



# Our Mableton

## 2045 Comprehensive Plan



# Acknowledgements

Special thanks to:

## Atlanta Regional Commission

- Donald Shockey
- Andrew Smith

## City of Mableton

- Mayor Michael Owens
- Council Member Ron Davis
- Council Member Dami Oladapo
- Council Member Keisha Jeffcoat
- Council Member Patricia Auch
- Council Member T.J. Ferguson
- Council Member Debora Herndon
- Council Member Cassandra Brown
- Council Member Michael McNeely

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An aerial photograph of a city street grid, likely Atlanta, with a dark, semi-transparent overlay. The text is centered over the image.

# Executive Summary City of Mableton 2045 Comprehensive Plan

Prepared by: Community Development Department of the City of Mableton

The City of Mableton 2045 Comprehensive Plan establishes a bold, long-term vision for guiding the city's growth, land use, infrastructure, and quality-of-life initiatives over the next two decades. Building on Mableton's historical roots, diverse demographics, and strategic location within the Atlanta metropolitan region, this plan integrates community priorities with regional environmental standards, sustainable growth principles, and targeted economic strategies.

# Vision and Purpose

The Comprehensive Plan provides a policy framework to guide future decision-making, ensuring that development, redevelopment, and public investments align with the community's values and aspirations. It balances economic vitality, environmental stewardship, housing diversity, and transportation connectivity to create a resilient, inclusive, and competitive city by 2045.



## Economic Vitality

Supporting business growth and job creation across diverse sectors



## Environmental Stewardship

Protecting natural resources and promoting sustainable development



## Housing Diversity

Ensuring housing options for residents of all income levels and life stages



## Transportation Connectivity

Creating multimodal networks that connect neighborhoods and destinations

# Community Context and Opportunities

Mableton has evolved from a rural settlement with historic landmarks, such as the Robert Mable House, into a vibrant, culturally diverse suburban community of over 78,000 residents (2023). Population growth is projected to reach approximately 94,000 by 2050, driven by its proximity to major highways (I-285 and I-20), access to regional job centers, and relative housing affordability.

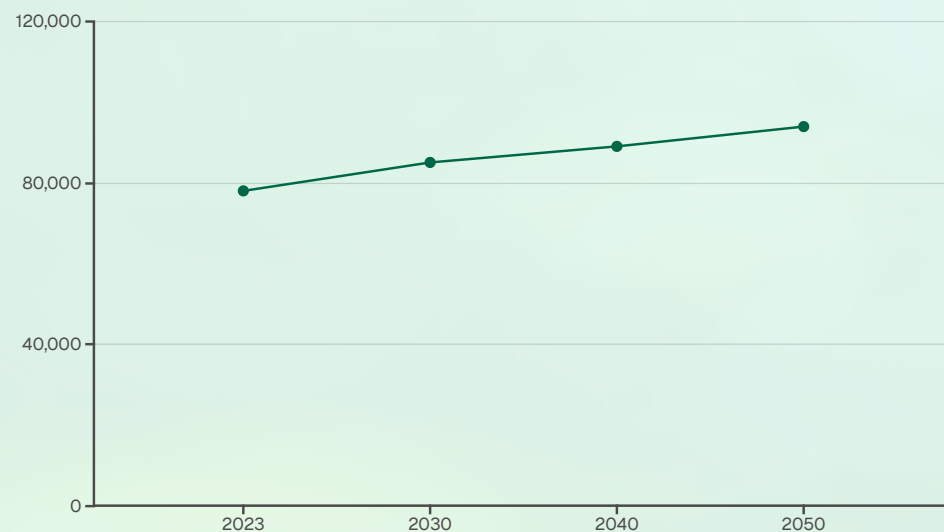


Figure 1

## Growth Opportunities

- 1 Revitalize commercial corridors such as Veterans Memorial Highway and Mableton Parkway into mixed-use, pedestrian-friendly environments.
- 2 Support a diverse workforce through targeted industry recruitment and job training initiatives.
- 3 Promote housing affordability and variety to meet the needs of families, seniors, and young professionals.





# Key Plan Elements and Strategies

## 1. Land Use and Development Framework

The Future Land Use Plan (FLUP) is central to this strategy, designating areas for:

### Community & Neighborhood Activity Centers

CACs and NACs to serve as focal points for retail, services, and employment.

### Industrial Areas

Industrial and Priority Industrial Areas to protect and expand job-generating sectors such as logistics, light manufacturing, and healthcare.

### Mableton Town Center

A vibrant, walkable hub featuring mixed-use developments, civic spaces, and connections to parks and trails.

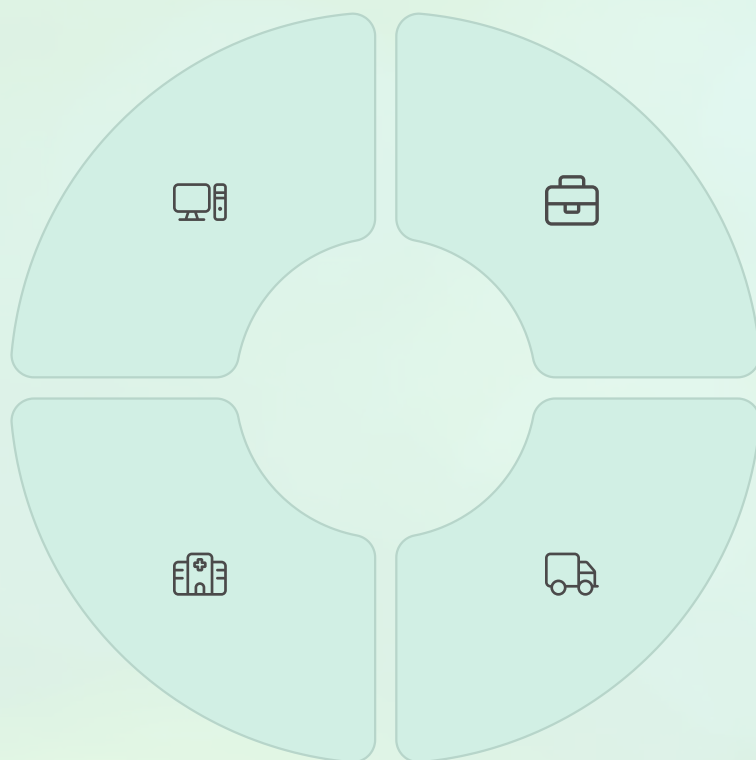
### Residential Areas

Low, Medium, and High-Density Residential Areas designed to balance neighborhood stability with smart infill development.

Small Area Policy Guidelines ensure that redevelopment occurs with proper buffering, scale transitions, and compatibility with adjacent uses.

## 2. Economic Development and Employment Growth

Mableton's economic strategy targets both core clusters (Information Technology, Professional Services, Wholesale Trade & Logistics) and growth sectors (Healthcare, Tourism, Biosciences). The city's position along major freight corridors supports industrial growth, while redevelopment incentives—such as Opportunity Zones and Façade Improvement Programs—aim to attract private investment to underutilized properties.



### IT

Information Technology



### Services

Professional Services



### Logistics

Wholesale Trade & Logistics



### Healthcare

Medical Services

## 3. Environmental Stewardship and Resilience

Aligned with the Metropolitan North Georgia Water Planning District and state Environmental Planning Criteria, the plan protects wetlands, river corridors, and groundwater recharge areas, notably along Sweetwater Creek and Nickajack Creek. Strategies include:

- Enforcing no-net-loss wetlands policies under the Clean Water Act.
- Strengthening stormwater management and green infrastructure requirements.
- Maintaining protective buffers along the Chattahoochee River Corridor.





# 4. Transportation and Connectivity

The plan emphasizes multimodal transportation improvements, enhanced walkability, and traffic relief through coordinated infrastructure investments. Priorities include:



## Trail Connections

Expanding pedestrian and bicycle connections to the Silver Comet Trail.



## Transit Development

Encouraging transit-oriented development in strategic nodes.



## Road Improvements

Improving road capacity and safety along key corridors.

# 5. Housing Affordability and Neighborhood Vitality

Mableton's housing policy addresses both market-rate and affordable units, with special focus on mixed-use, owner-occupied housing near activity centers. Redevelopment strategies prioritize aging housing stock and encourage adaptive reuse.

# 6. Parks, Recreation, and Quality of Life

The Park/Recreation/Conservation (PRC) category ensures preservation of open spaces, floodplains, and scenic areas. The plan calls for expanding recreational amenities and integrating green spaces into urban redevelopment projects to enhance livability.

# Projected Outcomes by 2045

If fully implemented, the plan is expected to:

100k+

## New Jobs

Grow the city's employment base by over 100,000 jobs regionally, with a diversified economy less dependent on a single sector.



## Tax Revenue

Increase tax revenue through strategic redevelopment and efficient land use, reducing fiscal stress on residents.



## Housing Affordability

Improve housing affordability while raising median household income closer to regional averages.



## Environmental Quality

Enhance environmental resilience and water quality through proactive conservation measures.



## Community Identity

Transform commercial corridors into thriving, mixed-use destinations that strengthen community identity.

## Conclusion

The 2045 Comprehensive Plan positions Mableton to capitalize on its strategic location, diverse population, and economic potential while preserving its environmental assets and historic charm. Through coordinated land use, infrastructure investments, and community engagement, Mableton will emerge as a model of sustainable suburban growth—offering a high quality of life, a strong local economy, and a cohesive sense of place.



# Future Land Use Plan



## City of Mableton 2045 COMPREHENSIVE PLAN

### Appendix 1

# INTRODUCTION

The 2045 Comprehensive Plan is a policy document that assists decision-making and administrative actions to guide the City of Mableton towards the community's preferred future. The Future Land Use Plan (FLUP) is an important and valuable component to the overall 2045 Comprehensive Plan.

The FLUP acts as a guide and policy framework for making land use decisions in conjunction with property entitlements (i.e. zoning). The FLUP provides definitions for each of the future land use classifications and policies that should be used in association with those definitions to guide growth and provide a clear understanding of what the community expects for new development projects and redevelopment projects.

Each of the future land use classifications include a definition, compatible zoning districts, policy guidelines, and small area policy guidelines (SAPG).

SAPGs provide specific policy guidance on identified tracts of land throughout Mableton to better manage growth in those areas. Each SAPG has been approved by the City through a public hearing process and may be amended from time to time. Please note that not all Future Land Use Categories include SAPG.

The Future Land Use Map (FLUM) is the visual depiction of the future land use designations making it the official "future development map".

It should be noted that the Mayor and Council, in making land use decisions, uses the future land use map and policies as a guide in the decision-making process, but there are circumstances when decisions will be made that are contrary to this document based upon a change in market conditions, information unbeknownst to staff/community in the preparation of this document or some other condition.



# Future Land Use Map

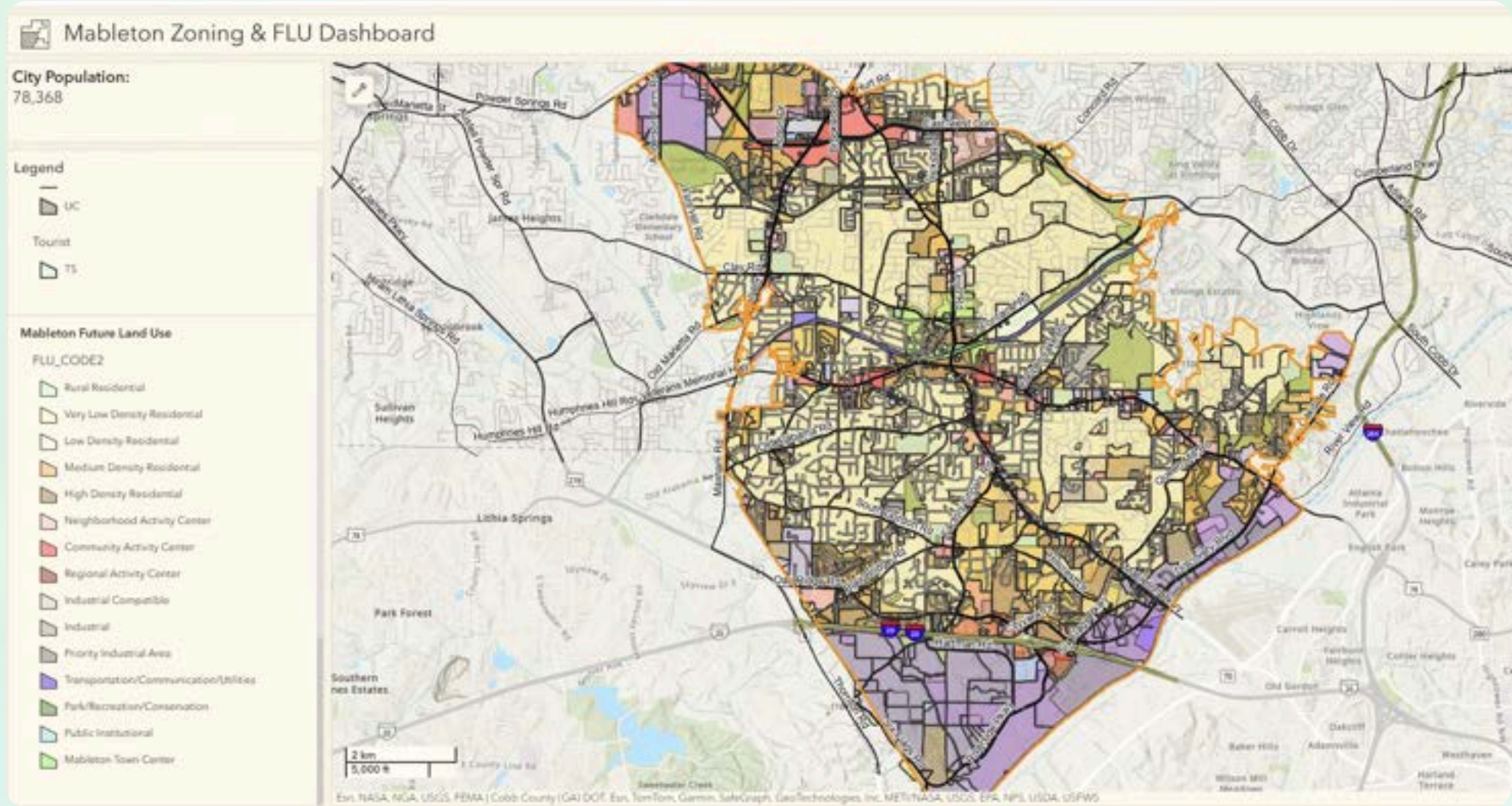


Figure 1



# COMMUNITY ACTIVITY CENTER (CAC)



## DEFINITION:

Community Activity Centers provides for areas that can meet the immediate needs of several neighborhoods or communities. Typical land uses for these areas include low- to mid-rise office buildings and department stores. Compatible Zoning Districts, Policy Guidelines and Small Area Policy Guidelines for this category are listed below.

## COMPATIBLE ZONING DISTRICTS:











SC, LRO, O&I, OS, CRC, GC, LRC, NRC, PSC, TS, PVC, UVC, NS, RSL (supportive & non-supportive)



# COMMUNITY ACTIVITY CENTER (CAC)

## Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

-  **CAC-P1** Low- to medium- intensity office, retail and commercial service uses should be encouraged to locate in Community Activity Centers.
-  **CAC-P2** Floor area ratios (FAR) should be no greater than 0.75 for office uses and 0.25 for retail uses.
-  **CAC-P3** Community Activity Centers should be primarily located near the intersection of a freeway interchange and arterial road or the intersection of two arterials.
-  **CAC-P4** Retail uses shall be encouraged where direct access to the arterial is available and where safe turning movements are possible. Inter-parcel access is encouraged.
-  **CAC-P5** A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low- intensity office or higher density residential uses.
-  **CAC-P6** More intense uses should be focused on those properties near the geographic center of the CAC and away from existing residential development.
-  **CAC-P7** Nodal development should be encouraged.
-  **CAC-P8** Commercial service uses with outdoor activities should be encouraged in Community Activity Centers only if outdoor storage and activities are screened and buffered from adjacent uses.
-  **CAC-P9** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.
-  **CAC-P10** Property located within a CAC that contains one or more streams or floodplains shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stores. In addition, parking requirements may be reduced to discourage higher levels of impervious coverage. Shared parking with adjoining development is also encouraged. Upon site development, stream and floodplain shall be identified as open space.

# COMMUNITY ACTIVITY CENTER (CAC)

## Small Area Policy Guidelines

### CAC-P11

In recognition of the existing commercial and residential zoning established along the Austell Road and Floyd Road areas in proximity to the Austell and Mableton area. The City of Austell and City of Mableton will jointly discuss any zoning or land use changes in the vicinity. The purpose of discussion will be to minimize impacts of commercial development on residential uses and to evaluate the Future Land Use Map recommendations for the property periodically.

### CAC-P12

In recognition of the existing zoning and future uses to be established at and around the intersection of Blair Bridge Road and Riverside Parkway (formerly Six Flags Drive) and to protect surrounding, established neighborhoods and environmentally sensitive properties, the City of Mableton has established a CAC at the intersection of Blair Bridge Road and Riverside Parkway (formerly Six Flags Drive). Because of the Community Activity Center's proximity to established subdivisions and a tributary to Sweetwater Creek, the City Council will only consider use permitted within the LRO zoning district.










# COMMUNITY ACTIVITY CENTER (CAC)

## Small Area Policy Guidelines

### CAC-P13

The parcels along Veterans Memorial Highway, east of the City of Austell need redevelopment. Allowing mixed-use developments in this area will assist in creating live work areas as well as reducing traffic congestion and improving traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically by encouraging village-style developments with residential over retail/office along major streets. On the minor streets within the development, stand-alone residential would be appropriate if there is a vertical mixed-use component included in the project. All areas of the new mixed-use development should be pedestrian friendly. Some of the basic characteristics of these developments should include:

-  Well-designed buildings that create a frame for the street system by being constructed close to the sidewalk.
-  On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the roadway classification.
-  Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.
-  Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project and proximity to other stable residential uses.
-  In order to make mixed-use developments along this corridor successful, scale is an important component. Mixed-use buildings should be no more than three stories tall. The three-story height limit will provide the necessary density to financially allow a mixed-use development, and it will also provide a consistency of scale with the surrounding residential neighborhoods.
-  Residential uses in the mixed-use developments should provide additional owner-occupied housing opportunities.
-  Mixed-use developments adjacent to stable single- family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.

# COMMUNITY ACTIVITY CENTER (CAC) - Small Area Policy Guidelines (Continued)

## CAC-P14

The parcels along Mableton Parkway from Veterans Memorial Highway to Hunnicutt Drive need redevelopment and revitalization. Allowing mixed-use developments in this area will assist in creating live work areas as well as reducing traffic congestion and improving traffic flow. If mixed uses are to occur along the corridor, the mixing should occur vertically or horizontally by encouraging village-style developments with residential over retail/office along major streets. On the minor streets within the development, stand-alone residential would be appropriate as long as there is a commercial or an LRO component fronting Mableton Parkway. All areas of the new mixed-use development should be pedestrian friendly. Some of the basic characteristics of these developments should include:

- Well-designed buildings that create a frame for the street system by being constructed close to the sidewalk
- On-street parking should be allowed where there is sufficient right-of-way and where it is appropriate for the particular roadway classification.
- Pedestrian-oriented amenities should be included within the site development to create an inviting atmosphere and encourage the use of public spaces as community gathering spaces. Pedestrian-oriented amenities include decorative paving, human scale street lighting, plazas, benches, landscaping, etc.
- Residential densities within the development should be determined on a case-by-case basis depending on the location of the project, intensity of the project and proximity to other stable residential uses.
- In order to make mixed-use developments along this corridor successful, scale is an important component. Mixed-use buildings should be no more than three stories tall. The three-story height limit will provide the necessary density to financially allow a mixed-use development, and it will also provide a consistency of scale with the surrounding residential neighborhoods.
- Residential uses in the mixed-use developments should provide additional owner-occupied housing opportunities.
- Mixed-use developments adjacent to stable single- family residential neighborhoods should provide a change in scale or buffering/screening that will ensure the desirability and viability of the surrounding community.



# COMMUNITY ACTIVITY CENTER (CAC) - Small Area Policy Guidelines (Continued)

## CAC-P15

In recognition of the need to promote quality redevelopment, create new residential opportunities, and encourage new medical service uses at the intersection of Austell Road and the East West Connector, the properties are placed in the Community Activity Center (CAC) future land use category. Prior to the establishment of the City of Mableton, the Board of commissioners developed a long-term vision for improvements in this area of Cobb County, which funded the creation of the Austell Corridor Livable Centers Initiative Study. These properties were identified in the study as an area appropriate for a mixed-use development in a manner consistent with the findings and acceptance language of the study document. In addition to promoting a combination of residential and office/retail development, a special focus in this area should be on supporting and expanding medical-related office and service uses due to the proximity of Cobb Wellstar Hospital.

