

Franklin/ Delk Livable Centers Initiative (LCI) Study

Five Year Livable Centers Initiative Study Update
(Amendment)
2011-2016



FRANKLIN/ DELK LIVEABLE CENTERS INITIATIVE STUDY

5-Year Livable Centers Initiative Study Update 2011-2016

5-YEAR UPDATE ADOPTED

August 12, 2009 (City of Marietta)

August 25, 2009 (Cobb County)

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July 2011 (Cobb County)

July 2011 (City of Marietta)



City of Marietta

Department of Development Services

205 Lawrence Street
Marietta, Georgia 30060



Cobb County

Community Development Agency

100 Cherokee Street
Marietta, Georgia 30090

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Franklin/ Delk LCI Study

5-Year LCI Study Update (2011 – 2016)

Executive Summary

Five years has passed since the Franklin/ Delk LCI Study was completed and many changes have occurred since then. The most significant change was the removal of the proposed Franklin/ Delk area BRT station, which defined many of the goals and objects that formulated the recommendations of the Franklin/ Delk LCI Study. However, not all was lost. Revitalization and redevelopment for the area remain a City objective and priority, and the City continues to develop plans and initiatives for area improvement and investment.

The Delk Transit Oriented Development (TOD) Livable Centers Initiative (LCI) Study was a joint planning collaboration between the City of Marietta and Cobb County. The Delk TOD LCI Plan was formally adopted by Mayor and City Council on January 12, 2005, and was accepted by the Cobb County Board of Commissions on March 22, 2005. From here on out the study name has been changed to the Franklin/ Delk LCI Study. The name change will better reflect the area that the study encompasses, and the TOD has been dropped from the title due to the lack of relevance.

The joint planning effort was spearheaded by the location of a bus rapid transit (BRT) station in the Franklin/ Delk area, and an initiative to encourage redevelopment and attract future development. In 2005 and still today, the Franklin/ Delk Study area is comprised mainly of a high concentration of low-end multi-family rental housing, auto-oriented strip shopping centers, commercial office complexes, industrial and warehouse facilities, and a low concentration of transitional owner occupied condominiums and townhomes.

The City has continued to implement initiatives and plan public investments within the study area. Many projects that were initially identified in the Franklin/ Delk LCI 5-year action plan have been completed, while some are underway with programmed Special Purpose Local Optional Sales Tax (SPLOST) program funds. Others have been deleted due to the lack of relevance attributed to the elimination of the Franklin/ Delk BRT station.

Projects and Initiatives Completed:

- *Tax Allocation District (TAD)* – On January 1, 2005, the Georgia Revenue Commissioner approved the Franklin/ Gateway TAD that the Marietta Redevelopment Corporation (MRC) created along Franklin Road and South Marietta Parkway (SR 120).
- *Comprehensive Plan* – On July 13, 2005, the Mayor and City Council approved the Marietta Comprehensive Plan 2006-2030. In the updated Comprehensive Plan, the Franklin Road area was categorized as the Franklin Reorganization Charter Area.
- *Townhouse Ordinance* – On September 14, 2005, the townhouse ordinance amended the zoning code classifications that allow townhouse or condominium developments.

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- *Transportation Projects* – Since the completion of the Franklin/ Delk LCI Study, GDOT installed pedestrian fencing over 2 bridges along Interstate 75; Delk Road and South Marietta Parkway (SR 120).
- *Code and Property Maintenance Initiatives* – The City increased code enforcement within the study area in an attempt to minimize and slow disinvestment activity that has occurred in the study area, stabilize property maintenance, and attract redevelopment to the area.

Projects and Initiatives Underway:

- *Weed and Seed Program* – In August 2006, the Weed and Seed Program initiative received formal recognition and three grants in the amount of \$175,000 (funding years 2006-2007), \$200,000 (funding years 2007-2008), and \$150,000 (funding years 2008-2009) from the US Department of Justice.
- *Transportation Initiatives* – In September 2005, the Cobb County SPLOST program was passed by Cobb County and municipal citizens. Through this initiative the City of Marietta has funded the following projects that are located within the Franklin/ Delk LCI study boundary.
 - *Wylie Road Sidewalks Phase 1*
 - *Franklin Road Improvements Phase 1*
 - *Delk Road at Franklin Road Intersection Improvements*
 - *South Marietta Parkway (SR 120) at Franklin Road Intersection*
 - *South Marietta Parkway (SR 120) at Powers Ferry Road Intersection Improvements*
- *Code Enforcement and Property Maintenance Initiatives* – Increased code enforcement efforts to attempt to stabilize transitioning areas, enhance property maintenance, and aid in health, sanitary and safety conditions within the Franklin/ Delk study area.

The Franklin/ Delk area is a critical area for improvement, redevelopment, and investment. The City of Marietta supports efforts to bring about positive changes and investment to the area. Continued and new discussions have occurred regarding revitalization efforts. There are a few new initiatives that are building on old and implemented concepts that were mentioned earlier.

- *City of Marietta's 8 Vision Statements* – In January 2006, the City of Marietta's Mayor and City Council developed, refined, and adopted 8 Vision Statements for the future of the city, thus repositioning and creating a new roadmap for the goals for the community.
- *Global Green Technology Corridor* - The Global Green Technology Corridor is a developing concept within the Franklin and Delk Roads area. Specifically, the vision that has been identified for this innovative concept is to create an ecosystem, where business, academia and government collaborate in building the renewable energy

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technologies of the future. A market analysis, market research, and strategic plan is currently being developed for the area, and is anticipated to be completed in October 2009 and will amend the LCI study with the new findings.

- *Opportunity Zones* – Currently, the City of Marietta is in the process of submitting an application to the Georgia Department of Community Affairs (DCA) that will establish an opportunity zone in the Franklin/ Delk LCI study area.
- *New Market Tax Credits* - In December 2008, the City of Marietta, Cobb County, Marietta Housing Authority (MHA), and Marietta Redevelopment Corporation (MRC) established a new market tax credit district, and the purpose of the designation is to serve and provide investment capital for low income communities and low income persons, such as the Franklin/ Delk area.
- *Cobb County Powers Ferry Road Corridor Study* - Cobb County is currently conducting a corridor study along Powers Ferry Road. The goal of the corridor study is to identify redevelopment opportunities as well as develop a new vision for the corridor area. The corridor study is targeted to be completed January 2010. The LCI study will be amended to update with corridor study recommendations.

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5-Year LCI Update (2011 – 2016)

Evaluation and Appraisal Report

Introduction Literary

The Delk Transit Oriented Development (TOD) Livable Centers Initiative (LCI) Study was a joint planning collaboration between the City of Marietta and Cobb County. The Delk TOD LCI Plan was formally adopted by Mayor and City Council on January 12, 2005, and was accepted by the Cobb County Board of Commissions on March 22, 2005.

The impetus for the joint planning effort was the proposed location of a bus rapid transit (BRT) station in the Franklin/Delk area, which would have encouraged redevelopment and attracted future development. The Georgia Regional Transportation Authority (GRTA) and Georgia Department of Transportation (GDOT) conducted an extensive evaluation and study for transit along Interstate 75 and Interstate 575, also known as the Northwest Corridor. This was a State initiative and attempt to respond to the Atlanta regional traffic congestion, improve the air quality non-attainment designated area, and to provide an alternative transportation option to a rapidly growing region. The initiative proposed a regional transit system that would have included bus rapid transit (BRT) stations and high occupancy vehicle (HOV) lanes along the Northwest Corridor.

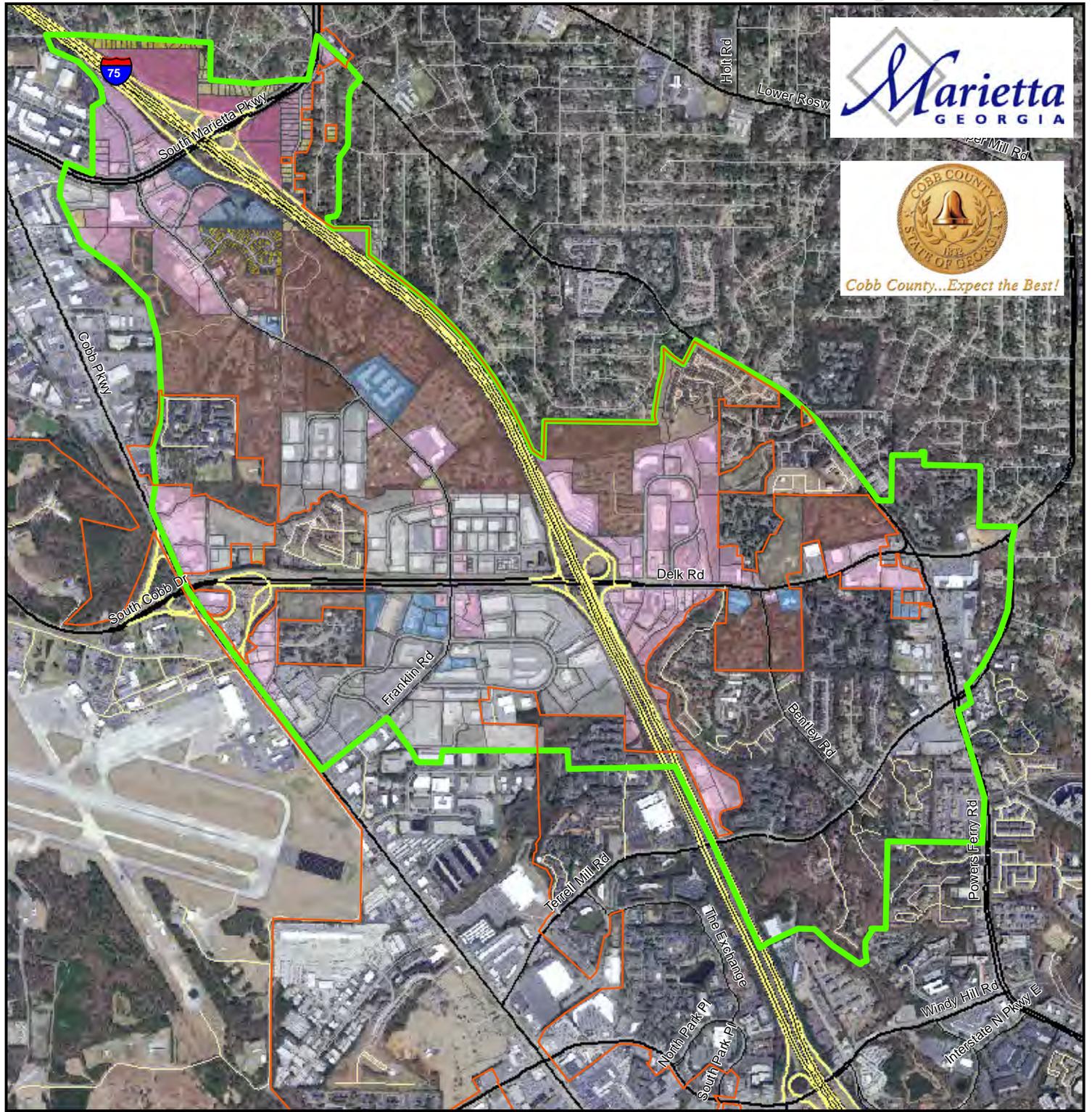
From here on out the study name has been changed to the Franklin/Delk LCI Study. The name change will better reflect the area that the study encompasses.

Franklin/Delk LCI Study Area

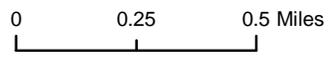
The Franklin/Delk study boundary is 2,146 acres, and is delineated to the north by Banberry Road, the western border is Franklin Road, Wylie Road and Cobb Parkway (US 41), the southern border is Franklin Road, I-75 and property lines on the south side of Terrell Mill Road, and the eastern border is Powers Ferry Road up to Terrell Mill Road and along Terrell Mill to Delk Road, and I-75. The I-75 corridor runs directly through the Franklin/Delk study area, and the north and south boundaries of the study area has 3 interstate access ramps to I-75, which provides good and easy access and route options to the interstate corridor. The major local roadway that runs parallel to I-75 is Franklin Road to the west and Powers Ferry Road to the east. Both are key asset corridors for current and future development.

The Franklin/Delk Study area is comprised mainly of a high concentration of low-end multi-family rental housing, auto-oriented strip shopping centers, commercial office complexes, industrial and warehouse facilities, as well as some transitional owner occupied condominiums and townhomes. The City and Cobb County recognized the opportunity to revitalize the Delk, Franklin, and Powers Ferry Road area through the plans for a BRT station that could potentially stimulate redevelopment within the economically challenged area. The purpose of the plan was to develop a strong conceptual vision to attract investments and to redevelop the area around the proposed BRT station identified in the Franklin/Delk LCI study area. As mentioned earlier, the Franklin/Delk area BRT station was part of a larger regional project that planned to provide

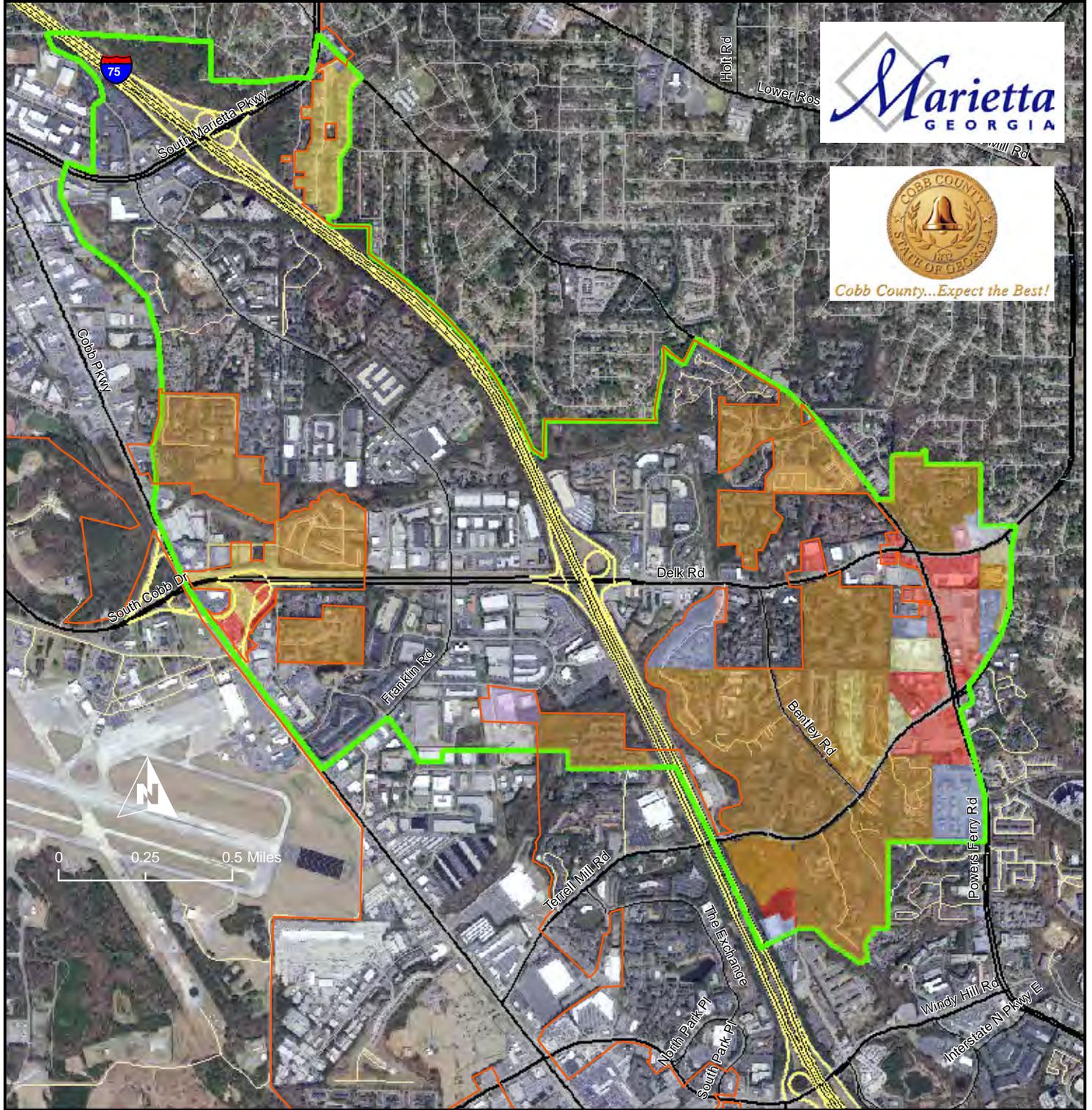
Map 1A - Franklin/Delk Study Area: City of Marietta Zoning Map



