Year 2011 Form

Application for "Other Business"
Cobb County, Georgia

(Cobb County Zoning Division – 770-528-2035)

AUG - 4 2011

~~BOC~~ P.C. Hearing Date Requested: 9/8/11

Applicant: David C. Kirk, as attorney for Walmart **Phone #:** 404-885-3415
(applicant's name printed)

Address: 600 Peachtree St., Suite 5200, Atlanta, GA 30308 **E-Mail:** david.kirk@troutmansanders.com

See above **Address:** See above
(representative's name, printed)

(representative's signature) **Phone #:** See above **E-Mail:** See above

Signed, sealed and delivered in presence of:

Notary Public **My commission expires:** 5-7-13

DALE P. OVERSTREET NOTARY PUBLIC DOUGLAS COUNTY GEORGIA EXPIRES MAY 7, 2013

Titleholder(s): Group Blackwell, LLC **Phone #:** (561) 241-9690
(property owner's name printed)

Address: 1720 Harrison St., Suite 7-A, Hollywood, FL 33020 **E-Mail:** j5467777@yahoo.com

(Property owner's signature)

Signed, sealed and delivered in presence of:

Notary Public **My commission expires:**

NOTARY PUBLIC STATE OF FLORIDA CANDACE C. NARDINI MY COMMISSION # DD781261 EXPIRES: June 25, 2012 1-800-3-NOTARY Fl. Notary Discount Assoc. Co.

Commission District: 3 **Zoning Case:** No. 66

Date of Zoning Decision: 3/7/73 **Original Date of Hearing:** 3/7/73

Location: Northeast corner of Canton Road and Blackwell Road
(street address, if applicable; nearest intersection, etc.)

Land Lot(s): 421 and 372 **District(s):** 16

State specifically the need or reason(s) for Other Business: The original zoning approval, dated 3/7/73, requires "prior approval by the Planning Commission of grading and building plans before building permits are issued." Walmart is proposing to tear down the existing structure and build the proposed Walmart neighborhood market store in its place. Accordingly, Planning Commission approval is required.

(List or attach additional information if needed)

REVISED October 09, 2010

LETTER OF INTENT & JUSTIFICATION
SITE PLAN APPROVAL APPLICATION

COBB COUNTY, GEORGIA

Through its attorney and as authorized by the property owner, Walmart Real Estate Business Trust (the "Applicant") respectfully submits this Letter of Intent & Justification to the Cobb County Planning Commission in support of an application seeking Site Plan Approval to allow for the proposed Walmart Neighborhood Market Store on the subject property.

THE PROPERTY

The subject property consists of approximately 5.03 acres of an approximately 13.36 acre parcel located at 3344 Canton Road in Cobb County, Georgia. There is an existing, largely vacant, shopping center on the property. Walmart intends to lease a portion of the existing shopping center. A portion of the existing structure will be demolished and Walmart will rebuild a 40,601 square foot Walmart Neighborhood Market Store in its place. A Site Plan prepared by Wolverton & Associates, dated August 1, 2011; a Survey prepared by Wolverton & Associates, dated May, 25, 2001; a Preliminary Landscape Plan prepared by RAA Design, LLC, dated July 28, 2001; and an Elevation Plan prepared by Scott & Goble Architects, PC, dated July 26, 2011 are included with this application and provide additional information on the subject property and proposed development.

REQUEST FOR SITE PLAN APPROVAL

The Cobb County Board of Commissioners' rezoning approval for the subject property, dated March 13, 1973, includes a stipulation requiring "prior approval by the Planning Commission for grading and building plans before building permits are issued." As such, the Applicant respectfully submits this application for Site Plan Approval to allow for the redevelopment of a portion of the existing shopping center as a Walmart Neighborhood Market Store. As shown on the Site Plan attached hereto, the proposed redevelopment will include a 40,601 square foot Walmart Neighborhood Market Store to be constructed within the southernmost portion of the existing shopping center and will include a newly designed structure,

an upgraded parking lot, pedestrian improvements, and increased landscaping. The Neighborhood Market Store is a grocery store concept Walmart has successfully operated in other states for many years and has now introduced in Georgia. Walmart Neighborhood Market Stores provide a convenient destination for customers to purchase groceries and other everyday basics. The store will feature fresh meat, dairy, and produce, a deli, groceries, consumables, health and wellness supplies, and a pharmacy. The Elevation Plan attached hereto provides the proposed architectural renderings for the site and demonstrates the substantial aesthetic improvements of the proposed structure over the current condition of the existing shopping center. The Preliminary Landscape Plan included with this application provides for significantly increased landscaping throughout the development, including along Canton Road, Blackwell Road, and the rear property line, as well as throughout the parking lot. The Applicant, working in cooperation with the property owner and County staff, believe that this redevelopment will significantly improve the aesthetics of the subject property in line with the Canton Road Corridor Guidelines, while also providing the surrounding community with a convenient place to purchase groceries and everyday basics.

SUMMARY AND CONCLUSION

Accordingly, the Applicant respectfully requests the Planning Commission approve this application for Site Plan Approval, which will allow for the development of the proposed Walmart Neighborhood Market Store on the subject property.

The Applicant, including its attorneys, engineers, and architects, stands ready to provide any additional information County officials may find helpful during the review of this application or to assist in any manner during the required public review period.

