

**AUGUST 15, 2017 ZONING HEARING  
“OTHER BUSINESS”  
COMMISSION DISTRICT 2**

**ITEM 030**

**PURPOSE**

To consider amending the site plan for Poag Shopping Centers, LLC regarding rezoning application Z-118 (Cousins Market Centers) of 1997, for property located on the north side of Roswell Road and on the north and east sides of Marwell Drive in Land Lot 16 of the 1<sup>st</sup> District and Land Lot 829 of the 16<sup>th</sup> District (4475 Roswell Road).

**BACKGROUND**

The subject was rezoned in 1997 to Community Retail Commercial (CRC) for an upscale shopping center. One on the stipulations from 1997 zoned the property to the site plan. The property has changed ownership recently and the new owner would like to aesthetically upgrade look of the center with amenities such trellises, fire pits, outdoor seating areas, new plantings & landscape areas, hardscape areas and two 3,000 square-foot non-commercial wall murals. The wall murals are on the ends of suites 400 & 600 and are only viewable interior to the shopping center. The applicant has submitted a parking study prepared by their engineer because some of the existing parking will be lost due to the proposed improvements (parking study attached). The parking study does conclude there is would still surplus parking after the improvements are complete. If approved, all previous stipulations should remain in effect.

**STAFF COMMENTS**

None.

**RECOMMENDATION**

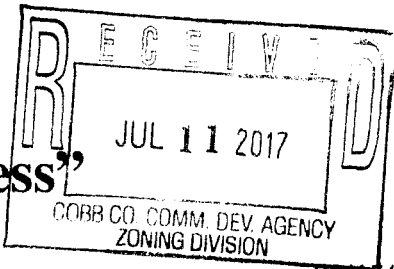
The Board of Commissioners conduct a Public Hearing and consider the proposed site plan amendment.

**ATTACHMENTS**

Other Business application and stipulations.

# Application for "Other Business" Cobb County, Georgia

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



OB-030-2017

BOC Hearing Date Requested: 08/15/17

**Applicant:** Poag Shopping Centers, LLC Phone #: 901.531.8716  
(applicant's name printed)

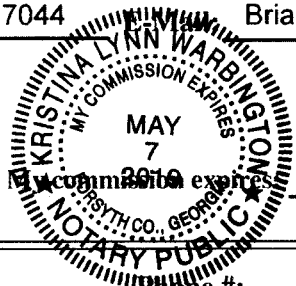
**Address:** 2650 Thousand Oaks Blvd, Suite 2200, Memphis, TN E-Mail: preinke@poagllc.com

Brian Martin Address: 10 Roswell St., Suite 210, Alpharetta, GA 30009  
(representative's name, printed)

[Signature] Phone #: 470.299.7044 Brian.Martin@kimley-horn.com  
(representative's signature)

Signed, sealed and delivered in presence of:

Kristina Lynn Warbington  
Notary Public



May 7, 2019

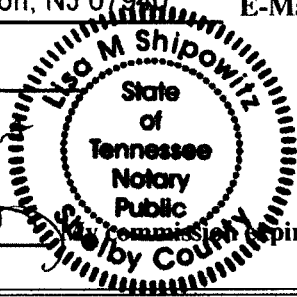
**Titleholder(s) :** CP Venture Five - AEC, LLC Phone #: 901.531.8716  
(property owner's name printed)

**Address:** 7 Giralda Farms, 3rd Floor, Madison, NJ 07940 E-Mail: preinke@poagllc.com

[Signature]  
(Property owner's signature)

By Poag Shopping Centers, LLC, its Managing Agent

Signed, sealed and delivered in presence of:  
[Signature] My Commission Expires: \_\_\_\_\_  
Notary Public



My Commission Expires August 12, 2017

**Commission District:** 2 **Zoning Case:** Z-118

**Size of property in acres:** 29.63 ac **Original Date of Hearing:** 09-16-97

**Location:** 4475 Roswell Road, Marietta, GA 30062  
(street address, if applicable; nearest intersection, etc.)

**Land Lot(s):** 829, 16 **District(s):** 16, 1

**State specifically the need or reason(s) for Other Business:** \_\_\_\_\_

Site Hardscape and Landscape renovations and improvements  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(List or attach additional information if needed)



MSTSD

457 ROSWELL ROAD  
SUITE 1520  
MARIETTA, GA 30062

Project No. 08-030-2017  
Site Plan

Author: [Name]  
Checker: [Name]  
Date: 2018.02.28



THE AVENUE  
EAST COBB

POAG SHOPPING  
CENTERS

457 ROSWELL ROAD  
SUITE 1520  
MARIETTA, GA 30062

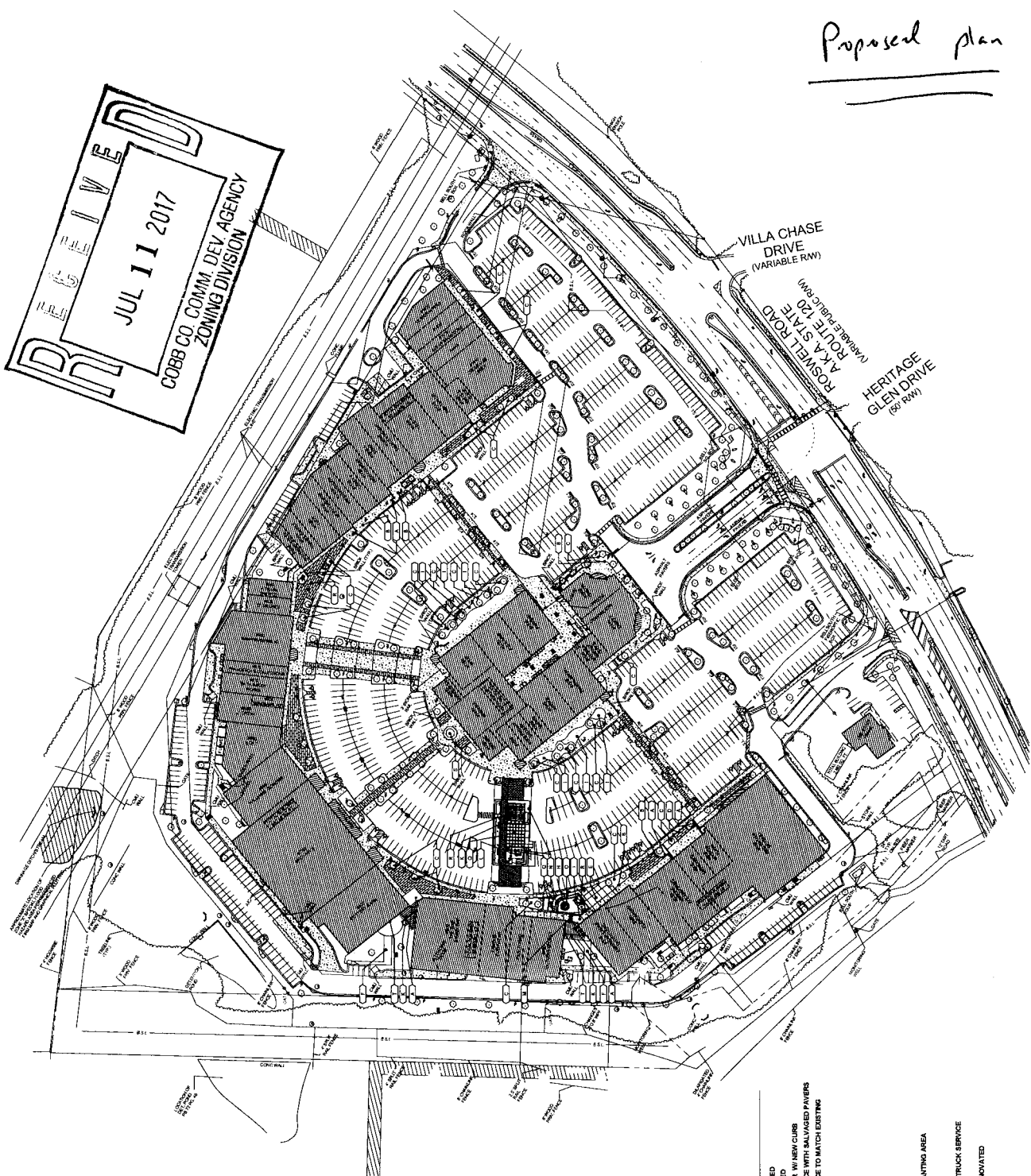
SITE PLAN

A100

08-030-2017  
Proposed plan

1 PROPOSED ARCHITECTURAL SITE PLAN

RECEIVED  
JUL 11 2017  
COBB CO. COMM. DEV. AGENCY  
ZONING DIVISION



- LEGEND
- (---) EXISTING WALL TO BE MODIFIED
  - (---) EXISTING WALL TO BE REMOVED
  - (---) RE-SHAPED EXISTING PLANTER W/ NEW CURB
  - (---) PATCHED HARDSCAPE SURFACE WITH BALANCED PAVERS
  - (---) PATCHED HARDSCAPE SURFACE TO MATCH EXISTING
  - (---) NEW CONCRETE SIDEWALK
  - (---) NEW PLANTER
  - (---) NEW FEATURE PLANT/ TREE
  - (---) NEW HARDSCAPE PAVING
  - (---) NEW LOOSE FILL PAVING
  - (---) NEW TRELLIS
  - (---) NEW PLANTER/ EXTERIOR LIGHT FIXTURE
  - (---) NEW TENDED SEATING AND PLANTING AREA
  - (---) NEW BRICK SEATING
  - (---) NEW WALL
  - (---) NEW PARKING PAD FOR FOOD TRUCK SERVICE
  - (---) CASUAL SEATING AREA
  - (---) EXISTING FOUNTAIN TO BE RENOVATED
  - (---) MURAL WALL
  - (---) ART PREDESTAL



MSTSD

MSTSD, INC.  
1775 Peachtree Road, N.W.  
Suite 1700  
Atlanta, Georgia 30309  
404.487.8881

DATE: \_\_\_\_\_  
DRAWN BY: \_\_\_\_\_  
CHECKED BY: \_\_\_\_\_



THE AVENUE  
EAST COBB

POAG SHOPPING  
CENTERS

4457 ROSWELL ROAD  
SUITE 1520  
DUNWOODY, GA. 30082

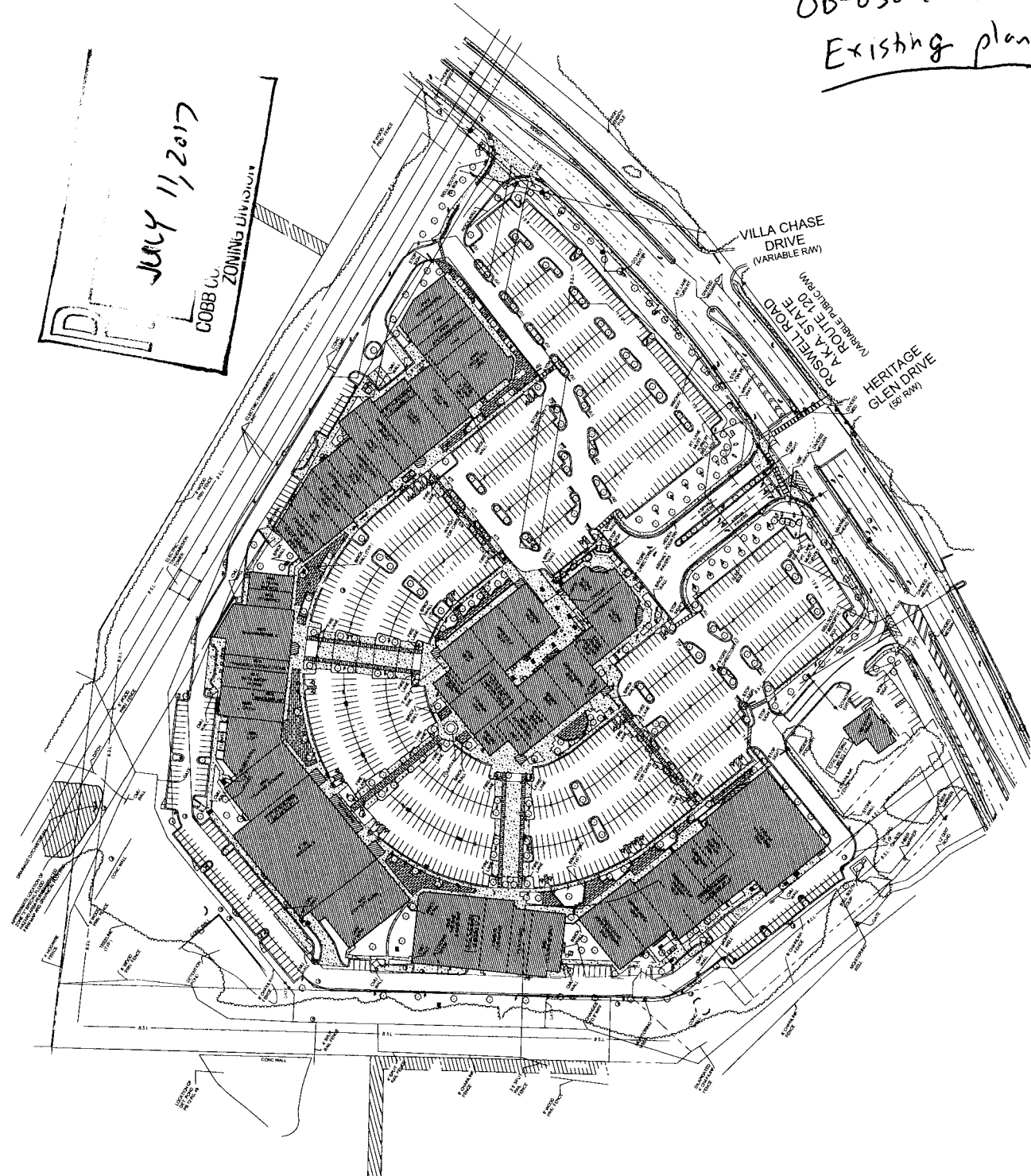
SITE PLAN - EXISTING

DATE: 2016.07.11  
DRAWN BY: CHENGP

A100-E

JULY 11, 2017  
COBB CO. ZONING DIVISION

DB-030-2017  
Existing plan



1 EXISTING ARCHITECTURAL SITE PLAN

ORIGINAL DATE OF APPLICATION: 09/97APPLICANT'S NAME: COUSINS MARKETCENTERS, INC.

