



The Road Map for Marietta's Future



COMPREHENSIVE PLAN
2006-2030



The Roadmap to Marietta's Future

2006 – 2030 Comprehensive Plan

Prepared for:

The citizens, property owners, elected officials, and stakeholders of Marietta, Georgia.

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Special Thanks To:

All members of the Stakeholder Committee, City Council, Planning Commission, staff, and the public of Marietta that participated in this effort to help shape this City's future vision.



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INTRODUCTION

The City of Marietta: A Brief Overview

The City of Marietta is located in northwestern Metropolitan Atlanta. The City is bounded to the north by the City of Kennesaw and to the south by the City of Smyrna. East Cobb, a suburban residential area of unincorporated Cobb County, is located to the east, while Kennesaw Mountain National Battlefield Park rests on the western boundary. Marietta is comprised of approximately 22 square miles, over 35,000 acres, and contains more than 60,000 residents. These statistics make Marietta the seventh (7th) largest municipal area in the State of Georgia and the fourth (4th) largest city in the Atlanta metropolitan area. A map of the city boundaries and population densities are shown in the attached appendix.

Marietta is an older historic city and is actually one of the oldest settlements in the Atlanta area. Marietta existed prior to both Atlanta and Chattanooga. The first reported settlements in what is now Marietta were a small cluster of homes near the Cherokee town of Kennesaw in the early 1820's. This cluster of homes has grown into what it is today the culturally diverse hub of Marietta that includes the downtown square, a vibrant residential community, and commercial establishments.

As the county seat of suburban Cobb County, in the sprawling metropolis of Atlanta, Marietta offers its residents and visitors beautiful parks, quaint streets, Victorian homes and historic sites, and its companies and merchants an excellent locale for their businesses. In order for the City of Marietta to stay the course and maintain a high quality of life for its residents and its desirability for businesses, the City must understand where it has come from, where it is currently, and where it wishes to go in the future.

The Comprehensive Plan

The Georgia Planning Act of 1989 requires that each local government in the state prepare a long-range comprehensive plan. Such a plan is intended to highlight a community's goals and objectives as well as determine how the government proposes to achieve those goals and objectives.

This most recent installment of Marietta's Comprehensive Plan was produced in accordance with recently revised Georgia Department of Community Affairs guidelines (effective May 1, 2005), and bears little resemblance to the 1997-2006 Comprehensive Plan. It is designed to guide "smart" residential, commercial, and industrial growth throughout the City for the next 10 years by characterizing the state of the City, creating a vision for the City, and then developing recommendations to assist in making that vision a reality.



The Comprehensive Plan provides the community, stakeholders, staff, and decision-makers with a strategic long-term vision that includes basic goals, objectives, policies and recommendations that are used to guide future growth and development. The Plan makes recommendations in a plethora of areas including land use, transportation, economic development, redevelopment, and community facilities among others. The Comprehensive Plan is one of the primary tools used by various City Departments, the Planning Commission, City Council, and other policy bodies to make decisions about the location of land uses and community facilities, priorities for public investment, the extension of public services, business development, and how to meet transportation needs.

The Comprehensive Plan will also provide a community-wide framework for the many other levels of plans and ongoing planning activities that are an integral part of life in this city, including neighborhood and special area plans, transportation plans, and plans for specific community facilities and services, such as parks, community centers or police and fire services.

City staff developed Marietta's Comprehensive Plan with considerable input from residents and stakeholders in the community. In addition to this effort, Marietta is also partnering with Cobb County and other area municipalities on a County Transportation Plan (CTP), which will provide a broader look at transportation needs and land use-transportation connectivity within Cobb. Most likely, an amendment to this document will need to be made once the selected consultants are complete and the CTP has been approved by all participating public sector entities.

The Comprehensive Plan is separated into three major sections: the Community Assessment, the Community Participation Program, and the Community Agenda. The purpose of the Assessment is to present a factual and conceptual foundation upon which the remainder of the comprehensive plan is built. The Community Participation Program ensures that the comprehensive plan reflects the full range of community values and desires, by involving a diverse spectrum of stakeholders in development of the plan. The Community Agenda is the section that lays out a road map to the community's future, developed through a public process by involving community leaders and stakeholders in making key decisions about the future of the community.



Community Agenda

Choices made today will determine the future of the community. City's have choices presented to them that impact neighborhoods, commercial areas, landscapes, transportation systems, and the natural environment. Each of these decisions can add or detract from the character and sense-of-place of a community. In addition, decisions can also have a cumulative effect or impact on the area. Sometimes decisions have to be made that require individuals to weigh impact against what is best for the community as a whole. Decisions on a wide range of local and regional issues are necessary because change is inevitable. How the community deals with the change determines success and failure.

The Community Agenda is the compass that points the community toward its preferred future. It is a document that guides decision-making and administrative actions. The material provided in this portion of the plan helps elected officials, residents, stakeholders, and staffs make decisions that ensure that future change benefits the community. In addition, the material provided herein has been generated by, and has the backing of, the greater community. Special places do not retain their sense-of-place without a conscious effort to retain its distinctive characteristics. Thus, it is important that we consider the combined effects of development on the present community, as well as future generations.

Cities change over time, which over generations becomes the evolution of place. The evolution is due to compounded material investment choices over time and how these choices interrelate with one another. Therefore, the appearance, functionality, and livability of this area is a reflection of the care, wisdom, and personalities (or lack thereof) of all residents and property owners over time.

Planning for the future of a city is therefore an important aspect of the growth and development of an area. Two extremes exist. Cities like Savannah, Georgia and Seaside, Florida are well planned due to a distinct vision. On the flip side, many areas throughout the country have no planning or programming, which results in inefficient and ineffective transportation and land use systems. This is a result of a lack of vision and specifying where they, as a community, see themselves in the future.

A clearly presented plan that identifies the wishes and desires of a community will assist elected officials, developers, residents, and other stakeholders by saving time and money, avoiding potential legal problems, and reducing aggravation and frustration of all parties. Granted, this plan will not create a perfect place and at times will be difficult to implement. Nonetheless, the plan will ensure that the choices we make today will methodically move Marietta towards the ideals and collective vision that is embodied in this document.



The Community Agenda contains a variety of subsections including a vision, an analysis of issues and opportunities, and the implementation program. These were all generated in a public process that was described in the Public Participation Program segment of this document. In total there were nine (9) steering committee meetings, ten (10) public forums/workshops, and three (3) public hearings. City staff made certain that a high level of public involvement was conducted so that public support would be gathered for these efforts to improve the local area. This is a document that was created for the community and by the community. It is intended to bring local stakeholders a sense of pride and ownership.

Community Vision

The first section of the Community Agenda is the creation of the community vision. The Community Vision contains a vision statement, Character Area Map, Future Land Use Map, and defining narratives. During the process of generating the community vision, Marietta staff held seven (7) public forums throughout the City. These forums were a mechanism to gain public input and comments on the prepared vision statement for the City. In addition, another public forum was held for both the Character Area Map and Future Land Use Map, in order to allow the community an opportunity to shape the city's collective vision. These comments resulted in modifications to this document that were later approved by the Steering Committee.

The vision statement is the long-term goals and desired future the community sees for itself. The intent is to paint a picture that exhibits the ideals of the community and provides a distinct understanding of what they want for the future of the city. The goal statements are as follows:

The Marietta We Will Be

- Goal #1: Marietta is a livable city in a great metropolitan area. It is dedicated to being a clean city, with trees, green spaces and boulevards.
- Goal#2: We are a dynamic business center that has retail, offices and environmentally friendly industry in appropriate places. We honor our past and welcome the future.
- Goal #3: We are a city that cherishes culture and arts, a tourist destination and entertainment center for the region.
- Goal #4 Ours is a city of mixed-uses (live, learn, work, play) and diverse urban design that will become known as “the Marietta Look.” Our City has a well-defined,



vibrant downtown, and neighborhoods that mix residences, parks and greenspace, and businesses.

- Goal #5 Marietta offers housing for people of all ages, incomes, and ethnic backgrounds so generations of families can live within our City. We recognize the importance of homeownership and our vision is that the majority of our residences will be owner-occupied.
- Goal #6 Marietta is a hub of activity, where traffic, transit, and pedestrians move about easily and safely. In designing our transportation system, we placed a high premium on the quality of life of our citizens.
- Goal #7 Marietta is a place where citizens are positively involved in decision-making, through boards, community organizations and community meetings. The City actively seeks partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life.

Character Areas

Another important part of the vision is the creation of the Character Area Map. Character areas are unique areas of the city, which contain characteristics that separate them from the surrounding area. They exhibit development pattern, urban design, special architectural elements, history, stability, blight, and a variety of other factors that assist in understanding various districts within the city. The process for developing the Character Areas and Map was a public process. Staff first recommended character area categories, definitions, and a map layout. Next, the Steering Committee amended the information in a way they found to be appropriate. Finally, the amended map and definitions were presented to the public at the second public forum. The community was overwhelmingly positive about the product, but still recommended some modifications that were incorporated into the final draft of the document. Please refer to the Character Area Map to obtain a visual layout of the categories listed below.

City Center South Renaissance

The City Center South Renaissance District is an area in close proximity to downtown that provides substantial opportunity for new development of multiple uses. Many areas within this district are appropriate for new mixed-use and residential developments. It may also be appropriate for some moderate to high-density residential developments in this district, especially if done in association with the redevelopment of existing Marietta Housing Authority developments or other similar projects. There are many historic structures in this district and, wherever possible, these resources should be preserved through rehabilitation. In addition, new developments constructed within close proximity



to historic buildings should be diverse yet compatible with the general development pattern of the area through both architecture and form. Any new developments in this area must be pedestrian friendly so that connectivity with the downtown area can be accentuated. The City Center South Renaissance District provides Marietta with the opportunity to extend the influence of the square into adjacent areas and ensure that a larger population is living around downtown, thus making it more of a day and evening activity center. New residential units in this area should be primarily owner-occupied, but may also include a senior living component in order for individuals to take advantage of the amenities that exist around the square.

Civic

The Civic District is an area of Marietta, in close proximity to downtown, which is appropriate for special government and cultural activities. This is an area appropriate for schools, city and county government buildings, post offices, and museums. Public art should be encouraged throughout this district as a means of celebrating the history and culture of the area, enhance the pedestrian environment, and create a distinct identity.

Corridors

The Corridor Districts are areas that exist along major arterial and collector roads. Currently, the areas are primarily commercial in nature with the majority of the uses being in strip centers and served almost exclusively by the automobile. These areas require a new vision that will help bring a more pleasing and inviting built environment. This can be accomplished by transitioning these roadways to boulevards that serve the automobile, while also incorporating pedestrian and bicycle infrastructure. Landscaped medians, multi-use facilities, sidewalks, streetscape enhancements and other amenities could be used to help the transformation of these roads to boulevards while enhancing the individual's experience in Marietta. In some cases, these boulevards should transition to multi-modal facilities. Boulevards should serve as connections within the community that guide residents and visitors to downtown and other scenic views or activity centers throughout the community. Corridors that connect directly with downtown should contain guidelines for new developments so that the mixed-use, pedestrian-friendly, and aesthetic aspects of downtown are incorporated into these areas, thereby extending the influence of downtown. Uses along the other corridors should continue to be commercial in nature due to the heavy traffic volumes that will persist. It is appropriate to add some residential uses to the commercial mix, especially in areas that are served by public transportation, but residential should not be the predominant use along the corridors. Also, if regional mass transit such as bus rapid transit, light rail, or other similar technology becomes a reality on corridors, Transit Oriented Developments should be developed within ¼ mile of the transit station. The Transit Oriented Developments should incorporate mixed-use developments that include office, retail, and high to moderate density residential uses in a pedestrian friendly atmosphere.



Downtown

The Downtown District is a unique area of Marietta that contains a strong character and reinforces the concept of a sense-of-place. It contains a variety of uses and architectural styles and is well connected with consistent urban design. The uses in the downtown area are of higher intensity and include office, retail, entertainment, services, employment, and moderate to high density residential. New development, including redevelopment, in this area should be diverse in use while compatible in appearance with existing structures. Residential uses should be encouraged in the downtown area in order to supplement the existing daytime activity by incorporating a more active nightlife. The addition of residential uses into downtown will enhance the cultural, retail, and entertainment venues that exist by providing a higher concentration of individuals within walking distance of these services. When residential uses are incorporated in areas fronting the square or along major corridors they should be included in mixed-use buildings, containing ground floor office or retail and upper-story residential condominiums. The downtown should be pedestrian-friendly containing strong walkable connections while maintaining a vehicular grid system.

Franklin Road Reorganization

The Franklin Road Reorganization District is targeted for a massive restructuring of the land use pattern and uses. Currently, the area contains older multi-family dwellings that are past their prime and in need of redevelopment. The vacancy rate of this area has increased to an unstable rate of around 25%. The city and many of the residents and property owners in the area are ready to facilitate large-scale changes to the area. The term reorganization is used in the Franklin Road area because it is an area that has the best potential for a regional scale development due to its location between two ramps of I-75 and between two major corridors, Cobb Parkway and I-75. Also, the multitude of large lots within this district allows for tremendous opportunity for redevelopment along the corridor. The vision for this area contains a mixture of uses both vertically and horizontally. The new developments in the area should be cognizant of the existing stable single-family residential uses, which should be protected from commercial and multifamily encroachment through the use of buffers. Retail and office activity should be concentrated into walkable cores, rather than dispersed, auto-oriented, strip shopping centers. This area is appropriate for vertical elements to be incorporated into the built environment that includes taller commercial, office, and mixed-use buildings. New residential options in this area should be primarily owner-occupied whether they are townhomes, condominiums, or small lot single-family residential units. If a regional mass transit station is located on this corridor, the land uses within ¼ mile of the station should be incorporated into a Transit Oriented Development (TOD). The TOD area should contain a mixture of uses and should also provide new owner-occupied residential opportunities.



Gateway

The Gateway District is one of the areas of Marietta that has potential for a regional scale development. The land lies at the intersection of the South Marietta Parkway and I-75. These are currently large undeveloped tracts that have valuable frontage and visibility to the Interstate. Currently, the site has poor access and is unable to obtain direct access to South Marietta Parkway. Some transportation improvements will be necessary in order for this property to become accessible. The vision for this area includes large commercial and office center that will provide a nexus of activity along this heavily traveled corridor. Residential uses may be included as an aspect of the overall development, but should be restricted to a small area of the site and should be located in areas with separation from the major transportation corridors surrounding the property.

Health Services

The Health Services District is the area immediately surrounding Kennestone Hospital. This is an area that is needed for the growth and expansion of the city's health services cluster. As Kennestone Hospital expands, other for-profit medical service providers, manufacturers, and businesses are locating into the area creating a concentration of activity. The majority of uses in this area should be offices for health services and a small quantity of commercial and service establishments to meet the needs of the business community in this area. There are also areas on the outskirts of this district, close to the railroad tracks and highways that are appropriate for health product manufacturing and distribution. Residential developments in this area should be limited with some exceptions made for senior living, special needs housing, or other housing types that would benefit from being in close proximity to a medical office area.

Higher Density Residential

Higher Density Residential Districts are areas mainly along major arterial and collector corridors that are appropriate for condominium and apartment uses. Higher Density Residential Districts should be sensitive to surrounding areas and should offer reasonable transitions to residential areas of lower density. Higher Density Residential Districts should have densities ranging from 6.01 to 12 density units per acre. The higher end of this density range is only appropriate along the most intensely traveled major highway corridors in the city. Higher density developments should contain amenity packages that provide recreation and other services to the residents of the community. As a method to discourage neighborhood traffic intrusion and facilitate safe turning movements, housing units in these areas should have direct access to adjacent collector or arterial roadways only. The City should pursue all appropriate measures and incentives to ensure that such areas remain high quality, long lasting developments.



Industrial

Industrial Districts are areas that are appropriate for heavy industrial and manufacturing uses. These areas should have safe direct access to regional transportation systems, including the Interstate highway system and heavy rail systems. Industrial areas should be separated or from residential areas due to conflicts that could occur between these areas. In addition, industrial users require large lot sizes and an area with very little topographical fluctuation. There are very few areas remaining in this condition in Marietta and the terrain of Cobb County is hilly containing rocky soils. Thus, it is important to maintain industrial areas and not allow for the conversion of these districts to other uses.

In-town Residential

The In-town Residential Districts are older, sometimes historic residential areas that exist in relatively close proximity to downtown. Many of these neighborhoods in Marietta are cut-off from other areas of the city due to major collector or arterial roadways. These neighborhoods are primarily single-family residential areas and should remain as such. The In-town Residential District neighborhoods have a varied nature. Some are stable, while others need reinvestment in the existing housing stock. The areas needing reinvestment are prime locals for new infill housing. Enhancing the public environment and ensuring that new developments are compatible with those that currently exist should help to preserve these stable neighborhoods. Economically distressed neighborhoods should be targeted so they become stable, mixed-income communities. A priority should be placed on programs that will assist the transition of renter-occupied housing units to owner-occupied housing units. It may be necessary to create customized revitalization strategies for these neighborhoods that incorporate views from residents, local government and the private and non-profit sectors in the communities. New residential units in the In-town Residential District should be architecturally compatible with other residential structures in the area, especially in historic districts.

