



## Community Development – Zoning Division

John Pederson – Division Manager

### **ZONING CASE**

Z-21-2026

### **SITE BACKGROUND**

Applicant	Branch Acquisition Company, LLC
Phone	Contact Zoning Office
Email	Contact Zoning Office
Representative Contact	J. Kevin Moore
Phone	Contact Zoning Office
Email	Contact Zoning Office
Titleholder	Branch Atlanta Road Associates
Property Location	Located on the southwest corner of Plant Atkinson Road and Atlanta Road
Address	2840 Plant Atkinson Road
Access to Property	Plant Atkinson Road

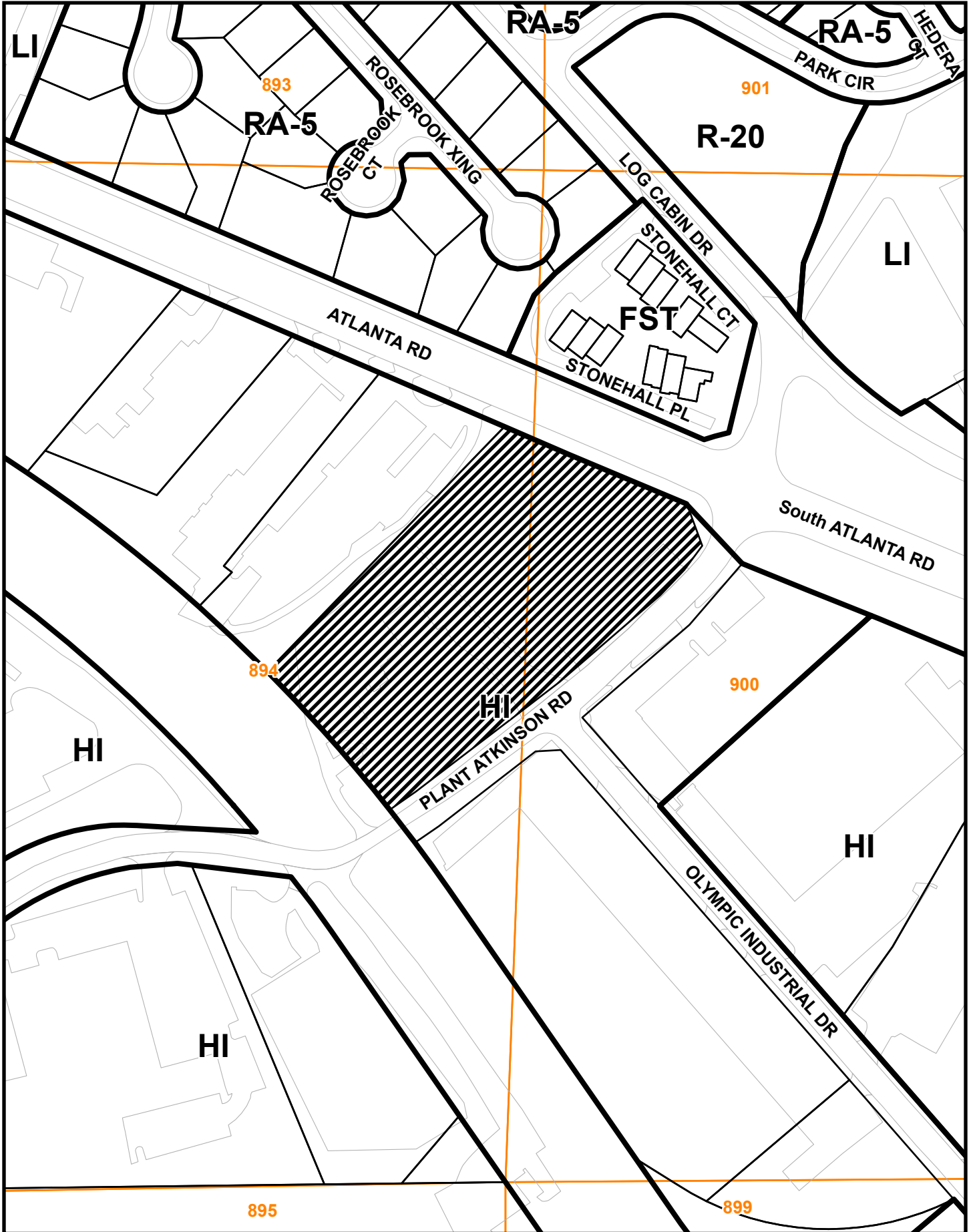
### **QUICK FACTS**

Commission District	2 - Allen
Current Zoning	HI
Current Use of Property	Church
Proposed Zoning	RRC
Proposed Use	Mixed-use development
Future Land Use	PI
Site Acreage	3.47
District	17
Land Lot	894, 900
Parcel #	17089400020
Taxes Paid	Yes

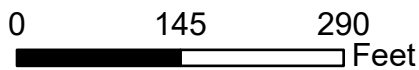
### **FINAL ZONING STAFF RECOMMENDATIONS**



[Click here to enter text.](#)

# Z-21 2026 Map



This map is provided for display and planning purposes only. It is not meant to be a legal description.



-  Zoning Boundary
-  City Boundary



# Z-21 2026 Aerial Map



This map is provided for display and planning purposes only. It is not meant to be a legal description.



