



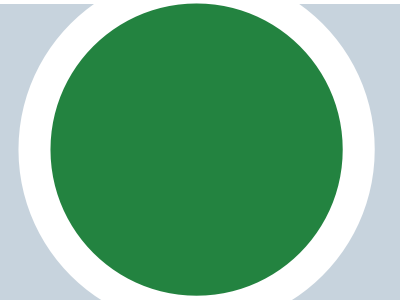
MABLETON 2045 Comprehensive Plan

Public Kickoff Meeting

December 10, 2024



Agenda

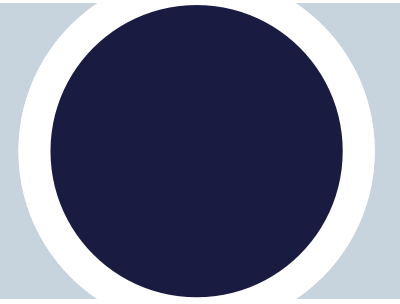


1. Welcome and Introductions
2. Overview of Mableton 2045
3. Progress Update
4. Breakout Activities
5. Closing and Next Steps

Welcome and Introductions

1

Elected Leadership



Mayor

**Mayor
Michael Owens**

City Council

Councilman Ron Davis
District 1

Councilwoman Dami Oladapo
District 2

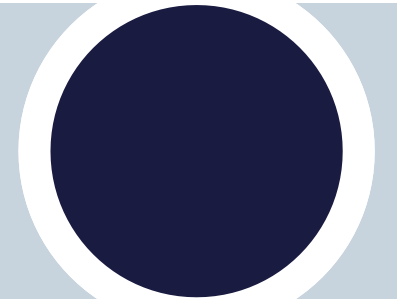
Mayor Pro Tem Keisha Jeffcoat
Mayor Pro Tem, District 3

Councilwoman Patricia Auch
District 4

Councilman T.J. Ferguson
District 5

Councilwoman Debora Herndon
District 6

Project Team



City Staff

William B. Tanks
City Manager

Juliana Njoku
Community Development
Director

Alison Benson
Special Projects Manager

Lily Smith
Assistant to the Mayor

Consultant Team

John J. Funny, Project Lead
Grice Consulting Group

Allison Stewart-Harris
TSW

Nick Johnson
TSW

Tia Maxwell-Farmer
TSW

Nassar Madyun
Transportation Planning

Contente Terry
Contente Consulting

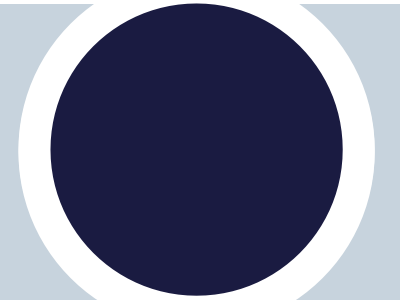
Andrea Cruz
Contente Consulting

Sammy Powell
Atlas

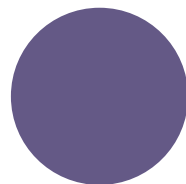
Todd Noell
Noell Consulting Group

Shelia Edwards
Cordial Endeavors

Before we get started...

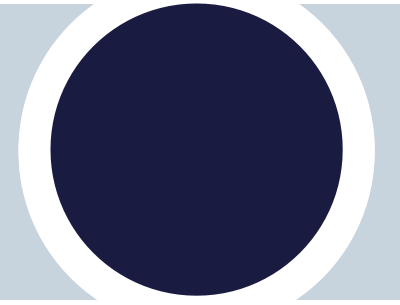


Time to reveal the answers to the quiz!



BONUS:

Quiz Answers



1

True

2

11% - 15%
(exact figure: 12.1%)

3

9-11
(9 parks and 1
recreation center)

4

True

5

Mableton is able to do all of these

4

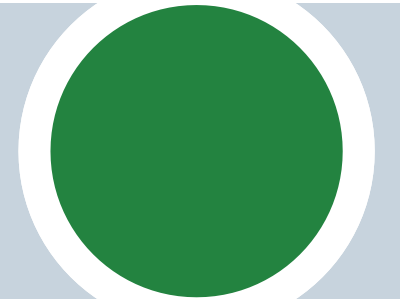
BONUS:

- Powder Springs Road, Hurt Road, and the East-West Connector
- City of Smyrna

Overview of Mableton 2045

2

Welcome!



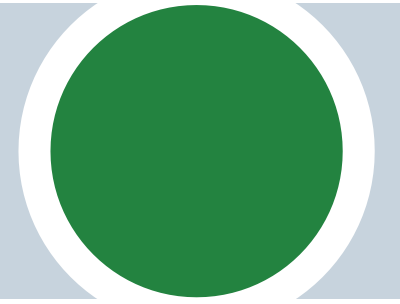
This is the City's first comprehensive plan!

Thank you so much for being part of this important process.

Tonight we'll discuss:

- Comprehensive Planning 101
- Role of the public in the planning process
- Community engagement program

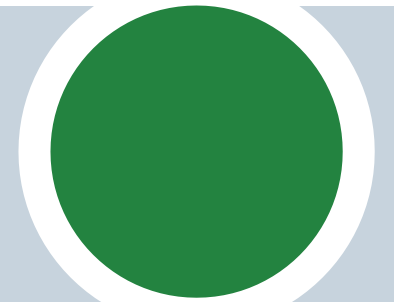
Comprehensive Planning 101



Why plan?

