



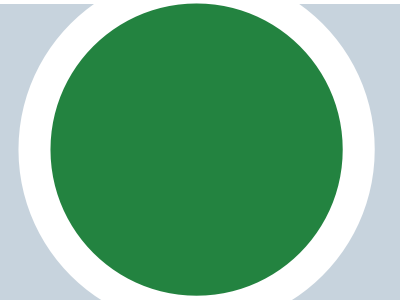
MABLETON 2045 Comprehensive Plan

Steering Committee Meeting #3

August 13, 2025

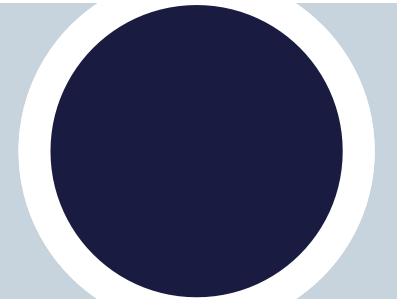


Agenda



1. Project Update
2. Preliminary Land Use Framework
3. Activity: Lightning Round Character Area Discussions
4. Closing and Next Steps

Project Team



City Staff

William B. Tanks
City Manager

Michael Hughes
Director, Community Development

Tina Garver
Deputy Director, Community Development

Artie Jones
Director, Economic Development

Lily Smith
City Manager's Office

Consultant Team

John J. Funny, Project Lead
Grice Consulting Group

Allison Stewart-Harris
TSW

Nick Johnson
TSW

Contente Terry
Contente Consulting

Charlisa Shelton
Contente Consulting

Todd Noell
Noell Consulting Group

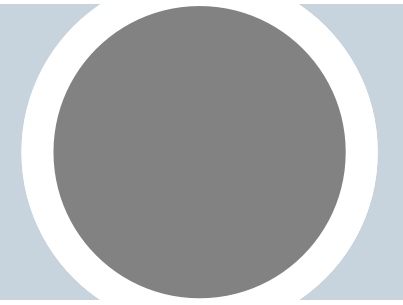
Chad Glaser
Noell Consulting Group

Sammy Powell
Atlas

Project Update



Progress Since Last Time



Technical Work

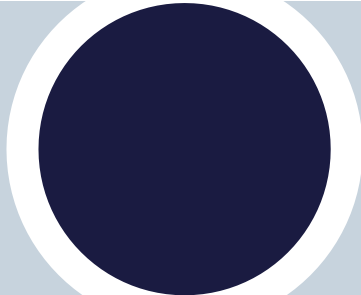
- Completed full existing conditions report
- Compiled needs, opportunities, and goals for each element
- Created high-level land use approach*
- Drafted specific “character areas”*
- Began existing conditions analysis on Special Area Studies

**for discussion today!*

Community Engagement

- Held Steering Committee #2
- Held Public Meeting #2
- Began organizing Special Area Study meetings and focus groups for August (08/26) and September (TBD)

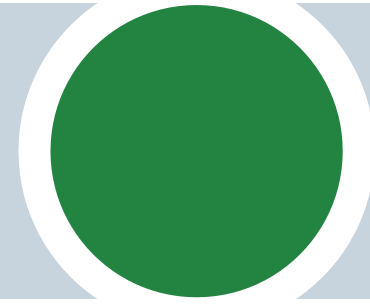
Mableton 2045 Schedule



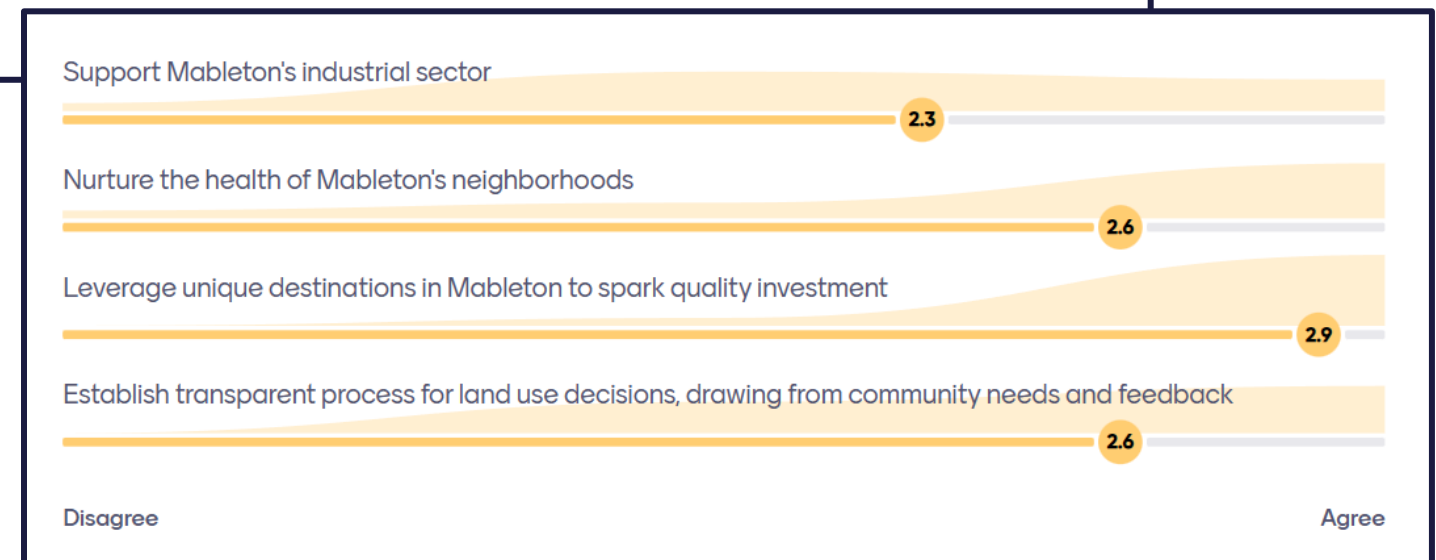
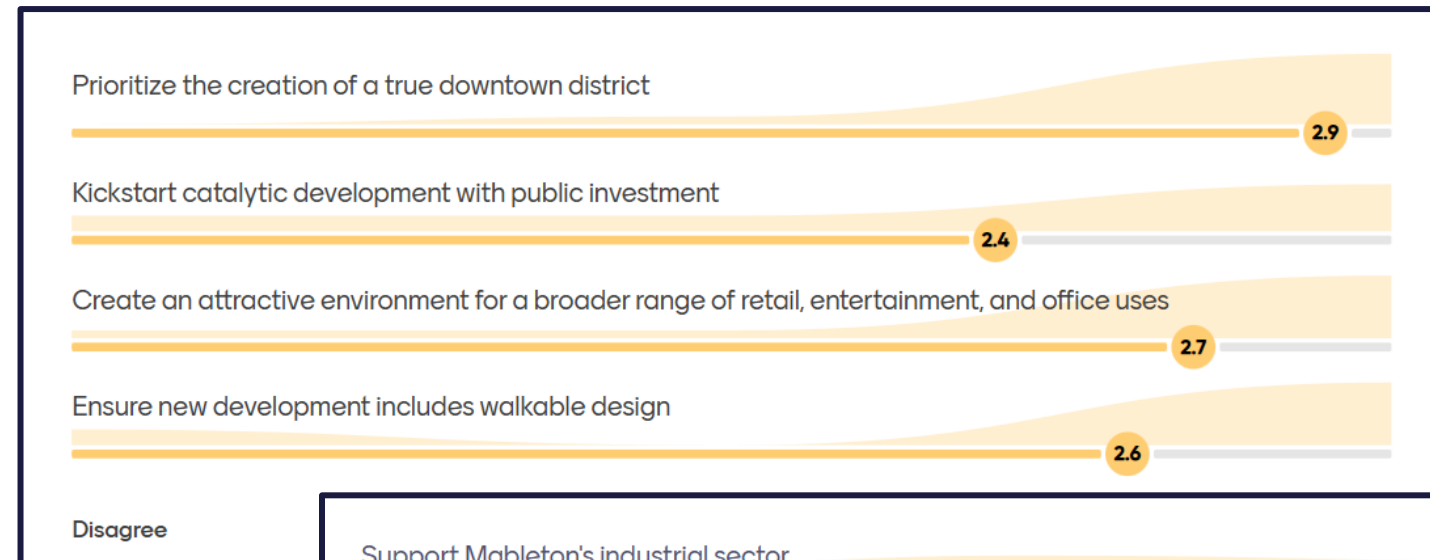
Preliminary Land Use Framework

2

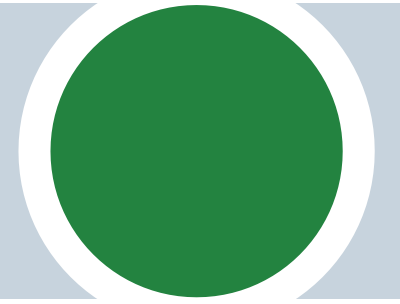
Recap: Draft Goals



At our last two meetings, you helped us determine if our goals were appropriate for Mableton's future.

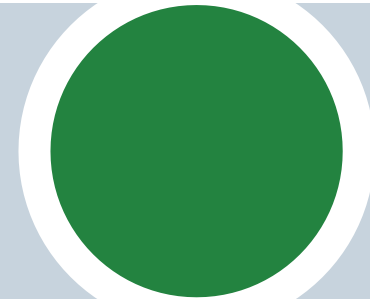


Revised Land Use Goals

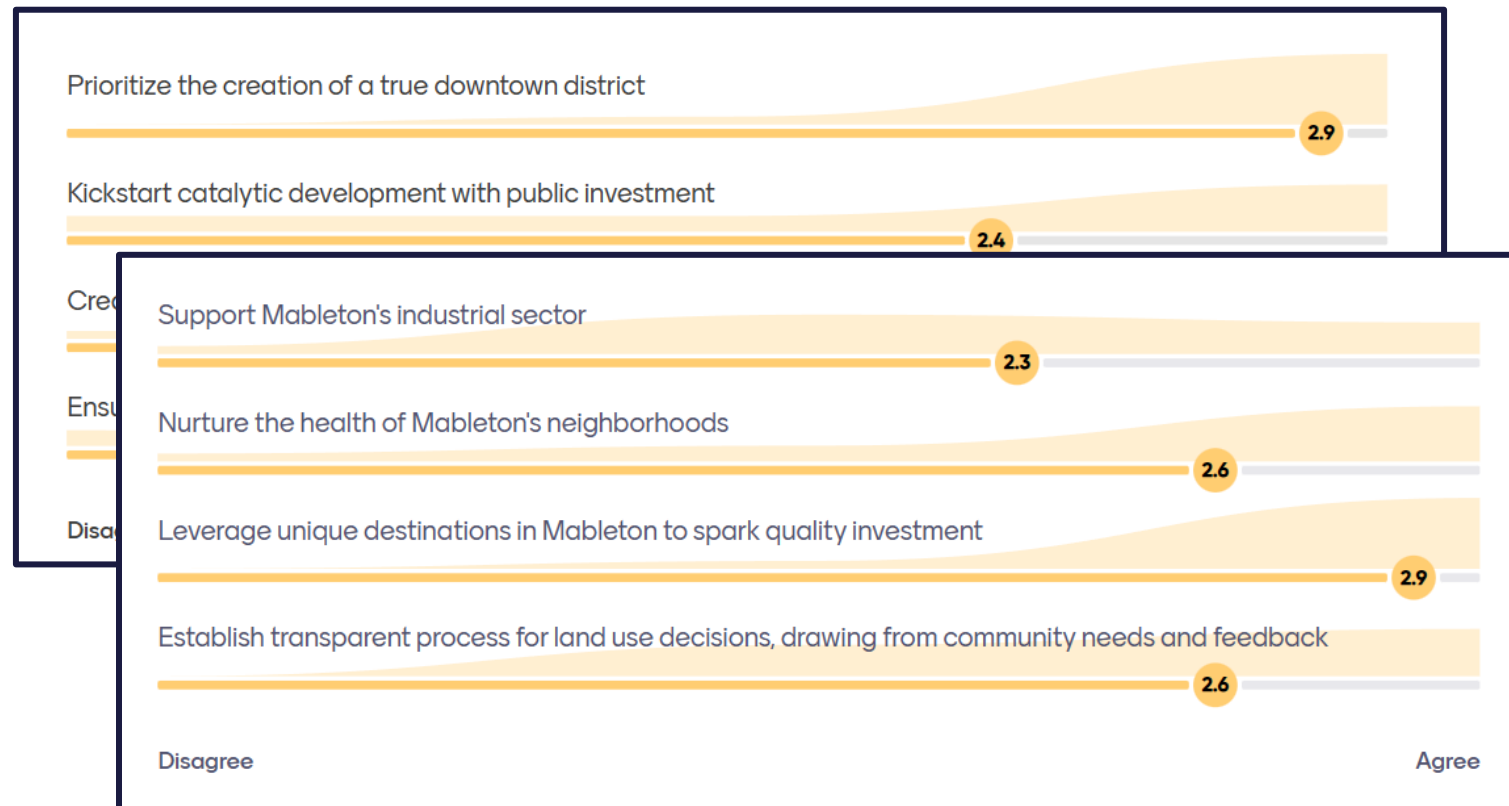


1. Prioritize the creation of a true downtown district.
2. Kickstart transformative development with new investment.
3. Ensure new development includes walkable design.
4. Diversify the types of non-residential development in Mableton.
5. Leverage unique destinations in Mableton to spark desired investment.
6. Protect the scale and quality of Mableton's neighborhoods.
7. Establish transparent process for land use decisions, drawing from community needs and feedback.

