



## 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

(Zoning staff member: Jessica Berman, MPA, CNU-A)

Based on the analysis of this case, Staff recommends **DENIAL**.



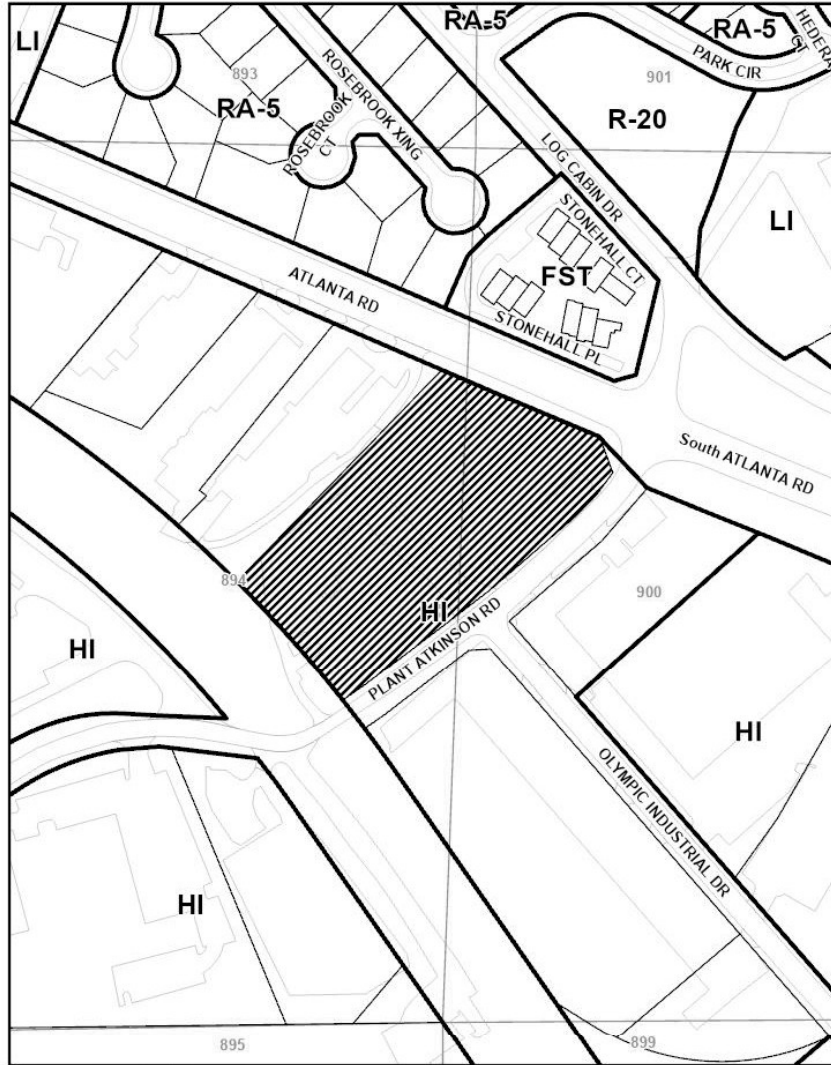


North

**Zoning:** RA-5, FST / Single-family Residences, Townhomes

**Future Land Use:** MDR

**Z-21 2026 Map**



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

0 145 290 Feet

□ Zoning Boundary  
■ City Boundary

WEST

**Zoning:** HI / Industrial Uses

**Future Land Use:** IND

EAST

**Zoning:** HI / Building Materials Stores, Boarding Kennel

**Future Land Use:** IND

SOUTH

**Zoning:** HI / Industrial Uses

**Future Land Use:** IND

**Current zoning district for the property**

The HI district is established to provide locations for heavy industrial uses such as intensive automobile repair and service, heavy manufacturing, chemical manufacturing and storage, petroleum or petrochemical storage, and warehousing and storage, which are on properties delineated within an industrial category as defined and shown on the Cobb County Comprehensive Land Use Plan: A Policy Guide, adopted November 27, 1990. When located on the perimeter of an industrial node, the HI district should provide for uses that are lower in intensity and scale such as to ensure compatibility with surrounding properties.

