



*The Road Map for Marietta's Future*



**COMPREHENSIVE PLAN**  
2006-2030



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# **The Roadmap to Marietta's Future**

## **2006 – 2030 Comprehensive Plan**

### **Prepared for:**

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

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### **Special Thanks To:**

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



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## INTRODUCTION

### **The City of Marietta: A Brief Overview**

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

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

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

### **The Comprehensive Plan**

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

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



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

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

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

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



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## COMMUNITY ASSESSMENT

The Community Assessment contains the preliminary data and analysis that was used to form the foundation of the rest of the planning document. This section is broken down into four main segments: Identification of Issues and Opportunities, Identification of Existing Development Patterns, Analysis of Consistency with Quality Community Objectives, and Analysis of Supporting Data. The assessment covers a wide variety of topics that can impact decision-making.

### **Issues and Opportunities**

The new requirements by the Department of Community Affairs (DCA) requires that comprehensive plans focus on strengths and weaknesses in the community more than a compilation of reams of data. Given this new requirement, Planning Staff has compiled a list of issues and opportunities for Marietta. These lists were established through three separate avenues: data analysis, the Comprehensive Plan Steering Committee, and surveys that were distributed to the public. It is important to note that many of the issues listed below are not specific to Marietta, but are driven by market change, demographic shifts, or societal change that is occurring throughout the region and nation. As a way to facilitate the expression of the issues and opportunities, they were consolidated into larger subject areas. They are as follows:

### **Population**

- Existence of an increasing percentage of elderly population due to demographic shifts and population change over time;
- Changing ethnic/racial make-up of Marietta;
- Income demographics of residents where there are a large quantity of upper and lower income individuals; but insufficient numbers of people with moderate incomes.

### **Economic Development**

- High land costs and scarcity of undeveloped land make business location and expansion expensive;
- Health care and entertainment sectors are rapidly expanding industry clusters;
- Presence of Brownfield sites on older commercial and industrial properties;
- Marietta contains a variety of options for the transport of goods;
- Tourism is an important part of Marietta's retail base and image;
- Tax Allocation Districts help provide economic incentive for blighted areas;



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- Marietta's low tax rate encourages private sector investment;
  - More jobs are needed that assist lower income individuals to expand into the middle income brackets;
  - Communication between the public and private sectors should be improved;
  - Lack of class "A" office space.

### **Housing**

- High percentage of renters and renter-occupied units in Marietta;
- The rental occupancy rate decreased from 1990 to 2000;
- Large number of public housing units;
- The city contains many stable single-family residential areas;
- Lack of high quality rental units;
- Assist low income individuals to become homeowners;
- Marietta has a diversity of housing options;
- Climate that is not conducive to change (NIMBY);
- Lack of "work force" housing;
- Lack of "senior" housing;
- Aged and deteriorating housing stock near the city center;
- Code enforcement.

### **Natural Resources**

- Abandoned or contaminated properties (Brownfield sites);
- Kennesaw Mountain and the Rottenwood Creek are important natural resources;
- Non-point source pollution in our local waterways;
- "Clustering" of housing to allow development and protect sensitive habitat;
- Specimen trees exist throughout Marietta;
- Air pollution in the Atlanta Metropolitan area;
- Insufficient greenspace;
- Reductions in tree cover citywide.

### **Cultural Resources**

- Loss of historic resources;
- Marietta has five (5) Nationally Registered Historic Districts;
- Lack of knowledge and education about local historic resources.



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## **Community Facilities**

- Lack of first class community centers;
- Glover Park is an ideal public gathering space;
- Marietta School System has a state-of-the-art high school, a new math, science, and technology magnet schools, and the International Baccalaureate program to make it competitive with other metropolitan Atlanta public school systems;
- More pleasant gathering spaces needed throughout the community;
- Public infrastructure upgrades are needed in target areas to assist redevelopment;
- Perceived need for improved facilities in specific neighborhood schools;
- Lack of recreational space and opportunities for the current population size.

## **Transportation**

- Insufficient capacity on major corridors;
- Poor east-west connectivity;
- Lack of bicycle and pedestrian facilities in some areas of Marietta;
- Cobb County Transit is a quality mass transportation system;
- Insufficient parking in the downtown area;
- Public transit could serve more neighborhoods throughout Marietta.

## **Intergovernmental Coordination**

- Lack of county and regional collaboration in economic and land use policy;
- Lack of coordination between the City/Board of Lights and Water, the Marietta City School System, and the Marietta Housing Authority.

## **Land Use/Urban Design**

- Too much land dedicated to parking and impervious surface;
- Infill housing can provide more market-preferred housing in the center city;
- Unattractive and antiquated commercial centers;
- Marietta one of the best job-housing balance in metropolitan Atlanta;
- Visual clutter along roadways;
- Undeveloped land in the city center;
- Complaints about development approval processes in Marietta;
- Aging corridors could be rejuvenated with new investment and a mixture of uses;
- Neighborhood opposition to residential density and to innovative development ideas;



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- Lack of high quality commercial development in Marietta;
  - Infill housing does not blend with the existing neighborhood;
  - Development in Nationally Registered Historic Districts does not occur in a manner that is sensitive to the historic architecture of the District;
  - Marietta Square is a historic town center and an asset that creates a visual impression on residents and visitors alike;
  - Lack of a sense-of-place along major corridors;
  - Too many strip centers where parking is the only visible feature;
  - Lack of identity beyond Downtown Marietta.

### **Redevelopment**

- High land cost for residential and non-residential properties;
- Proximity to Atlanta and major interstate highways will make Marietta an attractive location for new investment;
- Smaller house sizes in the city center do not meet market preferences;
- Better public relations will allow the public; business enterprises; and developers a better understanding of the incentives and opportunities in Marietta;
- Inadequate public facilities and utilities in areas needing redevelopment;
- Poor perceptions of neighborhoods requiring redevelopment;
- Absentee landlords;
- Many multi-family complexes are deteriorating and have high vacancy rates making them prime locations for private sector redevelopment;
- Crime has a negative impact on areas that should be stable;
- Prevalence of single-family detached housing in redevelopment areas will facilitate the redevelopment process.



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## **Identification of Existing Development Patterns**

The purpose of this section of the Community Assessment is to gain an understanding of the status of development in the community. All areas are in various stages of urbanization and each have a different set of parameters influencing when and how development occurs. This section is separated into two main segments. The first is a discussion of General Land Use in the municipality. This includes a discussion of the various categories and contains a map of the usage of land in the city. The second subsection is a discussion regarding areas requiring special attention. This includes areas that are experiencing either a lack of development or heightened development pressures.

### **General Land Use**

The General Land Use analysis investigates general land use in the jurisdiction. General Land Use is a method to understand how individual property owners use land. The analysis contains broad categories like residential, commercial, industrial, etc., to help paint an accurate picture about the state of development in the community. This is not a zoning analysis, because many times there are non-conforming properties that may be zoned commercial or residential but used differently. The Department staff used zoning information, business license information, and the existence of homestead exemptions as a methodology to differentiate between the various general land use categories.

Marietta was founded in 1834, although the State Legislature did not grant its present municipal charter until 1904. At that time, the physical form of Marietta and many other southern cities was a one square mile area containing a centrally located town square containing employment opportunities and commercial establishments with residential dwellings emanating from this core. During the 1940's, Marietta grew rapidly due to the influx of workers who came to work at the "Bell Bomber" plant, which manufactured airplanes for the allied forces during World War II. Since that time, the pattern of municipal expansion has been occurring in a typical suburban model by annexing small contiguous areas for new residential, commercial, and industrial developments. Marietta currently has approximately 22 square miles, though this number may change due to additional annexations.

The Atlanta Region's continual growth has transformed Marietta from a small self-contained town to an integral part of one of the fastest growing metropolitan regions in the United States. Atlanta is currently the 11<sup>th</sup> largest metropolitan area in the country. As Marietta matures into a more urbanized center, more emphasis is being placed on infill development, redevelopment, and neighborhood revitalization due to the lack of land on the municipality periphery. In order for the community to continue to expand its tax base and provide a high level of service to the residents, property owners, and businesses; Marietta will need to find a balance between the need for growth through quality



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redevelopment and the preservation of stable neighborhoods. This should all be done while mitigating some of the unsavory aspects of new development.

This portion of the community assessment examines existing land use patterns in the City. The analysis of existing land use patterns helps the community, staff, and elected officials gain an understanding about the current state of land use within the municipality.

In addition, another use for existing land use data is to facilitate the development of a state and regional land use database. In order for this to occur, land use categories used in local plans must be consistent with the standard land use classification system established by the Department of Community Affairs. The more detailed categories used by Marietta have been grouped together into one of the following nine standard categories:

- (i) *Residential*: The predominant use of land within the residential category is for single-family detached, single-family attached, and multi-family dwelling units.
- (ii) *Commercial*: This category is for land dedicated to non-industrial business uses, including retail sales, office, services and entertainment facilities. Commercial uses may be located as a single use in one building or grouped together in a shopping center or office building.
- (iii) *Industrial*: This category is for land dedicated to manufacturing facilities, processing plants, factories, warehousing and wholesale trade facilities, mining or mineral extraction activities or other similar uses.
- (iv) *Public/Institutional*: This category includes certain state, federal or local government uses, and institutional land uses. Government uses include city halls and government building complexes, police and fire stations, libraries, prisons, post offices, schools, military installations, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc.
- (v) *Transportation/Communication/Utilities*: This category includes such uses as power generation plants, railroad facilities, radio towers, public transit stations, telephone switching stations, airports, port facilities or other similar uses.
- (vi) *Parks/Recreation/Conservation*: This category is for land dedicated to active or passive recreational uses. These areas may be either publicly or privately owned and may include playgrounds, public parks, nature preserves, wildlife management areas, open space, sensitive habitat, national forests, golf courses, recreation centers and other similar uses.
- (vii) *Agriculture/Forestry*: This category is for land dedicated to farming (fields, lots, pastures, farmsteads, specialty farms, livestock production, etc.) aquaculture, or commercial timber or pulpwood harvest.
- (viii) *Undeveloped/Vacant*: This category is for lots or tracts of land that are served by typical urban public services (water, sewer, etc.) but have not been



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developed for a specific use or were developed for a specific use that has since been abandoned.

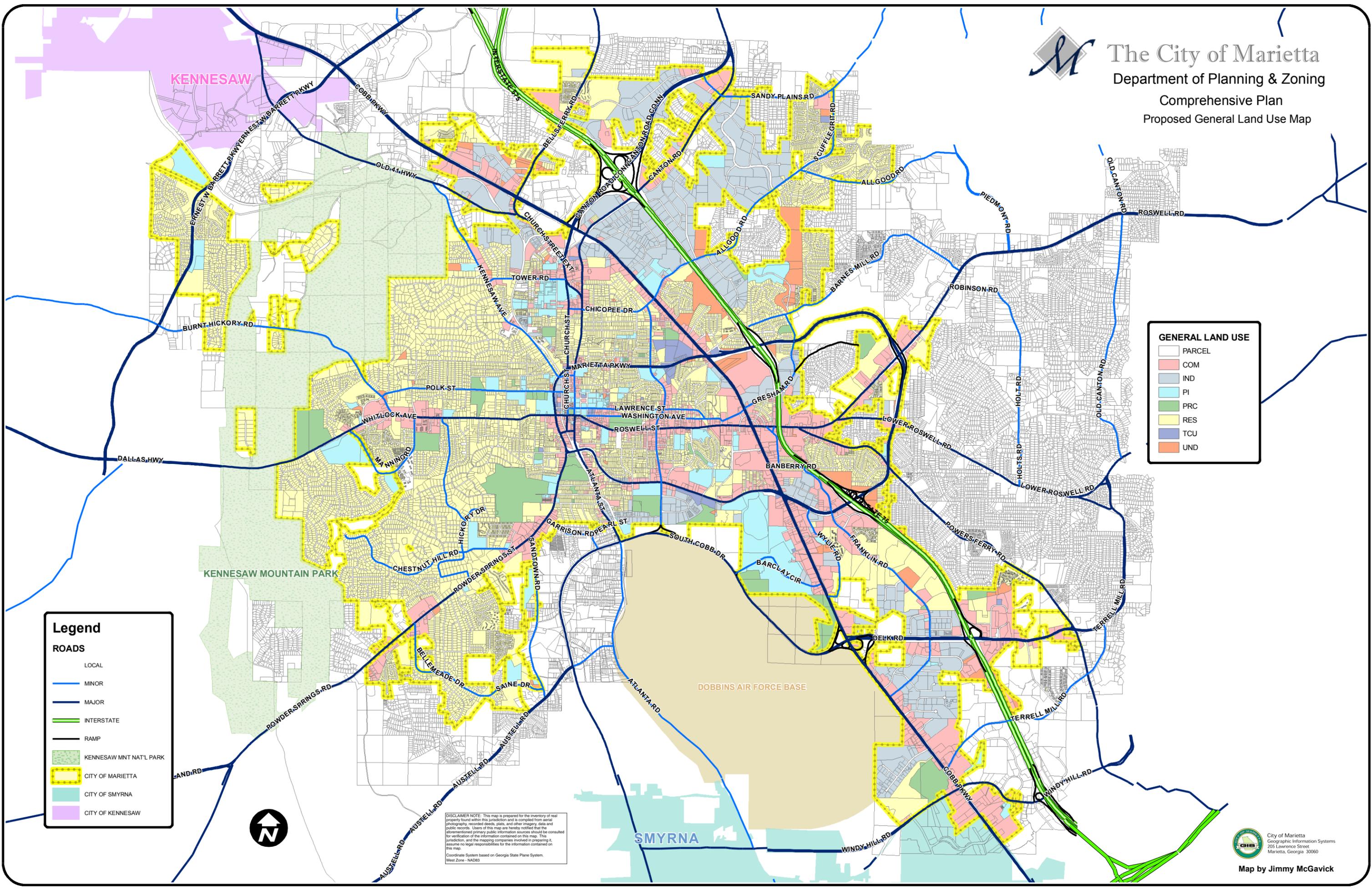
- (ix) *Mixed-Use*: This category is for detailed mixed land use, or one where land use is more evenly balanced. Within this category, the types of land uses allowed, the percentage distribution among the mix of uses (or other objective measure of the combination), and the allowable density of each use must all be clearly defined.

The General Land Use map and Table 1 display the aforementioned existing land use categories in graphic and tabular form. The General Land Use Map is located on page 10. In addition, Table 2, 1996 General Land Use Estimates, is included in this analysis in order to show land use change over time. The data indicates that over the last nine years Marietta has seen a large increase in residential land use, adding 1,900 parcels that equal almost 700 acres. On the other hand, commercial land use has been reduced by slightly over 100 acres. This places Marietta in a difficult position of trying to balance residential growth while also adding new commercial and office space.

Current market preferences dictate residential land use over commercial land use in Marietta. One of the reasons for this may be the large number of aging commercial properties that exist in this jurisdiction. There are a number of underutilized and abandoned commercial structures along Whitlock Avenue, Roswell Street, Cobb Parkway, and Powder Springs Street. The majority of the quality new commercial development in throughout Cobb County has occurred in the Cumberland Galleria Area, Town Center Area, and along Dallas Highway (SR120). As Marietta adds new investment and redevelops areas inside the “Loop” and along Franklin Road, new office and commercial investment will follow. These types of investments are greatly determined by factors such as demographics of the local area population, the cost and availability of land, and the business climate of the jurisdiction; thus public/private residential redevelopment will greatly enhance the opportunity for private sector non-residential development.



The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Proposed General Land Use Map



**GENERAL LAND USE**

- PARCEL
- COM
- IND
- PI
- PRC
- RES
- TCU
- UND

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- KENNESAW MNT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW



DISCLAIMER NOTE: This map is prepared for the inventory of real property found within this jurisdiction and is compiled from aerial photography, recorded deeds, plats, and other imaging, data and public records. Users of this map are hereby notified that the aforementioned primary public information sources should be consulted for verification of the information contained on this map. This jurisdiction, and the mapping companies involved in preparing it, assume no legal responsibility for the information contained on this map.  
 Coordinate System based on Georgia State Plane System.  
 West Zone - NAD83



Table 1			
<b>2005 General Land Use Estimates</b>			
	Number of Parcels	Acreage of Parcels	Percentage of Land Area
Residential	13,825	6,442	52.4
Commercial	2,056	2,175	17.7
Industrial	743	1,827	14.9
Public/Institutional	236	848	6.9
Transportation/ Communication/ Utilities	65	81	0.7
Park/Recreation /Conservation	74	557	4.5
Undeveloped	143	351	2.9
Mixed-use	21	6	0.0
<b>Total</b>	<b>17,163</b>	<b>12,288</b>	

Table 2			
<b>1996 General Land Use Estimates</b>			
	Number of Parcels	Acreage of Parcels	Percentage of Land Area
Residential	11,877	5,757	50.0
Commercial	2,176	2,281	19.8
Industrial	634	1,657	14.3
Public/Institutional	172	507	4.4
Transportation/ Communication/ Utilities	21	54	0.5
Park/Recreation/ Conservation	50	566	4.92
Undeveloped	105	688	5.97
Mixed-use	0	0	0.0
<b>Total</b>	<b>15,035</b>	<b>11,510</b>	



## Land Demand

The Comprehensive Plan document covers over twenty years of growth and development (2006 – 2030). In order to provide flexibility in the market, this plan provides for excess capacity of developable land. This will provide an adequate degree of choice for development locations and will help to foster competition between landowners and developers, thus avoiding unnecessary cost escalations due to the scarcity of resources.

Table 3 provides a series of assumptions about the need for various types of land resources up to the year 2030. These figures provide net densities and other spatial assumptions based upon the population, household, housing unit, and economic projections. The estimates provided in Table 3 are general estimates. The actual land demand will likely be different from what is stated in this document. Also, it is unlikely that land demand will actualize in the market in a consistent five-year manner as presented. The main reason for these statistical reservations is the difficulty in preparing accurate future projections of demographic and economic information for an area the size of a city. In addition, if some of the base assumptions are changed, a new series of estimates will be generated. Nevertheless, even with the limitations of the projections, the land demand analysis provides a foundation for estimating the resources that will be needed to further growth and development in Marietta until 2030.

<b>Land Demand Analysis, Marietta, 2000 - 2030</b>						
	2000–2004 Acres	2005–2009 Acres	2010–2014 Acres	2015–2019 Acres	2020–2024 Acres	2025–2030 Acres
Residential single-family	70	71	195	195	171	172
Residential multi-family	22	22	60	60	53	53
Commercial Retail	15	15	54	53	59	58
Commercial office/services	69	69	86	86	72	72
Industrial	-47	-47	-10	-11	6	6
<b>Total</b>	<b>129</b>	<b>130</b>	<b>385</b>	<b>383</b>	<b>361</b>	<b>361</b>
Source: U.S. Census Bureau, Atlanta Regional Commission, 2030 Small Area Population and Household Forecasts, & Marietta Planning and Zoning Division						



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## Areas Requiring Special Attention

The analysis contained in this sub-section is an evaluation of the existing land use patterns in the city. Trends should be discovered within the jurisdiction that allow for the identification of areas of special concern or particular areas that require attention by the staff, the greater community, and decision makers. They are as follows:

### *Areas where rapid development or change of land uses is likely to occur*

There are a few areas in Marietta that will see a rapid alteration in the land use pattern over the next decade. The first are uses along arterial and collector corridors that lead to downtown Marietta. These corridors are considered gateways into the downtown area and include Roswell Street, Powder Springs Street, Atlanta Street, Fairground Street, and the western portion of the South Marietta Parkway. These highly traveled corridors were identified in the Envision Marietta Downtown Master Plan as areas in need of new investment and redevelopment. These alterations of the land use patterns will assist in the transition of these corridors from automobile dependent and oriented strip commercial centers to mixed-use developments and neighborhood centers. The growth of these specific corridors will assist in creating a higher population density that will provide a diversity of housing options for all segments of the population.

The Franklin Road corridor will also see a change in land use as the area transitions from an area with antiquated, higher-density rental units to a regional center that contains a variety of uses including: regional scale commercial and office uses, mixed-use developments, and medium to high density owner-occupied residents. There is also the possibility that a Georgia Regional Transportation Authority (GRTA) Bus Rapid Transit (BRT) station may be placed along the corridor. This would dramatically alter the land use patterns and transportation infrastructure in this area. If the BRT station is located on Franklin Road, there is a strong likelihood that a mixed-use, mixed-income, Transit Oriented Development (TOD) would be designed and built; thus creating a new neighborhood center for this area.

The area in the vicinity of the North Marietta Parkway and Allgood Road will also see major changes in land use over the next ten years. This area is an important gateway into downtown Marietta, due to its strategic location. In addition, this area has a high number of vacant and underutilized parcels that would facilitate the redevelopment of this general area into a neighborhood center. Currently, the area contains marginal commercial uses, vacant lots, and large quantities of rental duplexes. It is anticipated that this area will convert to uses that include more owner-occupied dwelling units, mixed-use developments, and neighborhood serving commercial uses.

Finally, the area surrounding Kennestone Hospital has started to undergo substantial change and will continue to evolve as the hospital expands. The area is expected to grow into a health service cluster, which will include the transition of a declining single-family



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residential neighborhood into a health services and medical support center for Kennestone Hospital.

*Areas where the pace of development may outpace the availability of community facilities and services*

The City of Marietta is fast becoming a landlocked community with few opportunities for expansion of the municipality through annexation. As such, the city is not aware of any areas where the pace of development would outpace our ability to provide community facilities or services to the residents. The City's Board of Lights and Water, as well as the Cobb/Marietta Water Authority, have sufficient facilities, resources, and unused capacity to accommodate all of the anticipated growth that could occur in Marietta over the next twenty years.

*Areas where development is likely to intrude upon or otherwise impact significant natural or cultural resources*

There are three areas of concern regarding development's impact on the city's natural or cultural resources. The first is the area surrounding the Kennesaw Mountain National Battlefield Park. This is an area that contains steep slopes, scenic visages, and cultural resources. It is important to weigh the impacts that new development will have on these varying resources.

The second area of concern is that residential and industrial areas are contained within the Etowah River Basin. The Etowah River Basin contains environmentally sensitive plant and animal habitat that has numerous endangered and threatened species. New developments within this river basin should cognizant of endangered species habitat so that it is not further deteriorated. By limiting the impacts development has on the natural ecosystem, habitats can be improved; thus allowing for the natural reintroduction of these species into this habitat. This will ensure their continued prosperity, while minimizing the loss of land use rights for the existing property owners.

The City is nearing build out; therefore, any existing environmental problems in other areas of the city are the direct result of past urbanization. In an effort to improve the quality of our natural environment, the city is considering a number of ordinances recommended by the Metropolitan North Georgia Water Planning District to improve water quality. These recently adopted environmental regulations will help alleviate future impacts during the redevelopment process.

Finally, additional impacts are likely to occur within some of the city's five Nationally Registered Historic Districts. In particular, the Atlanta/Frasier Street and Washington/Lawrence Street Historic Districts are most prone to land use changes that may result in a loss of historic resources. New development pressures have been occurring within these Districts and it is anticipated that the private sector will continue



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to push for land use and development change in these areas, which could result in negative impacts to these districts.

*Declining or unattractive areas, possibly in need of redevelopment (including strip commercial corridors)*

There are a number of commercial and residential areas in Marietta that could be improved through new public and private sector investment into the built environment. These include residential areas that have been negatively impacted by the creation and expansion of transportation systems, an area's proximity to large quantities of public or subsidized housing, and commercial corridors that have cycled down to provide services primarily to lower income individuals and in-migrants from other countries. These areas include: residential communities inside of the "Loop", Franklin Road, Allgood Road, the West Dixie neighborhood, the northern portion of Powder Springs Street, Cobb Parkway North, Roswell Street, and portions of the South Marietta Parkway.

*Large abandoned structures or sites, including those that may be environmentally contaminated*

At present, there are no large abandoned structures or sites within the City; however, there are several smaller abandoned sites that are scattered throughout the City. These smaller abandoned sites need to be addressed so that they do not negatively impact other commercial properties or surrounding residential communities. Abandoned properties can lead to blight, which would have a devastating impact on the viability of many of these surrounding commercial and residential areas.

*Areas with significant infill development opportunities (scattered vacant sites)*

The most significant infill development opportunities are located inside the SR 120 Loop (North and South Marietta Parkway). Much of the residential development occurred during the 1940 and 1950's including the Bell Bomber housing that is in rapid decline and currently serves as transitional residences for low-income populations. As a result, renovation of these structures has not yet occurred. There are scattered vacant lots throughout this area that are currently underutilized and should be retrofitted with infill residential housing.

The Allgood Neighborhood is also a good opportunity for infill housing. There are several vacant lots within this neighborhood that could be retrofitted with new infill housing. Additional vacant lots also exist on North Marietta Parkway at Fairground Street that could be combined to create a neighborhood node that serves the needs of these residents.



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*Residential areas requiring protection from destabilization*

There are many areas within Marietta that are stable residential neighborhoods, which contain a large number of owner-occupied single-family dwellings. These areas include White Circle & Turner Road, Barrett Parkway & Stilesboro Road, the Forest Hills neighborhood, the Church & Cherokee Street neighborhood, the East Park & Worthington subdivisions, the Freyer Avenue & Sequoia Road neighborhood, the Bellmeade area, and the neighborhoods north and south of Whitlock Avenue. These neighborhoods should be protected from development pressures and intrusion of non-residential uses established residential areas.



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## **Analysis of Consistency with Quality Community Objectives**

The purpose of this section is to analyze current development patterns and practices to ensure that the city is growing in a manner that is consistent with the Department of Community Affairs general objectives for the state.

### **Regional Identity**

*Regions should promote and preserve an “identity”, defined in terms of traditional regional architecture, common economic linkages that bind the region together, or other shared characteristics.*

Marietta is active in trying to cultivate a regional identity by contributing to regional discourse and assisting in the implementation of policies with other members of the metropolitan Atlanta community. Actions such as preserving archeological and architectural areas and structures, collaborating on economic and transportation issues, and assisting to conserve our natural resources are helping to achieve this goal. In March of 2005, Marietta passed a Historic Preservation Ordinance that allows for the creation of a commission that will oversee historic preservation activities in the municipality. This effort will assist in preserving historic properties while expanding the shared sense of history and place in the Atlanta area. From an economic standpoint, 50% of Marietta’s population commutes to other areas in metropolitan Atlanta for business and employment. All of the cities and counties in metropolitan Atlanta are connected to one another economically. The growth and decline of various business sectors has a trickling effect on other areas of the metropolitan community. Finally, Marietta is participating in many regional efforts to improve our built environment, natural environment, and transportation system by participating in activities such as the Livable Centers Initiative, Etowah Regional Habitat Conservation Plan, and the Northwest Corridor HOV/BRT Study. Marietta will continue to work with our regional partners at all levels of government to ensure that we are actively working to improve quality-of-life in metropolitan Atlanta.

### **Growth Preparedness**

*Each community should identify and put into place the prerequisites for the type of growth it seeks to achieve. This may include housing and infrastructure to support new growth, appropriate training of the workforce, ordinances to direct growth as desired, or leadership capable of responding to growth opportunities.*

Over the last five years, Marietta has been active in preparing itself to alter its scenario on how and where growth is to occur. In the past, annexation has been the predominant method for increasing the number of housing units and commercial establishments. Since we are quickly becoming a built-out community, Marietta took a proactive step to alter its growth scenarios. The city has established new ordinances to encourage infill



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development in appropriate neighborhoods and is encouraging mixed-use developments along commercial corridors. The city has also established a Redevelopment Corporation to assist in the revitalization of many neighborhoods within the city. Three master plans have been developed over a five-year period that involved the public, elected officials, and other stakeholders in the development of plans and policies to assist in the redevelopment of specific areas of the city. The city has charted a future course and is committed to the redevelopment of blighted and underutilized properties.

### **Appropriate Businesses**

*The businesses and industries encouraged to develop or expand in a community should be suitable for the community in terms of job skills required, linkages to other economic activities in the region, impact on the resources of the area, and future prospects for expansion and creation of higher-skill job opportunities.*

The two main business sectors being targeted for economic expansion are health services/products and entertainment/tourism. Both of these sectors had strong growth between 1990 and 2000. In addition, these two sectors have a high location quotient (over 1.25) and are therefore non-basic types of employment. Marietta is interested in leveraging the growth in these sectors as a means of creating business clusters. Marietta's high educational attainment gives it plenty of opportunity to continue to create high paying medical/office employment. The entertainment sector may pay smaller wages in comparison to the health services sector, but it is an important component in the creation of a sense-of-place and defining community character.

### **Education Opportunities**

*Educational and training opportunities should be readily available in each community – to permit community residents to improve their job skills, adapt technological advances, and to pursue entrepreneurial ambition.*

The City is within the vicinity of three colleges/universities and one technical institute. The three universities include Life University, Kennesaw State University, and Southern Polytechnic State University. Chattahoochee Technical Institute is a two year technical and trade school that assists individuals in preparing for the work environment and retraining individuals that may have lost their jobs or are unemployed due to corporate downsizing, off-shoring of employment, and layoffs. Technical institutes can also be used as an economic development tool by establishing programs that will assist new and existing businesses with workforce training, skills seminars, and entrepreneurial assistance.



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## **Employment Options**

*A range of job types should be provided in each community to meet the diverse needs of the local workforce.*

Marietta is dedicated to diversifying its workforce as a means of ensuring a range of employment opportunities for area residents. The clustering of employment sectors will provide a variety of job types for individuals ranging from the production and fabrication of goods to managerial professionals, service employees, and executives.

## **Heritage Preservation**

*The traditional character of the community should be maintained through the preserving and revitalizing historic areas of the community, encouraging new development that is compatible with the traditional features of the community, and protecting other scenic or natural features that are important in defining the community's character.*

The City of Marietta is home to five historic districts and two historic sites. In March of 2005, Marietta passed a Historic Preservation Ordinance that allows for the creation of a commission that will oversee historic preservation activities. The City and commission will work to preserve and revitalize these historic areas and identify other potential sites and areas for listing on the National Register of Historic Places.

## **Open Space Preservation**

*New developments should be designed to minimize the amount of land consumed, and open space should be set aside from development for use as public parks or greenbelts/wildlife corridors.*

Marietta tries to preserve open space through the use of Planned Developments and a Conservation Subdivision Ordinance. Both of these zoning mechanisms require 25% or more minimum open space. Staff also encourages developers to create continuous open space with neighboring developments as a way of maximizing open space between lots. Marietta will continue to promote compact design and efficient land use patterns in future developments. The city currently maintains approximately 250 acres of public parks and greenspace and will work to acquire additional public greenspace as funds become available.