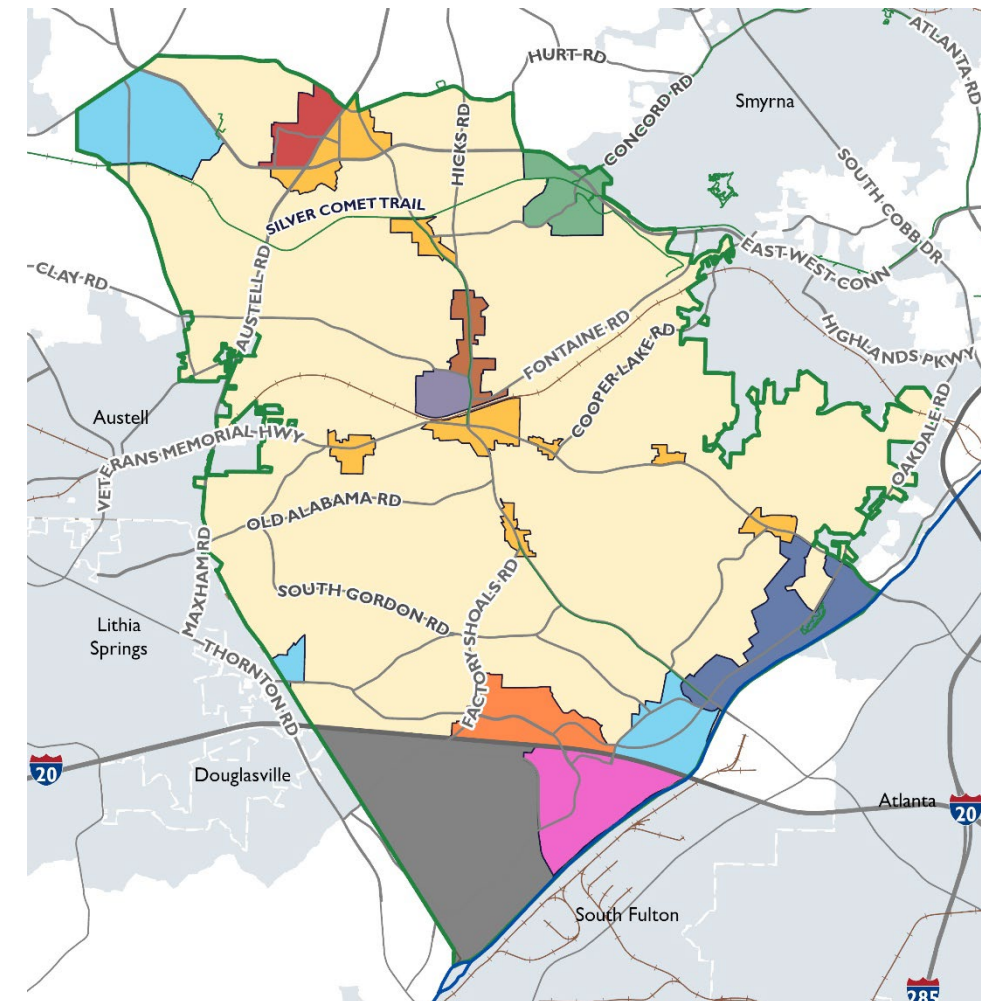
Goals into Action



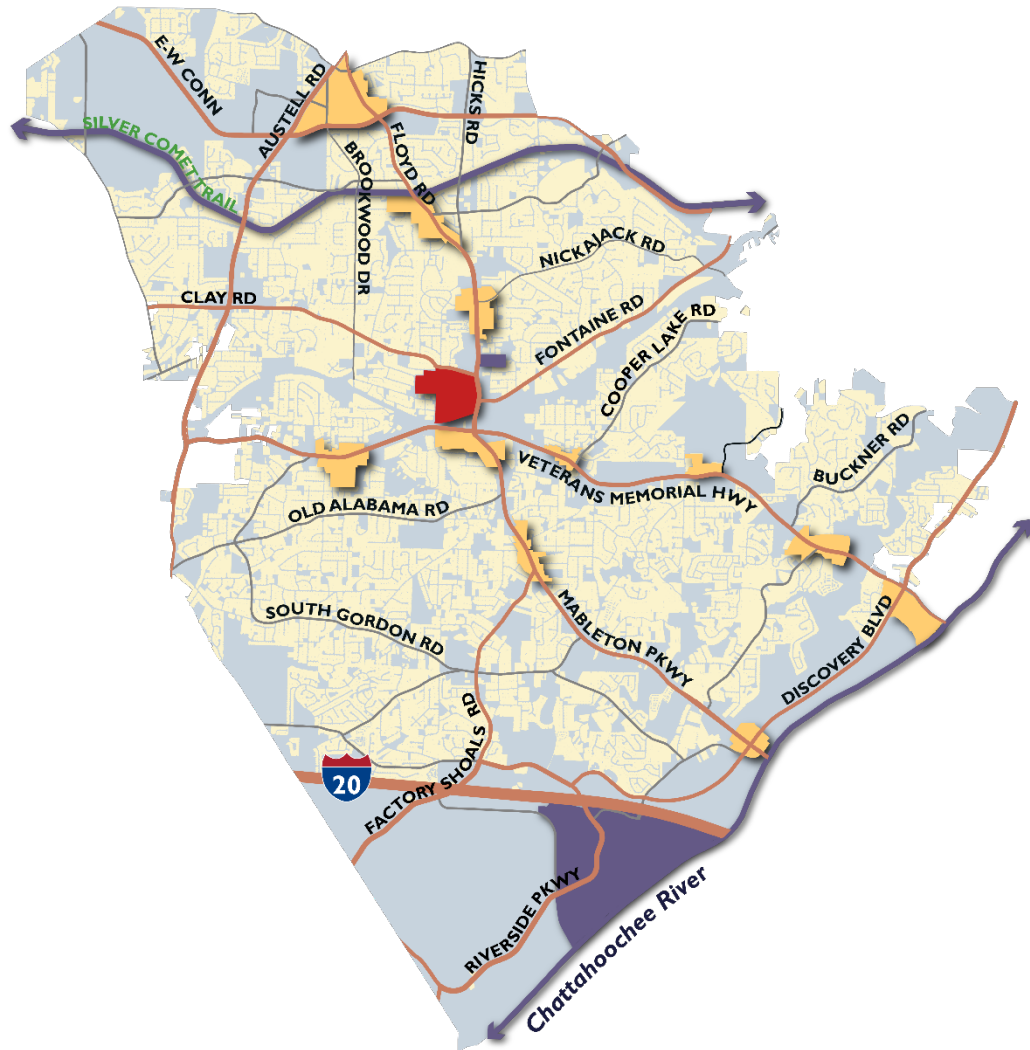
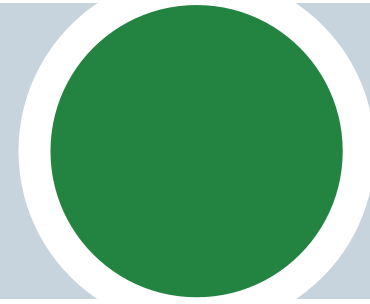
How do we go from this...



...to something like this?

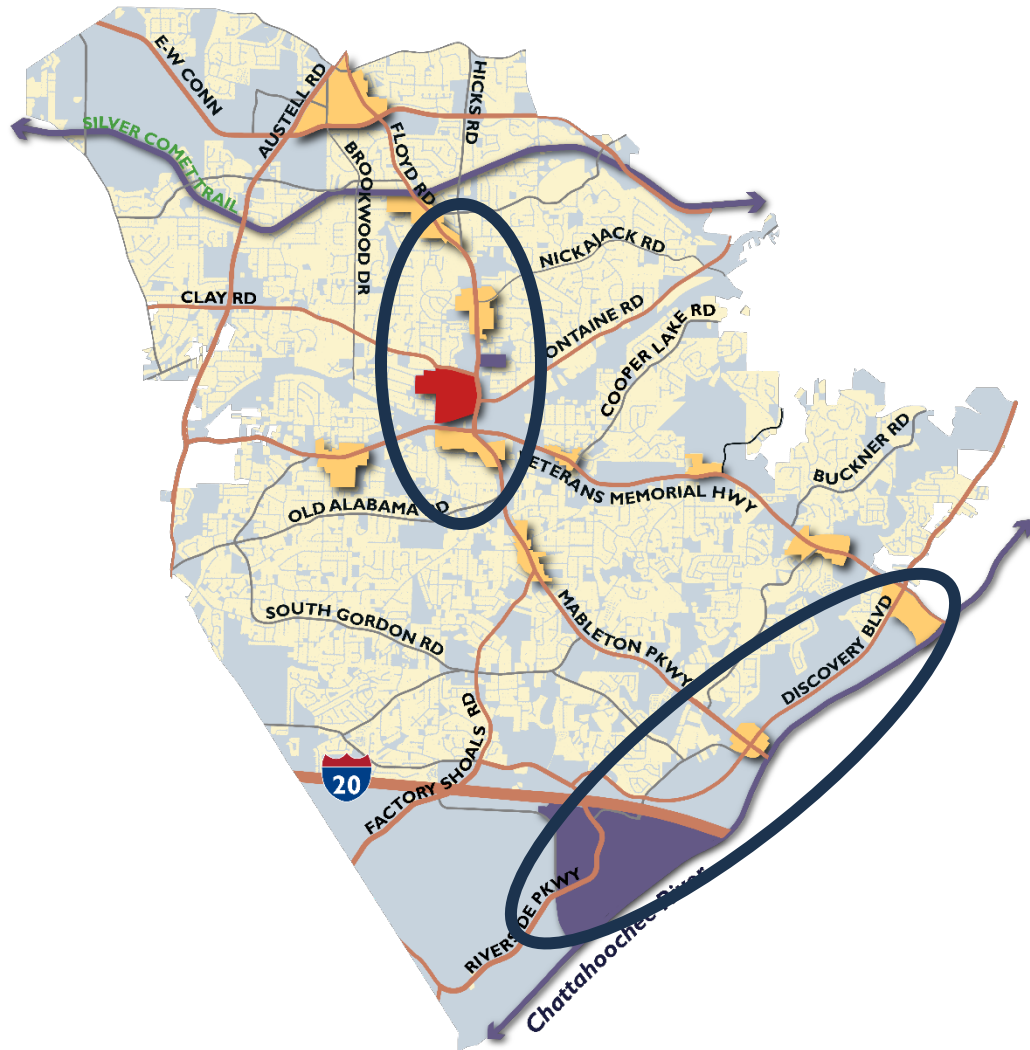
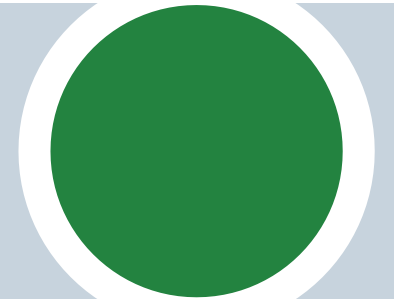


Recap: Activity



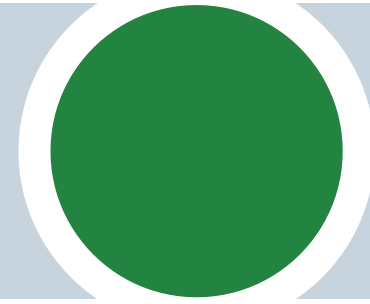
Need / Opportunity	Draft Goal	Preliminary Development Strategy
A true downtown	Prioritize the creation of a true downtown district	Target new development in downtown Mableton
Catalytic investments that lead to quality development throughout Mableton	Kickstart transformative development with new investment	Clustered development at key intersections on: <ul style="list-style-type: none"> • East-West Connector • Floyd Road • Veterans Memorial Highway • Mableton Parkway • Where else?
Recent development along Floyd Road		
Pockets of redevelopment potential		
A more walkable built environment	Ensure new development includes walkable design	
More diverse non-residential uses	Diversify the types of non-residential development in Mableton	
Highly visible entertainment destinations (Six Flags)	Leverage unique destinations in Mableton to spark desired investment	Leverage unique destinations like: <ul style="list-style-type: none"> • Six Flags • Silver Comet • Mable House/Amphitheatre • Chattahoochee River
Exciting public amenities to build around		
Have attractive, established neighborhoods	Protect the scale and quality of Mableton's neighborhoods	Maintain character (like number of stories, general scale, position on lots, etc) in established neighborhoods
New, fresh city institutions	Establish transparent process for land use decisions, drawing from community needs and feedback	Not physical, but administrative!
Strong community support		

Activity Results

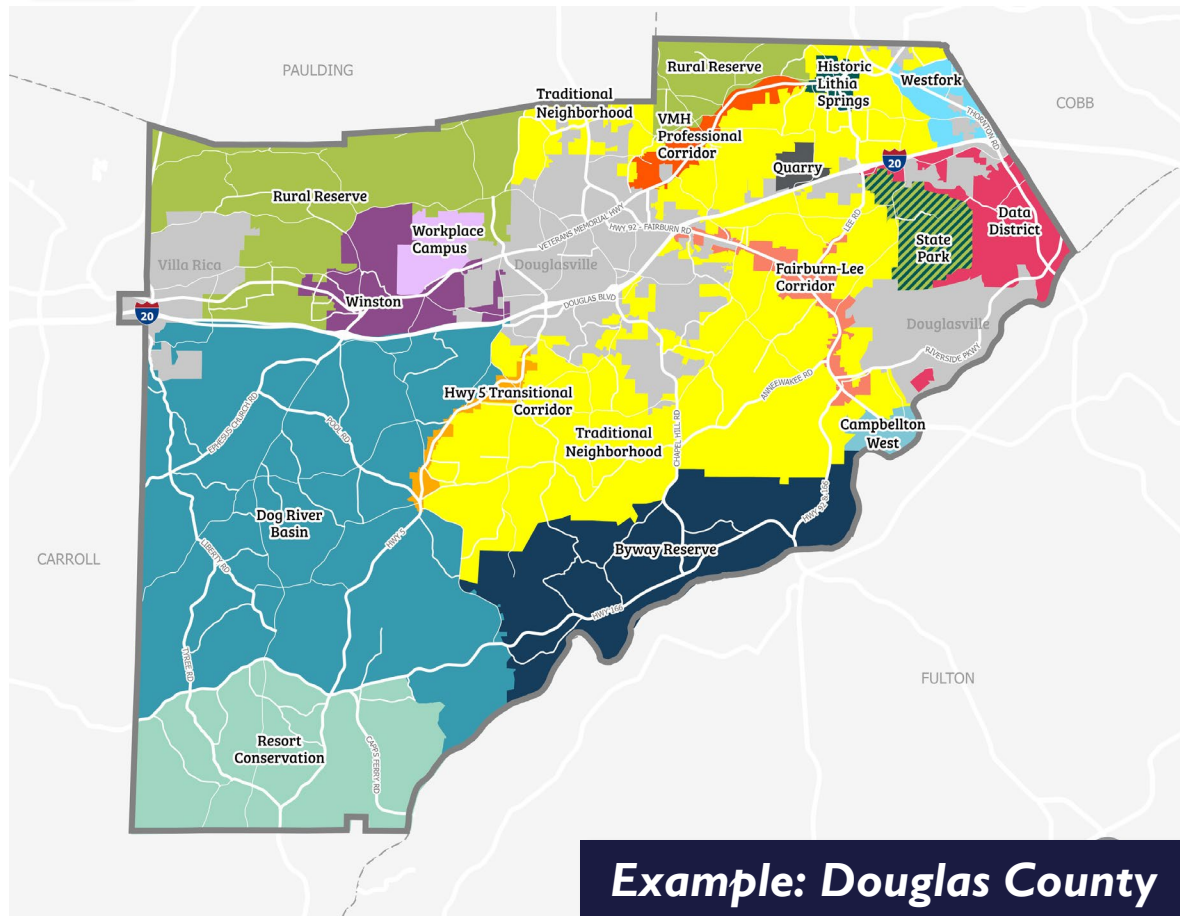


- Two “poles” of development potential, both spurred by major assets:
 - Downtown / Floyd Road
 - Six Flags / River Line area
- Thriving industrial sector with strong tax base
- Healthy single-family neighborhoods
- New development occurring along major corridors

