



Center for Quality Growth and Regional Development
Governments & Growth
March 2 & 3, 2006

Breakout Session

*The Strip: Dealing with Shopping Centers
and "Big Boxes"*

Rob Hosack, AICP, Community Development Agency
Michael Hughes, AICP, Economic Development
Cobb County, Georgia

INVENTORY OF REDEVELOPMENT SITES



Study Background and Purpose

- Rapid growth in population and employment
- Massive land consumption
- Protect remaining open spaces/pristine areas
- Non-renewable natural resources
- Efficient land management practices
- Identify areas with opportunity for redevelopment, rehabilitation, and potential for mixed-use.

INVENTORY OF REDEVELOPMENT SITES



Study Scope

- Countywide inventory of potential redevelopment sites
- Site database comprised of the following
 1. Summary spreadsheet
 2. Aerial photography
 3. Site description including key features and potential redevelopment uses
 4. Zoning classification
 5. Future land use designation

INVENTORY OF REDEVELOPMENT SITES



Inventory of Redevelopment Sites Table of Contents

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- 1.1. Study background and purpose
- 1.2. Study scope
- 1.3. Action Plan
- 1.4. Redevelopment Site Map

2. Introduction

- 2.1. Purpose
- 2.2. Inventory
 - 2.2.1. Criteria for the selection of sites

3. Site Inventory

- 3.1. Site 1: Canton Road / Piedmont Road
- 3.2. Site 2: Highway 41 / Highway 92
- 3.3. Site 3: Wade Green Road / G. Busbee Parkway
- 3.4. Site 4: Cobb Parkway / Bells Ferry Road
- 3.5. Site 5: Sandy Plains Road / Piedmont Road
- 3.6. Site 6: Shallowford Road / Trickum Road
- 3.7. Site 7: Highway 92 / Sandy Plains Road
- 3.8. Site 8: Roswell Road / Loop 120 (east)
- 3.9. Site 9: South Cobb Drive / Windy Hill Road
- 3.10. Site 10: Oakdale Road / Old Atlanta Road
- 3.11. Site 11: Downtown Mableton
- 3.12. Site 12: Veterans Memorial Highway / Powell Drive
- 3.13. Site 13: Austell Road / Hurt Road
- 3.14. Site 14: Powder Springs Road / Bellemeade Drive
- 3.15. Site 15: Clarkdale Mill (**Site removed from Inventory List**)
- 3.16. Site 16: Belmont Hills

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3.17. Corridor opportunities

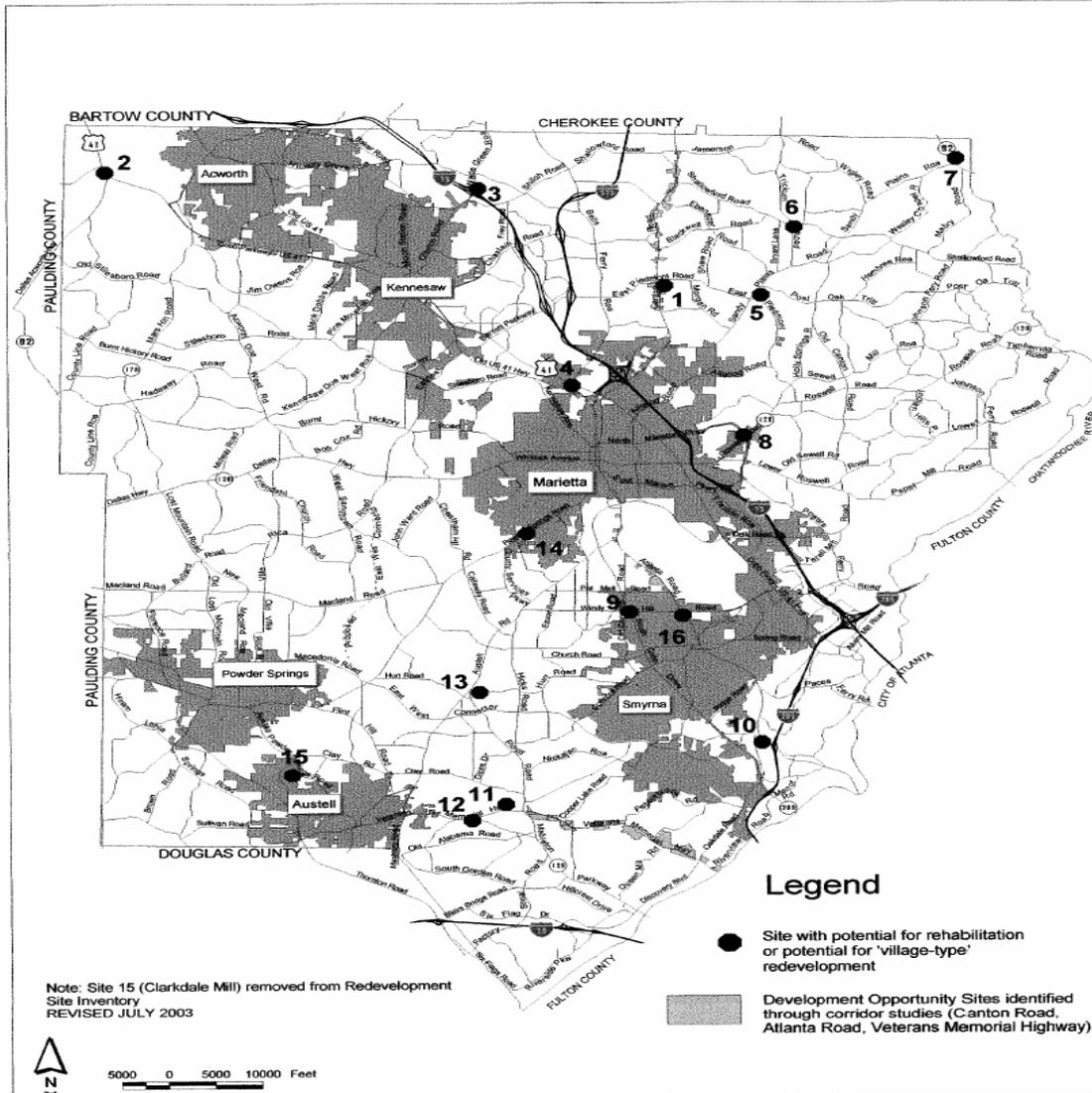
- 3.17.1. Roswell Street, from Cobb Pkwy. to Marietta Square
- 3.17.2. Atlanta Road
- 3.17.3. Veterans Memorial Highway
- 3.17.4. Canton Road
- 3.17.5. Windy Hill Road
- 3.17.6. Powder Springs, Flint Hill, Ewing Road
- 3.17.7. Mableton Parkway

