

## Haley Fleming

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**From:** S. Mark Talley [mtalley@medmanpro.com]  
**Sent:** Saturday, December 03, 2005 12:42 PM  
**To:** Haley Fleming  
**Subject:** Support...

I live in Woodbridge at Hamilton Lake, near the proposed site of the Village at West Cobb project. I am strongly in favor of this development as is everyone in my neighborhood who I speak with regularly. We need the additional commercial development and this is a well thought out plan.

Please do NOT allow the vocal minority to kill this project...

Thanks!

Mark Talley

## Haley Fleming

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**From:** Denise Rose [jdro83@bellsouth.net]  
**Sent:** Friday, December 02, 2005 8:28 AM  
**To:** Haley Fleming  
**Subject:** The Goodman Company Project - Cobb County

### *People Looking After Neighborhoods, Inc.*

**DATE:** December 2, 2005

**To:** Mike Alexander

**Cc:** Planning Commissioners Bob Hovey, Bob Ott, Christi Trombetti, Judy Williams & Murray Homan

Board of Commissioners Helen Goreham, Joe L. Thompson, Annette Kesting, Tim Lee & Chairman Sam Olens

**Subject:** The Goodman Company Project - Cobb County (northwest corner of Old Hamilton Rd. and Dallas Hwy.)

Dear Mike:

This letter is intended to register the opposition of PLAN (People Looking After Neighborhoods, Inc.; a west Cobb civic organization) to *The Goodman Company Project* (northwest corner of Old Hamilton Rd. and Dallas Hwy.) located in Cobb County, which is currently being **re-reviewed** as a Development of Regional Impact (DRI).

We maintain our [opposition](#) to this application for the following reasons:

The [plan remains regional in scope and scale](#). The developer is attempting to build an overly-ambitious mixed-use, dense development in the lowest density land use category in Cobb County, VLDR (very low density residential). The commercial node adjacent to this site is a NAC (Neighborhood Activity Center). The NAC's are designed to be smaller in scope and scale to serve the immediate neighborhood area(s) rather than to draw from other communities. The dense projects, like the proposed Goodman Company Project, are suitable for the RAC (Regional Activity Center); Town Center or Cumberland Mall areas.

**NRC** (Neighborhood Retail Commercial) (44.0 acres) **315,000 sq. ft.;**

Although the shops are reduced in scale for the NRC designation, it still dismisses the fact that the site in question lies outside of the county's land plan for commercial development. The commercial node's boundary line ends at Old Hamilton Rd (with the exception of a small section at the corner of Old Hamilton and Dallas Hwy).

**LRO** (Low Rise Office) (5.8 AC) **15,000 sq.ft.;**

There is already in existence one LRO development with five two-story offices (1 remaining to be constructed) at this NAC located on Dallas Hwy with another multi-office LRO complex to be constructed at Dallas Hwy and Old Trace (the southeastern end of the NAC). Both of

these Low Rise Office developments are located *within* the county's land plan for the NAC. Again, the *proposed* LRO lies *outside* the county's land plan for the commercial node.

**UVC** (12.9 AC) 55,000 sq.ft - Office with Residential above (15.04 units per AC);

The county land plan does not allow for this zoning designation in VLDR.

**RSL** (31.6 AC) Senior Cottages - 16 units, Senior Living - 283 units;

The county has already approved three RSL developments in the nearby area and other applications are going before the BOC soon.

**R-30** (11.2 AC) 7 units - 0.63 units per acre single-family;

R-30 (VLDR) is what the site in question is zoned. The proposed seven units are a mere token; the vast majority of the development should remain R-30.

The development remains in conflict with the Cobb County Comprehensive Land Use Plan (affected local government) as it lies outside of a county-designated commercial node, and if passed, will set the Cobb county taxpayers up for a stream of litigation due to the arbitrary and capricious nature of zoning decisions.

All residential is an economically viable product on Dallas Hwy. (with precedents - see East Hampton in East Cobb that is 1/4 mile from The Avenues at East Cobb).

The Goodman Company Project continues to be flanked by a two-lane, hilly (limited sight distance) road (Old Hamilton Rd) and a one-lane country road (Bob Fleming Road). The transportation infrastructure is not compatible with the nature and scale of the proposed development.

The applicant's proposal of having a 5-lane roadway feed into a 4-lane roadway (Dallas Hwy.) and a two-lane roadway (Acworth Due West) does not seem to be a viable, credible solution. The infrastructure footprint would need significant re-working to fit a regional development into a residential area.

The county does not have (and does not plan to have) a Transportation Improvement Project scheduled for this area. Using Old Hamilton as one of the major entry points into the high-intensity development is not viable. The sight distance is poor and the road is not only inadequate for that use, the nearby intersection points (Acworth Due West) are not capable of handling additional traffic - they are already overburdened.

It does not fit a sustainable growth or transportation strategy and will aggravate and further hinder the current traffic conditions given the distance from a major transportation corridor.

The citizens of West Cobb county need to be protected from such overly ambitious projects in inappropriate locations. This development is one that belongs in a RAC (Regional Activity Center) such as Town Center or Cumberland Mall areas.

Sincerely,

*PLAN Board of Directors*

Michael L. Perla, President

Denise Rose, Secretary

12/5/2005

## Haley Fleming

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**From:** LEAHCHIRO@aol.com  
**Sent:** Wednesday, December 14, 2005 3:38 PM  
**To:** Haley Fleming  
**Cc:** Jdro83@msn.com; ShdwRs@aol.com  
**Subject:** ZONING IN WEST COBB

### **The Goodman Company Project 'Village at West Cobb'**

I am concerned about the high density housing and retail aspects of this project that has been filed for February 2006 rezoning, case # Z-2.

I am a Cobb County resident (since 1981) and live and work near this site. This site is best suited for **single family**, R30, according to the surrounding area of estate sized homes on 3/4 acre lots or greater. I am very concerned about quality of life issues and traffic. I am a volunteer with the Kennesaw Mountain Trail Club and have spent 100's of hours working on hiking/equestrian trails to improve our community. I am also the President of SaddleUp Cobb, an equestrian trail advocacy group with 50 members. We feel that our Cobb County Commission is listening to the developers and ignoring the residents who work here, live here, and vote here. We support Helen Goreham's efforts to convince the other commissioners to uphold the lower density zoning.