No. 66

COBB COUNTY BOARD OF COMMISSIONERS OF ROADS AND REVENUES
COBB COUNTY PLANNING COMMISSION

Date of Application 1/31/73 **Date of Hearing, Wed.** March 7, 1973 1:00 P.M.

Titleholder W. B. Schwartz, Jr. & W.G. Kirkland /S/ W B Schwartz Jr & William G. Kirkland

Address 31 - 28th Street NW Atlanta 30309 **Phone** 355-3348

Applicant Scott Davis & Associates /S/

Address 1 Dunwoody Park, Suite 219, Atlanta, Ga. 30341 **Phone** 458-9728

To Zone From R-20 **to** ~~PSC~~ GC **Land Use** General Shopping

FOR THE PURPOSE OF Neighborhood Shopping Center

Land Lot (s) 421 & 372 **, District** 16 **, Sec.,** 2nd **Cobb County, Ga.**

CONTAINING 15.75 **acres**

LOCATED At the northeast corner of Canton Highway (Ga.#5) and Blackwell Road

This property being more particularly described as follows:

All that tract of land lying and being in land lots 421 and 372 of the 16th district and 2nd section of Cobb County, Georgia and more particular being described as follows: Beginning at point at the northeast intersection of Canton Highway and Blackwell Road and running due north along the eastern right-of-way of Canton Highway 1,278.2 feet to a point; thence running east from the right-of-way of Canton Highway 486.3 feet to a point; thence running south 1,086.9 feet to a point on the northern right-of-way of Blackwell Road; thence running east along the northern right-of-way of Blackwell Road 702.2 feet to the northeast intersection of Canton Highway and Blackwell Road and being the point of beginning.

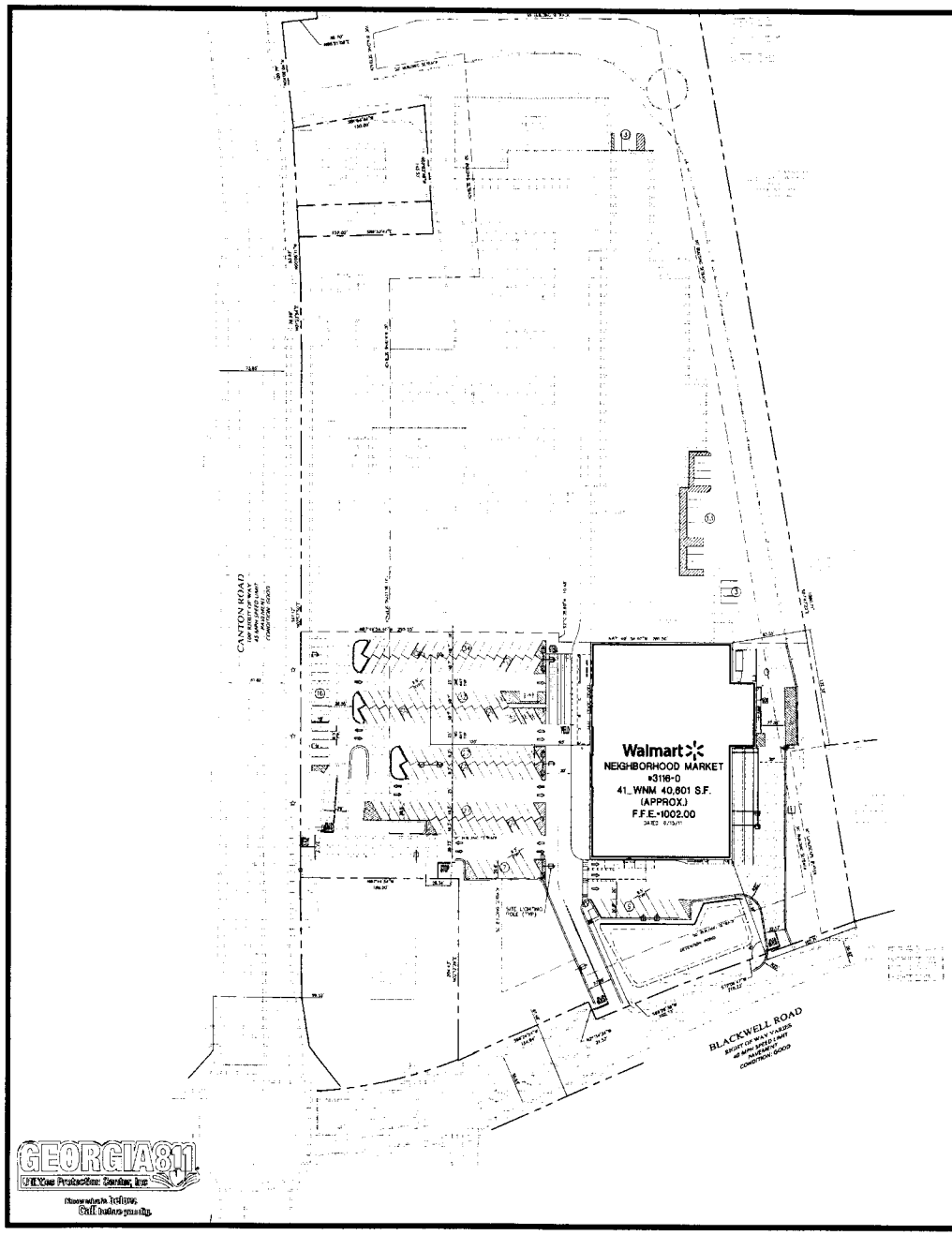
Recommendation of Planning Commission: 3/7/73. Planning Commission recommended application be approved subject to: prior approval by Planning Commission for grading and building plans, 100 foot buffer adjacent to the school to remain R-20, delete to PSC. Motion by Hayes, seconded by Adams; Carried 4-1, Smith - opposed. No opposition at hearing.

