

# SGUIDE SMYRNA

## 2040 COMPREHENSIVE PLAN



DRAFT #1 - NOVEMBER 2022





# 8 GUIDE SMYRNA

2040 COMPREHENSIVE PLAN

DRAFT #1 - NOVEMBER 2022





## ACKNOWLEDGMENTS

This plan document is the product of a collaborative effort on the part of the Smyrna community, including community members, City of Smyrna elected officials, a Steering Committee, City staff, and Atlanta Regional Commission (ARC) staff. The document was prepared by ARC using funds provided by the State of Georgia, and it builds on the 2017 Comprehensive Plan prepared by Jacobs and Market Street Services.

A special thank you is given to community members who shared input, ideas, and feedback throughout the planning process to help update the City's vision and priorities for its future. The following individuals played key roles in the plan's development. Members of the City Council and City staff who were also a part of the Steering Committee are denoted by an asterisk (\*):

### CITY OF SMYRNA MAYOR AND CITY COUNCIL

- Derek Norton, Mayor \*
- Glenn Pickens, Ward 1
- Latonia P. Hines, Ward 2
- Travis Lindley, Ward 3
- Charles Welch, Ward 4
- Susan Wilkinson, Ward 5
- Tim Gould, Ward 6
- Lewis Wheaton, Ward 7

### CITY OF SMYRNA PLANNING & ZONING (P&Z) BOARD

- Joel Powell, Chairman
- Charlie Phillips, Ward 1
- Jonathan Howard, Ward 2
- Keith Bentley, Ward 3
- Earl Rice, Ward 4
- Jill Gordon-Evans, Ward 5
- Michael Seagraves, Ward 6
- Henriette Ostrzega, Ward 7

### STEERING COMMITTEE MEMBERS

- Larry Banks
- Eddie Carter
- Jill Evans
- Karen Garcia
- KC George
- Michael Hatcher
- Brad Hawkins
- Latonia Hines
- Glen Jardine
- Mike Klosterman
- Sally Knox
- Tobin North
- Derek Porter
- Lysondra Somerville
- Christy Ullman
- Derek Norton, Mayor
- Rusty Martin, AICP, Community Development Director
- Joey Staubes, AICP, Planner II
- Caitlin Crowe, Planner I
- Andrea Worthy, Economic Development Director

### CITY STAFF

- Rusty Martin, AICP, Community Development Director \*
- Joey Staubes, AICP, Planner II \*
- Caitlin Crowe, Planner I \*
- Andrea Worthy, Economic Development Director \*
- Jennifer Bennett, Community Relations Director
- Kelsey Scott, Community Liaison
- City of Smyrna Geographic Information Systems (GIS) Staff

### ATLANTA REGIONAL COMMISSION STAFF

- Andrew Smith, Principal Planner
- Bonnie Lapwood, Senior Planner
- Ryan Schlom, Senior Planner







# GUIDE SMYRNA

## 2040 COMPREHENSIVE PLAN

ore for **our city's future growth and development?** Visit [www.guidesmyrna.com](http://www.guidesmyrna.com) to learn more!





# CONTENTS

EXECUTIVE SUMMARY .....	
1. SMYRNA TODAY: NEEDS AND OPPORTUNITIES .....	
Foundation .....	
Methodology .....	
Community Engagement.....	
Baseline Conditions Summary .....	
Needs and Opportunities.....	
2. SMYRNA TOMORROW: COMMUNITY VISION AND GOALS .....	
Vision .....	
Goals and Policies .....	
Future Land Use Map .....	
Residential Character Areas.....	
Low Density Residential (LDR).....	
Moderate Density Residential (MODR) .....	
Medium Density Residential (MEDR).....	
Medium-High Density Residential (MHDR).....	
High Density Residential (HDR).....	
Activity Center Character Areas.....	
Neighborhood Activity Center (NAC) .....	
Community Activity Center (CAC) .....	
Mixed Use (MU).....	
Regional Activity Center (RAC) .....	
Employment Center Character Areas.....	
Office/Professional (OP) .....	
Industrial (I).....	
Industrial Mixed Use (IMU) .....	
Public Services and Quality of Life Character Areas .....	
Public/Institutional (PI) .....	
Public Parks (PP) .....	
Private Recreation and Conservation (PRC).....	
Transportation/Communications/Utilities (TCU).....	
Rights-of-way (ROW).....	
3. ACHIEVING THE VISION: COMMUNITY WORK PROGRAM.....	
Overview .....	
Implementation Program.....	
100-Day Action Plan .....	
Zoning Recommendations.....	
2017-2021 Report of Accomplishments .....	
2022-2026 Community Work Program.....	



# FIGURES

Figure 1.1. Project Schedule.....	.....
Figure 1.2. Location Map .....	.....
Figure 1.3. Contributing Plans and Studies.....	.....
Figure 1.4. Population Change.....	.....
Figure 1.5. Population Compared to Other Northside Cities.....	.....
Figure 1.6. Racial Composition.....	.....
Figure 1.7. Racial Composition Compared to Region.....	.....
Figure 1.8. Existing Land Uses .....	.....
Figure 1.9. Existing Land Use Map.....	.....
Figure 1.10. Zoning Overlay Map.....	.....
Figure 1.11. Market Village Redevelopment Concept Plan .....	.....
Figure 1.12. Commuting Flows In/Out of Smyrna.....	.....
Figure 1.13. Where Smyrna Residents Work .....	.....
Figure 1.14. Where Smyrna Workers Live.....	.....
Figure 1.15. Mode of Transportation to Work.....	.....
Figure 1.16. Commute Time .....	.....
Figure 1.17. Road Network Map .....	.....
Figure 1.18. Bicycle and Pedestrian Facility Map .....	.....
Figure 1.19. Housing Types.....	.....
Figure 1.20. Housing Tenure .....	.....
Figure 1.21. Metro Atlanta Housing Strategy Data.....	.....
Figure 1.22. Monthly Housing Costs.....	.....
Figure 1.23. Median Household Income and Distribution .....	.....
Figure 1.24. Household Income Distribution: Renters vs. Owners .....	.....
Figure 1.25. Workplace Area Characteristics .....	.....
Figure 1.26. Resident Area Characteristics .....	.....
Figure 1.27. Economic Development Partners and Resources.....	.....
Figure 1.28. Opportunity Zones and Enterprise Zones.....	.....
Figure 1.29. Broadband Availability .....	.....
Figure 2.1. Policy Map.....	.....
Figure 2.2. 2040 Future Land Use Map .....	.....
Figure 2.3. Residential Character Areas .....	.....
Figure 2.4. Activity Center Character Areas .....	.....
Figure 2.5. Employment Center Character Areas .....	.....
Figure 2.6. Public Services and Quality of Life Character Areas.....	.....
Figure 3.1. Priority Redevelopment Areas.....	.....
Figure 3.2. Proposed Development Tier Map for Spring Road LCI Study Area.....	.....



# TABLES

Table 2.1. Future Land Use Categories and Zoning Districts Matrix.....

Table 3.1. Regional Activity Center Tiered Building Scale.....

Table 3.2. Report of Accomplishments: Land Use.....

Table 3.3. Report of Accomplishments: Housing .....

Table 3.4. Report of Accomplishments: Transportation .....

Table 3.5. Report of Accomplishments: Economic Development.....

Table 3.6. Report of Accomplishments: Quality of Life .....

Table 3.7. Community Work Program: Land Use .....

Table 3.8. Community Work Program Housing.....

Table 3.9. Community Work Program: Transportation.....

Table 3.10. Community Work Program: Economic Development.....

Table 3.11. Community Work Program: Quality of Life and Public Safety.....





# SMYRNA 2040 COMPREHENSIVE PLAN EXECUTIVE SUMMARY

## OVERVIEW

Guide Smyrna 2040, the City's Comprehensive Plan, represents a roadmap for City officials to follow in crafting policy, making decisions, and setting priorities for the future. As with most comprehensive plans, the document aims to inform land use, transportation and capital investment decisions. It also looks at economic development, housing, quality of life, natural resources, and other key issues that are critical to the City. Updating the plan offers Smyrna the opportunity to look beyond the execution of day-to-day services and consider where it wants to be in the future and how to get there.

This plan serves as a relatively modest update to the major Comprehensive Plan, which was a significant update prepared in 2017 by the firms Jacobs and Market Street Services. It builds upon other previous initiatives as well, including the the 2014 Smyrna Strategic Vision Plan; the recently adopted 2021-2024 Smyrna Strategic Plan; and other relevant plans and studies such as the Cobb County Consolidated Plan (focused on housing and updated every five years), the Cobb County Comprehensive Transportation Plan (CTP) (updated regularly), the South Cobb Drive Corridor Development Study, the Spring Road Livable Centers Initiative (LCI) Study, and the Georgia Tech Studio Smyrna Crossroads Study.

Local governments in Georgia are required to update their comprehensive plans every five years. As a result, and as with the 2017 plan, this plan's preparation and organization were guided by the state's planning requirements, maintained by the Georgia Department of Community Affairs (DCA) and updated most recently in 2018. In keeping with those requirements, the plan's content focuses on existing conditions and priority needs and opportunities influencing the community; the resulting community vision and goals to aim for; and implementation actions to achieve those goals.

Feeding into this plan update was a public outreach effort that included an informational project website featuring a robust online survey, a public open house, and Steering Committee meetings and engagement.

## THE VISION

Before beginning this plan update process, the planning team acknowledged and reviewed the significant planning efforts already undertaken in the City. The 2014 Smyrna Strategic Vision Plan focused primarily on community involvement, leadership, quality of life/place, and economic development, and the community has continued to actively refine that plan's recommendations through vision committee efforts. That plan and its committee work were incorporated into the 2017 Comprehensive Plan, which sought to translate the strategic visioning efforts into the language of place as a way to best guide land use decision-making. This way of thinking remained as a guiding principle in the current 2022 Comprehensive Plan update process.

This place-based vision for the future is embodied in two maps: the 2040 Future Land Use Map and the Comprehensive Plan Policy Map. The 2040 Future Land Use Map offers parcel-based guidance for zoning and other land use decisions by designating each parcel of land in the City with a character area that depicts how the community would like it to develop in the future. In similar fashion, the Comprehensive Plan Policy Map provides general guidance on where the community sees the need for preservation and protection as well as opportunities for change and growth. Features of both maps tie to policies that help guide day-to-day decision-making for City officials.

*This page intentionally left blank.*



# 1

## SMYRNA TODAY: NEEDS AND OPPORTUNITIES

This chapter provides a broad snapshot of Smyrna as a city today. It answers basic questions that the community asked early in the planning process, such as:

- How would you describe Smyrna today?
- What are the key needs and opportunities influencing growth in our community?
- What plans are already in place influencing future development?





# 1. SMYRNA TODAY: NEEDS AND OPPORTUNITIES

A viable plan for the future is grounded in a thoughtful understanding of the past and present. The existing conditions in this chapter reflect information collected in the early stages of the planning process and vetted with the Steering Committee and public. The chapter also includes a summary of community engagement, and needs and opportunities identified for the City to address in planning for the future. Supplemental information relevant to community engagement are provided in the Technical Addendum to this plan.

## FOUNDATION

This plan document updates and builds on previous planning initiatives undertaken by the City, chiefly the Guide Smyrna 2040 Comprehensive Plan developed in 2017, a major update prepared by Jacobs and Market Street Services in partnership with the City. That plan was informed by the 2014 Smyrna Strategic Vision Plan, previous comprehensive plans, and other plans and studies.

As mentioned in the Executive Summary, this document seeks to build upon those efforts and others, including those that have taken place since the adoption of the 2017 Comprehensive Plan. Similar to the 2017 plan, dialogue with the Steering Committee and the public helped translate their broader vision into the language of place and the built environment. Those conversations also determine how that vision should be reflected in maps, images, and city policies.

## METHODOLOGY

It is important to emphasize that the 2017 Comprehensive Plan update was a major update intended to set a new direction following the 2007 Comprehensive Plan a decade earlier. The 2017 plan was prepared by a consultant team and involved a substantial engagement process that included 24 stakeholder interviews, two public workshops, a public open house, Steering Committee meetings, a project website and survey, a Jonquil Festival booth, and public hearings.

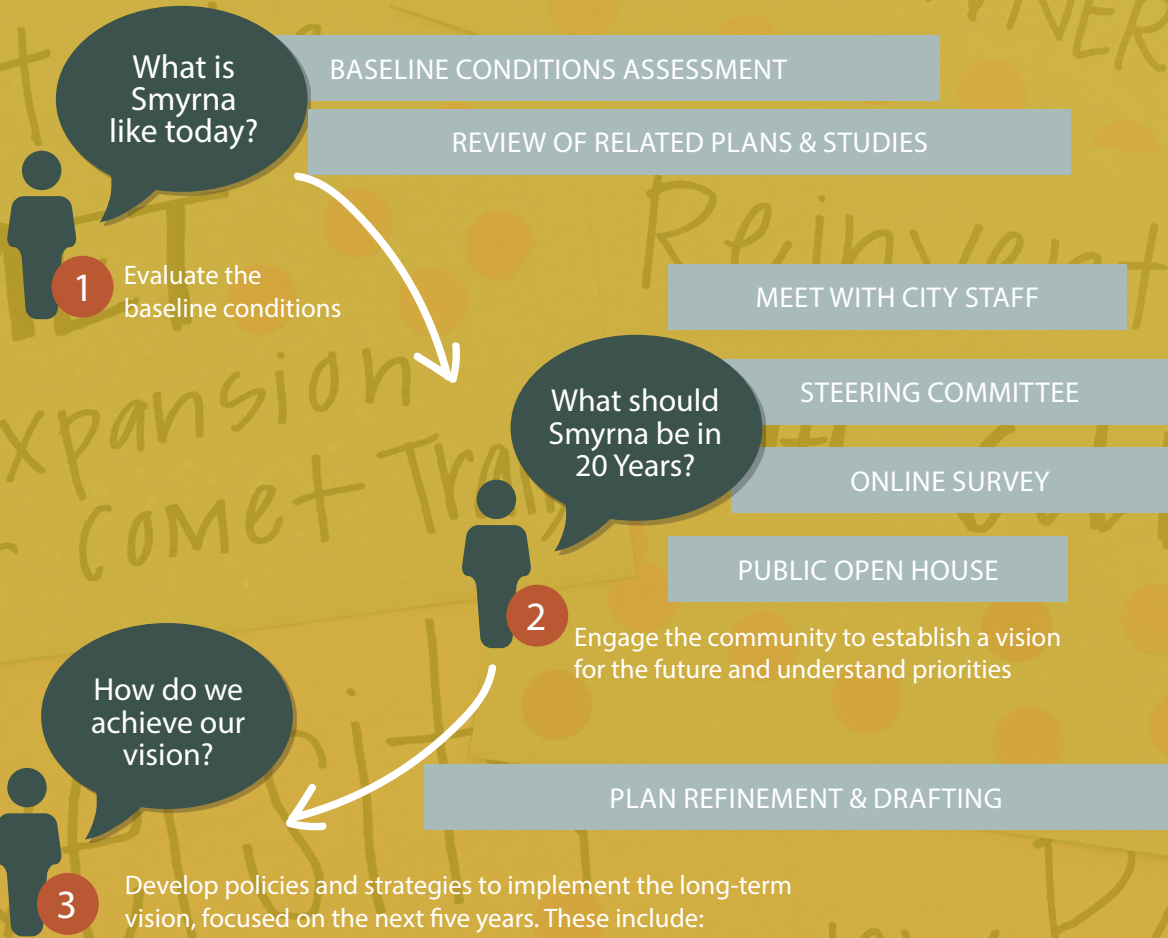
The 2022 plan development process - including community engagement - was narrower in scope given that only five years have elapsed since 2017 and, as a result, City officials pursued a more modest update assisted by ARC staff at no cost to the City. However, plan development included significant community engagement and centered around many of the same activities as in 2017, including existing conditions research, City staff meetings, three Steering Committee meetings, an informational project website and online survey, and a public open house. This is summarized in Figure 1.1. Project Schedule.