Leah Urban  
1211 Wilburn Drive  
Marietta, GA 30063 770.425.6862

## Haley Fleming

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**From:** Debra Carpenter [DCarpenter@dwacpa.com]  
**Sent:** Wednesday, December 14, 2005 3:54 PM  
**To:** Haley Fleming  
**Subject:** In opposition to the Goodman Company Project 'Village at West Cobb' , case #Z-2

To Mr. Mike Alexander, Review Coordinator Atlanta Regional Commission Also via fax (404.463.3254)

This is to notify you of my concerns about and opposition to the Goodman Company Project 'Village at West Cobb', the plans for which have been filed for February 2006 rezoning, case # Z-2.

On quick review we can see on the current site plan is incorrect. For example, Bob Fleming Road (a small, one-lane road) is shown to be a two-lane possibly with a median.

Second, our roads are already at a standstill in the morning and evening commutes. I travel Dallas Highway at least twice daily for six days each week. It's clear to me though I'm not an engineer that the highway infrastructure for this added population and commerce is not in place.

I'm told that the improvements to be made at the Old Hamilton Road and Dallas Hwy intersection will not remedy the situation.

Cobb County has a good and up-to-date land plan in place, and it should be adhered to. The citizens of west Cobb County do not need such a project in this inappropriate location.

Thank you for your time,

Debra L. Carpenter  
(West Cobb County Resident)

=====

Debra L. Carpenter, CPA, CVA

Donner Weiser & Associates, P.C. \* South Terraces, Suite 590 \*

115 Perimeter Center Place \* Atlanta, Georgia 30346 \* Ph 770.804.9400 \* Fx 770.804.9601

<http://www.dwacpa.com>

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## Haley Fleming

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**From:** SOlin26313@aol.com  
**Sent:** Tuesday, December 13, 2005 7:08 PM  
**To:** Mike Alexander  
**Cc:** ewmartin@mindspring.com; michaelperla@bellsouth.net; JDRO83@BELLSOUTH.NET  
**Subject:** MIKE ALEXANDER: Re: FW: The Goodman Company Village at West Cobb: Case # Z2-2006

12/13/05

Attention: Mike Alexander, Review Coordinator (Please pass on our letters to the other Regional Commissioners)

Dear Mike:

I am a resident of the Sweet Pine Creek Subdivision that our association President Gary Martin just wrote you about (see below), and am also a member of the P.L.A.N. group headed by Michael Perla and Rose Denise. I am also a former Wall Street Fortune 500 CEO, and now a President and Partner in a \$4 billion National Lending Group.

In addition to the comments that Gary indicated to you - which all of our subdivision homeowners and the P.L.A.N. members totaling in excess of 3,000 members, all strongly concur with, - I in particular am the most impacted (along with 2 other homeowners) by the new Goodman revised building plan - because our 3 homes are presently the only 3 also vehicle accessed (coming and going) down the very narrow Bob Fleming Road to and from Dallas Highway/Route 120. The Goodman plan calls for 16 senior citizen buildings that will house over 300 apartments - which will be accessed right up against Bob Fleming Road right directly behind our 3 properties - and then right behind the entire back yards of a whole street of around 20+ Sweet Pine Creek homes - presently with no road behind them. This extra road extension, and additional traffic will generate an "inordinate" amount of "congestion and noise" and "air pollution" and additional "major water runoff/flooding" along with "no longer having the nice present tree buffering" behind all of our back yards - which will also cause an "unseemly eye sore" to many of the Subdivision's homes on that side of the Goodman property. THIS IS NOT FAIR AND EQUITABLE!!!!!!!!!!!!!!!!!!!!!!!!!!!! IF YOU LIVED IN OUR SUBDIVISION - YOU WOULD RIGHTFULLY BE AS UP IN ARMS FOR ALL OF THE REASONS WE ALL MENTIONED AS WE ALL ARE!!!!!!!!!!!!

As well, be it a concern to your commission or not, the Sweet Pine Creek present home values along the proposed Bob Fleming Road access are in the range of \$600K to \$1mm - with my home appraised at no less than \$1.7mm +. This "low end proposed senior housing" - along with the "extra traffic congestion" and "noise" and "in your face non-buffered senior housing" facing our beautiful back yards" will no doubt dramatically reduce the resale value of our homes. We agree with our President Mr. Martin that we have no problem if R30 zoned residential single family homes are built throughout the entire 112 acre site - which will still bring in to the County strong additional tax revenue and a little more traffic, but certainly nowhere as much traffic and other problems as mentioned above - as the proposed mostly commercial structures - and senior citizen relatively low-end housing - presently be proposed and resubmitted by the Goodman Company plan. As well, whatever residential homes that can be built - should only be accessed; from Dallas Highway and not from the small/narrow and quaint Bob Fleming Road - that is directly behind many of our backyards. Even with additional tree buffering - the traffic/noise from this road - right in the face of our backyards - will be horrendous. Our Sweet Pine Creek homeowners paid premium land and home prices - as compared to the surrounding price of most of the areas residential homes - so as to have a quiet and relatively high end subdivision - in an area with acceptable traffic, and low noise and pollution - and this will all be washed away, if the Goodman (mostly commercial project and low end "senior housing right behind our properties") is allowed to be approved. East Cobb County is presently a mess of dense traffic - and the people of West Cobb purposely moved into this area to run away from that problem, and so by allowing runaway commercial building and low end housing - West Cobb will soon have the same problems as in East Cobb. Presently already - with the recent building of the Avenue mall and several new commercial building malls around it - all on Dallas Highway, the already major traffic is now becoming more horrendous, and will increase much more - if the Goodman commercial project is approved.

We all beg you to please do your best and the "right thing" to make sure that the Goodman project is rejected - and in place only approve residential single home R30 housing. Thank you in advance for any consideration that

12/15/2005

you can lend to our valid complaints.

