

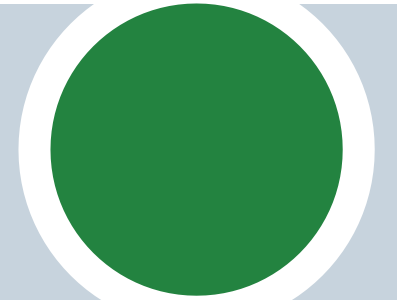


MABLETON 2045 Comprehensive Plan

Public Meeting
June 12, 2025



Agenda

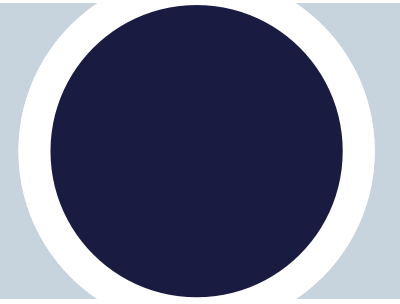


1. Welcome and Reintroductions
2. Review of Mableton 2045
3. Progress Update
4. Needs, Opportunities, and Goals
5. Activities: Element Goals and Special Area Studies
6. Closing and Next Steps

Welcome and Reintroductions



Elected Leadership



Mayor

**Mayor
Michael Owens**

City Council

Councilman Ron Davis
District 1

Councilwoman Dami Oladapo
District 2

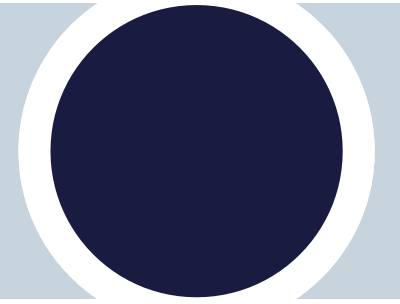
Mayor Pro Tem Keisha Jeffcoat
Mayor Pro Tem, District 3

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

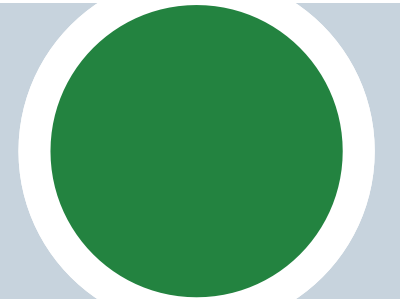
Chad Glaser
Noell Consulting Group

Sammy Powell
Atlas

Review of Mableton 2045

2

Welcome!

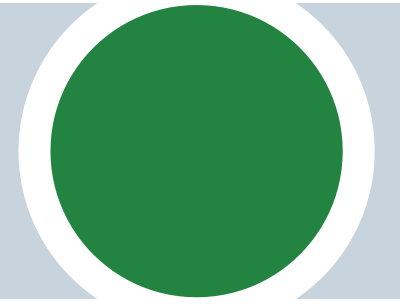


Thank you so much for being part of this important process.

Tonight we'll review:

- Comprehensive Planning 201—how every piece fits together
- How your input informs the recommendations of the plan

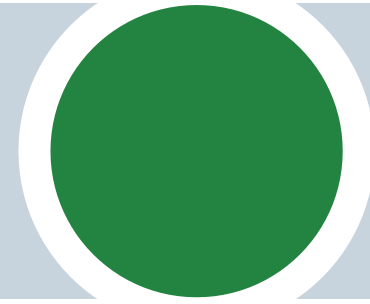
Comprehensive Planning 201



Why plan?

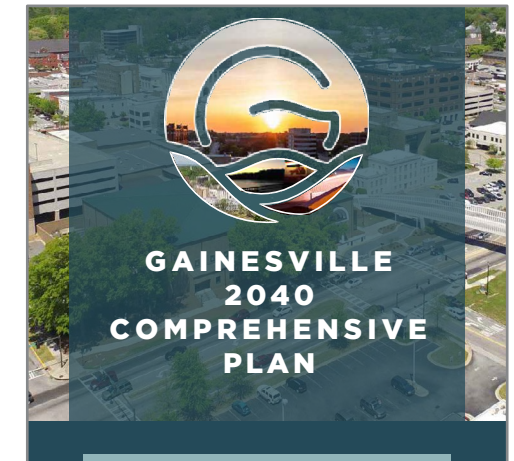
- Document needs, opportunities, and goals
- Provide guidance to City officials on policy and budget decisions
- Gain access to state and federal funding opportunities by obtaining **Qualified Local Government (QLG)** status
- Provide City leaders more control over future land use decisions

Comprehensive Planning 201

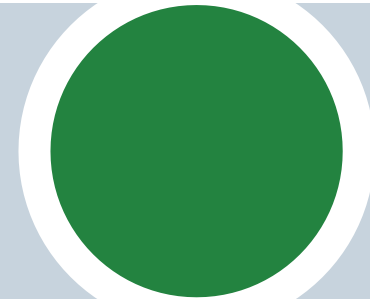


What does a comprehensive plan do?

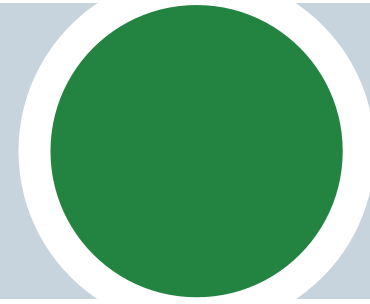
- Sets long-term **community goals** related to all elements a city is responsible for—usually land use, transportation, economic development, housing, and infrastructure
- Recommendations **future land use** policies for the entire jurisdiction
- Provides a **Community Work Program** for all City-led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



Mableton 2045 Process



Mableton 2045 Process



**Assess
Existing
Conditions**

**We are in
this phase!**

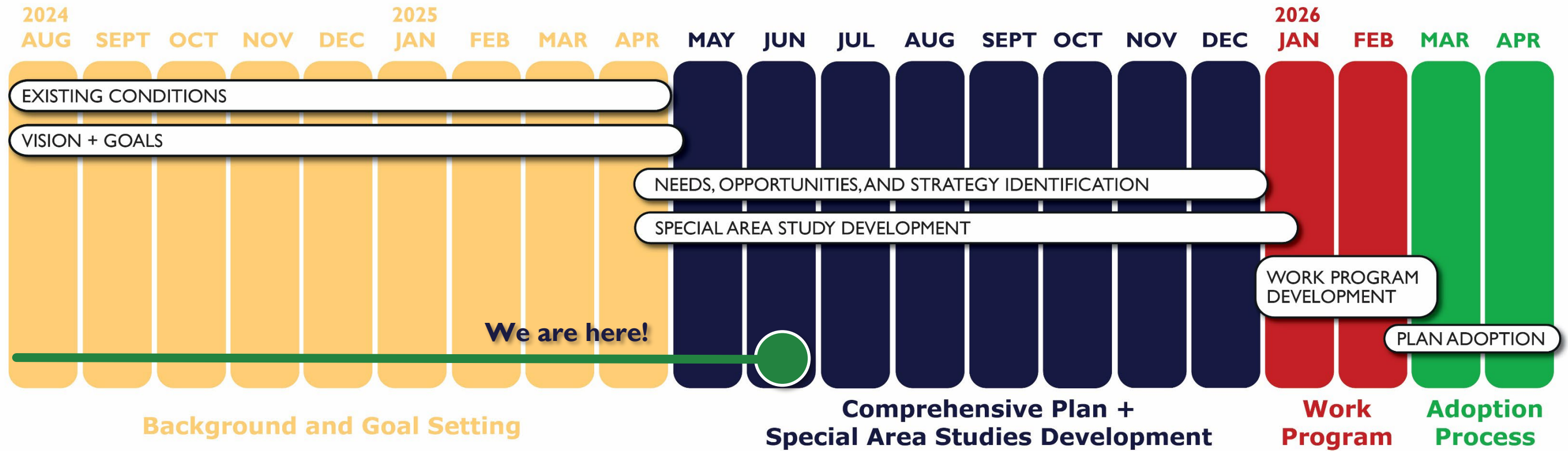
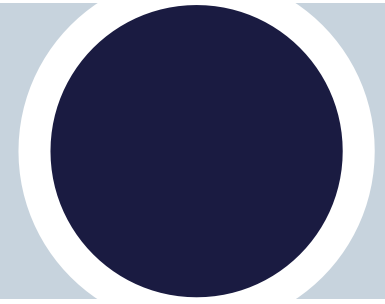
**Engage the
Community**

