

**RESOLUTION TO ADOPT THE 2017 CITY OF MARIETTA COMPREHENSIVE PLAN  
UPDATE**

**WHEREAS**, the City of Marietta has completed the 2017 Comprehensive Plan Update; and

**WHEREAS**, these documents were prepared according to the Standards and Procedures for Local Comprehensive Planning effective March 1, 2014 and established by the Georgia Planning Act of 1989; and

**WHEREAS**, the City of Marietta's 2017 Comprehensive Plan Update has been reviewed by the Atlanta Regional Commission and the Georgia Department of Community Affairs and found to be in compliance with the minimum Standards and Procedures for Local Comprehensive Planning; and

**NOW, THEREFORE, BE IT RESOLVED, THAT:**

Section 1: The City of Marietta, through the Mayor and City Council, does hereby adopt the 2017 Comprehensive Plan Update and directs that the availability of the Plan Update for public review be publicized.

Section 2: The City of Marietta, through the Mayor and City Council, will forward a copy of this resolution and the final 2017 Comprehensive Plan Update to the Atlanta Regional Commission.

Section 3: This Resolution shall be effective upon signature or without the signature of the Mayor, subject to Georgia laws 1983, page 4119.

**DATE:** October 11, 2017

**Approved:** R. Steve Tumlin

**R. Steve Tumlin, Mayor**

**ATTEST:** Stephanie Guy

**Stephanie Guy, City Clerk**

**Approved as to form:** 

~~**Douglas R. Haynie, City Attorney**~~  
**Daniel W. White**



**City of Marietta  
Comprehensive Plan  
Update 2017**

**This document was prepared by the Atlanta Regional Commission using funds provided by the State of Georgia.**

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# Acknowledgments

## Mayor and City Council

Steve Tumlin, Mayor

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Johnny Walker, Ward 3

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Bob Kinney, Planning Commission

Bobbie Sims, Zion Baptist Church

Brad Leskoven, Board of Zoning Appeals

Bryan Musolf, Resident

Cassandra Buckalew, Resident

Cassi Costoulas, Kiwanis

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David Freedman, Historic Preservation Commission

Dayton Hibbs, Marietta City Schools

Donna Joe, Resident

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# Executive Summary

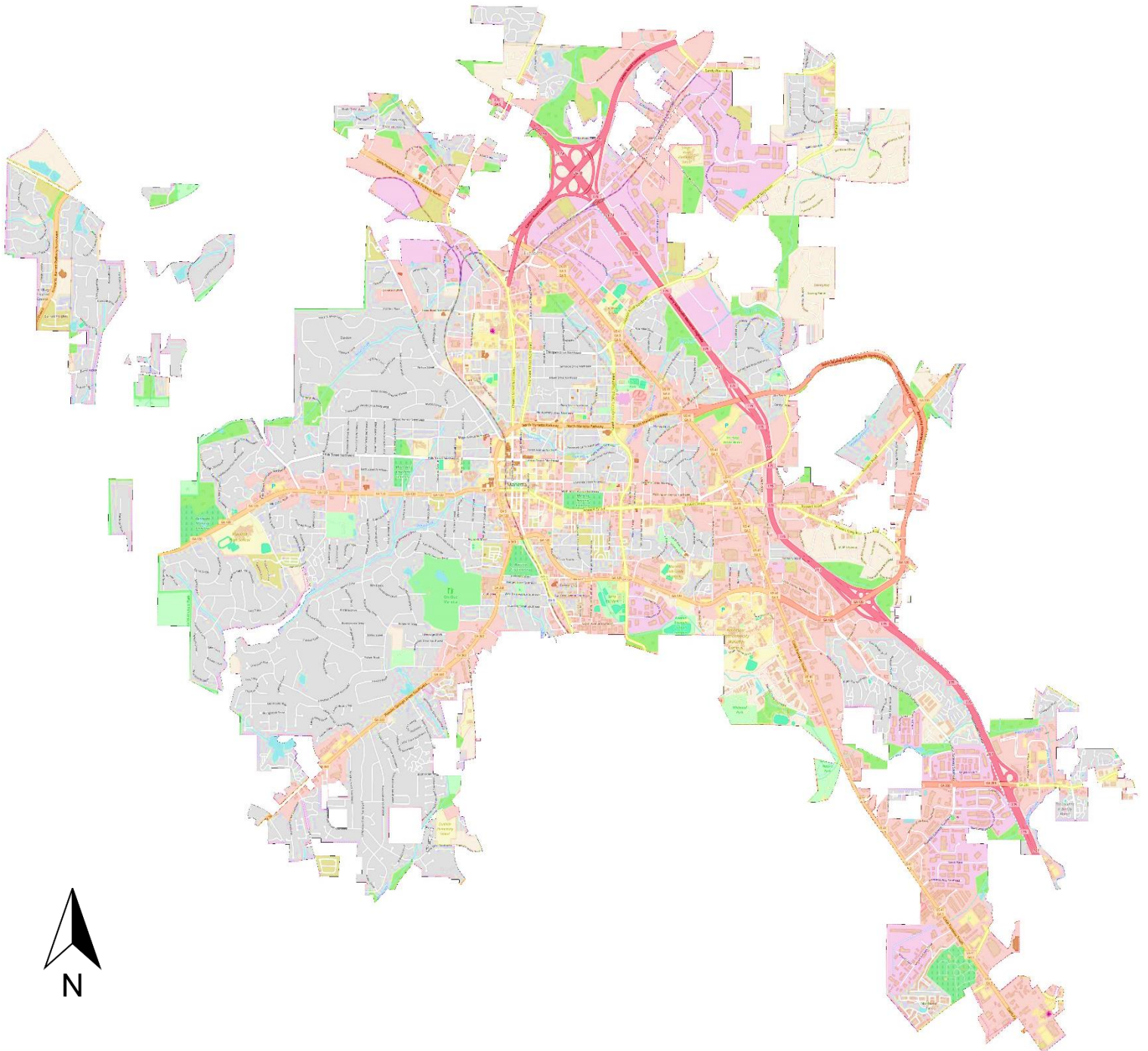
The 2017 City of Marietta Comprehensive Plan (The Plan) is an update from the 2006-2030 plan developed by the City of Marietta Department of Development Services, Planning and Zoning Division. The Georgia Planning Act of 1989 requires that each local government in the state prepare a long-range comprehensive plan. The purpose of the plan is to highlight the community's goals and objectives, as well as focus on implementation measures to aid in achieving those goals. The current plan was written in accordance with recently revised Georgia Department of Community Affairs (DCA) guidelines (effective March 1, 2014). The 2017 update builds upon the work program established in the previous plan and examines current trends to develop a framework and work program for the next 20-year planning period.

The Plan provides the community, stakeholders, staff, and decision makers with a strategic long-term vision that includes basic goals, objectives, and recommendations that are used to guide future growth and development. The 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 Plan also provides a community-wide framework for the many other levels of plans and ongoing planning activities that are an integral part to achieving the overall vision of Marietta, including neighborhood and special area plans, transportation plans, and plans for specific community facilities and services, such as parks, and public safety.

The 2017 Comprehensive Plan update contains three main sections: ***Data & Demographics***, ***Current Conditions***, and ***Implementation Measures***. The Plan begins by looking at Marietta's Vision and Goals, as well as the history of the city in order to establish background and context for decisions that are made today and in the future. The ***Data & Demographics*** section examines current demographic and economic data to understand current trends that may have planning implications for the future. The ***Current Conditions*** section looks at the public participation process, understanding current assets of the city and opportunities for improvement. This analysis is then used to help guide the work program and future land development map. The last section of The Plan, ***Implementation Measures*** contains the Future Land Use Map, examines Character Areas, outlines a Report of Accomplishments from the 2012-2016 short-term work program, and develops a new 2017-2021 Community Work Program to organize initiatives to be accomplished over the next five years.

# Location

Marietta is located just northwest of Atlanta in Cobb County. 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 nearly 60,000 residents. Interstate 75 runs north to south through the eastern portion of the city, providing quick access to Atlanta.



# History

The City of Marietta, the county-seat of Cobb County, has a long history pre-dating the Civil War. Marietta is one of the oldest settlements in the Atlanta region, existing prior to both Atlanta and Chattanooga. Marietta was named after Mary Moore, the wife of Thomas Willis Cobb, who was a U.S. Senator, Supreme Court judge, and the namesake of Cobb County. The State of Georgia formally recognized the community on December 19, 1834. Marietta was designed by James Anderson in 1833 hosting a square in the middle with a courthouse.



*William Root House, Circa 1845*

In 1837, the State created the Western & Atlantic Railroad. Colonel Stephen Long with the US Army Corps of Engineers chose Marietta as the railroad's home base, but the base would later move to what is now Atlanta after Long quit and a new engineer served as the project manager. In 1845 the Western & Atlantic Railroad began to operate from Atlanta to Adairsville, in Bartow County, and then to Chattanooga by 1850. Businesses began to locate near and around the square, with tanyards becoming the most successful businesses.

In 1852, Marietta incorporated with John Glover elected as the first mayor. The city was an important figure in the Civil War as Andrew's Raiders spent the night in Marietta on April 11, 1862, and the next morning would board a train that they would take command of at Big Shanty in Kennesaw, then head north towards Bartow County. This event became known as the "Great Locomotive Chase." In the summer of 1864, Marietta would be occupied by Union forces for the next five months under the command of William T. Sherman. The Union troops burned nearly all the businesses near and around the square, as well as multiple residences when they vacated to begin the infamous "March to the Sea."

Following the Civil War, Marietta rebuilt and prospered, relying on several cotton and paper mills, the Brumby Chair Company and the Glover Machine Works to fuel the economy. The city's growth exploded during World War II with the construction of Rickenbacker Field in 1941 (now Dobbins Air Reserve Base) and the arrival of the Bell Aircraft Corporation in 1943. The Bell Bomber plant built Boeing B-29's and employed nearly 30,000. According to the 1940 Census, the City of Marietta had 8,667 residents. This number would increase nearly 140% by 1950 with a population of over 20,000. The plant closed as World War II came to an end, but revived during the Korean War when Lockheed moved to the site. The plant would design and manufacture the C-130 Hercules, the C-141 and the C-5, and following the war, Lockheed continued operation of this plant. In 1995 Lockheed merged with Martin Marietta to become Lockheed Martin and continues to be an economic driver and employer for the area.

In recent years, Marietta's population growth slowed, but steadily has increased to the nearly 60,000 residents living here today. The City of Marietta continues to be a desirable place to live, maintaining a high quality of life with affordable housing, quality education, excellent amenities, and a stable and thriving economy.

# Community Vision & Goals

Marietta’s vision and goals were developed in 2002 and updated from the 2006-2030 Comprehensive Plan with input from the public, city staff, and elected officials. The updated version has added two vision statements and changed the language from “Marietta” to “We” in order to take greater ownership of the vision. The vision of the city guides the long-term goals and desired future the community wishes to see, and provides a framework for the 2017-2021 Community Work Program activities. The vision statements and goals are outlined below:

## **1. Marietta is a livable city in a great metropolitan area. We are dedicated to being a clean city, with trees, green spaces and parks.**

### **Goals:**

1. Pursue appropriate signage throughout the city.
2. Establish aesthetically pleasing roads and gateways. Plant currently unplanted corridors and improve existing landscapes.
3. Strive for code compliance in improving the appearance of the city.
4. Establish good and continuous tree coverage and canopy, partnering with the Marietta Tree Keepers when possible.

## **2. We are a dynamic business center that has retail, offices, and environmentally friendly industry in appropriate places. We honor our past, preserve our history, and welcome the future, by embracing technology.**

### **Goals:**

1. Encourage a diverse and vibrant local economy that provides meaningful employment for our citizens.
2. Encourage redevelopment with a mixture of uses, while strengthening viable neighborhoods and commercial areas.
3. Work with property owners and developers to make sure new development is well-planned and harmonious with existing structures in appearance, including landscapes.
4. Encourage quality architecture and construction in development and redevelopment projects.
5. Work to continue the preservation of historically significant resources.
6. Partner with existing business and industry to encourage the retention and expansion of jobs.
7. Support community partners in developing the city’s workforce in a way that meets the needs of existing and potential industry.
8. Attract business and industry that are compatible with and add value to the character and resources of the area.
9. Support road network connectivity in a way that encourages revitalization of areas in need.
10. Embrace new technology and cutting-edge practices to extend the highest level of service to residents and businesses.
11. Develop a business environment that attracts and cultivates a highly-skilled workforce and technology-based industries.
12. Coordinate with Dobbins Air Reserve Base to help support missions and aerospace related jobs, services, and industries.



**3. We are a city that cherishes culture and arts, and we are a tourist destination and a sports and entertainment center for the region.**

**Goals:**

1. Become a significant destination for arts, sports and entertainment.
2. Gain more public and private support for our local cultural and arts organizations.
3. Make public art part of the community streetscape.
4. Promote tourism.
5. Promote the downtown as a dining and entertainment destination.
6. Encourage programs for local artists.
7. Embrace the arts by incorporating public art in infrastructure, streetscapes, parks, sidewalks, bridges, parking areas and open areas where possible.
8. Promote regional tournaments and youth events at the city’s various sports complexes and facilities.
9. Market and leverage local entertainment venues as city attractions.

**4. We are a city of mixed-uses (live, learn, work, play) and diverse urban design that will become known as the “Marietta Look.” We have a well-defined, vibrant downtown, and neighborhoods that mix residences, parks and greenspaces, and businesses.**

**Goals:**

1. Design and build the “Marietta Look” that establishes and promotes a high-quality city brand.
2. Provide guidance to help developers understand the look we are trying to achieve.
3. Continue collaborative relationships with local centers of higher learning, particularly Chattahoochee Technical College, Kennesaw State University – Marietta Campus and Life University.
4. Have vibrant centers that support retail, offices, entertainment and residences.
5. Continue to develop visuals that display what we want the future appearance of the city to be.
6. Continue quality zoning and development that will benefit generations to come.
7. Maintain high quality parks, both active and passive, while continuously adapting to the future needs and wants of the community.
8. Ensure the zoning ordinance is updated to reflect best practices in zoning that promote positive economic development and quality growth.

**5. We offer housing for people of all ages, incomes, and ethnic backgrounds, so that generations of families can live within our city. We recognize the importance of homeownership, and our vision is that a majority of our residences will be owner-occupied.**

**Goals:**

1. Strive for a majority of the city’s homes to be owner-occupied.
2. Continue to convert selected parcels of deteriorated multi-family housing located on Franklin Road into new developments that will stabilize and enhance the local economy.
3. Continue to encourage diverse housing options in the downtown area and encourage quality housing throughout the city.

4. Work with public and private partners to encourage the development of quality, multi-tiered housing at various price points for all members of our community.
5. Continue to educate residents and homebuyers to strengthen their ability to buy, retain and maintain their homes.
6. Continue to work with the Marietta Housing Authority and other agencies to redevelop and revitalize the Franklin Gateway, Roswell Street, Allgood Road, Powder Springs Road, and Roswell Road/Cobb Parkway corridors as well as other areas of our city.
7. Ensure safe housing for all residents.
8. Continue to encourage the rehabilitation or removal of substandard rental properties throughout the city.

**6. We are a hub of activity, where traffic, transit, and pedestrians move about easily and safely. In designing our transportation system, we place a high premium on the quality of life of our citizens.**

**Goals:**

1. Enhance pedestrian crossings across major intersections.
2. Re-construct all existing roads greater than two-lanes using complete street standards. Where not practical, reconstruct all existing roads greater than two lanes as tree-lined streets.
3. Design all new roads greater than two-lanes using complete street standards, where possible.
4. Support the creation of a trolley bus system to operate in and around the city.
5. Support new downtown parking strategies to alleviate parking challenges, the design of which will be integrated with commercial development.
6. Continue to expand and connect the city’s trail system in a way that fosters recreation opportunities and transportation alternatives, including linkages to neighboring trails and other points of interest.
7. Implement walkability, bicycle use, sidewalks, electric vehicles and carts, and safe crossings in its street designs, both private and public roads. Said implementation shall be included in public works projects, zoning, commercial usage, and residential usage, both owner-occupied neighborhoods and multifamily neighborhoods.

**7. We are a place where citizens are positively involved in decision-making, through boards, community organizations, and community meetings. We will actively seek partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life.**

**Goals:**

1. Hold community wide meetings in which citizen input is actively received and considered.
2. Have active citizens’ participation in planning processes.
3. Foster and utilize innovative forms of media and technology in order to provide efficiency, safety, and transparency to the all residents, visitors, businesses, and employees.
4. Engage partners and stakeholder groups in efforts to collaborate and achieve common efforts.

## **8. We are a city committed to ethical behavior.**

### **Goals:**

1. Ensure that the Council maintains an effective code of ethical behavior.
2. Maintain a culture and reputation of ethical behavior throughout city departments, boards, commissions and authorities.

## **9. We are a city that provides a high-quality, healthy and safe environment for our citizens and businesses.**

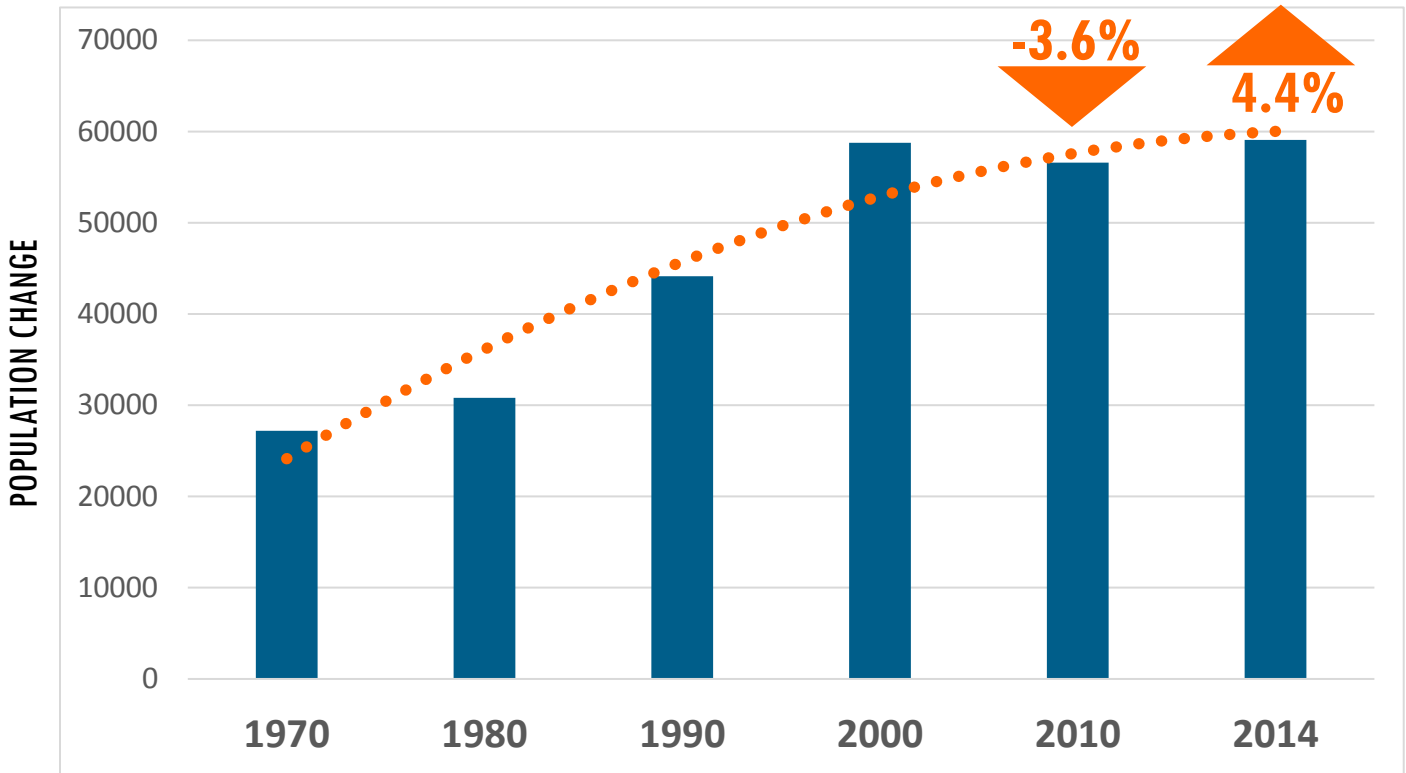
### **Goals:**

1. Build relationships with all facets of the community to promote safety and healthy living.
2. Support the establishment of facilities and programs that enable healthy lifestyles.
3. Continue to provide the highest quality of services to residents, businesses, and visitors.



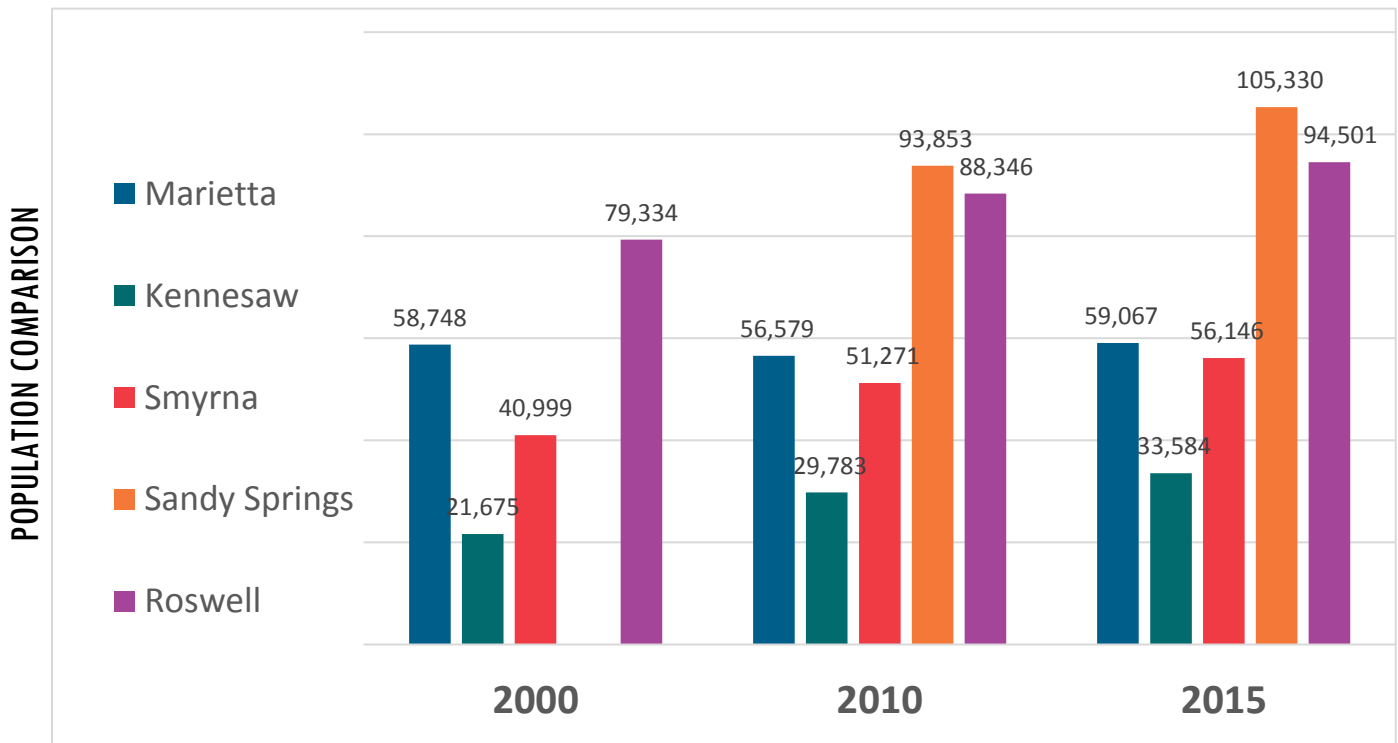
# Data & Demographics

# Population

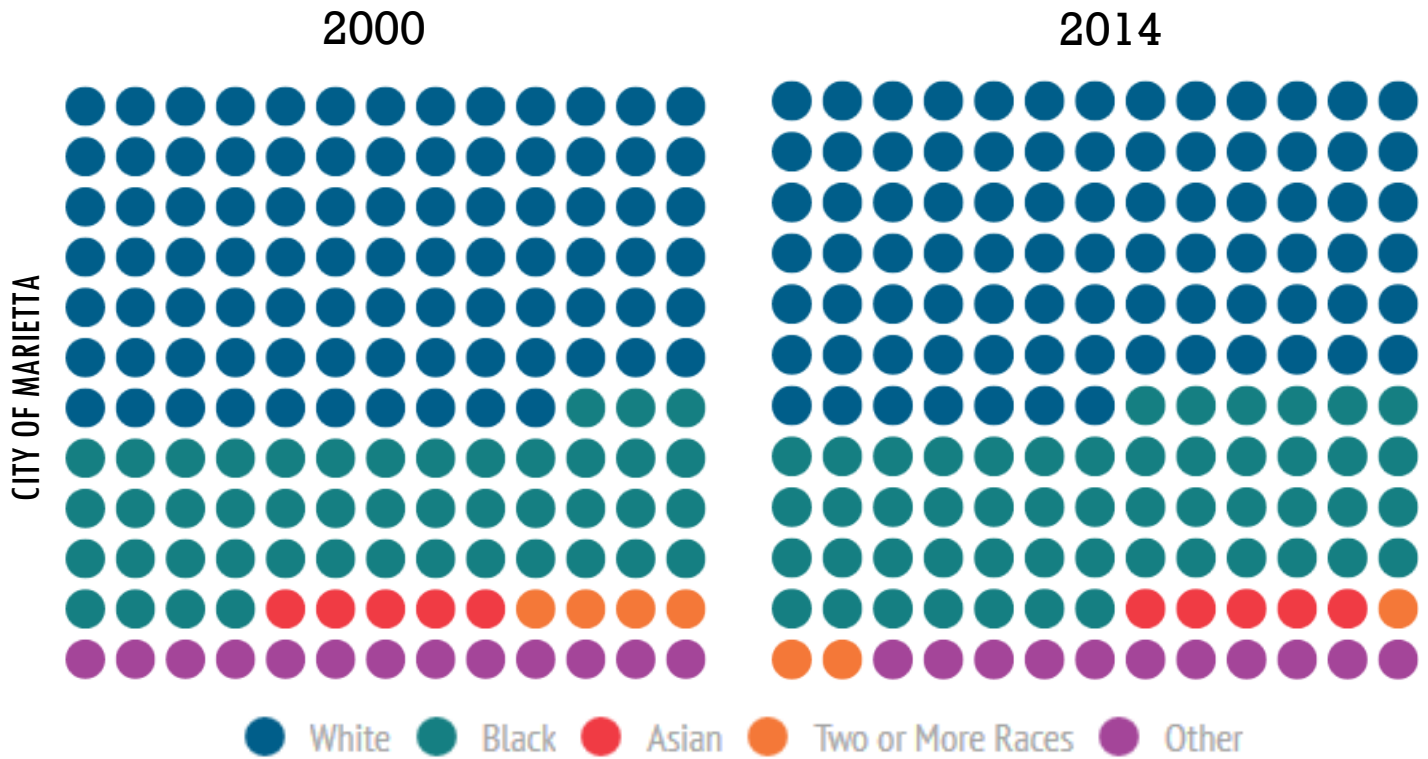


Marietta’s population decreased by 3.6% from 2000 to 2010, but grew 4.4% between 2010 and 2014. The decrease in population from 2000 – 2010 is due, in part, to the Recession and the loss of many construction jobs in Marietta, a top-five industry of the city. Comparatively, the Atlanta Metro grew 24% between 2000 and 2014.

