



CITY OF MABLETON, GEORGIA
Riverside EpiCenter
135 Riverside Pkwy, Mableton, GA 30168
August 10, 2026 at 6:30 PM

The Honorable Michael Owens, Mayor
The Honorable Ron Davis, Mayor Pro Tem/District 1 Councilmember
The Honorable Michael McNeely, District 2 Councilmember
The Honorable Keisha Jeffcoat, District 3 Councilmember
The Honorable Cassandra Brown, District 4 Councilmember
The Honorable TJ Ferguson, District 5 Councilmember
The Honorable Debora Herndon, District 6 Councilmember

CITY COUNCIL WORK SESSION MINUTES

1. CALL TO ORDER

Mayor Owens called the meeting to order at 6:38pm.

2. ROLL CALL

Mayor Owens acknowledged that all of Council (quorum) was present.

3. INVOCATION

Councilmember Davis led in the invocation.

4. PLEDGE OF ALLEGIANCE

City Manager Tanks led the pledge of allegiance.

5. AGENDA ITEMS AND DISCUSSION

- a. REZ- 2026-004 - David Pearson Communities, Inc. Old Alabama Rd requests a rezoning from R-20 and R-20/OSC to RA-5 for the development of a single family detached subdivision in Land Lots 145, 201, and 258 of the 18th District; Approximately 23.119 acres located along Old Alabama Rd, Cardell Rd and Maxham Rd. - Michael Hughes, Community Development Director and Tina Garver, Deputy Director**

Mayor Owens introduced the item and recognized Community Development Director Michael Hughes and Deputy Director Tina Garver to present. Deputy Garver reviewed the rezoning application, which requested a change from R-20/OSC to RA-6 for development. The Future Land Use (FLU) designation is Low Density Residential (LDR). Deputy Garver reviewed the zoning and FLU maps, site plan, proposed elevations, applicable zoning criteria, and the applicant's letter of agreeable stipulations.

Both staff and the Planning Commission recommended denial, citing proposed density exceeding the Comprehensive Plan, as well as concerns regarding for-rent development, spacing, and the floodplain. Deputy Garver noted that if the application moves forward, staff recommends a condition addressing development within the floodplain. She also

recommended removing the reference to a potential rentable product from the applicant's stipulations.

Councilmember Jeffcoat confirmed the reasons for the denial. Councilmember Brown asked whether the builder had previously developed a for-rent community and why the rentable option was included.

Mayor Owens called for additional questions. There were none.

- b. REZ-2026-005 - SDP Acquisitions, LLC requests a rezoning from Light Industrial (LI) to Heavy Industrial (HI) for the development of an approximately 10,800 square ft building for the storage of trucks or equipment and outdoor storage/equipment yard in Land Lots 866 and 872 of the 18th District; 630 Riverside Pkwy (PIN 18086600010). - Michael Hughes, Community Development Director and Tina Garver, Deputy Director**

Mayor Owens introduced the item and recognized Community Development Deputy Director Tina Garver to present. Deputy Garver reviewed the rezoning application, which requested a change from LI (Light Industrial) to HI (Heavy Industrial) for development of a 10,800-square-foot building for truck and outdoor equipment storage. The Future Land Use (FLU) designation is Priority Industrial Area.

Deputy Garver reviewed the zoning and FLU maps, Cobb County's adopted FLU compatibility guidelines, aerial map, site plan, proposed elevation, applicable zoning criteria, and recommended stipulations addressing fencing, landscaping, and other site requirements. She noted that HI is not compatible with the FLU designation and that staff recommended the lesser LI zoning rather than the requested HI zoning.

Councilmember Ferguson asked about hours of operation and defined noise-generating activities. Councilmember Davis asked about lighting when the facility is not in operation. The applicant's attorney stated that a lighting plan could be developed and noted that the property would be gated to prevent unauthorized access.

Councilmember Ferguson also asked about enforcement of the stipulations. City Manager Tanks explained that, once adopted as an Ordinance, Code Enforcement would be responsible for enforcement.

Mayor Owens called for additional questions. There were none.

- c. REZ2026-007 - 5520 Glore Road (Parcel ID# 1701070060) - Request to rezone 1.6 acres from General Commercial (GC) to R-20 Single Family Residential District for the development of a two-story single family home. - Michael Hughes, Community Development Director and Tina Garver, Deputy Director**

Mayor Owens introduced the item and recognized Community Development Deputy Director Tina Garver to present. Deputy Garver reviewed the rezoning application, which requested a change from General Commercial to R-20 (Single-Family Residential) for

development of a two-story single-family home. The Future Land Use (FLU) designation is Medium Density Residential (MDR).

Deputy Garver reviewed the zoning and FLU maps, aerial map, site plan, conceptual elevations, and applicable zoning criteria. Staff recommended approval with stipulations. The Planning Commission also recommended approval with stipulations, including an additional stipulation requiring the final elevation to be similar in quality and size to the submitted rendering.

Council raised questions concerning the plumbing system. Mayor Owens called for additional questions. There were none.

d. Understanding Economic Development in the City of Mableton - Artie Jones, Economic Development Director

Mayor Owens introduced the item and recognized Economic Development Director Artie Jones to present.