**Develop Vision
and Goals**

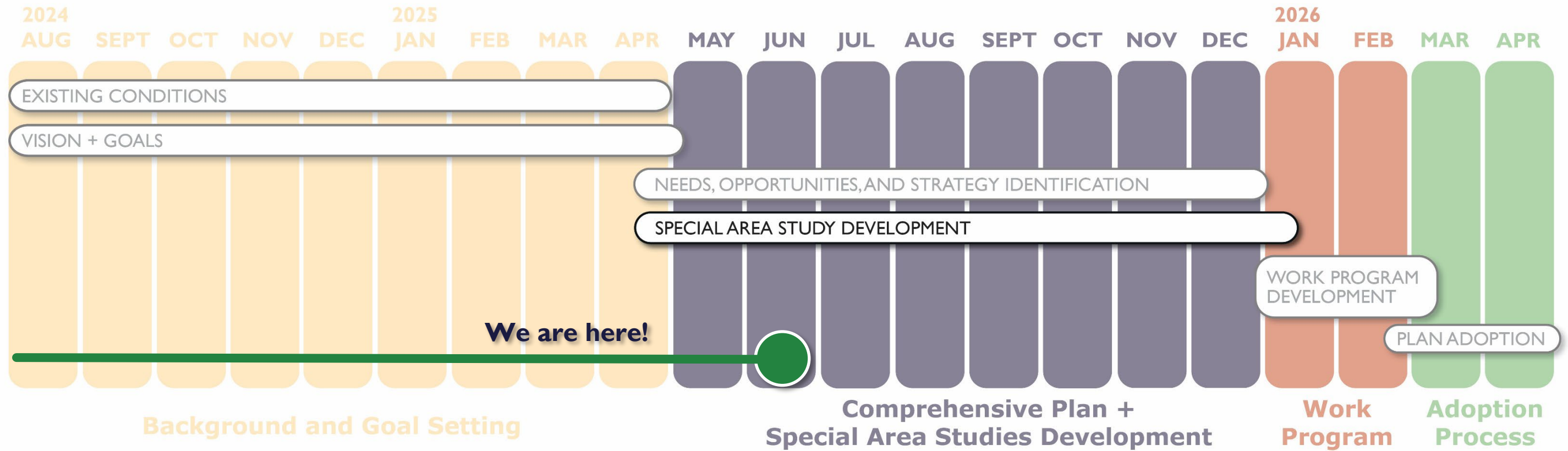
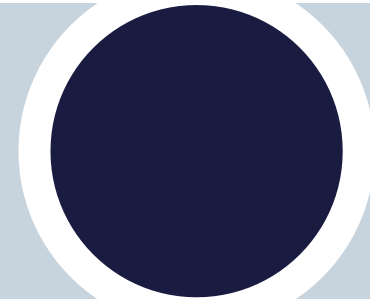
**Recommend
Policies and
Projects**

**Finalize Plan
and Begin to
Implement**

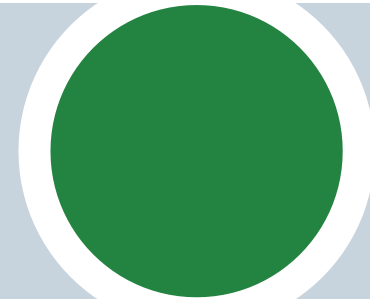
Project Schedule



Project Schedule



Special Area Studies

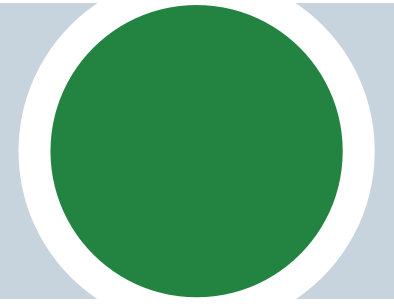


What is a Special Area Study?