Sincerely and respectfully,

Steve Olin  
4262 Bristlecone Drive, N. W.  
Marietta, Ga 30064

Steven M. Olin  
President  
American Mortgage Lending Group, Inc.  
Tel: 678.354-0251  
Cell: 404-931-0075  
Fax: 678-354-9915  
E-mail: SOlin26313@aol.com

In a message dated 12/13/2005 12:33:14 PM Eastern Standard Time, ewmartin@mindspring.com writes:

**From:** Gary Martin [mailto:ewmartin@mindspring.com]  
**Sent:** Tuesday, December 13, 2005 12:29 PM  
**To:** 'malexander@atlantaregional.com'  
**Subject:** The Goodman Company Project

Adjacent Property Association objections and comments.

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December 13, 2005

MikeAlexander:

This letter is intended to register the opposition of Sweet Pine Creek Homeowners Association to the Goodman Company Project (northwest corner of Old Hamilton Rd. and Dallas Hwy.). The SPC (Sweet Pine Creek Homeowners Association) is an adjacent property and represents eighty homeowners.

Our opposition to this application is as stated:

This planned development remains regional in scope and scale. The plan as depicted is no less in scale than the plan that was rejected previous to this plan. If approved we could have an area of three miles radius that would rival Town Center Mall in commercial property.

The road infrastructure will not be capable of handling the increase in traffic. Consider that Town Center Mall was built with Interstate Hwy. 75 and Hwy 575 in mind. Add to that Barrett Parkway and the other surrounding road networks. Compare that with Dallas Hwy (designated scenic highway) and you can obviously see the traffic problem this plan will create. It is difficult with the current traffic flow to get to work and then return in the evening to our homes. This will force traffic onto other roads (i.e. Midway Rd.) that can not handle this volume in traffic.

Air Quality will be harmed given the increase in traffic. The Atlanta Region has made fantastic progress in the past years and this would be a step backward causing an increase in Air Pollution

Water run-off is an immediate concern for our neighborhood. We have a problem currently with flooding. The Plan would in all likelihood add to that problem. I have yet seen a development meet the issue of water runoff in a satisfactory manner. (This water runoff was not due to just weather associated with the past hurricane season but to everyday rain showers.)

Safety and Security issues will arise. The increase in traffic will bring an increase in traffic accidents. The original Plan that was rejected had approximately twenty-six homes on R-30 lots as a buffer between the proposed plan and our community. The current plan calls for only eight homes. We view this as a serious security issue. The Security problems you have at each of the large Malls in the Atlanta Region will now be in our backyard by government decision and not ours.

We do not oppose the development of this land. The property is zoned predominately R-30 and we have no objection to it being developed accordingly. The property owner has every right to sell their property. This planned development however is beyond the scope of what was planned.



The homeowners in our community need to be protected from this project. We built our homes in an area designated as low density. The county has designated commercial areas around us and they serve their intended purpose. This project would alter all the planning that has preceded it and drastically change our community. The impact would be significantly negative.

Sincerely,

SPC Homeowners Association

Gary P. Martin, President

## Haley Fleming

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**From:** Fletcher, David [David.Fletcher@personneldecisions.com]  
**Sent:** Thursday, December 15, 2005 1:54 PM  
**To:** Haley Fleming  
**Subject:** Goodman Company Project

My name is David Fletcher. I live at 2264 Cassina Pointe SW, Marietta. I am firmly against the Goodman Company Project and will lobby hard (with my vote) against it.

### Dave Fletcher

Account Executive  
Personnel Decisions International - PDI Atlanta

**Expert Partners. Real Leadership Advantage.**

Direct 770.730.2720, Cell 678.852.1304

david.fletcher@personneldecisions.com

[<www.personneldecisions.com>](http://www.personneldecisions.com)

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## Haley Fleming

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**From:** Tom Sweet [tom\_sweet@microbilt.com]  
**Sent:** Monday, December 19, 2005 8:37 AM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; Annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; Robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.Williams@cobbcounty.org; Murray.homan@cobbcounty.org; john.pederson@cobbcounty.org  
**Subject:** The Goodman Company Project 'Village at West Cobb'

Dear Mr. Alexander:

This letter is in opposition to the proposed development at the intersection of Dallas Hwy and Old Hamilton Road, known as 'The Village at West Cobb'.

As a youth baseball coach at Oregon Park (located at 145 Old Hamilton Road) I feel that this development would have a negative impact on the park. It is already difficult to access the park in the afternoons during the week. A development of this nature will only make matters worse.

The project is designed for high intensity mixed use, yet the location and transportation infrastructure are not adequate to support this type of project. Dallas Highway, Acworth Due West, Due West and Old Hamilton Road are currently overburdened with residential traffic.

Per the Cobb County Future Land Use Map, the proposed development is located in an area designated Very Low Density Residential (0-2.0 homes per acre).

This area has demand for single family homes and is currently experiencing development to meet that demand.

The Goodman Company Project is proposing a very high intensity use, which would not be appropriate in the given location. A project of this scope and size is more appropriately located in a Regional Activity Center, such as Town Center or Cumberland Mall area. As a citizen of West Cobb, I am requesting that you DENY application of such an overly ambitious project in an inappropriate location.

Thank you.

Tom Sweet - MCSD, MCDBA  
VP Research & Development  
MicroBilt Corporation  
Kennesaw, GA  
[tom\\_sweet@microbilt.com](mailto:tom_sweet@microbilt.com)

## Haley Fleming

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**From:** stevejea@bellsouth.net  
**Sent:** Sunday, December 18, 2005 9:59 PM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; Robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.Williams@cobbcounty.org; murray.homan@cobbcounty.org; john.pederson@cobbcounty.org  
**Subject:** Goodman Company Project

To: Mike Alexander  
CC: The Board of Commissioners, Planning Commissioners and John Pederson

Dear Mr. Alexander:

I am writing in **opposition** to the Goodman Company's proposed development at the intersection of Dallas Hwy and Old Hamilton Road, known as 'The Village at West Cobb'. As you are aware, this project is a high intensity, mixed use development. However, the location and transportation infrastructure are clearly not adequate to support this type of density. As a resident of this area, I routinely experience traffic problems at the intersections of Dallas Highway, Acworth Due West, Due West and Old Hamilton Road. Traffic backups typically twice a day and can be heavy during other periods. Furthermore, Cobb County's Future Land Use Map has this area designated as Very Low Density Residential (0-2.0 homes per acre). This area has a high demand for single family homes and there are plenty of low density projects that are being developed to meet this demand.