**THE FOLLOWING REPRESENTS THE FINAL DECISIONS OF THE  
COBB COUNTY BOARD OF COMMISSIONERS**

**BOC DECISION OF 09-16-97 ZONING HEARING: COUSINS MARKETCENTERS, INC.** (The Moon Family Partnership, Charles Arnold, et al, owners) for Rezoning from **R-20** and **RDR** to **CRC** for the purpose of a Commercial Retail Development in Land Lot 829 of the 16<sup>th</sup> District and Land Lot 16 of the 1<sup>st</sup> District. 30.966 acres. Located on the north side of Roswell Road, east of Johnson Ferry Road. Prior to beginning public hearing on this request, the Board, by general consensus, granted extended time for presentations by the applicant and opposition; applicant and opposition were allowed total of 27 minutes each. Following presentations and discussions a motion was offered to delete request to the LRO and CRC zoning districts with stipulations. During discussion of stipulations, Commissioner Wysong *called the question* and a vote was taken to accept the question. VOTE: 5-0. Directly following this vote, the Board of Commissioners voted on motion as presented thereby **deleting** request to the **CRC and LRO zoning districts subject to: 1) property designated as LRO is generally located as shown on rendering attached and made a part hereof; 2) letter of agreeable conditions dated September 12, 1997 attached and made a part hereof.** Motion by Wysong, second by J. Thompson, carried 3-2, W. Thompson and Cooper opposed. Immediately following this vote a recess was taken from 10:41 a.m. until 10:52 a.m. Upon call to order, following the recess, Chairman Byrne introduced discussion of this petition, stating his opinion that substantial discussion was still needed. Commissioner Cooper responded that discussions needed to be completed, clarifications made, and questions answered. The Board queried Legal Counsel regarding consideration of this petition at the next Zoning Hearing. Following discussion of procedures/course of actions to be taken, the Board of Commissioners, by general consensus, directed Staff to place this item on the October 21, 1997 Zoning Hearing, Other Business Agenda.

---

# MOORE INGRAM JOHNSON & STEELE

A LIMITED LIABILITY COMPANY

JOHN H. MOORE  
 STEPHEN C. STEELE  
 WILLIAM R. JOHNSON  
 ROBERT D. INGRAM  
 J. BRIAN O'NEIL  
 G. PHILLIP BEGGS  
 ELTON L. BASHAM  
 MATTHEW J. HOWARD  
 SARAH L. BARGO  
 DIANE M. BUSCH  
 DAVID IAN MATTHEWS  
 JERE C. SMITH  
 CLAYTON O. CARMACK  
 ROBERT E. JONES\*

MICHELLE S. DAVENPORT  
 KENNETH T. ISRAEL  
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 G. ANDY ADAMEK  
 J. KEVIN MOORE  
 S. GREGORY WAGNER  
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 SUSAN W. SMITH  
 MICHAEL W. KITCHENS  
 RODNEY R. MCCOLLOCH  
 DANIEL A. LANDIS\*\*  
 RICHARD C. FOSTER  
 BRIAN D. SMITH  
 HARRY R. TEAR III

192 ANDERSON STREET  
 MARIETTA, GEORGIA 30060

POST OFFICE BOX 3305  
 MARIETTA, GEORGIA 30061

TELEPHONE  
 (770) 429-1499

TELECOPIER  
 (770) 429-8631

\* ALSO ADMITTED IN FL  
 \*\* ALSO ADMITTED IN NC

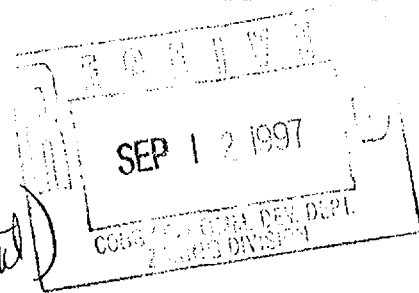
September 12, 1997

WRITER'S DIRECT DIAL NUMBER

Mr. Ed Thomas  
 Principal Planner  
 Zoning Division  
 Cobb County Community  
 Development Department  
 Suite 500  
 100 Cherokee Street  
 Marietta, Georgia 30090-9674

*2-118- Letter as  
 referenced in Box  
 Zoning Hearing  
 Minutes of 9-16-97.  
 1st floor  
 (Site plan &  
 Tree Replacement)*

Hand Delivered



RE: Application for Rezoning

Application No.: Z-118

Applicant: Cousins MarketCenters, Inc.

Owners: Charles E. Arnold;  
 Estate of Mary Margaret Ficke;  
 Georgia State Directory Co.;  
 Jo K. Frances Fisher;  
 Linda G. Gould; Willie M.  
 Hawkins; James Harold Horne;  
 Dana Malcolm Jones; The Moon  
 Family Partnership; Estate of  
 Sumter S. Powell; Joyce H.  
 Pulver; Gary P. Scott and  
 Jean P. Scott; Rebecca M.  
 Shults; William Leon Stephens;  
 L. M. Wise, III

Property: 30.966 acres located on  
 Roswell Road in Land Lot 829,  
 16<sup>th</sup> District and Land Lot 16  
 1<sup>st</sup> District, 2<sup>nd</sup> Section,  
 Cobb County, Georgia

Dear Ed:

Enclosed are revised site plans with regard to the above-referenced  
 Application for Rezoning. These site plans supersede the ones

MOORE INGRAM JOHNSON & STEELE

Mr. Ed Thomas  
Principal Planner  
Zoning Division  
Cobb County Community  
Development Department  
Page Two  
September 12, 1997

*Z-118  
Site plan & tree  
replacement  
continued*

previously submitted with the initial Application on or about July 3, 1997, as well as any and all other revised site plans. We respectfully request that these plans be taken into consideration with the Application from this date forward.

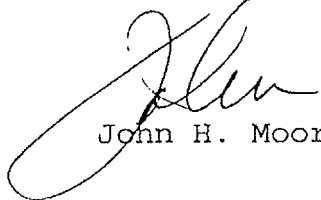
Also, enclosed are the requisite copies of the revised Tree Preservation/Replacement Plan prepared by Post Landscape Services dated September 10, 1997, which supersede and replace in full those previously submitted on or about August 29, 1997.

We appreciate your assistance in this matter. If you should have any questions or wish to discuss these revised site plans or any other aspect of this Application, please do not hesitate to contact me.

With kindest regards, I remain

Very truly yours,

MOORE INGRAM JOHNSON & STEELE, LLC

  
John H. Moore

JHM:cc  
Enclosures

NO.	DATE	DESCRIPTION
1	11-27	ISSUED FOR PERMITS
2	1-11	REVISED PER COMMENTS
3	1-11	REVISED PER COMMENTS
4	1-11	REVISED PER COMMENTS
5	1-11	REVISED PER COMMENTS
6	1-11	REVISED PER COMMENTS
7	1-11	REVISED PER COMMENTS
8	1-11	REVISED PER COMMENTS
9	1-11	REVISED PER COMMENTS
10	1-11	REVISED PER COMMENTS

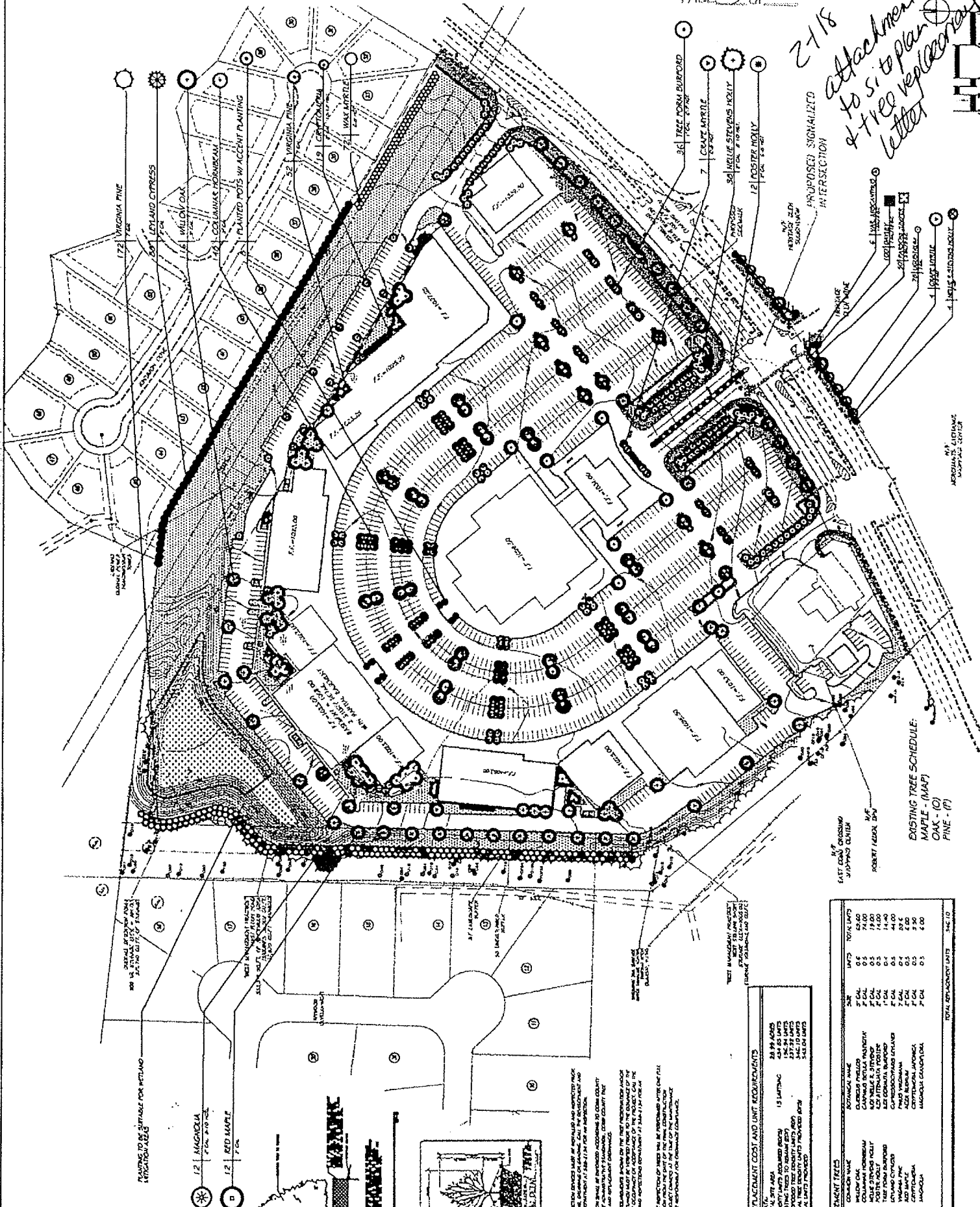
THE AVENUE AT EAST COBB  
PREPARED FOR: COUSINS PROPERTIES INC.

THREE  
RESERVATION  
KEEP ALBERTON  
PLAN

3338 Oldham Creek, Suite 210  
Columbus, Georgia 31904  
(770) 885-1100  
www.kennedy-engineers.com



2-18  
Attachment  
to site plan  
& tree replacement  
letter



EXISTING TREE SCHEDULE:  
MAPLE - (MAP)  
OAK - (O)  
PINE - (P)

THESE REPLACEMENT COST AND UNIT REQUIREMENTS

SIZE	TO BE REPLACED	REPLACEMENT COST	UNIT REQUIREMENTS
36" DBH	13	\$8,000	13
30" DBH	13	\$6,000	13
24" DBH	13	\$4,000	13
18" DBH	13	\$2,000	13
12" DBH	13	\$1,000	13

REPLACEMENT TILES

TYPE	QUANTITY	REPLACEMENT COST	UNIT REQUIREMENTS
36" DBH	13	\$8,000	13
30" DBH	13	\$6,000	13
24" DBH	13	\$4,000	13
18" DBH	13	\$2,000	13
12" DBH	13	\$1,000	13



12 MAGNOLIA  
7' CAL. 4.00

12 RED MAPLE  
7' CAL. 4.00

12 OAK  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00

12 PINE  
7' CAL. 4.00



NO.	REVISIONS
1	ISSUED FOR PERMITS
2	ISSUED FOR PERMITS
3	ISSUED FOR PERMITS
4	ISSUED FOR PERMITS
5	ISSUED FOR PERMITS



SCS  
 1900 BROADWAY, N.W.  
 WASHINGTON, D.C. 20005  
 (202) 546-1100

THE AVENUE AT EAST COBB  
 COUSINS MARKETCENTERS, INC.  
 1900 BROADWAY, N.W.  
 WASHINGTON, D.C. 20005  
 (202) 546-1100