## CAC-P16

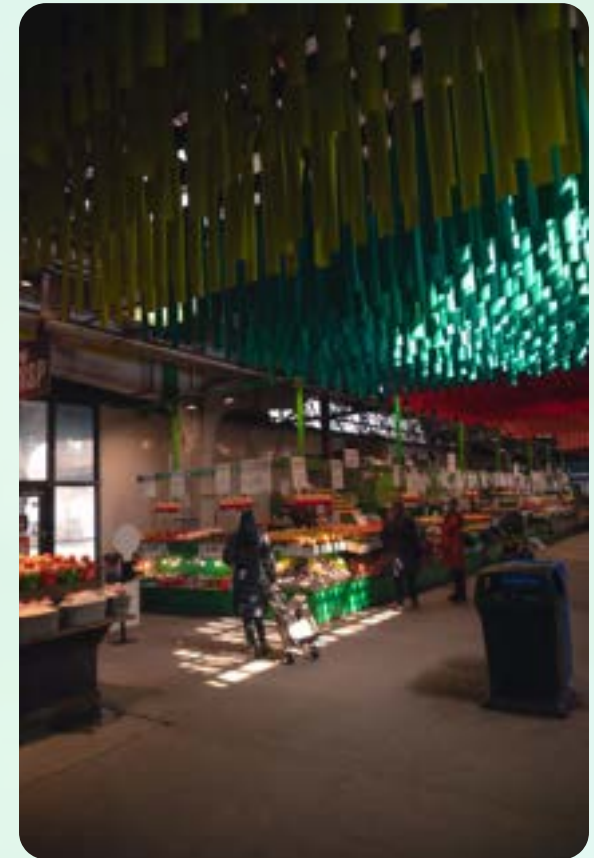
In recognition of the efforts to improve the quality-of-life of residents and businesses in the Mableton area, the City Council encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional Commissions Lifelong Communities Program.

With increasing life expectancies and varying levels of ability of the City's aging population, traditional building forms may be modified to reflect this new reality. Also, connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages become essential for older adults. The Mayor and Council supports staff coordination with Cobb County and the community through public involvement to encourage these goals.

Due to the physical layout of Mableton, development efforts will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land management techniques such as land trust, tax allocation districts or other such policies and programs that could assist in meeting this desire. This proposed design could substantially improve the area's economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity and walkability missing in most of the Mableton area. Staff are committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living. By combining these with the flagship Mable House property enhancements, this would provide an exemplary healthy living environment for Lifelong Communities.

# NEIGHBORHOOD ACTIVITY CENTER (NAC)



## DEFINITION:

Neighborhood Activity Centers provides for areas that serve neighborhood residents and businesses. Typical land uses for these areas include small offices, limited retail and grocery stores. Compatible Zoning Districts, Policy Guidelines and Small Area Policy Guidelines for this category are listed below.

## COMPATIBLE ZONING DISTRICTS:









SC, LRO, LRC, OS (special exceptions), NRC, PVC, UVC, RSL (supportive & non-supportive)



# NEIGHBORHOOD ACTIVITY CENTER (NAC) -

## Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

-  **NAC-P1** Low-intensity office and retail uses should be encouraged to locate in Neighborhood Activity Centers.
-  **NAC-P2** Office and retail uses should be limited to a maximum of two stories.
-  **NAC-P3** Floor area ratios (FAR) should be less than 0.5 for office uses and less than 0.25 for retail uses.
-  **NAC-P4** A transition in building scale and land use type should be provided between higher intensity uses and adjacent residential areas. Transitional land uses could include low- intensity office uses or higher density residential uses.
-  **NAC-P5** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development before the calculation of residential density.
-  **NAC-P6** Property located within a NAC that contains one or more streams or floodplain shall be developed in such a way as to minimize land disturbance. For office and retail uses, no more than 70% of the site (excluding stream and/or floodplain) may be covered with impervious surfaces. When streams and/or floodplain prohibit development, retail development is encouraged to be two or more stories. In addition, parking requirements may be reduced in order to discourage higher levels of impervious coverage. Shared parking with adjoining developments is also encouraged. Upon site development, streams and floodplain shall be identified as open space.
-  **NAC-P7** To ensure neighborhood compatibility, retail uses should also be limited in total floor area.
-  **NAC-P8** All uses should be adequately buffered to protect the stability of surrounding residential neighborhoods.

# NEIGHBORHOOD ACTIVITY CENTER (NAC)

## Small Area Policy Guidelines

### NAC-P9

Prior to the establishments of the City of Mableton, the area at the intersection of Floyd and Hicks Roads is designated as a NAC on the Future Land Use Map. The area encompassed by this designation is limited to that shown as proposed on the map adopted by the Board of Commissioners of Cobb County on December 21, 1994, and adopted by the City of Mableton. Said area shall not extend to the north beyond the AT&T telephone transmission easement located in land lot 29 of the 17th district and land lot 1073 of the 19th district.

### NAC-P10

In order to better implement and promote the nodal concept of development at the intersection of Floyd Road and Nickajack Road, the Board of Commissioners of Cobb County had extended the NAC to the west side of Floyd Road in Land Lots 31 and 32 of the 17th District and this action has been adopted by the City of Mableton. In order to encourage development plans that are architecturally compatible with the existing uses on the east side of Floyd Road and to promote coordinated access within the NAC, the City Council has determined the necessity for a unified development plan for this extension as adopted by the City of Mableton. All highlighted properties or substantial combination thereof, must be assembled and included in one rezoning/development plan. Buffering to adjacent residential uses, architectural compatibility, shared access and land use transition will be of paramount importance and assemblage rezoning applications will be evaluated for appropriateness based upon these criteria.

### NAC-P11

In accordance with the action of the Board of Commissioners of Cobb County on January 17, 2017, and in an effort to provide for a step down in intensity so as to mitigate any future land use conflicts between the surrounding residential uses and the commercial uses on the west side of Floyd Road, north of White Boulevard, it is recommended that the Planning Commission and the Mayor and Council consider additional and enhanced buffering and screening requirements on any redevelopment of the tracts within the NAC future land use category in order to protect residential uses and to provide a transition between land uses, these actions have also been adopted by the City of Mableton pending future review.



# NEIGHBORHOOD ACTIVITY CENTER (NAC)

## Small Area Policy Guidelines

### NAC-P12

In order to better implement and promote the nodal concept of development, the Board of Commissioners of Cobb County has slightly expanded the NAC at Floyd Road and the Silver Comet Trail. Because this expansion was done to provide for improved node boundaries and to complement the nearby uses supporting the Silver Comet Trail, the Mayor and Council will consider the following development requirements for this portion of the NAC on the west side of Floyd Road, north of the Silver Comet Trail in Land Lot 998 of the 19th District.

- Low-rise office use

### NAC-P13

For the NAC located at the northwest corner of Veterans Memorial Highway and Buckner Road, the Mayor and Council wishes to include a 35' buffer of MDR to protect the residential nature of the northern parcel.

# INDUSTRIAL COMPATIBLE (IC)



## DEFINITION:

Industrial Compatible provides for areas that can support light industrial, office/warehouse and distribution uses. Typical land uses for these areas include professional business parks and distribution centers. Compatible Zoning Districts, Policy guidelines and Small Area Policy Guidelines for this category are listed below.

## COMPATIBLE ZONING DISTRICTS:








OS, TS, LI



# INDUSTRIAL COMPATIBLE (IC)

## Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

-  **IC-P1** Regional-serving employment areas consisting of light industrial, office/ warehouse, distribution and support commercial service uses shall be encouraged to locate in IC areas.
-  **IC-P2** Office uses should be limited in height and floor area. Floor area ratios (FAR) for offices should be less than 0.75. Office buildings should be less than four stories.
-  **IC-P3** Buffering and screening of outdoor storage shall be required in IC areas.
-  **IC-P4** Industrial processes and activities should be located inside and should not produce substantial noise, vibration or noxious by-products.
-  **IC-P5** IC areas can serve as a transitional category between more intensive uses and less intensive uses.
-  **IC-P6** Due to the importance of transportation in manufacturing and distribution IC area should be located where there is safe, direct access to the regional freeway system.
-  **IC-P7** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

# INDUSTRIAL COMPATIBLE (IC)

## Small Area Policy Guidelines

### IC-P8

In an effort to mitigate any future land use conflicts between the residential lots along Dogwood Circle and the Industrial Compatible use to the north of the residential uses, it is recommended that the Planning Commission and City Council consider requiring additional and enhanced buffering and screening requirements on any industrial developments adjacent to the residential uses. This will protect the existing residential land users as well as the viability of the industrial users. The Mayor and Council of the City of Mableton should also consider access only along Veterans Memorial Highway unless otherwise deemed acceptable by the Cobb County Department of Transportation.

### IC-P9

In an effort to mitigate any future land use conflicts between the surrounding residential uses and the Industrial Compatible uses on the southwest side of Buckner Road, it is recommended that the Planning Commission recommends Mayor and Council to consider additional and enhanced buffering and screening requirements on any redevelopment of the industrial tract in order to protect the surrounding existing and future residential land users as well as the viability of the industrial users.



# INDUSTRIAL (IND)



## DEFINITION:






Industrial provides for areas that can support heavy industrial and manufacturing uses. Typical land uses for these areas include plants that convert raw materials into a finished product. Compatible Zoning Districts, Policy guidelines and Small Area Policy Guidelines for this category are listed below.

## COMPATIBLE ZONING DISTRICTS:

OS, TS, LI, HI

# INDUSTRIAL (IND) - Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

-  **IND-P1** The primary uses within IND areas should be industrial or manufacturing. Supporting office uses should be limited in floor area and intensity. Office uses should be limited to floor area ratios (FAR) of less than 0.5.
-  **IND-P2** Due to the importance of transportation in manufacturing and distribution, IND areas should be located where there is safe, direct access to the regional freeway system
-  **IND-P3** IND areas should not be located immediately adjacent to residential areas.
-  **IND-P4** In reviewing new industrial development proposals, an assessment of environmental impact and impact mitigation should be conducted.
-  **IND-P5** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

## SMALL AREA POLICY GUIDELINES:

**IND-P6** In an effort to mitigate any future land use conflicts between the residential lots along Regal Hills Lane and the Industrial Compatible use to the south and east of the neighborhood, it is recommended that the Planning Commission recommends to Mayor and Council to consider additional and enhanced buffering and screening requirements on the industrial project in order to protect the existing residential land users as well as the viability of the industrial users.



# PRIORITY INDUSTRIAL AREA (PIA)



## DEFINITION:

Priority Industrial Area supports the strategic protection of the most important Industrial and Industrial Compatible land areas in the City of Mableton. The Mayor and Council have identified specific priority industrial areas (PIA).

These sites are the areas that, through research, evaluation and industrial site selection best practices, are areas considered most important to provide future industrial type job producing sectors. Due to the urbanizing nature of the City of Mableton, the reduced quantity of undeveloped land and the recent trends that have converted industrial lands to other productive land uses, it is imperative to evaluate land use policy in greater detail as it relates to important industrial areas.

The overall intent of this policy is to establish more stringent criteria for decision making when trying to alter the land use.

## COMPATIBLE ZONING DISTRICTS:

Compatible Zoning Districts is determined by the Priority Industrial Area subcategories, although all PIA sites encourage zoning categories that would allow for the placement of technology and biomedical development and non-polluting manufacturing centers.

# PRIORITY INDUSTRIAL AREA (PIA) - Sub-Area Classifications

Each part of the city designated as a PIA has sub-categories that guide development within each of these industrial areas. Descriptions of the categories are as follows:

## Priority Industrial Area - Medium Density Residential (PIA-mdr)

Medium Density Residential are areas that are currently residential at two and one-half (2.5) and five (5) dwelling units per acre that should transition to light industrial, office/warehouse, or light manufacturing uses over time.

## Priority Industrial Area - Community Activity Center (PIA-cac)

Community Activity Center areas currently support retail type uses that should transition to light industrial, industrial, office/warehouse, distribution or light manufacturing uses over time. Small supportive retail uses serving the needs of the surrounding industrial users may be appropriate on a case-by-case basis in the Community Activity Center subcategory.

## Priority Industrial Area - Industrial Compatible (PIA-ic)

Industrial Compatible subcategories can support light industrial, office/ warehouse and distribution uses.

## Priority Industrial Area – Industrial (PIA-ind)

Industrial subcategories can support heavy industrial and manufacturing uses.

## Priority Industrial Area - Transportation, Communications and Utilities (PIA-tcu)

The purpose of the TCU is to provide for uses such as power generation plants, railroad facilities, telephone switching stations, airports, etc.






## Priority Industrial Area - Park, Recreation, and Conservation (PIA-prc)

The purpose of the PRC subcategory is to provide for land dedicated to permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views and historic or archaeological resources.



# PRIORITY INDUSTRIAL AREA (PIA) - Policy Guidelines

The following professional evaluation and data analysis should be conducted when the Planning Commission and the Mayor and Council consider a land use change that alters a PIA property or areas adjacent to PIA properties from its existing Industrial or Industrial Compatible land use category to any other future land use category. In addition, the same professional evaluation and data analysis should be conducted, by the applicant, when the Planning Commission and the Mayor and Council are requested to consider a zoning change to a PIA property or areas adjacent to PIA properties that alter its zoning designation to one that is not compatible with the Priority Industrial Area. Finally, the policy relating to "Adjacency to viable industrial areas" should be considered by the Planning Commission and the Mayor and Council when a zoning change occurs to a property adjacent to PIA properties:

-  **PIA-P1 Job impacts:** Consider the number of existing and future industrial jobs lost, existing and future job opportunities for residents with less than a four-year degree, and job density at the site.
-  **PIA-P2 Tax Base Impacts:** Evaluate and compare the tax-base impacts between potential uses with the existing zoning and the proposed zoning, as well as comparing tax-base impacts to job impacts.
-  **PIA-P3 Viability:** Prioritize developments with immediate uses over potential uses without users lined up.
-  **PIA-P4 Transition:** Consider the cost of transitioning a property from one use to another through zoning. Properties made non-conforming may suffer years of deferred maintenance until a viable use develop.
-  **PIA-P5 Adjacency to viable industrial areas:** Consider negative impacts of residential users on adjacent and viable industrial sites, such as land price uncertainty and conflicts with residents. If a residential project is being considered adjacent to a PIA site, the Planning Commission and the Mayor and Council should consider requiring additional and enhanced buffering and screening requirements on the residential project to protect the residential land users as well as the viability of the adjacent industrial users.



# PRIORITY INDUSTRIAL AREA (PIA) - Small Area Policy Guidelines

## PIA-P6

In an effort to lessen the negative impacts on adjacent residential neighborhoods caused by Industrial uses along the east and west side of Six Flags Parkway and to maintain the purpose and intent of the PIA, it is recommended that the Mayor and Council consider the following when rezoning properties located within the PIA Future Land Use category:

1. Industrial uses that foster innovative, high-technology, and low-pollution industries;
2. The use of stone, brick and/or EFIS on building facades; and
3. The use of enhanced landscaping along primary road frontages to enhance aesthetics and mitigate negative impacts.

To facilitate this, the Council encourages the assemblage of smaller land parcels into single tracts. Additionally, as a means of protection for area residences, the Board encourages transitional land uses that serve as a step-down from the more intense heavy industrial uses to the less-intense residential uses. Also, in instances where industrial use is directly adjacent to residential uses, it is recommended that a natural or enhanced buffer be established on the industrial side of the property line.

# PRIORITY INDUSTRIAL AREA (PIA) - Small Area Policy Guidelines (Continued)

## PIA-P7

In an effort to encourage compatibility between conflicting land uses and support job producing uses, the industrial sector is encouraged to transition from PIA industrial uses to PIA industrial compatible uses. This policy, through rezoning efforts, encourages non-manufacturing uses that do not cause excessive odor, traffic, noise, or pollutants. In addition, it is recommended that any new structures be limited to 2 stories and landscaping along the right-of-way to enhance the visual appeal of the area. It is also important that during any rezoning or redevelopment of sites along the southern border of the sector, provide additional and enhanced buffering and/or screening along the property line adjacent to the residential neighborhoods to the south.

## PIA-P8

In an effort to encourage compatibility between conflicting land uses and to support job producing uses, the commercial sector, is encouraged to transition from PIA industrial uses to PIA community activity center uses. This policy, through rezoning efforts, encourages commercial and office type uses that serve the needs of the surrounding industrial users. If redevelopment occurs on a formerly residential lot, the subject business would be encouraged to use the existing structure. To accommodate the needs of the new business, the structure may be retrofitted or renovated to fit the needs of the business. Outside storage should be limited to the rear of the property/building and screened from the roadway and adjacent homes. For the tract that is directly adjacent to the Silver Comet Trail, another valid use may be a recreational use that provides pedestrian and bike access to the Silver Comet Trail



# PARK/RECREATION/CONSERVATION (PRC)



## DEFINITION:

Park/Recreation/Conservation (PRC) provides for land dedicated to active or passive recreational uses, either publicly or privately owned, including playgrounds, public parks, nature preserves, wildlife management areas, national forests, golf courses, recreation centers, etc. While the future land use map reflects existing uses, it is important to realize that uses in this category have the potential to be developed at a regional, community or neighborhood scale. Any use in this category should be developed in a manner consistent with other policies in this plan. When development plans are presented to the Mayor and Council, the adjacent Future Land Use designations will be given consideration with emphasis on adequate buffering, step-down to uses of different intensity and preserving environmentally sensitive areas.

This land use category includes environmentally sensitive areas such as flood plains and wetlands which serve an important natural function by providing enhanced water quality protection, groundwater recharge, floodwater storage, channelization, silt retention and groundwater discharge. When it is feasible to do so, the County may consider acquiring (easement or fee simple ownership) flood plain and/or wetland areas that would remain undeveloped to ensure these valuable functions continue unabated.

## COMPATIBLE ZONING DISTRICTS:

Any district dedicated to active or passive recreation use. Conservation is the sub-category for permanently protected land dedicated to passive recreation and protection of water quality, wetlands, stream banks, riparian buffers, scenic views and historic or archaeological resources.



# PARK/RECREATION/CONSERVATION (PRC)

## Sub-Area Classifications



Conservation is a sub area classification of PRC for permanently protected land dedicated to passive recreation uses. It includes land set aside to protect water quality, wetlands and areas with erodible soils, stream banks, riparian buffers, scenic views, historic and archeological resources and steep slopes. They may be private or publicly owned and may include playgrounds, parks, natural preserves, wildlife management areas, national forests, stream buffers, wetlands, floodplains and/or other similar uses purchased with local, state and federal funds.







# TRANSPORTATION/ COMMUNICATION/UTILITIES (TCU)



## DEFINITION:

Transportation/Communication/Utilities provide for uses such as power generation plants, railroad facilities, communication towers, airports, etc.

## COMPATIBLE ZONING DISTRICTS:

Any district dedicated to uses such as power generation plants, railroad facilities, communication towers, airports, etc.



# MABLETON TOWN CENTER (MTC)



## DEFINITION:








Mableton Town Center provides for areas that establish development standards and incentives to assist residences and businesses in having a desirable mixed-use community that is a walkable, green and a vital hometown that will be an even better place to live, work and play. Throughout the Mableton community, transect zones are established to guide developments that will respond to regional characteristics and needs. Guidelines for this category are listed below:

## COMPATIBLE ZONING DISTRICTS:

Land use will be determined by specific transect zones. The zones range from T3, which is Sub-Urban Zone focusing more on low-density residential developments to T6, which is Urban Core Zone consisting of higher intensity uses. For more information on compatible zones please refer to the Mableton Form Base Code.







# MABLETON TOWN CENTER (MTC) - Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

-  **MTC-P1** Mableton should retain its natural infrastructure and visual character through growth opportunities that encourage infill development in parity with the development of new communities.
-  **MTC-P2** Developments within the area should support Traditional Neighborhood Development (TND) or Regional Corridor Development (RCD) patterns and Mableton's vision of being a Lifelong Community.
-  **MTC-P3** Transportation corridors should be planned and reserved in coordination with land use.
-  **MTC-P4** Green corridors should be used to define and connect the town center area.
-  **MTC-P5** The community should include a framework of infrastructure to support all modes of transportation that would coordinate with the development patterns enabled by the code.
-  **MTC-P6** The architecture and landscape design should grow from local climate, topography, history and building space through energy efficient methods, where possible.
-  **MTC-P7** The harmonious and orderly evolution of the built environment should be secured through regulating the form of buildings.

The following are general development standards, however more specific standards exist according to the building's form, position, functions within the Traditional Neighborhood Development (TND) or Regional Corridor Development (RCD) zone and it's transect zone classification.

# MABLETON TOWN CENTER (MTC) - Policy Guidelines (Continued)

-  **MTC-P8** Developments should be compatible with the density and intensity of uses based upon their building function;
-  **MTC-P9** The lot layout, building disposition and height should be defined by specific transect zone classifications in order to ensure appropriate compatibility with land uses within and outside of the MTC.
-  **MTC-P10** Exterior designs should be compatible with frontage standards and general requirements;
-  **MTC-P11** Permitted building functions, including residential, lodging, office, retail, civic and other functions, should be compatible with the allowable functions of the appropriate transect zones;
-  **MTC-P12** The quantity of required parking should be consistent with the building function;
-  **MTC-P13** Landscaping for properties should be consistent with established frontage types.