Neighborhood Center

Neighborhood Center Districts are areas interspersed throughout the community that provide retail and service needs to local residents. These centers are mainly found at intersections of collector roads, and are in close proximity to large residential populations (Suburban Residential or In-town Residential areas). Neighborhood Centers are also areas that would benefit from medium density mixed-use developments as a means to provide a pedestrian environment that would benefit the center as a whole. Buildings within Neighborhood Centers should be constructed of quality materials, with special care given to each building's "presence" on the street. This will help these centers have a distinct "sense-of-place" to differentiate them from other areas of the city and avoid the homogeneous "Anywhere USA" look currently found along most major corridors.



Office/Professional

Office/Professional Districts are areas of Marietta that are appropriate for office, administrative, medical services, and business services uses and can be found in close proximity to major commercial cores or corridors. This District benefits by being in close proximity to major transportation corridors because of easy access for employees and commuters to the area.

Office/Warehouse

Office/Warehouse Districts are areas of Marietta that are appropriate for office, warehousing, distribution, and research and development uses with operating characteristics that do not require highly visible locations or the type of vehicular access needed for retail and high-intensity office developments. These areas should have safe direct access to regional transportation systems, including the Interstate highway system and heavy rail systems. Uses in this district generate relatively low levels of noise, odor, smoke, dust, or intense light that have minimal impacts on local residential communities.

Parks/Open Space/Conservation

The purpose of the Parks/Open Space/Conservation District is to delineate areas for public gathering, recreation, and environmental protection at a regional, community and local scale. These areas include public parks, waterways, wetlands, floodplain, private recreation areas, plant and animal habitats, and other environmentally sensitive areas. In addition, land in this district should promote passive uses, tourism, and recreation.

Powder Springs Redevelopment

The Powder Springs Street Redevelopment District is an important gateway into downtown Marietta. This is a well-traveled corridor that is declining and in need of new investment and major redevelopment. This area should be more stable given the multitude of amenities existing in the area. The upper end of the Powder Springs corridor has a golf course, scenic views of Kennesaw Mountain, parks, the Confederate Cemetery, and the Marietta City Cemetery. Existing high-density apartment developments in this area are antiquated and ripe for redevelopment. New developments and redevelopment in this area needs to take advantage of these underutilized resources in order to provide a higher quality of life for new residents. These existing facilities should be envisioned as high-end, mainly owner-occupied, medium to higher-density developments that contain a combination of town homes and condominium buildings. If condominiums are constructed so that they are directly abutting Powder Springs Street, a retail component should be included on the ground floor, street-fronting façade. Senior living would also be appropriate in this area given its proximity to the golf course. The existing commercial stock in this area can be greatly enhanced through a new infusion of residential development in the area. The corridor currently contains many retail establishments that cater to mainly low-income transient populations. If new owner-occupied residential developments were constructed in the area, the demographic of the area would alter; thus creating an opportunity for higher-end retail. The Sandtown Road intersection with



Powder Springs Street is a prime location for a new Neighborhood Center that will provide retail and service needs for these populations. Please refer to the Neighborhood Center District for more detail.

Residential Revitalization

Residential Revitalization Districts are areas that contain mostly single-family dwellings, but are in need of new investment in the existing housing stock. Any revitalization or redevelopment in these areas should retain the basic character of a single-family residential district. Revitalization can take numerous forms including the stabilization and beautification of the existing housing stock, conversion of dilapidated duplex and triplex units into single-family detached housing, or the replacement of the existing housing stock with new structures. In many cases, a combination of all these methods should be used to assist in stabilizing the area.

Residential Transitional

Residential Transitional Districts are residential neighborhoods that are in the process of altering to a non-residential use. The change in land use varies depending on the area that is transitioning. While these areas transition, protections should be made to ensure the existing residents are not adversely impacted by the land use alterations. At the same time, quality new developments should be encouraged to assist in developing a new identity for these areas.

South Marietta Parkway Activity Center

The South Marietta Parkway Activity Center District is an area at the intersection of South Marietta Parkway and US-41. This area is an activity center because it can attract a mix of people and activities. This area is appropriate for a mixture of uses including housing, entertainment, retail, and other services. Redevelopment in this area should provide convenient access, pedestrian orientation, compatible mixture of land uses, higher residential density, and public spaces. This is an area that can combine many of the aspects that are appealing to Marietta, the interests, diversity, and economic vitality of a city, with the charm of a smaller town center. This can be accomplished through new urban design principles that stress the functional relationship between people, buildings, and the public spaces.

Suburban Residential

Suburban Residential Districts are stable, single-family detached residential areas that are developed, or were developed, at the periphery of the city. The housing stock in these neighborhoods is primarily owner-occupied. These areas should continue to serve in a residential capacity that includes planned residential developments, conservation subdivisions, and low-to-moderate density housing. It may be appropriate to have schools, parks, and other similar public amenities situated in or near suburban residential areas. Densities in the suburban residential areas should be relatively consistent. The appropriate density for the area may depend on its location in comparison to major



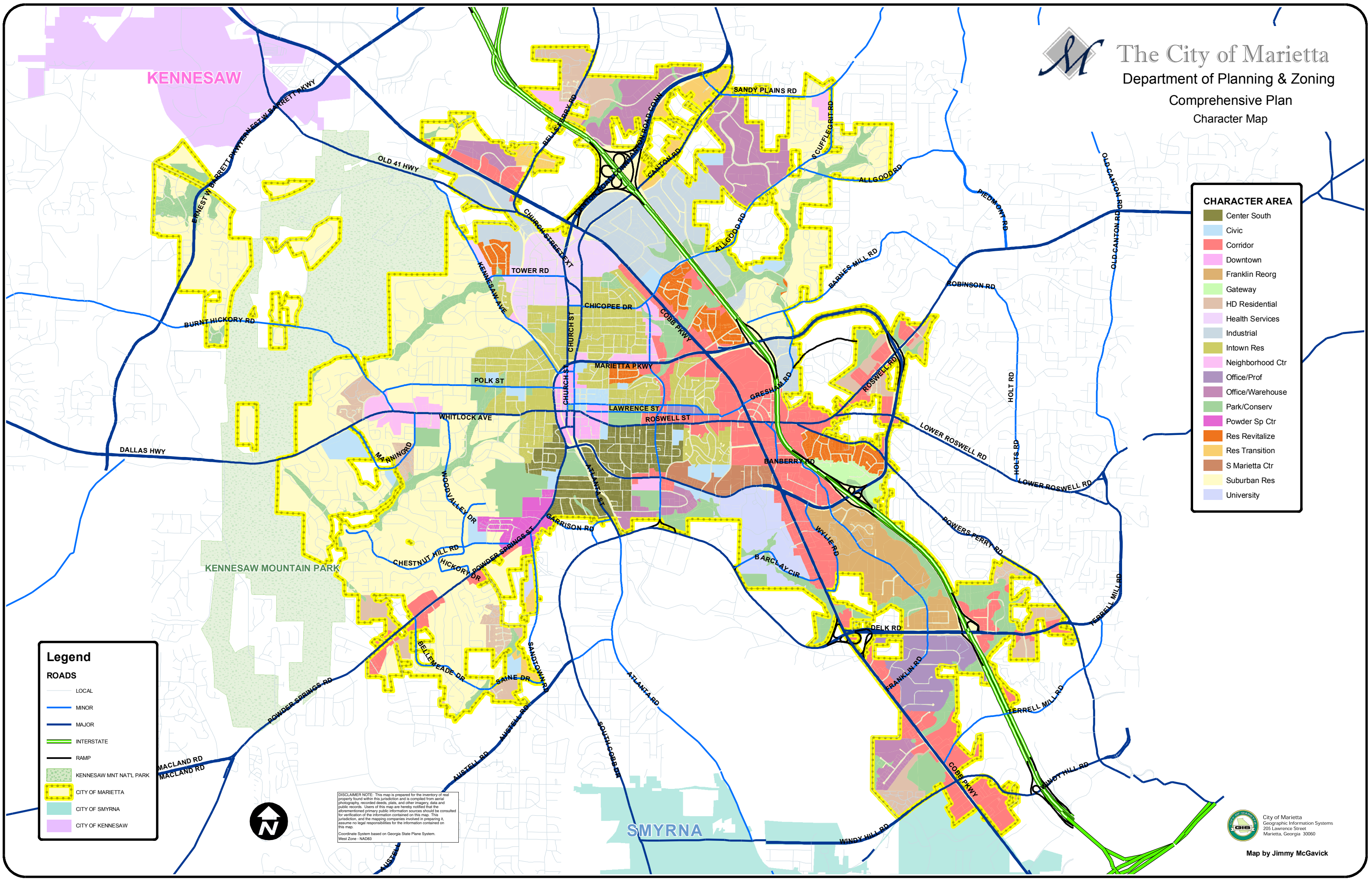
roadways, as well as the character, development pattern, and stability of surrounding neighborhoods. Residential areas closer to collector and arterial roads should contain moderate densities (1 to 6 density units per acre). These areas act as a transition from commercial uses along corridors to the more stable single-family detached areas in the core of the Suburban Residential District. These districts should contain low densities (1 to 3 density units per acre). Suburban Residential Districts should be protected from intrusion of non-residential uses into the neighborhoods, thus enabling the areas to retain their residential nature.

University

The University District is an area of the city that is appropriate for the expansion of our post-secondary educational institutions and other uses that would work in association with these institutions. Currently, Southern Polytechnic State University (SPSU) and Life College are in this area. SPSU is a fast growing institution that has seen large jumps in enrollment in the last decade. As the university grows it will need the space to expand and provide additional social, residential, administrative, research, and educational space.



The City of Marietta
 Department of Planning & Zoning
 Comprehensive Plan
 Character Map



CHARACTER AREA

- Center South
- Civic
- Corridor
- Downtown
- Franklin Reorg
- Gateway
- HD Residential
- Health Services
- Industrial
- Intown Res
- Neighborhood Ctr
- Office/Prof
- Office/Warehouse
- Park/Conserv
- Powder Sp Ctr
- Res Revitalize
- Res Transition
- S Marietta Ctr
- Suburban Res
- University

Legend

ROADS

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP

KENNESAW MINT NAT'L PARK

CITY OF MARIETTA

CITY OF SMYRNA

CITY OF KENNESAW



DISCLAIMER NOTE: This map is prepared for the inventory of real property found within this jurisdiction and is compiled from aerial photography, recorded deeds, plats, and other imagery, data and public records. Users of this map are hereby notified that the aforementioned primary public information sources should be consulted for verification of the information contained on this map. This jurisdiction, and the mapping companies involved in preparing it, assume no legal responsibility for the information contained on this map.

Coordinate System based on Georgia State Plane System.
 West Zone - NAD83



Future Land Use

Future Land Use is an important component to the overall comprehensive planning process. The designations listed in this section act as a guide and policy framework for making land use decisions within the community. The future land use designations should be used in association with the Character Areas and policy statements. When used in association with one another, these materials provide a clear understanding of what the community expects for new development in areas throughout the city.

Fourteen (14) future land use categories have been created to allow for development of a broad spectrum of land uses throughout the city. The location of these categories has been determined based on the analysis of existing or proposed road improvements, the availability of basic services such as water and sewer, existing land uses, environmental constraints, and other accepted planning principles. Listed below are the land use categories to be used by the City in accordance with the Georgia Department of Community Affairs standards.

- Low-Density Residential (LDR)
- Medium-Density Residential (MDR)
- High-Density Residential (HDR)
- Neighborhood Activity Center (NAC)
- Community Activity Center (CAC)
- Regional Activity Center (RAC)
- Central Business District (CBD)
- Industrial – Manufacturing (IM)
- Industrial – Warehousing (IW)
- Open Space/Conservation (OSC)
- Parks & Recreation (PR)
- Community Service & Institutional (CSI)
- Transportation, Communication, & Utilities (TCU)
- Mixed Use

Low-Density Residential (LDR)

The purpose of the Low-Density Residential category is to provide for areas that are suitable for low-density housing with densities of up to three (3) dwelling units per acre. Single-family detached housing is the most appropriate type of development for this district.

Stable Low-Density Residential Districts should be protected from encroachment of higher density or high intensity uses. In addition, the conversion of single-family structures into multi-family structures should be strongly discouraged. Compatible



zonings include R1, R2, R3 and PRD-SF. Specific development proposals shall be evaluated with respect to the guidelines listed below.

- All residential areas should encourage walking and provide multiple routes to most neighborhood destinations.
- Proposals with lower residential densities shall be encouraged in areas that are currently developed at similar densities.
- Proposals with higher residential densities shall be encouraged in areas that are currently developed at similar densities and in areas where adequate public facilities and services can accommodate such densities.
- Proposals with higher densities, compared to the surrounding community, may at times be appropriate as transitions between existing communities and higher density or non-residential developments.
- New residential uses should be developed in a manner that helps protect the character of the surrounding area.
- Other uses that may, at times include: parks and recreational facilities; elementary schools; libraries; and community centers.

Medium-Density Residential (MDR)

The purpose of the Medium-Density Residential category is to provide for areas that are suitable for medium-density housing with densities ranging from three (3) to six (6) dwelling units per acre. This could include examples such as single-family detached housing, clustered housing, and/or town homes.

Medium-density Residential Districts are relatively compact areas within larger neighborhoods and should be located around and near more-intensively developed areas. The largest-scale, highest density housing allowed in this district should be located in close proximity to an activity center. This should also contain a transition to smaller-scale housing and lower density buildings as the distance from the center increases. Compatible zonings include R4, RA-4, RA-6, PRD-SF and PRD-MF. Specific development proposals shall be evaluated with respect to the guidelines listed below.

- All residential areas should encourage walking and provide multiple routes to most neighborhood destinations.
- Proposals with lower residential densities shall be encouraged in areas that are currently developed at similar densities.



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- Proposals with higher residential densities shall be encouraged in areas that are currently developed at similar densities and in areas where adequate public facilities and services can accommodate such densities.
 - Proposals with higher densities, compared to the surrounding community, may at times be appropriate as transitions between existing communities and higher density or non-residential developments.
 - New residential uses should be developed in a manner that helps protect the character of the surrounding area.
 - Other uses that may, at times include: parks and recreational facilities; elementary schools; libraries; and community centers.

High-Density Residential (HDR)

The purpose of the High-Density Residential category is to provide for areas that are suitable for high-density housing with densities typically ranging from six (6) to twelve (12) dwelling units per acre. These are areas where apartments and condominiums that are not being generated in a mixed-use capacity are appropriate.

High-density Residential Districts are relatively compact areas located adjacent to activity center, employment centers, and mixed-use buildings. This should also contain a transition to smaller-scale housing and lower density buildings as the distance from the center increases. Compatible zonings include RA-6, RA-8, RM8, RM-10, RM-12 and PRD-MF. Densities exceeding 12 units/acre may be allowed in the PRD-MF zoning category provided that there are specific architectural controls, the development contains a specified percentage of owner-occupied units, a home owners association is created to ensure upkeep of owner units, and it is located in an area where it will not impact a single-family residential development. Specific development proposals shall be evaluated with respect to the guidelines listed below.

- Proposals with high-residential densities should be located only in those areas with direct access to arterials or collectors in order to discourage neighborhood traffic intrusion and facilitate safe turning movements.
- New residential uses should be developed in a manner that helps protect the character of the surrounding area.
- Other uses that may, at times include: parks and recreational facilities; elementary schools; libraries; and community centers.



Neighborhood Activity Center (NAC)

The purpose of the Neighborhood Activity Center category is to provide for areas that contribute to the immediate needs of neighborhood residents and businesses. These are small-scale commercial establishments that contain buildings less than 10,000 square feet in size. Neighborhood activity centers should be located on the edge of residential districts so that they form a buffer between the residents and the thoroughfare. Compatible zonings include NRC, OIT, PCD and MXD. Guidelines for this category are listed below.

- Low-intensity office and retail uses should be encouraged to locate in areas designated as Neighborhood Activity Centers.

Community Activity Center (CAC)

The purpose of the Community Activity Center category is to provide for areas that can meet the retail and service needs of several neighborhoods and communities. These are areas that provide a wide range of goods and services, including businesses and professional offices, which are appropriately located throughout the city. These districts are located along collector and arterial streets. Many of the older Community Activity Center Districts are auto-oriented. These should be required to become more pedestrian friendly as new development and redevelopment occurs. Compatible zonings include CRC, LRO, OI, OS, PCD and MXD. Guidelines for this category are listed below.

- Low- to medium-intensity office, retail and commercial service uses should be encouraged to locate in areas designated as Community Activity Centers.
- Limited residential opportunities may be available in this district as long as it is along major commercial corridors and is provided in a mixed-use traditional neighborhood development or “new urbanism” community.
- Community Activity Centers should be primarily located near the intersection of two arterials or near freeway interchanges.

Regional Activity Center (RAC)

The purpose of the Regional Activity Center category is to provide for areas that can support a high intensity of development serving regional markets and trade areas. These districts are generally located along major arterials, highway interchanges, and along high-capacity mass transit routes. Pedestrian access and circulation are generally poor in these districts, even though high-density housing is generally located near-by. Thus it is important to make these areas more pedestrian friendly. Compatible zonings include RRC, OHR, RHR, PCD and MXD. Guidelines for this category are listed below.

- Medium- to high-intensity office and/or retail should be encouraged to locate in areas designated as Regional Activity Centers.



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- Limited residential opportunities could be provided in this district provided that it is in a mixed-use capacity and does not detract from the regional draw of developments in this area.
 - When located near a mass transit station, Transit Oriented Developments are appropriate.

