

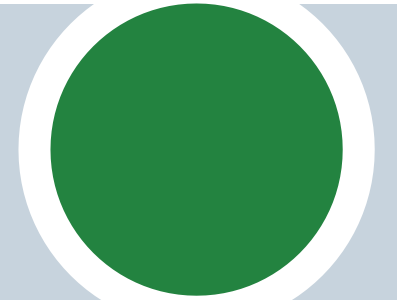


# MABLETON 2045 Comprehensive Plan

Public Meeting  
November 6, 2025



# Agenda

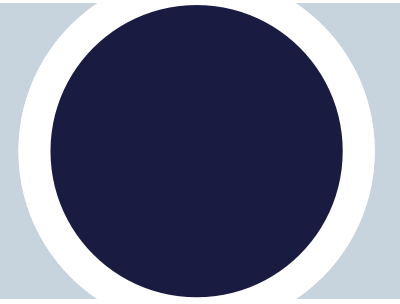


1. Welcome and Reintroductions
2. Review of Mableton 2045
3. Progress Update
4. Element Recommendations
5. Activity: Character Area Guidance
6. Next Steps and Closing

# Welcome and Reintroductions

1

# Elected Leadership



## Mayor

**Mayor  
Michael Owens**

## City Council

**Councilman Ron Davis**  
District 1

**Councilwoman Dami Oladapo**  
District 2

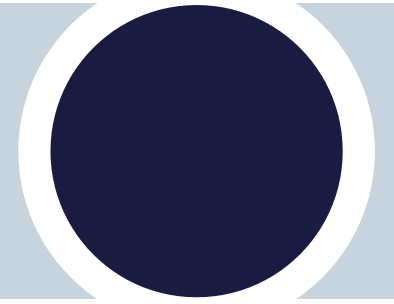
**Mayor Pro Tem Keisha Jeffcoat**  
Mayor Pro Tem, District 3

**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

**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

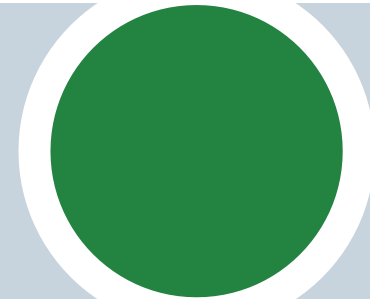
**Chad Glaser**  
Noell Consulting Group

**Sammy Powell**  
Atlas

# Review of Mableton 2045

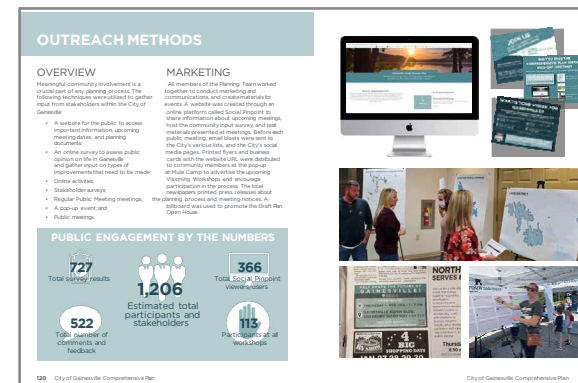
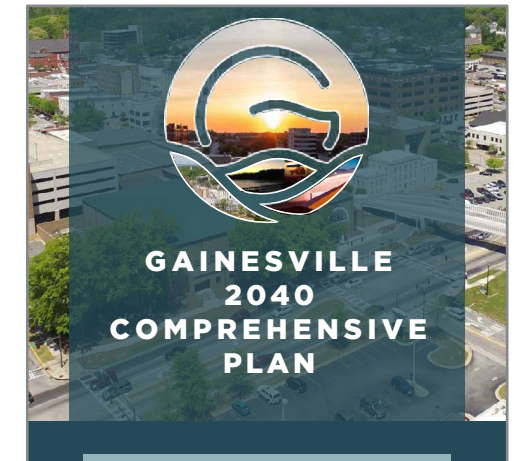
2

# Reminder: Comp Plan Purpose

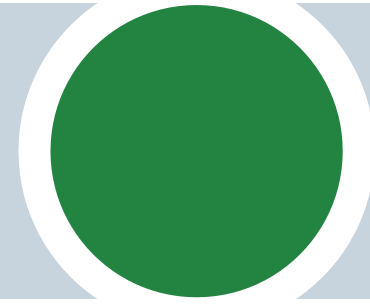


## What does a comprehensive plan do?

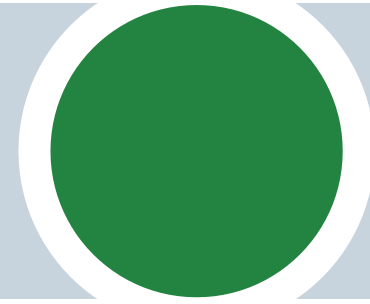
- Sets long-term **community goals** related to all elements a city is responsible for—usually land use, transportation, economic development, housing, and infrastructure
- Recommendations **future land use** policies for the entire jurisdiction
- Provides a **Community Work Program** for all City-led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



# Mableton 2045 Process



# Mableton 2045 Process



**Assess  
Existing  
Conditions**

**Engage the  
Community**

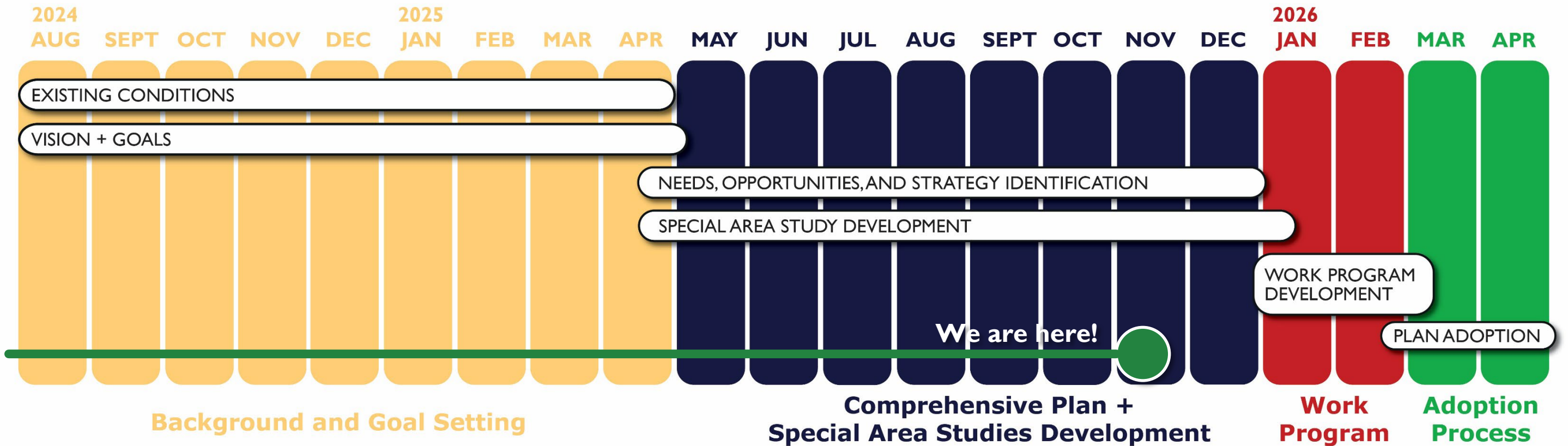
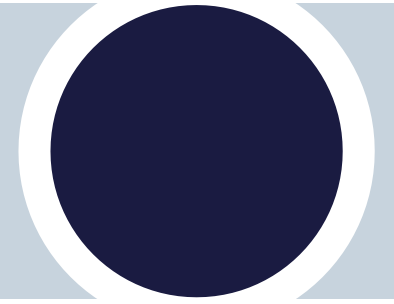
**Develop Vision  
and Goals**

**We are in  
this phase!**

**Recommend  
Policies and  
Projects**

**Finalize Plan  
and Begin to  
Implement**

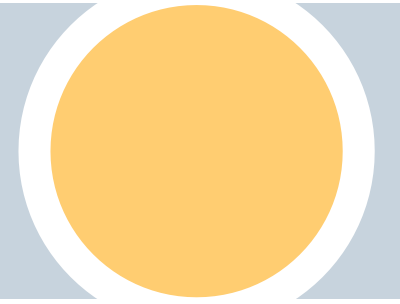
# Mableton 2045 Schedule



# Progress Update

3

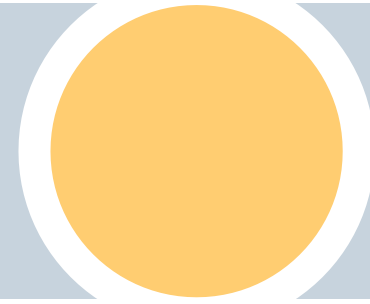
# Work Completed



## Engage the Community

- Held third and fourth Public Meeting meetings (10/13 and 11/6)
- Held our second public meeting for feedback on needs, opportunities, and goals
- Held in-person charrettes for all five **Special Area Studies**

# Work Completed



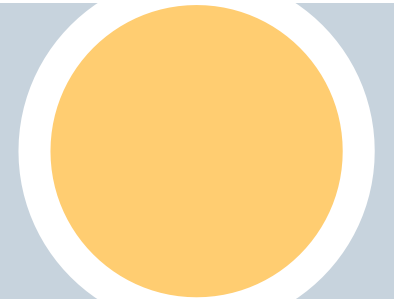
Engage the  
Community

- Held three in-person charrettes on the **Special Area Studies**



*Special Area Studies 3 and 4 Workshop*

# Special Area Studies



## Comprehensive Plan

Policy on plan elements

Future land use guidance

Physical improvement projects

Framework for other city initiatives

## Special Area Studies



Interpret plan policy



Apply future land use guidance to specific area



Propose physical improvements

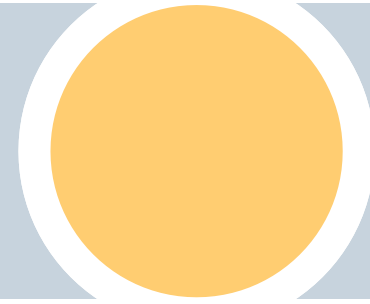


Apply city initiatives



***Action-oriented plan for a defined area!***

# Special Area Study Charrettes

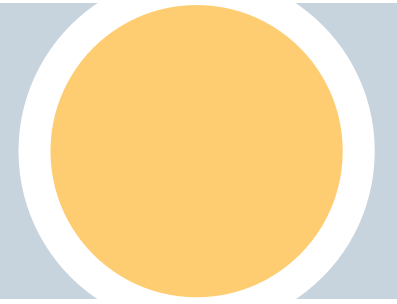


- Reviewed each area's existing conditions and market potential
- Led a visioning exercise to confirm redevelopment and improvement goals
- Conducted a study area tour
- Led hands-on design sessions with attendees!