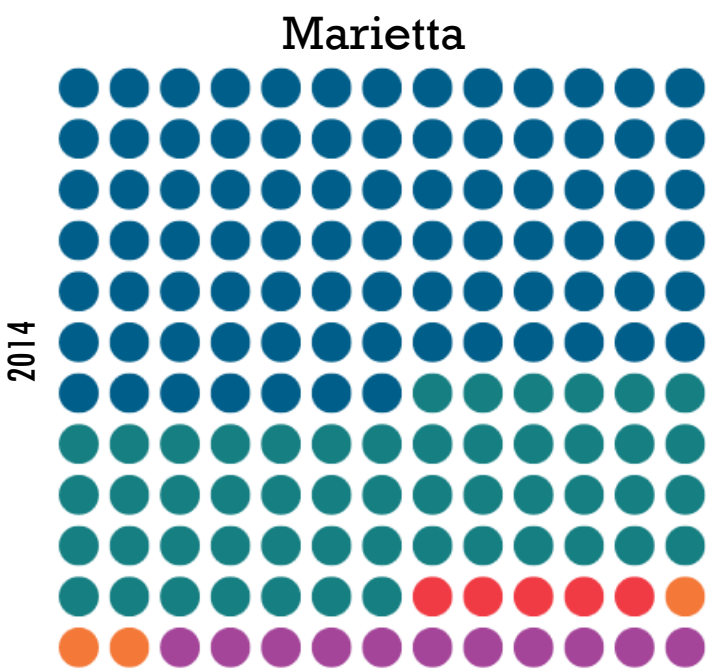
Data Source: US Census American Fact Finder: US Census 2000. 2010. American Communities Survey- 2015.



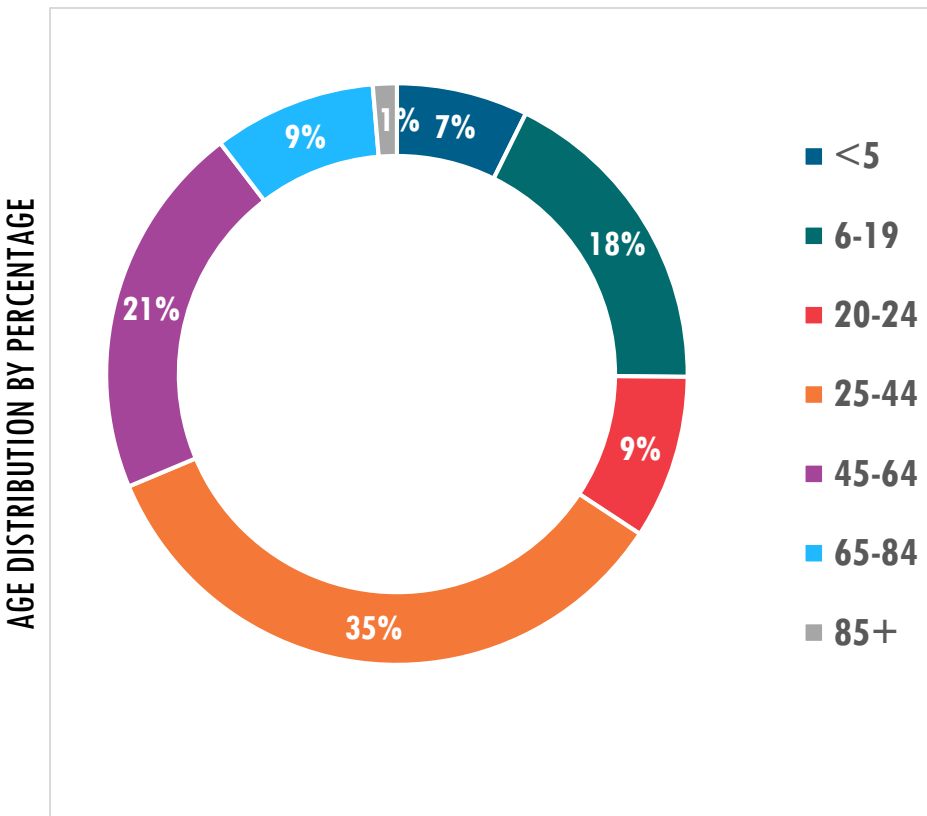
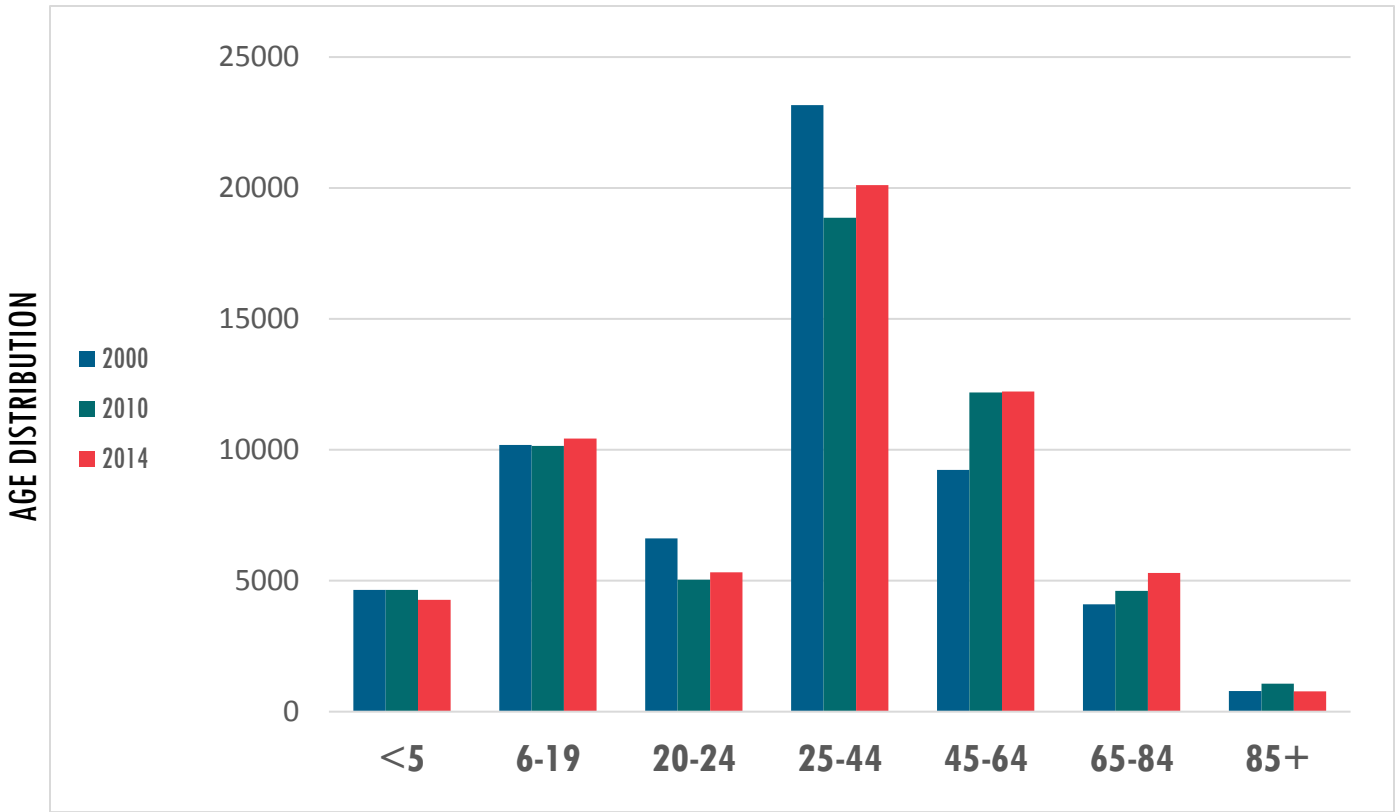
# Racial Distribution



- Between the years of 2000 and 2014, Marietta became more diverse. The proportion of Black residents and residents of two or more races increased, while the proportion of white residents decreased.
- 16.9% of residents of any race identified as Latino in 2000, and this percentage increased to 18.4% by 2014.
- The racial distribution in Marietta closely reflects that of the 10-county region. Marietta is home to a fewer percentage of Asian residents and residents of two or more races. (Data Source: US Census American Fact Finder)



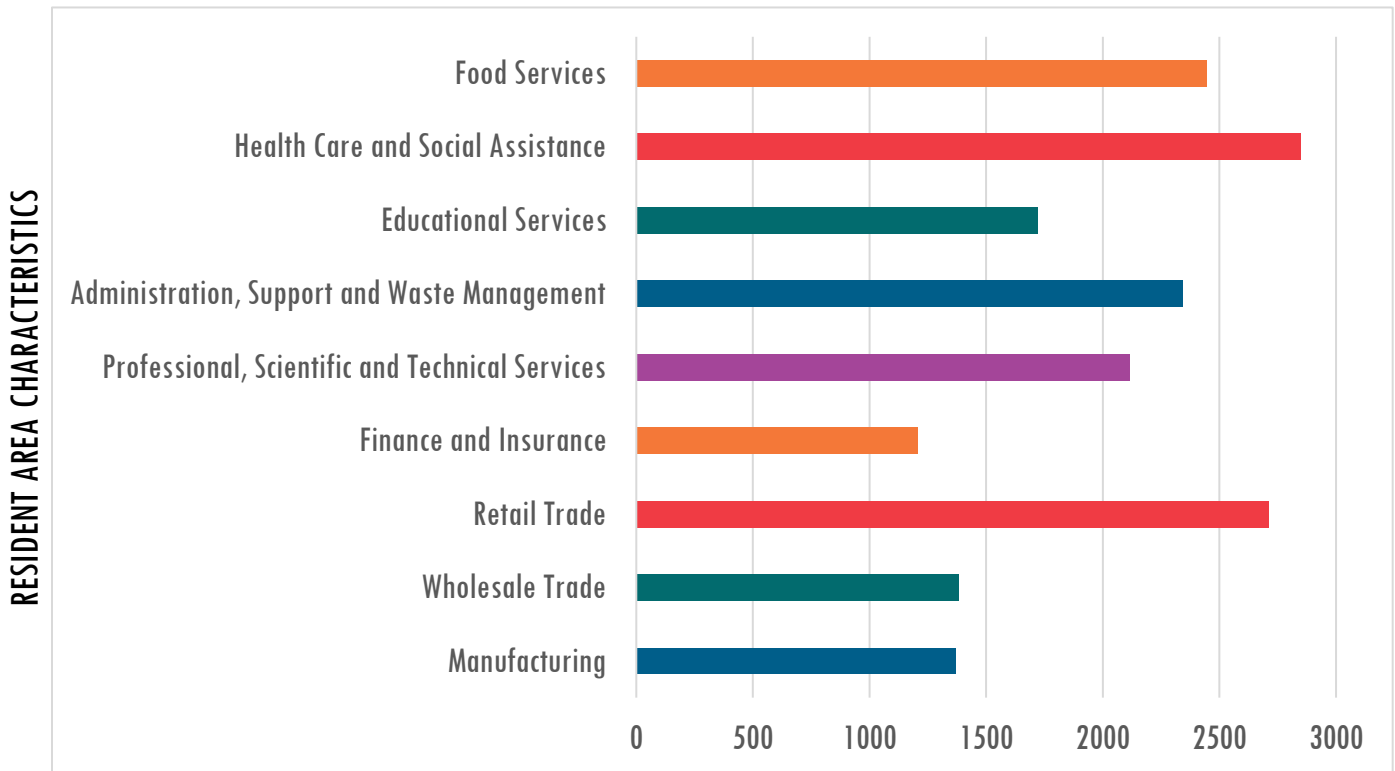
# Age



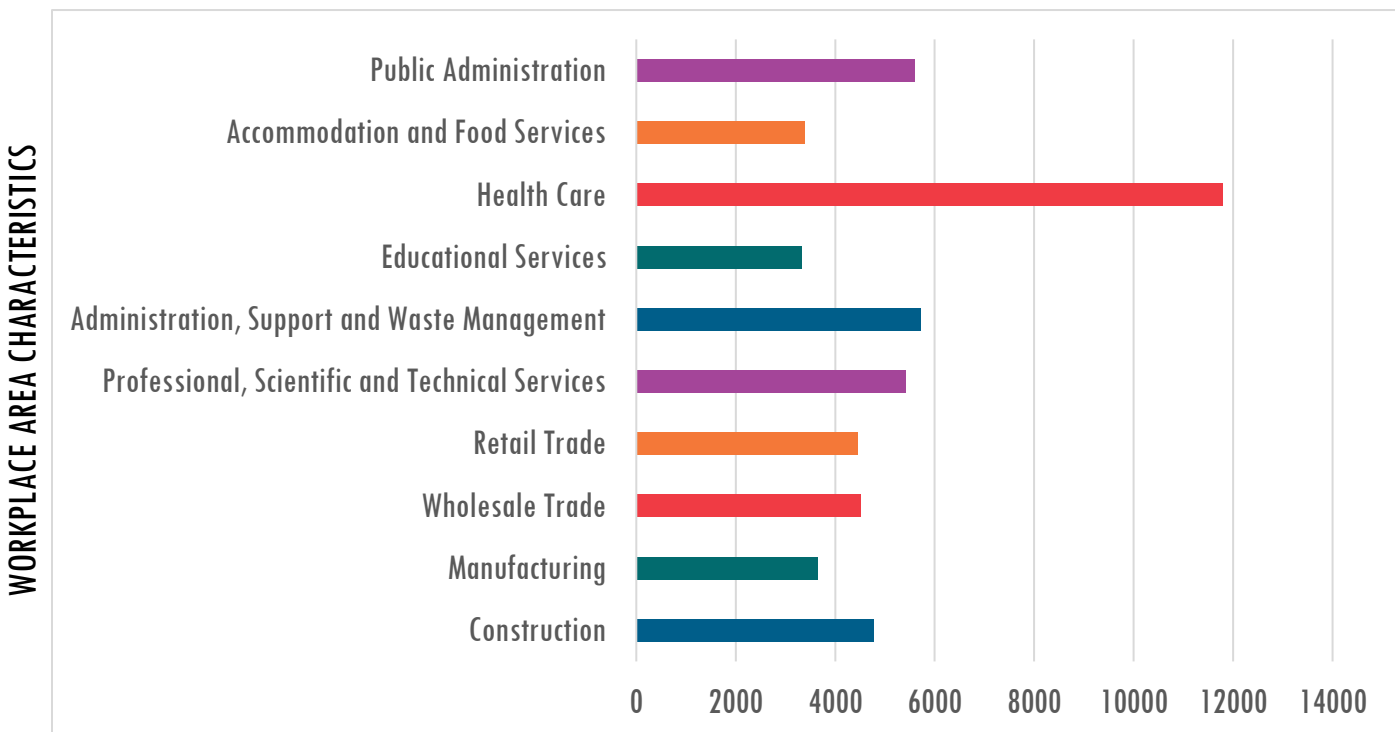
The chart above demonstrates the changes in proportions of various age groups in Marietta between 2000 and 2014. The proportion of young children has decreased slightly, while the proportion of children aged 6-19 has remained largely constant. The proportion of young adults between the ages of 25 and 44 drastically decreased between 2000 and 2014 while the proportion of adults between 45 and 85 continues to rise.

The chart to the left depicts the percentage of each age group for 2014.

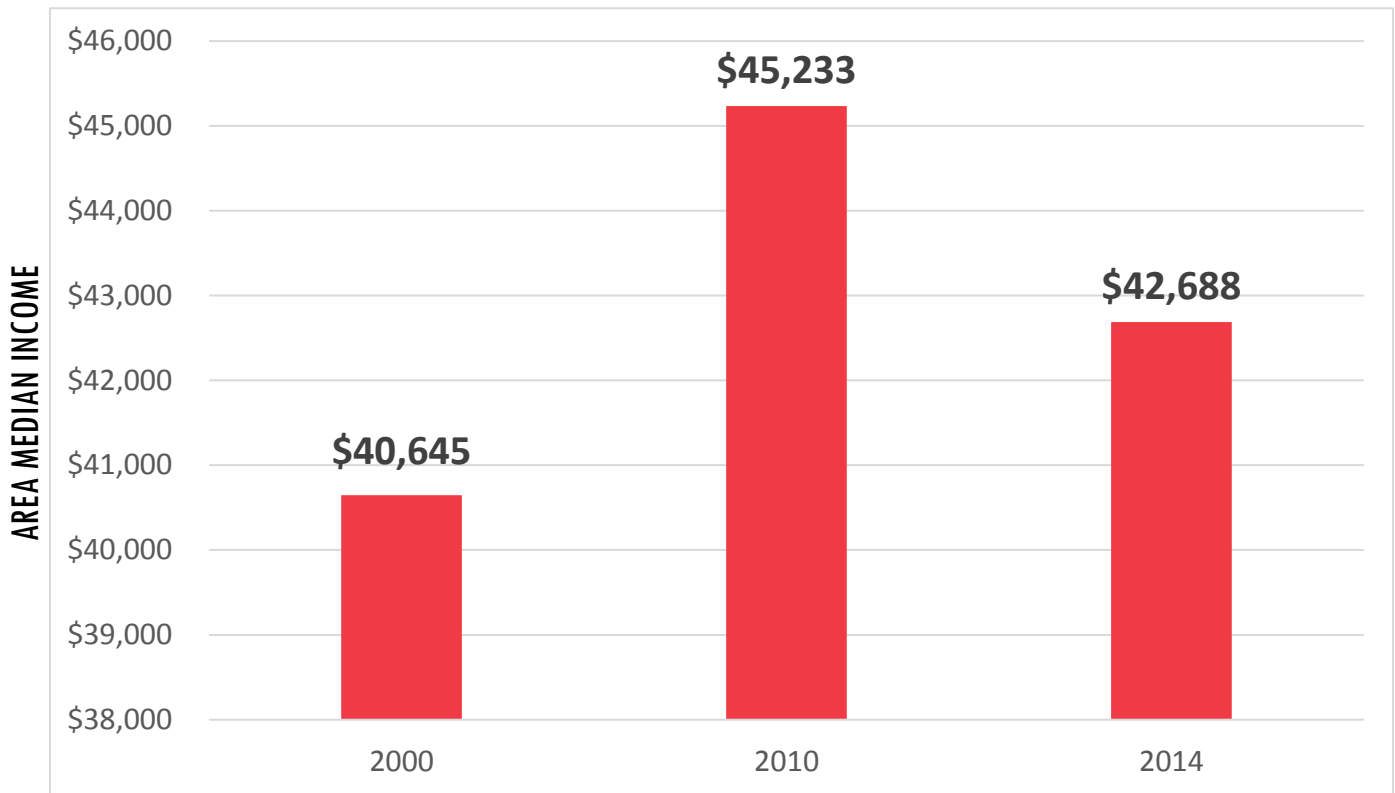
# Employment



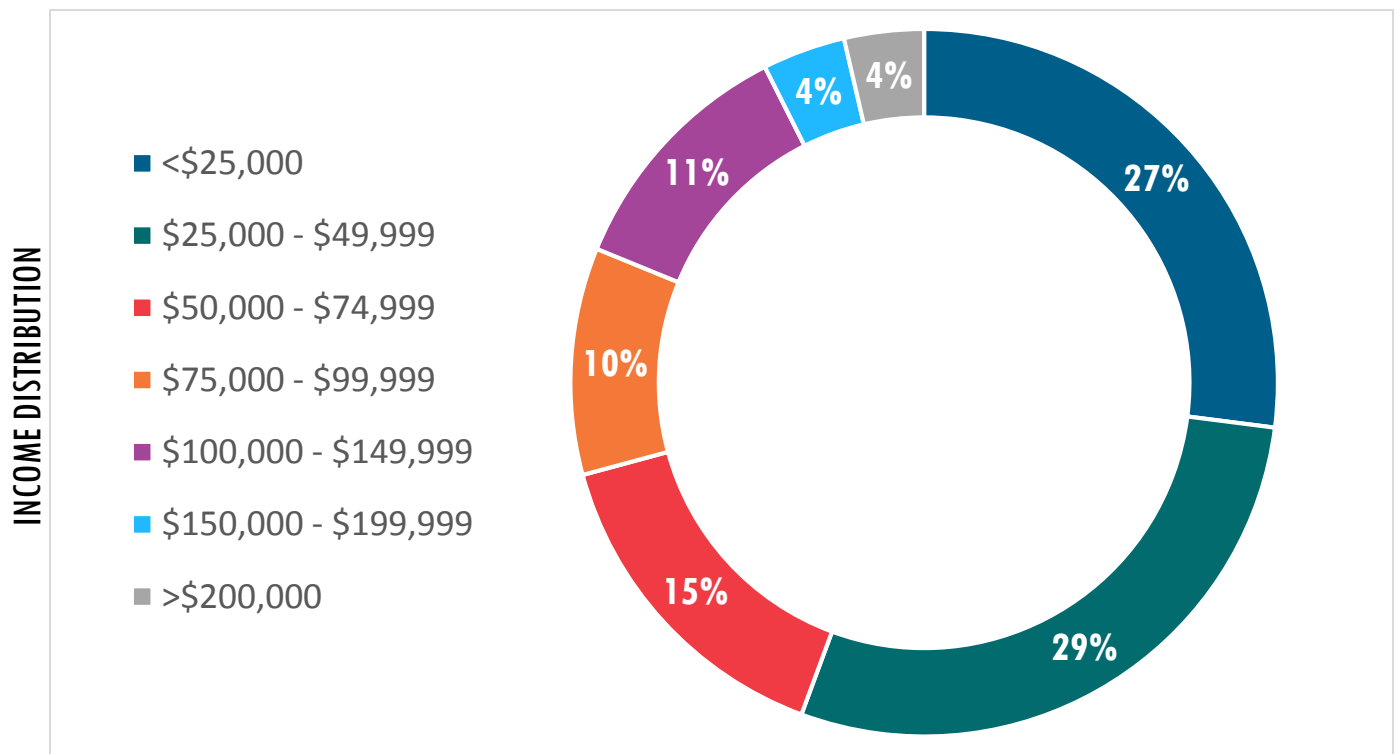
- The chart above describes the various industries in which Marietta residents are employed. The top industries are Healthcare and Social Assistance, followed closely by Retail Trade and Food Services.
- The chart below outlines the largest industry-types found in Marietta. These numbers include all those employed within the City of Marietta. The top industries are Healthcare, followed by Administration Support and Waste Management, and Public Administration. Data Source: US Census, 2010.