# LOW DENSITY RESIDENTIAL (LDR)



## DEFINITION:

Low Density Residential provides for areas that are suitable for low density housing between one (1) and two and one-half (2.5) dwelling units per acre and non-supportive senior living housing that in certain circumstances may reach five (5) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses. This category presents a range of densities. Compatible Zoning Districts, Policy Guidelines, and Small Area Policy Guidelines are listed below:

## COMPATIBLE ZONING DISTRICTS:

RR, R-80, R-40, R-30, R-20, R-15, OSC, RSL (non-supportive)

# LOW DENSITY RESIDENTIAL (LDR)

## Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

- LDR-P1** Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.
- LDR-P2** Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where such proposed densities do not adversely affect the stability of existing residential areas.
- LDR-P3** New residential uses should be developed in a manner that helps protect the character of these areas.
- LDR-P4** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

## SMALL AREA POLICY GUIDELINES:

### LDR-P5

Given the documented low impact nature of non-supportive senior living housing on County infrastructure and services, these housing units may reach five (5) dwelling units per acre, depending on existing conditions such as product type and mix, structure/building height, tract size, topographic conditions, etc. in order to provide compatibility with adjacent residential uses. Further, any of the housing units in this category must be located along an arterial roadway, as defined by the Cobb County Thoroughfare Plan, as may be amended from time to time.



# LOW DENSITY RESIDENTIAL (LDR)

## Small Area Policy Guidelines

### LDR-P11

In an effort to encourage neighborhood compatibility, revitalization that occurs on Blair Bridge Road between Riverside Parkway (formerly Six Flags Drive) and South Gordon Road should be done in a manner that respects the existing character and density of the surrounding neighborhoods. Pockets of redevelopment should be accommodated to stabilize the housing stock. Any increases in density for the new developments should be minimal.

### LDR-P12

Due to the existing residential uses and the proximity of industrial uses surrounding the LDR area north of Flint Hill Road, south of Powder Springs Road and west of Anderson Farm Road and Ewing Road, any new residential development will be encouraged to provide adequate buffering/screening to ensure the desirability and viability of the residential tracts.





# MEDIUM DENSITY RESIDENTIAL (MDR)



## DEFINITION:







Medium Density Residential provides for areas that are suitable for moderate density housing between two and one-half (2.5) and five (5) dwelling units per acre. This category presents a range of densities. Compatible Zoning Districts, Policy Guidelines, and Small Area Policy Guidelines are listed below:

## COMPATIBLE ZONING DISTRICTS:

R-20, R-15, R-12, RA-5, RA-4, RD, FST, MHP, SC, PVC, RSL (non-supportive)

# MEDIUM DENSITY RESIDENTIAL (MDR) - Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

-  **MDR-P1** Proposals at the low end of the range of densities shall be encouraged in areas that are currently developed at similar densities.
-  **MDR-P2** Proposals at the high end of the range of densities shall be encouraged in areas where adequate services and facilities can accommodate such densities and where such proposed densities do not adversely affect the stability of existing residential uses. Single-family residential developments resulting in densities greater than four (4) units per acre may also be limited in overall acreage due to intense deforestation, drainage, and erosion and sedimentation concerns associated with such development. Specific restrictions may be codified in the City of Mableton Zoning Code and Georgia Zoning Ordinance.
-  **MDR-P3** New residential uses should be developed in a manner that helps protect the character of these areas.
-  **MDR-P4** MDR areas can serve as a transitional category between more intensive uses and less intensive uses.
-  **MDR-P5** Affordable housing with open space and high-quality design should be encouraged to be developed in this category.
-  **MDR-P6** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

# MEDIUM DENSITY RESIDENTIAL (MDR) - Small Area Policy Guidelines

## MDR-P7

In order to mitigate the land use conflicts that can arise from converting single-family residences and lots to individual commercial uses, the Mayor and Council shall determine the necessity for a unified development plan for the parcels within Land Lots 40 and 41 of the 17th District bordered by Floyd Road, Ayers Drive and Landers Road. All properties must be assembled and included in one rezoning/development plan. Architectural design encouraging two-story "brownstone" appearances, shared access, rear entry garages, no direct access to Floyd Road and land use transition will be of paramount importance. Rezoning applications will be evaluated for appropriateness based on these criteria. This is appropriate based on opportunities for commercial development on the west side of Floyd Road and to complement the Mable House historical complex.

## MDR-P8

In order to generate a more contiguous transition between the Austell Road corridor and the surrounding stable single-family detached residential areas, new housing developments along Austell Road are encouraged to contain a substantial owner-occupied component. In addition, there is a need to encourage redevelopment and revitalization of some of the antiquated multi-family developments. The redevelopment should expand senior-housing opportunities, provide additional owner-occupied opportunities and/or provide new and updated rental units that meet current market demand, as long as the total number of rental units in the development is not increased.



# MEDIUM DENSITY RESIDENTIAL (MDR) - Small Area Policy Guidelines

## MDR-P9

In an effort to encourage neighborhood revitalization, redevelopment along Six Flags Parkway, from Riverside Parkway (formerly Six Flags Drive) to Oak Ridge Road, should include attached and detached single-family residential structures using the full range of allowable densities under the MDR category.

## MDR-P10

In an effort to encourage residential revitalization, redevelopment along South Gordon Road, from Factory Shoals Road to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment, additional density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category.

## MDR-P11

In an effort to encourage residential revitalization, redevelopment along Factory Shoals Road, from Riverside Parkway (formerly Six Flags Drive) to Mableton Parkway, should include single-family detached structures to complement the existing neighborhoods in the area. To encourage redevelopment, additional density may be provided as long as it does not exceed the maximum densities encouraged in the MDR category. Expansion of the commercial nodes should not be encouraged in this area.

# MEDIUM DENSITY RESIDENTIAL (MDR) - Small Area Policy Guidelines

## MDR-P12

In recognition of the efforts to improve the quality of life of residents and businesses in the Mableton area, the Mayor and Council encourages adherence to the fundamental principles of New Urbanism to reflect places where all people can live throughout their lifetime. Specific approaches to the design of social spaces, streetscapes, recreation and entertainment facilities, transportation options, retail and residential buildings that incorporate the needs of an aging population are especially promoted in this area as discussed during the Atlanta Regional Commission's Lifelong Communities Program. With increasing life expectancies and varying levels of ability of the City's aging population, traditional building forms may be modified to reflect this new reality. Also, connectivity, diversity of housing stock, range of transportation options, walkable environment and access to retail, social and health services that provide quality of life at younger ages become essential for older adults. The City Council supports coordination with other Cobb County departments and the community through public involvement to encourage these goals.

Due to the physical layout of Mableton, development efforts will require assemblage and phased redevelopment. This area provides an excellent opportunity to develop innovative land-management techniques such as land trust, tax allocation districts or other such policies and programs that could assist in meeting this desire. This proposed design could substantially improve the area's economy and standard of living.

In addition, it is essential to repair the local infrastructure to provide the connectivity, diversity and walkability missing in most of the Mableton area. Staff is committed to focusing on street network and safety in order to provide ample passive opportunities for healthy living and combining these with the flagship Mable House property enhancements; this would provide an exemplary healthy living environment for Lifelong Communities.



# MEDIUM DENSITY RESIDENTIAL (MDR)

## Small Area Policy Guidelines

### MDR-P13

In an effort to mitigate any future land use conflicts between the Medium Density Residential neighborhood along Felton Lane and the Priority Industrial Area along Six Flags Parkway, it is recommended that any new development within the MDR provides appropriate buffering as determined by the Mayor and Council.

### MDR-P14

In accordance with their action on January 17, 2017, the Board of Commissioners of Cobb County, as adopted by the City of Mableton has established an area of Medium Density Residential (MDR) north and west of an existing Neighborhood Activity Center (NAC) at the intersection of Floyd Road and White Boulevard. This is intended to allow for a step down in intensity that would serve as a transition between the commercial uses to the south and the single-family residential uses to the east, north and west. It is recommended that the western boundary of the area of MDR be considered a line of demarcation between lower-and-higher intensity uses.

# HIGH DENSITY RESIDENTIAL (HDR)



## DEFINITION:

High Density Residential provides for areas that are suitable for higher density housing between five (5) and twelve (12) dwelling units per acre. Density should be sensitive to surrounding areas and offer a reasonable transition of land use. Compatible Zoning Districts, Policy Guidelines, and Small Area Policy Guidelines are listed below:

## COMPATIBLE ZONING DISTRICTS:


R-15, R-12, RA-4, RA-5, RM-8, RM-12, RM-16, FST, MHP, SC, PVC, UVC, RSL (non-supportive)





# HIGH DENSITY RESIDENTIAL (HDR)


## Policy Guidelines

Specific development proposals shall be evaluated with respect to the following Policy Guidelines and Small Area Policy Guidelines.

 **HDR-P1** Higher density housing should be located only in those areas with direct access to arterials or collectors in order to discourage neighborhood traffic intrusion and facilitate safe turning movements.

 **HDR-P2** HDR areas can serve as a transitional category between more intensive uses and less intensive uses.

 **HDR-P3** Affordable housing with open space and high-quality design should be encouraged to be developed in this category.

 **HDR-P4** Any area of floodplain or wetlands shall be subtracted from the aggregate area of the site submitted for zoning or development prior to the calculation of residential density.

## SMALL AREA POLICY GUIDELINES:

**HDR-P9** The following pertains to property located on the south side of Old Powder Springs Road, west of Dunn Road and associated with Z-18 of 2020: Developments should be encouraged to allow no more than eight units per acre, and the units shall be for individual ownership.

# Reference Maps



Figure 3



## Reference Maps

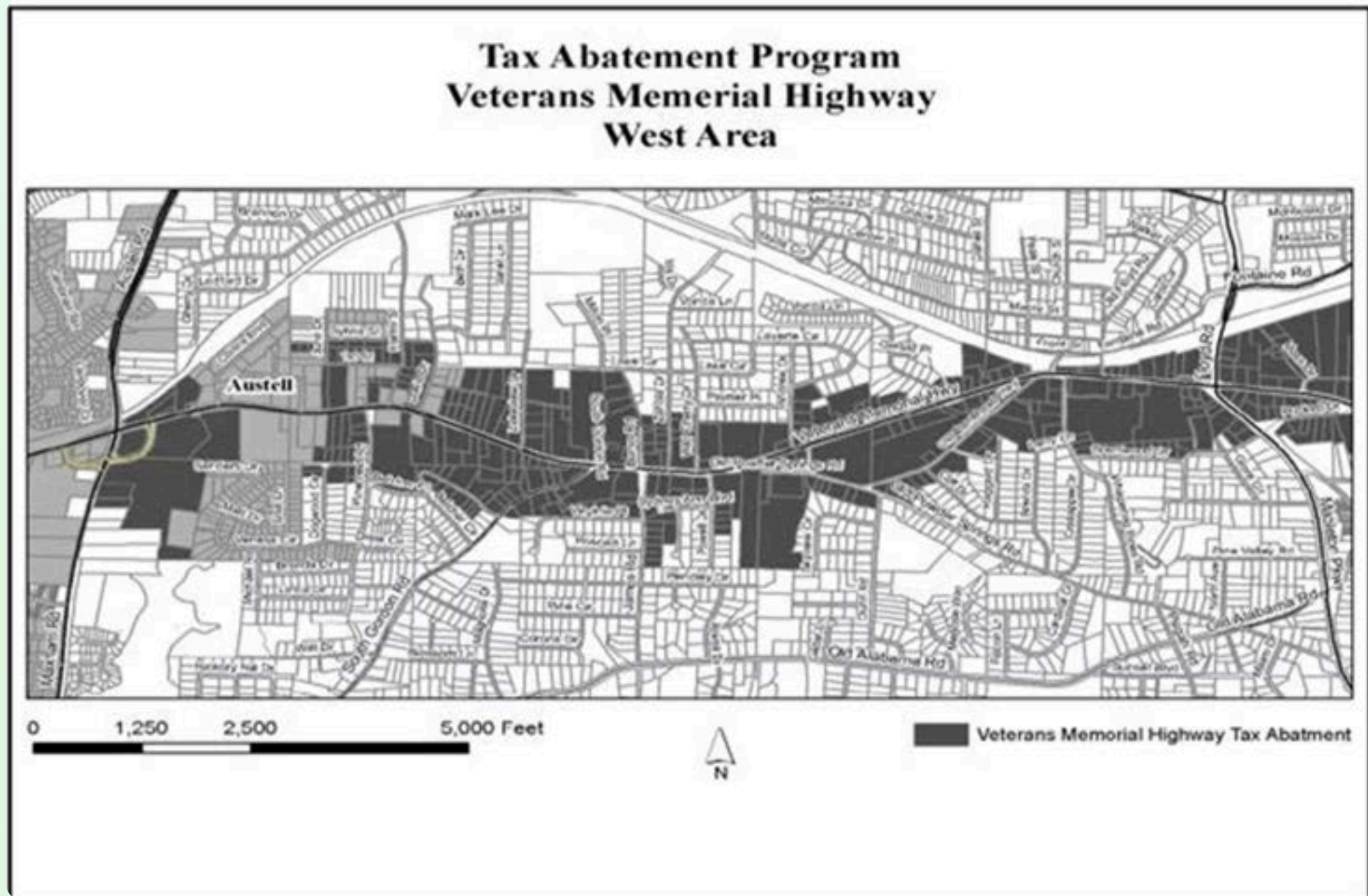


Figure 4



Reference Maps (Overlay Zones)