4. Action Plan

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Redevelopment Sites

Map 1



Cobb County, Georgia

Cobb County Community Development Agency
Planning Division, 2003



3.7. Site 7: Highway 92 / Sandy Plains Road

Site # : 7
Street Address: Alabama Rd **Approx. Size:** 4.0 ac
Intersection: Alabama Rd. / Sandy Plains Rd.
District: 16 **FLU:** NAC
Landlots: 37, 38, 107, 108 **Zoning:** PSC
Type: Mountain Park Plaza shopping center.
Main tenant vacancy, 3 additional smaller suites vacant.

General Description: Mid-size shopping complex including Eckerd drug store, with several smaller retailers (nail care, dry cleaner, pet salon), Good Year auto repair, chinese restaurant. Gas Station, Kroger grocery and Stein Mart immediately across the street.

Condition of Structure/Property:
Good; parking recently paved and striped

Surrounding uses: Commercial node. Residential uses to the rear of the property.

Accessibility: Access through Alabama Rd. (Hwy. 92) and Sandy Plains Rd.
No Cobb County transit available.

INVENTORY OF REDEVELOPMENT SITES



Study Scope (Continued)

- Inventory includes corridors with redevelopment potential
- Some sites are completely or partially within incorporated city limits

INVENTORY OF REDEVELOPMENT SITES



Site Selection Criteria

- Size
- Location
- Accessibility (roadways, transit, pedestrian, bicycles)
- Connectivity to existing transportation options
- Potential opportunities or constraints of surrounding uses.

Note: The inventory focuses on commercial sites with large vacancies in the existing development

Atlanta Road Corridor Study



Map

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Scale: 1:12,062

WellStar Corporate/Administrative Offices



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WestPark Government Center (Cobb County)



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INVENTORY OF REDEVELOPMENT SITES



Action Plan

- Inventory periodically updated
- Cobb Office of Economic Development, Cobb Chamber and cities can promote redevelopment in a cooperative effort
- Incentives program to support and reward businesses
 1. Waiver of permit/application fees
 2. Expedited permitting
 3. Tax Incentives

INVENTORY OF REDEVELOPMENT SITES



Current Initiatives

- ❖ Select seminars with Chamber and Development Authorities
- ❖ Referendum on redevelopment powers law (TAD)
- ❖ Adoption of TAD policies and guidelines
- ❖ Formation of TAD Advisory Committee

INVENTORY OF REDEVELOPMENT SITES



Current Initiatives

- ❖ Committee has reviewed three TAD proposals
- ❖ Mableton Preservation and Improvement Plan
- ❖ Delk Road LCI Study
- ❖ On July 27, 2004 BOC create Redevelopment Overlay District (ROD) Advisory Committee
- ❖ Committee has been meeting regularly since September, 2004.

INVENTORY OF REDEVELOPMENT SITES

“What’s in Your Toolbox?”



- ✓ Enterprise Zone
- ✓ Tax Allocation District (TAD)
- ✓ Redevelopment Overlay District (ROD)

Regulatory Approaches



Square footage limitations

- The maximum size for any singular community retail use/ tenant, including other uses structurally connected and/or internally accessed from said community retail use shall be 140,000 square feet. Additionally the following subcriteria shall apply to any community retail use which is larger than 70,000 square feet:
 - Long blank walls that discourage pedestrian activity are prohibited along public roadway frontages. Building facades must be broken up with recesses of a minimum of 16 inches or other items of visual interest when adjacent to public roadway frontages.