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## **Environmental Protection**

*Air quality and environmentally sensitive areas should be protected from negative impacts of development. Environmentally sensitive areas deserve special protection, particularly when they are important for maintaining traditional character and quality-of-life of the community or region. Whenever possible, the natural terrain, drainage, and vegetation of an area should be preserved.*

The Atlanta metropolitan area is expected to maintain its non-conformity with EPA's Clean Air Act requirements. The City of Marietta plans to work with the region to help improve air quality and to eventually regain conformity. The city is very protective of its environmentally sensitive areas, and will continue to use buffers and development restrictions to protect such areas. Marietta will continue to work with our regional partners as part of the North Georgia Water Planning District and the Etowah Regional Habitat Conservation Plan to protect these environmentally sensitive areas. Marietta is committed to continue our collaboration with other jurisdictions and agencies in order to collectively preserve natural resources and improve the health of our natural environment.

## **Regional Cooperation**

*Regional cooperation should be encouraged in setting priorities, identifying shared needs, and finding collaborative solutions, particularly where it is critical to success of a venture, such as protection of shared natural resources.*

Marietta has always maintained a cooperative relationship with Cobb County and other regional jurisdictions. As stated in the Environmental Protection objective, Marietta is currently working with our regional counterparts on air quality, water quality/quantity, and the endangered species habitat protection to ensure the preservation of these natural resources. The City is currently involved with the creation of the Cobb Countywide Transportation Plan (CTP). This involves working with representatives from each of the cities within the county, representatives from the county, and a consultant to identify and respond to transportation issues throughout the county including east-west connectivity needs and the potential impacts of growth in Paulding on Cobb County among other things. The recommendations derived from the CTP will be incorporated in future updates of the City of Marietta's Comprehensive Plan. We will continue to be cooperative in the future to ensure a high quality-of-life for residents in the metropolitan Atlanta area.

## **Transportation Alternatives**

*Alternatives to transportation by automobile, including mass transit, bicycle routes and pedestrian facilities, should be made available in each community. Greater use of alternative transportation should be encouraged.*



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The City of Marietta is well served by Cobb Community Transit (CCT) service, has an adequate sidewalk system, and is in the process of completing the Kennesaw Mountain to Chattahoochee River Trail, a multi-use facility that is being created by Marietta, Smyrna, Cobb County, and the Cumberland Commercial Improvement District. Marietta will continue to work with CCT to ensure that residents dependent on transit have access to it. Marietta also continues to work with GRTA in planning for bus rapid transit (BRT) along the I-75 corridor. BRT provides an alternative way to relieve congestion rather than just expanding single occupancy vehicle lane capacity. The City will look for other innovative alternatives to relieve congestion throughout problem areas in the city. The City will also continue to improve its sidewalk network while looking for opportunities to construct additional multi-use trails. Finally, Marietta is dedicated to improving its pedestrian system through the use of streetscape enhancements along major arterial and collector streets.

### **Regional Solutions**

*Regional solutions to needs shared by more than one local jurisdiction are preferable to separate local approaches, particularly where this will result in greater efficiency and less cost to the taxpayer.*

Where appropriate, Marietta is interested in partnering with other regional jurisdictions to work towards solving many of the complex issues that face urban and suburban areas. Two of the most important issues to address with a regional perspective are natural resource conservation and affordable housing. There are cooperative efforts within the Atlanta region to address these concerns and Marietta will continue to participate in this discourse.

### **Housing Opportunities**

*Quality housing and a range of housing size, cost, and density should be provided in each community to make it possible for all who work in the community to also live in the community.*

The City of Marietta has a wide array of housing types and prices, from low-end rentals to high-end estates. Currently 63% of the housing units are rental properties. One of Marietta's primary goals is to encourage more owner-occupied housing in the City. Another goal of the city is to bring quality affordable housing into the area. Marietta's affordable housing stock is antiquated and does not meet general market demands and preferences. As such, Marietta is trying to create a diverse housing stock with multiple housing styles and options that will meet the various needs of the public.



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## **Traditional Neighborhoods**

*Traditional neighborhood development patterns should be encouraged, including use of more human scale development, mixing of uses within easy walking distances to one another, and facilitating pedestrian activity.*

Developments in Marietta are starting to change due to a lack of available land and rising land costs. This is resulting in requests for more urban densities and development patterns. This presents an opportunity for Marietta to incorporate more traditional neighborhood design into our built environment. This is already being accomplished through the Commercial Corridor Design Overlay District and various streetscape projects. The Overlay District allows for owners of non-residential property to construct mixed-use “new urbanist” style developments by right of zoning. This coupled with the planned streetscape improvements along major corridors will generate a human scale environment that encourages pedestrian activity. Marietta will continue to pursue policies and developments that enhance our ability to create mixed-use developments in the appropriate areas that will generate a more human scale urban environment in the “intown” areas of the city.

## **Infill Development**

*Communities should maximize the use of existing infrastructure and minimize conversion of undeveloped land at the urban periphery by encouraging development and redevelopment of sites closer to the downtown or traditional urban core of the community.*

The objective for infill development sums up the growth strategy that is being pursued in Marietta. The city needs redevelopment on underutilized commercial properties and is actively seeking mixed-use opportunities along our commercial corridors. In addition, Marietta has passed a Residential Infill Development Ordinance, which is intended to increase new single-family residential structures in existing neighborhoods around the downtown area. Marietta, by necessity, will continue to pursue these goals and policies in an attempt to increase new development and opportunities in and around the downtown area.

## **Sense of Place**

*Traditional downtown areas should be maintained as the focal point of the community or for newer areas, where this is not possible, and the development of activity centers that serve, as community focal points, should be encouraged. These community focal points should be attractive, mixed-use, pedestrian-friendly places where people choose to gather for shopping, dining, socializing, and entertaining.*



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The Historic Downtown Marietta Square is the heart of the City and has a unique “old town” identity. The Downtown Marietta Development Authority (DMDA) meets to ensure that all development on the Square maintains that identity. Marietta and the DMDA will work to preserve and enhance the image of the Square and will also look for additional areas within the City that have the potential to serve as community focal points and activity centers.



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## **Analysis of Supporting Data**

Contained below is a brief overview of the data contained in the attached data and map appendix. This data contains information about various aspects of the community including demographics, economics, housing, etc. Data points that are important to the community and region due to aforementioned issues and opportunities contain a verbal analysis that assist to provide more clarity about the data and how it influences Marietta.

### **Population**

#### *Total Population*

Marietta's population, as reported in the 2000 U.S. Census, was 58,784 persons. The population is projected to approach 65,728 in 2005, 72,708 by 2010, and 93,647 by 2025. Marietta's population growth is expanding, but at a slower rate compared to past decades. This suggests that priority needs to be placed on the redevelopment of blighted and underutilized areas, as long as these areas have the infrastructure to alter the condition of housing and provide a variety of housing choices to accommodate increased growth pressures.

#### *Group Quarters*

The number of individuals living in group quarters in 2000 was approximately 1,500 persons.

#### *Households*

The number of households as reported in the 2000 U.S. Census was estimated at 23,895. Total household figures were projected to approach 26,500 in 2005 and exceed 29,000 in 2010.

#### *Average Household Size*

The average household size in 2000 was 2.46. That average decreased to 2.36 in 2005 and is expected to decrease further to 2.28 in 2010. Average household sizes in Marietta have fluctuated in the past two decades. We were following the national trend of continually decreasing household size until 2000 when we saw an increase. The reason for this is due to the increase in the Hispanic/Latino population over the past ten years. The Census data indicates that this population segment has larger household sizes compared to the Caucasian and African American populations that were the predominant demographic groups in past decades.

#### *Age Profile*

The median age for Marietta residents in 2000 was 30. Over 50% of residents are of typical working age (25-64). The largest population cohort was 25-34, accounting for almost 25% of the population. However, the 35-44 and 45-54 age cohorts experienced



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the largest growth between 1990 and 2000. The Atlanta Regional Commission anticipates that the population of the Atlanta area will age significantly in upcoming decades. It is expected to have a 20% increase in the number of individuals over the age of 50 within thirty years. This is a significant increase in population and it will result in alterations to transportation networks and land use patterns.

#### *Race/Ethnicity*

The racial composition of Marietta in 2000, as reported by the U.S. Census, was 49% Caucasian; 29% African-American; 17% Hispanic/Latino; 3% Asian; and 2% for the Other category. Individuals of Hispanic/Latino ethnicity had a growth rate of 601% between 1990 and 2000. This resulted in an increase in their share of the total population of 14% over this decade.

*Educational Attainment:* In 2000, 39% of all Marietta residents had a degree from a higher learning institution, 22% attended some college but did not receive a degree, and 21% graduated from high school only. Of the 18% that did not graduate from high school, 6.6% were Latino, 6.2% were Caucasian, 4% were African American, and 4% were Other.

#### *Income*

Per Capita Income for the City, as reported by the U.S. Census for 2000, was \$24,409. Median Household Income for 2000 was reported at \$40,645. Median Family Income for 2000 was reported at \$47,340. Approximately 11% of families had incomes below poverty level.

#### *Poverty Status*

In 1989, Marietta had 6,079 individuals (13.7% of the total population) who were considered by the U.S. Census Bureau to have incomes below the poverty line. Of those living below the poverty line, 27% were under the age of 18 and 10% were over the age of 65. In 1999, Marietta had 9,010 individuals (15.3% of the total population) who were below the poverty line, with 31% of those individuals being under the age of 18 and 5% over the age of 65. Therefore, the number of Marietta residents living below the poverty level has increased slightly. However, the percentage elderly persons living under the poverty line has decreased.



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## Housing

### *Housing Types*

Four distinct housing types, built in different phases of the City's history, characterize Marietta's housing stock: Historic colonial-style homes (pre-1930s); single-story "Bell Bomber" housing (1940s-1960s); apartments and duplexes (1970s-1980s); and planned subdivisions with single-family houses or townhouses (1980s-present). This has fueled two different movements in the city. One is historic preservation, as residents and interested individuals try to preserve a piece of Marietta's heritage. The other is redevelopment, which is a result of a deteriorating housing stock that no longer meets the needs and demands of today's population.

### *Housing Mix*

Of the estimated 25,399 housing units in Marietta: 11,136 are single-family attached and detached (44%); 14,024 are multi-family (55%); and 239 are mobile homes (1%). The majority of new homes being built are single-family detached on the periphery of the city and small lot single-family detached and townhomes in the center city. 63% of all housing units are renter occupied, while only 37% are owner-occupied units. The 63% renter occupancy rate is the inverse of the metro region and state percentages. This single statistic exhibits the increasing need for residential redevelopment in this city. It is important to note that there has been a reversal of this negative trend over the past decade. The rental-occupancy rate in Marietta has decreased by almost 5% in the past decade. As redevelopment continues this trend will increase resulting in the stabilization of the housing stock.

### *Vacancy*

98.2% of owner occupied units were reported occupied while only 94.2% of renter occupied units were occupied. However, some of the older apartment complexes in the city are experiencing vacancy rates as much as 25%.

### *Condition of Housing Stock*

Over 80% of Marietta's housing stock was built prior to 1990. The homes built in the colonial style are relatively well maintained, while many "Bell Bomber" houses, apartment complexes and duplexes are in a deteriorated state.

### *Cost of Housing*

In Marietta, the median value of owner occupied units was \$149,400. The average cost of new housing ranges from approximately \$250,000 for single-family attached to over \$350,000 for single family detached. Some new single-family detached developments in Marietta are selling for upwards of \$800,000 to one million dollars for 3,000 - 5,000 square foot homes. The median contract rent for rental properties was \$767 per month.



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### *Cost Burden Analysis*

36% of Marietta's population is burdened by their housing costs (30% or more of average household income was used to pay housing costs). In comparison to other metropolitan Atlanta communities, this is a high statistic. For instance, Cobb County's cost burden analysis indicates only 22% of the population was cost burdened; Roswell's percentage was 20%, Decatur was 24%; Atlanta was 28%, and the State of Georgia was 21%. This should raise concerns about the availability of quality affordable housing and the provision of economic development opportunities.

### *Special Housing Needs*

Persons with special housing needs, i.e. mental health, substance abuse, or developmental disabilities, account for 2% of Marietta's population. No publicly provided housing that provides for special needs currently exists, but may be necessary in the future.

### *Jobs-Housing Balance*

The job-housing ratio for Marietta is 1.27. This means that there are 1.27 jobs in the city for every housing unit. This statistic is slightly less than the 1.39 for Cobb County and 1.32 for the Atlanta Region as a whole. This statistic is misleading because it does not provide any information about the location of the jobs and accessibility to the job centers.

The SMARTTRAQ project, headed by Larry Frank, former professor at the Georgia Institute of Technology, analyzed the jobs-housing balance of LCI communities. In this analysis the research said, "Marietta has a better jobs-housing balance compared to other suburban municipalities in the Atlanta region." Marietta's urban nature and the city's proximity to Cobb County's three major job centers, Dobbins AFB, Cumberland, and Town Center, provide 64% of city residents with job opportunities within a close proximity to the city limits.

Due to past development patterns and inflexible zoning categories there is a large disparity between the areas where jobs and housing is located. One way to address this is by allowing for more mixed-use communities in commercial areas. Other factors that inhibit other individuals from living and working in the area include the availability of quality affordable housing, the high cost of land, and the accessibility of higher paying occupations.



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## Economic Development

### *Economic Base*

In 2000, the total employment in Marietta was 32,172. Employment is projected to increase to 40,265 by 2010 and 52,403 by 2025. In 2000, the industry sectors with a substantial positive growth rate included: Services; Construction; Professional, scientific, management, administrative, and waste management; Educational, health and social services; and Arts, entertainment, recreation, accommodation and food services. Georgia, as a whole, has a large percentage of employment in the Service, Retail Trade, and Manufacturing sectors. The increase in the Service and Construction section mirrors increases in the national economy.

### *Location Quotient*

As part of a larger economic base analysis a location quotient (LQ) analysis was performed. The location quotient tells a researcher what factors of the economy are import (non-basic) and export (basic) industries. The basic industries are those that provide service to another geographic area. It indicates that this jurisdiction has a specialization in those particular industry segments. The non-basic sectors are industries where residents of the jurisdiction must travel to the comparison geographic area to receive those goods and services. Industries that have a specialization contain LQ factors of 1.25 and up. Industries that are importing have LQ factors of 0.75 and below. The rest are self-supporting industries that meet the need of the local economy.

The LQ analysis indicated that Marietta has a specialization in the Health Service and Arts & Entertainment sectors when compared with Cobb County. Additionally, Marietta specializes in Agriculture, forestry, fishing hunting, and mining; Construction, Retail Trade, and Arts & Entertainment when compared to the Atlanta region. Finally, when compared to the larger US economy, Marietta specializes in: Retail Trade; Information; Finance, insurance, and Real Estate; Professional, scientific, management, administrative, and waste management services; Education, health, and social services; and Arts, entertainment, recreation, accommodation, and food services. The complete LQ analysis can be viewed in the data appendix.

### *Shift-Share Analysis*

Shift-share analysis partitions local employment into three main components: a share reflecting trends in the larger national economy; a share indicating industry specific factors; and a share reflecting local influences on industry performance. These three factors can be totaled for each industry factor to determine how much influence each of these factors had on employment growth. The three largest industry sectors from 1990 – 2000 were Professional, scientific, management, administrative, and waste management services; Arts, entertainment, recreation, accommodation, and food services; and Construction. For example, Professional, scientific, etc. gained 3,053 new jobs within this time period. Of the new jobs created, 221 can be attributed to growth in the national



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economy, 340 jobs are due to growth in this particular industry segment, and 2,491 jobs are a result of local factors that distinguish Marietta from other geographic areas. The complete list of tables and figures for all industry segments can be viewed in the data appendix.

#### *Occupations*

In 2000, 63% of the Marietta's workforce was in "white collar" occupations (33% of the labor force was reported in the management, professional, and related category and 30% of the labor force was in the technical, sales, and administrative support category). 23% of the labor force was reported in "blue collar" occupations and the remaining 14% were in service occupations.

#### *Unemployment*

The employment rate for Cobb County in 2000 was 2.5%. It is anticipated that Marietta has a higher unemployment rate when compared to Cobb County as a whole.

#### *Personal Income*

In 2000, Cobb County had a 54.9% increase in personal income compared to 1995. The average increase per year was 9.5% over that time period. In 2002, Cobb County's personal income increased 4.5% since 2000. The average increase over this time period was 4.0%. It is important to note that in 2001 to 2002 personal income increased by only 0.8%.

#### *Wages*

In 2003, Cobb County had a 2.5% increase in wages compared to 2002. This is a turnaround from the 2001 to 2002 time period that experienced a -1.6% growth rate. The average growth rate from 2000 to 2003 was 1.4% per year. This is only a modest increase compared to the 8% to 10% growth rates of the previous 5-year period.

#### *Commuting Patterns*

Marietta's means of transportation to work indicates that 71% drive alone, 19% carpool, 3% use public transportation, 4% use other means of transportation, and 3% worked from home. In 1990, 47.0% of Marietta residents had commute times of 20 minutes or less. In 2000 the percentage of residents with a 20 minute commute time or less dropped to 37.7%. Also in 2000, 20% of Marietta's population had a commute time of 30 to 39 minutes compared to 17% of the population in 1990. The most likely reason for this increase is due to increased traffic congestion on major arterials and Interstate systems.

#### *Economic cluster – Dobbins AFB*

The aerospace cluster is quite large, with more than 10,000 employees at significant employers such as Lockheed Martin, Dobbins Air Force Reserve Base, the Naval Air Station, and the Federal Aviation Administration (FAA). Currently there are more than 5,000 employees in support services for this sector including: trucking; warehousing and



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supply chain management (logistics); and airfreight. This employment cluster may be negatively impacted if the most recent round of Pentagon base closings continues as previously indicated. This would result in a loss of 850 jobs due to the potential closing of the Naval Air Station.

*Economic cluster – Health Services*

Kennestone Hospital and associated health service companies are a rapidly growing segment of the local economy. The location quotient and shift-share analysis indicates that this is one of the fastest growing segments of the local economy. In addition, the hospital is undergoing a major expansion that will create new employment opportunities, which will further private sector development as this cluster expands in the local economy.

*Economic cluster – Historic Downtown Marietta*

There has been recent growth of the hospitality, tourism, and entertainment sectors in and around the downtown square of Marietta. A combination of annual events, outdoor concerts, special events, and other activities, such as the Marietta Museum of History and the Gone with the Wind Museum bring numerous visitors and dollars into the area. The employment in this sector reaches approximately 1,500 and will continue to grow and expand.



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## Natural Resources

### *Environmental Planning Criteria*

Marietta has three local resources that would require compliance with the Department of Natural Resources Environmental Planning Criteria. These include water supply watersheds, wetlands, and groundwater recharge areas. Currently, Marietta has not adopted any locally enforceable ordinances that would bring the community into compliance with the aforementioned requirements. We anticipate compliance with the requirements as new standards become available by the Department of Natural Resources.

### *Environmentally Sensitive Areas*

Marietta has numerous natural areas and features that are significant. These include public water supply sources, water supply watersheds, groundwater recharge areas, wetlands, floodplain, steep slopes, plant and animal habitat, and major parks, recreational, and conservation areas. Maps located in the appendix illustrate areas of concern for the abovementioned criteria.

### *Public Water Supply*

Marietta's water supply is provided by the Cobb/Marietta Water Authority, which obtains drinking water from Lake Allatoona and the Chattahoochee River. The Wycoff Plant in Acworth and the Quarles Plant in East Cobb will supply sufficient water to allow for the continued growth and expansion of the local jurisdiction.

### *Water Supply Watersheds*

Marietta is situated on three large watersheds, the Upper Chattahoochee, Middle Chattahoochee, and the Etowah Basins. The Etowah and Upper Chattahoochee are drinking water sources for Marietta/Cobb County residents.

### *Groundwater Recharge Areas*

The U.S. Geological Survey and the Department of Natural Resources shows that Marietta lies on Cobb County's largest groundwater recharge area. This recharge area is classified as significant and is low in pollution susceptibility due to thick soils and relatively low slopes.

### *Wetlands*

All wetlands in Marietta are classified as Palustrine Systems. Palustrine systems are defined as non-tidal wetlands dominated by trees, shrubs, emergent, mosses, and lichens. Water bodies less than 8 hectares in size (20 acres) are also contained within Palustrine systems. Palustrine Subsystem classifications in Marietta include open water, non-forested emergent, scrub-shrub, and forested.



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### *Floodplains*

Floodplain exists along Noses Creek, Ward Creek, Westside Branch, Olley Creek, Rottenwood Creek, Hope Creek, Sope Creek, Wildwood Branch, Elizabeth Branch, Sope Branch, Poorhouse Creek, Noonday Creek Tributary #3, and Blackjack Creek. Marietta no longer permits new construction in floodplain zones.

### *Steep Slopes*

Marietta's topography varies from 1,200 feet above sea level around Kennesaw Mountain to 850 feet above sea level around the tributaries of the Chattahoochee River. Marietta considers steep slopes to be areas with slopes of 35% or greater. Given the hilly and rocky terrain that persists in Cobb County, there are some areas that will be affected by the 35% slope. The majority of the areas are mostly undeveloped properties surrounding Kennesaw Mountain and Blackjack Mountain. The other areas of Marietta are already urbanized; therefore the alteration of the natural terrain has occurred during the construction of prior developments. Currently, there are no regulations that constrain development on steep slopes, but it is a factor staff analyses when making development recommendations.

### *Plant and Animal Habitat*

Marietta contains habitat that could support a surprising number of endangered, threatened, or rare plant and animal species. A full list of the species and their habitat can be found in the data appendix at the end of this assessment. Marietta is currently participating in the development of the Etowah Regional Habitat Conservation Plan, which is an effort to preserve habitat for the endangered Cherokee Darter.

### *Significant Natural Resources*

Marietta contains numerous significant natural resources that are either in or in close proximity to the city. These include conservation areas adjacent to the Rottenwood Creek, Kennesaw Mountain Battlefield Park, and the Chattahoochee River National Recreational Area. These areas are either used by a large percentage of Marietta residents or are areas that could be impacted by development that occurs within Marietta.



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## Historic and Cultural Resources

### *Historical Significance*

The City of Marietta has an enduring historic tradition. It is home to several historic properties and landmarks.

### *Sites listed in National Register*

Five historic districts and two sites are listed in the National Register of Historic Places. They are:

- Atlanta-Frasier Street Historic District
- Church Street/Cherokee Street Historic District
- Northwest Marietta Historic District
- Washington Avenue Historic District
- Whitlock Avenue Historic District
- Zion Baptist Church (bldg)
- Brumby Hall (bldg)

### *Archaeological Sites*

Marietta is home to four historic cemeteries: the St. James Episcopal Cemetery, the National Cemetery, the Marietta Confederate Cemetery and the Old Marietta Citizen's Cemetery. In addition, there are also remnant trenches and other artifacts that were constructed during the Civil War.



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## Community Facilities

### *Water Supply & Treatment*

Drinking water for the City of Marietta is purchased from the Cobb County/Marietta Water Authority (CCMWA) and is collected at several metering points located at the boundary of and within the City's water service area. The water is then collected by Marietta Water (BLW) and distributed to its customers. In 2003, CCMWA provided 3.4 billion gallons of water, or 9.3 million gallons per day (mgd) to the City of Marietta.

CCMWA operates two water treatment plants. The James E. Quarles Water Treatment Plant (Quarles Plant) is located at 4402 Lower Roswell Road in east Cobb County and has a treatment capacity of 86 million gallons per day (mgd). The intake providing raw water to the Quarles Plant is on the Chattahoochee River adjacent to the Johnson Ferry Road Bridge. The Hugh A. Wyckoff Water Treatment Plant (Wyckoff Plant) is located on Mars Hill Road in Acworth and has a treatment plant capacity of 72 mgd. The intake providing raw water to the Wyckoff Plant is on Lake Allatoona off of Stephens Road in Bartow County. The Authority also operates a well field on an as-needed basis and has a capacity of 1 mgd. The wells are located off of Tritt Springs Trace in east Cobb County. Total Water Supply capacity of the CCMWA is 159 mgd, making it the second largest water purveyor in Georgia.

Through a Capital Improvement Program, the CCMWA extends the life of its system through planned preventive maintenance, and renewal and/or replacement projects when necessary. The Authority expects that the population served by its wholesale customers will grow by approximately 100,000 people (13%). The existing facilities and planned improvements are expected to meet or exceed all growth in demand predicted for the next 30 years.

The BLW water distribution system includes 263 miles of water lines, 2 elevated storage tanks, and 3 pump stations. A pressing issue in the upgrade of water lines is the replacement of many old two-inch lines that supply low levels of water pressure, and have the potential to hamper fire suppression. The old lines are spread throughout the city, with no area having a significant concentration of the small lines greater than anywhere else.

### *Sewerage & Wastewater Treatment*

The Cobb County Water System manages all wastewater flows generated within the City of Marietta. It is treated at one of two Cobb County wastewater reclamation facilities (WRFs). The Noonday Creek WRF, located on Shallowford Road, provides service to northwestern Marietta, while the Sutton WRF treats flows generated in the remainder of the City.



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The Noonday Creek WRF is currently being expanded from a capacity of 12 mgd to 20 mgd. Construction was completed in April of 2005. A new wet process for the Sutton WRF was completed in the 4<sup>th</sup> quarter of 2004, increasing capacity from 40 mgd to 60 mgd. The solids handling portion of the process is to be expanded to 60 mgd by the end of 2007. Once these expansions are completed, the Atlanta Regional Commission projects that no further increase in capacity will be required until after 2030.

Marietta BLW manages the sewerage collection system within its negotiated service area and transports the waste to the abovementioned WRF. The sewage collection system includes 278 miles of sewer lines and one (1) sewage pump station. Sewer improvement funds will be concentrated on replacing piping which has surpassed its service life.

#### *Solid Waste Facilities*

In 2006, the City of Marietta updated its SWMP in accordance with Georgia's Comprehensive Solid Waste Management Act. Detailed information on solid waste management can be found in the plan. The Sanitation Division is responsible for providing solid waste collection services to over 12,000 households within the City. Services provided include twice-weekly garbage collection at the rear door and curbside, curbside recycling collection once per week, and curbside yard waste collection once per week. Garbage is delivered to a waste transfer facility operated by Waste Management. Yard waste is delivered to a private vendor that converts the material to compost for sale to others. Waste Management collects solid waste, cardboard, and glass in the Central Business District. The Sanitation Division has successfully diverted over 25% of the solid waste that was entering streams from landfills. This is due, in part, to the implementation of a volume based fee structure in 1994.

#### *Recreational Facilities*

The City of Marietta offers 249 acres of park space for its residents with parks ranging from small pocket parks to larger community parks with athletic facilities. The City also provides numerous multi-use trails, including 27 acres of greenspace that was acquired in 2004 for floodplain protection.



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## Transportation

The City of Marietta owns and operates approximately 497 local roads and 8 bridges (241 lane-miles of public roadway). Marietta has adequate north-south connectivity on the local street system but lacks east-west connectivity from Kennesaw Mountain to the 120 Loop. Traffic on I-75 and Cobb Parkway creates peak hour congestion due to the volume of users.

Of the roads, 21% earned a pavement condition of poor, and less than 2% earned very poor. Most of these roads were small local streets adjacent to I-75. All of the bridges are in fair to good condition. There are no issues with signalization or signage on city streets.

Marietta has vigorously pursued a policy of incorporating sidewalks into its transportation plans, resulting in an adequate network when compared to the rest of Cobb County. There are some residential areas in older subdivisions and commercial corridors, Cobb Parkway and Powder Springs Street, which lack adequate pedestrian facilities that need to be provided for pedestrian safety.

The Kennesaw Mountain to Chattahoochee River Trail is a multi-use facility that is being created by Marietta, Smyrna, Cobb County, and the Cumberland Commercial Improvement District. Marietta has completed the North Loop Bicycle Pedestrian Bridge and is in the process of constructing the South and University portion of this trail. The anticipated completion date for the Marietta portion of the multi-use trail is 2010.

Cobb Community Transit (CCT) serves most areas of Marietta. The City plays an important role in CCT's operations, as it is home to their new main operations, maintenance, and administration facilities, a major transfer station, and one of their three park-and-ride lots. If Bus Rapid Transit is incorporated along the I-75 corridor, CCT will need to alter its routes to ensure connectivity with the new regional system.

Major parking centers within the City include Kennestone Hospital, Life University, Southern Polytechnic State University, the CCT park-and-ride lot and downtown Marietta. Most lots provide adequate spaces to meet demand. However, parking improvements in the downtown area may be necessary to meet the demand.

CSX Transportation runs their rail cars through the heart of the city on two main lines, averaging 22 daily one-way trips. Given all the railroad traffic, the city has an excellent safety record at its railroad crossings.

The Dobbins Air Force Base, an exclusively military airport, is located along the southern border of Marietta. Areas within the City along Cobb Parkway and Powder Springs Street fall within Federal Air Installation Compatible Use Zone (AICUZ) restrictions for the airport.



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Marietta's development patterns are closely tied to the development of its transportation network. The historic downtown district developed, in part, due to the commercial activity associated with its railroad depot.

Beyond the downtown square, most properties' land uses are dictated by a roadway or corridor's classification: Properties in proximity to I-75 are typically a mix of industrial; commercial, and multi-family residential uses; properties along major arteries are primarily commercial uses; and properties along local streets are single-family residential uses.

Future corridor plans acknowledge this separation of land uses and envision a greater mix of uses along Roswell Street, Powder Springs Street, Fairground Street and Cobb Parkway.



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## **Intergovernmental Coordination**

Intergovernmental coordination involves how the local governments of Marietta, Cobb County, Smyrna, and Kennesaw work with one another, with adjacent local governments, and with other quasi-public entities such as the Marietta School System, Cobb/Marietta Water Authority, and the Marietta Housing Authority. Adequate coordination is needed to plan for orderly growth in the community to ensure seamless service provision in each of the aforementioned public agencies and independent organizations. Marietta coordinates with all inter-jurisdictional agencies and boards during the planning and land development process in order to provide these groups with a voice in the process of developing the community. In addition, the city works with neighboring jurisdictions to ensure collaboration on local and regional issues that affect Cobb County as a whole.

### *Service Delivery*

Cobb County and all of its municipalities updated the Service Delivery Strategy in July 2004. The Service Delivery Strategy documents the coordination and delivery of services between Cobb County and the municipalities contained therein. Collaboration between the local area cities and the county occur within many various departments depending on the issue. In general, the City Manager's office and Division of Planning and Zoning are the two main segments of government that are responsible for coordination efforts. The City is pleased with the efforts being made within Cobb County to ensure a regional mindset in tackling Marietta and Cobb County's issues.

### *Annexations*

Cobb County and Marietta adopted a land use dispute resolution agreement as part of the Service Delivery Strategy approved in 2004. This agreement contains the process for resolving disputes over annexations. Marietta works directly with the Intergovernmental Coordinator in Cobb County to ensure coordination on land use issues. In addition, there is considerable cooperation between Marietta and Cobb County in regard to joint planning studies that cover a variety of topics including land use, transportation, and parks and open space.