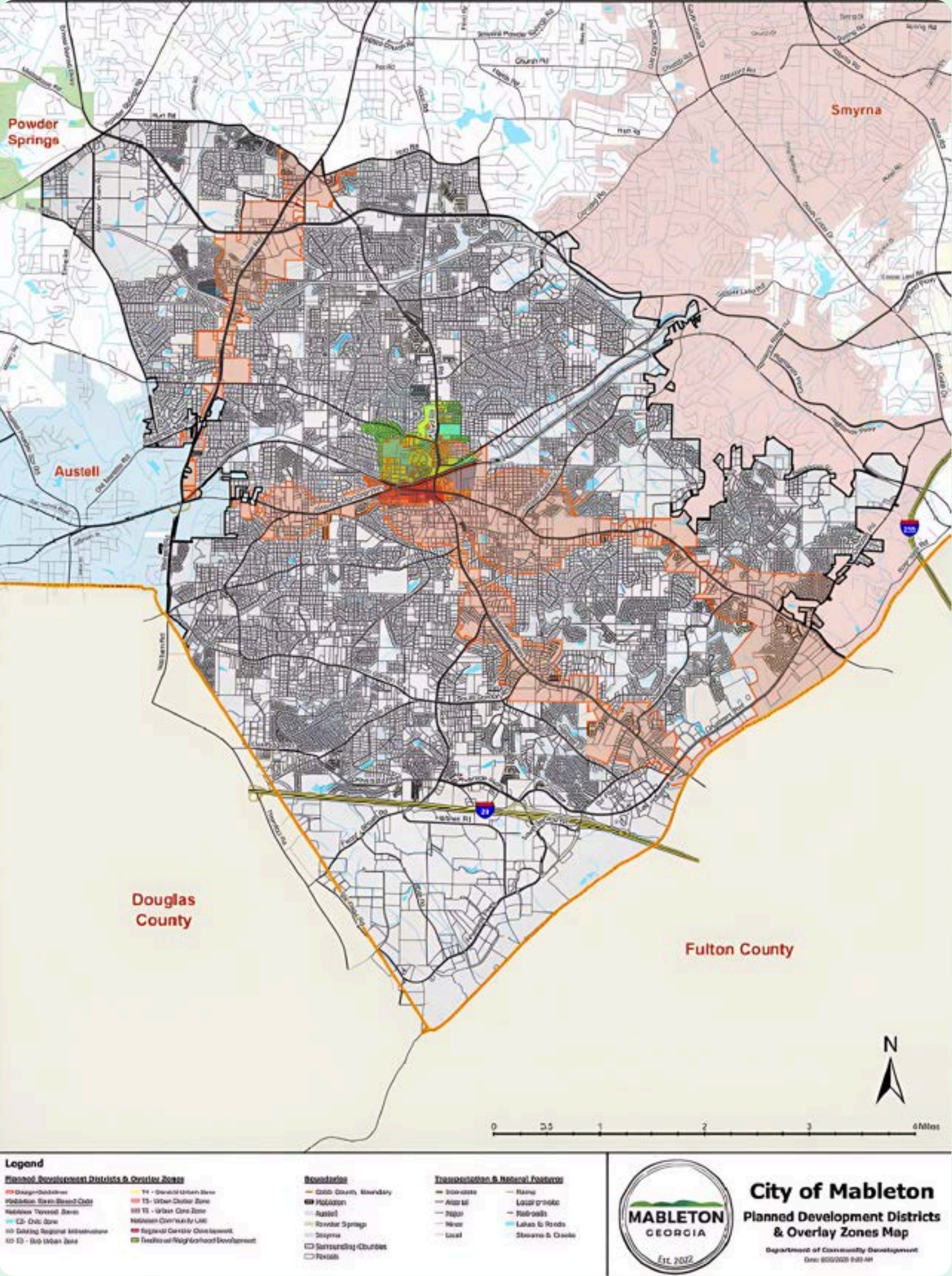


Figure 5



# Reference Maps

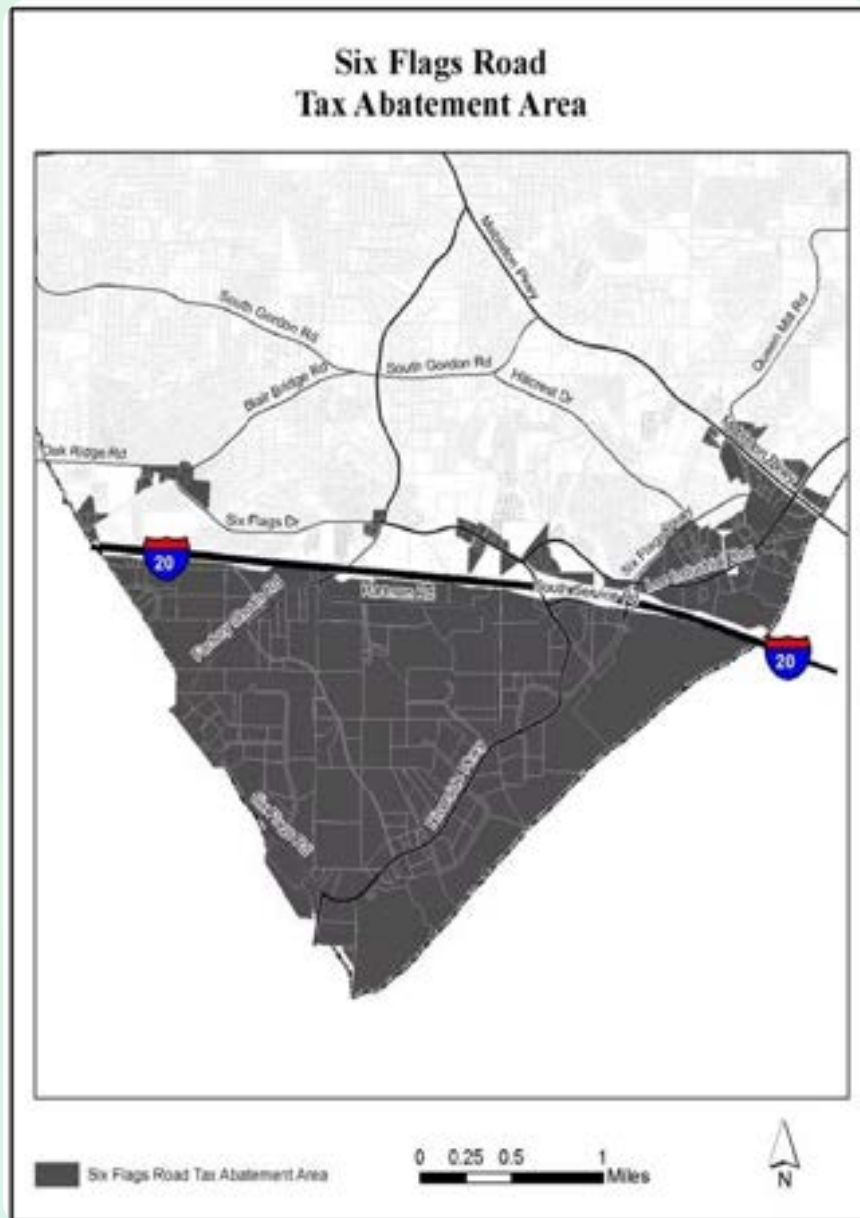


Figure 6



Figure 7

# Reference Maps



Figure 8

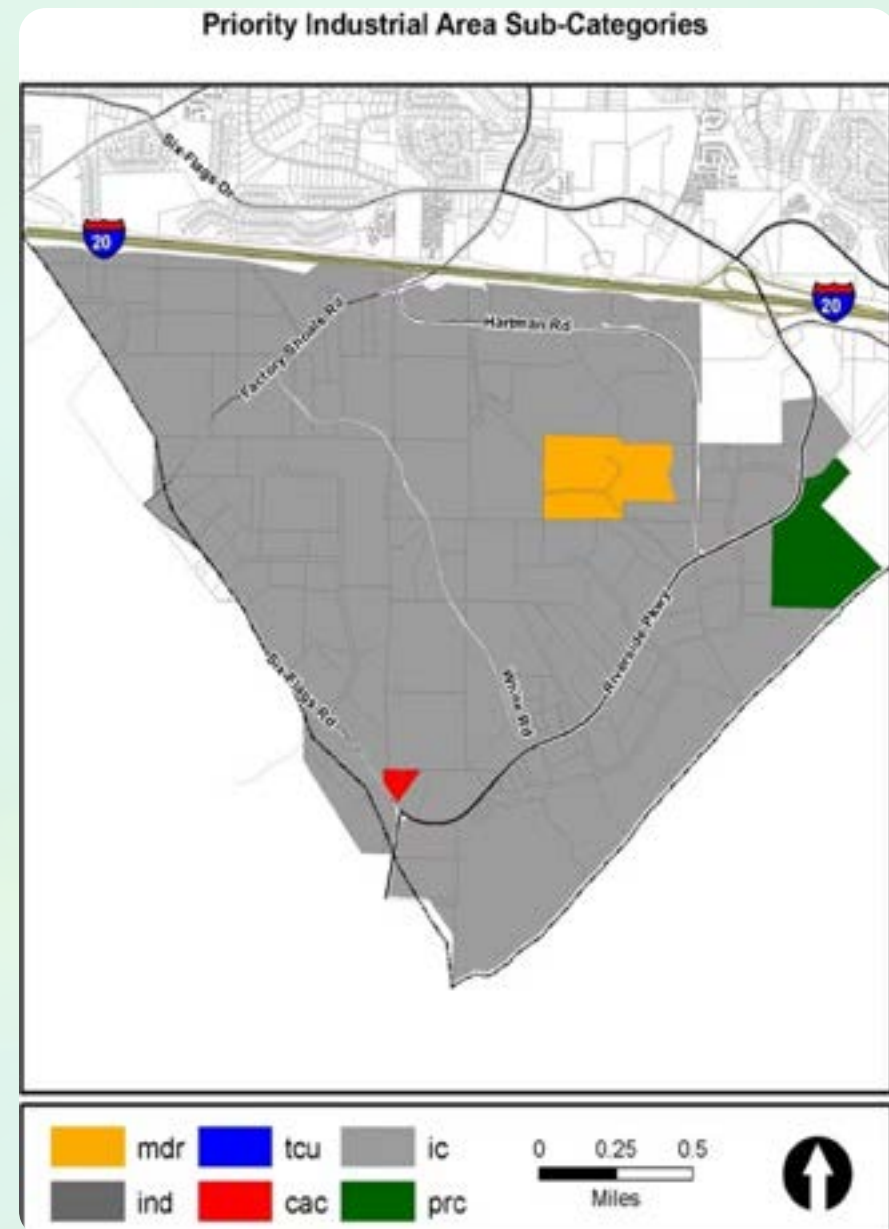


Figure 9



# Reference Maps

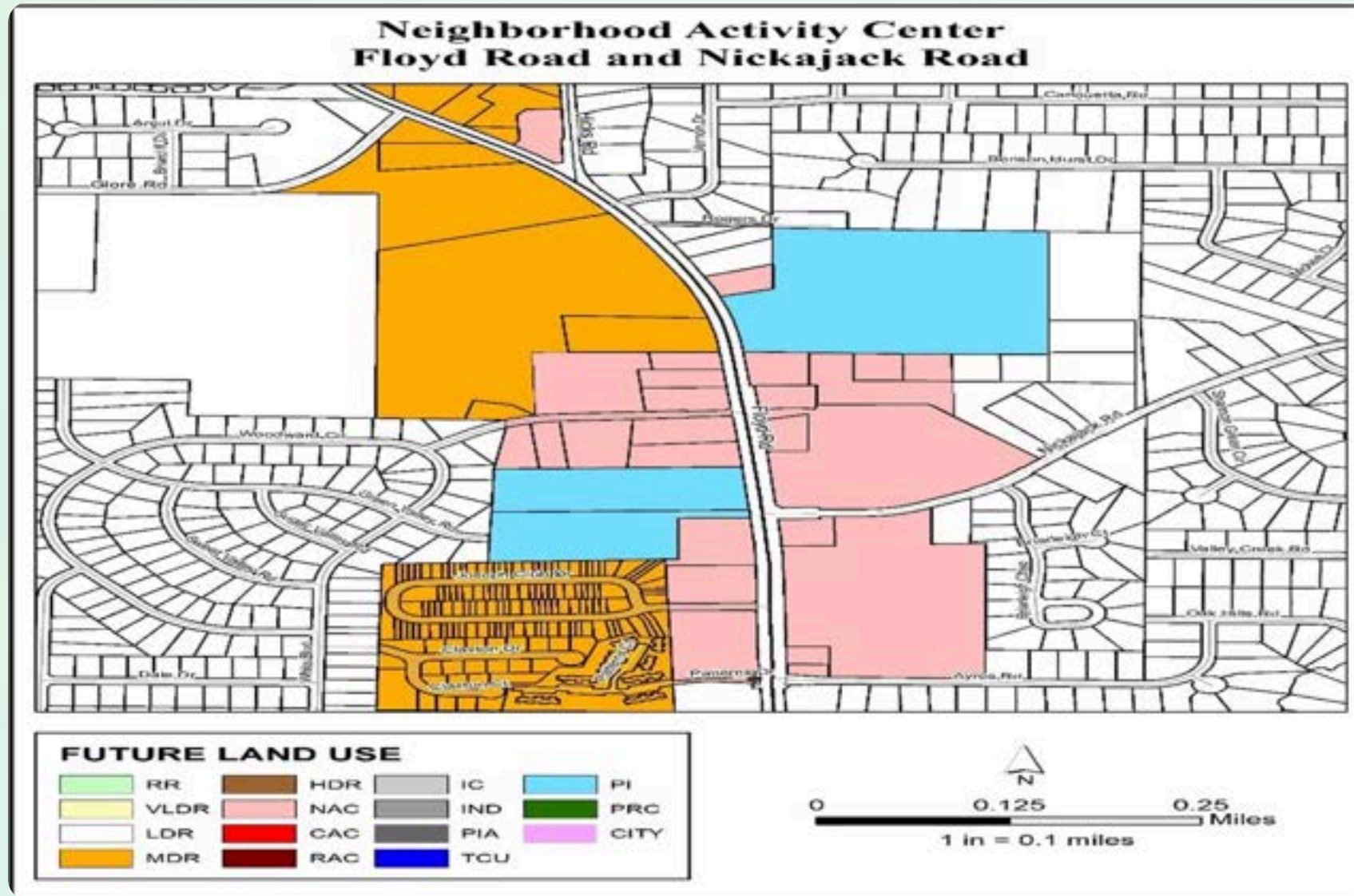


Figure 10

# Reference Maps

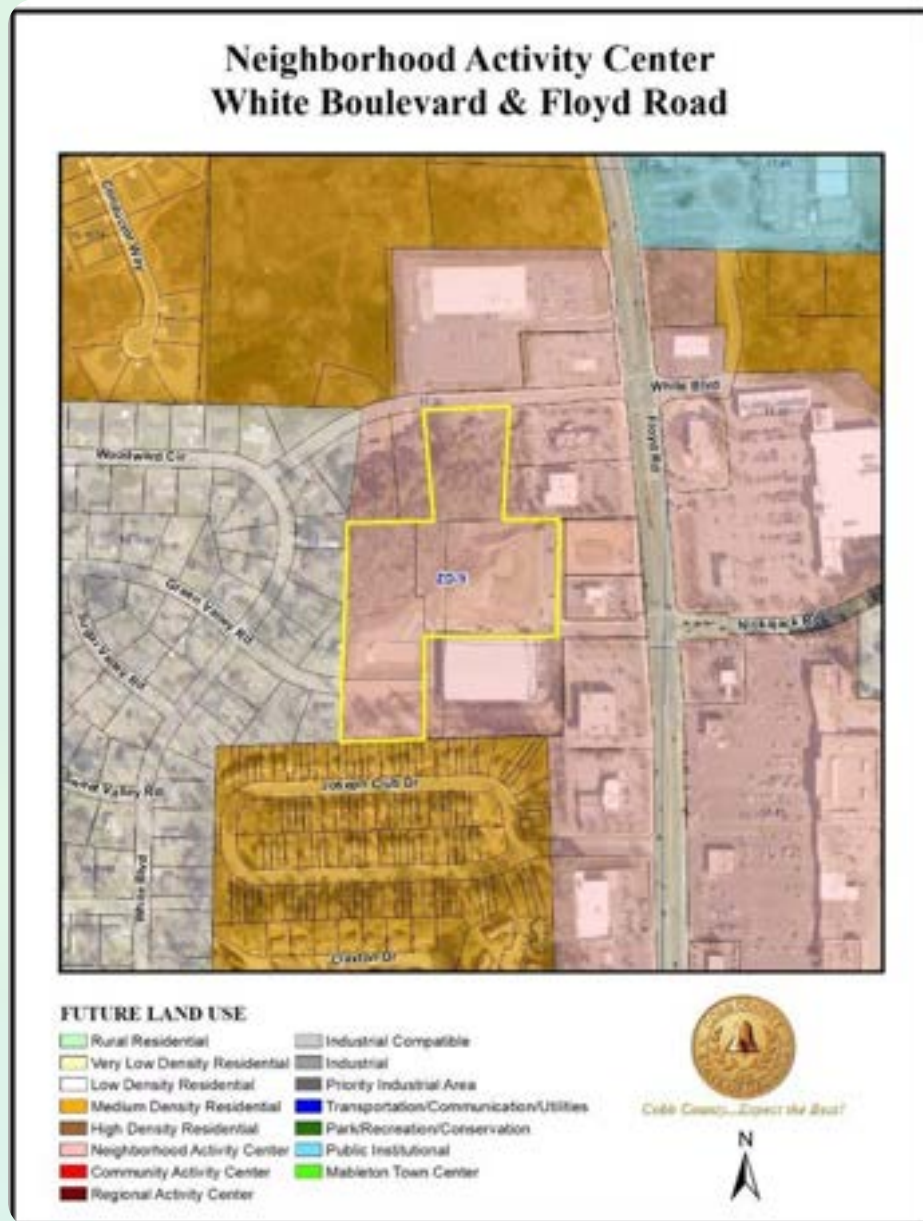


Figure 11



Figure 12





# CITY OF MABLETON

## COMPREHENSIVE PLAN

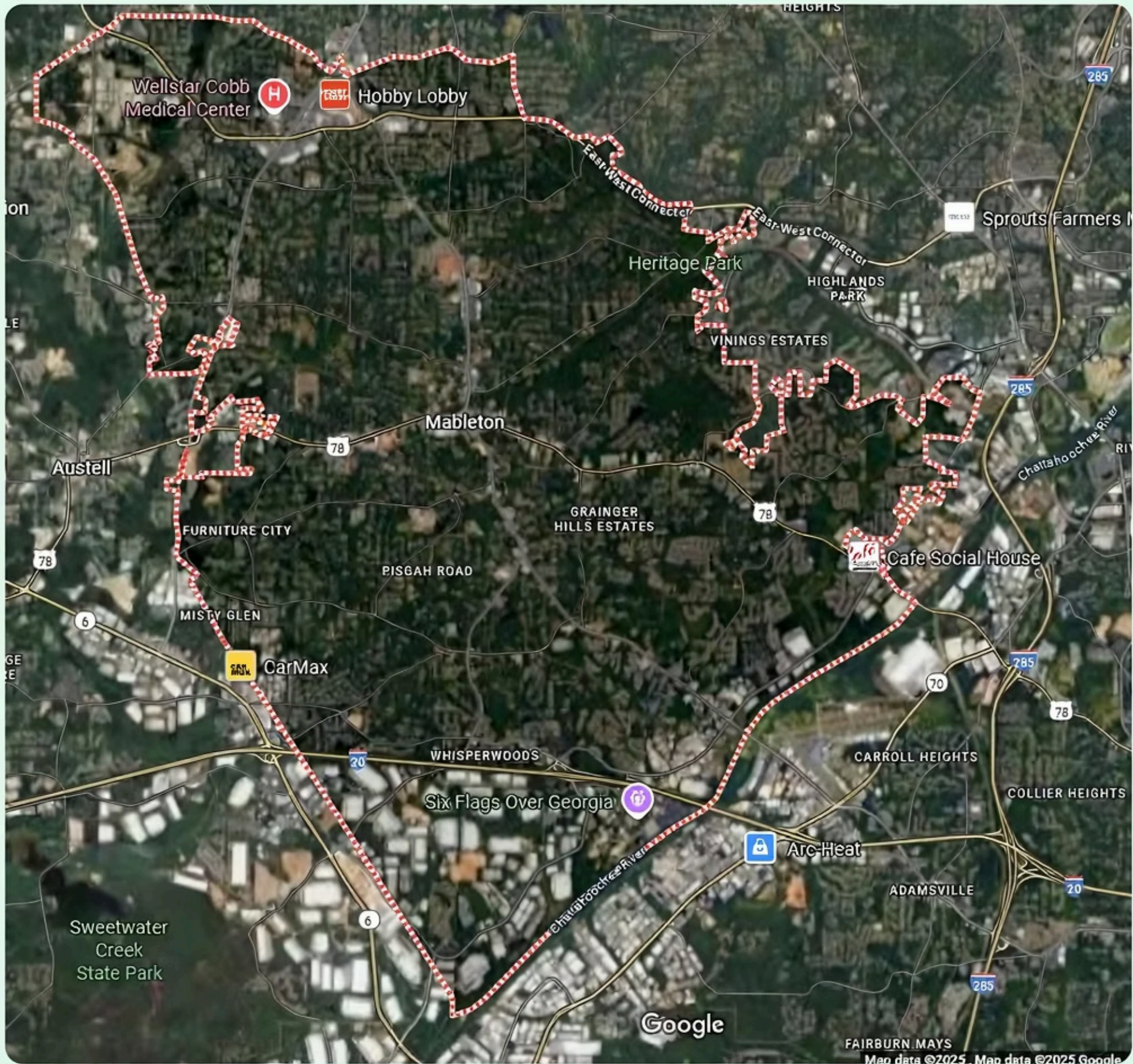
JULY 2025

Community & Economic Profile

Appendix 2



# Mableton Community & Economic Profile





# Introduction & Historical Context

This report examines existing conditions in the City of Mableton across a range of topics and measures. Understanding the current state of the people, land and facilities is a critical component to the comprehensive planning process. Data and information presented in this analysis serves as a baseline for future planning and provides the foundation for the vision, goals and policies of the City of Mableton's 2045 plan.

The information contained within is derived from a variety of sources including the following: U.S. Census data, Atlanta Regional Commission Cobb County Government, and the City of Mableton. Past plans and studies, geographic datasets as well as local knowledge and input were provided during the community engagement process and by City staff.



# Historical Background

## Native American Heritage

The area was originally home to the Cherokee and Creek Nations and included native settlements such as Sweet Water Town and Nickajack.

## Civil War Era

The region also contains remnants of Civil War defenses, including preserved earthworks and structures known as "Shoupades".

## 19th Century Development

During the 19th century, Mableton developed into a rural farming and railroad community. One of its most notable historic landmarks is the Robert Mable House, built in the 1840s, which still stands as a community arts center today.

## Modern Incorporation

Officially incorporated in 2023, marks a significant shift in the governance and identity of this once-unincorporated region of Cobb County, Georgia.

Originally established in the 1840s as a key stop on the Southern Railway, the town was named after Robert Mable, a Scottish immigrant and early settler known for his civic contributions. For over a century, Mableton retained a largely rural character, with agriculture and small-scale commerce forming the backbone of its economy.

By the mid-20th century, changes in transportation, industrialization, and urban sprawl began to reshape Mableton's landscape. The construction of interstates I-285 and I-20 brought Mableton within strategic proximity to Atlanta, attracting residents who sought suburban living with access to urban job markets. Between the 1970s and early 2000s, Mableton transformed into a predominantly residential suburb, experiencing rapid housing development and commercial strip expansion along major corridors like Veterans Memorial Highway.

The 2023 incorporation reflects both a desire for stronger local representation and the need to direct economic development, infrastructure investment, and land use planning more effectively through municipal governance.



# Mableton, Georgia – Setting Overview

## Location & Geography

Mableton is located in the southern part of Cobb County, approximately 15 miles west of downtown Atlanta. The area features gently rolling hills and lies within the watershed of the Chattahoochee River. Its elevation ranges from about 800 to 1,100 feet above sea level, and the landscape is shaped by its proximity to the Eastern Continental Divide.



# Climate & Environment

Mableton experiences a humid subtropical climate, characterized by hot, humid summers and mild winters. Average summer temperatures reach the high 80s and occasionally the low 90s, while winter temperatures generally hover in the low 40s. The area receives around 50 inches of rainfall annually, with thunderstorms common during warmer months. Snowfall is rare and typically light. Portions of Mableton have some level of flood risk, especially near the river and creeks.





# Community & Character

Mableton offers a mix of historic charm and suburban development. The downtown district features a blend of older homes and civic landmarks that define its identity. Residents enjoy access to parks, nature trails, community centers, and the arts through places like the Mable House Arts Center. The Silver Comet Trail and nearby green spaces offer outdoor recreation opportunities. Mableton is known for its cultural diversity, strong community spirit, and increasing civic engagement.

The City of Mableton's natural beauty, abundant vegetation, proximity to water features, location within the Atlanta metropolitan region and its rich historical and cultural heritage provide assets that make the city a desirable place to live and work. The appeal of these attractions has contributed to its rapid growth in the past and will continue to attract people and businesses in the future.

# Demographic Overview

Demographic Overview Mableton has undergone substantial population growth over the last 50 years. Starting with approximately 10,000 residents in 1970, the population grew to nearly 30,000 by the year 2000. According to the U.S. Census Bureau, the population reached 37,115 in 2010 and climbed to 41,331 by the 2019 decennial census. This trend reflects both internal growth (births) and immigration fueled by relatively affordable housing and convenient transportation access.

Recent American Community Survey (ACS) estimates suggest that the population surpassed 42,000 by 2023. Recent estimates from the American Community Survey (ACS) indicate that Mableton's population exceeded **42,000** by 2023. The **Atlanta Regional Commission (ARC)** projects this number will reach approximately **52,000 by 2050**, reflecting a **26% increase** over three decades. This steady, moderate growth underscores the importance of proactive planning for infrastructure, housing, and public services to meet future demand.

It is important to note that these ACS and ARC figures are based on data from the **2022 U.S. Census Bureau estimates**, which do not fully account for the **entire boundary** of the newly incorporated City of Mableton. More recent local estimates place the current population at approximately **78,000 residents**, with projections rising to **94,000 by 2050**. This expanded estimate reflects the broader geography of the incorporated city and suggests a more significant growth trajectory, emphasizing the need for comprehensive urban development strategies.

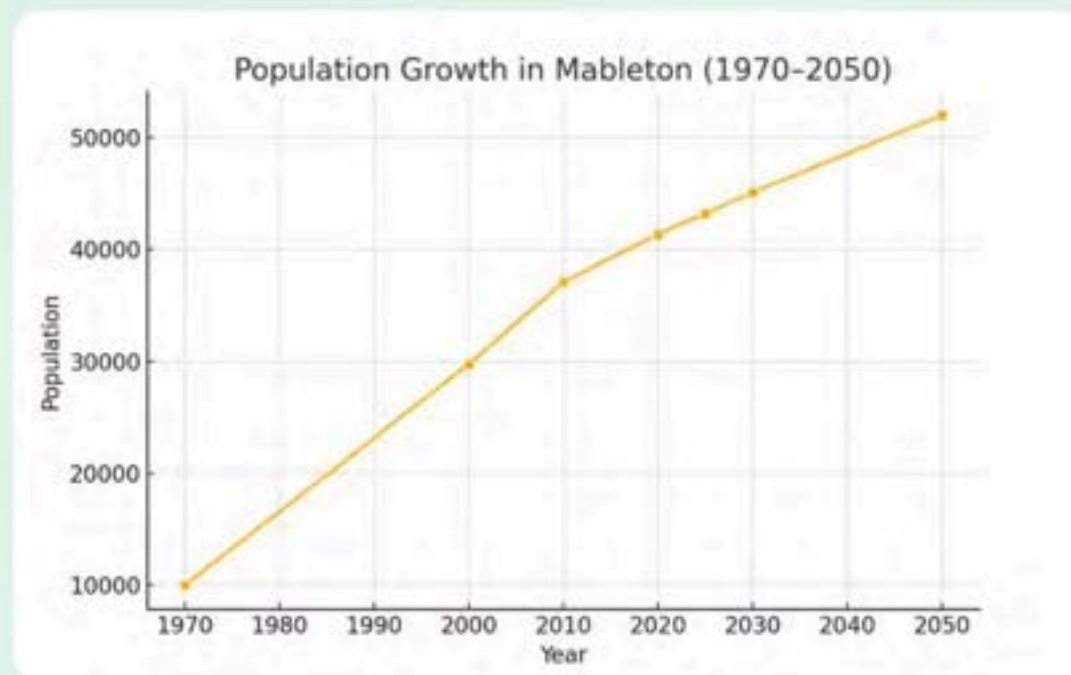


Figure 1



# Age & Gender Distribution

Age & Gender Distribution Demographic data show that Mableton has a youthful and working-age dominant population. As of 2020:

26.1%

### Youth Population

Children under 18 years old comprise 26.1% of the population. This substantial youth population necessitates significant investment in public education, parks, libraries, and recreational programming.

60.4%

### Working Age Adults

Adults between 18 and 64 made up 60.4%, forming the city's core workforce and primary tax base.

13.5%

### Senior Population

Seniors aged 65 and older accounted for 13.5%. While there is currently a smaller share, the proportion of seniors is expected to double by 2040 in line with national trends.