**Requested zoning district for the property**

The RRC district is established to provide locations for intense retail commercial, office or mixed uses which exceed 500,000 net square feet and which are designed and oriented to serve a regional market making up a community. Projects developed within the RRC district should be done so as compact unified centers. Ideally, projects developed within the RRC district should occupy an area adjacent to or having good access to interstate highways, which is delineated within a regional activity center as defined and shown on the Cobb County Comprehensive Plan: A Policy Guide, adopted November 27, 1990.

**Summary of the applicant's proposal**

The applicant is requesting to rezone the 3.47-acre site to the RRC regional retail commercial district in order to develop the property as a mixed-use development consisting of 250 residential units (315,000 square feet) and 8,500 square feet of retail, restaurant, and office uses. The mixed-use building will be five (5) stories in height with ground-floor commercial space beneath the residential units. Parking will be provided in a six (6)-level internal deck wrapped on three (3) sides by the principal building. Residential units will range from 650 to 1,250 square feet, with an average of 900 square feet, and will include studio, one (1)-, two (2)- and three (3)-bedroom units, with three (3)-bedroom units comprising five (5) percent of the total. The proposed architecture is described as "warehouse modern residential."

**Residential criteria**

Allowable units as zoned: 0

Proposed # of units: 250

Net density: 72.05

Increase of units: 250

Acres of floodplain/wetlands: 0

Impervious surface shown: 76% (Maximum allowed 80%-RAC, 70%-CAC and NAC)

**Non-residential criteria**

Proposed # of buildings: 1

Proposed # of stories: 5 (ground-floor retail)

Total sq. footage of development: 323,500

Floor area ratio: 2.14

Square footage per acre: 93,227

Required parking spaces: 523

Proposed parking spaces: 377

Acres in floodplain or wetlands: 0

Impervious surface shown: 76% (Maximum allowed 80%-RAC, 70%-CAC and NAC)

**Are there any zoning variances?**

Yes,

1. Increase the maximum floor area ratio allowed from 1.00 to 2.14;
2. Reduce the front setback from required 50 feet to 15 feet;
3. Reduce the minor side setback from required 15 feet to 10 feet;
4. Reduce the major side setback from required 25 feet to 10 feet;
5. Reduce the required parking ratio for multifamily units from 1.75 parking spaces per unit to 1.25 parking spaces per unit; and
6. Reduce the required parking ratio for retail (eating and drinking establishments) from 1 space per 100 square feet to 0.8 spaces per 100 square feet.

**Are there any environmental conditions existing or proposed on the site?**

Environmental Site Analysis not provided.

04/14/26

The proposed zoning case must address the comments listed below by prescriptive code or equivalency, as approved by the Cobb County Fire Marshal's Office

Approval will be based on Professional Engineer-stamped plans that signify overall plan conformance to all Georgia State and Cobb County Codes. Design Professional and Developer maintain the sole responsibility for the design and for correcting all errors, omissions, problems, and code violations (if any) exposed during construction AFTER authorization by Cobb County.

**IFC 510- EMERGENCY RESPONDER RADIO COVERAGE:**

New buildings are required to provide radio coverage for emergency responders per the International Fire Code. Testing is required by a third party and when deemed necessary amplification systems are required before the building will be issued a certificate of occupancy. This serves as an early notification to owners and developers for budgeting purposes.

**FIRE PROTECTION:**

Automatic sprinkler protection must be provided where mandated by the applicable codes.