### *Independent special authorities*

Marietta collaborates with other local jurisdictions in the Cobb-Marietta Water Authority. This board is in charge of ensuring future water supply for the residents and stakeholders in Cobb County and Paulding County. Marietta has an appointed representative on the board.

### *School district*

Marietta has its own independent school district. The Marietta City Schools works closely with the City Council on charting a direction for the city that takes both of their concerns into consideration. The City Managers Office and the School System



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Administration Office are the main point of contacts between the various governments. In addition, the School System Administration Office and the Planning and Zoning Division collaborate on land use and planning issues. Recent collaborations include joint efforts on the Delk Road TOD LCI study, the Marietta School System Facilities Master Plan, and the enactment of a Tax Allocation District in some of the blighted areas of the municipality.

#### *Downtown Development Authority*

Marietta has a development authority that assists with the development and the leveraging of capital for projects in and around the downtown area. This is an independent board that elects their own members, but also includes the Mayor of Marietta as well as the County Commission Chairman of Cobb County. This ensures collaboration and coordination of efforts to ensure that downtown development is in the best interest of the property owners, business owners, Marietta, and Cobb County (downtown Marietta's largest single employer).

#### *Other government related activities and programs*

Marietta participates in other regional and statewide initiatives that assist in improving the quality-of-life for the residents of this area. These include the following: regional strategies to improve local air-quality, the North Georgia Water Planning District, the Etowah Regional Habitat Conservation Plan, State and regional greenspace and open space preservation initiatives, ARC's regional transportation plan, and ARC's regional development plan. The Planning and Zoning Division and the Public Works Department are both responsible for various aspects of these state and regional planning initiatives. We each bring our own knowledge and expertise to the table as we tackle these issues to improve conditions for the benefit of the greater Atlanta community.

#### *Recommendations*

The community would benefit from improved coordination and collaboration between local governments and authorities, such as the School Board, Water and Sewer Authority, and other public agencies and community organizations. Mechanisms for improving coordination include biannual "state of the community" meetings in which representatives from the various governments, agencies, and organizations meet informally to discuss projects of importance to the community. In addition, basic communication, collaboration on issues of importance, and coordination of tasks are methods that would assist in strengthening relationships with surrounding boards and commissions.



## Report of Accomplishments

Project	Status					Explanation
	on-going	completed	currently underway	postponed	not completed	
<b>NATURAL RESOURCES</b>						
Use land planning to provide for compatible uses in and near wetlands that permit viable use of the property	X					
When existing habitats of sensitive plant and wildlife species are identified, protect or appropriately manage these areas through informed land use decisions	X					
Provide City representation on ARC task forces or committees to maintain close staff relationships with ARC in efforts to resolve regional issues	X					
Revise the Zoning Ordinance and development regulations to provide for open space and conservation areas. Possible development techniques include: density bonus and conservation easements		X				
Provide for landscape/ urban design criteria in Zoning Ordinance to enhance and support compatible land uses in accordance with sound planning principles with particular focus on historic areas and the Central Business District		X				
Include water resources impact analysis in land use decisions		X				
Develop a Brownfield Prevention Plan, including an awareness program and legislative plan				X		This project was postponed due to lack of available funds/ staff.
Modify open space set-aside requirements for private redevelopment projects to require permanent protection					X	This project is not feasible.
A comprehensive Water Supply Watershed Protection Ordinance. Watershed impact should be considered during future land use planning and development decision making.				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
A comprehensive groundwater recharge protection ordinance				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Work with ARC and Department of Natural Resources to identify and inventory locations of any existing habitats of sensitive plant and wildlife species		X				
Should consider suitability of soils and slope when considering land use decisions		X				
Create Floodplain Overlay District for parcels that contain or abut floodplain, wetlands, or stream basins				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.



	on-going	completed	currently underway	postponed	not completed	
<b>NATURAL RESOURCES continued</b>						
Develop incentives for the protection of open space			X			
Modify open space set-asides as a condition of development receiving City funding or funding from the Marietta Housing Authority					X	This project is not feasible.
Require additional mitigation for variances from open space requirements	X					
Adoption of an ordinance to prevent development on steep slopes				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Obtain conservation easements along streams	X					
Create a mechanism for accepting and maintaining open space lands and conservation easements		X				
Create incentives to encourage developers to provide open space, such as plazas and courtyards in redevelopment projects		X				
Adopt and enforce an ordinance to ensure new facilities handling hazardous materials or hazardous waste do so on impermeable surfaces with secondary containment systems				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Coordinate wetland preservation requirements with Cobb County	X					
Coordinate floodplain protection requirements with Cobb County	X					
Prepare stream buffer requirements in coordination with Cobb County and the Metro Rivers Protection Act	X					
<b>COMMUNITY FACILITIES</b>						
Continue to implement Marietta's Solid Waste Management Plan to reduce reliance on landfills and to achieve other goals		X				
Community Outreach Programs: DARE (Drug Awareness Resistance Education) and COPPS (Community Oriented Policing Program)	X					
Allocate wastewater capacity in coordination with land use planning efforts and Comprehensive Plan policy objectives	X					
Fleet addition and maintenance	X					
Plan with Cobb-Marietta Water Authority to maximize water supply by planning new sources, water conservation and distribution management practices		X				



	on-going	completed	currently underway	postponed	not completed	
<b>COMMUNITY FACILITIES continued</b>						
Develop Community Facilities Master Plan to coordinate facility development for fire, police, parks and recreation, water, sewer, solid waste, schools, libraries, health, arts, senior services, emergency operations, and general government			X			
Develop or reinforce mutual aid or service agreements between different public agencies or jurisdictions, including fiber-optic lines	X					
Continue information sharing and working relationships between County and City staff	X					
Reduce sewer overloads and capacity problems	X					
Improve the ability to perform maintenance on a proactive basis. This will require a work order database, an inventory of the existing infrastructure, and accurate as-built maps of the water and sewer system. Improve reliability of pump stations and water storage tanks.				X		This project is to be completed by the Public Works Dept. and has been postponed until a new Director is hired.
Establish and implement with all municipalities in Cobb County a countywide Parks and Recreation Master Plan		X				
Water Line replacements	X					
School Zone Pedestrian Improvement Program				X		This project was postponed due to lack of available funds/ staff.
Sidewalk Improvement Projects			X			
Installation and Pedestrian Improvements for the Roswell St. and Atlanta St. "Gateways"			X			
Develop a strategy aimed at the identification and preservation of existing sound housing and stable residential neighborhoods			X			
Identify appropriate areas on the "Future Land Use Map" to be used as a guide in directing growth of the City and in analyzing zoning change requests		X				
New Zoning Ordinance will stress infill development in built-out areas; cluster housing; single-family, owner-occupied housing; housing needs of renters; mixed-use developments in regional activity centers to provide for integration of home and workplaces		X				
Work with the development groups to gain more understanding of the affordable housing issue as it relates to inducement and retention of business	X					
Implement strategies for stricter code enforcement			X			



	on-going	completed	currently underway	postponed	not completed	
<b>COMMUNITY FACILITIES continued</b>						
Continue CDBG loans for home and ownership rehabilitation	X					
Make and monitor fair housing standards for housing discrimination based on race, sex, color, religion, national origin, family composition, or handicap status	X					
Break public housing cycle by encouraging families to leave system and to improve their financial means	X					
<b>TRANSPORTATION</b>						
Establish and use public/private partnerships for cooperation in planning, design and financing improved transportation and infrastructure facilities and services			X			
Develop a fixed-route transit system to meet mobility needs of the transit-dependent, including demand-responsive services for areas of the City not initially served by transit and those unable to access service, including elderly and handicapped					X	This project is not financially feasible.
Evaluate and update the existing development regulations to allow alternative land uses in an effort to reduce total trips and trip length			X			
Develop and implement transportation management techniques requiring small capital expenditures including variable work hours, transportation management ordinances, ridesharing, transit incentives, turning lanes, and signal optimization	X					
Develop and implement standards which address bicycle and pedestrian needs			X			
Continue participation with the State, County, and other Metro counties in ARC's transportation coordinating committees. Establish procedures for exchanging transportation planning information with surrounding counties	X					
Share land use and transportation information with County departments and with State and Federal transportation agencies	X					
Periodically review and revise the adopted Official Thoroughfare Map which classifies roadways according to demand function and access standards	X					
Support legislation funding rail projects and other alternative transportation projects	X					
Street Resurfacing	X					



	on-going	completed	currently underway	postponed	not completed	
<b>TRANSPORTATION continued</b>						
Pavement Marking Replacement. This is an on-going program to replace pavement markings obliterated by resurfacing, traffic and other factors	X					
School Zone Pedestrian Crossing			X			
General Street and Drainage Improvements	X					
Roswell Street Corridor Streetscape			X			
East/West Alternatives Traffic Study					X	This is included as part of the Countywide Transportation Plan (CTP).
Atlanta Street Corridor Streetscape				X		Applied for TIP funds to complete this project.
Complete Kennesaw to Chattahoochee multi-use trail			X			
CCT subsidy for government employees					X	This is not financially feasible.
Fairground Street Streetscape				X		This is programmed in the SPLOST.
Powder Springs Road Streetscape (in study area)				X		Applied for TIP funds to complete this project.
Loop Corridor Streetscape				X		This project was postponed due to lack of available funds/ staff.
Powder Springs Road Streetscape (outside study area)				X		This project was postponed due to lack of available funds/ staff.
Link proposed pedestrian crossings over North Loop to walkway along rail line through urban design element			X			
Grade elevate a pedestrian crossing at Mill Street or Depot Street			X			
Cobb Parkway Corridor Streetscape				X		This project was postponed due to lack of available funds/ staff.
<b>LAND USE</b>						
Develop guidelines to be considered when making land use decisions involving redevelopment		X				
Use the Marietta Comprehensive Plan and the "Future Land Use Map" as a guide in managing the growth of the City and in evaluating zoning change requests	X					
Amend the Marietta Comprehensive Plan as necessary	X					
Review and revise all code sections which influence development within the city limits both quantitatively and qualitatively including a total update of the zoning regulations, with the goal of changing land use patterns away from conventional suburban strips and cul-de-sacs to more urban development styles				X		



	on-going	completed	currently underway	postponed	not completed	
<b>LAND USE continued</b>						
Develop a Traditional Neighborhood Development zoning category		X				
Amend the existing sign ordinance to further restrict the size of signage and encourage monument or other signage that prevents visual clutter along downtown entranceways and main corridors		X				
Develop design standards for Marietta's downtown streetscapes that establishes guidelines for various types of signs appropriate to the preferred vision of the community		X				
Create Commercial Design Overlay Districts for Roswell Street, Fairground Street, the Loop, and Powder Springs Road		X				
Create design guidelines for West Dixie and Washington/ Lawrence neighborhoods			X			
Identify areas appropriate for design guidelines and develop appropriate design criteria		X				
Write and approve new zoning guidelines for "activity centers"				X		This project was postponed due to lack of available funds/ staff.
Initiate and approve rezonings in the East Dixie neighborhoods					X	This project is not feasible.
Initiate a new "residential urban infill" zoning category		X				
Create neighborhood gateways			X			
Hire economic development professional		X				
<b>HISTORIC RESOURCES</b>						
Identify and achieve historic status for significant buildings and/ or areas by designating them as historic landmarks			X			
Educate the community concerning the value of historic resources through heritage preservation programs for primary and secondary schools			X			
Preserve historic and cultural resources through compatible zoning and adequate buffering of historic sites from incompatible uses			X			
Contact other governmental agencies to assess the amount of grants, loans, leveraged funds and other financial assistance available to the city for preservation and tourism needs	X					
Analysis of financial impact tourism could have on the City, including a funding strategy, estimates of tourists, and analysis of increased City revenues				X		This project was postponed due to lack of available funds/ staff.



	on-going	completed	currently underway	postponed	not completed	
<b>HISTORIC RESOURCES continued</b>						
Create a Downtown Design Overlay District					X	This project is not needed.
Promote use of tax credits to support historic home rehabilitation	X					
Create a vacant business space and underdeveloped properties inventory				X		This project was postponed due to lack of available funds/ staff.
Evaluate the provision of City services in relation to industry needs and implement a program to retain existing businesses and attract new businesses	X					
Develop a program to assess the needs businesses have for services provided by the City, the adequacy of those services, and methods to assist them in locating or expanding their operations in the City	X					
Inventory the location, type, and size of existing businesses to create and maintain an economic development database	X					
Streamline procedures and requirements, update staff skills, and improve organizational databases to enhance the City's role as a public sector economic developer	X					
Provide incentives for retention/ expansion/ development of new and existing businesses in the City	X					
Create volunteer standing committees	X					



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## Public Participation Program

“Participation of the governed in their government is, in theory, the cornerstone of democracy – a revered idea that is vigorously applauded by virtually everyone.” Sherry Arnstein, *A Ladder of Citizen Participation*.

Public input is one of the most important parts in the process of developing comprehensive plans. In Marietta, the goal of staff was to insure that the Comprehensive Plan reflects the full range of community values and desires. The community input was gathered by involving a diverse spectrum of individuals and stakeholders in the process of developing the plan document. Meaningful public input in the plan development process will assist in the prospect that it will eventually be implemented because the public will have a vested interest in the future of the community. The following are the variety of stakeholders that were asked to participate and the methods of public participation that were used during the plan development process.

### Stakeholders

One of the avenues staff used to generate a diversity of opinions from the public was to establish a Steering Committee. The Steering Committee was established at the beginning of the process and contained various stakeholders to assist in the development of the plan document. The Steering Committee was comprised of a variety of individuals from throughout the community including members of public, private, and non-profit sectors all of whom were active in the community.

The point of the Steering Committee was to assist staff in identifying issues and opportunities, policies, and implementation items that would meet the needs of the different constituencies in the community. The Steering Committee also acted as liaisons to the community and various interest groups by keeping them informed about the process and distributing information about the contents of the plan document.

The Steering Committee was successful in allowing staff to gain further insight into the opinions of the various interest groups and neighborhoods throughout the city. The committee also provided us with valuable information that we used to supplement other forms of input gained from the public meetings. The Steering Committee contained representatives of the following groups:

- Business Interests
- City Staff
- Elected Officials
- Environmental Advocacy



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- Historic Preservation Foundation
  - Homebuilders/Developers
  - Homeowners
  - IMPACT (Involved Mariettans Planning Actively for the City of Tomorrow)
  - Latino Association
  - Marietta Housing Authority
  - Marietta School Systems
  - Marietta Tree Keepers
  - NAACP (National Association for the Advancement of Colored People)
  - Planning Commissioners
  - Residents
  - SPSU (Southern Polytechnic State University)



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## **Public Involvement**

Public input into the planning process was generated using three main techniques: surveys, questionnaires and public workshops. Surveys were used at two points in the process as mechanisms to determine community preference. The first survey was in regards to the specific language of the vision statement. The second survey was used to understand the public's perception of issues and opportunities. Questionnaires were used at public meetings to gain a further understanding about the variety of issues identified by the community. The topics covered by the questionnaires were policies to be undertaken by the community and implementation items for the upcoming decade. Finally, a total of ten (10) public workshops and three (3) public meetings were conducted to assist in obtaining public attitudes and opinions, as well as a means to distribute information about the process concerning different aspects of the plan document.

The surveys were designed to identify the community's concerns regarding various aspects of the plan document. The Planning and Zoning Division received about 3,000 surveys and written responses that were then analyzed to understand the participants' preferences. The analysis was used to scrutinize the presented materials and make the appropriate revisions. The surveys gave us a good idea about the participant's preference on many issues; however, due to the insufficient sample size, we could not make a direct statistical correlation that the participant's comments represented the community-at-large.

Questionnaires were used at each of the public workshops to supplement verbal comments. These questionnaires provided us with in depth information about the participant's opinions regarding the policies and implementation items. We received about twenty (20) written questionnaires from each of the public meetings. Overall, the public's comments were positive; however, some well thought out constructive criticism was gathered that helped shape the final plan document.

Public workshops were the most commonly used public participation technique throughout the process. A total of ten forums were scheduled during the plan development process. The forums were conducted in a manner to ensure interaction between the community and staff. Poster boards displaying various pieces of information were used to educate the public about the process and assist in soliciting input from the participants. Staff gained input from the community through verbal discussions and questionnaires. The average attendance for the public workshops was approximately forty (40) individuals.

The public workshops started during the visioning process. The Marietta City Council had attended a retreat in August 2002 and drafted a vision statement. City staff then conducted a series of eight (8) public forums in various neighborhoods in the city to solicit public input and comments on the draft vision statement. Staff analyzed the



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comments and presented a revised draft vision statement to City Council, which was subsequently approved in June 2003.

Public workshops were also used during the development of the policies and implementation items for the comprehensive plan. Drafts of these policies were generated by the Steering Committee. The draft items were then presented to the community during two (2) public workshops. During the workshops, comments were gathered from the community via verbal and written responses. These comments were then used to revise the draft statements, which were presented to City Council as discussion items during regularly scheduled meetings.

Finally, three (3) public meetings were conducted during the comprehensive planning process. A kick-off meeting took place, which provided information to the community about the planning process and helped the community understand how they can participate in the process. A second public meeting was held when the draft vision statement was approved by City Council. A third public meeting was held to approve the Comprehensive Plan document so it could be sent to the Atlanta Regional Commission and Georgia Department of Community Affairs for review.



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## Community Agenda

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

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

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

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

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



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

### **Community Vision**

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

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

### **The Marietta We Will Be**

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



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

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

## **Character Areas**

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

### *City Center South Renaissance*

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



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

#### *Civic*

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

#### *Corridors*

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



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### *Downtown*

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

### *Franklin Road Reorganization*

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



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### *Gateway*

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

### *Health Services*

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

### *Higher Density Residential*

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



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### *Industrial*

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

### *In-town Residential*

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

### *Neighborhood Center*

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



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### *Office/Professional*

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

### *Office/Warehouse*

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

### *Parks/Open Space/Conservation*

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

### *Powder Springs Redevelopment*

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



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

#### *Residential Revitalization*

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

#### *Residential Transitional*

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

#### *South Marietta Parkway Activity Center*

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

#### *Suburban Residential*

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



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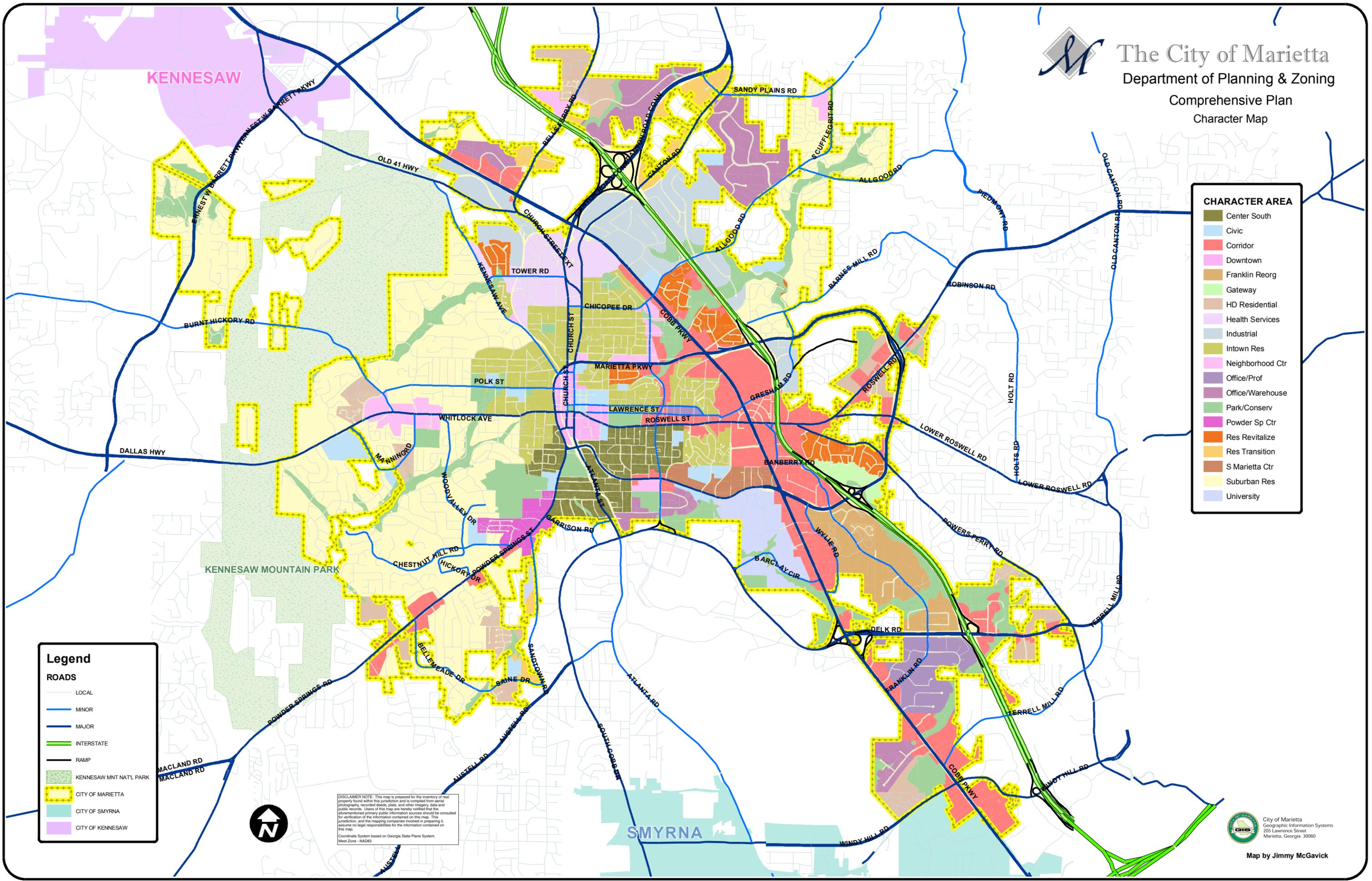
roadways, as well as the character, development pattern, and stability of surrounding neighborhoods. Residential areas closer to collector and arterial roads should contain moderate densities (1 to 6 density units per acre). These areas act as a transition from commercial uses along corridors to the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

#### *University*

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



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



**CHARACTER AREA**

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

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- KENNESAW MINT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW



DISCLAIMER NOTE: This map is prepared for the inventory of real property found within this jurisdiction and is compiled from aerial photography, recorded deeds, plats, and other imagery, data and public records. Users of this map are hereby notified that the aforementioned primary public information sources should be consulted for verification of the information contained on this map. This jurisdiction, and the mapping companies involved in preparing it, assume no legal responsibility for the information contained on this map.  
 Coordinate System based on Georgia State Plane System.  
 West Zone - NAD83



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## Future Land Use

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

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

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

### *Low-Density Residential (LDR)*

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

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



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

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

#### *Medium-Density Residential (MDR)*

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

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

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



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

#### *High-Density Residential (HDR)*

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

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

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



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### *Neighborhood Activity Center (NAC)*

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

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

### *Community Activity Center (CAC)*

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

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

### *Regional Activity Center (RAC)*

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

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



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

#### *Central Business District (CBD)*

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

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

#### *Industrial – Manufacturing (IM)*

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

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



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### *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.



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### *Community Service & Institutional (CSI)*

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

### *Transportation, Communication & Utilities (TCU)*

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

### *Mixed-use (MXD)*

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

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

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

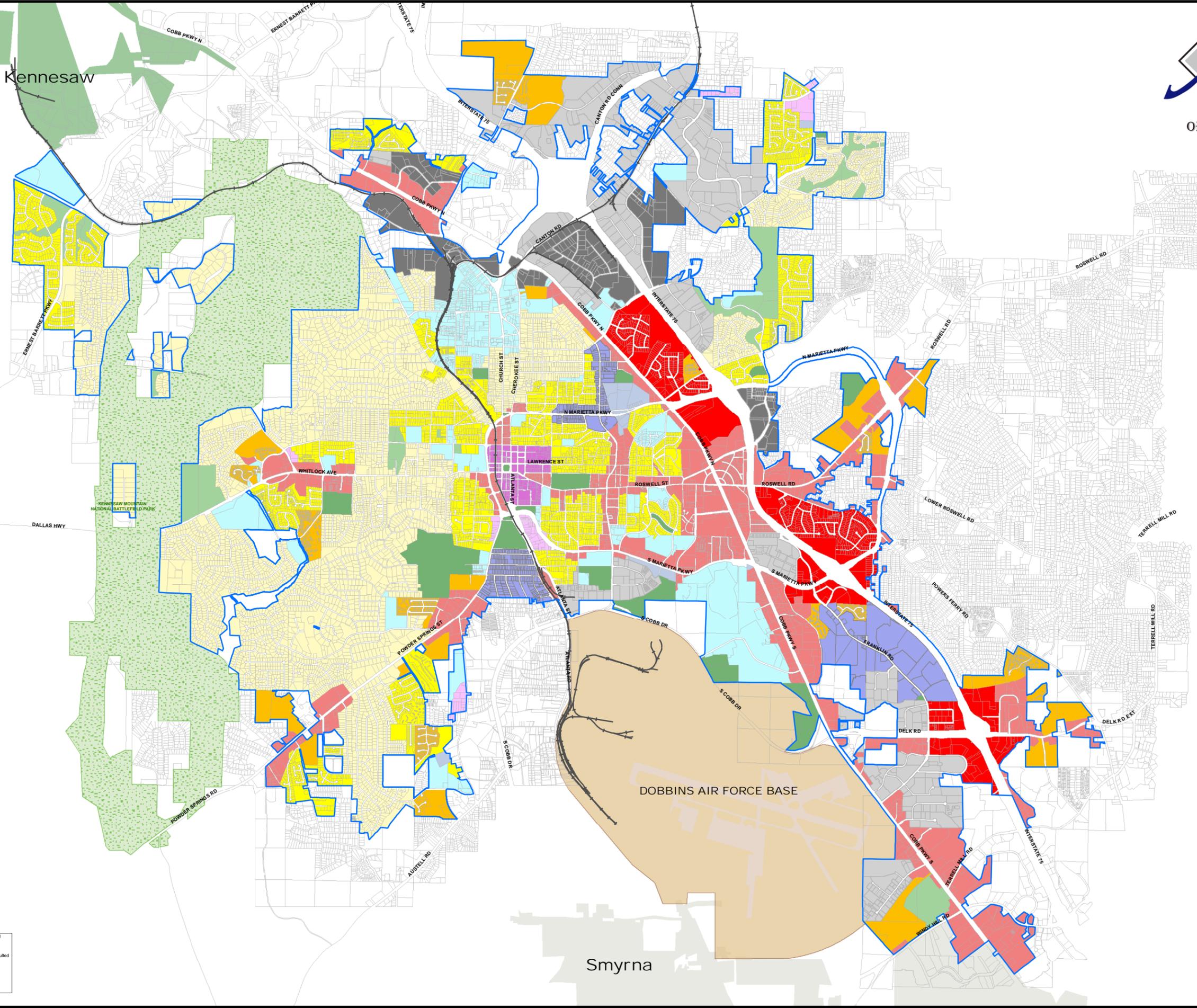


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- In areas where a mixed-use building is constructed, the ground floor of the development should be dedicated to non-residential uses, while the upper floors can contain a mix of uses as appropriate.
  - The residential density and non-residential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



# OFFICIAL FUTURE LAND USE MAP

As of April 2006



**Legend**

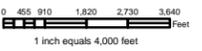
- MARIETTA CITY LIMITS
- RAILROAD
- KENNESAW MOUNTAIN PARK
- RUNWAY
- DOBBINS AFB

**COBB CITIES**

- KENNESAW
- SMYRNA

**FUTURE LAND USE**

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



Plot Date: Monday, April 24, 2006

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

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

**Bill Dunaway**  
Mayor

William F. Bruton City Manager	Shelia R. Hill City Clerk
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**City Council**

Annette Paige Lewis Ward 1	Ivan Alan Pearberg (Van) Ward 4
Griffin Chaffant Ward 2	Rev. Anthony Coleman Ward 5
Holly Marie Walquist Ward 3	Jim King Ward 6
Philip M. Goldstein Ward 7	

**DEPARTMENT INFORMATION**

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Marietta - Georgia - 30060  
770-794-5551 - www.marietta-ga.gov

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



Kennesaw

Smyrna

DOBBINS AIR FORCE BASE



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

#### *New Neighborhoods*

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

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

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

#### *Established Neighborhoods*

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

#### *General Neighborhood Redevelopment*

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



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

#### *Infill Development and Redevelopment*

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

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

#### *Introduction of Neighborhood-Supporting non-residential development*

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



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## **Community Issues and Opportunities**

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

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

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

### **Accommodating Growth**

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



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

## **Neighborhoods**

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

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

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



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

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

## **Urban Design**

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

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



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

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

### **Land Use/Transportation Linkages**

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

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

### **Increase the Quantity of Quality Affordable Housing**

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

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



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

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

## **Transportation**

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

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

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



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

### **Quality of Life**

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

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



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

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

### **Preserve Quality Existing Housing**

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

### **Marietta's Role in Economic Development in the Region**

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

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



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

### **Managing Land for Business and Industry Growth**

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

### **Downtown Development**

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

### **Workforce Retention and Attraction**

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



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## **Placement and Support of Physical Facilities**

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

## **Coordination and Partnerships**

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

## **Needs and Wants Exceed Current and Projected Resources**

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

## **Retention of Historic Character**

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



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## **Preservation and Redevelopment**

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

## **Role of the Arts**

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

## **Intergovernmental Coordination**

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

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



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



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## **Implementation Program**

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

### **Policies**

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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



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



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

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

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

Policy 2.2 Prepare an annual Marietta Development Report.

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

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

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

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

Objective 2.2 Assist industries in expanding their workforce and operations.

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

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

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

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



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



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

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

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

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

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

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

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

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

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

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

Objective 3.3 Proactively plan for the preservation of cultural resources.

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

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



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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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



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



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



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

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

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



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



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

Policy 5.14 Continue the city's support of public and non-profit programs that assist low-income individuals in transitioning from renters into homeowners.

Policy 5.15 Break public housing cycle by encouraging families to leave system by creating educational programs aimed at improving their financial means.

Policy 5.16 Continue to work with the Atlanta Regional Commission, the Atlanta Neighborhood Development Partnership, and other organizations to regionally collaborate efforts to ensure sufficient quality and placement of affordable and mixed income housing.

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

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

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

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

Policy 6.1 Ensure coordination exists between land use planning and transportation planning by evaluating effects on travel demand during the rezoning process.

Policy 6.2 Develop innovative pedestrian crossings along Powder Springs Street and the South Loop in the area from Kennesaw Avenue to Powder Springs Street to provide safe and efficient movement for both pedestrians and vehicles, while reconnecting the surrounding neighborhood to the downtown area and other areas.



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



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



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Policy 6.17 Ensure collaboration between Cobb County Transit and the Georgia Regional Transportation Authority so that connectivity is provided between Downtown Marietta and the Bus Rapid Transit stations.