*Special Area Studies  
3 and 4 Workshop*

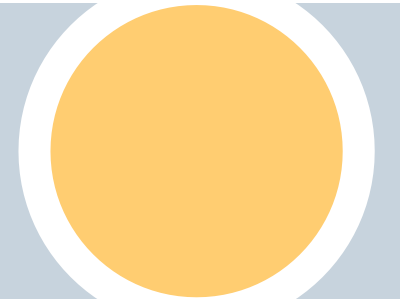
# Work Completed



## Develop Vision and Goals

- Revised and finalized goals for each element
- Developed vision and goals for each of the five special areas

# Work Completed



## Recommend Policies and Projects

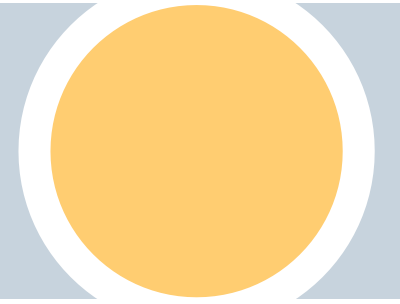
- Built out policy recommendations and high-level action items for each element
- Built out future land use strategy

***This is the focus of today's meeting! We need your feedback on both of these.***

# Element Recap

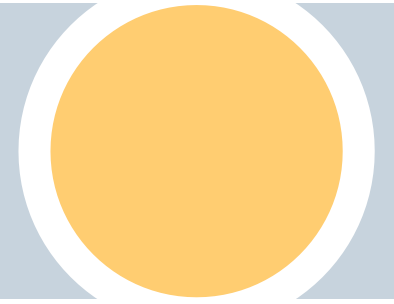
4

# Element Structure



- Existing conditions analysis
- Community feedback and priorities
- Needs and opportunities
- Goals
  
- Recommended policies and action items
- Future land use guidance

# Element Structure



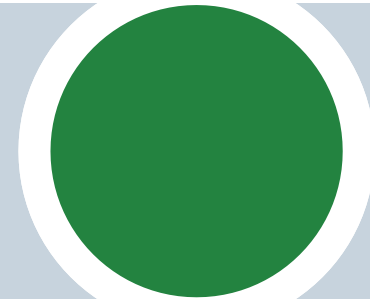
- Existing conditions analysis
- Community feedback and priorities
- Needs and opportunities
- Goals

**Complete with your help!**

- Recommended policies and action items
- Future land use guidance

**For discussion and feedback tonight!**

# Mableton 2045 Elements



**Land Use**

**Economic  
Development**

**Housing**

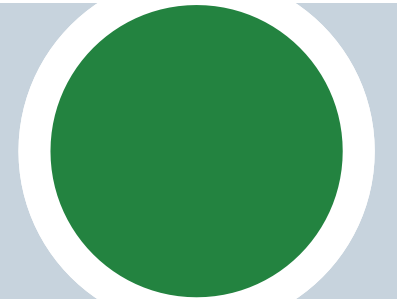
**Transportation**

**Environment  
and  
Sustainability**

**Cultural  
Resources**

**Historic  
Preservation**

# Mableton 2045 Elements



## Instructions

Go to

**[www.menti.com](http://www.menti.com)**

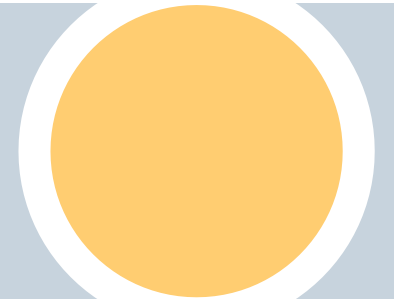
Enter the code

**3278 4015**



Or use QR code

# Land Use Element



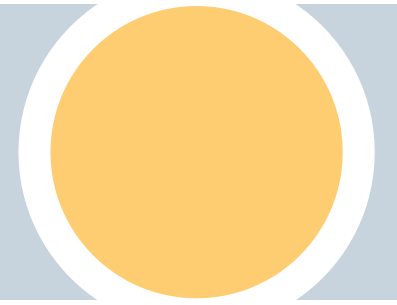
**Focuses on:**  
how land can be improved or developed over time



## *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.

# Land Use Element



**Focuses on:**  
how land can be improved or developed over time

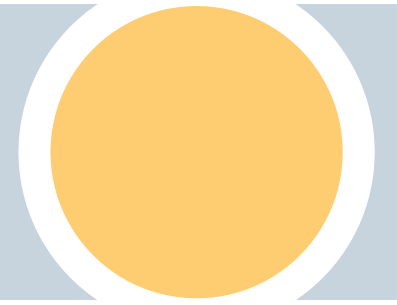


## **Goals (abbr.)**

## **Draft Policies**

|          |   |  |
|----------|---|--|
| <b>1</b> | Create a true downtown district.                          | - Promote “town center” development near Veterans Memorial Highway, Floyd Road, and Mableton Parkway.  |
| <b>2</b> | Kickstart transformative development with new investment. | - Identify clusters for neighborhood mixed-use villages along key corridors throughout the city.<br>- Explore public improvements that help improve aesthetics within key development areas. |
| <b>3</b> | Promote walkable design.                                  | - Establish mixed-use zoning categories that allow for flexible design metrics.<br>- Require new developments to have multiple access points to major roadways, adjoining parcels, or both.  |
| <b>4</b> | Diversity non-residential uses.                           | - Coordinate with property owners to build support for potential redevelopment projects.   |

# Land Use Element



**Focuses on:**  
how land can be improved or developed over time

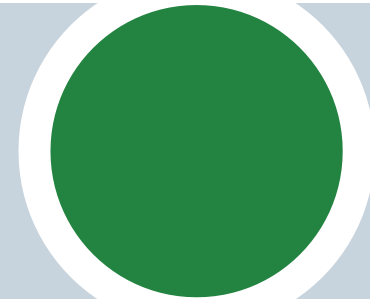


## Goals (abbr.)

## Draft Policies

|          |  |  |
|----------|--|--|
| <b>5</b> | Leverage unique destinations to spark investment.          | - Coordinate with key entities (Six Flags, Trust for Public Land, Cobb County Parks and Recreation) to understand long-term goals near destinations.   |
| <b>6</b> | Protect the scale and quality of Mableton's neighborhoods. | - Establish single-family and mixed housing zoning districts that uphold the form and scale of existing neighborhoods.<br>- Explore funding opportunities to help homeowners make improvements or renovations to their houses. |
| <b>7</b> | Establish transparent process for land use decisions.      | - Engage community members as future zoning and regulatory processes are being developed.<br>- Lead an educational campaign about land use decision-making processes.  |

# Economic Development Element



## Focuses on:

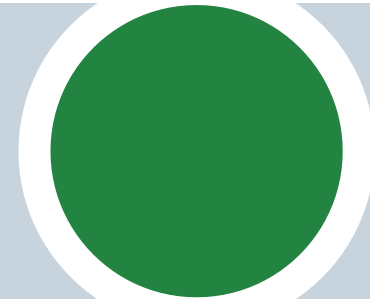
economic drivers such as employment, jobs, and tourism



## Goals

1. Continue investing in infrastructure that maintains Mableton's easy access to the region.
2. Work with Six Flags to secure and grow the entertainment district.
3. Expand Mableton's employment base to include office and other employment centers.
4. Support Mableton's industrial sector.
5. Enhance Mableton's image and perception, especially through creating more walkable and aesthetic environments along key corridors.
6. Work with Cobb County to improve K-12 educational opportunities to encourage families to stay in Mableton.

# Economic Development Element



## Focuses on:

economic drivers such as employment, jobs, and tourism

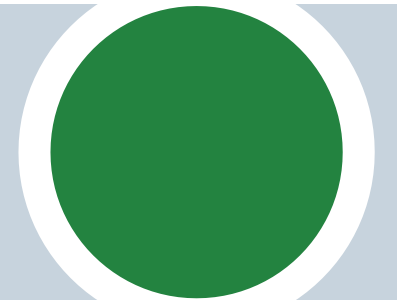


## Goals (abbr.)

## Draft Policies

|   |                                     |   |
|---|-------------------------------------|---|
| 1 | Maintain easy access to the region. | - Support improvements to key corridors (I-20, Veterans Memorial, East-West Connector) to alleviate pain points and increase efficiency.                            |
| 2 | Grow the Entertainment District.    | - Secure new hotel investment at Riverside Parkway interchange, as well as dining and retail services.<br>- Address perception of crime and safety around the park. |
| 3 | Expand Mableton's employment base.  | - Support job creation in the downtown district.<br>- Stimulate "mixed-use villages" through targeted investments and longer-term planning.                         |

# Economic Development Element



## Focuses on:

economic drivers such as employment, jobs, and tourism

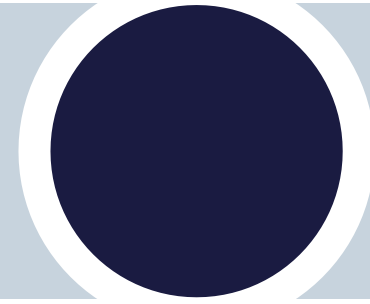


## Goals (abbr.)

## Draft Policies

|   |  |   |
|---|--|---|
| 4 | Support Mableton's industrial sector.          | - Consider investments in trail systems and connections to the Chattahoochee and nearby entertainment districts to enhance employee attraction.   |
| 5 | Enhance Mableton's image and perception.       | <ul style="list-style-type: none"> <li>- Invest in intersection at Veterans Memorial Highway and Floyd Road, including streetscape improvements and landscaping.</li> <li>- Approach intersection improvements as public-private ventures.</li> </ul> |
| 6 | Work with Cobb County to improve K-12 schools. | - Organize regular meetings to address parent concerns and determine how wrap-around services can be provided or augmented by the City.   |

# Housing Element



## Focuses on:

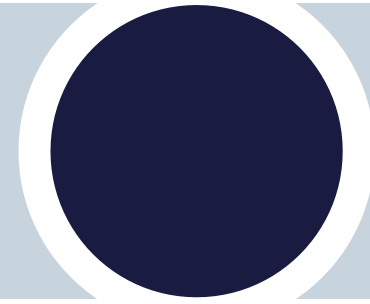
housing types, supply, demand, and development



## Goals

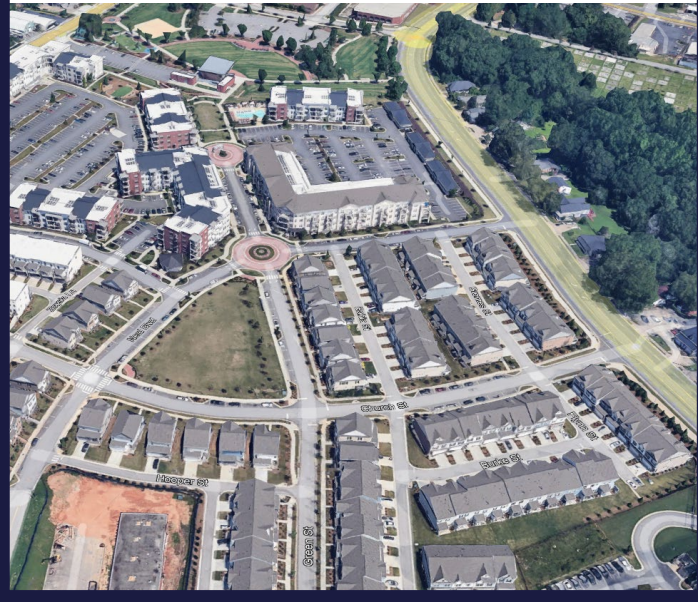
1. Address declining housing conditions in older multi-family residential areas.
2. Encourage construction of entry-level housing that is attainable to young working families.
3. Support a mix of quality housing types that appeal to a broad range of households.
4. Support opportunities for seniors to age in place.