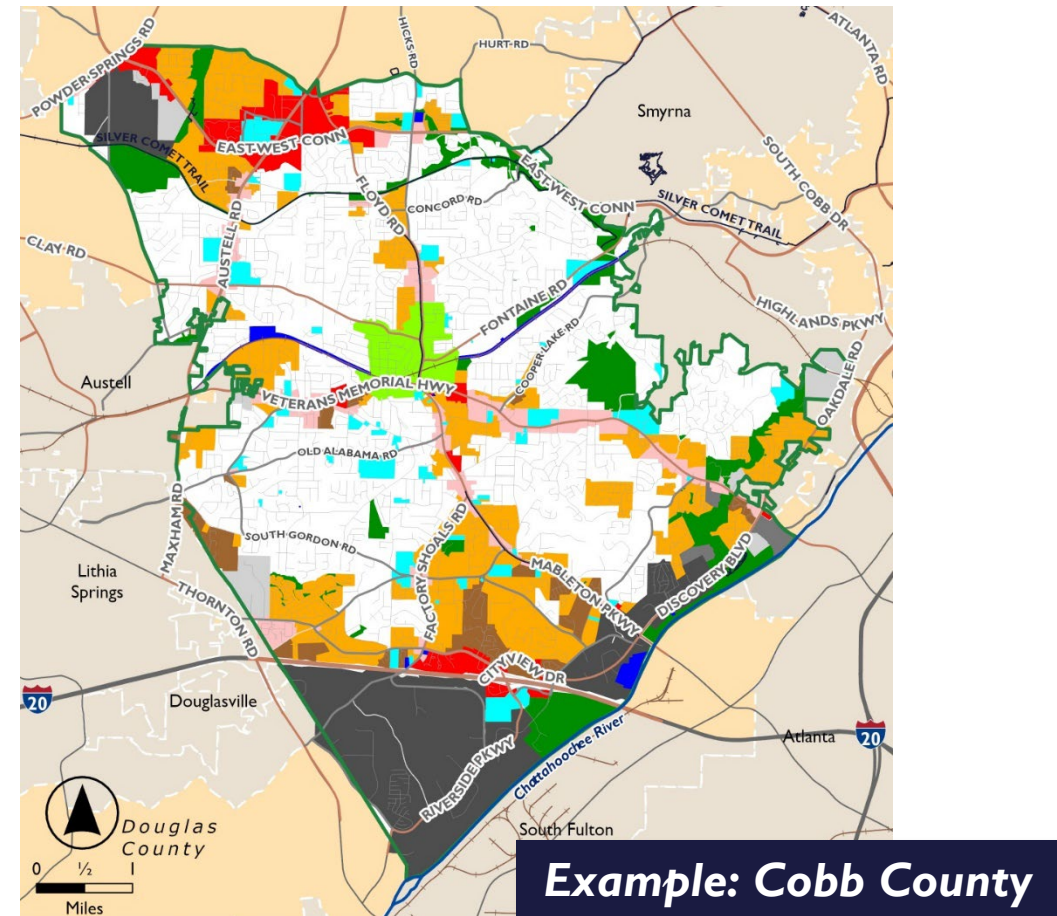
Two Approaches



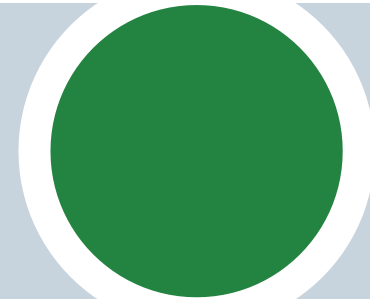
1 Character Areas



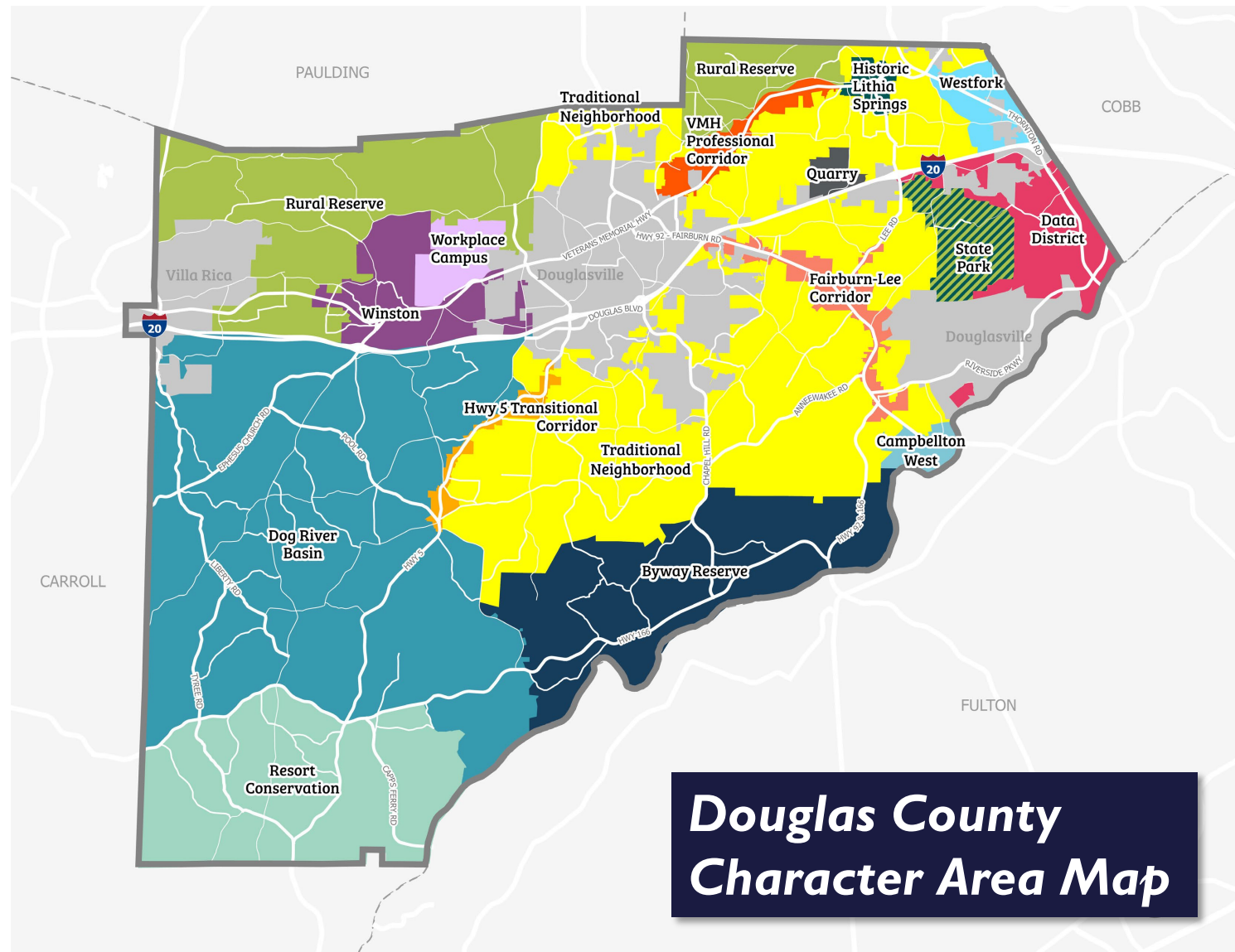
2 Future Land Use



Character Area Approach

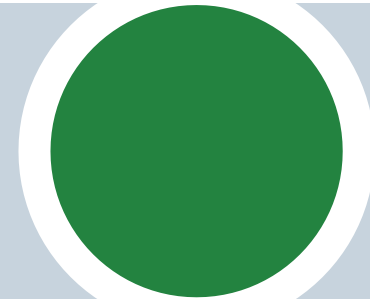


- I** **Character Area (n.):** A defined geographical area that has a similar look and feel
- Establishes areas appropriate for growth, redevelopment, or preservation
 - Establishes a set of future land use or future development types that are appropriate within each area
 - Provides a more flexible basis for rezoning
 - Informs decisions about zoning changes and land use approvals