- | | | |
|---|---|---|
| Delk Road LCI Boundary | PRD-SF - Planned Residential Dev. Single Family | HI - Heavy Industrial |
| Marietta | RM8 - Multi Family Residential (8 units/acre) | PID - Planned Industrial Development |
| Parcels by Zoning | RM10 - Multi Family Residential (10 units/acre) | MXD - Mixed Use Development |
| R1 - Single Family Residential (1 unit/acre) | RM12 - Multi Family Residential (12 units/acre) | CBD - Central Business District |
| R2 - Single Family Residential (2 units/acre) | RHR - Residential High Rise | OIT - Office Institutional Transitional |
| R3 - Single Family Residential (3 units/acre) | PRD-MF - Planned Residential Dev Multi Family | LRO - Low Rise Office |
| R4 - Single Family Residential (4 units/acre) | NRC - Neighborhood Retail Commercial | OI - Office Institutional |
| RA4 - Single Family Residential - Attached | CRC - Community Retail Commercial | OS - Office Services |
| RA6 - Single Family Residential - Attached | RRC - Regional Retail Commercial | OHR - Office High Rise |
| RA8 - Single Family Residential - Attached | PCD - Planned Commercial Development | |
| MHP - Mobile Home Park | LI - Light Industrial | |



Map 1B - Franklin/Delk Study Area: *Cobb County Zoning Map*



- | | | | |
|--------------------------------|---------------------------|---------------------------|--------------------------|
| Delk Road LCI Boundary | Planned Shopping Center | Single Family Residential | Residential Multi-Family |
| Marietta | General Commercial | Single Family Residential | Residential Multi-Family |
| Cobb County Zoning | Light Industrial | Suburban Condominium | Mobile Home Park |
| Future Commercial | Low Rise Office | Residential Multi-Family | Tourist Services |
| Neighborhood Retail Commercial | Office Institutional | Fee Simple Townhomes | |
| Community Retail Commercial | Office High-Rise | Fee Simple Townhomes | |
| Neighborhood Shopping | Single Family Residential | Residential Multi-Family | |

Franklin/Delk LCI Study

5-Year LCI Update (2011 – 2016)

a transit system along I-75, thus linking the study area between downtown Atlanta and the Town Center area. This project would have substantially expanded transit beyond the local Cobb Community Transit (CCT) Route 50 that operates bus service along Franklin and Powers Ferry Road, and would have supported transit needs within the immediate area and other regional areas.

The Franklin/Delk LCI Plan was conducted based on five goals the City established for the Franklin/Delk area. The multi-jurisdictional goals supported were developed based on the regional plans and goals for the HOV/BRT lanes along I-75/I-575. The recommendations and implementation plan that came out of the study strongly supported the regional transit plans in the area. A transit system along the Northwest Corridor that offered access to the Franklin/Delk LCI study area would greatly benefit the study area as well as the region as a whole. The five goals that have been established for the study area are listed below.

1. Encourage future development within the study area that maximizes use of public transportation and accomplishes broader redevelopment goals through the use of a transit oriented development (TOD) concept;
2. Evaluate the recommended bus rapid transit station conceptual design and location of the high occupancy transit lane configuration to determine how it may impact redevelopment opportunities within the corridor;
3. Identify and capture future redevelopment opportunities that may be created by location of the proposed BRT station within the study area;
4. Identify other specific public sector actions and land use policies within the study area that will encourage use of public transportation; and
5. Formulate a realistic implementation strategy for accomplishing the City's goals (including real estate acquisition strategies, transportation and other public investment priorities, land use regulatory change and related strategies.)

Regional Transportation Initiatives

Since the adoption of the study in 2005, unanticipated changes and other challenges have occurred. The planned HOV/BRT transit concept for the region is being reconsidered and further study of other types of transit systems is ongoing. This change in direction and the scaling back of the regional bus rapid transit (BRT) concept eliminated the plans for transit stations, including the Franklin/Delk area BRT station, with a focus on expanding the high occupancy vehicle lanes financed through congestion pricing.

The concept of expanding transit in the northwest area of the Atlanta metropolitan region continues to be discussed, and those discussions include the potential that light rail or some sort of transit system may be considered along Cobb Parkway (US 41). At this time, GDOT's Transit Planning Board's Concept Plan 3 identifies transit options for the region and discusses transit alternatives for the northwest region of metropolitan Atlanta.

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The change in the regional transit plans led to the elimination of the Franklin/Delk area transit station, and substantially altered the initial goals and objectives identified in the Franklin/Delk LCI Study. The study's recommendations and implementation plan were largely based upon the proposed regional transit system and in particular on the planned transit station in the study area. As a result, some recommendations and projects outlined in the study are no longer relevant for the City and Cobb County, and has cause for a shift in analysis and planning for the study area. Despite the elimination of an HOV/BRT transit system in the area, there have been accomplishments through the implementation of projects and investments that have occurred within the Franklin/Delk study area, which are further discussed below.

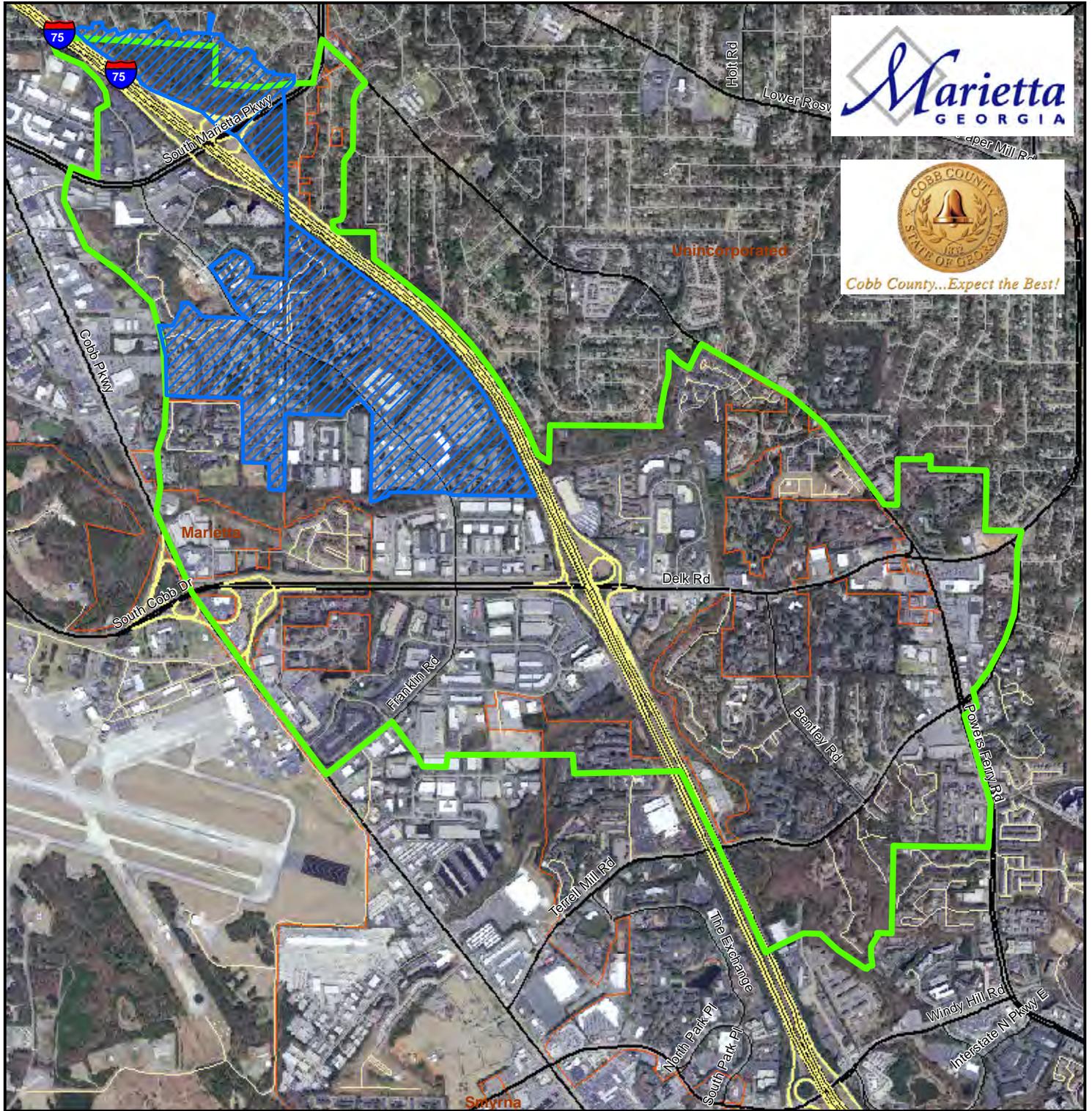
Franklin/Delk LCI Study Accomplishments

There have been a number of initiatives developed to bring about economic stability and redevelopment to the Franklin/Delk study area. The LCI study and the simultaneous establishment of a tax allocation district were designed to offer the Franklin Road area vision, guidance, and tools to help generate resources for redevelopment and revitalization. Other initiatives have attempted to invest in the Franklin/Delk Study area, even though the HOV/BRT project was eliminated. Below are listed recommended projects that are completed and/or are currently underway that were identified in the Franklin/Delk LCI study.

Projects and Initiatives Completed:

- *Tax Allocation District (TAD)* – On January 1, 2005, the Georgia Revenue Commissioner approved the Franklin/Gateway TAD that the Marietta Redevelopment Corporation (MRC) created along Franklin Road and South Marietta Parkway (SR 120). The development of the TAD in the Franklin Road and South Marietta Parkway (SR 120) areas was a recommendation that came out of the LCI study. The TAD boundary is mainly embedded into the Franklin/Delk LCI study area boundary, and is called the Franklin/Gateway TAD. The purpose of the TAD was to provide financing incentives that would assist in attracting redevelopment and new development to the area. There were many other reasons to why the TAD initiative was developed. First, it was evident that the Franklin Road area had significant economic and social problems, as noted by high crime rates, high rental vacancy rates, substandard housing conditions, and economic disinvestment. Secondly, the City received interest from prospective developers interested in exploring investments inside the proposed redevelopment areas. Finally, the proposed HOV/BRT transit plans also played a part in the development of the TAD. Despite the elimination of the transit station, the TAD and the redevelopment plan for the Franklin Road and South Marietta Parkway (SR 120) areas are still in place to set the stage for financial incentives and attract redevelopment to the economically distressed area. The TAD could also provide local transportation improvements that would support redevelopment initiatives.

Map 2 - Franklin/Delk Study Area & Franklin/Gateway TAD District



0 0.25 0.5 Miles

-  Delk Road LCI Boundary
-  Franklin/Gateway TAD Boundary
-  Marietta

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The purpose of the redevelopment plan for the Franklin/Gateway area was to reverse disinvestments and declining social economic factors. More specifically, the TAD would attract private investment, create long-term employment opportunities, spur new construction, and increase the tax digest.

The redevelopment plan also included the City’s revitalization policy, which promotes sustainable growth with a balanced blend of new development and redevelopment of commercial and residential areas. The City’s redevelopment efforts that were also mentioned were focused efforts to create more livable centers by promoting the following growth strategies:

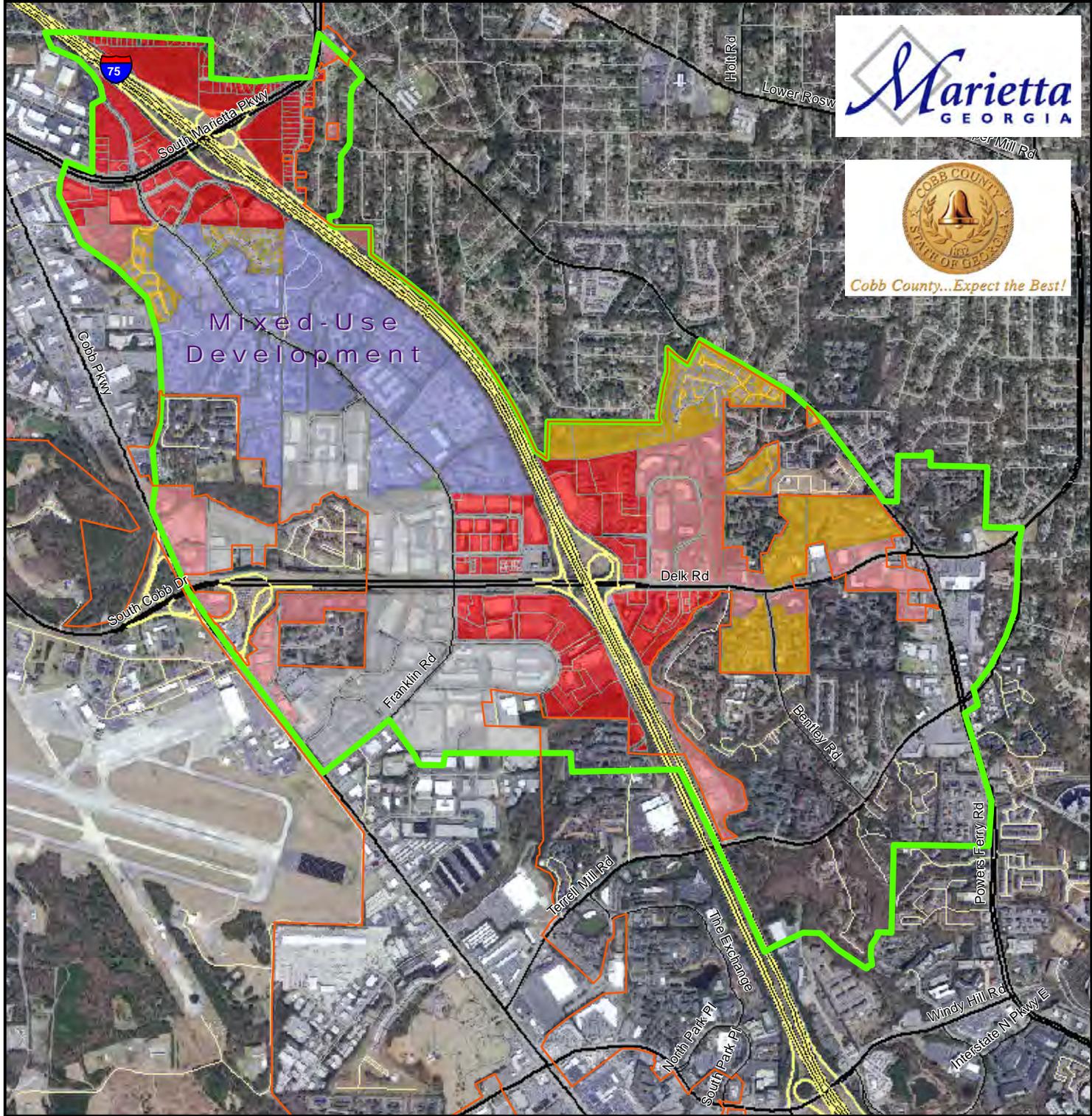
- Seek the appropriate mix of land uses for future growth;
- Enact measures to reduce demand for auto travel;
- Provide access to diverse transportation choices, including walking, transit, and bicycling;
- Encourage community participating in local decision making;
- Seek public and private investment in development;
- Promote suitable urban design;
- Pursue economic development opportunities; and
- Ensure diversity of housing options.