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



Special Area Studies



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

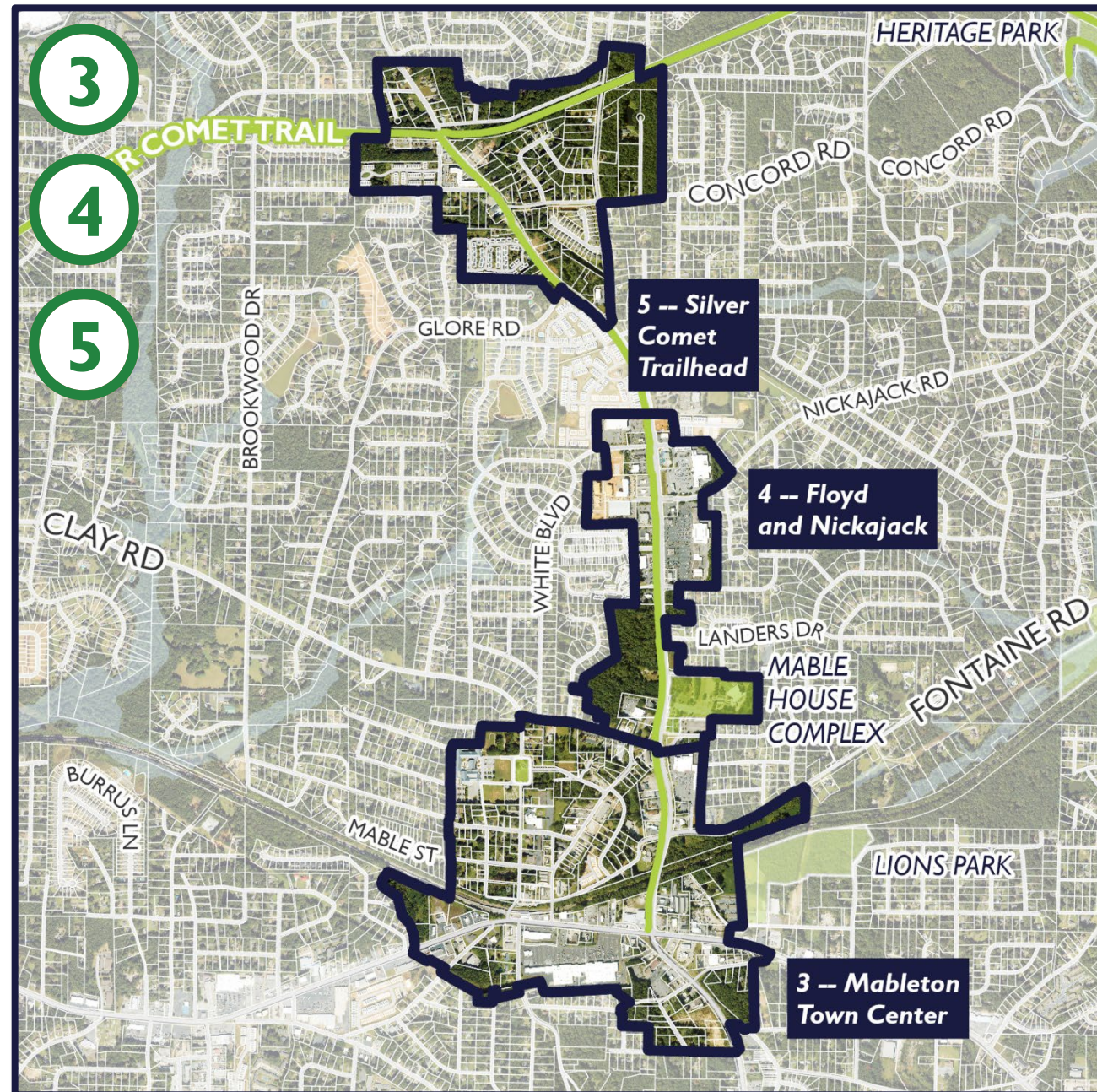
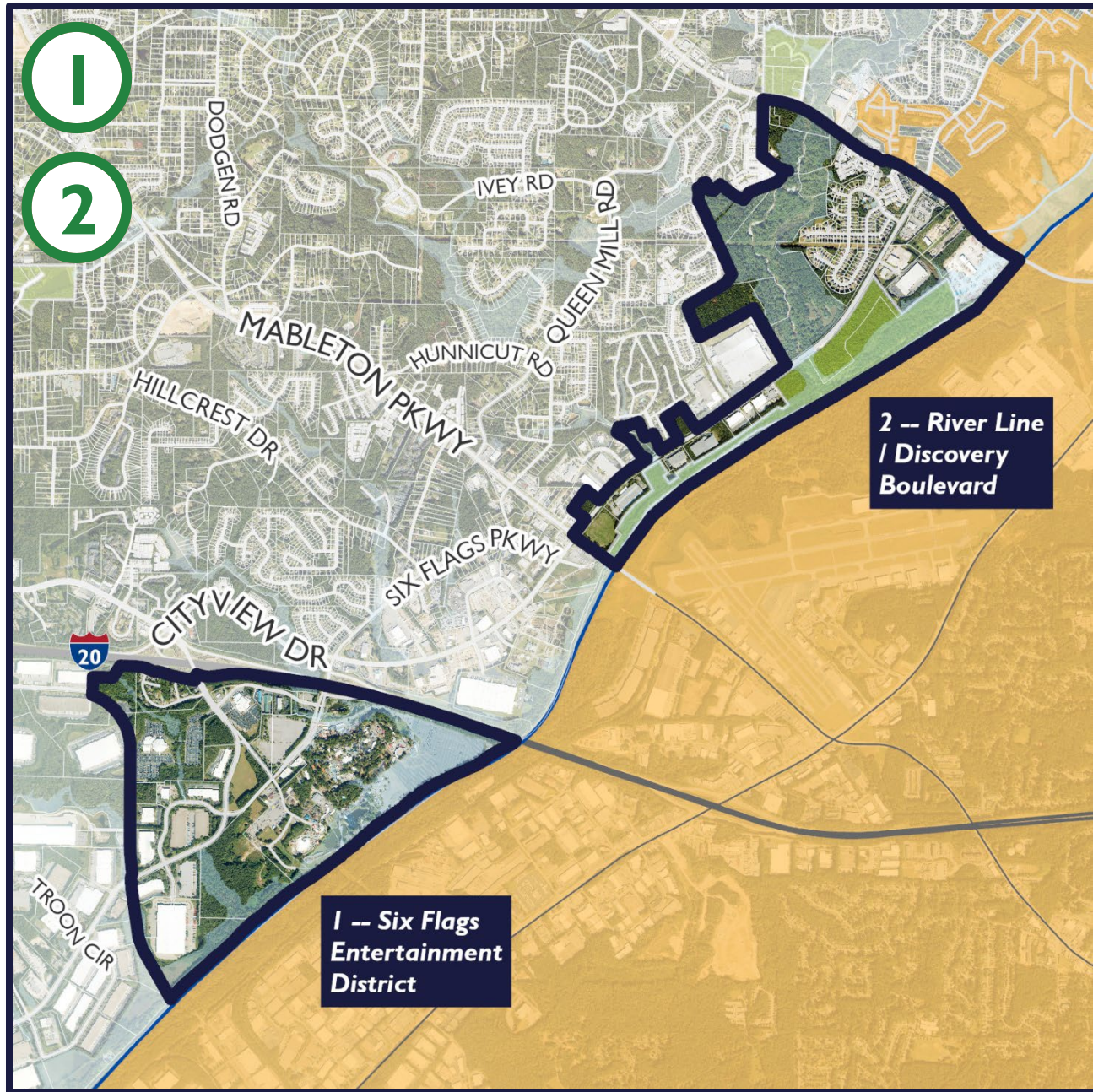
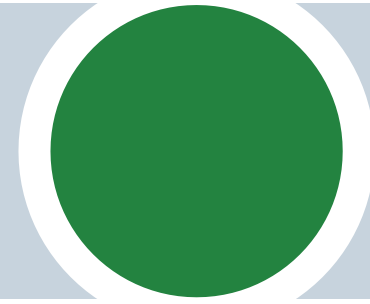


Apply city initiatives



Action-oriented plan for a defined area!

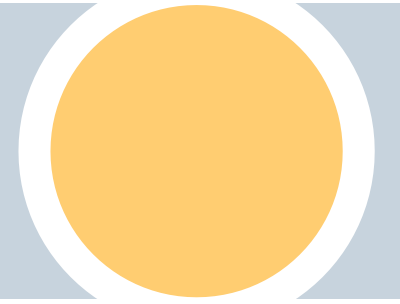
Special Area Studies



Progress Update

3

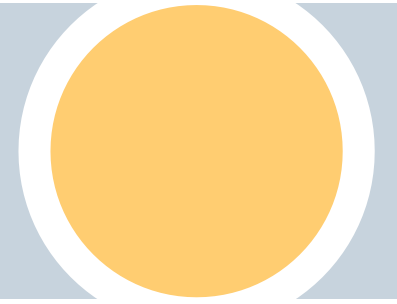
Work Completed



Assess Existing Conditions

- Completed existing conditions analysis for all elements
- Documented previous plans and incorporated into analysis
- Derived needs and opportunities for each element
- Drafted goals and preliminary development strategy ideas—but we need your feedback!

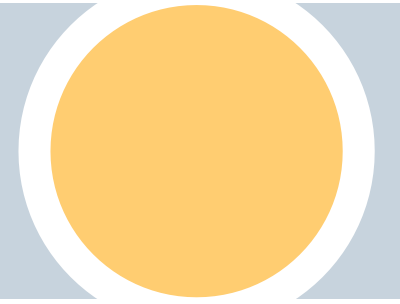
Work Completed



Engage the Community

- Held public kick-off meeting
- Spoke with residents at Taste of Mableton
- Held second Steering Committee meeting (5/15)
- Closed and analyzed results from community survey
- Held our second public meeting for feedback on needs, opportunities, and goals

Work Completed

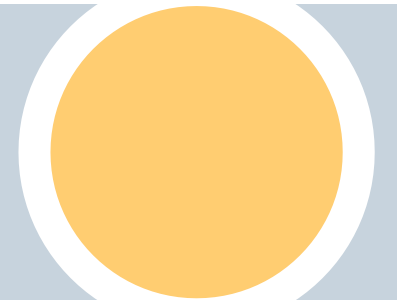


Develop Vision and Goals

- Drafted preliminary goals for each element
- Devised preliminary strategies stemming from each goal

We need your input – today’s meeting is all about providing feedback on these ideas to help shape the future of Mableton.

Major Priorities

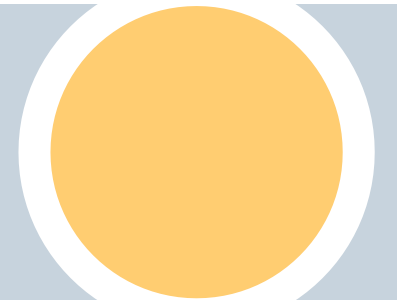


- Visual upgrades and improvements
- More development, retail, and entertainment in line with community preferences
- Walkability, housing infill, and mixed-use neighborhoods
- A true downtown
- A cleaner, safer community
- More attainable housing options
- More arts, culture, entertainment, and storytelling about Mableton

Shared at last meeting

Heard since last meeting!

Selected Survey Results



Top adjectives describing Mableton in 20 years:

- Safe (49%)
- Family-friendly (38%)
- Diverse (27%)
- Peaceful (22%)
- Walkable (22%)

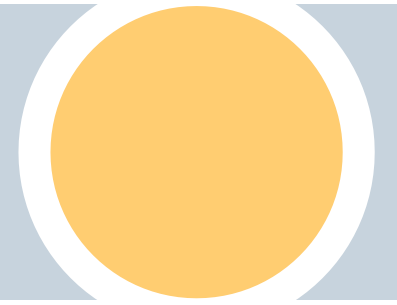
Mableton's greatest assets:

- Silver Comet Trail (64%)
- Mable House Arts Center and Amphitheater (56%)
- Proximity to Atlanta (49%)

Mableton's greatest challenges:

- Lack of restaurant, shopping, and professional services (35%)
- Congested roads and intersections (32%)
- Lack of a true downtown (31%)
- Poorly managed properties (31%)

Selected Survey Comments



Mableton needs to be refreshed and renovated.

