

Project A-788  
Technical Report No. 2

INDUSTRIAL DISTRICTS AND SITE AREAS  
IN COBB COUNTY, GEORGIA

Prepared for  
Cobb County Chamber of Commerce  
Marietta, Georgia

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## Summary

The present report concludes a two-stage study of the industrial site situation in Cobb County, begun in the early summer of 1964. The initial report emphasized the limited availability of industrially suitable land, due primarily to the relatively rugged terrain of the county, particularly in those areas traversed by railroad routes. The coming of the new Federal interstate highways was considered helpful to the general county site situation and to certain areas specifically, especially if county connector highways are improved. The encroachment of residential housing was cited as further limiting the industrial site possibilities, while the lack of county-wide sewerage and inadequate water mains in some county areas were shown to be handicapping Cobb County's industrial development.

In this initial report of the preliminary appraisal of Cobb County's industrial land potential were included descriptions of three existing industrial districts and of 13 site areas ranging up to 2,000 acres in extent. These potential site areas were described mainly with respect to their accessibility to transportation and utilities and their topographic feasibility, without regard to ownership.

The present report further amplifies and refines the information and data on the site areas selected in the preliminary investigations. Property ownerships have been of particular importance in this second stage of the study, since the task of assembling sizable acreages of industrial land is directly in proportion to the number of ownerships involved. Because of undue multiplicity of ownerships, one of the initially selected site areas has been removed from further industrial consideration. This ownership factor, in truth, has reduced substantially the apparently available acreage in most of the remaining site areas. On the other hand, the additional field investigations of this second stage have added to the industrial land potential of the Powder Springs and Marietta areas, have developed the possibility of bringing rail service to the site area east of Kennesaw, and have revealed commencement of a fourth industrial district in the South Cobb area along the Chattahoochee River.

In this final appraisal of the Cobb County industrial site situation, the area south of Kennesaw still remains the best large potential site area to be found in the county at the present time. The South Cobb area along the Chattahoochee River, despite the present lack of rail service, appears to

have an excellent potential. The existing Cobb-Marietta Industrial Park at Marietta, under current plans for its expansion, should have no difficulty in growing to the full extent of its limited acreage; the coming of Interstate 75 should stimulate substantially the future growth of this district and the expansion of industry into the other lands adjacent to this new superhighway route. A more limited but nonetheless attractive non-rail site situation exists near Marietta in the Franklin-Delk road area, which is favored by two interchanges to Interstate Highway 75.

In addition to the descriptions of site areas in the present report, each is supplemented by property-line and topographic maps and, in most instances, by aerial photographs. In experienced hands, this assemblage of information, used in conjunction with the findings of the initial report, makes possible independent appraisal of the potential of any specific site area.

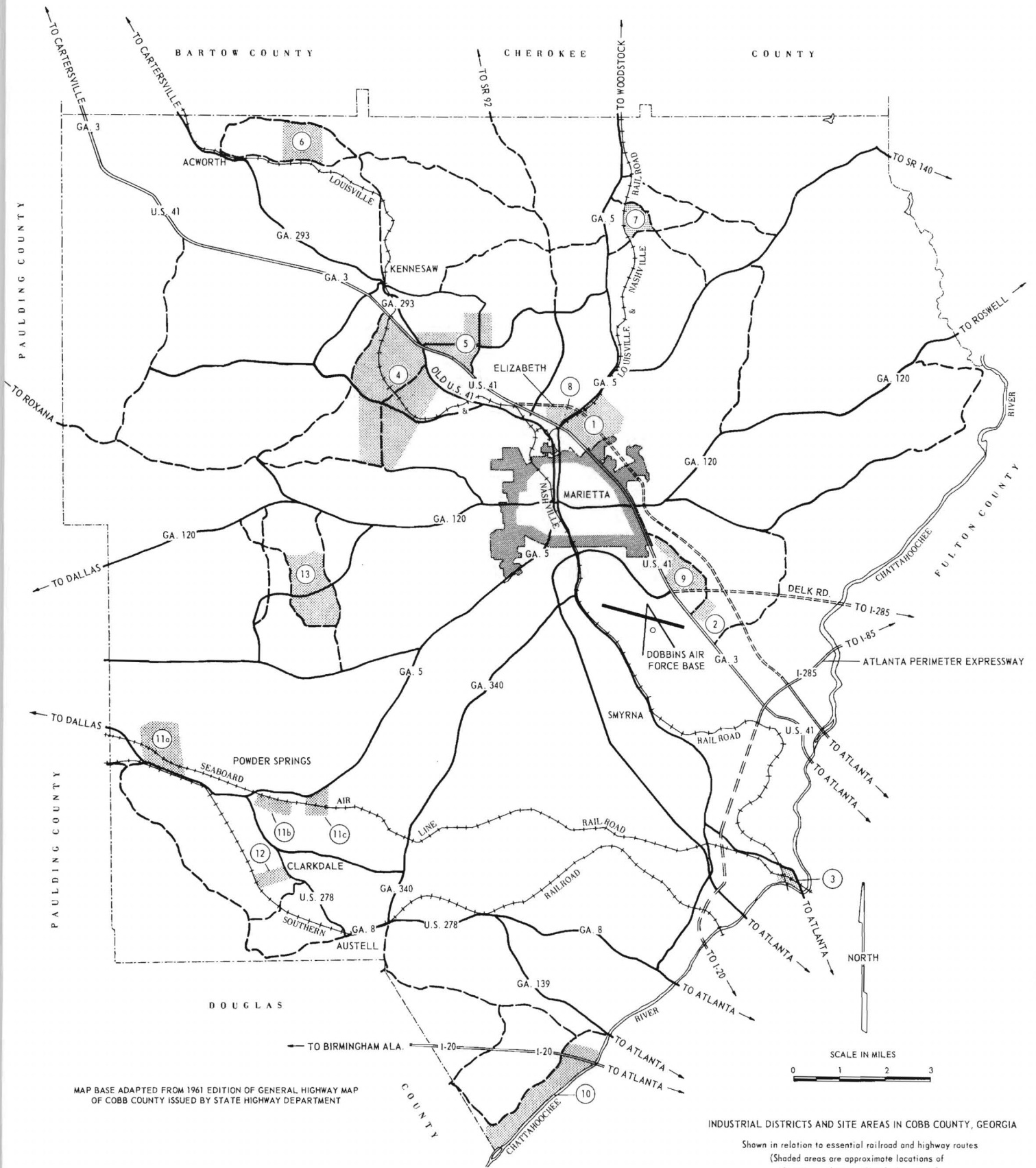


Figure 1. Map of Cobb County showing locations of industrial districts and site areas.

## INTRODUCTION

### Background

Cobb County is a part of the metropolitan Atlanta area, being situated immediately north and west of Fulton County, of which Atlanta is the county seat. The growth of this huge metropolitan complex has been felt increasingly in Cobb County, especially over the last decade or so when many of the new residential developments in south Cobb County came into being in response to the Atlanta expansion.

The tremendous operation of the Lockheed-Georgia Company at Marietta, employing about 18,000, has so dominated the industrial picture of Cobb County that other developments have seemed relatively insignificant. On the whole, however, the county has experienced some degree of industrial growth in recent years. Since 1945, 11 companies have started operations in Marietta alone.\* Yet the Cobb County Chamber of Commerce thinks that the industrial growth has not been in proportion to the county's possibilities, in view of the proximity to Atlanta. In fact, there is the local tendency to compare Cobb County's industrial growth with that of DeKalb County and, to some extent, with that of Fulton County. The fact is cited that in those counties are thousands of acres of land that have been developed and promoted as industrial districts or similar industrial subdivisions which have served as major magnets in the attraction of manufacturing plants, distribution warehousing, and laboratories or related research facilities. On the other hand, it is pointed out that Cobb County presently has less than 500 acres of land in industrial districts, with approximately 50% of this land only now being in the initial stages of development.

The industrial successes of DeKalb and Cobb counties are not strictly comparable, as will be shown later, and especially not on the basis of available industrial districts or similarly developed lands. Land is only one of numerous factors involved in industrial growth, although admittedly, the availability of land is an essential factor in such growth. It is obvious that, if a community or an area promotes itself as a location for new industries, there must be land available to accommodate those new plants.

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\* Marietta, Georgia Population and Economy, Marietta Planning Board, June 1964.



## Scope of Study

The Cobb County Chamber of Commerce, on the basis of the foregoing premise, contracted with the Georgia Tech Industrial Development Division to study the industrial site situation in Cobb County.

Early in the summer of 1964, as the first phase of this study, a preliminary appraisal was made of all county areas of 100 acres or more that were topographically adaptable to industrial development and also were within economic reach of utilities and transportation. Because of the rugged terrain in the county, topographic adaptability of land was estimated on the basis of a maximum relief of 60 feet over 100 acres or more, rather than on the 40-foot relief preferred for areas of such size. Initial intensive topographic map study identified more than 20 potential site areas, with special regard being given in their selection to the county's changing highway pattern as affected by the new Interstate Highways 20 and 75 and the Atlanta Perimeter Expressway 285. In this preliminary selection of site areas, neither property ownership nor possible availability of the areas was considered. All of these site areas were subsequently field-checked as to actual topographic and geologic conditions, as well as to proximity to water, sewer, and natural gas services, transportation access, and similar pertinent factors. These investigations resulted in the elimination of the least favorable situations, and only eight site areas remained for appraisal in the 19-page summary report issued in August 1964 as Technical Report No. 1 under the title of Appraisal of Industrial Site Potentials in Cobb County, Georgia.

The present report on the second phase of the Cobb County industrial site study has been directed mainly toward the amplification of information on the site areas identified in the initial appraisal. Property ownerships have received primary attention since this is an important factor in the assemblage of sizable industrial acreages. Obviously, such assemblage is most feasible where the least number of owners is involved. Conversely, multiplicity of ownerships has been the cause, in the present phase of this study, for the elimination of two areas identified in the initial report.

Additional data also have been assembled in the present report on the topographic, transportation, and utilities factors as they relate to the various site areas. In order to present these findings as comprehensively as possible, the discussions of individual site areas are accompanied by appropriate

aerial photographs, topographic maps, and property-line maps. In all cases where developmental problems are apparent, suggestions for their possible solution are given.

The property-line maps, especially compiled for this report, are based upon the county tax assessment maps and records, U. S. Geological Survey topographic maps, Marietta Planning Board maps, and other map and property-line data from local sources. On these property-line maps, the site areas are identified and delimited by a line-pattern overlay. Property ownerships, as given on these maps, are believed to be generally correct and current, but it is recognized that some recent transfers of property undoubtedly have been omitted in their compilation. Hence, any person interested in a specific parcel of land should check the county records as to current ownership. All property lines and acreages given on the maps of this report are approximate only, and no assurance of the accuracy of such lines and figures can be given. It is further emphasized that the identification of properties within the selected site areas is not intended to indicate or even suggest that such acreages are for sale or can be purchased. In fact, no attempt has been made to ascertain the availability of the site areas described in this report.

Although the ownership factor has resulted in the elimination of certain site areas and the reduction in size of most of the others, this second phase of the site study has added a new site area in the vicinity of Powder Springs -- to the east of Noses Creek along the Seaboard Air Line Railroad. Further, the initial appraisal of the Greers Chapel-Roberts roads area has been modified from a strictly non-rail situation to a possible rail situation.

## COBB COUNTY TOPOGRAPHY AND SERVICES

### Topography

The topography of Cobb County ranges from mountainous and hilly terrain to rolling uplands. In the vicinity of Marietta, Big Kennesaw Mountain rises to an elevation of 1,808 feet above sea level, while some 12 to 13 miles to the south, along the Chattahoochee River, the elevation is about 750 feet.

The numerous creeks and other streams of the county generally drain south to the Chattahoochee River or northward to the Allatoona Reservoir of the Etowah River. The interstream upland areas range around the 1,000- to 1,100-foot elevation, with immediate relief being up to 150 to 200 feet along many streams throughout the county. Thus, the terrain is best described as distinctly hilly, except for limited areas where broad spurs or other interstream divides are relatively flat-topped to rolling. Some of these topographically favorable areas are in the vicinity of Kennesaw and Powder Springs.

### Transportation

The railroad pattern in Cobb County is fairly good. The Seaboard and Southern railroads extend east-west across the southern quarter of the county, with the lines locally being closely parallel. The Louisville & Nashville Railroad crosses the county northwest to southeast, with a branch to Knoxville going north from Marietta. The relatively rugged terrain traversed by these railroads over much of the county has been a limiting factor in the development of industrial sites, since any large development of that kind usually requires access to railroad service.

From the standpoint of present highway access, Cobb County has only one first-class major highway route, this being U. S. Highway 41. This four-lane highway crosses northwest-southeast through the county, serving Marietta directly and coming close to Smyrna, Kennesaw, and Acworth. The new Federal Interstate Route 75 will run roughly parallel to U. S. 41 from Marietta southeast to Atlanta, but the exact route north of Marietta has not been finally decided. It is apparent that the Cobb County part of this highway is still several years away from completion. Interstate Route 20 crosses the southern tip of the county, and this part of the route east to downtown Atlanta is nearing completion. The Atlanta Perimeter Expressway, now nearly completed to its

junction with U. S. 41 between Marietta and Atlanta, curves through a small segment of the southeast quadrant of the county. These new traffic arteries, when completed, should serve to stimulate industrial growth in Cobb County, especially where lands can be acquired in proximity to these routes. It would greatly strengthen the county's future industrial position if selected parts of the present county highway network were made into first-class heavy-duty routes that would afford direct and ready access to both Interstate 20 and 75. This would permit development of certain favorable areas, notably along the Canton (State 5) Highway north of Marietta and in the vicinity of Powder Springs, which now are far removed from the interstate routes and presently are poorly served by out-moded State highway routes.

#### Utility Services

The Cobb County-Marietta Water Authority now obtains water from the Chattahoochee River (water from the Allatoona Reservoir also will be obtained soon) and supplies it to the municipal systems of Marietta, Acworth, Kennesaw, Smyrna, and Powder Springs. The authority also serves the Cobb County Water and Sewerage System, which distributes water to unincorporated areas and several large industrial concerns, including Lockheed-Georgia Company. Austell obtains its water supply from Sweetwater Creek, but also has standby service from the Cobb County water system.

The six Cobb County incorporated cities and unincorporated Clarkdale have sewerage systems. The Marietta and Smyrna systems are implemented through the Cobb County Water and Sewerage System, and in the county areas, sewerage has been extended to the Fair Oaks area, west of Smyrna, and the South Cobb area, which is in the second stage of development. The lack of sewerage elsewhere in the county is a handicap to the industrial development of most of the lands considered in this survey. While the use of oxidation ponds or package sewage plants may suffice in the initial development stage of an industrial district, the availability of sewers for such development is a definite attraction, since the developer is relieved of the additional expense of providing his own waste disposal facilities.

Most of Cobb County is supplied with natural gas by the Atlanta Gas Light Company. The City of Austell owns and operates its own municipal system and

is franchised to serve the southwest quadrant of the county, including Powder Springs and Mableton.

#### INDUSTRIAL DISTRICTS IN COBB COUNTY

Cobb County currently has three "industrial districts" within the liberal meaning of that term, i.e., areas that, to a greater or lesser degree, have been planned and promoted for the accommodation of a community of industrial plants or related activities. A fourth district is in the initial stage of development. (See p. 41.)

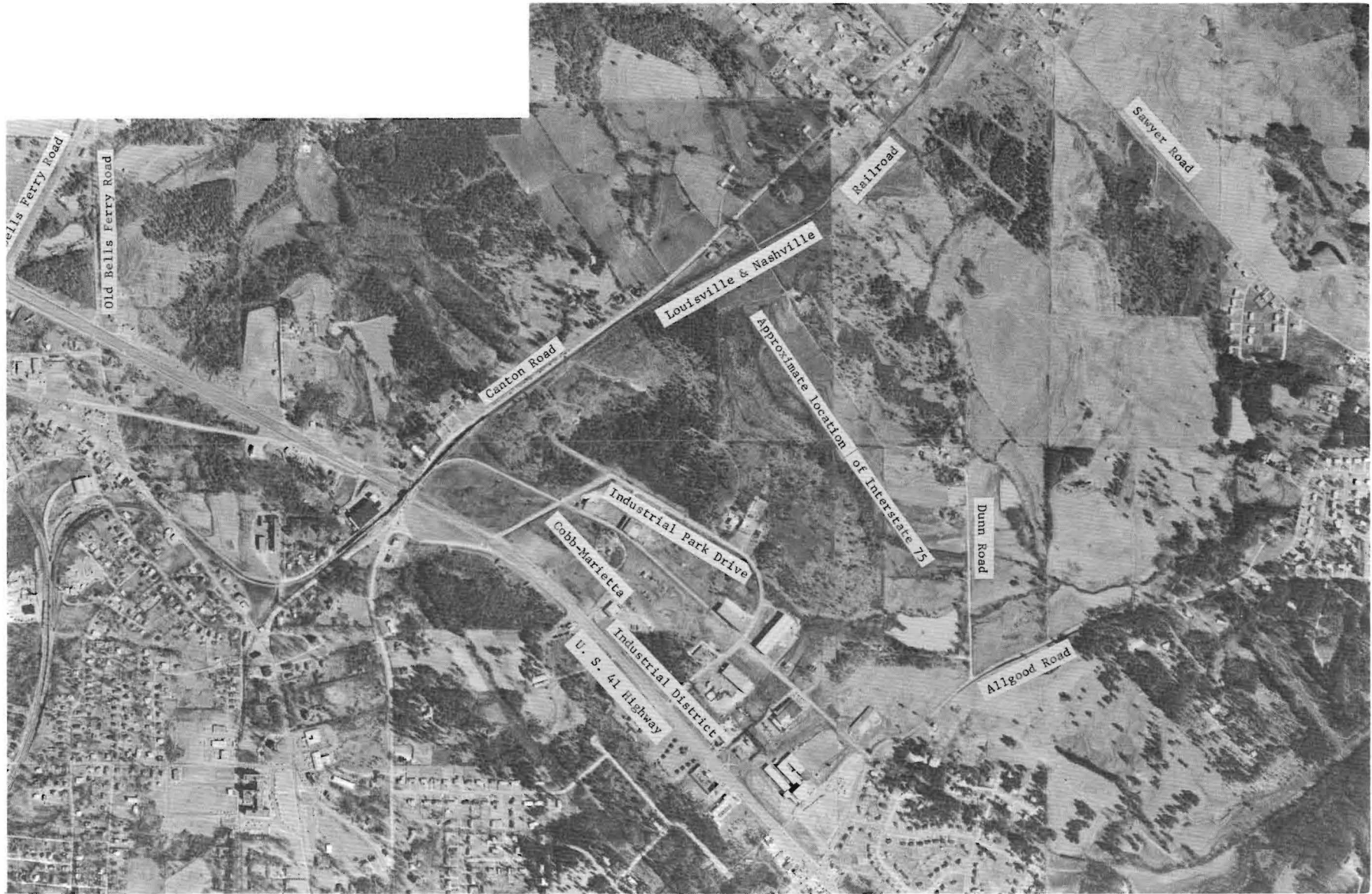
##### Cobb-Marietta Industrial Park (1)\*

The first and oldest of these districts is the Cobb-Marietta Industrial Park, which fronts the four-lane U. S. Highway 41 in the northeast part of Marietta. (See Plate 1.) A total of about 100 acres has been developed here with gas, water, sewers, paved streets, and rail service through a lead track from the Louisville & Nashville Railroad. A 14-inch water main along U. S. 41 supplies the district and a new 20-inch main, also to be laid along that highway, will afford additional supply. Sewage is disposed to a 10-inch sewer of the city system. Natural gas is supplied from a major main of the Atlanta Gas Light Company along U. S. 41.