Regulatory Approaches



Square footage limitations

- Ground-floor facades must have arches, display windows, awnings, or some other feature to add visual interest to the structure.
- Pedestrian amenities such as patio seating areas, gazebos, fountains, landscaped courtyards must be provided.
- Uses must have clearly defined entrances with canopies, porticos or arches and covered walkways.
- Parking should be designed so that no more than $2/3$ of the parking spaces are located between the primary structure and one of the major roadways of the intersection at which the project is located. Where site design does not allow for the above parking space distribution, it shall be the option of the developer to install a minimum 25-foot landscaped buffer along the road frontage and measured from the edge of right of way to the back of the curb, inclusive of a three-foot high berm.

Regulatory Approaches



Fiscal Surety Requirement HAS NOT BEEN ADOPTED

83-9 Nuisance avoidance procedure

Any owner of an existing building/use proposing a voluntary relocation, as defined by this chapter, shall be required to provide an impact analysis, as specified in 83-10. For the purposes of this section, voluntary relocation shall be triggered by a rezoning application, land disturbance permit or building permit.

Regulatory Approaches



Fiscal Surety Requirement

- 83-10 Required elements of impact analysis
- The impact analysis required by 83-9 shall at a minimum, address the following issues:
- The length of time the existing building/use being voluntarily relocated is anticipated to remain vacant.
- The estimated cost to demolish the building in accordance with adopted federal, state and local regulations.
- Amount of vacant or underutilized land zoned for commercial use (or a zoning district that could accommodate the existing building/use being voluntarily relocated within a 10 square mile radius.
- The vacancy rate, as published in a local industry accepted publication, within a 10 square mile radius of the existing building/use being voluntarily relocated.

Regulatory Approaches



Fiscal Surety Requirement

- The prevailing wage rate for businesses similar to the existing building/use being voluntarily relocated within a 10 square mile radius.
- The potential loss of wages within a 10 square mile radius that would result from the existing building/use being voluntarily relocated.
- Whether or not there is a surplus of retail sales revenue within a 10 square mile radius of the existing building/use being voluntarily relocated.
- Whether or not there is a “leakage of retail sales revenue outside of a 10 square mile radius of the existing building/use being voluntarily relocated.
- Whether or not there are locations within a 10 square mile radius of the existing building/use being voluntarily relocated that are targeted for county or state administered economic development incentives.

Regulatory Approaches



Fiscal Surety Requirement

- 83-11 Approval process for required impact analysis
- The Cobb County Board of Commissioners shall approve or deny an impact analysis required by 83-9 at a regularly scheduled meeting.
- 83-12 Appeal of a decision by the Board of Commissioners
- Any appeal to a decision made by the Board of Commissioners under 83-11 shall be made to the Cobb County Superior Court. Appeals must be filed with the Clerk of Superior Court and the County Clerk within 30 days of the Board's final decision.

Regulatory Approaches



Fiscal Surety Requirement

- 83-13 Security required
- Upon approving an impact analysis in accordance with 83-9 and 83-11, the Board of Commissioners may determine that it is necessary to require a bond, letter of credit, cash bond, or other equivalent form of security sufficient to cover the cost of demolishing the building in accordance with adopted federal, state and local regulations in the event that it is vacant for longer than one year after the voluntary relocation. The Board of Commissioners may also consider alternative methods of compliance to this section as may be suggested or recommended in the impact analysis required by 83-9.

Regulatory Approaches



Fiscal Surety Requirement

- The required bond, letter of credit, cash bond, or other equivalent form of security as approved by the county attorney, running in favor of the county shall be posted with the county by all persons associated with the voluntary relocation.
- (1) Any bond, except cash bond, or letter of credit or other equivalent form of approved security shall be on forms supplied by the county and shall not be terminated or otherwise allowed to expire without at least 30 days' prior written notice to that effect to both the county and all persons associated with the voluntary relocation. Such bond, cash bond, letter of credit or other equivalent form of approved security along with evidence of payment of the required premiums shall be filed with the county.
- (2) Such bond, cash bond, letter of credit or other equivalent form of security shall be posted prior to commencement of the voluntary relocation.

Regulatory Approaches



Fiscal Surety Requirement

- (3) If the existing building/use that was voluntarily relocated is still vacant after one year, then the bond, cash bond, letter of credit or equivalent form of approved security posted by all persons associated with the voluntary relocation shall be forfeited and called upon up to the cost of the demolition or the total amount of the bond. Should the amount of the bond be inadequate to pay for the cost of demolition, then all persons associated with the voluntary relocation shall pay any and all costs beyond bond coverage.



Questions?

**Rob Hosack, Director
Community Development Agency
770- 528-2128
rhosack@cobbcounty.org**

**Michael Hughes, Director
Office of Economic Development
770-528-1510
mhhughes@cobbcounty.org**