# 8 GUIDE PROCESS

## SMYRNA



## 2040 COMPREHENSIVE PLAN

### FUTURE LAND USE MAP (FLUM)

The FLUM identifies the desired future character of different areas of the city. Each piece of land is assigned a category, and each category has a description with the vision for the area, character images, appropriate land uses, appropriate zoning districts, and strategies to advance the vision.

### GOALS & POLICIES

Goal and policy statements define how Smyrna will approach various issues and guide future decisions by staff and officials. Goals and policies address issues of land use, transportation, housing, and economic development.

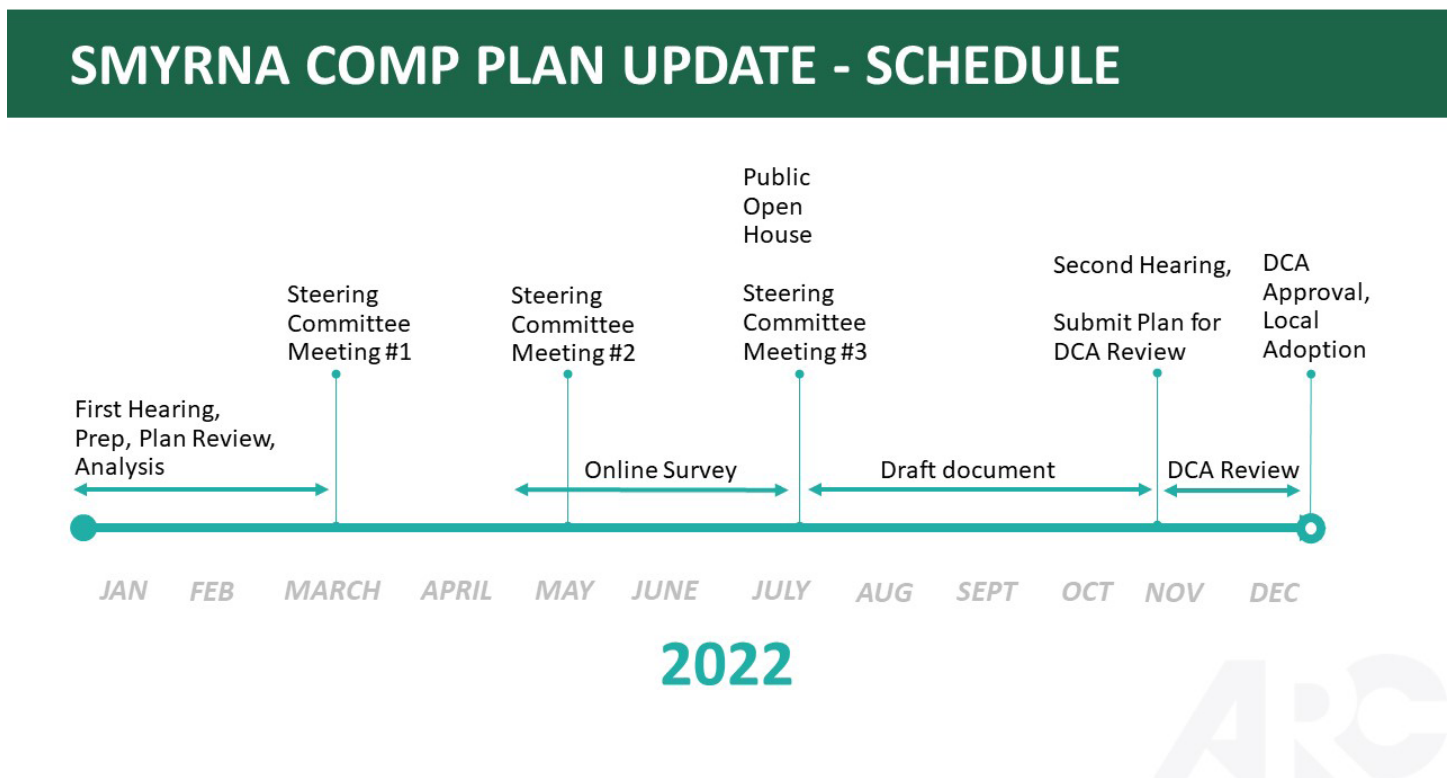
### COMMUNITY WORK PROGRAM

Action items are organized into a 5-year work program with a timeline, responsible party, estimated cost, and potential funding sources for each. This becomes the game plan for Smyrna's planning staff and officials.

Plan development took place in four stages: 1) inventory and trends analysis, 2) visioning, 3) implementation planning, and 4) plan compilation. The inventory and trends analysis was used as a resource for the Steering Committee and public as they identified and updated priority needs and opportunities that will influence the future of the city. The visioning stage resulted in an updated vision and goals, a policy map that stayed largely the same, and a Future Land Use Map (FLUM) that will help guide City officials in making zoning and capital investment decisions, described in Chapter 2.

Implementation planning was the result of close coordination with City staff to distill input received and develop a Community Work Program with key action items and policies to help the city achieve its vision, outlined in Chapter 3. Finally, the plan compilation phase resulted in this plan document and the Technical Addendum, which documents the findings and recommendations of the planning effort for ongoing and future reference. These final documents are the result of an iterative review process between Atlanta Regional Commission (ARC) staff and City staff and officials.

Figure 1.1. Project Schedule





## COMMUNITY ENGAGEMENT

Insight from Smyrna community members drove the development of this plan update. Key community engagement activities and outcomes are summarized below, and summaries of all engagement activities can be found in the Technical Addendum.

Key project stakeholders included community members, the Steering Committee, the Mayor and City Council, City staff in Community Development and Economic Development, and the Planning and Zoning Board.

## STEERING COMMITTEE

The Steering Committee was made of representative members of the Smyrna community who provided guidance to the planning team, served as champions of the plan, and helped engage the community in the planning process. The committee met three times throughout the planning process and included members of the community at large, elected officials, and City staff. Steering Committee members are listed in the Acknowledgments section of the plan document.



## PROJECT WEBSITE

The project website, <https://publicinput.com/GuideSmyrna2040Update>, was the landing page for all project content and the primary point of online community engagement. The site, which was linked to the City's website,

included information about the planning process, the project calendar, access to the online survey, Steering Committee information, and contacts for the planning team. A screen shot of the project website's landing page is below.



### City of Smyrna 2040 Comprehensive Plan Update

Project Website and Survey

Welcome

Survey

Public Engagement

Subscribe

#### WHAT IS A COMPREHENSIVE PLAN?

One of the fundamental responsibilities of local government is planning – a word used to describe how a community shapes and guides growth, development, and character. Updating the comprehensive plan offers communities the opportunity to look beyond the execution of day-to-day services and consider where they want to be in the future - and what has to be done to get there.

Local governments in Georgia are required to update their comprehensive plans every five years, and Smyrna's next update is due this year. Check back here regularly to get up-to-date information about the update process and to participate in engagement opportunities to help shape the comprehensive plan - and Smyrna's future!

Click the first tab above to take our **Online Survey**. This is a chance to gather citywide input - and it's unique because it only occurs every five years.

Be sure to also click through the other tabs to learn more about **Public Engagement** and to **subscribe** for email updates.

Lastly, for more information about the City's past planning efforts, studies and documents, visit the City's [Planning and Zoning webpage](#).

Continue

COMPLETE

#### Public Hearing #1

December 20, 2021

COMPLETE

#### Steering Committee Meeting #1

March 2, 2022

COMPLETE

#### Online Survey

Survey closed. See results on second tab of this project website.

COMPLETE

#### Steering Committee Meeting #2

May 12, 2022

COMPLETE

#### Public Engagement Open House

June 29, 2022 (Wednesday)

Drop in any time between 6:00-8:00 PM

Brawner Hall

3180 Atlanta Road

Smyrna, GA 30080



ONLINE COMMUNITY SURVEY

The project website featured an online survey composed of 21 substantive questions and nine demographic questions. City staff and Steering Committee members led the charge of marketing the survey to the community in social media, on the City website, in City announcements, and through personal interactions. The survey garnered 350 unique participants; 1,681 views; 6,582 responses to questions; and 1,071 comments. It also yielded 126 subscriptions, which aided in marketing for the subsequent Public Open House described later in this document. In terms of content, the survey solicited input on assets and challenges; quality of life; natural, historic and cultural resources; future development and land use; housing; transportation (including bicycle and pedestrian); parking; downtown issues; economic development; city services.

Broadly, respondents value Smyrna’s convenient location, mature neighborhoods, small town feel, relative affordability, and unique identity; worry about transportation choices, school quality, housing costs and choice in housing types, and overdevelopment; think new development should be channeled to designated nodes and corridors; believe that new development needs corresponding transportation improvements and context sensitivity; want established single family residential neighborhoods to be protected and in some cases stabilized; desire operational improvements on local roadways (rather than large-scale widenings), sidewalk improvements, bike lanes, trails, local shuttles, connections to transit, and better roadway designs; would like to walk or bike to activity centers and recreation facilities; want to leverage development and infrastructure around Truist Park; and would like to see additional parks and greenspace. Selected survey results are shown below and on the following page. Complete survey results are found in the Technical Addendum.

### City of Smyrna 2040 Comprehensive Plan Update

Project Engagement

VIEWS

1,681

PARTICIPANTS

350

RESPONSES

6,582

COMMENTS

1,071

SUBSCRIBERS

126

What are the **three (3) strongest assets** in Smyrna currently?

1. Suburban but close (20 min) to anywhere in Atlanta

2. Battery and Smyrna downtown

3. Relatively little crime

5 months ago

209 Agree

Suburban feel but close to city

Other young families

Safe

5 months ago

122 Agree

1. LOCATION: Suburban, but close to highways, the city, airport and upscale dining options. Ability to navigate life without using the interstate. Great city to age in.

2. DIVERSITY - Age, Ethnicity, marital status, sexual origin, etc. Everyone loves Smyrna!

3. The Battery/Truist Park, Silver Comet Trail, Chattahoochee park/hiking, festivals, food trucks, etc.

5 months ago

107 Agree

The cute downtown area

Close to the Braves stadium

Public amenities like parks, pools, rec center

5 months ago

90 Agree

Close to Atlanta but affordable houses with large lots

Becoming more diverse and progressive

Expanding dining and entertainment options

5 months ago

30 Agree

Show all comments

How would you rate Smyrna's housing needs?			
	Need More	Right Amount	Need Less
Affordable Housing	45% Need More	43% Right Amount	13% Need Less
Senior Housing	24% Need More	56% Right Amount	21% Need Less
Density	13% Need More	40% Right Amount	47% Need Less
Mixed-Income Housing	30% Need More	51% Right Amount	19% Need Less

251 respondents

What would you describe as Smyrna's **most important housing need**? What role should the City play in helping to address this need?

Fewer apartments

More QUALITY single-family homes and townhomes

5 months ago

122 Agree

More walkable neighborhoods - requires higher density / more affordable housing options with mixed used

5 months ago

47 Agree

More swim tennis neighborhoods that aren't 30 years old.

5 months ago

46 Agree

More thoughtful zoning: large houses are fine if that's your wish, but limit the number of houses per lot (ie only one house if only one was there before). Keep family feel; fewer apartments, Require new builders of multifamily structures to maintain greenspace, natural barriers (eg Trees), between housing and roads. Smaller more affordable housing for first time homebuyers. No highrise condos.

5 months ago

30 Agree

Reasonably priced high density like Vinings Forest/ Heights at Spring Road. Great way to bring in first time homebuyers.

No more high end townhouses.

Condo midrise (like Element/Foundry in Atlantic Station)

Senior midrise building since limited land avail

5 months ago

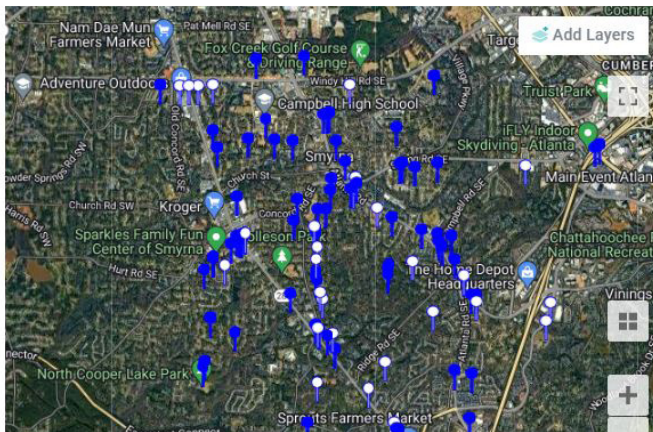
30 Agree

How would you rank your satisfaction with Smyrna's **transportation system**?

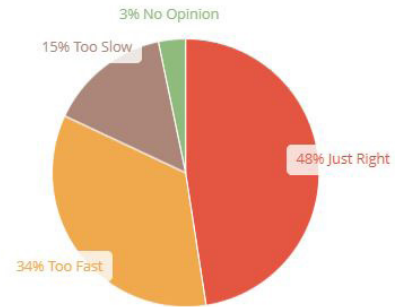
	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	9% Poor	24% Below Average	38% Adequate	21% Good	4% Excellent	4% No Opinion
Traffic Congestion	11% Poor	30% Below Average	41% Adequate	14% Good	3% Excellent	- No Opinion
Road Conditions	4% Poor	12% Below Average	44% Adequate	34% Good	6% Excellent	- No Opinion
Pedestrian & Bicycle Safety	15% Poor	35% Below Average	25% Adequate	18% Good	3% Excellent	4% No Opinion
Public Transportation	37% Poor	33% Below Average	12% Adequate	2% Good	2% Excellent	13% No Opinion
Parking	2% Poor	13% Below Average	47% Adequate	29% Good	8% Excellent	1% No Opinion

253 respondents

Are there any areas in Smyrna you feel are particularly **dangerous for pedestrians or bicyclists**? You may put down more than one pin and also add comments to pins that you place.