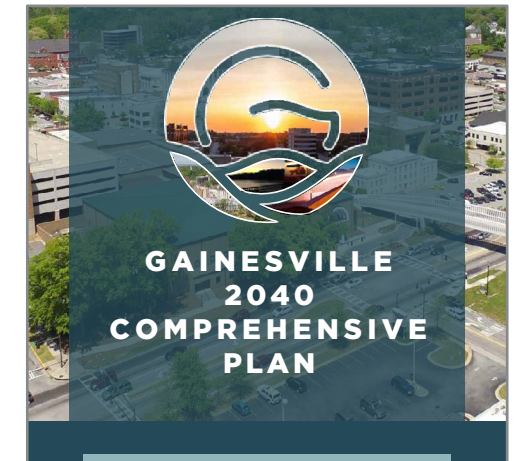
- Document needs, opportunities, and goals
- Provide guidance to City officials on policy and budget decisions
- Gain access to state and federal funding opportunities by obtaining **Qualified Local Government (QLG)** status
- Provide City leaders more control over future land use decisions

Comprehensive Planning 101

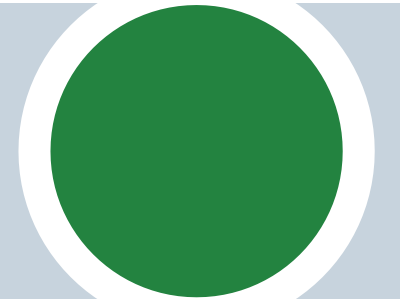


What does a comprehensive plan do?

- Sets long-term **community goals** related to eight total elements:
 - Land use
 - Transportation
 - Economic development
 - Housing
 - Environment and sustainability
 - Historic preservation
 - Cultural resources
 - Broadband
- Recommends **future land use** policies for the entire jurisdiction
- Provides a **Community Work Program** for City-led tasks within five years of plan's completion



Plan Elements



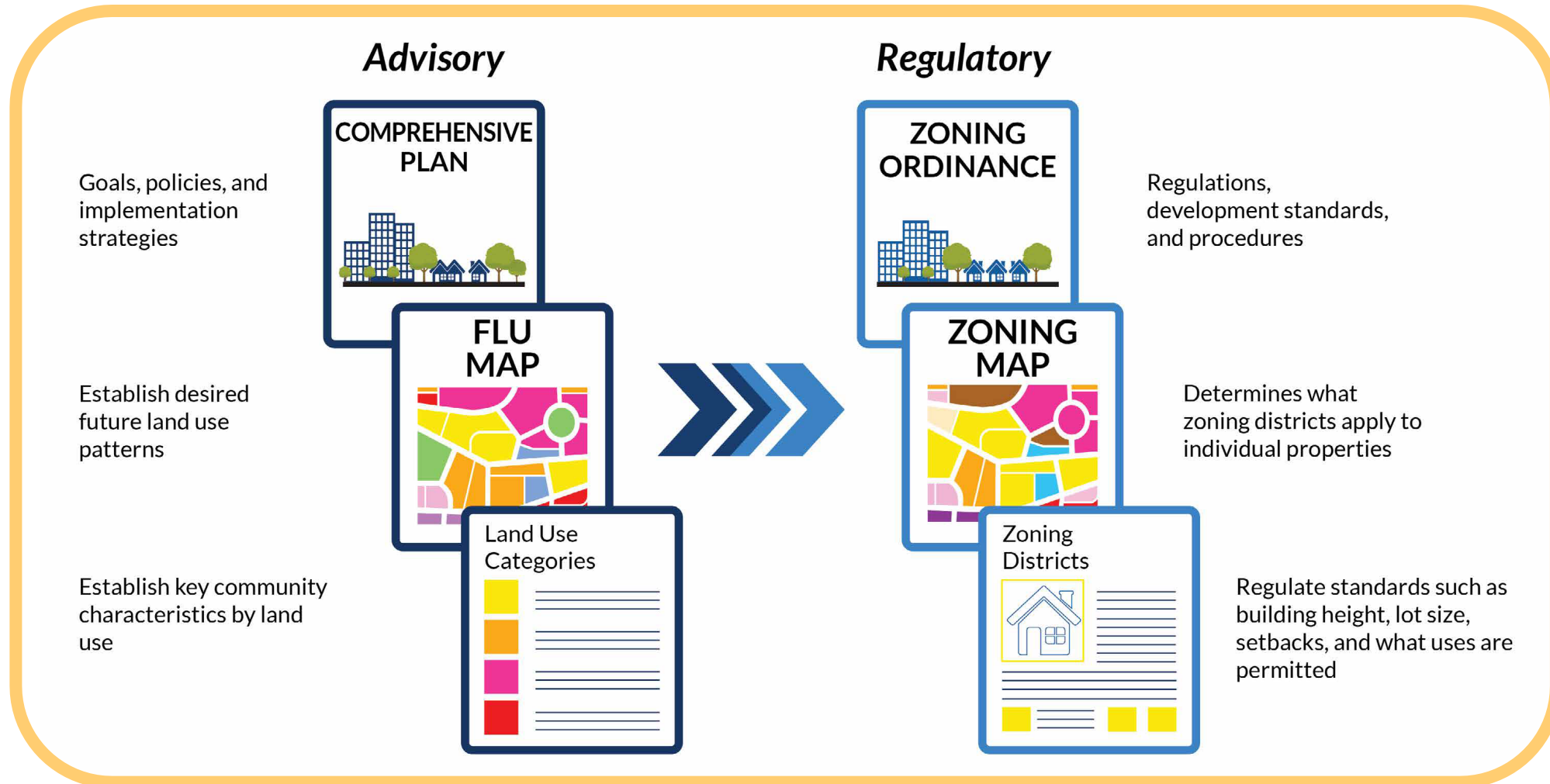
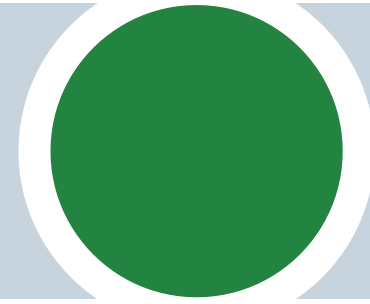
Land Use Element