# Housing Element



## Focuses on:

housing types, supply, demand, and development

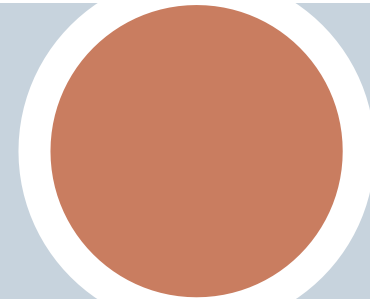


## Goals (abbr.)

## Draft Policies

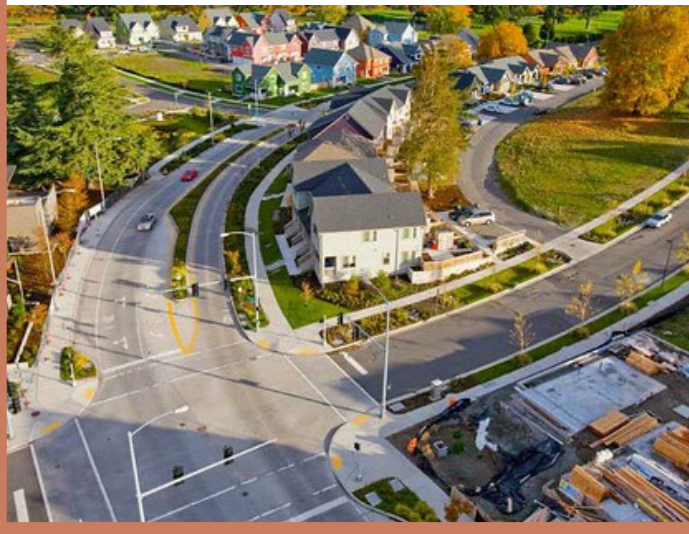
|          |   |   |
|----------|---|---|
| <b>1</b> | Address declining housing conditions.       | <ul style="list-style-type: none"> <li>- Address safety perception issues, especially along Riverside Parkway corridor.</li> <li>- Devise strategy for augmented code enforcement.</li> </ul>   |
| <b>2</b> | Encourage entry-level housing construction. | <ul style="list-style-type: none"> <li>- Explore opportunities for reducing minimum square footage requirements for new construction.</li> <li>- Promote alternative housing types (duplex, triplex) in single-family areas.</li> </ul> |
| <b>3</b> | Support a mix of housing types.             | <ul style="list-style-type: none"> <li>- Create flexible zoning categories that allow for a mix of housing types and flexible design metrics.</li> </ul>  |
| <b>4</b> | Support seniors to age in place.            | <ul style="list-style-type: none"> <li>- Pursue options for senior housing on City-owned land.</li> <li>- Explore allowing Accessory Dwelling Units (ADUs) in single-family areas.</li> </ul>   |

# Transportation Element



## Focuses on:

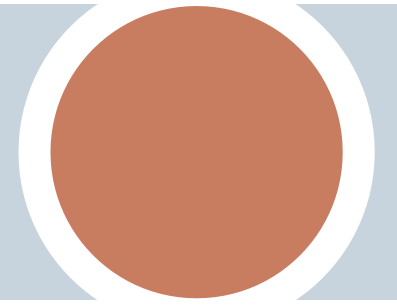
vehicular transportation, trails/sidewalks, bike facilities, and transit



## Goals

1. Improve mobility and accessibility for all users.
2. Improve public transit.
3. Promote safety for all transportation modes.
4. Support sustainable and resilient transportation systems.
5. Improve transportation equity and affordability.
6. Maintain and modernize transportation infrastructure.
7. Foster regional connectivity and economic competitiveness.
8. Strengthen north-south and east-west connectivity.

# Transportation Element



**Focuses on:**  
vehicular  
transportation,  
trails/sidewalks, bike  
facilities, and transit

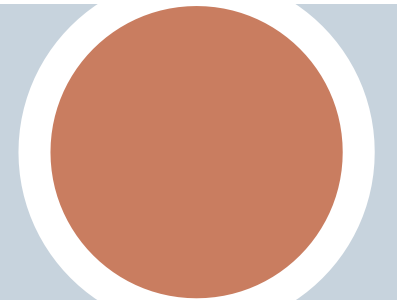


## Goals (abbr.)

## Draft Policies

|          |                                     |  |
|----------|-------------------------------------|--|
| <b>1</b> | Improve mobility and accessibility. | <ul style="list-style-type: none"> <li>- Expand multimodal networks to connect residential areas with employment centers, schools, and public services</li> <li>- Prioritize “Complete Streets” designs.</li> <li>- Enhance wayfinding systems.</li> </ul> |
| <b>2</b> | Improve public transit.             | <ul style="list-style-type: none"> <li>- Expand high-frequency transit corridors and Bus Rapid Transit (BRT) in high-demand areas.</li> <li>- Improve bus stops and add amenities.</li> </ul>  |
| <b>3</b> | Promote safety for all modes.       | <ul style="list-style-type: none"> <li>- Implement a Vision Zero policy framework.</li> <li>- Identify and redesign high-crash corridors using traffic calming, protected intersections, and improved crossings.</li> </ul>                                |
| <b>4</b> | Support sustainable systems.        | <ul style="list-style-type: none"> <li>- Promote electric vehicle (EV) infrastructure and fleet conversion.</li> <li>- Encourage active transportation.</li> </ul>   |

# Transportation Element



**Focuses on:**  
vehicular transportation, trails/sidewalks, bike facilities, and transit



## Goals (abbr.)

## Draft Policies

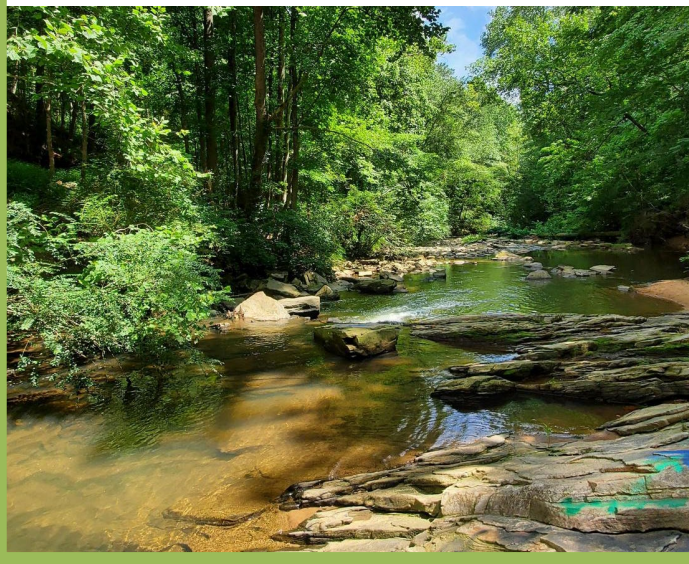
|          |  |   |
|----------|--|---|
| <b>5</b> | Improve equity and affordability.                  | <ul style="list-style-type: none"> <li>- Conduct equity impact assessments for major transportation projects.</li> <li>- Improve connectivity to underserved neighborhoods through targeted investments.</li> </ul> |
| <b>6</b> | Modernize infrastructure.                          | <ul style="list-style-type: none"> <li>- Deploy intelligent transportation systems (ITS) for traffic management and real-time data collection.</li> </ul>   |
| <b>7</b> | Foster regional connectivity.                      | <ul style="list-style-type: none"> <li>- Improve freight corridors and intermodal facilities to enhance efficiency.</li> <li>- Encourage regional cooperation.</li> </ul>   |
| <b>8</b> | Strengthen north-south and east-west connectivity. | <ul style="list-style-type: none"> <li>- Develop a well-connected multimodal network that provides efficient, safe, and direct travel options across the city in all directions.</li> </ul>                         |

# Environment and Sustainability Element



## Focuses on:

natural resources, open space, and measures for their protection and stewardship



## Goals

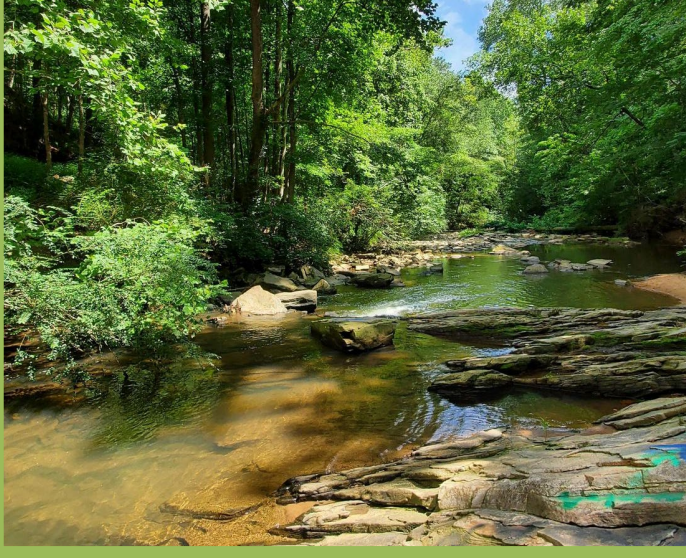
1. Clean up Mableton!
2. Expand the system of green space to encourage more access to nature.
3. Address stormwater challenges and areas prone to flooding.
4. Protect and expand the City's extensive tree canopy.
5. Protect the City's scenic viewsheds.

# Environment and Sustainability Element



**Focuses on:**

natural resources, open space, and measures for their protection and stewardship



**Goals (abbr.)**

**Draft Policies**

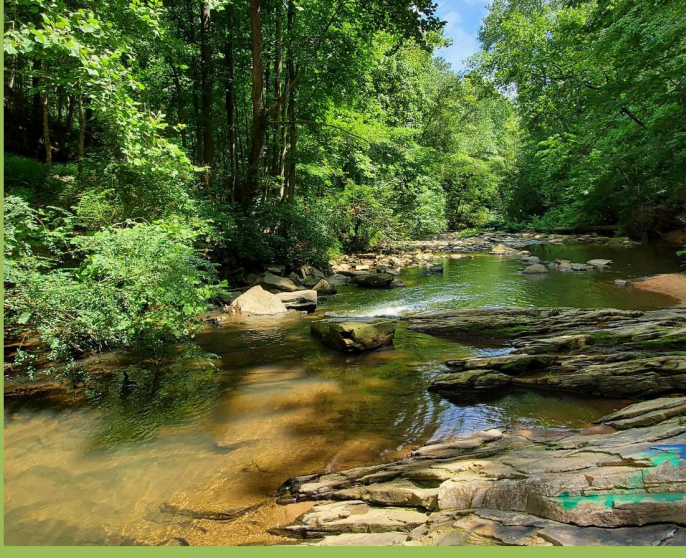
|   |                                |   |
|---|--------------------------------|---|
| 1 | Clean up Mableton.             | <ul style="list-style-type: none"> <li>- Focus enforcement/clean-up in places that are highly visible or environmentally sensitive.</li> <li>- Evaluate options for expanding recycling opportunities.</li> </ul> |
| 2 | Expand access to nature.       | <ul style="list-style-type: none"> <li>- Invest in a comprehensive system of parks and open spaces.</li> <li>- Conserve and improve access to natural features, such as waterways and forested areas.</li> </ul>  |
| 3 | Improve stormwater management. | <ul style="list-style-type: none"> <li>- Protect wetlands and floodplains.</li> <li>- Expand green infrastructure.</li> </ul>   |

# Environment and Sustainability Element



**Focuses on:**

natural resources, open space, and measures for their protection and stewardship

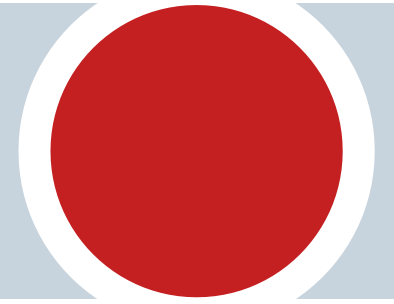


**Goals (abbr.)**

**Draft Policies**

|   |                                 |  |
|---|---------------------------------|--|
| 4 | Protect and expand tree canopy. | <ul style="list-style-type: none"> <li>- Invest in street trees.</li> <li>- Improve requirements for trees and landscaping in new development.</li> <li>- Incentivize best practices for trees on private property.</li> </ul> |
| 5 | Protect scenic viewsheds.       | <ul style="list-style-type: none"> <li>- Map and preserve exceptional viewsheds.</li> </ul>  |

# Cultural Resources



## Focuses on:

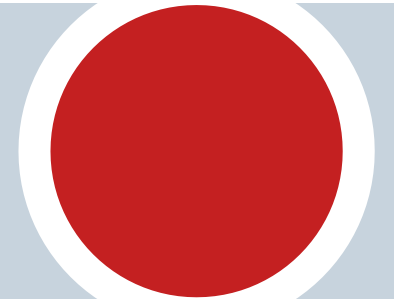
Mableton's identity, arts and cultural opportunities, and visual aesthetics



## Goals

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

# Cultural Resources



## Focuses on:

Mableton's identity, arts and cultural opportunities, and visual aesthetics

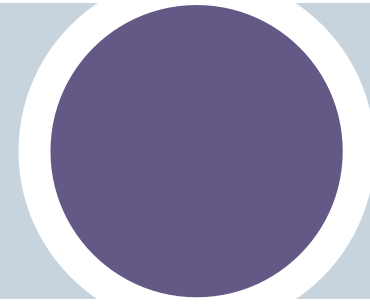


## Goals (abbr.)

## Draft Policies

|          |  |   |
|----------|--|---|
| <b>1</b> | Support the growing arts community.                  | <ul style="list-style-type: none"><li>- Proactively build and strengthen partnerships with arts and cultural organizations.</li><li>- Support the development of arts- and culture-based spaces.</li><li>- Elevate and celebrate local artists.</li></ul> |
| <b>2</b> | Integrate art into new development.                  | <ul style="list-style-type: none"><li>- Prioritize public art and placemaking at activity centers / clustered development.</li><li>- Invest in placemaking in public rights-of-way.</li></ul>   |
| <b>3</b> | Explore opportunities for more events and festivals. | <ul style="list-style-type: none"><li>- Represent the city's diversity through programs and events.</li><li>- Streamline the process for non-profits and other organizations to host events and festivals.</li></ul>                                      |

# Historic Preservation



**Focuses on:**

historic resources  
Mableton wishes to honor and celebrate



**Goals**

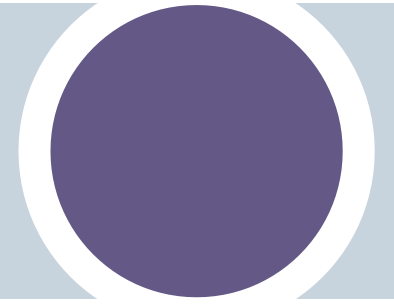
1. Tell the story of Mableton’s history and communities through art, events, and parks.
2. Invest in the protection of remaining historic resources.

