berm must be configured as shown on the conceptual plan contained in the Planning Division and Zoning Division offices:

- Guidelines for parcels subject to an assemblage

- All properties designated as subject to assemblage must be included in one rezoning application.
- Waterfront Drive to be addressed during the application for rezoning involving these parcels.
- The existing lake may be reconfigured to allow for better compliance and conformance with this conceptual redevelopment scenario.

- A minimum seventy-five (75') foot buffer with a minimum ten (10') foot high berm (on western edge of 75' buffer) will be required along western land lot line of Land Lot 470. The buffer and berm shall be designed and constructed so to shield westerly residential properties from noise and lights which may result from the development of the assemblage.
- In order to diversify land use and enhance the livability of the existing activity center, vertical and horizontal mixed-use projects should be encouraged along with single-family dwelling units.
- General Notes
 - Site-specific criteria, such as landscape materials, building materials and architectural style, lighting, signage, parking, etc. will be determined when the Planning Commission and the Board of Commissioners are presented with a complete assemblage as part of a rezoning application, as previously mentioned.
 - A copy of the conceptual site plan is available through the Planning Division and Zoning Division of Cobb County.

NAC-P10

In accordance with the action of the Board of Commissioners on December 21, 1994, an area at

the intersection of Floyd and Hicks Roads is designated as a NAC on the Future Land Use Map. The area encompassed by this designation is limited to that shown as proposed on the map adopted by the Board of Commissioners on December 21, 1994. Said area shall not extend to the north beyond the AT&T telephone transmission easement located in land lot 29 of the 17th district and land lot 1073 of the 19th district.

NAC-P11

In accordance with the action of the Board of Commissioners on December 21, 1994, the existing NAC shown on the Future Land Use Map at the intersection of Bells Ferry Road and I-575 is extended to encompass the area of the intersection of Bells Ferry Road and Shallowford Road. The area designated as NAC consists of that shown as proposed on the map adopted by the Board of Commissioners on December 21, 1994: and as amended, October 28, 1999. Additionally, the Board of Commissioners has adopted, as land use policy, the specific zoning designations represented on the map adopted on December 21, 1994. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these specific zoning designations. (Map 4.13)

NAC-P12

In order to establish a reasonable node cutoff point southwest of the existing CAC at Dallas Highway and Ridgeway Road, the Board of Commissioners has established a NAC at the southeast corner of Old Dallas Road and Dallas Highway in Land Lot 26 of the 19th District and Land Lot 330 of the 20th District.

NAC-P13

Because of this NAC's proximity to residential uses along Old Dallas Road and Twin Oaks Drive, in addition to its relatively shallow depth, the Board of Commissioners will only consider uses permitted within the LRO zoning district. The Board will also prohibit any non-residential access for this property onto Old Dallas Road. Adequate buffering will be of paramount importance and applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.14)

In recognition of the existing low-density residential uses and the medium-density residential uses planned or under construction at and around the intersection of Shallowford Road and Lassiter Road, the Board of Commissioners has established a NAC. These residential uses represent a unique opportunity to establish a transition in land use, consistent with the nodal concept of commercial development. By adhering to such an ideal transition of land use and the nodal concept of commercial development, the Board of Commissioners can further implement the policies of the Cobb 2040 plan while protecting the transportation improvements recently completed along Lassiter and Shallowford Roads. In order to best protect these transitional residential uses and the recent transportation improvements, parcels within the activity center with only one public road frontage shall be limited to the LRO zoning district.

NAC-P14

In order to establish an appropriate land use transition from the established industrial compatible areas in the Baker/Moon Station Road area, the Board of Commissioners has established a Neighborhood Activity Center at the northeast corner of Giles Place and Giles Road in Land Lot 63 of the 20th District. Because of this NAC's proximity to the mixed-use community on Giles Road (westerly), the Board of Commissioners will only consider uses permitted within the O&I and LRO zoning districts. Architectural compatibility with commercial components of the mixed-use community will be of paramount importance, as will adequate buffering. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.15)

NAC-P15

In order to better implement and promote the nodal concept of development at the intersection of Floyd Road and Nickajack Road, the Board of Commissioners has extended the NAC to the west side of Floyd Road in Land Lots 31 and 32 of the 17th District. In order to encourage development plans that are architecturally compatible with the existing uses on the east side of Floyd Road and to promote coordinated access within the NAC, the Board of Commissioners has determined the necessity for a unified development plan for this extension. All highlighted properties or substantial combination thereof, must be assembled and included in one rezoning/development plan. Buffering to adjacent residential uses, architectural compatibility, shared

access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based upon these criteria. (Map 4.16)

NAC-P16

In accordance with the action of the Board of Commissioners on January 17, 2017, and in an effort to provide for a step down in intensity so as to mitigate any future land use conflicts between the surrounding residential uses and the commercial uses on the west side of Floyd Road, north of White Boulevard, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on any redevelopment of the tracts within the NAC future land use category in order to protect residential uses and to provide a transition between land uses.

NAC-P17

In order to mitigate the land use conflicts that could arise from converting single-family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the Westhaven Subdivision within the Dallas Highway/Due West Road NAC (Land Lot 333 of the 20th District). All highlighted properties or substantial combination thereof must be assembled and included in one rezoning/development plan. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance. Assemblage rezoning applications will be evaluated for appropriateness based on these

criteria. The area is shown in Map 4.17. This is appropriate given the unique nature of the NAC on the south side of Dallas Highway. Because a portion of the NAC on the south side of Dallas Highway is heavily wooded and largely undeveloped, the Board of Commissioners is considering the following development requirements for this portion of the NAC on the south side of Dallas Highway.

- Low rise office use only.
- Any new development within highlighted portion will be subject to minimum fifty (50') foot setback from Dallas Highway.
- Any new development within the highlighted portion must have a compatible architectural style with the existing shopping center on the north side of Dallas Highway (Village Green Shopping Center).

NAC-P18

In order to better implement and promote the nodal concept of development and eliminate any potential for expanding the NAC, the Board of Commissioners has slightly expanded the NAC at Sandy Plains Road and SR-92. This expansion was done with carefully negotiated, highly restrictive zoning stipulations designed to protect the adjacent residential areas and eliminate any potential for further expansion through the life of this plan. Among the more important stipulations that will accomplish this task include an unprecedented 175-ft. R-15 buffer totaling 6.61 acres (zoning stipulation and 20-year

covenant), square footage maximums, use limitations and the formation of an architectural review committee. (Map 4.18)

NAC-P19

In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC at Sandy Plains Road and Ebenezer Road. Because this expansion was done to provide for improved node boundaries, in addition to providing an improved transition in land use northwesterly, the Board of Commissioners will consider the following development requirements for this NAC on the northwest side of Sandy Plains.

- No Access to Bryant Lane or Beaver Shop Road
- Low rise office use only
- No outside storage

NAC-P20

In recognition of the unique character and nature of the Paper Mill Village area, the Board of Commissioners has established a NAC at the intersection of Johnson Ferry Road and Paper Mill Road. Because of the unique nature and mixture of land uses within the village, in addition to the consistent architectural theme within the village, the Board of Commissioners will only consider uses permitted within the O&I and LRO zoning districts. Architectural and use compatibility with the existing components of the existing village will be of paramount importance, as will compatibility with existing access arrangements. Applications for

rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.19)

NAC-P21

In order to better implement and promote the nodal concept of development and encourage plans that are architecturally compatible with the existing development on Dallas Highway, the Board of Commissioners has established a Neighborhood Activity Center on the south side of Dallas Highway and west of Lost Mountain Road, in Land Lots 82 and 83. Because of utility encumbrances, topographical limitations and limited access to Dallas Highway (SR 120), rezoning applications will be evaluated for appropriateness based upon the below criteria the Board of Commissioners are considering for development within the NAC:

- All properties or a substantial combination thereof, must be assembled and included in one rezoning/development plan.
- New development will utilize ground-based monument signage with no outside storage.
- Any new development will be subject to a minimum fifty (50') foot setback from Dallas Highway and a minimum 100-foot buffer to adjacent residential uses.
- Inter-parcel access will be provided with ingress/egress via Lost Mountain Road.

- Low-rise office or limited retail commercial only.

NAC-P22

In accordance with the action of the Board of Commissioners on January 17, 2017, it is equally important that the NAC portion of the Mars Hill and Lost Mountain commercial node be constrained by Parcels 3 and 4 in Land Lot 82 of the 19th District to the west and Parcel 8 in Land Lot 82 of the 19th District to the south. Constraining the commercial area in this manner will help to preserve the residential nature of the surround community by limiting further commercial growth along the Dallas Highway corridor.

NAC-P23

In order to establish a node cutoff point southeast of the existing CAC at Dallas Highway and Ridgeway Road, the Board of Commissioners has established a NAC on the southeast side of the West Cobb Parkway, north of Goose Ridge. Due to this NAC's proximity to residential uses along the West Cobb Parkway and Goose Ridge, the Board of Commissioners will only consider uses permitted within the LRO zoning district. Residentially compatible architecture will be of paramount importance, as will limitations of impervious surfaces to protect an existing lake within the NAC. Applications for rezoning of property in this area will be evaluated for appropriateness based upon these criteria. (Map 4.14)

NAC-P24

In order to establish a node cutoff point west of the existing NAC at the intersection of Macland Road and John Ward Road, the Board of Commissioners is

NAC-P25

encouraging low-density residential development west of the node boundary/intersection. The Board of Commissioners has determined this is appropriate based on the rural nature of the area, the proximity to an established and not fully developed CAC along Macland Road and Powder Springs Road and the potential for successful residential development due to the size and configuration of vacant tracts in this area. For the parcel within the NAC zoned October 2000, the Board of Commissioners will only consider uses permitted with the LRO zoning district with ground-based monument signage, no outside storage and a minimum fifty (50') foot landscaped buffer to adjacent property.

In order to better implement and promote the nodal concept of development and eliminate any potential for expanding the NAC, the Board of Commissioners has slightly expanded the NAC at Lost Mountain and Macland Road. Because this expansion was done to provide for improved node boundaries, in addition to preserving a potentially historic structure while complementing the existing institutional uses and improving land use transition northeasterly, the Board of Commissioners will consider the following development requirements for this portion of the NAC on the north side of Macland Road, east of Lost Mountain Road in Land Lot 428 of the 19th District:

- All properties or substantial combination thereof must be assembled and included in one rezoning/development plan

- Low-rise office use only
- Existing structure must be utilized
- Minimum fifty (50') foot buffers must be provided along the northern and eastern property lines

NAC-P26

In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC at Floyd Road and the Silver Comet Trail. Because this expansion was done to provide for improved node boundaries and to complement the nearby uses supporting the Silver Comet Trail, the Board of Commissioners will consider the following development requirements for this portion of the NAC on the west side of Floyd Road, north of the Silver Comet Trail in Land Lot 998 of the 19th District.

- Low-rise office use
- Existing structure must be utilized

NAC-P27

In order to better implement and promote the nodal concept of development, the Board of Commissioners has slightly expanded the NAC on Scufflegrit Road near Sandy Plains Road, as shown in Map 4.20. The Board of Commissioners has also determined that all properties within this extension must be assembled and included in one rezoning/development plan.

NAC-P28

In recognition of the existing and planned commercial activity in Paulding County, on the Cobb County border and in order to foster coordination with land use trends outside of the County's control, the Board of Commissioners has established a NAC at the Paulding County line on the north and south sides of Dallas Highway.

- The portion of the NAC node on the north side of Dallas Highway shall consist of the two parcels directly abutting the Paulding County line known as Parcel 4, Land Lot 144 of the 19th District and Parcel 2 Land Lot 79 of the 19th District. The two parcels contained in this node should be developed in an assemblage and the integrity of the waterway should be preserved through adequate buffering. It is equally important that this NAC node be constrained by Parcel 5 in Land Lot 79 of the 19th District and the existing creek on the eastern property line. Constraining the commercial area in this manner will help to preserve the residential nature of the surrounding community by denying commercial access to Old Dallas Road and limiting further commercial growth along the Dallas highway corridor.
- The portion of the NAC node on the south side of Dallas Highway shall consist of the parcels in Land Lot 144 of the 19th District, south of Dallas Highway, adjacent to Paulding County. The parcels should also be developed in an assemblage. Constraining the commercial area in

this manner will help to preserve the residential nature of the surrounding community and protect the areas natural resources by denying commercial access to Poplar Springs Road, limiting further commercial growth along the Dallas Highway corridor and establishing a substantial natural buffer between the commercial activity and a tributary in the Noonday watershed. In addition, adequate buffering should be established between any future commercial uses and the adjacent residential properties through the use of berms.

NAC-P29

In order to mitigate the land use conflicts that could arise from converting single-family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the NAC on the west side of Due West Road, South of Kennesaw Due West Road consisting of the following parcels in Land Lot 296 of the 20th District: 13, 14, 15, 16, 65, 103, and 182. The unified development plan in this area will allow for commercial development without compromising traffic mobility by reducing curb cuts and improving inter-parcel access

NAC-P30

The Board of Commissioners, in an effort to mitigate problems with noise and light pollution from commercial uses southwest of Kemp Ridge Road reaching single-family neighborhoods to the northeast, has placed these lots in the NAC category. Residential use in this area would be appropriate if it were a unified development consisting of an

assemblage of the properties with a preferred development type being single-family attached homes. It is important that the new housing units built develop a design that respects the mass, scale, siting and form of other buildings in the area to mitigate the negative influences of the neighboring commercial property. In the case of commercial or retail uses, maximum attention would be given to buffering the properties in the City of Acworth. Appropriate mitigation of sound and light pollution is required, in addition specific uses and intensity restrictions would be placed on the commercial activity to enhance the livability of these neighborhoods.

NAC-P31

The Board of Commissioners, in an effort to mitigate traffic congestion along Hawkins Store Road encourage the NAC properties on Hawkins Store Road, east of Bells Ferry Road, to be developed as an assemblage in a unified development. The Board of Commissioners will only consider uses permitted within the LRO zoning district.

NAC-P32

In order to better implement and promote the nodal concept of development at the existing NAC area on the north side of Macland Road, north of Turner Road, east of Ernest Barrett Parkway, the Board of Commissioners has expanded this NAC over to Ernest Barrett Parkway in order to create a more reasonable node cutoff point. In order to contain the NAC to these parcels and restrict continued commercial development along Ernest Barrett Parkway, a transition in scale and use should occur

that will minimize negative impacts of development on the properties to the north. Less intense office uses and/or buffers should be used to create a needed transition to the surrounding residential areas. The two parcels and potentially some remnant right-of-way lands, may be in a unified development plan in order to promote coordinated access onto roadways. Architectural compatibility with the surrounding area is of utmost importance in the decision-making process in this node. Architectural styles should complement the rural heritage of this section of Cobb County including features such as split rail fencing, streetscaping, substantial landscape treatments and mixture of natural materials, brick, and/or fiber cement siding on the building facades. Stucco, concrete block and vinyl siding are some examples of inappropriate architectural facades. Lighting should be contained on site so as to not detract from neighboring users' quality-of-life. (Map 4.21)

NAC-P33

In order to establish an appropriate land use transition from the industrial area on the south side of Big Shanty Road at Chastain Road to the residential area to the north of Big Shanty Road, the Board of Commissioners has established a small Neighborhood Activity Center at the northwest corner of Big Shanty Road and Chastain Road in Land Lot 132 of the 20th District. Due to this NAC's proximity to residential uses to the north and Kennesaw State University to the east, the Board of Commissioners will only consider uses permitted within the LRO zoning district and other institutional

uses associates with Kennesaw State University in a manner that respects the adjacent residential properties.

NAC-P34

In order to better implement and promote the nodal concept of development at the intersection of Sandy Plains Road and Trickum Road, the Board of Commissioners has extended the NAC to the east side of Trickum Road in Land Lot 482 of the 16th District. In order to encourage coordinated access within the NAC, the Board of Commissioners has determined the necessity for a unified development plan for this extension. Buffering to adjacent residential uses, architectural compatibility, assemblage of parcels and land use transition will be of paramount importance and any rezoning application for these properties will be evaluated for appropriateness based upon these criteria. Due to this NAC's proximity to residential uses, the Board of Commissioners will only consider uses permitted within the LRO zoning district in a manner that respects the adjacent residential properties.

NAC-P35

In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense of place.

NAC-P36 Cobb County encourages owners of older commercial/industrial properties in select areas and sites to improve and enhance those properties, with the definitive objective of revitalizing those areas as defined in the Commercial Property Rehabilitation Partial Property Tax Abatement Program. A listing of areas and sites that can use this redevelopment incentive is shown in Maps 4.4A – 4.5C.

NAC-P37 In order to improve pedestrian accessibility and provide transportation alternatives in the Village Green Neighborhood Activity Center (NAC) located on Dallas Highway, as depicted in Map 4.17, new zoning applications and new transportation improvements will be requested to incorporate the following items into their proposals: Construct sidewalks where sidewalk gaps exist or where the system can be expanded on the subject site(s); Incorporate and construct the 10' Dallas Highway trail per standards established by the Cobb County Department of Transportation; Connect existing, proposed or requested sidewalks to interior pedestrian networks on the site(s) to facilitate the movement of pedestrians from the public right-of-way to the uses on the subject property; Incorporate medians where wide curb cuts are constructed to accommodate more than three vehicle lanes; Where transportation improvements are required due to Developments of Regional Impact, incorporate pedestrian refuge islands to facilitate pedestrian movement across Dallas Highway, Old Hamilton Road, Casteel Road and/or Old Due West Road.

Pedestrian refuge islands are also requested to facilitate pedestrian movement across Dallas Highway at the Village Green shopping center and Avenues at West Cobb.

NAC-P38 In order to protect the residential character of the area and surrounding property owners, the Neighborhood Activity Center (NAC) on the north side of Paces Ferry Road at the Chattahoochee River will be cut off of any potential commercial encroachment along Paces Ferry Road on the north and south side of the roadway. Said area shall not extend to the north or south beyond the boundaries of the existing commercial activity. The Board of Commissioners will only consider residential developments consistent with the residential character for the parcels surrounding this area. Also, requests for development in this NAC should carefully consider impervious surface and building height impacts on the community as part of the decision-making process.

NAC-P39 In order to mitigate land use conflicts that could arise by converting single-family homes and lots to individual commercial uses, the NAC expansion located at the intersection of Shallowford Road and Trickum Road has expanded west on the south side of Shallowford Road to include parcels 12 and part of parcel 13 located in the 16th District in Land Lot 310 and parcel 3 in the 16th District in Land Lot 339. Due to the NAC's proximity to low-density residential neighborhoods, the Board of Commissioners encourages low impact, commercial uses on these

properties. Any proposed buildings should maintain residential characteristics to ensure compatibility with surrounding residential structures. Signage, lighting and traffic should be instituted in a manner that provides for an adequate transition to the neighboring subdivision. Finally, buffering should be incorporated to protect adjacent residential properties.

NAC-P40

In recognition of the changing conditions along Kennesaw Avenue, the Board of Commissioners recommends that the approximate 1.1 acre parcel on the south side of Hames Road and east side of Kennesaw Avenue be amended to the Neighborhood Activity Center (NAC) future land use category. In an effort to provide a more compatible use with the neighboring residential community, the following zoning categories are to be encouraged: Low Rise Office (LRO) or Office/Services (OS).

NAC-P41

The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (Map 4.22). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of

lower intensity use. Furthermore, due to the high-intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.
- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. Also, this site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional office uses may be appropriate, especially if they are geared towards the needs of seniors. Applications will be reviewed on a case-by-case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to

the impacts this type of use has on traffic, mobility and accessibility.

- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
- The Planning Commission and Board of Commissioners is recommended to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans to determine the impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).
- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the

historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;

- Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

NAC-P42

In an effort to mitigate any future land use conflicts and to ensure the preservation of the stable low-density, single-family residential neighborhoods that make up Vinings, it is recommended that the Neighborhood Activity Center (NAC) future land use that currently exists at and around the intersection of Paces Ferry Road and Paces Mill Road and east of the railroad tracks should not be allowed to expand or enlarge. Any new commercial or office development or redevelopment should stay within the confines of the existing NAC. Any new development or redevelopment outside the existing NAC should be residential in nature at the appropriate density for its future land use category.

NAC-P43

The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this

area should incorporate property assemblages of multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

NAC-P44

In recognition of the existing and changing conditions influencing the area surrounding the intersection of Third Army Road and Cobb Parkway, the Board of Commissioners have established a Neighborhood Activity Center (Map 4.24). This particular NAC encourages retail and office uses. In addition, if a proposed I-75 and Third Army Road Interchange is built, this NAC area would consider hospitality type uses. Additionally, because of the environmentally sensitive nature of this area and the proximity of Lake Allatoona, it will be important for the County to take careful stormwater runoff consideration of future uses, especially on the east side of Highway 41. The Neighborhood Activity

Center area east of Highway 41 will be encouraged to utilize an environmental low impact development approach that may include wet ponds, bio-filtration ponds, vegetative swales, xeroscaping, bio-swales, rain gardens, re-irrigation ponds, rainwater harvesting and sedimentation/filtration ponds, in addition to the required standard stormwater management facilities. The Board of Commissioners will also encourage shared stormwater detention when possible.

NAC-P45

In order to establish an appropriate land use transition the Board of Commissioners has expanded the Neighborhood Activity Center (NAC) on the west side of Acworth Dallas Road in Land Lots 40 and 75 of the 20th District. In addition to the NAC expansion, the Board of Commissioners recommends low rise professional office type uses with residential architectural style. A transition in building scale and land use type will be encouraged with the most intense uses being along Acworth Dallas Road and the least intense being adjacent to residential. If office uses are adjacent to already established residential neighborhoods, an appropriate buffer will be highly recommended. Architectural compatibility, shared access and land use transition will be of paramount importance and assemblage of properties for development would be preferred and evaluated for appropriateness based on these criteria.

NAC-P46

In order to establish water quality control measures due to the environmentally sensitive nature of this area and the proximity to Lake Allatoona, it will be

important for the County to scrutinize uses as it relates to stormwater runoff and sewer capacity limits along the east side of Highway 41 (Map 4.25). Because runoff drains toward Lake Allatoona, new developments will be encouraged to utilize low-impact development techniques that may include wet ponds, bio-filtration ponds, vegetative swales, xeroscaping, bio-swales, rain gardens, re-irrigation ponds, rainwater harvesting and sedimentation/filtration ponds, in addition to the required standard stormwater management facilities. The Board of Commissioners will also encourage shared stormwater detention when possible as well as inter parcel connectivity. It is also important to note that sewer capacity will be limited due to Intergovernmental Wastewater Agreement with Paulding County.

NAC-P47

In an effort to mitigate commercial land use impacts affecting adjacent residential land uses, it is recommended any proposed development in the Neighborhood Activity Center (NAC) for an assemblage of parcels (18019000030, 18019000040, 18019000050 and 18019000060) located on the west side of Mableton Parkway, south of Boggs Road, that the Planning Commission and Board of Commissioners consider inclusion of a higher density residential component as a transition between the commercial development and the adjacent Low Density Residential (LDR) neighborhoods.

NAC-P48

In accordance with the action of the Board of Commissioners on January 17, 2017, and in order to

provide for a step down in intensity so as to mitigate land use conflicts that could arise from small retail uses adjoining residential uses and converting single family residences to individual commercial uses, the Board of Commissioners has extended the NAC designation along Pat Mell Road. It shall be located north of the City of Smyrna beginning at the CAC-designated parcels with frontage along South Cobb Drive, extending five (5) lots and portions of two (2) abutting roadways to the west to the City of Smyrna boundary on the north side of Pat Mell Road. Within this area, low rise office uses will be strongly encouraged in order to provide a transition between residential and commercial uses.

NAC APPROPRIATE ZONING CATEGORIES

The purpose of the NAC is to provide for areas that serve neighborhood residents and businesses. Typical uses include small offices, limited retail and grocery stores. Allowable Zoning: **SC, LRO, LRC, OS (special exceptions), NRC, PVC, UVC, RSL (supportive & non-supportive)**

INDUSTRIAL COMPATIBLE (IC)

The purpose of the Industrial Compatible category is to provide for areas that can support light industrial, office/warehouse and distribution uses. Typical land uses for these areas include professional business parks and distribution centers. Policy guidelines and Small Area Policy Guidelines for this category are listed below.

IC Policy Guidelines

- | | |
|--------------|--|
| IC-P1 | Regional-serving employment areas consisting of light industrial, office/ warehouse, distribution and support commercial service uses shall be encouraged to locate in IC areas. |
| IC-P2 | Office uses should be limited in height and floor area. Floor area ratios (FAR) for offices should be less than 0.75. Office buildings should be less than four stories. |
| IC-P3 | Buffering and screening of outdoor storage shall be required in IC areas. |
| IC-P4 | Industrial processes and activities should be located inside and should not produce substantial noise, vibration or noxious by-products. |
| IC-P5 | IC areas can serve as a transitional category between more intensive uses and less intensive uses. |

IC-P6

Due to the importance of transportation in manufacturing and distribution IC area should be located where there is safe, direct access to the regional freeway system.

IC-P7

Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

IC Small Area Policy Guidelines

IC-P8

At the intersection of Kennesaw Avenue and Marble Mill Road the following restrictions may apply:

- All parcels directly abutting the right-of-way of Kennesaw Avenue between Marble Mill Road and the Marietta city limits shall be limited to the Low Rise Office (LRO), Office and Institutional (O&I) or Office/Service (OS) zoning districts in order to minimize the potential negative impact of development on adjacent residential areas.

IC-P9

Due to the existing Cobb International Business Park, the area west of US 41, north of Stanley and west of Old US 41 (SR 293) will serve as an IC area for light industrial uses. South and west of this area along Stilesboro Road, Old US 41 and the Barrett Parkway Extension, residential uses are proposed in order to buffer the nonresidential uses and the Kennesaw Mountain National Battlefield Park. These uses will also aid the County in limiting access to the Barrett Parkway Extension, to ensure its functioning as a

traffic moving roadway. It will be the County's policy to restrict access to the Barrett Parkway Extension by limiting curb cuts to the extent possible. In light of this policy, access to the residentially designated areas to the west of the US 41/Barrett Parkway intersection should be from either US 41, Old US 41 or any publicly dedicated street other than the Barrett Parkway Extension.

IC-P10

There is an IC area located along South Cobb Industrial Boulevard, west of South Cobb Drive. This area is largely surrounded by residential uses within the City of Smyrna. As additional development and redevelopment occurs in this area it will be important to consider buffering, architectural and use restrictions to protect the adjacent residential uses.

IC-P11

In recognition of the existing Heavy Industrial (HI), Light Industrial (LI) and residential zoning in the area south of Powder Springs Road, Flint Hill Road, the Silver Comet Trail and east of Carter Road and the City of Powder Springs, and in an effort to provide for appropriate buffering to adjacent residential areas and protect the floodplain and buffers associated with Noses Creek, and to encourage orderly growth and development by minimizing land use conflicts and environmental degradation of the Noses Creek corridor, stipulations will be considered by Cobb County and the City of Powder Springs as property is developed, rezoned and/or annexed.

IC-P12

In order to better implement and promote quality growth along Canton Road, the Board of

Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to improve the architectural quality of Canton Road in order to encourage an improved sense of place.

IC-P13

In recognition of the industrial, residential and recreational activities that occur near the intersection of Old Highway 41 and Kennesaw Avenue, the Board of Commissioners recommends that the approximate 8.5 acre parcel on the north side of Old Highway 41, east of White Road be amended to the Industrial Compatible (IC) future land use category. In an effort to provide a more compatible use with the neighboring residential community, the following uses be encouraged: clean industrial, medical offices or medical instrument manufacturing or storage. These are uses that can be performed internally in a structure and therefore will not have a major visual impact on this tract's transition between the primary industrial uses to the east and the residential and recreational uses to the south and west. Also, any new development on this property is recommended to be subject to a traffic study in addition to submitting architectural plans and a landscape plan to assist the decision-making process.

IC-P14

In recognition of the changing conditions along Kennesaw Ave, the Board of Commissioners recommends that the approximate 1.9 acre parcel on the north side of Kirk Road, east side of Kennesaw

	<p>Avenue encourage the following zoning categories: Low Rise Office (LRO), Office/Services (OS), or Office and Institutional (O&I) in order to minimize potential impacts on nearby residential and recreational uses.</p>	
IC-P15	<p>The area that includes properties along the north side of Atlanta Road, east of North Church Lane and approximately .2 mile west of Log Cabin Drive (Map 4.23), is hereby designated as the Atlanta Road Transition Zone. The transition zone is needed because of the conflict between the high-intensity industrial land uses along the south side of Atlanta Road and the nearby low-density and medium-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the industrial land uses, the following specific criteria are needed in the area identified as the Atlanta Road Transition Zone:</p> <ul style="list-style-type: none"> • Uses within the Atlanta Road Transition Zone should transition in nature from the high-intensity industrial uses along the south side of Atlanta Road to the more residential uses along Log Cabin Drive. • Industrial uses should be protected from further residential incursion on the south side of Atlanta Road. 	<ul style="list-style-type: none"> • Existing non-residential uses on the north side of Atlanta Road, within the transition zone, should encourage retail, office, services, institutional or light industrial future uses. Existing and any future light industrial properties on the north side of Atlanta Road are encouraged to not emit noise, odor or smoke to neighboring residential users. <p>IC-P16</p> <p>In an effort to mitigate any future land use conflicts between the residential lots along Dogwood Circle and the Industrial Compatible use to the north of the residential uses, it is recommended that the Planning Commission and Board of Commissioners consider requiring additional and enhanced buffering and screening requirements on any industrial developments adjacent to the residential uses. This will protect the existing residential land users as well as the viability of the industrial users. The Planning Commission and Board of Commissioners should also consider access only along Veterans Memorial Highway unless otherwise deemed acceptable by the Cobb County Department of Transportation.</p> <p>IC-P17</p> <p>In an effort to mitigate any future land use conflicts between the residential uses to the north of parcel 18042100010 and the Industrial Compatible use to the south, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project. This will protect the existing and future residential land users as well as the viability of the industrial users.</p>

- IC-P18** In an effort to mitigate any future land use conflicts between the surrounding residential uses and the Industrial Compatible uses on the south side of Huddleston Drive in District 4, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the surrounding existing and future residential land users as well as the viability of the industrial users.
- IC-P19** In an effort to mitigate any future land use conflicts between the surrounding residential uses and the Industrial Compatible uses on the southwest side of Buckner Road and Oakdale Road in District 4, it is recommended that the planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on any redevelopment of the industrial tract in order to protect the surrounding existing and future residential land users as well as the viability of the industrial users.
- IC-P20** In an effort to mitigate industrial land use impacts affecting adjacent residential land uses, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and/or screening requirements on any redevelopment of the industrial properties along the west side of Atlanta Road corridor between Austell Road and Pat Mell Road.

IC APPROPRIATE ZONING CATEGORIES

The purpose of the IC is to provide for areas that can support light industrial, office/ warehouse and distribution uses. Typical uses include professional business parks and distribution centers. Allowable Zoning: OS, TS, LI

INDUSTRIAL (IND)



The purpose of the Industrial category is to provide for areas that can support heavy industrial and manufacturing uses. Typical land uses for these areas include plants that convert raw materials into a finished product. Policy guidelines and Small Area Policy Guidelines for this category are listed below.

IND Policy Guidelines

- IND-P1** The primary uses within IND areas should be industrial or manufacturing. Supporting office uses should be limited in floor area and intensity. Office uses should be limited to floor area ratios (FAR) of less than 0.5.
- IND-P2** Due to the importance of transportation in manufacturing and distribution, IND areas should be located where there is safe, direct access to the regional freeway system
- IND-P3** IND areas should not be located immediately adjacent to residential areas.

IND-P4

In reviewing new industrial development proposals, an assessment of environmental impact and impact mitigation should be conducted.

IND-P5

Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

IND Small Area Policy Guidelines

IND-P6

In an effort to mitigate any future land use conflicts between the residential lots along Regal Hills Lane and the Industrial Compatible use to the south and east of the neighborhood, it is recommended that the Planning Commission and Board of Commissioners consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the existing residential land users as well as the viability of the industrial users.

IND APPROPRIATE ZONING CATEGORIES

The purpose of the IND is to provide for areas that can support heavy industrial and manufacturing uses. Typical uses include plants which convert raw materials into a finished product. Allowable Zoning: **OS, TS, LI, HI**

PRIORITY INDUSTRIAL AREA (PIA)



The purpose of the Priority Industrial Area future land use category is to support the strategic protection of the most important Industrial and Industrial Compatible land areas in unincorporated Cobb County. The Board of Commissioners have identified specific priority industrial areas (PIA). The PIA sites and sub-categories are identified in Maps 4.6 – 4.9. These sites are the areas that, through research, evaluation and industrial site selection best practices, are areas considered most important to provide future industrial type job producing sectors. Due to the urbanizing nature of Cobb County, the reduced quantity of undeveloped land and the recent trends that have converted industrial lands to other productive land uses, it is imperative to evaluate land use policy in greater detail as it relates to important industrial areas. The overall intent of this policy is to establish more stringent criteria for decision making when trying to alter the land use.

The following professional evaluation and data analysis should be conducted when the Planning Commission and the Board of Commissioners are considering a land use change that alters a PIA property or areas adjacent to PIA properties from its existing Industrial or Industrial Compatible land use category to any other future land use

category. In addition, the same professional evaluation and data analysis should be conducted, by the applicant, when the Planning Commission and the Board of Commissioners are requested to consider a zoning change to a PIA property or areas adjacent to PIA properties that alter its zoning designation to one that is not compatible with the Priority Industrial Area. Finally, the policy relating to “Adjacency to viable industrial areas” should be considered by the Planning Commission and the Board of Commissioners when a zoning change occurs to a property adjacent to PIA properties:

Policy Guidelines

- | | |
|---------------|---|
| PIA-P1 | Job impacts: Consider the number of existing and future industrial jobs lost, existing and future job opportunities for residents with less than a four-year degree, and job density at the site. |
| PIA-P2 | Tax Base Impacts: Evaluate and compare the tax-base impacts between potential uses with the existing zoning and the proposed zoning, as well as comparing tax-base impacts to job impacts. |
| PIA-P3 | Viability: Prioritize developments with immediate uses over potential uses without users lined up. |
| PIA-P4 | Transition: Consider the cost of transitioning a property from one use to another through zoning. Properties made non-conforming may suffer years of deferred maintenance until a viable use surfaces. |
| PIA-P5 | Adjacency to viable industrial areas: Consider negative impacts of residential users on adjacent and viable industrial sites, such as land price uncertainty and |

conflicts with residents. If a residential project is being considered adjacent to a PIA site, the Planning Commission and Board of Commissioners should consider requiring additional and enhanced buffering and screening requirements on the residential project in order to protect the residential land users as well as the viability of the adjacent industrial users.

PIA SUB-AREA CLASSIFICATIONS

Each part of the County designated as a PIA has sub-categories that guide development within each of these industrial areas. The descriptions of the categories are as follows:

Priority Industrial Area - Medium Density Residential (PIA-mdr)

Medium Density Residential are areas that are currently residential at two and one-half (2.5) and five (5) dwelling units per acre that should transition to light industrial, office/warehouse, or light manufacturing uses over time.

Priority Industrial Area - Community Activity Center (PIA-cac)

Community Activity Center areas currently support retail type uses that should transition to light industrial, industrial, office/warehouse, distribution or light manufacturing uses over time. Small supportive retail uses serving the needs of the surrounding industrial users may be appropriate on a case-by-case basis in the Community Activity Center subcategory.

Priority Industrial Area - Industrial Compatible (PIA-ic)

Industrial Compatible subcategories can support light industrial, office/ warehouse and distribution uses.

Priority Industrial Area – Industrial (PIA-ind)

Industrial subcategories can support heavy industrial and manufacturing uses.

Priority Industrial Area - Transportation, Communications and Utilities (PIA-tcu)

The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, telephone switching stations, airports, etc.

Priority Industrial Area - Park, Recreation, and Conservation (PIA-prc)

The purpose of the PRC subcategory is to provide for land dedicated to permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views and historic or archaeological resources.

PIA APPROPRIATE ZONING CATEGORIES

The purpose of the PIA is to provide protection for industrial areas that can support future job growth for industrial, manufacturing, office/ warehouse, technology, biomedical and distribution uses. Typical uses are determined through the Priority Industrial Area and its subcategories. Allowable Zoning is determined by the Priority Industrial Area subcategories although all PIA sites encourage zoning categories that would allow for the placement of technology and biomedical development and non-polluting manufacturing centers.

PUBLIC/INSTITUTIONAL (PI)



The purpose of the Public/Institutional category is to provide for certain state, federal or local government uses and institutional land uses such as government building complexes, police and fire stations, colleges, churches, hospitals, etc. While the future land use map reflects existing uses, it is important to realize that uses in this category have the potential to be developed at a regional, community or neighborhood scale. Any use in this category should be developed in a manner consistent with other policies in this plan. Small Area Policy Guidelines (SAPG) for this category are listed below.

PI Small Area Policy Guidelines

PI-P1 In order to better implement and promote quality growth along Canton Road, the Board of Commissioners has implemented a series of design guidelines located in the Cobb County Development Standards that cover all non-residential properties that are located along the Canton Road Corridor, as shown in Map 4.30. The intent of these design guidelines is to improve the architectural quality of Canton Road in

order to encourage an improved sense of place.

PI-P2

In order to establish an appropriate land use on the properties located just south of the City of Marietta along Hill Street, Garrison Road, Lakewood Road, Carnes Drive and Appleton Drive between Powder Springs Street and South Cobb Drive, the Board of Commissioners has established a High Density Residential (HDR) future land use category to assist in revitalizing this area of the County. Due to the site's proximity to existing Community Activity Center to the east and west, mixed-use to the north and High Density Residential to the south, the Board of Commissioners encourages townhome, owner-occupied units with an emphasis on urban design, inter parcel access, environmental sustainability and pedestrian accessibility to mitigate development impacts. Requests for changes in land use may be suitable if incorporated into a development assemblage, within the low to moderate range of dwelling units allowable in the HDR category and contains appropriate transitions to surrounding single-family structure.

PI-P3

The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285 are properties that require special attention from a development perspective. Any development in this area should incorporate property assemblages of

multiple smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total number of trips on the overall transportation system. Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

PI APPROPRIATE ZONING CATEGORIES

The purpose of the PI is to provide for state, federal or local government use and institutional land uses such as government building complexes, police and fire stations, colleges, churches and retirement communities.

PARK/RECREATION/ CONSERVATION (PRC)



The purpose of the Park/Recreation/Conservation category is to provide for land dedicated to active or passive recreational uses, either publicly or privately owned, including playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, etc. While the future land use map reflects existing uses, it is important to realize that uses in this category have the potential to be developed at a regional, community or neighborhood scale. Any use in this category should be developed in a manner consistent with other policies in this plan. When development plans are presented to the Board of Commissioners, the adjacent Future Land Use Map designations will be given consideration with emphasis on adequate buffering, step-down to uses of different intensity and preserving environmentally sensitive areas. In addition, this land use category includes environmentally sensitive areas such as flood plains and wetlands. These areas serve an important natural function by providing enhanced water quality protection, groundwater recharge, floodwater storage, channelization, silt retention and groundwater discharge. When it is feasible to do so, the County may consider acquiring (easement or fee simple ownership) flood plain and/or

wetland areas that would remain undeveloped to ensure these valuable functions continue unabated.

Conservation sub-category

Conservation is a sub-category of PRC for permanently protected land dedicated to passive recreation uses and land set aside to protect water quality, wetlands and areas with erodible soils, stream banks, riparian buffers, scenic view, historic and archeological resources and to reduce erosion through protection of steep slopes. These areas were either privately or publicly owned and may include playgrounds, parks, natural preserves, wildlife management areas, national forests, stream buffers, wetlands, floodplains and other similar uses purchased with local, state and federal funds. It should be noted that the existing land survey includes Conservation uses within incorporated city limits.

PRC APPROPRIATE ZONING CATEGORIES

The purpose of the PRC is to provide for land dedicated to active or passive recreation uses. Conservation is the sub-category for permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views and historic or archaeological resources.

TRANSPORTATION/ COMMUNICATION/UTILITIES (TCU)



The purpose of the Transportation/Communication/Utilities category is to provide for uses such as power generation plants, railroad facilities, communication towers, airports, etc.

TCU APPROPRIATE ZONING CATEGORIES

The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, communication towers, airports, etc.

MABLETON TOWN CENTER (MTC)



The purpose of the Mableton Town Center category is to provide for areas that institute development standards and incentives to assist residences and businesses in having a desirable mixed-use community that is a walkable, green and a vital hometown that will be an even better place to live, work and play. Throughout the Mableton community, transect zones are established to guide developments that will respond to regional characteristics and needs. Guidelines for this category are listed below:

MTC Policy Guidelines

- MTC-P1** Mableton should retain its natural infrastructure and visual character through growth opportunities that encourage infill development in parity with the development of new communities.
- MTC-P2** Developments within the area should support Traditional Neighborhood Development (TND) or Regional Corridor Development (RCD) patterns and Mableton's vision of being a Lifelong Community.

- MTC-P3** Transportation corridors should be planned and reserved in coordination with land use.
- MTC-P4** Green corridors should be used to define and connect the town center area.
- MTC-P5** The community should include a framework of infrastructure to support all modes of transportation that would coordinate with the development patterns enabled by the code.
- MTC-P6** The architecture and landscape design should grow from local climate, topography, history and building space through energy efficient methods, where possible.
- MTC-P7** The harmonious and orderly evolution of the built environment should be secured through regulating the form of buildings.

The following are general development standards, however more specific standards exist according to the building's form, position, functions within the Traditional Neighborhood Development (TND) or Regional Corridor Development (RCD) zone and its transect zone classification.

- MTC-P8** Developments should be compatible with the density and intensity of uses based upon their building function;
- MTC-P9** The lot layers, building disposition and height should be defined by specific transect zone classifications in

- order to ensure appropriate compatibility with land uses within and outside of the MTC;
- MTC-P10** Exterior designs should be compatible with frontage standards and general requirements;
- MTC-P11** Permitted building functions, including residential, lodging, office, retail, civic and other functions, should be compatible with the allowable functions of the appropriate transect zones;
- MTC-P12** The quantity of required parking should be consistent with the building function;
- MTC-P13** Landscaping for properties should be consistent with established frontage types.

MTC APPROPRIATE ZONING CATEGORIES

The purpose of the Mableton Town Center (MTC) category is to provide for areas that institute development standards and incentives to assist residences and businesses in having a desirable mixed-use community as well as protect the existing intact residential neighborhoods. Appropriate land uses will be determined by the specific transect zones. The zones range from T3, which is Sub-Urban Zone focusing more on low-density residential developments to T6, which is Urban Core Zone consisting of higher intensity uses.

RURAL RESIDENTIAL (RR)



The purpose of the Rural Residential category is to provide for areas that are suitable for Cobb County's lowest density housing development. Such areas include those difficult to sewer, furthest from major activity centers, public services and transportation corridors, or have particular sensitive environment features or scenic value. The RR category provides for development that is zero (0) to one (1) unit per acre. Specific development proposals shall be evaluated with respect to the following guidelines:

RR Policy Guidelines

- RR-P1** Areas that are not projected to have the basic services of water and sewer due to topographical or other constraints shall be classified as RR on the Future Land Use Map.
- RR-P2** Areas of the County located furthest from employment centers and major transportation corridors shall be classified as RR on the Future Land Use Map.

- RR-P3** New residential uses should be developed in a manner that helps protect the rural character and environmentally sensitive nature of these areas.
- RR-P4** Any area of floodplain or wetland shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

RR APPROPRIATE ZONING CATEGORIES

The purpose of the RR is to provide for areas for housing from 0 to 1 dwellings/acre. Allowable Zoning: **RR, R-80, R-40, PRD**

VERY LOW DENSITY RESIDENTIAL (VLDR)



The purpose of the Very Low Density Residential category is to provide for areas that are suitable for very low-density housing, particularly in locations that may not have basic services such as sewer, or where the existing or desired residential development pattern is zero to two (2) dwelling units per acre. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

VLDR Policy Guidelines

- VLDR-P1** Areas that do not have the basic services of water and sewer shall be classified as VLDR on the Future Land Use Map.
- VLDR-P2** New residential uses should be developed in a manner that helps protect the rural/estate character of these areas.
- VLDR-P3** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for

zoning or development prior to the calculation of residential density.

VLDR Small Area Policy Guidelines

VLDR-P4 In an effort to mitigate any future land use conflicts and to ensure the preservation of the stable low-density, single-family residential neighborhoods that make up Vinings, it is recommended that the Very Low Density Residential (VLDR) future land use that currently exists on the majority of the residential areas of Vinings, be kept in place and that any future development or redevelopment be compatible with the VLDR future land use category and the surrounding low-density, single-family neighborhoods. This area includes existing VLDR along Stillhouse Road, Paces Mill Road, New Paces Ferry Road, Paces Ferry Road, Woodland Brook Drive and associated neighborhoods off these major roads in Vinings.

VLDR APPROPRIATE ZONING CATEGORIES

The purpose of the VLDR is to provide for areas for housing, with densities of zero to two dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, OSC, PRD

LOW DENSITY RESIDENTIAL (LDR)



The purpose of the Low Density Residential category is to provide for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre and non-supportive senior living housing that in certain circumstances may reach five (5) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses. This category presents a range of densities. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

LDR Policy Guidelines

LDR-P1 Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.

LDR-P2 Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where

such proposed densities do not adversely affect the stability of existing residential areas.

LDR-P3 New residential uses should be developed in a manner that helps protect the character of these areas.

LDR-P4 Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

LDR Small Area Policy Guidelines

LDR-P5 In order to mitigate potential land use conflicts which could arise from the conversion of single-family residences and lots into more intense residential development along Kinjac Drive, north of Macby Drive, it is recommended to limit the intensity of zoning applications for consideration. New development in this area along Kinjac Drive in Land Lot 523 of the 16th District shall be limited to the LDR designation at a maximum of 2.0 units per acre net density.

LDR-P6 Given the documented low impact nature of non-supportive senior living housing on County infrastructure and services, these housing units may reach five (5) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses. Further, any of the housing units in this category must be located along an arterial roadway, as defined by the Cobb County

Thoroughfare Plan, as may be amended from time to time.

LDR-P7 In an effort to mitigate any potential land use conflicts that could arise from the conversion of single-family residences and lots into more intense residential development along Dallas Highway between Martin Ridge Subdivision and Mount Calvary Road, it is recommended to limit the intensity of zoning applications for consideration in this area. New developments in this area along Dallas Highway located in Land Lot 328 of the 20th District are recommended to be part of an assemblage proposal with vehicular access onto Mount Calvary Road. Provide sufficient buffering (determined by District Commissioner) adjacent to the existing service station to the southwest. Development shall be limited to the LDR designation.

LDR-P8 In an effort to mitigate any potential land use conflicts that could arise from the conversion of single family residences and lots into more intense residential developments between Dallas Highway to the north and Old Dallas Highway to the south and extending west from the Dallas/Old Dallas Highway intersection to the eastern boundary of the CAC node, it is recommended to limit the intensity of zoning applications for consideration in this area. New developments in this area are recommended to be part of an assemblage proposal with vehicular access onto Old Dallas Highway. The proposed units should be oriented towards Old Dallas Highway and provide sufficient buffering (determined by District

	Commissioner) adjacent to the CAC node to the west. Development shall be limited to LDR designation.		
LDR-P9	The existing PRC tract that fronts Sandy Plains Road, just northeast of the Davis Road intersection is encouraged to be developed in an assemblage plan that would combine the two (2) abutting residential tracts to the west in a LDR use proposal with direct ingress/egress access to the signalized intersection of Sandy Plains Road and Davis Road.	LDR-P11	In an effort to encourage neighborhood compatibility, revitalization that occurs on Blair Bridge Road between Riverside Parkway (formerly Six Flags Drive) and South Gordon Road should be done in a manner the respects the existing character and density of the surrounding neighborhoods. Pockets of redevelopment should be accommodated in an effort to stabilize the housing stock, but increases in density for the new developments should be minimal.
LDR-P10	In order to mitigate potential land use conflicts that could arise from the conversion of single-family residences and lots into more intense residential development along Old Tennessee Road, north of Hurt Road, it is recommended to limit the intensity of zoning applications for consideration. The development approved on September 19, 2006, does not set a precedent for higher density residential development in the area because of proposed infrastructure improvements in this area. The developer agreed to improve Old Tennessee Road from Hurt Road to the edge of the development so that it would be a twenty-four (24') foot wide roadway and agreed to install a cul-de-sac at the end of the dead-end section of the street. This substantial investment in public infrastructure paid for by a private individual provided justification for allowing additional density on this site (Land Lot 771 of the 19 th District). New development in this area along Old Tennessee Road shall be limited to the standard LDR designation.	LDR-P12	In an effort to halt the expansion of commercial nodes, to assist with the revitalization of declining structures, and the need to provide an adequate transition and buffering to protect the surrounding VLDR and RR neighborhoods; the properties located along the south side of Dallas Highway west of West Sandtown Road and east of Kennesaw View Drive are to be Low Density Residential (LDR). The LDR area should be constrained by Kennesaw View Drive and West Sandtown Road so that it will not set a precedent for higher densities in this area of Cobb County. Preferred developments in this LDR area would be made up of an assemblage of properties with a single curb cut on Dallas Highway. Any development should maintain the focus of the development on Dallas Highway so that it can transition to a less intense development plan along Kennesaw View Drive in an effort to minimize impacts on the neighboring established residential areas. Densities should be a maximum of two (2) units per acre for single-family, detached dwelling units and a maximum of four (4) units per acre for developments using the Residential Senior Living zoning category.

- LDR-P13** In order to establish an appropriate land use on the properties located just north of Sandy Plains Road and east of Trickum Road in Land Lot 455 of the 16th District (known as Parcels 1, 2, 3, 4 and 27), the Board of Commissioners has established and encourages this residential community to be developed in an assemblage plan. Future development in said area should include the appropriate transitions to surrounding single-family structures.
- LDR-P14** In order to protect the residential character of the area and surrounding property owners, the Residential Senior Living on the southeast side of Macland Road and W Sandtown Road intersection will be expanded north to the existing Low Density Residential area to the north. Said area shall not extend beyond the boundaries of the adjacent five parcels totaling 4 acres. The Board of Commissioners will only consider senior living type developments consistent with the residential character for the parcels surrounding this area.
- LDR-P15** The existing LDR tracts that front John Ward Road, just northeast of the intersection of John Ward Road and Battlefield Drive are encouraged to be developed in an assemblage plan that would combine the three (3) abutting residential tracts north of Battlefield Drive. Any development here should ensure appropriate transitions in scale and general compatibility with the existing stable residential communities.
- LDR-P16** In order to provide definitive future direction for the locally designated Concord Covered Bridge Historic District within the Cobb 2040 plan, a future land use overlay shall be provided for the Historic District. This overlay will give the historic district special consideration in future planning and any new development that would require rezoning. While the Historic District is locally protected under the Cobb County Historic Preservation Ordinance, providing additional acknowledgement and consideration within the Cobb 2040 plan assures that this part of Cobb County will remain an area of historic, architectural and cultural value.
- LDR-P17** In an effort to provide an adequate transition and buffering from the commercial uses along Cobb Parkway the property designated as Low Density Residential on the Future Land Use Map and located to the rear of the commercial uses on the west side of Cobb Parkway in land lot 37 of the 20th District are to be considered for senior living type developments as long as direct access to Cobb Parkway and inter-parcel access to adjacent retail and office uses can be achieved.
- LDR-P18** In accordance with the action of the Board of Commissioners on January 17, 2017, as a way to protect the low-density residential character of the area along the north and south side of Robinson Road from Lecroy Drive eastward to Holt Road, the Board of Commissioners discourages more intense commercial and / or residential uses along Robinson Road. It will only consider residential developments

consistent with the single-family, detached residential character of the area within the Low Density Residential land use designation.

LDR APPROPRIATE ZONING CATEGORIES

The purpose of the LDR is to provide for areas for housing between one and two and one-half dwelling units per acre. Allowable Zoning: RR, R-80, R-40, R-30, R-20, R-15, R-12, OSC, RSL (non-supportive)

MEDIUM DENSITY RESIDENTIAL (MDR)



The purpose of the Medium Density Residential category is to provide for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre. This category presents a range of densities. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

MDR Policy Guidelines

- MDR-P1** Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.
- MDR-P2** Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where such proposed densities do not adversely affect the stability of existing residential uses. Single-family residential developments resulting in densities greater than four (4) units per acre may

also be limited in overall acreage due to intense deforestation, drainage, and erosion and sedimentation concerns associated with such development. Specific restrictions may be codified in the Cobb County, Georgia Zoning Ordinance.

MDR-P3 New residential uses should be developed in a manner that helps protect the character of these areas.

MDR-P4 MDR areas can serve as a transitional category between more intensive uses and less intensive uses.

MDR-P5 Affordable housing with open space and high-quality design should be encouraged to be developed in this category.

MDR-P6 Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

MDR Small Area Policy Guidelines

MDR-P7 On December 11, 2001, the Board of Commissioners adopted a land use initiative for the area on Wilhelmena Drive in an effort to control residential development patterns. Due to the area's infrastructure limitations and topographical sensitivity, the Board articulated a desire to minimize the intensity of development for this area. In order to implement this objective, the Board of Commissioners will only consider development below or at the midpoint of the MDR category (2.5 – 5 du/a) and require the use of

Open Space Community Overlay specifications to minimize grading and impact on King's Lake.

MDR-P8

In order to mitigate the land use conflicts that can arise from converting single-family residences and lots to individual commercial uses, the Board of Commissioners has determined the necessity for a unified development plan for the parcels within Land Lots 40 and 41 of the 17th District bordered by Floyd Road, Ayers Drive and Landers Road. All properties must be assembled and included in one rezoning/development plan. Architectural design encouraging two-story "brownstone" appearances, shared access, rear entry garages, no direct access to Floyd Road and land use transition will be of paramount importance. Rezoning applications will be evaluated for appropriateness based on these criteria. This is appropriate based on opportunities for commercial development on the west side of Floyd Road and to complement the Mable House historical complex.

MDR-P9

On January 21, 2003, the Board of Commissioners adopted a land use initiative for the area along Cooper Lake Road in an effort to control residential development patterns. Due to the topographical sensitivity of the surrounding area, the Board of Commissioners articulated a desire to minimize the intensity of the development for this area. In order to implement this objective, the Board of Commissioners will only consider development below or at the midpoint of the MDR designation (2.5-5 du/a) and require the use of the Open Space Community Overlay

specifications to minimize grading and impact to sites along Cooper Lake Road.

MDR-P10 The existing residential community located on the north side of Piedmont Road in Land Lots 585 and 586 of the 16th District, just west of the Canton Road intersection is encouraged to be developed in an assemblage plan, which would combine a significant number of the residential tracts into a MDR proposal with a single ingress/egress entrance onto Piedmont Road.

MDR-P11 In order to generate a more contiguous transition between the Austell Road corridor and the surrounding stable single-family detached residential areas, new housing developments along Austell Road are encouraged to contain a substantial owner-occupied component. In addition, there is a need to encourage redevelopment and revitalization of some of the antiquated multi-family developments. The redevelopment should expand senior-housing opportunities, provide additional owner-occupied opportunities and/or provide new and updated rental units that meet current market demand, as long as the total number of rental units in the development is not increased.

MDR-P12 In an effort to encourage neighborhood revitalization, redevelopment along Six Flags Parkway, from Riverside Parkway (formerly Six Flags Drive) to Discovery Boulevard, should include attached and detached single-family residential structures using the full range of allowable densities under the MDR category.

MDR-P13 In an effort to encourage residential revitalization, redevelopment along South Gordon Road, from Factory Shoals Road to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment, additional density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category.

MDR-P14 In an effort to encourage residential revitalization, redevelopment along Factory Shoals Road, from Riverside Parkway (formerly Six Flags Drive) to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment, additional density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category. Expansion of the commercial nodes should not be encouraged in this area.

MDR-P15 In recognition of the efforts to improve the quality of life of residents and businesses in the Mableton area, the Board of Commissioners encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional

Commission's Lifelong Communities Program. With increasing life expectancies and varying levels of ability of the County's aging population, traditional building forms may be modified to reflect this new reality. Also, connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages become essential for older adults. The Board of Commissioners supports staff coordination with other County departments and the community through public involvement to encourage these goals.

Due to the physical layout of Mableton, development efforts will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land-management techniques such as land trust, tax allocation districts or other such policies and programs that could assist in meeting this desire. This proposed design could substantially improve the area's economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity and walkability missing in most of the Mableton area. Staff is committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living and combining these with the flagship Mable House property enhancements; this would provide an exemplary healthy living environment for Lifelong Communities.

MDR-P16

In an effort to encourage neighborhood compatibility and the preservation of natural resources between Atlanta Road and single-family residences to the east, the existing tract of land, known as parcel 17 in Land Lot 742 of the 17th district is encouraged to be developed at the medium-density residential scale with single-family detached homes concentrated toward the rear of the property or in a conservation focused residential development.

MDR-P17

The area that includes properties along the north side of Atlanta Road, east of North Church Lane and approximately .2 mile west of Log Cabin Drive (Map 4.23), is hereby designated as the Atlanta Road Transition Zone. The transition zone is needed because of the conflict between the high intensity industrial land uses along the south side of Atlanta Road and the nearby low-density and medium-density, single family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the industrial land uses, the following specific criteria are needed in the area identified as the Atlanta Road Transition Zone:

- Uses within the Atlanta Road Transition Zone should transition in nature from the high-intensity industrial uses along the south side of Atlanta Road to the more residential uses along Log Cabin Drive

- Industrial uses should be protected from further residential incursion on the south side of Atlanta Road
- Existing non-residential uses on the north side of Atlanta Road, within the transition zone, should encourage retail, office, services, institutional or light industrial future uses. Existing and any future light industrial properties on the north side of Atlanta Road are encouraged to not emit noise, odor, or smoke to neighboring residential users

MDR-P18

The parcels fronting Cumberland Parkway between South Cobb Drive and Atlanta Road, the Neighborhood Activity Center south of Cumberland Parkway from South Cobb Drive to Interstate 285, and properties fronting Atlanta Road and Winchester Parkway from Cumberland Parkway to Interstate 285, require special attention from a development perspective. Any development in this area should incorporate property assemblages of multiple, smaller parcels. Any development should ensure appropriate transitions in scale and general compatibility with existing stable residential communities. Mixed-use developments, medical office and professional offices uses should be encouraged in the Community Activity Center and Neighborhood Activity Center areas. Allowing mixed-use developments and professional office uses will assist in creating new residential and employment opportunities as well as reduce traffic congestion and improve traffic flow by reducing total

number of trips on the overall transportation system. Mixed-use developments adjacent to stable single-family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

MDR-P19

In order to provide definitive future direction for the locally designated Clarkdale Historic District within the Cobb 2040 plan, a future land use overlay shall be provided for the Historic District. This overlay will give the historic district special consideration in future planning and any new development that would require rezoning. While the Historic District is locally protected under the Cobb County Historic Preservation Ordinance, providing additional acknowledgement and consideration within Cobb 2040 assures that this part of Cobb County will remain an area of historic, architectural and cultural value.

MDR-P20

In an effort to mitigate any future land use conflicts between the Medium Density Residential neighborhood along Felton Lane and the Priority Industrial Area along Six Flags Parkway, it is recommended that any new development within the MDR provide appropriate buffering as determined by the Board of Commissioners.

MDR-P21

In recognition of the existing land uses, zoning and future land uses along Chastain Meadows Parkway and Big Shanty Road, the Board of Commissioners has established a Community Activity Center on the

west side of Bells Ferry Road. Due to the proximity of this CAC, to stable residential communities and office uses, it is not desired to have residential or retail uses in this activity center, but instead support office and medical type land uses. Furthermore, due to the surrounding residential neighborhoods to the east, buffering to adjacent residential uses and land use transitions will be of paramount importance when reviewing development proposals.

MDR-P22

In accordance with their action on January 17, 2017, the Board of Commissioners has established an area of Medium Density Residential (MDR) north and west of an existing Neighborhood Activity Center (NAC) at the intersection of Floyd Road and White Boulevard. This is intended to allow for a step down in intensity that would serve as a transition between the commercial uses to the south and the single family residential uses to the east, north and west. It is recommended that the western boundary of the aforementioned area of MDR be considered a line of demarcation between lower-and-higher intensity uses.

MDR APPROPRIATE ZONING CATEGORIES

The purpose of the MDR is to provide for areas for housing between two and one-half and five dwelling units per acre. Allowable Zoning: R-20, R-15, R-12, RA-5, RA-4, RD, FST, MHP, SC, PVC, RSL (non-supportive)

HIGH DENSITY RESIDENTIAL (HDR)



The purpose of the High Density Residential category is to provide for areas that are suitable for higher density housing between five (5) and twelve (12) dwelling units per acre. Density on any particular site should be sensitive to surrounding areas and should offer a reasonable transition of land use. Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

HDR Policy Guidelines

HDR-P1

Higher density housing should be located only in those areas with direct access to arterials or collectors in order to discourage neighborhood traffic intrusion and facilitate safe turning movements.

HDR-P2

HDR areas can serve as a transitional category between more intensive uses and less intensive uses.

HDR-P3 Affordable housing with open space and high-quality design should be encouraged to be developed in this category.

HDR-P4 Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

HDR Small Area Policy Guidelines

HDR-P5 In an effort to encourage redevelopment in areas along Riverside Parkway (formerly Six Flags Drive) between Factory Shoals Road and I-20, higher density developments and mixed-use developments are encouraged. To facilitate this redevelopment, Cobb County has established a Redevelopment Overlay District (ROD) for the Riverside Parkway (formerly Six Flags Drive) corridor from Factory Shoals Road to the I-20 interchange. The ROD regulations, which encourage compatible mixed-uses in redevelopment areas designated in the Cobb 2040 plan, can be found in the Cobb County zoning code. The proximity and accessibility of this area to I-20, I-285 and downtown Atlanta and the age of the existing housing stock make it a prime candidate for redevelopment opportunities. Redevelopments fronting Riverside Parkway (formerly Six Flags Drive) may require additional donation of right-of-way so that planned streetscape improvements can be implemented along the corridor. Refer to the Six Flags Road Corridor Study for additional details. See appendix map for proposed ROD boundaries.

HDR-P6

In order to establish an appropriate land use on the properties located just south of the City of Marietta along Hill Street, Garrison Road, Lakewood Road, Carnes Drive and Appleton Drive between Powder Springs Street and South Cobb Drive, the Board of Commissioners has established a High Density Residential (HDR) future land use category to assist in revitalizing this area of the County. Due to the site's proximity to existing Community Activity Center to the east and west, mixed-use to the north and High Density Residential to the south, the Board of Commissioners encourages townhome, owner-occupied units with an emphasis on urban design, inter parcel access, environmental sustainability and pedestrian accessibility to mitigate development impacts. Requests for changes in land use may be suitable if incorporated into a development assemblage, within the low to moderate range of dwelling units allowable in the HDR category and contains appropriate transitions to surrounding single-family structure.

HDR-P7

In order to better implement and promote the revitalization and rejuvenation of land uses within the Powers Ferry Master Plan, the Board of Commissioners will encourage new development and redevelopment within the Powers Ferry study area. New development should be constructed in a manner that supports the goals and policies of the Powers Ferry Master Plan. The Board of Commissioners encourages sustainable mixed-use development, including residential, commercial and

HDR-P8

office uses within the Village Center and catalysts sites, as well as the rehabilitation and redevelopment of multi-family dwellings within the Redevelopment Area as defined by the Powers Ferry Master Plan.

The area including the properties along the north and south sides of Paces Ferry Road, east of Cumberland Parkway and west of the railroad tracks, is hereby designated the Paces Ferry Transition Zone (See Appendix for map). The transition zone is needed because of the conflict between the high-rise, high-density land uses in the Cumberland Regional Activity Center and adjacent areas west of the railroad tracks on Paces Ferry Road and the nearby low-density, single-family residential uses in Vinings. This is consistent with the Vinings Vision and the Cobb 2040 plan regarding the necessity to provide appropriate transition between areas of higher intensity use and nearby areas of lower intensity use. Furthermore, due to the high intensity uses and associated traffic congestion, the following specific criteria are needed in the area identified as the Paces Ferry Transition Zone:

- Residential densities should be “transitional” with lower densities and lower heights than those appropriate in most areas of the Regional Activity Center or the High Density Residential land use categories. Development and redevelopment in the Paces Ferry Transition Zone should “step down” from higher intensity uses along Paces Ferry Road to the lower intensity uses towards the railroad tracks.

- The HDR tract known as 2800 Paces Ferry Road (PIN 17088700010) is encouraged to include senior housing as a major component to redevelopment of the site. This site is not encouraged to include a retail component to its redevelopment due to its reduced frontage and visibility to Paces Ferry Road. Services and professional offices uses may be appropriate, especially if they are geared towards the needs of seniors and will be reviewed on a case by case basis by the Planning Commission and/or Board of Commissioners.
- Retail developments in the Paces Ferry Transition Zone should be concentrated along Paces Ferry Road and should not encroach beyond areas already approved for new retail services due to the impacts this type of use has on traffic, mobility and accessibility.
- Office developments are encouraged in the Paces Ferry Transition Zone on the north side of Paces Ferry Road and should not exceed the scale and intensity of other office parks in the Overlook Parkway area.
- The Planning Commission and Board of Commissioners is recommending to require a traffic study for all new development or redevelopment projects in the Paces Ferry Transition Zone, which includes major changes to zoning stipulated site plans, to determine the

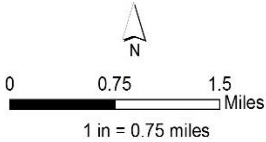
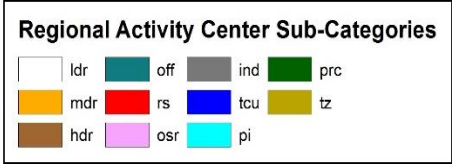
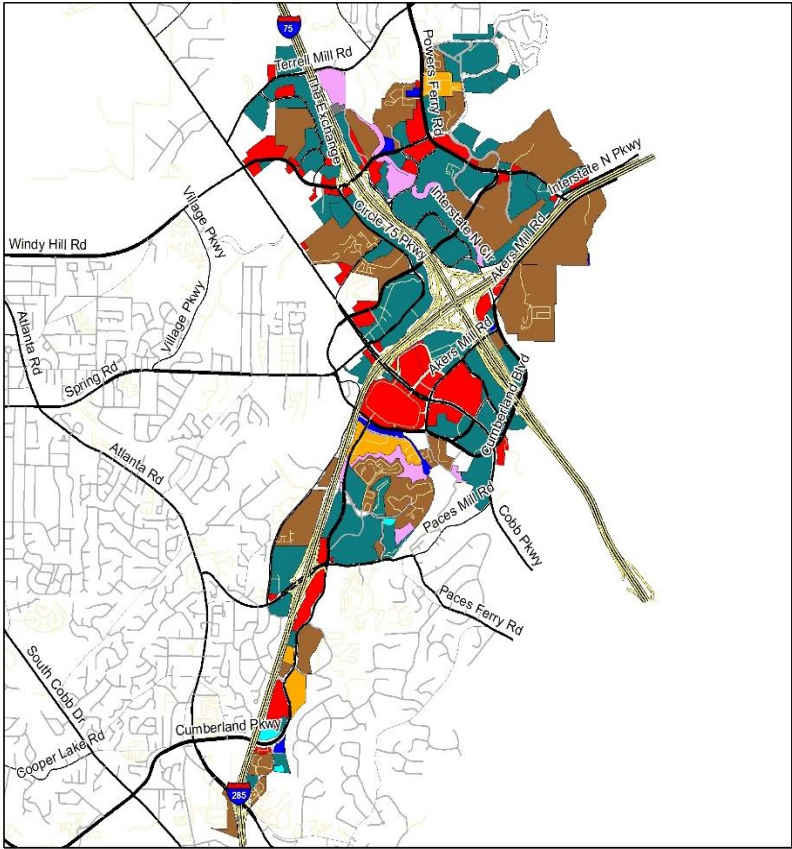
impact the development or redevelopment will have on transportation from the intersection of Paces Ferry Road and Cumberland Parkway to the intersection of Paces Mill Road and Cobb Parkway (U.S. 41).

- Any new development in the Paces Ferry Transition Zone will be asked to assist with the creation of the Vinings Heritage Trail through the following means:
 - Installing approved historic interpretive signage if their site is identified as a location for interpretation through the Vinings Heritage Trail Concept Plan;
 - Creating a small pocket park or civic space that will allow public access to the historic interpretive signage if requested in the Vinings Heritage Trail Concept Plan;
 - Installation of the sidewalk and sidewalk details as outlined in the Vinings Heritage Trail Concept Plan.