- **Focuses on:** how land can be improved or developed over time
- **Analysis topics:** existing land use, zoning, land value, vacancy, high development and redevelopment potential, and more
- **You may be asked about:** neighborhood character, housing types, types of development you prefer, areas you'd like to see redeveloped

Plan components:

- Existing conditions analysis
- Needs and opportunities
- Land use goals
- Policies and projects to advance goals
- Character area map OR future land use map

Land Use Breakdown

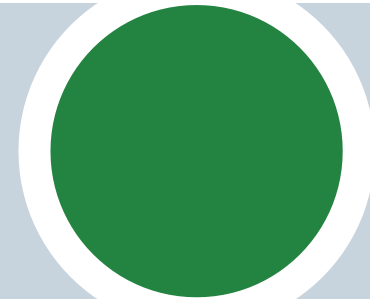


Advisory Policies vs. Regulations

The Comprehensive Plan and the Future Land Use Map set strategy and guidelines then regulated by zoning

Graphic: City of Fort Worth

Plan Elements



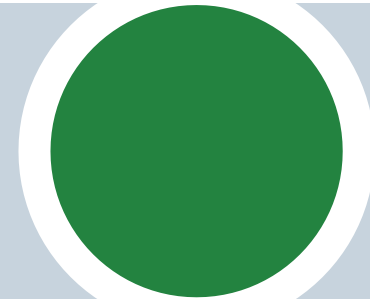
Economic Development Element

- **Focuses on:** economic drivers such as employment, jobs, and tourism
- **Analysis topics:** household incomes, employment, education, job growth, wage growth, regional competitiveness, and more
- **You may be asked about:** local job opportunities, where you commute, entrepreneurship programs, what you do for entertainment

Plan components:

- Existing conditions analysis
- Needs and opportunities
- Economic development goals
- Policies and initiatives related to job growth, corporate recruitment, local business expansion and retention, and more

Plan Elements



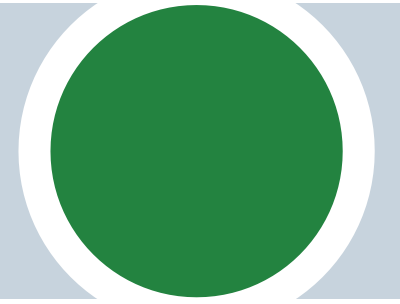
Housing Element

- **Focuses on:** housing types, supply, demand, and development
- **Analysis topics:** current housing stock, vacancy rates, tenure (own vs. rent), density, rates of new construction, and more
- **You may be asked about:** housing types, densities, and locations; housing costs; where housing should be located; etc.

Plan components:

- Existing conditions analysis
- Needs and opportunities
- Housing goals
- Policies and initiatives related to housing types and incentives for accommodating growth
- Closely tied to land use

Plan Elements



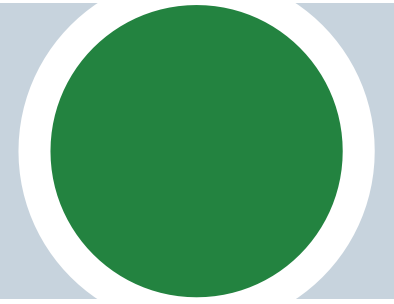
Transportation Element

- **Focuses on:** vehicular transportation, trails/sidewalks, bike facilities, and transit
- **Analysis topics:** existing networks, Level of Service, crashes, safety measures, upcoming improvement projects
- **You may be asked about:** where you travel regularly, how you would like to travel, difficult intersections, high traffic areas

Plan components:

- Existing conditions analysis
- Needs and opportunities
- Transportation goals
- High-level policies related to transportation options and efficiency
- Also governed by other plans

Plan Elements



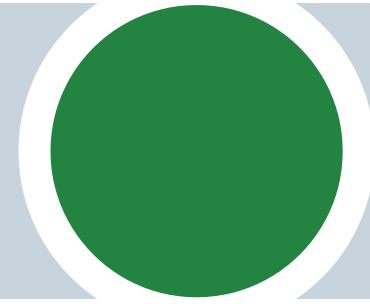
Environment and Sustainability Element

- **Focuses on:** natural resources, open space, and measures for their protection and stewardship
- **Analysis topics:** waterways and floodplains, parks and open space, tree canopy, green technology, and more
- **You may be asked about:** where you go for recreation, flooding issues, areas you would like to see conserved

Plan components:

- Existing conditions analysis
- Needs and opportunities
- Environment and sustainability goals
- Policies related to natural resource stewardship and sustainability
- Overlaps with transportation (trails)

Plan Elements



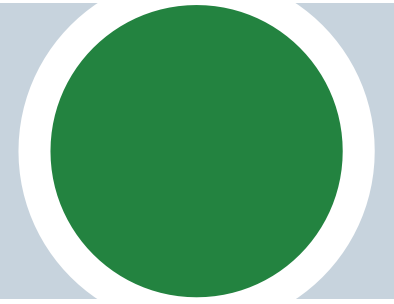
Historic Preservation

- **Focuses on:** historic resources Mableton wishes to honor/celebrate
- **Analysis topics:** existing historic resources, historical events, overlooked history
- **You may be asked about:** your knowledge of Mableton's history, priorities for protection, historic neighborhoods

Plan components:

- Existing conditions analysis
- Needs and opportunities
- Historic preservation goals and policies
- Funding sources and incentive programs