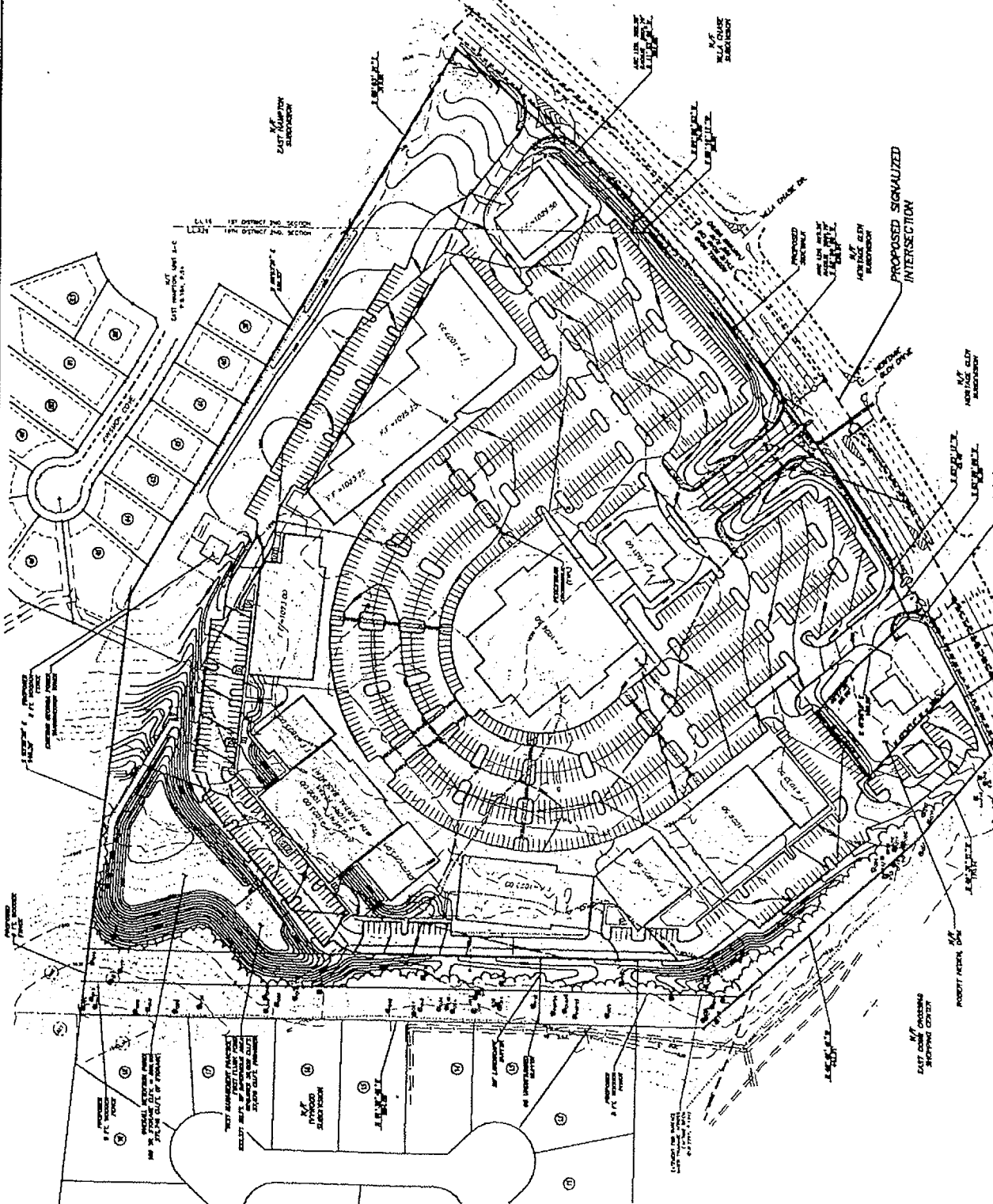
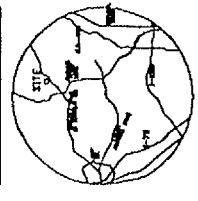
DATE	1/11/88
BY	JMM
CHECKED BY	JMM
DESIGNED BY	JMM
SCALE	AS SHOWN
PROJECT NO.	2-118
SHEET NO.	1

- Development Personnel:**
- OWNER: COUSINS MARKETCENTERS, INC. 1900 BROADWAY, N.W. WASHINGTON, D.C. 20005 (202) 546-1100
  - ARCHITECT: HOK ASSOCIATES, INC. 1900 BROADWAY, N.W. WASHINGTON, D.C. 20005 (202) 546-1100
  - ENGINEER: SCE 1900 BROADWAY, N.W. WASHINGTON, D.C. 20005 (202) 546-1100
  - LANDSCAPE ARCHITECT: HOK ASSOCIATES, INC. 1900 BROADWAY, N.W. WASHINGTON, D.C. 20005 (202) 546-1100
  - CONTRACTOR: JAMES W. HARRIS & SONS, INC. 1900 BROADWAY, N.W. WASHINGTON, D.C. 20005 (202) 546-1100

**Site Data:**

ACREAGE: 20.31 ACRES  
 BUILDINGS: 1,000,000 SQ. FT.  
 TOTAL LOT AREA: 1,000,000 SQ. FT.  
 PARKING: 1,000 SPACES  
 TOTAL TRAVEL PROVIDED: 1,000,000 SQ. FT.

*2-118 attached to site plan + key replacement letter*

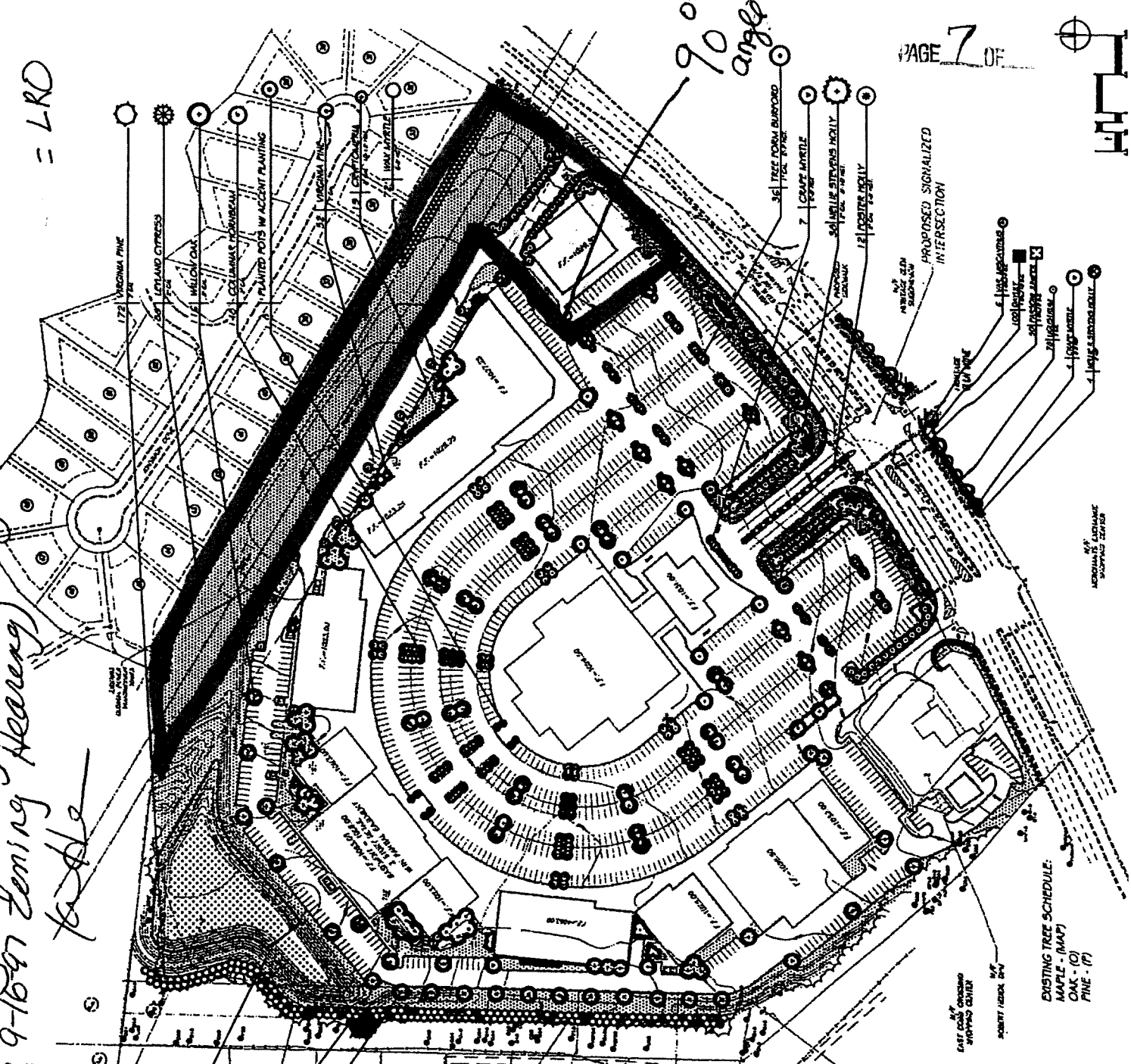


**THE AVENUE AT EAST COBB**  
 A DEVELOPMENT BY  
**COUSINS MARKETCENTERS, INC.**

NOT BEING A REGISTERED PROFESSIONAL ENGINEER, THE ENGINEER HAS NOT BEEN LICENSED IN THE STATE OF GEORGIA. THE ENGINEER HAS NOT BEEN LICENSED IN THE STATE OF GEORGIA.

2-118 - Rendering defining location of LRO  
 (per minutes of 9-10-97 zoning hearing)  
 table

= LRO



PAGE 7 OF

NO.	DATE	BY	DESCRIPTION
1	11/17		
2	11/17		
3	11/17		
4	11/17		
5	11/17		
6	11/17		
7	11/17		
8	11/17		
9	11/17		
10	11/17		

EXISTING TREE SCHEDULE:  
 MAPLE - (MAY)  
 OAK - (O)  
 PINE - (P)

PLANTING TO BE SCHEDULED FOR WETLANDS  
 12 MAGNOLIA  
 12 RED MAPLE  
 12 PINE

12 MAGNOLIA  
 12 RED MAPLE  
 12 PINE

WEST SIDE OF ROAD  
 12 MAGNOLIA  
 12 RED MAPLE  
 12 PINE

COMMON NAME	SCIENTIFIC NAME	DBH	HT	TRUNK LPTS	TOTAL LPTS
MAGNOLIA	MAGNOLIA	11.6	14.8	0.5	0.5
RED MAPLE	ACER RUBRA	11.6	14.8	0.5	0.5
PINE	PINUS	11.6	14.8	0.5	0.5
...	...	...	...	...	...

TOTAL REPLANTMENT COST AND LAND REQUIREMENTS  
 TOTAL COST: \$1,234,567  
 TOTAL AREA: 10,000 SQ FT

TOTAL REPLANTMENT COST: \$1,234,567

# MOORE INGRAM JOHNSON & STEELE

A LIMITED LIABILITY COMPANY

JOHN H. MOORE  
 STEPHEN C. STEELE  
 WILLIAM R. JOHNSON  
 ROBERT D. INGRAM  
 J. BRIAN O'NEIL  
 G. PHILLIP BEGGS  
 ELTON L. BASHAM  
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 S. GREGORY WAGNER  
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 BRIAN D. SMITH  
 HARRY R. TEAR III

192 ANDERSON STREET  
 MARIETTA, GEORGIA 30060

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 MARIETTA, GEORGIA 30061

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 (770) 429-1499

TELECOPIER  
 (770) 429-8631

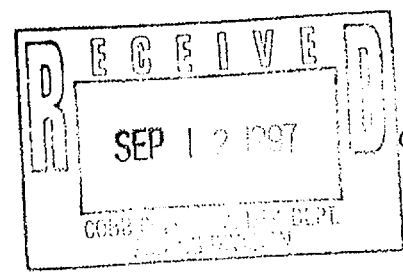
September 12, 1997

WRITER'S DIRECT DIAL NUMBER

\* ALSO ADMITTED IN FL  
 \*\* ALSO ADMITTED IN NC

Mr. Ed Thomas  
 Principal Planner  
 Zoning Division  
 Cobb County Community  
 Development Department  
 Suite 500  
 100 Cherokee Street  
 Marietta, Georgia 30090-9674

Hand Delivered



2-118-Letter  
 of stipulations  
 as referenced in  
 Box Zoning  
 Minutes of  
 9-16-97.  
 Kar-Hick

RE: Application for Rezoning  
 Application No.: Z-118  
 Applicant: Cousins MarketCenters, Inc.  
 Owners: Charles E. Arnold;  
 Estate of Mary Margaret Ficke;  
 Georgia State Directory Co.;  
 Jo K. Frances Fisher;  
 Linda G. Gould; Willie M.  
 Hawkins; James Harold Horne;  
 Dana Malcolm Jones; The Moon  
 Family Partnership; Estate of  
 Sumter S. Powell; Joyce H.  
 Pulver; Gary P. Scott and  
 Jean P. Scott; Rebecca M.  
 Shults; William Leon Stephens;  
 L. M. Wise, III  
 Property: 30.966 acres located on  
 Roswell Road in Land Lot 829,  
 16<sup>th</sup> District and Land Lot 16  
 1<sup>st</sup> District, 2<sup>nd</sup> Section,  
 Cobb County, Georgia

Dear Ed:

As you know, this firm represents Cousins MarketCenters, Inc., the Applicant (hereinafter referred to as "Applicant"), and Charles E.

**MOORE INGRAM JOHNSON & STEELE**

Mr. Ed Thomas  
Principal Planner  
Zoning Division  
Cobb County Community  
Development Department  
Page Two  
September 12, 1997

*2-118 continued  
pg #2*

PAGE 9 OF     

Arnold; the Estate of Mary Margaret Ficke; Georgia State Directory Co.; Jo K. Frances Fisher; Linda G. Gould; Willie M. Hawkins; James Harold Horne; Dana Malcolm Jones; The Moon Family Partnership; Estate of Sumter S. Powell; Joyce H. Pulver; Gary P. Scott and Jean P. Scott; Rebecca M. Shults; William Leon Stephens; and L. M. Wise, III (hereinafter collectively referred to as "Owners"), in their Application for Rezoning with regard to the above-referenced property. After meeting with planning and zoning staff, meetings with adjoining homeowners and interested homeowner groups, reviewing the staff comments, recommendations, and the uses of surrounding properties, and subsequent to the Planning Commission Hearing, we have been authorized by the Applicant and Owner to submit this revised letter of agreed stipulations which, if the Application for Rezoning is approved, as submitted, shall become a part of the grant of the requested zoning and shall be binding upon the property. This letter shall supersede and replace in full our previous letter to you dated August 29, 1997. The referenced stipulations are as follows:

- (1) The stipulations and conditions set forth herein shall replace and supersede in full any and all prior stipulations and conditions, in whatsoever form, which are currently in place on the subject property.
- (2) Rezoning of the subject property will be from the R-20 and RDR zoning categories to the CRC and LRO zoning categories with reference being made to that certain site plan prepared by Southern Civil Engineers, Inc. dated July 21, 1997, last revised September 9, 1997, with regard to the total acreage of 30.32 acres.
- (3) Applicant proposes a retail center utilizing the village concept with varying store fronts, roof elevations, and features. The front building facades will be a mixture of brick, stone, stucco, and wood. Applicant agrees to use those certain exterior building materials on specific

**MOORE INGRAM JOHNSON & STEELE**

Mr. Ed Thomas  
Principal Planner  
Zoning Division  
Cobb County Community  
Development Department  
Page Three  
September 12, 1997

*2-1/8 continued  
Pg #3*

PAGE 10 OF \_\_\_\_\_

buildings as more fully shown and delineated on that certain building elevation plan prepared by Ogram/Ozell Architects, Inc. dated August 28, 1997, and submitted prior to the Planning Commission Hearing.