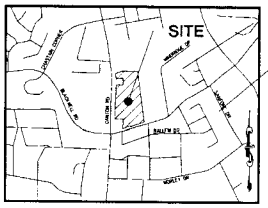
/S/ Robert D Hayes, Chairman

Final Decision of Board of Commissioners: 3/7/73. Board of Commissioners held application. Motion by Parrett, seconded by Lankford; Carried 5-0. 3-13-73, Board of Commissioners approved above request subject to: 100 feet buffer (remain R-20) adjacent to school, delete to PSC, prior approval by Planning Commission of grading and building plans before building permits are issued. Motion by Dickson seconded by Barrett; carried 5--0.

/S/ Earl Parrett, Chairman

EXHIBIT B





LOCATION MAP
NOT TO SCALE

EXISTING OVERALL SITE ANALYSIS

EXISTING BUILDING AREA	103,940 S.F.
PARKING (NON HANDICAPPED)	449 SPACES
HANDICAPPED PARKING	7 SPACES
TOTAL PARKING PROVIDED	456 SPACES
TOTAL PARKING REQUIRED •	457 SPACES
RATIO PROVIDED	4.39/1,000 S.F.
SITE AREA	13.36 ± AC.

WALMART SITE ANALYSIS

WALMART	40,601 S.F.
PARKING PROVIDED (NON HANDICAPPED)	146 SPACES
HANDICAPPED PARKING PROVIDED	6 SPACES
TOTAL PARKING PROVIDED	152 SPACES
TOTAL PARKING REQUIRED •	167 SPACES
RATIO PROVIDED	3.74/1,000 S.F.
SITE AREA	5.03 ± AC.

OVERALL SITE ANALYSIS

WALMART	40,601 S.F.
EXISTING SHOPS	65,441 S.F.
EXISTING GOODYEAR	5,653 S.F.
TOTAL	111,695 S.F.
TOTAL PARKING PROVIDED	418 SPACES
TOTAL PARKING REQUIRED •	488 SPACES
RATIO PROVIDED	3.74/1,000 S.F.
SITE AREA	13.36 ± AC.

FLOOR AREA RATIO

TOTAL BUILDING AREA = 111,695 S.F. = 2.56 AC.
TOTAL PROPERTY = 13.36 AC.

FLOOR AREA RATIO = $\frac{2.56}{13.36}$ = .192

• COBB COUNTY CODE, BASE ON BUILDING USE

IMPERVIOUS SURFACE COVERAGE:

EXISTING = 9.91 AC. = 74.2% OF PROPERTY
PROPOSED = 9.88 AC. = 74.0% OF PROPERTY

EXISTING ZONING FOR SUBJECT PROPERTY: PSC

OVERALL SITE PLAN

GRAPHIC SCALE

(IN FEET)
1 inch = 60 ft.

Wolverton & Associates
Consulting Engineers + Land Surveyors
6745 Sugarloaf Parkway · Suite 100 · Duluth, Georgia 30097
Phone: (770) 447-8999 · Fax: (770) 447-9070
www.wolverton-assoc.com

GEORGIA REGISTERED No. PE034602 PROFESSIONAL ENGINEER TODD W. SELLERMBRIDGE
8-1-11

Project Title
Walmart MARKET #3116-0
MARIETTA (BLACKWELL ROAD), GA
BY: WAL-MART STORES EAST, L.P.
BENTONVILLE, AR

REVISIONS	BY

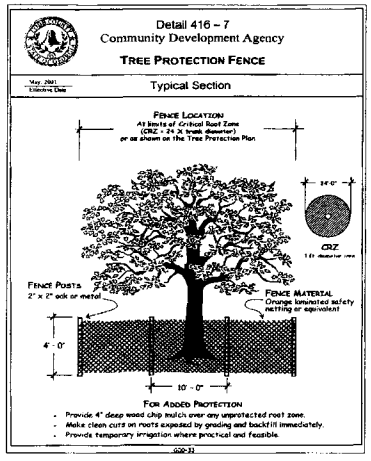
DRAWN BY DMN
CHECKED BY JEM
DATE: 08/01/2011
SCALE: 1"= 60'
JOB No. 11-121
SHEET NUMBER
PC-1
OF SHEETS