I would love to see downtown Mableton and Mable House area.

Make Veterans Memorial visually appealing.

Mableton has incredible potential, but we need thoughtfully planned development.

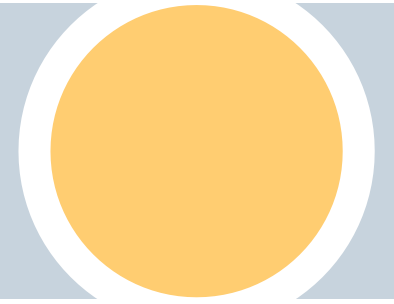
Create a beautiful, lively waterfront community that residents can enjoy.

There is a lack of identity within the city.

Work on the traffic patterns.

We need to attract major industries to Mableton.

Selected Survey Results



Preferred residential development types:

- Single-family subdivisions (68%)
- Mixed-use buildings (39%)
- A mix of multiple types (27%)
- Townhouses (17%)

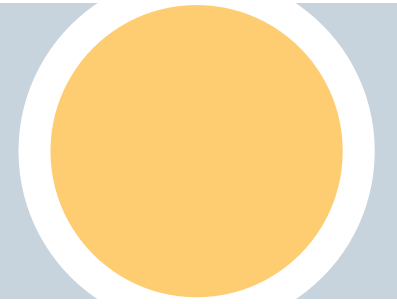
Preferred commercial development types:

- Commercial “main street” districts (66%)
- Mixed-use developments (60%)

Greatest transportation concerns:

- Traffic on major roadways (64%)
- Lack of sidewalks (53%)
- Speeding/reckless driving (52%)
- Safety on major roadways (40%)

Selected Survey Results



Preferred green space types:

- Community-scale parks with recreation opportunities (62%)
- Passive parks with preserved natural areas (50%)
- Small pocket parks (47%)

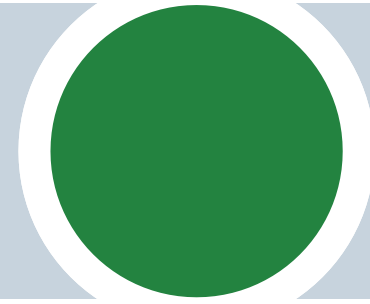
Preferred arts and culture activities:

- Community events and festivals (71%)
- Public art (56%)
- Performances (56%)

Needs, Opportunities, & Goals

4

Mableton 2045 Elements



Land Use

**Economic
Development**

Housing

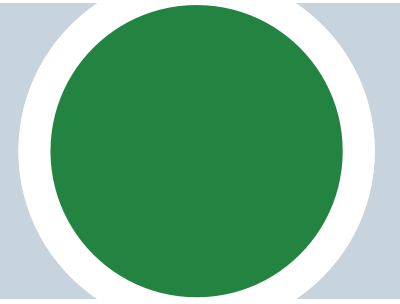
Transportation

**Environment
and
Sustainability**

**Cultural
Resources**

**Historic
Preservation**

Mableton 2045 Elements



Go to
www.menti.com

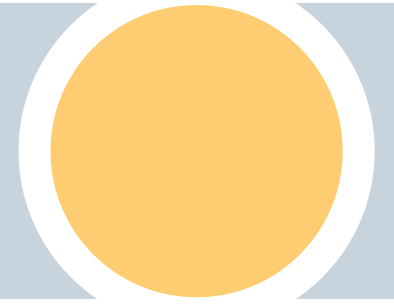
Enter the code

4205 3532



Or use QR code

Land Use Element



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



Needs

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

Opportunities

- Exciting public amenities to build around
- Highly visible entertainment destinations (Six Flags)
- Recent development along Floyd Road
- Pockets of redevelopment potential
- New, fresh city institutions
- Strong community support

Land Use

Do you agree with these needs
and opportunities for Mableton?

Strongly disagree

Strongly agree

Needs

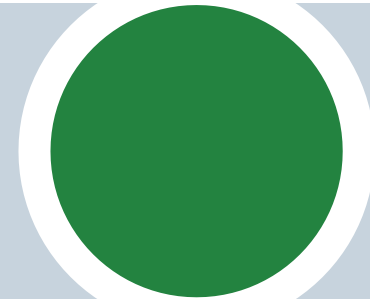
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Economic Development Element



Focuses on:

economic drivers such as employment, jobs, and tourism



Needs

- More mixed-use compelling destinations
- Better mix of businesses (especially along Veterans Memorial Highway)
- More diverse job opportunities in / near Mableton
- Improved schools to keep families in Mableton

Opportunities

- Easy access and proximity to regional destinations / job hubs, such as the airport, Truist Park, and downtown Atlanta
- A strong industrial sector and tax base

Economic Development

Do you agree with these needs
and opportunities for Mableton?

Strongly disagree

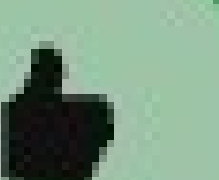
Strongly agree

Needs

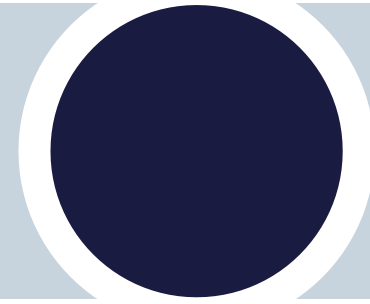
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Housing Element



Focuses on:
housing types, supply,
demand, and
development



Needs

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

Opportunities

- Older multi-family buildings are in poor condition
- Existing nodes of commercial development to build around

Housing

Do you agree with these needs
and opportunities for Mableton?

Strongly disagree

Strongly agree

Needs

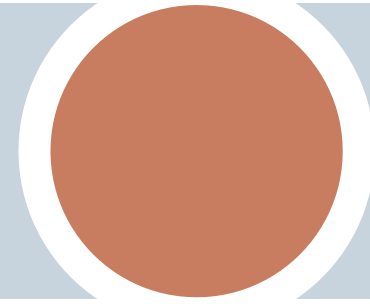
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Transportation Element



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



Needs

- Corridor and intersection improvements – safety and operational
- More mode options
- More safe places to walk and ride bikes
- Transit to support connection to citywide and regional activity centers

Opportunities

- Easy access to I-20
- Proximity of Silver Comet Trail
- Proximity to regional destinations

Transportation

Do you agree with these needs and opportunities for Mableton?

Strongly disagree

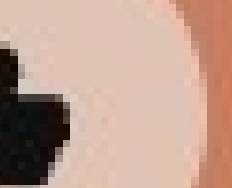
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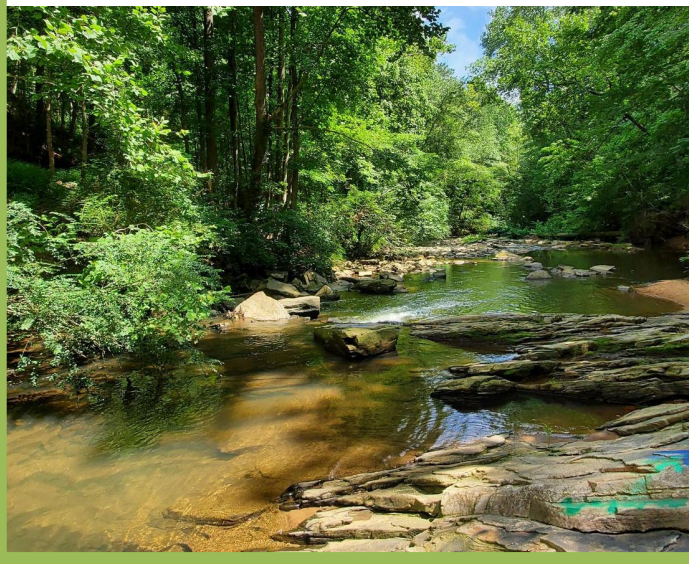


Environment and Sustainability Element



Focuses on:

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



Needs

- Greater control over littering / dumping
- City-wide recycling initiatives
- Greater access to natural resources, especially waterways
- Infrastructure that incorporates greenery and improved landscaping
- Integration of sustainable technology

Opportunities

- Greater control over code enforcement
- Wetlands / environmental features along Nickajack Creek
- Regional planning initiatives (e.g. Chattahoochee RiverLands)
- Concentration of development in key areas

Environment & Sustainability

Do you agree with these needs
and opportunities for Mableton?