The Goodman Company Project is not be appropriate in the given location. We don't need a high-density project in the midst of a low-density residential area. A project of this scope and size is more appropriately located in a Regional Activity Center, such as Town Center or Cumberland Mall area. As a citizen of West Cobb, I am requesting that you **DENY** application of such an overly ambitious and intense project in an inappropriate location.

Thank you for considering these concerns.

Steve Clarke  
2414 Alexander Lake Drive  
Mareitta, GA 39964



## Haley Fleming

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**From:** stpoole@comcast.net  
**Sent:** Sunday, December 18, 2005 9:01 PM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; Annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; Robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.Williams@cobbcounty.org; Murray.homan@cobbcounty.org; john.pederson@cobbcounty.org; prpoole@comcast.net; jdro83@bellsouth; ragambrill@juno.com  
**Subject:** Proposed development at the intersection of Dallas Hwy & Old Hamilton Road (The Village at West Cobb)

Dear Mr. Alexander:

This letter is in opposition to the proposed development at the intersection of Dallas Hwy and Old Hamilton Road, known as 'The Village at West Cobb'.

The project is designed for high intensity mixed use, yet the location and transportation infrastructure are not adequate to support this type of project. Dallas Highway, Acworth Due West, Due West and Old Hamilton Road are currently overburdened with residential traffic.

Per the Cobb County Future Land Use Map, the proposed development is located in an area designated Very Low Density Residential (0-2.0 homes per acre). This area has demand for single family homes and is currently experiencing development to meet that demand.

The Goodman Company Project is proposing a very high intensity use, which would not be appropriate in the given location. A project of this scope and size is more appropriately located in a Regional Activity Center, such as Town Center or Cumberland Mall area. As a citizen of West Cobb, I am requesting that you DENY application of such an overly ambitious project in an inappropriate location.

Thank you.

Sharon T. Poole  
<http://www.marykay.com/spoole>

## Haley Fleming

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**From:** HorsePrint@aol.com  
**Sent:** Saturday, December 17, 2005 1:56 PM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; Robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.Williams@cobbcounty.org; murray.homan@cobbcounty.org; john.pederson@cobbcounty.org; jdro83@bellsouth.net  
**Subject:** The Goodman Company Project--Village at West Cobb

To: Mike Alexander

CC: The Board of Commissioners, Planning Commissioners and John Pederson

Dear Mr. Alexander:

This letter is in **opposition** to the proposed development at the intersection of Dallas Highway and Old Hamilton Road, known as "The Village at West Cobb."

The project is designed for high intensity mixed use, yet the location and transportation infrastructure are inadequate to support this type of project. Dallas Highway, Acworth Due West, Due West, and Old Hamilton Roads are currently overburdened with residential traffic.

Per the Cobb County Future Land Use Map, the proposed development is located in an area designated Very Low Density Residential (0-2.0 homes per acre). This area has demand for single family homes and is currently experiencing development to meet that demand.

The Goodman Company Project is proposing a very high intensity use, which would not be appropriate in the given location. A project of this scope and size is more appropriately located in a Regional Activity Center, such as Town Center or Cumberland Mall area. As a citizen of West Cobb, I am requesting that you **DENY** application of such an overly ambitious project in an inappropriate location.

Thank you.

June Brewer

## Haley Fleming

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**From:** Robert A Gambrill [ragambrill@juno.com]  
**Sent:** Friday, December 16, 2005 11:40 PM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.Williams@cobbcounty.org; hgoreham@cobbcounty.org; tlee@cobbcounty.org; annette.kesting@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; Robert.ott@cobbcounty.org  
**Subject:** The Goodman Company Project 'The Village at West Cobb' (Z-2)

To: Mike Alexander

CC: **Board Of Commissioners**  
 Chairman Sam Olens  
 Helen Goreham  
 Annette Kesting  
 Tim Lee  
 Joe Lee Thompson

**Planning Commission**  
 Chairman Murray Homan  
 Bob Hovey  
 Bob Ott  
 Christi Trombetti  
 Judy Williams  
  
 John Pederson

Dear Mr. Alexander:

This letter is in **opposition** to the proposed development at the intersection of Dallas Hwy and Old Hamilton Road, known as 'The Village at West Cobb'.

The project is designed for high intensity mixed use, yet the location and transportation infrastructure are not adequate to support this type of project. Dallas Highway, Acworth Due West, Due West and Old Hamilton Road are currently overburdened with residential traffic.

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The Goodman Company Project is proposing a very high intensity use, which would not be appropriate in the given location. A project of this scope and size is more appropriately located in a Regional Activity Center, such as Town Center or Cumberland Mall area. As a citizen of West Cobb, I am requesting that you **DENY** application of such an overly ambitious project in an inappropriate location.

Thank you.

Keli A. Gambrill

12/19/2005



Alexander Farms

Please feel free to add any other concerns you may have. Thanks again...Keli

## Haley Fleming

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**From:** timbolser@comcast.net  
**Sent:** Wednesday, December 21, 2005 9:48 AM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; Robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.Williams@cobbcounty.org; murray.homan@cobbcounty.org; john.pederson@cobbcounty.org; jdro83@bellsouth.net  
**Subject:** The Goodman Company Project 'Village at West Cobb'

Dear Mr. Alexander,

This letter is in **opposition** to the proposed development at the intersection of Dallas Hwy and Old Hamilton Road, known as 'The Village at West Cobb'.

The project is designed for high intensity mixed use, yet the location and transportation infrastructure are not adequate to support this type of project. Dallas Highway, Acworth Due West, Due West and Old Hamilton Road are currently overburdened with residential traffic.

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The Goodman Company Project is proposing a very high intensity use, which would not be appropriate in the given location. A project of this scope and size is more appropriately located in a Regional Activity Center, such as Town Center or Cumberland Mall area. As a citizen of West Cobb, I am requesting that you **DENY** application of such an overly ambitious project in an inappropriate location.