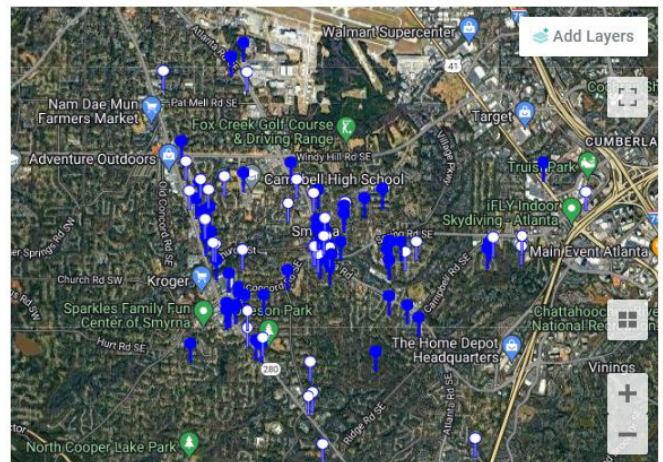


How would you characterize Smyrna's **pace of development** in recent years? For context, Smyrna's population grew by 8% to 55,663 between 2010-2020. The city added about 1,600 new housing units between 2010-2019, an increase of roughly 6.5% (see graphic below).



244 respondents

Where would you like to see **future development** focused? You may put down more than one pin and also add comments to pins that you place.



## PUBLIC OPEN HOUSE

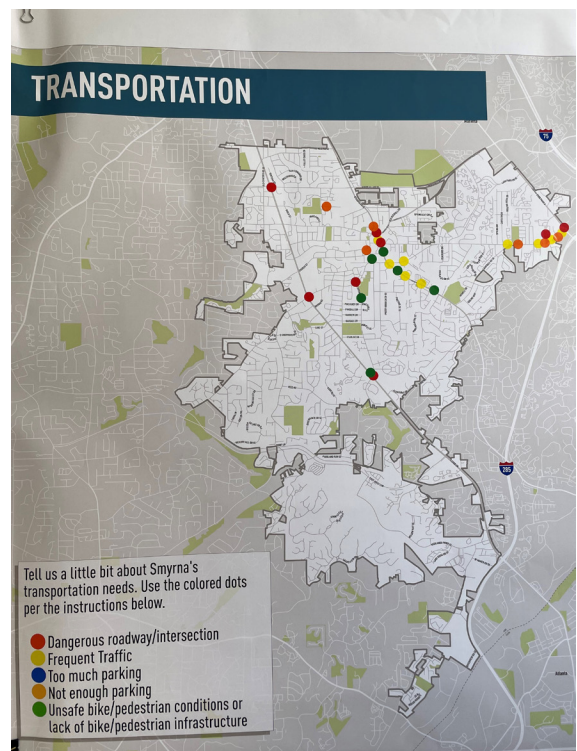
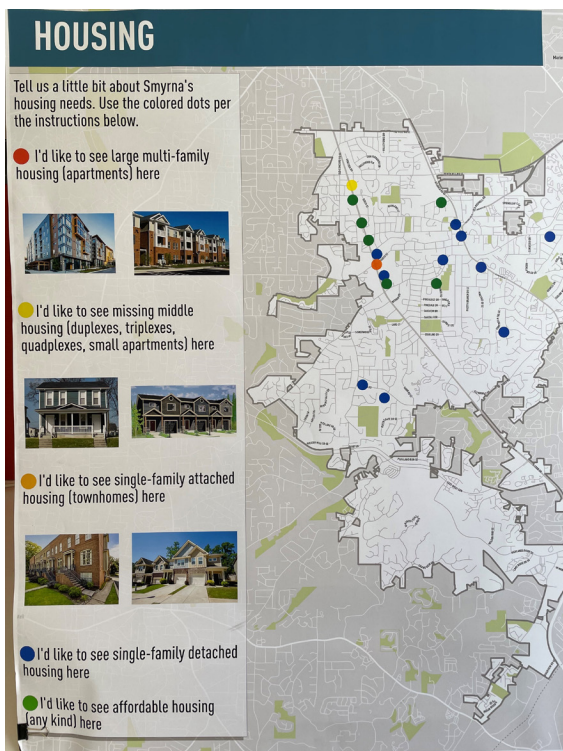
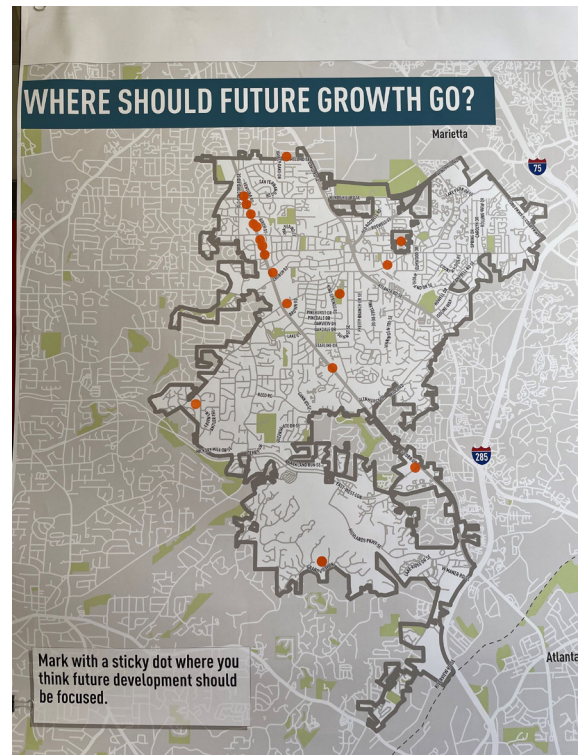
The planning team facilitated a community engagement Open House on June 29, 2022 at Brawner Hall to collect public feedback. Participants first reviewed baseline conditions information presented in the next section of this document, to get them thinking about their community and issues. Participants then reviewed and offered feedback on the Needs and Opportunities from the 2017 plan and documented their opinions on the City's strengths, weaknesses, opportunities and threats. Attendees also reviewed information and gave input in the areas of future land use and development, housing, transportation, natural resources, and parks/greenspace. Two examples of input are that South Cobb

Drive stood out as a key area of community attention for future growth and housing, while Atlanta Road stood out as a corridor in need of transportation improvements. Lastly, participants engaged in a Do-It-Yourself budgeting exercise in which they were given a limited number of "Planning Bucks" to deposit into containers representing city services and needs. The game features more containers (services/needs) than the amount of money given to each person, meaning they must make choices and prioritize services and needs. Feedback from the budgeting exercise showed that arts and culture, parks, and trails and greenways are points of community emphasis. Selected Open House feedback and results are shown on the following pages. Additional information is found in the Technical Addendum.



## PUBLIC HEARINGS

Public hearings were held before City Council to announce the project, transmit the plan for state and regional review, and adopt the plan, providing additional opportunities for citizens to voice their opinions about its process and content.





## GREENSPACE

Please select only one of the images from each of the rows below by placing a dot under the picture you prefer.

### PASSIVE PARKS

Passive parks are informal gathering places for relaxation and play.

OPEN FIELD
 WOODED

### ACTIVE PARKS

Active parks are developed for active sports facilities (e.g., tennis courts).

SKATE PARK
 SPORTS FIELD

### OTHER GREENSPACES

Other types of greenspaces generally serve a very specific purpose.

DOG PARK
 TOT LOT

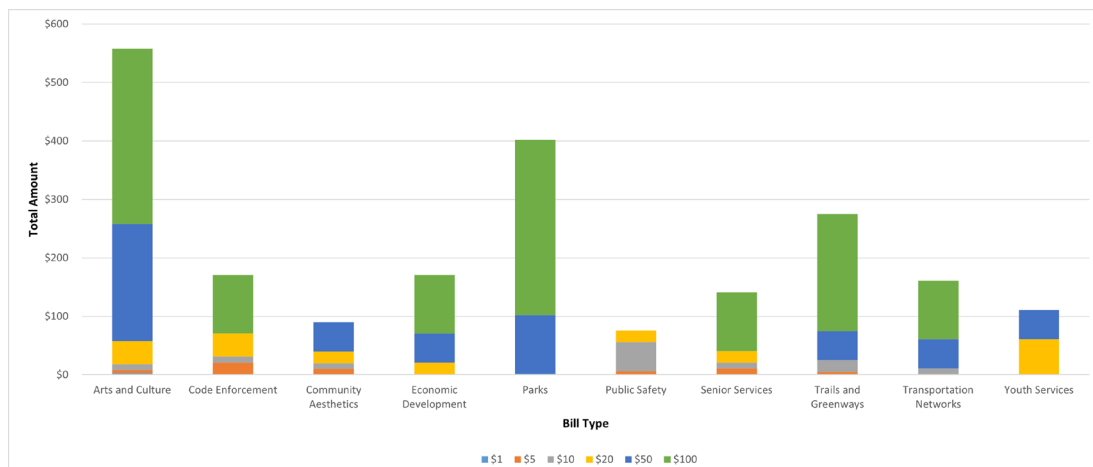
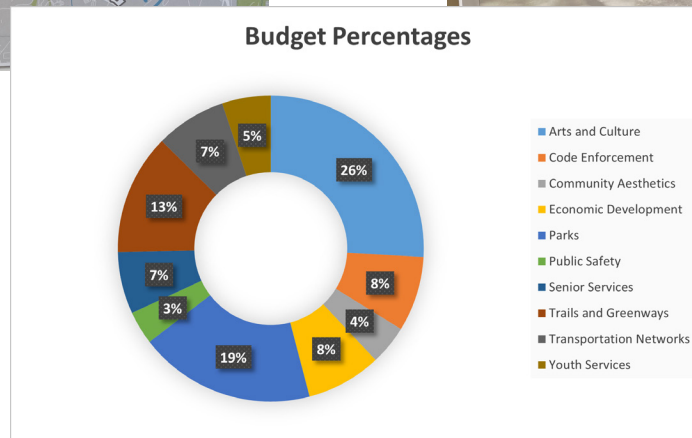
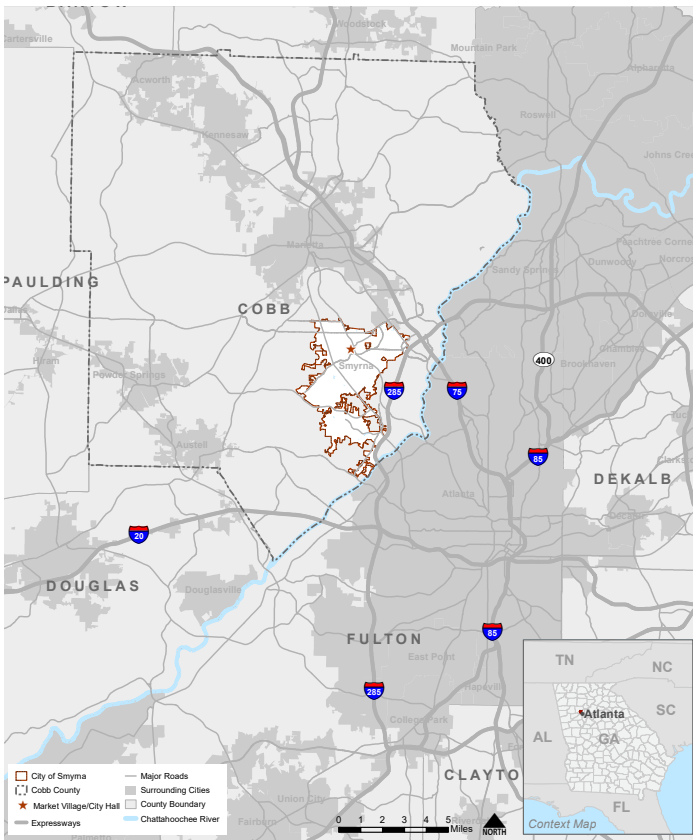




Figure 1.2. Location Map



Source: City of Smyrna GIS Department; Atlanta Regional Commission

## BASELINE CONDITIONS SUMMARY

The Baseline Conditions Summary provides a high level review of existing conditions and trends in the City of Smyrna, in an effort to support and inform the this plan update. Information is organized into the areas of population and demographics, housing, broadband, labor and employment, and transportation.

## OVERVIEW

Located in Cobb County, Georgia, the City of Smyrna covers just over 15 square miles of land area, with the City's southern boundary abutting the Chattahoochee River and the City of Atlanta and its northern boundary abutting the southern tip of the City of Marietta and Dobbins Air Reserve Base (ARB) (see Figure 1.2 ). The majority of city's boundary adjoins unincorporated areas of Cobb County, including the prominent Cumberland area to the northeast, home to one of Atlanta's major important employment centers as well as Truist Park and The Battery.

## RECENT PLANS & STUDIES

The City of Smyrna has grown and developed with the guidance of a long history of planning. Past and ongoing plans summarized in Table 1.1 are particularly relevant to the update of Smyrna's Comprehensive Plan.

Figure 1.3. Contributing Plans and Studies

CONTRIBUTING PLANS & STUDIES	<a href="#"><u>SMYRNA STRATEGIC VISION PLAN (2014)</u></a> Set a strategic overarching vision, goals, and actions for the City's next 10 years.
	<a href="#"><u>SMYRNA DOWNTOWN MASTER PLAN UPDATE (2020)</u></a> Identifies potential locations for additional civic and public facilities as well as the expansion of commercial land uses through new development or redevelopment of surrounding properties.
	<a href="#"><u>GUIDE SMYRNA 2040 COMPREHENSIVE PLAN (2017)</u></a> The City's current Council-approved plan for citywide growth and development, including the City's Future Development Plan.
	<a href="#"><u>SMYRNA STRATEGIC PLAN (2021)</u></a> Establishes a strategic overarching vision, goals, and actions for the City's next 3 years, from 2021-2024.
	<a href="#"><u>COBB COUNTY CONSOLIDATED PLAN (2021)</u></a> Addresses special housing and community development needs in Cobb County and its municipalities.
	<a href="#"><u>SOUTH COBB DRIVE CORRIDOR IMPROVEMENT STUDY (2017)</u></a> Collaborative effort between the City and the Georgia Department of Transportation, Cobb County and CobbLinc that formulated concepts for corridor improvements on South Cobb Drive from Concord Road to Windy Hill Road.
	<a href="#"><u>GEORGIA TECH STUDIO SMYRNA CROSSROADS STUDY (2017)</u></a> In coordination with the Spring Road LCI, Georgia Tech developed a vision for the gateway area around Truist Park, including land use, transportation, and economic development.
	<a href="#"><u>SPRING ROAD LIVABLE CENTERS INITIATIVE (LCI) STUDY (2017)</u></a> Focusing on guiding redevelopment along Spring Road corridor from Cobb Parkway to Atlanta Road and identifying appropriate investment projects to improve the aesthetics and functionality of this corridor.
	<a href="#"><u>SMYRNA TRANSIT ANALYSIS &amp; FEASIBILITY STUDY (2020)</u></a> Study evaluating the potential for transit service in Smyrna and adjacent areas of Cobb County.
	<a href="#"><u>COBB COUNTY COMPREHENSIVE TRANSPORTATION PLAN (CTP) UPDATE (2022)</u></a> Countywide plan for transportation improvements in Cobb County and its municipalities.