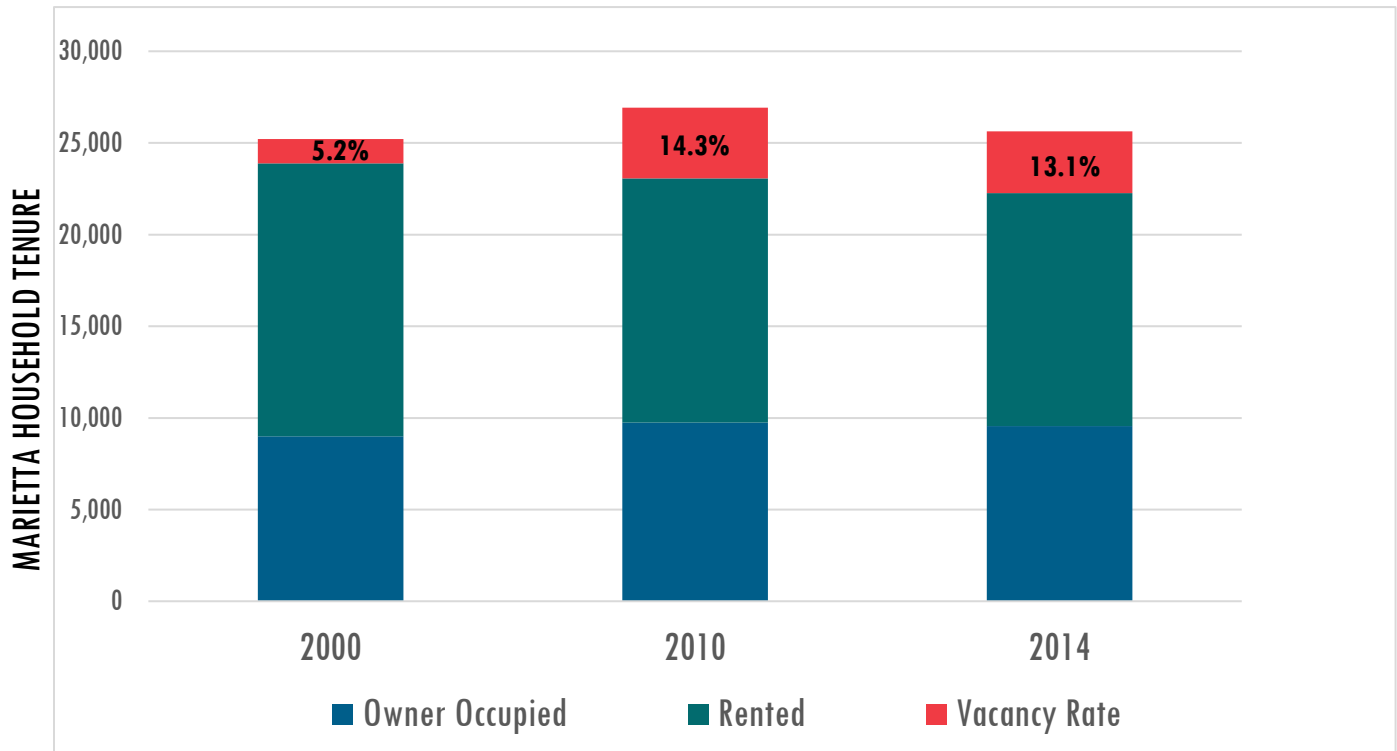
# Income



- Area Median Income has experienced a decrease since 2010, largely due to the Recession, but saw a modest gain from the 2000.
  - 56% of Marietta households make under \$50,000 per year.
- Data Source: US Census American Fact Finder, Income, Selected Economic Characteristics, 2014.

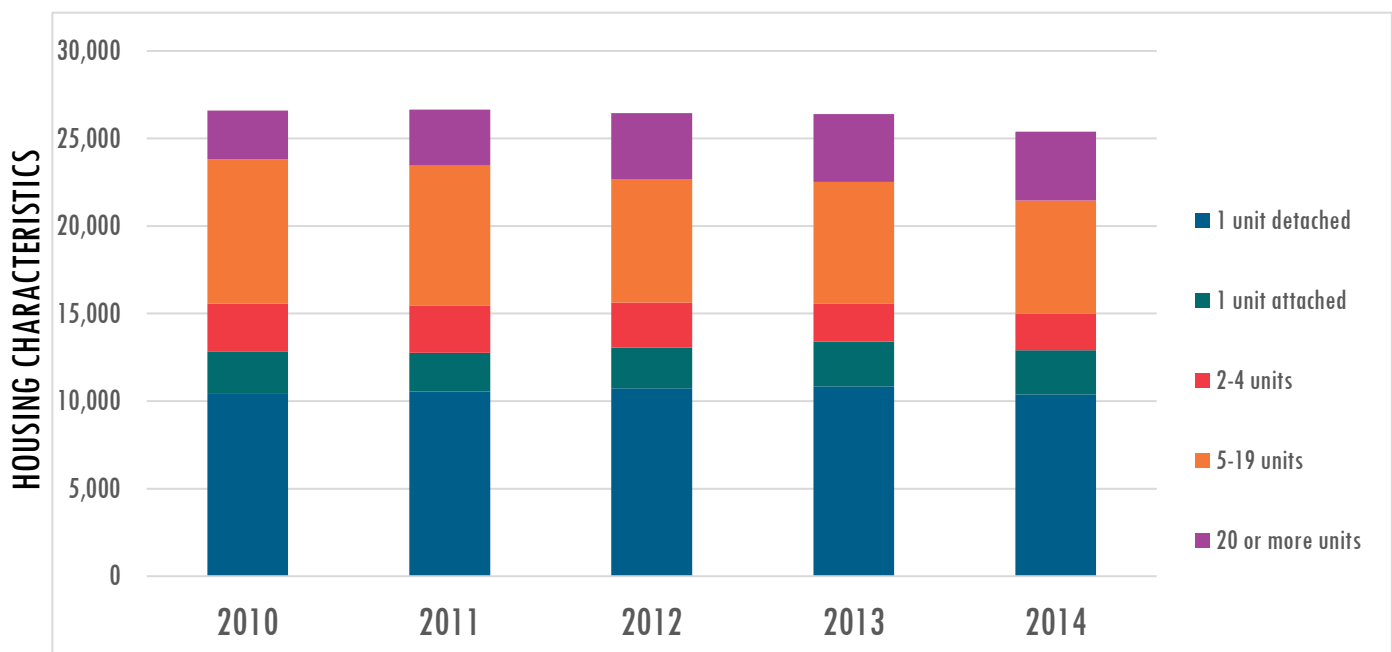


# Housing Demand

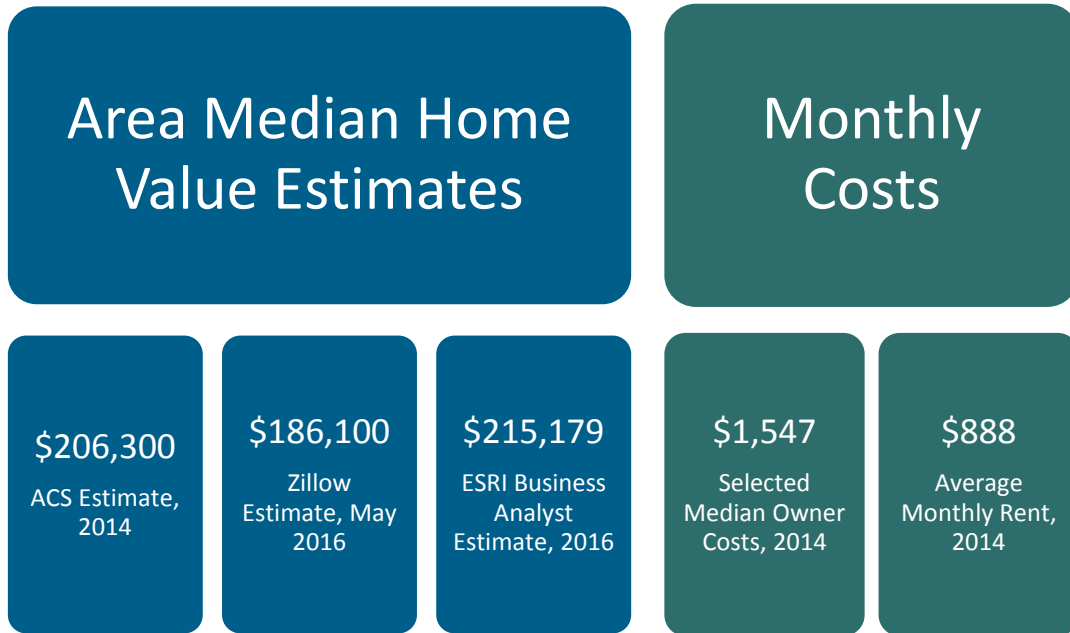


- The city’s vacancy rates have decreased since the height of the Recession, but remain higher than the 10-County metro average of 10%.
- Compared to the regional average, Marietta has a higher percentage of renter and less owner-occupied households. Since 2000, the percentage of renters has decreased 15%, while the percentage of home owners has increased 6%.

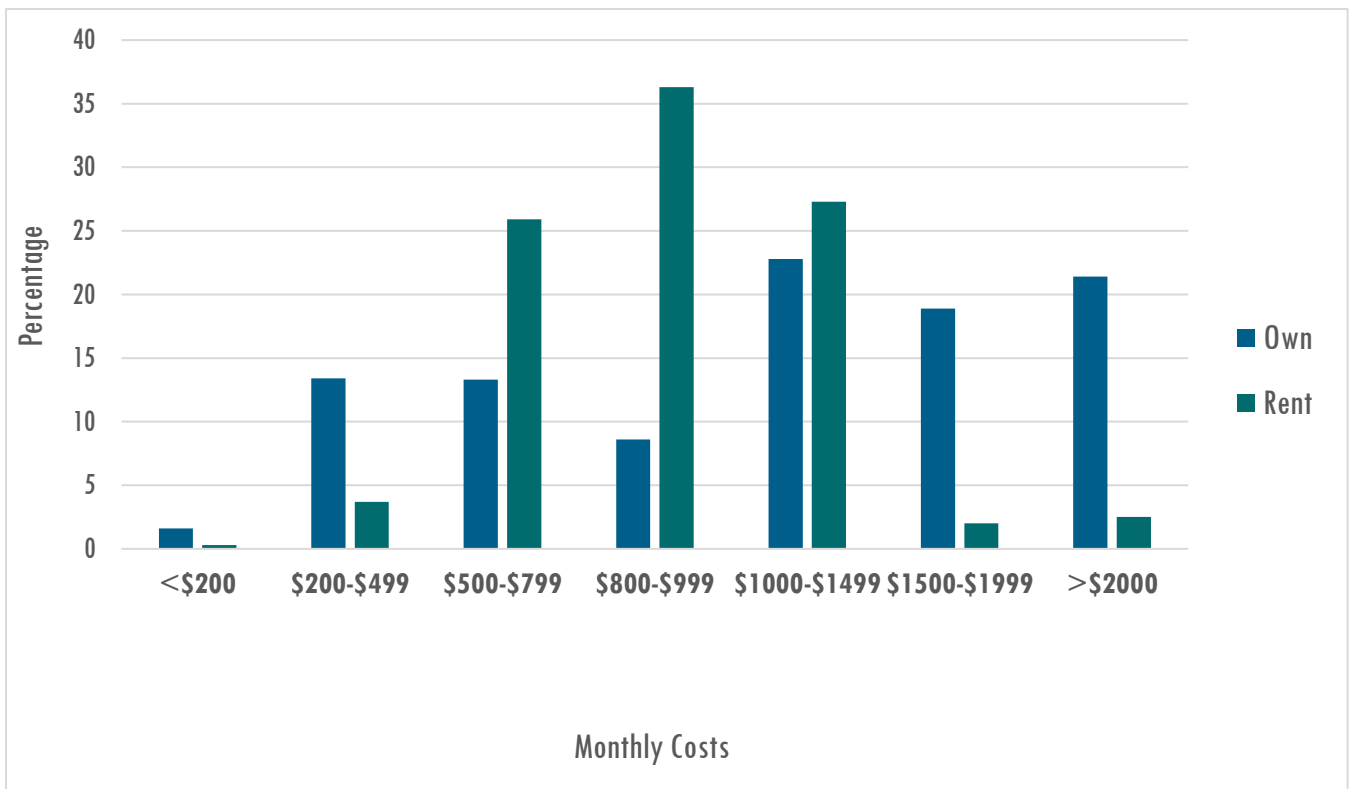
Data Source: US Census American Fact Finder, Income, Selected Economic Characteristics, 2014.



# Housing Expenditures

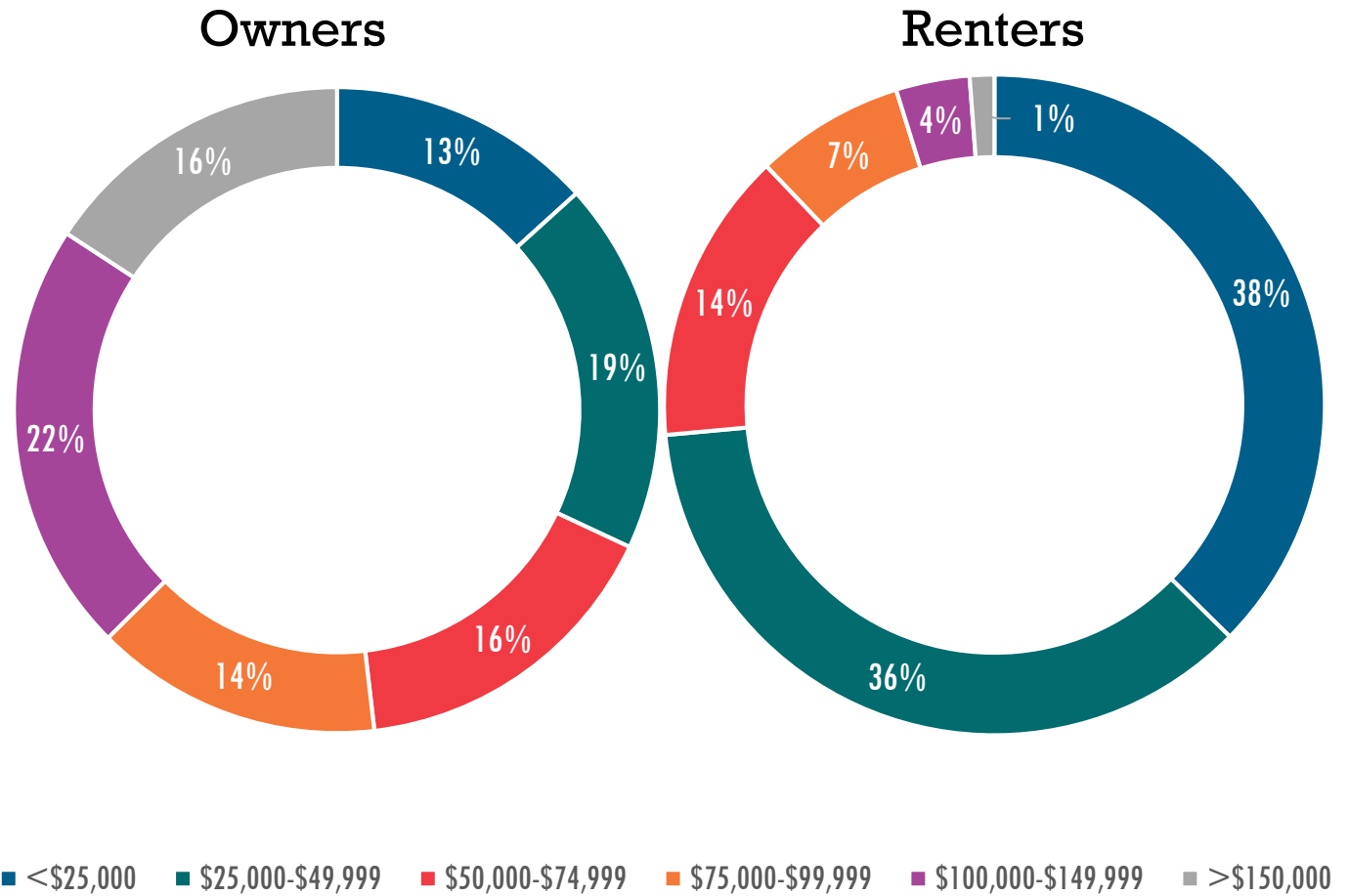


## Household Income Distribution: Rent vs. Own





# Household Income Distribution



74% of residents who rent their home have a household income of less than \$50,000, while only 32% of owners have income in this range. Conversely, 38% of homeowners make more than \$100,000, while only 5% of renters are in this range.

The majority of renters spend between \$500 and \$1500 on housing costs each month, while housing costs for homeowners are more evenly distributed.

Data Source: US Census American Fact Finder Housing Financial Characteristics, 2014.

# Transportation

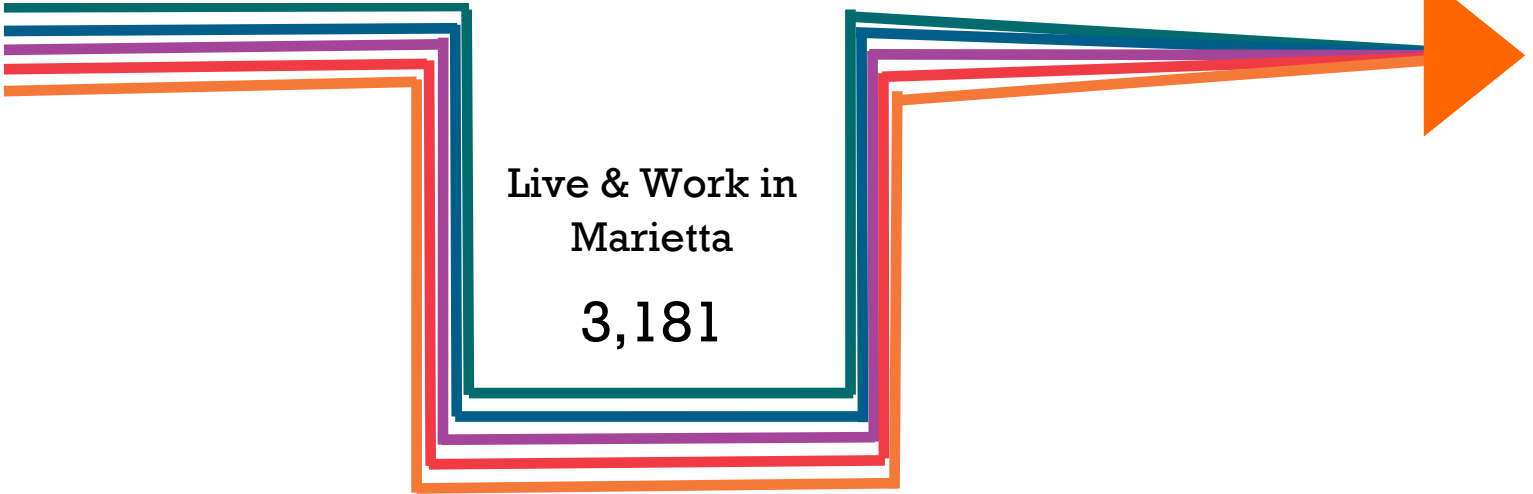
Commute In To Marietta

58,057

Commute Out Of Marietta

20,545

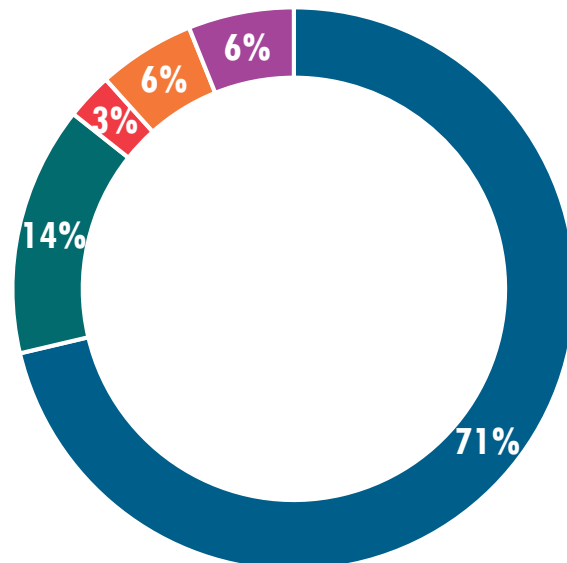
Live & Work in  
Marietta  
3,181



- Only 3,200 residents both live and work in the city of Marietta. 87% of the working population in Marietta commutes out of the city for employment, with 58,000 commuting in to the city from elsewhere. Marietta’s daytime population reaches nearly 100,000, a 72% increase from its resident population.
- 85% of Marietta residents use a car to get to work each day. 71% of those drive alone, while 14% carpool. 3% of residents use public transportation, 6% work from home, and another 6% use active transportation methods such as biking or walking. Data Source: US Census American Fact Finder, Income, Selected Economic Characteristics, 2014.

MODE OF TRANSPORTATION

- Single Occupancy Vehicle
- Car Pool
- Public Transportation
- Work From Home
- Active Transportation



## Distance Traveled to Work



45% of residents travel < 10 miles

41% of residents travel 10 - 24 miles

8% of residents travel 25-50 miles

7% of residents travel > 50 miles

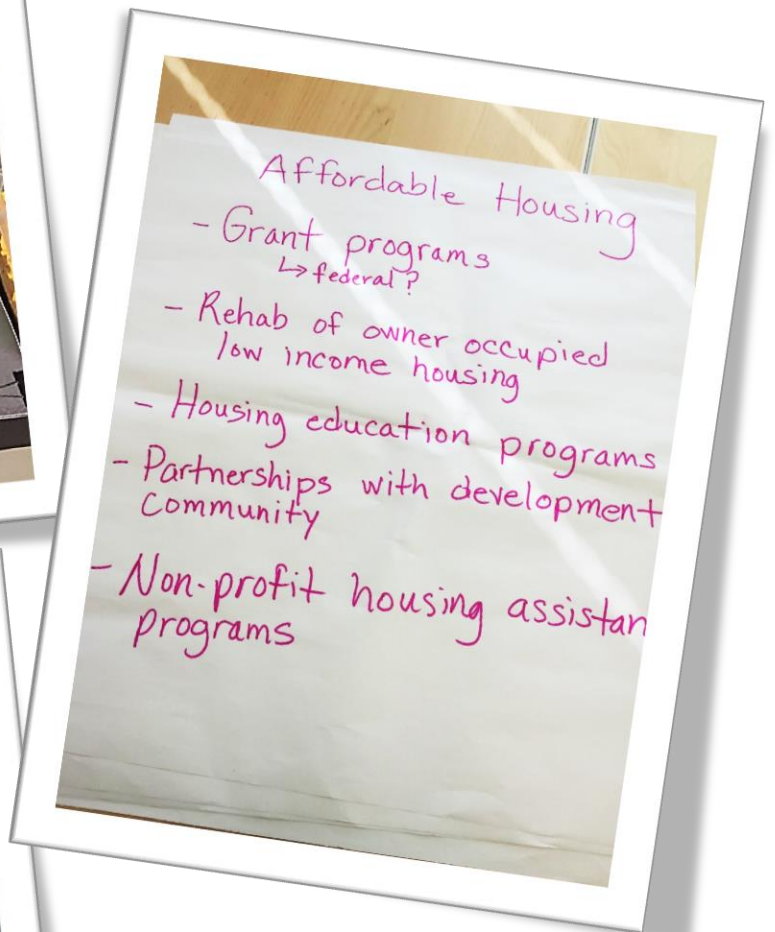
86% of Marietta's residents travel 24 miles or less for employment. This is consistent with the proximity of Marietta which is situated approximately 20 miles from downtown Atlanta and other regional employment centers such as Cumberland, Perimeter, Buckhead, Midtown Atlanta, and Alpharetta.