HDR APPROPRIATE ZONING CATEGORIES

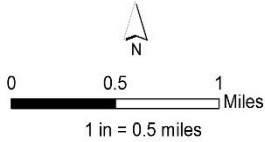
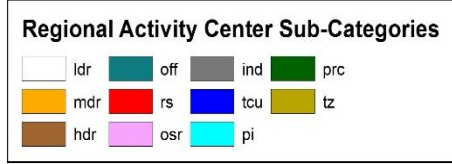
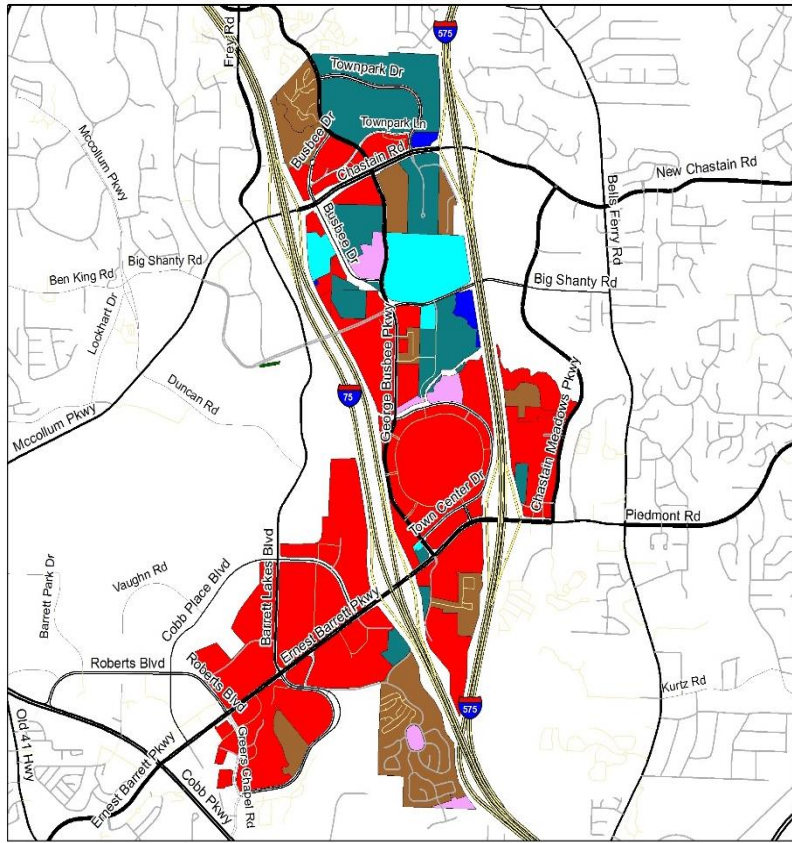
The purpose of the HDR is to provide for areas for housing between five and twelve dwelling units per acre. Allowable Zoning: RA-5, RM-8, RM-12, RM-16, FST, MHP, SC, PVC, UVC, RSL (non-supportive)

REGIONAL ACTIVITY CENTER
CUMBERLAND/GALLERIA

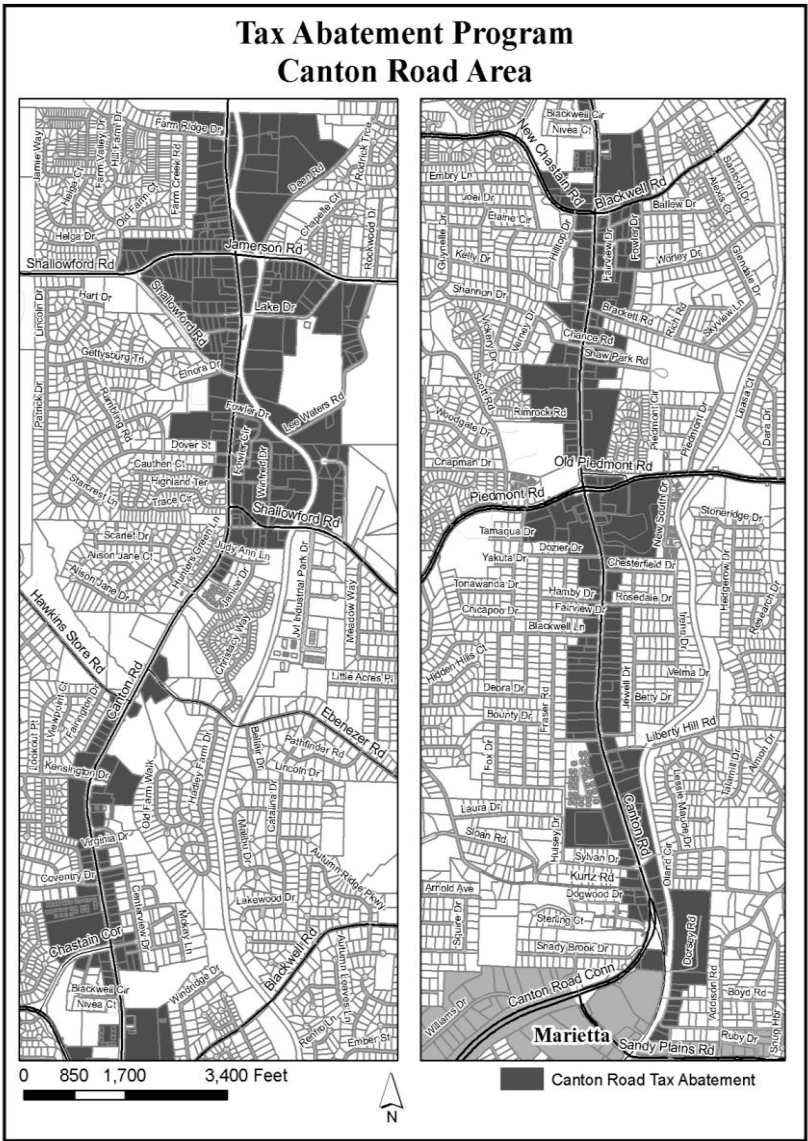
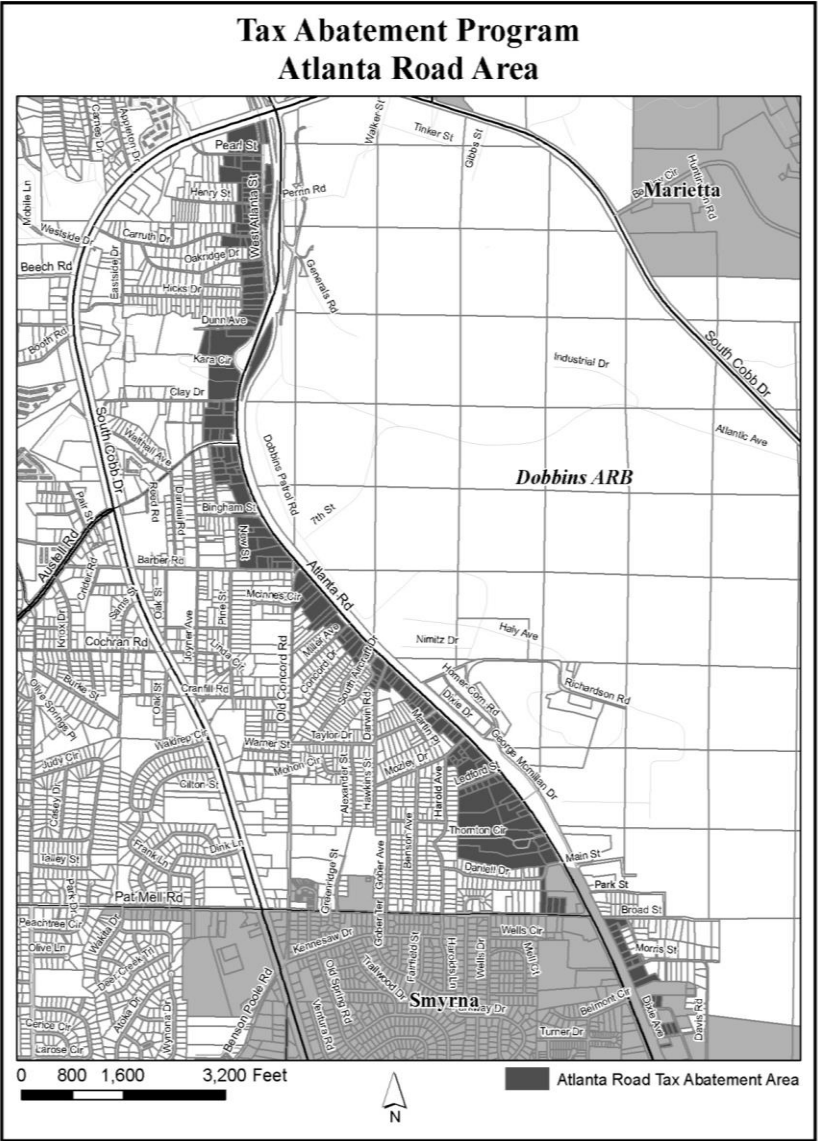


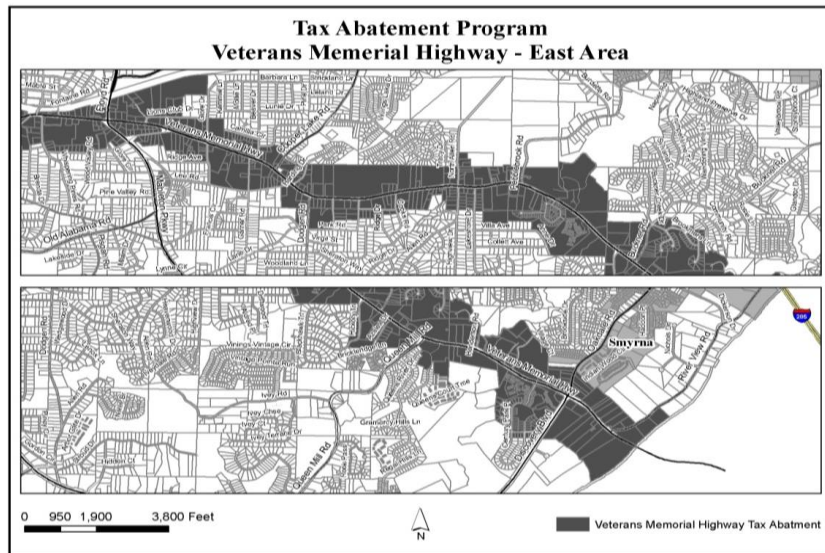
MAP 4. 1

REGIONAL ACTIVITY CENTER
TOWN CENTER

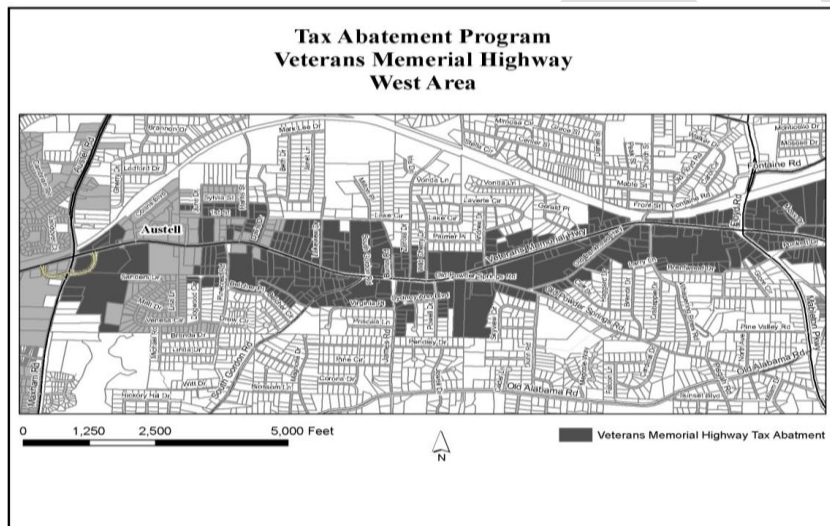


MAP 4. 2

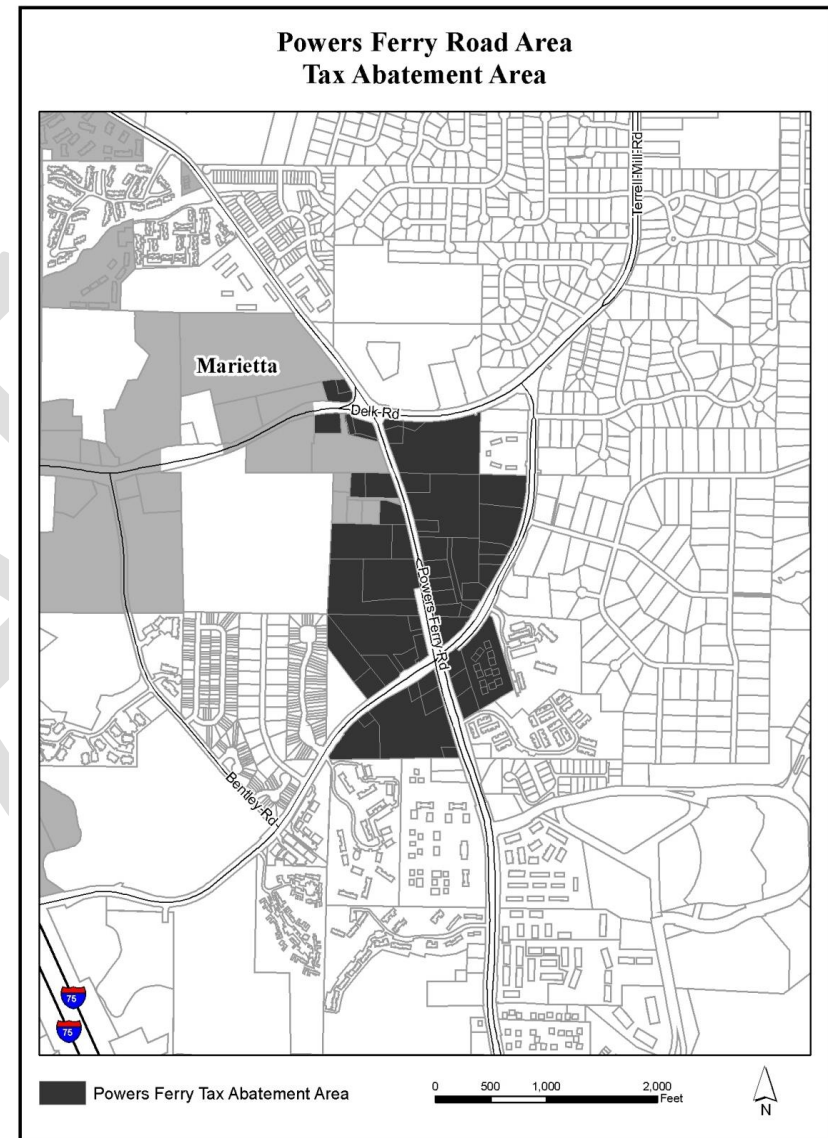




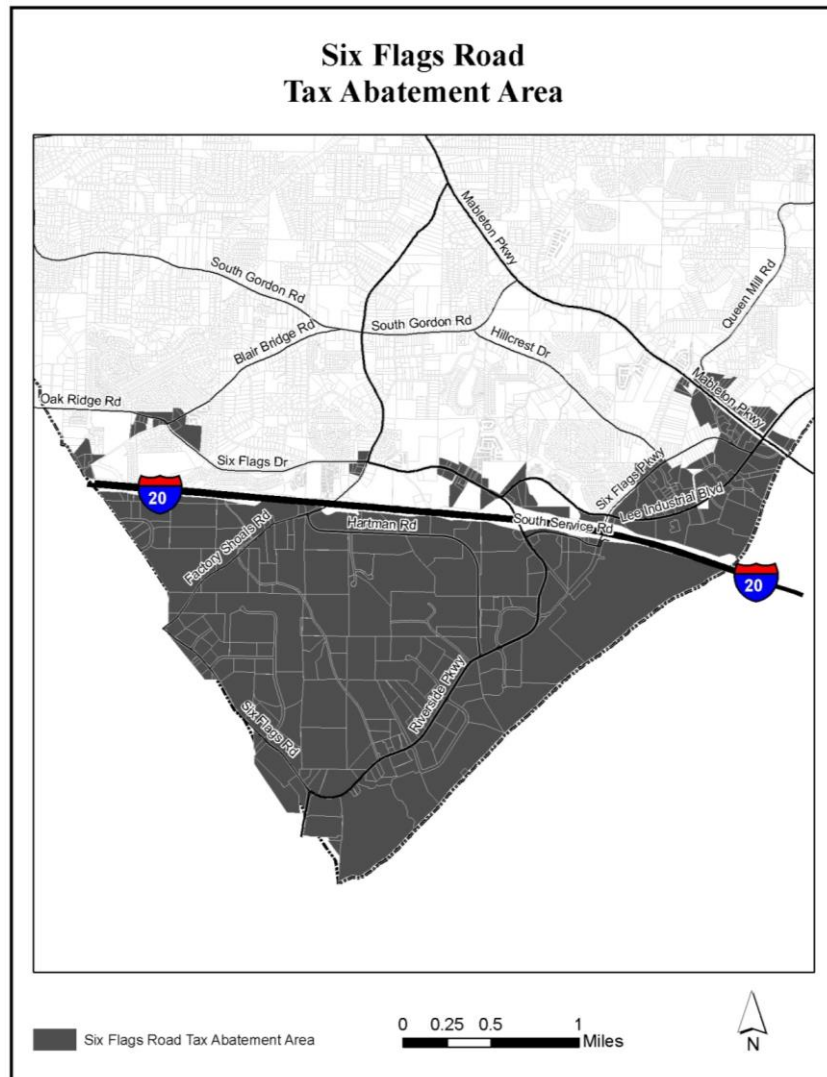
MAP 4. 3C



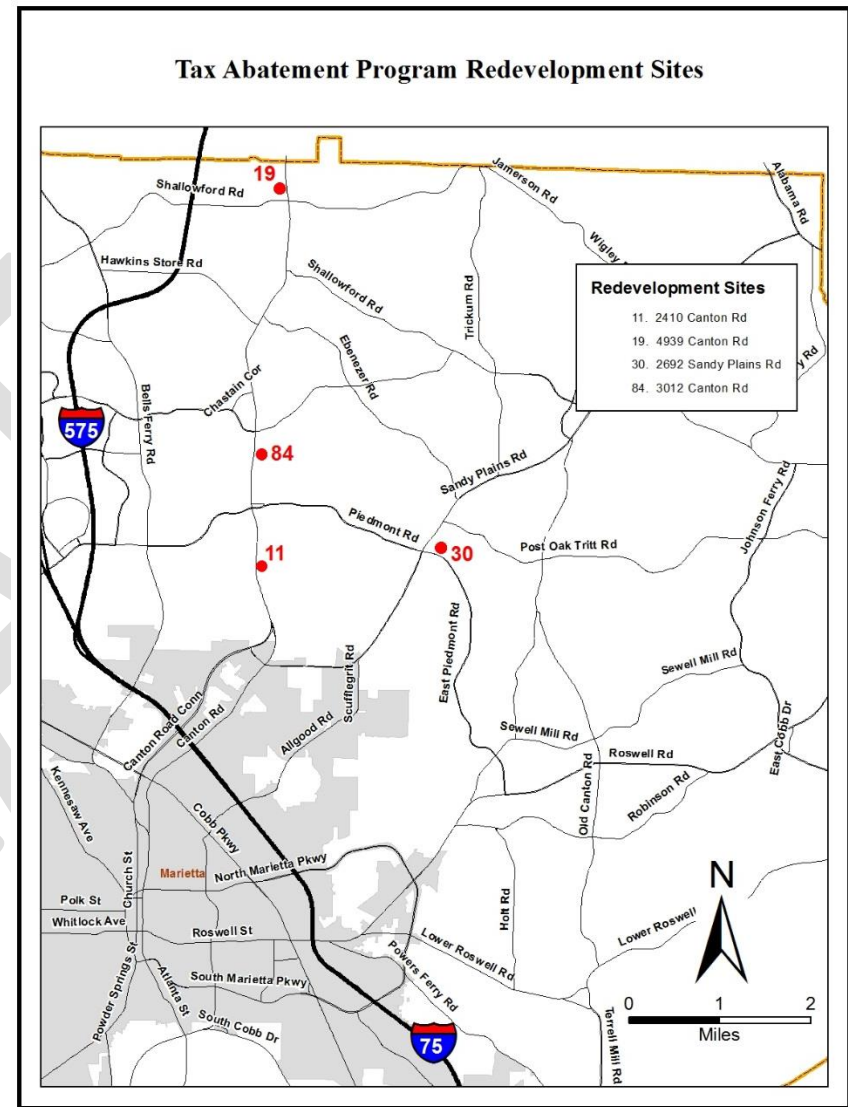
MAP 4. 3D



MAP 4. 3E

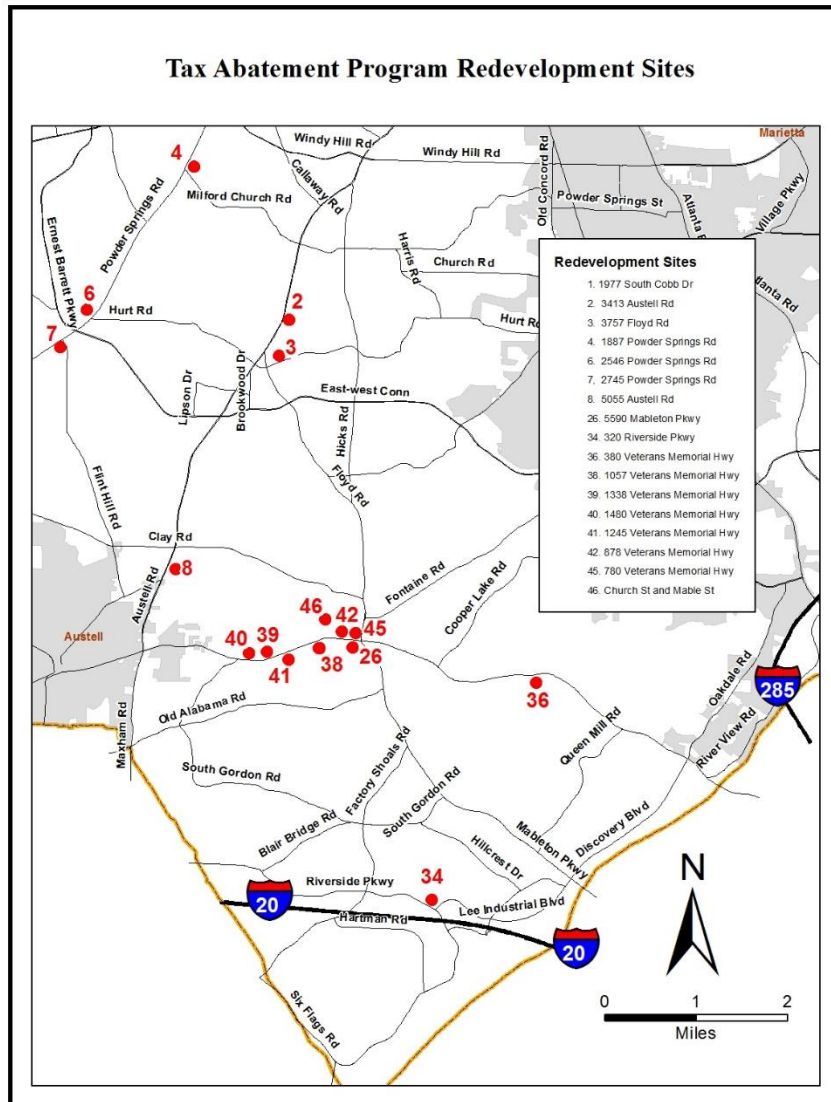


MAP 4. 3F



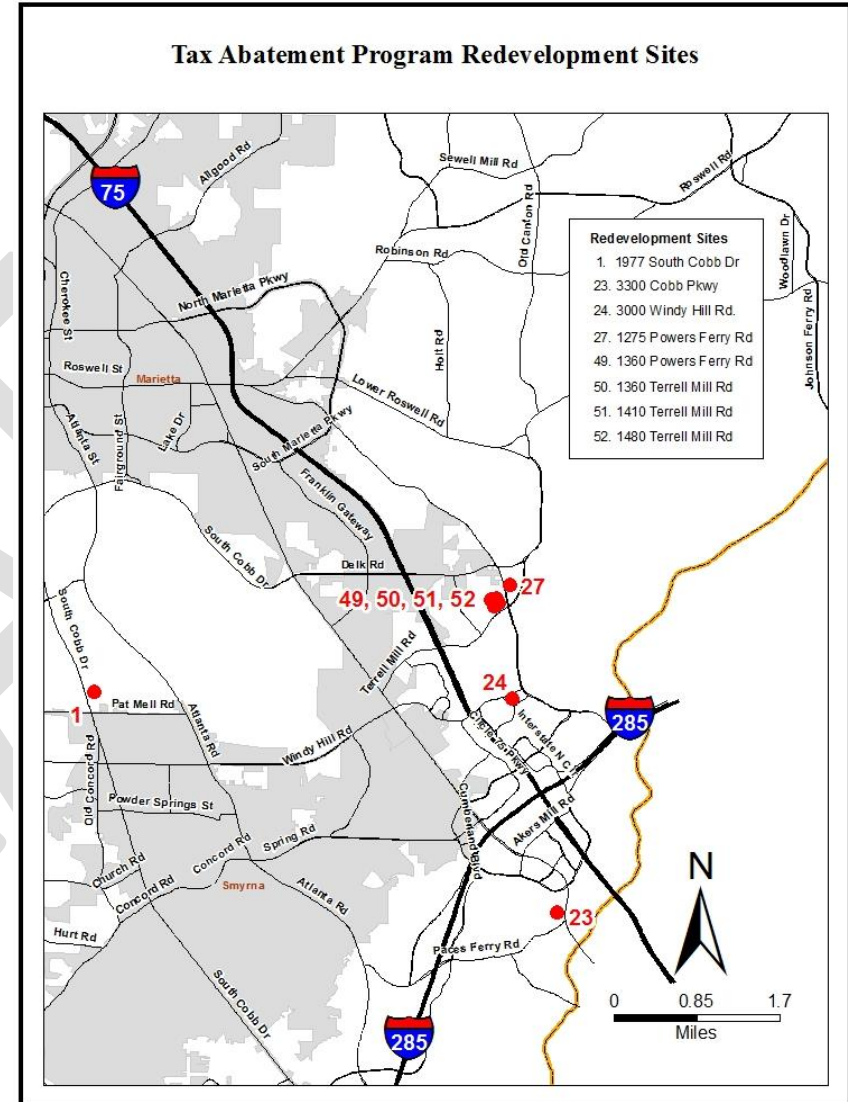
MAP 4. 4A

Tax Abatement Program Redevelopment Sites



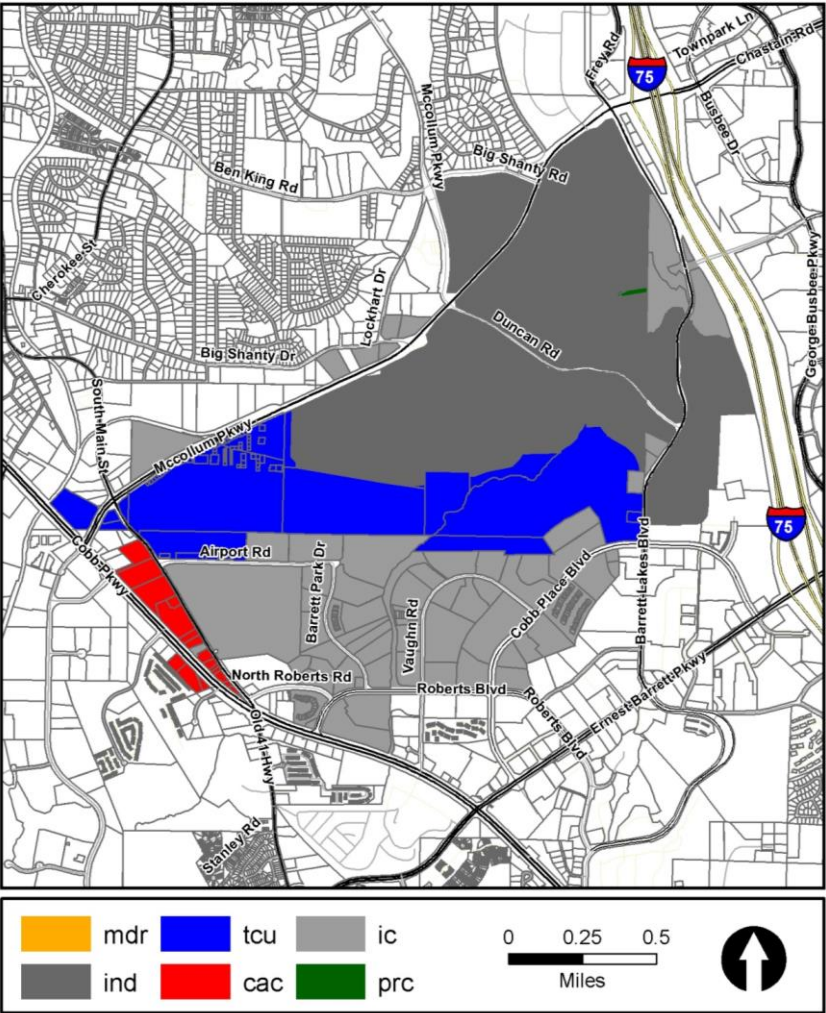
MAP 4. 4B

Tax Abatement Program Redevelopment Sites



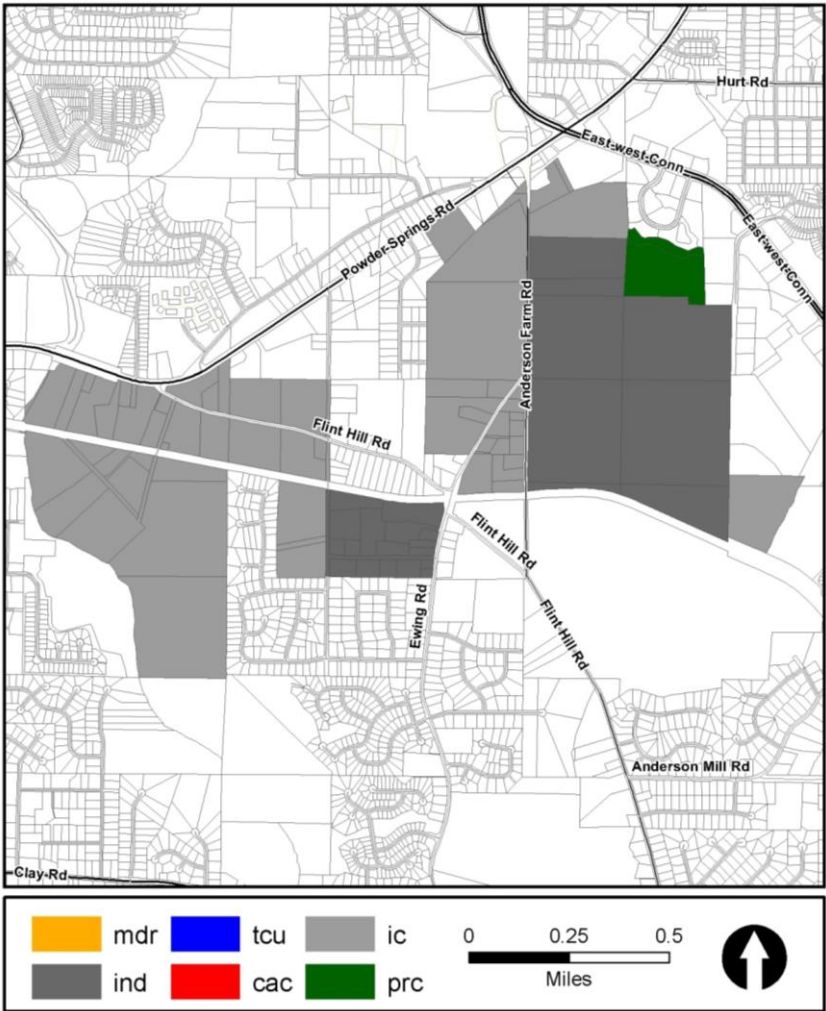
MAP 4. 4C

Priority Industrial Area Sub-Categories



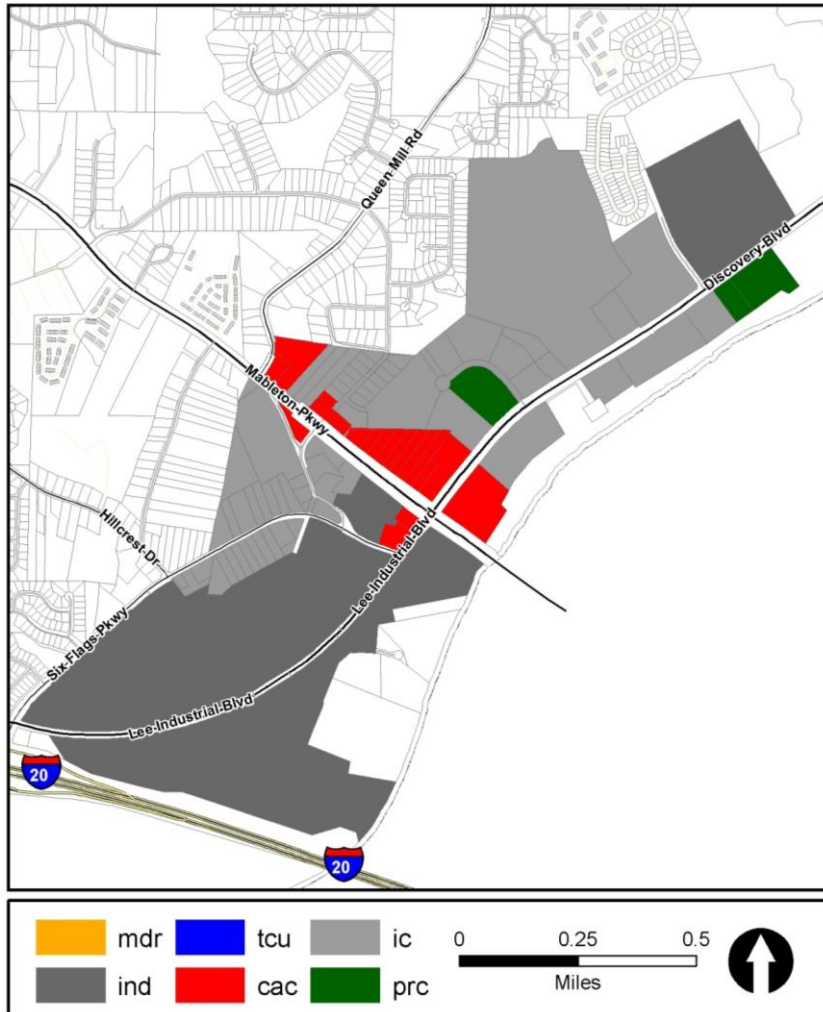
MAP 4.5

Priority Industrial Area Sub-Categories



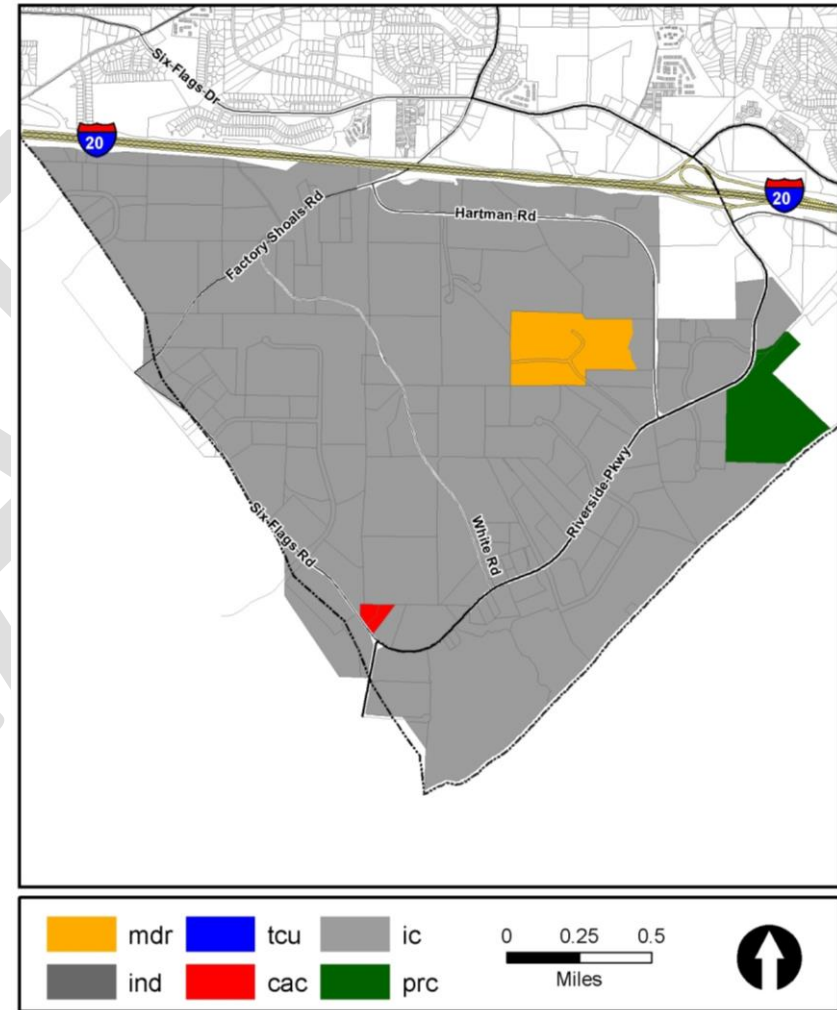
MAP 4.6

Priority Industrial Area Sub-Categories

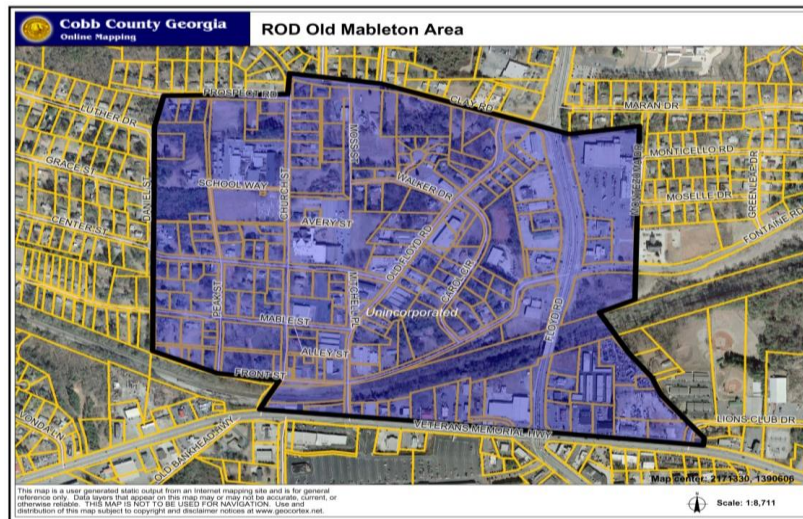


MAP 4. 7

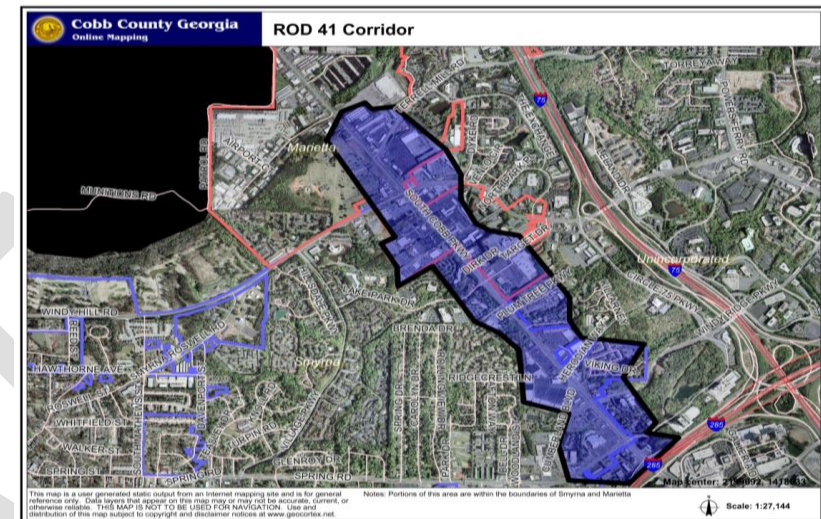
Priority Industrial Area Sub-Categories



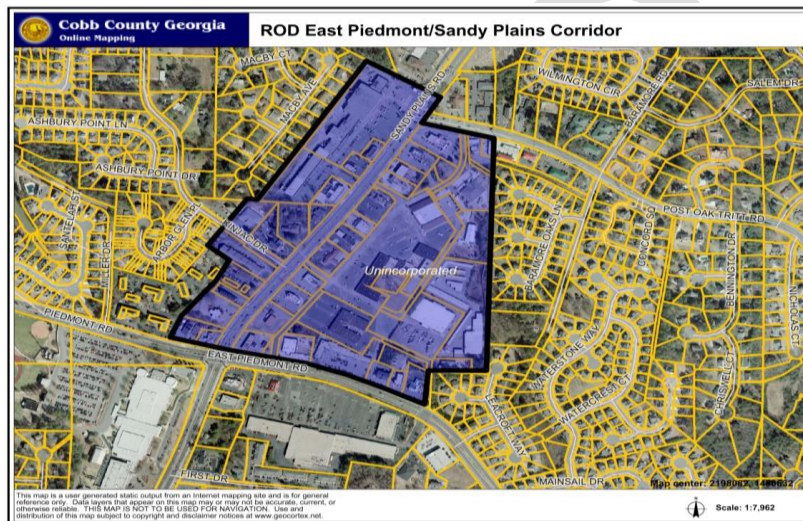
MAP 4. 8



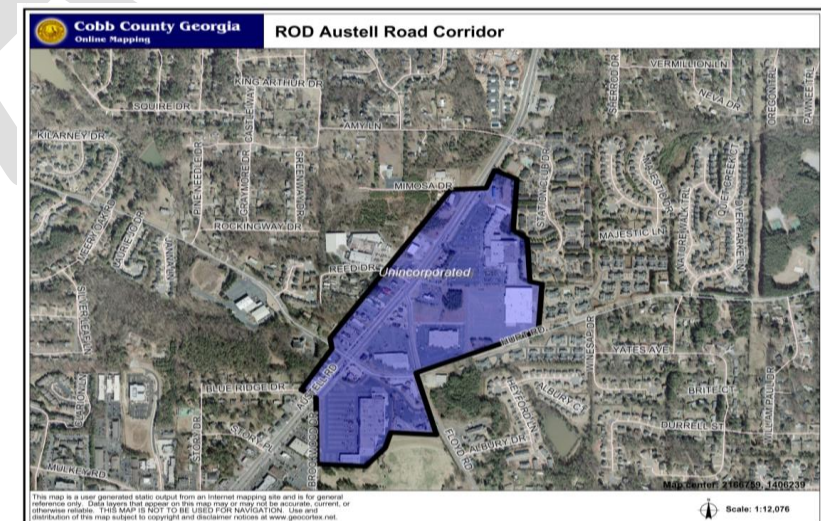
MAP 4. 9A



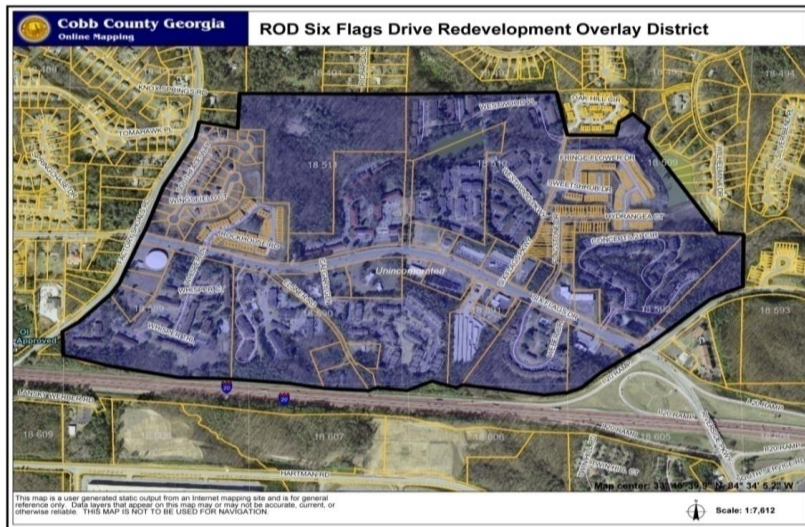
MAP 4. 9C



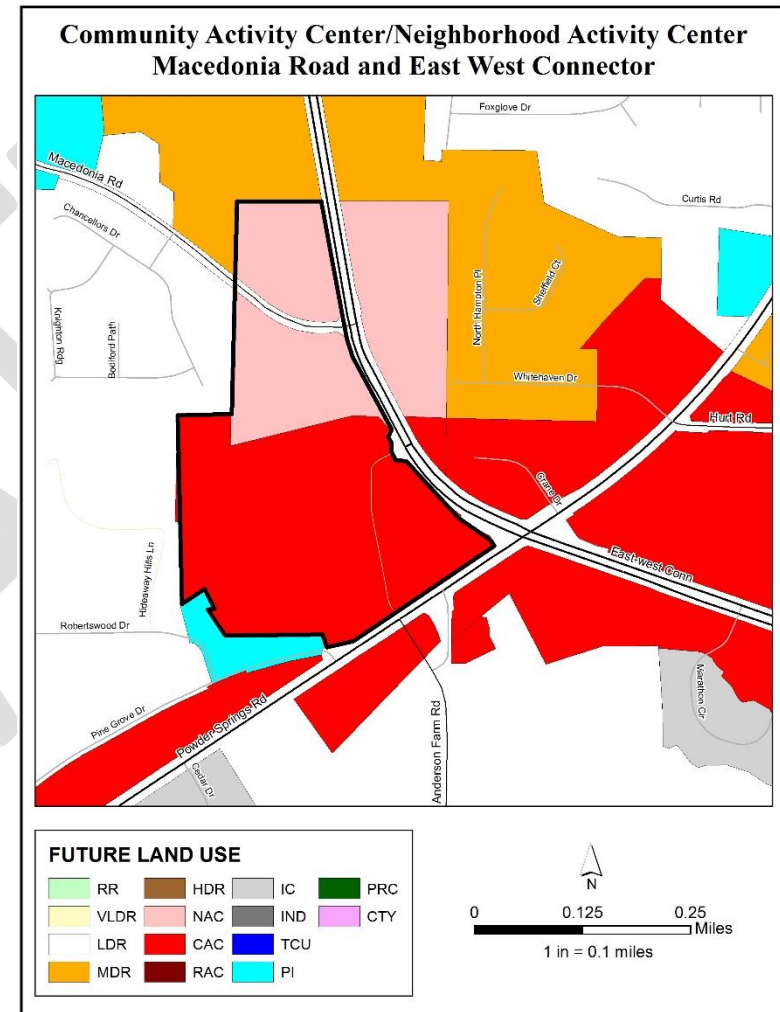
MAP 4. 9B



MAP 4. 9D

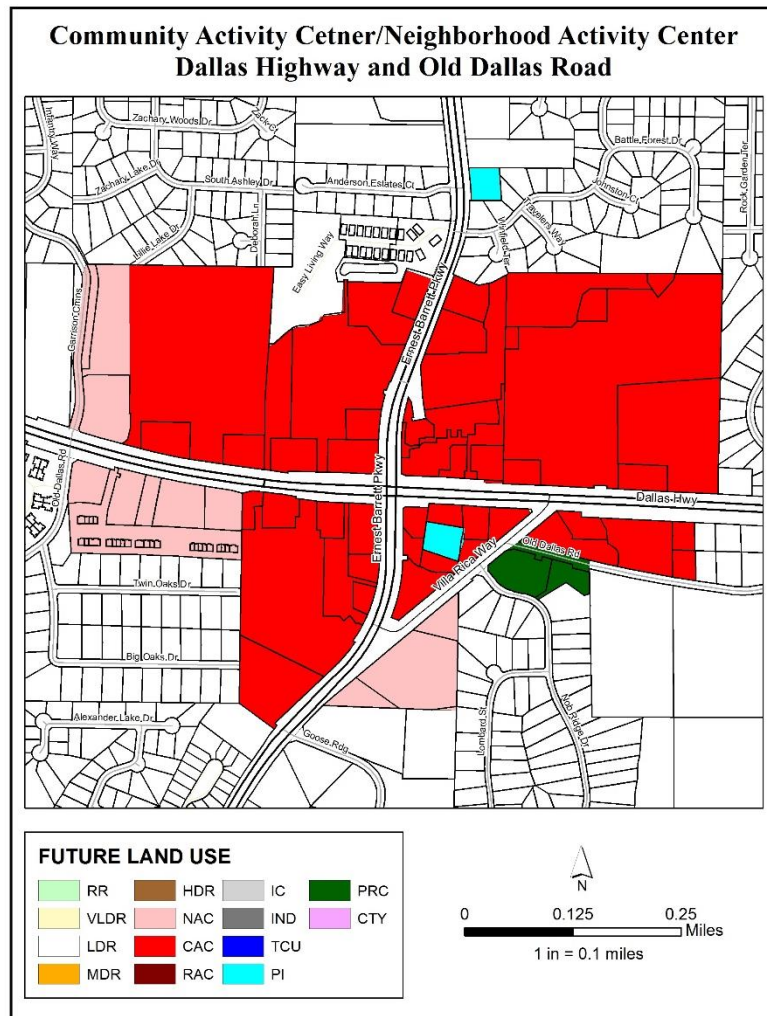


MAP 4. 9E

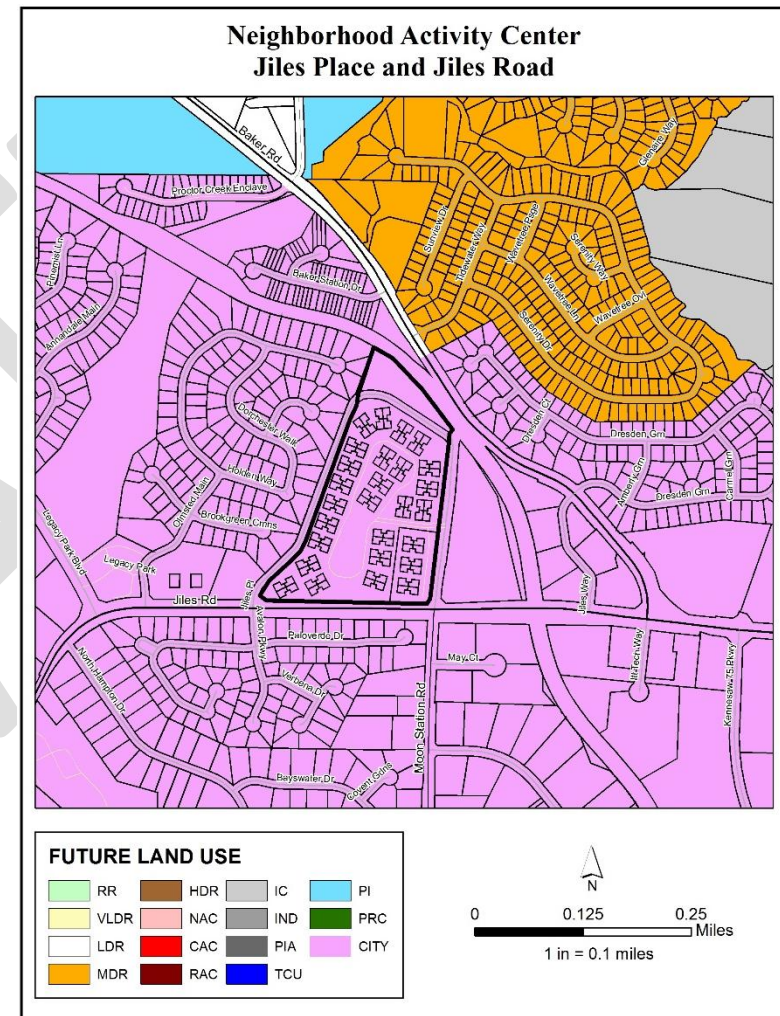


MAP 4. 10

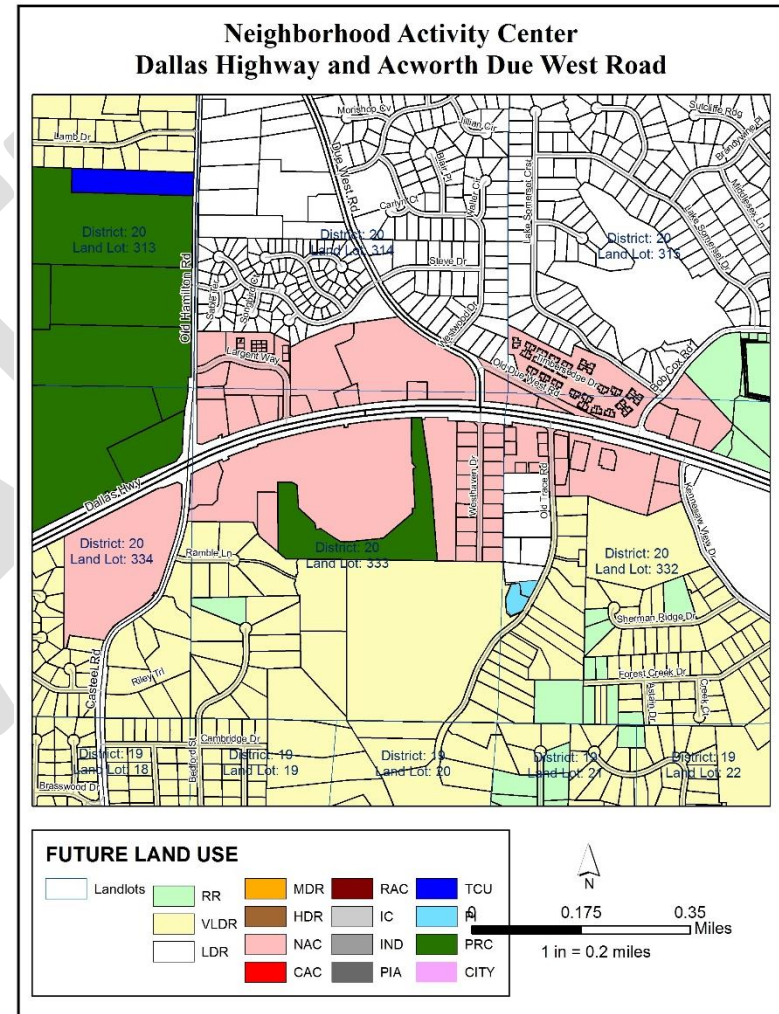
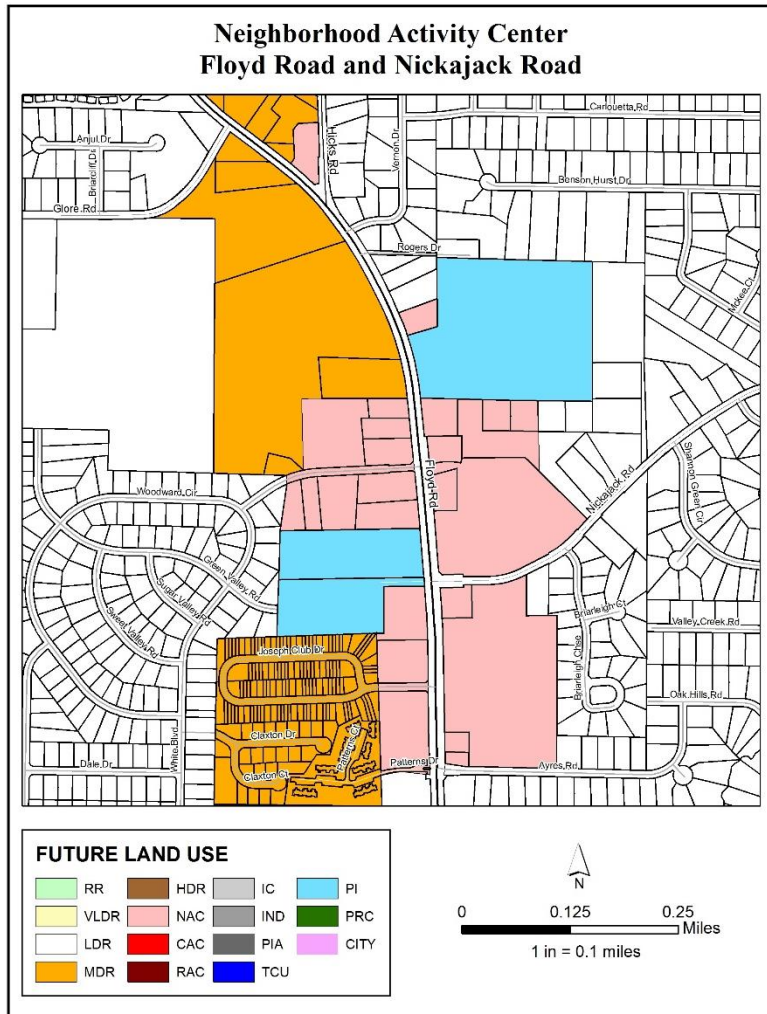