Objective 6.9 Support improvements in the transportation system by improving traffic mobility on arterial and collector streets.

Policy 6.18 Implement transportation improvements including vehicle and pedestrian access, turn lanes, improved signalization and intersection realignment to assist in traffic mobility where needed.

Policy 6.19 Maintain and enhance the existing grid system in Marietta.

Policy 6.20 Enhance transportation mobility near new residential developments with over fifty (50) housing units by requiring decel lanes, sidewalks, and pedestrian crosswalks.

Policy 6.21 Continue to implement traffic signal optimization and progression throughout the network.

Objective 6.10 Coordinate water related infrastructure improvements with transportation infrastructure improvements.

Policy 6.22 Ensure that stormwater and other water related improvements are scheduled with transportation projects to assist in improving infrastructure.

Policy 6.23 Continue to coordinate transportation improvement projects with public utilities.

*Goal #7: Marietta is a place where citizens are positively involved in decision-making, through boards, community organizations and community meetings. The City actively seeks partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life.*

Objective 7.1 Work with the Marietta Housing Authority, Cobb Housing, Inc., and other public, private, and non-profit sector agencies to assist in providing quality affordable housing for low and moderate-income individuals and seniors.



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



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

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

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

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

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

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

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

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

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

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

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



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



## Short Term Work Program

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

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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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## Supplemental Plans

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

## Compliance with Regional Development Plan Policies

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

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

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

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

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



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

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

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

*Policy 4 – Increase transportation choices and transit oriented developments.*

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



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

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

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

*Policy 6 – Preserve and enhance existing residential neighborhoods.*

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

*Policy 7 – Advance sustainable development.*

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



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

*Policy 8 – Protect environmentally sensitive areas.*

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

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

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

*Policy 10 – Preserve existing rural character*

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

*Policy 11 – Preserve historic resources.*

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

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

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



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

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

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

*Policy 14 – Support growth management at the state level.*

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



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## I. Population and Household

<b>Total Population, Marietta, Cobb County, Atlanta MSA and the State of Georgia, 1980 – 2000</b>								
	Marietta		Cobb County		Atlanta, MSA		State of Georgia	
	Population	% Change	Population	% Change	Population	% Change	Population	% Change
1980	30,829	-----	297,718	-----	2,029,710	-----	5,463,105	-----
1985	37,479	21.50%	372,731	25.20%	2,431,610	19.80%	5,970,660	9.20%
1990	44,129	17.70%	447,745	20.10%	2,833,511	16.50%	6,478,216	8.50%
1995	51,439	16.60%	527,748	17.90%	3,472,854	22.60%	7,332,334	13.20%
2000	58,748	14.20%	607,751	15.20%	4,112,198	18.40%	8,186,453	11.60%
1980-2000		90.50%		104.10%		102.60%		49.80%

Source: 1980, 1990, and 2000 U.S. Census Bureau and Marietta Planning Staff, August 2002

<b>Population Projections, Marietta Super district, 1980 - 2030</b>											
	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025	2030
Total population	30,829	37,479	44,129	51,439	58,748	60,621	62,495	65,121	67,747	70,629	73,510

Source: U.S. Census Bureau, Georgia Department of Community Affairs & Atlanta Regional Commission , “2030 Small Area Population and Household Forecast, & Marietta Planning and Zoning Department





**Population Age Distribution Projections, Marietta, 1980 - 2025**

	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
0 – 4 Years Old	1,952	2,586	3,220	3,938	4,655	5,331	6,007	6,682	7,358	8,034
5 – 13 Years Old	3,434	3,906	4,377	5,588	6,799	7,640	8,482	9,323	10,164	11,005
14 – 17 Years Old	1,634	1,373	1,111	1,408	1,704	1,722	1,739	1,757	1,774	1,792
18 – 20 Years Old	1,838	2,019	2,199	2,495	2,791	3,029	3,268	3,506	3,744	3,982
21 – 24 Years Old	3,541	4,183	4,824	5,168	5,511	6,004	6,496	6,989	7,481	7,974
25 – 34 Years Old	6,769	9,071	11,372	12,753	14,134	15,975	17,817	19,658	21,499	23,340
35 – 44 Years Old	3,110	4,697	6,284	7,658	9,031	10,511	11,992	13,472	14,952	16,432
45 – 54 Years Old	2,789	3,079	3,368	4,695	6,021	6,829	7,637	8,445	9,253	10,061
55 – 64 Years Old	2,716	2,758	2,800	3,004	3,208	3,331	3,454	3,577	3,700	3,823
65 and over	3,046	3,810	4,574	4,734	4,894	5,356	5,818	6,280	6,742	7,204

Source: U.S. Census Bureau & Georgia Department of Community Affairs

Note: The sources of information for the Population Projection and the Population Age Distribution Projection are different, therefore the totals will not be able to be rectified.



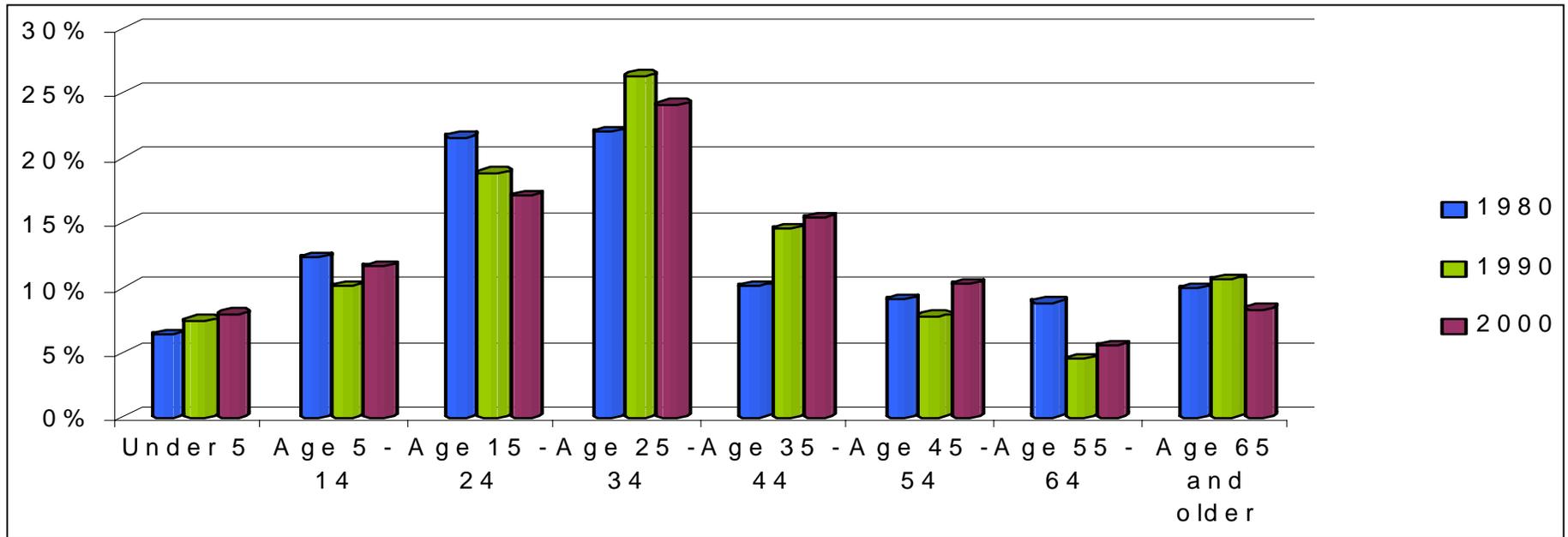
**Population Age Distribution Percentages, Marietta, 1980 - 2000**

	1980			2000		
	Marietta	ARC	GA	Marietta	ARC	GA
Under 5	6%	7%	8%	8%	7%	7%
5-14	12%	16%	17%	12%	15%	15%
15-24	22%	18%	19%	17%	14%	15%
25-34	22%	20%	17%	24%	18%	16%
35-44	10%	13%	12%	15%	18%	17%
45-54	9%	10%	10%	10%	14%	13%
55-64	9%	8%	8%	5%	7%	8%
65 and older	10%	7%	9%	8%	7%	10%

Source: U.S. Census Bureau, Georgia Department of Community Affairs, Marietta Planning and Zoning Division



### Population Age Distribution, Marietta, 1980-2000





**Household Size by Household, Marietta and Regional Comparisons, 2000**

	Marietta	% of Household	Cobb County	% of Household	Atlanta, MSA	% of Household	State of Georgia	% of Household
Total Number of Households	23,945		227,590		1,505,564		3,007,678	
1-person households	8,009	33%	52,670	23%	351,136	23%	710,098	24%
In family households:	13,140	55%	157,937	69%	1,049,680	70%	2,126,360	71%
In non-family households:	2,796	12%	16,983	7%	104,748	7%	171,220	6%

Source: U.S. Census Bureau & Marietta Planning and Zoning Division

**Household Projections, Marietta Super district, 1980 - 2030**

	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025	2030
Total population	20,963	21,398	24,842	22,296	22,759	23,222	23,685	24,968	26,251	27,376	28,502

Source: U.S. Census Bureau, Georgia Department of Community Affairs & Atlanta Regional Commission , "2030 Small Area Population and Household Forecast, & Marietta Planning and Zoning Department



**Average Household Size, Marietta and Comparison Areas, 1990 - 2000**

	Marietta	Cobb County	ARC	Atlanta, MSA	Georgia
1990	2.16	2.6	2.61	2.63	2.66
2000	2.37	2.64	2.67	2.68	2.65

Source: U.S. Census Bureau

**Household Projections, Marietta Super district, 1980 - 2030**

	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025	2030
Total population	2.32	2.25	2.17	2.25	2.54	2.50	2.46	2.42	2.38	2.36	2.35

Source: UAtlanta Regional Commission , "2030 Small Area Population and Household Forecast, & Marietta Planning and Zoning Department



### Households by Size, Marietta, 1990 - 2000

	Number of households 1990	Percentage of total households 1990	Number of households 2000	Percentage of total households 2000	1990 – 2000 Percent Change
1 – person	7,107	35.7%	7,849	32.9%	10.4%
2 - person	6,895	34.7%	7,669	32.1%	11.2%
3 – person	3,029	15.2%	3,684	15.4%	21.6%
4 – person	1,780	9.0%	2,515	10.5%	41.3%
5 – person	653	3.3%	1,198	5.0%	83.5%
6 – person	252	1.3%	503	2.1%	99.6%
7+ – person	150	0.8%	477	2.0%	218.0%
<b>Total Households</b>	<b>19,866</b>	<b>100.0%</b>	<b>23,895</b>	<b>100.0%</b>	<b>--- ---</b>

Source: U.S. Census Bureau & Marietta Planning and Zoning Division

Note: The sources of information for the Households Projection and the Households by Size are different,, therefore the totals will not be able to be rectified.

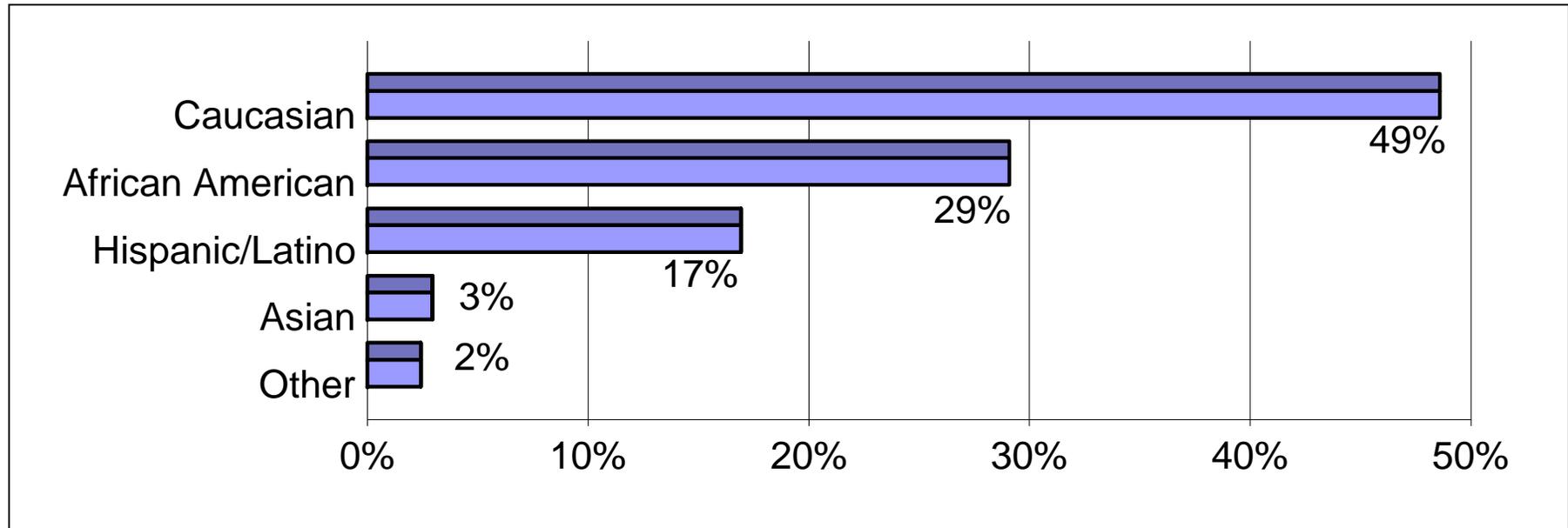
### Population Race and Ethnicity, Marietta, 1980 - 2000

	1980	%	1990	%	2000	%
Caucasian	25,367	82%	32,836	74%	28,544	49%
African American	4,757	15%	8,942	20%	17,090	29%
Hispanic/Latino	366	1%	1,418	3%	9,947	17%
Asian	257	1%	796	2%	1,744	3%
Other	82	0%	137	0%	1,423	2%

Source: U.S. Census Bureau & Marietta Planning and Zoning Division



### Race and Ethnicity Distribution, Marietta, 2000





**Population Growth Rate Distribution by Race and Ethnicity, Marietta, 1980 - 2000**

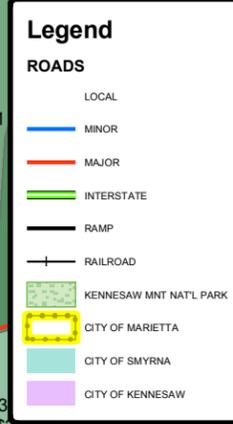
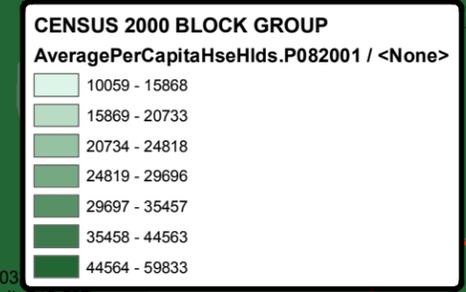
	1980	1990	2000	1990–2000 Growth Rate	1980-2000 Growth Rate
Caucasian	25,367	32,836	28,544	-13%	13%
African American	4,757	8,942	17,090	91%	259%
Hispanic/Latino	366	1,418	9,947	601%	2618%
Asian	257	796	1,744	119%	579%
Other	82	137	1,423	939%	1635%

Source: U.S. Census Bureau & Marietta Planning and Zoning Division

**Per Capita Income, Marietta and Comparison Areas, 1979 - 1999**

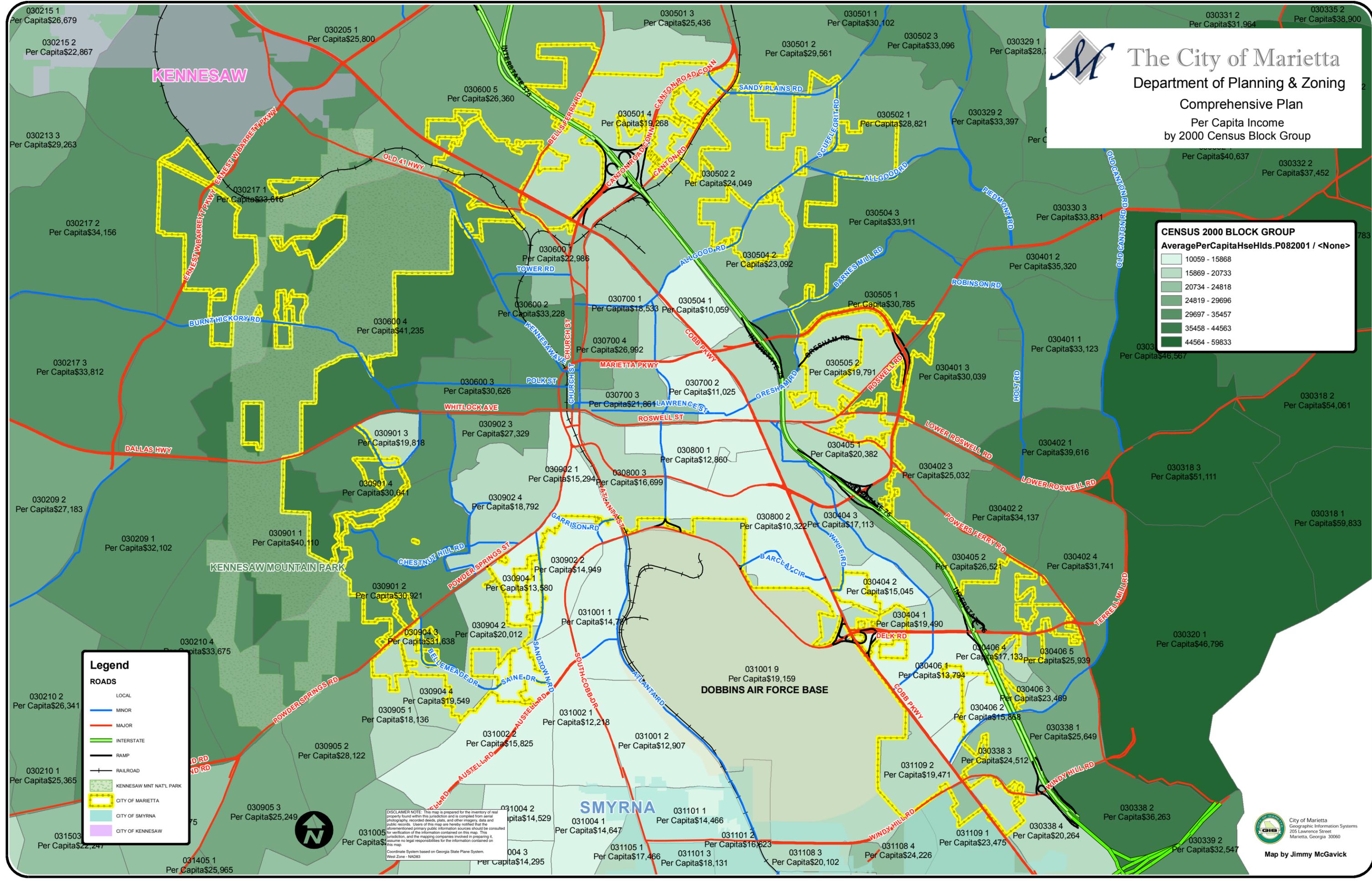
	Marietta	Cobb County	Atlanta, MSA	State of Georgia
1979	\$8,106	\$8,673	\$7,803	\$6,402
1989	\$15,808	\$19,166	\$16,897	\$13,631
1999	\$23,409	\$27,863	\$25,033	\$21,154
1979 – 1999 growth rate	189%	221%	220%	230%
1989 – 1999 growth rate	48%	45%	48%	55%

Source: U.S. Census Bureau & Marietta Planning and Zoning Division



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





**Median Household Income, Marietta and Comparison Areas, 1980 - 2000**

	Marietta	Cobb County	Atlanta, MSA	Georgia
1980	\$15,026	\$21,420	\$18,355	\$15,033
1990	\$23,371	\$41,297	\$36,051	\$29,021
2000	\$40,645	\$58,289	\$51,948	\$42,433
1980–2000 growth rate	56%	93%	96%	93%
1990–2000 growth rate	74%	41%	44%	46%

Source: U.S. Census Bureau & Marietta Planning and Zoning Division

**Household Income Distribution Projections, Marietta Super District, 1990 - 2030**

	\$0 - \$19,999	\$20,000 – 34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,999 - \$99,999	\$100,000 and up
1990	6,782	5,694	3,622	2,179	789	718
1995	5,705	5,521	3,867	3,227	1,356	1,597
2000	4,628	5,348	4,112	4,274	1,922	2,475
2005	4,869	5,514	4,236	4,385	1,857	2,363
2010	5,109	5,679	4,360	4,495	1,791	2,251
2015	5,538	6,109	4,637	4,682	1,813	2,190
2020	5,967	6,538	4,913	4,869	1,835	2,129
2025	6,350	6,925	5,133	4,977	1,858	2,135
2030	6,733	7,311	5,353	5,085	1,880	2,140

Source: Atlanta Regional Commission , “2030 Small Area Population and Household Forecast, & Marietta Planning and Zoning Department



<b>Per Capita Income Projection, Marietta, 1980 - 2025</b>										
	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
Per Capita Income	\$7,953	\$11,881	\$15,808	\$19,609	\$23,409	\$27,273	\$31,137	\$35,001	\$38,865	\$42,729

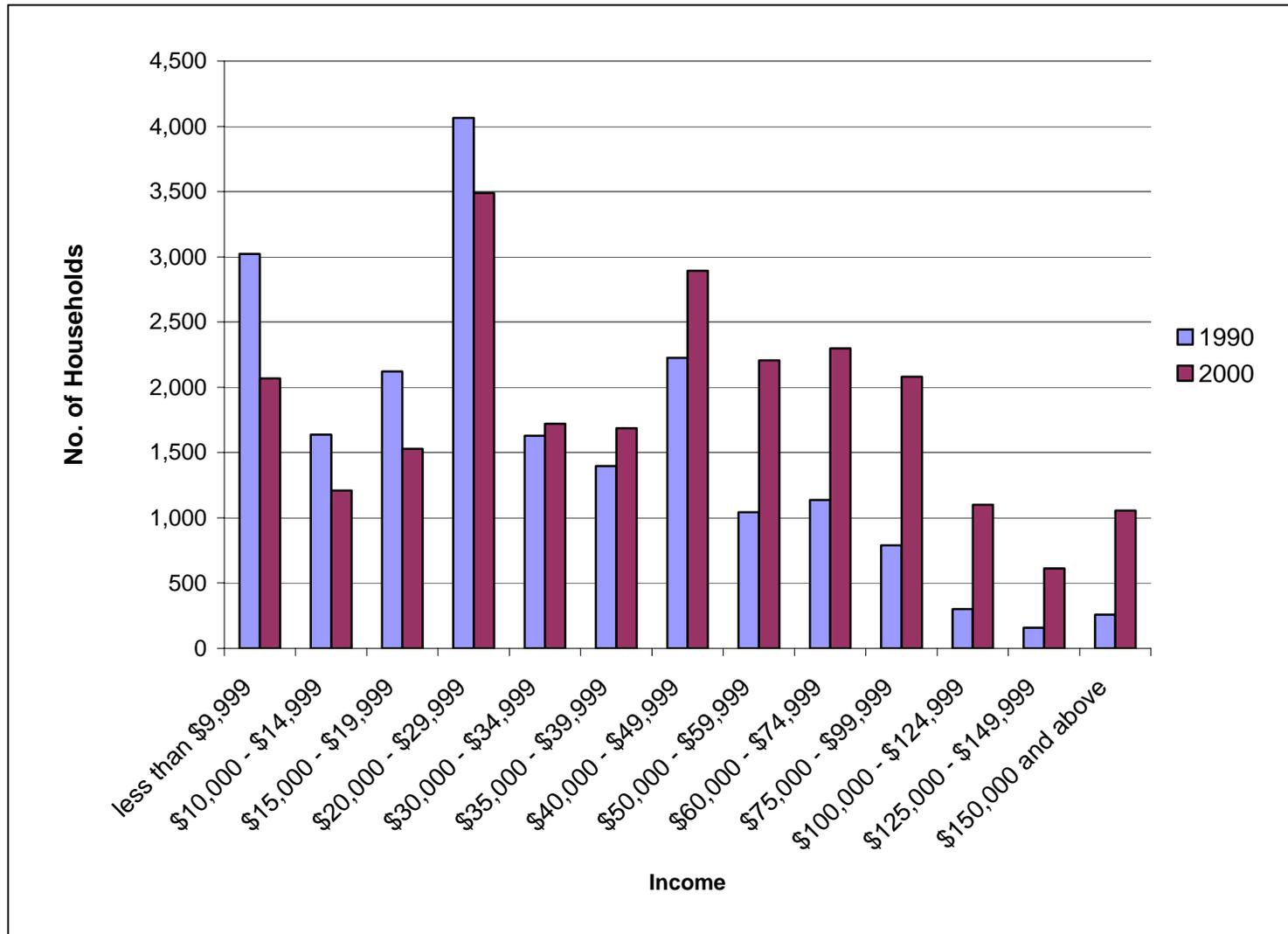
Source: U.S. Census Bureau & Georgia Department of Community Affairs

<b>Family Poverty Status, Marietta and Comparison Areas, 1999</b>					
	Marietta	Cobb County	ARC	Atlanta, MSA	State of Georgia
Families with income below the poverty line	1,509	6,969	59,003	71,996	210,138
Families with income below the poverty line as a percentage of the total number of families	13%	5%	8%	8%	11%
Families with income below the poverty line with related children under 18 years	1,266	5,370	47,371	56,910	163,137
Families with income below the poverty line with related children under 5 years	701	2,688	24,303	28,811	79,164
Families with income below the poverty line with female householder, no husband present	812	3,206	34,475	40,983	120,303
Families with income below the poverty line with female householder, no husband present with related children under 18 years	780	2,869	30,667	36,194	105,840
Families with income below the poverty line with female householder, no husband present with related children under 5 years	375	1,211	14,962	17,392	49,472

Source: U.S. Census Bureau & Marietta Planning and Zoning Division



### Household income Distribution, Marietta, 1990 - 200





## II. Economic Development

<b>Employment by Industry, Marietta, 1980 - 2000</b>			
	<b>1980</b>	<b>1990</b>	<b>2000</b>
Total Employed Civilian Population	15,987	24,226	32,172
Agriculture, Forestry, Fishing, hunting & mining	125	220	107
Construction	1,138	1,626	4,069
Manufacturing	2,770	2,786	2,718
Wholesale Trade	981	1,653	1,168
Retail Trade	3,063	4,738	4,558
Transportation, warehousing, and utilities	1,301	2,026	1,165
Information	NA	NA	1,621
Finance, Insurance, & Real Estate	1,326	2,537	2,513
Professional, scientific, management, administrative, and waste management services	853	1,845	4,898
Educational, health and social services	2,141	2,966	4,267
Arts, entertainment, recreation, accommodation and food services	758	285	3,010
Other Services	762	2,566	1,339
Public Administration	769	978	739
Source: U.S. Census Bureau & Marietta Planning and Zoning Division			



**Employment by Industry Percentages, Marietta, 1980 - 2000**

	<b>1980</b>	<b>1990</b>	<b>2000</b>
Total Employed Civilian Population	100.00%	100.00%	100.00%
Agriculture, Forestry, Fishing, hunting & mining	0.80%	0.90%	0.30%
Construction	7.10%	6.70%	12.60%
Manufacturing	17.30%	11.50%	8.40%
Wholesale Trade	6.10%	6.80%	3.60%
Retail Trade	19.20%	19.60%	14.20%
Transportation, warehousing, and utilities	8.10%	8.40%	3.60%
Information	NA	NA	5.00%
Finance, Insurance, & Real Estate	8.30%	10.50%	7.80%
Professional, scientific, management, administrative, and waste management services	5.30%	7.60%	15.20%
Educational, health and social services	13.40%	12.20%	13.30%
Arts, entertainment, recreation, accommodation and food services	4.70%	1.20%	9.40%
Other Services	4.80%	10.60%	4.20%
Public Administration	4.80%	4.00%	2.30%
Source: U.S. Census Bureau & Marietta Planning and Zoning Division			



<b>Employment Forecast, Marietta Super District, 2000 - 2030</b>								
	CONST	MFG	TCU	WHOL	RETL	FIRE	SVCS	GOV
2000	2,962	9,668	1,481	1,855	6,171	1,269	12,646	13,750
2005	2,505	9,446	1,385	1,917	6,306	1,434	14,394	14,584
2010	2,047	9,223	1,289	1,979	6,441	1,598	16,141	15,417
2015	2,067	9,032	1,290	2,111	7,007	1,768	18,369	16,420
2020	2,086	8,840	1,291	2,242	7,572	1,938	20,597	17,422
2025	2,139	8,838	1,334	2,420	8,161	2,104	22,433	18,273
2030	2,192	8,836	1,376	2,598	8,749	2,270	24,268	19,124

Source: Atlanta Regional Commission, "2030 Small Area Employment Forecast, & Marietta Planning and Zoning Department



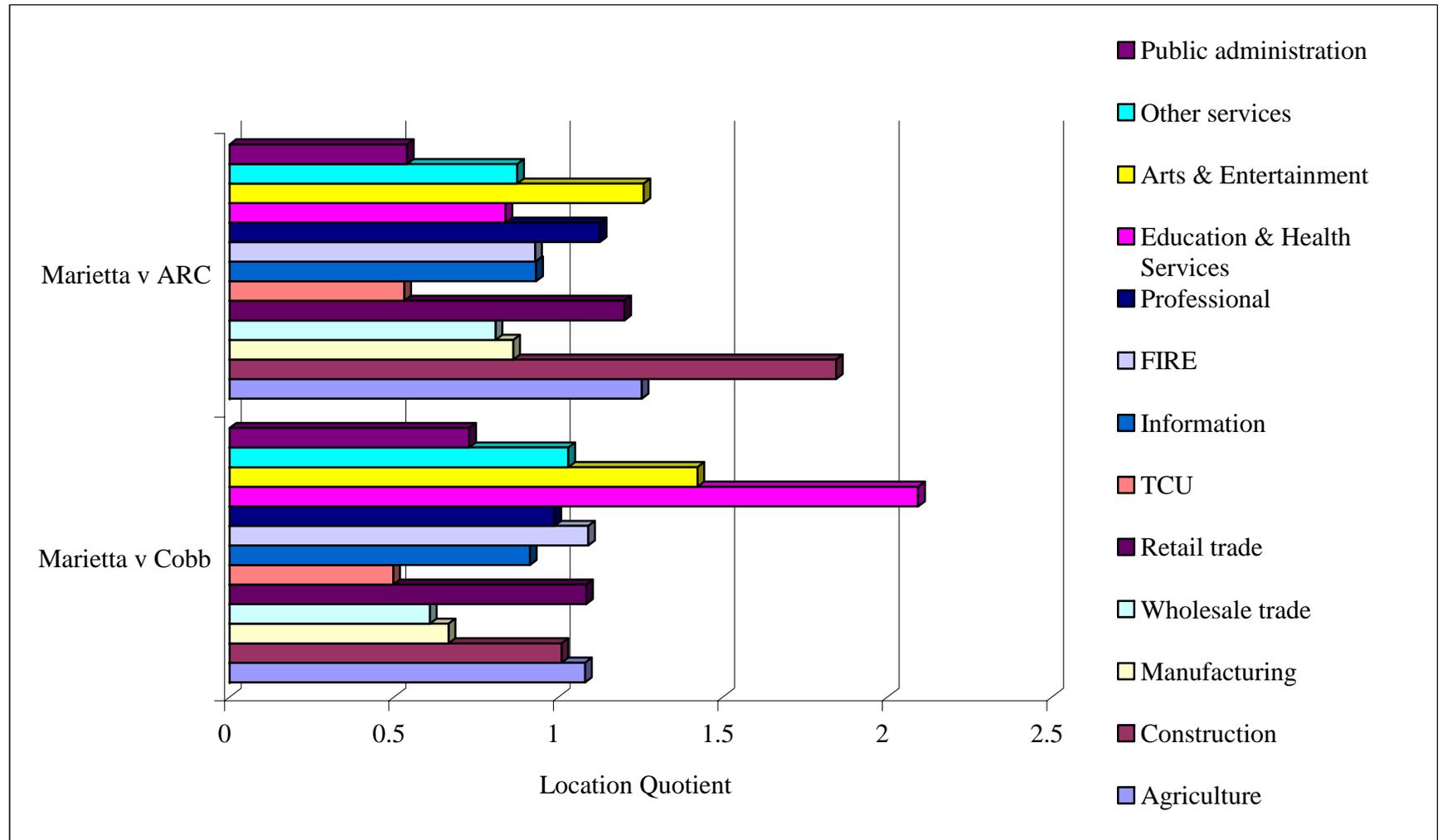
### Location Quotient Analysis, Marietta and Comparison Areas, 2000