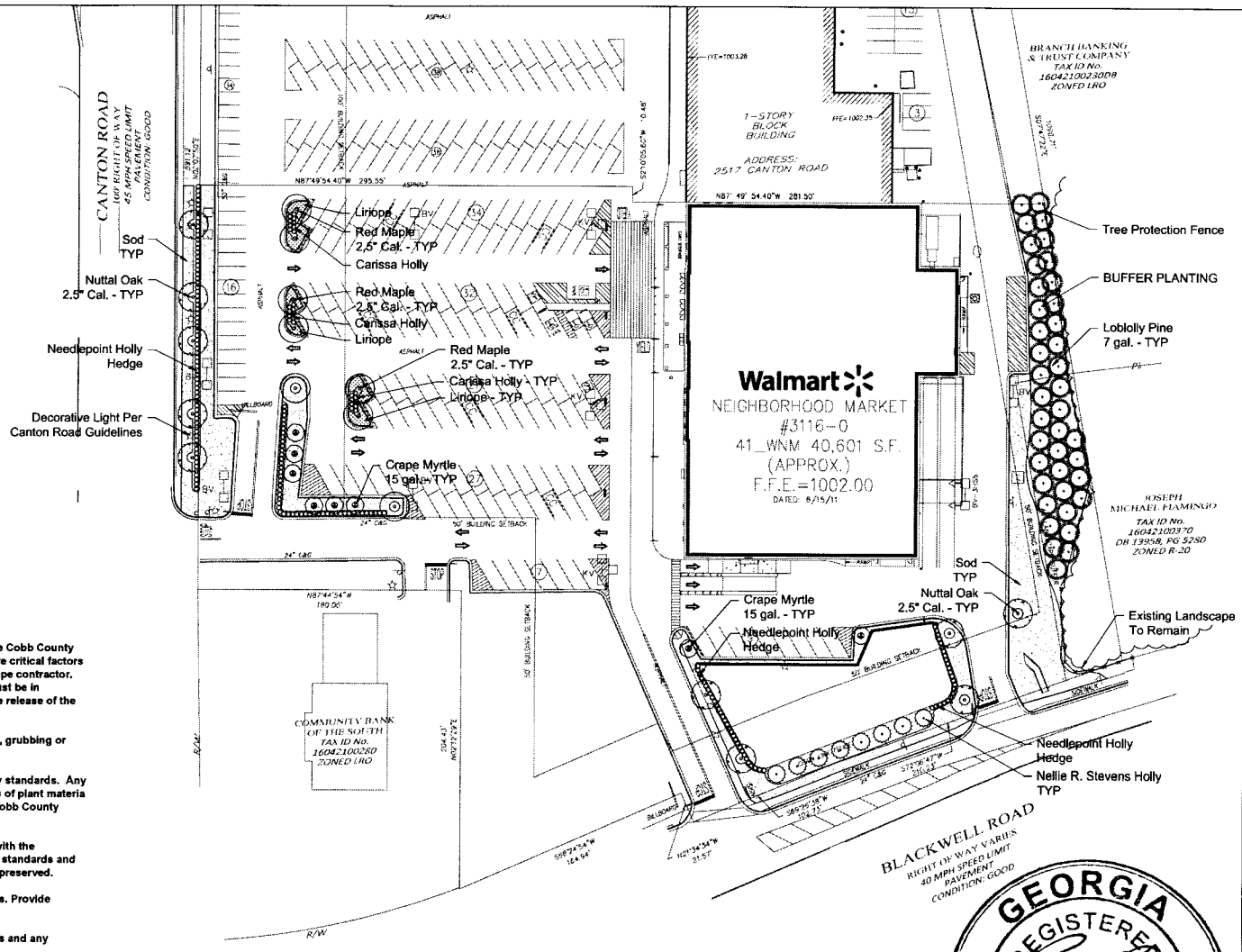
11-121V-1.DWG

GEORGIA811
Utilities Protection Center, Inc.
Nonwatch Inform.
Call before you dig.

COBB COUNTY REQUIREMENTS
- 15 UNITS PER ACRE OF NEW LAND DISTURBANCE
.93 ACRES X 15 UNITS = 14 UNITS REQUIRED
28.5 UNITS PROVIDED

CANTON CORRIDOR STREETSCAPE ELEMENTS
- 5' Wide sidewalk be provided along all road frontages
- Decorative pedestrian light poles shall be staggered 75' on-center and located on private property. (3) provided
- Decorative street trees are to be planted with 50' seperation. 230 lf of frontage - (5) trees required, (5) trees provided





Notes;
A pre-construction landscape conference is required for this project. Call the Cobb County Arborist at (770) 528-2124 or Landscape Architect at (770) 528-2149. There are critical factors on the landscape plan that affect both the general contractor and the landscape contractor. Planting area dimensions, planting methods and as well as pant materials must be in accordance with the approved plan, or the landscape inspector may delay the release of the certificate of occupancy.

Tree protection devices must be installed and inspected prior to any clearing, grubbing or grading.

Tree protection and replacement shall be enforced according to Cobb County standards. Any field adjustments to tree protection device types or locations or substitutions of plant materia shown on the approved plans are subject to the review and approval of the Cobb County Arborist.

The site contractor service routing of all gas, telephone, and electrical lines with the appropriate utility company. All construction must comply with each utility's standards and specifications and not interfere with tree planing sites or existing trees to be preserved.

Provide 20' minimum spacing between the trunks of all deciduous shade trees. Provide greater spacing where possible.

Provide 20' minimum spacing between the trunks of all deciduous shade trees and any existing or proposed light poles. Provide greater spacing where possible.

Provide 15' minimum spacing between the trunks of all deciduous shade trees and any existing or proposed buildings.

Do not install over-story trees in locations where future conflicts with existing overhead utilities lines will be inevitable. Contact the Cobb County Arborist or Landscape Architect if any potential conflicts are identified during the installation process.