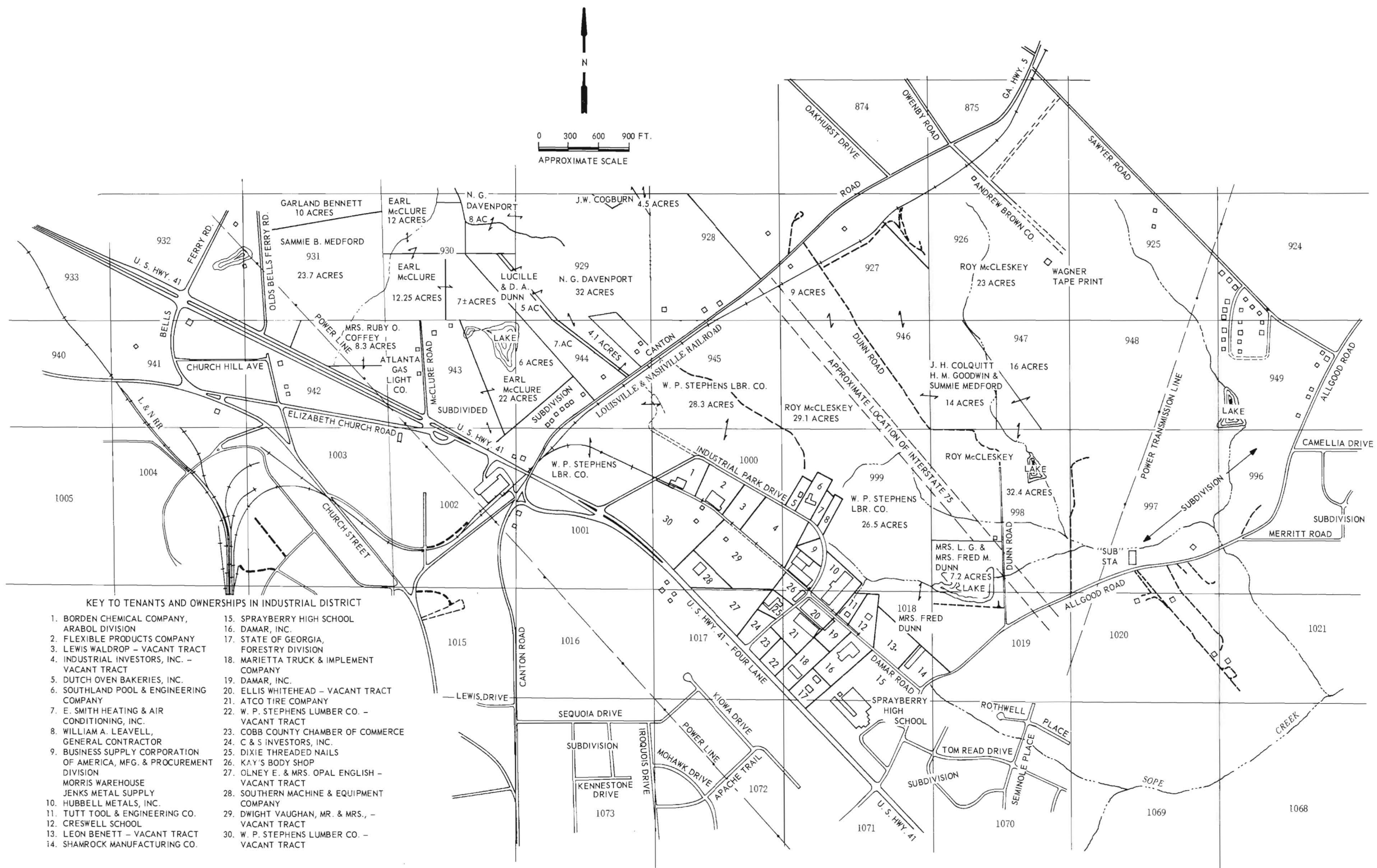
Available land within the developed part of the district has been largely absorbed by the 18 manufacturing plants, warehouses, and other operations established there since its opening five years ago. (See Figure 2.) Plans currently are under way to open up approximately 75 acres of the Stephens and McCleskey lands lying north of the district in Land Lots 945, 946, and 999 and extending to the projected route of Interstate Highway 75. (See Figure 2.) The terrain here, as shown on the topographic map, is part of the system of broad, moderately rolling ridge spurs developed between Allgood and Canton roads by the drainage of Sope Creek. In general, the land within the district area is open fields over which elevation differences generally do not exceed 60 feet. (See Figure 3.)

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\* Numeral in parenthesis refers to location on accompanying county map (Figure 1) and elsewhere in this report.



(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 1. The Cobb-Marietta Industrial Park at Marietta, with adjacent developable site areas. (See Figure 2.) Note the "Elizabeth" site area (No. 8), west of Canton Road over to Old Bells Ferry Road.



(Base adapted from city map prepared by Thos. M. Lowe, Jr. & Associates, Atlanta, for Marietta Planning Board)

Figure 2. Property map of Elizabeth area north of Marietta showing tenants and holdings in the Cobb-Marietta Industrial Park and ownerships of adjacent potential industrial lands. Note especially the "Elizabeth" site area (No. 8) west of Canton Road. (See Figure 3.) (All property lines are approximate only.)

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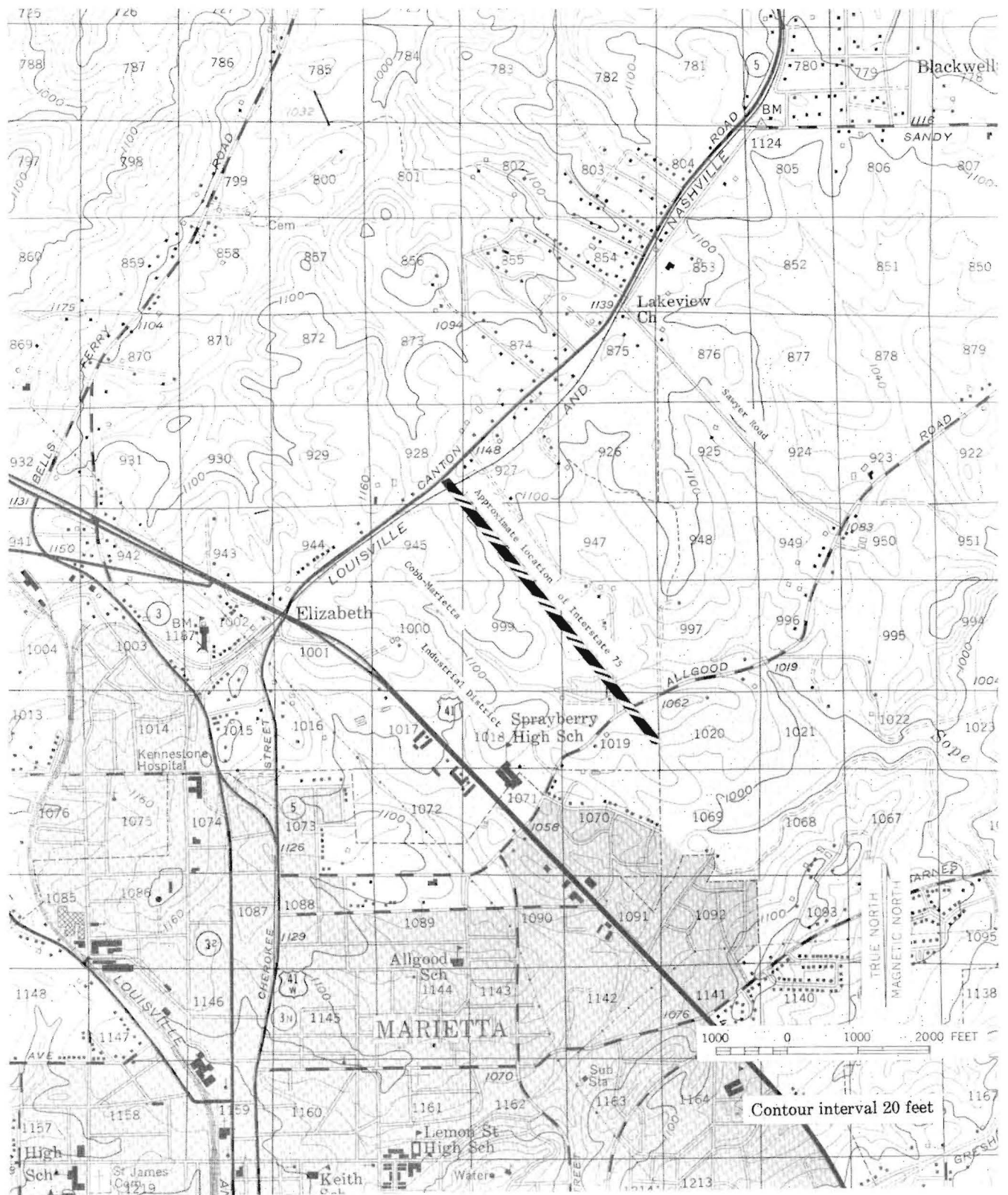


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(From U. S. G. S. Marietta quadrangle)  
 Figure 3. Topographic map of Elizabeth area on north side of Marietta, showing location of Cobb-Marietta Industrial Park and adjacent potential industrial lands and approximate location of projected route of Interstate Highway 75. (See Figure 2 and Plate 1.) Most of the industrial park is now within the Marietta city limits.

Since Interstate 75 will have an interchange with Canton Road, this new superhighway should substantially enhance the attractiveness of the existing district and should stimulate the additional industrial development of the lands north of its route up to Sawyers Road, particularly those parts in Land Lots 946, 947, 926, 927, and 998, where the terrain continues to remain topographically favorable. Already two new enterprises have located here along the eastward extension of Owenby Road -- the Andrew Brown Company plant, recently built adjacent to the railroad, and the plant of Wagner Tape Print, under construction in mid-November. (See Figure 2.) Presently, there are only a few residences in the subdivision south of Sawyer Road, at its intersection with the Canton Road, and in the "King Estates" subdivision north across the former road. However, extensive residential subdivisions have encroached seriously upon the area farther east along Sawyer Road and south along Allgood Road. While these residential developments obviously tend to depreciate the industrial potential of the remaining usable lands in this Canton-Sawyer roads area, especially for heavy industry, there should be no conflict here if, in the positioning of additional industry, proper consideration is given to the existing nearby residential subdivisions.

#### Home Transportation Co. Industrial District (2)

A new industrial district, embracing a 62-acre area in Land Lots 713 and 728 (Figure 12), is in the initial developmental state just southeast of Marietta city limits on Franklin Road, about one-fourth mile south of its junction with Delk Road. (See p. 36.) The property is owned by the Home Transportation Company of Marietta, and the first buildings will be for warehousing operations. Three structures were under construction in the fall of 1964, one of which will house the company's offices.

This location is non-rail, but it has the advantage of proximity to the Interstate 75 interchange with Delk Road. It is planned to extend the latter road to nearby U. S. 41 and to South Cobb Drive.

A 10-inch water main will be laid to this district, off the 20-inch county main which is along U. S. 41, one-quarter mile to the southwest. Natural gas is available from a major main of the Atlanta Gas Light Company also along that highway. Sewerage to the district is anticipated.

### Metropolitan Atlanta Industrial Center (3)

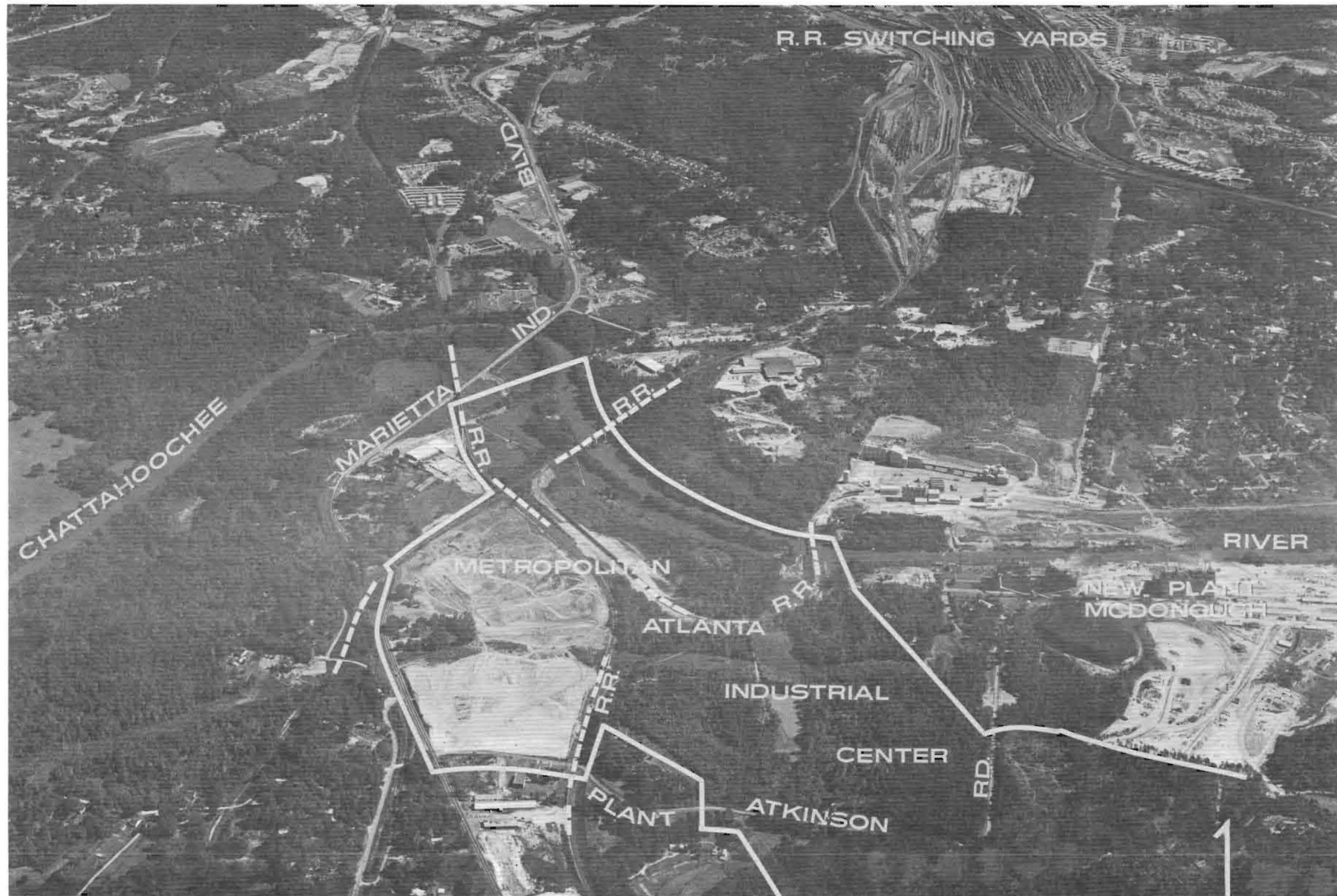
A 200-acre industrial district, known as the "Metropolitan Atlanta Industrial Center," currently is under development in the extreme southeast part of Cobb County. This new district fronts three-quarters of a mile along the Chattahoochee River from near its crossing by the Marietta Industrial Boulevard (Georgia Highway 3). (See Figure 4 and Plate 2.) The area also is crossed by the main lines of the Seaboard Air Line and Louisville & Nashville railroads, both of which will give service to the district. In addition, service will be available from the Southern Railway. The Atlanta Perimeter Expressway, which will be less than one-half mile to the west, will have interchanges with the Marietta Industrial Boulevard and also with nearby South Cobb Drive. Under present plans, the Marietta Industrial Boulevard is to be re-aligned and widened from the river northwest to the Atlanta Perimeter Expressway. Thus, the district has ready access to downtown Atlanta, some six miles to the southeast, and when the Perimeter Expressway is built, to all of the six legs of the interstate highway system that will eventually emanate from the center of Atlanta.

Electric power, natural gas, sewerage, and water are available in this district. An 18-inch county water main along Georgia Highway 3 serves the district.

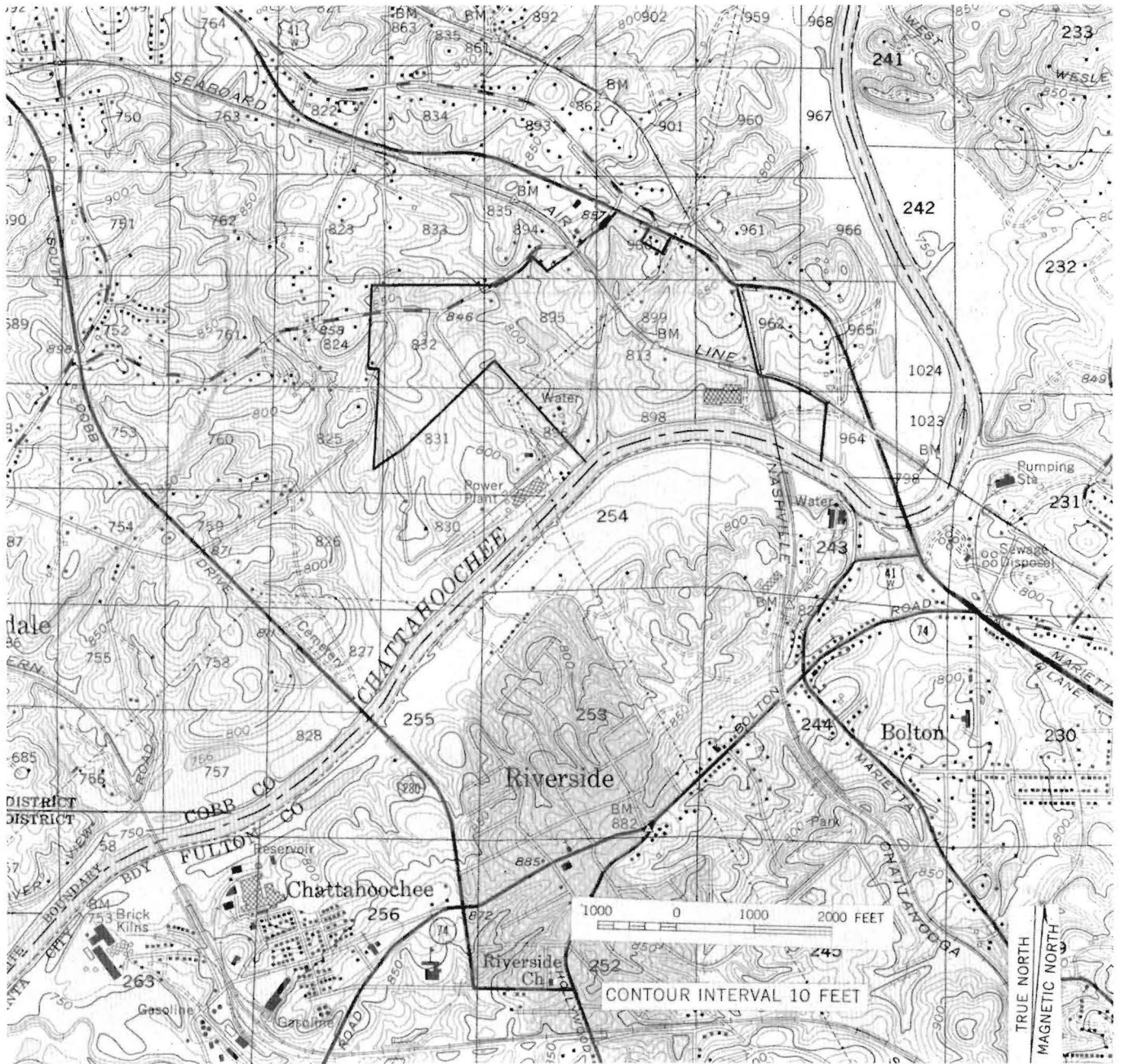
### POTENTIAL SITE AREAS

#### Kennesaw (4)

The area immediately south of Kennesaw, across U. S. Highway 41, was initially identified in this survey as having the greatest industrial potential in Cobb County. While this appraisal still stands, the area apparently best suited to development has been reduced to some 1,200 acres within the six ownerships shown in Figure 5. To the east of this selected area over to the Dock Green (also called "Stanley") Road and beyond, the multiplicity of ownerships precludes reasonable assembly of sizable acreages. Beyond that part of the selected area lying immediately south of Stilesboro Road, the somewhat less favorable terrain and the increased cost of railroad lead track extensions have served to eliminate from further consideration those acreages initially surveyed down to the Burnt Hickory Road. (See Report 1, page 6.)