Sincerely,  
Leisa Bolser

## Haley Fleming

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**From:** Lisa Biroschik [msmalibu@mindspring.com]  
**Sent:** Wednesday, December 21, 2005 9:19 AM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.williams@cobbcounty.org; murray.homan@cobbcounty.org; john.pederson@cobbcounty.org  
**Subject:** The Goodman Company Project Village at West Cobb

To: Mike Alexander  
CC: The Board of Commissioners, Planning Commissioners and John Pederson

Dear Mr. Alexander:

This letter is in **opposition** to the proposed development at the intersection of Dallas Hwy and Old Hamilton Road, known as 'The Village at West Cobb'.

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Thank you.

Sincerely,

Lisa Biroschik  
51 Travelers Way  
Marietta, GA 30064

Subj: **the goodman project**  
 Date: 11/20/2005 11:13:48 AM Eastern Standard Time  
 From: Shanandoah9  
 To: [jdro83@bellsouth.net](mailto:jdro83@bellsouth.net), [hlfleming@atlantaregional.com](mailto:hlfleming@atlantaregional.com), [jthompson@cobbcounty.org](mailto:jthompson@cobbcounty.org),  
[solens@cobbcounty.org](mailto:solens@cobbcounty.org), [hgoreham@cobbcounty.org](mailto:hgoreham@cobbcounty.org), [tlee@cobbcounty.org](mailto:tlee@cobbcounty.org),  
[judy.williams@cobbcounty.org](mailto:judy.williams@cobbcounty.org), [murray.homan@cobbcounty.org](mailto:murray.homan@cobbcounty.org), [bob.hovey@cobbcounty.org](mailto:bob.hovey@cobbcounty.org),  
[robert.ott@cobbcounty.org](mailto:robert.ott@cobbcounty.org), [christi.trombetti@cobbcounty.org](mailto:christi.trombetti@cobbcounty.org)

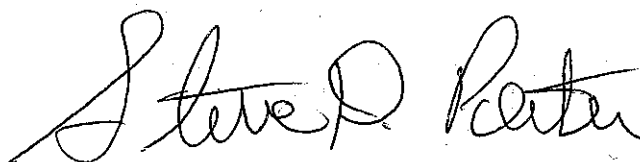
HELLO

I WOULD LIKE TO VOICE MY STRONG OPPOSITION TO THE GOODMAN PROJECT OR CASE #Z-2 ON DALLAS HIGHWAY. THE CURRENT LAND USE PLAN SHOULD BE USED FOR THIS DEVELOPMENT AND THIS PLAN IN NO WAY REPRESENTS THE INTENTION OF THE COBB COUNTY PLANNING COMMISSION OR THE PEOPLE OF COBB COUNTY. THIS DEVELOPER REPRESENTS NOTHING BUT GREED AND THIS DEVELOPMENT WILL SURELY DESTROY THE INTEGRITY OF WEST COBB AND WILL FOREVER CAUSE TRAFFIC JAMS AND DEATHS IN OUR COMMUNITY. I IMPORE YOU TO TURN DOWN THIS DEVELOPMENT IN ITS CURRENT FORM AND PRESERVE OUR COMMUNITY AND THE INTEGRITY OF THE PLANNING COMMISSION AND THE COMMISSIONERS FOR A COUNTY IN WHICH WE AS GEORGIANS CALL HOME.

The citizens of West Cobb county need to be protected by our county from such overly ambitious projects in inappropriate locations. This development is one that belongs in a RAC (Regional Activity Center) such as Town Center or Cumberland Mall areas.

SINCERLY,

STEVE D PORTER  
 3780 SOMERSET DR  
 MARIETTA GA 30064



December 7, 2005

Name  
Address  
City, St Zip  
Phone  
E-mail

Atlanta Regional Commission

It is my understanding that you will be reviewing plans for a proposed development proposed for Dallas Highway in Western Cobb County.

I recently attended an unveiling of new plans for the Whisper of The River development. I was pleased to see that the developer has made changes to their plans, which incorporate the input provided by the community over the last year.

The increase in senior housing will lessen the impact on our local school system and decrease the amount of traffic in the area. These issues are very important to our community as we continue to grow.

We hope you will support the new changes and help us ensure we get a quality development that will not impact our quality of life,

If you have any additional questions, you can contact me at the number above.

Sincerely,

Frances Crowe  
531 Winchester Dr.  
Marietta, Ga. 30008

770 422-8678

FRANCES.CROWE@COLDWELLBANKERATLANTA.COM

**Haley Fleming**

---

**From:** Dugan, Jim HUS [Jim.Dugan@heidelberg.com]  
**Sent:** Thursday, December 22, 2005 2:01 PM  
**To:** Mike Alexander; Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; Robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.Williams@cobbcounty.org; murray.homan@cobbcounty.org  
**Subject:** DRI #944 The Goodman Project (Whisper of the River) / COBB County Z2-2006

*Dear Mr. Alexander*

*This letter is intended to indicate opposition to subject and the related high density rezoning application in Cobb County, which is currently being reviewed as a Development of Regional Impact (DRI).*

*\$B!/ (B The development is in conflict with the Cobb County Comprehensive Land Use Plan.*

*\$B!/ (B It will adversely impact adjacent and nearby residents (1 acre lots) and is incompatible with regional housing and existing neighborhood characteristics.*

*\$B!/ (B The Z-170 application is regional in scope and scale. It is not designed to be located in a Very Low Density Residential (VLDR) area that is adjacent to an overcrowded Neighborhood Activity Center (NAC).*

*\$B!/ (B The transportation infrastructure is not compatible with the nature and scale of the proposed development.*

*\$B!/ (B The county does not have a Transportation Improvement Project scheduled for this area.*

*\$B!/ (B It does not fit a sustainable growth or transportation strategy and will aggravate current traffic conditions given the distance from a major transportation corridor.*

*\$B!/ (B West Cobb county is a beautiful, scenic rural area (Dallas Highway being so designated) and a project of this scale would substantially alter its character and life style qualities. An urban European village ( as it has been described by the developer) would be totally out of place in West Cobb.*

*James P. Dugan, Jr.  
Community Liason  
The Hermitage Subdivision- Mars Hill Rd.  
(A Member Subdivision of PLAN)  
[jim.dugan@heidelberg.com](mailto:jim.dugan@heidelberg.com)*

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12/22/2005

error in transmission, we kindly ask you to notify the sender immediately and to delete this email and any attachment from your system.