**Goals (abbr.)**

**Draft Policies**

|          |                                       |  |
|----------|---------------------------------------|--|
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| <b>2</b> | Protect remaining historic resources. | <ul style="list-style-type: none"> <li>- Proactively support the preservation of the Concord Covered Bridge District.</li> <li>- Support and celebrate River Line resources.</li> <li>- Integrate historic structures into downtown Mableton’s redevelopment.</li> </ul> |

# Historic Preservation



## Focuses on:

historic resources  
Mableton wishes to  
honor and celebrate



## Goals (abbr.)

## Draft Policies

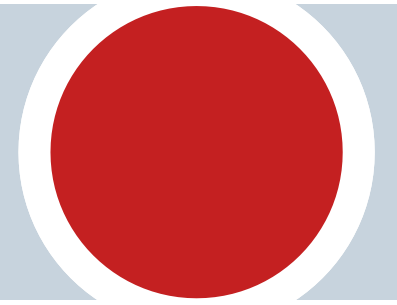
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# Questions for the team?

# Activity: Character Area Guidance

5

# Reminder: Elements



**Land Use**

**Economic  
Development**

**Housing**

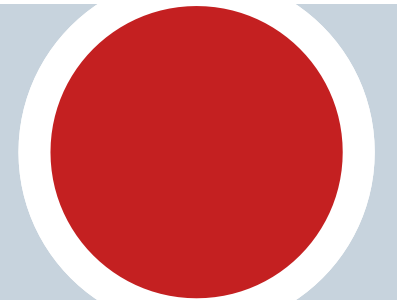
**Transportation**

**Environment  
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# Reminder: Elements



**Land Use**

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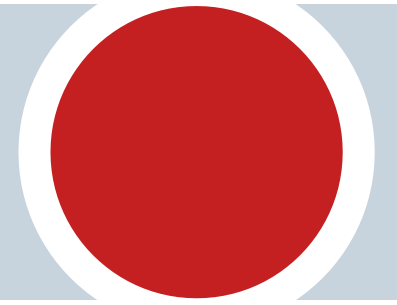
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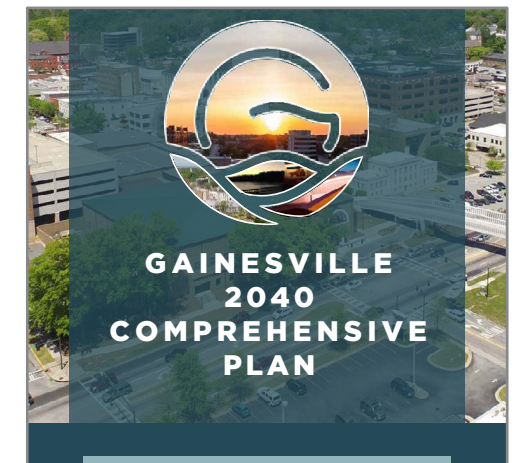
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# Land Use Role

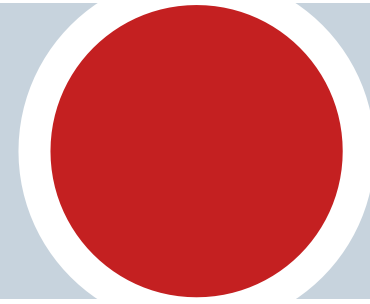


## What does a comprehensive plan do?

- 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

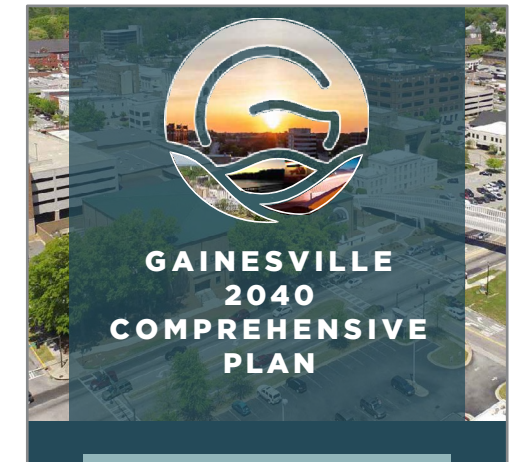


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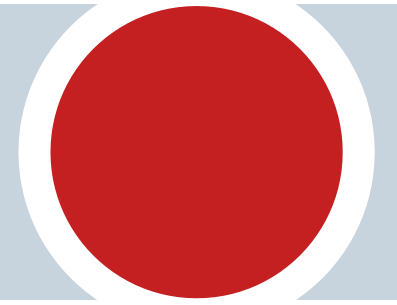


What does a comprehensive plan do?

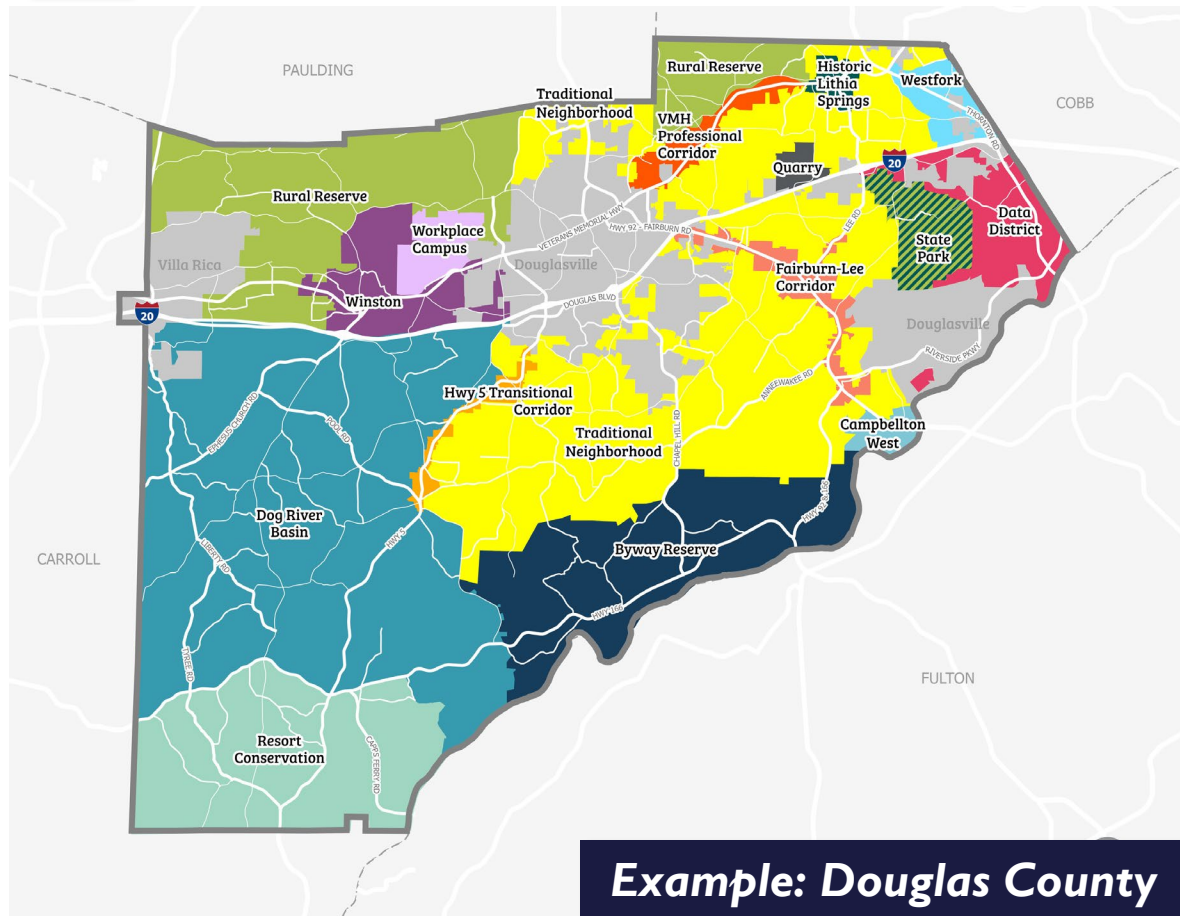
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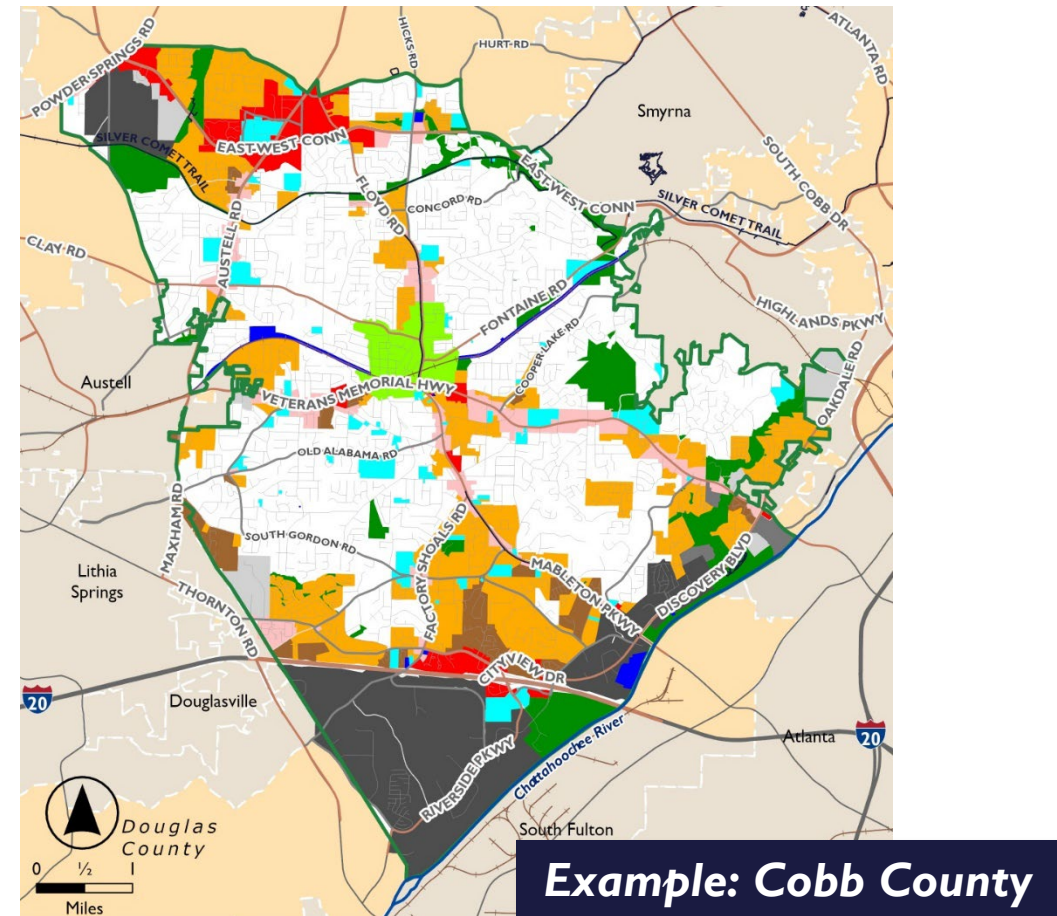
# Two Approaches