**FIRE DEPARTMENT ACCESS:**

Fire apparatus access roads shall extend to within 150 feet of all portions of the facility or any portion of the exterior wall of the first floor including the parking deck. (State Modifications IFC 503.1 2024 Edition and Cobb County Development Standards 402.11). (CCDS 402.11)

All access roads shall meet the American Association of State and Highway Transportation Officials (AASHTO) design manual live load standard HS20 (75,000 lbs.) with an unobstructed width of not less than 20 feet, 35 foot inside radius, 50 foot outside turning radius and unobstructed vertical clearance of not less than 13 feet 6 inches. (Cobb County Development Standards 402.11)

Maximum slope of the access road in reference to the apparatus is 10% Front to Back and 5% Side to Side. Maximum grade of roadways leading to Fire Access roads refer to the Cobb County Development Standard Section 400: 14% for Non-Residential. Maximum angle of departure is 8.5%.

Dead-end access roads more than 150 feet shall be provided with a turn-around (IFC Chapter-5, 120-3-3 Rules and Regulations, CCDS Section-401 & 402). Refer to APPENDIX-D for dimensional criteria for turn-arounds in commercial developments.

(continued)

Aerial apparatus access shall be required for all structures over 30 feet in height measured from the lowest level of fire department access to the ceiling height of the highest occupied floor level.

- Aerial fire apparatus access roads shall have a minimum width of 26 feet
- Aerial fire apparatus access roads shall be at least 15 feet but no more than 30 ft from the structure
- Aerial fire apparatus access roads shall be positioned parallel to one entire side of the building.
- No overhead utility and power lines shall be located within the aerial fire apparatus access. (IFC Appendix D105)

**CERTIFICATE OF OCCUPANCY:**

Plans must be submitted to the Cobb County Fire Marshal's Office to initiate the Certificate of Occupancy process.

**FIRE HYDRANT:**

The maximum distance of a hydrant to the most remote portion of a structure shall be 500 feet. Distance shall be measured around the structure and from the fire apparatus access road. A 500-foot radius around the hydrant is not an acceptable measurement for distance. Hydrants on the opposite side of a main ROW is not an acceptable measurement of distance. (Cobb County Development Standards 410.5.2) (Cobb County Development Standards 410.5.2)

Where a fire hydrant is located on a fire apparatus access road, the minimum road width shall be 26 feet for a 40-foot length centered on the fire hydrant, exclusive of shoulders (see Figure D103.1 in Appendix D).

**Jeff Byrd**

(678) 229-7059

[Jeffrey.Byrd@cobbcounty.gov](mailto:Jeffrey.Byrd@cobbcounty.gov)

No comment

6/2/2026

Approval of this petition may have an impact on the enrollment, Nickajack Elementary and Campbell High are both over capacity.

<b>School</b>	<b>Student Capacity</b>	<b>School Enrollment</b>	<b>Capacity Status</b>
<b>Nickajack ES</b>	1075	1237	162 over capacity
<b>Campbell MS</b>	1437	1445	8 over capacity
<b>Campbell HS</b>	3303	3246	57 under capacity



(continued)

or in a corridor study area and be in a census tract with at least 51% low and moderate income. The program serves to improve the economic viability of these areas.)

**Is the property eligible for incentives through the Commercial and Industrial Property Rehabilitation Program?**

Yes  No

*(The Commercial and Industrial Property Rehabilitation Program Is an incentive that provides a reduction in ad valorem property taxes for qualifying redevelopment in eligible areas)*

**Note: For more information on incentives, please call the Community Development Agency- Economic Development Division at 770-528-2018 or find information online at [www.cobbcounty.org/econdev](http://www.cobbcounty.org/econdev).**

**Special District:**

Is this property within the Cumberland Special District #1 (hotel/motel fee)?

Yes  No

Is this property within the Cumberland Special District #2 (ad valorem tax)?

Yes  No

Is this property within the Six Flags Special Service District?

Yes  No

**Dobbins Air Reserve Base Zones:**

Is the property within the Dobbins Airfield Safety Zone?

Yes  No

Is the property within the Clear Zone (CZ)?

Yes  No

Is the property within 3000’ of Dobbins ARB?

Yes  No

Is the property within the Accident Potential Zone (APZ I)?