## Haley Fleming

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**From:** Ma1greg2@cs.com  
**Sent:** Thursday, December 22, 2005 2:18 PM  
**To:** Haley Fleming  
**Subject:** The Goodman project..and others

The Bullard property has become a thorn in the side of West Cobb's community. The owners and developer obviously have an interest in their own pocketbooks, however their zeal in trying to change the existing laws and planning maps show no regard for the community as a whole. Is this congestive development in the best interest of the community? I agree with the ARC in the finding... that the answer is NO.

The traffic problems are already beyond reason. That does not take into account all the many development projects CURRENTY under construction! The developers and owners of the Bullard property are not concerned with the mess they will leave behind. They will be gone and will not have to drive the roads they will leave in gridlock. At that point their only comment would likely be a casual, "Oh well...".

Approval to change the land use planning map would be a colossal mistake that would open the floodgate to countless other projects that would not even bother checking the land use maps. The developers would then just assume the planning maps were meaningless(which at that point would be true).

Dangling money in front of anyone is a powerful incentive. Developers see dollar signs and the owners of property see those same neon \$\$\$ signs flashing in their eyes.

That is where the governing authorities should be there to protect the community as a whole.

The problem of overdevelopment and unchecked growth is not just a matter of traffic. It also concerns crime, flooding and numerous other issues.

Flooding would be a problem. I have witnessed the increase of high water during rainstorms in West Cobb that can easily be linked to the paving over of permeable ground. The water has to flow somewhere, and we are talking about many thousands of gallons dumped on neighboring communities of new projects. It's a simple law of nature that developers can not get around. They may use their own figures and theories to peersuade officials to go along with their "paving fest", but the fact remains that a lot of water will be diverted to neighboring communities, which will cause flooding. Ther are "permeable concrete" products...BUT developers balk at such products because it is more expensive to use. Again, it's the dollar signs they are interested in....NOT THE COMMUNITY! Retention ponds can only do so much...besides being an eyesore.

Crime follows commercial development. That statistic has been shown time and time again. Cramming another shopping center near neighborhoods will mean an increase in crime.

Value the community first and then seek profits that do not infringe or detract from the quality of life for the citizens who ARE the community. The developers are NOT members of the community. Sellers trying to make deals with developers to change the landscape of the community are NOT interested in the community. It's our collective backyard. Let's keep it that way.

Thank you for your support of the West Cobb communities amidst the constant developer pressure to change the laws and Land Use Maps to suit their own interest.

Greg Bedingfield

12/22/2005



Mike Alexander  
ARC Director  
Office of the Director  
40 Courtland St. NE  
Atlanta, GA 30090

Dear Director Alexander:

I live in West Cobb County have been following the plans to develop the Bullard Farm off Dallas Highway. I just recently read about changes to the proposed development and am encouraged to see the addition of more homes to the plan.

I believe the new changes provide a nice transition to the surrounding neighborhoods and will protect the property values of the existing homeowners. It is also my understanding that the plans call for more senior housing, which will have less impact on the schools. I also am impressed with the neighborhood feel this development seems to be trying to impart on the community.

I hope the Atlanta Regional Commission will continue to work with the community to ensure that we have a quality development that will protect our quality of life. I believe the developer has taken a step in the right direction.

Thank you for your consideration,

Name

Kathy S. Payne  
838 Registry Ter.  
Kennesaw, GA  
30152

## Haley Fleming

---

**From:** Ken Bolt [kenb@ezekiel-ipm.com]  
**Sent:** Monday, January 09, 2006 12:16 PM  
**To:** Haley Fleming  
**Cc:** solens@cobbcounty.org; hgoreham@cobbcounty.org; annette.kesting@cobbcounty.org; tlee@cobbcounty.org; jthompson@cobbcounty.org; bob.hovey@cobbcounty.org; robert.ott@cobbcounty.org; christi.trombetti@cobbcounty.org; judy.williams@cobbcounty.org; murray.homan@cobbcounty.org; john.pederson@cobbcounty.org  
**Subject:** The Goodman Company Project "The Village at West Cobb"

Dear Mr. Alexander,

As a longtime resident of West Cobb County, (20 years now), I have to make you aware of my concerns regarding the continuing development of West Cobb. We purchased our first home in the Zachary Woods subdivision in 1986. Once the quiet, winding Ridgeway Road became Barrett Parkway, turning left to go to work became an exercise in NASCAR acceleration. In 2002, in large part due to that challenge, and moved to a home off of Mt. Calvary Road. We love the area, but the reason we settled here in the first place is quickly becoming "history". That is, the quality of life in West Cobb was great! Of course, the conveniences offered by having virtually everything at the corner of Barrett and Dallas is nice. But, where do we draw the line? How many folks can we pack into the area? I know that tax revenues are important - however, we're going to push folks out of the county when they discover that it's like driving on 285 at 5 o'clock every time they try to leave their driveways.

I love it in West Cobb and have been committed to the area since we arrived in the mid 80's. My three children were born here. I ask you to reconsider future development requests until the infrastructure is in place to handle the expanded traffic load, (i.e., let's get the horse *before* the cart). There is still not a stoplight at Zachary Woods Drive and Barrett Parkway. Granted, I don't live there anymore, but my former neighbors are still there. I have a 15 year old son who's learning to drive. I have real concerns for his safety and that of other "rookie" as well as the elderly drivers in Cobb.

Revenue is important, yes, but so in the quality of our lives, the value of our property, and most importantly, the lives of our children. Please balance any revenue-based decision against the real concerns of those of us who have made the commitment to the area. I recommend that this project be denied as it is in an inappropriate location and will adversely affect the lives of the current residents of West Cobb.