Central Business District (CBD)

The purpose of the Central Business District category is to reinforce the unique role and character of downtown Marietta. The downtown area should contain a mixture of residential and non-residential activity. That being said, non-residential activities should continue to be the primary focus of the downtown area. The commerce, office, and civic uses that predominate on the square are an important factor in the area's strong sense-of-place. New residential uses should be incorporated so that they are complimentary to these uses. New residential uses should be located above the ground level floor so that it would not distract from and compete with street activity. The compatible zonings include CBD and MXD. Guidelines for this category are listed below.

- Redevelopment and new infill development must be in compliance with Downtown Marietta Development Authority (DMDA) guidelines.
- Redevelopment and new infill development should be encouraged to be diverse, and compatible in use and appearance with existing development in the CBD.
- Residential uses should be encouraged in and around the Central Business District.

Industrial – Manufacturing (IM)

The purpose of the Industrial – Manufacturing category is to provide areas that can support industrial uses, which may create by-products, i.e. fumes, noise, etc., that are known to negatively impact adjacent uses. It is important to protect IM districts from encroachment of residential uses and the rezoning of IM properties to any residential designation is highly discouraged. Compatible zonings include HI and PID. Guidelines for this category are listed below.

- Industrial-Manufacturing areas should not be encouraged to locate immediately adjacent to residential areas.
- Industrial-Manufacturing areas should be located where there is sufficient access to Interstate-75 and/or the CSX rail corridor.
- When reviewing new industrial development proposals, an assessment of environmental impact and impact mitigation should be conducted.



Industrial – Warehousing (IW)

The purpose of the Industrial – Warehousing category is to provide for areas that can support light industrial, office/warehouse and distribution uses and the vehicular traffic associated with such uses. It is important to protect IW districts from encroachment of residential uses and the rezoning of IW properties to any residential designation is highly discouraged. Compatible zonings include LI, OS and PID. Guidelines for this category are listed below.

- Industrial-Warehousing areas should not be encouraged to locate immediately adjacent to residential areas.
- Industrial-Warehousing areas should be located where there is sufficient access to major arterials and Interstate-75.

Open Space & Conservation (OSC)

The purpose of the Open Space & Conservation category is to identify existing greenspace, to preserve suitable areas for new greenspace, and to protect environmentally sensitive lands. Currently, no zoning category exists for such a future land use. Guidelines for consideration in the selection of these types of sites are listed below.

- Conservation and open space areas should target areas that are environmentally sensitive lands such as creeks, streams, and floodplains.
- Conservation and open space areas should target existing or potential wildlife habitat such as large tracts of undisturbed land, large stands of old growth timber, or floodplains and stream buffers.
- Conservation and open space areas should attempt to create a series of greenways throughout the community that will provide connectivity between pockets of greenspace.

Parks & Recreation (PR)

The purpose of the Parks & Recreation category is to identify existing parks & recreation facilities, and locate lands suitable either for expansion of existing facilities or construction of new facilities. Currently, no zoning category exists for such a future land use. Guidelines for consideration in the selection of these types of sites are listed below.

- Public parks should be developed in areas that are accessible from nearby residential neighborhoods.
- Scale and use should be compatible with the surrounding residential units.



Community Service & Institutional (CSI)

The purpose of the Community Service & Institutional category is to provide for certain local, state, or federal government uses and institutional land uses such as governmental building complexes, police and fire stations, colleges, churches, hospitals, etc. Compatible zonings include OI and OIT. Primary uses should be oriented toward the provision of public, quasi-public, or non-profit services and supporting features.

Transportation, Communication & Utilities (TCU)

The purpose of the Transportation, Communication & Utilities category is to provide for airports, rail and bus facilities, power substations, radio and television transmission facilities, and other utility land uses. Compatible zonings include LI, HI and PID. Primary uses within this district should be oriented toward the provision of public and quasi-public infrastructure and facilities.

Mixed-use (MXD)

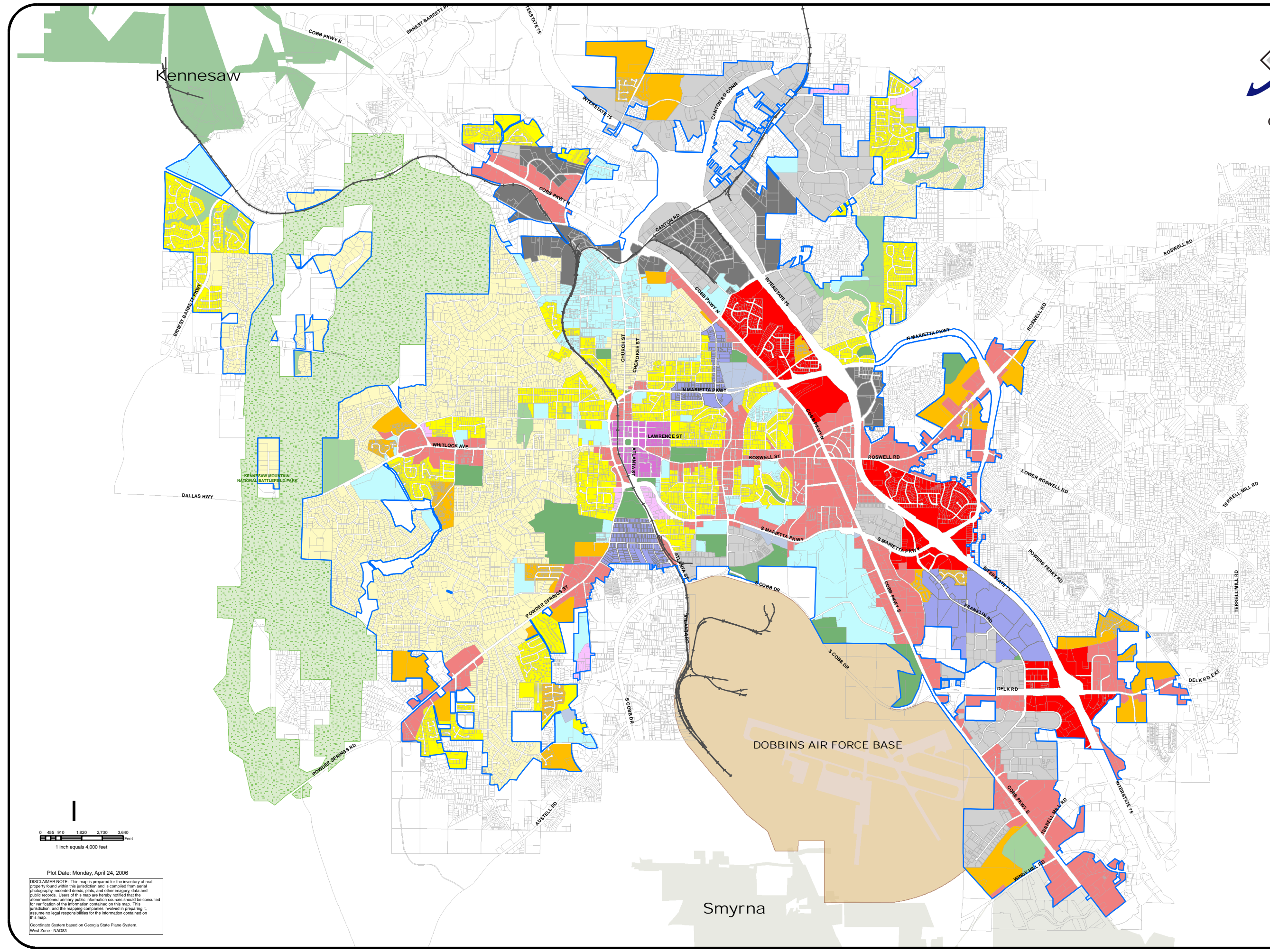
Mixed-use districts are recommended locations for development of activity centers that are specifically planned to include both residential and non-residential uses. The range of non-residential uses and the development density of all use types vary depending on the size of the district and the intensity of the surrounding development. Not every building needs to be mixed use in character within these districts, but it is appropriate that both types of land uses be accommodated within the district as a whole. It is also important that all mixed-use developments be planned (PRD or MXD) in nature in order to provide a level of certainty to the development while ensuring an area that is suitable for the residential land use.

The development of mixed-use districts should be consistent with a set of predetermined standards in order to provide a pedestrian-friendly environment that is urban in nature. Some of the basic characteristics of these developments should include:

- Well-designed buildings placed close to the sidewalk and street.
- Parking located primarily behind the building, underground, or in structured parking. Parking may also be appropriate in the side yards of developments if there is sufficient screening to completely obscure the view of parked cars from people on the sidewalks. On-street parking should also be allowed where there is sufficient right-of-way and where it is appropriate for the type of roadway.
- Buildings should be more than one-story in height.
- Pedestrian-oriented amenities, such as decorative paving, human scale street lighting, plazas, benches, and landscaping should be provided.
- In districts where there are separations between the residential and commercial buildings within the development, it is appropriate to have the non-residential buildings near the main collector or arterial streets. This will preserve the residential areas for the interior part of the development, thus providing a level of comfort for the residents.



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- In areas where a mixed-use building is constructed, the ground floor of the development should be dedicated to non-residential uses, while the upper floors can contain a mix of uses as appropriate.
 - The residential density and non-residential intensity of the development should be determined through a neighborhood plan or master plan. If no special area plan is in place for the district then the mix of housing should be determined on a site-by-site basis.
 - Residential uses should focus on owner-occupied housing. The districts should determine the appropriate mix of multi-family condominiums and single-family housing through a neighborhood plan or master plan. If no special area plan is in place for the district, then the mix of housing should be determined on a site-by-site basis.
 - Mixed-use developments adjacent to stable residential neighborhoods should provide appropriate buffers and screening to ensure the desirability and viability of the surrounding community.



Legend

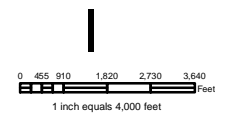
- MARIETTA CITY LIMITS
- RAILROAD
- KENNESAW MOUNTAIN PARK
- RUNWAY
- DOBBINS AFB

COBB CITIES

- KENNESAW
- SMYRNA

FUTURE LAND USE

- PARCEL
- COMMUNITY ACTIVITY CENTER
- CENTRAL BUSINESS DISTRICT
- COMMUNITY SERVICE AND INSTITUTION
- HIGH DENSITY RESIDENTIAL
- INDUSTRIAL MANUFACTURING
- INDUSTRIAL WAREHOUSING
- LOW DENSITY RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- MIXED USE DEVELOPMENT
- NEIGHBORHOOD ACTIVITY CENTER
- OPEN SPACE / CONSERVATION
- PARKS / RECREATION
- REGIONAL ACTIVITY CENTER
- TRANSPORTATION AND UTILITIES



Plot Date: Monday, April 24, 2006

DISCLAIMER NOTE: This map is prepared for the inventory of real property found within this jurisdiction and is compiled from aerial photography, recorded deeds, plats, and other imagery, data and public records. Users of this map are hereby notified that the aforementioned primary public information sources should be consulted for verification of the information contained on this map. This jurisdiction, and the mapping companies involved in preparing it, assume no legal responsibilities for the information contained on this map.

Coordinate System based on Georgia State Plane System, West Zone - NAD83

Bill Dunaway Mayor	
William F. Bruton City Manager	Shelia R. Hill City Clerk
City Council	
Annette Paige Lewis Ward 1	Ivan Alan Pearberg (Van) Ward 4
Griffin Chaffant Ward 2	Rev. Anthony Coleman Ward 5
Holly Marie Walquist Ward 3	Jim King Ward 6
Philip M. Goldstein Ward 7	

DEPARTMENT INFORMATION

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205 Lawrence Street - 3rd Floor
Marietta - Georgia - 30060
770-794-5551 - www.marietta-ga.gov

Planning and Zoning - 2nd Floor
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Based upon the abovementioned Character Area designations and Future Land Use categories there are some basic principles that can be surmised from these discussions. These principles help the public and the development communities understand what is being anticipated from new development and how it will impact the existing community. The principles are as follows:

New Neighborhoods

New neighborhoods developed at the edges of the city will typically be planned to include a variety of land use categories that together integrate the neighborhoods into the City's broader overall physical development pattern. For example, in new neighborhoods, Low Density Residential areas may be located adjacent to Medium or High Density Residential areas, which in turn may be adjacent to a mixed-use or commercial designation. In addition to the physical development pattern, new neighborhoods should ensure sufficient open space and amenities, while protecting sensitive natural resources.

All new neighborhoods should include at least one activity center focal point that is comprised of complementary non-residential service such as a park, open space, civic/institutional use, compactly developed commercial development, or some other feature that will foster the creation of a community gathering point. New neighborhoods should include a mix of housing types, sizes, costs, and densities. Generally, large areas of single housing type should be avoided.

Location and arrangement of these multiple land uses is established through a more detailed neighborhood planning process that includes land use recommendations for new neighborhoods. In future growth areas on the periphery of the city where a detailed plan has not been adopted, placeholders for specific land uses that are recommended for consideration as the detailed plans are prepared.

Established Neighborhoods

The Comprehensive Plan will initiate no significant changes to the character of existing stable neighborhoods. In areas where the Comprehensive Plan's recommendations differ from the existing conditions, future changes in land use should be carefully planned and guided by the detailed recommendation of an adopted neighborhood plan or special area plan. The City will continue to work with neighborhoods as neighborhood plans and special areas plans are prepared or revised to ensure that neighborhood residents have sufficient opportunity to participate.

General Neighborhood Redevelopment

In some locations, the Comprehensive Plan's long-term recommendations for a relatively large portion of a neighborhood or commercial district are for land uses or densities that are significantly different from much of the existing development in those areas. Although the future character of these areas may be quite different from what exists today, the transition to different uses or development densities should be orderly and



guided by the recommendations of an adopted neighborhood or special area plan. New development also must be reasonably sensitive to the surrounding developments that have not made the transition, including historic structures or other uses that are expected to continue indefinitely. More typically, the land use recommendations for established areas may identify more limited areas for potential infill or redevelopment with different uses or densities.

Infill Development and Redevelopment

Infill and redevelopment activity within established stable neighborhoods that are not generally planned for higher density uses may be appropriate if designed to complement and extend the positive qualities of surrounding development and adjacent buildings in terms of general intensity, use, street patterns, and any other identifiable style, proportions, shapes, or feature that provides a distinctive character to the particular area. In neighborhoods where infill development and/or redevelopment is recommended in the comprehensive plan, a detailed neighborhood plans, or a special areas plan, higher densities may be appropriate, subject to the appropriate recommendations of the plan. These plans should clearly define the locations within the neighborhood where different uses or higher densities are recommended. Potential forms of infill and redevelopment that may be appropriate include:

- Addition of new dwellings on vacant lots and other undeveloped parcels surrounded by existing residential development;
- Development of new non-residential or mixed-use developments on vacant lots or other undeveloped parcels within existing business or commercial districts;
- Redevelopment of properties with new residential and/or non-residential uses.

Introduction of Neighborhood-Supporting non-residential development

In established neighborhoods currently characterized by the relative lack of neighborhood gathering places, convenience shopping or service opportunities, the Comprehensive Plan recommends that opportunities for introduction of these activities be identified where suitable locations are available. Introduction of new uses into an established neighborhood should be considered only at locations identified in City-adopted detailed neighborhood or special area plans. Also, these gathering places must respect the neighborhood's positive characteristics related to such factors as the level of activity, intensity of use, building size and design, and parking or traffic conditions. Appropriate performance and architectural standards should be included in the adopted neighborhood or special area plan.



Community Issues and Opportunities

Marietta is a vibrant and varied community that is maturing. Some of the commercial and residential areas are showing signs of their age. The structures contained in these aging areas no longer meet current market demand or preference, which results in their continued struggle to regain viability. Marietta has experienced piecemeal development and redevelopment in the past due to changing growth patterns and other market forces. It is now considered critical that comprehensive and planned redevelopment occur to bring about the community's preferred vision for the future.

The city is effectively built-out due to the lack of available land at the periphery of the jurisdiction; therefore, the reuse and redevelopment of outdated and underutilized properties is critical to the continued growth and prosperity of the community. If the city sits back and allows the market to be the only factor in the development of the city, undesirable development patterns will continue to evolve. Instead, the city can choose to support quality redevelopment of appropriate areas by establishing incentives, streamlining permitting processes, and actively promoting the vision that is established for the community. Planned redevelopment will promote and contribute to the social and economic viability of Marietta, improve the sustainability of developed areas, and increase the city's ability to attract high-quality development.

Although redevelopment is currently the single largest issue facing Marietta, it is the result of numerous factors within the community. Despite these problems, Marietta has a number of opportunities that can be leveraged to assist the revitalization of the community. The key issues and opportunities are intended to provide the basis for goal setting, the creation of policies, and the establishment of action items. This section contains broad issues and opportunities that were created from the original list that was developed by the community. The original list provides a high level of detail that helped understand the phenomenon affecting the community. This analysis provides a verbal description of the essence of that original list by investigating the overlap and interrelatedness of these issues and opportunities. The policies and action items listed later in this chapter provide further details about the efforts that will be made to address and leverage these issues and opportunities.