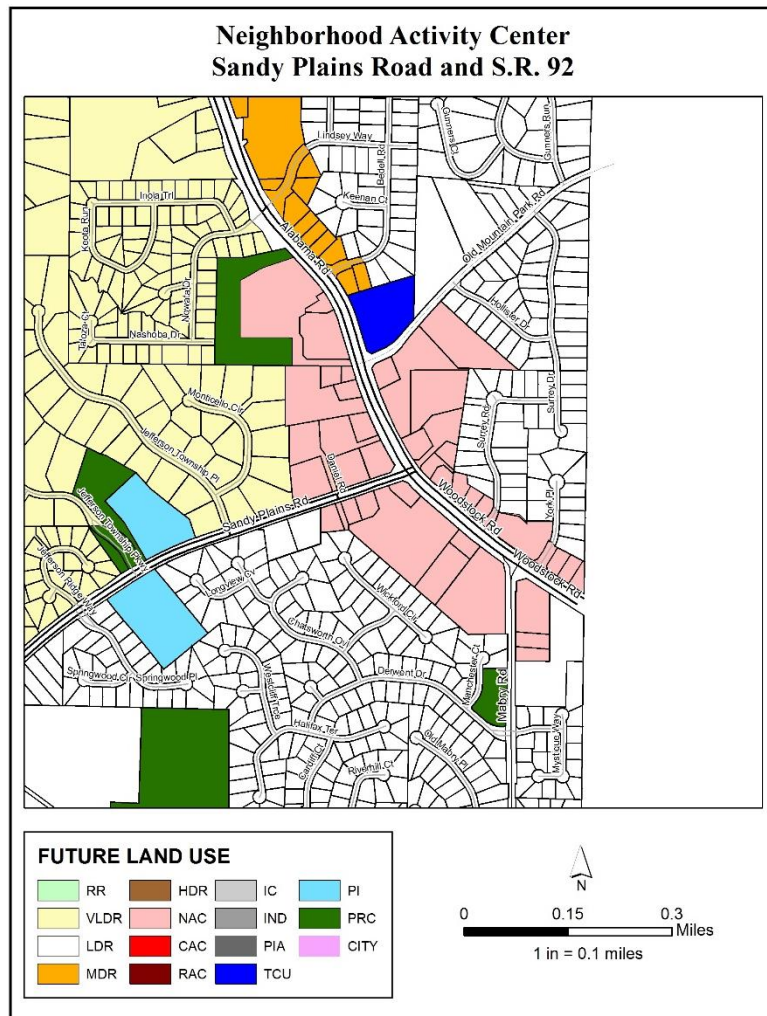


MAP 4.13

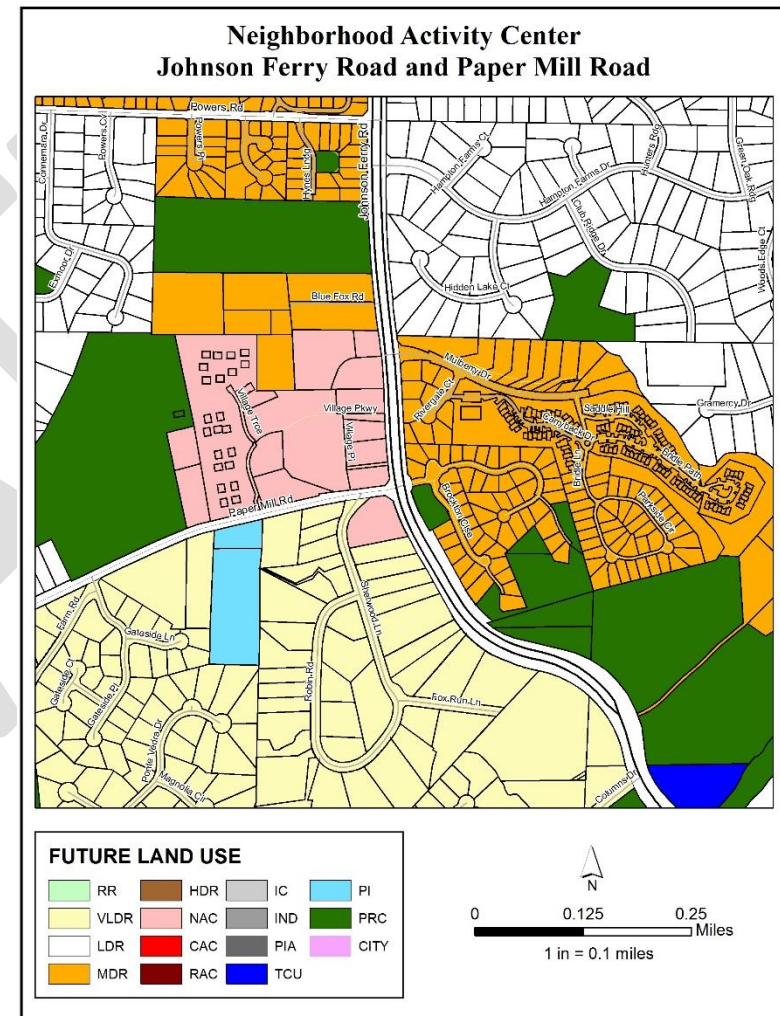


MAP 4.14

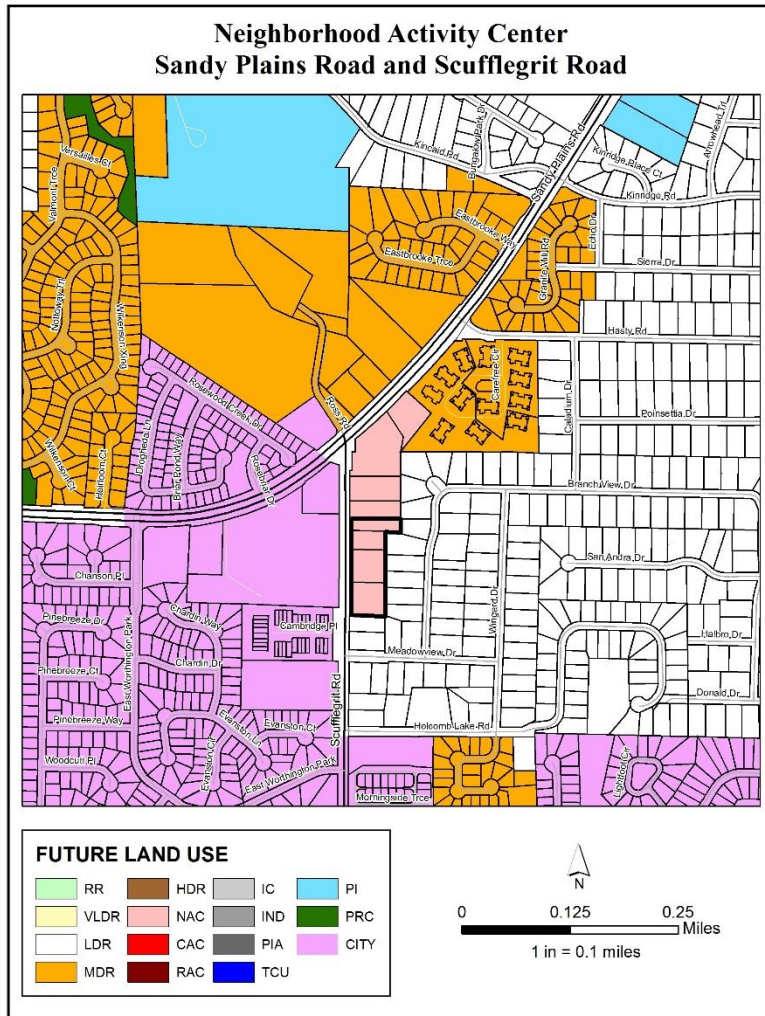




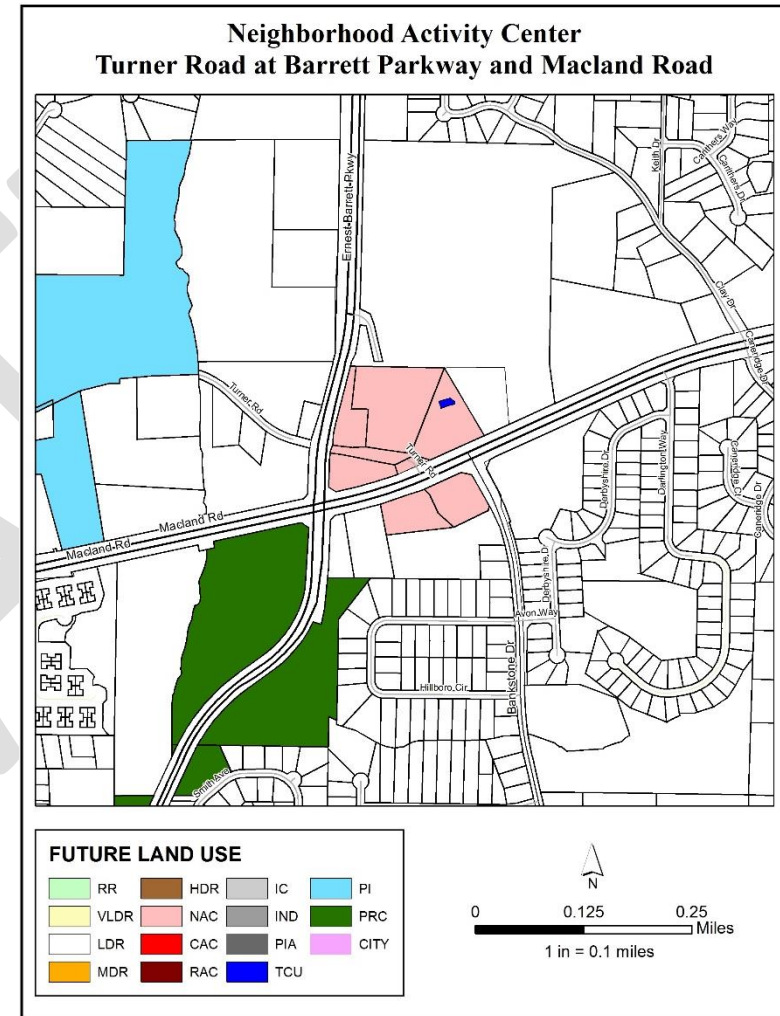
MAP 4. 17



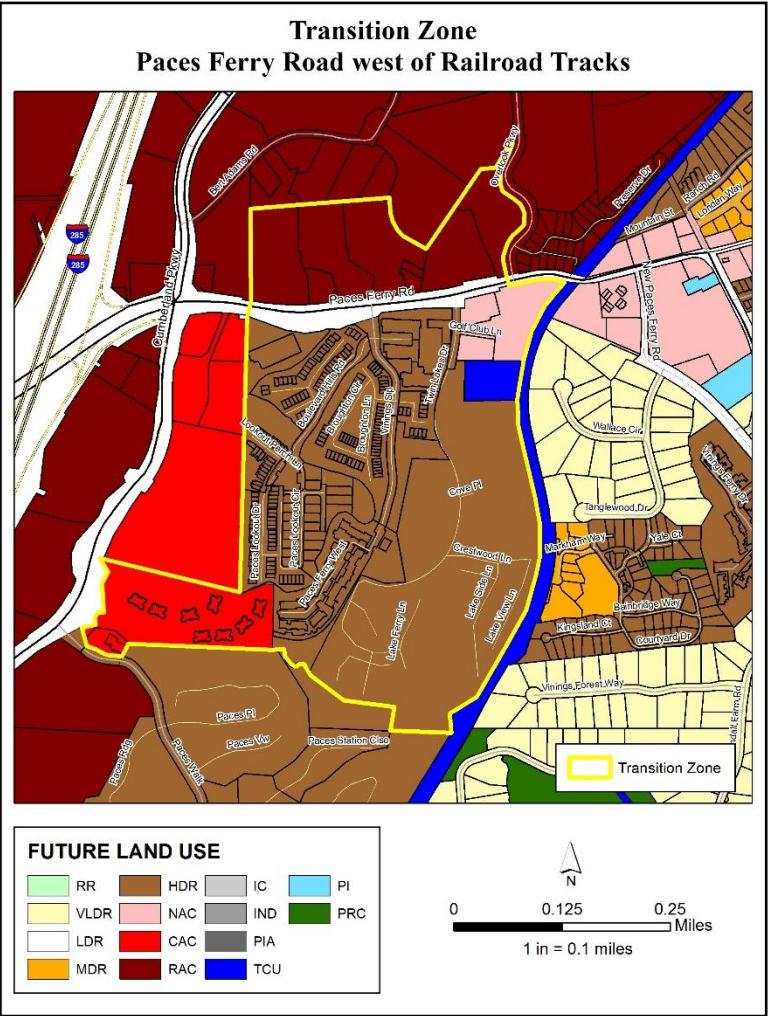
MAP 4. 18



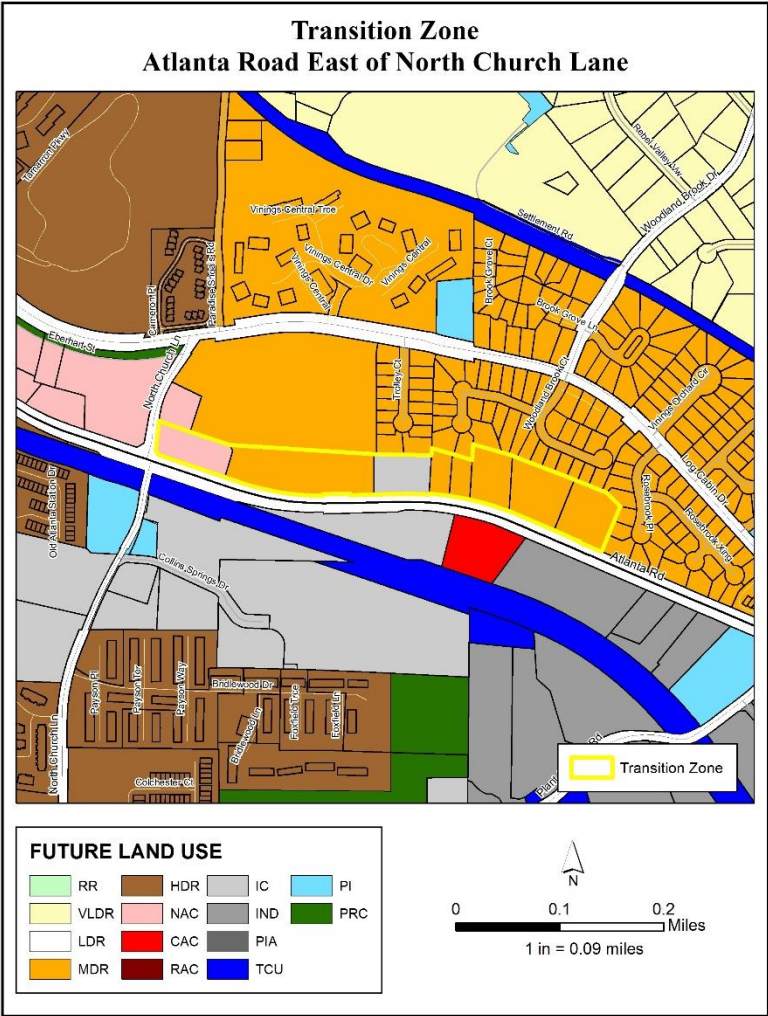
MAP 4. 19



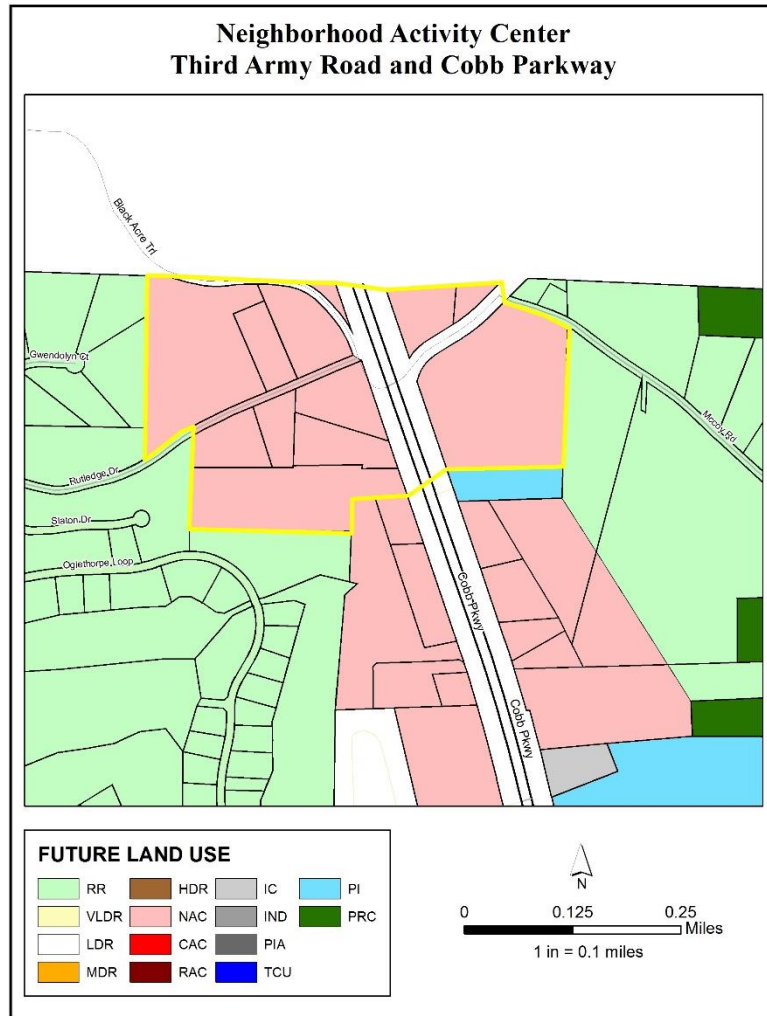
MAP 4. 20



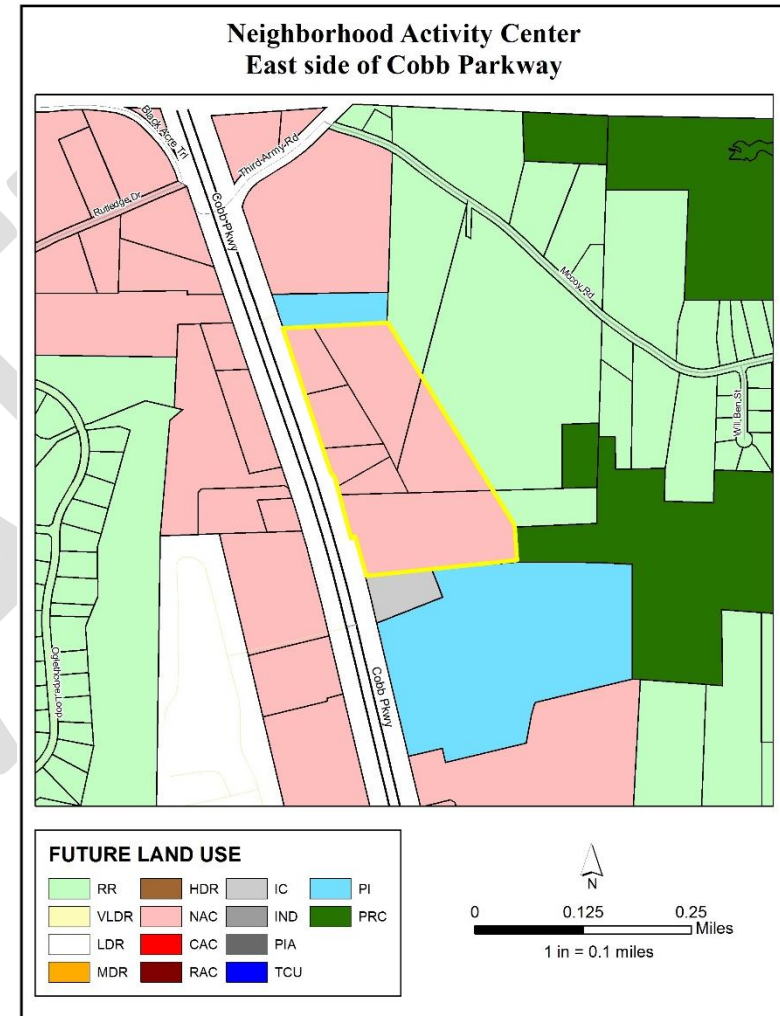
MAP 4. 21



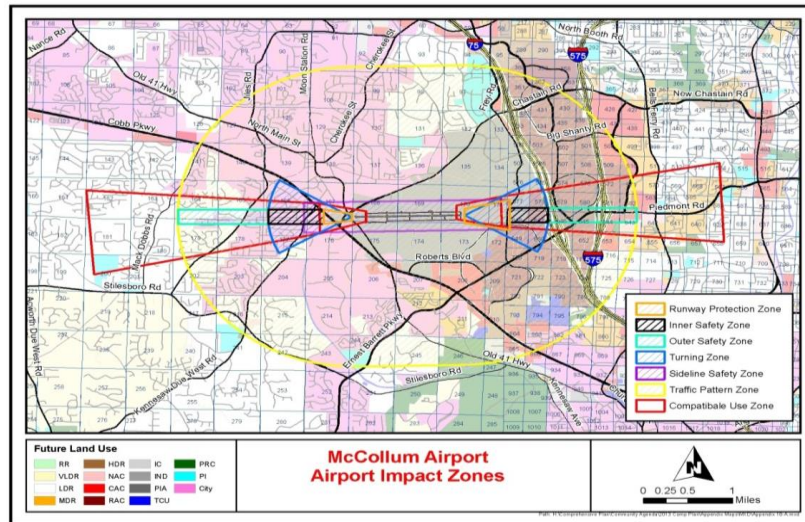
MAP 4. 22



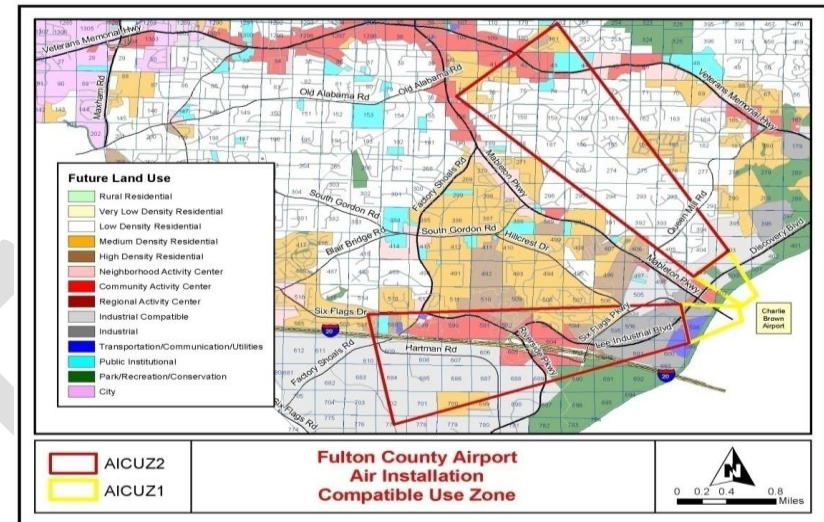
MAP 4. 23



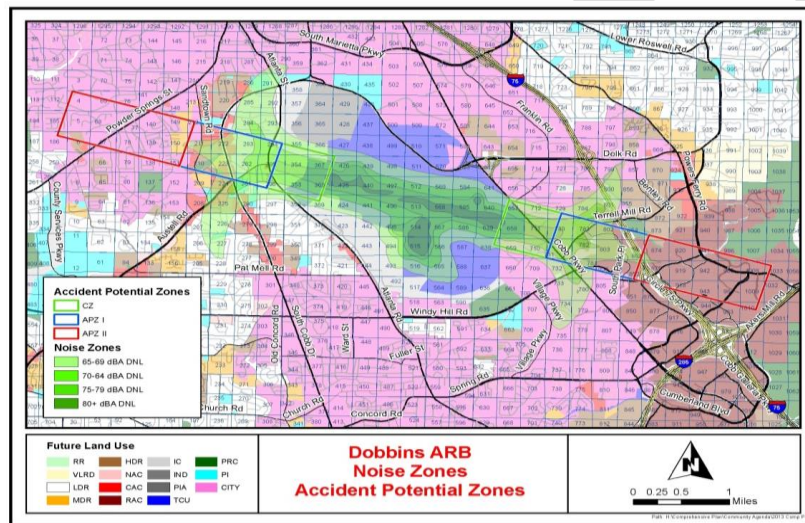
MAP 4. 24



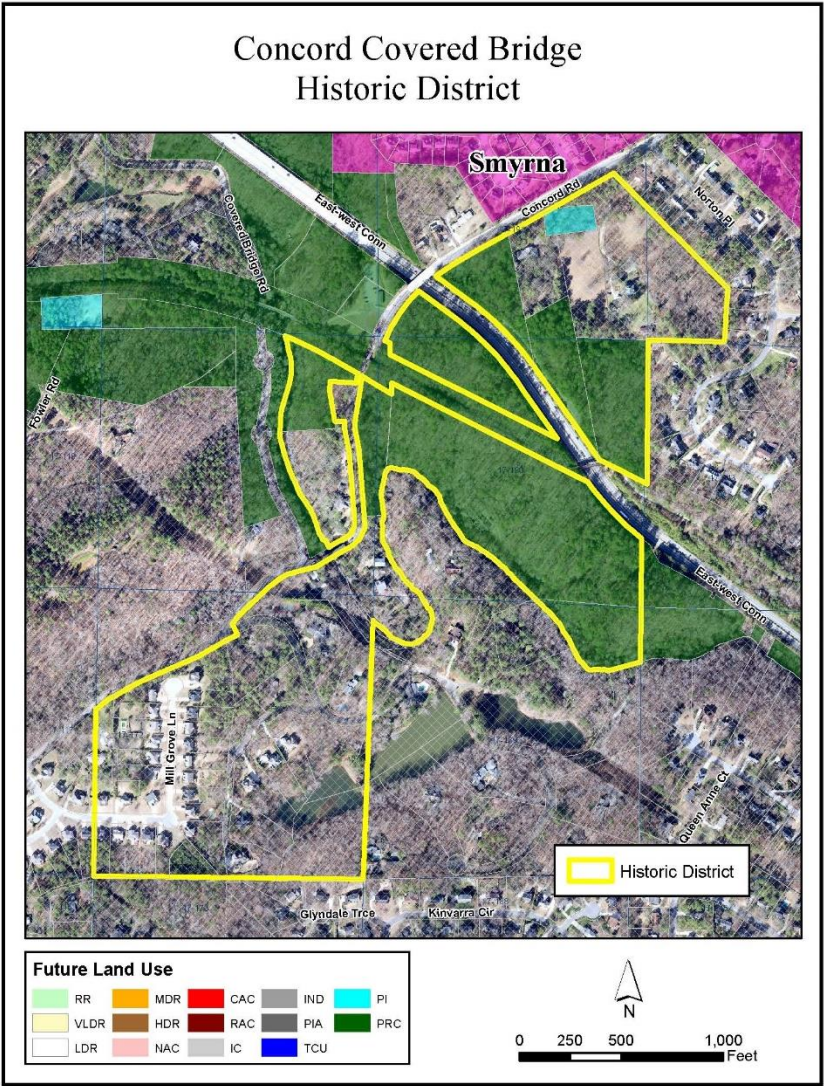
MAP 4.25



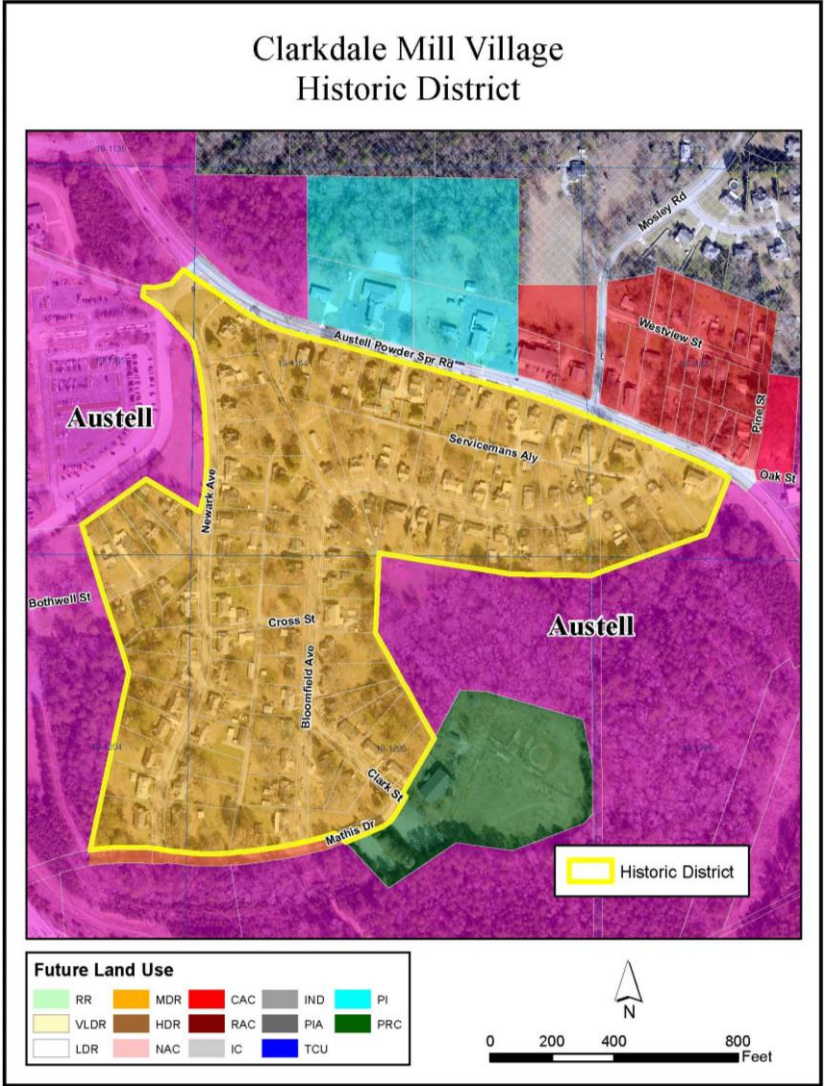
MAP 4.27



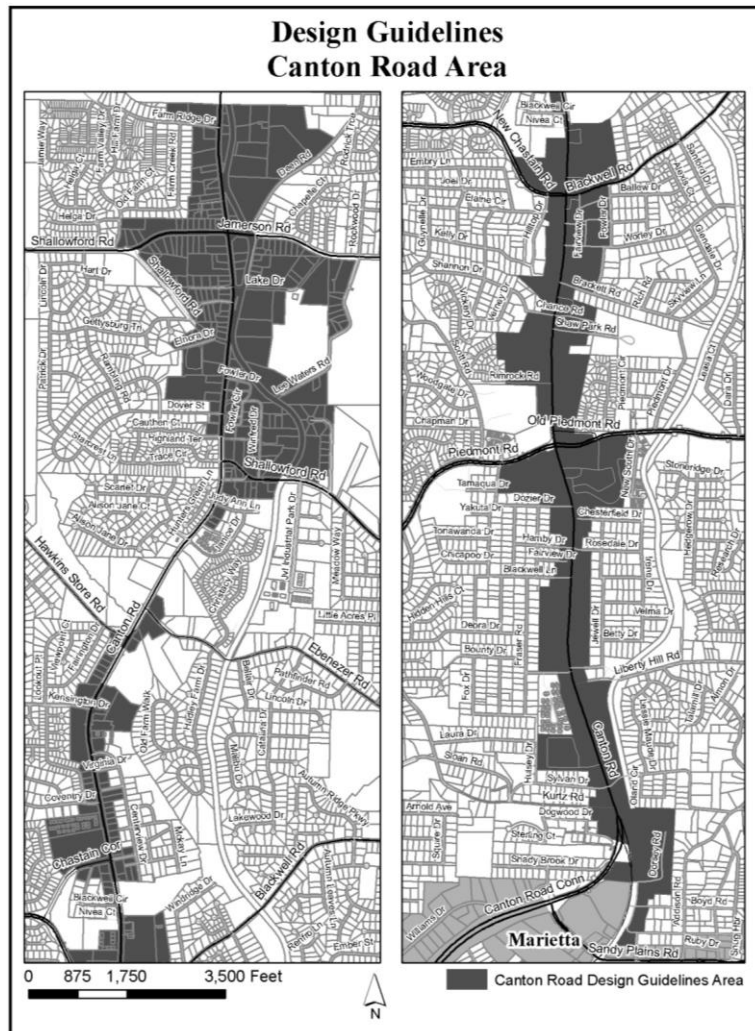
MAP 4.26



MAP 4. 28



MAP 4. 29



MAP 4.30

2012 SHORT TERM WORK PROGRAM REPORT OF ACCOMPLISHMENTS

The best way to measure success of any plan is to evaluate the progress towards its stated goals. The Report of Accomplishments (ROA) is an effort to measure how many of the previously defined program items has been implemented and provides a status report of other activities. The status of each project indicates if they are on-going, complete currently underway, postponed and not completed. An "Explanation" column also provides a brief description about the items that require further clarification. The items are broken down by subject area to facilitate tracking and accountability.

The following tables provide the Report of Accomplishments for the 2012 Short Term Work Program.

ECONOMIC DEVELOPMENT						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Update, as needed, the inventory of sites suitable for industrial development and continue to encourage policies to protect these job producing uses	X					
Refine, as needed, the county's Economic Development Incentive Ordinance and associated policies	X					
Prepare an analysis of how the county's tax structure compares to other metro counties	X					
Focus on Economic Development targets that will provide growth opportunities within core clusters, such as Healthcare Services, Travel and Tourism, Bioscience, Aerospace and Advanced Equipment Manufacturing, Information Technology and software, Professional and Business Services and Wholesale Trade	X					
Research the feasibility of generating a revolving loan fund and develop strategies to maximize CDBG, Development Authority/SCRA funds to increase capital for small business growth and development	X					

ECONOMIC DEVELOPMENT (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Add areas to the Cobb County Commercial Property Rehabilitation Partial Property Tax Abatement Program, as needed	X					
Coordinate with Chamber of Commerce on Business Marketing, as needed	X					
Maintain individual property brochures to assist in marketing industrial sites to prospective businesses	X					
Work with appropriate agencies and organizations to implement Land Banking powers				X		Considerations was given and there was no interest from BOC on pursuing item
Update Cumberland CID Market Study – New CID Market Study		X				
Continue to evaluate appropriate areas throughout the county that would benefit from an Enterprise/Opportunity Zone designation	X					
Continue expansion efforts of the Six Flags Enterprise/Opportunity Zone		X				

HEALTH AND EDUCATION						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Continue staff collaboration on zoning map changes and land use changes between the School System and County Government	X					
Orchestrate annual coordination meetings between county land use planning and Cobb County School system administrative planning staff	X					
Provide quarterly updates to the Cobb County School System regarding residential land use changes and approved residential permits by type	X					
Ensure coordination between Cobb County Planning staff and the Cobb County School Systems administrative staff on municipal boundary expansions	X					
Continue collaboration with local secondary educational institutions to ensure sufficient levels of education and training for the workforce	X					
Coordinate healthcare service and facility requirements with other public or private organizations that provide similar services	X					
Establish innovative approaches to affordable public health service delivery and wellness promotion	X					
Establish public health services and facilities to serve special client groups such as the disabled, homebound and institutionalized	X					
Monitor Meals-On-Wheels to make appropriate changes based upon changes in demographics	X					
Continue outreach with private medical providers to improve access to health care for lower income older populations	X					

HISTORIC RESOURCES						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Develop a series of seminars or workshops for the education of the public on historic preservation, the process, the implications and the opportunities	X					
When necessary, adjust the Historic Preservation Ordinance to comply with State standards in order to sustain our Certified Local Government Status	X					
Encourage developers to place important historic resources on the Cobb County Local Register of Historic Places as part of development process	X					
When development is unable to protect important historic resources, ensure that appropriate mitigation is required	X					
Continue information sharing between the county historic preservation planner and the preservation interests in the cities	X					
Update, when necessary, the historic driving tour of Cobb County		X				
Continue to expand the Cobb County Historic Marker program as additional monies become available	X					
Support planning for the preservation of Civil War trenches and earthworks on the Discovery Boulevard 100-acre tract as National Park ownership of the property is pursued	X					
Continue to support efforts to educate the public on historic preservation and the history of Cobb County	X					
Update the existing Historic Resources Survey				X		Postponed until funding is available to pursue project.
Investigate digitization of documents stored at the University of West Georgia to facilitate public access.				X		Postponed until funding is available to pursue project.
Continue to partner with preservation non-profits in the county	X					
Ensure that the Historic Preservation Commission and Historic Preservation Planner attend mandated training so Cobb County can maintain its Certified Local Government status	X					

HISTORIC RESOURCES (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Develop material for research purposes that provides information on Cobb County archival records needed for historical research	X					
Continue to work with Mableton Improvement Coalition on historic register nominations and other preservation activities in the River Line area		X				
Macland Road Historic Places Initiative				X		Postponed until funding is available to pursue project.
Begin process of investigating, researching, designing and preparing for Vinings historic trail with interpretive and wayfinding signage				X		Postponed until funding is available to pursue project.

HOUSING						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Update the apartment density study	X					
Coordinate efforts between Community Development, Economic Development and non-profit agencies (Atlanta Neighborhood Development Partnership, CDBG, Cobb Works, etc.) to develop workforce housing policies and opportunities	X					The Cobb County CDBG Program Office is continuously working with County agencies and non-profits on affordable housing
Develop codes and ordinances to encourage urban style, higher density residential development in appropriate areas of the county's two regional activity centers	X					
Encourage policies and programs to advance seniors ability to "age in place" within existing communities	X					The Cobb County CDBG Program Office provides assistance to the County's CHDO [Cole Street Development Corporation] to acquire and construct affordable rental housing for seniors
Continue collaboration with the Department of Community Affairs and Housing Authority to encourage construction of workforce housing units utilizing low-income tax credits	X					
Continue partnership with HUD on the Neighborhood Stabilization Program		X				The number of affordable housing units acquired through NSP was 115
Monitor existing codes and regulations and revise as necessary to accommodate changing conditions	X					
Continue to promote private construction of senior friendly housing opportunities where appropriate	X			X		The Cobb County CDBG Program Office provides assistance to the County's CHDO [Cole Street Development Corporation] to acquire and construct affordable rental housing for seniors
Coordinate enforcement of Quality of Life codes with Senior Services to assist older populations that have trouble complying with requirements	X					

HOUSING (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Increase access to affordable housing for low and moderate income persons through: Rehabilitation of existing homeowner and rental housing units and reduction of the cost of development of rental housing	X					The Cobb County CDBG Program Office utilizes HOME spending on the development or rehabilitation of multifamily rental properties, tenant based rental assistance activities, development and rehabilitation of single family homes and homebuyer activities
Encourage fair housing initiatives throughout the Cobb County	X					The Cobb County CDBG Program Office continues to engage housing professionals, lending professionals, county officials and residents located in the County in discussions related to fair housing issues by conducting fair housing training, maintaining a fair housing hotline, distributing educational material and advertising on bus shelters
Enhance neighborhood revitalization and redevelopment in low and moderate income areas by improving access and availability of Public Facilities and remediation of blighted housing in targeted low income areas	X					The Cobb County CDBG Program Office continues to reach out to private sector housing developers who may be able to build new housing developments and utilize some funding to offer affordable housing units within larger developments. This would allow developments to be built that wouldn't impact existing home values but would still offer opportunities for low-income residents to live in an area of their choice.
Promote home retrofit designs and materials to assist seniors to age in place	X					
Update Housing Study for Cumberland		X				

LAND USE						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Amend future land use map and related regulatory policies to provide adequate residential and non-residential acreage for 2030 demands	X					
County CIDs, in coordination with county staff, may conduct studies to be considered by the county that would suggest alterations and refinement of detailed sub-area classifications for regional activity centers	X					
County CIDs, in coordination with staff, can offer alternative zoning regulations, which may be considered by the county during the Code Amendment process, for areas within regional activity centers	X					
Reevaluate land use recommendations for areas adjacent to roadways projected to operate with a level of service F by 2030. This can be accomplished by discouraging strip-commercial centers, reducing curb cuts, promoting land assemblage, and encouraging inter-parcel access/shared parking agreements	X					
Update and consider the need for Livable Center Initiative studies, local area master plans, and corridor studies every five-years or when necessary	X					
Implement land use policies in coordination with the requirements of the Metropolitan North Georgia Water Planning District guidelines	X					
Use buffering and screening as a land use mitigation tool	X					
Continue to update Central Addressing Repository to ensure it is up-to-date	X					
Inform the CIDs on site plan reviews, rezoning activity and land use amendments within Regional Activity Centers	X					
Update, as necessary, the Canton Road Design Guidelines to ensure that the recommendations are implementable		X				

LAND USE (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Designate Mableton and Six Flags Drive into the Commercial and Industrial Property Rehabilitation Program		X				
Reach out to the development community for involvement in the Six Flags revitalization	X					
Coordinate between CDOT and Community Development to ensure that design guidelines being implemented are sustainable and implementable from an engineering and urban design perspective.	X					
Draft an overlay district for Vinings per the Vinings Vision Plan				X		Utilizing a different approach
Create new transitions zones in Comprehensive Plan per Vinings Vision Plan		X				
Draft a Redevelopment Overlay District for Powers Ferry Road					X	No longer needed
Expand Blueprint Cumberland II master planning to include additional CCID area				X		Postponed due to significant existing and changing market conditions.
Provide input to Town Center CID during the revision of Town Center Area Design Guidelines		X				
Establish Johnson Ferry Design Guidelines focusing on the streetscape and street safety plan		X				Lack of BOC support
Ensure nonconforming signs along Johnson Ferry Rd. are in compliance with current regulations per the Johnson Ferry Road Master Plan	X					
Creation of an Annexation GIS layer		X				
Build a GIS layer to show all county easements			X			
Develop an internal GIS based web mapping application to support Community Development operations		X				
Use social media to involve new people in Planning projects and implementation programs	X					
Develop a Public Participation policy to provide guidance on protocols for public engagement on planning projects	X					
Review industrial and residential land use conflicts at the periphery of industrial areas		X				

LAND USE (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Conduct tours of redevelopment areas for staff, community leaders and developers		X				
Evaluate nodes in the southern areas of the county and develop appropriate land use and branding strategies				X		This particular project will be part of the Character Area Identification study in the 2040 Comprehensive Plan
Review the Austell Road corridor and determine if appropriate land use strategies		X				
Determine feasibility of incentives for abandoned subdivisions						
Develop an Illustrative Master Plan and Code for the Core Cumberland CID area			X			County is coordinating with the Cumberland CID on Blueprint 3
South Cobb Drive Master Plan			X			County is coordinating with Smyrna on South Cobb Drive Corridor Study
Infill development on vacant or subdivided parcels & rehab of older homes should be encouraged	X					
The land use focus of Carol Circle should focus on densities and form of houses that are determined by the Transect zone associated with the area and defined within the Form-Base Code	X					
Promote and regulate Mableton Form-Base Code (FBC)	X					
Continue to establish and coordinate with organizations and programs that focus on community and cultural building initiatives	X					
Continue to monitor Comprehensive Plan and Future Land Use policies for changing conditions	X					
Formalize development review coordination between Cobb County and Dobbins ARB		X				
Establish a JLUS Implementation Coordination Committee		X				
Engage and coordinate with state representatives and local leadership	X					
Enhance partnership opportunities for local jurisdiction staff and leadership, state representatives, congressional staffers to support Dobbins ARB	X					

LAND USE (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Provide mutual briefings	X					
Explore public-public and public-private partnership (P4) opportunities to cut and share costs	X					
Powers Ferry Master Plan/ Franklin-Delk LCI expansion modifications					X	No longer relevant due to the lack of support from ARC regarding the expansion of the Franklin-Delk LCI study area
Update zoning map layer with changes to Dobbins ARB overlay districts		X				
Amend Code of Ordinances to incorporate restrictions for LED billboards		X				
Require avigation easements	X					
Funding partnerships to acquire property within Clear Zones	X					
Pursue state grant matching program for acquisition of property within Accident Potential Zones	X					
Pursue state grant matching program for acquisition of property within Clear Zones	X					
Funding partnerships to acquire property within Accident Potential Zones	X					
Modify tree ordinances	X					

LIBRARY						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Investigate the financing and implementation for a relocation and expansion of the Kennesaw Branch Library to accommodate increasing demand					X	Acworth/Kennesaw libraries will be consolidated into one facility. Funding will be provided by 2016 SPLOST; site purchased for new facility
Expand access to computer stations and Technology	X					
Continue Books-To-Go program as part of Meals on Wheels delivery			X			Pilot project established 2016; will review after one year
Continue to expand digital collection	X					
Continue to provide online programming and digital access to materials	X					
Evaluate the feasibility of reclassifying the East Cobb Library to a regional library				X		Will continue to evaluate based on 10 Year Facility Plan
Improve the wireless network within existing library facilities to provide public access		X				
Study possibilities for a mobile book service to help provide additional library service to underserved areas				X		Continue to investigate establishment of mobile service and funding opportunities
Update existing facility needs study for library system	X					

NATURAL RESOURCES						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Coordinate between Keep Cobb Beautiful and Cobb DOT to plant appropriate trees as part of road projects	X					
Educate the community on the use and tax benefits of conservation easements to permanently protect sensitive habitat and open space	X					
Develop natural resource protection policies to meet or exceed the requirements of the Metropolitan North Georgia Water Planning District	X					
Ensure agency coordination in refining 100-year floodplain locations for the Federal Emergency Management Agency		X				
Consider changes to procedures and policies to attain the highest standard of environmental stewardship available through the Green Communities program	X					
Conduct an education campaign “Go Native” to encourage planting of native tree species	X					
Promote initiatives and develop partnerships to encourage recycling at public events	X					
Continue to provide training and tools through Ecology workshops for monitoring volunteers	X					
Continue to provide and expand the Community Ecology Programs	X					
Continue School Outreach programs of water-related education programs as well as the Cobb’s Green School Initiative	X					
Continue Stormwater Compliance education efforts	X					
Develop program initiatives and educate citizens of Cobb County to provide guidance and awareness of environmental concerns	X					

PARKS, RECREATION, & CULTURAL AFFAIRS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Prepare grant applications and research other program funding mechanisms to assist with land purchases, facility development and renovation of existing recreational facilities	X					
Periodically update the inventory of public properties suitable for multiple uses, including passive recreational uses and linear parks	X					
Execute joint facility use agreements with other elected boards, i.e. Board of Education			X			2017-2019
Continue to implement existing Parks & Recreation Master Plan	X					
Update existing Parks & Recreation Master Plan			X			2017
Evaluate the need for renovating facilities to support the development of creative recreational programming to meet the changing needs of the community	X					
Complete the process of accreditation and implement standards to sustain Cobb County's status with the National Recreational and Parks Association					X	Cost not justified
Continue to coordinate and assist with volunteer Friends groups that are engaged in fundraising for development of passive parks	X					
Assist local volunteers to establish and maintain volunteer groups (i.e. Friends Groups) for Stout Park and Green Meadows Park	X					
Upgrade existing playground inventory to reflect new and innovative equipment			X			2017
Encourage "Life Time" sports within appropriate parks and Senior Centers	X					
Expand Community Gardens within appropriate parks and Senior Centers	X					

PARKS, RECREATION, & CULTURAL AFFAIRS – 2011 SPLOST PROJECTS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Develop Hyde Farm as a UGA landscaped cultural laboratory with programming to educate children and adults about the settlement of Cobb County, the story of the Power and Hyde families, how land was farmed in the county, the importance of agriculture in the community and the Chattahoochee River as a significant natural resource.			X			2018
Investigate funding for Black Box Theater in Mableton		X				
Pocket Park on SW Corner of Cumberland Blvd./ US 41 - Pocket Park on SW Corner of Cumberland Blvd./ US 41			X			2018
Pocket Park on SE Corner of Akers Mill and Cobb Parkway			X			2018
Cumberland Public Arts Program - In partnership with private stakeholders and Cobb County	X					
Continue efforts on creating a vibrant Mableton Arts Community	X					
PARKS, RECREATION, & CULTURAL AFFAIRS – 2011 SPLOST PROJECTS						
Renovate interior at The ArtPlace		X				
Design and replace concession/restroom building, renovate athletic fields and replace scoreboards at Al Bishop Softball Complex		X				
Replace fly system for stage curtains at Anderson Theatre		X				
Repair dam and dredge lake to restore water quality			X			2017
Design and replace concession/restroom building, upgrade electrical, athletic field drainage improvements and replace scoreboards at Bells Ferry Park		X				
Renovate athletic fields and replace scoreboards at Big Shanty Park		X				
Repair dam and dredge lake to restore water quality on Cato property			X			2017

PARKS, RECREATION, & CULTURAL AFFAIRS – 2011 SPLOST PROJECTS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Upgrade water treatment chemical controllers; refinish pool surfaces and paint interior at Central Aquatic Center		X				
Architecture/engineering design; replace/upgrade electrical and water & sewer infrastructure; and repair roof system		X				This project was completed at the Civic Center
Appropriate renovations at Harrison Park		X				
Improve drives and access roadways; replace scoreboards; install groundwater well for irrigation at Clarkdale Park		X				
ADA improvements at East Cobb Park		X				
Replace roof on main building at Felton Property	X					
Design/replace concession and tennis center buildings; upgrade electrical; renovate athletic fields, replace scoreboards and install ground water well for irrigation		X				
Appropriate renovations at Fullers Park		X				
Appropriate renovations at Heritage Park		X				
Renovate athletic fields at Hubert Soccer Complex			X			2018
Appropriate renovations at Hurt Road Park		X				
Restore historical buildings at Hyde Farm		X				
Appropriate renovations at Kennworth Park		X				
Appropriate renovations at Lions Park		X				
Renovate Art Center office space at Mable House Complex		X				
Appropriate renovations at Milford Park		X				
Appropriate renovations at Miller Park-Jim R. Miller Park			X			2018
Appropriate renovations at Bethel Park	X					
Refinish pool surfaces, paint interior and improve inside air quality at Mountain View Aquatic Center		X				
Appropriate renovations at Perry Parham Park		X				

PARKS, RECREATION, & CULTURAL AFFAIRS – 2011 SPLOST PROJECTS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Renovate athletic fields at Mud Creek Soccer Complex			X			2018
Appropriate renovations at Nickajack Park		X				
Appropriate renovations at Noonday Creek Park		X				
Install bridge over Allatoona Creek on the Northwest Corps of Engineers Property		X				
Appropriate renovations at Oregon Park		X				
Repaving selected parking lots and access roadways in several parks			X			2017-2018
Complete and build out Powder Springs Park per Master Plan to reduce impact of flooding		X				
Renovate PRCA Administration Complex			X			2018
Appropriate renovations at Rhyne Park		X				
Appropriate renovations at Sandy Plains Park		X				
Appropriate renovations at Sewell Park		X				
Appropriate renovations at Shaw Park		X				
Improve trailhead at Floyd Road – Silver Comet Trail		X				
Improve inside air quality and repaint interior of South Cobb Aquatic Center		X				
Renovate interior and repair roof at South Cobb Recreation Center		X				
Appropriate renovations at Wild Horse Creek Park		X				
Appropriate renovations at Sweat Mountain Park		X				
Appropriate renovations at Sweetwater Park		X				
Appropriate renovations at Terrell Mill Park		X				
Renovate Community Center building at Thompson Park		X				
Appropriate renovations at Tramore Park		X				
Appropriate renovations at Wallace Park		X				
Renovate interior and refinish pool surfaces at West Cobb Aquatic Center		X				

PUBLIC SAFETY						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Recruit, train and retain public safety staff to ensure that staffing levels keep pace with the area's growing population while ensuring an educated, qualified and professional force.	X					
Maintain mutual agreements with all municipalities, surrounding counties, state and federal agencies	X					
Continue to implement communication improvements to better coordinate emergency response within the county and Metro Atlanta region	X					
Conduct feasibility study for new Police Head Quarters with a secure evidence storage facility			X			
Expand public safety recruiting efforts to ensure a workforce that adequately reflects the diverse population that exists in Cobb County	X					
Conduct feasibility study for new secure evidence storage facility			X			
Continue to evaluate and solicit grant opportunities to enhance preparedness and response capabilities	X					
Continue to meet requirements & certifications of public safety personnel through efficient annual training	X					
Strive to maintain the highest adequate Insurance Service Organization (ISO) rating for fire and accredited status for Police, Fire & 911		X				
Continue to promote veterinarian program to provide optimal animal care and facilitate adoptions	X					
Foster positive relationships with community groups and rescue groups to increase animal adoption rates	X					
Continue to evaluate community risk and plan for proper response through joint training and exercises	X					

PUBLIC SAFETY (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Continue to educate the community on crime prevention, fire safety and other public safety items	X					
Continue to work with various organizations such as CERT, Neighborhood Safety Committee, Citizen PS Academy, PENS, PACS, Safety Village Foundation and Neighborhood Watch groups to maintain good communication with our communities	X					
Continue efforts to improve public safety response time by evaluating the feasibility of new precincts and reviewing existing stations/precincts locations and assessing how these locations may better serve the community	X					
PUBLIC SAFETY – 2011 SPLOST PROJECTS						
Complete Operator Consoles upgrade for 911/800 MHZ per SPLOST schedule		X				
Complete Astro 25 Repeater for Jail		X				
Police Firearms Equipment		X				
Apparatus (Hazmat 22 Support Apparatus)		X				
Apparatus (Jacks)		X				
Apparatus (Engine)		X				
Apparatus (Air 27 Air & Light Support Apparatus)		X				
Apparatus (Air 30 SCBA Support Apparatus)		X				
Apparatus (Rescue)		X				
Apparatus (Truck)		X				
Facilities (Sprinkler System Stations 15 & 25)		X				
Apparatus (Truck)		X				
Facilities (Apparatus doors 37 doors)		X				
Apparatus (Engine)		X				
Manual Defibrillators (18 units)		X				
Apparatus (Rescue)		X				
Extrication Equipment (5)		X				
Extrication Equipment (5)		X				

PUBLIC SAFETY – 2011 SPLOST PROJECTS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Facilities (Paving Stations 23, 19, 27, 1)	X					
Facilities (Roof repairs/replacement Stations 3, 15, 17)		X				
Apparatus (Rescue)		X				
Apparatus (Engine)		X				
Thermal Imaging Cameras (42)		X				

REDEVELOPMENT						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Continue to update the Redevelopment Inventory to ensure accurate information on redevelopment possibilities in Cobb County	X					
Advise the Canton Road Redevelopment Taskforce on ways to market and advertise redevelopment opportunities on the corridor		X				
Review the findings of the Urban Land Institute - Technical Assistance Panel and consider implementation of items that would assist in creating more private sector involvement in Mableton's redevelopment	X					
Conduct an annual joint meeting between the SCRA, BOC, BOE and COC to focus on the redevelopment needs for South Cobb		X				
Assist the SCRA in developing a community taskforce to keep the public involved in the implementation of the SCIS		X				Advisory Committee ended and Mableton Task Force began 2016
Continue to monitor the metrics of South Cobb Implementation to document and communicate successes	X					
Coordinate with the Six Flags-Austell United Way Opportunity Zone to ensure that social needs are being considered and incorporated into overall implementation efforts		X				
Host quarterly meetings with implementation partners to ensure dialogue is occurring between: Economic Development; Community Development; Department of Transportation; Parks, Recreation and Cultural Affairs; Public Safety; the Library Systems; and Senior Services	X					
Continue to monitor and update the South Cobb Implementation Strategy program website to ensure accuracy and communication with the community	X					
Prepare a Communications strategy for the South Cobb Redevelopment Authority		X				

REDEVELOPMENT						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
General oversight and administrative assistance to the South Cobb Redevelopment Authority (minutes, agendas, reminders, required postings, etc.)	X					
Draft an Intergovernmental Agreement between the Board of Commissioners and the South Cobb Redevelopment Authority		X				
Manage the South Cobb Redevelopment Authority consultants intending to leverage NSP money with other funding sources to assist Six Flags Drive					X	Another funding option was chosen
Conduct yearly Redevelopment Seminars				X		Lack of interest
Consider incentives to further redevelopment of appropriate multi-family dwellings identified within Corridor studies or Master Plans, that are not blighted, but could benefit from redevelopment	X					

TRANSPORTATION						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Review and update Cobb County's Trail Map	X					
Develop a county wide inventory of existing, planned and programmed pedestrian facilities		X				
Implement Traffic Calming In partnership with Cobb County	X					
Amend the 2030 Comprehensive Plan when necessary to incorporate findings and recommendations from approved and active Livable Centers Initiative and other similar transportation/land use Master Plans that will improve the county's multi-modal transportation system	X					
TRANSPORTATION – CONGESTION RELIEF/MOBILITY - IMPROVEMENTS						
Cedarcrest Rd - Paulding Co. Line to Governor's Towne Club (D4070/CO-344A/0007529)			X			2017
Cobb Pkwy (US 41) - Mount Paran Rd to Paces Mill Rd - widen bridge to 6 lane divided (CCID-1014)		X				
Cobb Pkwy (US 41) - Paces Mill Rd to Akers Mill Rd - widen to 6 lane divided (D4090/CO-231/721152)			X			2017
I-285/Atlanta Rd – NA – Upgrade interchange (D4100/CO-AR-070/723100)			X			2018
Lake Acworth Dr./Cowan Rd (SR 92) - N Cobb Pkwy (SR 3/US 41) to Glade Rd - Widen to 4 Lane Divided (D4190/CO-301/0006862)	X					2018
Metro Arterial Connector/Dallas Acworth Hwy (SR 92) - Paulding Co Line to N Cobb Pkwy (US 41) - Widen to 4 Lane Divided (D4200/CO-329/0006866)	X					2020
Skip Spann Connector - New roadway and bridge		X				
Windy Hill Rd (East) - I-75 to Powers Ferry Rd - Access Mgt./Add Median (E4020)			X			2017
Windy Hill Rd (West) - Cobb Pkwy to I-75 - Access Mgt./Add Median (E4030)			X			2017
Windy Hill Rd - Boulevard concept from S Cobb Dr. to Atlanta Rd that includes widening, addition of medians and pedestrian improvements, includes engineering (City of Symrna sponsor)(E4040)	X					2020

TRANSPORTATION – CONGESTION RELIEF/MOBILITY – IMPROVEMENTS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Leland Dr. Ext - Windy Hill Rd to Terrell Mill Rd - 4 lanes (CO-380/0010006)	X					2019
Macland Rd (SR 360)- widen from 2 to 4 lanes (CO-367/0006049)	X					2020
Mulkey Rd Ext West -Coff Way to East-West Connector - 2 lanes (CO-384A)		X				
Mulkey Rd Ext East -Brookwood Rd to Floyd Rd- 2 lanes (CO-384B)		X				
Powder Springs Rd Connector - Powder Springs Rd to S Cobb Dr. - New 2/4 Lane Roadway (D4150/CO-366)			X			2018
S Cobb Dr. (SR 280) (GDOT) - Atlanta Rd (SR 5) to Bolton Rd - Widen to 4/6 Lane Divided (D4180/CO-175A)				X		Insufficient funding
Big Shanty Connector - From Town Center Mall to Big Shanty Road		X				
Complete Concept Report for Frey Rd/I-75 interchange		X				
TRANSPORTATION – CONGESTION RELIEF/MOBILITY – TRAFFIC MANAGEMENT						
Continue Advanced Transportation Management Systems (ATMS) - Continue ATMS progression to include continuous data collecting devices and vehicle infrastructure integration. Includes: Expand TTMS, Expand CCTV and fiber network; Update ATMS Plan (E5010)			X			2017
Incident Management - Upgrade Traffic Management Center infrastructure and equipment - closed circuit television cameras and changeable message signs. Includes: Replace and add CMS; Upgrade TMC Control Room (E5020)			X			2017
Traffic Signals - Upgrade traffic signal infrastructure and optimize traffic signal operation. Includes: Retime Traffic Signal Systems; Replace wood pole supported signals; Upgrade and Expand ATCS; Upgrade Traffic Signal Equipment (E5040)			X			2017

TRANSPORTATION – CONGESTION RELIEF/MOBILITY – TRAFFIC MANAGEMENT (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Transportation Technology - Includes: Upgrade information systems Geographic Information System (GIS), Global Positioning System (GPS), Management Information System (MIS) and Transportation Information System (TIS)(E5050)			X			2017
TRANSPORTATION – SAFETY AND OPERATIONAL – INTERSECTION IMPROVEMENTS						
Queen Mill Rd - Veterans Memorial Hwy (US 78/278) to Mableton Pkwy (SR 139) - Safety and Operational Improvements (D6200/CO-352/0007538)		X				
Shiloh Rd/Shallowford Rd - Wade Green Rd to Canton Rd - Safety/Op. improve 3-lane road with right turn lanes at intersection (D6220)		X				
Powder Springs Rd @ Cheatham Hill Rd - Add right turn Lane (D3340/CO-323/0004449)		X				
Chastain Rd intersection improvements: Additional turn lanes at Frey Rd/Barret Lakes Blvd; Additional right turn lanes at I-575 southbound ramp		X				Project scope changed, but turn lanes at Frey completed.
Chastain Rd intersection improvements: Additional turn lanes at Busbee Dr.	X					
Chastain Rd intersection improvements: Additional turn lanes at Bells Ferry Rd					X	No longer a priority
Barrett Pkwy/SR 5 Connector at Home Center Dr. - add turn lanes on side streets and lengthen existing turn lane on Barrett Pkwy (E3010)		X				
Cobb Pkwy (US 41) at Mars Hill Rd - Realignment; widening to add turn lanes; lengthening existing turn lanes (E3020)		X				
Cobb Pkwy (US 41) at Windy Hill Rd - Addition/extension of turn lanes; includes concept development for grade separated interchange (E3030)			X			2018
Cooper Lake Rd at King Springs Rd - Intersection and turn lane improvements (E3040)(D3130)		X				
Holly Springs Rd at Davis Rd - Remove multi-way stop; install roundabout (E3050)		X				

TRANSPORTATION – SAFETY AND OPERATIONAL – INTERSECTION IMPROVEMENTS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
John Ward Rd at Cheatham Hill Rd - Intersection realignment or possible roundabout (E3060)		X				
Six Flags at Lee Industrial Blvd - Intersection realignment and possible traffic signal (E3070)		X				
Bell Ferry Rd - I-575 to N Cobb Pkwy (US 41) - Intersection Improvements (D6040)					X	Scope reduced to cover Piedmont to Barrett Parkway
Lower Roswell Rd - Roswell St (SR 120) to Terrell Mill Rd - Safety/Operational Improvements (D6130)			X			2018
Johnson Ferry Rd @ Sewell Mill Rd - Add dual left turns north; Include Sewell Mill Rd at Pine Rd - Intersection Improvements (D3220)			X			2016
TRANSPORTATION – SAFETY AND OPERATIONAL – ROADWAY IMPROVEMENTS						
Floyd Rd - Veterans Memorial Hwy (US 78/278) to Clay Rd including turn lanes and alignment improvements (E6010)			X			2016
Lower Roswell Rd - Woodlawn Dr. to Davidson Rd including widening, turn lanes, median and access management (E6020)				X		Funding and right-of-way constraints
Pine Mtn. Rd - Stilesboro Rd to Shilling Rd including operational improvement, curb/gutter, sidewalks, and turn lanes (coordinate with City of Kennesaw)(E6030)		X				
River View Rd - Veterans Memorial Hwy (US 78/278) to Nichols Dr. including turn lanes at key intersections and sidewalks (E6040)	X					2017
Roadway Signage Upgrade - upgrade roadway signs to current Federal standards (E6050)		X				
Sandy Plains Rd - E Piedmont Rd to Ebenezer Rd - including access management and median for safety and operational improvements (E6060)	X					2017
Shiloh Rd/Shallowford Rd - turn lanes at key intersections and sidewalks (E6070)		X				
Six Flags Dr. - Riverside Pkwy to Six Flags Pkwy including turn lanes (E6080)		X				

TRANSPORTATION – SAFETY AND OPERATIONAL – ROADWAY IMPROVEMENTS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Six Flags Dr. - Factory Shoals Rd to Riverside Pkwy - operational and safety improvements including pedestrian refuge median (E6090)			X			2016
Walker Dr. - Extension - Church St to Old Floyd Rd @ Carol Circle - widen/improve Walker Dr., extend to Church St; includes possible realignment with Carol Circle @ Old Floyd Rd (E6100)		X				
Woodland Brook Dr. - Log Cabin Rd to Paces Ferry Rd - safety and drainage improvements including Brandy Station (E6110)(D6260)		X				
TRANSPORTATION – SAFETY AND OPERATIONAL – SCHOOL ZONE SAFETY						
Church St (Mableton Elem) - Roadway and Sidewalk Improvements (E8010)		X				
Ebenezer Rd (Addison Elem) - Improvements at school entrances (E8020)		X				
Hembree Rd (Pope High) - Lenthen turn lane; possible other roadway improvements if CCSD adds a second driveway (E8030)(D8180)			X			2017
Paper Mill Rd (Sope Creek Elem) - Add right turn lane and lengthen left turn lane on Paper Mill Rd; add left turn at main driveway existing at the school (E8040)		X				
Post Oak Tritt Rd (Hightower Middle) (E8050)		X				
Various School Zones Throughout the County		X				
TRANSPORTATION – PEDESTRIAN IMPROVEMENTS – SIDEWALKS						
Cheatham Hill Elem Safe Routes to School project - New sidewalks connecting existing sidewalk along Irwin Rd from Wilkes Way (south side) to existing sidewalk. New sidewalk along John Ward Rd (west side) from existing to Brookmont Tr; Crosswalks and ADA compliant wheelchair ramps installed where necessitated by crossings		X				

TRANSPORTATION – PEDESTRIAN IMPROVEMENTS – SIDEWALKS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Kincaid Elem Safe Routes to School project - Widening existing sidewalk to back of curb along Kincaid Rd (north side) from Mirrabau Court to Sandy Plains Rd; Crosswalks and ADA compliant wheelchair ramps installed where necessitated by crossings		X				
Dallas Hwy (SR 120) pedestrian improvements phase 1 (2.4 miles)(CO-AR-211A)		X				
Floyd Rd - Clay Rd to Hicks Rd pedestrian improvements phase 1 (2.4 miles)(CO-AR-213)		X				
County Services Pkwy - Transit supportive sidewalks - Powder Springs Rd to Austell Rd (CO-AR-BP219C)		X				
Develop annual lists (based on available funding) and implement "Fill in the Gaps" sidewalk projects (E7010) "School Related/Safe Routes to School" sidewalk projects (E7110), and "Transit, Activity Center and High Accident Area" Area" sidewalk projects (E7210) following established sidewalk project selection criteria (Note: Projects that follow represent those selected for 2012)			X			2017
Pisgah Rd - S Gordon Rd to existing sidewalk (east side) (E7010)		X				
S Gordon Rd - Pisgah Rd to Blair Bridge (north side) (E7020)		X				
Timber Ridge Rd - existing sidewalk to Lower Roswell Rd (north side)(E7030)		X				
Cooper Lake Rd - Beachview Dr. to S Cobb Dr. (south side) (E7040)		X				
Timber Ridge Rd/Ped Bridge - near E Bank Dr. over Jackson Creek (north side)(E7050)		X				
Atlanta Rd - Cooper Lake Dr. to Anderson Dr. (west side)(E7060)		X				
Little Rd - Lullingstone Way to Little John Trail (east side)(E7070)		X				

TRANSPORTATION – PEDESTRIAN IMPROVEMENTS – SIDEWALKS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Powers Rd - Woodlawn Dr. to existing sidewalk (north side)(E7080)		X				
Woodlawn Dr. Lower Roswell Rd to existing sidewalk (east side)(E7090)				X		Design concerns, especially right-of-way challenges
Burnt Hickory Rd - New Salem Rd to Barrett Pkwy (north side)(E7100)		X				
McLure Rd - parcel 4480 to existing sidewalk (north side)(E7270)		X				
Ewing Rd - Clay Rd to Brownsville Rd (east side)(E7110)		X				
Ebenezer Rd - Knight Rd to Sandy Plains Rd (both sides)(E7120)		X				
Shallowerford Rd - existing sidewalk to Blackwell Rd (south side)(E7130)		X				
Steinhauer Rd - Shallowford Rd to Rocky Mtn. Rd (west side)(E7140)		X				
Rocky Mtn. Rd - Steinhauer Rd to existing sidewalk (south side)(E7150)		X				
Old Sewell Rd - Holt Rd to Old Canton Rd (south side)(E7160)		X				
Irwin Rd - Near Bridge to existing sidewalk (north side)(E7170)		X				
John Ward Rd - Glen Valley Dr. to Arbor Forest Dr. (west side)(E7180)		X				
Luther Ward Rd - pedestrian bridge to Brogdon Dr. (north side)(E7190)		X				
Casteel Rd - Villa Rica Rd to Still Elem School (both sides)(E7200)			X			2017
Brookwood Dr. - Anderson Mill Rd to Silver Comet Trail (west side)(E7210)		X				
East West Connector - Floyd Rd to Hicks Rd (both sides)(E7220)		X				
Bells Ferry Rd - Bristol Ln to approx. 70 f.t south (west side)(E7230)		X				
Post Oak Tritt Rd - Tritt Springs Trace to existing sidewalk (south side)(E7240)		X				

TRANSPORTATION – PEDESTRIAN IMPROVEMENTS – SIDEWALKS (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Post Oak Tritt Rd - Gelding Ln to Holly Springs Rd (north side)(E7250)		X				
Wesley Chapel Rd - Spring Mill Dr. to Sandy Plains Rd (east side)(E7260)	X					2017
Cobb Parkway North A18 Pedestrian Facilities - from Circle 75 to Herodian Way; pedestrian enhancements, supporting existing CCT route 10, signal upgrades with mast arms and street lights			X			2017
TRANSPORTATION – INFRASTRUCTURE PRESERVATION – DRAINAGE SYSTEM IMPROVEMENTS AND BRIDGE REHABILITATION/REPLACEMENT						
Burnt Hickory Rd over Mud Creek (E1010)		X				
Cedar Brook Dr. over Noonday Creek tributary (E1020)		X				
Collins Rd over Little Allatoona Creek (E1030)		X				
Hopkins Rd over Wildhorse Creek (E1040)		X				
New Chastain Rd (westbound) over Noonday Creek (E1050)		X				
Old Stilesboro Rd over Little Noonday Creek (E1060)		X				
Pitner Rd over Little Allatoona Creek (E1070)		X				
Stout Pkwy over Gothards Creek (E1080)		X				
Resurfacing program			X			2017
Wild Horse Creek in Powder Springs - Replace bridge (joint project with the City of Powder Springs)		X				
Cumberland Blvd/I-75 Bridgescape - Decorative treatments to the Cumberland Blvd. bridge and overall enhancements			X			2017
Drainage System Improvements (repair and replacement of roadway drainage systems throughout the county) (E2000)		X				
County bridges/culvers (to be determined from future GDOT bridge inspection reports) (E1090)		X				
County pedestrian bridges (inspection and repair/rehab of 30 pedestrian bridges and bridges not currently inspected by GDOT)(E1150)		X				

TRANSPORTATION - TRANSIT						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Guaranteed Paratransit Transfer with CCT		X				
"Get on the bus" travel training for seniors	X					
Senior Transportation Voucher Program		X				
Construct CCT Mobility Center		X				
Job Access Reverse Commute Project - Route 30		X				
Implement voucher program for disabled persons between 18-59		X				
Implement Travel Training Program	X					
Cobb Pkwy Signal Pre-Emption Upgrades - Cumberland Galleria area to Town Center area (E10B0)	X					
Cobb Pkwy Park-and-ride Lots for express bus and future corridor transit enhancements (Cumberland Blvd area, Windy Hill Rd area, Roswell Rd area, and Bells Ferry Rd area) (E10C0)	X					
Cobb Pkwy Queue Jumper Lanes - Cumberland Galleria area to Town Center area (E10B0)	X					
N Cobb Park and Ride Lot (CO-401)	X					
CCT Bus Replacement Project (CO-437)			X			
CCT Compressed Natural Gas Refueling Facility replacement (CO-438)			X			
CCT Americans with Disabilities Act Paratransit Operations (CO-439)		X				
Continue and expand partnership between CCT & Senior Services for efficient senior transportation provisions	X					
Continue transportation mobility education with senior populations	X					
TRANSPORTATION – TRANSPORTATION PLANNING						
Transportation Planning Studies - Long-range and short-range transportation studies to support project development (E5030)	X					
Prepare Major Thoroughfare Plan Update				X		Coordination with GDOT and ARC

TRANSPORTATION – TRANSPORTATION PLANNING (Cont.)						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Update the Clean Air and Alternative Transportation Plan		X				
Implement the Bicycle and Pedestrian Improvement Plan	X					
Implement Safe Routes to Schools Program	X					
Develop Americans with Disabilities Act (ADA) Transition Plan			X			
Develop Complete Streets implementation process	X					
Incorporate transportation infrastructure improvements recommended by small-area plans into the County's Transportation Improvement Program	X					
Update STWP 2012-2016 following completion of 5-year CTP update to include high priority projects/actions recommended by the CTP	X					
Prepare Comprehensive Transportation Plan 5-year Update. Including, but not limited to, update freight prioritization and policy recommendations; update truck route map in coordination with ARC to ensure safe and efficient truck mobility countywide (E5030/AR-004-2012)		X				
Northwest Corridor Transit Alternatives Analysis (E10E0a/AR-413-AA)		X				
Northwest Corridor Transit EA/EIS (E10E0b/AR-023A)		X				
Based upon a decision by the BOC on the Alternative Analysis, consider amendments to the Comprehensive Plan if necessary, to accomplish objectives of the study	X					
Cobb DOT and activity centers partner to produce roadway standards that address the requirements for all users in the context of the road type and surrounding land uses	X					
Trails and Sidewalk Master Plan Update - Update the plan to reflect development and improvements in the Cumberland area.			X			

WATER						
Project	Status					Explanation
	Ongoing	Completed	Currently Underway	Postponed	Not Completed	
Continue to acquire wetlands and other environmentally sensitive areas. Prepare and maintain an inventory of flood plain acreage for use in possible watershed protection efforts related to facility expansion efforts in the future	X					
Develop South Cobb tunnel to address wastewater management needs in southern Cobb County		X				
Comply with requirements of sewer system Capacity, Maintenance, Operation and Management program	X					
Work with CCMWA to ensure quality of potable water provided to customers	X					
Develop and implement a program to prioritize the replacement of aging and substandard water mains	X					
Encourage ARC to conduct multi-jurisdictional revision of the Chattahoochee River Corridor Plan				X		Lack of interest
Continue storage volume purchase program for existing lakes and flood prone areas throughout the county	X					
Watershed Plan – In coordination with Cobb and other federal and state agencies, complete a watershed plan			X			2017
Pursue a public-private partnership for stream bank restoration along the Chattahoochee River where feasible				X		Lack of interest
Consider feasibility and impact of creating a storm water utility				X		County has evaluated and elected to defer creation at this time

SUPPLEMENTAL PLAN SYNOPSIS

This appendix provides a one-page synopsis for each of the plans referenced in the Supplemental Plans section of the Cobb 2040 plan under the Land Use Element. These abstracts provide a summary for each of the studies and plans to planners, developers, investors and the community for a quick reference to understand the vision and implementation strategies of planned areas. In addition, there are maps that show areas where Design Guidelines exist and Corridor Studies and Master Plans.

Supplemental Plans	Year	Page	Supplemental Plans	Year	Page
Atlanta Road Corridor Study	1998	A6.2	Delk/Franklin LCI Plan	2011	A6.33
Kennesaw Mountain National Battlefield Lost Mountain to Brushy Mountain Earthworks Preservation Plan	1998	A6.4	Johnson Ferry Road Urban Design Plan	2011	A6.35
Powder Springs, Flint Hill Master Plan	1999	A5.5	River Line Master Plan	2011	A6.37
C. H. James Parkway Corridor Study	2001	A6.6	Six Flags Road Corridor Plan	2012	A6.39
Parks and Recreation Master Plan	2001	A6.8	South Cobb Implementation Strategy	2012	A6.41
Canton Road Corridor Plan	2005	A6.10	Vinings Vision: A Master Plan for a Georgia Historic Community;	2012	A6.43
Greenprint study	2005	A6.13	Cobb's Competitive EDGE	2013	A6.45
Senior Adult Transportation Study	2007	*	Austell Road Access Management Plan	2014	A6.46
Macland Road Corridor Study	2008	A6.15	Austell Road Corridor Study LCI	2014	A6.47
SR6 Corridor Plan	2008	A6.17	Northwest Cobb Land Vulnerability Analysis	2014	A6.48
Global Greentech Corridor	2009	A6.19	Town Center LCI Five-Year Update	2014	A6.50
Industrial Land Inventory and Protection Policy	2009	A6.21	Comprehensive Transportation Plan	2015	A6.52
Historic Mableton Preservation and Improvement Plan (LCI)	2009	A6.23	Dobbins Air Reserve Base Joint Land Use Study	2015	A6.53
Cobb County Bicycle and Pedestrian Improvement Plan	2010	*	Powers Ferry Master Plan Five-Year Update	2015	A6.55
South Cobb Town Center: Mableton Lifelong Communities Master Plan	2010	A6.28	Cobb County Pre-Disaster Mitigation Plan	2016	*
Veterans Memorial Highway LCI Plan	2010	A6.30	Town Center CID Master Plan	2016	A6.58
Complete Streets Implementation Strategies and Best Practices	2011	A6.32	Cobb Senior Services 10-year Master Plan	2017	A6.58
Cumberland Far South Area Plan	2011	*	* No summary is available		

Corridor Study

October 1998

ATLANTA ROAD CORRIDOR STUDY**INTRODUCTION**

Atlanta Road runs north-south from Marietta to I-285. However, for the purpose of this study, Atlanta Road was defined as the parcels directly and indirectly served by Atlanta Road from South Cobb Drive to Windy Hill Road. The width of the study area varies but is approximately 3.2 miles long.

The study covered various issues along the corridor. The transportation element presented an existing conditions analysis as well as discussed the Comprehensive Transportation Plan as it related to the study area.

The land use element included existing and future land use, a land use inventory and an analysis of each block's attributes and deficiencies.

Because of Atlanta Road's proximity to the Dobbins Air Reserve Base, the study also incorporated an analysis of the June 1998 Air Installation Compatible Use zone (AICUZ) study.

Lastly, there was an economic development element that covered redevelopment opportunities and initiatives for the corridor.

WHY...

In 1995, Cobb County worked to update its Comprehensive Plan. As part of the update, the plan identified the Atlanta Road Corridor as being in a transitional state.

The updated Comprehensive Plan included a short-term work program which outlined projects and studies for the county to prepare to address countywide issues, including the transitional nature of properties along certain portions of Atlanta Road.

**RECOMMENDATIONS**

The following were proposed future land use changes from the Atlanta Road Corridor Study.

- Establishing a more coordinated land use pattern, such as discouraging "strip" development patterns with multiple driveways, promoting the nodal concept of development and encouraging reuse and revitalization obsolete commercial and industrial facilities.
- Facilitating the additional development or redevelopment of parcels, which were identified as development opportunity sites in the land use element of the study.
- Improve corridor land use compatibility with the Dobbins Air Reserve Base AICUZ.
- Facilitate development initiatives, such as establishing core commercial nodes, attracting businesses to support employment and repositioning the corridor from predominantly commercial to industrial and office environment.

The following were some of the proposed policy initiatives from the corridor study.

- Place special emphasis on development opportunity sites and economic initiatives identified in this study when reviewing and recommending rezoning applications.
- Place special emphasis on tree preservation and replacement in addition to creative landscape planning when reviewing and recommending rezoning applications within the corridor.
- Amend the Cobb County Sign Ordinance to create an incentive to replace older antiquated signs with more architecturally consistent ground based, monument type signs.
- Continue aggressive proactive code enforcement throughout the corridor.
- Establish working committee of Cobb Economic Development Department staff, local real estate personnel, Cobb County Chamber of Commerce personnel to market the corridor and potential development opportunity sites.
- Prepare a feasibility brief on the potential funding options from the study.
- Continue ongoing efforts to improve corridor land use compatibility with the Dobbins ARB AICUZ.

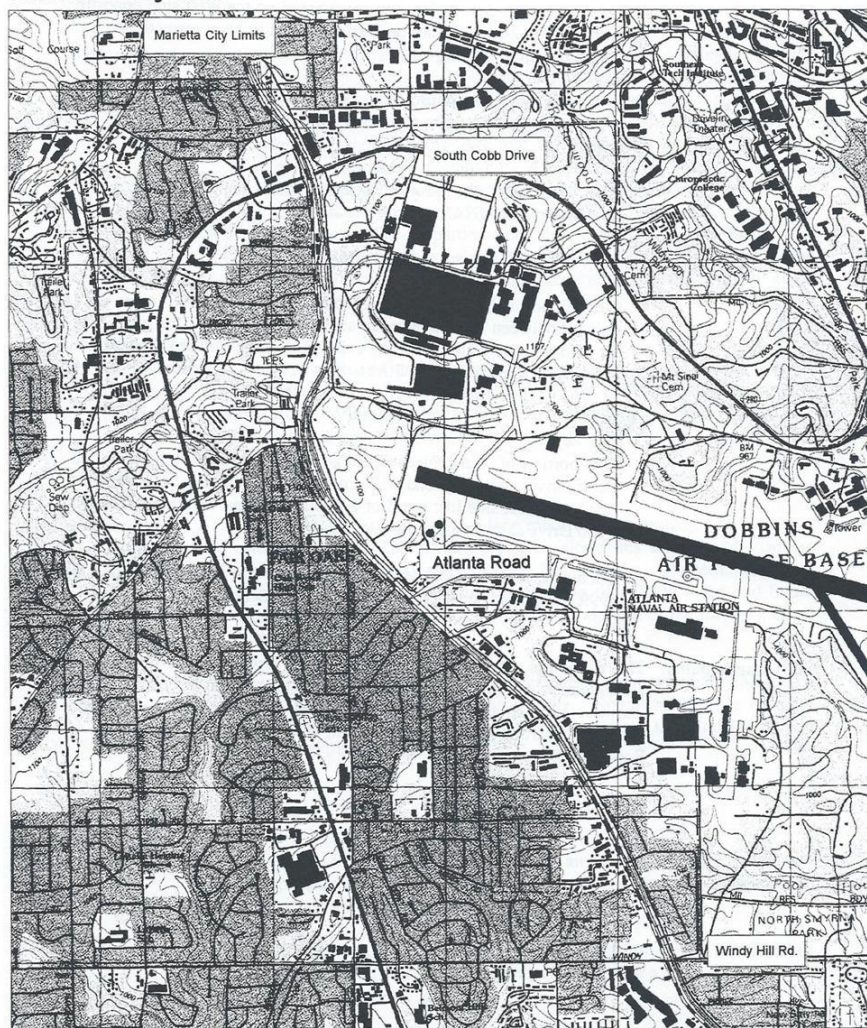
COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

1

Corridor Study

October 1998

ATLANTA ROAD CORRIDOR STUDY**Atlanta Road Corridor Study****Figure 1
General Study Area**

Cobb County Community Development Department
Planning Division
10/1998

4

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2

Preservation Plan

January 1998

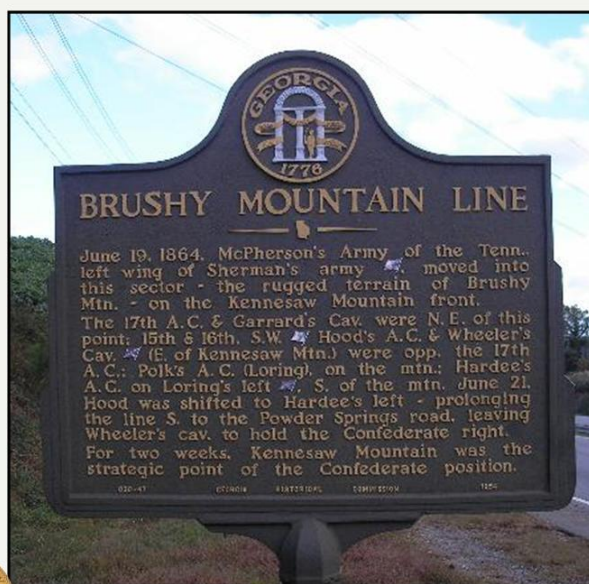
Lost Mountain to Brushy Mountain Earthworks Preservation Plan

INTRODUCTION

The Lost Mountain to Brushy Mountain Earthworks were a 10-mile trench line constructed northwest of Kennesaw Mountain by the Confederate Army in June 1864. At the time of the study, seven miles of trenches remained. The purpose of the study was to identify the existing earthworks and develop a plan to preserve them.

The consultant developed a series of maps of the earthwork areas. Other data was included such as land uses, land lots, floodplains, slope and plans for open space. The maps were used to identify opportunities and constraints that existed for the existing earthwork sites.

An Oversight Committee was formed to advise the consultant and to help prioritize the sites for preservation. The study area was divided into thirteen individual areas or sites. Each area was described and policies and preservation strategies were recommended.

HISTORIC MARKERWHY...

The Civil War was an extremely significant historical event for Cobb County. In order to protect Kennesaw Mountain, the last mountain before Sherman would reach the Chattahoochee River, Confederate General Joseph E. Johnston had a series of defensive trenches dug around Kennesaw Mountain. One set of earthworks was from Brushy Mountain, located northeast of Kennesaw Mountain, to Lost Mountain, west of Kennesaw Mountain.

Parts of the line still exist, but continued development in the county has threatened the preservation of these earthworks.

Because of the significance of these earthworks from the Civil War, the National Park Service worked with various groups and the community to create this preservation plan.

RECOMMENDATIONS

The first recommendation of the study was that immediate attention should be focused on preservation of sites that have the best interpretive value for the public. These sites included the following: Hood's Fort/Fort Maxson area, Pine Mountain, French's Hill, Gilgal Church and Lost Mountain.

Various preservation strategies were discussed in the document. Some of these included fee-simple acquisition, bargain sale, deed restrictions and land use regulations.

Recommendations were made for each individual sites. For the highest priority site, Brushy Mountain (site of Hood's Fort/Fort Maxson), the recommendations were for land acquisition and the establishment of a land trust after purchase.

Other sample recommendations:

- Acquire priority sites
- Public education
- Modify future land use plan, comprehensive plan and zoning regulations
- Provide information to planners and developers

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Master Plan

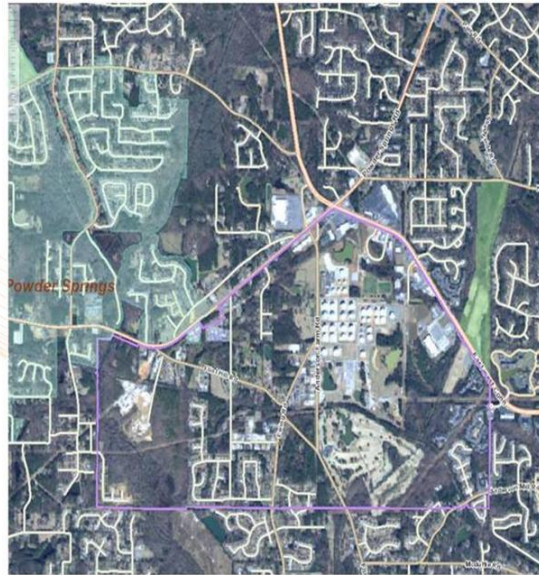
1999

POWDER SPRINGS/FLINT HILL/EWING ROAD MASTER PLAN**INTRODUCTION**

The Powder Springs/Flint Hill/Ewing Road Subarea Land Use Classification Study was identified as a project in the Cobb County Comprehensive Plan Short Term Work Program in 1999.

The study area includes properties in the vicinity of Powder Springs, Flint Hill and Ewing Road. It consist of approximately 37 land lots and covers roughly 1500 acres. The area is also near the City of Powder Springs current municipal boundaries. The northern boundary includes Powder Springs Road from a distance west of Flint Hill and the East West Connector. The easterly boundary follows the land lot line from the East West Connector to Anderson Mill Road. Noses Creek serves as the western boundary of the study area.

The area's most identifiable feature is the Colonial Pipeline property with it's oil tanks along Anderson Farms Road.

MAP**WHY...**

The project developed from the need to reconcile a variety of zoning and land use recommendations that exist in the area. Industrial and industrial compatible uses along with large tract home sites were the trend from which the land use patterns evolved. An influx of residential development in varying densities created the necessity to study options for the area's future growth. The following objectives are reflected in the overall study recommendations :

- Encourage future development that serves as an appropriate transition between industrial facilities, neighborhoods, and sensitive natural resources.
- Protect watersheds of Noses and Olley Creeks during the process of expanded industrial and commercial growth

RECOMMENDATION

The following are some of the recommendations from the Powder Springs/ Flint Hill/ Ewing Road Study (for a full list please see the Powder Springs/ Flint Hill/ Ewing Road Study).

- Amend Future Land Use Map per final Powder Springs/ Flint Hill/ Ewing Road Study.
- Work with the City of Powder Springs on future and potential greenway and parks initiatives surrounding Noses Creek.
- Landscape right-of-way or key areas to create visual appeal and demonstrate commitment of local government to redevelopment.
- Encourage the location of traffic intensive uses along major roadways at the perimeter of the study area, and less traffic intensive uses along roads located in the interior of the study area.
- Create pedestrian walkways and bike paths to tie into study area via the silver Comet Trail.

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1

Corridor Study

April 2001

C H JAMES PARKWAY CORRIDOR STUDY**INTRODUCTION**

C.H. James Parkway is located in southwest Cobb County. The C.H. James Parkway study area was defined as the land lots directly or indirectly served by C.H. James Parkway between Oglesby Road, Lewis Road, Lithia Springs Road and the city limits of Austell. The study area covered approximately 1,000 acres.

The study includes an analysis of existing conditions, including existing and future land use, zoning, geography, and transportation. The study also comprises a land use inventory, that includes business names, business types and the conditions of the buildings and property. The document also makes recommendations for future development that covers various topics such as impervious surface and buffers.

Specific recommendations are made for each of the identified sites from the land use inventory.

The study proposes some land use changes and makes some suggestions on policy initiatives. An implementation plan is included.

WHY...

In 1995, Cobb County worked to update its Comprehensive Plan. As part of the update, the plan identified potential land use conflicts around the C.H. James Parkway/Oglesby Road corridor and recommended the preparation of this study.

The potential land use conflicts in the area were between the present industrial land use recommendation along C.H. James Parkway/Oglesby Road and the low density residential recommendation immediately east and north.

The Norfolk Southern Railroad Transfer Station, which was under development at the time of the study, was also expected to have a large impact on the area.

RECOMMENDATIONS

Recommended future land use amendments were intended to accomplish the following objectives:

- Establishing a more coordinated land use pattern, such as providing transitions in scale and providing sufficient opportunities for each land use type.
- Improving the compatibility of land uses with the sensibility of the area regarding wetlands, floodplain areas and streambeds.
- Providing regulations in order to help protect the water quality and at the same time minimizing the type of activities that might be damaged by potential high water or flooding.

