



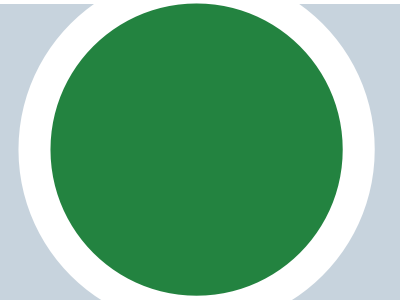
MABLETON 2045 Comprehensive Plan

Steering Committee Meeting #2

May 15, 2025



Agenda

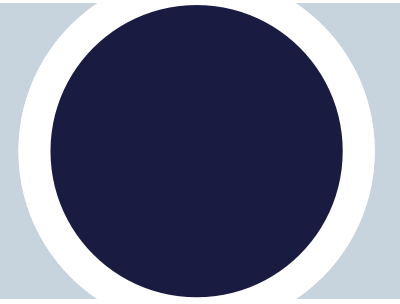


1. Introductions
2. Progress to Date
3. Activity: Draft Goals
4. Special Area Studies
5. Next Steps

Introductions



Project Team



City Staff

William B. Tanks
City Manager

Michael Hughes
Community Development
Director

Xavier Ross
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

Contente Terry
Contente Consulting

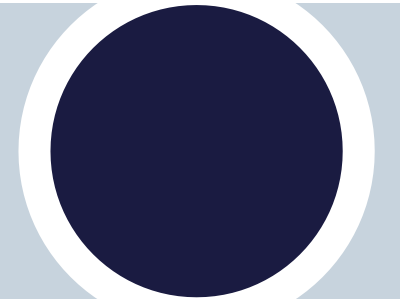
Charlisa Shelton
Contente Consulting

Todd Noell
Noell Consulting Group

Chad Glaser
Noell Consulting Group

Sammy Powell
Atlas

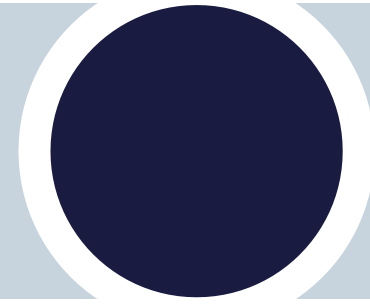
Introductions



Remind us of:

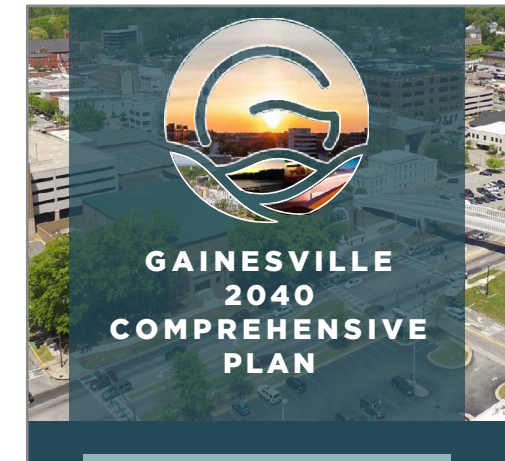
- Your name
- Your organization / how you came to be a part of this committee

Review of Mableton 2045

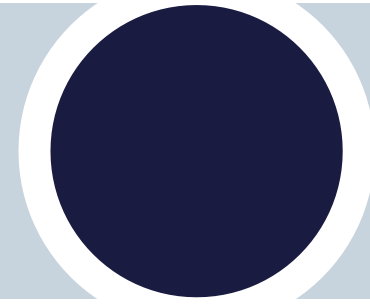


What does a comprehensive plan do?

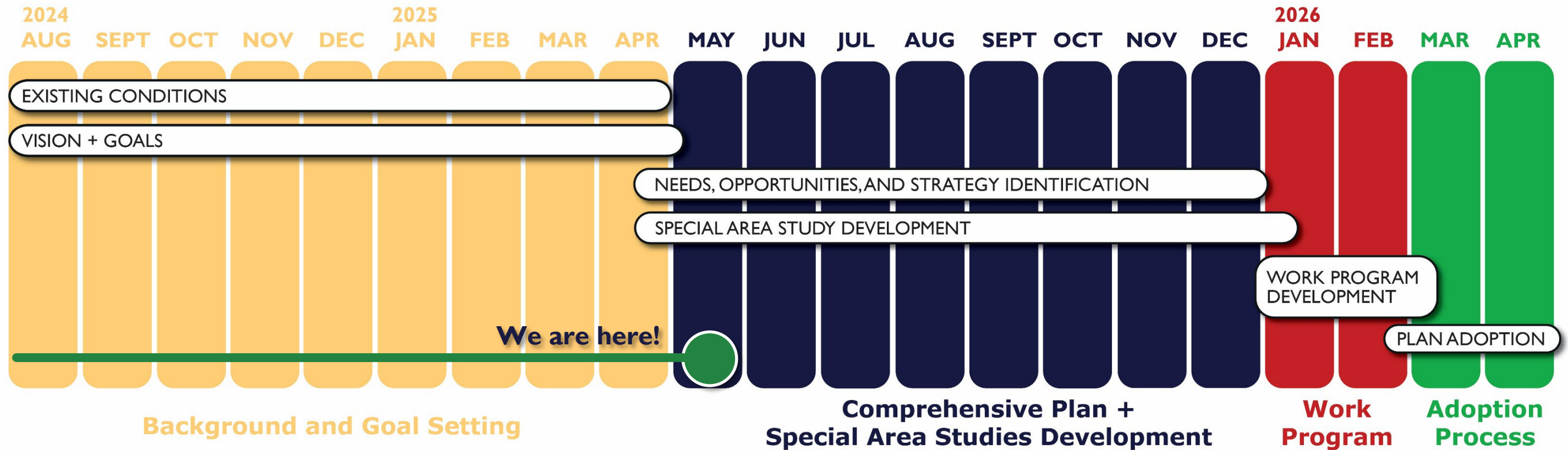
- Sets long-term **community goals** related to all elements a city is responsible for—usually land use, transportation, economic development, housing, and infrastructure
- Recommendations **future land use** policies for the entire jurisdiction
- Provides a **Community Work Program** for all City-led tasks within five years of the plan's completion



Project Schedule



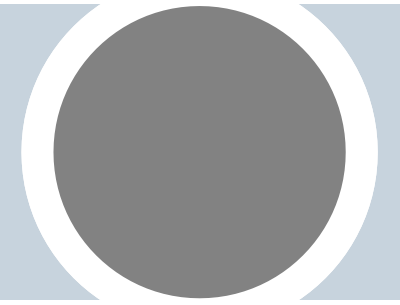
Mableton 2045 Schedule



Progress to Date

2

Progress Overview



Technical Work

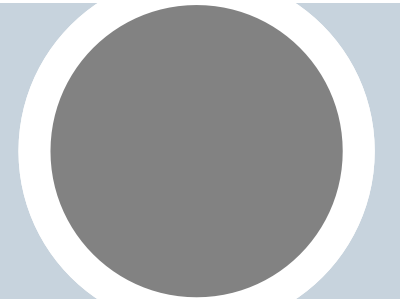
- Completed existing conditions analysis
- Reviewed previous plans
- Drafted needs and opportunities for each element
- Created draft goals for each element*
- Mapped proposed Special Area Study boundaries*

**for discussion today!*

Community Engagement

- Held Steering Committee #1
- Held Public Kick-Off Meeting
- Completed public survey and processed results
- Staffed pop-up booth at Taste of Mableton
- Began organizing Public Meeting #2 for June (date TBD)

Plan Elements



Land Use

**Economic
Development**

Housing

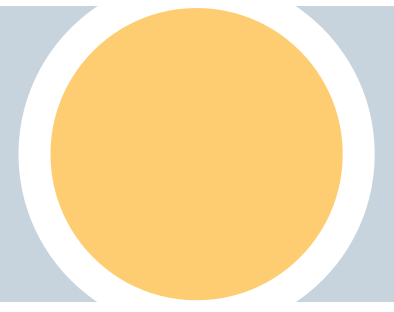
Transportation

**Environment
and
Sustainability**

**Cultural
Resources**

**Historic
Preservation**

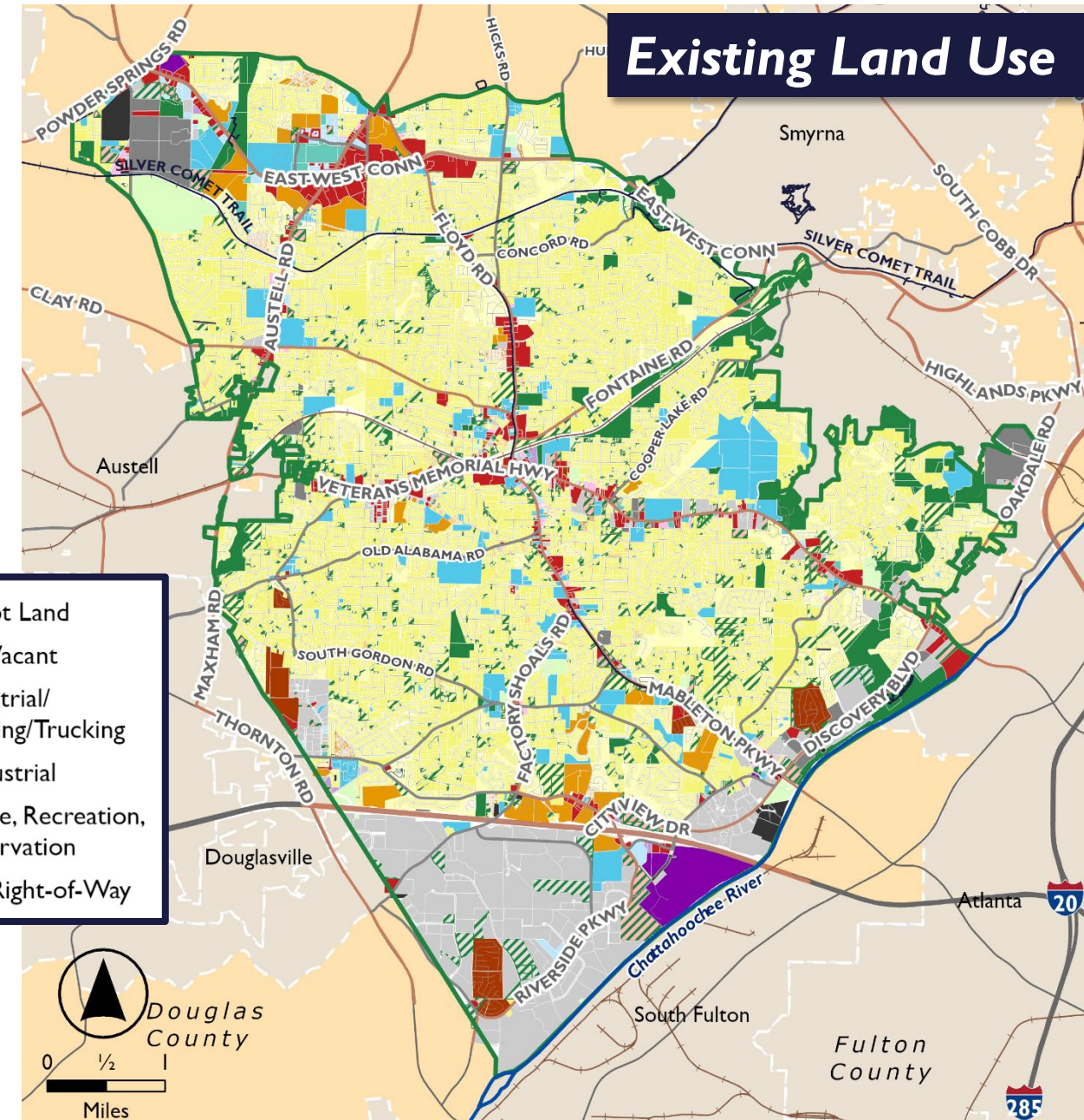
Land Use



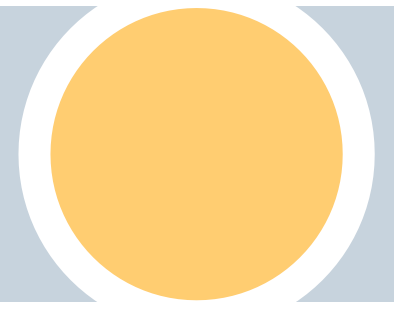
Existing Land Use Patterns

- ~59% of Mableton's land is residential (55% single-family residential)
- Notably large industrial district in south Mableton
- Commercial land makes up 5% -- mostly highway commercial, but Six Flags is unique commercial resource

 Residential Vacant	 Commercial Vacant	 Tax-Exempt Land
 Residential (General)	 Commercial/Retail	 Industrial Vacant
 Single-Family Residential	 Entertainment	 Light Industrial/ Warehousing/Trucking
 2-4 Family Residential	 Hotel/Motel	 Heavy Industrial
 Mixed Use	 Office/Flex	 Greenspace, Recreation, and Conservation
 Multifamily Residential	 Institutional	 Utilities / Right-of-Way
 Mobile Home Park	 Medical	

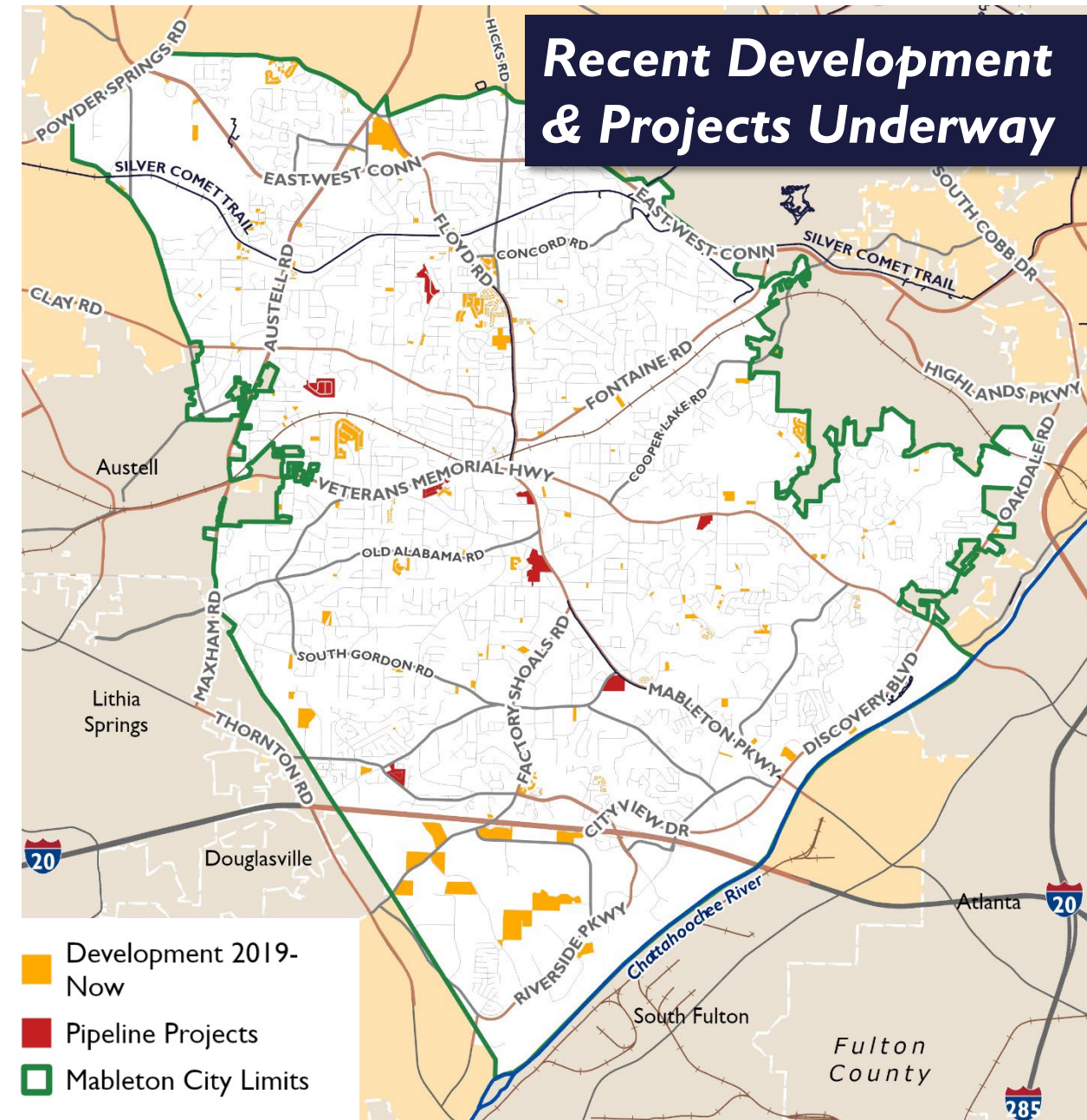


Land Use

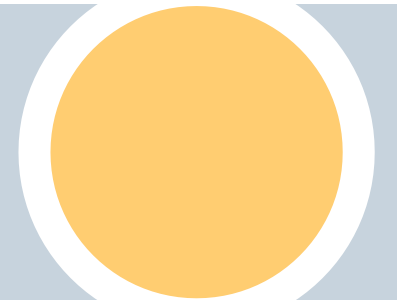


Recent Development

- Approximately 503 acres developed from 2019-2024
- Industrial district has continued to expand
- Based on data available, about 8 projects currently in development, mostly along major corridors
- Market has been slow to recover from Great Recession, but more progressive land use policy could provide better guidance/encouragement for new development