(Photo courtesy Haas & Dodd, Atlanta)  
Plate 2. The Metropolitan Atlanta Industrial Center in south Cobb County, as seen looking south toward downtown Atlanta. (See Figure 4.)



(From U. S. G. S. Bolton quadrangle)  
 Figure 4. Topographic map of southeast Cobb County area showing location of the Metropolitan Atlanta Industrial Center along the Chattahoochee River. (See Plate 2.)

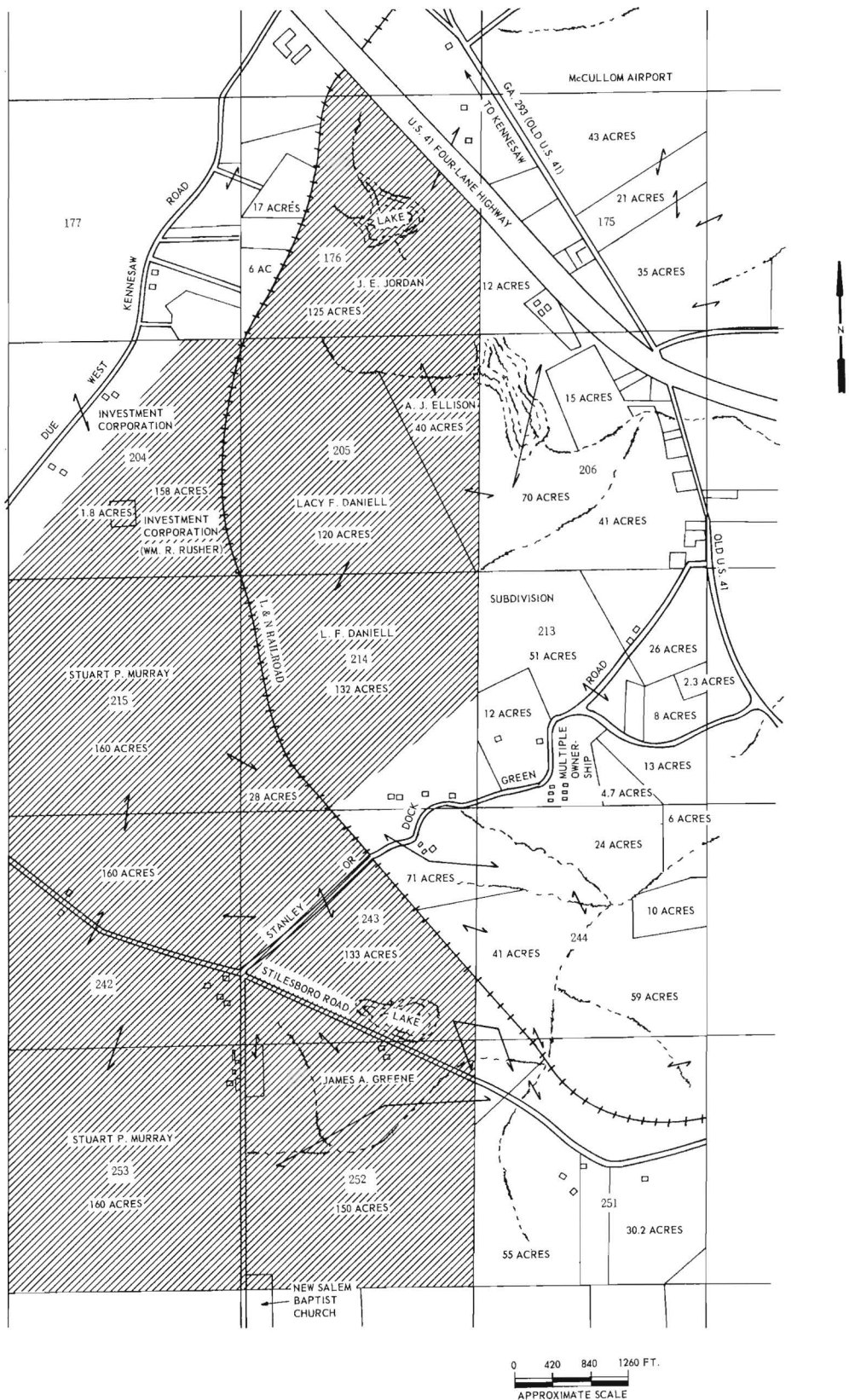


Figure 5. Property map of site area No. 4 south of Kennesaw. (See Figure 6.)

This selected 1,200-acre site area consists mainly of rolling open farmland or lightly timbered land (Plate 3) which, as shown by the topographic map of Figure 6, has a maximum elevation range of 120 feet. Over most of the area, however, the elevation difference is within a 50- to 60-foot range. Since the area apparently has a clay cover of considerable depth and relative freedom from rock, grading would be practicable. Several branches of the upper reaches of Noonday Creek drain northeasterly through the area.

The transportation facilities afforded this site area are above average. U. S. Highway 41 bounds the north side of the area for nearly one-half mile, and this important four-lane route would add definite prestige value to any industrial district established here. Further, the route of Interstate Highway 75 probably will pass to the east of Kennesaw, within a mile or two of the junction of Old U. S. Highway 41 and the present four-lane highway. The Stilesboro Road, an important east-west county route, crosses the southern part of the site area, while the Dock Green and Due West Kennesaw roads are north-south connectors between the Stilesboro Road and U. S. Highway 41.

The Louisville & Nashville Railroad bounds, in part, the west side of this site area and then curves south-southeast across it, passing east from it near the Stilesboro Road. (See Figure 6.) A lead track can be taken off at grade about the mid-point of the trackage across Land Lot 176, and this lead could be readily extended into the adjoining Land Lot 205. The railroad tracks also are at grade at the Dock Green Road crossing, and extension of lead tracks from that point appears practicable for servicing the southern parts of the area, particularly for the lands lying south of the Stilesboro Road.

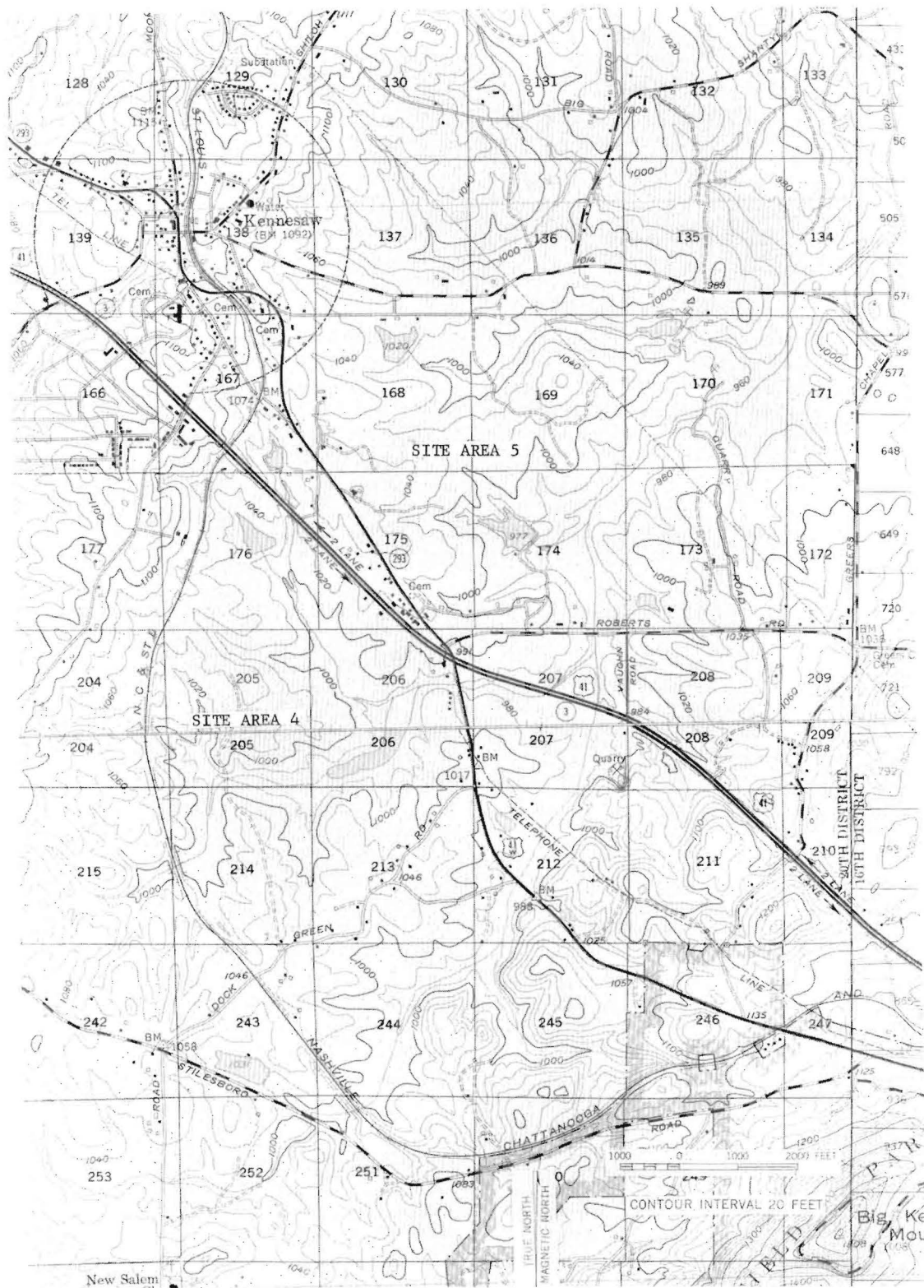
A 30-inch water main along the Stilesboro Road, supplied from the county's new storage reservoir on Pine Mountain a mile or two to the west, provides an excellent water source, capable of supplying any substantial industrial installations that may be located in this area. Supplemental water supplies are available from a 14-inch main along Old U. S. Highway 41 and an 8-inch main along Dock Green Road.

Natural gas is available from a major main of the Atlanta Gas Light Company along U. S. Highway 41 at its intersection with Old U. S. 41. The company also has projected a main across the site area, paralleling the Stilesboro Road.





(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 3. Site area No. 4 south of Kennesaw, showing northern part of area down to crossing of Dock Green Road by the Louisville & Nashville Railroad. (See Figure 5.) Note proximity of McCullom Airport.



(From U. S. G. S. Kennesaw and Marietta quadrangles)  
 Figure 6. Topographic map of areas east and south of Kennesaw, showing locations of site areas 4 and 5. (See Plates 3 and 4.)

From the standpoints of sizable acreage within a minimum number of ownerships, railroad and highway access, and water and gas availability, this site area is without parallel in Cobb County at the present time. The lack of sewerage is a handicap to its development, but that is not an insurmountable obstacle. Either oxidation ponds or package sewage plants, or both, could service the initial developments in this site area, with effluent drainage through the branches of Noonday Creek. Eventually, sewage disposal should be to sewers of the county system.

Because of this area's size and the diversity of terrain, the development of an industrial district here should be initiated in the northern part, specifically in the J. E. Jordan tract of Land Lot 176, with concomitant acquisition of the tracts in Land Lots 205 and 214. (See Figure 5.) These tracts have definite prestige value because of their proximity to U. S. Highway 41, and this, combined with their quite favorable topography and ready access to the railroad, will facilitate their promotion and tend to keep developmental costs at a minimum. On the other hand, even though that part of the area adjacent to the Stilesboro Road has as favorable terrain, and possibly better on the south side of that road, the more lengthy extension of rail service into that part would result in higher developmental costs. Further, this more southerly part of the area is less attractive because of its greater distance from the major highway routes.

#### Greers Chapel-Roberts Roads Area (5)

Of several non-rail site areas initially surveyed near Kennesaw (Report 1, pp. 8-9), the area lying on both sides of the Greers Chapel Road (Figure 7) appears to be most suitable for development. The future potential of this area will be especially good if Interstate 75, as expected, passes within a mile east of Greers Chapel Road.

Here, on the east side of that road, are at least 110 acres in only two ownerships, while west of the road are an estimated 325 acres in three ownerships extending nearly to Old U. S. 41, now Georgia Highway 293. The land over this area, as Figure 6 shows, is mainly rolling fields with elevation differences that range from 20 to 50 feet west to Noonday Creek, excepting a small knoll that rises to over 60 feet on the Troy Chastain tract west of the road (Land Lot 171). To the north and northwest of Noonday Creek in this

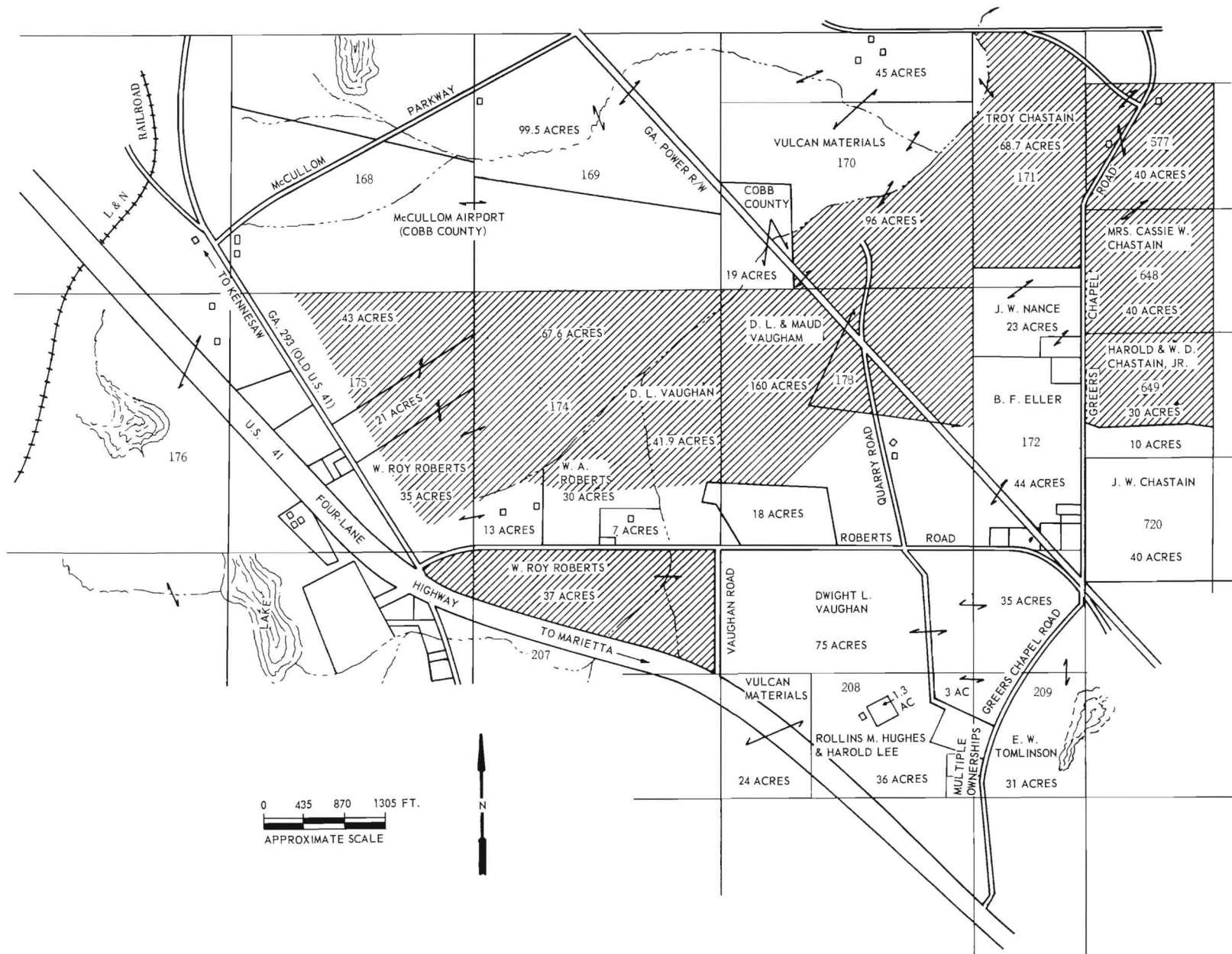


Figure 7. Property map of site area No. 5 east of Kennesaw along Greers Chapel and Roberts roads. (See Figure 6.)

eastern part of the area are the properties of Vulcan Materials Company and the extensive granite quarrying operations of its Stockbridge Stone Division. (See Plate 4.)

The Kennesaw sewage disposal plant is on the west bank of Noonday Creek, north of the paved connector road between Greers Chapel Road and McCullom Parkway to the west. (See Figure 7.) The sewage plant drains to this creek, and it would seem probable that sewage from any industrial developments in this area could have gravity flow by sewer to this plant.

In the western part of this site area, between Noonday Creek and Georgia Highway 293 (Old U. S. 41) and south to Roberts Road, the terrain consists of several spurs formed by the drainage of Noonday Creek. The resultant rolling topography shows an elevation range up to 80 feet, somewhat greater than that of the above-described eastern part of this area, but despite this relief, it appears possible to bring railroad service to this western section of the area.

Our observations indicate that a rail lead probably could be taken off the main line of the Louisville & Nashville Railroad just north of its underpass crossing of U. S. Highway 41. The grade in the immediate vicinity of the take-off point may reach the acceptable maximum of 3%, and then some 1,000 feet of fill will be necessary to bring the lead to the crossing of Georgia Highway 293 near the extreme northwest corner of Land Lot 175. (See Figure 6.) However, from here on the lead could be extended into the site area as far as Noonday Creek in Land Lot 174 without exceeding an estimated average grade of 2%. If the creek were bridged, such lead track could be extended into Land Lot 173 at least as far as the Quarry Road with an equally favorable grade. Admittedly, this proposed extension of rail service into the site area would entail a substantial investment, yet it is possible that the availability of such transportation service would sufficiently enhance the land values to offset this additional developmental cost.

This western part of the area also is immediately south of the Cobb County McCullom Airport, and its proximity further enhances the industrial attractiveness of this land as well as that of the other parts of the site area. Since there are existing residential properties along both Greers Chapel and Roberts roads, these have been excluded from this site area, as has a strip fronting along Georgia Highway 293. The latter exclusion is made because of our belief that this frontage is best adaptable to commercial usage.



(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 4. The Greers Chapel-Roberts roads site area, east of Kennesaw. (See Figure 7.)