Strongly disagree

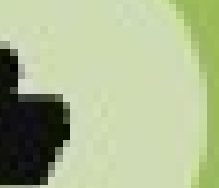
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Needs

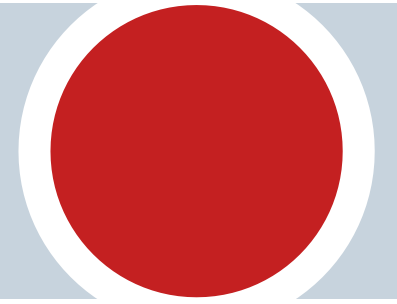
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Cultural Resources



Focuses on:

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



Needs

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

Opportunities

- Strong existing institutions
- Legacy of performing arts integration with public institutions
- Placemaking in public rights-of-way and through private redevelopment
- Spirit of volunteerism among citizens

Cultural Resources

Do you agree with these needs
and opportunities for Mableton?

Strongly disagree

Strongly agree

Needs

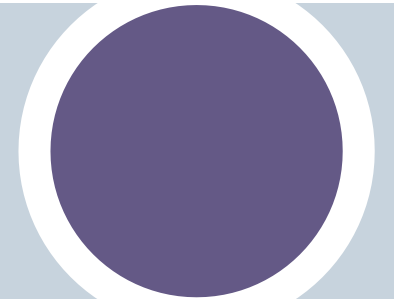
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- Spirit of volunteerism among citizens



Historic Preservation



Focuses on:

historic resources
Mableton wishes to
honor and celebrate



Needs

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

Opportunities

- Integration of historic structures into future plans for downtown
- River Line resources
- Preservation of Concord Covered Bridge structures
- More ways to tell the story of Mableton through art, events, and parks

Historic Preservation

Do you agree with these needs
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Strongly disagree

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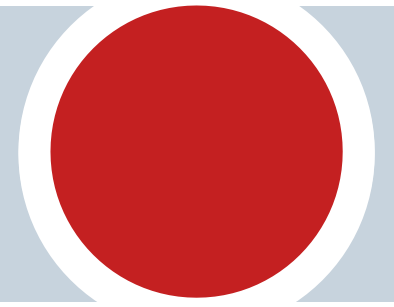


Questions for the team?

Activity: Element Goals

5

Activity Instructions



Around the room are several boards for display.

7 of these boards pertain to the elements we just discussed.

5 of the boards show the Special Area Studies we will be starting later in the process.



Land Use

How do we translate needs and opportunities into goals and strategies?

- 1 Take a look at the table below to see!
- 2 Then, mark up our conceptual map of Mableton with your suggestions.

Need / Opportunity	Draft Goal	Preliminary Development Strategy
A true downtown	Prioritize the creation of a true downtown district.	Target new development in downtown Mableton
Catalytic investments that lead to quality development throughout Mableton	Kickstart transformative development with new investment.	Clustered development at key intersections on: • East-West Connector • Floyd Road • Memorial Highway • Mableton Parkway • Wauve, etc?
Recent development along Floyd Road	Ensure new development includes walkable design.	Leverage unique destinations like: • Six Flags • Silver Corner • Mable House Amphitheatre • Chattahoochee River
Pockets of redevelopment potential	Diversify the types of non-residential development in Mableton.	Maintain character (like number of stories, general scale, position on lots, etc) in established neighborhoods
A more walkable built environment	Leverage unique destinations in Mableton to spark desired investment.	Not physical, but administrative!
More diverse non-residential uses	Protect the scale and quality of Mableton's neighborhoods.	
Highly visible entertainment destinations (Six Flags)	Establish transparent process for land use decisions, drawing from community needs and feedback.	
Existing public amenities to build around		
Have attractive, established neighborhoods		
New, fresh city institutions		
Strong community support		

We need your help!

The map on the left shows **general, draft locations** where the strategies in the table above could be applied.

As residents of Mableton, we want to hear from you! Do these locations make sense? Are there others you would add?

Tell us the following:

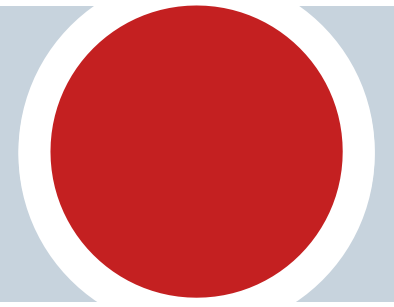
- Don't like something? Place a sticky and tell us why!
- Know another place where there could be a cluster of walkable development with a variety of residential and non-residential uses? Add a **red sticker** to the map.

What do we mean by "clustered development"?
Imagine an area with a mix of different types of uses (retail, residential, entertainment) and buildings (restaurants, offices, mixed-use buildings) and all connected by a network of streets, sidewalks, and public spaces. Think of The Battery or for a smaller-scale example, Aljazeera's Malcom area (pictured).

MABLETON 2045

"These colors correspond to the map below. Help us mark where these strategies apply."

Activity Instructions



Element Boards:

We need your feedback on our draft goals and strategies.

- Are these goals appropriate for Mableton?
- Do they address the needs and opportunities?
- Do the strategies make sense for Mableton?



Land Use

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A true downtown	Ensure new development includes walkable design	Clustered development at key intersections on • East-West Connector • Floyd Road • Mableton Memorial Highway • Mableton Parkway • Where else?
Recent development throughout Mableton	Ensure new development includes walkable design	Leverage unique destinations like • Six Flags • Mableton Amphitheatre • Chattahoochee River
Pockets of redevelopment potential	Diversify the types of non-residential development in Mableton	Maintain character (like number of stories, general scale, position on lots, etc) in established neighborhoods
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- Know another place where there could be a cluster of walkable development with a variety of residential and non-residential uses? Add a red sticker to the map!

What do we mean by "clustered development"?
Imagine an area with a mix of different types of uses (retail, residential, entertainment) and buildings (townhomes, offices, mixed-use buildings) all connected by a network of streets, sidewalks, and public spaces. Think of The Battery or for a small-scale example, Aljazeera's Malcon area (pictured).

MABLETON 2045

These colors correspond to the map below. Help us mark where these strategies apply.

Activity Instructions

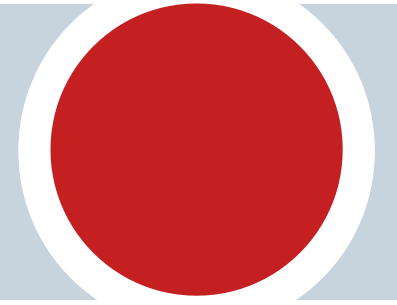
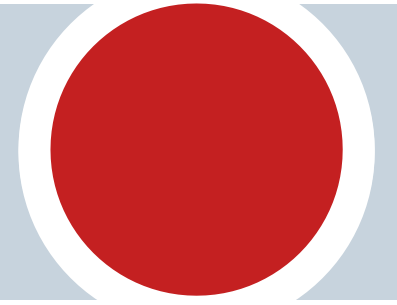