Sincerely,

Kenneth D. Bolt

James A. Ransom  
921 West Mill Trace  
Kennesaw, GA 30152

January 2, 2006

Atlanta Regional Commission  
Attn: Mike Alexander – Review Coordination  
40 Courtland St., NE  
Atlanta, GA 30303

RE: The Goodman Company Project "Village at West Cobb"

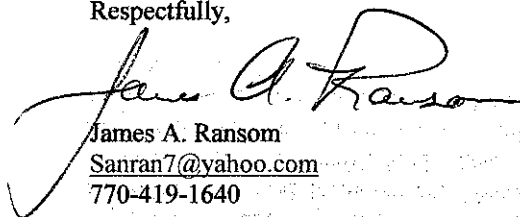
Thank you for your service to the Atlanta area as you attempt to manage the explosive growth and extreme developer interest in certain parts of the metro-area that I call home. Your task is not easy I know and I am glad you are concerned about the impact of "Village at West Cobb". I likewise have many concerns and I urge rejection of the current proposal from The Goodman Company.

My home is located approximately 2 miles from the intersection of Dallas Hwy and Old Hamilton Rd, the site of the proposed development. I have grave concerns already about the inability for West Cobb streets to handle the current traffic load. Due West Road, which handles all traffic entering and leaving Old Hamilton is already extremely congested in the mornings and afternoons. At times, I have to totally avoid the area and seek alternate routes. Another concern is the safety of children and parents taking their kids to Oregon Park, which is literally hundreds of feet away from the proposed site and is a major location for Little League baseball with several fields dedicated to kids under the age of 12. There is no traffic light at the entrance to Oregon Park on Old Hamilton and given the amount of traffic the "Village" would generate, this would be an extreme danger to drivers and their passengers attempting to leave the park after practice and games.

Another concern is the overall need for more retail, offices, and another fitness center in the area. Dallas Highway has become unbearably congested already around the area of The Avenue at West Cobb, Box Cox Road, and Due West Road. In the afternoon, it often requires 15-20 minutes just to drive the 2.5 miles from Barrett Parkway to Due West Road ... it is literally a bumper to bumper drive. Obviously the "Village" would further impact this overloaded condition on Dallas Hwy.

Please reject this development and please make sure that this area stays zoned for single family housing, which is the only level of development that would possibly make sense at this time, both for our current traffic conditions and for the safety of our children.

Respectfully,

  
James A. Ransom  
Sanran7@yahoo.com  
770-419-1640

**Cobb County needs money from commercial taxes to help offset the ever-increasing services provided to new homeowners in the county. With commercial taxes increasing the tax base, the burden to pay for the government services are lifted from homeowners.**

**Whisper on the River will satisfy this need for commercial taxes while mixing in residential units that will not be a burden to government services.**

**Please consider voting for Whisper of the River. It is a good development and is very much needed in Cobb County.**

James H. Ray Jr.  
342 Chicopee Dr.  
Marietta, Ga  
30060-1215

Sally Thomason  
101 Bob Fleming Road  
Marietta, GA 30064

January 1, 2006

Mr. Mike Alexander  
Review Coordinator  
40 Courtland Street NE  
Atlanta, GA 30303

RE: Village at West Cobb  
Cobb County, Georgia

Dear Mr. Alexander:

I share a 1700 foot property line with the proposed Goodman project, Village at West Cobb. I have numerous concerns regarding the intense development proposed for this parcel of land. However, in this letter I will address the points of main concern to the ARC.

• Inconsistency with County Zoning and Land Use Plan

This project is completely inconsistent with current county zoning and future land use plans. Almost the entire 112 acre tract (except for the corner of Old Hamilton and SR 120) is zoned R30 and is designated as Very Low Density Residential on the Land Use Map. The Goodman site is bordered by nine R30 homes consisting of ¾ acre lots, an 8 acre horse farm (R30), a 50 acre tract (R30), a county park (R30), and another tract of Rural Residential (not to exceed one home per acre).

It is important to point out that the current property owners will not be denied the opportunity to profitably develop their land if the Goodman project is turned down. Residential developers are paying premium prices for raw land to construct quality, low density subdivisions (consistent with the land use plan) in this area.

- Access to Dallas Highway (SR120)

To access eastbound SR 120, all traffic from the Village would either have to exit at Old Hamilton and Largent Road, a narrow, hilly roadway which would require extensive upgrades or turn west onto SR 120 and then make a U turn at the intersection of SR 120 and Friendship Church Road. This is a dangerous U turn (I have to make it daily) as two lanes of eastbound traffic approach at 55+ MPH from over a hill. This area is already severely congested due to the increasing traffic from Paulding County and adding additional traffic signals would worsen the problem. When SR 120 was widened to a four lane GDOT promised West Cob residents no new median cuts would be made in an effort to help preserve the rural residential nature of the area and maintain traffic flow.

- Retail vs. Residential

The revised site plan for the project is almost as densely developed as the original site plan which was submitted to ARC in 2004. Based on the site plan which I have seen, the square footage of retail, restaurant and other space has increased from approximately 458,000 sf to 465,000 sf while the number of R30 homes (the only use which is consistent with the land use plan) has decreased from 26 to 7 homes. Moreover, the developer has added 298 RSL units thereby further increasing the project's density. There are currently two condo developments targeting seniors within a few miles on SR 120 in both directions and several other RSL projects in the area are already up before the County Commission for rezoning. Are approximately 300 more units really needed here or is this just an attempt by the developer to make an unsuitable project look a little better?

- Traffic Impact

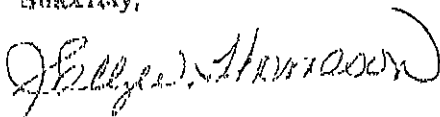
ARC is well qualified to determine the adverse impacts the Goodman project will have on traffic, infrastructure and quality of life. This was clearly demonstrated in the staff review of the project as it was originally submitted to ARC in 2004. The most recent plan reallocates the construction into different categories, but the result remains a massive development which will generate massive traffic and will severely tax the existing infrastructure.