Immediately south of Roberts Road is a triangular 37-acre tract of Roy Roberts that fronts along the four-lane U. S. Highway 41 over to Vaughan Road. (See Figure 7.) This acreage affords an exceptionally fine prestige location for either industrial or commercial developments or both. The elevation range here is largely within 40 feet, but in the eastern part, the tract is drained by Noonday Creek and the bottomlands here would be subject to flood. (See Figure 6.) Nevertheless, the western upland area in the apex of the triangle formed by the junction of U. S. 41 and Georgia 293 is sufficiently large to accommodate a sizable industry and still permit use of the triangle point, at the highway junctions, for a motel or other commercial development. East of Vaughan Road, the land between Roberts Road and U. S. Highway 41 over to Greers Chapel Road rises as much as 120 feet above Noonday Creek and the development possibilities are considerably more limited.

North of the connector road between McCullom Parkway and Greers Chapel Road up to the Big Shanty Road is a site area of considerable promise, if the Interstate Highway 75 route crosses it or passes close to the eastward. This area, embracing over 300 acres in parts of Land Lots 132 to 135 (shown in part in Figure 6), is much wooded and has a terrain largely within a 40-foot elevation range. Drainage is by tributaries of Noonday Creek which enter that stream near the Kennesaw sewage plant. Thus, gravity sewerage disposing to that plant would be afforded this area. Extension of McCullom Parkway to an interchange with Interstate 75 would provide excellent transportation service for the area.

Only four ownerships are involved in this 300-acre area, with some 170 of those acres owned by Frank and Helen Burt (east halves of Land Lots 132 and 135, nearly all of 133 and the north half of 134). Thus, assemblage of this acreage might be reasonably feasible, but the Pinetree Country Club property lies immediately north of Big Shanty Road and the proximity of such property would necessitate special care in the industrial development of this 300-acre site area. This would be especially true for any industries locating close to Big Shanty Road. In fact, a small area south of Big Shanty Road in the southwest quadrant of Land Lot 132 is recorded in the name of the Pinetree Country Club, and the usage of that acreage should be investigated prior to any industrial consideration of this potential site area.

A 6-inch county water main extends along Roberts Road from U. S. Highway 41, while another 6-inch main of the Kennesaw system is available to the connector road between McCullom Parkway and Greers Chapel Road. Either of these mains would be inadequate to supply any substantial industrial operations in this area.

A major natural gas main of the Atlanta Gas Light Company along U. S. Highway 41 turns northwest into Kennesaw along Georgia Highway 293 at the junction of these highways. Roberts Road also joins Georgia 293 at practically this same junction.

### Acworth(6)

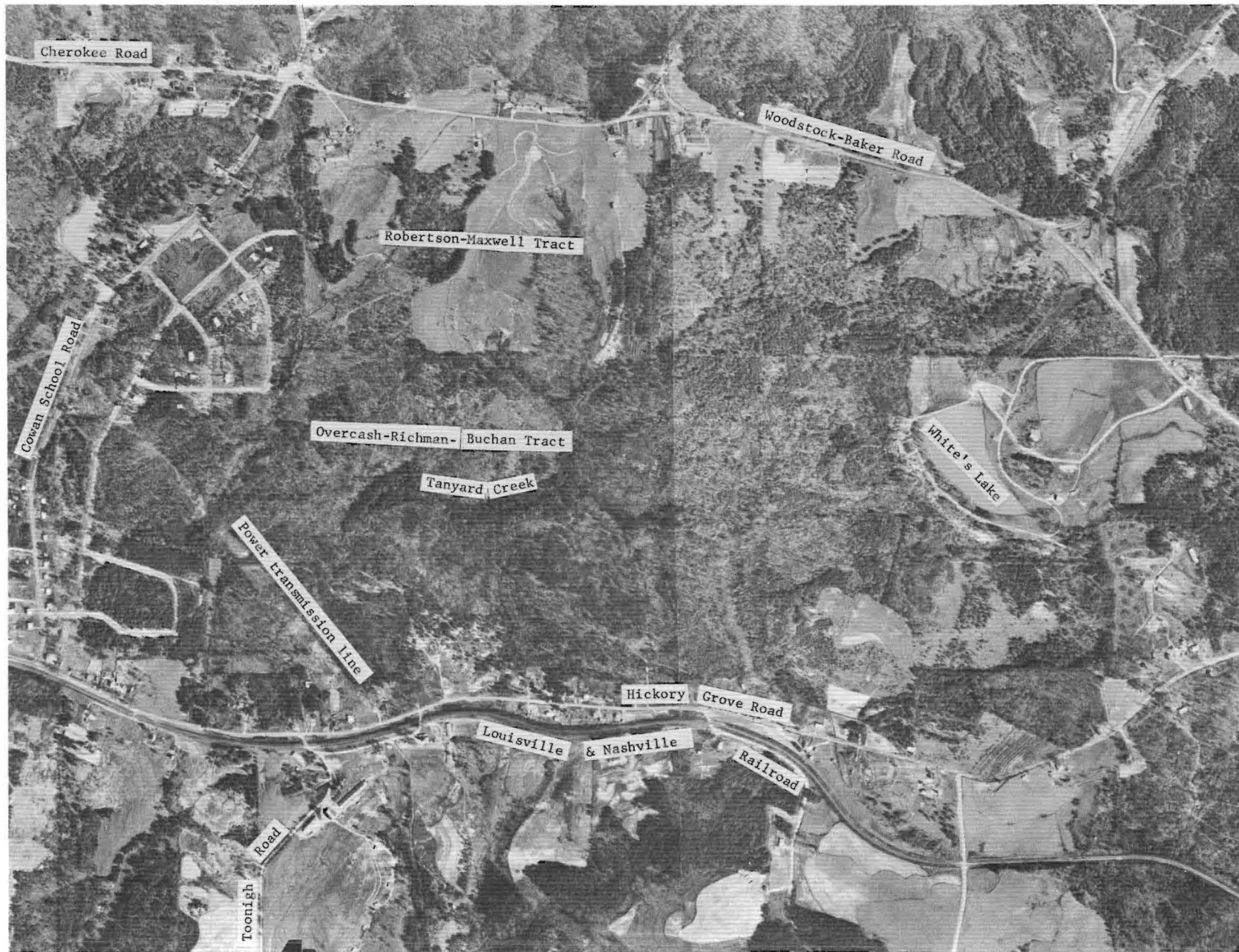
The largest potential site area identified in northern Cobb County is immediately east of the city limits of Acworth. The ownership factor, however, has forced revision of our initial estimate of some 400 acres to probable availability of around 230 acres within three ownerships. (See Figure 8.) East of this potential site area, there is a multiplicity of land ownerships, including those of White's Lake subdivision, that would render difficult the additional assemblage of any sizable acreage.

In this potential 230-acre area, lying between the Hickory Grove Road on the south and the Cherokee Road on the north, the land is considerably wooded (Plate 5) and more or less bisected by Tanyard Creek, with elevation differences ranging between 40 and 60 feet. (See Figure 9.)

The Louisville & Nashville Railroad closely parallels the south side of the Hickory Grove Road and is on a fill over the frontage distance of the site area. Nevertheless, a lead track can be taken off very near to grade at a point about 100 feet east of the city limits. This lead then can be extended along the rights-of-way between the railroad and highway, with reasonable grade, for an additional 2,000 feet until about the vicinity of the Georgia Power transmission line. Here the north side of the highway is free of residences, and the lead track can cross the highway at grade and be extended north into the site area proper.

The City of Acworth has extended sewerage to within easy reach of this site area and a 6-inch water main is along the Hickory Grove Road, although such main is undersized for supplying any considerable industry that might be located in this site area.





(Photo by Thomas M. Lowe, Jr.  
& Associates, Inc., Atlanta)  
Plate 5. Site area No. 6, east of Acworth. (See Figure 8.)

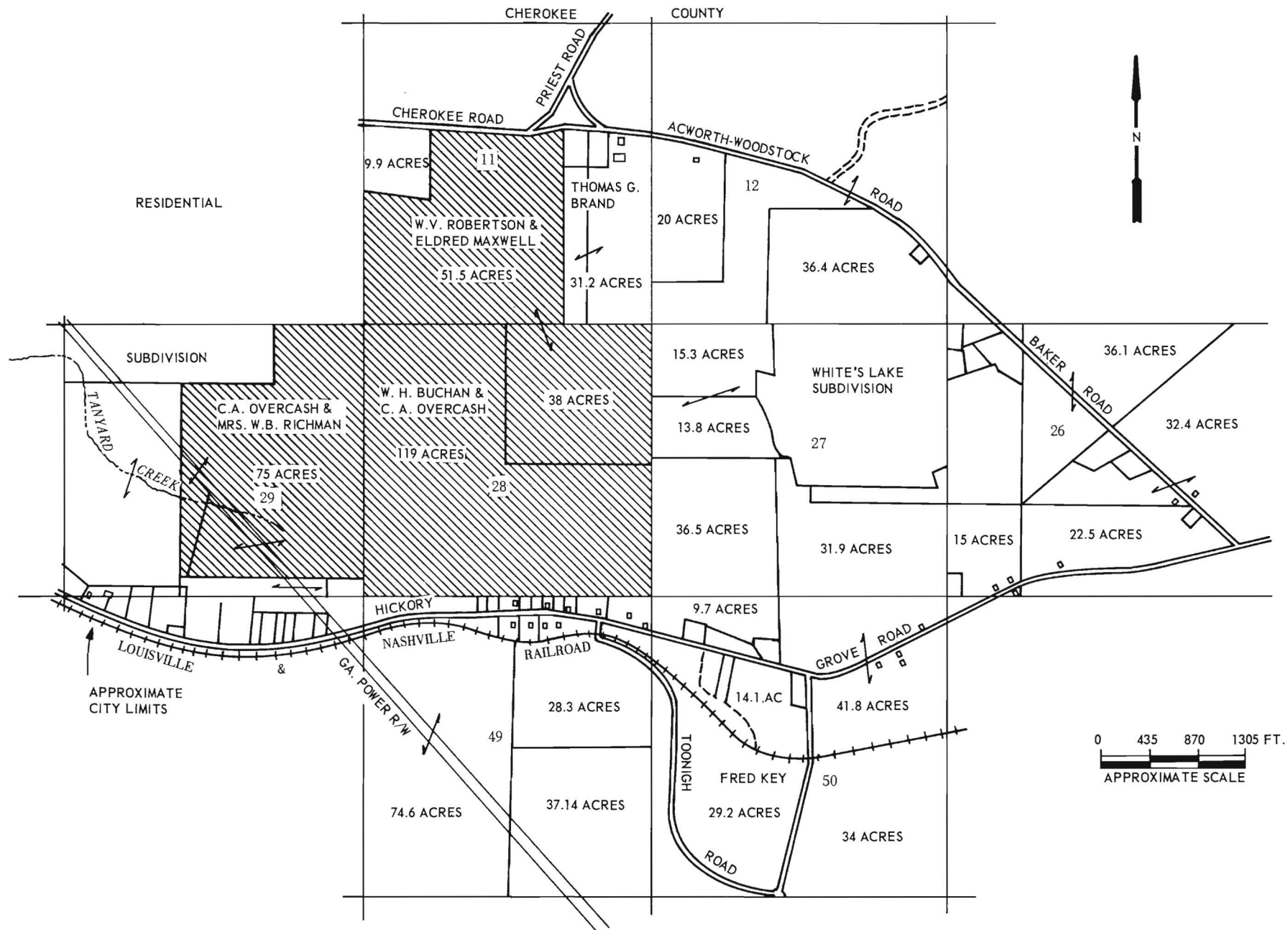
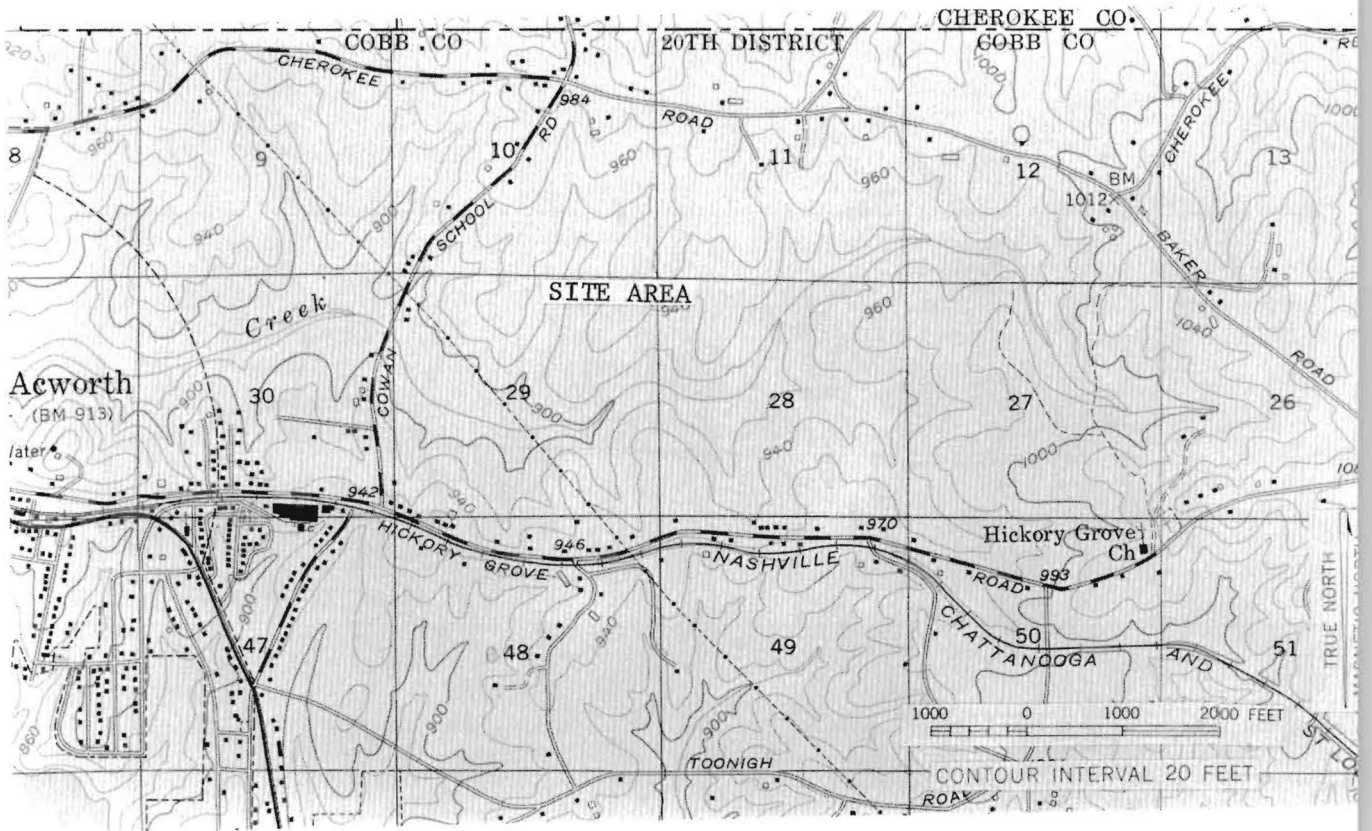


Figure 8. Property map of site area No. 6 east of Acworth. (See Figure 9.)



(From U. S. G. S. Acworth quadrangle)  
 Figure 9. Topographic map of site area No. 6 east of Acworth. (See Figure 8 and Plate 5.)

A major natural gas main of the Atlanta Gas Light Company turns west along the Hickory Grove Road near the east city limits of Acworth, or less than a mile from the center of the site area.

Although the exact route of Interstate Highway 75 through this northern part of Cobb County has not been definitely settled, it seems likely that this highway will pass east-southeast of Acworth, within a mile or so of this site area. If that route does materialize, then the potential of the site area will be greatly enhanced, especially if the Hickory Grove Road is converted to a heavy-duty highway with an interchange to Interstate 75.

#### North Canton Road (7)

Our preliminary survey identified an area about  $4\frac{1}{2}$  miles north of Marietta along the Canton Road (State Highway 5) that lies mainly east of the Louisville & Nashville Railroad, between Ebenezer Road on the north and Blackwell Road on the south. (See Plate 6.) Actually, only about 260 acres in two ownerships, mainly the holdings of John R. Strother, could be assembled here. (See Figure 10.) The remainder of the 400-acre area is rendered infeasible for industrial development by the multiplicity of ownerships, including some residential subdivisions.

The elevation differences over this 260-acre area are mainly within an 80-foot range, but in parts of Land Lots 347, 348, and 374 is a knoll that rises to 140 feet. (See Figure 11.) The land slopes gradually toward the center of the area to a drainage line tributary to Little Noonday Creek along the west side, and elevation differences over most of the area here do not exceed 60 feet.

The terrain is especially favorable for rail sites in Land Lots 276, 301, and 302, and a rail lead into this part of the area appears to be feasible at the crossing on Ebenezer Road. Neither Ebenezer Road nor Blackwell Road is an adequate access route into this site area, and if any industrial development is planned here, a heavy-duty type of road out to the Canton Highway would be necessary. Even the Canton Highway would need improvement if an industrial district were developed in this area.