Director Jones provided an overview of economic development, including what it is and is not, the economic development process, the six stages of commercial development, how companies evaluate and select communities, average project timelines, the role and responsibilities of the City's Economic Development Department, the importance of confidentiality, measurable performance indicators, departmental accomplishments and current initiatives, and available training tools and resources.

Council discussion focused on improving communication and understanding of the City's economic development efforts, supporting local businesses, and identifying opportunities for growth and redevelopment.

Councilmember Herndon asked about the outcomes of the ONE Mableton Breakfast. Director Jones explained that the event increased awareness of the City and Economic Development Department, strengthened relationships with local businesses and major employers, and provided insight into their specific needs and concerns.

Councilmember Ferguson asked how the City could help businesses address their needs and expressed a desire for Council to better understand the Economic Development Department's goals and available tools, including Community Improvement Districts (CIDs). He emphasized the importance of keeping Council informed about department activities, so they can better respond to constituent questions and engage with business and government networks throughout the City.

Councilmember Brown emphasized the importance of economic development to residents and asked about initiatives supporting small businesses, leveraging local talent, and reinvesting in areas that have historically received less investment. She also highlighted redevelopment powers as an important tool for revitalization.

Councilmember Jeffcoat requested additional information regarding departmental performance metrics. Councilmember Davis emphasized the need for public education

regarding economic development.

City Manager Tanks stated that he would work with the Economic Development team to improve communication with Council and provide information that can be shared with the community. Director Jones offered his team's assistance in helping Council understand and communicate economic development initiatives.

Councilmember Ferguson also asked whether the City has a plan to address economic deserts. Director Jones confirmed that the department is developing a strategic plan to address those areas.

Mayor Owens called for additional questions. There were none. Mayor Owens called a five-minute recess. The meeting resumed at approximately 8:39 p.m.

e. Parks and Recreation Department Presentation - Travis Landrum, Parks and Recreation Director

Mayor Owens introduced the item and recognized Parks and Recreation Director Travis Landrum to present.

Director Landrum provided an overview of the Parks and Recreation Department, including its mission and vision, department structure and operations, current staff, positions approved under the City's February 2026 Classification and Pay Plan, positions proposed in the FY 2027 budget, departmental tasks and objectives, project collaborations, special events, and upcoming initiatives.

Council discussion focused on space limitations, park acquisition, revenue opportunities, use of City-owned properties, and maximizing the City's existing recreational and historical assets.

Councilmember Ferguson asked about the department's greatest challenge. Director Landrum indicated that space limitations were the primary issue and noted that staff is exploring creative solutions. City Manager Tanks noted that decisions regarding parks and the department's broader direction will require Council guidance. Councilmember Jeffcoat asked about the status of potential park acquisitions, and the City Attorney advised that the matter should be discussed in Executive Session.

Mayor Owens asked about potential Parks and Recreation revenue. Director Landrum stated that the department is reviewing the fee schedule and exploring potential programs. Discussion also focused on potential uses for newly acquired City property and whether the Parks and Recreation Director's role could be expanded to oversee public facilities.

Councilmember Brown suggested exploring opportunities to generate revenue from the historic Front Street property on Glore Road. Councilmember Ferguson asked about the timeline for restoring a historic building, leading to further discussion regarding potential uses for the property.

Director Landrum then presented the Parks and Recreation 2027 Special Events Calendar,

including proposed dates and locations. Councilmember Jeffcoat asked about sponsorships. Dr. Newton reported that the City had received approximately \$15,000 in sponsorships from January to date and answered additional questions regarding specific events.

Councilmember Ferguson highlighted underutilized City resources, including access to the Silver Comet Trail. Director Landrum stated that his team would continue identifying opportunities to better utilize the City's resources and encouraged Councilmembers to leverage their community connections to support those efforts.

Mayor Owens called for additional questions. There were none.

**f. Household Hazardous Waste Collection Event Recap - Emily Ryan,
Sustainability, Greenspace, and Beautification Director**

Mayor Owens introduced the item and recognized Sustainability, Greenspace and Beautification Director Emily Ryan. Director Ryan introduced SGB Manager Julia Greatrex to present.

Manager Greatrex provided an overview of the City's household hazardous waste collection event, including event operations, grant funding, environmental impacts, and future opportunities. The event was funded in part through state funding from the Georgia Environmental Protection Division's Recycling and Waste Diversion (RWD) Grant. The City offered 250 registration slots, with 216 residents signing up, and partnered with MXI Environmental Services for sorting, packing, and processing.

Manager Greatrex discussed previous challenges and the improvements implemented to provide residents with a smoother experience. Of those registered, 142 residents participated, with no line delays and an efficient drive-through process. The event collected approximately 15,300 pounds (7.6 tons) of hazardous materials in four hours, including paint, stains, household chemicals, batteries, oils, tanks, and canisters.

Council discussion focused on disposal of hazardous materials and the processes used for recycling and disposal. Councilmember Ferguson also asked about future grant eligibility. Manager Greatrex explained that the City is not eligible to receive the grant again, but previously awarded funds have been budgeted to support two additional events.