Data Source: US Census American Fact Finder, Income, Selected Economic Characteristics, 2014.

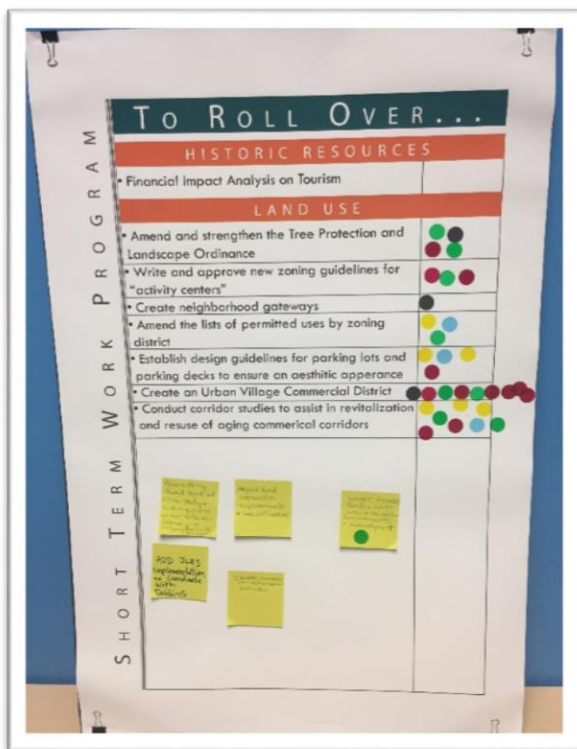
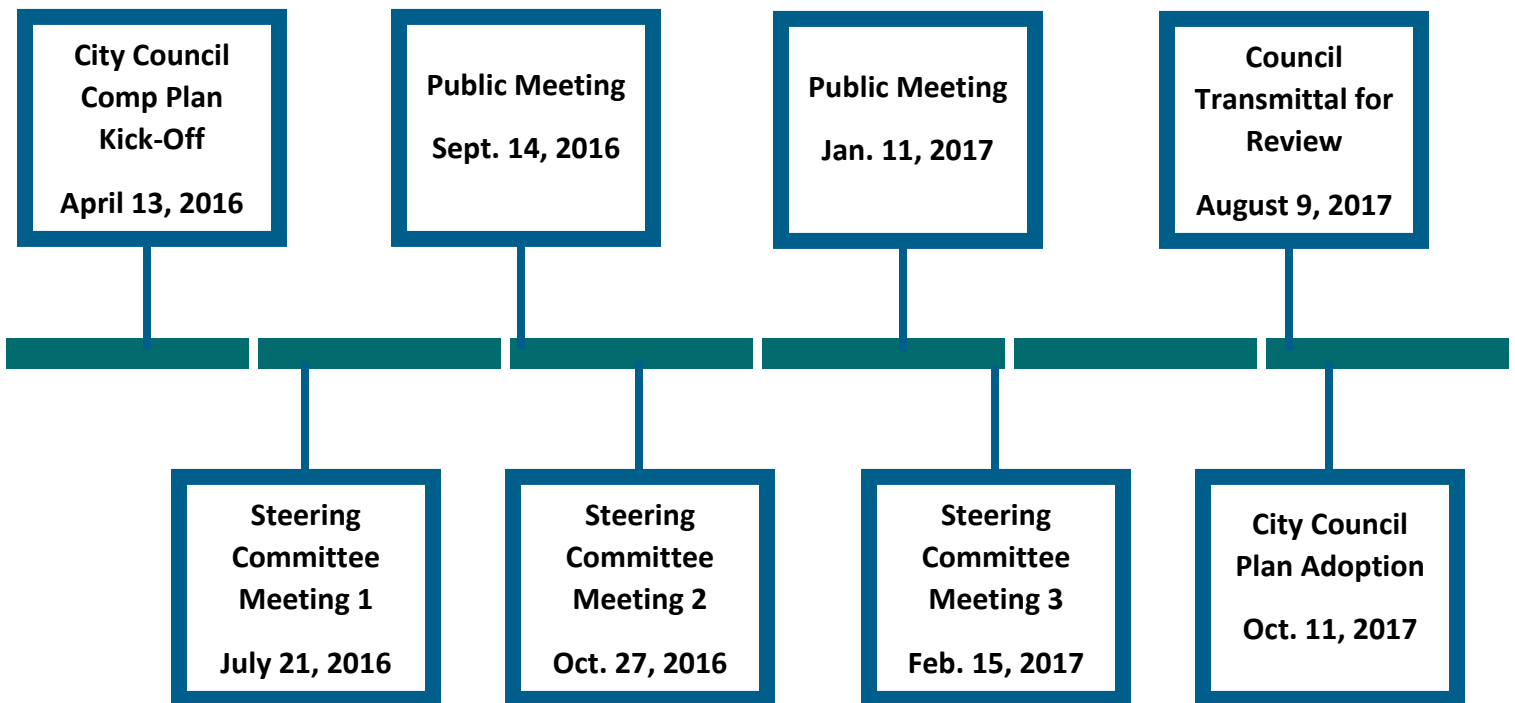
# Current Conditions

# Community Input

The City of Marietta Comprehensive Plan Update process was guided by a Steering Committee comprised of citizens, civic leaders, local business owners, and city staff. The Steering Committee met on multiple occasions, providing direction and feedback at key points in the process. There were additional opportunities for public participation at community meetings, as well as regularly scheduled City Council meetings where the plan was discussed. Meetings were advertised through the City’s website, social media, and through posted notices. Three public meetings were held in an open house format, with ARC and city staff on hand to guide the meeting, provide information about the comprehensive plan and process, receive feedback, and to answer any questions had by the public. All public meetings were held at City Hall, prior to the City’s regularly scheduled City Council Meeting. Activities included gathering feedback on the vision, issues, opportunities, and assets of Marietta, feedback on the Community Work program, Character Areas, Future Land Use, as well as a budgeting/prioritization activity utilizing fake money and a growth/density activity involving legos.



# Timeline



# Community Assets

Marietta has many assets that were mentioned in the Steering Committee meetings and in the public meetings. Many believed that the community itself, with a rich history evident in the historic core of the Square is one of the city's greatest assets. Other believe that the people of Marietta are really what make it a great place to live. Other assets mentioned include its close proximity to Atlanta, yet it's small town feel, the quality school system, and the commercial variety of the area, the hospital system, as well as the many downtown events that residents are offered. Marietta should take advantage of these assets, and build upon them to create an even better place to live, work and play. Below is a compilation of the most frequently mentioned assets:

<b>The Square</b>	Variety of restaurants and retail Glover Park Variety of activities
<b>Schools</b>	Quality schools International Baccalaureate Program 3 Post-Secondary Educational Institutions: Life, Kennesaw State and Chattahoochee Tech
<b>Community Activities</b>	Variety and Frequency of activities on the Square and throughout the community
<b>Kennestone</b>	Access to a Trauma II Hospital Access to a wide variety of doctors
<b>Location</b>	Access to major interstates, the airport, and close proximity to Atlanta
<b>Commercial Variety</b>	Variety of retail, restaurants and other commercial activities "Something for everyone"
<b>Small Town Feel</b>	Community activities, local restaurants, personable neighbors
<b>The People</b>	Care about their community and neighbors Frequently volunteer
<b>Farmers Market</b>	Fresh produce April - November Quality, local vendors
<b>History and Culture</b>	Distinguishes Marietta from other cities Creates community pride

# Needs & Opportunities

The following list provides a set of critical issues and opportunities within Marietta to be addressed during the 20-year planning period. The list of issues and opportunities were developed based on the 2006 Comprehensive Plan, concerns raised in the Steering Committee meetings, and those brought to attention by residents and business owners at the public meetings. These issues and opportunities will be addressed through implementation measures and the community work program. Major topics consistently mentioned throughout the process included the need for redevelopment along Cobb Parkway, increased traffic and congestion mitigation along Interstate 75, the need for greater affordable housing options due to increasing rental rates and housing costs, the high percentage of renters, the need for a more robust public transportation network and the opportunity for expansion of the Square through redevelopment of nearby corridors and of underutilized commercial corridors.

Cobb Parkway	<p>Need for redevelopment due to underutilized commercial properties and strip shopping centers</p> <p>Need for enhanced safety measures for vehicles and pedestrians</p>
Traffic	<p>Increased traffic and congestion mitigation along I-75 and state routes through Marietta and Cobb County</p> <p>Need for additional east-west travel connections</p>
Affordable Housing	<p>Need for more quality, affordable housing</p> <p>Need for greater housing options</p>
Built-Out	<p>Few undeveloped sites - must consider highest and best use of current land</p> <p>Potential for annexations</p>
Sidewalks	<p>Gaps in connectivity</p> <p>Sidewalk repair</p> <p>Lack of sidewalks in some neighborhoods</p>
Transportation Network	<p>Need for a more robust public transportation network</p> <p>Improvements to bike and pedestrian facilities to promote alternative modes of transportation</p>
Transient Community	<p>Student turnover is issue for school system</p> <p>Large rental population</p> <p>Consideration for housing options and affordability</p>
Expansion of Square	<p>Opportunities to expand the downtown area and the influence of the Square to the Renaissance District and Powder Springs Street</p> <p>High demand and low availability for space on the Square</p>



# Redevelopment Opportunities

Building upon the previous section, the following list includes potential redevelopment opportunities and areas requiring special attention in the next 20-year planning horizon. Marietta is in close proximity to Atlanta and major interstate highways, making it an attractive location for new investment. However, due to the age of the city and its large growth fifty (50) years ago, the city is facing areas in need of redevelopment. The housing “inside the loop” was largely built to accommodate the mass influx of employees to the Bell Bomber plant and now experiences a large population of renters due to the smaller and more affordable housing stock.

Specific commercial areas mentioned in need of redevelopment included Cobb Parkway, particularly suited is the area at the South 120 Loop, which is near the city’s two universities and has great potential to accommodate students and residents alike. Marietta’s city limit boundaries also consist of a few islands that have been incorporated (see location map on page 10). There exists the opportunity to annex additional, contiguous areas as part of the city, to increase the Marietta’s footprint. The words listed below are areas or measures that continually came up in the Steering Committee meetings as well as the public meetings in reference to areas ripe for redevelopment or areas requiring special attention.

Traffic Calming	Needed in neighborhoods near commercial activity centers and Kennestone Hospital area where vehicles "cut through" at high rates of speed
I-75	Increased traffic and congestion mitigation needed along I-75 through Marietta and Cobb County
Annexation	No room to grow - must consider highest and best use of current land Potential for annexations
Powers Ferry	Need for an overall vision for this area as residential uses transition to commercial Redevelopment opportunity on large tracts of vacant land along I-75
Additional Retail	Additional retail options wanted for the younger, high school/college population Retail analysis on what is needed and what the City may have in surplus
Cobb Parkway	Need for redevelopment due to underutilized commercial properties and strip shopping centers Need for enhanced safety measures for vehicles and pedestrians
Allgood Road	Disinvestment and crime Opportunity for residential redevelopment Opportunity for infill and affordable, workforce housing
South 120 Loop	Opportunity for commercial redevelopment in various places along the South 120 Loop Underutilized commercial properties and strip shopping centers at major gateways to include Lower Roswell, Franklin Gateway, and Cobb Parkway
Powder Springs Street	Opportunity for new investment and major redevelopment in a declining gateway into downtown Marietta Disinvestment, inconsistent development and contains many underutilized properties.

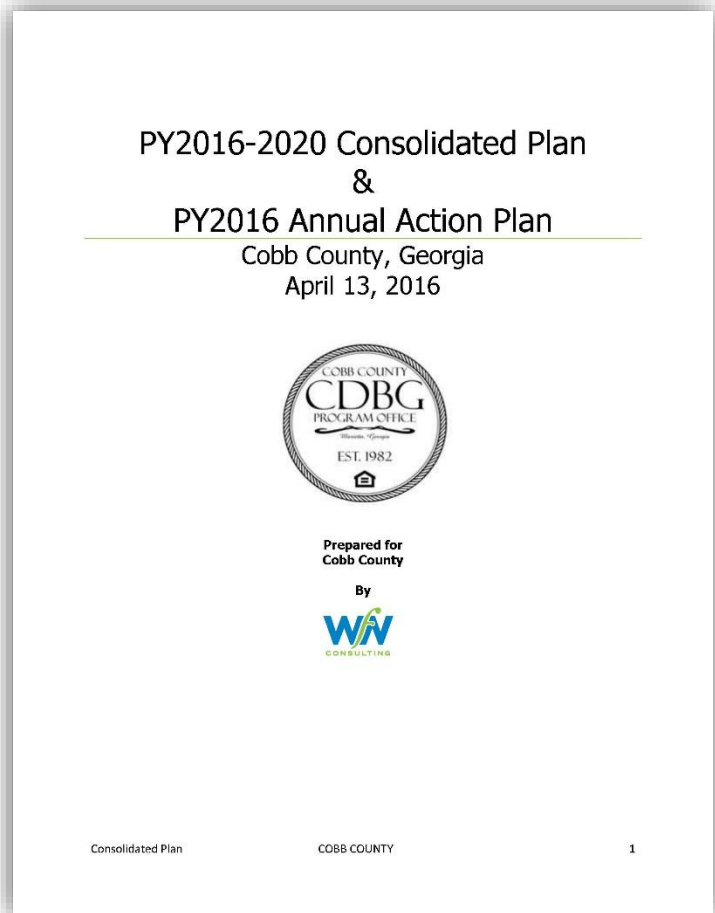
# Current Planning Documents

In an effort to be truly comprehensive, the City of Marietta's Comprehensive Plan will work in conjunction with other pertinent planning documents that have either already been completed or those that are in progress to build upon momentum, remain consistent and to reduce redundancy. The following list outlines current City of Marietta and relevant Cobb County planning documents that are referenced in the comprehensive plan or should be used in conjunction with the plan to assist the City in accomplishing its vision and goals.

## Cobb County Consolidated Plan: Housing

The City of Marietta receives an annual allocation of Community Development Block Grant (CDBG) funding from the U.S. Department of Housing and Urban Development (HUD). Currently, the City jointly administers the funds with the Cobb County CDBG Program Office, but soon will be administering those funds in-house on behalf of the City. The City uses its funds to support activities which stabilize and strengthen low- to moderate income neighborhoods and provides safe and healthy services for the community. Examples of CDBG eligible projects include housing rehabilitation opportunities for low- and moderate-income homeowners, financial support to non-profit agencies that meets the City's CDBG priorities and services low- to moderate-income individuals, and replaces deteriorated playground equipment for City-owned parks located in neighborhoods of 51% low-to-moderate households.

Cobb County's 2016-2020 Consolidated Plan outlines various activities county-wide that address housing and community development issues and include the City of Marietta. These activities cover affordable housing, neighborhood revitalization and reinvestment, increased housing options for the homeless population, increased capacity of public services, and increased funding for economic development. Specifically noted in the 2016 Annual Action Plan is an allocation of \$488,026 for the City of Marietta to provide funding to support public service programs, acquire/construct/rehabilitate public facilities and to provide administrative structure (Cobb County PY2016-2020 Consolidated Plan, pg. 127). The City will use the Consolidated Plan's Annual Action Plan to guide housing initiatives and priorities. Once Marietta assumes responsibility of its CDBG administration from the County, the City will reevaluate its housing program in order to serve the community and its residents in the most effective way.

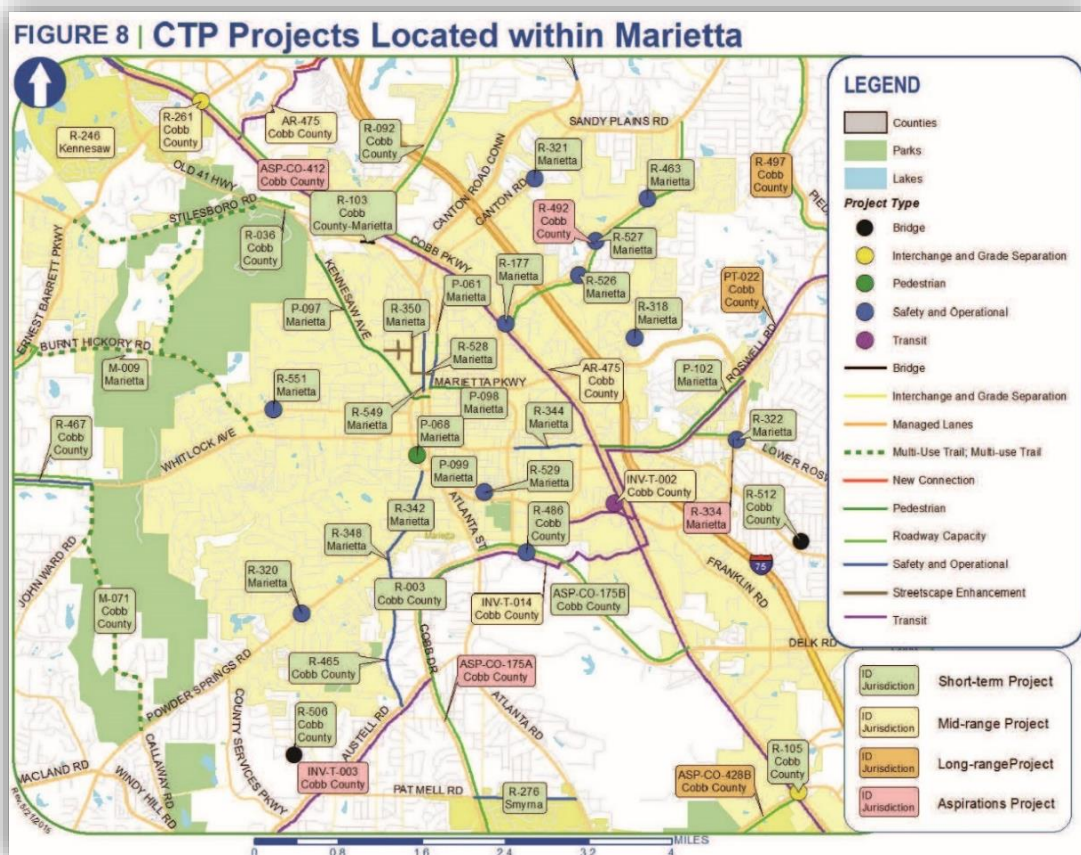


## Cobb County Comprehensive Transportation Plan

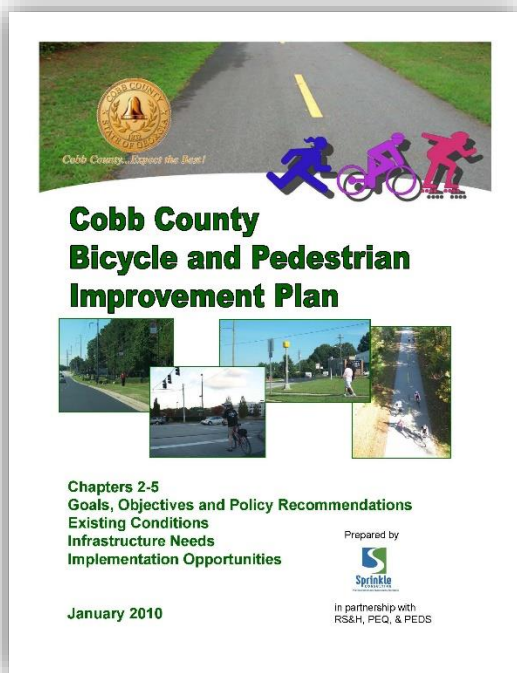
*Cobb in Motion* is the Cobb County Comprehensive Transportation Plan (CTP) and serves as the guidebook for transportation strategies and projects within Cobb County. Through the CTP, the City of Marietta works with Cobb County to establish transportation priorities utilizing federal transportation funds. The CTP looks at existing transportation conditions, analyzes need, and develops a project list that recommends specific measures to meet the County's transportation needs. The County has developed five (5) guiding principles that helped define the recommendations and project list for the CTP. These include the following:

- Maximize Performance of Transportation System
- Improve Access and Manage Traffic Congestion
- Achieve Traveler Safety and Security
- Drive Economic Competitiveness
- Lead with Cost-Effective Solutions

Marietta is included in several county-wide projects such as bridge rehabilitation, resurfacing, and traffic system infrastructure improvements. More specifically for the City of Marietta, projects include numerous intersection improvements along Cobb Parkway, Powder Springs Street, and South Marietta Parkway, gateway improvements along Allgood Road, traffic calming and pedestrian improvements along Church Street and Cherokee Street, sidewalk improvements along Roswell Road, Kennesaw Avenue and North Marietta Parkway, and multi-use trail construction at Burnt Hickory. All projects listed in the CTP for Marietta have been included in the Community Work Program found on page 77. For a complete listing, please see the CTP's short-term project list within the *Recommendations Report* (Cobb in Motion: Recommendations Report, pg. 61).



## Cobb County Bicycle and Pedestrian Improvement Plan



The Cobb County Department of Transportation created a *Bicycle and Pedestrian Improvement Plan* in 2010. This study identified where Cobb County could improve conditions for bicycling and walking and builds upon the City's desire to provide a safe and efficient, multi-modal transportation network, as identified in the CTP. Identified in the Bicycle and Pedestrian Improvement Plan were opportunities to develop bike lanes if the road surface was re-allocated along Cobb Parkway from Roswell Street to Canton Road, Polk Street beginning at Burnt Hickory Road to North Marietta Parkway and South Marietta Parkway from Cobb Parkway to Interstate 75. Other areas were identified that may have the capacity to add a bike lane, but would not meet the performance threshold, as well as potential locations that could accommodate a bike lane if the shoulders were widened. For full set of recommendations, please refer to the *Bicycle and Pedestrian Improvement Plan*, Chapter 5.

## The Atlanta Regional Transportation Plan (RTP)

The Atlanta Regional Commission serves as the Metropolitan Planning Organization (MPO) for a 20-county metro Atlanta area. The ARC's Regional Transportation Plan (RTP) is the transportation element of *The Atlanta Region's Plan*, which serves as the region's long-range comprehensive plan. The RTP outlines and prioritizes federal transportation spending in the region for a 20-year planning horizon. The City of Marietta works with Cobb County and the ARC to develop a project list for the plan. Examples of Marietta projects included in the RTP include intersection improvements at SR 5 (Atlanta Street) at South Marietta Parkway/South 120 Loop and intersection improvements at US 41/Cobb Parkway and North Marietta Parkway/North 120 Loop.

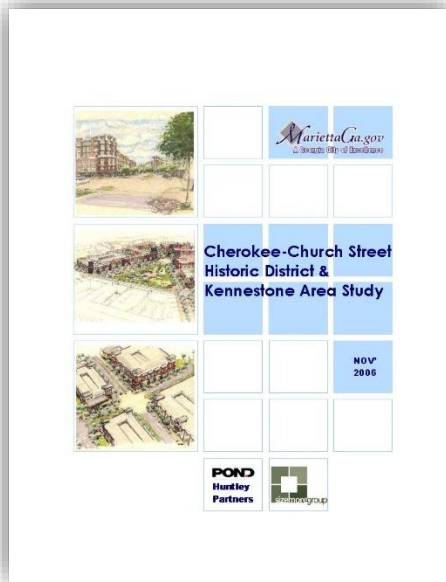




## Atlanta Regional Economic Competitiveness Strategy

The Atlanta Regional Commission is designated by the Department of Commerce as the Economic Development District (EDD) for a 10-county metro Atlanta area including the City of Marietta. The ARC's Regional Economic Competitiveness Strategy serves as the region's Comprehensive Economic Development Strategy (CEDS) and is the framework for "navigating economic challenges while building on strengths to remain competitive for jobs and workers," as outlined in the Strategy's purpose. The Strategy relies on the 10 counties and 72 cities within Metro Atlanta to implement these goals through four focus areas: Educated Workforce, Prosperous Businesses, Livable Communities, and Innovative Economies.

The ARC will be conducting its five-year update of the Strategy in 2017. The City of Marietta will be actively engaged in this process.