Table Example

Need/Opportunity	Draft Goal	Locations
Key Corridors		
Corridor and Intersection Improvements – Safety and Operational	Improve safety for all users	<ul style="list-style-type: none"> • East-West Connector • Veterans Memorial Highway • Floyd Road • Mableton Parkway • Discovery Blvd/Lee Industrial Blvd • Silver Comet (bike/pedestrian only) • Others?
More mode options	Pursue “ Complete Corridors ” where feasible, where drivers, pedestrians, cyclists, and transit riders can be accommodated	
More/safer places to walk and ride bikes		
Transit to support connection to citywide and regional activity centers		
Access Management Strategies	Coordinate land use and transportation planning	
I-20		
Easy access to I-20	Maintain easy access to I-20 for both freight and non-freight users	• I-20
Walkable Centers		
Walkable mixed-use destinations	Encourage people-scaled, pedestrian-friendly areas where visitors park once and get around by walking or other active modes	<ul style="list-style-type: none"> • Downtown • Six Flags • Chattahoochee Waterfront • Clusters on East-West Connector, Veterans Memorial, Floyd Road, Mableton Parkway • Where else?
Enhanced/improved streetscapes	Create lively, beautiful streetscapes that encourage walking	
Local Roadways/Connectivity		
More local roadway network to add route options	Require better connectivity of roadways in new development	Everywhere else north of I-20
Pedestrian connections	Require pedestrian infrastructure within development and connecting to adjacent neighborhoods	

Activity Instructions

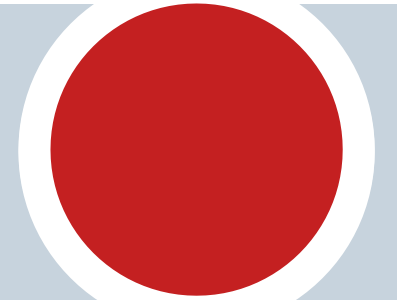


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More/safer places to walk and ride bikes		
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Table Example

- Needs and Opportunities

Activity Instructions

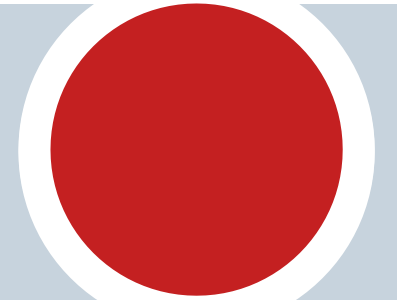


Need/Opportunity	Draft Goal	Locations
Key Corridors		
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Table Example

- Needs and Opportunities
- Draft Goals

Activity Instructions

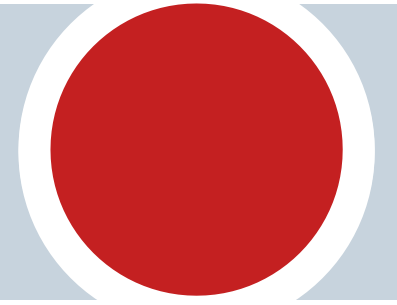


Need/Opportunity	Draft Goal	Locations
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Table Example

- Needs and Opportunities
- Draft Goals
- Proposed Strategies and Locations

Activity Instructions

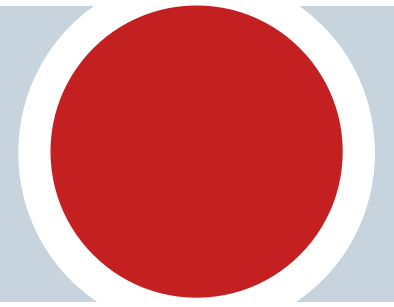


Need/Opportunity	Draft Goal	Locations
Key Corridors		
Corridor and Intersection Improvements – Safety and Operational	Improve safety for all users	<ul style="list-style-type: none"> • East-West Connector • Veterans Memorial Highway • Floyd Road • Mableton Parkway • Discovery Blvd/Lee Industrial Blvd • Silver Comet (bike/pedestrian only) • Others?
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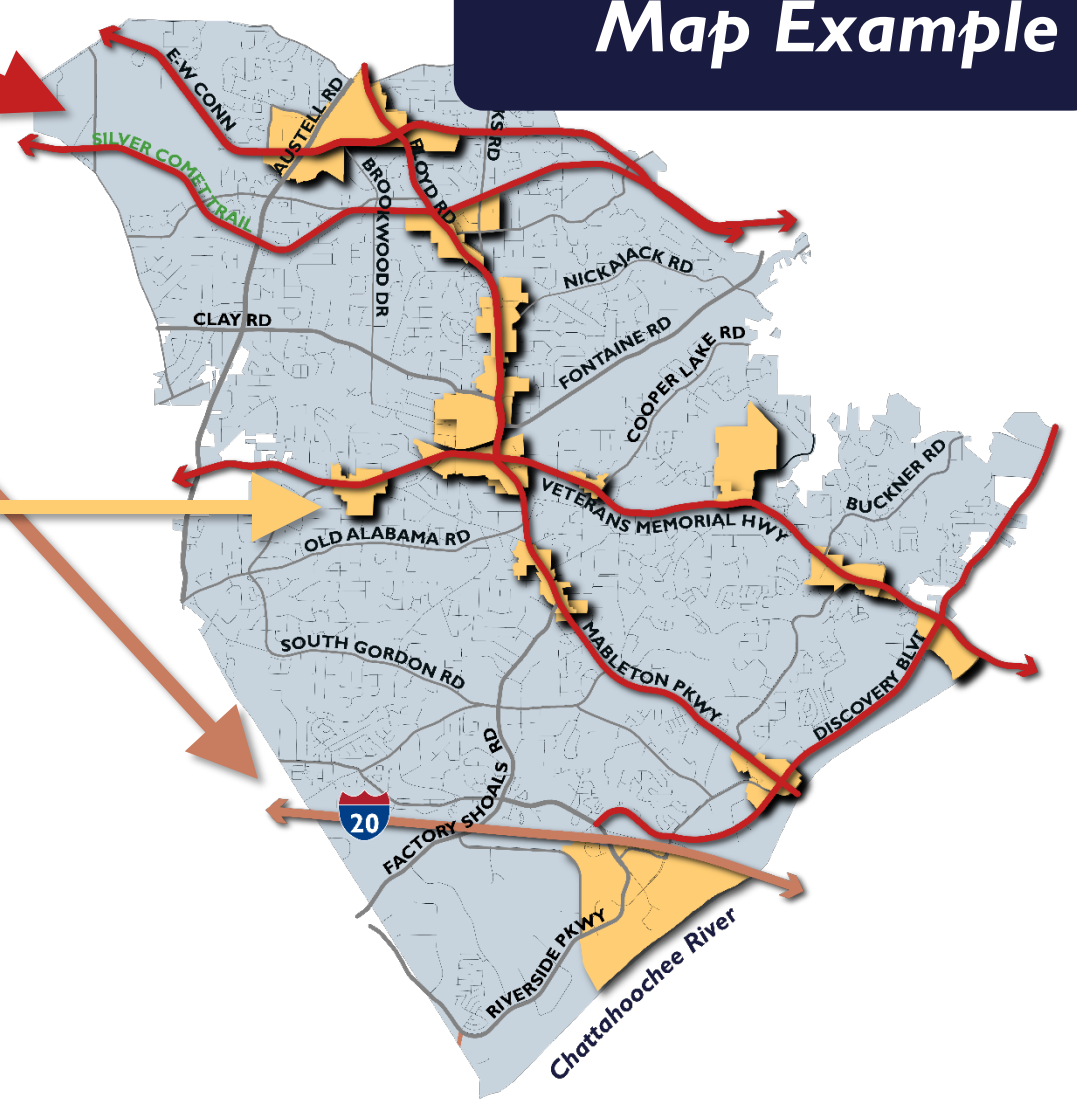
- Needs and Opportunities
- Draft Goals
- Proposed Strategies and Locations

Activity Instructions

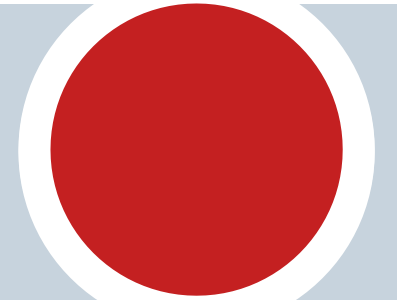


Need/Opportunity	Draft Goal	Locations
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Map Example