Plan Elements



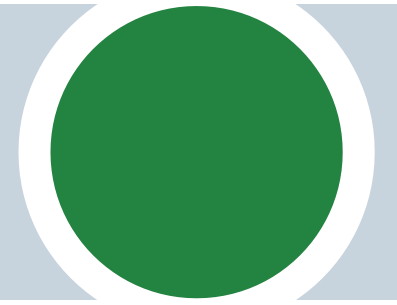
Cultural Resources

- **Focuses on:** Mableton's identity, arts and cultural opportunities, and visual aesthetics
- **Analysis topics:** existing arts programs, events, and offerings; public art assets and opportunities; community branding
- **You may be asked about:** arts activities you participate in, aesthetic preferences, favorite events/festivals, examples from other communities

Plan components:

- Existing conditions analysis
- Needs and opportunities
- Arts and culture goals
- Policies related to arts offerings, placemaking, and community aesthetics

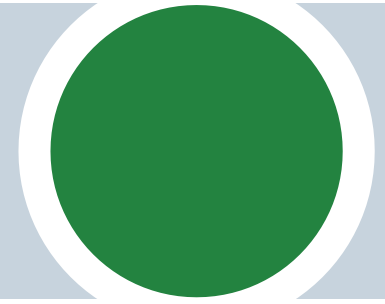
Comprehensive Planning 101



Mableton 2045 Planning Process



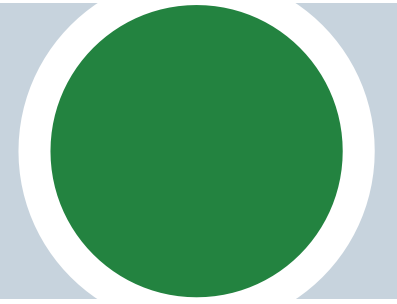
Comprehensive Planning 101



Mableton 2045 Schedule



Comprehensive Planning 101



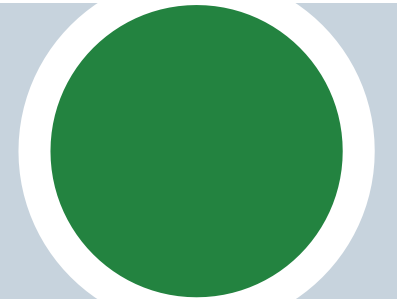
Benefits

- Unified and community-supported direction for City's future
- Clear, long-range policy for major aspects of City governance
- Step-by-step work plan that enables incremental change
- Builds support for other planning processes, grants, and further studies

Challenges

- Final product is high-level by necessity
- Building consensus among community members—or more involved stakeholders
- Balancing a desired policy direction with market and physical realities
- Project phasing—can't do everything right away or all at once

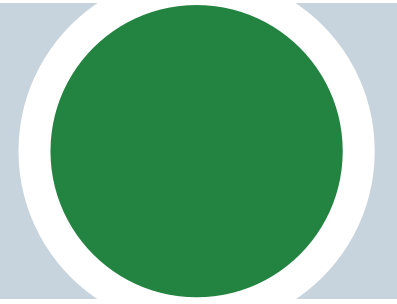
Additional Components



Mableton 2045 Schedule



Special Area Studies

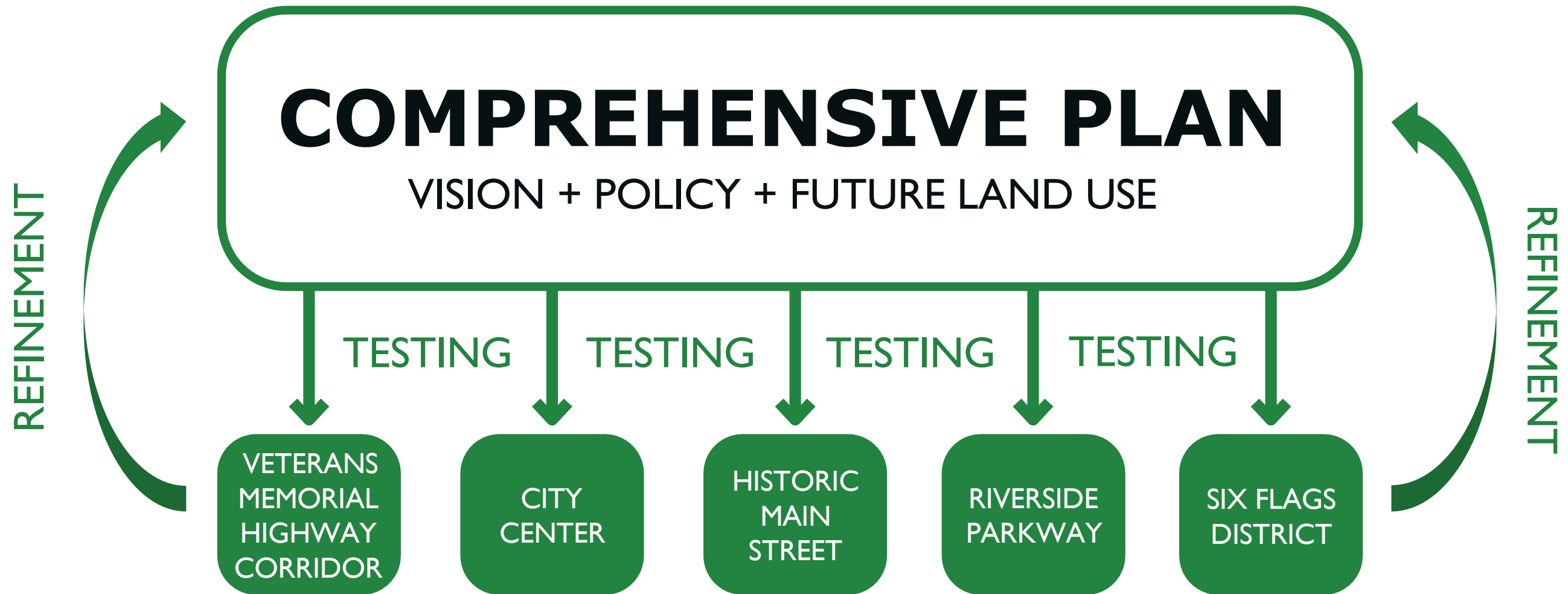
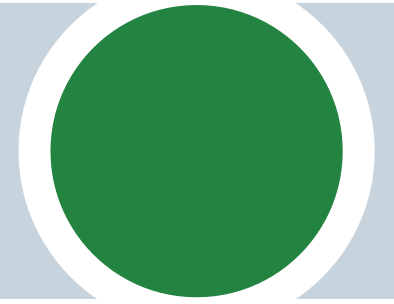


What is a Special Area Study?