The probable route of Interstate Highway 75 through this part of Cobb County is no more than three miles west of this site area. However, for an industrial district here to capitalize on this new superhighway would require

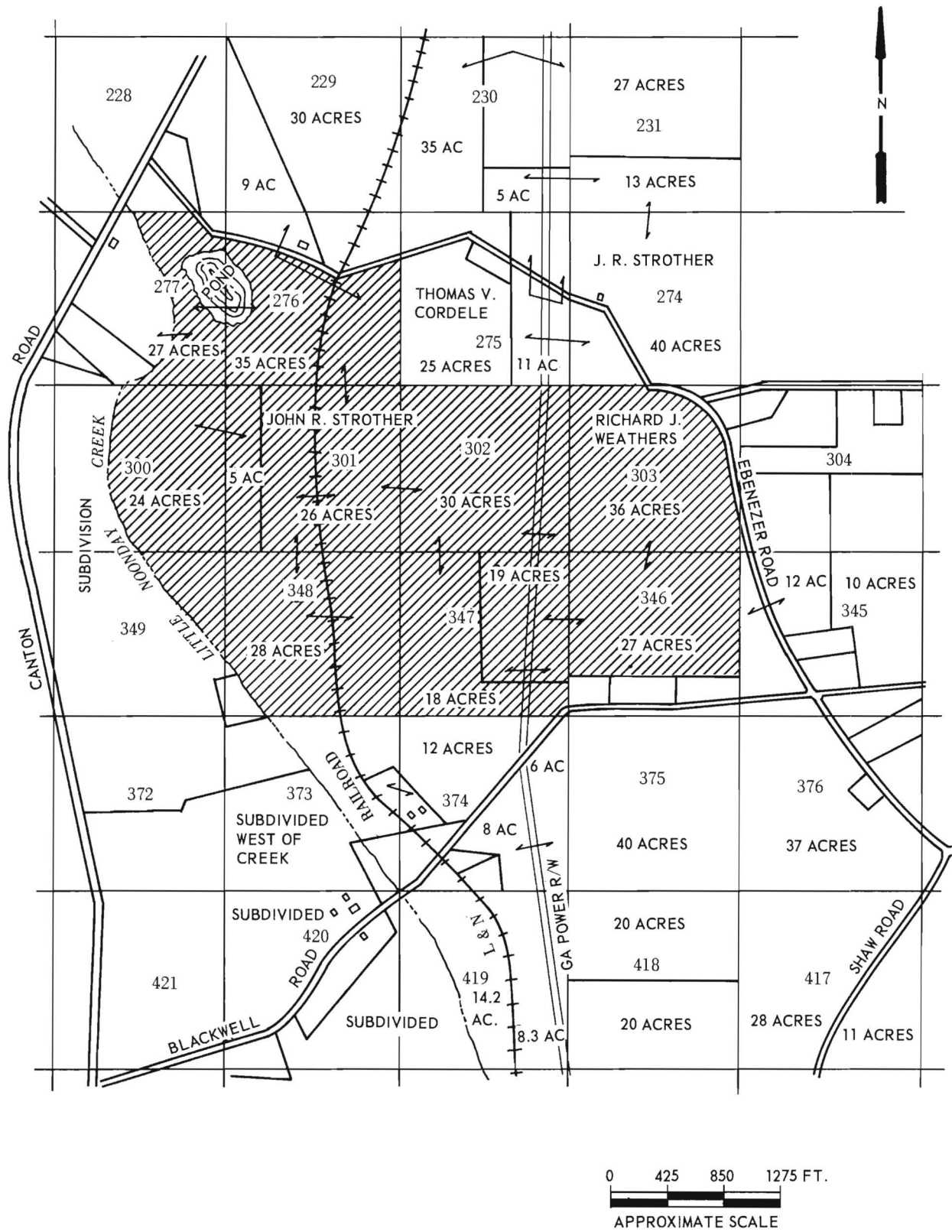
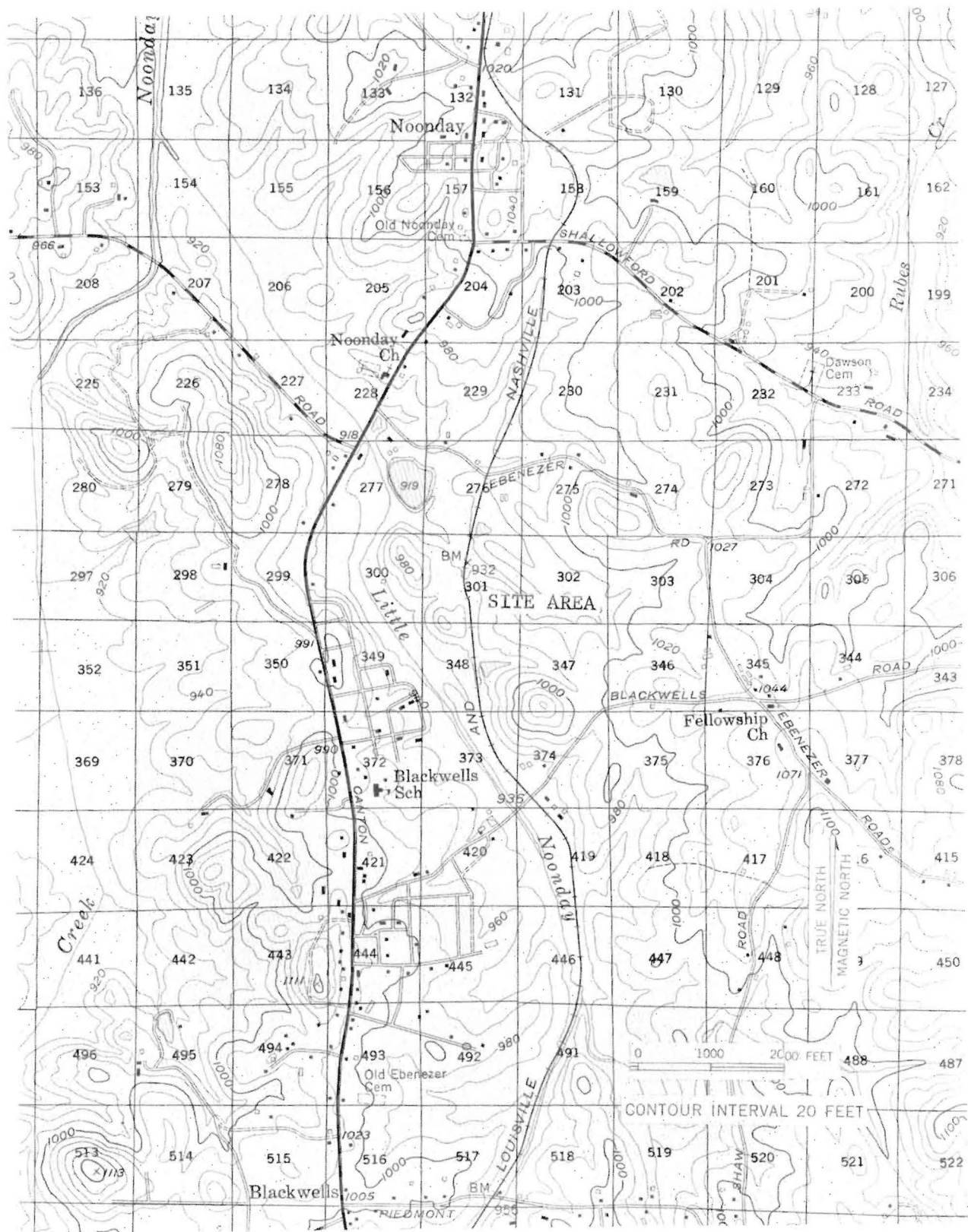
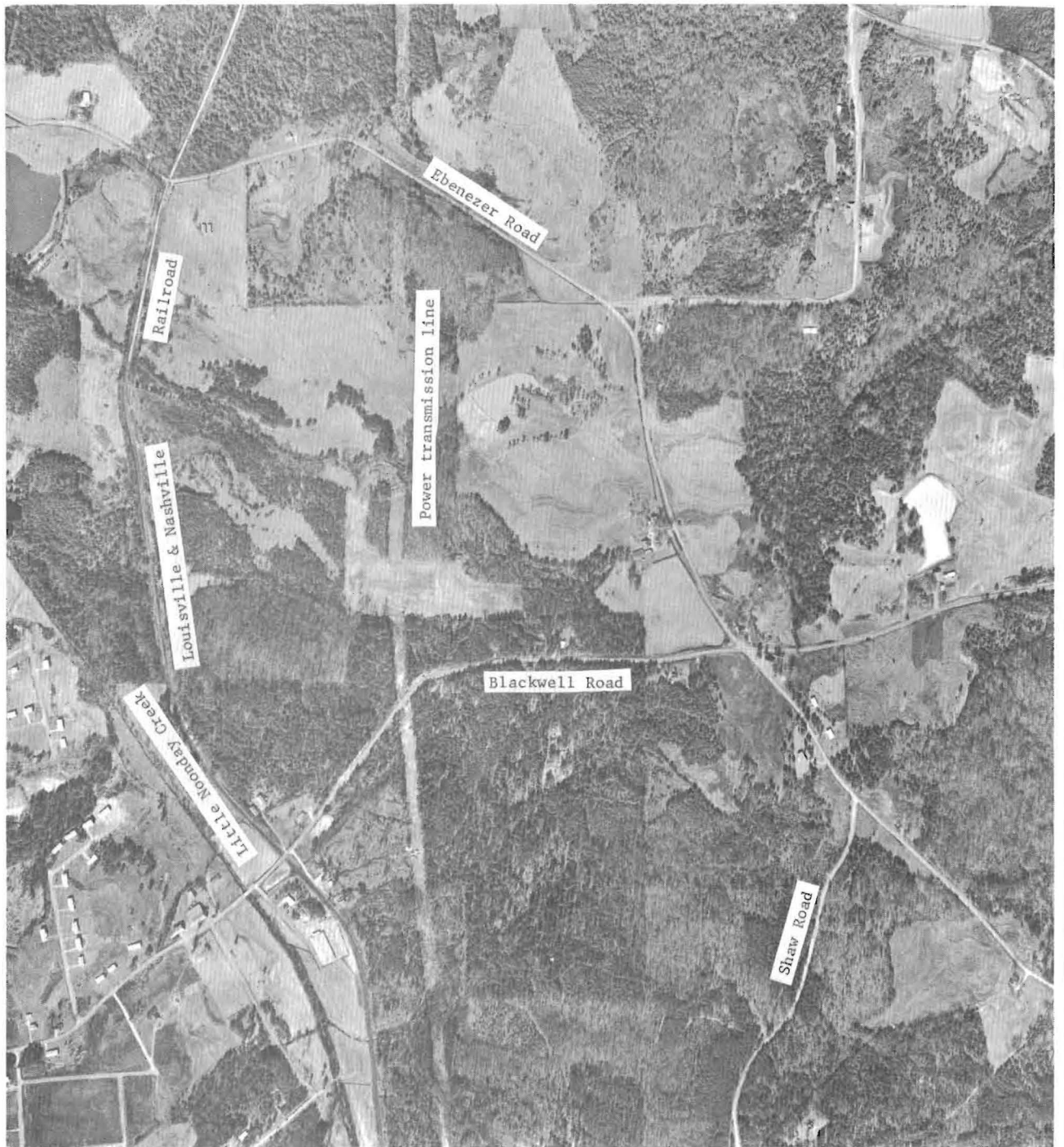


Figure 10. Property map of site area No. 7, 4½ miles north of Marietta along Canton Road. (See Figure 11.)



(From U. S. G. S. Kennesaw quadrangle)  
 Figure 11. Topographic map of North Canton Road site area, No. 7, about 4½ miles north of Marietta. (See Plate 6.)



(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 6. North Canton Road site area, No. 7, about  $4\frac{1}{2}$  miles north of Marietta.  
(See Figure 10.)

a direct heavy-duty road connecting to it through an interchange. Such connector route might be created by the improvement of the existing Chastain Road that goes west from a nearby point on Canton Road.

An 8-inch county water main along Canton Road would afford a minimum industrial supply source for this site area. There is also a major natural gas main of the Atlanta Gas Light Company along that highway. Sewerage is not available, but oxidation ponds, draining to Little Noonday Creek, probably could serve the initial waste disposal needs of any industrial developments here.

#### Elizabeth (8)

Limited extension of industrial developments in the suburban community of Elizabeth, on the north edge of Marietta, appears possible between Canton (State 5) and Old Bells Ferry roads. This area, north of U. S. Highway 41 and west of the Marietta-Cobb Industrial Park (page 6), is estimated to have about 150 acres in six ownerships. (See Land Lots 929 to 931 and 942 to 944 of Figure 2.)

The land is generally wooded (Plate 1) and has an elevation range of over 100 feet, yet considerable acreages are within a 40-foot range. This is particularly true in Land Lots 929, 931, and 944, where broad flat-top ridges offer favorable situations for grading out sites of fairly good size. (See Figure 3.)

It will be noted that much of the McClure land in Land Lot 943 has been subdivided, according to the county tax records, but to date, there has been no development and all of this acreage has been included in our estimate of available acreage.

If all of these lands could be assembled into a single industrial district or similar development, about 1,000 feet of frontage along U. S. Highway 41 would be afforded by the property of Mrs. Ruby O. Coffey (Land Lot 942), while either the Dunn or Davenport properties in Land Lot 944 would give access to the Canton Road, where there will be an interchange to Interstate Highway 20. In fact, it is possible that this interstate route may cross a part of this site area.



The Louisville and Nashville Railroad, which parallels the east side of Canton Road (State 5), apparently could extend a lead track into the site area, about at grade, along the Dunn and/or Davenport frontages on this State highway.

Water to this site area can be supplied from a 14-inch main along U. S. 41, and a 20-inch main also is to be laid along that highway. In addition, an 8-inch main extends north on Canton Road to Woodstock. Sewage from this area probably could be pumped across the Canton Road to the 10-inch sewer that serves the industrial park. The Atlanta Gas Light Company has a major natural gas main along U. S. 41.

#### Franklin-Wylie-Delk Roads (9)

Site areas with limited non-rail potentials occur between Wylie and Franklin roads and eastward from the latter along Delk Road to its interchange with Interstate Highway 75 (now under construction), about 1½ miles southeast of the Marietta city limits. (See Figure 1.) The Wylie-Franklin and Delk roads areas were initially considered as separate areas in this survey (Report No. 1, p. 12), but are here treated as a unit because of the overlapping of ownerships along Franklin Road into the Delk Road area.

In the Wylie-Franklin roads section, which lies roughly parallel to and one-quarter to one-half mile east of the four-lane U. S. Highway 41, the land is mainly open fields or lightly wooded tracts within a shallow valley, tributary to Rottenwood Creek. (See Plate 7.) While the maximum elevation range over the length of this valley exceeds 125 feet, locally the terrain is within a 40- to 60-foot range, affording situations suitable for industrial site developments. (See Figure 13.)

One of the more attractive of such situations is the upper section of the valley, beginning at the junction of Wylie and Franklin roads and extending southeastward, including some 150 acres in seven ownerships in Land Lots 575, 579, 645, 653, and 716. (See Figure 12.) Excluded in the acreage estimate are the bottomlands along the creek. As now planned, a section of the Clay Street Extension (a circumferential highway around Marietta) will cross Franklin Road near its junction with Wylie Road and will have an interchange with Interstate 75 a short distance east of Franklin Road. In the main, these lands down the valley which Franklin Road parallels are agricultural, but several good-quality residences already have been built here, necessitating some degree



(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 7. The Franklin-Wylie-Delk roads area southeast of Marietta. (See Figure 12.)  
Note residential developments to northeast of area.

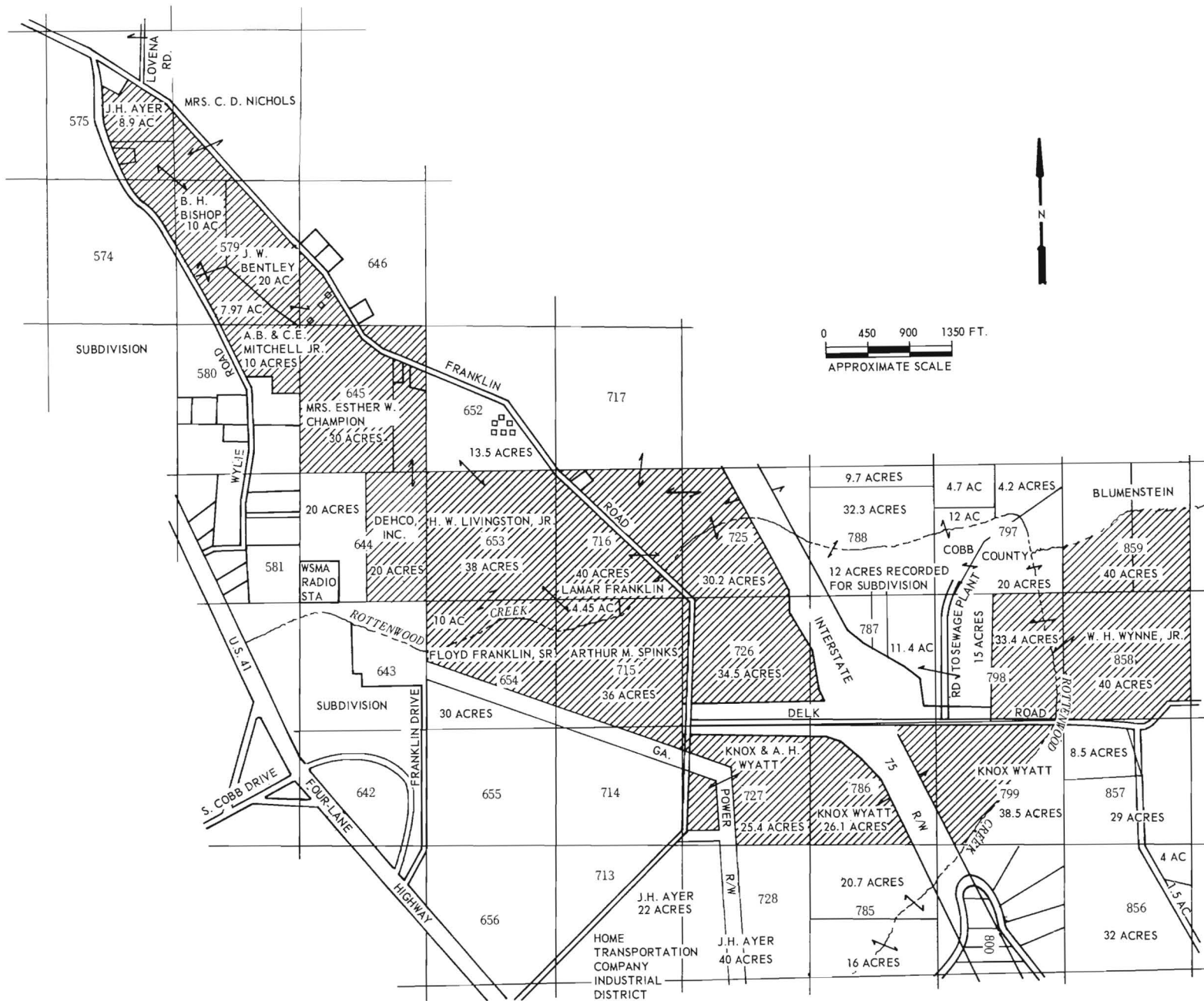
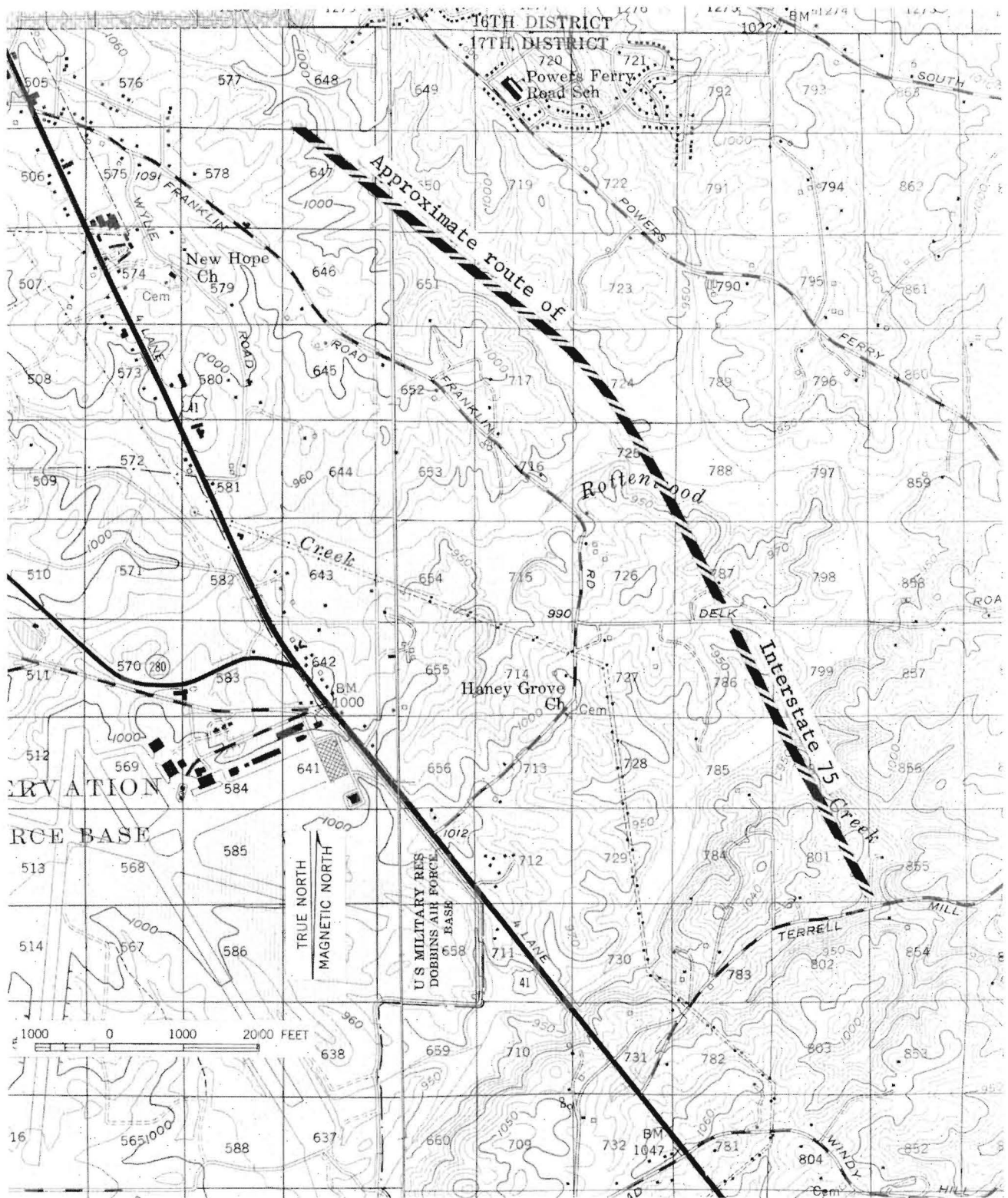


Figure 12. Property map of site areas in the Franklin-Wylie-Delk roads sections



(From U. S. G. S. Sandy Springs and Marietta quadrangles)  
 Figure 13. Topographic map of Franklin-Delk roads area southeast of Marietta, showing approximate route of Interstate Highway 75 in relation to potential site areas. (See Plate 7.) Note that contour interval is 10 feet in eastern two-thirds of map and 20 feet in western third.

of caution on the part of any developer who seeks to locate here. Nonetheless, the long-established redware pottery of J. W. Franklin and Sons is operated here about 0.2 mile north up Franklin Road from Rottenwood Creek, and this pottery's presence should help justify the further expansion of industrial operations in this valley, despite the present limited residential usage.