Accommodating Growth

The City of Marietta and Cobb County have experienced rapid growth in the 1980's and 1990's. Growth has slowed somewhat since the start of the new millennium, but it has continued to increase at a steady pace. This issue considers how the City will plan for its continued participation in regional growth and development. Growth related issues include: determine the quantity of expected growth; identify suitable locations for additional business and residential development; and guide future growth to ensure that it



enhances the character and quality of the City as a great place to live, work, and play. In addition, Marietta needs to accommodate growth for changing populations with varying needs including elderly, ethnically and racial diverse individuals, and people of varying economic means.

Neighborhoods

The articulation of Marietta's policies and actions for preserving neighborhoods that are well maintained, safe, attractive, affordable, and diverse is an important part of the comprehensive planning process. The plan envisions established, new and revitalized neighborhoods that will offer City residents a variety of quality housing choices, convenient access to basic services, quality of life, and a strong sense of community.

Neighborhoods are a basic planning unit and can act as a building block for area cohesion. Neighborhoods are generally limited in physical size, with the ideal size based upon a walk shed of 5-minutes from the center of the neighborhood to its outer edge. In many cases, areas of Marietta contain numerous neighborhoods that together constitute a larger neighborhood boundary. Ideally, neighborhoods should have well-defined boundaries and discernable centers. This would provide a "human scale" to neighborhoods through the creation of hamlets. Many of the city's neighborhoods that were created during and after the Second World War do not conform to these basic principles. These neighborhoods are homogeneous areas that are completely auto-dependent and do not even contain facilities to encourage neighborhood interaction and activity.

Marietta recognizes the problems associated with typical low density suburban development patterns such as increased traffic congestion, urban sprawl, the decline or loss of neighborhood and downtown shopping areas, lack of a "sense-of-community", and generally unappealing development. We are currently experiencing other negative impacts due to some WWII era developments. Many of these housing units and neighborhoods were constructed quickly and efficiently without much thought towards lasting quality and long-term appeal of the neighborhood areas. These impacts include a high renter-to-owner occupancy rate, a large quantity of public housing, an aged and deteriorating housing stock in some areas near the city center, the small size of many housing units near the city center, deteriorating multi-family housing complexes, and inadequate public facilities and utilities near redevelopment areas. Other issues include the lack of high quality rental units, a lack of workforce and senior housing, and a general resistance to change in the community (NIMBY). Many of the residents of these deteriorating neighborhoods and other members of the public-at-large have responded to these issues by demanding change.



In response to these issues, Marietta is striving to achieve consistently high quality neighborhoods that are more compact, contain a mixture of uses, are aesthetically pleasing, and provide connectivity for pedestrian, bicycle, and vehicular travel modes. In addition, Marietta is inducing redevelopment and/or reinvestment in some neighborhoods, particularly those in close proximity to the downtown area, to try and install a new pride in these areas by improving neighborhood quality. Some of the specific actions mentioned later in this document include efforts to assist low and moderate-income individuals to become homeowners, continuing to increase housing choice within the community, providing service upgrades from the Board of Lights and Water and the Public Works Department that will ensure improvements in public infrastructure in redevelopment areas, redevelopment of blighted and under performing properties, and continued efforts of Code Enforcement personnel to ensure quality and safety in the city's housing stock.

The city also realizes the importance of maintaining its existing stable neighborhoods because they provide a range of attractive, safe, and quality living for a wide spectrum of the community. Many of these neighborhoods in the city are well served by a variety of facilities and transportation options. To continue the stability of these areas, Marietta must allocate substantial effort and resources into maintaining and enhancing these neighborhoods. Quality infill development will assist in preserving these neighborhoods, while providing limited opportunities for growth in these areas. Also, the land use process can mandate protective buffers and landscaping that will protect and enhance these communities as these neighborhoods develop and redevelop.

Urban Design

Urban design is the process and procedure for managing the physical and visual character of the city. The aesthetic quality of Marietta's natural and built environment defines the City's distinctiveness and beauty. New growth and investment in the city is both a function of the private and public sectors. This new growth occurs at the periphery of the jurisdiction as new "greenfield" development and in the interior of the city through redevelopment and infill development. Each new project, both public and private, can either enhance or degrade the community's visual character and beauty.

Urban design could have an impact on many different areas of the city including existing neighborhoods, neighborhoods in transition, commercial corridors, commercial districts, the downtown area, and designated redevelopment areas. These various groupings will have a different context concerning the appropriateness of urban design for each area. This is why urban design cannot be a single standard used citywide, but should be tailored to each individual area of the city to ensure a varied and visually stimulating environment. Specifically, Marietta can reduce the amount of impervious surface, provide for market-preferred infill housing, improve the attractiveness of commercial



corridors, reduce visual clutter, preserve scenic views, ensure quality development on undeveloped properties in close proximity to downtown, rejuvenate aging commercial corridors, and ensure that Marietta's sense-of-place is maintained to solidify the city's identity.

Marietta rich history, natural environment, architectural heritage, and charming older neighborhoods make it a stunning and dynamic place to be. Urban design can help achieve consistently high quality and attractive public and private sector investments in the community.

Land Use/Transportation Linkages

This issue deals with the ways that the location and design of development can be coordinated with the location and design of transportation facilities. These two issues cannot be dealt with in a vacuum. There must be a constant effort in land use planning methodology and improvements to the transportation network to make certain that there is a conscious effort to select growth areas, while providing necessary upgrades to public infrastructure. This will result in increased transportation convenience, efficiency, and provide additional transportation choices to the existing and future residents and stakeholders.

The linkage between these two elements contains the strategy for further growth and development in the community. Revitalizing commercial corridors by allowing mixed-use developments, improving the housing stock in close proximity to commercial corridors, and ensuring high-quality new developments through design guidelines and overlay districts provides opportunities to continue growth and development, which will result in quality development that enhances Marietta's sense-of-place.

Increase the Quantity of Quality Affordable Housing

This issue strives to determine how Marietta can create additional affordable housing opportunities over the next twenty (20) years. Affordable housing, also known as work force housing, provides opportunities for the local area teachers, fire fighters, police personnel, and other occupations to live in the same community in which they work. The primary factors underlying this issue include the following:

- Marietta's relatively healthy economy and high quality-of-life tend to sustain higher housing costs;
- Marietta contains high land costs that inhibit the construction of new quality affordable housing opportunities;



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- Marietta's housing costs result in a large percentage of the population being cost burdened, which results in a large portion of their household income being used for housing needs. This reduces the availability of funds for other necessities, which places a burden on the local area support services;
 - Marietta's current affordable housing stock is antiquated and in need of reinvestment or in some cases redevelopment.

The overall redevelopment effort being pursued and encouraged by the City will provide many opportunities for the creation of new affordable housing units. Some of the methods will include the reinvestment of the existing housing stock in specific areas (private sector driven), the creation of redevelopment plans and use of tax allocation districts to reuse blighted areas of the City (public/private partnerships), the city's purchasing and consolidation of land to spur redevelopment at targeted locations (public/private partnerships), and the redevelopment of antiquated public housing developments to mixed-use, mixed-income developments (public/private partnerships). Affordable housing is many times at the mercy of the local housing market. The areas that are in need of redevelopment will be constrained by the market as far as the pricing of housing. This will result in moderate pricing for new housing units that will be affordable to a large portion of the population that currently have few options.

Transportation

Transportation systems should be designed and maintained in a manner that:

- Improves air quality;
- Increases the use of public transit, bicycling, walking, and carpooling as alternatives to single-occupancy vehicle use;
- Improves vehicular access and circulation in necessary areas;
- Improves bicycle and pedestrian mobility and accessibility throughout the City;
- Supports existing and future developments in accordance with the goals and policies of the Comprehensive Plan by emphasizing the importance of developing housing and attracting key businesses that will benefit the City;
- Minimize the negative impacts of transportation facilities on new and future developments;
- Minimize the demand for automobile parking without negatively impacting development and business opportunities (i.e. manage long and short term parking demand and provide incentives for the use of alternative transportation modes).

By focusing attention on improving the transportation system for all users, the city will allow a greater use of resources to impact a larger portion of the population. Vehicular, bicycle, and pedestrian mobility, when considered together, allows for multi-modal corridors that benefit many disparate constituencies. Two other factors that need to be



taken into consideration are capacity issues and public transportation. There is a continuing problem in Marietta due to some areas with north/south and east/west connectivity problems. There are areas that have a large volume of traffic and insufficient facilities, thus creating a large capacity problem on these corridors. The problem areas should be studied to determine what options are available to resolve the situation, while keeping intact the fabric of the neighborhoods through which they traverse. This is sometimes a difficult proposition and decisions of this nature should be conducted with a high quantity of public input to ensure community participation in this process. In regards to public transportation, Marietta must continue to work with Cobb County Transit to make certain that Marietta residents and stakeholders are adequately served by the region's mass transit systems. System expansions are sometimes necessary to allow greater network connectivity throughout the community.

Quality of Life

Quality-of-life is the dynamic state of an area's social, economic and environmental well being. The dimensions of life included in a quality-of-life analysis are the following: education, employment, energy, environment, health, human rights, income, infrastructure, security, public safety, recreation, and housing. Quality-of-life can be inhibited by local, regional, and national factors. Some of these factors can be addressed through local decision-making, while others are determined by outside influences. Some of the factors that have a positive and negative influence on Marietta's quality-of-life include:

- *Creating a sense-of-place for uninspiring neighborhoods.* Refer to the "Neighborhoods" section of the issues and opportunities analysis for more information.
- *Improving the region's air quality.* Air quality is an issue for all of Metropolitan Atlanta. The region as a whole is trying to come into conformity with the Clean Air Act's "National Ambient Air Quality Standards" criteria for air pollutants. Currently, the region is considered a "non-attainment" area because of our inability to meet the necessary standards. As population and business expansion continues in the region, it will become increasingly difficult to meet the necessary standards. Increased population results in more cars on the roads. The increase in the number of vehicles increases the emission of ozone forming pollutants. There are two main mechanisms for reducing air pollution in the metropolitan Atlanta area: reduce the quantity of transportation emissions and reduce the quantity of emissions from power plants and other energy producing industries.
- *Improving the region's water resources.* The Atlanta region needs to improve water quality and water quantity to ensure long-term population growth and economic expansion. Water quality can be improved through public and private decision-making. The public can assist in improving water quality by upgrading



the storm water and sanitary sewer systems to ensure that there is sufficient capacity to inhibit the release of pollutants in local area streams, lakes, and rivers. Water resources also deal with the need for water quantity to ensure sufficient resources for future residents and generations.

- *Local and regional economic growth.* Refer to the “Marietta’s role in economic development in the region” section of the issues and opportunities analysis for more information.

Preserve Quality Existing Housing

This issue strives to determine how Marietta can preserve the functionality and character of its existing housing stock, while attempting to adapt to current housing and demographic needs and desires. Market demand changes over time, Marietta must adapt to changing preferences and desires by consumers in order to continually accommodate new residents who desire to live in the Atlanta region. Marietta also needs to ensure that as these new residents arrive that their housing preferences do not have a negative impact on existing stable neighborhoods. In order to address this issue, Marietta has passed a number of ordinances including infill development, conservation subdivision, architectural overlay district, and a historic preservation. All of these efforts combine to provide opportunities for new residential development of varying type in areas that can accommodate growth without having a negative impact on stable neighborhoods.

Marietta's Role in Economic Development in the Region

Marietta’s economic development and that of the other communities throughout metropolitan Atlanta are inextricably linked. Also, as the urban and cultural center of Cobb County, the economic vitality of the City is essential to the growth and development of the County as a whole. As such, the unincorporated areas and surrounding communities are essential to the City, providing a larger variety of locations for businesses and a larger workforce necessary to meet the needs of a global, ever-changing economy. When considering areas in which to locate, most businesses look at an entire region and evaluate factors such as workforce, education, and infrastructure to support their operations.

The City, its immediate neighbors, and other communities throughout metropolitan Atlanta generally pursue economic development independently. The qualities of the metropolitan Atlanta region that are so important to its future economic growth include workforce, public education systems, a variety of transportation infrastructure, cultural and recreational opportunities, and access to natural areas. These qualities cut across municipal/county boundaries and are the responsibility of many institutions and organizations.



The main focus of Marietta's economic development efforts are to grow the health services cluster around Kennestone Hospital, the arts and entertainment cluster surrounding downtown Marietta, and the professional and technical services that surround Dobbins Air Force Base and Lockheed Martin.

Managing Land for Business and Industry Growth

One of the most important roles government has in economic development is insuring that there is an adequate supply of development-ready land (appropriately zoned with existing utilities and services) and buildings to accommodate the needs of business and industry. Developmental and community pressures to use land for purposes other than industrial development makes it difficult for local businesses to remain in their current location or to expand within the city. Finally, the scarcity of undeveloped land and the high cost of remaining undeveloped land make this a difficult issue in Marietta. Greyfield and brownfield redevelopment are therefore important aspects of the city's redevelopment efforts.

Downtown Development

An economically and culturally vibrant central city is vital to the health of the City and Cobb County as a whole. The activities and amenities offered in Marietta's downtown are critical to retaining and attracting businesses and a talented workforce. It is also essential to a healthy tourism industry. The main challenge in central city revitalization is finding a balance between new developments in the downtown area, which are vital to the continued evolution of place, while maintaining the traditional and historic base of the built environment, which differentiates Marietta from other metropolitan Atlanta cities.

Workforce Retention and Attraction

There are many aspects to this issue, but the central one for the comprehensive plan is the link between attracting a talented workforce necessary for the development of a knowledge-based economy and the quality of the physical, cultural, and natural environment. For the professional and technical workers who can choose from a number of employment locations, features such as access to natural resources and outdoor recreational opportunities, entertainment and cultural activities, and a strong sense-of-place are important to establishing quality-of-life.



Placement and Support of Physical Facilities

This issue considers the physical aspects of community facilities and ensuring their viability in light of changes to the City's demographics, urban form, etc. It includes the development of new types of facilities, and involves quandaries such as: Where to locate new facilities in the community? What should be done to facilitate the reuse of existing facilities? What is the best methodology for financing the modernization, expansion, and construction of facilities? What is the most functional and cost effective use of new technology? How to provide and expand services to the community to meet the changing needs and demands of the community? How do we ensure the adequate funding for the maintenance and upkeep of our existing facilities?

Coordination and Partnerships

This issue involves maximizing efficiencies and resources through coordination among City agencies and with other surrounding communities. It also deals with reducing the duplication of services. One aspect of this issue is exploring potential partnerships with other jurisdictions, quasi-governmental agencies, non-profit organizations, and/or the private sector. This all requires a close examination of the City's role in planning, encouraging, and participating in partnerships for the development and/or operation of community facilities.

Needs and Wants Exceed Current and Projected Resources

This issue addresses the need to distinguish between services Marietta would like to provide and those core services the City should provide, in light of its resource projections. This is a difficult issue due to the varying needs and mandates that are placed upon the local government by federal, state, and county governments as well as desires and needs of the local area residents and stakeholders. Thus, prioritization is a necessity to ensure that the local government is living up to its obligation to the community. The efforts portrayed within the comprehensive planning process will assist in making those difficult decisions because it contains the thoughts and desires that have been expressed by the community over the past few years.

Retention of Historic Character

Marietta's historic buildings and neighborhoods are highly valued. The desirability of houses and other buildings in historic neighborhoods is evident by the premium prices buyers are willing to pay for them. During the public participation process, citizens found that the preservation of historic areas is an important way to protect and enhance the city's livability and vitality.



Preservation and Redevelopment

One of the greatest challenges for Marietta regarding historic and cultural resource preservation is balancing these goals with the needs and realities of redevelopment. There is substantial pressure to remove older structures for redevelopment purposes. In some cases this is warranted, due to the deterioration of the structure, while in other cases it is ill advised due to its quality or significance. Decisions on such matters need to be done on a case-by-case basis. While there is consensus in the community that increasing densities is desirable in some areas of the community, there is a need to find a balance between encouraging new development, while protecting the qualities that have made these neighborhoods appealing to begin with. The community preference from our public input is to preserve the best of the old while offering opportunities for redevelopment, but city policies do not address the dichotomy between these two issues.

Role of the Arts

It has been proven that a rich and vibrant arts atmosphere positively affects a community's overall quality-of-life. A thriving arts community can pay a significant part in place making and furthering a variety of citywide goals, including economic development and education.

Intergovernmental Coordination

Marietta and the surrounding community will benefit greatly from participating in regional partnerships and efforts that will work towards solving some of the issues we are confronting regionally. Some of these efforts include:

- *Future growth and development.* This issue deals with growth and development within Cobb County and regionally with the Atlanta Regional Commission. Especially important to this item is the intergovernmental agreement known as HB 489, which establishes a framework for jurisdictional cooperation on service provision and land use. Cobb County and all of its cities approved a new HB 489 agreement in 2004. Thus, this document is active and current; therefore, meeting the DCA requirements for coordination.
- *Effective communication.* This issue deals with communications between Marietta and other public sector agencies, the non-profit sector, and especially the private sector. Marietta does a good job in coordinating with local, regional, and state agencies to the overall benefit of the community. One area of deficiency is communication with the private and non-profit sectors. By improving updates, newsletters, forums, and other communication techniques, Marietta can enhance current efforts and ensure active participation in municipal governance.