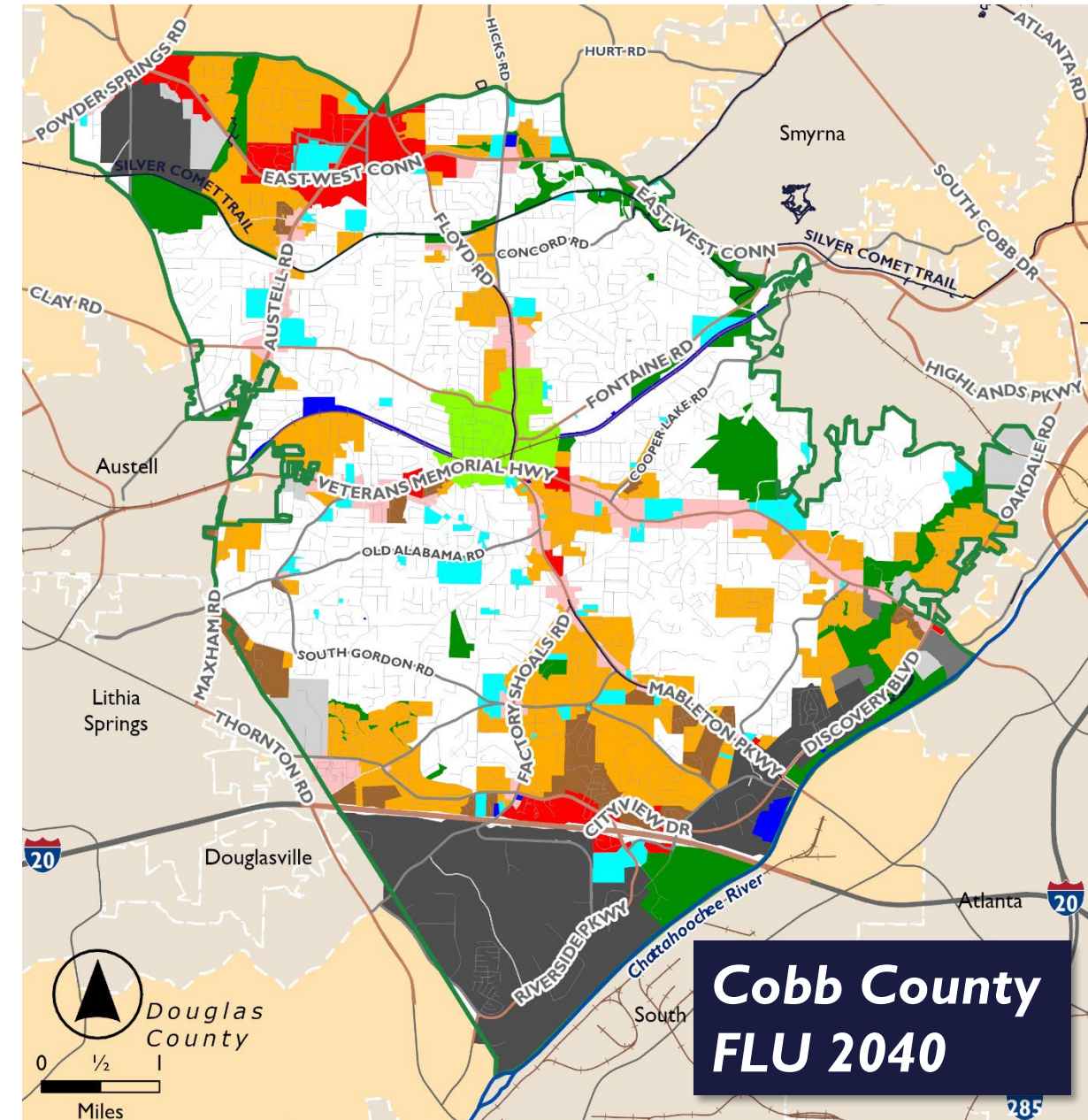
**Douglas County
Character Area Map**

Future Land Use Approach

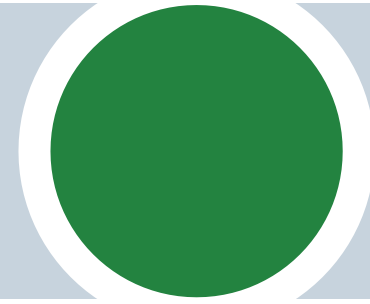


2 *Future Land Use Map (n.)*: assigns specific land uses to parcels

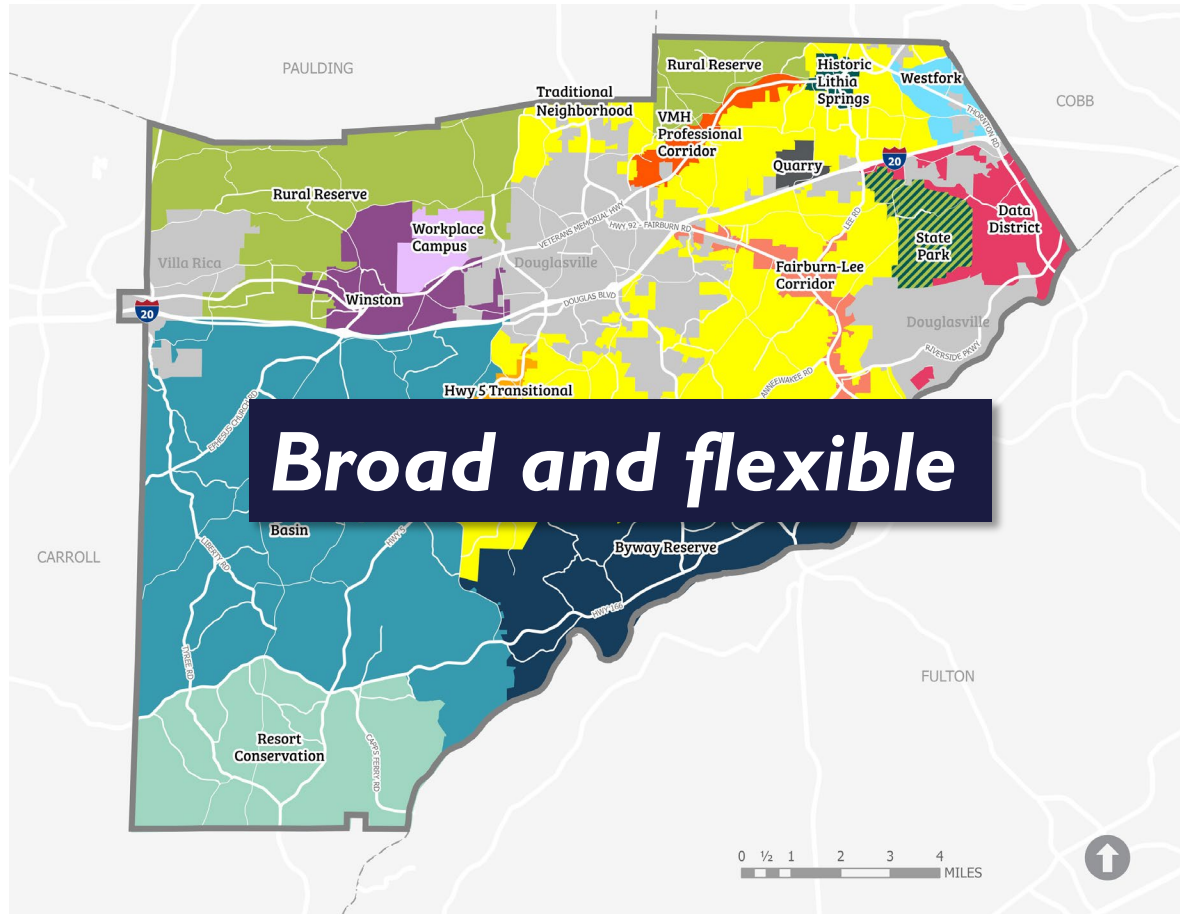
- Identifies a single preferred land use for every parcel in the future
- The future land use designation comes into play when a landowner requests a rezoning
- Common/traditional approach, but not required
- This is what Cobb County has now →



Relationship

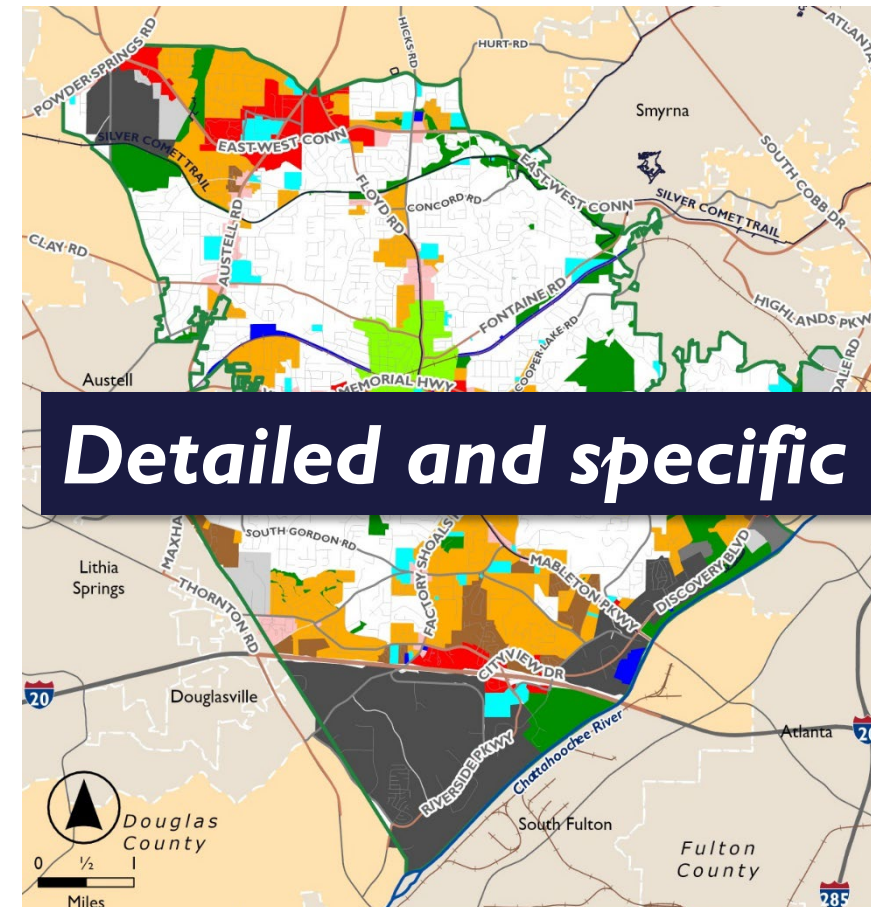


1 Character Areas

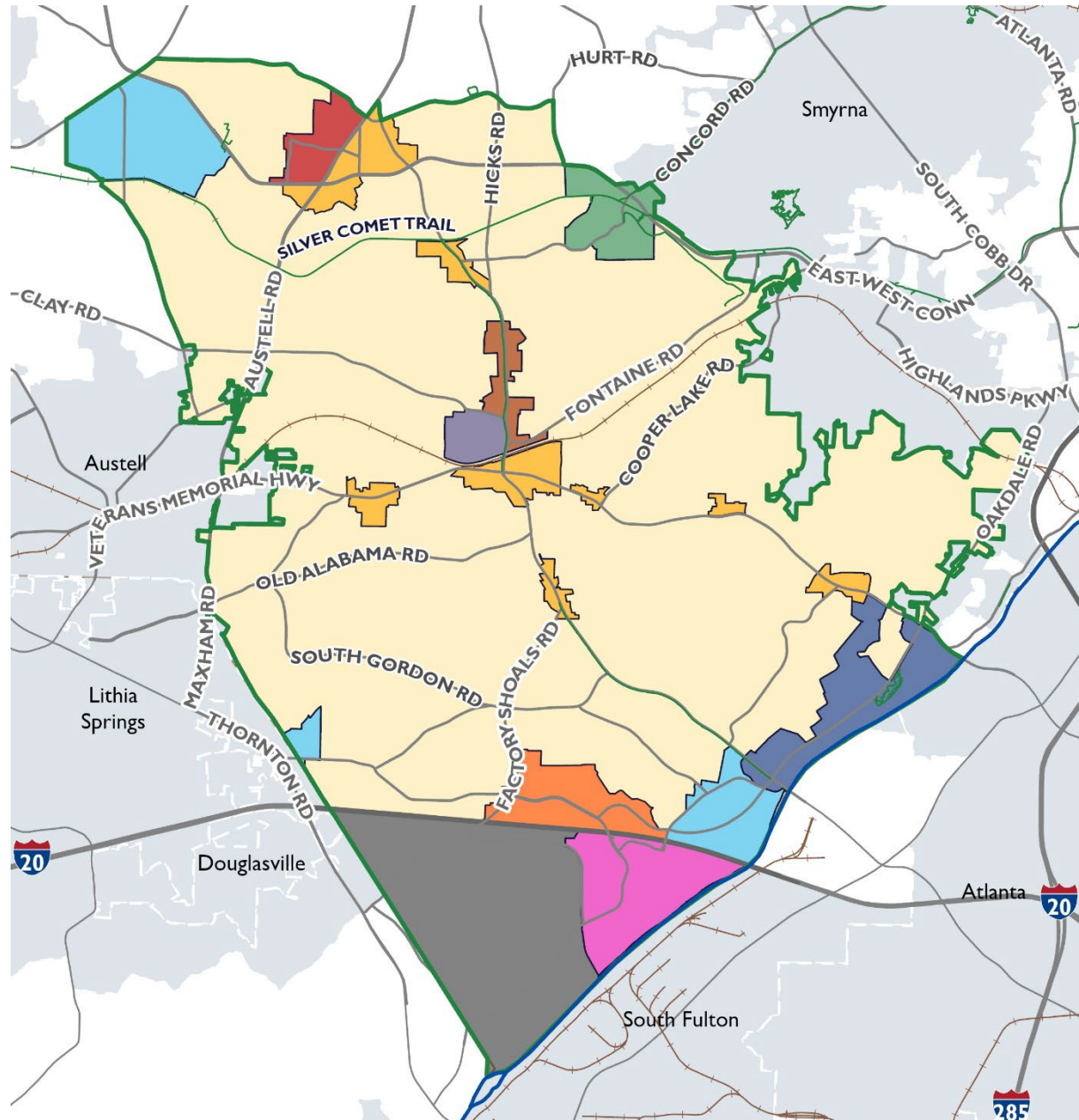
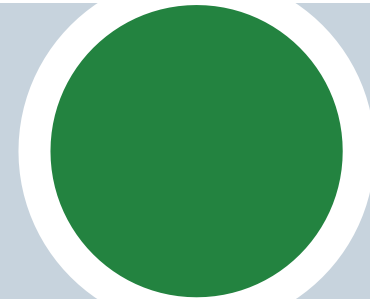


vs.

2 Future Land Use

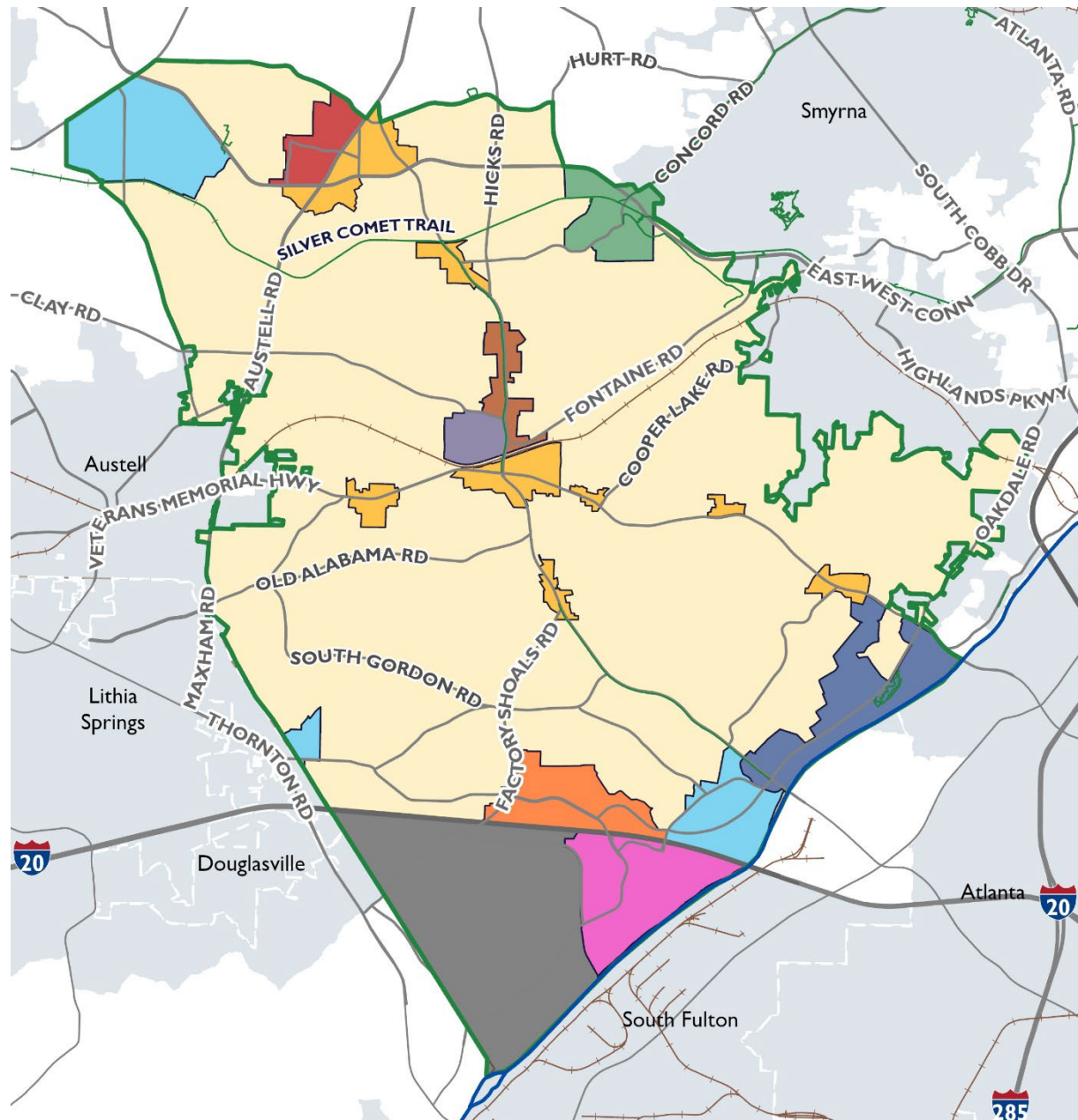
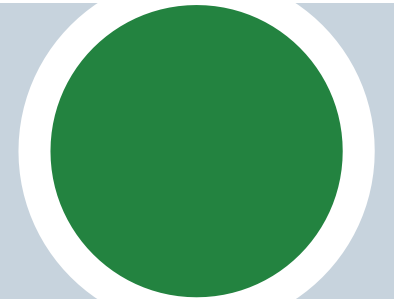


Our Recommendation:



3 *Blend the two!*

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3 *Blend the two!*

- Character area map
- Within each character area:
 - General policies
 - A chart or table that indicates which land uses are appropriate, appropriate with considerations, or inappropriate
 - List of most appropriate zones for each Future Land Use type
- Why?
 - Streamlined map while still allowing for nuance and flexibility
 - Allows development to respond to market changes more readily
 - Easier for public to understand

Examples



City of Dunwoody Comprehensive Plan

DUNWOODY VILLAGE



Vision + Intent

Dunwoody Village, the historic heart of the city, combines charm with a strong sense of place. The vision centers on a vibrant retail core with a village green, surrounded by transitional areas of diverse housing types to support commercial uses. Guided by a master plan implemented through zoning regulations, the area emphasizes multimodal transportation, public spaces, connectivity, and distinctive architecture. Future redevelopment will create a lively district with shopping, dining, entertainment, and housing, fostering activity and community around the clock.