Eastward along Rottenwood Creek, the land southward to and beyond Delk Road remains quite rugged and elevation differences of over 70 feet are reached. As Figure 12 shows, probably less than 100 acres, exclusive of creek bottomlands, might be available in the three ownerships involved along both sides of Franklin Road on the south side of Rottenwood Creek and east to Interstate 75. The upland parts of these properties are broadly rolling within an elevation range of 40 feet (Figure 13), so that limited sites could be developed by reasonable grading. Similar topography characterizes the properties south of Delk Road between Interstate 75 and Franklin Road (Figure 13), and the adaptability of such land to industrial usage is well demonstrated by the new industrial district now under way in Land Lot 713 by the Home Transportation Company. (See p. 10 and Figures 12 and 13.)

Immediately east of Interstate 75, the numerous ownerships preclude ready assemblage of sizable industrial sites, but the western half of Land Lot 858 is especially attractive because the area along the lower ridge slopes, adjacent to the creek, affords land within a 20- to 30-foot elevation range. (See Figure 13.) The land in the southeast quadrant of Land Lot 859, although rising to over 50 feet above Rottenwood Creek, is a broad spur that also would afford a limited site area. The eastern half of Land Lot 798 is composed largely of the creek bottomlands, which probably are subject to flooding.

In summary, this Wylie-Franklin-Delk roads area offers considerable industrial attractiveness because of the ready access to Interstate 75 through the interchanges on Delk Road and the Clay Street Extension. Its potential is further enhanced by the area's proximity to Marietta. However, much of the terrain is definitely borderline in respect to its topographic suitability for industrial usage. Also, the numerous ownerships are a restricting factor to its development. In the main, development of the area probably would be attended by relatively high costs, resulting both from the land acquisition and the required extensive grading. In brief, the industrial potential of this area is due largely to its proximity to the interchanges of Interstate 75, but

this potential cannot be realized unless these interchanges create land values sufficient to offset the topographic disadvantage and consequent higher developmental costs.

Water for this area can come from 20-inch county mains along either the four-lane U. S. Highway 41 or Terrell Mill Road, about a mile to the south. Both the county and Marietta systems have 6-inch water mains on Powers Ferry Road to the north. (See Figure 13.) A sewer line also is along that road and a trunk sewer parallels the east side of Franklin Road. Both of these sewers dispose to the "Southeast" sewage plant of the Marietta system on Rottenwood Creek (in Land Lot 797), some 3,000 feet northeast of the Delk Road-Interstate 75 junction. This sewage plant, with a 2-million-gallon daily capacity, presently is operating at only 22% capacity. The nearest major natural gas main of the Atlanta Gas Light Company is along U. S. Highway 41, but other mains of that company are along both Powers Ferry and Terrell Mill roads.

#### Interstate 20 Area in South Cobb (10)

The crossing of the southern tip of Cobb County by Interstate Highway 20 will greatly enhance the potential of a substantial acreage of land along the Chattahoochee River. Industrial development of a part of this acreage already has started.

In the immediate vicinity of the river crossing by the new Interstate route and downstream along the south side of the Lower River Road are some 500 acres, owned mainly by Hue R. Lee. (See Figure 14.) An estimated one-fourth of this Lee acreage is bottomlands and the remaining acreage is in broad ridge spurs, drained by creeks, with these largely wooded lands (Plate 8) rising about 80 feet above the river bottoms. However, a substantial part of the acreages along the ridge slopes and crests has elevations within a 40-foot range. Equally topographically favorable terrain occurs over an additional 100 acres of land owned by Hue R. Lee on the north side of the Lower River Road in Land Lots 689, 697, and 698. This Lee land is approximately opposite the Fulton County Industrial District, situated across the river, and nearby is the Fulton County Airport. (See Figure 15.)

Another 100 acres or so, in the ownership of Felix Cogburn, adjoins to the southwest of the Lee land on the south side of the Lower River Road. Much of this Cogburn acreage similarly occupies a flat-topped spur, between creeks,

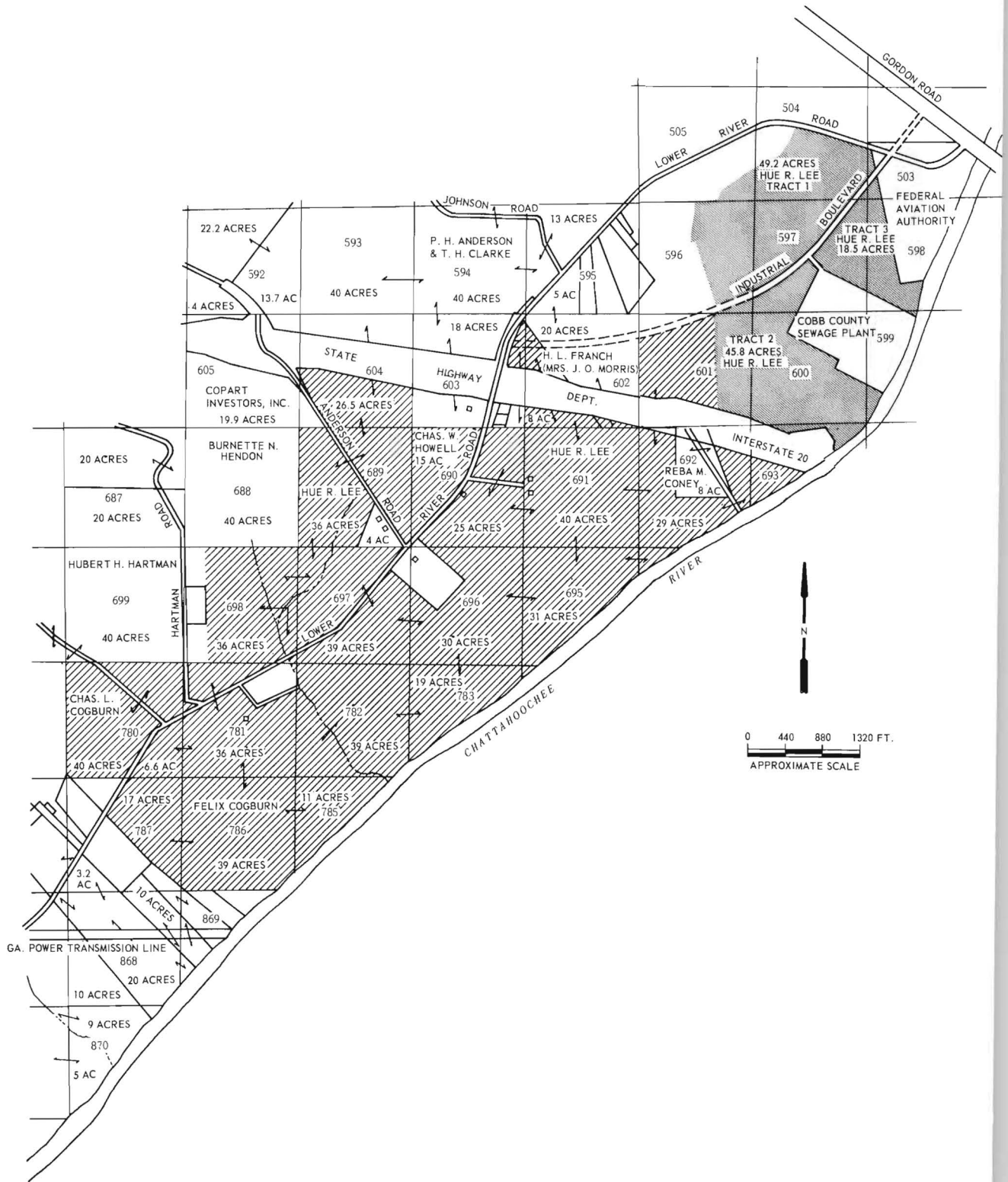
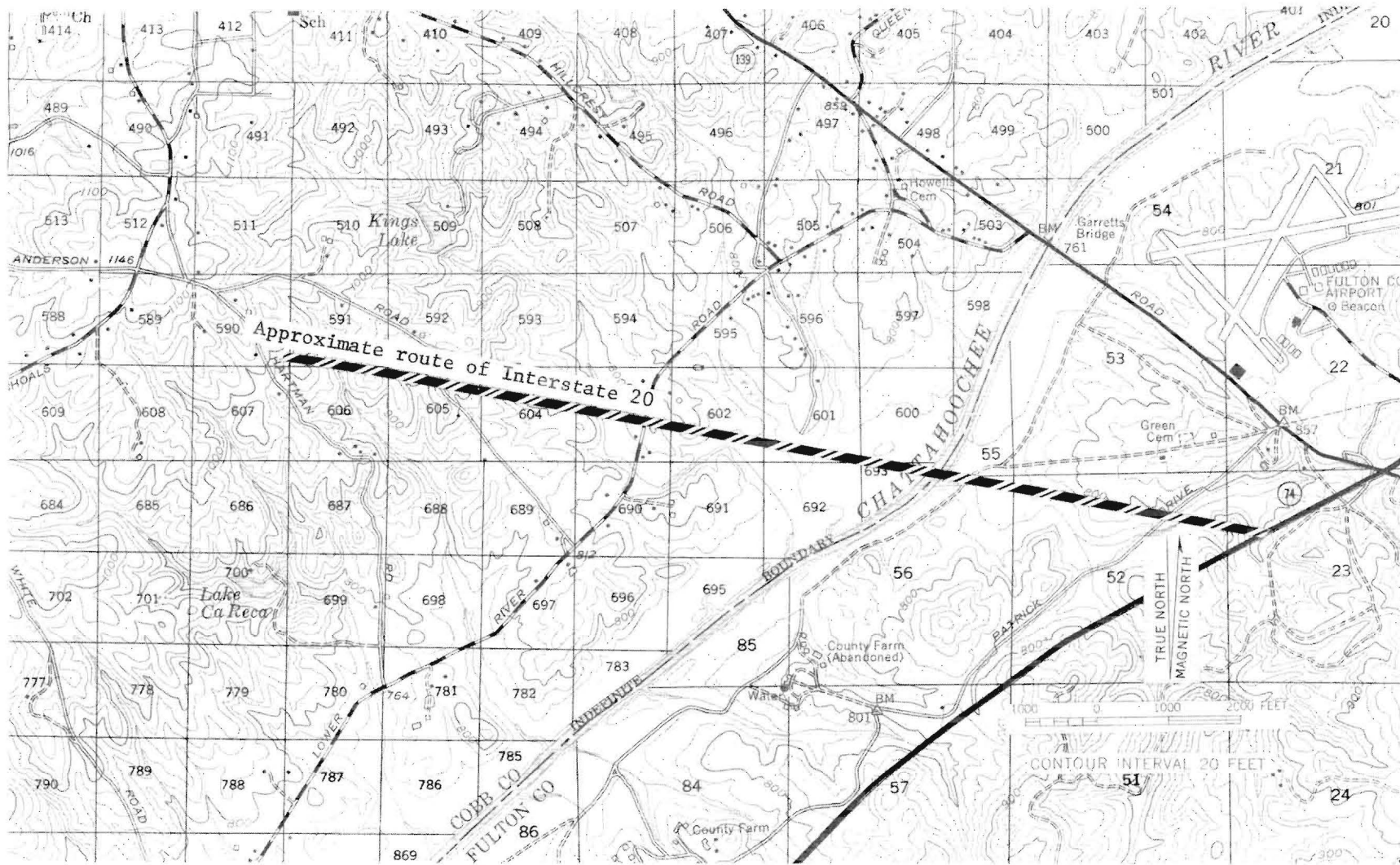
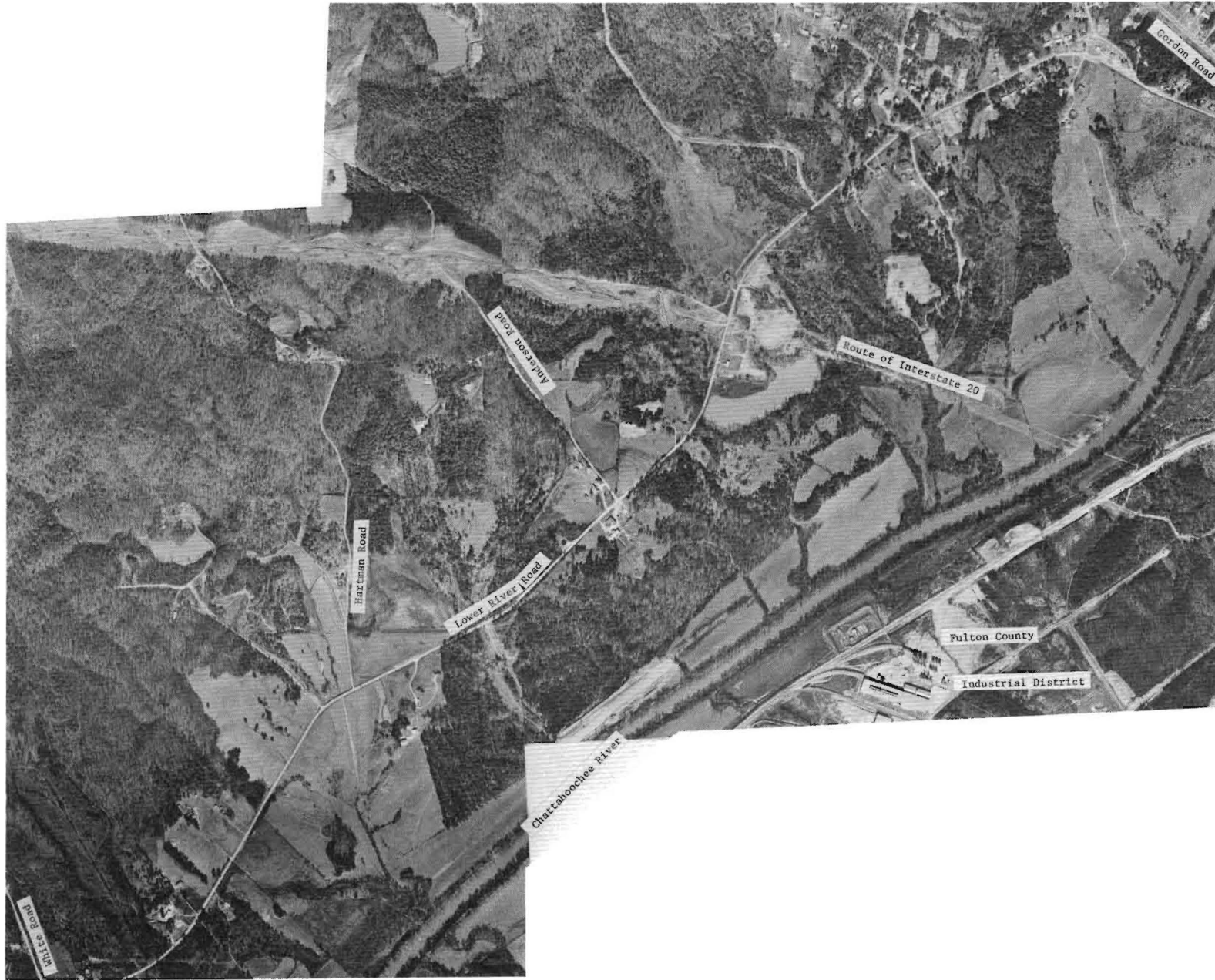


Figure 14. Property map of southern Cobb County area along the Chattahoochee River showing Lee-Cogburn site area, with tracts being developed on Lee land near Gordon Road shown by denser shading. (See Figure 15.)



(From U. S. G. S. Mableton quadrangle)  
Figure 15. Topographic map of southern Cobb County area that includes potential industrial lands along the Chattahoochee River. (See Figure 14 and Plate 8.) Present Fulton County Industrial District is on east side of river in former "County Farm" area shown on map south of Interstate Highway 20.





(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 8. Southern Cobb County site area along the Chattahoochee River, showing grading scars along route of new Interstate Highway 20. Site area is mainly land between Lower River Road and the river from Gordon Road downstream to below Hartman Road. (See Figures 14 and 15.)

that here and in its 40-acre extension north across the Lower River Road has an elevation difference within a 40-foot range.

Downstream from the Cogburn property, the land between the Lower River Road and the river is in numerous ownerships and assemblage of sizable acreages does not appear practicable, although much of the land, topographically, is quite favorable, being broadly sloping within a 40-foot elevation range.

Since the Corps of Engineers estimates the possible flood level for this section of the river at the 755-foot elevation, substantial acreages of the bottomlands would have limited industrial usefulness.

In the fall of 1964, Mr. Lee had begun the initial development of that part of his holdings north of Interstate Highway 20. An 80-foot industrial boulevard, extending from Gordon Road to a point on Lower River Road near the interchange to the interstate, was being graded and, in part, was surfaced. (See Figure 14.) To the east of the approximate middle of this new road is the Cobb County sewage plant, along the Chattahoochee River. To the west of the boulevard 49.2 acres are being graded into an industrial site, designated in Figure 14 as Tract 1. Two additional sites of 45.8 and 18.5 acres, respectively Tracts 2 and 3, also are being graded. Tract 2, it will be noted, has 1,500 feet of frontage along Interstate 20.

The South Cobb sewage plant can receive wastes directly from the foregoing Lee development now under way upstream from Interstate 20, but waste discharge from any industry in those parts of the site area south of the interstate highway probably would have to be pumped back to the disposal plant. In the initial development of the more removed parts of the site area, a package sewage plant might be most economical. However, when the industrial concentration here becomes sufficiently extensive, a new disposal plant could be built farther downstream and the flow of any sewage being pumped to the present disposal plant could be reversed for gravity flow to the new plant downstream.

Water to this area is now available from a 6-inch main along the Lower River Road, but the county water system plans call for installation of a 16-inch main along South Gordon Road to a 250,000-gallon storage reservoir ("Hillcrest" reservoir) which will be constructed approximately at the point where South Gordon Road becomes Hillcrest Road. When the need develops, the county plans a 10-inch water main on Anderson Road to tie to the Lower River

Road, while a 16-inch main would extend west along Factory Shoals Road, thence south on White Road, then back east along the Lower River Road. (See Figure 15.) Natural gas service in this area is through the Austell Gas System, which has a 4-inch high-pressure main along the entire length of Lower River Road, beginning at its junction with the Owens Mill Road on the east and looping on the west to an 8-inch line at Mt. Vernon Road in Douglas County.