Yes  No

Is the property within the Accident Potential Zone II (APZ II)?

Yes  No

Is the property within the Noise Zone?

Yes  No

Is the property within the Bird/Wildlife Air Strike Hazard Area (BASH)?

Yes  No

**Historic Preservation:**

After consulting various county historic resources surveys, historic maps, archaeology surveys and Civil War trench location maps, staff finds that no known significant historic resources appear to be affected by this application.

**Water comments:**

At development:  YES  NO

Fire flow test required:  YES  NO

Size/location of existing water main(s): 8" on Atlanta Rd

Additional water comments:



**Sewer comments:**

In the drainage basin:  YES  NO

At development:  YES  NO\*

Approx. distance to nearest sewer: Silver Comet Trail right-of-way

Estimated waste generation (in G.P.D.): Average daily = 48,750

Peak flow = 121,875

Treatment plant: Sutton WRF

Plant capacity:  Yes  NO

Projected plant availability:  0-5 years  5-10 years  over 10 years

Off-site easement required:  YES\*  NO

Line capacity study required:  YES  NO

Letter of allocation issued:  YES  NO

Septic tank recommended by this department:  YES  NO

Subject to Health Department approval:  YES  NO

Additional sewer comments:

\*If off-site easements are required, the developer/owner must submit easements to CCWS for review and approval as to form and stipulations prior to the execution of easements by the property owners. All easement acquisitions are the responsibility of the developer/owner.

Note: These comments only reflect what facilities were in existence at the time of this review. Developer may be required to install/upgrade water mains based on fire flow test results or Fire Department code. This will be addressed in the Plan Review process. The developer/owner will be responsible for connecting to the existing county water and sewer systems, installing and/or upgrading all outfalls & water mains, obtaining onsite and/or offsite easements, and dedication of onsite and/or offsite water and sewer to Cobb County as may be required. Rezoning does not guarantee water/sewer availability or capacity unless so stated in writing by the Cobb County Water System.

Roadway	Roadway classification	Speed limit (MPH)	Jurisdictional control	Min. R.O.W. requirements
Atlanta Road	Arterial	45	Cobb County	100'
Plant Atkinson Road	Minor Collector	35	Cobb County	60'

Roadway	Location	Average daily trips	Level of service
Atlanta Road	West of Plant Atkinson Road	21,100	D
Plant Atkinson Road	West of Maner Road	5,650	C

*Based on 2024 AADT count data taken by GDOT, as published on their website, for Atlanta Road and Plant Atkinson Road. Planning Level of Service based on available Average Daily Trips using GRTA guideline thresholds. Classification thresholds for LOS A and LOS B are not available for arterial or minor collector roads from this data source. LOS C or D is acceptable based on GDOT Design Policy Manual criteria.*

ITE Land Use	Description	Expected Size	AM			PM			Daily (vpd)
			In (vph)	Out (vph)	Total (vph)	In (vph)	Out (vph)	Total (vph)	
221	Multifamily Housing (Mid Rise)	250 (DU)	22	73	95	61	34	95	1,115
822	Shopping Strip Plaza	8.5 (KSF)	18	15	33	27	26	53	463
	<b>TOTAL</b>		<b>40</b>	<b>88</b>	<b>128</b>	<b>88</b>	<b>60</b>	<b>148</b>	<b>1,578</b>

*vph = vehicles per hour, vpd = vehicles per day, DU = dwelling unit, KSF = thousand square feet. Development gross trip generation based on available development size and rates from the Institute of Transportation Engineers (ITE) Trip Generation, 12<sup>th</sup> edition.*

**Comments and observations**

Atlanta Road is classified as an arterial roadway and according to the available information the existing right-of-way does not meet the minimum requirements for this classification.

Plant Atkinson Road is classified as a minor collector roadway and according to the available information the existing right-of-way does not meet the minimum requirements for this classification.