Recommended policy initiatives were intended to accomplish the following objectives:

- Bringing in development, which is in compliance with the special conditions due to the presence of Powder Springs Creek.
- Allowing for high quality development in areas provided for Industrial Compatible land use and preventing undesirable development patterns potentially caused by the adjacent intermodal rail facility in Austell.
- Eliminating unsightly code violations and excluding nonconforming uses.

The following were the proposed policy initiatives from the corridor study:

- Place special emphasis on site plan review for all site development within analyzed study blocks in order to assure compliance with requirements and recommendations developed in the study.
- Continue acquisition and development of flood plain into passive recreation space, consistent with ongoing efforts of basinwide stormwater capital improvement programs.
- In accordance with the Standard Building Code, begin inspections of the small number of sites and properties noted as being in poor condition.
- Continue proactive code enforcement throughout the study area with emphasis on potential code violations listed in the land use inventory.

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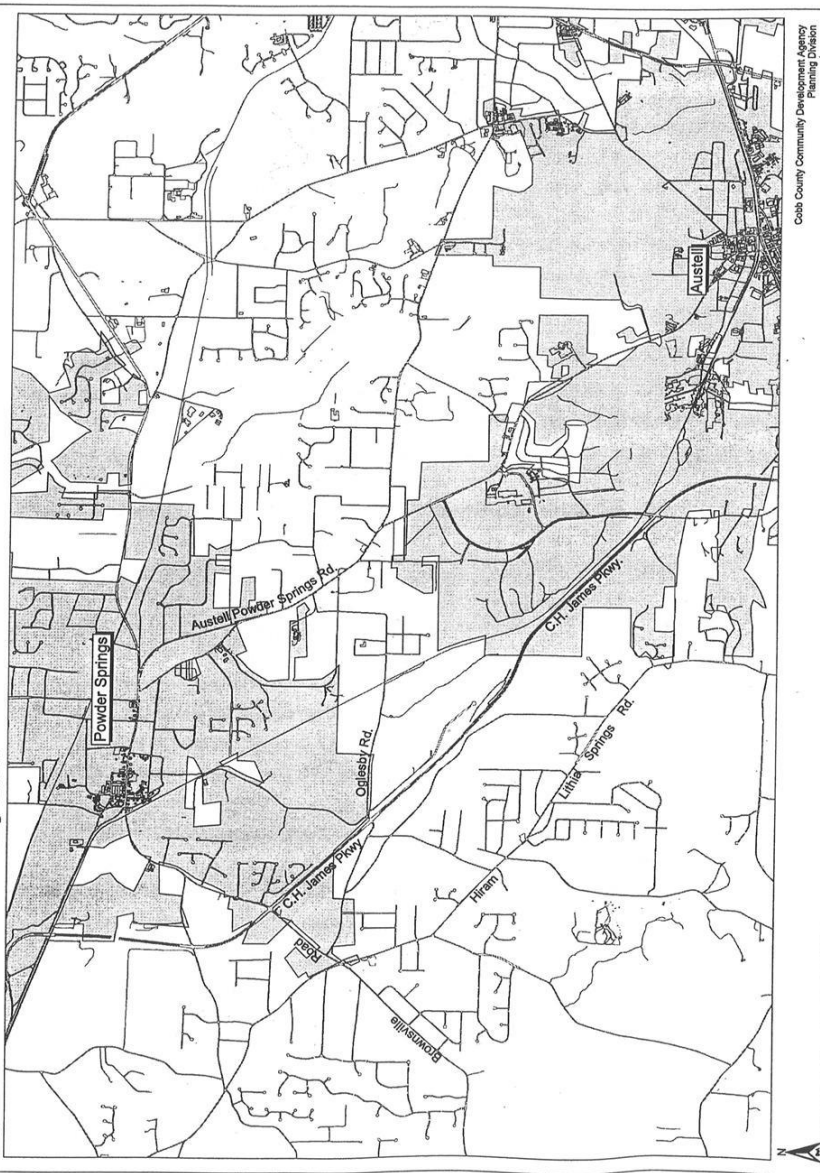
1

Corridor Study

April 2001

C H JAMES PARKWAY CORRIDOR STUDY

**C.H. James Parkway Study
Figure 1
General Study Area**

Cobb County Community Development Agency
Planning Division**COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**

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2

Master Plan

2010

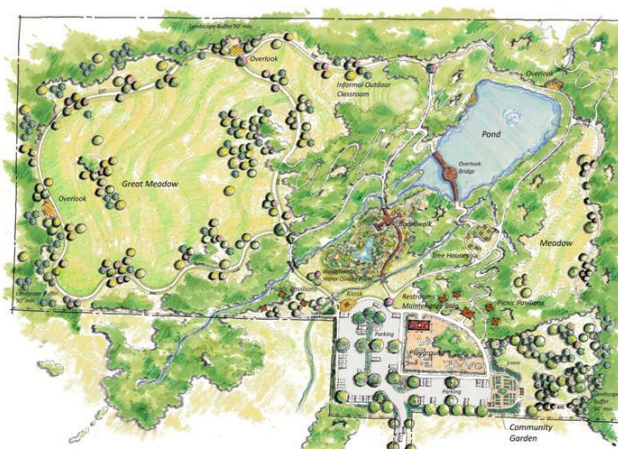
Parks and Recreation System Master Plan

INTRODUCTION

The Cobb County Parks, Recreation and Cultural Affairs Department has developed a continuing reputation for excellence and has subsequently created the desire by Cobb County recreation professionals to identify ways to further improve the services they provide. Cobb County is very fortunate to have within its boundaries federal, county and city parks. The six incorporated cities in Cobb County are Acworth, Kennesaw, Marietta, Smyrna, Austell and Powder Springs. Each community provides a unique set of features highly desirable to new residents.

A county-wide Parks and Recreation Master Plan was initiated to assess existing recreation opportunities, identify needs and propose recommendations for improving parks for a better quality of life for Cobb County residents. Initiated in the summer of 2001, the Master Plan has incorporated extensive public input to shape recommendations for the future.

MABRY PARK MASTER PLAN



WHY...

Cobb County, Georgia initiated the development of a Parks and Recreation System Master Plan to address the needs of a growing population and to provide direction for future park development and program growth.

The Cobb County Comprehensive Plan recommended the completion of a comprehensive parks and recreation assessment that would address countywide needs and possibly lead to funding to assist in park capital improvements.

One of the primary tasks of the master plan was to evaluate the number and distribution of existing park facilities for the county as well as the six incorporated cities.

Another goal was to evaluate the existence of duplication of services that may exist between county and city park and recreation departments.



RECOMMENDATION

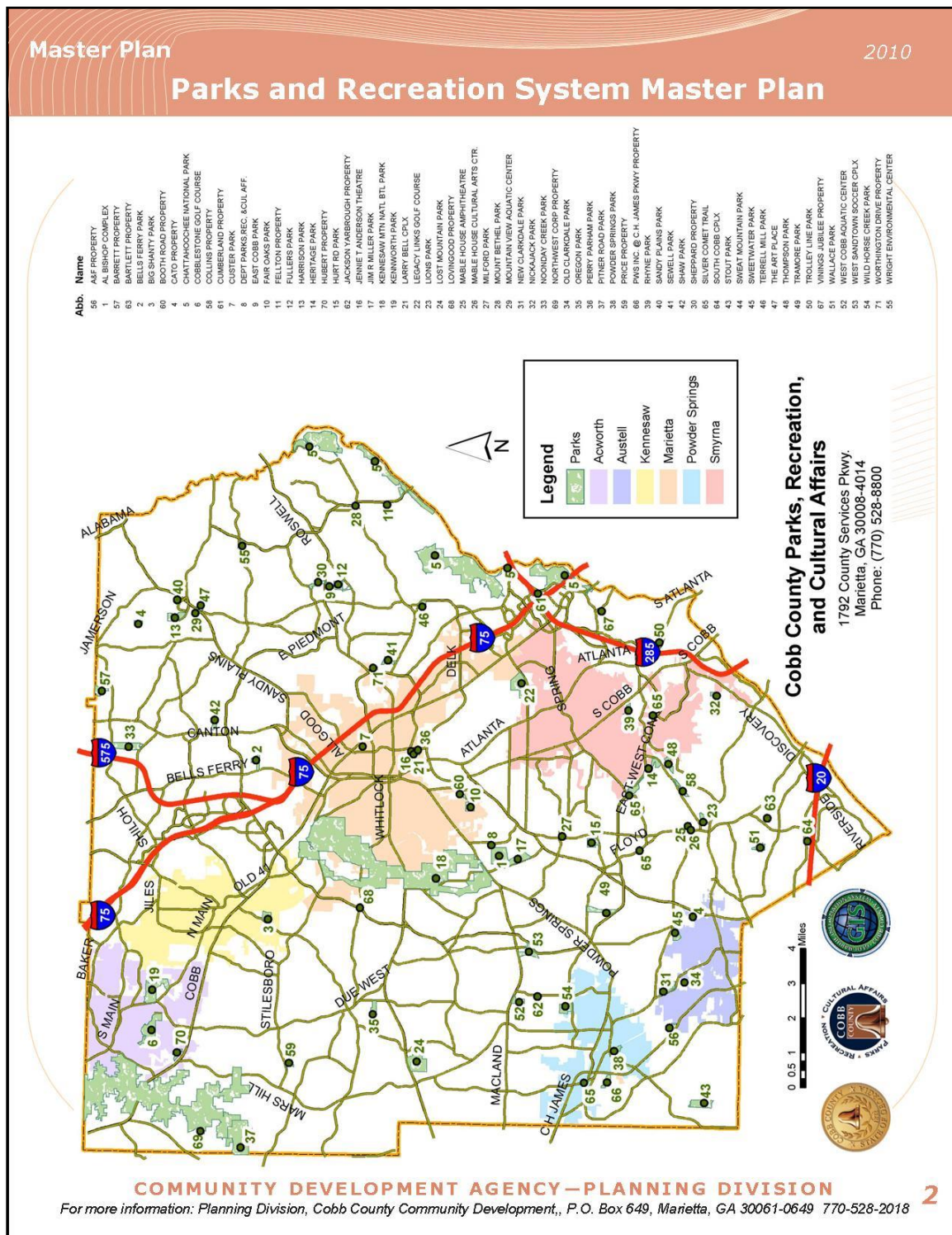
Recommendations in the plan were based on an extensive public input forum which included interviews, public meetings, a workshop, and public opinion survey. In addition, recommendations also incorporated the use of national standards for safety and accessibility as well as level of service standards for availability of facilities based on existing population densities. The following are some of the recommendations (for a full list see the Parks & Recreation Master Plan):

- Pursue joint development opportunities with the municipalities in Cobb County to provide facilities to underserved areas
- Initiate a land acquisition policy to secure vital properties for park development
- Develop new parks and modify existing ones to include passive recreation
- Work with Cobb Department of Transportation to develop greenway, trails, bikeways, and overall connectivity within park system
- Develop space for art programming in the new recreation centers enabling the expansion of programs in underserved areas

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

1



Corridor Study

2005

CANTON ROAD CORRIDOR PLAN

INTRODUCTION

Cobb County's Community Development Agency was called upon in January 2004 to develop an in-house study for the Canton Road corridor that would address land use and infrastructure improvements along a 4.5 mile section of roadway, extending from the Sandy Plains Connector to the Cherokee County border. The Planning Division initiated a comprehensive planning process methodology calling upon an appointed Steering Committee of affected property owners and neighborhood groups to participate. The process also incorporated a series of three Public Hearings, a Kick-Off Meeting, a Design Studio/Charette session, and over twelve (12) monthly Steering Committee meetings with the neighboring residents and business owners. The comprehensive process established a corridor plan that was adopted by the Cobb County Board of Commissioners unanimously in July 2005.

WHY DEVELOP THIS PLAN?

Canton Road corridor, the former SR 5 roadway evolving from a two-lane roadway in the 1960's to a five-lane urban arterial in the 1990's. The development of Town Center Mall CID in 1987 began the shift of quality retail uses away from the Canton Road corridor towards the Barrett Parkway regional activity center. The widening of Canton Road to a 5-lane section in 1996 caused the economic cycle of the corridor to further stagnate; leaving only auto-oriented industries, pawn shops, gas stations, and vacant big box stores to continue to prevail along the former S.R. 5 roadway.

Other primary concerns by the public were specific to regional traffic during peak travel periods, unsightly buildings and signage along the corridor, continuing code enforcement issues to address, and increased community desire for more diverse and neighborhood-oriented businesses along the corridor.

Therefore, the Corridor Plan have been developed to seek the incentives and potential methodology to the corridor revitalization; to reverse a trend of deserted and unkempt storefronts and homes; to enhance the appearance of landscaping and buildings along the corridor; and to alleviate the traffic congestion along the corridor.

RECOMMENDATION

- Plan recommendation:
 - ◊ In the Market study, the corridor has been broke down the Canton Road corridor into three distinct segments/districts: called for a Loft District - an existing grid street network which promotes residential-type uses, a Commerce District - based on the existing retail and commercial enterprises, and a Campus District - drawn from the success of existing office and educational land uses which are connected with a bicycle/pedestrian streetscape network and land uses promoting senior housing, stacked flat condos, a community center, and mixed-use development scenarios in the older shopping center locations.
 - ◊ The corridor plan Promoted an assortment of transportation projects including multiuser trail, bike lane, pedestrian walk, transit-oriented development, intersection safety, parallel access road, and local road resurfacing.
 - ◊ A livable land use pattern is strongly encouraged in the plan such as senior housing, stacked flat condos, a community center, and mixed-use development scenarios in the older shopping center locations, and so on to create "live, work, and play" development themes.
 - ◊ One of other recommendations is focusing on the street beautification which includes installing street lighting, street furniture, gateway features, monumental signs and rail fence; create pocket parks on the corridor; regulating signage and building façade; etc.
- Implementation strategy:
 - ◊ Suggest changes to the Cobb County Future Land Use Map (FLUM) within the Canton Road Study Area and include specific text language and overlay district for sub-areas along the corridor.
 - ◊ Consider an overlay and/or design guidelines for the corridor, to provide guides for commissioners, county staff and developers when working on development or improvement on the corridor, to improve relationships with businesses on code enforcement issues, to promote family-friendly developments.
 - ◊ The planning process also motivated the formation of the Canton Road Business Association which has earmarking \$30,000 to fund gateway markers on both ends of the corridor to show that Canton Road corridor is once again a "destination."
 - ◊ The plan also tried to seek potential Livable Center Initiative (LCI) implementation funds as a redevelopment incentive for the corridor.



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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For more information: Planning Division, Cobb County Community Development,, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

Corridor Study

2005

CANTON ROAD CORRIDOR PLAN

Canton Road Corridor

A Gateway to Change
a Commitment to Neighborhood Potential



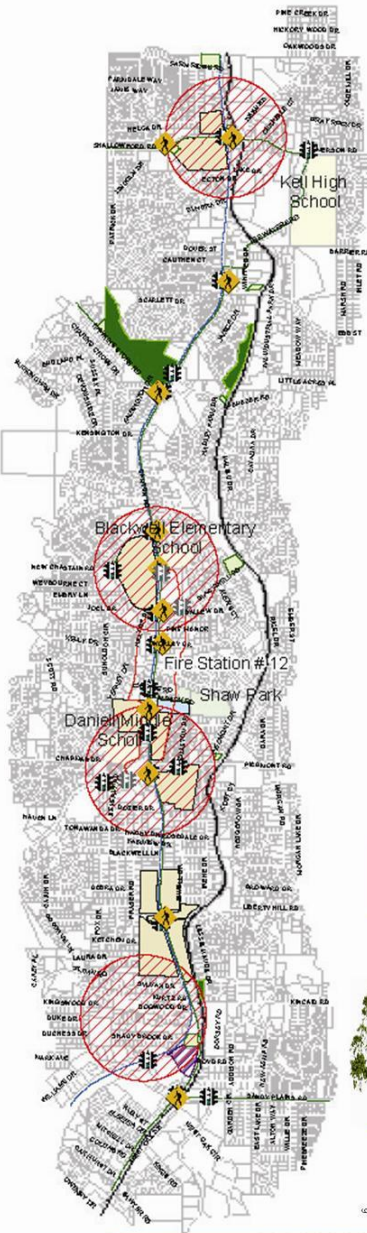
Cobb County Community Development
Planning Division
30 Lawrence Street
Marietta, GA 30060

LAND USE CONCEPT

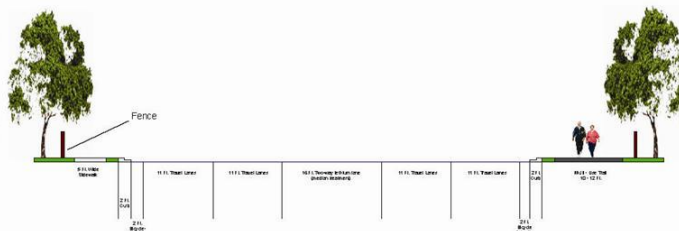
- REDEVELOPMENT SITES
- GATEWAY FEATURES
- COMMUNITY CENTER
- MIXED USE
- PARK

TRANSPORTATION CONCEPT

- PROPOSED
- CROSSWALK
- CANTON ROAD SIGNALS
- STREET CONCEPT
- EXPRESS BUS
- MULTI-PURPOSE TRAIL
- PARK & RIDE



Birds Eye View



Cross - Section View

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Design Guidelines Canton Road Area

0 875 1,750 3,500 Feet

N

Canton Road Design Guidelines Area

Existing Analysis
2007

Greenprint

INTRODUCTION

Cobb County and the Trust for Public Land (TPL) conducted the "Cobb Greenprint" study.

Greenprinting is TPL's application of Geographical Information Systems (GIS) to help make strategic, informed decisions about land conservation priorities.

Cobb County's Greenprint model is considered proactive conservation planning and incorporates a broad range of conservation goals. The model reflects unique community and regional priorities, takes advantage of a multi-criteria modeling approach utilizing "best available" data and science and identifies areas that offer highest conservation benefit.

The Greenprint study approach was a community process. TPL along with Community Development staff engaged community leaders and stakeholders to define conservation priorities and to incorporate criteria that reflect locally distinctive resources and objectives. Stakeholders also participated in assigning relative importance to the model criteria.

```

graph LR
    WQ[Water Quality] -- 30% --> C[Composite]
    PE[Park Equity] -- 10% --> C
    TC[Trail Connections] -- 10% --> C
    WP[Wildlife Protection] -- 50% --> C
  
```

WHY...

The Greenprint study was conducted to bring the community together and identify a mutually agreed upon long-term conservation vision for Cobb County. The Greenprint study process helped communities make informed decisions about land conservation. It galvanized public support and encouraged partners to work toward common goals. The Greenprint study helped communities use conservation as a proactive strategy for protecting greenspace.

By utilizing state-of-the-art modeling programs through GIS software, the Greenprint study provided the Cobb County community information they needed to prioritize land acquisition for parks, drinking water, protection, wildlife habitat, and farmland conservation.

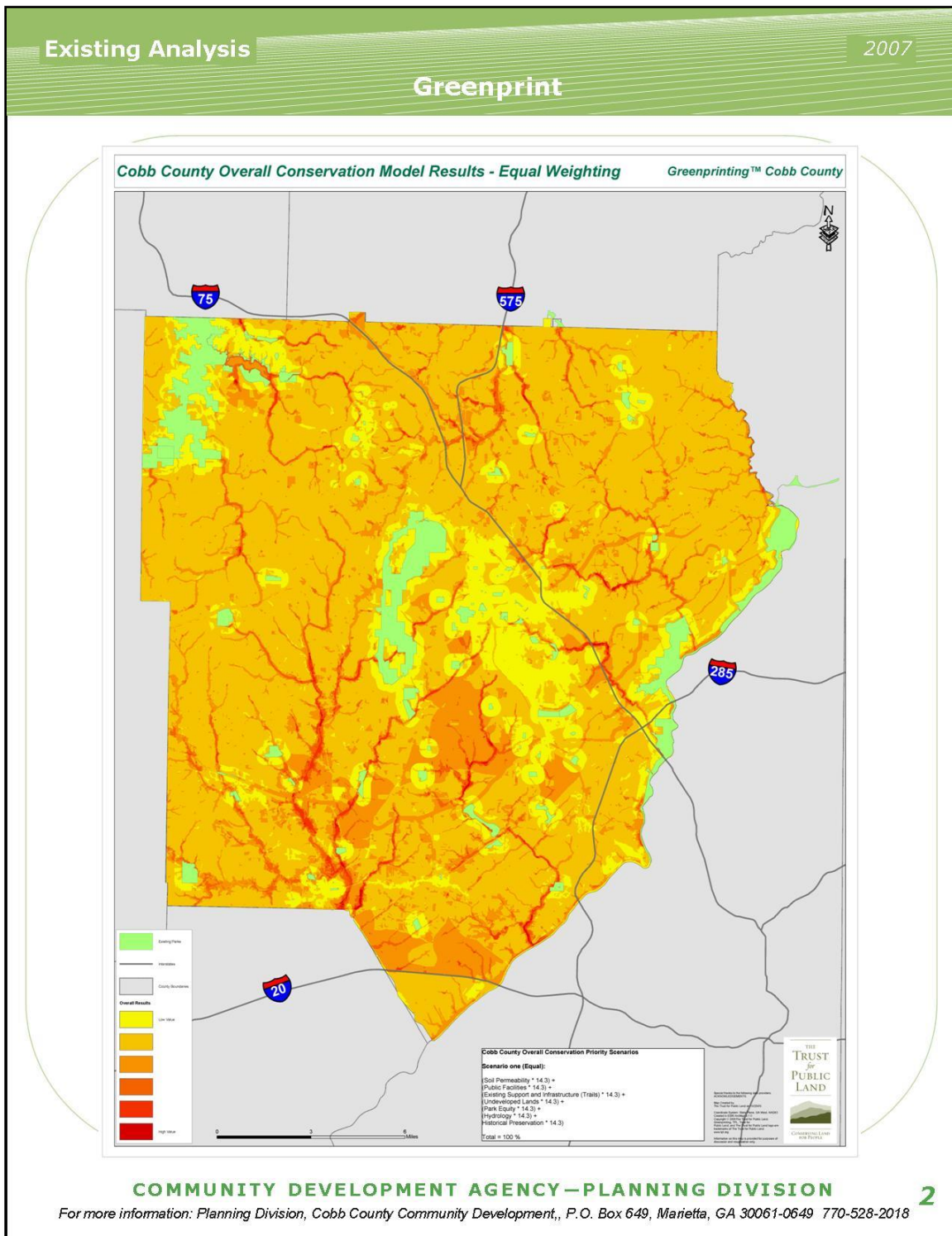
GREENPRINT MODELING-SYSTEMATIC APPROACH

- Local/Regional datasets are assembled
- Data is translated into "priorities map"
- Criteria maps are expressed in terms of conservation value, ranging from low to high
- Hierarchical model combines the criteria building blocks into a composite conservation priority map
- Relative weightings reflect regional conservation priorities
- Alternative conservation scenarios are created by adding additional criteria or by modifying relative importance of existing criteria

The Greenprint model generates maps and reports that can provide unique insight for formulating conservation acquisition strategies

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Corridor Study

January 2008

MACLAND ROAD CORRIDOR STUDY

INTRODUCTION

In January 2007, the Cobb County Board of commissioners charged the Community Development Agency with the task of completing a Macland Road Corridor Study. The 2030 Comprehensive Plan short-term work program included the preparation of the Macland Road Corridor Study as a major implementation item.

The focus of the study area concentrated on properties with direct access to Macland Road or at least within a ¼ mile on each side of Macland Road.

The public engagement process consisted of three meetings, including a public design workshop. A stakeholder advisory committee was also created to generate and evaluate ideas.

WHY...

Macland Road is a less developed corridor that serves as a major east-west transportation route for residents of western Cobb County and Paulding County. Given the stage of development existing in the area, there was a real opportunity to impact development patterns in the future. It is important to plan for land use and transportation linkages that will improve transportation efficiency while establishing a framework for land use changes that will add to the area's quality-of-life rather than replicating standard suburban residential patterns.

The four main reasons for the creation of the study were:

- Transportation Improvement Project (TIP) to widen the western portion of Macland Road
- TIP project to design and construct the Windy Hill connector
- Create a land use scenario that will assist in improving transportation-land use connectivity, protect stable existing neighborhoods and ensure quality new development
- Proactively plan for new growth by ensuring sufficient mix of land uses and develop some basic architectural styles that will enhance this area's sense-of-place.

RECOMMENDATIONS

The Macland Road Concept Plan concentrates on land use changes as well as planned, programmed and recommended transportation projects. The following were recommendations within the Macland Road Concept Plan:

- Various proposed land use changes including an expansion of the Neighborhood Activity Center at Macland Road and New Macland Road intersection and encouraging Very Low Density and Rural Residential in the McEachern Farm area.
- No additional land use changes along the western portion of the corridor
- A gateway feature at the Macland Road and Powder Springs Road intersection
- Expanding pedestrian and bicycle infrastructure in the area

Additional recommendations were as follows:

- Continue single-family detached homes as major housing source, directing the more intense development toward the NAC on the eastern portion of the corridor
- Encourage residential developments that consume less land, thus promoting increased open space
- Provide transitions in scale between land use conflicts
- Small neighborhood scale parks/greenspace should be recommended for new developments, while encouraging OSC to create large coordinated areas of greenspace
- Commercial land uses to be directed to the Neighborhood Activity Centers that are already established
- Encourage commercial, neighborhood-scale development that will compliment rather than detract from the character of the area
- Improve compatibility of land uses with the sensibility of the environment
- Review tax reduction programs to help maintain the rural character of the area
- Create design guidelines for the corridor
- Propose three new multi-use trails (Wild Horse Creek Trail Extension, Noses Creek Trail and Macland Trail)



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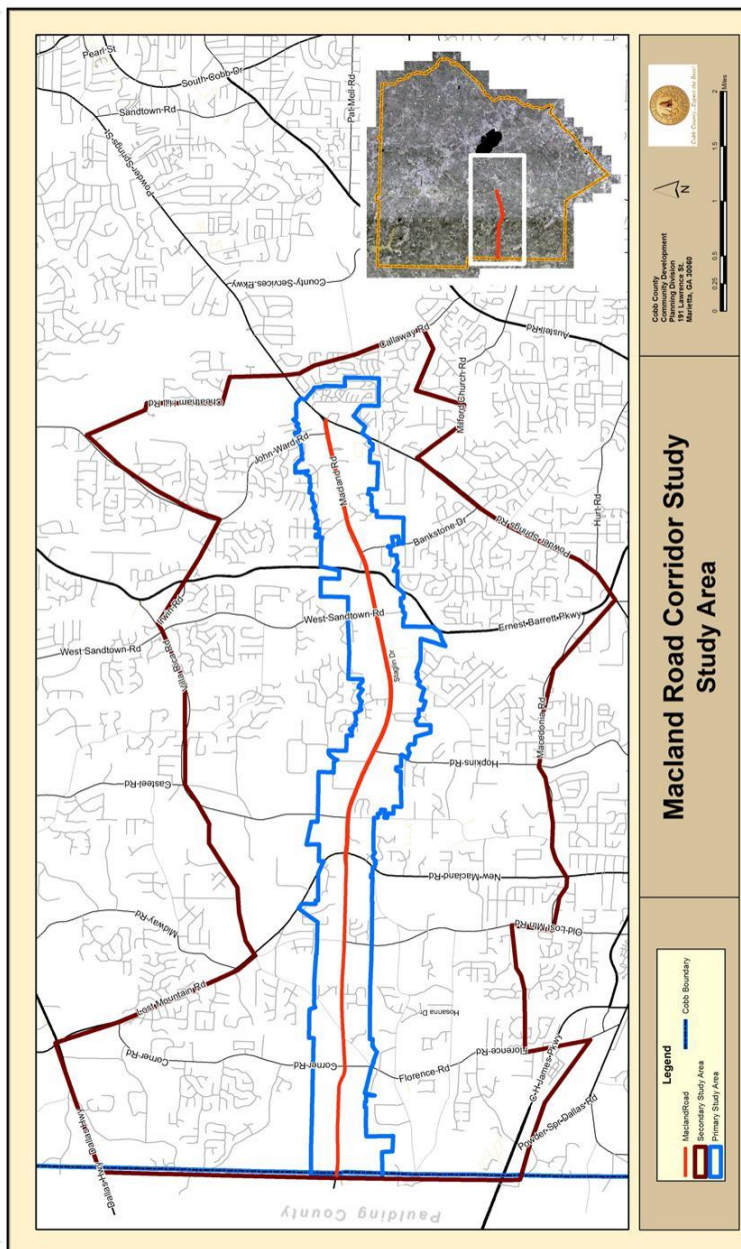
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Corridor Study

January 2008

MACLAND ROAD CORRIDOR STUDY



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2

Corridor Study

January 2008

STATE ROUTE 6 CORRIDOR STUDY

INTRODUCTION

The SR 6 corridor study area extends 32.5 miles from SR 61 in Paulding County to I-85 at Hartsfield-Jackson Atlanta International Airport. The corridor traverses four counties (Paulding, Cobb, Douglas, and Fulton) and seven municipalities (the Cities of Hiram, Dallas, Powder Springs, Austell, Douglasville, East Point, and College Park).

The study approach was multimodal and comprehensive, integrating land use, development, and market assessment in the study. Public involvement was coordinated closely with the Atlanta Regional Commission and participant jurisdictions. It was directed by a Public Involvement Plan. The SR 6 Corridor Study conducted a thorough community outreach process throughout the study.

While the final report presents an overview of findings identified throughout the study process, the focus of the report is to provide long range transportation and land use recommendations.

WHY...

In early 2006, the Atlanta Regional Commission (ARC) initiated a corridor study for State Route Six (SR 6), a major regional travel corridor. The corridor study was proposed to address five major categories: transportation, transit, land use-urban design, corridor management, and financial programming—and identify a series of recommendations for inclusion in the Regional Transportation Plan (RTP) and the Transportation Improvement Program (TIP).

The study included identifying deficiencies within the study corridor, assessing benefits and costs of alternative strategies, and selecting a preferred alternative program of policies and projects within the financial constraints for the study area.



RECOMMENDATIONS

- Rain gardens are recommended as a method to manage storm water and filter water for water quality and water control for all roadway capacity projects. This is particularly critical in the SR 6 corridor as storm water runoff impacts water quality of the Chattahoochee River and the area's watersheds.
- It is recommended that the outside lane on SR 6 be widened to 13 feet in each direction. The wider outside travel lane would increase the buffer between the outside lane and adjacent lanes. The wider outside lanes would be coupled with Intelligent Transportation System technologies as appropriate: weigh-in-motion detection and signal priority. These technologies could decrease congestion, delay, and red light running for trucks at signalized intersections along the SR 6 corridor with roadway grades that are five percent or greater.
- Specific items that should be reviewed and assessed are signage, pavement markers, traffic controls, location and placement of raised medians, and suitability for large truck travel. Field review and public input indicate a need for a comprehensive examination of signage to improve way-finding and operations.
- The intersection of SR 6 at SR 92 was identified through stakeholder and public input as a problem intersection. SR 92 was cited by many to be a major freight route. The inspection team proposed the following projects for the intersection: Remove the Type B median crossover opening on SR 6 and add dual left turn lanes from SR 6 onto SR 92 in each direction.
- The study team conducted a field visit with Powder Springs' staff to identify strategies to improve connectivity to SR 6/C.H. James Parkway. Due to the unique access management considerations in the Cobb County section of the SR 6 corridor, particularly related to the City of Powder Springs, several specific access strategies are recommended for selected properties adjacent to SR 6.
- Further intensification of Fulton Industrial Park south of the Chattahoochee River is recommended along with the creation of a multijurisdictional alliance that would help guide development in the area to benefit Fulton, Cobb, and Douglas counties.
- The Silver Comet Trail crosses and parallels the corridor from Powder Springs to Dallas. Both the commercial development nodes and Silver Comet Trail need better connections to adjacent developments with pedestrian and bicycle facility infrastructure.

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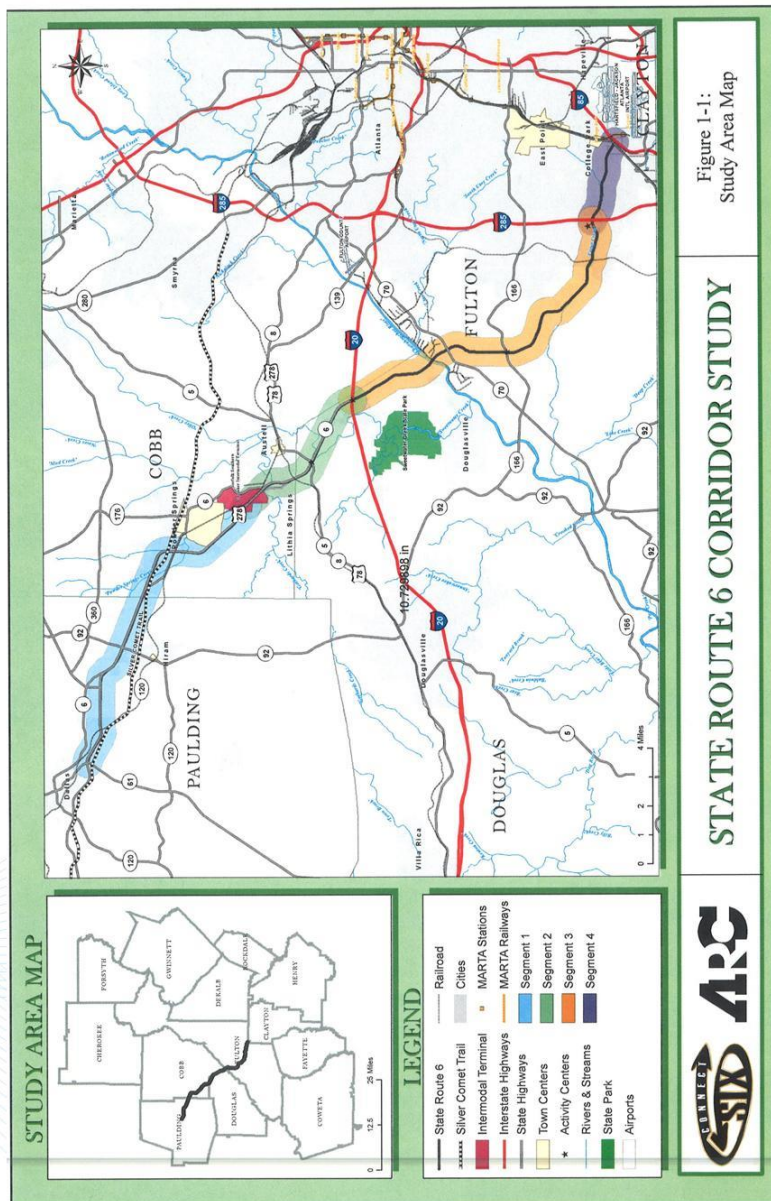
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1

Corridor Study

January 2008

STATE ROUTE 6 CORRIDOR STUDY



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2

Corridor Study

2009

GREENTECH Corridor

INTRODUCTION

City of Marietta is actively working with regional partners to revitalize the Franklin Road corridor. Representatives from state and local governments, university systems, and private sector have determined this 800 acre corridor that sits adjacent to I-75 as an ideal location to establish a synergy of research and innovation in the area of green technology and sustainability.

The GREENTECH Corridor is a concept within the Franklin and Franklin/Delk Road area that has established a vision and concept that is innovative and creates an ecosystem, where businesses, academia and government collaborate in building renewable energy technologies of the future. The Franklin/Delk Rd. area and the sustainable technology concept seemed to fit well together due to the areas proximity to potential partners, such as Kennesaw State University and Chattahoochee Technical College. This corridor provides great visibility for sustainable businesses, easy access to both interstate 75 and Hartsfield Jackson International airport.

MAP



WHY...

The collaboration between the private sector and research faculty will not only create new green technology and jobs, but also provide a trained workforce to meet the pressing needs of the southeast region in installing new green technology products.

The vision is to create an ecosystem where government, academia, and businesses create a balanced unit to share ideas, create jobs, develop sustainable systems, and research renewable energy products to ensure a bright, prosperous, sustainable future for all.

A goal of the master plan of the corridor will be to incorporate pedestrian walkways, solar lighting, water re-use systems, and other sustainable components to become a best practice for green technology parks.

INCENTIVES

- #1: Access to outstanding and diverse tax incentives for businesses
 - State tax credits for new job creation
 - Federal new market tax credits for commercial development
 - Tax-exempt and taxable bond financing may be available
 - Special discounted electric rates for qualified vacant buildings
 - Local tax increment financing consideration
 - A state finance tool to start or expand an eco-friendly product
- #2: Leverage powerful and versatile existing assets for future growth
- #3: Benefit from an ongoing collaboration with business partners
- #4: Access to highly educated and diverse workforce
 - Cobb County ranked the most educated county in the state
 - More than 50% of workforce has a bachelor's degree or higher
- #5: This opportunity won't last long

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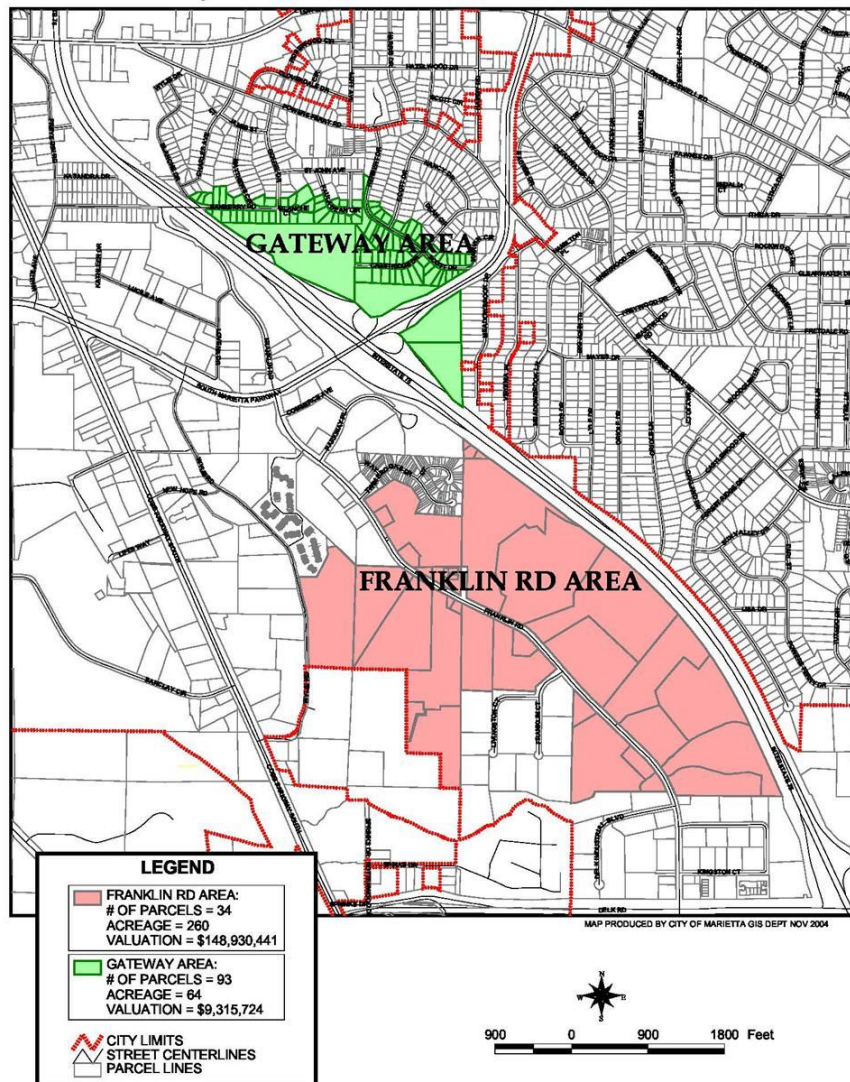
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Corridor Study

2009

GREENTECH Corridor

FRANKLIN/GATEWAY REDEVELOPMENT AREA AND TAD



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2

Existing Analysis

2009

Industrial Land Inventory and Protection

INTRODUCTION

The Industrial Land Inventory and Protection Policy provides an understanding of the characteristics, practicalities and deficiencies of industrial properties. The inventory was an initial analysis of industrial properties to assist in ensuring that there remains an adequate supply of development-ready and desirable lands to accommodate the needs for a growing industrial market.

The trend in industry has been to locate and relocate to the periphery of metro regions where undeveloped land is abundant and inexpensive. This inventory is to set the foundation for public policy to help protect and retain the viability of existing and future industrial businesses.

The scope of the project included looking at the factors associated with the execution of location strategy for industrial facilities, inventory of sites to evaluate and prioritize industrial properties through out Cobb County, and an action plan that identifies methods to support and protect high priority and high valuable industrial districts.



WHY...

The trend for industrial sectors of the economy is to locate/relocate operations to the edge of metro regions. This negatively impacts central cities and urbanized suburbs as jobs move away from the core of metropolitan areas. Previously used sites and potentially environmentally degraded sites are abandoned, thus perpetuating an inefficient land use pattern. Issues pertaining to the protection of Industrial properties include pressure from non-industrial land uses surrounding industrial districts and in some cases expanding into industrial areas. This creates conflict between uses, transportation, and retention of existing businesses.

Cobb County's industrial areas are under increasing pressure to alter land uses and development patterns to accommodate residential and retail expansions and the Industrial Land Inventory and Protection Policy was created to control this pressure.



RECOMMENDATION

There are three protection Policies that contain specific action items to ensure an adequate supply of industrial uses. Listed below are the Policies. Associated action items can be found within the Industrial Land Inventory and Protection Policy.

POLICY 1: Maintain and expand industrial businesses and employment opportunities. Stimulate investment in the area's public and private infrastructure and industrial facilities to promote sustainable economic development.

POLICY 2: Maintain, preserve, and improve the intermodal and multimodal transportation system to provide a smooth movement of goods and employees into and through industrial areas.

POLICY 3: Preserve and protect land primarily used for industrial areas and minimize land use conflicts in Industrial and Industrial Compatible areas. Allow limited but compatible non-industrial uses in industrial areas that can provide retail and business services that primarily support industrial employees and businesses.

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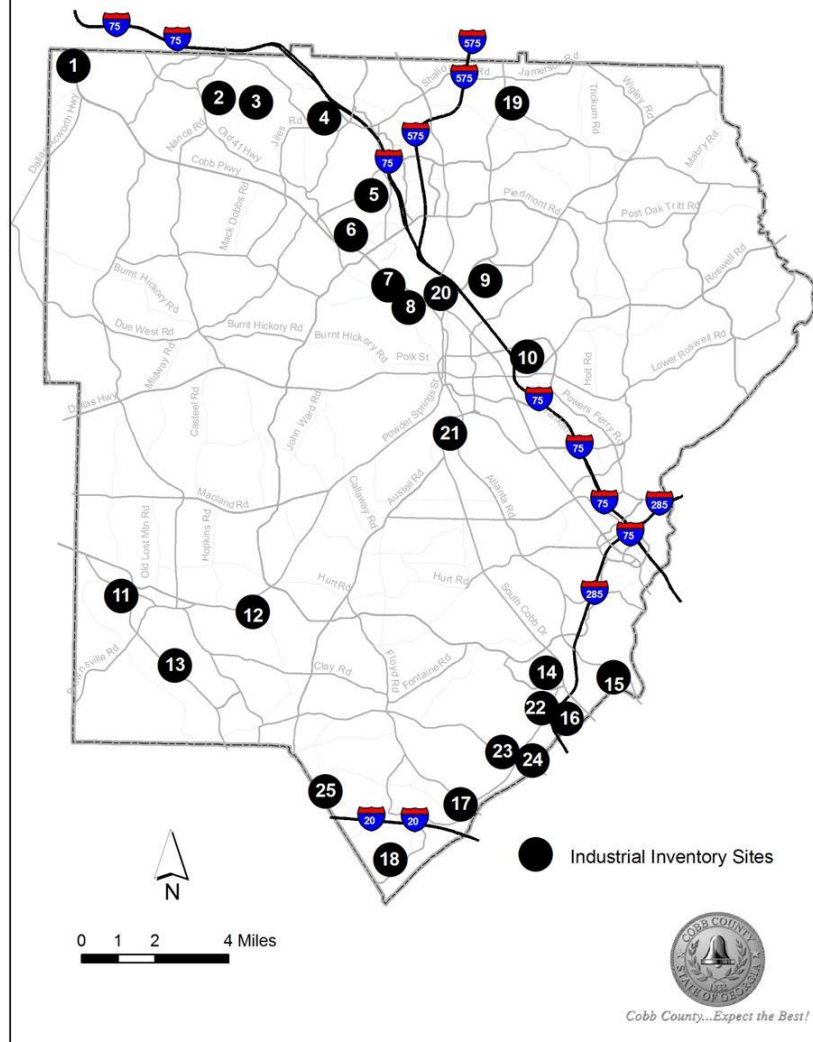
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Existing Analysis

2009

Industrial Land Inventory and Protection

Industrial Inventory Sites



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LCI Study

Adopted 2001
Five-year Update 2009

HISTORIC MABLETON PRESERVATION AND IMPROVEMENT PLAN & 5 YEAR LCI UPDATE

INTRODUCTION

Mableton is one of Cobb County's oldest identifiable areas. Similar to what has occurred in some of Georgia's established and mature communities, its infrastructure has deteriorated and long-standing businesses have relocated, leaving behind a community that today falls short of its potential.

Cobb County has embraced the "smart growth" concept of mixed-use, transit-oriented development (TOD) at a pedestrian-friendly scale. Because of its proximity to a proposed commuter rail line and the existing street network, Mableton is a prime location to implement the principles of smart growth. Recognizing this opportunity in Mableton, the State of Georgia Department of Community Affairs (DCA) has provided Cobb County with a special grant to begin the revitalization of Historic Mableton.

Preparation of this plan is the first step towards community revitalization. This master plan will guide future land use and transportation decisions, expanding on recommendations set forth in Cobb County's Comprehensive Plan (1995-2015).

Focusing on the core area of Historic Mableton, the plan identifies, analyzes, and addresses various issues of immediate concern to the community. The result of this inquiry is a set of new policies, projects and recommendations that will help to revitalize Mableton.

This plan is adopted by Atlanta Regional Commission as an initial LCI Study in 2001 and a five-year update has been conducted in 2009. Since the first adoption, a number of action items have been implemented and new concepts have been generated that work in association with the original Master Plan.

RECOMMENDATION OF FIVE-YEAR UPDATE

1. Expand the LCI study area to include approximately 58 acres north of the original study area;
2. Further expand the boundaries of the LCI study so that the South Cobb Development Authority boundaries and the LCI boundaries correlate to one another and to assist in the financing of public improvements needed for this area;
3. The future land use to be amended to allow for mixed-use development and various housing configurations as a means to encourage housing choice in the local market;
4. Create areas for people to gather and interact in the public realm to foster a strong sense of community. This can be accomplished through pocket parks and developing a town green/town square at the intersection of Clay Rd and Floyd Rd;
5. Work with Cobb County Senior Services and the Atlanta Regional Commission's Aging Services Division to investigate the ability of establishing a Naturally Occurring Retirement Community in Mableton to enhance services provided to seniors in this area;
6. Establish programs to increase sustainability and improve quality-of-life by providing appropriate incentives to encourage LEED certified buildings and Earth Craft homes;
7. Expand seating at the Mable House Amphitheatre as a means to draw diverse entertainment offerings at this facility;
8. Transportation improvements to improve connectivity and give the area a unified look include: streetscape improvement on Floyd Rd, conduct a study and implement the findings to determine the necessary improvements to the street grid network, and streetscape improvement on Clay Rd;
9. Transportation improvements outside the study area are recommended as well, to integrate the improvement and connectivity of the transportation system into Mableton;
10. Mableton LCI – 10 year action plan for items to be initiated by 2019.



RECOMMENDATION OF PRESERVATION AND IMPROVEMENT PLAN:

- **Land Use and Redevelopment Recommendations:**
For descriptive purposes, the Historic Mableton Area has been subdivided into the six following districts:
 1. **Historic Core Area:**
 - ◊ Complete the definition of the original plat of a nine-block area of Mableton;
 - ◊ Front St and the two blocks north of Front St to become community focal point with park space, transit connections and commercial activity; South of Front St, a civic plaza and park area to complement the future commuter rail station;
 - ◊ The block between Center and Mable Sts to include a mixture of residential and commercial uses. West of Church St, single family-residential to be recommended infill development and rehabilitation of older homes to be encouraged;
 2. **Mableton Elementary Area:**
 - ◊ Residential land use to be plan to surround Mableton Elementary School;
 - ◊ Streets and intersections to be improved and renovated to create a fully functional school transit system and easy accesses to surrounding neighborhood.
 3. **Old Floyd Road Corridor:**
 - ◊ To be redeveloped as a mixed-use commercial/office/residential corridor;
 - ◊ New and renovated buildings to be conform to a traditional architectural style and situated near the street with parking behind buildings;
 - ◊ To be anchored on the southern end by the commercial block and on the northern end by a gateway park and community center/library facility.
 4. **Walker Drive Redevelopment Area:**
 - ◊ Mixed-use with an emphasis on higher-density residential to be recommended in this area;
 - ◊ Public open space to be included as a central focal point of higher-density residential development.
 5. **Carol Circle Redevelopment Area:**
 - ◊ Higher-density residential, including multi-story townhouse units to be recommended in this area;
 - ◊ Have easy access to the Old Floyd Rd mixed use corridor, Floyd Rd and Veterans Memorial Hwy.
 6. **Veterans Memorial and Floyd Road Commercial Corridors:**
 - ◊ Remain parcels fronting Veterans Memorial Hwy and Floyd Rd as highway commercial;
 - ◊ Significant improvements to be made such as coordination of signage, landscape and sidewalk enhancements, building façade updates, and redevelopment of obsolete or blighted properties.
- **Public Improvements Recommendations:**
These improvements, in some circumstances, can be privately funded in conjunction with new development or redevelopment. However, many improvements will need to be completed with public funds. The recommended public improvement projects are divided into three general categories:
 1. **Road Network Improvements:**
 - ◊ Improve community street network that should be pedestrian-friendly and aesthetically reminiscent of traditional small southern towns;
 - ◊ This network support redevelopment at a density greater than currently exists if Mableton is to become a true transit-oriented community. Recommended projects to enhance the road network are listed.
 2. **Bike/Pedestrian/Streetscape Improvements:**
 - ◊ New road improvement project to involve streetscaping, a catch-all category that includes sidewalks, bicycle lanes, street trees, pedestrian lighting, benches, trash receptacles, etc. Recommended specific streetscape upgrade projects are included.
 3. **Public Land/Parks/Buildings:**
 - ◊ Public funding to be required for recommended new public facilities as well as for improvements to existing public facilities;
 - ◊ A list of major projects is recommended.
- **Organization and Implementation Recommendations:**
 1. Establish a position for a Historic Mableton liaison to the Cobb County Government.
 2. Revise Cobb County plans and regulations to be consistent with the Historic Mableton Preservation and Improvement Plan.
 3. Encourage the creation of a Historic Mableton Community Development Corporation.
 4. Pursue access to redevelopment powers made available to local governments through the Georgia Redevelopment Powers Act.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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March 2012



Community Development Agency – Planning Division

MABLETON ARTS STUDY

Mableton Arts Study Recommendations:

The arts study submitted ten recommendations. These recommendations try to enhance and promote the objectives of the form-based code.

- The Mable House Complex image and presence be enhanced by strengthening its sense of place and arrival, more clearly defining the historic Mable House property, and softening the visual impact of vast expanses of hard surface parking.
- The Mableton Form-Based Code be adopted, providing effective means for live/work units, galleries and clubs, and pedestrian access between the downtown core and the Mable House Complex
- The Arts Center can meet growing community needs by the addition of a black box theatre and a new multi-purpose space.
- County policies that govern the potential for additional earned and contributed revenue in new and expanded arts facilities should be carefully evaluated.
- A clear programming vision for the new and expanded facilities should be developed and used to guide their design and operation.
- Professional theatre and arts facility consultants should be retained to advise the County and their architects in the development of new arts facilities.
- The total seat count of the amphitheatre will not be increased.
- The Barnes Amphitheatre's earnings capacity be strengthened by: upgrading existing seating, revising concession policies, changing use policies regarding the admittance of food and beverage into the facility, improving catering facilities, generating greater revenues from users (renters and artists) and from patrons through increase per-capita expenditures, increasing the number of events thereby increasing foot traffic and per-capita income.

Introduction:

Why an Arts Study?

A consultant was hired by Cobb County in 2010 to complete a study on the arts in Mableton. The report was considered essential to ongoing revitalization efforts in Mableton, with the creation of the Mableton Form-Based Code and the Lifelong Mableton Initiative.

Mableton has become a core area for the arts in South Cobb because of the existence of the Mable House Arts Center, the historic Mable House and the Barnes Amphitheatre. The goal of the study was to assess the current arts climate in Mableton and make recommendations on how arts and culture can continue, and expand to be, an active presence and catalyst in Mableton.

The consultants interviewed stakeholders, attended meetings of various group and looked at other Cobb County arts facilities in order to assemble their recommendations. The study also includes program and budget analyses for some of the recommendations.

Recommendations Continued:

- The County should investigate the vast array of program opportunities for the Arts Center that exist in cooperation and collaboration with community partners, and where appropriate implement those that are consistent with the facility's vision.
- A Mableton Cultural District be created to take the lead in designing and implementing community programs to use the arts in economic development, provide arts education to residents of all ages, attract artists and arts organizations to Mableton, and coordinate untied efforts in revitalizing the downtown with a vital and vibrant cultural life.

For more information: Planning Division, Community Development, P.O. Box 649, Marietta, GA 30061-0649 770.528.2018

January 2012



Community Development Agency – Planning Division

MABLETON FORM BASED REDEVELOPMENT DISTRICT

Elements of the Mableton Code:

• Mableton Form Based Redevelopment District

The Regulating Plan – A map of the Mableton area indicating the locations where different building form standards apply

Administration – A clearly defined application and project review process

• Implementation of the Mableton Form Based Redevelopment District

Building Form Standards – Regulations controlling lot and building development

Public Space Standards – Specifications for the creation of public space (streets, sidewalks, trees, parking, public space, etc)

Definitions – A glossary to ensure precise use of technical terms

For more information:

Planning Division
Community Development
P.O. Box 649
Marietta, GA 30060-0649
770.528.2018

Introduction:

The Mableton Form Based Redevelopment District (Mableton Code) is a method of regulating land which places greater emphasis on community character and creates more “public places” in comparison to traditional zoning.

A guiding principle behind the development of the Mableton Code is that the buildings and physical alteration of land is more long lasting than the initial use found within the building that is constructed, and we should be concerned about community character and appearance.

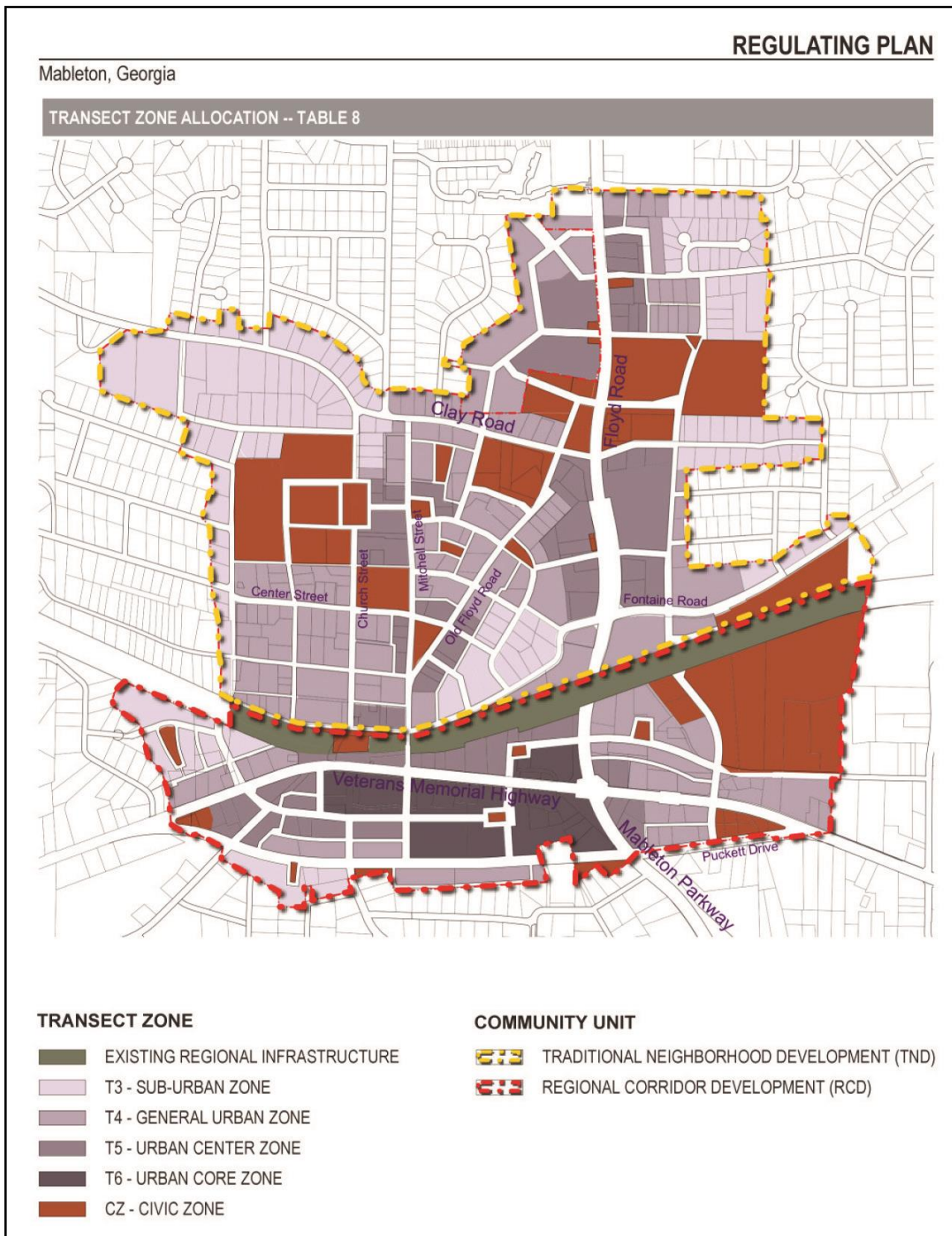
What does the Mableton Code do?

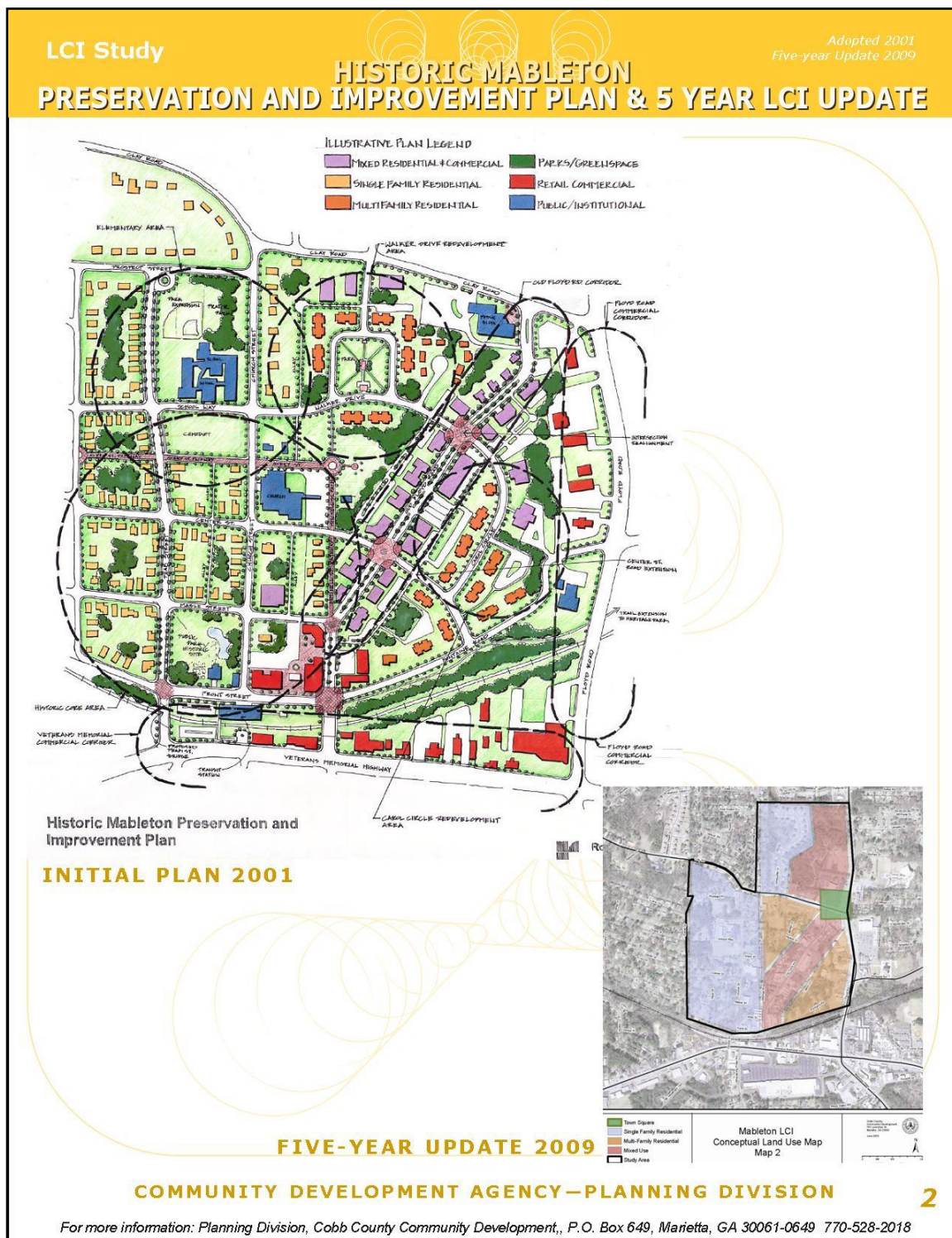
The Mableton Code is the land regulation that allows the “*South Cobb Town Center: Mableton Lifelong Community Master Plan*” to be built legally. It takes the community vision that was created during a design workshop that occurred in the summer of 2010 and allows for this community based concept to be constructed. The Mableton Code replicates and makes legal the organic process by which many small downtowns grew, over time, while trying to “fit in” with the elements that preceded it.

The Mableton Code does not replace the existing zoning of the area, but provides options for property owners and developers. It increases the scale of development in a manner that will increase population, diversify retail options, and enable a return on investment for the private sector so they can “build in” the public spaces required.

Goals of the Mableton Code

- Document and enable construction of the Community’s Vision
- Position Mableton for positive and flexible redevelopment as the economy, the housing market, and construction recovers
- Provide incentives through increased density and intensity of land use to encourage compliance with the regulations
- Promote a walkable community that will be accessible for people of all ages
- Develop a variety of housing options to allow people to grow-up and grow old in Mableton
- Develop public spaces that enable a vibrant and diverse community to meet the multiple needs of the community (open space, arts, gathering places, community gardens, etc)





Master Plan

January 2012

SOUTH COBB TOWN CENTER MABLETON LIFELONG COMMUNITY MASTER PLAN

INTRODUCTION

In past years (1980's to 2000's) Cobb County was one of the fastest growing counties in Georgia. Now that we are in a time of recession, the community is imagining and planning for future growth in the community. It is difficult to imagine growth during difficult economic times, but communities that can prepare for new investment will be well positioned to capture future market share.

Mableton is located about 12 miles west of Downtown Atlanta and nine miles south of Marietta. Mableton has many advantages on which to build. The community is well positioned regionally and has good, historic urban bones intact. The South Cobb Town Center: Mableton Lifelong Community is the vision The Mableton Form Based Redevelopment District (Mableton Code) is the regulation that makes this vision a reality and builds upon these assets to create a more walkable and integrated community.

HOW WAS THE PLAN DEVELOPED?

In 2009, the Atlanta Regional Commission completed the Lifelong Community Workshop to investigate hypothetical ideas about how to build integrated age friendly communities due to a rapidly aging population in the Atlanta Metropolitan Area. In 2010, Cobb County hired Duany Plater-Zyberk & Co to develop a master plan and form based code for the Mableton community to integrate the lifelong communities concepts into an older suburban community.

In June of 2010, a seven day design workshop occurred in Mableton with the community, developers, and design professionals to create the specific strategies that would be used to re-imagine Mableton and served as the nexus for the new code used to regulate land and investment in Mableton.



TOWN SQUARE



RECOMMENDATION

The South Cobb Town Center: Mableton Lifelong Community is a master plan that established a vision and illustrations that form the future of Mableton. The community is separated into four distinct segments, which are as follows:

North Quadrant

The northern gateway of Mableton plays a significant role in establishing arrival at the town center. This area creates the differentiation between the arterial corridor uses along Floyd Road and calmer spaces in the interior blocks. This area contains a catalytic development site (23.5 acres homestead site) which is the largest area for new private investment.

Town Center Quadrant

A town green at the intersection of Floyd Rd and Clay Rd forms the heart of the new Mableton community. This investment creates synergy between the other uses existing at the intersection (Library, Post Office, Arts Center, and Mable House). Reshaping this intersection will create an urban core rather than a loose collection of civic buildings. Providing additional entitlements to surrounding property owners could sufficiently incentivize the private development of office, retail, and living units to provide additional definition to the town green. The intention of these actions is to create a vibrant environment at the center of Mableton.

Mableton Elementary Quadrant

The Mableton Elementary School becomes the center of the western quadrant of the study area. It sits at the highest point in the community and as such is a place of prominence in developing sense-of-place. Enhancing the existing pedestrian scale neighborhood blocks is integral to the future development of this sector. Additionally, this portion of the community integrates a transition from the town center along Floyd Road to the residential type development to the west of the study area.

Old Town Center

Veterans Memorial Highway is the focal point of the southernmost segment of the community. This area contains the shells of a once vibrant highway economy which is now in need of redevelopment. The scale of development proposed in this area will require a major transportation investment such as commuter rail, light rail, or bus rapid transit to realize its full potential and connect it to the broader regional economy.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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Master Plan

January 2012

SOUTH COBB TOWN CENTER MABLETON LIFELONG COMMUNITY MASTER PLAN

Mableton Illustrative MasterPlan



- | | |
|--------------------------|-------------------|
| Existing Buildings | Parking Structure |
| Mixed Use | Surface Parking |
| Single Family Residences | Community Garden |
| Civic | |

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

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LCI Study

D L HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI STUDY

July 2010

INTRODUCTION

In 2009, the City of Atlanta and Cobb County were awarded a Livable Centers Initiative grant from the Atlanta Regional Commission for a joint planning effort along Veterans Memorial Highway and D L Hollowell Parkway.

The study looked at a 4 mile stretch of this corridor, with the Veterans Memorial Highway portion of the study area going from the Chattahoochee River to Buckner Road.

The study provided a community profile, looking at existing conditions. Land use and zoning, historic and cultural resources, natural resources, green space and transportation were all assessed.

The study had extensive public outreach that included a stakeholder committee, neighborhood meetings, public meetings, a public design workshop and stakeholder interviews.

Recommendations in land use and zoning, transportation, green space, historic resources, economic development, urban design and strategic strategies were provided.

An action plan with implementation strategies, work program and 25 year projections concluded the study.

WHY...

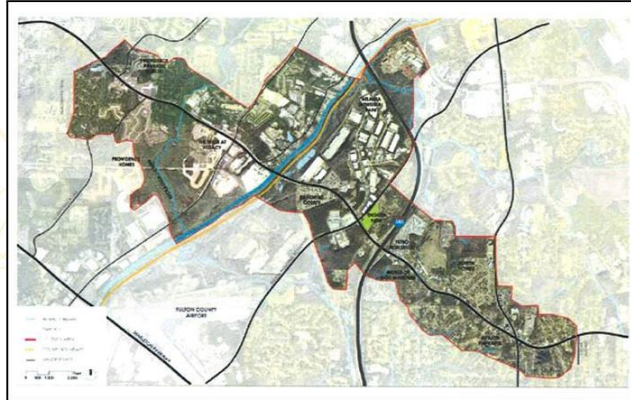
Veterans Memorial Highway is an interesting arterial corridor that changes characteristics along the stretch of the study area. In Cobb County, the corridor moves from an industrial stretch that begins across the Chattahoochee River in Atlanta to a more suburban type corridor.

The purpose of the study, on the Cobb County side of the Chattahoochee River, was to address preservation of historic resources, Riverview Road enhancements, pedestrian infrastructure and development of vacant properties.

The study also looked at joint issues including industrial and residential uses, balance of truck/freight traffic and commuter traffic, green space, connectivity/safety, alternative modes of travel and creating an identity.



MAP



RECOMMENDATIONS

The following are some of the recommendations from the study:

- Mixed-use nodes on Riverview Road and at Oakdale Road and Veterans Memorial Highway
- Develop design guidelines for the corridor
- Develop a River/Green Corridor Plan for the stretch of the River that connect both Cobb County and City of Atlanta to include trails, board walk, recreation space, pedestrian bridges, parking and trail heads.
- Pedestrian facilities improvements along the corridor
- Redevelop the vacant and under utilized properties
- Design of gateways and way finding signage
- Promote tourism that focuses on the natural and historic resources
- Improve the water quality of the River
- Erosion control for the stabilization of banks and sedimentation of the water ways
- Operational transportation improvement projects that include signal upgrades, median controls, intersection improvements and pedestrian crosswalks
- Connectivity projects to improve accessibility, circulation, safety and congestion, including new streets and extension of streets
- Trails/multi-use paths for biking and recreational uses

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

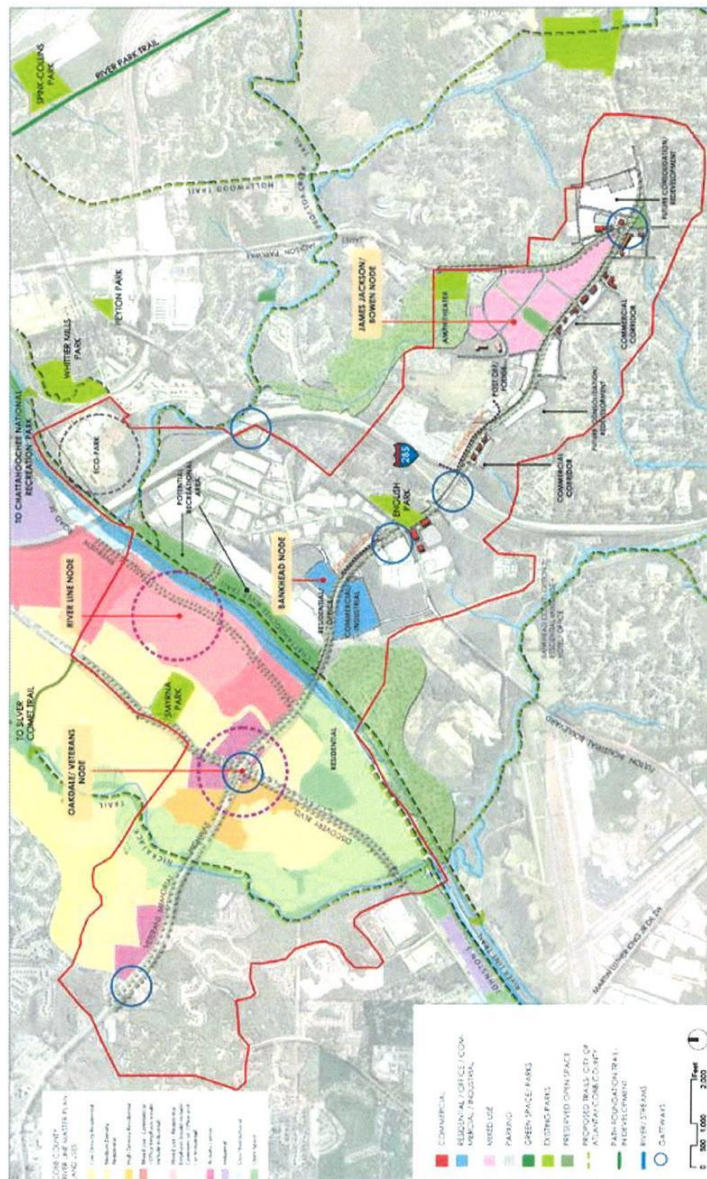
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LCI Study

D L HOLLOWELL PARKWAY/ VETERANS MEMORIAL HIGHWAY LCI STUDY

July 2010



D L HOLLOWELL PARKWAY / VETERANS MEMORIAL HIGHWAY LCI

MASTER PLAN

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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2

Misc.