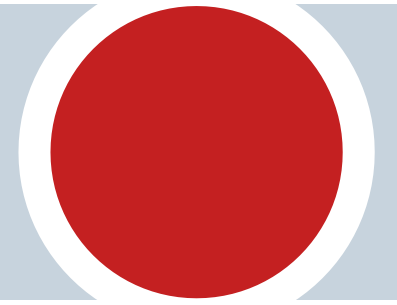
## 1 Character Areas



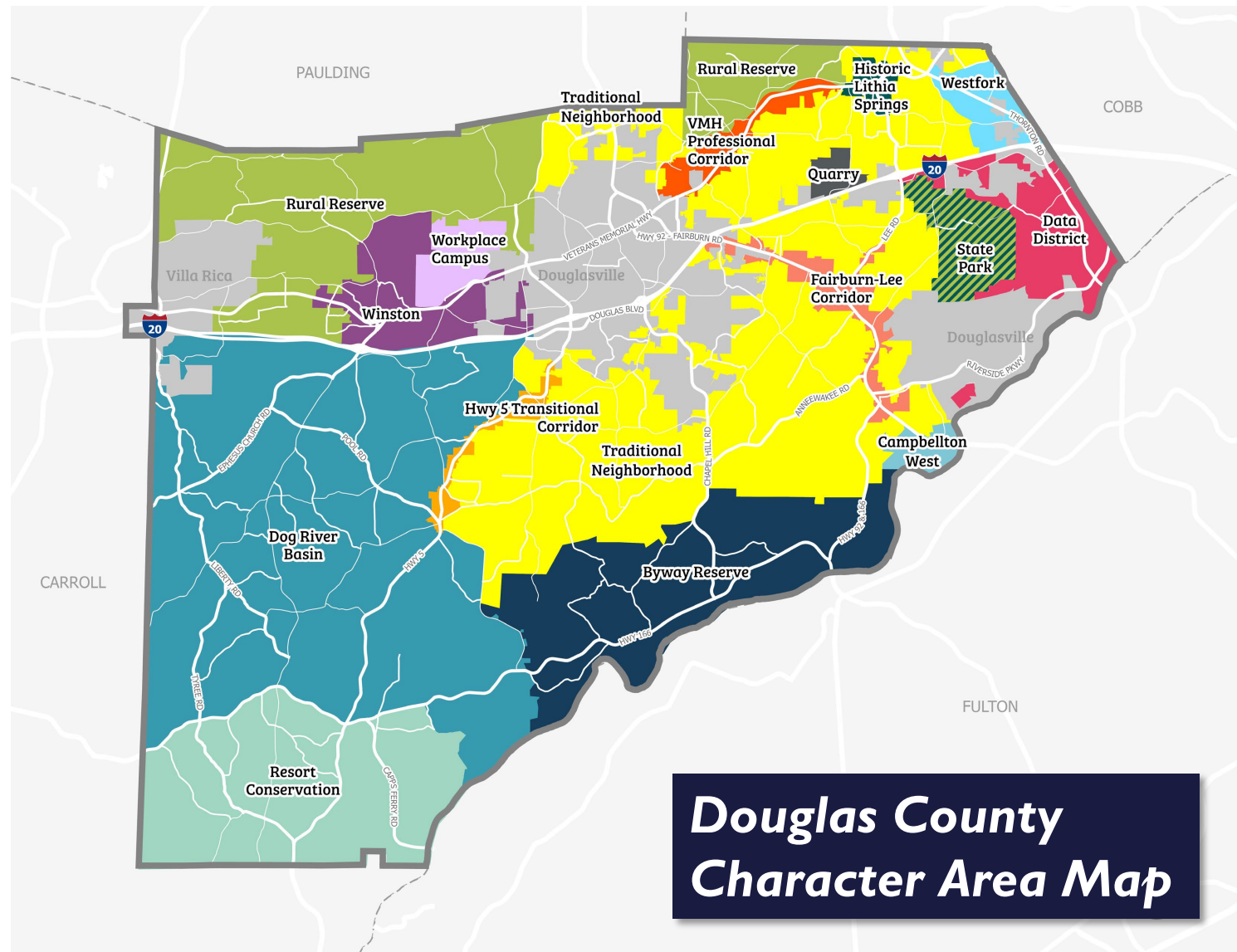
## 2 Future Land Use



# Character Area Approach

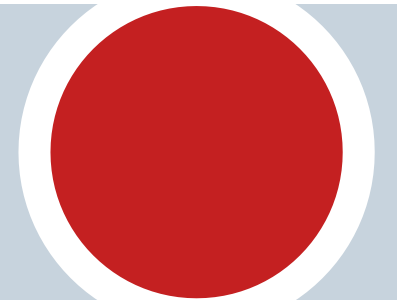


- I** **Character Area (n.):** a defined geographical area that has a similar look and feel
- Establishes areas appropriate for growth, redevelopment, or preservation
  - Establishes a set of future land use or future development types that are appropriate within each area
  - Provides a more flexible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