- (4) The exterior components of the rear of the proposed development shall consist of those certain materials in the location specified on that certain building elevation plan prepared by Ogram/Ozell Architects, Inc. dated August 28, 1997, and submitted prior to the Planning Commission Hearing.
- (5) Applicant shall provide parking for the proposed development at the ratio of no less than 4.5 spaces per 1,000 square feet of building area as such area is determined under and pursuant to the Cobb County Zoning Ordinance.
- (6) Landscaping for the proposed development shall be pursuant to that certain Landscaping Plan prepared by Post Landscape Services, Plan L1.1, dated September 10, 1997, reference being made to said plan for a more particular delineation of location of plantings and species to be planted.
- (7) Applicant agrees to the following system improvements, subject to approval by the Cobb County Department of Transportation and the Georgia Department of Transportation, to mitigate traffic concerns with regard to the proposed development:
  - (a) Applicant shall be responsible for and pay 100 percent of costs associated with the design and installation of a traffic signal at Roswell Road, Heritage Glen Drive, and the development entrance. Included with this traffic signal will be a cross-

**MOORE INGRAM JOHNSON & STEELE**

Mr. Ed Thomas  
Principal Planner  
Zoning Division  
Cobb County Community  
Development Department  
Page Four  
September 12, 1997

*Z-118 continued  
Pg #4*

PAGE 11 OF \_\_\_\_\_

- walk system as outlined on the revised site plan together with cross-walk lighting and markings.
- (b) Applicant agrees to the installation of sidewalk, curb and gutter along its entire property frontage from the K-Mart shopping center on the west to East Hampton Subdivision on the east with the sidewalk penetrating from the frontage into the development approximately two hundred (200) feet at the main entrance as shown and delineated on the referenced site plan.
  - (c) Applicant agrees to construct a left-turn lane on Roswell Road entering the westerly most median cut and dual left turns entering the main entrance. At the main entrance to the proposed development, there shall be constructed exiting lanes onto Roswell Road, one left turn only lane, one shared left-through lane, and one right turn only lane.
  - (d) Applicant agrees to the construction of a continuous deceleration/acceleration lane for ingress and egress from Roswell Road into the proposed development from its eastern most property line to the existing Marwell Drive.
  - (e) The existing Marwell Drive will be abandoned by Cobb County. If said right-of-way is abandoned in the area adjacent to the property owned by Dr. Robert I. Heden, then Applicant agrees to provide access to Dr. Robert I. Heden to Roswell Road.
  - (f) Applicant will propose no U-turn signs at the median cuts located in front of the property and will vigorously encourage Cobb County and State of Georgia DOT approval.

**MOORE INGRAM JOHNSON & STEELE**

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Principal Planner  
Zoning Division  
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Development Department  
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- (g) Applicant agrees to vigorously encourage Cobb County to complete construction of sidewalks on the southerly side of Roswell Road within the same time frame as construction of the proposed development.
  
- (8) Applicant agrees with regard to Heritage Glen Subdivision to provide supplemental landscaping upon the property of Heritage Glen along its frontage with Roswell Road, as per the referenced landscaping plan.
  
- (9) Parking area lighting will be at a maximum height of thirty (30) feet, be environmentally sensitive, low level, shoe-box luminaries so as to prevent light from penetrating outside Applicant's property.
  
- (10) Applicant agrees to comply, install, and construct lighting pursuant to a Site Plan-Lighting prepared by Ogram/Ozell Architects, Inc., dated August 28, 1997, as to type, color, and approximate location.
  
- (11) With regard to the property adjacent to Ivywood located on Applicant's northwest property line, Applicant agrees to the following:
  - (a) An undisturbed and planted buffer fifty (50) feet in width located immediately adjacent to Ivywood Subdivision, said buffer to be undisturbed where there is existing vegetation and planted where such vegetation is non-existent.
  
  - (b) Applicant agrees to construct and install an eight (8) foot solid, treated wooden fence on Applicant's side of the buffer referenced in subparagraph 11(a) above.

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Principal Planner  
Zoning Division  
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- (c) Applicant agrees to a landscape buffer of fifty (50) feet in width measured from the rear of the buffer referenced in subparagraph 11(a) above and toward the Applicant's property. Said buffer to be penetrated, as shown and reflected on the referenced site plan, by the proposed detention facilities.
  - (d) Applicant agrees to install landscaping pursuant to that certain landscape plan prepared by Post Landscape Services and referenced herein.
  - (e) Applicant agrees to remove all debris, junk, diseased, unsound, or fallen trees within the buffer area prior to opening. Applicant's arborist shall approve any tree removal. Applicant also agrees to remove the existing "cow fence."
  - (f) The plantings herein referenced shall be irrigated in the landscape buffer and shall be installed following grading on the site.
  - (g) The provisions of this paragraph may be altered or otherwise changed by written agreement entered into between Applicant and a representative of Ivywood Subdivision.
- (12) With regard to East Hampton Subdivision located along Applicant's easterly property boundary, Applicant agrees to the following:
- (a) Applicant shall continue the existing solid wooden fence, six (6) feet in height, along Applicant's property line, from its current termination point across the Georgia Power Company easement, to the point of intersection with the fence proposed for



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Mr. Ed Thomas  
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Ivywood Subdivision hereinabove referenced. If Georgia Power Company does not permit the fence across the easement, then the fence will continue on the westerly side of the easement to the intersection with Ivywood Subdivision fence.

- (b) Applicant agrees to install landscaping adjacent to the rear of its proposed development on its easterly side facing East Hampton Subdivision pursuant to that certain landscape plan, being landscape plan L1.1 dated September 10, 1997, and presented prior to the public hearing before the Planning Commission.
- (c) The plantings herein referenced shall be irrigated and installed at the commencement of construction of the proposed development.
- (13) Applicant agrees to comply with all Cobb County Zoning Code requirements as to height limitations for the proposed development.
- (14) Applicant agrees that if it has not commenced development of the proposed center within eighteen (18) months of zoning approval by the Board of Commissioners, for each respective property shall revert to the pre-existing categories of R-20 and RDR; and these stipulations shall automatically become null and void.
- (15) Entrance signage for the proposed development shall be ground-based, monument style signage as shown and delineated on that certain signage elevation plan prepared by Ogram/Ozell Architects, Inc. dated August 28, 1997, and submitted prior to the Planning Commission Hearing. Such signage shall be internally illuminated or "up lit" and shall contain no flashing sign components.

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The proposed development shall have no roof signs, no billboards, and no exterior temporary signs excepting only grand opening signage, leasing signage, and signage indicating the coming development.

- (16) Applicant warrants the survival of all plantings for a period of twenty-four (24) months after completion of development and agrees to replace any damaged or diseased plantings within twenty-four (24) months of the opening of the proposed center.
- (17) Dumpsters shall be placed in locations with screening by berms, landscaping, or walls with a locking gate. Dumpsters shall have rubber lids and bumpers to minimize noise during emptying. Dumpsters shall be emptied Monday through Saturday from 8:00 a.m. to 9:00 p.m. and Sunday from 11:00 a.m. to 9:00 p.m.
- (18) Deliveries to the center shall take place Monday through Saturday from 7:00 a.m. to 10:00 p.m. and Sunday from 11:00 a.m. to 9:00 p.m.
- (19) Parking lot cleaning mechanical equipment shall be restricted to hours Monday through Saturday from 7:00 a.m. to 10:00 p.m. and Sunday 11:00 a.m. to 9:00 p.m.
- (20) The following uses shall be prohibited from the proposed development:
  - (a) Video arcades as a primary use;
  - (b) Adult bookstores as a primary use;
  - (c) Automotive sales, repair, and/or service facilities;

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- (d) Free-standing fast food restaurants;
  - (e) Movie theaters;
  - (f) Cellular or communication towers, monopoles, or antennas of any type, except for use of tenants, with a maximum height of six (6) feet and screened to the fullest extent possible while at the same time permitting the intended function;
  - (g) Amplified live outdoor entertainment;
  - (h) Packaged sale of alcoholic beverages as a primary use; excepting a specialty store specializing in the sale of wine; and
  - (i) Gas station.
- (21) All HVAC systems shall be located on the roof and shall be screened with appropriate screening to reduce visibility to the fullest extent reasonably possible.
- (22) All exhaust from restaurant facilities shall be filtered to minimize grease and odors.
- (23) There shall be no outside paging systems, phone bells, or loudspeakers; excepting only low decibel outdoor music systems in outside seating areas.
- (24) Applicant shall construct stormwater management facilities to control silt and water flow to surrounding communities pursuant to the recommendations of that certain hydrology study prepared by Southern Civil Engineers, Inc. dated August 11, 1997, subject to approval by the Cobb County Stormwater Control Division

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and local, state, and federal regulations dealing therewith.

- (25) All detention areas shall be fenced and landscaped.
- (26) Applicant agrees to design and adhere to best practices in the construction of its detention areas with such design and installation based upon a 100 year stormwater flood design.
- (27) No individual tenant space shall exceed a maximum of 35,000 square feet.
- (28) Applicant agrees to maintain a daily security presence for the proposed development.
- (29) There shall be no additional free standing out parcel buildings along the Roswell Road (State Highway 120) frontage other than as shown and reflected on the referenced site plan. With regard to the free standing out parcel building located on the easterly side of the proposed development, Applicant agrees that the uses employed therefor shall not include a restaurant or eating establishment.
- (30) Applicant agrees that the center may only be open for business to the public during the following hours:  
Monday through Sunday from 7:00 a.m. to 12:00 midnight.  
  
Restaurants may be open for business to the public Monday through Sunday from 6:00 a.m. to 12:00 midnight.
- (31) Applicant agrees that there shall be no outside storage facilities as such term is used and defined in the Cobb County Zoning Ordinance.

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- (32) Applicant agrees that that area contained within the Georgia Power Company easement along Applicant's easterly property line and being one hundred fifty (150) feet in width shall be zoned to the category of LRO, excepting that Applicant may use said property for paving, parking, lighting, fencing, grading, utilities, curb, and planting. There shall be no setbacks and no buffers as measured from said LRO category to the proposed development.
- (33) Applicant agrees that should it acquire the property currently owned by Dr. Robert I. Heden, the same use restrictions as set forth in paragraph 20 above shall apply to this parcel.
- (34) The only two-story elements of the proposed development shall be in the center and rear portion of the subject property.
- (35) The proposed development is pedestrian friendly in that it proposes and will include at least five (5) pedestrian walkways between the proposed center buildings and the buildings around it through the proposed parking areas. These pedestrian ways shall be raised and consist of brick pavers and landscaping. Additionally, Applicant shall provide transit capabilities for service to the proposed center consisting of a transit stop with covered, landscaped, waiting area in a location along Roswell Road (State Highway 120) as agreed upon between Applicant and the Cobb County Community Transit.
- (36) There shall be a maximum density of 255,000 square feet.
- (37) Should Applicant desire to make any material change or alteration to the exteriors of the proposed buildings from that stipulated in paragraphs 3 and 4 hereof, or to

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the landscaping for the proposed development as stipulated in paragraph 6 hereof, such material change or alteration shall be approved by an Architectural Control Committee ("ACC") by simple majority vote of said Committee. The ACC shall have jurisdiction and authority only with regard to the provisions of this paragraph. Said Committee shall be comprised of the following individuals:

- (a) One representative of the Applicant;
- (b) One representative from the Applicant's architectural firm or landscape firm;
- (c) One representative of the Zoning Division of the Cobb County Community Development Department;
- (d) One representative from the East Cobb Civic Association; and
- (e) One representative to be selected by the adjacent subdivisions of Ivywood, East Hampton, Heritage Glen, and Villa Chase.

It is believed that the requested rezoning, pursuant to the stipulations contained herein, is an appropriate use of the subject property while taking into consideration the properties and owners thereof surrounding and in the immediate vicinity of the proposed development and will further provide an enhancement to the subject property and will allow for the utilization of the property in a manner suitable with the recent growth of the surrounding area. Thank you for your consideration of this request.

**MOORE INGRAM JOHNSON & STEELE**

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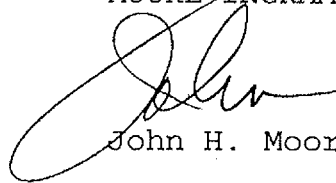
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With kindest regards, I remain

Very truly yours,

MOORE INGRAM JOHNSON & STEELE, LLC



John H. Moore

JHM:cc

- c: Cobb County Board of Commissioners:
  - William J. Byrne, Chairman
  - William A. Cooper
  - George Woody Thompson, Jr.
  - Joe L. Thompson
  - Gordon J. Wysong

Mr. Samuel S. Olens  
(Telefax Transmission  
To (404) 525-0077)

Ms. Brenda L. Dunn  
Heritage Glen Subdivision  
(Telefax Transmission  
To (770) 857-2041)

Mr. Richard Pulido  
East Hampton Subdivision  
(Telefax Transmission  
To (770) 392-0944)

Mr. Rob Kviklys  
Ivywood Subdivision  
(Telefax Transmission  
To (770) 423-2509)

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c: Mr. Will Flatt  
Ivywood Subdivision  
(Telefax Transmission  
To (770) 509-1444)

Mr. Scott Coleman  
John Wieland Homes, Inc.  
(Telefax Transmission  
To (404) 303-6250)



ORIGINAL DATE OF APPLICATION: 09-16-97APPLICANTS NAME: COUSINS NEWMARKET CENTERS

THE FOLLOWING REPRESENTS THE FINAL DECISIONS OF THE  
COBB COUNTY BOARD OF COMMISSIONERS

**BOC DECISION OF 05-18-04 ZONING HEARING:**

**OTHER BUSINESS ITEM #3 – TO CONSIDER AMENDING THE SITE PLAN  
AND STIPULATIONS REGARDING Z-118 (COUSINS NEWMARKET  
CENTERS) OF SEPTEMBER 16, 1997**

To consider amending the site plan and stipulations regarding Z-118 (Cousins NewMarket Centers) of September 16, 1997, for property on the north side of Roswell Road, east of Johnson Ferry Road in Land Lot 829 of the 16<sup>th</sup> District and Land Lot 16 of the 1<sup>st</sup> District.