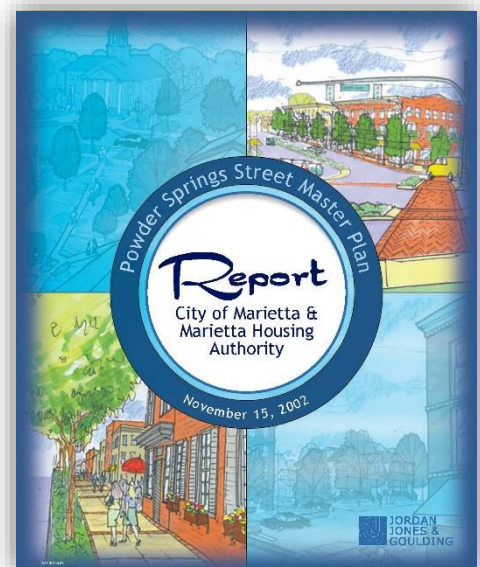


## Kennestone Area Land Use & Transportation Study

The *Kennestone Area Land Use and Transportation Study* was completed in 2006 in conjunction with Kennestone Hospital and the City of Marietta. The study analyzed land use, zoning and transportation issues in and around the hospital area and the adjacent Church-Cherokee Street Historic Districts. Although never fully implemented, the study generated discussion that led to additional ideas and efforts that have been developed for the Kennestone Area.

## Powder Springs Street Master Plan

The *Powder Springs Street Master Plan* was developed in 2002 by the City of Marietta and the Marietta Housing Authority to analyze four basic elements: economics, land use, transportation and urban design of the Powder Springs Street Corridor. Powder Springs Street serves as a thoroughfare to the Square and is plagued by inconsistent development, yet has great potential to become an extension of the downtown area. The Powder Springs Street Master Plan mentions several properties ripe with potential for redevelopment including the former Johnny Walker Homes and





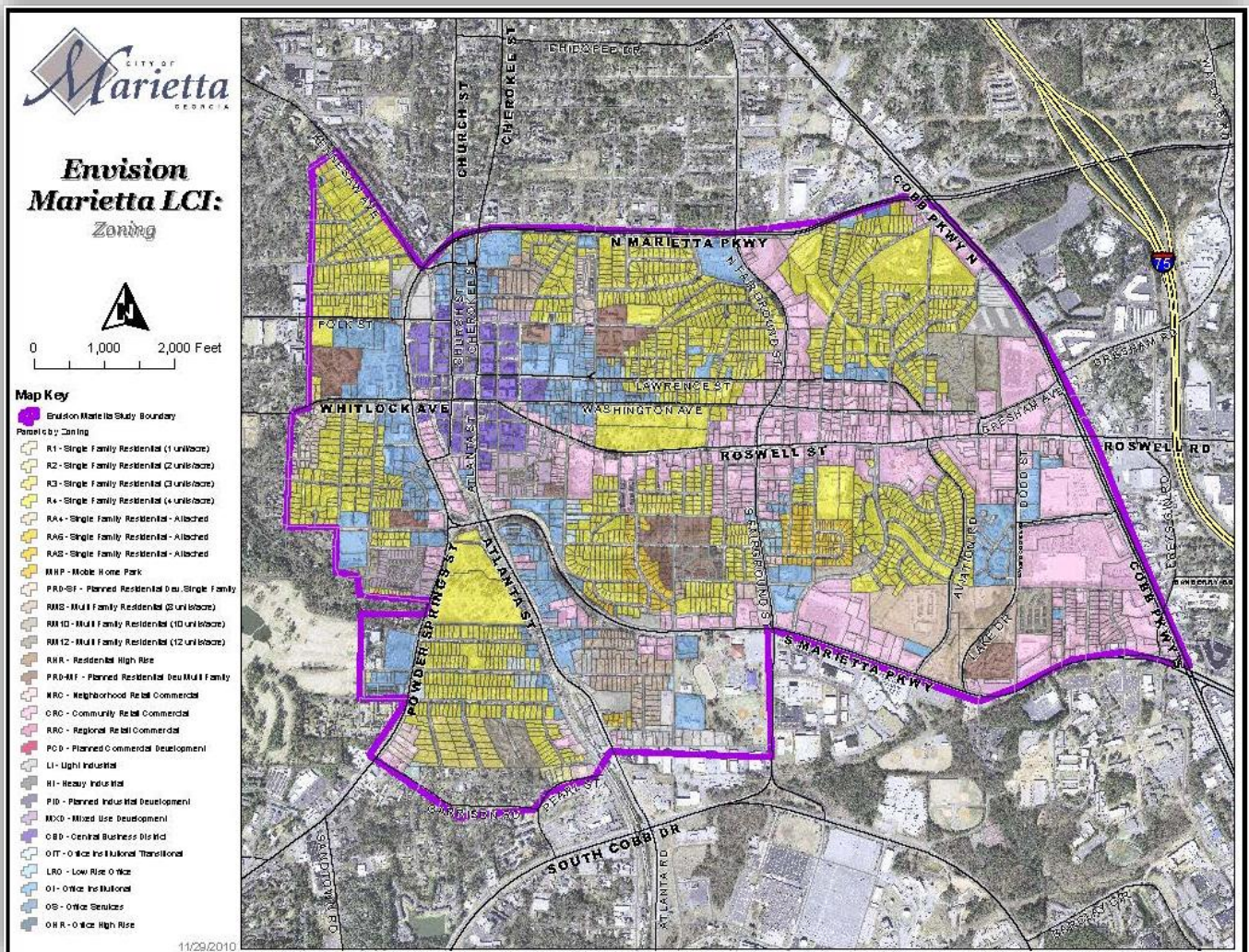
Wynhaven Apartments. Fifteen years later, and after a downturn in the economy, both sites are planned to be redeveloped to include detached single-family homes and townhomes.

## Livable Centers Initiative

The Livable Centers Initiative (LCI) is a program funded by the Atlanta Regional Commission with the goal to create livable communities across the Metro Atlanta region, “linking transportation improvements with land use development strategies”. The City of Marietta has three LCI areas within its city limits: Envision Marietta LCI (2001), Franklin/Delk LCI Study (2005), and the Marietta University Enhancement District LCI (2013).

The plans take a look at current trends, future demands, and current opportunities within an established boundary to develop a 5-year work program that addresses transportation, housing and other aspects of livability.

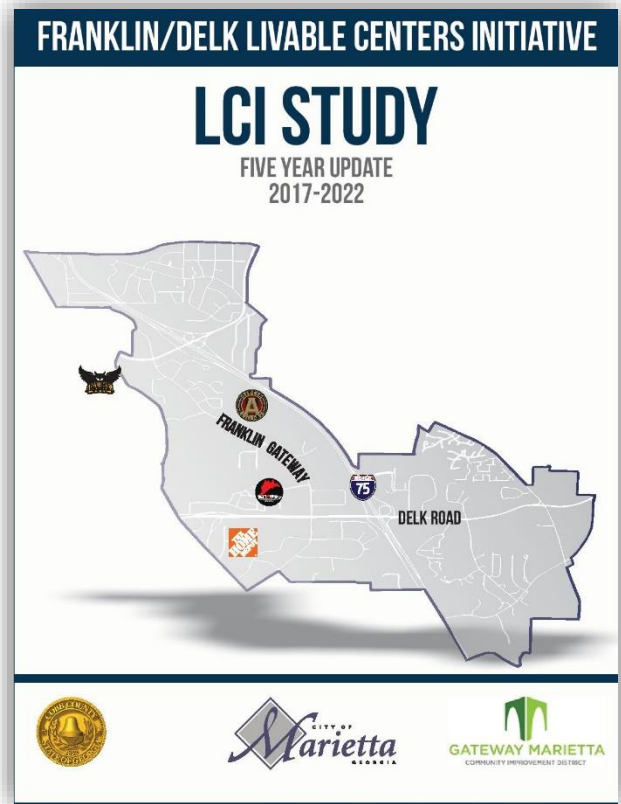
*Envision Marietta LCI:* The City of Marietta was chosen as one of the first twelve communities in the LCI program which has now invested more than \$194 million in planning and implementation funds, and assisted 112 communities across the Atlanta region to enhance regional activity centers and transportation infrastructure. Since the original plan was developed in 2001, the LCI has been updated three times, in 2005, 2010, and in 2017 in conjunction with the Comprehensive Plan. The Envision Marietta LCI study area is comprised mainly of the central business district (The Square) and immediately adjacent areas. According to the 2011-2016 LCI Five-Year update, over 75% of the original work program items had been started, are underway or had been completed.



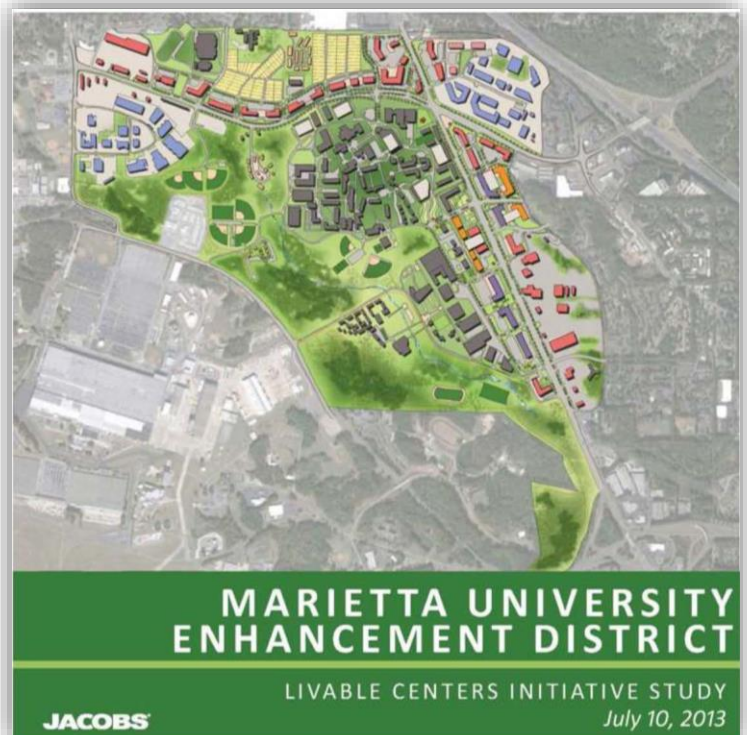


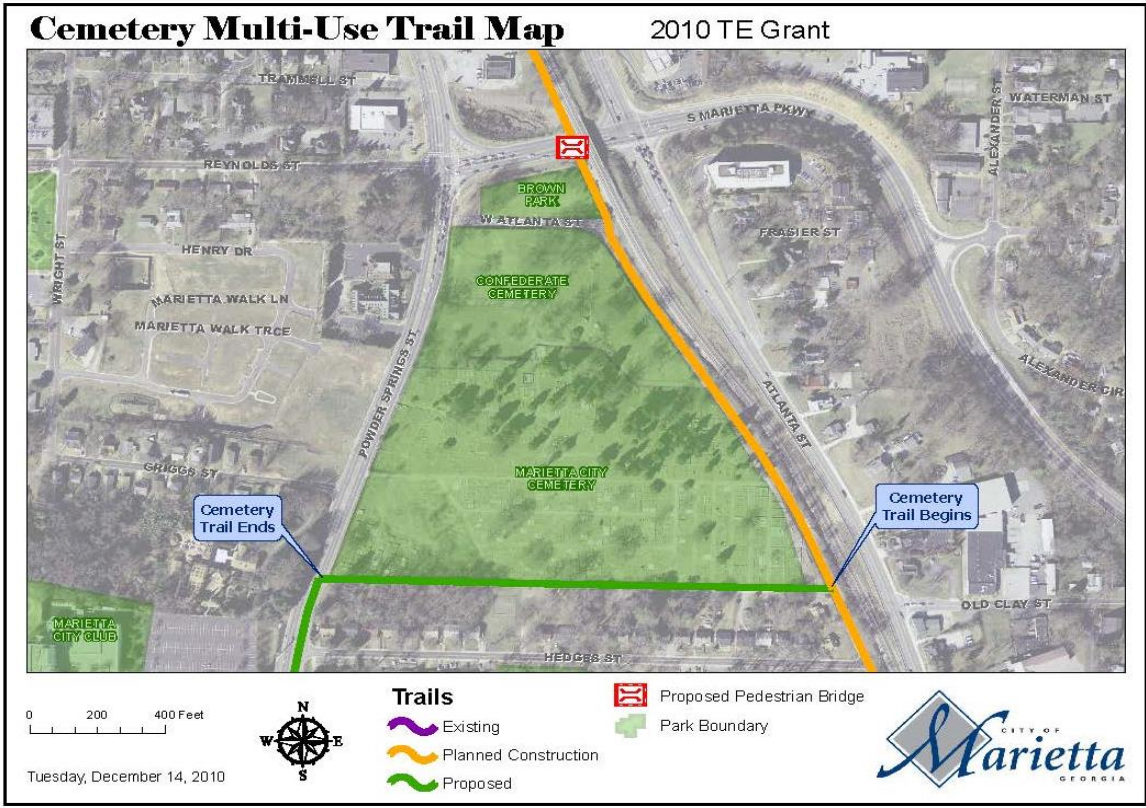
These projects included amending the sign ordinance, developing a Residential Infill Development Overlay District, creating a historic preservation ordinance, developing a Tax Allocation District in the City Center South Renaissance Character Area, creating a Redevelopment Task Force, and numerous redevelopment projects including the Marietta Mill Lofts, Emerson Hill Townhomes, Emerson Overlook and Village at Frasier Park.

*Franklin/Delk Road LCI:* The Delk Road Transit Oriented Development (TOD) LCI was a joint plan conducted by the City of Marietta and Cobb County in 2005. The plan was initially focused on the concept of bus rapid transit, potentially locating at a station along Franklin Road. The concept was supported by the proposed light rail transit plans for the HOV/BRT study along Interstate 75, but when the transit study was no longer supported, the focus of the LCI shifted. In 2009, the City of Marietta and Cobb County approved an update of the plan and changed its name to the Franklin/Delk Road LCI study with the focus on the redevelopment of the Franklin Road (now Franklin Gateway) Corridor. The LCI was later amended in 2011 to expand the boundary to the south to include a portion of Powers Ferry Road and also to include the City's Opportunity Zone and Green Tech Corridor. The plan was updated again in early 2017 and its boundaries were expanded to include Roswell Street.



*Marietta University Enhancement District (MU<sup>2</sup>) LCI:* In 2012, the City of Marietta, Southern Polytechnic State University (now Kennesaw State University), and Life University were awarded an LCI to conduct a redevelopment study that would enhance the area along Cobb Parkway adjacent to the two universities. The study outlined four critical projects that would help implement the overall vision for the Marietta University area. These projects included a University Center, a University Square, redevelopment along Cobb Parkway and South Marietta Parkway, and a University Research and Development Park/Technology Center. The study also called for road improvements with complete street design and new trails linking Rottenwood Creek to Kennesaw Mountain and to the Chattahoochee River.





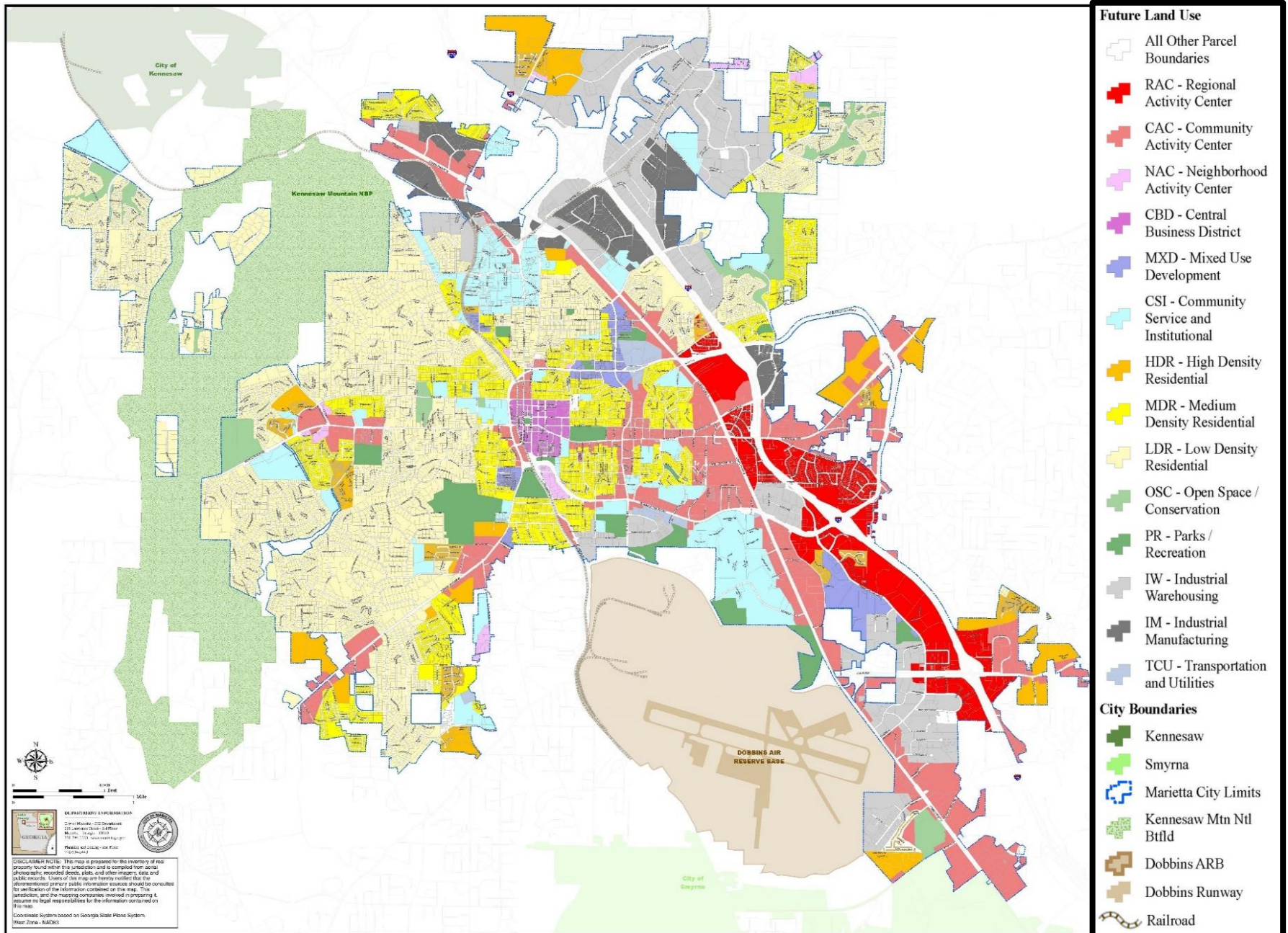
*Transportation Enhancement (TE) Projects:* In addition to planning documents, the City of Marietta has a number of GDOT Transportation Enhancement (TE) grant funded projects underway that were included in the City’s most recent Short-Term Work Program and will be carried over to the next Community Work Program. These projects include the Atherton Square Revitalization, Cemetery Trail, and the Mountain to River (MTR) Trail that will be finished summer of 2017.



# Implementation Measures

# Future Land Use

\*Please see the Appendix for a larger version of the Future Land Use Map.



# Future Land Use Descriptions

The Future Land Use Map was developed from the current land use and zoning map of the City of Marietta. The map outlines anticipated land uses over the next twenty (20) years and uses conventional classifications to describe the use of the land. This map will be used as a guide in conjunction with city wide polices and the Character Area Map located on page 44, when making development related decisions. The Character Area Map identifies boundaries of sub-planning areas that have unique characteristics that require special attention in regards to development issues. The land use classifications used in the Future Land Use Map are described below and further detailed by describing the primary land uses of each character area listed in the next section. Definitions for the standard land use categories are taken from Chapter 110-12-1 *Minimum Standards and Procedures for Local Comprehensive Planning* of the Georgia Department of Community Affairs and outline broad categories including potential land uses.

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 conjunction with the Character Areas, and 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. Updates to the Future Land Use Map include changes to parcels to reflect re-zonings and changes in the definition (number of units) for Low, Medium, and High-Density Residential.

- 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 Development (MXD)

### *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 four (4) 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 five (5) to eight (8) 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.
- 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 nine (9) 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.
- 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 the Historic Board of Review (HBR) 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)*

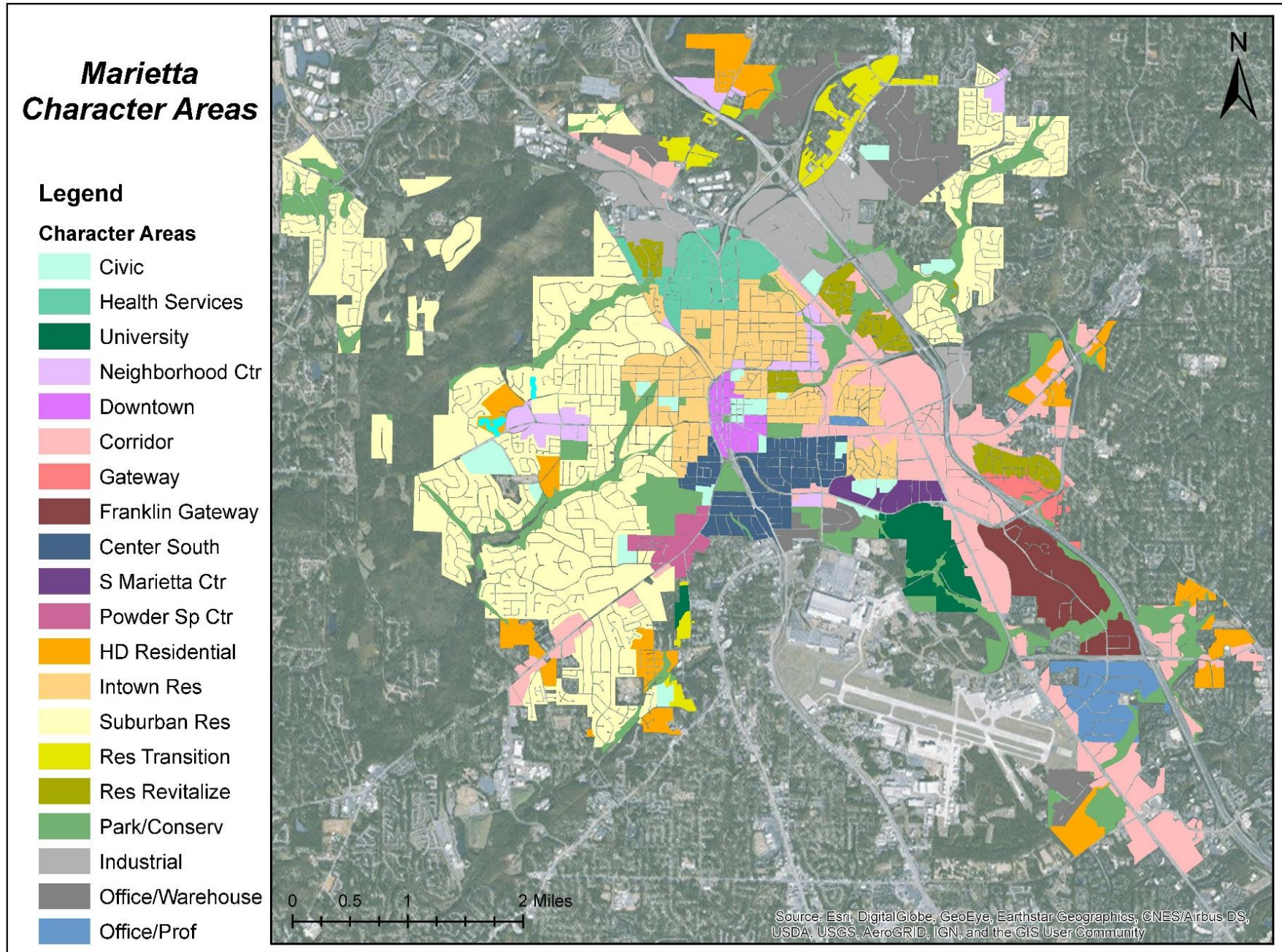
Mixed-use districts are recommended locations for development of activity centers that are specifically planned to include both residential and non-residential uses. The range of non-residential uses and the development density of all use types vary depending on the size of the district and the intensity 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.
- 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.



# Character Areas



# Character Area Descriptions

Character areas are unique areas of the city which contain characteristics that separate them from the surrounding areas. They exhibit development patterns, urban design, special architectural elements, history, stability, blight, and a variety of other factors that assist in understanding various districts within the city. The original character areas were developed for the 2006-2030 comprehensive plan through a public process with city staff and Steering Committee input.