- Applies high-level policy from the comprehensive plan in more detail within specific areas
- Often explores redevelopment, connectivity, new public spaces, and more
- Provides a vision for community design, public space, mobility, and new amenities **within the comprehensive plan's framework**



Special Area Studies



Progress Update

3

Review of Schedule



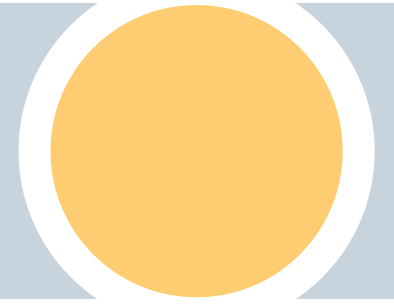
Work Completed



Assess Existing Conditions

- Conducted tour of the city
- Reviewed previous plans for Mableton area
- Reviewed current plans of Mableton's neighbors
- Acquired and began analyzing publicly available data (demographics, transportation, etc.)
- Began crafting vision, mission, and goals based on feedback received so far

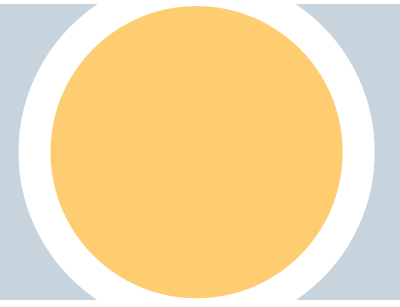
Work Completed



Engage the Community

- Held first Steering Committee meeting (11/12)
- Held stakeholder interviews with Mayor Owens and all councilmembers
- Launched Mableton 2045 website
- Published community survey
- And now...***held public kickoff meeting!***

What We've Heard So Far



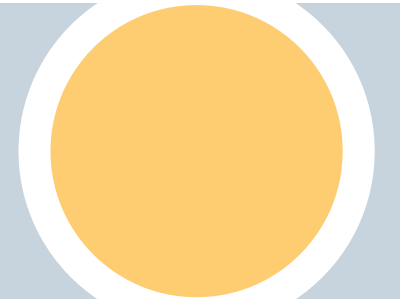
Strengths

- Highly motivated community with big ideas
- Beloved entertainment destinations (e.g. Mable House Barnes Amphitheater, Six Flags)
- Steady population growth
- Diversity and creativity
- New power to determine future land use and encourage better development
- *What else?*

Challenges

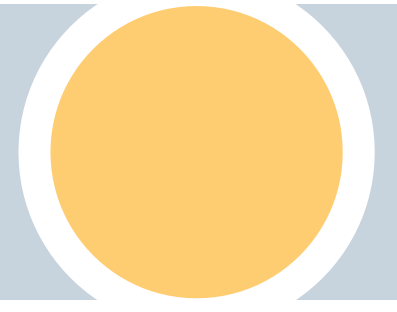
- Lack of gathering spaces
- Lack of “supportive” entertainment (e.g. restaurants, recreation)
- Lack of walkability and creative development
- Overinvestment in specific types of development (e.g. tire shops, pharmacies)
- Previous plan concepts haven't materialized
- *What else?*