Mr. Mark Danneman, Zoning Division Manager, provided information regarding request to amend site plan and stipulations. Following presentation and discussion, the following motion was made

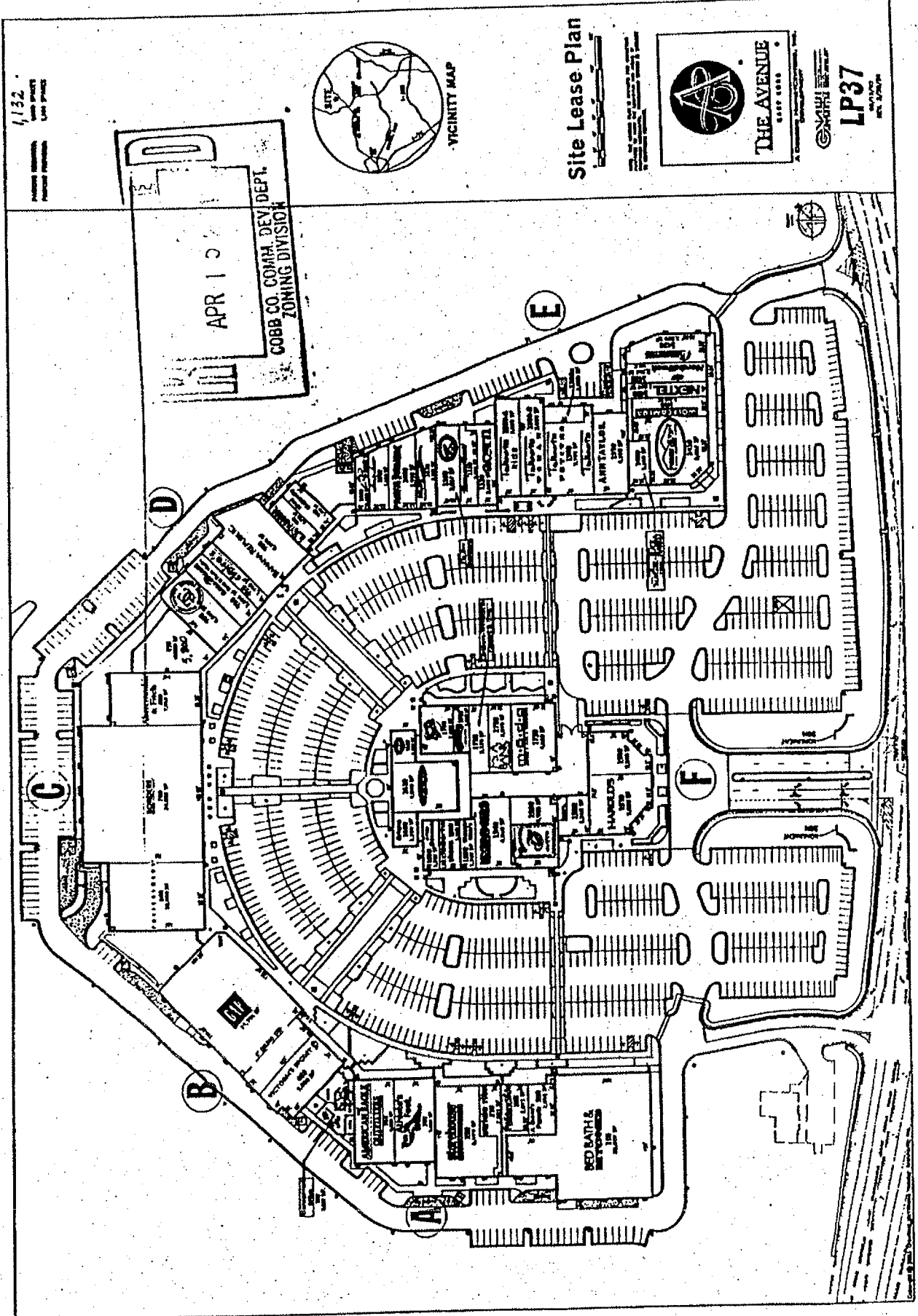
MOTION: Motion by Lee, second by Olens, to approve a site plan and stipulations regarding Z-118 (Cousins NewMarket Centers) of September 16, 1997, for property on the north side of Roswell Road, east of Johnson Ferry Road in Land Lot 829 of the 16<sup>th</sup> District and Land Lot 16 of the 1<sup>st</sup> District subject to:

- **site plan received in the Zoning Division on April 15, 2004, which eliminates the amphitheater area, adds 5,800 square feet of retail space, and relocates the ATM facility (copy attached and made a part of these minutes)**
- **all previously approved conditions/stipulations to remain in full force and effect**

VOTE: **ADOPTED** unanimously

Min. Bl. 27  
Petition No. 2-118  
Doc. Type Site Plan

Meeting Date 3/18/04



# Kimley»Horn

## Memorandum

**To:** Paul Reinke  
Poag Shopping Centers, LLC

**From:** Jeffrey B. Smith, P.E., LEED AP  
Jourdyn R. Fuga, EIT  
Kimley-Horn and Associates, Inc.

**Date:** August 1, 2017

**Subject:** Parking Occupancy Study  
The Avenue East Cobb and The Avenue West Cobb

---

Poag Shopping Centers, LLC., retained Kimley-Horn and Associates, Inc., to provide professional parking planning services related to the evaluation of existing and proposed parking supply and demand at two Poag shopping centers: The Avenue East Cobb and The Avenue West Cobb. Proposed projects at both sites are currently under consideration and include the construction of additional food vendor and restaurant spaces. The purpose of this study is to document existing parking demand at each of the two shopping centers, to project future parking demand after completion of the proposed projects, and to determine whether future parking capacity will satisfy the additional parking demand. This study is based on weekday and Saturday five-hour parking occupancy counts and on future parking demand projections. This study also includes review of current zoning requirements as they relate to parking.

### Methodology

Parking occupancy counts were conducted at each shopping center for weekday and Saturday parking conditions. Total parking supply inventories were performed in conjunction with these counts, which were conducted from 5:00 PM to 10:00 PM each day. The Urban Land Institute (ULI) defines the peak period for shopping center parking demand to be from 1:00 PM to 2:00 PM during weekdays and from 2:00 PM to 4:00 PM during weekend days. Parking occupancy counts were conducted from 5:00 PM to 10:00 PM at the request of Poag Shopping Centers, LLC. The 5:00 PM hour represents 95 percent of the peak weekday demand and 90 percent of the peak weekend demand, per ULI. The objective was to conduct one-hour occupancy counts; however, during some of the counting periods, conditions allowed for 30-minute occupancy counts to be completed. Thirty-minute parking occupancy count data is included where applicable.

A term used extensively in this memo is “effective parking supply.” A site’s effective parking supply is the supply at which the site’s parking system operates at optimum efficiency. Effective parking supply is typically 85 to 95 percent of the actual physical parking supply and is determined by the land use of the site, as well as by driver familiarity at the site and by the size and type of parking layout. The concept of effective parking supply allows for the dynamics of vehicles moving in and out of parking spaces; reduces the time required to search for the last few available spaces; and provides for unusual or seasonal peaks and variations

in demand. Due to the high-turnover nature of the shopping centers, an effective supply factor of 85 percent was applied to the total parking supply at each site.

The observed parking demand at each site was compared to two parking demand estimates, which were calculated using the area of shopping center that is currently leased at each site. The first estimate was calculated using the shared parking methodology contained in the ULI *Shared Parking, 2<sup>nd</sup> Edition* manual, and the second estimate was calculated from the Institute of Transportation Engineers (ITE) *Parking Generation, 4<sup>th</sup> Edition* manual. The estimates were calculated for the peak hour of demand for the shopping center land use. At each site, ULI code *Community Shopping Center (<400 ksf)* was utilized for the ULI parking demand estimate and ITE Land Use Code (LUC) *#820 Shopping Center* was utilized for the ITE parking demand estimate.

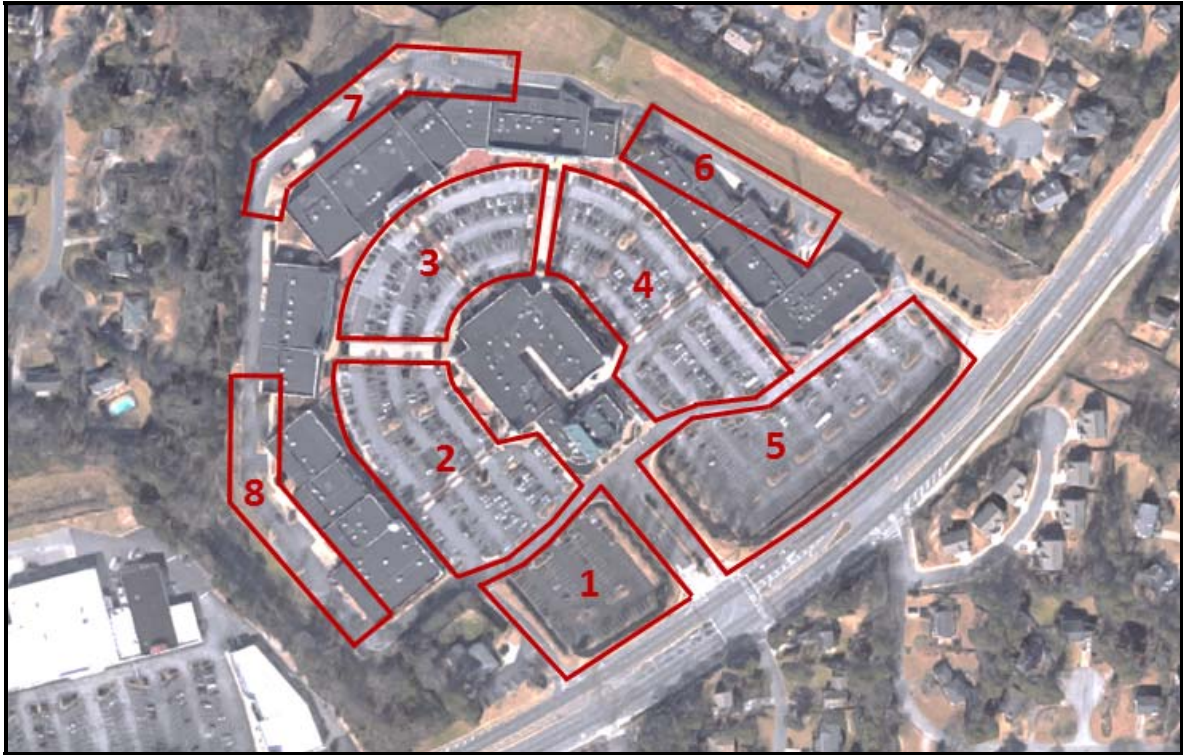
At both sites, ITE parking demand estimates were higher than ULI parking demand estimates, which were closer to the actual observed parking demand. ULI parking demand calculations were therefore utilized to project future demand at each site. Future parking demand included both the predicted demand from any future additions to the shopping center and any additional demand that would be associated from fully leasing any vacant retail spaces. ULI code *Community Shopping Center (<400 ksf)* was used to project future demand at each site.

### **The Avenue East Cobb**

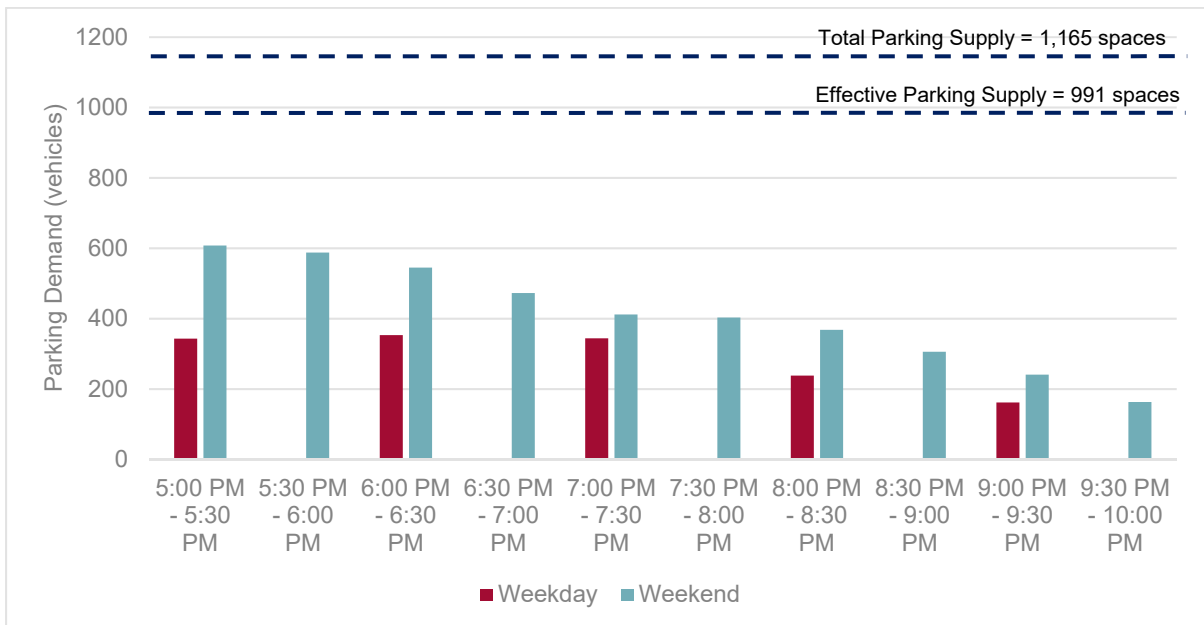
The Avenue East Cobb is a shopping center located on SR 120 (Roswell Road), approximately 1,000 feet northeast of its intersection with Johnson Ferry Road in Marietta, Georgia. The shopping center contains approximately 242,654 square feet of gross leasable area (GLA), with a total of 201,149 square feet of retail space and a total of 29,101 square feet of restaurant space currently leased. Of the total available GLA, six retail spaces are currently vacant in the shopping center, for a total of 9,404 square feet of vacant retail space and 3,000 square feet of vacant space that may be occupied by either retail or restaurant land uses. The site includes a total of 28 Americans with Disabilities Act (ADA)-accessible parking spaces and 1,137 standard parking spaces for a total of 1,165 parking spaces. The shopping center is accessible by a signalized full-movement driveway and by two right-turn-in/right-turn-out (RIRO) driveways along SR 120.