✧ August 2009

COBB COUNTY COMPLETE STREETS IMPLEMENTATION PLAN

WHY CREATE THIS PLAN

The objective of the Atlanta Regional Commission Community Choices project is to provide Cobb County with a menu of options on how to effectively implement the adopted Complete Streets Policy (Appendix A). This project consists of a comprehensive review of documents related to Complete Streets, an analysis of how the documents might facilitate or hinder program implementation, and implementation options for a successful program based on Complete Streets programs in other local governments across the country.

INTRODUCTION

Community Choices commenced this project by receiving input in the form of a survey from peer local and state governments from across the country that have implemented a Complete Streets policy of their own. The surveys were then analyzed for reoccurring core elements and became the basis of Best Practices of Complete Street Implementation listed in the document.

An in-depth review of all Cobb County documents related to the Complete Streets policy was then performed to determine areas of potential conflict and opportunities for better coordination. Generally, it was found that Cobb County has a great start on implementing the Complete Streets policy. As the results of the review, the components of effective implementation are identified.

Community Choices also help to determine the costs for the elements included in Complete Streets Implementation by consulting The Federal Highway Administration and Smart Growth America.



RECOMMENDATION

- Examples have been identified as **Components of Effective Implementation** of Complete Streets which are broader in scope than those listed in the Best Practices section:
 - ◇ An Effective Policy
 - ◇ Adoption of a Design Manual
 - ◇ Training of Transportation Engineers, Staff and Planners
 - ◇ Interdepartmental Coordination
 - ◇ Measuring Success
- Certain core components have evolved into **Best Practices of Complete Streets** which serve as a menu of options for implementing near, mid-term, and long-term goals:
 - ◇ Create a Unified Street Design Manual
 - ◇ Clearly Define Street Planning Process
 - ◇ Project Prioritization
 - ◇ Train Engineers, Planners and Staff on Complete Streets Principles
 - ◇ Locate Funding Sources
 - ◇ Inter-departmental coordination
 - ◇ Performance Evaluation
- **Costs of Effective Implementation** have been provided by Federal Highway Administration including:
 - ◇ Development of A Road Design Guideline Manual
 - ◇ Lower Automobile Speeds – 25-35 Mph
 - ◇ Narrow Lanes to 10' Or 11'
 - ◇ Road Diet – Convert 4 Lanes to 3 Lanes with Center Turn Lane and Bike Lanes
 - ◇ Tighten Curb Radii
 - ◇ Accessible Pedestrian Signals
 - ◇ Raised Medians
 - ◇ Addition of Bike Lanes
 - ◇ Right Turn on Red Restrictions
 - ◇ Sidewalk And Walkways Installation
 - ◇ Marked Crosswalks and Enhancements
 - ◇ Curb Ramps
 - ◇ Landscaping
 - ◇ Curb Extensions
 - ◇ Crossing Islands
 - ◇ Sidewalk Widening or Sidewalk Retrofits




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LCI Study
2011-2016



Franklin/Delk LCI Study


INTRODUCTION

The Franklin/Delk LCI study area boundary is 2,172 acres located about 15 miles north of Atlanta. It is mainly comprised of low-end multifamily rental housing, auto-oriented strip shopping centers, commercial office complexes, warehouse facilities, and some transitional owner occupied condominiums and townhouses.

The City has continued to implement initiatives and plan public investments within the study area. Many projects that were initially identified in the Franklin/Delk LCI 5-year action plan have been completed, while some are underway. Others have been deleted due to the lack of relevance attributed to the elimination of the Franklin/Delk BRT station.

It has been five years since the completion of the Franklin/Delk LCI study and many things have occurred since. Listed in the Recommendation section are updates on the previous study and recommendations for the future.

MAP



WHY...


The Franklin/Delk LCI study was a joint planning collaboration between the City of Marietta and Cobb County in 2005. The joint planning effort was spearheaded by the location of a bus rapid transit (BRT) station in the Franklin/Delk area, and an initiative to encourage redevelopment and attract future development. The purpose of the study was to create a plan that would revitalize the area through attracting investments and redevelopment

RECOMMENDATION

- In August 2006, the Weed and Seed Program initiative received formal recognition and three grants from the U.S Department of Justice.
- In September 2005, the Cobb County SPLOST program was passed. Through this initiative the City of Marietta has funded 5 transportation initiatives that are located within the Franklin/Delk LCI study boundary.
- Currently, the City of Marietta is in the process of submitting an application to the Georgia Department of Community Affairs that will establish an opportunity zone in the Franklin/Delk LCI study area.
- The Global Green Technology Corridor is a developing concept within the study area. Specifically, the vision that has been identified for this innovative concept is to create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future.
- In November 2013, a \$68 million General Obligation Bond was passed by Marietta voters. \$64 million is designated to buying aging apartment complexes on Franklin Road, razing these properties, and then opening the land to private investors for redevelopment as well as infrastructure improvements along the Franklin Road corridor.
- In March 2009, the Marietta City Council passed an update to the existing sign ordinance as an attempt to minimize visual blight attributed to signage. The amended sign ordinance allows applicants the ability to construct LED panels on existing billboard structures only along Interstate 75 as long as another separate nonconforming billboard elsewhere in the City is completely demolished. The intent of this ordinance is to eliminate some of the sign blight on secondary roads, such as Delk Road and Franklin

COMPLETED PROJECTS

- On January 1, 2005 the Georgia Revenue Commissioner approved the Franklin/ Gateway Tax Allocation District.
- The Marietta Comprehensive Plan 2006-2030 was approved on July 13, 2005.
- On September 14, 2005, the townhouse ordinance amended the zoning code classifications that allow townhouse or condominium developments.
- The GDOT has installed pedestrian fencing over 2 bridges along Interstate 75; Delk Rd and S. Marietta Pkwy.



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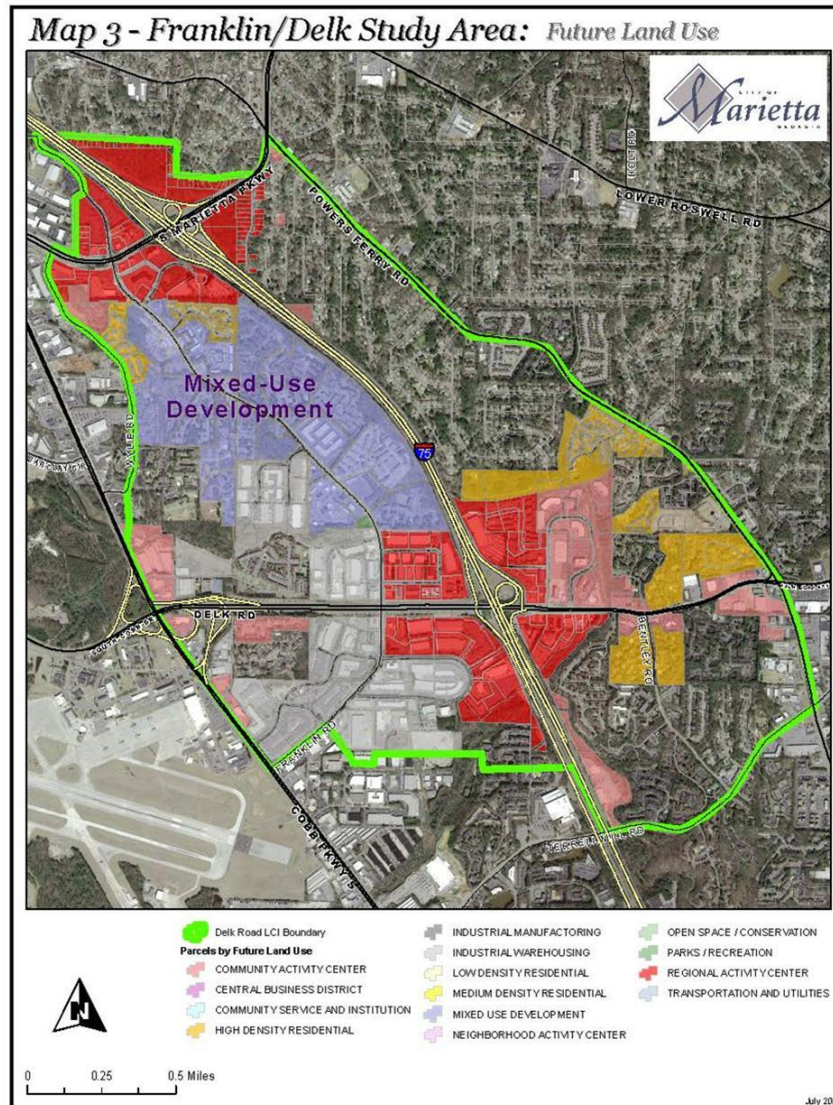
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LCI Study

Franklin/Delk LCI Study

2011-2016

**COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION****2**

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Corridor Study

2011

JOHNSON FERRY ROAD URBAN DESIGN

WHY DEVELOP THIS PLAN?

There are numerous constraints and challenges for the Johnson Ferry Road area: auto-dependant development; a lack of landscaping; few pedestrian access and safety features; numerous curb cuts; and a lack of inter-parcel access. At the same time the area benefits from many unique opportunities and assets, including: the regional major thoroughfare, niche retail shops; healthy mature neighborhoods; a balanced mix of retail and business activity; immediate access to the Chattahoochee River; and neighborhood interest and involvement.

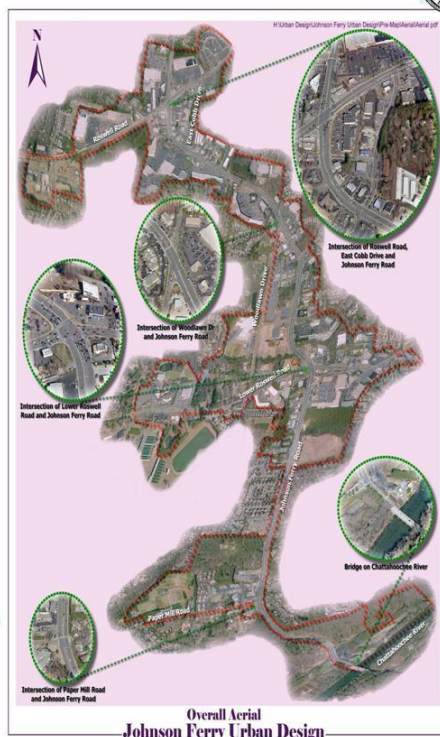
The community, the steering committee, and the project team which highlighted and identified these insights believe that it is the time to conduct a study or plan along the Johnson Ferry Road area to bring a more attractive place for people living there.

INTRODUCTION

Johnson Ferry Road is located in eastern Cobb County and serves as the main north south thoroughfare. A series of focus group discussions were held in 2009. These discussions resulted in the need to further study the area and create an overall urban design plan focusing on improving the aesthetics and maintaining its unique character while ensuring mobility for people via multiple modes of travel. In February of 2010, the Board of Commissioner authorized the Community Development Agency to develop the Johnson Ferry Urban Design Plan as a result of growing concerns for this major commercial and residential corridor. The study area covers the southern portion of the Johnson Ferry Road from Roswell Road to Chattahoochee River which is county's boundary. The plan is a mid to long range plan that addressed land use and transportation. In addition, it will provide a framework for improving both visual aesthetics and functionality of public spaces, streetscape. Four public meetings have been hold during this study. The study was approved by the Board of Commissioners in 2011.

RECOMMENDATION

- The corridor is divided into four major districts and the land use plan and the street design of each district varies primarily based on the distinct character of each area/district. District One: Commercial/Retail District, District Two: Office/Institutional District, District Three: Town Center and District Four: Residential/Recreation District.
- Three major commercial activity centers are defined along the corridor which are at the Roswell Road intersection, at the Lower Roswell road intersection, and at the Paper Mill Road intersection.
- Street widening and space preservation is proposed in certain portions of the corridor as a way of improving landscaping and pedestrian walkability as well as getting ready for the street long term renovation.
- Reducing the block size by add new streets at the three major activity centers is encouraged to provide better connectivity among commercial properties.
- Road/intersection realignments, street widening, appropriate internal links, sidewalk widening, multiuser trails, pedestrian bridges over Johnson Ferry Road, pedestrian walkways linking the building to sidewalks, and public transit system are proposed in certain location to improve the multi-mode travel conditions
- Wider Landscape strips, bigger tree canopies, continued green/landscaping system, and well-designed gateway and landmark features are recommended in the plan to highlight the harmony of the built environment, to meet the needs for variety of users and activities, and to help enhance and define the identity of the place.
- Long-term corridor improvement including street section design has been proposed in the plan to envision the ideal future of the area.



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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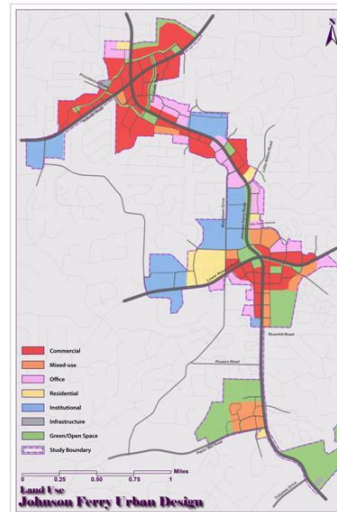
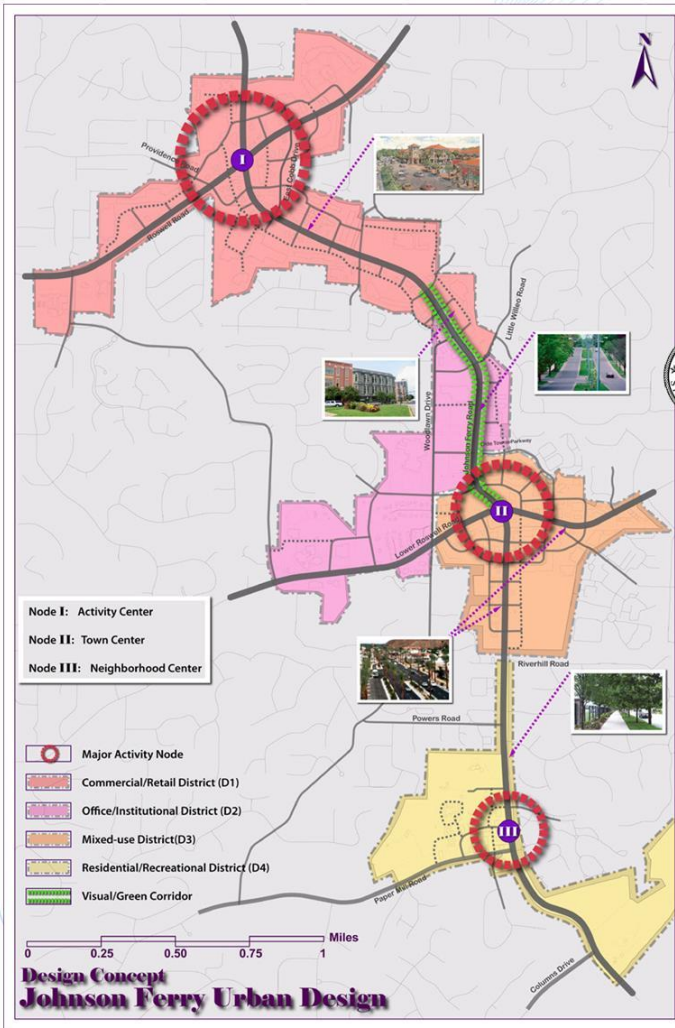
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Corridor Study

2011

JOHNSON FERRY ROAD URBAN DESIGN

DESIGN CONCEPT



AERIAL

DISTRICT 2 STREET SECTION



Existing



Proposed



Future

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

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Master Plan

November 2009

RIVER LINE MASTER PLAN

INTRODUCTION

The Cobb County Community Development Agency contracted with a consultant to create a master plan that addresses land use, preservation, recreation and non-vehicular transportation in an area of southeast Cobb County that borders the Chattahoochee River.

A Stakeholder Committee and Project Management Team were established. Three public meets were scheduled and an additional four meetings were conducted to ensure there was sufficient public involvement.

Three alternative concepts were created. Through community and stakeholder feedback, a final master plan was created that incorporated the strongest features of the three alternative concepts. The primary focal point of the final master plan is a mixed-use village center along the Chattahoochee River.

The master plan explores a range of options and then identifies future, discrete improvement projects and lays out an achievable and cost effective strategy for their implementation.



MAP

IMPLEMENTATION STRATEGY

The Implementation Strategy intended to provide direction for how to make the recommendations in the plan a reality. This Strategy builds an Implementation Schedule of actions needed to implement the goals, programs and projects formulated as part of the Final Master Plan. The Strategy includes:

WHY...

The River Line is an area in transition. The area has a rich and diverse history. The master plan is intended to create a "framework" that guides the future of the River Line. Although conceptual in nature, the planning concepts were drawn from a thorough a careful understanding of the land, the community and the history that has shaped both.

Six primary planning principles were developed to guide development of a master plan.

- Enhance Connectivity
- Reconnect to the River
- Enhance Recreation Opportunities
- Emphasize Cultural & Historic Resources
- Create Community-friendly Character
- Develop Strong Sense of Identity
- Enhance Businesses in the Area

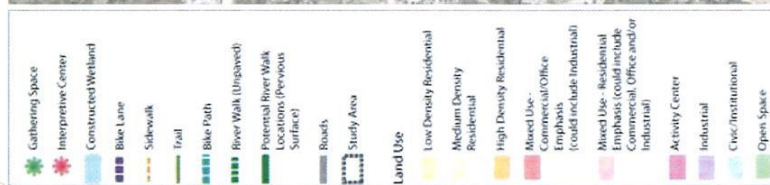
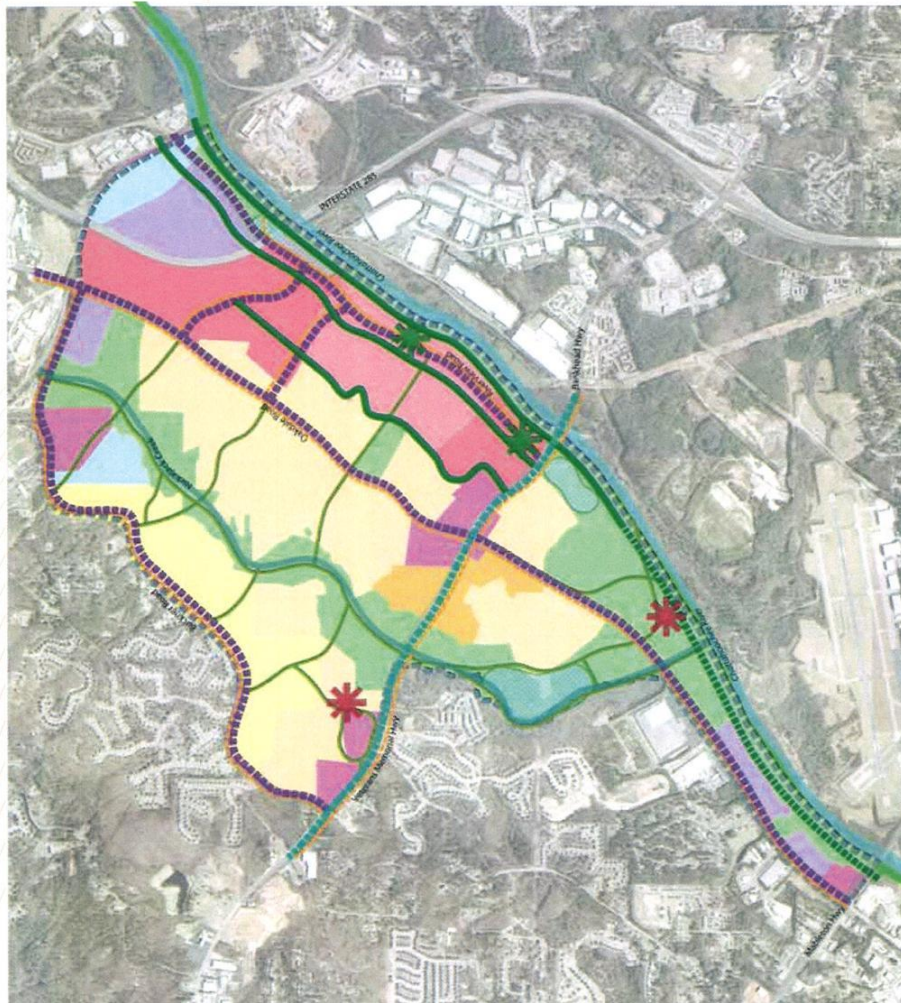
- Maintain active oversight of the development of the River Line area
- Change land uses to better reflect the desired community-friendly character of the area
- Ensure future development consistently embodies the desired character of the area
- Develop programs and policies to encourage the preservation and maintenance of the shoupadés and other historic resources found along the River Line
- Promote historic-based tourism
- Encourage low-impact development
- Improve existing parks and develop new accessible parkland in the River Line area
- Develop a system of trails to provide greater opportunities for recreation and non-vehicular transportation
- Ensure local and regional transportation plans reflect the desired community-friendly character of the area
- Develop a network of bicycle paths to provide greater opportunities for non-vehicular transportation

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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Master Plan

November 2009

RIVER LINE MASTER PLAN**COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**

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Corridor Study

2006

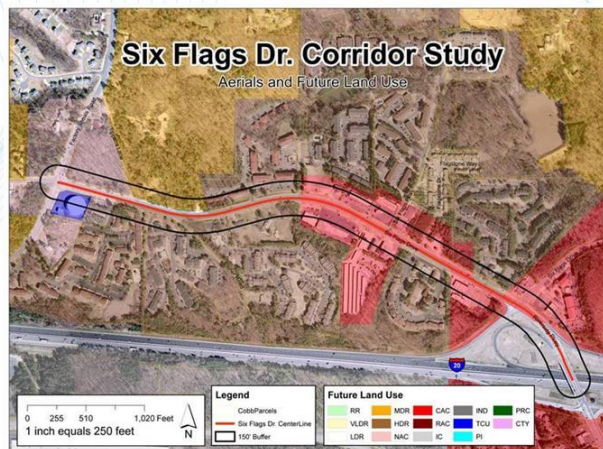
SIX FLAGS ROAD CORRIDOR PLAN

INTRODUCTION

In September 2005, the Cobb County Department of Transportation hosted a workshop on pedestrian safety and mobility along Six Flags Drive in southern Cobb County. The workshop was facilitated by the Atlanta Regional Commission (ARC) via its Walkable Communities initiative.

Based on the finding of this workshop the Planning Division developed this study in 2006, which examined the relationships between land use patterns, transportation infrastructure and public safety along the corridor.

MAP



WHY...

The purpose of this study is to examine existing land uses, zoning, and future land use recommendations in order to determine whether or not policy changes would be appropriate. The following is a breakdown of each individual section of the document:

Methodology: Provides a basic overview of the tools and techniques used to carry out the study.

Community Profile: Provides background information on the study area; Includes information on existing conditions within the study area such as demographics, housing stock, commercial/retail uses, etc.

Concept Plan/Recommendations: Provides detailed strategies and action items to be considered for implementation within the study area.

Implementation: Provides information on ways to apply the strategies brought forth within the Concept Plan and Recommendations section of this document.

RECOMMENDATIONS

The concept plan for the Six Flags Drive corridor focused on creating a *sense of place* for the area. The area is within a zip code (30168) that is associated with the City of Austell, though it is not physically located with the city's boundaries. The overall theme of the concept plan is to transform the corridor into a destination/activity center, complete with parks and greenspace, new multi-family housing opportunities, and new mid-range retail outlets.

Considering the fact that issues regarding transportation infrastructure were the primary factors leading to the initiation of this study. The following is a listing of recommended projects and improvements that we believe will assist in increasing the attractiveness of the study area:

- Sidewalks (5' wide concrete), with Pedestrian Refuge Islands
- Bus Stop and intersection improvements
- Decorative Streetlights
- Pockets Parks
- Raised Medians
- Connecting sidewalks
- Aesthetic Features - Six Flags Drive main corridor, South Cobb Recreation Center to Riverside Parkway/Interstate 20
- Street Grid Network
- Intersection Improvements

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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LCI Study
2012

SIX FLAGS LCI STUDY

INTRODUCTION

The Six Flags Livable Centers Initiative (LCI) Study offers and analyzes public and stakeholder input and provides recommendations on transportation, land use, and economic development with an eye towards sustainability for the study area in southeast Cobb County.

Cobb County was awarded this LCI grant by the Atlanta Regional Commission to further the efforts made through various other studies in the area and to present the community with implementable projects and policies to enhance the area. This study was done to identify new opportunities within the study area.

MAP

WHY...

The overall purpose of this study is to develop a master plan for multi-modal transportation options, a mix of compatible but varied land uses that are supported an economic analysis and an implementable five year program.

GOALS AND RECOMMENDATION

The goals of the Six Flags LCI study were presented in three main categories. Land use, transportation and economic development. The top goal within each of the above category is as follows:

Land Use - Create a safer community for residents and visitors.

Transportation - Develop and prioritize a network of paths for non-motorized vehicles and pedestrians by interconnecting existing sidewalks and introducing new paths/sidewalks/trails for major routes & corridors.

Economic Development - Attract office jobs in regionally competitive industries such as professional and technical services, health care, and educational services.

There are two overarching recommendations that emerged from assessing all of the input to this process:

- The community has members who are very engaged and searching for a way to help the area succeed. It is recommended that this group initiate the formation of a Six Flags Community Task Force.
- The second recommendation is that the requirements for additional police resources be evaluated and that funding opportunities to support this growth in police presence be identified and sought.

COMMUNITY INPUT

Based on the community input the top goals, regardless of category are:

Attract community serving retail uses, such as grocery stores, banks, and sit-down restaurants.

Encourage the redevelopment of older apartment complex properties along Six Flags Drive.

Create a safer community for residents and visitors.

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Redevelopment Plan

January 2012

SOUTH COBB IMPLEMENTATION STRATEGY**INTRODUCTION**

Over the past decade, there has been substantial effort and discussion that have occurred in developing a strategy for improvements in South Cobb. South Cobb is an area of immense promise and opportunity given the area's superb location, easy access to job centers, and active business and residential communities. The purpose of this report is to take the various efforts that have taken place and fold them into a clear and concise strategy for improving South Cobb quality-of-life.

The South Cobb Strategy keys in on three main initiatives that, as separate entities, can impact their local surroundings, but when combined together can have a transformative effect of improving the lives and economic conditions for the community. They include Mableton, the Six Flags area, and the River Line.

**WHY CREATE THIS STRATEGY?**

Local and state elected officials assembled a team and requested involvement of community partners to develop a strategy and communication tool to help South Cobb develop a clear concise action. In effect, Cobb County is trying to build new market share and improve the lives, spirits, and living conditions of those that reside in these neighborhoods. In addition, the effort includes a means to collaborate with other area partners to improve education, increase social capacity, and coordinate non-profit organizations to foster community improvements. Together these efforts will leverage public, private, and non-profit capabilities into an area that is in need of revitalization. By taking a holistic approach to community revitalization, the active partners will help to ensure that the mistakes of the past are not replicated.

SOUTH COBB DEVELOPMENT NODES

The three South Cobb Development Nodes (Mableton, Six Flags, and River Line), are like a three legged stool, each is holding its own and together they can create a stable, safe, and reliable place. If these three areas are balanced, then the goals set for each unique character area will be supportive of one another.

Mableton

The Mableton Implementation Strategy is a visual depiction of the Illustrative Master Plan created by the residents, businesses, and stakeholders in the Mableton community. Mableton is a community with good existing structure including a well proportioned street grid around Church Street and an organic network of roads that have developed over time closer to Floyd Road. The Implementation Strategy proposes a number of additional street connections that will blend the two street methodologies in a manner that improves connectivity for all modes or travelers (vehicles, pedestrians, and bicyclists). In addition, one of the main components of the strategy is to increase the number of civic spaces, as you would see in many historic towns. This is accomplished through the addition of greens, squares, community gardens, and pocket parks throughout the community. Finally the implementation of this vision is based upon four main "development" sites, which are the North Quadrant, Town Center, Mableton Elementary, and the Old Town Center. These four strategic quadrants have potential to establish clearly defined pilot projects and character that together form the new Mableton community.

Six Flags

The Six Flags Implementation Strategy lays out a scenario that concentrates revitalization efforts into two areas. The first is along Six Flags Drive between Factory Shoals Road and the I-20 Interchange. The second is south of I-20 adjacent to the Six Flags Over Georgia Amusement Park. In order to activate the redevelopment along Six Flags Drive, it is necessary to change the existing dynamics. The core area of the Six Flags Drive Node has a high concentration of apartment communities that are nearing the end of their life span. The property owners have not reinvested in their properties and as a result rents are low, vacancies are high, and crime is increasing. Using NSP3 funds, the South Cobb Redevelopment Authority, Cobb County, and the Cobb CDBG (Community Development Block Grant) Program can work together with local charitable foundations to initiate a catalyst redevelopment project. All means will be taken to ensure that responsible residents will be able to remain in the community, if they wish, so that we are not destroying the existing community fabric where networks and bonds have been established.

River Line

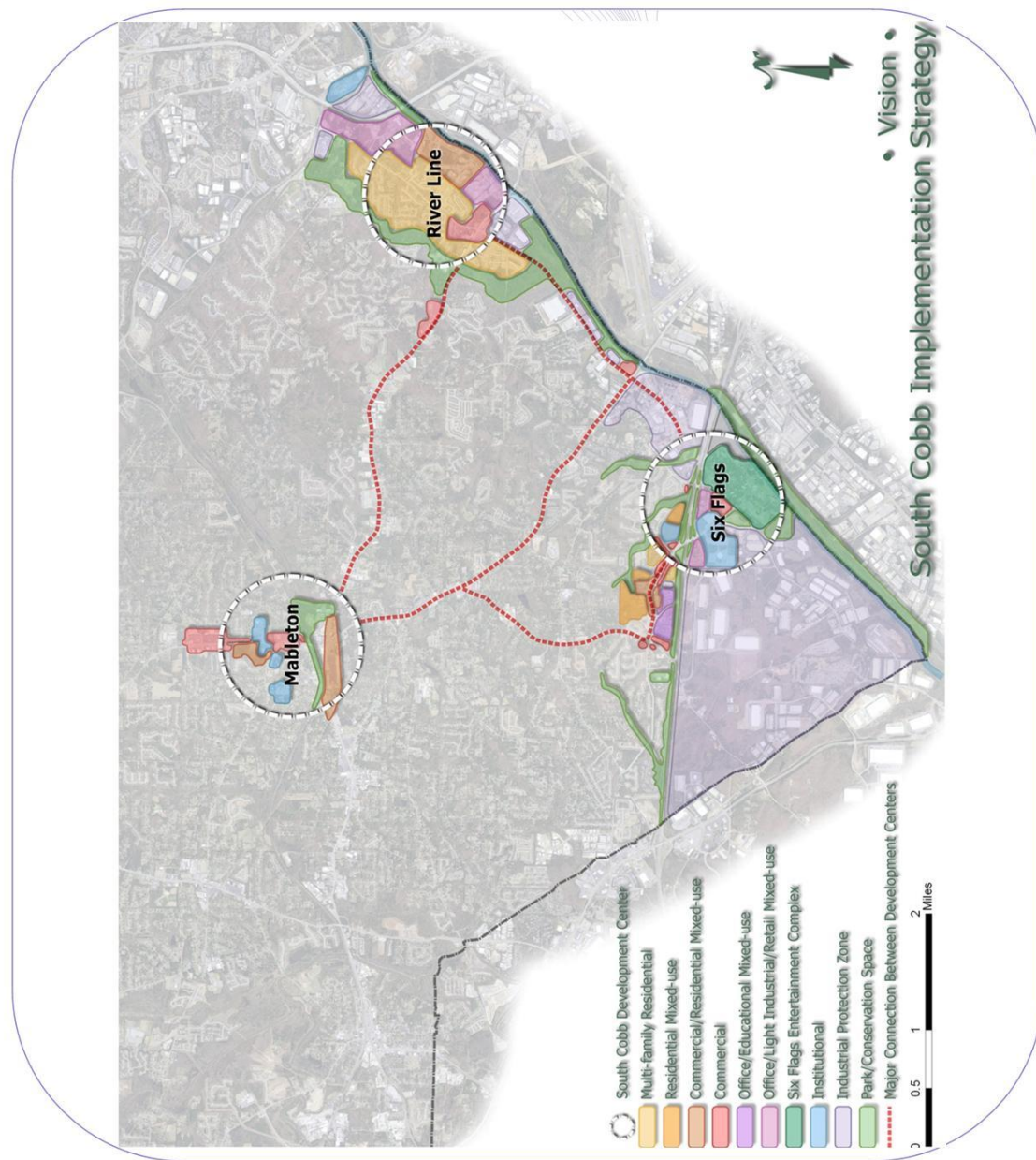
The River Line Implementation Strategy is a layout of how land use, transportation, historic preservation, and natural resource protection can all work together to build community spirit, support redevelopment, and stabilize a community. The area greatly benefits by being adjacent to the Chattahoochee River, it has convenient access to I-285, and is in the vicinity of stable industrial job opportunities. The River Line Area must balance the needs of the existing residents and the existing industrial businesses so that both will be able to prosper all while respecting the topographic and hydrologic challenges that occur being adjacent to the Chattahoochee River.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**1**

For more information: Planning Division, Cobb County Community Development,, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

Redevelopment Plan

January 2012

SOUTH COBB IMPLEMENTATION STRATEGY

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

Master Plan

July 2012

VININGS VISION A MASTER PLAN FOR A GEORGIA HISTORIC COMMUNITY

INTRODUCTION

Vinings is a unique community located in the southeast part of Cobb County inside I-285. It has a historic core that has developed into a high-end, low density, residential community that is now surrounded by more intense and high density uses.

The Vinings Vision was adopted by the Cobb County Board of Commissioners in July 2012 after a lengthy planning process. The goal was to produce a plan specific to the community's needs.

The planning process included four public meetings. Plan themes, goals and objectives were identified. The final document included an existing conditions analysis, a vision, concept plan, and recommendations and an implementation program.

The recommendations and implementation program included short, mid- and long-range goals.



VININGS COMMON



WHY...

The Vinings Vision Plan was a Cobb County Board of Commissioner request. The Vinings community had expressed interest in creating long range strategies for the community.

The Vinings Village has never been incorporated, but there has always been a strong sense of identity and sense of place associated with the area by the residents and businesses.

While there are many studies for the areas surrounding Vinings, none had ever focused solely on the issues related to the core of Vinings. These issues are wide-ranging that include land use, transportation, historic preservation, natural resources and maintaining a sense of place.

With the community's input, the final document was able to address many of Vinings' most pressing concerns.

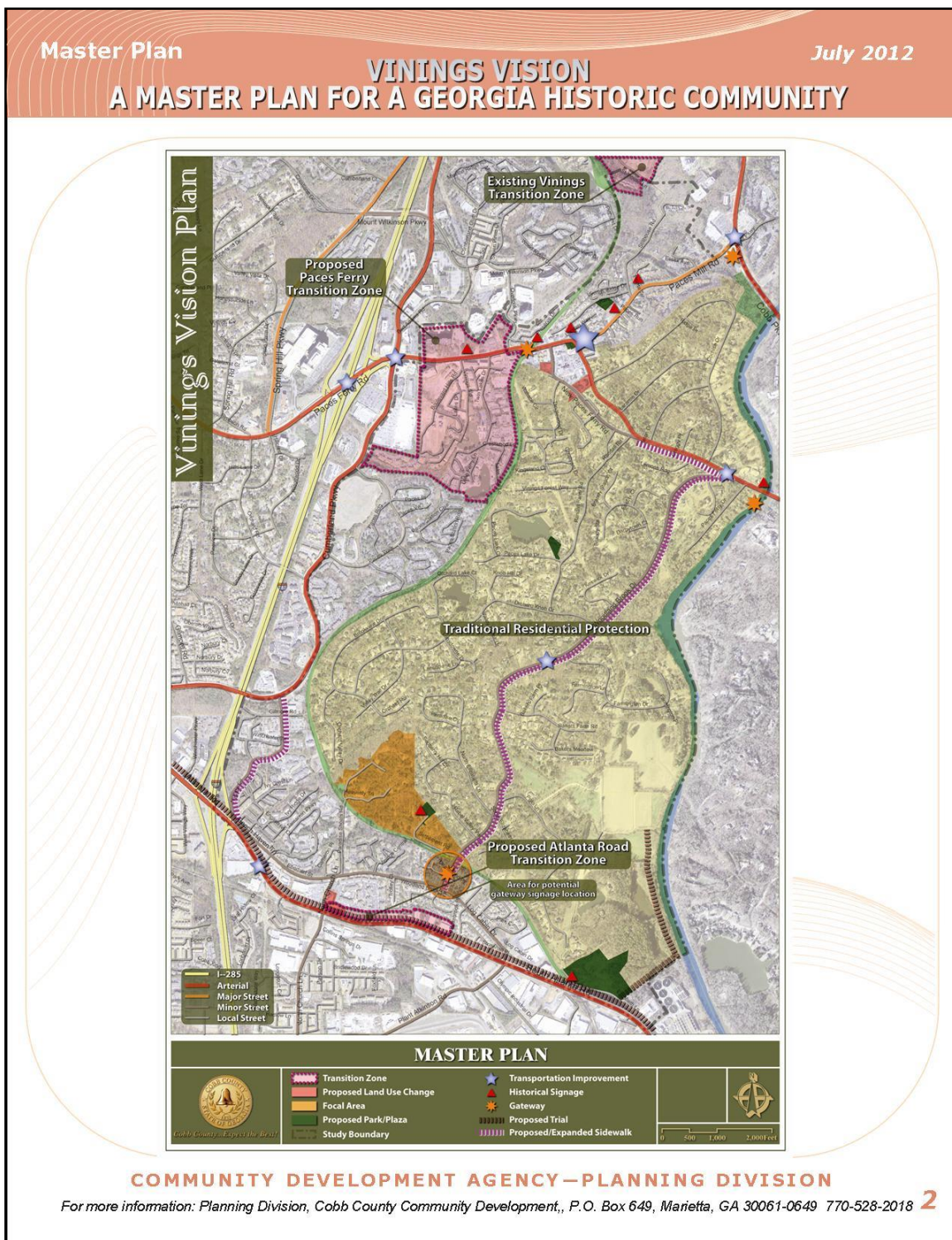
RECOMMENDATIONS

The recommendation and implementation program included items under multiple topics, including traffic, bicycle/pedestrian infrastructure, land use, natural environment, community facilities, historic preservation, aesthetics and sense of place. Many of the proposed projects will require community fundraising and partnerships. Below are some highlights.

- Make road improvements at the Paces Ferry Road and New Paces Ferry intersection, including new left turn lane from Paces Ferry to New Paces Ferry
- Roundabout at Woodland Brook Drive and Paces Ferry Road with pedestrian-friendly features
- Signalized crosswalks and pedestrian improvements at Paces Mill Road and Paces Ferry Road
- Create two new transition zones along Paces Ferry Road and Atlanta Road
- Acquire land for Vinings Commons (plaza) at the corner of Paces Ferry Road and Paces Mill Road
- Create historic trail with interpretive signage and wayfinding signage incorporated into streetscape
- Streetscape on Paces Ferry Road, Paces Mill Road and New Paces Ferry Road
- Erect signs at four Vinings gateways

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018 **1**



November 2014


COBB COMPETITIVE EDGE

ABOUT

The Cobb Competitive Edge is a comprehensive strategy for economic development led by the Cobb Chamber of Commerce. The EDGE was introduced in 2012 and is a partnership between the business community, local development authorities and the six cities located in Cobb County. The goal of the EDGE is to market Cobb County to prospective businesses and strengthen the economy by recruiting and retaining jobs. The EDGE includes an implementation plan that identifies seven seeds or areas of focus, seven benchmarks for success and seven targeted industries that are conducive to the economy and quality of life that currently exist in Cobb County.

TARGET INDUSTRIES

1. Aerospace and Advanced Equipment Manufacturing
2. Information Technology and Software
3. Professional and Business Services
4. Wholesale Trade
5. Healthcare Services
6. Travel and Tourism
7. Bioscience



COBB'S COMPETITIVE EDGE

SEVEN SEEDS


The EDGE strategy includes seven specific goals ranging from creating jobs, marketing the County and creating a sense of place.

- Seed 1:** Retaining & Expanding Existing Business
- Seed 2:** Encouraging Entrepreneurship & Aiding Small Business
- Seed 3:** Marketing Cobb & Projecting a Positive Image
- Seed 4:** Developing, Recruiting & Retaining Talent
- Seed 5:** Investing in Transportation Infrastructure & Traffic Relief
- Seed 6:** Support & Coordinate Redevelopment Efforts
- Seed 7:** Cultivating Community Identity & Sense of Place

BENCHMARKS

The Cobb Competitive Edge contains a strategy which includes seven benchmarks to be accomplished by 2018. They include:

1. Creating 7,500 new jobs
2. Increasing payroll earnings and income by \$420 million and \$7,000 per capita
3. Reducing unemployment to 5.5%
4. Increasing public school graduation rates by 4%
5. Increasing the number of college-bound students in Cobb County by 7%
6. Increasing the number of existing industry site visits from 30-100 annually
7. Increasing quality of life as measured by Kennesaw State University's Quality of Life Survey



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

For more information: Planning Division, Cobb County Community Development,, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

1

Corridor Study

2009

AUSTELL ROAD ACCESS MANAGEMENT PLAN**INTRODUCTION**

In July 2007, Cobb County completed a LCI Study for the Austell Road Corridor in which several recommendations were given. One of the results of the prior LCI study effort was the inclusion of a transportation systems recommendation to develop an Access Management Plan.

Access Management (AM) is the systematic control of the location, spacing, design, and operation of driveways, median openings, interchanges, and street connections to a roadway. Access Management involves roadway design applications, such as median treatments and auxiliary lanes, and the appropriate spacing of traffic signals.

**WHY...**

The primary goal of the study is to produce a versatile planning tool that can be used to prevent future access problems and to provide solutions to current access dilemmas. The purpose of this planning effort is to evaluate roadway design and access characteristics and propose access changes that improve the safety and operation of the corridor. Considerations included median closures and improvements, signal location, auxiliary lanes, site access, land use concepts and improvements to the supporting roadway network.

RECOMMENDATIONS

Recommendations for the Austell Road Access Management Plan consist of a number of different types of projects. The recommendations also include potential new roadways, changes to the median, driveway closures, and pedestrian projects. Listed below is a few of the recommended projects:

- Widen Austell Rd to 6 lanes from Windy Hill Rd to Veterans Memorial Hwy.
- Extend 2 lanes on Brookwood Dr to Veterans Memorial Hwy (US 278/US 78/SR 5).
- Widen Floyd Rd to 4 lanes from Austell Rd to Hicks Rd.
- Realign Hurt Rd at Floyd Rd intersection.
- Roadway operation upgrades for Clay Rd from Austell Powder Springs Rd to Austell Rd.
- Add a wider shoulder on the northeast side of the Austell Rd & Mulkey Rd intersection so that U-turns can be made more easily.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION**1**

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

LCI Study
July 2007

AUSTELL ROAD LCI

INTRODUCTION

The Austell Road Corridor Livable Centers Initiative Study is a Multi-disciplinary planning study carried out by Cobb County with partial funding from the Atlanta Regional Commission (ARC). The vision motivating this effort is to revive the spirit and strength of this street and the neighborhoods, businesses and activity centers that it links together. The study supports the implementation of the Cobb County Comprehensive Plan by seeking to:

The study area for the Austell Road Livable Centers Initiative Study is a four-mile long segment of Austell Road stretching from Leila Street to Callaway Road. The study area is approximately 1/2 mile in width.

MAP

WHY...

The purpose of the study is to develop an implementable plan that will serve as a blueprint for addressing transportation, lands use, economic development and community design issues in a holistic way. The emphasis is on creating livable environments as well as efficient vehicular movement and more efficient utilization of existing infrastructure.

RECOMMENDATION

The recommendation of this study fall into five areas. Below is a summary Of each areas and the top areas of focus. Full detail and description of each recommendation can be found in the study document:

- **Transportation improvements for all modes of travel**
SPLIST Projects
New Intersection Improvements
Access Management Strategies
- **Better land use regulations and incentives**
Changes to Future Land Use Map
Changes to Zoning Ordinance
- **Community design features**
Austell Road Streetscape
Design Plans for "Catalyst" Sites
- **Neighborhood preservation and housing**
Better Land Use Transitions
Infill Development Regulations
Code Enforcement
- **Community organization strategies**
Creation of Neighborhood Stabilization
Develop a Business Association
Partnering with Existing Community Organization

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

1

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

Corridor Study

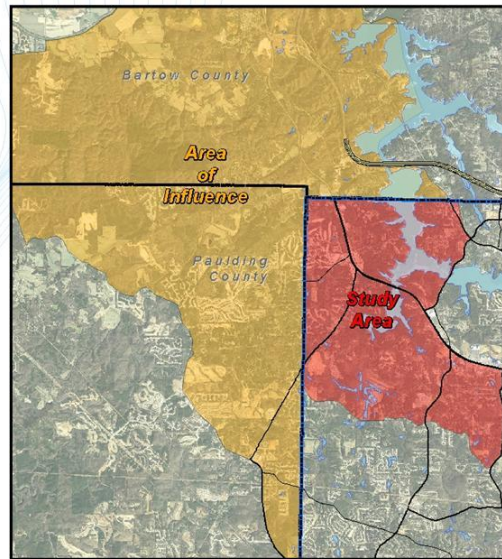
August 2014

NorthWest Cobb Land Vulnerability Analysis

INTRODUCTION

The Northwest Cobb Land Vulnerability Study is a collaborative effort involving various departments within Cobb County as well as the community. The Community Development Planning Division was the lead in the effort with other departments providing technical assistance including the Department of Transportation and Water Systems as it relates to transportation, stormwater and sewer. To ensure the study is successful and reflects the community's character and ideas, residents and business owners in and around the study area were a valuable and informative asset to this plan. The Primary tasks for the vulnerability analysis included an existing conditions report, community involvement, and a concept plan that was approved by the Board of Commissioners and included in the Cobb County 2030 Comprehensive Plan.

MAP



WHY...

The Northwest Cobb Land Vulnerability study area is in a challenging area of Cobb County. There are environmentally sensitive lands. There are incompatible land uses along with three highly traveled arterial roadways and proposed new transportation projects. There are emerging new developments that will impact the study area and there is an intergovernmental water agreement with capacity limits. With the new and growing infrastructure, the attraction of Lake Allatoona, and the new commercial developments there is expected growth for northwest Cobb County.

The goal of this report was to examine, identify, and modify incompatible land uses with respect to existing and changing conditions that could influence this area over the next 10 to 20 years. These influencing forces include incompatible land uses, commuter traffic, new and improved transportation facilities, commercial and residential developments, and environmental factors related to stormwater runoff and lake Allatoona.

RECOMMENDATION

By Implementing the Northwest Cobb Land Vulnerability plan the goal of modifying incompatible land uses and adding new policy direction within the 2030 Plan will be achieved and guidance on future development will be recognized and to an extent predictable for the county, property owners and more importantly the community. This plan provides a proactive approach to guiding and controlling future growth for north west Cobb County.

The Northwest Cobb Land Vulnerability Analysis includes a "Framework" that guides the future of northwest Cobb County. The "Framework" plan's strategy is outlined by three major elements that make up the recommended vision for the study and is summarized within the Northwest Cobb Land Vulnerability Study Implementation Plan.

The Implementation Plan focuses on modifying land use changes and adding new policy text to better align this area of the county to the market realities that are expected.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

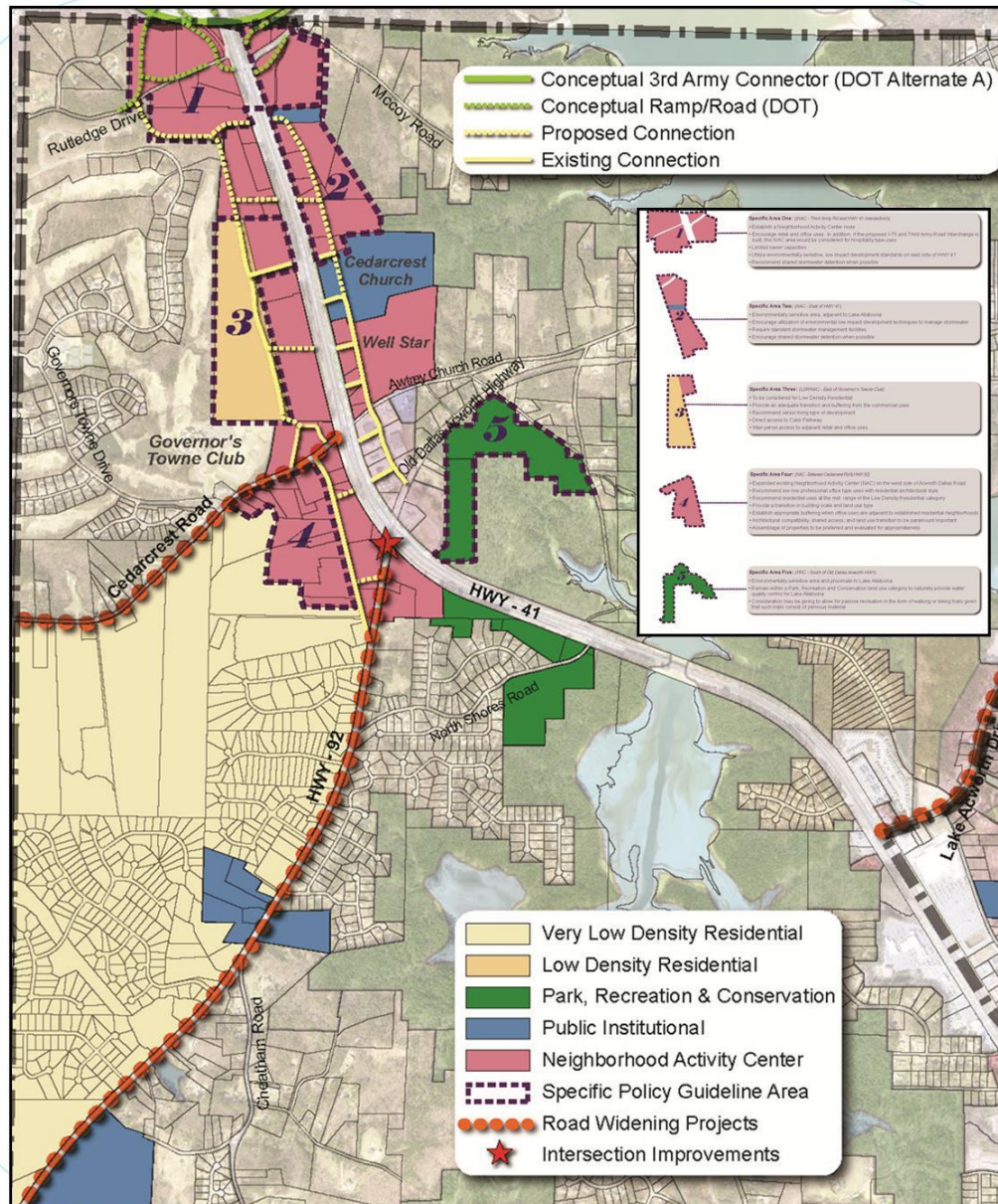
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Corridor Study

August 2014

NorthWest Cobb Land Vulnerability Analysis



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

LCI Study

Adopted 2004
Five-year Update 2009
Ten-year Update 2015

TOWN CENTER LCI PLAN

WHY CREATE THIS PLAN?

The rapid growth occurring in this LCI area, although desired, has caused increasing problems with congestion, mobility, and accessibility due to development patterns required by previous policies and regulations. LCI program provides a best opportunity for Town Center Community Improvement District (TCCID) to solve these problems by offering to fund the LCI study and transportation implementation. The main goals of this study are to integrating land use, urban design, and transportation to overcome the obstacles caused by them; to building on community support; to get the LCI funding for the implementation; and to stimulating locally driven opportunities.

INTRODUCTION

The TCCID, situated around interstates 75 and 575, is an attractive location for commercial and office establishments, as well as residential development. This area serves as an activity center for most of northwestern Cobb County, Marietta, Kennesaw, and southern Cherokee County, and as a regional activity center for the Atlanta metropolitan area.

In 2003, the TCCID initiated a master planning process for the entire CID resulting in a strategic plan which identified a 'core' area where new development and redevelopment are most likely to occur within the CID. In 2004, the TCCID requested and received a Livable Centers Initiative (LCI) grant to create a LCI master plan, supported with a detailed action plan for this core area or called SuPurb study area. The LCI program funds planning studies for local jurisdictions to develop transportation-efficient land use plans that promote development and redevelopment and increase transportation in activity and town centers.

The Town Center SuPurb LCI Plan 5-year Update has been made on 2009 as an evaluation and appraisal report toward the implementing LCI plan over the last 5 years (2004-2009) as well as updating specific objectives and action items regarding the next 5-year Action Plan (2009-2014).

In 2014 TCCID and the City of Kennesaw received ARC LCI grant to complete a joint study for a major LCI Study Plan Update. Market demands in the TCCID have greatly changed since the previous LCI initiative. Kennesaw State University (KSU) has seen tremendous growth. As growth pressure continues, the new study/plan needs to understand the market demands and the community's goals to develop in a way that meets these needs.

PLAN BRIEF

The primary purpose of the TCCID LCI study of 2004 was to create a vision with implementable steps that, when undertaken, would promote great livability, improve mobility, and provide for residential and commercial development alternatives within the study area. There were six key sites in the Framework Plan for future investment:

- Town Center Mixed-Use Village
- High-Density Office Mixed-Use
- Transit (BRT) Center Development
- Chastain Mixed-Use
- Noonday Creek Residential Village
- Town Center Trails/Open Space

The Town Center village and BRT station had been selected among six key sites as the focus areas build upon the Framework Plan and illustrate the specificities of building type, density, and design character for key areas within Town Center. On the whole, the Framework Plan defined a vision for creating several new "urban" neighborhoods, connected by a more walkable core and a new "downtown" for the Town Center area. The Action Plan provided detailed action steps required to implement the SuPurb.

The LCI Plan five year Update 2009 served as an evaluation and appraisal report summarizes all progress toward implementing the Town Center SuPurb LCI plan in the previous five years regarding transportation initiatives, housing and other local initiatives, progress on three key development focus areas, and new developments. The new 5-Year Action Plan had been updated and continued to be the guide for implementing the Town Center LCI plan.

The 2015 TCCID LCI Plan seeks to develop an innovative regional district that promotes a diverse mix of uses, capitalizing on the growth of KSU, partnerships between public, private and educational entities, and growth of area amenities to attract a diverse 18-hour live/work/play/learn/innovate community. The key concepts of the visionary master plan includes six major components:

- TCCID LCI Overlay District: encourage mixed use, and well-connected infill development and redevelopment throughout the study area.
- Town Center Park and Restaurant/Retail Row: develop a phased entertainment amenity in the center of the CID with access to the Noonday Creek Trail and regional shopping.
- Chastain Road Entertainment District: continue to encourage growth by investing in pedestrian friendly connectivity and infrastructure.
- Transit Oriented Development Opportunities: focus on mixed use and high density growth at four key development nodes in concurrence with proposed Connect Cobb Express Bus stations within the study area.
- 7 Mile Loop Project (Noonday Creek Trail): create a scenic and natural connector to make the trail accessible to more types of community recreation, such as cycling, walking or jogging.
- Transportation: a series of improvement to upgrade road streetscape, bike, pedestrian, trail, and public transit system, .

Five to ten year incremental phasing is provided to implement the visionary plan in a comprehensive, realistic manner.

The implementation strategies are laid out for implementing the master plan including organization, funding, and resource recommendations for individual projects. Five-year action plan schedule includes all the recommended projects/initiatives which itemized Housing, other local initiatives, economic development, transportation priority projects and so on with cost estimates, responsible parties, and potential funding sources included.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

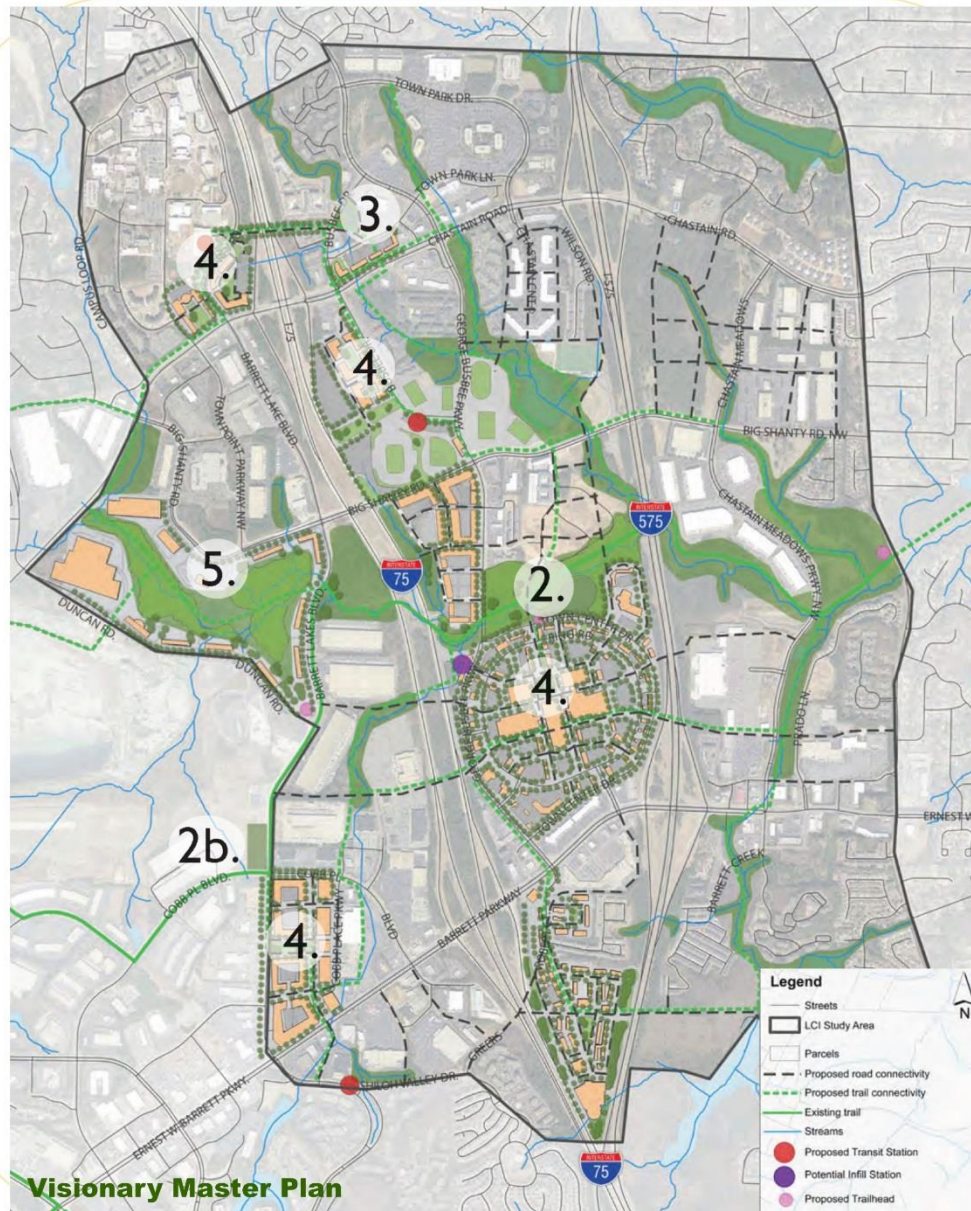
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For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

LCI Study

TOWN CENTER LCI PLAN

Adopted 2004
Five-year Update 2009
Ten-year Update 2015



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

2

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

Master Plan
2014

COMPREHENSIVE TRANSPORTATION PLAN

INTRODUCTION

Cobb County's Comprehensive Transportation Plan (CTP) is done regularly in cooperation with the county's six cities. The most recent update to the plan (CTP Update 2040) began in April 2013 and is scheduled to be completed late 2014 or early 2015.

The data and findings described as part of the overall document provide a foundation for identifying specific strategies to maintain and improve Cobb County's transportation system in both the near term and long term future.

The CTP process involves a comprehensive public involvement process that includes a interactive website (www.cobbinmotion.com), video, considerable individual stakeholder interviews and stakeholder and technical committees.

Recommendations will be divided between short term and long term. Funding sources and estimates are to be considered and included.



COBB COUNTY | UPDATE 2040
COMPREHENSIVE
TRANSPORTATION
PLAN

WHY...

Cobb County is a major center for residential, commercial and industrial growth within the Metropolitan Atlanta region, as well as an important through route for tourism, freight and business travel—all of which taxes the county's transportation network capacity.

The Comprehensive Transportation Plan (CTP) was prepared to serve as a blueprint for transportation investments—automobile, transit, freight, pedestrian and bicycle—by Cobb County and its municipalities for the next 25 years.

The county's transportation system has been expanded over time to serve a growing economy and population of the county, and is now substantial with major roadways in place to serve future generations. As development patterns continue to solidify and undeveloped land becomes scarcer, additional transportation capacity will come more from improving existing corridors rather than the construction of completely new major travel corridors.

REMAINING SCHEDULE

- July 2014—Scenario Planning and Evaluation
(includes Performance Evaluation, Health Impact Assessment and Economic Impact Assessment)
- August 2014—Conclude Scenario Planning and Evaluation and begin developing Recommendations
(includes Funding Analysis, Priority Screening Tool and CTP Phased Implementation Plan)
- September 2014—Draft Unconstrained Plan and Constrained Plan; Recommendation Report
- October 2014—Conduct Board of Commissioner and City Council Briefings; Continue Stakeholder and PI Outreach Involvement
- November 2014—Summary Report
- December 2014 and April 2015—Finalize Summary Report; CTP Adoption by County and Cities

DEPARTMENT OF TRANSPORTATION—PLANNING DIVISION

For more information: Planning Division, Cobb Dept. of Transportation, 1890 County Services Pkwy, Marietta, GA 30008 770-528-1600

February 2015

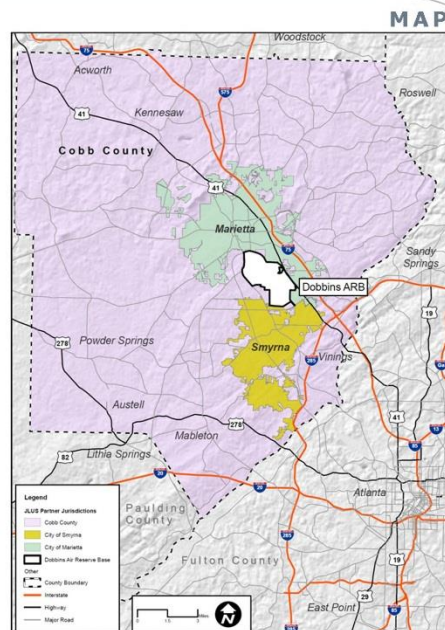
Dobbins Air Reserve Base Joint Land Use Study

INTRODUCTION

The Dobbins Air Reserve Base Joint Land Use Study was conducted as a collaborative planning effort that included Cobb County, City of Marietta, City of Smyrna and Dobbins ARB.

The JLUS planning process was designed to create a locally relevant plan that builds consensus and obtains support from the various stakeholders involved.

The JLUS was undertaken in an effort to develop a set of recommendations that would prevent or mitigate encroachment in the areas surrounding Dobbins ARB. The JLUS recommendations help protect the installation military missions; the public health, safety, welfare, and quality of life; and economic viability of surrounding communities.



WHY...

The intent of this planning effort is to establish and foster an on-going working relationship among Dobbins ARB and neighboring communities. The JLUS was developed under the guidance of three main objectives:

UNDERSTANDING. Increase communication between the military, local jurisdictions and stakeholders to promote an understanding of the strong economic and physical relationship between Dobbins ARB and their neighbors.

COLLABORATION. Promote collaborative planning between the military, local jurisdictions, and stakeholders in order to ensure a consistent approach in addressing compatibility issues.

ACTIONS. Develop and implement strategies for reducing the impacts of incompatible activities on the community and military operations.

RECOMMENDATION

The heart of the Dobbins ARB JLUS is the set of 83 recommended strategies that address compatibility issues. Since the Dobbins JLUS is the result of a collaborative planning process, the strategies represent a true consensus plan. The strategies developed are uniquely tailored for this JLUS and respect the local context. The strategies cover a variety of compatibility issues, including anti-terrorism, communications, land use, light and glare, safety, noise and vertical obstructions. Some of the recommendations include:

- Coordinate with GDOT to provide roadway improvements along South Cobb Drive to prevent vehicles from crashing into the Dobbins ARB perimeter fence
- Establish a JLUS Implementation Coordination Committee to provide oversight and monitoring of the JLUS implementation
- Consider amend zoning codes to include sound attenuation in construction of new buildings in Noise Zones
- Develop a 3-D Imaginary Surfaces Model to assist the jurisdictions in considering code amendments to further enhance military computability structures

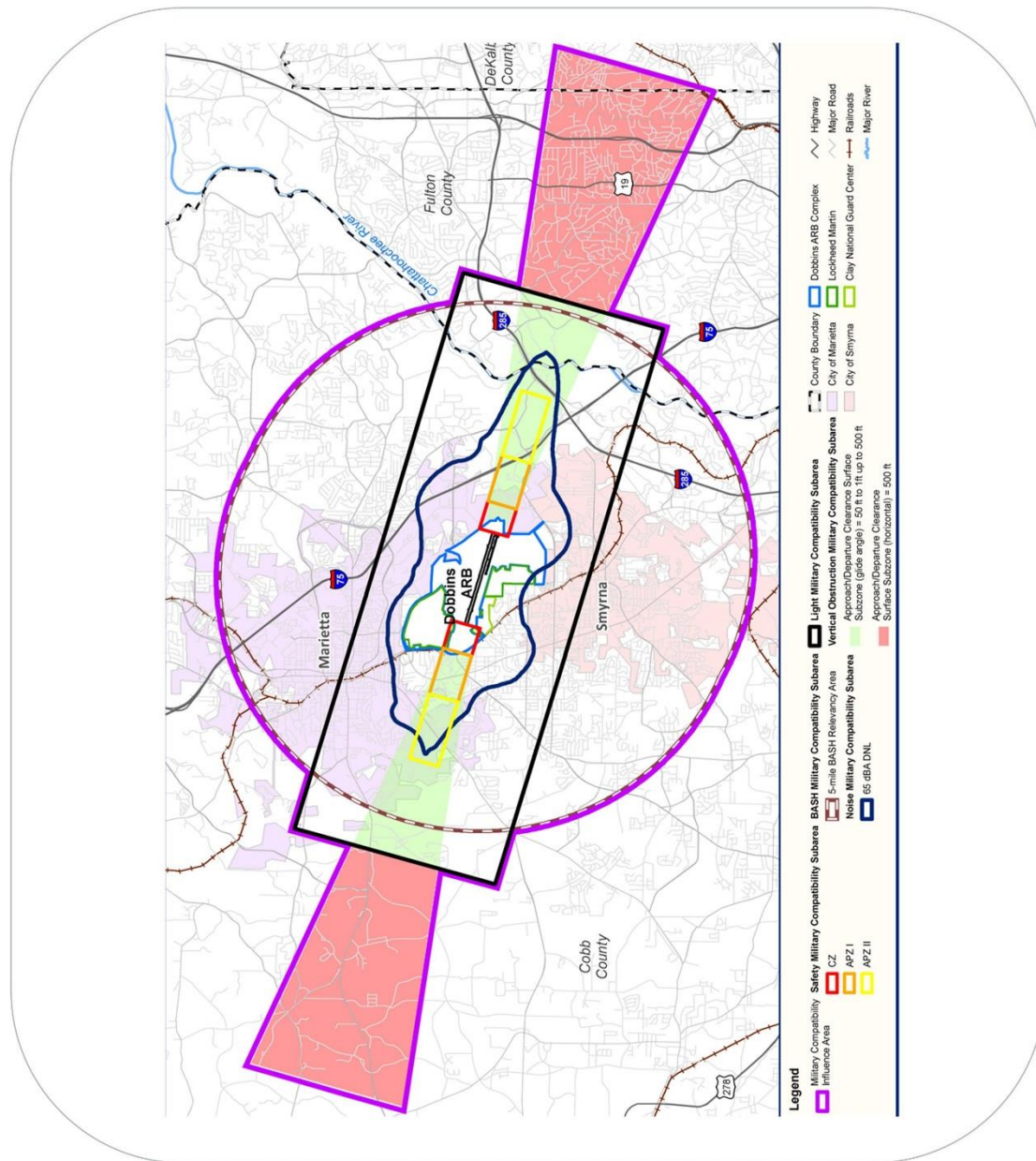
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February 2015

Dobbins Air Reserve Base Joint Land Use Study



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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Master Plan

Updated 2015

Powers Ferry Master Plan

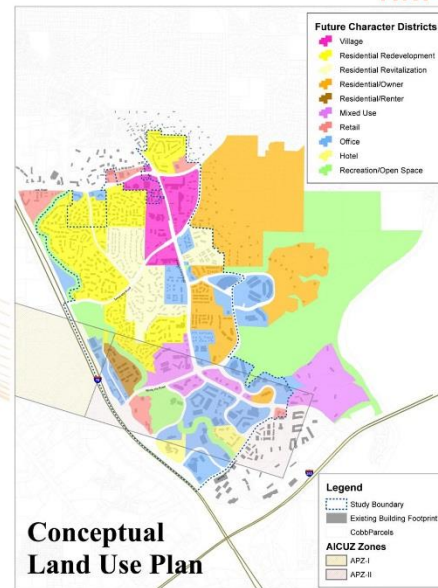
INTRODUCTION

The Powers Ferry Road Master Plan is a mid-to-long range plan that will accommodate future growth and improve the quality of life for residence, employees and visitors of the area.

The study area has excellent access to the interstate highway system and includes a network of five interconnected arterial roadways. There has been considerable investment over time in residential, commercial, and office development. Residential developments consist of a blend of older and new townhome and condominium developments with few single-family homes. Commercial developments have access to at least one of the five arterials with a strong retail focus on the northern edge of the master plan area and office development concentrated within the Cumberland Community Improvement District on the southern end.

Originally approved in 2010, this plan was updated in 2015.

MAP



WHY...

The primary purpose of this plan is to effect change in an urban/suburban environment by creating a single comprehensive vision of the community's desires for the future. The plan provides an educational and decision-making tool that gives citizens, property owners, developers, and adjacent communities a clear indication of what is expected in the future for this part of the Powers Ferry corridor.

The purpose of the update in 2015 was to review the document and make sure the vision is still relevant. It provided an opportunity to address recent planning initiatives and infrastructure improvements that will affect the study area. This update also provided an opportunity for the community to remain proactive in its future development.

RECOMMENDATION

The Powers Ferry Master Plan provides a guiding vision for future growth that is based on the hopes, desires, and economic realities of the future.

The Conceptual Land Use Map serves as a broad guide to future investments and outlines the type and scale at which future developments should occur. The map contains future character districts that are defined within the Powers Ferry Master Plan.