	Marietta	Cobb County	ARC	National	Marietta v Cobb	Marietta v ARC	Marietta v USA
Employed civilian population 16 years and over	32,172	178,424	1,760,405	69,091,443			
Agriculture; forestry; fishing and hunting; and mining	107	549	4,670	1,986,285	1.08	1.25	0.12
Construction	4,069	22,350	120,730	7,919,645	1.01	1.84	1.10
Manufacturing	2,718	22,623	172,341	12,534,909	0.67	0.86	0.47
Wholesale trade	1,168	10,626	78,953	3,260,178	0.61	0.81	0.77
Retail trade	4,558	23,312	207,692	7,678,162	1.08	1.20	1.27
Transportation and warehousing; and utilities	1,165	12,981	119,923	5,025,989	0.50	0.53	0.50
Information	1,621	9,841	95,124	2,161,769	0.91	0.93	1.61
Finance; insurance; real estate and rental and leasing	2,513	12,778	147,950	3,785,972	1.09	0.93	1.43
Finance and insurance	1,728	8,607	102,405	2,501,843	1.11	0.92	1.48
Real estate and rental and leasing	785	4,171	45,545	1,284,129	1.04	0.94	1.31
Professional; scientific; management; administrative; and waste management services	4,898	27,497	237,944	6,697,970	0.99	1.13	1.57
Professional; scientific; and technical services	2,967	18,938	156,897	4,120,499	0.87	1.03	1.55
Management of companies and enterprises	11	202	1,840	31,534	0.30	0.33	0.75
Administrative and support and waste management services	1,920	8,357	79,207	2,545,937	1.27	1.33	1.62
Educational; health and social services	4,267	11,302	278,071	6,539,753	2.09	0.84	1.40
Educational services	1,721	5,757	130,945	3,509,463	1.66	0.72	1.05
Health care and social assistance	2,546	5,545	147,126	3,030,290	2.55	0.95	1.80
Arts; entertainment; recreation; accommodation and food services	3,010	11,732	130,774	4,929,179	1.42	1.26	1.31
Other services	1,339	7,209	83,720	3,174,397	1.03	0.88	0.91

Source: U.S. Census Bureau & Marietta Planning and Zoning Division



### Location Quotient Analysis: Marietta, Cobb County, and the Atlanta Region, 2000





**Shift Share Analysis, Marietta, 1990 - 2000**

Shift Share Components (Percentages)			Shift Share Components (Absolute Change)		
<i>National Share</i>	<i>Industry Mix</i>	<i>Local Factors</i>	<i>National Share</i>	<i>Industry Mix</i>	<i>Local Factors</i>
12%		Marietta v US	Marietta v US	Marietta v US	Marietta v US
12%	-49%	-15%	26	-107	-32
12%	10%	128%	195	162	2,085
12%	-23%	8%	334	-631	228
12%	-20%	-21%	198	-330	-353
12%	-34%	18%	569	-1,605	857
12%	-30%	-25%	243	-605	-499
12%	NA	NA	NA	NA	NA
12%	-0.1%	-13%	304	-3	-326
12%	18%	135%	221	340	2,491
12%	1467%	-1435%	356	43,517	-42,572
12%	-59%	1003%	34	-169	2,859
12%	-30%	-30%	308	-763	-772
12%	0.2%	-37%	117	2	-358
			2,907	39,810	-36,392

Source: U.S. Census Bureau & Marietta Planning and Zoning Division



**Personal Income by Type (in dollars), Cobb County, 1990 - 2000**

	1990	2000
Total income	689,399,241	133,298,290
Aggregate wage or salary income for households	552,991,413	1,071,128,700
Aggregate other types of income for households	6,177,685	16,910,300
Aggregate self employment income for households	31,461,432	73,715,800
Aggregate interest, dividends, or net rental income	45,732,138	66,388,200
Aggregate social security income for households	28,756,444	42,835,100
Aggregate public assistance income for households	2,863,597	5,243,500
Aggregate retirement income for households	21,416,532	56,761,300
Source: U.S. Department of Labor		



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**Labor Force by Place of Work, Marietta, 1990 - 2000**

	1990	2000
Total population	44,129	58,748
Worked in State of residence	24,038	31,705
Worked in place of residence	8,060	9,115
Worked outside of place of residence	15,978	22,590
Worked outside of state of residence	0	0

Source: U.S. Census Bureau



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### Labor Force Participation, Marietta, 1990 - 2000

	1990	2000
<i>Total Males and Females</i>	36,187	46,704
In labor force:	25,831	34,297
Civilian labor force	25,604	34,140
Civilian employed	24,226	32,172
Civilian unemployed	1,378	1,968
In Armed Forces	227	157
Not in labor force	10,356	12,407
<i>Percentages</i>		
Civilian labor force	43.7%	44.4%
Civilian employed	41.6%	41.8%
Civilian unemployed	2.1%	2.6%
In Armed Forces	0.6%	0.3%
Not in labor force	11.9%	10.8%
Source: U.S. Census Bureau & Marietta Planning and Zoning Division		



**Unemployment Rate, Cobb County, Georgia, Unites States, 1990 - 2003**

	1990	1991	1992	1993	1994	1995	1996
Cobb County	4.1%	4.1%	5.7%	4.6%	4.2%	3.6%	3.0%
Georgia	5.5%	5.0%	7.0%	5.8%	5.2%	4.9%	4.6%
United States	5.6%	6.8%	7.5%	6.9%	6.1%	5.6%	5.4%
	1997	1998	1999	2000	2001	2002	2003
Cobb County	3.0%	2.7%	2.6%	2.5%	3.0%	4.7%	4.2%
Georgia	4.5%	4.2%	4.0%	3.7%	4.0%	5.1%	4.7%
United States	4.9%	4.5%	4.2%	4.0%	4.7%	5.8%	6.0%

Source: Georgia Department of Labor, 1990-2003



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<b>Occupation, Marietta, 1980 - 2000</b>			
	<b>1980</b>	<b>1990</b>	<b>2000</b>
Management, professional, and related	4,134	6,914	10,768
Service	1,948	3,024	4,474
Technical, sales, and administrative support	5,854	9,420	9,472
Farming, fishing, and forestry	120	235	126
Precision production, craft, and repair	1,996	2,484	4,339
Operators, fabricators, and laborers	1,934	2,149	2,993
Source: U.S. Census Bureau			



**Occupation Percentage, Marietta, Georgia, and United States, 1990 - 2000**

Occupations	1990			2000		
	U.S.	GA	Marietta	U.S.	GA	Marietta
Management, professional, and related	26.4%	24.6%	28.5%	33.6%	32.7%	33.5%
Service	13.2%	12.0%	12.5%	14.9%	13.4%	13.9%
Technical, sales, and administrative support	31.7%	31.9%	38.9%	26.7%	26.8%	29.4%
Farming, Fishing, and Forestry	2.5%	2.2%	1.0%	0.7%	0.6%	0.4%
Precision production, craft, and repair	11.3%	11.9%	10.3%	9.4%	10.8%	13.5%
Operators, fabricators, and laborers	14.9%	17.4%	8.9%	14.6%	15.7%	9.3%

Source: U.S. Census Bureau, Marietta Planning and Zoning Division



**Commute to Work, Marietta, Cobb County, Atlanta MSA, 1990 - 2000**

	Marietta		Cobb County		Atlanta MSA	
	1990	2000	1990	2000	1990	2000
<15minutes	27.4%	20.5%	19.1%	17.1%	20.8%	18.3%
15 - 29minutes	34.7%	31.3%	34.1%	30.9%	36.2%	32.4%
30 - 39minutes	16.1%	18.8%	22.1%	21.3%	21.3%	20.3%
40 - 59minutes	10.2%	14.2%	17.5%	19.2%	15.3%	17.3%
60+ minutes	3.9%	9.0%	6.3%	10.8%	6.2%	11.8%

Source: U.S. Census Bureau, Marietta Planning and Zoning Division



### III. Housing

<b>Types of Housing Units and Percentages, Marietta, 1970 - 2000</b>						
	1980	1990	2000	1980	1990	2000
TOTAL Housing Units	13,765	23,158	25,399			
Single Units (detached)	5,066	6,673	8,638	36.8%	28.8%	34.0%
Single Units (attached)	774	2,063	2,498	5.6%	8.9%	9.8%
Double Units	923	899	816	6.7%	3.9%	3.2%
3 to 9 Units	3,396	5,447	5,627	24.7%	23.5%	22.2%
10 to 19 Units	2,261	4,529	3,972	16.4%	19.6%	15.6%
20 to 49 Units	762	2,505	1,087	5.5%	10.8%	4.3%
50 or more Units	576	664	2,522	4.2%	2.9%	9.9%
Mobile Home or Trailer	7	202	230	0.1%	0.9%	0.9%
All Other	0	176	9	0.0%	0.8%	0.0%
Source: U.S. Census Bureau, Georgia Department of Community affairs, Marietta Planning and Zoning Department						
Note: NR means the category was not reported on the census form						



<b>Age of Housing, Marietta, 1990 - 2000</b>		
	1990	2000
Built 1970 – 1979	5,252	5,119
Built 1960 – 1969	3,058	2,502
Built 1950 – 1959	2,333	2,371
Built 1940 – 1949	1,595	1,057
Built 1939 or earlier	1,132	1,176
Source: U.S. Census Bureau		

<b>Condition of Housing, Marietta, 1990 - 2000</b>		
	1990	2000
Total housing units	23,158	25,399
Complete Plumbing Facilities	23,086	25,268
Lacking Plumbing Facilities	72	131
Complete kitchen facilities	23,103	25,201
Lacking complete kitchen facilities	55	198
Source: U.S. Census Bureau		



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**Occupancy Characteristics, Marietta, 1990 - 2000**

	1990	2000
TOTAL Housing Units Built	23,158	25,399
Housing Units Vacant	3,292	1,405
Housing Units Owner Occupied	6,643	8,900
Housing Units Renter Occupied	13,223	15,094
Source: U.S. Census Bureau		

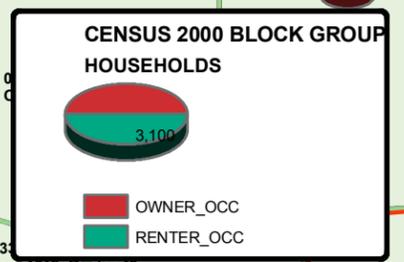


# The City of Marietta

## Department of Planning & Zoning

### Comprehensive Plan

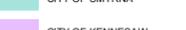
#### Owner & Renter Occupied Housing by 2000 Census Block Group



**Legend**

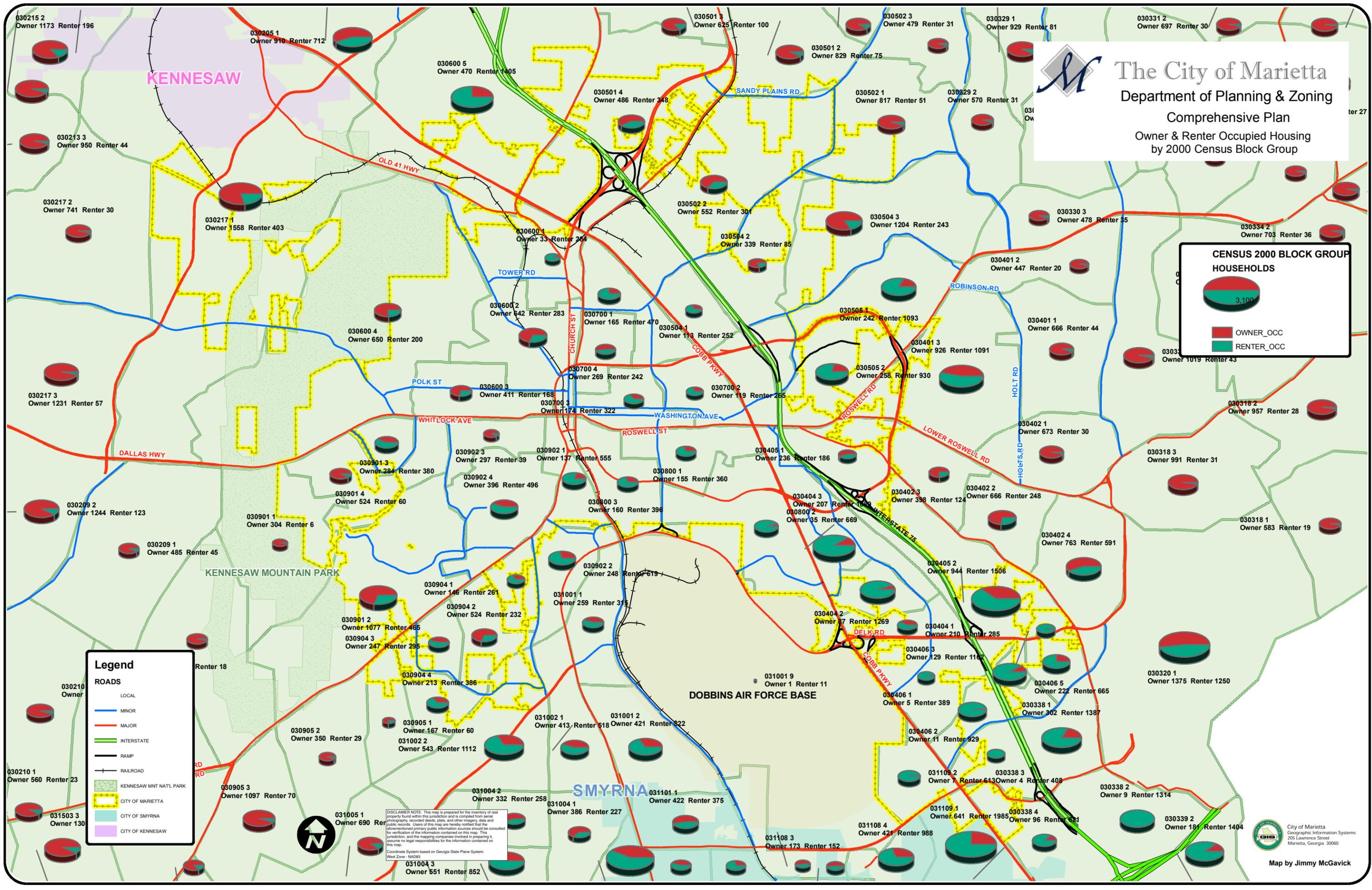
**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- RAILROAD

 KENNESAW MNT NATL PARK  
 CITY OF MARIETTA  
 CITY OF SMYRNA  
 CITY OF KENNESAW

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





<b>Median Value of Contract Rents</b>					
	City of Marietta	Cobb County	ARC	Atlanta, MSA	Georgia
1980	\$232	\$247	\$213	\$209	\$153
1990	\$457	\$485	\$454	\$445	\$358
2000	\$767	\$806	NA	\$746	\$613
Total Change 1980 - 1990	\$225	\$238	\$241	\$236	\$205
Total Change 1990 - 2000	\$310	\$321	NA	\$301	\$255
Total Change 1980 - 2000	\$535	\$559	NA	\$537	\$460
Percent Change 1980 - 1990	96.96%	96.42%	113.03%	112.70%	133.73%
Percent Change 1990 - 2000	67.86%	66.13%	NA	67.81%	71.42%
Percent Change 1980 - 2000	230.60%	226.32%	NA	256.94%	300.65%
Source: U.S. Census Bureau & Marietta Planning and Zoning Division					



<b>Median Value of Owner Occupied Housing Units</b>					
	City of Marietta	Cobb County	ARC	Atlanta, MSA	Georgia
1980	\$42,800	\$51,900	\$48,542	\$47,700	\$36,900
1990	\$87,500	\$97,700	\$91,856	\$89,800	\$71,300
2000	\$149,400	\$147,600	NA	\$135,300	\$111,200
Total Change 1980 - 1990	\$44,700	\$45,800	\$43,314	\$42,100	\$34,400
Total Change 1990 - 2000	\$61,900	\$49,900	NA	\$45,500	\$39,900
Total Change 1980 - 2000	\$106,600	\$95,700	NA	\$87,600	\$74,300
Percent Change 1980 - 1990	104.4%	88.2%	89.2%	88.3%	93.2%
Percent Change 1990 - 2000	70.7%	51.1%	NA	50.7%	56.0%
Percent Change 1980 - 2000	249.1%	184.4%	NA	183.6%	201.4%
Source: U.S. Census Bureau & Marietta Planning and Zoning Division					

<b>Cost Burdened Households, Marietta, 1990 - 2000</b>		
	1990	2000
30% - 49%	1,657	4,547
50% and greater	NA	3,040
Not computed	466	608
Source: U.S. Census Bureau & Georgia Department of Community Affairs		



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**Overcrowding, Marietta, 1990 - 2000**

	1990	2000
Total occupied housing units	19,866	23,994
More than 1 person per room	574	2,029
Source: U.S. Census Bureau & Georgia Department of Community Affairs		



## IV. Natural and Cultural Resources

<b>Rare, Threatened, and Endangered Plant Species in Cobb County, GA</b>			
<u>Species Name</u>	<u>Common Name</u>	<u>Habitat</u>	<u>Status</u>
Arabis missouriensis	Missouri Rockcress	Granite outcrops	Not legally protected
Aster georgianus	Georgia Aster	Upland oak-hickory-pine forests	Not legally protected
Calysteria castesbiana	Silky Blindweed	Openings in mantane oak-hickory forests	Not legally protected
Draba aprica	Open-ground Whitlowgrass	Granite outcrops	State protected
Melanthium latifolium	Broadleaf Bunchflower	Mesic deciduous hardwood forests	Not legally protected
Nestronia umbellua	Indian Olive	Oak-hickory-pine woods with heath understory; granite outcrops	State protected
Platanthera intergrilabia	Monkey-faced Orchid	Red maple-gum swamps; seeps & bogs	Endangered Species
Pycnanthemum curvipes	Mountain-mint	Rocky, upland oak-hickory forests	Not legally protected
Rhus michauxii	Dwarf Sumac	Open forest over ultramafic rock	Endangered Species
Schisandra glabra	May Starvine	Steam terraces	State protected
Source: Georgia Department of Natural Resources			

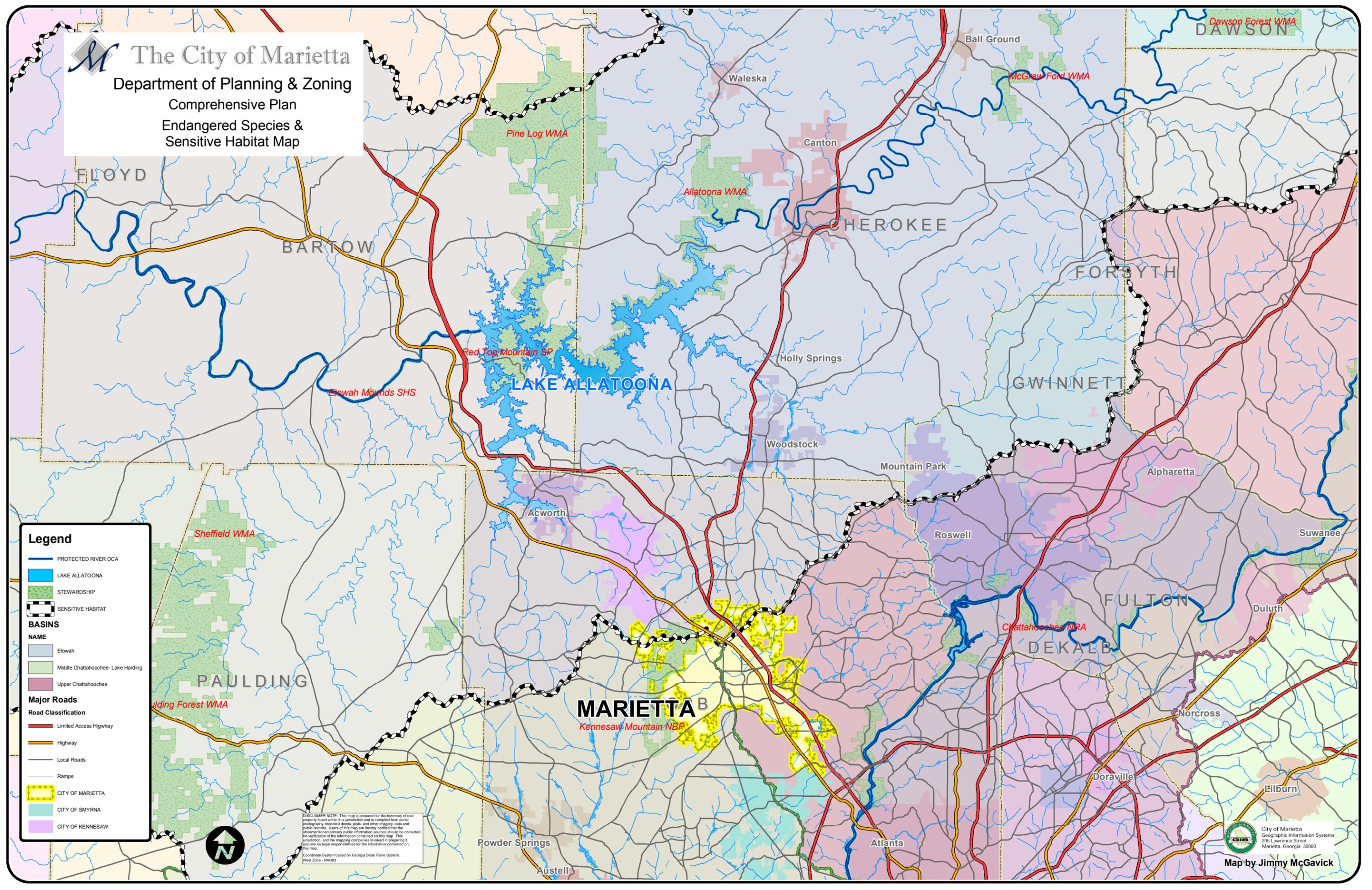


### Rare, Threatened, and Endangered Animal Species in Cobb County, GA

Species Name	Common Name	Habitat	Status
<i>Elliptio fraternal</i>	Brother Spike	Sandy substrate of river channels with swift current	Not legally protected
<i>Etheostoma scotti</i>	Cherokee Darter	Rocky streams	Endangered Species
<i>Hemidactylium scutatum</i>	Four-toed Salamander	Swamps; boggy streams & ponds; wet woods	Not legally protected
<i>Ichthyomyzon gagei</i>	Southern Brook Lamprey	Brownwater and blackwater streams	Not legally protected
<i>Notropis hypsilipis</i>	Highscale Shiner	Brownwater and blackwater streams	State protected
<i>Pituophis melanoleucus</i>	Northern Pine Snake	Dry pine or pine-hardwood forests	Not legally protected
<i>Plethodon websteri</i>	Webster's Salamander	Moist forests near rocky streams	Not legally protected

Source: Georgia Department of Natural Resources

 **The City of Marietta**  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Endangered Species &  
 Sensitive Habitat Map



**Legend**

-  PROTECTED RIVER DCA
-  LAKE ALLATOONA
-  STEWARDSHIP
-  SENSITIVE HABITAT

**BASINS**

**NAME**

-  Etowah
-  Middle Chattahoochee- Lake Harding
-  Upper Chattahoochee

**Major Roads**

**Road Classification**

-  Limited Access Highway
-  Highway
-  Local Roads
-  Ramps

 CITY OF MARIETTA

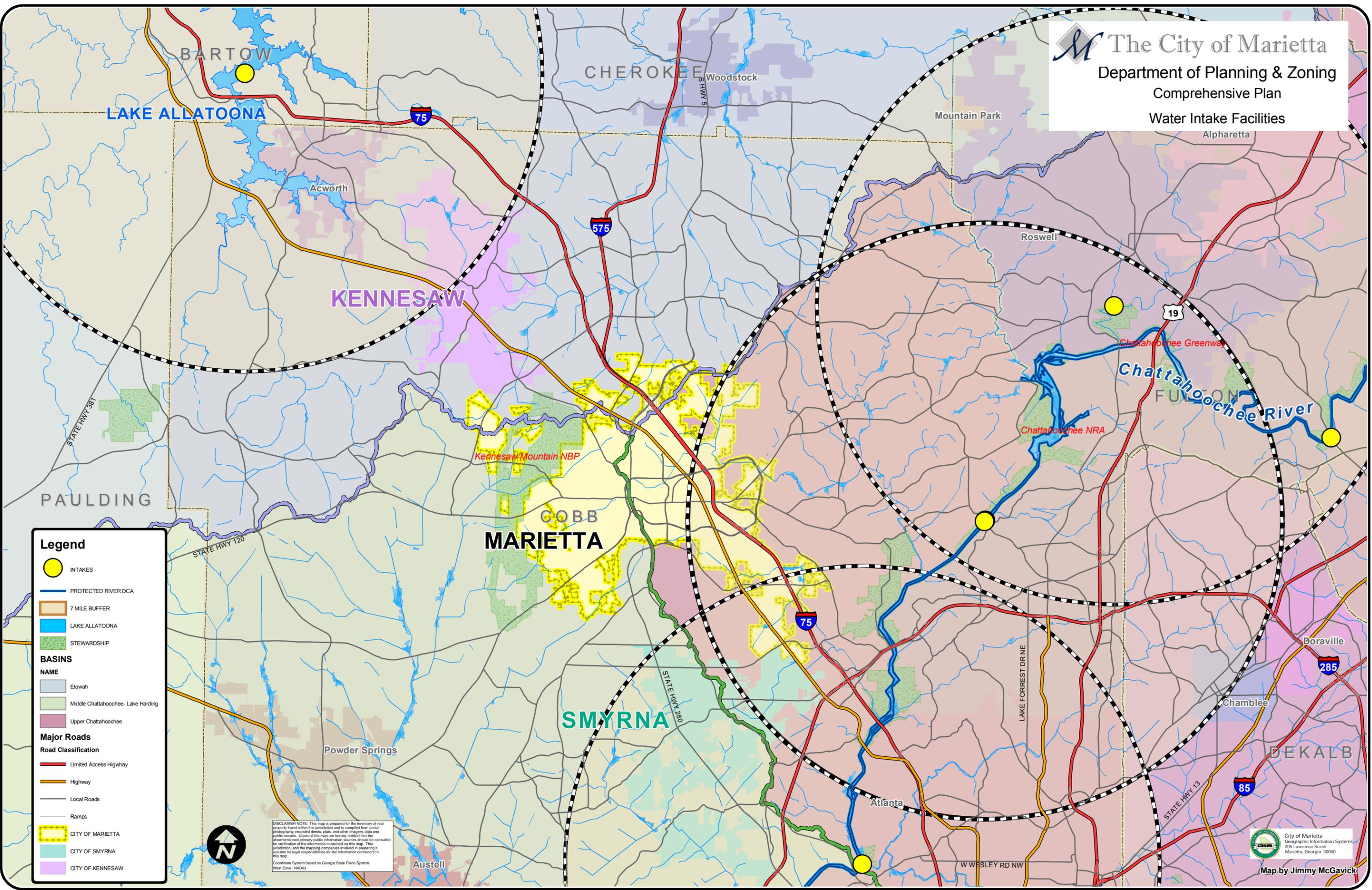
 CITY OF SMYRNA

 CITY OF KENNESAW

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





**Legend**

-  INTAKES
-  PROTECTED RIVER DCA
-  7 MILE BUFFER
-  LAKE ALLATOONA
-  STEWARDSHIP

**BASINS**

**NAME**

-  Etowah
-  Middle Chattahoochee- Lake Harding
-  Upper Chattahoochee

**Major Roads**

**Road Classification**

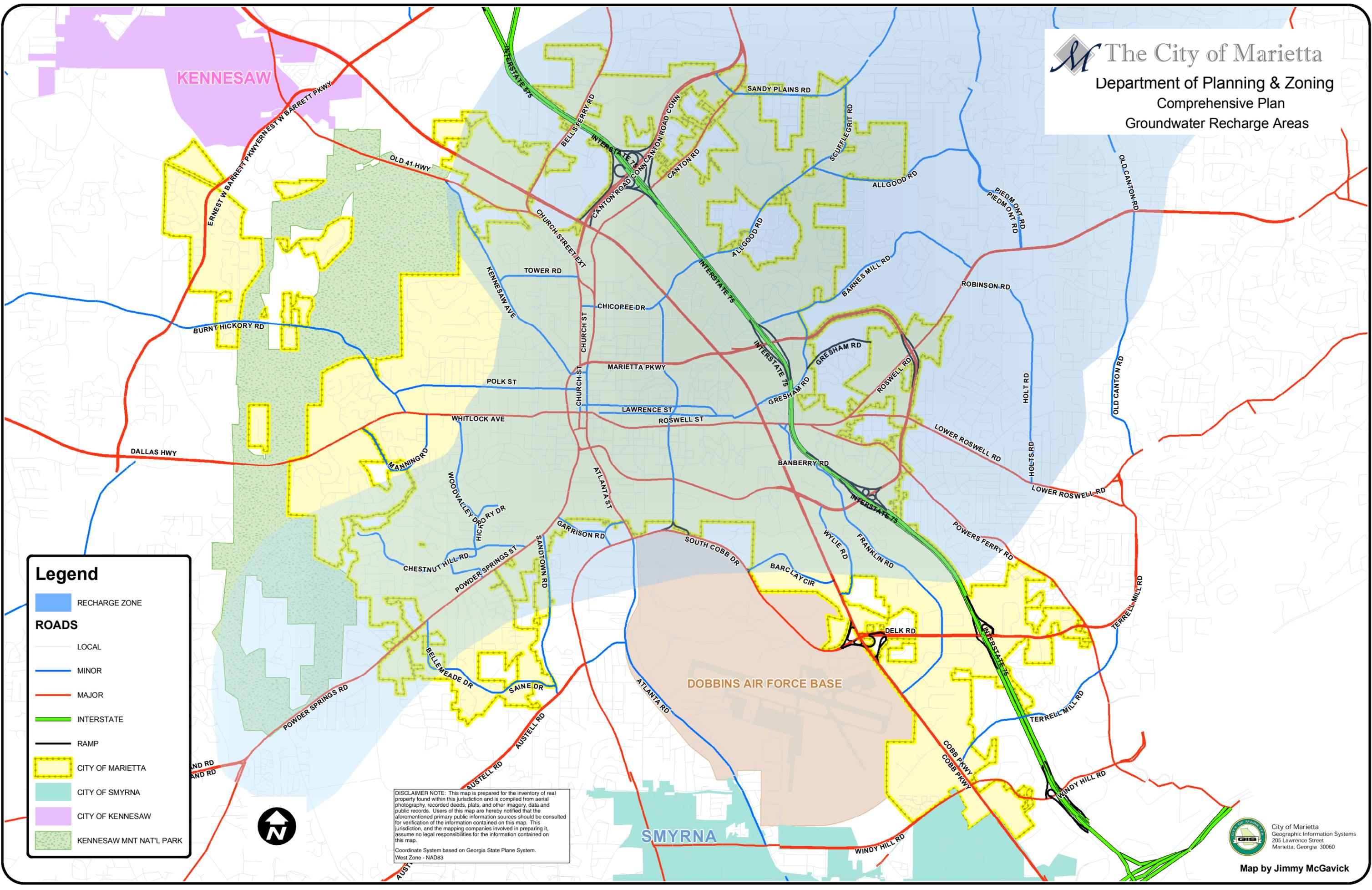
-  Limited Access Highway
-  Highway
-  Local Roads
-  Ramps