#### *Existing Parking Demand*

Parking occupancy counts were conducted on Saturday, November 12, 2016 and on Tuesday, November 15, 2016. The site was divided into eight parking fields, as depicted in **Figure 1**, and the counts were conducted in 30-minute intervals on Saturday and in one-hour intervals on Tuesday. The effective parking supply was determined to be 991 spaces. **Figure 2** depicts the observed hourly parking during the parking occupancy count, and **Table 1** summarizes the weekday and weekend occupancy counts for The Avenue East Cobb. Overall parking demand was higher on Saturday, and the peak demand observed was 608 spaces (52 percent occupancy of total parking supply and 61 percent of effective parking supply), which occurred from 5:00 PM to 5:30 PM. The peak demand observed on Tuesday was 353 spaces (30 percent occupancy of total parking supply and 36 percent of effective parking supply), which occurred from 6:00 PM to 7:00 PM. It should be noted that two of the supplied parking spaces, one in Parking Field 7 and one in Parking Field 8, were occupied by dumpsters during the parking occupancy count. Data collection sheets are attached.



**FIGURE 1: The Avenue East Cobb**



**FIGURE 2: The Avenue East Cobb – Observed Hourly Parking Demand**

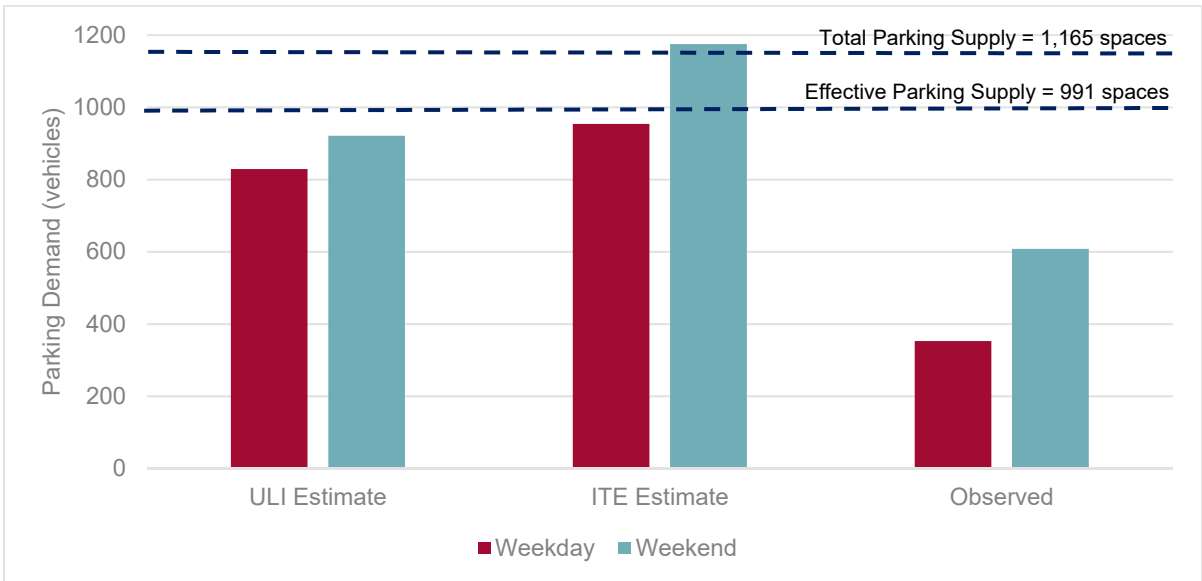
**TABLE 1: The Avenue East Cobb – Parking Occupancy**

<b>Weekday (Tuesday)</b>											
		Parking Field								Total	Percent Occupied (of Total Supply/ Effective Supply)
		1	2	3	4	5	6	7	8		
<b>Capacity (Spaces)</b>		<b>112</b>	<b>241</b>	<b>184</b>	<b>246</b>	<b>229</b>	<b>20</b>	<b>92</b>	<b>41</b>	<b>1,165</b>	
Occupancy (Number of Spaces Occupied)	5:00 PM – 6:00 PM	40	85	95	83	30	8	2	0	<b>343</b>	<b>29% / 35%</b>
	6:00 PM – 7:00 PM	42	112	64	73	52	8	2	0	<b>353</b>	<b>30% / 36%</b>
	7:00 PM – 8:00 PM	50	116	70	69	28	9	2	0	<b>344</b>	<b>30% / 35%</b>
	8:00 PM – 9:00 PM	30	88	45	49	21	6	2	0	<b>238</b>	<b>20% / 24%</b>
	9:00 PM – 10:00 PM	26	26	46	23	28	8	5	0	<b>162</b>	<b>14% / 16%</b>
<i>Average</i>		38	86	64	59	32	8	3	0	288	25% / 29%
<b>Weekend (Saturday)</b>											
		Parking Field								Total	Percent Occupied (of Total Supply/ Effective Supply)
		1	2	3	4	5	6	7	8		
<b>Capacity (Spaces)</b>		<b>112</b>	<b>241</b>	<b>184</b>	<b>246</b>	<b>229</b>	<b>20</b>	<b>92</b>	<b>41</b>	<b>1,165</b>	
Occupancy (Number of Spaces Occupied)	5:00 PM – 5:30 PM	80	164	141	145	60	14	4	0	<b>608</b>	<b>52% / 61%</b>
	5:30 PM – 6:00 PM	84	165	131	134	57	13	4	0	<b>588</b>	<b>50% / 59%</b>
	6:00 PM – 6:30 PM	82	163	121	113	51	12	3	0	<b>545</b>	<b>47% / 55%</b>
	6:30 PM – 7:00 PM	74	144	102	91	49	12	1	0	<b>473</b>	<b>41% / 48%</b>
	7:00 PM – 7:30 PM	82	126	66	70	55	12	1	0	<b>412</b>	<b>35% / 42%</b>
	7:30 PM – 8:00 PM	73	117	73	71	56	12	1	0	<b>403</b>	<b>35% / 41%</b>
	8:00 PM – 8:30 PM	70	98	63	65	59	12	1	0	<b>368</b>	<b>32% / 37%</b>
	8:30 PM – 9:00 PM	56	83	50	55	49	12	1	0	<b>306</b>	<b>26% / 31%</b>
	9:00 PM – 9:30 PM	51	70	25	44	39	11	1	0	<b>241</b>	<b>21% / 24%</b>
9:30 PM – 10:00 PM	45	43	11	23	31	10	0	0	<b>163</b>	<b>14% / 16%</b>	
<i>Average</i>		70	118	79	82	51	12	2	0	411	35% / 41%

**Table 2** summarizes the ULI and ITE parking demand estimates. The ULI calculation estimates a demand of 829 spaces during the weekday peak hour and a demand of 921 spaces during the Saturday peak hour; the ITE calculation estimates a demand of 954 spaces during the weekday peak hour and a demand of 1,175 spaces during the Saturday peak hour. Both estimates are higher than the peak demand observed during the parking occupancy counts (353 spaces on Tuesday and 608 spaces on Saturday). Although the peak hour observed on Tuesday represents 95 percent of a typical weekday peak and the peak hour observed on Saturday represents 90 percent of a typical weekend peak (per ULI), the observed parking demand at this site is overall much lower than what standard industry methodology would suggest. The ULI and ITE peak hour demand estimates are compared to the observed peak demand in **Figure 3**.

**TABLE 2: The Avenue East Cobb – Estimated Peak Hour Parking Demand**

ULI Method							
Weekday							
Land Use	Quantity	Unit	Need Type	Base Ratio	Unit	Peak Hour Parking Demand	Total
Community Shopping Center (<400 ksf)	230,250	sf GLA	Visitor	2.90	/ksf GLA	668	829
			Employee	0.70	/ksf GLA	161	
Weekend							
Land Use	Quantity	Unit	Need Type	Base Ratio	Unit	Peak Hour Parking Demand	Total
Community Shopping Center (<400 ksf)	230,250	sf GLA	Visitor	3.20	/ksf GLA	737	921
			Employee	0.80	/ksf GLA	184	
ITE Method							
Weekday							
ITE #	Land Use	Quantity	Unit	Equation	Peak Hour Parking Demand		
#820	Shopping Center	230.250	ksf GLA	$P = 3.62x + 120$	954		
Weekend							
ITE #	Land Use	Quantity	Unit	Equation	Peak Hour Parking Demand		
#820	Shopping Center	230.250	ksf GLA	$P = 4.60x + 115$	1,175		



**FIGURE 3: The Avenue East Cobb – Estimated and Observed Peak Hour Parking Demand**

*Projected Parking Demand*

Six retail units are currently vacant at The Avenue East Cobb, for a total of 12,404 square feet of vacancy. In addition to this, plans for the shopping center include the addition of two 1,500 square foot casual food units, such as a coffee shop or ice cream shop, for a total addition of 3,000 square feet. These additions would be located in outdoor garden courts built on the existing parking lot, and each addition would result in the loss of 33 parking spaces, for a total loss of 66 spaces. **Table 3** summarizes the ULI parking demand estimates for the shopping center under fully leased conditions and for the additional unit under consideration. It is anticipated that when fully leased, the site will generate an additional 45 spaces of demand during the weekday peak hour and an additional 50 spaces during the weekend peak hour. It is estimated that the additions would generate a demand of 11 spaces during the weekday peak hour and a demand of 12 spaces during the weekend peak hour.

The ULI *Shared Parking, 2<sup>nd</sup> Edition* manual provides time-of-day (TOD) adjustment factors, which were applied to the projected peak hour parking demands and are summarized in **Table 4** for the hours between 5:00 PM and 10:00 PM, when the counts were conducted. The projected parking demand was added to the observed parking demand, which is depicted in **Figure 4** and in **Figure 5** for weekday and weekend conditions, respectively. True peak hour demand (1:00 PM during the weekday and 2:00 PM during the weekend) was estimated using ULI time-of-day factors and is also presented in the table, to project the total weekday and weekend peak hour volumes. The total and effective parking supplies depicted in this table and these figures were adjusted to account for the loss of 66 spaces that would occur when the additional units are constructed.

<b>TABLE 3: The Avenue East Cobb – Projected Peak Hour Parking Demand</b>							
<b>Fully Leased</b>							
<b>Peak Period</b>	<b>Quantity</b>	<b>Unit</b>	<b>Need Type</b>	<b>Base Ratio</b>	<b>Unit</b>	<b>Peak Hour Parking Demand</b>	<b>Total</b>
Weekday	12,404	sf GLA	Visitor	2.90	/ksf GLA	36	<b>45</b>
			Employee	0.70	/ksf GLA	9	
Weekend	12,404	sf GLA	Visitor	3.20	/ksf GLA	40	<b>50</b>
			Employee	0.80	/ksf GLA	10	
<b>Additional Casual Food Units</b>							
<b>Peak Period</b>	<b>Quantity</b>	<b>Unit</b>	<b>Need Type</b>	<b>Base Ratio</b>	<b>Unit</b>	<b>Peak Hour Parking Demand</b>	<b>Total</b>
Weekday	3,000	sf GLA	Visitor	2.90	/ksf GLA	9	<b>11</b>
			Employee	0.70	/ksf GLA	2	
Weekend	3,000	sf GLA	Visitor	3.20	/ksf GLA	10	<b>12</b>
			Employee	0.80	/ksf GLA	2	



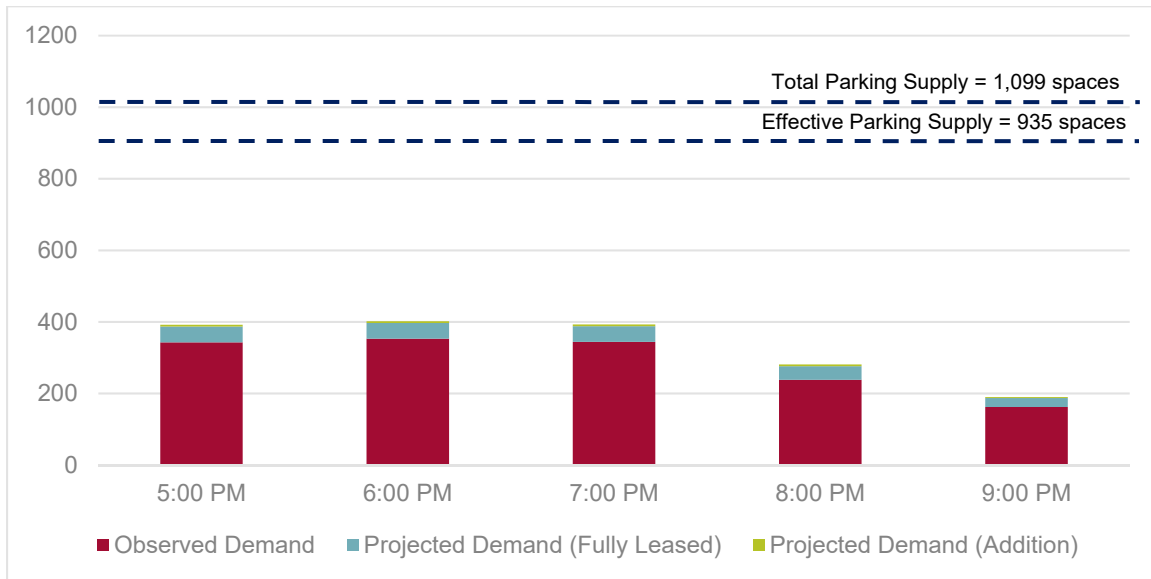
**TABLE 4: The Avenue East Cobb – Projected Parking Demand by Hour**