Most of the Franklin Road corridor is built out and land uses are in place, so the challenge for both public and private leaders is to guide the future development of the area. It will be important to influence the demand for existing buildings and neighborhoods so that they become stronger, and people will hopefully choose to reinvest in the area with new homes, jobs, and purchases. In this area in particular, there is a broader desire among the City to encourage and attract redevelopment and future development to the area.

- *Comprehensive Plan* – On July 13, 2005, the Mayor and City Council approved the Marietta Comprehensive Plan 2006-2030, which also adhered to the updated Georgia Department of Community Affairs (DCA) guidelines. The Comprehensive plan defines character areas in the city and outlines each areas strengths and weaknesses and details how these areas should be treated in the future. The updated future land use map reflects changes recommended by the Franklin/Delk LCI Plan.

As mentioned in the Marietta Comprehensive Plan, the Franklin Road area was categorized as a “Character Area;” the Franklin Road Reorganization Character Area. The purpose of the Franklin Road Reorganization District is targeted for a massive restructuring of the land use pattern and uses.

Map 3A - Franklin/Delk Study Area: *City of Marietta* *Future Land Use*



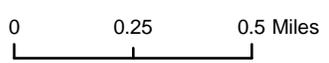
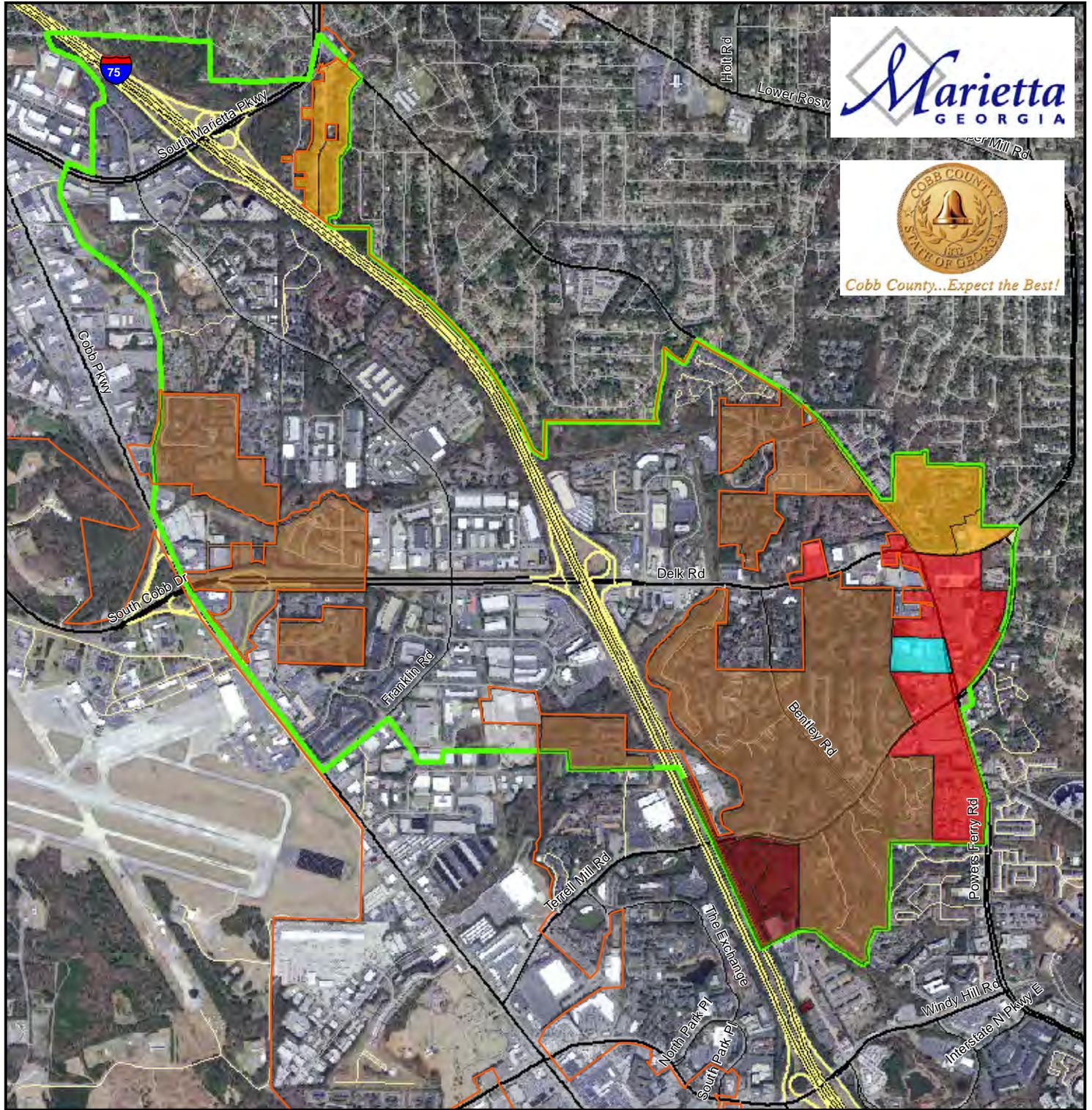
- | | | |
|-----------------------------------|-----------------------------------|------------------------------|
| Delk Road LCI Boundary | CENTRAL BUSINESS DISTRICT | OPEN SPACE / CONSERVATION |
| Marietta | MIXED USE DEVELOPMENT | PARKS / RECREATION |
| Parcels by Future Land Use | COMMUNITY SERVICE AND INSTITUTION | INDUSTRIAL WAREHOUSING |
| REGIONAL ACTIVITY CENTER | HIGH DENSITY RESIDENTIAL | INDUSTRIAL MANUFACTURING |
| COMMUNITY ACTIVITY CENTER | MEDIUM DENSITY RESIDENTIAL | TRANSPORTATION AND UTILITIES |
| NEIGHBORHOOD ACTIVITY CENTER | LOW DENSITY RESIDENTIAL | |



0 0.25 0.5 Miles

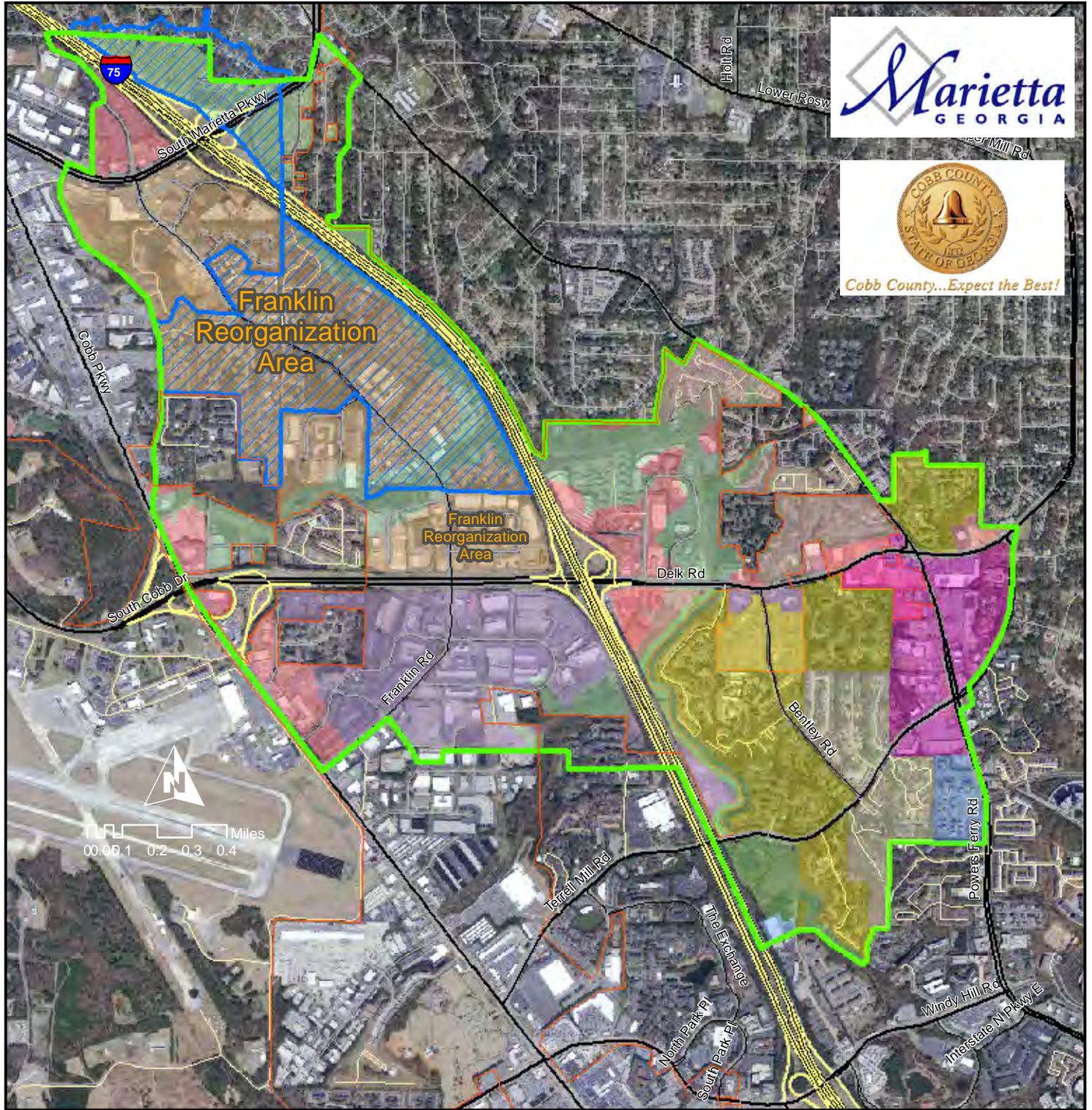
Map 3B - Franklin/Delk Study Area:

Cobb County
Future Land Use



- | | | | |
|------------------------------------|------------------------------|------------------------------|--|
| Delk Road LCI Boundary | Marietta | Medium Density Residential | Industrial |
| Cobb County Future Land Use | Rural Residential | High Density Residential | Transportation/Communication/Utilities |
| Very Low Density Residential | Neighborhood Activity Center | Community Activity Center | Public Institutional |
| Low Density Residential | Regional Activity Center | Park/Recreation/Conservation | |
| | Industrial Compatible | | |

Map 4 - Franklin/Delk Character Areas & Concept Areas



PowersFerryConceptualLandUse

- Village
- Residential Redevelopment
- Residential Revitalization
- Residential/Owner
- Residential/Renter

Mixed Use

- Retail
- Office
- Hotel
- Recreation/Open Space

Character Map Areas

- 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

Franklin Gateway TAD Boundary

- Franklin Gateway TAD Boundary
- Delk Road LCI Boundary
- Marietta

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- *Townhouse Ordinance* – On September 14, 2005, the townhouse ordinance amended the zoning code classifications that allow townhouse or condominium developments. It requires that the townhouses have four-sided architecture, 2-car parking garages, additional guest parking, recreation areas of minimum size, homeowners associations to be responsible for maintenance of front yards and common areas; and only 5% of the homes can be for rental at any time.
- *Transportation Projects* – Since the completion of the Franklin/Delk LCI Study, GDOT installed pedestrian fencing over 2 bridges along Interstate 75; Delk Road and South Marietta Parkway (SR 120). The purpose of the pedestrian fencing was to establish safety measures for pedestrians walking over the bridges and motorists driving below.



- *Code and Property Maintenance Initiatives* – The City increased code enforcement within the study area in an attempt to minimize and slow disinvestment activity that has occurred in the study area, stabilize property maintenance, and attract redevelopment to the area. Highlighted efforts and compliance are listed below.
 - To maintain the professional aesthetic integrity of the business and office complexes code enforcement efforts oversaw the compliance and repair of interior fencing to abutting apartment complexes. This was done to increase

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pedestrian safety, and to attempt to reduce criminal activity that had previously occurred.

- To provide quality housing for all City residents, interior inspections had occurred for an apartment complex where violations had been found. After interior inspections were conducted, inspected apartment units were brought into compliance.
- *Amended Sign Ordinance* (not listed in Study) - In March 2009, the Marietta City Council passed an update to the existing sign ordinance as an attempt to minimize visual blight attributed to signage. The amended sign ordinance allows applicants the ability to construct LED panels on existing billboard structures only along I-75 as long as another separate nonconforming billboard elsewhere in the City is completely demolished. The intent of this ordinance is to eliminate some of the sign blight on secondary roads, such as Delk Road and Franklin Road.



- *Powers Ferry Road Master Plan* – In February 2009, the Cobb County Board of Commissioners authorized the Community Development Agency to develop a corridor study for a section of Powers Ferry Road. The Powers Ferry Corridor Study and Master Plan overlaps the Franklin/Delk LCI Study area. The mid-to-long range plan will accommodate future growth by identifying redevelopment areas; improve the quality of life for residence, employees and visitors of the area.

The primary purpose of this plan is to effect change in an urban/suburban environment experiencing real and perceived deterioration by creating a single comprehensive vision of the community's desires for the future. This plan will provide an educational and decision-making tool that gives citizens, property owners, developers, and adjacent communities a clear indication of what is expected in the future for this part of the Powers Ferry Corridor. The following objectives directed the development of this master plan.