The density requirements shown on the Tree Preservation and/or Replacement Plan(s) must be verified prior to the issuance of the Certificate of Occupancy or acceptance of the Final Plat. Call the Department Inspections Division at (770) 528-2124 for an inspection. A performance bond, letter-of-credit or escrow account will be accepted if plant materials must be installed at a later date.

When digging near trees, the contractor shall prune all exposed roots one (1) inch in diameter and larger on the side of the trench adjacent to the trees. Pruning shall consist of making a clean cut flush with the side of the trench to promote new root growth.

Pruning of tree limbs to provide clearance for equipment and materials shall be done according to standard arboricultural pratice (see ANSI A300-1995)

Protect the trunks of any trees being preserved within the temporary or permanent utility easements with strapped-on planking or similar protective device.

Plant List

QTY	Botanical Name	Common Name	Size	Height	Spread	Spacing	Total Units	Comments
10	Quercua nuttallii	Nuttal Oak	2.5" Cal.	10'-12'	4'-5'	As Shown	5.5	-
40	Pinus teada	Loblolly Pine	7 Gal.	7'-8'	2'-3'	As Shown	11	-
8	Ilex x Nellie R. Stevens	Nellie R. Stevens Holly	2.5" Cal.	8'-10'	4'-5'	As Shown	4	-
8	Lagerstroemia indica 'Natchez'	Crape Myrtle	15 Gal.	8'-10'	4'-5'	As Shown	4	-
8	Acer rubrum 'October Glory'	Red Maple	2.5" Cal.	12'-14'	5'	As Shown	4	-
172	Ilex cornuta 'Needlepoint'	Needlepoint Holly	3 Gal.	18"	18"	3' O.C.	-	-
27	Ilex cornuta 'Carissa'	Carissa Holly	3 Gal.	18"	18"	3' O.C.	-	-
576	Liriope muscari 'Big Blue'	Big Blue Liriope	4" Pot	6"	6"	1' O.C.	-	-

Total Units Provided - 28.5

NORTH

SCALE: 1" = 30'

GEORGIA REGISTERED No. LA001487 7/29/2011 LANDSCAPE ARCHITECT RAY MYERS

RAA DESIGN, LLC
Landscape Architects / Land Planners
1836 Dewey Drive, Suite 107
Atlanta, Georgia 30341
Phone (404)368-2800
Fax (404)430-2798
Email raadesign@bellsouth.net