The lack of railroad service on this side of the river would be a distinct handicap in competing with the established Fulton County Industrial District across the river, since the latter is served by a branch of the Atlantic Coast Line Railroad. Nevertheless, if a sufficiently large heavy industry with a considerable rail freight potential could be interested in this South Cobb river site area, there is a possibility that a railroad bridge might be built to service such industry.

Because of their proximity to downtown Atlanta and the ease of access over Interstate 20, these lands of Lee and Cogburn should prove very attractive to industry. Their potential is enhanced by the fact that this southern part of the county is heavily populated, and workers from the nearby Mableton and Austell areas could readily move to this site area over Gordon Road. A projected new county road to Smyrna from Gordon Road would further facilitate worker movements from the more removed parts of the county. Finally, this site area is just across the river from the Fulton County Airport, which undoubtedly will become increasingly important as an air freight center. Thus, the site here has much potential and, since considerable industry is already established in the Fulton County Industrial District across the river, it is reasonable to expect new industries to be attracted to the Cobb County side when developed acreages are made available. Such movement, of course, would be substantially facilitated if railroad service could be provided to this South Cobb site area.

#### Powder Springs (11)

Although the Powder Springs area within the past decade could have afforded 2,000 acres or more of industrially suitable land, today housing developments have absorbed much of this acreage or have effectively cut off from rail service other acreages, such as that on the east side of town where the Seaboard Railroad parallels Georgia Highway 5. (See Report 1, p. 16.)

Area 11 A. Potentially the best industrial acreage left in the Powder Springs area is west of town, along both sides of Florence Road, extending north from U. S. Highway 278 nearly to Shipp Road and from there on the west side to Elliott Road. (See Figure 16.) Here, lying between two southeasterly flowing branches of Powder Springs Creek, are approximately 350 acres in three ownerships. This acreage, which excludes the creek bottomlands, consists largely of broadly rolling open fields or lightly wooded tracts (Plate 9) whose terrain ranges between 40 and 60 feet above the creek levels. (See Figure 17.)

The Southern Railway is at the south side of this Florence Road area, paralleling the south side of U. S. Highway 278, while some 1,200 to 1,500 feet to the north the Seaboard Railroad crosses the area, parallel to the Southern tracks. Lead track access into the area can be at grade immediately to the east of the Seaboard's crossing of Florence Road. A warehousing operation of Tesco Chemical Company already is established here on the west side of Florence Road along the south side of the railroad.

Lack of water, gas, and sewerage on this west side of Powder Springs handicaps the development of the above site area. In fact, Powder Springs has no sewage disposal plant. Gas service to Powder Springs is by the Austell Gas System, and service to this site area could be provided by taking off from a 3-inch high-pressure main on Lost Mountain Road about a mile north of Powder Springs and extending the service lateral into the area along Shipp Road. A further deficiency of this location is its distance from the new interstate highways and the roundabout route over outmoded State highways to reach them.

Area 11 B. East of Powder Springs, from the vicinity of Noses Creek to the south and southeast of Georgia Highway 5 over to Olley Creek, are several hundred acres of topographically suitable land with access to the Seaboard Railroad, which here, in part, parallels the south side of the highway. (See Figure 19.) Limited industrial development already has occurred in this area, as Chem-Salts, Inc. has a small plant just east of Noses Creek, while farther east is Colonial Pipeline's tank farm on a 160-acre tract off the Anderson Farm Road. (See Figure 18.)

The Dupree and Hovers tracts on the west side of Noses Creek and south of the railroad contain a total of 79 acres, but the most usable acreages are the limited uplands along the railroad, since a valley draining east to the creek

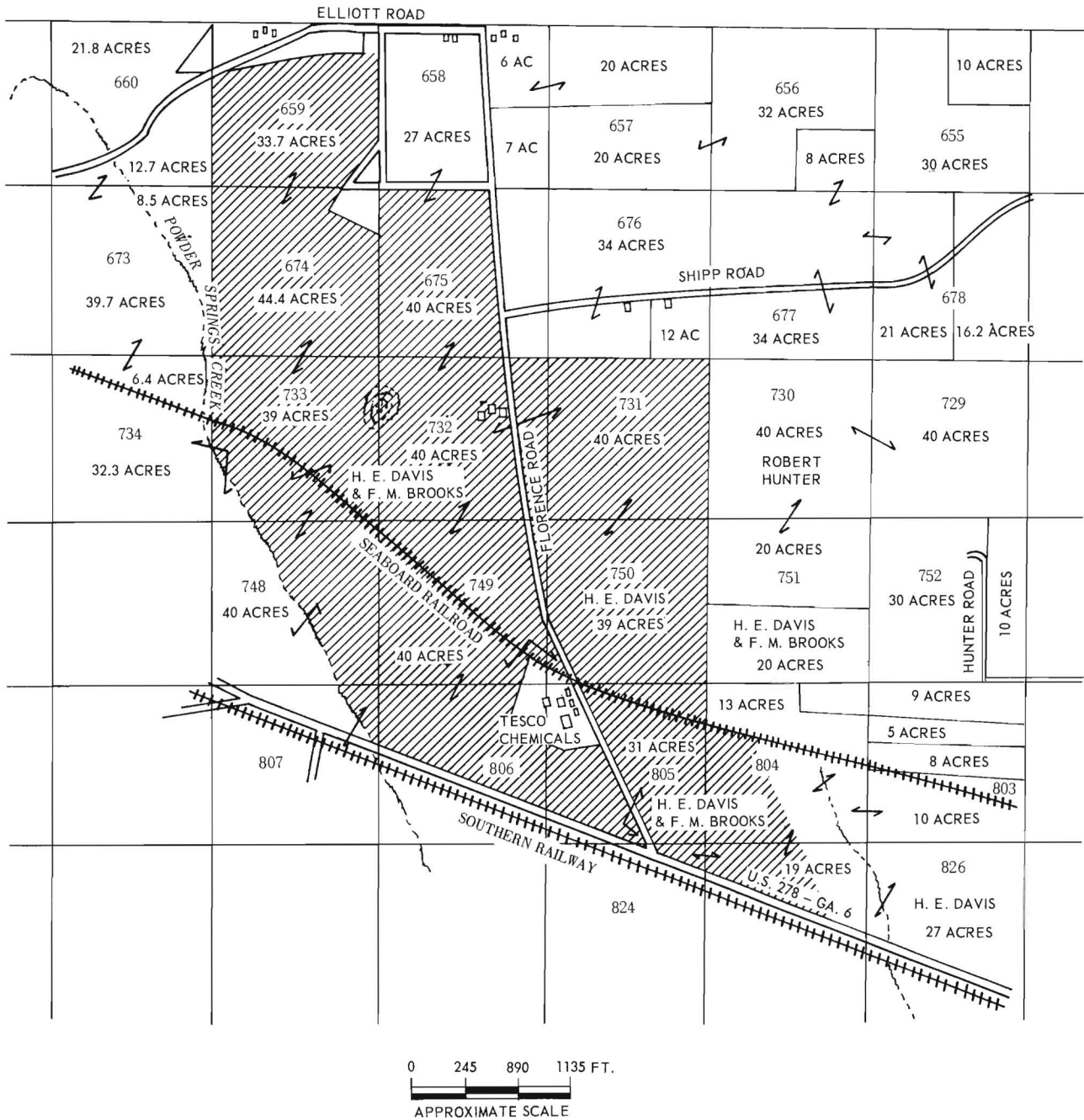
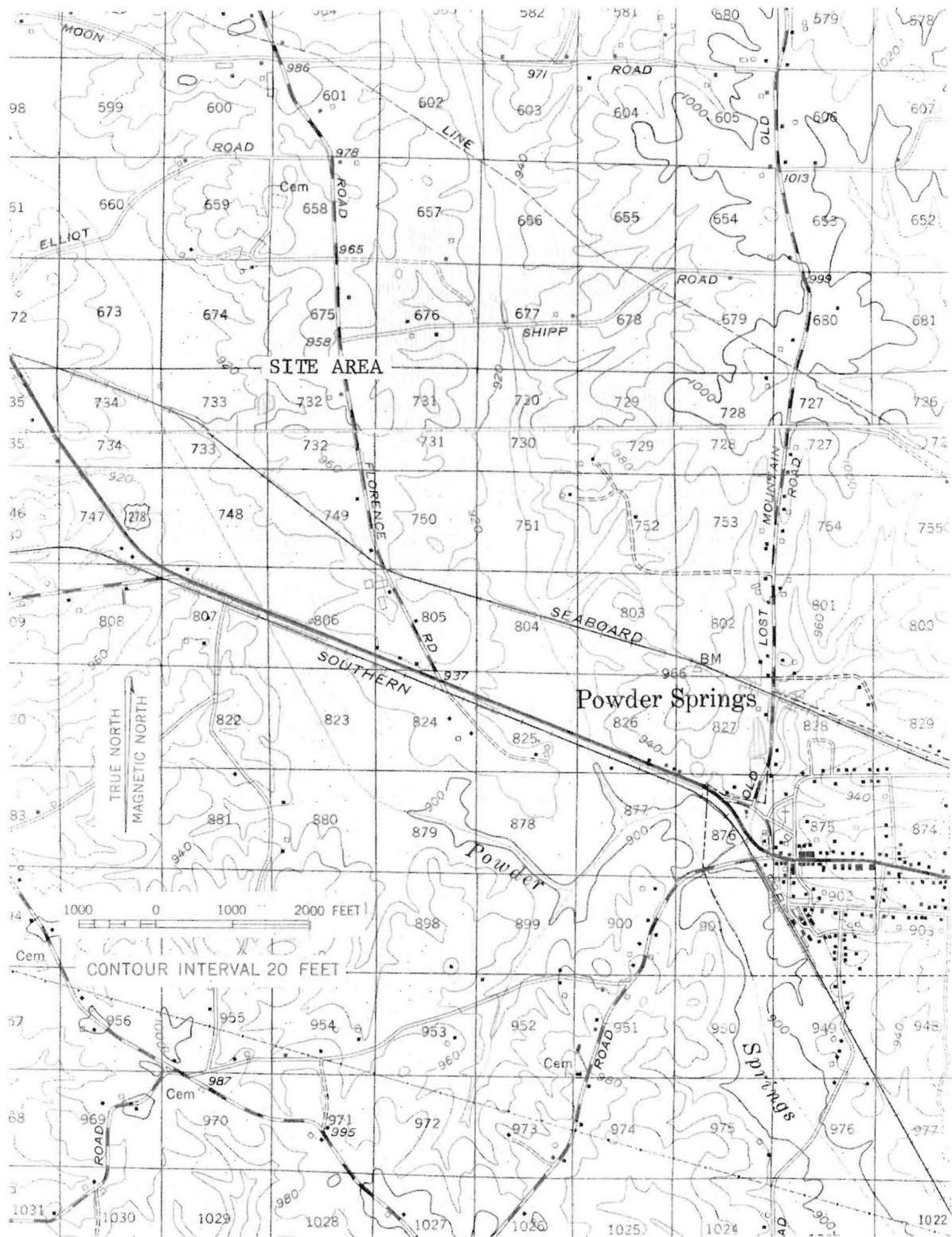
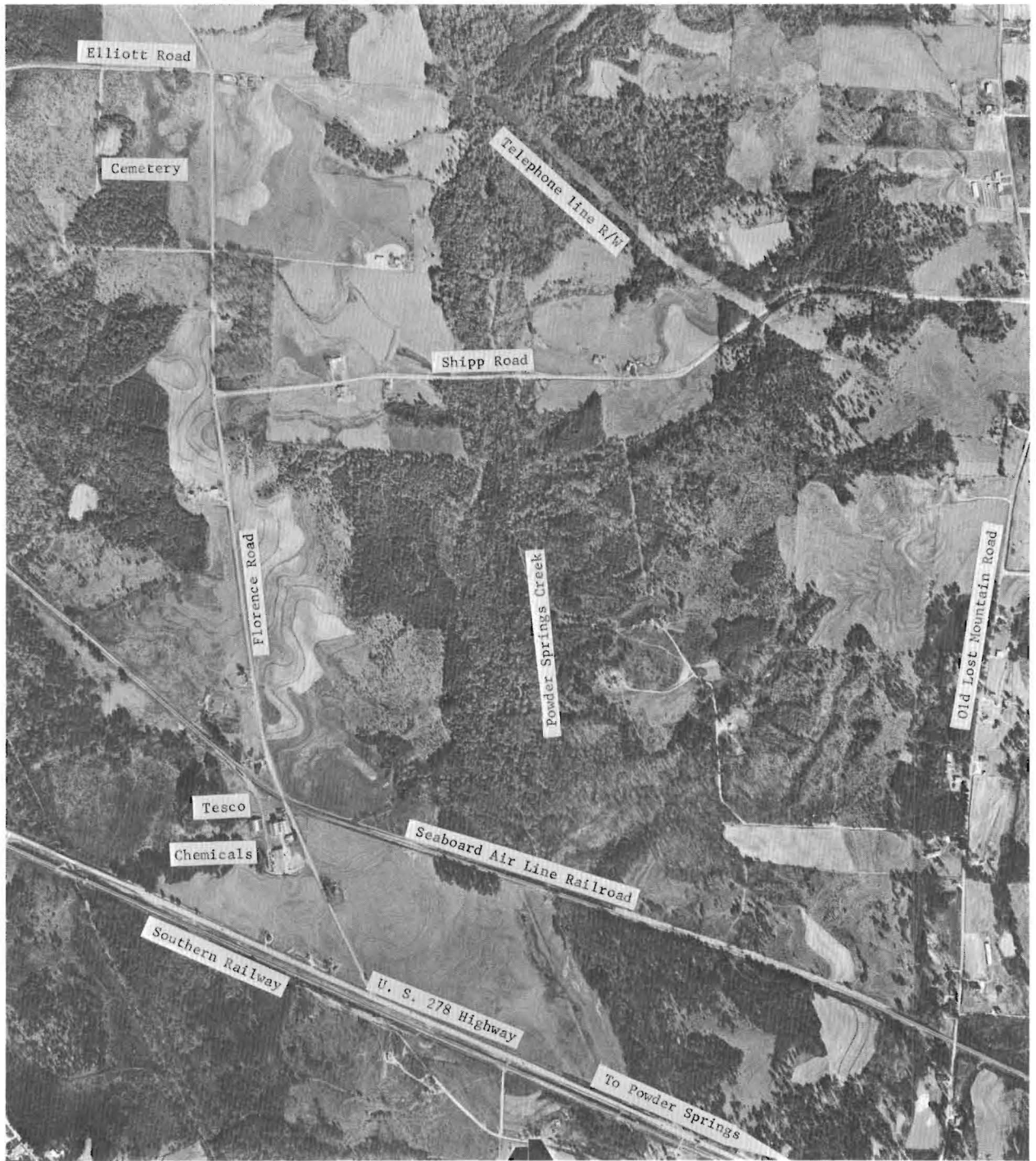


Figure 16. Property map of "Florence Road" site area west of Powder Springs. (See Figure 17.)



(From U. S. G. S. Austell and Lost Mountain quadrangles)  
 Figure 17. Topographic map of "Florence Road" site area, No. 11 A, west of Powder Springs. (See Figure 16.)



(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 9. "Florence Road" site area, No. 11 A, east of Powder Springs. (See Figure 16.)