-  Zoning Boundary
-  City Boundary

Application No. Z-\_\_\_\_\_ (2026)

Hearing Dates: PC: 06/02/2026

BOC: 06/16/2026

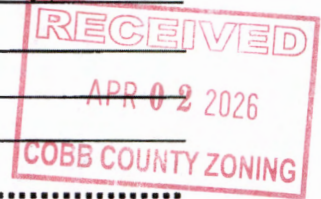
# Summary of Intent for Rezoning\*

.....  
**Part 1. Residential Rezoning Information (attach additional information if needed)**

a) Proposed unit square-footage(s): 650 to 1,250 square feet

b) Proposed building architecture: Warehouse Modern Residential

c) List all requested variances: To be determined during the rezoning process.



.....  
**Part 2. Non-residential Rezoning Information (attach additional information if needed)**

a) Proposed use(s): Retail/Restaurant/Office

b) Proposed building architecture: Warehouse Modern Residential

c) Proposed hours/days of operation: To be determined.

d) List all requested variances: To be determined during the rezoning process.

.....  
**Part 3. Other Pertinent Information (List or attach additional information if needed)**

.....  
**Part 4. Is any of the property included on the proposed site plan owned by the Local, State, or Federal Government?**

(Please list all Right-of-Ways, Government owned lots, County owned parcels and/or remnants, etc., and attach a plat clearly showing where these properties are located).

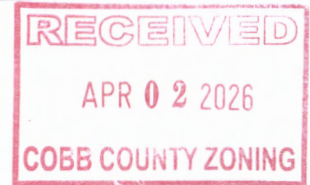
None known at this time.

\*Applicant specifically reserves the right to amend any information set forth in this Summary of Intent for Rezoning, or any other portion of the Application for Rezoning, or documentation attached thereto, at any time during the rezoning process.

**IMPACT ANALYSIS STATEMENT**

**ATTACHMENT TO APPLICATION FOR REZONING**

**Application No.:** Z-\_\_\_\_\_ (2026)  
**Hearing Dates:** June 2, 2026  
June 16, 2026



**Applicant:** Branch Acquisition Company, LLC,  
a Georgia limited liability company  
**Titleholders:** Branch Atlanta Road Associates II, L.P.,  
a Georgia limited partnership;

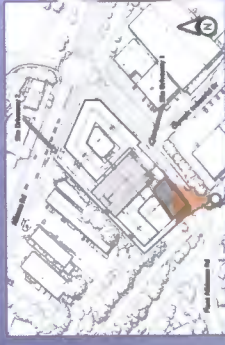
Analysis of impact of the proposed rezoning with respect to the following:

- (a) This Application for Rezoning seeks rezoning of approximately 3.47 acres located on the southerly side of South Atlanta Road and the northwesterly side of Plant Atkinson Road, and along the northeasterly side of the Seaboard Coast Line Railroad, Land Lots 894 and 900, 17<sup>th</sup> District, 2<sup>nd</sup> Section, Cobb County, Georgia (hereinafter the “Property” or the “Subject Property”). The Property is currently zoned Heavy Industrial. Applicant is seeking rezoning of the Property to the Regional Retail Commercial (“RRC”) zoning category for the purpose of a mixed-use development. The requested category of RRC will permit a use for the Property that is more suitable in view of its location and development of properties in close proximity, and will allow the Property to be utilized to its highest and most reasonable potential. Zoning and uses of properties in the area vary from residential to office, retail, commercial, and industrial purposes. The location of the Subject Property makes it uniquely suited for the proposed development; as well as, its location to Atlanta Road and interstate connectivity. The proposed RRC zoning classification and development for mixed-use would be compatible and beneficial to surrounding properties and the area as a whole.
- (b) This zoning proposal should have no adverse effect on the existing use or usability of adjacent or nearby property. The proposed development should have a minimal, if any, impact on surrounding properties. If approved and developed according to the request, the adjacent and nearby property owners would benefit in higher land values. Cobb County will benefit from increased tax revenue.
- (c) The property, as zoned, does not have a reasonable economic use. Rezoning the Property to the proposed RRC classification would allow the Property to be developed and utilized to its highest and best potential, and consistent with properties in the immediate proximity.
- (d) This zoning proposal will not cause excessive or burdensome use of existing streets, transportation facilities, utilities, or schools. Development, as proposed, would have minimal effect on utilities and transportation facilities. The Property has convenient access to the interstate highway and major thoroughfares within the County. Roadway

improvements in and around the Subject Property in recent years have eased access and traffic concerns related to the proposed development.

- (e) The zoning proposal is not in conformity with the Future Land Use Map of Cobb County, Georgia.
- (f) This zoning proposal is consistent with the current conditions affecting the development of this Property. Improvements to the area roadways and major thoroughfares and interstates have been made in recent years to ease traffic flow in order to accommodate development in and around the Subject Property.

# 01 | RENDERINGS



BRANCH

SOUTHEAST CORNER AT PLANT ATKINSON RD

PRESTON

MARCH 25<sup>TH</sup>, 2026

RECEIVED  
APR 02 2026  
COBB COUNTY ZONING

# 02 | RENDERINGS



BRANCH

SOUTHEAST CORNER AT PLANT ATKINSON RD

PRESTON

MARCH 25<sup>th</sup> 2026

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COBB COUNTY ZONING

# 03 | RENDERINGS



BRANCH

PRESTON

VIEW ALONG PLANT ATKINSON RD.

MARCH 25<sup>th</sup> 2026

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COBB COUNTY ZONING

# 04 | RENDERINGS



PRESTON

MARCH 25<sup>th</sup> 2026

NORTHEAST CORNER AT ATLANTA RD & PLANT ATKINSON RD

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COBES COUNTY ZONING

# 05 | RENDERINGS



BRANCH

PRESTON

NORTHEAST CORNER AT ATLANTA RD & PLANT ATKINSON RD

MARCH 25<sup>th</sup> 2026

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COBB COUNTY ZONING