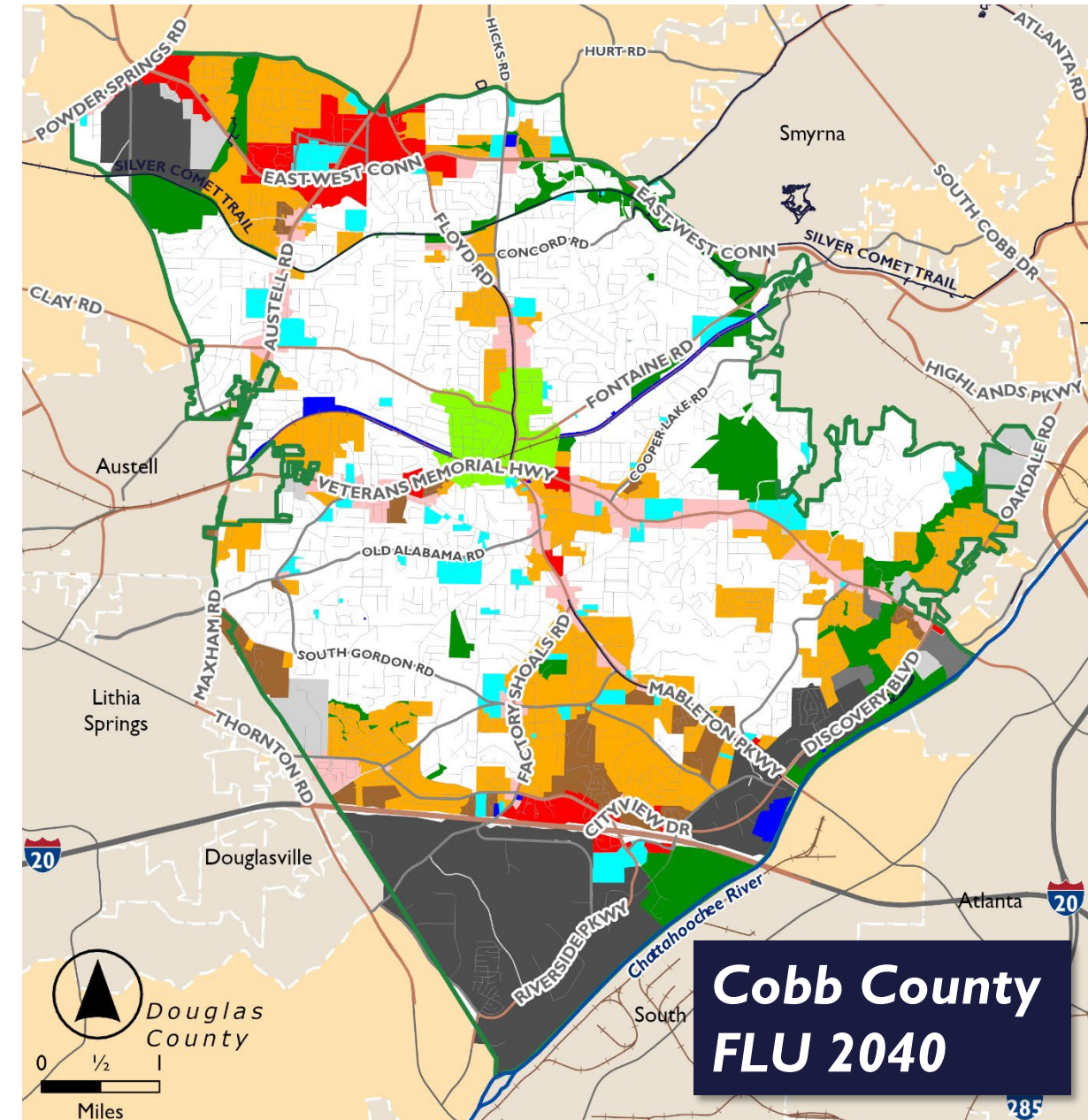
**Douglas County  
Character Area Map**

# Future Land Use Approach

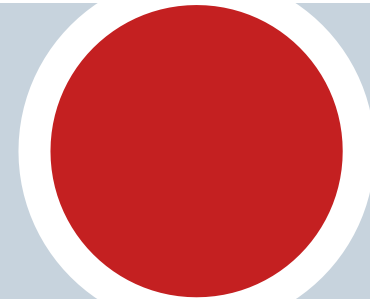


## 2 *Future Land Use Map (n.)*: assigns specific land uses to parcels

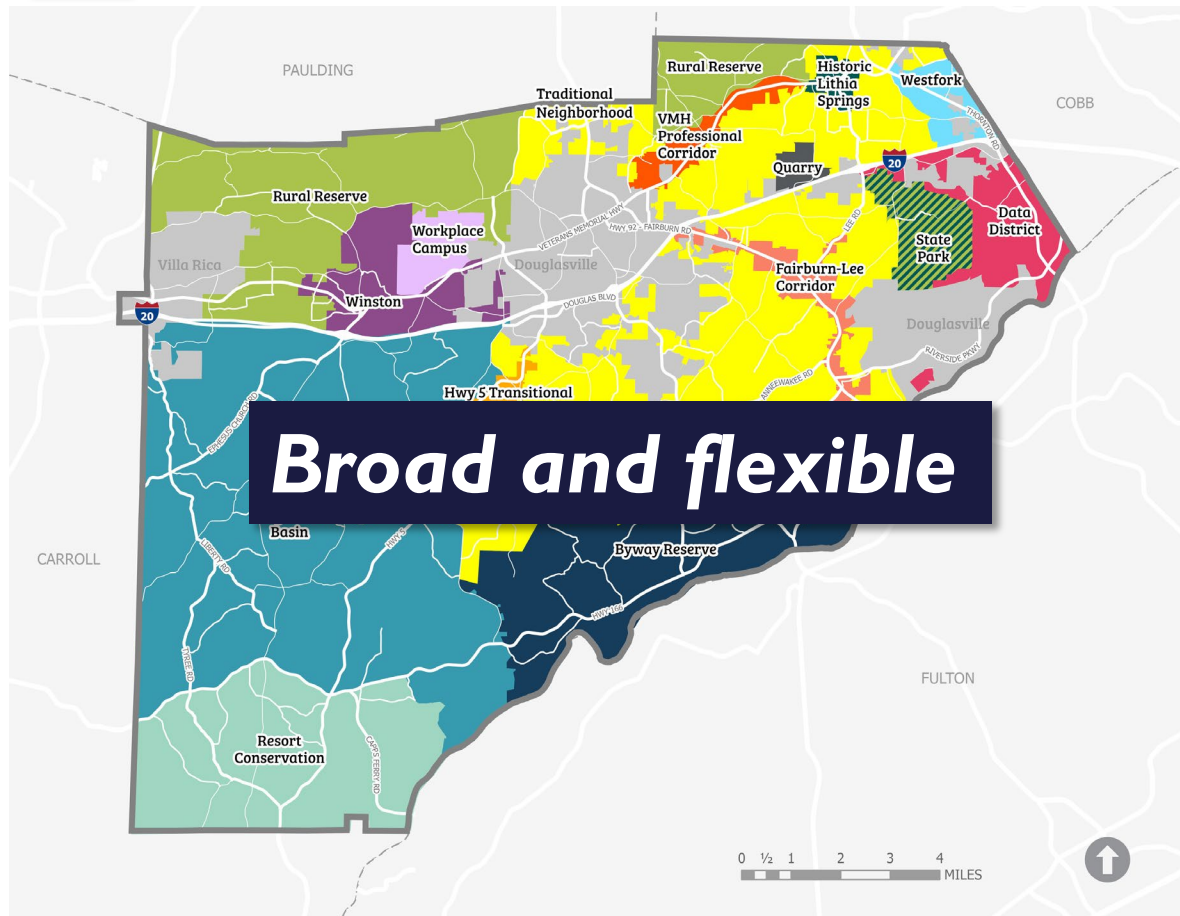
- Identifies a single preferred land use for every parcel in the future
- The future land use designation comes into play when a landowner requests a rezoning
- Common/traditional approach, but not required
- This is what Cobb County has now →



# Relationship

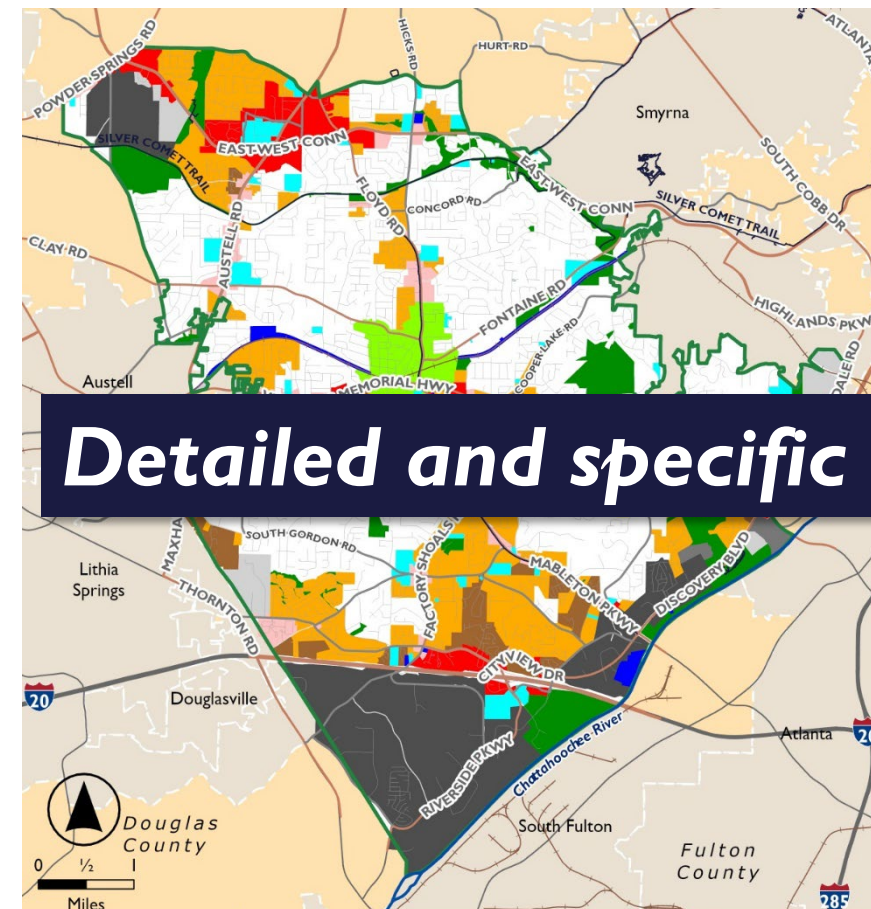


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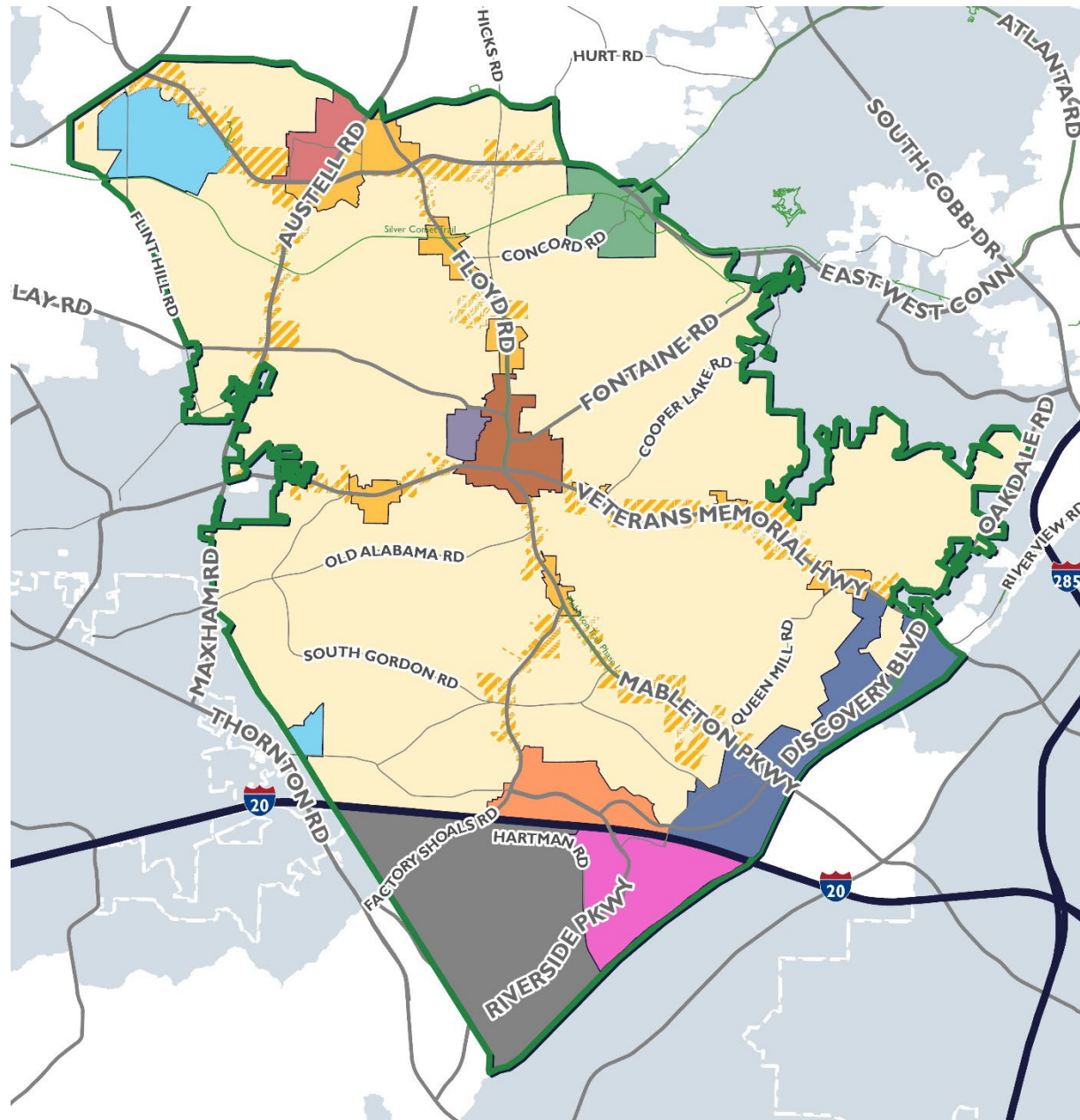
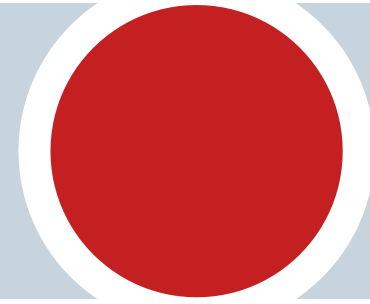


vs.

## 2 Future Land Use

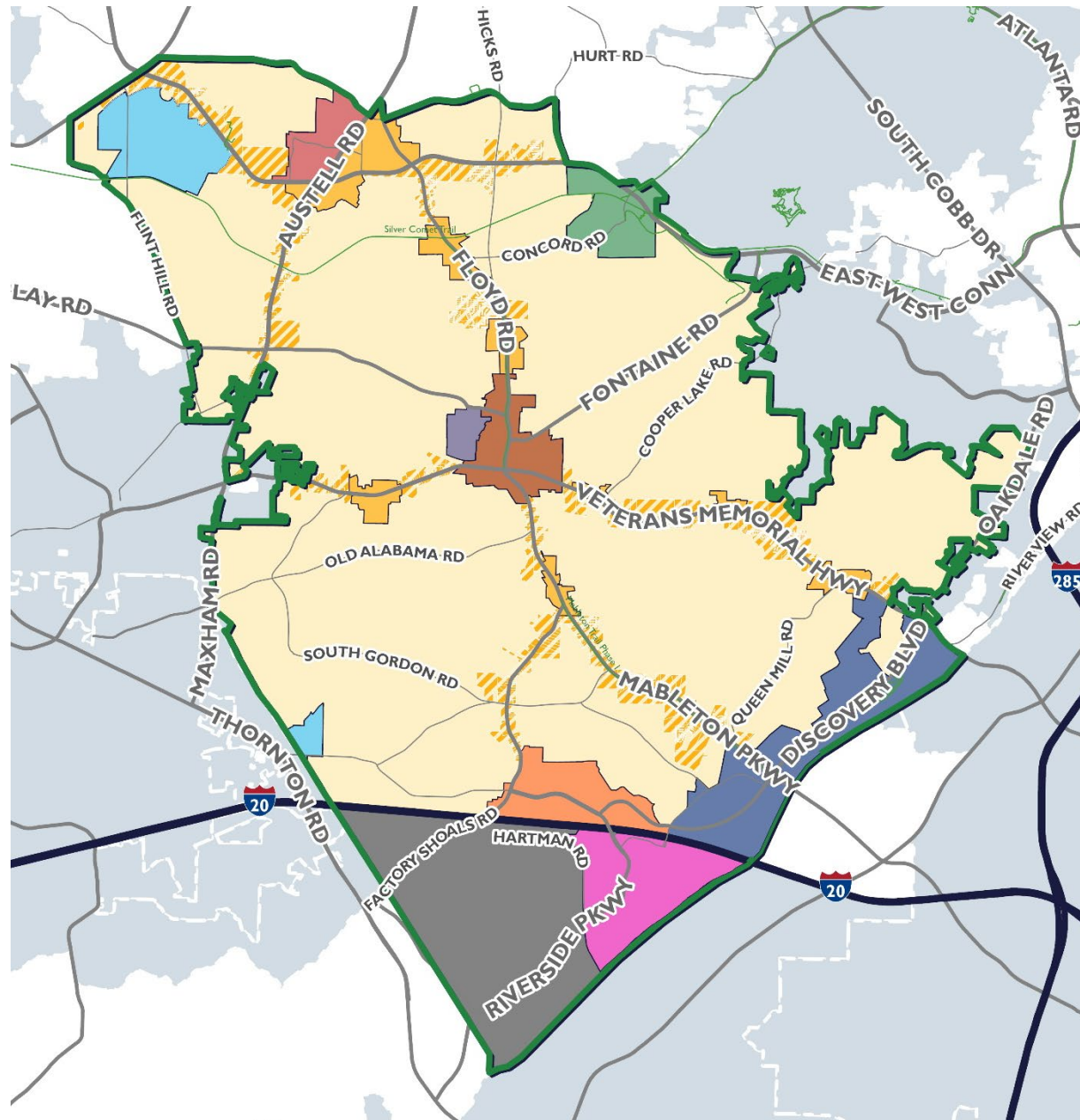
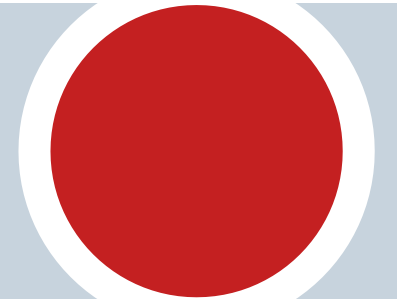