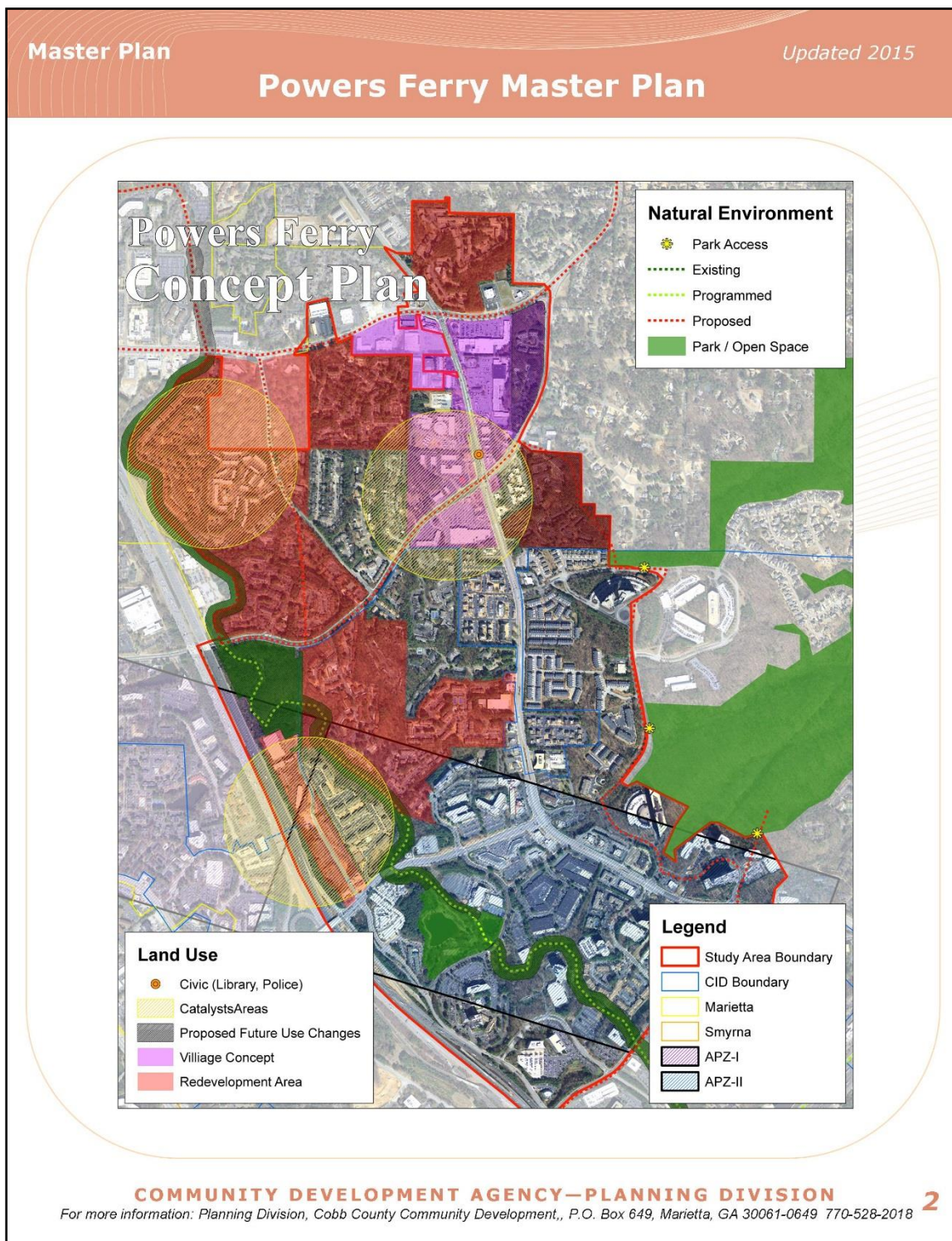
The following are some of the new recommendations from the Powers Ferry Master Plan Five-Year Update (for a full list please see the Powers Ferry Master Plan Five-Year Update):

- Investigate opportunities to relieve traffic congestion and maintain/improve LOS of Powers Ferry Road
- Coordinate with DOT to manage traffic impacts of SunTrust Park
- Investigate pedestrian safety improvements on Powers Ferry Road
- Encourage a balanced mix of housing and explore opportunities for increased home ownership in the area
- Encourage the development/redevelopment for new retail and restaurants.

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

1



Master Plan Update

The Town Center Master Plan update is ambitious in nature focusing on three aspects; infrastructure, development/redevelopment, and parks/trails, and will help the District set realistic and achievable goals for the next 5-10 years. Infrastructure improvements focus on corridor enhancements to create a safe, less congested and aesthetically pleasing roadway network. Development strategies include transforming strip centers and older developments into pedestrian-friendly, mixed-use centers. An expanded parks and trail network will continue to enhance the area and district. The master plan proposes 48 projects with a potential investment of \$57 million for short-term projects and \$108 million in the long-term.

VISION

As part of the master plan process a three-part vision for the Town Center CID was created:

1. **CAPTURE THE MOMENTUM.** The Town Center CID area is growing rapidly. Town Center has seen tremendous job growth, new housing developments, and Kennesaw State University's enrollment grow to more than 35,000 students. With new football and sports programs, the recent transition from a commuter campus to a 24/7 campus and increased desired to live on/near campus, the CID has expanded beyond projections. Cobb County International Airport is also implementing a master plan to expand the airport and runway to accommodate an enhanced fleet. Outside the CID boundary, the Northwest Corridor along I-75 has become a "power alley" of sports, with SunTrust Park and The Battery to the south and the LakePoint Sporting Complex to the north. This is a great opportunity for the CID to capitalize on the trends and investments as a regional activity center.
2. **RAISE THE BAR.** The Town Center CID should continue to raise the bar on the level and quality of development/redevelopment in the area. The district has some retail centers that are aging or outdated. Redevelopment of outdated strip centers and big box stores to mixed-use, more walkable developments will create places that people want to live, shop and eat. The CID can also raise the bar by enhancing the level of quality shopping and entertainment options within the District.
3. **CREATE A PLACE WHERE PEOPLE WANT TO BE.** The updated Master Plan recognizes the need to embrace the area's evolving brand, art and culture. Parks, trails, plazas and public gathering spaces combined with contemporary development will create a greater sense of place, identity, and attraction.

MARKET OVERVIEW

- Housing will be a short-term need in the Town Center market area to keep pace with continued population growth. New residential product within the CID should focus on for-sale and rental multifamily
- Future redevelopment of single-use retail centers could provide key opportunities to better integrate jobs, housing, and retail
- Lower than average asking rents could delay new office construction in the short term, but continued growth in key employment sectors will eventually drive demand
- Key tracts of land, offering access to infrastructure and transportation corridors, should be preserved for future employment

DEVELOPMENT/ REDEVELOPMENT PRIORITIES

- The Town Center CID should continue to look for opportunities to redevelop strip centers into mixed-use centers in more clustered, connected patterns with green space
- Redevelopment should first occur between/adjacent to I-75 and I-575 to position the highest densities in the core of the District and away from the surrounding residential
- Town Center CID should capitalize on the favorable housing market and opportunities for large or small public and private parks

INFRASTRUCTURE ENHANCEMENTS

- Priority projects certainly require vehicular improvements, but achieving a better multimodal transportation network that provides local connections to the great venues and resources in the Town Center area is vital to creating a place where residents, students, and visitors want to be
- Projects include roadway improvements, corridor enhancements, and new connections/bridges

BICYCLE/PEDESTRIAN/OPEN SPACE NETWORK

- The master plan proposes a Town Center Loop Trail that connects pedestrians and cyclists to all major Town Center destinations between KSU, Town Center Mall, Barrett Parkway, and Barrett Lakes Boulevard
- Priority projects include the Town Center Loop Trail and two public parks. Other projects include the Cobb Parkway Pedestrian Bridge, on/off-street bicycle network, and a third public park

Master Plan
JANUARY 2005

COBB SENIOR SERVICES 10 YEAR MASTER PLAN

INTRODUCTION

In January 2005, a request was made for the development of a ten year master plan to be prepared and implemented by Cobb Senior Services. This was in response to the changing demographics that would impact the future needs of Cobb County's senior population.

Care was taken to create a Master Plan Committee that represented the make up of Cobb County. Most were older citizens with the majority being long time residents of Cobb County. They have seen the County grow and know the players who have helped the county's development.

RECOMMENDATIONS


Cobb Senior Services Ten Year Master Plan: "Thriving in an Environment of Change," the adopted master plan serves as a strategy crafted to meet the challenges of the next decade. The following are a summary of recommendations by area which can be viewed in full detail in the study document:

- **Information and Education**
CSS will continue to be the voice of expressing the needs of the senior population.
- **Volunteerism**
Continue developing the Meals on Wheels ADOPT A ROUTE program.
- **Advocacy**
Create Best Practices recognition program that will showcase businesses and non-profits in the community for their efforts to support seniors.
- **Facilities**
CSS will consider a variety of options to maximize the usefulness of any planned facility – by grouping services in a shared facility if there could be benefits in efficiency gained. The new Senior Services Center located on Powder Springs Road has sufficiently met this recommendation.
- **Services**
Encourage a collaborative effort between the government, faith based, private sector and non-profits to ensure that Personal Care, Homemaker and Respite services are available to all in need and that they continue to maintain a high level of service standards.

WHY...

The purpose of the plan was to review and assess the current programs and services of Cobb Senior Services, study current demographics and trends, and make recommendations to meet future needs. A set of core values were used to guide these recommendations at every phase of planning.

The final document will be used by Cobb Senior Services to effect changes in programs, activities, and facilities and services. Action plans will also be created based on this Master Plan.



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

For more information: Planning Division, Cobb County Community Development,, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

1

Master Plan
2017

Cobb Senior Services 10 Year Master Plan

INTRODUCTION

Cobb Senior Services contracted with The A.L. Burruss Institute of Public Service and Research at Kennesaw State University to complete a community assessment of the needs and interests among Cobb County seniors and family caregivers. The primary goal of the assessment is to identify priorities and key recommendations for Cobb Senior Services' Ten Year Master Plan. This assessment, initiated in July of 2016, includes key informant interviews, phone and online surveys as well as focus groups. The areas of focus include: transportation, housing/environment, social engagement, elder abuse, caregiving, and health and wellness. The findings will be used to develop recommendations for the Ten Year Master Plan which will be put forward for the Board of Commissioners for adoption in late 2017.

REMAINING SCHEDULE

- July 2017 – Complete phone and online survey data collection
- August 2017 – Summarize and present findings and begin developing recommendations
- September 2017 – Conduct stakeholder meetings
- October 2017 – Finalize recommendations
- November 2017 – Complete Master Plan
- December 2017 – Finalize Master Plan; Present to Board of Commissioners

WHY...

The senior population in Cobb County reflects the national trend of increasing numbers of seniors comprising a greater percentage of the population. This demographic shift presents its own unique opportunities and challenges. Cobb Senior Services has sought to collect community input on the direction and approach needed to address aging issues in Cobb County. Gaining this community feedback on how to move forward is critical in light of increased demand on limited resources and budgets paired with rising health care costs nationally. The Master Plan will guide development of Cobb Senior Services' new programs and services for seniors and their caregivers.



COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

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Transportation Study

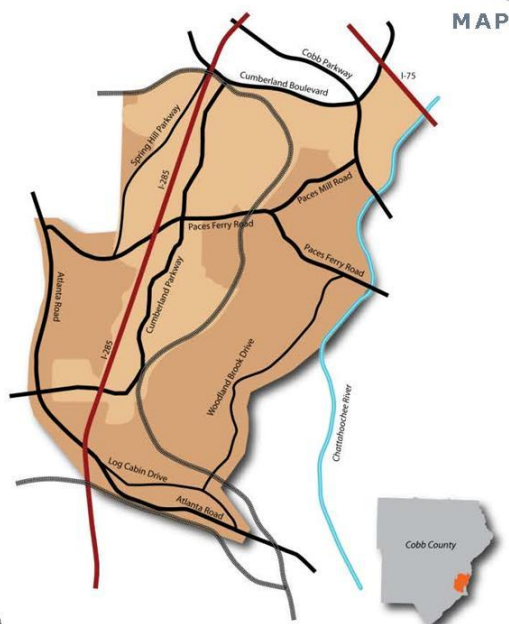
2008

South Quadrant Transportation Study (SQTS)

INTRODUCTION

As a proactive measure, the Cumberland Community Improvement District (CID) initiated a transportation study in 2007 to identify transportation issues in the area and potential measures to preserve the area's character, mobility, and accessibility. This study assesses area transportation problems and identifies potential mechanisms, including transportation infrastructure projects that can support the South Quadrant's current and future transportation mobility and accessibility needs.

The CID's South Quadrant area, which includes Vinings activity center and the Atlanta Road corridor, currently enjoys an efficient and reliable transportation network—a significant benefit that adds to the area's appeal and attractiveness for area business owners and residents. This area has been experiencing tremendous growth in residential, commercial, and office development. These development trends are expected to increase area growth and travel demand, potentially pushing the transportation system to capacity.



PROJECT APPROACH

The approach for this South Quadrant Transportation Study combines technical and nontechnical elements to identify realistic solutions for the area. The technical elements rely on facts related to existing and future travel patterns, capacity and operation of the transportation system, and potential growth and redevelopment. The nontechnical elements used in this approach include the issues, needs, concerns, and desires of the Cumberland CID and the key stakeholders in the area identified through meetings and interviews.

The study consists of three phases, which are described below:

- Phase I: Data Collection and area assessment
- Phase II: Assess future traffic demands
- Phase III: Development of study document

GOALS

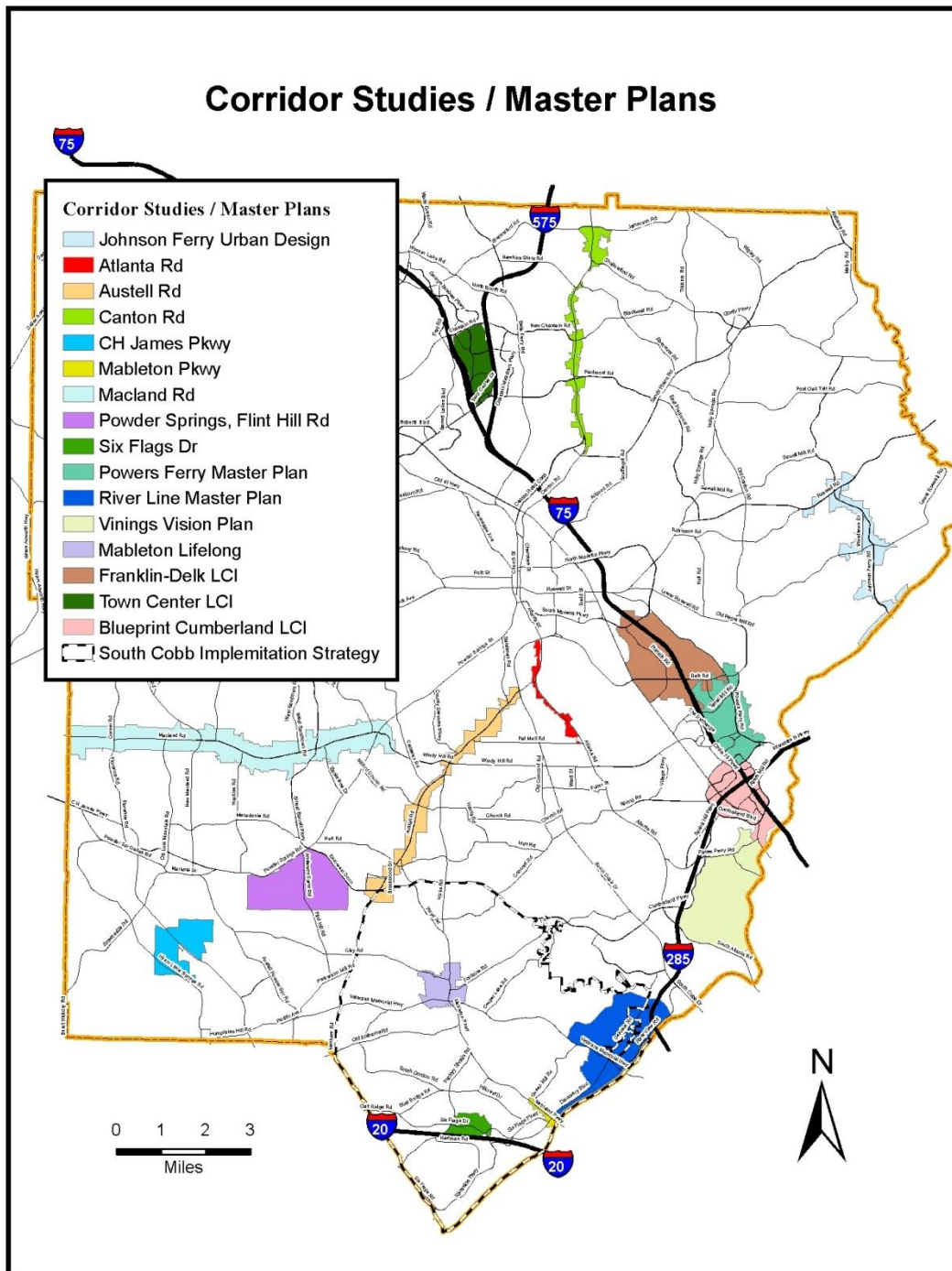
Recommendations were created based on specific goals identified by the stakeholders of the South Quadrant Study. The following are just some of the goals identified. To get a full list of the goals and potential solutions please see the SQTS final report.

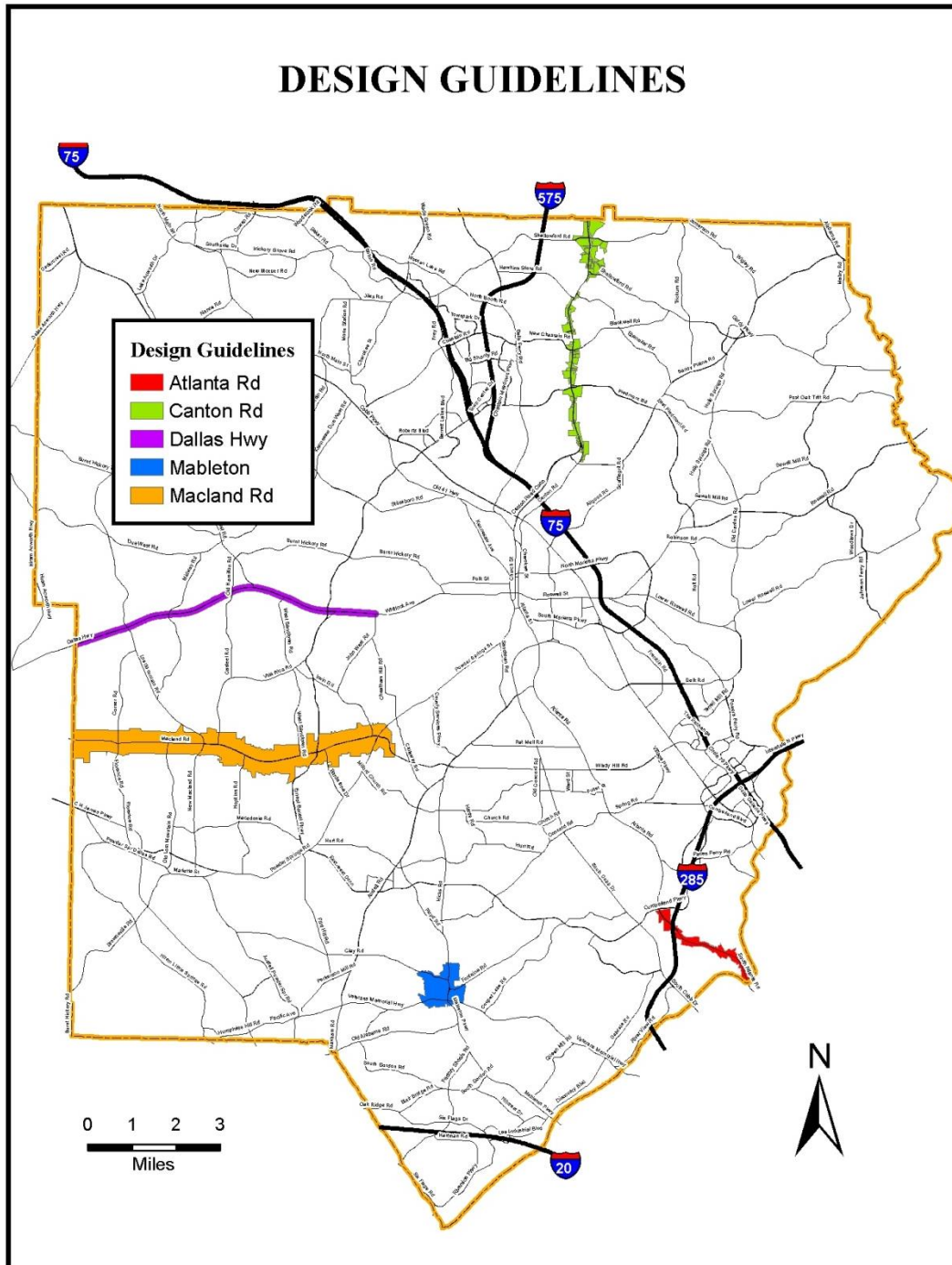
- Reduce turning movement conflicts
- Reduce delay
- Reduce crashes
- Increase connections between destinations
- Reduce pedestrian/destination conflicts
- Address increase intrastudy area trips
- Create recognizable gateways
- Create a recognizable center
- Maintain consistency in look

COMMUNITY DEVELOPMENT AGENCY—PLANNING DIVISION

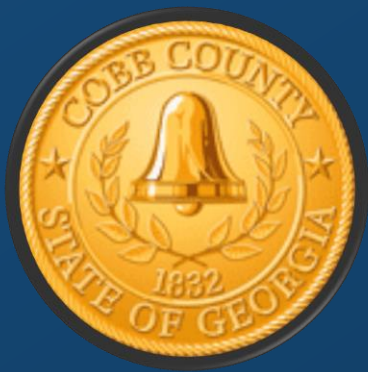
For more information: Planning Division, Cobb County Community Development, P.O. Box 649, Marietta, GA 30061-0649 770-528-2018

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2016



Cobb County 2016 Comprehensive Plan Survey Results

Prepared by:

The A.L. Burruss Institute of Public Service and Research
Kennesaw State University
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Introduction

In anticipation of the development of its next Comprehensive Plan Update, representatives of Cobb County government engaged the services of the **A.L. Burruss Institute of Public Service and Research** at **Kennesaw State University** to conduct a survey of adult residents in the county to obtain their opinions on a number of issues related to quality of life, public services, transportation issues and priorities, and future development patterns in the county.

The Institute implemented a telephone survey of 2,498 adults (18 years of age and older) currently residing in Cobb County. The survey included both landline and cellphone respondents. After the data collection was completed, the sample data was weighted based on survey mode (landline vs cellphone), gender, age and education to reflect the distribution of those characteristics of among the population of Cobb County adults. The margin of error for the sample as a whole is $\pm 2\%$.

This report includes an executive summary followed by the presentation of the survey results. The analysis relies primarily on graphical representations of the survey results accompanied by brief textual descriptions of the data. In addition to the results for the county as a whole, results for respondents in different areas of the county are presented as well. The respondents were asked to place themselves into one of several areas of residence, including:

- Kennesaw and Acworth;
- Marietta;
- Vinings or Smyrna;
- Austell, Mableton and Powder Springs (referred to in this report as “south Cobb”);
- east Cobb outside of city limits, and;
- west Cobb outside of city limits.

Respondents who were not sure which area applied to them were asked to give brief description of where they live. This information, along with the respondent’s zip code, were used to place these individuals into one of the residential areas.

A frequency distribution for each of the survey items is included in Appendix A. The survey instrument can be found in Appendix B.

Executive Summary

The following is a brief summary of the results of the survey:

- When asked to rate quality of life issues and service related issues in their areas, significant majorities of respondents provided generally positive evaluations on most of these issues. Issues which generated relatively high levels of dissatisfaction are *job opportunities, the cost of living, the quality of public schools and traffic conditions*.
- Almost 90% of the respondents generally agreed that *future development should focus on redeveloping older existing areas* instead of expanding into undeveloped areas.
- Two-thirds of the respondents generally agree that Cobb County needs a *better mix of housing options* to meet the needs of families from all income levels;
- *Supporting job growth, managing traffic congestion, reducing accidents and improving the condition of county roads* were most often seen as deserving *very high or high priority* in future transportation planning. Over 70% of all respondents expressed these feeling about each of these four options;
- Respondents were evenly divided between *improving the county road system* (35%) and *expanding public transit* (34%) as the best long-term solution to traffic congestion in the county;
- Significant majorities of respondents would like to see *more “live-work” communities and single-family homes* in future development plans for the county. Significant majorities want to see fewer *warehouse and manufacturing facilities, large scale shopping centers, office and business parks, and multi-family homes* in future development plans for the county;
- To the extent that differences of opinions exist among respondents in different parts of the county, residents of south Cobb most consistently differ from respondents in other parts of the county. (That is not to suggest that this is true on every issue however.) In regards to rating issues related to quality of life and the availability of services, where discontent does exist, residents in south Cobb are more likely to express discontent on some issues than are respondents in other parts of the county. For instance, residents in south Cobb have slightly more negative opinions about their area as a place to raise children and meet people, the quality of public schools, job opportunities, the availability of medical care and other issues. It must be pointed out, however, that even on many of these issues significant percentages of respondents in south Cobb provided generally positive ratings. Other parts of the county stand out from the others less often depending on the issue being examined.

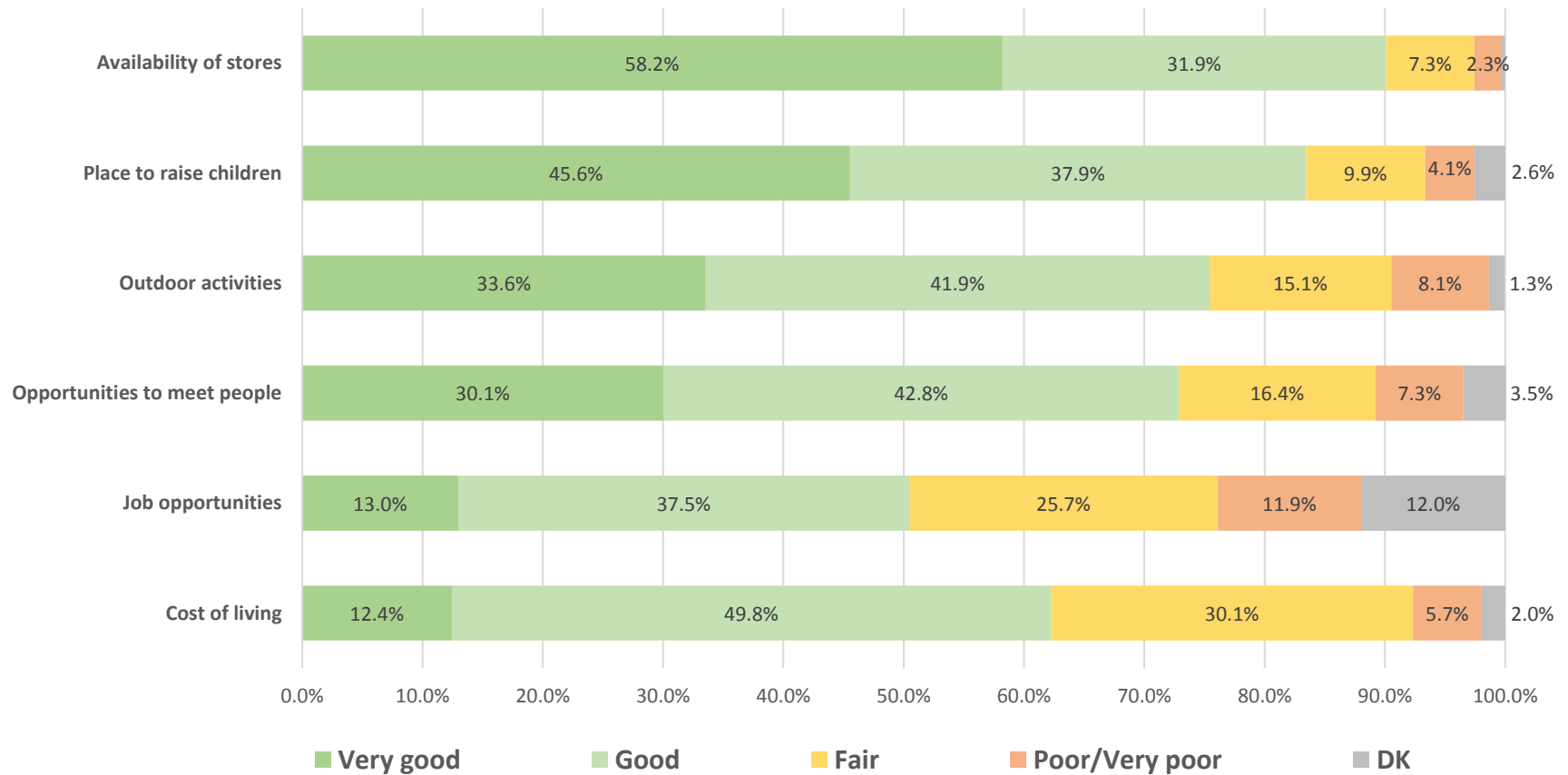
Perceptions of Local Conditions

The respondents were asked to evaluate the condition of several quality of life issues in the area where they live, including:

- The availability of stores where they can purchase food, clothes and other essential items;
- Their area as a place to raise children;
- The availability of outdoor activities;
- Opportunities to meet people;
- Job opportunities, and;
- The cost of living.

The results in **Figure A** reveal that significant majorities of respondents rated most of these items as *very good* or *good*. A bare majority of respondents (50.5%) said job opportunities in their area are *very good* or *good*; the other issues received positive appraisals from at least 60% of the respondents. The *availability of stores*, the *quality of their area as a place to raise children*, *outdoor activities* and *the opportunity to meet people* each received ratings of *very good* or *good* by at least 70% of the respondents. *Cost of living* (35.8%) and *job opportunities* (37.6%) were the only two items rated as less than good by at least a third of the respondents.

Figure A: Perceptions of Selected Conditions in Respondents' Local Areas

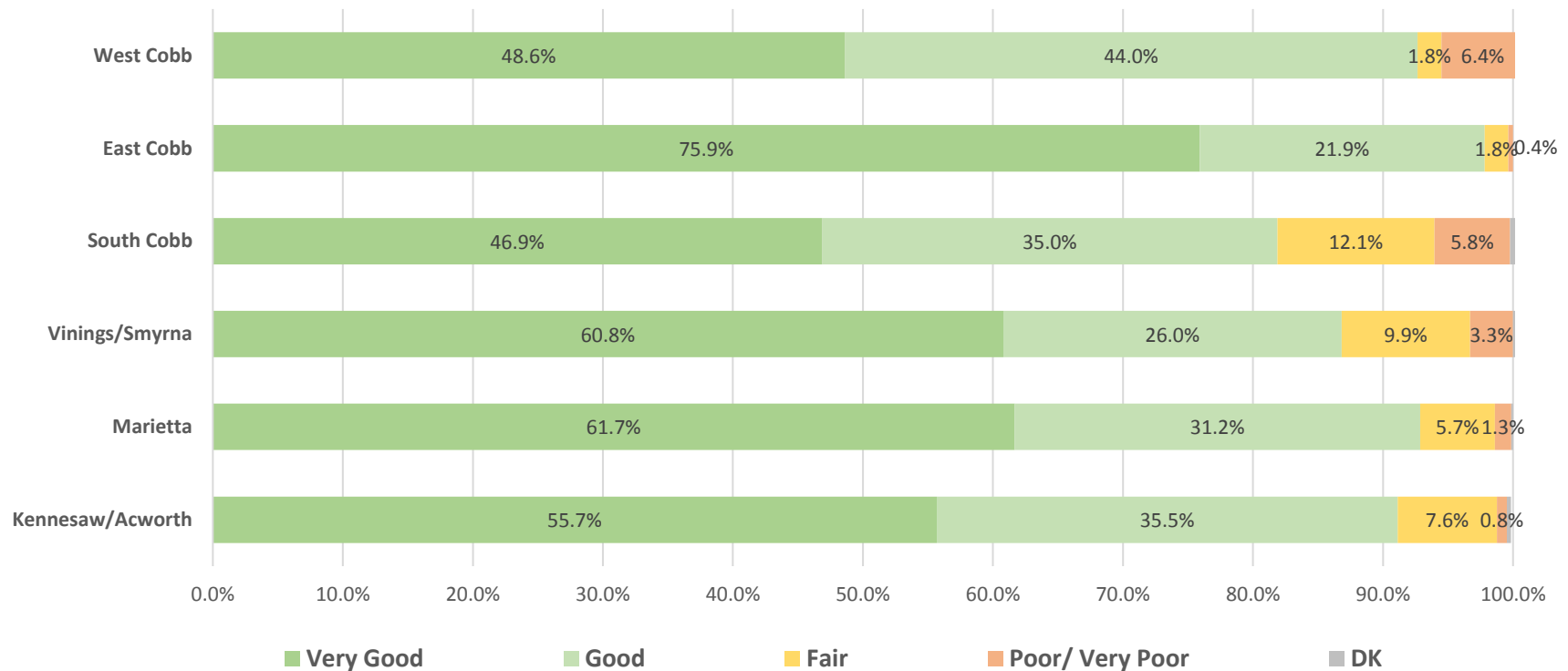


Responses to each of these items were cross-tabulated with the area in which the respondents live. A brief discussion of regional differences for each of these items is provided below.

Availability of Stores

Significant majorities (80%+) of respondents in each area of the county said the availability of stores in their area is either *very good* or *good* (see **Figure B**). Respondents from south Cobb and Vinings/Smyrna are only slightly more likely than respondents in other areas of the county to rate this item as only *fair* or *poor/very poor*.

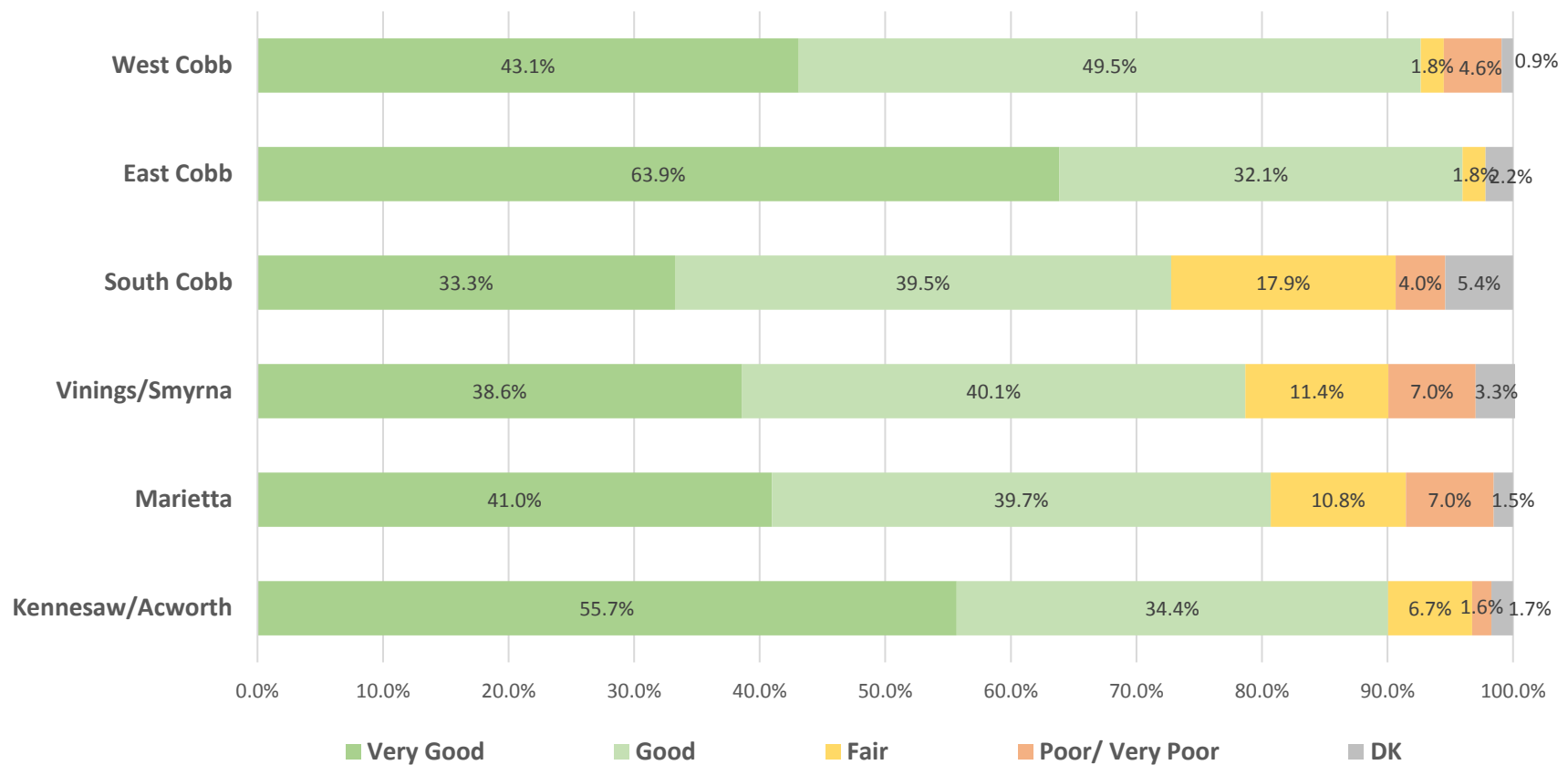
Figure B: Perceptions of the Availability of Grocery/Retail Stores (By Place of Residence)



Place to Raise Children

As indicated in **Figure C**, at least two-thirds of the respondents in each part of the county indicated their area is a *very good* or *good* place to raise children, with the most positive evaluations coming from residents in east Cobb, west Cobb and the Kennesaw/Acworth area. Respondents living in south Cobb, Vinings or Smyrna, and the Marietta area have slightly less positive overall impressions of their areas in this regard.

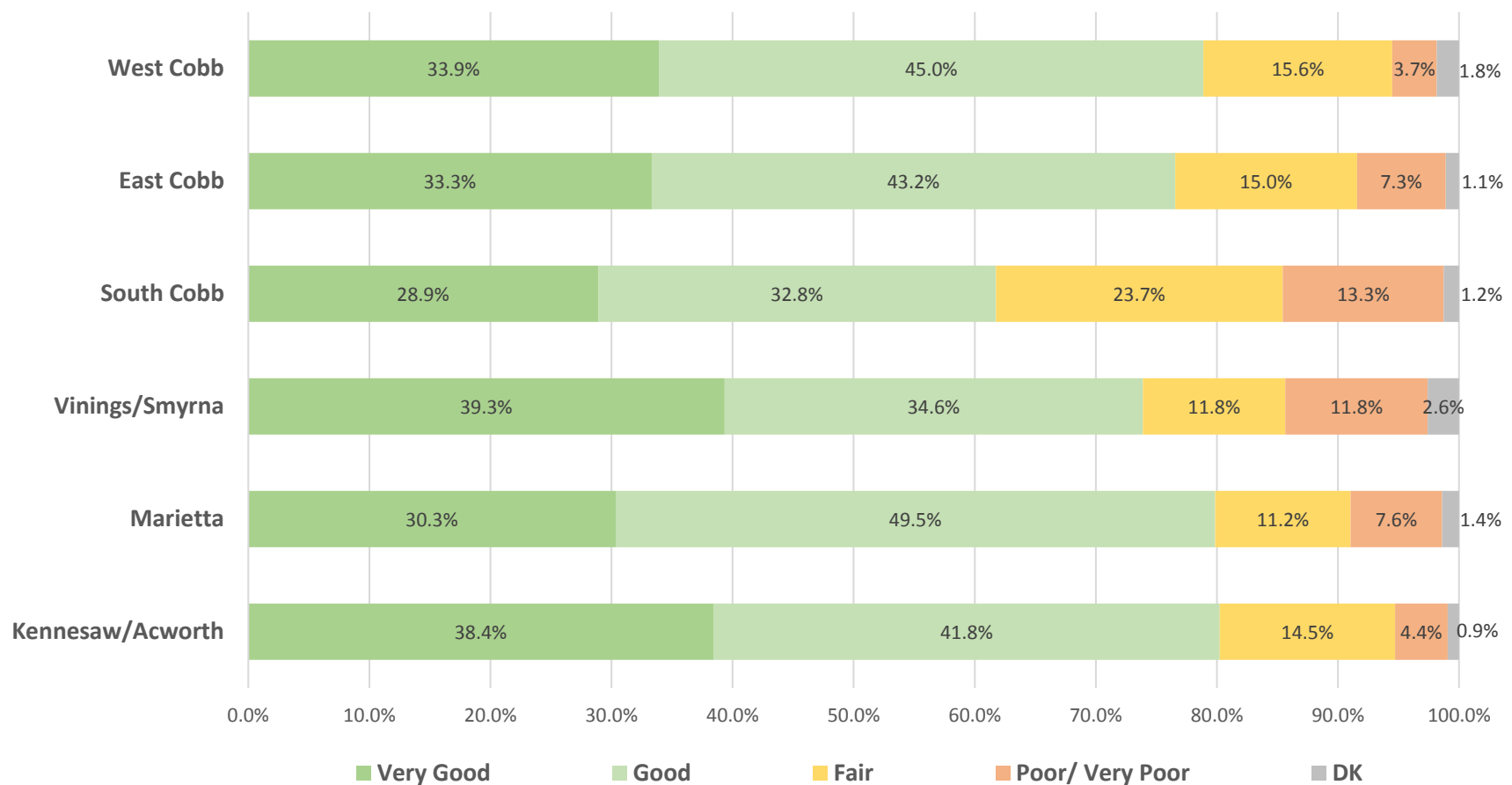
Figure C: Perceptions of Local Area as a Place to Raise Children (By Place of Residence)



Opportunities for Outdoor Recreation

With the exception of those living in south Cobb, at least 70% of the respondents in every area of the county indicated opportunities for outdoor recreation are *very good* or *good* (see **Figure D**). In south Cobb, 61.7% responded in a similar manner. Almost one-in-four respondents (23.7%) in south Cobb said these opportunities are just *fair*, and just over one-in-ten (13.3%) said they are *poor* or *very poor*.

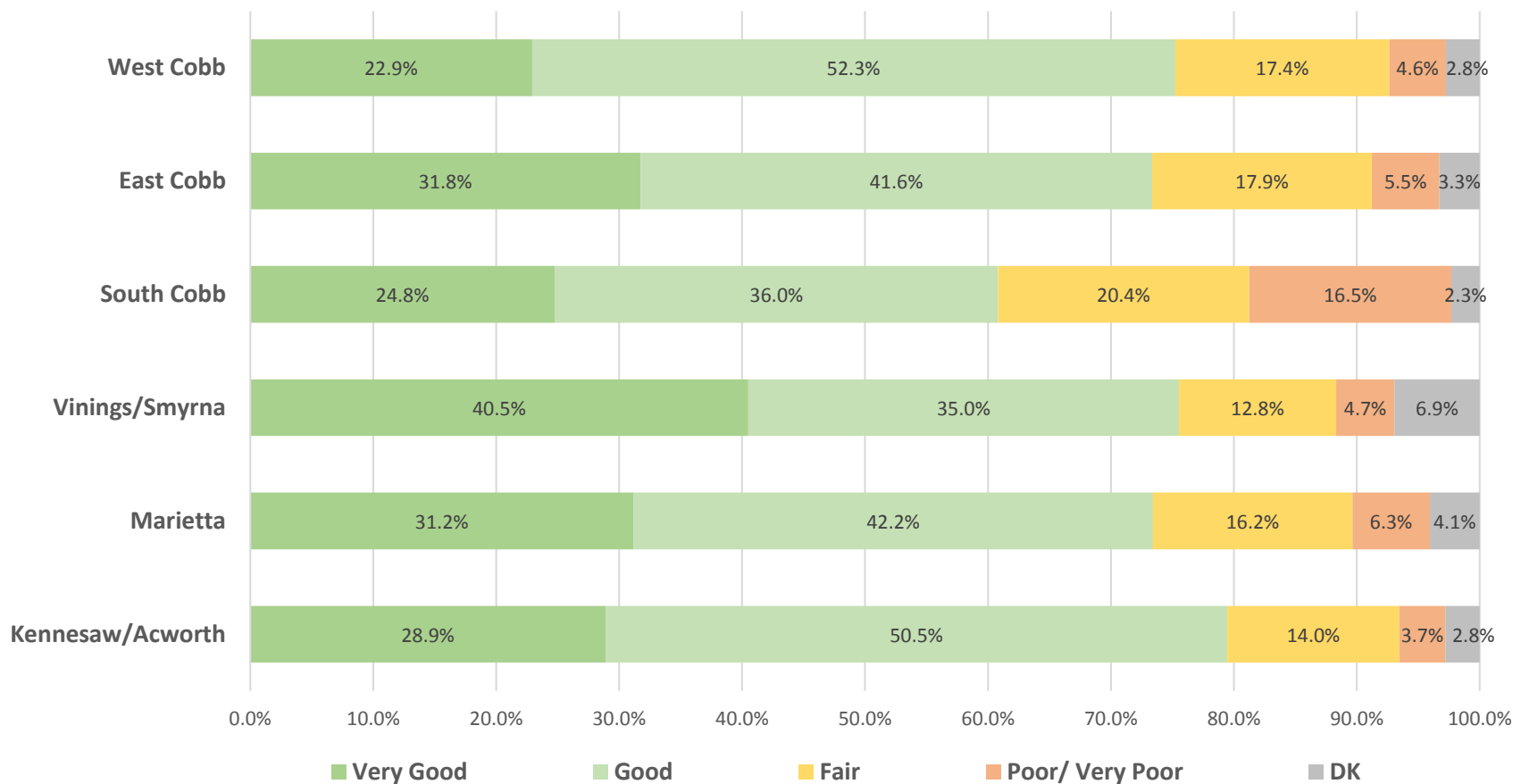
Figure D: Perceptions of Opportunities for Outdoor Recreation (By Place of Residence)



Opportunities to Meet People

Again, with the exception of residents of south Cobb, over 70% of the respondents from each of the regions in the county indicated opportunities to meet people in their area are *very good* or *good* (see **Figure E**). Only six out of every ten respondents in south Cobb felt similarly. Over one-third of the respondents in south Cobb said opportunities to meet people in their area are *only fair* (20.4%) or *poor/very poor* (16.5%).

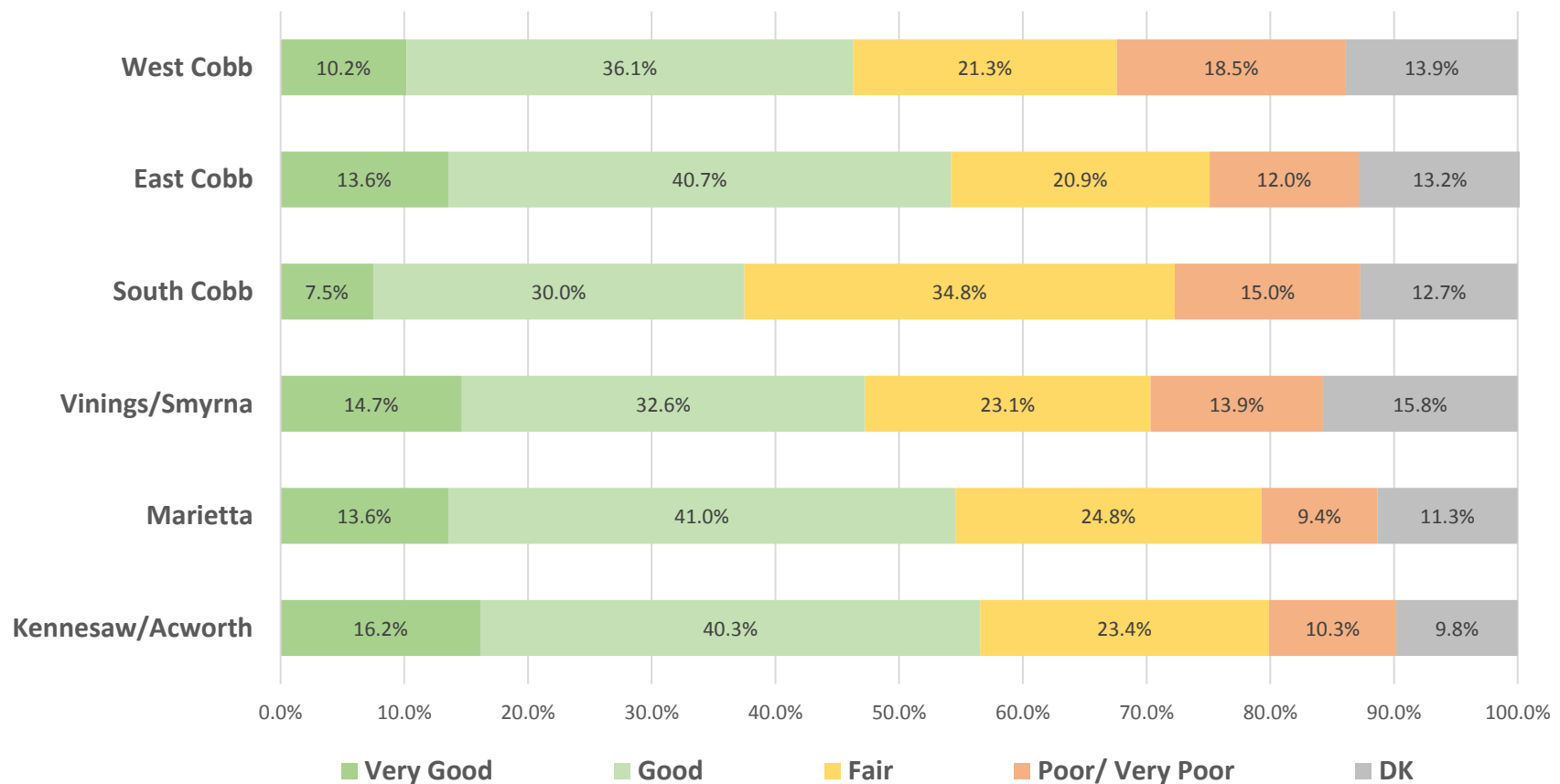
Figure E: Perceptions of Opportunities to Meet People (By Place of Residence)



Job Opportunities

Respondents all across Cobb County are less enthusiastic about job opportunities in their areas (see **Figure F**). A majority of residents from just three areas of the county – east Cobb, Marietta, and Kennesaw/Acworth – said job opportunities are either *very good* or *good*. At least one-third of the respondents in each of the areas (and in the case of south Cobb almost one-half) said job opportunities are only *fair* or *poor/very poor*.

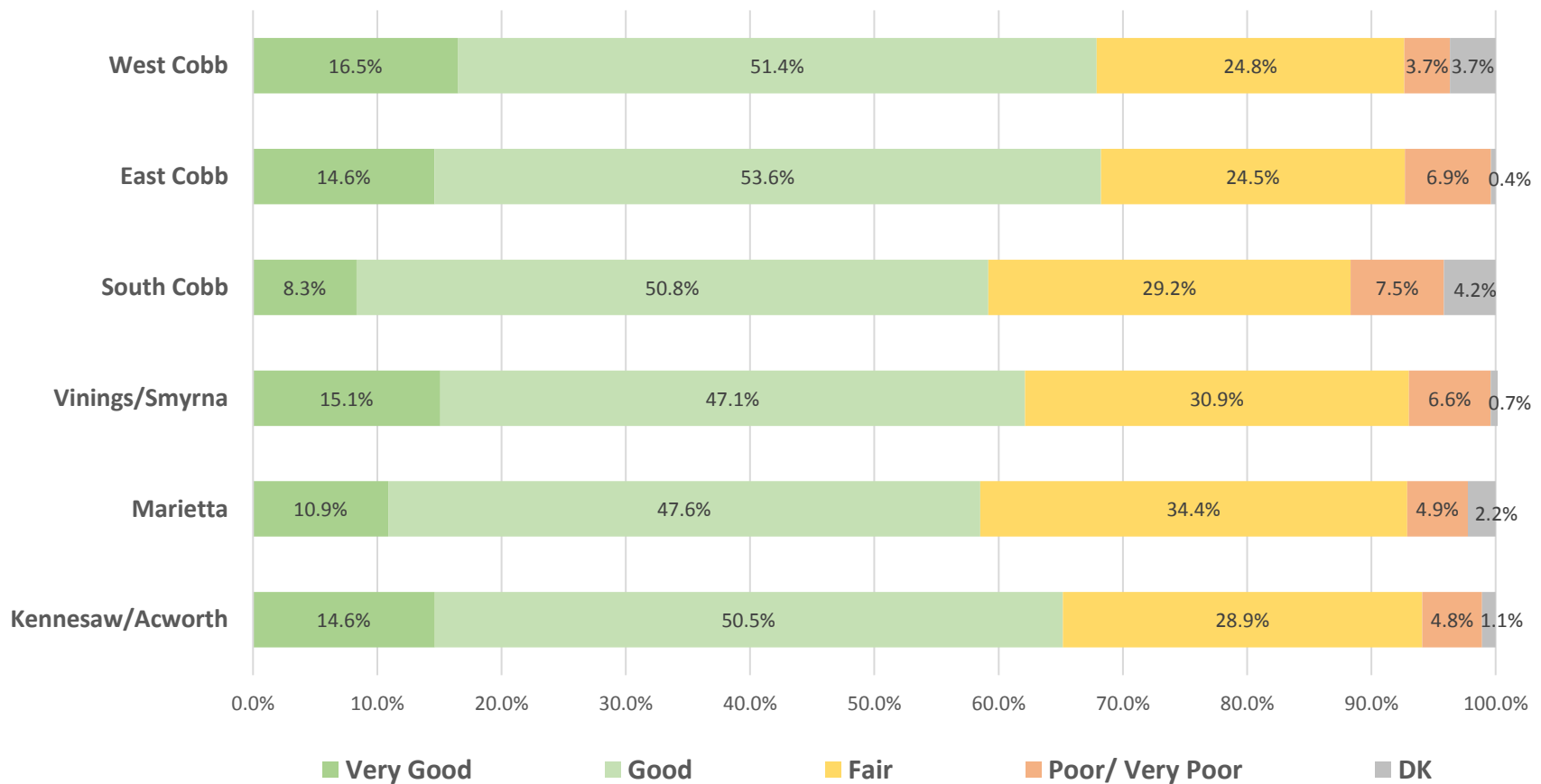
Figure F: *Perceptions of Job Opportunities in Respondent's Area (By Place of Residence)*



Cost of Living

At least 50% of the respondents from each area believe the cost of living in their area is either *very good* or *good*, with residents in east Cobb, west Cobb and the Kennesaw/Acworth areas having slightly more positive feelings about the cost of living than do residents in other parts of the county (see **Figure G**). Almost four out of every ten respondents (39.3%) in the Marietta area indicated the cost of living is just *fair* or *poor/very poor*. Residents in south Cobb and the Vinings/Smyrna areas have similar feelings.

Figure G: Perceptions of Cost of Living in Respondent's Area (By Place of Residence)



Evaluations of Selected Services

The respondents were asked to evaluate the quality of specific services and related items in their areas, including:

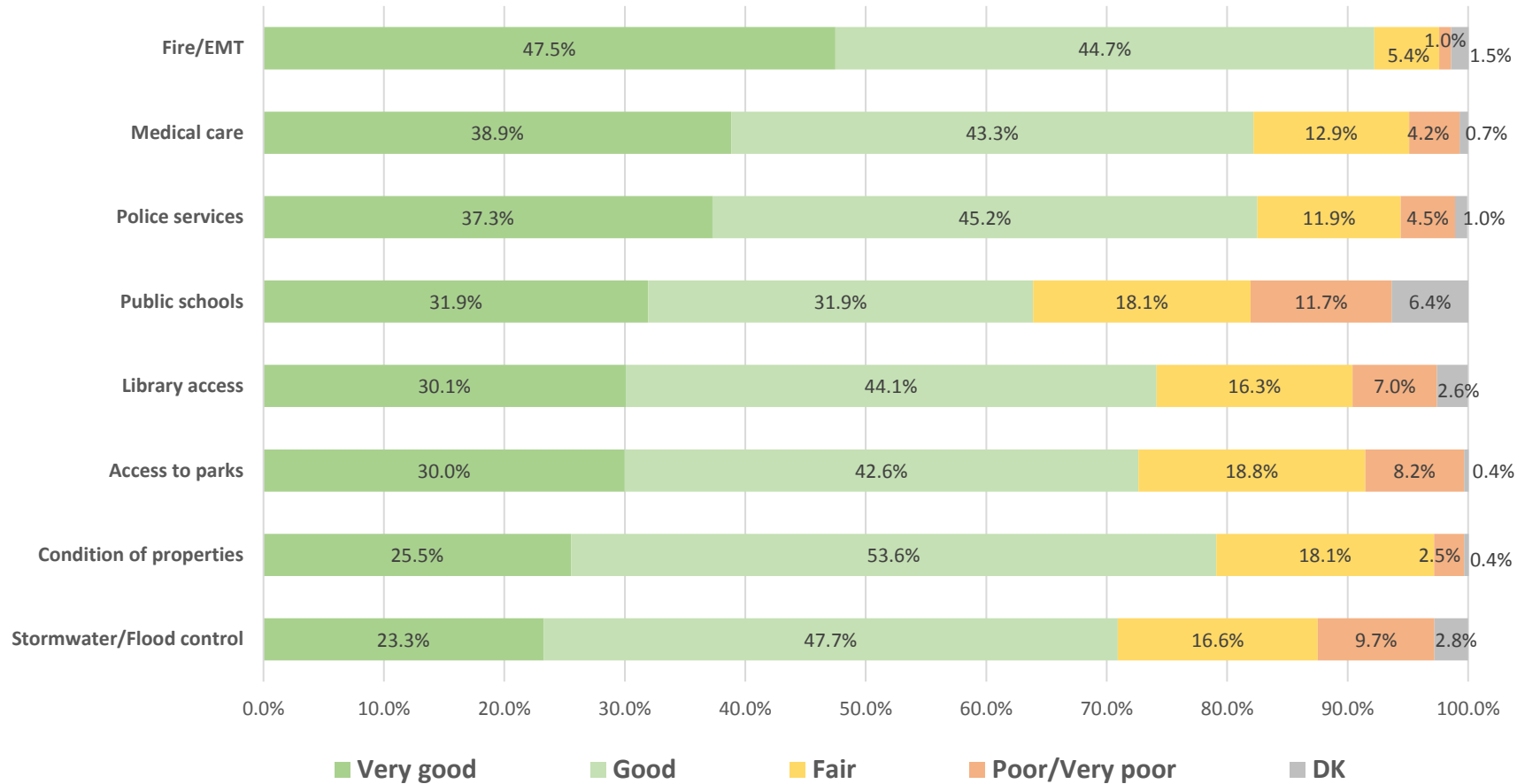
- Fire/EMT;
- Medical care;
- Police;
- Public libraries;
- Public parks and other recreational opportunities;
- The condition of homes and properties in their areas (i.e., code enforcement), and;
- Stormwater and flood control.

Figure H provides a summary of the results for these questions. With the exception of the quality of the public schools, at least 70% of the respondents indicated the quality of services associated with each item were either *very good* or *good*. *Fire and emergency medical services* received the most positive responses (92.5% either *very good* or *good*), followed by *police services* (82.5%), *medical care* (82.2%) and *the condition of homes and properties* in the respondent's area (79.1%).

Less than two-thirds of the respondents (63.8%) feel the public schools in their area are either *very good* (31.9%) or *good* (31.9%). Almost one in five respondents (18.1%) across the county said the schools are only *fair*, while just over one in ten respondents (11.7%) believe their schools are *poor/very poor*.

Approximately one-in-four respondents had less than positive evaluations of *access to parks and other recreational resources*, *stormwater and flood control*, and *access to public libraries*.

Figure H: Perceptions of Quality of Selected Services and Related Items in Respondent's Area

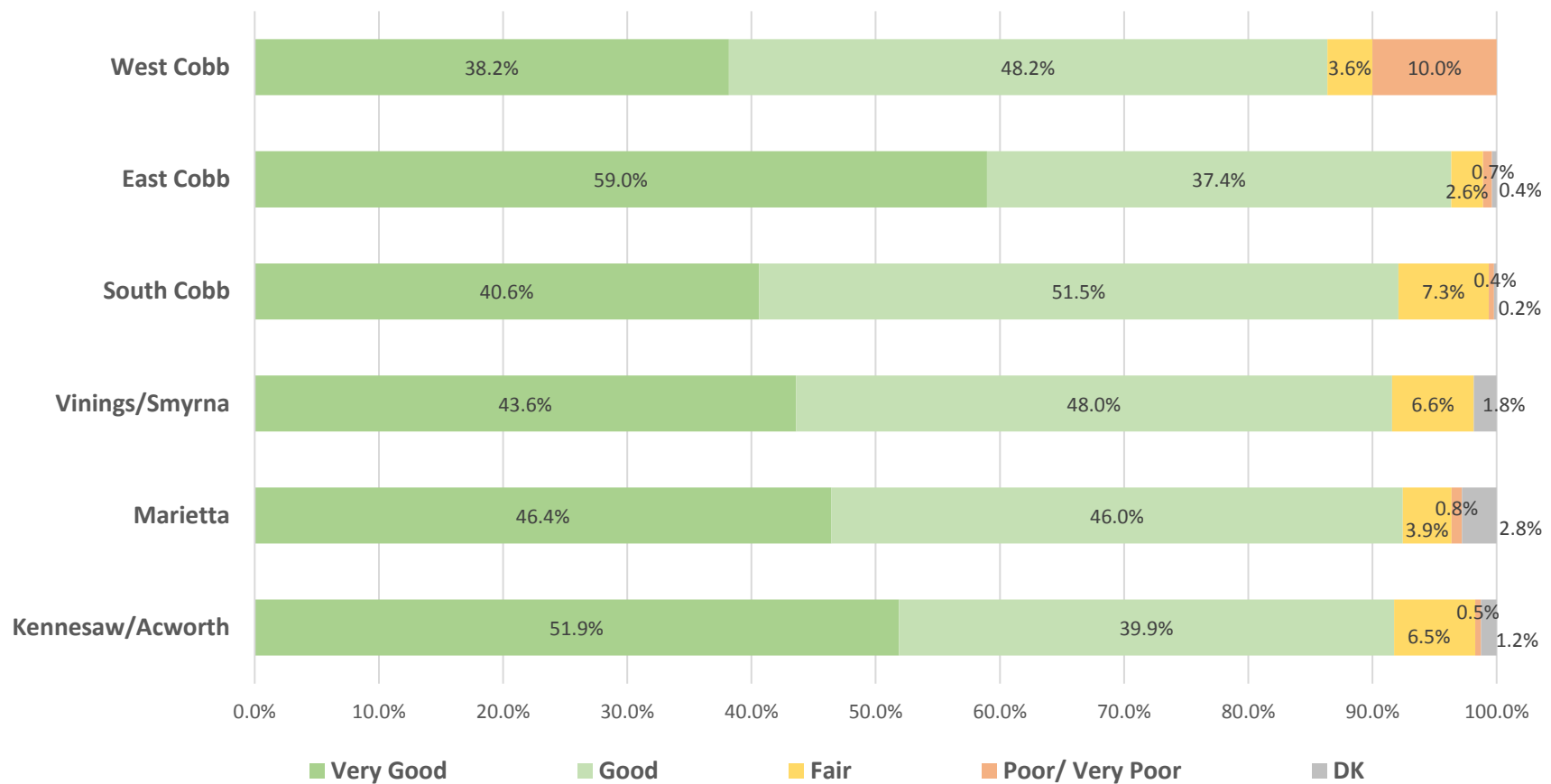


Regional comparisons of the responses to each of these items is provided below.

Fire/EMT Services

Overall, respondents from all parts of the county are pleased with fire and EMT services. At least 90% of the respondents in all regions, with the exception of west Cobb, indicated these services are either *very good* or *good* (see **Figure I**). For some reason, 10% of the respondents in west Cobb said these services are *poor/very poor*. Less than 1% of the respondents in every other part of the county responded in a similar fashion.

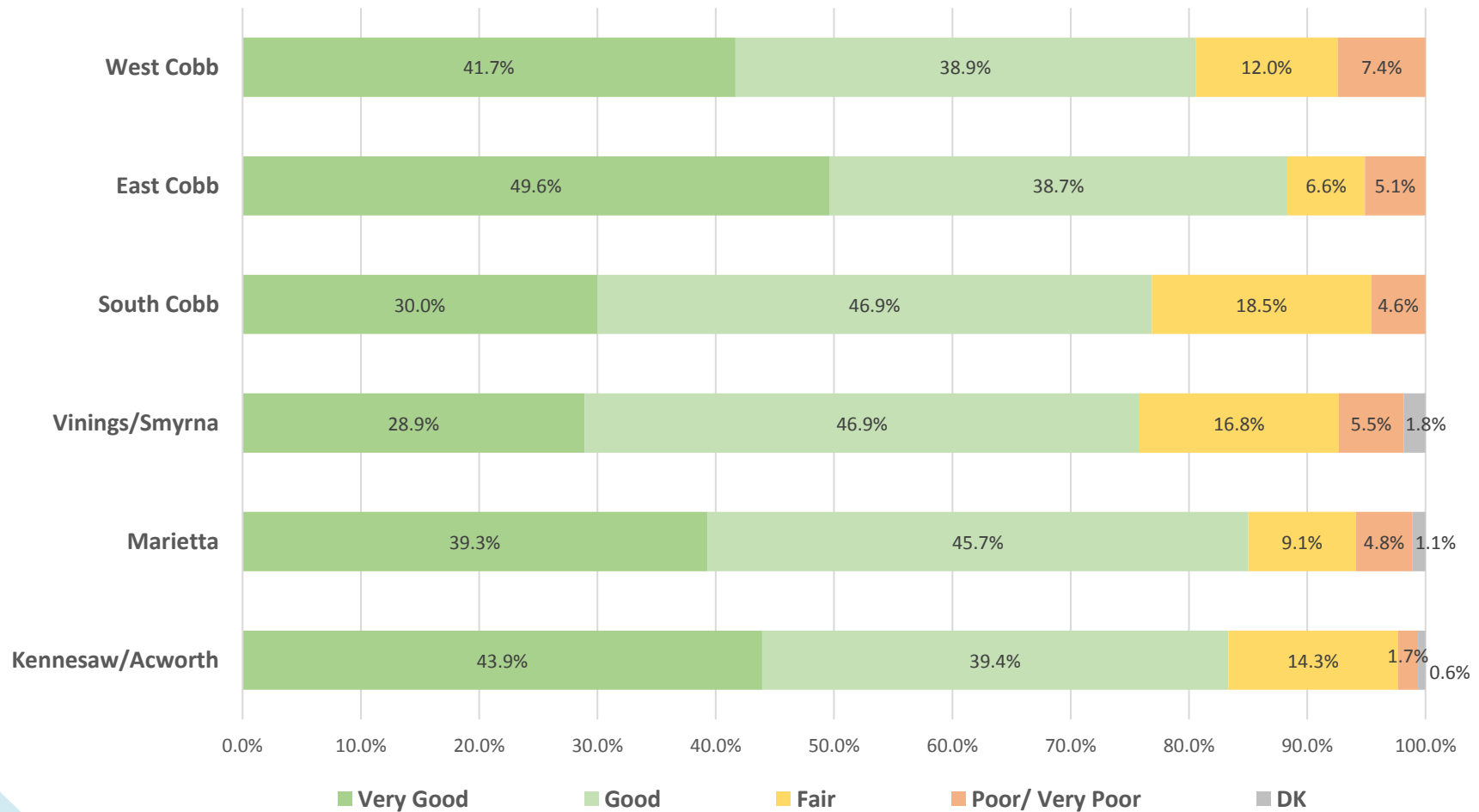
Figure I: Perceptions of Quality of Fire/EMT Services (By Place of Residence)



Medical Care

At least 75% of the respondents in each area of the county indicated the availability of medical care in their area is either *very good* or *good* (see **Figure J**). Respondents in south Cobb and the Vinings/Smyrna area are slightly more critical than their counterparts on this issue; over 20% of the respondents in both areas feel access to medical care is only *fair* or *poor/very poor*.

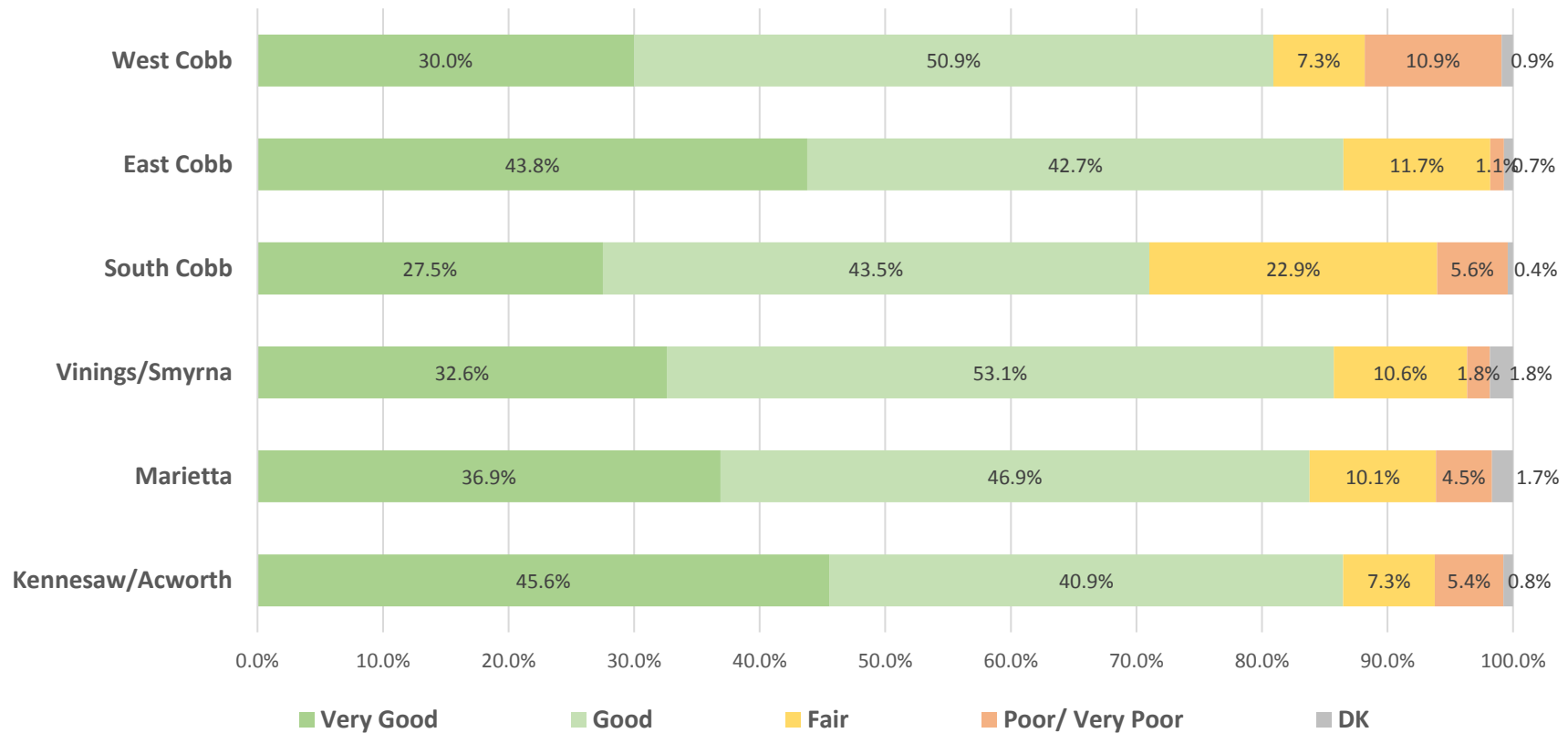
Figure J: Perceptions of Availability of Medical Care (By Place of Residence)



Police Services

At least 80% of the respondents in every area of the county with the exception of south Cobb feel police services in their areas are *very good* or *good* (see **Figure K**). In south Cobb, that percentage falls to 71%; more than one-in-four (28.5%) respondents in that area of the county believe police services are just *fair* (22.9%) or *poor/very poor* (5.6%).