 CITY OF MARIETTA

 CITY OF SMYRNA

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



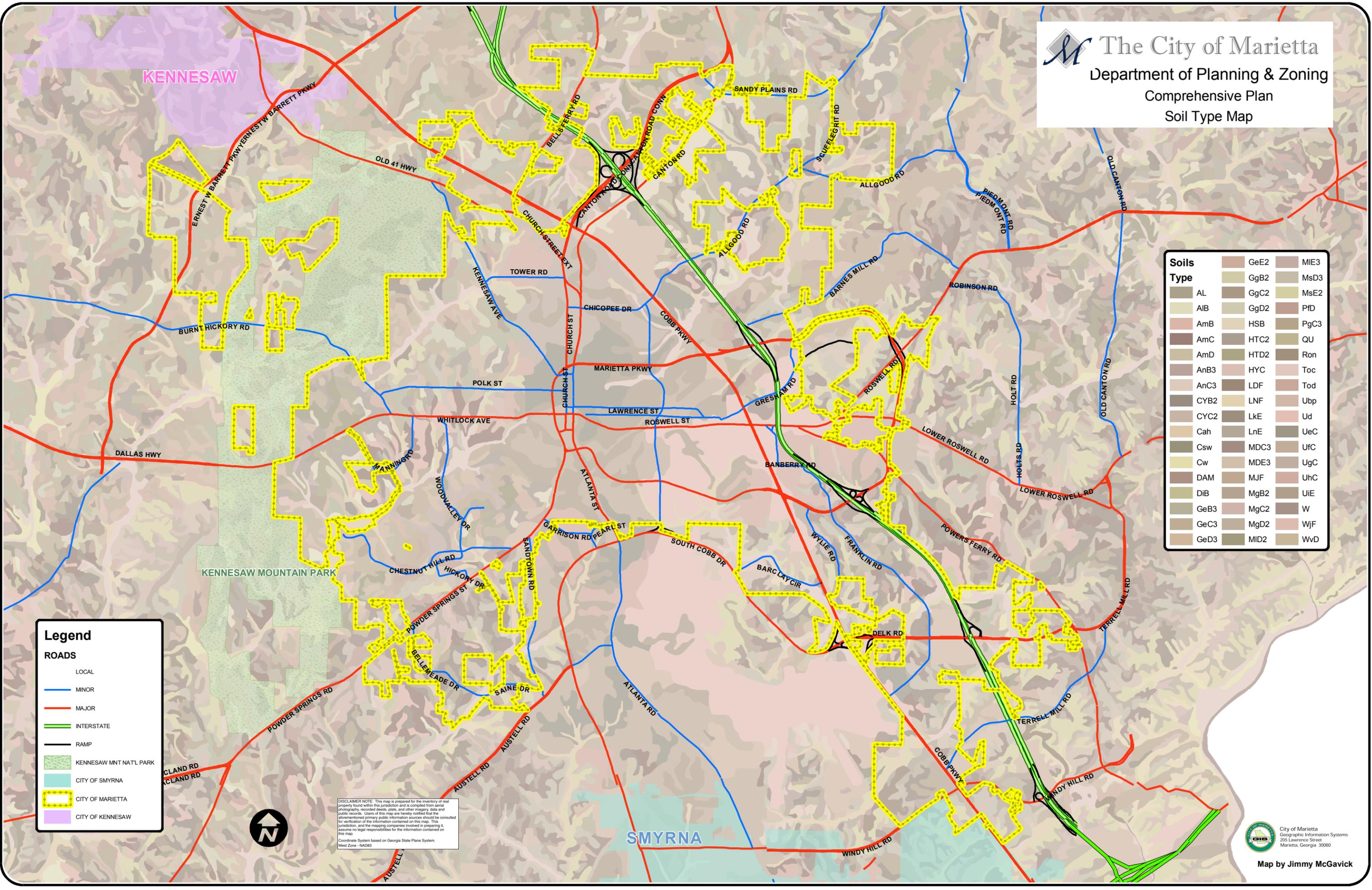
**Legend**

- RECHARGE ZONE
- ROADS**
- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW
- KENNESAW MNT NAT'L PARK

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





Soils Type	
AL	GeE2
AlB	GgB2
AmB	GgC2
AmC	GgD2
AmD	HSB
AnB3	HTC2
AnC3	HTD2
CYB2	HYP
CYC2	LDF
Cah	LNF
Csw	LKE
Cw	LnE
DAM	MDC3
DIB	MDE3
GeB3	MJF
GeC3	MgB2
GeD3	MgC2
	MgD2
	MIE3
	MsD3
	MsE2
	PfD
	PgC3
	QU
	Ron
	Toc
	Tod
	Ubp
	Ud
	UeC
	UfC
	UgC
	UhC
	UIE
	W
	WjF
	WwD

**Legend**

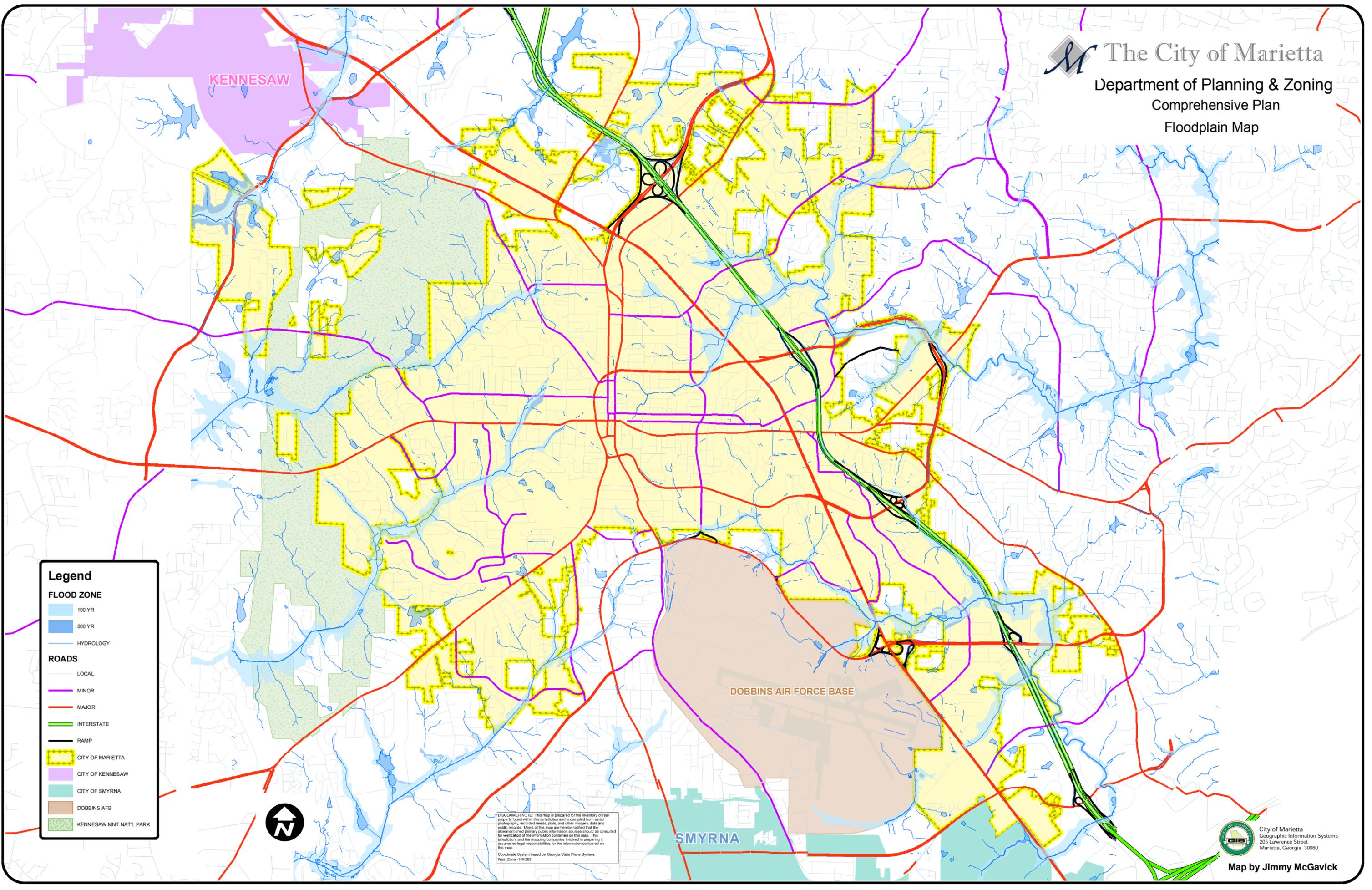
**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP

 KENNESAW MNT NAT'L PARK  
 CITY OF SMYRNA  
 CITY OF MARIETTA  
 CITY OF KENNESAW



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**Legend**

**FLOOD ZONE**

-  100 YR
-  500 YR
-  HYDROLOGY

**ROADS**

-  LOCAL
-  MINOR
-  MAJOR
-  INTERSTATE
-  RAMP

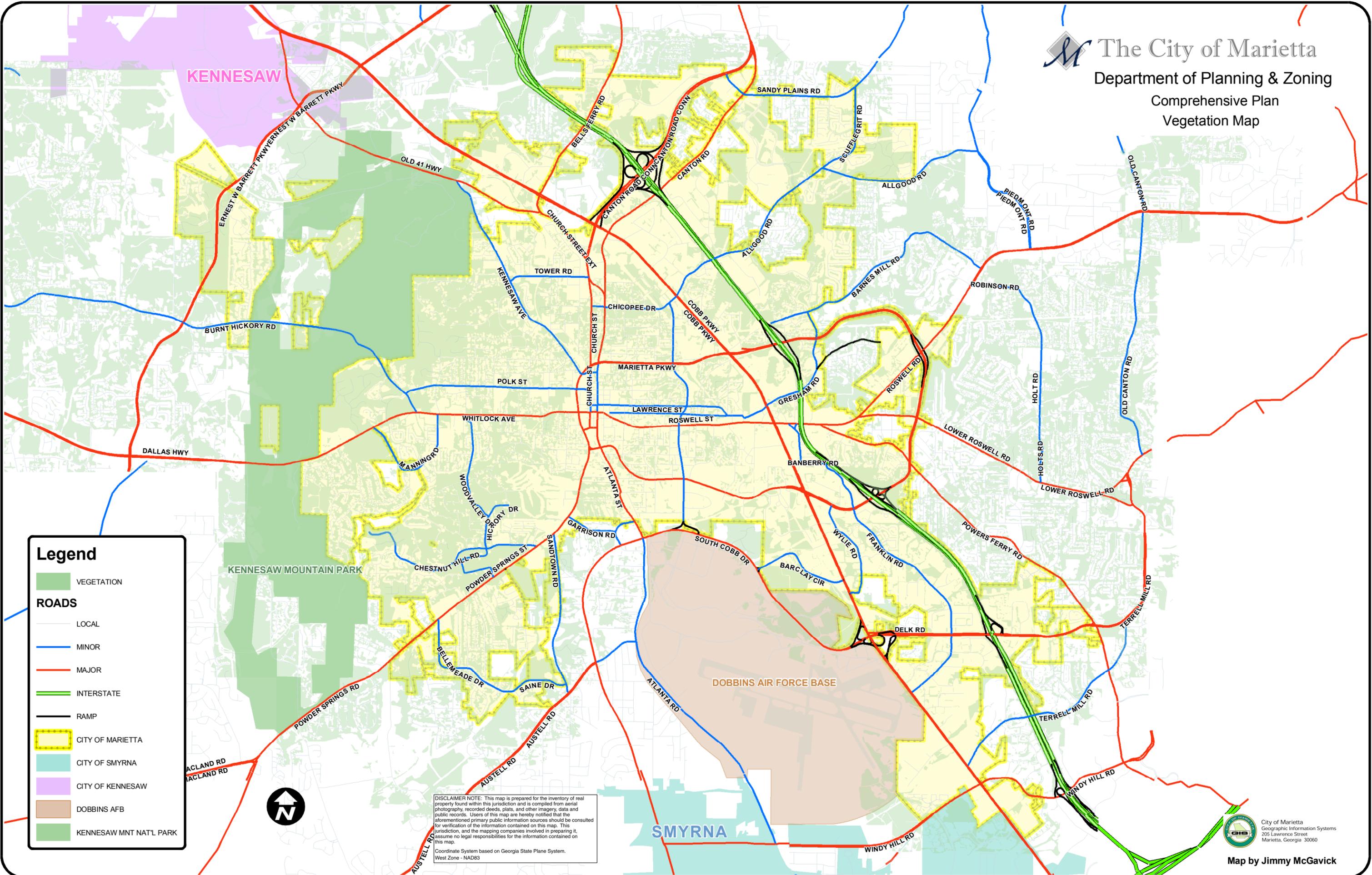
**CITY BOUNDARIES**

-  CITY OF MARIETTA
-  CITY OF KENNESAW
-  CITY OF SMYRNA
-  DOBBINS AFB
-  KENNESAW MINT NAT'L PARK



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



**Legend**

- VEGETATION
- ROADS**
- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW
- DOBBINS AFB
- KENNESAW MNT NAT'L PARK



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 West Zone - NAD83



**WETLANDS SUBSYSTEM**

- AQUATIC BED
- EMERGENT
- FORESTED
- LIMNETIC
- LITTORAL
- LOWER PERENNIAL
- SCRUB\_SHRUB
- UNCONSOLIDATED BOTTOM
- UNCONSOLIDATED SHORE
- UPPER PERENNIAL

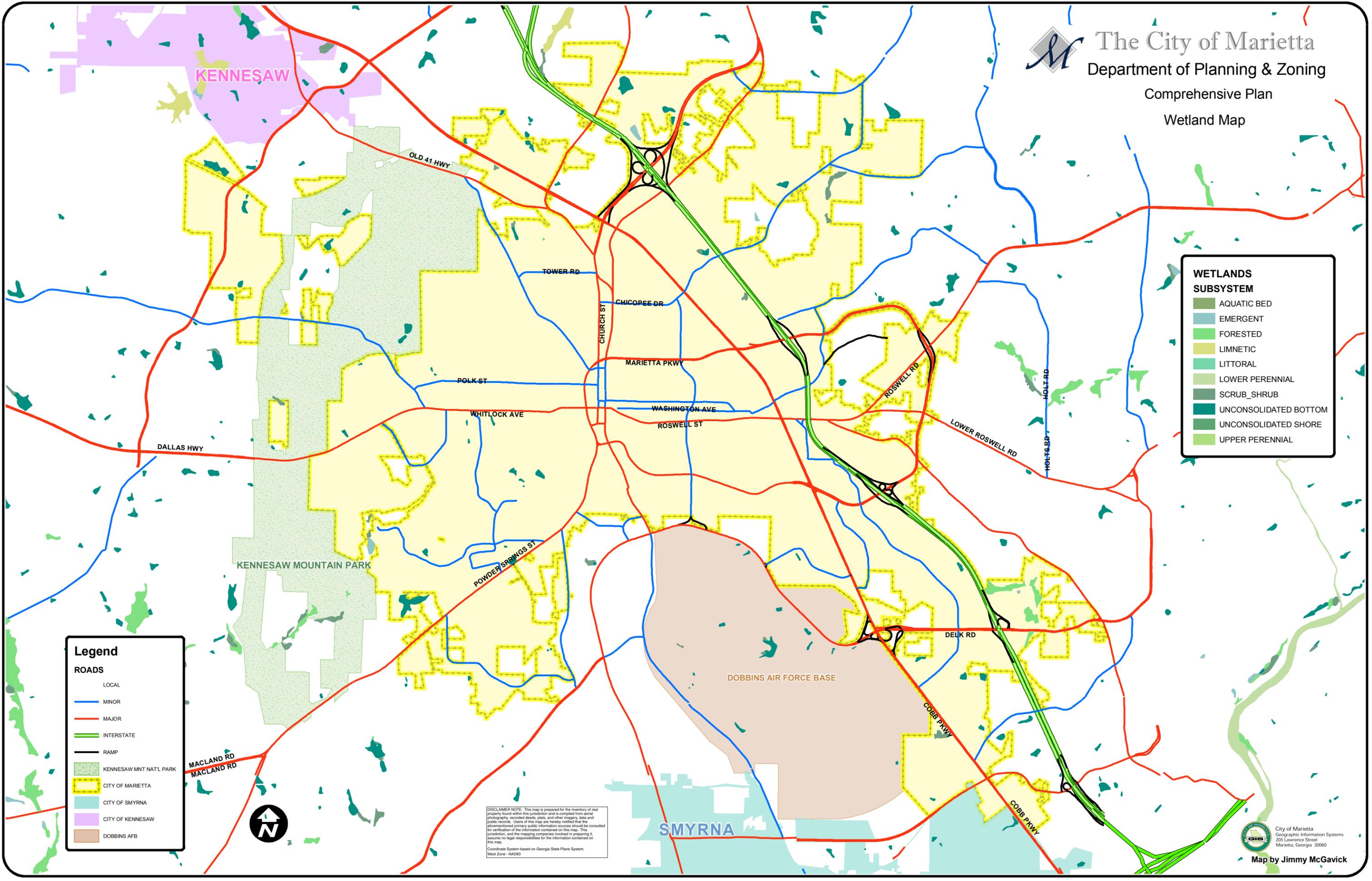
**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- KENNESAW MNT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW
- DOBBINS AFB



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## V. Community Facilities

<b>Marietta Government Facilities, 2000</b>						
Facility Name	Operating Entity	Geographic Service	Land Uses Served	Capacity (floor area)	Demand	Level of Service for Facilities
City Hall	Marietta	City	All	48,363 sq ft	At capacity	C
Marietta Fire Dept.	Marietta	City and/or 1st response	All	45,950 sq ft	Under capacity	A
Marietta Police/Courts	Marietta	City	All	77,461 sq ft	Under capacity	A
Fleet Maintenance	Marietta	City	City Property	NA	Over capacity	B
Property Management	Marietta	City	City Property	13,900 sq ft	Under capacity	B
Water	Marietta	Predetermined Service Area	All	6,984 sq ft	Under capacity	B
Public Works Building	Marietta	City	City Right-of-way & residential properties	NA	Over capacity	C
Cobb County Administration	Cobb County	County	All	NA	N/A	N/A
Cobb County Courts	Cobb County	County	All	NA	N/A	N/A

Source: Marietta Planning and Zoning Division and Parks and Recreation Department

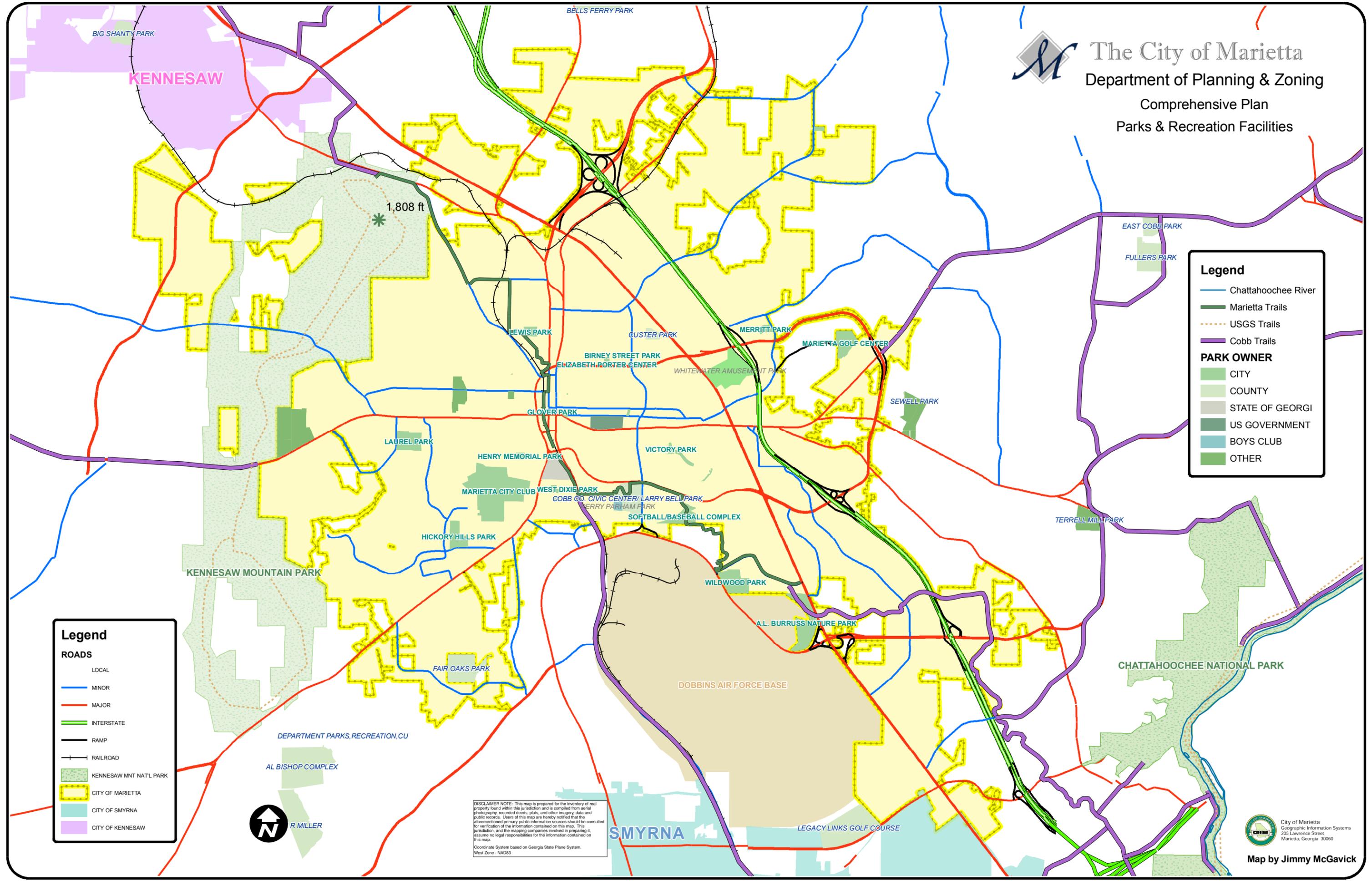


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<b>Marietta Parks, 2000</b>	
Park Type	Number
Mini-park	1
Neighborhood park	12
Community park	4
Source: Marietta Planning and Zoning Division and Parks and Recreation Department	



The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Parks & Recreation Facilities



**Legend**

- Chattahoochee River
- Marietta Trails
- USGS Trails
- Cobb Trails

**PARK OWNER**

- CITY
- COUNTY
- STATE OF GEORGIA
- US GOVERNMENT
- BOYS CLUB
- OTHER

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- RAILROAD

- KENNESAW MNT NATL PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW



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



The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 City & County  
 Police Departments  
 & Fire Departments

**FACILITY TYPE**

- City Jail
- County Correctional Institution
- County Jail
- Courthouse
- Federal Penitentiary
- Fire Station
- Marshals Office
- Police Station
- Sheriffs Office
- State Prison

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- RAILROAD
- KENNESAW MNT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW

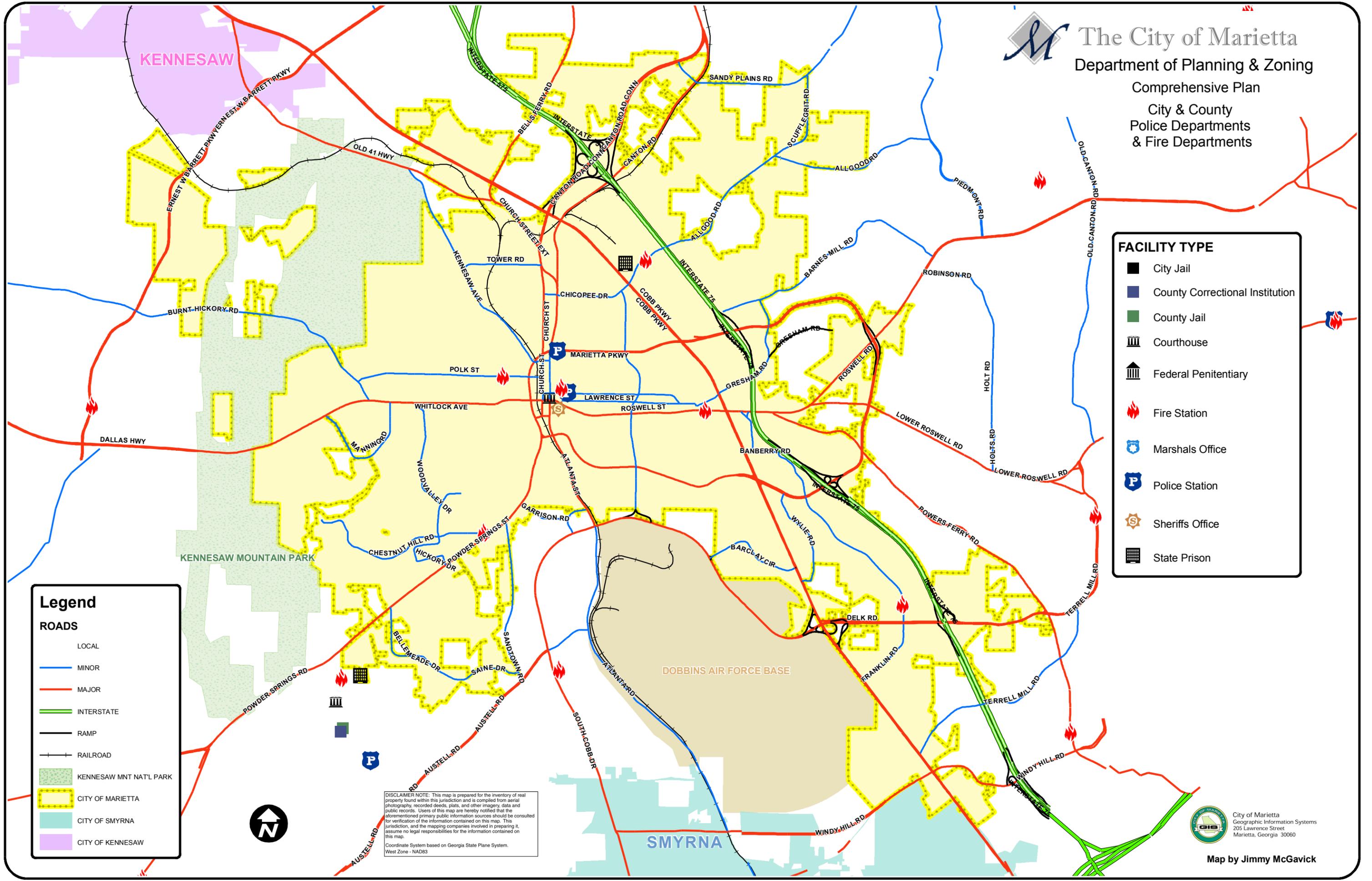


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Coordinate System based on Georgia State Plane System.  
 West Zone - NAD83

City of Marietta  
 Geographic Information Systems  
 205 Lawrence Street  
 Marietta, Georgia 30060

Map by Jimmy McGavick





The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Libraries & Marietta Schools