Although adding the RSL units gives the impression of quiet old senior citizens who do not often venture from their homes-I wish to disagree. I initiate more trips from home now than I did when I wasn't considered a "senior citizen". We work and will for some time; we shop, recreate and participate in numerous volunteer activities. So please don't count on RSL having a reduced impact on traffic.

ARC made a good decision for the West Cobb community when its staff recommended against the Goodman project when it was originally submitted. The project, both in its original and reconfigured forms, is regional in scope and scale and therefore inappropriate for the site. As such, I strongly urge the ARC to disapprove this project.

Thank you for consideration of my comments.

Sincerely,

A handwritten signature in cursive script, appearing to read "Sally Thomason".

Sally Thomason

To Members of the Atlanta Regional Commission:

Whisper of the River is a project that will be beneficial to Cobb County and to Atlanta. This retail portion will be a plus to the economy, providing jobs and additional tax revenue. The residential portion will raise the quality of life for residents of West Cobb County. I live near the site and support this project. Your support would be appreciated. Thank you.

*Mark Henderson - Former Pres Cobb Chamber of Commerce & Former County Wgo*  
*Jan L. Henderson*



November 18, 2005

Atlanta Regional Commission  
Attn: Mike Alexander - Review Coordinator  
40 Courtland Street NE  
Atlanta, GA 30303

RE: THE GOODMAN PROJECT

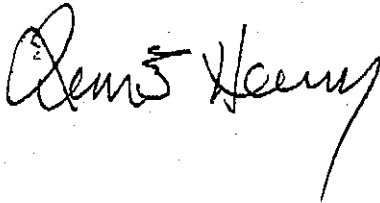
Mr. Alexander,

I am writing this letter to record my objection to "The Goodman Project". I am asking for the ARC to reject this development.

I have been living in West Cobb for a little over three years. We selected west Cobb for our home based on the quality of life that is provided with the big lots, big houses and great schools. We are not near an interstate, but we considered it a worthwhile tradeoff. The future land use plan played a part in our decision to move here. My biggest concern is the departure from the FLUP with the trend toward higher density residential and the expansion of commercial areas. I am not anti-development, after all, I work for one of the areas leading neighborhood developers. Clearly, our roads are over crowded and will become more so even if we adhere to the FLUP. With that said, to then increase the density levels and expand commercial centers, which of course sets precedence, is an extreme position. I appeal to you to maintain the FLUP as you go forward in your decision making on this and related issues.

Thank you,

Tim Heaney  
410 Collegiate Drive  
Powder Springs, GA 30127



December 14, 2005

Atlanta Regional Commission  
40 Courtland St. NE  
Atlanta, GA 30303

Dear Mr. Alexander:

I have received a copy of the proposed Goodman Company Project "Village at West Cobb" layout. I am seriously opposed to this project. The drawings indicate a large square footage assigned to retail. The road structure around this project does not support the amount of traffic this will bring to our neighborhood. This development will draw people from all over Cobb and Paulding County and result in massive traffic problems. I also feel that the large fitness center indicated on the plan will serve no purpose. We have a YMCA a few miles from here with all of the facilities needed. I think this would conflict with their success. When I purchased my home 18 years ago, I was under the impression any development would be on a much smaller scale, serving our local neighborhoods ONLY. My sincere hope is that this project will not be approved.

Sincerely,



Debbie Sullivan  
Duc West Crossing Subdivision

As a supporter of Oregon Park Athletic Association, I urge you to consider supporting the **'Whisper of the River'** project #944 DRI when it comes before you for approval.

**This rezoning attempt is a mixed use development and offers a great opportunity to invest \$90 million in the Cobb County Community and it will start with our children at Oregon Park.** Under this community outreach program, the Park will receive upgrades to facilities and fields that are not funded by the taxpayers that include:

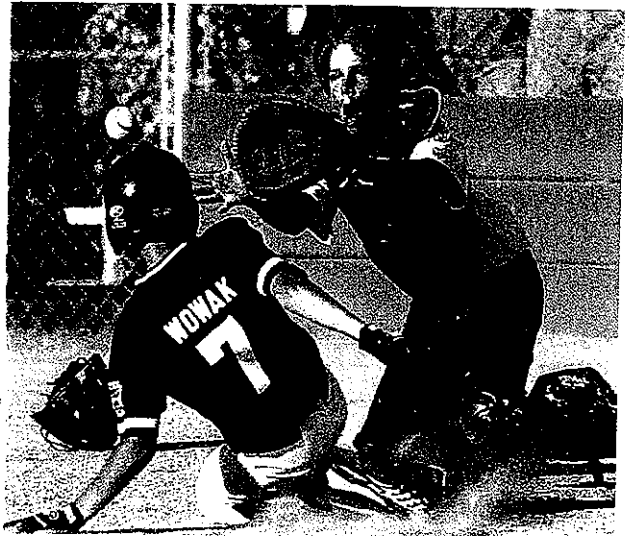
- ✓ Expanded parking
- ✓ New dugouts and scorers stations
- ✓ Upgraded batting cages
- ✓ Renovated Park Office
- ✓ Renovated Restroom facilities

I am encouraged at the opportunity to significantly upgrade our widely-used park at no expense to taxpayers and urge you to support this project.

Please **SUPPORT THIS REZONING EFFORT** to better Cobb County and help our youth get one of the finest youth baseball parks in the county.

Name FRANCINE S. GILDON

Address 1352 DUKES CREEK DR. 30152  
KENNESAW, GA



**HELP COBB COUNTY KIDS HIT A HOME RUN!**

Total received: 25

*Help Cobb County add a million dollars a year to Cobb  
County Coffers by supporting the Whisper of the River  
Dear Director Alexander:*

As a supporter of the Whisper of the River development on Dallas Highway, I urge you to find the DRI #944 development in the best interest of the region and the state. This quality growth mixed use concept will generate 1,100 new jobs, provide funds for 27 new school teachers, generate over \$1 million per year in property tax revenues and more than \$7.5 million in sales tax revenues. Cobb County needs quality developments that exercise responsible growth strategies such as this development. I hope we can count on your support.

*Sincerely,*

*Name* \_\_\_\_\_

*Address* \_\_\_\_\_

*Total Received: 16*