Land Use



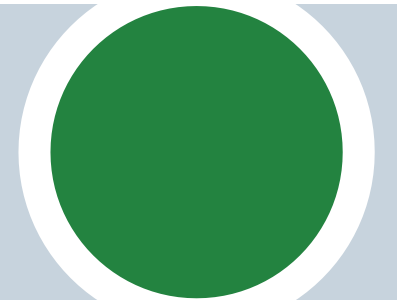
Needs

1. A true downtown
2. Catalytic investments that lead to quality development throughout Mableton
3. More diverse non-residential uses
4. A more walkable built environment

Opportunities

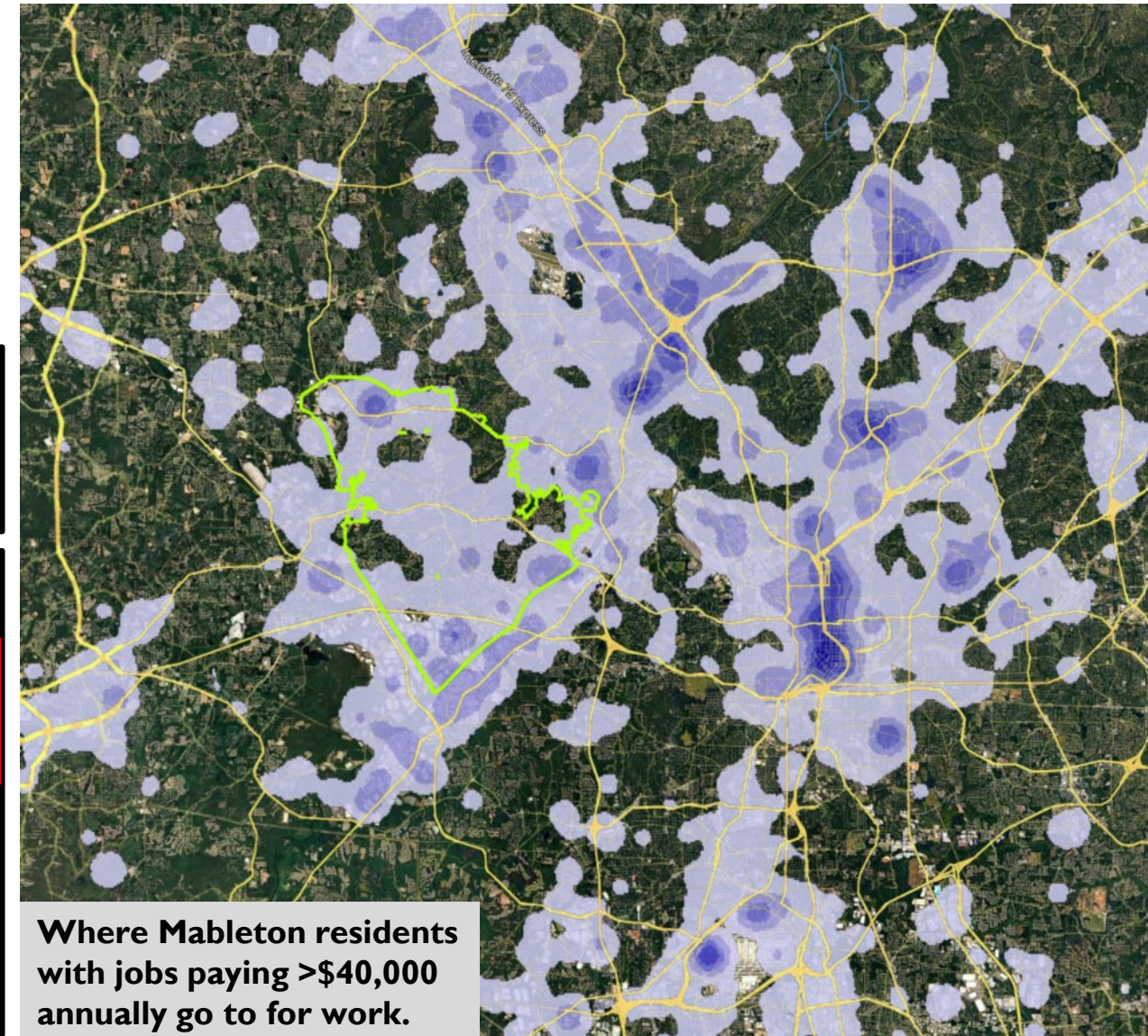
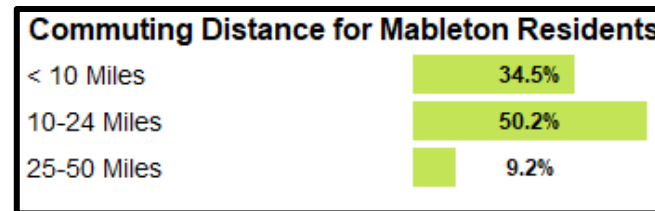
1. Exciting public amenities to build around
2. Highly visible entertainment destinations (Six Flags)
3. Recent development along Floyd Road
4. Pockets of redevelopment potential
5. New, fresh city institutions
6. Strong community support

Economic Development

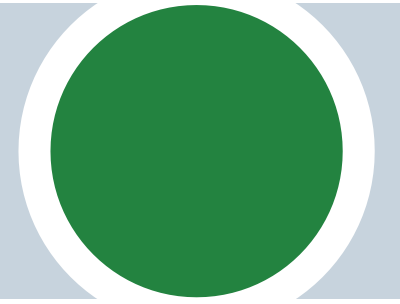


Existing Conditions Analysis

- Mableton residents are regionally connected to employment in surrounding job cores, especially Midtown, Downtown, Cumberland, Perimeter Center, and Marietta.
- Healthcare is the top industry for workers living in Mableton (19%) followed by Wholesale Trade (13%) and Retail Trade (12%).
- Interstate connectivity is key for residents, with 60% traveling more than 10 miles to work.



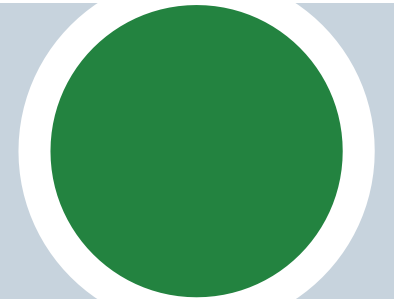
Economic Development



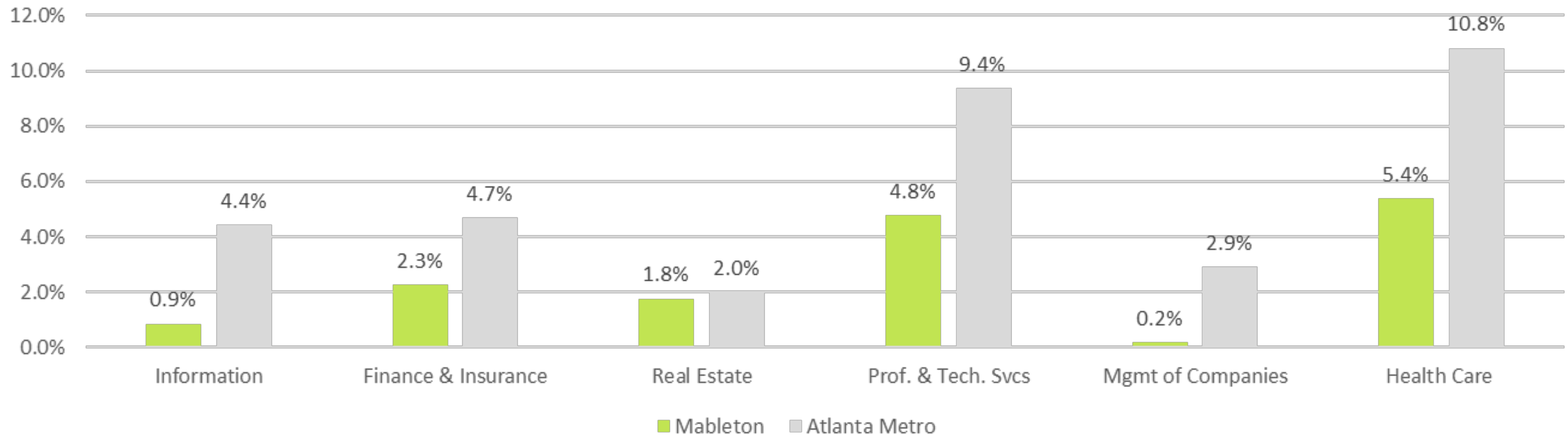
Existing Conditions Analysis

- Mableton's employment base is more focused on moderate- to lower-paying industry sectors.
 - 85% of employment vs. 65% in the metro
- Higher-paying, white-collar sectors under-represented locally.
 - 15% of employment vs. 35% in the metro
- While some of this is baked into the structure of metros, opportunities do exist to capture more higher-paying industry jobs in the local area.

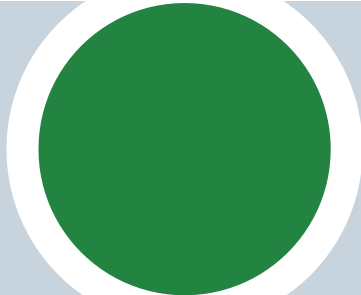
Economic Development



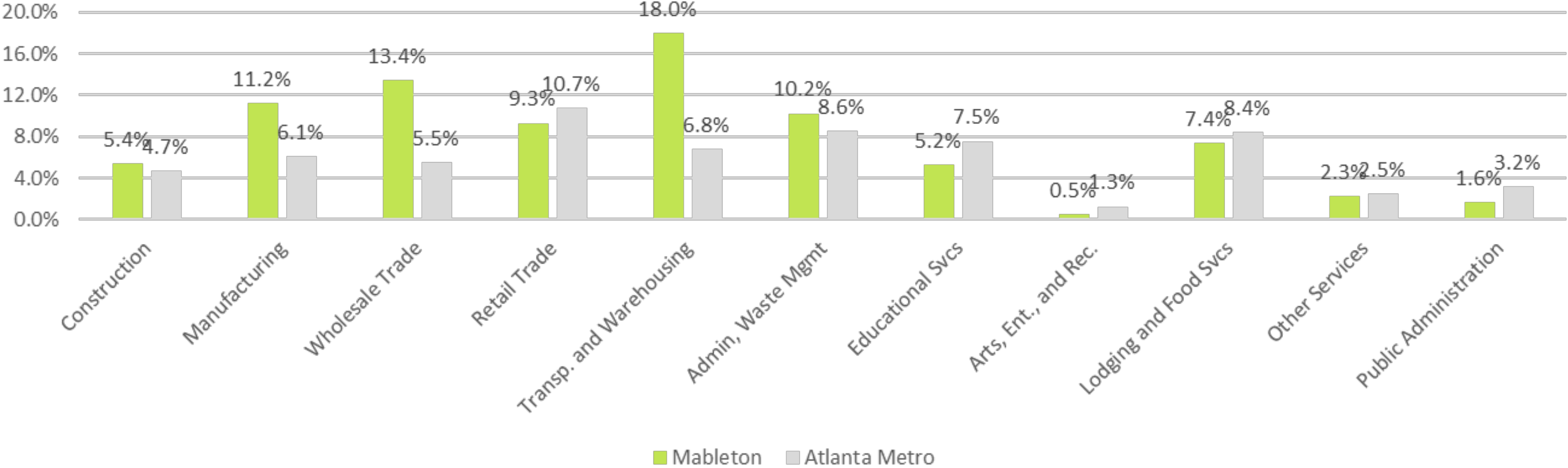
Higher-Paying Industry Sector Employment



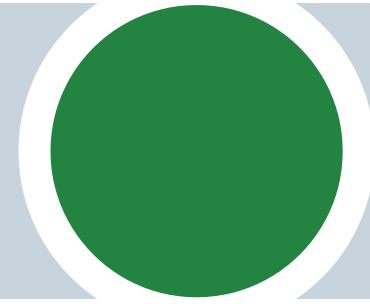
Economic Development



Lower to Moderately-Paying Industry Sector Employment



Economic Development



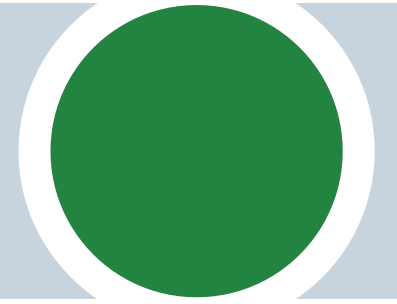
Economic Potential for Creation of Town Centers

- Economic/demographic factors in Mableton slightly below average of six comparable downtown creation/revitalization efforts
- Requires slightly greater lift w/ dynamics stronger north and east



Within 5 miles of Downtown / Mableton CDP:	Average, Six Suburbs	Mableton CDP
Number of Households	48,647	59,833
Median Household Income	\$91,392	\$75,720
Number of \$40k+ Jobs	21,076	14,425
New Home Average Sales Price	\$544,187	\$413,980
New Home Avg Sales Price / Med HH Income	6.23	5.46
Percentage of HHs Earning \$100,000+	44%	40%
Percentage of HHs 25-44, \$75k+	19%	21.3%
Percentage of 55+ HHs	47%	38.9%
Percentage of 55+ HHs Earning 100k+	18%	12.7%
Walkscore	62	15
Public Elementary School Score	5	2 - 6
Number of Yelp 4+ Rated Restaurants (1mi. Radius, 100+ Reviews)	18	7 - 9

Economic Development



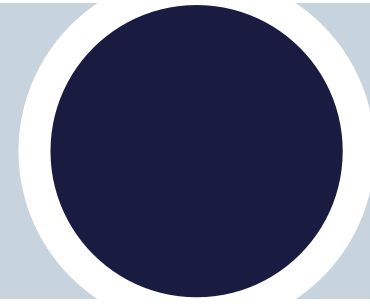
Needs

1. More diversity of businesses (especially along Veterans Memorial Highway) Bullet
2. Greater sense of lifestyle in the study area
3. Parks, greenways, etc.
4. Improved access to regional thoroughfares
5. Enhanced infrastructure for walking/biking