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- *Comprehensive planning.* Ensure that adjoining municipalities, school districts, and special districts work together to cooperatively work towards a better future and ensure full participation in the decision-making process. Ensure updates to the Comprehensive Plan include relevant recommendations from other related City, County, or Regional plans such as the Cobb Countywide Transportation Plan and the Kennestone Transportation and Land Use Study.
 - *Regional transportation planning.* Continue our participation with the Cobb County, the Atlanta Regional Commission, the Georgia Regional Transportation authority, and the Georgia Department of Transportation on improving and coordinating transportation planning efforts throughout the Metropolitan Atlanta area.
 - *Natural resource protection.* Cooperatively work to protect the region's air and water quality, increase water quantity, and areas identified as being susceptible to negative environmental effects from development.



Implementation Program

The implementation program is a series of policies, actions, and activities that the City will take to achieve the vision and goals stated in the Community Vision. The implementation program creates a series of concrete measures to address the aforementioned Community Issues and Opportunities. This section of the Comprehensive Plan covers the following topics: Policies, Short-term Work Program, Supplemental Plans, and Compliance with Regional Development Plan Policies.

Policies

Policies are a series of guiding principles adopted by the local government. The purpose of these statements are to provide direction to the local government officials to assist in the decision making process. The principles are one of the ways to make certain that new development is helping the community to meet the Community Vision and address the Community Issues and Opportunities.

Goal #1: Marietta is a livable city in a great metropolitan area. It is dedicated to being a clean city, with trees, green spaces and boulevards.

Objective 1.1 Promote the conservation and protection of sensitive natural resources while allowing for continued growth and development.

- Policy 1.1 Enact the required Department of Natural Resources Environmental Planning Criteria regulations to ensure the protection of water supply watersheds, not in conflict with private property rights.
- Policy 1.2 Enact the required Department of Natural Resources Environmental Planning Criteria regulations to ensure the protection of wetlands.
- Policy 1.3 Enact the required Department of Natural Resources Environmental Planning Criteria regulations to ensure the protection of groundwater recharge areas, not in conflict with private property rights.
- Policy 1.4 Pursue the acquisition of greenspaces and conservation easements as a means of protecting the natural environment.
- Policy 1.5 Revise the zoning ordinance to provide incentives to protect sensitive plant and wildlife species habitat.



Objective 1.2 Establish and maintain a system of greenspaces and trails in the city, linking to other greenways within Cobb County.

Policy 1.6 Create a citywide Greenway and Multiuse trail Master Plan to guide the construction of multi-use facilities and preservation of greenspace.

Policy 1.7 Complete the design and construction of Marietta's portion of the Kennesaw Mountain to Chattahoochee River Trail.

Objective 1.3 Promote the development of brownfield and greyfield sites, as well as other underdeveloped areas.

Policy 1.8 Develop a database and map of potential brownfield and greyfield sites.

Policy 1.9 Develop a Brownfield Redevelopment Plan and a Greyfield Redevelopment Plan, including an awareness program and action plan.

Objective 1.4 Promote the preservation of trees as part of the land development and construction process on non-residential properties, including maintenance of minimum tree densities.

Policy 1.10 Strengthen the city's enforcement of the tree protection and landscaping ordinance to ensure compliance with its requirements.

Policy 1.11 Amend the tree protection and landscape ordinance to provide additional incentives to protect specimen trees.

Policy 1.12 Amend the alternative compliance section of the tree protection and landscaping ordinance to allow monies from the dedicated fund to be used for the creation of landscape plans as well as the purchase and installation of trees within the City.

Objective 1.5 Encourage and require the planting of street trees along local streets.

Policy 1.13 Ensure enforcement of and provide clear language in the Tree Protection and Landscaping Ordinance so that street trees are required on all new developments in the city.



Objective 1.6 Promote the benefits of preserving specimen trees on residential properties through education.

Policy 1.14 Establish a program with cooperation from the Marietta Tree Keepers and other organizations to educate homeowners on ecological, health, and societal benefits of specimen trees.

Objective 1.7 Support the replanting of appropriate replacement trees in order to ensure the upkeep of Marietta's tree canopy for future generations. Replacement trees should not conflict with future transportation improvements and placement should take into account tree form and life cycle.

Policy 1.15 Ensure the planting of appropriate tree species in conjunction with transportation improvements to ensure a healthy and stable tree canopy for Marietta's present and future residents.

Policy 1.16 Collaborate with property owners, Marietta Tree Keepers, and other organizations to progressively plant new trees on private property in order to provide upkeep to the tree canopy.

Objective 1.8 Provide for, maintain, and improve upon environmentally responsible water supply, wastewater treatment, sanitary sewer, and stormwater systems that support desired growth.

Policy 1.17 Maintain the Capital Improvement Program to assist in identifying, prioritizing, and funding needed capital equipment and community facilities.

Policy 1.18 Optimize pressure and flow throughout the city water system.

Policy 1.19 Ensure yearly funds are available to implement improvements needed to maintain and upgrade the city's water and wastewater collection systems.

Policy 1.20 Monitor the effects of stormwater quality management on private developments through the development review and approval process to ensure minimal impacts on the environment.

Policy 1.21 Continue the City's efforts to inventory the municipal separate storm sewer system in order to assist in the development of a maintenance program.



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- Policy 1.22 Ensure the City's compliance with the Metropolitan North Georgia Water Planning District's requirements for water supply and conservation, wastewater, and stormwater management.
- Policy 1.23 Ensure the Board of Light and Water is working towards compliance with new federal and state regulations on distribution system water quality.
- Objective 1.9 Provide for an innovative, environmentally responsible, comprehensive solid waste management system.
- Policy 1.24 Continue to implement Marietta's Solid Waste Management Plan by encouraging recycling that will reduce reliance on landfills and to achieve other goals.
- Objective 1.10 Provide a balanced set of active and passive recreational facilities and programs appealing to a broad range of recreational interests while fully utilizing resources.
- Policy 1.25 Create a citywide Parks and Recreation Master Plan to ensure a diversity of recreational opportunities for local area residents.
- Policy 1.26 Enhance and upgrade the existing park and pool facilities throughout the jurisdiction.
- Policy 1.27 The Development Services Department, the Parks and Recreation Department, Marietta Tree Keepers, and other organizations should collaborate to assist in the location and construction of pocket parks in Marietta, which include provisions for upkeep of new facilities.
- Objective 1.11 Ensure that public safety facilities meet desired benchmarks.
- Policy 1.28 Maintain adequate police, fire and rescue, and emergency medical service response times to all areas in the city and any areas outside the city where municipal services are provided via intergovernmental service agreements.
- Policy 1.29 Enhance training programs for public safety personnel by establishing a shooting range in Burrell Park.



Goal#2: We are a dynamic business center that has retail, offices and environmentally friendly industry in appropriate places. We honor our past and welcome the future.

Objective 2.1 Cultivate an economic climate that supports the retention of existing enterprises and assists in attracting a diverse mix of new business and industry to Marietta.

Policy 2.1 Prepare a yearly analysis of the city's tax structure that contains comparisons with other local area counties and municipalities.

Policy 2.2 Prepare an annual Marietta Development Report.

Policy 2.3 Coordinate marketing and incentives policies between the Office of Economic Development, the Marietta Redevelopment Corporation, the Marietta Development Authority, and the Board of Lights and Water.

Policy 2.4 Communicate with the business community via an electronic newsletter to keep them informed of developments in the city.

Policy 2.5 Streamline city processes and communicate them more effectively with the business and development communities.

Policy 2.6 Involve the business community in the local government decision-making process as stakeholders.

Objective 2.2 Assist industries in expanding their workforce and operations.

Policy 2.7 Create an Economic Development Incentive Program through the Office of Economic Development that contains associated policies to assist in business expansion, retention, and redevelopment.

Objective 2.3 Provide a well-balanced mix of employment opportunities in Marietta as a means of establishing a healthy job market for our residents.

Policy 2.8 Prepare a marketing strategy to promote business and industry in Marietta that contains information about local area trade schools, educational institutions, and coordinated economic incentives.

Policy 2.9 Perform annual updates to the city's community profile document that showcase the areas quality-of-life.



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- Policy 2.10 Provide an alternative financing source to assist small businesses.
- Objective 2.4 Encourage and expand linkages between the education community and the business community as an economic force in the city.
- Policy 2.11 Work with local area educational institutions, trade schools, and businesses to assist in addressing workforce development and training concerns.
- Policy 2.12 Support educational efforts and act as a resource to assist start-up companies and entrepreneurs in Marietta.
- Objective 2.5 Encourage class “A” office, high end commercial, and mixed-uses, especially along the I-75/Hwy 41 corridors, the downtown area, and other appropriate areas.
- Policy 2.13 Conduct corridor studies as necessary and establish zoning policies to the establishment of high intensity uses along the I-75/Hwy 41 corridor, the Canton Road corridor, and other appropriate areas.
- Policy 2.14 Periodically update property inventories of targeted redevelopment areas.
- Objective 2.6 Emphasize the redevelopment of existing underperforming commercial properties, obsolete or abandoned structures, and economically deteriorating areas.
- Policy 2.15 Conduct a comprehensive economic development plan for the City.
- Policy 2.16 Coordinate with the Marietta School System and Cobb County to create Tax Allocation Districts, where appropriate, and administer existing Tax Allocation Districts to assist in creating public-private partnerships to remove blight and assist in redevelopment.
- Policy 2.17 Investigate the possible use of Opportunity zones in Marietta as a means of promoting economic development.
- Policy 2.18 Further define Redevelopment Areas within the City.



Objective 2.7 Assist the private sector in expanding health related industries as a means of enhancing economic prosperity.

Policy 2.19 Prepare an inventory of sites appropriate to expand our health services and manufacturing clusters.

Goal #3: We are a city that cherishes culture and arts, a tourist destination and entertainment center for the region.

Objective 3.1 Expand awareness and understanding of Marietta's heritage while protecting private property rights by encouraging the protection of significant and historic resources.

Policy 3.1 Establish an assistance program to help fund local historic rehabilitation projects.

Policy 3.2 Update Marietta's inventory of historic sites and places.

Objective 3.2 Educate the community about the value of historic resources.

Policy 3.3 Add a specific historic preservation category to the city's web site to direct people to technical information about historic preservation.

Policy 3.4 Develop a series of seminars and workshops for the education of the public on historic preservation, the process, the implications, and the opportunities.

Policy 3.5 Support the heritage education programs in local schools to educate children about the city's historic preservation efforts.

Objective 3.3 Proactively plan for the preservation of cultural resources.

Policy 3.6 Establish historic districts and designate historic properties in appropriate areas of the City through the Historic Preservation Commission, in conformity with the City's Historic Preservation Ordinance.

Policy 3.7 Contact other governmental agencies to assess the amount of grants, loans, leveraged funds and other financial assistance available to the city for preservation and tourism needs.



Objective 3.4 Strengthen the visual image and identity of Marietta as a “historic city” through branding, marketing, and urban design.

Policy 3.8 Work with the Downtown Marietta Development Authority, the Marietta Business Association, and other organizations to identify and conduct promotional activities.

Policy 3.9 Expand the network of way-finding signage in Marietta to assist visitors in locating key attractions and historic sites throughout Marietta.

Objective 3.5 Assist the private sector in expanding the tourism and arts related industries as a means of enhancing economic prosperity.

Policy 3.10 Prepare an inventory of sites appropriate to expand our arts and entertainment services clusters.

Policy 3.11 Perform an assessment of the financial impact tourism has on Marietta in terms of the change in the tax base, sales tax generation and multiplier effects in the local economy. This should include an assessment of which properties are key to increasing tourism.

Objective 3.6 Maintain and encourage cultural and recreational opportunities to meet the present and future needs of the citizen’s of Marietta.

Policy 3.12 Expand programs and create publications that inform both residents and visitors about the city’s cultural resources and history.

Objective 3.7 Expand support for arts and cultural organizations throughout Marietta, because they are a vital part of the community.

Policy 3.13 Collaborate with Cobb County to ensure that cultural programs in Marietta have the financial means to continually enhance our quality-of-life.

Policy 3.14 Continue to monitor parking conditions in the Downtown Marietta area from a short and long range perspective. Conduct studies when appropriate to assess options, including parking decks, in collaboration with the Downtown Marietta Development Authority and Cobb County.



Objective 3.8 Encourage more private involvement/investment in supporting arts and cultural resources.

- Policy 3.15 Establish working relationships with local historic preservation and conservation organizations to encourage the use of conservation easements to protect culturally significant structures.
- Policy 3.16 Encourage the use of both Federal Rehabilitation Tax Credits and State Property Tax Abatement programs available for historic properties listed in or eligible for the National Registry.
- Policy 3.17 Encourage the tax-deductible donation of historic façade easements and conservation easements to further protect significant cultural resources in perpetuity.
- Policy 3.18 Encourage the creation of a Cobb/Marietta Arts Council to assist in leveraging private donations to support local arts and cultural programs.

Goal #4 Ours is a city of mixed-uses (live, learn, work, play) and diverse urban design that will become known as “the Marietta Look.” Our City has a well-defined, vibrant downtown, and neighborhoods that mix residences, parks and greenspace, and businesses.

Objective 4.1 Create a strategy for targeting specific areas for growth.

- Policy 4.1 Conduct a series of corridor studies, master plans, and neighborhood plans to improve under performing areas.
- Policy 4.2 Develop and adopt flexible development standards and procedures that are responsive to market demands.
- Policy 4.3 Conduct yearly updates and revisions to the city’s Comprehensive Plan and Future Land Use Map.
- Policy 4.4 Perform an audit of the entire zoning ordinance to incorporate smart growth policies.
- Policy 4.5 Amend the lists of permitted uses by zoning district.
- Policy 4.6 Update local areas Master Plans every five years to ensure relevancy and accuracy.



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- Policy 4.7 Aggressively apply the non-conforming use provisions of the Marietta Zoning Ordinance by identifying nonconforming uses and monitoring abandonment of such uses for periods exceeding the six-month window as provided in Section 706.02 of the Marietta Zoning Ordinance.
- Policy 4.8 Use the Marietta Comprehensive Plan, Future Land Use Map, and Character Area Map as a guide to managing growth in the city and a tool in evaluating zoning changes.
- Objective 4.2 Encourage a stable jobs-housing balance in the city.
- Policy 4.9 When making amendments to the Comprehensive Plan or Zoning Map ensure that impacts on the city’s jobs-housing balance is being considered.
- Objective 4.3 Encourage a mix of shopping and mixed-use opportunities in and around downtown Marietta and along major corridors with buildings that include ground floor retail and owner-occupied flats/lofts to enhance a “sense-of-place”.
- Policy 4.10 Submit applications for federal and state grants that will be used to supplement the city’s contribution towards improving streetscapes along road corridors.
- Policy 4.11 Institute an overlay district or a form based special district that contains design guidelines and development incentives to assist in the redevelopment of the Franklin Road Corridor.
- Policy 4.12 Establish design guidelines or form base coding in selected areas of the city, where appropriate.
- Policy 4.13 Periodically revisit adopted design guidelines and amend them as necessary to be consistent with changing and anticipated future conditions.
- Policy 4.14 Establish “activity centers” ordinances and guidelines to create a walkable, pedestrian friendly area to support mixed-use opportunities.
- Objective 4.4 Ensure that parking lots and parking decks are aesthetically pleasing.



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- Policy 4.15 Establish design guidelines for parking lots and parking decks to ensure an aesthetic appearance for both uses.
- Objective 4.5 Wherever possible, encourage and maintain a grid street system throughout the city.
- Policy 4.16 During the rezoning, variance, and site plan review processes ensure that an analysis of impacts on the city's grid system is conducted in order to ensure interconnectivity of the transportation network.
- Objective 4.6 Mitigate possible adverse impacts caused by incompatible developments by establishing planted areas and buffers between properties.
- Policy 4.17 Establish an ordinance that requires mitigation, where appropriate, when individuals seek variances from the standard buffer requirements in order to protect neighboring incompatible uses.
- Objective 4.7 Encourage an increase in the intensity and density of use in the downtown area.
- Policy 4.18 Encourage the construction of mixed-use developments in the Central Business District that contain high-density owner-occupied residential units on the second floor and above, especially on vacant parcels and parking lots.
- Policy 4.19 Enlarge the CBD through zoning changes that will expand the influence of the downtown area out to the South Marietta Parkway.
- Objective 4.8 Encourage the reuse and revitalization of obsolete commercial and industrial facilities.
- Policy 4.20 Identify impediments to quality development in the zoning ordinance as a means of promoting new development and assisting in the redevelopment of commercial and office properties.
- Policy 4.21 Continue to market and encourage development on underdeveloped and vacant properties in Marietta with special emphasis being given to in-town areas.
- Policy 4.22 Create an Urban Village Commercial District that would be appropriate in specified areas.



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- Policy 4.23 Develop a comprehensive sign database to assist in the amortization of nonconforming signs.
- Objective 4.9 Develop a series of greenspaces and nodal parks throughout the city.
- Policy 4.24 Create a citywide Greenway and Multiuse trail Master Plan to guide the construction of multi-use facilities and preservation of greenspace.
- Policy 4.25 Create a citywide Parks and Recreation Master Plan to guide construction of recreational facilities including the creation of pocket parks.
- Policy 4.26 Encourage private common greenspaces during the redevelopment process to encourage the private sector in creating pocket parks and greenspaces using low maintenance landscaping and/or ensuring adequate maintenance.

Goal #5: Marietta offers housing for people of all ages, incomes, and ethnic backgrounds so generations of families can live within our City. We recognize the importance of homeownership and our vision is that the majority of our residences will be owner-occupied.