Gender distribution is balanced: women represent approximately 51.5% of the population, while men account for 48.5%. This gender parity supports gender-inclusive policy planning in employment services, healthcare, public safety, and community leadership.

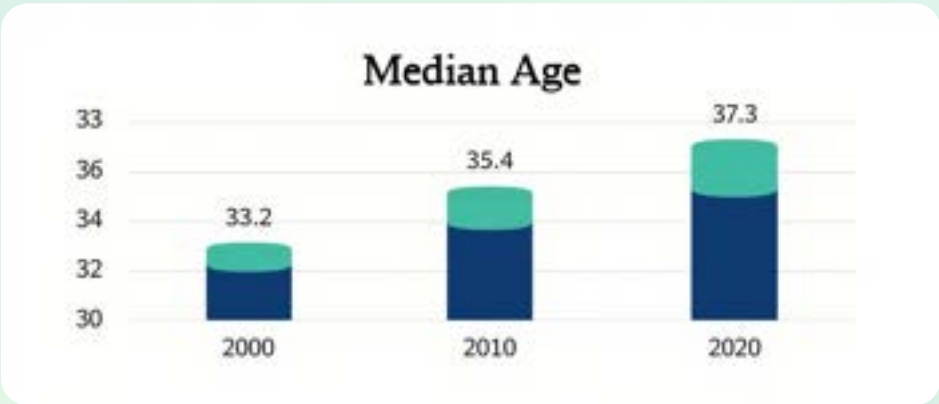


Figure 2

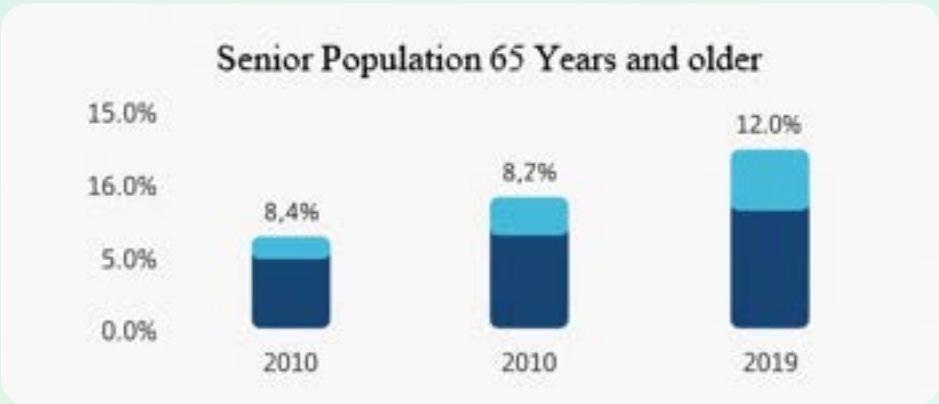


Figure 3

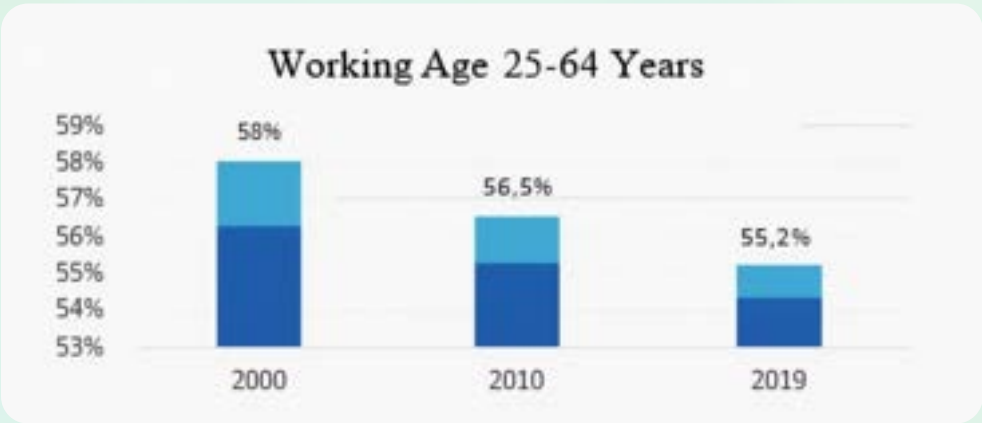


Figure 4

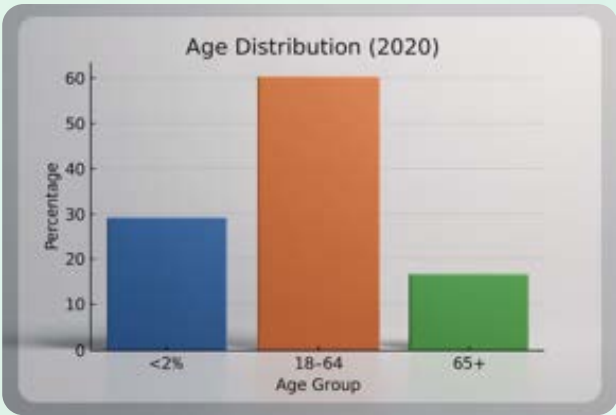


Figure 5

# Racial & Ethnic Composition

Racial & Ethnic Composition Mableton is one of the most racially diverse communities in Cobb County. Based on the 2022 U.S. Census Bureau Data:

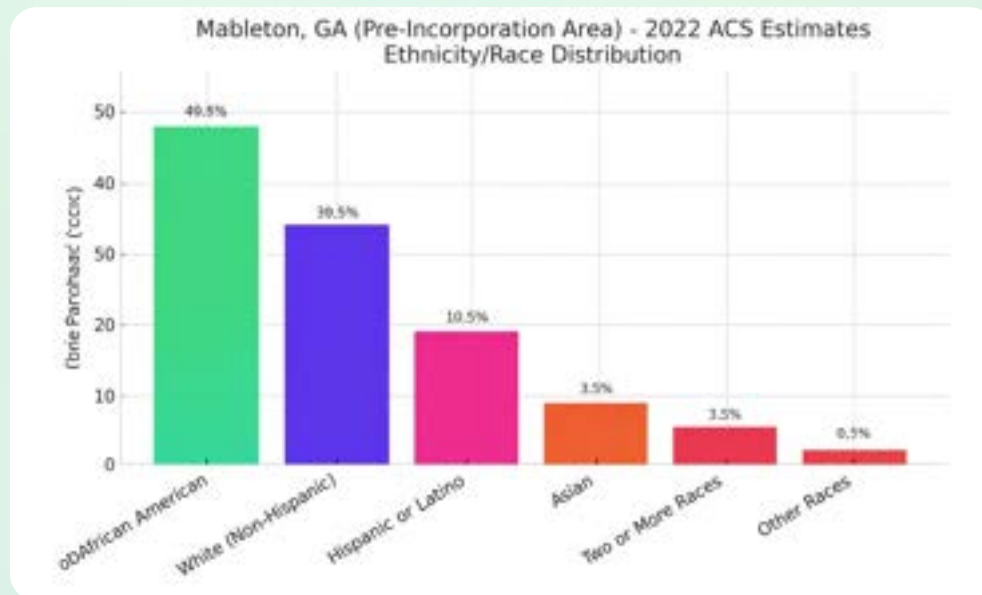


Figure 6



Figure 7

This diversity offers cultural richness and economic opportunity, yet it also requires the city to be deliberate in its outreach, representation, and equitable allocation of resources. Language access, immigrant support services, and minority-owned business development should be central to Mableton's inclusive city-building approach.

In 2022 ACS estimates for pre-incorporation Mableton, GA, **Black or African American residents** made up the largest share at ~49.5%, followed by **White (Non-Hispanic)** at ~34.5%. **Hispanic or Latino** residents, the fastest-growing group, accounted for ~10.5%. Smaller shares included **Asian** (~3.5%), **Two or More Races** (~2.0%), and **Other Races** (<1.0%, including Native American and Pacific Islander)

Projections from ARC indicate that the Hispanic and Asian populations are growing faster than other groups. Their combined growth—estimated at 5–7% increases by 2050 —will contribute to Mableton's continued transformation into a multicultural urban suburb.



# Income & Educational Attainment

Between 2000 and 2019, Mableton's median household income rose from \$51,200 to \$71,500 nearly 40% increase. However, income growth has not been uniform across all households. While many families have seen improved wages, inflation and rising housing costs have offset some of these gains.

According to 2023 estimates, median household income now stands around \$84,662, with per capita income at \$41,024. Despite these gains, Mableton still lags slightly behind other cities in Cobb County in terms of median household income, with these cities averaging about \$98,000 to \$240,000, revealing a need for targeted economic development and upward mobility initiatives.



Figure 8

Educational attainment is a key factor in income potential. Among residents aged 25 and older:

- 18% have at least a high school diploma
- 30% hold a bachelor's degree or higher

Educational investments, especially in technical training, adult learning, and partnerships with nearby colleges will be crucial in closing the wage gap and expanding employment access in higher-paying fields.

## Educational Attainment 2020

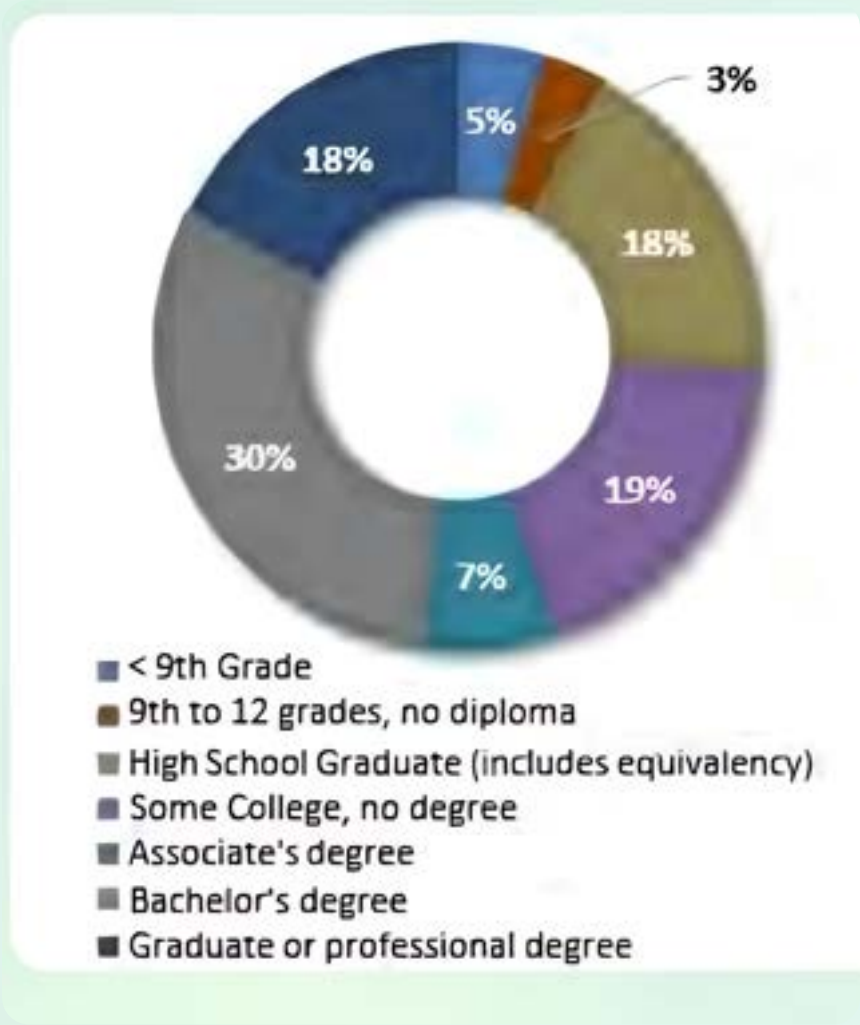


Figure 9

# Households

The United States Census Bureau defines a household to "include all the persons who occupy a housing unit as their usual place of residence". The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated people who share living arrangements. Since 2015, the **City of Mableton** has experienced **modest but steady household growth**. In 2020, the estimated number of households was around **15,200**, increasing to about **15,343 by 2023**, reflecting a **1–2% annual growth rate**. The **average household size** has remained stable at just under **2.0 persons** per household. **Homeownership is strong**, with approximately **75% of households owner-occupied** and 25% renter-occupied. While earlier data (2015–2019) is less accessible at the city level due to pre-incorporation status, trends indicate consistent residential development and housing stability.

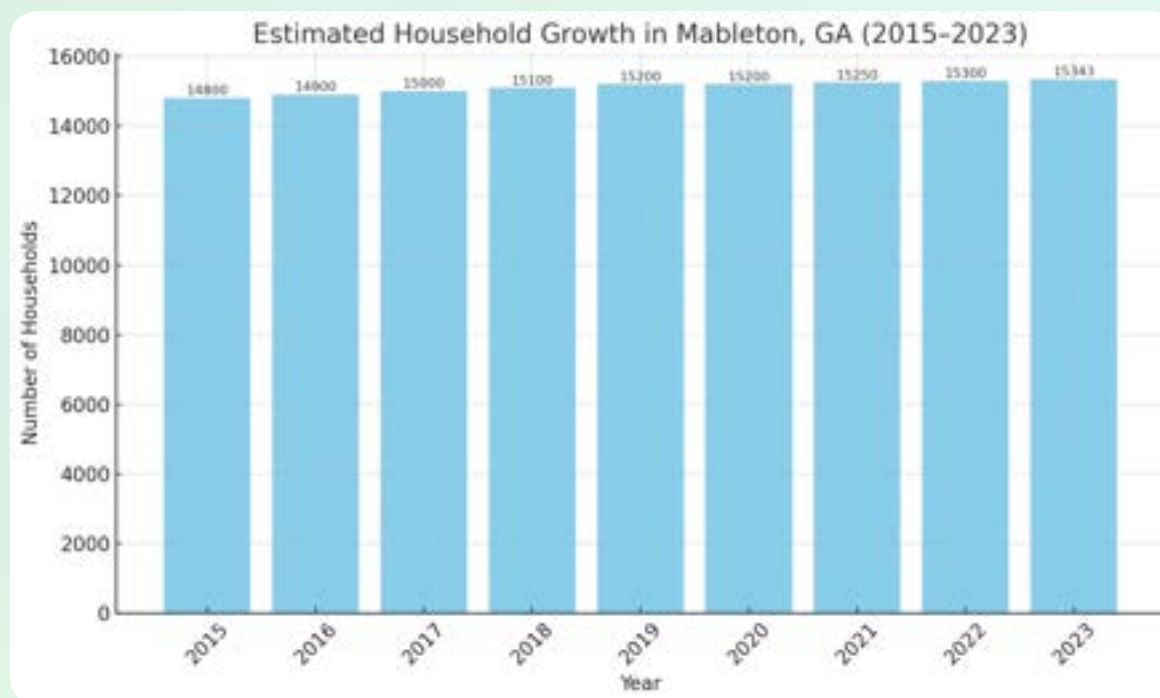


Figure 10

Source: U.S. Census Bureau – American Community Survey – Decennial Census

Non-family households have remained steady over the last 10 years. Between 2010 and 2019 the Non-Family Households have made up between 30.7% and 33.5% of the overall households in the City of Mableton. The percentage of Households with children under the age of 18 is decreasing, while the number of Households with at least one adult 65 and over is increasing. Householders living alone are also increasing while single householders with children are trending lower.

Consistent with the projected growth in population, the number of households in the City of Mableton is also forecasted to grow. By 2050, it is anticipated that the number of households in Cobb will rise to 408,242. That is a 42% increase from the number of households that were estimated in 2019.





# Housing Affordability

Housing Affordability In 2019, Mableton's median home value was approximately \$283,000. As of 2023, home values have risen to roughly \$306,000 driven by Metro Atlanta's housing demand and limited new supply in established neighborhoods.

Renters, who comprise about 25% of the housing market, face particular challenges. Median monthly rent is around \$1,400, and nearly 4 in 10 renter households spend more than 30% of their income on housing meeting the federal definition of "cost-burdened."

The city's housing stock includes older single-family homes, duplexes, and apartment complexes, many of which are decades old. While this mix offers some affordability, aging infrastructure and limited new development threaten long-term housing security. Mableton must consider zoning reforms, affordable housing incentives, and neighborhood revitalization to ensure a diverse range of housing options for current and future residents.

# Housing Units and Tenure

Based on the 2019–2023 American Community Survey estimates, the City of Mableton has approximately **16,693 housing units**, reflecting an increase of about **700 units** since 2020. Over the past few years, **owner-occupied housing has shown a modest upward trend**, rising from about **74.5% in 2022 to 75.2% in 2023**, while **renter-occupied housing has declined slightly**, now accounting for **24.8%** of occupied units. As of 2023, **nearly three-quarters of all housing units are owner-occupied**, indicating a gradual shift toward more stable homeownership in the Mableton community.

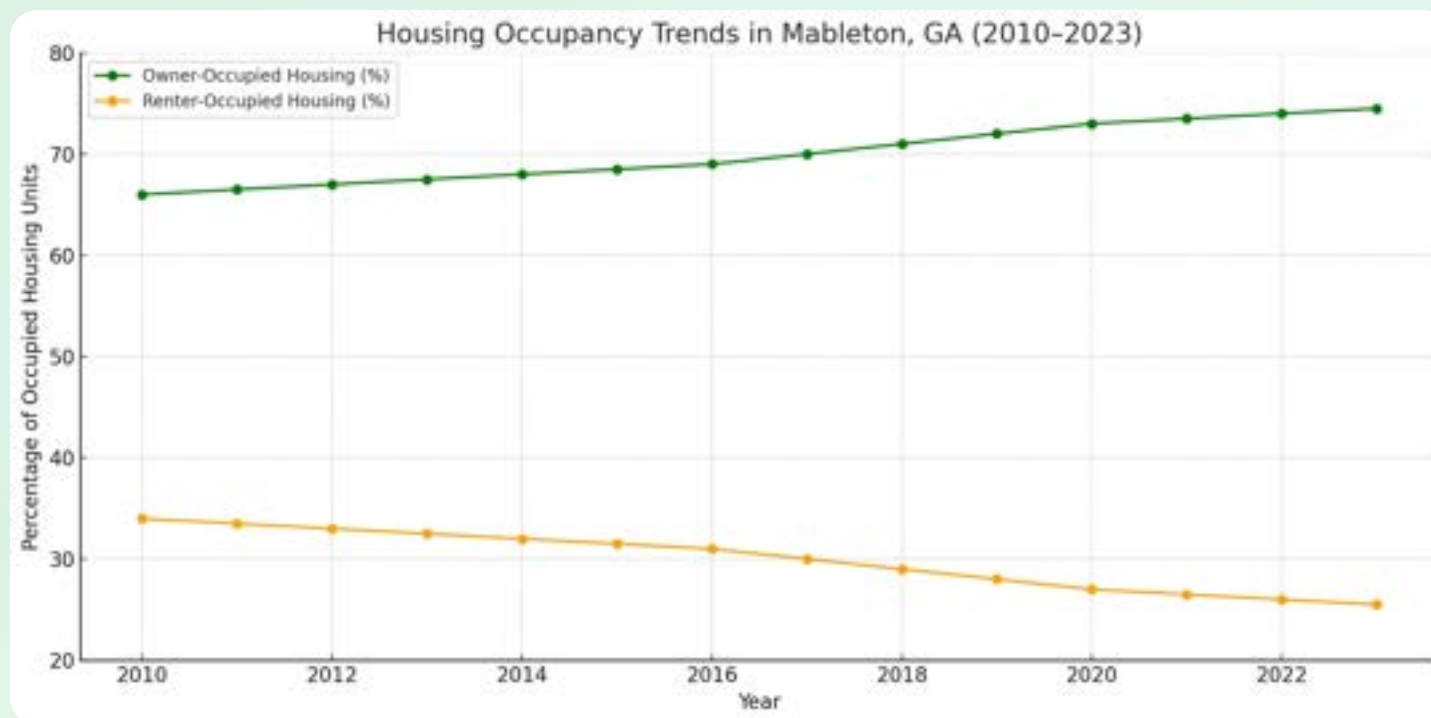


Figure 11

## Housing Types

Most housing units in 2019 were single-family units detached at 66.40%. Housing with 10 units or more made up 16.9% of the housing in the city and single-family attached units covered 8.5% of the housing type. Since 2010, the largest increase in housing type was single-family attached housing, which grew 1.5%. Housing with 10 or more units grew one half of a percent and single-family detached housing increased by one tenth of a percent since 2010.