Opportunities

1. A strong industrial sector and tax base
2. Create lifestyle locations in the market
3. Tie parks/greenway investments into these locations
4. Create infrastructure to make deals happen
5. Create specific plans for locations in the market
6. Focus on strategies to facilitate development/redevelopment

Housing

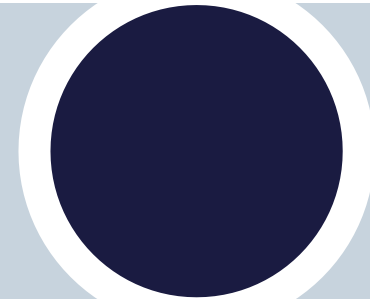


Existing Conditions Analysis

Factor	Local Situation	Key Conclusions
<p>For-Sale Residential</p>	<ul style="list-style-type: none"> • Townhome sales have accounted for over 70% of new home sales over the past three years when compared to single-family residential. • More townhome sales driven by their affordability, costing 30% less than new single-family homes in 2025. • With a local median household income of \$75,720, townhomes are 5.13x annual income while single-family are 6.60x. 	<p>Townhomes increase local access to for-sale home ownership due to their relative affordability and are the main source of home sales in 2025.</p>



Housing

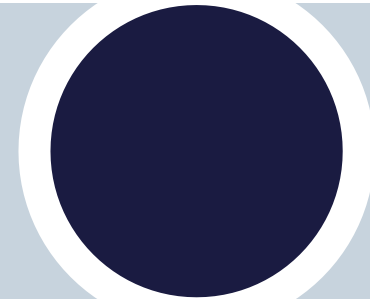


Existing Conditions Analysis

Factor	Local Situation	Key Conclusions
<p>Rental Residential</p>	<ul style="list-style-type: none"> • Three new properties have been completed since 2022, with an average IBR rent of \$1,660/month. • New rental apartments are concentrated near the East-West Connector and the Wellstar Cobb Medical Center. 	<p>Rental apartments represent a logical use for the study area, given access to moderately-paying jobs. Typically a leading use for other downtown revitalization efforts.</p> <p>Abundance of aging apartment product tempers overall demand for other uses.</p>



Housing

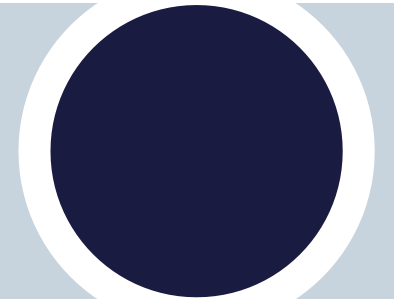


Existing Conditions Analysis

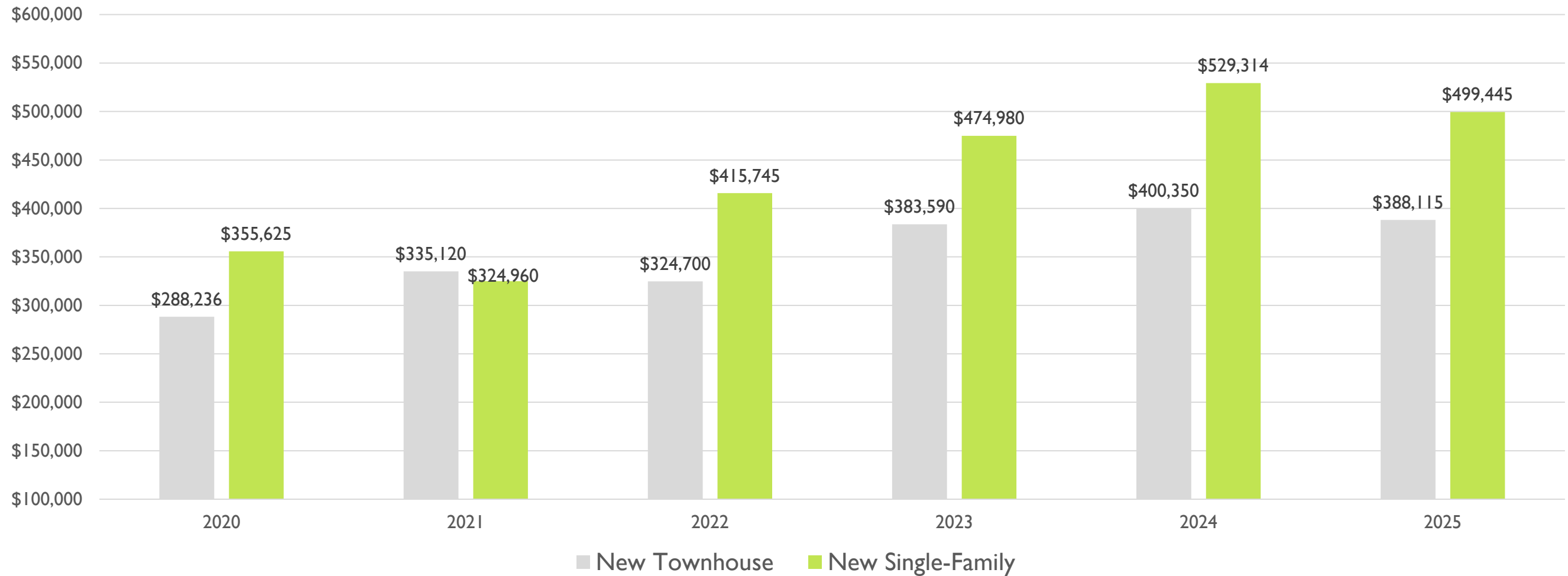
- Only 14.6% of Mableton HHs can afford median new single-family home
- Only 28% of can afford median new townhome
 - Townhomes account for 70% to 80% of new home sales
- Most product located along and north of Veterans Memorial Highway
- New rental apartments around \$1.80 to \$2.10/SF



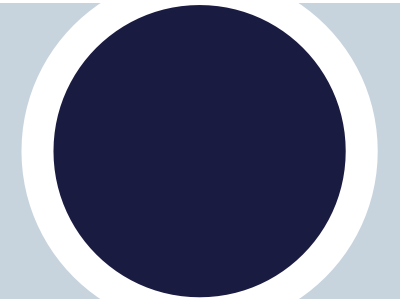
Housing



Median New Home Price in Mableton



Housing



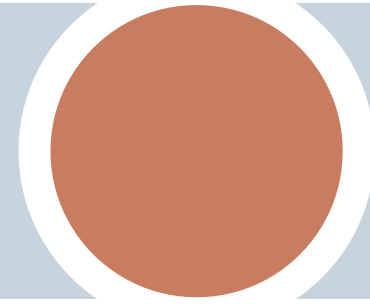
Needs

1. Provision of more for-sale and rental housing near employment cores
2. Housing in more walkable/lifestyle-driven locations
3. More affordable and workforce housing
4. Greater variety of housing, including opportunities for senior housing

Opportunities

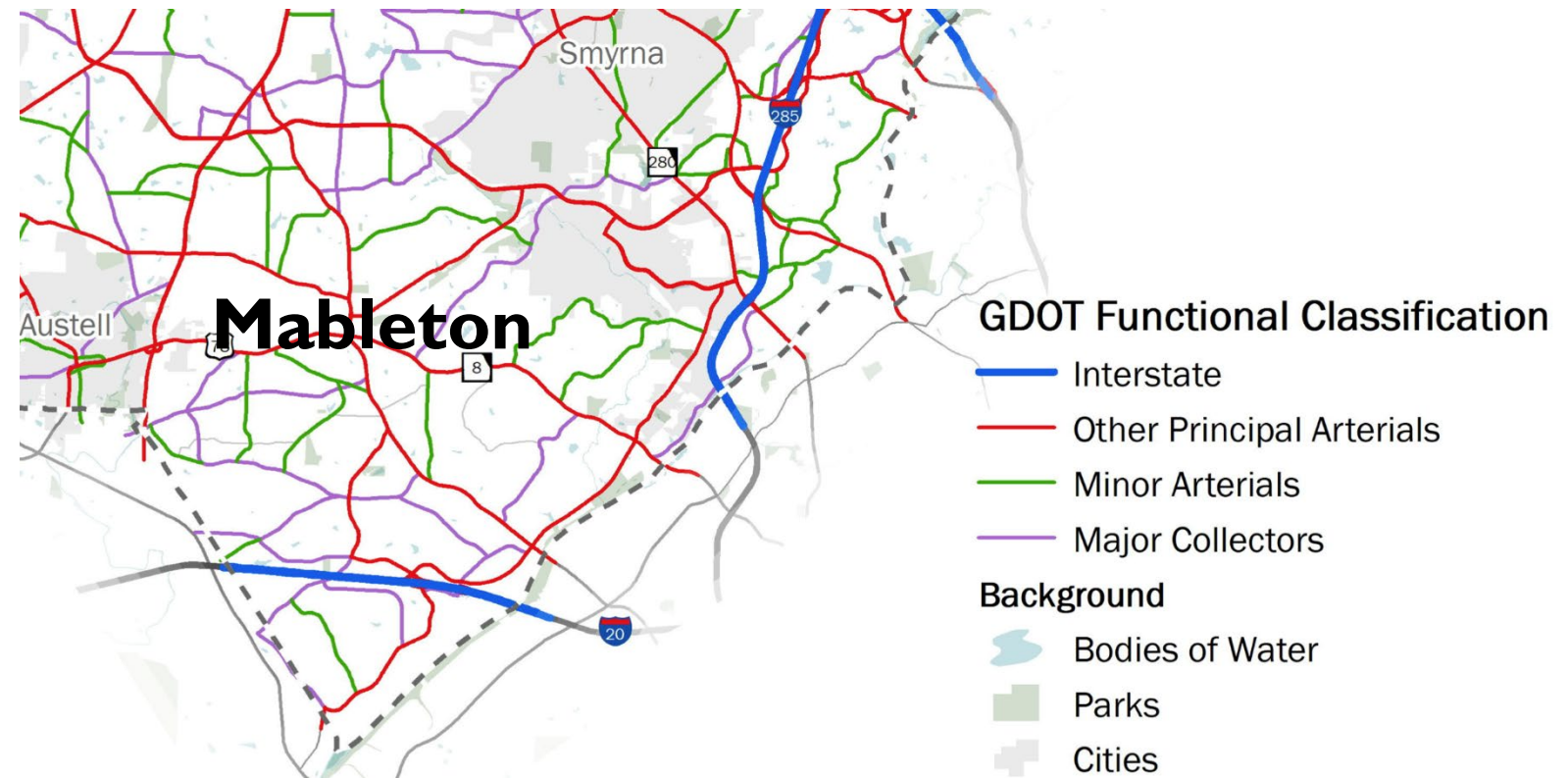
1. Strategically place new developments near key district areas to spur growth
2. Facilitate more mixed-use development/town center locations to create opportunities for walkable product.
3. Re-examine requirements for lot sizes, home sizes in targeted locations.
4. Incentivizing private development of affordable and workforce housing

Transportation

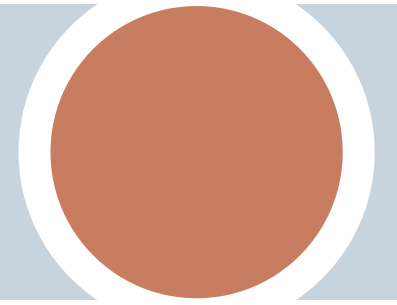


Existing Conditions Analysis

- Functional Classification refers to the system used by the Georgia Department of Transportation (GDOT) to categorize roads and highways in the state of Georgia based on their intended purpose and role in the transportation network.
- This classification helps determine how roads are designed, funded, and maintained.
- I-20 (Interstate)
- Veterans Mem. Pkwy., Riverside Pkwy, Floyd Rd., Austell Rd., E/W Conn., Mableton Pkwy. (Principal Arterials)
- Hicks Rd. (Minor Arterial)
- Cooper Lake Rd., Queen Mill Rd. (Major Collector)



Transportation



Levels of Service		
FREE FLOW Low volumes and no delays.	LOS A	
STABLE FLOW Speeds restricted by travel conditions, minor delays.	LOS B	
STABLE FLOW Speeds and maneuverability closely controlled because of higher volumes.	LOS C	
STABLE FLOW Speeds considerably affected by change in operation conditions. High density traffic restricts maneuverability; volume near capacity.	LOS D	
UNSTABLE FLOW Low speeds; considerable delay; volume at or slightly over capacity.	LOS E	
FORCED FLOW Very low speeds; volumes exceed capacity; long delays with stop-and-go traffic.	LOS F	

Induced demand

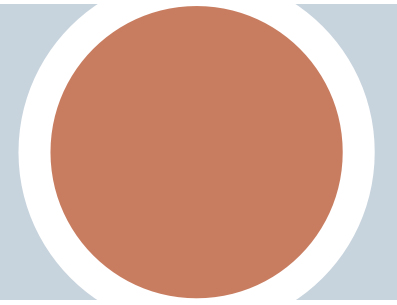
How highway expansion actually creates more traffic

Government invests millions in expanding the highway to “alleviate” congestion.

Smart Growth America
Improving lives by improving communities

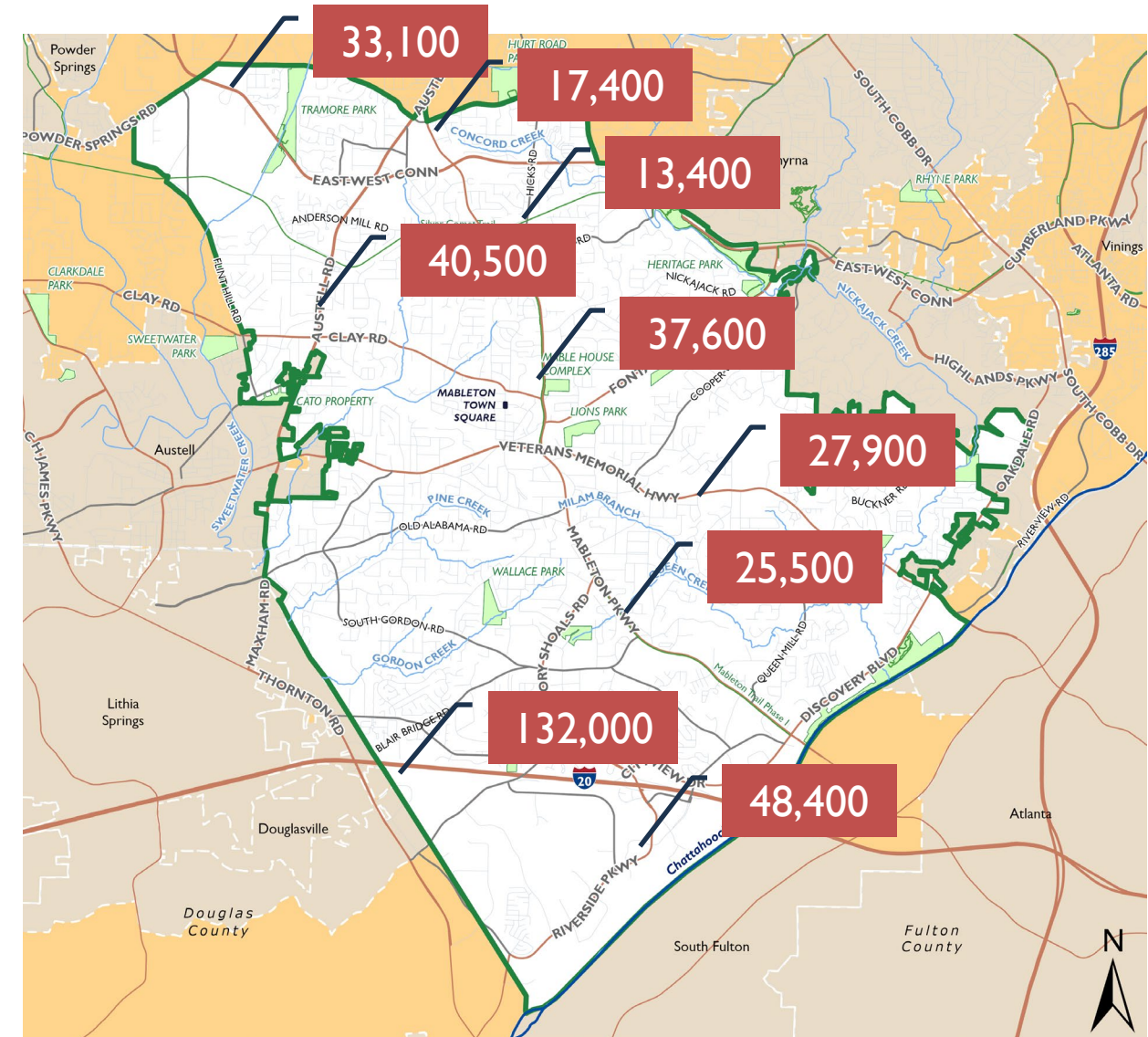
Transportation for America

Transportation

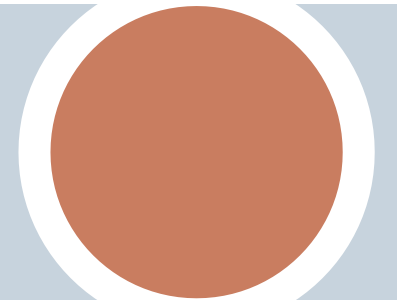


Existing Conditions Analysis Average Daily Traffic (ADT) Volumes (2023, 2022, and 2021)