- Objective 5.1 Provide a variety of housing alternatives for all residents that reflect quality in construction, environment, variety, affordability, and accessibility.
- Policy 5.1 Develop a strategy aimed at the identification and revitalization of specific blighted residential neighborhoods that includes an Policy plan that considers citizen input in neighborhood revitalization.
- Policy 5.2 During the rezoning process, emphasize the type of housing under consideration to ensure that a variety of housing types are being approved, with an emphasis on creating owner-occupied structures.
- Objective 5.2 Continue to encourage the rehabilitation or redevelopment of substandard rental housing into quality rental and owner occupied housing within blighted neighborhoods.



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- Policy 5.3 Work with the Marietta Redevelopment Authority, Cobb Housing, Inc., the Marietta Initiative for Neighborhood Transformation, the private sector, and other organizations to convert substandard rental housing units into owner-occupied housing units.
- Policy 5.4 Maintain and enhance code enforcement and property maintenance throughout Marietta.
- Policy 5.5 Revise zoning regulations to ensure new multi-family developments meet a high quality housing standard.
- Objective 5.3 Encourage the revitalization of existing rental housing stock into owner occupied housing in transitional neighborhoods.
- Policy 5.6 Revise the zoning regulations to encourage expansions and renovations of existing housing.
- Policy 5.7 Continue to implement policies and programs to increase the quantity of owner-occupied housing units in the city.
- Policy 5.8 Encourage the process to convert higher density renter-occupied development to owner-occupied condominiums.
- Objective 5.4 Preserve and promote stable single-family residential neighborhoods.
- Policy 5.9 During the rezoning, variance, and site plan approval processes; ensure that efforts are being made to protect stable neighborhoods through Objective decision and buffering.
- Policy 5.10 Promote additional funding that will assist low-income homeowners in making necessary improvements to their housing unit.
- Policy 5.11 Develop a program to help identify and provide signage for entrances into districts to recognize neighborhood gateways.
- Policy 5.12 Modify regulations as they pertain to group homes and assisted living facilities.
- Policy 5.13 Write and approve guest-parking requirements and amenity package requirements for all multi-family and attached residential developments. Objective 5.5 Continue to increase home buying



opportunities for 1st time homebuyers from the Marietta Initiative for Neighborhood Transformation (MINT) program.

- Policy 5.14 Continue the city's support of public and non-profit programs that assist low-income individuals in transitioning from renters into homeowners.
- Policy 5.15 Break public housing cycle by encouraging families to leave system by creating educational programs aimed at improving their financial means.
- Policy 5.16 Continue to work with the Atlanta Regional Commission, the Atlanta Neighborhood Development Partnership, and other organizations to regionally collaborate efforts to ensure sufficient quality and placement of affordable and mixed income housing.

Objective 5.6 Encourage the construction of housing in locations where necessary public facilities can be economically provided and in areas that are accessible to services and employment.

- Policy 5.17 Promote the revitalization of neighborhoods through the use of infill development housing opportunities within appropriate in-town neighborhoods.

Goal #6: Marietta is a hub of activity, where traffic, transit, and pedestrians move about easily and safely. In designing our transportation system, we placed a high premium on the quality of life of our citizens.

Objective 6.1 Provide for safe and efficient transportation systems that support desired growth patterns.

- Policy 6.1 Ensure coordination exists between land use planning and transportation planning by evaluating effects on travel demand during the rezoning process.
- Policy 6.2 Develop innovative pedestrian crossings along Powder Springs Street and the South Loop in the area from Kennesaw Avenue to Powder Springs Street to provide safe and efficient movement for both pedestrians and vehicles, while reconnecting the surrounding neighborhood to the downtown area and other areas.



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- Policy 6.3 Work with the Downtown Marietta Development Authority and Cobb County Government to manage parking within the downtown area.
- Objective 6.2 Continue the development of the transportation planning process that includes procedures to systematically forecast future transportation needs, evaluate alternatives, and identify needed improvements.
- Policy 6.4 Work with the Cobb County Department of Transportation and the Atlanta Regional Commission on the development of the Transportation Improvement Program to ensure regional cooperation in improving mobility for multiple transportation modes.
- Policy 6.5 Participate in the Countywide Transportation Plan with Cobb County and the other local area municipalities. Particular focus should be paid to discovering alternatives that will facilitate and reduce the negative impact of through traffic on the city's neighborhoods and transportation facilities.
- Objective 6.3 Coordinate transportation planning activities with the county, regional and state agencies to address inter-county transportation demands.
- Policy 6.6 Continue to participate in developing transportation projects through the Atlanta Regional Commission's transportation coordinating committee. Establish procedures for exchanging transportation planning information with surrounding counties.
- Objective 6.4 Provide a variety of transportation options including walking, bicycling, driving, and transit.
- Policy 6.7 Plan and implement sidewalk improvements as indicated in approved Master Plans.
- Policy 6.8 Develop standards for retrofitting our existing infrastructure with bicycle and pedestrian facilities, where needed, to address the needs of the community and improve safety.
- Policy 6.9 Provide additional transit shelters and connecting sidewalks in areas that lack facilities to improve our commitment to mass transit.



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- Policy 6.10 Continue the development of a multi-use trail system throughout Marietta.
- Objective 6.5 Develop programs to implement streetscape improvements on targeted corridors as a means of providing safe and efficient pedestrian mobility options and improve the city's sense-of-place.
- Policy 6.11 Plan and implement streetscape improvements as indicated in the approved Master Plans.
- Policy 6.12 Plan and implement Gateways and landscaping improvements to provide entryways on main corridors leading to downtown.
- Objective 6.6 Continue to program and implement improvements needed to maintain and upgrade the system of municipal roads, bridges, sidewalks, signals, and drainage.
- Policy 6.13 Ensure that sufficient City money is dedicated to assist with the upkeep and improvement of our existing transportation systems, while also encouraging private investment in transportation infrastructure.
- Objective 6.7 Investigate the need for non-intrusive traffic calming devices and integrate traffic calming projects.
- Policy 6.14 Conduct a study of various non-intrusive traffic calming techniques to determine which methods and facilities will meet the needs of the community, while minimizing impacts to public safety, access, and infrastructure maintenance.
- Objective 6.8 Support the Georgia Regional Transportation Authority, the Georgia Department of Transportation, and other public and private sector agencies in providing regional mass transit systems to relieve traffic congestion on the I-75 corridor.
- Policy 6.15 Participate with the Georgia Regional Transportation Authority, the Georgia Department of Transportation, and other public and private sector agencies to ensure improved mobility and reduce traffic congestion along the I-75 corridor.
- Policy 6.16 Work with the Georgia Regional Transportation Authority on selecting sites for Bus Rapid Transit stations along the I-75 corridor.



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- Policy 6.17 Ensure collaboration between Cobb County Transit and the Georgia Regional Transportation Authority so that connectivity is provided between Downtown Marietta and the Bus Rapid Transit stations.
- Objective 6.9 Support improvements in the transportation system by improving traffic mobility on arterial and collector streets.
- Policy 6.18 Implement transportation improvements including vehicle and pedestrian access, turn lanes, improved signalization and intersection realignment to assist in traffic mobility where needed.
- Policy 6.19 Maintain and enhance the existing grid system in Marietta.
- Policy 6.20 Enhance transportation mobility near new residential developments with over fifty (50) housing units by requiring decel lanes, sidewalks, and pedestrian crosswalks.
- Policy 6.21 Continue to implement traffic signal optimization and progression throughout the network.
- Objective 6.10 Coordinate water related infrastructure improvements with transportation infrastructure improvements.
- Policy 6.22 Ensure that stormwater and other water related improvements are scheduled with transportation projects to assist in improving infrastructure.
- Policy 6.23 Continue to coordinate transportation improvement projects with public utilities.
- Goal #7: Marietta is a place where citizens are positively involved in decision-making, through boards, community organizations and community meetings. The City actively seeks partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life.*
- Objective 7.1 Work with the Marietta Housing Authority, Cobb Housing, Inc., and other public, private, and non-profit sector agencies to assist in providing quality affordable housing for low and moderate-income individuals and seniors.



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- Policy 7.1 Work the Department of Housing and Urban Development through the Section 8 Housing Assistance program in order to assist in providing affordable housing in the community.
- Policy 7.2 Expand affordable housing options through public, private, and non-profit cooperation in rehabilitating existing housing units and the creation of new housing units.
- Objective 7.2 Work with the Marietta Housing Authority to assist in the redevelopment of inadequate and antiquated public housing facilities.
- Policy 7.3 Assist the Marietta Housing Authority and other organizations in the redevelopment of aging housing developments.
- Objective 7.3 Maintain a high quality of service to the community through the City/Board of Lights and Water.
- Policy 7.4 Implement a customer service Objective and Policy plan in each of the city's departments, with a consistent level of service throughout the departments.
- Policy 7.5 Seek additional funding sources to assist in burying overhead utilities.
- Policy 7.6 Continue to enhance the city's Capital Improvement Program to assist in identifying, prioritizing, and funding needed capital equipment for all city departments.
- Objective 7.4 Coordinate planning processes with the Marietta School System to ensure that educational facilities and services meet current and future demands.
- Policy 7.7 Continue to engage the Marietta School System in land use decision making to ensure the adequacy of facilities.
- Policy 7.8 Continue to encourage the Marietta School System to participate in long range planning efforts so space for new educational facilities can be incorporated into the Master Planning and Comprehensive Planning Process.



Objective 7.5 Provide a variety of mechanisms and facilities to support public participation in governmental processes and provide forums for other types of public meetings.

Policy 7.9 Encourage citizen participation in the planning process by establishing and maintaining a database of public participants that are involved in various organizations in order to better reach out to citizens.

Policy 7.10 Conduct a study to determine the need for and appropriate locations for community and senior centers in Marietta. Once the study is complete work with Cobb County on constructing facilities to meet the community's needs.

Policy 7.11 Communicate with the citizenry via electronic newsletters to keep individuals informed about City news.

Objective 7.6 Coordinate with the county, adjoining municipalities, and regional agencies on water supply, wastewater, and other environmental issues to provide efficient services, eliminate duplication, and protect the natural environment.

Policy 7.12 Work with the Cobb/Marietta Water Authority to make certain that there is sufficient water supply for the upcoming generations.

Policy 7.13 Coordinate efforts between Cobb County and Marietta to maintain sufficient capacity for wastewater systems.

Policy 7.14 Continue to participate in the creation of the Etowah Regional Habitat Conservation Plan and work with our regional partners in implementing policies to protect endangered species.

Objective 7.7 Encourage citizen participation in the transportation planning, land use planning, and redevelopment processes.

Policy 7.15 Establish public/private partnerships that will expand cooperation in the planning, design and financing of improvements for transportation facilities, infrastructure and other services.

Objective 7.8 Collaborate with regional higher educational and technical institutes to maximize public service.



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- Policy 7.16 Improve and maintain close relationships with institutional and educational facilities regarding short and long range planning prospects.
- Policy 7.17 Continue to involve interns from local universities, colleges, and local school system students to assist in educating these individuals by providing “real world” experience.
- Policy 7.18 Develop collaborations, programs, and innovative courses involving local area post-secondary institutions in order to support the educational opportunities of students while providing new ideas for the city.
- Policy 7.19 Build on existing relationships and develop new relationships to implement recommendations of the Comprehensive Plan.
- Policy 7.20 Planning and Zoning staff should participate in the creation of the Atlanta Regional Commissions regional Transportation Plan and Regional Development Plan.
- Policy 7.21 Continue to meet periodically with the Marietta School System to encourage cooperative use of school district and municipal facilities, share City growth and development plans, and work cooperatively to plan for new school sites during the redevelopment process.



Short Term Work Program

The purpose of the short-term work program is to identify specific implementation actions the local government, or other entities, intend to take during the first five-year time frame of the planning period. This includes, but is not limited to, new ordinances, revisions of existing ordinances, administrative actions, community improvements or investments, financing arrangements, or other programs or initiatives to be put in place to implement the plan.

2005 City of Marietta Short Term Work Program										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Natural Resources										
Use land use planning to provide for compatible uses in and near wetlands that permit viable use of the property	X							Planning and Zoning	General Revenue	In-house
When existing habitats of sensitive plant and wildlife species are identified, protect or appropriately manage these areas through informed land use decisions.	X							Planning and Zoning	General Revenue	In-house
Provide City representation on ARC task forces or committees to maintain close staff relationships with ARC in efforts to resolve regional issues	X							Planning and Zoning	General Revenue	In-house
Revise the Zoning Ordinance and development regulations to provide for open space and conservation areas. Possible development techniques include: density bonus and conservation easements.				X				Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Natural Resources - Continued										
Develop a Brownfield Prevention Plan, including an awareness program and legislative action						X		Planning and Zoning	General Revenue	In-house
Modify open space set-aside requirements for private redevelopment projects to require permanent protection							X	Planning and Zoning	General Revenue	In-house
Watershed impact should be considered during future land use planning and development decision - making.			X					Planning and Zoning	General Revenue	In-house
A comprehensive groundwater recharge protection ordinance				X				Planning and Zoning	General Revenue	In-house
Work with ARC and Department of Natural Resources to identify and inventory locations of any existing habitats of sensitive plant and wildlife species.	X							Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Natural Resources - Continued										
Include water resources impact analysis in land use decisions.			X					Planning and Zoning	General Revenue	In-house
Create a Floodplain Overlay District for parcels that contain or abut floodplains, wetlands, or stream basins				X				Planning and Zoning	General Revenue	In-house
Develop incentives for the protection of open space					X			Planning and Zoning	General Revenue	In-house
Modify open space set-asides as a condition of development receiving City funding or funding from the Marietta Housing Authority						X		Planning and Zoning	General Revenue	In-house
Generate a city-wide Greenway Master Plan to assist with the acquisition of greenspace and the establishment of conservation easements.			X					Planning and Zoning	General Revenue	In-house
Require additional mitigation for variances from open space requirements	X							Planning and Zoning	General Revenue	In-house
Adoption of an ordinance to prevent development on steep slopes							X	Planning and Zoning	General Revenue	In-house
Obtain conservation easements along streams	X							Planning and Zoning	General Revenue	In-house
Create a mechanism for accepting and maintaining open space lands and conservation easements				X				Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Natural Resources - Continued										
Create incentives to encourage developers to provide open space, such as plaza's and courtyards in redevelopment projects							X	Planning and Zoning	General Revenue	In-house
Adopt and enforce an ordinance to ensure new facilities handling hazardous materials or hazardous waste do so on impermeable surfaces with secondary containment systems.					X			Mayor and Council, Public Works, Planning and Zoning	General Revenue	In-house
Continue work on the development of the Etowah Regional Habitat Conservation Plan to ensure protection of local endangered species.	X							Planning and Zoning	General Revenue	In-house
Continue to implement policies, as appropriate, in accordance with the Metropolitan North Georgia Water Planning District.	X									
Enact the DNR Environmental Planning Criteria regulations to ensure the protection of wetlands				X				Planning and Zoning, Public Works	General Revenue	In-house
Enact a version of the DNR Environmental Planning Criteria regulations to ensure the protection of ground water recharge areas				X				Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Natural Resources - Continued										
Establish an educational program for homeowners on ecological, health, and societal benefits of specimen trees						X		Planning and Zoning, Marietta Tree Keepers	General Revenue	In-house
Ensure the tree planting in conjunction with transportation improvements and redevelopment projects to ensure a healthy and stable tree canopy for Marietta's present and future residents	X							Planning and Zoning, Public Works, Redevelopment Corporation	General Revenue	In-house
Enact a version of the DNR Environmental Planning Criteria regulations to ensure the protection of water supply watersheds				X				Planning and Zoning, Public Works	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Community Facilities										
Continue to implement Marietta's Solid Waste Management Plan to reduce reliance on land-fills and to achieve other goals.	X							Mayor and Council, public participation	\$2,500,000	User Fees and General Fund
Community Outreach Programs: DARE (Drug Awareness Resistance Education) and COPPS (Community Oriented Policing Program).	X							Police	General Revenue	In-house
Allocate wastewater capacity in coordination with land use planning efforts and Comprehensive Plan policy objectives.	X							Mayor and Council	General Revenue	In-house
Plan with Cobb-Marietta Water Authority to maximize water supply by planning new sources, water conservation and distribution management practices.	X							Mayor and Council, Staff	General Revenue	In-house
Develop Community Facilities Master Plan to coordinate facility development for fire, police, parks and recreation, water, sewer, solid waste, schools, libraries, health arts, senior services, emergency operations, and general government.							X	Mayor and Council, Planning and Zoning, Public Works	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Community Facilities - Continued										
Develop or reinforce mutual aid or service agreements between different public agencies or jurisdictions, including fiber-optic lines.	X							Mayor and Council, School System, Community Services, Parks and Recreation, Fire, Police	General Revenue	In-house
Continue information sharing and working relationships between County and City staff.	X							Mayor and Council, Staff	General Revenue	In-house
Reduce sewer overflows and capacity problems.	X							BLW	Capital Funds	BLW Misc. Project Budget
Improve the ability to perform maintenance on a proactive basis. This will require a work order database, an inventory of the existing infrastructure, and accurate as-built maps of the water and sewer system. Improve reliability of pump stations and water storage tanks.	X							BLW	General Revenue	In-house
Establish and implement a Parks and Recreation Master Plan.	X							Mayor and Council, Parks and Recreation	Marietta CIP	TBD
Water Line Replacements	X							BLW	\$1,250,000	CIP