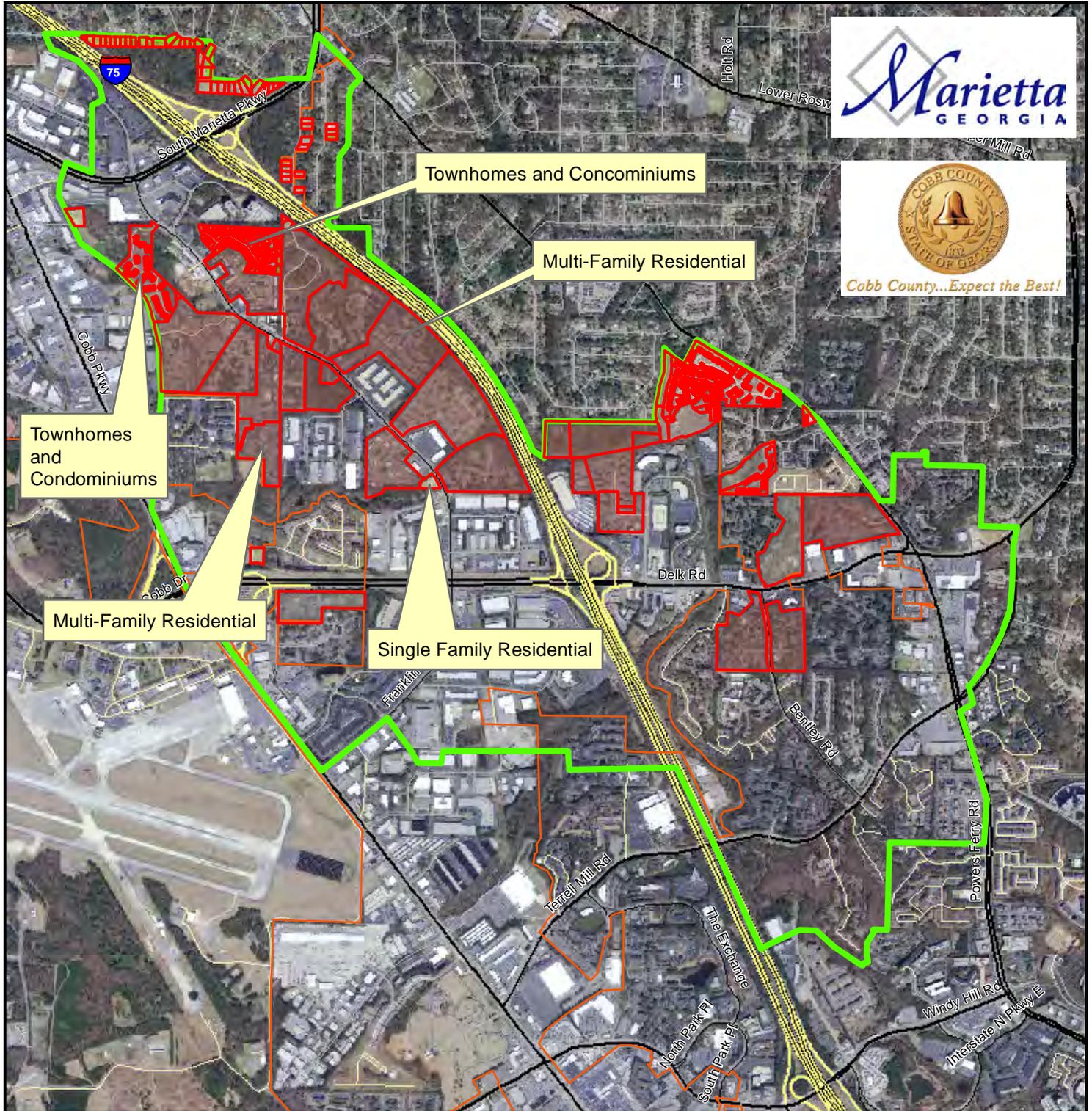
- Ensure future development/redevelopment is guided by a community vision
- Improve quality of life for residents, businesses, & visitors

Map 5A - Franklin/Delk Study Area:

Marietta Current Residential Uses



Cobb County...Expect the Best!



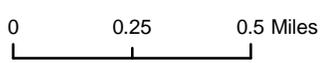
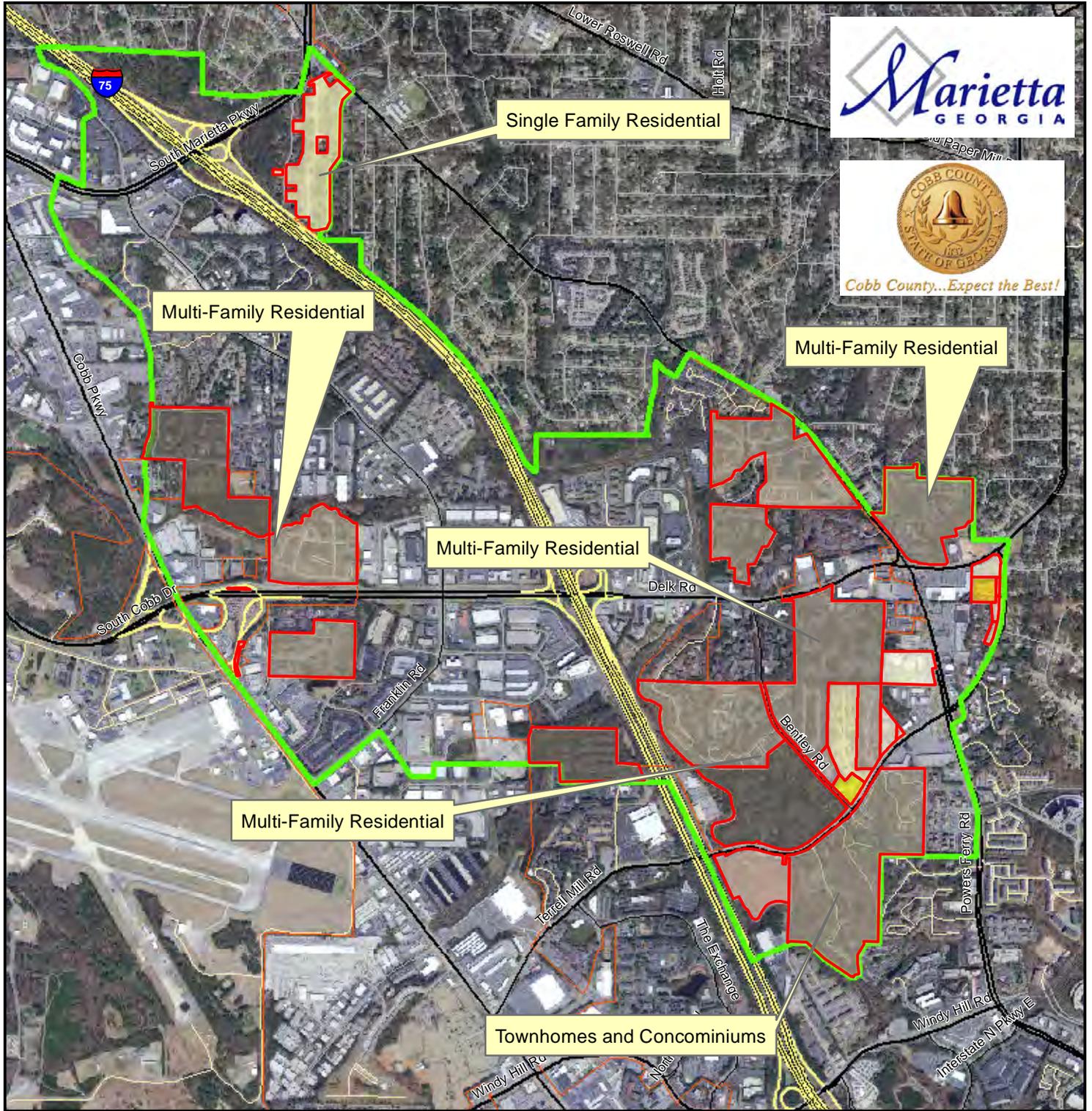
- | | |
|---|---|
| Delk Road LCI Boundary | RA8 - Single Family Residential - Attached |
| Marietta | MHP - Mobile Home Park |
| Parcels Zoned Residential | PRD-SF - Planned Residential Dev. Single Family |
| R1 - Single Family Residential (1 unit/acre) | RM8 - Multi Family Residential (8 units/acre) |
| R2 - Single Family Residential (2 units/acre) | RM10 - Multi Family Residential (10 units/acre) |
| R3 - Single Family Residential (3 units/acre) | RM12 - Multi Family Residential (12 units/acre) |
| R4 - Single Family Residential (4 units/acre) | RHR - Residential High Rise |
| RA4 - Single Family Residential - Attached | PRD-MF - Planned Residential Dev Multi Family |
| RA6 - Single Family Residential - Attached | |



0 0.25 0.5 Miles

Map 5B - Franklin/Delk Study Area:

Cobb County Current Residential Uses



- | | | |
|------------------------|-------------------------------|-------|
| Delk Road LCI Boundary | Cobb Residential Zones | RM-12 |
| Marietta | FST-10 | RM-16 |
| | R-20 | RM-8 |
| | R-80 | SC |
| | RM-10T | |

Franklin/Delk LCI Study

5-Year LCI Update (2011 – 2016)

- Enhance stability to economic development efforts
- Coordinate public improvements and private developments
- Serve as a decision-making tool

Projects and Initiatives Underway:

- *Weed and Seed Program* – In June 2003, a Weed and Seed Steering Committee was formed for the purpose of developing partnerships and initiatives that would aid in stimulating positive change and reinvestment to the Franklin Road area, which had exhibited high crime and community deterioration. The partnership included the City of Marietta, Marietta Housing Authority (MHA), the Cobb Community Enhancement Program, Cobb County Community Development Block Grant (CDBG) Program Office, the City of Marietta Police Department and local residents.

In August 2006, the Weed and Seed Program initiative received formal recognition and three grants in the amount of \$175,000 (funding years 2006-2007), \$200,000 (funding years 2007-2008), and \$150,000 (funding years 2008-2009) from the US Department of Justice. Also, additional funding and support has been received by the City of Marietta, the CDBG program, United Way, Bureau of Justice Assistance's Project Safe Neighborhood Initiatives, and other community partners.

In 2008, it was reported that the Franklin Road area consisted of 91% rental housing versus 9% owner occupied housing. This disproportionate ratio speaks to the saturated supply of multi-family housing stock within the area that keeps rents low and attracts a transient population that has significant impacts on local community and school resources. Crime has been a serious issue and has exacerbated problems with community stability.

However, since the start of the Weed and Seed program initiative there has been a 13% reduction in criminal activity within the Franklin Road area. The strategic plan goals and actions of the program include increased law enforcement activities and programs, community policing which involves quarterly town hall meetings to discuss community concerns, youth and community programs that assist and educate the youth and minority groups with varying issues and concerns.

Also, property maintenance has been another focus of the initiative of the Franklin/ Delk LCI study and the federal Weed and Seed program. To minimize property deterioration, increased code enforcement efforts have occurred to aid in the property maintenance and area stabilization since the completion of the LCI study.

- *Transportation Initiatives* – In September 2005, the Cobb County Special Purpose Local Optional Sales Tax (SPLOST) program was passed. This new SPLOST program enabled

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Cobb County and local municipal governments within the County to finance roadway enhancement projects. Through this initiative the City of Marietta has funded the following projects that are located within the Franklin/Delk LCI study boundary.

- Wylie Road Sidewalks Phase 1 – Project limits are from South Marietta (SR 120) Parkway to Ridge Run. To date, preliminary engineering has been completed, right-of-way acquisition is currently underway, and construction is scheduled for 2010. The project has been split into two phases. The total project cost for Phase 1 is \$552,000.



- Franklin Road Improvements Phase 1 – Project limits for this project are from South Marietta Parkway (SR 120) to Twinbrooks Drive. To date, preliminary engineering has been completed, right-of-way acquisition is currently underway, and construction is scheduled for 2010. This project is the first of three phases. The total project cost for Phase 1 is \$4,842,113.
- Franklin/ Delk at Franklin Road Intersection Improvements – To date, preliminary engineering has been completed, right-of-way acquisition is currently underway, and construction is scheduled to begin Fall 2009. Project total cost is \$1,230,000.



- South Marietta Parkway (SR 120) at Franklin Road Intersection Improvements – To date, preliminary engineering has been completed, right-of-way acquisition is currently underway, and construction is scheduled to begin late 2009. Project total cost is \$500,000.

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- South Marietta Parkway (SR 120) at Powers Ferry Road Intersection Improvements – To date, preliminary engineering has been completed, right-of-way acquisition is currently underway, and construction is scheduled for 2010. Project total cost is \$1,012,000.



- *Code Enforcement and Property Maintenance Initiatives* - The City of Marietta's Code Enforcement office has been an active participant in witnessing the transformation of Notting Hills Apartments. Prior to renovation and new ownership, the property was a blighted and problematic property with housing code violations, condemned apartment buildings, unsanitary conditions, and other various property maintenance violations. It is currently under new ownership, and the new owner is conducting an entire renovation of interior and exterior units, upgrading beyond City code standards, thus enhance living conditions for current and future residents.

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Despite the regional changes and the elimination of the proposed bus rapid transit system plans, the Franklin/Delk area still warrants the revitalization and reinvestment attention necessary to address current and future proposals. The City and Cobb County continues to plan for the improvement and enhancements for the area through the initiatives mentioned above. The Franklin Road/Gateway TAD will allow for financing incentives to assist with attracting redevelopment and new development to the areas. The Comprehensive Plan identifies the reorganization of the Franklin Road area, and updates to the future land use map to assist with that attempt. The adoption of the townhouse ordinance and its architectural requirements will also benefit the Franklin/Delk study area, as will increase code enforcement efforts helps to stabilize transitioning areas, enhance property maintenance and aesthetics, and aid in maintaining the health, sanitary and safety conditions within the Franklin/Delk study area. Additionally, the Powers Ferry Master Plan broadens the focus of the LCI area outside of the city boundaries and beyond Franklin and Delk Roads to provide a wider scope of renewal for underperforming uses and underutilized asphalt.

Franklin/Delk LCI Study 5-Year LCI Update (2011 – 2016)

Implementation Plan

Through this entire report, the abolishment of the HOV/BRT station which was to locate in the Franklin/Delk study area has been discussed, as well as the significant impacts the removal of the station has had on the recommendations that were developed in the Franklin/Delk Study. However, all is not lost. There were several transportation projects that were identified in the study that provide investment and public benefit. Also, there were local initiatives identified in the study that have been completed, and items that remain and are rolled over into the revised/updated initiatives list that remained relevant for current investment and to the future vision for the study area. This section of the report discusses future initiatives for continued plan development and implementation for the Franklin/Delk LCI area.

Updated and Recommended Transportation Initiatives

Attached to this report are two tables, first is the 2005-2010 Action Plan, which is the action list from the original Franklin/Delk LCI study. This table gives a status of listed initiatives. The second table is an updated list of transportation improvement projects for the updated Franklin/Delk LCI study area. These transportation projects are identified as being underway and have schedules that identify a timeframe for when work is proposed to begin and includes initiatives set forth with Cobb County adopting the Powers Ferry Master Plan. So far, only a few of these projects have been funded for construction. Listed below are projects that are currently funded through the 2005 SPLOST program:

1. Wylie Road Sidewalks Phase 1,
2. Franklin Road Improvements Phase 1,
3. Franklin/ Delk at Franklin Road Intersection Improvements,
4. South Marietta Parkway (SR 120) at Franklin Road Intersection Improvements, and
5. South Marietta Parkway (SR 120) at Powers Ferry Road Intersection Improvements.

Many of the transportation improvement projects have been deleted from the original 5-year action plan, because they are no longer relevant due to the elimination of the transit station. The other transportation projects that are listed have been rolled-over from the original 5-year action plan.

New transportation projects have been identified through the Powers Ferry Master Plan process and have been added to the updated list. Listed below are the projects that have been updated in the 2011 – 2016 Action Plan table under Transportation initiatives.