Source: U.S. Census Bureau - American Community Survey 3 Decennial Census



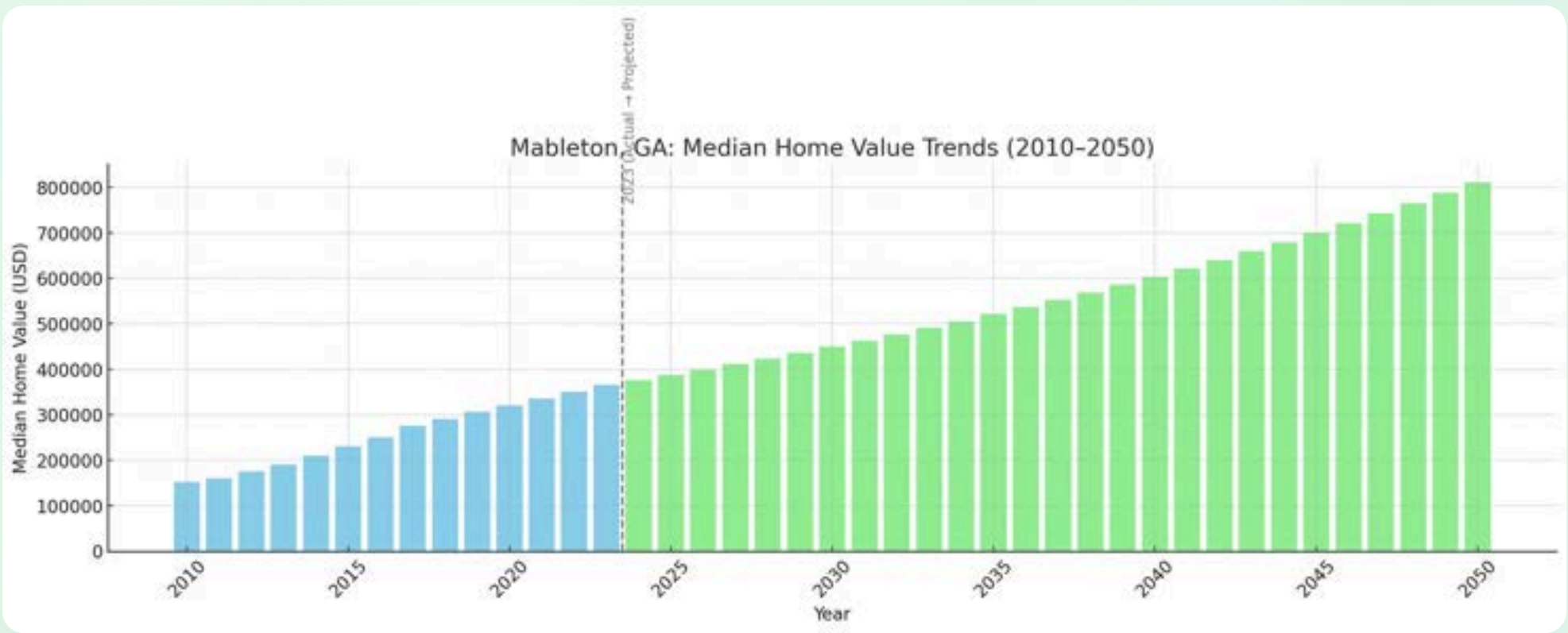


Figure 12

# Cost Burden

City residents who pay more than 30% of their income towards housing costs are considered cost burdened. The county-wide percentage of all homeowners who are cost burdened is around 22.5% as of 2019. However, almost half of renters are cost burdened. Both owner occupied and renter occupied cost burdened households are trending upward.

# Homelessness Trends (2020–2025)

Homelessness Trends (2020–2025) While direct homelessness data specific to Mableton is limited, the Cobb Continuum of Care (GA-506) reports a gradual increase in homelessness across the county. The most recent Point-in-Time (PIT) counts show:



Figure 13

# Projection

## Estimated homeless individuals

These numbers likely under-represent the true scale due to under-reporting and mobility among unsheltered populations. Mableton's incorporation presents an opportunity to invest in homelessness prevention through partnerships with nonprofits, funding for transitional housing, and support services like job training and mental health care.

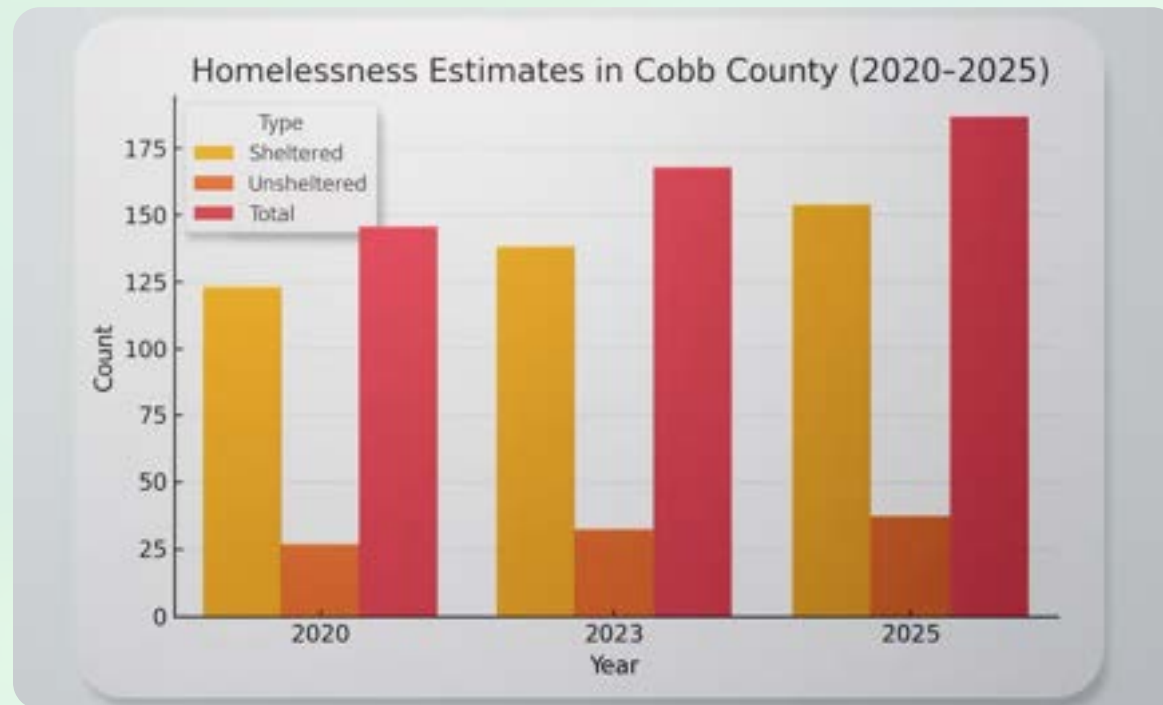


Figure 14



There are several non-profit and faith-based organizations in Mableton whose mission in the city is to address special needs and homeless population. Many of these organizations utilize funds from programs administered by the Community Development Block Grant (CDBG) Program Office administered through the U.S. Department of Housing and Urban Development, as well as private and corporate donations, and other government funding sources. These organizations are an important asset to the City of Mableton and are vital to ensuring that all city residents have their needs and issues addressed.



# Poverty

The overall poverty rate in City of Mableton increased from 8.4% in 2005 to a peak of 13.9% in 2010. Since then, the poverty rate has slowly diminished to 8.1% as of 2019. Poverty rates in the City of Mableton remain well below the State and National levels. However, there are pockets of poverty-stricken communities in central and south areas of Mableton. Some of these areas have 28% to 34% of the population living below the poverty level.

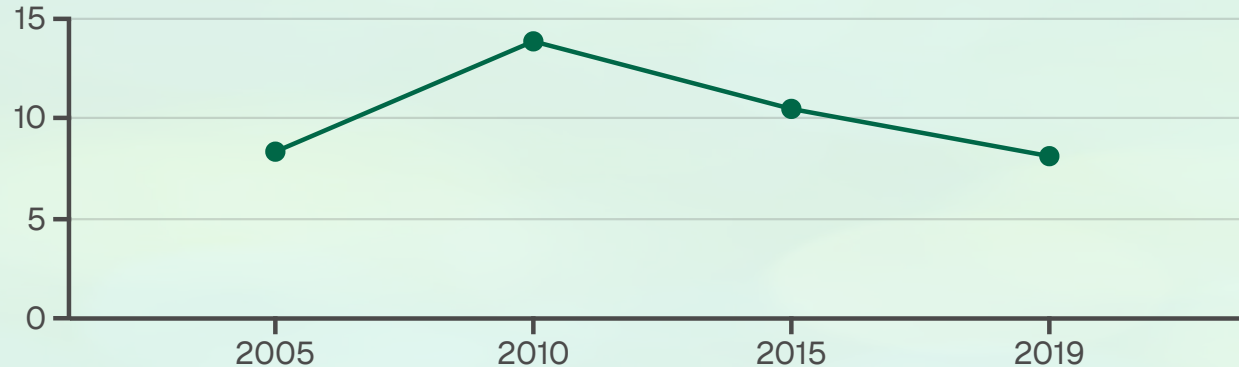


Figure 15

# Economic Development & Employment

As of 2023, Mableton, GA had an estimated labor force of approximately **22,800 residents**, with a labor force participation rate close to **70.4%**, mirroring Cobb County averages. Employment is concentrated in **management, health care services, office and administrative support**, and **business and financial operations** occupations. The top industries employing Mableton residents include **professional, scientific & technical services, retail trade**, and **manufacturing**.

The highest-paying industries for Mableton residents are **real estate and rental & leasing** (median earnings **Utilities** (\$87,917), and **finance & insurance** (~\$84,866). Employment growth has been steady, and regional projections from the Atlanta Regional Commission indicate that the Atlanta metro area will add over **840,000 jobs by 2050**, reaching a total of **4.58 million jobs**. Mableton’s labor force is expected to grow in parallel, particularly in its dominant employment sectors.

These trends reflect a stable and diverse economic base, with strong prospects for long-term workforce growth. The City of Mableton is well-positioned to benefit from regional expansion, especially in high-paying industries, reinforcing its role as a key employment hub in southwest Cobb County.

## Summary Table

Category	Value / Trend
Labor Force Participation	~70.4% of working-age residents
Top Occupations	Management; Office/Admin Support; Business/Financial Ops
Leading Industries	Professional Services; Retail; Manufacturing
Highest Median Wages	Real Estate & Rental; Utilities; Finance & Insurance
Labor Force Projection	Aligned with regional forecast of growth to 2050

The city's access to I-285 and I-20 makes it a prime location for warehousing, logistics, and healthcare expansion. Investment in job training and infrastructure (e.g., broadband, transit) is essential to attract and retain diverse industries.

In 2020 the top five (5) occupations in the City of Mableton included Health Care and Social Assistance, Retail Trade, Education Sector, Manufacturing, Administration, Support, Waste Management and Remediation Services, Professional Scientific & Technical Services, and Accommodation and Food Services. Employment will continue to increase out to 2045. Cobb County is forecasted to add approximately 24% more jobs by 2050.



# Employment by Job Sector – City of Mableton

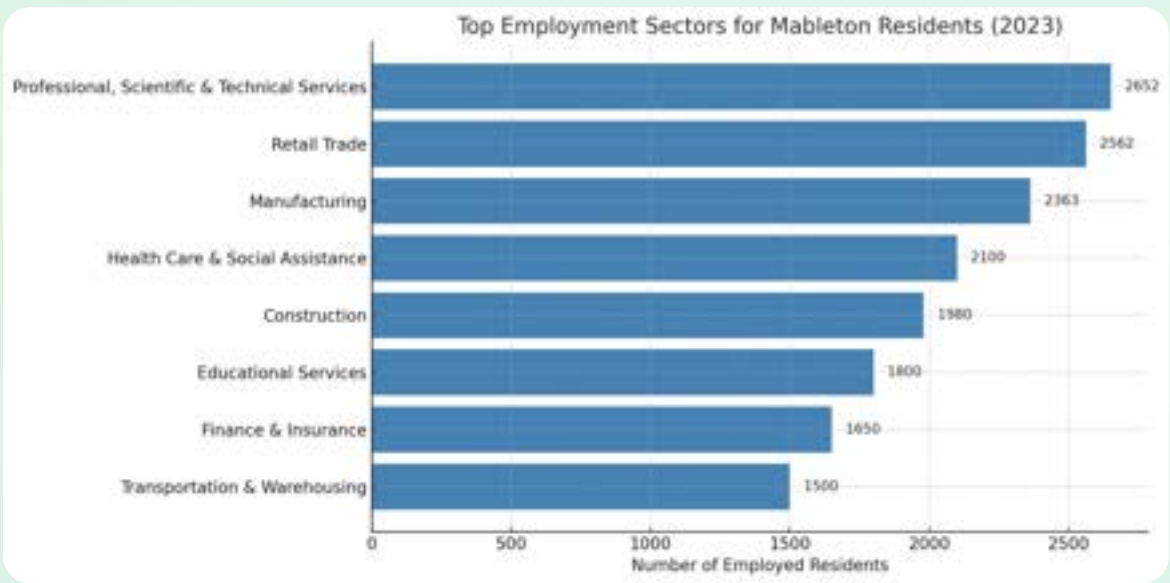


Figure 16

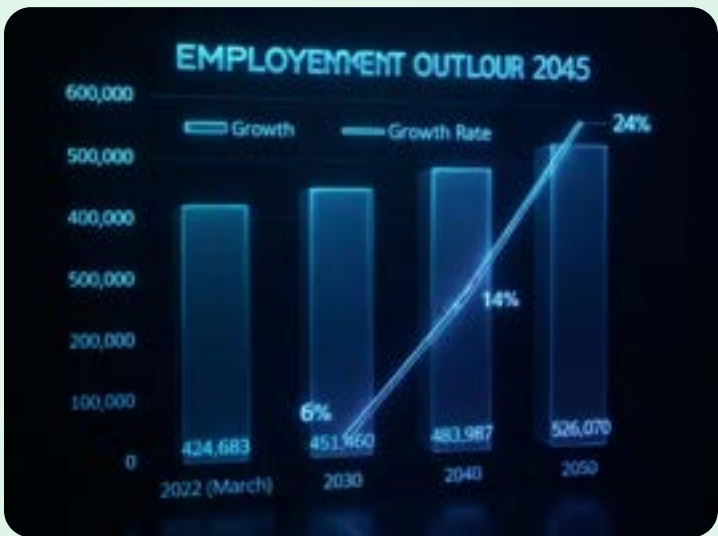


Figure 17

Source: Georgia Department of Labor Figure 19: Source: Georgia Department of Labor

In the short-term, out to 2028, most of the jobs will be in the healthcare and personal care services followed by Arts, Design, Entertainment, Sports, and Media and Education, Training and Library. In the long term, out to 2045, the forecasted increase in jobs will be in Finance and Insurance, Professional and Technical Services, Construction, Healthcare and Social Assistance followed by Retail Trade. Utilities, Agriculture, Mining, Manufacturing and Transportation and Warehousing jobs is expected to drop by 2050. Overall, Mableton is looking at a projected increase of 101,382 jobs between 2020 and 2045. Most of the jobs will continue to be in and around existing employment centers that stretch along I-20, I-285 and I-75.

# Economic Development Resources

The City of Mableton has numerous resources that help keep it a competitive area for business, industry and tourism. These resources include low taxes, economic incentives, technical colleges, and a team of Economic Development professionals and partners.

The following are economic development incentive programs that businesses and industries may take advantage of if certain criteria are met:

- Federal Opportunity Zone
- Entrepreneurship and Innovation Grant Program
- Business Retention
- Targeted Industry
- Special Economic Impact
- Façade Improvement Program
- Enterprise Zones
- Commercial and Industrial Property Rehabilitation Program



Figure 18



Figure 19

Source: Cobb County Comprehensive Plan (2022)



# Mableton's Competitive EDGE

The City of Mableton's Chamber of Commerce shall be launched to lead in creating Mableton's Competitive EDGE. The EDGE was the first-ever, community-wide, public-private partnership. It brings together all of Mableton's economic development partners into a unified effort. The primary objective for Mableton's EDGE is to help local businesses expand, grow small business, recruit new businesses, create a more educated workforce and revitalize our communities and infrastructure through seven strategic "seeds" for success. The seven "seeds" are listed below.



As part of the EDGE plan, there were also seven strategic industry targets that were identified for Cobb to pursue in the years to come. Based on the strong competitive advantages that support an existing clustering effect in the City of Mableton, the six targets were classified and grouped into two categories: Core Cluster Targets, and Growth Opportunity Targets.

# Core Cluster Targets

The Core Cluster Targets take advantage of and leverage specific, localized industries that have already clustered in the City of Mableton.



**Information Technology & Software**



**Professional & Business Services**



**Wholesale Trade & Logistics**

## Growth Opportunity Targets

The industry targets that do not exhibit a clustering effect but merit strategic targeting due to their growth potential are considered growth opportunities.



**Health Care Services**



**Travel & Tourism**



**Bioscience**



The City of Mableton's Community Development Division shall work closely with relevant Redevelopment Authorities to revitalize and redevelop target areas in the City of Mableton that have been underinvested or underutilized with the overall intent to promote and create favorable locations for trade, commerce, industry and employment opportunities. The City of Mableton's Economic Development and Community Development Departments shall work together to create a movement of programming, new progressive ordinances and incentives focused in the City of Mableton to assist economic growth in this area. The impetus of the economic development department movement is the City of Mableton's revitalization Implementation Strategy. It shall be designed to serve as a guide for future actions that will function as the primary basis for preserving, protecting and enhancing Cobb's existing assets with the greater goal to build new market share for the area and to improve the quality of life for those that reside there. This includes promoting the new Mableton Form Based redevelopment district, Six Flags redevelopment opportunities, branding the City of Mableton and educating private investors and business owners on the many strengths and opportunities in the South Cobb area, including redevelopment site incentives, Enterprise Zones and Opportunity Zones.

## Redevelopment Inventory

The City of Mableton is limited to undeveloped land for development, and those smaller undeveloped tracts will continue to dwindle over the of the next 30 years. As a result, it will become more important that the City promote and encourage redevelopment initiatives and programs to ensure growth occurs in areas where infrastructure is in place. This will accommodate future population and business growth, while preserving character areas of the county and rejuvenating aging commercial corridors and older residential areas.

## Economic Target Areas

Mableton's economic target area" refers to the city's focused zones and sectors prioritized for economic revitalization and growth. Through planning, redevelopment, and financial tools, the city is directing investment toward:

### Commercial Corridors

Veterans Memorial Highway, Mableton Parkway, and the East-West Connector

### Center City

The newly forming "Center City" at Floyd Road & Veterans Memorial Parkway—envisioned as a pedestrian-friendly, mixed-use hub with retail, civic destinations, and potential future city hall

### Urban Redevelopment Areas

City-designated Urban Redevelopment Areas (URAs), begun under the Urban Redevelopment Plan to address blight and encourage redevelopment (specifically Area 1 near Mableton Parkway & Puckett Drive).

## Six Flags Special Services District (SFSSD)

The City of Mableton shall be adopting the **Six Flags Special Services District (SFSSD)** structure from Cobb County as a strategic framework for the rejuvenation and upgrading of the city, while leveraging economic development measures for the benefit of its residents. Established in 2017, the SFSSD levies a 3.5-mill tax on commercial properties in a 2,593-acre zone near Six Flags Over Georgia. By 2024, it generated about \$1.7M dedicated to infrastructure, safety, beautification, and economic growth. The district's ~6,650 residents have a median household income of \$36.8K (~45% of Cobb County), with a young, diverse population and ~9,239 jobs, primarily industrial. Key initiatives include streetscapes, signage, and redevelopment of the 50-acre Magnolia Crossing via the South Cobb Redevelopment Authority.



# Target Industries in the Economic Strategy

Based on local strengths, labor force skills, and regional strategic position, Mableton is targeting growth in these sectors:



## Healthcare & Social Assistance

~22% of local jobs



## Retail Trade

~18% of local jobs



## Manufacturing & Light Industrial

~12% of local jobs



## Education

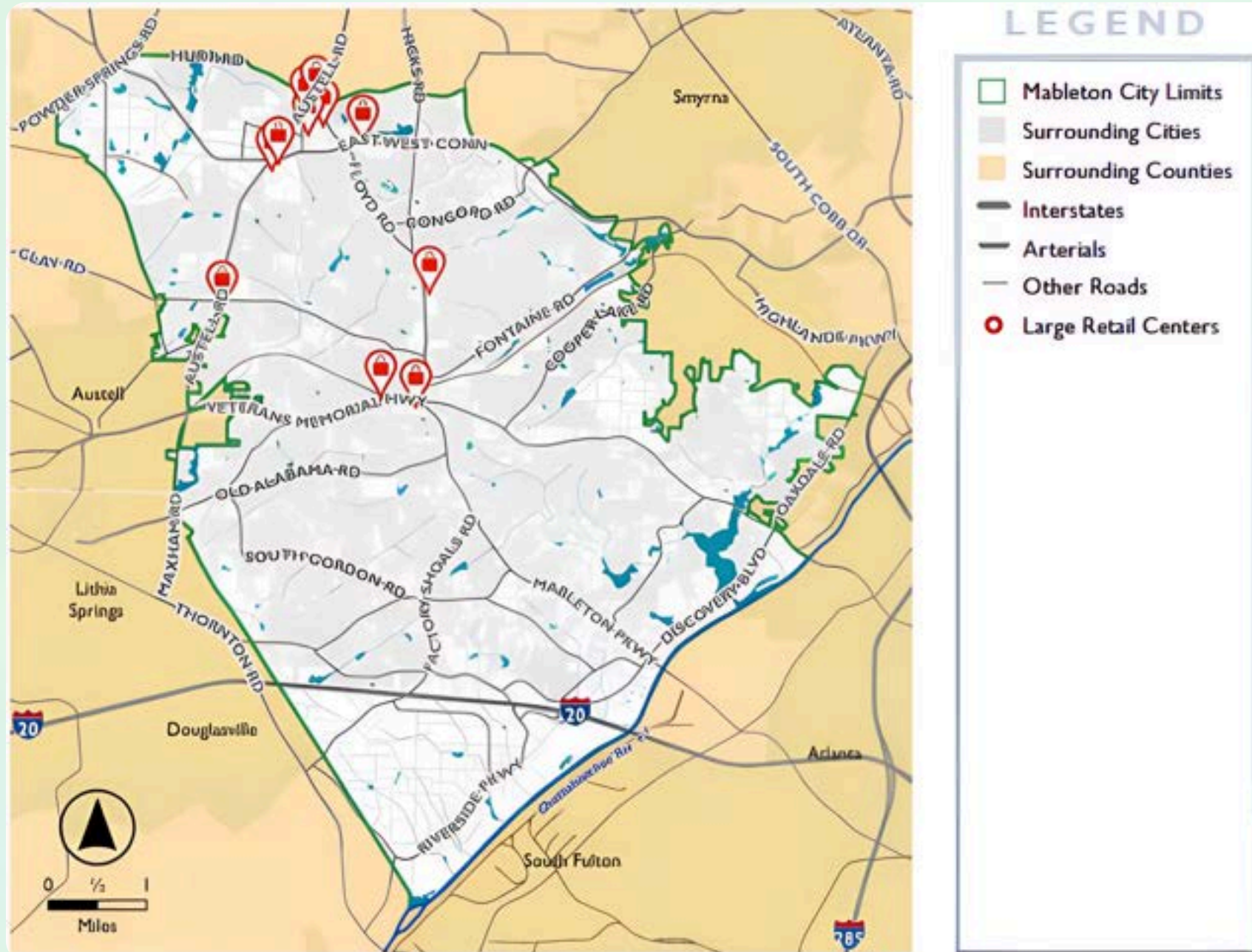
~15% of local jobs

## Professional, Technical & Administrative Services

~10% of local jobs

Municipal leaders are also actively working to attract logistics, distribution, and industrial firms along I-20 and major corridors. Companies like Crystal Springs and Caterpillar have already established operations in Mableton, drawn by lower costs and highway accessibility.