## DEMOGRAPHICS

### POPULATION

Smyrna, like many areas in metro Atlanta, has experienced significant population growth in recent decades, adding roughly 10,000 new residents per decade from 1980-2010. Population leveled off somewhat between 2010-2020,

growing at 8 percent in that decade to reach just over 55,000 persons (see Figure 1.4). Figure 1.5 shows how Smyrna compares to other selected cities in the north/northwest metro area.

Figure 1.4. Population Change, 1980-2020

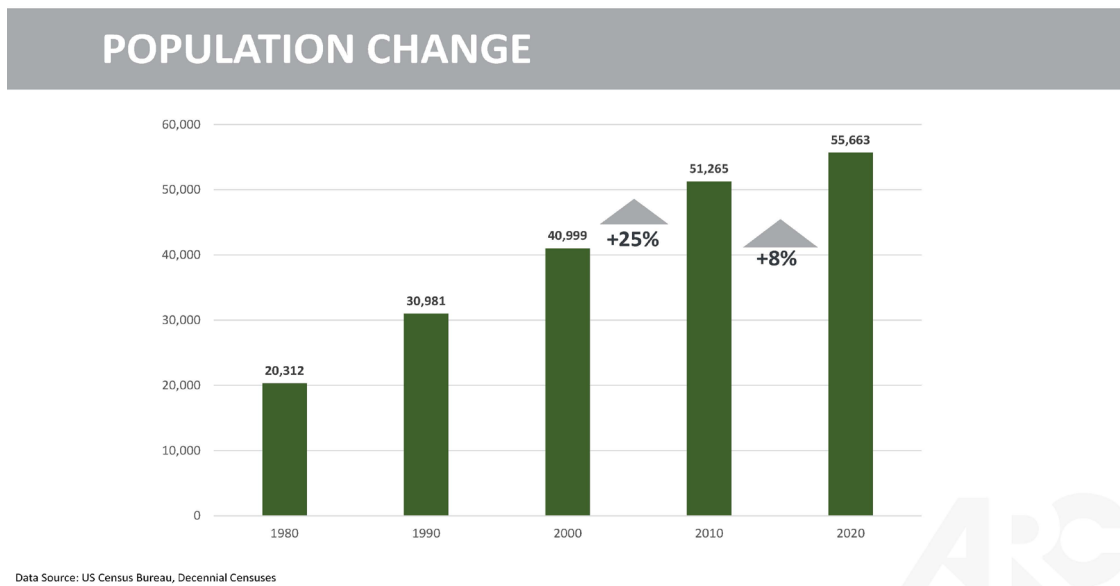
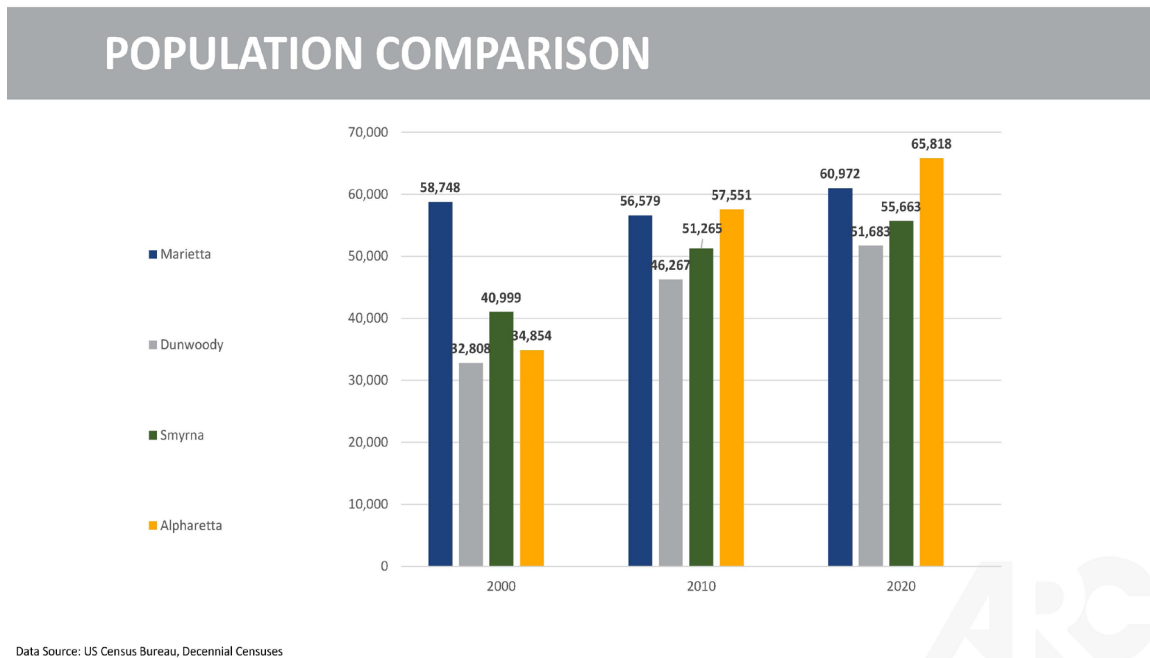


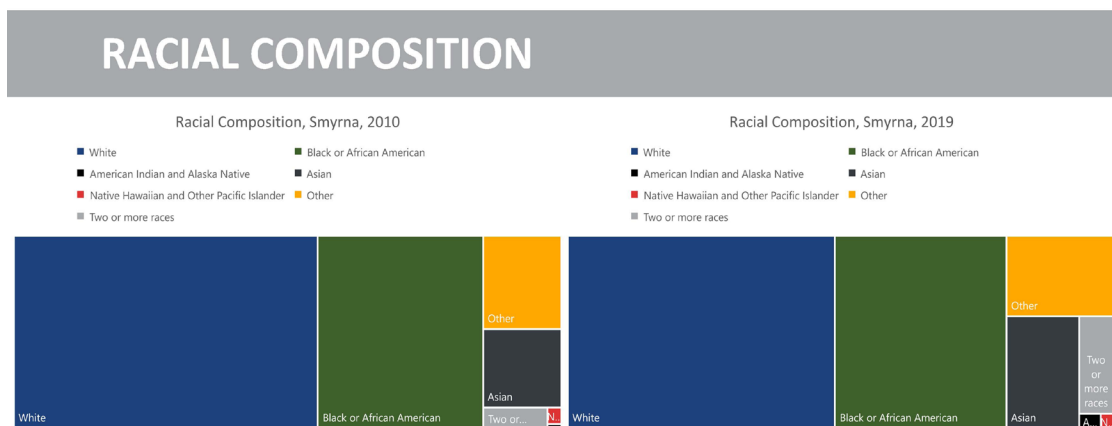
Figure 1.5. Population Compared to Other Northside Cities, 2000-2020



Smyrna has more racial diversity than many peer communities in the region, although its racial and ethnic composition exhibited relatively little change between 2010-2019 (see Figure 1.6). The proportion of black residents hovered around 30 percent, while the proportion of white residents dropped from 55 to 49 percent. There was a modest increase in Asian residents, people of two or more races, and people identifying

as Other in terms of race, during the same period. Between the 2010 and 2020 Censuses, Smyrna's population also shifted from 15 percent Hispanic/Latino to 14 percent. Smyrna's racial composition is fairly similar to that of the 11-county metro area as a whole (see Figure 1.7). The Atlanta region is roughly 12 percent Hispanic, while Smyrna's population is roughly 14 percent Hispanic.

Figure 1.6. Racial Composition, 2010-2019



Smyrna's racial and ethnic composition exhibited very little change over the last decade.

The proportion of black residents hovered around 30% and the city's population dropped from 55% to 49% white. There was a modest increase in Asian residents, people of two or more races, and people identifying as some race other than what is listed above.

Between the 2010 and 2020 Decennial Censuses, Smyrna's population shifted from 15% Hispanic/Latinx to 14%.

Data Source: American Community Survey, 2010 and 2019

Figure 1.7. Racial Composition Compared to Region, 2019



Smyrna's racial composition is quite similar to that of the 11-county metro area as a whole.

The Atlanta region is roughly 12% Hispanic, while Smyrna's population is roughly 14% Hispanic.

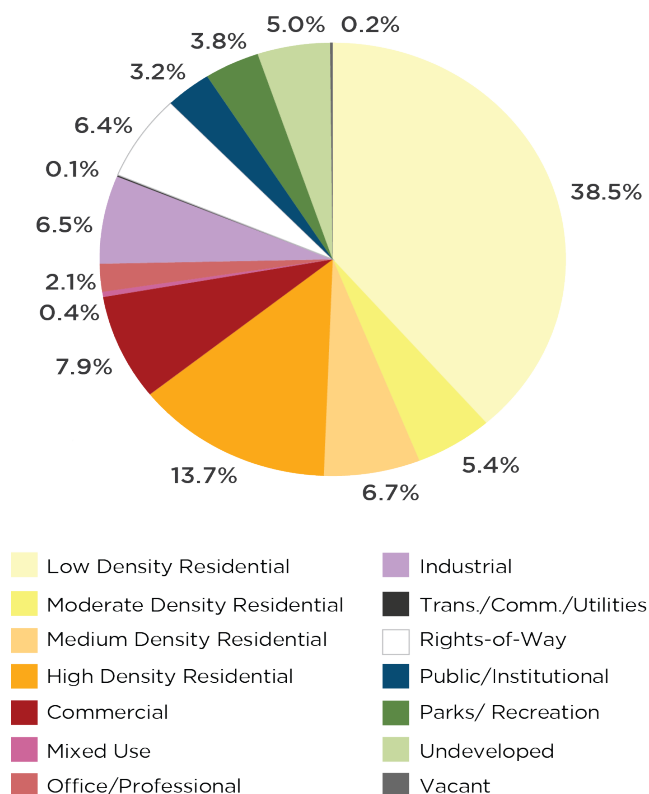
Data Source: American Community Survey, 2019

## LAND USE

### EXISTING LAND USES

The more than 15.5 square miles of land in Smyrna feature a range of existing uses and development types, including residential, commercial, office, industrial, and mixed-use. A detailed inventory and analysis of existing land uses was conducted for the 2017 plan update. As shown in Figure 1.8, in 2017, the most prominent existing land use in Smyrna was residential, accounting for about 64 percent of the land in the city, nearly two-thirds of which was single-family. Just under 17 percent of the city could be classified as employment-based or commercial and industrial. About 13 percent was support-based, used for Transportation/Communications/Utilities, Public/Institutional, and Parks/Recreation/Conservation. Only five percent of land was still vacant or undeveloped. Most adjacent unincorporated land is developed. Together, these factors indicate that most future construction in the city will be in the form of redevelopment. Figure 1.9 provides a spatial view of existing land uses in the city.

Figure 1.8. Existing Land Uses (2017)



### ENVIRONMENTAL CONDITIONS

Smyrna is part of the 15-county Metropolitan North Georgia Water Planning District, which maintains the region's Water Resource Management Plan. That plan brings together water supply and conservation, wastewater management, and watershed management into an integrated document. The City is in compliance with the Water Resource Management Plan's stormwater protection requirements. Regulations for stormwater management, floodplain management and flood damage prevention, stream buffer protection, illicit discharges and illegal connections, and litter control have all been adopted as part of the City's Code of Ordinances.

Smyrna is part of two watersheds: the Upper Chattahoochee Watershed and the Middle Chattahoochee Lake Harding Watershed. Few wetland areas are present within the city, comprising 22 acres along stream banks and ponds. There are no groundwater recharge areas located within Smyrna. The city is in compliance with the Metropolitan River Protection Act's (MRPA) Chattahoochee River Tributary Protection Ordinance and requires 50-foot stream buffers on all state waters, a stricter requirement than mandated by the state.

While the city is largely built out, there are myriad opportunities to enhance environmental protection to ensure the future of the community's mature tree canopy, stream network and connection to the Chattahoochee. There are also opportunities to regenerate and restore streams and other natural systems as part of improvements or conditions tied to new development.

### ZONING & OVERLAY DISTRICTS

Zoning plays a critical role in implementing land use decisions, and current zoning closely mirrors existing land uses. Much like the proportion of residential land uses in Smyrna, two residential zoning categories (R-15 and RAD) cover almost 50 percent of the city. Six overlay districts - including the Downtown Design District, South Atlanta Road, Spring Road, Windy Hill Road, South Cobb Drive, and Concord Road - provide a guide for land use, design, and development in strategic areas of the city (see Figure 1.10).



Figure 1.9. Existing Land Use Map (2017)