<b>Weekday (Tuesday)</b>							
<b>Time Period</b>	<b>Total Supply</b>	<b>Effective Supply</b>	<b>Existing Demand</b>	<b>Projected Demand (Fully Leased)</b>	<b>Projected Demand (Addition)</b>	<b>Total</b>	<b>New % Occupied (of Total Supply/ Effective Supply)</b>
<b>1:00 PM</b>	1,099*	935*	361**	45	11	<b>417</b>	<b>38% / 45%</b>
<b>5:00 PM</b>			343	44	11	<b>398</b>	<b>36% / 43%</b>
<b>6:00 PM</b>			353	44	11	<b>408</b>	<b>37% / 44%</b>
<b>7:00 PM</b>			344	44	11	<b>399</b>	<b>36% / 43%</b>
<b>8:00 PM</b>			238	38	10	<b>268</b>	<b>26% / 31%</b>
<b>9:00 PM</b>			162	25	7	<b>194</b>	<b>18% / 21%</b>
<b>Weekend (Saturday)</b>							
<b>Time Period</b>	<b>Total Supply</b>	<b>Effective Supply</b>	<b>Existing Demand</b>	<b>Projected Demand (Fully Leased)</b>	<b>Projected Demand (Addition)</b>	<b>Total</b>	<b>New % Occupied (of Total Supply/ Effective Supply)</b>
<b>2:00 PM</b>	1,099*	935*	676**	50	12	<b>738</b>	<b>67% / 79%</b>
<b>5:00 PM</b>			608	46	11	<b>665</b>	<b>61% / 71%</b>
<b>6:00 PM</b>			545	41	10	<b>596</b>	<b>54% / 64%</b>
<b>7:00 PM</b>			412	38	10	<b>460</b>	<b>42% / 49%</b>
<b>8:00 PM</b>			368	34	9	<b>411</b>	<b>37% / 44%</b>
<b>9:00 PM</b>			241	27	7	<b>275</b>	<b>25% / 29%</b>

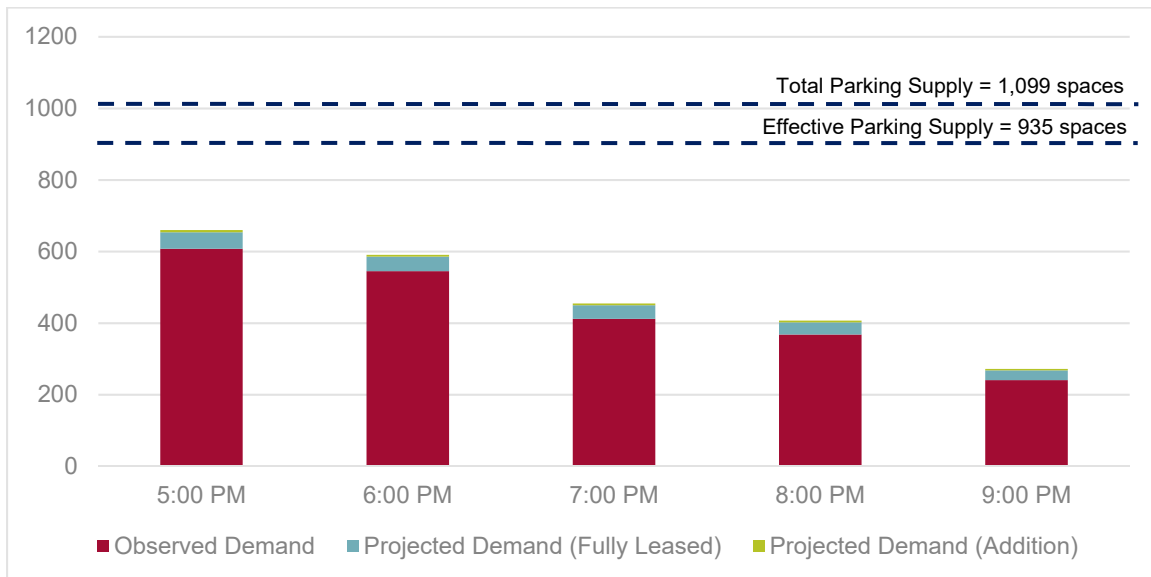
\*Includes loss of 66 spaces due to two new casual food units that will occupy existing parking

\*\*Estimated using ULI time-of-day adjustment factors

Under current conditions, there is a surplus of 630 parking spaces and a surplus of 315 parking spaces when comparing the existing effective parking supply to the weekday peak hour demand and to the weekend peak hour demand, respectively. A surplus of 518 spaces and a surplus of 197 spaces are estimated when comparing the projected effective parking supply to the future projected weekday peak hour parking demand and to the future projected weekend peak hour parking demand, respectively.



**FIGURE 4: The Avenue East Cobb - Existing and Future Parking Demand (Weekday)**



**FIGURE 5: The Avenue East Cobb - Existing and Future Parking Demand (Weekend)**

*Ordinance Comparison*

Cobb County ordinance parking requirements indicate a parking rate of one space per 200 square feet of floor space for the *community retail* designation. Applying this rate to the total existing space (leased and not leased), a total of 1,214 parking spaces are required at The Avenue East Cobb, which is 49 spaces greater than the 1,165 spaces that are currently supplied. Per Cobb County ordinance parking requirements, an additional 15 spaces will be required for the potential addition. Accounting for the loss of 66 parking spaces due to construction, the projected parking supply of the shopping center will be 130 parking spaces less than county requirements for future conditions. Cobb County ordinance parking

requirements also indicate a parking rate of one space per 100 square feet of floor space for the *eating and drinking establishments* designation. If Cobb County were to require the shopping center to be further broken down into retail and restaurant land uses when analyzing parking requirements, a greater number of parking spaces would be required.

### The Avenue West Cobb

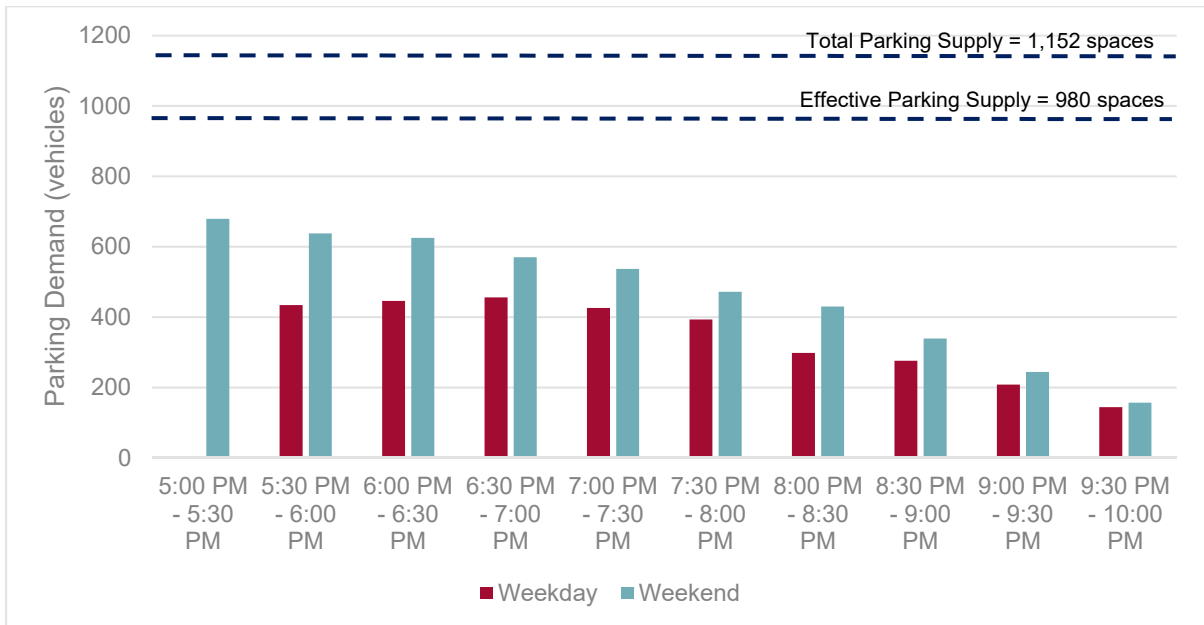
The Avenue West Cobb is a shopping center located in the southeast quadrant of the intersection of SR 120 (Dallas Highway) at Castell Road/Hamilton Road in Marietta, Georgia. The shopping center contains approximately 255,144 square feet of GLA, with a total of 195,719 square feet of retail space and a total of 33,991 square feet of restaurant space currently leased. Of the total available GLA, five retail spaces are currently vacant in the shopping center, for a total of 14,936 square feet of vacant retail space and 10,498 square feet of vacant space that may be occupied by either retail or restaurant land uses. The site includes a total of 30 ADA-accessible parking spaces and 1,122 standard parking spaces, for a total of 1,152 parking spaces. The shopping center is accessible by a signalized full-movement driveway and by two RIRO driveways along SR 120.

#### *Existing Parking Demand*

Parking occupancy counts were conducted on Saturday, November 12, 2016 and on Tuesday, November 15, 2016. The site was divided into eight parking fields, as depicted in **Figure 6**. The effective parking supply was determined to be 980 spaces. **Figure 7** depicts the observed hourly parking during the parking occupancy count, and **Table 5** summarizes the weekday and weekend occupancy counts for The Avenue East Cobb. Overall parking demand was higher on Saturday, and the peak demand observed was 679 spaces (59 percent occupancy of total parking supply and 69 percent of effective parking supply), which occurred from 5:00 PM to 5:30 PM. The peak demand observed on Tuesday was 456 spaces (40 percent occupancy of total parking supply and 47 percent occupancy of effective parking supply), which occurred from 6:30 PM to 7:00 PM. Data collection sheets are attached.



**FIGURE 6: The Avenue West Cobb**



**FIGURE 7: The Avenue West Cobb – Observed Hourly Parking Demand**

**Table 6** summarizes the ULI and ITE parking demand estimates. The ULI calculation estimates a demand of 827 spaces during the weekday peak hour and a demand of 919 spaces during the Saturday peak hour; the ITE calculation estimates a demand of 952 spaces during the weekday peak hour and a demand of 1,172 spaces during the Saturday peak hour. Both estimates are higher than the peak demand observed during the parking occupancy counts, illustrating that the actual parking demand at this site is much lower than what standard industry methodology would suggest. The ULI and ITE peak hour demand estimates are compared to the observed peak demand in **Figure 8**.

*Projected Parking Demand*

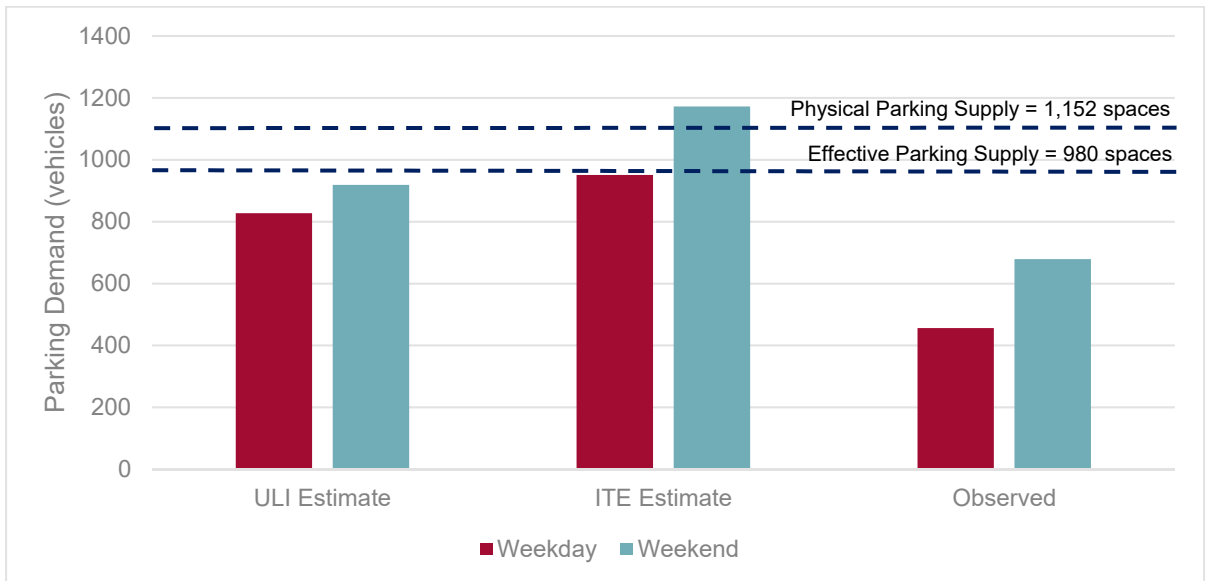
Five retail units are currently vacant at The Avenue West Cobb, for a total of 25,434 square feet of vacancy. In addition to this, plans for the shopping center include the addition of two 1,500 square foot casual food units, such as a coffee shop or ice cream shop, for a total addition of 3,000 square feet. These additions would be located in outdoor garden courts built on the existing parking lot, and each addition would result in the loss of 33 parking spaces, for a total loss of 66 spaces. **Table 7** summarizes the ULI parking demand estimates for the shopping center under fully leased conditions and for the additional unit under consideration. It is anticipated that when fully leased, the site will generate an additional 92 spaces of demand during the weekday peak hour and an additional 101 spaces during the weekend peak hour. It is estimated that the addition would generate a demand of 11 spaces during the weekday peak hour and 12 spaces during the weekend peak hour.