1. Leland Drive extension – New Roadway
2. Powers Ferry Road at Delk Road – Crosswalk/Streetscape Improvements
3. Powers Ferry Road at Terrell Mill – Crosswalk/Streetscape Improvements
4. Leland Drive - Sidewalks
5. Bentley Road - Sidewalks

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6. Powers Ferry (South Bound – Governors Ridge to Windy Hill Road) – Sidewalk upgrades
7. Powers Ferry (Delk Road to Terrell Mill Road) – Access Management Plan
8. Cobb Community Transit expansion – Supplemental Study
9. Powers Ferry Bicycle Network – Supplemental Study
10. Powers Ferry – Amending Proposed Trail Network
11. Bentley Road – Realignment

Updated and Recommended Local Initiatives

Attached to this report is a table of local initiatives that were identified in the original 5-yr action plan; 2005-2010 Action Plan table. About half of the initiatives mentioned are no longer relevant and are being deleted. The other half of the initiatives were supported and implemented. Listed below is a compilation of those implemented initiatives.

1. On July 13, 2005 the City of Marietta adopted the Marietta Comprehensive Plan 2006-2030. The Marietta Comprehensive Plan included recommendations and policies that were mentioned in the Franklin/Delk LCI study. The Comprehensive Plan specifically, created a “character area” for the Franklin Road area. A “character area” is a unique area of the city that contains characteristics that separate them from the surrounding area. The Franklin Road area was classified as the Franklin Reorganization character area, which created policy that supported the vision of the area and could potentially spearhead enhancement and revitalization in the designated area.
2. Also, the Comprehensive Plan updated the Future Land Use Map to display and designate areas of mixed use development where there is a high concentration of multi-family housing. The north and south points of the study area were classified as regional activity centers, which were established to attempt to maintain and stabilize the high density residential and industrial warehousing areas. Along the outer edges of the study area there were future land use designations of community activity centers.
3. Code enforcement efforts have been stepped up to focus on the frequent code violations that exist within the area. Code enforcement is a continuous and ongoing initiative for city code compliance that will bring about improved property maintenance and enhancements to the area. The purpose of increased code enforcement in the area is a proposal to keep property properly maintained, thus minimizing the blighted areas, maintaining health and sanitary conditions, and enhancing aesthetics of the area.
4. In January 1, 2005, a tax allocation district (TAD) was created and approved for the Franklin Road and north gateway area, a redevelopment plan also accompanies the TAD designation. The implementation of this objective was to create a financial resource that could aid in various investment efforts for the area, thus attracting investors and redevelopment initiatives.

New Local Initiatives

Stated throughout this report, the Franklin/Delk area is a critical area for improvement, redevelopment, and investment. The City of Marietta and Cobb County supports efforts to bring about positive changes and investment to the area. Continued and new discussions have

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occurred regarding revitalization efforts. There are a few new initiatives that are building on old and implemented concepts that were discussed earlier. Listed below, is a discussion of new local goals and initiatives for the City and County as a whole and specifics for the Franklin/Delk study area as well as new initiatives recommended from the LCI portion of the Powers Ferry Master Plan.

In January 2006, the City of Marietta’s Mayor and City Council developed and adopted a refined Vision Statement for the future of the city, thus repositioning and creating a new roadmap for the goals for the community. This vision statement has been amended subsequently throughout the years to reflect updates and changes. Listed below are 8 Vision Statements.

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.**
 - Clean up public properties that are littered and dispose of inappropriate signage.
 - Create landscaped boulevards and gateways.
 - Strive for code compliance in the appearance of the city.
2. We are a **dynamic business** center that has retail, offices and environmentally friendly industry in appropriate places. **We honor our past, preserve our history and welcome the future.**
 - Encourage redevelopment with a mixture of uses, while strengthening viable neighborhoods and commercial areas.
 - Educate our residents on mixed and higher density housing.
 - Work with property owners and developers to make sure new development is well-planned and harmonious with existing structures in appearance, including landscapes.
 - Encourage quality architecture and construction in development and redevelopment projects.
3. We are a city that **cherishes culture and arts**, and we are a tourist destination and an entertainment center for the region.
 - Make public art part of the community streetscape.
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 greenspaces, and businesses.
 - Establish or continue a collaborative relationship with local centers of higher learning.
 - Have vibrant centers that support retail, offices, entertainment and residences.
 - Continue quality zoning and development that will benefit generations to come.
 - Encourage revitalization of our current parks and establish new parks for active and passive use.
5. Marietta **offers housing for people of all ages, incomes, and ethnic backgrounds, so that generations of families can live within our City.** We recognize the importance of

Franklin/Delk LCI Study 5-Year LCI Update (2011 – 2016)

homeownership, and our vision is that a **majority of our residences will be owner-occupied.**

- Attain owner occupancy in more 50% of our homes by the year 2009.
 - Support and secure funding for the Marietta Redevelopment Corporation to power the regeneration of the community. A portion of the newly created or renovated housing units will be reserved for low to moderate-income families.
 - Convert portions of developed multi-family housing properties located on Franklin Road to new development.
 - Continue to encourage more diverse housing units in the downtown area and encourage quality single-family detached housing throughout the city.
 - Build 250 affordable first-time homebuyer units by 2010.
 - Continue to educate residents and homebuyers to strengthen their ability to buy, retain and maintain their homes.
 - Work with the Marietta Housing Authority, Cobb Housing Inc. and other agencies to redevelop and revitalize the Franklin Road, Roswell Street, Allgood and Powder Springs Road corridors as well as other areas of our city.
 - Ensure safe housing for all residents.
 - Rehab or replace 10% of city rental housing by 2010 – 1600 units.
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.**
- Re-construct all existing roads greater than two-lanes using boulevard standards. Where not practical reconstruct all existing roads greater than two lanes as tree-lined streets.
7. Marietta is a place where **citizens are positively involved in decision-making**, through boards, community organizations, and community meetings. The **City will actively seek partnerships with other governments, businesses, philanthropic institutions, non-profit organizations, and educational institutions in building a high quality of life.**
- Hold community wide meetings in which citizen input is actively received and considered.
 - Have active citizens' participation in planning processes.
8. Marietta is a place where the City Council is committed to ethical behavior.

Listed below are new local initiatives that are currently under development or in place to create a more vibrant, rejuvenated economic climate that provides a better quality of life for future residential and commercial growth.



The GreenTech Corridor

In 2008, city staff began working on a concept to address some of the concerns and challenges facing the Franklin Road corridor. An imbalance of aging, distressed rental properties (3,300

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apartment units) combined with a large transient population within a one mile and a half stretch of roadway and a depressed U.S. economy was the “perfect storm” for an increase in crime and decreasing property values.

Staff, in partnership with state economic development leaders, examined the strengths, weaknesses, opportunities and threats (SWOT analysis) of the corridor. Upon further examination, it was determined that the location of the Franklin Road corridor offers many great attributes for future development. It is strategically located along Interstate 75, with good access from South Marietta Parkway and Delk Road. Highway 41 is in close proximity and may provide an opportunity to establish better connectivity with the corridor. The proximity to Southern Polytechnic State University, Life University, Georgia Tech, Kennesaw State University and Chattahoochee Technical College make it an ideal site for the development of a research and technology innovation center.

Initiative

Upon further review of the corridor and input from community leaders and the scientific community, it was determined that an *energy-focused initiative* might be the “best fit” for the Franklin Road corridor and for the metro-Atlanta region.

A small group of economic developers began the process of gathering data and evaluating the concept. The Development Authority for the City of Marietta agreed to fund a Strategic Planning and Market Analysis of the corridor. The purpose of the study was to determine if the concept of a GreenTech Corridor (GTC) was indeed a valid idea and if so, to provide an implementation strategy. Through a request for proposal process, CARTER was hired to perform the study.

The CARTER study confirmed the idea for the initiative and provided five, ten and fifteen year strategies to accomplish this long-term plan. Staff continued to meet with property owners, commercial brokers, and businesses to share the vision. Southern Polytechnic State University offered to partner on the initiative and agreed to host two forums to discuss the idea and gain stakeholder interest and insight.

A vision for the corridor was developed:

To create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future.

An initial steering committee was developed to work on some of the grassroots efforts and to lay the necessary ground work for the next steps.

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Collaboration is imperative for the success of this initiative. Representatives from the City of Marietta, Cobb County, state of Georgia, local Universities, local and regional chambers and the private sector serve on the steering committee.

Incentives play an important component in the overall plan of attracting new energy focused business to *The GreenTech Corridor*. It is imperative that we improve the economic viability of the area through various opportunities offered by collaborative efforts, and federal and state programs. The Opportunity Zones, which is a program that is administered by the state of Georgia, is one state program that offers tax incentives to prospective businesses that locate within the Franklin Road area. The City of Marietta was recently awarded Opportunity Zone designations by the Georgia Department of Community Affairs. The next section to follow, will discuss more about the Opportunity Zones.

Also, the LCI study and subsequent grants, have played a major role in funding studies and projects to improve road conditions, pedestrian walkways and streetscape enhancements.

In addition, the city of Marietta recently purchased a distressed, foreclosed, multi-family property on Franklin Road with a vacancy rate of 50%. The property was in such poor condition that the decision was made to allow the residents to relocate without a penalty or as the tenants leases expire. Once the property is fully vacated, the plan is for it to be torn down. The property adjoins Rottenwood Creek and may provide additional park greenspace for the corridor and/or provide an opportunity for future development. Each of these above-mentioned accomplishments provide a framework for reshaping the Franklin/Delk Road study area.

Future Steps

- Develop GTC marketing support materials.

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- Identify major property owners to meet with and gain support of the initiative.
- Identify key large energy firms and small sustainable research firms to attract to the corridor.
- Develop supporting retail and housing choices that complement the corridor and the demand.
- Put in place measures to foster an environment for learning between the private sector, the academic community and citizens in creating a showplace for sustainable products.
- Conduct a baseline carbon-footprint study of the corridor.**(LCI funding opportunity)**
- Investigate various types of zoning concepts (form based) and consider implementation of changes to the current zoning to encourage redevelopment of the corridor.**(LCI funding opportunity)**
- Investigate building a connector road from Highway 41 to Franklin Road.**(LCI funding opportunity)**
- Promote a circulator from the proposed light rail initiative on Hwy. 41 to run between SPSU, Life University, South Marietta Parkway and Franklin/Delk Road.
- Develop a non-profit public/private legal entity, The GreenTech Alliance, to serve as a collaborative group to guide the initiative and to apply for federal funding grants.
- Investigate electric vehicle (EV) usage for the corridor and consideration of installing EV charging stations.**(LCI funding opportunity)**
- Establish a GreenTech Corridor presence on the corridor via signage.
- Investigate establishing an incubator facility in partnership with local universities.
- Provide a resource center with meeting space for the GreenTech Alliance to plan and strategize how to accomplish short and long-term goals.

A complete copy of the study may be found at: www.thegreentechcorridor.com

Opportunity Zones

In November 2009, the Department of Community Affairs approved three Opportunity Zones in Marietta. One of the zones encompasses the majority of the Franklin Road corridor. The zones offer state income tax credits for five years to eligible businesses located within the zone if it creates a minimum of two new jobs to the state of Georgia. The creation of new jobs in the corridor will provide employment opportunities to the existing residents as well as future residents.

For additional information on Opportunity Zones:

<http://www.mariettaga.gov/departments/devsvcs/ecodev/oppzones.aspx?id=1166>

New Market Tax Credits

In December 2008, the City of Marietta, Cobb County, Marietta Housing Authority (MHA), and Marietta Redevelopment Corporation (MRC) established a new market tax credit corporation. The purpose of the designation is to serve and provide investment capital for low income communities and low income persons, such as the Franklin/ Delk area.

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Cobb Parkway/US 41 Light Rail Transit System

Cobb County, the Cumberland Community Improvement District (CID), and the Town Center Area (CID) joined together to investigate a serious potential to develop light rail transit in Cobb County. In May 2010, the County and its partners held light rail workshops and discussion groups with local, regional, state, and national leaders. The workshops, re-introduced the work of the light rail transit system study that was conducted back in 2001. The 2001 Northwest Corridor Light Rail Transit System study offered a “good place” to begin re-investigating the benefits, assets, and estimated costs of developing a light rail system along US 41.

A concept of the light rail system was presented during the workshops to area leaders, which proposed a trunk line along US 41 running approximately 14 miles long and would stretch from Cumberland CID area to Town Center CID area. The transit concept also included circulator systems in both CIDs that would serve the employment centers. Since the workshops, other neighboring agencies have been interested in extending the rail line beyond the conceptual end points.

Almost half of the light rail transit system as proposed would run through the City of Marietta, which is approximately 6.5 miles. The transit system would be a great asset to the area stakeholders and could assist in the redevelopment of the Franklin/Delk study area and the development of the GreenTech Corridor. At this early stage, station locations are extremely preliminary, but a few have been mentioned to link major destinations and generators. The preliminary stations are identified on the US 41 Light Rail Proposed Transit System map: Cumberland Mall Transfer Station, Windy Ridge Parkway/ Herodian Way Transfer Station, Dobbins Air Reserve Base (ARB) Station, Southern Polytechnic State University (SPSU)/ Cobb Community Transit (CCT) Station, Kennestone Hospital Station, Town Center Station, KSU Station.

The next steps and proposed schedule include the following:

- Complete early coordination with local, state and federal agencies including introduction of project into Plan 2040.
 - Complete by August 2011
- Develop a draft Alternatives Analysis (AA) and Environmental Impact Statement (EIS).
 - Complete by August 2012
- Complete the determination of funding mechanisms for the project and complete the needed implementation steps for each funding source.
 - Complete by November 2013
- Develop design build contract and select contractor to construct light rail system.
 - Completed by November 2019

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Powers Ferry LCI Area

Cobb County has adopted a new local initiative since the original Delk Road TOD study was completed. The Powers Ferry Master Plan is a planning document that identifies redevelopment areas and transportation improvements and sets the course for incentivizing appropriate areas to accommodate future growth for portions of the Powers Ferry corridor within the Franklin/Delk LCI study area. By addressing land use, transportation and economic development issues, the Powers Ferry Master Plan will encourage a diversity of residential neighborhoods, employment, and shopping choices that are easily accessible for all modes of transportation.

The entire Powers Ferry Master Plan boundary stretches outside the Franklin/Delk LCI study area, however the northern portion of the plan is incorporated within the LCI area and includes Redevelopment and revitalization areas with an emphasis on more owner occupied housing and redevelopment of outdated and vacant commercial buildings. The shared vision promotes a transition from the existing commercial node along Powers Ferry Road between Delk Road and Terrell Mill Road to a Village Center concept with shared uses encouraging an active and energetic focal area for the community.

Public Involvement

The Planning Division of Cobb County Community Development was asked to guide the Powers Ferry Master Plan process through various stages that included, data gathering, analysis, public involvement, master plan development, and document creation. The study was completed over the course of 10 months, beginning in May of 2009 and ending in January of 2010. Planning Division staff took a four level approach toward guidance for the development of the plan. These four approaches formulated our public involvement strategy. The first level was focus group sessions with key residents and business representatives. The second level was the Project Management Team, consisting of staff from Cobb County Community Development, Cobb County Department of Transportation, Cobb County Economic Development, Cobb County Water Department and the Cobb County Chamber of Commerce. The third level consisted of 18 Stakeholders with various interests throughout the study area and the fourth level included the general public, which were actively involved in the planning process.