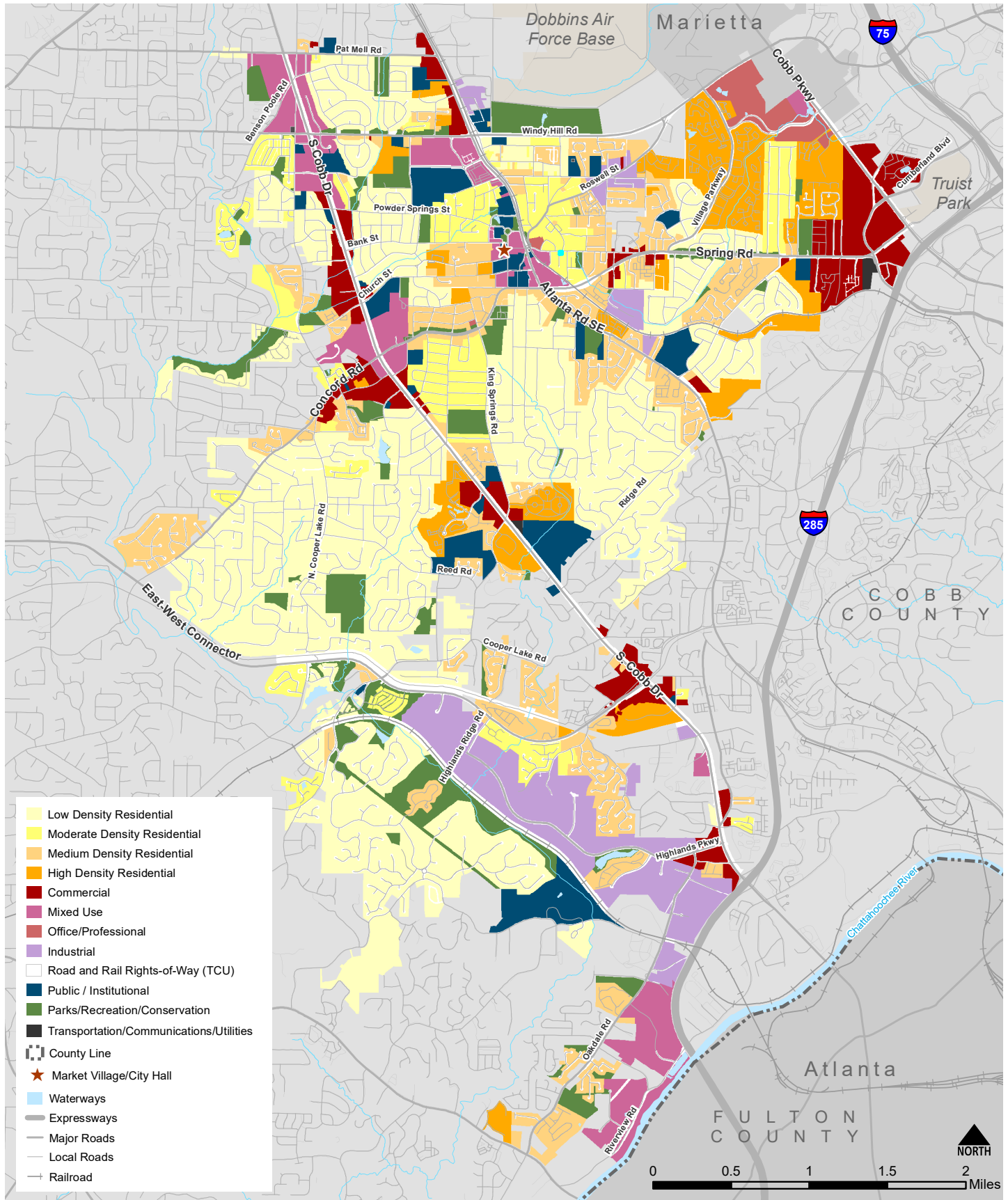
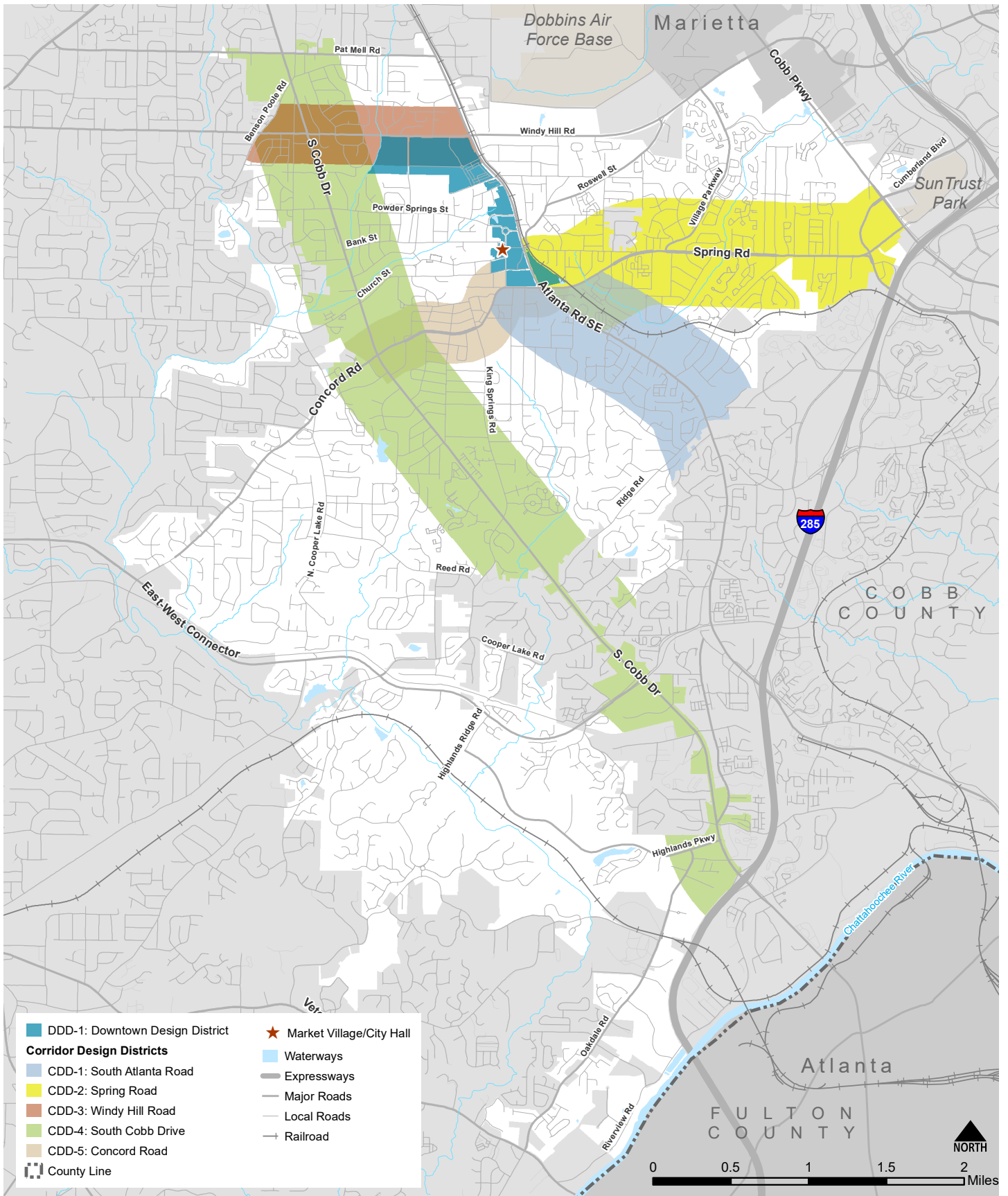


Figure 1.10. Zoning Overlay Map



Sources: City of Smyrna GIS Department; Atlanta Regional Commission

These zoning overlay districts are currently planned along major commercial corridors of the city and the downtown area. Properties can also opt into the Redevelopment Overlay District (ROD), which is not applied to a specific geography and is meant to encourage pedestrian-oriented, mixed-use developments. More information on zoning codes, maps, and other information can be found in the Technical Addendum.

## RECENT DEVELOPMENT TRENDS

Several ongoing and proposed developments indicate high interest in the Smyrna area; many of these are either mixed-use developments or infill housing projects.

Substantial recent infill development and redevelopment have occurred within the Downtown Design Overlay District noted in the previous section. Two prominent projects are Belmont, at the southwest corner of Windy Hill Rd. and Atlanta Rd., and Jonquil, at the northeast corner of Spring Rd. and Atlanta Rd. In the core of downtown at Market Village, the City, with planning and design assistance from Pond & Company,

has developed a recent plan to replace the traffic circle and fountain in front of the library and community center with a large town green and event area with new development activating its edges, including a new brewery/restaurant space (see Figure 1.11).

Continued growth of the area around Truist Park and The Battery, just outside Smyrna to the east, has also created increased development interest in the area, spurring the Spring Road Livable Centers Initiative (LCI) Study.

In general, Smyrna is seeing continued development interest in many areas. Via its plans, codes and overlays, the City will continue channeling denser and mixed-use development to identified key nodes and corridors with heavier infrastructure already in place, planned or conditioned upon new construction. In parallel, Smyrna recognizes the importance of its existing, lower density, single-family residential areas and their character. City officials will work to preserve and enhance these areas.

## DEVELOPMENT TREND: MIXED USE

### WHAT IS MIXED-USE DEVELOPMENT?

Mixed-use development combines multiple land uses within close proximity to each other. It includes both horizontal mixed use, with different uses in separate buildings next to each other, and vertical mixed use, with different uses occupying parts of the same building.

### WHY MIXED USE?

Mixed-use neighborhoods typically offer a convenient, walkable lifestyle, giving people a place to live, work, and play without relying on a car for every trip. Because they bring users to the area at different times of day for a variety of purposes, they tend to be more vibrant and interesting places than areas that serve a single purpose.

### WHAT'S HAPPENING IN SMYRNA?

Recent development in Smyrna and throughout metro Atlanta have trended toward mixed use, including Market Village, Belmont, and Jonquil. As of 2021-2022, the Market Village area is planned to be partially redeveloped, replacing the traffic circle and fountain in front of the library and community center with a town green and additional new development - including a brewery/restaurant space.



▲ Market Village is a signature mixed-use development in Smyrna, combining restaurants, shops, small offices, residences, civic facilities, and park space within a walkable area connected to the adjacent neighborhood. It was most frequently selected as participants' favorite place in Smyrna during the 2017 community engagement process and was reaffirmed as a



Figure 1.11. Market Village Redevelopment Concept Plan (2021)

## RECOMMENDED CONCEPT PLAN - 10/15/2021

### GREENSPACE ENLARGEMENT



★ VIEW LOOKING NORTH WEST ACROSS FLEXIBLE LAWN SPACE



★ VIEW LOOKING EAST ACROSS INTERACTIVE WATER FEATURE



## TRANSPORTATION

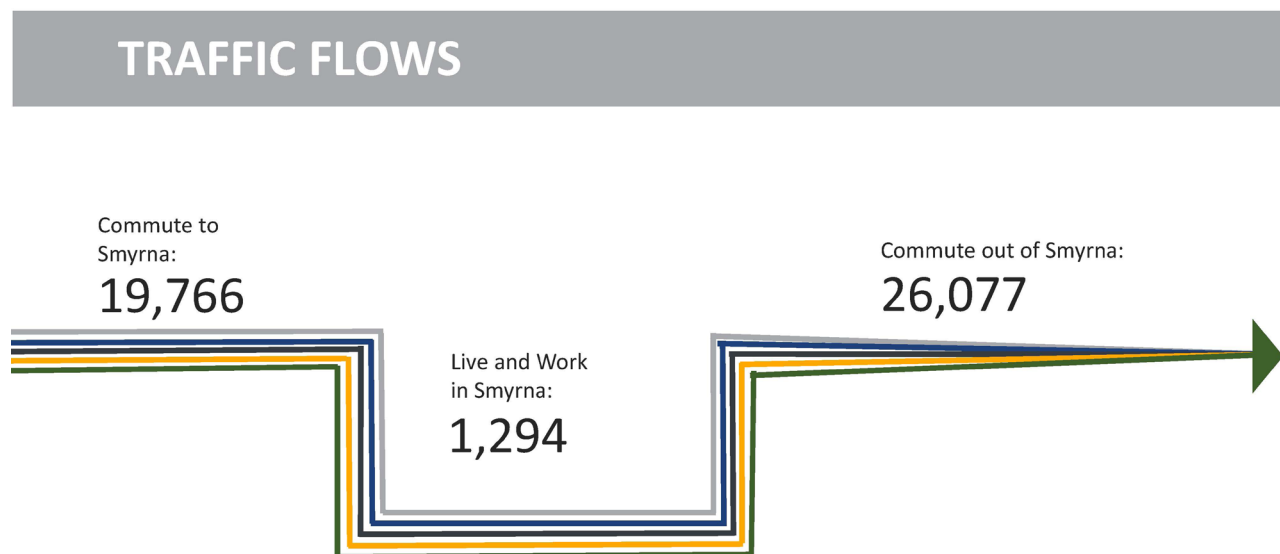
### TRANSPORTATION PATTERNS/BEHAVIOR

Given Smyrna's location in one of metro Atlanta's core counties and its proximity to multiple major regional employment centers, the city exhibits multi-directional transportation patterns and behaviors. Figure 1.12 shows daily commuting flows in and out of Smyrna. Almost 20,000 people commute into Smyrna each day for work, while just over 26,000 leave the city for work. Only about 1,300 individuals both live and work in the city limits.

As depicted in Figure 1.13, Smyrna residents work in a wide range of locations in the region but with a notable pull toward major employment centers to the northeast and east, which creates implications for the transportation network for those affected corridors. Figure 1.14 shows that workers in Smyrna live in a widely distributed range of locations, with slightly higher concentrations traveling to Smyrna from the north and northwest.

In terms of transportation modes (see Figure 1.15), almost 90 percent of the city's employed residents use a car to get to work each day. The vast majority (84 percent) drives alone, while about 5 percent of workers carpool. One percent of residents use public transportation, and 9 percent work from home (as of 2019, pre-COVID). Commute times vary, but nearly 70 percent of workers spend between 15-44 minutes on their trip to work; 38 percent spends 15-29 minutes, while 30 percent spends 30-44 minutes (see Figure 1.16)