Plans We've Reviewed



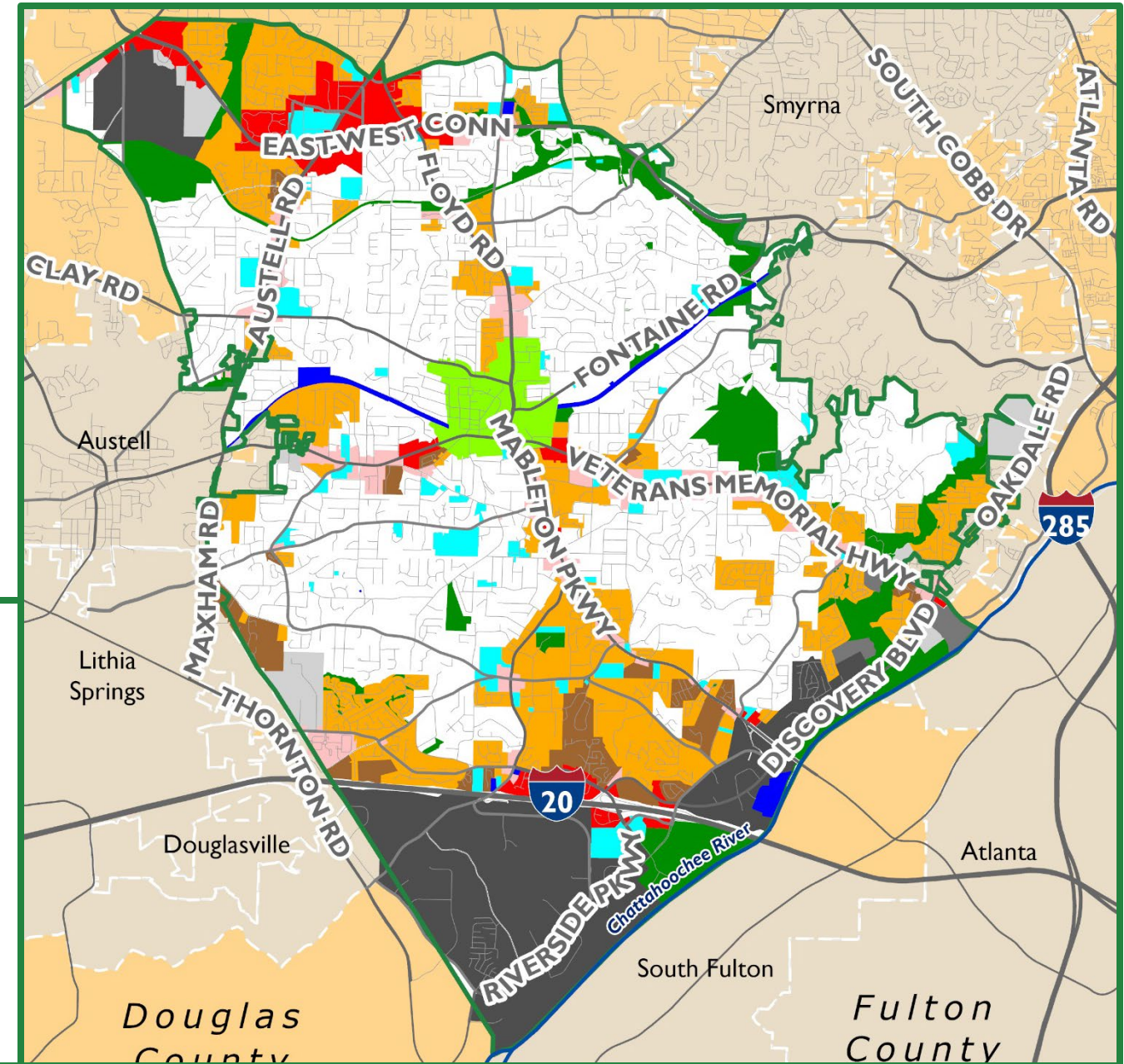
- Mableton LCI Update (2009)
- South Cobb Town Center—Mableton Lifelong Communities Study (2010)
- ULI Technical Assistance Program Panel (2012)
- South Cobb Implementation Strategy Five-Year Update (2017)
- Cobb County Comprehensive Plan Update (2022)
- City of Mableton Urban Redevelopment Plan (2024)
- Comprehensive plans for Douglas County, Fulton County, Douglasville, Austell, Smyrna, Powder Springs, South Fulton, Atlanta, and more

Plans We've Reviewed



Cobb County Comprehensive Plan Update (2022)

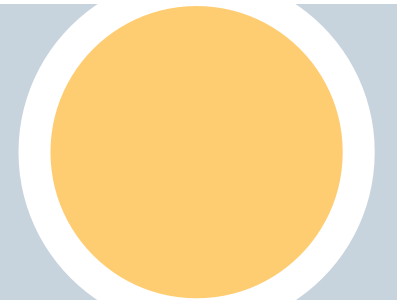
- Direct growth towards areas with infrastructure and services
- Focus on redevelopment and infill
- Two notable districts: Mableton Town Center (MTC) and Priority Industrial Area (PIA)



Future Land Use

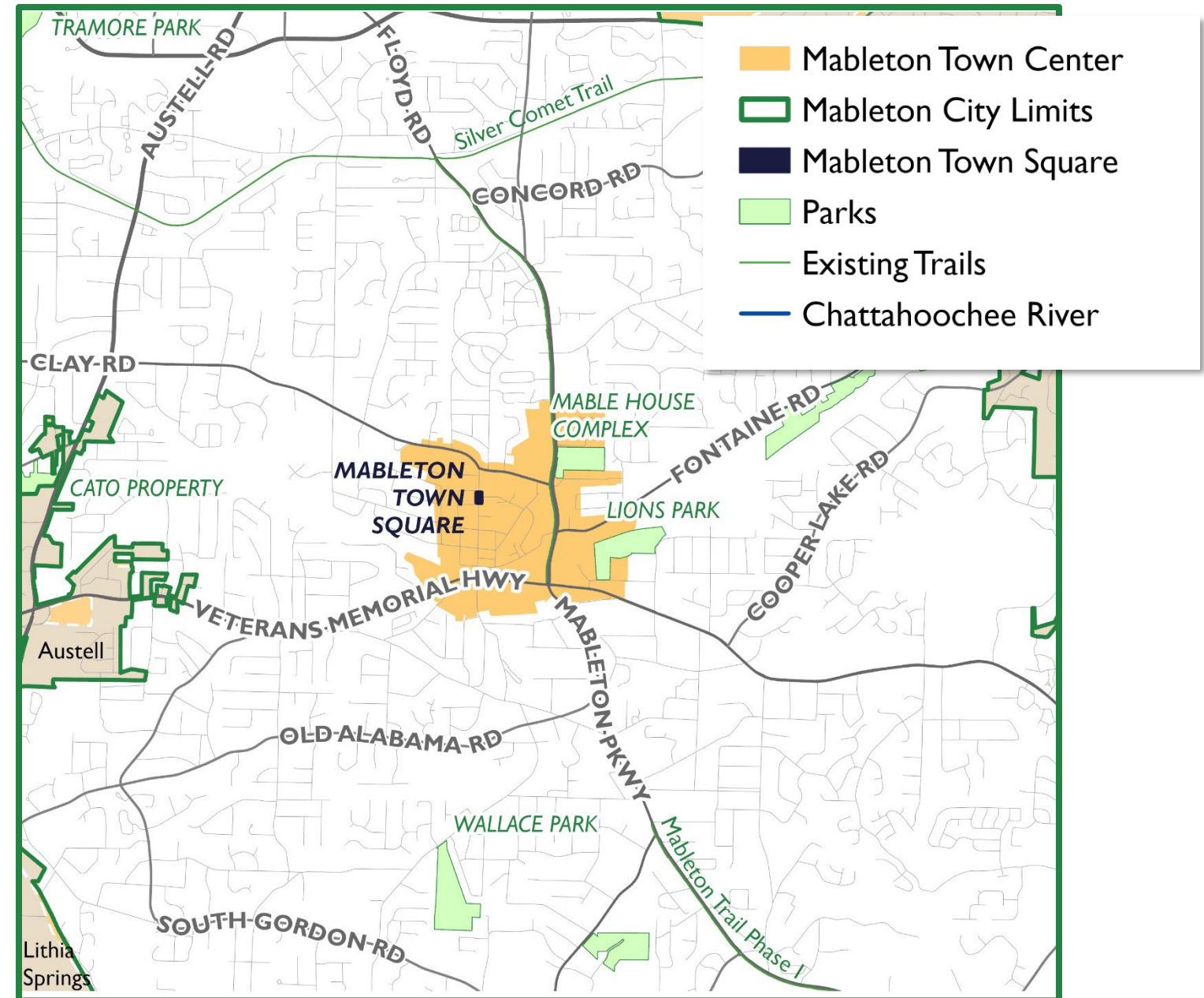
- | | |
|------------------------------|--|
| Low Density Residential | Industrial Compatible |
| Medium Density Residential | Priority Industrial Area |
| High Density Residential | Transportation/Communication/Utilities |
| Mableton Town Center | Park/Recreation/Conservation |
| Neighborhood Activity Center | Public Institutional |
| Community Activity Center | Mableton City Limits |
| Industrial | Chattahoochee River |