Manager Greatrex noted that additional opportunities for hazardous waste collection are being explored.

Mayor Owens called for additional questions or comments. There were none.

**g. Department of Communications Annual Update — Gregory Woods,
Communications Director**

Mayor Owens introduced the item and recognized Communications Director Gregory Woods to present.

Director Woods provided an overview of the Communications Department, including the team's roles and responsibilities, the importance of effective communications, best practices for working with the department, the request and intake process, five forms of communication, common delays, team collaboration, first-year accomplishments, workload, the City's digital footprint, and key takeaways.

Council discussion focused on standardizing communications, developing consistent messaging on key issues, and improving proactive communication with Council and residents.

Councilmember McNeely requested clarification on the standardization of press releases. Councilmember Ferguson asked about the process for developing standardized talking points on issues of public interest. Director Woods explained that a process is being developed in coordination with the City Manager and Mayor's Office, with updates to be provided to Council.

Councilmember Brown suggested developing consistent responses to frequently asked questions to reduce miscommunication. City Manager Tanks noted that the Mayor, as the City's Chief Spokesperson, should serve as the primary voice to communicate the City's official positions. Councilmember Brown also emphasized the importance of monitoring social media and responding proactively to resident concerns rather than allowing silence to create confusion.

Councilmembers discussed concerns regarding the timing of information releases and residents conflating separate issues. Councilmember Ferguson reiterated the need for proactive communication regarding issues of general concern to residents. Director Woods stated that his office will provide Council with information on public releases before they are posted.

City Manager Tanks confirmed that staff is developing a process to better provide Council with need-to-know information while coordinating with the Mayor's Office to ensure communication is complete and consistent.

h. Discussion of the City Official Seal, Logo and Brand Identity — Gregory Woods, Communications Director

Mayor Owens introduced the item and asked Communications Director Gregory Woods to provide an update on the City's branding process and next steps.

Director Woods explained the importance of establishing a consistent city seal, logo, and brand identity and outlined the anticipated process. He noted that the process is expected to take approximately six months. The City issued a Request for Proposals (RFP) to identify a qualified firm to develop Mableton's first comprehensive brand identity system, including its official seal and logo. Approximately 40 proposals were received.

Director Woods indicated that an evaluation committee was formed to review, score, and interview the firms. The selection was narrowed to four finalists, with ID8 ultimately identified as the top firm based on its municipal experience, community engagement,

research, strategy, design, and long-term implementation support. Director Woods also noted that ID8 is a local firm with familiarity with Mableton.

Director Woods stated that staff is prepared to recommend awarding the contract to ID8 and requested Council direction. City Manager Tanks clarified that staff is not selecting the City's new logo, seal, or branding; rather, the selected firm will lead the development process with input from residents, Council, and City staff.

Councilmember Jeffcoat asked about the RFP selection criteria. Director Woods explained their process to develop a competitive RFP and evaluation process.

Council emphasized the importance of keeping Council informed on operational matters that may require their input or assistance, particularly when communicating with the public. City Manager Tanks emphasized the need to balance timely implementation with getting the branding process right the first time.

Councilmember Brown asked about the timeframe. Director Woods reiterated that the process is expected to take approximately six months, with a potential launch in the spring. Councilmember Brown expressed concern about timing and avoiding unnecessary confusion or overload for residents.

Mayor Owens indicated that the item would be placed on the consent agenda for the 24th. City Manager Tanks confirmed that funding for the project was already approved in the budget.

Council also discussed communications support for Council newsletters. Councilmember Brown asked about receiving newsletter statistics, and Councilmember Ferguson requested assistance with newsletter content creation. Director Woods acknowledged the requests and suggested that his team could provide "best practice tips" to the Council.

There were no additional comments.

6. PRE REGULAR MEETING AGENDA REVIEW

Mayor Owens reviewed the agenda for the regular meeting scheduled for Wednesday, August 12.

Director Hughes noted that TLUP 2025-004, 245 Hunnicutt Road, had previously been presented to Council and completed the full public hearing process. However, because the applicant was unable to attend, the item was readvertized and brought back before the Council. The upcoming public hearing will provide the applicant with an opportunity to speak on behalf of the application.

Mayor Owens continued the agenda review, followed by Council questions and comments. The review concluded with no additional discussion.

7. ANNOUNCEMENTS

None.

8. EXECUTIVE SESSION (IF NEEDED) FOR LITIGATION (O.C.G.A. 50-14-3(B)(1)(A)REAL ESTATE(O.C.G.A. 50-14-3 (B)(1)) PERSONNEL (O.C.G.A. 50-14-3 (B)(2)) AND MISC. EXEMPTIONS (O.C.G.A. 50-14-3 (B)(4)&(5))

None.

9. ADJOURNMENT

Motion was made by Councilmember McNeely and seconded by Councilmember Jeffcoat to Adjourn at approximately 10:48pm. The motion carried 7-0.

Dr. Michael Owens, Mayor

Susan Hiott, City Clerk