Figure 1.12. Commuting Flows In/Out of Smyrna

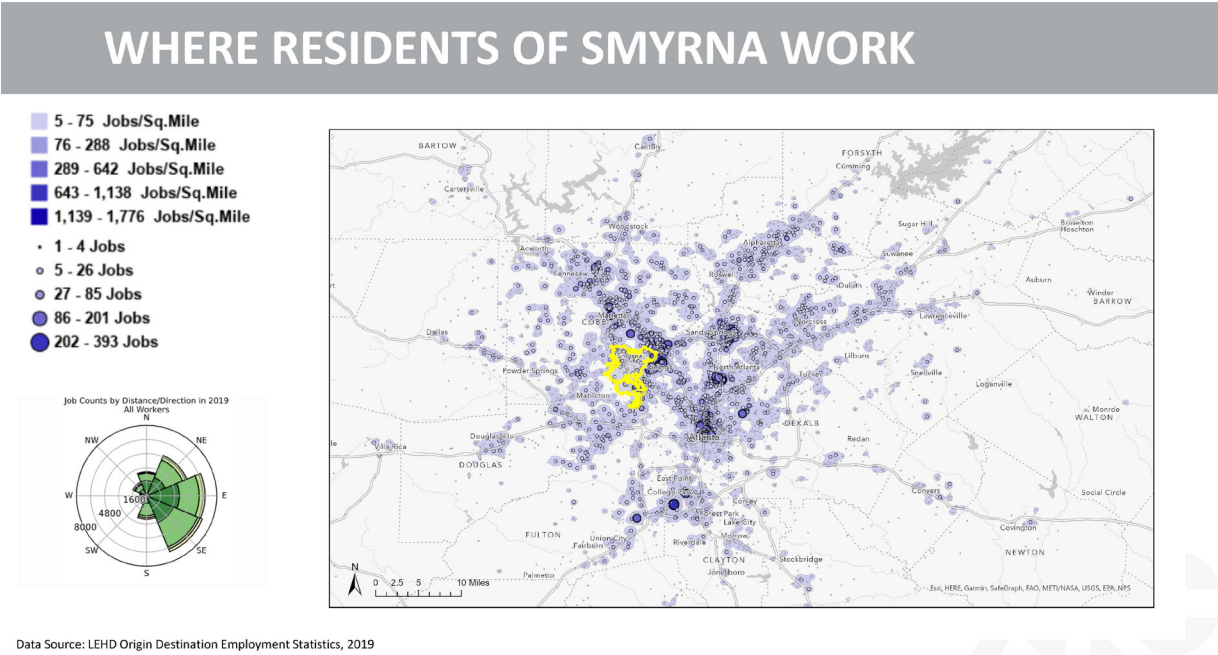


Data Source: LEHD Origin Destination Employment Statistics, 2018

ARC

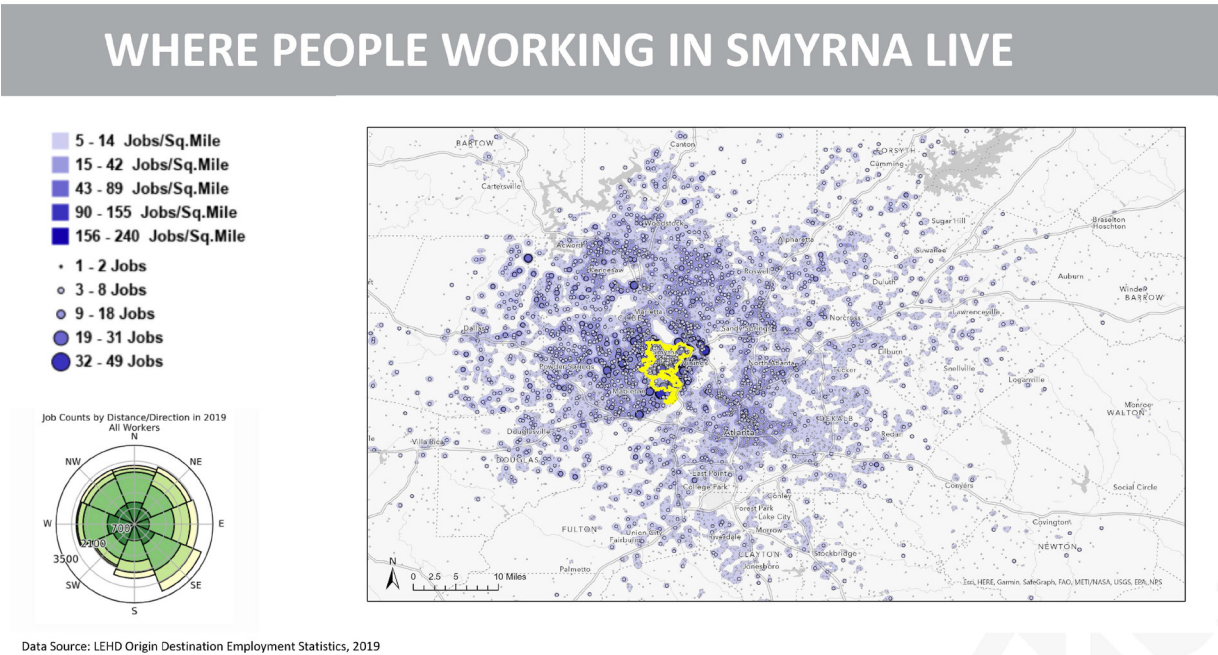


Figure 1.13. Where Smyrna Residents Work



Data Source: LEHD Origin Destination Employment Statistics, 2019

Figure 1.14. Where Smyrna Workers Live

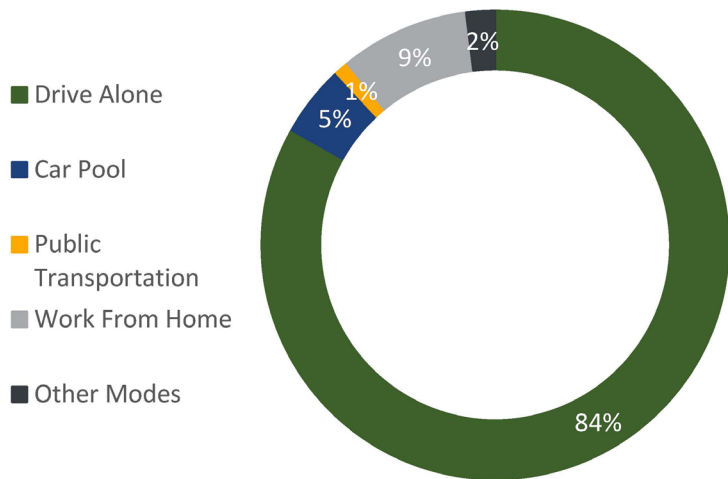


Data Source: LEHD Origin Destination Employment Statistics, 2019



Figure 1.15. Smyrna Residents' Mode of Transportation to Work

## MODE OF TRANSPORTATION



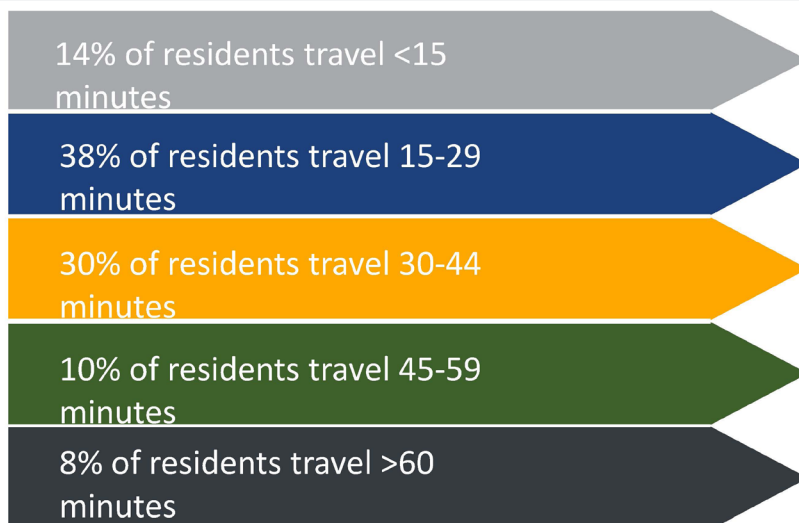
Nearly 90% of residents use a car to get to work each day. The vast majority of those drive alone, while about 5% of workers carpool. 1% of residents use public transportation, and 9% work from home (in 2019, pre-COVID).

Note: This data does not reflect the influence of the pandemic on transportation.

Data Source: American Community Survey 2018

Figure 1.16. Smyrna Residents' Commute Time

## COMMUTE TIME



Data Source: American Community Survey, 2019

## ROAD NETWORK

Smyrna enjoys direct connection to high-capacity interstate highways and principal arterials including I-75, I-285, SR 41 (Cobb Parkway), and the East-West Connector. This wealth of connectivity to major arterials, however, is fed through an abundance of small, residential road networks which lack cohesive connection. As evaluated in 2017, of the 225.7 total linear miles of roadway in Smyrna, 91.5 miles (41 percent) were single outlet roads, which do not contribute to effective and efficient network connectivity. This is a result of a historical pattern of low density, suburban development, creating an inefficient and disconnected roadway system. Figure 1.17 shows Smyrna's road network as of 2022.

A variety of projects and plans impact the road network in Smyrna. There are currently \$63 million in local transportation projects scheduled to be completed before 2023 through the Special Purpose Local Option Sales Tax (SPLOST) alone. This network of roads is supported by a variety of parking options, with various public and private garages, surface lots, and on-street parking locations throughout Smyrna.

## ACTIVE TRANSPORTATION

Local networks have contributed to challenges in Smyrna's active transportation infrastructure. Active transportation is any form of transportation that is human-powered, the most significant form of which in Smyrna is sidewalks. Sidewalks are present along most major roads, but their presence, quality, and connectivity is less consistent within residential neighborhoods.

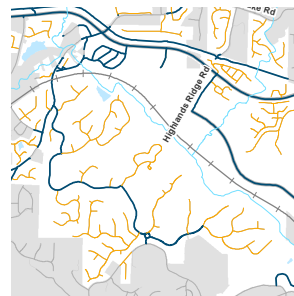
In addition to sidewalks, Smyrna has four major cycle routes: the Atlanta Road and Spring Road Shared Paths (together known as the Mountain to River Trail), the Concord Road Shared Path, the Village Parkway Shared Path, and the Silver Comet Trail (see Figure 1.18). These paths are primarily used for recreational purposes rather than daily commuting or other needs, due to the widespread issue of a disconnected street grid preventing easy access to the path network.

## IMPACT OF NETWORK CONNECTIVITY

Within a road network, some roads connect to more than one other road (multiple-outlet roads) and others, such as culs-de-sac, only connect to one other road (single-outlet roads). The prevalence of single-outlet roads in Smyrna limits alternative routes, increases the distance traveled between destinations, and contributes to congestion.



◀ Most of the roads in the northern part of the city have multiple outlets, allowing for a variety of potential routes, helping to alleviate congestion, and accommodating a range of potential development types.

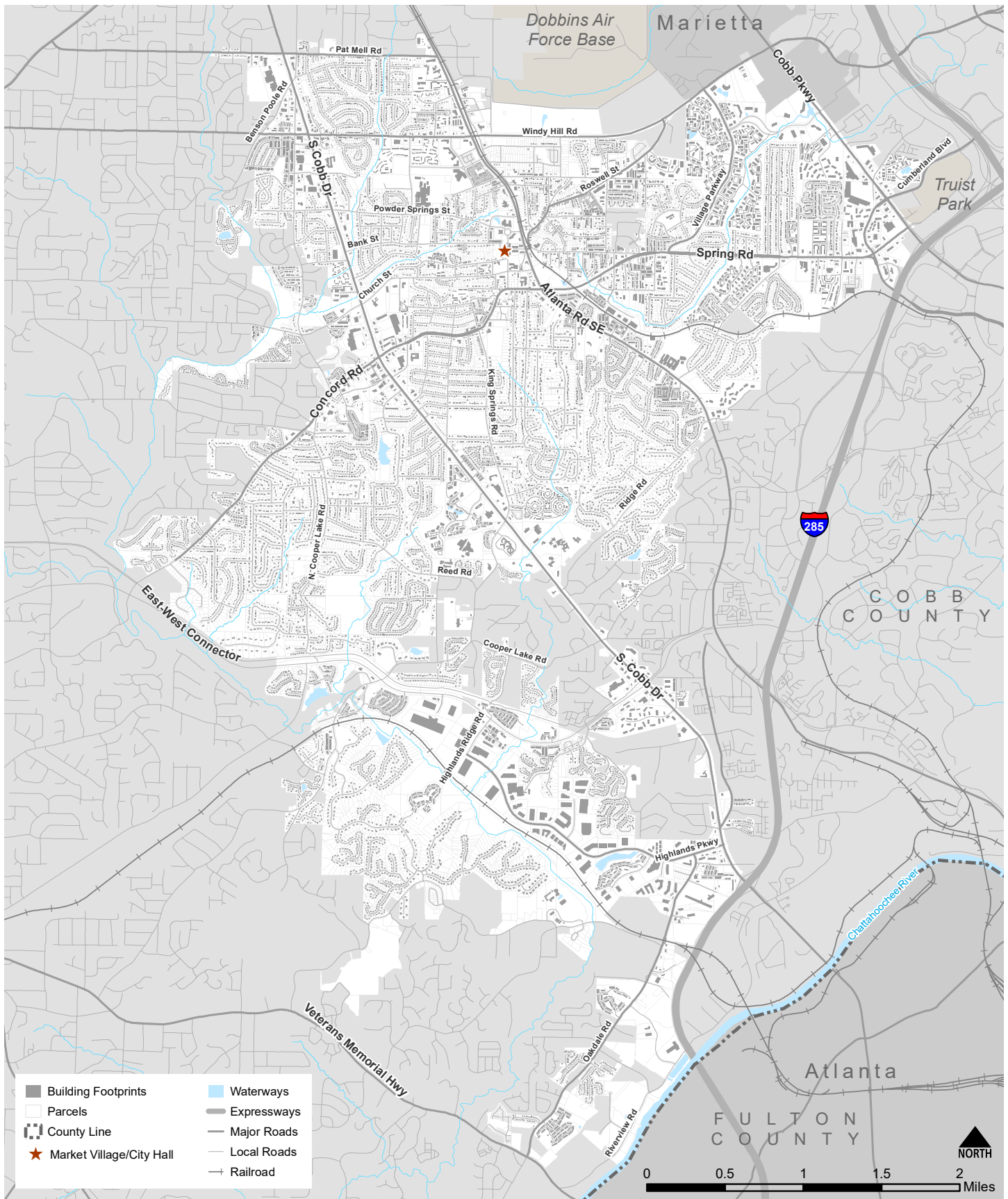


◀ In the southern part of the city, most roads are single outlet, which can put strain on major roads and largely limits potential development to residential uses.

Multiple-outlet roads

Single-outlet roads

Figure 1.17. Road Network Map



Sources: City of Smyrna GIS Department; Atlanta Regional Commission



Smyrna has worked diligently with Cobb County, the City of Marietta and other partners to connect its trail system to those jurisdictions. These partnerships have yielded the Silver Comet to Cumberland Connector and ensuring that the Mountain to River Trail connects all the way through downtown Marietta.

Community member input received during the 2022 plan update suggests a strong desire for continued improvements in active transportation infrastructure and connectivity, including for commuting and accomplishing daily needs versus recreation alone.

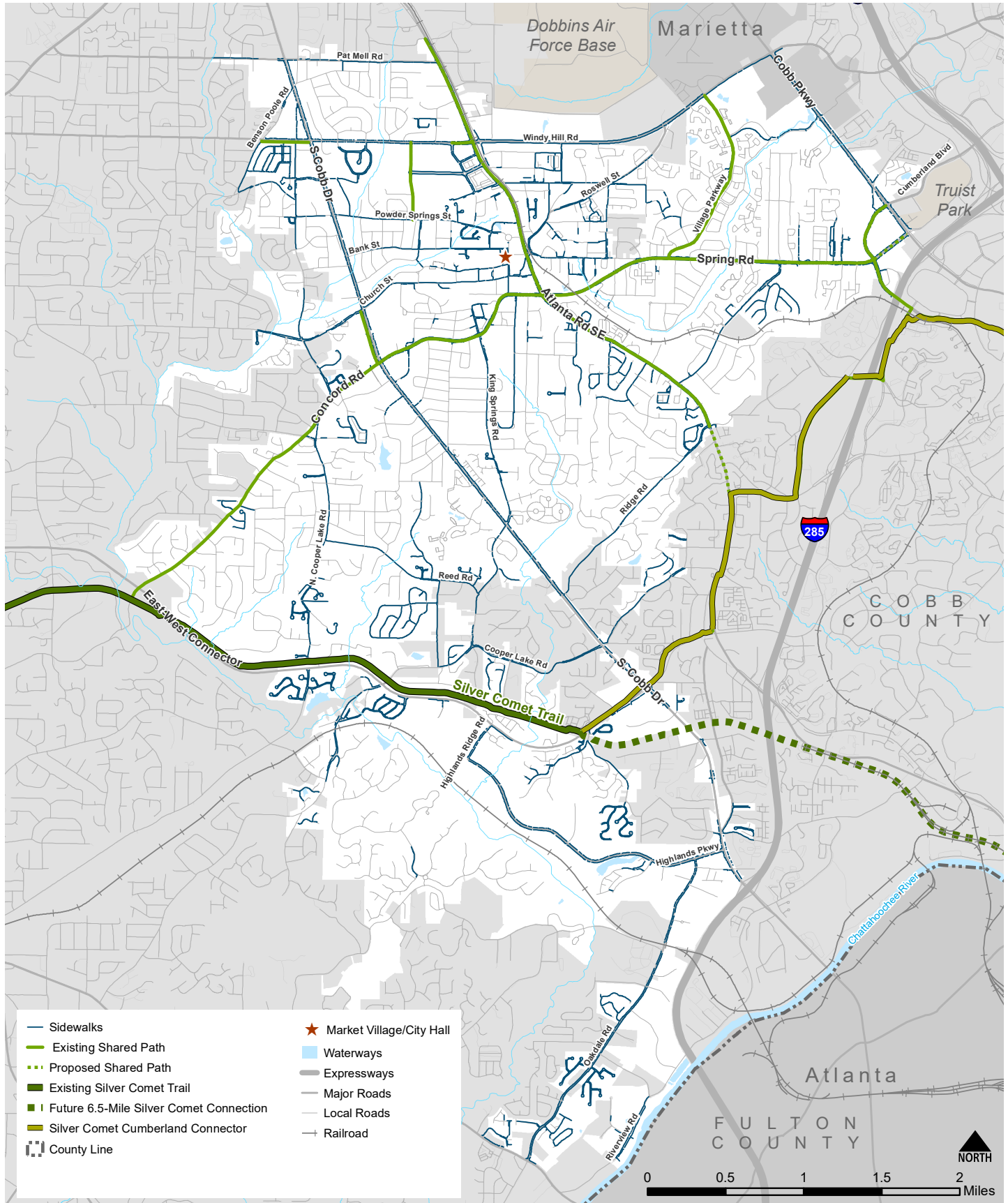


## TRANSIT

Additional transportation options include public transportation provided by CobbLinc, which operates between Cobb County and Downtown Atlanta. Four services operate within the City of Smyrna, including bus routes 10, 15, 20, and 25. While CobbLinc operates 100 buses on 18 routes, transit in Smyrna connects to limited destinations with infrequent service.