The current character areas used the original districts as a basis. Input from the public, steering committee and city staff concluded that the character areas were largely still applicable, with small changes needed to address the redevelopment efforts occurring, along with a name change, in the Franklin Gateway area, align the University Character Area with the boundaries of the Marietta University Enhancement District LCI, and to better distinguish the colors of the character areas on the map.

The following list of character areas corresponds to the Character Area Map listed on page 44. As previously mentioned character areas are sub-planning areas that have unique or special characteristics that require special attention regarding future development. The character areas are listed below and include a brief description of the area, an explanation of desired development patterns, and primary land uses.

## City Center South Renaissance

The City Center South Renaissance character area is in close proximity to downtown and provides substantial opportunity for new development of multiple uses, including new mixed-use and residential development. The area provides opportunity to expand the influence of the Square and should operate as a day and evening activity center. The City Center South Renaissance area is appropriate for some moderate to high-density residential developments, with all new developments being pedestrian friendly. New residential units in this area should be primarily owner-occupied, but may include a senior living facility.

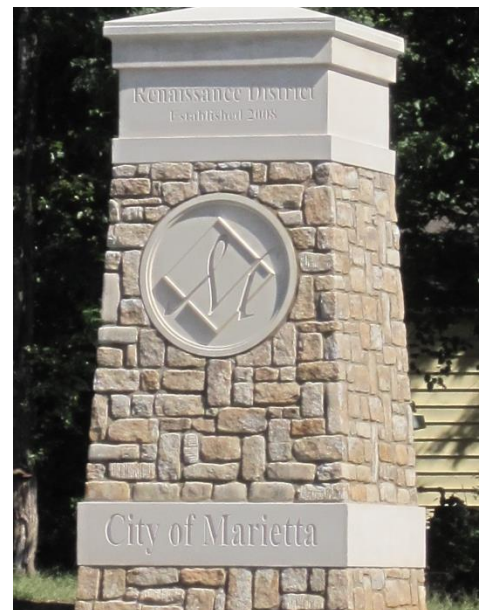
Over the last ten years, the City of Marietta developed a brand for the *Renaissance District* and completed infrastructure improvements such as the installation and improvement of sidewalks, lighting, signage, and gateway monuments funded by tax allocation district (TAD) bond proceeds and funded through the City Center South Renaissance TAD located within this character area.

### Primary Land Uses:

- Single family housing
- Compatible multifamily residential development
- Compatible moderate to high density development
- Infill
- Mixed use development
- Recreation areas
- Retail
- Sidewalks and/or walking trails
- Senior living facility

### Implementation Strategies:

- Preserve existing single-family homes.



Gateway Monument in Renaissance District



- Encourage restoration of aging homes.
- Support redevelopment of Hedges Property.
- Encourage redevelopment of dilapidated properties.
- Encourage historic preservation.
- Promote new single-family residential development.
- Development new single-family development.
- Develop new multifamily homes with high quality design elements compatible with existing single-family homes.
- Encourage use of Renaissance District brand.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Establish pocket parks.
- Utilize TAD to incentivize private development.



*Rendering of Manget Development*

## Civic

The Civic character area is comprised of public use facilities including schools, community facilities, and government buildings. The Civic area is concentrated around the Square, as Marietta is the county seat of Cobb County. Other pockets of civic uses beyond the Square include the CobbLinc bus transfer station, the Switzer Library, and Marietta City Schools. Appropriate uses for this character area include special government and cultural activities, such as 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 to create a distinct identity.

### Primary Land Uses:

- Government buildings and facilities
- Community facilities
- Walking and biking trail connections

### Implementation Strategies:

- Protect historic properties.
- Maintain and improve current properties.
- Link area to other community facilities and amenities.
- Integrate appropriate mixed-use and/or housing developments in close proximity.
- Reuse existing vacant or underutilized structures to accommodate new community facilities.



*Marietta City Hall*



*CobbLinc Bus Transfer Station*

## Corridor

The Corridor character area exists along major arterial and collector roads throughout the city. Currently, the areas are primarily commercial in nature with most of the uses being in strip centers and served almost exclusively by automobiles. Many of these areas are in need of a new vision that will bring a more pleasing and inviting environment – transitioning these roads into boulevards while also incorporating pedestrian and bicycle infrastructure.

Landscaped medians, multi-use facilities, sidewalks, streetscape enhancements and other amenities would greatly enhance the area. In some instances, these boulevards should transition to multi-modal facilities.

It is appropriate to add some residential, particularly in areas that are served by public transportation, but commercial should remain the predominant use.

### Primary Land Uses:

- Commercial
- Some mixed-income housing options, with higher densities as appropriate
- Sidewalk and trail connections

### Implementation Strategies:

- Incorporate pedestrian-oriented walkable connections.
- Promote infill and adaptive reuse in targeted and appropriate areas.
- Incorporate landscaping and site design.
- Continue to incorporate signage and lightning features to enhance the quality of the development.
- Target underutilized shopping centers for revitalization efforts.
- Coordinate with GDOT to incorporate complete streets elements.
- Partner with GDOT to educate residents on managed lane exits at Roswell Road and Terrell Mill.



*Cobb Parkway at Barclay Circle*



*Cobb Parkway at Roswell Street*



## Downtown

The Downtown character area is a unique area containing a strong character and reinforces the concept of a sense-of-place through a variety of uses and architectural styles. The uses are of higher intensity and include office, retail, entertainment, services, employment, and moderate to high density residential.

Marietta's Downtown area consists largely of the area known as the Square and Glover Park, and serves as the city's central business district. The Downtown character area should be pedestrian-friendly, containing strong walkable connections while maintaining a vehicular grid system.



*Fountain in Glover Park at Marietta Square*

### Primary Land Uses:

- Office
- Retail
- Entertainment
- Public/Institutional
- Government Services
- Moderate to High Density Residential
- Pedestrian and Biking Facilities



*North Park Restaurants and Retail*

### Implementation Strategies:

- Update and Implement Envision Marietta LCI.
- Promote high density mix of residential, retail, office, and services.
- Encourage historic preservation.
- Develop new multifamily homes with high quality design elements compatible with downtown character.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Encourage infill development.

## Franklin Gateway

The Franklin Gateway character area represents a targeted restructuring of the land use pattern and uses for an entire corridor. For many years, Franklin Gateway, formerly known as Franklin Road, experienced general blight and distress, as well as low quality development. The vision for this area, which is a work in progress, is to redevelop the area to contain a high-quality, mixture of uses, such as



*Atlanta United Headquarters and Training Facility*

residential, office, retail, entertainment, and recreation.

This restructuring effort is currently underway and has been made possible through the use of a redevelopment bond passed by voters in 2013. Recent successes in the area include the creation of the Gateway Marietta CID in 2014, Atlanta United FC's headquarters and training facility, and Home Depot's Technology Center.



*Apartment Complex on Franklin Gateway*

New development in the area should be cognizant of existing, stable residential and commercial uses, and retail and office activity should be concentrated into walkable cores, rather than dispersed, auto-oriented, strip shopping centers. This area is appropriate for taller commercial, office, and mixed-use buildings. New residential options should be primarily owner-occupied.

Primary Land Uses:

- High Density Residential
- Retail
- Office/Professional
- Entertainment
- Recreation
- Pedestrian and Biking Facilities

Implementation Strategies:

- Implement and update the Franklin-Delk LCI.
- Coordinate with and support the Gateway Marietta CID.
- Promote high density mix of residential, retail, office, and services.
- Develop new multifamily homes with high quality design elements compatible with the area.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Work with CobbLinc to ensure public transportation access and bus stops.



*Commercial on Franklin Gateway*

## Gateway

The Gateway character area has potential for regional scale development. The area is located east of I-75, north and south of South 120, and currently contains large undeveloped tracts of land with some single-family residential. These properties have valuable frontage and visibility to Interstate 75. The residential neighborhoods can be accessed from Powers Ferry Road, and previously had been divided and partially torn down to construct the Interstate. As seen from the picture on the right, many of the neighborhood streets now dead end at I-75, separated by vegetation and a sound barrier.



*Neighborhood Road Cut Off By I-75*



The Gateway character area is suitable for large commercial and office centers with residential restricted to a small area of the site and separated from the major transportation corridors surrounding the property. This area is in close proximity to Franklin Gateway and is included in the Gateway Marietta CID boundaries.

Primary Land Uses:

- Medium to High Intensity Office and Retail
- Existing Single-Family Residential
- Limited new residential that is in a mixed-use capacity
- Pedestrian and Biking Facilities
- Public Transportation Facilities



*Vacant Land at I-75 and South 120*

Implementation Strategies:

- Coordinate with and support the Gateway Marietta CID.
- Promote medium to high density mix of retail, office, and services.
- Develop new multifamily homes with high quality design elements compatible with the area.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Encourage compatible architecture styles that maintain the regional character.
- Work with Gateway CID to market area to potential developers.

## Health Services

The Health Services character area consists of the area immediately surrounding Wellstar Kennestone Hospital. Kennestone Hospital is a regional hospital with a Level II Trauma Center. The hospital has recently announced the construction of a new emergency room that will quadruple the size of the current one. The emergency room will be constructed across Church Street from the main hospital with a pedestrian bridge to connect the two. Construction is expected to be completed by 2020.

The majority of uses in this area should include offices for health services and a small quantity of commercial and service establishments to meet the needs of the business community in this area. Residential developments should be limited with some exceptions made for senior living or special needs housing. Specific attention should be made to preserve the character and integrity of the neighboring Church/Cherokee Historic District.



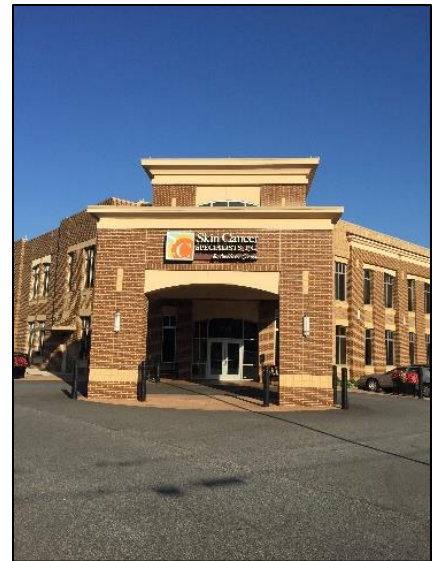
*Kennestone Hospital*

Primary Land Uses:

- Health Services
- Office
- Complementary commercial and service establishments
- Limited residential, to include senior and special needs housing
- Pedestrian and Biking Facilities
- Public Transportation Facilities

Implementation Strategies:

- Promote medium density mix of office and complementary commercial and service establishments.
- Study the potential for senior or special needs housing.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Encourage compatible architecture styles that maintain the hospital’s character.
- Protect the character of the Church/Cherokee Historic District.
- Work with CobbLinc to ensure hospital area is served by public transportation and contain bus stops.



*Medical Complex near Kennestone*

## Higher Density Residential

Higher Density Residential character areas are located along major arterial and collector corridors, appropriate for condo, townhome, and apartment uses at 6-12 units/acre. The area should offer reasonable transitions to residential areas of lower density, and to include affordable and workforce housing. The design should be pedestrian oriented with direct connections to services, greenspace, employment centers, and public transportation. Bike lanes or multi-use trails should be incorporated to encourage bicycling, providing a safe place to do so.

Primary Land Uses:

- High Density Residential
- Pedestrian and Biking Facilities
- Public Transportation Facilities

Implementation Strategies:

- Study and create more affordable and workforce housing.
- Promote a mixture of housing types to include apartments, townhomes, and condos.
- Encourage rehabilitation of aging, existing apartment complexes.
- Develop new multi-family homes with high quality design elements.



*Apartment Complex in Marietta*



*High Density Residential near Downtown*



- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities and employment centers.
- Work with CobbLinc to ensure developments are served by public transportation and contain bus stops.

## Industrial

Industrial character areas are appropriate for heavy industrial and manufacturing uses, and should contain safe and direct access to regional transportation systems, including the interstate and heavy rail. Industrial areas should be separated from residential areas and contain large lot sizes. Marietta is relatively built out; therefore, the City does not anticipate any new large, industrial areas.

The vision for the existing Industrial character areas is to retain current businesses and attract new companies to any vacant buildings or lots. The City also desires to maintain and improve upon the aesthetics, infrastructure, and access to the industrial areas.

### Primary Land Uses:

- Heavy Industrial
- Light Industrial
- Transportation – Heavy Rail and Interstate

### Implementation Strategies:

- Maintain and improve water, sewer, stormwater, and transportation infrastructure.
- Work with industrial park associations to incorporate landscaping and site design to soften or shield views of buildings, parking lots, and loading docks.
- Incorporate signage and lighting guidelines to enhance quality development.
- Work with CobbLinc to service industrial parks with public transportation access and bus stops.



*Business in Cobb Marietta Industrial Park*



*Business in Pickens Industrial Park*

## In-Town Residential

The In-Town Residential character area consists of older, sometimes historic, residential areas in close proximity to the downtown area and Square. The In-Town area is primarily owner-occupied, single-family residential, and should remain as such. However, some neighborhood commercial, appropriately-scaled, may be appropriate.

For the most part, the areas within this district are stable, but others are in need of reinvestment in the existing housing stock. The areas needing reinvestment provide opportunity for new infill housing. Ensuring that new developments are compatible with those that currently exist will help to preserve these stable neighborhoods. New residential units should be architecturally compatible with other residential structures, especially within historic districts.

The In-Town Residential character area contains four locally designated historic districts: Downtown, Kennesaw Avenue, Church/Cherokee Streets, and Forest Hills. In December 2011, the City of Marietta's Historic Board of Review approved design guidelines for the Downtown Historic District.

### Primary Land Uses:

- Single-Family Residential
- Pedestrian and Biking Facilities
- Passive Recreation

### Implementation Strategies:

- Preserve existing single-family homes.
- Encourage restoration of aging homes.
- Promote new single-family residential development with historic character.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Establish pocket parks on vacant or undevelopable land.



*Historic Home*



*Mid-Century Modern Home in Established Neighborhood*



*Historic Home in Area in Need of Reinvestment*

## Neighborhood Center

Neighborhood Center character areas are scattered throughout the community and provide retail and service needs to neighborhood residents. These small-scale commercial centers are mainly found at intersections of collector roads, and on the edge of residential districts so that they form a buffer between the residents and the thoroughfare.

Each Neighborhood Center should have a distinct “sense of place” to differentiate them from other areas of the city. Ideally, the character of the center should represent that of the community or neighborhood that it serves. Some higher density residential may exist in the form of mixed use or senior living facilities.

### Primary Land Uses:

- Low Intensity Office and Retail
- Mixed Use
- Some Senior Housing

### Implementation Strategies:

- Promote medium density mix of retail and office.
- Develop new neighborhood centers with high quality design elements compatible with neighborhood character.
- Revitalize underutilized neighborhood centers to meet the needs of the community.
- Better understand the needs of the neighborhood to more adequately serve them.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.



*Grocery Store in Neighborhood Center*



*Senior Living Facility Near Neighborhood Center*

## Office/Professional

Office/Professional character areas are appropriate for office administrative, medical services uses and can be found near major commercial cores or corridors. As mentioned previously, Marietta is relatively built out; therefore, the vision for the existing office/professional character areas is to retain current businesses and attract new companies to any vacant space. The City also desires to maintain and improve upon the aesthetics, infrastructure, and access to these office/professional areas.



*New Market Business Park*



Primary Land Uses:

- Office

Implementation Strategies:

- Maintain and improve water, sewer, stormwater, and transportation infrastructure.
- Work with business park associations to incorporate landscaping and site design.
- Incorporate signage and lighting guidelines to enhance quality development.
- Work with CobbLinc to service business parks with public transportation access and bus stops.



*New Market Business Park*

## Office/Warehouse

Similar to Office/Professional, the Office/Warehouse character area is 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. Office and warehousing companies often need access to interstate and/or heavy rail. They generate low levels of noise, odor, smoke, dust, or intense light and have minimal impacts on local residential communities.

Primary Land Uses:

- Office
- Warehousing
- Light Industrial

Implementation Strategies:

- Maintain and improve water, sewer, stormwater, and transportation infrastructure.
- Work with business park associations to incorporate landscaping and site design.
- Incorporate signage and lighting guidelines to enhance quality development.
- Work with CobbLinc to service business parks with public transportation access and bus stops.



*Commerce Park Business Park*



*Commerce Park Business Park*

## Parks/Open Space/Conservation

Parks/Open Space/Conservation character areas can be found throughout the city and are appropriate for public gathering, recreation, and environmental protection. Public parks, waterways, wetlands, floodplain, private recreation areas, plant and animal habitats, and other environmentally sensitive areas can be found within this character area.

Parks/Open Space/Conservation character areas should promote passive uses, tourism and recreation. Existing parks should be preserved and undeveloped areas not appropriate for development should be used as open space, pocket parks, or potential City recreational facilities.



*Marietta National Cemetery*

There should exist strong sidewalk and trail connectivity to the parks and open spaces from nearby neighborhoods, schools, and other amenities.

Primary Land Uses:

- Park Spaces
- Walking and Biking Trail Connections

Implementation Strategies:

- Maintain and improve existing parks and recreational facilities.
- Set aside land that cannot be developed for open space or conservation use.
- Ensure installation of sidewalks and/or multiuse trails to facilitate pedestrian and bicycling activity.
- Ensure connectivity of sidewalk and/or multiuse trail network to community amenities.
- Implement and update City's Recreation Master Plan.
- Scale and use of the parks and open space should be compatible with surrounding community.



*Playground at Lawrence Street Recreation Center*



## Powder Springs Street Redevelopment

The Powder Springs Street Redevelopment character area addresses the need for new investment and major redevelopment in a declining gateway into downtown Marietta. The vision for this area includes high quality, mainly owner-occupied, medium to higher density developments that contain a combination of town homes and condos, and serves as an extension of the downtown area. The City also envisions a new neighborhood center at Power Springs Street and Sandtown Road. Currently, Powder Springs Street experiences disinvestment, inconsistent development, and contains many underutilized properties.

In 2002, the City developed a master plan for the Powder Springs Street redevelopment, mentioning several properties with potential for redevelopment including the former Johnny Walker Homes and Wynhaven Apartments. Today, both sites are in the process of being redeveloped to include detached single-family homes and townhomes.

### Primary Land Uses:

- Higher density residential
- Mixed Use
- Retail

### Implementation Strategies:

- Promote mixed use developments.
- Encourage infill development.
- Provide pedestrian oriented amenities, and ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Promote complementary density for mixed residential and commercial developments.
- Provide appropriate buffers from mixed use developments to adjacent to stable residential neighborhoods.
- Develop new neighborhood center with high quality design elements compatible with neighborhood character.
- Better understand the needs of the neighborhood to more adequately serve them.
- Retrofit vacant and dilapidated commercial buildings.
- Update the appearance of older, existing buildings with façade improvements.
- Protect exiting, stable businesses.



*Shopping Center at Powder Springs and Sandtown*



*Businesses Along Powder Springs Street*



*Businesses Along Powder Springs Street*

## Residential Revitalization

The Residential Revitalization character areas are located throughout the city and 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. The areas needing reinvestment provide opportunity for new infill housing, and any new development must be of compatible intensity with those that currently exist to help to preserve and stabilize the neighborhoods.

### Primary Land Uses:

- Single-family residential
- Pedestrian Facilities
- Passive Recreation

### Implementation Strategies:

- Preserve existing single-family homes.
- Encourage restoration of aging homes.
- Revitalize vacant and dilapidated housing.
- Promote new single-family residential development with compatible character.
- Promote home ownership.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Establish pocket parks on vacant or undevelopable land.



*Residential in Need of Revitalization*



*Residential in Need of Revitalization*

## Residential Transitional

The Residential Transitional character areas are neighborhoods in the process of altering to a non-residential use. Protections should be made to ensure the existing residents are not adversely impacted and quality new development should be encouraged.

These areas are currently residential and near commercial activity centers where the influence of the centers have leaked into the adjacent neighborhoods. Many former residential homes have made the transition to commercial, and the commercial and residential homes often sit side by side as seen in the photo to the right.



*Residential Home Next to Commercial Business*



Primary Land Uses:

- Single Family Residential
- Low density Commercial
- Pedestrian Facilities

Implementation Strategies:

- Protect existing single-family homes.
- Encourage restoration of aging homes.
- Revitalize vacant and dilapidated housing.
- Ensure installation of sidewalks to facilitate pedestrian activity.
- Ensure connectivity of sidewalk network to community amenities.
- Conduct small area plans to better understand the possible alternatives for the future use of these areas, and involve current residents in these discussions.



*Residential Home Transitioned into Commercial*

## South Marietta Parkway Activity Center

The South Marietta Parkway Activity Center is an area appropriate for a mixture of uses including housing, entertainment, retail and other services. The area is located west of Cobb Parkway and on the north side of South Marietta Parkway to Fairground Street. The character area is located across South 120 from Kennesaw State University – Marietta Campus, the Greyhound Bus Station, and CobbLinc Bus Transfer Station, providing a number of opportunities for connectivity.

Redevelopment efforts should provide convenient access, pedestrian orientation, compatible mixture of land uses, higher residential density, and public spaces for the character area. Special attention should be made to incorporate Kennesaw State University – Marietta Campus and Life University, as well as recommendations from the MU<sup>2</sup> LCI.

Currently, the areas are primarily commercial in nature with most of the uses being in strip centers and served almost exclusively by automobiles. Landscaped medians, multi-use facilities, sidewalks, streetscape enhancements and other amenities would greatly enhance the area, as well as retrofitting existing commercial buildings to be more aesthetically appealing and encouraging new development to locate at the street front.

Primary Land Uses:

- Mixed Use
- Higher Density Residential for students and seniors
- Low to medium intensity office, retail and commercial services
- Entertainment



*Shopping Center on South 120*



*Vehicle Repair Businesses Along South 120*



### Implementation Strategies:

- Incorporate pedestrian-oriented walkable connections
- Promote infill and adaptive reuse in targeted and appropriate areas
- Incorporate landscaping and site design to soften views of buildings and parking lots
- Continue to incorporate signage and lightning features to enhance the quality of the development
- Target underutilized shopping centers for revitalization efforts.
- Promote medium density mix of retail and office.
- Ensure connectivity of sidewalk network to community amenities
- Implement and update MU<sup>2</sup> LCI.
- Involve Kennesaw State and Life University in developing future plans for this commercial activity center.

## Suburban Residential

The Suburban Residential area is characterized by stable, single-family detached residential areas that are developed, or were developed, at the periphery of the city. The area consists primarily of owner-occupied housing, planned residential developments, conservation subdivisions, and low-to-moderate density housing. Schools, parks and other similar public amenities are appropriate and should be considered in creating great connectivity.

Some well-designed small-scale commercial activity centers at suitable locations within walking distance from residences is appropriate.

### Primary Land Uses:

- Single-Family Residential
- Pedestrian and Biking Facilities
- Passive Recreation

### Implementation Strategies:

- Preserve existing single-family homes.
- Ensure installation of sidewalks and/or multiuse trails to facilitate pedestrian activity.
- Ensure connectivity of sidewalk and/or multiuse trail network to community amenities.
- Retrofit suburban subdivisions to better conform with traditional neighborhood design.
- Ensure adequate vehicle access and transportation infrastructure from residences to commercial centers.
- Promote mix of housing types.
- Promote street design that supports traffic calming measures.
- Establish pocket parks.



*Suburban Residential in Established Neighborhood*



*New Suburban Residential*

## University

The University character area includes the campuses of Marietta's post-secondary educational institutions which include Life University, Kennesaw State University's Marietta Campus (formerly Southern Polytechnic University), and Chattahoochee Technical College. These areas desire space to expand additional social, residential, administrative, research, and educational space. Life and KSU's campuses are included in the MU<sup>2</sup> LCI study boundary and recommendations should be included when considering this character area.

The City should work with the three post-secondary institutions to bring compatible and complementary land uses and designs to adjacent areas that support the institutions. The City should also work with the institutions to provide adequate off-campus student housing within close proximity to the three schools.

The areas surrounding the three schools are served almost exclusively by automobiles. Many of these areas could benefit from transitioning these roads into boulevards while also incorporating pedestrian and bicycle infrastructure. Landscaped medians, multi-use facilities, sidewalks, streetscape enhancements and other amenities would greatly enhance the area and provide safe pedestrian facilities for students who live on campus without access to a vehicle. The City is currently designing the Rottenwood Creek Trail that will travel the length of the creek through the campuses of Life and KSU, eventually connecting to Kennesaw Mountain on its north end by way of the Mountain to River Trail and the Chattahoochee River via the Bob Callan trail on its south end.