REVISIONS

SEAL

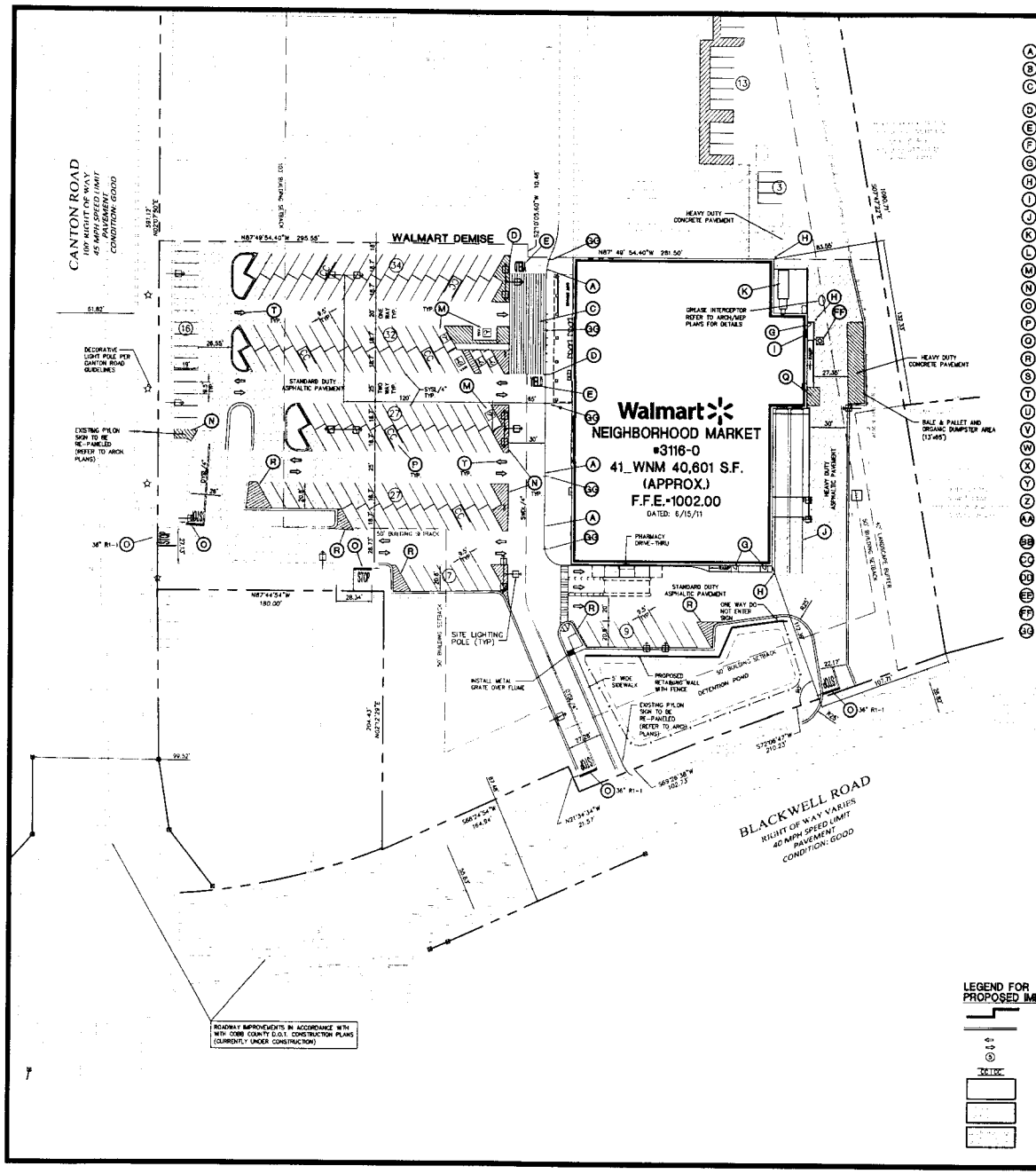
PRELIMINARY
LANDSCAPE PLAN

WALMART
-BLACKWELL ROAD-
COBB COUNTY, GEORGIA

DATE	7-28-11
JOB NO.	2011102I
SCALE	1"=30'-0"
DRAWN BY	MW
CHKD BY	RM

DISCLAIMER
THIS DRAWING IS THE PROPERTY OF R A A DESIGN AND MAY NOT BE REPRODUCED WITHOUT WRITTEN CONSENT
RAA DESIGN

SHEET
LS-1
1 OF 1

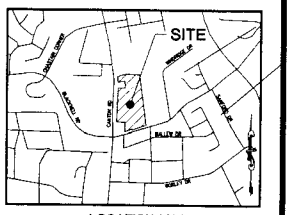


SITE LEGEND

- (A) 6" WIDE FIRE LANE STRIPING PAINTED TRAFFIC RED WITH "NO PARKING-FIRE LANE" PAINTED WITH 4" HIGH WHITE LETTERING AT 25' INTERVALS.
- (B) AREA STRIPED WITH SYSL/4" AT 45° AT 2' O.C.
- (C) PEDESTRIAN CROSSWALK WITH 6" WIDE PAINTED WHITE STRIPING PARALLEL TO DIRECTION OF TRAFFIC AT 2'-0" O.C. AND (1)-8" WHITE STRIPE AT EACH EDGE UNLESS NOTED OTHERWISE. SEE SITE PLAN FOR WIDTH.
- (D) PEDESTRIAN CROSSING SIGN W11-2 AND W16-7P TYPICAL AT PEDESTRIAN CROSSWALKS AS NOTED ON PLANS.
- (E) "YIELD" PAINTED WHITE ON PAVEMENT TYPICAL. SEE DETAIL SHEET.
- (F) PAINTED PAVEMENT TO BE FLUSH WITH TOP OF SIDEWALK AT 5.0% MAXIMUM. REFER TO ARCHITECTURAL PLANS.
- (G) EXIT PORCH. SEE ARCHITECTURAL PLANS FOR EXACT SIZE. LOCATION FOR STOOPS, STAIRS AND/OR RAMPS THAT MAY BE REQUIRED. RAMP PAVEMENT FLUSH WITH THE TOP OF STOOP.
- (H) 6"ø PIPE BOLLARD TYPICAL UNLESS NOTED OTHERWISE. SEE DETAIL SHEET.
- (I) AT GRADE OVERHEAD DOOR LOCATION. SEE ARCHITECTURAL PLANS FOR EXACT SIZE AND LOCATION FOR COORDINATION WITH CIVIL PLANS.
- (J) 4" WIDE x 130' LONG YELLOW PAINTED TRUCK ALIGNMENT STRIPES.
- (K) CONCRETE COMPACTOR PAD. REFER TO ARCHITECTURAL PLANS FOR EXACT SIZE, LOCATION, AND SLOPE.
- (L) CONCRETE TRANSFORMER PAD. CONTRACTOR TO COORDINATE WITH LOCAL POWER COMPANY FOR DETAILS.
- (M) ACCESSIBLE PARKING SPACE TYPICAL. SEE DETAIL SHEET FOR ACCESSIBLE PARKING SPACE SIZE, SIGN AND SYMBOL ("VAN"-INDICATES VAN ACCESSIBLE SPACE)
- (N) PAINTED ISLAND TYPICAL UNLESS NOTED OTHERWISE. STRIPES SHALL BE PAINTED SYSL/4" AT 2'-0" O.C. AT 45°. SEE DETAIL SHEET.
- (O) R1-1 STOP SIGN WITH 24" WIDE STOP BAR AND "STOP" PAINTED WHITE ON THE PAVEMENT WITH SYSL/4" CENTERLINE STRIPING PER PLAN. 30" SIGN UNLESS OTHERWISE NOTED.
- (P) CART CORRAL TYPICAL-SEE DETAIL SHEET FOR WAL-MART CART CORRAL DETAIL.
- (Q) 10' X 15' STRIPED AREA PAINTED SYSL/4" AT 45° @ 2'-0" O.C. AT JIB CRANE LOCATION. SEE ARCH. PLANS.
- (R) LOADING ZONE AT ALL CURBED ISLANDS. 4" PAINTED YELLOW STRIPING AT 2'-0" O.C. PERPENDICULAR TO PARKING SPACE. SEE DETAIL SHEET.
- (S) 18" CONCRETE CURB AND GUTTER TYPICAL. TYPE "A" UNLESS SPECIFIED OTHERWISE. SEE DETAIL SHEET.
- (T) PAINTED DIRECTIONAL ARROW TYPICAL - SEE DETAIL SHEET.
- (U) BUILDING SETBACK PER GOVERNING AUTHORITY CODE.
- (V) 10' TRANSITION FROM 30" CURB AND GUTTER TO 18" CURB AND GUTTER.
- (W) AISLE INDICATOR SIGNS TYPICAL - SEE DETAIL SHEET.
- (X) TILE DIRECTIONAL STRIPING. SEE DETAIL SHEET
- (Y) "NO TRUCKS" SIGN. SEE DETAIL SHEET.
- (Z) "TRUCK ROUTE" SIGN. SEE TRUCK ROUTE LEGEND (THIS SHEET) FOR SIGN DESIGNATION.
- (AA) WAL-MART STANDARD GUIDE RAIL, TYPICAL - SEE DETAIL SHEET. FACE OF GUIDE RAIL SHALL BE 2' BEHIND BACK OF CURB. BREAK GUIDE RAIL AT EACH FIRE HYDRANT. SEE SHEET C-2 FOR FIRE HYDRANT LOCATIONS.
- (BB) "NO TRUCKS" PAINTED WHITE LETTERS 36" HIGH ON PAVEMENT WITH 24" STOP BAR
- (CC) MATCH EXISTING CURB ALIGNMENT AND GRADE.
- (DD) ADA RAMP. SEE DETAIL SHEET.
- (EE) 2' CONCRETE BUFFER. SEE DETAIL SHEET.
- (FF) SIPHONIC MANHOLE STRIPING REFER TO GRADING PLAN AND DETAIL SHEET FOR LOCATION AND DETAIL.
- (GG) "NO PARKING FIRE LANE" SIGN, MAXIMUM SPACING IS 100'. SEE DETAIL SHEET.