**Marietta School**  
**SCHOOL TYPE**

- City
- Private
- University

**Facilities**

- Library

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP

KENNESAW MNT NAT'L PARK

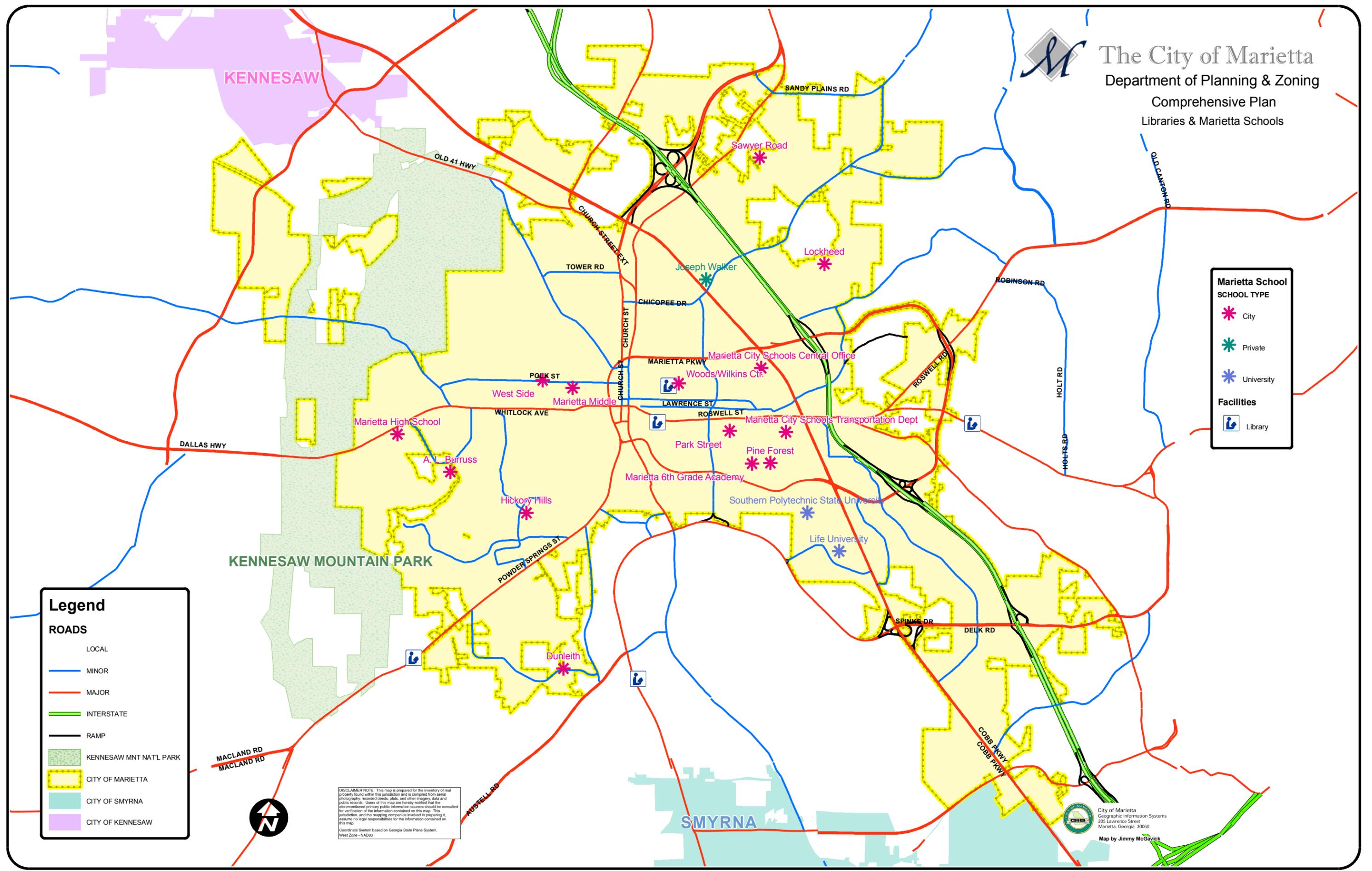
CITY OF MARIETTA

CITY OF SMYRNA

CITY OF KENNESAW

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City of Marietta  
 Geographic Information Systems  
 205 Lawrence Street  
 Marietta, Georgia 30060  
 Map by Jimmy McGavick





The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Hospitals / Medical Offices  
 &  
 Public Health Facilities

KENNESAW

Devereaux Center

Promina Kennesaw Hospital

SMYRNA

Promina Windy Hill Hospital

**Facilities**

- Health
- Hospital, Emergency Entrance
- MEDICAL BUILDINGS

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- KENNESAW MNT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW
- MEDICAL BUILDINGS

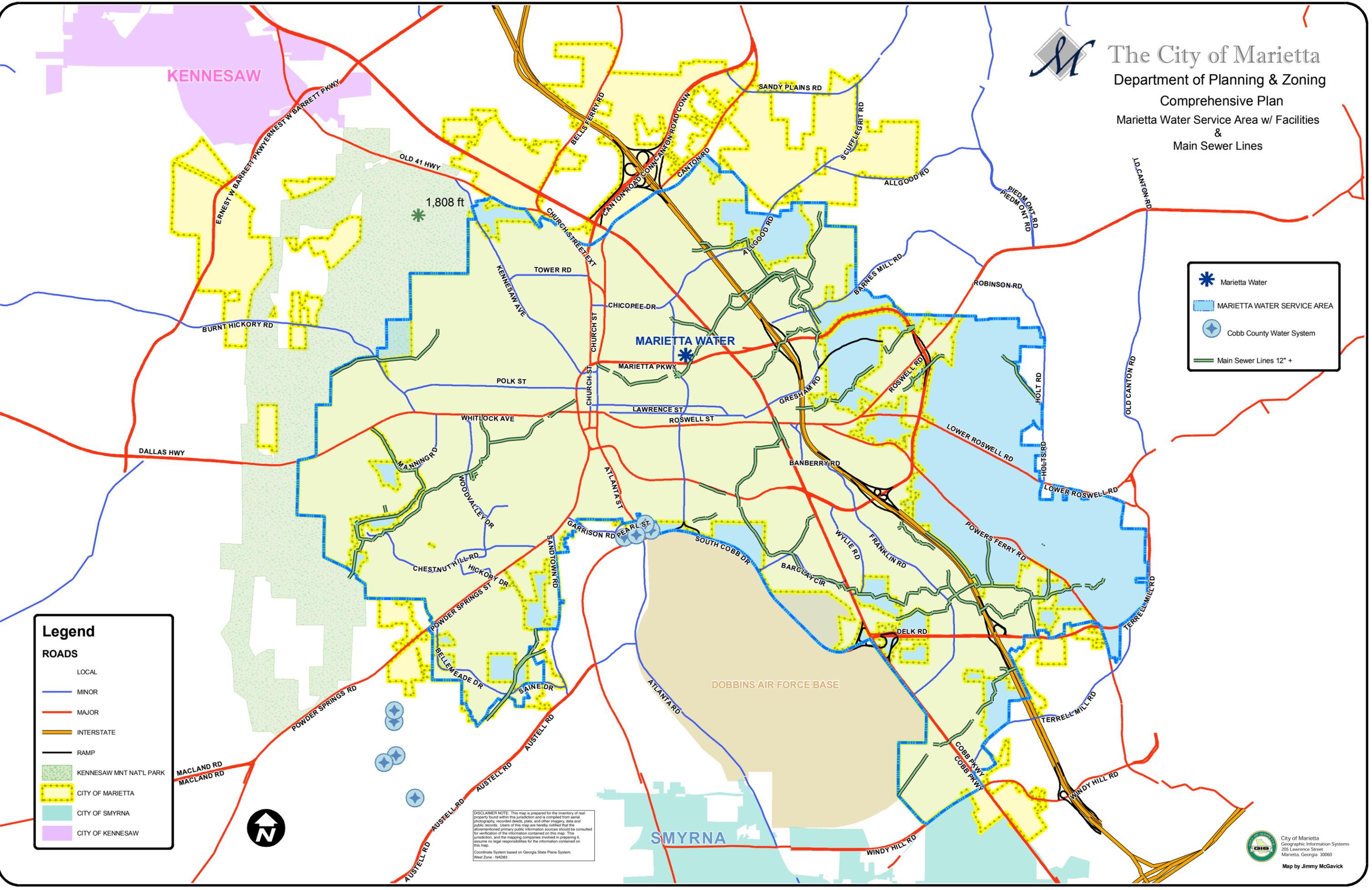
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City of Marietta  
 Geographic Information Systems  
 205 Lawrence Street  
 Marietta, Georgia 30060

Map by Jimmy McGavick



The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Marietta Water Service Area w/ Facilities  
 &  
 Main Sewer Lines



- Marietta Water
- MARIETTA WATER SERVICE AREA
- Cobb County Water System
- Main Sewer Lines 12" +

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP

- KENNESAW MNT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW

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The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Solid Waste Disposal & Transfer Facilities

**FACILITY**

-  Compost Trailer
-  Composting Plant
-  Solid Waste Division Admin
-  Solid Waste Transfer Station
-  Green Waste Recycling

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP

KENNESAW MNT NAT'L PARK

CITY OF MARIETTA

CITY OF SMYRNA

CITY OF KENNESAW

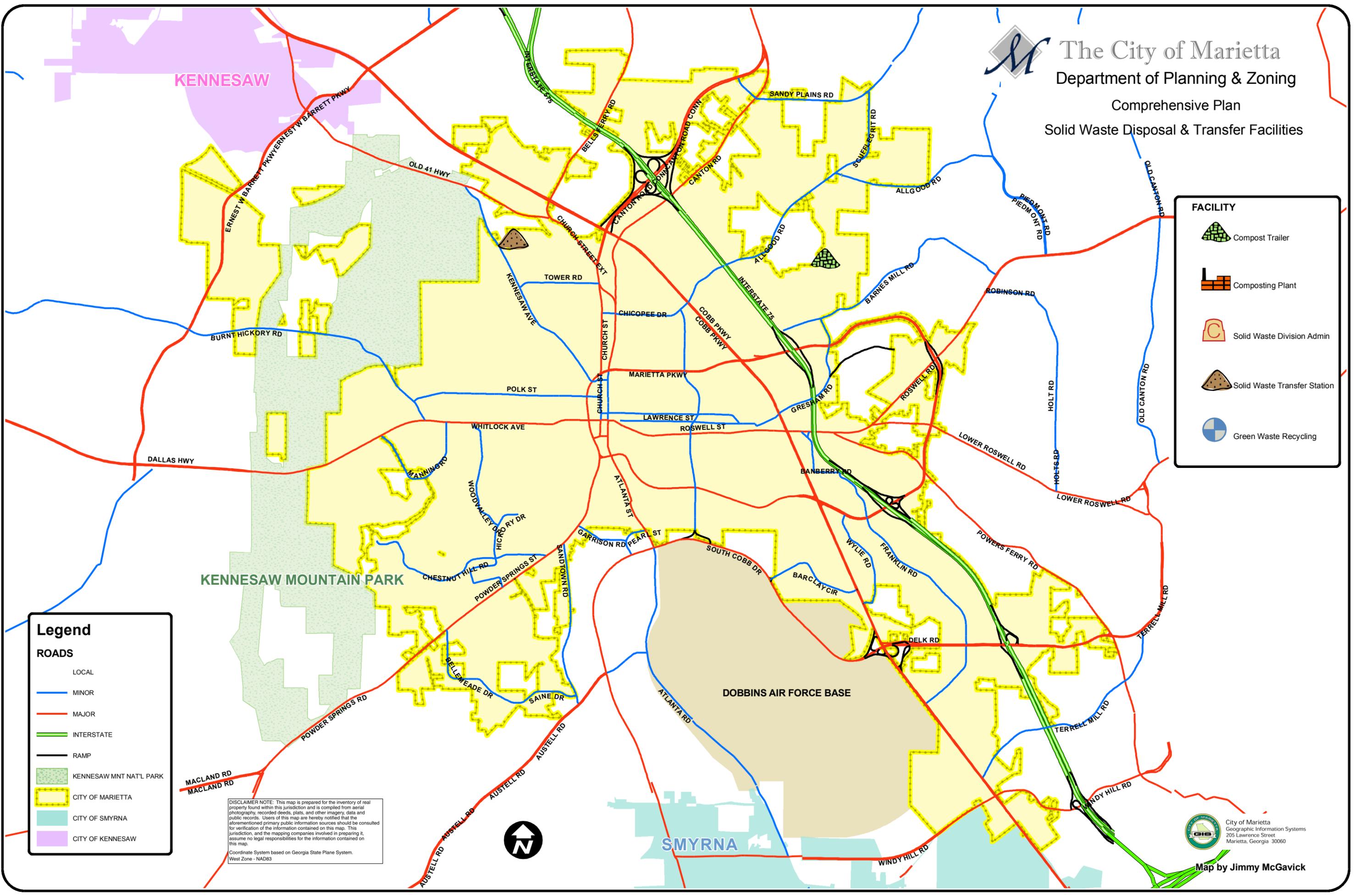
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 West Zone - NAD83



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 Geographic Information Systems  
 205 Lawrence Street  
 Marietta, Georgia 30060

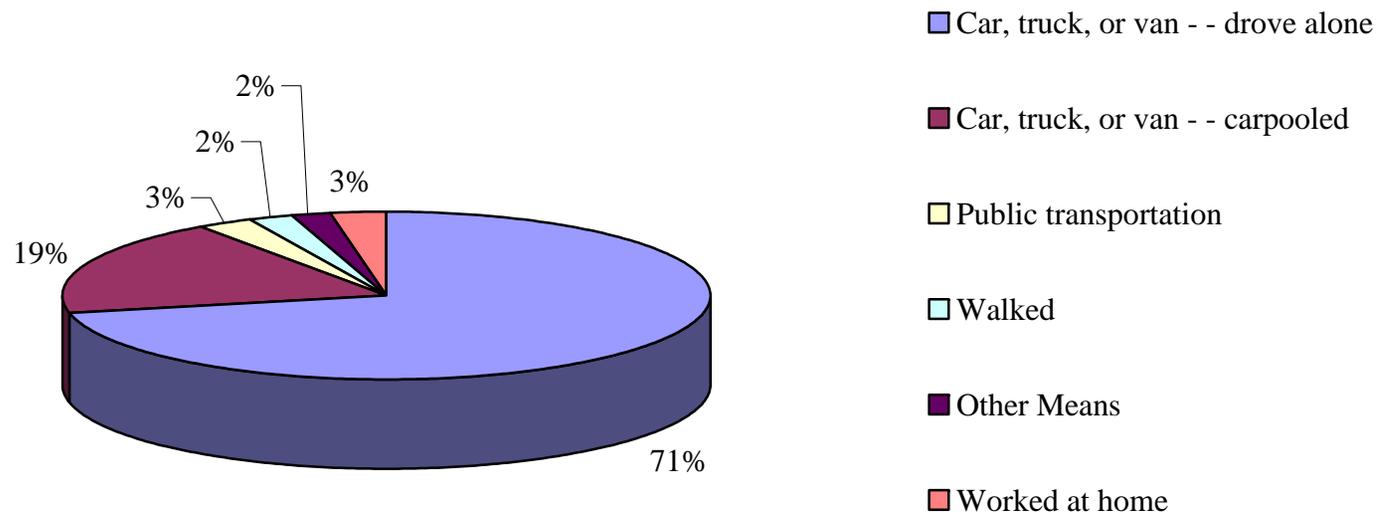
Map by Jimmy McGavick





## VI. Transportation/ Land Use

### Means of Transportation to Work, 2000





<b>Number of Lanes in Arterial Roads, Marietta, 2000</b>	
Arterial Road Name	No. of Lanes
Atlanta Street (S. of South Marietta Parkway)	4
Bells Ferry Road	4
Canton Road	2
Canton Road Connector (SR5)	4
Cherokee Street (N. of North Marietta Parkway)	2
Church Street (N. of North Marietta Parkway)	2
Church Street Extension	2
Cobb Parkway (U.S. 41)	4
Delk Road	4
Fairground Street	2
Lower Roswell Road	2
N Marietta Parkway (Loop 120)	4
Old U.S. 41	2
Powder Springs Street	4
Powers Ferry Road	4
Roswell Road (SR 120)	4
Roswell Street (SR 120)	2
Sandy Plains Road	4
South Marietta Parkway (Loop 120)	4
South Park Square (SR 120)	2
Whitlock Avenue (SR 120)	2



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### Number of Lanes in Arterial Roads, Marietta, 2000 - Continued

Arterial Road Name	No. of Lanes
Windy Hill Road	4
Source: Marietta Planning and Zoning Division and Public Works Department	

### Number of Lanes in Collector Roads, Marietta, 2000

Collector Road Name	No. of Lanes
Allgood Road	4
Atlanta Street (N. of South Marietta Parkway)	2
Banberry Road	2
Barclay Circle	2
Barnes Mill Road (E. of I-75)	2
Bellemeade Drive	2
Booth Road	2
Burnt Hickory Road	2
Cherokee Street (S. of North Marietta Parkway)	2
Chestnut Hill Road	2
Chicopee Drive	2
Church Street (S. of North Marietta Parkway)	2
East Park Square	2
Franklin Road	4
Freys Gin Road	2
Garrison Avenue	2



### Number of Lanes in Collector Roads, Marietta, 2000 - Continued

Collector Road Name	No. of Lanes
Gresham Road	2
Hickory Drive (N. of Chestnut Hill Road)	2
Kennesaw Ave (Outside of the N Marietta Pkwy)	2
Kirkpatrick Drive	2
Lawrence Street	2
Manning Road	2
Margaret Avenue	2
North Park Square	2
Pearl Street	2
Polk Street (W. of North Marietta Parkway)	2
Saine Drive	2
Sandtown Road	2
Scufflegrit Road	4
Terrell Mill Road	4
Tower Road	2
Wallace Road	2
Washington Ave	2
Waverly Way	2
West Booth Road	2
West Park Square	2
Woodvalley Drive	2

Source: Marietta Planning and Zoning Division and Public Works Department



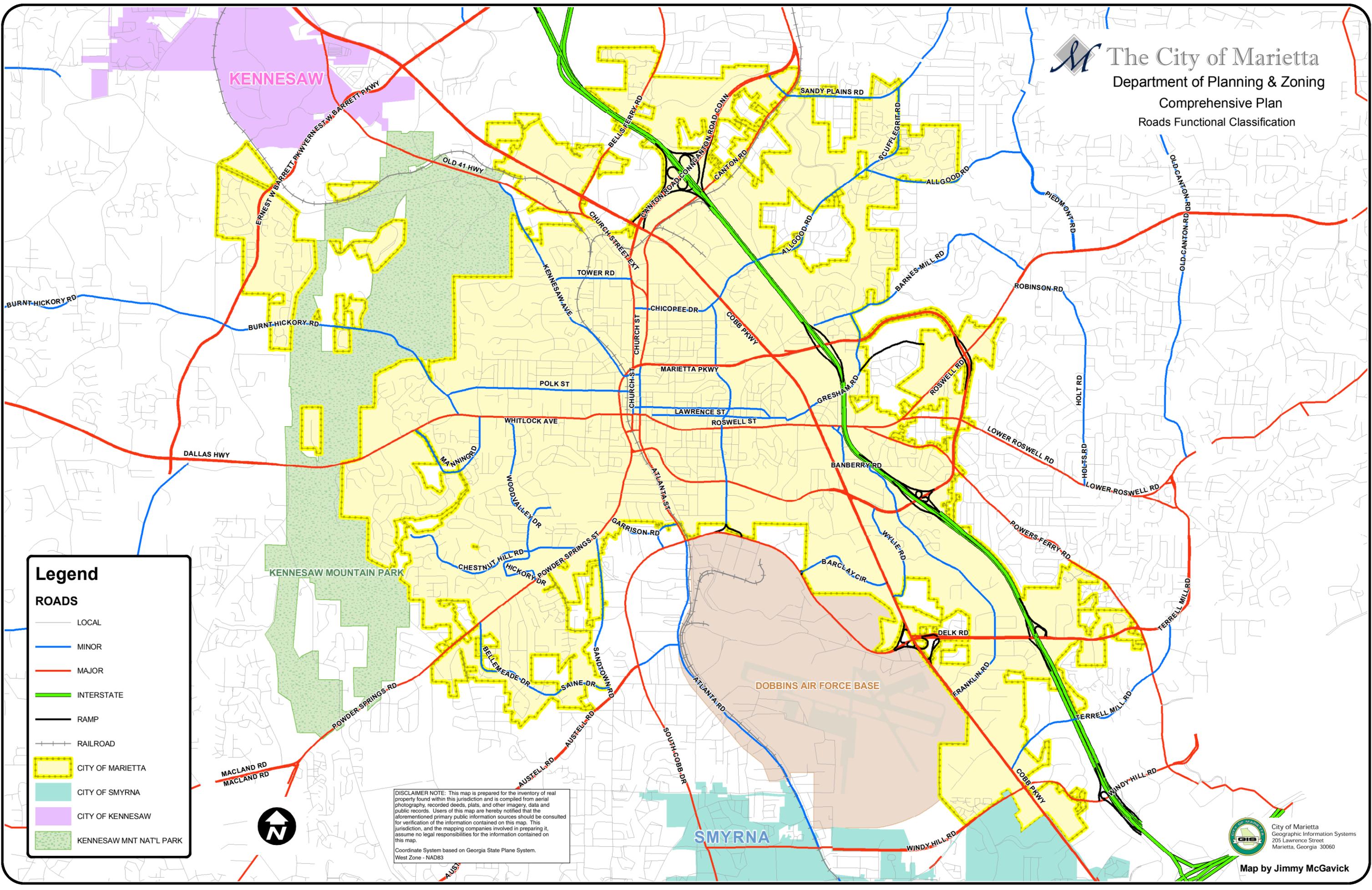
<b>Residential Land Use Demand and Assumptions, Marietta, 2000 – 2030</b>			
	2010	2020	2030
2000 households	22,759	22,759	22,759
Forecast households	23,685	26,251	28,502
Total number of new households	926 new units	3,492 new units	5,743 new units
Single-family dwellings (60%)*	556 sf units	2,095 sf units	3,446 sf units
Single-family vacancy factor (1.014)+	563 sf units	2,125 sf units	3,494 sf units
Multi-family dwellings (40%)*^	370 mf units	1,397 mf units	2,297 mf units
Multi-family vacancy factor (1.410)+	522 mf units	1,969 mf units	3,239 mf units
Single-Family land demand – sf units/4 dwelling units per acre	141 acres	531 acres	874 acres
Multi-family land demand – mf units/12 dwelling units per acre	44 acres	164 acres	270 acres
Source: U.S. Census Bureau, Atlanta Regional Commission, 2030 Small Area Population and Household Forecasts, & Marietta Planning and Zoning Division			
* New dwelling units needed are based on desired split between single & multi-family dwelling units			
^Duplexes are included in multi-family dwelling unit calculations			
+Vacancy factor based upon 2000 vacancy rates for dwelling type			



<b>Employment Sector Land Use Demand and Assumptions, Marietta, 2000 - 2030</b>			
	2010	2020	2030
<i>Projected new employees</i>			
Commercial Retail	8,420 new employees	9,814 new employees	11,347 new employees
Commercial Office/Services	33,156 new employees	39,957 new employees	45,662 new employees
Industrial	12,559 new employees	12,217 new employees	12,404 new employees
<i>Employment density*</i>			
Commercial Retail	500 square feet per employee	500 square feet per employee	500 square feet per employee
Commercial Office/Services	275 square feet per employee	275 square feet per employee	275 square feet per employee
Industrial	530 square feet per employee	530 square feet per employee	530 square feet per employee
<i>Floor area ratios</i>			
Commercial Retail	0.15	0.15	0.15
Commercial Office/Services	0.25	0.25	0.25
Industrial	0.20	0.20	0.20
<i>Land demand<sup>^</sup></i>			
Commercial Retail	644 acres	751 acres	868 acres
Commercial Office/Services	837 acres	1,009 acres	1,153 acres
Industrial	764 acres	743 acres	755 acres
Source: U.S. Census Bureau, Atlanta Regional Commission, 2030 Small Area Population and Household Forecasts, & Marietta Planning and Zoning Division			
* Based on Institute of Transportation Engineer Trip Generation Manual			
<sup>^</sup> Based on city, state, and national standards			



<b>Jobs-Housing Balance Ratio, Marietta &amp; Regional Comparisons, 2000</b>			
	Marietta	Cobb County	10 – County ARC Region
Population	58,748	607,751	3,429,379
Housing Units	25,399	237,522	1,331,264
Households	23,945	227,590	1,262,401
Labor Force	34,297	343,473	1,862,679
Workers per Household	1.4	1.50	1.47
Employment	32,172	329,136	1,760,405
Jobs-housing ratio	1.27	1.39	1.32
Source: U.S. Census Bureau, Georgia Department of Community Affairs, Marietta Planning and Zoning Division			



**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- RAILROAD

**CITY OF MARIETTA**

**CITY OF SMYRNA**

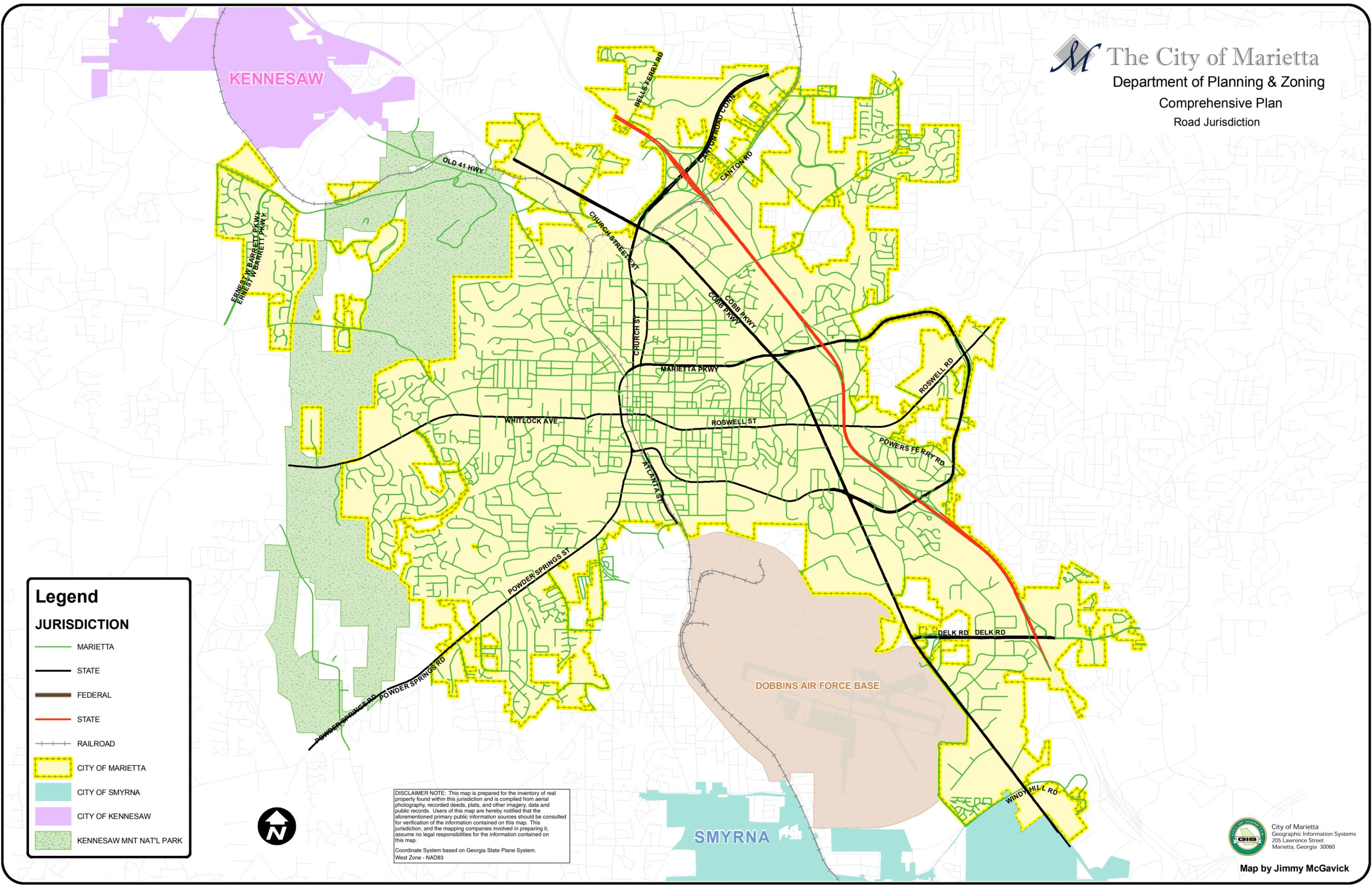
**CITY OF KENNESAW**

**KENNESAW MNT NAT'L PARK**

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 West Zone - NAD83





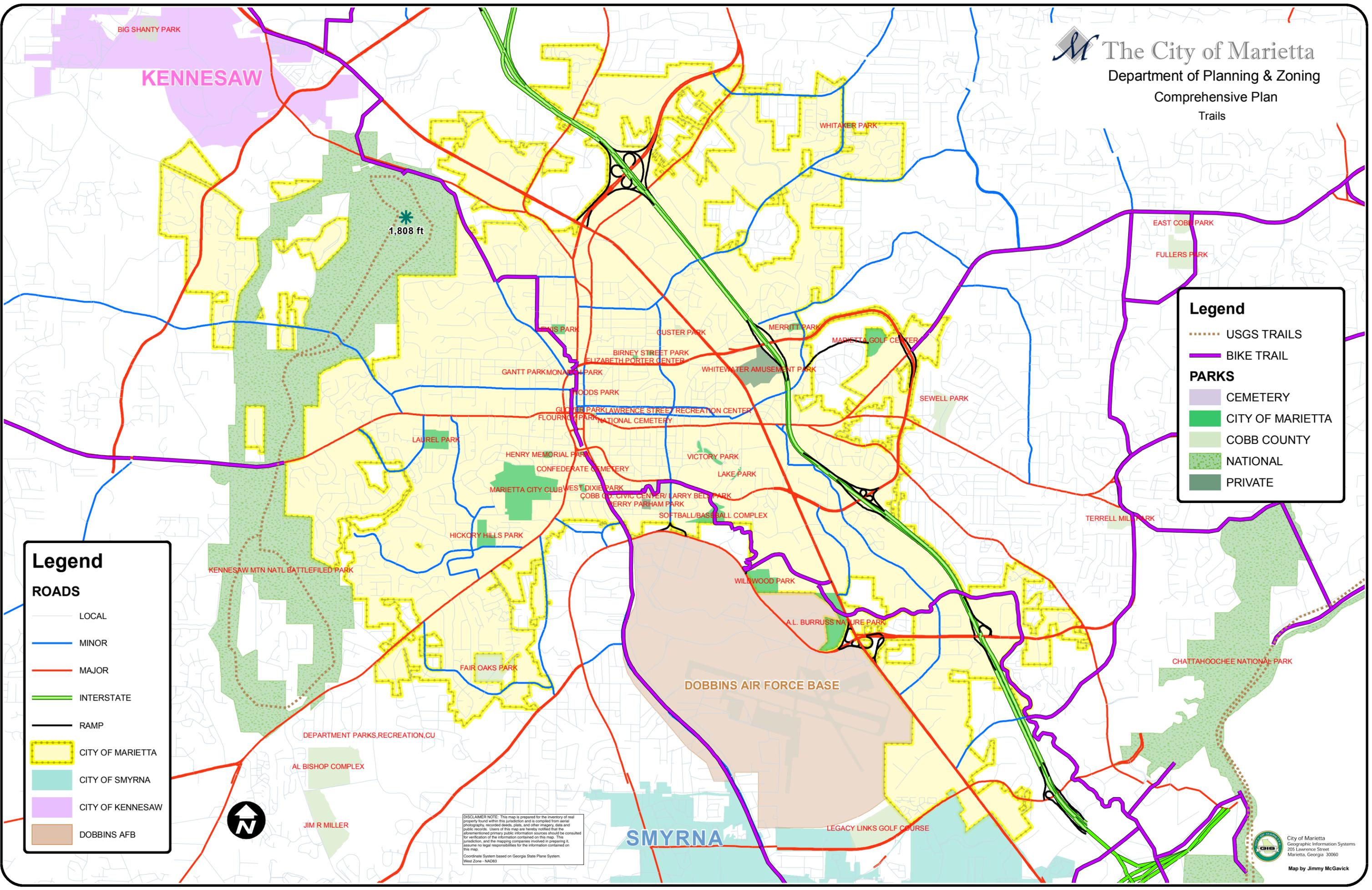
**Legend**

**JURISDICTION**

-  MARIETTA
-  STATE
-  FEDERAL
-  STATE
-  RAILROAD
-  CITY OF MARIETTA
-  CITY OF SMYRNA
-  CITY OF KENNESAW
-  KENNESAW MNT NAT'L PARK