- Riverside Parkway – 48,000, 46,000 and 44,200 vpd
- Mableton Parkway – 25,500, 24,100 and 23,200 vpd
- Veterans Mem. Parkway – 27,900, 27,600 and 26,900 vpd
- Austell Road – 40,500, 40,100 and 39,200 vpd
- Hicks Road – 13,400, 13,000 and DTA vpd
- East-West Connector – 33,100, 32,800 and 31,500 vpd
- Floyd Road (S) – 37,600, 37,200 and 31,500 vpd



Transportation



Needs

1. Transportation / Mobility Options
2. Pedestrian / Bicycle Multi-use Paths
3. Better North-South and East-West Connections
4. Corridor and Intersection Improvements – Safety and Operational
5. Access Management Strategies
6. Transit to support connection to citywide and regional activity centers

Opportunities

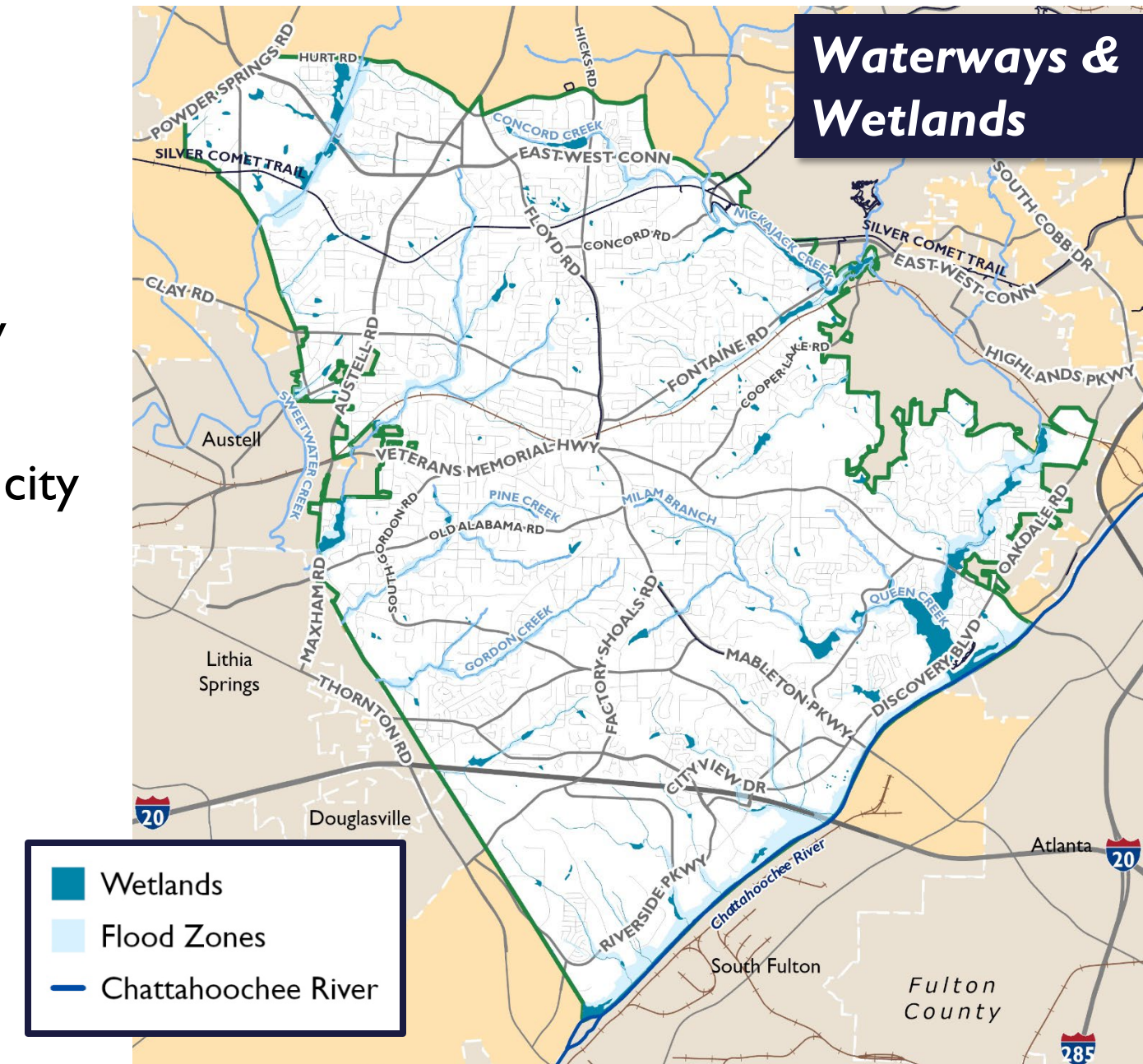
1. Strategically develop transportation / mobility enhancements within and around new developments and special growth areas
2. Examine the needs for new Street Framework within Special Growth Areas
3. Expand upon the Comet Trails to establish a network of Multi-Use Trails
4. Enhance Corridors with improvements (Streetscape, Street Furnishings, etc.)

Environment and Sustainability



Natural Resources

- Chattahoochee River and its tributaries are the city's greatest – and most overlooked – natural assets
- Other than the Chattahoochee, waterways are mostly not impaired
- Minimal amount of flood hazard areas (only 8% of the city is impacted), concentrated along Nickajack Creek
- Rolling topography provides spectacular viewsheds, especially along Mableton Parkway and Factory Shoals Road



Environment and Sustainability

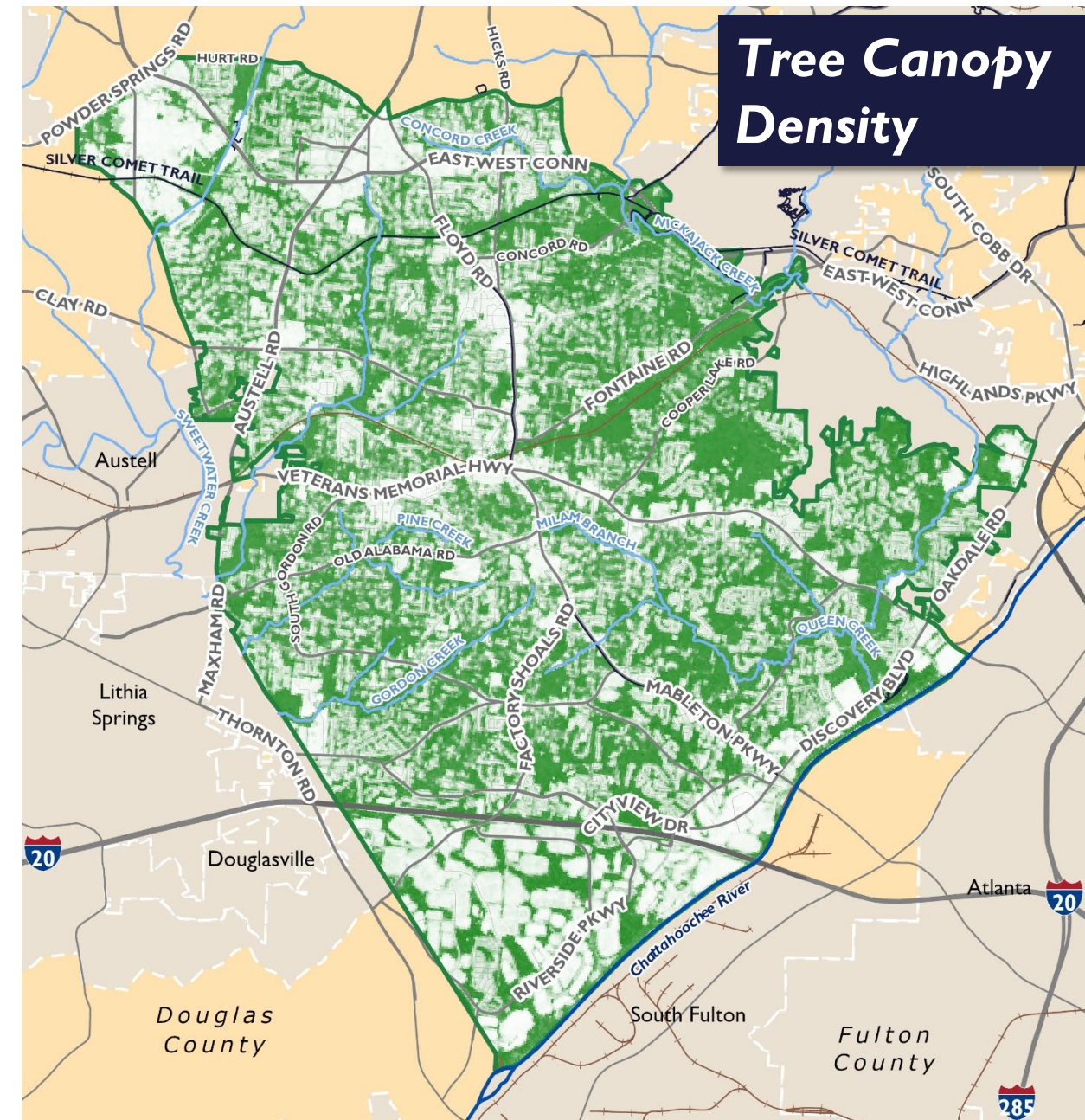


Natural Resources, continued

- Tree canopy is extensive and dense in neighborhoods, but not along major corridors

Stakeholder Input

- Two prominent themes: community cleanliness and beautification
- Littering is top concern
- Recycling is a prominent community desire
- Desire for green technology (EVs, solar panels, etc.) and incentives to support it



Environment and Sustainability



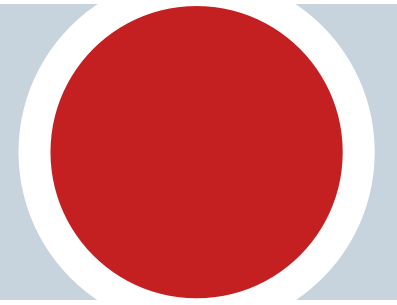
Needs

1. Greater control over littering/dumping
2. City-wide recycling initiatives
3. Greater access to environmental resources, especially waterways
4. Infrastructure that incorporates greenery and improved landscaping
5. Integration of sustainable technology

Opportunities

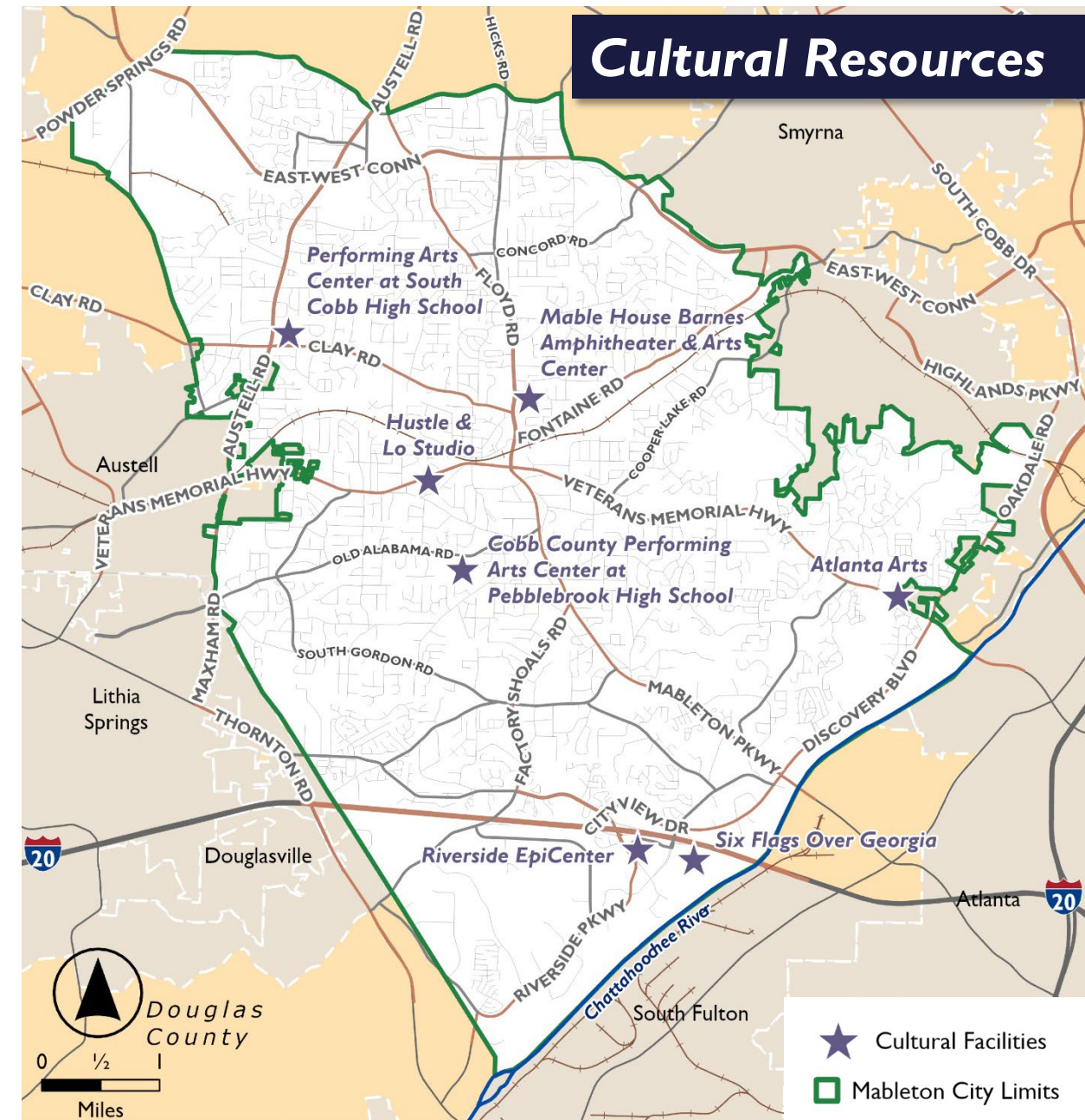
1. Greater control over code enforcement
2. High citizen participation
3. Wetlands / environmental features along Nickajack Creek
4. Regional planning initiatives that emphasize sustainability and natural resources (e.g. Chattahoochee RiverLands)
5. Concentration of development in key areas