## Location of Large Retail Centers





# Business Incentives & Economic Support

Mableton offers several incentives to support business growth which includes; Access to Georgia State programs such as the Job Tax Credit, Invest Georgia Exemption (for local capital raising), and Research & Development Tax Credits for qualified companies Scout City-run programs including small business support, volunteer-run events like Taste of Mableton, and annual Economic Development Summits run by the Mableton Improvement Coalition (MIC), focused on entrepreneurship and local business ecosystems

## Redevelopment Focus Areas (The URA)

The Urban Redevelopment Plan (2024) identifies Area 1 near Mableton Parkway and Puckett Drive as a "pocket of blight," meaning it has deteriorated structures, aging infrastructure, and underutilized land. The city may acquire property, improve streets and utilities, and offer mixed-use zoning to attract private investment that aligns with long-term development goals.

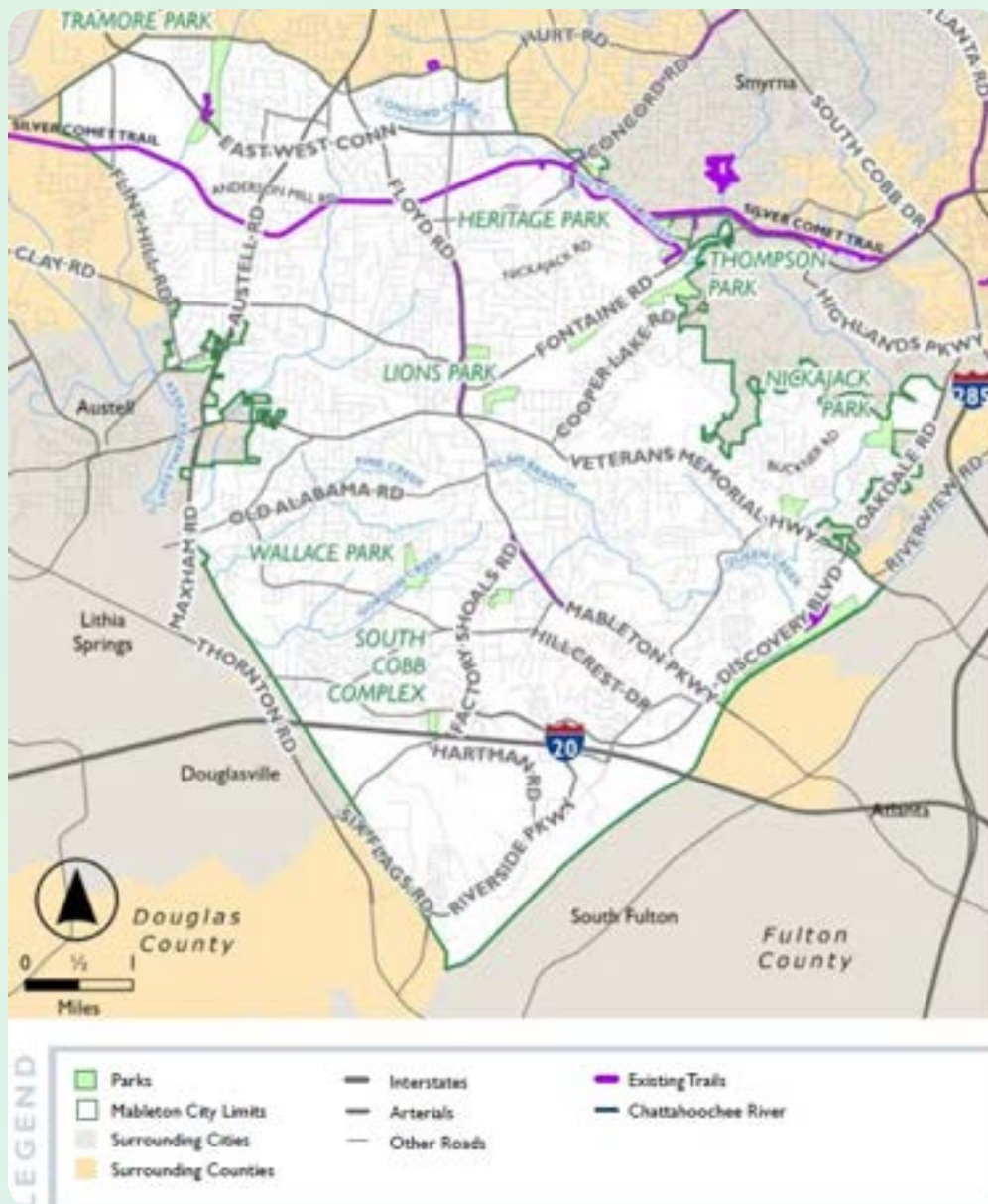
## Redevelopment Sites

1057 Veterans Memorial Highway	780 Veterans Memorial Highway
1336 Veterans Memorial Highway	Church Street and Mable Street
1480 Veterans Memorial Highway	1245 Veterans Memorial Highway
320 Riverside Parkway	5055 Austell Road
2745 Powder Springs Road	380 Veterans Memorial Highway

Table 2: Source: Cobb County Comprehensive Plan (2022)

# Transportation

As part of Mableton's inaugural Comprehensive Plan for 2045, the Transportation Development Element outlines a forward-looking strategy to build a safe, accessible, equitable, and efficient transportation network for the city's growing population. With the community expected to reach approximately 94,000 residents by 2050, and given its strategic location near I-285, I-20, and major arterial corridors, transportation investment is essential to supporting long-term economic vitality, environmental sustainability, and community well-being.



## Vision

Mableton will become a connected, walkable, and transit-ready city, offering residents and businesses diverse mobility options that reduce dependence on single-occupancy vehicles while promoting livability and resilience.



# Key Transportation Challenges

Limited east–west and north–south connectivity, especially in residential areas off Mableton Parkway and Veterans Memorial Highway

- Traffic congestion and cut-through pressure along major corridors, particularly during peak commuting hours
- Lack of sidewalks, bike lanes, and safe pedestrian crossings in key school zones and commercial areas
- Insufficient last-mile connectivity to regional transit services (CobbLinc and MARTA)
- Aging infrastructure, including two-lane roads in need of widening, resurfacing, or realignment

## Strategic Goals



### Modernized Transportation Infrastructure

Upgrade arterial roads like Mableton Parkway (SR 139), Floyd Road, and Veterans Memorial Highway

Improve traffic flow through intersection redesigns, signal synchronization, and access management



### Expand Multi-Modal Access

- Construct sidewalks and protected bike lanes on priority corridors
- Develop a greenway trail network connecting parks, schools, and neighborhoods
- Ensure ADA-compliant pedestrian infrastructure citywide



### Enhance Public Transit Access

- Collaborate with CobbLinc and MARTA to extend bus routes, introduce rapid bus lines, and develop transit stops with shelters, lighting, and real-time signage
- Explore feasibility of transitoriented development (TOD) near major nodes like Floyd Road & Veterans Memorial Hwy



### Improve Freight & Industrial Mobility

- Designate industrial truck routes and modernize freight access to reduce congestion in residential zones
- Invest in curbside and delivery zone management for logistics growth



### Increase Safety & Resilience

Adopt a Vision Zero policy to eliminate traffic fatalities through traffic calming, roundabouts, and speed enforcement

Design climate-resilient infrastructure (e.g., elevated crossings, stormwater-proof roads)

## Priority Projects (Short–Mid Term: 2025–2035)

- Floyd Road Complete Streets Initiative
- Mableton Parkway Corridor Redesign & Streetscape
- Safe Routes to School around Riverside Primary and Pebblebrook High

East–West Connector Trail Connector Connection to the Silver Comet Trail

Neighborhood Transit Hubs with micro-mobility stations (e-bikes, scooters)

## Long-Term Objectives (2035–2045)

- Develop a City-wide Transportation Master Plan aligned with ARC's Regional Transportation Plan
- Integrate smart traffic management systems and signal upgrades using real-time analytics
- Build a Community Mobility Fund leveraging SPLOST revenues, grants, and public-private partnerships
- Implement transit-ready zoning overlays to support mixed-use, walkable districts

## Equity & Community Engagement

Transportation equity is central to this plan. Mableton will ensure that historically underserved neighborhoods including those west of I-285 and south of Veterans Memorial Highway—receive prioritized infrastructure upgrades. Ongoing public input will shape funding decisions, with regular updates published through the city's planning portal and town hall meetings.

## Conclusion

The 2045 Transportation Element lays the groundwork for a more mobile, inclusive, and future-ready Mableton. By expanding multimodal options, improving safety, and leveraging regional partnerships, the city will create a transportation system that supports economic growth, enhances quality of life, and reflects the values of its residents.





# Strategic Outlook to 2045

Strategic Outlook to 2045 Mableton is expected to grow to approximately 94,000 residents by 2045—a 26% increase from its 2020 base. This growth must be managed carefully to preserve quality of life, environmental sustainability, and equitable access to city resources.

Policy focus areas should include:

As a newly incorporated city, Mableton has a unique window of opportunity to shape its urban identity. Through inclusive planning, data-driven policy, and community engagement, the city can create a resilient, thriving, and equitable future for all residents.

# CITY OF MABLETON

## 2045 COMPREHENSIVE PLAN

JULY 2025



### Regional Water Plan & Environmental Criteria

#### Appendix 3



# Regional Water Planning Framework

Planning for adequate water supply and distribution, wastewater treatment and stormwater management is important in preparing the county for future growth and emergency preparedness. Water provides public health protection, fire protection, support for the economy and quality of life. Good water stewardship is essential to the overall fabric of The City of Mableton.

The "Minimum Standards and Procedures for Local Comprehensive Planning" encourages each local governments in the State of Georgia to review the Regional Water Plan covering its area and the "Georgia State Rules for Environmental Planning Criteria" (O.C.G.A 12-2-8) to determine if there is a need to adapt local implementation practices or development regulations.

# Metropolitan North Georgia Water Planning District

Mableton lies within the Metropolitan North Georgia Water Planning District (MNGWPD) a 15-county region centered on Metro Atlanta. Created in 2001, it's one of Georgia's 11 statutory regional water planning councils tasked with planning water supply, conservation, wastewater, and watershed health through.

The MNGWPD merged its three separate plans (water supply, wastewater, watershed) into a comprehensive Water Resource Management Plan, updated in 2017 and again in 2022, integrating policy across these sectors.



## Regional Planning Map

Map: Georgia's Regional Water Planning Areas.

Cobb County and Mableton reside within the Metro Water District region, covering river basins like Chattahoochee and Etowah. These guides inform local planning criteria and water policy.



# Environmental Planning Criteria (EPC)

Under Georgia's Planning Act (1989) and ARC's Regional Resource Plan (Plan 2040), Environmental Planning Criteria (EPC) safeguard vital natural resource areas, including:

- 1 Water supply watersheds
- 2 Wetlands
- 3 River corridors
- 4 Groundwater recharge zones
- 5 Protected natural features like escarpments and cultural landscapes

Cobb County's Appendix 6 (2022 Comprehensive Plan update) as adopted by the City of Mableton details local rules for these criteria:

- Minimum lot sizes (often 20,000 sq ft) for septic systems
- Restrictions on hazardous waste sites in recharge zones
- Stormwater runoff controls for industrial/commercial sites
- Protection of wetlands per Section 404 of the Clean Water Act

# Water Management Plans

## Water Supply & Water Conservation Management Plan

The Water Supply and Conservation Management Plan provides the framework for meeting long-term supply demand. It is a holistic plan that looks at regional issues. However, it provides recommendations for local water planning to ensure an adequate water supply for future populations.

## Watershed Management Plan

The Watershed Management Plan details strategies and recommendations for both effective watershed and stormwater management and water quality protection. The plan provides local and optional watershed management measures which are to be performed at the local level.

## Wastewater Management Plan

The Wastewater Management Plan defines long-term strategies for comprehensive wastewater management across the region and provides local wastewater planning considerations.



# Rules for Environmental Planning Criteria

The Rules for Environmental Planning Criteria include basic rules and regulations that are intended to improve the natural environment for the people in the state. This section analyzes the five criteria that are listed in the rules.

## Water Supply Watersheds

Water supply watersheds are defined by the Georgia Department of Natural Resources (DNR) as areas of land upstream from a government-owned public drinking water intake.

Watershed protection is necessary to help ensure water quality for residents of a community.



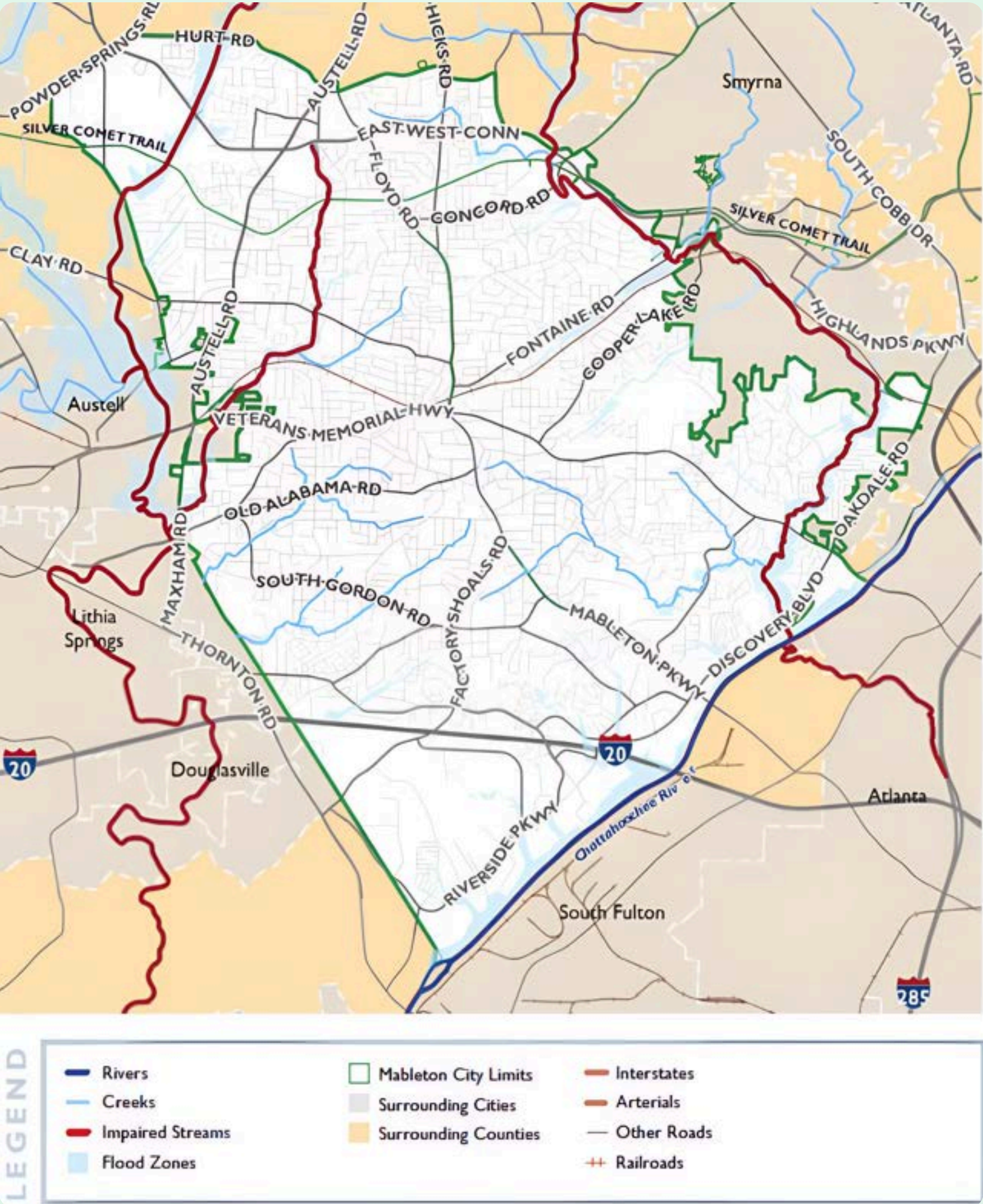
The Georgia Department of Natural Resources (DNR) has established requirements for environmental planning in sensitive areas. These requirements include vegetated buffers and limitations on impervious surfaces and septic systems within certain watersheds. Another protective measure required by the DNR Rules for Environmental Planning Criteria that applies to certain watersheds within the City of Mableton relates to hazardous materials. New facilities which handle hazardous materials as determined by the Department of Natural Resources, shall perform their operations on impermeable surfaces having spill and leak collection systems as prescribed by the Department of Natural Resources.



Other protective measures are mandated through the Metropolitan River Protection Act which establishes a 2,000-foot river protection corridor along the Chattahoochee River.



Flood Zones and Impaired Streams





# Groundwater Recharge Areas

A groundwater recharge area is any portion of the earth's surface where water infiltrates the ground to replenish aquifers. City of Mableton is underlain by a complex of metamorphic and igneous rocks ranging in thickness from less than 10 feet to possibly more than 10,000 feet. Recharge is the process by which ground water infiltrates to the underground openings by seeping through the ground or by flowing directly into openings in exposed rock. The areas with the greatest vulnerability to groundwater pollution from human activity are those with thick soil and relatively low slopes that may contain significant recharge areas.

Georgia law requires that local jurisdictions adopt and implement recharge protection measures that meet state minimum standards. In areas of significant groundwater recharge, land disposal of hazardous waste is prohibited, as are new sanitary landfills that do not have synthetic liners and leachate collection systems. All new facilities that treat, store or dispose of hazardous waste, or that handle hazardous materials of a type and amount to be defined by local ordinance must perform their operations on an impermeable pad that has a spill and leak collection system. The standards also include restrictions on lot size for use of septic tank/drain field systems. To ensure protection of groundwater recharge areas, the City of Mableton Ordinance shall specify that any activity relating to or associated with hazardous waste obtain approval from the applicable agency of the State of Georgia (state retains authority to regulate). This also applies to any landfilling operation. The Water Quality Section of the Stormwater Management Division of the Cobb County Water System monitors surface runoff from commercial and industrial sites. Any hazardous waste cleanup sites are handled by the Georgia Department of Natural Resources; Cobb County is responsible for first response, notification to DNR and spill containment only. Cobb County also requires a minimum 20,000 square foot lot size as adopted by the City of Mableton, dependent on suitable soil type and approval from the County's Office of Environmental Health, prior to allowing the installation of a septic system.



# Wetlands

According to the Georgia DNR Rules for Environmental Planning Criteria, wetlands are those areas saturated by surface or groundwater at a frequency and duration sufficient to support, and that under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soil condition. Wetlands generally include swamps, marshes, bogs and similar areas. Wetlands are valuable for a number of reasons. They protect and improve water quality by trapping and filtering pollutants and sediment. They also recharge groundwater supplies and help to stabilize flood hazards by acting as natural flood control areas. Finally, wetlands are an essential breeding, nesting and feeding habitat for many species.