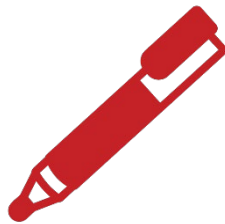
Activity Instructions



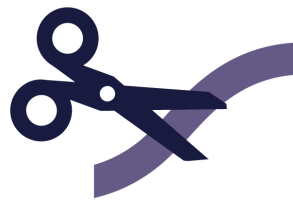
Your task:



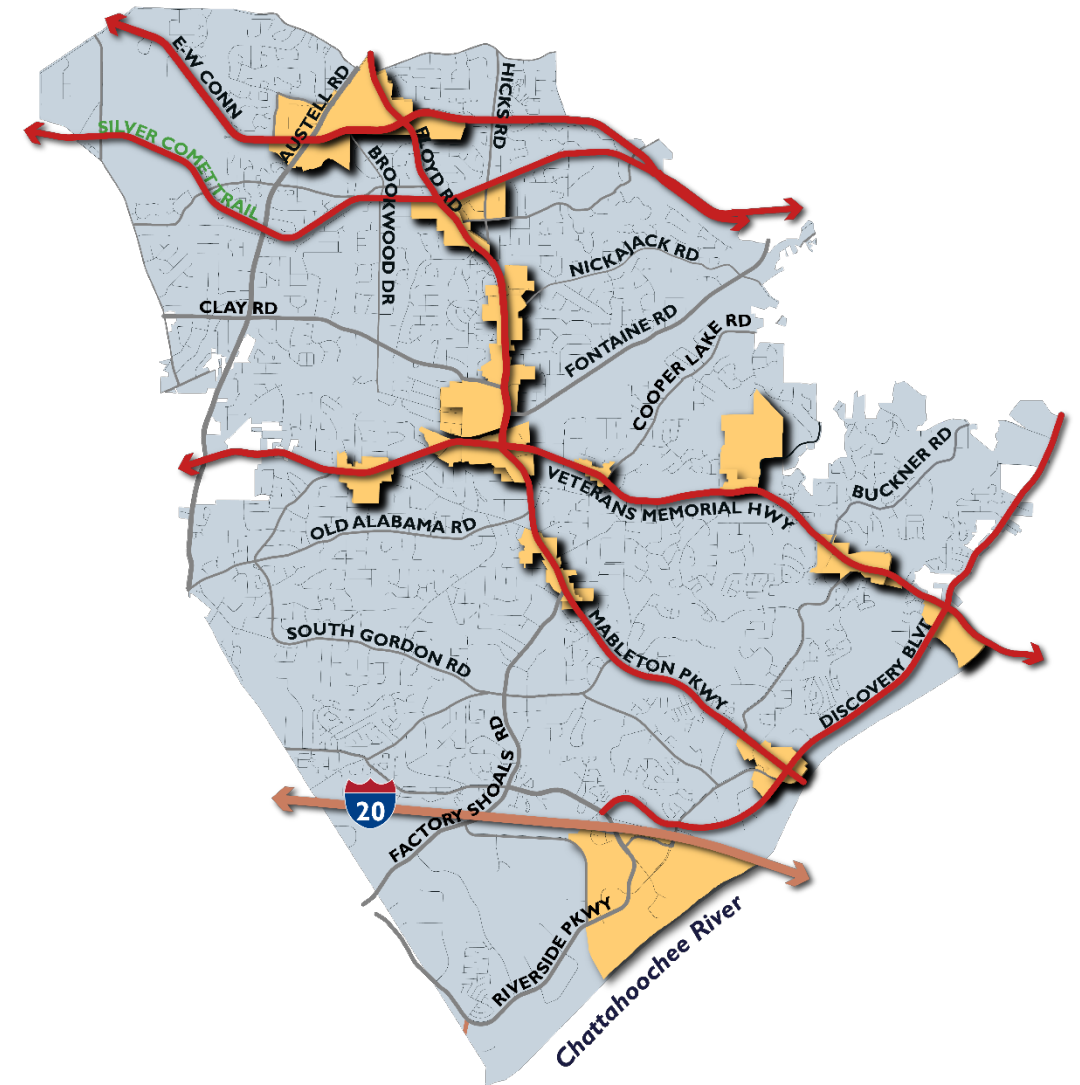
Review how the goals relate to the strategies and explore our ideas!



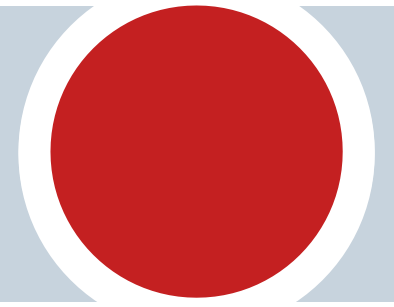
Tell us what you like or don't like by writing a comment on a sticky note!



Want to add something to the map? Use the dot stickers, star stickers, or tape to show us. There will be instructions on each board with more details.

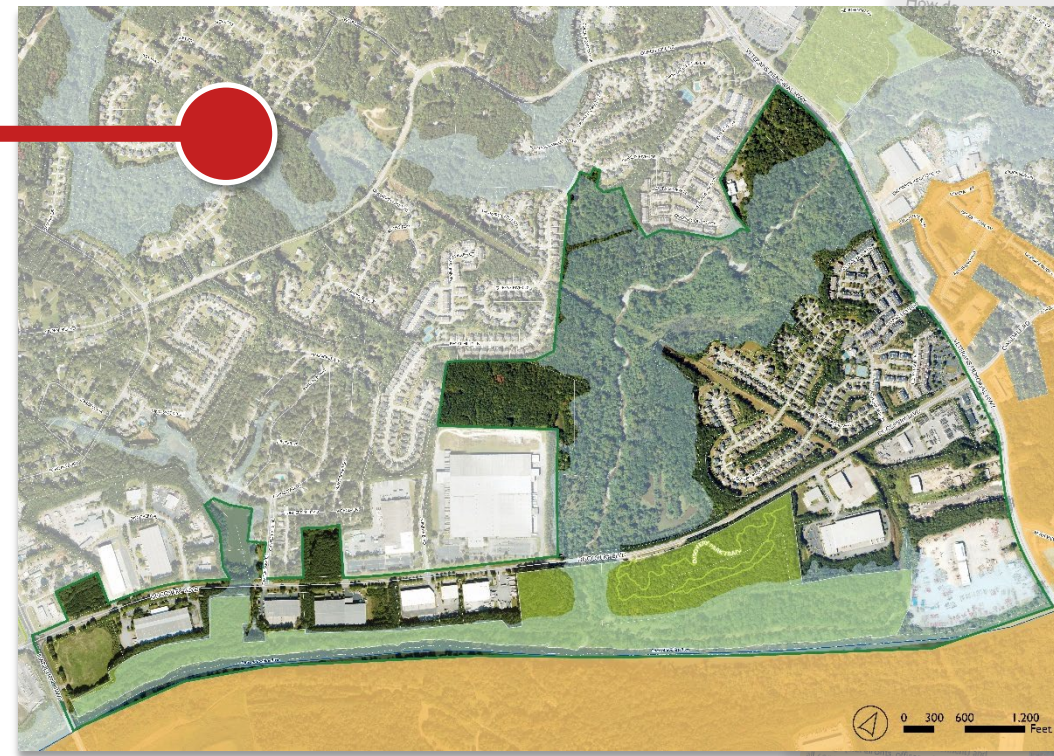


Activity Instructions

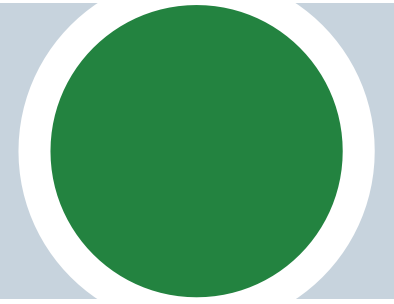


Special Area Boards:
We need your help getting acquainted with these areas.

- What usually brings you to this area?
- What makes this area special?
- Are there issues we should focus on in this area?