Guiding Principles

The master plan for the Powers Ferry Corridor seeks a foundation in the desires of the community. As the community shared their views, it became evident that they all had one thing in common, a desire to improve a place that is highly valued and critical to the health of their community. Through the public planning process The Powers Ferry Master Plan provides a shared common vision, which will be the guiding force for the future of Powers Ferry Road. To support the community's vision, 6 guiding principles were developed to act as building blocks to the goals and policies. These 6 guiding principles can be found on pages 78 through 80 within the Powers Ferry Master Plan document.

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Goals and Policies

The goals and policies aim further to define the essential attributes key to implementing the vision and provide the foundation for the recommendations and implementation strategy. The community endorsed goals and policies will act as guidance and direction for local government officials, developers and property owners for making decisions consistent with achieving the community vision. The goals and policies can be found on page 80 through 83 within the Powers Ferry Master Plan document.

Vision

The Vision for the Powers Ferry Master Plan offers a statement of the purpose for the redevelopment process, painting a broad picture for the future of Powers Ferry. The following vision statement was developed for and by the community which will be a guiding force for the future of Powers Ferry Road and surrounding neighborhoods.

“The Powers Ferry area is a vibrant community of residents and businesses containing a distinct blend of uses and scales connected using a human scaled transportation network all of which is established in a way that respects the natural environment.”

Recommendation & Implementation

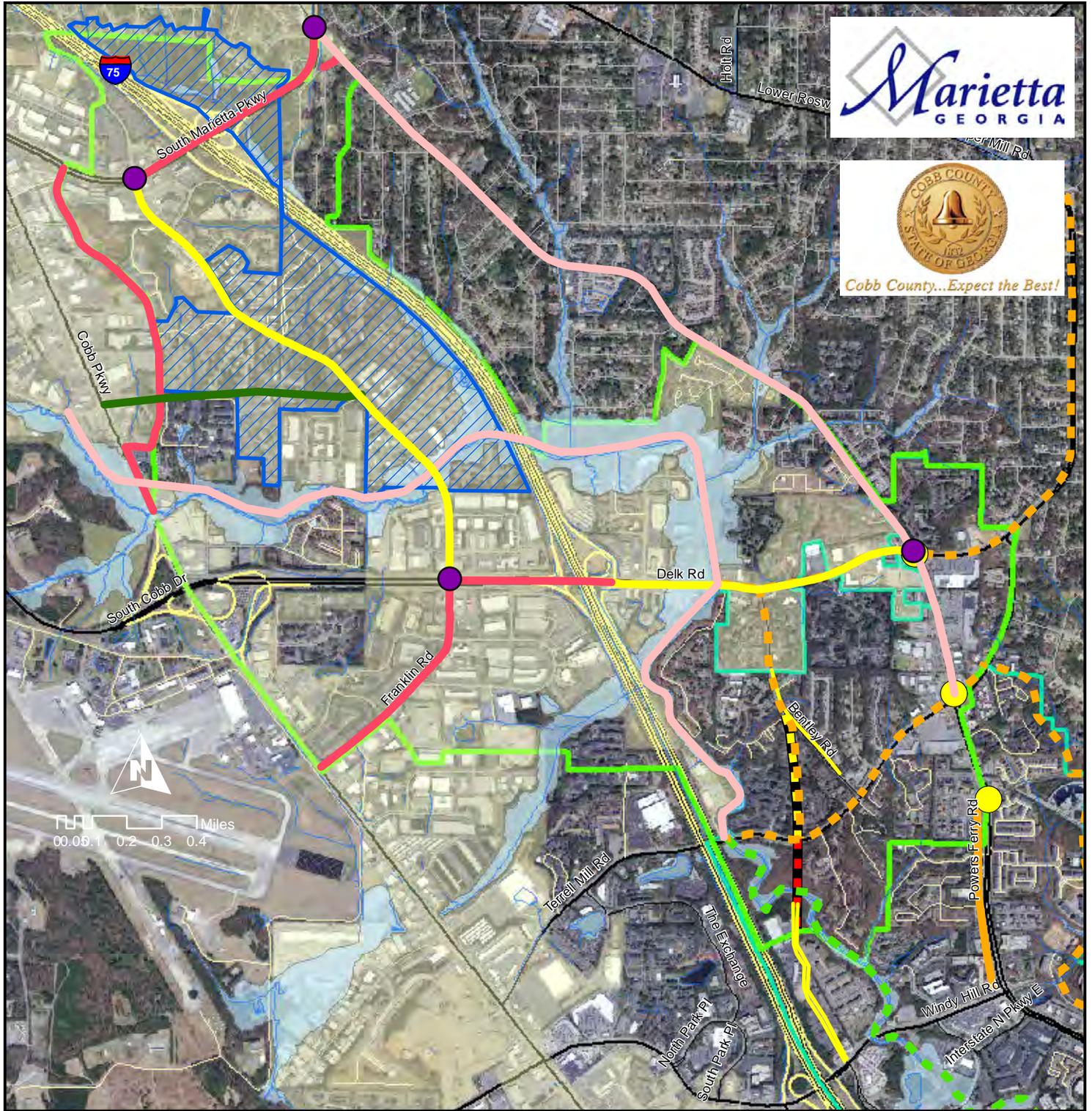
The entire Powers Ferry Master Plan boundary stretches outside the Franklin/Delk LCI study area; however the northern portion of the plan is incorporated within the LCI area as shown in Map 7 and includes the following implementation items that are intended to direct future growth toward the Franklin/Delk/Powers Ferry region:

- Update Comprehensive Plan and Future Land Use Map
- Establish Redevelopment Overlay District
- Consider implementing Form Based Coding
- Institute a Tax Allocation District
- Promote Village Center concept within Commercial Node at Powers Ferry and Terrell Mill Road through the development review process
- Promote more owner occupied housing units within Residential Redevelopment areas through the development review process
- Provide Park access gateways to Chattahoochee National Recreational Area
- Feasibility study on expansion of Terrell Mill Park

A complete copy of the study may be found at:

<http://comdev.cobbcountyga.gov/planning-studies.htm>

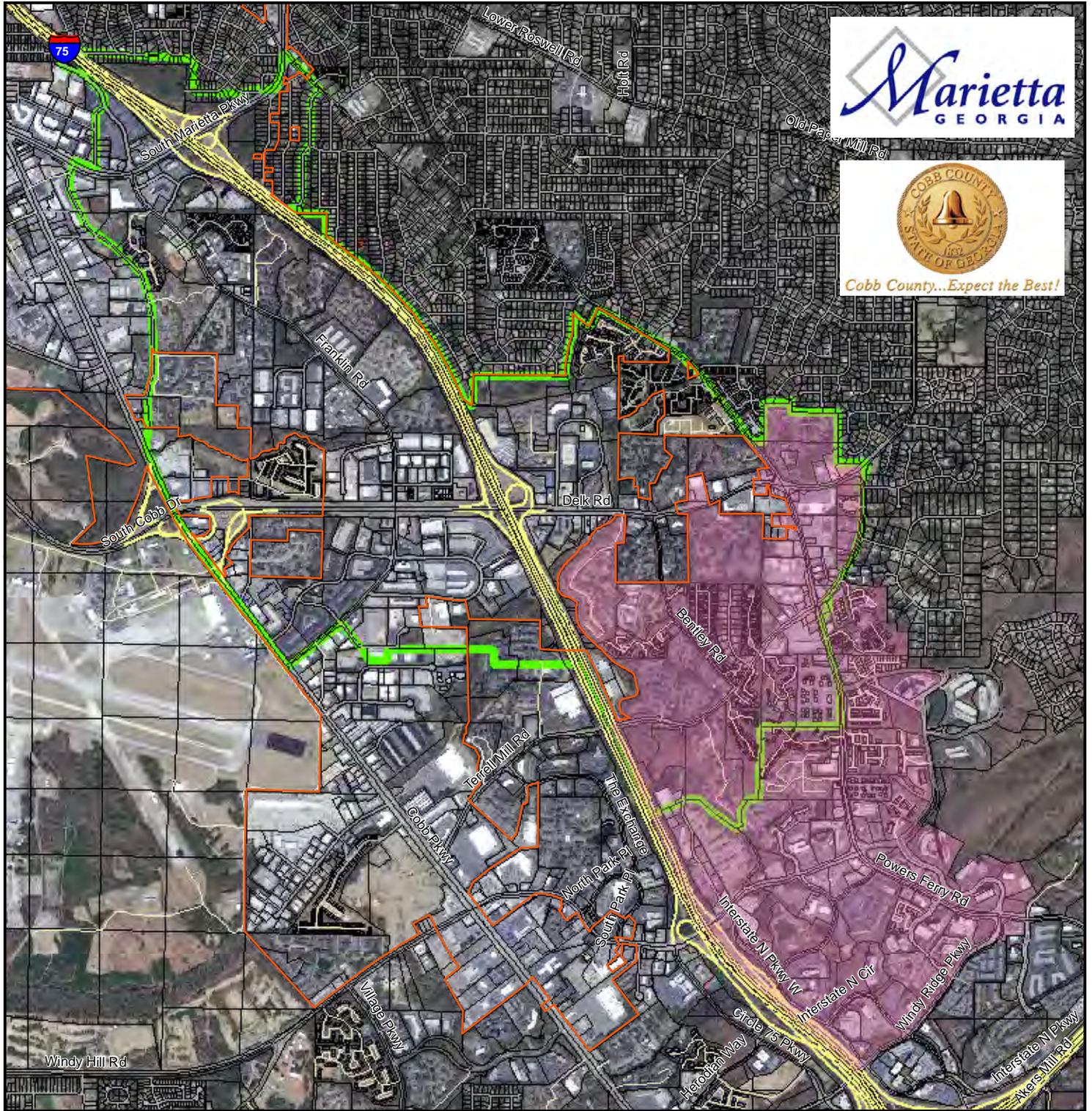
Map 6 - Franklin/Delk Study Area: 2011 - 2016 Transportation Projects



- | | | | |
|--|--|--|--|
| <ul style="list-style-type: none"> Intersection Improvements Multi-use Trail Roadway Capacity Safety Operational Sidewalk FranklinGatewayTADBoundary | <p>Powers Ferry Trail Recommendations</p> <ul style="list-style-type: none"> Programmed Trail Proposed Trail Sidewalk Upgrade Sidewalk Gap Closures PedestrianCrosswalkImprovements | <p>Powers Ferry Roadway Improvements</p> <ul style="list-style-type: none"> Leland Drive Extension Bentley Road Realignment | <ul style="list-style-type: none"> Hydrography Floodplains Marietta City Limits Delk Road LCI Boundary Powers Ferry Study Boundary |
|--|--|--|--|

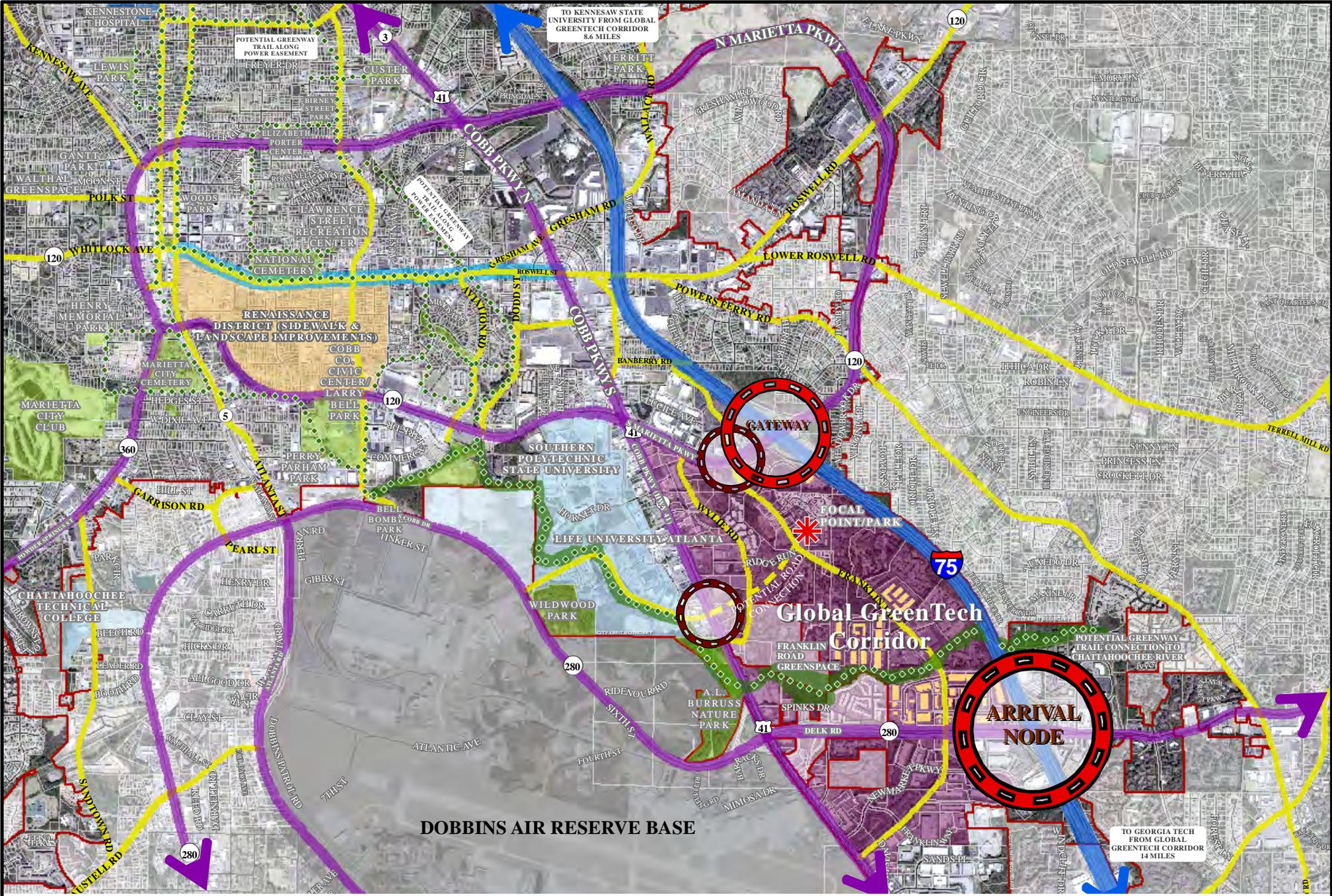
Map 7 - Franklin/Delk Study Area:

Powers Ferry
Master Plan Area



0 0.3 0.6 Miles

-  Marietta
-  Powers Ferry Study Area
-  Delk Road LCI Boundary



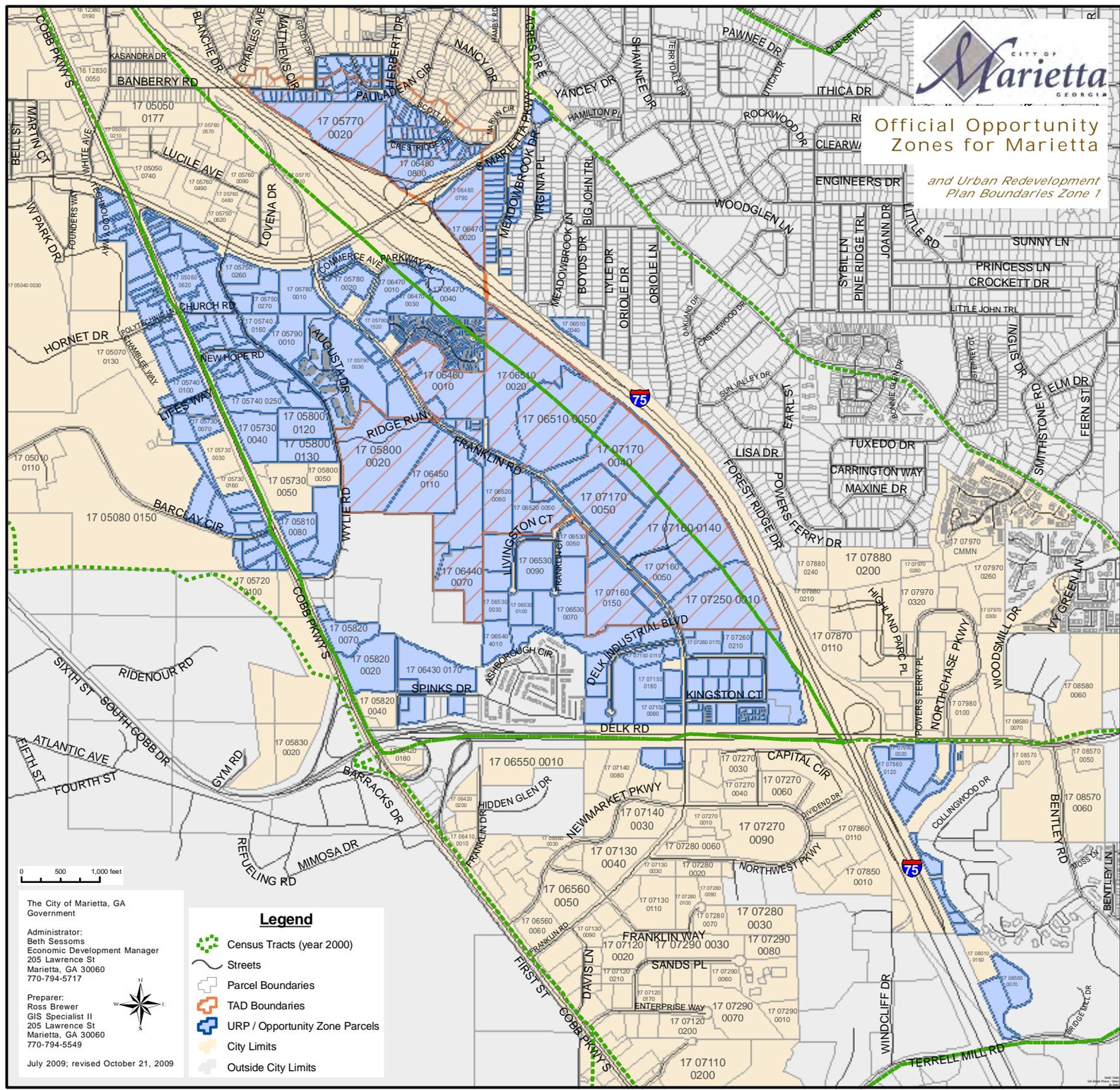
GLOBAL GREENTECH CORRIDOR

Marietta, Georgia





Official Opportunity Zones for Marietta
and Urban Redevelopment Plan Boundaries Zone 1



The City of Marietta, GA
Government
Administrator:
Beth Sessoms
Economic Development Manager
205 Lawrence St
Marietta, GA 30060
770-794-5717

Preparer:
Ross Brewer
GIS Specialist II
205 Lawrence St
Marietta, GA 30060
770-794-5549



July 2009; revised October 21, 2009

- Legend**
- Census Tracts (year 2000)
 - Streets
 - Parcel Boundaries
 - TAD Boundaries
 - URP / Opportunity Zone Parcels
 - City Limits
 - Outside City Limits

**Project and Initiatives Evaluation
Franklin/ Delk LCI Study
5-Year Update**

**2005 - 2010 ACTION PLAN (Original)
FRANKLIN/ DELK LCI STUDY**

Instructions: In the left columns, list all projects/actions identified in your LCI 5-Year Action Plan. Check the appropriate status box for each project. Provide details when
Transportation Initiatives

Project	Description	PE Year	Construction Year	STATUS				Notes
				Complete	Underway	Not Started	Not Relevant	
Cobb Parkway (US41) Sidewalks	Sidewalk - Cobb Pkwy between Wylie Rd & Rottenwood Cr - 10' Grass + 6' Clear - 1000 LF	2007	2008			X		See updated phase schedule and estimated costs.
Cobb Parkway (US41) Street Trees	Street trees - Cobb Pkwy between Wylie Rd & Rottenwood Cr - 20 at back of sidewalk	2007	2008			X		AMEND PROJECT.
Wylie Road Sidewalks	Sidewalk -Wylie Rd - 6' Clear - 10,000 LF	2007	2008		X			UNDERWAY. This project is being split into two phases. Ph1 from South Marietta Parkway (SR 120) to Ridge Run; PE - Completed/ ROW - Underway/ CST - 2010. Ph2 from Ridge Run to Cobb Pkwy (US41); PE - 2013/ ROW - 2014/ CST -
Franklin Road Sidewalks	Sidewalk - Franklin Rd south of Delk - 6' Clear - 6,350 LF	2006	2007			X		Franklin Road sidewalks has been combined with the Franklin Road Improvements project. Schedule and estimated cost have been updated to reflect the addition.
Delk Road Sidewalks	Sidewalk - Delk Rd between Franklin Rd and existing - 5' Grass + 6' Clear - 3,560 LF	2006	2007			X		Combining sidewalks and street trees into one project. Please see new schedule and cost estimate for combined project.
Delk Road Street Trees	Street trees - Delk Rd between Franklin St and existing - 84 at curb side	2006	2007			X		AMEND PROJECT.
Delk Rd over I-75 Bridge Sidewalks	Sidewalk - Delk Rd I-75 bridge - 10' Clear - 740 LF	2006	2007			X		Coordinate with GDOT
Delk Rd/ I-75 Bridge Pedestrian fencing	Pedestrian security fencing - both sides Delk Rd I-75 bridge - 370 LF	2006	2007			X		COMPLETED BY GDOT.
South Marietta Parkway (SR 120 Loop) Sidewalks (West of I-75) Ph 1	Sidewalk - north side S Loop between Franklin Rd and I-75 - 3' Grass + 6' Clear -850 LF	2008	2009			X		
South Marietta Parkway (SR 120 Loop) Sidewalks (West of I-75) Ph2	Sidewalk - south side S Loop between Franklin Rd and I-75 - 3' Grass + 6' Clear -900 LF	2008	2009			X		Combine South Marietta Pkwy (SR 120) sidewalk on the north and south sides of the roadway into one project and coordinate with the GDOT. See updated project cost estimates and schedule.
South Marietta Parkway (SR 120 Loop)/ I-75 Bridge Sidewalks	Sidewalk - S Loop I-75 bridge - 10' Clear - 740 LF	2008	2009			X		Coordinate with GDOT
South Marietta Parkway (SR 120 Loop) Sidewalks (East of I-75)	Sidewalk - S Loop between I-75 and Powers Ferry - 3' Grass + 6' Clear -4,350 LF	2008	2009			X		See updated phase schedule and estimated costs.
Franklin Rd/ Cobb Pkwy (US41) Connector (east of Wylie Rd)	Franklin Rd/Cobb Pkwy connector east of Wylie Rd - Four 11' lanes plus median - 900 LF	2011	2012			X		Combining new road, sidewalks, and street tree projects. Project has new limits due to I-75/I-575 HOV/BRT and station concept being changed to a reversible lane concept along I-75.
Franklin Rd/ Cobb Pkwy (US41) Connector (west of Wylie Rd) Sidewalks	Sidewalk - Franklin Rd/Cobb Pkwy connector west of Wylie Rd - 7' Grass + 6' Clear - 900 LF	2011	2012			X		AMEND PROJECT.
Franklin Rd/ Cobb Pkwy (US41) Connector (west of Wylie Rd) Street Trees	Street trees - Franklin Rd/Cobb Pkwy connector west of Wylie Rd - 18 at curb side	2011	2012			X		AMEND PROJECT.
Franklin Rd/ Cobb Pkwy (US41) Connector (west of Wylie Rd)	Franklin Rd/Cobb Pkwy connector west of Wylie Rd - Four 11' lanes plus median - 2,700 LF	2011	2012			X		AMEND PROJECT.
Franklin Rd/ Cobb Pkwy (US41) Connector (east of Wylie Rd) Sidewalks (north side)	Sidewalk - north side Franklin Rd/Cobb Pkwy connector east of Wylie Rd - 7' Grass + 6' Clear - 2,700 LF	2011	2012			X		AMEND PROJECT.
Franklin Rd/ Cobb Pkwy (US 41) Connector (east of Wylie Rd) Street Trees (north side)	Street trees - north side Franklin Rd/Cobb Pkwy connector east of Wylie Rd - 54 at curb side	2011	2012			X		AMEND PROJECT.
Meadowbrook Dr/ Virginia Place New Street - Sidewalks	Sidewalk - Meadowbrook Drive/Virginia Place new street - 7' Grass + 6' Clear - 315 LF	2010	2011				X	PER COBB DOT DELETE. NO LONGER RELEVANT

**Project and Initiatives Evaluation
Franklin/ Delk LCI Study
5-Year Update**

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
Meadowbrook Dr/ Virginia Place New Street - Street Trees	Street trees - Meadowbrook Drive/Virginia Place new street - 6	2010	2011				x	PER COBB DOT DELETE. NO LONGER RELEVANT
Delk Road Medians	Delk Road Median - Powers Ferry to I-75 within current ROW	2009	2010			X		See updated phase schedule and estimated costs.
Greenway Easement Negotiations	Greenway easement negotiations - all portions	On-going	On-going				X	DELETE
Rottenwood Creek Multi-use Trail (South)	Bike friendly lanes- Terrell Mill to Forest Ridge - 12,000 LF	2010	2011			X		See updated phase schedule and estimated costs.
Forest Ridge Drive - Bike Signage	On-street Bike Route - Signage and access Only - Forest Ridge Dr	2010	2011					PER COBB DOT DELETE. NO LONGER RELEVANT
I-75/ BRT Bridge Greenway	Greenway - I-75 bridge at BRT bridge - 500 LF	2013	2014				X	DELETE
Powers Ferry Road Multi-use Trail	Greenway - Powers Ferry - 4,500 LF	2013	2014					Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed December 2009. The Delk Road study will be amended to include any updates and changes along the unincorporated areas of the Delk Road LCI study, including this project.
New multi-use trail alignment east of I-75	Greenway - Forest Ridge to S Loop, east of I-75 - 4,500 LF	2013	2014				X	DELETE
Hope Creek Multi-use Trail (west of I-75)	Greenway - I-75 BRT bridge to S Loop, west of I-75 - 5,700 LF	2013	2014			X		DELETE
Rottenwood Creek Multi-use Trail (West)	Greenway - I-75 BRT bridge to Barclay Cir - 10,200 LF	2013	2014			X		See updated phase schedule and estimated costs.
New multi-use trail alignment to Brumby Elem. School	Greenway - Rottenwood Cr to Brumby Sch - 4,400 LF	2010	2011					PER COBB DOT DELETE. NO LONGER RELEVANT
Franklin Road Improvements	Franklin Road Upgrade - South Loop to Delk Road	2008	2010			X		Project is being phased. Franklin Road Improvements Ph 1: from S. Marietta Pkwy (SR 120) to Twinbrooks is currently PE completed and ROW is underway. Ph 2: from Twinbrooks Dr to Savannah Oaks Dr. Ph3: from Savannah Oaks Dr. to Delk Road.
BRT Station New Access Road	BRT Station Access Road - Franklin Road to the BRT Site	2008	2010				X	DELETE
BRT Station New Access Road Traffic Signals	Traffic Signals - Franklin Road Intersection with BRT Station Access Road	2007	2007				X	DELETE
Delk Rd at Franklin Rd Ped Signal Upgrades	Pedestrian Signal Upgrades - push button actuators (Delk @ Franklin)	2007	2007		X			UNDERWAY. Project was upgraded to include intersection improvements. See project description, schedule, and cost.
South Marietta Pkwy (SR 120 Loop) at Franklin Rd Ped Signal Upgrades	Pedestrian Signal Upgrades - Push Button Actuators (South Loop @ Franklin)	2007	2007		X			UNDERWAY. Project was upgraded to include intersection improvements. See project description, schedule, and cost.
Delk Road at Powers Ferry Rd Ped Signal Upgrades	Pedestrian Signal Upgrades - Push Button Actuators (Delk @ Powers Ferry)	2007	2007					Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed December 2009. The Delk Road study will be amended to include any updates and changes along the unincorporated areas of the Delk Road LCI study, including this project.
South Marietta Pkwy (SR 120 Loop) at Powers Ferry Rd Ped Signal Upgrades	Pedestrian Signal Upgrades - Push Button Actuators (South Loop @ Powers Ferry)	2007	2007		X			UNDERWAY. Project was upgraded to include intersection improvements. See project description, schedule, and cost.
South Marietta Pkwy (SR 120 Loop) at Powers Ferry Rd Realignment	Intersection Improvements - Realignment of South Loop @ Powers Ferry	2010	2012					AMEND per PW.
Delk Road at Powers Ferry Rd Intersection Improvements	Intersection Improvements - Realignment of Delk @ Powers Ferry	2010	2012					Cobb County is currently conducting a Powers Ferry Road Corridor Study. The study is scheduled to be completed December 2009. The Delk Road study will be amended to include any updates and changes along the unincorporated areas of the Delk Road LCI study, including this project.