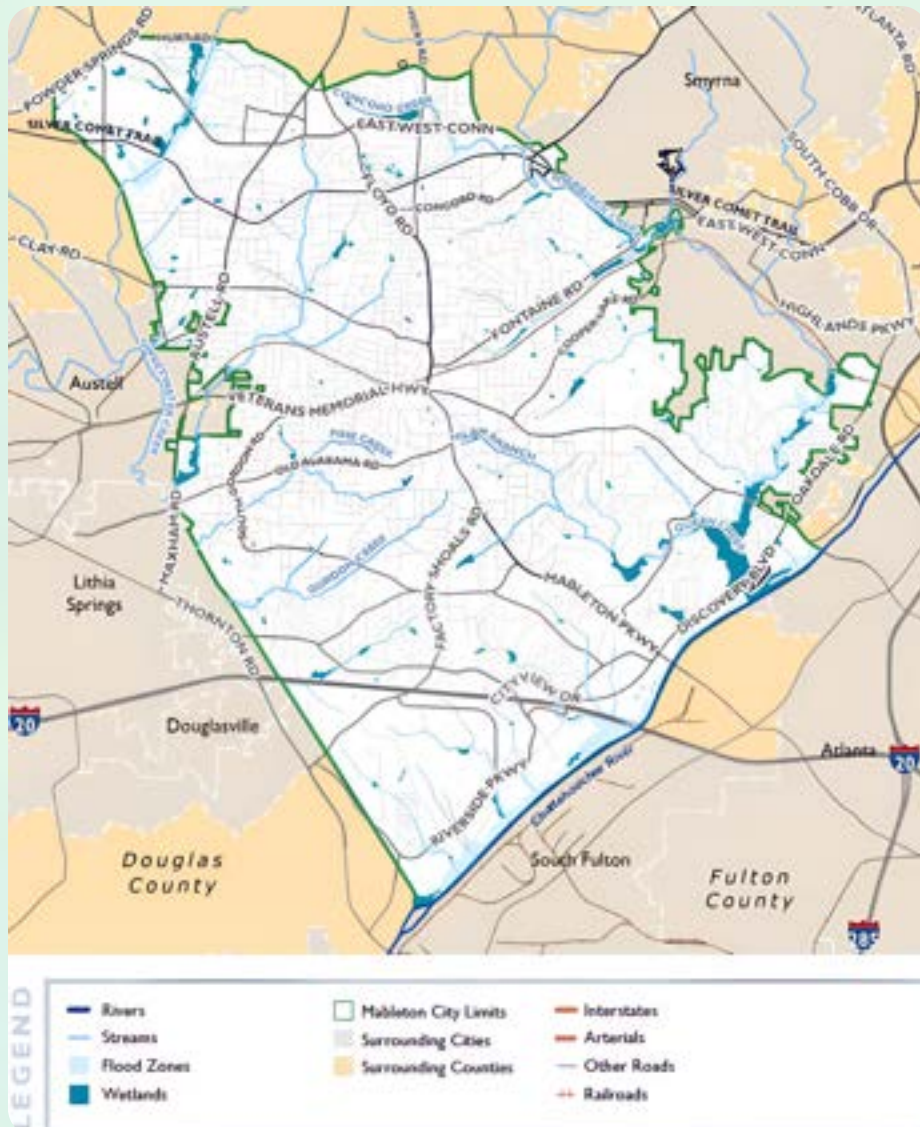
Wetlands are normally found in flood plains, along stream banks and surrounding ponds and lakes. The U.S. Department of Interior, Fish and Wildlife Service (USDA) has completed a series of detailed wetlands maps for Cobb County which the City of Mableton has adopted. According to the USDA maps, the City of Mableton has two main wetlands of 5 to 40 acres. For example, concentrations of wetlands are found along the Sweetwater Creek and Nickajack Creek areas of Mableton.



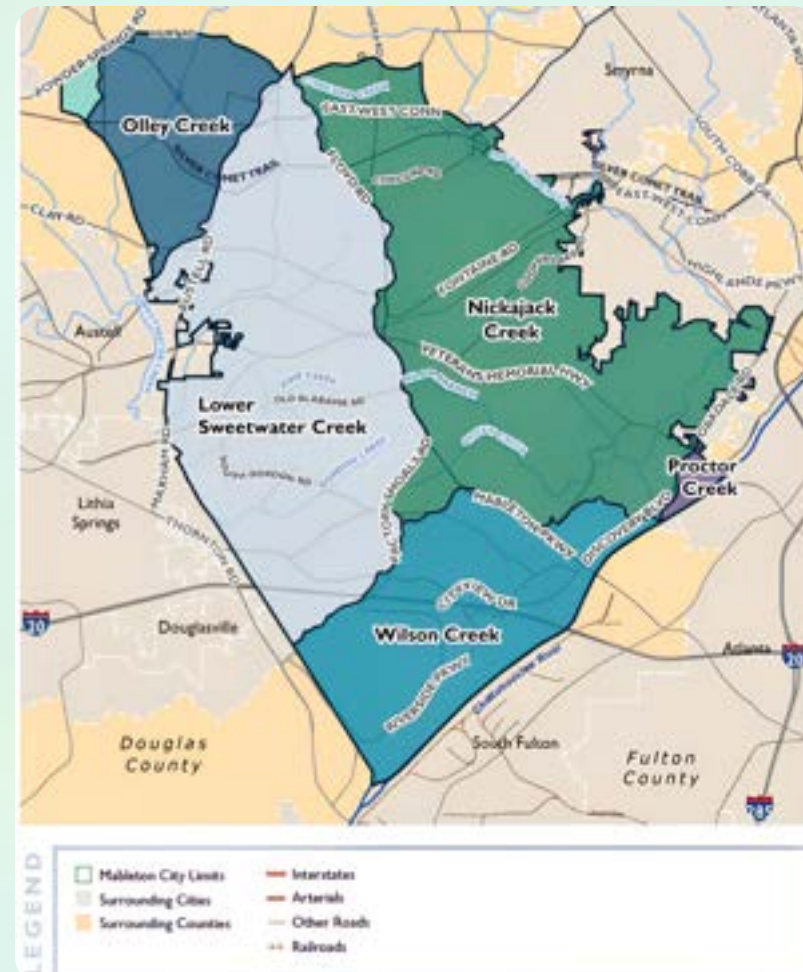
The U.S. Environmental Protection Agency's goal, as applied to the Section 404 permitting process required before disturbing wetlands, is to allow no long-term degradation and no net loss of wetlands. The City of Mableton under the oversight of Cobb County complies with the federal wetlands program under Section 404 of the Clean Water Act in order to maintain and protect these natural resources. The Cobb County Community Development Agency routinely visits each potential development site that is submitted for review. When Staff conducts a site visit and if it is determined that wetlands may exist on a site, the developer is responsible for requesting a determination of jurisdiction for any project that would result in altering over one acre of wetlands as required by the Clean Water Act. Therefore, residential developments located within the residential categories as recommended on the Future Land Use Map, shall exclude any acreage within flood plains and/or wetlands when calculating the overall density of the development. The City of Mableton does not allow land disturbing activity within delineated wetlands jurisdictions except as restricted by permit issued by the U.S. Army Corps of Engineers.



## Waterways and Wetlands



## Watersheds





# Wetland Usage Guidelines

## Acceptable uses of wetlands may include the following:

- Timber production and harvesting
- Wildlife and fisheries management
- Wastewater treatment
- Recreation
- Natural water quality treatment or purification
- Other uses permitted under Section 404 of the Clean Water Act

## Unacceptable uses of wetlands may include the following:

- Receiving areas for toxic or hazardous water or other contaminants
- Hazardous or sanitary waste landfills
- Other uses unapproved by local governments

In some of the City of Mableton's least intensively developed areas, there may be the opportunity to go over and above these minimum standards of protection by using wetlands for passive recreation and green spaces. This would counteract stressful effects of new growth and development.

# State Legislation

The Metropolitan River Protection Act (MRPA) was adopted by the Georgia General Assembly in 1973 as a response to the overload that urbanization has put on nature's ability to control stormwater runoff and pollutants entering the Chattahoochee River. Land disturbance and construction causes more water to flow over the land, eroding soil and filling streams with sediment. The concentration of pollutants and the water temperature in stormwater runoff increases, destroying aquatic habitats. Originally, protection of the corridor surrounding the Chattahoochee and its impoundments stretched from Buford Dam to Peachtree Creek. In the 1998 session of the Georgia General Assembly, MRPA was amended to extend protection of the Chattahoochee River from the Atlanta water intake to the southern limits of Fulton and Douglas counties.

MRPA required the creation of the Chattahoochee River Corridor, which extends 2,000 feet on either side of the river and its impoundments. Additionally, the act required the creation of The Chattahoochee Corridor Plan, which subjected all development within the corridor subject to the requirements of that plan. The Chattahoochee Corridor Plan was adopted by Atlanta Regional Commission and established three sets of standards for protection of the river corridor. The standards include limitations on land disturbance and impervious surfaces; a 50-foot undisturbed buffer and 150-foot impervious surface setback along the river as well as a 35-foot undisturbed buffer along certain tributary streams; and specific restrictions in the 100-year and 500-year floodplains of the river.

The review process established through the Chattahoochee Corridor Plan requires that all land-disturbing activity and development within 2,000 feet of the banks of the Chattahoochee within the City of Mableton must be reviewed by the ARC and relevant departments in Cobb County. Additionally, the development must also be approved by City Council and show consistency with the standards of the Corridor Plan.



# Local Protection

The City of Mableton under the oversight authority of Cobb County has taken an extra step toward river protection by adopting the Chattahoochee River Tributary Buffer Ordinance in accordance with MRPA. This ordinance aims to protect stream tributaries in the Chattahoochee River watershed that are outside the 2,000-ft. corridor. The ordinance affects all perennial streams. In the ordinance, the "Protection Area" is defined as the stream channel and the land area extending outward 25 feet horizontally from the top of the banks on each side of all flowing tributaries.



# Utility Provider: Cobb County–Marietta Water Authority (CCMWA)

Serves Cobb County, including Mableton, supplying potable water and managing wastewater.

Operates major wastewater treatment facilities such as the Noonday Water Reclamation Facility, processing ~20 million gallons/day, serving southern parts of Cobb and adjacent counties.

## Water Conservation

Cobb County's Water Conservation Plan (2022) as adopted by the City of Mableton targets reductions in per capita water use, incentivizing xeriscape landscaping, low-flow fixtures, and public outreach campaigns.

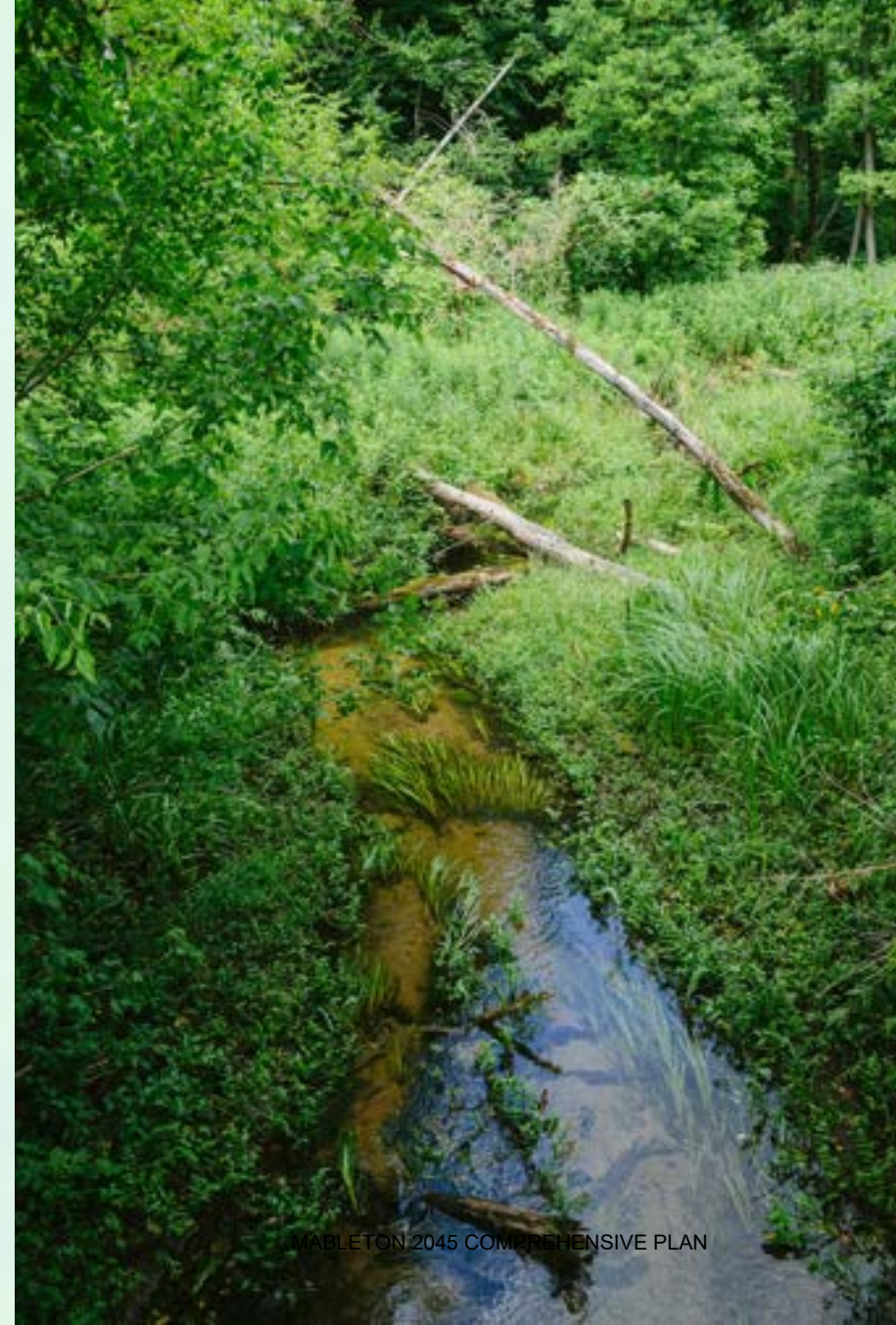
These measures align with MNGWPD strategies to ensure sustainable regional water use.



# Watershed & Creek Protection

Mableton's natural tributaries—Sweetwater Creek, Nickajack Creek, and Noonday Creek—contain wetlands and floodplains critical for water quality control, stormwater retention, and habitat preservation.

- Wetlands of 5–40 acres are mapped along these creeks and are subject to EPC protections.
- Development near these features is subject to buffer zones, impervious surface limits, and stormwater designs like rain gardens and vegetated swales to minimize degradation.



# Key Environmental Planning Criteria (State Vital Areas)

Resource Type	County/Regional Policy	Implication for Mableton Development
Water supply watershed	Buffer zones; impervious surface limits	Restricts IGF; protects drinking water source quality
Wetlands	No net loss; Section 404 compliance with USACE	Requires mitigation or avoidance within development sites
Groundwater recharge areas	Prohibition for hazardous disposal, large lot standards	Limits unsuitable land uses and septic density
River corridors (e.g., Chattahoochee)	Must follow ARC Corridor Plan; reviews required	Land disturbance reviewed for permit compatibility
Stormwater runoff	Runoff reduction or water-quality BMP design required	On-site detention and green infrastructure mandated

These criteria are anchored in state law and local zoning updates to align growth with ecological health.



# Forecasted Water Demand & Infrastructure



## Water Demand Growth

Expected to rise across Metro region, especially with projected population (~94,000 in Mableton by 2050).



## Wastewater Capacity

Facilities such as Noon-day must plan for increased flows, requiring investments in capacity, resilience, and overflow prevention.



## Infrastructure Needs

Pipelines, pumping stations, and treatment upgrades aligned with anticipated commercial and residential growth.

MNGWPD plan calls for coordinated infrastructure planning and conservation measures through action items—aligned among local governments, utilities, and the regional body.

# Action Items & Planning Strategies

MNGWPD outlines integrated strategies, including:

01

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Coordinated jurisdiction involvement  
(Action INTEGRATED-1)

02

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Infrastructure planning affiliated with  
growth projections (Action  
INTEGRATED-2 to 5)

03

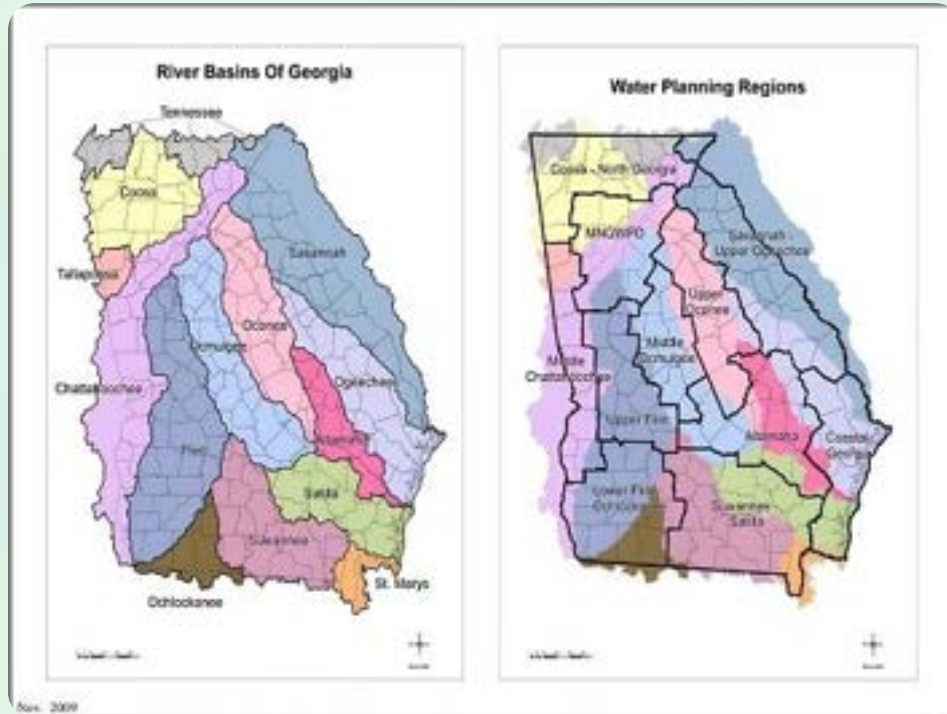
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Public outreach requirements scaled  
by population size—for Mableton  
(~78K+), at least two watershed  
education activities and two  
integrated outreach sessions annually.

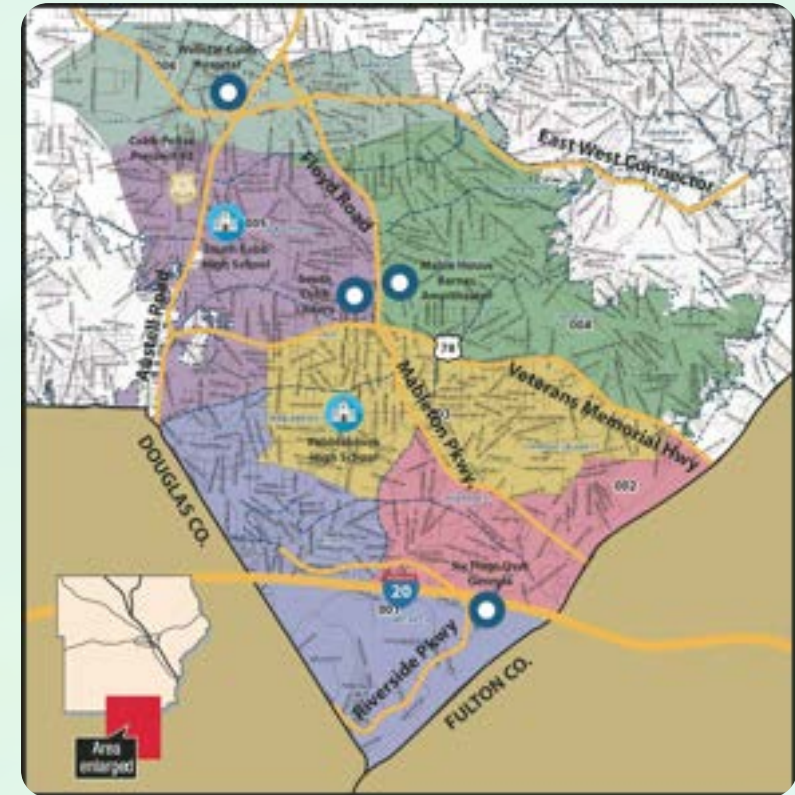
Cobb County's Appendix 6 adds local enforcement of EPCs and enhanced outreach materials, including septic maintenance and pollution prevention education.



# Visual Aids & Maps



Georgia Water Planning Regions map



MNGWPD River Basins map (overlapping Mableton)

These aids help communicate Mableton's position within the regional water planning structure and proximity to vital water resources.

# Relevance for Mableton's Comprehensive Plan

As Mableton finalizes its Comprehensive Plan 2045, integration of these criteria ensures:



Land-use policies that protect water supply, wetlands, and critical recharge zones



Stormwater management standards aligned with MNGWPD and state EPCs



Outreach programs educating residents and developers on septic maintenance and watershed impact



Coordination with CCMWA and Cobb's Community Development for permitting and environmental oversight



Alignment with ARC recommendations for green infrastructure, river corridor buffers, and watershed health



# Summary

- 1 Mableton is served by a structured, regionally integrated Water Resource Management Plan under the MNGWPD and Georgia law.
- 2 Environmental Planning Criteria defines protection for key hydrological and ecological areas, rooted in both state minimum requirements and county-level enforcement.
- 3 Local planning must incorporate standards around wetland buffers, stormwater controls, water conservation, and public education.
- 4 As water demand grows with projected population increases, infrastructure planning and sustainable land use become essential.
- 5 Community engagement and regional coordination are central pillars for equitable, environmentally durable growth.