Future Development

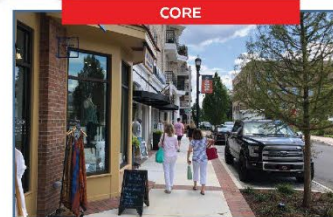
Appropriate Intensity



Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Townhomes	
	Senior/Assisted Living	
	Mixed Use	
	Local Commercial - Specialized	
	Public/Institutional	
	Parks/Open Space	
Appropriate with Considerations	Small-Lot Residential	Transition only
	Cottage Court	Transition only
	Duplexes, Triplexes, Quadplexes	Transition only
	Multifamily	Core only
	Local Commercial - Daily/Services	Transition only
Inappropriate	Large-Lot Residential	
	Regional Commercial	

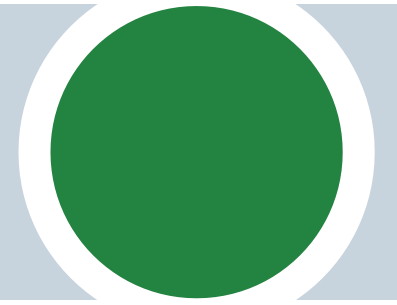
DUNWOODY VILLAGE



Action Items


- › Create an active community center with public places to gather, following a master planning process that potential supports a redevelopment investment program.
- › Establish way-finding or landmark features that unify the Village and can be used across the City.
- › Regularly review and update Dunwoody Village Zoning Districts to ensure that they meet the Character Area vision.
- › Creatively address parking and congestion that new local activity may generate.
- › Review and implemented identified solutions for structured parking, public parking, and shared parking.
- › Establish bicyclenetwork through the City so that "all roads lead to the Village."
- › Create venues for cultural events and community gatherings.
- › For detailed circulation and open space recommendations concerning the Dunwoody Village Character Area, see the Dunwoody Village Master Plan.
- › Pursue the creation of a central green space and alternatives for acquiring that space.
- › Consider ways to promote entrepreneurship.
- › Work with adjacent neighborhoods to explore connectivity options while preserving buffers adjacent to neighborhoods.
- › Explore options for preserving existing historic resources.
- › Incorporate public art that enhances the sense of community and supports pedestrian mobility; focus on streetscapes, pedestrian areas and gathering spaces.
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Future Development

Appropriate Intensity

2-4 STORIES - CORE

1-3 STORIES - TRANSITION


Appropriate Land Uses

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	Mixed Use	
	Local Commercial - Specialized	
Appropriate	Public/Institutional	
	Parks/Open Space	
	Utilities/Transportation	
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Appropriate with Considerations	Cottage Court	Transition only
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DUNWOODY VILLAGE

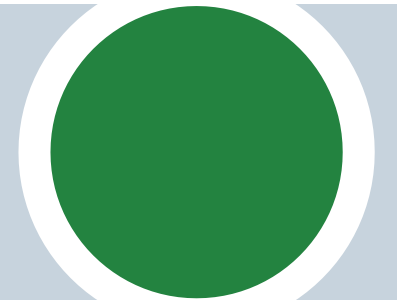
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Info about the intent / vision of each area

Examples



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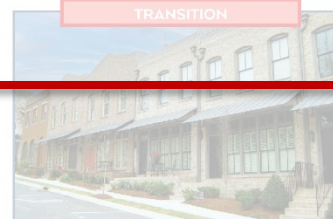
Appropriate Intensity



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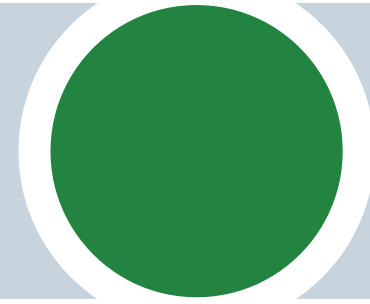


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A land use "stoplight" table, showing what is and is not appropriate

Examples



City of Dunwoody Comprehensive Plan

DUNWOODY VILLAGE



Future Development

Appropriate Intensity



Appropriate Land Uses

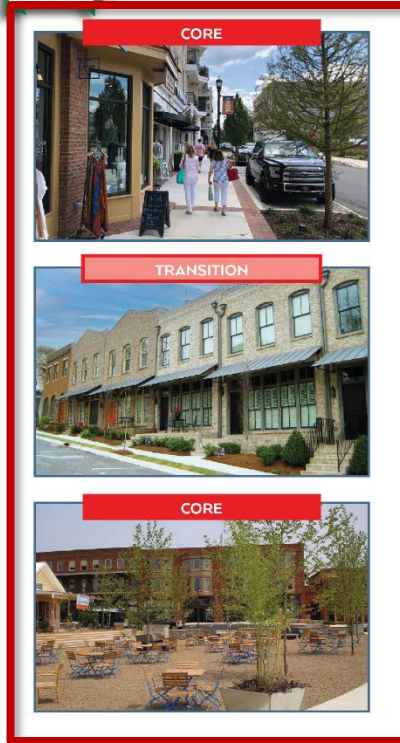
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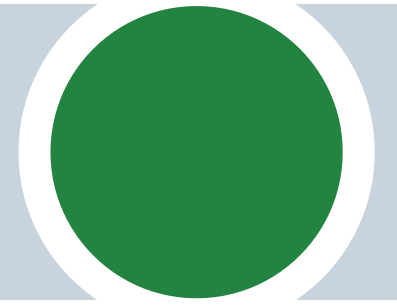
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Example character imagery

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Examples



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Future Development

Appropriate Intensity



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DUNWOODY VILLAGE



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Action items, policies, or other considerations as needed

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DRAFT: DECEMBER 19, 2024

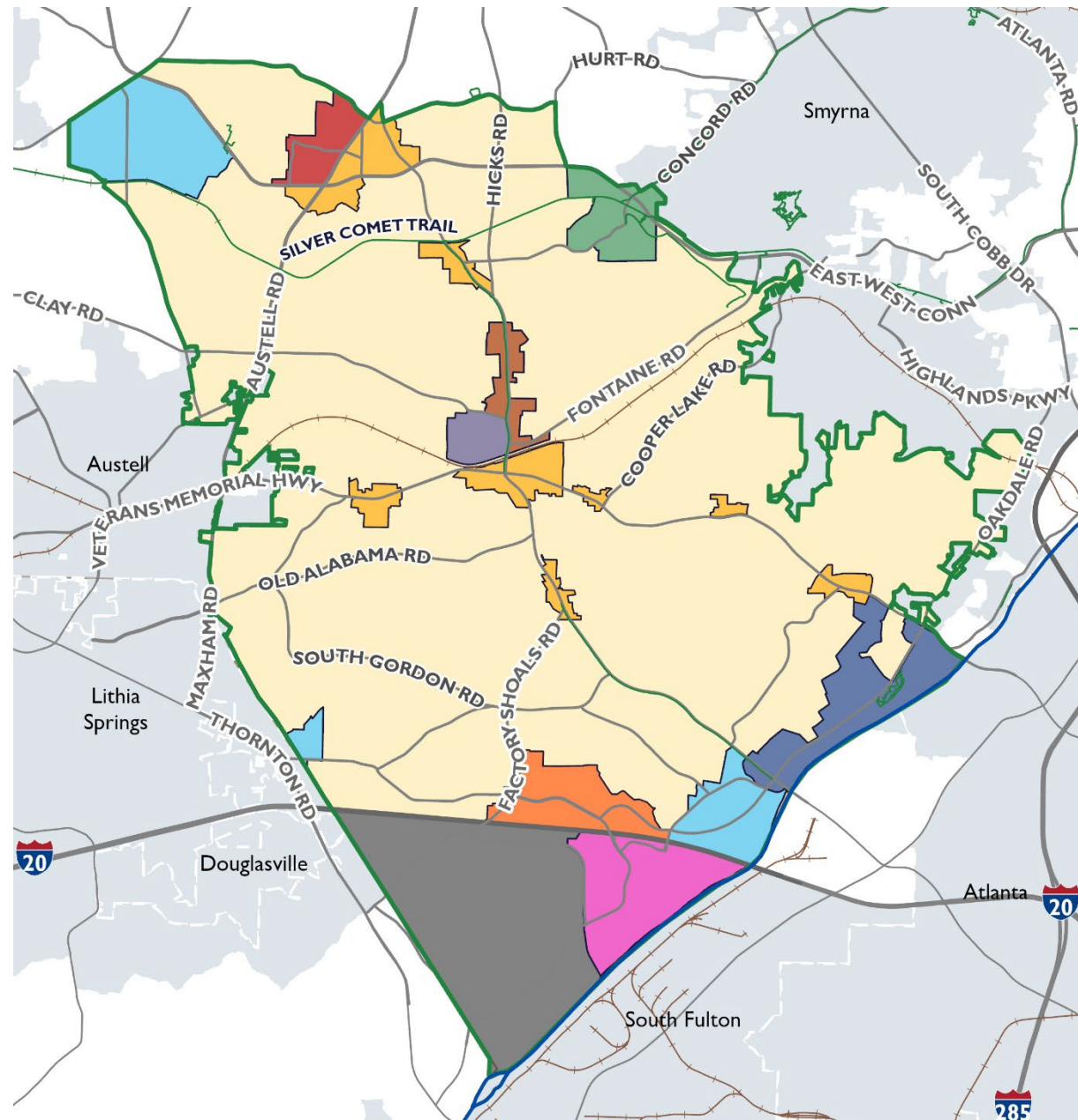
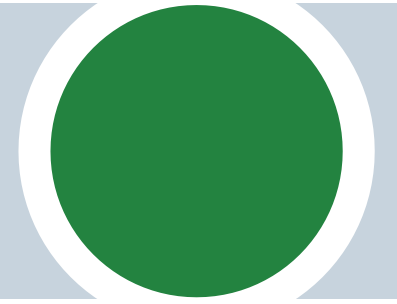
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Activity: Lightning Round Character Area Discussions

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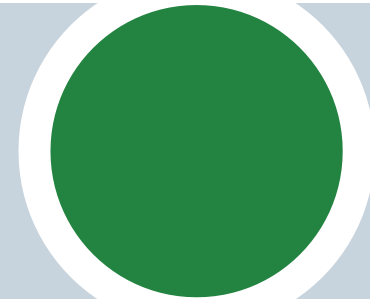
High-Level Framework



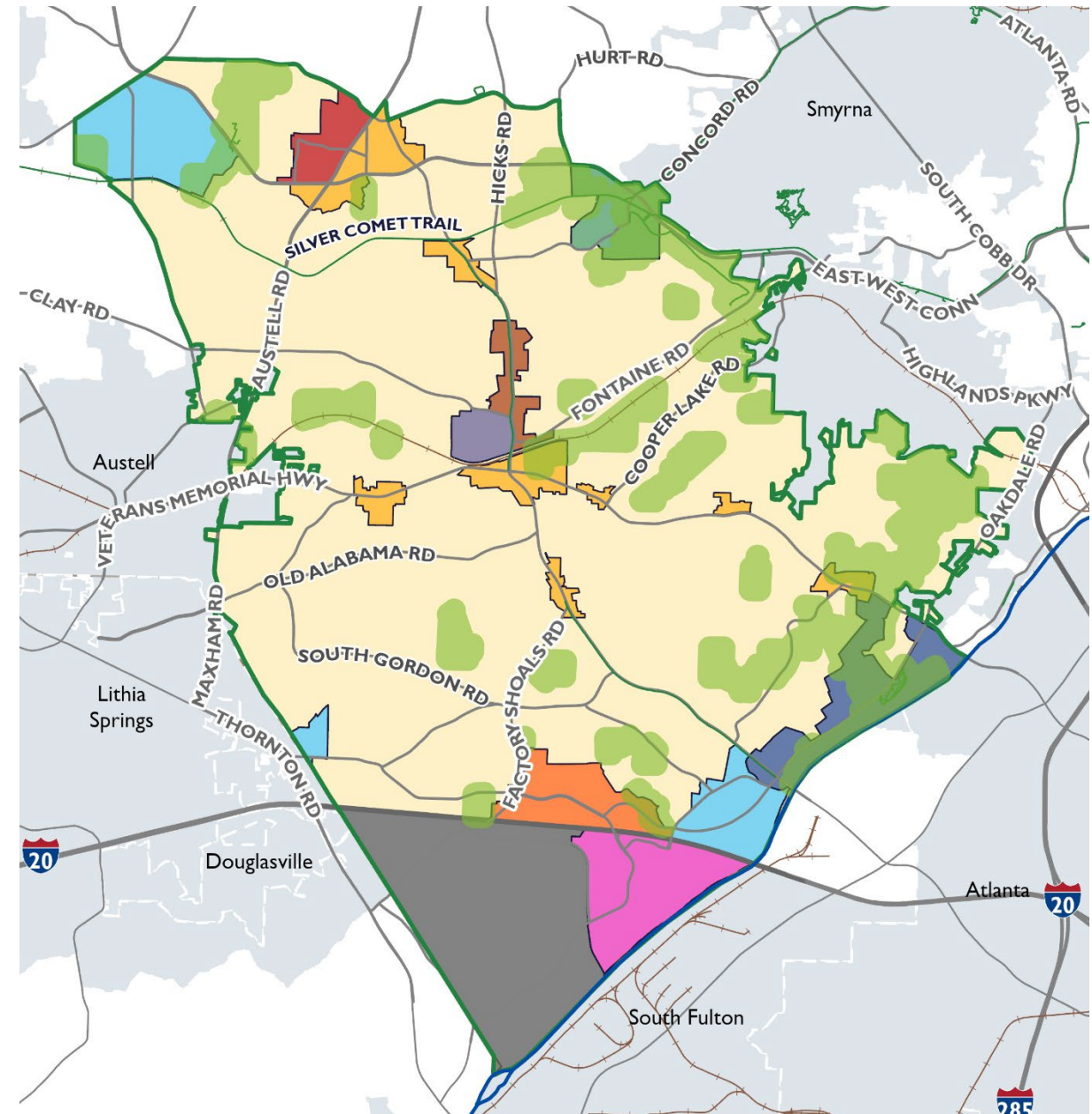
Draft areas to consider:

-  New Downtown
-  Six Flags Entertainment District
-  River Line Entertainment District
-  Mixed-Use Villages
-  Riverside Parkway
-  Suburban Neighborhoods
-  Workplace District
-  Workplace Flex
-  Medical Center
-  Historic Downtown
-  Covered Bridge Historic Gateway

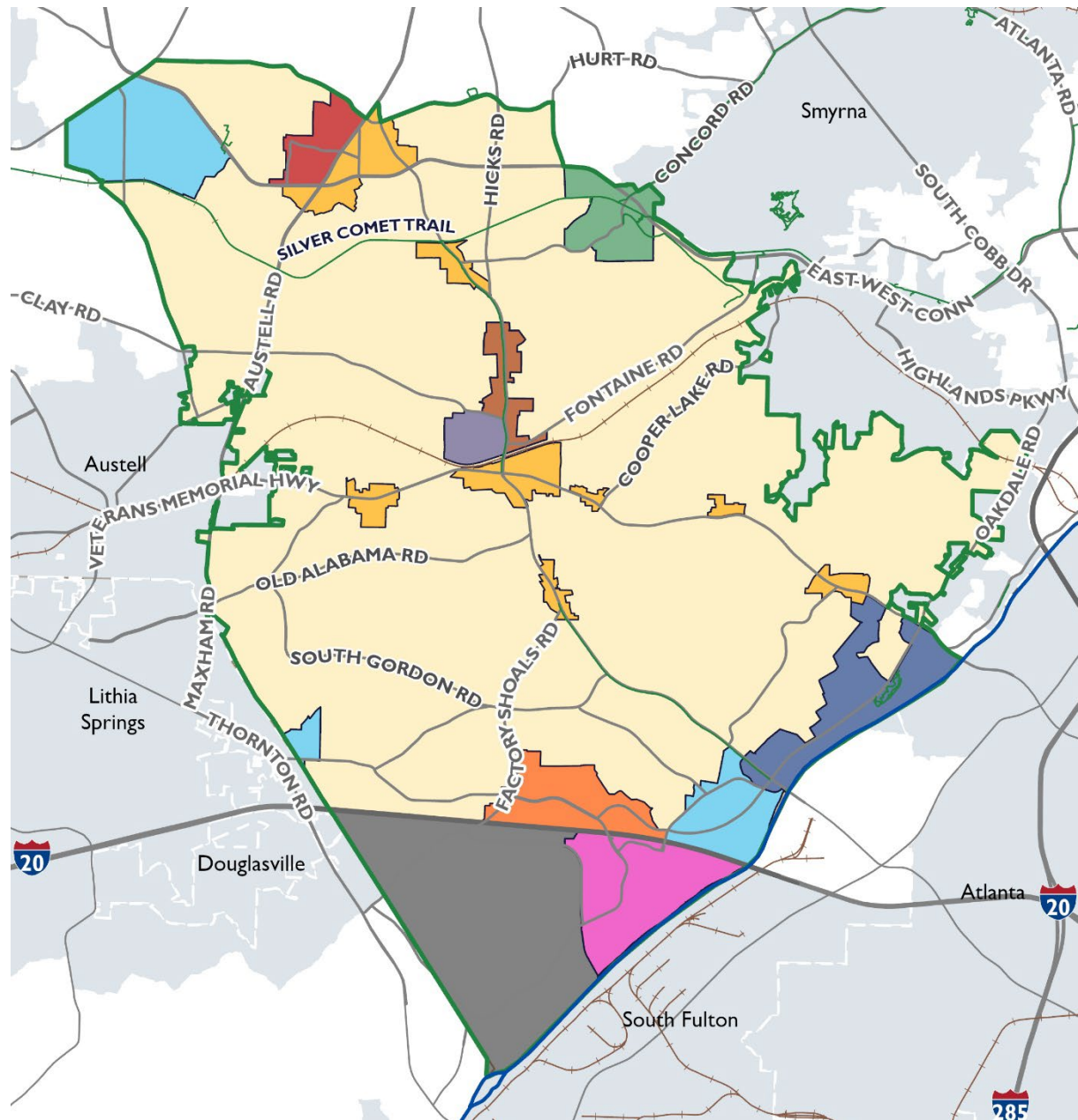
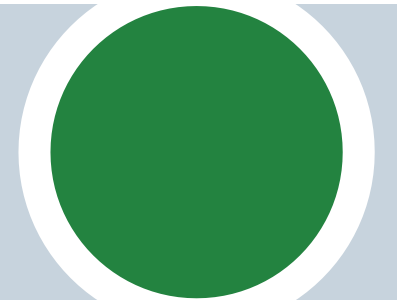
1 Big Question:



Should we show green spaces (areas around creeks, conservation land, etc. on this map?)



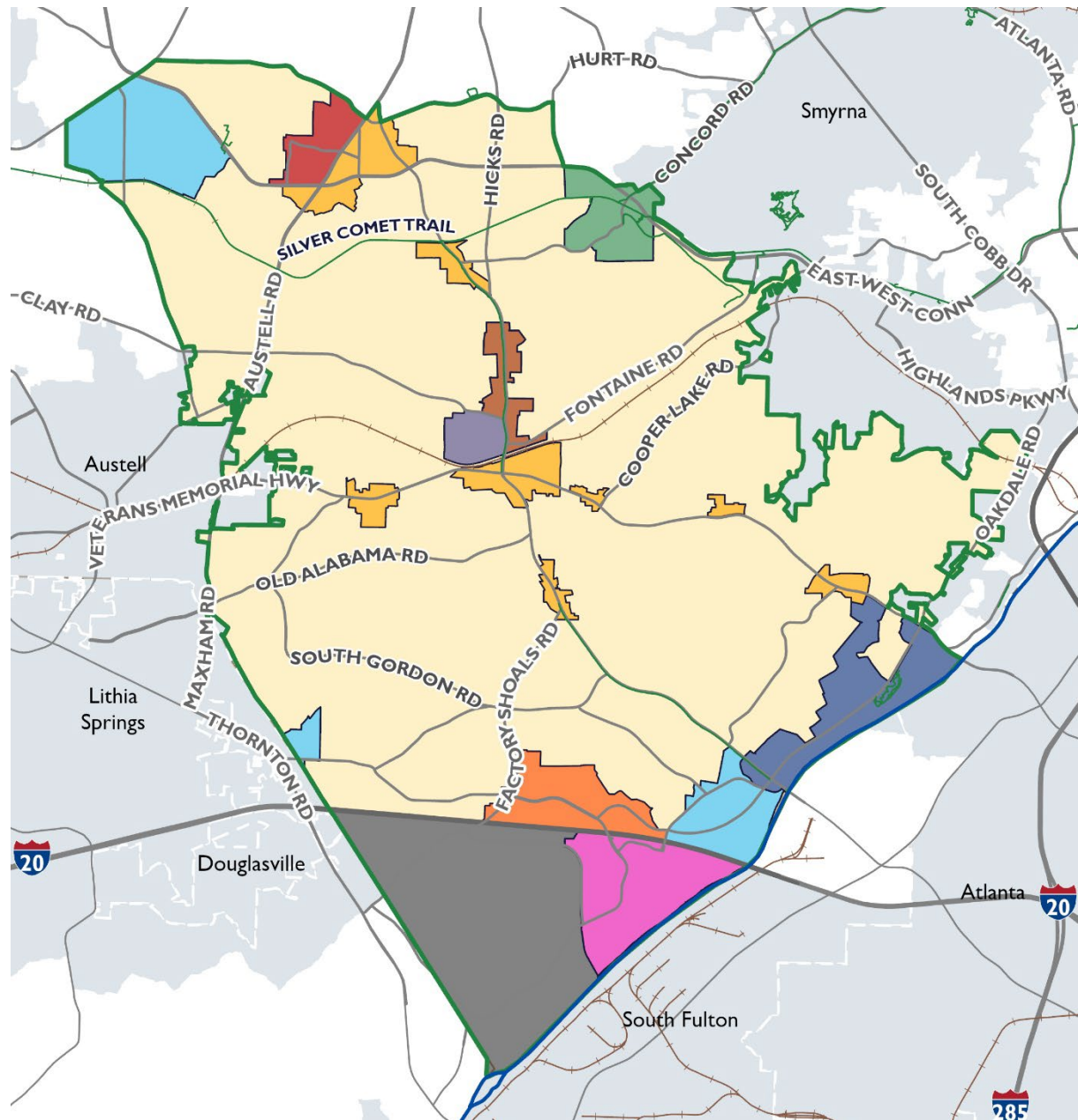
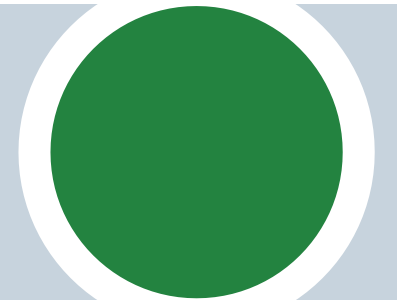
High-Level Framework














Draft areas to consider:

<ul style="list-style-type: none"> New Downtown Six Flags Entertainment District River Line District Mixed-Use Villages 	<p><i>New, Mixed-Use Development</i></p>
<ul style="list-style-type: none"> Riverside Parkway Suburban Neighborhoods 	<p><i>Residential</i></p>
<ul style="list-style-type: none"> Workplace District Workplace Flex Medical Center 	<p><i>Industrial / Medical / Entertainment</i></p>
<ul style="list-style-type: none"> Historic Downtown Covered Bridge Historic Gateway 	<p><i>Historic / Civic / Cultural</i></p>

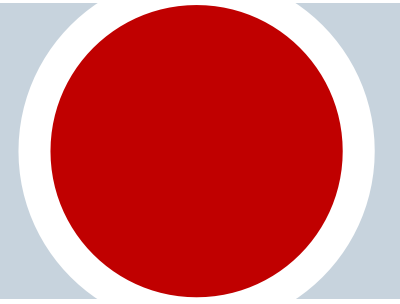
High-Level Framework



Draft areas to consider:

	New Downtown	<i>Invest in Transformation</i>
	Six Flags Entertainment District	
	River Line District	<i>Grow Creatively</i>
	Mixed-Use Villages	
	Workplace Flex	
	Medical Center	
	Riverside Parkway	<i>Revitalize</i>
	Suburban Neighborhoods	<i>Protect and Nurture</i>
	Workplace District	
	Historic Downtown	<i>Preserve, Interpret, & Share</i>
	Covered Bridge Historic Gateway	

Lightning Rounds!

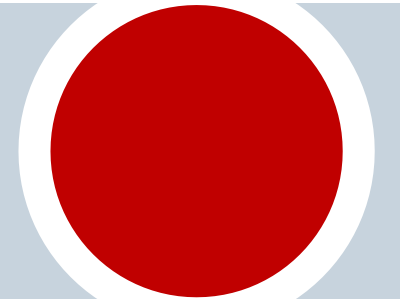


We created a starting point, but need your help with the details!

Your task:

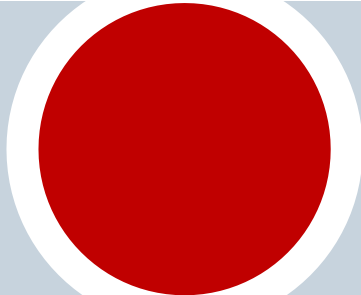
- Break out into small groups of 3-4
- Each table has a set of character area posters, markers, and images
- Your group will have **five minutes per character area.**
- Don't worry about getting things perfect! The goal of this exercise is to go with your first thoughts/gut reactions

Lightning Rounds!

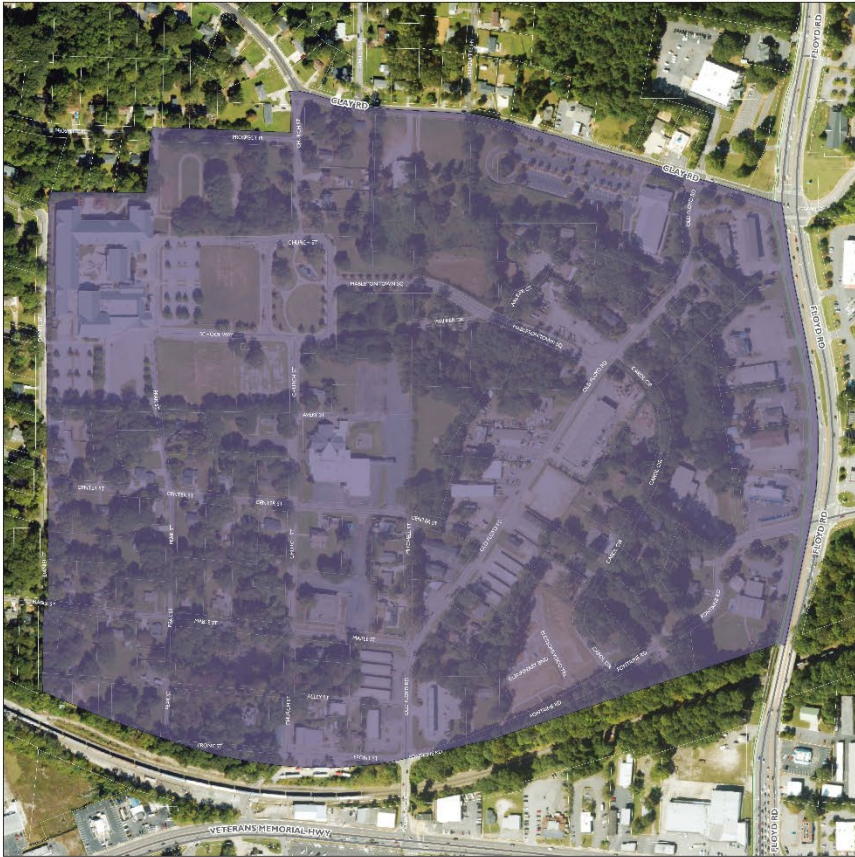


Task	Suggested Time
1. Look at the map and get oriented.	1 minute
2. Review the overall direction statement and check yes, no, or somewhat.	1 minute
3. Imagine this place in 20 years. What does it look and feel like? Write down key words and phrases.	1.5 minutes
4. Pick out photos that match your group's vision and tape them to the poster.	1.5 minutes

Historic Downtown



Historic Downtown



Other considerations for this area?