### Primary Land Uses:

- Institutional

### Implementation Strategies:

- Ensure installation of sidewalks and/or multiuse trails to facilitate pedestrian activity.
- Ensure connectivity of sidewalk and/or multiuse trail network to community amenities.
- Ensure adequate vehicle access and transportation infrastructure from campuses to commercial activity centers.
- Explore potential for off-campus student housing.
- Implement and update the MU<sup>2</sup> LCI.
- Construct the Rottenwood Creek Trail.



*Life University*



*Kennesaw State University - Marietta Campus*



*Chattahoochee Technical College - Marietta Campus*

# Report of Accomplishments

## 2012 City of Marietta Short-Term Work Program

\*Ongoing activities that are regular responsibilities of the City and not specific action items were listed as “Completed” and not carried over to the 2017-2021 Community Work Program. Many of these activities are policy statements, or a variation of, and can be found in the goals section of the Vision found on pages 8-11. Other ongoing activities were included in the 2017-2021 Community Work Program as more specific action items.

Project	Status*	Notes
<b>Natural Resources</b>		
Provide City representation on ARC task forces or committees to maintain close staff relationships with ARC in efforts to resolve regional issues	Completed	Currently ongoing in nature as opposed to a specific action item.
Modify open space set-aside requirements for private redevelopment projects to require permanent protection	Completed	
Watershed impact should be considered during future land use planning and development decision -making.	Completed	Currently ongoing in nature as opposed to a specific action item.
Work with ARC and Department of Natural Resources to identify and inventory locations of any existing habitats of sensitive plant and wildlife species.	Completed	Currently ongoing in nature as opposed to a specific action item.
Include water resources impact analysis in land use decisions.	Completed	Currently ongoing in nature as opposed to a specific action item.
Develop incentives for the protection of open space	Completed	
Modify open space set-asides as a condition of development receiving City funding or funding from the Marietta Housing Authority	Completed	
Generate a city-wide Greenway Master Plan to assist with the acquisition of greenspace and the establishment of conservation easements.	Completed	Recreation Master Plan completed in 2010.
Require additional mitigation for variances from open space requirements	Completed	Currently ongoing in nature as opposed to a specific action item.
Create a mechanism for accepting and maintaining open space lands and conservation easements	Completed	Friends of Marietta Parks program
Continue to implement policies, as appropriate, in accordance with the Metropolitan North Georgia Water Planning District.	Completed	Currently ongoing in nature as opposed to a specific action item.

Establish an educational program for homeowners on ecological, health, and societal benefits of specimen trees	Completed	Treekeepers and Parks & Recreation.
Ensure the tree planting in conjunction with transportation improvements projects to ensure a healthy and stable tree canopy for Marietta's present and future residents	Completed	Currently ongoing in nature as opposed to a specific action item.
Identify Regionally Important Resources (RIR) in the jurisdiction and depict as Areas Requiring Special Attention, Conservation Areas, or similar classification on the Future Development Map in the local comprehensive plan. ARC Local Govt Performance Stds - Min4.A- Required.	Completed	Met ARC Local Government Performance Standard.
Identify projects within the Short-Term Work Program of the local Comprehensive Plan that improves conservation and preservation of resources that contribute to the community's green infrastructure network. ARC Local Govt Performance Stds -Min4.F	Completed	Met ARC Local Government Performance Standard.
Tree planting each year November-March - Plant at least 200-300 trees each season which include but are not limited to schools, public right-of-ways, KMNB, City spaces/Parks	Completed	Is ongoing in nature.
Greenspace rejuvenation - Determine greenspace locations in the City of Marietta that need rejuvenation support	Completed	Parks and Recreation Master Plan.
Square Trees - Continue to assist and support the idea of adding trees to areas of the Square which do not have tree canopy	Completed	Church, Mill, Power Springs and Cherokee Streets have been completed.
Develop a Neighborhood Tree Replacement Program - Help local neighborhoods establish tree replacement or tree planting activities; develop Standard Community Tree Planting plans for right-of-way/entry way of neighborhoods	Completed	A program was established in 2013. In 2016, the city began working with Trees Atlanta to make it more successful.
Sip-n-Stroll's Educational Events - Continue to educate our community thru sip-n-strolls in neighborhoods, parks and other qualifying areas about the importance of healthy tree canopy to our City through professional arborists, landscape architects and forestry experts	Completed	Currently ongoing in nature as opposed to a specific action item.
Develop a Tree Self-Guided Educational Walk -This would be a program similar to self-guided Historic Walks that allow the residents or visitors explore areas of our City that have signature specimen trees	Postponed	Still a priority. Moved to 2017-2021 work program. Project described as "Develop a Self-Guided Educational Tree Walk" in efforts to be more concise in update.
Educational Programs - MTK/Grants/other organizations Continue to educate our community,	Completed	Currently ongoing in nature as opposed to a specific action item.

children and neighborhood associations by organizing and participating in workshops/meetings. The goal is to educate about care and maintenance, selection, replacement, and community benefits of continued tree canopy for the future of the City of Marietta.		
Community Facilities		
Continue to implement Marietta's Solid Waste Management Plan to reduce reliance on land-fills and to achieve other goals.	Completed	Currently ongoing in nature as opposed to a specific action item.
Community Outreach Programs: GREAT and COPs (Community Oriented Policing Program).	Completed	Currently ongoing in nature as opposed to a specific action item.
Allocate wastewater capacity in coordination with land use planning efforts and Comprehensive Plan policy objectives.	Completed	Currently ongoing in nature as opposed to a specific action item.
Plan with Cobb-Marietta Water Authority to maximize water supply by planning new sources, water conservation and distribution management practices.	Completed	Currently ongoing in nature as opposed to a specific action item.
Develop or reinforce mutual aid or service agreements between different public agencies or jurisdictions, including fiber-optic lines.	Completed	Currently ongoing in nature as opposed to a specific action item.
Continue information sharing and working relationships between County and City staff.	Completed	Currently ongoing in nature as opposed to a specific action item.
Reduce sewer overflows and capacity problems.	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.
School Zone Pedestrian Improvement Program	Completed	Accomplished through Safe Routes to School Program. Plan and program developed in 2014. 4 projects completed.
Water Line Replacements	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.
Allocate wastewater capacity in coordination with land use planning efforts and Comprehensive Plan policy objectives.	Completed	Duplicate project. Deleted from 2017-2021 work program.
Aviation Sports Complex Improvements	Completed	Completed 2012.
Birney Street Park Improvements	Completed	Completed 2014.
Brown Park Improvements	Completed	Completed 2014.
Burruss Nature Park Improvements	Canceled	Project Canceled.
Custer Park Improvements	Completed	Completed 2013.
Elizabeth Porter Recreation Center Replacement Project	Underway	Will be completed in 2017. Moved to 2017-2021 work program. Renamed Elizabeth Porter Park Project in update to better describe project as



		improvements include more than the recreation center.
Flournoy Park Improvements	Underway	Will be completed in 2018. Moved to 2017-2021 work program.
Glover Park (The Square) Improvements - renovate landscaping	Underway	Will be completed in 2017. Moved to 2017-2021 work program.
Gramling Street Park Improvements	Completed	Completed 2015.
Hickory Hills Park Improvements	Completed	Completed 2012.
Hill Park Improvements	Completed	Completed 2012.
Lake Park Improvements	Completed	Completed 2014.
Laurel Park Improvements	Completed	Completed 2013.
Lawrence Street Community Center Improvements	Completed	Completed 2014.
Lewis Park Improvement	Completed	Completed 2013.
Merritt Park Improvements	Completed	Completed 2014.
Victory Park Improvements	Completed	Completed 2014.
West Dixie Park Improvements	Underway	Will be completed in 2018. Moved to 2017-2021 work program.
Whitaker Park Improvements	Completed	Completed 2012.
Wildwood Park Improvements	Underway	Will be completed in 2018. Moved to 2017-2021 work program.
Woods Park Improvements	Completed	
Development of Parks, Facilities, Trails, and Greenspace (new and existing)	Completed	Currently ongoing in nature as opposed to a specific action item.
Parks Improvements	Completed	Currently ongoing in nature as opposed to a specific action item.
Implement Parks Master Plan	Completed	Currently ongoing in nature as opposed to a specific action item.
Undertake Parks Master Plan Update	Underway	Will be completed in 2019. This item will be described as "Begin Parks Master Plan Update" in 2017-2021 work program.
Complete a parks and facilities asset management plan	Underway	Will be completed in 2019. Specified to include "electronic system" in 2017-2021 work program. Wording of action item in update will be "Acquire electronic system" to better describe activity.
Develop Community Wide programs to combat obesity	Completed	Partnership with Wellstar and the completion of Custer Park Fitness Center. Project ongoing in nature.



1 Fire Engine	Completed	5 new fire engines in 2016.
Public Safety – Public Safety including purchase of land for relocation of Station 56 and additional Public Safety Improvements	Underway	Land purchase was completed in 2012. The facility is currently being designed. Should be constructed in 2018. Described in work program update as such.
Public Safety – Additional funds for Public Safety including purchase of land for relocation of Station 56 and additional Public Safety Improvements	Underway	Combined into one work program item with above action item in 2017-2021 Community Work Program.
Optimize water pressure in redevelopment projects and other areas in the city	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.
Rescind anti residential fire sprinkler law	Completed	
Construct Public Safety Training facility	Underway	Land purchase was completed in 2012. The facility is currently being designed. Should be constructed in 2017. This is being done in conjunction with the relocation of Station 56.
Construction of Fire Station 7	Not Accomplished	Project is still desired but a longer range action item.
Increase response capability to catastrophic events	Completed	Currently ongoing in nature as opposed to a specific action item.
Completion of primary underground electric service on Powder Springs Rd. in conjunction with the SPLOST project improvement from Sandtown Rd. back to the Square.	Underway	To be completed in 2017.
Completion of primary underground electric service on Franklin Rd. from the South Marietta Loop to Delk which is in conjunction with a SPLOST project.	Underway	Will be completed in 2020.
The installation of fiber to all Marietta Power substations to enhance distribution automation and evolve our smart grid capabilities. This will dramatically improve system reliability. In addition, we will be working towards enhanced automated meter infrastructure (AMI).	Completed	Ongoing in nature.
<b>Housing</b>		
Develop a strategy aimed at the identification and preservation of existing stable housing and residential neighborhoods.	Not Accomplished	Currently ongoing in nature as opposed to a specific action item. Marietta will be taking over responsibility of its CDBG administration from Cobb County by the end of 2017. Housing activities will be reevaluated at that time.
Work with the private sector and non-profit organizations to convert substandard rental units into LMI income owner-occupied units	Not Accomplished	Currently ongoing in nature as opposed to a specific action item. Marietta will be taking over responsibility of its CDBG administration from Cobb County by the end of 2017. Housing activities will be reevaluated at that time.

Develop and adopt flexible development standards and procedures that are responsive to market demands.	Completed	Currently ongoing in nature as opposed to a specific action item.
Develop plans, policies, and development strategies for different neighborhoods throughout Marietta.	Not Accomplished	Currently ongoing in nature as opposed to a specific action item. Marietta will be taking over responsibility of its CDBG administration from Cobb County by the end of 2017. Housing activities will be reevaluated at that time.
Revise zoning regulations to ensure new multi-family developments meet a high quality housing standard	Completed	
Work with the development groups to gain more understanding of the affordable housing issue as it relates to inducement and retention of business.	Completed	Currently ongoing in nature as opposed to a specific action item.
Continue to investigate strategies for code compliance	Completed	Ongoing in nature.
Continue CDBG loans for home and ownership rehabilitation	Completed	Currently ongoing in nature as opposed to a specific action item. City of Marietta receives annual funding allocation.
Make and monitor fair housing standards for housing discrimination based on race, sex, color, religion, national origin, family composition, or handicap status.	Completed	Currently ongoing in nature as opposed to a specific action item.
Break public housing cycle by encouraging families to leave system by encouraging residents to improve their financial means.	Completed	Currently ongoing in nature as opposed to a specific action item.
Ensure that efforts are being made to protect stable neighborhoods through policy decisions and buffering	Completed	Currently ongoing in nature as opposed to a specific action item.
Modify regulations as they pertain to group homes and assisted living facilities - Update to be more consistent with State Regulations	Underway	Project underway. Will be completed by 2020.
Assist the Marietta Housing Authority and other organizations in the redevelopment of aging housing developments	Completed	Currently ongoing in nature as opposed to a specific action item.
Evaluate the jobs-housing-balance in Regional Centers, Regional Employment Corridors and Community Activity Centers as identified on the Unified Growth Policy Map (UGPM). Identify strategies and incentives aimed at increase housing types and satisfying the desired jobs-housing-balance. ARC Local Govt Performance Stds - Min3.I	Completed	Met ARC Local Government Performance Standard.
Increase senior housing stock.	Completed	Currently ongoing in nature as opposed to a specific action item. Specific projects should be included as longer-term goals.

Promote homeownership.	Completed	Currently ongoing in nature as opposed to a specific action item. Specific projects should be included as longer-term goals.
<b>Transportation</b>		
Establish and use public/private partnerships for cooperation in planning, design and financing improved transportation and infrastructure facilities and services.	Completed	Currently ongoing in nature as opposed to a specific action item.
Evaluate and update the existing development regulations to allow alternative land uses in an effort to reduce total trips and trip length. - Mixed use units for properties inside the Loop (overlay). Add or revise existing overlay	Completed	Completed in 2013
Partner with the Clean-Air Campaign to promote air-quality initiatives	Completed	Clean Air Campaign is no longer the contract holder for air quality initiatives.
Develop and implement standards that address bicycle and pedestrian needs.	Completed	Currently ongoing. Cobb County completed Bicycle and Pedestrian Plan in 2010.
Kennesaw Mtn. to Chattahoochee Multi-Use Trail - Includes Bridge over S. Loop east of Powder Springs Rd - from Tower Rd at Roselane Street to West Atlanta Street at South Cobb Drive (ARC #CO-AR-BP120)	Underway	Will be completed in 2017.
Marietta Multi-Use Trail - from CCT Transfer Station to Alumni Drive (ARC# CO-AR-BP177)	Completed	Completed in 2015.
Powder Springs Rd. Multi-use Trail - from Chestnut Hill Rd to Bellemeade Drive (ARC# CO-AR-BP215)	Completed	Completed in 2014
Roswell Street Capacity Improvements (4 lanes with median between Victory Drive and Cobb Parkway)	Underway	Project divided; listed out individually in 2017-2021 work program.
Atlanta Street northbound through lanes (Waterman St. to Waverly Way) Including Waterman Street Turn Lanes to Atlanta St.	Underway	Will be completed in 2018.
Addition of median, turn lanes, and sidewalks and streetscape improvements along Franklin Road (Between South Loop and Delk Road) Delk/Franklin LCI	Underway	First section will be completed by 2017, and then there will be two more sections to be completed. Projects listed out individually in 2017-2021 work program.
Addition of median, turn lanes, and sidewalks and streetscape improvements along Fairground Street (Between Allgood Road and N. Marietta Pkwy) Envision Marietta	Completed	Completed in 2014.
Addition of median, turn lanes, and sidewalks along Fairground Street (Between N. Marietta Pkwy. and S. Marietta Pkwy.)	Underway	Will be completed 2018.

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.	Completed	Currently ongoing in nature as opposed to a specific action item.
Share land use and transportation information with County departments and with State and federal transportation agencies.	Completed	Currently ongoing in nature as opposed to a specific action item.
Periodically review and revise the adopted Official Thoroughfare Map, which classifies roadways according to demand function and access standards.	Completed	Currently ongoing in nature as opposed to a specific action item.
Support legislation funding rail projects and other alternative transportation projects.	Completed	Currently ongoing in nature as opposed to a specific action item.
Study the areas surrounding transit stops and evaluate the need for sidewalks and transit shelters	Completed	Currently ongoing in nature as opposed to a specific action item.
Study non-intrusive traffic calming techniques to determine facilities appropriate for the city	Completed	Currently ongoing in nature as opposed to a specific action item.
Continue to support and facilitate the provision of regional mass transit - the Northwest Transit Corridor Study (Cobb County)	Underway	Study will be completed in 2018. Currently ongoing in nature as opposed to a specific action item.
Ensure that stormwater and other water related improvements are scheduled with transportation projects to assist in improving infrastructure	Completed	Currently ongoing in nature as opposed to a specific action item.
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.	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis for developments.
Cherokee Street @ Cherry Street/Canton Rd at Cherokee Street and Cherry Street (Intersection Improvement)	Underway	Will be completed in 2018.
Cobb Pkwy @ North Marietta Pkwy (Intersection Improvement)	Underway	Will be completed in 2017.
Roswell Rd at Cobb Pkwy - Intersection improvement, additional lane across Roswell Rd	Underway	Will be completed in 2017.
North Marietta Pkwy at Wallace Rd (Intersection Improvement)	Completed	Completed in 2015.
Roswell St 4 Lane Gap Completion	Underway	Will be completed in 2017.
Roundabout at Mountain View and Polk Street	Underway	Will be completed in 2018.
South Marietta Pkwy at Atlanta Street (Intersection Improvement)	Underway	Will be completed in 2017.

Traffic Calming Devices	Completed	Completed a various locations throughout City (see project below). Ongoing on an as needed basis.
Traffic Calming at 13 Intersections - Traffic calming at 13 intersections along major street - non-textured pavement treatment. Kennesaw Ave at Tower Rd; Church St Ext at Bells Ferry Rd; Church St Ext at Canton Rd Conn; Church/Canton Rd at Tower Rd; Church at Cherry; Cherokee at Cherry; Cherokee at Margaret; Church at Sessions; Tower at Cogburn/ North Ave; Tower Rd at Plaza Way/Kennestone Hosp Blvd.	Underway	8 intersections have been completed. The remaining five will be completed in 2018.
Fairground St Improvement B - from Haley St to Gene Atkins Alley. Sidewalks, median and streetscape improvements	Underway	Will be completed in 2018
Fairground St Improvement C - from Washing Ave to Rigby St. Sidewalks, median and streetscape improvements	Completed	Completed in 2016.
Franklin Rd Improvements A - from Twinbrooks Dr to Los Colonis Apts. Median and streetscape improvements. (CO-410)	Underway	Will be completed in 2017.
Cobb Parkway (US 41) - from Cobb Pkwy (US 41) to White Cr. Decel lane on Cobb Pkwy (US 41) northbound to southern intersection with White Cr.	Completed	Completed in 2016.
Powder Springs Street (SR360) Streetscape - from S. Marietta Pkwy (SR 120) to Sandtown Rd. Streetscape Improvements	Underway	Will be completed in 2018.
Alexander Street - from Roswell St to Washington St. Road widening, sidewalks and drainage improvements	Completed	Completed in 2015.
Sign reflectivity - replacement of signage throughout the City.	Completed	FHWA requires signs to be replaced at end of useful service life. As needed basis.
Street Marking reflectivity - replacement of street markings throughout the City.	Completed	Conducted on as needed basis.
West Dixie Ave at Powder Springs St.. Realign Hedges St and West Dixie Ave to one signalized intersection at Powder Springs St	Canceled	No longer a priority.
Annual Street Resurfacing	Completed	Currently ongoing in nature as opposed to a specific action item.
Annual Sidewalk and Multiuse Trail Construction	Completed	Currently ongoing in nature as opposed to a specific action item.
Bridge Rehabilitation	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis. Specific bridge rehabilitation projects included in Cobb CTP.

Advanced Traffic Management System Expansion	Completed	Currently ongoing in nature as opposed to a specific action item.
General Streets and Drainage Rehabilitation	Completed	Currently ongoing in nature as opposed to a specific action item.
Main Gateways into City	Completed	Currently ongoing in nature as opposed to a specific action item. Allgood Rd. gateway project included in Cobb CTP.
Public Works Facility Renovation	Completed	Completed in 2016.
Traffic Control Center Replacement - Replace Traffic Control Center rack mounted servers and equipment	Completed	Completed in 2016.
Cobb Pkwy at Terrell Mill Rd - Intersection improvement, south section of intersection part of Cobb Parkway at Windy Hill Road intersection	Canceled	No longer a priority due to Northwest Express Lanes project.
Cobb Parkway at Windy Hill Road - Intersection improvement, joint project with Cobb County, funding to be shared with Cobb County	Canceled	No longer a priority due to Northwest Express Lanes Project
Roswell St 4 Lane Gap Completion - Additional funds for Completion of 4 lanes between Coryell and Lakewood Dr, include resurfacing of Roswell St from East Park Sq to Fairground St	Underway	Duplicate project. Combined with "Roswell Street Capacity Improvements (4 lanes with median between Victory Drive and Cobb Parkway)". Removed from 2017-2021 work program.
Marietta Quiet Zones - Matching funds for railroad quiet zone installations at 7 intersections: East Dixie Av, Waverly Way, Whitlock Av, Mill St, Polk St, Kennesaw Av, and Marble Mill Rd	Not Accomplished	Not carried over to 2017-2021 as this item is a long-range goal and no funding has been identified.
Powder Springs Street (SR360) Streetscape - Additional funds for Streetscape improvements	Underway	A duplicate project. Combined with "Powder Springs Street (SR360) Streetscape - from S. Marietta Pkwy (SR 120) to Sandtown Rd. Streetscape Improvements". Deleted from 2017-2021 work program.
Street Marking reflectivity - Additional funds for replacement of street markings throughout the City	Completed	FHWA requires signs to be replaced at end of useful service life. As needed basis.
Lawrence Street Sidewalks - Additional sidewalk and roadway improvements	Canceled	No longer a priority.
North Marietta Pkwy at Cobb Parkway Pedestrian Access - Pedestrian crossing improvements at the intersection of North Marietta and Cobb Parkway, includes sidewalk to Barnes Mill Road	Underway	A duplicate project. Project will be completed in 2017. Combined with "Cobb Pkwy @ North Marietta Pkwy (Intersection Improvement)". Deleted from 2017-2021 work program.
Wylie Rd Sidewalks Phase 1 - Construct sidewalks along Wylie Road from South Marietta Parkway (SR120) to Ridge Run, Includes minor roadway alignment improvements	Canceled	No longer a priority.



Safe Routes to School Projects (Whitlock Ave, Cleburne Ave, Merritt Road, and Park Street)	Completed	Completed in 2014.
Conduct and development a Safe Routes to School Plan and Program	Completed	Completed in 2014.
Atherton Square Revitalization Transportation Enhancement Project	Underway	Will be completed in 2017.
KMCR Trail - Gap Transportation Enhancement Project - from W. Atlanta Street at E. Dixie Ave to Fairground Street at the Cobb Civic Center	Underway	Will be completed in 2018. Renamed Mountain to River Trail. This update is reflected in the 2017-2021 work program.
The Cemetery Trail Transportation Enhancement Project - from Powder Springs Street to W. Atlanta Street	Underway	Will be completed in 2017.
Identify future transit station locations in the city or county comprehensive plan based on the station location areas in the ARC Regional Transportation Plan (RTP), where applicable. ARC Local Govt Performance Stds - M1.D. Required	Completed	Met ARC Local Government Performance Standards.
Propose an innovative activity undertaken by the local government to further Objective 1 of the Local Government Plan Implementation Standards - Min1.Innovation	Completed	Met ARC Local Government Performance Standards.
<b>Land Use</b>		
Amend the existing development regulations as necessary	Completed	Currently ongoing in nature as opposed to a specific action item.
Amend and strengthen the Tree Protection and Landscape Ordinance	Completed	
Continue to pursue the development of historic districts	Completed	Currently ongoing in nature as opposed to a specific action item.
Write and approve new zoning guidelines for "activity centers."	Completed	
Initiate and approve rezoning in East Dixie neighborhoods.	Canceled	No longer a priority.
Create neighborhood gateways	Completed	Currently ongoing. Include specific neighborhoods on an as needed basis.
Identify and achieve historic status for significant buildings and/or areas by designating them as historic landmarks	Completed	Has been achieved to a large extent. Currently ongoing in nature as opposed to a specific action item.
Conduct yearly updates and revisions to the city's Comprehensive Plan	Completed	Currently ongoing in nature as opposed to a specific action item.