Plans We've Reviewed



South Cobb Town Center—Mableton Lifelong Communities Study (2010)

- Redevelop area around Mableton Elementary into New Urbanist town center
- “Emerging nodes” Old Town Center, The Barnes Site, John Mable Site, Mableton ES
- Bold recommendations for infill, new streets, pedestrian connectivity, transit
- So far, public investments made, but market has not delivered on private redevelopment

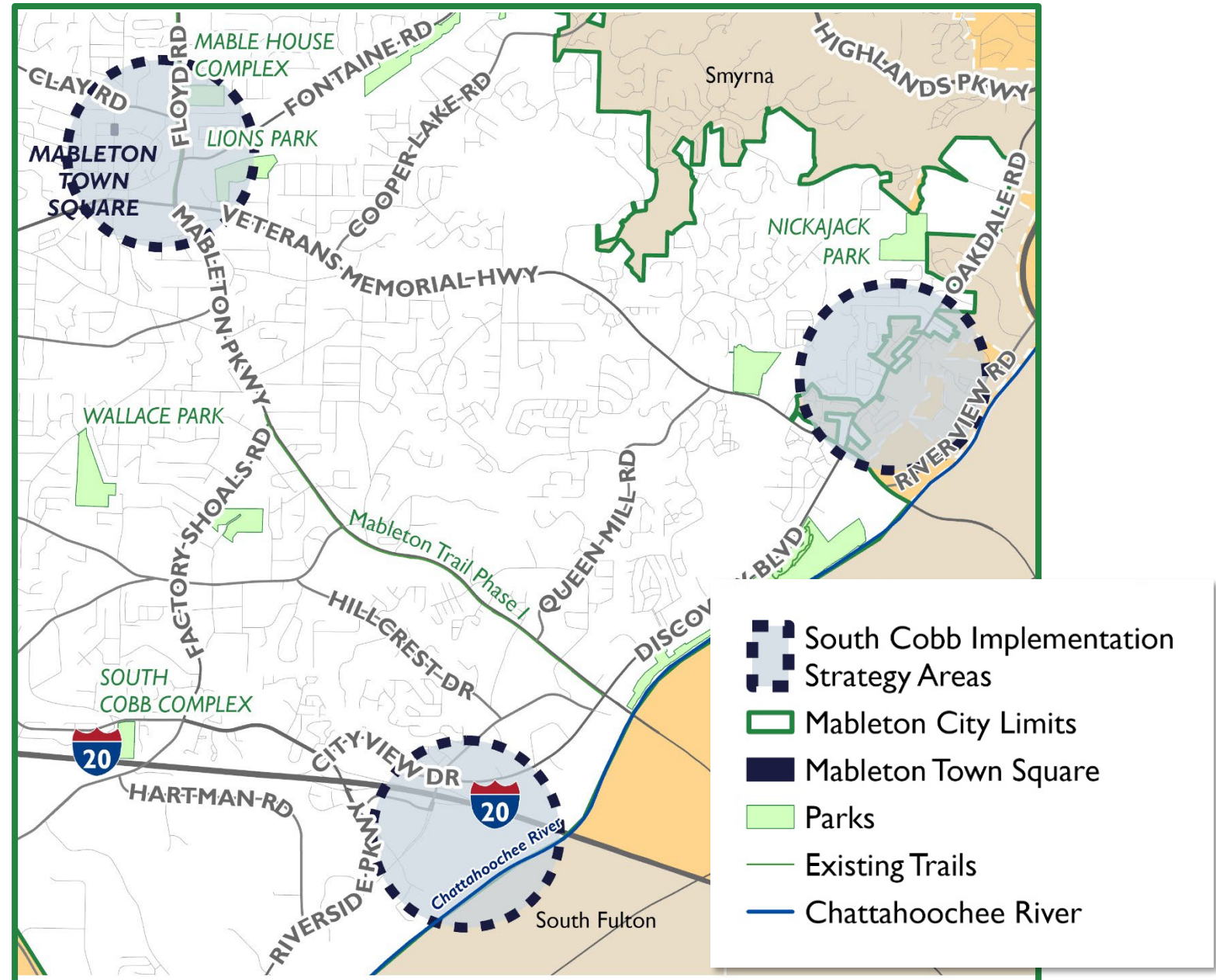


Plans We've Reviewed

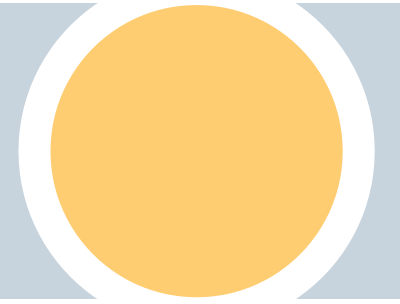


South Cobb Implementation Strategy Five-Year Update (2017)