LEGEND FOR PROPOSED IMPROVEMENTS

- PROPOSED BUILDING
- PROPOSED CURB AND GUTTER
- PAINTED TRAFFIC DIRECTION ARROW
- PROPOSED PARKING SPACES
- CART CORRAL
- STANDARD DUTY ASPHALTIC PAVEMENT
- HEAVY DUTY ASPHALTIC PAVEMENT
- FULL DEPTH RECLAMATION



LOCATION MAP
NOT TO SCALE

EXISTING OVERALL SITE ANALYSIS

EXISTING BUILDING AREA	103,940 S.F.
PARKING (NON HANDICAPPED)	449 SPACES
HANDICAPPED PARKING	7 SPACES
TOTAL PARKING PROVIDED	456 SPACES
TOTAL PARKING REQUIRED •	457 SPACES
RATIO PROVIDED	4.39/1,000 S.F.
SITE AREA	13.36 ± AC.

WALMART SITE ANALYSIS

WALMART	40,601 S.F.
PARKING PROVIDED (NON HANDICAPPED)	146 SPACES
HANDICAPPED PARKING PROVIDED	6 SPACES
TOTAL PARKING PROVIDED	152 SPACES
TOTAL PARKING REQUIRED •	187 SPACES
RATIO PROVIDED	3.74/1,000 S.F.
SITE AREA	5.03 ± AC.

OVERALL SITE ANALYSIS

WALMART	40,601 S.F.
EXISTING SHOPS	65,441 S.F.
EXISTING GOODYEAR	5,653 S.F.
TOTAL	111,695 S.F.
TOTAL PARKING PROVIDED	416 SPACES
TOTAL PARKING REQUIRED •	488 SPACES
RATIO PROVIDED	3.74/1,000 S.F.
SITE AREA	13.36 ± AC.

FLOOR AREA RATIO

TOTAL BUILDING AREA - 111,695 S.F. - 2.56 AC.
TOTAL PROPERTY - 13.36 AC.
FLOOR AREA RATIO - $\frac{2.56}{13.36}$ - .192

• COBB COUNTY CODE, BASE ON BUILDING USE

IMPERVIOUS SURFACE COVERAGE:

EXISTING - 9.91 AC. - 74.2% OF PROPERTY
PROPOSED - 9.88 AC. - 74.0% OF PROPERTY

PAVEMENT REMOVED/REPLACED:	2.03 AC
TOTAL SITE:	13.36 AC
	15.2 %

• PROPOSED REDEVELOPMENT DOES NOT EXCEED THE 25% THRESHOLD FOR TREE ORDINANCE COMPLIANCE.

SITE PLAN

GRAPHIC SCALE
(IN FEET)
1 inch = 40 ft.