Cultural Resources

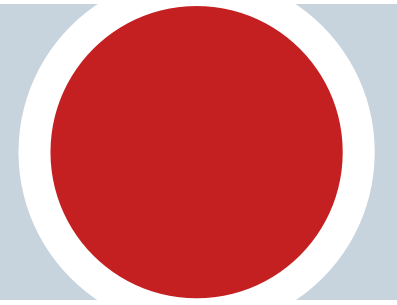


Cultural Resources

- Leading institutions: Mable House Barnes Amphitheater, Performing Arts Center at Pebblebrook High School
- Some private studios and non-profits with arts offerings
- Very little public art
- Popular festivals: Taste of Mableton, Harvest Festival

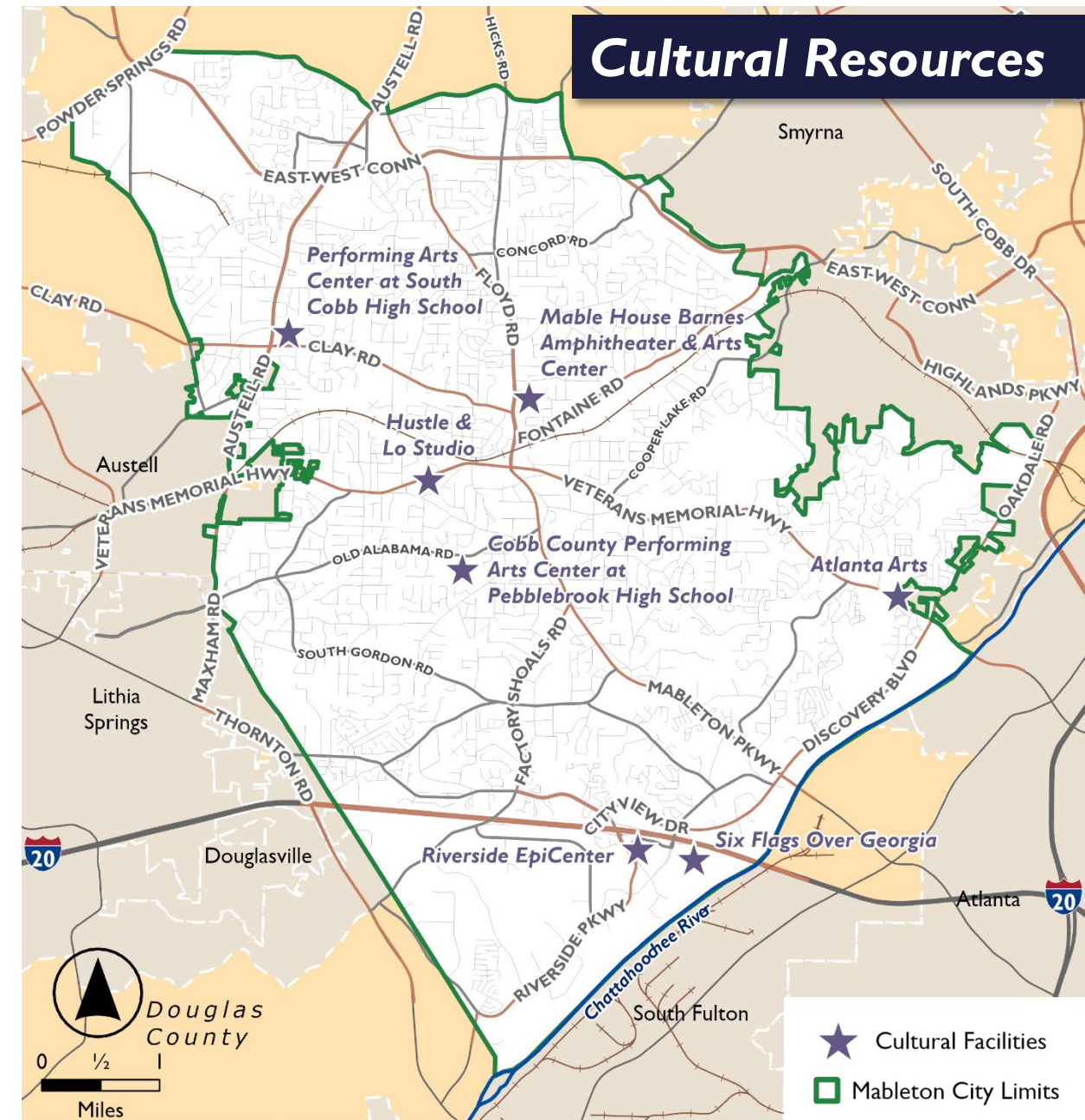


Cultural Resources

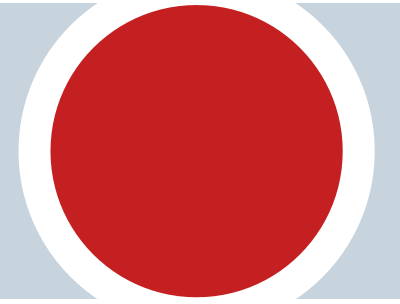


Stakeholder Input

- More, more, more—of everything!
- Strong desire for additional community events
- Slightly less interest in art classes, more interest in public art and performances
- Historic and cultural education should be woven in as well



Cultural Resources



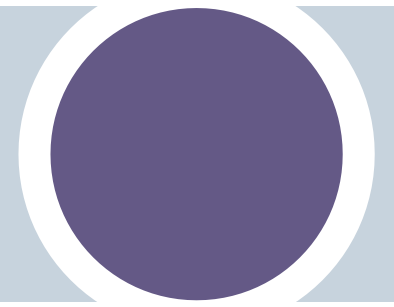
Needs

1. More arts, culture, and entertainment offerings
2. More support for private studios, theaters, and performing arts collaboratives
3. Greater visibility of the arts across the city
4. Additional special events and programming

Opportunities

1. Strong existing institutions (Mable House Barnes Amphitheatre)
2. Legacy of performing arts integration with public institutions (performing arts schools, park programming, etc.)
3. Placemaking in public rights-of-way and through private redevelopment
4. Spirit of volunteerism among citizens

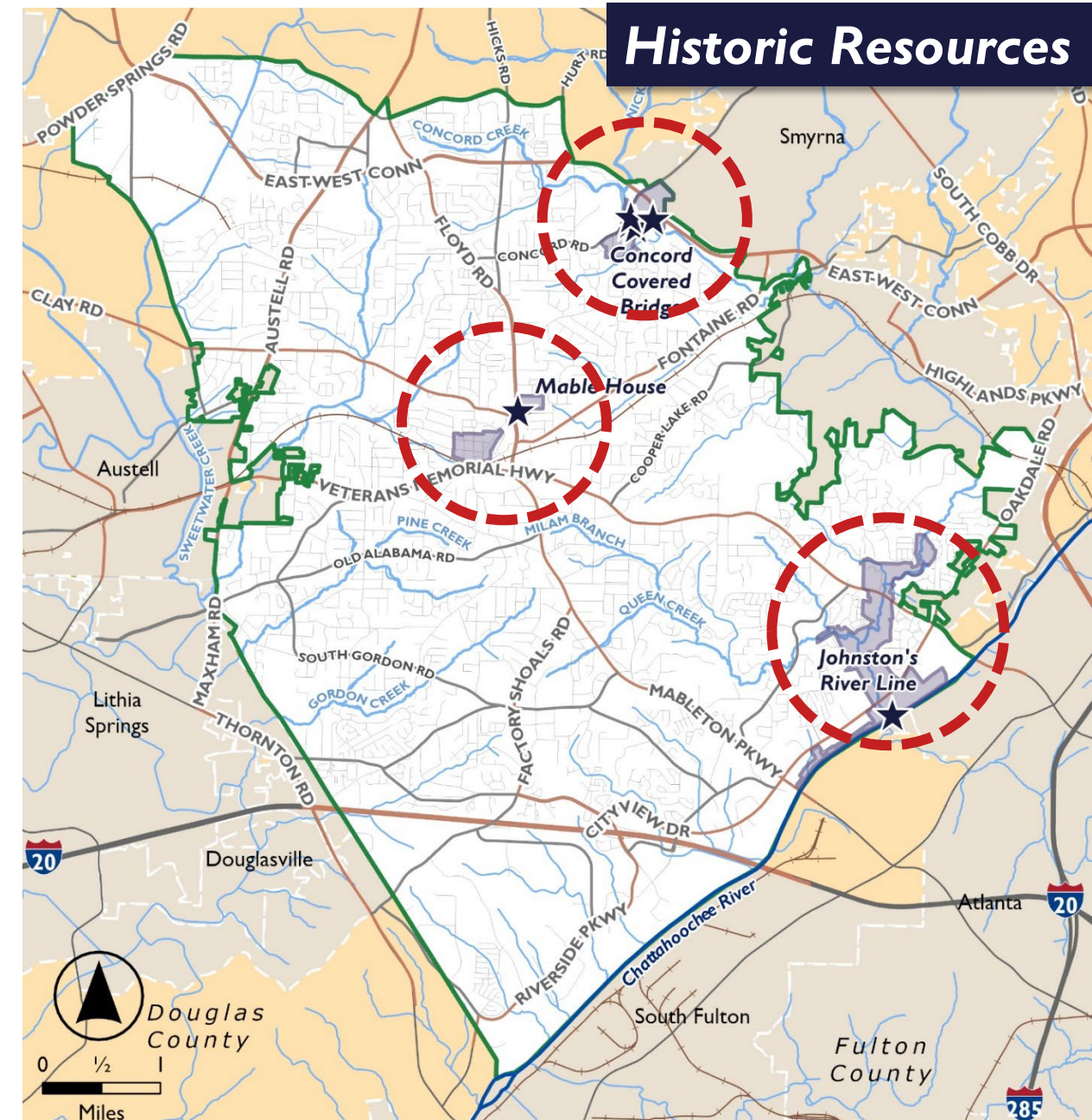
Historic Preservation



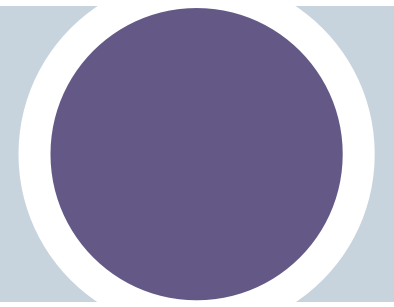
Existing Conditions Analysis

Three main concentrations of historic resources:

- Downtown Mableton and Mable House
- Concord Covered Bridge Historic District
- Johnston's River Line

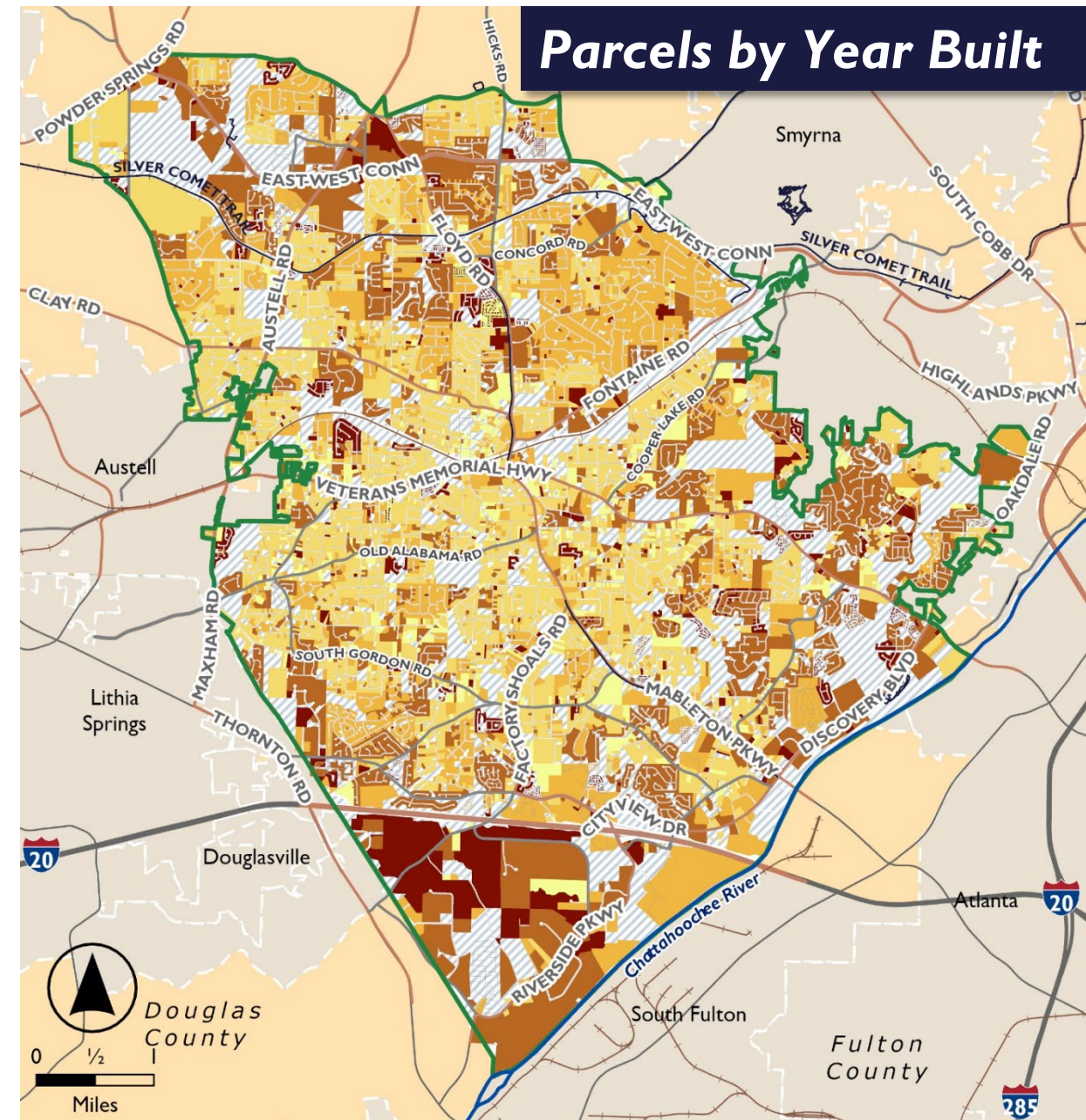


Historic Preservation

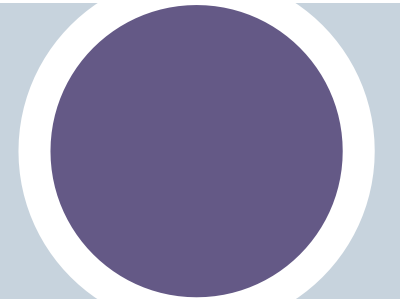


Existing Conditions Analysis

- "Non-recognized" historic buildings are scattered throughout Mableton – this makes it difficult to create districts



Historic Preservation



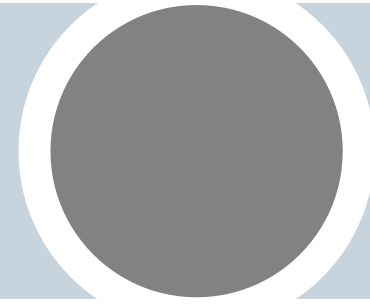
Needs

1. Protection of remaining historic resources
2. Regulatory structure to manage historic district formerly managed by Cobb County
3. More ways to tell the story of Mableton

Opportunities

1. Integration of historic structures into future plans for downtown
2. River Line resources
3. Preservation of Concord Covered Bridge structures
4. Tell the history of Mableton through art, events, and parks