**Project and Initiatives Evaluation
Franklin/ Delk LCI Study
5-Year Update**

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
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Other Local Initiatives

Project	Description	Study / Implementation Year	STATUS				Notes	
			Complete	Underway	Not Started	Not Relevant		
Park - Land Acquisition - 876 Franklin Rd - 2.15 ac		2007			X		Continued planning efforts.	
Park - Improvements - 2.15 ac		2007			X		Continued planning efforts.	
Boys & Girls Club - Land Acquisition - 866 & 876 Franklin Rd - 7.0 ac. (excluding park land)		2007			X		Continued planning efforts.	
Boys & Girls Club (excluding all land)		2007			X		Continued planning efforts.	
Meadowbrook Dr Park - Land Acquisition - 491,501 Meadowbrook & 432 Virginia - 1.15 ac (excluding new street land)		2010				X	DELETE. Project is no longer relevant due to change in transit concept.	
Meadowbrook Dr Park - Improvements 1.15 ac		2010				X	DELETE. Project is no longer relevant due to change in transit concept.	
Adopt the Delk Road LCI Study and Concept Plan as an update to the City of Marietta and Cobb County Comprehensive Plans; submit Plan Updates to ARC and DCA and include the LCI Study and Concept Plan as an appendix, incorporating appropriate capital projects into the respective Short Term Work Programs.		2005-2006		X			On July 13, 2005, the City of Marietta approved the Marietta Comprehensive Plan 2006-2030 under the new DCA guidelines. The Marietta Comp Plan included the included recommendations and policy updates necessary to implement the LCI Study.	
As part of the Comprehensive Plan Update, revise the respective Future Land Use Maps, incorporating such Map amendments as are proposed herein.		2005-2006		X			The update future land use map reflects changes recommended by the Delk Road TOD LCI Plan.	
Conduct public hearings for the purpose of considering adoption of the proposed Delk Road Transit Oriented Development (TOD) Overlay District as an amendment to the text of the City of Marietta Zoning Ordinance and as an amendment to Official Zoning Map of the City of Marietta.		2005-2006				X	Delete. No longer relevant due to a change in HOV/BRT concept to reversible lanes. The new northwest corridor project concept is reversible lanes and will not have transit stations.	
Conduct public hearings for the purpose of considering adoption of the proposed Rottenwood Creek Environmental Overlay as an amendment to the text of the City of Marietta Zoning Ordinance and as an amendment to Official Zoning Map of the City of Marietta.		2005-2006			X		Effective December 16, 2008, all floodplain boundaries within the city are revised as shown on the 2008 FEMA Flood Insurance Rate Maps (FIRM). It should be noted that any overlay language identify the "Rottenwood Creek Watershed" in order to accurately cover the overlay area proposed in the Delk TOD LCI Study.	
Conduct public hearings for the purpose of considering adoption of the proposed Rottenwood Creek Environmental Overlay as an amendment to the text of the Cobb County Zoning Ordinance and as an amendment to Official Zoning Map of Cobb County.		2005-2006				X	DELETE. PER COBB COUNTY	
Conduct public hearings for the purpose of considering the rezoning of properties in Cobb County along Powers Ferry Road, south of Delk Road to the Urban Village Commercial District.		2005-2006				X	DELETE. PER COBB COUNTY	
Key Administrative Strategies								
Maintain the concerted campaign of code and property maintenance enforcement in the Franklin Road corridor. Staffing constraints and growing demand for code enforcement efforts plague these efforts across the region. However, such vigilance is essential to eliminating violations, protect public health and safety and preserving surrounding property values. The resources of the City of Marietta should continue with present enforcement schedules as an essential element of the Delk Road LCI Concept Plan implementation.		2005-2006			X			This is an ongoing campaign of the City.
Aggressively apply the nonconforming use provisions of the Marietta Zoning Ordinance by identifying nonconforming uses within the LCI Study Area and monitoring abandonment of such uses for periods exceeding the six-month window as provided in Sec. 706.02 Continuance of nonconforming use in the Marietta Ordinance.		2005-2006					X	DELETE. Much of the blight occurring in the area, especially along Franklin Road, stems from underutilization and a minimalistic investment approach among owners, not inappropriate or incompatible uses. For instance, the majority of properties along Franklin Road are zoned for multi-family and are used as such - likewise with the commercial and industrial areas. Rather than facing a problem with abandonment, the commercial zones experience high tenant turnover and a lack of solid, stable neighborhood uses. The parcels that are abandoned are vacant due to lack of willing and able investors

**Project and Initiatives Evaluation
Franklin/ Delk LCI Study
5-Year Update**

Project	Description	PE Year	Construction Year	Complete	Underway	Not Started	Not Relevant	Notes
	Introduce a site plan review process, specifically within the TOD Overlay, but perhaps, throughout the study area as well that involves public safety officials. Law enforcement focuses on public safety and may introduce such approaches as Crime Prevention Through Environmental Design (CPTED) that assess site lighting and landscaping, among other factors. Adopted for all construction in the study area, CPTED approaches could reduce crime and enhance personal security.	2005-2006					X	DELETE. Project is no longer relevant due to change in transit concept.
Financial Feasibility								
	Create a Tax Allocation District that can aid in and hasten the implementation of the private projects, can aid in the acquisition of land and can increase the amount of affordable housing that can be created	2005-2006		X				On January 1, 2005, the Georgia Revenue Commissioner approved the Franklin/ Gateway TAD. Created to aid with financing resources, implement redevelopment initiatives, and assist with transportation enhancements within the area.

**2011 - 2016 ACTION PLAN
FRANKLIN/ DELK LCI STUDY**

Rolled Over/ New Project Name	Project Description	Type of Improvement	Engineering Year	Engineering Cost Estimate	ROW Yr	ROW Cost Estimate	Construction Year	Construction Cost Estimate	Total Estimated Project Costs	Responsible Party	Funding Source	Comments
Transportation Initiatives												
Cobb Parkway (US 41) Sidewalks	Construct sidewalks and street trees along Cobb Parkway (US 41) from Wylie Road to Rottenwood Creek, linking to future trail alignments.	Pedestrian	2012	\$15,000	2013	\$ -	2014	\$ 120,000	\$135,000	City	Local	
Wylie Road Sidewalks Phase 1	Construct sidewalks along Wylie Road from South Marietta Parkway (SR 120) to Ridge Run	Pedestrian	Completed	\$72,000	Underway	\$ -	2010	\$ 480,000	\$552,000	City	Local	
Wylie Road Sidewalks Phase 2	Construct sidewalks along Wylie Road from Ridge Run to Cobb Parkway (US 41)	Pedestrian	2013	\$35,000	2014	\$ 60,000	2015	\$ 288,000	\$383,000	City	Local	
Delk Road Sidewalks	Construct sidewalks and street trees along Delk Rd from Franklin Road to I-75/existing sidewalks.	Pedestrian	2012	\$55,000	2013	\$ -	2013	\$ 427,200	\$482,200	City/State	Local/ State	
Delk Rd Bridge over I-75: Pedestrian Accommodations		Pedestrian								City/State	Local/ State	
South Marietta Parkway (SR 120) Sidewalks	Construct sidewalks along South Marietta Pkwy (SR 120) from Franklin Rd to I-75.	Pedestrian	2012	\$19,080	2013	\$ -	2014	\$ 108,000	\$127,080	City	Local	
South Marietta Pkwy (SR 120) Bridge over I-75: Pedestrian Accommodations		Pedestrian								City/State	Local/ State	
South Marietta Parkway (SR 120) Sidewalks	Construct sidewalks along South Marietta Pkwy (SR 120) from I-75 to Powers Ferry Road.	Pedestrian	2013	\$91,620	2014	\$ -	2015	\$ 610,800	\$702,420	City	Local	
Franklin Road/ Cobb Pkwy (US 41) Connector	Construct a new roadway connecting Franklin Road to Cobb Parkway (US 41). Roadway will include medians, sidewalks, pedestrian lighting.	Roadway Capacity	2014	\$883,875	2015	\$ 7,000,000	2016	\$ 6,000,000	\$13,883,875	City	Local	
Delk Road Medians: from I-75 to Powers Ferry Road	Construct safety operational improvements by adding medians to roadway. Project along Delk Rd from I-75 to Powers Ferry Rd.	Safety Operational	2013	\$141,750	2014	\$ -	2015	\$ 945,000	\$1,086,750	City/State	Local/ State	
Rottenwood Creek Multi-use Trail Phase 1	Study and construct a multi-use trail along Rottenwood Creek corridor (where feasible) from Terrell Mill Rd to I-75 near Forest Ridge Dr. Linking to Cobb County planned trail.	Multi-Use Trail	2012	\$216,000	2013	\$ 500,000	2014	\$ 1,440,000	\$2,156,000	City	Local	
Powers Ferry Road Multi-use Trail: from South Marietta Parkway (SR 120) to Terrell Mill Road	Construct a multi-use trail along Powers Ferry Road from South Marietta Pkwy (SR 120) to Terrell Mill Road.	Multi-Use Trail	2015							Cobb County	Local	
Trailhead Terrell Mill Road	Design and construct a trail head on Terrell Mill Road as part of Rottenwood Creek Trail (fka. Bob Callahan Trail Phase II)	Multi-Use Trail	2014	\$19,500	N/A	N/A	2015	\$195,000	\$214,500	Cobb County	Local	
Rottenwood Creek Multi-use Trail Phase 2	Study and construct a multi-use trail along Rottenwood Creek corridor (where feasible) from I-75 to Barclay Circle.	Multi-Use Trail	2014	\$229,500	2015	\$ 600,000	2016	\$ 1,530,000	\$2,359,500	City	Local	
Franklin Road Improvements Phase 1	Install roadway improvements along Franklin Road from South Marietta Parkway (SR 120) to Twinbrooks Drive. Project will include safety operational improvements and sidewalks.	Safety Operational	Completed	\$464,514	Underway	\$ 1,180,184	2010	\$ 3,197,415	\$4,842,113	City	Local	
Franklin Road Improvements Phase 2	Install roadway improvements along Franklin Road from Twinbrooks Drive to Savannah Oaks Drive. Project will include safety operation improvements, medians, sidewalks, and lighting.	Safety Operational	2012	\$427,000	2013	\$ 1,012,000	2014	\$ 3,499,000	\$4,938,000	City	Local	

**Franklin/ Delk LCI Study Update
5-Year Implementation Plan**

Rolled Over/ New Project Name	Project Description	Type of Improvement	Engineering Year	Engineering Cost Estimate	ROW Yr	ROW Cost Estimate	Construction Year	Construction Cost Estimate	Total Estimated Project Costs	Responsible Party	Funding Source	Comments
Franklin Road Improvements Phase 3	Install roadway improvements along Franklin Road from Savannah Oaks Drive to Delk Road. Project will include safety operation improvements, medians, sidewalks, and lighting.	Safety Operational	2012	\$400,200	2014	\$ 1,014,420	2015	\$ 2,686,560	\$4,101,180	City	Local	
Delk Road at Franklin Road Intersection Improvements	Intersection and pedestrian improvements	Intersection	Completed	\$130,000	Underway	\$ -	2010	\$ 1,100,000	\$1,230,000	City	Local	
South Marietta Pkwy (SR 120) at Franklin Road Intersection Improvements	Intersection and pedestrian improvements	Intersection	Completed	\$100,000	Underway	\$ 120,000	2010	\$ 280,000	\$500,000	City	Local	
Delk Road at Powers Ferry Rd Ped Signal Upgrades		Intersection								Cobb County		
South Marietta Pkwy (SR 120) at Powers Ferry Road Intersection Improvements	Intersection and pedestrian improvements	Intersection	Completed	\$100,000	Underway	\$ 400,000	2010	\$ 512,000	\$1,012,000	City	Local	
Delk Road at Powers Ferry Rd Intersection Improvements		Intersection								Cobb County	Cobb County	
Leland Drive Extension	Construct new roadway extension of Leland Dr. to connect Windy Hill Road with Terrell Mill Road	Roadway Capacity	No funding available	\$1,000,000	N/A	\$1,041,000	N/A	\$7,959,000	\$10,000,000	Cobb County		Recommended through the Powers Ferry Master Plan
Powers Ferry Road at Delk Road - Crosswalk/Streetscape Improvements	Pedestrian improvements with streetscape improvements similar to CCID initiatives along Powers Ferry (Restriping and Resurfacing Project to extend Northbound lane north of Delk Road)	Intersection	No funding available	\$0	N/A	\$0	N/A	\$200,000	\$200,000	Cobb County		Recommended through the Powers Ferry Master Plan
Powers Ferry Road at Terrell Mill Road - Crosswalk/Streetscape Improvements	Pedestrian improvements with streetscape improvements similar to CCID initiatives along Powers Ferry (Terrell Mill Road to Wildwood Pkwy)	Intersection	2010	\$110,000	2011	\$0	2012	\$621,000	\$731,000	Cobb County		Recommended through the Powers Ferry Master Plan
Leland Drive Sidewalks	Construct Sidewalk on both sides of Leland Drive and proposed new Leland Dr. extension	Pedestrian	No funding available	\$50,550	N/A	\$124,556	N/A	\$337,000	\$512,106	Cobb County		Recommended through the Powers Ferry Master Plan
Bentley Road Sidewalks	Construct Sidewalks on eastside of Bentley Road from Bentley Manor Apartments to Terrell Trace Dr.	Pedestrian	No funding available	\$25,275	N/A	\$62,278	N/A	\$168,500	\$256,053	Cobb County		Recommended through the Powers Ferry Master Plan
Powers Ferry - Sidewalk upgrades	Upgrade sidewalks from 3 foot to 5 foot along Powers Ferry Road (SB) from Governors Ridge to Windy Hill Road	Pedestrian	No funding available	N/A	N/A	N/A	N/A	N/A	N/A	Cobb County		Recommended through the Powers Ferry Master Plan
Powers Ferry Access Management Plan	Study and implement access management plan along Powers Ferry Road from Delk Road to Terrell Mill Road	Safety Operational	No funding available	N/A	N/A	N/A	N/A	N/A	N/A	Cobb County		Recommended through the Powers Ferry Master Plan
Cobb Community Transit Expansion	Transit Update	Transit	NA	NA	NA	NA	NA	NA	150K	CCT	TBD	Recommended through the Powers Ferry Master Plan
Powers Ferry Bicycle Network	Detailed bike connectivity plan for entire Delk LCI plan	Bike/Ped	N/A	N/A	N/A	N/A	N/A	N/A	150K	Cobb DOT	LCI supplemental funds / Splost	Recommended through the Powers Ferry Master Plan
Powers Ferry Proposed Trail Network	Update proposed trail network for Cobb County to reflect change recommendation from Powers Ferry Master Plan	Multi-Use Trail	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Cobb DOT	Cobb County	Recommended through the Powers Ferry Master Plan
Bentley Road Realignment	Realignment of Bentley Road with future Leland Dr. extension. ROW acquisition being completed through any future redevelopment efforts	Safety Operational	2021	\$600,000	Upon Redevelopment	N/A	2031	\$6,000,000	\$6,600,000	Cobb DOT	TBD	Recommended through the Powers Ferry Master Plan

**2011 - 2016 ACTION PLAN
FRANKLIN/ DELK LCI STUDY**

Update Other Local Initiatives

Description/ Action	Year	Responsible Party	Funding Source
Park - Land Acquisition - 876 Franklin Rd - 2.15 ac	2013	City	Local
Park - Improvements - 2.15 ac	2013	City	Local
Boys & Girls Club - Land Acquisition - 866 & 876 Franklin Rd - 7.0 ac. (excluding park land)	2014	City	Local
Boys & Girls Club (excluding all land)	2014	City	Local
Conduct public hearings for the purpose of considering adoption of the proposed Rottenwood Creek Environmental Overlay as an amendment to the text of the City of Marietta Zoning Ordinance and as an amendment to Official Zoning Map of the City of Marietta.	2009	City	Local
Study method to link Franklin Road area to the proposed U.S. 41 Light Rail Initiative	2015	City/County	Local
Establish Redevelopment Overlay District for northern sections of Powers Ferry Road	2010	County	Local
Institute a Tax Allocation District for sections of Powers Ferry Road	2011	County	Local
Acquire and Construct access gateways to the Chattahoochee National Recreational Area along Wildwood Parkway, Windy Hill and Windy Ridge Parkway	2013	County	Local
Include the Powers Ferry ROD into the Redevelopment Sites Inventory	2010	County	Local
Establish Commercial Revitalization Zone for Village Area	2011	County	Local
Feasibility Study on Expansion of Terrell Mill Park	2015	County	Local
Update Cobb County Comprehensive 2030 Plan	2010	County	Local