**TABLE 5: The Avenue West Cobb – Parking Occupancy**

<b>Weekday (Tuesday)</b>											
		<b>Parking Field</b>								<b>Total</b>	<b>Percent Occupied (of Total Supply/ Effective Supply)</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>		
<b>Capacity (Spaces)</b>		<b>192</b>	<b>287</b>	<b>188</b>	<b>149</b>	<b>166</b>	<b>80</b>	<b>47</b>	<b>43</b>	<b>1152</b>	
<b>Occupancy (Number of Spaces Occupied)</b>	5:30 PM – 6:00 PM	70	102	115	62	48	17	1	19	<b>434</b>	<b>38% / 44%</b>
	6:00 PM – 6:30 PM	71	128	109	56	46	19	1	16	<b>446</b>	<b>39% / 46%</b>
	6:30 PM – 7:00 PM	68	131	110	58	49	24	1	15	<b>456</b>	<b>40% / 47%</b>
	7:00 PM – 7:30 PM	62	124	86	61	46	31	1	15	<b>426</b>	<b>37% / 43%</b>
	7:30 PM – 8:00 PM	59	109	78	61	46	26	1	13	<b>393</b>	<b>34% / 40%</b>
	8:00 PM – 8:30 PM	53	91	41	57	29	16	1	10	<b>298</b>	<b>26% / 30%</b>
	8:30 PM – 9:00 PM	40	85	40	53	29	18	1	10	<b>276</b>	<b>24% / 28%</b>
	9:00 PM – 9:30 PM	32	59	34	40	21	13	1	8	<b>208</b>	<b>18% / 21%</b>
	9:30 PM – 10:00 PM	22	41	20	32	12	9	1	7	<b>144</b>	<b>13% / 15%</b>
<i>Average</i>		53	97	71	54	37	20	1	13	343	30% / 35%
<b>Weekend (Saturday)</b>											
		<b>Parking Field</b>								<b>Total</b>	<b>Percent Occupied (of Total Supply/ Effective Supply)</b>
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>		
<b>Capacity (Spaces)</b>		<b>192</b>	<b>287</b>	<b>188</b>	<b>149</b>	<b>166</b>	<b>80</b>	<b>47</b>	<b>43</b>	<b>1152</b>	
<b>Occupancy (Number of Spaces Occupied)</b>	5:00 PM – 5:30 PM	94	208	150	116	79	19	0	13	<b>679</b>	<b>59% / 69%</b>
	5:30 PM – 6:00 PM	83	182	155	103	76	25	0	14	<b>638</b>	<b>55% / 65%</b>
	6:00 PM – 6:30 PM	66	198	142	95	79	32	0	13	<b>625</b>	<b>54% / 64%</b>
	6:30 PM – 7:00 PM	51	204	111	84	79	28	0	13	<b>570</b>	<b>49% / 58%</b>
	7:00 PM – 7:30 PM	47	199	104	70	79	26	0	12	<b>537</b>	<b>47% / 55%</b>
	7:30 PM – 8:00 PM	41	181	73	69	68	26	0	14	<b>472</b>	<b>41% / 48%</b>
	8:00 PM – 8:30 PM	51	173	51	73	50	19	0	13	<b>430</b>	<b>37% / 44%</b>
	8:30 PM – 9:00 PM	37	143	46	56	33	13	0	11	<b>339</b>	<b>29% / 35%</b>
	9:00 PM – 9:30 PM	25	111	33	32	22	11	0	10	<b>244</b>	<b>21% / 25%</b>
9:30 PM – 10:00 PM	17	76	15	23	12	6	0	8	<b>157</b>	<b>14% / 16%</b>	
<i>Average</i>		52	168	88	73	58	21	0	13	470	41% / 48%

**TABLE 6: The Avenue West Cobb – Estimated Peak Hour Parking Demand**

ULI Method							
Weekday							
Land Use	Quantity	Unit	Need Type	Base Ratio	Unit	Peak Hour Parking Demand	Total
Community Shopping Center (<400 ksf)	229,710	sf GLA	Visitor	2.90	/ksf GLA	666	827
			Employee	0.70	/ksf GLA	161	
Weekend							
Land Use	Quantity	Unit	Need Type	Base Ratio	Unit	Peak Hour Parking Demand	Total
Community Shopping Center (<400 ksf)	229,710	sf GLA	Visitor	3.20	/ksf GLA	735	919
			Employee	0.80	/ksf GLA	184	
ITE Method							
Weekday							
ITE #	Land Use	Quantity	Unit	Equation	Peak Hour Parking Demand		
#820	Shopping Center	229.710	ksf GLA	$P = 3.62x + 120$	952		
Weekend							
ITE #	Land Use	Quantity	Unit	Equation	Peak Hour Parking Demand		
#820	Shopping Center	229.710	ksf GLA	$P = 4.60x + 115$	1,172		



**FIGURE 8: The Avenue West Cobb – Estimated and Observed Peak Hour Parking Demand**

<b>TABLE 7: The Avenue West Cobb – Projected Peak Hour Parking Demand</b>							
<b>Fully Leased</b>							
<b>Peak Period</b>	<b>Quantity</b>	<b>Unit</b>	<b>Need Type</b>	<b>Base Ratio</b>	<b>Unit</b>	<b>Peak Hour Parking Demand</b>	<b>Total</b>
Weekday	25,434	sf GLA	Visitor	2.90	/ksf GLA	74	<b>92</b>
			Employee	0.70	/ksf GLA	18	
Weekend	25,434	sf GLA	Visitor	3.20	/ksf GLA	81	<b>101</b>
			Employee	0.80	/ksf GLA	20	
<b>Additional Casual Food Units</b>							
<b>Peak Period</b>	<b>Quantity</b>	<b>Unit</b>	<b>Need Type</b>	<b>Base Ratio</b>	<b>Unit</b>	<b>Peak Hour Parking Demand</b>	<b>Total</b>
Weekday	3,000	sf GLA	Visitor	2.90	/ksf GLA	9	<b>11</b>
			Employee	0.70	/ksf GLA	2	
Weekend	3,000	sf GLA	Visitor	3.20	/ksf GLA	10	<b>12</b>
			Employee	0.80	/ksf GLA	2	

Time-of-day adjustment factors were applied to the projected peak hour parking demands and are summarized in **Table 8**. The projected parking demand was added to the observed parking demand, which is depicted in **Figure 9** and in **Figure 10**. True peak hour demand (1:00 PM during the weekday and 2:00 PM during the weekend) was estimated using ULI time-of-day factors and is also presented in the table, to project the total weekday and weekend peak hour volumes. The total and effective parking supplies depicted in this table and these figures were adjusted to account for the loss of 66 spaces that would occur when the additional units are constructed.

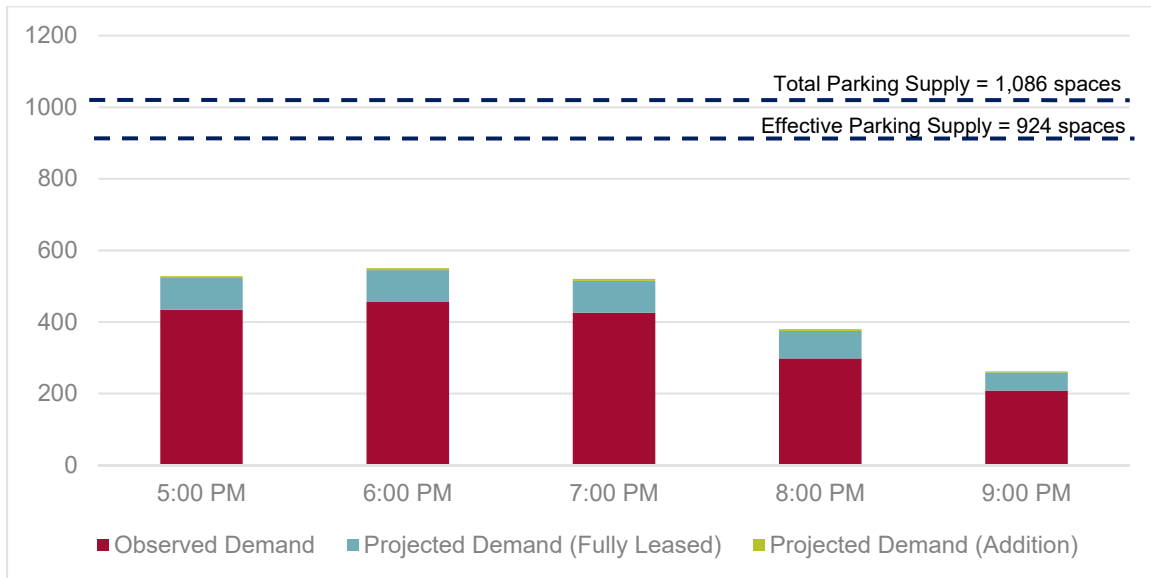
Under existing conditions, there is a surplus of 523 parking spaces and a surplus of 206 parking spaces when comparing the existing effective parking supply to the weekday peak hour demand and to the weekend peak hour demand, respectively. A surplus of 364 spaces and a surplus of 37 spaces are estimated when comparing the projected parking supply to the future projected weekday peak hour parking demand and to the future projected weekend peak hour parking demand, respectively.

**TABLE 8: The Avenue West Cobb – Projected Parking Demand by Hour**

Weekday (Tuesday)							
Time Period	Total Supply	Effective Supply	Existing Demand	Projected Demand (Fully Leased)	Projected Demand (Addition)	Total	New % Occupied (of Total Supply/ Effective Supply)
1:00 PM	1,086*	924*	457**	92	11	560	52% / 61%
5:00 PM			434	89	11	534	49% / 58%
6:00 PM			456	89	11	556	51% / 60%
7:00 PM			426	89	11	526	48% / 57%
8:00 PM			298	77	10	385	35% / 42%
9:00 PM			208	51	7	266	24% / 29%
Weekend (Saturday)							
Time Period	Total Supply	Effective Supply	Existing Demand	Projected Demand (Fully Leased)	Projected Demand (Addition)	Total	New % Occupied (of Total Supply/ Effective Supply)
2:00 PM	1,086*	924*	774**	101	12	887	82% / 96%
5:00 PM			697	92	11	800	74% / 87%
6:00 PM			625	82	10	717	66% / 78%
7:00 PM			537	77	10	624	57% / 68%
8:00 PM			430	68	9	507	47% / 55%
9:00 PM			244	54	7	305	28% / 33%

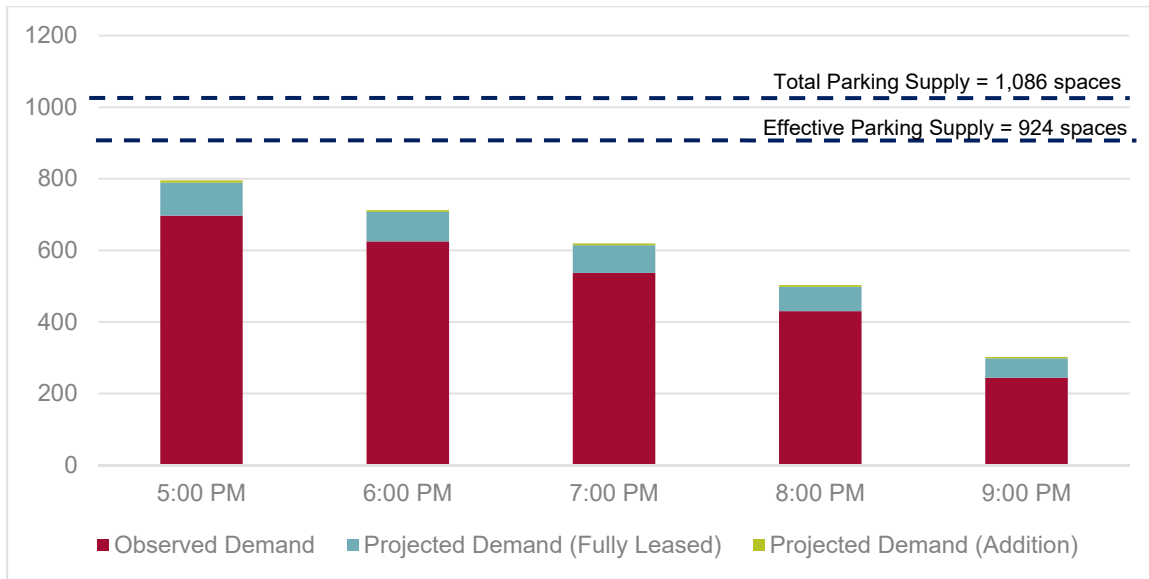
\*Includes loss of 66 spaces due to two new casual food units that will occupy existing parking

\*\*Estimated using ULI time-of-day adjustment factors



**FIGURE 9: The Avenue West Cobb - Existing and Future Parking Demand (Weekday)**





**FIGURE 10: The Avenue West Cobb - Existing and Future Parking Demand (Weekend)**

*Ordinance Comparison*

Cobb County ordinance parking requirements indicate a parking rate of one space per 200 square feet of floor space for the *community retail* designation. Applying this rate to the total existing space (leased and not leased), a total of 1,276 parking spaces are required at The Avenue East Cobb, which is 124 spaces greater than the 1,152 spaces that are currently supplied. Per Cobb County ordinance parking requirements, an additional 15 spaces will be required for the potential addition. Accounting for the loss of 66 parking spaces due to construction, the projected parking supply of the shopping center will be 205 spaces less than county requirements for future conditions. Cobb County ordinance parking requirements also indicate a parking rate of one space per 100 square feet of floor spaces for the *eating and drinking establishments* designation. If Cobb County were to require the shopping center to be further broken down into retail and restaurant land uses when analyzing parking requirements, a greater number of parking spaces would be required.

The following attachments are included to supplement the memorandum:

- A. Data Collection Sheets – The Avenue East Cobb
- B. Data Collection Sheets – The Avenue West Cobb