Overall Direction

Preserve remaining historic structures and build out the rest of Downtown with infill at a similar scale and style to create a vibrant, walkable destination in Mableton.

Do you agree?

Yes No Somewhat - recommend this change:

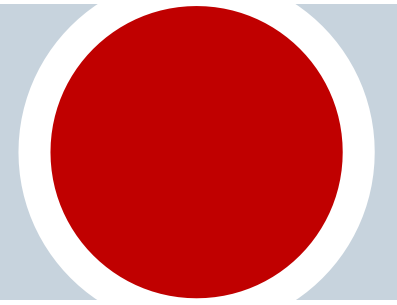
Words for the Future

Character Area Scrapbook

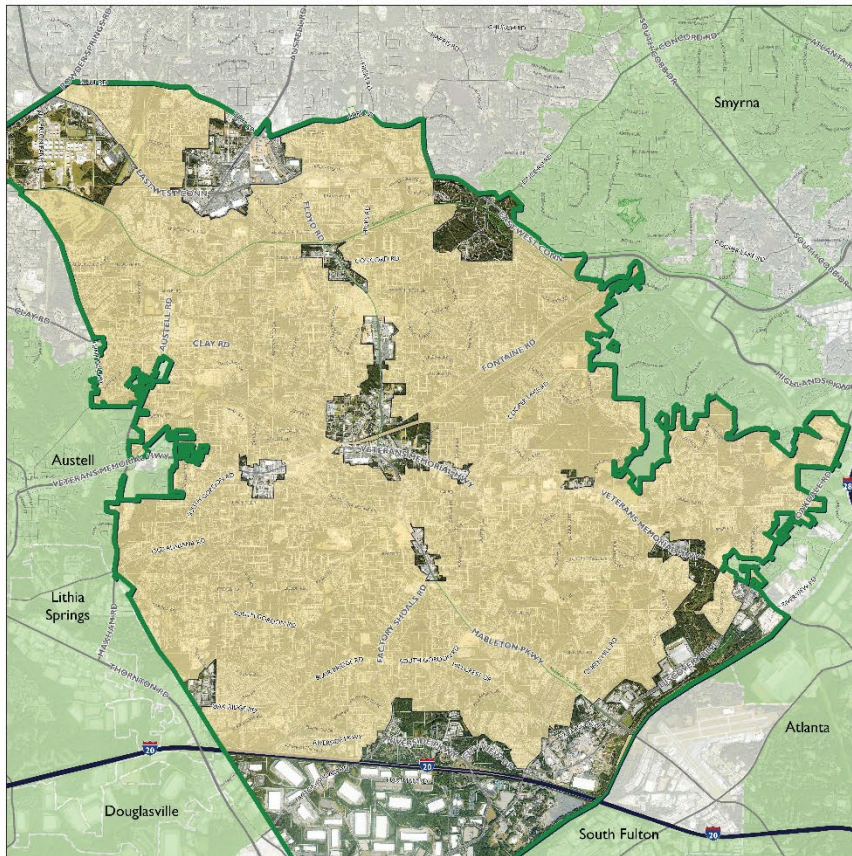
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4. Pick out photos that match your group's vision and tape them to the poster.	1.5 minutes

Suburban Neighborhoods



Suburban Neighborhoods



Overall Direction

Protect and enhance the existing character of Mableton's neighborhoods, particularly in terms of scale of buildings, walkability, and access to green/open space.

Do you agree?

Yes No Somewhat - recommend this change:

Words for the Future

Character Area Scrapbook

Review the pictures on the table and tape them here! If you don't think certain images fit, you can also leave these blank.



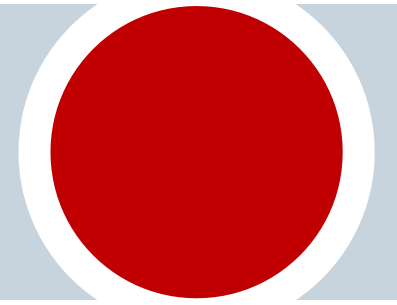
Other considerations for this area?

Task

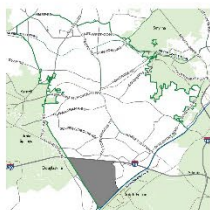
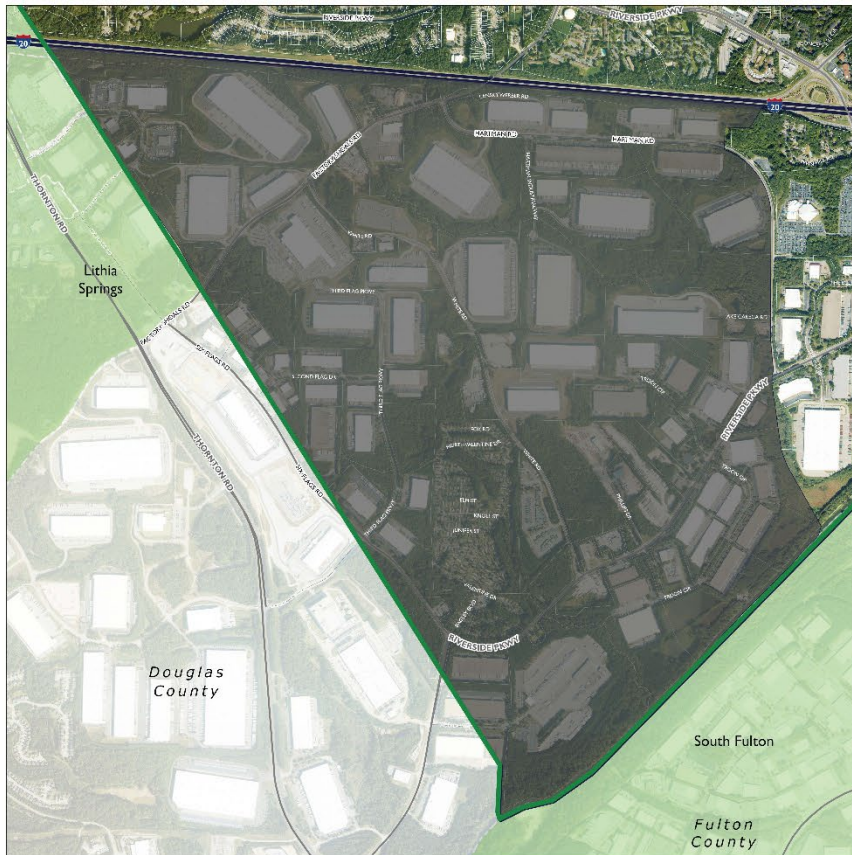
Suggested Time

- | | |
|---|-------------|
| 1. Look at the map and get oriented. | 1 minute |
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| 4. Pick out photos that match your group's vision and tape them to the poster. | 1.5 minutes |

Workplace District



Workplace District



Other considerations for this area?

Overall Direction

Ensure this area continues to be a successful place for business and industry, providing both job opportunities and an enhanced tax base for Mableton.

Do you agree?

Yes No Somewhat - recommend this change:

Words for the Future

Character Area Scrapbook

Review the pictures on the table and tape them here! If you don't think certain images fit, you can also leave these blank.

Task

Suggested Time

1. Look at the map and get oriented.

1 minute

2. Review the overall direction statement and check yes, no, or somewhat.

1 minute

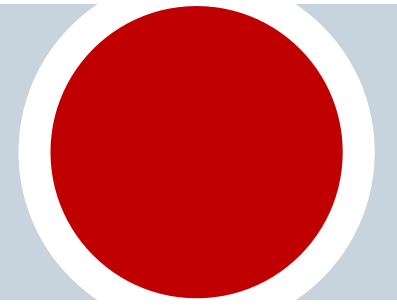
3. Imagine this place in 20 years. What does it look and feel like? Write down key words and phrases.

1.5 minutes

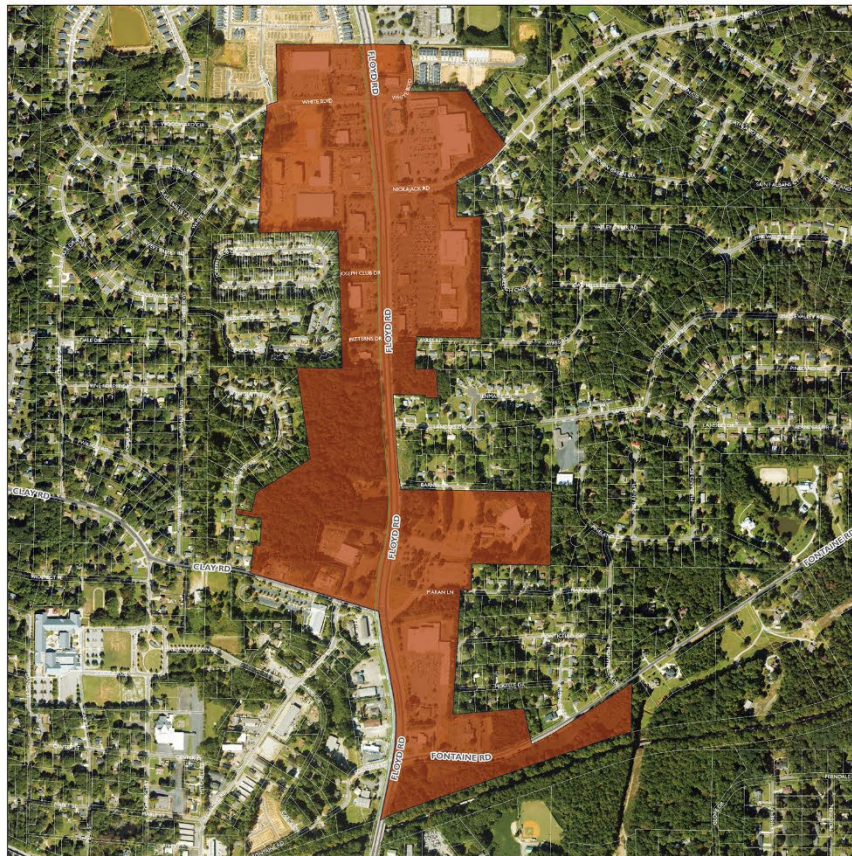
4. Pick out photos that match your group's vision and tape them to the poster.

1.5 minutes

New Downtown (Uptown?)



New Downtown



Other considerations for this area?

Overall Direction

Lean into existing development interest to encourage more types of housing and mixed-use along Floyd Road, while improving walkability and public space. Should have a strong connection to Historic Downtown.

Do you agree?

Yes No Somewhat - recommend this change:

Words for the Future

Character Area Scrapbook

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Task

Suggested Time

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1 minute

2. Review the overall direction statement and check yes, no, or somewhat.

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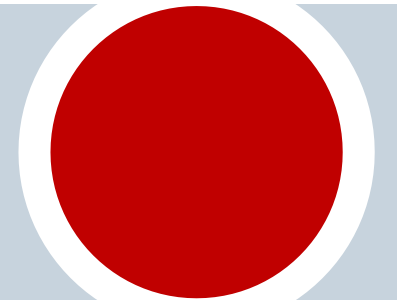
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1.5 minutes

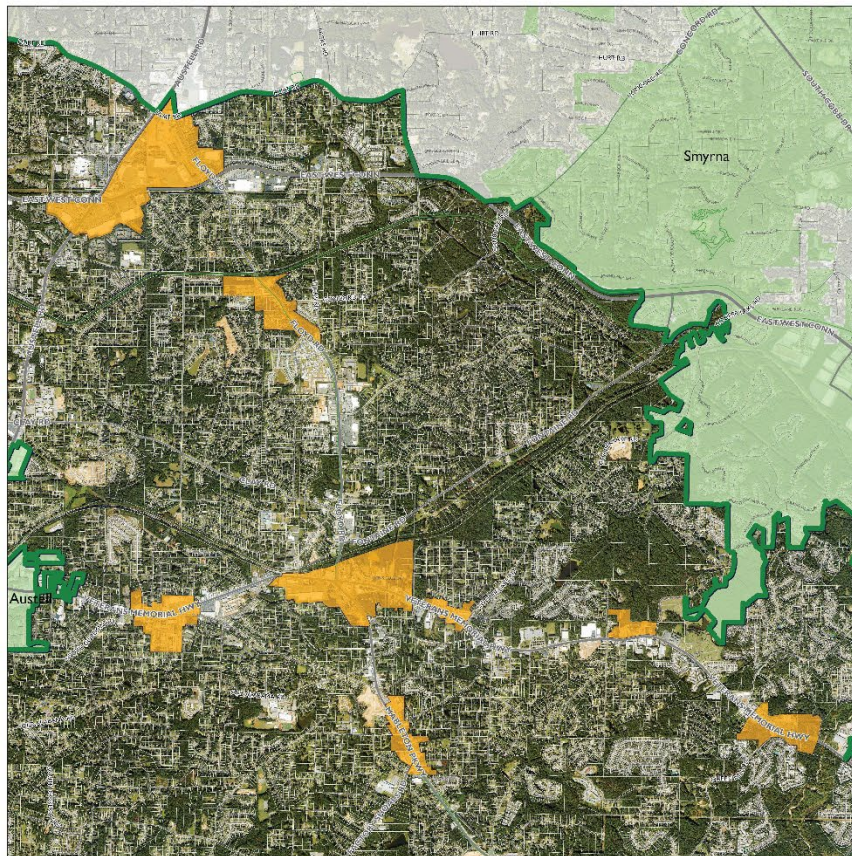
4. Pick out photos that match your group's vision and tape them to the poster.

1.5 minutes

Mixed-Use Villages



Mixed-Use Villages



Overall Direction

Over time, reduce the amount of commercial uses along roadway corridors and concentrate them into higher quality, commercial centers and villages. These are envisioned to be highly walkable and have a mix of commercial, residential, and public space.

Do you agree?