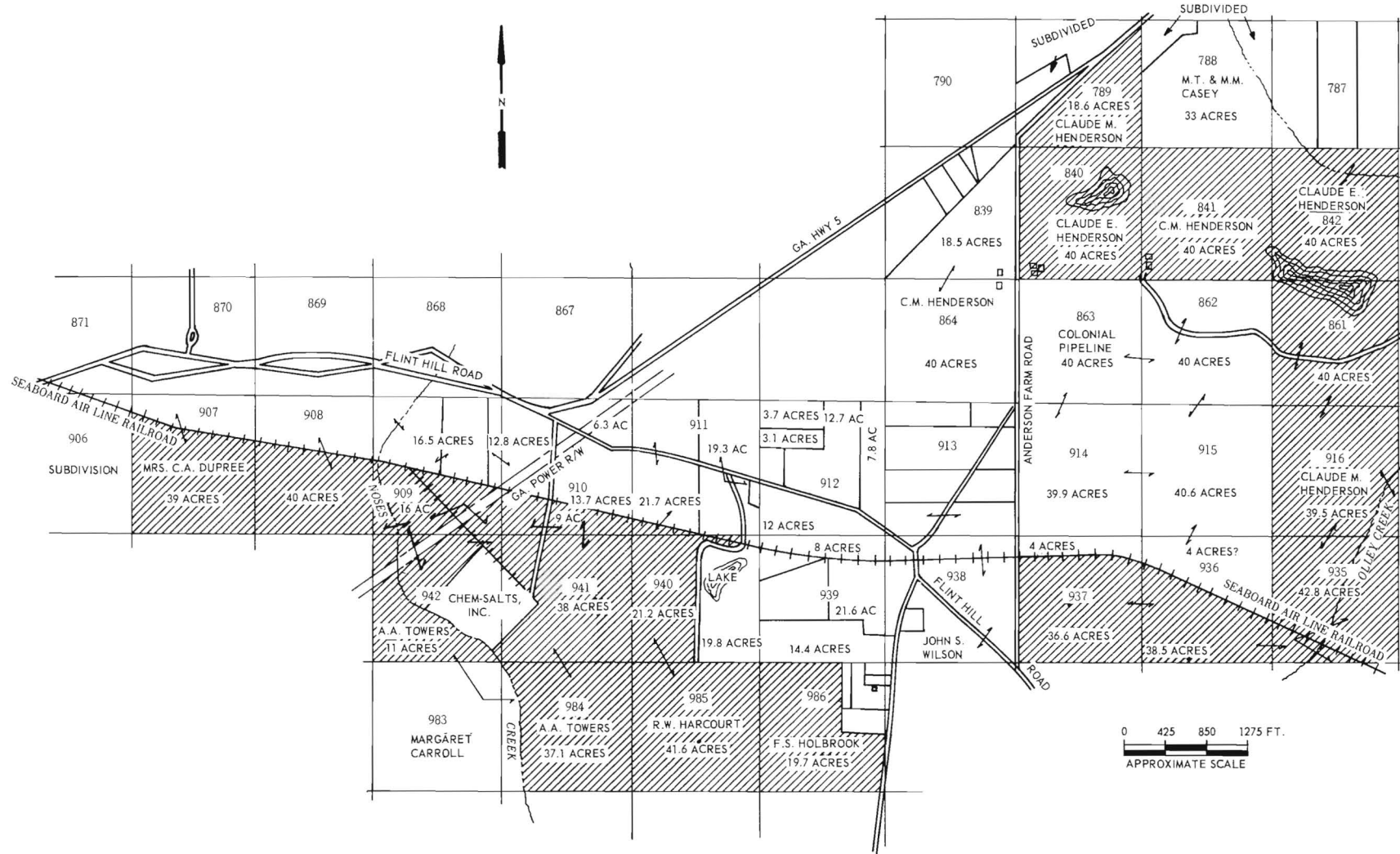


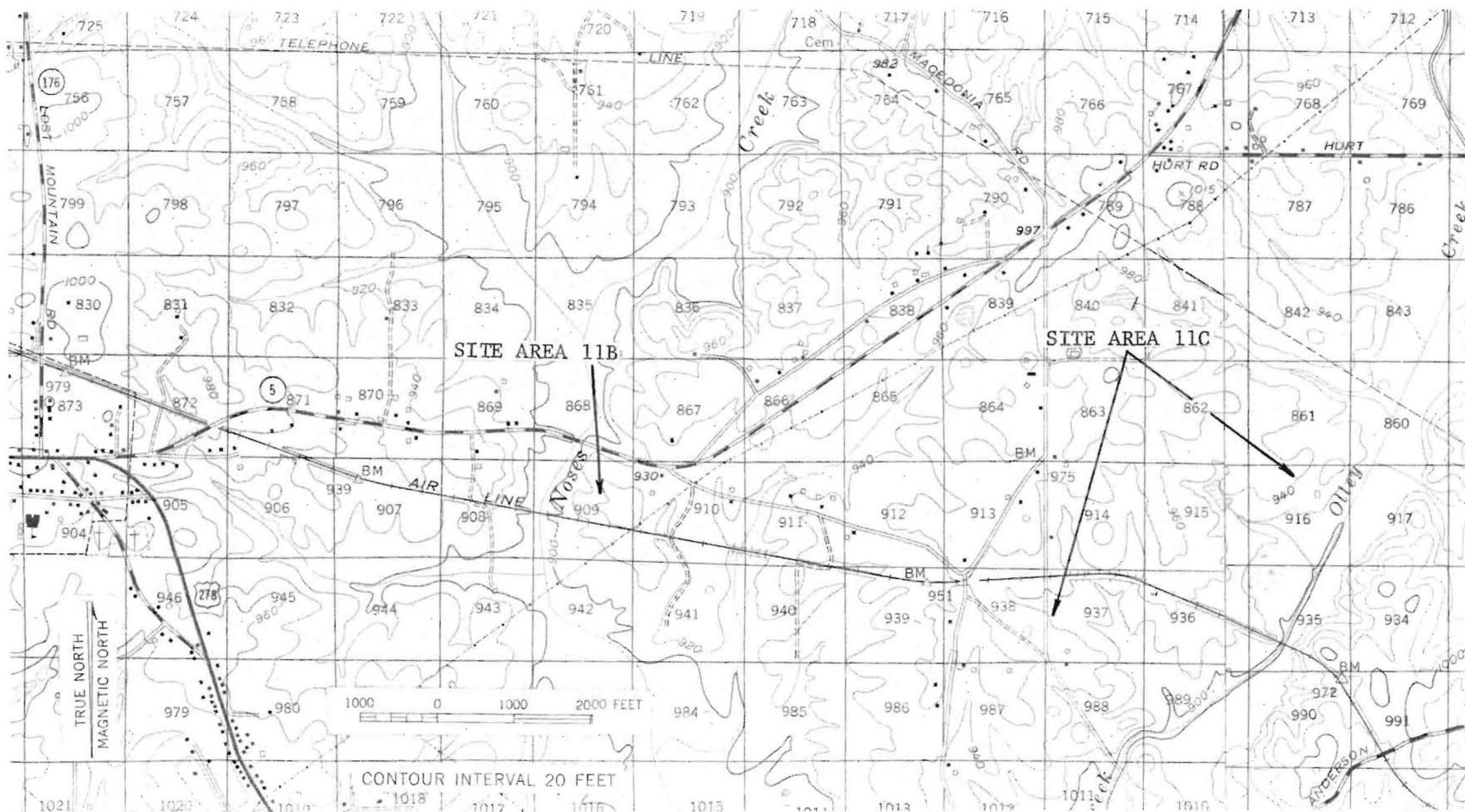
Figure 18. Property map of site areas 11 B and 11 C east of Powder Springs. (See Figure 19.)



absorbs most of the southern parts of the tracts. (See Figure 19.) Rail access at grade can be obtained here. To the east of Noses Creek, the Towers, Harcourt, and Holbrook holdings total about 185 acres. (See Figure 18.) All of this land is within a 30-foot elevation above the creek, excepting the 30-acre Towers tract in Land Lot 984, which consists of slightly swampy bottomlands, as does the Carroll land of Land Lot 983. A rail spur has been installed into this area to serve the Chem-Salts operation, and further extension of this lead to serve additional industries is a possibility. If not, a lead track can be taken off at grade immediately east of the railroad crossing of the private road to the Chem-Salts plant and probably at other points farther east along the railroad. A 6-inch water main of the county system is along Georgia Highway 5, as is a 4-inch high-pressure natural gas main of the Austell Gas System.

Farther east along the south side of the Seaboard Railroad, beyond the Anderson Farm Road, is at least 75 acres in the ownership of Claude M. Henderson. Although this land is within a 40-foot elevation range, a fairly steep valley draining southeast to Olley Creek greatly reduces the area accessible by rail spurs. In addition, some difficulty may be experienced in taking off rail leads due to curvature of the main line and its being, in part, in cuts.

Area 11 C. To the north of the railroad here is the Colonial Pipeline property, but surrounding this are the Henderson holdings of some 260 acres (Figure 18), all of which are broadly rolling and rising generally about 40 feet above Olley Creek, which forms the eastern boundary of this area. Locally, however, elevations of small knolls exceed heights of 80 feet above the creek. (See Figure 19.) Most of the land is open fields and, by reasonable grading, a substantial part of the acreage could be developed into industrial sites. Rail access appears possible over much of the area. The most northerly of these Henderson holdings has a short frontage along Georgia Highway 5, where residential subdivisions have been developing. If these residences present a problem in using this frontage for an access route, there is additional frontage along the Anderson Farm Road that connects directly to Georgia Highway 5. Along this latter highway is the 6-inch county water main and a 3-inch high-pressure natural gas main of the Austell Gas System. The latter line, reduced from a 4-inch line at the junction of Georgia Highway 5 and Flint Hill Road about a mile to the southwest, connects to a regulator station at the West Sandtown Road junction farther east along the State highway. A 4-inch



(From U. S. G. S. Austell and Mableton quadrangles)  
Figure 19. Topographic map of potential site areas 11 B and 11 C east of Powder Springs. (See Figure 18.)

high-pressure gas main branches off along Hurt Road, which is near the north side of the Henderson holdings. (See Figure 19.)

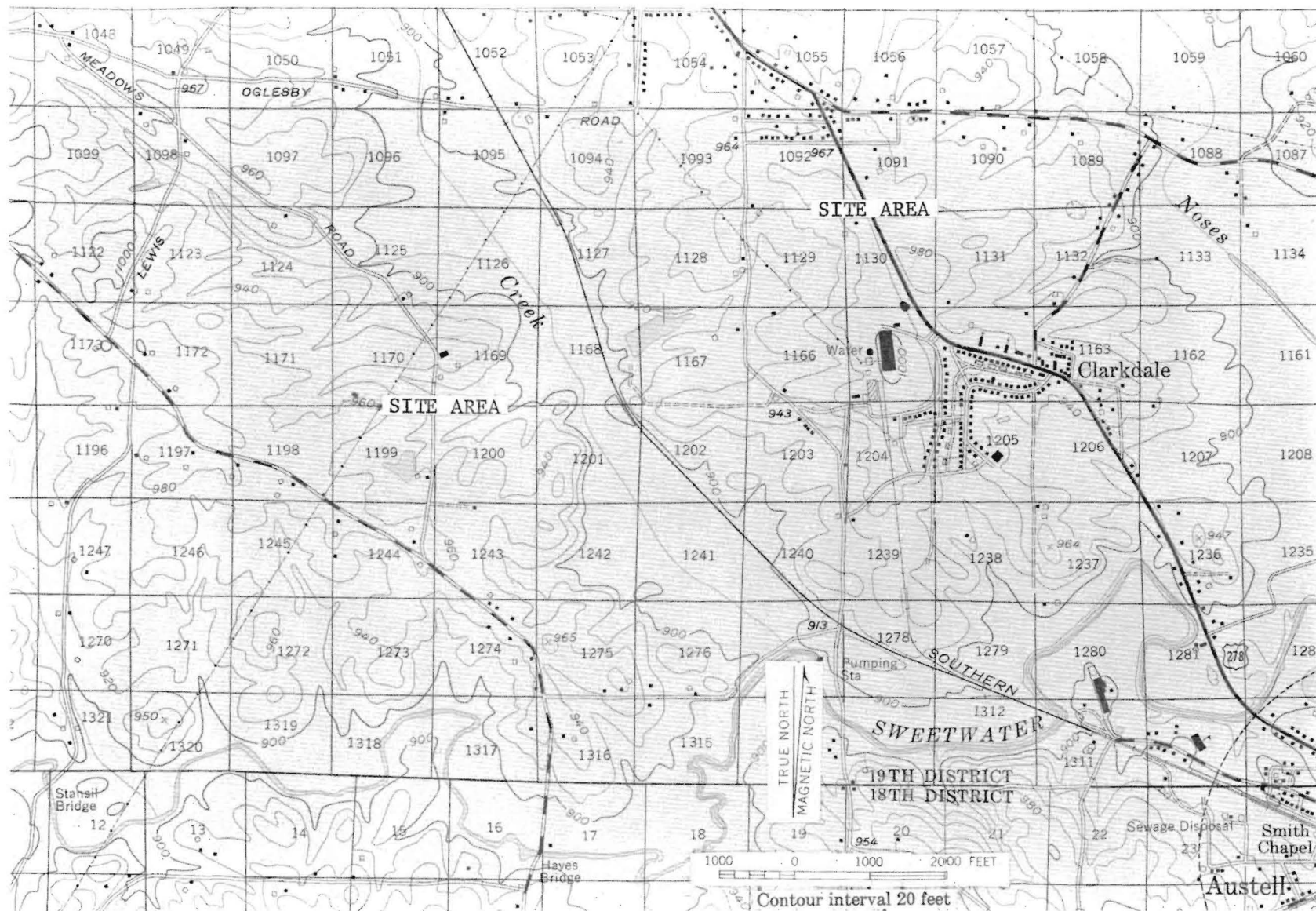
### Clarkdale (12)

To the northwest of Clarkdale, the unincorporated location of Coats & Clark mills, is an area of some 200 acres lying west of U. S. Highway 278 to the Southern Railway (Land Lots 1094, 1093, 1092, 1127-30) that is largely within a 60-foot elevation range. (See Figure 20.) The land is rolling and, in part, is planted to young pines. (See Plate 10.) About 100 acres of similarly favorable land is east across the highway. All of this land is in the ownership of Clark Thread (Coats & Clark).

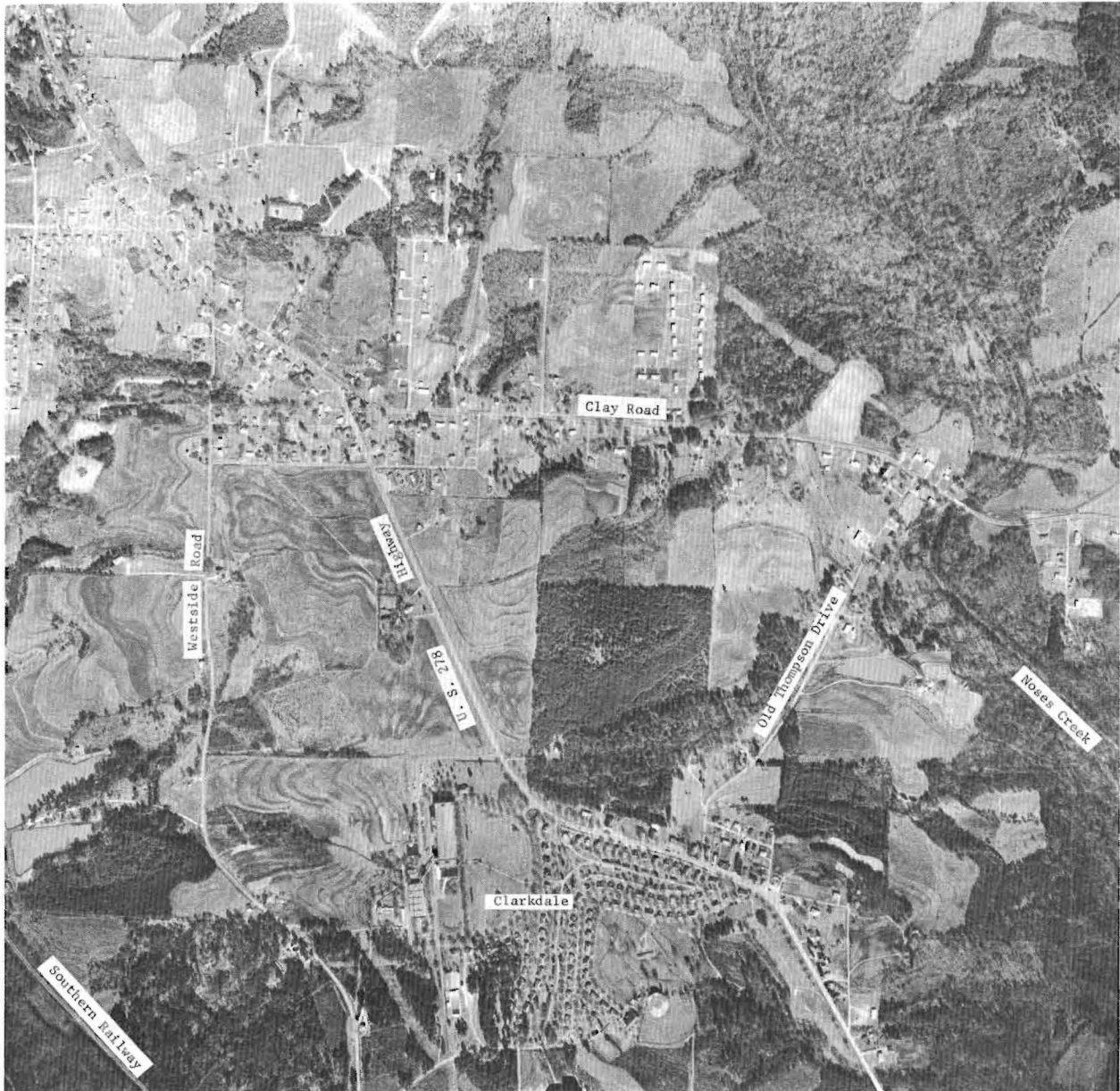
Due west of Clarkdale, beyond the Southern Railway and the paralleling Springs Creek (a tributary of Sweetwater Creek), the upland area over to the paved Lithia Springs Road is generally between 40 and 50 feet above the creek bottoms. This upland area, estimated at 400 acres or more between Sweetwater Creek along its south border and Meadows Road at the north, is in about a dozen ownerships. Probably the best chance for the assemblage of a sizable site area is offered by the holdings of George Hendricks along both sides of Meadows Road in Land Lots 1125, 1169, 1170, and 1200, totaling 160 acres, and of Roger Zottie, 40 acres in Land Lot 1199. (See Figure 20.) Extension of a rail spur into this area would involve no more grade, and possibly less, than that on the spur from the Southern Railway tracks to the nearby Coats & Clark mill. (See Figure 20.) Residential subdivisions along the Lithia Springs Road to the west of this potential site area could handicap its development.

Between the Coats & Clark mill and the Southern Railway to the south is an upland of 100 acres or so that rises generally about 40 feet above Sweetwater Creek. It is crossed by the above-mentioned railroad spur to the mills which climbs an estimated 80 feet in 3,400 feet, giving a grade of approximately 2.3%. On the whole, this is very good industrial land and presumably is held by Coats & Clark for possible future expansion of their operations, and the same is probably true of the above-described lands to the north of the mills.

Altogether, there appears to be enough potentially available land of favorable terrain in this Austell-Clarkdale area for accommodating a considerable expansion of industrial operations.



(From U. S. G. S. Austell quadrangle)  
Figure 20. Topographic map of Clarkdale area that includes potential industrial lands north and west of the town. (See Plate 10.)



(Photo by Thomas M. Lowe, Jr. & Associates, Inc., Atlanta)  
Plate 10. Site area at Clarkdale, lying on both sides of U. S. Highway 278 immediately north of Coats & Clark mill and mill village. (See Figure 20.)

Natural gas to this area is supplied by the Austell Gas System through a 6-inch high-pressure main along McKinney Bridge Road or Westside Drive (north-south road west of Coats & Clark mills -- see Plate 10) that reduces to a 3-inch line at the Southern Railway and goes west along Garrett Road and northwest up Lithia Springs Road to Powder Springs. A 6-inch water main is also along Lithia Springs Road, but there is no sewerage here. Like Powder Springs, this area is handicapped by the lack of sewers and the undersized water line, as well as the roundabout routes to the new interstate highways.

#### Lost Mountain (13)

This west-central Cobb County site area, about three miles southeast of Lost Mountain along the Villa Rica Road, was identified in the preliminary report, but subsequent investigation has indicated such multiplicity of ownerships as to preclude ready assemblage of any substantial acreages. Hence, its further description here is deleted.

#### CONCLUSIONS

The relatively rugged terrain in Cobb County decidedly limits the amount of land that is topographically suitable for industrial development. Further, the land problem has been aggravated by the loss to residential developments of numerous areas which should have been reserved for industrial use. Nevertheless, there still are several sizable areas capable of accommodating substantial industry. The more attractive areas are those where adequate water and gas supplies are available and ready access can be had to rail service and interstate highway routes. Of such areas, that of 1,200 acres south of Kennesaw is unsurpassed in Cobb County at the present time. However, this area, like most of the other site areas, lacks sewerage, and the general absence of sewers over much of the county area is considered a handicap to the industrial expansion of Cobb County.

Besides the lack of sewers in the county, many of the water mains are too small to support large industrial installations. Also, the existing highway system in the county needs improvement so as to provide more direct heavy-duty roads to connect with the new interstate routes. Consequently, it is in the interest of economy that early decisions be made respecting the future development of the potential industrial areas in order that the county government can

make policies and plans that will provide the best of services to such selected areas.

This provision of areas to accommodate new industry, as noted earlier, is a vital factor in industrial growth but not the all-important one. Nevertheless, as our initial report pointed out, there are some who suggest that neighboring DeKalb County has surpassed Cobb County in industrial development because of DeKalb's very extensive industrial districts and other available and developed industrial lands. To even suggest that the land factor is an acceptable standard of comparison is manifestly unfair to Cobb County because it fails to recognize more significant fundamental differences in these two important counties of metropolitan Atlanta.

Although the terrain of DeKalb County, on the whole, may be less rugged than that of Cobb County, favoring the widespread development of industrial districts there, this advantage alone could not have stimulated DeKalb County's recent vigorous growth. Actually much more important as contributors to that growth were: (1) the early completion of the expressway routes across DeKalb County, thus opening up new areas and affording ready and rapid access to downtown Atlanta; (2) the recognition by public officials of the need for policies, plans, and zoning that would best implement the county's industrial potential; (3) financing by the county government, with strong voter support, of an extensive program of water and sewer extensions designed to open up new areas of DeKalb County to industrial developments; and (4) the highly effective cooperation between private and governmental interests in aggressive industrial promotion of the county.

In the writer's opinion, Cobb County has been suffering from the lack of aggressive promotion of the county's industrial potential by private interests -- the spirit of the enterprising entrepreneur that has so markedly affected DeKalb County's growth; a conservative county government that has failed to give impetus to Cobb County's industrial expansion by extension of adequate water and sewer facilities, particularly sewers, to potential industrial site areas; and the lack of vigorous efforts, through strictly enforced zoning or other means, to prevent the absorption of industrially suitable land by the rising tide of residential construction. These shortcomings, in combination with the land limitations imposed by a generally rugged terrain, delayed construction of interstate highways through the county, and the dominance of

Lockheed-Georgia Company which may deter some industries from locating in Cobb County, are sufficient reasons for concern as to the county's future industrial position in the Atlanta Metropolitan Area.