Engagement Summary

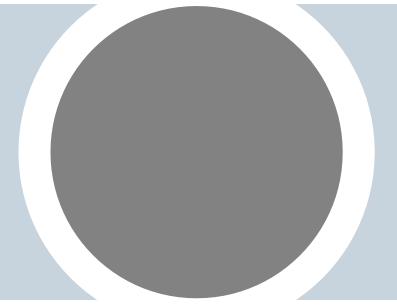


Events to date:

- Steering Committee #1 – 11/12/24
- Public Workshop – 12/10/24
- Stakeholder interviews with City leadership
- Focus groups with a variety of residents
- Taste of Mableton – 05/03/25
- Steering Committee #2 – 05/15/25

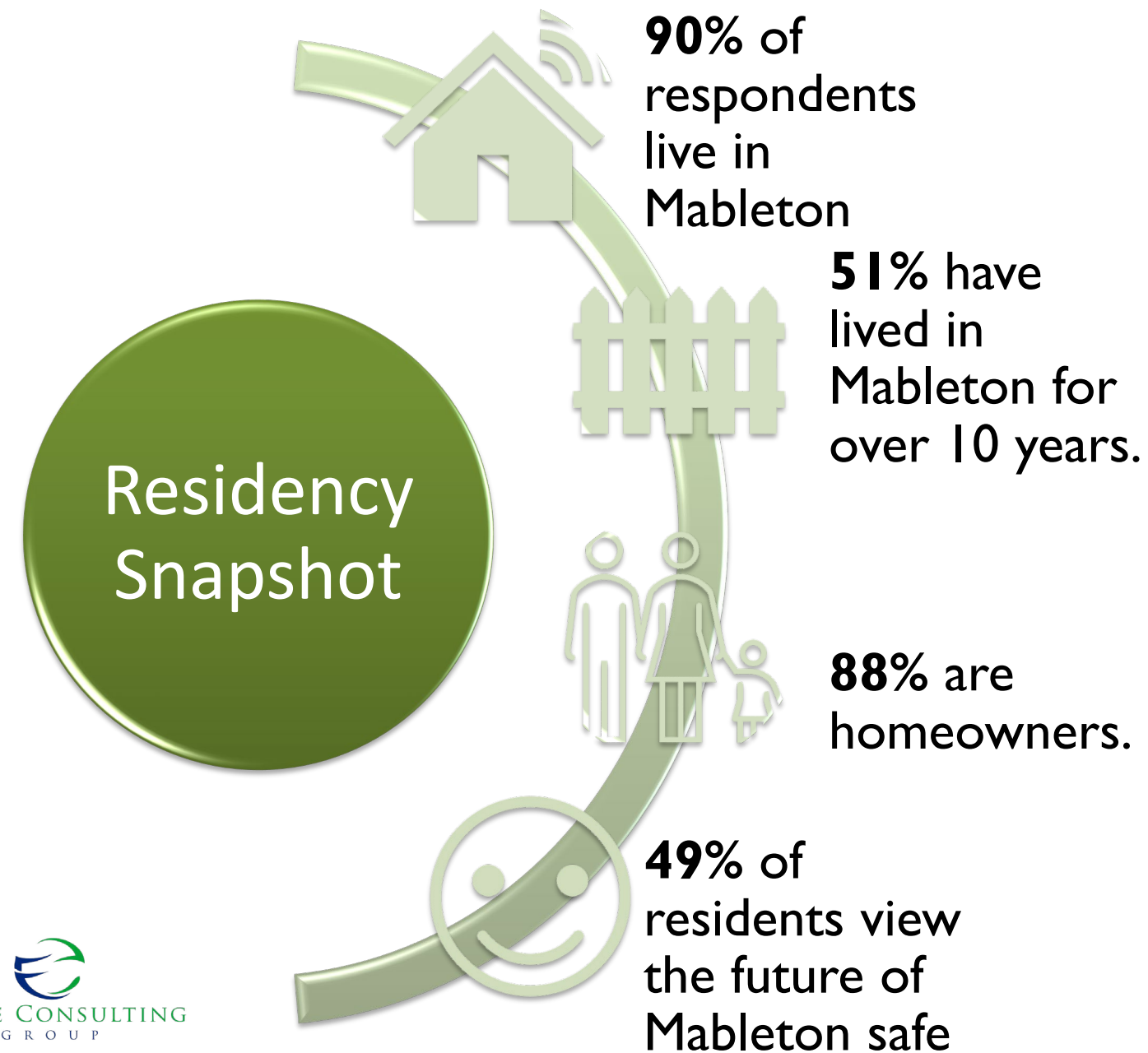


Engagement Summary

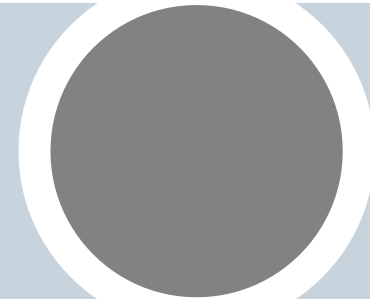


Survey

- 499 total surveys as of 5/9/25



Engagement Summary

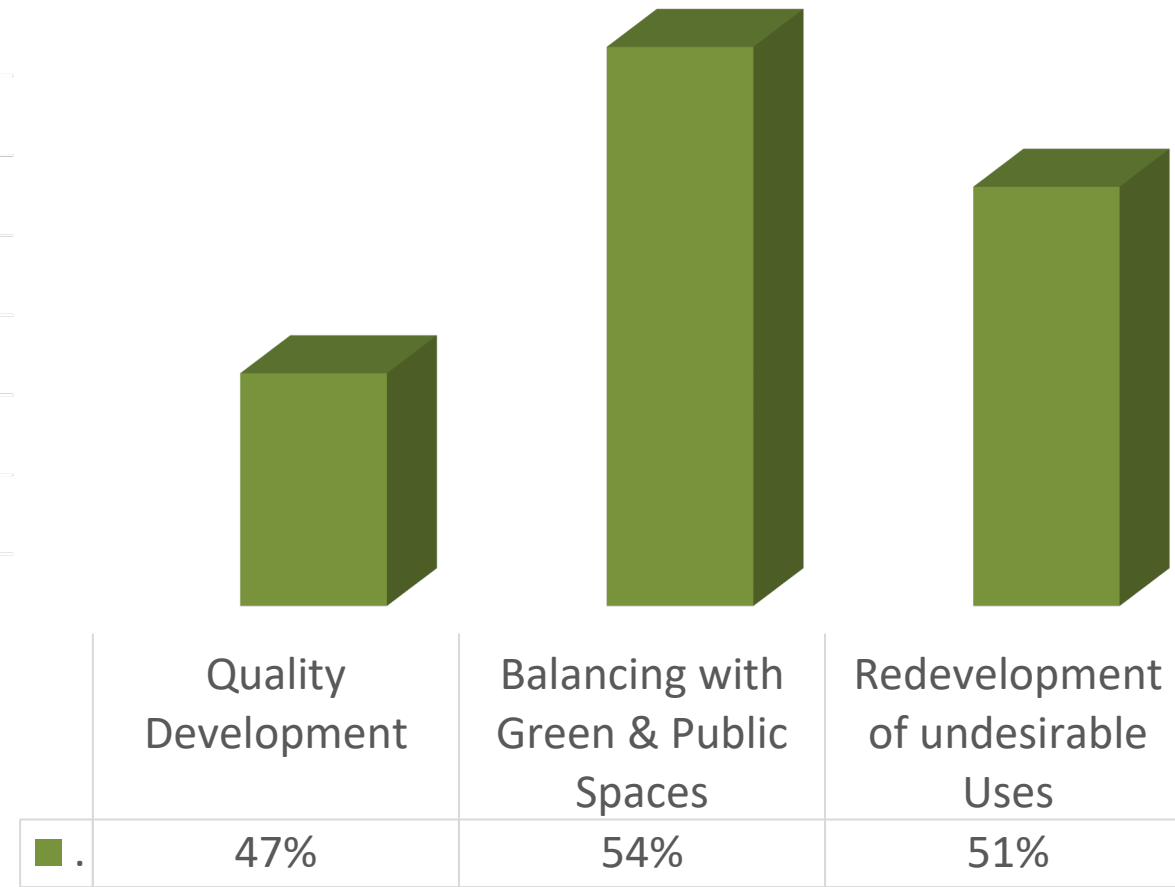


Selected Survey Results

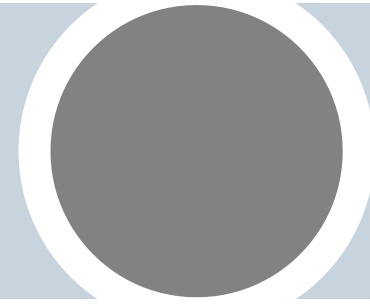
Missing Businesses in Mableton



Important Development Factors

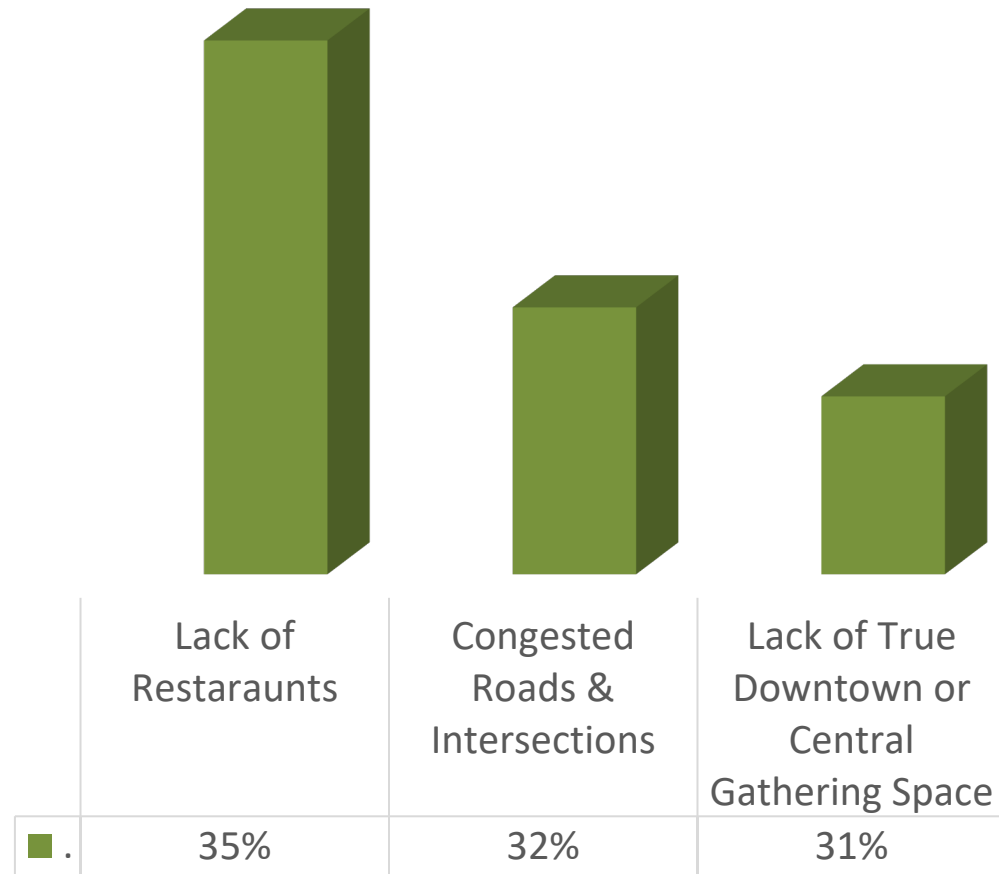


Engagement Summary

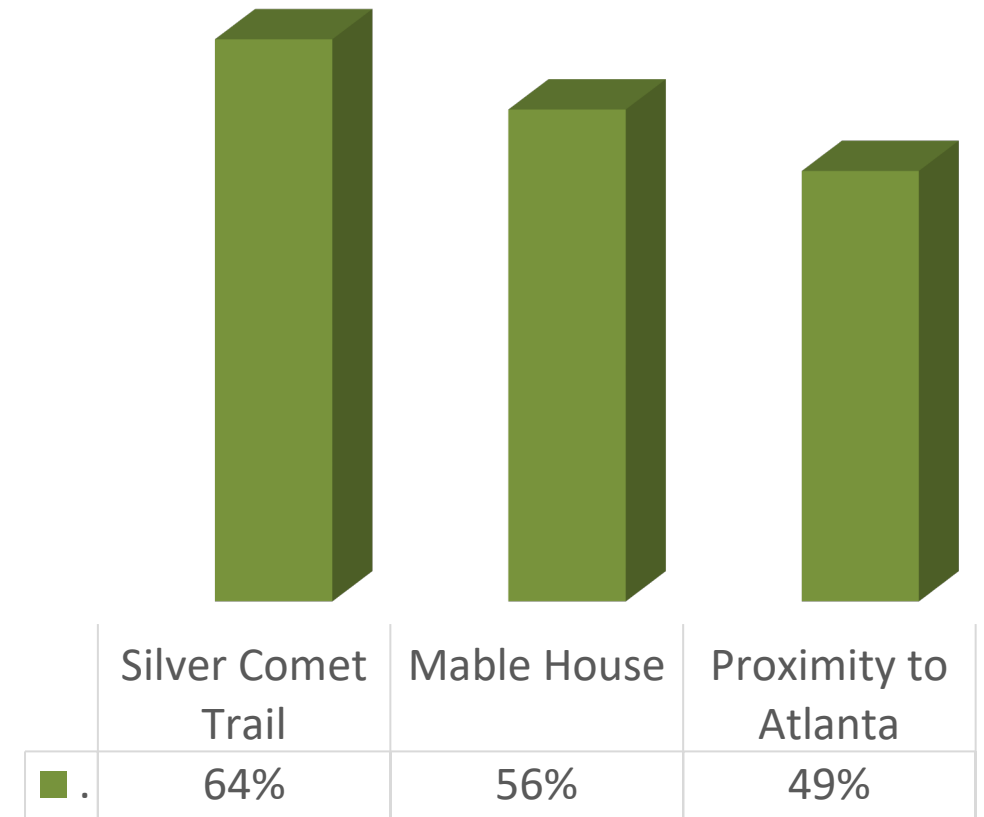


Selected Survey Results

Urgent Issues to Address in Mableton



Greatest Assets in Mableton



Activity: Draft Goals

3

Instructions

Go to

www.menti.com

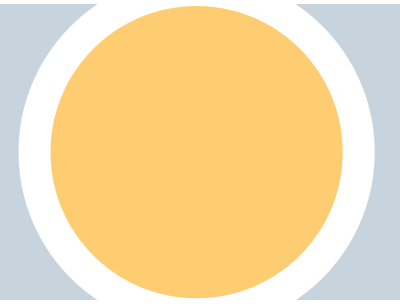
Enter the code

5224 2822



Or use QR code

Land Use



Suggested Goals

1. Prioritize the creation of a true downtown district.
2. Kickstart catalytic development with public investment.
3. Create an attractive environment for a broader range of retail, entertainment, and office uses.
4. Ensure new development includes walkable design.
5. Support Mableton's industrial sector.
6. Nurture the health of Mableton's neighborhoods.
7. Leverage unique destinations in Mableton to spark quality investment.
8. Establish transparent process for land use decisions, drawing from community needs and feedback.