Wolverton & Associates
Consulting Engineers + Land Surveyors
8745 Superior Parkway - Suite 100 - Duluth, Georgia 30097
Phone: (770) 447-8999 - Fax: (770) 447-9070
www.wolverton-assoc.com

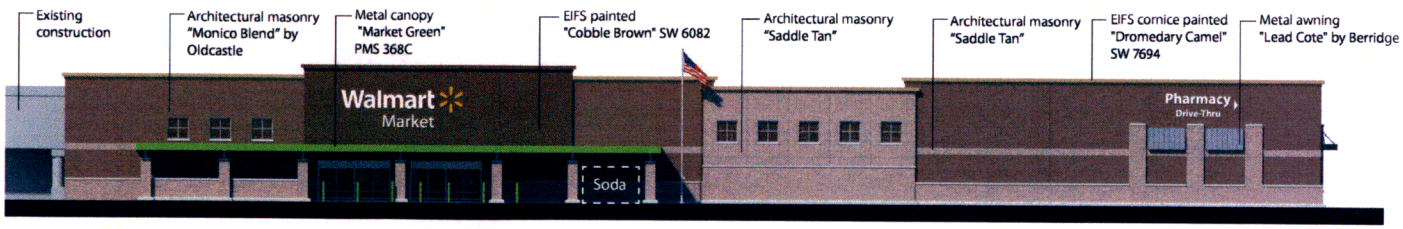
GEORGIA REGISTERED PROFESSIONAL ENGINEER
No. PE034892
6-1-11

Project Title
Walmart MARKET #3116-0
MARIETTA (BLACKWELL ROAD), GA
BY: WAL-MART STORES EAST, L.P.
BENTONVILLE, AR

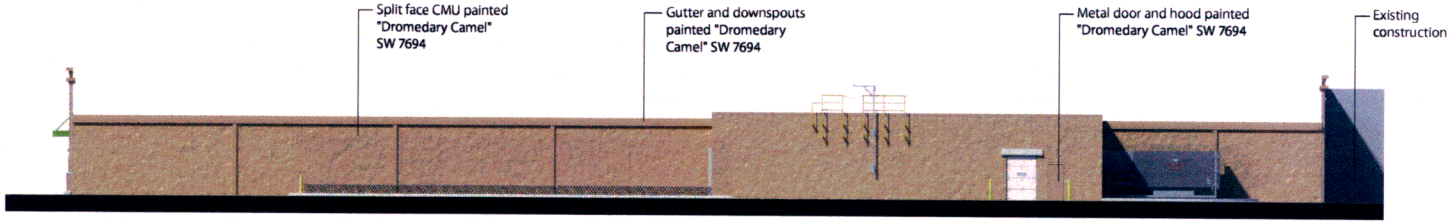
REVISIONS	BY

DRAWN BY	DMN
CHECKED BY	JEM
DATE:	08/01/2011
SCALE:	1" = 40'
JOB No.	11-121
SHEET NUMBER	PC-1A
OF	SHEETS

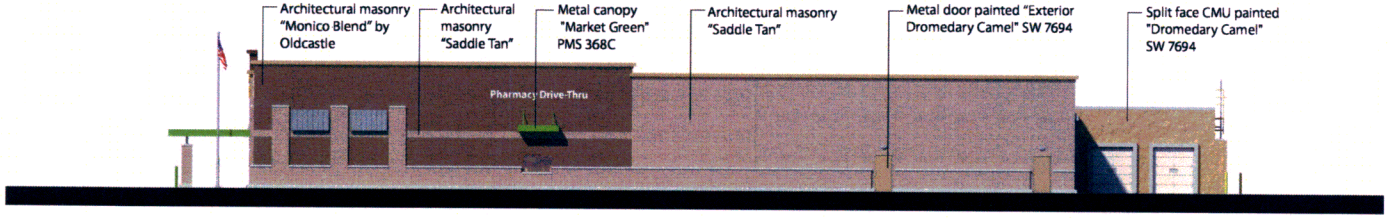
11-121V-1.DWG



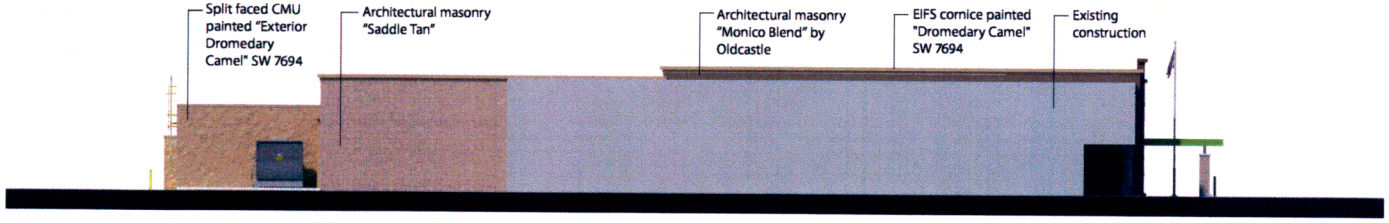
Front Elevation



Back Elevation



Right Elevation



Left Elevation

Sign	Qty.	Height	Area (S.F.)	Total S.F.
Walmart Market	1	7'-1 3/4"	189.59	189.59
Pharmacy Drive-Thru >	1	2'-0"/1'-6"	61.78	61.78
Pharmacy Drive-Thru	1	1'-6"	39.90	39.90
		Total Building Signage		**291.27**

Walmart

Scott&Goble Architects, PC.

July 26, 2011

Marietta, Georgia #3116 - New Store Neighborhood Market

Christopher B. Goble, Architect
Georgia Registration No. RA011158

Elevations

1

DESIGN REPRESENTATION ONLY - NOT FOR CONSTRUCTION The building images shown are a representation of the current design intent only. The building images may not reflect variations in color, tone, hue, tint, shading, ambient light intensity, materials, texture, contrast, font style, construction variations required by building codes or inspectors, material availability or final design detailing.