Cobb DOT has a planned SPLOST project in coordination with Georgia DOT and the PATH Foundation, for a 10' multi-use trail connecting to a proposed trail section along the existing railroad right-of-way. The SPLOST project extends from the existing railroad right-of-way along the west side of Plant Atkinson Road and continues along the south side of Atlanta Road east of Plant Atkinson Road.

An existing guard rail parallels Atlanta Road adjacent to the property. This guard rail will need to be removed and the shoulder grade improved as part of this development.

(continued)

This development requires a traffic study submittal based on Cobb County Code 134-121. A traffic Submittal 1 (dated April 1, 2026) was received for this proposed mixed-use development. Cobb DOT provided comments and recommended a full traffic study (Submittal 2) on April 10, 2026. The following comments may be revised after the study's receipt.

### **Recommendations**

THE RECOMMENDATIONS BELOW SHALL BECOME STIPULATED REQUIREMENTS UPON INCLUSION WITH AND APPROVAL BY THE BOARD OF COMMISSIONERS OF THIS APPLICATION:

1. Recommend a traffic study pursuant to Code Section 134-121(b)(8). Study assumptions (such as study intersections, trip distribution, future analysis years, and annual growth rate) should be submitted in a memorandum (Submittal 1) and agreed to by Cobb DOT before continuing the full traffic study (Submittal 2). A traffic Submittal 1 (dated April 1, 2026) was received for this proposed mixed-use development. Cobb DOT provided comments and recommended a full traffic study (Submittal 2) on April 10, 2026. Cobb DOT recommendations may be revised after the study's receipt.
2. Recommend applicant, WITHIN 12 MONTHS OF ZONING APPROVAL, donate right-of-way on the south side of Atlanta Road, a minimum of 50' from the roadway centerline or 3' behind the sidewalk location anticipated as part of the eastbound right turn lane installation project, whichever is further. This recommendation is pursuant to Cobb County Development Standard 401.2, Right-of-Way.
3. Recommend applicant, WITHIN 12 MONTHS OF ZONING APPROVAL, donate right-of-way on the west side of Plant Atkinson Road, a minimum of 50' from the roadway centerline. This dedication will ensure the proposed trail project along the Plant Atkinson Road property frontage is located within County right-of-way. This recommendation is pursuant to Cobb County Development Standard 401.2, Right-of-Way.
4. Recommend developer construct an eastbound right turn lane from Atlanta Road to southbound Plant Atkinson Road. Recommend final design be determined during plan review, subject to Cobb County DOT approval.
5. Recommend applicant verify that minimum intersection sight distance is available for Atlanta Road and Plant Atkinson Road access points and, if it is not, implement remedial measures, subject to the Department's approval, to achieve the minimum requirements. This recommendation is pursuant to Cobb County Development Standard Detail 401B, Intersection Sight Distance.

(continued)

6. Recommend the access on Atlanta Road be a minimum of 250' straight-line distance as measure from the signalized intersection curb return to the driveway curb return or be restricted to mitigation measures as approved by Cobb DOT. The typical mitigation measure is restricting the driveway to right-in right-out operations. Driveways with turn restrictions should include design elements such as, but not limited to, raised concrete guidance islands, geometric design and/or centerline raised median. Recommend final location and design be determined during plan review, subject to Cobb County DOT approval.
7. Recommend Plant Atkinson Road access include a deceleration (right turn) lane. This recommendation is pursuant to Cobb County Development Standard 402.9, Deceleration Lanes/Roadway Improvements Along Existing Streets, and Cobb County Development Standard Detail 401A, Deceleration Lanes. The design should include a landscape strip buffer between the proposed trail and deceleration lane in order to separate pedestrian traffic from southbound vehicular traffic. Recommend final design be determined during plan review, subject to Cobb County DOT approval.
8. Recommend Plant Atkinson Road access include left turn lane to address safety because Plant Atkinson Road is a minor collector roadway. This recommendation is pursuant to Cobb County Development Standard 402.10, Left Turn Lane Design Guidelines, and Cobb County Development Standard Detail 401F, Left Turn Lane. Cobb DOT also follows Table 9-24 and Figure 9-35 recommendations published in the American Association of State Highway and Transportation Officials (AASHTO) A Policy on Geometric Design of Highways and Streets (Green Book), 7th Edition. Recommend location and design of the left turn lane be determined during plan review, subject to Cobb DOT approval.
9. Recommend installing curb, gutter, and installing sidewalk along the Atlanta Road frontages to meet Cobb DOT standards. This recommendation is pursuant to Cobb County Development Standard 401.15, Curbs and Gutters (including subsections), Cobb County Development Standard 404 Sidewalks and Pathways, Cobb County Development Standard 405 Accessibility Requirements, and Cobb County Development Standard Detail 106, Concrete Curbs, Medians.
10. Recommend curb, gutter, and 10' multi-use trail along the Plant Atkinson Road frontage. The existing curb and gutter should be removed and reconstructed to an 11' wide travel lane along Plant Atkinson along with the new curb, gutter, drainage and trail. This recommendation is pursuant to Cobb County Development Standard 401.15, Curbs and Gutters (including subsections), Cobb County Development Standard 404 Sidewalks and