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 West Zone - NAD83



**Legend**

- USGS TRAILS
- BIKE TRAIL

**PARKS**

- CEMETERY
- CITY OF MARIETTA
- COBB COUNTY
- NATIONAL
- PRIVATE

**Legend**

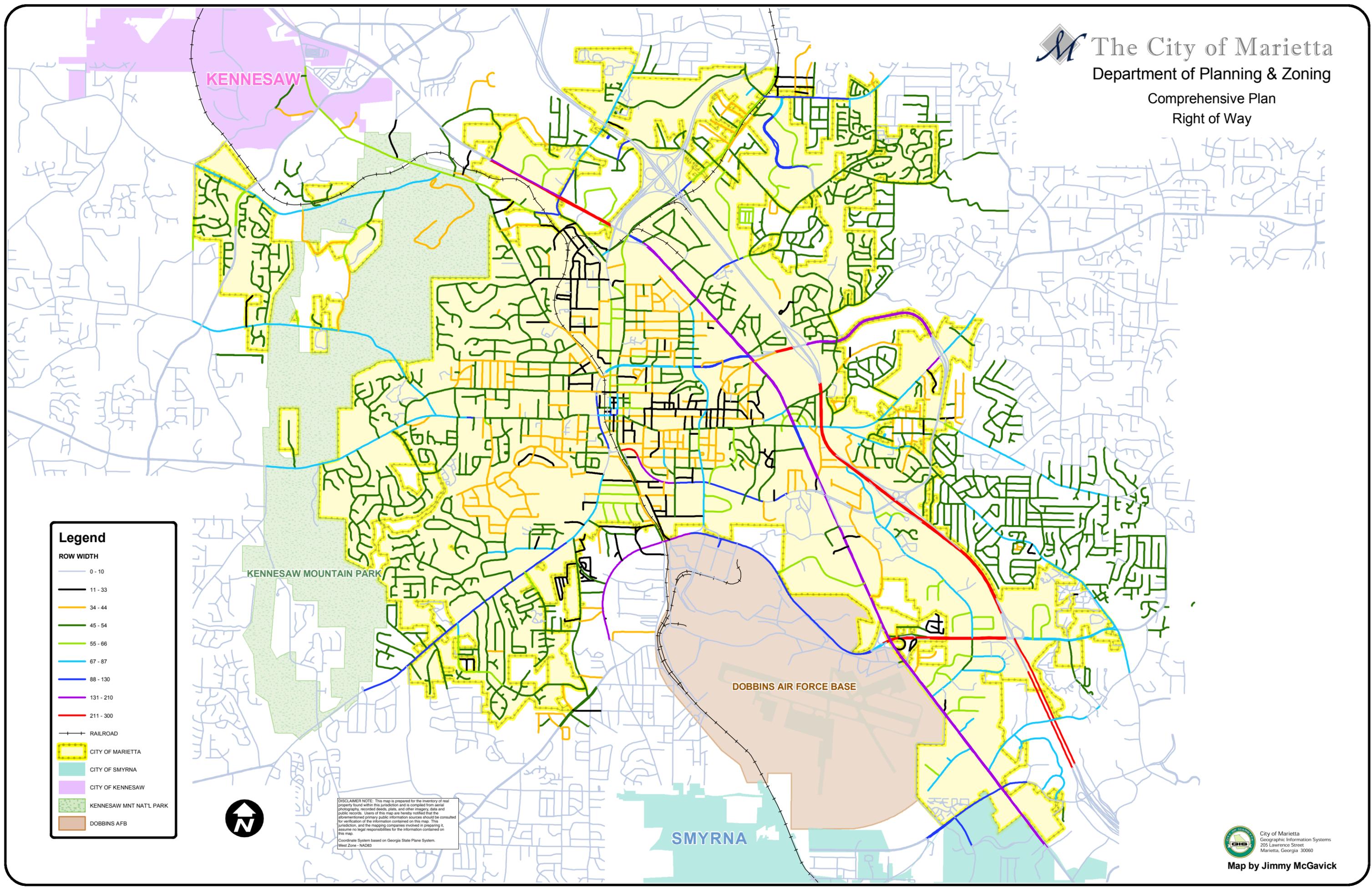
**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP

- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW
- DOBBINS AFB



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



**Legend**

**ROW WIDTH**

- 0 - 10
- 11 - 33
- 34 - 44
- 45 - 54
- 55 - 66
- 67 - 87
- 88 - 130
- 131 - 210
- 211 - 300

RAILROAD

CITY OF MARIETTA

CITY OF SMYRNA

CITY OF KENNESAW

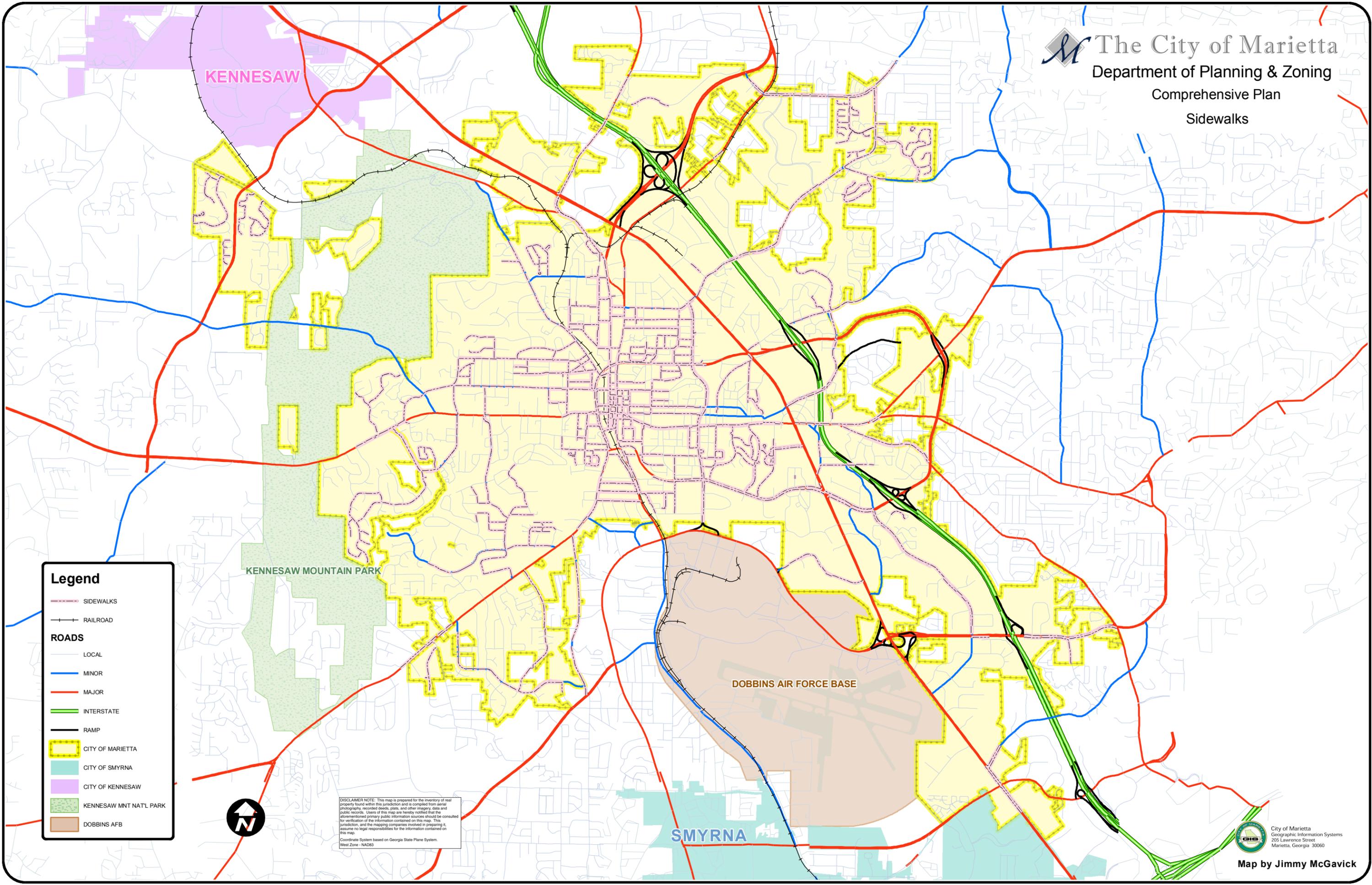
KENNESAW MNT NAT'L PARK

DOBBINS AFB



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West Zone - NAD83



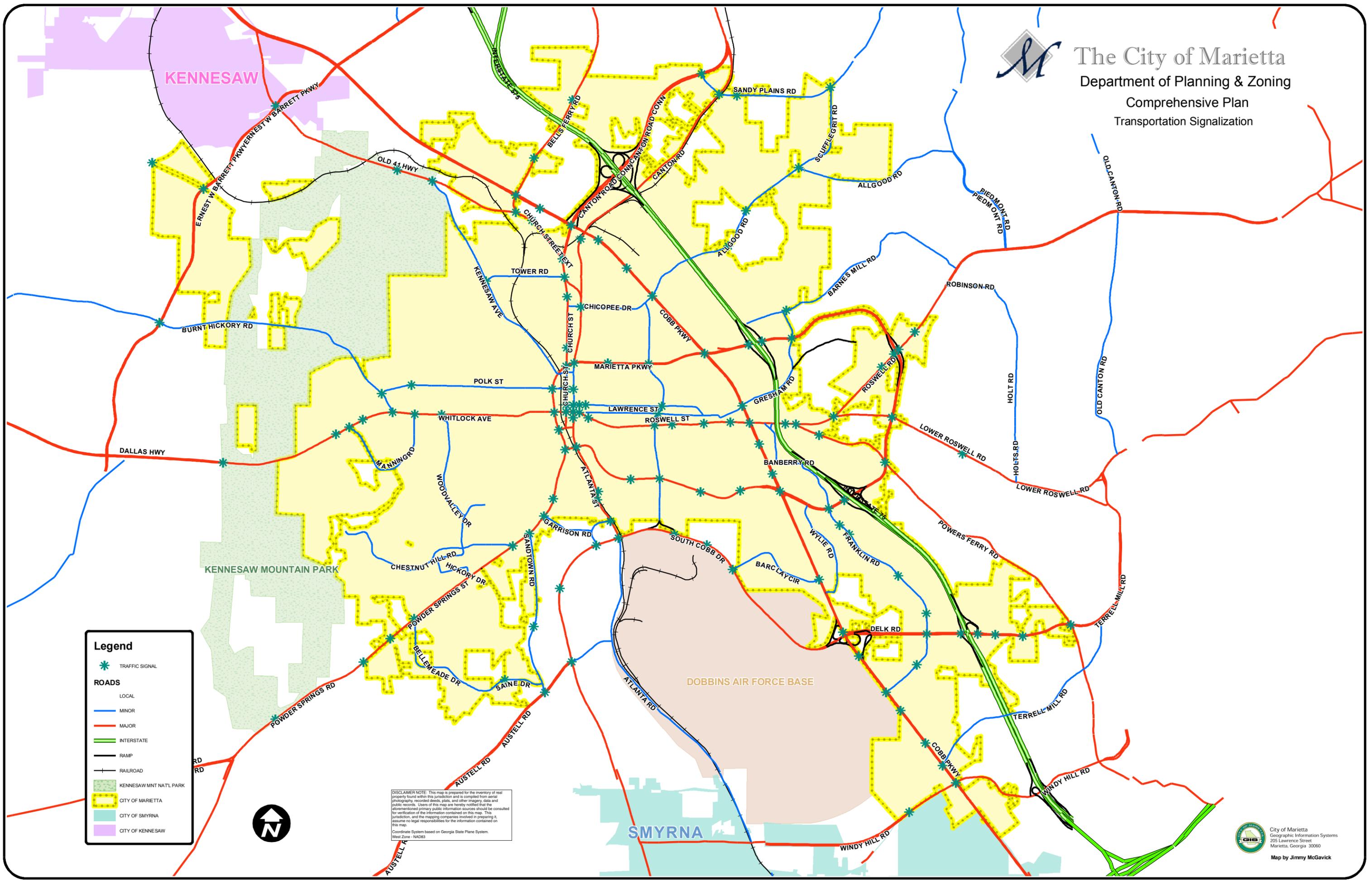
**Legend**

-  SIDEWALKS
-  RAILROAD
- ROADS**
-  LOCAL
-  MINOR
-  MAJOR
-  INTERSTATE
-  RAMP
-  CITY OF MARIETTA
-  CITY OF SMYRNA
-  CITY OF KENNESAW
-  KENNESAW MNT NAT'L PARK
-  DOBBINS AFB

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The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Transportation Signalization



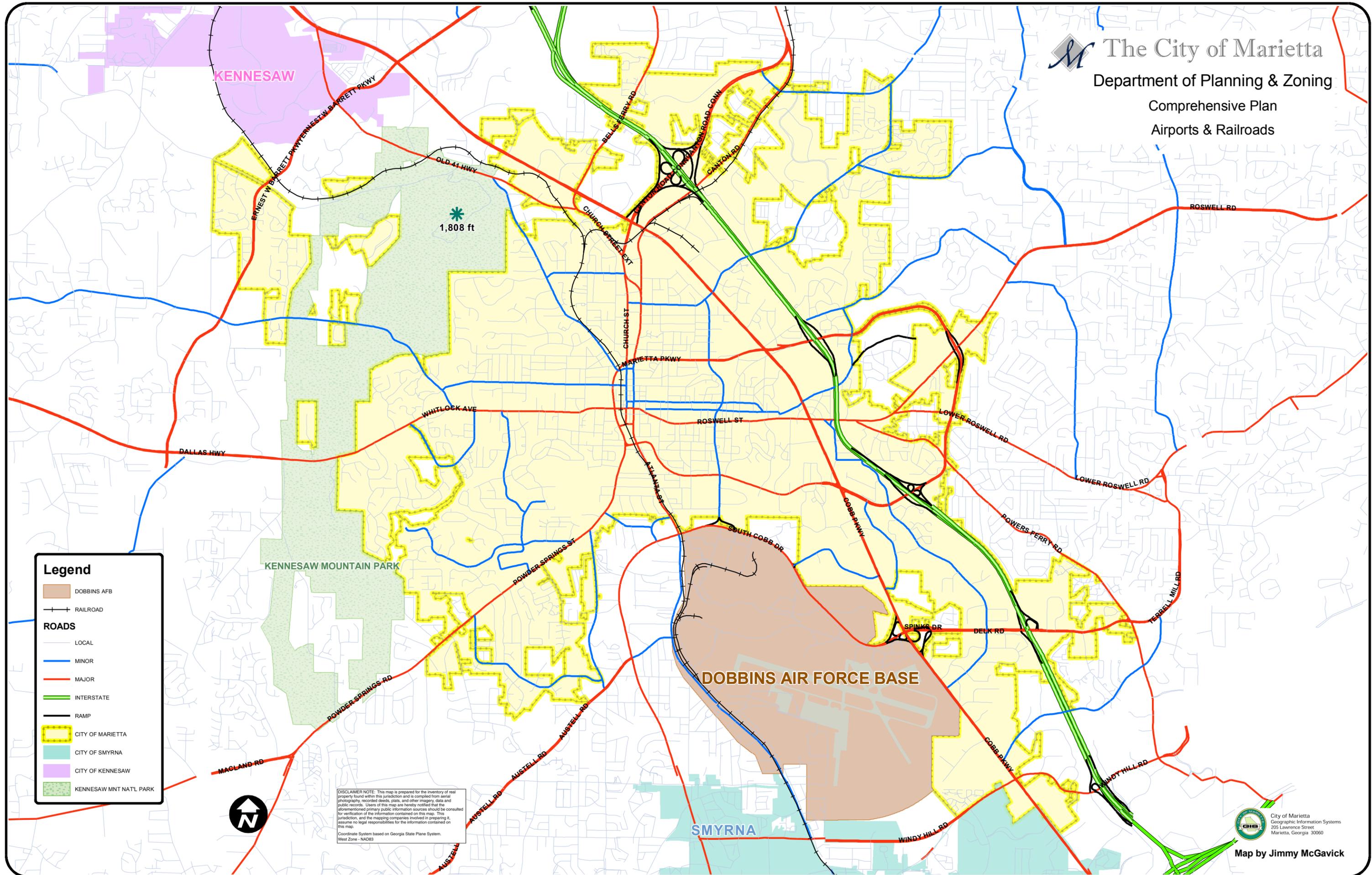
**Legend**

- TRAFFIC SIGNAL
- ROADS**
- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- RAILROAD
- KENNESAW MNT NATL PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW



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



**Legend**

-  DOBBINS AFB
-  RAILROAD
- ROADS**
-  LOCAL
-  MINOR
-  MAJOR
-  INTERSTATE
-  RAMP
-  CITY OF MARIETTA
-  CITY OF SMYRNA
-  CITY OF KENNESAW
-  KENNESAW MNT NATL PARK

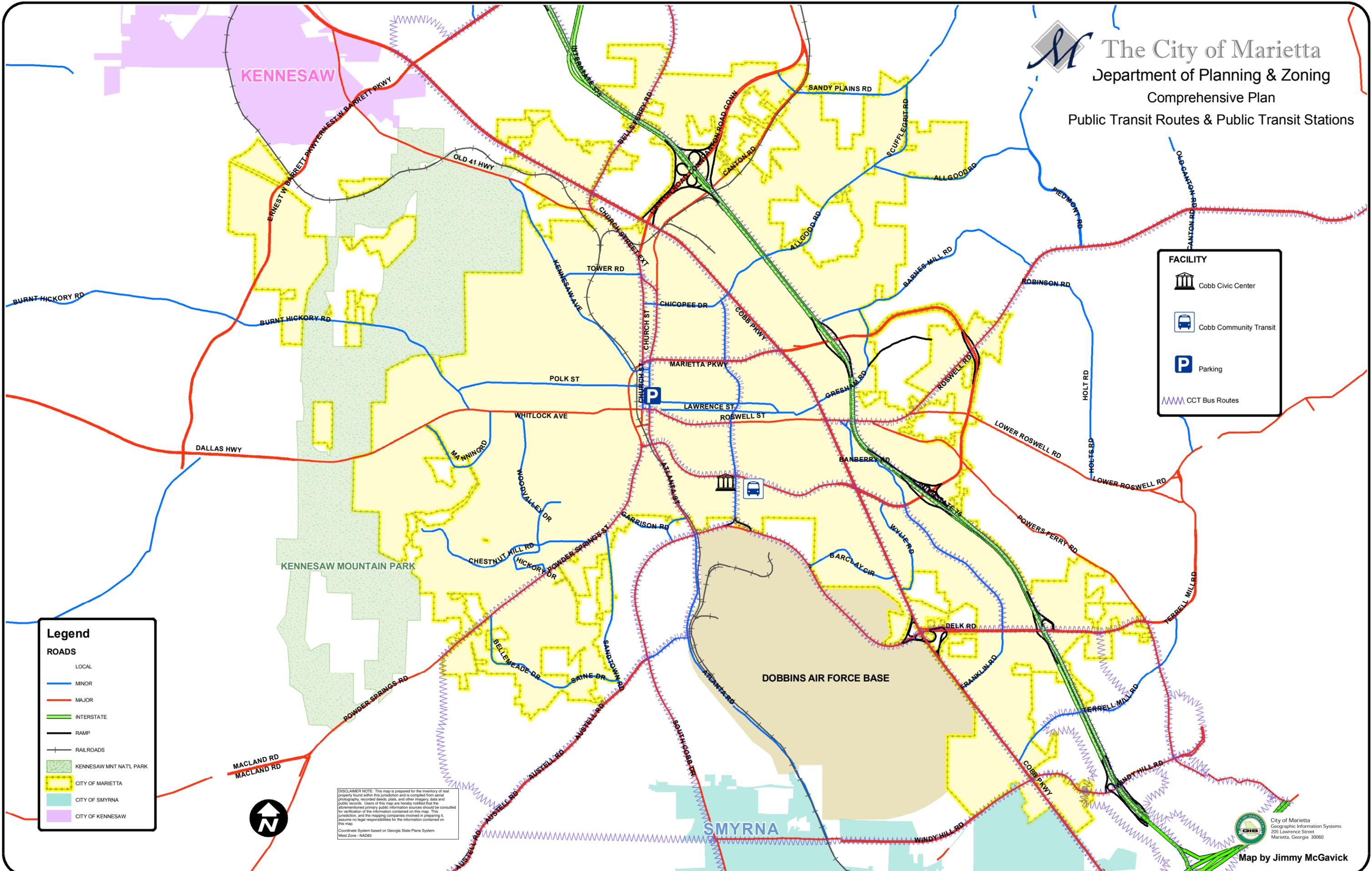


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Coordinate System based on Georgia State Plane System, West Zone - NAD83



The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Public Transit Routes & Public Transit Stations



**FACILITY**

- Cobb Civic Center
- Cobb Community Transit
- Parking
- CCT Bus Routes

**Legend**

**ROADS**

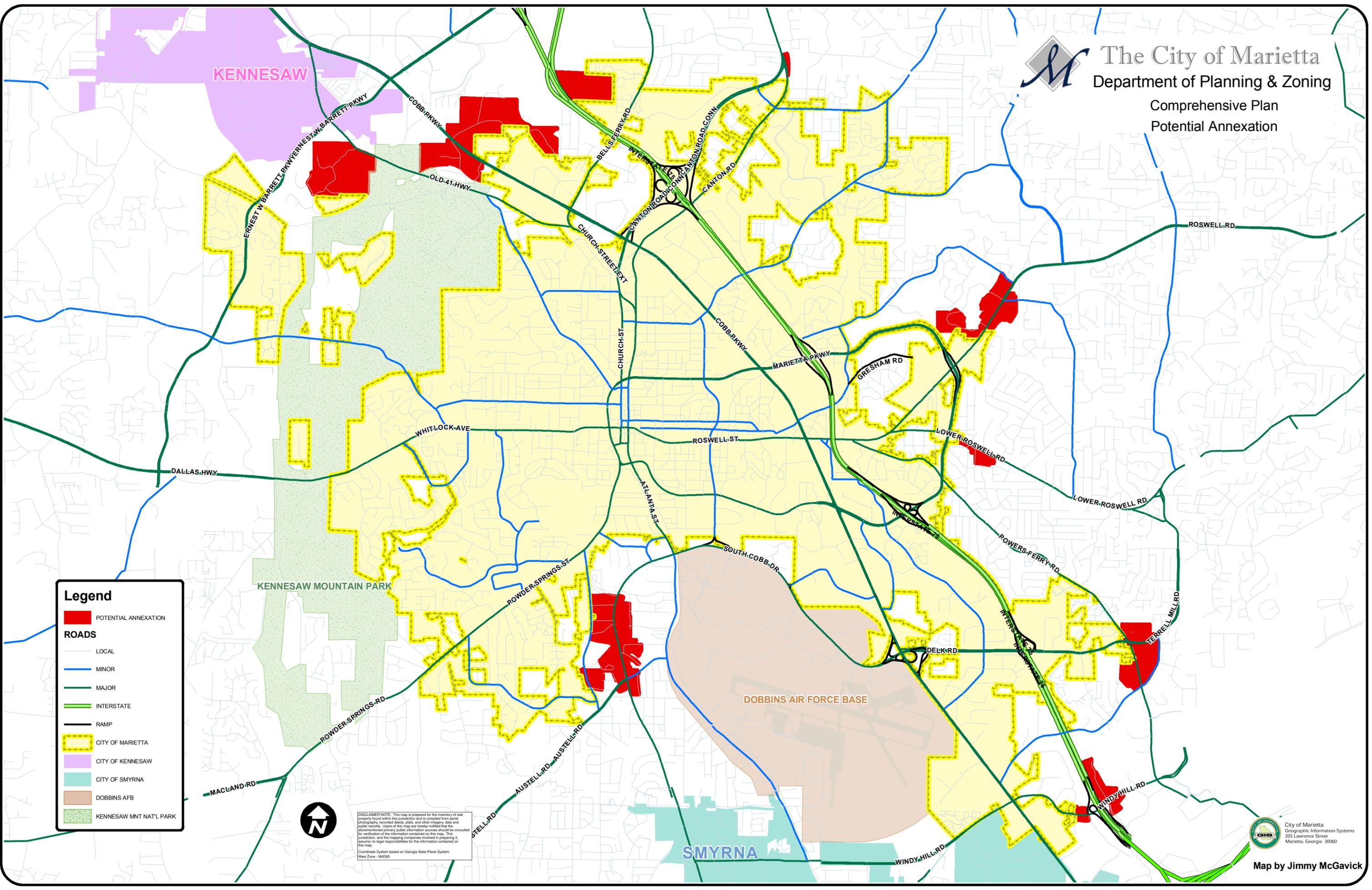
- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- RAILROADS
- KENNESAW MNT NATL PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW



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

**Legend**

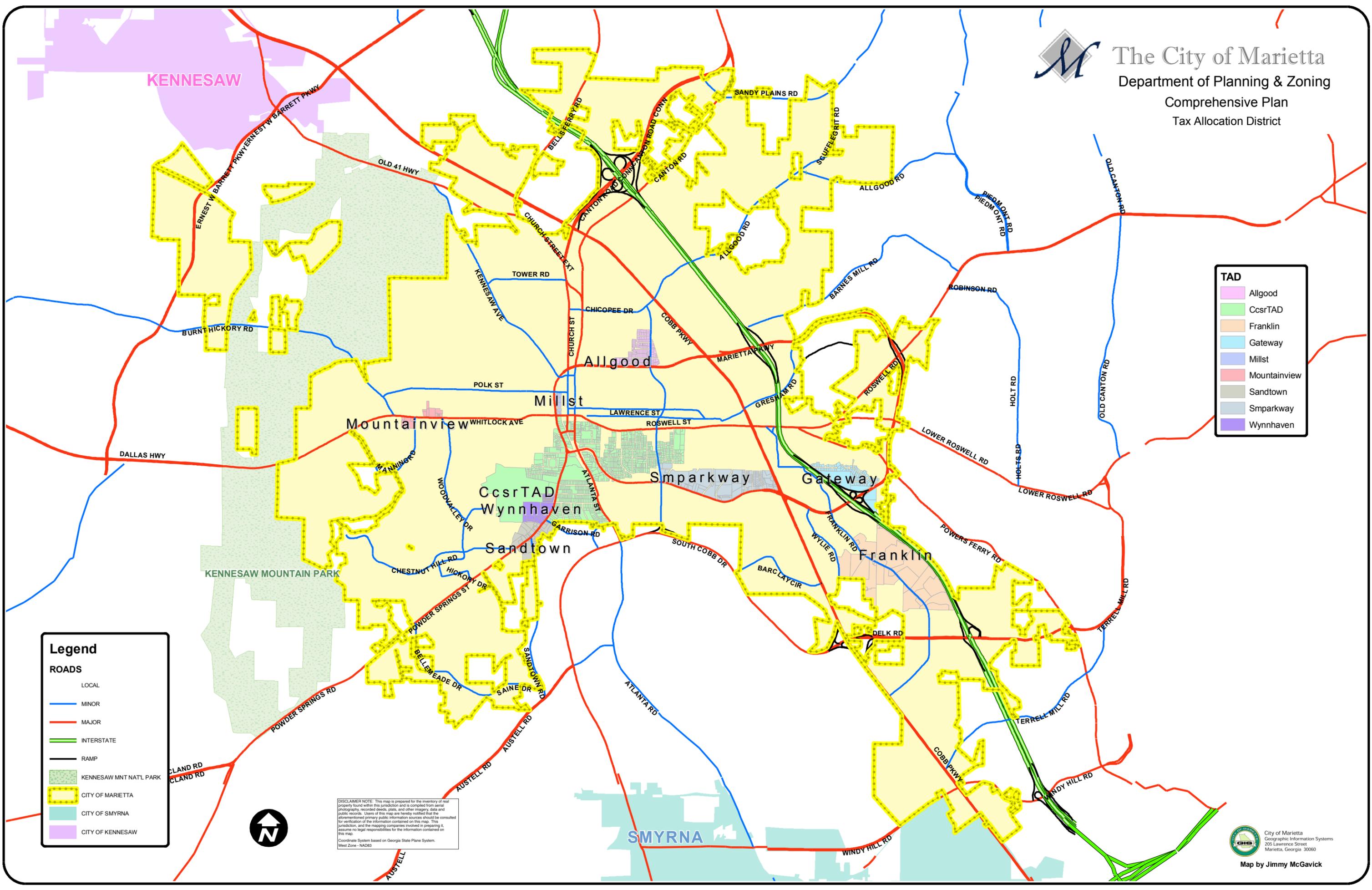
- POTENTIAL ANNEXATION
- ROADS**
- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- CITY OF MARIETTA
- CITY OF KENNESAW
- CITY OF SMYRNA
- DOBBINS AFB
- KENNESAW MNT NAT'L PARK



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



The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Tax Allocation District



**TAD**

- Allgood
- CcsrTAD
- Franklin
- Gateway
- Millst
- Mountainview
- Sandtown
- Smparkway
- Wynnhaven

**Legend**

**ROADS**

- LOCAL
- MINOR
- MAJOR
- INTERSTATE
- RAMP
- KENNESAW MNT NAT'L PARK
- CITY OF MARIETTA
- CITY OF SMYRNA
- CITY OF KENNESAW



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



The City of Marietta  
 Department of Planning & Zoning  
 Comprehensive Plan  
 Historical Districts

HISTORICAL DISTRICT	
	ATLANTA ST.-FRASIER ST.
	CHURCH ST.-CHEROKEE ST.
	DOWNTOWN MARIETTA
	NORTHWEST CHURCH CHEROKEE
	NORTHWEST MARIETTA
	NORTHWEST MARIETTA/DOWNTOWN MA
	NORTHWEST WHITLOCK
	NORTHWEST/WHITLOCK/DOWNTOWN
	WASHINGTON AVENUE
	WHITLOCK AVENUE
	WHITLOCK/DOWNTOWN

Legend	
<b>ROADS</b>	
	LOCAL
	MINOR
	MAJOR
	INTERSTATE
	RAMP
	KENNESAW MNT NAT'L PARK
	CITY OF MARIETTA
	CITY OF SMYRNA
	CITY OF KENNESAW



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