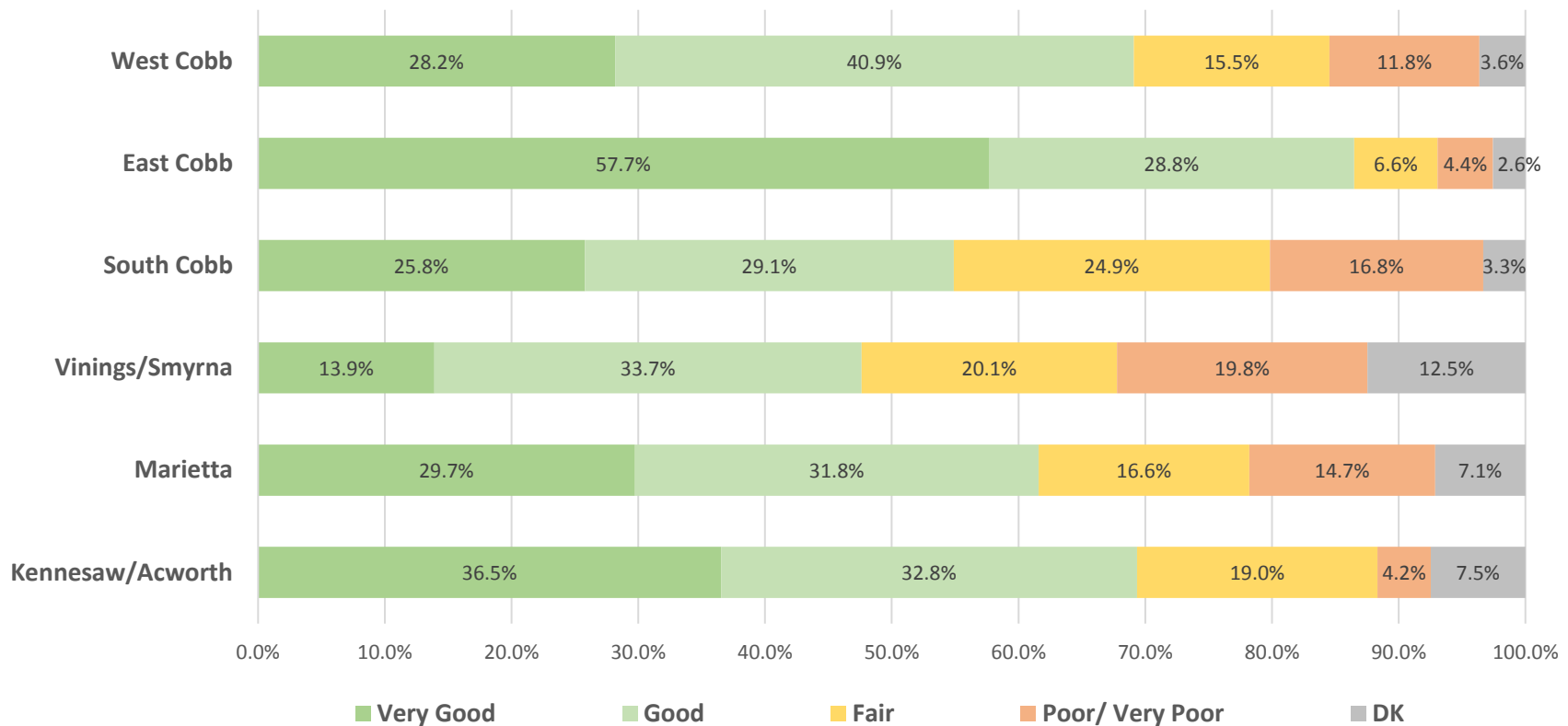
Figure K: Perceptions of Quality of Police Services (By Place of Residence)



Public Schools

Perceptions of the quality of the public schools vary significantly across the county (see **Figure L**). Perceptions of the quality of the public schools are generally highest among residents in east Cobb, the Kennesaw/Acworth area, and west Cobb (86.5%, 69.3% and 69.1%, respectively, either *very good* or *good*), followed by Marietta (61.5%) and south Cobb (54.9%). Less than one-half of the respondents (47.6%) in the Vinings/Smyrna area responded in a similar fashion. Almost one-in-five respondents (19.8%) in that area feel the public schools are *poor/very poor*. Respondents in south Cobb also are more critical of their public schools; 24.9% said the schools are only *fair* while 16.8% believe they are *poor/very poor*.

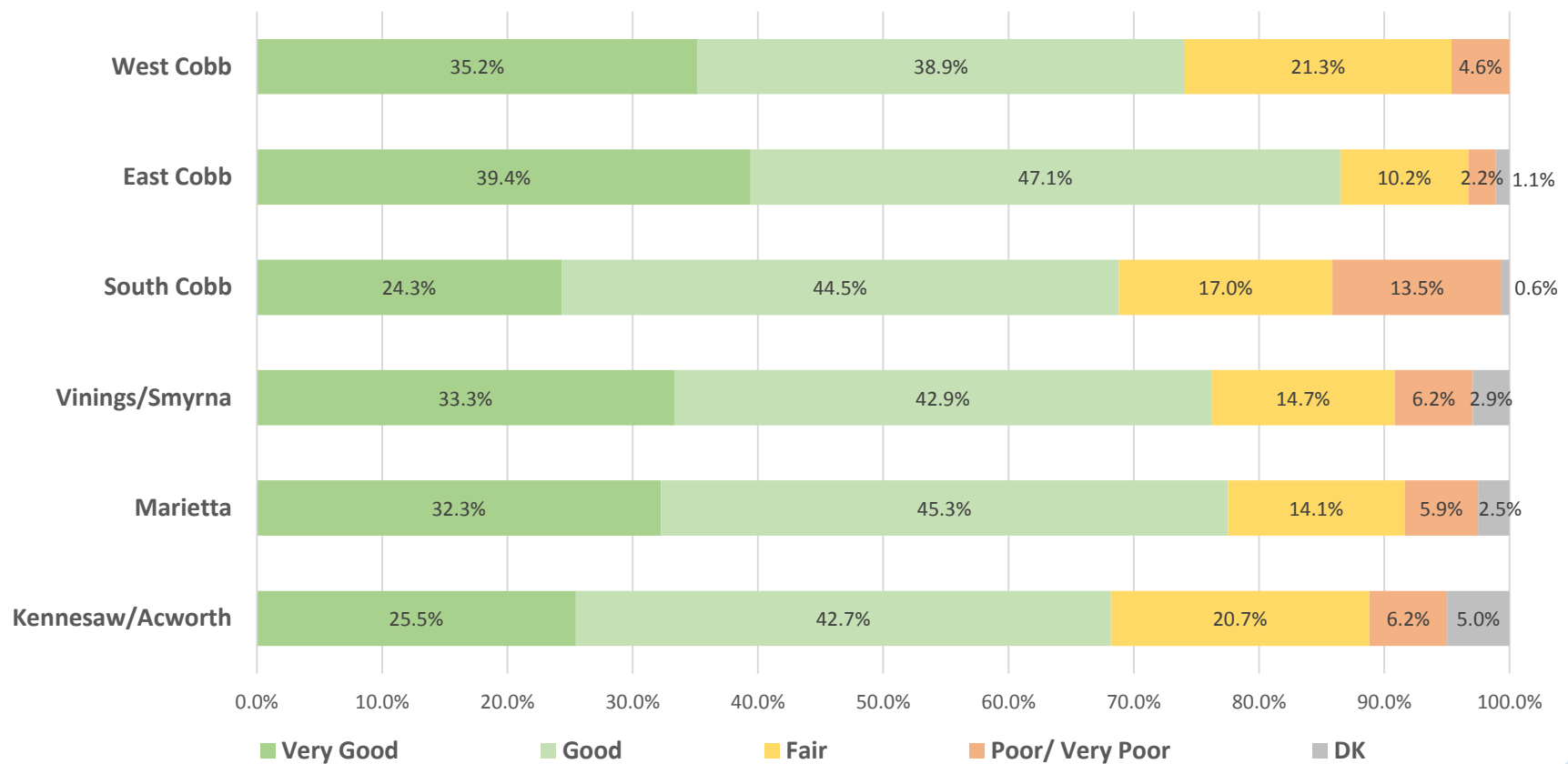
Figure L: Perceptions of Quality of Local Public School (By Place of Residence)



Access to Public Libraries

Attitudes about access to public libraries are generally good in all areas of the county (see **Figure M**). At least two-thirds of the respondents in each of the areas of the county feel their access to libraries is either *very good* or *good*, with residents in east Cobb expressing the most positive opinions (86.5% either *very good* or *good*). Between 10%-20% of the respondents in each area said the library access is only *fair*. Compared to other areas of the county, more respondents in south Cobb indicated their access to libraries is *poor/very poor* (13.5%).

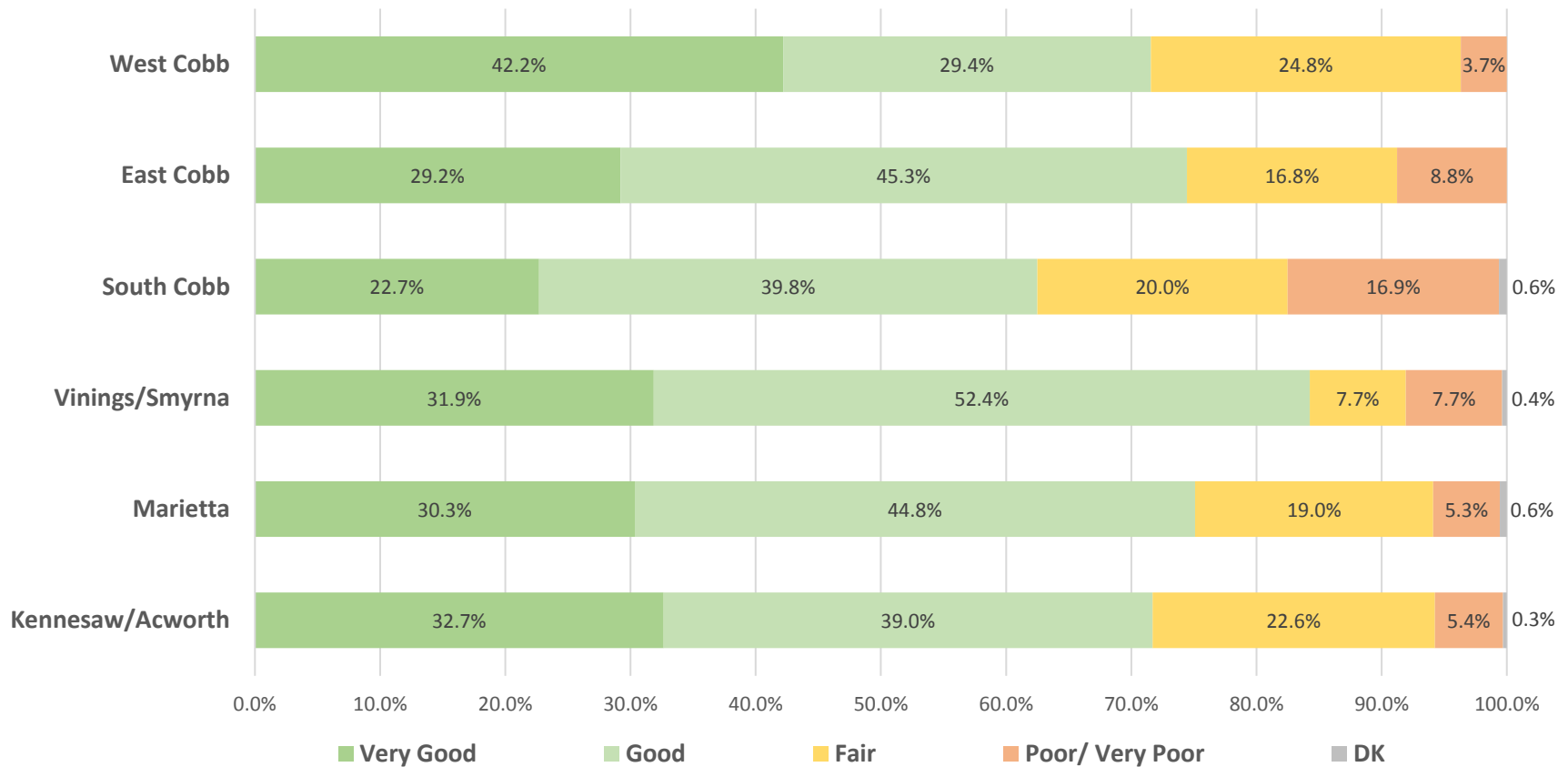
Figure M: Perceptions of Access to Public Libraries (By Place of Residence)



Access to Parks and other Recreational Opportunities

At least 70% of the respondents in each region of the county, with the exception of south Cobb, said their access to parks and other recreational opportunities is either *very good* or *good* (see **Figure N**). While the residents in the Vinings/Smyrna area are most likely (84.3%) to feel their access to local parks is *very good* or *good*, just 62.5% of the respondents in south Cobb feel the same way. One-fifth (20%) of the respondents in south Cobb said access to parks is just *fair*, while slightly fewer respondents (16.9%) believe access is *poor/very poor*.

Figure N: Perceptions of Access to Local Parks and Other Recreational Opportunities (By Place of Residence)

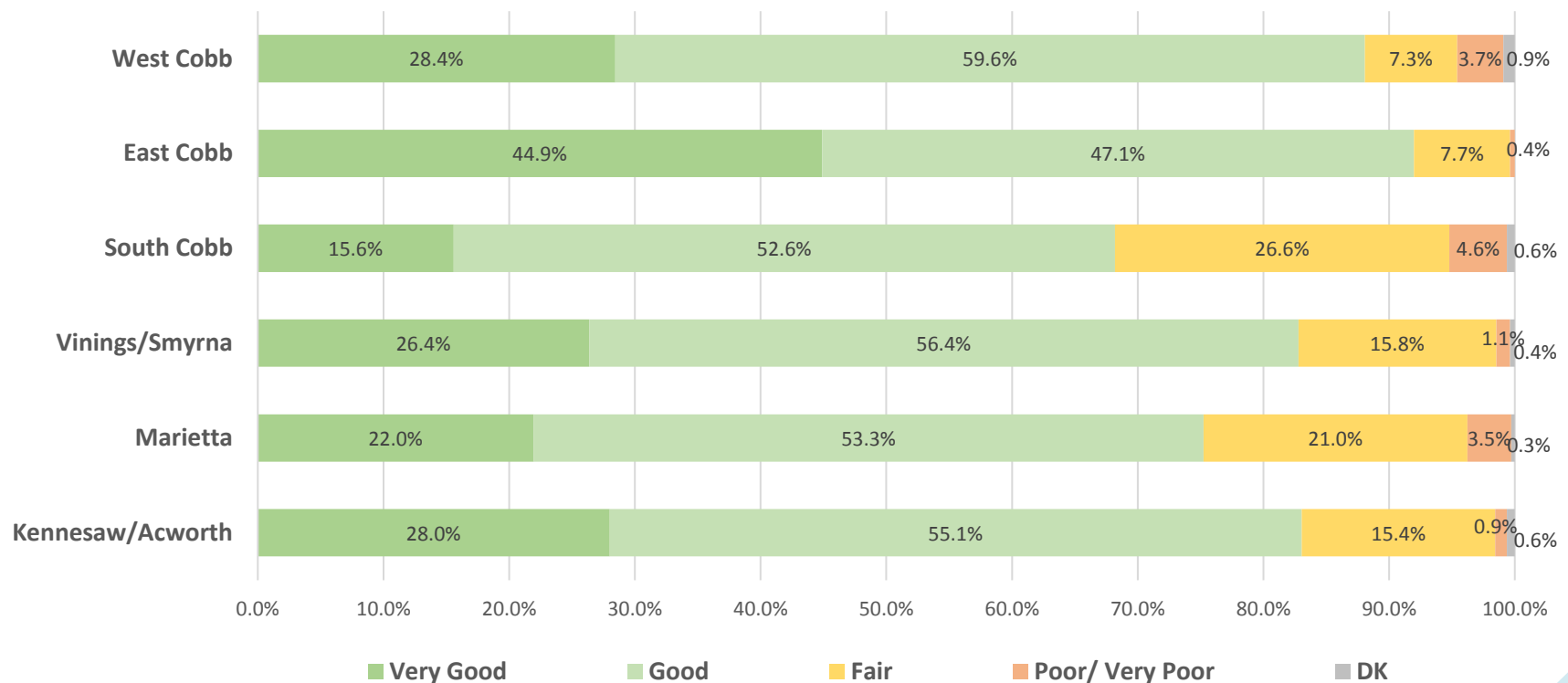


Condition of Homes and Properties

When it comes to perceptions of the condition of nearby homes and properties, residents in south Cobb once again are somewhat more critical than are respondents in most other areas of the county (see **Figure O**). Over one-fourth (26.6%) of the residents in this area said the condition of local properties is just *fair*, while one in twenty (4.6%) said the condition of properties is *poor/very poor*. The percentage of respondents who believe the condition of properties in their area are *only fair or poor/very poor* also is relatively high in the Marietta area (24.5% combined).

In contrast, over 80% of the respondents in east Cobb, west Cobb, Vinings/Smyrna and Kennesaw/Acworth believe the condition of homes in their local areas is *very good* or *good*.

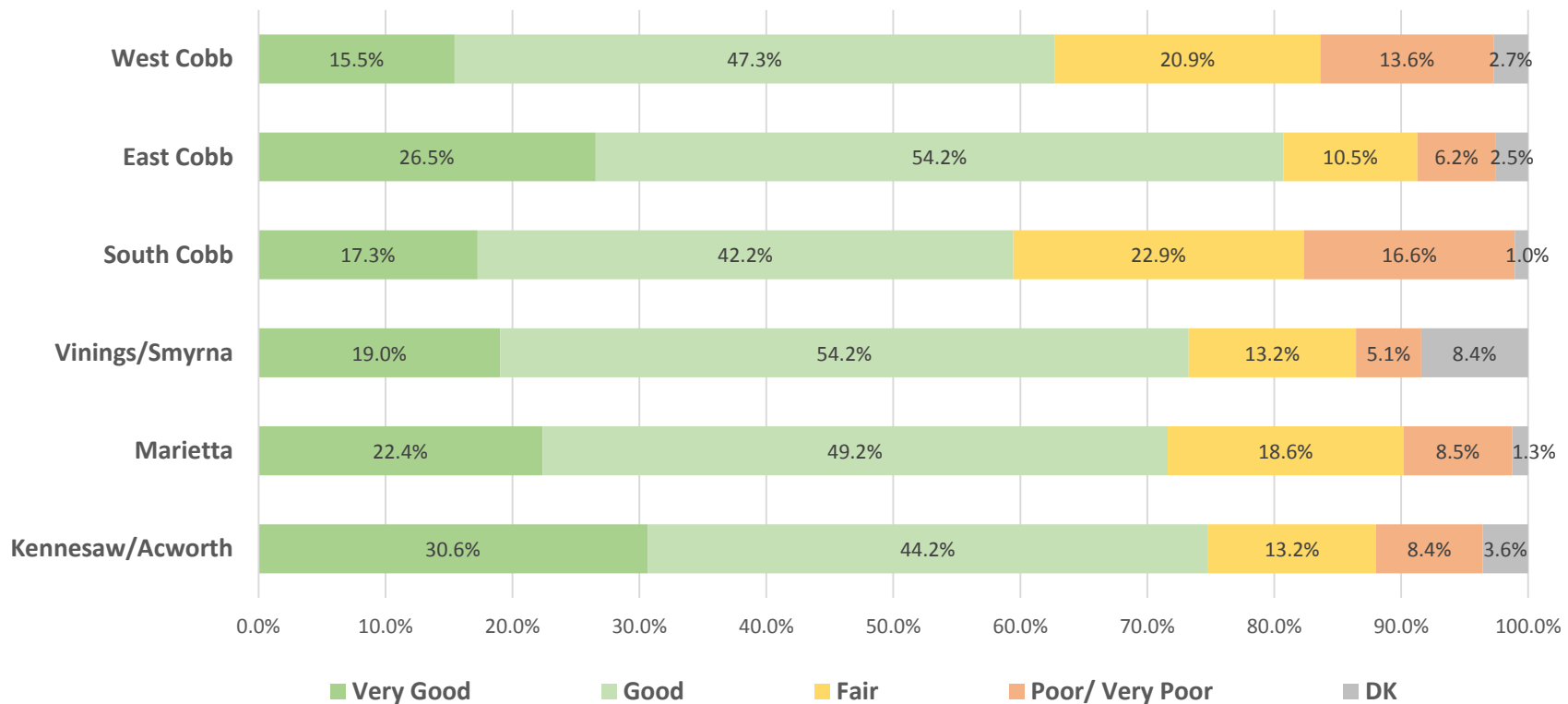
Figure O: Perceptions of Physical Condition of Homes and Property in Local Area (By Place of Residence)



Stormwater Drainage and Flood Control

While at least 70% of the respondents in east Cobb, Kennesaw/Acworth, Vinings/Smyrna, Marietta and west Cobb said stormwater drainage and flood control in their areas are either *very good* or *good*, perceptions of these conditions are somewhat more critical in south Cobb and west Cobb (see **Figure P**). In south Cobb, almost six out of every ten respondents (59.5%) believe these conditions are *very good* or *good*, but almost one in four respondents (22.9%) feel they are just *fair*, while almost one in five (16.6%) said conditions are *poor/very poor*. In west Cobb, over one-third of the respondents said these conditions are *fair* (20.9%) or *poor/very poor* (13.6%).

Figure P: Perceptions of Stormwater Drainage and Flood Control (By Place of Residence)



Attitudes on Future Development

The respondents were given several statements related to long-range planning and future development in the county and asked to state their level of agreement or disagreement with each statement.

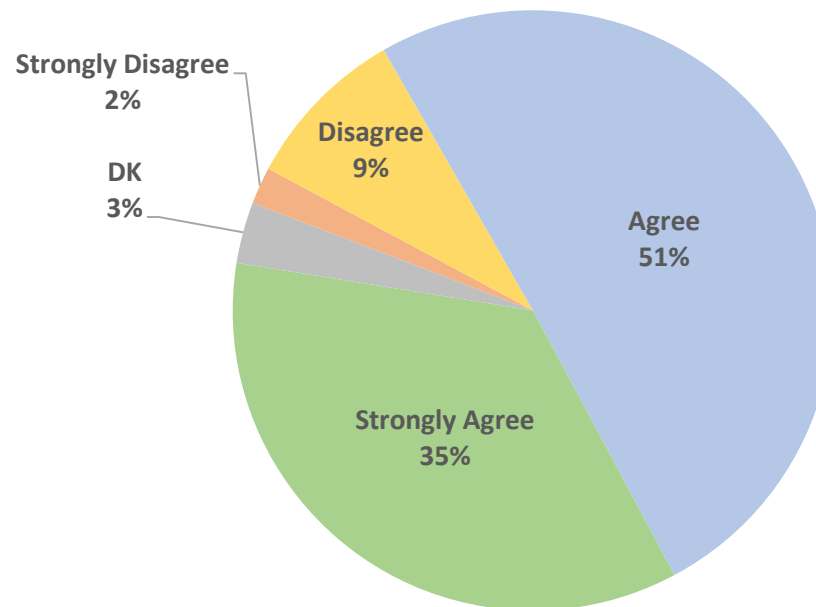
Future Development: Renovation of Older Existing Development vs. Expansion into Undeveloped Areas

Respondents were asked to respond to the following statement:

“Future economic development should focus on redeveloping older existing areas rather than expanding into undeveloped areas.”

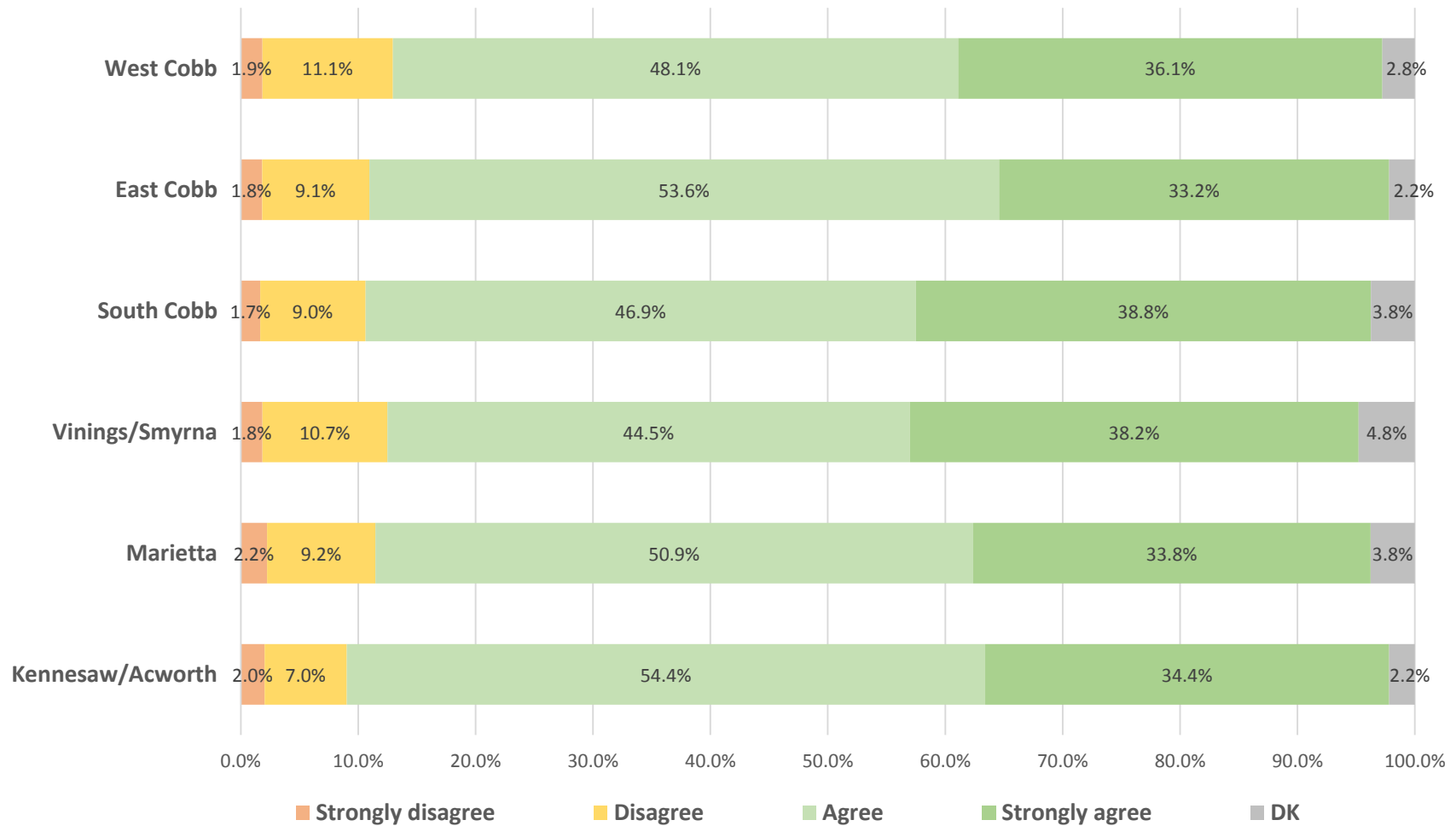
The results in **Figure Q** reveal that the vast majority of respondents either *agreed* (51%) or *strongly agreed* (35%) with this statement. Just one-in-ten respondents disagreed with this statement to any degree.

Figure Q: Focus on Redevelopment of Older Existing Areas Rather than Expand into Undeveloped Areas



As revealed in **Figure R**, responses to this question were consistent across all areas of the county.

Figure R: Focus on Redevelopment of Older Existing Areas Rather than Expand into Undeveloped Areas (By Place of Residence)



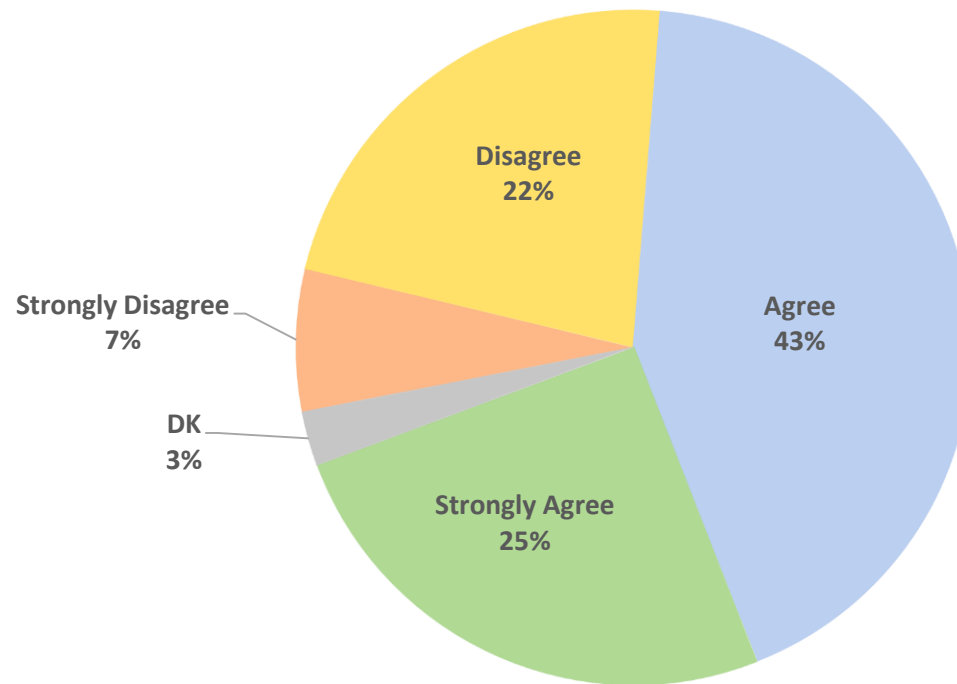
Housing Mix

The respondents were asked to state their level of agreement or disagreement with the following statement:

“Cobb County needs a better mix of housing options to meet the demands of families from all income levels.”

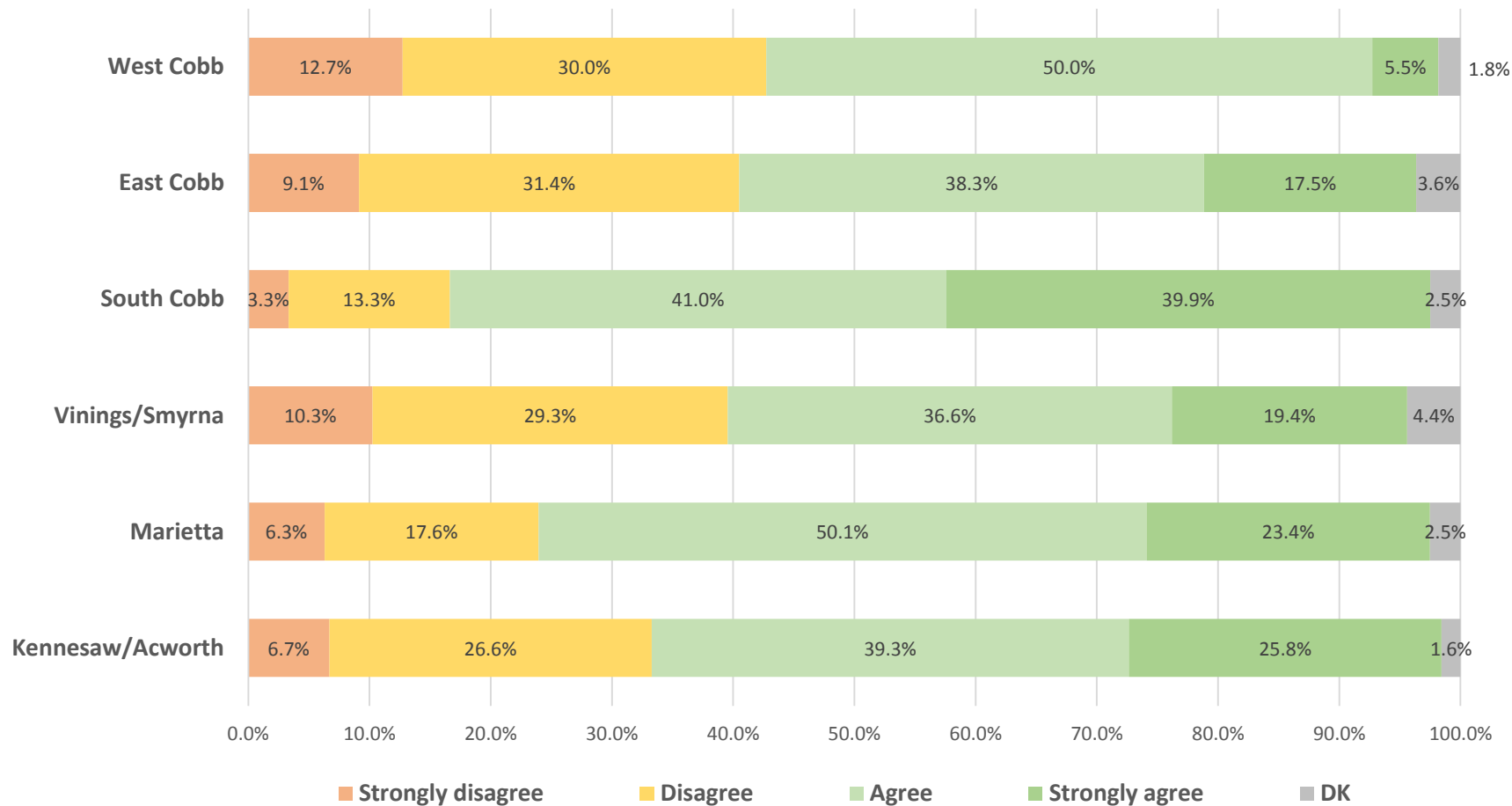
The results in **Figure S** reveal that two-thirds (68%) of all respondents either *agreed* (43%) or *strongly agreed* (25%) with this statement. Twenty-two percent (22%) *disagreed* and an additional 7% of the respondents *strongly disagreed* with the statement.

Figure S: Cobb County Needs a Better Mix of Housing



The results in **Figure T** indicate the belief that Cobb County needs a better mix of housing to meet the needs of people from all income levels is particularly strong in south Cobb and the Marietta area. Over 80% of the respondents in south Cobb generally agreed with this statement, while slightly fewer respondents (73.5%) in the Marietta area feel the same way. Respondents in west Cobb, east Cobb and the Vinings/Smyrna area exhibited the highest levels of disagreement with this statement.

Figure T: Cobb County Needs a Better Mix of Housing (By Place of Residence)



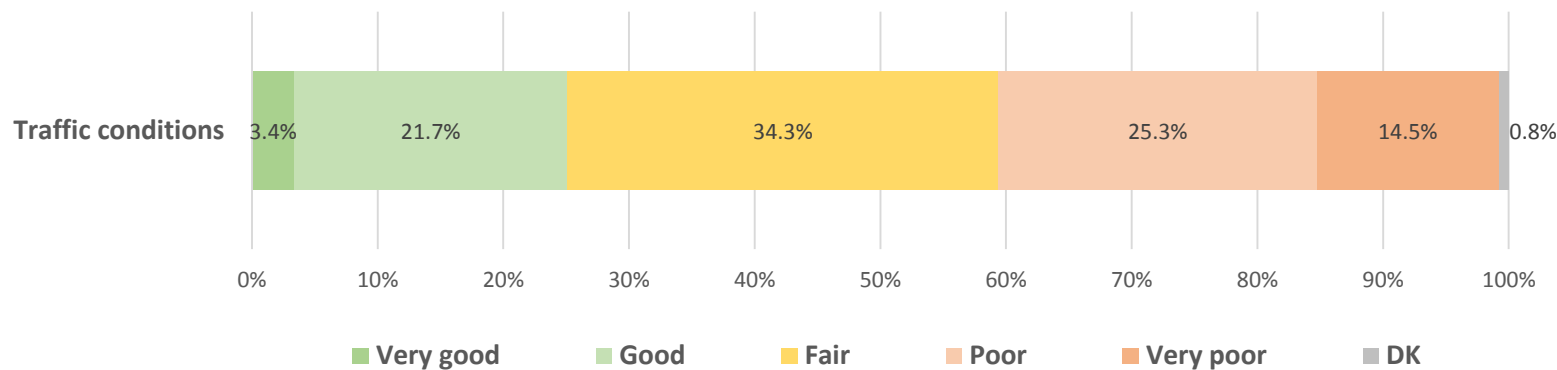
Issues Related to Transportation Planning

The respondents were asked a series of questions related to issues dealing with transportation and long-range planning.

Traffic Conditions

The respondents were asked to rate traffic conditions in the area where they live. **Figure U** reveals that almost four out of every ten respondents feel traffic in the area where they live is either *poor* (25.3%)¹ or *very poor* (14.5%). An additional one-third (34.3%) of the respondents said traffic conditions are only *fair*. One in four respondents indicated traffic conditions are generally good.

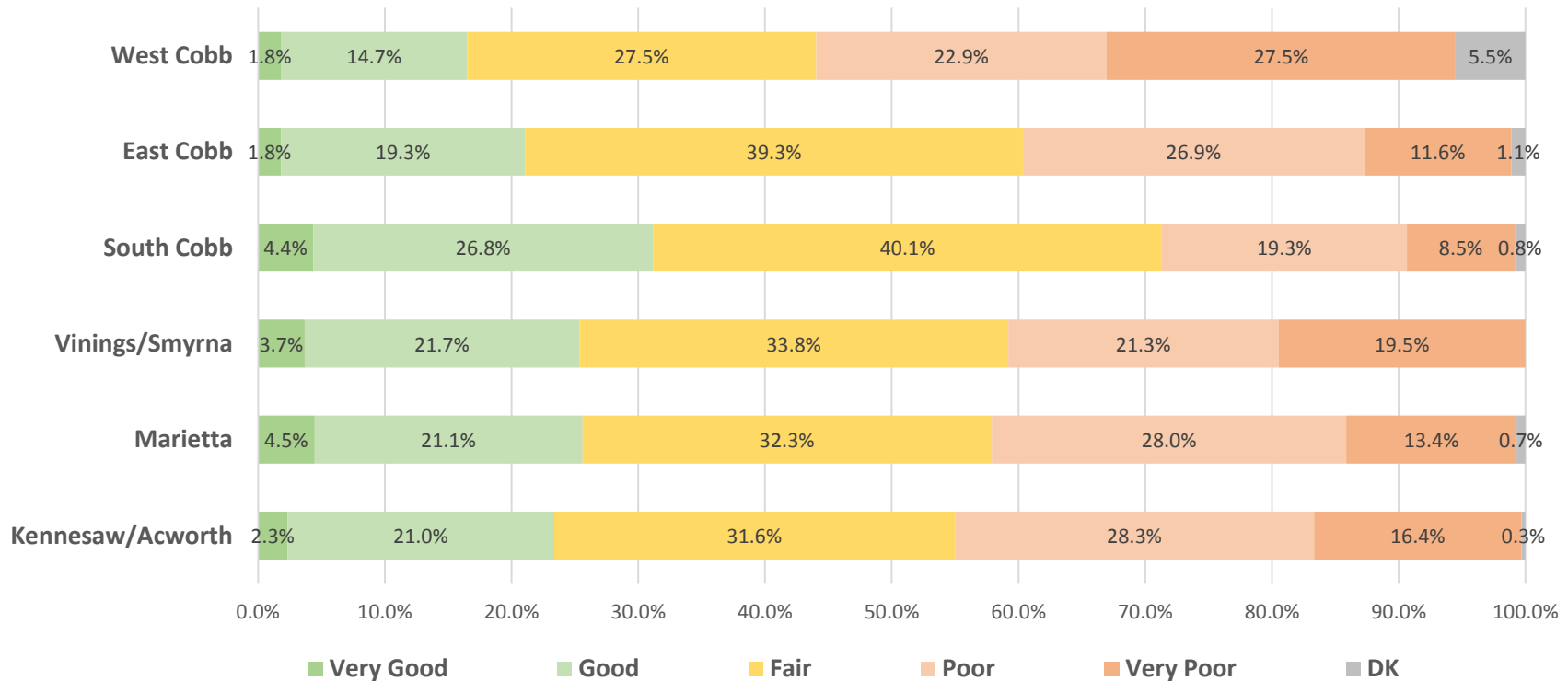
Figure U: Perceptions of Traffic Conditions in Respondent's Area



¹ Survey questions in this study that asked the respondents to rate the quality of certain conditions or services utilized a 5-point “very good – very poor” response set. Because the percentage of respondents falling into the “poor” or “very poor” categories on most of items were relatively small, those two categories were collapsed into a “poor/very poor” category for the purpose of analysis. On the issue of traffic conditions, however, the percentage of respondents in the “poor” and “very poor” categories were sizable, so the original 5-point response set was maintained for analytical purposes for this question only.

Perceptions of traffic conditions are *just fair or generally poor* all across the county (see **Figure V**). South Cobb is the only area in which as many as 30% of the respondents feel traffic conditions are *very good* (4.4%) or *good* (26.8%).

Figure V: Perceptions of Traffic Conditions in Local Area (By Place of Residence)



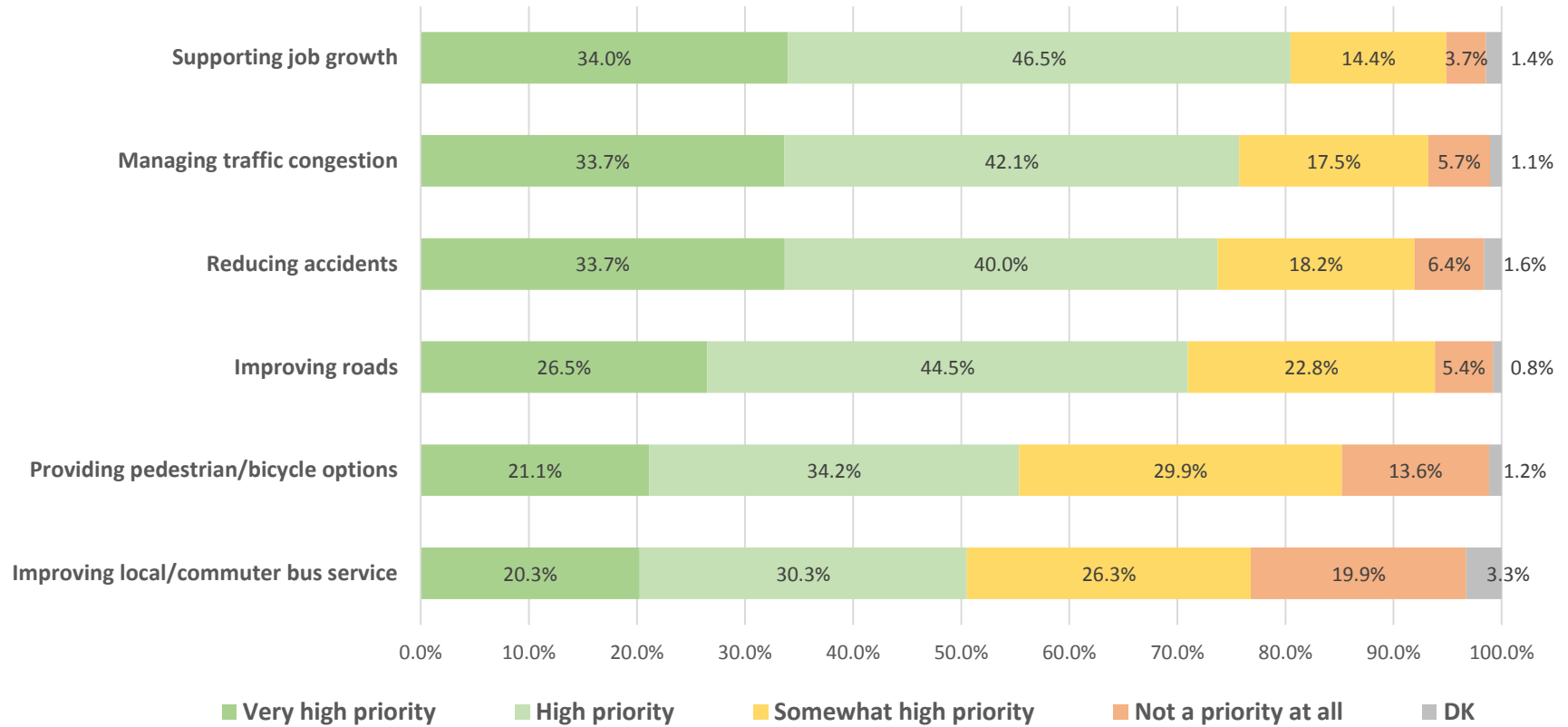
Transportation Planning Priorities

The respondents were given a number of items related to transportation planning and asked to evaluate whether each item should be a very high priority, a high priority, a somewhat high priority, or not a priority at all in future transportation planning. The items included were:

- Managing traffic congestion on county roads;
- Reducing the number of traffic accidents;
- Repaving and improving the condition of county roads;
- Providing safe and convenient pedestrian and bicycle options in the county;
- Improving local and commuter bus service, and;
- Supporting job growth in the county.

Figure W provides a summary of the responses to these questions. **Supporting job growth** (80.5%), **managing traffic congestion** (75.8%), **reducing accidents** (73.7%) and **improving the condition of county roads** (71%) were most often rated as either *very high* or *high* priorities. Smaller majorities of respondents said **providing safe pedestrian and bicycle options** (55.3%) or **improving local and commuter bus service** (50.6%) should receive those high levels of attention in future planning efforts.

Figure W: Perceived Priority Levels for Transportation and Job Growth Strategies

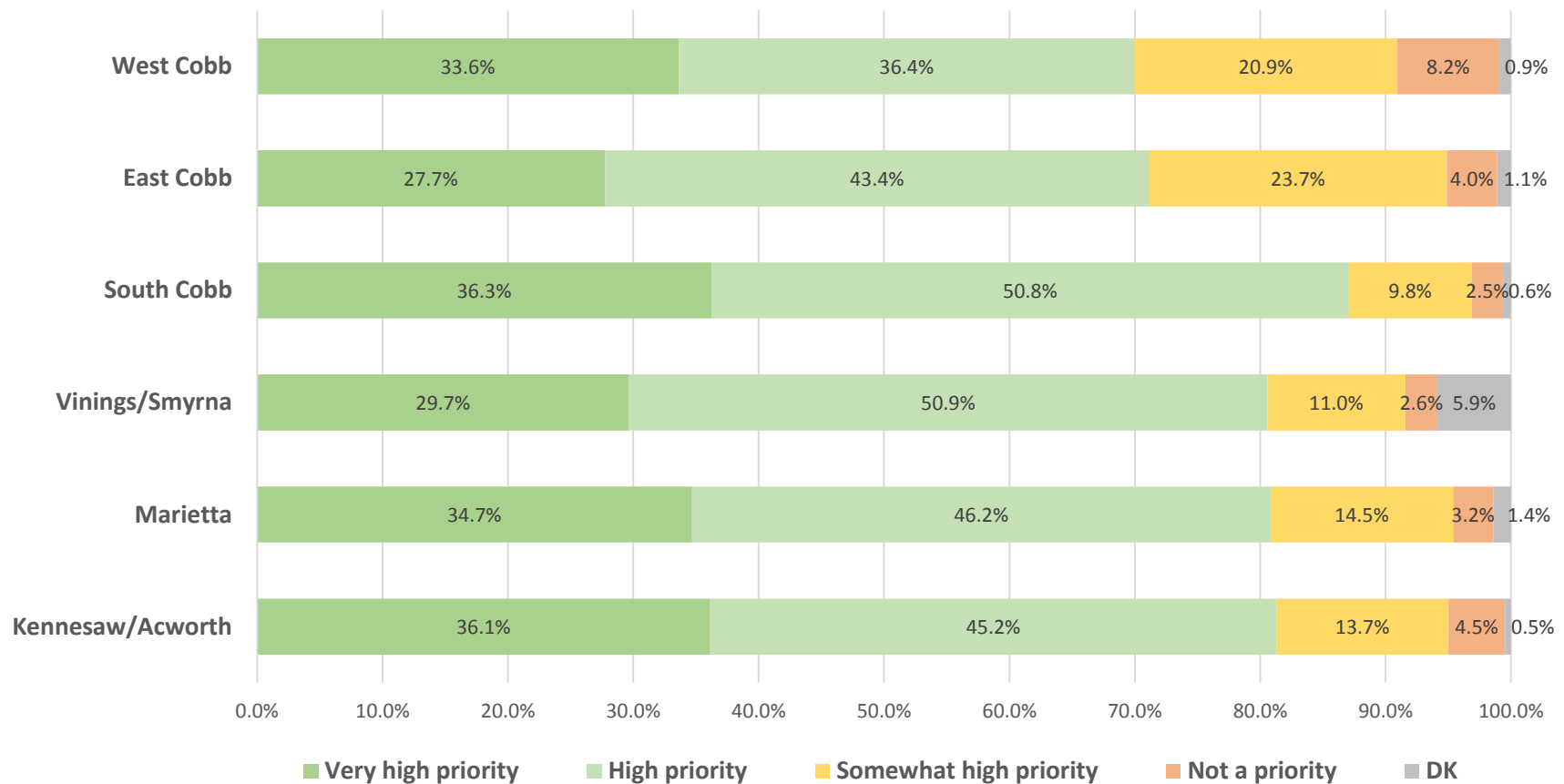


A brief summary of the results for each of these items for the different parts of the county is provided below.

Supporting Job Growth

At least 70% of the respondents in each area of the county said promoting job growth should be a *very high* or *high priority* (see **Figure X**) in future planning efforts. This is particularly true of respondents in south Cobb, the Vinings/Smyrna area, Marietta and the Kennesaw/Acworth area.

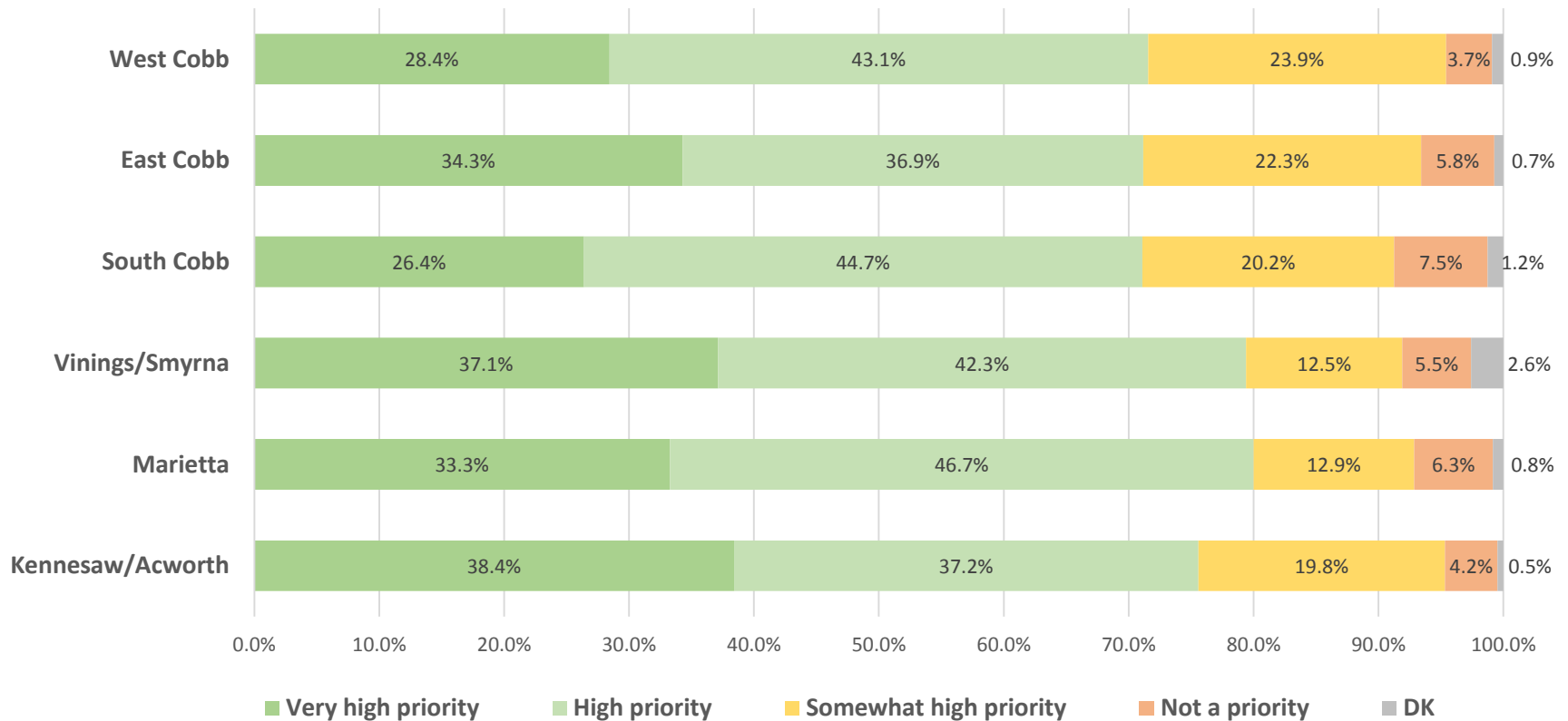
Figure X: Prioritizing Promotion of Job Growth (By Place of Residence)



Managing Traffic Congestion

At least 70% of the respondents in each of the local areas examined said managing traffic congestion should be either a *very high or high priority* (see **Figure Y**). Residents in the Marietta area (80%) and the Vinings/Smyrna area (79.4%) are slightly more likely than their counterparts to feel that way.

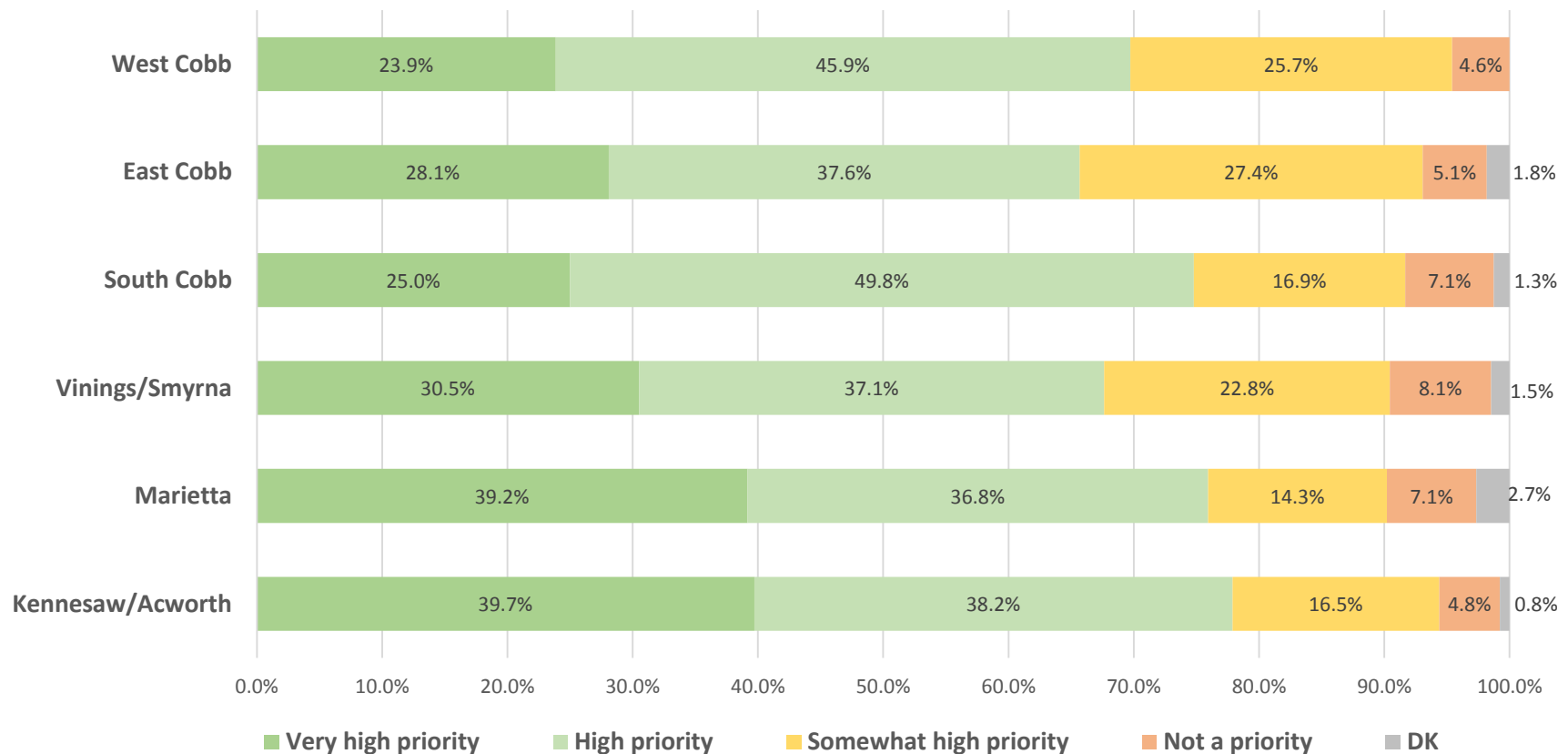
Figure Y: Prioritizing Transportation Needs: Managing Congestion (By Place of Residence)



Reducing Traffic Accidents

At least 60% of the respondents in each area said reducing traffic accidents should be a *very high or high priority* in future planning efforts. This belief is slightly higher among residents of the Kennesaw/Acworth area (77.9%), Marietta (76%) and south Cobb (74.8%).

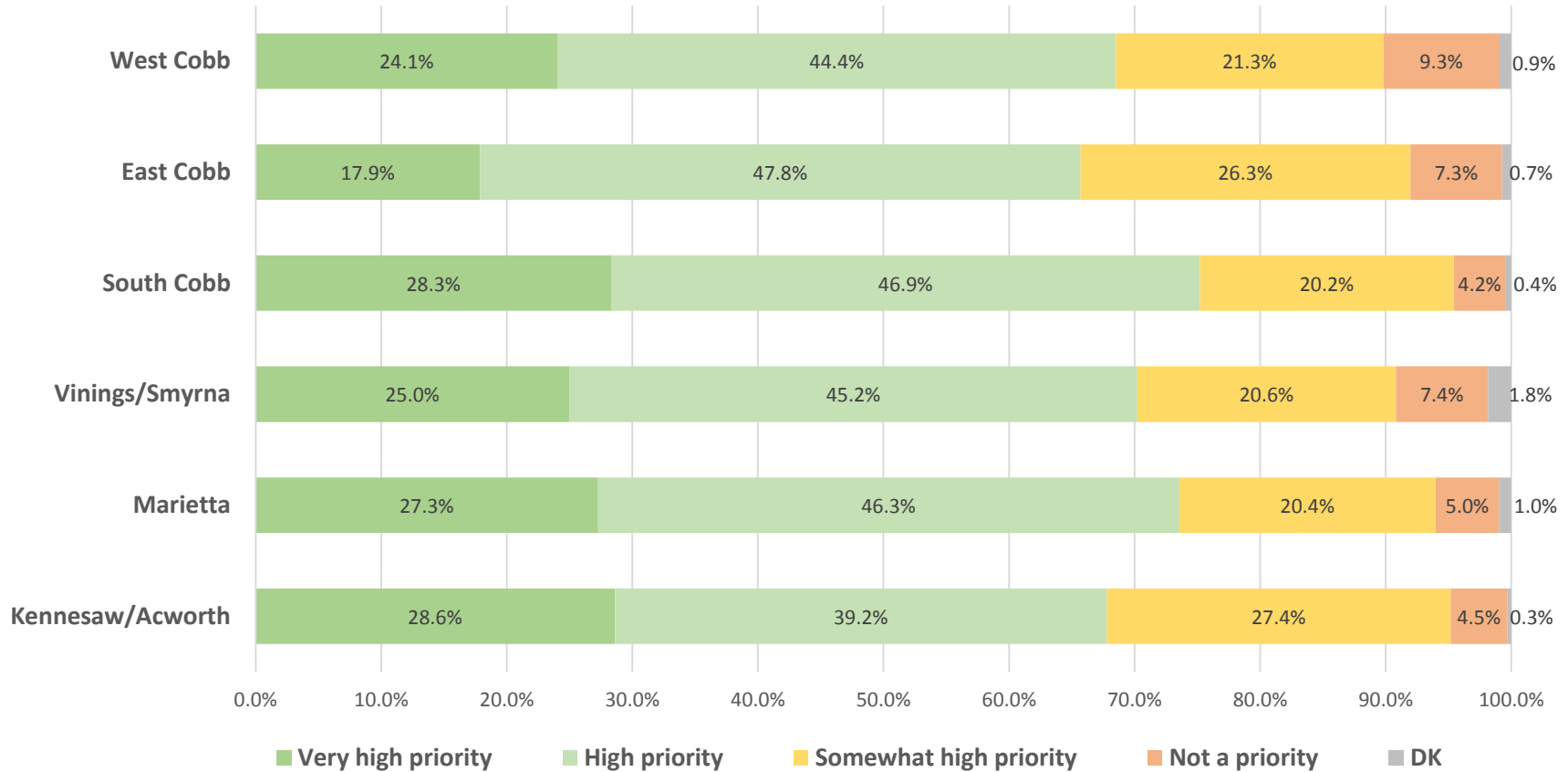
Figure Z: Prioritizing Transportation Needs: Reducing Accidents (By Place of Residence)



Improving Condition of Roads and Highways in County

Again, at least 60% of the respondents in each area of the county believe improving the condition of roads and highways in the county should be either a **very high or high priority** (see **Figure AA**). This feeling is highest among residents of south Cobb (75.2%).

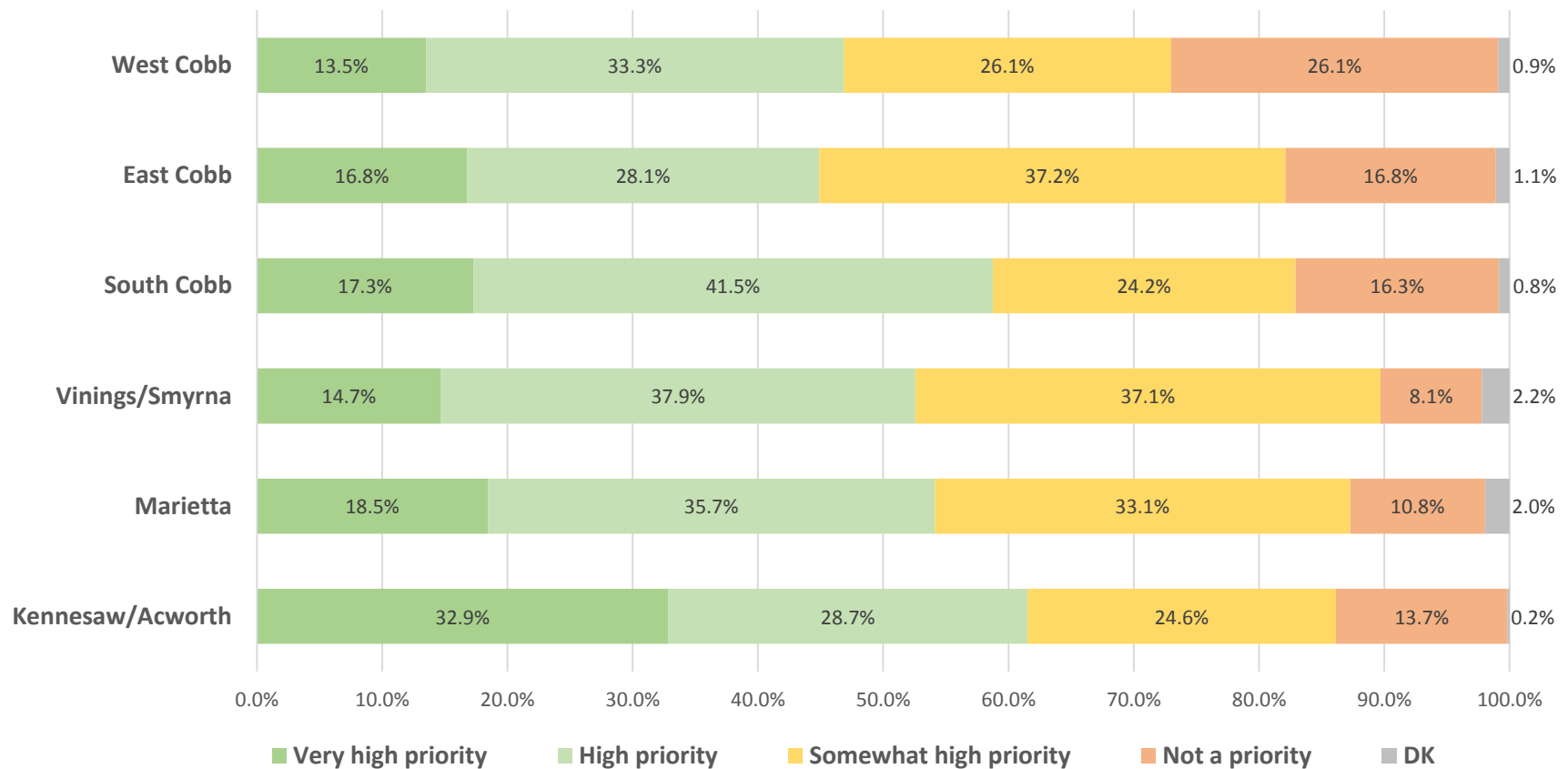
Figure AA: Prioritizing Transportation Needs: Improving Conditions of Roads and Highways in County (By Place of Residence)



Providing Safe Pedestrian/Bicycle Options

A majority of respondents in the Kennesaw/Acworth area (61.6%), south Cobb (58.8%), Marietta (54.2%) and the Vinings/Smyrna area (52.6%) feel providing safe pedestrian and bicycle options should be a *very high or high priority* in future transportation planning. Residents in west Cobb and east Cobb are less enthusiastic about the importance of these efforts (see **Figure BB**).

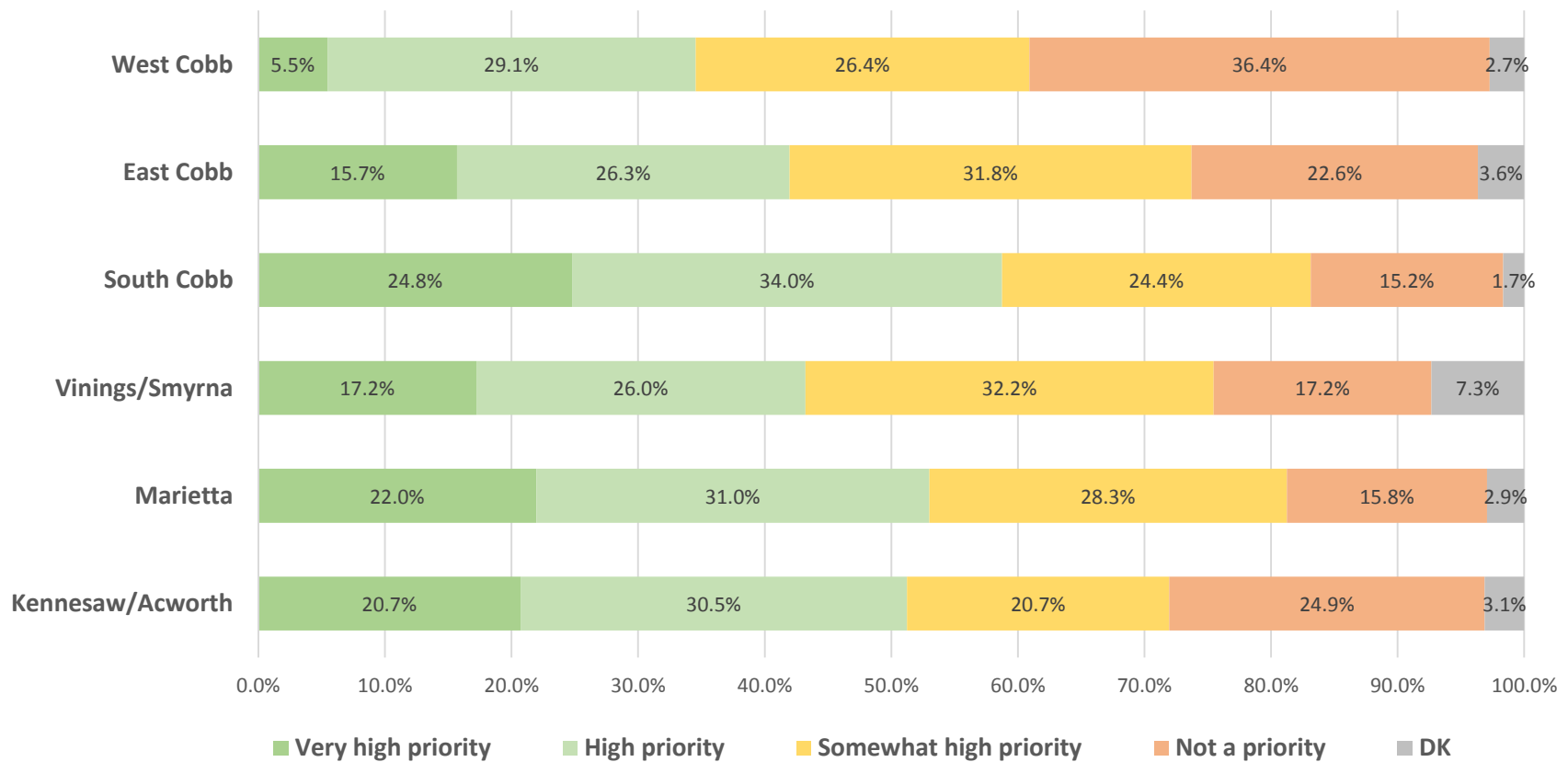
Figure BB: Prioritizing Transportation Needs: Providing Safe Pedestrian/Bicycle Options (By Place of Residence)



Improving Local and Commuter Bus Service

A majority of respondents in south Cobb (58.8%), the Marietta area (53%) and the Kennesaw/Acworth area (51.2%) feel improving local and commuter bus service should be a *very high or high priority* (see **Figure CC**). Residents of west Cobb are less enthusiastic about this potential transportation improvement; over one-third (36.4%) of these respondents said this option *should not be a priority* in future planning, while an additional one-fourth (26.4%) believe it should only be a *somewhat high priority*.

Figure CC: Prioritizing Transportation Needs: Improving Local/Commuter Bus Service (By Place of Residence)



Best Long-Term Solution for Traffic Congestion in Cobb County

The respondents were asked to indicate the best long-term solution to traffic congestion in Cobb County. They were given four options from which to choose, including **improving the county road system**, **expanding public transit**, **developing “live-work” communities**, or **doing nothing**. The results in **Figure DD** show that county residents were evenly divided between *improving the county road system* (35%) and *expanding public transit* (34%). Fewer respondents (22%) said *developing “live-work” communities* is the best solution. Less than one in ten respondents (6%) said the best approach would be to *do nothing*.