Land Use Goals (1-4)

Prioritize the creation of a true downtown district

Kickstart catalytic development with public investment

Create an attractive environment for a broader range of retail, entertainment, and office uses

Ensure new development includes walkable design

Disagree

Agree



Land Use Goals (5-8)

Support Mableton's industrial sector

Nurture the health of Mableton's neighborhoods

Leverage unique destinations in Mableton to spark quality investment

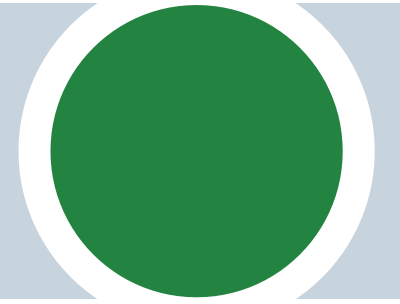
Establish transparent process for land use decisions, drawing from community needs and feedback

Disagree

Agree



Economic Development



Goals

1. Identify and foster the creation of one key mixed-use core that can function as a civic and economic downtown for Mableton.
2. Investigate opportunities to expand on existing Entertainment District at Six Flags which already has a strong regional presence.
3. Reinvest in properties surrounding the East-West Connector and Austell Rd. where higher incomes can support new retail, office space, and rental housing.
4. Attract more office employment, particularly in local-serving uses for Mableton and surrounding areas.



Economic Development Goals

Identify and create one key mixed-use core to function as a civic and economic downtown

Investigate opportunities to expand on Six Flags Entertainment District

Reinvest in properties surrounding the East-West Connector and Austell Road

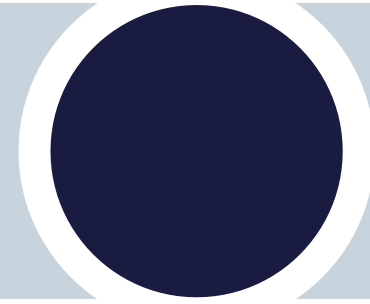
Attract more office employment, particularly in local-serving uses for Mableton

Disagree

Agree

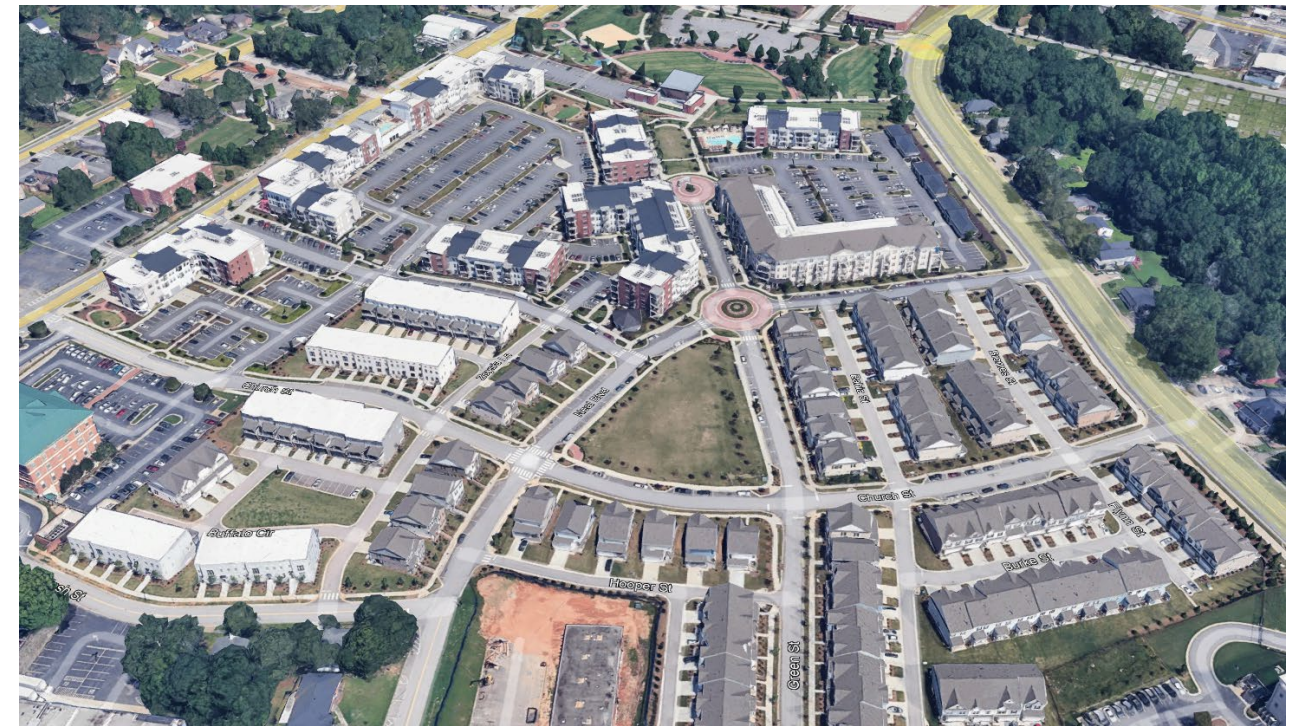


Housing



Goals

1. Identify strategies to provide new housing that is attainable to those at the 100% to 120% AMI level (workforce housing).
2. Create walkable cores with attached and detached housing that provides a strong lifestyle proposition for residents.
3. Investigate opportunities for below-market housing, including for seniors.



Housing Goals

Identify strategies to provide new housing attainable to those at 100% to 120% AMI

Create walkable cores with attached and detached housing that provides a strong lifestyle proposition for residents

Investigate opportunities for below-market housing, including for seniors

Disagree

Agree



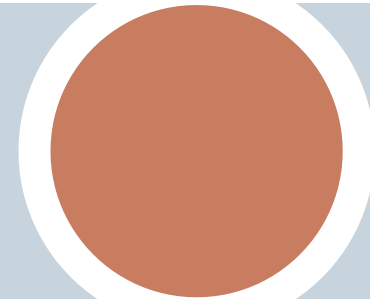
Transportation

Transportation Goals

- Data-supported
- Stakeholder-backed
- Community-desired
- Comprehensive and concise
- Guide all study tasks
- Evaluation criteria
 - Rehabilitation
 - Sustainability
 - All Modes
 - Transit-Dependent
 - Economic Development



Transportation

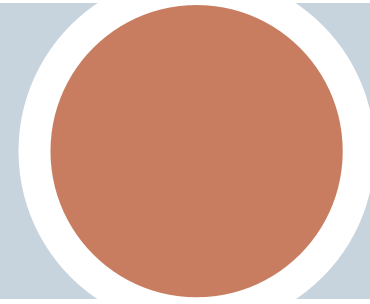


Transportation Goals

- Maintain and enhance an efficient, safe, and reliable transportation system
- Reduce traffic congestion
- Coordinate land use and transportation planning
- Support sustainable developments that are bicycle and pedestrian oriented with connections between different uses
- Minimize environmental impacts

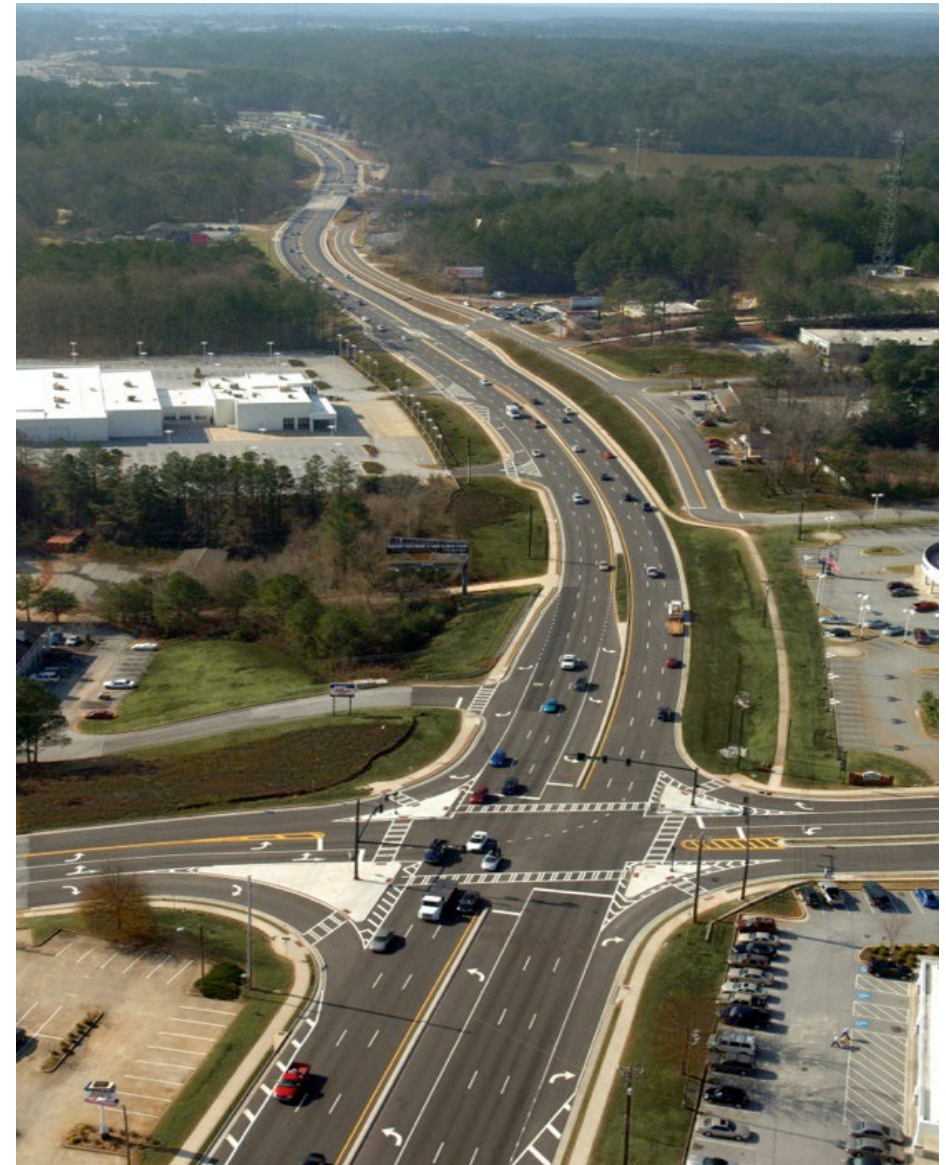


Transportation



Transportation Goals (continued)

- Improve mobility by reducing congestion, enhancing system reliability
- Increase transportation choices
- Enhance safety for all users
- Improve the use and accessibility to transit



Transportation Goals (1-4)

Maintain and enhance an efficient, safe, and reliable transportation system

Reduce traffic congestion

Coordinate land use and transportation planning

Support sustainable developments that are bike-/pedestrian-oriented

Disagree

Agree



Transportation Goals (5-9)

Minimize environmental impacts

Improve mobility by reducing congestion, enhancing system reliability

Increase transportation choices

Enhance safety for all users

Improve the use and accessibility to transit

Disagree

Agree



Environment & Sustainability



Goals

1. Clean up Mableton!
2. Provide better connections to the Chattahoochee River and Nickajack Creek.
3. Improve tree canopy and landscaping, especially along major corridors.
4. Establish incentive programs for sustainable technology, including EVs, solar panels, and green buildings.

Environment & Sustainability Goals

Clean up Mableton!

Provide better connections to the Chattahoochee River and Nickajack Creek

Improve tree canopy and landscaping, especially along major corridors

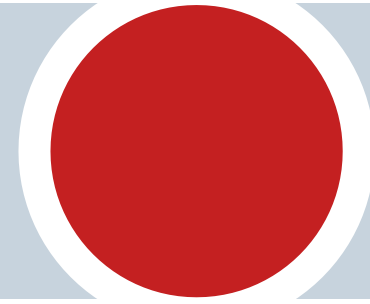
Establish incentive programs for sustainable technology

Disagree

Agree



Cultural Resources



Goals

1. Integrate placemaking into new development.
2. Support the growing arts community of Mableton.
3. Explore opportunities for more events and festivals rooted in the city's diversity.



Cultural Resources Goals

Integrate placemaking into new development

Support the growing arts community of Mableton

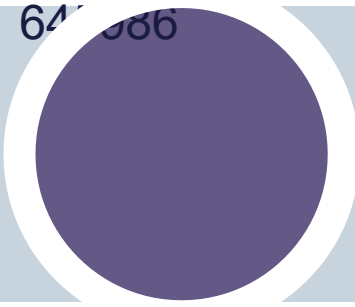
Explore opportunities for more events and festivals rooted in Mableton's diversity

Disagree

Agree



Historic Preservation



Goals

1. Invest in the protection of remaining historic resources.
2. Integrate historic structures in and near downtown Mableton with context-sensitive development and public spaces.
3. Tell the story of Mableton's history and communities through art, events, and parks.



Historic Preservation Goals

Invest in the protection of remaining historic resources

Integrate historic structures in and near downtown Mableton with context-sensitive development and public spaces

Tell the story of Mableton's history and communities through art, events, and parks

Disagree

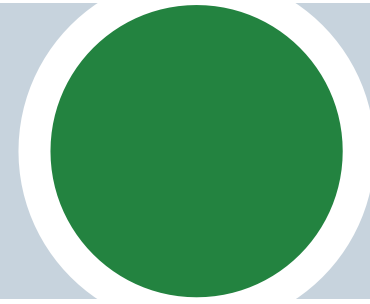
Agree



Special Area Studies

4

Special Area Studies

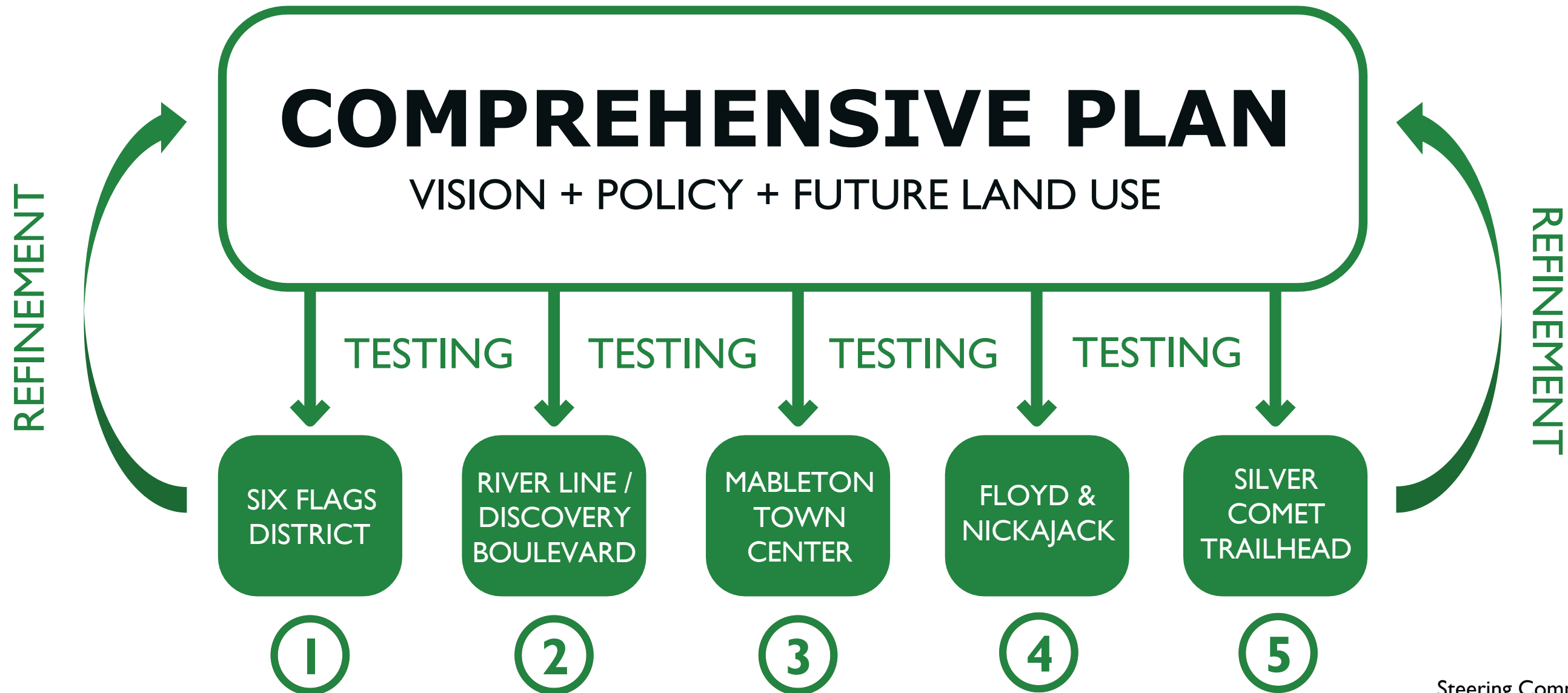
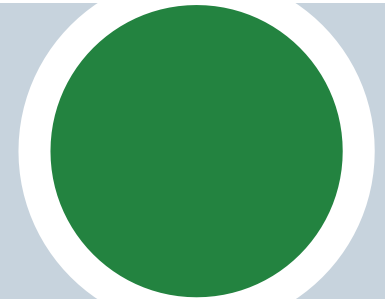


What is a Special Area Study?