Perform an audit of the entire zoning ordinance to incorporate smart growth policies - Consider applying for ARC's Community Choices grant.	Canceled	Was not completed. Council not interested at this time.
Amend the lists of permitted uses by zoning district	Postponed	Not completed – included in 2017-2021 work program.
Update local area Master Plans every five years to ensure relevancy and accuracy	Completed	Currently ongoing in nature as opposed to a specific action item.
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	Completed	Currently ongoing in nature as opposed to a specific action item.
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 - Consider applying for Supplemental Grant.	Canceled	Was not completed. No longer relevant.
Establish design guidelines or form base coding in selected areas of the city, where appropriate	Completed	Currently ongoing in nature as opposed to a specific action item.
Amend design guidelines as necessary to be consistent with changing and anticipated future conditions	Completed	Currently ongoing in nature as opposed to a specific action item.
Establish design guidelines for parking lots and parking decks to ensure an aesthetic appearance for both uses	Postponed	Not completed – included in 2017-2021 work program.
Analyze the impact a new development or request for street closure will have on the maintenance of the city's grid street pattern	Completed	Ongoing, as needed basis.
Create an Urban Village Commercial District that would be appropriate in specified areas	Postponed	Not completed – included in 2017-2021 work program.
Develop neighborhood plans as appropriate	Completed	An ongoing activity.
Conduct corridor studies to assist in the revitalization and reuse of aging commercial corridors	Completed	Currently ongoing in nature as opposed to a specific action item. Include specific corridors on an as needed basis.
Evaluating effects on travel demand during the rezoning process	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.
Initiate and participate in cooperative planning processes with adjoining local governments to assist in land use, transportation, urban design, and redevelopment	Completed	Currently ongoing in nature as opposed to a specific action item.
Conduct the Marietta University Enhancement District LCI Study	Completed	Completed in 2013.
Provide training for at least 50% of the jurisdiction's planning commissioners by attending the introductory Community Planning Academy (CPA), or provide equivalent training for new planning commissioners	Completed	Met ARC Local Government Performance Standard.

within their first 6 months on the planning commission. ARC Local Govt Performance Standards - Min2.C		
Prepare an inventory of vacant, underused or abandoned lots and subdivisions. Evaluate these parcels and prioritize infill and brownfield sites for redevelopment. ARC Local Govt Performance Stds - Min3.G	Completed	Met ARC Local Government Performance Standard.
Adopt regulation that promotes accessibility and connectivity to health and supportive services. ARC Local Govt Performance Stds - Min3.M	Completed	Met ARC Local Government Performance Standard.
Assess the demographic and socio-economic data in the community in relation to existing senior center locations, senior focused housing and other senior focused services, and potential future locations. ARC local Govt Performance Stds - Min3.N	Completed	Met ARC Local Government Performance Standard.
Propose an innovative activity undertaken by the local government to further Objective 3 of the Local Government Plan Implementation Standards - Req1.Innovation (this is to replace Min3.D Adopt a resolution to support an integrate Lifelong Community Principles in the local planning process.)	Completed	Met ARC Local Government Performance Standard.
<b>Historic Resources</b>		
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.	Completed	Currently ongoing in nature as opposed to a specific action item.
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	Postponed	Not completed – include in 2017-2021 work program under Economic Development section.
Encourage the tax-deductible donation of historic façade easements and conservation easements to further protect significant cultural resources in perpetuity	Completed	Currently ongoing in nature as opposed to a specific action item.
Promote use of tax credits to support historic home restoration.	Completed	Currently ongoing in nature as opposed to a specific action item.
Update Marietta’s inventory of historic places and districts	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.
Develop a series of seminars and workshops for the education of the public on historic preservation, the process, the implications, and the opportunities	Completed	Currently ongoing in nature as opposed to a specific action item.

Establish historic districts and designate historic properties	Completed	Currently ongoing in nature as opposed to a specific action item.
Establish design guidelines for each historic district as they are created	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.
Educate the community concerning the value of historic resources through heritage preservation programs for primary and secondary schools	Completed	Currently ongoing in nature as opposed to a specific action item.
Preserve historic and cultural resources through compatible zoning and adequate buffering of historic sites from incompatible uses	Completed	Currently ongoing in nature as opposed to a specific action item.
<b>Economic Development and Redevelopment</b>		
Create and update a vacant business space and underdeveloped properties inventory	Completed	Inventory completed. Added to 2017-2021 work program as "update".
Evaluate the provision of City services in relation to industry needs and implement a program to retain existing businesses and attract new businesses.	Completed	Currently ongoing in nature as opposed to a specific action item.
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.	Postponed	Not completed – included in 2017-2021 work program as a survey.
Create and update an inventory the location, type, and size of existing businesses to create and maintain an economic development database.	Completed	Currently ongoing in nature as opposed to a specific action item. Update as needed.
Streamline procedures and requirements, update staff skills, and improve organizational databases to enhance the City's role as a public sector economic developer.	Completed	Currently ongoing in nature as opposed to a specific action item.
Provide incentives for retention/expansion/development of new and existing businesses in the City of Marietta	Completed	Currently ongoing in nature as opposed to a specific action item.
Create an Economic Development Incentives Program that contains associated policies to assist in business expansion, retention, and redevelopment	Canceled	A long range goal. Not included in 5 year, 2017-2021 work program.
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	Completed	
Provide an revolving loan fund to assist in the development and expansion of small businesses and entrepreneurs	Completed	Currently ongoing in nature as opposed to a specific action item.
Update the inventory of targeted redevelopment areas as necessary	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.

Create a comprehensive economic development strategy for the city	Completed	ARC's Regional Economic Competitiveness Strategy (CEDS); Recently completed 2018-2022 Economic Development Strategic Plan for City.
Create redevelopment plans to assist in the redevelopment of blighted areas	Completed	Currently ongoing in nature as opposed to a specific action item.
Expand the network of way-finding signage in Marietta	Completed	Currently ongoing in nature as opposed to a specific action item.
Prepare an inventory of sites appropriate to expand our arts and entertainment services clusters	Postponed	Not completed – included in 2017-2021 work program.
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.	Not Accomplished	Duplicate project. Deleted from work program update. Combined with “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”.
Implement a customer service policies and action plan	Completed	Currently ongoing in nature as opposed to a specific action item.
Conduct a study to determine the need for and appropriate locations for community and senior centers in Marietta	Completed	Cobb County built senior center on Powder Springs Street; Recent renovations to Lawrence Street and Custer Community Centers
Work with major educational institutions, medical, and governmental institutions on facilities master plans	Completed	Currently ongoing in nature as opposed to a specific action item.
Provide infrastructure improvements as planned to existing and future employment centers	Completed	Currently ongoing in nature as opposed to a specific action item. As needed basis.
Adopt policies that incentivize the provision of a mix of basic services and health and support services within a community. ARC Local Govt Performance Stds - Min 2.I	Completed	Met ARC Local Government Performance Standard.
Evaluate the need for incentives or regulatory changes to support redevelopment of sites or areas that have good access to infrastructure or existing job centers. ARC Local Govt Performance Stds - Min5.D	Completed	Met ARC Local Government Performance Standard.
Establish redevelopment area that qualifies for reduce electric chargers. Explore economic recovery strategies. ARC Local Govt Performance Stds - Min5. Innovation	Completed	Met ARC Local Government Performance Standard.
Research and Analysis on establishing a Community Improvement District within the City	Completed	Gateway CID established 2014
Target future industrial site locations	Completed	Currently ongoing in nature as opposed to a specific action item.



Further research and analysis of Franklin Road - Master Plan for Franklin Road/ Green Tech Corridor area	Completed	2011 update to LCI plan extended boundaries to include Green Tech Corridor.
Continue to leverage City funds by seeking out eligible grant programs and funds for planning and community development, economic development, transportation, and energy programs and projects.	Completed	Currently ongoing in nature as opposed to a specific action item.

# Community Work Program

(2017 – 2021)

	2017	2018	2019	2020	2021	Responsibility	Cost & Funding
<b>Natural Resources</b>							
Develop a Self-Guided Educational Tree Walk				X		Development Services; Marietta Tree Keepers	Cost TBD; Tree Fund
<b>Community Facilities</b>							
Elizabeth Porter Park Project		X				Parks and Recreation	\$3,750,000; 2009 Parks Bond
Flournoy Park Improvements		X				Parks and Recreation	\$30,000; 2009 Parks Bond
Glover Park (The Square) Improvements – renovate landscaping	X					Parks and Recreation	\$175,000; 2009 Parks Bond
West Dixie Park Improvements		X				Parks and Recreation	\$60,000; Parks Bond
Wildwood Park Improvements		X				Parks and Recreation	\$300,000; Parks Bond
Begin Parks Master Plan Update			X			Parks and Recreation	General Revenue; Staff Time
Acquire an electronic parks and facilities asset management system.			X			Parks and Recreation	General Revenue; Staff Time
Construct Fire Station 56		X				Public Safety; Public Works	\$1,700,000; 2011 SPLOST
Construct Public Safety Training Facility				X		Public Safety	\$5,000,000; Funding TBD
Fleet Maintenance Facility Upgrade		X				Public Works; Parks and Recreation	\$2,000,000; SPLOST
Acquire 22 new police vehicles					X	Public Works; Public Safety	\$1,000,000; SPLOST
Completion of primary underground electric service on Powder Springs Rd. in conjunction with the SPLOST project improvement from Sandtown Rd. back to the Square		X				BLW	TBD

	2017	2018	2019	2020	2021	Responsibility	Cost & Funding
Completion of primary underground electric service on Franklin Gateway from the South Marietta Loop to Delk in conjunction with a SPLOST project.				X		BLW	TBD
<b>Housing</b>							
Modify regulations as they pertain to group homes and assisted living facilities; Strengthen definitions to distinguish between large and small developments				X		Development Services – Planning and Zoning	General Revenue; Staff Time
<b>Economic Development</b>							
Update a Vacant Business Space and Undeveloped Properties Inventory		X				Economic Development	General Revenue; Staff Time
Develop a business survey that assess services provided by the city for location/expansion		X				Economic Development; BLW; Public Safety	General Revenue; Staff Time
Tourism Financial Impact Analysis		X				Marietta Welcome Center	General Revenue; Staff Time
Prepare an inventory of sites to expand arts and entertainment service clusters			X			Economic Development; Planning and Zoning	General Revenue; Staff Time
Develop a Business Resource Guide	X					Economic Development	General Revenue; Staff Time
Prepare an inventory of industrial sites to understand current capacity		X				Economic Development	General Revenue; Staff Time
Prepare assessment of economic development partnership opportunities with Dobbins ARB strategic planning			X			Economic Development; Dobbins ARB	General Revenue; Staff Time
Develop a marketing package that jointly promotes Marietta’s sports venues with its entertainment destinations		X				Economic Development	General Revenue; Staff Time
<b>Land Use</b>							
Amend the lists of permitted uses by zoning district		X				Planning and Zoning	General Revenue; Staff Time

	2017	2018	2019	2020	2021	Responsibility	Cost & Funding
Establish design guidelines for parking lots and parking decks to ensure an aesthetic appearance and to minimize light pollution		X				Planning and Zoning	General Revenue; Staff Time
Create an Urban Village Commercial District			X			Planning and Zoning	General Revenue; Staff Time
Prepare Marietta-specific educational and outreach materials for military compatibility in coordination with Cobb County and Dobbins ARB		X				Planning and Zoning; Economic Development; Cobb County; Dobbins ARB	Cost TBD; OEA Grant;
Establish formal development review and notification protocols with Dobbins ARB in compliance with state laws		X				Planning and Zoning; Dobbins ARB	OEA Grant; General Revenue; Staff Time
Prepare evaluation of land use within military Accident Potential Zones (APZ) in coordination with Dobbins ARB and Cobb County				X		Planning and Zoning; Economic Development; Cobb County; Dobbins ARB	General Revenue; LCI; Staff Time
5-Year Update of MU <sup>2</sup> LCI	X					Economic Development; KSU; Life University	General Revenue; Staff Time
Develop MU <sup>2</sup> Overlay District	X					Economic Development; KSU; Life University	General Revenue; Staff Time
Franklin-Delk LCI 5-Year Update	X					Economic Development; Planning and Zoning, Public Works, BLW	General Revenue; Staff Time
Envision LCI Update	X					Economic Development; Planning and Zoning, Public Works, BLW	General Revenue; Staff Time
<b>Transportation</b>							
Complete construction of Kennesaw Mountain to Chattahoochee Multi-Use Trail	X					Public Works, Planning and Zoning	\$4,416,158; STP and SPLOST
Construct Atlanta Street northbound through lanes (Waterman – Waverly Way)		X				Public Works	\$340,000; SPLOST; CMAP

	2017	2018	2019	2020	2021	Responsibility	Cost & Funding
Complete construction of S. Marietta Parkway @ Atlanta Street Intersection Improvement	X					Public Works	\$490,000; 2011 SPLOST; CMAP
Construct additional 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
Support the Northwest Transit Corridor Study		X				Public Works, Planning and Zoning	Staff Time
Design and construct Cherokee Street @ Cherry/Canton Rd. Intersection Improvements					X	Public Works	\$360,000; 2011 SPLOST
Complete construction of Cobb Parkway @ N. Marietta Parkway Intersection Improvement		X				Public Works	\$490,000; 2011 SPLOST; Grant funding
Complete construction of Roswell Rd. @ Cobb Parkway Intersection Improvement	X					Public Works; GDOT	\$490,000; 2011 SPLOST; GDOT
Construct Roswell Street 4-Lane Gap Completion (Lakewood – Olive)			X			Public Works	\$1,726,000; 2011 SPLOST
Design and construct Roswell Street Improvements, Barnes to Victory					X	Public Works	\$2,500,000; SPLOST
Complete Roswell Street Improvements, Victory to Dodd		X				Public Works	\$2,000,000; SPLOST
Construct roundabout at Mountain View and Polk Street		X				Public Works	\$490,000; 2011 SPLOST
Complete construction of traffic Calming at 5 intersections (non-textured payment treatment).		X				Public Works	\$740,000; 2011 SPLOST



	2017	2018	2019	2020	2021	Responsibility	Cost & Funding
Complete construction of Fairground St. Improvements B – from Haley St. to Gene Atkins Alley. Sidewalks, median, and streetscape improvements		X				Public Works	\$1,960,000; 2011 SPLOST
Complete construction of Franklin Gateway Improvements A – from Twinbrooks to Los Colonis Apts. Median and streetscape improvements (CO-410)	X					Public Works	\$2,150,000; 2011 SPLOST
Construct Powder Springs Street – S. Marietta Parkway to Sandtown Rd. Streetscape Improvements			X			Public Works	\$4,000,000; 2011 SPLOST
Complete Atherton Square revitalization TE Project	X					Planning and Zoning; Public Works	\$773,407; GDOT TE & 2011 SPLOST
Construct Mountain to River Trail – W. Atlanta Street @ E. Dixie Ave. – Fairground Street @ Civic Center		X				Planning and Zoning; Public Works	\$1,338,959; GDOT TE & 2011 SPLOST
Construct Cemetery Trail TE Project		X				Planning and Zoning; Public Works	\$884,670; GDOT TE & 2011 SPLOST
Design and Construct West Park Square Sidewalk Improvements		X				Economic Development; Public Works	\$350,000; Tourism grant
Design and Construct East Park Square Sidewalk Improvements				X		Economic Development; Public Works	\$350,000; Tourism grant
Design and Construct South Park Square Sidewalk Improvements			X			Economic Development; Public Works	\$350,000; Tourism grant
Rottenwood Creek Trail Phase I (Alumni Drive – Franklin Gateway) ROW Acquisition and Construction				X		Economic Development; Public Works; Parks and Rec	\$10,923,862; Grant funding applied for
Rottenwood Creek Trail Phase II (Franklin Gateway – Terrell Mill) Engineering and Design			X			Economic Development; Public Works; Parks and Rec	\$500,000; Grant funding applied for

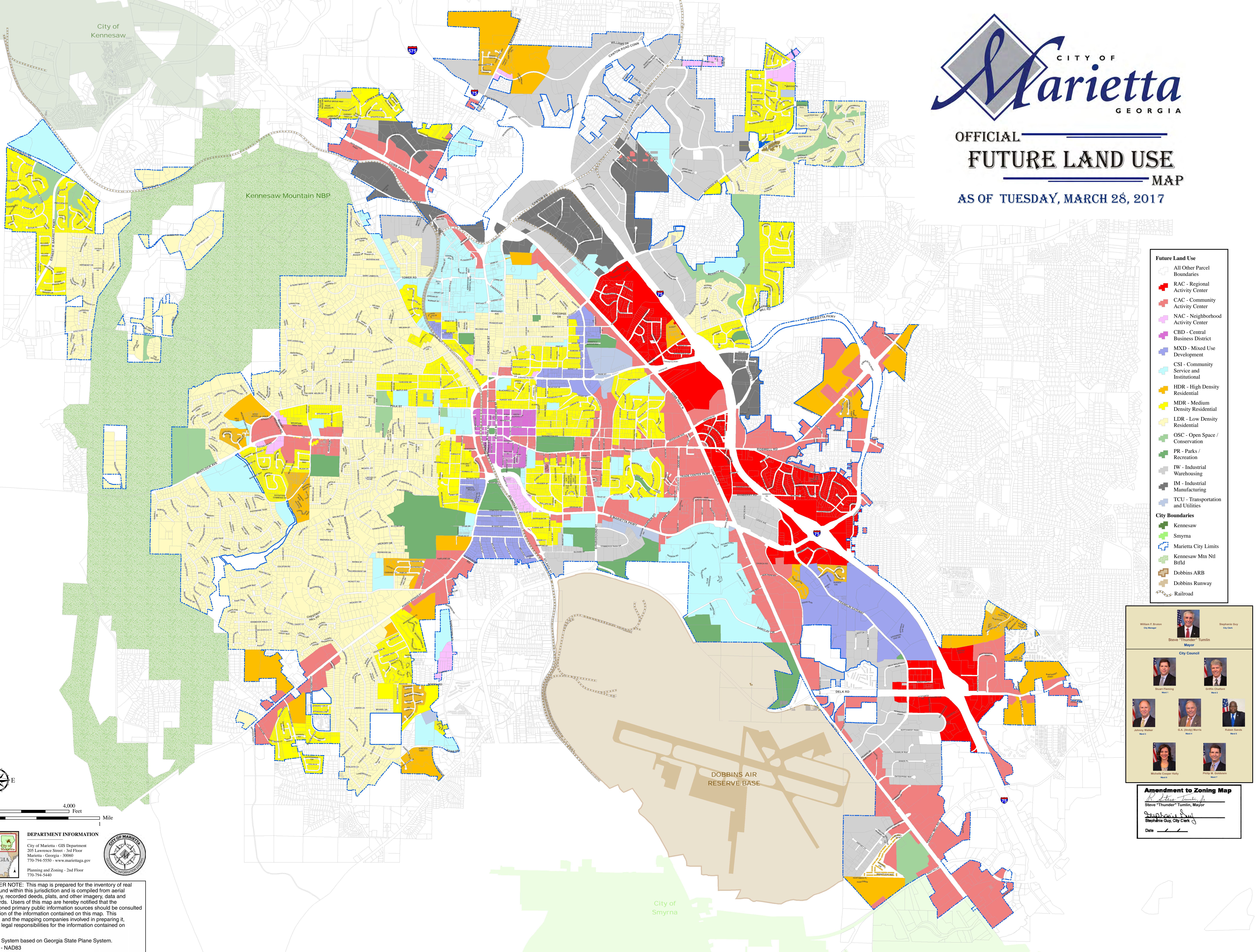
Design and Construct Burnt Hickory Multi Use Trail (Old Mountain – Whitlock)				X		Economic Development; Public Works; Parks and Rec; Cobb County; FHWA	\$2,320,000; FHWA grant awarded
Design and Construct Franklin Gateway Bridge Replacement and Elevation over Rottenwood Creek					X	Economic Development; Public Works	\$4,170,872; Grant funding applied for
Design and construct Kennesaw Ave. Streetscape Improvements				X		Public Works	\$1,000,000; 2016 SPLOST

# Appendix

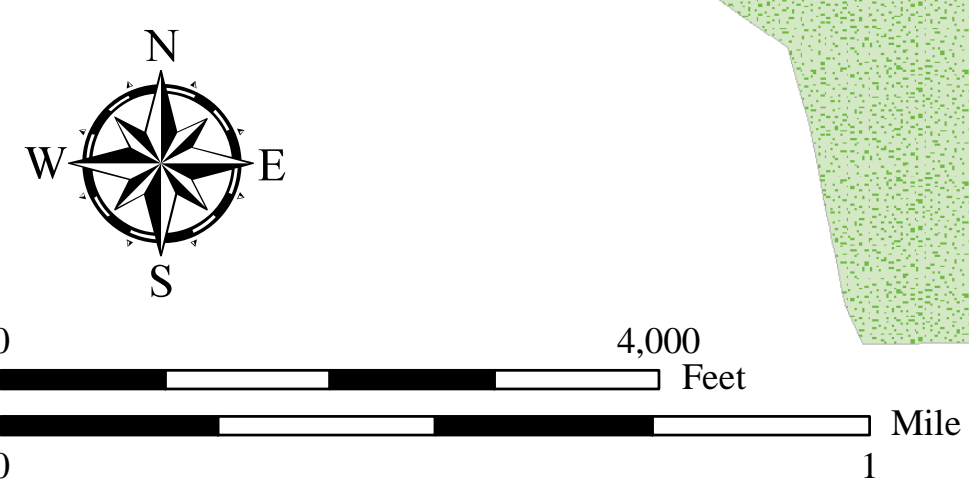




OFFICIAL  
**FUTURE LAND USE**  
MAP  
AS OF TUESDAY, MARCH 28, 2017




- Future Land Use**
- All Other Parcel Boundaries
  - RAC - Regional Activity Center
  - CAC - Community Activity Center
  - NAC - Neighborhood Activity Center
  - CBD - Central Business District
  - MXD - Mixed Use Development
  - CSI - Community Service and Institutional
  - HDR - High Density Residential
  - MDR - Medium Density Residential
  - LDR - Low Density Residential
  - OSC - Open Space / Conservation
  - PR - Parks / Recreation
  - IW - Industrial Warehousing
  - IM - Industrial Manufacturing
  - TCU - Transportation and Utilities
- City Boundaries**
- Kennesaw
  - Smyrna
  - Marietta City Limits
  - Kennesaw Mtn Ntl Bfild
  - Dobbins ARB
  - Dobbins Runway
  - Railroad



**DEPARTMENT INFORMATION**

City of Marietta - GIS Department  
305 Lawrence Street - 3rd Floor  
Marietta - Georgia - 30060  
770-794-5550 - www.marietta.ga.gov

Planning and Zoning - 2nd Floor  
770-794-5440



**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

 William F. Brown City Manager	 Stephanie Guy City Clerk
<b>City Council</b>	
 Steve "Thunder" Tumin Mayor	 Giffie Chaffers Ward 1
 Stuart Fleming Ward 2	 G.A. Andy Morris Ward 3
 Jimmy Walker Ward 4	 Robert Davis Ward 5
 Michelle Greenberry Ward 6	 Philip M. Goodson Ward 7

**Amendment to Zoning Map**

*Steve 'Thunder' Tumin*  
Steve "Thunder" Tumin, Mayor

*Stephanie Guy*  
Stephanie Guy, City Clerk

Date: \_\_\_\_\_



**RESOLUTION TO ADOPT THE 2017 CITY OF MARIETTA COMPREHENSIVE PLAN  
UPDATE**

**WHEREAS**, the City of Marietta has completed the 2017 Comprehensive Plan Update; and

**WHEREAS**, these documents were prepared according to the Standards and Procedures for Local Comprehensive Planning effective March 1, 2014 and established by the Georgia Planning Act of 1989; and

**WHEREAS**, the City of Marietta's 2017 Comprehensive Plan Update has been reviewed by the Atlanta Regional Commission and the Georgia Department of Community Affairs and found to be in compliance with the minimum Standards and Procedures for Local Comprehensive Planning; and

**NOW, THEREFORE, BE IT RESOLVED, THAT:**

Section 1: The City of Marietta, through the Mayor and City Council, does hereby adopt the 2017 Comprehensive Plan Update and directs that the availability of the Plan Update for public review be publicized.

Section 2: The City of Marietta, through the Mayor and City Council, will forward a copy of this resolution and the final 2017 Comprehensive Plan Update to the Atlanta Regional Commission.

Section 3: This Resolution shall be effective upon signature or without the signature of the Mayor, subject to Georgia laws 1983, page 4119.

**DATE:** October 11, 2017

**Approved:** R. Steve Tumlin

R. Steve Tumlin, Mayor

**ATTEST:** Stephanie Guy

Stephanie Guy, City Clerk

**Approved as to form:** 

~~Douglas R. Haynie, City Attorney~~  
Daniel W. White