Recap: 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

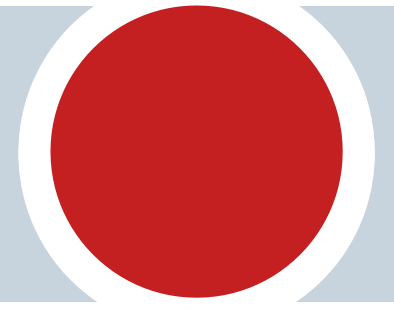


Apply city initiatives



Action-oriented plan for a defined area!

Activity Instructions



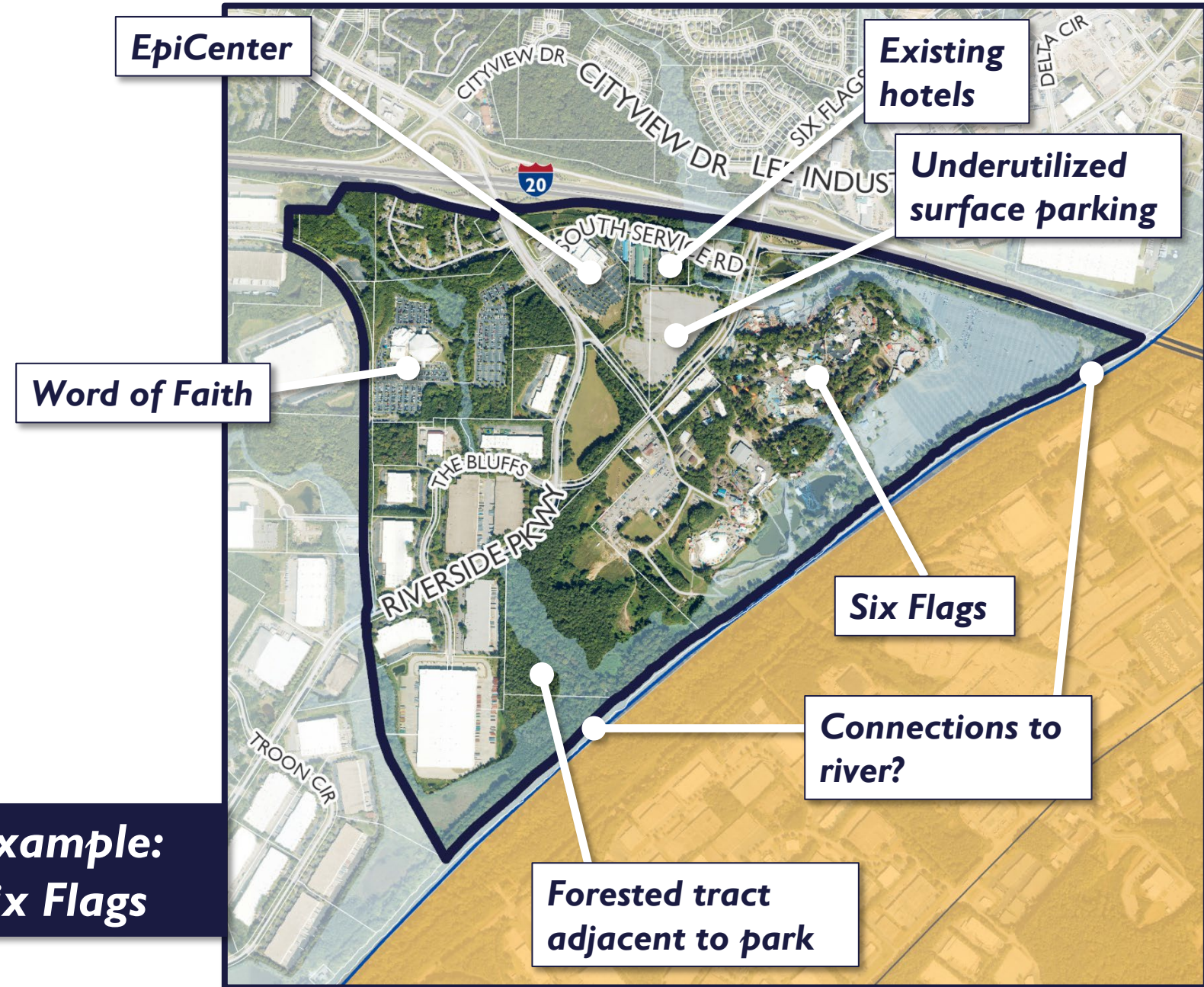
On the **Special Area Study** boards:



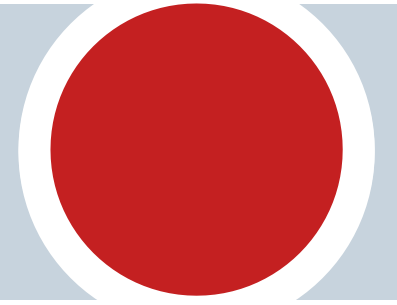
Use sticky notes or markers to help us answer these questions:

- How could this area be improved?
- What does this area need?
- What is it missing?
- How do you get to this area?

**Example:
Six Flags**



Activity Instructions



To recap:

The team will be available to answer any questions!

Element Boards

Special Areas

Land Use

How do we translate needs and opportunities into goals and strategies?

- Take a look at the table below to see!
- Then, mark up our conceptual map of Mableton with your suggestions.

Need / Opportunity	Draft Goal	Preliminary Development Strategy
A true downtown	Facilitate the creation of a true downtown district	Encourage new developments in downtown Mableton
Quality investments that lead to quality development throughout Mableton	Encourage transformative development with new investment	Clustered development in key intersections on: <ul style="list-style-type: none"> East-West Connector North Road Wichita Memorial Highway Walden Parkway - Where else?
A more walkable built environment	Ensure new development includes walkable design	
More diverse non-residential uses	Diversify the types of non-residential development in Mableton	
Highly visible entertainment destinations (e.g. Regal)	Encourage unique destinations in Flatbush	Leverage unique destinations like: <ul style="list-style-type: none"> Star Flips Star Cinema White House Amphitheater Chastokochee River
Securing walkable routes to and around	Identify the types of non-residential development in Mableton	
High quality, established neighborhoods	Protect the state and quality of Mableton's neighborhoods	Plan in character (the number of stories, general landscaping, etc.) to match the neighborhood
New, fresh city initiatives	Establish programs and policies to fix, use, restore, or bring back our many needs and feedback	Not physical but administrative!
Strong community support		

We need your help!

The map on the left shows general draft locations where the strategies in the table above could be applied.

As residents of Mableton, we want to hear from you! Do these locations make sense? Are there others you would add?

Tell us the following:

- Don't be something! Place a sticky and tell us why!
- Know another place where there could be a center of walkable development with a variety of residential and non-residential uses? Add a red sticker to the map.

What do we mean by "clustered development"?

Imagine an area with a mix of different types of uses (residential, commercial, office, etc.) all connected by a network of streets, sidewalks, and public spaces. Think of the Battery or for a more accessible example, Alpharetta's Midtown area.

Give feedback on goals and strategies that will allow Mableton reach its 2045 vision!

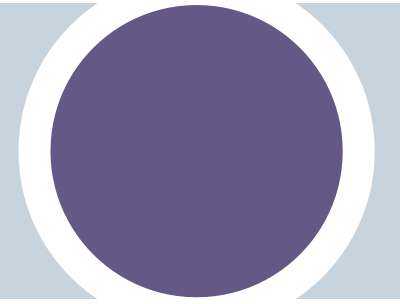
Help us get to know these areas by sharing information about issues, challenges, and special spots within the boundaries!



Closing & Next Steps

6

Next Steps



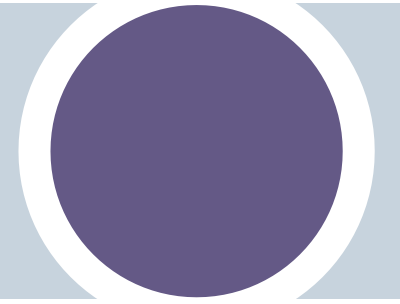
Upcoming engagements:

- Keep a look out for our Special Area Study workshops! Schedule information will be posted to www.mableton2045.org

Technical work:

- Build out policy objectives attached to goals
- Build out Future Land Use strategy and recommendations
- Initial analysis on Special Area studies

Thank You!



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