(continued)

Pathways, Cobb County Development Standard 405 Accessibility Requirements, and Cobb County Development Standard Detail 106, Concrete Curbs, Medians.

11. Recommend removing and closing driveway aprons along the Atlanta Road and Plant Atkinson Road frontages that the development renders unnecessary.
12. Recommend gate and all parts of be set back a minimum of 50' from the right-of-way and meet Cobb County Development Standards. This recommendation addresses safety by giving sufficient distance for vehicles to access gate without impacting the adjacent roadway.
13. Recommend no on-street parking along the Atlanta Road and Plant Atkinson Road property frontages.
14. Recommend all crosswalks be installed parallel to the adjacent roadway.
15. Recommend the developer install all required pedestrian accommodations at the traffic signal, as reviewed and approved by Cobb DOT. These accommodations will include any needed ramps for the crosswalk and audible pedestrian signals.
16. Recommend the developer be responsible for all signal modifications, as reviewed and approved by Cobb DOT. These modifications will include but are not limited to the following: reconfiguring the vehicle detection outputs as required per signal phasing revisions utilizing a certified programmer for reconfiguration and reconfiguring pedestrian signals, as per PROWAG.
17. Recommend applicant coordinate with Cobb DOT to ensure compatibility with Silver Comet Connector project. This will need to be addressed between the applicant and the County as part of the Plan Review process.
18. Cobb County DOT Airport Manager may require additional information from the developer as part of Plan Review. This requirement is triggered by having a building 40' or taller or is located within 4,000' of a runway for Cobb County International Airport-McCollum Field, Dobbin ARB, or Fulton County Airport – Brown Field.
19. Recommend applicant be required to meet all Cobb County Development Standards and Ordinances related to project improvements.

**STAFF ANALYSIS**

Per section 134-122 of the Official Code of Cobb County, below is a written zoning analysis relating to the following (question in bold; the answer is not bold):

**A. Whether the zoning proposal will permit a use that is suitable in view of the use and development of adjacent and nearby property;**

It is Staff's opinion that the zoning proposal will not permit a use that is suitable in view of the use and development of adjacent and nearby property. Development in the surrounding area includes some residential neighborhoods as well as industrially zoned properties to the north across Atlanta Road with immediately adjacent properties south of Atlanta Road and along Plant Atkinson Road being exclusively industrial properties and usages such as a waste transfer station and concrete plant.

**B. Whether the zoning proposal will adversely affect the existing use or usability of adjacent or nearby property;**

The proposed use is located in an area that is an established industrial corridor with nearby access to railways and I-285. To establish such a large residential development in this area would have the potential to create conflict between such dissimilar uses that currently exist in the area such as Georgia Power and the County's R.L. Sutton Water Reclamation facility as well as the many other industrial users in the area.