- Focused on Mableton Town Center, Six Flags, and River Line (adjacent)
- Significant development pressure
- Economic development strategies:
 - Design guidelines along corridors
 - Façade improvements and redevelopment
 - Wayfinding signage and tourism promotion
 - Leverage of natural resources for tourism



Common Themes

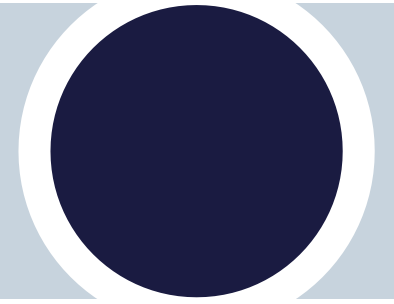


- **Major priority:** visual upgrade/improvement
- **Major priority:** more development that's in line with community preferences
- **Major priority:** housing infill and walkable neighborhoods
- Strong desire for community improvement—and willingness to engage in big, bold ideas
- Many plans, but lack of consistent implementation
- Policies and land use controls that balance bold vision with physical and market constraints

Community Engagement

4

Community Engagement



Ways to get engaged:

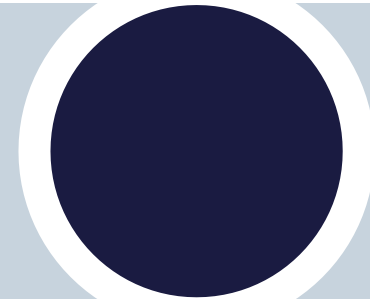
**Attend
meetings
and events!**

**Take and
share our
survey!**

**Keep in touch
with the team!**

**Spread the
word in your
community!**

Community Engagement



Ways to get engaged:

Attend meetings and events!

- Public meetings
- Design workshops for Special Area Studies
- Community event pop-up booths

Keep in touch with the team!

- Sign up for our email list
- Connect with city leadership
- Visit our website
- Comment on socials

www.mableton2045.org



Mableton 2045 Front Page



[HOME](#)

[PROCESS/TIMELINE](#)

[COMMUNITY ENGAGEMENT](#)

[SURVEY](#)

[CONTACT](#)

Mableton 2045

Elevating Tomorrow – A Blueprint for Growth, Community, and Sustainability

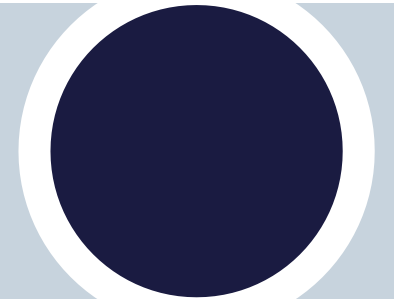


[VIEW THE PROCESS](#)

NO MOTORIZED
VEHICLES



Community Engagement



Ways to get engaged:

www.mableton2045.org/survey



Take and
share our
survey!

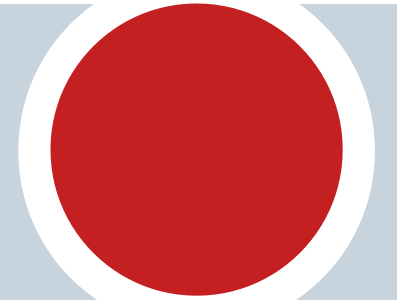
- Repost meeting announcements
- Share the website link
- Invite a friend/neighbor to attend meetings

Spread the
word in your
community!

Breakout Activities

5

Breakout Activities



1 Map Your Mableton

Help us understand how you see Mableton!

Draw a map of Mableton on one side, then create your “vision board” on the other.

2 Mableton’s Needs

Tell us what you think Mableton needs!

Sort through everything we’ve heard so far and help us pick the top 5 needs for the city.

3 Open Comment

Do you have questions? Or do you want to share specific feedback?

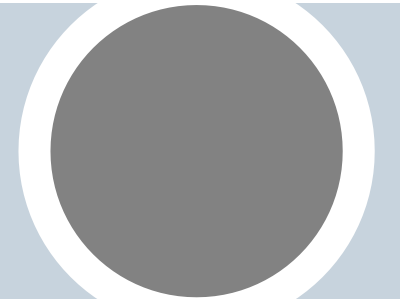
Engage with our team, consult our map, or leave a comment for the team to address.

Detailed instructions are at each breakout table!

Next Steps

6

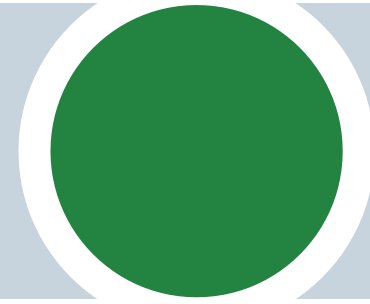
Next Steps



- Keep an eye out for future public engagement opportunities
- Take the Mableton 2045 survey
- Visit our website and *share* with your community!



Thank You!



John Funny

jfunny@thegricegroup.com



Allison Stewart-Harris

astewart-harris@tsw-design.com



Juliana Njoku

juliana.njoku@mableton.gov