Yes No Somewhat - recommend this change:

Words for the Future

Character Area Scrapbook

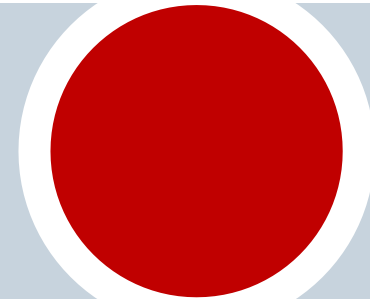
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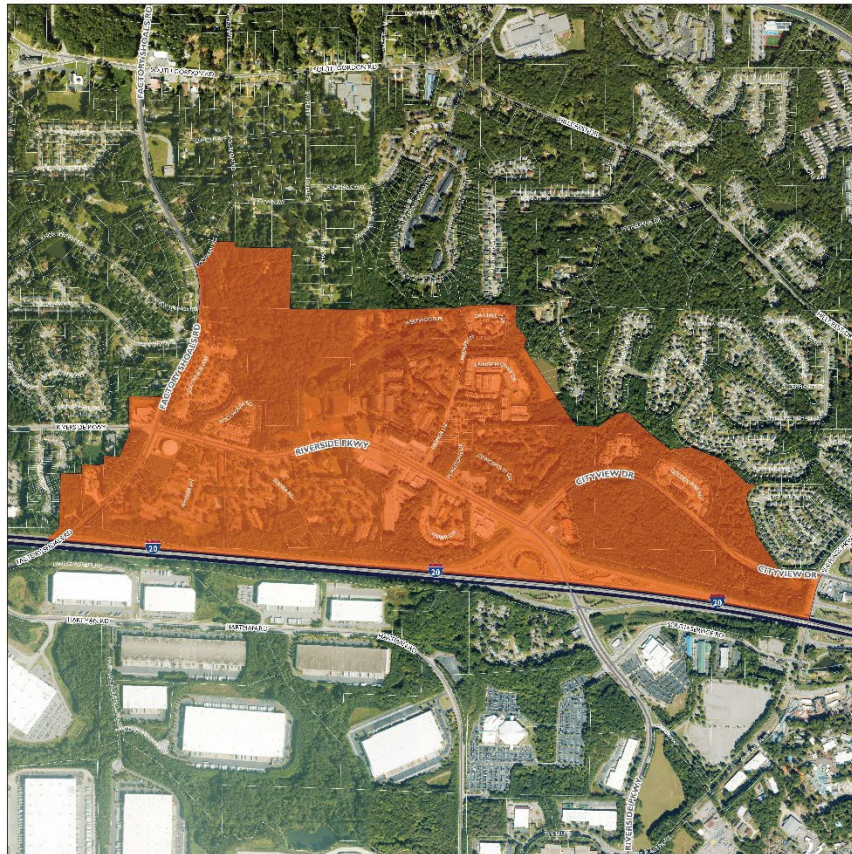
Other considerations for this area?

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Riverside Parkway



Riverside Parkway



Other considerations for this area?

Overall Direction

Improve the quality of life and housing in the Riverside Parkway corridor in balance with the need to retain affordability.

Do you agree?

Yes No Somewhat - recommend this change:

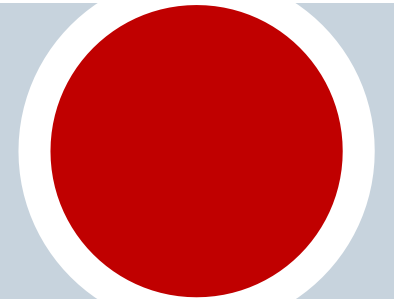
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Six Flags Entertainment District



Six Flags Entertainment District



Overall Direction

Build on the regional attraction of Six Flags to create a district that offers a more complete entertainment experience, including higher quality dining, retail, and hotels/accommodations.

Do you agree?

Yes No Somewhat - recommend this change:

Words for the Future

Character Area Scrapbook

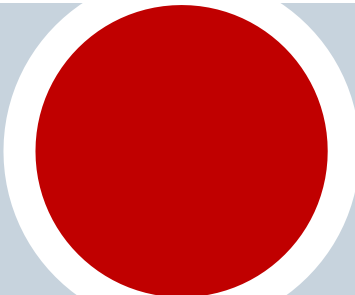
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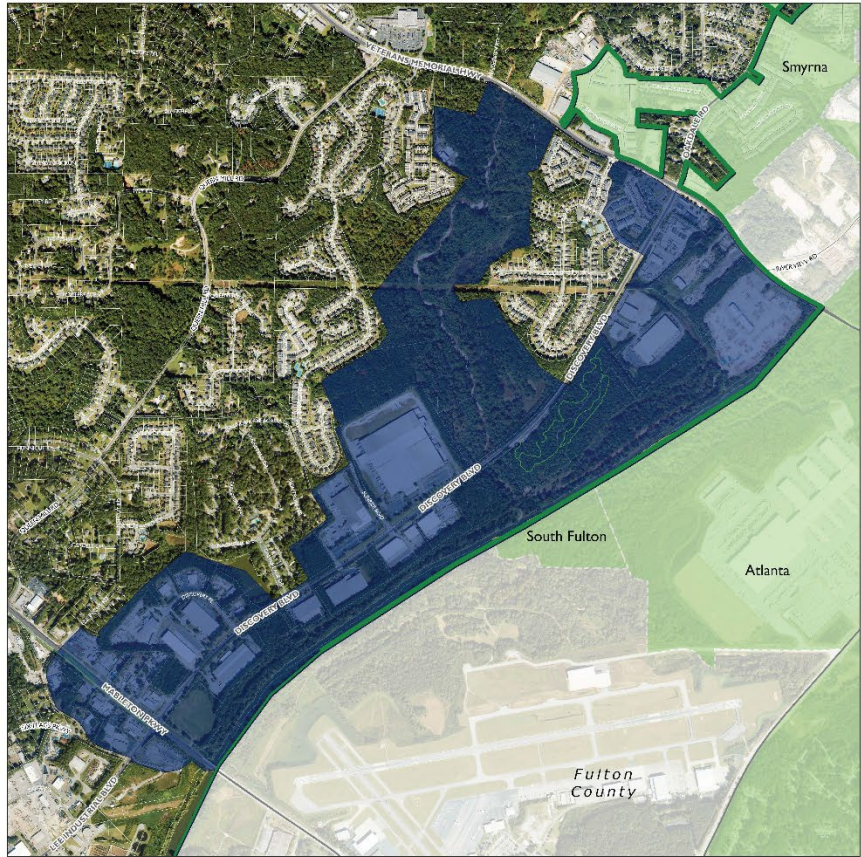
Other considerations for this area?

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River Line District



River Line District

Other considerations for this area?

Overall Direction

Celebrate the Chattahoochee River and its associated resources as the major amenities they are. Create opportunities for new mixed-use development linked by greenways, large open spaces, and access to nature.

Do you agree?

Yes No Somewhat - recommend this change:

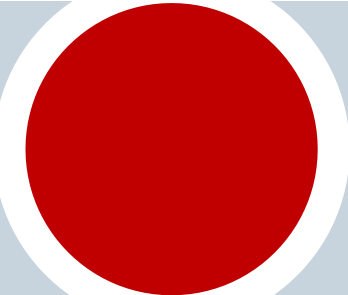
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Covered Bridge Historic Gateway



Covered Bridge Historic Gateway



Other considerations for this area?

Overall Direction

Limit development to no- or low-impact projects that will enable the preservation/protection of the area's unique historical and natural resources.

Do you agree?

Yes No Somewhat - recommend this change:

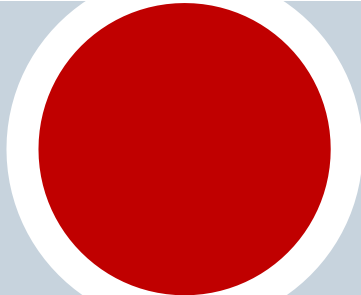
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Character Area Scrapbook

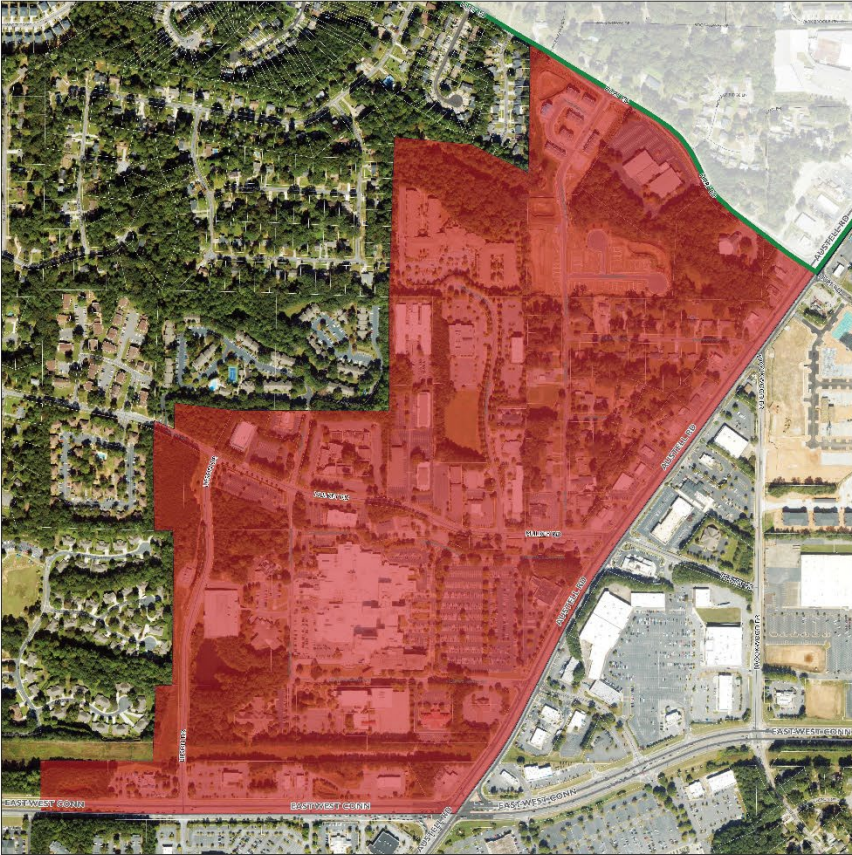
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Medical Center



Medical Center

Overall Direction

Support Wellstar Cobb as a special place for public health and employment, with better walkability and related land uses such as medical office, hotels, and others.

Do you agree?

Yes No Somewhat - recommend this change:

Words for the Future

Character Area Scrapbook

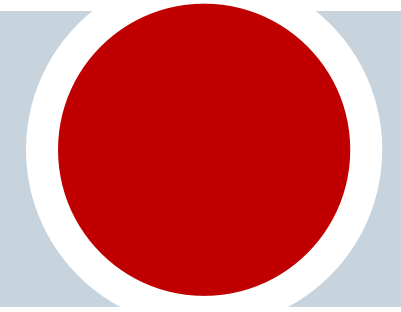
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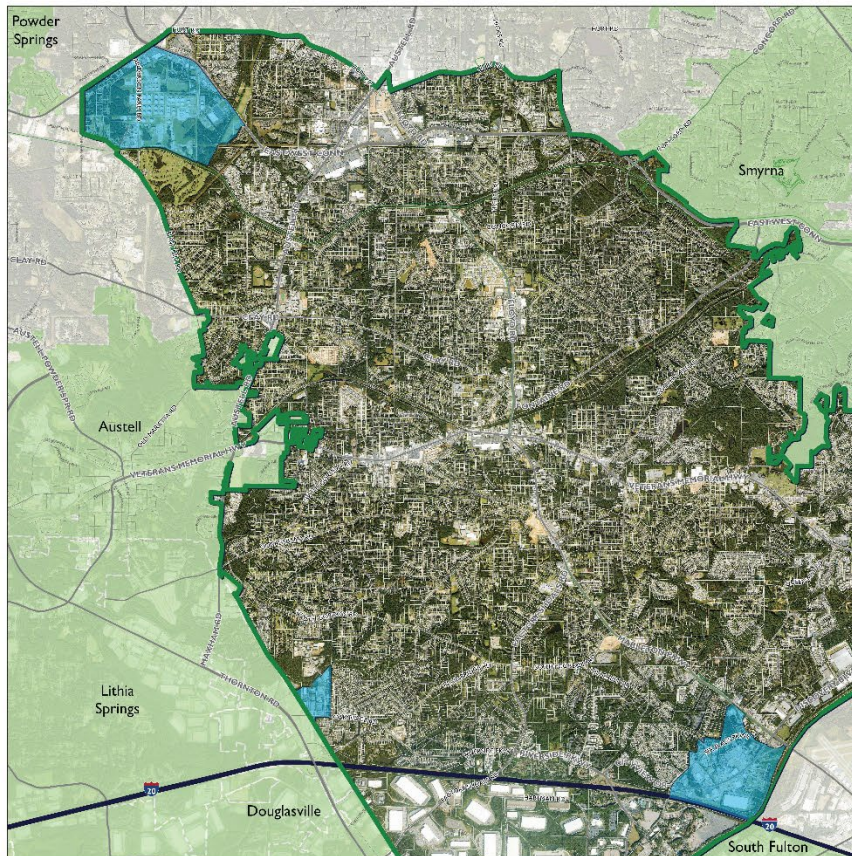
Other considerations for this area?

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4. Pick out photos that match your group's vision and tape them to the poster.	1.5 minutes

Workplace Flex



Workplace Flex



Other considerations for this area?

Overall Direction

Support job centers that are a mix of office and light industrial, but compatible with adjacent areas and/or have suitable green buffers.

Do you agree?

Yes No Somewhat - recommend this change:

Words for the Future

Character Area Scrapbook

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Task

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Closing and Next Steps

4

Next Steps



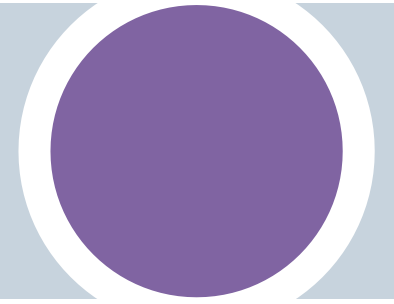
Upcoming engagements:

- Special Area Study Focus Groups: August 26 and September (exact dates TBD)
- Public Meeting #3: Week of November 10-14

Technical work:

- Build out detailed character area map profiles
- Craft policies and recommendations for each element

Thank You!



JOHN FUNNY
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**ALLISON STEWART-
HARRIS**
astewart-harris@tsw-design.com