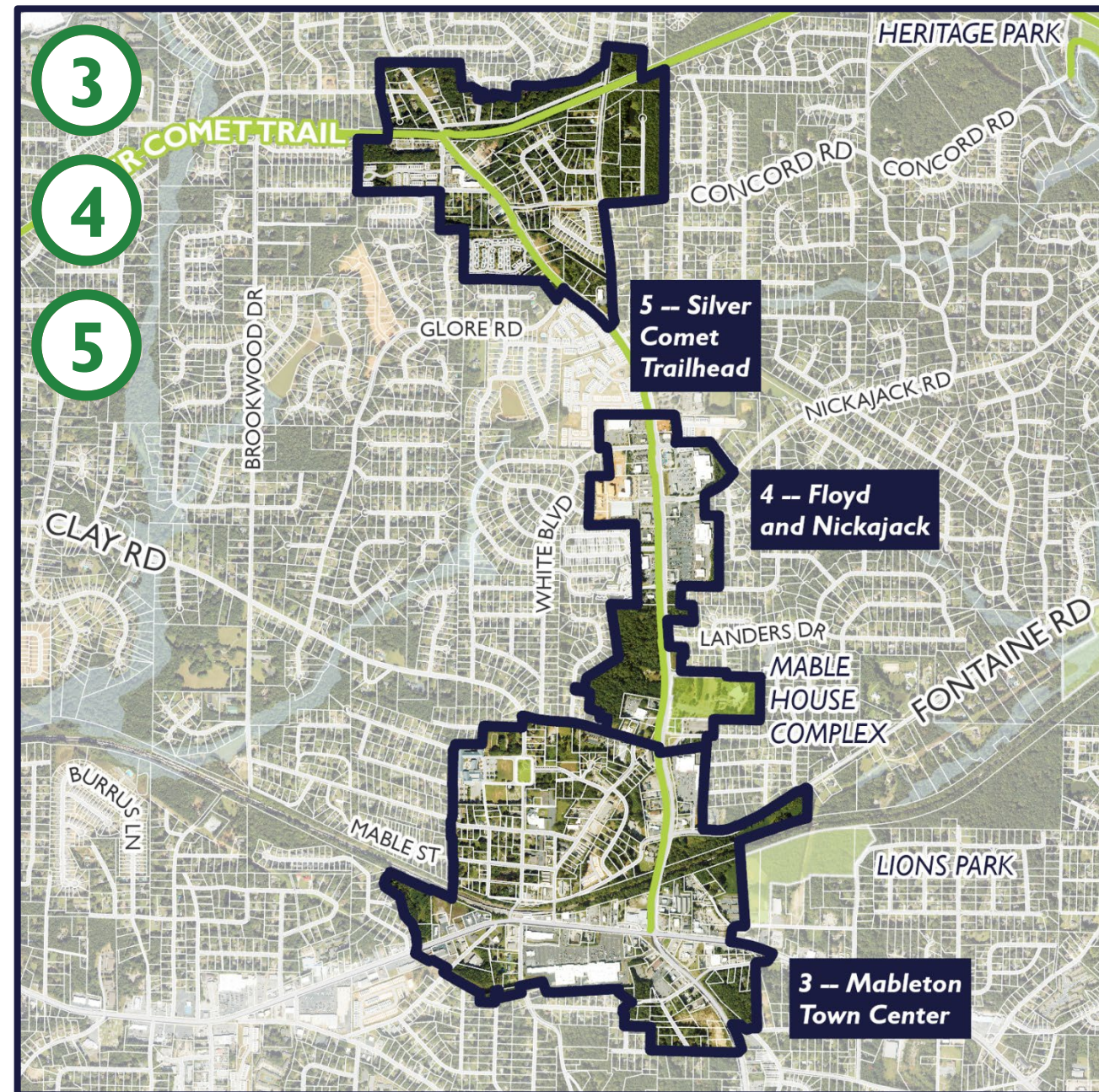
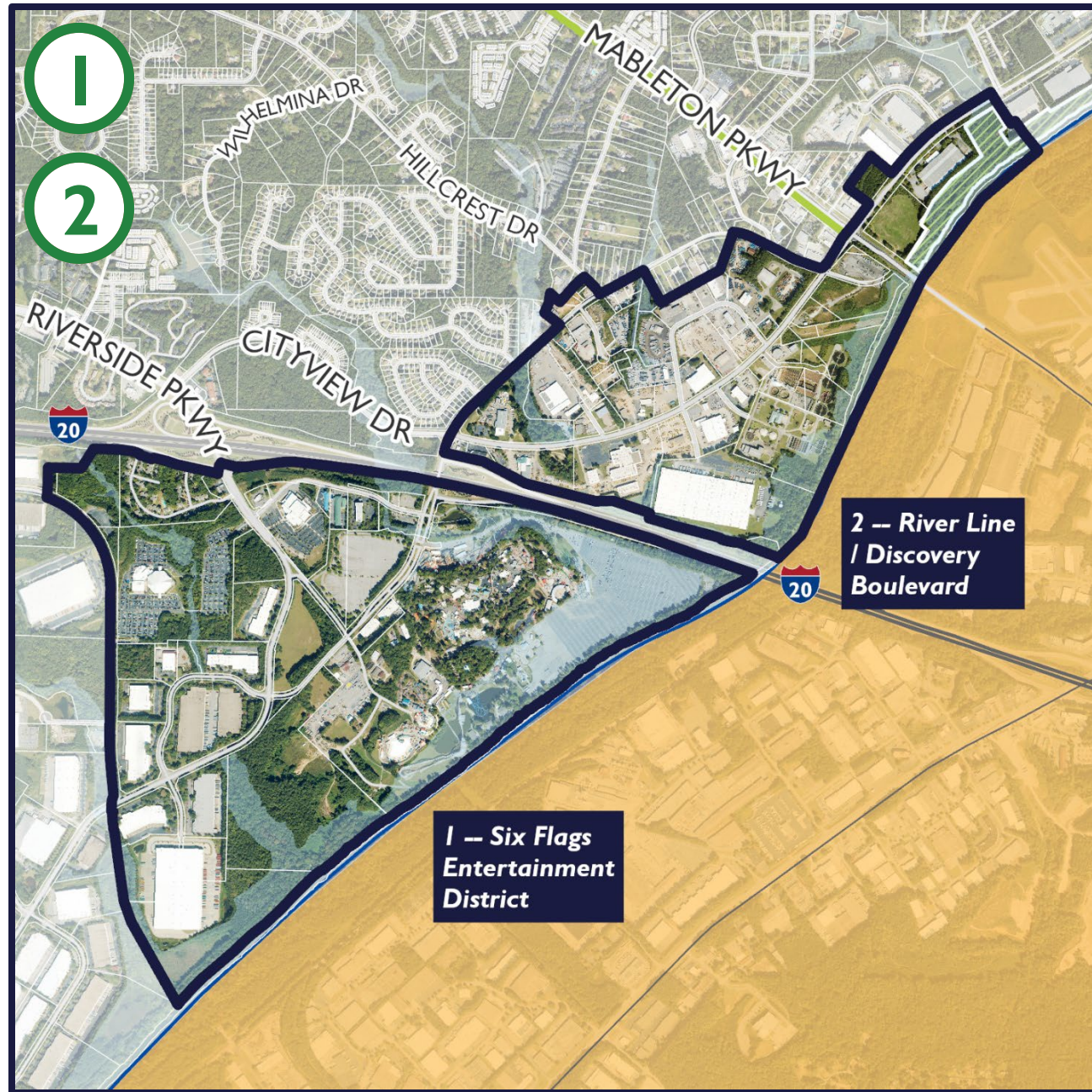
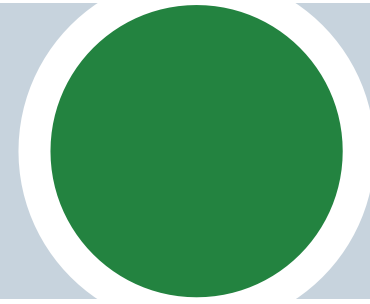
- Applies high-level policy from the comprehensive plan in more detail within specific areas
- Often explores redevelopment, connectivity, new public spaces, and more
- Provides a vision for community design, public space, mobility, and new amenities **within the comprehensive plan's framework**



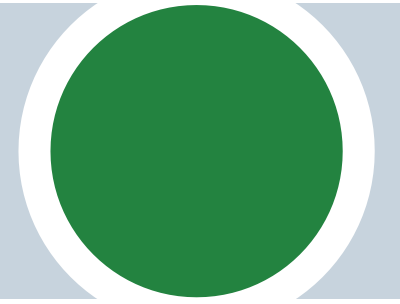
Special Area Studies



Special Area Studies



Why these areas?



Needed to meet three criteria:

- Either includes a major asset, new development interest, or both
- Opportunities for change, either through redevelopment, new private development, or public improvements to infrastructure
- “Known” to the community in some way—either because it is already considered a distinct area (e.g. Mableton Town Center, Six Flags) or because it’s a place that’s frequently visited

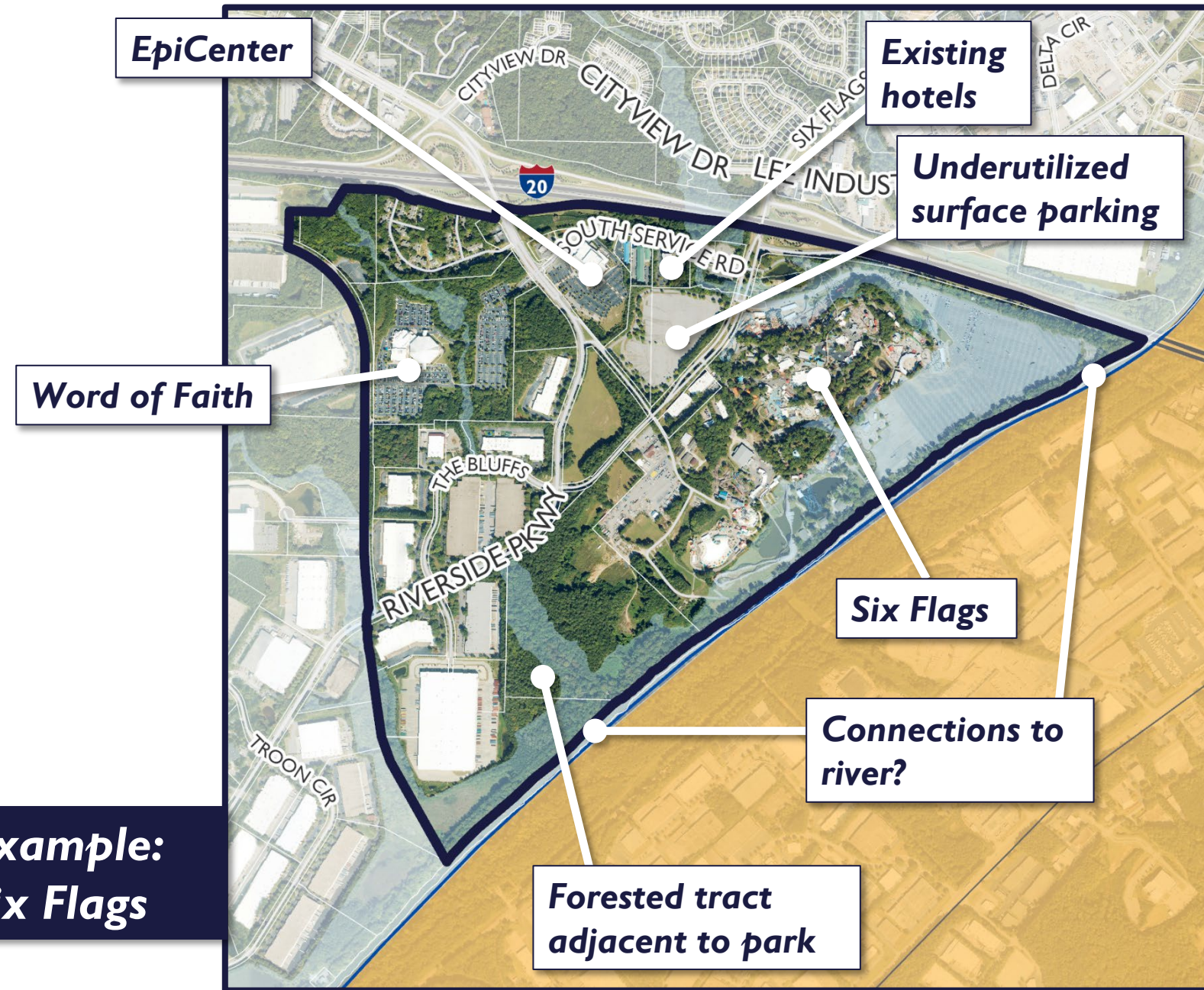
Why these boundaries?



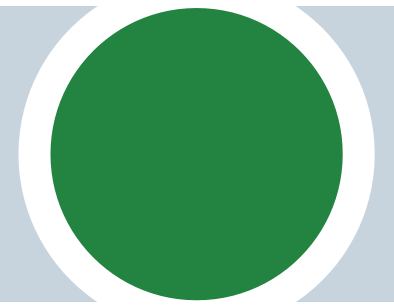
Main goal for creating boundaries:

- Capture as many “opportunities” as possible around the major assets or key destination that defines the focus area.
- Include:
 - Redevelopment/new development opportunities
 - Public rights-of-way
 - Public property
 - Potential connections
 - Major stakeholders’ properties

**Example:
Six Flags**



Activity



Your task:



Break into three groups: Six Flags/River Line, Mableton Town Center/Floyd Road, and the Silver Comet Trailhead.



Are there any changes you would recommend making to the boundary? **Draw those onto the map using permanent marker.**



What should we know about this area before getting started? **Leave a comment and connect your sticky note to the map using the yarn.**

- A** SIX FLAGS / RIVER LINE
- B** MABLETON TOWN CENTER / FLOYD ROAD
- C** SILVER COMET TRAILHEAD

Next Steps

5

Next Steps



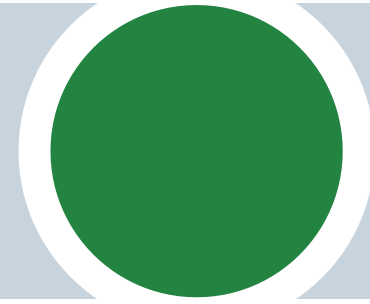
Upcoming engagements:

- Public Meeting #2 in June, located at EpiCenter
- Keep a look out for our Special Area Study workshops! Schedule information will be posted to www.mableton2045.org

Technical work:

- Wrap up existing conditions, needs, and opportunities
- Build out policy objectives attached to goals
- Build out Future Land Use strategy and recommendations

Thank You!



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