Figure 1.18. Bicycle and Pedestrian Facility Map



Sources: City of Smyrna GIS Department; Atlanta Regional Commission



## HOUSING

### HOUSING STOCK

Smyrna's housing stock consists of a variety of different types of both single-family and multi-family homes. As of the 2017 comprehensive plan update, roughly 59 percent was single-family - including both detached and attached units - and 41 percent was multi-family. Looking back at the previous decade, Smyrna added approximately 1,600 units (of any kind) to its total stock. The city's housing stock did not change dramatically during that decade, although Census data suggests a decline in the supply of smaller multi-family properties and an increase in the number of larger multi-family product (see Figure 1.19).

As of the 2017 plan update, nearly 80 percent of the housing stock was built in 1970 or later, with most of the older housing units located in the northern half of the city. Newer single-family homes have been built both as subdivisions in the southern part of the city and as infill housing within older neighborhoods. While much of the housing stock in Smyrna is located in single-family neighborhoods, high density residential is located along major corridors, contributing to a more urban layout promoting live/work/play environments.

Figure 1.19. Smyrna Housing Types, 2010-2019

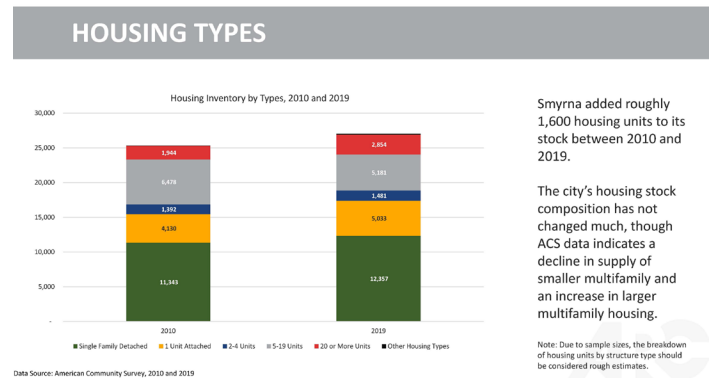


Figure 1.20. Housing Tenure, 2010-2019

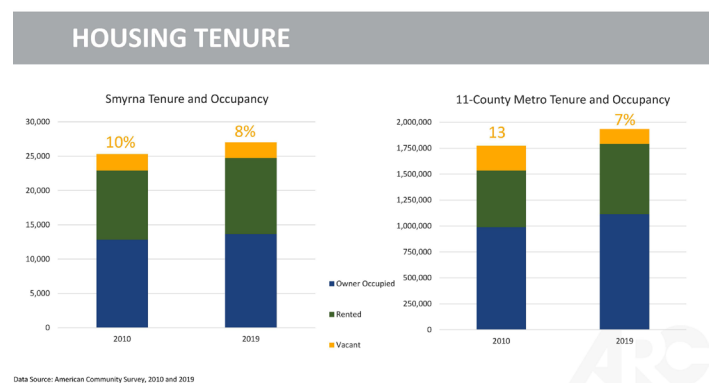
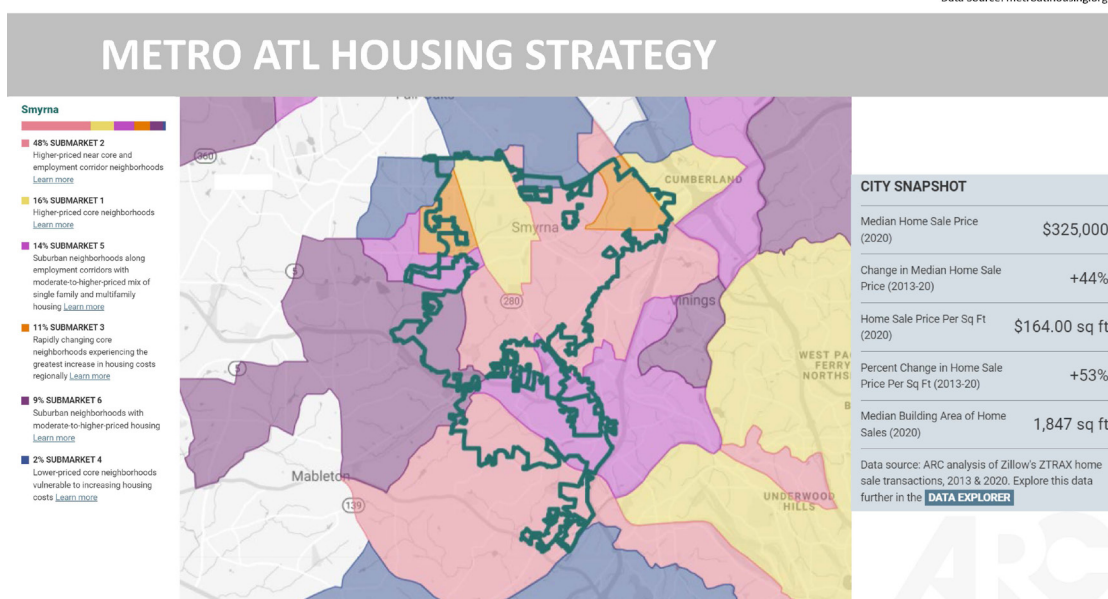


Figure 1.21. Metro Atlanta Housing Strategy Data



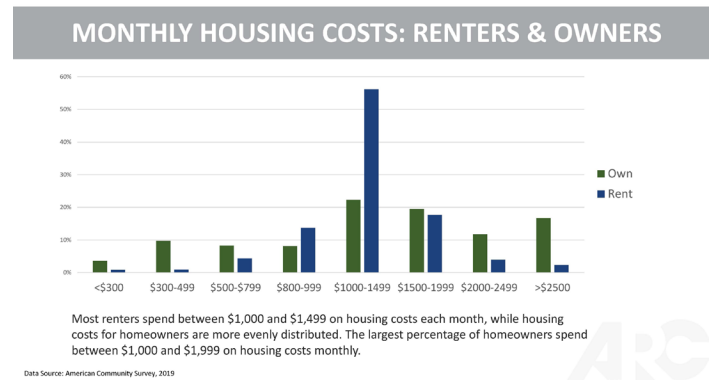


As of 2019, housing vacancy (owners and renters combined) hovered at eight percent, decreasing from 10 percent in 2010. Just over half of housing units were owner-occupied in 2019. Both of these statistics roughly mirror those of the region (see Figure 1.20).

## HOUSING COST AND OTHER INDICATORS

Figure 1.21 shows a snapshot of Smyrna's housing cost and other important indicators taken from the Metro Atlanta Housing Strategy ([metroatlhousing.org](http://metroatlhousing.org)). The median home sale price in Smyrna in 2020 was \$325,000, representing a 44 percent increase from 2013 (53 percent if judged per square foot). The Strategy classifies the metro region into submarkets based on characteristics such as average sales price, age, type, and size. These submarkets cross city and county lines and include non-contiguous sections. According to the Strategy, 48 percent of Smyrna's land area is classified as Submarket 2, which describes neighborhoods relatively near the region's core and major employment corridors, with a mix of newer and older higher-priced homes and higher rents.

Figure 1.22. Monthly Housing Costs



Monthly housing costs in Smyrna vary substantially between owners and renters. Most renters spend between \$1,000 and \$1,499 on housing each month, while costs for owners are more evenly distributed. The largest percentage of owners spending between \$1,000 to \$1,999 each month.

## DEVELOPMENT TREND: INFILL

### WHAT IS INFILL DEVELOPMENT?

Infill development refers to building within an already established area, rather than on an undeveloped greenfield site.

### WHY INFILL?

Infill development typically occurs in built out urban areas where there is limited undeveloped land available, or to conserve remaining natural land. Because it utilizes existing infrastructure and helps preserve natural land, it is a more sustainable and economical alternative to greenfield development.

### WHAT'S HAPPENING IN SMYRNA?

Smyrna has limited remaining undeveloped land, making infill a preferred and necessary approach to development. The primary form of infill development in Smyrna is in the context of residential development; typically replacing an older home with one or more new homes. It can also take the form of commercial or mixed-use development, such as the recent conversion of an aging strip mall in the center of the city into the Belmont development.



▲ A map of the age of homes in Smyrna shows a historic trend of infill development in the northern part of the city. Around Market Village, in Williams Park, and in other nearby neighborhoods, new construction has already come alongside older homes in established areas.

Year Built	1950-1959
Pre-1900	1960-1969
1900-1909	1970-1979
1910-1919	1980-1989
1920-1929	1990-1999
1930-1939	2000-2009
1940-1949	2010-2016

## ECONOMIC DEVELOPMENT

### INCOME AND EMPLOYMENT OVERVIEW

As shown in Figure 1.23, Smyrna's median household income as of 2019 was \$76,444, a roughly 40 percent increase from 2010. Household income distribution is spread fairly evenly across several bands, predominantly among the four earning groups above \$50,000. Both of these statistics suggest a strong

and balanced economic profile. However, there is a wide disparity between median household income for homeowners versus renters (see Figure 1.24). Rental households are not universally comprised of young, single adults with no dependents; very often these households have multiple working adults or children, or both.

Figure 1.23. Median Household Income and Distribution

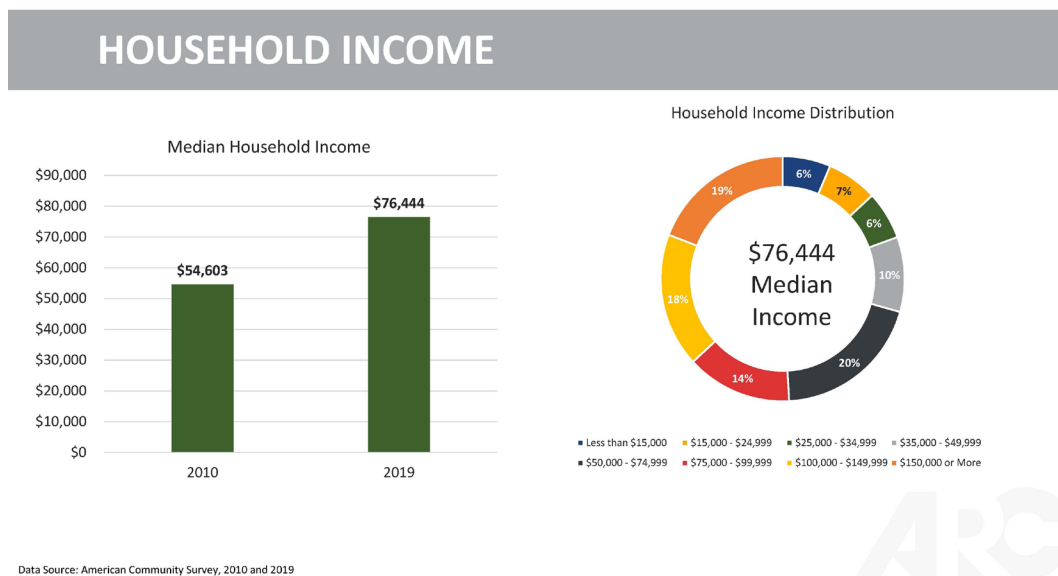
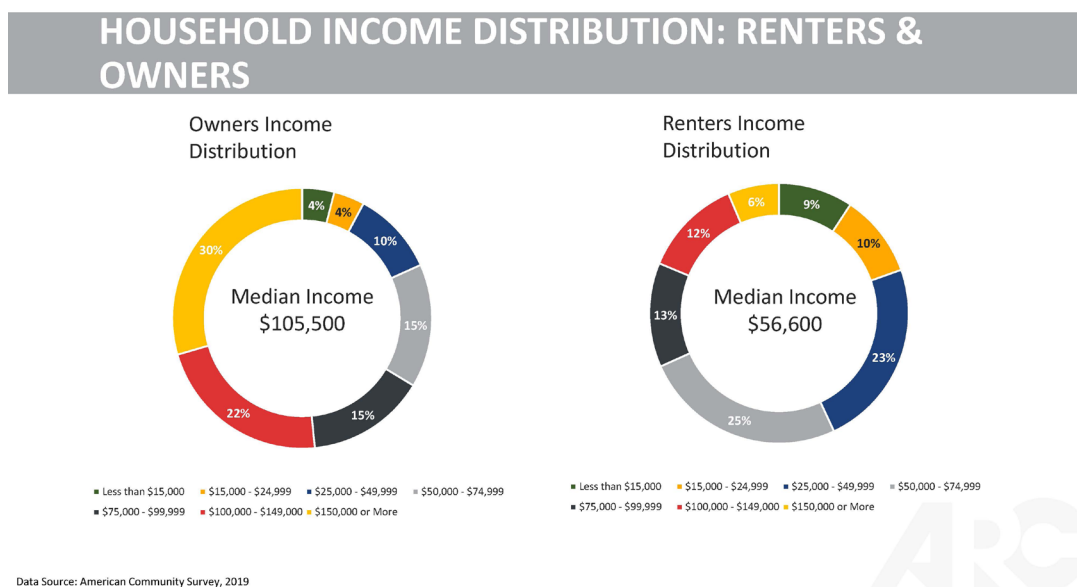


Figure 1.24. Household Income Distribution: Renters vs. Owners



In terms of employment opportunities in Smyrna, the largest industry by far is Professional, Scientific, and Technical Services, followed rather distantly by Accommodation/Food Services and then Retail Trade. These are jobs located in the city that employ both residents and non-residents (see Figure 1.25). The

largest industry among the city's residents is also Professional, Scientific, and Technical ServicesT, followed fairly closely by Healthcare and Social Assistance. These are jobs held only by Smyrna residents at locations both inside and outside Smyrna (see Figure 1.26).