# Our Recommendation:



**3** *Blend the two!*

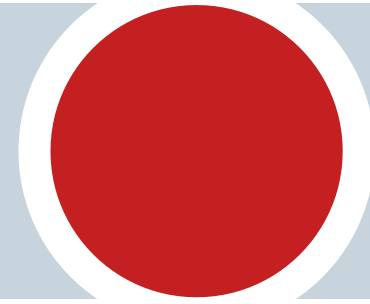
# Our Recommendation:



## 3 *Blend the two!*

- Character area map
- Within each character area:
  - General policies
  - 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

# 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.

52

#### Future Development

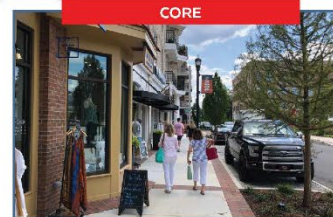
##### Appropriate Intensity



##### 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

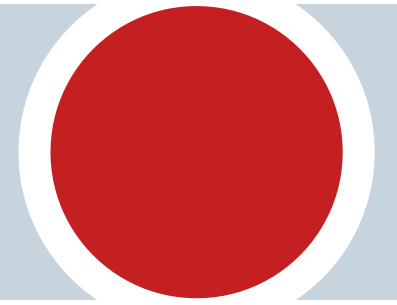


#### Action Items

- › 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.
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53

# Examples



## City of Dunwoody Comprehensive Plan

### DUNWOODY VILLAGE



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**Future Development**

Appropriate Intensity

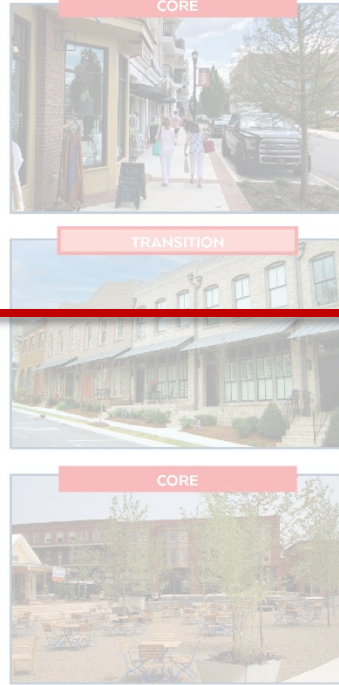
2-4 STORIES - CORE

1-3 STORIES - TRANSITION

**Appropriate Land Uses**

| Stop-Light                      | LAND USE                          | CONSIDERATIONS  |
|---------------------------------|-----------------------------------|-----------------|
| Stop-Light                      | Townhomes                         |                 |
|                                 | Senior/Assisted Living            |                 |
|                                 | Mixed Use                         |                 |
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| Appropriate                     | Parks/Open Space                  |                 |
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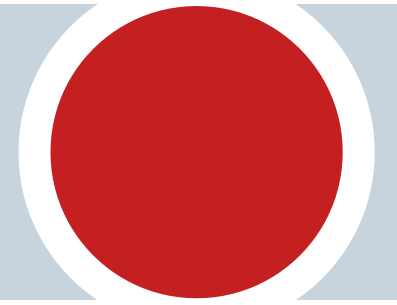


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**Info about the intent / vision of each area**

# Examples



## City of Dunwoody Comprehensive Plan

### DUNWOODY VILLAGE



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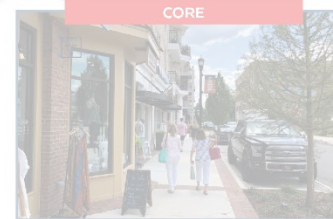
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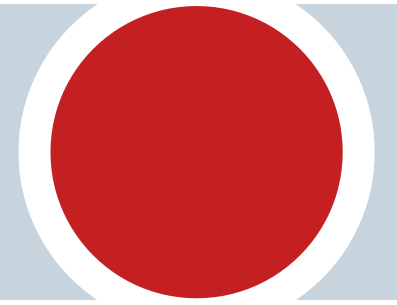


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**A land use "stoplight" table, showing what is and is not appropriate**

# Examples



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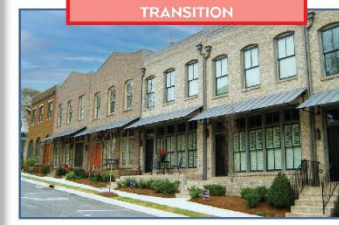
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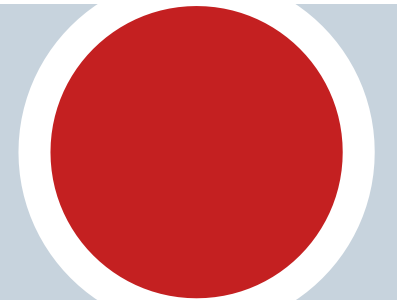


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**Example character imagery**

# Examples



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### DUNWOODY VILLAGE



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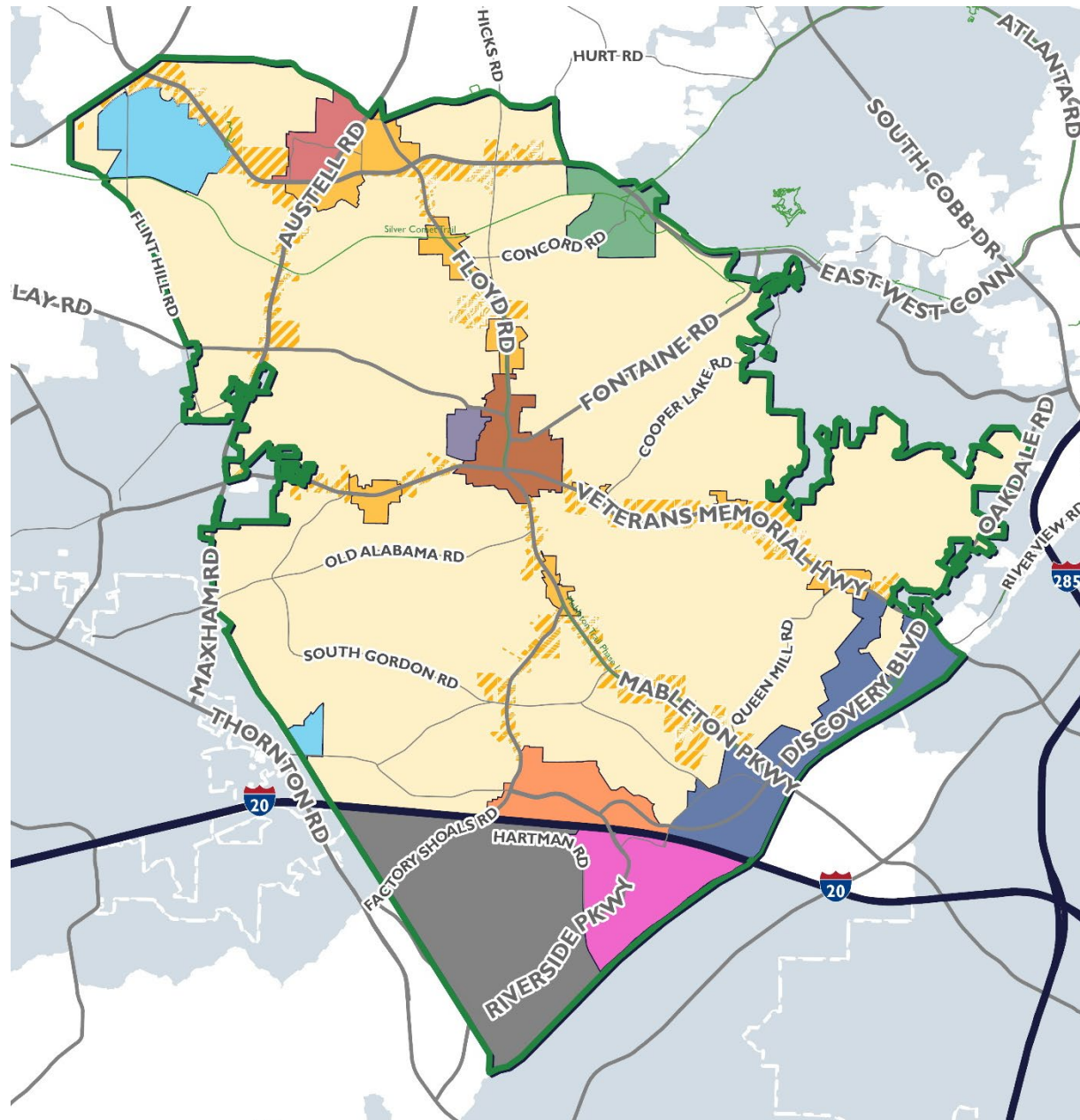
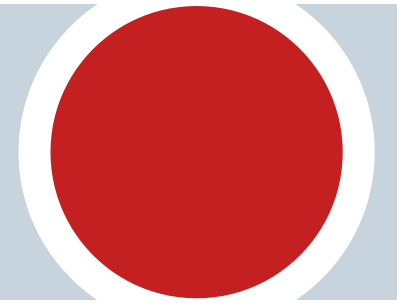


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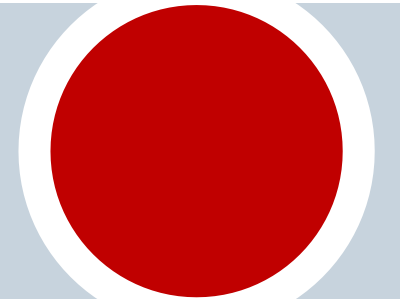
**Action items, policies, or other considerations as needed**

# Proposed Character Areas



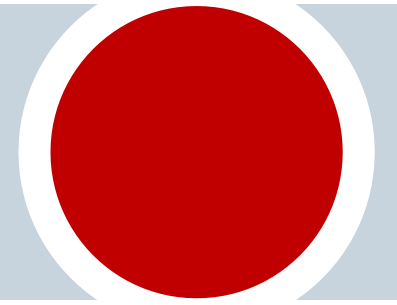
- Suburban Neighborhoods (Core)
- Suburban Neighborhoods (Transition)
- Mixed-Use Villages
- Colonial Pipeline & Oak Ridge
- Medical Center
- Covered Bridge Historic Gateway
- Historic Downtown
- New City Center
- Riverside Parkway
- River Line District
- Entertainment District
- Workplace District

# What we need from you:



*Help us fine-tune our stoplights.*

# What we need from you:



We've created drafts for every character area in Mableton.