Figure DD: Best Long-Term Solution to Traffic Congestion in Cobb County

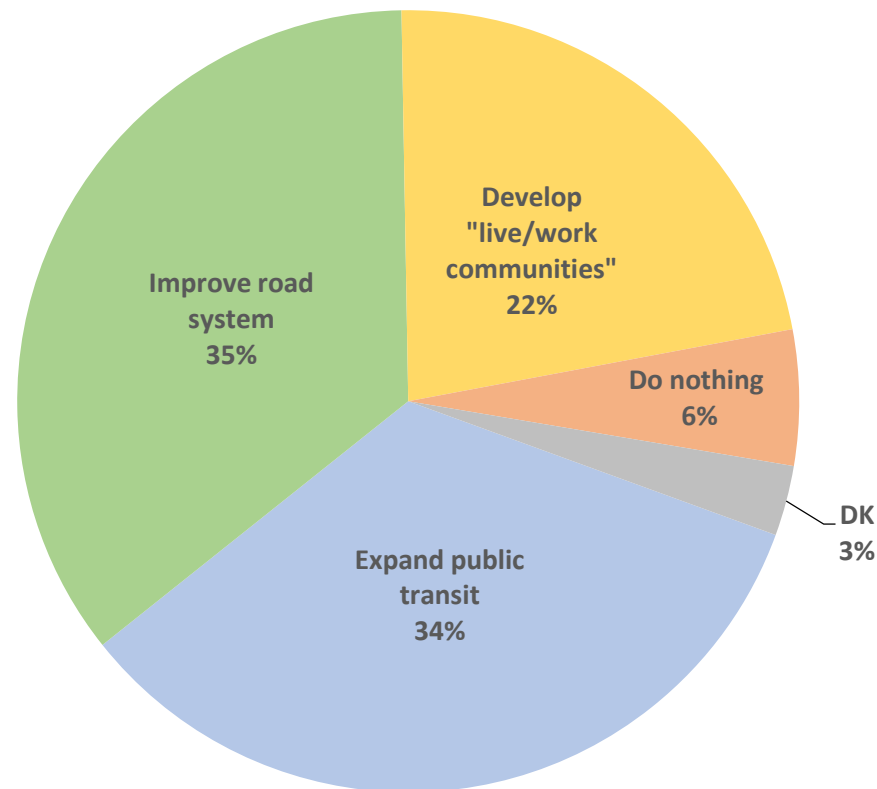
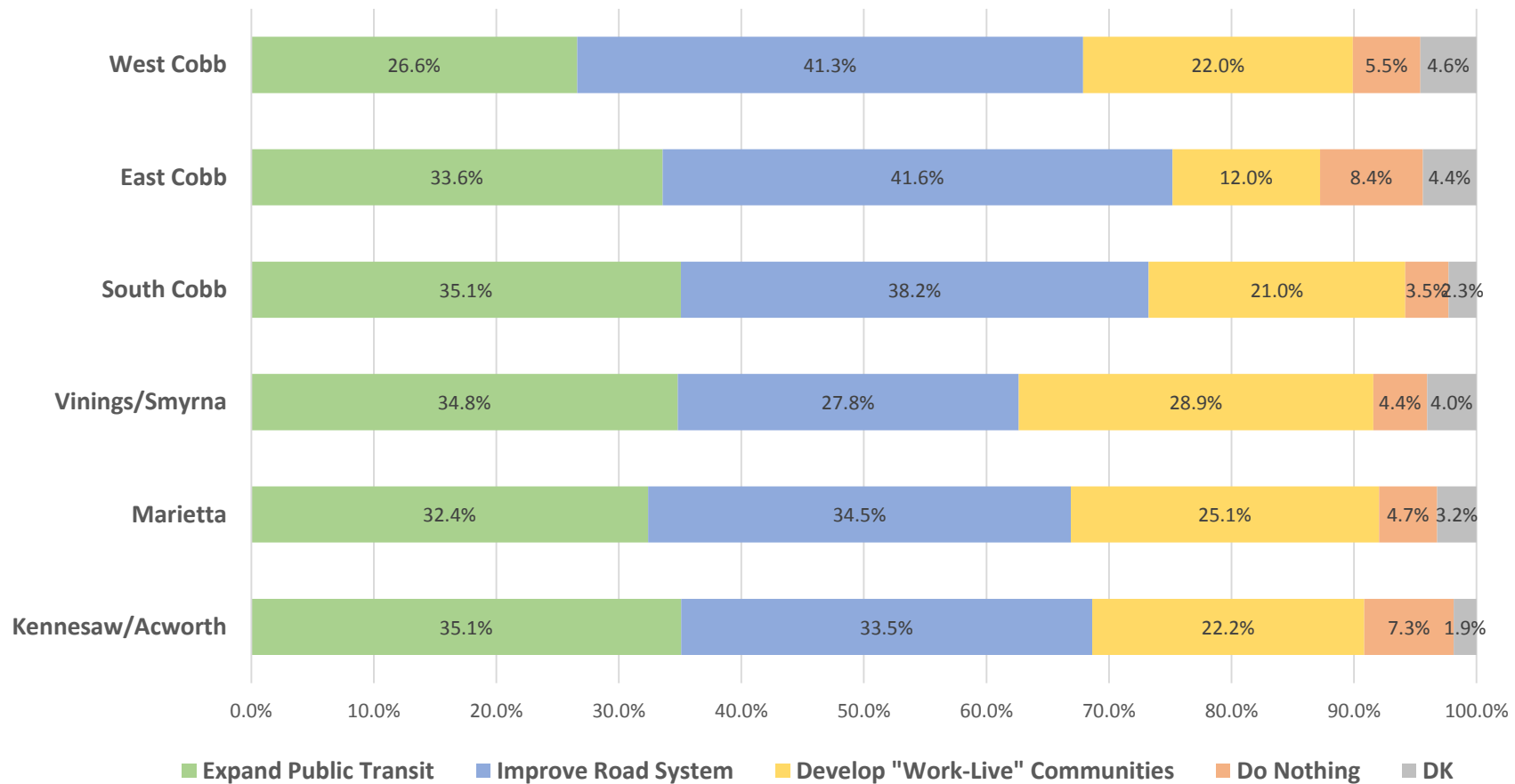


Figure EE provides a breakdown of these results for each area of the county. For most of Cobb County, residents were closely divided between *improving the road system* and *improving public transit*. Residents in east Cobb (41.6%) and west Cobb (41.3%) were more likely to prefer improving the county road system, while residents of the Vinings/Smyrna area were slightly more likely to prefer expanding public transit (34.8%) over improving the road system (27.8%).

Figure EE: Best Long-Term Solution to Traffic Congestion (By Place of Residence)



What Types of Development Do Cobb County Residents Want?

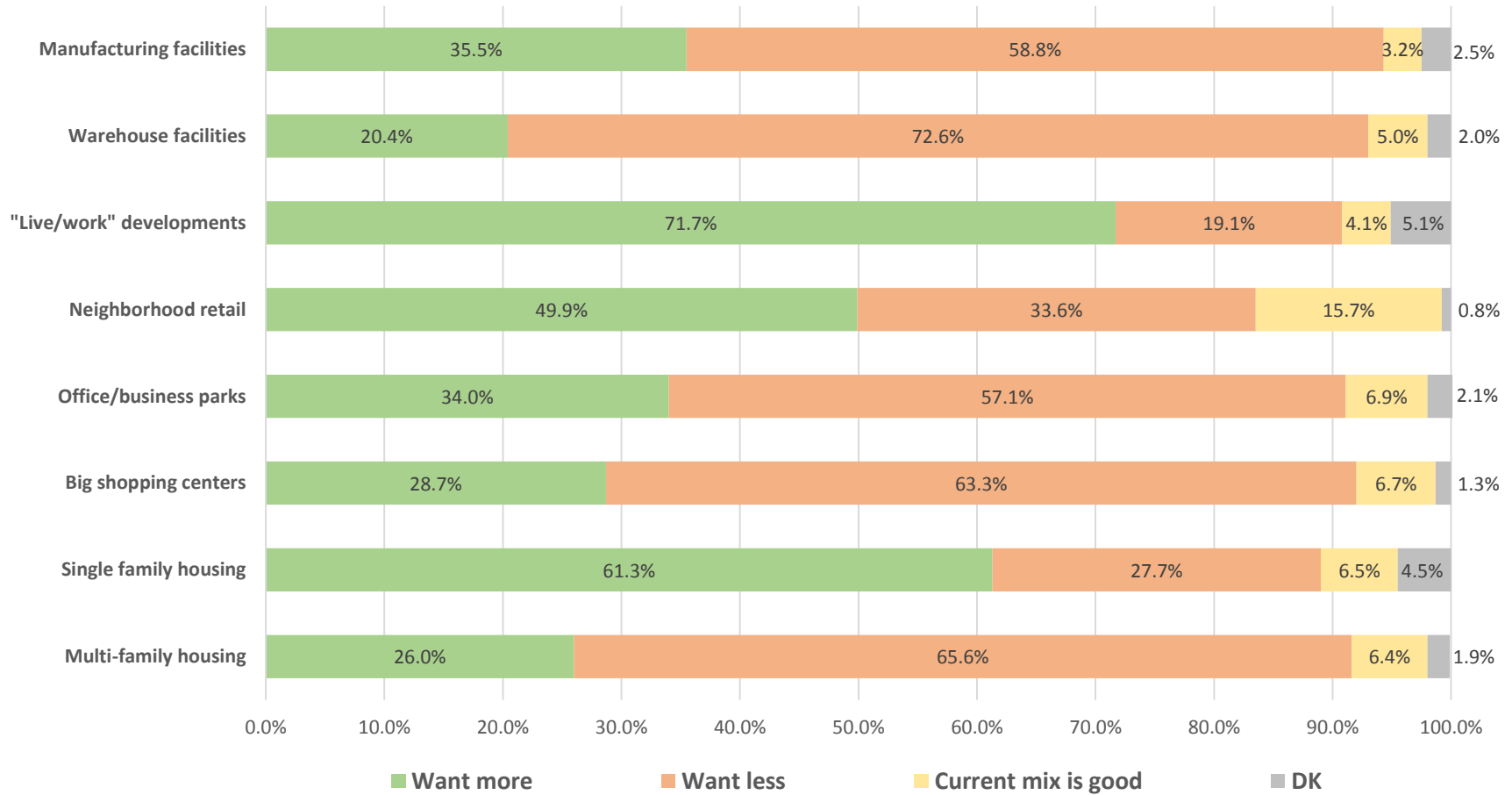
Respondents were given several future development options and asked to state if they would like to see *more* or *less* of each particular type of development in the future. The options fell into one of three broad categories – industrial, commercial and residential – and included the following:²

- Manufacturing facilities;
- Warehouse facilities;
- Office buildings and business parks;
- Large-scale (“big box”) shopping centers;
- Neighborhood retail/grocery stores;
- “Live-work” developments;
- Single-family (detached) homes, and;
- Multi-family (attached) homes such as apartments, townhouses and condos).

Figure FF provides a summary of the responses to these items. **Live-work developments** (71.7%) and **single-family detached housing** (61.3%) are the only two options a majority of respondents said they would like to see more of in Cobb County. Almost one-half (49.9%) of the respondents said they would like to see **more neighborhood retail and grocery stores** in their areas. Significant percentages of Cobb county residents want to see **fewer warehouse facilities** (72.6%), **multi-family housing** (65.6%), **large-scale shopping centers** (63.3%), **manufacturing facilities** (58.8%) and **office and business parks** (57.1%).

² When data collection started, an open-ended question was used to try to collect this type of information. A review of the responses after two interviewing sessions revealed that the respondents did not understand the nature of the question. Accordingly, a new set of close-ended questions were added to the survey instrument and are reflected in this analysis. As a result of this change, the sample size on these questions is smaller than that for the other questions in the survey.

Figure FF: What Types of Development Do Respondents Want?

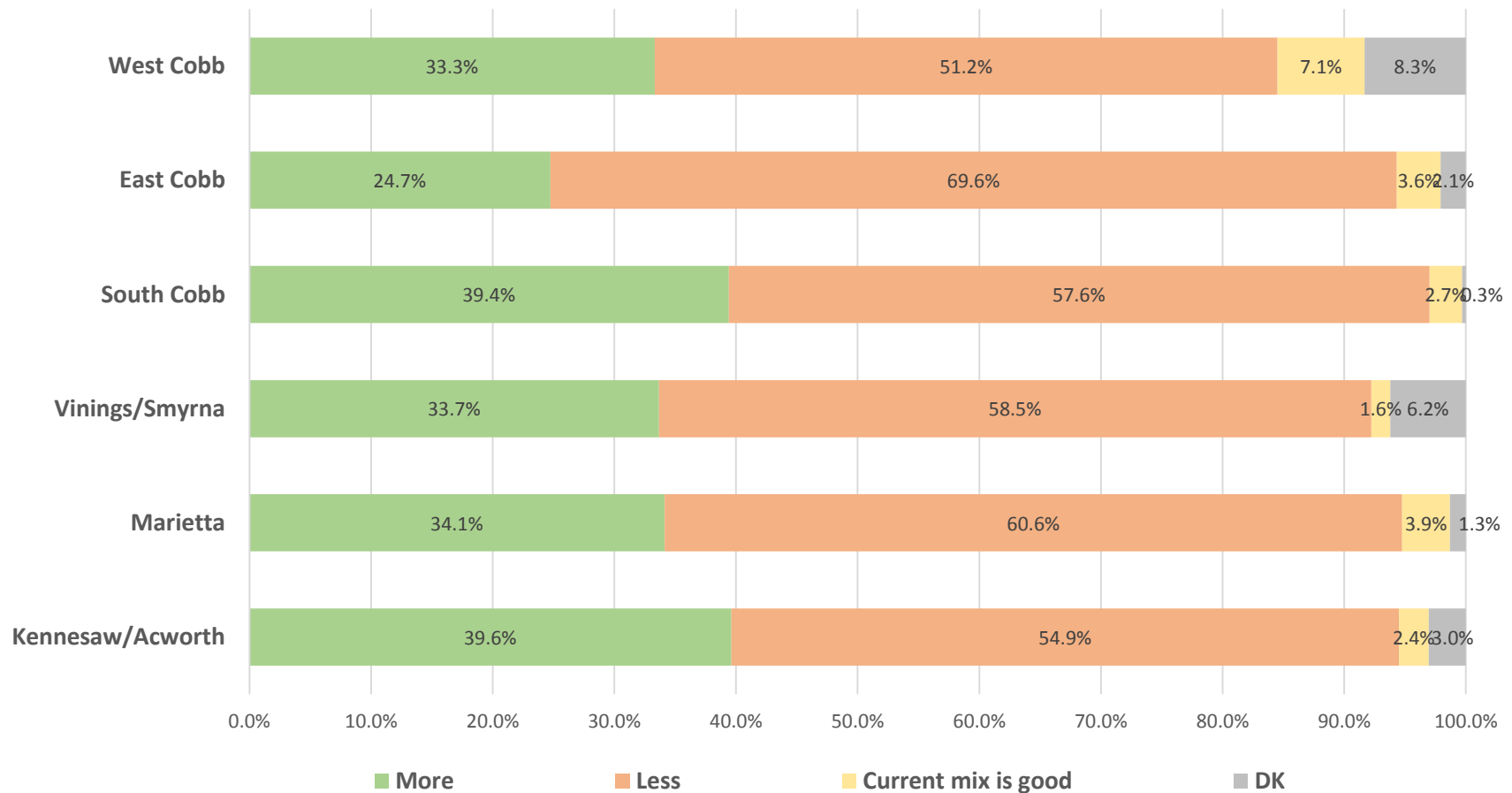


Results for each of these items for the different areas of the county are provided below.

Manufacturing Facilities

A majority of residents in every region of Cobb County want to see fewer manufacturing facilities in the county (see **Figure GG**). Respondents from east Cobb are particularly opposed (69.6%) to this type of development.

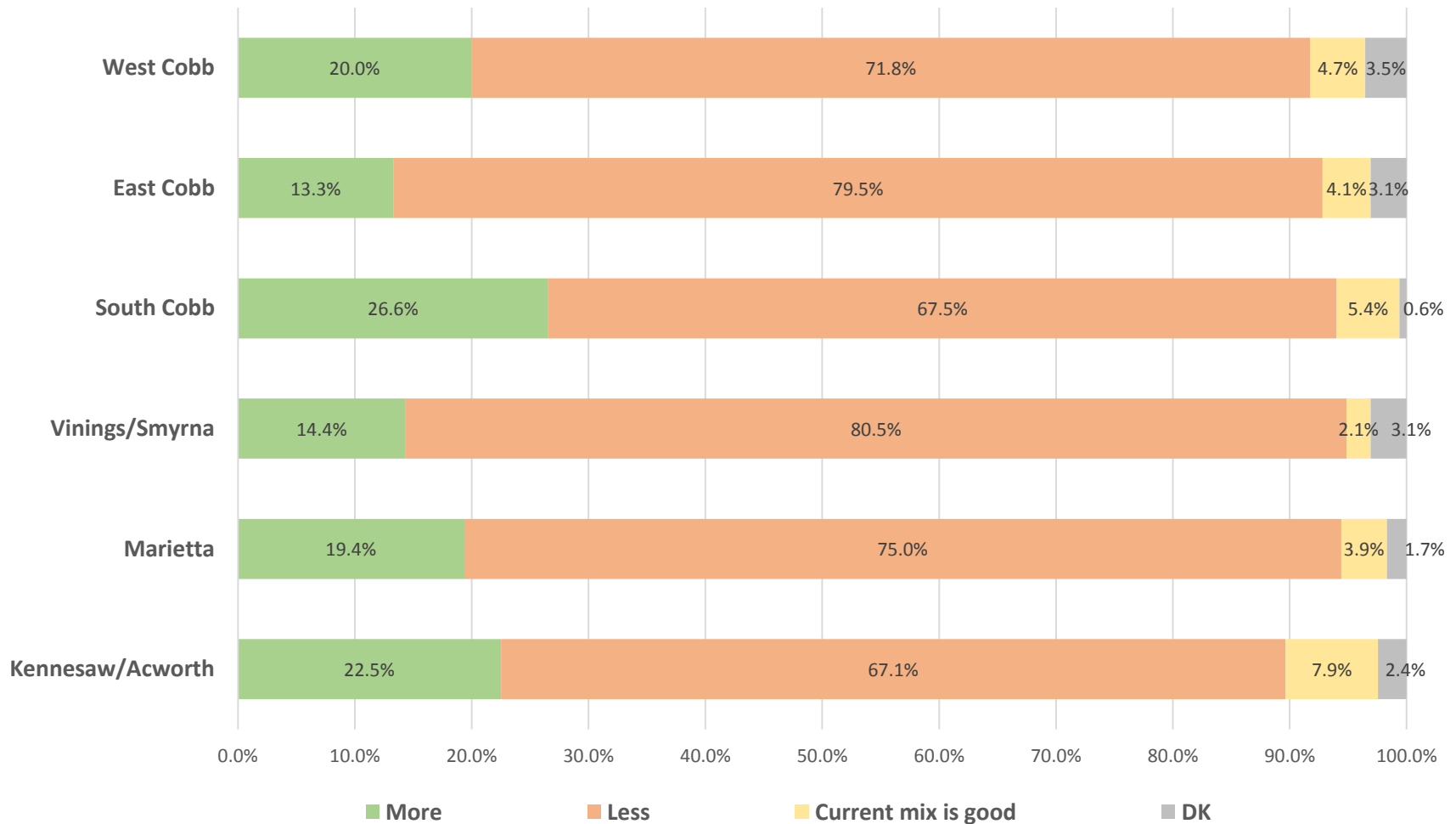
Figure GG: More or Less Manufacturing Facilities? (By Place of Residence)



Warehouse Facilities

Large majorities of respondents in each part of the county want to see fewer warehouse facilities in the county (see **Figure HH**).

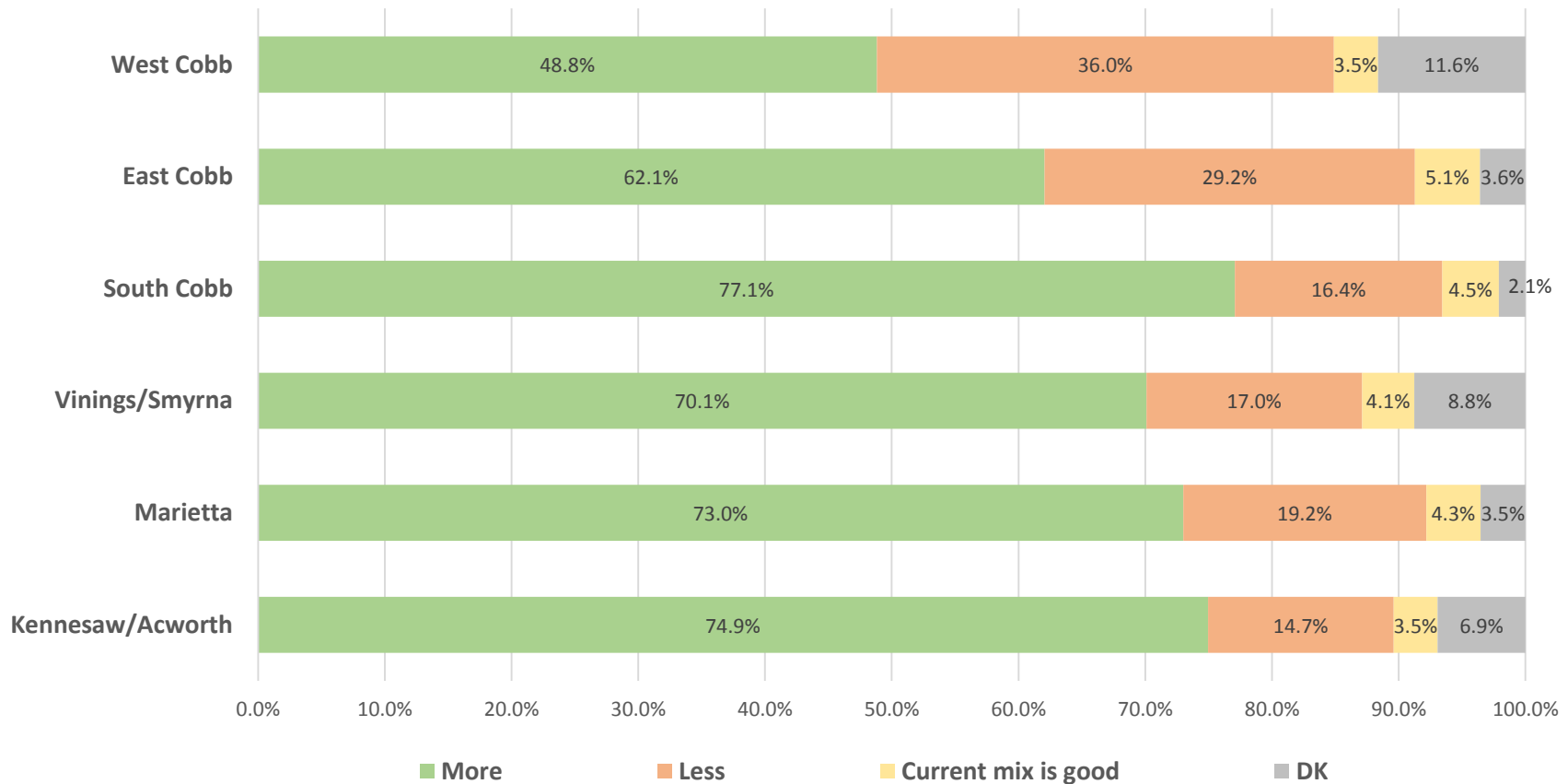
Figure HH: More or Less Warehouse Facilities? (By Place of Residence)



“Live-Work” Developments

Sizeable majorities of respondents in every area of the county, with the exception of west Cobb, indicated they would like to see more “live-work” developments in Cobb County (see **Figure II**). Respondents in west Cobb are more divided on this option; only 48.8% said they would like to see more of these developments, while 36% want fewer “live-work” developments.

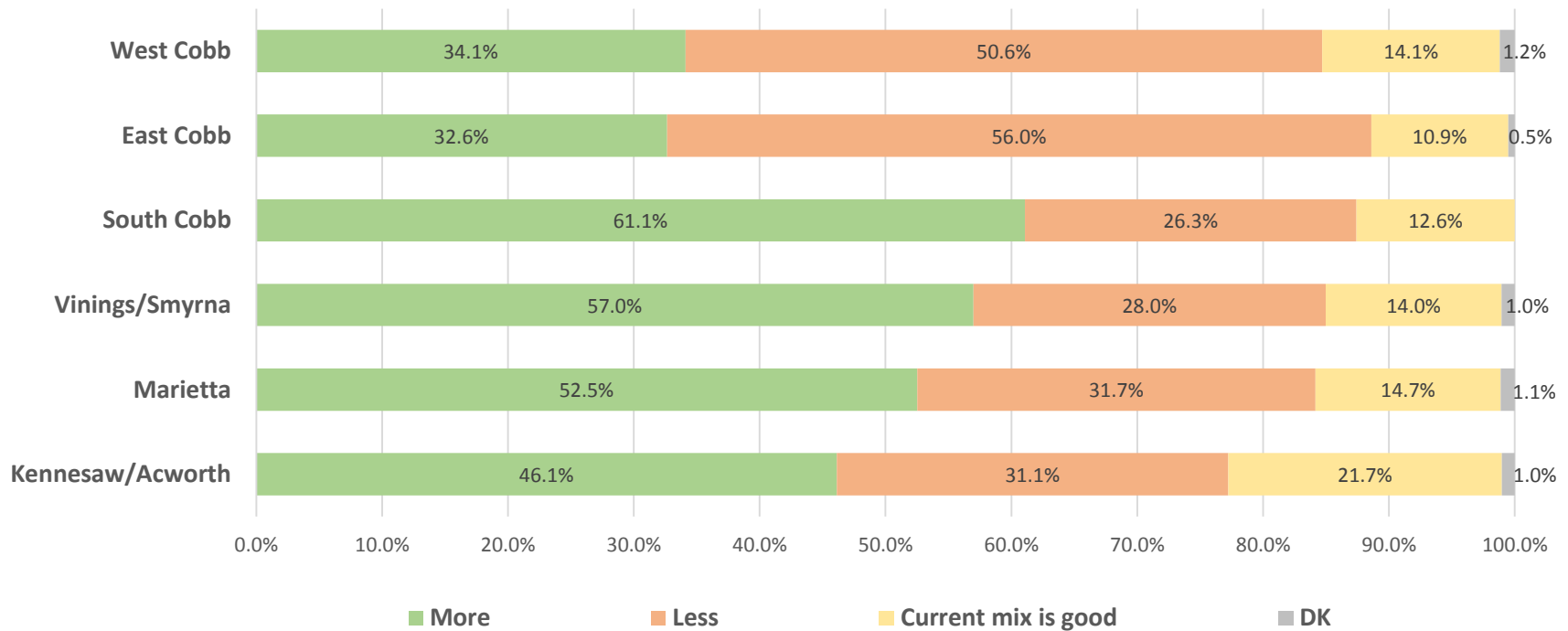
Figure II: More or Less “Live-Work” Developments? (By Place of Residence)



Neighborhood Retail/Grocery Stores

The various regions of Cobb County are divided on this issue (see **Figure JJ**). A majority of respondents in south Cobb (61.1%), the Vinings/Smyrna area (57%) and Marietta (52.5%) want to see *more* neighborhood retail and grocery stores in their areas. One-half of the respondents in east Cobb (56%) and west Cobb (50.6%) would like to see *less* development of this kind. Residents of the Kennesaw/Acworth area are more divided on this issue; slightly less than one-half (46.1%) indicated they would like *more* neighborhood stores in their area, while slightly more than one in five (21.7%) said the *current mix is about right*.³

Figure JJ: More or Less Neighborhood Retail/Grocery Stores? (By Place of Residence)

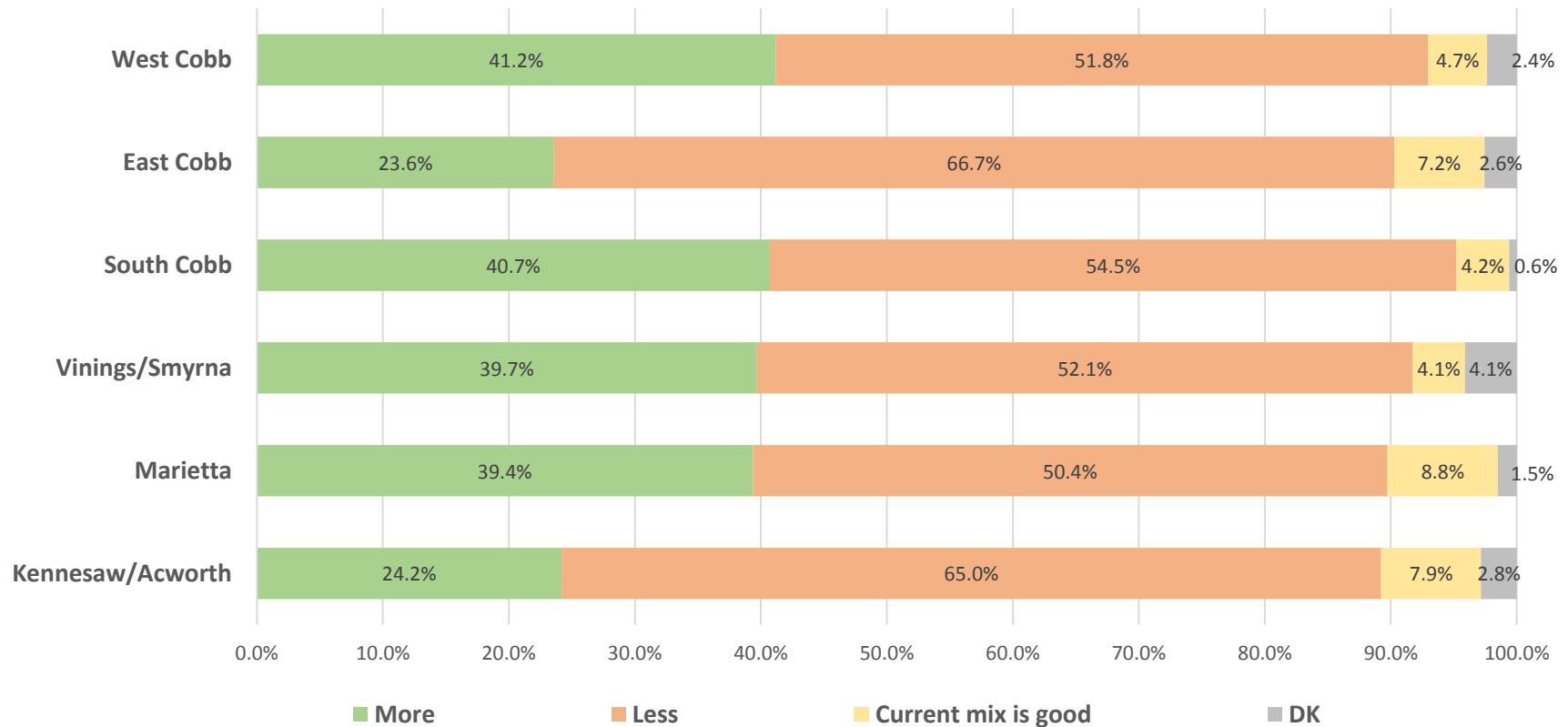


³ Although the response option “the current mix is about right” was not explicitly offered to the respondents as a valid response, if the respondents offered a response of that nature it was recorded as such.

Office and Business Parks

A majority of respondents in each area of the county would like to see *fewer office and business parks* in the county, although those majorities are relatively slim in south Cobb (54.5%), the Vinings/Smyrna area (52.1%), west Cobb (51.8%) and Marietta (50.4%) (see **Figure KK**).

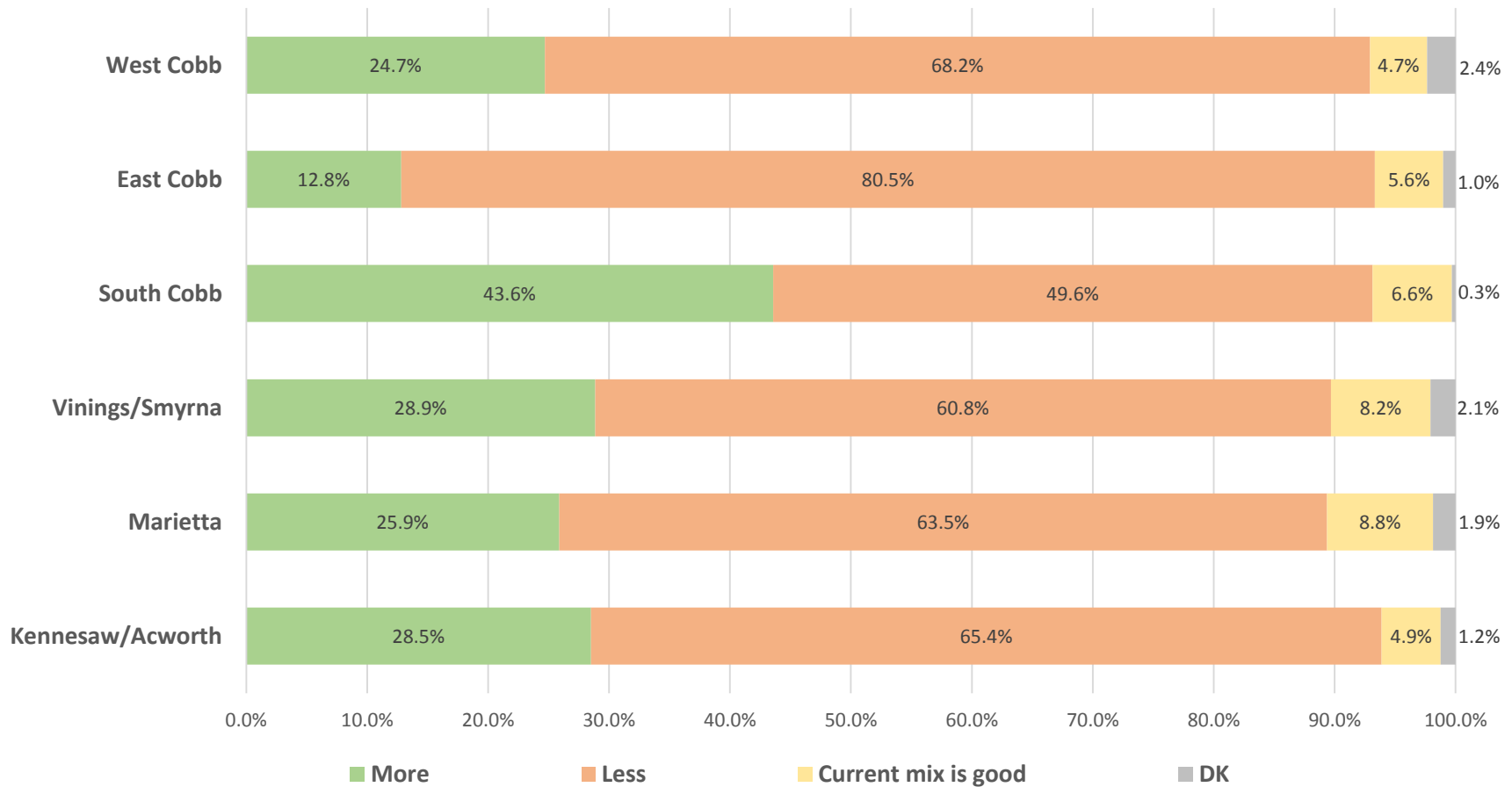
Figure KK: More or Less Office/Business Parks? (By Place of Residence)



Large-Scale Shopping Centers

A majority of respondents in most areas of the county want to see *fewer large-scale shopping centers* in the county (see **Figure LL**). Residents of south Cobb are more evenly divided on this issue; a plurality (49.6%) of these respondents want fewer developments of this type, while over four in ten (43.6%) would like to see more large shopping centers.

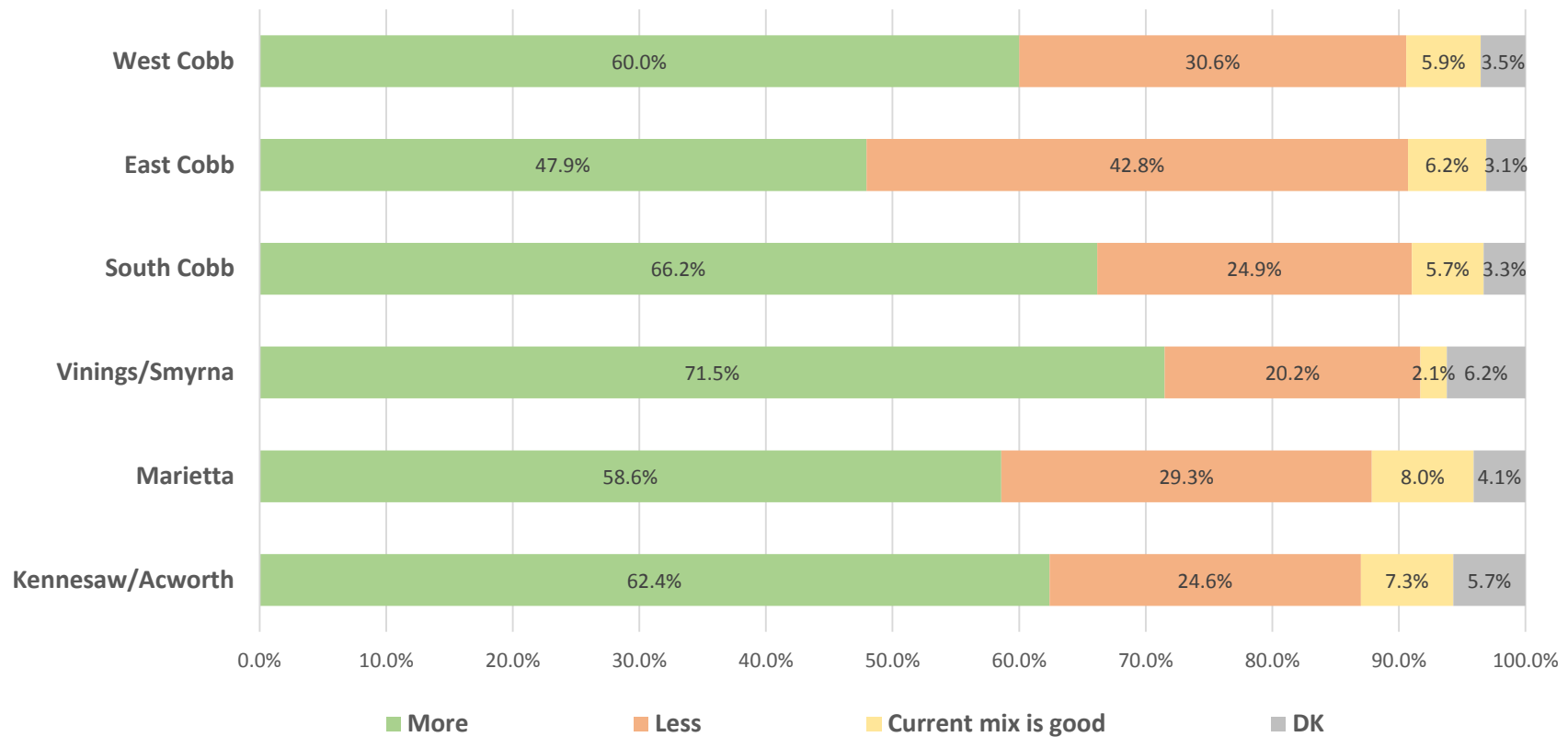
Figure LL: More or Less Large Scale Shopping Centers? (By Place of Residence)



Single-Family Housing

With the exception of east Cobb, a majority of respondents in every area of county said they would like to see *more single-family housing developments* in the county (see **Figure MM**). Residents in east Cobb are more evenly split on this issue.

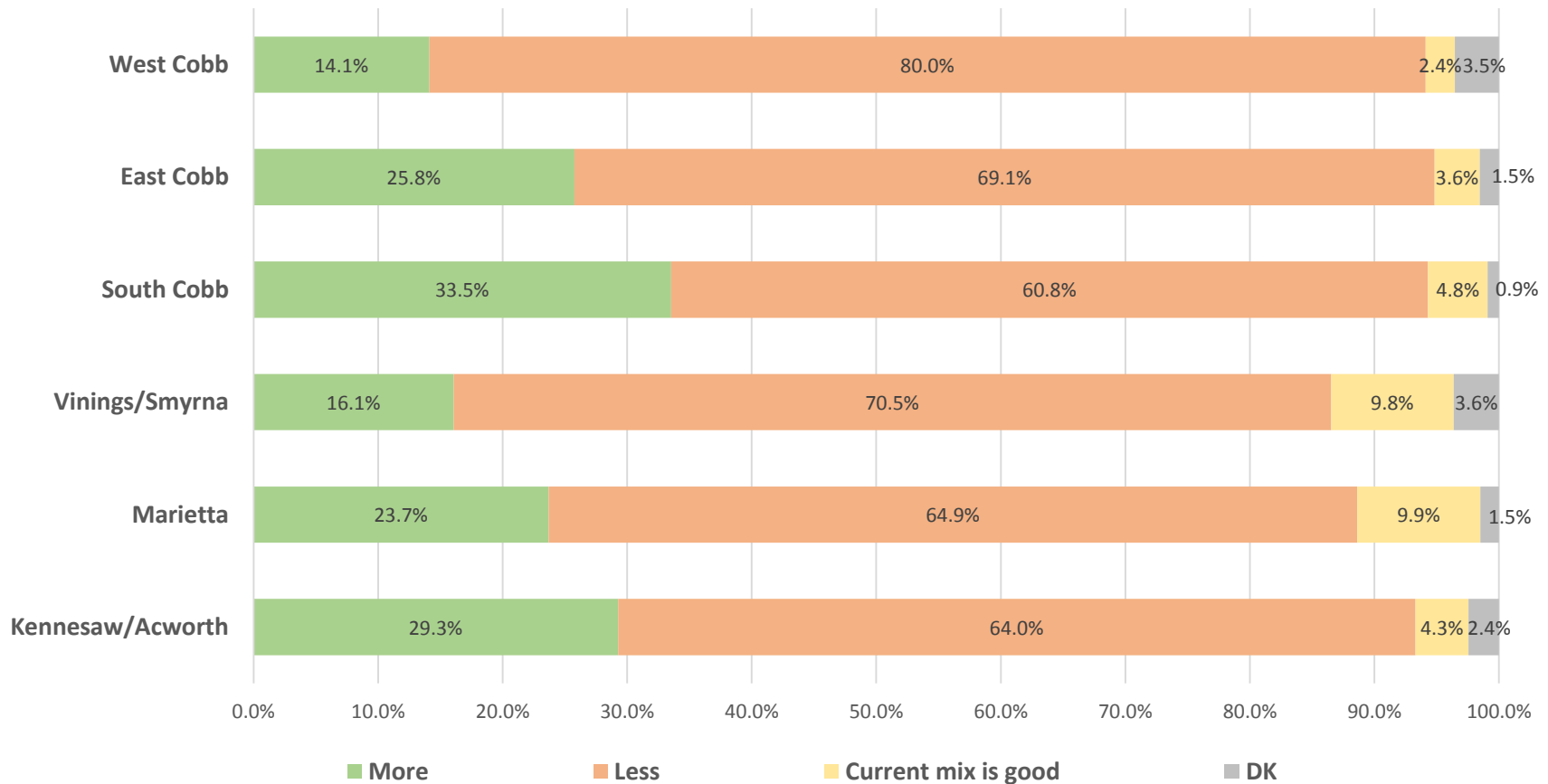
Figure MM: More or Less Single-Family Housing? (By Place of Residence)



Multi-Family Housing

Significant majorities of respondents in every area of the county said they want to see *fewer multi-family housing developments* in the county (see **Figure NN**). Residents in south Cobb and the Kennesaw/Acworth area expressed the most support (33.5% and 29.3%, respectively) for more developments of this kind.

Figure NN: More or Less Multi-Family Housing? (By Place of Residence)



Appendix A: Individual Item Frequencies (Weighted)

Rate job opportunities in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	324	13.0	13.0	13.0
	Good	936	37.5	37.5	50.5
	Fair	641	25.7	25.7	76.1
	Poor/Very Poor	297	11.9	11.9	88.0
	DK	300	12.0	12.0	100.0
	Total	2498	100.0	100.0	

Rate cost of living in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	311	12.4	12.4	12.4
	Good	1245	49.8	49.8	62.3
	Fair	751	30.1	30.1	92.3
	Poor/Very Poor	142	5.7	5.7	98.0
	DK	49	2.0	2.0	100.0
	Total	2498	100.0	100.0	

Rate your area as a place to raise kids

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	1138	45.6	45.6	45.6
	Good	947	37.9	37.9	83.5
	Fair	247	9.9	9.9	93.3
	Poor/Very Poor	102	4.1	4.1	97.4
	DK	64	2.6	2.6	100.0
	Total	2498	100.0	100.0	

Rate availability of stores for groceries, clothes etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	1454	58.2	58.2	58.2
	Good	797	31.9	31.9	90.1
	Fair	183	7.3	7.3	97.4
	Poor/Very Poor	58	2.3	2.3	99.8
	DK	6	.2	.2	100.0
	Total	2498	100.0	100.0	

Rate opportunities for outdoor recreation in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	838	33.6	33.6	33.6
	Good	1046	41.9	41.9	75.4
	Fair	378	15.1	15.1	90.5
	Poor/Very Poor	203	8.1	8.1	98.7
	DK	33	1.3	1.3	100.0
	Total	2498	100.0	100.0	

Rate traffic conditions in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	84	3.4	3.4	3.4
	Good	542	21.7	21.7	25.1
	Fair	858	34.3	34.3	59.4
	Poor/Very Poor	994	39.8	39.8	99.2
	DK	20	.8	.8	100.0
	Total	2498	100.0	100.0	

Rate opportunities to meet people in your area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	751	30.1	30.1	30.1
	Good	1070	42.8	42.8	72.9
	Fair	408	16.4	16.4	89.2
	Poor/Very Poor	181	7.2	7.2	96.5
	DK	88	3.5	3.5	100.0
	Total	2498	100.0	100.0	

Rate police services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	931	37.3	37.3	37.3
	Good	1130	45.2	45.2	82.5
	Fair	297	11.9	11.9	94.4
	Poor/Very Poor	114	4.6	4.6	99.0
	DK	26	1.0	1.0	100.0
	Total	2498	100.0	100.0	

Rate fire and emergency services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	1186	47.5	47.5	47.5
	Good	1117	44.7	44.7	92.2
	Fair	135	5.4	5.4	97.6
	Poor/Very Poor	24	1.0	1.0	98.5
	DK	36	1.5	1.5	100.0
	Total	2498	100.0	100.0	

Rate local public schools

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	798	31.9	31.9	31.9
	Good	798	31.9	31.9	63.9
	Fair	451	18.1	18.1	81.9
	Poor/Very Poor	292	11.7	11.7	93.6
	DK	159	6.4	6.4	100.0
	Total	2498	100.0	100.0	

Rate access to local public libraries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	751	30.1	30.1	30.1
	Good	1101	44.1	44.1	74.1
	Fair	407	16.3	16.3	90.4
	Poor/Very Poor	176	7.0	7.0	97.4
	DK	64	2.6	2.6	100.0
	Total	2498	100.0	100.0	

Rate availability of medical care

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	971	38.9	38.9	38.9
	Good	1082	43.3	43.3	82.2
	Fair	323	12.9	12.9	95.1
	Poor/Very Poor	105	4.2	4.2	99.3
	DK	17	.7	.7	100.0
	Total	2498	100.0	100.0	

Rate physical condition of homes and properties

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	638	25.5	25.5	25.5
	Good	1338	53.6	53.6	79.1
	Fair	451	18.1	18.1	97.2
	Poor/Very Poor	61	2.4	2.4	99.6
	DK	10	.4	.4	100.0
	Total	2498	100.0	100.0	

Rate stormwater drainage and flood control

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	581	23.3	23.3	23.3
	Good	1191	47.7	47.7	70.9
	Fair	414	16.6	16.6	87.5
	Poor/Very Poor	242	9.7	9.7	97.2
	DK	70	2.8	2.8	100.0
	Total	2498	100.0	100.0	

Rate access to park and recreation facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very good	749	30.0	30.0	30.0
	Good	1065	42.6	42.6	72.6
	Fair	471	18.8	18.8	91.5
	Poor/Very Poor	204	8.1	8.1	99.6
	DK	10	.4	.4	100.0
	Total	2498	100.0	100.0	

“Future economic development should focus on re-developing older existing areas rather than expanding into undeveloped areas”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	50	2.0	2.0	2.0
	Disagree	221	8.9	8.9	10.8
	Agree	1261	50.5	50.5	61.3
	Strongly agree	886	35.4	35.4	96.7
	DK	81	3.3	3.3	100.0
	Total	2498	100.0	100.0	

“Cobb County needs a better mix of housing options to meet the demands of families from all income levels”

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	171	6.8	6.8	6.8
	Disagree	563	22.5	22.5	29.4
	Agree	1068	42.7	42.7	72.1
	Strongly agree	632	25.3	25.3	97.4
	DK	65	2.6	2.6	100.0
	Total	2498	100.0	100.0	

Managing traffic congestion on county roads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	841	33.7	33.7	33.7
	High priority	1051	42.1	42.1	75.7
	Somewhat high priority	437	17.5	17.5	93.2
	Not a priority at all	143	5.7	5.7	98.9
	DK	27	1.1	1.1	100.0
	Total	2498	100.0	100.0	

Reducing the number of traffic accidents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	841	33.7	33.7	33.7
	High priority	1000	40.0	40.0	73.7
	Somewhat high priority	455	18.2	18.2	91.9
	Not a priority at all	161	6.4	6.4	98.4
	DK	41	1.6	1.6	100.0
	Total	2498	100.0	100.0	

Repaving and improving the condition of county roads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	662	26.5	26.5	26.5
	High priority	1111	44.5	44.5	71.0
	Somewhat high priority	571	22.8	22.8	93.8
	Not a priority at all	134	5.4	5.4	99.2
	DK	20	.8	.8	100.0
	Total	2498	100.0	100.0	

Providing safe and convenient pedestrian/bicycle options

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	528	21.1	21.1	21.1
	High priority	855	34.2	34.2	55.4
	Somewhat high priority	746	29.9	29.9	85.2
	Not a priority at all	340	13.6	13.6	98.8
	DK	29	1.2	1.2	100.0
	Total	2498	100.0	100.0	

Improving local and commuter bus service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	506	20.3	20.3	20.3
	High priority	757	30.3	30.3	50.5
	Somewhat high priority	656	26.3	26.3	76.8
	Not a priority at all	498	19.9	19.9	96.7
	DK	81	3.3	3.3	100.0
	Total	2498	100.0	100.0	

Supporting job growth in the county

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	848	34.0	34.0	34.0
	High priority	1162	46.5	46.5	80.5
	Somewhat high priority	360	14.4	14.4	94.9
	Not a priority at all	92	3.7	3.7	98.6
	DK	36	1.4	1.4	100.0
	Total	2498	100.0	100.0	

Which of the following would be the best long-term solution to traffic congestion in Cobb County?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Expand public transit	843	33.7	33.7	33.7
	Improve system of roads/highways	885	35.4	35.4	69.2
	Develop "live-work" communities	558	22.3	22.3	91.5
	Do nothing	139	5.6	5.6	97.1
	DK	73	2.9	2.9	100.0
	Total	2498	100.0	100.0	

The following 8 items were added to the survey after the second interviewing session when it was determined that the original question on the survey did not generate useful responses. The valid number of weighted cases for these items is 1837.

Would R like to see more or less single family housing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	1125	45.0	61.3	61.3
	Less	508	20.3	27.7	88.9
	Current mix is good	120	4.8	6.5	95.5
	DK	83	3.3	4.5	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less multi-family housing?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	477	19.1	26.0	26.0
	Less	1205	48.2	65.6	91.6
	Current mix is good	118	4.7	6.4	98.1
	DK	36	1.4	1.9	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less office buildings and business parks?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	624	25.0	34.0	34.0
	Less	1048	41.9	57.1	91.0
	Current mix is good	127	5.1	6.9	97.9
	DK	38	1.5	2.1	100.0
	Total	1837	73.5	100.0	
Not asked		662	26.5		
Total		2498	100.0		

Would R like to see more or less large-scale shopping centers?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	526	21.1	28.7	28.7
	Less	1163	46.5	63.3	92.0
	Current mix is good	123	4.9	6.7	98.7
	DK	24	1.0	1.3	100.0
	Total	1837	73.5	100.0	
Not asked		662	26.5		
Total		2498	100.0		

Would R like to see more or less neighborhood retail or grocery stores?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	917	36.7	49.9	49.9
	Less	616	24.7	33.6	83.5
	Current mix is good	289	11.6	15.7	99.2
	DK	15	.6	.8	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less "live-work" developments?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	1317	52.7	71.7	71.7
	Less	352	14.1	19.1	90.8
	Current mix is good	75	3.0	4.1	94.9
	DK	93	3.7	5.1	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less manufacturing facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	652	26.1	35.5	35.5
	Less	1081	43.2	58.8	94.3
	Current mix is good	58	2.3	3.2	97.5
	DK	46	1.9	2.5	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

Would R like to see more or less warehouse facilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More	374	15.0	20.4	20.4
	Less	1333	53.4	72.6	93.0
	Current mix is good	93	3.7	5.0	98.0
	DK	37	1.5	2.0	100.0
	Total	1837	73.5	100.0	
	Not asked	662	26.5		
Total		2498	100.0		

What part of county does respondent reside in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kennesaw/Acworth	643	25.7	25.8	25.8
	Marietta	715	28.6	28.7	54.4
	Vinings/Smyrna	273	10.9	10.9	65.4
	Austell, Powder Springs or Mableton	481	19.2	19.3	84.6
	East Cobb	274	11.0	11.0	95.6
	West Cobb	109	4.4	4.4	100.0
	Total	2494	99.8	100.0	
Missing	Not sure	1	.0		
	DK	3	.1		
	Total	4	.2		
Total		2498	100.0		

Educational Attainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than high school	230	9.2	9.2	9.2
	High school/GED	505	20.2	20.2	29.4
	Some college	728	29.1	29.1	58.5
	College graduate (BA; BS)	666	26.7	26.7	85.2
	Advanced degree	313	12.5	12.5	97.7
	Not provided	57	2.3	2.3	100.0
	Total	2498	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	1180	47.2	47.2	47.2
	Female	1319	52.8	52.8	100.0
	Total	2498	100.0	100.0	

Age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24	297	11.9	12.3	12.3
	25 - 34	465	18.6	19.3	31.7
	35 - 44	480	19.2	19.9	51.6
	45 - 54	481	19.3	20.0	71.6
	55 - 64	364	14.6	15.1	86.7
	65 and older	320	12.8	13.3	100.0
Total		2408	96.4	100.0	
Age not given		91	3.6		
Total		2498	100.0		

Appendix B: 2016 Cobb County Comprehensive Plan Survey

QUALITY

I'd like to ask you about a number of issues that might affect the quality of life in the area where you live. What about...

(the following items will be randomly ordered for each respondent)

- job opportunities?
- the cost of living?
- your area as a place to raise children?
- the availability of stores where you can buy food, clothes and other essential items?
- opportunities for outdoor recreation?
- traffic conditions?
- opportunities to meet people?

Would you say this is (these are)...

1. Very Good...
2. Good...
3. Fair...
4. Poor, or...
5. Very poor... in the area where you live?
6. DK/NA

RESIDENTIAL

In terms of future development in the county, please tell me if you would like to see MORE or LESS of the following types of residential development. What about...

- *neighborhoods with single-family houses
- *multi-family developments such as condos, townhouses and/or apartments?

Would you like to see...

1. More, or...
2. Less of this type of residential development?
3. (Respondent offers) Current mix is good/keep about the same
4. DK.

COMMERCIAL

Please tell me if you would like to see MORE or LESS of the following types of commercial development. What about...

(the following will be randomized for each respondent)

- *Office buildings and business parks
- *Large-scale shopping centers
- *Neighborhood retail or grocery stores
- *"Live-work" developments where people can live close to where they work

Would you like to see...

1. More, or...
2. Less of this type of commercial development?
3. (Respondent offers) Current mix is good/keep about the same
4. DK.

INDUSTRIAL

Please tell me if you would like to see MORE or LESS of the following types of industrial development. What about...

(the following will be randomized for each respondent)

*manufacturing facilities

*warehouse facilities

Would you like to see...

1. More, or...
2. Less of this type of development?
3. (Respondent offers) Current mix is good/keep about the same
4. DK.

OTHERDEV

Are there other types of development that you would like to see either more or less of?

SERVICES

Please tell me if the following conditions in the area where you live are *very good, good, fair, poor, or very poor*. What about...

(the following items will be randomly ordered for each respondent)

police protection

fire and emergency services

the quality of the public schools

access to public libraries

the availability of medical care

the physical condition of homes and properties

stormwater drainage and flood control

access to local parks and recreation facilities

Would you say this is (these are)...

1. Very Good...

2. Good...

3. Fair...

4. Poor, or...

5. Very poor... in the area where you live?

6. DK/NA

Please tell me if you *strongly disagree*, *disagree*, *agree* or *strongly agree* with each of the following statements.

REDEVEL

“Future economic development in the county should focus on re-developing older existing areas rather than expanding into undeveloped areas in the county.”

Do you ...

1. Strongly disagree...
2. Disagree...
3. Agree, or...
4. Strongly agree with that statement?
5. DK

HOUSINGMIX

“Cobb County needs a better mix of housing options to meet the demands of families from all income levels.”

Do you ...

1. Strongly disagree...
2. Disagree...
3. Agree, or...
4. Strongly agree with that statement?
5. DK

TRAFFIC1

Now I'm going to read you several reasons why county government might want to invest in transportation. Keeping in mind that the county has limited funding, I'd like you to tell me if each goal should be a *very high priority, a high priority, a somewhat high priority, or not a priority at all* for Cobb County.

<The following items will be randomly ordered for each respondent>

Managing traffic congestion on county roads

Reducing the number of traffic accidents

Repaving and improving the condition of the country's roads and bridges

Providing safe and convenient pedestrian and bicycle options in the county

Improving local and commuter bus service

Supporting job growth in the county

What about.....? Should this be a...

1. Very high priority...
2. High priority...
3. Somewhat high priority, or...
4. Not a priority at all?
5. DK

FIXTRAF

Which of the following would be the best long-term solution to traffic congestion in Cobb County? Would the best solution be to...

(Programming note: the first three items below will be randomly ordered for each respondent)

transit...

Improve the system of roads and highways in the county...

Develop communities in which people can live very close to where they work...

Or, do nothing?

DK

Expand public

DEMOGS

We have almost completed the survey. The last few questions are used for statistical purposes only.

YRBORN

In what year were you born?

AREA

Do you live in ...

1. in Kennesaw or Acworth...
2. in Marietta...
3. in Vinings or Smyrna...
4. in Austell, Powder Springs or the Mableton area...
5. Outside city limits in east Cobb or...
6. Outside city limits in west Cobb?
7. (Do not read) Not sure - (get a description)
8. DK

EDUC

What is the highest level of education you completed? Was it...

1. 11th grade or less (without graduating)...
2. High school graduate or GED...
3. Some college (associate's degree, tech or vocational)...
4. College graduate (BA, BS)...
5. Graduate or Professional Degree (MA, MS, PHD, MD, Law etc)
6. DK/NA

ZIPCODE

What is your zipcode?

THANKS

These are all the questions I have for you. Thank you for taking the time to help us with this survey!

Code Gender by voice: 1 = Male 2 = Female

THE REGIONAL WATER PLAN AND ENVIRONMENTAL PLANNING CRITERIA

Planning for adequate water supply and distribution, wastewater treatment and stormwater management is important in preparing the county for future growth and emergency preparedness. Water provides public health protection, fire protection, support for the economy and quality of life. Good water stewardship is essential to the overall fabric of Cobb County

The *“Minimum Standards and Procedures for Local Comprehensive Planning”* encourages each local governments in the State of Georgia to review the Regional Water Plan covering its area and the *“Georgia State Rules for Environmental Planning Criteria”* (O.C.G.A 12-2-8) to determine if there is a need to adapt local implementation practices or development regulations.

THE METROPOLITAN NORTH GEORGIA WATER PLANNING DISTRICT

Cobb County is within The Metropolitan North Georgia Water Planning District (Metro Water District). The district establishes strategies for water supply and conservation, watershed and wastewater management through an integrated, holistic approach that includes three comprehensive water plans.

Water Supply and Water Conservation Management Plan

The *“Water Supply and Conservation Management Plan”* provides the framework for meeting long term supply demand. It is a holistic plan that looks at regional issues. However, it provides local water planning recommendations to ensure an adequate water supply for future populations.

Watershed Management Plan

The *“Watershed Management Plan”* details strategies and recommendations for both effective watershed and stormwater management and water quality protection. The plan provides local and optional watershed management measures which are to be performed at the local level.

Wastewater Management Plan

The *“Wastewater Management Plan”* defines long-term strategies for comprehensive wastewater management across the region and provides local wastewater planning considerations.

During the Cobb 2040 planning process appropriate staff reviewed the Metro Water District plans and have taken them into consideration in formulating Cobb’s 2040 Comprehensive Plan.

RULES FOR ENVIRONMENTAL PLANNING CRITERIA

The *“Rules for Environmental Planning Criteria”* include basic rules and regulations that are intended to improve the natural environment for the people in the state. This section analyzes the five criteria that are listed in the rules.

Water Supply Watersheds

Water supply watersheds are defined by the Georgia Department of Natural Resources (DNR) as areas of land upstream from a

government-owned public drinking water intake. There are two water supply watersheds within Cobb County; the Chattahoochee River and Lake Allatoona.

Watershed protection is necessary to help ensure water quality for residents of a community.

The Georgia Department of Natural Resources (DNR) has established requirements for environmental planning in sensitive areas. These requirements include vegetated buffers and limitations on impervious surfaces and septic systems within certain watersheds. Another protective measure required by the DNR *"Rules for Environmental Planning Criteria"* that applies to certain watersheds within Cobb County relates to hazardous materials. New facilities which handle hazardous materials as determined by the Department of Natural Resources, shall perform their operations on impermeable surfaces having spill and leak collection systems as prescribed by the Department of Natural Resources.

Other protective measures are mandated through the Metropolitan River Protection Act which establishes a 2,000 foot river protection corridor along the Chattahoochee River.

Groundwater Recharge Areas

A groundwater recharge area is any portion of the earth's surface where water infiltrates the ground to replenish an aquifers. Cobb County is underlain by a complex of metamorphic and igneous rock ranging in thickness from less than 10 feet to possibly more than 10,000 feet. Recharge is the process by which ground water infiltrates to the underground openings by seeping through the ground or by flowing directly into openings in exposed rock. The areas with the greatest vulnerability to groundwater pollution from human activity are those

with thick soils and relatively low slopes that may contain significant recharge areas.

In Cobb County, the largest probable groundwater recharge area encompasses Marietta and stretches north and south of the city. Two smaller areas of significant recharge are found in West Cobb, south of Acworth and Kennesaw.

Georgia law requires that local jurisdictions adopt and implement recharge protection measures that meet state minimum standards. In areas of significant groundwater recharge, land disposal of hazardous waste is prohibited, as are new sanitary landfills that do not have synthetic liners and leachate collection systems. All new facilities that treat, store or dispose of hazardous waste, or that handle hazardous materials of a type and amount to be defined by local ordinance must perform their operations on an impermeable pad that has a spill and leak collection system. The standards also include restrictions on lot size for use of septic tank/drain field systems. To ensure protection of groundwater recharge areas, the Cobb County Zoning Ordinance specifies that any activity relating to or associated with hazardous waste obtain approval from the applicable agency of the State of Georgia (state retains authority to regulate). This also applies to any landfilling operation. The Water Quality Section of the Stormwater Management Division of the Cobb County Water System monitors surface runoff from commercial and industrial sites. Any hazardous waste cleanup sites are handled by the Georgia Department of Natural Resources; Cobb County is responsible for first response, notification to DNR and spill containment only. Cobb County also requires a minimum 20,000 square foot lot size, dependent on suitable soil type and approval from the county's Office of Environmental Health, prior to allowing the installation of a septic systems.

Wetlands

According to the Georgia DNR "*Rules for Environmental Planning Criteria*", wetlands are those areas saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil condition. Wetlands generally include swamps, marshes, bogs and similar areas. Wetlands are valuable for a number of reasons. They protect and improve water quality by trapping and filtering pollutants and sediment. They also recharge groundwater supplies and help to stabilize flood hazards by acting as natural flood control areas. Finally, wetlands are an essential breeding, nesting and feeding habitat for many species.

Wetlands are normally found in flood plains, along stream banks and surrounding ponds and lakes. The U.S. Department of Interior, Fish and Wildlife Service (USDA) has completed a series of detailed wetlands maps for Cobb County. A generalized wetland map can be found in the Community Profile – Appendix 1, Figure 80.

According to the USDA maps, Cobb has many wetlands of 5 to 15 acres in size and several that are 20 to 40 acres. For example, concentrations of wetlands are found along the Chattahoochee River, along Ward Creek in west Cobb, Sweetwater Creek in southwest Cobb and along Nickajack Creek in south Cobb.

The U.S. Environmental Protection Agency's goal, as applied to the Section 404 permitting process required before disturbing wetlands, is to allow no long term degradation and no net loss of wetlands. Cobb County complies with the federal wetlands program under Section 404 of the Clean Water Act in order to maintain and protect these natural resources. The Cobb County Community Development Agency routinely visits each potential development site that is submitted for review. When Staff conducts a site visit and if it is determined that

wetlands may exist on a site, the developer is responsible for requesting a determination of jurisdiction for any project that would result in altering over one acre of wetlands as required by the Clean Water Act. Therefore, residential developments located within the residential categories as recommended on the Future Land Use Map, shall exclude any acreage within flood plains and/or wetlands when calculating the overall density of the development. Cobb County does not allow land disturbing activity within delineated wetlands jurisdictions except as restricted by permit issued by the U.S. Army Corps of Engineers.

- ❖ Acceptable uses of wetlands may include the following:
 - ◆ Timber production and harvesting
 - ◆ Wildlife and fisheries management
 - ◆ Wastewater treatment
 - ◆ Recreation
 - ◆ Natural Water quality treatment or purification
 - ◆ Other uses permitted under Section 404 of the Clean Water Act
- ❖ Unacceptable uses of wetlands may include the following:
 - ◆ Receiving areas for toxic or hazardous water or other contaminants
 - ◆ Hazardous or sanitary waste landfills
 - ◆ Other uses unapproved by local governments

In some of Cobb County's least intensive developed areas, there may be the opportunity to go over and above these minimum standards of protection by using wetlands for passive recreation and green spaces. This would counteract stressful effects of new growth and development.

Protected Rivers & Mountains

The Chattahoochee River and Kennesaw Mountain are the two major protection areas in Cobb County. The Federal government is responsible for the protection of Kennesaw Mountain National

Battlefield Park and the Chattahoochee National Recreation Area which follows a significant portion of the Chattahoochee River in Cobb County. These are national park lands, protected from development and other intrusions within their boundaries. Additional protection for the Chattahoochee River corridor is provided by the Georgia Mountain and River Corridor Protection Act of 1991 - House Bill 643. Cobb County uses this legislation in plan review and zoning decisions to help guide responsible growth along the river corridor. It is important to note that Kennesaw Mountain does not meet the minimum requirements established by the Georgia Department of Natural Resources to qualify as a protected mountain.

Federal Protection

The Georgia Mountain and River Corridor Protection Act of 1991 - House Bill 643

House Bill 643 requires the maintenance of a natural vegetative buffer within the river corridor extending 100 feet from the mean bank of the river and prohibits activities which have a negative impact on drinking water quality. The provisions of this Act apply to the portion of the Chattahoochee River south of Peachtree Creek. Within the buffer, the following land uses are permitted so long as the natural vegetative buffer is restored as quickly as possible following any land-disturbing activity.

- ❖ Single-family dwellings, including the usual appurtenances, meeting the following conditions:
 - ◆ The dwelling must be in compliance with all local zoning regulations.
 - ◆ A minimum lot size of two acres is required. When lot lines run into the river (for example, the center of the river is used as the boundary), the area of the lot in the river may not be included in the calculation of area. Lots existing prior to passage of the

act may be used so long as other provisions of the zoning ordinance are met.

- ◆ No more than one dwelling unit per lot is permitted.
- ❖ Septic tank or tanks serving a residential dwelling unit
 - ◆ Septic tank drain fields may not be located within the buffer area.
- ❖ Construction of road crossings and utility crossings meeting the following conditions:
 - ◆ Construction of such road and utility crossings must meet all requirements of the Erosion and Sedimentation Control Act of 1975.
 - ◆ The requirements of any applicable local ordinances on soil erosion and sedimentation control must be met.
- ❖ Timber production and harvesting meeting the following conditions:
 - ◆ Forestry activity must be consistent with the best management practices established by the Georgia Forestry Commission.
 - ◆ Forestry activity must not impair the drinking water quality of the river water as defined by the federal Clean Water Act, as amended.
- ❖ Wildlife and Fisheries management activities
- ❖ Waste-water treatment
- ❖ Recreational usage consistent either with the maintenance of a natural vegetative buffer or with river-dependent recreation. For example, a boat ramp would be consistent with this criterion, but a hard-surface tennis court would not. Parking lots are not consistent with this criterion. Paths and walkways within the river corridor are consistent with this criterion.

- ❖ Natural water quality treatment or purification
- ❖ Agricultural production and management, meeting the following conditions:
 - ◆ Agricultural activity must be consistent with best management practices established by the Georgia Soil and Water Conservation Commission.
 - ◆ Agricultural activity must not impair the drinking water quality of the river water as defined by the federal Clean Water Act, as amended.
 - ◆ Utilities must not impair the drinking water quality of the river water.

The following land uses are not permitted within the buffer.

- ❖ Septic tanks and septic tank drain fields (except as provided in connection with permitted single family dwellings).
- ❖ Handling areas for the receiving and storage of hazardous waste.
- ❖ Port facilities are exempt from this criterion if they meet the following conditions:
 - ◆ Port facilities must meet all federal state laws and regulations applicable to the handling and transport of hazardous waste.
 - ◆ Port facilities handling hazardous waste must perform their operations on impermeable surfaces having spill and leak protection systems as described by the Department of Natural Resources.
- ❖ Hazardous waste or solid landfills

Existing land uses along the part of the Chattahoochee River in Cobb County covered by the provisions of the Mountain and River Corridor Protection Act of 1991 are primarily industrial and industrial compatible activities. The properties which are currently undeveloped but recommended for activity center, industrial compatible or industrial use on the future land use map, are recommended for such to reflect existing zoning decisions made prior to 1991. The county, through its zoning ordinance, will enforce the provisions of the Act which prohibit certain land uses within the buffer. Part of the Six Flags Amusement Park also lies within the established buffer.

In order to bring future land uses into compliance with the standards set forth in the Mountain and River Corridor Act, as well as identify which existing land uses have the potential to impact drinking water quality, the State of Georgia adopted the Metropolitan River Protection Act (MRPA). MRPA is a response to the overload that urbanization has put on nature's ability to control stormwater run-off and pollutants. Land disturbance and construction causes more water to flow over the land, eroding soil and filling streams with sediment. The concentration of pollutants and the water temperature in stormwater run-off increases, destroying aquatic habitats. The Chattahoochee River is protected by this law as it requires a 2,000 foot protection corridor surrounding the Chattahoochee and its impoundments from Buford Dam to Peachtree Creek, a distance of 48 miles. In the 1998 session of the Georgia General Assembly, MRPA was amended to extend protection of the Chattahoochee River from the Atlanta water intake to the southern limits of Fulton and Douglas Counties. In addition, the Georgia General Assembly has created the Metropolitan North Georgia Water Planning District which is a regional entity that addresses water quality and water quantity issues for the greater Atlanta area.

The 2,000 foot corridor must be shown on all official county maps. Additionally, the requirements include the maintenance of a 50 foot

undisturbed natural buffer along the river bank, a 35 foot buffer along tributary streams, a 150 foot building set back along the river and limits on the amount of land disturbance and impervious surface within the remaining 2,000 foot corridor.

The Chattahoochee Corridor Plan adopted by ARC includes development principles and standards to minimize the negative effects of development on the river. The review process established by MRPA requires that all land-disturbing activity and development within 2,000 feet of the banks of the Chattahoochee within Cobb County must be reviewed by the ARC and the County Community Development Agency. Additionally, the development must also be approved by the Board of Commissioners and show consistency with the standards of the Corridor Plan.

The South Chattahoochee River Corridor Study is a second regional effort to study the potential of the Chattahoochee River as an economic resource, recreational area and aesthetic amenity, as well as, preserve the river's natural areas and water quality. The work plan for this project spans the year 1996 and most of 1997. On September 23, 1998 the ARC board adopted a comprehensive coordinated land and water use plan for the Chattahoochee River corridor to take effect on October 1, 1998. The plan is very similar to the existing Chattahoochee Corridor Plan in its format, content and review/compliance procedures.

Local Protection

Cobb County has taken an extra step toward river protection by adopting the Chattahoochee River Tributary Buffer Ordinance in accordance with MRPA. This ordinance aims to protect stream tributaries in the Chattahoochee River that are outside the 2,000 foot corridor. The ordinance affects all perennial streams including Willeo, Rottenwood and Sope Creeks. In the ordinance, the "Protection Area" is defined as the stream channel and the land area extending outward

25 feet horizontally from the top of the banks on each side of all flowing tributaries of the Chattahoochee River downstream of Buford Dam and upstream from the City of Atlanta intake facility adjacent to State Route 3. The first 25 feet extending outward from the tributary banks shall be a natural, undisturbed buffer with land disturbing activities permitted only in accordance with the ordinance. A land disturbance permit is required for any activity which may alter the hydrologic or vegetative characteristics inside the "protection area" or buffer. The Tributary Buffer Ordinance is administered by the Community Development Agency.

During the Cobb 2040 planning process, appropriate staff and reviewed the *"Rules for Environmental Planning Criteria"* and have taken them into consideration in formulating Cobb's 2040 Comprehensive Plan.