Figure 1.25. Workplace Area Characteristics

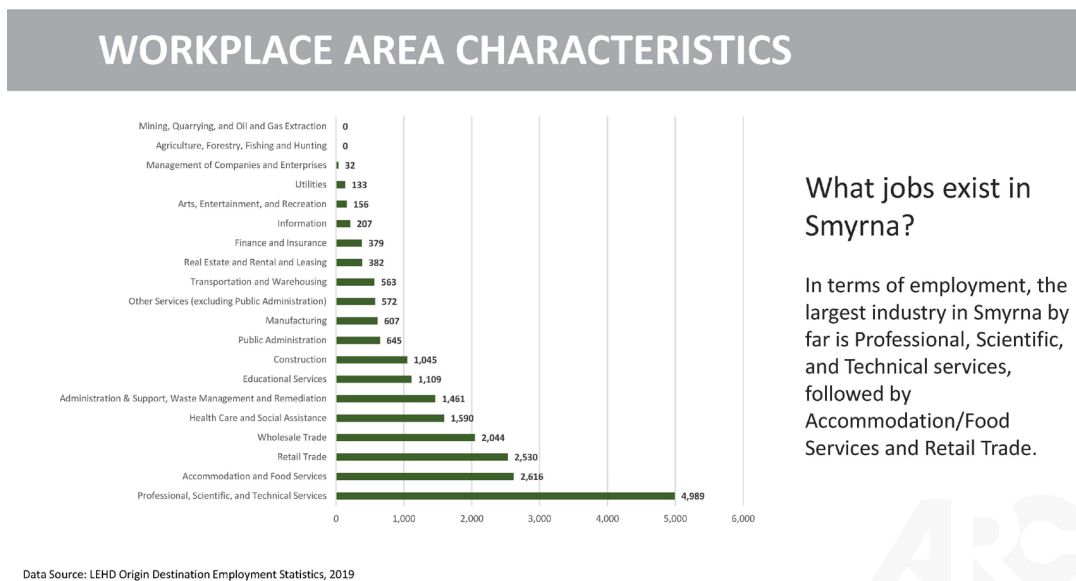
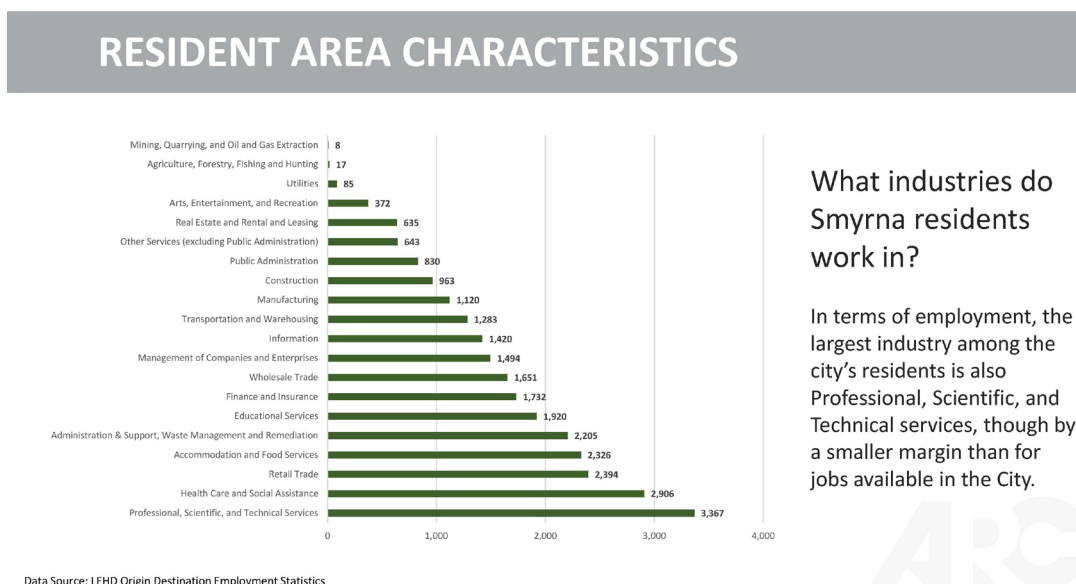


Figure 1.26. Resident Area Characteristics





## LOCAL & REGIONAL ECONOMIC PLANS

Economic development is a “team sport,” as seen not only by the number of Smyrna residents employed outside of the city but also by the number of non-residents employed in the city. Therefore, economic planning requires partnerships, collaborations, and ongoing communication with other municipalities and regional organizations. Smyrna employs a full-time economic development director to carry out priorities locally, in alignment with the Comprehensive Plan, the recently adopted Strategic Plan, and other guiding documents.

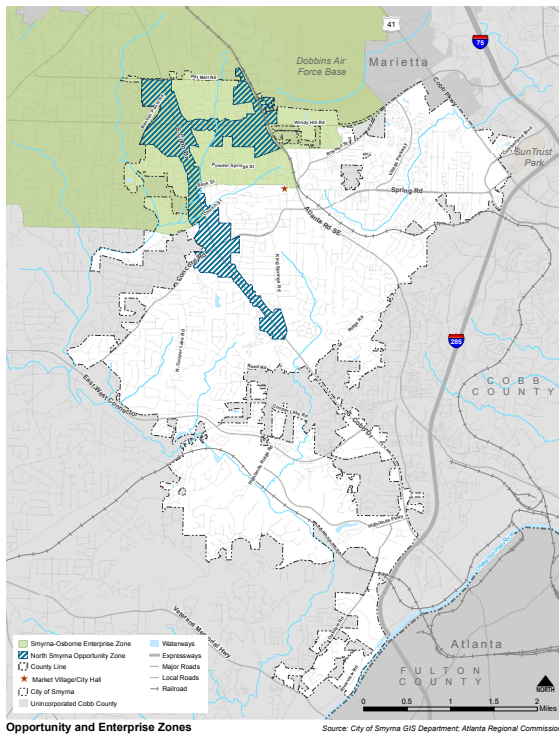
However, various other economic plans impact the economic development of Smyrna, such as Cobb’s Competitive EDGE and the Atlanta Regional Commission’s Comprehensive Economic Development Strategy (CEDS). These economic planning efforts are detailed in Figure 1.27 and have been reviewed as they relate to the future of Smyrna’s economic development. Further details can be found in the Technical Addendum.

The City of Smyrna also offers several incentive programs for businesses, including an opportunity zone, an enterprise zone, and various fee waivers. (See Figure 1.28.)

Figure 1.27. Economic Development Partners and Resources



Figure 1.28. Opportunity Zones and Enterprise Zones

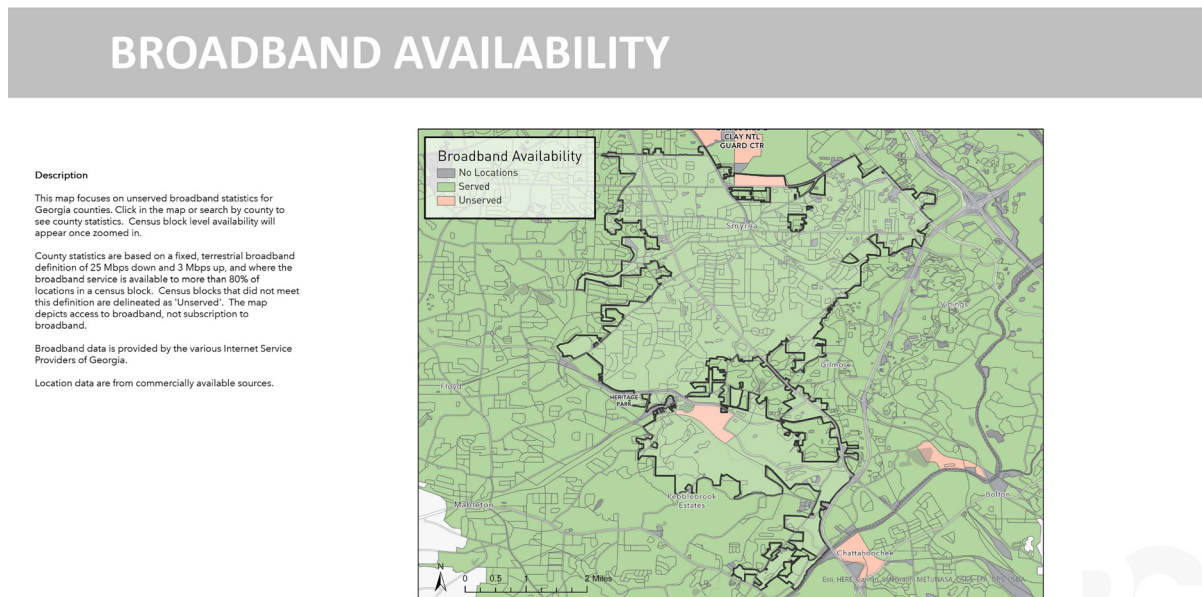


## BROADBAND

Access to high-speed internet (“broadband”) is a critical economic development and infrastructure goal for the State of Georgia’s current and future competitiveness. Each local government must include in its Comprehensive Plan a discussion of broadband access and availability and an action plan for any unserved areas.

According to Figure 1.29 below, which uses information from the Georgia Broadband Center and the Federal Communications Commission (FCC), broadband is widely available in Smyrna, with nearly all of the city’s footprint having access. A relatively small unserved area exists within two adjacent light industrial areas along United Drive and Highlands Ridge Road, on the south side of East-West Connector and the Silver Comet Trail. City leaders and broadband providers should develop plans to serve this area. Broadly speaking, Smyrna has excellent broadband access and would be well positioned to pursue certification as a Broadband Ready Community or designation of facilities and developments as Georgia Broadband Ready Community Sites.

Figure 1.29. Broadband Availability



Data Source: Georgia Broadband Center and Federal Communications Commission, 2021

## COMMUNITY FACILITIES & RESOURCES

### COMMUNITY FACILITIES

The Smyrna community has earned a reputation as a community of excellence in both services and treasured public amenities. With 28 park facilities in Smyrna, residents enjoy 304 acres of parklands, trails, and greenspace. Five new parks were added to the city as a part of the 2005 Parks Bond. Additionally, senior services are run through the Wolfe Center, hosting programs for 930 members as of 2014.

### PUBLIC SAFETY & FACILITIES

Key public services and facilities in the city include the police department, fire department, sanitation services, and water and sewer services.

- **Police Department:** The Smyrna Police Department has 97 sworn officers, 20 jail employees, and 11 administrative staff members. The city is serviced by a 24/7 E-911 center with an operating budget of more than \$1.6 million in 2017. A recent increase in arrest and citation percentages and a decrease in serious crime are attributed to shifts in community policing.
- **Fire Department:** The City of Smyrna Fire Department operates and maintains nine pieces of emergency response equipment and has 80 career employees.

**Sanitation Services:** More than 13,000 tons of municipal solid waste are collected by Smyrna's residential Sanitation and Recycling Division, a division of the Public Works Department, through a contract with Smyrna Transfer Station LLC. Recycling bins are provided to all city residents, and recyclable materials are processed at Cobb County's WestRock single stream facility. Materials not collected at curbside can be brought to the City's Recycling Center.

- **Water and Sewer Services:** 240 miles of water lines and 130 miles of sewer lines are serviced by the City of Smyrna Public Works Department. Part of the city falls under the Cobb County Water System service area.

### FACILITY IMPROVEMENTS

Key facility and resource updates in Smyrna include improvements to the City's Recycling Center, replacement of the roof at Wolfe Pool, renovation of the Tolleson Park Pool Building, completion of the Concord Road Linear Park project, installation of the Atlanta Road and Spring Street shared paths, and the recently constructed Smyrna Elementary School. There are eight elementary schools, two middle schools, and one high school serving the Smyrna area, all of which are managed and operated by Cobb County School District. Historic resources in Smyrna include Brawner Hall, and the Chattahoochee River Line.

#### FAST FACTS

**304**  
ACRES OF  
parklands,  
trails, & GREEN  
SPACE

**28**  
PARK  
facilities

**98** sworn  
POLICE OFFICERS

**80** career  
FIREFIGHTERS

**1** HIGH school  
**2** MIDDLE schools  
**8** ELEMENTARY schools

**370** MILES of serviced  
WATER & SEWER lines



## NEEDS AND OPPORTUNITIES

Smyrna's needs and opportunities were identified based on the assessment of existing conditions, input from the community, and refinement from the Steering Committee and City staff. Input gathering was framed around strengths/opportunities to build on and challenges to be addressed. The needs and opportunities are connected to the Goals and Policies, future land use recommendations, and implementation actions detailed later. They are organized into land use, transportation, housing, economic development, and other issues, as shown below.



### LAND USE

- LU1. Key nodes and corridors are opportunities for walkable, mixed-use development and infrastructure investment.
- LU2. The City's development regulations need adaptability and flexibility to accommodate adaptive reuse and redevelopment.
- LU3. Infill development needs to be compatible with its surroundings.
- LU4. High design standards are a priority for both new construction and renovation/adaptive reuse.
- LU5. The character of Smyrna's single-family residential neighborhoods should be maintained and enhanced.

### TRANSPORTATION

- T1. Smyrna needs enhancement and expansion of transit to reduce car dependency and compete in the region.
- T2. Congestion on major roads at peak times remains a challenge.
- T3. Continued development of bicycle/pedestrian/trail networks - particularly off-street - is a critical need.

### HOUSING

- H1. Smyrna needs diversification of housing types to retain and attract a range of residents and compete with other areas. "Missing middle" housing is a target opportunity.
- H2. Home ownership and neighborhood stability and enhancement remain priorities for the City.
- H3. Quality of life should be maintained and enhanced in residential areas.

- H4. Context-appropriateness is central to regulating new housing densities.

### ECONOMIC DEVELOPMENT

- ED1. Activity centers and priority redevelopment areas are key opportunities for economic activity.
- ED2. Continued growth around The Battery/Truist Park and in the Cumberland CID should be leveraged to grow Smyrna's economic base.
- ED3. Business retention, recruitment, incentives, and entrepreneurship are priority needs.
- ED4. The community's civic/volunteer ecosystem is an asset for supporting economic development.

### PUBLIC SERVICES AND QUALITY OF LIFE

- Q1. Continued coordination with Cobb County Schools is essential to support school excellence and to link growth with school capacity.
- Q2. Additional parks and greenspace are needed.
- Q3. Arts and culture, including public art, are community needs that should be expanded.
- Q4. The community needs a strategic approach to annexation, especially of unincorporated "islands."
- Q5. The City needs better signage and beautification at key gateways.
- Q6. The City has many historic assets that help define its identity and need further support.
- Q7. Smyrna's tree canopy and streams are assets that deserve stronger attention and protection.
- Q8. The Riverview Landing/Chattahoochee River frontage is a unique asset to continue to leverage.

*This page intentionally left blank.*