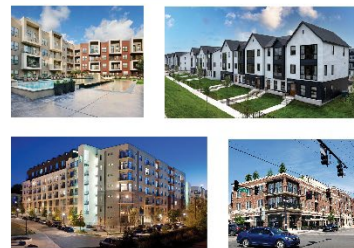
## Riverside Parkway



**Vision** Through revitalization and redevelopment, Riverside Parkway will become a vibrant district suitable for a variety of household types. New investment in this area will prioritize into a mixed-use neighborhood with easy access to goods, services, and leisure, both with entertainment and workplace hubs.

| Stoplight                       | Land Uses                    | Is this right? | Any considerations/conditions? |
|---------------------------------|------------------------------|----------------|--------------------------------|
| Appropriate                     | Small-Lot Residential        |                |                                |
|                                 | Cottage Courts               |                |                                |
|                                 | Multi-Unit                   |                |                                |
|                                 | Senior Living                |                |                                |
|                                 | Mixed Use                    |                |                                |
|                                 | Neighborhood Commercial      |                |                                |
|                                 | Civic                        |                |                                |
|                                 | Parks and Open Space         |                |                                |
| Appropriate with Considerations | Utilities and Transportation |                |                                |
|                                 | Large-Lot Residential        |                |                                |
|                                 | 2-4 Unit Residential         |                |                                |
|                                 | Townhouses                   |                |                                |
|                                 | Suburban Shopping Center     |                |                                |
|                                 | Heavy Commercial             |                |                                |
| Not Appropriate                 | Destination Commercial       |                |                                |
|                                 | Hotels                       |                |                                |
|                                 | Heavy Industrial             |                |                                |
|                                 | Craft Industrial             |                |                                |

### Character Imagery



## River Line District



**Vision** The River Line District will evolve into a unique eco-tourism district that celebrates the Chattahoochee River and its associated resources as the major amenities they are. New mixed-use development, high-quality residential neighborhoods, craft industrial that supports entertainment and retail at the edges of the district would be linked by greenways, large open spaces, and access to nature.

### Character Imagery



| Stoplight                       | Land Uses                    | Is this right? | Any considerations/conditions? |
|---------------------------------|------------------------------|----------------|--------------------------------|
| Appropriate                     | Small-Lot Residential        |                |                                |
|                                 | Cottage Court                |                |                                |
|                                 | 2-4 Unit Residential         |                |                                |
|                                 | Townhouses                   |                |                                |
|                                 | Multi-Unit                   |                |                                |
|                                 | Senior Living                |                |                                |
|                                 | Mixed Use                    |                |                                |
|                                 | Neighborhood Commercial      |                |                                |
|                                 | Destination Commercial       |                |                                |
|                                 | Hotels                       |                |                                |
|                                 | Civic                        |                |                                |
| Appropriate with Considerations | Parks and Open Space         |                |                                |
|                                 | Utilities and Transportation |                |                                |
|                                 | Craft Industrial             |                |                                |
| Not Appropriate                 | Large-Lot Residential        |                |                                |
|                                 | Suburban Shopping Center     |                |                                |
|                                 | Heavy Commercial             |                |                                |
|                                 | Heavy Industrial             |                |                                |

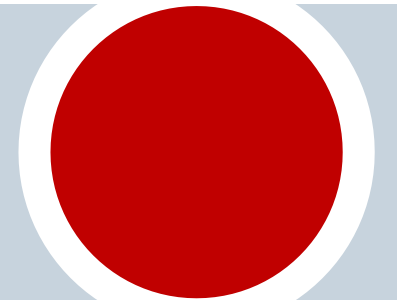
## New City Center



**Vision** The New City Center will become Mableton's central, walkable district. Existing development interest can encourage more types of housing and mixed-use along Floyd Road, while improving walkability and public space. The area should have a strong connection to but not encroach upon Historic Downtown. Wherever possible, streetscape improvements and beautification through placemaking should be prioritized.

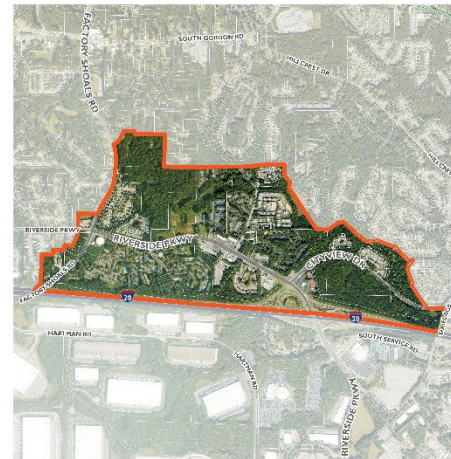
| Stoplight                       | Land Uses                    | Is this right? | Any considerations/conditions? |
|---------------------------------|------------------------------|----------------|--------------------------------|
| Appropriate                     | Townhouses                   |                |                                |
|                                 | Multi-Unit                   |                |                                |
|                                 | Senior Living                |                |                                |
|                                 | Mixed Use                    |                |                                |
|                                 | Neighborhood Commercial      |                |                                |
|                                 | Destination Commercial       |                |                                |
|                                 | Hotels                       |                |                                |
|                                 | Civic                        |                |                                |
|                                 | Parks and Open Space         |                |                                |
|                                 | Utilities and Transportation |                |                                |
| Appropriate with Considerations | 2-4 Unit Residential         |                |                                |
|                                 | Heavy Commercial             |                |                                |
|                                 | Craft Industrial             |                |                                |
| Not Appropriate                 | Large-Lot Residential        |                |                                |
|                                 | Small-Lot Residential        |                |                                |
|                                 | Cottage Court                |                |                                |
|                                 | Suburban Shopping Center     |                |                                |
|                                 | Heavy Industrial             |                |                                |

# Activity!



**And we have sorted different land use types into different levels of appropriateness...**

## Riverside Parkway

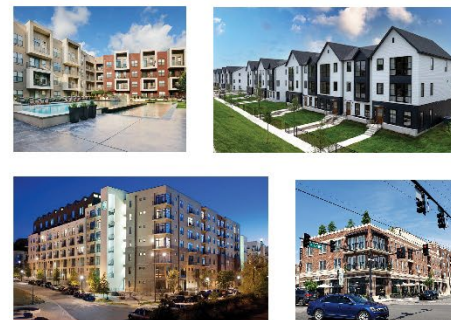


### Vision

Through revitalization and redevelopment, Riverside Parkway will become a vibrant residential area with well-maintained, safe housing units suitable for a variety of household types. New investment in this area will prioritize affordability, gradually transforming the area into a mixed-use neighborhood with easy access to goods, services, and leisure, both within Riverside Parkway and within nearby entertainment and workplace hubs.

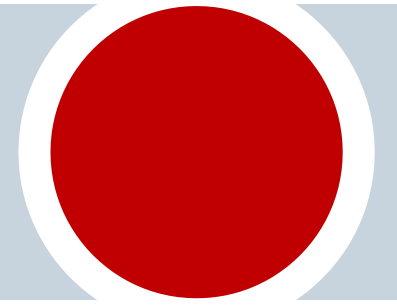
| Stoplight                       | Land Uses                    | Is this right? | Any considerations/conditions? |
|---------------------------------|------------------------------|----------------|--------------------------------|
| Appropriate                     | Small-Lot Residential        |                |                                |
|                                 | Cottage Courts               |                |                                |
|                                 | Multi-Unit                   |                |                                |
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|                                 | Neighborhood Commercial      |                |                                |
|                                 | Civic                        |                |                                |
|                                 | Parks and Open Space         |                |                                |
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| Not Appropriate                 | Hotels                       |                |                                |
|                                 | Heavy Industrial             |                |                                |
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### Character Imagery



Additional Comments:

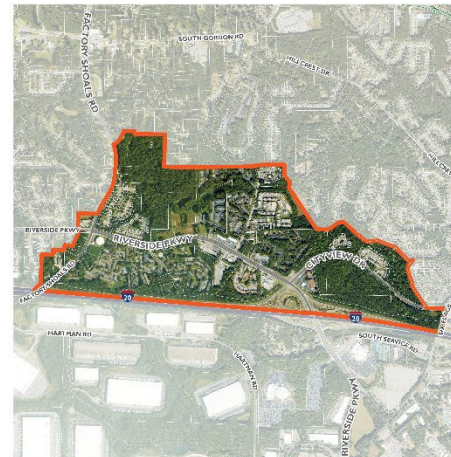
# Activity!



**And we have sorted different land use types into different levels of appropriateness...**

**...but we want to know if we got it right!**

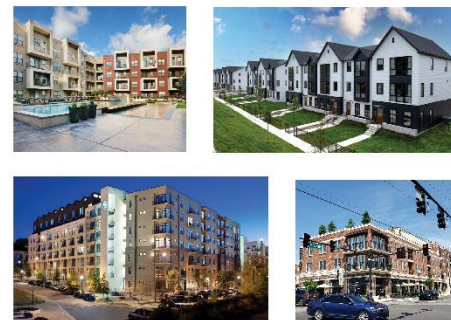
## Riverside Parkway



**Vision** Through revitalization and redevelopment, Riverside Parkway will become a vibrant residential area with well-maintained, safe housing units suitable for a variety of household types. New investment in this area will prioritize affordability, gradually transforming the area into a mixed-use neighborhood with easy access to goods, services, and leisure, both within Riverside Parkway and within nearby entertainment and workplace hubs.

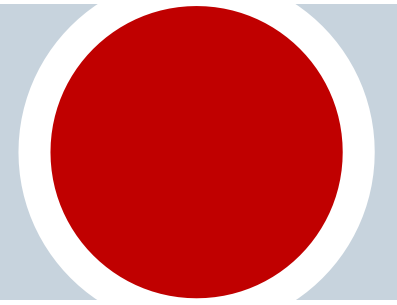
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### Character Imagery



Additional Comments:

# Activity!



**And we have sorted different land use types into different levels of appropriateness...**

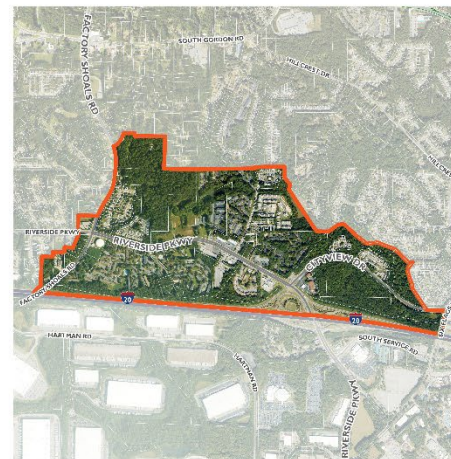
**...but we want to know if we got it right!**



Use sticky notes or write on the boards to tell us if:

- we got each land use type right
- if there should be special considerations for allowing specific land uses in each area

## Riverside Parkway



### Vision

Through revitalization and redevelopment, Riverside Parkway will become a vibrant residential area with well-maintained, safe housing units suitable for a variety of household types. New investment in this area will prioritize affordability, gradually transforming the area into a mixed-use neighborhood with easy access to goods, services, and leisure, both within Riverside Parkway and within nearby entertainment and workplace hubs.

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### Character Imagery

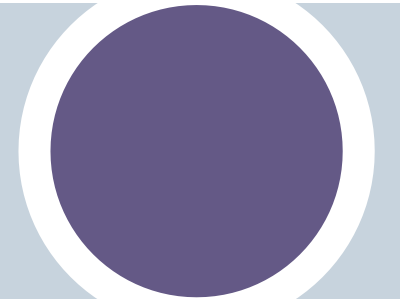


Additional Comments:

# Closing and Next Steps

7

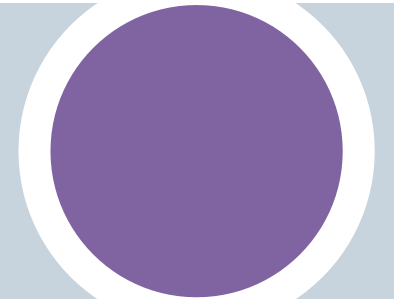
# Next Steps



## Technical work:

- Finalize character area profiles
- Continue drafting each element
- Start assembling Community Work Program
- Submit draft by mid-January – **keep a look out for a full draft for comment!**

# Thank You!



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