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Community Facilities - Continued										
School Zone Pedestrian Improvement Program			X					Public Works	\$83,000	CIP
Sidewalk Improvement Projects	X							Public Works	\$525,000	CIP
Installation and Pedestrian Improvements for the Roswell St. and Atlanta St. "Gateways"					X			Mayor and Council, Public Works, Property Management, Planning and Zoning	FY02 funding is \$50,000	CIP
Allocate wastewater capacity in coordination with land use planning efforts and Comprehensive Plan policy objectives.	X							Planning and Zoning; Water and Sewer	General Revenue	In-house
Improve existing parks, with some equipment upgrades	X							Parks and Recreation	\$15,000	General Revenue
Optimize water pressure in redevelopment projects and other areas in the city								BLW, Redevelopment Corporation	General Revenue	In-house
Inventory the municipal separate storm sewer system	X							BLW	General Revenue	In-house
Establishing a shooting range in Burress Park				X				Parks and Recreation, Police	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Housing										
Develop a strategy aimed at the identification and preservation of existing sound housing and stable residential neighborhoods.			X					Planning and Zoning	General Revenue	In-house
Identify appropriate areas on the "Future Land Use Map" to be used as a guide in directing the growth of the City and in analyzing zoning change requests.		X						Mayor and Council and Planning Commission	General Revenue	In-house
Work with the private sector and non-profit organizations to convert substandard rental units into low to moderate income owner-occupied units	X							Economic Development, Community Development	General Revenue	In-house
Develop and adopt flexible development standards and procedures that are responsive to market demands.				X				Mayor and Council, Planning Commission, Planning and Zoning, and Economic Development	General Revenue	In-house
Develop plans, policies, and development strategies for different neighborhoods throughout Marietta.	X							Planning and Zoning	General Revenue	In-house
Revise zoning regulations to ensure new multi-family developments meet a high quality housing standard					X			Mayor and City Council, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Housing - Continued										
Revise the zoning regulations to encourage expansions and renovations of existing housing						X		Mayor and City Council, Planning and Zoning	General Revenue	In-house
Work with the development groups to gain more understanding of the affordable housing issue as it relates to inducement and retention of business.	X							Mayor and Council, Planning Commission and Staff	General Revenue	In-house
Implement strategies for stricter code enforcement	X							Mayor and Council, Planning Commission, Planning and Zoning	General Revenue	In-house
Continue CDBG loans for home and ownership rehabilitation	X							Mayor and Council, Community Development	General Revenue	In-house
Make and monitor fair housing standards for housing discrimination based on race, sex, color, religion, national origin, family composition, or handicap status.	X							Mayor and Council, CDBG Program Office	General Revenue	In-house
Break public housing cycle by encouraging families to leave system by encouraging residents to improve their financial means.	X							Marietta Housing Authority	Family Self-Sufficiency Act	Federal Govt.



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Housing - Continued										
Ensure that efforts are being made to protect stable neighborhoods through policy decisions and buffering	X							Mayor and City Council, Planning and Zoning	General Revenue	In-house
Modify regulations as they pertain to group homes and assisted living facilities			X					Mayor and Council, Planning Commission and Staff	General Revenue	In-house
Write and approve guest-parking requirements and amenity package requirements for all multi-family and attached residential developments		X						Mayor and Council, Planning Commission and Staff	General Revenue	In-house
Assist the Marietta Housing Authority and other organizations in the redevelopment of aging housing developments	X							Planning and Zoning, Redevelopment Corporation	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation										
Establish and use public/private partnerships for cooperation in planning, design and financing improved transportation and infrastructure facilities and services.						X		Planning and Zoning	SPLOST	In-house
Develop a fixed-route transit system to meet mobility needs of the transit-dependent, including demand-responsive services for areas of city not initially served by transit and those unable to access service, including elderly and handicapped.							X	Mayor and Council, Public Works, CCT, Planning and Zoning	General Revenue	In-house
Evaluate and update the existing development regulations to allow alternative land uses in an effort to reduce total trips and trip length.				X				Planning and Zoning	General Revenue	In-house
Develop and implement transportation management techniques requiring small capital expenditures including variable work hours, transportation management ordinances, ridesharing, transit incentives, turning lanes, and signal optimization.					X			Mayor and Council with Public Works participation	General Revenue	In-house
Develop and implement standards that address bicycle and pedestrian needs.			X					Mayor and Council & Staff	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Powder Springs Road to South Cobb Drive Connector (ARC #CO-366)						X		Mayor and Council & Staff	\$1,846,307	SPLOST
Kennesaw Mtn. to Chattahoochee Multi-Use Trail (ARC #CO-AR-BP120)					X			Public Works & Planning and Zoning	\$840,000	SPLOST
Multi-Use trail bridge at South Marietta Parkway (ARC# CO-AR-BP177)			X					Public Works & Planning and Zoning	\$264,344	SPLOST
Multi-Use Trails Tower Road to N. Marietta Pkwy. And West Dixie to South Cobb Drive (ARC #CO-AR-BP218)			X					Public Works & Planning and Zoning	\$165,600	SPLOST
Powder Springs Rd. sidewalk from Garrison to County Services Pkwy (ARC# CO-AR-BP215)							X	Public Works	\$413,500	SPLOST
SR 5/ Church/ Cherokee Street		X						Wellstar Corp.	Not Applicable	Wellstar Corp.
Roswell Street Capacity Improvements (4 lanes between Waddell and Lakewood Drive)				X				Public Works	\$ 600,000	SPLOST



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Roswell Street Capacity Improvements (4 lanes between Olive Street and Fairground Street)			X					Public Works	\$2,060,000	SPLOST
Roswell Street Capacity Improvements (4 lanes with median between Victory Drive and Cobb Parkway)				X				Public Works	\$9,000,000	SPLOST
Atlanta Street northbound through lanes (Waterman St. to Waverly Way) Including Waterman Street Turn Lanes to Atlanta St.			X					Public Works	\$340,000	SPLOST
Barrett Parkway (6 lanes with median between US 41 and Dallas Highway)					X			Public Works	\$2,081,200	SPLOST
Church St. at N. Marietta Pkwy. Intersection Improvement (Extend 3 lanes on Church Street between Sessions Street and North Marietta Parkway)						X		Public Works	\$300,000	SPLOST
Roselane St. at Sessions St. Intersection Improvement (Install a radius at the intersection)						X		Public Works	\$120,000	SPLOST
Gramling St. at Powder Springs Rd. Right Turn Lane							X	Public Works	\$110,000	SPLOST



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Lower Roswell Rd. at Roswell Rd. Right Turn Lane							X	Public Works	\$120,000	SPLOST
Powers Ferry Rd. at S. Marietta Pkwy Right Turn Lane Extension							X	Public Works	\$150,000	SPLOST
Franklin Road Turn Lanes at Delk Road						X		Public Works	\$280,000	SPLOST
Powder Springs Road Right Turn Lane at S. Marietta Pkwy				X				Public Works	\$240,000	SPLOST
Lake Drive at South Marietta Parkway Intersection Improvements			X					Public Works	\$300,000	SPLOST
South Marietta Parkway at SPSU Campus Signalization, Median, and Sidewalk Improvements				X	X			Public Works	\$400,000	SPLOST
Kennesaw Avenue over Noses Creek Bridge Replacement						X		Public Works	\$650,000	SPLOST
Addition of median, turn lanes, and sidewalks and streetscape improvements along Franklin Road (Between South Loop and Delk Road) Delk/Franklin LCI						X		Public Works & Planning and Zoning	\$4,396,720	SPLOST
Addition of median, turn lanes, and sidewalks and streetscape improvements along Fairground Street (Between Allgood Road and N. Marietta Pkwy) Envision Marietta							X	Public Works & Planning and Zoning	\$4,516,720	SPLOST



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Addition of median, turn lanes, and sidewalks along Fairground Street (Between N. Marietta Pkwy. and S. Marietta Pkwy.)							X	Public Works & Planning and Zoning	\$9,256,721	SPLOST
Shoulder widening on Kennesaw Avenue (Between Tower Road and CSX Railroad)			X					Public Works	\$2,000,000	SPLOST
Shoulder widening on Lawrence Street (Between Cole Street and Fairground Street)				X				Public Works	\$1,530,000	SPLOST
Roswell Street Median & Sidewalks (Between Fairground Street and Victory Drive)						X		Public Works & Planning and Zoning	\$250,000	SPLOST
Powder Springs Rd. Median & Sidewalks (Between S. Marietta Pkwy. and Proposed Connector)							X	Public Works & Planning and Zoning	\$1,000,000	SPLOST
South Marietta Parkway Median & Sidewalks (Between Powder Springs Street and the Kennesaw Avenue overpass)						X		Public Works & Planning and Zoning	\$1,420,000	SPLOST
Wylie Road Sidewalks			X					Public Works & Planning and Zoning	\$300,000	SPLOST



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Annual Street Resurfacing	X							Public Works	\$8,889,920	SPLOST/ LARP
Annual Sidewalk and Multiuse Trail Construction	X							Public Works & Planning and Zoning	\$2,629,017	SPLOST/ LCI/ TIP
Bridge Repair	X							Public Works	\$473,222	SPLOST
Advanced Traffic Management System Expansion (Installation of cameras, fiber optics and changeable message signs on arterials)	X							Public Works	\$2,629,017	SPLOST
Streets & Drainage Rehabilitation	X							Public Works	\$2,629,017	SPLOST
Continue participation with the State, County, and other Metro counties in ARC's transportation coordinating committees. Establish procedures for exchanging transportation planning information with surrounding counties.	X							Mayor and Council, Staff	General Revenue	In-house
Share land use and transportation information with County departments and with State and federal transportation agencies.	X							Mayor and Council, Staff	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Periodically review and revise the adopted Official Thoroughfare Map, which classifies roadways according to demand function and access standards.	X							Mayor and Council, Public Works, & Planning and Zoning	General Revenue	In-house
Support legislation funding rail projects and other alternative transportation projects.	X							Mayor and Council, Public Works, & Planning and Zoning	General Revenue	In-house
Pavement Marking Replacement: This is an on-going program to replace pavement markings obliterated by resurfacing, traffic and other factors.	X							Public Works	\$10,000	TIP
School Zone Pedestrian Crossing	X							Public Works	\$58,000	SPLOST
East/West Alternatives Traffic Study					X			Public Works	\$200,000	Marietta CIP
Atlanta Street Corridor Streetscape							X	Planning and Zoning & Public Works	\$2,000,000	Marietta CIP



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
CCT subsidy for government employees							X	Planning and Zoning, Public Works, & Cobb County	\$500,000	Marietta CIP
Loop Corridor Streetscape							X	Planning and Zoning & Public Works	\$2,000,000	Marietta CIP
Complete Kennessaw to Chattahoochee multi-use trail							X	Planning and Zoning & Public Works	\$1,500,000	Marietta CIP
Link proposed pedestrian crossings over North Loop to walkway along rail line through urban design element				X				Planning and Zoning & Public Works	\$500,000	Marietta CIP
Grade elevate a pedestrian crossing at Mill Street or Depot Street					X			Planning and Zoning & Public Works	\$500,000	Marietta CIP
Cobb Parkway Corridor Streetscape							X	Planning and Zoning & Public Works	\$3,600,000	Marietta CIP