**C. Whether the zoning proposal will result in a use which will or could cause an excessive burdensome use of existing streets, transportation facilities, utilities, or schools;**

It is Staff's opinion that the applicant's zoning proposal will result in a use which will or could cause an excessive burdensome use of existing streets, transportation facilities, utilities, or schools. This opinion is supported by the departmental comments contained in this analysis.

**D. Whether the zoning proposal is in conformity with the policies and intent of the comprehensive plan;**

It is Staff's opinion that the applicant's zoning proposal is not in conformity with the policies and intent of the comprehensive plan which delineates this property to be within the PI public/institutional future land use category. This PI designation reflects the site's current or former use and has the potential to be developed at a regional, community, or neighborhood scale. Immediately adjacent parcels are categorized as IND industrial on the future land use map. The plan states that the purpose of the industrial category is to "provide for areas that can support heavy industrial and manufacturing uses" while the public/institutional category "provide(s) for certain state, federal or local government and institutional uses..." Policy Guidelines call for "the primary uses within IND area [to be] industrial or manufacturing (IND-P1)" and "not be located immediately adjacent to residential uses (IND-P3)." The Code forecasts RRC developments to be located within RAC regional activity centers, to locate one so

near to industrial areas would create undue pressure upon these industrial centers within the County and result in a potential conflict between new residents and established industrial users.

**E. Whether there are other existing or changing conditions affecting the use and development of the property which give supporting grounds for either approval or disapproval of the zoning proposal;**

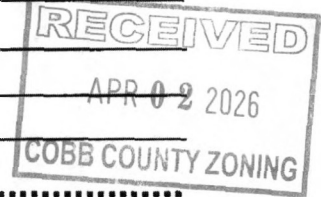
It is Staff's opinion that there are existing and changing conditions affecting the use and development of the property which give supporting grounds for denying the zoning request. The applicant's proposal requires several variances from the requested RRC code. These variances, pertaining to setbacks, FAR, and parking, highlight the extent to which the proposal outpaces even a typical RRC development. In this case, the request is also not supported by the site's future land use categorization of public/institutional; the Code recommends the RRC district for regional activity centers. To allow such an overly intense, by even RRC standards, residential development in a recognized industrial area would threaten the County's established industrial areas as well as set up a potential future conflict between new residents and existing industrial users.

**The staff analysis and recommendation made by the Planning and Zoning Staff are only the opinions of the Planning and Zoning Staff and are by no means the final decision. The Cobb County Board of Commissioners makes the final decisions on all Rezoning and Land Use Permits at an advertised public hearing.**

# 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?**

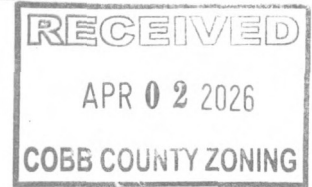
(Please list all Right-of-Ways, Government owned lots, County owned parcels and/or remnants, etc., and attach a plat clearly showing where these properties are located). None known at this time.

.....  
\*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

UNRECEIVED  
APR 02 2026  
COBB COUNTY ZONING

# 02 | RENDERINGS



BRANCH

SOUTHEAST CORNER AT PLANT ATKINSON RD

PRESTON

MARCH 25<sup>th</sup> 2026

APR 02 2026  
COBB COUNTY ZONING

# 03 | RENDERINGS



BRANCH

PRESTON

VIEW ALONG PLANT ATKINSON RD.

MARCH 25<sup>th</sup> 2026

RECEIVED  
APR 02 2026  
COBB COUNTY ZONING

# 04 | RENDERINGS



PRESTON

MARCH 25<sup>th</sup> 2026

RECEIVED  
APR 02 2026  
COBB COUNTY ZONING

NORTHEAST CORNER AT ATLANTA RD & PLANT ATKINSON RD

ORANGE

# 05 | RENDERINGS



BRANCH

NORTHEAST CORNER AT ATLANTA RD & PLANT ATKINSON RD

PRESTON

MARCH 25<sup>th</sup> 2026