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Marietta/City Wide Intersections Converts copper-based transportation information network to fiber optics. System designed for video support, high speed data communications, and local intersection control. Incorporates priority control at local intersections.		X						Public Works	\$2,000,000	TIP
Burnt Hickory Road/Whitlock Avenue: Extend right turn lane.		X						Public Works	\$138,000	TIP
South Marietta Parkway/Alexander Street: Deceleration lane and extension.		X						Public Works	\$408,000	TIP
Alexander Street/Washington Avenue to Lawrence: Widen to 12' lanes urban			X					Public Works	\$294,000	TIP
Frasier Circle/Shoulder Widening: Sidewalk, curb and gutter.		X						Public Works	\$102,000	TIP
Roswell Street/East Park Square to Cobb Parkway: Intersection improvements (turn lanes and signals) and sidewalk improvements.							X	Public Works	\$5,442,000	TIP
Generate a Transportation Improvement Master Plan that contains necessary vehicular, bicycle, and pedestrian facilities to guide the construction and assist in obtaining right-of-way.			X					Planning and Zoning & Public Works	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Develop standards for retrofitting our existing infrastructure with bicycle and pedestrian facilities					X			Planning and Zoning & Public Works	General Revenue	In-house
Study the areas surrounding transit stops and evaluate the need for sidewalks and transit shelters				X				Planning and Zoning & Public Works	General Revenue	In-house
Study non-intrusive traffic calming techniques to determine facilities appropriate for the city			X					Planning and Zoning & Public Works	General Revenue	In-house
Continue to support and facilitate the provision of regional mass transit	X							Planning and Zoning & Public Works	General Revenue	In-house
Continue to implement traffic signal optimization and progression throughout the network	X							Public Works	General Revenue	In-house
Ensure that stormwater and other water related improvements are scheduled with transportation projects to assist in improving infrastructure	X						X	Public Works	General Revenue	In-house
Continue to coordinate transportation improvement projects with public utilities	X							Public Works	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Transportation - Continued										
Develop an access management plan that includes consideration of combining driveways, moving driveways away from intersections, controlling left turn movements, providing pedestrian refuge areas using raised medians, and other treatments.					X			Public Works	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Land Use										
Develop guidelines to be considered when making land use decisions involving redevelopment.		X						Mayor and Council, Planning Commission, Planning and Zoning, public participation	General Revenue	In-house
Use the Marietta Comprehensive Plan and the "Future Land Use Map" as a guide in managing the growth of the City and in evaluating zoning change requests.	X							Mayor and Council, Planning Commission, and Planning and Zoning	General Revenue	In-house
Amend the existing development regulations as necessary	X							Planning and Zoning	General Revenue	In-house
Revise Comprehensive Plan, including Future Land Use Map, to guide growth of City and in evaluating zoning change requests. Use existing land development and density patterns as a basis from forecasting future travel demand.	X							Mayor and Council, Planning Commission, Staff	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Land Use - Continued										
Amend and strengthen the Tree Protection and Landscape Ordinance				X				Mayor and City Council, Planning Commission, Planning and Zoning	General Revenue	In-house
Create design guidelines for West Dixie neighborhood					X			Mayor and Council, Planning and Zoning	General Revenue	In-house
Amend the existing sign ordinance to further restrict the size of signage and encourage monument or other signage that prevents visual clutter along downtown entranceways and main corridors				X				Planning and Zoning	General Revenue	In-house
Develop design standards for Marietta's downtown streetscapes that establishes guidelines for various types of signs appropriate to the preferred vision of the community			X					Planning and Zoning	General Revenue	In-house
Create design guidelines for Washington/Lawrence neighborhood						X		Mayor and City Council, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Land Use - Continued										
Write and approve new zoning guidelines for "activity centers."				X				Mayor and Council, Planning Commission, Planning and Zoning	General Revenue	In-house
Initiate and approve rezoning in East Dixie neighborhoods.			X					Mayor and Council, Planning Commission, Planning and Zoning	General Revenue	In-house
Create neighborhood gateways					X			Mayor and Council, Planning Commission, Planning and Zoning	General Revenue	In-house
Identify and achieve historic status for significant buildings and/or areas by designating them as historic landmarks	X							Mayor and Council	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Land Use - Continued										
Conduct a Land Use/Transportation Master Plan to assist in the development of the areas surrounding Kennestone Hospital.		X						Mayor and City Council, Planning and Zoning, Public Works, Economic Development	\$80,000	Kennestone Hospital
Conduct yearly updates and revisions to the city's Comprehensive Plan	X							Mayor and Council, Planning and Zoning	General Revenue	In-house
Perform an audit of the entire zoning ordinance to incorporate smart growth policies				X				Planning and Zoning	No cost estimate available	In-house
Amend the lists of permitted uses by zoning district			X					Mayor and Council, Planning and Zoning	General Revenue	In-house
Update local area Master Plans every five years to ensure relevancy and accuracy	X							Mayor and City Council, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Land Use - Continued										
When analyzing future land use map changes and zoning changes provide an analysis about the impact the change will have on the city's jobs-housing balance	X							Planning and Zoning	General Revenue	In-house
Institute an overlay district or a form based special district that contains design guidelines and development incentives to assist in the redevelopment of the Franklin Road Corridor					X			Mayor and City Council, Planning and Zoning	General Revenue	In-house
Establish design guidelines or form base coding in selected areas of the city, where appropriate	X							Mayor and City Council, Planning and Zoning	General Revenue	In-house
Amend design guidelines as necessary to be consistent with changing and anticipated future conditions	X							Mayor and Council, Planning and Zoning	General Revenue	In-house
Establish design guidelines for parking lots and parking decks to ensure an aesthetic appearance for both uses			X					Mayor and Council, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Land Use - Continued										
Analyze the impact a new development or request for street closure will have on the maintenance of the city's grid street pattern	X							Mayor and City Council, Planning and Zoning, Public Works	General Revenue	In-house
Establish guidelines to assist in mitigating requests for variances from the requirement for buffers			X					Mayor and City Council, Planning and Zoning	General Revenue	In-house
Identify impediments to quality development in the zoning ordinance as a means of promoting new development and assisting in the redevelopment of commercial and office properties							X	Planning and Zoning, Economic Development, Public Works	General Revenue	In-house
Create an Urban Village Commercial District that would be appropriate in specified areas				X				Mayor and City Council, Planning and Zoning	General Revenue	In-house
Develop a comprehensive sign database to assist in the amortization of nonconforming signs		X						Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Land Use - Continued										
Develop neighborhood plans as appropriate	X							Mayor and City Council, Planning and Zoning, Redevelopment Corporation	General Revenue	In-house
Conduct corridor studies to assist in the revitalization and reuse of aging commercial corridors	X							Mayor and City Council, Planning and Zoning, Public Works, Economic Development	General Revenue	In-house
Evaluating effects on travel demand during the rezoning process	X							Planning and Zoning, Public Works	General Revenue	In-house
Initiate and participate in cooperative planning processes with adjoining local governments to assist in land use, transportation, urban design, and redevelopment	X							Mayor and City Council, Planning and Zoning, Public Works, Economic Development	General Revenue	In-house
Planning staff should work with other local governments in the ARC region through LCI, LUCC, and other programs	X							Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Historic Resources										
Contact other governmental agencies to assess the amount of grants, loans, leveraged funds and other financial assistance available to the city for preservation and tourism needs.					X			Mayor and Council, Economic Development	General Revenue	In-house
An analysis of the financial impact tourism could have on the city, including a funding strategy, estimates on number of tourists and analysis of impact on the city in terms of increased city revenues from tourists, growth in private economy from tourism					X			Economic Development, Planning and Zoning	General Revenue	In-house
Encourage the tax-deductible donation of historic façade easements and conservation easements to further protect significant cultural resources in perpetuity	X							Historic Preservation Commission, Planning and Zoning	General Revenue	In-house
Promote use of tax credits to support historic home restoration.	X							Mayor and Council, Planning Commission, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Historic Resources - Continued										
Establish an assistance program to help fund local historic rehabilitation projects						X		Mayor and City Council, Planning and Zoning, Public Works	No estimate available	State grants, Federal grants, in-house
Update Marietta's inventory of historic places and districts	X							Planning and Zoning	General Revenue	In-house
Develop a series of seminars and workshops for the education of the public on historic preservation, the process, the implications, and the opportunities					X			Planning and Zoning, Public Works	General Revenue	In-house
Establish historic districts and designate historic properties	X							City Council, Historic Preservation Commission, Planning and Zoning	General Revenue	In-house
Establish design guidelines for each historic district as they are created	X							City Council, Historic Preservation Commission, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Historic Resources - Continued										
Promote use of tax credits to support historic home restoration.							X	Mayor and Council, Planning Commission, Planning and Zoning	General Revenue	In-house
Establish an assistance program to help fund local historic rehabilitation projects						X		Mayor and City Council, Planning and Zoning, Public Works	No estimate available	State grants, Federal grants, in-house
Update Marietta's inventory of historic places and districts	X							Planning and Zoning	General Revenue	In-house
Identify and achieve historic status for significant buildings and/or areas by designating them as historic landmarks	X							Mayor and Council	General Revenue	In-house
Educate the community concerning the value of historic resources through heritage preservation programs for primary and secondary schools	X							Mayor and Council, public schools, public participation process	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Historic Resources - Continued										
Preserve historic and cultural resources through compatible zoning and adequate buffering of historic sites from incompatible uses	X							Mayor and Council, Planning Commission, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Economic Development & Redevelopment										
Create and update a Vacant Business Space and Undeveloped Properties Inventory	X		X					Economic Development, Planning and Zoning	General Revenue	In-house
Evaluate the provision of City services in relation to industry needs and implement a program to retain existing businesses and attract new businesses.		X						Mayor and Council, Economic Development, and area businesses	General Revenue	In-house
Develop a program to assess the needs businesses have for services provided by the city, the adequacy of those services, and methods to assist them in locating or expanding their operations in the city.			X					Mayor and Council, Economic Development	General Revenue	In-house
Create and update an inventory the location, type, and size of existing businesses to create and maintain an economic development database.	X		X					Mayor and Council, Economic Development	General Revenue	In-house
Streamline procedures and requirements, update staff skills, and improve organizational databases to enhance the City's role as a public sector economic developer.	X							Mayor and Council, Economic Development, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Economic Development & Redevelopment - Continued										
Provide incentives for retention/expansion/development of new and existing businesses in the City of Marietta	X							Mayor and Council, Economic Development, Marietta Development Authority	General Revenue	In-house
Develop a design studio that will leverage skills at local post-secondary institutions to assist in the redevelopment							X	Redevelopment Corporation, Economic Development	General Revenue	In-house
Develop a Brownfield Redevelopment Plan, including an awareness program and policy plan.						X		Planning and Zoning, Economic Development, Mayor and City Council	No estimate available	In-house
Create and update a map of known Brownfields and Greyfields						X		Economic Development, Planning and Zoning	General Revenue	In-house
Prepare a yearly tax structure analysis	X							Economic Development	General Revenue	In-house
Prepare yearly development reports	X							Economic Development	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Economic Development & Redevelopment - Continued										
Create an Economic Development Incentives Program that contains associated policies to assist in business expansion, retention, and redevelopment			X					Economic Development	General Revenue	In-house
Prepare a marketing strategy to promote business and industry in Marietta that contains information about local area trade schools, educational institutions, and coordinated economic incentives	X							Economic Development,	General Revenue	In-house
Perform annual updates to the city's community profile document that showcase the areas quality-of-life	X							Economic Development	General Revenue	In-house
Provide an revolving loan fund to assist in the development and expansion of small businesses and entrepreneurs				X				Economic Development, Mayor and City Council	No estimate available	In-house
Update the inventory of targeted redevelopment areas as necessary	X							Economic Development, Planning and Zoning	General Revenue	In-house
Prepare a yearly tax structure analysis	X							Economic Development	General Revenue	In-house
Prepare yearly development reports	X							Economic Development	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Economic Development & Redevelopment - Continued										
Create Tax Allocation Districts, where appropriate, and administer existing Tax Allocation Districts	X							Redevelopment Corporation, Mayor and City Council	General Revenue	In-house
Create a comprehensive economic development strategy for the city			X					Economic Development	General Revenue	In-house
Create Tax Allocation Districts, where appropriate, and administer existing Tax Allocation Districts	X							Redevelopment Corporation, Mayor and City Council	General Revenue	In-house
Create Opportunity Zones in appropriate areas					X			Economic Development, Mayor and City Council	General Revenue	In-house
Create redevelopment plans to assist in the redevelopment of blighted areas	X							Redevelopment Corporation, Planning and Zoning, Economic Development	General Revenue	In-house
Expand the network of way-finding signage in Marietta				X				Economic Development	General Revenue	In-house
Prepare an inventory of sites appropriate to expand our arts and entertainment services clusters							X	Economic Development, Planning and Zoning	General Revenue	In-house



2005 City of Marietta Short Term Work Program - Continued										
Project	Ongoing	2005	2006	2007	2008	2009	2010	Responsible Party	Cost Estimate	Funding Source
Economic Development & Redevelopment - Continued										
Perform an assessment of the financial impact tourism has on Marietta in terms of the change in the tax base, sales tax generation and multiplier effects in the local economy.					X			Economic Development	General Revenue	In-house
Implement a customer service policies and action plan				X				Mayor and City Council, City Manager	General Revenue	In-house
Conduct a study to determine the need for and appropriate locations for community and senior centers in Marietta					X			Mayor and City Council, Planning and Zoning, Economic Development	General Revenue	In-house
Work with major educational institutions, medical, and governmental institutions on facilities master plans	X							Mayor and City Council, Planning and Zoning, Economic Development, Public Works	General Revenue	In-house
Provide infrastructure improvements as planned to existing and future employment centers	X							Economic Development, Public Works	General Revenue	In-house



Supplemental Plans

Upon final passage of the Comprehensive Plan by City Council, the findings, policies, and recommendations of the Envision Marietta Downtown Master Plan, the Powder Springs Street Corridor Study, and the Delk Road Transit Oriented Development Livable Centers Initiative Study are to be incorporated into this planning document. The majority of the recommended actions and Future Land Use Map alterations have been incorporated into the document. These studies helped form a backbone for the city's overall redevelopment strategy and are integral to achieving the Community Vision and addressing many of the Community Issues and Opportunities. Copies of these documents are available in the Division of Planning and Zoning in Marietta City Hall.

Compliance with Regional Development Plan Policies

The Atlanta Regional Commission (ARC), the core metropolitan Atlanta area's Regional Development Center, creates a Regional Development Plan (RDP) every three years. The last update to this regional plan was completed in 2003. The RDP contains policies that are similar to this comprehensive planning effort. The RDP policies are intended to be a guide for future regional growth through the land use decision-making process. The intent of these policies is to bring attention to transportation, environmental, and other public investment decisions. The result of compliance with the policies is that growth will be allocated in appropriate areas and existing stable areas of the region will be protected.

The RDP policies can produce a change in the way public and private development and investment decisions are made. These policies have the ability to secure the region's traditional high quality of life while accommodating new residents and businesses. The intent of this section is to analyze the policies and action items being undertaken by the city to make certain that they are following the general principles that will improve metropolitan area. The policies are as follows:

Policy 1 – Provide development strategies and infrastructure investments to accommodate forecast population and employment growth efficiently.

Due to the lack of available undeveloped land at the periphery of Marietta, this planning document sets out to establish a new development model that encourages additional population and employment growth. This will be accomplished through redevelopment of blighted areas, infill development in the core of the city, and the creation of mixed-use developments in the downtown area and along major commercial corridors. Growth in this manner will require new investment for upgrades to existing water and transportation infrastructure in order to maintain and improve existing services.

Policy 2 – Guide an increased share of new development to the Central Business District, transportation corridors, activity centers, and town centers.



This policy statement is the essence of Marietta’s growth strategy for the future. Due to external factors Marietta must pursue increased development in its downtown area, in activity centers, and along transportation corridors or be unable to accommodate increased populations without having a destructive effect on existing stable neighborhoods. The mechanisms to encourage development in these areas include tax allocation districts, the Downtown Marietta Development Authority, and overlay districts that encourage architecturally appropriate mixed-use developments. In addition, Marietta is implementing its two Livable Centers Initiative studies, the Envision Marietta Downtown Master Plan and the Delk Road Transit Oriented Development Master Plan. Finally, Marietta continues to study neighborhoods and other activity centers to find land use and transportation recommendations to improve different areas of the city.

Policy 3 – Increase opportunities for mixed-use development, infill, and redevelopment.

Marietta supports mixed-use development, infill development, and actively encourages redevelopment in appropriate areas of the city. Mixed-use developments are encouraged through the use of overlay districts in the downtown area and along commercial corridors by allowing new developments on commercial property to develop as mixed-use development “by-right”. Staff will investigate other areas of the city that would be appropriate for other overlay districts such as the Franklin Road corridor or North Marietta Parkway. Infill development is encouraged through an existing floating zone that covers the residential neighborhoods in close proximity to downtown. This ordinance allows new investment and slightly higher density within “intown” neighborhoods while ensuring that the new structures blend with the existing fabric of the neighborhood through site design and architectural requirements. Redevelopment is the one main primary focus in Marietta over the next ten (10) years. Redevelopment can take many forms from reinvestment in existing structures to the complete transformation of a brownfield site. Marietta has established a Redevelopment Corporation that is leveraging tax incremental financing bonds to induce redevelopment in blighted areas.

Policy 4 – Increase transportation choices and transit oriented developments.

If completed, the Georgia Regional Transportation Authority’s (GRTA) plan for Bus Rapid Transit along the I-75 corridor will allow for greater regional connectivity and provide options for the creation of transit oriented developments (TOD). This is an opportunity to create a regional public transportation network that will allow for transition between the suburbs and the Atlanta urban core, as well as connectivity between the region’s satellite cities and activity centers. The BRT stations also provide opportunities for the establishment of a TOD if there is sufficient developable land within ½ mile of the transit station. It is important for GRTA to consider this in their site selection process. In addition, Marietta is active in improving streetscapes along major commercial corridors to make them pedestrian friendly and in constructing a regional multi-use trail network.



Policy 5 – Provide a variety of housing choices throughout the region to ensure housing for individuals and families of diverse incomes and age groups.

Marietta is actively pursuing a variety of housing types in Marietta. The 2000 Housing Units by Type chart in the appendix indicated that single-family detached housing is the single largest category but accounts for only 34% of the total number of housing units. This is a low number compared to other regional peers. Marietta's effort to increase housing type availability within the community is a decision that ensures greater choice for residents. Current trends show town homes and to a lesser extent condominiums are starting to become approved at higher quantities when compared to years past; thus resulting in a further expansion of housing choice within the community.

In addition to housing choice, this policy touches on the importance of housing choice based upon affordability within the housing stock. This is an area that is more difficult in Marietta due to high land costs. Marietta contains a large quantity of housing for the upper and lower ends of the economic ladder, but does not have enough opportunities for the middle-income consumers. Redevelopment of blighted areas and in neighborhoods with a declining housing stock quality will assist in providing further choice based upon income. These homes will provide another choice in the market as well as assist in the process of stabilizing and protecting many of these neighborhoods that were once the prime locations due to their close proximity to major transportation corridors and the downtown area.

Policy 6 – Preserve and enhance existing residential neighborhoods.

The protection and preservation of the city's many fine and stable neighborhoods is a guiding principle in the Comprehensive Plan. In considering rezoning requests, Marietta considers that impacts that new development will have on existing stable neighborhoods. Restrictions on the expansion of non-residential strip development along transportation corridors and the emphasis on concentrating non-residential and multi-family developments into defined activity centers help to reduce the negative impacts and destabilizing forces that may occur to neighborhoods.

Policy 7 – Advance sustainable development.

United Nations Division of Sustainable Development defines the phrase sustainable development as, "Development that meets the need of the present without compromising the ability of future generations to meet their own needs." Ultimately, development patterns reflect the desires and lifestyles of people and will continually change and modify as people and preferences evolve and change over time. As such, we must acknowledge our role today as temporary stewards of the land that is being held in trust for our children. Having acknowledged this, Marietta is encouraging the preservation of its resources by allowing greater densities and design flexibility for new developments that integrate open space and recreational amenities while also protecting existing natural resources. The City's efforts with the North Georgia Water Planning District and through



the Etowah Regional Habitat Conservation Plan show the commitment within the community to protect these vital resources for future generations.

Policy 8 – Protect environmentally sensitive areas.

The City is active in regional approaches to protecting our environmental resources and sensitive natural areas. The City is currently approving all of the mandates and recommendations of the Metropolitan North Georgia Water Planning District. The City has not yet approved all of the “Part 5 Environmental Planning Criteria” issued by the Department of Natural Resources because they are in the process of revising those standards. Once the revisions are complete, Marietta will diligently consider the appropriate standards. Finally, Marietta is involved in the Etowah Regional Habitat Conservation Planning process, whose intent is to protect endangered species in the Etowah River Watershed.

Policy 9 – Create a regional network of greenspace that connects across jurisdictional boundaries.

Marietta is active in a number of greenspace and multi-use trail initiatives that cut across jurisdictional boundaries. The now defunct Department of Natural Resources Greenspace Initiative was one of the mechanisms that Marietta worked with Cobb County and other local area jurisdictions in an attempt to preserve 20% of the county as open space through purchase of land and the creation of conservation easements. Also, Marietta works with Cobb County on the creation of multi-use trails that are a mechanism to connect various areas of the city through greenspace and an alternative transportation network.

Policy 10 – Preserve existing rural character

This policy does not apply to Marietta because the city is a mainly urban and suburban environment. There are no true rural pieces of property remaining in or on the periphery of this jurisdiction.

Policy 11 – Preserve historic resources.

The preservation of historic resources is an important aspect of city growth and development. Historic resources and historic ambiance are important draws for residents and visitors. The wealth of history that is in Marietta makes this a distinctive area of the Atlanta metropolitan region. The preservation of these resources helps to sustain the city’s sense-of-place, while also improving the local area quality-of-life. Through the Historic Preservation Commission, the City will ensure that historic resources will be an important part of the land use decision-making process.

Policy 12 – Inform and involve the public in planning at regional, local, and neighborhood levels.

Public participation is a vital aspect in the process of public sector planning at all levels of government. At the regional level, the public in Marietta is actively involved in the Georgia Regional Transportation Authority’s Bus Rapid Transit scoping process. This is



allowing interested individuals to help shape this new transit system to the benefit of the community. At a local level and neighborhood level, the Department of Development Services is active in involving the public on local area master plans, neighborhood plans, and citywide comprehensive planning. In addition, many stakeholder committees have been created to assist in giving a voice to various projects such as the Roswell Street Streetscape Project, the Kennesaw Mountain to Chattahoochee River Trail, and greenspace acquisition.

Policy 13 – Coordinate local policies and regulations to support the RDP.

The policies of the RDP provide municipalities throughout the region with the opportunity to collectively participate in the process of making the Atlanta region a livable place for this and future generations. It is important that we as the community continually work to improve the quality-of-life of the region. New policies, ordinances, and actions by local government should consider the RDP policies to make certain that we are supporting this important regional effort.

Policy 14 – Support growth management at the state level.

Marietta looks to the leadership at the Atlanta Regional Commission (ARC) and the Georgia Planning Association to pursue state adoption of the recommendations contained in the 1998 Growth Management Reassessment Taskforce. Marietta also cooperates with ARC and the Georgia Regional Transportation Authority through the Developments of Regional Impact review process.